

Adam Koon

A DESIGNER WITH ILLUSTRATIVE IDEAS

“Illustrator and designer **Adam Koon** finds inspiration in organic and whimsical designs. Oh yes. And 1950s-era astronauts. A St. Louis transplant, Adam graduated from the Columbus College of Art and Design. When he finally puts down his pen (and his pasta fork, of course), Adam spends his time exploring the nooks and crannies of St. Louis on his bike.”



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CLIENT:

BON BON

2015 | BIKLOPS DESIGN AGENCY | RESTAURANT BRANDING CONCEPT

In collaboration with **Biklops**, I was called to create visuals and concepts for a client's restaurant called Bon Bon. After researching and brainstorming, I landed on the idea to make food the center of everything, including the logo itself. The visuals are fresh, playful, and colorful.

SKILLSET:

Illustration, Branding, and Graphic Design.

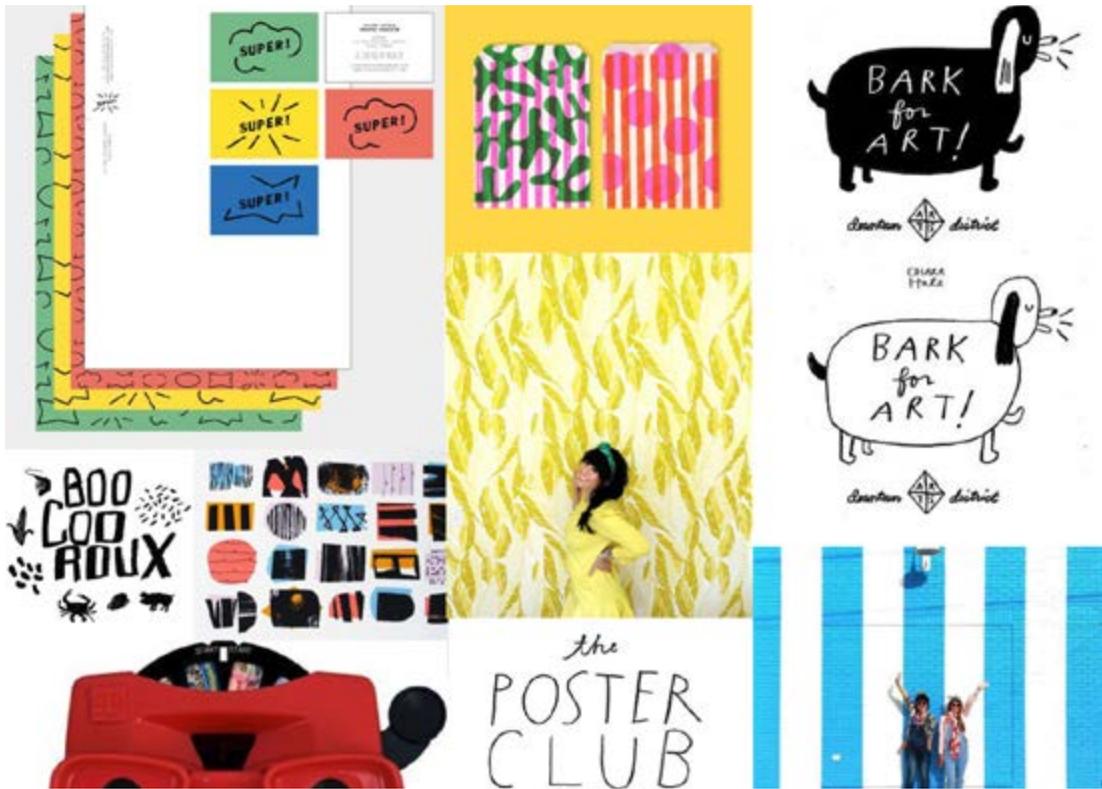




BON
 BON
 BON!



EARLY IDEAS





BONBON
MENU

SNACKS
dishes to share or eat by yourself

TAKOYAKI
Japanese octopus fritters, kewpie mayo, Japanese BBQ sauce, bonito, pickled ginger, sunflower seeds (6 bites)

WINGS
Thai marinated sweet and spicy chicken wings, nam phrik chili sauce (DF, S)

SPICY TOFU CHILI
Central Soy tofu, black pepper, red chili, cilantro, scalloped potatoes

QUESO
monterey jack cheese, roasted garlic, mezcaltl, chutney, chips (V)

FRENCH ONION TATOR TOTS
crispy tots, caramelized onions, apples, alma cheese

SPROUTS
brussel sprouts, pecorino cheese, black garlic, cauliflower & peach

BUNS
a steamed bun with yummy stuff

HOT CHICKEN 6
spicy fried chicken, dill mayo, garden pickles (S)

TOFU 6
spicy seared Central Soy tofu, green bean kimchi mayo (S)

KATSU 6
crispy pork loin, kewpie mayo, Japanese BBQ

BONBON
Allan Marimon
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CLIENT:

KFC

2016 | Soul Sight

Campaign roll out for KFC and 7up's collaboration. They wanted a brand identity for a new product that would be sold in KFC restaurants.

SKILLSET:

Illustration and Campaign Branding



2016 | Early Concept









CLIENT:

BETTER LIFE

2015 | ATOMICDUST

At **Atomicdust** we were given the task of creating a whole new brand identity system for a local St. Louis brand that creates natural cleaning products (featured on Shark Tank).

My idea was that better life would be wiping away the mess and creating a path of happiness with fun and illustrative icons that reveal a Better Life.

Product can be found in Target stores and are now featured on The Dieline!

SKILLSET:

Illustration and Packaging Design.



ORIGINAL CONCEPTS:

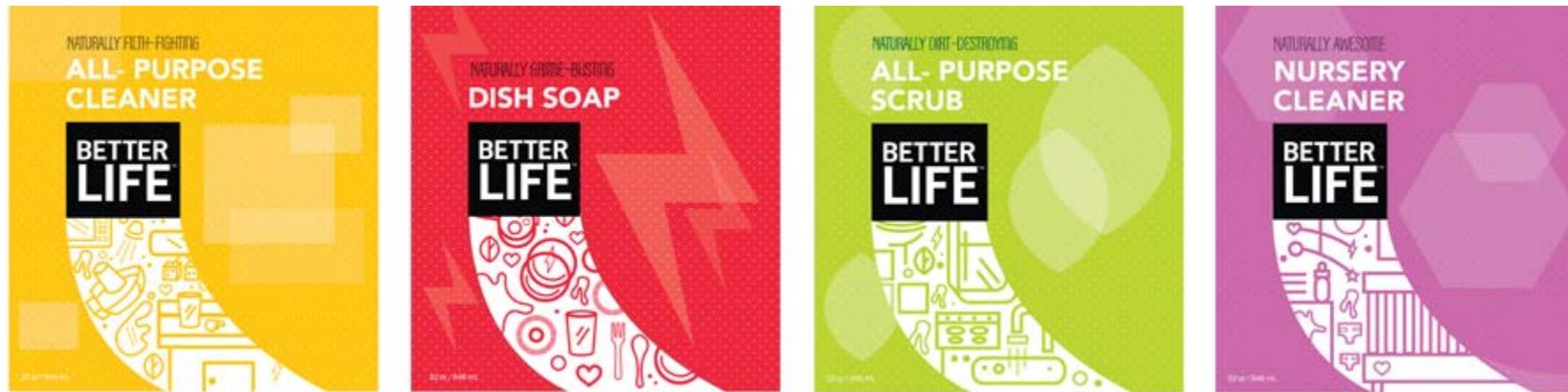
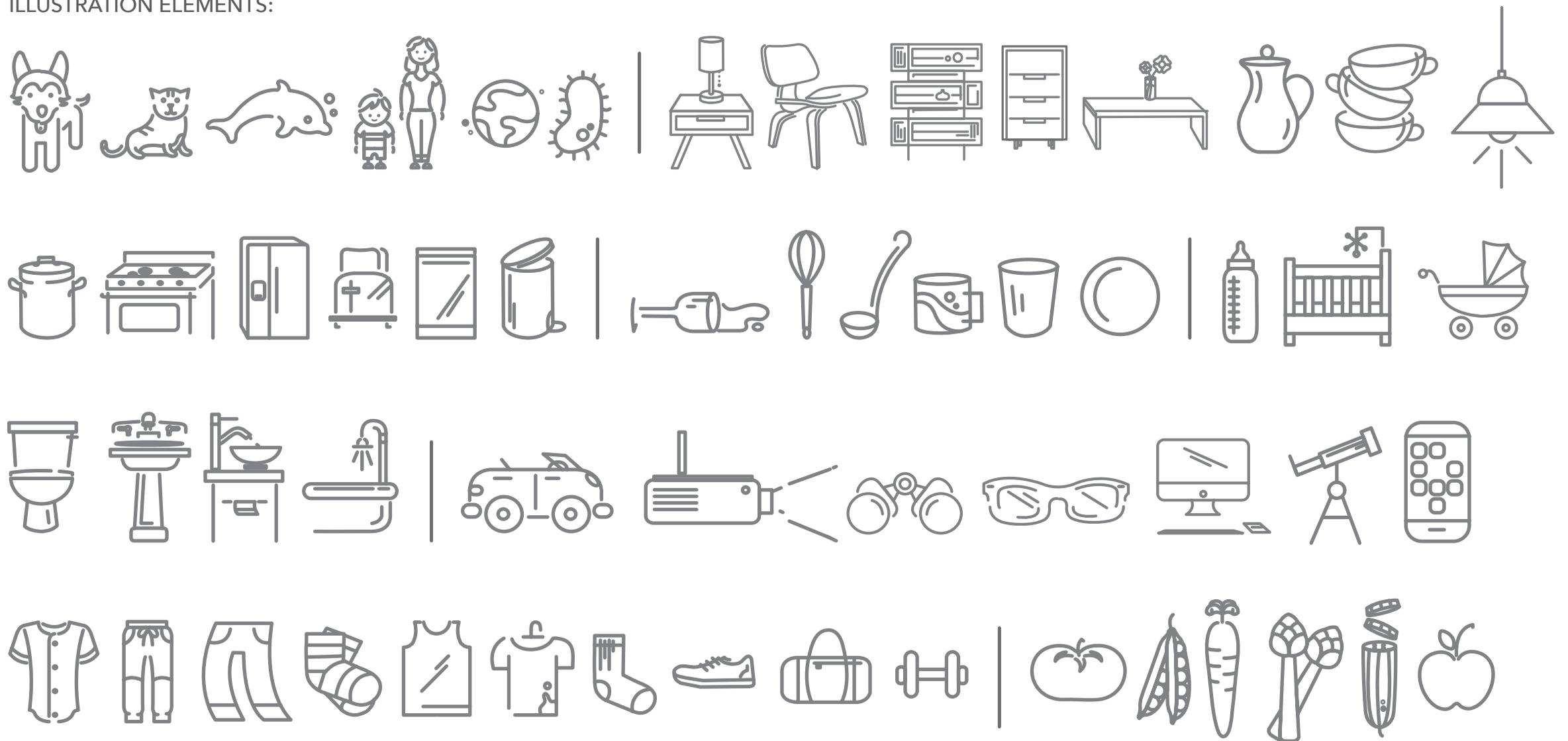
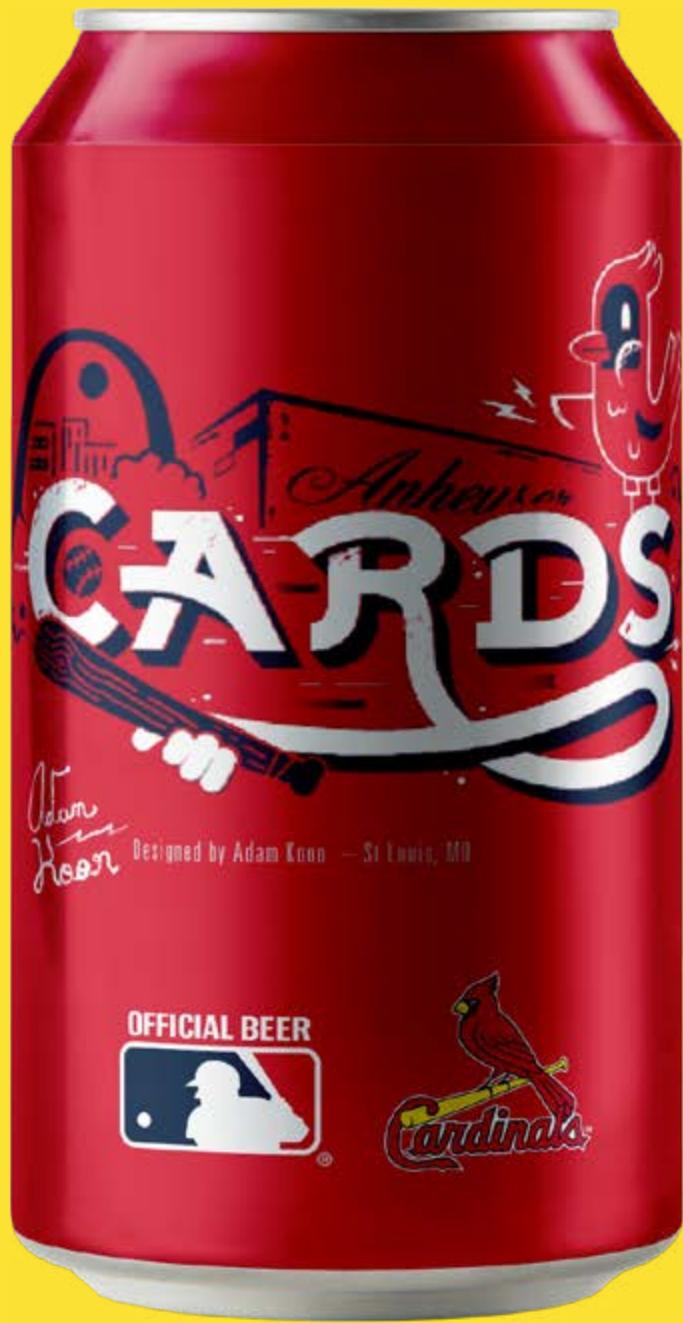


ILLUSTRATION ELEMENTS:







CLIENT:

BUDWEISER

2017 | PERSONAL

Recently I was asked by **Budweiser** and the **MLB** to create a can design that represents The Cardinals, St. Louis and Budweiser. This will be sold in stores and featured as a product you can buy at the Cardinals ball park. I experimented with several designs to find the best one to stand out as a prominent feature on the can and can work with a limited color pallet. It has been a huge honor to represent STL as a Designer / illustrator and someone who loves going to the games.

SKILLSET:

Package Design, Hand lettering, Illustration



VIDEO:

<https://www.youtube.com/watch?v=pQtKwr1FqIE>





Admission
CARDS

Adam Koon

Designed by Adam Koon - St. Louis, MO

OFFICIAL BEER





CLIENT:

PORANO

2014 | ATOMICDUST

At **Atomicdust** we were given the task of completely branding a fast, casual Italian eatery. We were inspired by the Bauhaus movement and wanted to add our own illustrative touch. I was responsible for the logo, A lot of the visuals you see and recruited as a local illustrator to be featured on various print materials.

SKILLSET:

Branding, Illustration, and Interior Graphics.



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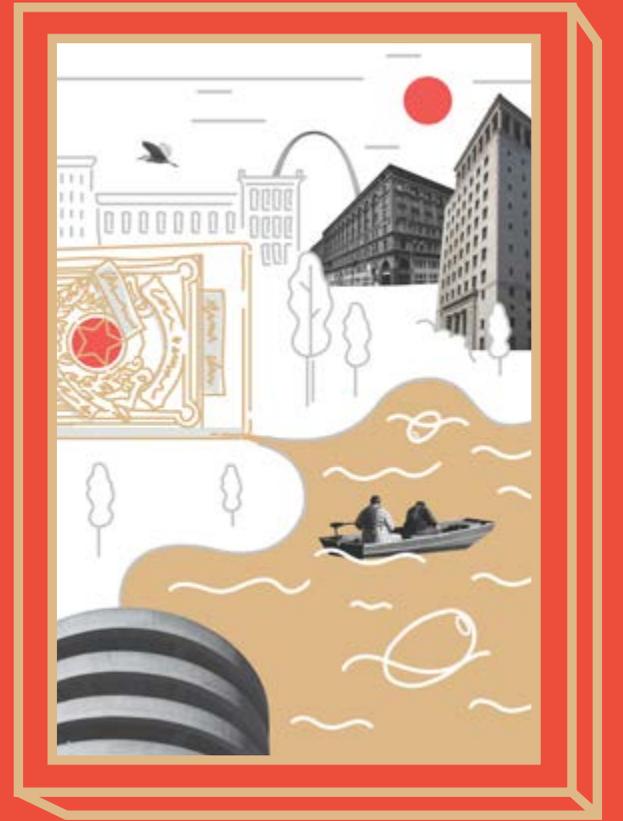


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