

PROFESSIONAL GRAPHIC DESIGN BY

David Griffiths



INTERACTIVE PORTFOLIO

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“OUR PRICE IS RIGHT!” SOCIAL MEDIA CAMPAIGN

For Tri-Rail’s “Our price is right!” campaign, I was so happy when they selected to use my recommended photographer, Steven Shires, to shoot this campaign. I used a flat-style of design, a modern, clean, block font, and chose to use complimentary colors from the Tri-Rail logo with this campaign. I also photo retouched and cropped each image and created animated web banners that appeared in e-newsletters online.

This social media campaign targeted commuters in the South Florida area on Facebook and Instagram.

I was very proud of my participation in this social media campaign for Tri-Rail as they won first-place in the 2019 American Public Transportation Association (APTA) AdWheel Awards Competition.



West Palm Beach to Ft Lauderdale



Boca Raton to Fort Lauderdale



Ride All Day on Weekends & Holidays



Delray Beach to Miami Airport



PROJECT: SOCIAL MEDIA CAMPAIGN GRAPHICS
CLIENT: GPR/TRI-RAIL

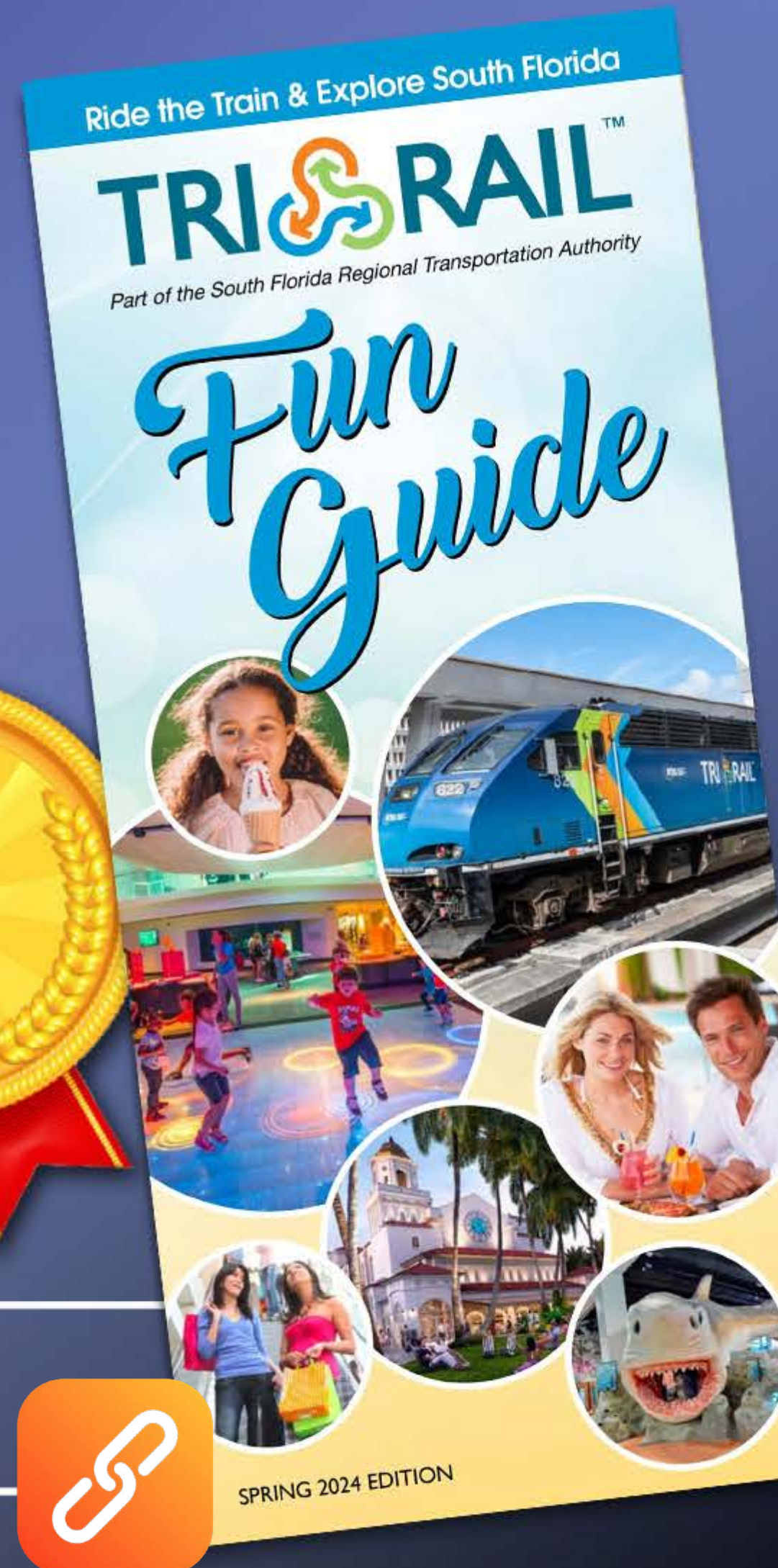
TRI-RAIL'S "FUN GUIDE" WINS FIRST-PLACE AWARD

One of the first projects I worked on at GPR was the Tri-Rail "Fun Guide". This booklet was created to promote all the fun things for families to do in South Florida within close distance to the train stations and convenient connections.

The Fun Guide is a 48-page booklet distributed at family-friendly Tri-Rail events, as well as on their trains and as a convenient, downloadable, mobile flipbook version. The "Explore South Florida" campaign included a full-page advertisement, the campaign landing page and a 15 second social media video, which I designed as well.

Tri-Rail's Fun Guide was awarded first-place in the 2018 Florida Public Transportation Awards (FPTA) and I was very proud to have been an integral part of the team on the campaign for this client.

CLICK THE BUTTON
TO WATCH A VIDEO



*Ride the train
and explore
South Florida*

Ride all day on weekends for only \$5. Kids under 5 ride free.

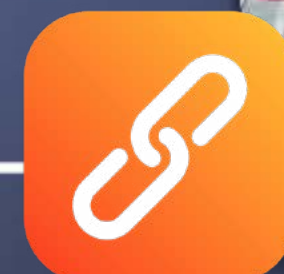
Get on board Tri-Rail for a day of fun at local attractions and events. Enjoy low fares, 18 convenient stations and easy connections from Miami to Fort Lauderdale to Palm Beach.

TRI-RAIL™
tri-rail.com • 1-800-TRI-RAIL

Download your FREE Fun Guide today!

SPRING 2024 EDITION

PROJECT: FUN GUIDE BOOKLET AND CAMPAIGN
CLIENT: GPR/TRI-RAIL



“RESPECT THE RAILS” CAMPAIGN

Tri-Rail’s Rail Safety campaign poster was designed to catch the eyes of younger kids. With the text on a slant and the fonts I selected, as well as the colors and the image I created out of several stock photographs, this campaign was to educate kids to avoid playing on the rails, as well as to pay attention while crossing at designated railroad crossings.

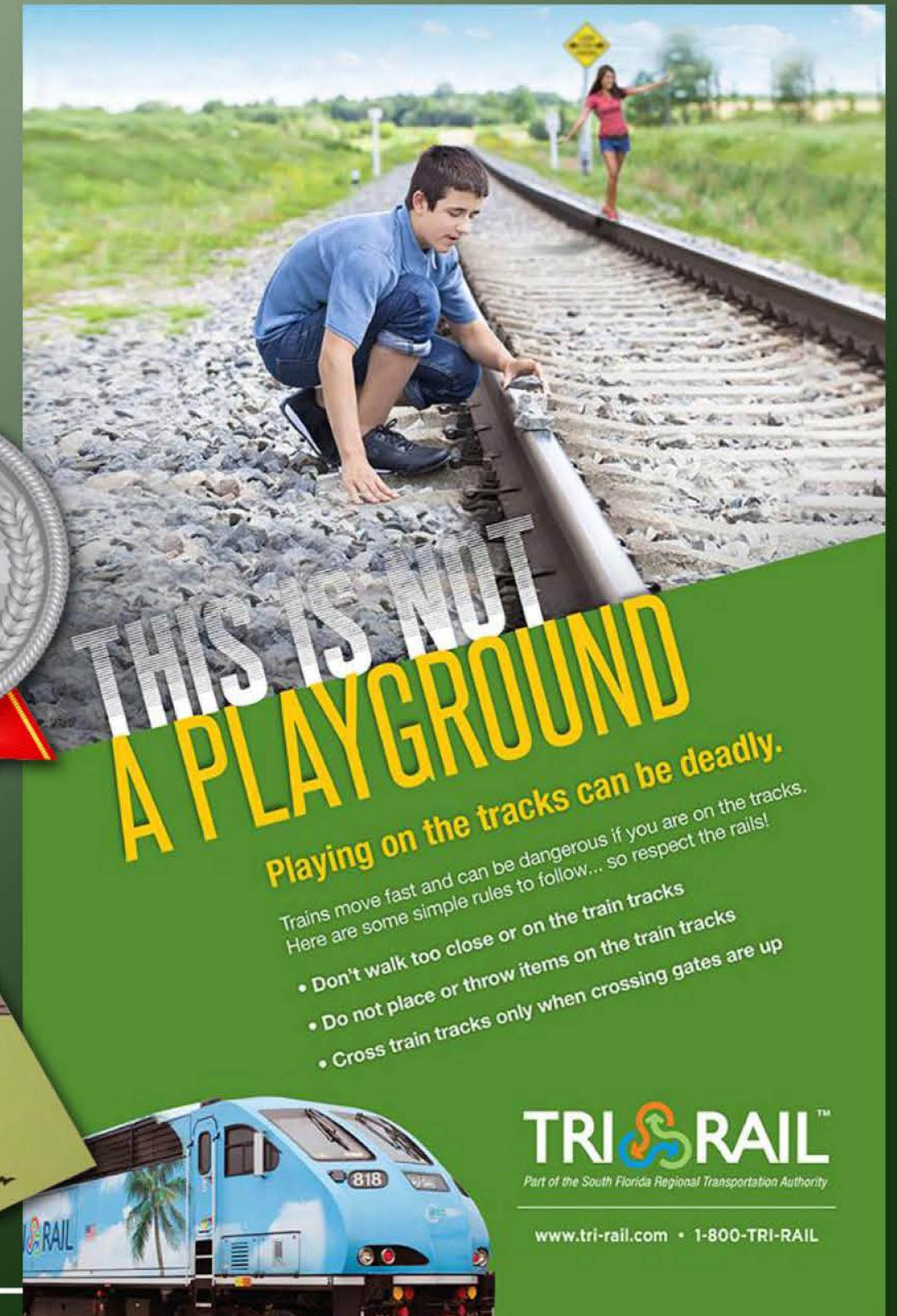
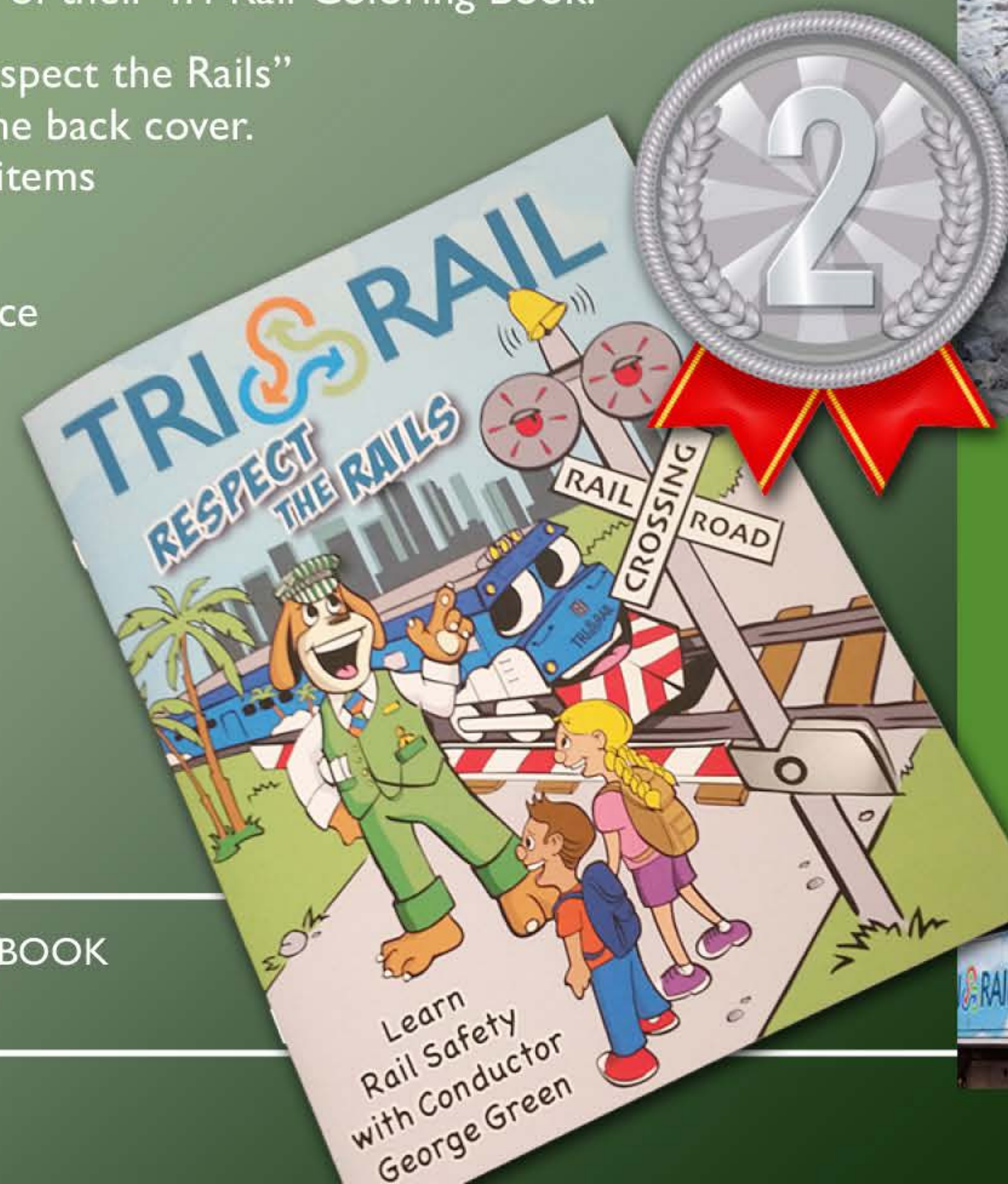
These posters were distributed to schools in the Tri-Rail area from Miami to the Palm Beaches, as well as featured on the back cover of their Tri-Rail Coloring Book.

Tri-Rail selected my cover design for their “Respect the Rails” coloring book, which featured the poster on the back cover. I also created this Logo for their promotional items and for this campaign’s landing page.

This campaign poster was awarded second-place in the 2018 Florida Public Transportation Awards (FPTA), which is quite an honor.

Respect the RAILS

PROJECT: RAIL SAFETY POSTER & COLORING BOOK
CLIENT: GPR/TRI-RAIL



THE EVOLV & GUMBALL 3000: GLOBAL RALLY LIVERY PRODUCTION

I joined The EVOLV team specifically to help take on the massive Gumball 3000 project after the previous Creative Supervisor was unable to manage the scope of the job. With just two months to prepare, I took over production of liveries for 120+ vehicles, including exotic cars, support vehicles, vans, and trucks, for the rally from the Seminole Hard Rock Hotel & Casino in Hollywood, Florida, to Mexico City for the FIFA World Cup. The Gumball 3000 is internationally known for its 3,000-mile rallies featuring extraordinary vehicles and celebrity participants, making this an extremely high-profile project with no room for error. The project required long hours, weekends, meticulous production, and constant coordination.

On launch day, Gumball staff told us the team they hired the previous year had been unable to complete the full fleet and required a second team to finish the job. This year, with my support and project management we delivered on time!

PROJECT: LIVERY PRODUCTION & DESIGN
CLIENT: THE EVOLV / GUMBALL 3000



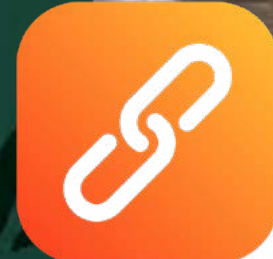
MIA TO MEX

THE EVOLV: SEMA 2026 BOOTH DESIGN

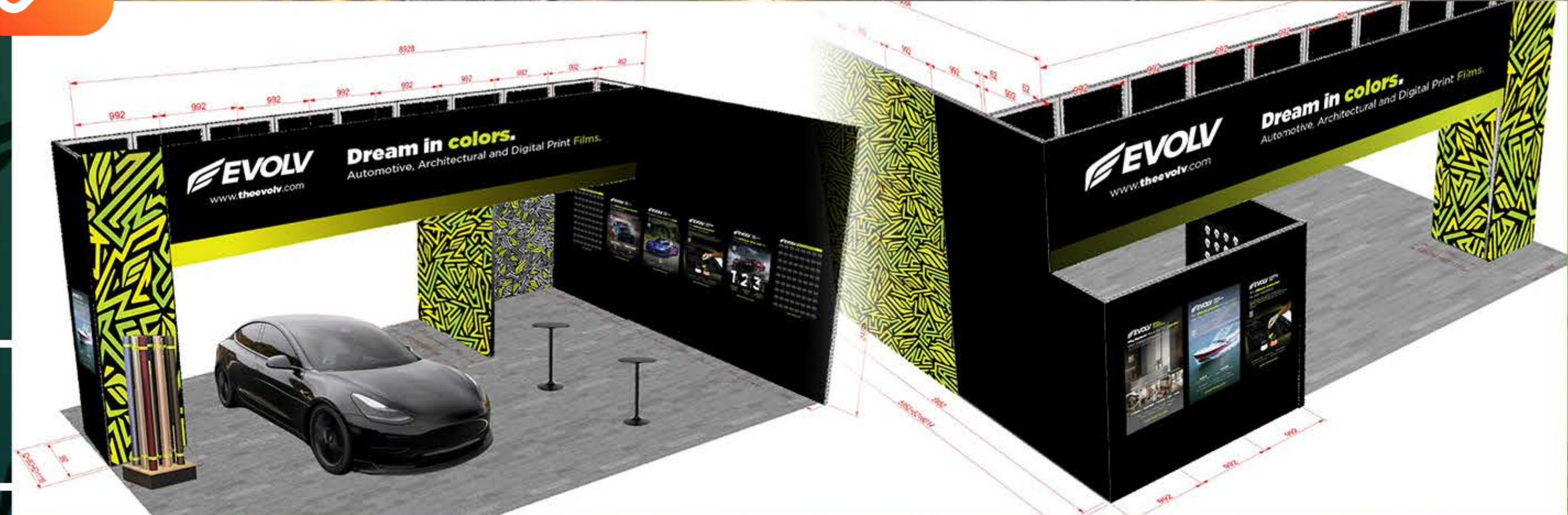
For The EVOLV's SEMA 2026 exhibition, it was my job to develop a complete booth concept for one of the world's most respected automotive trade shows. It was my first time designing a booth of this scale, so I broke down the company's existing booth components and reimagined how they could work together as a cohesive, functional space, without requiring any additional structural pieces. I designed the new cloth covers and wall displays.

The design incorporated a dedicated interview and social-media area, product displays, and an open space for a vehicle where The EVOLV installers could demonstrate PPF installation and showcase the ease of working with its materials. Additional displays, countertops, and furnishings would complete the environment. At SEMA, the booth is a company's storefront on an international stage, so it needed to look impressive, function efficiently, showcase the product, and create an environment that reflected the quality of the brand.

PROJECT: TRADESHOW BOOTH DESIGN
CLIENT: THE EVOLV



READ THE BLOG POST



THE SOUTH FLORIDA SYMPHONY ORCHESTRA'S 100 VIOLIN INITIATIVE

I love helping the kids, so I was pleased to contribute to the South Florida Symphony Orchestra's 100 Violin Initiative, a fundraising campaign designed to bring the joy of music education to underserved local students through free violin instruction and music-reading lessons.

My work included designing website graphics for implementation by their webmaster, creating a series of social media graphics and personalized postcards recognizing the campaign's initial donors.

Using limited photography and video footage, and a coworker's voice-over, I was able to create a heartwarming promotional video. Together, these creative assets helped raise awareness of the initiative, celebrate donor participation, and inspire the community to "Give Today!"

I believe it is important to help put the power of music into the hands of the next generation.

PROJECT: PRINT & DIGITAL CAMPAIGN
CLIENT: SOUTH FLORIDA SYMPHONY ORCHESTRA

The image is a collage of promotional materials for the South Florida Symphony Orchestra's 100 Violin Initiative. At the top, a website header for the South Florida Symphony Orchestra is visible, with navigation links: Home, About, Calendar, Concerts & Tickets, Artists, Special Events, and Donate. Below the header is a large banner with the title "100 VIOLIN INITIATIVE" in a large, serif font, and the tagline "Giving the gift of music to local children" in a cursive script. The banner also features the South Florida Symphony Orchestra logo and the name of the Music Director, Sebrina Maria Alfonso. Below the banner are three testimonials from supporters, each with a photo and a quote. The first testimonial is from Michael Goodman, Founder of Goodman Public Relations, who says, "I was fortunate to have played the clarinet in high school and now I am paying it forward with my donation to provide the same experience for young students." The second testimonial is from Rick and DeAnn Hazey, who say, "I was blessed to have played the violin for 18 years, an experience that began with early exposure to classical music in grade school. We support this initiative to ensure that children have the same opportunity to be inspired and transformed by music." The third testimonial is from Steven O. Evans, PhD, Publisher of OutClique Magazine, who says, "As a pianist, organist, and handbell ringer, I know music moves hearts and shapes lives, and I'm proud to invest in its future and in a better world for tomorrow." Below the testimonials is a photo of a young girl playing the violin, and a large red play button icon. The bottom right corner features a QR code and the website URL "southfloridasymphony.org/100violins".

SOFLOGO CAMPAIGN TO PROMOTE THE NEW TRANSIT APP FOR SOUTH FLORIDA

As a contractor with Goodman Public Relations, I designed a social media campaign, onboard posters and floor clings to direct riders to download the new app. I designed and hosted the landing page to connect riders with the instructions to download the new app.

The campaign also consisted of a digital video campaign, which I used AI to create a character for the storyboard graphics, showing a day in the life of a passenger traveling through South Florida using the app to navigate and get from the bus to the train.

The digital campaign targeted current riders using a geolocation feature, as well as new riders who were within the location of each of the train stations.

The app was created to replace the individual apps that each transit partner used, and create a single-use app for travelers and commuters using the Broward County and Miami-Dade transit systems, as well as Palm Tran in Palm Beach, and the Tri-Rail train system.

PROJECT: SOFLOGO TRANSIT APP CAMPAIGN
CLIENT: SFRTA / TRI-RAIL



S. FLORIDA WILDLIFE CENTER'S FUNDRAISING PACKAGE

This project ended up being a favorite of mine, as it turned out so lovely. I worked with the team to create this beautiful fundraising package, which included a 2-pocket folder, a 12-page booklet and a quad-fold brochure.

I was happy they chose my logo design for the 50th Anniversary of the South Florida Wildlife Center and I was proud to work on it. The other team members provided the copy, the client's overall package requirements and coordinated with the client, while I handled the layout, image selection, photo retouching and color correction, handled the file preparation and print production.

The main focus of the package was to highlight the amazing work the center has done over the past 50 years and to raise awareness about the need for a new building to continue their mission of rescue, rehabilitation, research and education.

PROJECT: FUNDRAISING PACKAGE
CLIENT: GPR/S. FLORIDA WILDLIFE CENTER



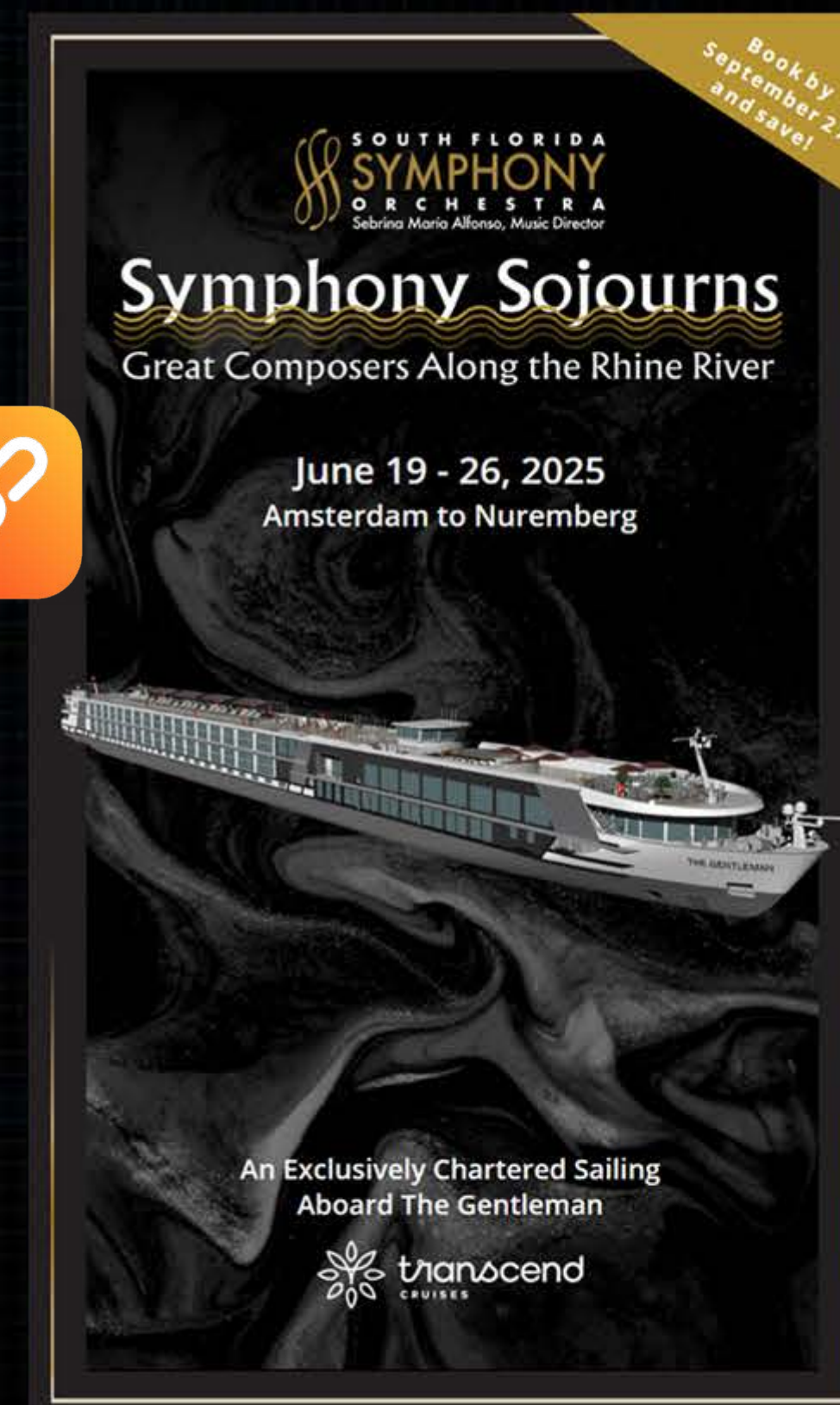
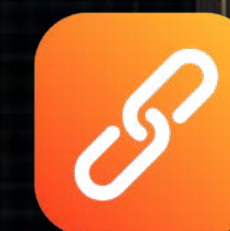
THE SOUTH FLORIDA SYMPHONY ORCHESTRA

For several years, I have been charged with the graphics for the South Florida Symphony Orchestra. Music is a passion of mine, so I loved creating the colorful graphics.

I managed the photo shoots we had with the musicians, the photographers, and stylists. In addition, I edited and silhouetted all the images of the musicians for the ads. Each was shot individually, and then the images were combined.

Not only did I design their social media, their ads, graphics for their website, calendar posts, eblasts, but I also designed many special projects for the organization, including their Symphony Sojourns cruise information and promotional materials, but also their 100 Violin Initiative, which helps children in local schools learn music. In addition, each year, I designed their annual Gala graphics. Working closely with the Symphony's marketing director, we designed close to 100 design pieces each season.

PROJECT: SOCIAL MEDIA & PRINT BROCHURE SAMPLES
CLIENT: SOUTH FLORIDA SYMPHONY ORCHESTRA



HELPING KIDS FIND THEIR FOREVER HOMES

One of the things that I find appealing about being a graphic designer, is the heartfelt feeling it gives me to be able to help others through what I do.

Each year, I designed the graphics package for Eat Your Heart Out, an annual event held at Galleria Fort Lauderdale to help raise money for Heart Gallery of Broward County.

Over 200 people regularly attended this annual event, which included local eateries that would promote themselves to support this great cause. The advertising for this event was a consistent update process. With new restaurant partners and sponsors being added daily, this project is always a logistical effort.

Not only did I design all the posters, the social media graphics, digital banners, and event signage, I also edited their promotional video.

PROJECT: EAT YOUR HEART OUT EVENT MARKETING
CLIENT: HEART GALLERY OF BROWARD / GPR



Honoring the
**Moss Foundation as the
2021 Child Advocate
of the Year**

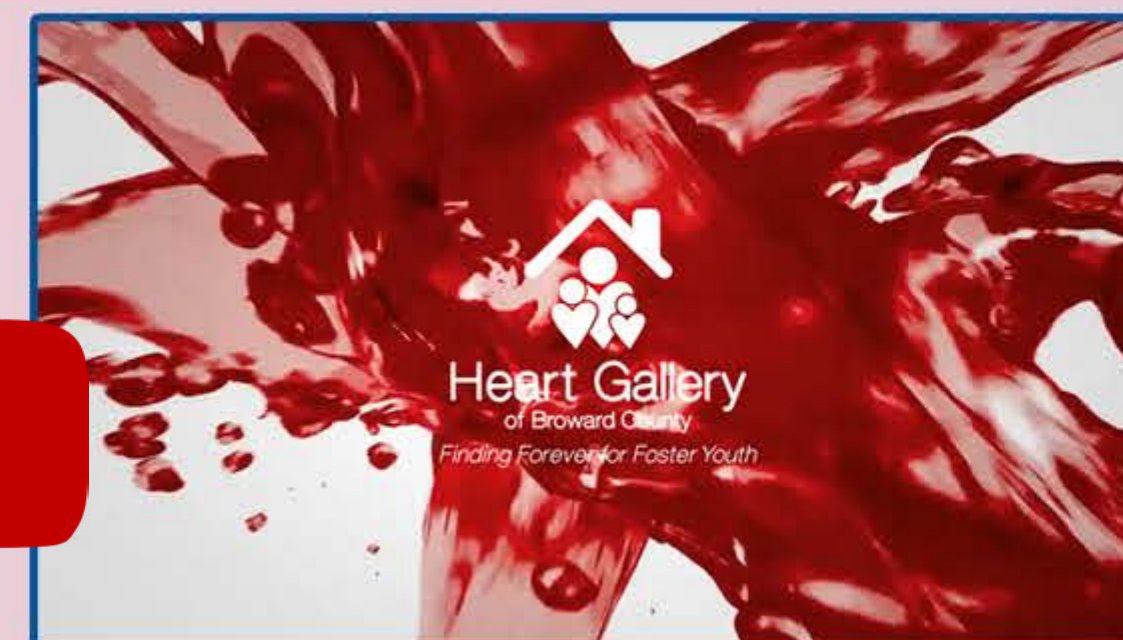


eat your heart out
A culinary feast to benefit
Heart Gallery of Broward County

**Thursday, October 7, 2021
6 - 8:30 pm
The Galleria at Fort Lauderdale**



heartgalleryofbroward.org



Honoring the
**Moss Foundation as the
2021 Child Advocate
of the Year**



eat your heart out
A culinary feast to benefit
Heart Gallery of Broward County

**Thursday, October 7, 2021
6 - 8:30 pm
The Galleria at Fort Lauderdale**



Featuring Special Guest:
Arlene Borenstein
Let's Go South Florida/Sun-Sentinel

Participating Restaurants:
Boatyard • Cooper's Hawk Winery & Restaurants • Culinary Republic • Eddie V's
Lips Fort Lauderdale • Moksha Indian Brasserie • Press and Grind Café
Riverside Market & Café • Seasons 52 • Sicilian Oven • Takato
Tarpon River Brewing • The Capital Grille



The Heart Gallery of Broward County is
committed to finding loving families for
the hardest to place foster children.



For tickets, visit heartgalleryofbroward.org



DELICIOUS FOOD
WINE & SPIRITS
SILENT AUCTION
LIVE MUSIC
CELEBRATE 10 YEARS



Moss
FOUNDATION

eat your heart out
10 years A culinary feast benefiting
Heart Gallery of Broward County

HISTORY FORT LAUDERDALE'S NEW WEBSITE REDESIGN

As a contractor with Goodman Public Relations, I designed and developed HistoryFortLauderdale.org as a scalable WordPress platform that balances historical storytelling with modern usability. The site architecture supports a wide range of content — exhibits, educational programs, tours, events, memberships, and donations — while remaining intuitive to navigate and easy for staff to manage. My design approach emphasized clarity, accessibility, and visual consistency, creating a polished digital presence appropriate for a cultural institution.

A key feature of the project is the integrated WooCommerce shop, which I configured to showcase historical photography and framed prints in a curated, gallery-like format. This required setting up credit card processing in coordination with the framing company's banking and processing requirements.

One of the website's main goals was to promote their upcoming events and exhibitions. Maintenance and updates of the site were handled routinely, and included high-level website security and anti-spam protection.

PROJECT: WEBSITE REDESIGN
CLIENT: HISTORY FORT LAUDERDALE



FORT LAUDERDALE HISTORICAL SOCIETY GETS A FACELIFT

When I was tasked to design a logo for the Fort Lauderdale Historical Society's new look, of course I created several different options with bridges and buildings and sunsets and palm trees, but this logo that they chose was really based on their original slogan; "From a Fort to a City."

I looked at old images of the original fort that had been built in 1838 and I recreated it in this updated flat-style logo, including waves that represent flowing towards the large city, which if you look closely, are actually the buildings in Fort Lauderdale.

It was a very proud moment for me the day they announced the new logo and showed it off to the public at one of their events.



HISTORY

Fort Lauderdale



HISTORY

Fort Lauderdale

PROJECT: RE-BRANDED LOGO DESIGN
CLIENT: GPR/HISTORY FORT LAUDERDALE

PRIDE & POWER GROUP'S NEW LOOK!

When I was asked to design the new look for Pride & Power Group at Coldwell Banker Realty, they requested a bright and sunny feel. Their monthly ads were featured in OutClique and showcased their current listings.

In order to facilitate more visits to their website and views on their listings, I created a QR code campaign that would drive their ad viewers to scan the code to view more images, a video, and to schedule a showing.

This helped the duo to enhance the traffic to their site, not only for the listings shown in ads, but their other listings too. Their campaign included new business cards with a QR code and short videos for digital marketing.

PROJECT: PRINT ADS & BUSINESS CARDS
CLIENT: PRIDE & POWER GROUP



Choice Miami Beach Location & Property
Luxury 4-bedroom home on a corner lot in the lush Palm View neighborhood just 3 blocks from Lincoln Road. Recently updated 3,281 sq. ft. home on 7,500 sq. ft. lot with opulent finishes & river rock pool.
Offered at \$3,950,000



SCHEDULE A SHOWING TODAY!
Scan this QR Code to view more pictures and the high-end amenities that come with this luxury home, as well as our other active listings at RichardBSchultz.com

Seller is offering compensation to Buyer's agents with a Representation Agreement.

Customer Focused • Success Driven

PRIDE & POWER GROUP

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COLDWELL BANKER



SCAN THIS CODE



COLDWELL BANKER REALTY



Redone 2 Bedroom/2 Bath Condo In Desirable Imperial Point. \$295,000

Welcome home to this 2 bedroom/2 bath condo in desired Imperial Point. Completely renovated, painted, with beautiful pool, just redone. The home has a modern kitchen, closet systems in both bedrooms, modern new light fixtures in the bathrooms along with new vanities. Full size washer/dryer in the unit and extra storage locker. Your assigned parking is near the door and plenty of guest parking. Passed the 40 year and new roof. Easy to Publix, CVS, and fine dining or to Federal Highway, south to Fort Lauderdale and north to Pompano Beach.



SCHEDULE A SHOWING TODAY!
Scan this QR Code to view more pictures and the high-end amenities that come with this luxury home, as well as our other active listings at RichardBSchultz.com

Customer Focused • Success Driven

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COLDWELL BANKER REALTY



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COLDWELL BANKER REALTY



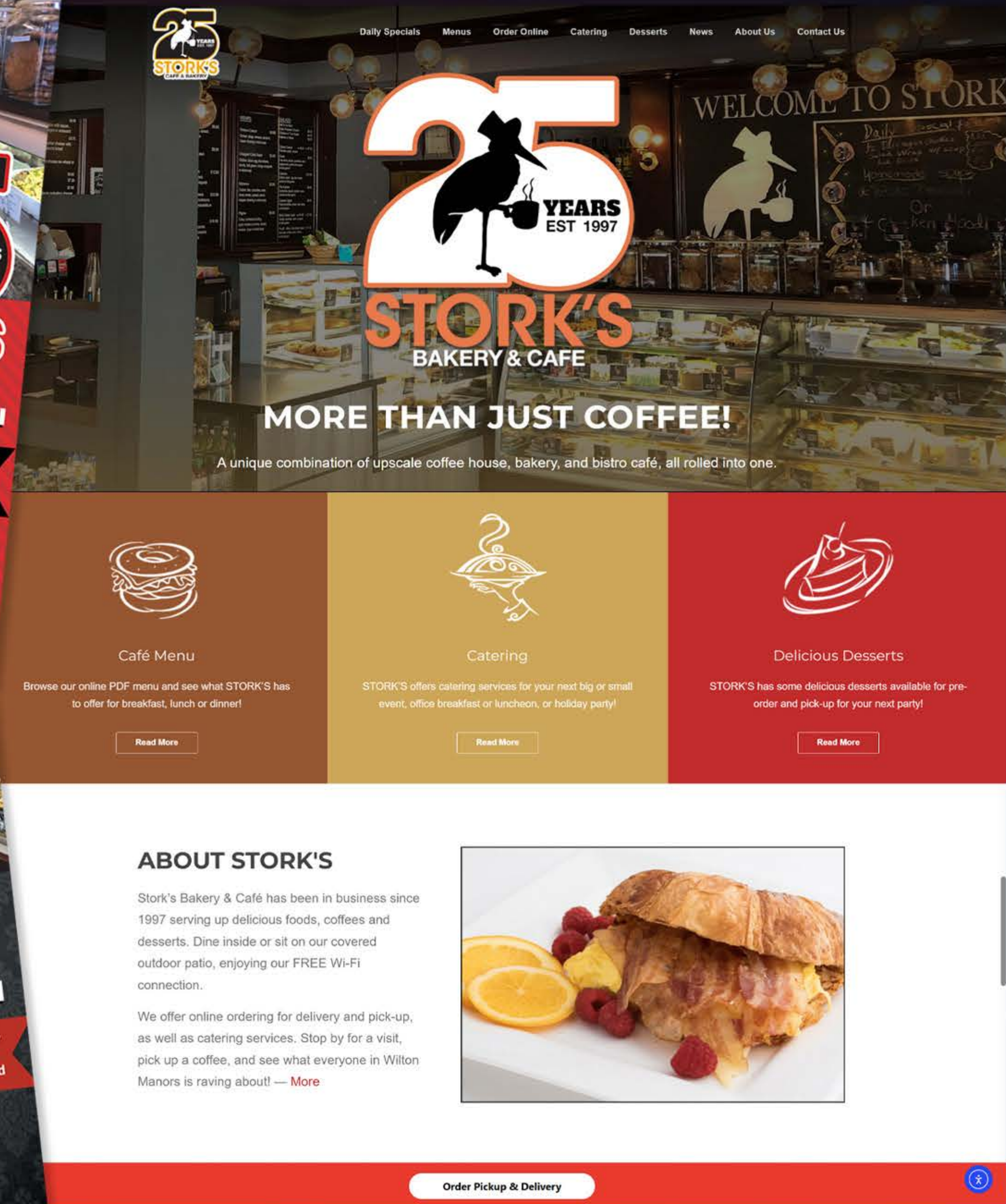
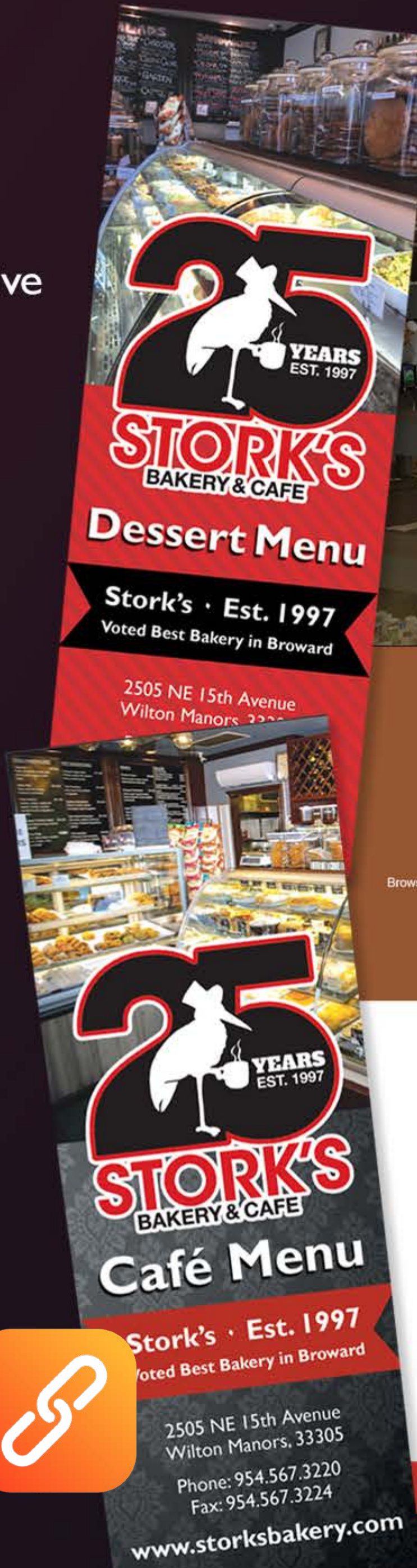
STORK'S BAKERY WEBSITE REDESIGN WITH FLARE

I designed storksbakery.com to showcase STORK's extensive offerings while making the experience seamless for both customers and staff. The site highlights their full range of beverages, fresh-made sandwiches, Mediterranean-style prepared foods, baked goods, and seasonal desserts, presenting each category in a clear, visually appealing way. Online menus are fully integrated, allowing visitors to explore the café's offerings before visiting or ordering.

A key feature of the site is its online ordering system, which streamlines takeout and catering requests, making it easier for the community to access STORK's food while supporting local business.

The website also emphasizes the bakery's community engagement and non-profit partnerships, reinforcing STORK's role as a hub for both quality food and local connection. Through thoughtful UX design, mobile responsiveness, and eCommerce integration, the site effectively bridges STORK's in-person experience with its online presence, helping the business grow while serving its South Florida community.

PROJECT: WEBSITE REDESIGN & ONLINE MENUS
CLIENT: STORK'S BAKERY



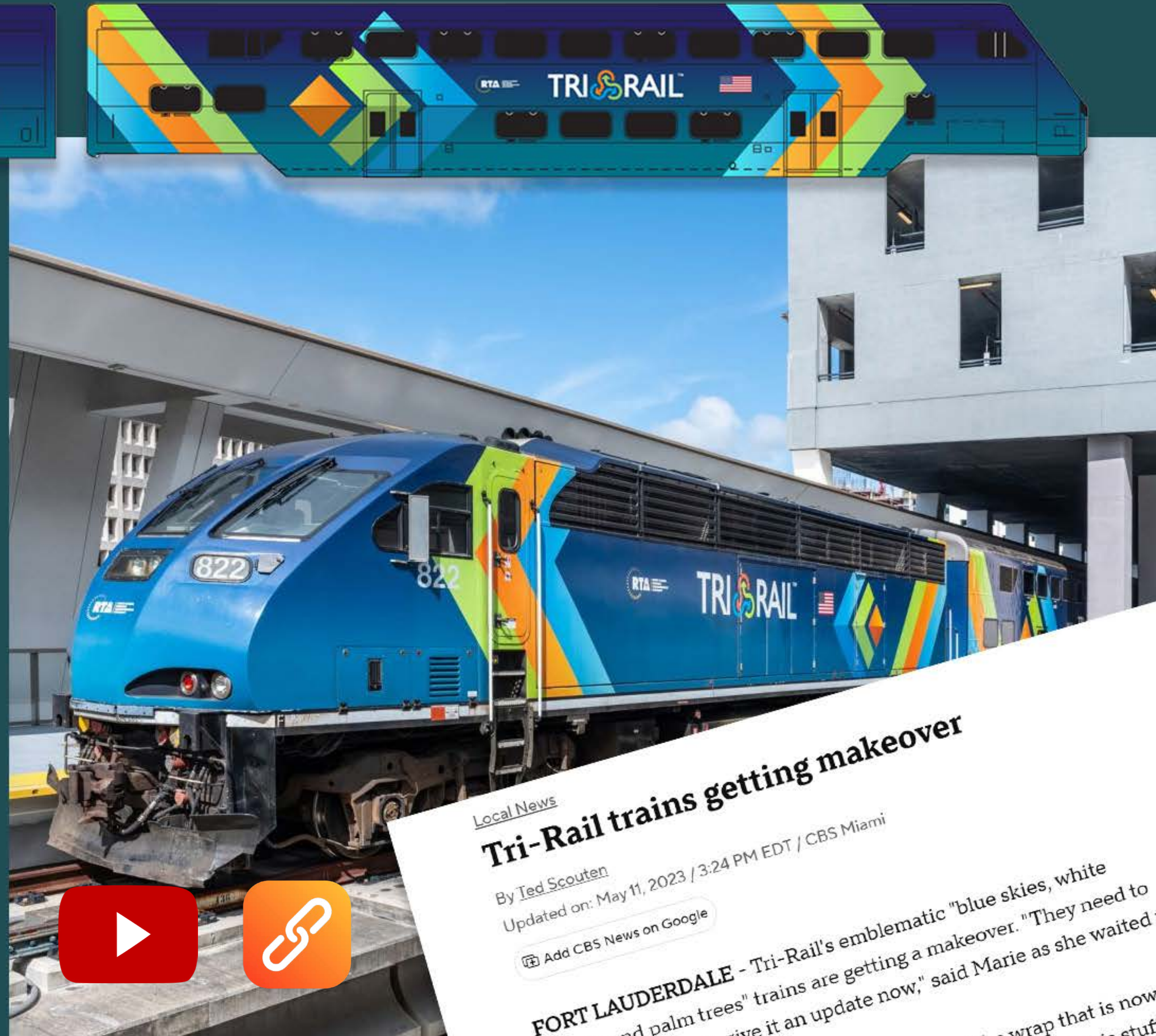
TRI-RAIL TRAINS GET A NEW MAKEOVER

My prior experience as wrap designer came in handy as a contractor with Goodman Public Relations when I was tasked to redesign the look of the train fleet for Tri-Rail.

Their old trains were wrapped in light blue sky with palm trees and over the years, wear and tear and dirt on the trains had caused them to look worn out. I designed 12 different designs for the SFRTA Board to vote on, and they chose the design I created to hide the dirt with a darker base color and high-visibility arrows and stripes.

The new train look got coverage throughout the South Florida region in the local media and news reports. It gives me a sense of pride whenever I stop at the tracks and see my design work pass by.

PROJECT: TRAIN WRAP DESIGN
CLIENT: TRI-RAIL / SFRTA



Local News

Tri-Rail trains getting makeover

By Ted Scouten

Updated on: May 11, 2023 / 3:24 PM EDT / CBS Miami

[Add CBS News on Google](#)

FORT LAUDERDALE - Tri-Rail's emblematic "blue skies, white clouds, and palm trees" trains are getting a makeover. "They need to give it, paint it, give it an update now," said Marie as she waited at the station.

off pieces of the wrap that is now...
Dech said, "This stuff...
We have...

A FEW OF MY FAVORITE VEHICLE WRAP DESIGNS

When I got hired at JaxWraps, I had never designed a vehicle wrap before, but I knew the concept and basics of the design process for wraps. I was given a “difficult customer” who had been through the other three designers and was not satisfied with their designs. I contacted him and I heard about the problems he had been having and I reassured him that I have been a graphic designer for many years and could do a great job for him.

The Grand Strand Land Man called me a “miracle worker,” and said “it was exactly what he wanted.” It was at that point that they made me Lead Graphic Designer and I oversaw the rest of the design team, the print production staff and the wrap installers.

Since then, I have designed several wraps for other clients, including Sage Dental and The Galleria at Fort Lauderdale’s SunTrolley.



CLICK THE BUTTON
TO WATCH A VIDEO



PROJECT: VEHICLE WRAP DESIGNS
CLIENT: JAXWRAPS, SAGE DENTAL, THE GALLERIA MALL/SUN TROLLEY

EVENT MARKETING: TRI-RAIL'S WINTER WONDERLAND

For many years, I supported the event marketing efforts for Tri-Rail's annual Winter Wonderland event, a holiday celebration that brought hundreds of families from across South Florida to one of its stations. The campaign required months of planning, including developing new design concepts, coordinating event layouts, creating sponsorship packages, and maintaining sponsor branding across print and digital materials.

I also led the digital marketing efforts, producing banners, social media graphics, targeted eblasts, performance reporting, and campaign analytics. One year, I incorporated AI tools to create custom 3D animated clipart and an original theme song for the promotional video.

In addition to Winter Wonderland, I designed graphics for other major annual Tri-Rail events, including the Downtown MiamiCentral Station Grand Opening, Ride & Play, Rail Fun Day, and On Track Summer Fest.

PROJECT: WINTER WONDERLAND GRAPHICS
CLIENT: TRI-RAIL / GPR

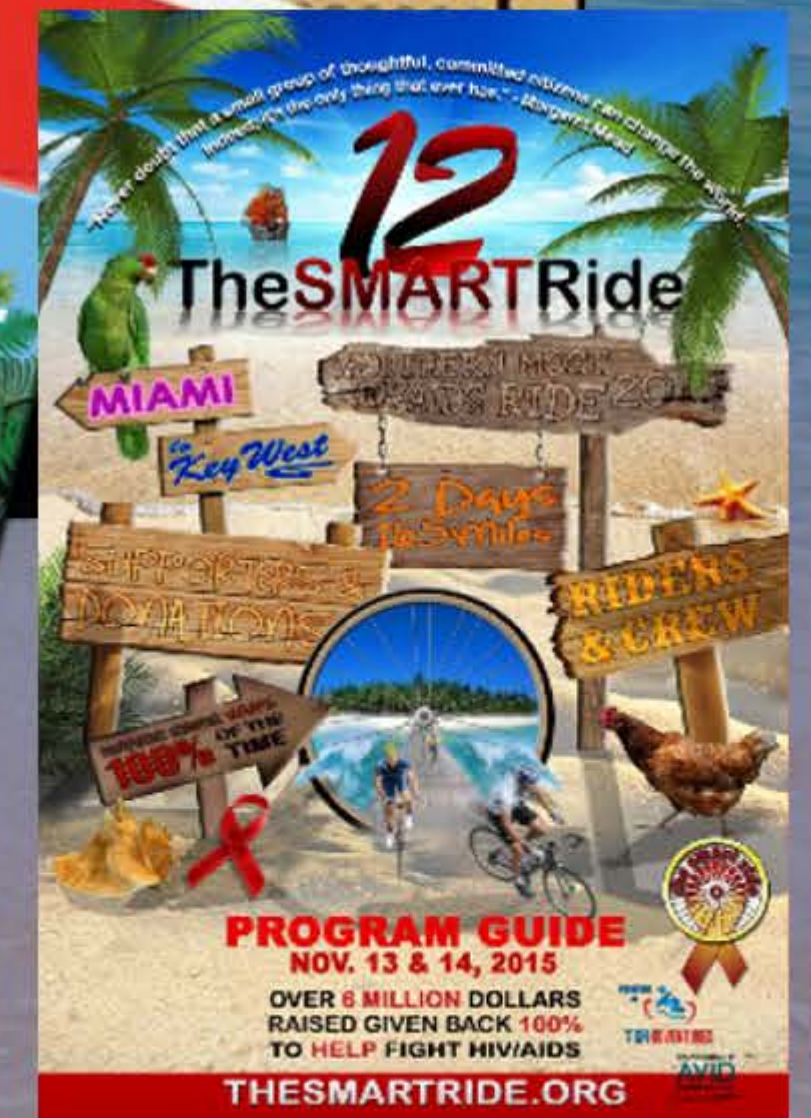


TWO DAYS, 165 MILES, MIAMI TO KEY WEST

Throughout my five-years as graphic designer for The SMART Ride, I had the opportunity to design some fun and different items. In addition to the annual event posters, program guide, outdoor banners for the event, I was able to design an inflatable archway that the riders rode through on the start of their journey each year, bicycle jerseys, embroidered baseball caps, and many more amazing projects!

It was truly an amazing experience to volunteer for this great organization that raises millions of dollars for HIV/AIDS organizations in Florida.

If you would like to make a donation, please visit their website at THESMARTRIDE.ORG



PROJECT: PROMOTIONAL ITEMS, BICYCLE JERSEYS & EMBROIDERED CAPS
CLIENT: THE SMART RIDE

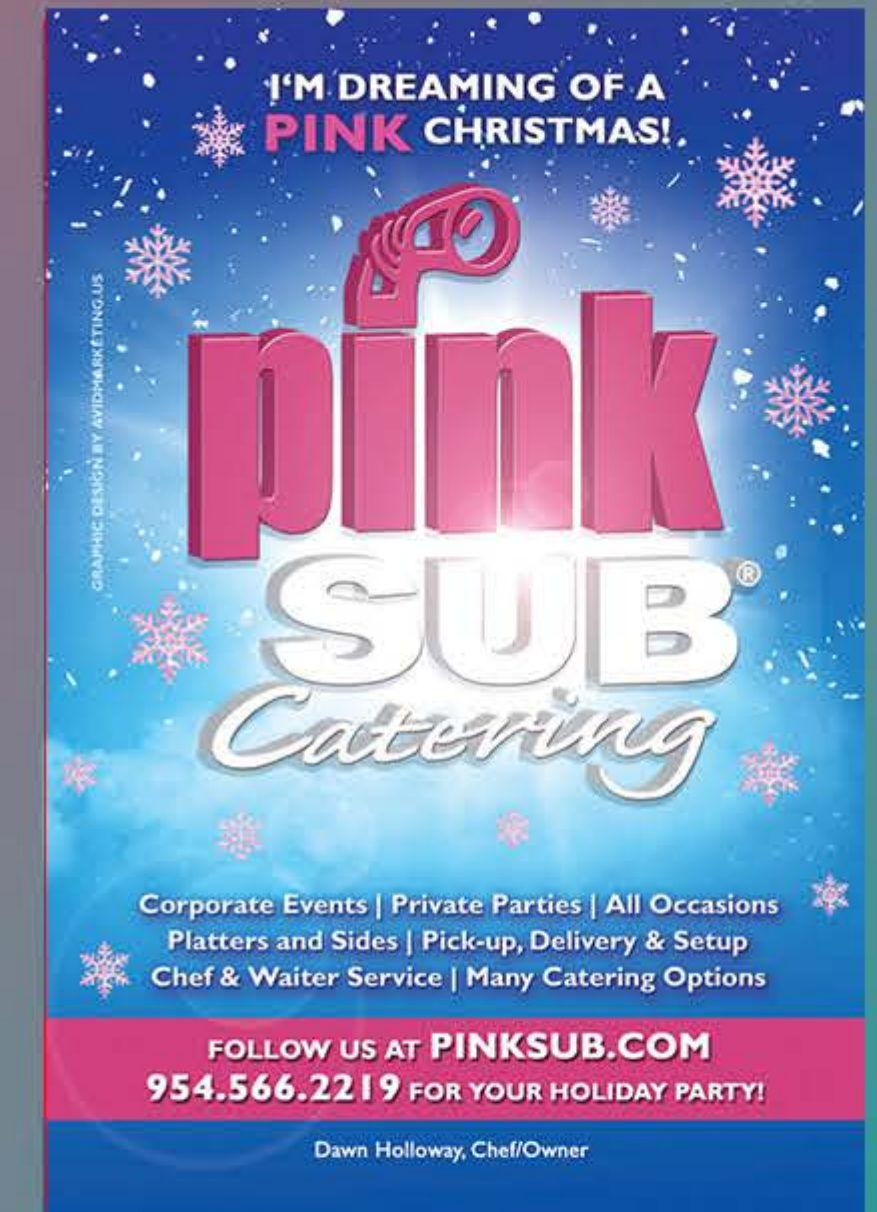
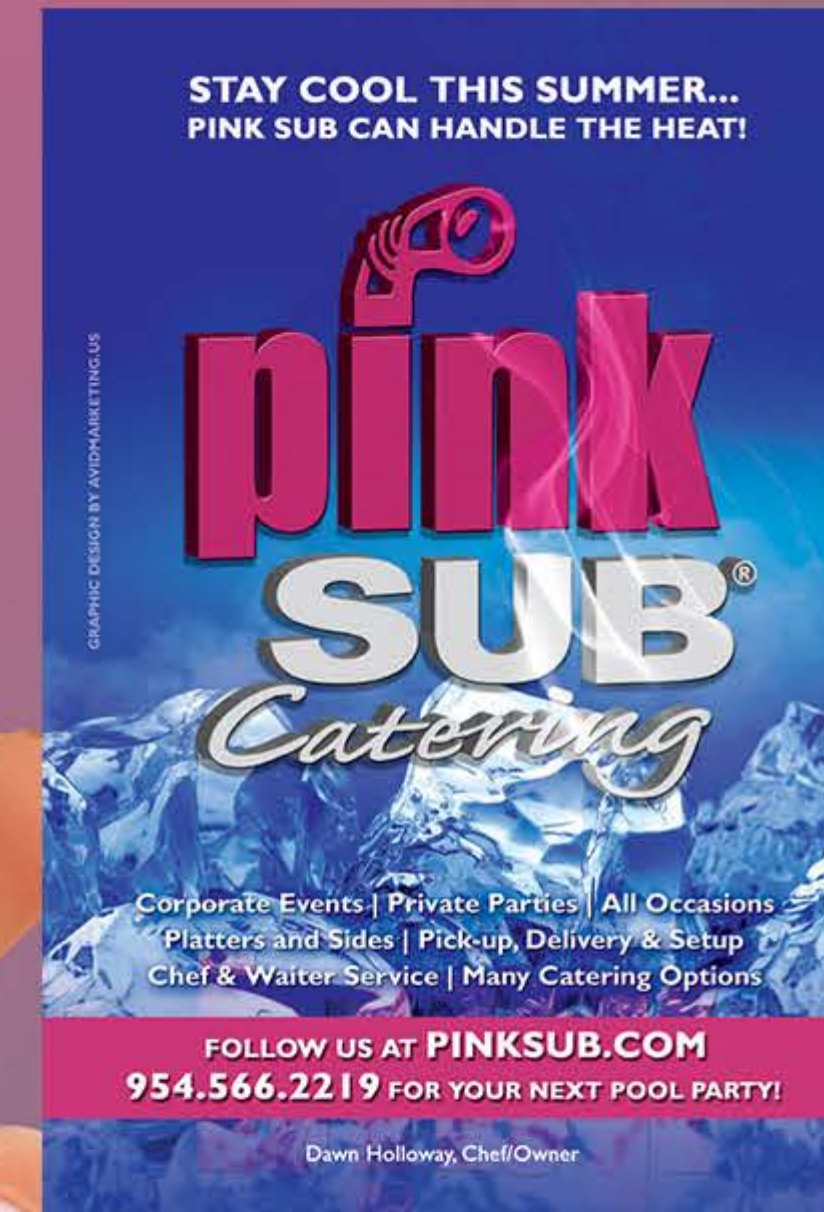
PINK SUB'S "GRAND OPENING" PRINT AD CAMPAIGN & WEBSITE

Pink Sub is a unique sandwich shop and catering service, formerly of Wilton Manors. In addition to table tents and posters alerting their loyal customers at Pink Sub that they would be moving to Oakland Park, we planned a campaign, continued to use their signature pink color in promotions, and evolved a catering logo based on Pink Sub branding.

The goal of the print campaign was to introduce their catering service while keeping Pink Sub in the minds of customers as they have had to deal with moving and construction at their new location in Oakland Park. In addition, the website would be built around enhancing their social media presence and growing their mailing list in preparation for their grand opening day e-blasts and promotions.

The website uses the WordPress platform and a mobile responsive theme, reducing the need for an app. Online order processing will be added to the site in July 2019.

PROJECT: PRINT ADS & WEBSITE DESIGN
CLIENT: PINK SUB & PINK CATERING



GENTLE DENTAL RE-BRANDS AND BECOMES SAGE DENTAL

As a contractor through AVID Marketing, I was responsible for designing the re-branding campaign for Sage Dental. Over a six-month period, I was able to completely prepare their next year's worth of advertising, replaced logos in all their forms in English, Spanish and Creole, and basically redid all of their corporate branded promotions with their new Sage Dental logo and updated look.

With so many different locations in Florida, Sage Dental's direct mail postcard campaigns, their advertisements in many area Valpak mailers, the ads for their coupon clipping magazines, and even their magnets had to be updated. This was a detail-oriented project that I helped accomplish within the desired time-frame.

I was excited to design their new corporate van's vehicle wrap, as well as their trade-show displays and a "Toothy" character for their social media holiday and blog promotions.

PROJECT: CORPORATE RE-BRANDING CAMPAIGN
CLIENT: SAGE DENTAL



FAILURES THAT TEACH: TURNING CHALLENGES INTO GROWTH

In 2019, just before the pandemic, I launched a digital publication serving Wilton Manors, Fort Lauderdale, Oakland Park, and the beach areas. The online magazine featured a mobile-responsive website with digital marketing tools, banner advertising, and video capabilities, all designed to provide a modern, cost-effective alternative to print media.

The publication was organized into categories such as events, bars, food, businesses, and people, with the goal of promoting local businesses, especially those without large advertising budgets. A standout feature was the ability to have articles read aloud, allowing users to consume content while driving, exercising, or multitasking.

I handled the full project — from conceptualization and design to hosting and website creation — and began promoting and selling advertising. When the pandemic hit, outreach and advertising sales became challenging, so the project was put on hold. While it didn't unfold as planned, the experience demonstrated the value of experimentation, full-stack design, and creating innovative digital media solutions.

PROJECT: WILTON MANORS LIFE MAGAZINE
CLIENT: AVID MARKETING INC.



ADVERTISEMENTS FOR PUBLICATIONS

Breathe Easy. Finally, a heating & cooling company you can count on.

Our workmanship is guaranteed.



Aire Serv serves a much bigger purpose than heating and air conditioning maintenance. We are the key to making people's lives easier. Better.

- Upfront Pricing
- Anytime Service
- On the Way Alert
- Fixed Right Promise
- All Makes & Models
- No Overtime Charges
- 24x7 Service Available
- Locally Owned & Operated

We aren't just fixing people's heating and cooling systems. We're fixing people's ecosystems.

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HEATING & AIR CONDITIONING
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AireServNPR

Child Custody & Visitation • Contempt & Enforcement
Divorce • Dissolution of Marriage • Paternity
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