

Sofia

DESIGN PORTFOLIO 2024

Digital Media

Sofia Morales

Houston-based Digital Media Student, specializes in Content Strategy, Rebrands, Graphic design, and UI/UX content. Proficient in collaborative group settings, she excels in both leadership and adaptable team roles. For project inquiries or collaboration, reach out to her at Asmorales0814@gmail.com.

KOKEE TEA

Social Media and Product Redesign



Product Design • Web • Branding • Web

Crafted for the social media platforms of Kokee Tea boba shop—Instagram, Facebook, and Reels—this personal project aims to infuse a distinctive aesthetic that elevates the brand's online presence.



DIGIFEST 2023

senior portfolio showcase



Event ID System • Product Design • Type Design • Print

Created specifically for the Senior Portfolio Showcase of the University of Houston's Digital Media major, this event ID system signifies that Digifest is more than just a career fair. It serves as your dynamic pathway to shape your career and establish valuable connections for future success.

DESIGN HISTORY - OP ART

Album Cover



Product Design • Print • Packaging

This project was developed as part of my coursework at the University of Houston, with a focus on "Beatopia," the album by beabadoobee. Drawing inspiration from Op Art's visual innovation, the artwork and packaging aim to challenge perceptions with emotional depth. This visual narrative surpasses traditional boundaries, providing a distinctive and immersive experience.



VAN GOGH

MFAH Exhibition



Design • Print

Crafted in homage to the “Vincent van Gogh: His Life in Art” exhibition by the Museum of Fine Arts, Houston, this showcase features portraits, landscapes, and still lifes primarily sourced from the collections of the Van Gogh Museum in Amsterdam.

Shaping History

Poster Set

Design • Print

Created for Black History Month, these posters feature iconic figures from the Civil Rights Movement, highlighting their pivotal roles in shaping history.



Thank
YOU