



Frank Chimero

Designer

Author

Illustrator

By: Jean Carlos Pichardo



BIO

- Born in Long Island, New York
- At the age of 8, he moved to Missouri, where half of his early years grew up
- His interest in graphic design started at high school
- He created posters, stickers, t-shirts, etc for his friends in bands and from there his love for designing began

Design History



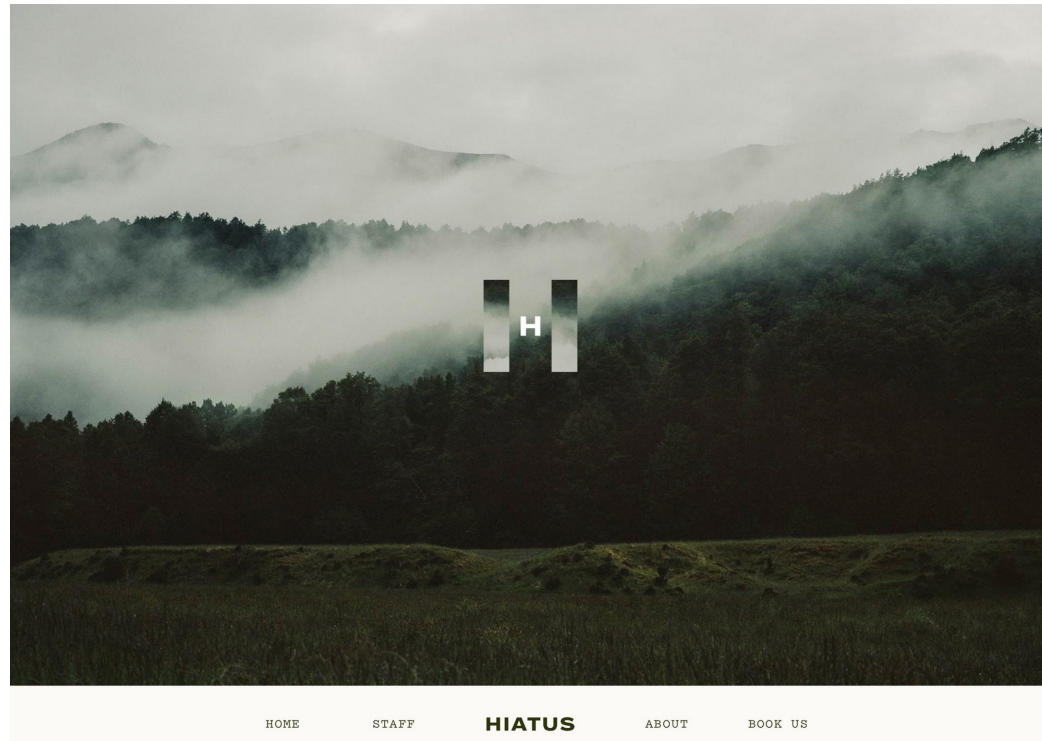
- Frank has worked for many clients ranging from Nike to NPR
- Been recognized for over 15 years and recognized by Print Magazine as a New Visual Artist in 2011
- Wrote and published The Shape of Design in 2012
- He co-founded and lead a software company on digital design called Abstract, used by Shopify, Github, Unity, etc.

Abstract, 2016

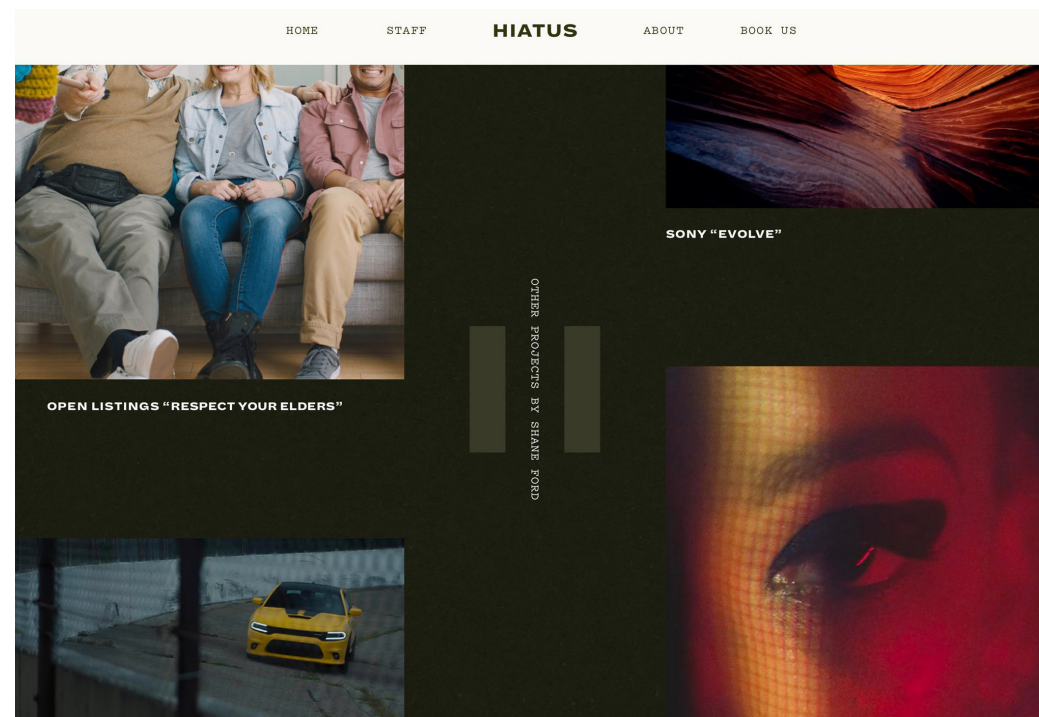


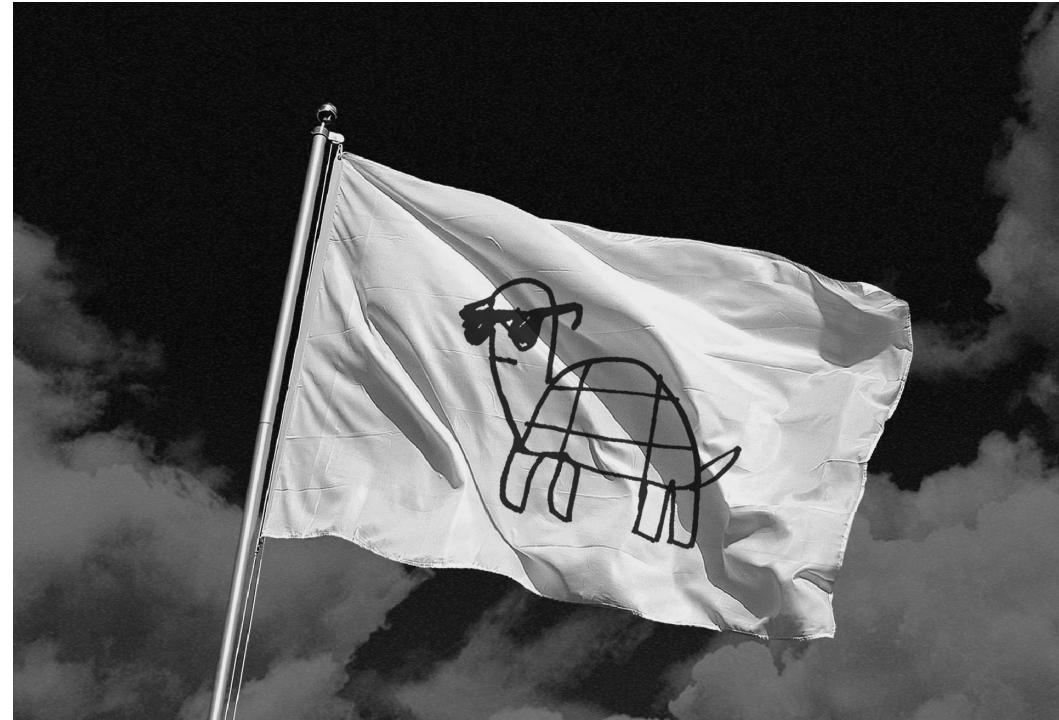
- Abstract started in 2015 co-founded and designed by Frank Chimero
- By 2016, the software program was completed
- It's created to help modern design teams to collab and work effectively
- The program is to help designers by visualizing assisting in the process by their six simple sets
- Create a project, Import files, Start a branch, Edit and make commits, Review changes with team, Get ready to Merge

Hiatus, 2018



- Hiatus is to help bring a fresh approach to post production by their caption
- “Stepping back, taking a pause, reevaluting and updating the norm”
- It’s to provide an alternative approach for anyone interested in some assistance in their works
- Chimero’s key component is the use of negative space as Hiatus’s visual language and layout of symbolism
- The branding also used the scenic view of New Zealand’s mountain with the logo centered created by Chimero



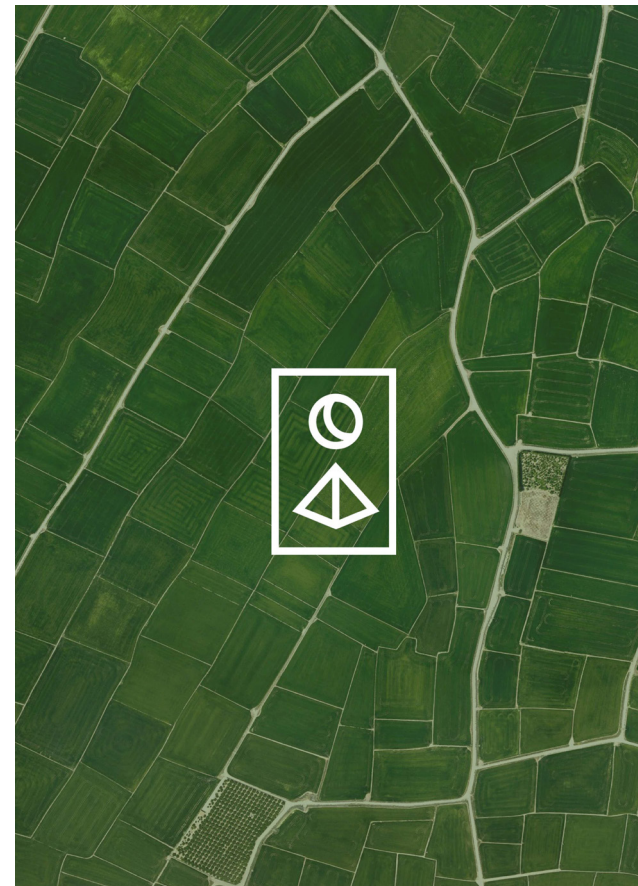


AOK, 2017

- Frank Chimero's own pop-up brand and take on making droll merchandise
- The idea for this brand sprung up from a conversation with his friend about making slow cool again
- After a quick and simple sketch, the brand was created with a turtle wearing sunglasses
- The style has a simplicity aspect of using child-like doodles and colors of black and white

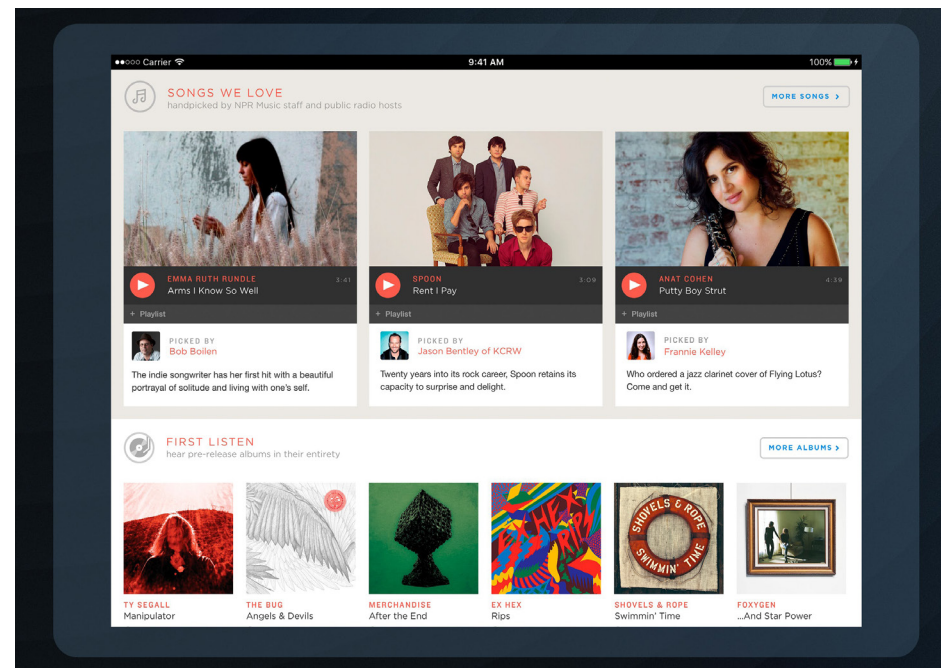
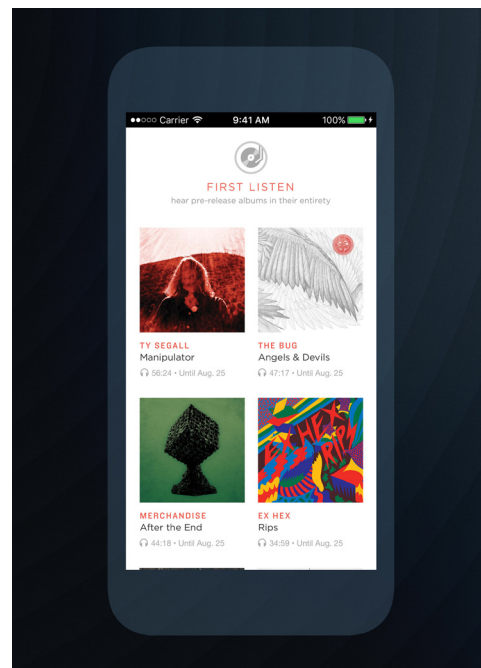
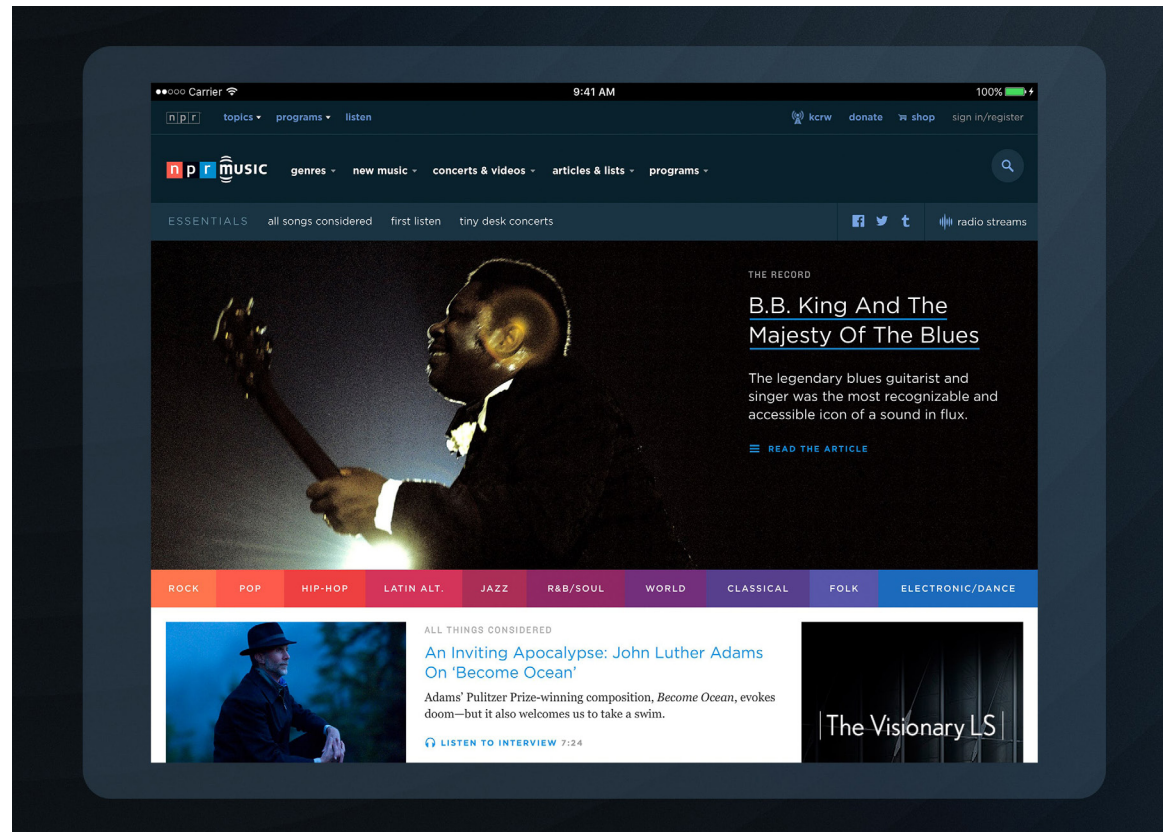


Faculty, 2017



- Hired by Faculty to create a branding logo
- The concept for their logo came from the founder, Chris Shiflett, description of the agency as being “internet pioneers”
- Chimero used organic texture and imagery for their branding, such as aerial and satellite photography, natural textures and paper with green and cream as their main color palette, and simple geometric shapes
- He wanted a natural and friendly feel to their company then the common use of cold and rigid in technology branding

NPR Music, 2014



- NPR Music is a division with the National Public Radio
- NPR decided to refresh their web design in 2014
- Chimero had a unique opportunity to redefine the visual language for the company's brand
- He worked with the internal team to create NPR's brand
- The company's new brand use dark and light colors, such as navy blue and white, and visual layout of menu broads and articles

Web Press Vol. 1, 2014

- Web Press is a publication company that tries to translate digital content, such as animated GIFs, YouTube videos, blog posts, etc. into printed format to “stabilize” it.
- Chimero designed the covers after the students created the interior spreads
- He designed the covers to capture the feel or moment of the day by using realism hand photography blending in the back with the use of bold color orange



Miscellaneous, 2008-2018



- Over the years, Frank Chimero has created many posters and other promotions
- Many of his works has common style and texture
- He likes to capture the use of natural colors, geometric shapes, and photo realism
- His work has the feel of minimalistic style and patterns

