

CLYDE PERKINS

PORT FOLIO



GRAPHIC DESIGN

PACKAGING DESIGN

BRANDING

PHOTOGRAPHY

AUDIO / VIDEO

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ABOUT ME

My name is Clyde Perkins, and I'm a multimedia designer from El Paso, Texas. I've always had a deep passion for design and art-two creative forces that fuel everything I do. Growing up in a city rich with culture and visual inspiration, I found myself naturally drawn to expressing ideas through color, movement, and form. Whether I'm working on digital media, motion graphics, or branding, I approach each project with a blend of artistic intuition and thoughtful design. For me, it's not just about making things look good-it's about creating work that connects, communicates, and inspires.

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BRANDING, FLYERS, MERCH, ETC

CLUB FLYER

I use Photoshop and Illustrator to design eye-catching flyers for various bars and restaurants, tailored specifically for social media promotion. Using Photoshop, I enhance images, apply effects, and ensure each visual is vibrant and engaging. Illustrator allows me to create clean, scalable vector elements and custom typography that match each venue's unique brand. My designs help businesses attract attention online and promote events, specials, or new offerings with a professional and polished look.

PROJECT

TUESDAY NIGHT PEDA FLYER

PROVIDED FILES



MANDO EXCLUSIVO BAND PHOTO



LOGO



DJ PHOTO - AARON V



LOGO

IMPORTANT FLYER ELEMENTS



CUSTOM 3D TEXT - DONE IN AFTER EFFECTS



FINAL DRAFT - MARTES DE PEDA FLYER

Luckily this client and I have been working together for quite awhile so they let me go kind of wild with the designs. I take this opportunity to use Photoshop brushes, gradients, outer glows, drop shadows, and any other effect I think will add to the nature of the flyer. Later, I through it into After Effects to add some fire and moving text.

SURF SHOP SHIRT

I created the graphic for the Ocean City, New Jersey surf shop by combining the strengths of Procreate and Adobe Illustrator. I started in Procreate, where I hand-drew the surf-inspired elements—like waves, palm details, and lettering—to give the design an organic, coastal feel that reflects the laid-back vibe of Ocean City. After finalizing the sketch, I imported the artwork into Adobe Illustrator to vectorize the design, refine the linework, adjust colors, and prepare it for scalable print production. This workflow allowed me to keep the authentic, hand-drawn character while ensuring the final graphic was clean, professional, and ready for merchandise and signage.

PROJECT

SURF SHOP SHIRT

SKETCH TO MOCK UP



The idea was to take the owner's love for the Philadelphia Eagles and merge it with the surfing culture he is trying to cultivate.



FINAL DRAFT - HERITAGE SURF SHOP SHIRT

The challenge with this design was to be expressive and to only use three colors and it is a showcase of my drawing skills as well as my ability to convert to digital.

NATÜR PACKAGING

I use Adobe software, particularly Illustrator and Photoshop, to design packaging that is both visually appealing and functionally effective. Illustrator allows me to create precise dielines, vector graphics, and scalable layouts, ensuring the design fits perfectly with the packaging dimensions. I use Photoshop to edit and enhance product images, apply textures, and create realistic mockups that help visualize the final look. Adobe InDesign occasionally comes into play for layout-heavy designs that require detailed text formatting. By integrating these tools, I streamline my workflow and maintain a high standard of creativity and technical accuracy throughout the packaging design process.

PROJECT

NATÜR VAPES & THC PRODUCTS

PRODUCT TYPE

Hash Rosin Disposable Vape – 500mg Cartridges

DESIGN GOALS

Communicate Premium Quality:

The packaging should convey a sense of high-end, luxurious quality suitable for a refined cannabis consumer.

Natural and Organic Feel:

Reflect the natural, solventless extraction process (hash rosin) with earthy, botanical visuals.

Modern & Minimalist:

Clean, modern typography and layout to appeal to a health-conscious, design-savvy audience.

KEY VISUAL ELEMENTS

Color Scheme:

Black and gold to evoke elegance and premium quality.

Typography:

Clean, sans-serif fonts with modern styling. "NATÜR" features stylized elements (e.g., umlaut) for uniqueness and brand identity.

Imagery:

Gold cannabis leaf centered prominently to immediately indicate the product type. Subtle botanical patterns in the background reinforce the organic/natural theme.

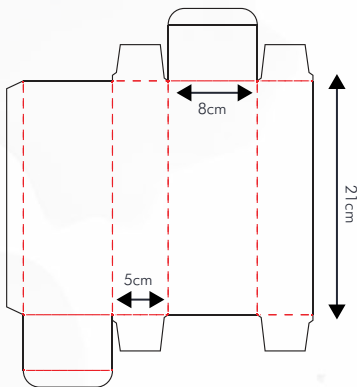
Layout:

Vertically structured layout with product name, type, and amount clearly labeled. Side panels provide additional product or brand information.

PACKAGING SPECIFICATIONS

21cm length X 8 cm width x 5cm depth

PACKAGING FILES



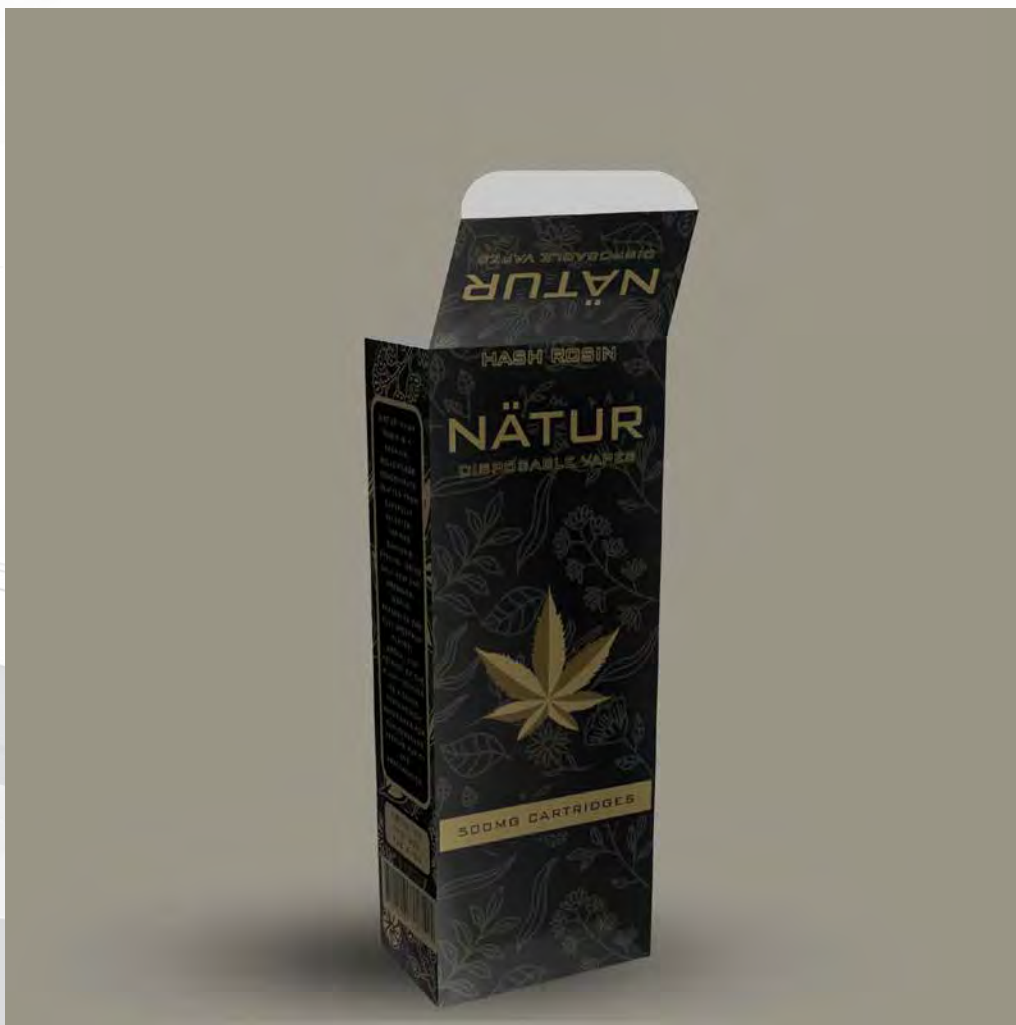
Die Lines



Artwork



Final Lines and Artwork

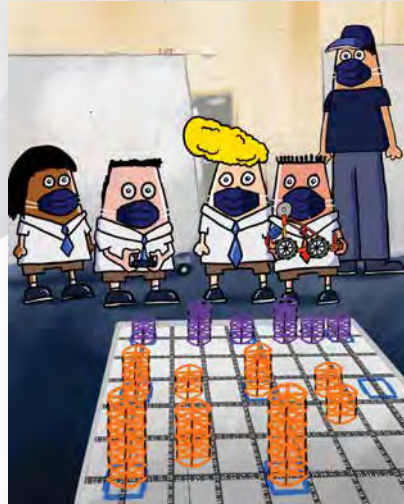


FINAL MOCKUP IN PHOTOSHOP

Initial file started in Illustrator to create shapes and imported to Photoshop to apply surfaces.

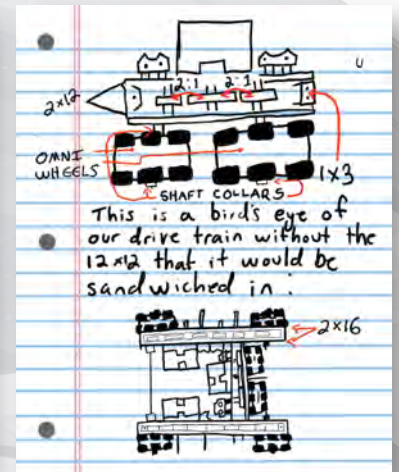
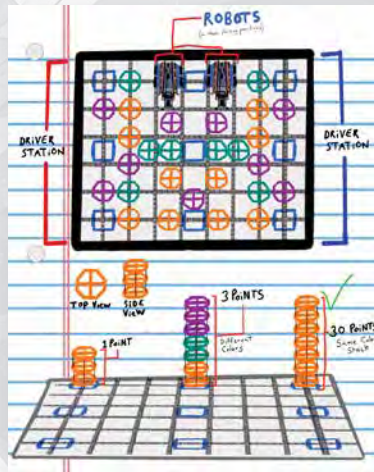
MESHED GEARS

Meshed Gears is a book about a team of students that compete in the world of Robotics. The client, Omar Cortez, wanted the art to attract a young audience using books like "Captain Underpants" for inspiration. My main tool for creating these Illustrations was Procreate.



MAIN CHALLENGE: FROM PHOTOS TO ILLUSTRATION

The main challenge was just to redraw all the stock photos provided to an illustration style the client approved of.



A LEARNING EXPERIENCE

While drawing and painting are my passions, doing it for a client with a specific vision in mind was a challenge I welcomed. It was about trying to set the tone for the book and doing so consistently over the entire project.

FRONT & BACK COVER

The front and back cover for the Meshed Gears book



These are the final front and back covers for the book that the client and I settled on. Once I completed the images in Procreate, I used Photoshop to splice them together, mock it up, and present it for printing.

The background is a light gray with abstract, wavy, organic shapes in various shades of gray. There are several small, solid gray circles scattered throughout, some of which are larger than others. The overall effect is a textured, layered look.

OTHER WORKS

MINERAGUA T-SHIRT 1

A t-shirt for the brand Mineragua, with a space theme in mind using Procreate



MINERAGUA T-SHIRT 2

A second t-shirt concept, also using Procreate



EL PASO WINE SOCIETY FLYER

Wine Society flyer that I shot the photo for and did the graphics in Illustrator



ROADRUNNER APPLIANCES LOGO & BUSINESS CARD

Logo & business card design and mockup for a local appliance company



LOGO COLLECTION



CHEF JAMS KITCHEN

Logo for a private chef



WINE SOCIETY OF TEXAS

Logo for a Texas wine society



BEST BUDS DISPENSARY

Logo for a dispensary



LA UNION CORN MAZE

Logo done for La Union Corn Maze



PSYCHOTIC PRE-WORKOUT

Logo for a supplement brand



PUBLICAN'S PRIDE

Logo done for a beer brand