





SEASONS

An Art Show Trio

Seasons was a trio of art shows hosted by Bev's Fine Art in 2021, individually titled Bloom, Golden and Afterglow. I created all marketing assets and graphics for these campaigns and was a key part of the conceptualization process. I also organized the events, chose catering, event decor and took event photography.

I was a Marketing Associate and then Marketing Manager during my time working on these campaigns. The goal of the Seasons shows was to increase event attendance and event sales. Navigating in-person events during a global pandemic was not easy, but I still managed to achieve my marketing goals by increasing event attendance by 83% from Q1 (Bloom) to Q3 (Afterglow) in 2021.

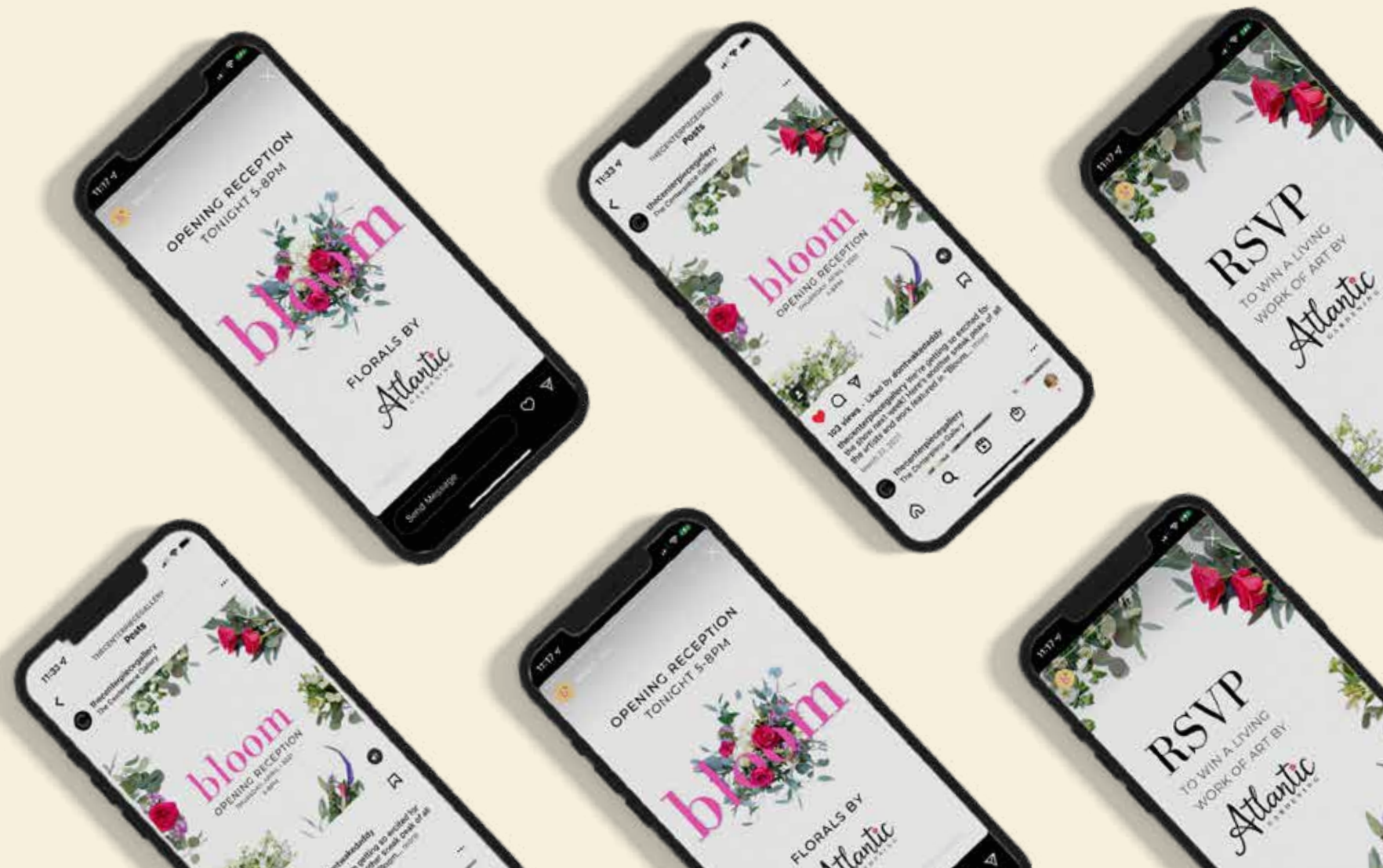


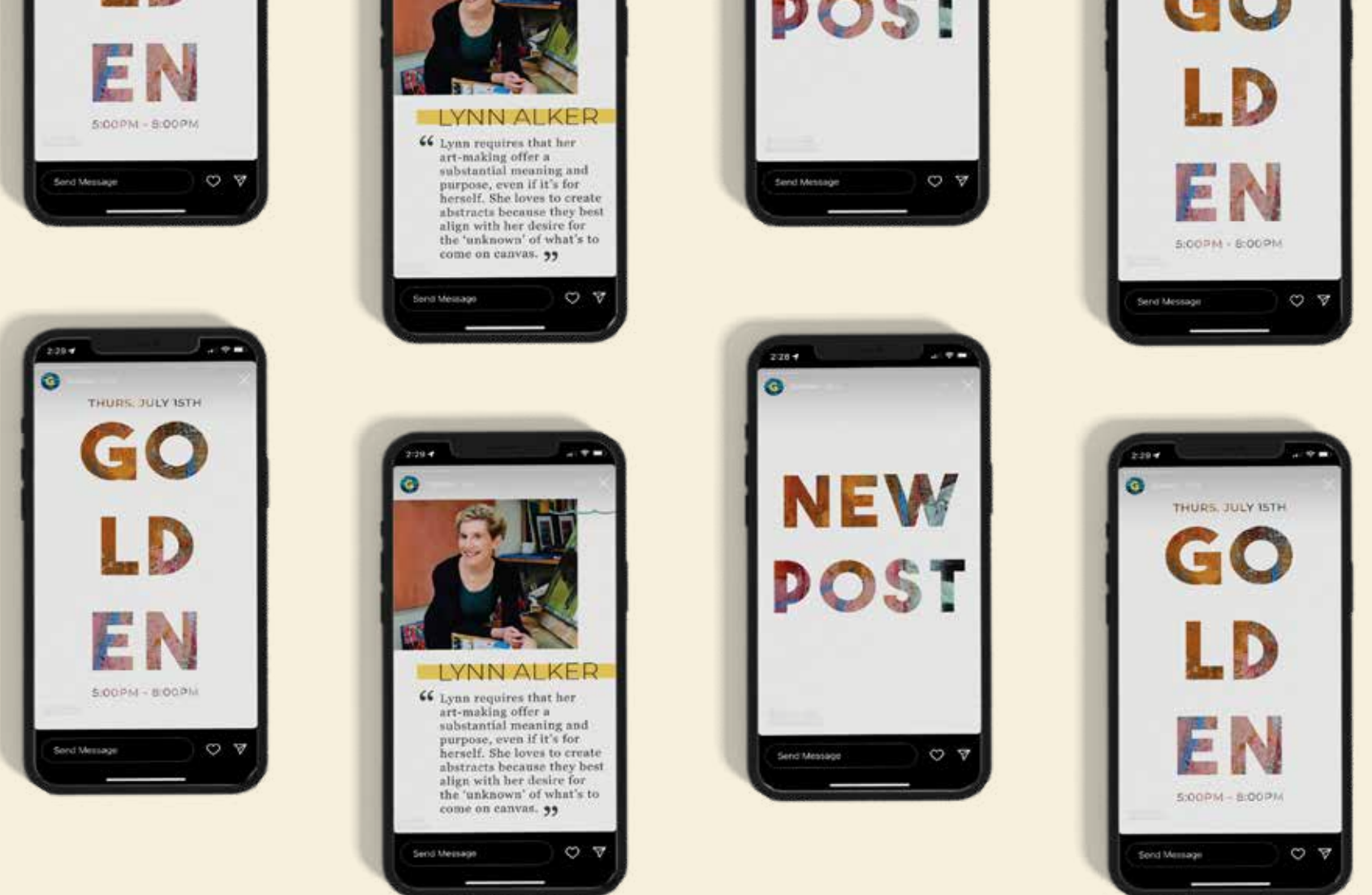
BLOOM

Seasons Spring Show

Bloom was Bev's Fine Art's Spring 2021 art show and was the first art show in the Seasons trio. Bloom introduced artist Carlos Gamez de Francisco and featured live floral arrangements created by Atlantic Gardening in Raleigh, NC.

"Bloom is a collection of work that evokes the essence of spring and features botanical imagery including abstracted florals, vibrant still life bouquets, and glass wall blossoms. Mixed with dreamlike landscapes and abstracts in a spectrum of saturated hues and delicate pastels, Bloom captures all things spring. To celebrate the change in the season, Carlos Gamez de Francisco will debut a collection of work that merges baroque and modern aesthetic with hints of retro and feminine flare for a spring showcase you don't want to miss."





GOLDEN

Seasons Summer Show

Golden was Bev's Fine Art's Summer 2021 art show and was the second art show in the Seasons trio. Golden featured six different artists, including four national artists two local artists from North Carolina.

"Golden represents the rich hues that summer brings, capturing shimmering moments in time. It is a collection of diverse work that is filled with light, energy and color featuring scenes from coast to coast. To celebrate all the shades of the season, we will showcase new work by Lynn Alker and the return of Josef Kote's magnificent work to the gallery."

AFTERGLOW

Seasons Fall Show

Afterglow was Bev's Fine Art's Fall 2021 art show and was the final art show in the Seasons trio. Afterglow featured five different artists, two were local to North Carolina and three were from various locations across the country.

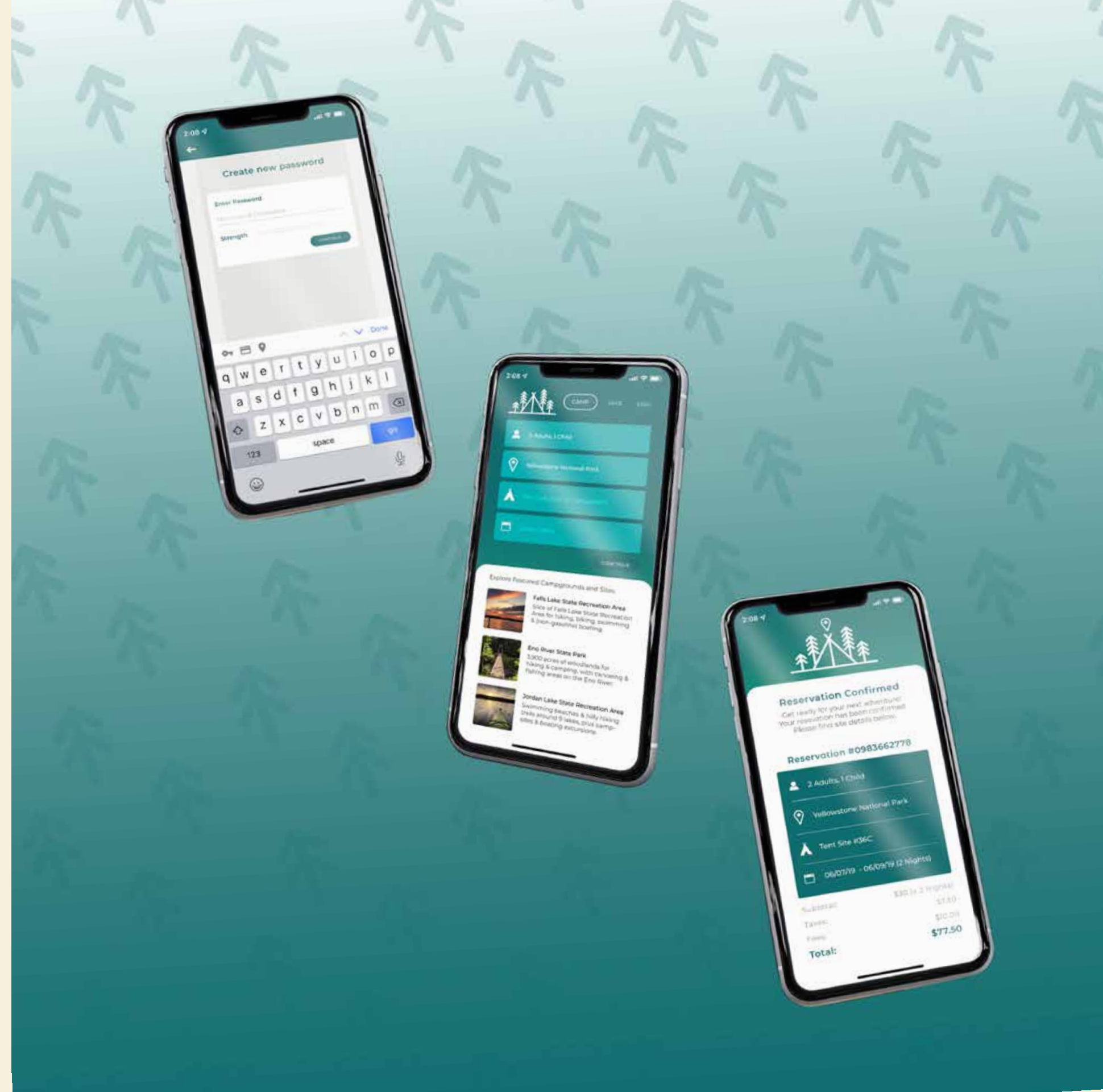
"Afterglow celebrates diverse mediums and methods of creation. Join us as we introduce four new artists to the gallery, including Patrick Lee, whose paintings capture a unique sense of light and emotion, Laura Hughes, an equine enthusiast who combines rich color and patterns, Ian Herdell, a wood craftsman who creates organic wall sculptures, and Jenny Wu, a contemporary artist who repurposes housepaint into geometric forms. We will also welcome back Joshua Smith and his new collection of dreamlike oil paintings."

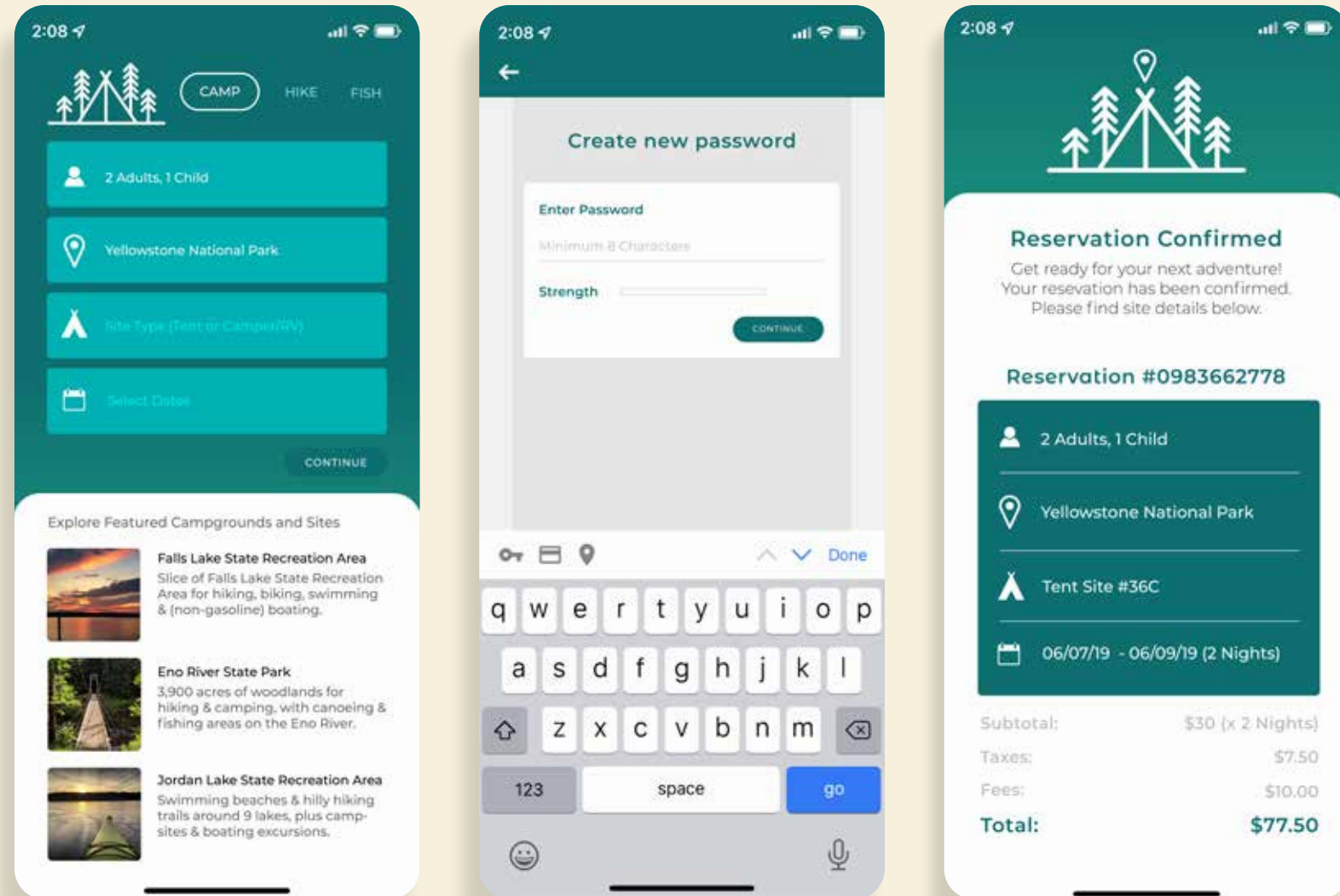




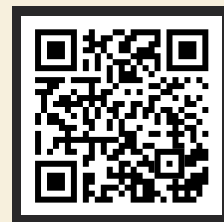
TRAILHEAD

Trailhead is an app for booking and exploring campsites and national parks in the U.S. The target audience includes outdoor enthusiasts of all experience levels, from beginners to well-seasoned pathfinders. Trailhead's visual style is contemporary, yet cozy. The color palette alludes to nature and eco-friendliness, while also being modern and fresh. Trailhead is accessed via a mobile app for maximum portability.





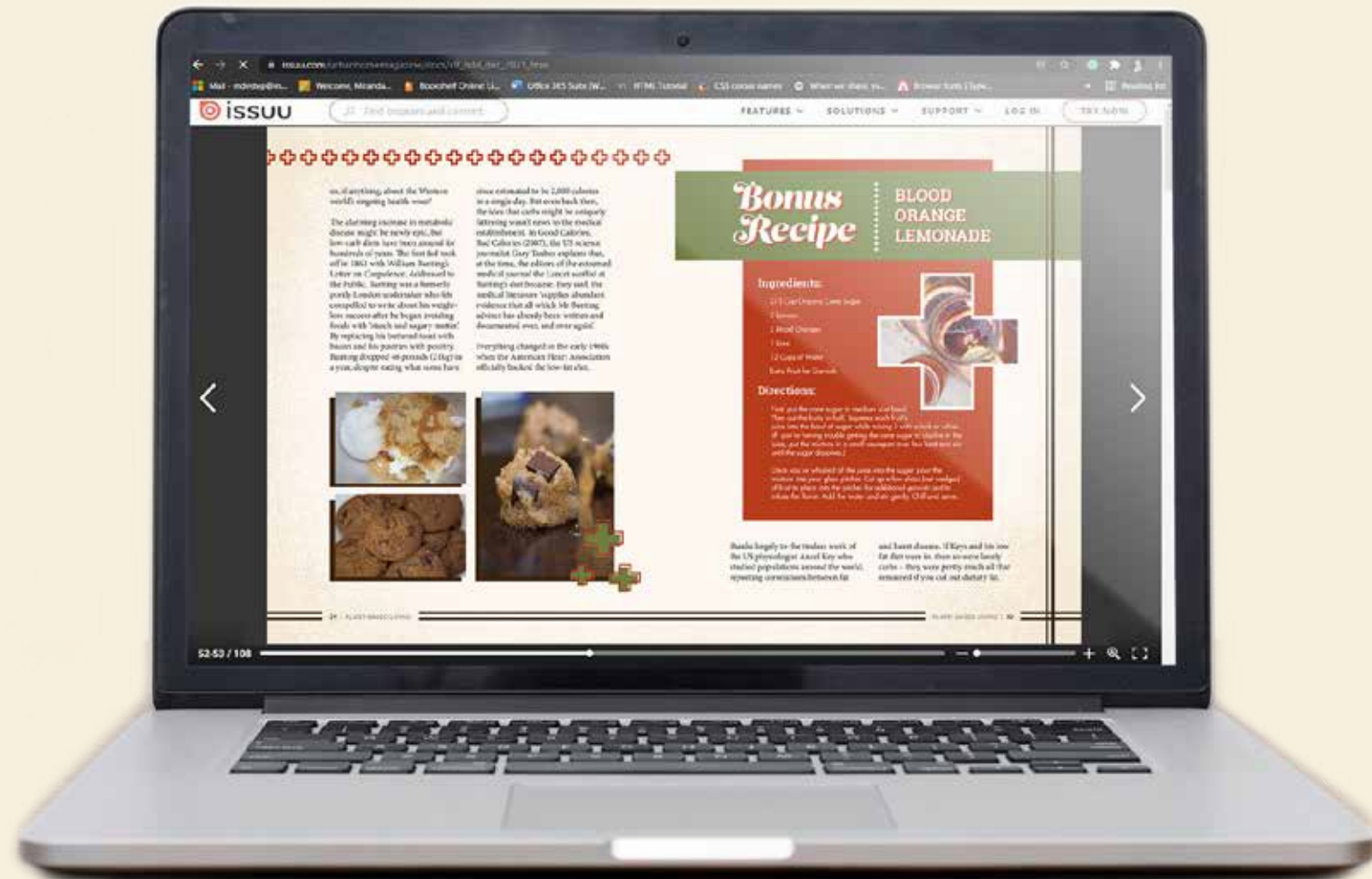
The first deliverable I created for this project was an animated logo for use in social media, promotional videos, websites, mobile app banners, and advertisements. The next were user interface designs for the mobile app. Additional deliverables included a clear brand identity with visual iconography, a color palette, and typography. The logo was also required to be legible on mobile devices and on light and dark backgrounds. The animated version of the logo needed to loop for a duration of five seconds. If you'd like to see the animated logo and micro-interaction animations I created for this project, scan the QR code to the right.



MEDICINAL FOOD

This 4-page editorial spread is featured in Plant-Based Living Magazine's Spring 2022 issue, titled "Get an Immunity Boost." The target audience is women 35-55 years old, interested in health and wellness. The article focuses on foods and recipes that may boost your health and immune system. The visual style mixes vintage cookbooks and modern food blogs to appeal to the target market.

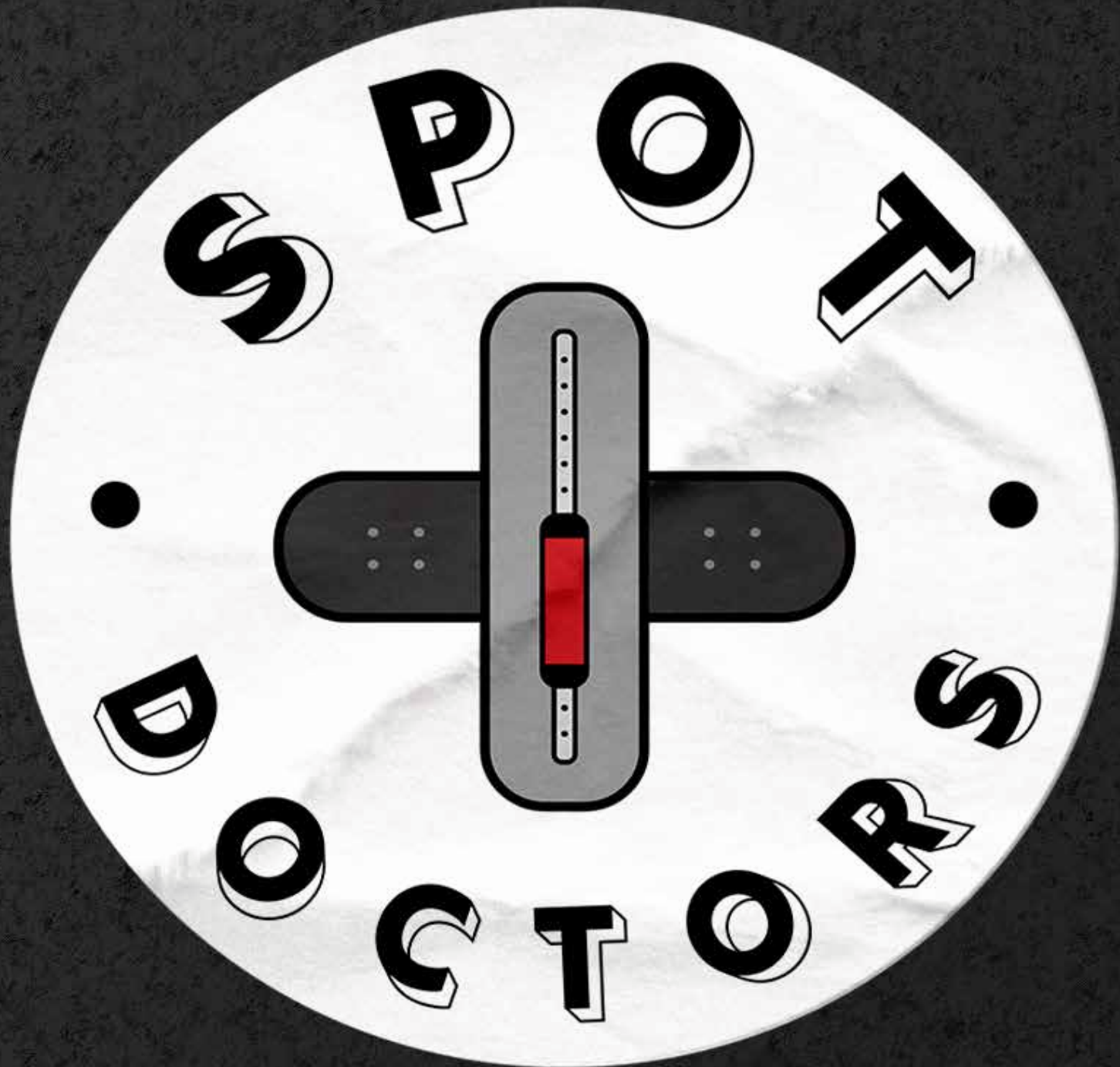




Plant-Based Living Magazine's Spring 2022 issue, "Get an Immunity Boost," will be available wherever magazines are sold, as well as digitally on their website. With this in mind, I designed the editorial spread "Medicinal Food" to be legible across printed mediums and digital devices. In the digital version of the article, the "Bonus Recipe" will be clickable and will link the user to a downloadable .pdf of the included recipe.

In addition to designing the editorial spread and magazine cover, I also shot all of the included photographs. The recipe for the blood orange lemonade is a mixture that I often make at home for myself and my partner. I enjoyed creating this project and feel that health and wellness-focused content is becoming increasingly relevant as we begin to navigate a post-COVID-19 world.





SPOT DOCTORS

My friend Jed belongs to a group of skaters called the Spot Doctors. He asked me to create a logo that could be used on stickers, packaging, t-shirts, and other goods. The iconography in the Spot Doctors logo is based on the grip tape of a skate deck and a concrete trowel, the tools of the trade for this group who creates DIY skate spots in and around Raleigh, NC.

When I started this project, I sat down with Jed and talked to him about the history of the Spot Doctors. Jed told me that he's been skating since he was 3 years old and has been DIYing skate spots for almost as long. He and his three brothers fixed up curbs, ledges, and other spots throughout their childhood. As he grew up, Jed continued to DIY skate spots with his friends and they were sometimes called "spot doctors" by other skaters. Jed liked the name and eventually started calling his group of friends the Spot Doctors.

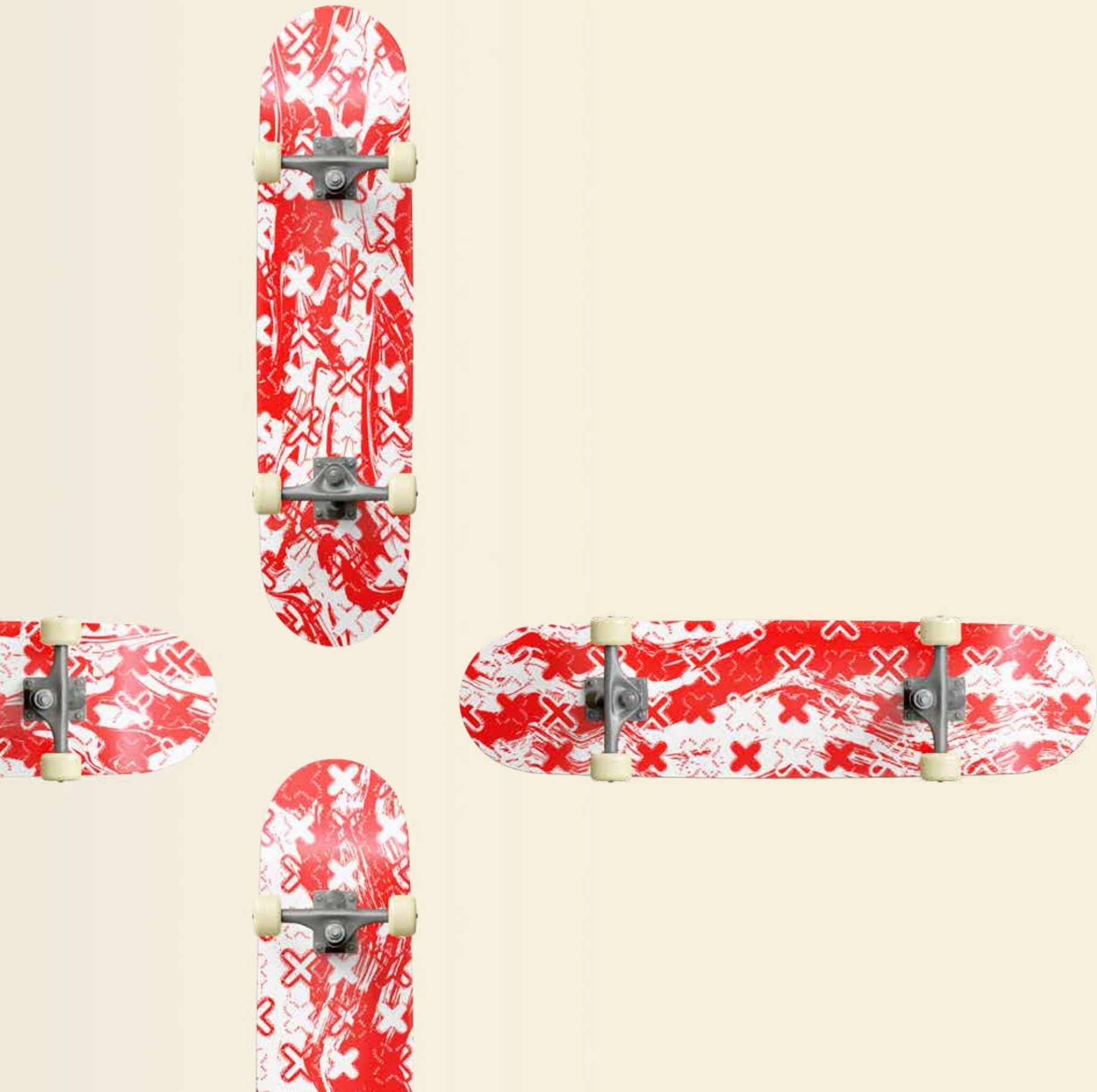




During my initial research, I sifted through countless skateboarding magazines and looked at current skate company logos and branding. I sketched several different logo concepts using a concrete trowel and skate deck. With Jed's feedback, I further developed one concept into the final logo.

I also created a prototype and packaging for a Spot Doctors product, skate wax. Skate wax is used to reduce friction between the skateboard and the curb, ledge, or rail that you're skating on. This allows the skater to go faster, slide smoother, and thus land tricks more easily. Spot Doctors skate wax is packaged in a plastic tube with a removable cap, similar to what you'd see antiperspirant or deodorant packaged in, to prevent melted wax from getting in your car or bag.





By the end of the project, I not only created a logo for the Spot Doctors but designed several other items as well. I created skate deck graphics using the cross iconography from the logo, an enamel pin design, and a t-shirt design. I also created a product packaging design and photographs of the product prototype in use. I also had logo stickers made, which Jed and his friends are placing around Raleigh, NC. (Keep an eye out for them in the wild!)

Although I was slightly unfamiliar with the subculture of skateboarding at the beginning of this project, I became well-versed in it by the end. It was a challenge to create a design that brought my client's vision to life, but after many revisions and collaboration, I created something that we are both very happy with. I am currently working on several projects for them and plan on creating even more work for the brand in the future.





Downtown Raleigh
333 Fayetteville
Raleigh, NC 27601

SMOKEY NEON JEWELS

Photo taken at William & Company on North
Person Street in Downtown Raleigh, NC.



P 187 C



P 353 C



P 1817 C

Deep Dive DTR

DEEP DIVE DTR

Deep Dive Downtown Raleigh is an advertising campaign focusing on downtown Raleigh, NC locations that are “hidden gems.” It targets Millennials of all gender identities. The campaign’s objective is to increase foot traffic to small businesses in downtown Raleigh. The visual style is inspired by vintage advertisements and features subdued colors that will allow it to integrate with current city branding.

For this project, I created the campaign concept and logo and then began developing the marketing assets. I took photos of downtown Raleigh to create duotone images on the promotional mailer postcards. I drew a digital illustration of the N Person St neighborhood to use for promotional leave-behind brochures. I also created sandwich board signage with the campaign title and neighborhood name.

Deep Dive DTR’s marketing strategy is divided into three stages. It begins with promotional postcards that are sent to targeted addresses within a 2-mile radius of downtown Raleigh. The postcards have a CTA that includes a promo code that can be used at participating businesses in featured neighborhoods.





FURRBISHED ANNUAL REPORT

Furrbished is a conceptual pet care company that I created. In the following project, I designed a logo, digital illustrations of various animals, and an annual report layout. Furrbished is a modern pet brand for pet parents who are health-conscious and eco-friendly. Furrbished strives to supply high-quality, affordable products backed by scientific research. It was founded by a team of zoologists, veterinarians, and nutritionists who want to raise the quality of life standard for animals. Furrbished advocates for animal husbandry based on their natural environments and the needs of individual species.

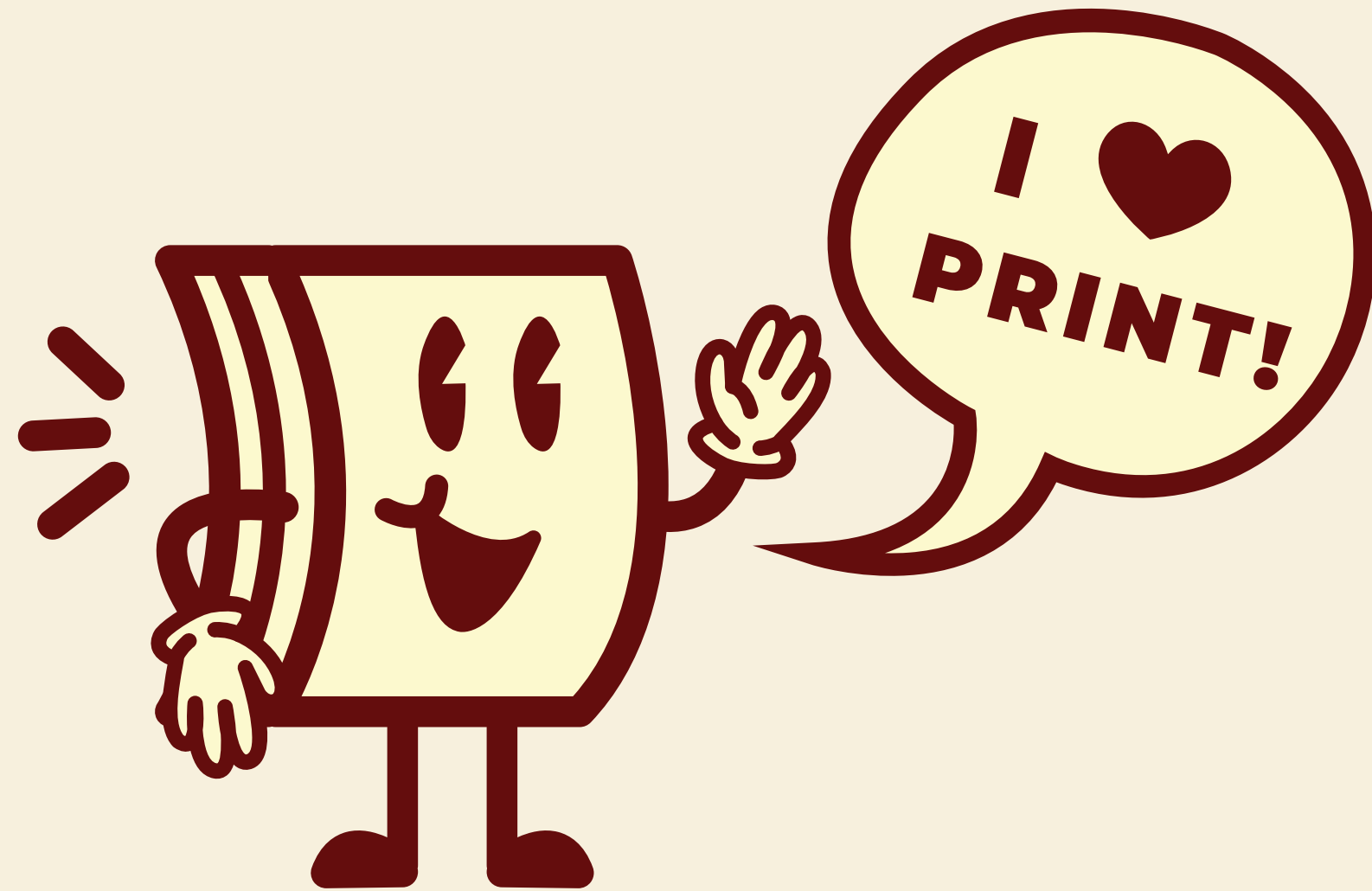
Furrbished opened its doors in 2018 and has been growing quickly ever since. Because of their fast market growth, they decided to focus on strengthening their brand voice and brand consistency. Furrbished wanted an annual report design that would express their vibrant, fun personality and core values.



Furbished’s visual identity is centered around animal health and wellness but wants to stay away from having a sterile, medical look and feel like some of their competitors. Furbished’s goal is to have visual branding that is modern, fun, and engaging while also expressing ties to wellness and environmental sustainability.

The annual report’s purpose is to show how much they have grown as a company and to highlight milestones they have achieved in their mission to raise the bar for animal care. The tone is playful, yet data-based and scientific while aiming to inspire hope and readiness for positive changes in the pet care industry.





ACME PRINTING COMPANY

This is a conceptual print productions company called Acme Printing Company. Acme Printing Company utilizes modern printing methods as well as vintage printing methods like screen printing and letterpress. They are the perfect blend of old and new when it comes to print productions. The first item I designed was their brand mascot, Papey. Papey is a stack of paper that loves printed goods (of course). Papey's design was inspired by vintage drive-in movie advertisements.

THE PRINTING PROCESS



Ever wonder how graphic designers get their designs from the computer screen to your mailbox, newsstand or candy wrapper? Read below to learn about the magic world of print productions!

LET'S START HERE

DISTRIBUTION

Whether your print job is shipped directly to your client or you pick it up at the printer yourself, this is the last step. Don't forget to ask for samples of the final print for your portfolio!



STRATEGY & CREATIVE BRIEF

When beginning a print job, you should gather information, discuss objectives & define the purpose of the print job.

FINISHING & BINDERY

Once a proof & or press check has been approved, the print job leaves the press area & finishing steps are needed. Bleed trimming or packaging & bindery can be required. You should have discussed this with your printer during the consult.



PRELIMINARY DESIGN WORK

Next, create concepts & do your research. Make lots of sketches, thumbnails & roughs.

PRINTING & PRESS CHECK

Press checks are similar to proofs & are printed directly from the press before the final press run. They allow you to see exactly how the final print will look. Press checks should be done before print jobs with large quantities or complex set-ups.



EDITORIAL STAGE

Gather the pieces of your design, including written copy, photos & illustrations. Also, make sure to research copyrights at this stage.

PROOFING

Proofs should always be requested from your printer before finalizing your order (if time allows). By seeing a proof you can make sure color, folds & finish are all in proper order. Proofs should also be finalized by the client.



LAYOUT

In this stage designers get to have some fun! When creating the design layout, you get to arrange all design components together.

PRE-PRESS PREP

By completing this essential step, any missing images & fonts can be found. Pre-press ensures that all illustrations, images & fonts should be ready for production.



REQUEST QUOTES

Create design specs to send to printers, along with your design file. (Don't forget the bleeds!) Be as specific as possible with the printers.

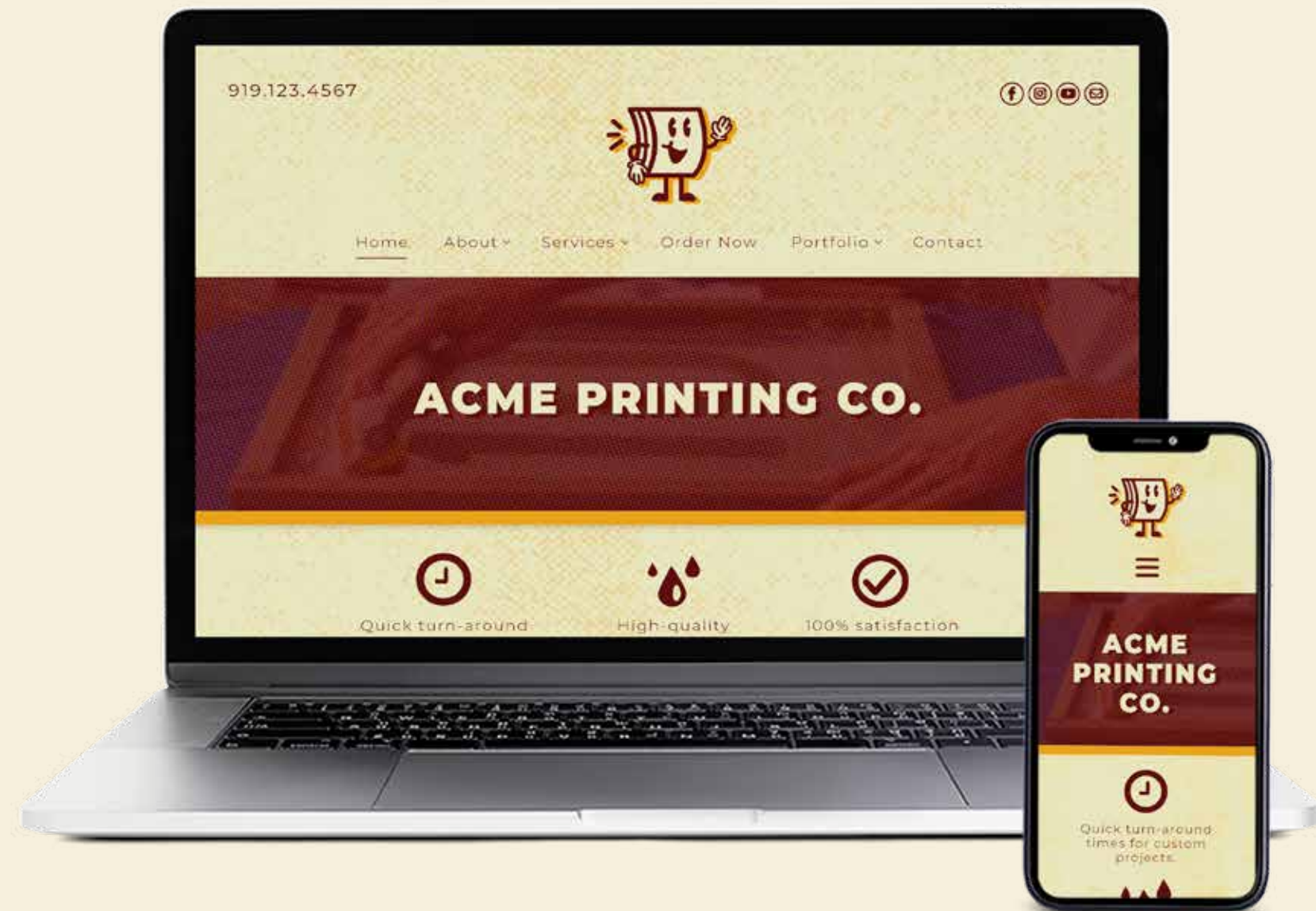
PRINTER CONSULTATION

In this step, choose one of the printers you requested quotes from & move forward with them. Decide on paper stock, printing method & finalize these choices with your client.



FINALIZE CONCEPTS

After you've requested quotes from a few printers, you can begin putting finishing touches on your project. Client, editor & art director feedback should be added & final edits made.



I created an illustrated infographic poster explaining the printing process. Its purpose is to be sent as a promotional mailer to potential customers who may be unfamiliar with the printing process. I also designed an Acme Printing Co. website homepage. It features top-level navigation, social icons, a large splash header image, and service feature icons. The web design focuses on clean, simple navigation paired with playful branding. The printing process can be intimidating, so the website needs to be friendly and accessible for potential customers.

I also designed a set of branded icons. I featured images of tools of the printing process as well as the mascot, Papey. These icons will be used throughout the company's website, social media, and other marketing platforms.



COLD CASE BREWING CO.

This was a fun exploration of a true crime-themed brewery, Cold Case Brewing Company. Assets included a logo, packaging designs, patterns, a vehicle wrap, and menu design. The target market is Millennials aged 25-35, interested in true crime and murder mystery-themed subject matter. Their other interests may include listening to true crime podcasts, watching documentaries, home brewing, and watching TV shows like Law and Order SVU, Mindhunter, Criminal Minds, etc.



DRAFT	
Cincinatti Strangler Ale.....	\$5.00
Moonlight Murder Stout.....	\$5.00
Jack the Ripper Pale Ale.....	\$5.00
BOTTLES	
Zodiac Grapefruit IPA.....	\$5.00
Helter Skel Pilsner.....	\$5.00
Dr. Death Toffee Porter.....	\$5.00
OTHER	
Bottled Water.....	\$3.00
Coca-Cola Classic.....	\$3.00

FOOD	
"The Murder Weapon" Nachos with ghost pepper queso, pico & cilantro	\$5.99
"Stake Out" Philly Cheesesteak fries with onion, queso & bell pepper	\$5.99
"Handcuffs" Soft pretzel with beer cheese dipping sauce	\$4.75
"Body Bag" Corndog with pesto aioli	\$4.75
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I designed a menu featuring drink names and food menu items with references to cold cases and serial killers. The beer packaging I designed features the Zodiac Killer, a famous unsolved cold case. A percentage of brewery sales will go towards various funds dedicated to solving cold cases, like the Cold Case Foundation.



The brewery will be located in the warehouse district of downtown Raleigh. The interior will have a modern, industrial feel with an open floorplan. Large, full-length glass windows will allow patrons to see the brewing equipment in action. The brewery will host true crime trivia nights and other murder mystery-themed events.



THANK YOU.



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