

Noble Cumming :: Design Director

September 22, 2018 :: Portfolio



Coca-Cola Happiness Factory

Client: The Coca-Cola Company
Market: Global
Year: 2009
Agency: Barry Deck LLC
Direction: Barry Deck
Design: Austin Kurowski, Jung Kim, and Noble Cumming
Photos: Barry Deck and Noble Cumming
Production: Produced as DesignMachine files







Coca-Cola Light / Diet Coke

Client: The Coca-Cola Company
Market: Global
Year: 2008 – 2009
Agency: Barry Deck LLC
Direction: Barry Deck
Design: Austin Kurowski, Jennifer Davidson, Noble Cumming, Pirco Wolfram, and William Morrisey
Photos: Barry Deck and Noble Cumming
Production: Produced as DesignMachine files







Combo
\$3.99
starfish choice

Combo
\$3.99
enjoy

Combo
\$3.99
enjoy

Combo
\$3.99
great choice

Your
Choice!
\$.99
with your meal

Coca-Cola
light
zero

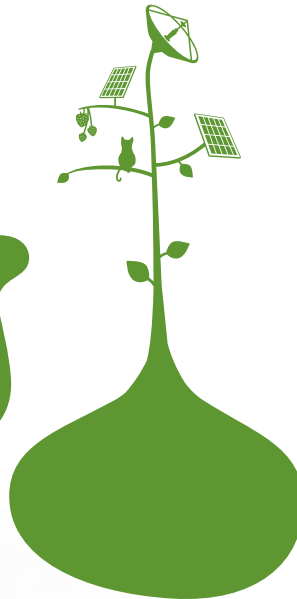
The menu board features four panels, each with a different food item and a Coca-Cola bottle. The top-left panel shows a sandwich and salad with a Coca-Cola Light bottle. The top-right panel shows a burger and fries with a Coca-Cola bottle. The bottom-left panel shows a plate of fried chicken with a Coca-Cola bottle. The bottom-right panel shows a pizza with a Coca-Cola Zero bottle. To the right of the menu board is a promotional offer for \$.99 with your meal, accompanied by three bottles of Coca-Cola Light and Zero.

Moss Real Estate

Client: Moss Real Estate
Market: New York City
Year: 2007
Agency: Barry Deck LLC
Direction: Barry Deck
Design: Chris Williams, Jung Kim, Kathy Keen, Kelli Miller, and Noble Cumming
Photos: Barry Deck and Noble Cumming
Production: Printing by Congress Printing (Chicago, IL). Signage produced by Sign World (Brooklyn, NY)



moss



sold







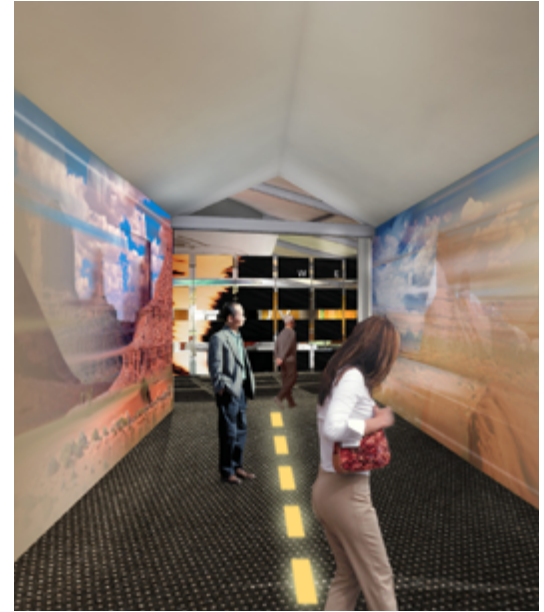
Mercedes-Benz M-Class Road Rally and Taste of Lexus 2005

Client: AMCI Marketing
Market: National
Year: 2004 – 2005
Agency: ©Rockwell Architecture, Planning and Design, P.C. 2004. Images used with permission
Direction: Chakaras Johnson, Kareem Collie, and Will Prince
Design: Alex Lyman and Noble Cumming
Photos: Adrian Wilson and Noble Cumming
Production: Printing by Super Color Digital (Irvine, CA)









Barry Deck LLC

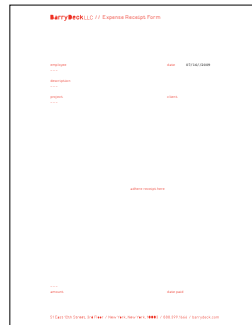
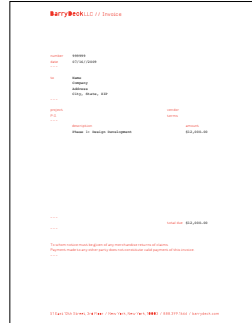
Client: Barry Deck LLC
Market: Global
Year: 2007
Agency: Barry Deck LLC
Direction: Barry Deck
Design: Barry Deck and Noble Cumming
Photos: Noble Cumming and Richard Bachmann
Production: Business card printing by Press New York (New York, NY). Laser cutting by ABC Imaging (New York, NY). All other files produced for digital use.

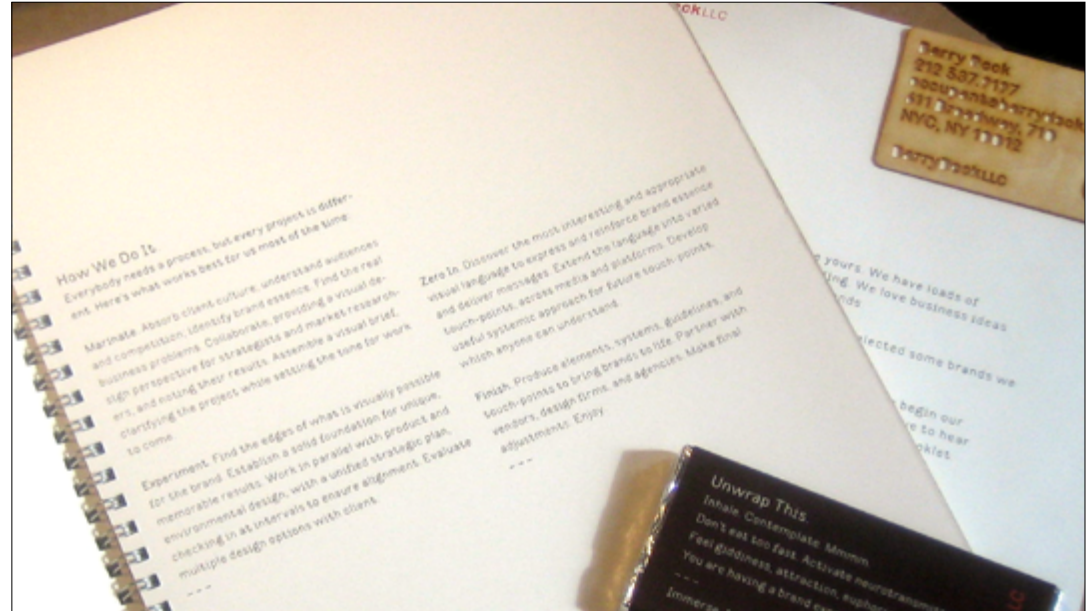
BDLLC Regular, 36pts (Credit: Barry Deck and Noble Cumming)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . ! ? @ # \$ % ^ & * ()

BDLLC Regular, 9pts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . ! ? @ # \$ % ^ & * ()





Les Deck
ldeck@barrydeck.com

BarryDeck LLC

51e 12th st, 3rd fl
new york, ny 10003
usa
tel 630 697 0739

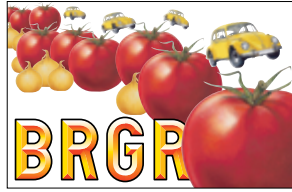
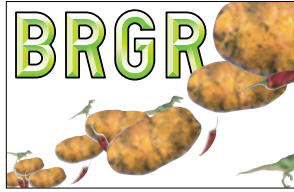
atlantic ocean

egelantiersgracht 99b
amsterdam 1015re
nederland
tel +31 02 0708 4747

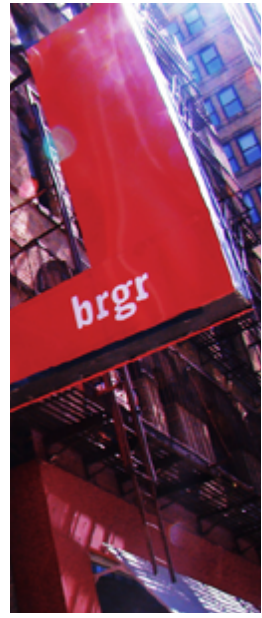
brgr

Client: Sunburger Co.
Market: New York City
Year: 2006
Agency: ©Rockwell Architecture, Planning and Design, P.C. 2006. Images used with permission
Direction: Barry Deck
Design: Ali Madad, Chi-Chi Bello, Mark Sarosi, Noble Cumming, and Stephanie Kim
Photos: Adam Kuban, Ben Alsop, and Noble Cumming
Production: Printing by Vistaprint (Lakeshore, ON). Signage by Refined Sight (New York, NY)



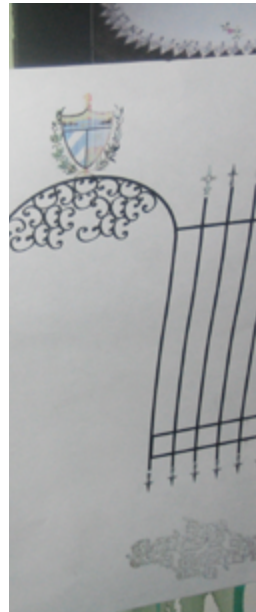






Cienfuegos

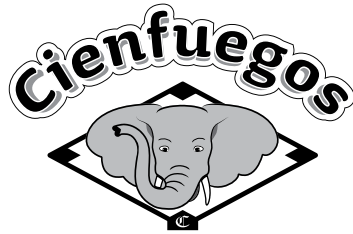
Client: DeRossi Global
Market: New York City
Year: 2009
Agency: Noble Design
Direction: Noble Cumming
Design: Noble Cumming
Photos: Miguel Calvo and Noble Cumming
Production: Printing and website executed externally



Cienfuegos

Cienfuegos

Cienfuegos



CIENFUEGOS



Imagination Playground

Client: Rockwell Group and Kaboom!
Market: National
Year: 2010
Agency: ©Rockwell Architecture, Planning and Design, P.C. 2010. Images used with permission
Direction: Mark Hacker and Barry Richards
Design: Kate Newsom, Kristi Nellor, Noble Cumming, and Timo Kuhn
Photos: Noble Cumming
Production: Printing by UPrinting.com (Los Angeles, CA). Signage by BPI (New York, NY)
and Image King (New York, NY)

imagination
Its



IMAGIN
+ + ITS



imagination
playground

Imagin-i+s

Imagin-Its







Circle Line Sightseeing Cruises

Client: New York Cruise Lines, Inc.
Market: Global (in market)
Year: 2010 – 2012
Agency: Inhouse
Direction: Noble Cumming
Design: Elihn Glass, Noble Cumming, and Rod Hunt
Photos: Jocelyn Baun and Noble Cumming
Production: Printing by Emerson Printing (Oradell, NJ), NCG (New York, NY), Press NY (New York, NY), PRI Communications (Rockville Centre, NY), and Radonic Rodgers (Vaughan, ON).
Signage by Image King (New York, NY) and Color Screen Pros (Newark, NJ). Website by Virtual Atlantic (Washington D.C.).



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 FROM 101, WEST 101ST STREET AND 1ST AVENUE
 FROM 101, WEST 101ST STREET AND 1ST AVENUE
 FROM 101, WEST 101ST STREET AND 1ST AVENUE

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 7 DAYS THIS WINTER
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CRUISE SCHEDULE 2012-2013

CRUISE	DEPART	ARRIVE	PRICE
FULL ISLAND CRUISE (2 HOURS)	10:00 AM	12:00 PM	\$110
	2:00 PM	4:00 PM	\$110
SEMI-CIRCLE CRUISE (1 HOUR)	10:00 AM	11:00 AM	\$65
	2:00 PM	3:00 PM	\$65
LIBERTY CRUISE (30 MINUTES)	10:00 AM	10:30 AM	\$35
	2:00 PM	2:30 PM	\$35
HARBOR LIGHTS CRUISE (2 HOURS)	6:00 PM	8:00 PM	\$110
	8:00 PM	10:00 PM	\$110
THE REAL THRILLBOAT RIDE (1.5 HOURS)	7:00 PM	8:30 PM	\$110
	9:00 PM	10:30 PM	\$110

BEAR MOUNTAIN CRUISES
 \$50 Adults • \$41 Children • \$33 Seniors
 CRUISE & CYCLE PACK \$85

FIELD TRIPS
 \$79 Adults • \$54 Children • \$49 Seniors

KIDS CRUISE SERIES
 Starts at \$20

NEW YEAR'S EVE \$149/PERSON


THE REAL THRILLBOAT RIDE (1.5 HOURS)
 BOAT RIDES OPERATED BY NEW YORK'S OLDEST AND LARGEST NEW YORK'S OLDEST AND LARGEST OF SCHEDULED AND CHARTERED SIGHTSEEING AND SPECIAL EVENT CRUISES, A CIRCLE LINE CRUISE IS A "MUST" FOR EVERY VISITOR TO THE BIG APPLE, AND NATIVE NEW YORKERS WANTING TO REDISCOVER THEIR HOMETOWN. ALL VESSELS OFFER FIRST-CLASS SERVICE, ATTENTIVE CREWS AND THE BEST VIEWING OPPORTUNITIES OF THE CITY THAT NEVER SLEEPS. CHOOSE FROM 5 TOURS, INCLUDING:

FULL ISLAND CRUISE (2 HOURS)
SEMI-CIRCLE CRUISE (1 HOUR)
HARBOR LIGHTS CRUISE (2 HOURS)
LIBERTY CRUISE (30 MINUTES)
THE REAL THRILLBOAT RIDE (1.5 HOURS)




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CIRCLE LINE CHARTERS MAKES IT EASY!



JUST FEET FROM THE STREETS OF THE CITY, CIRCLE LINE CHARTERS IS READY TO OFFER YOU A COMPLETELY UNIQUE EVENT VENUE. CIRCLE LINE CHARTERS HAS BEEN HOSTING PRIVATE EVENTS ON NEW YORK HARBOR SINCE 1945. OUR FLEET OF PARTY-READY SHIPS DEPART FROM THE SUNSET-SIDE OF MANHATTAN AND PROVIDE THE BEST BACKDROP FOR YOUR GATHERING OR SPECIAL EVENT.



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Choose the event of your dreams with Circle Line Charters. The scenic sights of the New York skyline provide the backdrop for your affair affair. We have party packages for all event types and budgets. Our professional service party is the perfect way to relax and unwind with friends, family or colleagues. Our buffet dinner packages make the perfect starting off

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Each of our boats has a covered, floor rubber culture and professional service staff. They can be left open to the night of planning or booked with any date of event. (Dinner, party, drinks, or snacks, budget, there isn't anything we can't be imagined.)

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FOR UP TO 575 GUESTS BASED ON A 8 HOUR SAILING



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- Private bar service
- Choice of digital music
- Choice: Barbecue, Prime, Seafood and more
- Private drinks
- Table and more
- Free choice of bar packages and more
- DJ
- Free complimentary night attire

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Choose from 4 different party packages for the same party price. Choose the sailing location for the other party. In-line case, choose a 2-3 hour sunset sailing. Our price includes offer:

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- Complimentary drinks
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- DJ/DJ
- Security

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TICKETS: \$59
 INCLUDES BEATY MONS O' BEUVRES ALIVE DUPLUX
 GIVEAWAYS AND PRIZES FROM DAVE & BOBIE'S,
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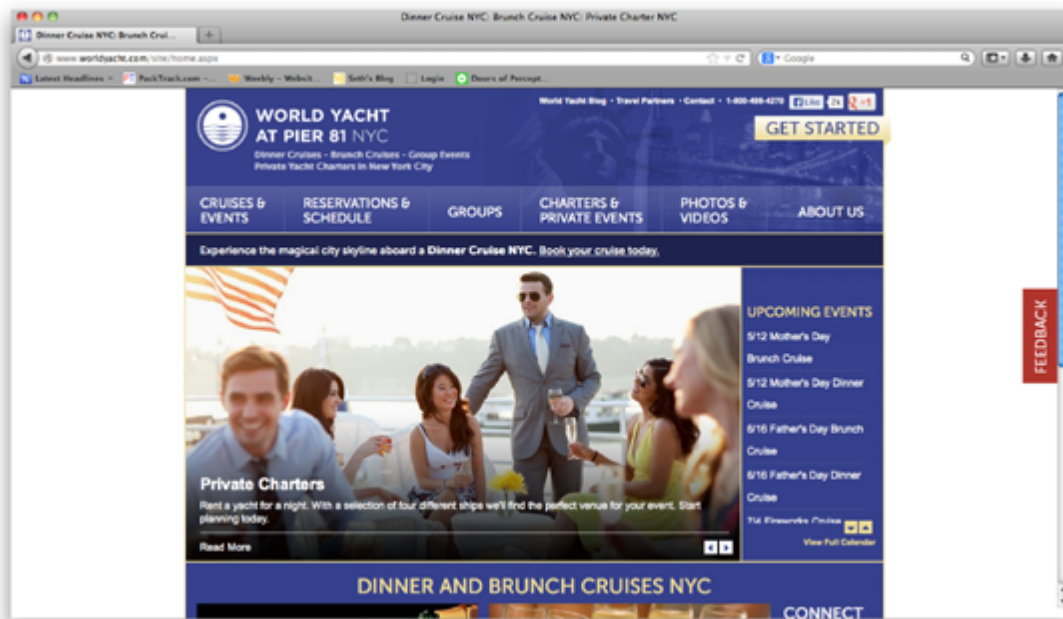
World Yacht

Client: New York Cruise Lines, Inc.
Market: Global (inmarket)
Year: 2010 – 2012
Agency: Inhouse
Direction: Noble Cumming
Design: Elihn Glass and Noble Cumming
Photos: Jocelyn Baun and Noble Cumming
Production: Printing by Emerson Printing (Oradell, NJ), Grandstand Sportsware (Lawrence, KS), NCG (New York, NY), P&W Press (New York, NY), and PRI Communications (Rockville Centre, NY). Signage by Image King (New York, NY). Website by Virtual Atlantic (Washington D.C.).









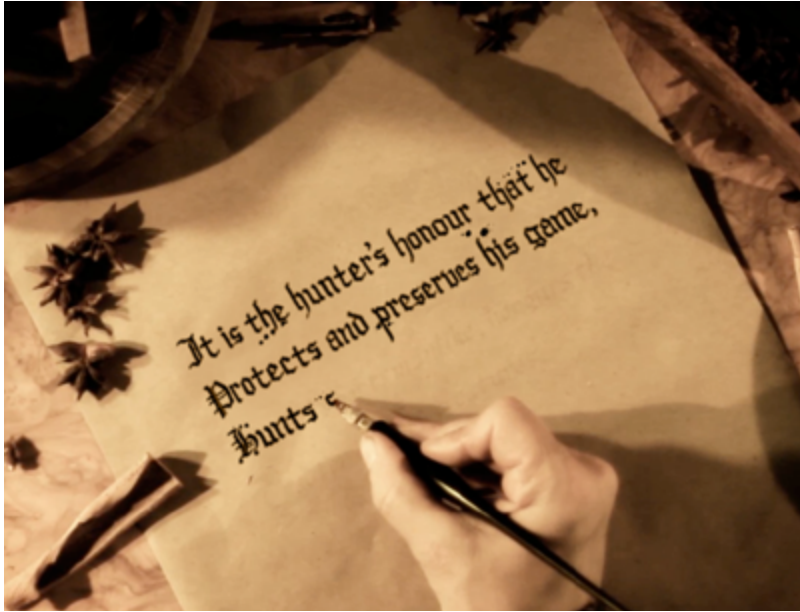


Jägermeister Spice Launch

Client: Mast-Jägermeister
Market: United States
Year: 2013
Agencies: Waggener Edstrom Worldwide and CalvoCo
Direction: Miguel Calvo
Design: Miguel Calvo, Noble Cumming, and Scott Sindorf
Photos: Arun Nevader and Miguel Calvo
Production: Printing by ABC Imaging (New York, NY), Gobos by GoboSource (Scotts Valley, CA).
Step and Repeat by Top Quality Banner (Queens, NY). Branding Iron by Branding
Irons Unlimited (Canoga Park, CA). Pillows by EmbroidMe (New York, NY).
Video by UVPhactory (New York, NY)







2014 NFL Draft On the Clock

Client: National Football League
Market: United States
Year: 2014
Agencies: National Football League
Direction: Stephanie Borgese and Shandon Melvin
Design: Noble Cumming
Photos: ESPN and Noble Cumming
Production: Unknown



ON THE CLOCK



ON THE CLOCK



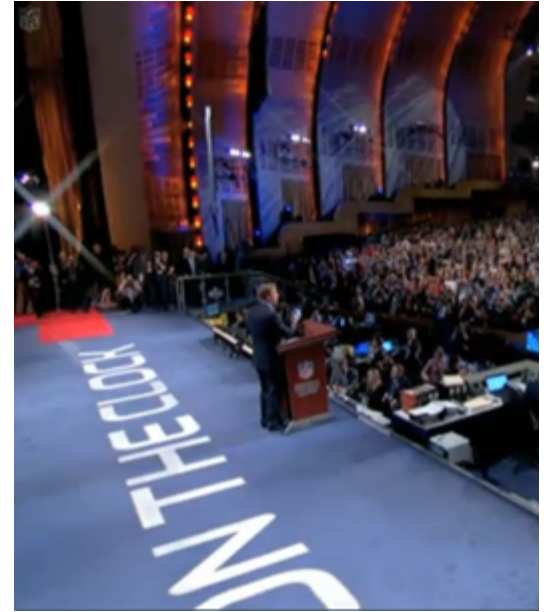
*ON THE
CLOCK*



*ON THE
CLOCK*







Jägermeister Stags Club

Client: Mast-Jägermeister
Market: United States
Year: 2014
Agencies: Waggener Edstrom Worldwide and Noble Design
Direction: Noble Cumming and Ron Johnson
Design: Miguel Calvo, Noble Cumming, Ron Johnson, and Tom Haggerty
Photos: Waggener Edstrom and Noble Cumming
Production: Printing by RefinedSight (New York, NY), Gobos by GoboSource (Scotts Valley, CA).
Branding Iron by Branding Irons Unlimited (Canoga Park, CA). Pillows by EmbroidMe (New York, NY).



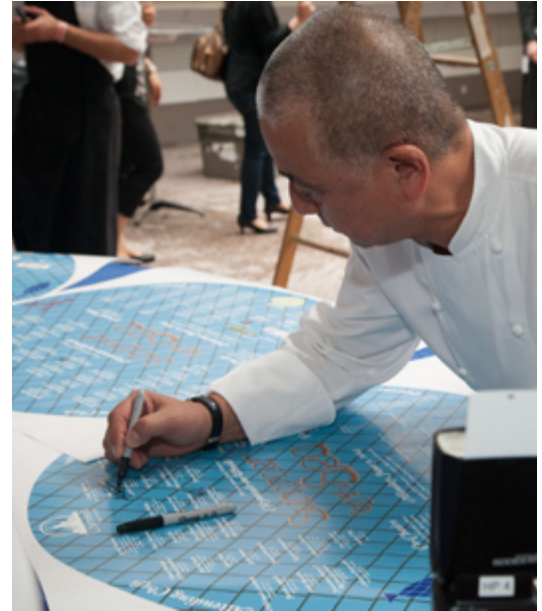
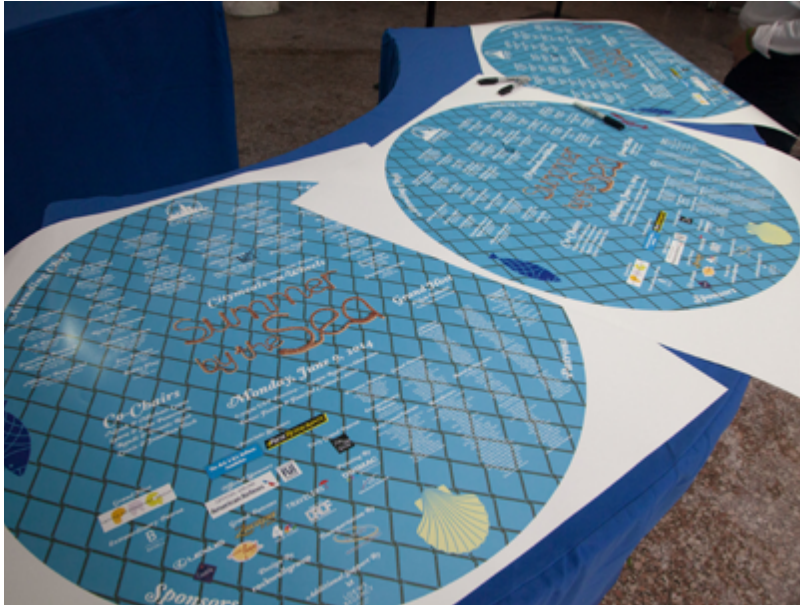






Citymeals-on-Wheels Summer by the Sea

Client: Citymeals-on-Wheels
Market: United States
Year: 2014
Agencies: ©Rockwell Architecture, Planning and Design, P.C. 2014. Images used with permission
Direction: Barry Richards
Design: Noble Cumming, Erin Lynch, and Barry Richards
Photos: Blandon Belushin and Sheela Pawar
Production: Invitation printing by UNIMAC Graphics (Carlstadt, NJ),
Signage printing by ARC document solutions (New York, NY)











NYCWFF Chicken Coupe hosted by Whoopi Goldberg

Client: Food Network
Market: United States
Year: 2014
Agencies: ©Rockwell Architecture, Planning and Design, P.C. 2014
Direction: Barry Richards
Design: Noble Cumming, Erin Lynch, Barry Richards and Elle Sears
Photos: Noble Cumming and Elle Sears
Production: Step and Repeat by Top Quality Banner (Queens, NY)







Tales of the Cocktail 2015

The Ultimate Pisco Punch Event

Client: Peruvian Trade Commission of Miami
Market: United States
Year: 2015
Agencies: Times Three
Direction: Lian Calvo, Noble Cumming and Thomas Haggerty
Design: Lian Calvo, Noble Cumming and Thomas Haggerty
Photos: Lian Calvo
Production: Book Printing by Short Run Printing LTD. (Scottsdale, AZ).
Flags by Gettysburg Flag Works (East Greenbush, NY).
Cuzco Art Prints and Book Inserts by RefinedSight (New York, NY).
Props by Nola Props (New Orleans, LA).







Packaging







Marks and Logos



HIGHER GROUND





BRGR
*****★









Résumé



Noble Cumming :: Design Director

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info@nobledesign.org

<http://nobledesign.org/>
[linkedin.com/in/noblecumming](https://www.linkedin.com/in/noblecumming)

Summary

Noble Cumming is a Brooklyn-based creative, specializing in design and innovation for the world's largest brands. With expertise in concept design, branding, packaging, and environments, he focuses on advancing graphic design and sustainability while making clients happy.

Noble has worked in Innovation and Brand Development for companies like Coca-Cola, Mercedes-Benz, and Seventh Generation. His work has appeared in Event Design Magazine, Metropolis, and vending machines across the globe.

Specialties

Sustainable Design, Multidisciplinary Design, Branding, Concept Design, Strategy, Packaging, Environmental Design, Publication Design, and Production Direction.

Experienced with Adobe Creative Suite and Sustainable Minds lifecycle software. Fluent in German.

Education

Minneapolis College of Art and Design
MA, Sustainable Design, 2009 – 2013

Pratt Institute

BFA, Graphic Design, Art History, 2001 – 2003

Los Angeles Trade Tech

Trade Certificate, Graphic Design, 1998 – 2000

Experience

Principal, Times Three Design
2015 – Present

Agency specializing in customer-focused branding, packaging, environments and events. Clients include: The Trade Commission of Peru, The Kahvi Bean Cafe and Tales of the Cocktail.

Noble Cumming :: Graphic Design
2003 – Present

Art director and graphic design consultant. Clients include: The NFL, Citymeals on Wheels, NYC Wine and Food Festival, and Mast-Jägermeister.

Design Director, New York Cruise Lines
September 2010 – January 2013

Created the 70+ year-old company's first complete brand language and developed production solutions that reduced costs while improving communication.

Senior Designer, Barry Deck LLC
January 2008 – December 2009

Worked on multiple branding, packaging, and advertising projects for domestic and international companies. Clients included: Coca-Cola and Moss Real Estate.

Graphic Designer, Studio Red at Rockwell Group
March 2004 – May 2007

Part of a design team, innovating user experience across consumer touchpoints. Clients included: Coca-Cola, Mercedes-Benz, Lexus, Starwood, and Subway International.