

BY DUNCAN HALES

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Portfolio

Duncan Hales

MULTIDISCIPLINARY DESIGNER

Howdy, I'm Duncan Hales.

I'm a multidisciplinary designer based in Austin, Texas. I draw inspiration from everyday experiences, and I am passionate about supporting others in telling their stories using digital content.



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Digital Content

Ari from IT

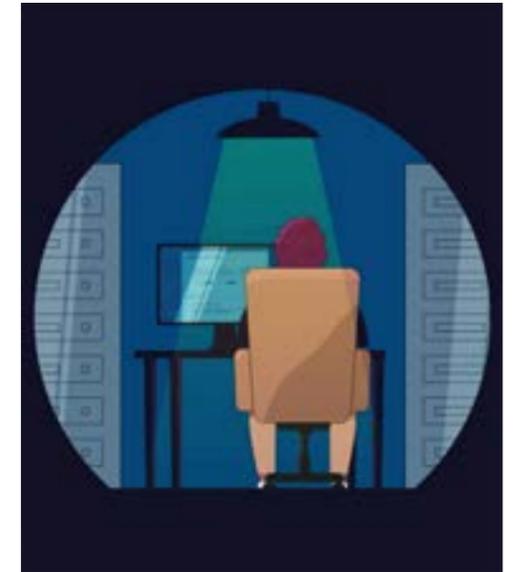


ARI FROM IT TITLE CARD

Ari from IT



ARI FROM IT VALENTINES DAY



ARI FROM IT DESK SCENE

Ari from IT

Project Goal:

Promote Dell APEX as-a-service offerings while identifying content strategies that generate organic engagement through social media.

Production:

Written, illustrated and animated by me using the Adobe Creative Suite

Summary:

Ari from IT began as a limited animated series meant to showcase the lifestyle advantages afforded to IT pros when they employ APEX as-a-service storage solutions. The series quickly became among the highest performing assets on the @DellAPEX and @DellTech Twitter and LinkedIn handles, often outperforming content with paid promotion.

CLIENT:

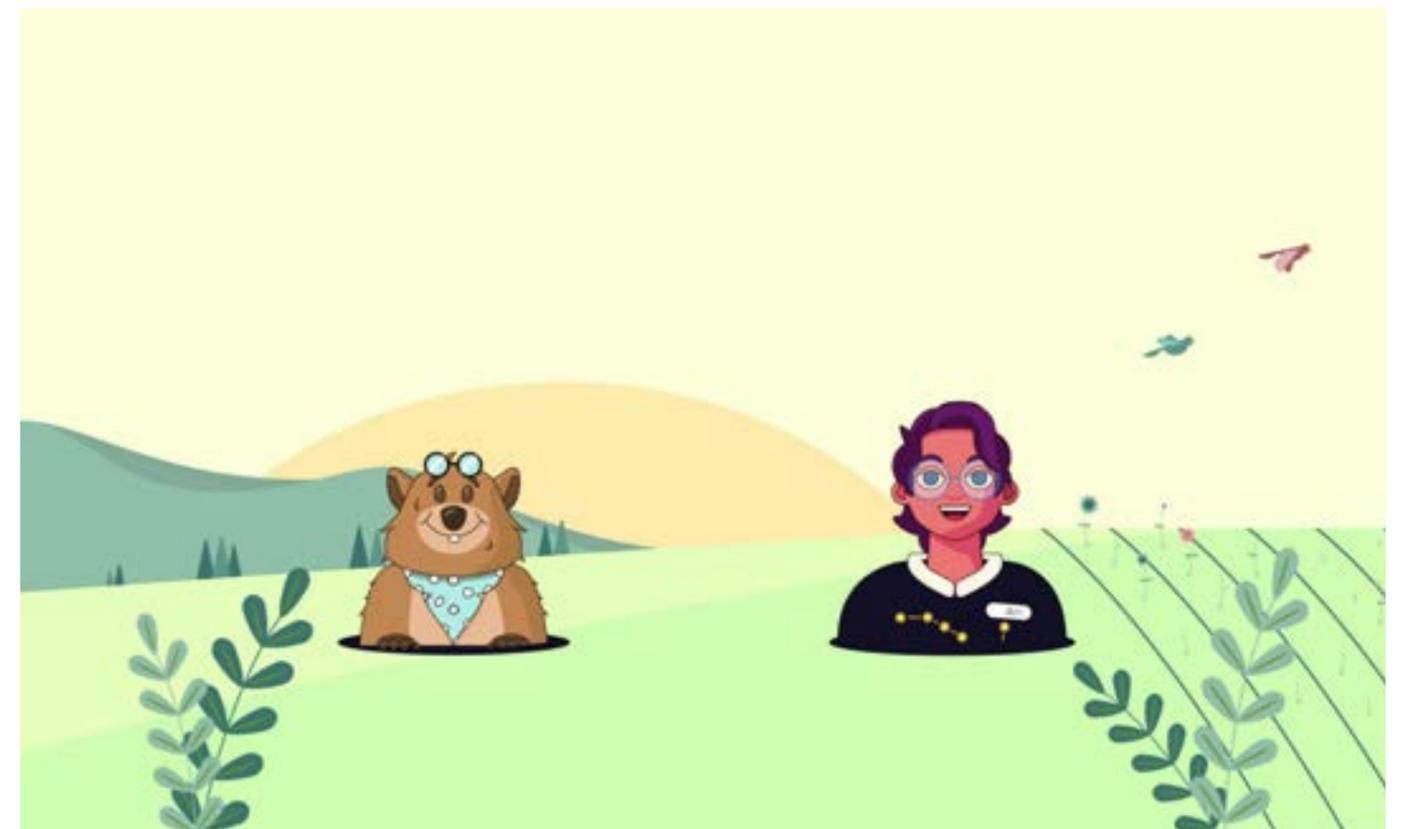
Dell Technologies

APPLIED SKILLS:

Creative Development, Digital Illustration, Project Management

MADE WITH:

Adobe Illustrator, After Effects, Adobe Premiere Pro



ARI FROM IT GROUNDHOG DAY

APEX Fast Facts

Project Goal:

Present Dell APEX performance metrics as quick, bite-size graphics for social content.

Summary:

Dell APEX offers consumers industry-leading storage solutions, but sifting through a whitepaper to find performance metrics is an unnecessary and exhaustive process. APEX Fast Facts are presented using creative strategies to showcase impressive offerings to a wider audience.

CLIENT:

Dell Technologies

APPLIED SKILLS:

Creative Development, Social Media Analysis, Copywriting

MADE WITH:

Adobe Illustrator, After Effects, Adobe Premiere Pro



Multi-cloud Carousel

Project Goal:

Repurpose existing whitepaper material into carousel format for LinkedIn content

Summary:

An initial whitepaper comprised of multi-cloud content was seeing a lack of engagement online, so I repurposed it into an interactive carousel format. The post was shared to the Dell Technologies LinkedIn page and had an organic reach that surpassed that of posts with paid promotion. It also affirmed an insight suggesting that carousel graphics regularly outperformed traditional static social content.

CLIENT:

Dell Technologies

APPLIED SKILLS:

Creative Development, Social Media Analysis, Copywriting

MADE WITH:

Adobe Illustrator



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3D Modeling

Breakfast Blends

Project Goal:

Expand creative toolkit to include 3D modeling and animation by learning the open source software, Blender.

Production:

Ideated and executed by me using Blender 3D.

Summary:

In January of 2021, I challenged myself to explore new ways to create compelling content. Among the most accessible was 3D modeling, thanks to Blender, an open source and free-to-use software. 3D modeling presented a tremendous opportunity to study composition, light and rendering. I tested my learning by producing "Breakfast Blends," to improve and master 3D graphics.

CLIENT:

Personal Project

APPLIED SKILLS:

Composition, Light Study, Rendering

MADE WITH:

Blender 3D, Adobe Illustrator





The Breakfast Blend series has been an ongoing exploration in composition and lighting. It's encouraged me to study the way that light interacts with subjects in the real world so that I can feel comfortable manipulating those interactions in Blender.

Breakfast Blends



Wassily Chair Study



Sizzle Reel Intro Frame

