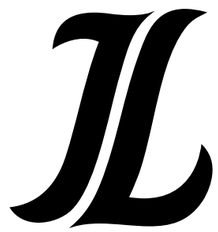

James Laubach

Design Portfolio | 2025

Hand-Picked Offers

Meijer | Personalized Direct Mail Campaign

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FOR YOU
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SHOP AND SAVE
ON ALL YOUR FAVES
SAVE A GOOD DEAL MORE WITH mperks
Save every time you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.
Not a member? Sign up today
See mperks.com for details.
YOUR GOOD DEALS

SHOP AND SAVE
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YOUR GOOD DEALS

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Not a member? Sign up today
See mperks.com for details.
meijer
FREE
with coupon
YOUR GOOD DEALS
with coupon
DISTILLED WATER
2.5 gallons.

SHOP AND SAVE
ON ALL YOUR FAVES
SAVE A GOOD DEAL MORE WITH mperks
Save every time you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.
Not a member? Sign up today
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meijer coupon
50%
with coupon
YOUR GOOD DEALS
with coupon
GIANT BARS

SHOP AND SAVE
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Save every time you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.
Not a member? Sign up today
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50% off
with coupon
YOUR GOOD DEALS
with coupon
CHIQUITA BANANAS
All varieties.

SHOP AND SAVE
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Not a member? Sign up today.
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FREE
with coupon
YOUR GOOD DEALS
with coupon
GARDEN FRESH SA
16 oz. All varieties.

Beer Frontier Carrier

Meijer | Custom Package Design

meijer
CRAFT YOUR OWN
FOUR-PACK
BEER
FRONTIER

BEER FRONTIER

meijer

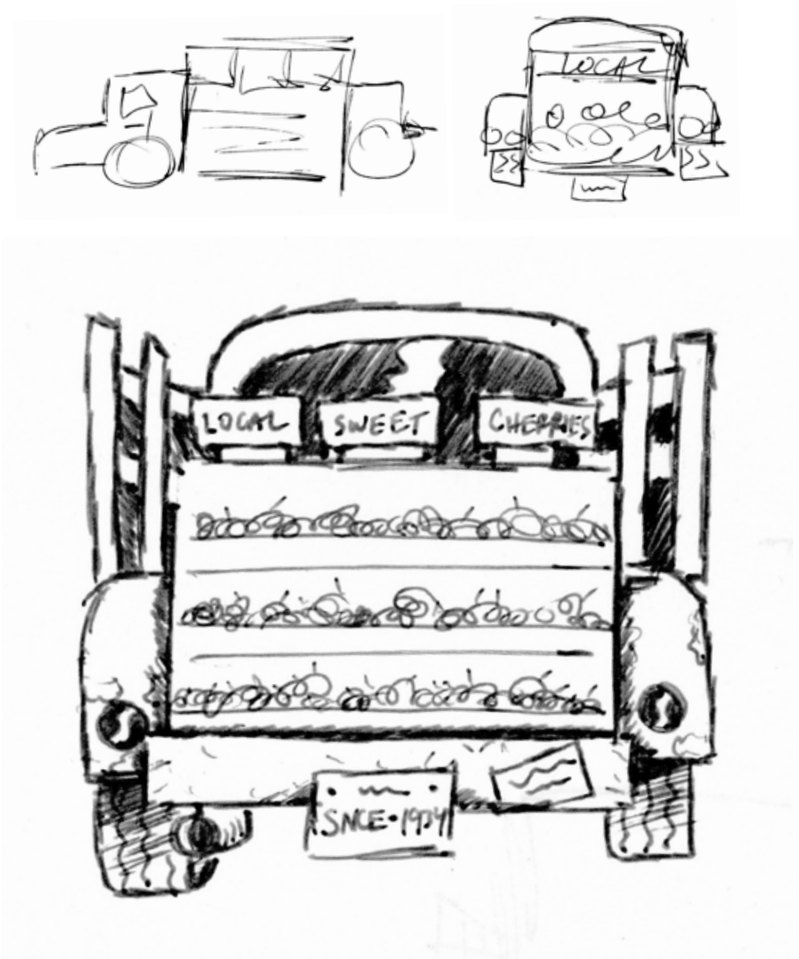
CRAFT YOUR OWN

FOUR-PACK

Delivered Fresh

Meijer | Dimensional Produce Display

Historical Photograph of Original Meijer Delivery Truck



Concept Sketches

BRING MORE
FRESH
MICHIGAN SWEET CHERRIES
We partner with Michigan farmers to bring you the best in fresh.
sale
sale
sale
SNCE 1934
Michigan Grown
Support Local Farmers
sale
$2.99
sale
$2.99
sale
$2.99
DELIVERED FRESH
Michigan farms

MICHIGAN
SWEET
CHERRIES
We partner with
Michigan farmers
to bring you the
best in fresh.
DELIVERED
FRESH
from Michigan farms
MICHIGAN
SWEET
CHERRIES
We partner with
Michigan farmers
to bring you the
best in fresh.

Purple Cow Milk

Meijer | April Fools' Social Campaign

Concept Sketch

Static Social Post

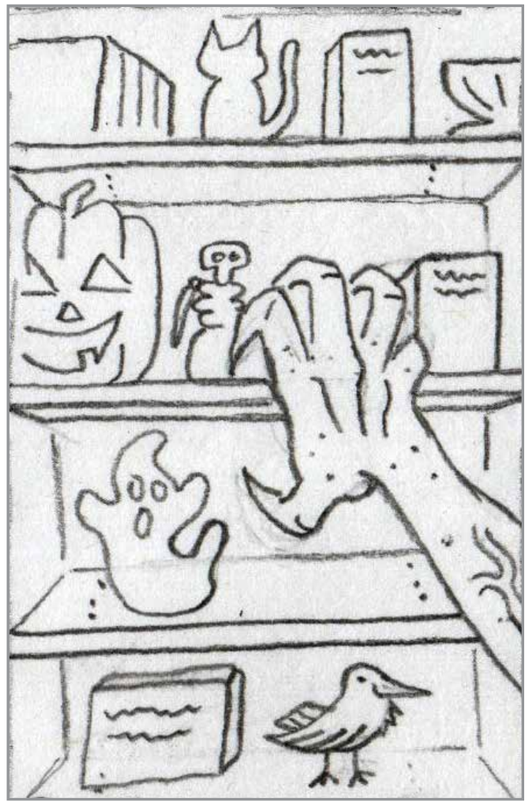
Campaign Video | 00:15

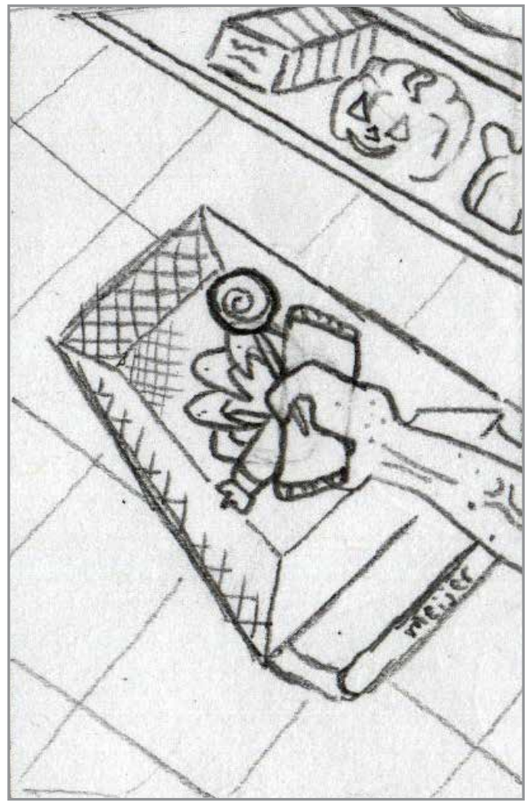
Opening with a dramatic hero shot of the purple jug, the video flows through rich pours and close-ups before the Purple Cow mascot delivers the April Fools' reveal. Playful and tongue-in-cheek, it mimics the polish of a genuine ad while leaning into the absurdity of "milk from a purple cow," driving strong social engagement through humor and mascot integration.

View Video

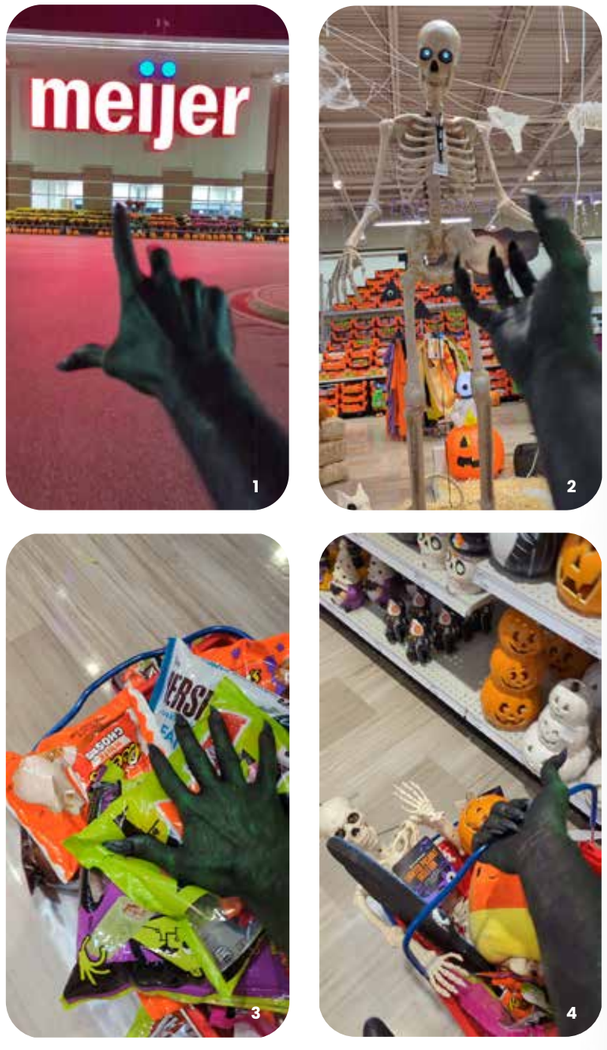
Monster Haul

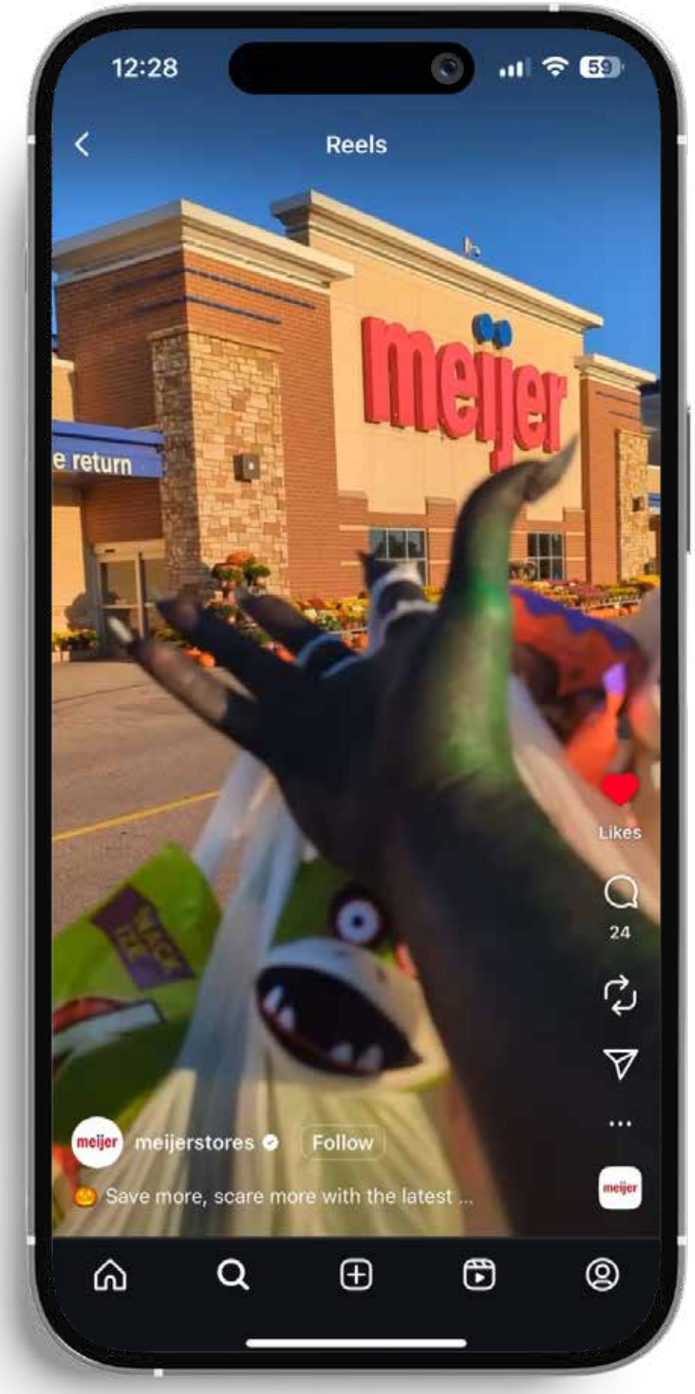
Meijer | Halloween Campaign Video





Concept Sketches & Storyboard

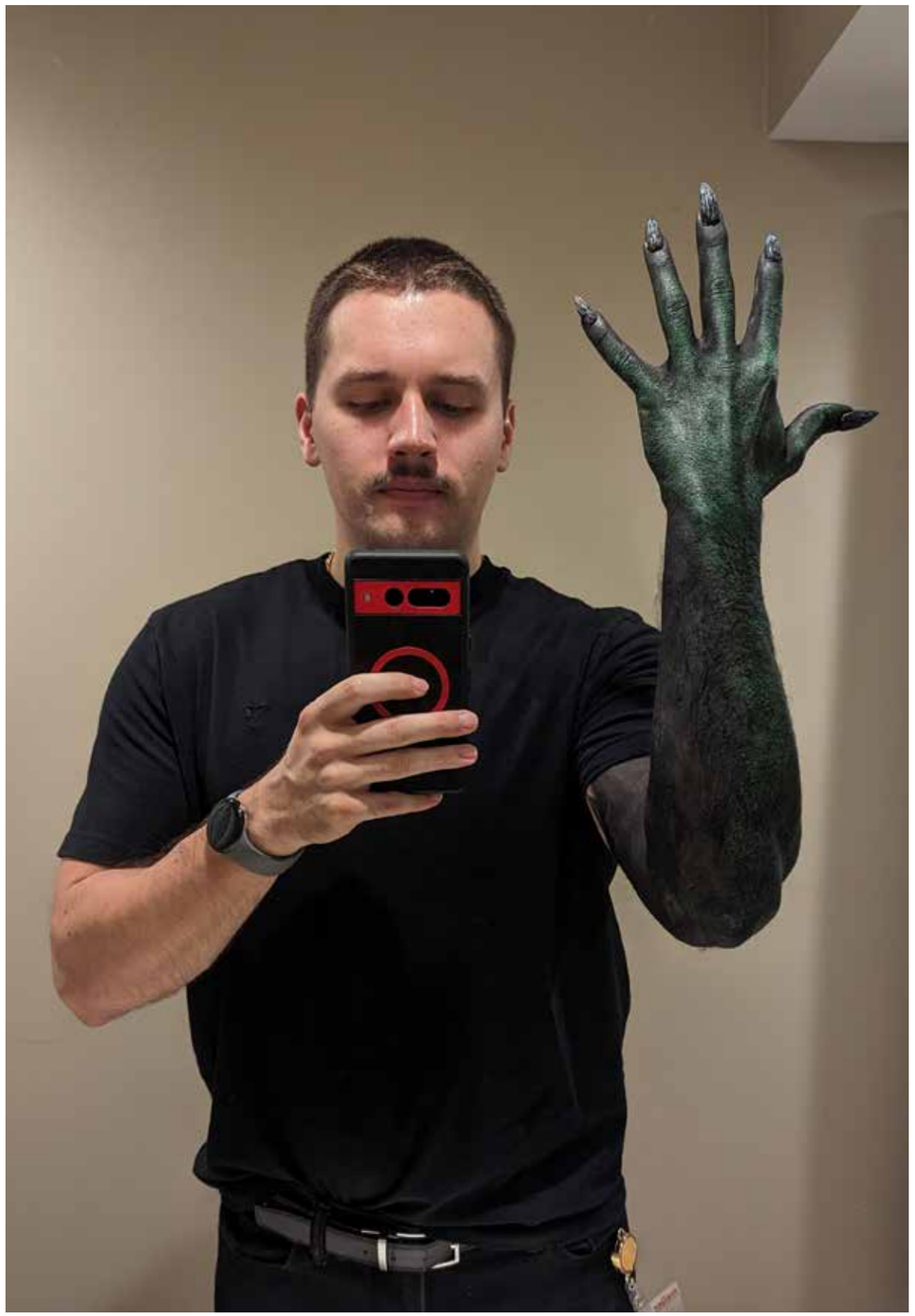




Campaign Video | 00:30

A playfully spooky POV spot for Meijer's Halloween 2023 campaign. Filmed through the eyes of a monster (complete with SFX makeup), the video captures the thrill of discovering candy, décor, and spooky spirit while shopping the aisles. This 30-second social piece blends humor, character, and seasonal energy to immerse viewers in a monster-sized haul — reaching nearly 100k views across Meijer's social platforms.

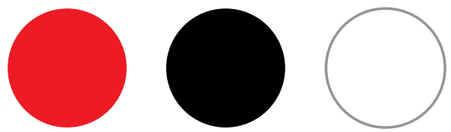
View Video



Custom Special Effects Makeup & Prosthetics

James Gets Spooky

Multidisciplinary Creative Brand



Brand Logo

Contact Card

Die-cut, Holographic Logo Sticker

Branded Apparel

James Gets Spooky | Costume De
jamesgetsspooky.com
PROJECTS
ABOUT
CONTACT
JAMES GETS SPOOKY
Costume Designer & Character Performer
PROJECTS
12:00
jamesgetsspooky.com
JAMES GETS SPOOKY
Costume Designer & Character Performer
PROJECTS

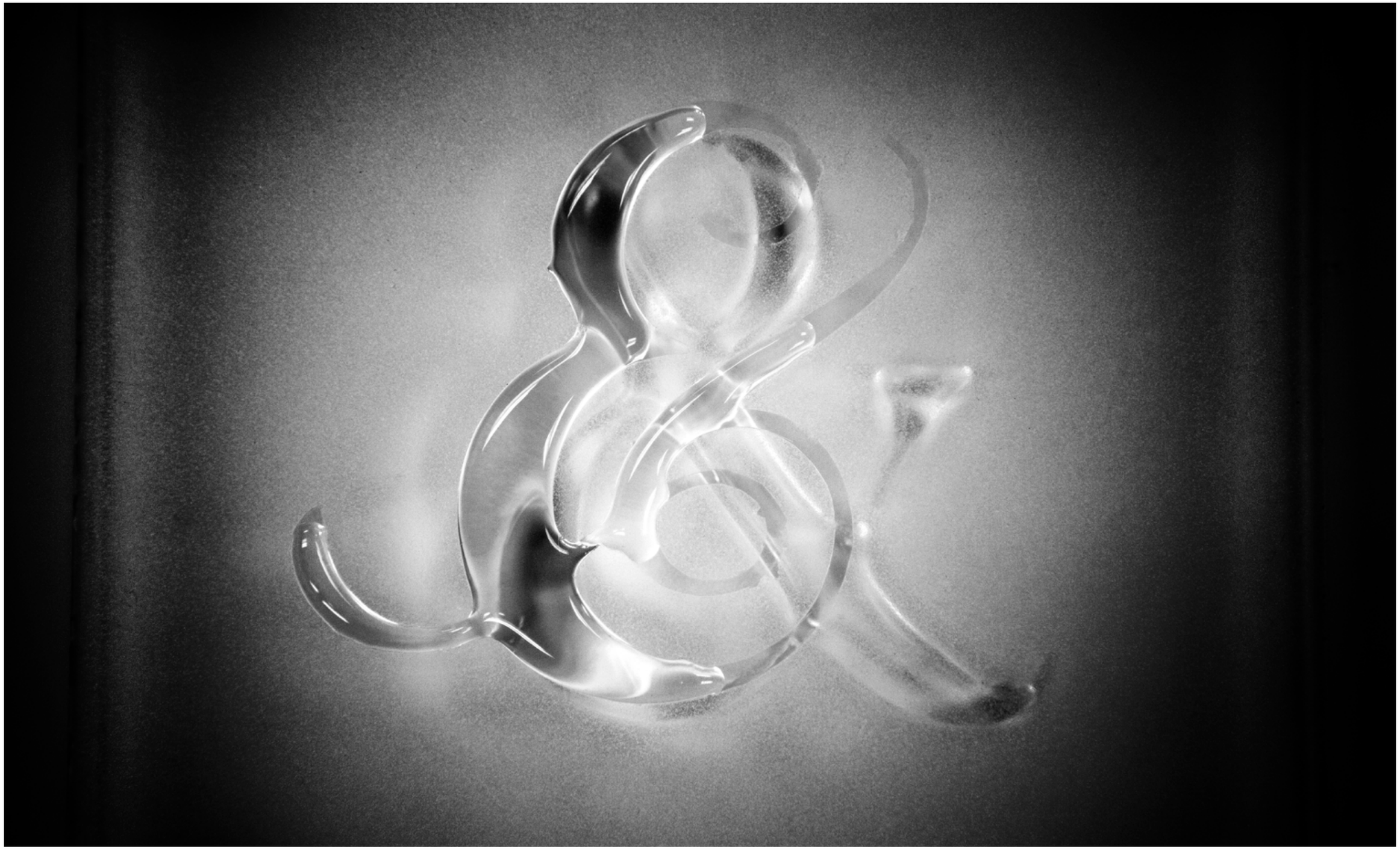
View Site

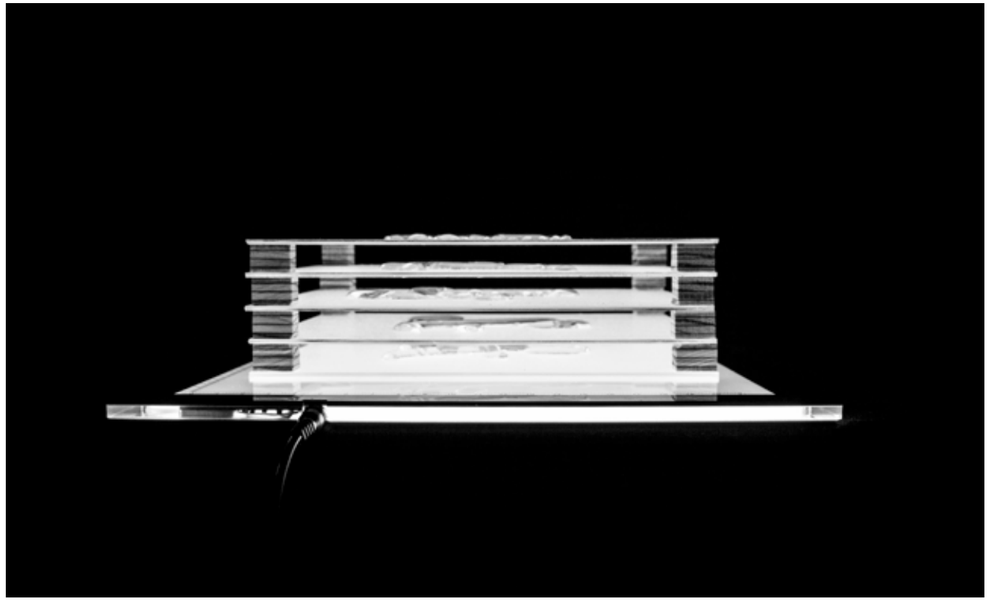
Event & Display Booth

JAMES GETS SPOOKY

Liquidography

Experimental Typography Exploration





Hand-Picked Offers

Meijer | Personalized Direct Mail Campaign

A monthly die-cut, multi-panel direct mail piece delivering personalized coupon offers driven by customer shopping data. This data-focused approach turned a traditional mailer into a targeted marketing tool, reinforcing brand loyalty and showcasing Meijer's focus on customer-centric design.

Beer Frontier Carrier

Meijer | Custom Package Design

A 4-pack carrier for Meijer's "Beer Frontier" promotional campaign, balancing functional structure with bold visual storytelling. Designed to stand out on shelves while aligning with brand standards. This piece combined utility with campaign identity to elevate shopper experience across all Meijer locations.

Delivered Fresh

Meijer | Dimensional Produce Display

Inspired by Meijer's heritage and original delivery truck, this dimensional display was developed as a quick-turn campaign for Michigan-grown sweet cherries. First installed in two Grand Rapids, MI stores, it received such positive response from leadership and the Meijer family that it's now being considered as an evergreen concept across all markets, with participating stores having seen a 33% lift in cherry sales compared to others.

Purple Cow Milk

Meijer | April Fools' Social Campaign

A playful April Fools' campaign introducing "Purple Cow Milk," developed from concept sketch to polished social execution. The static post and 15-second spoof ad blended humor with Meijer's Purple Cow mascot to mimic the polish of a real product launch, driving strong engagement across the brand's social channels.

Monster Haul

Meijer | Halloween Campaign Video

A playfully spooky POV spot for Meijer's Halloween 2023 campaign, filmed through the eyes of a monster (with custom SFX makeup and prosthetics). The 30-second video captured the excitement of discovering candy, décor, and seasonal spirit in-store, blending humor and atmosphere to drive strong engagement across social channels.

James Gets Spooky

Multidisciplinary Creative Brand

An ongoing personal brand spanning costume and prop design, performance, and digital content creation. Through commissions, sponsorships, and guest appearances, James Gets Spooky highlights a multidisciplinary blend of dark creativity and professional craft that extends beyond traditional design practice.

Liquidography

Experimental Typography Exploration

An exploration of fluid movement, transforming water's natural flow into experimental typeforms. Each piece captures the tension between control and chaos, turning the organic into intentional design.

jameslaubachdesign.com