

▶ TENURE / 1 DIGITAL ARTIST [TEN.004]

TWENTY YEARS OF BRAND IDENTITY.

The oldest tenure in this portfolio, an independent design practice — 1 Digital Artist — with freelance design work since 2003 and the brand formalized in 2004. Over twenty years it produced 100+ brand identities, logos, and websites, direct to client. A verifiable sample anchors the public record (Panama, Inland Corals, Tom Sub Zero, Hector Crushers, Precision Orthotics, Dynasty Corals, and more); the 30 GB local archive holds the rest of the roster. This is the foundation the marketing leadership, AI ops, and game-development chapters sit on top of.

★ FULL DOSSIER · SINGLE DOCUMENT

The chapter that explains the taste underneath everything else.

▶ THE VERIFIED RECORD

20+ yrs

CONTINUOUS PRACTICE

~2003 → ongoing throughline

100+

BRAND IDENTITIES AUTHORED

logos, marks, and sites across 20 years

30 GB

WORKING ARCHIVE

local archive · 20-yr client roster

Sole

OPERATOR

creative direction + design under one author

4,276

RIFT WARS CARDS

modern expression of the same craft

Direct

CLIENT RELATIONSHIPS

independent, no agency layer

Long

IDENTITY LONGEVITY

early-2000s clients still using these systems

LV

LAS VEGAS BASE

local independent client roster

▶ A SAMPLE OF THE ARCHIVE · CLIENT WALL

Across twenty years the count runs past **100 logos, brand systems, and websites**, most from the early years no longer even catalogued. The marks below are a verifiable sample, the ones with clean assets still on hand; several are also surfaced on /visual.

PANAMA

BULLDOG CRYPTO-SHIELD BRAND MARK

INLAND CORALS

CORAL-REEF OVAL IDENTITY

TOM SUB ZERO

CHROME ICE-TYPOGRAPHY IDENTITY

HECTOR CRUSHERS

CARTOON-DINOSAUR MASCOT SYSTEM

PRECISION ORTHOTICS

POP COMPOSITION SYSTEM

DYNASTY CORALS

CYAN OCTOPUS + CROWN IDENTITY

MEND PAIN MGMT

HEXAGON + MEDICAL-CROSS MARK

CAMINO AL NORTE

TWO-FIGURES-FORM-A-TOOTH DENTAL MARK

WORLD CLASS CORALS

CORAL BRAND BANNER SYSTEM

BETTER BUSINESS BUREAU

SOUTHERN NEVADA HONOR-ROLL BADGE

Plus the wider coral and saltwater network (Reefs of Las Vegas, Nevada Aquatics, Aquatic Treasures, Blue Reef, Coral Hunters, Advanced Aquatics) and roughly a hundred more across two decades, most uncatalogued. The point isn't the count; it's that one operator owned the full identity, direct to client, for every one.

► WHY THIS TENURE MATTERS

The design-history chapter is the part of the resume that explains the otherwise-surprising taste in everything else Patrick ships. The reason the Syscoin doctrine documents are written tightly, the reason the AI-operator framing on this site avoids buzzwords, the reason the 4,276 Rift Wars card identities don't devolve into noise, all of that comes from twenty years of doing the small, careful work of brand identity for clients who couldn't afford to look generic.

01

Twenty years of independent client ownership.

Each engagement direct, Patrick to client, no agency layer. That builds taste that survives the transition to running marketing at institutional scale, because the small-business client trains you to make every decision yourself and live with it.

02

Visual systems thinking, not just logo work.

The clients listed are still using their identity systems years later. A logo expires in months if the system underneath it isn't designed properly. The longevity of the Archive clients is the proof.

03

The foundation under everything else.

The Rift Wars card system is that same craft compressed into one sprint. The Syscoin doctrine documents are written by someone who understands visual hierarchy and information design from the inside. The Strategic Communications Assessment (PrimeLayer × Syscoin) works because Patrick has been on both sides of the brief, agency and client, for two decades.

04

Range as proof, not hedge.

The combination "20-year brand identity practitioner + 13-year sysadmin + 4.5-year senior marketing operator + AI operations lead + solo game director" is unusual specifically because Patrick has run each of them long enough to be good at it. The 1 Digital Artist tenure is the oldest of these, and explains why the rest of the work has a coherent visual / narrative / brand sensibility.

★ FULL DOSSIER

Single PDF with everything above plus archive paths.

Other tenure chapters: [/tenure/syscoin](#) · [/tenure/h-h](#) · [/tenure/meta-machina](#).