PORTFOLIO BY KRYSTOFER BELKNAP, D.B.A. ALLPRIMA DESIGNS

LOOK AT IT ALL

I'm a creative professional with 9+ years of experience developing brand identities, visual communications, e-commerce platforms, and digital marketing assets for commercial organizations and entrepreneurial clients. I designed scalable creative solutions that enhanced customer engagement, strengthened brand recognition, and supported business growth. I have experience with leading projects across graphic design, website development, 3D visualization, photography, and multimedia content creation. And I combine technical expertise with strategic marketing insight to deliver compelling customer experiences across digital and print platforms.

Outside of my profession, I'm married to an incredible horticulturist. Our dogs, Moonshine and Vodka (we don't drink), keep us in a vortex of love and chaos. Our dream is to own a couple acres for homesteading, but not because we're conspiracy theorists. That's irrelevant, we just like the thought of balancing our digital lives with earthly delights.



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THINK IN 3D

For most creatives, 3D seems to be this highly technical, out-of-reach medium that would best be resolved with some AI workflow. And I can imagine how it may seem to a business or studio that has yet to operate with 3D programs. I offer not only a feasible pipeline capable of outpacing and underspending in comparison to studio photography, but a fully modular AI nodal system to multiply the outcome of that library. I prefer to work outside of AI, but I also understand the depth that goes into product enrichment for hundreds of SKUs.

I have worked in nearly every major player of the 3D software game; Autodesk, Cinema4D and Blender are all under my repertoire. And as a 3D generalist, I can fill in pretty much every part of the pipeline: modeling, rigging, environment, lighting, camera controls, rendering, compositing, reformatting. Just put me in coach.

This may be a very brief portfolio to want to introduce 3D work, but I encourage checking out my site (which I will encourage several times throughout) as there are multiple case studies and sections dedicated to my vast 3D experiences.





VISUALIZATION

I created more than 500 unique 3D product models and photorealistic rendering scenes for Novatto, expanding the brand's digital asset library and strengthening product presentation across e-commerce, marketing, and retail channels. By accurately recreating product dimensions, materials, textures, and finishes, I developed a scalable visualization workflow that reduced reliance on traditional photography. These assets enabled consistent product imagery, detailed close-ups, and realistic lifestyle environments that highlighted Novatto's craftsmanship and distinctive design characteristics while maintaining high standards of technical accuracy and visual quality.

Beyond individual renderings, I established a cohesive 3D visualization system that supported Novatto's broader branding and digital marketing initiatives. I developed reusable models, materials, lighting setups, and environments to streamline production, maintain visual consistency, and accommodate product variations across an extensive catalog. Integrating these assets into the brand's digital content strategy enhanced product presentation and supported cross-functional marketing objectives while establishing a foundation for future applications, including interactive product visualization, augmented reality, and configurable digital environments.





Tilted Pinball

Trailblazer

Amaranth

Bella Sera

RES

Made for rescue. Built for Speed.

RES is an example of a brand that sells medical cots. You can see the metaphors inside the shapes of the pattern for the wheels and frames that carry the padding. I wanted this brand to look angular and active, something that is reminiscent of an action hero film. That is what people want to feel when being rescued, like they're being carried into the arms of Superman and lifted to safety.

Branding is the most important discipline of design for businesses. It's the central point that should be loaded with enough identity and purpose to use as a meter against all the materials that expand on it. If the brand is exactly the look and feel you need to send the right message, then there's should be no excuse for misaligning marketing materials.



NOVATTO BRANDING

OUTCOME:
A logical, cohesive, and slightly elevated brand design that streamlines workflows.

ROLE:
"Chief Brand Man"

DELIVERABLES:
Full brand guide, logo animations, brand applications.

Check out the rest of Novatto's look-and-feel!



WHERE STYLE FLOWS



BIO:
Age: 29
Salary: $80,000
Occupation: Home Builder

JENNA WILLIAMS

Story: She's a passionate builder focused on delivering quality projects that exceed client expectations.

Feminine	Masculine
Fun	Serious
Youthful	Mature
Reserved	Bold
Simple	Complex

KEY CHARACTERISTICS:

PAINS/BARRIERS
- Increased project delays due to sourcing issues.
- Client dissatisfaction from outdated or low-quality fixtures.
- Budget overruns from constantly searching for suitable products.

BENEFITS
- Faster turnaround times for orders leading to client satisfaction and growth
- Increased customer loyalty and repeat purchases
- Enhanced brand reputation for quality products

PROBLEM:
An established business with a bare-bone brand that left no room for marketing strategies.

APPROACH:
Maintain the desired tone and scheme with more mathematical and reasonable backing.

SYSTEM:
Take the previous brand apart and rebuild something fresh and reinforced.

APPLICATIONS:
Store site, catalogs, marketing campaigns.

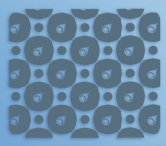
VALUE:
A brand that stands out in an ocean of "corporate blues."













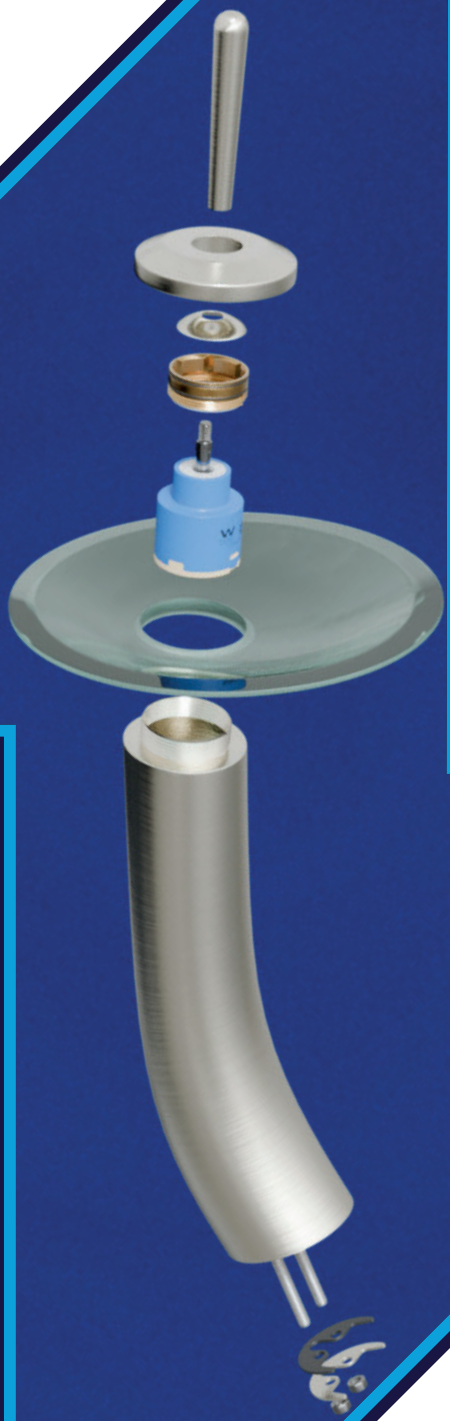


BUSINESS PERSONIFIED

At Novatto, I led a comprehensive visual and digital transformation of the Novatto brand, establishing a cohesive design system that communicated the company's commitment to craftsmanship, elegance, and accessibility across a catalog of more than 2,000 products. As creative director and designer, I redefined the brand's visual identity through refined typography, an elevated color palette, and consistent art direction across print, digital, and e-commerce platforms. I developed an interactive brand guide, scalable design standards, and over 120 pages of product catalogs, creating a unified visual language that balanced premium aesthetics with approachable, functional design. By integrating photorealistic 3D visualization, thoughtfully composed lifestyle environments, and streamlined content production workflows, I strengthened Novatto's market presence while establishing a flexible creative foundation capable of supporting extensive product variations and future marketing initiatives.


Music
Sound FX
Comps
AdjustableWrench
FaucetParts_TEXT
Intro
Intro_SFX
MetalTurning_SoundFX
MorningLight_Music
MountParts_TEXT
Novatto-Transition-DropletLoop.aep
Novatto_FaucetBreakdown
PhillipsScrewdriver
Plop_SoundFX
SnapRingPliers
Swoosh_SoundFX
Title_SKU
900
1000
43.8 %
Full
+0.0
Plop_SoundFX
Swoosh_SoundFX
FaucetParts_TEXT
10s
15s
20s
25s
30s
35s
40s
45s
50s
None
IT'S YOUR MOVE

BRANDS THAT MOVE SELL



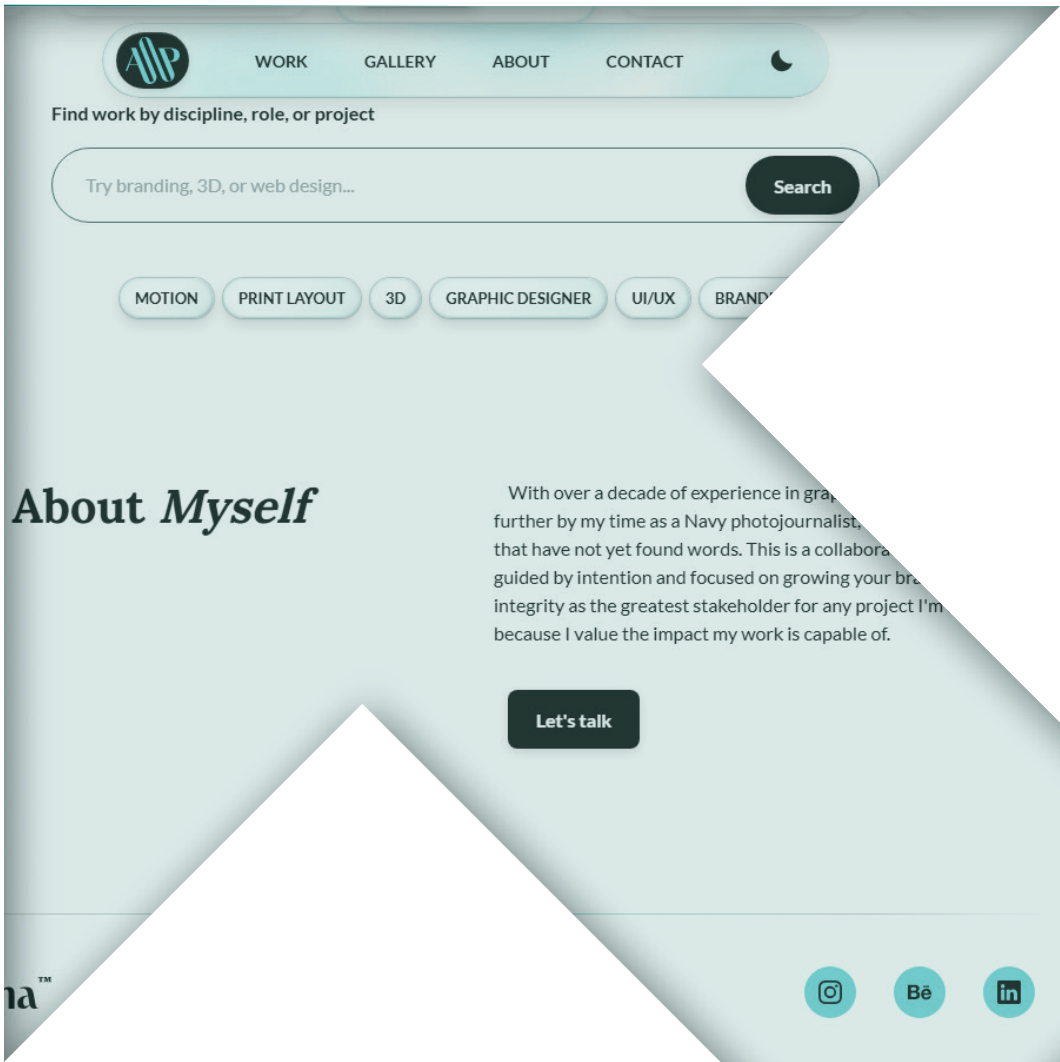
Motion graphics have become an essential component of modern branding, transforming static visual identities into dynamic experiences that capture attention, communicate complex ideas, and strengthen audience engagement. I approach motion design as an extension of visual storytelling, combining animation, cinematography, and technical precision to create content that is both informative and visually compelling. Through my work with Novatto, I produced over 45 minutes of animated content in under a year, developing custom 3D environments, realistic fluid simulations, and cinematic product showcases. By integrating detailed lighting, animation rigs, and advanced compositing techniques, I created immersive visual experiences that demonstrated product functionality while reinforcing a consistent brand identity across digital platforms.

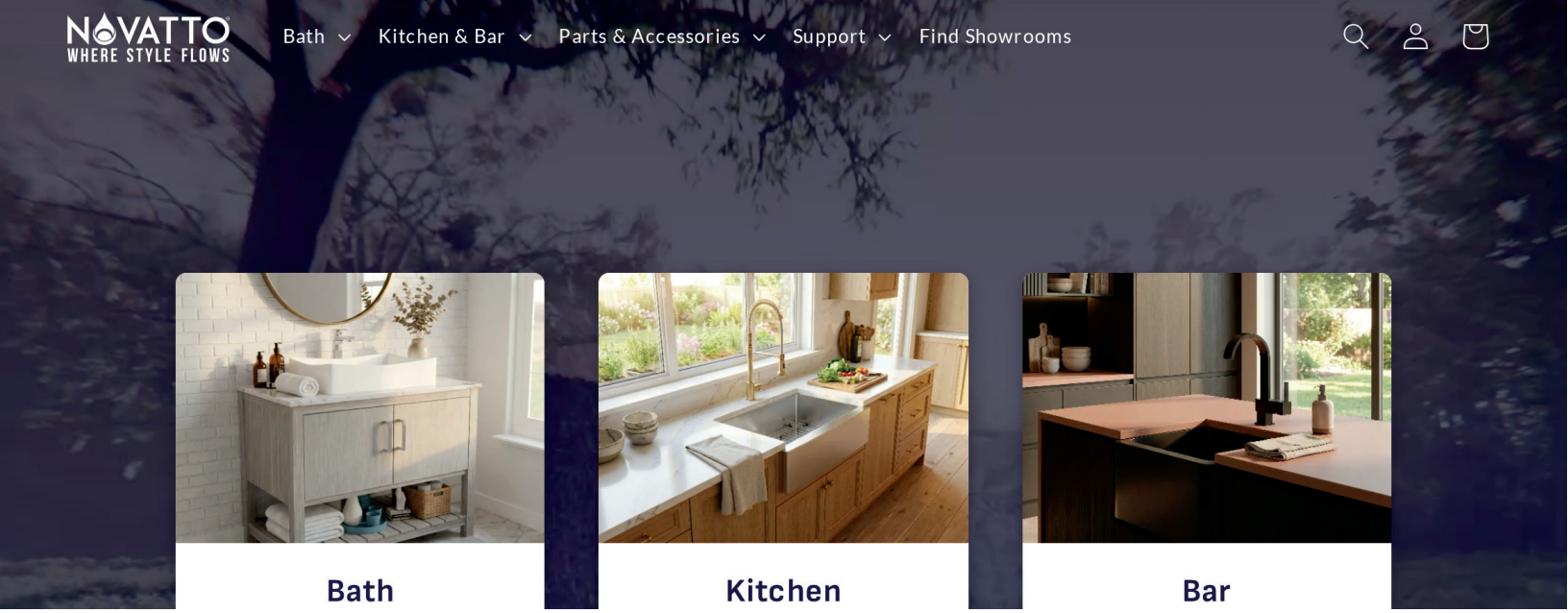
Beyond visual appeal, I use motion graphics to simplify technical information, elevate product presentation, and communicate meaningful narratives within increasingly competitive digital environments. My work included a 90-second vanity showcase communicating over 128 individual points, along with animated installation guides that transformed complex replacement procedures into concise, accessible demonstrations. Using Blender and After Effects, I developed production workflows that combined physically informed simulations, environmental storytelling, color grading, and sequencing to deliver cohesive, high-quality content. These projects demonstrate how strategic motion design can bridge the gap between entertainment and education, giving brands a more engaging, versatile, and memorable way to connect with their audiences.

GO VISIT MY SITE

I've always been interested in what happens when different areas of design overlap, and building this portfolio gave me an opportunity to explore exactly that. My work spans graphic design, typography, editorial layout, motion graphics, 3D, and UI/UX, often combining several of those disciplines within a single project. I designed and developed this site in Webflow to reflect that range, incorporating interactive project galleries, embedded 3D model viewers, animated transitions, responsive layouts, and custom interactions throughout. A considerable amount of time went into refining how everything looks, feels, and functions across different devices. I wanted visitors to be able to explore the work naturally, with enough flexibility to appreciate the finer details without getting distracted by the interface itself.

Building the site also gave me an opportunity to apply the same creative and technical skills that went into the projects themselves. Everything from the visual identity and typography to the custom JavaScript interactions was developed around how I wanted people to experience the work. There's a pretty wide range of disciplines represented here, and I think that variety speaks to how I approach design in general. I'm comfortable moving between mediums, learning new tools, and figuring out the technical side of an idea when the project calls for it. Take a look through the projects, experiment with the interactive elements, and if something catches your attention, feel free to reach out. I'm always interested in hearing about new projects, creative opportunities, and potential collaborations.





Bath

Kitchen

Bar

MADE FOR THE CONVERT

I redesigned and developed Novatto's e-commerce website to streamline product discovery, strengthen brand identity, and create a more intuitive, conversion-focused shopping experience. Using Shopify, HTML, CSS, JavaScript, and custom schemas, I restructured navigation, refined product filtering, and developed interactive features to simplify purchasing decisions across an extensive product catalog. I also implemented responsive layouts, improved variant selection, optimized product imagery, and enhanced accessibility to reduce friction throughout the customer journey. By combining thoughtful UX design with custom development, I established a scalable digital storefront that balanced visual sophistication with functionality and performance.

Beyond the initial redesign, I led ongoing technical optimizations focused on site speed, search visibility, accessibility, and conversion potential. Through image compression, responsive media delivery, JavaScript optimization, and layout improvements, I raised Google PageSpeed Insights performance scores to **97 on desktop and 63 on mobile,** with accessibility scores reaching **97 across both platforms.** During the six-month reporting period, Shopify analytics also indicated approximately **25% growth in site sessions, 133% growth in mobile users, and 200% growth in organic sales.** While these business outcomes reflect multiple contributing factors, my development efforts established a faster, more accessible, and technically refined shopping experience designed to support sustained growth.

THANKS FOR LOOKING

Thank you for taking the time to explore my work. Every project represents an opportunity to combine creativity, strategy, and technical innovation to solve meaningful challenges and create a lasting impact. Whether you're looking to collaborate, discuss an opportunity, or simply connect, I'd love to hear from you. **Let's create something exceptional together.**