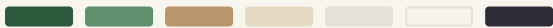




cgoddin — AI-Native Brand & *Print* Design Systems

I design token-driven identity systems where the deliverable isn't a mockup — it's a spec. Brand foundations become DESIGN.md files; DESIGN.md files become generated interfaces, print collateral, and product surfaces that stay consistent because the system, not the artifact, is what ships.



CASA REVISTA · CASE STUDY INSIDE

5 PAGES · AI-NATIVE SYSTEMS · PRINT & PRODUCT

Casa Revista — system overview

AI-GENERATED MAGAZINE SAAS



MAGAZINE-COVER COMPONENT · 3:4 ·
INNER GOLD BORDER

Casa Revista is a B2B SaaS platform for AI-generated, in-room hotel concierge magazines — real content for real rooms, produced by a generation pipeline and held together by a 359-line DESIGN.md token specification I authored end-to-end.

What the system controls

EDITORIAL WARMTH

Playfair serifs, cream paper canvas, print-on-table depth — "like a well-loved magazine, not a dashboard."

CRAFT & TEXTURE

Paper-grain overlays via SVG turbulence, letterpress-like borders, deliberate imperfection.

BRAND CONFIDENCE

Forest green identity, gold reserved for luxury moments, a deliberately restrained palette.

Core token ramp — colors



accent
#2d5a3d

Forest green — primary brand, strokes, actions



gold-500
#b8956a

Luxury gold — accents only, never sole information



canvas
#f7f3ec

Cream paper — every page surface, never pure white



ink
#2d2d3a

Deep warm ink — AAA on canvas (~14:1)



line
#e5e0d8

Warm tan border — soft, organic edges



accent-soft
#5f8f6c

Secondary green — hover, badges, light fills

Casa Revista — typography & editorial spread

PLAYFAIR DISPLAY +
INTER

Two-type system

HEADINGS · PLAYFAIR DISPLAY 600

Editorial Luxury

Transitional serif, semibold, tight tracking (−0.02em) at display sizes. Non-negotiable for editorial tone.

BODY · INTER 400

A neutral humanist sans-serif for readability at small sizes — 14px base with 1.6 line-height inside magazine pages, with a full system-font fallback stack.

CAPTION / EYEBROW · INTER 600

UPPERCASE · 0.18EM LETTER-SPACING

Section labels and metadata. Gold-tinted tags carry a 1px gold border at 4px radius.

Shape & elevation

Restrained 8px radii for all functional chrome; magazine A4 pages alone use the softer 0.9rem. Magazine covers carry no shadows — their depth comes from the inner gold border. Magazine pages cast 0 4px 24px shadow, simulating print lying on a table.

Editorial spread — generated magazine pages

DINING

A Table Set by the House

Tonight's concierge selection pairs the chef's tasting menu with the rooftop terrace, reserved for suite guests between seven and ten. The sommelier's notes travel with your key card.

"Reserve the terrace before the light leaves it."

Each recommendation in this issue was generated for your suite, your dates, your stay — then set in the same editorial system used across every Casa Revista property.

PAGE 12 · SUITE
NO. 4

WELLNESS

Hours the Spa Keeps

The hammam opens early for suite guests; the pool keeps quiet hours after nine. Yoga on the garden lawn is weather-dependent and booked by the front desk on request.

"Late mornings belong to the sauna."

Headlines set in Playfair Display, body in Inter at 14px — the magazine's in-page prose system, shared with the editor view.

PAGE 27 · SUITE
NO. 4

MAGAZINE-PAGE COMPONENT · 1:1.414 A4 RATIO · WHITE PAGE IS THE ONE SANCTIONED EXCEPTION TO "NO PURE WHITE"

System-first: brand → tokens → generated assets

DESIGN.MD
WORKFLOW**STEP 01****Brand foundations**

Positioning, pillars, palette rationale, type pairing, and the do's/don'ts that keep the voice honest. Decisions are written down before pixels exist.

**STEP 02****Token specification**

Everything becomes a named token: colors (full 10-shade ramps), typography, spacing on an 8px grid, radii, elevation, and component recipes.

**STEP 03****Generated assets**

Marketing pages, product UI, print collateral, and AI-generated content are all produced *from* the spec — so consistency is enforced, not audited.

The spec, in its own words

```
# DESIGN.md — Casa Revista (359 lines)
colors:
  primary: "#2d5a3d" # forest green
  canvas: "#f7f3ec" # cream paper — never pure white
  gold-500: "#b8956a" # luxury accents, sparingly
typography:
  h1: { Playfair Display 600 / -0.02em }
  body: { Inter 400 / 1.5 }
rounded: { md: 8px, lg: 8px } # restrained
components: magazine-cover, magazine-page, button-primary, card, tag, blockquote...
```

The file doubles as the contract: engineers, AI generators, and print vendors all read the same source of truth. Contrast is documented in the spec (green on cream ≈ 6.5:1, ink on canvas ≈ 14:1) so accessibility isn't an afterthought.

Why this works for AI-native products

DETERMINISTIC OUTPUT

Generative pipelines drift. A machine-readable token spec gives the generation step hard constraints — palette, type scale, spacing — so every generated page still looks like the brand.

SPEC AS INTERFACE

The DESIGN.md frontmatter is valid YAML that design tooling and LLMs can both parse. One file, three consumers: humans, software, and models.

SELL THE SYSTEM

Clients don't need another one-off mockup. They need the thing that makes artifact #40 look as good as artifact #1. That's what I deliver.

Systems that run in production

DESIGN × ENGINEERING

WeatherMan — weather prediction-market trading platform Full product · dashboards + API

An autonomous trading platform that finds pricing edges on Kalshi weather prediction markets — blending GFS, ECMWF, METAR and TAF forecasts into consensus probabilities, comparing them against market prices, and executing trades when the edge is significant. I designed the premium trading dashboard (*smooth-ui*) and the product surface around a real trading engine: Python compute service, Hono + Prisma API, PostgreSQL with pgvector. Signal clarity under data density was the design brief.

DASHBOARD UI

DATA DENSITY

TRADING ENGINE UX

OBSIDIAN PLUGIN

Note Goat

- An opinionated note-taking system inside Obsidian: Daily / Quick capture / Habits / Todo, one configurable vault.
- Habits render as a contribution-graph year view over daily-note frontmatter; Todo aggregates checklist lines across daily notes.
- Governed by a binding decision ledger (D1-D7) — decisions documented as an engineering artifact, not tribal memory.

DESKTOP ENVIRONMENT

Omarchy Theme

- A cohesive desktop theme for the Omarchy Linux environment — tiling window manager, status surfaces, and app theming driven by one token palette.
- Extends the same system-first principle to the operating-system chrome: the designer's own workspace is a brand surface too.
- Paired with the Note Goat Quickshell desktop panel, which fires Obsidian URIs from the shell.

DESIGN SKILL

Cross-Surface Fluency

- One designer, one vocabulary: the same token discipline spans SaaS dashboards, Obsidian plugin CSS, desktop theming, and print-ready magazine pages.
- Comfortable working where design and code meet — specs, schemas, build outputs, and CI checks on generated bundles.

Work with cgoddin

AVAILABLE FOR ENGAGEMENT

Services

AI-Native Brand Systems Positioning, identity, and a machine-readable DESIGN.md token spec your tools and models can build from.

Token Specification Design Full color ramps, type scales, spacing grids, radii, elevation, and component recipes — documented and contrast-checked.

Print-Adjacent Product Design Editorial luxury for digital products: SaaS dashboards, marketing pages, generated print collateral.

Design-to-Code Handoff Specs engineered to be implemented — valid YAML frontmatter, CSS-ready tokens, verified contrast ratios.

Generative Pipeline Art Direction Constraints and QA for AI-generated content pipelines so output stays on-brand at scale.

GET IN TOUCH

Start a project

Best for: teams shipping AI-generated product surfaces, studios that need print + product under one system, and founders who want the spec, not just the mockup.

Email colegoddin@gmail.com

Web cgoddin.com

Upwork [upwork.com/freelancers/~0162bde97210f9f094](https://www.upwork.com/freelancers/~0162bde97210f9f094)

HOW ENGAGEMENTS WORK

Every engagement ends with the same three artifacts: the token spec (DESIGN.md), a component library built from it, and at least one generated deliverable that proves the system in production conditions.

SELECTED WORK IN THIS BROCHURE

Casa Revista (AI-generated magazine SaaS) · WeatherMan (prediction-market trading platform) · Note Goat (Obsidian plugin) · Omarchy desktop theme.