



# PORTFOLIO

BRANDY  
DANDY | GRAPHIC  
DESIGNER

## TABLE OF CONTENTS

- |    |                 |                      |
|----|-----------------|----------------------|
| 3  | BOTANICALS      | DEBUGGERS & DOMAINS  |
|    | logo/packaging  | logo/blog            |
| 5  | LIVING PLANTS   | DIGITAL ILLUSTRATION |
|    | print/magazine  | 2d digital art       |
| 7  | HONEY BUZZ      | WOODBLOCK PRINT      |
|    | logo/print      | print layout         |
| 9  | TOWN            | AMETHYST BAY         |
|    | print/marketing | print ad             |
| 11 | LIL GUPPIES     | SLUGS & SNAILS       |
|    | logo/print      | print                |



## LOGO DESIGN

3



### CLIENT:

Natural, upscale skincare brand.

### PROJECT:

Create a logo that conveys luxury and nature for packaging, website and business cards.

### MY ROLE:

This was a solo project where I created all assets from start to finish.

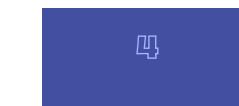
### OUTCOME:

I created a leaf as the main part of the logo since it is highly recognizable to all and resembles nature. I made the leaf in gold and paired it with a dark, forest green. Both of these colors together are more luxurious and the leaf can sit behind the main leaf in a lighter green to give it depth. The brand name and details are in Ivy Mode which is a serif font that has a classic feel.



SARAH SMITH  
CEO @ BOTANICALS

16 Harland Rd.  
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email@botanicals





## MAGAZINE DESIGN

5



### CLIENT:

Plant care magazine aimed at millennials.

### PROJECT:

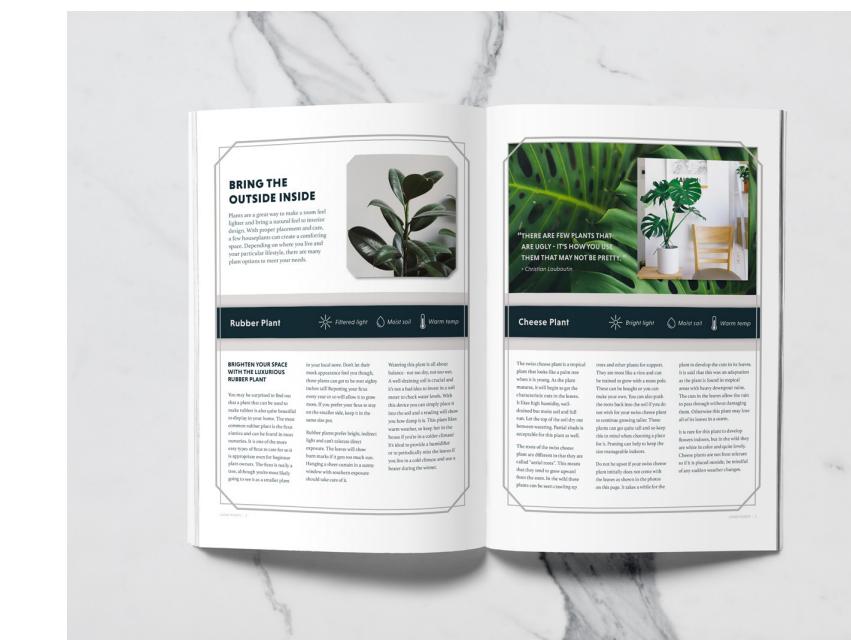
Create a magazine layout for a four page editorial spread featuring specific plants.

### MY ROLE:

This was a solo project where I created all assets from start to finish.

### OUTCOME:

I wanted to focus on shapes and colors that would appeal to the target audience. The shapes that frame each page mimic the plant terrariums that were popular among this age group on Instagram. The color scheme is white, dark green and a ballerina pink. I created custom icons to make finding information about watering and sunlight easy to find. The photographs chosen for the spread were all similar in style; white backgrounds and minimalist compositions. Subtle drop shadows were used for some photos to make them stand out.





## LOGO DESIGN

7

**HONEY BUZZ COFFEE & CAFE**

**GRAND OPENING CELEBRATION!**

**March 1st @ 10 A.M.**

Come join us at HB Coffee & Cafe for our grand opening! We'll have plenty of coffee, pastries and food on offer.

- Live music 2 p.m. - 5 p.m.
- Free coffee tasting all day
- Free pastry samples from HB Cafe

Open Every Day 10 A.M. - 7 P.M.  
123 Front St, Seattle, WA 98112

### CLIENT:

New coffee shop looking for a logo, menu and flyer design. Target audience would be young professionals and families.

### PROJECT:

Create logo and branding items to span across both print and digital marketing touchpoints.

### MY ROLE:

This was a solo project where I created all assets from start to finish.

### OUTCOME:

Focusing on the honey and bee theme of the business, I explored various ways of incorporating a honeycomb or bees into the design. Originally I decided against using a bee, as I felt that people would not want to associate an insect with their food or coffee items. I chose a sans-serif font and used two different versions, one very bold and the other thinner to show hierarchy in the business name. In the space after the word "buzz", I included a simple honeycomb piece. A honeycomb pattern was created to use on print media such as a flyer or menu.

**HONEY BUZZ COFFEE & CAFE**

**SANDWICHES**

- Turkey BLT \$9
- Veggie Wrap \$9
- Prime Rib \$10
- Caprese \$10

**SALADS & SOUPS**

- Caesar \$7
- Sweet Strawberry \$9
- Italian \$9
- Cali \$10

**SIDES**

- Homemade Chips \$2
- Veggie Noodle \$6
- Keto Noodle \$6
- Fruit Salad \$3
- Potato Salad \$3

**DRINKS**

- Latte \$4
- Cortado \$4
- Au Lait \$3
- Espresso Flight \$8

**SWEET TREATS**

- Croissant \$4
- Pain au Chocolat \$5
- Lemon Cake \$5
- Vanilla Custard \$5

123 FRONT STREET SEATTLE, WA 98112  
OPEN DAILY 10 A.M. - 7 P.M.

8



## PRINT DESIGN

9



### CLIENT:

Established upscale Chinese restaurant needs new layouts for brochures and a menu.

### PROJECT:

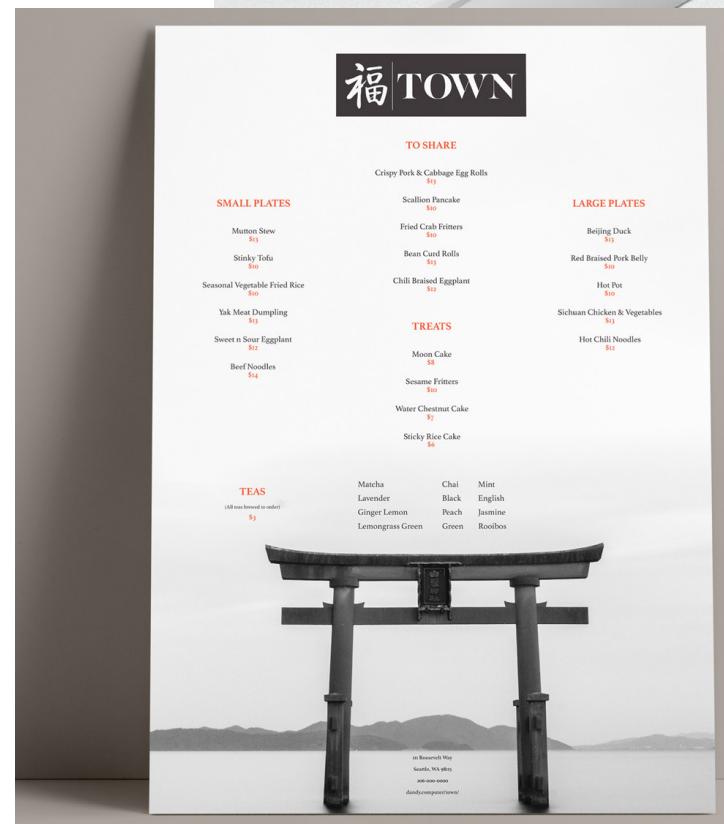
Create print marketing collateral for an established restaurant.

### MY ROLE:

The client provided their logo and I designed their print marketing items.

### OUTCOME:

Since the business is more upscale than a traditional restaurant in this category, I wanted to differentiate them by providing rich imagery that showed the origins and values of the company. Instead of focusing on using images of food items they have made, I focused on their commitment to sourcing local, in season produce. Using one of their secondary branding colors, I created a design where the muted background allows for the vibrant orange red to call attention to multiple areas. This was carried over into the photos in the brochure, where red food items are the only color and the rest is desaturated.



10



## LOGO DESIGN



11

### CLIENT:

Scuba school for kids.

### PROJECT:

Create a logo that will appeal to kids and parents.

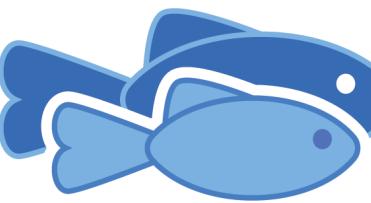
### MY ROLE:

I created all assets and was the sole designer on the project.

### OUTCOME:

I researched potential competitors and noticed that most used vibrant colors and overly cute graphics. I wanted to stay away from that style as the parent is ultimately making the choice on a scuba school based on safety for their kid. In order to gain trust for the new business, I chose to create a simple graphic of a larger fish guiding a smaller fish, and used shades of blue since it's a calming color. To keep things fun, I added a line of fish on the back of the business card. This design will still appeal to kids, but it isn't trying too hard to be cute.

Lil' Guppies



Scuba School



JOHN SMITH  
MANAGER  
~~~~~  
123 Main St  
Seattle, WA 98115  
~~~~~  
800-000-0000  
www.lilguppies.com

Scuba lessons for kids 6 - 14



12



## LOGO DESIGN

13



### CLIENT:

Developer that needed a logo and website design for a blog about tech subjects. Target audience would be other developers of varying ages.

### PROJECT:

Create a logo that incorporates a love of Dungeons and Dragons with tech.

### MY ROLE:

I created all assets and was the sole designer on the project.

### OUTCOME:

I started out by looking at older D&D logos for inspiration and also programming tools. I created a color scheme based off of the syntax highlighting in code editing programs, and made the structure of the logo reminiscent of the D&D logos. An ethernet cable is used as a separator between the words and extends from the ampersand. The blog design is meant to mimic the structure of a code editor with a dark background.

FIRST BLOG POST  
JAN 1, 2019 15:35 PM  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos [MORE](#)

SECOND BLOG POST  
JAN 1, 2019 15:35 PM

THIRD BLOG POST  
JAN 1, 2019 15:35 PM

FOURTH BLOG POST  
JAN 1, 2019 15:35 PM

FIFTH BLOG POST  
JAN 1, 2019 15:35 PM

SIXTH BLOG POST  
JAN 1, 2019 15:35 PM

SEVENTH BLOG POST  
JAN 1, 2019 15:35 PM

EIGHTH BLOG POST  
JAN 1, 2019 15:35 PM

NINTH BLOG POST  
JAN 1, 2019 15:35 PM

TENTH BLOG POST  
JAN 1, 2019 15:35 PM

ELEVENTH BLOG POST  
JAN 1, 2019 15:35 PM

GITHUB ARCHIVES TWITTER

DEBUGGERS & DOMAINS

FIRST BLOG POST  
JAN 1, 2019 15:35 PM  
Far far away, behind the word mountains, far from the countries Vokalia and Consontania, there live the blind texts. Separated they live in Bookmarks-grove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Iitalic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabetic Village and the subline of her own road, the Line Lane. Pityful a rethoric question ran

GITHUB ARCHIVES TWITTER

HOTEL BLACK

STEVIE SANS LIGHT

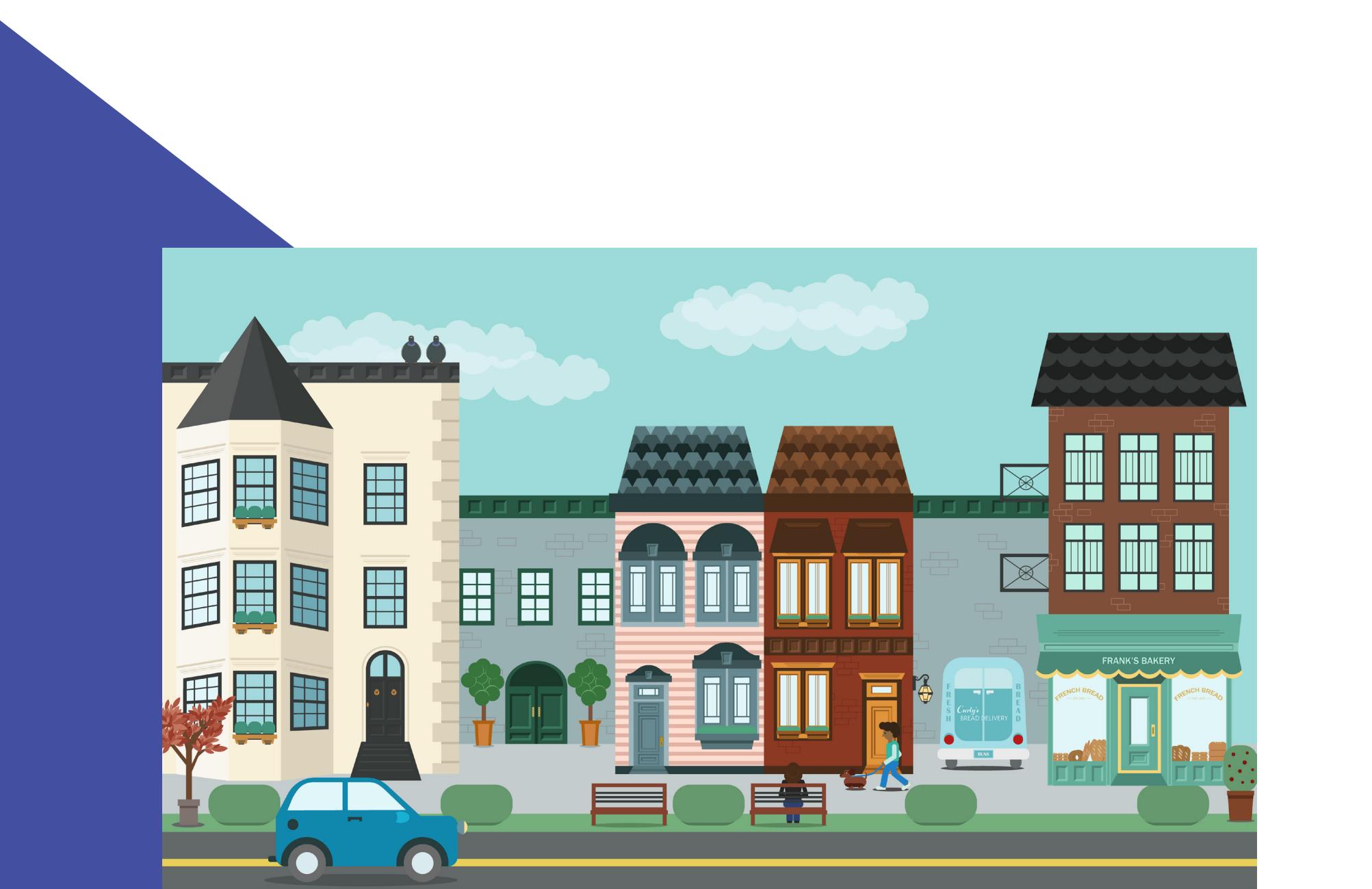
#65cda0 #2d94d5 #d67443

14



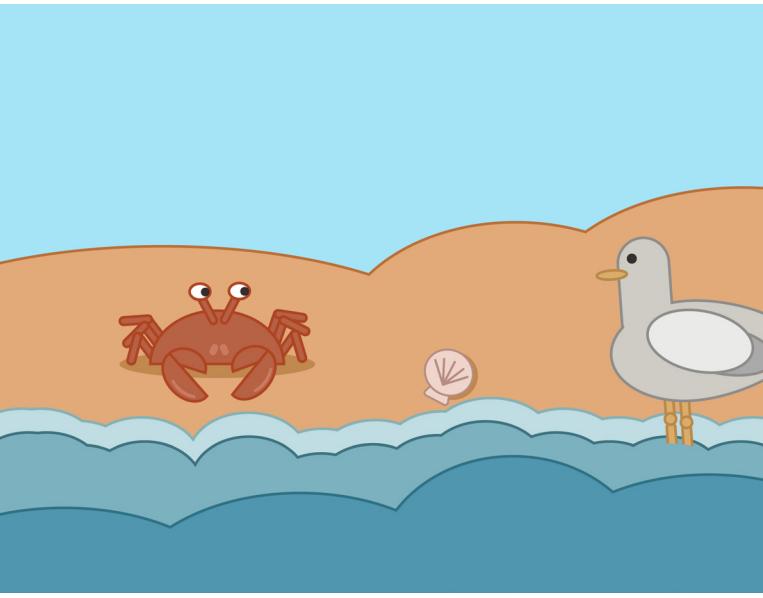
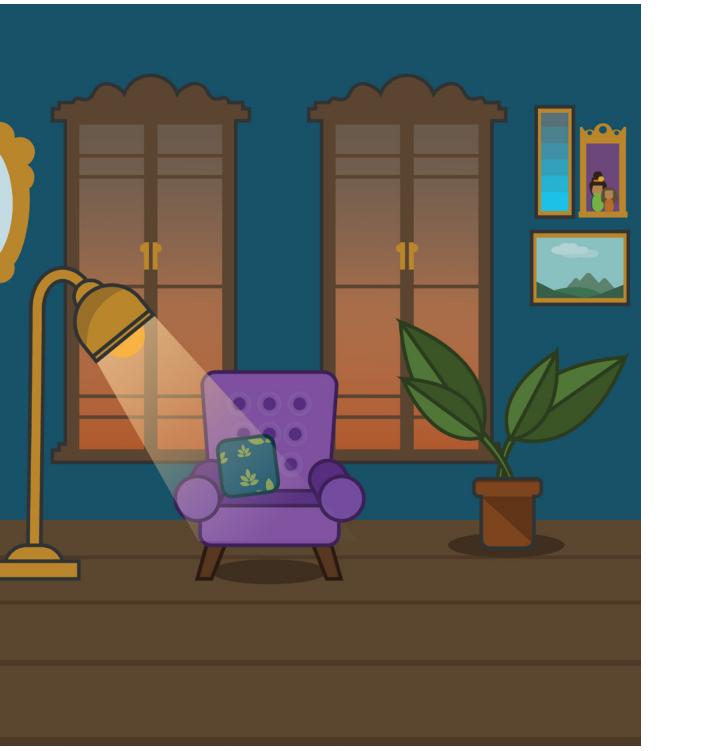
## ILLUSTRATION

15



## BACKGROUND:

A series of digital illustrations created in Adobe Illustrator.





## MAGAZINE LAYOUT

17



### PROJECT:

Create a two page magazine spread about woodblock printing. Text was provided by the client.

### OUTCOME:

I found photos of woodblock prints and built a color palette from that. Three columns were used for readability and the photos were placed so that they broke up the text. A pull quote was used in white space to create hierarchy and two fonts were used for the title, subtitle and body copy.

**WOOD-BLOCK PRINTING BY THE JAPANESE METHOD**

*Introduction and description of the Origins of Wood-block Printing; its uses for personal artistic expression, for reproduction of decorative designs, and as a fundamental training for students of printed decoration.*

**"The Great Wave off Kanagawa"** by Katsushika Hokusai (1829-1844)

**"Takiyasha the Witch and the Skeleton Spectre"** by Utagawa Kuniyoshi (1844)

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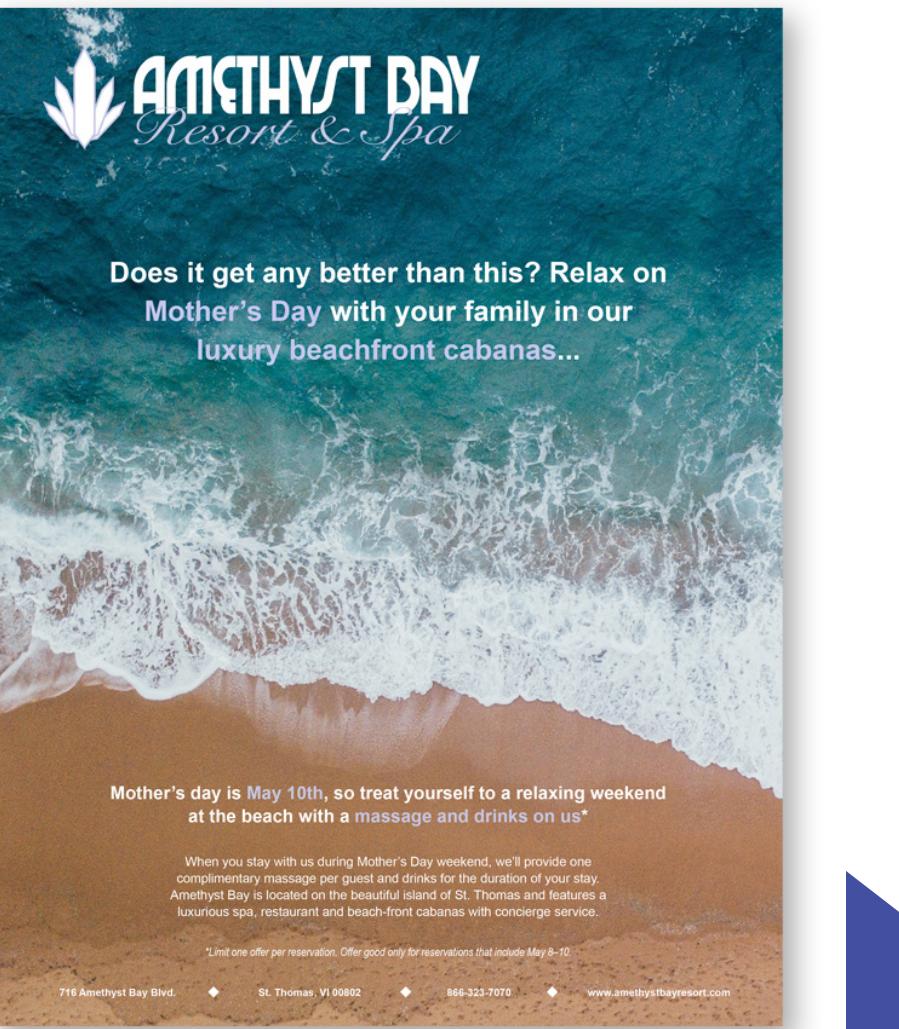
**"Takiyasha the Witch and the Skeleton Spectre"** by Utagawa Kuniyoshi (1844)

18



## MAGAZINE AD

19



### CLIENT:

A seaside island resort with a target audience of mothers and families.

### PROJECT:

Create a magazine ad for a mother's day promotion that highlights relaxation.

### MY ROLE:

Client provided the logo, I sourced the photo and created the layout and copy.

### OUTCOME:

I researched other resorts on similar islands and found that most used full bleed photographs and heavy text in their advertisements. I also chose to use a full bleed photograph highlighting the best about the resort - the beach. I used the dark area of the ocean and the sand to place the text for readability. The location information is on the bottom to anchor the design and included diamonds to break up each section and to make it easy to read.

20



## BROCHURE LAYOUT

21



portfolio-v2.indd 21-22

## PROJECT:

Create a spread for a brochure on wildlife.

## MY ROLE:

I sourced photos, created the layout and the copy.

## OUTCOME:

I used elements from the snail's shell to create a fun design that could appeal to a wide audience. The circles are meant to frame the copy and mimic the snail shell. A three column layout is used for the first page, broken up by a photo. The second page also uses a three column layout, but the third column is for more photos.



22

2/21/2020 17:42:48



dandy.computer  
www.behance.net/brandydandy  
mydesignemail@designdomain.com

## Work Experience

### **King Fish Media**

Graphic Design Intern Sept 2019 - Present

Designed infographics, social media posts, white paper layouts, business presentations and logo redesigns. Created blog posts for Wordpress using Semplice and collaborated through Basecamp and Slack. Created marketing collateral while adhering to existing brand style guidelines.

### **Salem Arts Association**

Graphic Designer Dec 2019 - Present

Updated organization website utilizing HTML/CSS and the Wild Apricot platform. Created print ads, apparel and brochures for events.

### **Self-Employed**

Graphic Designer Aug 2018 - Present

Designed customer logos, print advertisements, brochures, business cards and digital graphics.

## Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Acrobat  
Adobe XD  
Adobe Dimension  
Adobe After Effects  
Basecamp  
Slack  
Microsoft PowerPoint  
Wordpress/Semplice  
Typography  
Social Media  
HTML/CSS/JavaScript

## Education

### **Southern New Hampshire University**

B.A. Graphic Design and Media Arts  
2019 - 2020

### **Oregon Institute of Technology**

Information Technology  
2016 - 2018

# RESUME