# welcome to my

portfolio

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the philosophy

I see design as a system. Effective work comes from clear structure, intentional hierarchy, and repeatable processes. Strategy defines the objectives; art direction shapes the visual rules; content communicates meaning; and design applies those rules with precision.

My role is to communicate clearly, consistently, and efficiently. I translate structure into visuals that work at scale, whether the output is a single asset or a high-volume production system.

When these layers align, design becomes organized, dependable, and results-driven.

DESIGN — *the visible product of creative work*

content tells the story, the design creates identity — CONTENT

ART DIRECTION — *defines the what, why, and how*

defines objectives, audience, message, and metrics — STRATEGY
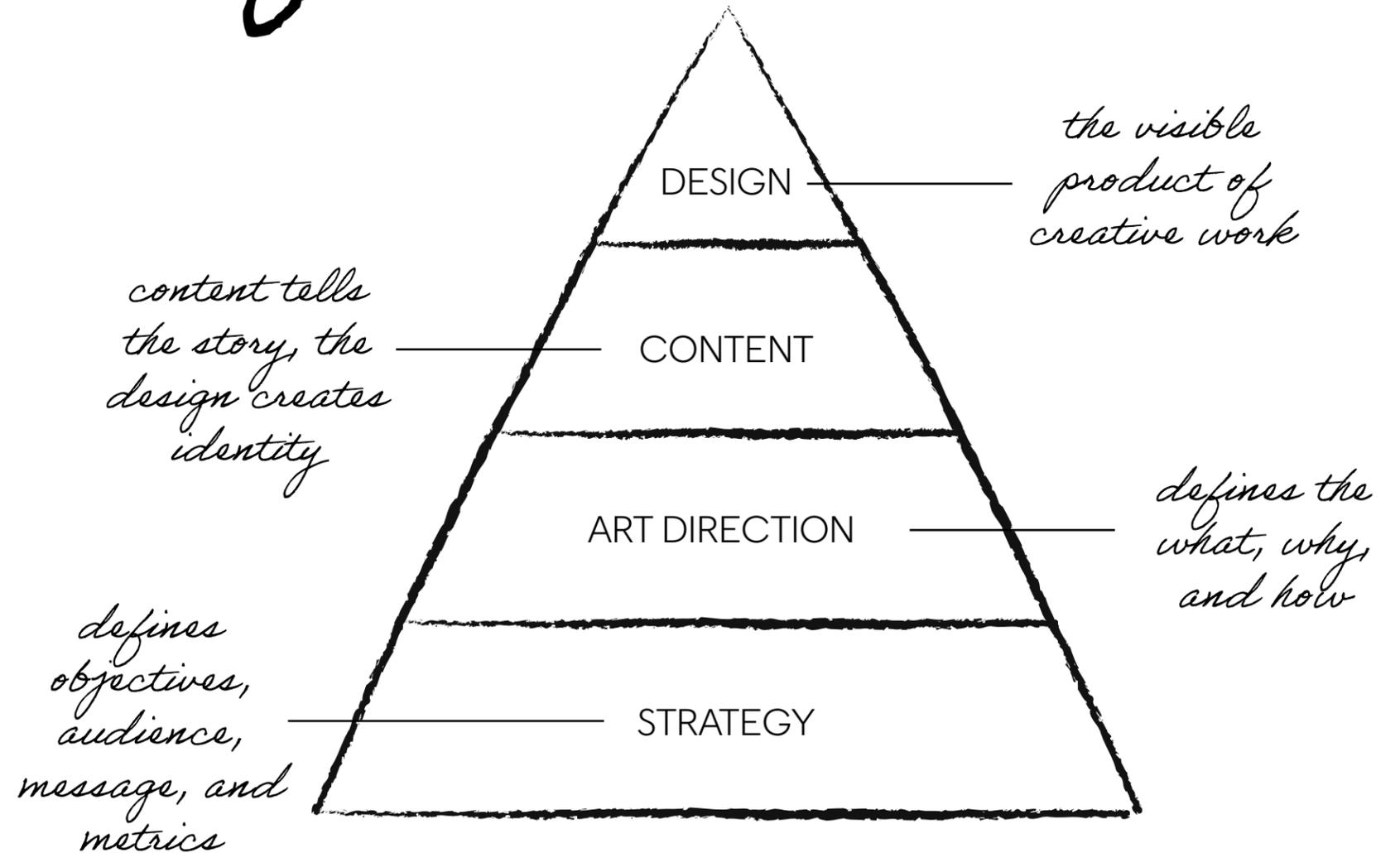
The projects that follow demonstrate my ability to systemize, organize, and execute design with clarity and efficiency.

belle's bakeshoppe

BRAND IDENTITY + ART DIRECTION

This brand identity was born out of the client's personality and the energy of her bakery. I focused on creating something chic, feminine, and stylish, while still feeling warm and inviting. My goal was to give her business a visual story that felt true to who she is.

moodboard
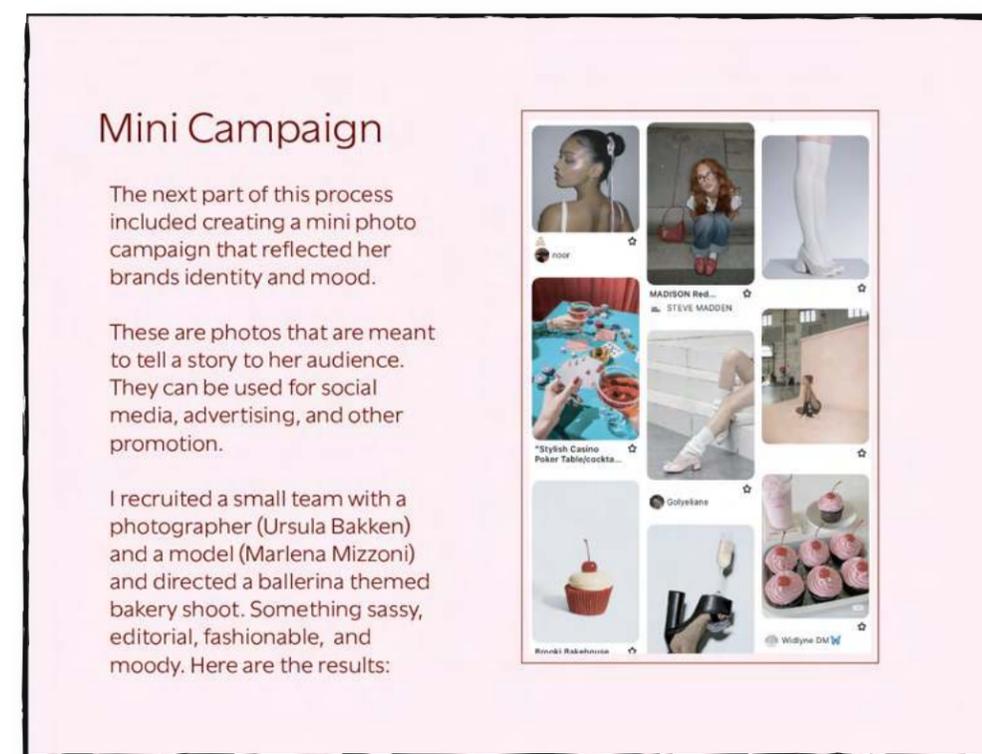
social first campaign

belle's bakeshoppe

BRAND IDENTITY + ART DIRECTION

I created a full set of brand assets, including the primary logo and several supporting illustrations. The bows, cherries, stars, and heart motifs added personality while keeping the system cohesive. Each asset was designed to strengthen the overall identity and make the brand feel distinct.

original
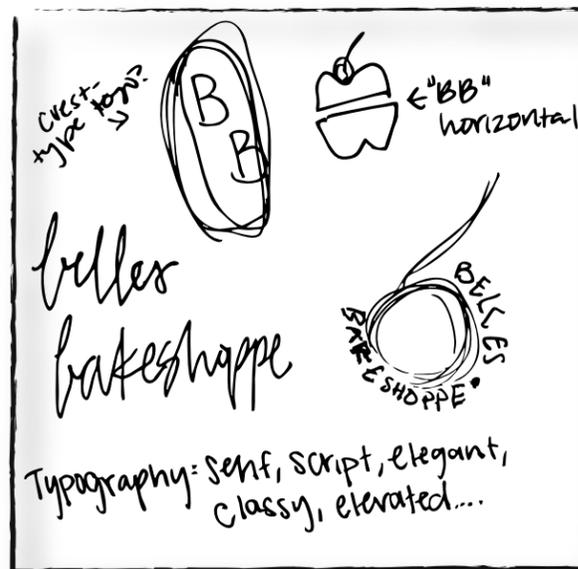
sketches

refreshed logo variations

belle's bakeshoppe

BRAND IDENTITY + ART DIRECTION

I applied the identity across packaging, gift cards, and other print concepts. These mockups helped translate the system into real-world touchpoints. This makes the brand feel polished, intentional, and ready for customers to interact with.

packaging was designed to feel giftable and memorable _____

gift cards

packaging for shipping

YES, PLEASE

belle's bakeshoppe

BRAND IDENTITY + ART DIRECTION

I directed a mini photo campaign to bring the brand to life through imagery. I pulled together a small team and styled a ballet-inspired shoot that felt playful, editorial, and a little dramatic. These photos expanded the brand into a full visual story and showed how it could live across social and marketing.

itron donor signage

I led the creative direction and layout production for sustainability-focused donor signage for Itron. I oversaw the layout system, ensured strict brand alignment, and guided a team of three through ideation, design development, and the final client pitch. The final signage package has now been produced and installed in the building.
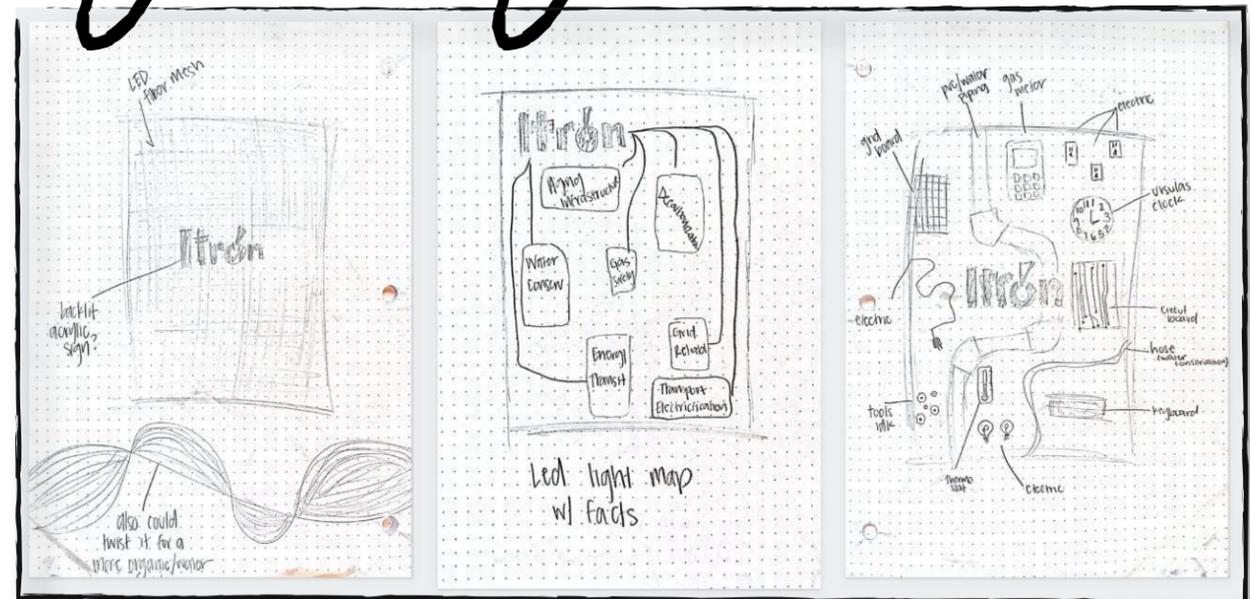
we wanted to incorporate tech, sustainability, and Itrons values into the Catalyst's organic design. we toyed around with multiple concepts, including 3D signage, unique lighting fixtures, and more
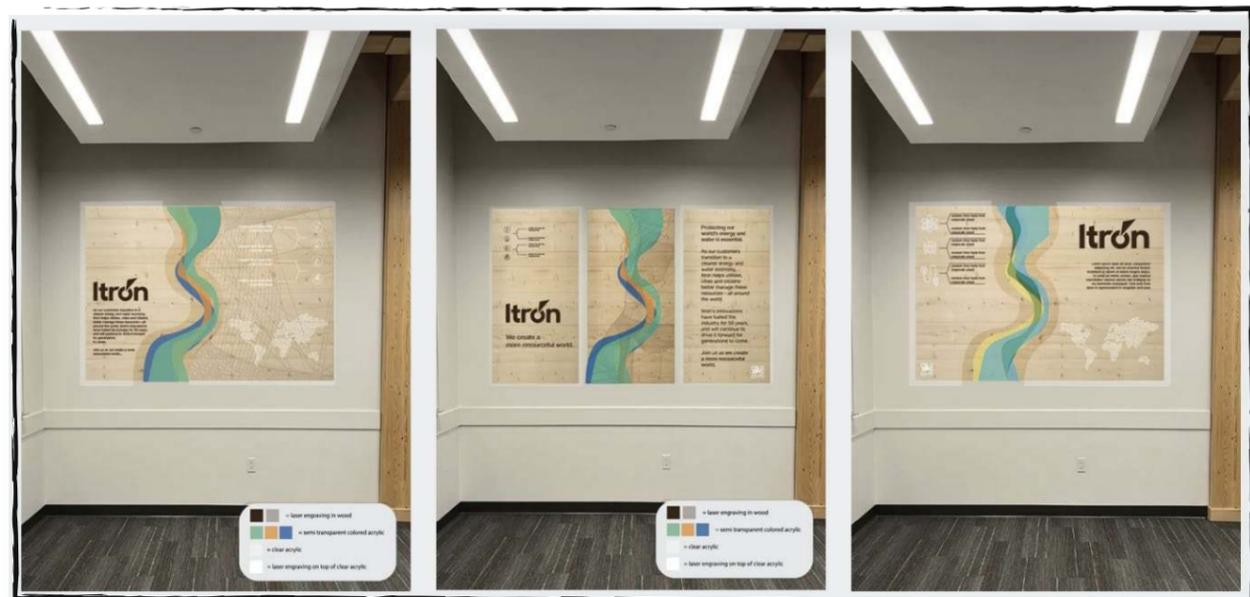
itron donor signage

I began by defining the visual approach based on Itron's sustainability goals and brand standards. I built a flexible layout system using a consistent grid, type hierarchy, and color structure, then guided the design team through early drafts and refinements.

our final two conceptual ideas, visualized as an initial mockup using Dall-e programs. this was presented in the initial meeting, and further direction was decided

itron donor signage

Throughout the project, I managed tasks and communication using shared project management tools to ensure alignment between our internal team and Itron's design department. I consolidated feedback, standardized file structure and naming conventions, and prepared the final presentation detailing the full signage system.

APPROVED PANTONE COLORS:

PANTONE® 711 C	PANTONE® 1225 C	PANTONE® 144 C	PANTONE® 5757 C	PANTONE® 583 C	PANTONE® 584 C	PANTONE® 2577 C
RGB 203-44-49	RGB 255-200-69	RGB 237-139-0	RGB 109-113-46	RGB 183-191-16	RGB 210-215-85	RGB 167-123-202
HEX/HTML CB2C30	HEX/HTML FFC845	HEX/HTML ED8B00	HEX/HTML 6D712E	HEX/HTML B7BF10	HEX/HTML D2D755	HEX/HTML A77BCA
CMYK 0-97-75-0	CMYK 0-19-79-0	CMYK 0-51-100-0	CMYK 34-12-91-54	CMYK 26-1-100-0	CMYK 21-0-89-0	CMYK 40-54-0-0

PANTONE® 297 C	PANTONE® 300 C	PANTONE® 308 C	PANTONE® 339 C	PANTONE® 2597 C	PANTONE® 7648 C
RGB 113-197-232	RGB 0-94-184	RGB 0-88-124	RGB 0-179-136	RGB 92-6-140	RGB 153-30-102
HEX/HTML 71C5E8	HEX/HTML 005EB8	HEX/HTML 00587C	HEX/HTML 00B388	HEX/HTML 5C068C	HEX/HTML 991E66
CMYK 52-0-1-0	CMYK 99-50-0-0	CMYK 100-18-8-50	CMYK 84-0-59-0	CMYK 80-99-0-0	CMYK 22-100-0-16

making sure every element stays on brand

itron donor signage

Once approved, I finalized production-ready files with exact specifications for size, materials, color, and installation.
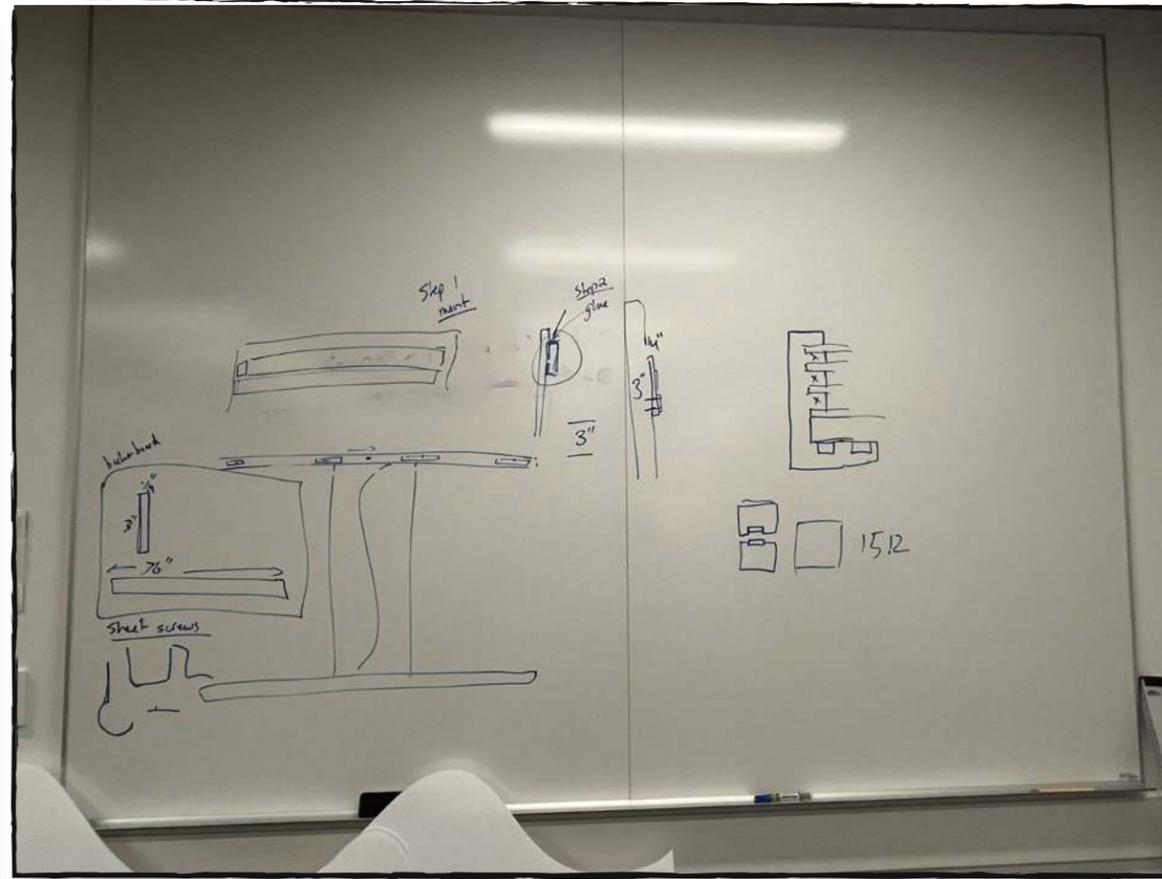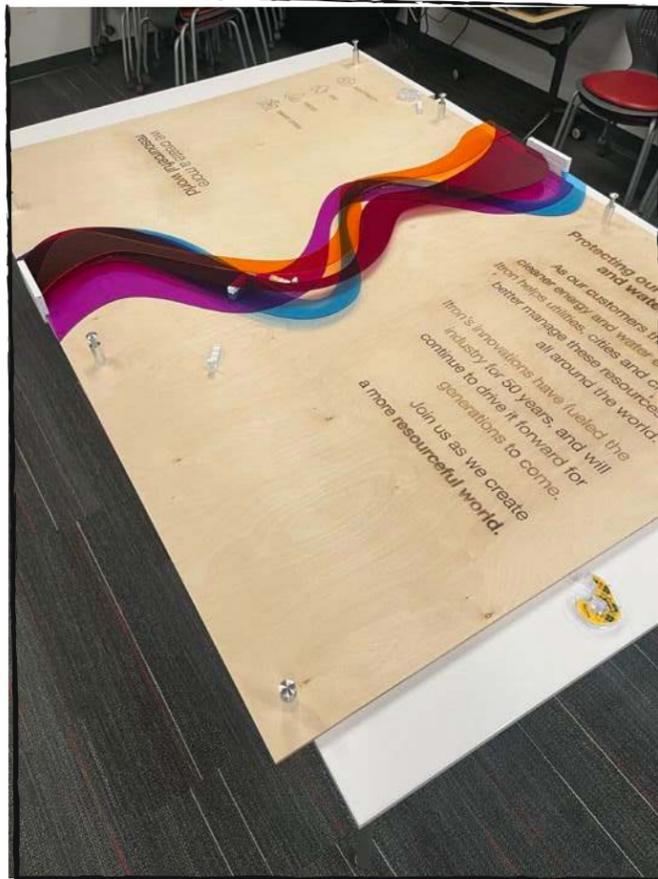
digital marketing

SOCIAL MEDIA STRATEGY + CONTENT SYSTEMS

I build social media systems that keep content consistent, on-brand, and easy to produce. My process focuses on clear storytelling, strong visual hierarchy, and a repeatable framework that supports brand goals. This helps the content stay cohesive across platforms while leaving space for creativity and growth.

this is what my weekly deliverable/ content system looks like. we include the content, captions, story posts, covers, etc.
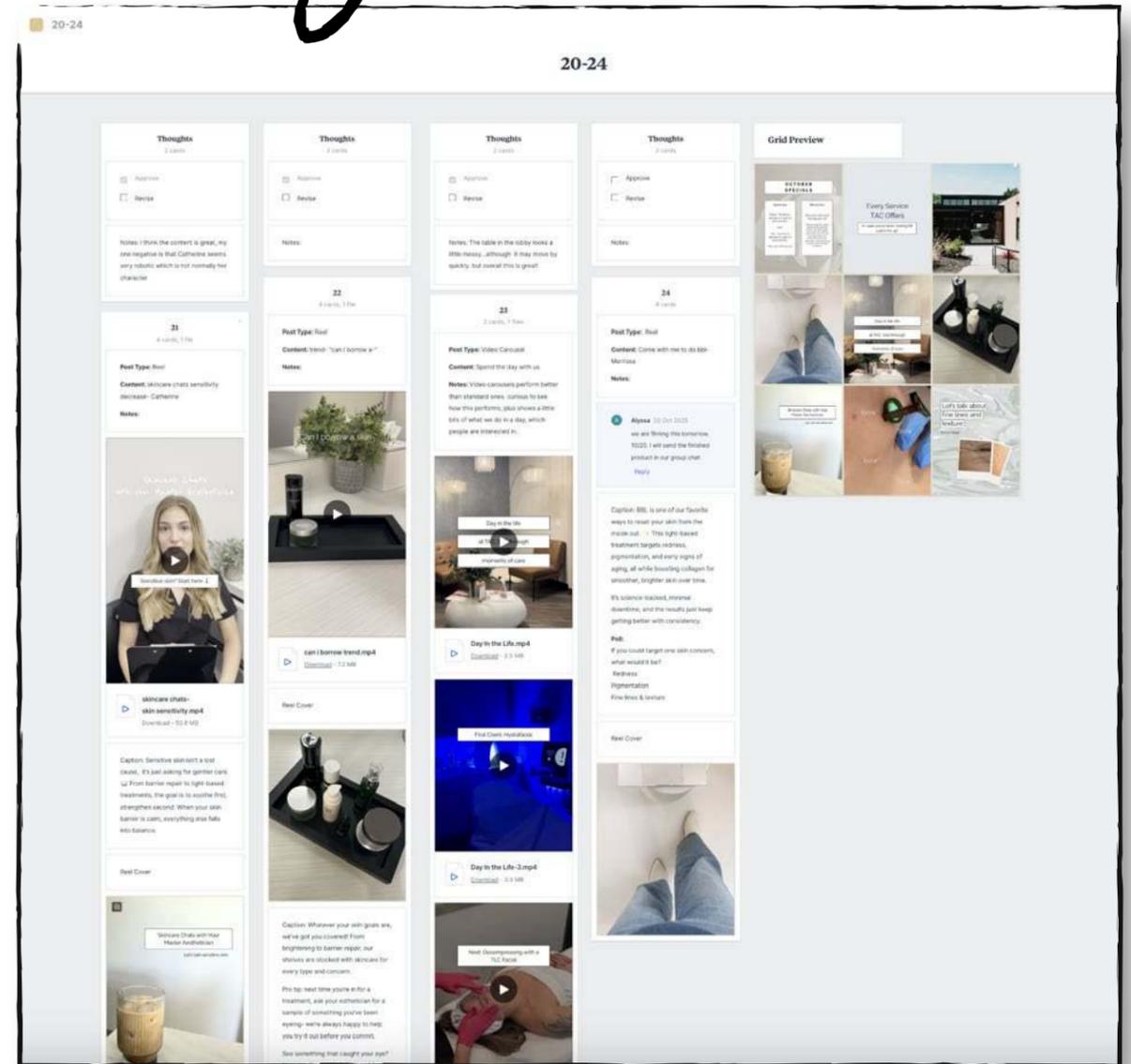
digital marketing

SOCIAL MEDIA STRATEGY
+ CONTENT SYSTEMS

My process moves through ideation, scripting, filming, editing, and posting. I create content within set pillars that align with the client's goals and KPIs. I design graphics, reel covers, and carousels that support both the brand and the viewer. Each system uses clear hierarchy and pacing so information is easy to understand at a glance.

example carousel that we used for halloween. content is not only engaging with audience, but educates and ties back into on of our core goals: selling product
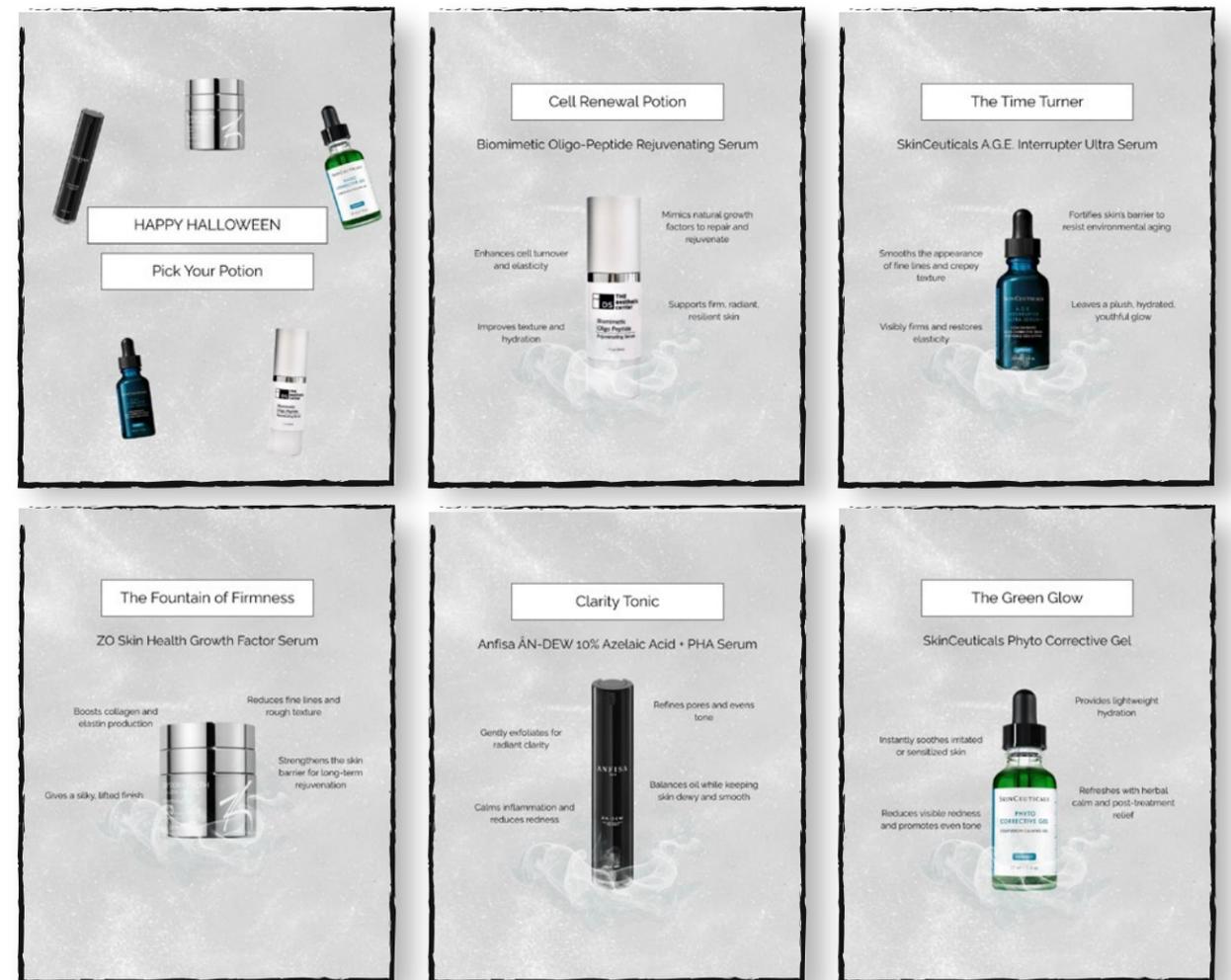
digital marketing

SOCIAL MEDIA STRATEGY + CONTENT SYSTEMS

The social system I built led to clear, measurable growth.
Average account reach increased from 729 in March to 3,391 in
October, showing a strong improvement in visibility. Monthly content
views increased by 300%, and overall reach grew 367% within seven
months. Non-follower reach nearly doubled, expanding brand
discovery and introducing the med spa to new audiences.
Reels became a major driver of performance, growing from 22% to 40%
of total engagement while maintaining a steady engagement rate.
These results came from consistent content pillars, stronger hooks, and
a repeatable system shaped by monthly analytics.

350
300
250
200
150
50
0

monthly content
views increase

new account reach
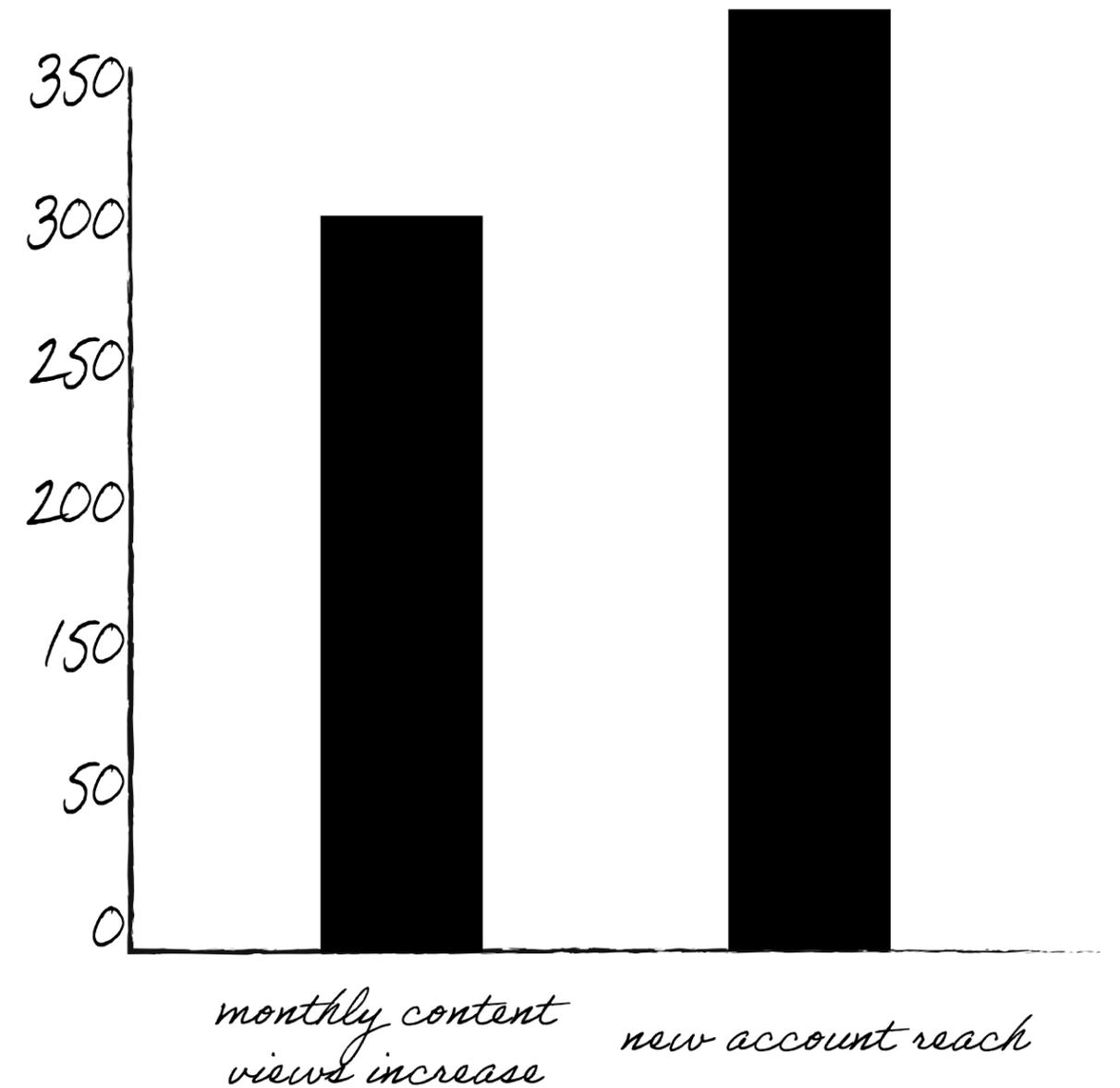
production work

DIGITAL PRODUCTION + TEMPLATING

Template cover system used to produce 26+ consistent alumni spotlight carousel assets. Built with a shared grid, typographic hierarchy, reusable components, and standardized portrait placement to ensure accuracy and speed across high-volume production.

shared background pattern layer

reusable header
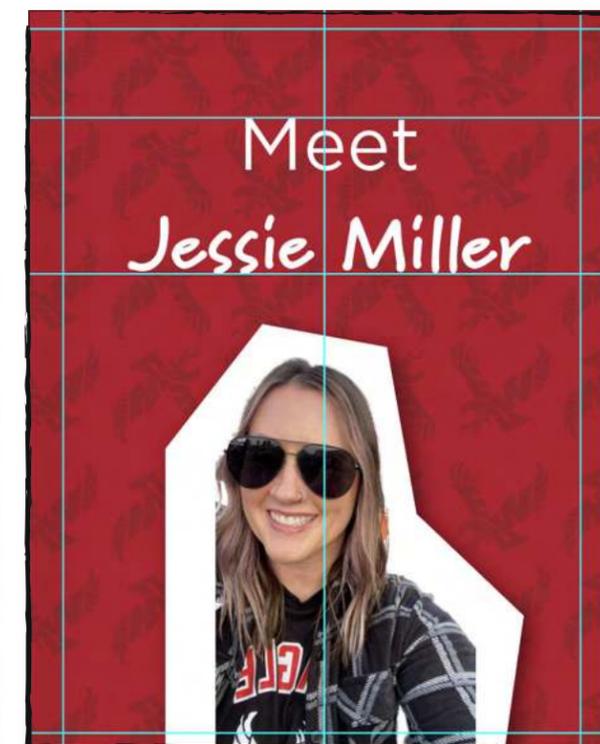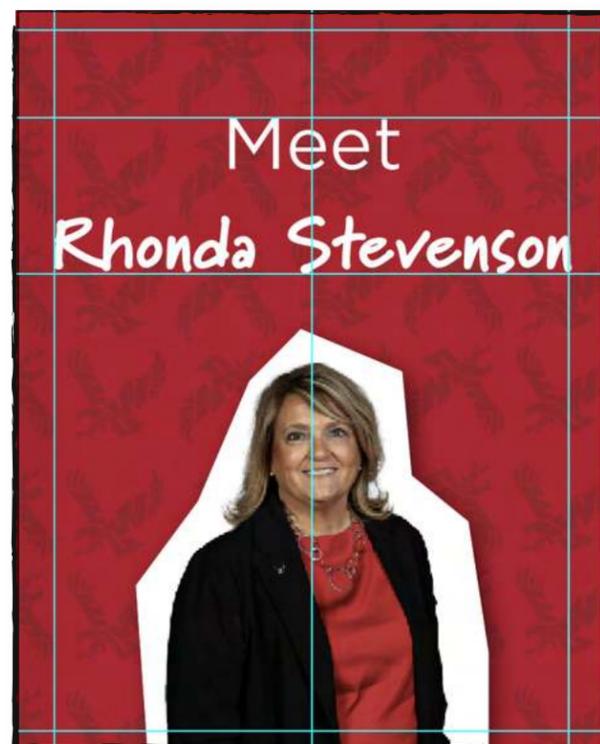
consistent photo frame style

Meet
Rhonda Stevenson

Meet
Sarah Raghust

Meet
Jessie Miller

global margin grid

production work

DIGITAL PRODUCTION + TEMPLATING

Close-up view of the template in action, showing precise text hierarchy, component placement, and image styling. Even with varied content, each slide follows the same structural rules, ensuring clarity, consistency, and clean storytelling.

structured slide sequencing with a scalable design system

consistency

*micro shot: clear narrative and flow*

macro shot: templated layout variations

production work

DIGITAL PRODUCTION + TEMPLATING
Organized working file with clearly labeled layers, artboards, and export structures. Built for efficient batch production, clean handoff, and well designed deliverables across all 26 assets

clean, labeled layer structure

| Properties | **Layers** | Comments | Libraries | ☰ |

🔍 Search All

👁		❯	exports	○ ■
👁		❯	content	○
👁		❯	background	○
👁		❯	template	○
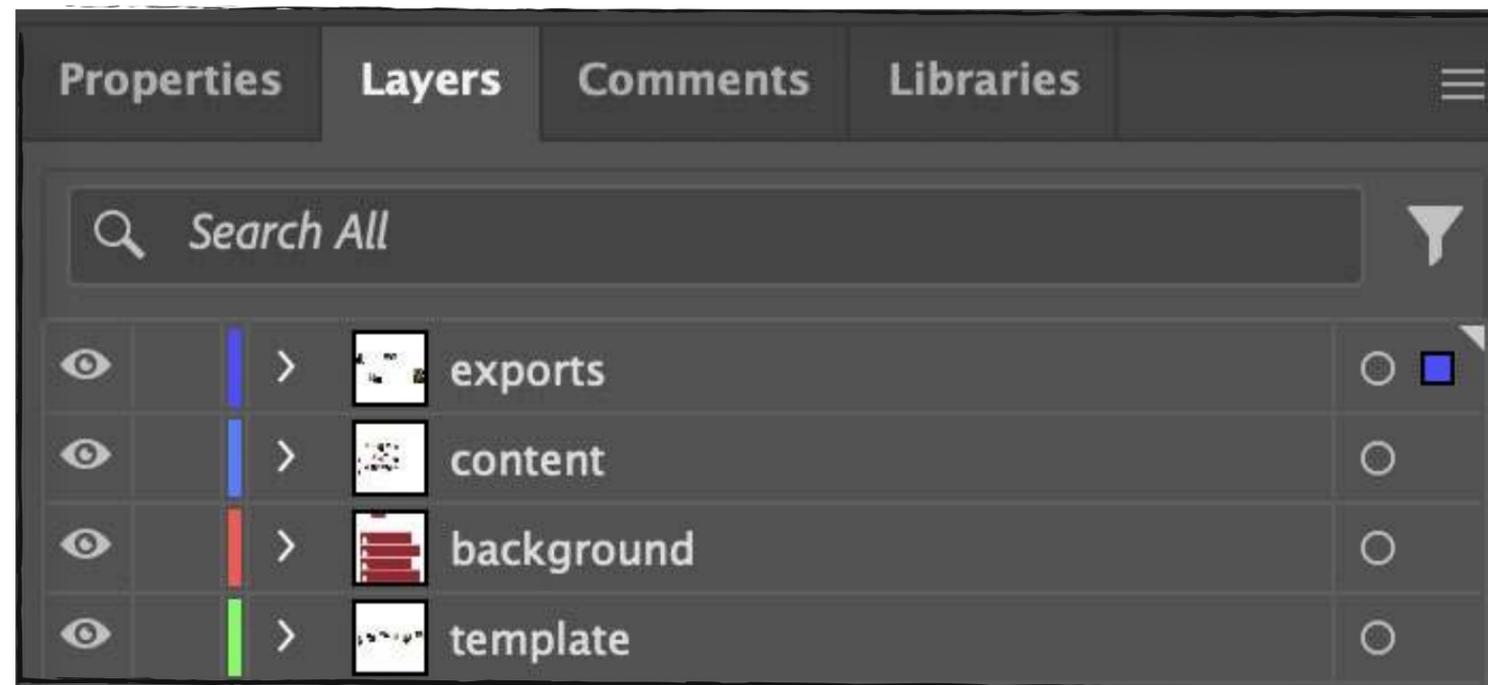
separate export layer for batch outputs

content isolated for fast updates

production work

IMAGE RETOUCHING

This is a collection of retouching work across portraits, lifestyle imagery, and product assets. Each piece required precise masking, color correction, cleanup, and lighting adjustments to create polished, production-ready visuals.

this retouching used frequency separation, the clone and remove tools, targeted dodge and burn, and subtle color grading to smooth skin, clean details, and enhance the overall tone and texture
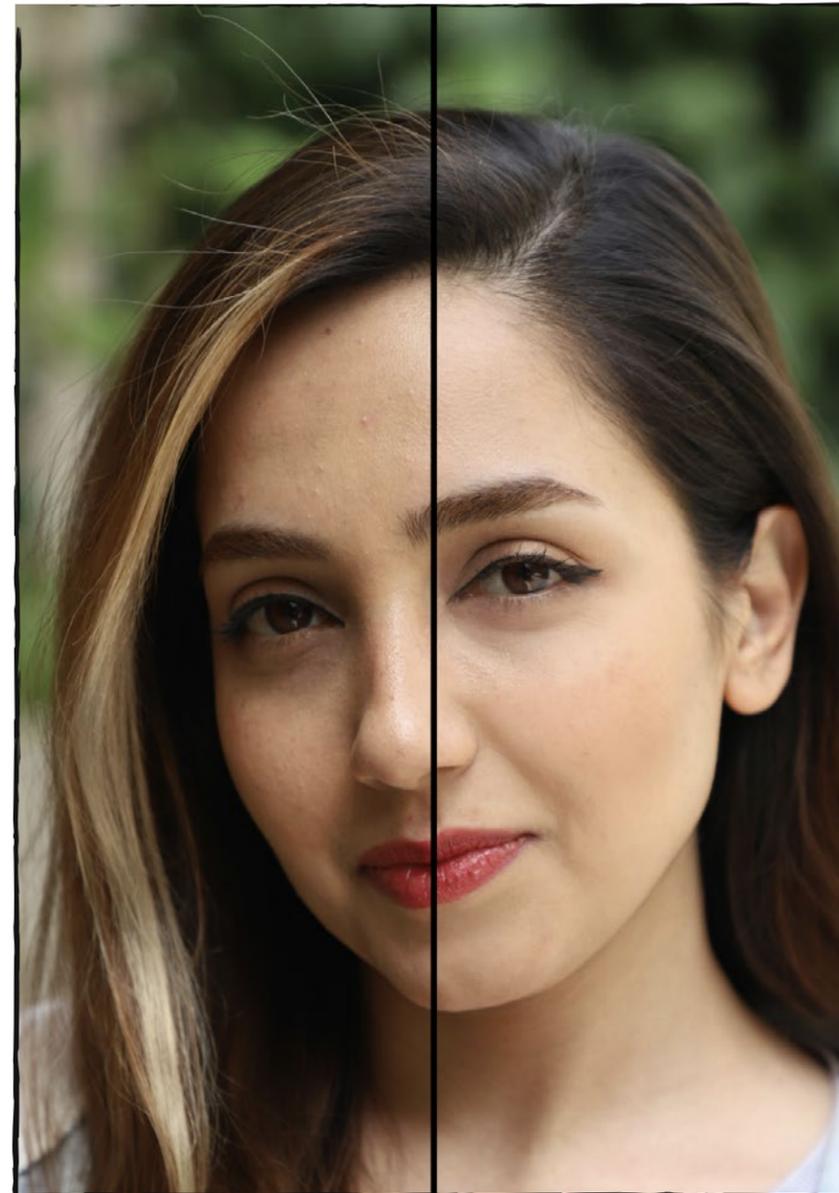

before and after

production work

IMAGE RETOUCHING

Transformed a daytime photo into a cinematic night scene through lighting reconstruction, exposure adjustments, and controlled color grading, creating a fully post-produced final image under a tight, no-reshoot deadline.

creative brief included directions to heavily color grade, and to create a liminal, uncanny environment
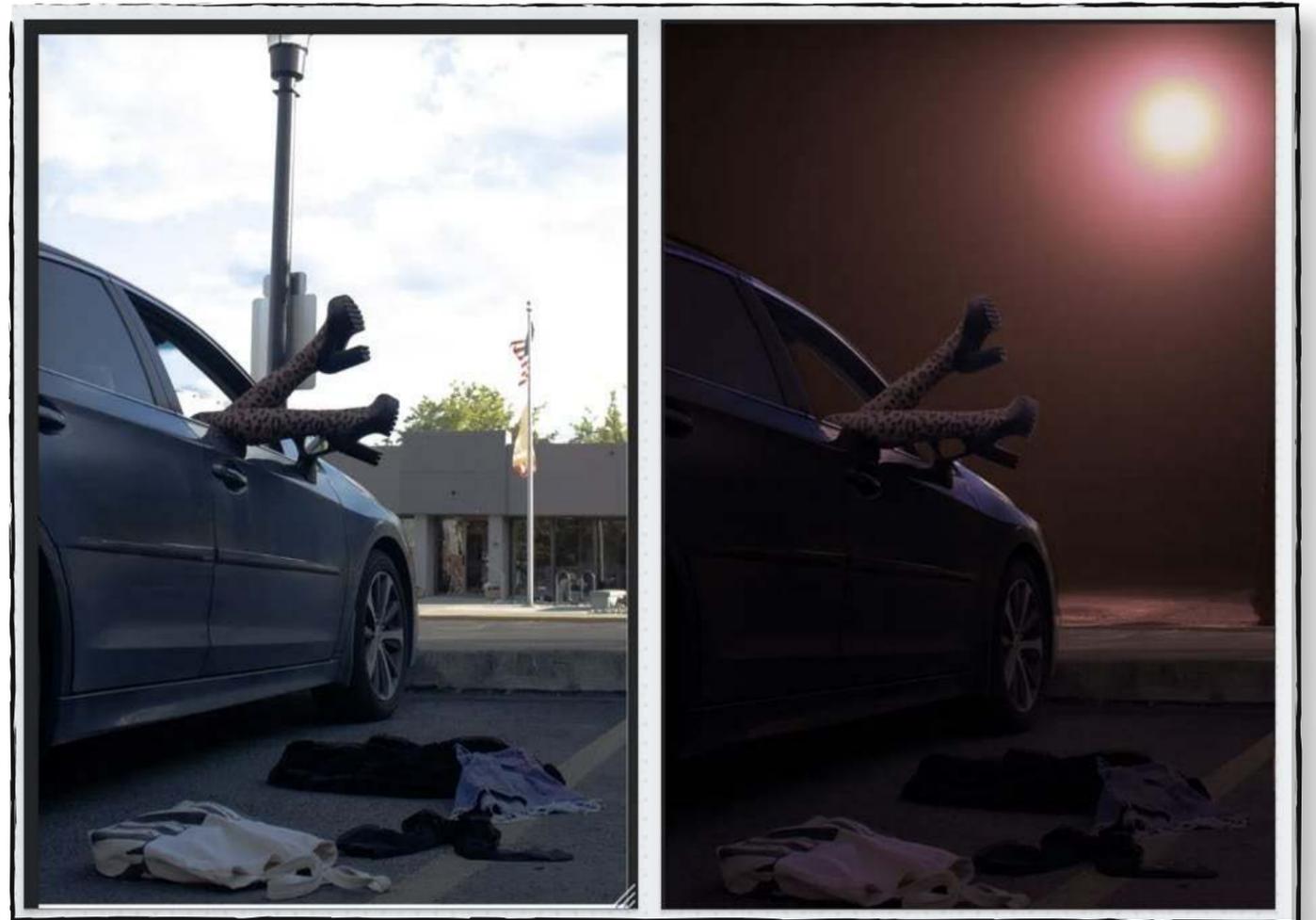
before   *after*

production work

IMAGE RETOUCHING
Enhanced portraits and product imagery through refined color correction, lighting adjustments, and precise cleanup. Focused on maintaining natural texture while improving clarity and overall balance. Final images were prepared as clean, high-resolution assets suitable for digital use..

people →

product →

REDBULL GIVES YOU

WIIINGS
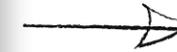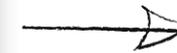
production work

TEMPLATING + LAYOUT

This project involved creating six day-of schedule layouts for EWU's 2025 Commencement Ceremony. Each piece required strict adherence to the same brand system, template structure, and visual hierarchy.

Friday's schedules all with different content, but same layout

production work

TEMPLATING + LAYOUT

I built a precise, repeatable layout using EWU's grid, style sheets, and formatting rules, then applied it across all versions. The workflow emphasized consistency, accuracy, clean file setup, and efficient updates as content changed.

Saturday's schedules all with different content, but same layout ————

production work
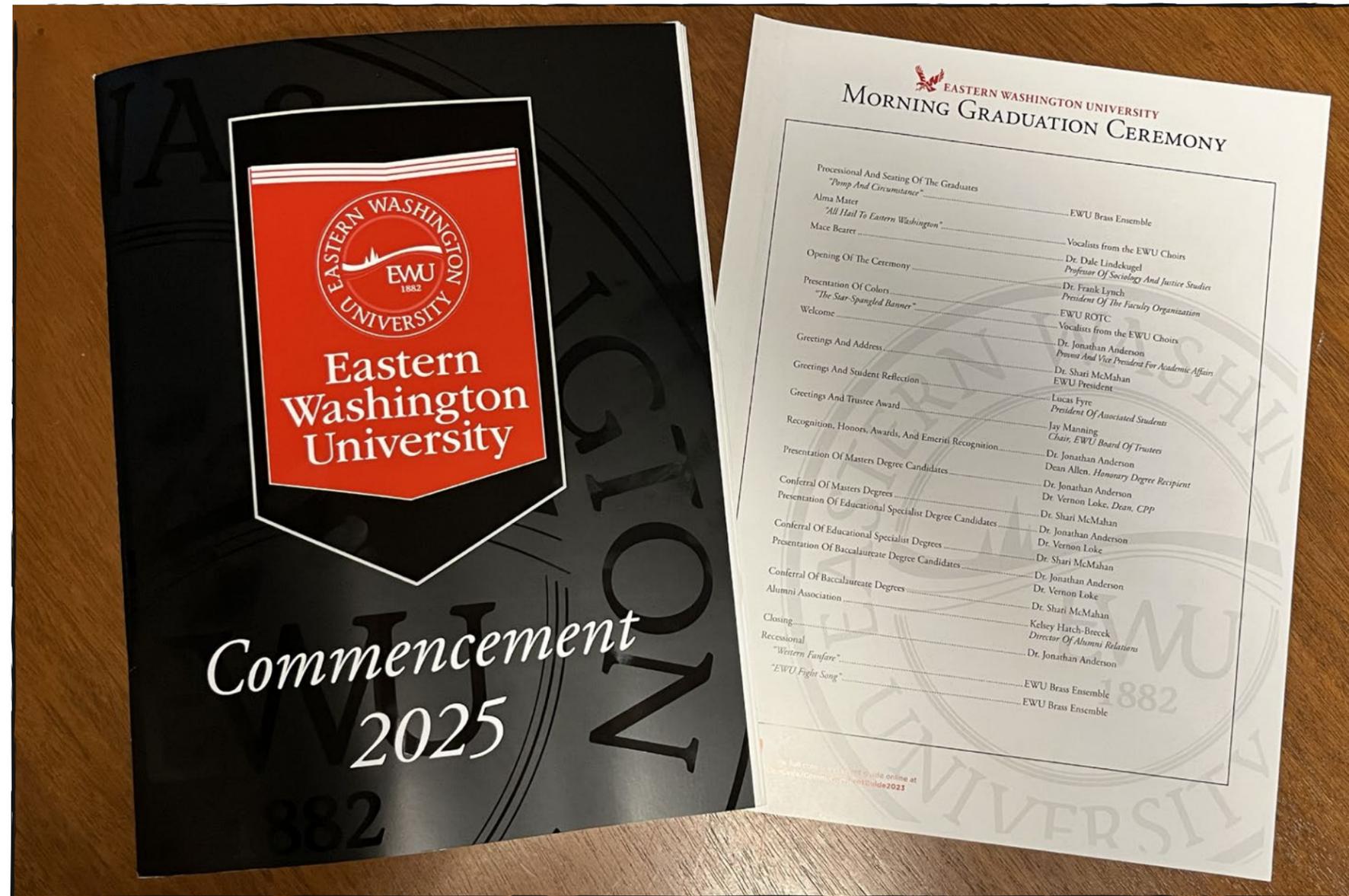
final work day of (cover designed by me as well)

design is what
gets you *seen*

the strategy
makes you *stay*

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