

Selected Works
2023

Matthew Ramirez Portfolio

Brand

ILIA Beauty

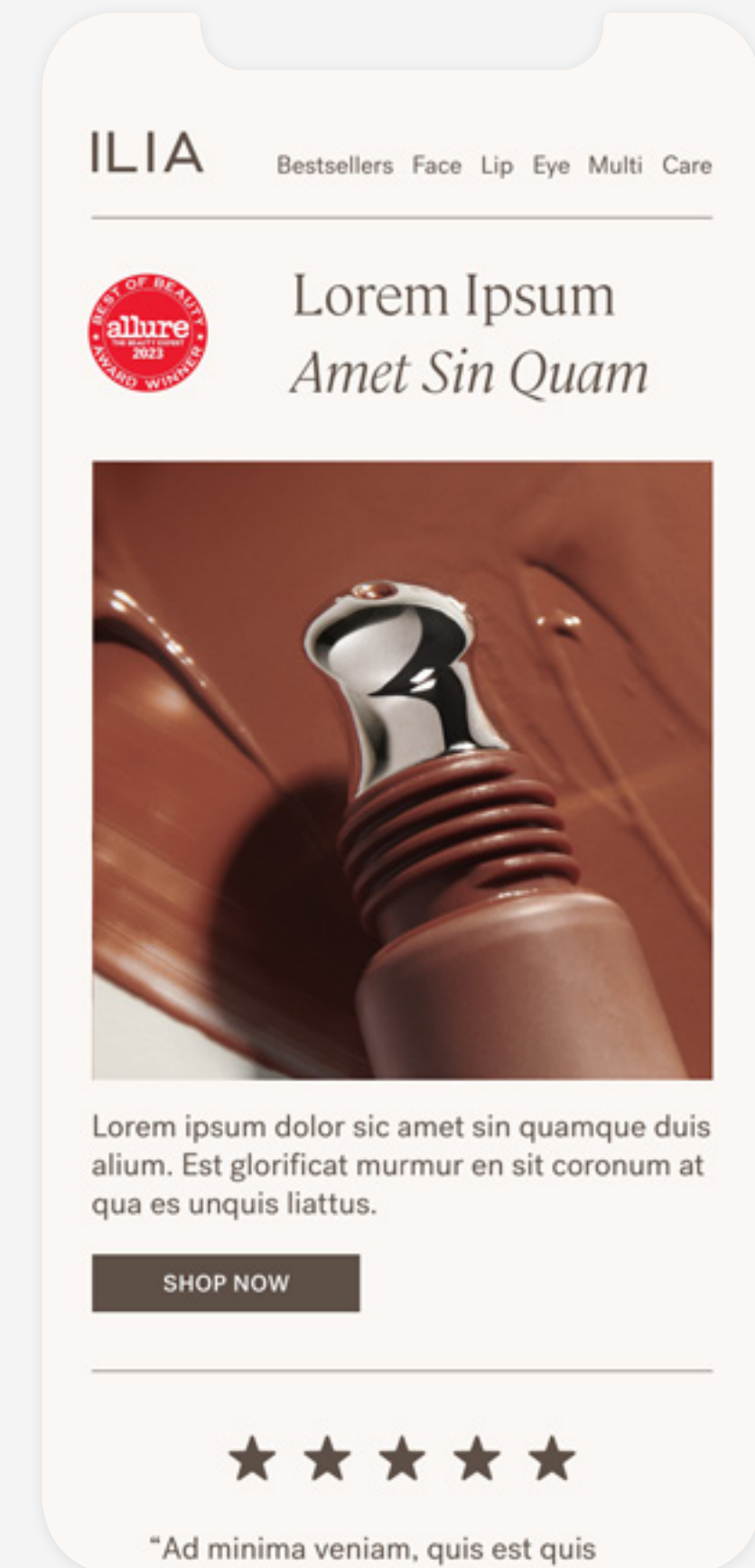
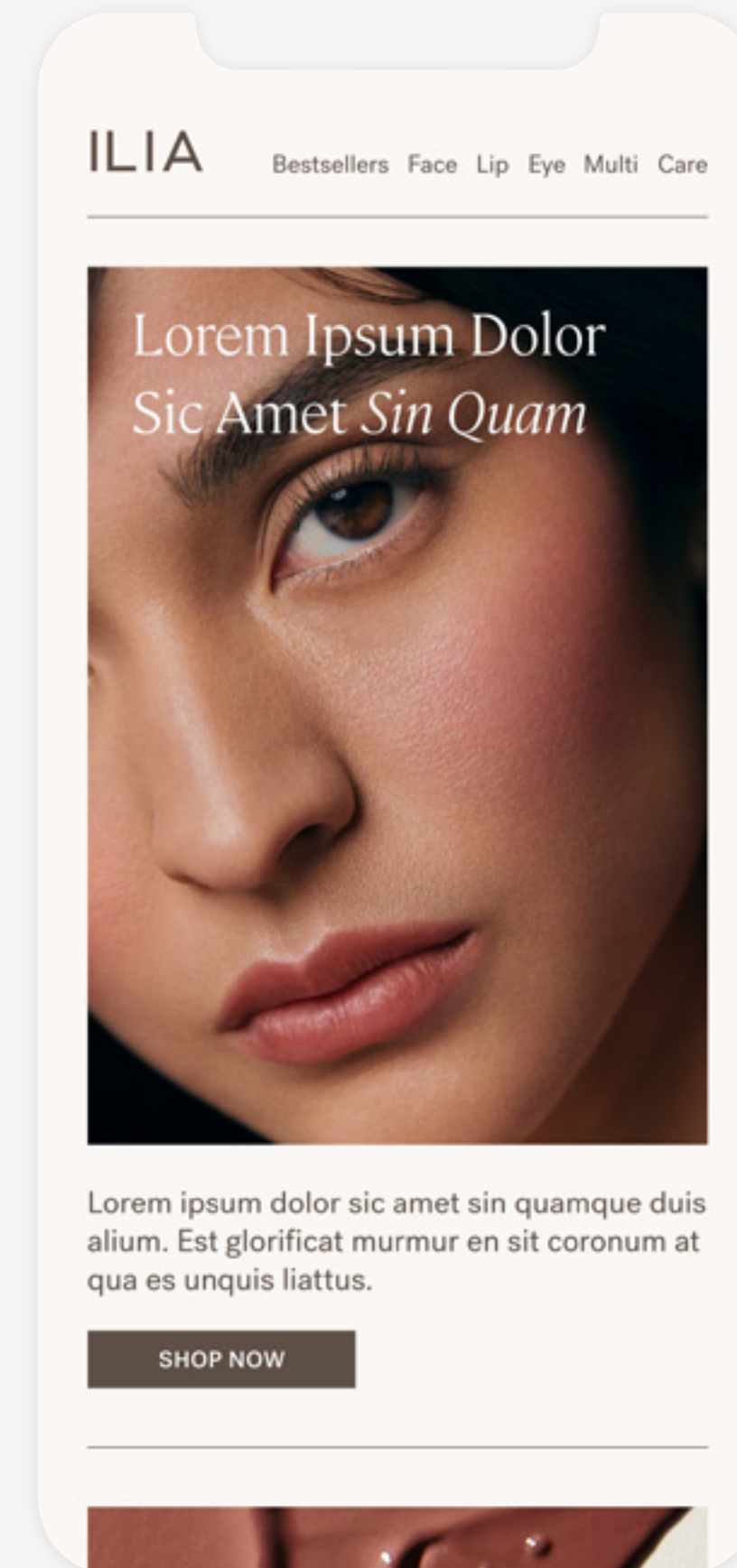
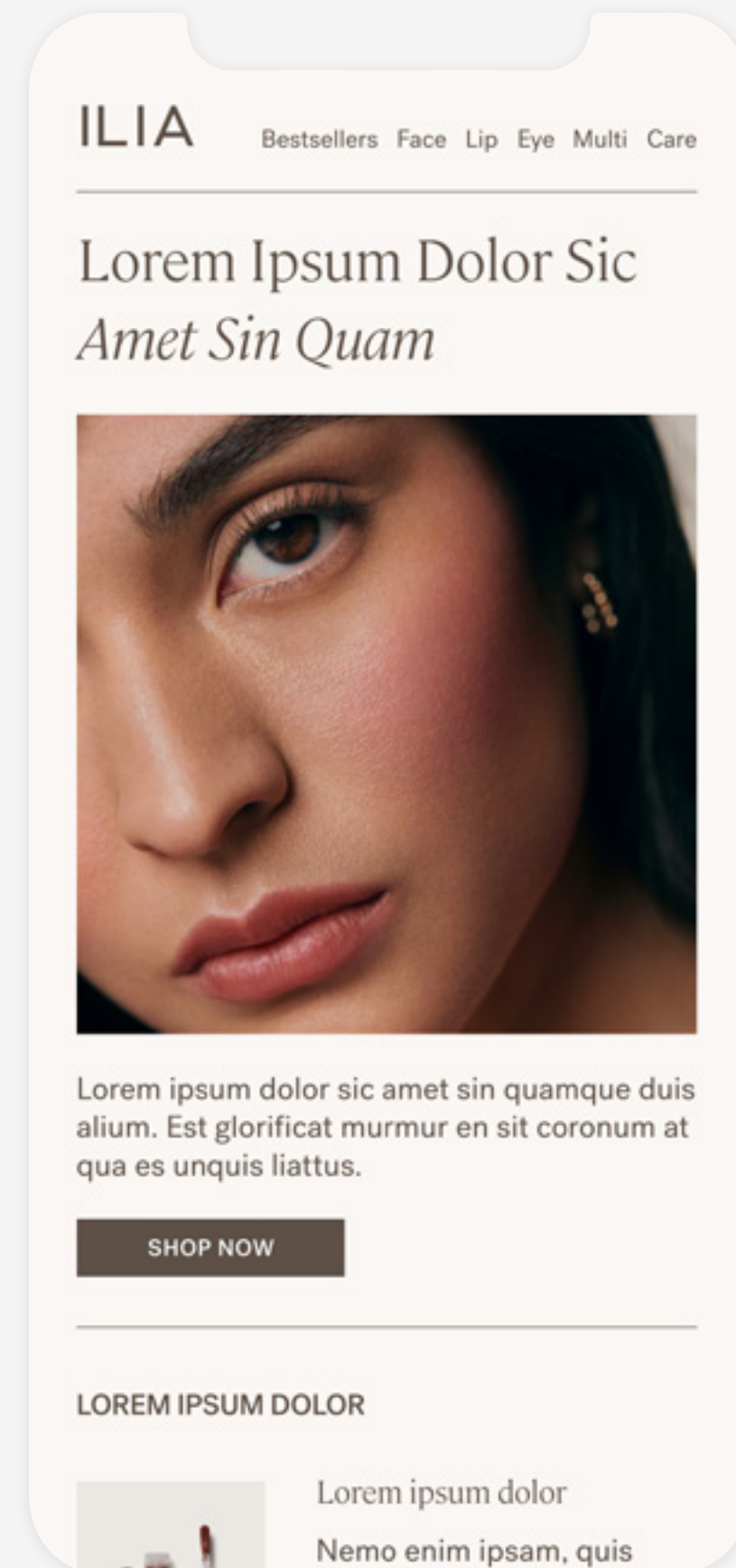
Digital asset creation | Art direction | Design language development

Email Templates

One of my first tasks at ILIA was to create email templates. When I arrived at the brand, there was no a cohesive vision for emails and the overall design process was labor-intensive and unorganized with no clear layout conventions or typographical hierarchy.

My vision when creating these templates was to streamline the design and begin creating an identifiable look and feel for ILIA's digital communications.

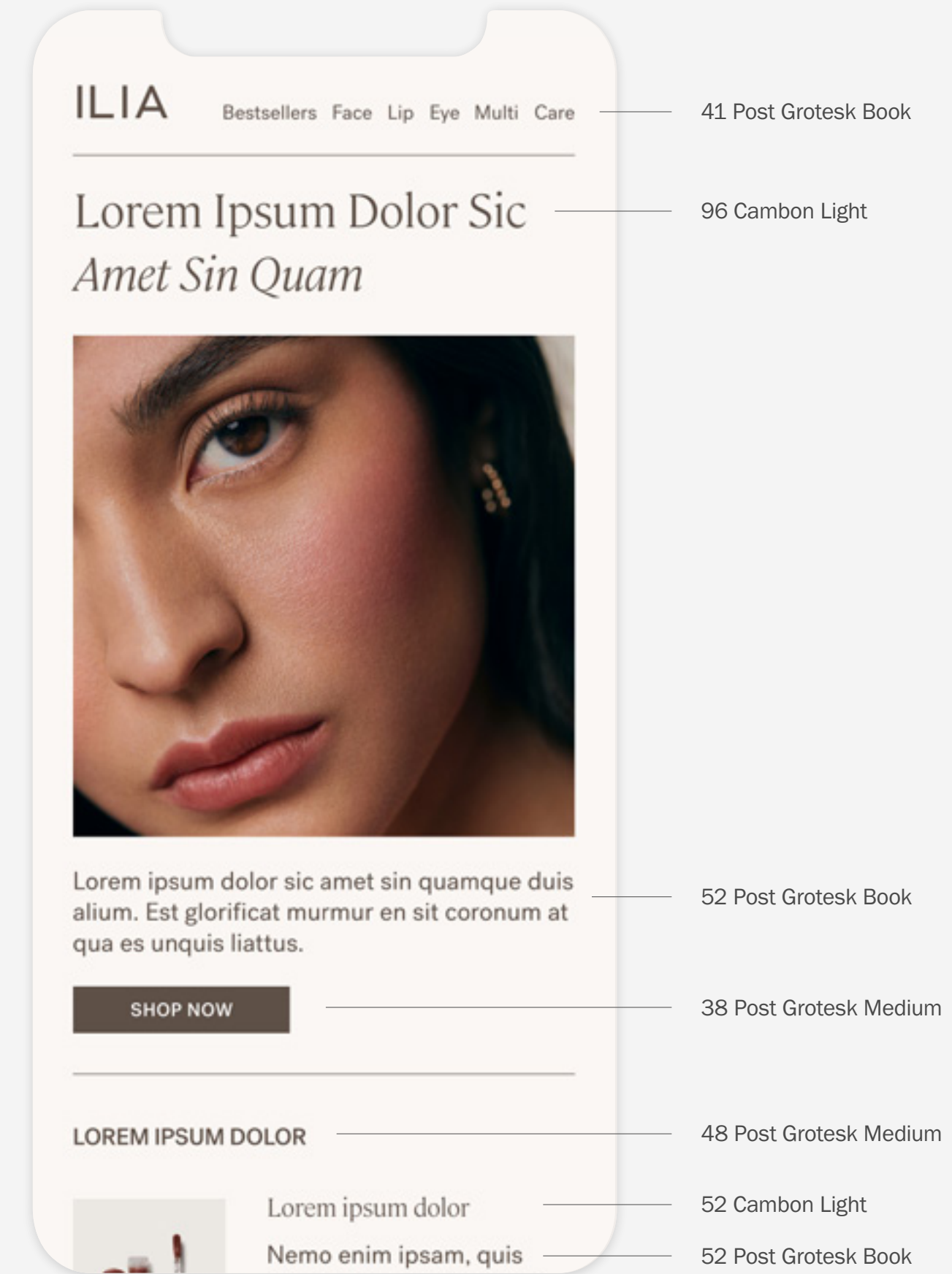
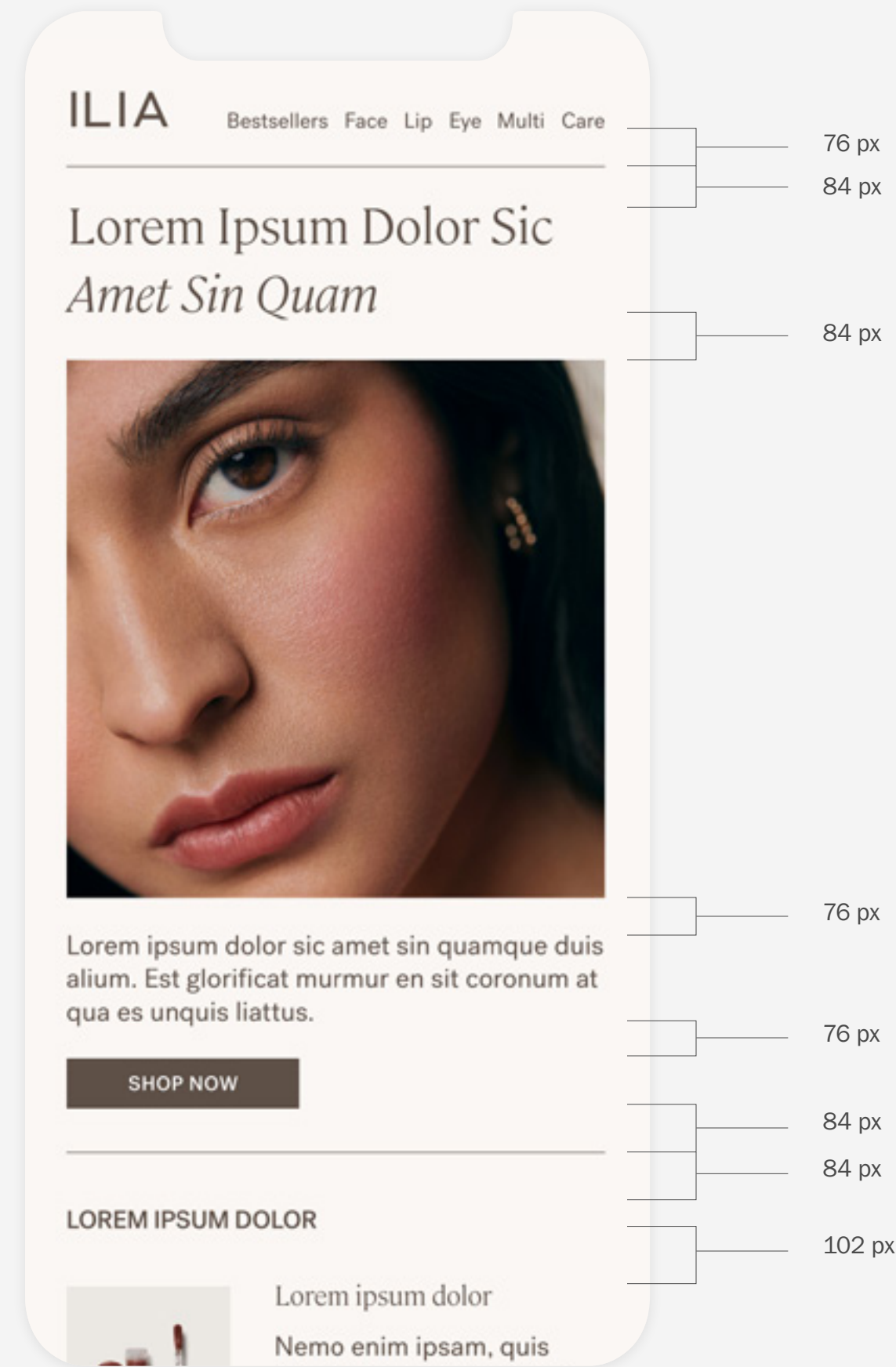
Through standardized type styles, spacing, and image sizes, I created a system of interchangeable content blocks that was elegant and functional.



Email Templates

Type sizes and spaces were specially tailored to adapt to a mobile-first approach and tested extensively to ensure they read well in all kinds of email clients.

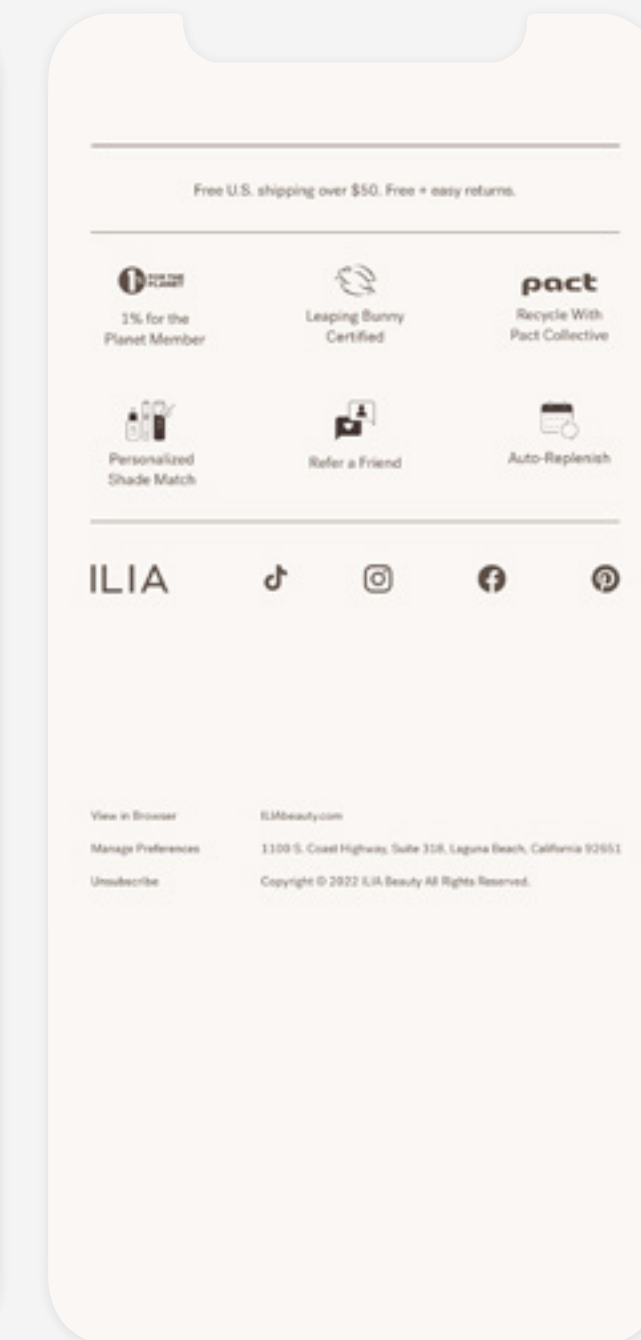
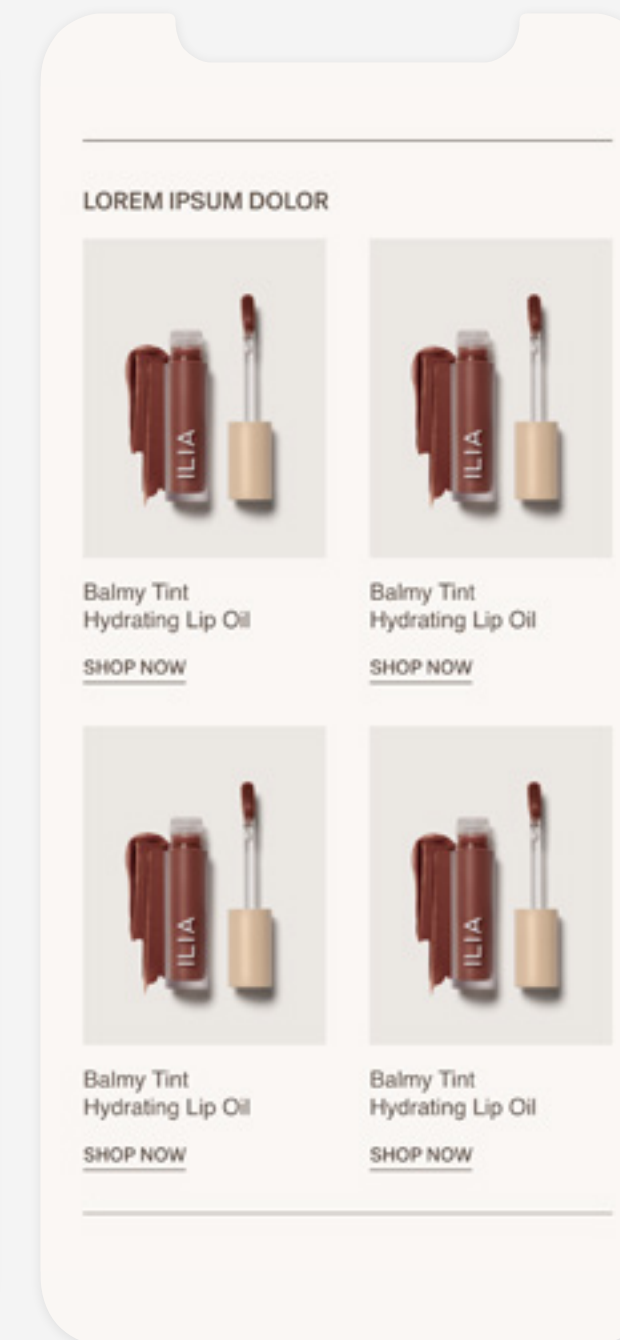
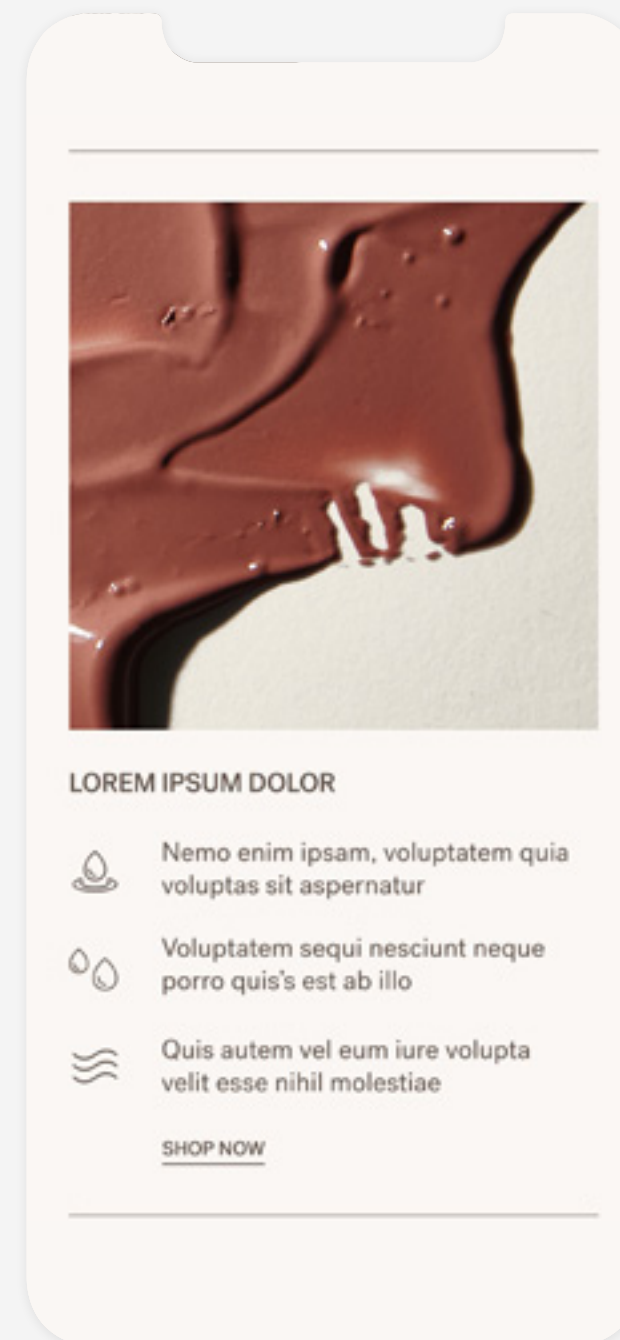
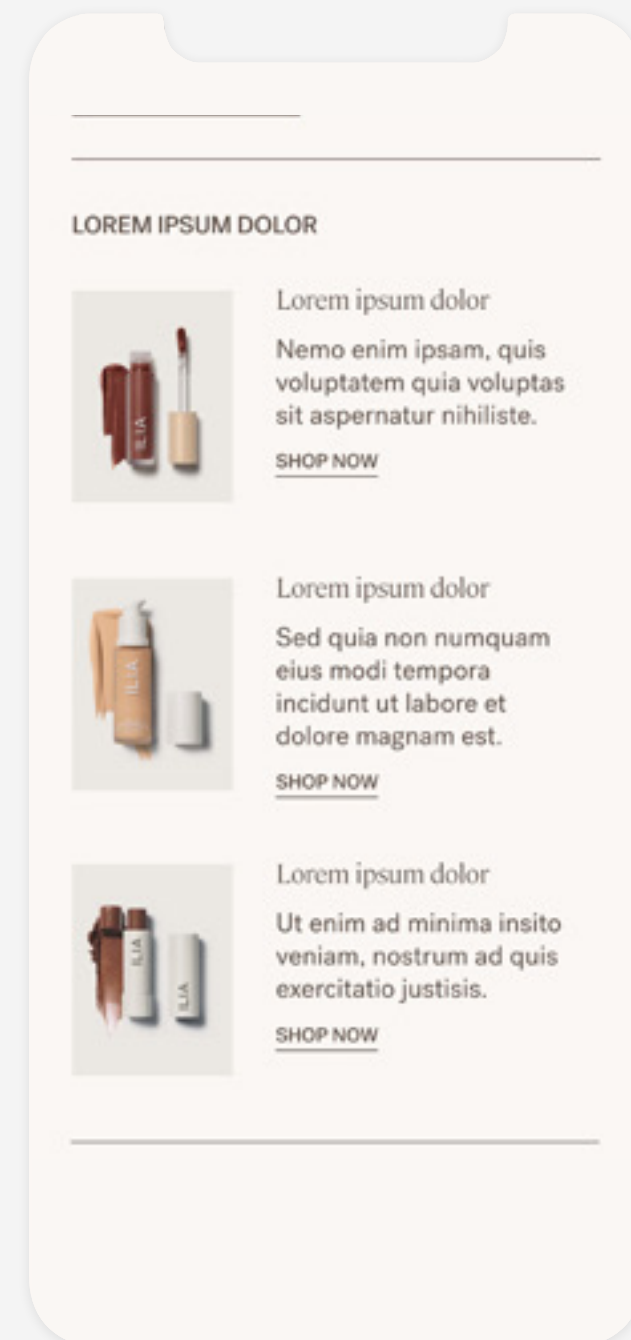
I kept variations between type sizes at a minimum for a sense of consistency while allowing for a clear type hierarchy that felt uniformly clean while still distinguishing different kinds of copy clearly.



Email Templates

The modular system allows for content blocks to be switched in and out of layouts to suit the featured content.

Modules can be continually refreshed while design remains cohesive between layouts at its essence.




Email

The templates allow the brand to communicate a wide variety of information in a digestible and clean format that never is visually overwhelming.



ILIA Bestsellers Face Lip Eye Multi Care

Get in *Line*




From a bold wing to a soft, smoky eye—define any look with an easy flick of our clean liners.

[SHOP LINER](#)




ILIA Bestsellers Face Lip Eye Multi Care

Eye *Candy*



Better than a box of chocolates. Get a **free mini mascara duo** with your \$125 order, now through February 15.


[SHOP NOW](#)



Limitless Lash Mascara
Sky-high length.
Limitless lift.

ILIA Bestsellers Face Lip Eye Multi Care

Spring Cleaning, *Together*



Recycle your empty beauty packaging with us for a chance to win a **\$1,000 ILIA gift card.***

[RECYCLE NOW](#)

*Ends March 31, 2023. Winner will be contacted by April 12, 2023.

HOW IT WORKS

1. Collect up to 10 clean, empty products from ILIA or any other brand.

Art Direction
Evergreen Photography

I art directed evergreen photography to be used on the ILIA Beauty website for category banners

Photography
Ryan Thomas Murray

Lighting
Ryan Spencer

Styling
Angie Baney, Alex Estrella

Art Direction
Matthew Ramirez

Retouching
Moriah Zagaglia at Fauxcal







Client

Art Direction
Black Friday/Cyber Monday 2023

I art directed CGI imagery and motion
to be used for the Black Friday/Cyber
Monday 2024 campaign

CGI Artist
James Conkle

Art Direction
Matthew Ramirez
Angie Baney

Color Concept
Alex Extrella



Client

Art Direction
Black Friday/Cyber Monday 2023



Client

Art Direction
Black Friday/Cyber Monday 2023



Client

Art Direction
Black Friday/Cyber Monday 2023



Brand

Tom Ford Beauty

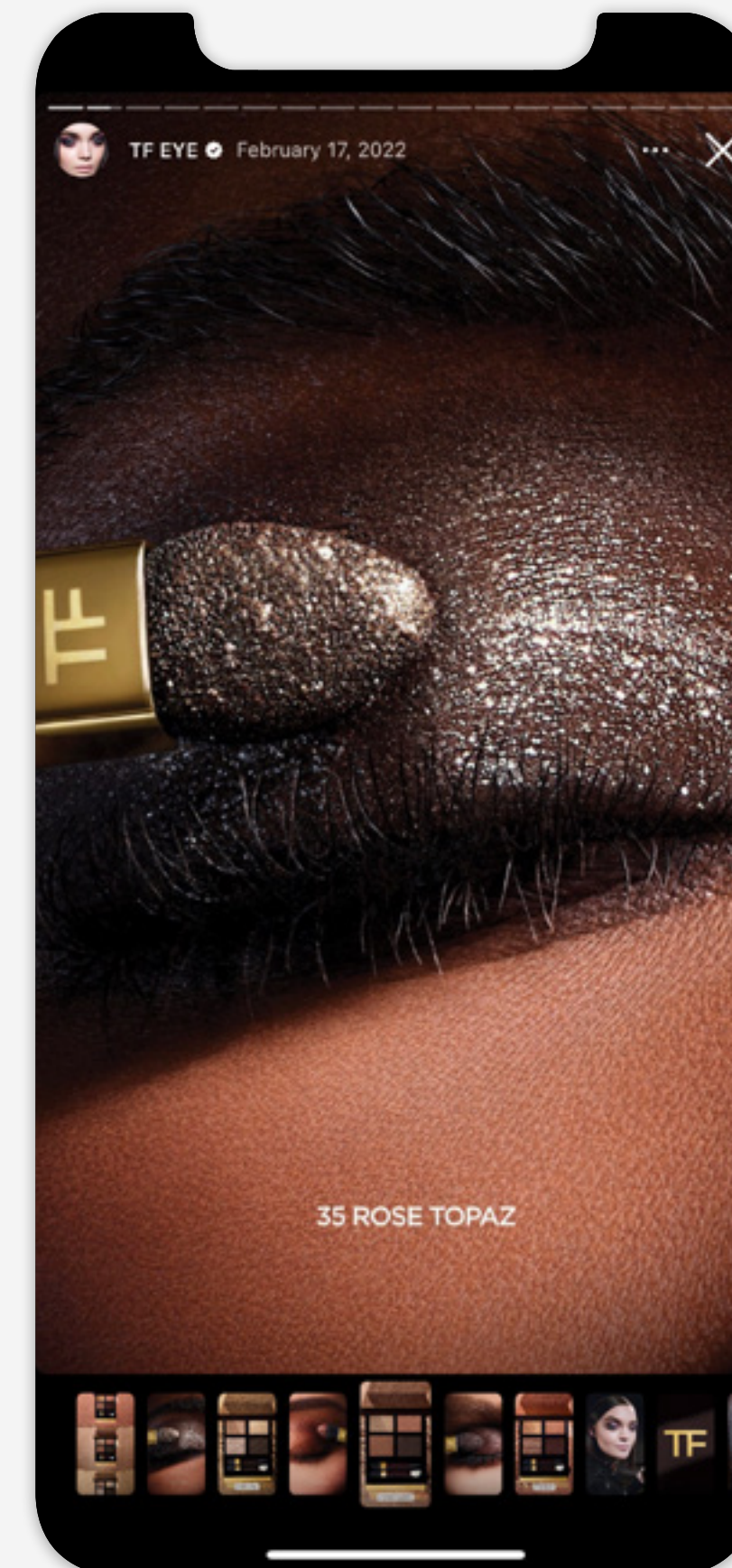
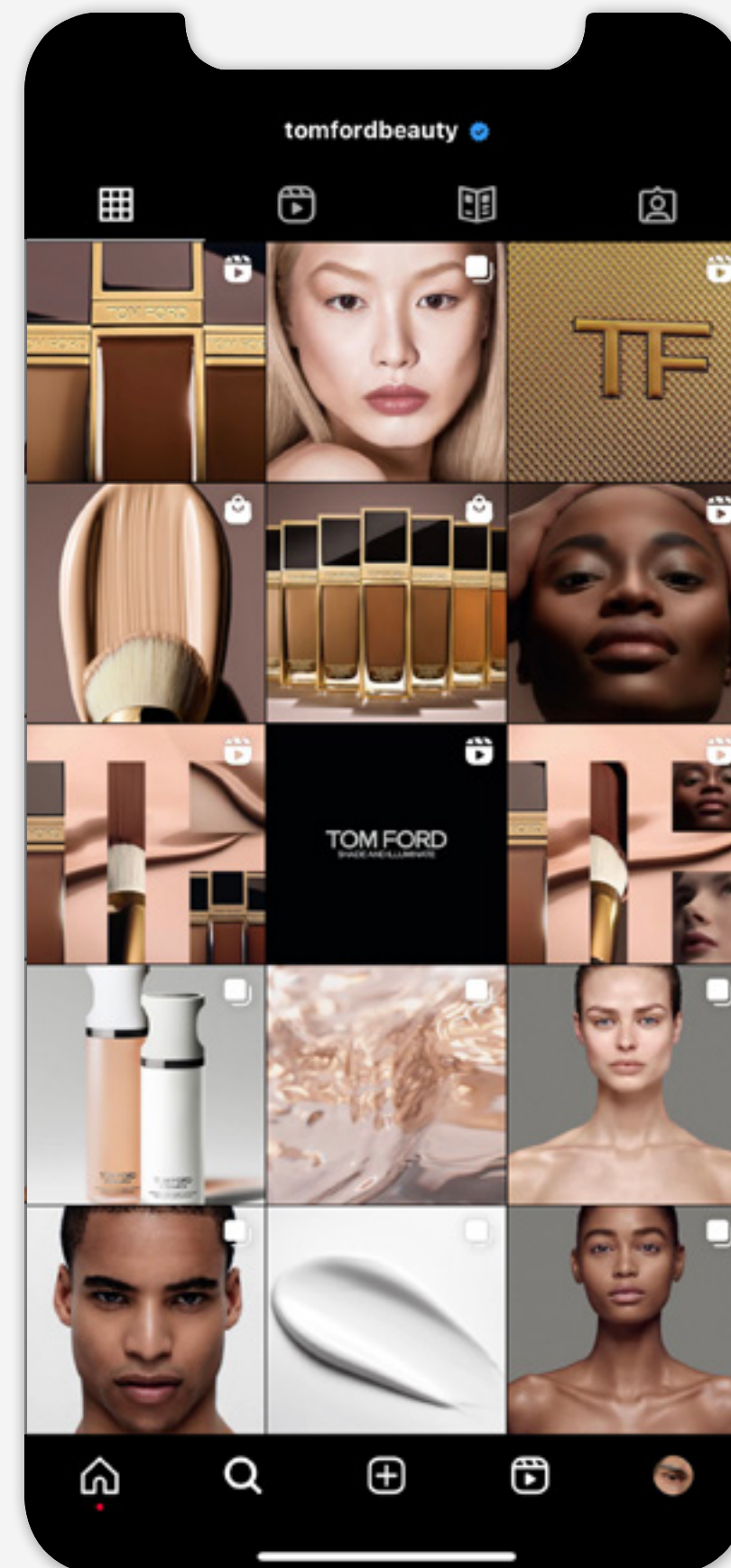
360° campaign execution | Maintenance of brand equity | Digital experiences

Social Media Direction

As Digital Designer for Global Creative at Tom Ford Beauty, one of my primary responsibilities was to direct and plan out the Instagram calendar for both in-feed and in-story content.

Additionally, I directed the agency that produced content for Chinese social media platforms like WeChat, Weibo and Xiao Hong Shu.

When planning the calendar, I made a conscious effort to meaningfully incorporate content that celebrates diversity while conceptualizing and innovating with high-impact creative to support hero products while remaining true to the Tom Ford brand identity.



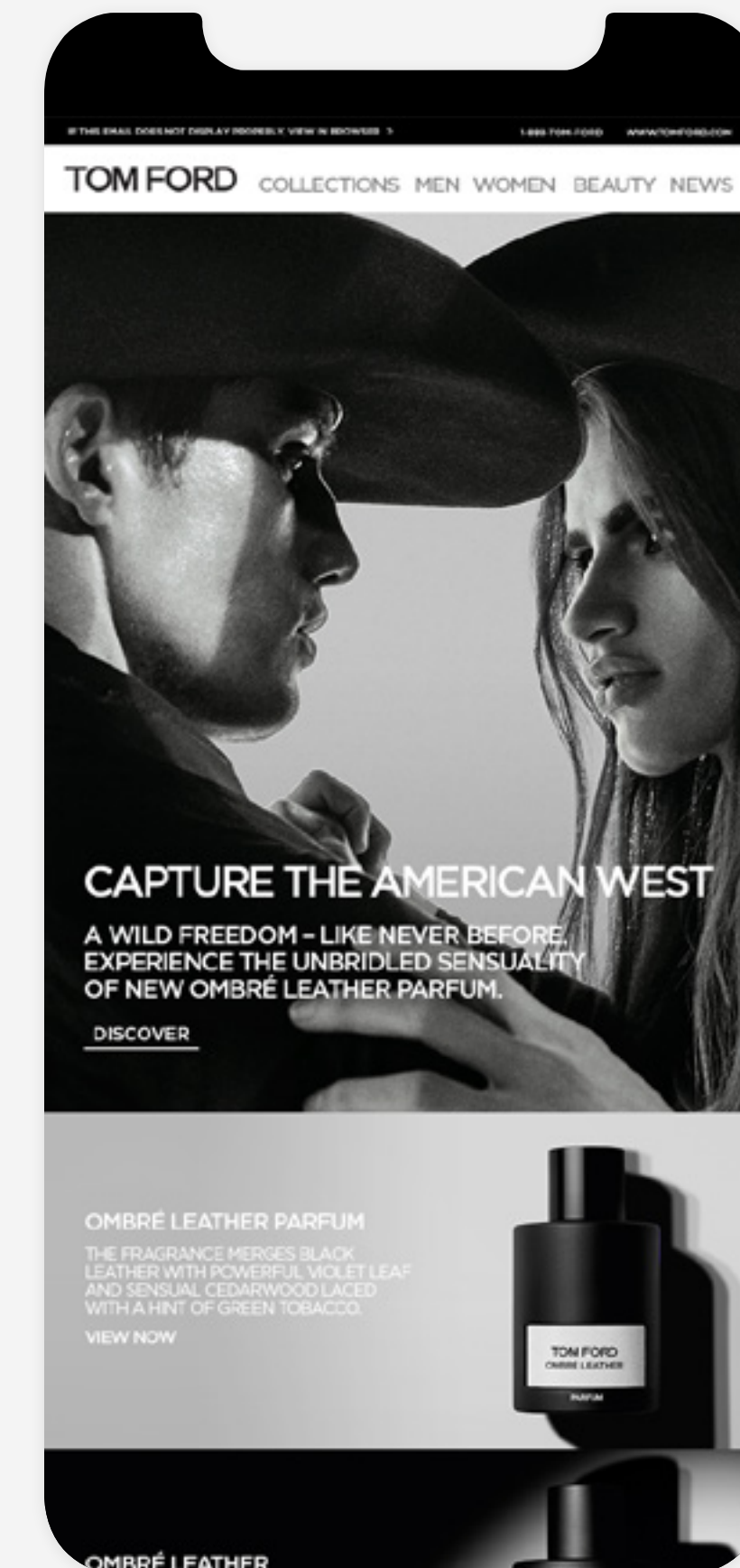
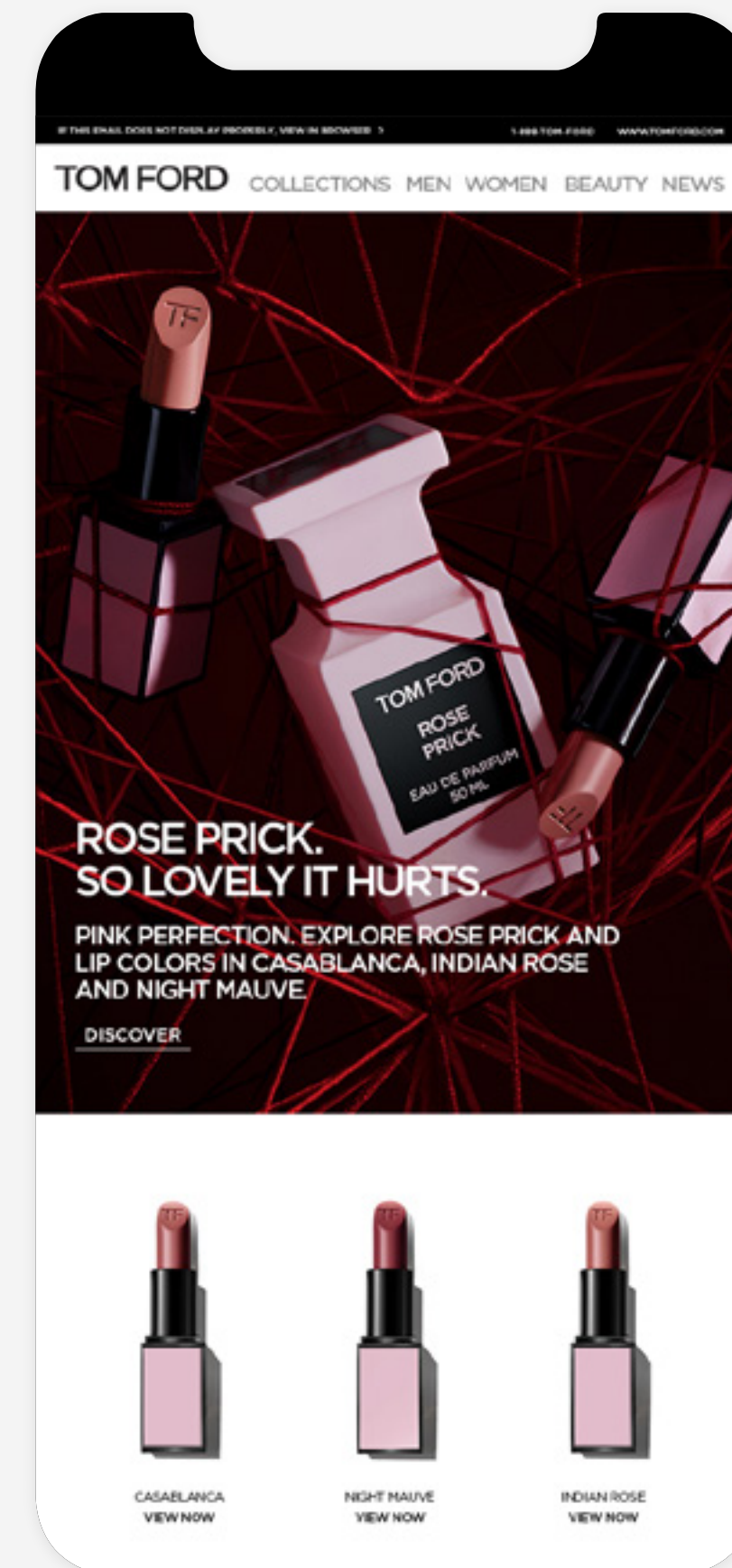
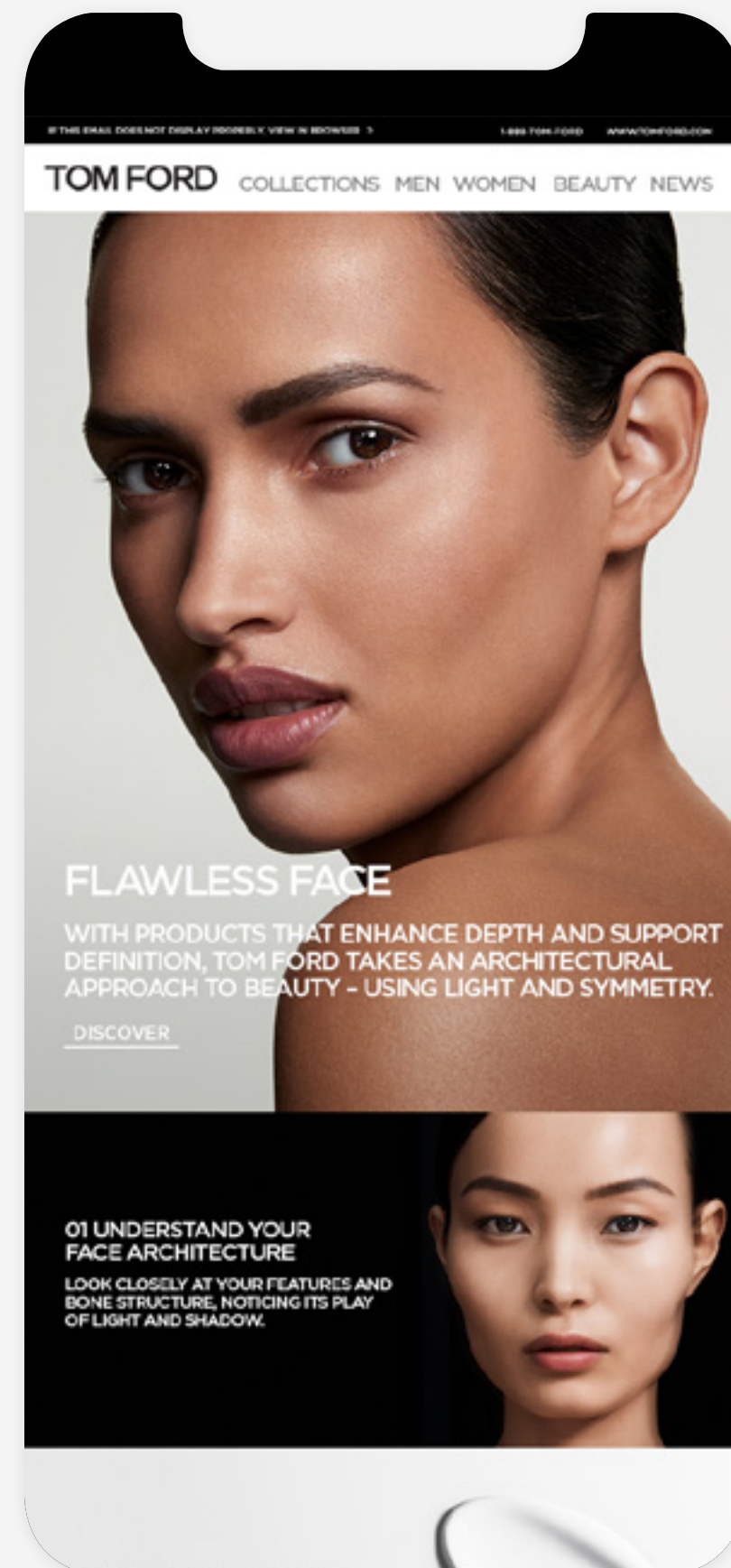
Email

The variety of products and campaigns that are released throughout the year are supported by CRM email communications.

While these are marketing messages, they also can enhance the narrative behind campaigns as well as provide additional information like benefits and how-to content.

I redesigned Tom Ford Beauty's email templates to be more mobile-friendly and standardized layout, typography, and visual usage.

Click individual layouts to view



Landing Pages

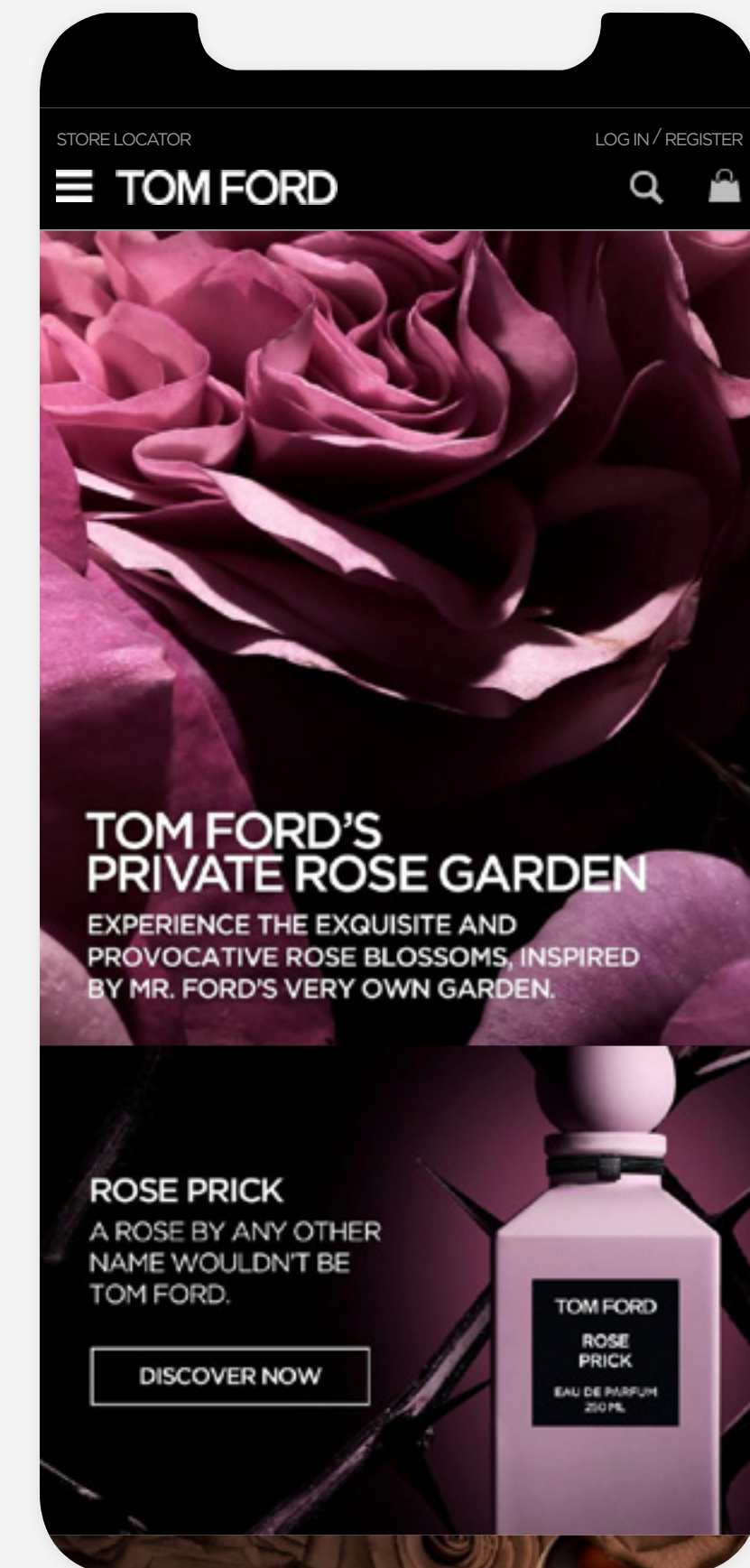
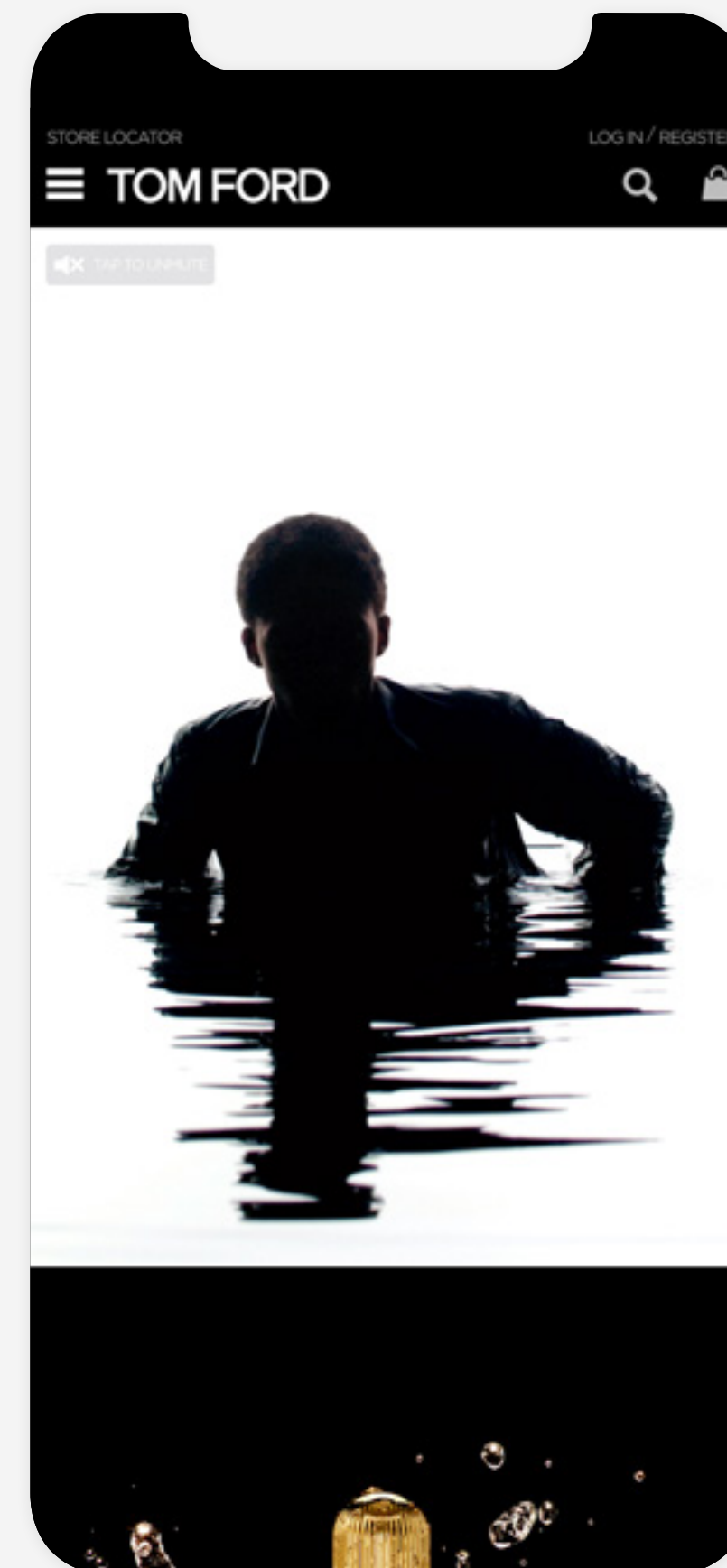
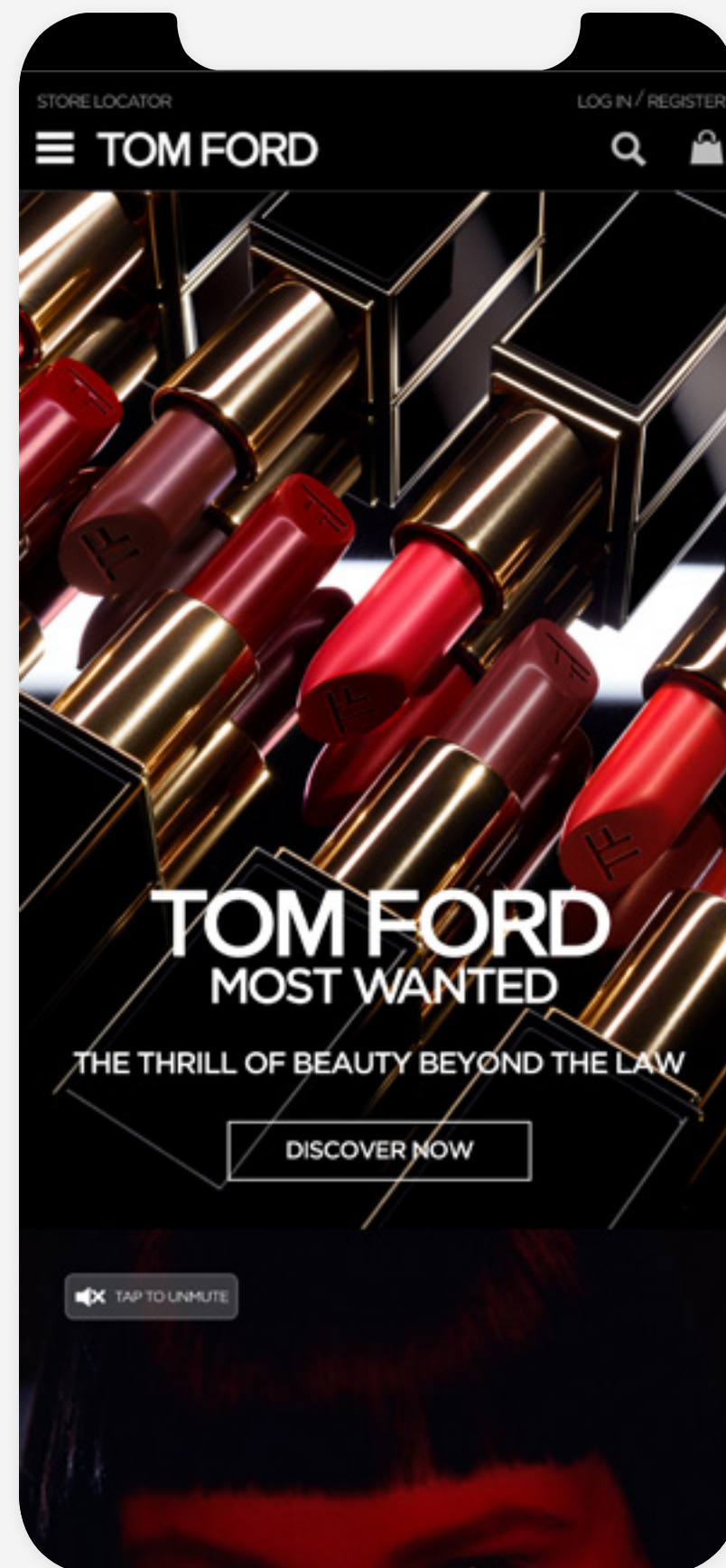
Big bet programs often were accompanied by a wider digital activation on tomford.com via landing pages.

Pages like these expand on the world of a product and create opportunities to connect the visual and narrative together to enhance the digital experience of a franchise.

[Most Wanted](#)

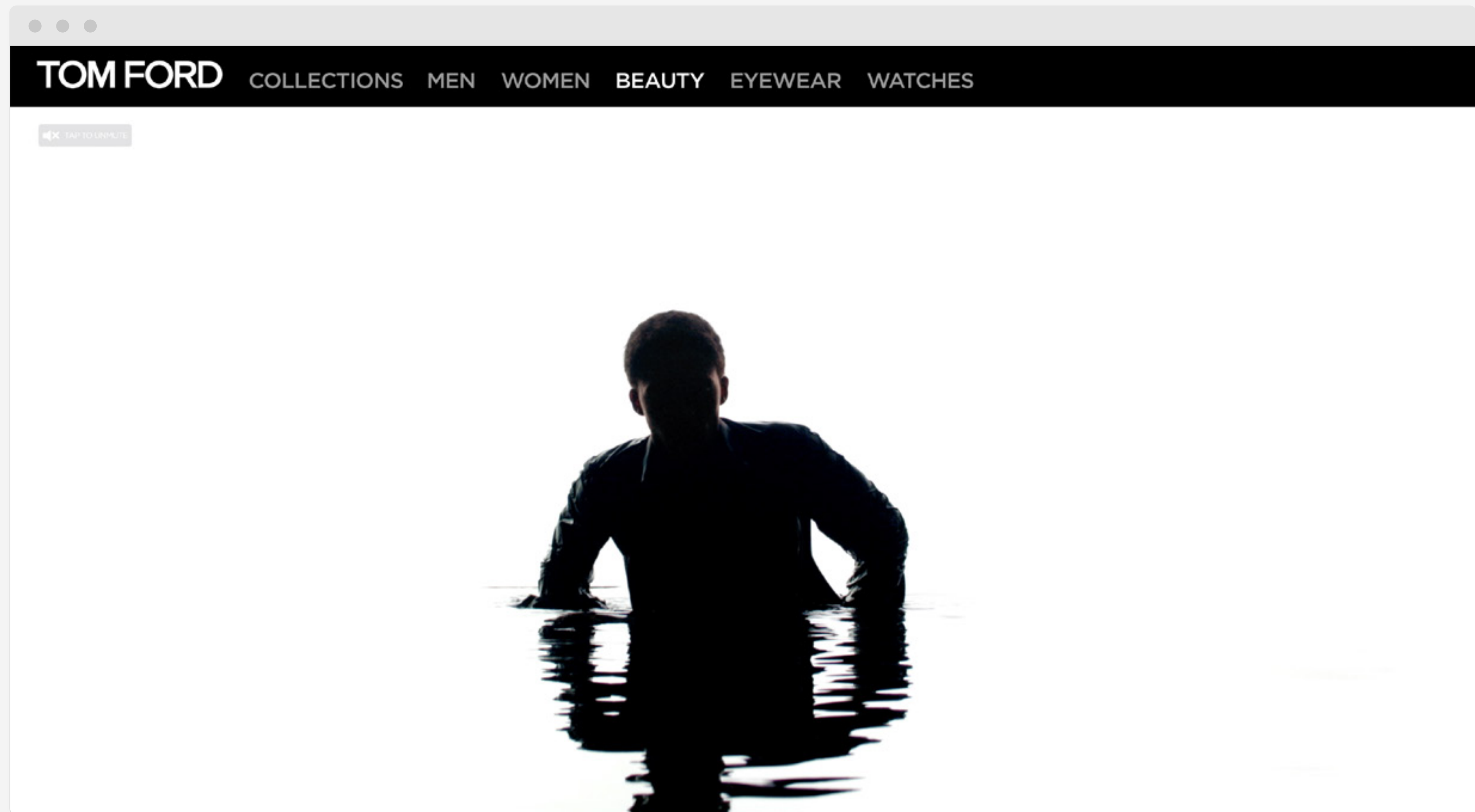
[Black Orchid](#)

[Tom Ford Private Rose Garden](#)



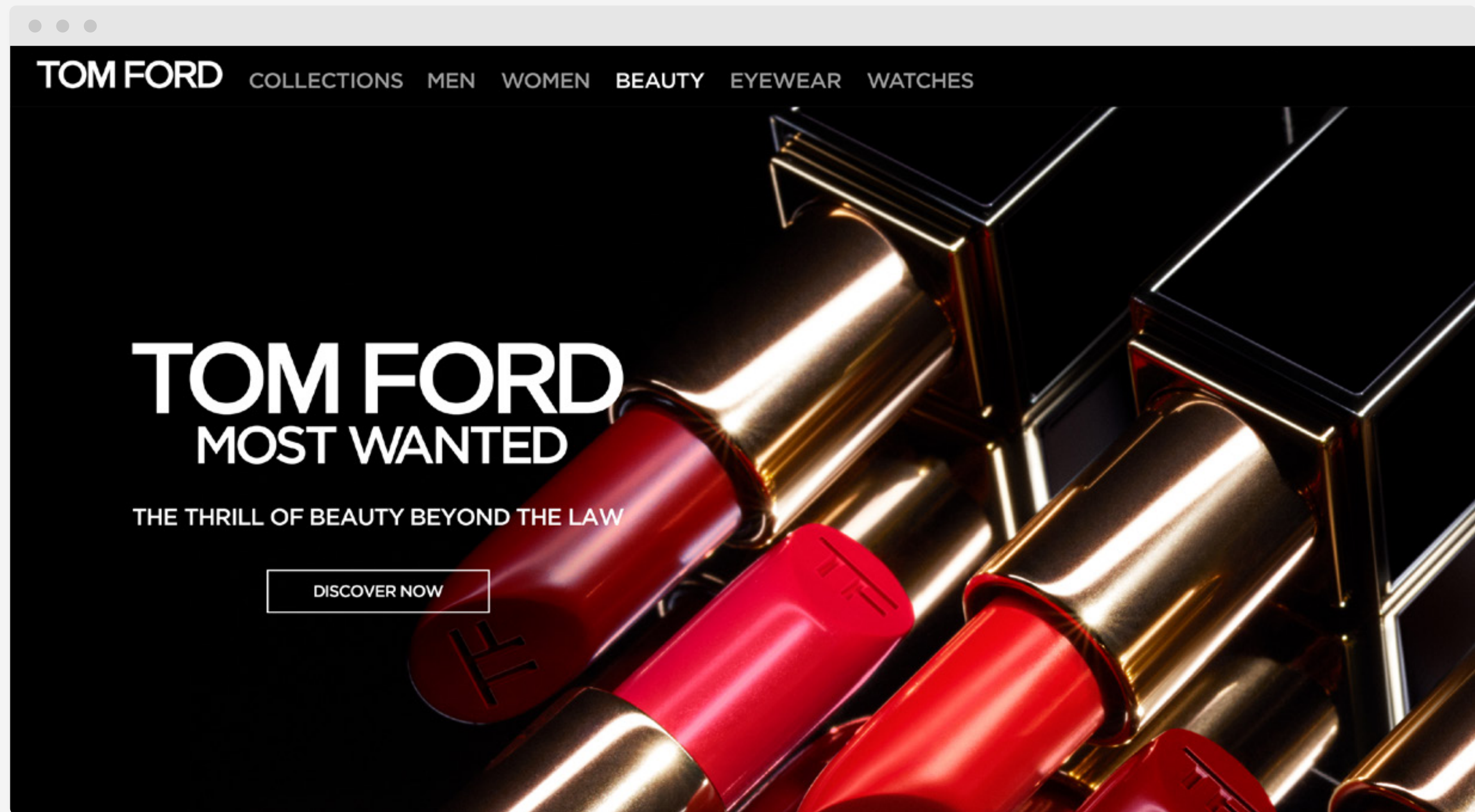
Landing Page
Black Orchid, Desktop

[View](#)



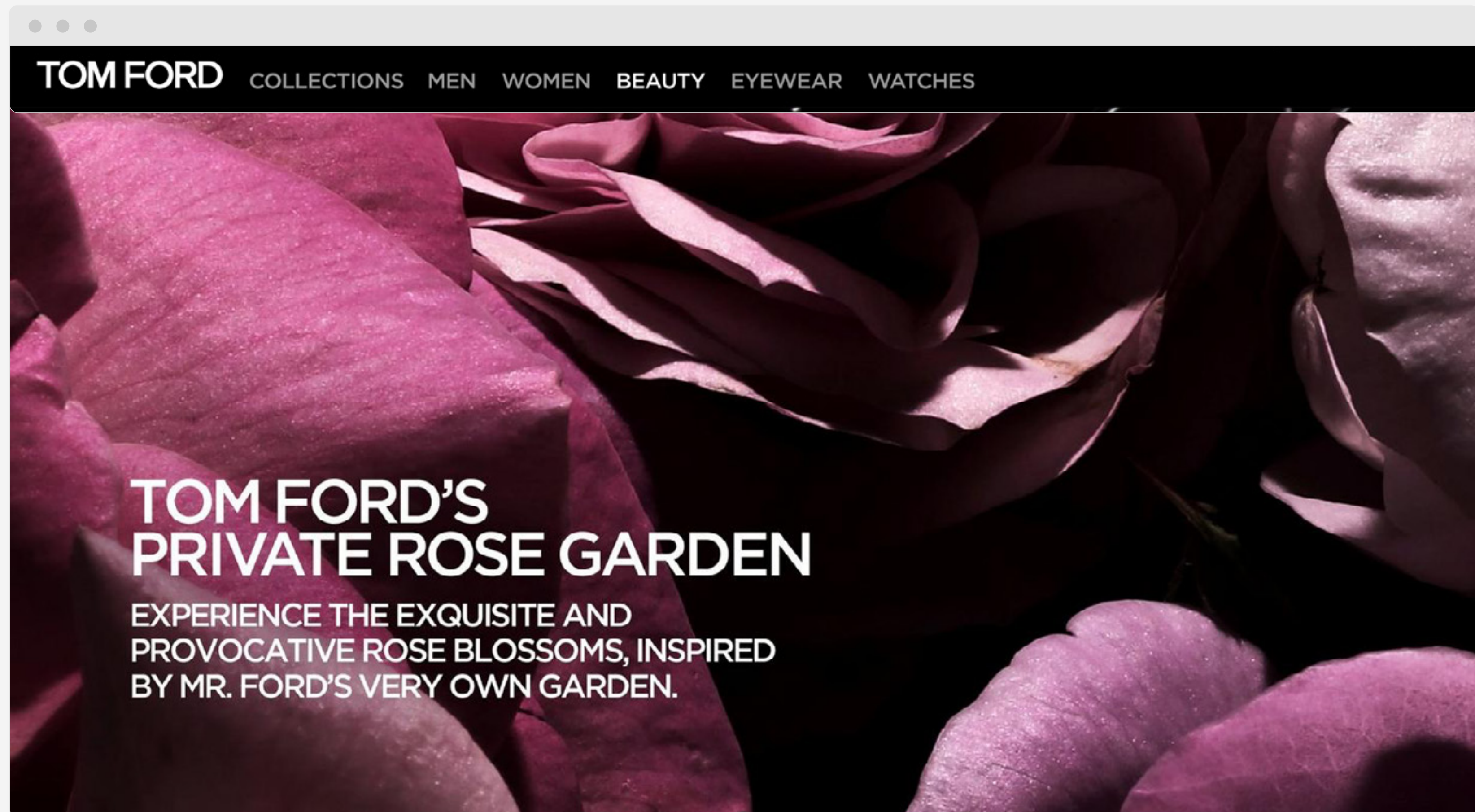
Landing Page
Most Wanted, Desktop

[View](#)



Landing Page
Private Rose Garden, Desktop

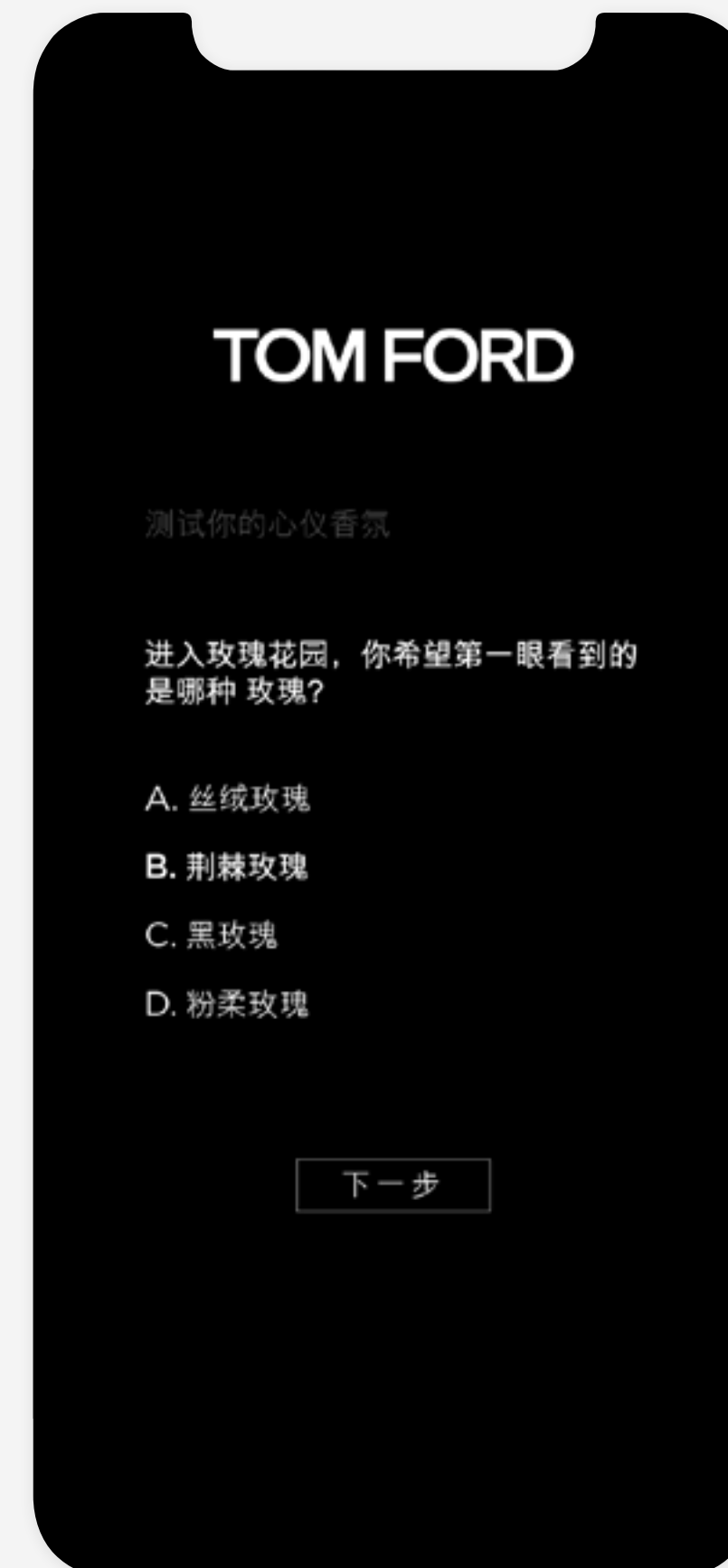
[View](#)



Private Rose Garden WeChat H5 Interaction

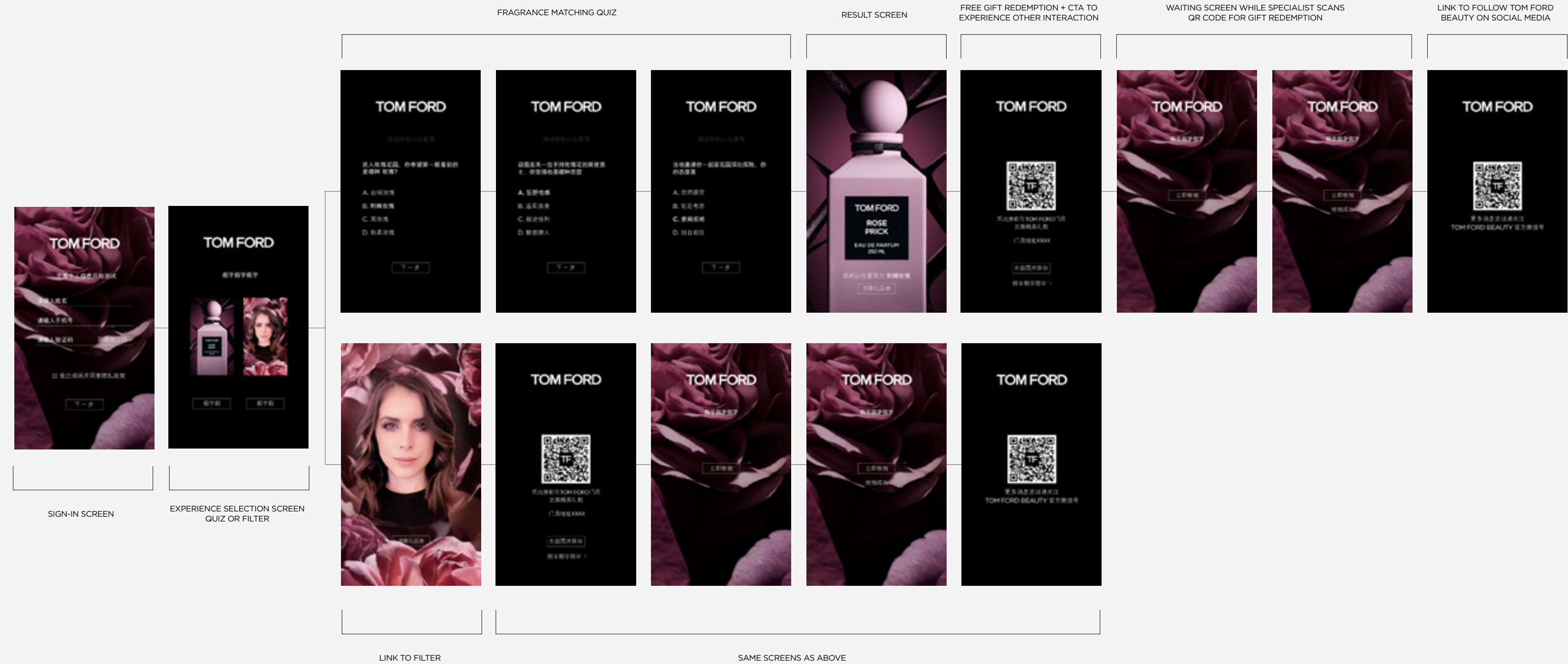
This was a bespoke digital experience tailored for the Chinese market specifically for the introduction of the Private Rose Garden program in China at one of the newest high-traffic doors in Shanghai.

Two experiences were offered to personalize a fragrance experience focused on fragrances with a rose key note and also was an opportunity to invite guests to try out a new filter created for the launch of Rose Prick.



Private Rose Garden WeChat H5 Interaction User Journey

Two experiences were offered to personalize a fragrance experience focused on fragrances with a rose key note and also was an opportunity to invite guests to try out a new filter created for the launch of Rose Prick.



Tom Ford Beauty

Out of Home Placement
Shanghai-Hongqiao International Airport

[View](#)



Project

Laura Mercier

Visual Conceptualization | User Interface | Art Direction

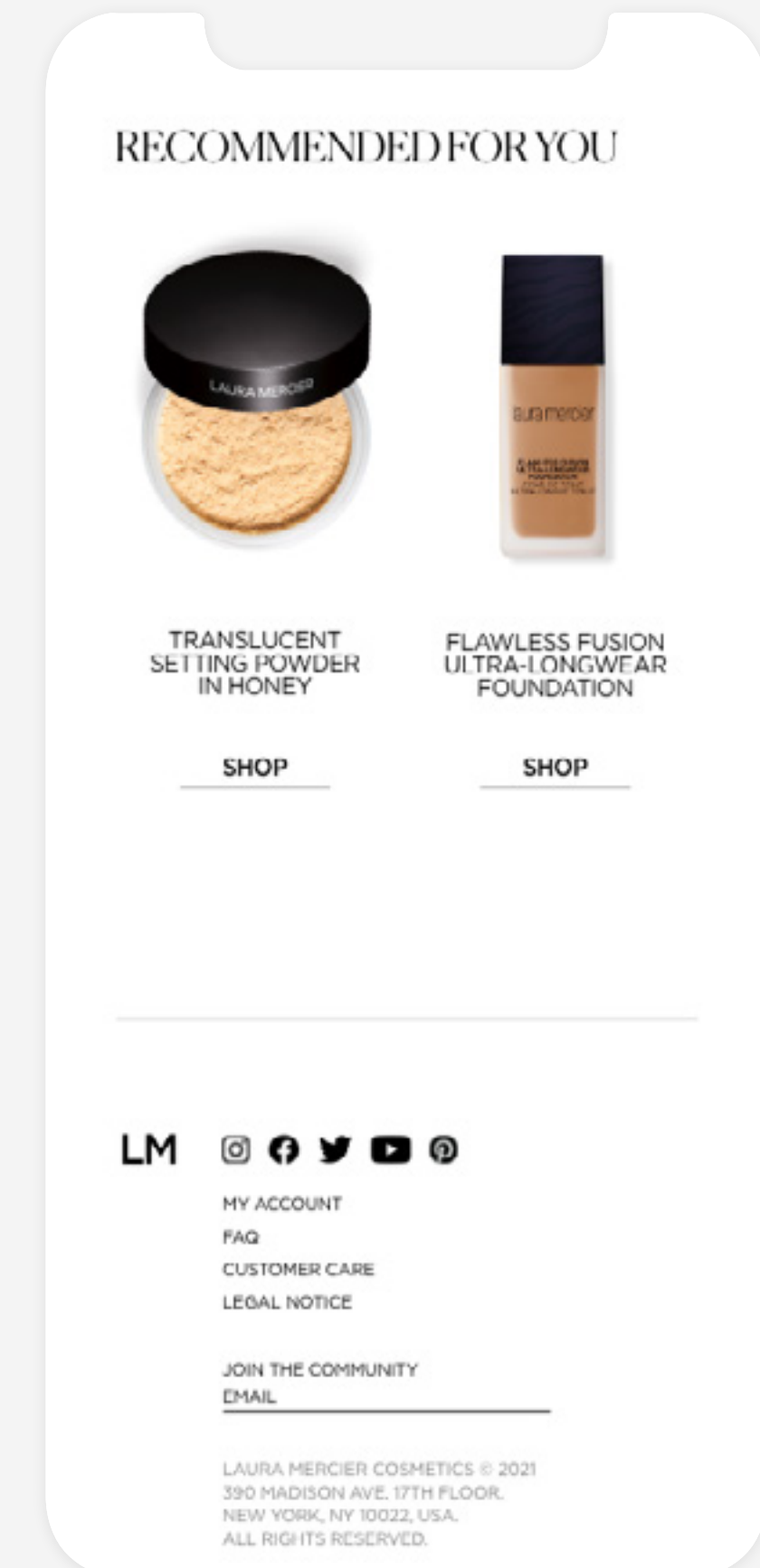
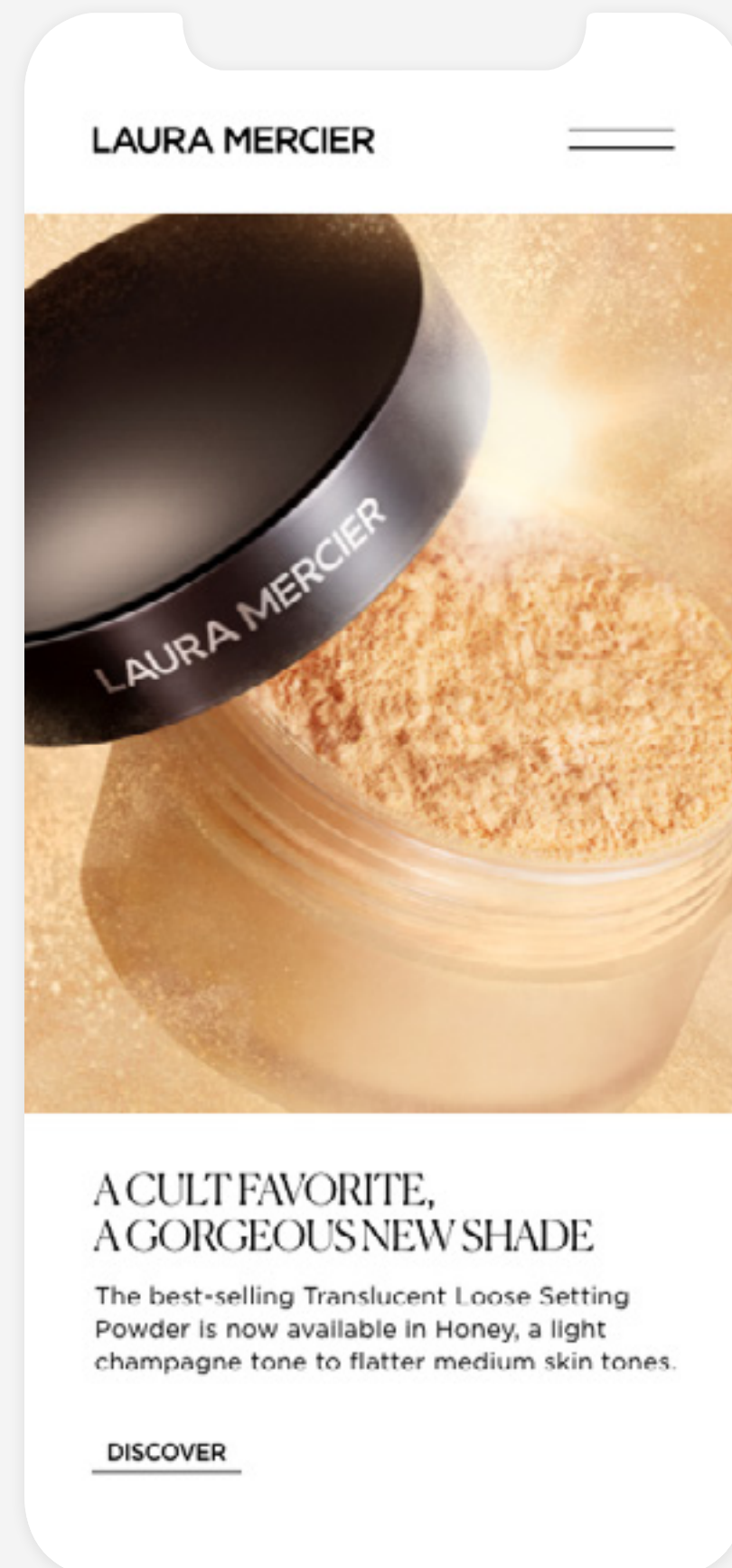
Landing Page

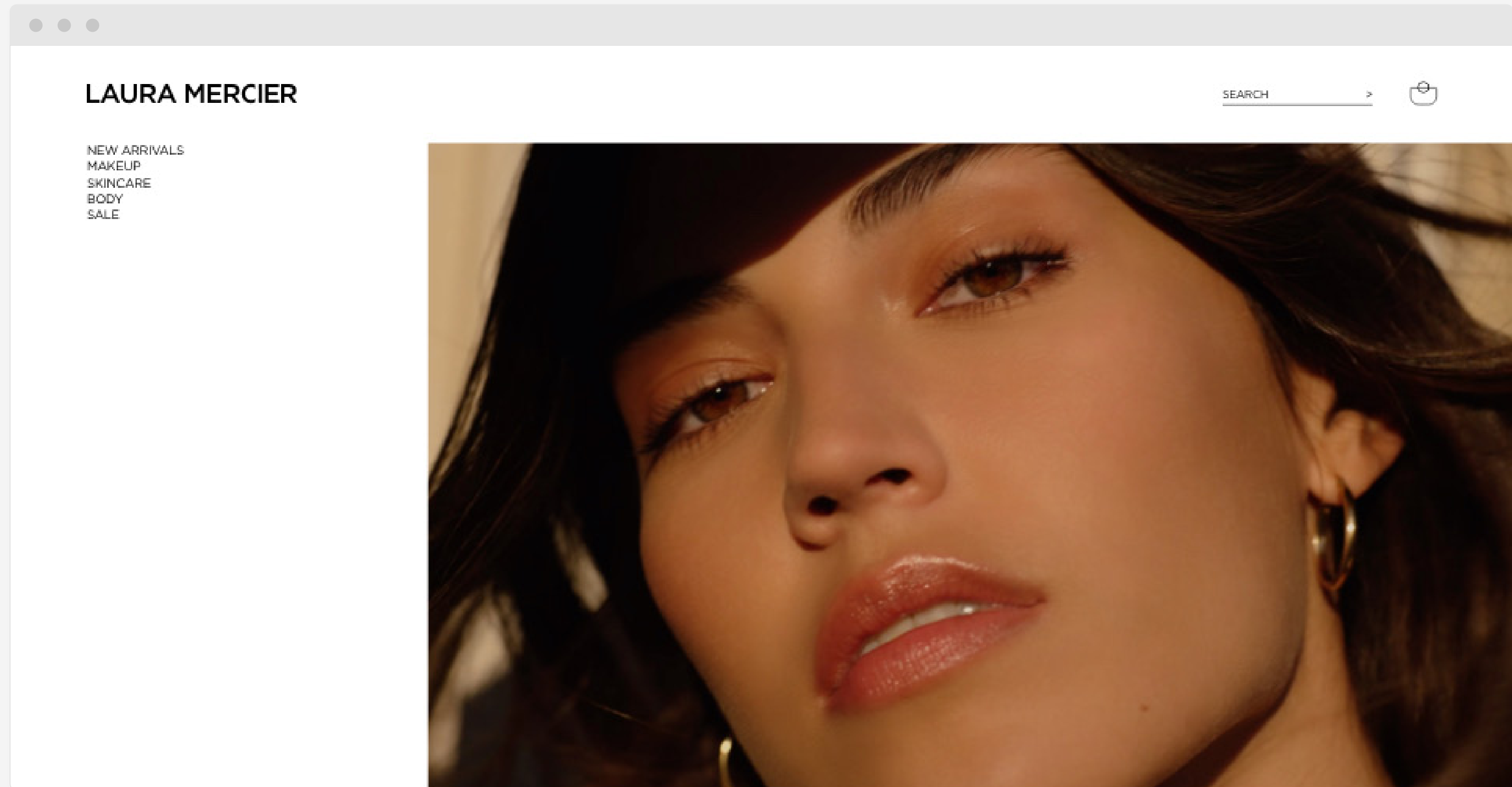
I was tasked with reconceptualizing a new landing page and category landing page format for this assignment.

Taking cues from the current design layout and using existing brand assets, I stripped the website down to the essentials for a streamlined interface to highlight important information and simplify the overall user journey.

Creating new crops for visual assets, redefining type styles, and providing clear formatting creates a straightforward and elegant user experience. All visible content is purposeful and there are no distractions. Intentional design choices create a beautiful and functional landing page.

[View](#)





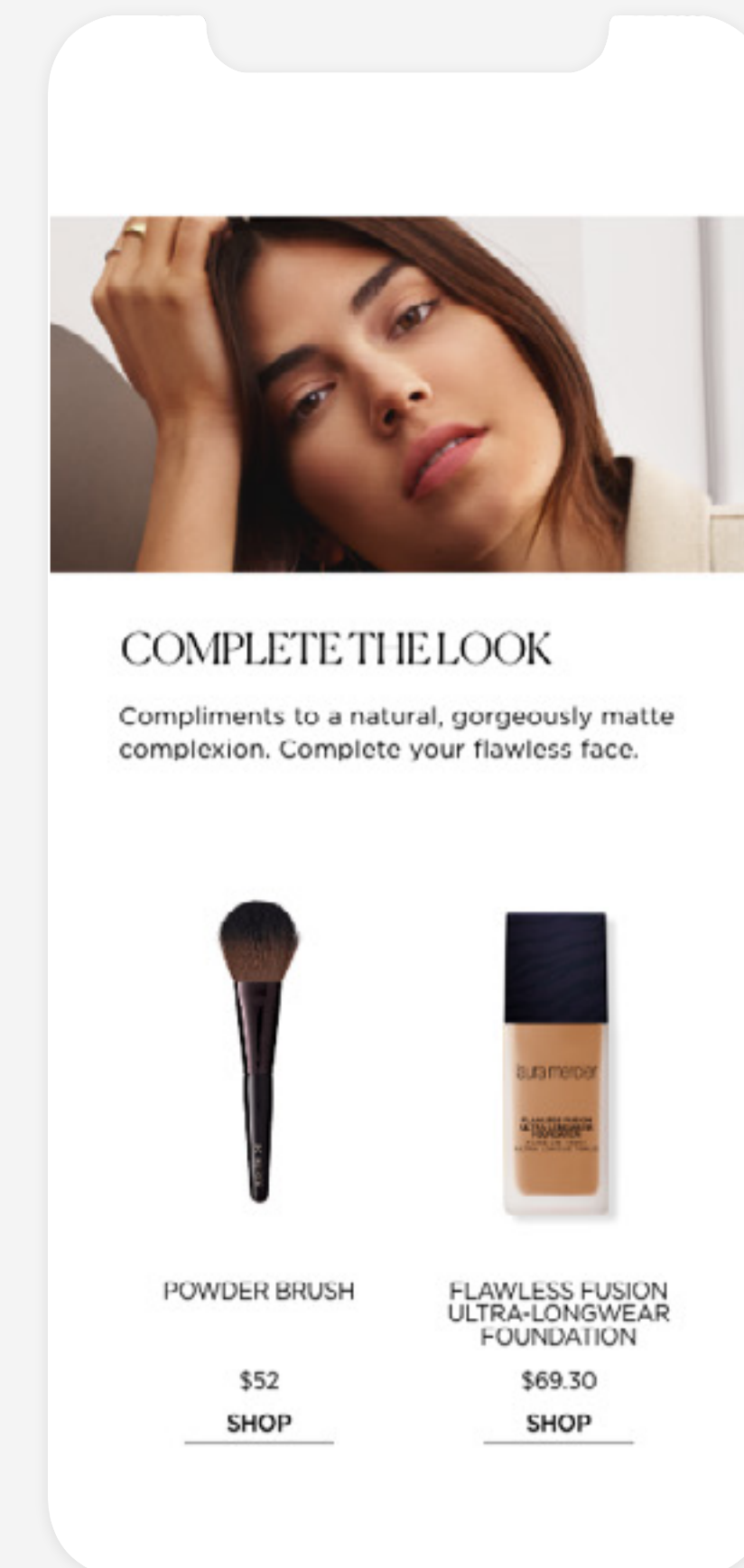
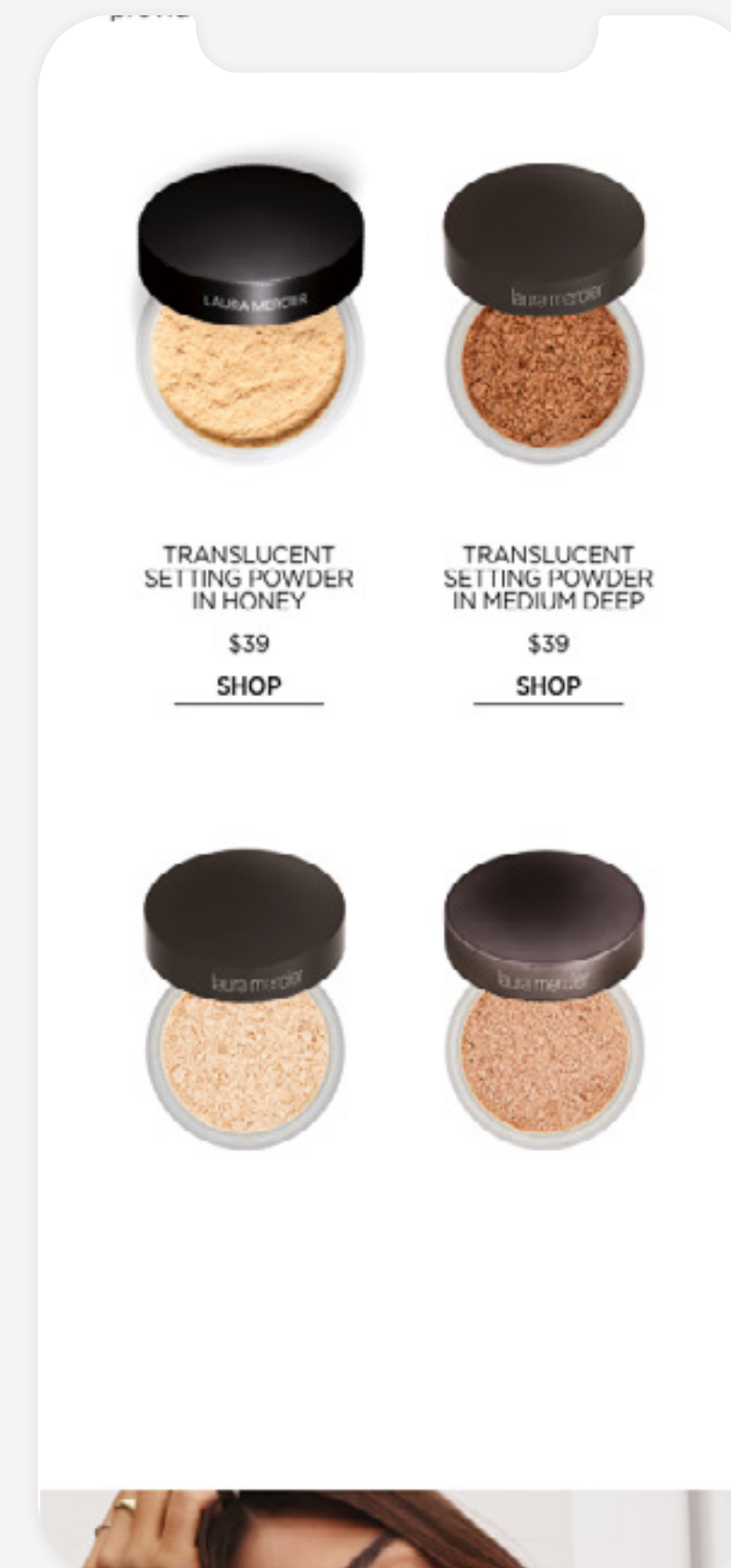
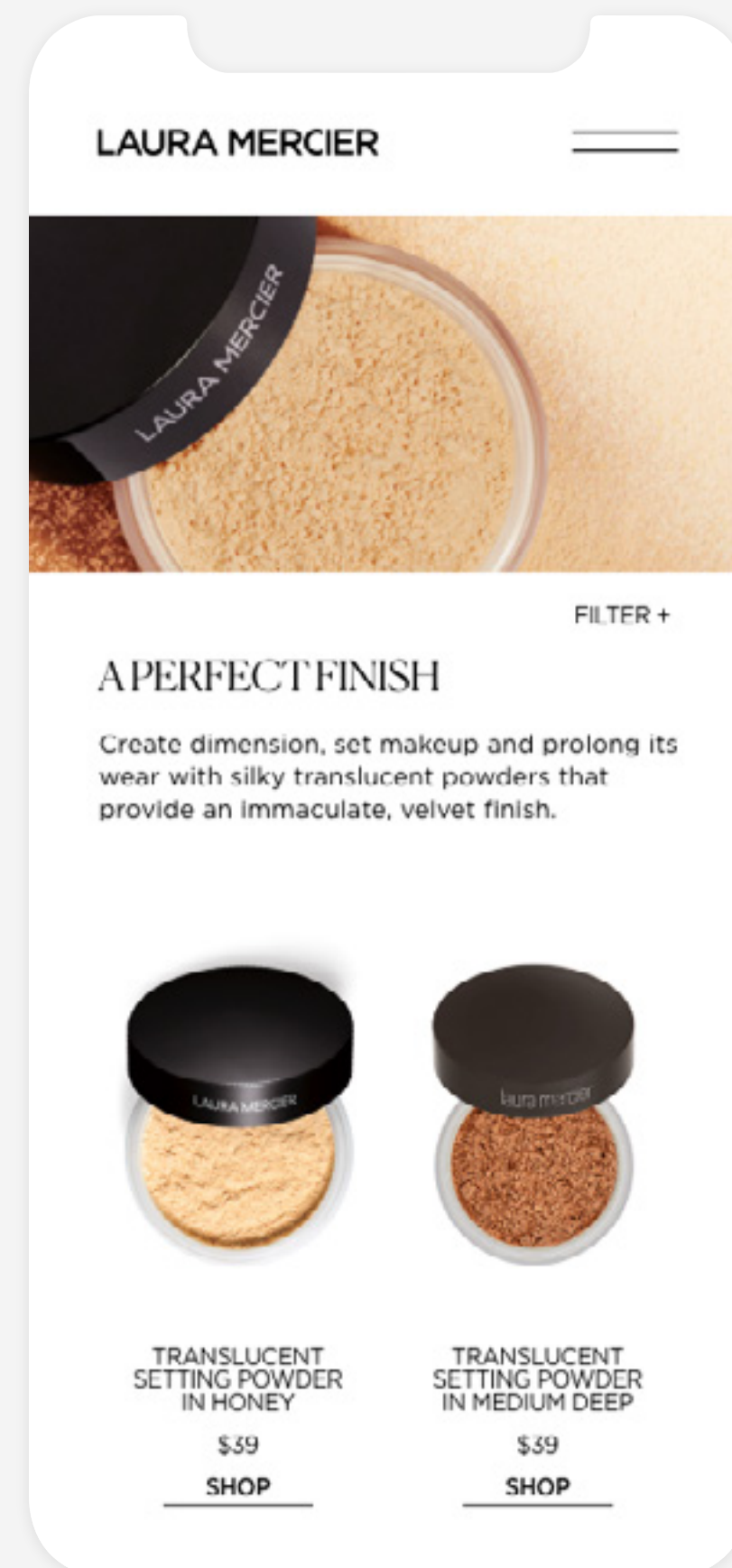
Category Landing Page

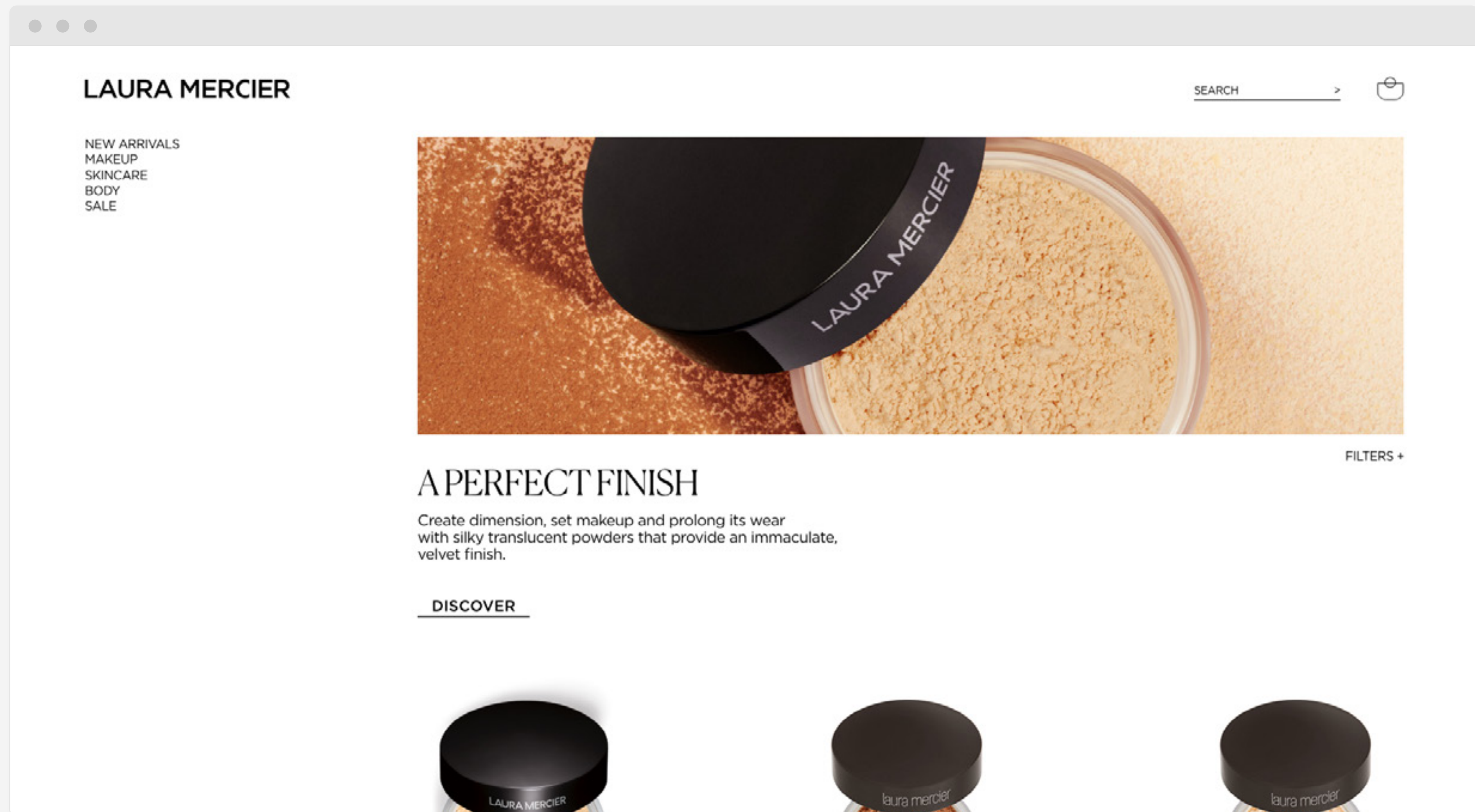
My thought process behind rethinking the category landing page was similar to that of the primary landing page: it was primarily about paring back the information to have very direct navigation.

Category landing pages are mostly for conversion purposes and to show a complete look at a brand's product assortment. With that in mind, I decided to focus on product with short copy and accent imagery for informational interest.

I added in ample white space to allow all content to breathe and give everything enough screen space. The resulting experience is digestible and purposeful.

[View](#)





Project

Maison de Papillon

Art Direction | Layout Design | Production

SS19 Look Book

I executed this look book from start to finish, beginning with initial conceptualization and art direction to set design, managing the photoshoot, directing the photographer, model, stylist, and makeup artist to managing design and print production.

A streamlined layout with minimal typography puts the clothes into focus. The look book's narrative is focused on the unique features of each garment and the collection's opulent silk and linen textures.



Demi silk-linen ruffled off-shoulder blouse blanc
Tara silk-linen wide-leg pant blanc



Nina silk-linen oversized vest blanc
Lindsey silk-linen cigarette pants blanc





Raquel silk-charmeuse reversible
maxi dress matcha





Left
Kara silk-linen shirt dress with silk
charmeuse collar matcha

Right
Malia reversible blazer in silk-linen matcha/noir

Anna silk charmeuse camisole noir
Marina silk-linen paper bag pant matcha



Roma silk-charmeuse cowl neck slip dress with adjustable back straps oyster

About

I am a graphic designer, art director, photographer, and Pratt Institute alumnus currently based in Brooklyn, New York with a passion for precise, elegant typography and dynamic, conceptual design solutions.

Aside from being a designer, I am an image hoarder, perfume enthusiast, and a ceramics collector.

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