

The logo consists of the letters 'HDI' in a bold, sans-serif font. The 'H' and 'I' are solid black, while the 'D' is a white outline. The logo is centered within a white square, which is itself centered within a larger dark gray rectangle.

HDI

HEINRICH DESIGN & ILLUSTRATION

PORTFOLIO



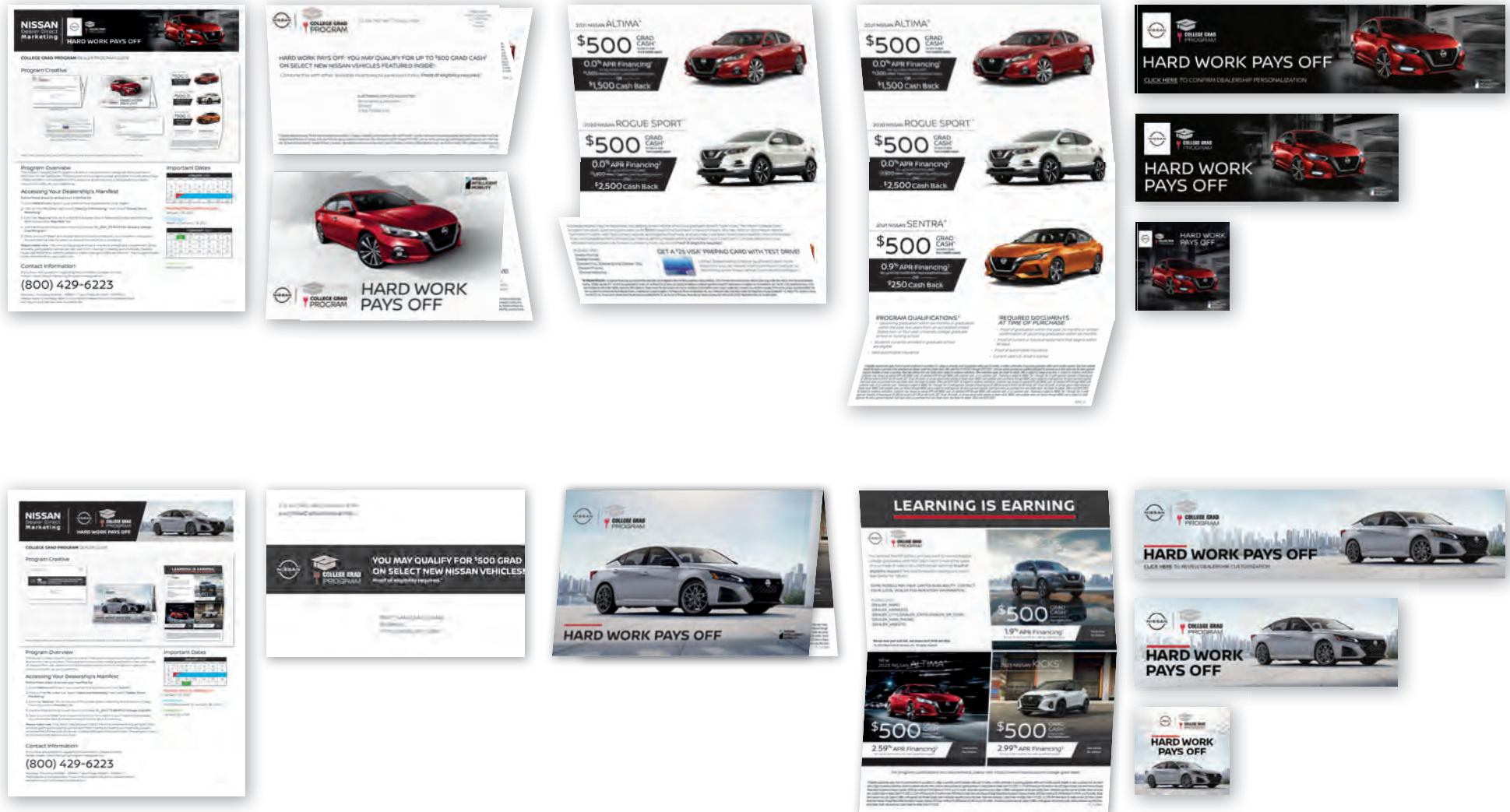
WHO AM I?

Hi, I'm Heinrich Makarowski, a Creative and detail-oriented Graphic Designer, Illustrator and Production Artist with 10+ years of experience producing high-quality digital and print materials. Proven expertise in team leadership, brand consistency and high-volume production workflows across diverse industries including automotive and entertainment. Proficient in Adobe Creative Cloud and Mac-based environments.

ADVERTISING

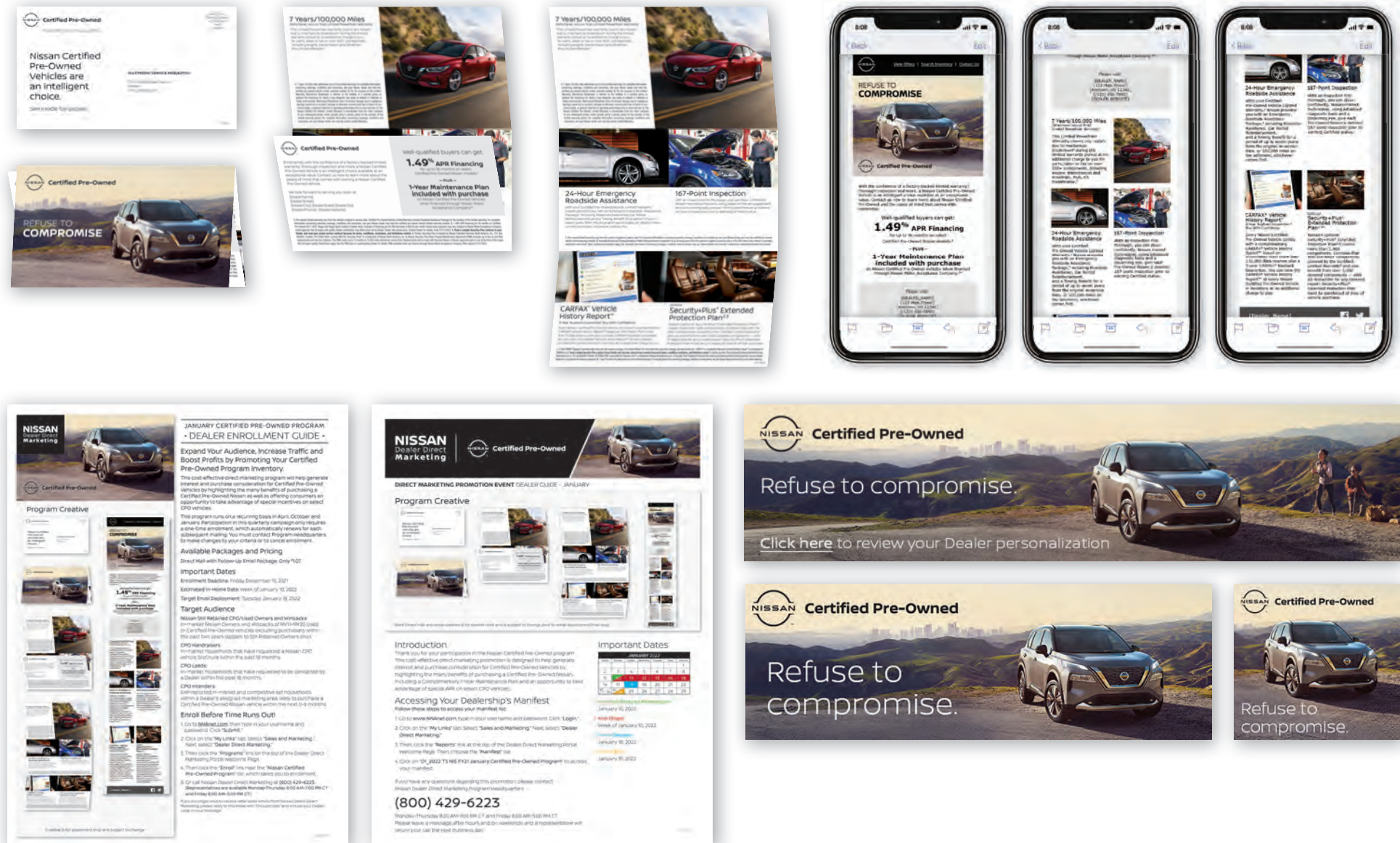
NISSAN / ANNUAL COLLEGE GRAD PROGRAM

Led the creative development and annual refresh of this multi-channel campaign over several years. Deliverables included Direct Mail, Program Guides, and Web Banners. Each year featured a new visual direction while maintaining brand consistency.



NISSAN / MONTHLY CERTIFIED PRE-OWNED PROGRAM

Created and maintained this monthly campaign over several years, delivering fresh creative each cycle. Responsible for updating all assets—including Direct Mail, Emails, Program Guides, and a range of Web Banners in multiple sizes—to support ongoing marketing efforts.



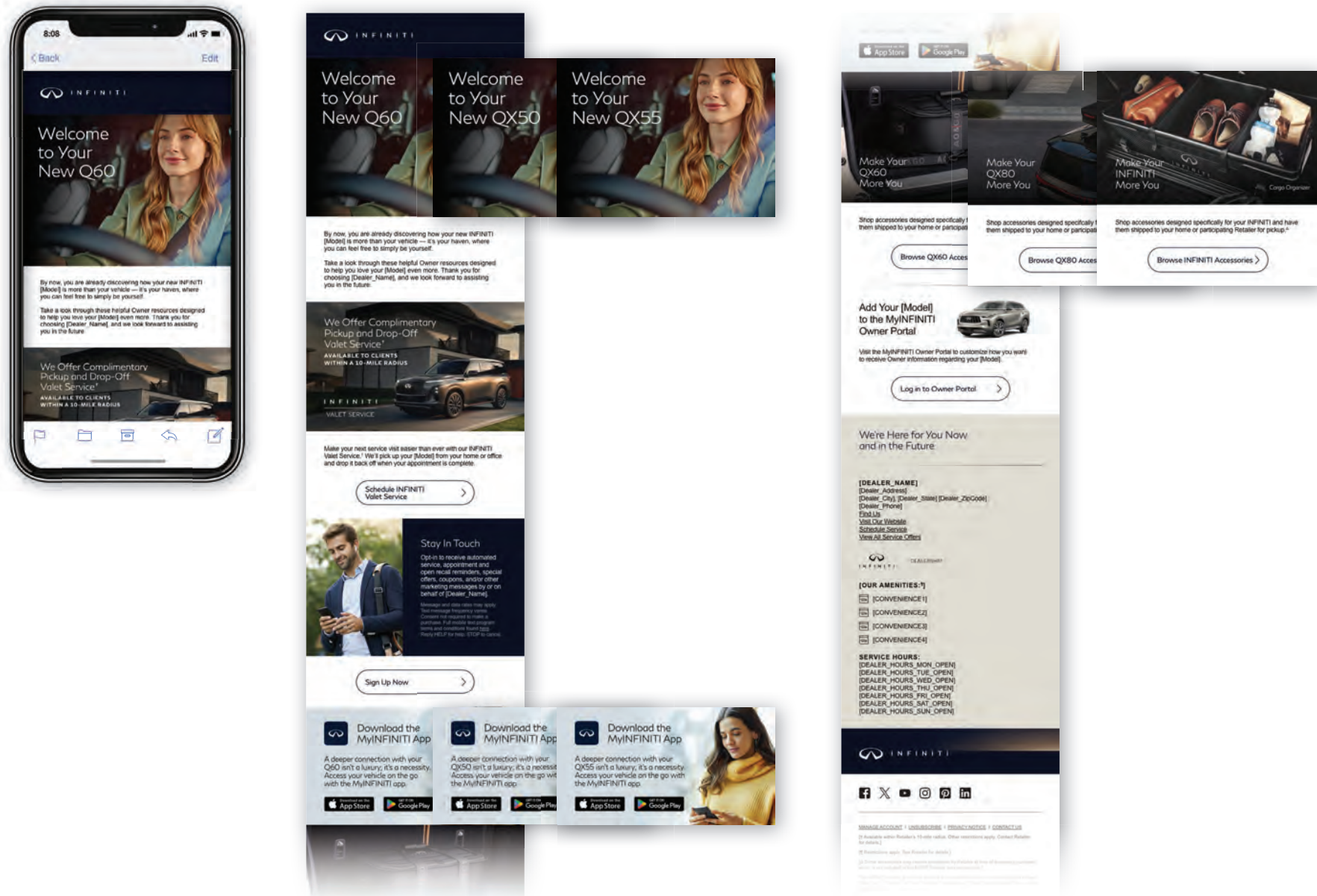
INFINITI / CUSTOM DIRECT MAIL PROGRAM

Managed the creation and ongoing maintenance of INFINITI's custom direct mail program, including updating direct mail creative, web banners and program guides.



INFINITI / CADENCE PROGRAM (22 EMAILS/87 MODULES)

Shown below is an example of an INFINITI Cadence Program email. I was responsible for preparing the design for production, making updates and adjustments to meet the development team's specifications for how Adobe XD files are structured and released to both internal and third-party developers.



INFINITI / QX80 LAUNCH - DIRECT MAIL DESIGN

Collaborated with an Art Director and third-party vendor to design a new size and format for the direct mail piece launching the All-New 2025 INFINITI QX80. Developed a production-ready template with bleeds, crops, and safety margins, managed layout refinements, and delivered detailed specs to the vendor.



BRANDING

ACTIVE TRAINING & THERAPY / BRAND REFRESH

Developed a refreshed brand identity for a personal trainer, incorporating a simplified color palette and the addition of a brand slogan while retaining the original logo. Below are examples of the updated logo with slogan, along with applications across both digital, print and merchandise materials.



ACTIVE
TRAINING & THERAPY

*A HEALTHIER
WELL BALANCED
BODY AND MIND*



ACTIVE
TRAINING & THERAPY

Is a blend of 2 approaches, personal training and/or massage therapy toward a common goal, improving your life with a healthier and balanced body and mind.



ACTIVE
TRAINING & THERAPY

BECKY WOLTMAN
Personal Trainer & Massage Therapist
(708) 691-7274
b.woltmantg@gmail.com
www.activetrainingtherapy.com

July 5, 2015

Dear Ms. Lambert:

Regarding your telephone inquiry yesterday, enclosed are some of the options I have available for my clients who wish to choose either a Personal Trainer or a Massage Therapy approach. As I mentioned, personal meetings would greatly improve my ability to evaluate the needs of an individual client. As explained before all consultations are absolutely free, so please don't hesitate to contact me at (708) 691-7274 or email me at b.woltmantg@gmail.com to setup an appointment.

Listed below are my hours of operation for my studio at which I can be contacted.

Monday:	9:00 am – 3:00 pm & 4:00 pm – 6:00 pm
Tuesday:	9:00 am – 3:00 pm
Wednesday:	9:00 am – 3:00 pm & 4:00 pm – 6:00 pm
Thursday:	9:00 am – 3:00 pm
Friday:	9:00 am – 3:00 pm
Saturday:	10:00 am – 1:00 pm
Sunday:	Closed

Thank you for your interest in Active Training & Therapy. I look forward to hearing from you in the near future.

Sincerely,

Becky Wolman
Owner/Operator

Enclosure

*A HEALTHIER
WELL BALANCED
BODY AND MIND*





ACTIVE
TRAINING & THERAPY

John A. Sample
123 Main Street
Anytown, US 54321
.....

*A HEALTHIER
WELL BALANCED
BODY AND MIND*

ACTIVE TRAINING & THERAPY
10039 S. Roberts Rd.
Pace Hills, IL 60665





ACTIVE
TRAINING & THERAPY

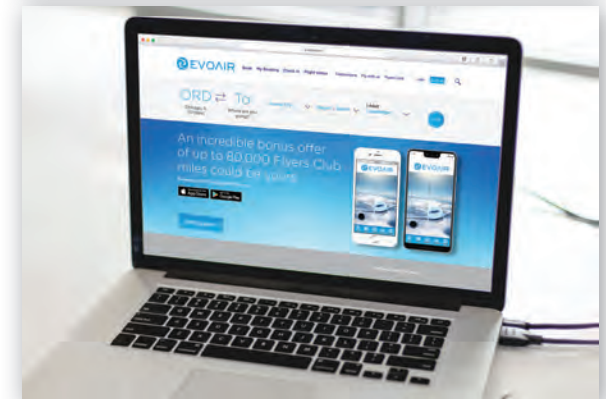
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(708) 691-7274
activetrainingtherapy.com





EVOAIR / LUXURY AIRLINE

Created a full brand identity for EvoAir, including stationery, boarding passes, luggage tags, and a promotional poster. Shown below are applications of the brand, including how it would appear in an airport terminal.



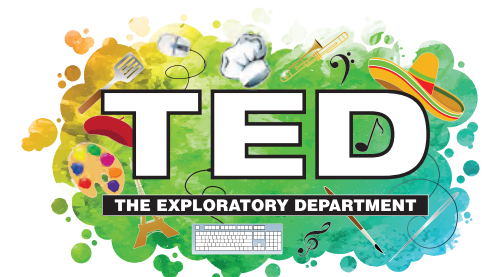
BAMBOO / PAN-ASIAN RESTAURANT

Developed a full brand identity for Bamboo a Pan-Asian restaurant which features the logo, menus, drinkware, coasters, condiment bottles and to-go collateral. Created using Adobe Illustrator and InDesign.



LOGO DESIGN / PERSONAL CLIENTS

A selection of custom logos designed for a variety of clients, including a real estate agent, screen printing shop, motivational speaker, group outing, publishing house, event coordinator and a high school department sign.



EVENT

INITIATE@ EPSILON / MAY THE 4TH EVENT

Served as Lead Designer and Event Coordinator for the Initiat@ Epsilon May the 4th celebration. Created custom Star Wars-inspired fan art for use in promotional posters and giveaway items, including collectible posters and postcards for Epsilon Associates to take home as mementos.



EPSILON / NADA BOOTH DESIGN 2017-2018

Assisted in designing the Epsilon NADA booth, used across multiple years with only minor updates. Shown below are technical illustrations, the double wall wrap, and a photo of the fully assembled 2018 booth.



ODDITY SISTERS / FALLOUT-INSPIRED STICKER COLLECTION

Commissioned to design a series of illustrated stickers capturing the retro-futuristic aesthetic of the Fallout universe for the GCX 2025 Exhibition. Below are a selection sticker designs, along with photos of the display at the client's booth and featured on a Fallout cosplayer's social media.



EPSILON AUTOMOTIVE STUDIO TEAM / SOCIAL EVENT CARDS & POSTERS

Displayed are a selection of social event cards and posters designed to celebrate birthdays, promotions, and team member transitions within the Automotive Studio Team. Each piece highlights individual interests and hobbies, including themes like Roller Derby, Batman, and Star Wars.

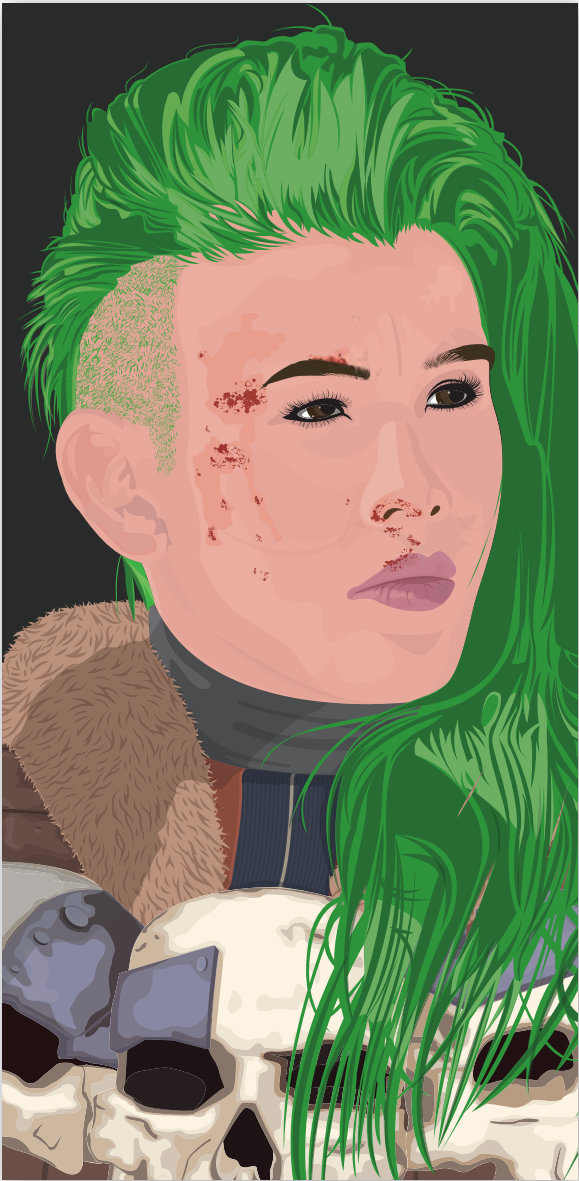


ILLUSTRATION

TYRABONES / FALLOUT 76 CHARACTER MASHUP

Illustrated a unique mashup of a Twitch streamer's Fallout 76 in-game character, blending real-world features for a distinctive and recognizable design. Created with potential use in branded merchandise and stream content.

Detail Close-Up



Poster Creative

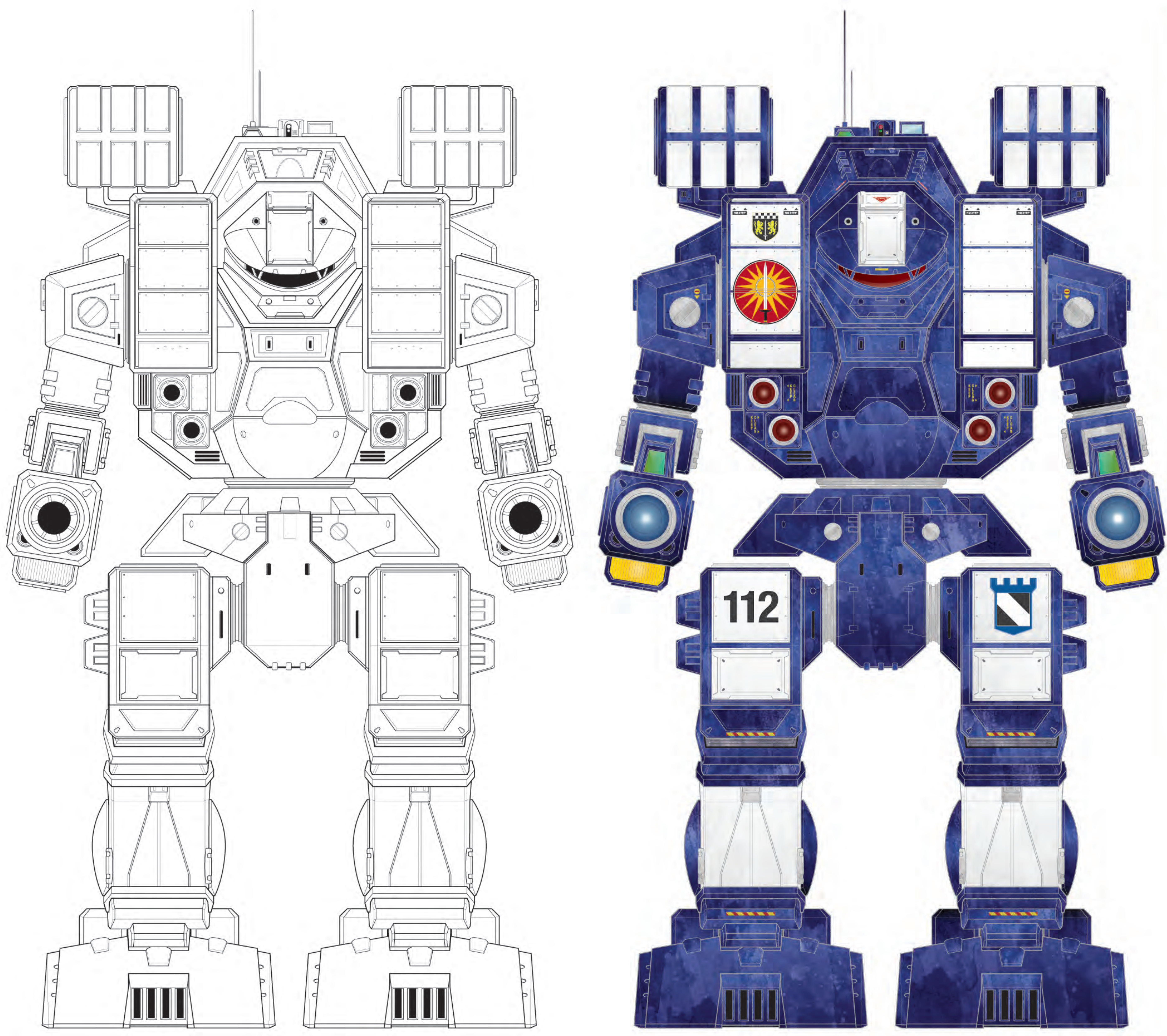


T-Shirt Creative



BATTLETECH / TECHNICAL ILLUSTRATION

Fan-made technical illustration of a classic BattleMech, styled as a vintage FASA Corporation Technical Readout poster. The design incorporates authentic visual elements from original sourcebooks, with body copy adapted from legacy materials and Sarna.net, the Battletech community wiki.



WHM-7S WARHAMMER

BATTLETECH

OVERVIEW

The Warhammer BattleMech was introduced by StarCops Industries in 2515 to be "a mobile Mech with enough firepower to destroy or severely damage any Mech of the same weight class or lower." In the mission it was designed for, the Warhammer proved to be a very capable Mech, and for centuries practically defined the entire class of heavy Mechs. Boasting incredible firepower and respectable armor, the Warhammer served prominently in the Star League Defense Force and was one of the premier Mechs in the Gundager Program. Indeed, many of the greatest MechWarriors in history were Warhammer pilots.

After the fall of the Star League, the Warhammer continued to serve in the armies of the Great Houses during the Succession Wars. Its longevity was helped by the large number of Warhammer factories spread across both the Inner Sphere and Periphery, despite relatively low production rates. Ronin Inc. was never able to build more than five Warhammers a year from their Waifu factory. The recovery of the Helm Memory Core would spur on the creation of many new Lostech-using Warhammer variants by Inner Sphere manufacturers, while the Periphery continued to build original models for mercenaries and black marketeers.

VARIANT HISTORY

The 7S Warhammer was the official upgraded version built for the Federated Commonwealth by Olivetti Weapons. Built out of their Sudeten factory starting in 3050, the 7S retained the small size of the original but updated the rest of the weaponry. It carried two arm-mounted ER PPCs, four Defense PSM medium-pulse lasers in the side torso, two Coventry T4H Streak SRM-2 launchers in place of the SRM-6 launcher and two Sperry Browning Machine. Eighteen double heat sinks handled the additional waste heat and one ton of reloads for the Streak launchers was carried in the center torso.

NOTABLE 'MECHS & MECHWARRIORS

Captain Natasha Keresky's Black Warhammer is as infamous as its pilot. Currently assigned to Wolf-Dragons, Keresky is the feared and respected leader of the Black Widow Company, which is named for her murderous efficiency. Though very little is known about her past, Natasha is one of the great tactical leaders on the modern battlefield. Her Warhammer is a 6R and is in perfect fighting condition.

1st ARAGON BORDERS: "The Pride of New Aragon"

Perched at the head of one of the Federated Suns' many galleons into the Capellan Confederation, New Aragon has had to fight off Confederation raiding forces and Zhuanze de Guang backed terrorists for decades. The Borders were created to strengthen the planet's defenses by merging the militia into two BattleMech battalions. Armed with BattleMechs rather than conventional armor, the planet's defenders could finally fight the invaders on an even footing.

Although the Borders were tied to New Aragon throughout the most of the Third and Fourth Succession Wars, the Borders nevertheless have had a number of occasions to prove their mettle. They were instrumental in the capture of the Huan during the Fourth Succession War, but were still garrisoning their homeworld during the Clan Invasion. With the coming of Operation Bulldog, however, the Borders had the opportunity to prove themselves in battle against Clan Smoke Jaguar. Upon returning to their homeworld, the Borders learned of new conflicts between Federated and Lyran forces upon New Aragon and the growing dissent for Atton Kallister. Meanwhile the Capellan March once again was gripped in conflict with the Capellan-Si Ives War. There seems little rest for this veteran unit.

COLOR SCHEME & UNIT INSIGNIA

The 1st Aragon Borders have a blue and white parade paint scheme. Their insignia is a black square bisected by a white diagonal band, set on a ornate blue shield.

1st ARAGON BORDERS REGIMENTAL EMBLEM
3025 - current

AUTOMOTIVE ART / VINTAGE AMERICANA AUTOMOTIVE ROADTRIP POSTERS

Created for an internal studio team contest, this illustration was themed around a 1950s Americana road trip and classic car. Designed in a blue monochromatic palette to evoke a nostalgic feel, the entire piece was illustrated using Adobe Illustrator.



TWITCH / CHARACTER CONCEPT

A custom-designed robotic cat PNGTuber created for Twitch streaming, built in Adobe Illustrator. Showcased designs include the profile pictures, standard base model, and a Fallout-themed variant, with additional clothed, seasonal and game-inspired versions in development to keep the character relevant to current trends and monthly themes.

Profile Pictures



Emote Concepts

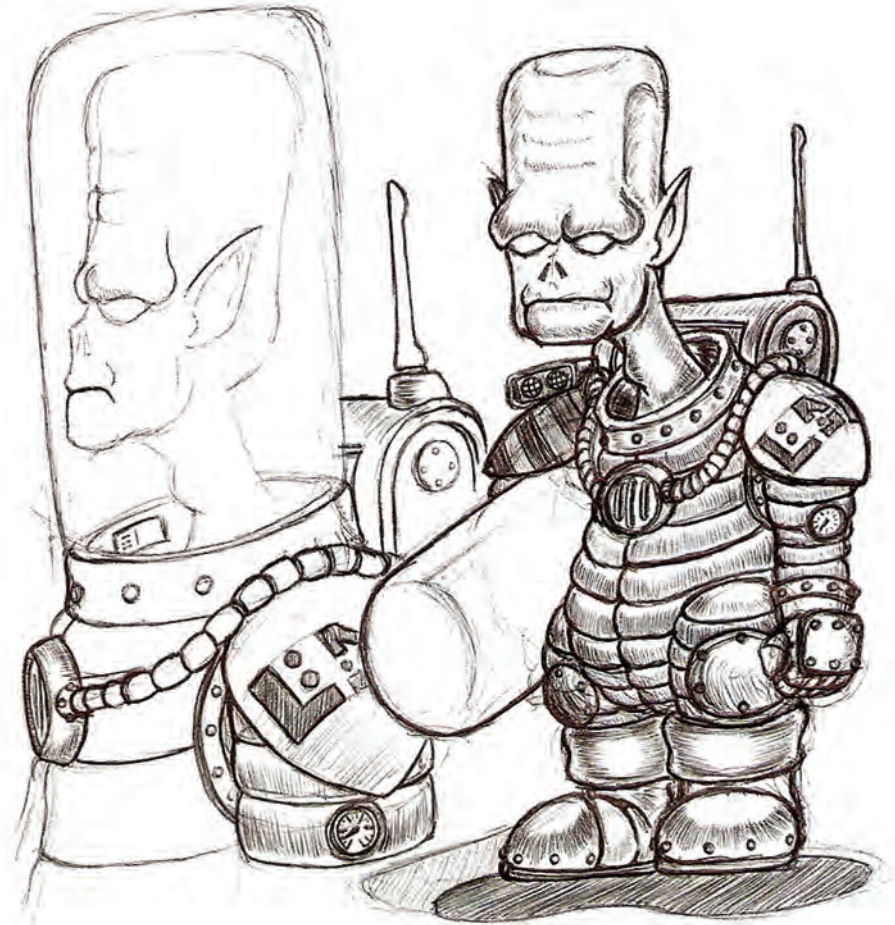


Game Based Variant



HDI / CHARACTER ILLUSTRATION

An assortment of hand-drawn character illustrations. The first features a humanoid, knightly cat equipped with a sword and shield. The second is inspired by 1970s space suit designs, reimagined and retrofitted for a unique alien character.



THANK YOU

FOR YOUR TIME & CONSIDERATION