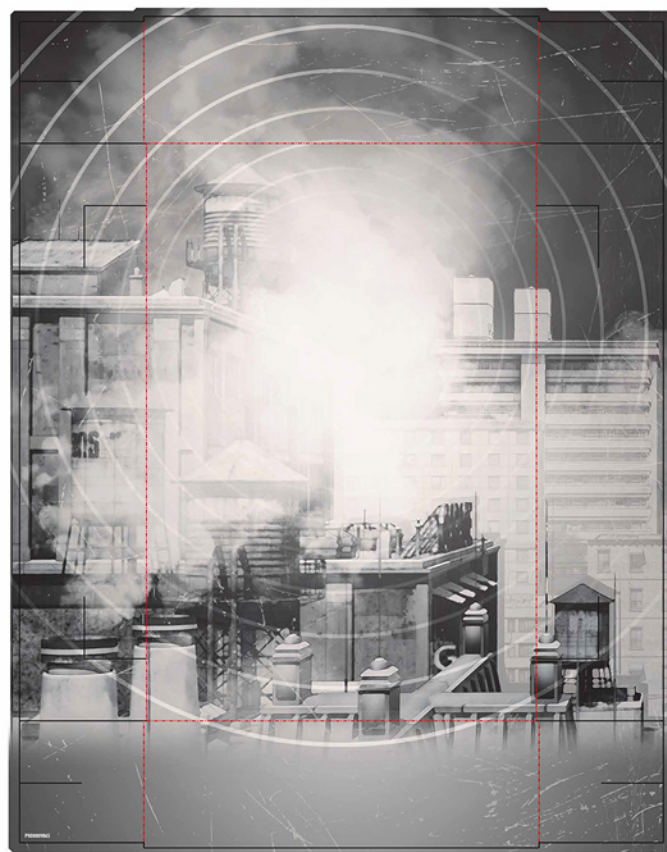




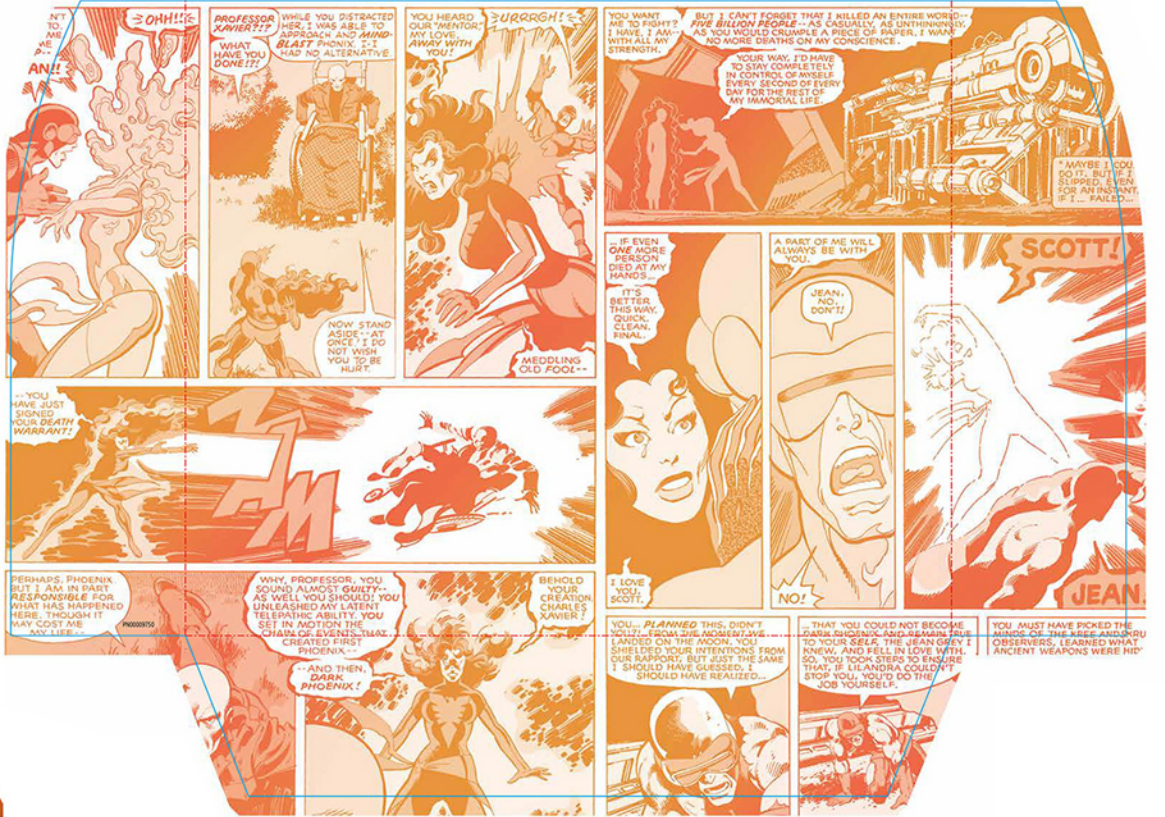
MATT GABE
GRAPHIC DESIGN!

732.580.3105 • matt.gabe@gmail.com



MARVEL LEGENDS DAREDEVIL
2017 SAN DIEGO COMIC CON EXCLUSIVE – CONCEPT, ART DIRECTION, DESIGN & LAYOUT





MARVEL LEGENDS DARK PHOENIX 2 PACK - DESIGN & LAYOUT



KRE-O MY LITTLE PONY – PACKAGE LAYOUT & BRANDING DESIGN

Retail packaging for KRE-O My Little Pony items. Developed packaging graphics based on supplied My Little Pony styleguide and newly updated KRE-O logo. Concepted product layout for each individual set, and worked with in-house 3D team to create renderings for front panel as well as back panel insets to communicate features.

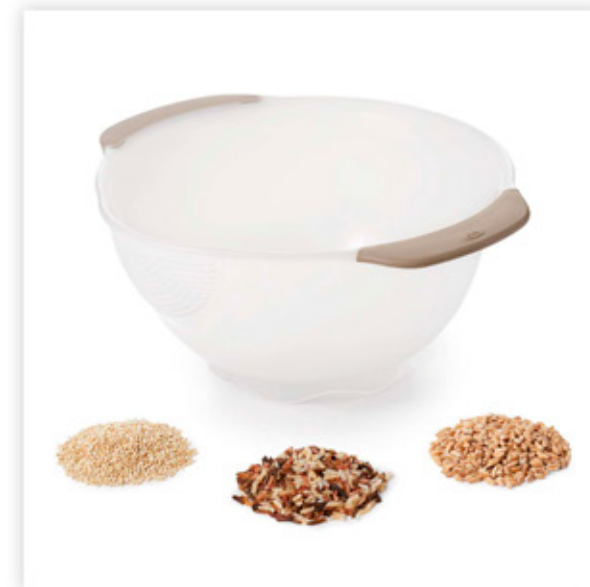
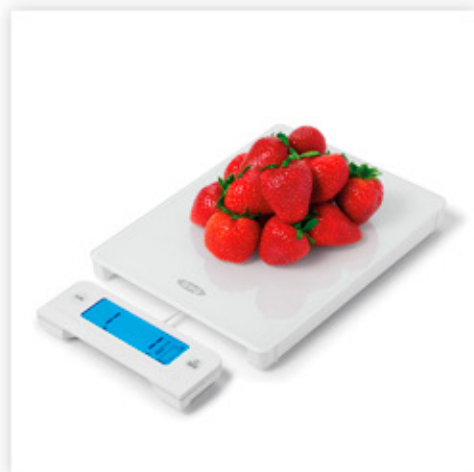


YO-KAI WATCH – PACKAGE LAYOUT & BRANDING DESIGN

Retail packaging for Yo-Kai Watch MODEL ZERO watch.

Developed YO-MOTION logo and associated graphics to communicate new feature for the 2nd season of products.

Provided concept and layout for packaging art in addition to art direction for illustrations on package.



OXO GOODGRIPS – PACKAGE LAYOUTS & PHOTO ART DIRECTION

Retail packaging for GoodGrips 11 lbs. Glass Scale, and sample of other product photography.

Worked directly with photographer in the studio to create front panel beauty shot and all shots needed for packaging to communicate major features. These images would also be used for ads, catalogs, and various websites.



HOT WHEELS TRACK SETS - DESIGN & PLAYSET ILLUSTRATIONS

Hot Wheels Triple Track Twister and CARCADE retail packages. The Triple Track Twister uses a forced perspective to make the viewer feel engaged in the track set. The CARCADE uses two models and an exaggerated hyper-real illustration to showcase all of the features of this non-traditional Hot Wheels toy. Provided layout concepts for both sets, art direction to the illustration teams to create finished front panel graphics, and photo shoot art direction.



HOT WHEELS TRACK SETS - DESIGN & PLAYSET ILLUSTRATIONS

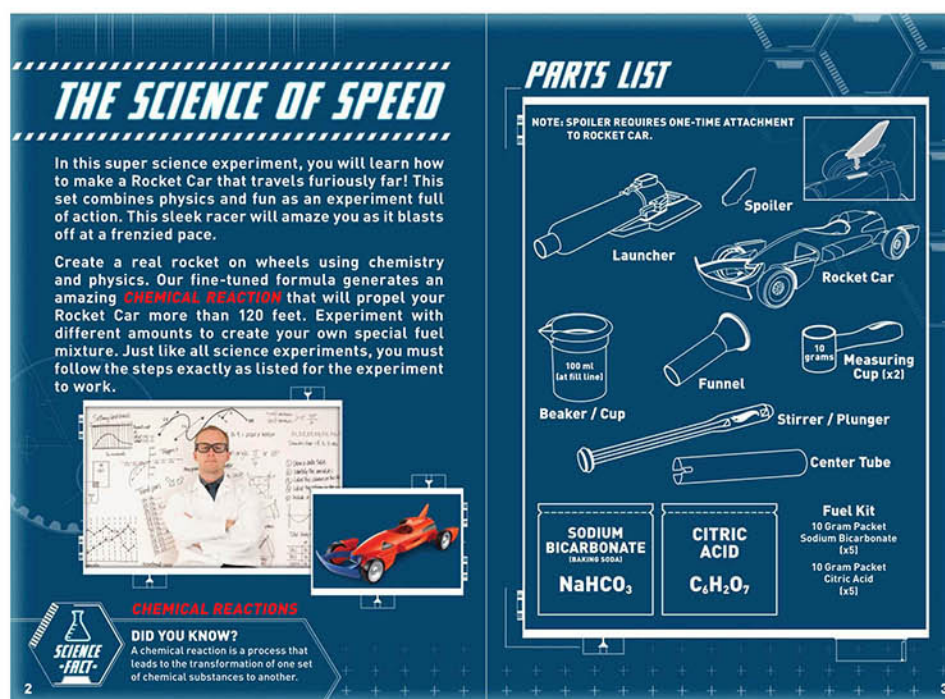
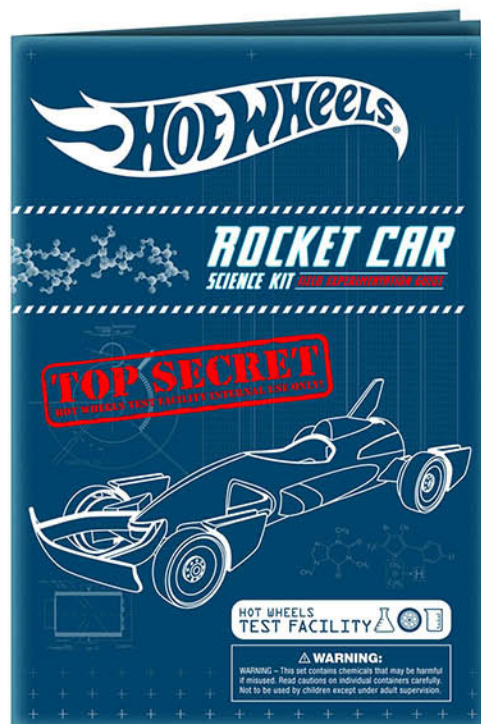
Hot Wheels Color Shifters Sharkport Showdown retail package. Sharkport Showdown features two color-change zones and a chomping shark. The package uses a playfully exaggerated style of illustration to bring the shark, and the whole set to life. Provided layout concept and art direction to the illustration team to create finished front panel graphics.



HOT WHEELS TRACK SETS - DESIGN & PLAYSET ILLUSTRATIONS

Hot Wheels Motorized Mega Garage retail package. The Motorized Mega Garage uses a more traditional perspective with a point of view that captures all of the play set features in one shot.

Provided layout concept and art direction to the illustration team to create finished front panel graphics.



HOT WHEELS ROCKET CAR SCIENCE KIT - PACKAGE & INSTRUCTIONAL BOOKLET

Package and instructional booklet included in the Hot Wheels Rocket Car Science Kit. Winner in the Consumer Products category of the 2011 American Package Design Awards. Provided concept, art direction of original line drawings, print specifications, and design layout of package and booklet. This item was only available for purchase online, so part of the package was designed to allow for a mailing label.



HOT WHEELS BALLISTIKS - LOGO, TRADE DRESS, CHARACTER & PLAYSET ILLUSTRATIONS

Overall art direction of packaging for the Ballistiks segment of Hot Wheels.

Worked with a design agency to help develop the look and feel of the Ballistiks line based on information supplied by the Hot Wheels Marketing Team.

Collaborated to produce a style that could be applied to a variety of package types while maintaining a strong segment presence.



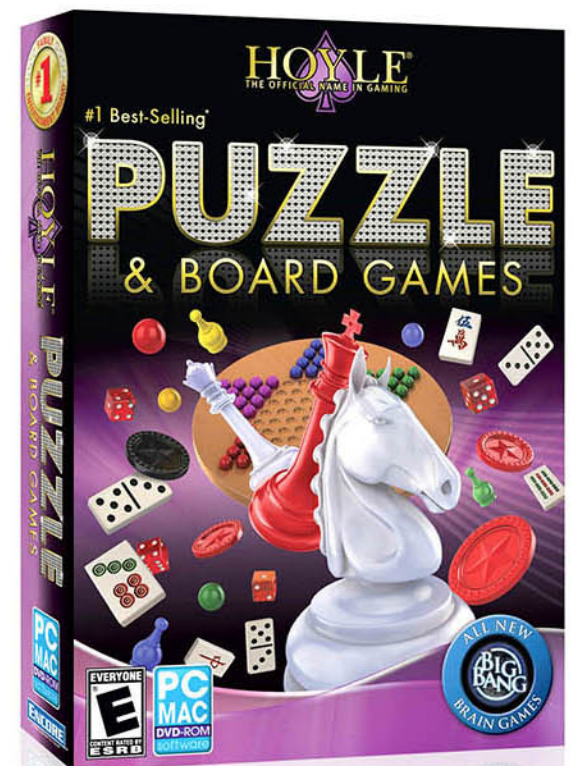
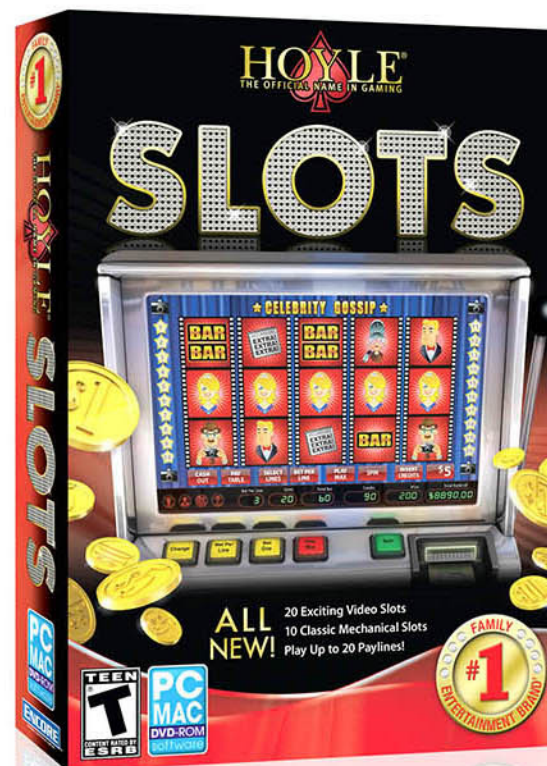
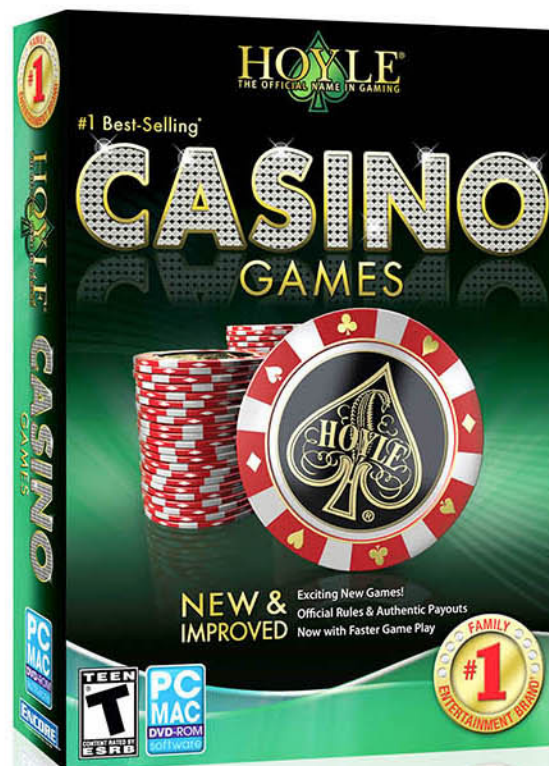
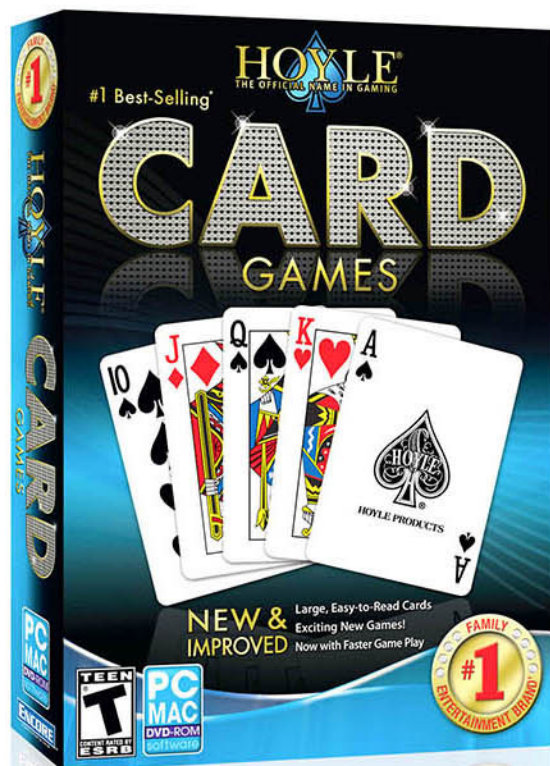
HOT WHEELS R/C - KEN BLOCK DRIFT CAR PACKAGE

Design of package graphics for Hot Wheels R/C Ken Block Ford Fiesta Drift Car. Provided concept and design layout using Ken Block's style guide as reference. Also responsible for art direction of photo shoot and image retouching.



HOT WHEELS WALLTRACKS - DESIGN & PLAYSET ILLUSTRATIONS

Sampling of three Hot Wheels WallTracks packages. WallTracks won the Toy of the Year Award in 2012. A key part of the package's success was being able to instantly see that the track set was placed on a wall, making it stand out from all other Hot Wheels sets. Provided layout concept for each toy, and a layout style that could be applied to multiple package sizes in the toy line. Also provided art direction to 3D illustrators who created renderings of playsets and cars.



HOYLE GAMING SUITE - SOFTWARE PACKAGES & APP DESIGN

Design of package graphics for four Hoyle software titles and title screens for two Hoyle iOS apps.

Provided concept, design layout, print specifications including spot embossing, and mechanical layout.

Worked with 3D illustrator to render key art for the Casino Game, Slots, and Puzzle & Board Games packages.



RCI: REGISTRY COLLECTION - PROPERTY GUIDE

Catalog of properties and services for RCI's luxury timeshares, delivered to current and future Registry Collection clients.

Worked closely with the creative director to establish look and feel of the book. Sourced stock photography in addition to supplied photos to layout a property detail page for over 100 properties. Oversaw all color correction for printing and attended press check at the vendor.



AVIS: CHAIRMAN'S CLUB - PROMOTIONAL MAILER

Direct mail package created for Avis' high-end car rental business, Chairman's Club. Received a Gold Medal in the Direct Marketing Business to Consumer category at the 2007 ASTRA Awards.

Provided concept, creation of original artwork, design layout, print specifications and mechanical layout.

TIPS FOR BEGINNERS

In-line skating has become one of the most popular sports in the country over the past two decades. The sport continues to be pushed to new frontiers utilizing innovative technologies. The sport continues to grow in popularity as people discover the health benefits of skating — in-line skating burns as many calories as running, plus it's easier on the joints. Whether people use skates for tricks (aggressive skating), social events, fitness purposes, or competitive games, skating is a sport that the entire family can enjoy!

If you're skating for the first time or if you are an experienced skater, here are a few helpful tips to keep in mind the next time you go out for a skate:

1. Bend your knees as much as possible. If you are not in a sitting position, you are not low enough. Keeping a low stance increases overall balance and the length of your stride, which improves the efficiency of your skating technique and your control.
2. It is also very important to "flex" your ankles. Flexing using your inside, center, and inside edge (all your wheels) on every stride until it comes naturally. Mastering the control of your ankles creates more stability, significantly increasing your control and push-off power.
3. Use quick short steps to increase your heart rate for a period of time, and then switch to long strides for a period of rest. This will help your overall endurance and performance.
4. Learn to glide on each foot for ten seconds. This will help you with balance and develop long stride interval training.
5. Always wear proper gear such as helmets, wristguards, elbow and knee pads. Regardless of your skating ability, it is important to protect yourself against other road elements out of your control. Wearing protective gear will, over time, give you various skaters with confidence.

Incorporating these skating tips into your skating regimen will allow you to make vast improvements in your overall performance. To learn more visit www.rollerblade.com for safety tips and information on skating for fitness, among other helpful items.

GRASS ROOTS PROGRAMS & PARTNERSHIPS

FREE SKATE LESSON PROGRAM

Rollerblade is proud to sponsor the Free Skate Lesson Program, a grassroots effort by inline skating schools across America. In-line skating is a fantastic sport that is aerobic, calorie-burning, and fun. However, many novice skaters find it difficult to brake or have trouble achieving an efficient stride. Now, with the Free Skate Lesson Program, you can get a free skating lesson in your local community from a qualified professional. No strings attached. Visit www.FreeSkateLesson.com to register.

CAMP ROLLERBLADE

One skate lesson goes a long way in helping you use your brake or learn to turn. Two lessons are even better. However, for the best instruction available consider joining Camp Rollerblade! Camp Rollerblade has a variety of programs designed to teach new skaters how to safely learn to brake, roll forward, turn, and more. Two-day Camp Rollerblade Weekends are held in major cities across America. Five-day instructional vacations are offered in the resort town of Hilton Head Island off the coast of South Carolina. Wherever you choose, Camp Rollerblade is your best option for learning to skate with other adult beginners in a safe and fun environment. Visit www.CampRollerblade.com for complete details.

SKATE TOURS

Zephyr Inline Skate Tours has been creating vacations for in-line skaters since 1997 and now offers skating adventures in ten US and European locations. Each skate tour is fully supported and includes hotel lodging, meals, van support, guides, and professional instruction. Most participants are between the ages of 30 and 70. Join Zephyr in such great skating locales as Switzerland, The Netherlands, Florida, or Colorado and see why a skate tour is one of the best ways to travel. Visit www.ZephyrAdventures.com for more information.

MAINTENANCE

It's important to perform some simple maintenance, to keep your skates in top shape. Much like a car tune-up, a skate tune-up lengthens the life of your skates and ensures a safe, fun, experience throughout the season.

The eight steps for preparing for the season are:

1. Check axle tightness.
2. Check for loose buckles or worn laces.
3. Inspect your brake pads to ensure that they are within the wear limit line or if you have the Rollerblade A2T system, check to see if the braking system components are tight and in good working order.
4. Check for shell or frame damage and make sure that the frame is securely tightened.
5. Inspect wheels for wear. Excessively worn wheels decrease performance and control. You may need to rotate your wheels.
6. Clean and wipe off the skates. It is a good idea to take a clean dry cloth and wipe down the skates, frame and bearings. It is especially important to keep the bearing walls clean in order to keep all dirt, oil, and other contaminants out of the bearings.
7. Check bearing performance by spinning the wheels. Bearings might need to be cleaned if they are serviceable or replaced.
8. An extra step would be to wash your liner and protective gear. It is best to wash them in cold water with a mild detergent like Woolite®. Then rinse them in cold water and hang up to dry. Do not attempt to clean them in the washer or dryer which may cause damage.

Performing a tune-up on your skates will keep them rolling for years to come. For more detailed information on skate maintenance, visit www.rollerblade.com. Follow the maintenance procedures on the Rollerblade Web site. Pictures will guide you through maintenance of wheels, bearings, brakes, and frames.

AND YOU THOUGHT THEY WERE JUST FOR YOUR FEET...

Creates higher muscular activity levels for legs, thighs, buttocks and spine than running or cycling.

Burns as many calories as running.

Produces less than half the impact and shock to joints as running.

Works for minutes at longer periods of time than running, skiing or cycling cranks.

THE SAME INCREASE IN METABOLIC BURN AS RUNNING.

USING ROLLERBLADE INLINE SKATES IS ONE OF THE BEST WAYS TO GET FIT WHILE HAVING FUN.

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WWW.ROLLERBLADE.COM

ROLLERBLADE THE SKATE CO.

www.rollerblade.com

RACE

PROBLADE
This elite light, strong skate is wind-tunnel tested for aerodynamic efficiency and speed. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

LIGHTNING TF AIR
This elite skate features the new 100mm wheel and a new 100mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

MENS

LIGHTNING TF
This elite skate features the new 100mm wheel and a new 100mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

LIGHTNING
This elite skate features the new 100mm wheel and a new 100mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

FITNESS

CROSSFIRE 40
Featuring our adjustable 40mm frame, this skate is designed for speed and performance. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

CROSSFIRE 90
Featuring our new 90mm frame, this skate is designed for speed and performance. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

'RECREATION

ASTRO 7
This light, comfortable skate features our exclusive 70mm wheel and a new 70mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

ASTRO 5
This light, comfortable skate features our exclusive 50mm wheel and a new 50mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

RACE

LIGHTNING TF WOMEN
This elite skate features the new 100mm wheel and a new 100mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

LIGHTNING WOMEN
This elite skate features the new 100mm wheel and a new 100mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

WOMENS

ACTIVA 40
Featuring our adjustable 40mm frame, this skate is designed for speed and performance. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

ACTIVA 60
Featuring our new 60mm frame, this skate is designed for speed and performance. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

FITNESS

ACTIVA 40
Featuring our adjustable 40mm frame, this skate is designed for speed and performance. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

ACTIVA 60
Featuring our new 60mm frame, this skate is designed for speed and performance. It features a new 100mm wheel and a new 100mm axle for a perfect fit.

'RECREATION

WINGS 7
This light, comfortable skate features our exclusive 70mm wheel and a new 70mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

WINGS 5
This light, comfortable skate features our exclusive 50mm wheel and a new 50mm axle for a perfect fit. It is the most advanced skate in the world for speed and performance.

JUNIOR

MICRO TFS
Adjusts 4 wheels with the push of a button and features the latest closure system available — 100% Micro.

MICRO
Adjusts 4 wheels with the push of a button.

MICRO W
Adjusts 4 wheels with the push of a button.

URBAN

TWISTER II PRO
The new dual axle is designed for maneuverability and to provide the ultimate support.

TRS '06

TRS TEAM SKATE
Our premier, all purpose street and park skate features a "roll-back" heel, a removable cuff, and high performance wheels and axle system.

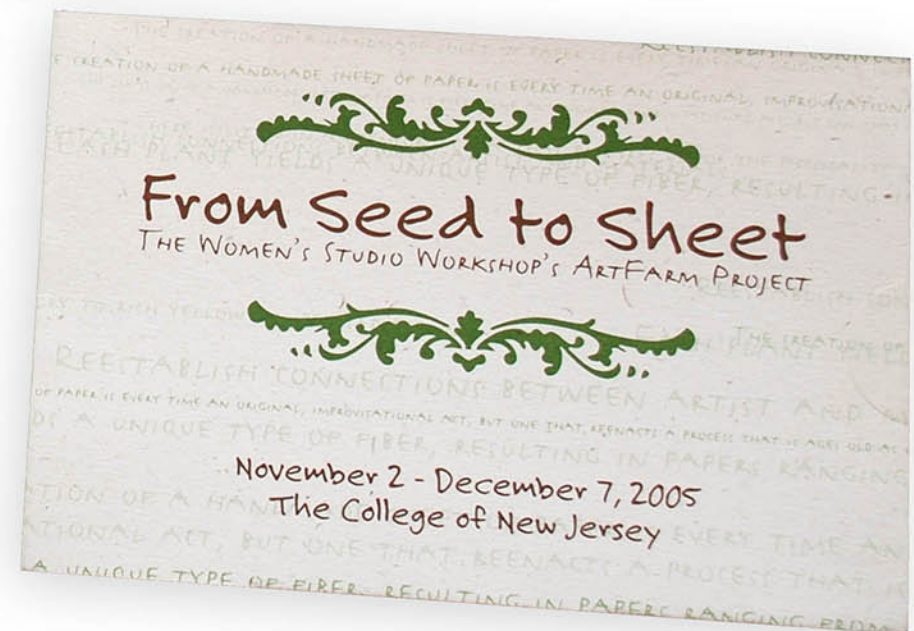
TRS A6
This skate features an all new 100mm wheel, an advanced cuff, and exclusive closures that lock and slide better.

DOWNTOWN II
Roll back the safety skate for its simplicity, control, performance, and ease of use.

TRS JR
Only one aggressive skate supports a full view, so the kids don't stop when their feet grow.

ROLLERBLADE - CONSUMER CATALOG

2006 Rollerblade consumer catalog designed for in-store displays, and distribution through sales teams and events. Responsible for concept and design layout using supplied images. Provided input on production format to help keep job cost within budget.



TCNJ ART GALLERY - EVENT MAILERS

Sampling of three event mailers designed for the College of New Jersey Art Gallery.

Provided concept, creation of original artwork, design layout, print specifications and mechanical layout.