

When viewing the graphic design artwork of XXXX, one can't help but to notice a strong similarity between his pieces: simplicity. Whether he's designing for print or web, creating logos, illustrating typography pieces, or animating motion graphics, XXX's use of limited color palettes, basic compositions, few design elements, and grid-like cleanliness, have established a theme throughout his work. Along with this obvious appreciation for minimally designed pieces, the designer balances this simplicity with interesting plays with organic textures, positive and negative space, symmetry, and contrasting colors. So while the artist uses the fundamental design elements in fairly basic ways, his artwork remains captivating and appealing.

Keep in mind, simple designs don't mean a lack of variety. His work ranges from grid-like logos and highly structured web layouts to organically textured typography posters and illustrative photo manipulations. He bounces between work-related design created for functional purposes, and design that explores abstract, surreal concepts from a more artistic approach.

Although XXX's work is quite unified, it's fair to question whether his basic, but intriguing, pieces are the result of his intentional efforts or merely artistic weakness. Is his use of simplicity a sign of maturity and sophistication or a symptom of limited design skills? Whatever the case may be, XXX is clearly developing his design personality.