

Matt Davis — Art Direction/Design  
Selected Work

# Triller Fight Club

## PROJECT

Triller Fight Club Branding & Design

## ROLE

Art Direction, Design

## AGENCY

Visionary

Triller Fight Club was a first of its kind live PPV boxing and music event hosted by Snoop Dogg. I was tasked with branding the franchise, art directing and designing all collateral, and art directing the environmental design for the stage and ring structure.

LOGOTYPE

TRILLER  
**FIGHT  
CLUB**

30° DESIGN GRID



TRILLER / FIGHT CLUB / VERZUZ COLLAB LOGO



TYPOGRAPHY

DRUK WIDE HEAVY CUSTOM 30° SLANT

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

DRUK WIDE HEAVY

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**



TRILLER  
**FIGHT CLUB**

APRIL 17TH

**PAUL vs ASKREN**

PROGRAIS vs REDKACH  
CUNNINGHAM vs MIR  
FOURNIER vs REYKON

MERCEDES-BENZ STADIUM / ATLANTA, GA

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17TH

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

JAKE PAUL vs BEN ASKREN

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

JAKE PAUL

APRIL 17

6PMPT/9PMET  
5PMPT/8PMET  
FREE VIEW

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

MERCEDES-BENZ STADIUM  
ATLANTA, GA

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17TH

**JUSTIN BIEBER**

MERCEDES-BENZ STADIUM  
ATLANTA, GA

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17

**STEVE CUNNINGHAM**

MERCEDES-BENZ STADIUM  
ATLANTA, GA

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17

6PMPT/9PMET  
5PMPT/8PMET  
FREE VIEW

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

MERCEDES-BENZ STADIUM  
ATLANTA, GA

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17

6PMPT/9PMET  
5PMPT/8PMET  
FREE VIEW

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

MERCEDES-BENZ STADIUM  
ATLANTA, GA

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

REYKON

APRIL 17

8PMPT/9PMET  
5PMPT/8PMET  
FREE VIEW

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

MERCEDES-BENZ STADIUM  
ATLANTA, GA

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17TH

**DOJA CAT**

MERCEDES-BENZ STADIUM  
ATLANTA, GA

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

APRIL 17TH

**DOJA CAT**

MERCEDES-BENZ STADIUM  
ATLANTA, GA

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

#TRILLERFIGHTCLUB



TRILLER  
**FIGHT CLUB**

REGIS vs IVAN

**PROGRAIS vs REDKACH**

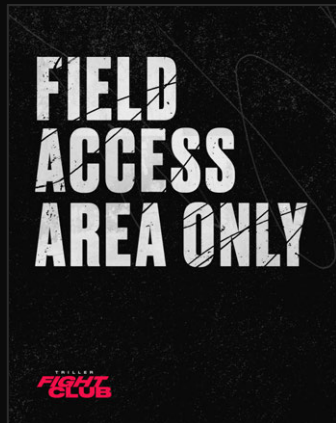
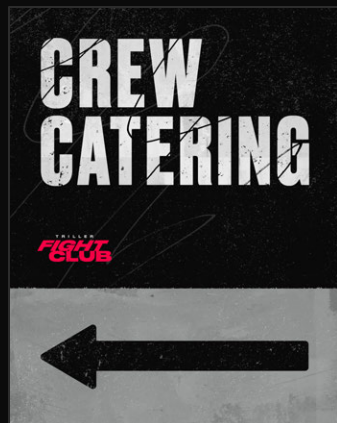
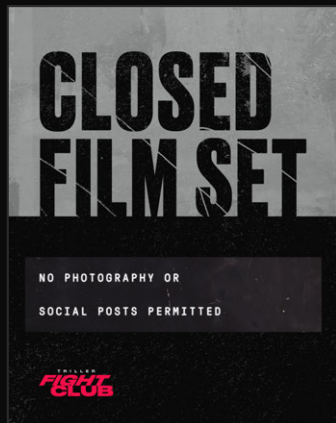
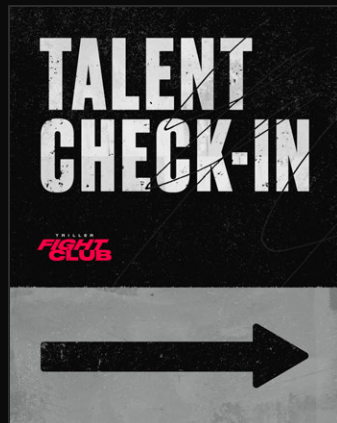
APRIL 17

6PMPT/9PMET  
5PMPT/8PMET  
FREE VIEW

LIVE ON PAY-PER-VIEW  
TRILLERFIGHTCLUB.COM

MERCEDES-BENZ STADIUM  
ATLANTA, GA

#TRILLERFIGHTCLUB











Triller Fight Club — Wild Posting Wall

APRIL 17TH

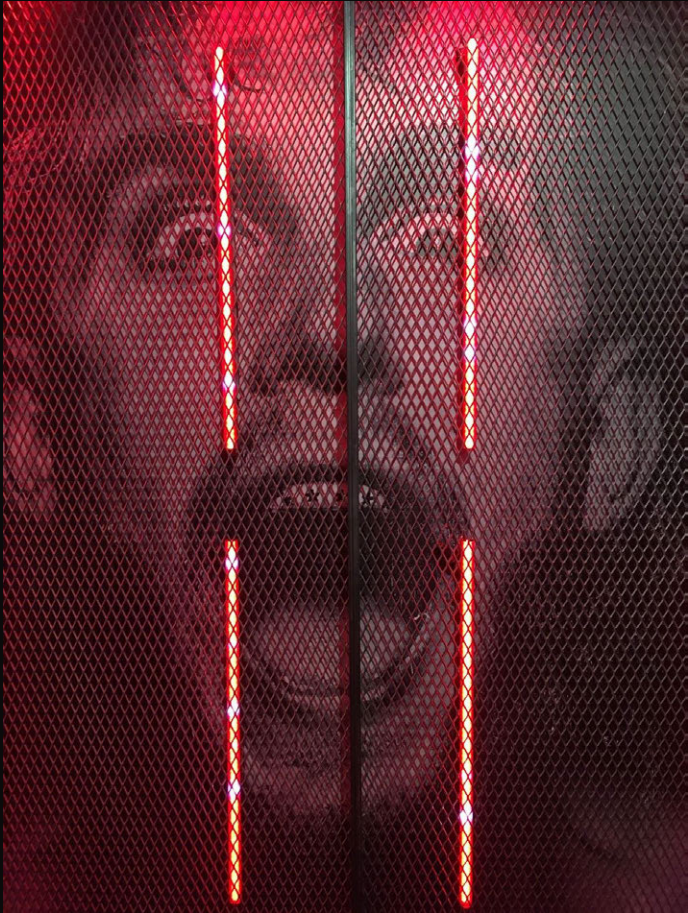
Triller





I'll hop on clubhouse right after i KO ben. swipe upppp  
Swipe up to view website





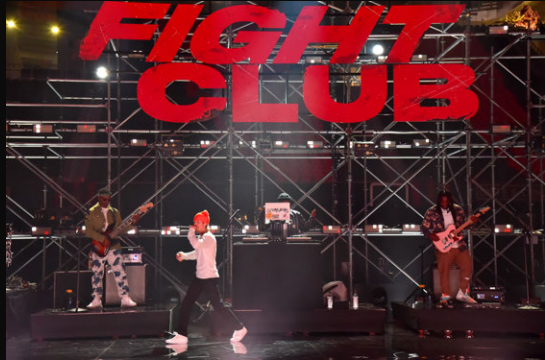


Entry Moment (left)  
Boxing Ring (top)



3D Render (above)  
Live Performance (right)





Justin Bieber  
Performance

# Visionary Rebrand

PROJECT  
Visionary Rebrand

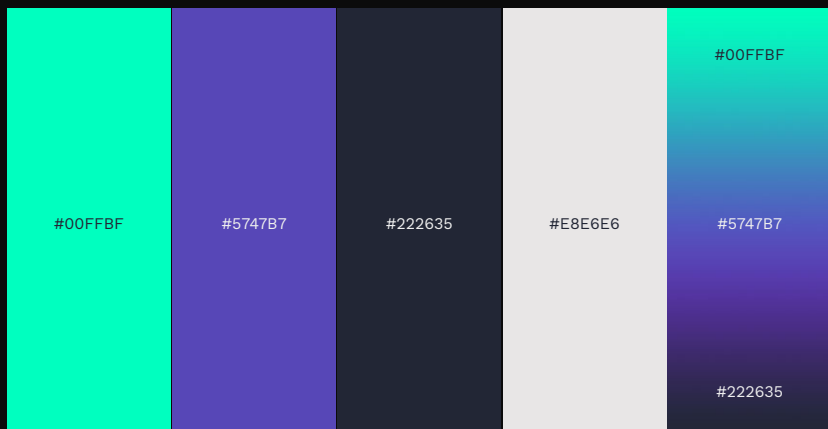
ROLE  
Art Direction, Design

AGENCY  
Visionary

Visionary is an LA-based experiential design agency with a client roster including Google, Facebook, CBS, and more. I was tasked with rebranding their corporate identity from the ground up—embracing an energetic, malleable aesthetic.



# VISIONARY



PRIMARY

VISIONARY

SECONDARY




**HEADLINE**  
BEBAS NEUE PRO BOLD  
ITALICIZED  
TRACKING: 80

*ABCDEFGHIJKLMN*  
*OPQRSTUVWXYZ*

**BODY COPY**  
BEBAS NEUE PRO BOOK  
TRACKING: 80

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz




## WE MEASURE MOMENTS IN HARTBEATS

**Humans first.**

For us, it's all about people and what moves them. The experiences we craft redefine the very meaning of connection. Amplified by technology and rooted in real human desire, we move brands beyond physical limitations and create the future of feeling, today.

## PROCESS CYCLE

Our process can best be described as a cycle, operating most efficiently over the course of multiple projects with a trusted partner. We believe excellence is a result of trust and confidence - both of which take time to develop.



**STRATEGY  
ACCOUNTS  
CREATIVE  
FABRICATION  
DIGITAL  
PRODUCTION**

STRATEGIZE  
DISCOVER  
CONCEPTUALIZE  
PLAN  
BUILD  
REPEAT  
OPTIMIZE  
EVALUATE

## THE BEST WAY TO PREDICT THE FUTURE IS TO BUILD IT.



**Imagine new.**

Imagination is a powerful thing. It lets us dream, aspire and live in full technicolor. If humankind is driven by a desire for invention and creation, we're doing our part to contribute with creations that are entertaining, inspiring and—above all—always new.



The world is constantly changing, but for us that's nothing new. Whether the need is digital, physical, social or whatever's up next, we stay on our toes, adding to our offerings and challenging ourselves to go beyond what anyone thought possible.

**DISTANCED · DIGITAL · SOCIAL · ETC**

## NEW! NEVER NORMAL

VISIONARY

THE FUTURE IS BRIGHT.  
WE'VE SEEN IT.

A DARING CREATIVE COLLECTIVE, BORN FROM CURIOSITY, WE EXIST TO CRAFT EXHILARATING MOMENTS FOR A MORE CONNECTED TOMORROW.

REVOLVE FESTIVAL

MOMENTS MEASURED IN HEARTBEATS

AMPLIFIED BY TECHNOLOGY AND ROOTED IN REAL HUMAN DESIRE, WE MOVE BRANDS BEYOND PHYSICAL LIMITATION AND CREATE THE FUTURE OF FEELING, TODAY.

dolby

Google REVOLVE @Dolby

NETFLIX amazon

WORK SERVICES CONTACT

VISIONARY

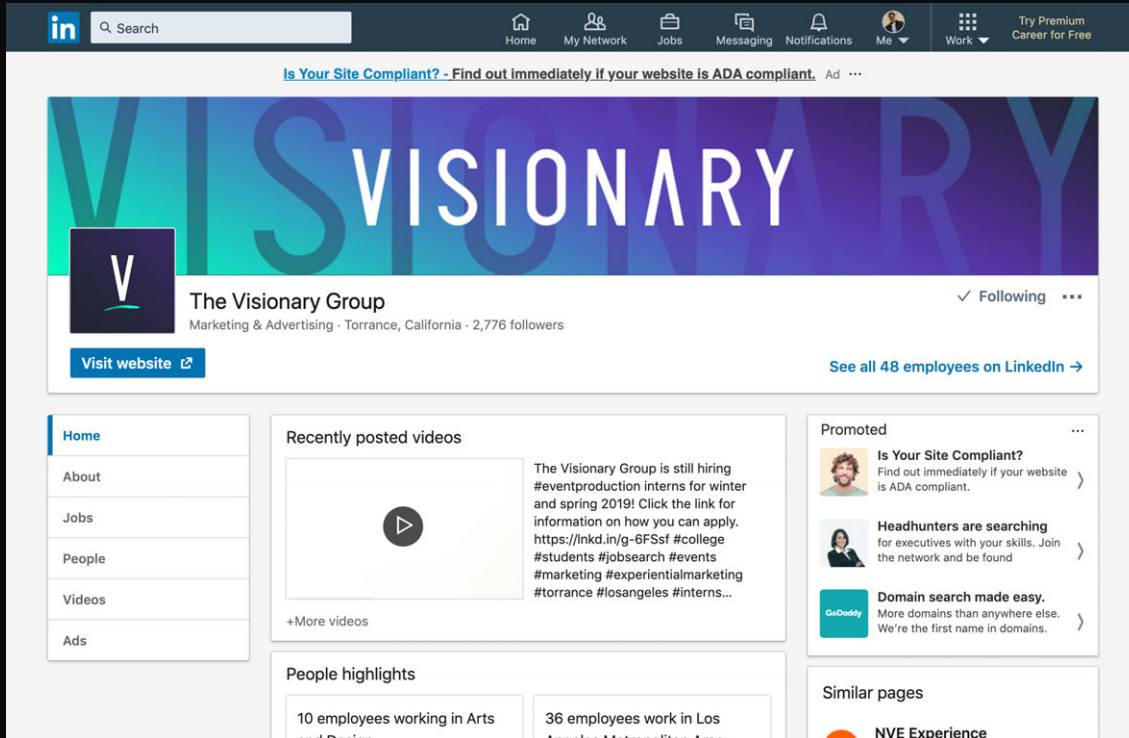
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REVOLVE FESTIVAL



The screenshot shows the LinkedIn profile for 'The Visionary Group'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and a 'Try Premium Career for Free' button. Below this is a search bar and a banner for 'Is Your Site Compliant? - Find out immediately if your website is ADA compliant.' The main header features the word 'VISIONARY' in large, white, sans-serif font against a blue and purple gradient background. To the left is a profile picture with a white 'V' on a dark blue background. Below the profile picture, the text reads 'The Visionary Group', 'Marketing & Advertising · Torrance, California · 2,776 followers', and a 'Visit website' button. To the right of the profile information is a 'Following' status and a link to 'See all 48 employees on LinkedIn'. A left-hand navigation menu includes 'Home', 'About', 'Jobs', 'People', 'Videos', and 'Ads'. The main content area is divided into three sections: 'Recently posted videos' with a video player and a text description about hiring interns; 'Promoted' with three advertisements for 'Is Your Site Compliant?', 'Headhunters are searching', and 'Domain search made easy.'; and 'Similar pages' with a link to 'NVE Experience'.



The screenshot shows an Instagram grid for the account 'VISIONARY'. The grid consists of 12 posts arranged in a 4x3 grid. The posts feature various visual elements: a grid with the text 'THE FUTURE IS BRIGHT.', a person's face with the text 'WE'VE SEEN IT', the word 'VISIONARY' in a stylized font, abstract light patterns, a person standing in a futuristic hallway, a hand reaching out, and a globe. The bottom navigation bar includes icons for Home, Search, Post, Heart, and Profile.

# Kosas Holiday 2020

## PROJECT

Kosas Holiday 2020 Social Campaign

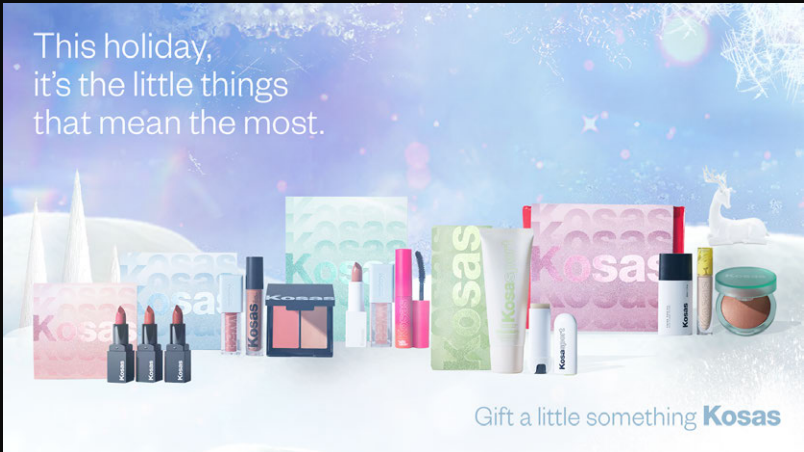
## ROLE

Creative Direction, Art Direction

## AGENCY

Visionary

Magnifying 'the little things' holiday campaign for Kosas cosmetics, I art directed a social campaign manifested through the lens of a snowflake. A winter wonderland mini landscape set the stage for the photoshoot.



Just a little...  
lip love for  
every mood

**Kosas**

Just a little...  
lineup to get  
cute quick

**Kosas**

Just a little...  
lip and lash to feel  
like yourself again

**Kosas**

Just a little...  
swipe of dewy,  
glowy skin

**Kosas**

Just a little...  
boost to keep  
you fresh all day

**Kosas**

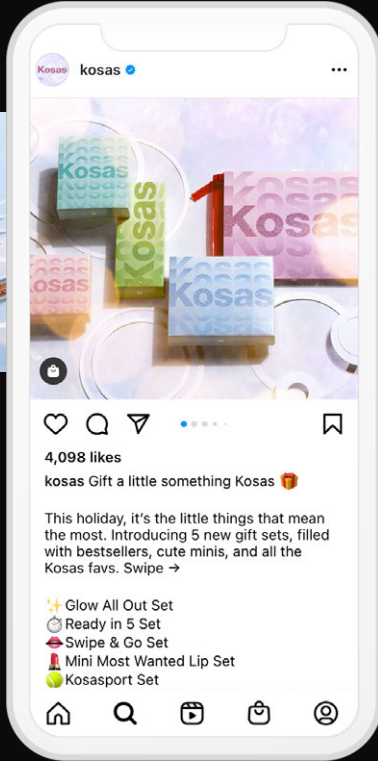




Glow All Out Set



Ready in 5 Set



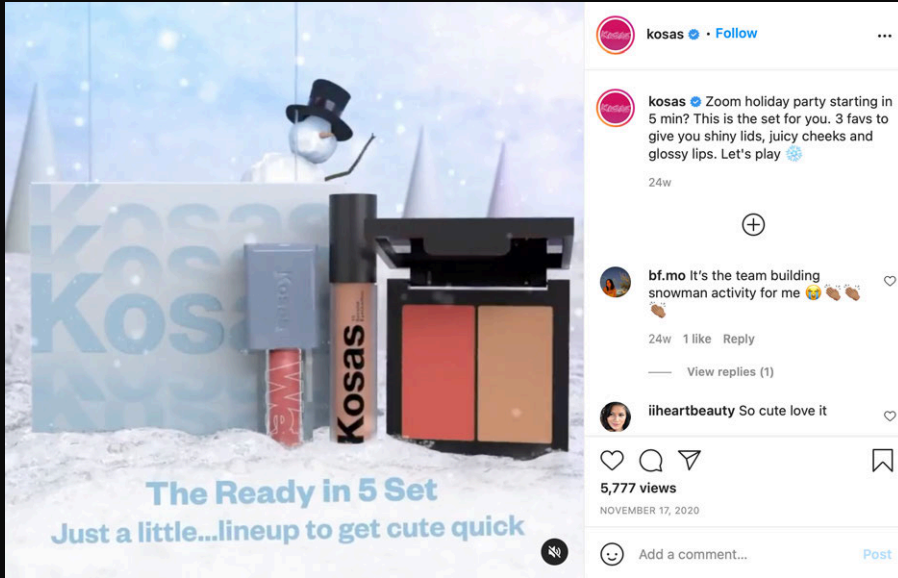
Swipe and Go Set



Mini Most Wanted Set



Kosaport Set



**kosas** • Follow

**kosas** Zoom holiday party starting in 5 min? This is the set for you. 3 favs to give you shiny lids, juicy cheeks and glossy lips. Let's play ❄️

24w

**bf.mo** It's the team building snowman activity for me 🥰🥰🥰

24w 1 like Reply

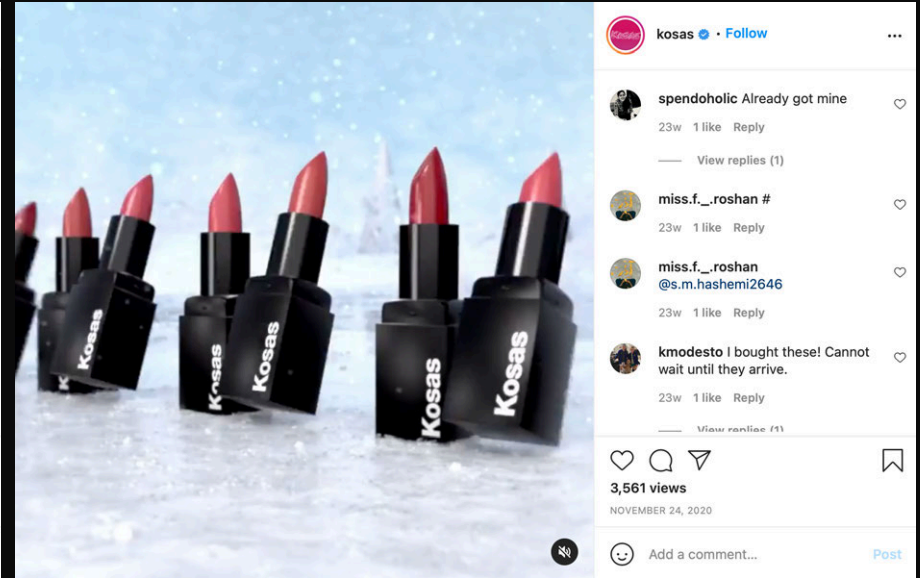
**iiheartbeauty** So cute love it

**The Ready in 5 Set**  
Just a little...lineup to get cute quick

5,777 views  
NOVEMBER 17, 2020

Add a comment... Post

Video Link



**kosas** • Follow

**spendoholic** Already got mine

23w 1 like Reply

**miss.f.\_roshan #**

23w 1 like Reply

**miss.f.\_roshan @s.m.hashemi2646**

23w 1 like Reply

**kmodesto** I bought these! Cannot wait until they arrive.

23w 1 like Reply

**3,561 views**  
NOVEMBER 24, 2020

Add a comment... Post

Video Link

Holiday Giveaway Series

Kosas



Shop All New Bestsellers Gifts Face Lip Eye Cheek Deodorant CBD Lipfuel Find Your Shades

# NEW HOLIDAY SETS

Clean, comfy favs. Now available for your gifting pleasure.

SHOP NOW



## Makeup for Skincare Freaks



### 3 Fav Lipsticks, Now In Snack-Size

This set gives you mini moisturizing lipsticks in easy, wearable shades that last all day. Super clean, super comfy, super giftable.

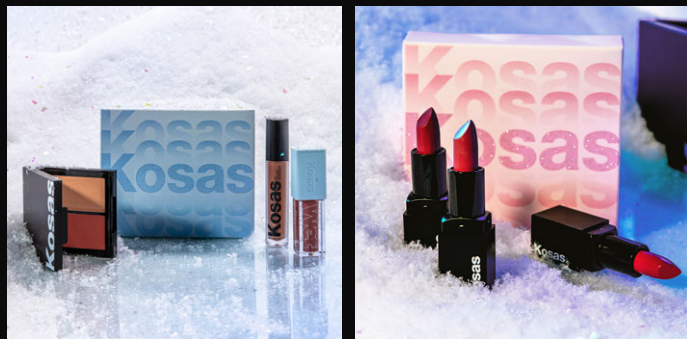
### Kosas Clean

Formulated without: parabens, sulfates, phthalates and dimethicone.



Check out our [Kosas Clean](#) page for the full list.









Free Shipping & Returns on US Orders

🔍 **Kosas** 👤

Shop All New Bestsellers Gifts 🎁 Face Lip Eye Cheek Deodorant CBD Lipfuel 🌿 Find Your Shades



### The Swipe & Go Set

Everyday holy grails

- 1 + **Add to Bag \$38 (\$68 Value)**

Free Shipping and Returns on US Orders Only

The name says it all. A wear-everyday set packed with clean, nourishing ingredients to improve the condition of lips and lashes over time.

**Weightless Lipstick in Vegas**  
A game-changing lipstick made with active botanical oils and butters to hydrate and nourish.

**Wet Lip Oil Gloss in Jellyfish**  
100% treatment, 100% lip gloss. A juicy clear shade packed with peptides that plump and hydrate.

**Mini The Big Clean Mascara**  
A clean mascara powered by hair care ingredients for stronger, healthier lashes.

# Union & Vine

## PROJECT

Union & Vine Branding

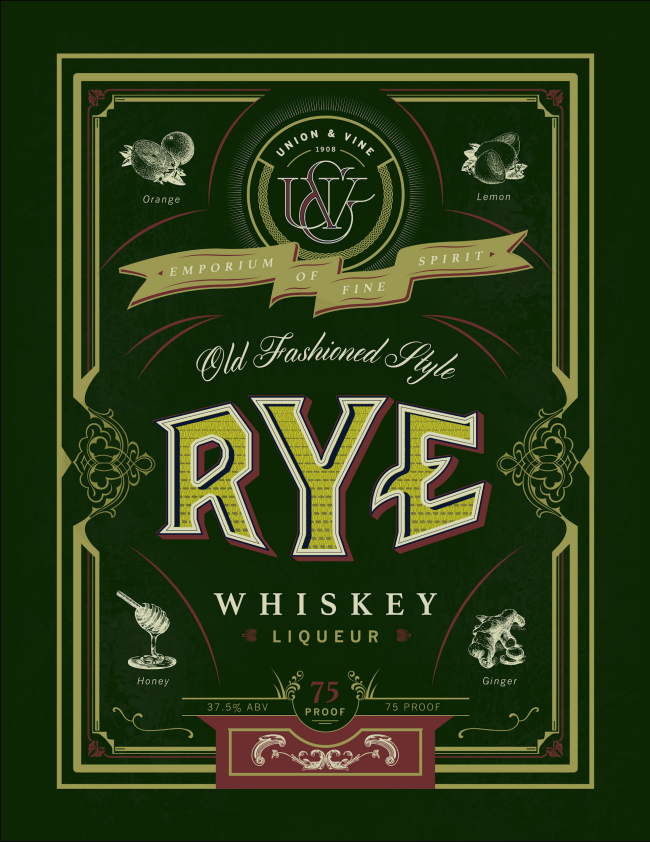
## ROLE

Art Direction, Design

I developed a proposed branding identity, monogram, and packaging design for an upscale rye whiskey company.









# The Dead Weather 7”

## PROJECT

The Dead Weather Album Design

## ROLE

Art Direction, Design

I designed and illustrated the cover art for a proposed album cover for Jack White's band The Dead Weather for Third Man Records.



Thank You

Matt Davis  
Art Direction / Design

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