

# PORTFOLIO

ALEX CARLSON

ILLUSTRATION, DESIGN, AND SUSTAINABILITY





**Hello! My name is Alex Carlson.** I'm a designer, illustrator, and expert in material sustainability. I've spent the last ten+ years in the footwear and outdoor industry wearing all sorts of hats.

I got my start in illustration as a print and pattern designer and while that's currently not the focus of my 9-5 job, it's still my passion.

In this portfolio are representations of all aspects of my tenure career. Footwear, print and pattern, illustration, and sketches are shown. Please enjoy!



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# MONSTER KICKS



A series of fun illustrations combining two favorite subjects: monsters and sneakers. Done in ProCreate.



# FOOTWEAR & GRAPHICS



While at PUMA I worked as both a footwear designer and print and pattern designer. Puma let me have a lot of fun combining the two disciplines and adding my own style to many projects. The Suede Spitfire was a favorite of mine, drawing inspiration from the types of planes my grandfather flew for the Airforce. I even got to sneak my initials on the side of the plane in the sockbed.

The slip-on's to the right were inspired by a brief to create a sketchbook print. The project never made it to market, but it's such a good representation of what my actual sketchbook usually looked like at the time.



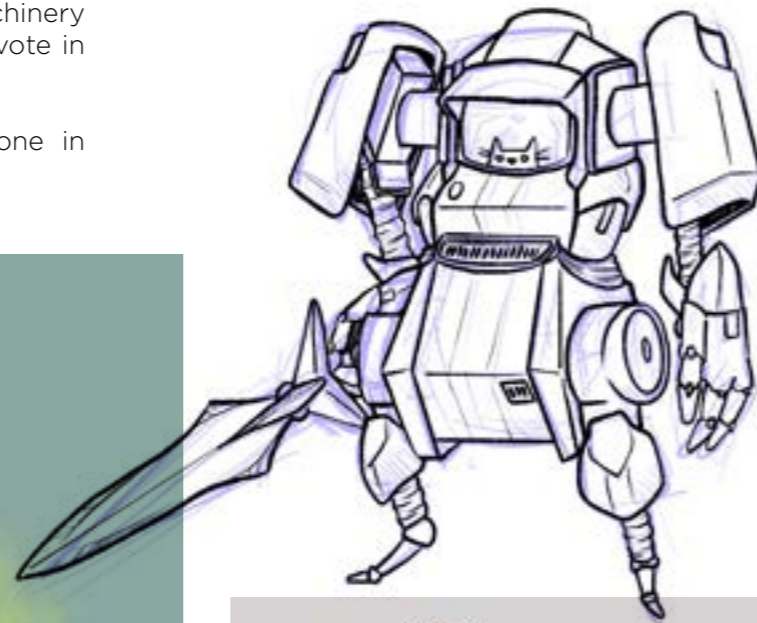
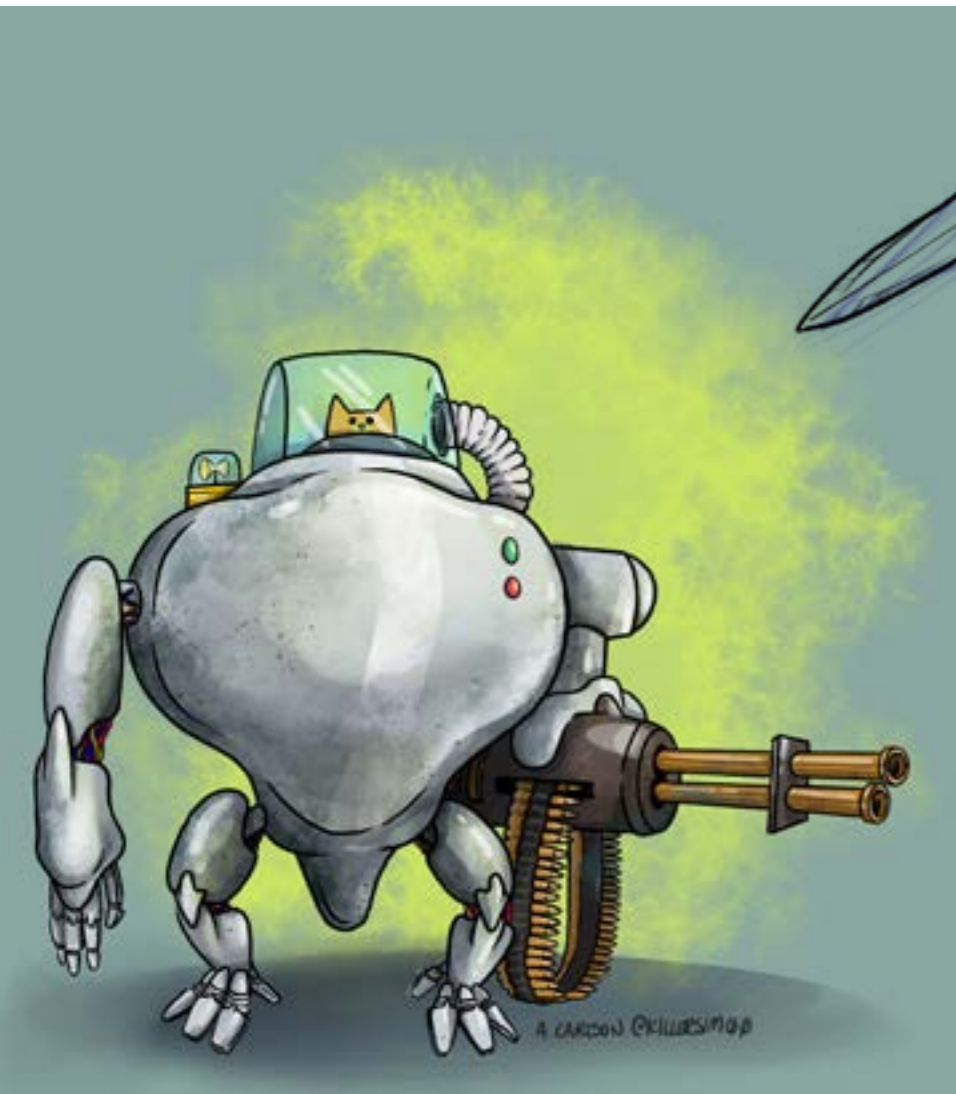
IV

V

# A FEW OF MY FAVORITE THINGS

Robots, mechs, and cats. My love of machinery certainly informed my Minecraft 2021 mob vote in favor of the Copper Golem.

These cat-mechs and the Golem's are done in ProCreate and Photoshop.



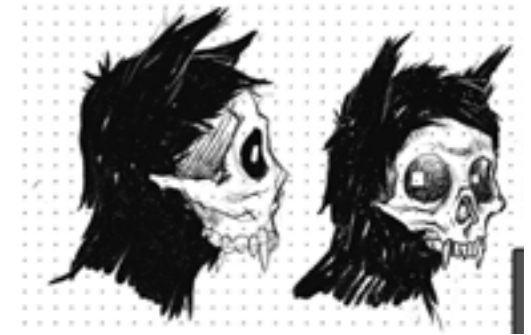
# HOMEBREW D&D

VIII



I've always been in love with fantasy art. Magic the Gathering was the vehicle that sparked my love of art from a very early age. Dungeon's and Dragon's is a consistent fuel for creativity. I'm usually the GM and home-brew many of the characters, places, items, and encounters that happen at the table.

This page features original characters, illustrated in ProCreate.



IX

# TOTEM

The Totem has been a long-standing character of mine that is always a source of inspiration. A type of agnostic guardian for forest-folk, made of earth and clay and driven by magic.

The large illustration to the right was done in ink on paper. Below is a sketchbook page full of ballpoint pen drawings that informed the final piece.



# LANDSCAPES

Most landscapes I work on are from reference but still injected with a bit of whimsy. The far left example was painted while traveling through the Midwest. The bottom was reference taken from the Minecraft YouTube series Empires. While the two right images are completely fictional but still using real world references.



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XIII

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I love hand crafting things and video games make for great collectors toys and figures. I am an avid quilter and sewer and love making 3D sculptures from wood, paper mache, and clay.

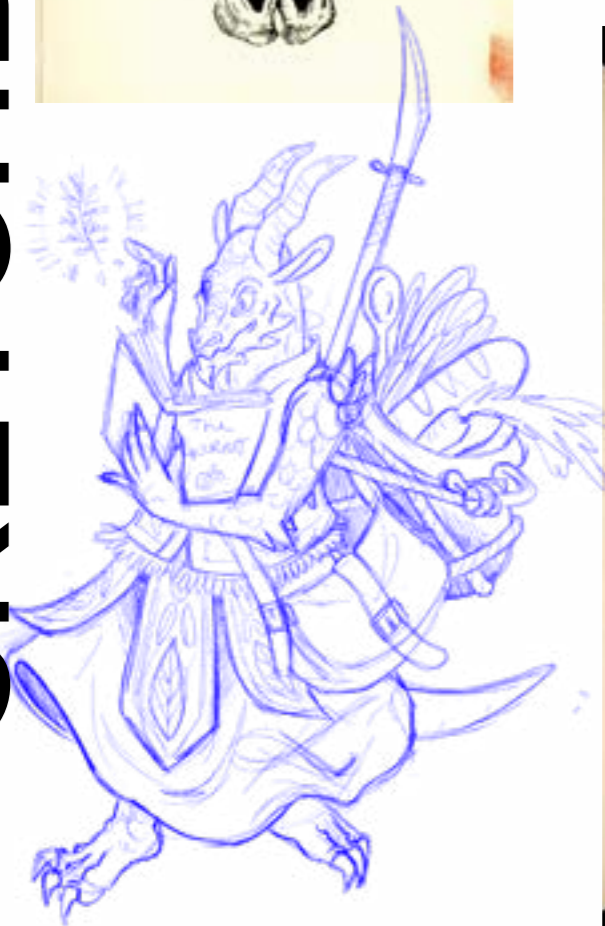
The righthand image of a Warden is made of cedar and assembled with dowels, making them fully posable. The "bearracuda" and "CatRod" left and below are paper mache. All painted by hand with acrylic.



# 3D SCULPTURE



# SKETCHBOOK



XVI

XVII

THANKS!

