

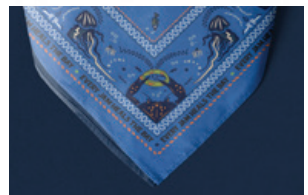


Portfolio

DAVE CARON

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Baygrass Music Festival

One of the projects I'm most proud of is serving as the Art Director and Designer for the 2026 Baygrass Music Festival. I led the creative vision from initial concept sketches through final production, overseeing a comprehensive visual refresh that touched nearly every aspect of the festival experience. The project began as a soft rebrand. We intentionally preserved the recognition and equity of the existing logo while refining the color palette and completely reinventing the artistic direction.

The first piece was the 11×17 announcement poster, which established the creative system that expanded across every audience touchpoint. I art directed and designed event posters, billboards, stage banners, wayfinding signage, promotional videos, digital marketing assets, merchandise, and product collaborations with Dewey Beer and Chesapeake Coffee Roasters. Throughout the campaign, I created evolving character illustrations and graphic variations that kept each application fresh while maintaining a cohesive and recognizable brand.

The biggest decision I made was treating the festival as a complete brand ecosystem rather than a collection of individual deliverables. Every piece was designed to reinforce the same visual story, creating a consistent experience whether someone discovered the festival through social media, walked through the gates, bought a T-shirt, or picked up a collaborative product. That cohesive approach helped strengthen Baygrass's identity, contributed to increased pre-event ticket sales and merchandise revenue ahead of the 2026 festival, and positioned the brand for long-term growth.

This project was especially meaningful because it combined my experience in music festival branding with a mission I believe in. A portion of festival proceeds supports Chesapeake Bay restoration and preservation efforts, as well as mental health awareness initiatives, making it rewarding to create work that not only connected with audiences but also helped support important environmental and community causes.



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This is Julien.

He's the guy who told us about this ad the day it was due. We've all been there. Let's show him our "gratitude." Grab a pen, rip this out and rip on Julien. Bring your work to **booth #914** for a chance to win an iPad.



HOWDESIGN
LIVE
CHICAGO JUNE 22-27

Vistaprint

www.vistaprint.com/HOW



HOW Design LIVE Conference

This collaboration between HOW Design Conference and Vistaprint was one of the most rewarding integrated campaigns I've worked on because it blended strong creative with audience participation. I partnered closely with Vistaprint's Art Direction and Central Design teams, working cross-functionally from concept through execution to develop an ad that would stand out in a crowded conference environment.

Our challenge was to create something memorable while poking fun at a familiar industry frustration—a client delivering a creative brief at the last possible minute. We featured the “marketing client” as the centerpiece of the ad and invited readers to express their “gratitude” by drawing directly on his portrait. The most creative submission would win a prize at the Vistaprint booth during the HOW Design Conference. The concept transformed a traditional print advertisement into an interactive experience, encouraging attendees to engage with the brand long after they'd turned the page.

To extend the idea beyond print, we recreated the experience at our conference booth with oversized versions of the ad, buckets of Sharpie markers, and an open invitation for attendees to contribute their own artwork. Throughout the event, we displayed the growing gallery of illustrated portraits around the booth, creating an eye-catching installation that naturally drew people in, sparked conversations, and increased booth traffic.

The campaign succeeded because it wasn't just a well-designed advertisement—it became a shared creative experience. By connecting the print piece directly to the conference activation, we increased audience engagement for both Vistaprint and HOW Design Conference while creating a memorable brand moment.

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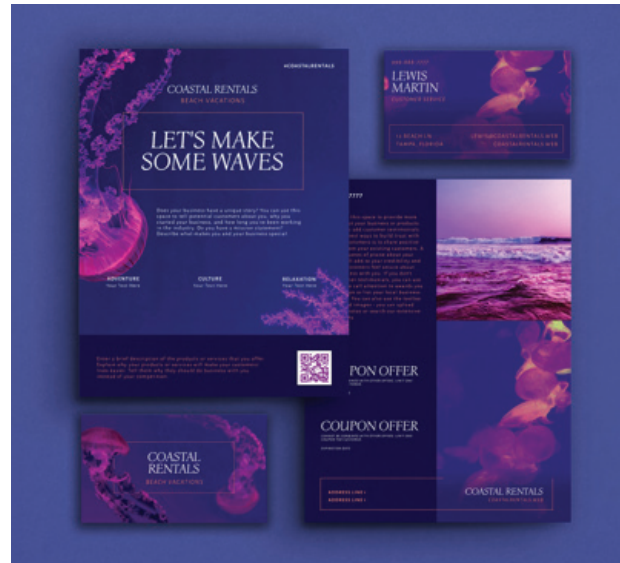
Small Business Branding

At Vistaprint, I helped thousands of small businesses establish and grow their brands by designing over 2,000 customizable templates across a wide range of marketing products. My work included business cards, flyers, posters, banners, signage, and editable logo designs, all created to give entrepreneurs access to professional, high-quality branding regardless of their budget or design experience. By balancing creativity with scalability, I developed versatile design systems that empowered customers to personalize materials while maintaining strong visual impact and brand consistency across every touchpoint.









Logos

Logos Built to Last. Brands Built to Grow.

I've designed numerous logos and visual identities for businesses, festivals, events, and nationally recognized artists. My work spans everything from small startups and family-owned companies to iconic music festivals and touring bands, including Yonder Mountain String Band, New Orleans Jazz & Heritage Festival, Bonnaroo, Bluegrass in the Bottoms, Blue Horizon Seafood, and MadPom Inc. Each project presents a unique challenge, requiring a balance of strategic thinking, visual storytelling, and timeless design.

For me, a logo is much more than a mark—it's the foundation of a brand's identity. Every logo is crafted to capture the personality, values, and story behind the organization while remaining versatile enough to live across everything from merchandise and signage to packaging, digital media, and advertising. Whether creating a rugged outdoor festival identity, a memorable corporate brand, or a handcrafted logo for a local business, my goal is always the same: to design distinctive, enduring identities that people instantly recognize and connect with.





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Packaging

Bringing Brands to Life Through Packaging

I've designed packaging that blends strategic thinking with compelling visual storytelling. At Vistaprint, I developed packaging solutions for a wide range of products, including custom mailer boxes, dry food packaging, shopping bags, hang tags, and retail packaging systems. These projects demanded an understanding of production requirements, dielines, shelf presence, and user experience—creating packaging that was not only visually engaging but also practical, functional, and ready for production.

Through Hoverchair Studios, I've expanded that experience into custom packaging for clients across the food, beverage, music, and retail industries. My work includes collectible CD box sets, craft beer can labels, bottled water packaging, jar labels, and other specialty products where storytelling and brand personality are just as important as the product itself. Whether designing for a national music release, a craft beverage, or an independent small business, I approach every package as an opportunity to create a memorable first impression that strengthens the brand and connects with its audience.





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Editorial

Editorial Design That Communicates with Clarity and Impact

Editorial design has been a cornerstone of my career since my first professional role at HOW Design Magazine. There, I designed advertising layouts and editorial content while collaborating with some of the most respected publications in the creative industry, including PRINT Magazine, I.D. Magazine, ZLife Magazine, and Woodworking Magazine. Over the years, I've created hundreds of magazine advertisements, blow-in cards, postcards, and promotional campaigns—developing a deep understanding of typography, publication standards, visual hierarchy, and how to communicate a message effectively within limited space.

My editorial work has also extended beyond magazines into published books celebrating music and design. My artwork has been featured in the band CAKE's Art Book as well as Metallica: The Complete Illustrated History, showcasing my work alongside artists from around the world. Whether designing a national advertising campaign, a publication spread, or a promotional insert, I bring the same thoughtful attention to composition, storytelling, and craftsmanship—creating layouts that are engaging, informative, and visually memorable.



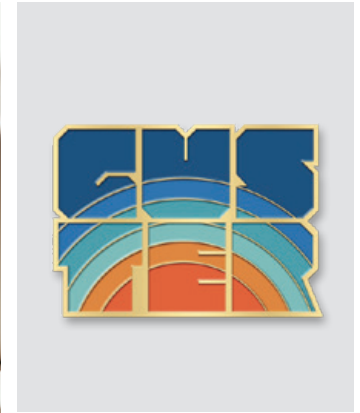
Guster

Official Artwork and Creative Partnership with Guster and Good Harbor Music.

For more than 15 years, I've maintained an ongoing creative partnership with the band Guster and their merchandise company, Good Harbor Music, developing visual assets that have become an integral part of the band's brand and fan experience. Over the years, I've designed a wide range of merchandise and promotional materials, including T-shirts, limited-edition gig posters, event signage, wayfinding graphics, stage banners, enamel pins, blankets, web graphics, and album packaging. This long-term collaboration has required a deep understanding of the band's evolving identity while consistently delivering creative solutions that resonate with fans across live events, online platforms, and retail merchandise. The relationship reflects my ability to build lasting client partnerships through dependable execution, creative versatility, and a strong understanding of music branding.

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Gamblers Run

Five Years of Building an Award-Worthy Festival Brand

For the past five years, I have served as the lead designer and creative force behind Gambler's Run Music Festival, developing and evolving the festival's visual identity into a cohesive brand experience across every attendee touchpoint. My work has included creating the festival's identity system, custom illustrations, gig posters, stage banners, wayfinding signage, artist announcement frames, merchandise collections, and a full suite of digital and social media assets.

By maintaining a consistent visual language while refreshing the creative each year, I've helped establish Gambler's Run as a recognizable destination festival, delivering an engaging brand that extends seamlessly from online promotion to the on-site festival experience.



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Gig Posters

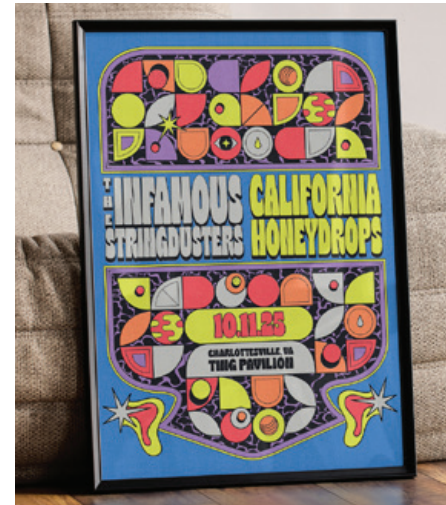
Award-Winning Gig Poster & Music Branding. Visual storytelling for iconic artists, trusted by Live Nation, AEG & national touring artists.

I've collaborated with leading live entertainment and music promotion companies including Live Nation, AEG, and Live For Live Music, creating official gig posters and promotional artwork for nationally recognized artists and tours. My clients have included Trey Anastasio, A Perfect Circle, Goose, The Infamous Stringdusters, and numerous other acclaimed musicians spanning rock, jam, and alternative genres.

In addition to my work in music, I've also partnered with stand-up comedians including Bert Kreischer, Nate Bargatze, Patton Oswalt, and Rory Scovel, creating promotional artwork that captures each performer's unique voice and comedic style.

Each project has required translating an artist's identity into compelling visual storytelling while meeting the unique demands of tour marketing, merchandise, and limited-edition screen prints. I also had the opportunity to develop concept artwork for Paul McCartney, demonstrating my ability to create high-profile, campaign-ready creative for some of the most iconic names in entertainment.





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Graphic T-shirts/Tank Tops

**Wearable merchandise for national touring bands.
Creating Memorable clothing for fans of all ages.**

I've partnered with leading music promoters and merchandise companies—including Live Nation, AEG, and Live For Live Music—to create apparel collections for nationally recognized artists and festivals. My work has included designing graphic T-shirts and branded merchandise for artists such as Guster, Foo Fighters, Robert Randolph, the John Denver Association, and Dispatch, as well as iconic events including Bonnaroo, Jazz Fest, Farm Aid, High Sierra Music Festival, CMA Fest and Outside Lands.

Each project required balancing artistic expression with commercial appeal, creating designs that captured the spirit of each artist or festival while connecting with fans and driving merchandise sales. From concept development and hand-drawn illustration to production-ready artwork, I've developed apparel that extends each brand's identity beyond the stage and into the hands of thousands of music fans.





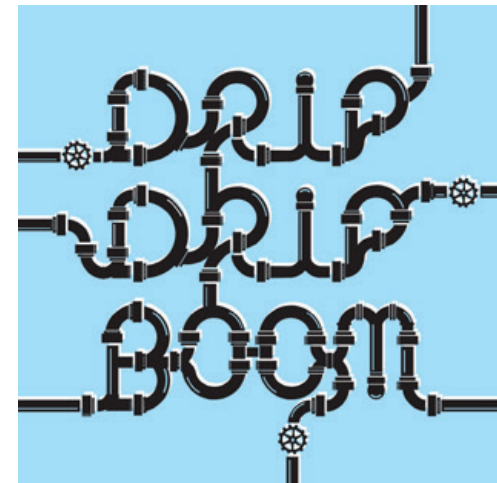
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Non Profit Work

Design That Gives Back. Creating impactful artwork that helps nationally recognized artists and nonprofit organizations raise awareness, inspire action, and support causes that strengthen communities.

I've collaborated with nonprofit organizations including Conscious Alliance and Happy Bombs to create impactful gig posters and merchandise that support meaningful causes through the power of music. Working alongside nationally recognized artists such as Goose, The Infamous Stringdusters, and Leftover Salmon, I've designed limited-edition posters and apparel that not only celebrate the artists but also help raise awareness and funds for initiatives focused on fighting hunger, supporting mental health, and strengthening local communities. These collaborations have allowed me to combine compelling visual storytelling with purpose-driven design, creating artwork that inspires fans while contributing to causes that make a lasting difference beyond the concert experience.



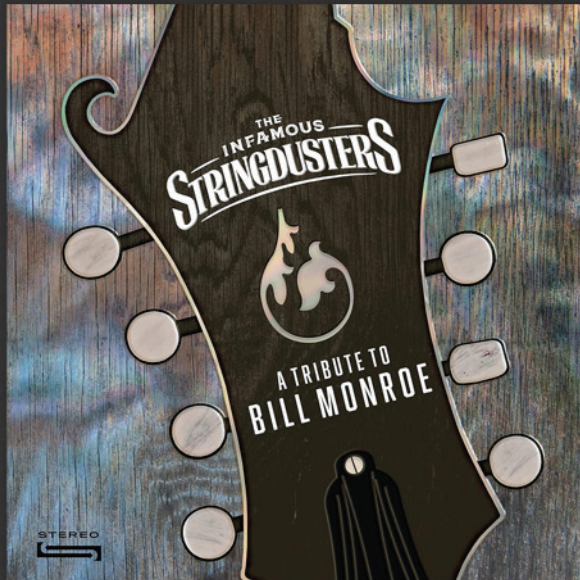


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Album Packaging

I've designed album covers and packaging for a wide range of nationally touring artists, including Guster, The Motet, Sister Sadie, Dispatch, Andy Frasco, Big Head Todd & the Monsters, and Galactic. My work spans the entire creative process—from initial concept sketches and illustration to final production-ready artwork—creating everything from digital album covers to complete multi-panel packaging for vinyl records and CDs. Among these projects, I had the opportunity to design the packaging for the Grammy-nominated album, “A Tribute to Bill Monroe” by The Infamous Stringdusters, further demonstrating my ability to create artwork that complements and elevates an artist’s music while delivering a polished, collectible product for fans.





GOOD HARBOR



2000 Silver Key National Portfolio Award
2000 Full-Art College Art Scholarship
2007 IN-HOWSE Design Awards Judge
2006 Bonnaroo Logo Design Winner
2006 Featured in HOW Design Magazine
2006 Published in HOW, PRINT, and I.D.
2008 LG Cell Phone Concept Award
2009 Bonnaroo T-Shirt Design Award
2010 Chiquita Design Contest Finalist
2011 Bonnaroo T-Shirt Design(s) Award
2011 JP Morgan T-shirt Design First Place Award
2011 Outside Lands Design Award
2012 GOLD NEDMA Award for Embroidery Marketing Postcard
2012 HOW MAGAZINE IN-HOWSE Competition Merit Award
2012 \$6tshirts.com Design Award for Pop Culture Shirt Design
2012 Published in GD USA Magazine
2013 GOLD NEDMA Award for GD Magazine Print Ad
2013 Published by Voyageur Press in Metallica Tour Book
2014 Designcuts.com Design Competition; Runner-up
2015 Wakarusa Grand Prize Poster Award
2017 Work Featured on Netflix; The Fundamentals of Caring
2018 Work Featured on CBS Morning Show; Guster Live
2020 Pro Bono Poster and Tshirt Design for BOOM Supply Co.
2021 Pro Bono Poster Design Collaboration with Conscious Alliance 'Art that Feeds'
2022 Published in Concert Art Postcard Book by Shotwell Papermill
2022 Pro Bono Poster Collaboration with Conscious Alliance '20 Year Anniversary'
2023 Poster Featured on HBO/MAX for Chris Fleming's Comedy Special.
2024 Pro Bono Poster Collaboration with Conscious Alliance 'Art that Feeds'
2025 Design Work featured in, Castle Rock Entertainment's, "Spinal Tap 2."
2026 Design Work Seen in, Netflix's, "Free Bert."



Hello, I'm Dave Caron.

I'm a retro-obsessed graphic designer and illustrator with more than 20 years of experience creating bold, story-driven work across branding, illustration, merchandise, packaging, and print.

I attended Mount St. Joseph University on a full art scholarship, where I earned my degree in Graphic Design & Illustration. I began my career at HOW Design Magazine, developing editorial layouts and advertising before joining Vistaprint, where I helped shape branding and marketing materials for thousands of small businesses.

Along the way, I founded Hoverchair Studios, my independent creative practice focused on branding, illustration, merchandise, and design for clients ranging from local businesses to national artists, festivals, and brands.

Outside the studio, I'm a singer-songwriter, vintage collector, hiker, paddle-boarder, and lifelong pop culture enthusiast. Whether I'm digging through flea markets for forgotten toys, collecting vintage concert posters, or discovering overlooked design treasures, I'm always searching for inspiration from the past to create something fresh, memorable, and full of character.

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