

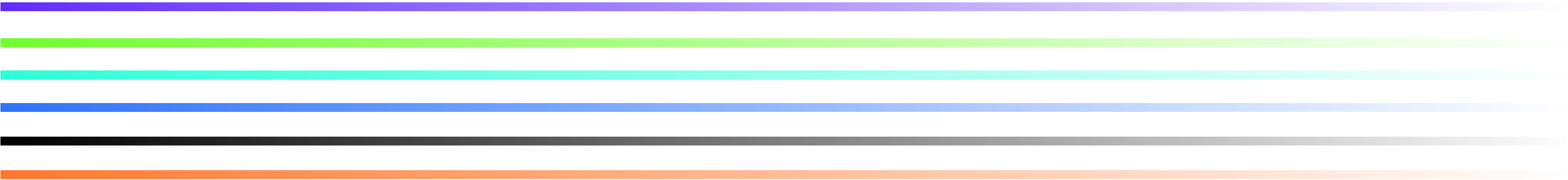
designed by Luis

work samples

contents.

about Luis.

- retail.
- activations.
- furniture.
- sports.
- fashion.
- community.



about Luis.

Luis Santiago is a multi-disciplinary designer based out of the United States. Trained as an Industrial Designer, Luis works with a number of big and small brands around the world.

Vibrant and clean, Luis approaches his work with an appreciation for culture, tradition and timelessness. Utilizing his knowledge of good, minimalistic design, he is able to utilize his cultural influences to introduce a new feel to timeless design.

Brands Luis has worked with:

Best Buy / Target / Home Depot / Ulta Beauty / Williams Sonoma / Pottery Barn /
Under Armour / Dicks Sporting Goods / Whole Foods / Andersen Windows /
Aspect Furniture / General Mills / Athletes in Action / Minnesota United / Minnesota
Timberwolves / Minnesota Gophers / Twin Cities Pro-Am / Minnesota State Fair and more...

Get in touch at Luissantiagodesign@gmail.com.



designed by Luis

retail.

WNBA Store Concepts

Client: Internal
Goal: Visualize what retail could look like for the WNBA
Status: Complete
Role: Design Lead

Recognizing an opportunity to expand the WNBA's reach and deepen fan engagement, I developed a concept for a flagship retail store and an in-arena pop-up experience.

The vision behind this project was to create a physical space where fans could connect more personally with the league, its teams, and its players.

The flagship store is designed as a cultural hub—part retail, part experience—where storytelling, exclusive merchandise, and interactive installations spotlight the athletes and their journeys. Complementing this, the in-arena pop-up serves as a mobile extension of the brand, offering game-day fans a curated taste of the WNBA's personality through team-focused merchandise, immersive displays, and real-time engagement opportunities.

Together, these two touchpoints not only elevate the visibility of the WNBA but also foster stronger emotional connections between the league and its growing fanbase.



WNBA Store Concepts cont.

Flagship Store



Arena Pop-Up



Under Armour HQ Flagship Store

Client: Under Armour
Goal: Help Under Armour tell their story at HQ
Status: Complete
Role: Design/Producer
Team: Under Armour Retail Ops/Chandler Design

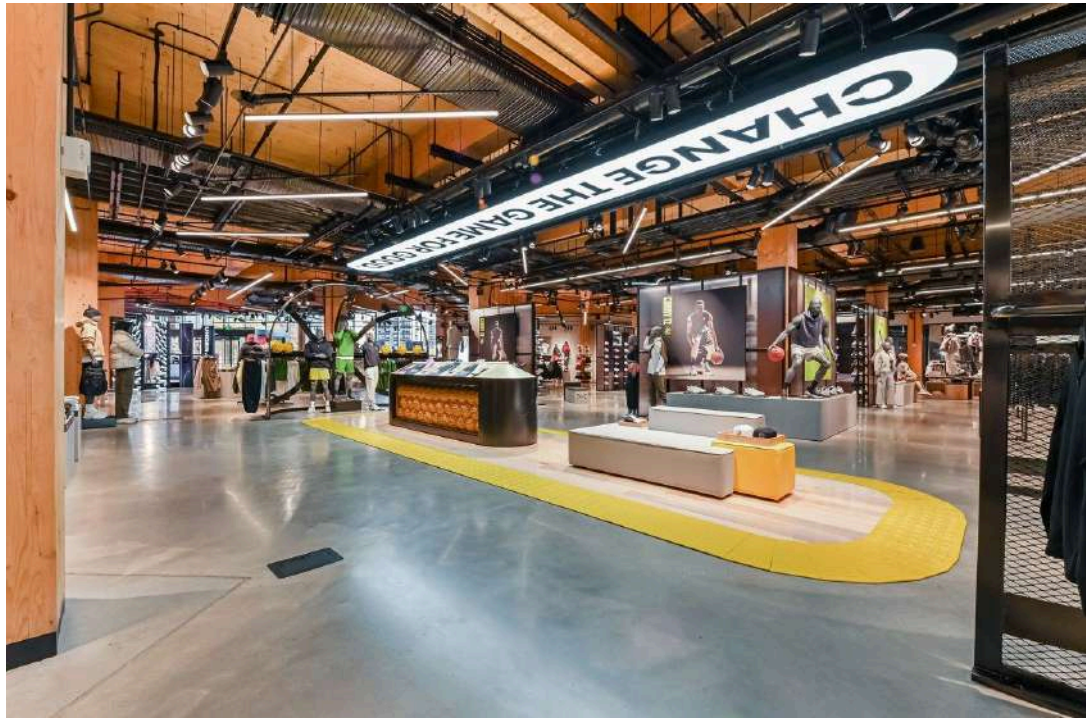
Our team played a key role in the ideation and fabrication of design elements for Under Armour's new flagship store located at their world headquarters in Baltimore.

Collaborating closely with the brand, we helped bring their vision to life by crafting immersive, engaging, and on-brand in-store experiences. In addition to our contributions, I produced a high-energy sizzle reel that highlights both the vibrancy of the city of Baltimore and the dynamic new retail space.

The video serves as a visual celebration of Under Armour's roots and their continued commitment to innovation and community. The visual will be released summer of 2025.



Video. Still in approval process.



Final Store Images.

Target x Ulta Beauty

Client: Target
Goal: Create an Ulta Beauty in-store experience
Status: Complete
Role: Designer
Team: Target Store Design/Chandler

The collaboration between Target and Ulta Beauty was an exciting venture that aimed to bring the Ulta Beauty in-store concept to life within Target locations. Our team played a pivotal role in this project, working closely with the Target store design team from the initial sketches to the final product.

We were heavily involved in every stage of the design process, helping to shape the form and flow of the space. Our focus was on creating a visually cohesive and engaging shopping experience that seamlessly incorporated the Ulta Beauty concept into the existing Target layout.

One of the key elements of our design was the introduction of aluminum tube structures. These structures housed the lighting and diffusers, which elevated the overall aesthetic of the space and contributed to creating an immersive shopping environment.

In addition to the physical design elements, we also provided high-level visual merchandising support, ensuring that the product displays were visually appealing and strategically arranged. This project was a testament to the power of strategic collaboration and design in creating a unique and captivating retail experience.



Target Concepts

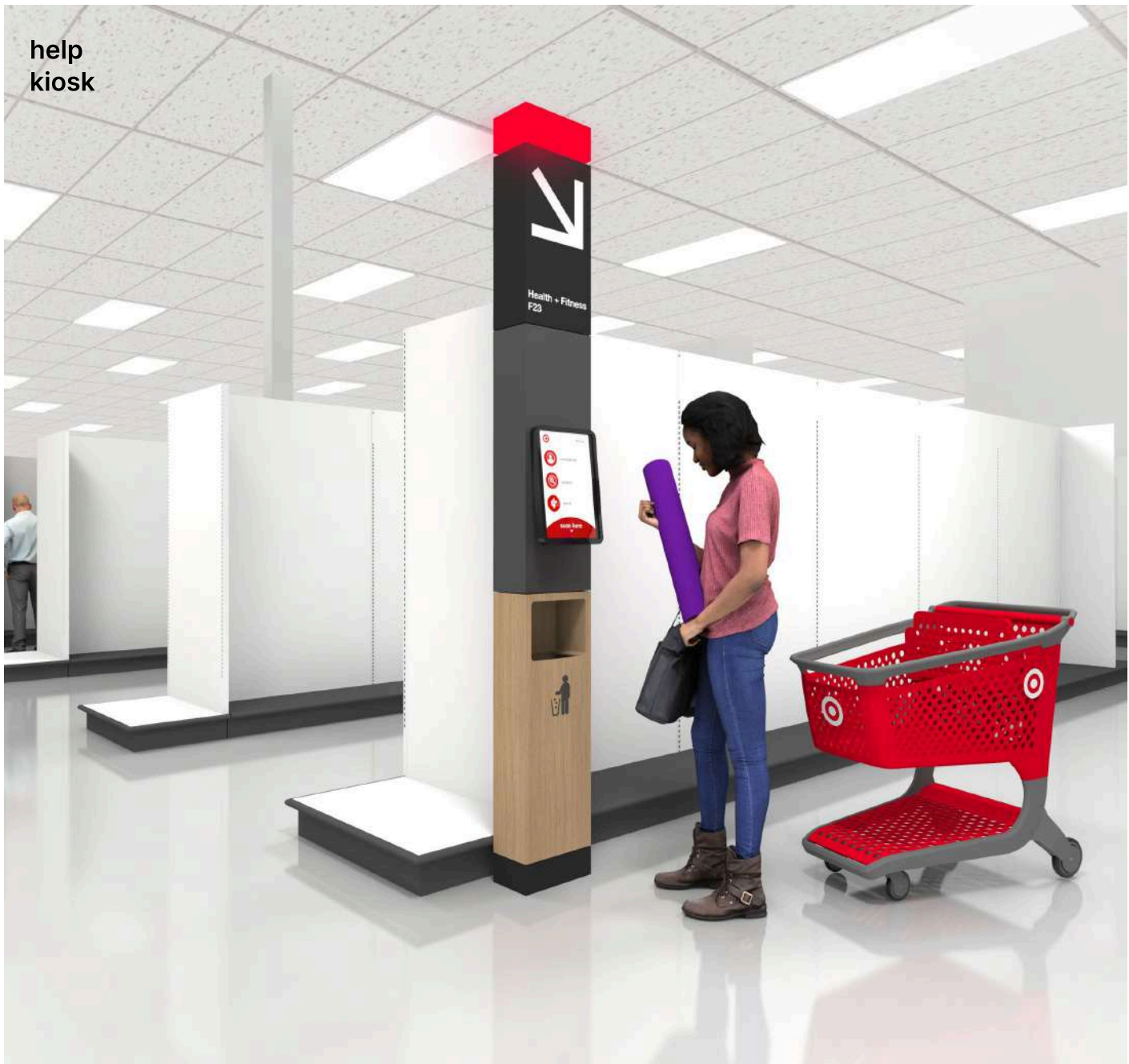
Client: Target
Goal: Help Target retail with in-store initiatives
Status: Complete
Role: Designer
Team: Target Store Design/Chandler

I have been fortunate to work on a series of in-store concepts for Target, ranging from fitting rooms to in-store signage and everything in between. These concepts played a vital role in helping Target's internal store design teams envision and explore future concepts that would further elevate the guest experience.

The collaboration has been extensive, and the relationship we have built with the teams at Target is invaluable. Even if a project remains in the concept phase, the learning and insights gained contribute to the continuous evolution of the in-store experience at Target.



in-store
pick cart



self
care



Target Concepts cont.



snack zone



in-store signage



fitting rooms



checkout backdrop

self checkout



grocery signage

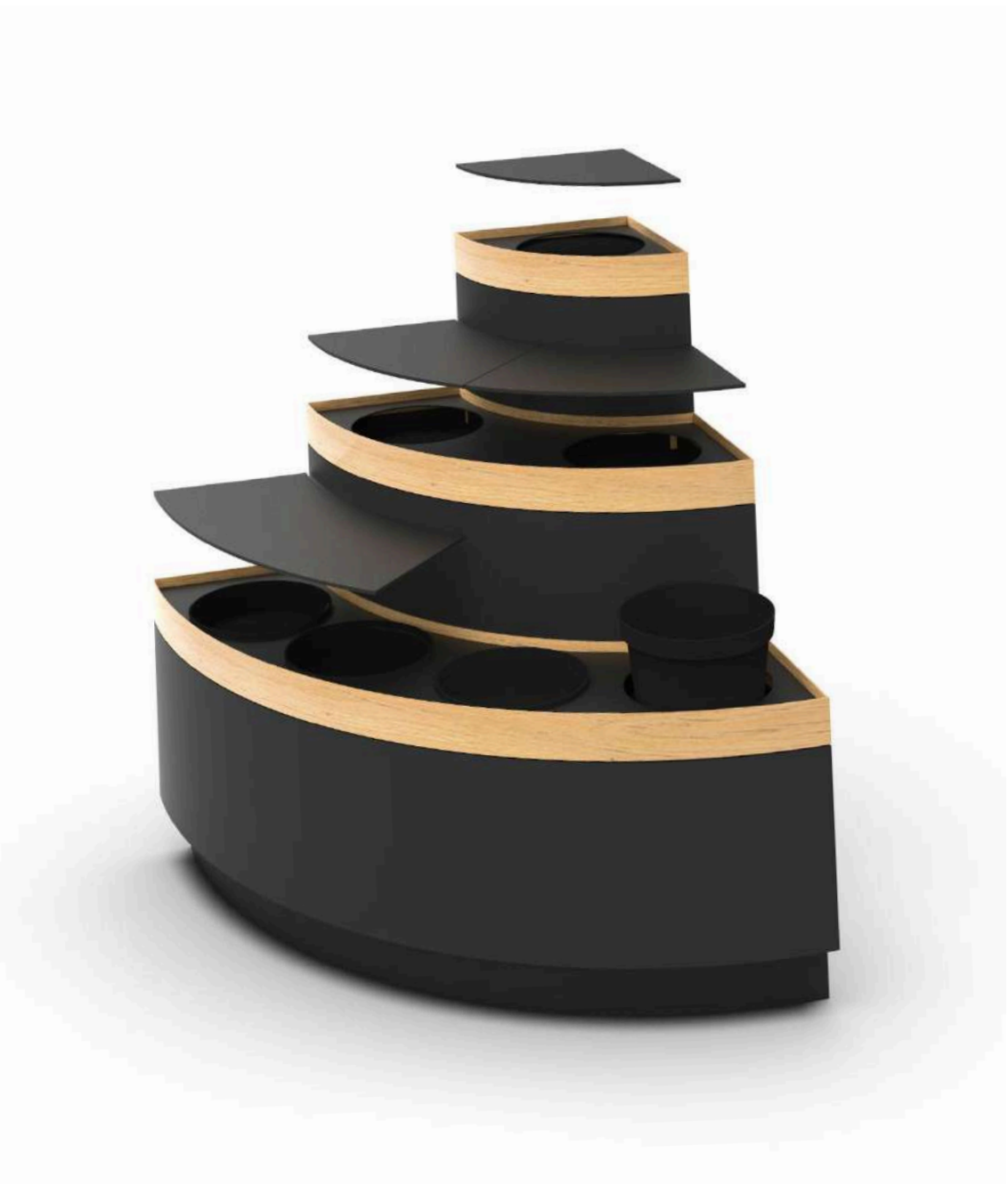
Target Floral

Client: Target
Goal: Activation for Googles launch of their home hub.
Status: Complete
Role: Design Lead
Team: Target Store Design/Chandler Design

The Target Floral Project was an intriguing and unique endeavor in which I was fortunate enough to play a pivotal role. My significant contribution was in the design and development of innovative fixtures specifically engineered to house a variety of potted plants and fresh flowers.

One of the standout features of these fixtures was an ingenious and versatile system that allowed for the shelf bases to be alternately opened or closed. This feature was designed with the utmost consideration for the fluctuating needs of Target, specifically in response to the different requirements associated with selling a diverse range of flowers and potted plants. The flexibility and adaptability of this design were crucial, as it catered to the ever-changing retail landscape and Target's dynamic needs.

Furthermore, we devised a practical system that offered flexibility not just in terms of spatial adjustment, but also in the quantity of fixtures used. This ingenious feature meant that depending on the specific requirements of each individual store, there was an option to implement either a single fixture or a comprehensive set of fixtures. This aspect of the design demonstrated our commitment to creating bespoke solutions for each store.



Eyebobs Pop-Up

Client: Eyebobs
Goal: Create a low cost test store
Status: Turned into a permanent location
Role: Design Lead
Team: Eyebobs/Chandler Design

The Eyebobs Eyewear Store Pop-Up Project was an exciting venture that brought a sense of fun, pops of color, and economic sensibility.

The project's goal was to create a dynamic and engaging retail space that embodied the brand's vibrant personality while being cost-effective.

The pop-up store featured fixtures that were economical versions of the flagship fixtures used in other Eyebobs locations. This approach ensured brand consistency while adhering to our budget constraints. These fixtures, coupled with strategic pops of color, truly brought the store to life and captivated the customers' attention.

This project was not only a testament to the efficient use of resources but also a perfect example of how a brand's essence can be captured and conveyed through thoughtful design, even when working with budget restrictions.



Eyebobs Pop-Up Concepts

Client: Eyebobs
Goal: introduce small format concept
Role: Designer
Status: Ongoing
Team: Eyebobs/Chandler

The Eyebobs Stand-alone Kiosk Design Project was a challenging and enjoyable venture that aimed to revolutionize the retail experience for Eyebobs customers. The goal of the project was to conceptualize and design a small-format, self-contained kiosk store that could be set up in any location, bypassing the need for a traditional retail lease.

We explored numerous innovative ideas to create a unique and engaging shopping experience. These designs needed to encapsulate the vibrant personality of the Eyebobs brand while being adaptable to a wide range of environments.

This project was not just about creating a functional retail space, but about changing the way customers interact with the Eyebobs brand. Through creative design and strategic planning, we aimed to create a kiosk store that was not only practical and versatile but also a destination that customers would seek out and enjoy.



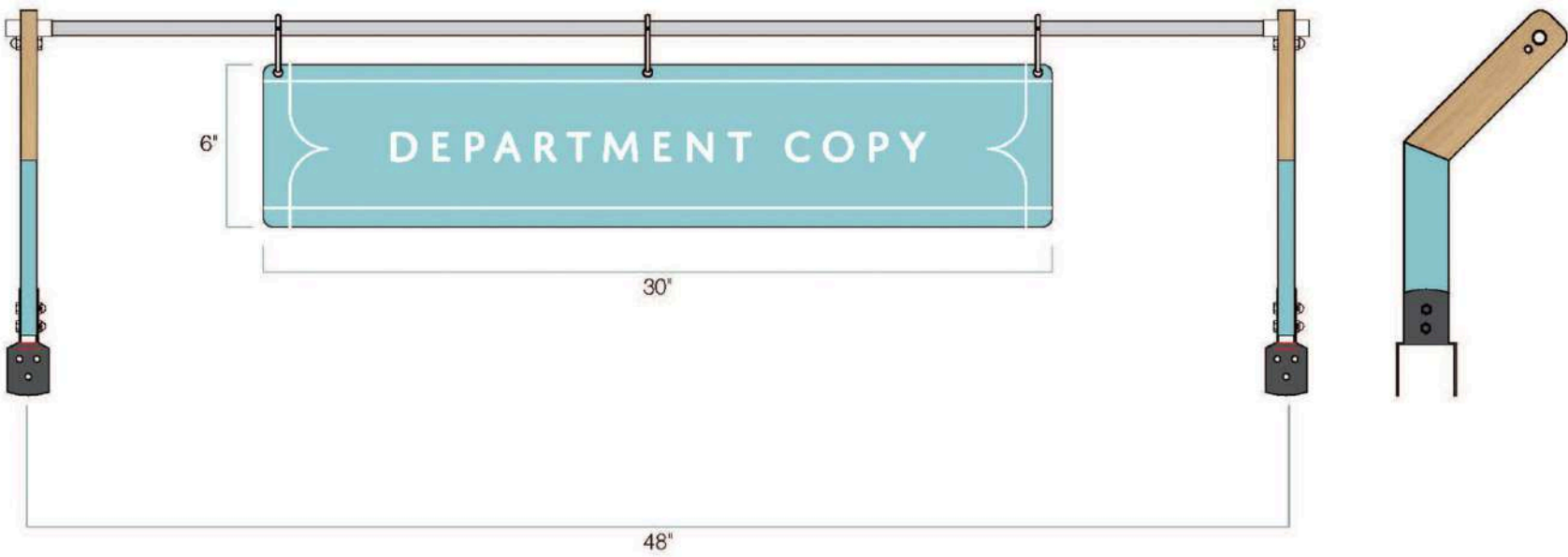
Whole Foods Cambie

Client: Whole Foods
Goal: Rebrand wellness and beauty section
Status: Complete
Role: Design Lead
Team: Whole Foods/Chandler

The project sought to revamp the visual identity and customer experience of the Whole Foods Health and Beauty Section. It aimed to create an intuitive environment reflecting the brand's dedication to natural products through a complete redesign of signage and markers. Materials like wood, powder-coated steel, acrylic, and paint were used to add depth. The signage was designed to be readable and guide customers effortlessly.

Category markers were created to match the products they represent, using a blend of color, typography, and iconography. The wood added warmth, aligning with the brand's focus on organic products, while steel and acrylic elements provided modernity. Paint was used strategically to highlight areas and create zones, with a color palette inspired by natural ingredients.

This project wasn't just a visual makeover; it was about encapsulating brand values and improving customer experience. It aimed to balance aesthetics and functionality, making the section easy to navigate and visually pleasing.



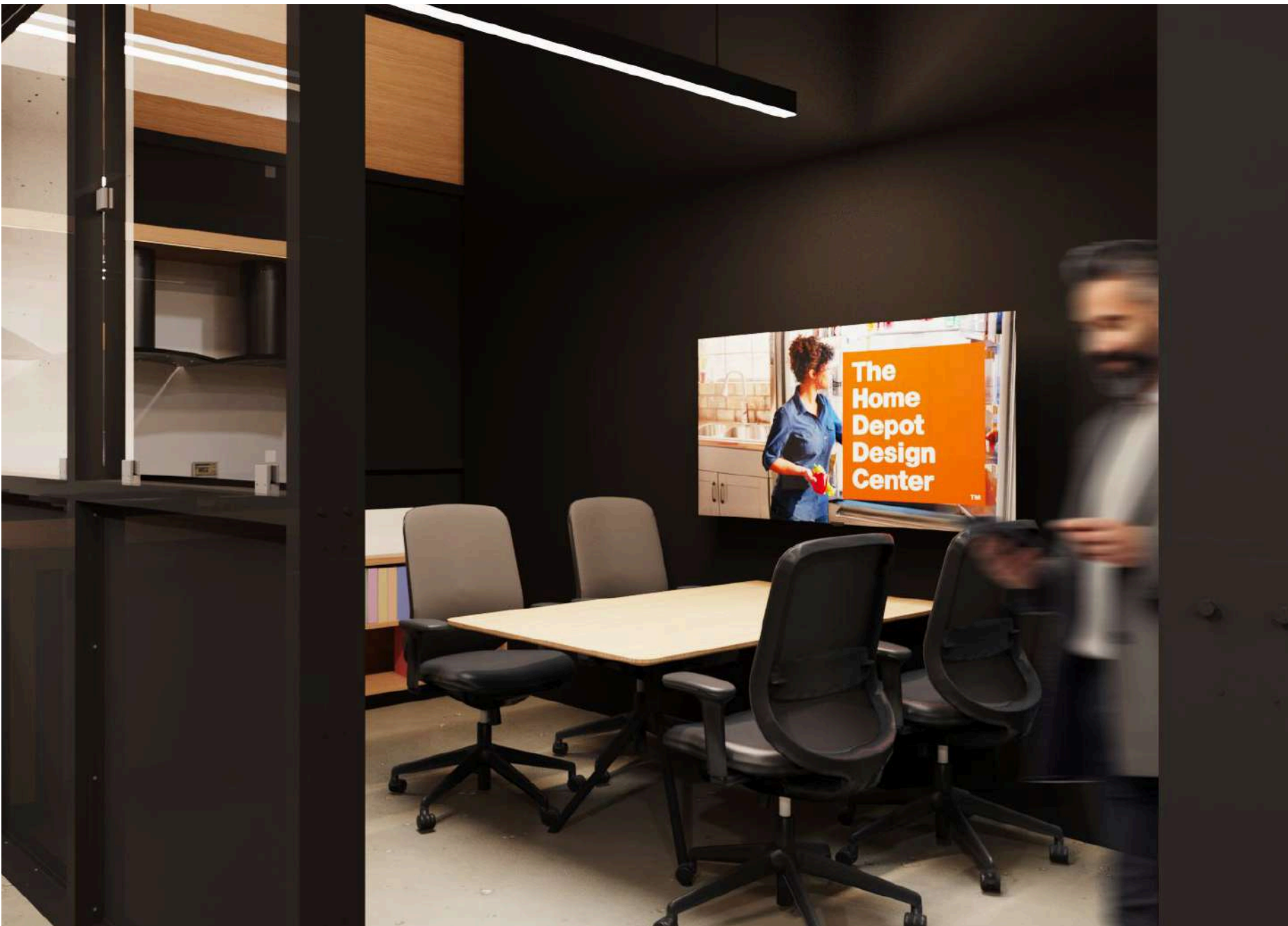
Home Depot Mannhattan

Client: The Home Depot
Goal: Create a high level appliance showroom inside major market THD stores
Status: Ongoing
Role: Design Lead
Team: THD/Chandler Design

The Home Depot Design Center Project in Manhattan was a venture to create a compact showroom for kitchen and appliance products. This project, the third of its kind, marked a milestone in Home Depot's retail design journey.

Updated fixtures were key in optimizing showroom space to display a range of products. Strategic arrangement enhanced customer navigation and shopping experience. Despite Manhattan's unique space constraints, careful planning and innovative design ensured all product categories were represented. Achieving a balance between product representation and space utilization was crucial for commercial viability.

This project showcased the effectiveness of design in overcoming spatial constraints and enhancing customer experience.



MQ Windows

Client: Andersen/MQ Windows
Goal: To introduce high end showrooms to
Status: Ongoing
Role: Design Lead
Team: Andersen/MQ Windows/Chandler

The MQ Windows Showrooms project in Manhattan and West Palm Beach was an endeavor to create premium spaces that aptly represent the high-end nature of MQ Windows products. The goal was to enhance the buying process for high-end clients selecting windows, finishes, and hardware for their new or existing builds.

The use of premium finishes throughout the showrooms played a key role in elevating the space, reflecting the luxury and quality associated with the brand. This ensured that clients enjoyed their buying process in an environment of style and elegance.

The design of the showrooms also focused on creating a light and airy atmosphere. This was achieved through careful selection of materials, lighting, and layout, which contributed to a feeling of openness and sophistication. Maintaining a balance between creating such a high-end environment and staying within the overall build budget was a critical aspect of this project.

Through strategic planning and design, we were able to achieve this balance, delivering showrooms that not only represented the MQ Windows brand effectively but also provided a unique and enjoyable experience for their high-end clientele.



designed by Luis

activations.

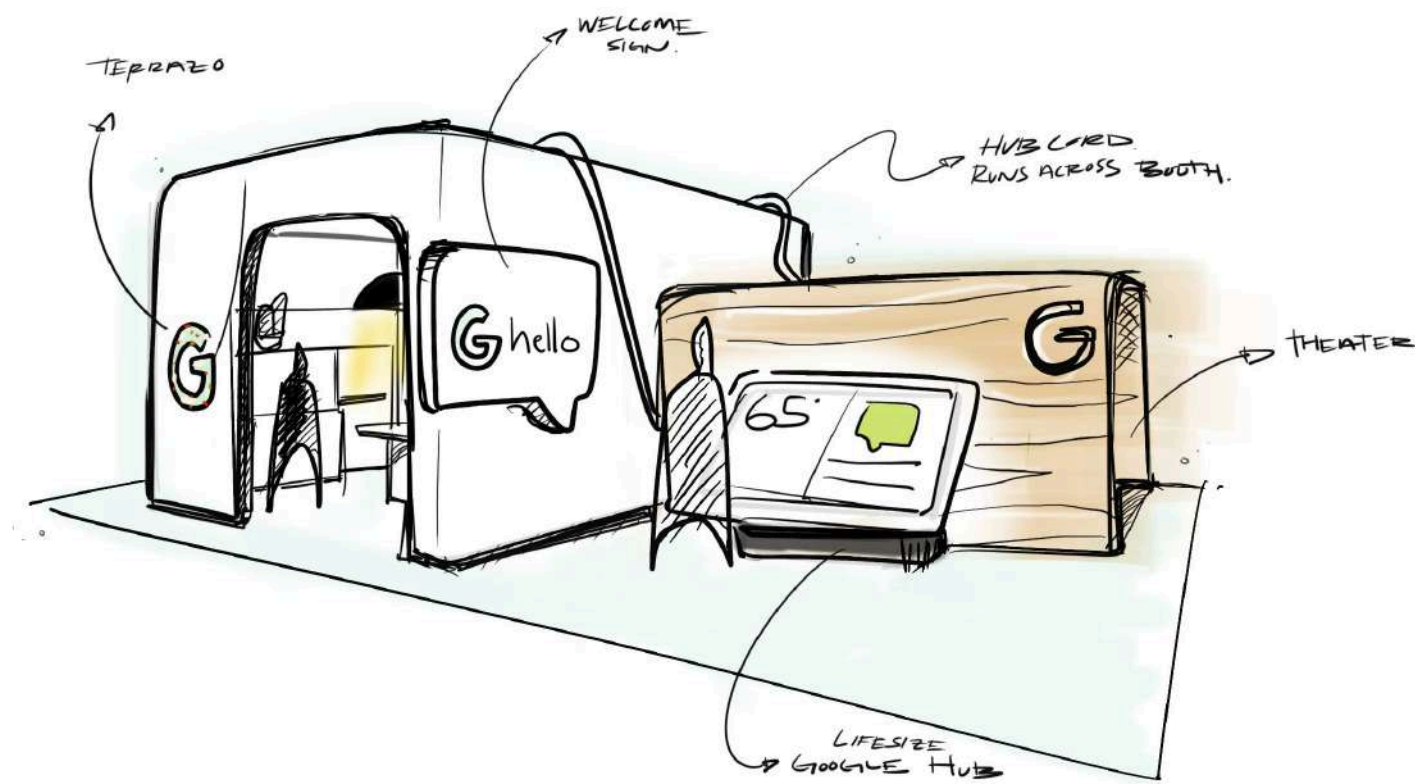
Google Home Concept

Client: Google Home Activation
Goal: Activation for Googles launch of their home hub.
Role: Designer
Status: Complete

The Google Home Activation Project was a significant endeavor aimed at improving the user activation process for Google Home devices. The primary objective was to simplify the setup process, making it more intuitive and user-friendly.

The project involved extensive user research, including surveys and interviews, to understand the challenges users faced during the activation process. Using the insights from the research, we redesigned the activation flow, focusing on simplifying the instructions and making the user interface more intuitive.

The redesigned activation process was tested with users and iterated upon based on their feedback. The final design significantly reduced the setup time and improved the overall user experience, as evidenced by increased user satisfaction scores post-launch.

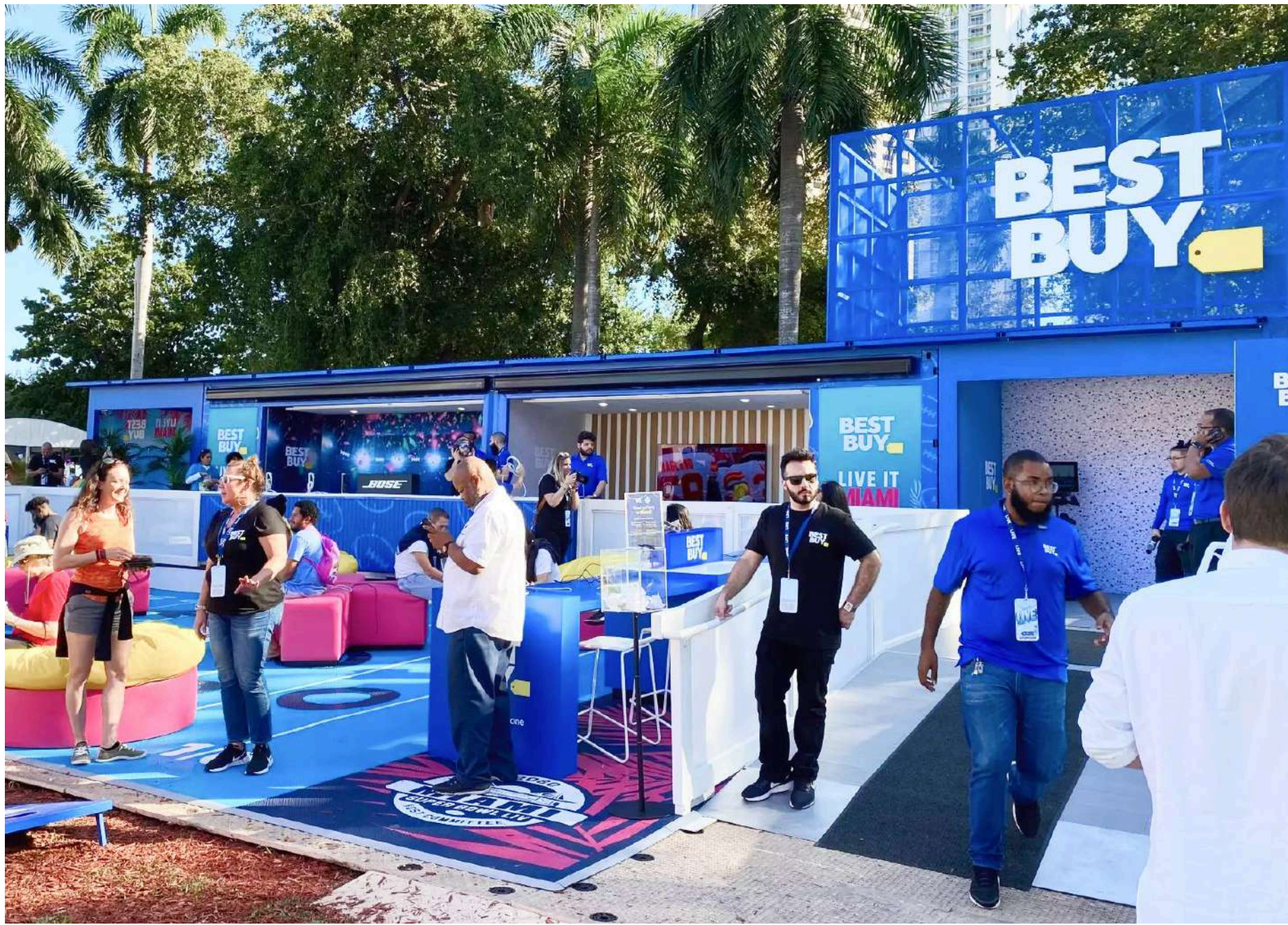


Best Buy X SuperBowl LIV

Client: Best Buy
Goal: Bring the tech home activation to Superbowl week.
Status: Complete
Role: Design Lead
Team: Best Buy Events Team/Chandler

The Best Buy Superbowl LIV Tech Home Project was a unique and innovative endeavor that took the concept of experiential marketing to a new level. We utilized a shipping container to create four different vignette experiences, each themed around the diverse tech options Best Buy has to offer.

The overall activation was themed using the X's and O's football reference to play into the Superbowl vibe, perfectly aligning with the spirit of this major sporting event. This creative and interactive approach was a huge hit with fans at the Superbowl Live event during the week leading up to the Superbowl, effectively showcasing Best Buy's wide range of tech offerings in a fun and engaging way.



designed by Luis

furniture.

Move by Aspect

Client: Eden Office/Aspect Furniture
Goal: Create a task chair for multi use applications
Status: Complete/Waiting for official release
Role: Principal Designer
Team: Eden Office/Aspect/Jinho Song/Luis Santiago

The Move chair was an international collaboration that saw me working with teams based in New Zealand and London. This project was a complete design journey, starting from the initial concepts all the way through to engineering and manufacturing, for Aspect Furniture, a commercial furniture company based in Australia.

The design of the chair itself posed some significant challenges, particularly when it came to the design of the backrest. We initially aimed for an all-plastic design for the backrest but ran into manufacturing challenges that led us to explore a hybrid model incorporating both plastic and steel. After extensive testing and iterations, we decided to return to an all-plastic mold. This ultimately proved to be the right decision, both practically and from a budgetary standpoint.

This project not only yielded a beautifully designed and functional task chair but also provided a wealth of learning opportunities, particularly in terms of managing international collaborations and navigating manufacturing challenges.

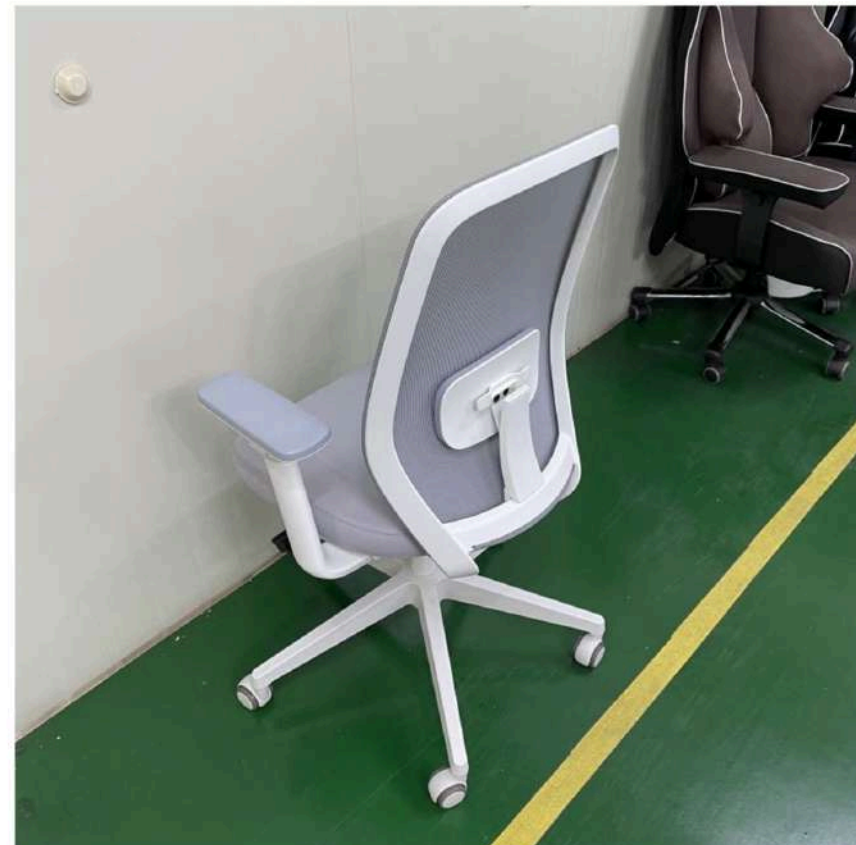
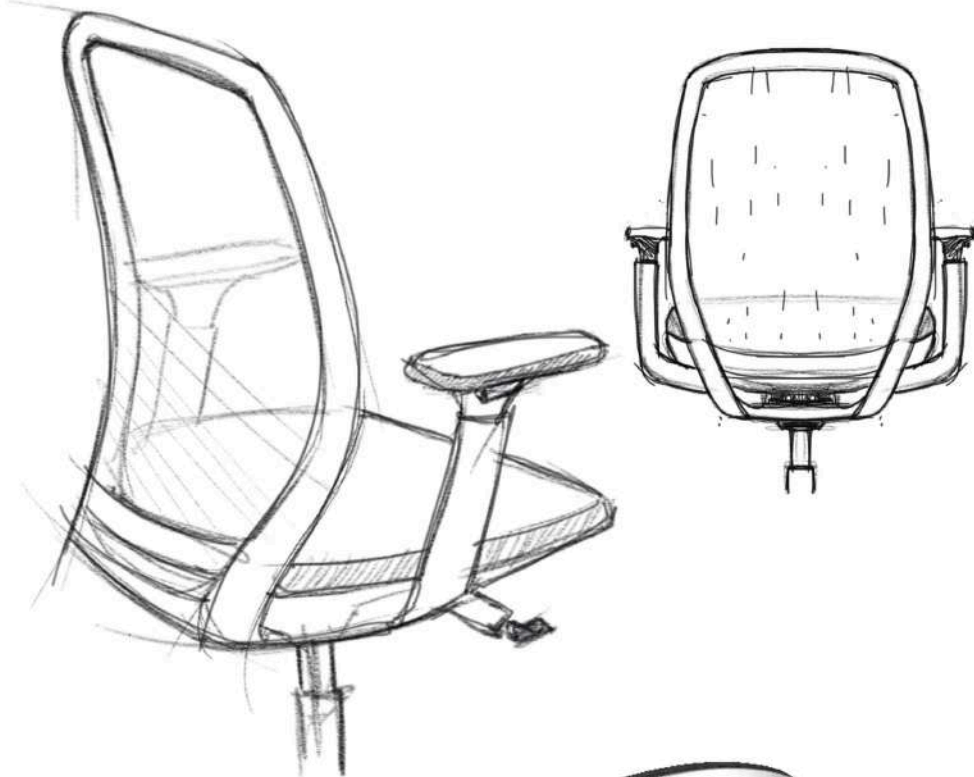


Move by Aspect cont.

Move.



Move by Aspect cont.



UNDER COVER.



더 둥근 둥근 모서리
ROUND CORNERS MORE.
넓지는 않다
NOT AS WIDE.

designed by Luis

sports.

Twin Cities Pro-Am

Client: Twin Cities Pro-Am
Goal: Rebrand iconic Minneapolis summer league
Role: Creative Director
Status: Ongoing

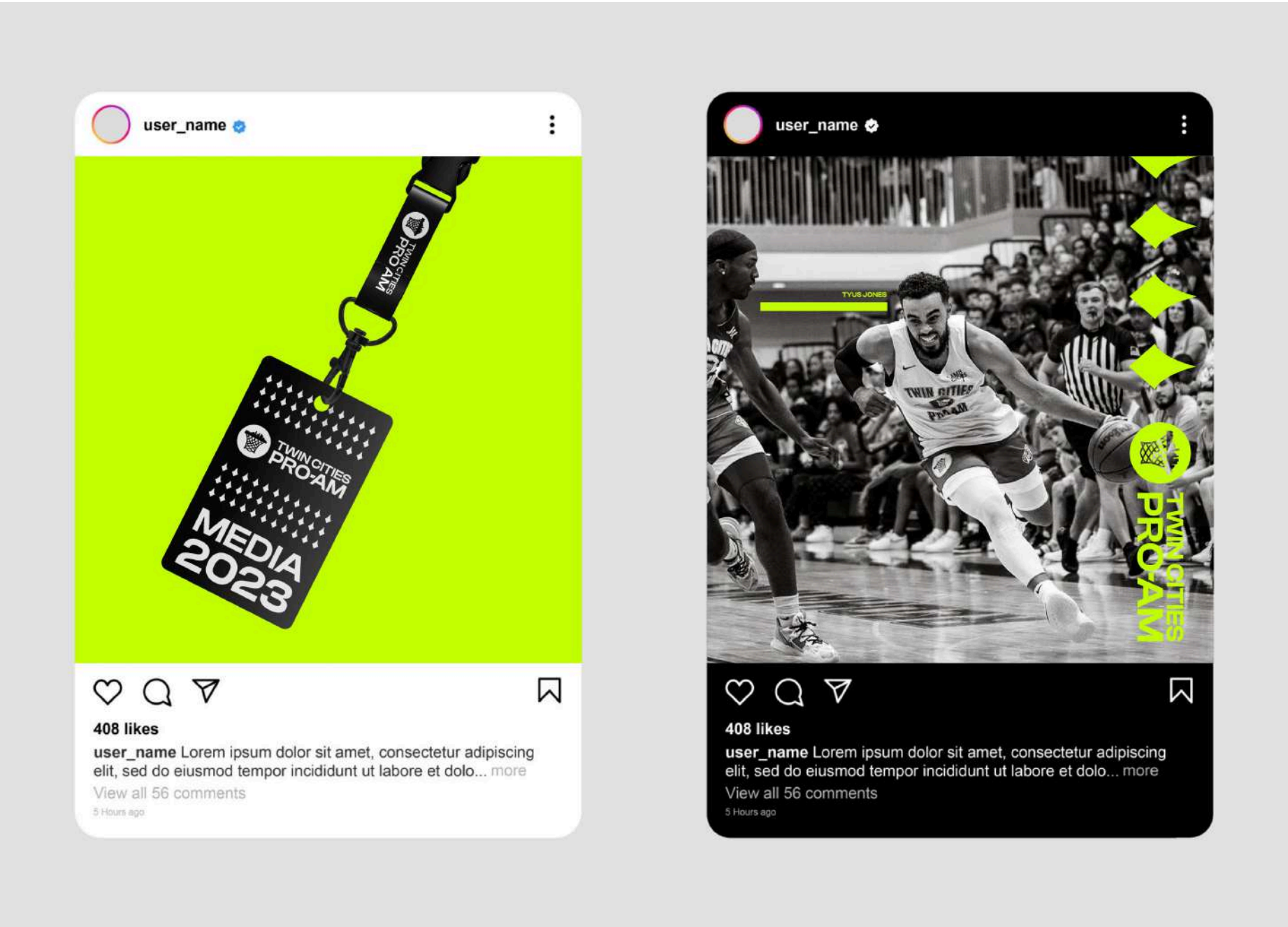
My role in the Twin Cities Pro-Am project was significant and multi-faceted. I was responsible for the complete rebranding of the summer league, a comprehensive task that involved redesigning various elements, including the jerseys and the website.

The jerseys were designed keeping in mind both aesthetics and functionality. They were crafted using an NBA cut and breathable material, ensuring the players' comfort and mobility while maintaining a high level of visual appeal.

The website redesign was targeted towards enhancing user experience, making it more intuitive and engaging. It served as a digital platform that accurately represented the league's brand identity.

The league gained substantial recognition and was featured on NBA's social media, along with other notable sports blogs. This notoriety was a testament to the effectiveness of the rebranding and design efforts.

Currently, I am serving as the acting creative director for the league. My primary focus is on helping the league grow and garner more national notoriety through strong brand presence. This role allows me to leverage my creative skills and strategic thinking to continually elevate the league's brand and broaden its reach.



Twin Cities Pro-Am cont.



Luis Santiago x W+W

Client: Me
Goal: Create a concept jersey for my twitter fanbase
Status: Complete
Team: Wade + Williamson/Daily Wolves/Luis Santiago

The Minnesota Timberwolves Jersey Concept Design Project, in collaboration with Wade + Williamson, aimed to bring fresh jersey designs for future seasons.

The project, originating from my concept work on Twitter, allowed fans to participate in the design journey, even offering the opportunity to purchase custom designs. This interaction fostered a connection between fans and the jerseys, making it a blend of creativity, fan engagement, and sports passion.

The project pushed the limits of traditional sports jersey design, introducing new concepts that could influence the Timberwolves' future attire. The enthusiasm sparked promises more design projects, offering fans direct engagement in the design process.

This concept adhered to copyright rules, but is not an officially licensed jersey.



KAUN

Client: KAUN
Goal: Create a wordmark for AEW Superstar Kaun
Role: Design Lead
Status: Complete

KAUN(Jasper) and I grew up together, spending countless hours playing with wrestling action figures, dreaming of the wrestling world that he is now a part of. This shared history and passion for wrestling made this collaboration truly special.

What started out as local wrestling events has now turned into KAUN being featured on pay-per-view and TNT. As his career ascended, so did the need for a strong, distinct brand. This led to a collaboration on his branding, where we created a unique wordmark design that embraces and highlights his Cameroonian roots.

Bringing together our shared past and his bright future in wrestling, the wordmark design encapsulates KAUN's spirit and dedication to his craft. It was a nostalgic and fulfilling experience, seeing our childhood dreams manifest into reality 25 years later. This project is a testament to KAUN's journey, our enduring friendship, and the power of branding in shaping a rising wrestling career.



KAUN



Timberwolves Merch

Client: Hybrid Nation/Minnesota Timberwolves
Goal: Create a merch collection that amplifies diversity and inclusion
Status: Complete
Role: Design Lead
Team: Hybrid Nation/Minnesota Timberwolves/Luis Santiago

The collaboration between myself, Hybrid Nation, and The Minnesota Timberwolves was a unique and meaningful endeavor. Our collective efforts were focused on designing an exclusive merchandise collection for the Timberwolves, with a strong emphasis on diversity and inclusion.

The guiding motto for the direction of this collection was "It Takes a Pack". This resonates with the unity and collective strength inherent in the nature of timberwolves as animals, emphasizing the importance of community and teamwork. This theme reflects the inclusive culture we aimed to promote through this collection.

The collection was launched in February 2023 and sold exclusively at the Target Center. The unique designs and powerful message of inclusion made this collection a distinct representation of the Timberwolves' commitment to diversity and unity.



designed by Luis

fashion.

Coco & Breezy Rainy Days

Glient: Coco & Breezy
Goal: Help bring the brand from customization to manufacturing
Role: Design Lead
Status: Complete

The Coco & Breezy Rainy Days Sunglasses project was a unique endeavor in which I played a central role. The design concept was inspired by the shape of an umbrella, symbolizing the idea of blocking out external noise from one's vision.

Starting from the initial sketch, I was deeply involved in every stage of the process, all the way through to manufacturing. This project was a significant turning point for Coco & Breezy, as I helped them transition from a customization business to a full-scale manufacturing operation, ultimately contributing to the expansion and evolution of the brand.

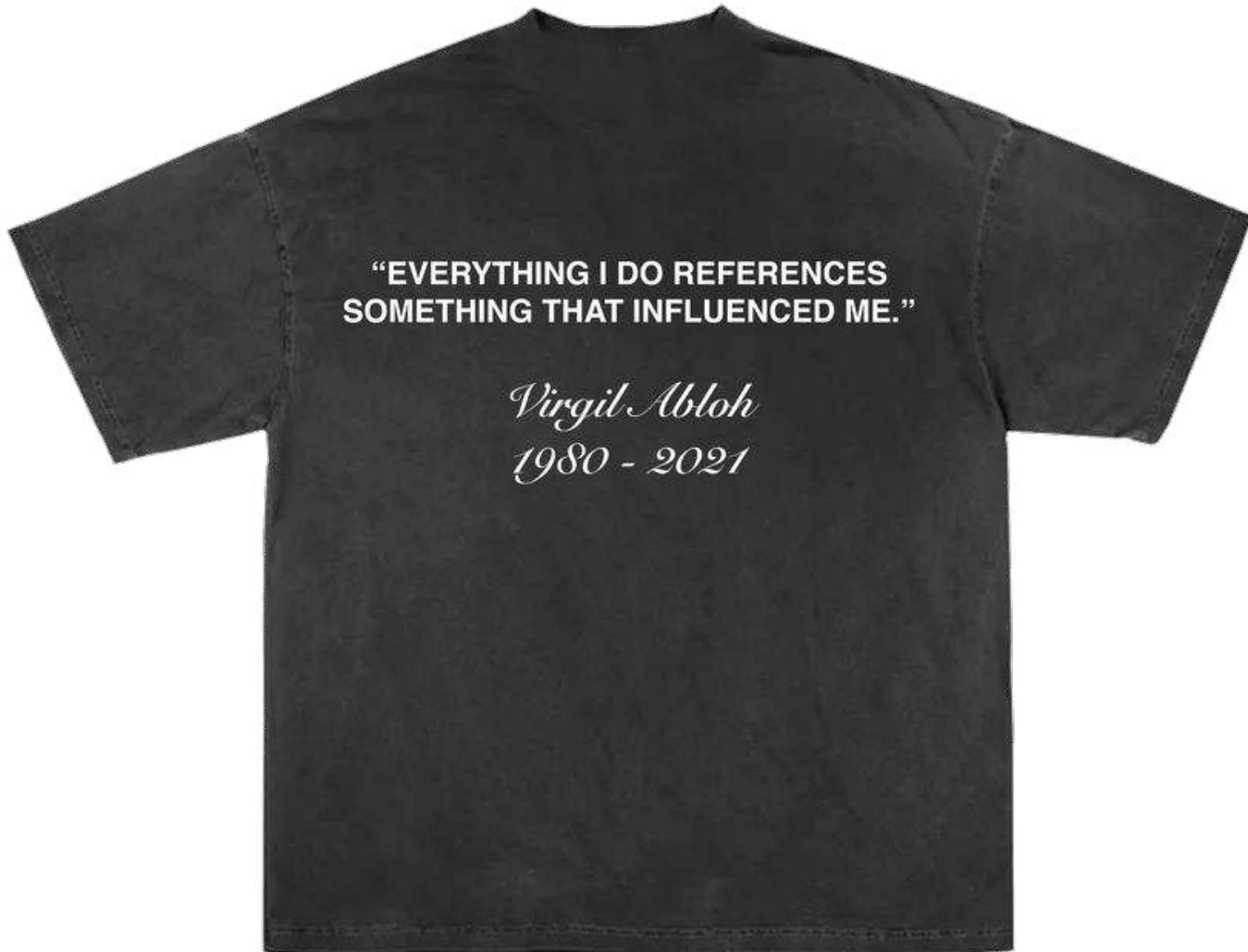
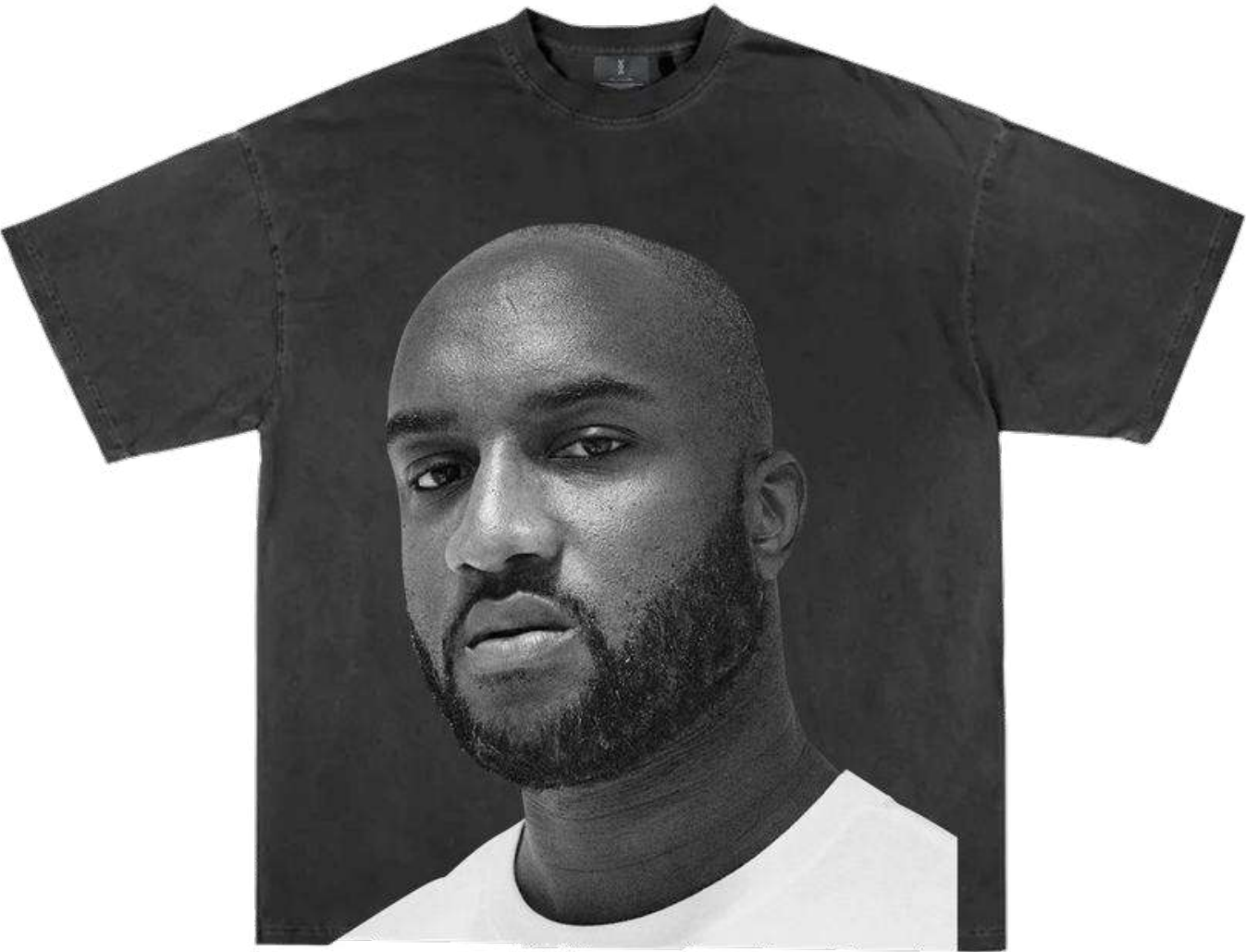


Local Brands

Client: Local Fashion Brands
Goal: Help brands concept and tech their clothing lines
Role: Designer
Status: Ongoing

With a passion for streetwear that began in high school, I embarked on a journey into the fashion industry by creating my own brand, The Euroclub, in the early 2010s. Today, I leverage this experience and my keen eye for current trends to help local fashion brands create full collections.

This not only keeps me in touch with the pulse of contemporary fashion but also allows me to explore new manufacturing capabilities, continually expanding my knowledge and expertise in the realm of fashion design and production.



designed by Luis

community.

SPEAK MPLS

Client: SPEAK MPLS
Goal: Create an identity for the new Minnesota public television
Role: Brand Designer
Status: Complete

The rebranding project for Minnesota Television Network was significant as it involved not just a visual transformation, but also a name change. The network was renamed to SPEAK MPLS, reflecting its commitment to providing a platform for all Minnesotans to share and learn from unique experiences.

The system provides a platform for Minnesotans to share unique experiences, fostering unity and offering learning opportunities in TV production. It's more than just a visual change; it's a tool for community outreach, reflecting our commitment to inclusivity and representation.

Inclusivity was crucial during design and implementation, ensuring the new identity was welcoming and representative. This focus shaped the final design, creating a rebrand embodying the network and its community.

The rebrand showcases how design can foster engagement, inclusivity, and a platform for shared stories. The new identity represents not just the network, but the vibrant community it serves.



ICON HEIGHT
The height of the SPEAK icon is exactly seven times that of the small mark in the icon, to scale.

SEPARATION
The space between the icon and wordmark is equal to the width of the small mark in the icon.

VERTICAL ALIGNMENT
The center point of the icon should align exactly with the vertical center of the wordmark.

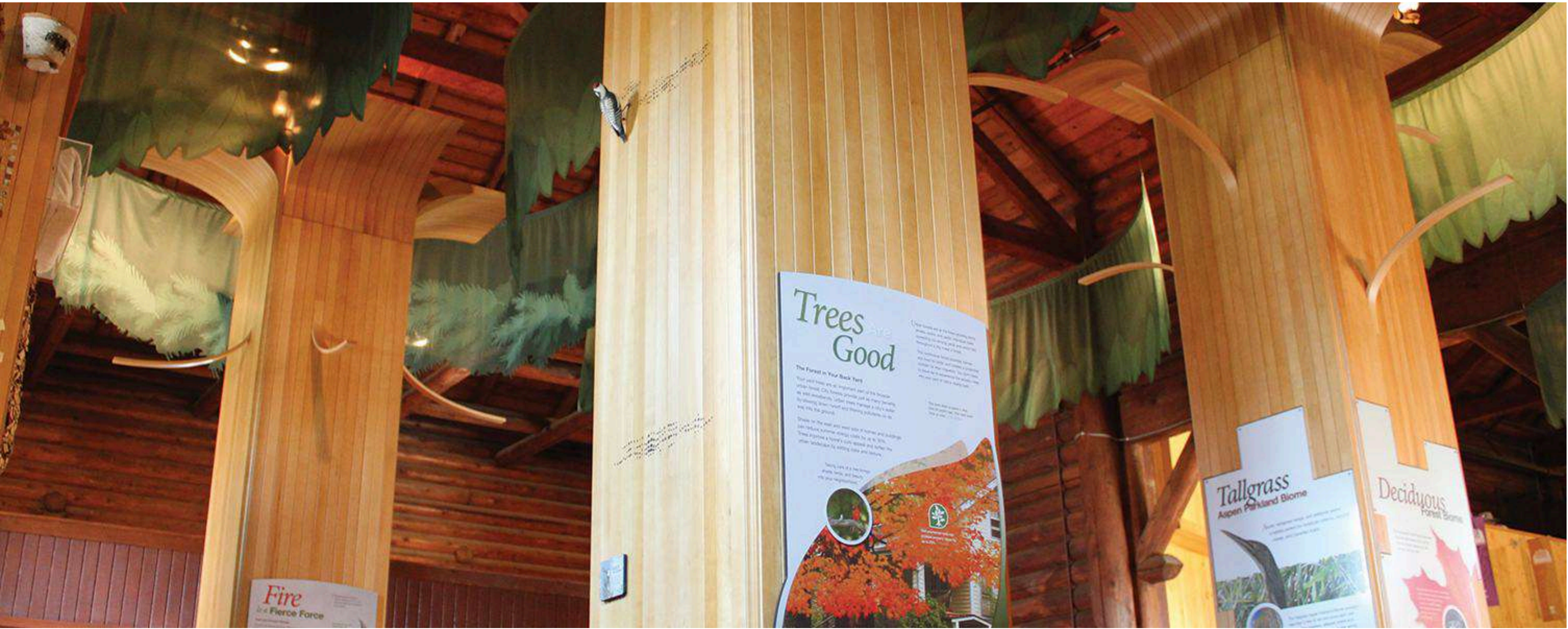
MN DNR - MN State Fair

Client: MN DNR
Goal: Create an educational experience about MN State Parks
Status: Complete
Role: Design Lead
Team: MN DNR/Split Rock Studios

The Minnesota State Fair DNR Forest Exhibit was an educational initiative designed to enhance fairgoers' knowledge about Minnesota's rich forest ecosystem.

The exhibit aimed to provide insights into the diverse tree species native to the state, the animals inhabiting these forests, and the various recreational activities offered in state parks.

A key attraction of the exhibit was a life-sized trail shoe, a popular spot for fair photos. This interactive aspect served as a fun way to encourage visitors to engage in active lifestyles within their local communities, promoting the importance of outdoor activities and the conservation of Minnesota's beautiful, natural landscapes.



Movimiento

Client: MN DFL Latino Caucus
Goal: Create an identity for the MN DFL Latino Caucus
Status: Complete
Role: Design Lead
Team: Representative Maria Isa/Luis Santiago

The branding project for the DFL Latino Caucus of Minnesota was a meaningful initiative that intricately combined key elements of the Latino culture and Minnesotan identity.

The project's central motif was the loon, a bird significant to Minnesota, symbolizing tranquility, peace, and freedom. Alongside the loon, we incorporated Hispanic markings that represent water and freedom, resonating with the DFL party's principles of fluidity, freedom, and inclusivity.

I meticulously designed these elements to create a powerful brand identity that truly represents the DFL Latino Caucus's spirit and the values they uphold. This unique blend of cultural symbols and party principles has resulted in a visually striking and meaningful brand representation that resonates deeply with the party's diverse members.



FLYER



STICKER/COASTER



POSTCARD



T-SHIRT



TOTE BAG