

SELECTED WORK / 2026

ADRIANA SOLER

CREATIVE DIRECTOR

BRAND SYSTEMS | PACKAGING | ART DIRECTION | AI WORKFLOWS

Building cohesive retail brands from concept and structure
through imagery, production and shelf.

SELECTED WORK / LICENSED BRAND EXTENSION

REALTREE®

Automotive Accessories | APX + EDGE Collections

ROLE

Creative Direction · Licensed Brand Extension · Packaging Design · Structural Packaging · Art Direction · Retail Merchandising

Extended RealTree's established outdoor identity into automotive accessories through two coordinated licensed camouflage expressions. APX uses a turquoise-led palette; EDGE uses pink, with packaging accents derived from each print while preserving a unified RealTree retail architecture.



APX



EDGE

COLOR ARCHITECTURE

ONE BRAND. TWO COLLECTIONS.

A scalable system that carries the licensed camouflage identity across product categories.

18-PC ROADSIDE KIT

APX / TURQUOISE

EDGE / PINK



AUTO NECK CUSHION

APX / TURQUOISE

EDGE / PINK



UNIVERSAL SUNSHADE

APX / TURQUOISE

EDGE / PINK



A SCALABLE PACKAGING LANGUAGE

Consistent brand recognition across boxes, soft goods, hangtags and specialty structures.

BOXED GOODS



SOFT GOODS + HEADER



CARD / OPEN PRODUCT



SPECIALTY FORMAT



SELECTED WORK / FITNESS + WEARABLES

RBX WEARABLES

A premium packaging system for wearable fitness accessories.

ROLE

Creative Director · Art Director · Packaging Designer

Structural / Dieline Design · Brand System · Copy & Visual Hierarchy

AI-Directed Lifestyle Photography · Product
Visualization · Retail Presentation

DESIGN DIRECTION

Minimal monochrome packaging lets form, material and movement lead. A restrained system extends across multiple wearable-weight constructions and colorways.



FORM. FUNCTION. COLOR.

A consistent architecture built to flex across silhouettes and soft-touch colorways.



WRIST + ANKLE WEIGHTS

Open-window structure / product-first presentation / coordinated pastel assortment

PRODUCT EXPERIENCE BUILT INTO THE BOX.

Packaging uses the product itself as the hero while explaining fit, comfort and movement.



HAND-FORM PRESENTATION

A tactile retail concept that makes the thumb-lock construction immediately understandable.

LIFESTYLE + FUNCTION

AI-directed athlete imagery paired with functional line illustration and benefit callouts.

RANGE EXTENSION

WRIST WEIGHTS, REFINED.

The same visual language scales to a larger wearable format without losing clarity or shelf impact.



CREATIVE DIRECTION

Product window + black-and-white athlete photography + technical illustration create a premium, performance-led presentation.

ONE PRODUCT. MULTIPLE RETAIL DIRECTIONS.

Exploration of unisex, female-led and male-led presentation while maintaining one RBX design system.



UNISEX



FEMALE-LED



MALE-LED

Art direction, model styling, tonal treatment and package architecture were developed as a cohesive family.

WINX AUTOMOTIVE

Pastel tools, emergency + car-care accessories

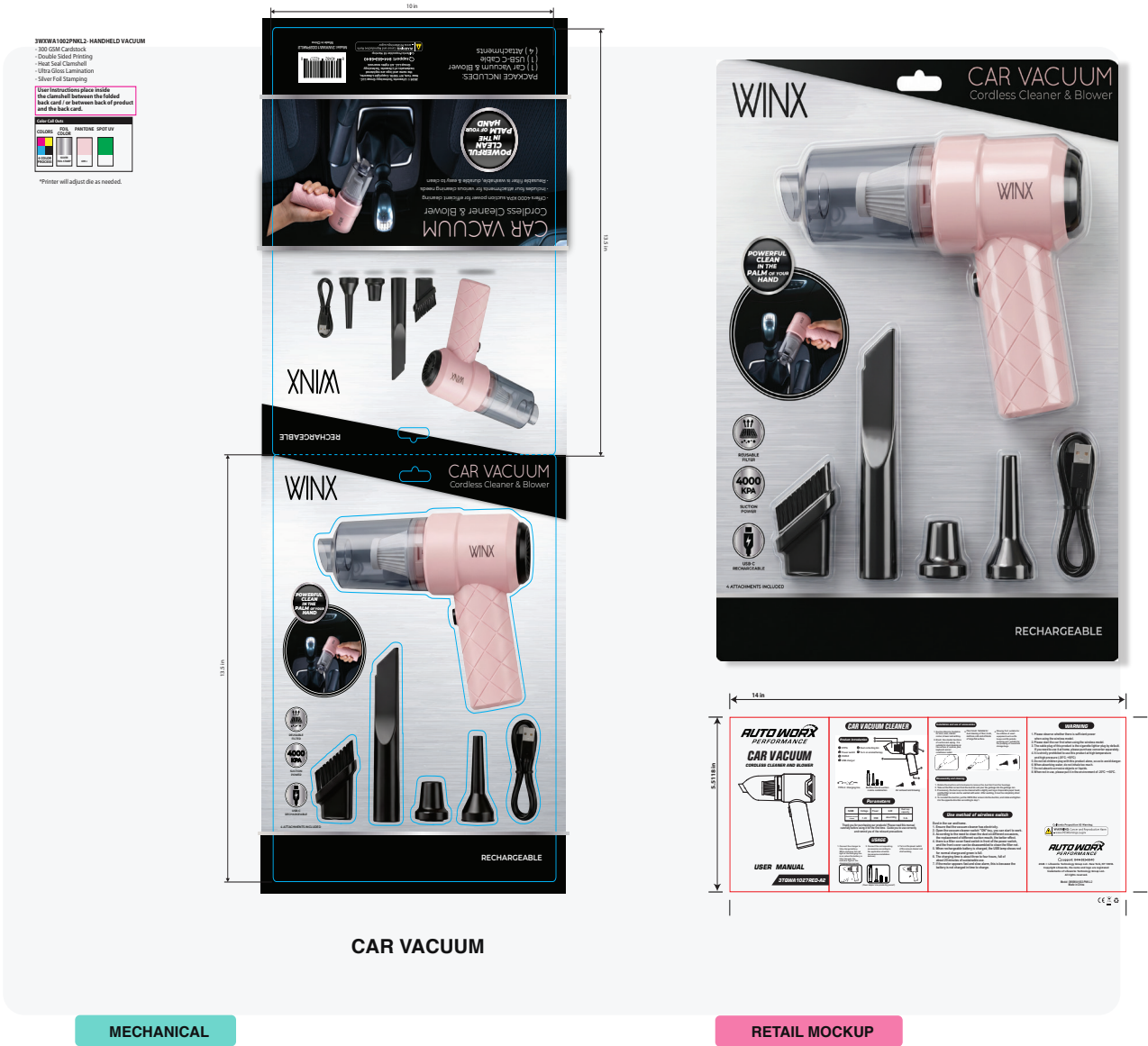
ROLE

Creative Direction · Art Direction · Brand Extension · Packaging Design

Structural / Dieline Design · Lifestyle Art Direction ·
AI Product Visualization Production Artwork · Retail
Presentation · Collection Cohesion

30+ SKUs / THREE PASTEL COLORWAYS

A unified visual system carried across tools, safety and automotive
accessories. Selected by Target and other national retail buyers.

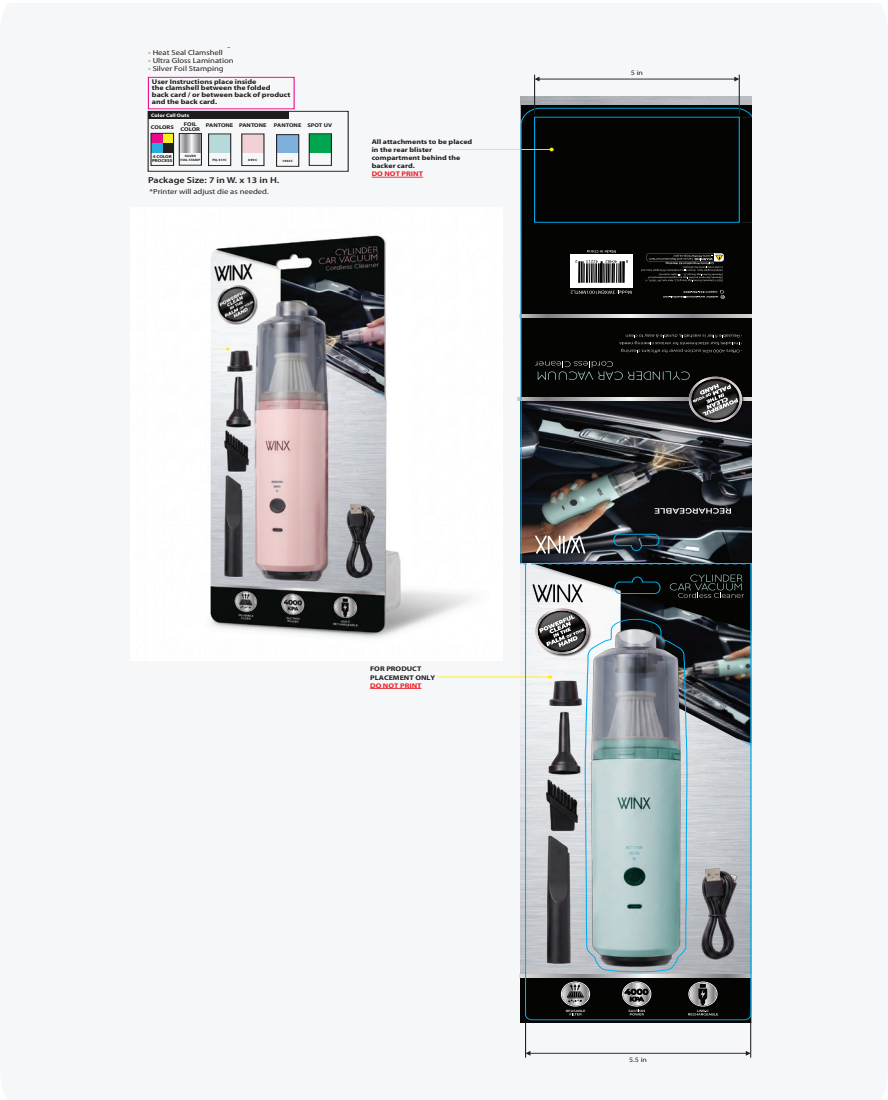


FROM MECHANICAL TO SHELF.

Production thinking shown alongside the final retail presentation.



CORDLESS SCREWDRIVER



CYLINDER CAR VACUUM

ONE VISUAL LANGUAGE. MULTIPLE CATEGORIES.

Tools, roadside safety and car-care products designed to read as one retail family.

LIFESTYLE ART DIRECTION + AI-DIRECTED PRODUCT PHOTOGRAPHY INTEGRATED INTO THE PACKAGING SYSTEM



2-IN-1 ESCAPE HAMMER



HANDHELD CAR VACUUM



RATCHETING BIT SET

PRODUCTION DETAILS

DESIGN THAT HOLDS UP IN PRODUCTION.

Structural packaging, print specifications and finishing details built into the system.

PRODUCTION LANGUAGE 300

GSM cardstock 4-color process
Pantone color callouts Spot UV
Silver foil stamping. Heat-seal
clamshell / blister structures Front /
back production artwork Ultra matte
lamination

DESIGN SYSTEM Brushed-

metal visual field Black structural
framing Pastel product color coding
Lifestyle imagery by product use
Consistent icon + benefit hierarchy

3WXAU1011MNTL2 - 38 Ratchet Screwdriver & Bits
- 300 GSM Cardstock
- One Sided Printing
- Adhesive Label For Actual Product FRONT/BACK
- Ultra Gloss Lamination
- Silver Foil Stamping
- Heat Seal Clamshell

Color Call Outs				
COLORS	FOIL COLOR	PANTONE	PANTONE	SPOT UV
	SILVER	PMS 3515	PMS 3	PMS 3
		PMS 3	PMS 3	
		PMS 3	PMS 3	

*Printer will adjust die as needed.



FRONT



BACK

FOR PRODUCT
PLACEMENT ONLY
DO NOT PRINT



10in

5.5in

DIELINE + COPY

STRUCTURE + FINISH

WINX

SELECTED WORK / AUTOMOTIVE CARE

PASTEL COLLECTION

A cohesive packaging system built
across automotive cleaning essentials.

ROLE

Creative Direction
Art Direction
Packaging Design
Structural / Dieline Design
Collection Development
AI Art Direction & Product Visualization

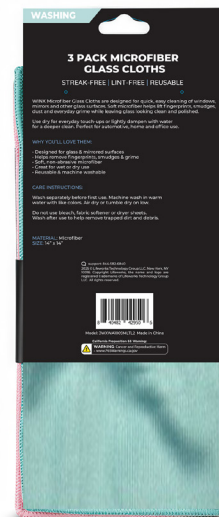
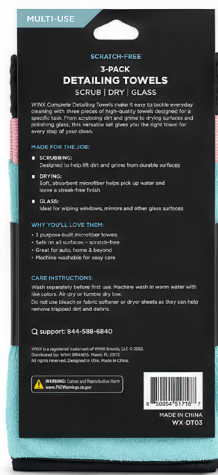


FRONT / PROFILE / BACK

18-PACK ALL-PURPOSE MICROFIBER CLOTHS

ONE SYSTEM. MULTIPLE CLEANING TASKS.

Pastel color coding creates a consistent family while product-specific messaging keeps each SKU distinct.



DETAILING

3-PACK DETAILING TOWELS

GLASS

3-PACK GLASS CLOTHS



MICROFIBER WASH MITT

STRUCTURAL PACKAGING + PRODUCT PRESENTATION

PACKAGING FROM EVERY ANGLE.

Front, profile and back views show how the visual language carries through structure, hierarchy and retail communication.

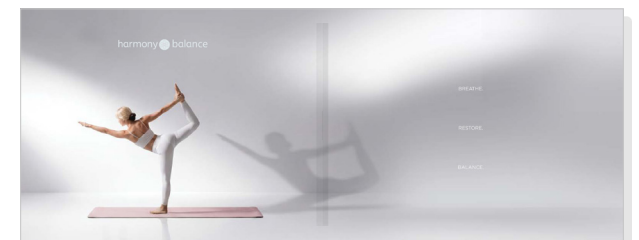
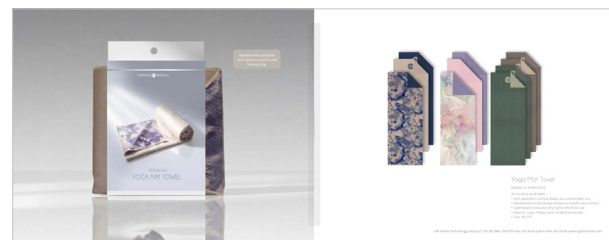
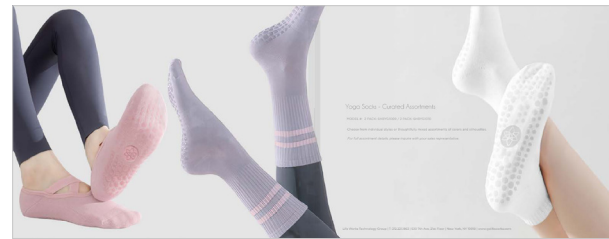
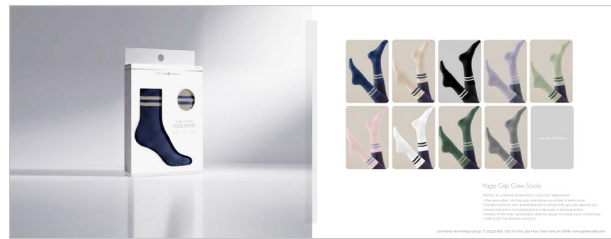
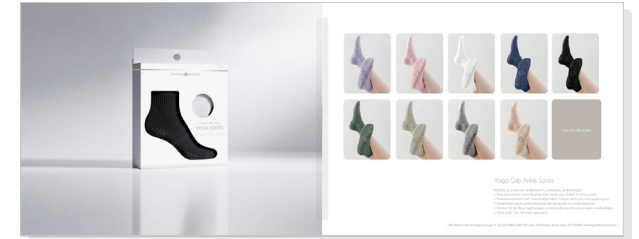
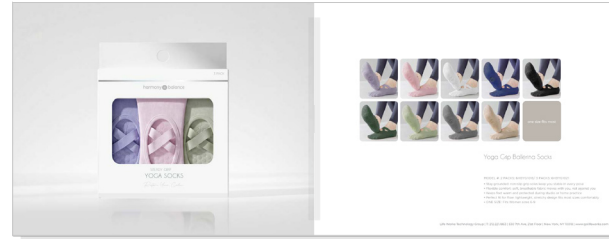
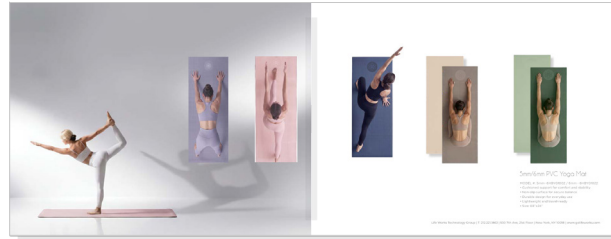
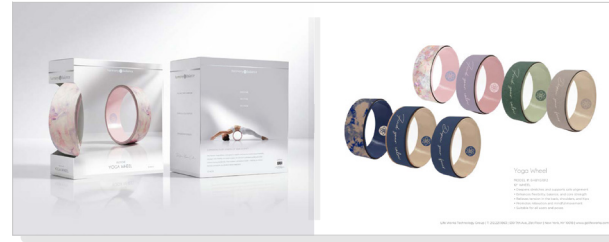
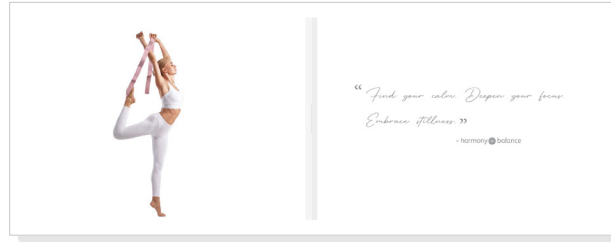


- POLISH
- BUFF
- SHINE

8-PACK SHINING MICROFIBER

LOOKBOOK / COMPLETE COLLECTION

Complete buyer-facing lookbook shown in its original landscape-spread



YOGA WHEEL



6MM TPE YOGA MAT



6mm TPE Yoga Mat

- MODEL #: 6HBYG1001
WITH 72" CARRY STRAP
- Cushioned support for comfort and stability
 - Non-slip surface for secure balance
 - Made with eco-friendly materials
 - Durable design for everyday use
 - Lightweight and travel-ready
 - Size: 68"x24"x 6mm

Life Works Technology Group | T: 212.221.1863 | 530 7th Ave, 21st Floor | New York, NY 10018 | www.golifeworks.com

YOGA GRIP BALLERINA SOCKS



Yoga Grip Ballerina Socks

MODEL #: 2 PACKS: 6HBYG1018/ 3 PACKS: 6HBYG1021

- Stay grounded: non-slip grip soles keep you stable in every pose
- Flexible comfort: soft, breathable fabric moves with you, not against you
- Keeps feet warm and protected during studio or home practice
- Perfect fit for flow: lightweight, stretchy design fits most sizes comfortably
- ONE SIZE: Fits Women sizes 6-9

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DEEP STRETCHING YOGA STRAP



YOGA MAT TOWEL

