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GRAPHIC DESIGN



LIGEL LAMBERT

03



Photography



07



Logo Design



TAL WATCHES
EST. 2020

09



Branding



13



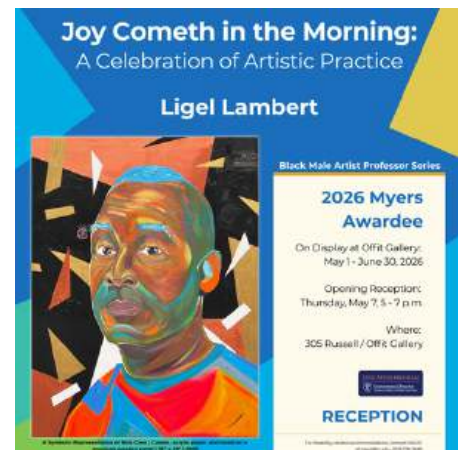
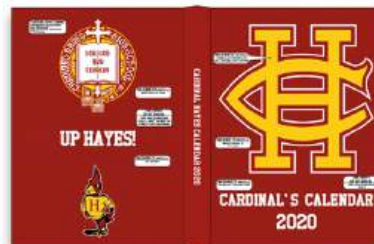
Products



17



Print



P H O T O G R A P H Y

01

Through the Lens: A Journey into People,
Places, and Perspectives

My photography captures authentic moments and compelling visual narratives, blending artistic composition with a keen eye for detail. From intimate portraits to dynamic event coverage, my work seeks to preserve the essence of people, places, and experiences.



CARDINAL HAYES HIGH SCHOOL

Made for : Cardinal Hayes High School

Year : 2021

Concept : A Closer Look

Description : Close-up photograph featuring members of the 2021 Cardinal Hayes High School baseball and football teams.





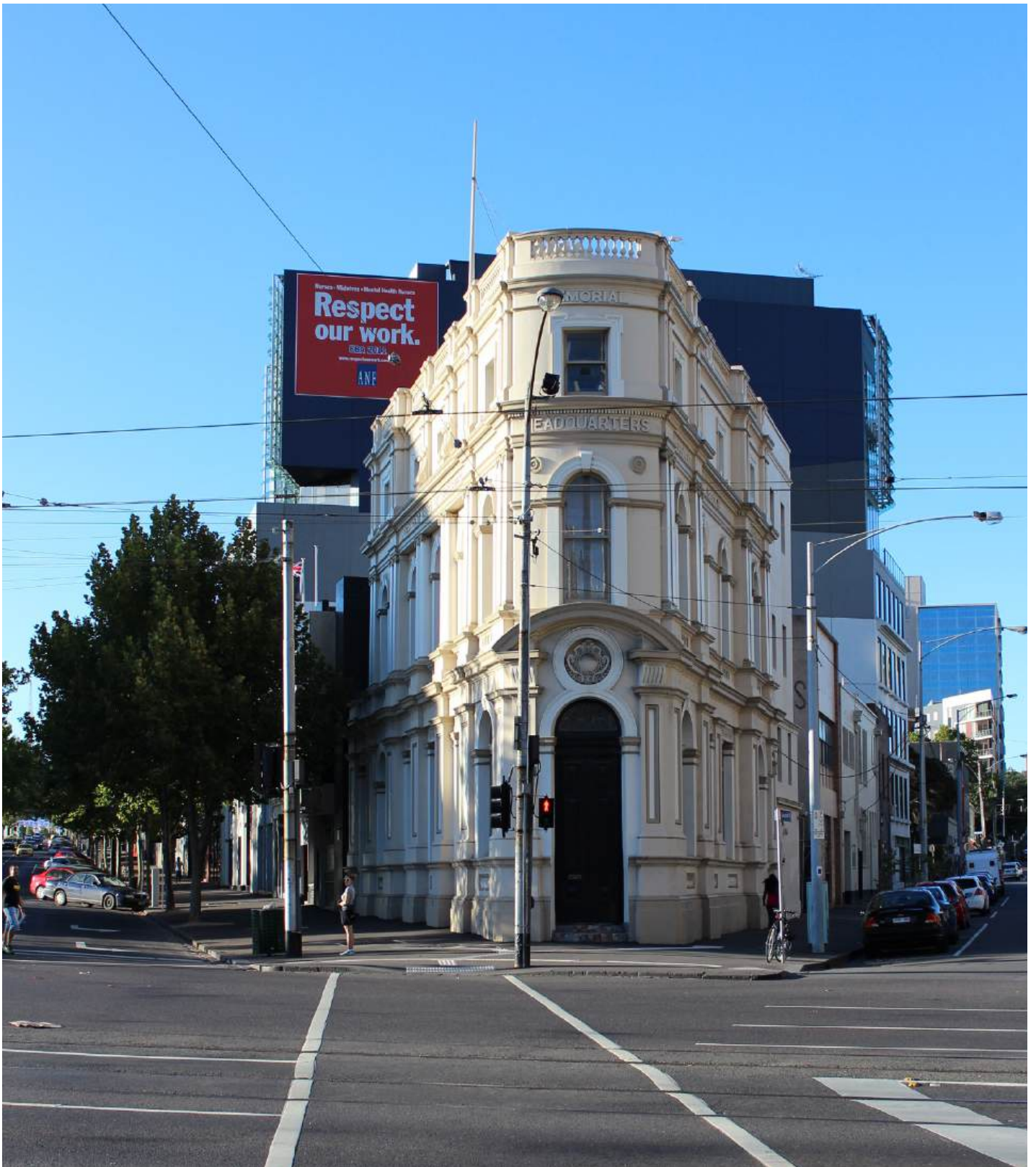
THE YOUNG CHINESE ARTIST

Made for : Private Client

Year : 2016

Concept : Brushstrokes of Excellence

Description : Photograph commissioned by a private client in Shanghai, China, documenting high school students engaged in an art class at a high-performing school.



RESPECT OUR WORK!

Made for : Private Client

Year : 2013

Concept : Our City

Description : Photograph commissioned by a private client during an exploration of Melbourne, Australia.

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02

Designing Logos that Define Identity and Inspire Connection

My logo design work focuses on creating distinctive and memorable visual identities that reflect the spirit of each client. Blending creativity with strategy, I develop designs that are both aesthetically engaging and functionally versatile, ensuring they resonate across platforms and audiences.



Innovative Studios

Made for : Private Client
Year : 2012
Concept : Logo Design
Description : Designed the logo for Innovative Studios, a small creative company, in 2012.



Savannah Jazz Festival

Made for : Savannah Jazz Festival
Year : 2007 - 2011
Concept : Logo Design
Description : Designed the official logo for the Savannah Jazz Festival, a mid-sized cultural event in Savannah, Georgia, in 2007.



TAL WATCHES
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TAL WATCHES

Made for : TAL WATCHES
Year : 2020 - Present
Concept : Logo Design
Description : Designed the official logo in 2020 for TAL WATCHES, an emerging watch brand based in New York City.

B R A N D I N G

03

Building Distinctive Brand Experiences
Through Thoughtful and Strategic
Designs

My branding design work focuses on crafting cohesive visual identities that capture the essence of a client's vision. From logos and typography to print and digital applications, I create designs that balance creativity and strategy, ensuring brands connect meaningfully with their audiences.



Print & Digital Designs

Made for : TAL WATCHES

Year : 2020 - Present

Concept : The Art of Timekeeping

Description : Developed a cohesive suite of print and digital designs in 2021 for TAL WATCHES, an emerging New York City brand, elevating its visual identity and market presence.



TAL WATCHES

Established in 2020



Andrae Murchison

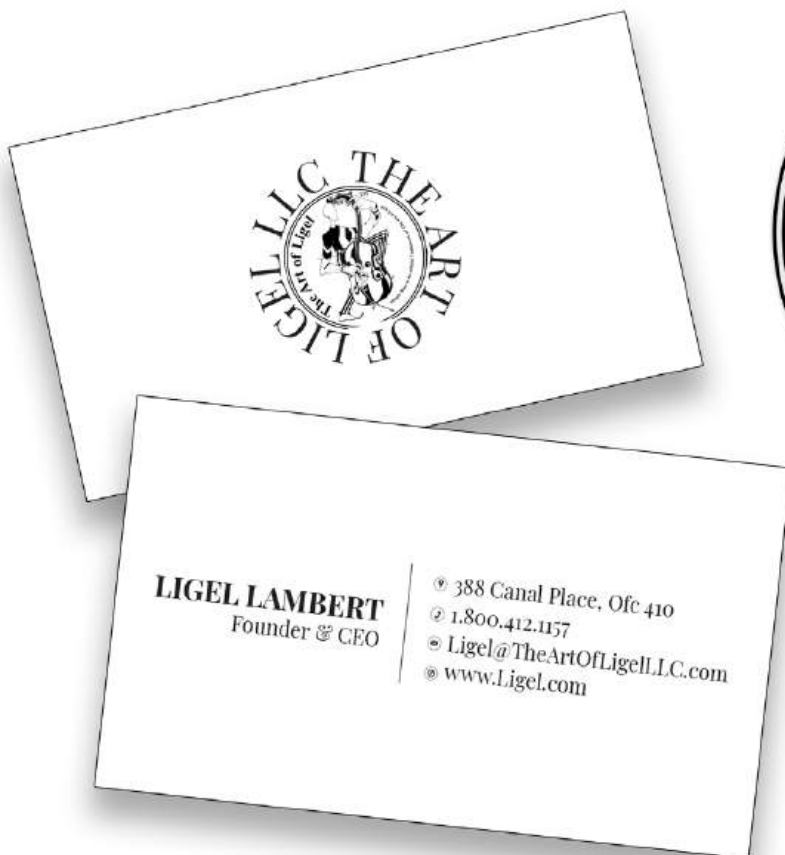
Logo & Business Card Designs

Made for : Murch Church & The Art of Ligel LLC

Year : 2006 - Present

Concept : Identity in Print

Description : Designed logos and business cards for clients Murch Church and The Art of Ligel LLC, creating cohesive and distinctive visual identities using a minimalistic design approach.



P R O D U C T S

04

Innovative Product Design: Merging
Functionality, Aesthetics, and
User-Centered Creativity

My product design work focuses on creating functional, visually engaging, and user-centered designs. I combine creativity with practical problem-solving to develop products that are both aesthetically appealing and highly usable, ensuring they resonate with the intended audience.



TAL WATCHES
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Product & Branding Package

Made for : TAL WATCHES

Year : 2020 - Present

Concept : Designing Products with Cohesive Brand Identity

Description : Developed a complete product design package for TAL WATCHES, including watch packaging, Logo design/brand assets, blending functionality, and storytelling to enhance customer experience and brand presence.



Coin Design

Made for : THE ART OF LIGEL LLC

Year : 2005 - Present

Concept : Designing Products with Cohesive Brand Identity

Description : Developed a complete coin design for The Art of Ligel LLC, integrating storytelling to enhance the customer experience and strengthen brand presence.



Product & Branding Package

Made for : Private Client

Year : 2011

Concept : Designing Products with Cohesive Brand Identity

Description : Developed a complete product design package for Generation Axe, including watch packaging, Logo design/brand assets, blending functionality, and storytelling to enhance customer experience and brand presence.

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05

Print Design: Crafting Visually Engaging
Materials that Communicate Ideas and
Elevate Brand Identity

My print design work focuses on creating visually compelling materials that communicate ideas effectively. From brochures and posters to packaging and promotional materials, I blend creativity and clarity to craft designs that engage audiences and enhance brand identity.



Posters & Print Advertisements

- Made for : Savannah Jazz Festival & Benedetto Guitars
- Year : 2010 - 2011
- Concept : Communicating Through Print
- Description : These designs were created for the Savannah Jazz Festival and Benedetto Guitars from 2010 to 2011. They include advertisements for both brands, the official poster for the 2011 festival, and the promotional poster for the 2010 festival, showcasing cohesive event and brand visuals.



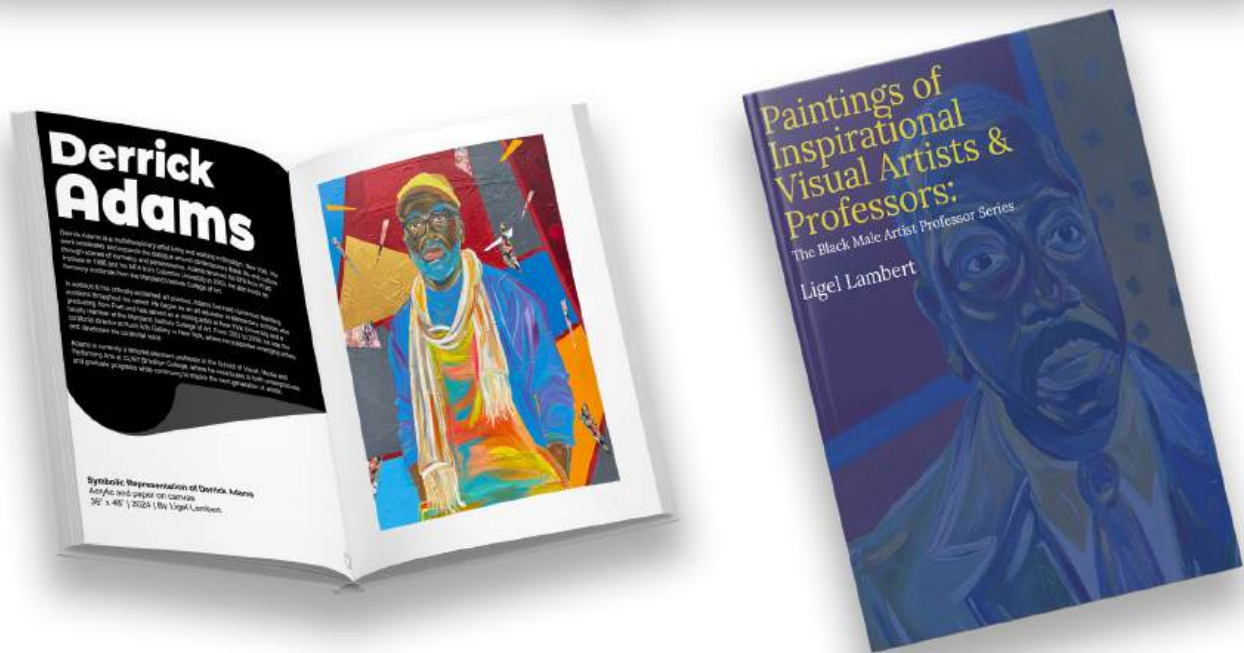
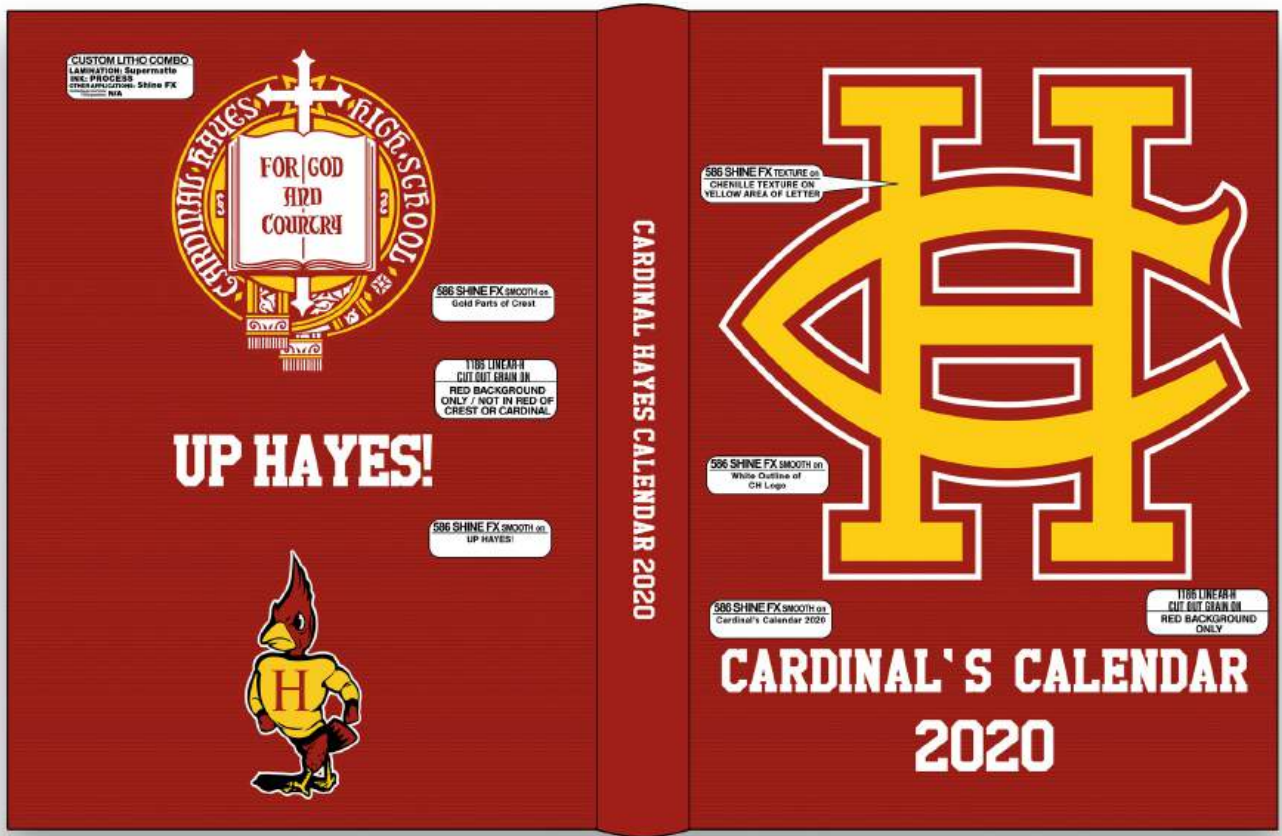
Posters & Brochures

Made for : Savannah Jazz Festival

Year : 2009 - 2010

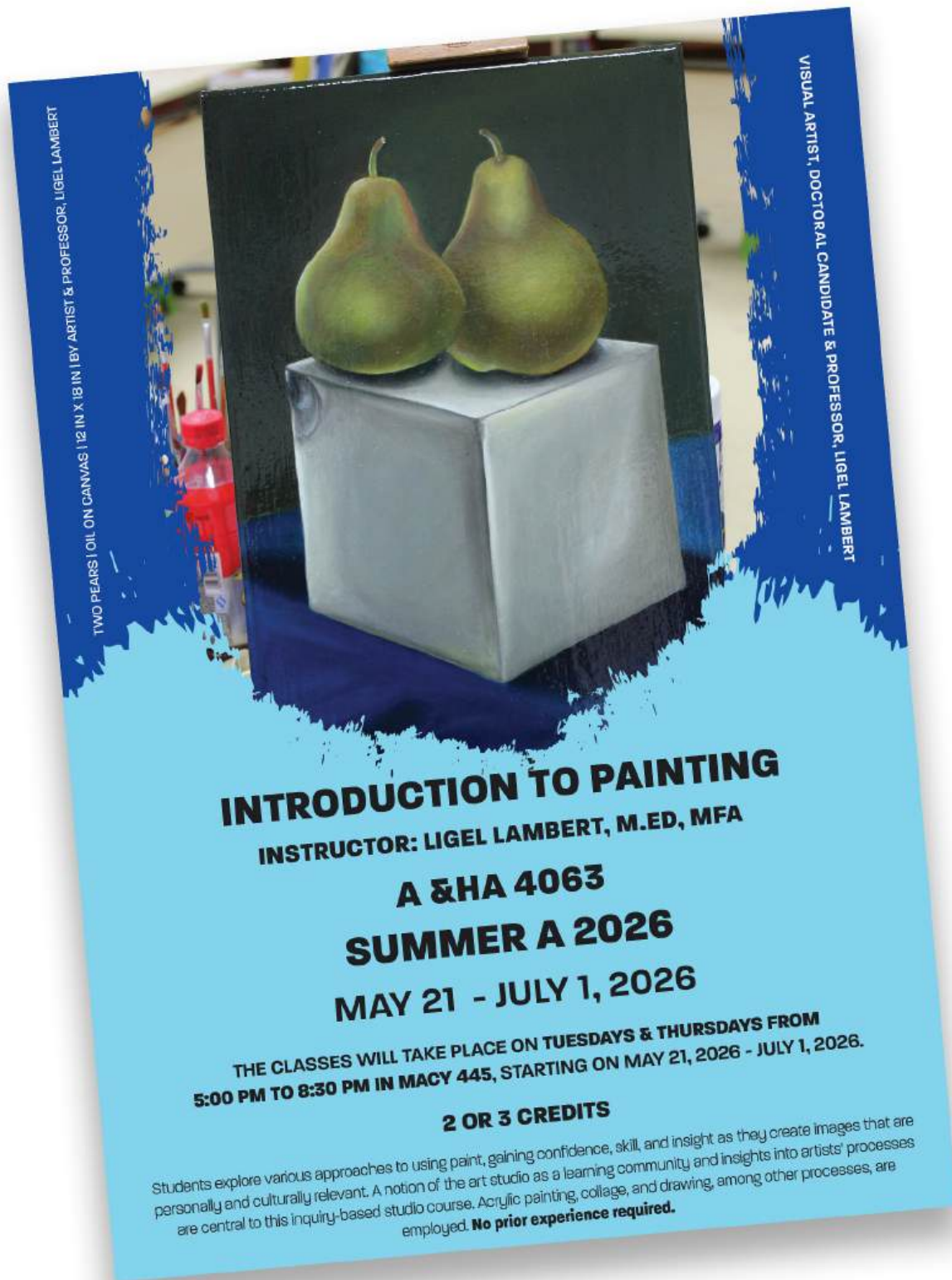
Concept : Design in Print

Description : These designs were created for the Savannah Jazz Festival from 2009 to 2010, including the promotional poster for the 2009 event and the brochure for the 2010 festival, showcasing cohesive visual branding and event communication.



Book Designs

- Made for : Cardinal Hayes High School & Private Client
- Year : 2019 - Present
- Concept : Design in Print
- Description : These designs were created for Cardinal Hayes High School and a private client, including the yearbook cover for Cardinal Hayes and a book cover design for the client.



Poster & Advertisement

Made for : Studio Art Course

Year : 2026

Concept : Design for Print & Digital Formats

Description : This design was created for a Studio Painting course to promote Introduction to Painting, a course to be taught by Ligel Lambert at Teachers College, Columbia University during the Summer A term of 2026.



Social Media Designs

- Made for : Art Exhibition Promotion
- Year : 2026
- Concept : Design for Print & Digital Formats
- Description : These designs were created for both print and digital formats to promote a solo art exhibition by visual artist and professor Ligel Lambert at the Offit Gallery, located within the Gottesman Libraries at Teachers College, Columbia University during the Spring 2026 semester.

The Chronograph

**** ECRWSS EDDM **
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Postal Customer

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ECRWSS
U.S. POSTAGE
PAID
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Swiss Collection



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Bronx, NY, 10451
(347) 543.5346



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www.talswisswatch.com



EDDM Campaign Design

- Made for : TAL WATCHES
- Year : 2020 - Present
- Concept : EDDM Campaign: Targeted Mailer Design
- Description : Designed a targeted EDDM mailer combining strategic messaging with compelling graphics. Created a cohesive layout with typography and imagery aligned to the brand, optimized for print distribution to effectively communicate the client's message.

The Chronograph Sapphire Bassy Collection



@talwatches2020



TAL WATCHES
EST. 2020

www.talwisswatch.com



EDDM Campaign Design

Made for : TAL WATCHES

Year : 2020 - Present

Concept : EDDM Campaign: Targeted Mailer Design

Description : Designed a targeted EDDM mailer combining strategic messaging with compelling graphics. Created a cohesive layout with typography and imagery aligned to the brand, optimized for print distribution to effectively communicate the client's message.