

 COLIN RUSH

Digital Portfolio
Art Direction & Design

Ruggable

Ruggable is an international direct-to-consumer company that sells washable rugs and doormats.

Rebrand Rollout

Ruggable unveiled its rebrand in March 2022 with a national marketing campaign. I managed the asset production process for this campaign.



Washable rugs for dining without reservations.

Ruggable
Take the floor




Washable rugs for making yourself at home.

Ruggable
Take the floor



Designer rugs for laid-back living.

Ruggable
Take the floor



Designer rugs for working it from home.

Ruggable
Take the floor



Washable rugs for playing by your own rules.

Ruggable
Take the floor



Washable rugs for making yourself at home.

Ruggable
Take the floor

Email Rebrand


For the Ruggable rebrand, I developed and managed the creative direction for the email channel. It saw a significant increase in click-through rates and conversions.

Ruggable

Mid-Century Modern

Inspired by the iconic era, these rugs lend a retro flair to any room with their bold designs and striking colours reminiscent of the '40s, '50s, and '60s.

[SHOP THIS STYLE](#)



Jonathan Adler Venom Sapphire Rug

[SHOP THIS RUG](#)

Metro Multicolour Rug

[SHOP THIS RUG](#)

Domo Sage Rug

[SHOP THIS RUG](#)

Absida Rainbow Rug

[SHOP THIS RUG](#)

[SHOP THIS STYLE](#)

Ruggable [SHOP](#) [REWARDS](#) [FAQ](#)

SALE SALE SALE

Stars, Stripes, & Savings


[SHOP NOW](#)

Ruggable



Shades of Blue

From rich azure to cool slate to deep navy, we've got blue rugs to suit your style.

[SHOP BLUE RUGS](#)



Azure Blue Plush Rug

 Ruggable | 

Believe the buzz!

Your early access is here! Ruggable's new Disney and Pixar Toy Story rugs and doormats are washable, stylish, and perfect for the whole family.

[SHOP EARLY](#)

Ruggable

Vintage Designs, Modern Features

[SHOP NEW VINTAGE RUGS](#)




[SHOP BEST SELLERS](#)

Ruggable

Orange Rugs


Energizing and unexpected, orange rugs are the perfect piece to make your space pop.

[SHOP NOW](#)



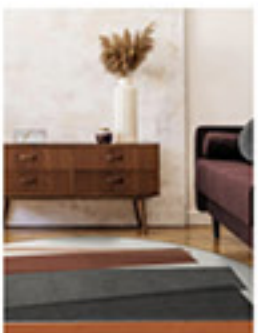
Hana Tiger Orange Rug

[SHOP THIS RUG](#)




Quadra Orange Rug

[SHOP THIS RUG](#)



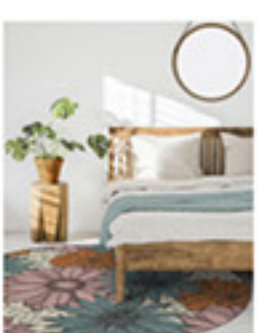
Color Field in Orange Rug

[SHOP THIS RUG](#)



Citrus Blood Orange Rug

[SHOP THIS RUG](#)



Daphne Orange Jasper Rug

[SHOP THIS RUG](#)

[SHOP ORANGE RUGS](#)

Ruggable

Wine-Friendly Rugs

It's National Rosé Day! Cheers to spending more time enjoying your drink and less

[SHOP WASHABLE RUGS](#)



Ruggable

Bedroom Rug Size Guide


The right size rug can make your bedroom feel warm and cozy. Find your perfect fit, below!

[SHOP BEDROOM RUGS](#)

If You Have a King Bed

Try a 9'x12' rug.

[SHOP 9'X12' RUGS](#)

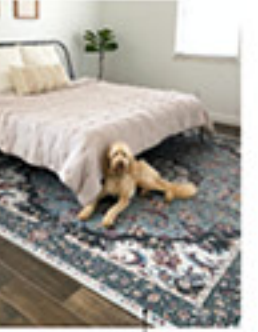


Maral Hariz Creme Rug

If You Have a Queen Bed

Try an 8'x10' rug or 8' round rug.

[SHOP 8'X10' RUGS](#)




Sima Sage Rug

If You Have a Full Bed

Try a 6'x9' rug or two 3'x5' rugs.

[SHOP 6'X9' RUGS](#)



Vintage Daily Bordered Tangerine Rug

[SHOP BEDROOM RUGS](#)

Birthday Sale 2022

The Birthday Sale is the biggest promo of the year. I developed the creative direction and managed asset production for the 2022 Birthday Sale, which was one of the most successful promos in company history.

Ruggable

5 Years Of Ruggable

Celebrate our 5th birthday with a look back at these big milestones!

SHOP THE BIRTHDAY SALE

'17 Ruggable was born when founder Jeneva Bell developed the first washable rug.

'18 Ruggable expands production facilities based on increased demand.

'19 Ruggable crosses the border, expanding to Canada.

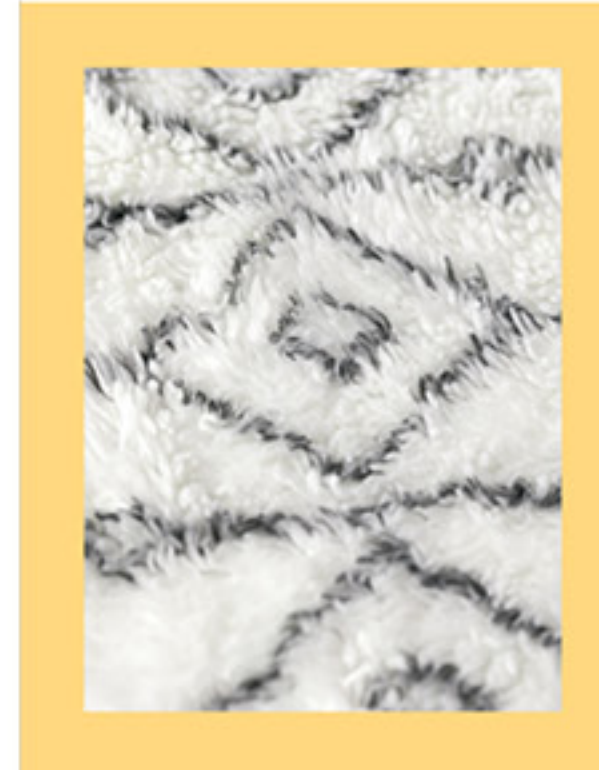
'20 Ruggable launches a brand new texture, our ultra-fluffy Plush rugs.

'21 Ruggable goes to Europe, launching across the pond and introduces Re-Jute rugs and washable Doormats.

SHOP THE BIRTHDAY SALE

Plush

Our high-pile Plush Rugs are cozy and fluffy with a wool-like texture. They go best in kids rooms, living rooms, and any space that needs extra cushion. 🧡



Ruggable

Birthday Sale
Save 20% Sitewide!

SHOP THE SALE

Ruggable

Just For You!
Rug Sale Extended.

ACTIVATE DISCOUNT

Exclusions apply™

Shag

Our Shag Rugs have flokati-like texture. They're shed-resistant, stain-resistant, and machine-washable, giving you all the comfort and coziness without the stress. ☁️



Ruggable

Nur für dich!

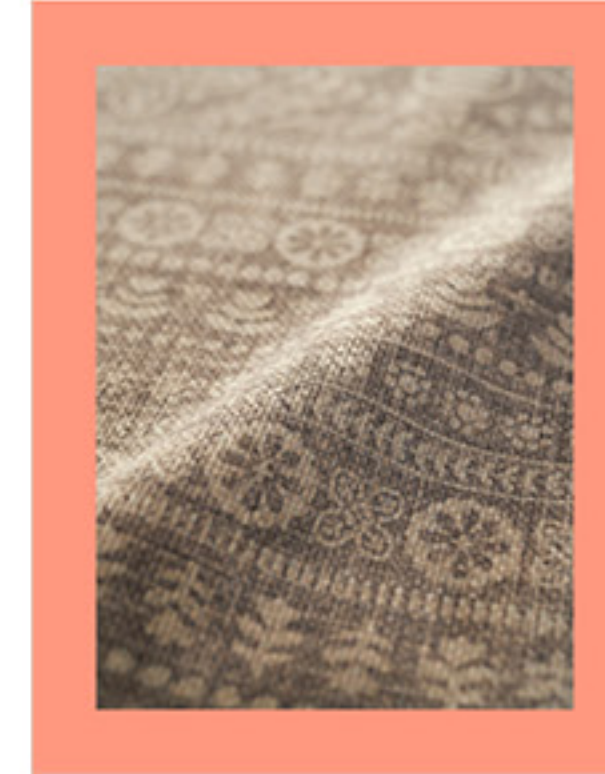
Teppich-Sale verlängert

RABATT AKTIVIEREN

Es gelten Ausnahmen™

Re-Jute

Our Re-Jute Rugs have a smooth, woven texture that isn't scratchy underfoot. Washable and shed-resistant, they work indoors, outdoors, and everywhere in between. 🌿



Ruggable

Birthday Sale

20% Off

Sitewide | Use code: FIVE

SHOP ALL SIZES

8x10	6x9
2x3	3x5
Round	Runners

Ruggable

Birthday Sale
Save 20% Sitewide

USE CODE: FIVE **SHOP NOW**

Ruggable

Birthday Sale

20% Off

Sitewide | Use code: FIVE

Ruggable

SALE SALE SALE

Get 20% off EVERYTHING!

USE CODE: FIVE

SHOP NOW



International Expansion

Ruggable expanded its international operations in 2022, launching in the U.K., Germany, and other countries. I managed the creative production process for several of these launches.

Ruggable

Ruggable Now Available in Australia!

Cheers to washable rugs! Get yours today.

[SHOP NOW](#)

So weich und waschbar.

Ruggable

Darf ich vorstellen: Indoor/Outdoor Teppiche

Mit unseren neuen waschbaren, vielseitigen Teppichen kannst du jederzeit und überall Urlaub machen. Perfekt für drinnen und draußen, jetzt in 24 farbenfrohen neuen Designs. Worauf wartest du noch?

[JETZT EINKAUFEN](#)

Weich.
Kuschelig.
Plüsch.

SALBEI GRÜN PLÜSCHTEPPICH

Ruggable

You've got £40!

Surprise! You've got a £40 gift card. Use this towards any Ruggable purchase of £200 or more.

[SHOP NOW](#)

Gift card expires in 30 days. A minimum purchase of £200 is required to claim your offer. Code automatically applies at checkout. Exclusions apply.**

Mach es dir in Plüsch gemütlich

[KAUFE JETZT PLÜSCH](#)

15% Off

CODE: QUEEN15

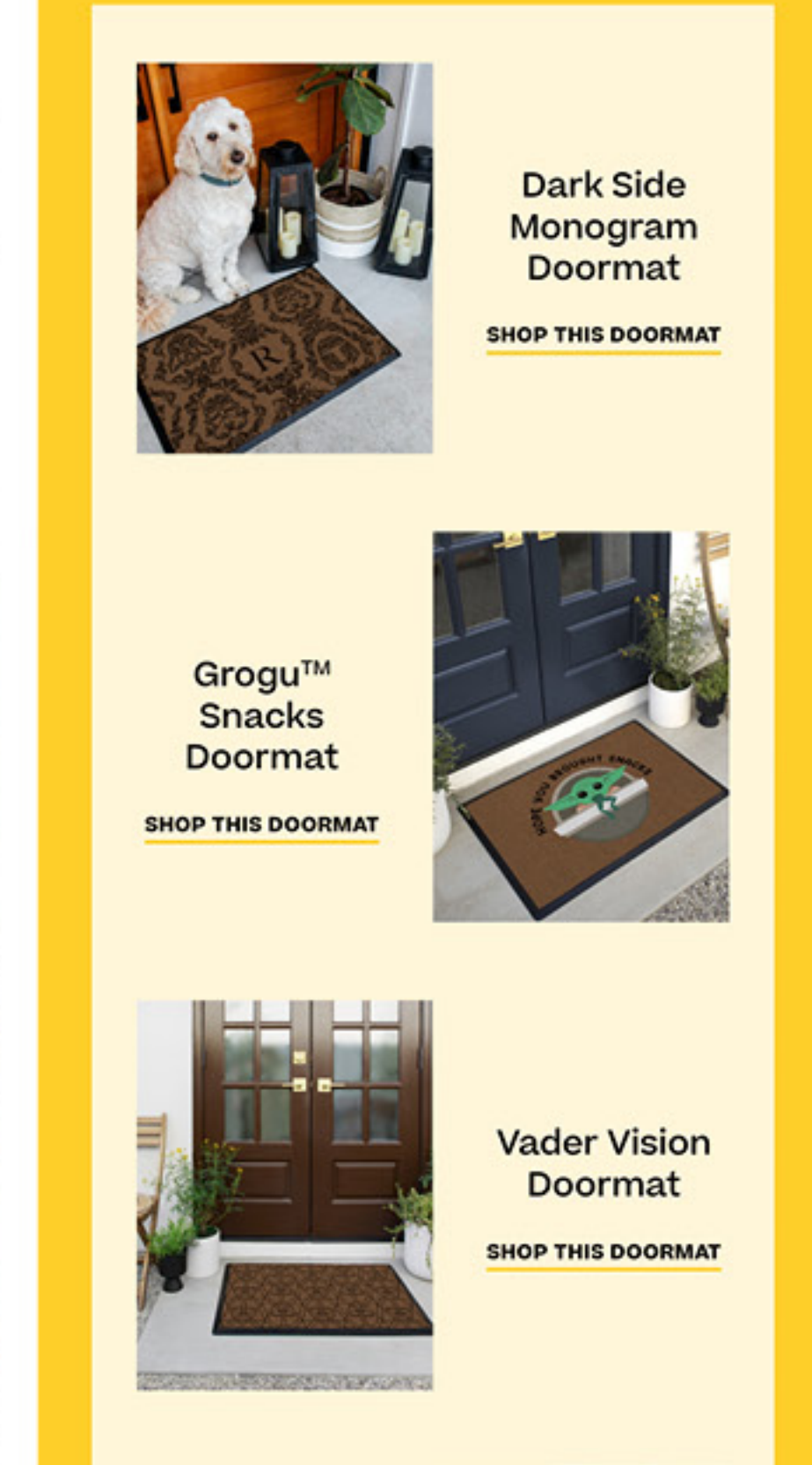
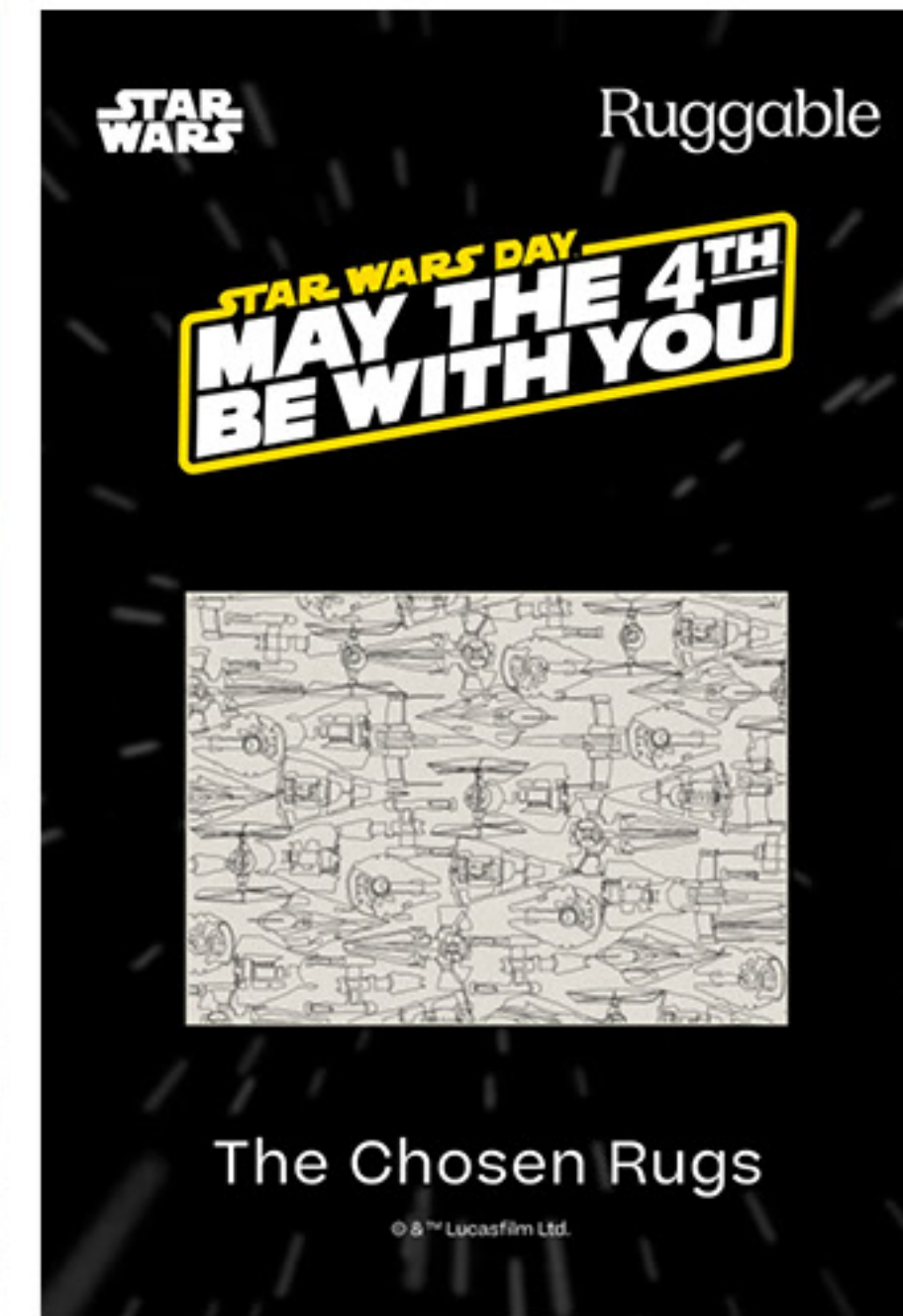
Ruggable

The Queen's Platinum Jubilee Sale

[SHOP NOW](#)

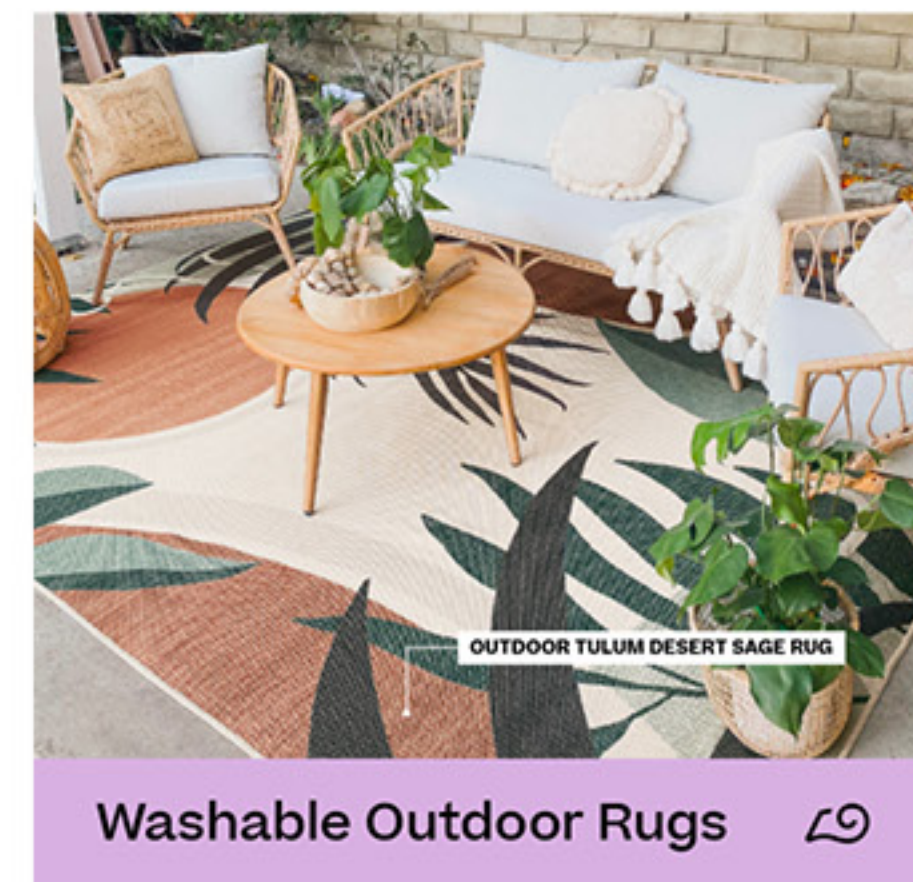
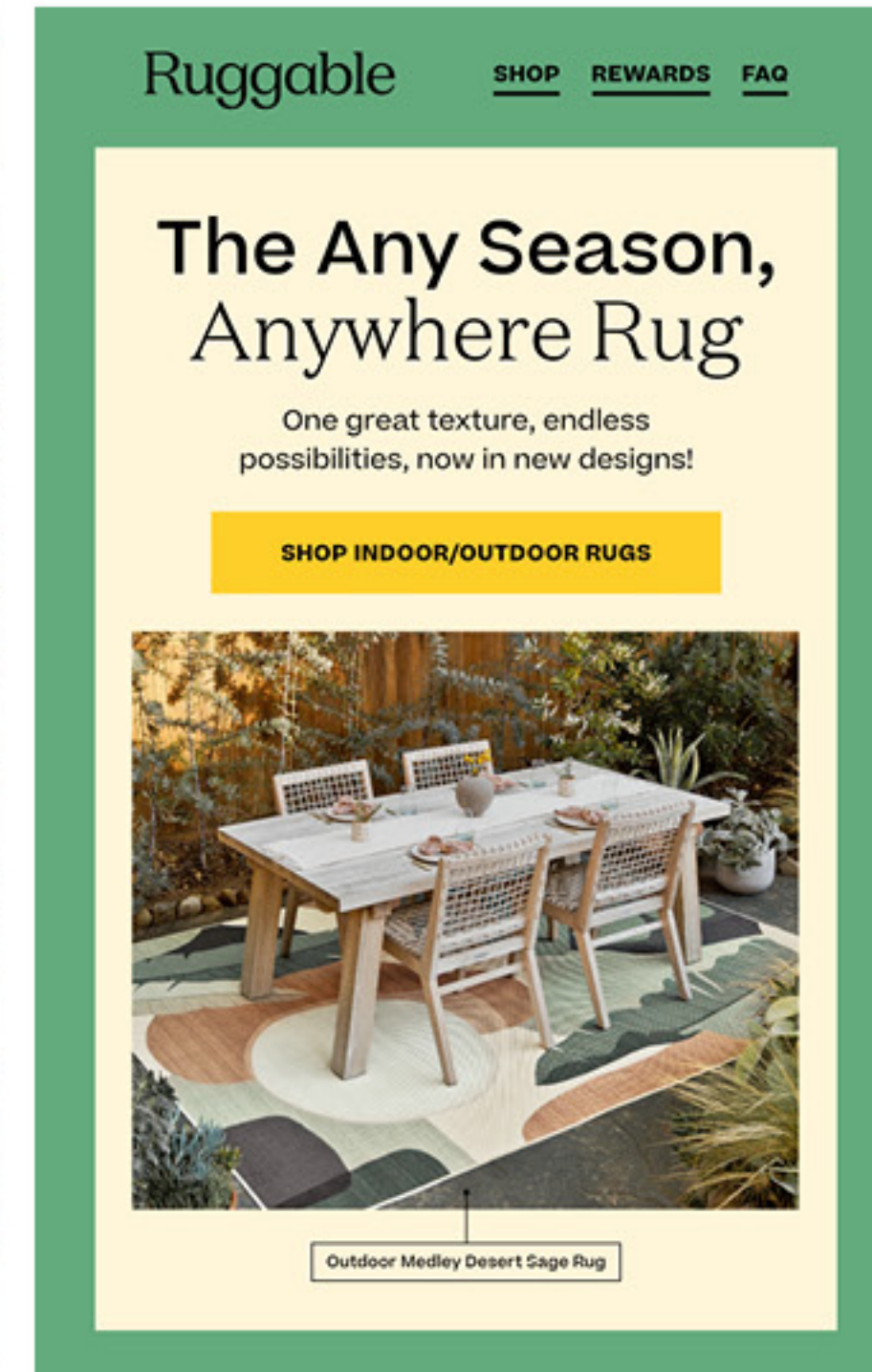
Star Wars Licensing

Ruggable has a licensed Star Wars collection, and each year it has a May the 4th Sale. I was responsible for the art direction and creative production process for the 2022 campaign.



Outdoor Product Launch

In 2022, Ruggable expanded its collection of outdoor products. I developed the creative direction for the launch campaign and managed the production process.




sweetgreen®

Sweetgreen is a publicly-traded food company that sells salads and more through its restaurants and app.

New Market Launches

At Sweetgreen, I designed digital campaigns for new market launches. I helped develop the creative direction for launches in Austin, Miami, and Boulder.

We're open, Austin
 @ 1007 S Congress Ave




sg South Congress
 1007 S Congress Ave

ORDER NOW

EXAU

GREENS + GIVEAWAYS
 Join us for opening week giveaways from Austin-based makers + artists.

HEALTHIER COMMUNITIES
 For every meal sold on opening day, we'll donate a meal to Caritas of Austin to support food insecure families.



ORDER NOW

sweetgreen®

SG MEETS SOUTH CONGRESS
 Join us for opening week greens + local giveaways.

WED 8/12	THU 8/13
Opening day Custom tote by Austin artist, Will Bryant. For every meal sold on opening day, we will donate a meal via our Impact Outposts to Caritas of Austin to support food insecure families.	Get to the source Austin-made sourdough from Easy Tiger with local olive oil from Exau.
FRI 8/14	SAT 8/15
Support local makers Fronks nut milk, Greater Goods coffee + handmade mug by Chantal Stasburger from New Origin Shop.	Think sustainably Copper water bottles from Austin Motel customized by Amanda Reid.
FRONKS	AUSTIN MOTEL

Visit bit.ly/sgaustin to learn more. All giveaways are limited to the first 100 orders placed on the sg app + at order.sweetgreen.com


Green looks good on

**Austin
 Austin
 Austin**

We're bringing our greens (and a whole lot more) to Austin. Tell your friends, tell your fam, tell the group chat.

sg South Congress
 1007 South Congress Ave

THE GREENS ARE COMING



Hi friend,

Our mission of connecting communities to real food is more important than ever. As we get ready to open our newest sg, we're putting your safety first. We're implementing stricter safety standards like socially distant ordering, mandatory face masks, and an elevated sanitation schedule — so you can stay connected to real food, and keep your peace of mind.

Before we officially open our doors, join us + our still-green employees in training for a sneak peek and free salad. See you IRL? (Finally!)

sg South Congress
 1007 S Congress Ave


LEARN MORE

sweetgreen®

AUSTIN, WE'RE OPEN

Download the sg app to get your greens — and click below to claim your \$5 pickup or delivery credit.

ORDER NOW



Illustration

For new market launches, I designed and illustrated custom construction signage tailored to each city. These are the signages for Miami, Austin, and Boulder.



David Chang Collab

In 2019, Sweetgreen partnered with David Chang and created the Tingly Sweet Potato + Kelp Bowl. My responsibility was to ideate and design assets for the campaign launch.

sweetgreen x momofuku

GREENER THAN GREEN

Come celebrate sweetgreen x David Chang with a greener-than-green dinner that is centered around sustainability.


FEBRUARY 16, 2020
6 TO 9 IN THE EVENING
MAJORDOMO, 1725 NAUD ST

To RSVP, please reply to RSVP@sweetgreen.com with your name and the name of your guest.



sweetgreen x momofuku

TINGLE MINGLE



WITH **DAVID CHANG**

We made a bowl with David Chang — and you're one of a lucky few we're inviting to try it a day early. Feel the tingle tomorrow at sg Bowery, where David Chang himself will be making his exclusive **Tingly Sweet Potato + Kelp Bowl**.

FEBRUARY 12
10:30AM TO 11:30AM
SG BOWERY
347 BOWERY, NEW YORK
RSVP@SWEETGREEN.COM

Sweetgreen Outpost

Sweetgreen Outpost delivers salads at lunchtime to busy office buildings. I designed the logo for Outpost and created assets for its marketing campaigns.

BE THE OFFICE HERO

Skip the lunch crunch. With sg Outpost, enjoy easy digital ordering, seamless pickups, and contact-free delivery Monday to Friday.

SIGN ME UP

SG WHERE YOU WANT IT

EARLY ACCESS

A new sg is headed your way — but did you know you can also get sweetgreen delivered to your office? Order ahead with Outpost and get greens for the group for those days you can't get away from your desk.

SIGN UP FOR OUTPOST

sweetgreen **OUTPOST**

MORE GREEN\$ FOR YOUR GREENS

Earn rewards (like free salad!*) with every order — only on the sg app.

sweetgreen **OUTPOST**

GREENS ON YOUR TIME

- 1. Find your location**
Get the sg app or visit order.sweetgreen.com and select your location.
- 2. Order ahead**
Place your order before the cutoff time — up to a day in advance.
- 3. Pick it up**
Your greens will be waiting for you here at the assigned pickup time.

sweetgreen **OUTPOST**

THE LATE SUMMER MENU

Radically ripe. Locally sourced. Super seasonal.

sweetgreen **OUTPOST**

LET'S EAT

We're bringing the greens directly to you. With easy mobile ordering, free delivery, and a convenient pickup location, now you can have sweetgreen when and where you want it most.

Email Design

For new restaurant openings and Sweetgreen Outpost, I collaborated with stakeholders to develop templates for email campaigns.

1, 2, GREENS



With two bowls under your belt, you're basically an sg expert. Make it a lucky three?

[ORDER NOW](#)

EXCLUSIVE EATS

Order online or through the app to unlock secret menu items, rewards, and more.

[ORDER NOW](#)



GREENS, DELIVERED

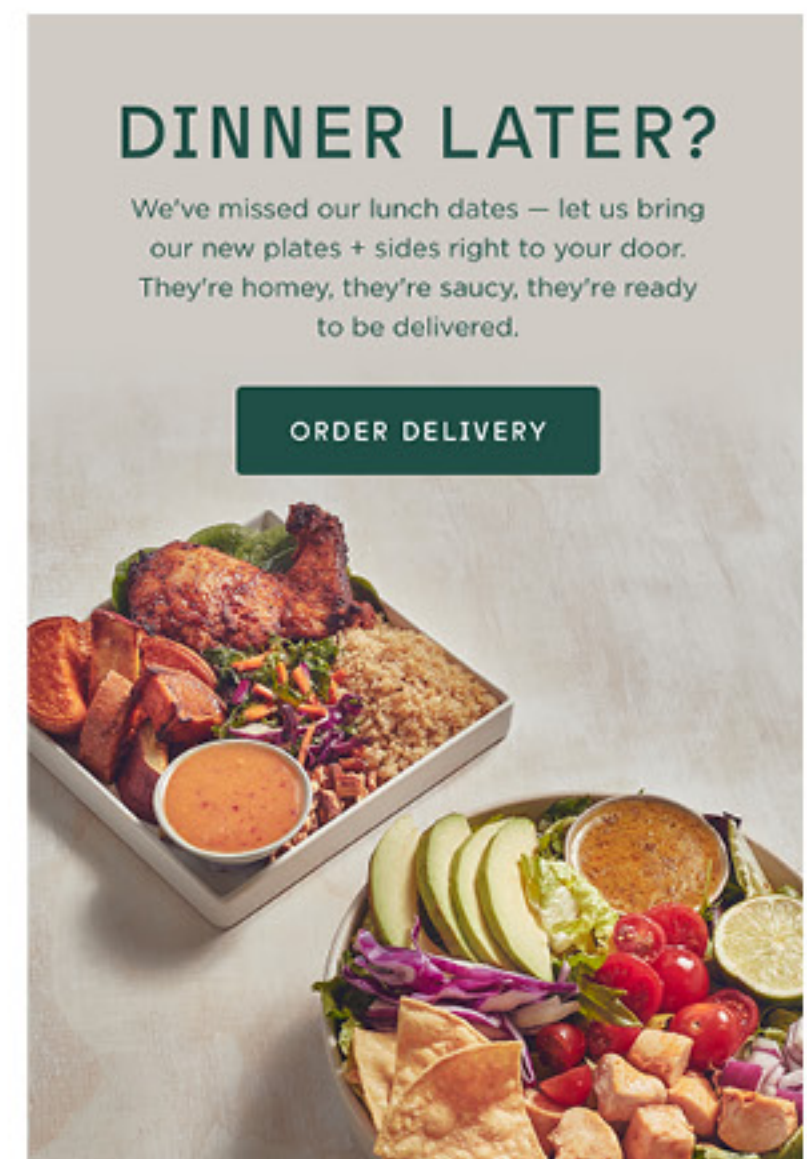
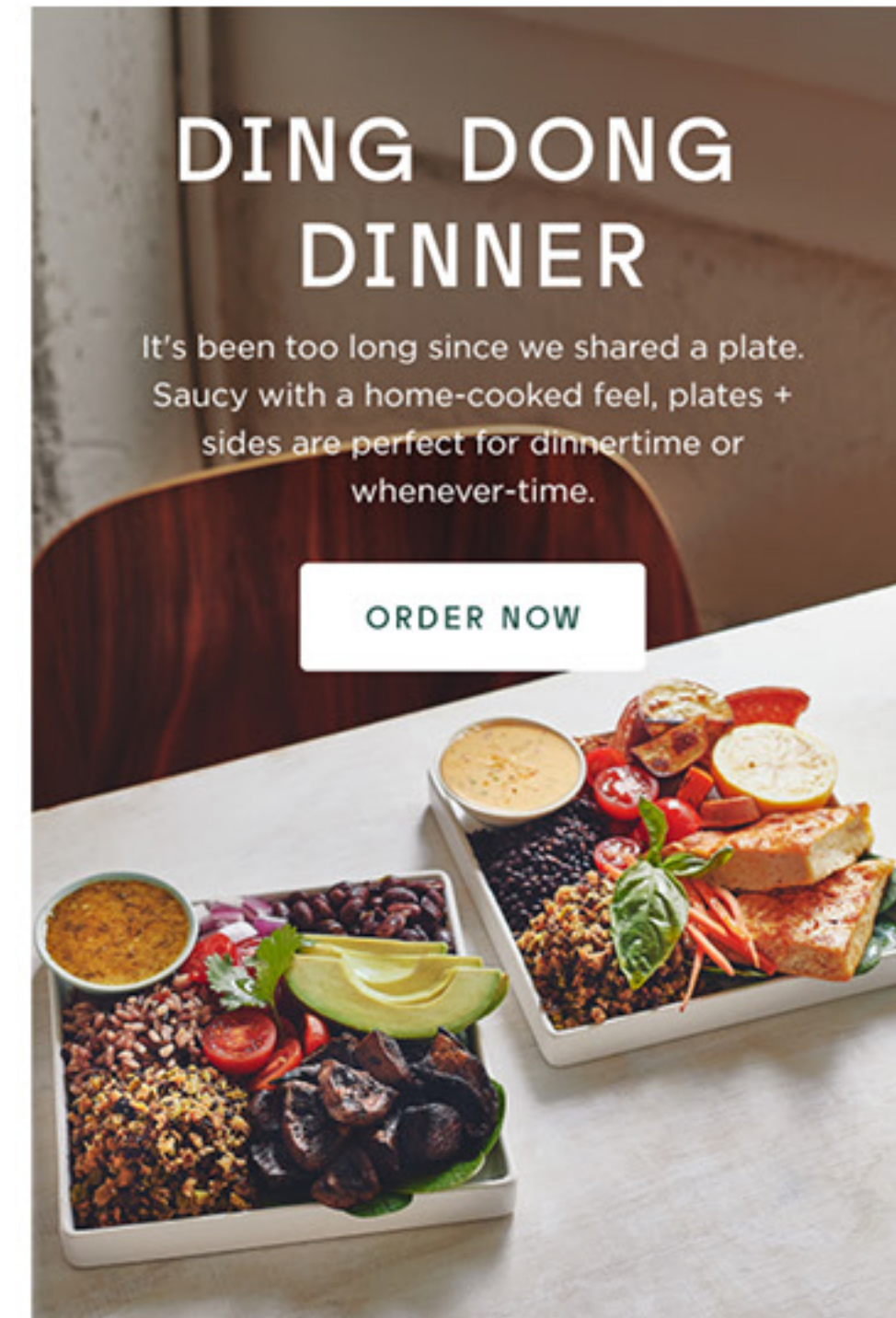
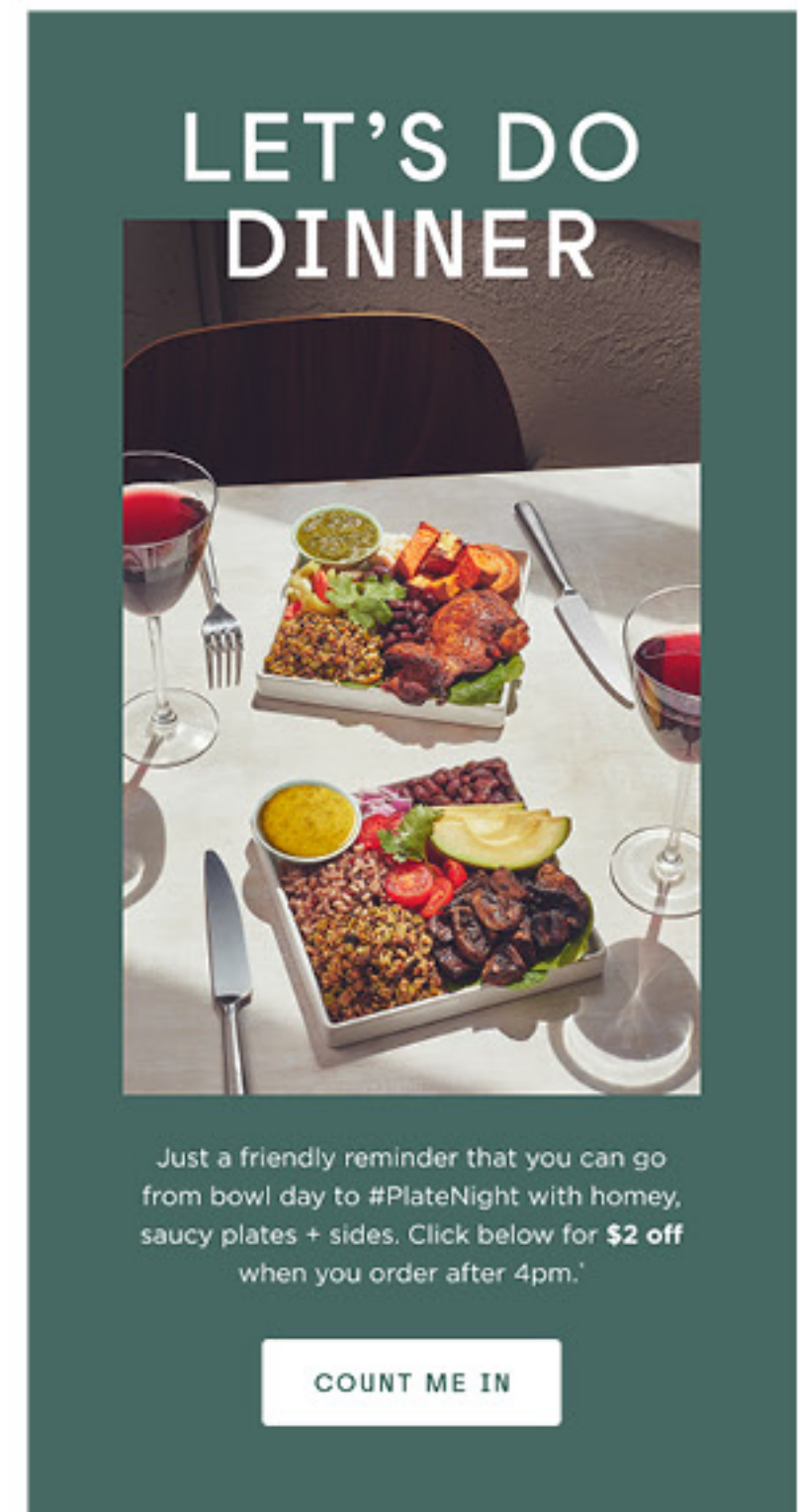
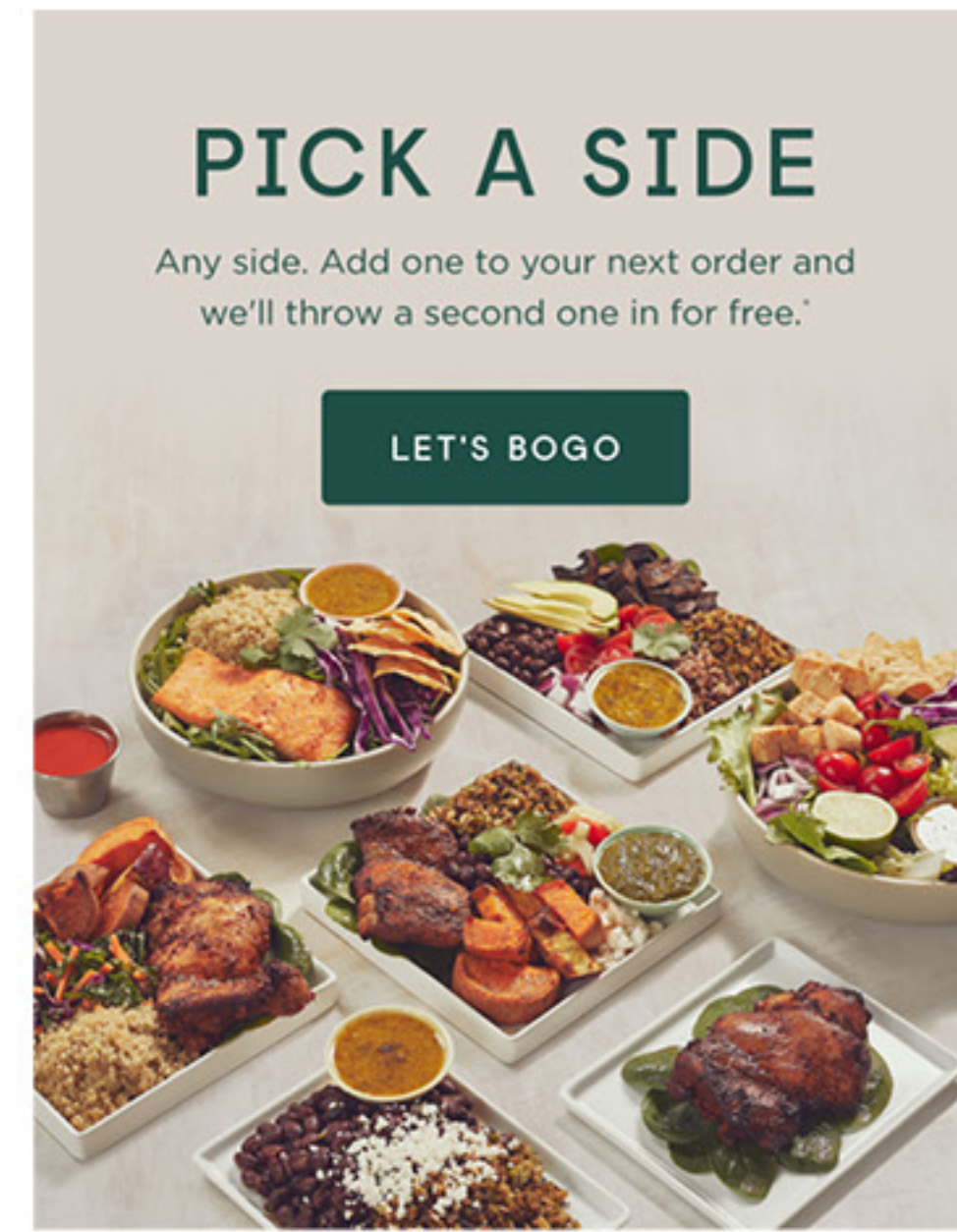
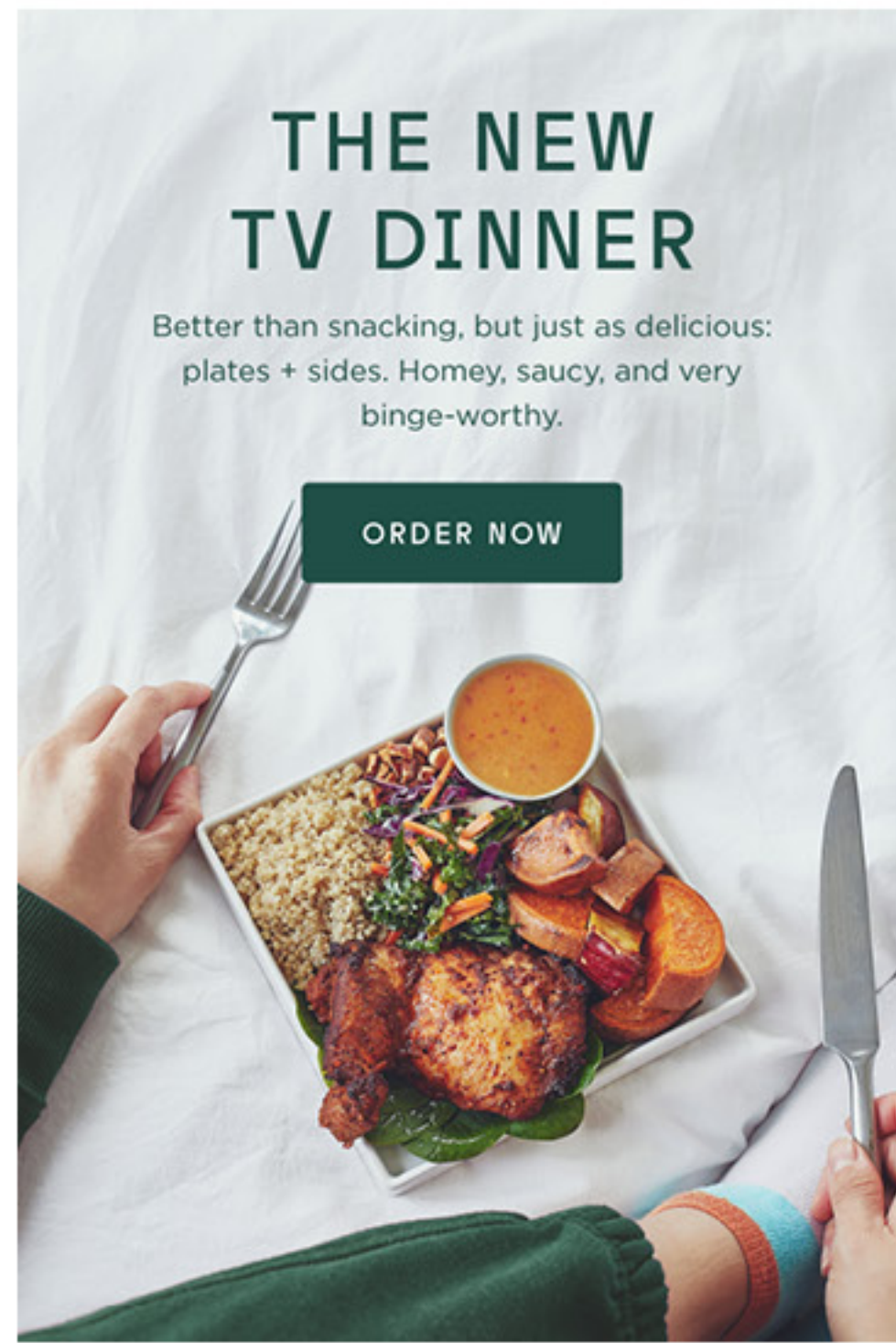
With perks available exclusively through the sg app — like **customization**, **secret bowls**, and **rewards** — there's no better time to try plates + sides.

[ORDER DELIVERY](#)



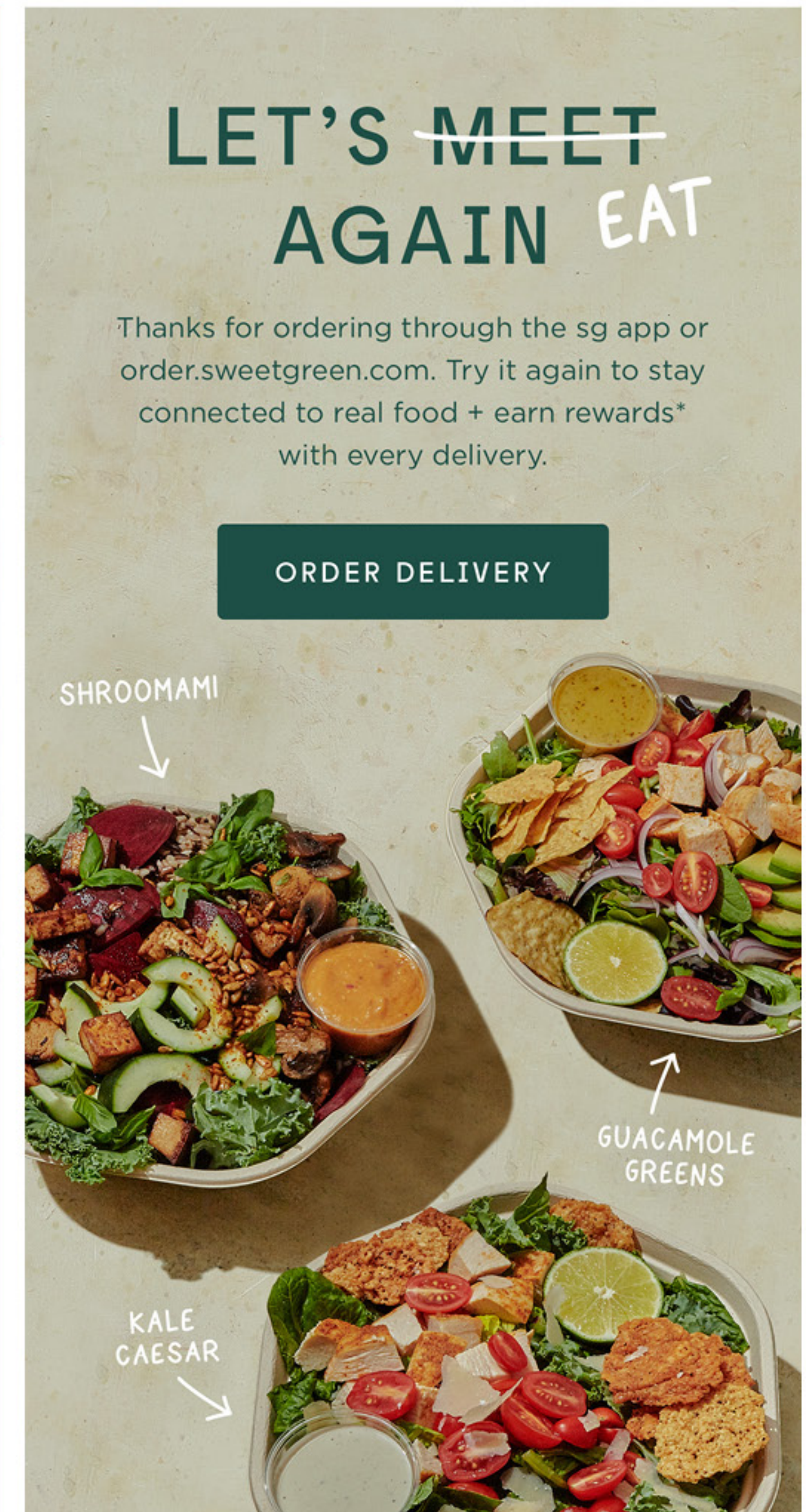
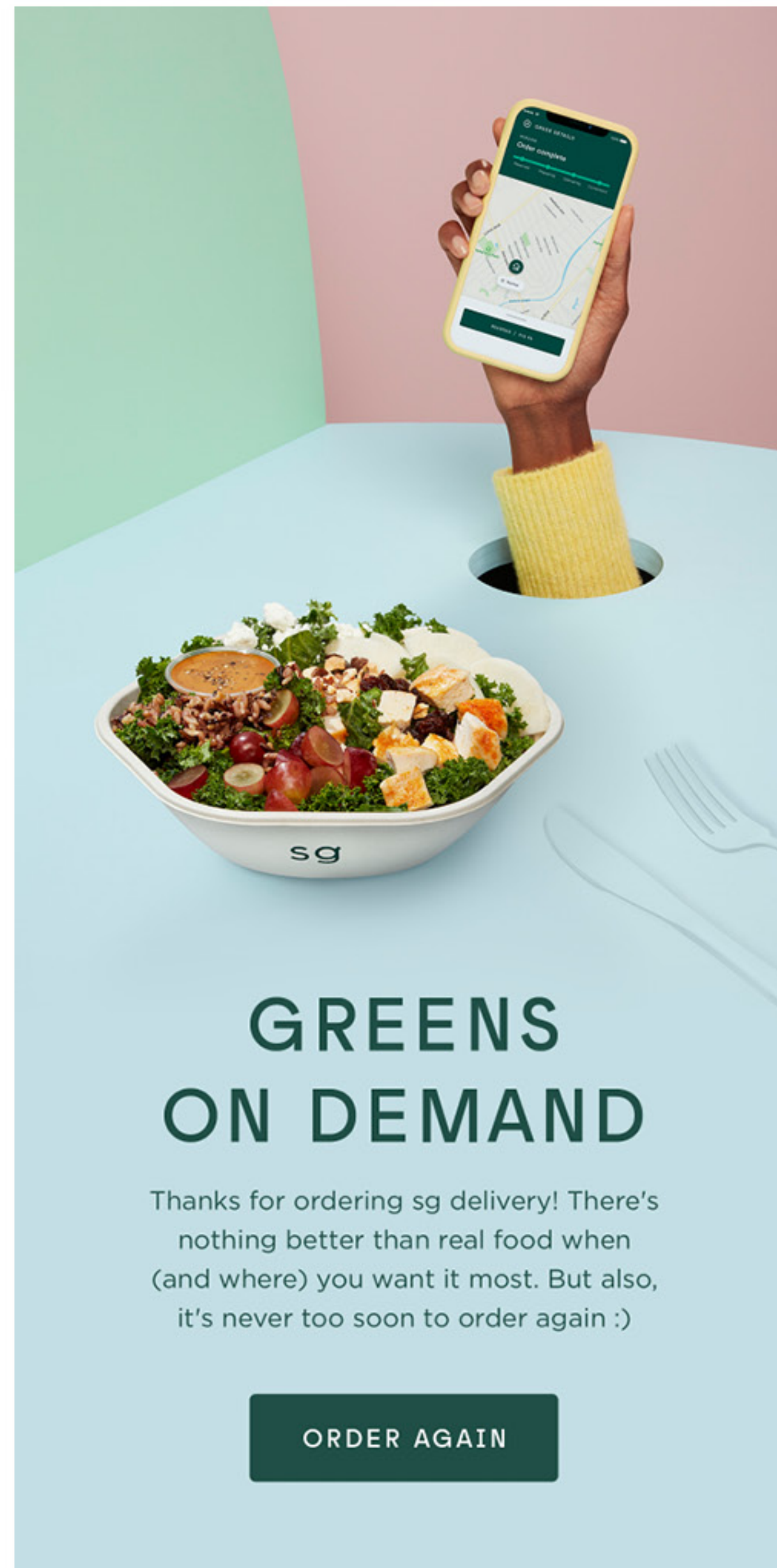
Plates Launch

In 2020, Sweetgreen launched a new product line of plates and sides. I designed emails, paid ads, video bumpers, and other marketing materials for the launch campaign.



Delivery Launch

Sweetgreen introduced native delivery through its app and website. I was responsible for designing and delivering assets for the launch.



Hi Note

Hi Note is a food company founded by Chef Roy Choi that sells plant-based spice and seasoning blends.

Creating Templates

For Hi Note, I designed and animated assets for digital marketing campaigns. These Facebook ads were tested with several different copy lines.



The perfect gift for your family member that has everything already



Hit a Hi Note on Weeknight Dinners



The perfect gift for the friend that makes more than 1 substitution at dinner



So easy & quick, anyone can make it



Create healthy, flavorful, and cost-conscious meals in minutes



Brings restaurant quality home but at an affordable price

Iterating Assets

Most of the assets that I built for Hi Note had several different versions. Various images and taglines were tested to maximize performance and engagement.



Hit a Hi Note on Weeknight Dinners



Delicious for the whole family



Delicious for the whole family



Delicious for the whole family



Delicious for the whole family



Hit a Hi Note on Weeknight Dinners

Banner Ads

I designed and delivered batches of banner ads for Hi Note. These assets were launched across a series of email campaigns.



So easy and quick,
anyone can make it

Hi Note



Brings restaurant
quality home but at
an affordable price

Hi Note

Brings restaurant
quality home but at
an affordable price



A delicious dairy-free &
vegan meal for busy
weeknights.



A delicious dairy-free & vegan
meal for busy weeknights.

Hi Note



Phyla is a skincare company that uses clinically-proven formulas in its acne treatment products.

Brand Templates

For Phyla, I designed a variety of templates that worked within brand guidelines. These templates were tested and refined based on performance.

PHAGES THAT KILL ACNE



PHYLA

Phortify fortify


Probiotic Serum pro-bi-ot-ic

30mL / 1 fl oz

PHYLA

THE ONLY THING THAT HAS CLEARED MY HORMONAL ACNE

- KATIE R.



Probiotic Technology

Non-Drying

Treats All Types of Acne

WAIT, PROBIOTICS TO CLEAR ACNE?



Probiotic Technology

Non-Drying

Treats All Types of Acne

PHENOMENAL RESULTS!

It is life-changing to be able to wake up without the worry of overnight blemishes!

- Grant G.



PHYLA


Phortify fortify

Probiotic Serum pro-bi-ot-ic

30mL / 1 fl oz

PHYLA

HAVE YOU TRIED EVERYTHING FOR YOUR ACNE?



PHYLA

Phortify fortify

Probiotic Serum pro-bi-ot-ic

30mL / 1 fl oz

PHYLA

Phluff | Out Moisturizer | 30mL / 1 fl oz

PHYLA

CLINICALLY PROVEN TO CLEAR HORMONAL ACNE

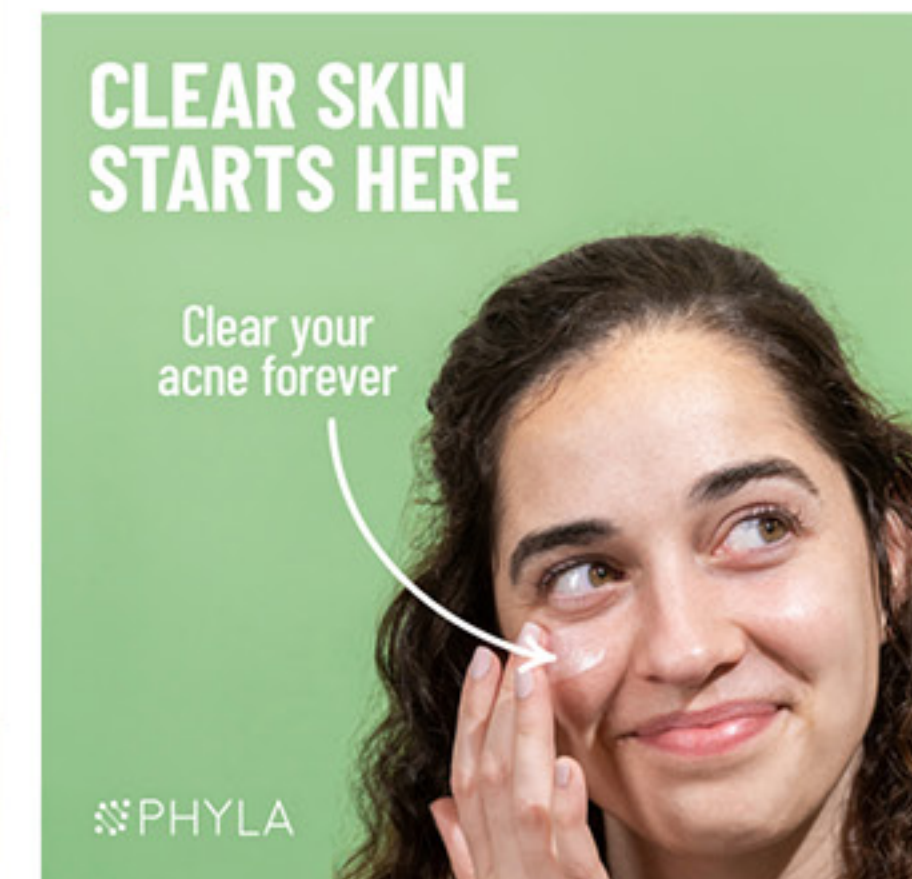


Ingredients backed by research

PHYLA

Social Media Assets

Phyla runs ads on Facebook and Instagram that need to be built in 1:1 and 9:16 aspect ratios. These ads are designed to feel as similar as possible to provide more accurate data.



Direct Mail

I designed and packaged print files for Phyla's nationwide direct mail campaigns. These assets are a fun challenge as there is a lot of information to fit in a small area.



 **30% OFF** W/ CODE
NEWME2023

START 2023 ACNE-FREE

You've probably tried everything for your acne. You've experienced harsh side effects, relapses, and frustration. Unlike traditional acne treatments, Phyla's Phortify Serum is a gentle solution for stubborn cystic and hormonal acne. Phortify contains more than 1 million active probiotic phages that target and kill only the acne-causing bacteria on your skin so that the good bacteria can thrive. Phyla's 3-Step Acne-Fighting System rebalances your microbiome and strengthens your skin's barrier with consistent, daily use. Experience clearer skin in 60 days, guaranteed!

The Biggest Acne Breakthrough In 40 years!

ACNE-FIGHTING PROBIOTIC SERUM

EXCLUSIVE OFFER: EARLY ACCESS

BLACK FRIDAY SALE | **25% OFF**

Use Code: **EARLYBF25**

WHO WHAT WEAR | Forbes | Beauty Independent | THRIVE GLOBAL

 **30% OFF** W/ CODE
NEWME2023

A MESSAGE FROM OUR FOUNDER, YUG VARMA, Ph.D.

You've started the process of healing your skin microbiome from traditional acne treatments which can be harsh and dry out your skin. Don't quit now! Phyla's Phortify Serum contains more than 1 million active phages that target only the acne-causing bacteria on your skin so that the good bacteria can thrive. Our 3-Step Acne-Fighting Phage System will continue to rebalance your microbiome and strengthen your skin barrier over time with consistent, daily use. Experience clearer skin the longer you stick with Phyla!



hollar

Hollar (bought out in 2018) was a digital dollar store that sold an array of affordable items on its app.

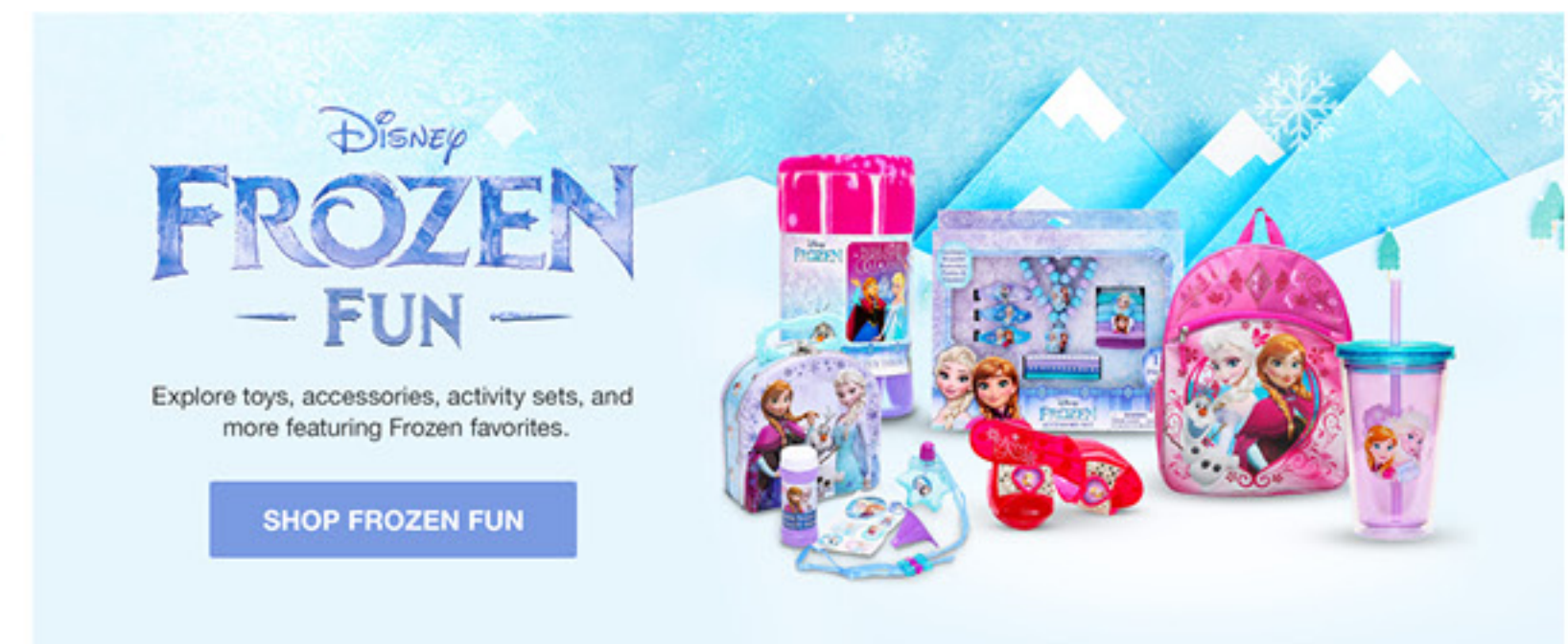
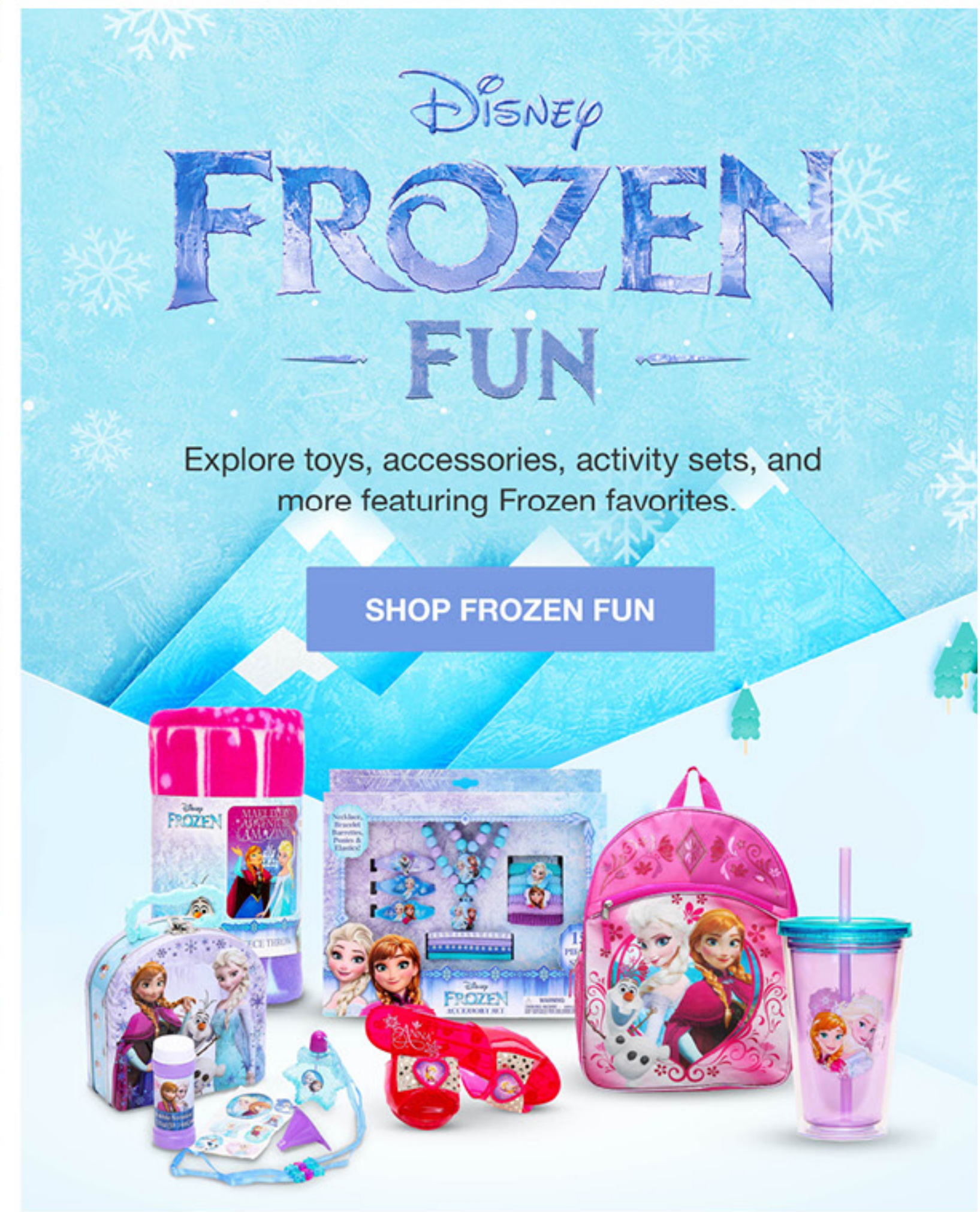
Art Direction

At Hollar, I developed the art direction for email marketing campaigns. I designed and illustrated these Frozen assets from scratch and built them for multiple channels.



Shop by Category

CLEARANCE	\$1 SHOP
TOYS	BEAUTY
HOME	KITCHEN



Website & App

Hollar sold products through its website and app. I designed assets for both platforms to support the daily marketing and email campaigns.

Get Your Paws on These

Activity sets, toys, and more featuring your favorite pups from PAW Patrol.

SHOP NOW



Get Your Paws on These

Activity sets, toys, and more featuring your favorite pups from PAW Patrol.

SHOP NOW



All New for Baby!

Save more on baby deals from top brands, spend more time on precious moments.

SHOP NOW



All New for Baby!

Save more on baby deals from top brands, spend more time on precious moments.

SHOP NOW



Disney Princess

Toys and accessories fit for your pint-sized princess—all without the royal price tag.

SHOP NOW



Disney Princess

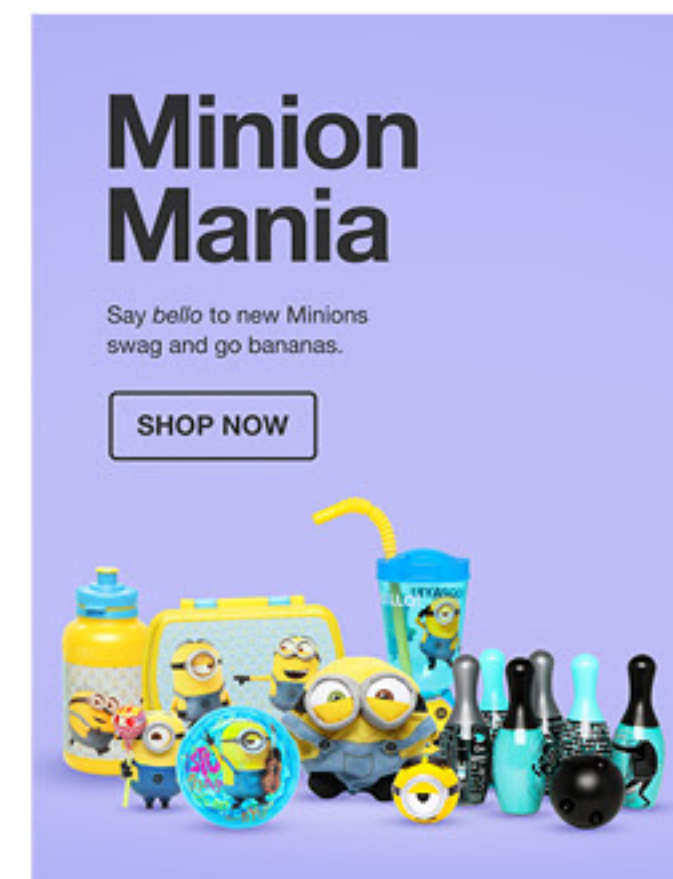
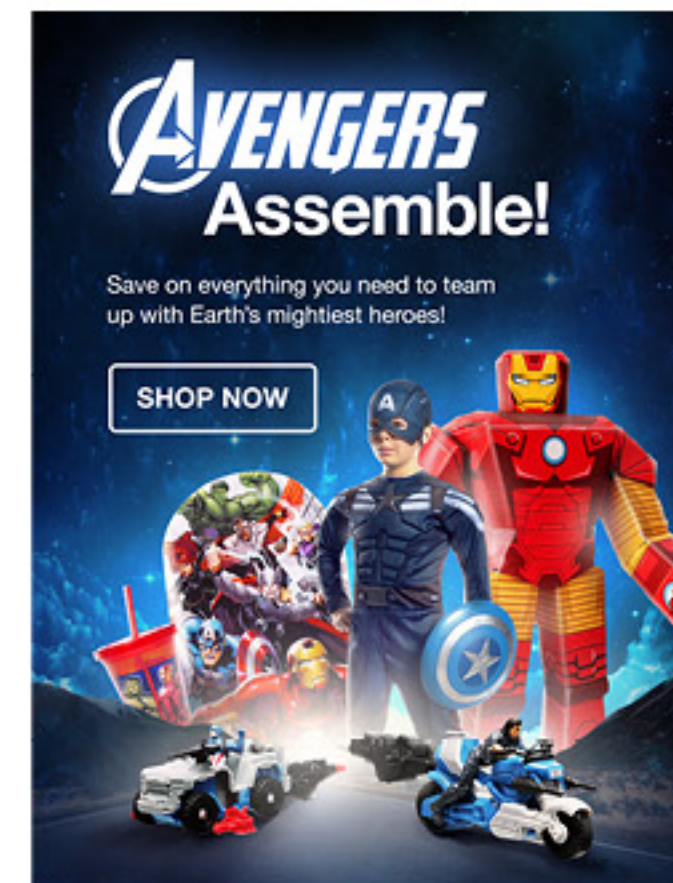
Toys and accessories fit for your pint-sized princess—all without the royal price tag.

SHOP NOW



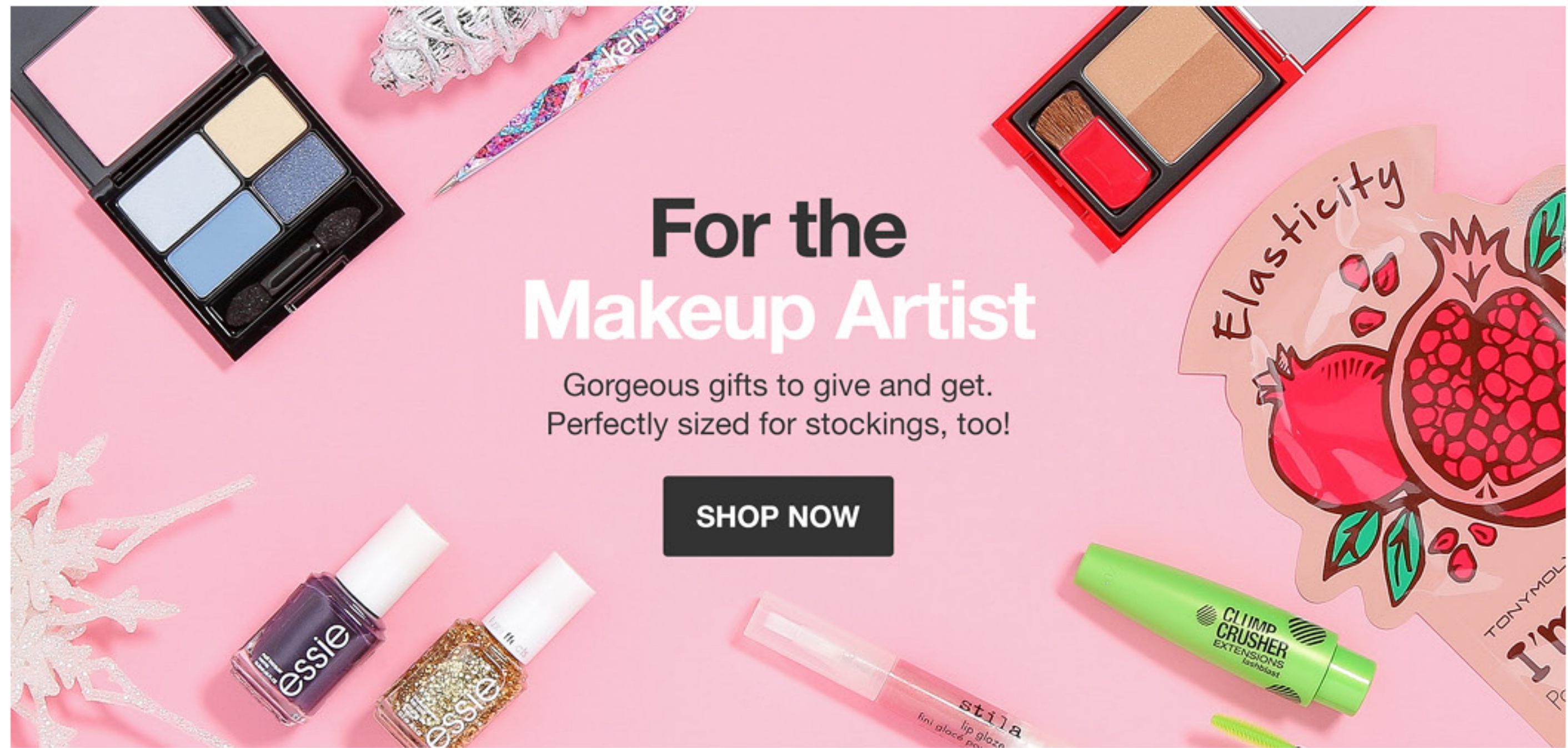
Mobile Assets

Each carousel asset had to be built out in different dimensions for mobile and tablet platforms.



In-House Studio

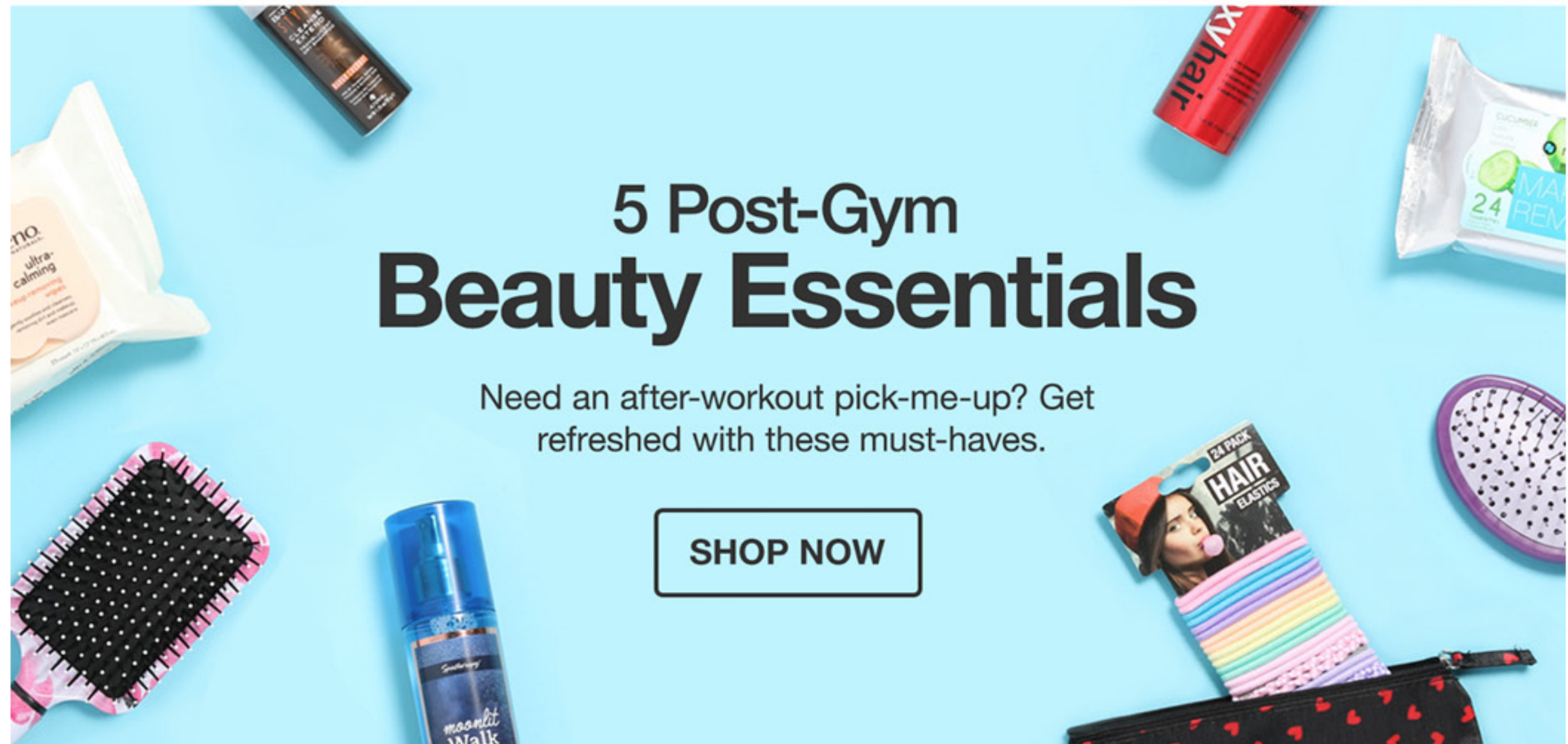
Hollar had an in-house studio and photography team. I frequently worked together with them to set the art direction for themed shoots.



For the Makeup Artist

Gorgeous gifts to give and get.
Perfectly sized for stockings, too!

[SHOP NOW](#)



5 Post-Gym Beauty Essentials

Need an after-workout pick-me-up? Get refreshed with these must-haves.

[SHOP NOW](#)

Daily Emails

Hollar sent out emails every day, which were tailored to the products included in them. I worked together with the Creative Director to plan and design these assets.

The More You Know!
Feed their brains with knowledge-filled learning favorites for less.

\$4
Mr. Clean Magic Eraser
[SHOP NOW](#)

\$5
Lysol Disinfectant Spray - Crisp Linen 12.5 Oz.
[SHOP NOW](#)

\$6
Tide Odor Rescue Laundry Booster - 9 Count
[SHOP NOW](#)

\$4
Cascade Dishwasher Cleaner - Fresh Scent
[SHOP NOW](#)

\$4
Swiffer Duster
[SHOP NOW](#)

\$5
Ajax with Bleach Powder Cleanser - 14 oz.
[SHOP NOW](#)

[SHOP ACTIVITY SETS](#)

The More You Know!
Feed their brains with knowledge-filled learning favorites for less.

\$4
Limited-Edition Care Bears Little Surprise! Pets Mystery Plush Toy
[SHOP NOW](#)

\$5
TTX Tech SNES Classic Style Controller - Gray
[SHOP NOW](#)

\$4
Ty Beanie Boo's 6-Piece Lip Balm & Tin
[SHOP NOW](#)

\$4
Spooky Rubik's Puzzle Cube
[SHOP NOW](#)

\$5
Hallmark Muppets 12 oz Mug - Muppetational
[SHOP NOW](#)

[SHOP ACTIVITY SETS](#)

Fall La La
Kids' Fall Clothing & Accessories
Starting at \$1.50

\$9⁹⁵
Toddler's Padded Navy Jacket & Scarf
Toddler's Cold-Weather Padded Jacket
[SHOP NOW](#)

\$7
Animal Kids' Duck Umbrella
[SHOP NOW](#)

\$11
Wippette Toddler's Plush Fleece Hooded Jacket
[SHOP NOW](#)

\$4
Knit Kids' Critter Beanies
[SHOP NOW](#)

\$4
Great Northern Kids' Chunky Knit Toque
Chunky Knit Neck Warmer
Chunky Knit Mittens
[SHOP NOW](#)

[SHOP NOW](#)

Cozy Night In
Six hibernation essentials for some fun 'n' toasty times by the fireplace.

\$2
StarLytes Scented Candle Jar
Candles with that smells-like-Christmas scent
[SHOP NOW](#)

\$2⁵⁰
Betsey Johnson Slipper Socks 2-Pair
Cloud-soft socks for übertoasty toes
[SHOP NOW](#)

\$10
Eat a Lot Sleep a Lot Pullover Sweater
A pullover made for hibernation mode
[SHOP NOW](#)

99¢
Nestlé Hot Cocoa Mix - 6 Count
Soul-warming hot cocoa (just add water or milk)
[SHOP NOW](#)

\$6
I'd Melt For You Snowman Face Mug
And the perfect mug to drink it in
[SHOP NOW](#)

\$9
Words with Friends Board Game
Games to entertain you and your pals for hours
[SHOP NOW](#)

[SHOP NOW](#)

End

