



BRYANT MAYBERRY

DIRECTOR / DESIGNER / PHOTOGRAPHER

WORK SAMPLES



PROJECTS

01 | BAD BOY MMA



02

BAD GIRL APPAREL



03

BAD BOY RUSH



04

BAD BOY CLUB

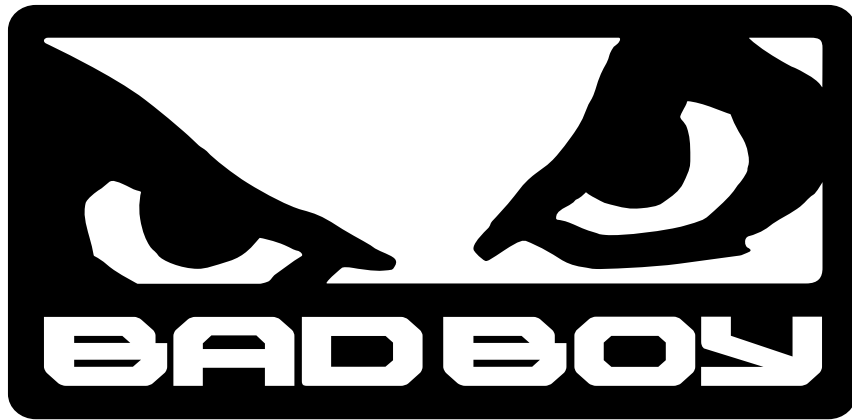


05

SDSU BOOKSTORE



MODEL: BRANDON VERA
ONE FC HEAVYWEIGHT CHAMPION
"DEFINE YOUR LEGACY" CAMPAIGN, 2015



BAD BOY became an icon in martial arts via sponsorship of legendary Brazilian Jiu-Jitsu black belt Rickson Gracie and MMA champions such as Vitor Belfort and Frank Shamrock. The team expanded by supporting young fighters in MMA tournaments like Mark Kerr and Antônio Rodrigo Nogueira.

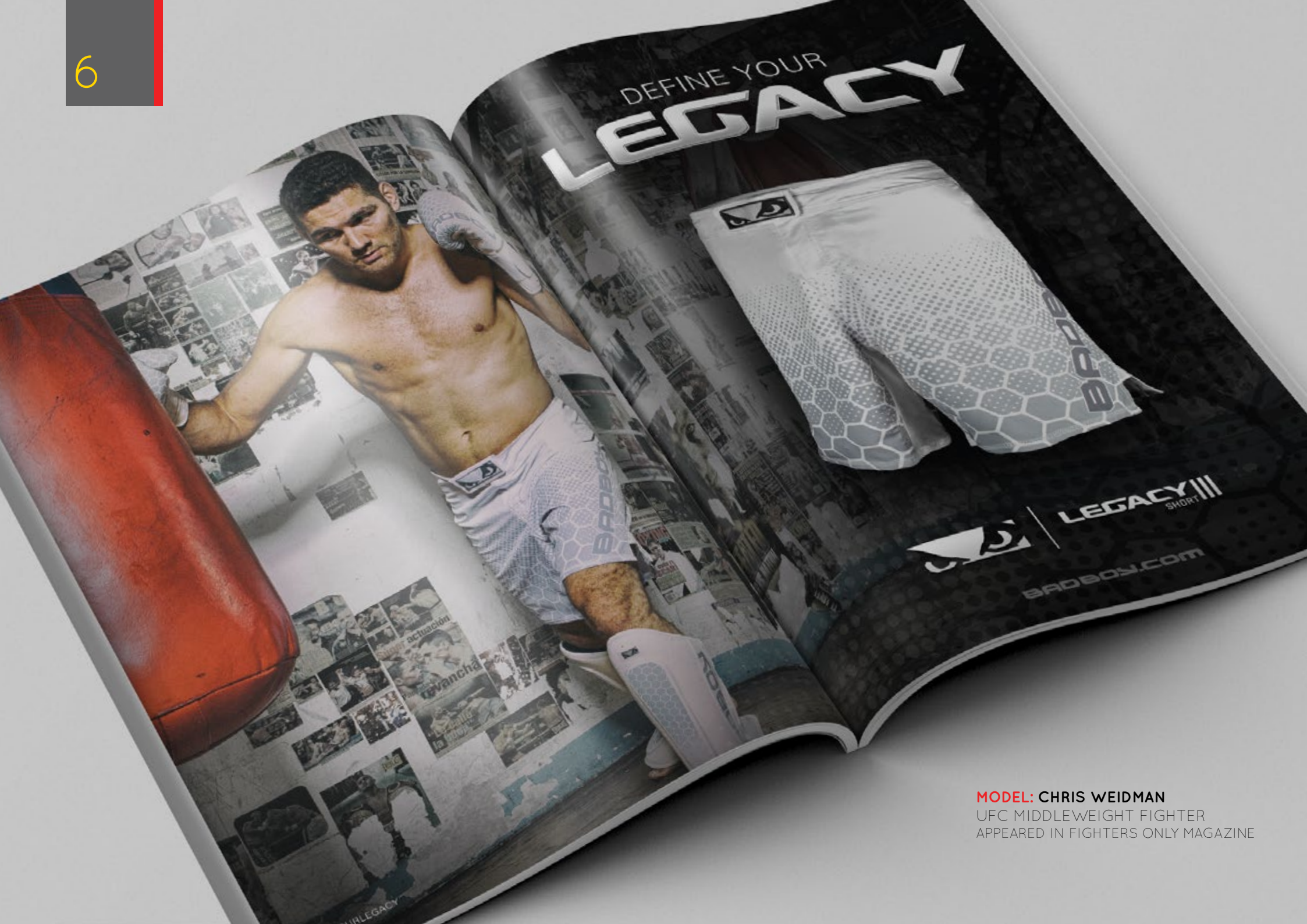


MODEL: GIGA CHIKADZE
PROFESSIONAL KICKBOXER - GLORY

Today, BAD BOY continues its tradition of supporting leading action sports, combat sports, and fitness athletes around the world including Chris Weidman (UFC Middleweight Champion), DeMarco Murray (All Pro NFL Running back), and Demian Maia (World renowned Brazilian Jiu-Jitsu Black Belt and Submission Wrestling Champion).



MODEL: WILSON REIS
UFC FLYWEIGHT FIGHTER



DEFINE YOUR
LEGACY

LEGACY III
SHORT

BABBOY.COM

MODEL: CHRIS WEIDMAN
UFC MIDDLEWEIGHT FIGHTER
APPEARED IN FIGHTERS ONLY MAGAZINE



01



02



03



04



05

01. BRANDON VERA WALKOUT SHIRT (ILLUSTRATED)
Custom Designed For One FC Title Fight.

02. ALEX GUSTAFFSON LEGACY MAGAZINE SPREAD
Appeared in TRAIN and Fighters Only Magazine.

03. WARRIOR GI (PRODUCT DEVELOPMENT)
Designed the produced design direction, fabric and construction process.

04. "DEFINE YOUR LEGACY" ALTERNATE ADS
Appeared in Print and Digital formats.

05. E-MAIL & SOCIAL MEDIA MARKETING
Presented to E-mail Subscribers & Social Followers.



ation of our combat sports Division
creating hi-end kimono leading to
ster Gi. The unparalleled strength
et makes it a cut above the rest.

ROBBOY

BADBOY

THE ENDLESS SUMMER
LIMITED EDITION GI

AD: ENDLESS SUMMER GI CAMPAIGN
LEAD & CREATED MARKETING RESOURCES
FOR "THE ENDLESS SUMMER & BAD BOY"
COLLABORATION, GI CAMPAIGN



01



02



03



04

01. HYPNOTIC X BAD BOY - RASH GUARD

Designed and produced rash guard for popular MMA Brand.

02. TECH PACK OF NEW "B.J.J. GI" LINE

Used for production and for pre-sale resources.

03. EZRA SITT'S ENDLESS SUMMER MAGAZINE AD

ALTERNATIVE AD: Will appear in Septembers issue of Jiu-Jitsu Magazine.

04. RETRO LEGACY GLOVES (PRODUCT DEVELOPMENT)

Demonstrated the products fit, pattern, fabric and construction process.



STIPE MOICIC - UFC HEAVYWEIGHT CHAMPION



ALEXANDER GUSTAFSSON - UFC LIGHT HEAVYWEIGHT CONTENDER



GIGA CHIKADZE - GLORY KICKBOXING



DARRION CALDWELL - BELLATOR BANTAMWEIGHT CONTENDER



LUCAS BARBOSA
Brazilian Jiu Jitsu Black Belt
ATOS Jiu Jitsu
World Champion (2011, 2012, 2013)
World No-Gi Champion (2012)

DEFINE YOUR
LEGACY

BADBOY
MASTER GI
Our most superior Gi to date.

AD: LEGACY MASTER GI CAMPAIGN
PHOTOGRAPHED, EDITED & CREATED
MARKETING RESOURCES FOR JIU-JITSU
MAGAZINE

MODEL: JESSICA

FITNESS TRAINER AND MODEL
BAD GIRL FITNESS CAMPAIGN, 2015



Bad Girl®

FITNESS

BAD GIRL is an international lifestyle brand designed for the young at heart who want to be fashionable yet casual. BAD GIRL wants to empower girls to make the right decisions for themselves, for their community, and for their planet. Only good girls wear BAD GIRL. Wear with confidence and with pride.

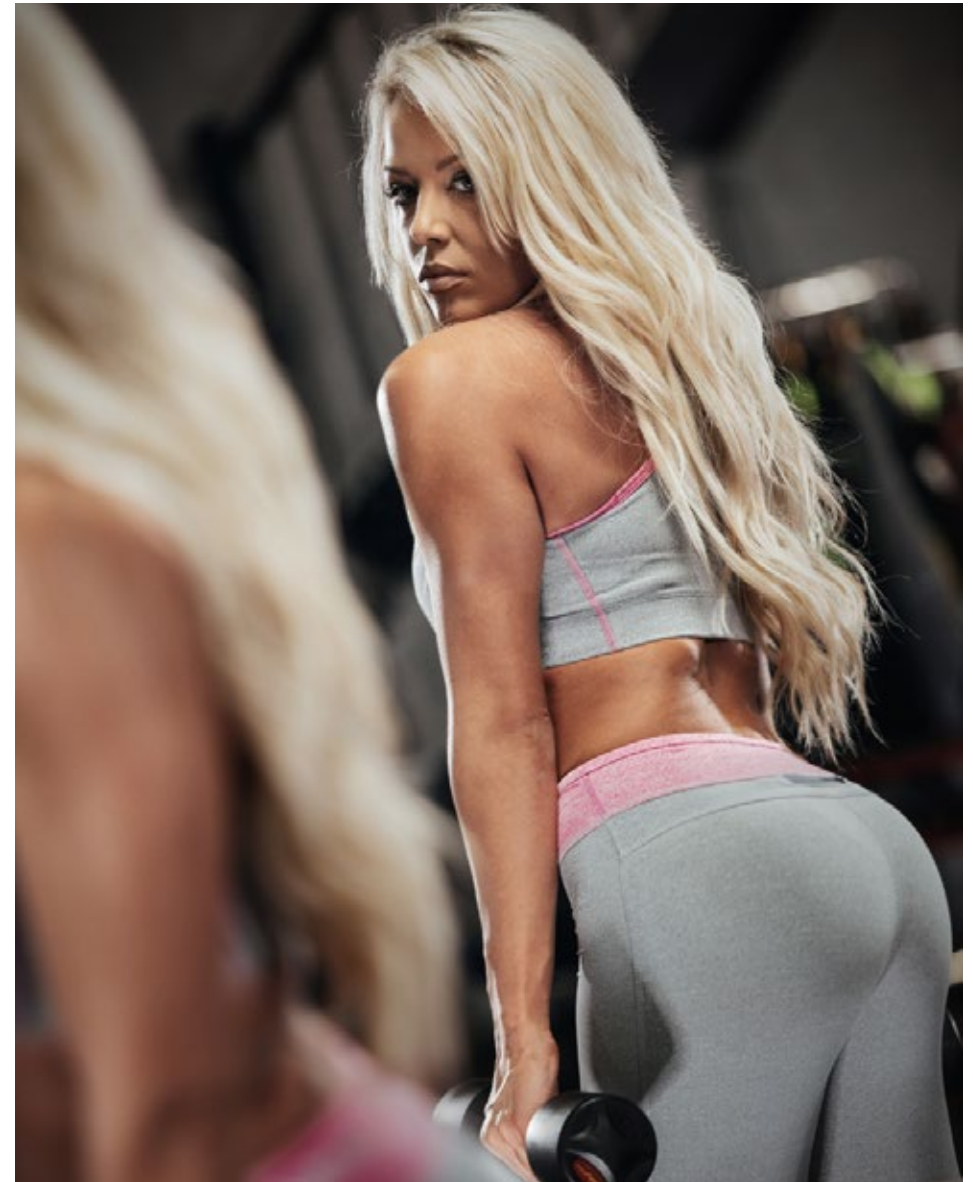


MODEL: NICOLE

FITNESS TRAINER AND MODEL

MODEL: CHRISTINA

FITNESS TRAINER AND MODEL





BAD GIRL 2015 BROCHURE

Annual International and Domestic
Marketing Manual for Bad Girl Products

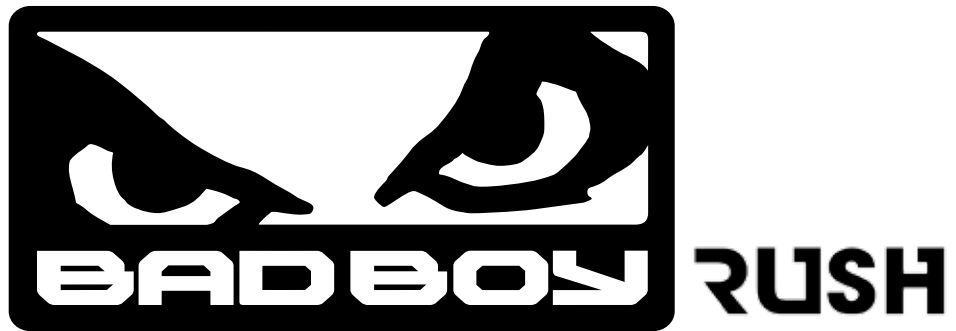




ALL PHOTOGRAPHY
Appeared in the 2015 Bad Girl Marketing



MODEL: KANAN CLARKE-JONES
AUSTRALIAN SURFER



BAD BOY RUSH is dedicated to supporting the action sports athlete and providing high quality products that enhance the athlete's training, performance, and lifestyle. BAD BOY distributes innovative, lifestyle and performance products on 6 different continents. BAD BOY's decades of experience creating authentic, competition-quality gear has made us a favorite among core athletes.



MODEL:
EZRA SITT

PROFESSIONAL HAWAIIAN SURFER / BROWN BELT in BJJ

MODEL:
KANAN CLARKE-JONES
AUSTRALIAN SURFER / BLUE BELT in BJJ





HYBRID SHORT SPREAD #1

Appeared in printed and digital forms



01



02



03

01. KANAN CLARKE-JONES

Photographed, Edited and Designed for multiple marketing resources

02. DIGITAL MARKETING E-MAILERS

Presented to E-mail Subscribers & Retailers

03. "SURF - TRAIN - RELAX" AD

Appeared in FREE SURF MAGAZINE in Hawaii

04. HYBRID SHORT SPREAD #2

Appeared in printed and digital magazines



04



MODEL: TAYLOR FLETCHER



Founded in the early 80's, BAD BOY CLUB was the original counter-culture brand. Created by three childhood friends with a passion for action sports and hell raising, BBC was originally developed as an 'anti-fashion' apparel brand. In a decade dominated by volleyball shorts and shirts with alligators,



BBC stormed onto the scene with a baggy fit, crazy colors, wild patterns, and irreverent sense of humor. Originality and individuality, not conformity was the mantra. The BAD BOY CLUB brand and its iconic logo quickly became the badge of honor for the bold, independent, and fearless. Arguably the first true 'action sports brand,' BBC had the unique ability to cross over between surf, skate, motocross, wake... basically anything that was new and adrenaline fueled.





BAD BOY CLUB CATALOGS
BBC Spring 2015
BBC Fall 2015
BBC Spring /Summer 2016

**01. CAMPAIGN PHOTOGRAPHY**

Appeared in the 2015 Campaign

02. PRODUCT PHOTOGRAPHY

Appeared in the 2015 Campaign

QUIT YER SMIVLIN



TACO TUESDAY
\$3.00 Model Draft
\$1.50 Teas
\$3.00 Margaritas
Man - lips

SELFIE FOR SWAG
\$4.75

BAD BOY CLUB FALL 2015
CAMPAIGN PHOTOGRAPHY
Appeared in the 2015 Campaign



01

**01. BBC 2015 FALL CATALOGUE**

Product based catalogue, exhibiting the newest clothing for the next season

02. BBC 2016 SUMMER CATALOGUE

Product based catalogue, exhibiting the newest clothing for the next season



WE ARE AZTECS

The “We Are Aztecs” in-store campaign is an annual sports campaign to help sale Nike merchandise in the SDSU Bookstore, located on San Diego State University campus. This campaign consist of multiple large banners, campus posters, fliers, digital and social media blast.





02



02. "WE ARE AZTECS" CAMPAIGN SIGNAGE
 Appeared all around San Diego State University

01

01. SDSU BOOKSTORE "WE ARE AZTECS" THEMED DISPLAY
 Marketing strategy to increase sales during the SDSU
 Basketball & NCAA Tournament season



bryant_mayberry@yahoo.com

[@bryantmayberrydesign](https://www.instagram.com/bryantmayberrydesign)

408.887.8577

bryantmayberry.com