

I wear many hats at my job: Photographer, Videographer, Graphic Designer, and sometimes Copy Editor. The launch of the OM-3 for OM SYSTEM was one of the most significant projects since our transition from Olympus in 2021. I played a central role, creating all the merchandise for trade shows, creating studio photography for guides, POP materials, and online ads, as well as producing a video tutorial on migrating settings from the PEN-F to the new OM-3. The work I'm submitting represents just a portion of my contributions, but it highlights the breadth and depth of creative output for this launch. I hand-sketched technical drawings—an homage to the PEN-F sketches from the 2016 Olympus PEN-F launch—crafted pins, photographed assets, and captured lifestyle images in Philadelphia. Even our heritage poster drew inspiration from a 1970s advertisement. Every piece submitted was produced either in my studio or on location.

Thank you for your time and consideration.

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