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Owner/Designer

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Matt Turney
Graphic Design
Portfolio



Hi, I'm Matt Turney.
A design instructor and
multidisciplinary graphic
artist living in San Diego.

I teach design to local college students and help companies create visual experiences in the lifestyle and entertainment space.

My mission is to collaborate with organizations, and brands who share the values of making the world a better place.

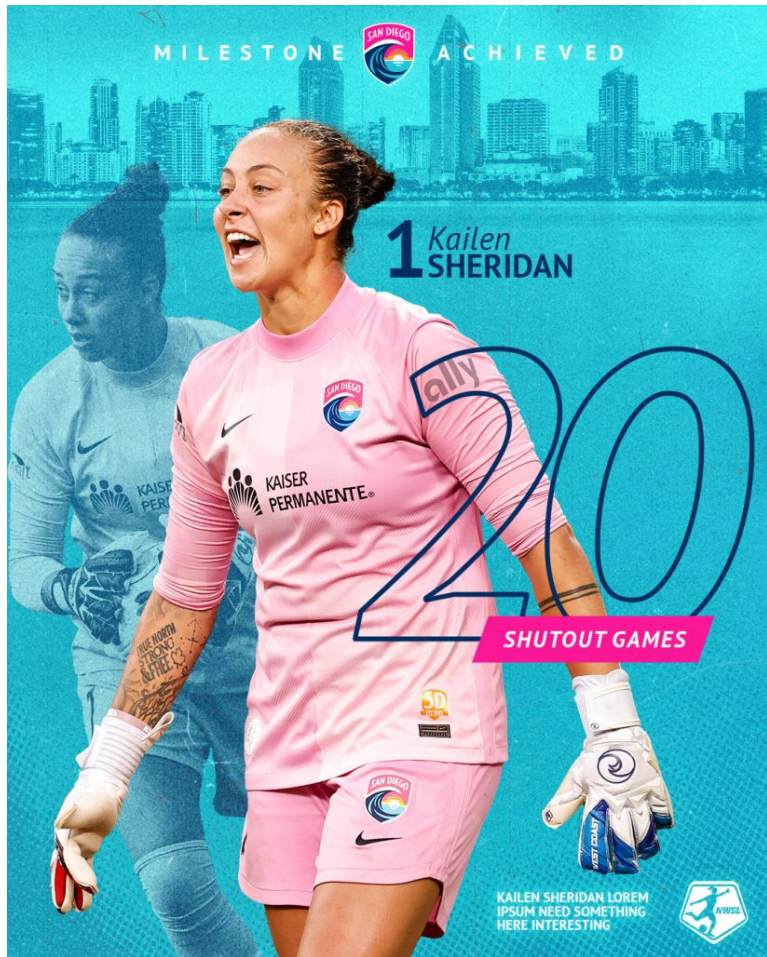
As a design professional with over 20 years of experience, I strive to build long-lasting relationships with clients. My goal is to deliver work that consistently meeting their needs and goes above expectations.

Please enjoy my portfolio of work.



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/ 01. Social Media

// 02. Signage

/// 03. Vehicle Wrap

01. San Diego Wave FC

Last season was quite an Innaugral season for SD Wave FC. Many records were broken and a deep playoff run.

It was a pleasure working on social media graphics for Alex Morgan's 50th Career goal. The design required something bright and exciting that would stop people from scrolling on social media. If the provided Wave Logo and Alex Morgan photos weren't enough, I focused on adding a style with clean typography on top of imagery that included several layers of texture, and a scaled-back photo of the San Diego skyline.

Additional projects included in game signage as well as bus wraps to promote games.





/ 01. Logo Design

// 02. Menu Design

/// 03. Website Design

02. 52 East Eatery

52 East Eatery is a local, family-owned restaurant in Southern California.

Chef Adam Gilly (Owner) is passionate about great food, great beer, and community. Chef Adam's arm tattoo of a crossed fork & knife was incorporated into the logo and restaurant to give it a personal touch

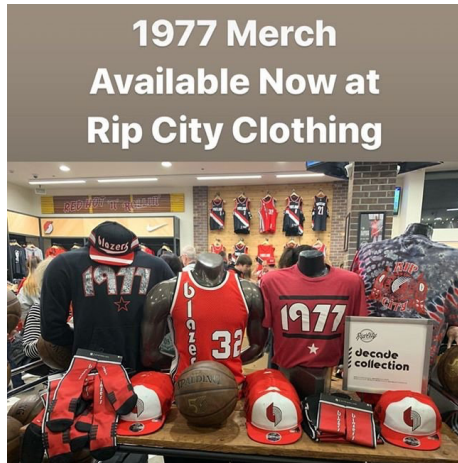
"As Santee natives, we wanted to open 52 East Eatery to give Santee a local, family-owned restaurant that it could be proud of. We're so passionate about great food and great beer and we're so excited that we get to share everything we have to offer with the community."

~ Chef Adam Gilly



FIFTY-TWO EAST	
SHARED PLATES	SALADS & SOUPS
ROASTED GARLIC HUMMUS... 6.5 flat bread, fresh and pickled veggies, extra virgin olive oil, feta cheese	WEDGE SALAD... 12.5 iceberg, blue cheese, bacon, pickled hot peppers, pickled red onion, cherry tomatoes, avocado, sunny side up-egg, choice of dressing
"GIMME YOUR TOTS" 7.5 tater tots hand rolled with sharp cheddar, parmesan, jack, served with our dried tomato ranch	BLACKENED AHI SALAD... 14.5 grilled blackened ahi, baby mixed greens, shaved radish, shredded carrots, bell peppers, crispy wonton, house vinaigrette
AHI POKE 10.5 ahi tuna, avocado, won-ton chips, house soy reduction	PECAN CHICKEN SALAD... 13.5 pear-crusted chicken, baby mixed greens, fennel, pear cranberries, blue cheese, candied pecans, tossed in sherry/vinegar vinaigrette
SMOKED WINGS 9.5 10 wings tossed in one of the following: 5/2 bbq sauce, honey sriracha, maple-mustard, or buffalo -served with ranch or blue cheese	MEDITERRANEAN CHOPPED CHICKEN 13.5 baby mixed greens, chickpeas, red onion, pepperoncini, kalamata olives, halibut tomatoes, feta cheese, tossed in red wine vinaigrette
BEER CHEESE FRIES 8.5 cheese sauce blend of sharp cheddar, monterey jack, bacon and beer, topped with house bacon, jalapeno	CAPRISE SALAD 13 heirloom tomato, fresh mozzarella, beef parmesan, balsamic reduction
5/2 BRUSSELS SPROUTS 7.5 smoked & fried sprouts, house bacon crumbles, balsamic glaze, tossed with maple bacon vinaigrette, shaved parmesan	CAESAR 8.5 romaine, sour dough croutons, parmesan cheese, tossed in caesar dressing
4 BUFFALO CHICKEN SLIDERS 9.5 12 bruschetta sliders, topped with coleman, spicy pulled buffalo chicken, ranch dressing, house pickles, blue cheese crumbles	HOUSE SALAD 7 baby mixed greens, cherry tomatoes, cucumbers, sourdough croutons, shredded cheese, choice of dressing
KOREAN PORK TACOS 10.5 12 kabo pork + citrus slaw, sriracha aioli, cilantro, pickled red chiles	UPGRADE ANY SALAD: 4 add shrimp 4 add chicken 3
LARGE PLATES	ADDITIONAL SOUP 7 ferment sausage, butternut squash, carrot, celery, onions, kale, curly pasta
WILD GAME SAUSAGE BOARD 17 trio of game sausages, assorted mustards, pickles, potato salad, Brussels slaw, potato bites	TORTILLA SOUP 7 roasted onion, poblano chili, topped with fresh tortilla strips, avocado, cotija cheese, dried onion
HOUSE MAC 13.5 cheddar, Swiss, monterey jack, parmesan, bread crumbs, caramelized onion	SIDES
add bacon... 2 chicken... 3 shrimp & lobster... 4	FRENCH FRIES 3.5
BEEF BOLOGNESE 14 grass fed ground short rib, heirloom marinara sauce, shaved parmesan, basil & parsley, peppercorn pasta	SWEET POTATO FRIES 3.5
CHICKEN POT PIE 13.5 house smoked chicken, carrots, peas, celery, onions, topped with puff pastry	HOUSE SALAD 4.5
BACON WRAPPED MEATLOAF 13.5 grass fed ground beef, house bacon, crushed, lingering potatoes, seasonal vegetables, beef gravy	CAESAR 4.5
BRASIED BEEF STEW 10 grass fed braised short rib, forest mushrooms, carrots, celery, onions, mushroom gravy, arugula salad, shaved parmesan	SEASONAL VEG. 4
MAPLE BRINED GRILLED PORK CHOP 17.5 creamy potatoes, quick braised greens, red eye gravy	SEASONAL FRUIT 5
DRINKS	
SOFT DRINKS 3 pepsi, diet pepsi, sarsa mist, ice tea, lemonade	
CRAFT SODA 4 black cherry, classic root beer, pineapple, orange, agave vanilla, coconut soda	
WWW.52EASTEATERY.COM	

BUNS & BYOB	
served on brioche and comes with choice of side: house seasoned fries • sweet potato fries • house salad • caesar salad • fresh fruit • seasonal veg	
COWELTON'S BURGER 12 beef, grilled red onion, american cheese, shredded lettuce, tomato, house pickles, 5/2 sauce	CLUCK IT! 13 buttermilk fried chicken, house pickles, coleslaw
THE 5/2 BURGER 13 beef, bacon, beer braised onions, cheddar cheese, crushed avocado, roasted tomato, arugula, 5/2 sauce	BLACKENED CHICKEN SANDWICH 12.5 blackened chicken, peppered jack cheese, roasted peppers & onions, green leaf lettuce, sriracha mayo
4 THE ARSONIST 12.5 beef, Italian-style jack cheese, roasted jalapenos, red onion, shredded lettuce, 5/2 sauce, serrano jam	SMOKED TURKEY CLUB 12.5 house smoked turkey, house bacon, american cheese, green leaf lettuce, tomato, toasted garlic mayo, sourdough bread
A.M. ALL DAY 14 beef, bacon, over easy egg, american cheese, fresh brown petty, maple hollandaise	BILT 14 house bacon, arugula, heirloom tomato, fresh mozzarella cheese, olive oil
THE TRUFFLE SHUTTLE 14 beef, bacon, roasted mushrooms, red onion, Swiss cheese, arugula, truffle oil	PAUL REUBENS 14.5 warm corned beef, Swiss cheese, Brussels sprout slaw, mustard aioli on rye bread
STUFFED PORTOBELLO 13.5 cheese stuffed fried portobello, roasted red pepper, shaved red onion, arugula, 5/2 sauce	THE RICKY RICARDO 13.5 house ham, mayo roasted pork, Swiss cheese, pickles, yellow mustard, toasted roll
HATCH THE TURKEY BURGER 13 ground turkey patty, monterey jack cheese, avocado, shredded lettuce, red onion, hatch green chiles	BBQ PORK SANDWICH 11.5 pulled pork, crispy fried onions, coleslaw, house pickles, bbq sauce
green fed beef is ground fresh daily with a blend of short-rib, brisket and shoulder clad - pasture raised - see poultry versus Hatch Farm Fresh Eggs	
BUILD YOUR OWN BUN (BYOB) 11.5	
STEP 1 PICK YOUR PLEASURE	choose your petty: HOUSE GROUND BEEF • TURKEY • CHIPOTLE BLACK BEAN
STEP 2 DON'T FORGET YOUR GREENS!	comes with your choice of greens: COLESLAW • ARUGULA • GREEN LEAF BABY MIXED GREENS • SHREDDED ICEBERG
STEP 3 GET LOADED!	CHEESE sharp cheddar american provolone swiss monterey jack hawaiian jack blue cheese
FIRST 3 ON US!	SPREAD 5/2 sauce bbq sauce sriracha honey sriracha buffalo sauce truffle aioli garlic aioli maple hollandaise
ADD SO FOR ADDITIONAL PALATE PLEASERS!	VEGGIES tomato house pickles beer braised onion raw or grilled red onion roasted mushrooms marinated red peppers hatch green chiles jalapenos
STEP 4 EXTRA GOODNESS ADD \$1 EACH	premium upgrades: BEER CHEESE • FRIED EGG HOUSE BACON • AVOCADO
5/2 DESSERTS	
ONION CHEESECAKE TONER 8 graham cracker crust, Oreo cheesecake filling, chocolate shavings, topped with gingers	DONUTS 'N' DIPS 8 12 donuts, 3 dips of the day
SPICED PUMPKIN BREAD PUDDING 8 pumpkin bread, vanilla cream, orange, bourbon, whipped cream, seasonal garnish	CARAMEL APPLE 8 soft apple, spiced cinnamon & white chocolate, graham cracker and cinnamon
WWW.52EASTEATERY.COM	



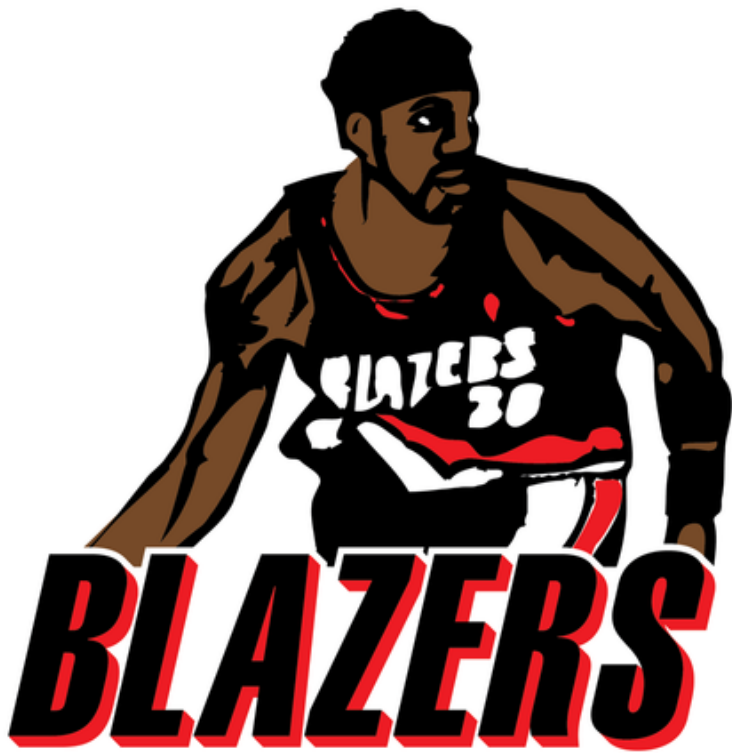
/ 01. Logo Design

// 02. T-shirt Design

03. Portland Trailblazers

A series of merchandise and t-shirts to be sold in the Portland Trailblazers team store. This included creative ideas that didn't look dated and also featured an illustration of current team scoring leader Rasheed Wallace at that time.

A "1977" mark was created to celebrate the team's 25th Anniversary in 2022. It was important to me to capture the authenticity of the original Trailblazer's lettering while working with Clark Chen to ensure that the mark would be viable for embroidery. We also took into consideration that this concept must also fit future plans to expand this collection to founding years for other NBA teams as well.



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As seen in:

InStyle

NYLON

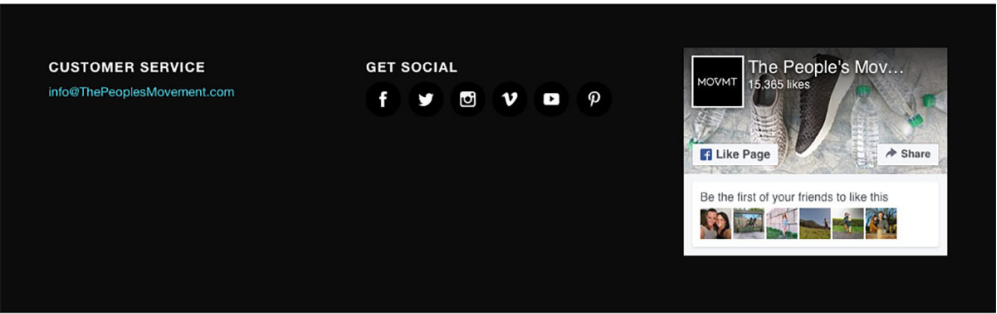
EXTRA

MensHealth

GLAMOUR

PeopleStyleWatch

Join the MOVMT and share this!



/ 01. Website Design

// 02. Advertising Materials

/// 03. Footwear Cads

04. The Peoples MOVMT

Join the MOVMT!

At The People's Movement we fight hard against the "single-use" plastic epidemic. As a company that practices what it preaches It's not uncommon to find the founders of the company refusing plastic straws and lids.

With MOVMT I as able to work on all graphic needs including shoe color-ups, catalog design, social media, e-blasts, and website creation and maintenance.

MOVMT
THE PEOPLE'S MOVEMENT

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Our Story

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Our Story

The People's Movement was born from the desire to create shoes and accessories for friends that reflected our passion for clean design... and a clean environment.

We are driven to be the positive change we want to see in the world.



Our Mission

The People's Movement creates eco-hip footwear and accessories that stand for reduction of single-use plastic. We pair eco-conscious materials with up-cycled plastic bags cleaned from Bali creating products that help protect our planet. We also support organizations like 5 Gyres who have systematically reduced plastics through oceanic research, collaboration and action. [Join the cause. Start a MOVMT.](#)

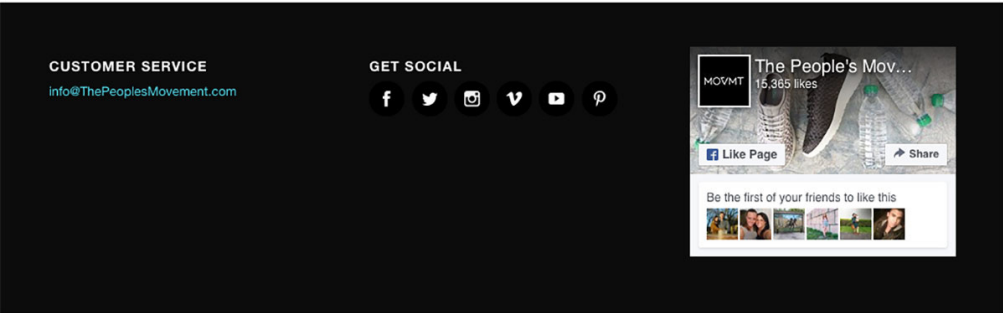
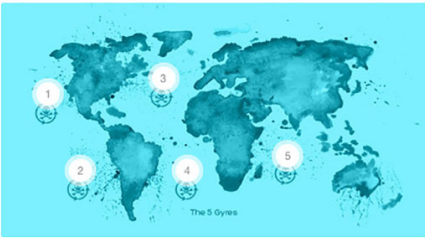


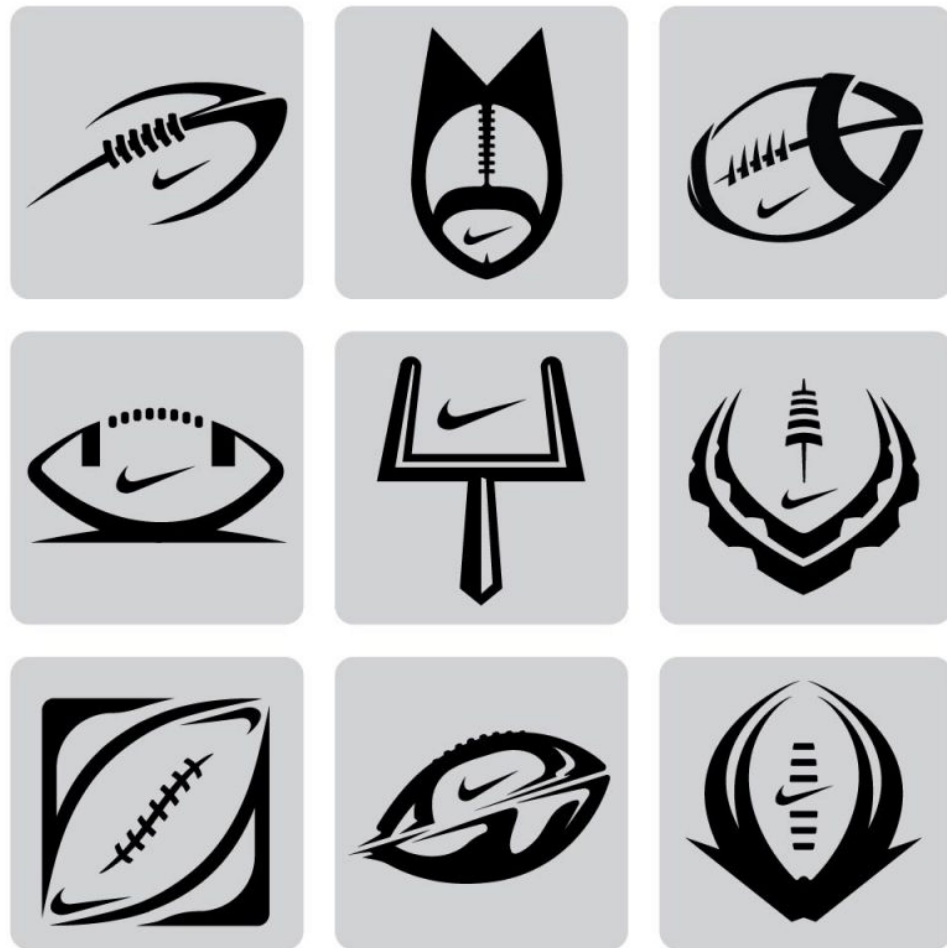
Join the MOVMT and share this!



What is a Gyre?

The map below shows the location of the 5 major gyres. Each dot represents 44lbs of toxic plastic in a swirling garbage heap that pollutes our planet, poisons our food (fish), and destroys ocean life. [5gyres.org](#) reports that a recent study estimates a total mass of floating plastic debris of about 268,000 tons. *Based on measurements from 2 expeditions.*





/ 01. Logo Design

// 02. Illustration

05. Nike Football

I had the opportunity to work with the crew over at Lincoln Design Co. (Portland, OR) on icons for Nike Football. The job was to create concepts that could eventually succeed the current Nike Football logo seen on consumer apparel as well as for college team apparel.

Working with a large team of designers submitting Ideas, I decided to vary the look of each concept.

The final mark was closest to the far right logo in the middle row of the proposed set of logos.



Schedule Poster



Pocket Schedule



Fan Reward Card



Sticker and Coaster Concepts



Legion Lager Ad



/ 01. Social Media Design

// 02. Signage

/// 03. Website Takeovers

06. SD Legion Rugby

I spent the 2021 Season working with the San Diego Legion Rugby team.

While they had a general style guide, they allowed me to come up with my own look. I decide to go with a black background with imagery of the team faded back. This allowed me to focus on the scale and contrast of the players, logos, and text.

The style guide included Red, Black, and White, The SD Legion Logo, and multiple variations of Futura as a required font.



- / 01. Logo Design
- // 02. Jersey Design
- /// 03. Graphic T-shirt Design

07. Adidas Basketball

I've worked with Clark, who I met at Adidas USA for over 20 years.

Over that time we have tackled many projects for Adidas Basketball.

You can see a few samples from basketball uniforms to t-shirts and merch.

Some of these came from a tight concept such as the Let's dance t-shirt, and others had an open brief and only a name such as the Phenom logo series.

I am always happy to put my artistic spin on any project that comes about.



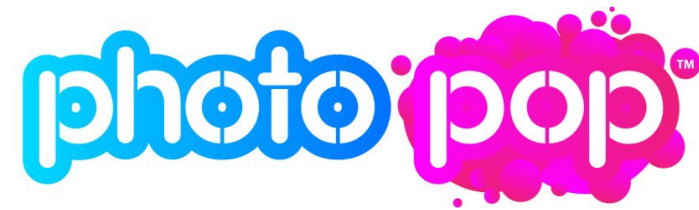
/ 01. Illustration

// 02. Layout

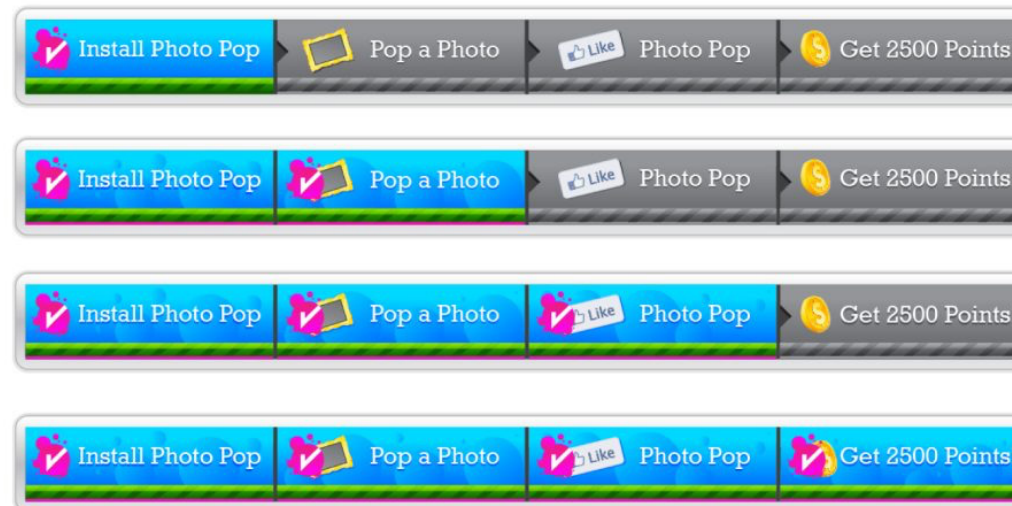
08. AMC Theatres

For this illustration and layout project, I worked with a San Diego area agency whose client was AMC theatres. The project's goal was to gain attention and shares as an infographic promoting the Anchorman 2 movie.

The copy was provided by the agency, while the illustration and design was my part. I decided to choose Cooper Black as the font because of its timely 80's feel and how its round serifs are a nice contrast to the sans serif Anchorman 2 font.



Gamified User Experience bar design to help users flow to more points and eventual purchase.



/ 01. Branding

// 02. Illustration

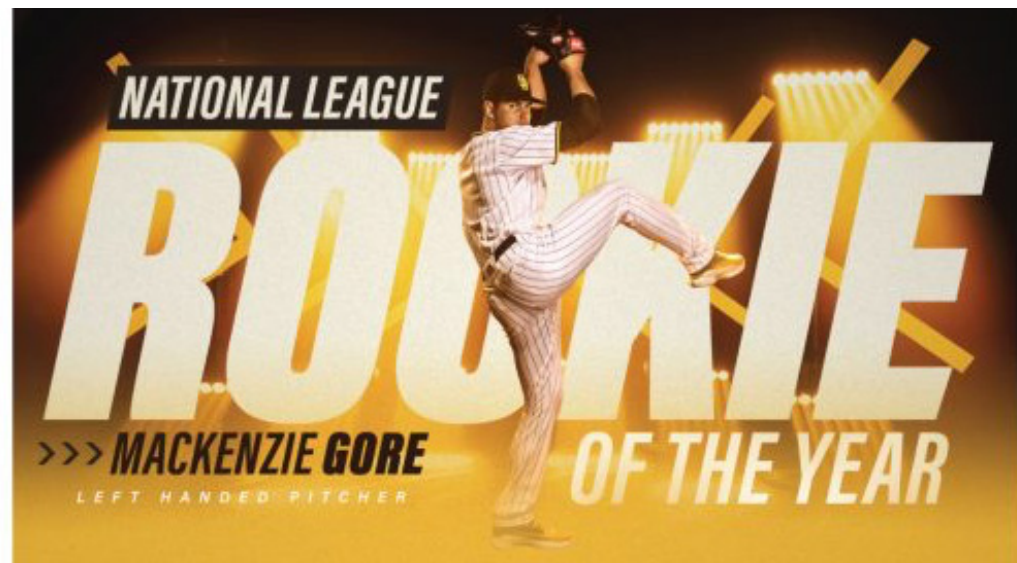
/// 03. UI/UX

09. Photopop

Photo pop was a Facebook game in 2011, which allowed users to upload their photos from the app and style them by putting cool hats, sunglasses, facial hair, and more which we later dubbed adding POP to your photos.

I was tasked with the naming of the app, the logo design, and eventually the UI/UX of the interface. The principles of design that I used in this logo were asymmetry, the contrast of type, and texture with the pink bubbles.

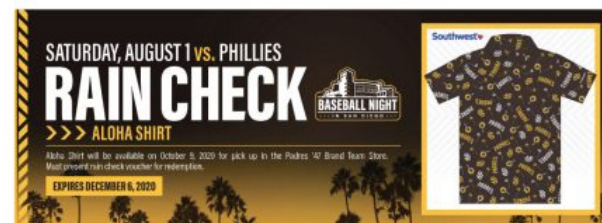




Year Book Cover



Vouchers



/ 01. Advertising

// 02. Signage

/// 03. Web Imagery

10. San Diego Padres

In preparation for the 2019 season I had the chance to work with the San Diego Padres.

Our goal was to fully explore the provided Brown and Gold look. This included working with new textures, player images, and logos. In addition, I focused on contrast, and hierarchy of text to make readable and attractive graphics.

As an in house designer I was tasked with working along side a team of designers and videographers and being ready for any job that was thrown at me. This including web graphics, signage, in house collateral, photo retouching, advertising, and more.

Military Appreciation Banner



Video Production Room Wall Wrap

