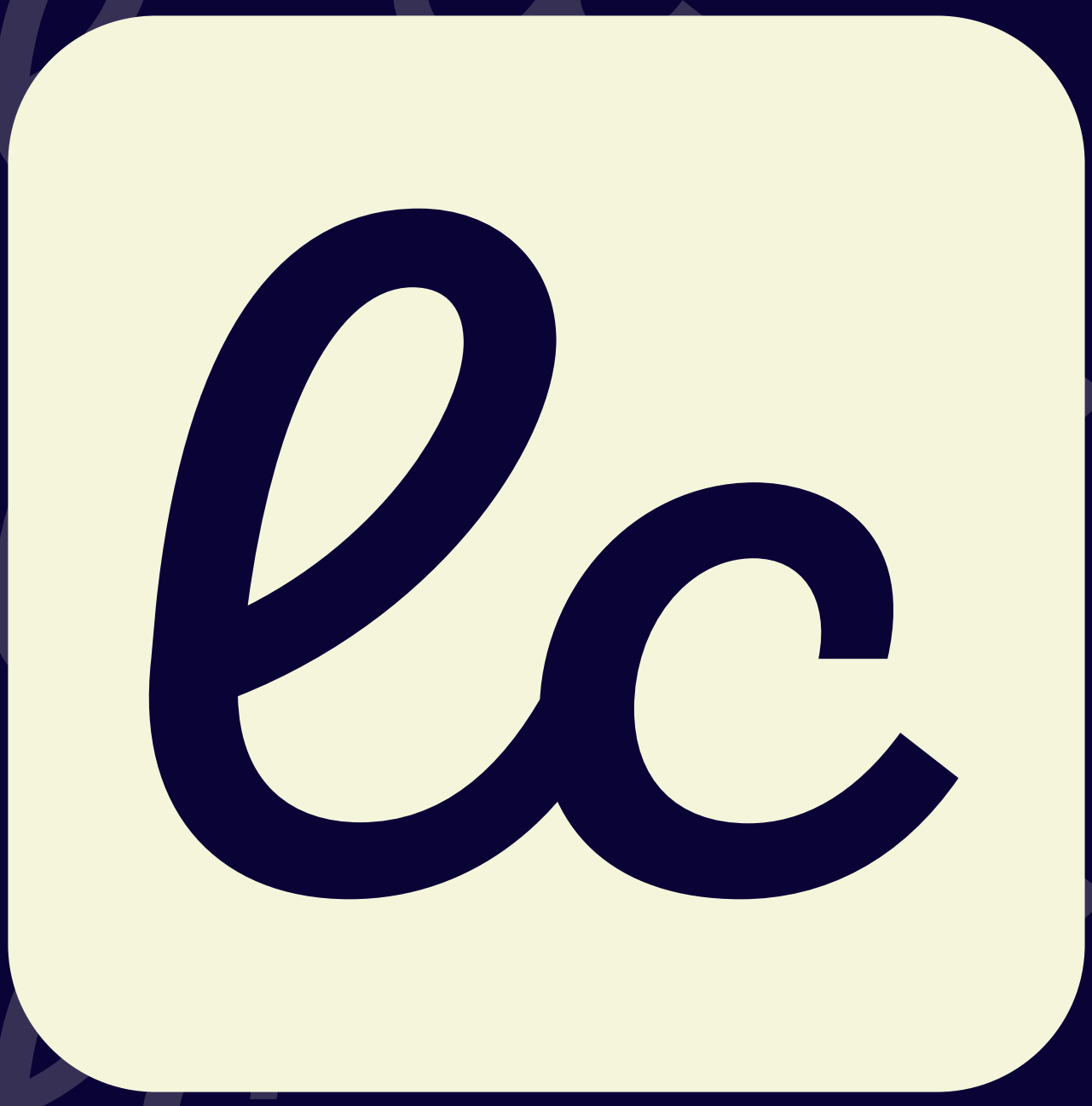




Hi, I'm Luis

I'm a production-focused graphic designer with years of experience taking products from initial concept all the way to the sales floor. My work spans packaging, print, digital, in-store displays, trade show builds, product research and development. I've led production teams, managed high-volume accounts, and stayed involved at every stage of the process from design team through delivery. The work in this portfolio reflects some of that range.

Note: all of my recent work shown was created for brands in the intimate wellness industry. The examples may include product imagery, models, or product names that reference adult and intimate wellness products.



Ouch!



Luxury Bondage Collection
Production • Marketing • Merchandising



Marketing & Production

Ouch! International is a luxury bondage product line consisting of over 70 SKUs. I assisted with production and utilized brand assets to develop layouts for marketing materials, distributor catalogs, retail graphics, and promotional banners. This work required maintaining brand consistency across a wide range of print and digital applications.



Merchandising

In addition to production support, I assisted with merchandising layouts for retail displays and trade shows. Using SKU lists and display specifications, I helped organize product placement and visual layouts for display walls, some spanning up to 60 feet wide across retail environments and major industry trade shows. The examples shown here represent merchandising layouts developed for Ouch! International after receiving display dimensions and SKU assortments.

Ouch! 

BONDAGE REBRAND





Ouch! Bondage Refresh

Partnered on concept and led production for a full rebrand of an existing blindfolds, ropes, and tape collection. The challenge was bridging the old and new, retiring dated packaging in favor of a leaner, more dynamic design that reduced material costs while giving the line a stronger, more expressive retail presence. The result moved away from flat shelf packaging toward a product-forward approach that felt fresh without losing brand familiarity and customer loyalty.





out with the old

In With The New



XKIN
pinup girls

XKIN®

Mens Intimate Product Line
Packaging • AI/AR • Production

Sun Kissed Beach Babe



Production and Research

Xkins is a male-oriented intimate wellness product line. For this project, I handled production and layout for packaging and marketing materials, and have also contributed to merchandising layouts and catalog advertisements for the line.

A key challenge was developing an affordable augmented reality experience that could be accessed directly from the packaging. As part of this process, I researched emerging AI and AR technologies to help identify tools that could support the concept. By combining AI-assisted model generation with augmented reality platforms, we were able to create an interactive experience that could be activated directly from the packaging, helping position the brand among the first in our industry to explore this type of technology.

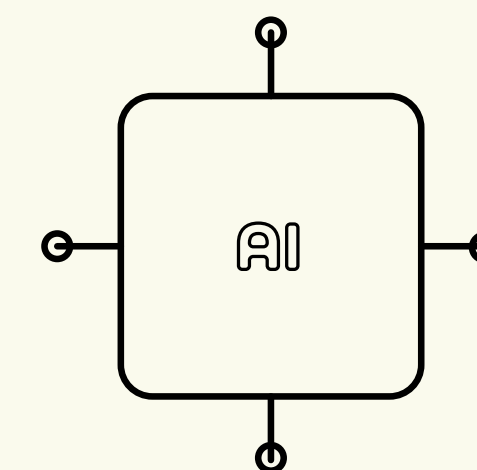
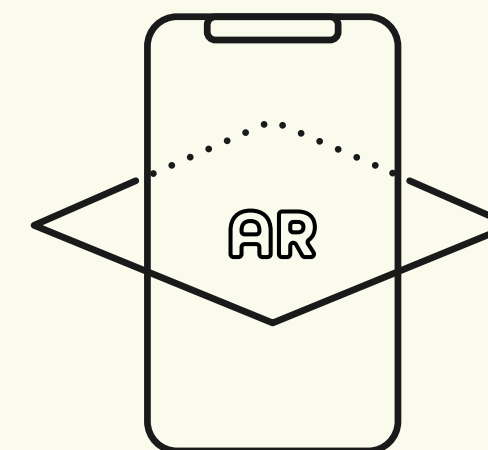
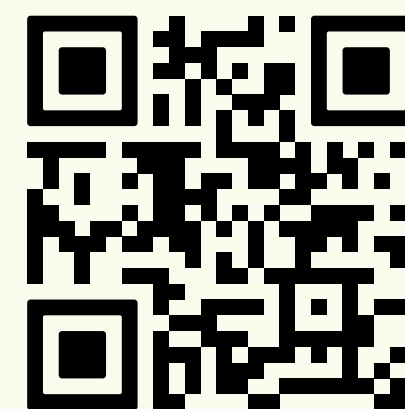


AI & AR Technologies

Augmented Reality Demonstration

Scan the QR code and hover your device over the package image when prompted to activate the augmented reality experience. It may take a second hover as it is intended for a physical box but usually works digitally.

Content Note: This product line is part of the intimate wellness industry. While the demonstration contains no explicit nudity, some viewers may consider the subject matter adult in nature.





WATCH US COME TO LIFE



WATCH US COME TO LIFE



WATCH US COME TO LIFE



In Store Interactive Posters

content warning- Interactive content will display NSFW content

A composite image of four women with different hair colors and styles (blonde, dark, light blonde, and curly brown) wearing white lace underwear. The image is dimmed to serve as a background for the text.

nk

BODYFORMS®



Concept and Production

I Led all production on this elevated follow-up to the original Xkins line, moving the brand further from novelty toward a more premium, story-driven identity. Built on the foundation of the original, the line introduced audio integration, expanded feature tiers at competitive price points, and original character backstories designed to support long-term marketing and drive customer retention. Packaging was informed by competitor research to ensure the line stood out distinctly on shelf.

XKIN
BODYFORMS

Hi, I am Rina, a sexy lingerie model with an air of cool Baltic elegance. I am happy to bring you this impossibly light body cast of my mid-section for your enjoyment — 5.4 lbs of silk-soft presence and sculpted grace. My curves are delicate yet captivating, flowing with an effortless confidence that makes every movement we'll enjoy together feel intentional. Let's explore how far we can go.

Yours, Rina Brooks



Scan For AI Experience

content warning- Interactive content will display NSFW content

Thank You!

Thank you for taking the time to review this brief snapshot of my work and contributions. I appreciate your consideration and look forward to the opportunity to connect.