

Kezia Jiranek

Graphic Designer & Illustrator

Hello there!

I'm Kezia

I'm a junior graphic designer and illustrator, recently graduated from SJSU with a BFA in Graphic Design.

After spending the last 2 years learning about solving problems through design, I am eager to apply my knowledge and skills to help you reach your goals. In addition I have 2 years of project management experience for videogames.

Outside of work I enjoy a variety of hobbies from videogames, illustration, archery, and bass guitar.

Some of my Skills

- Project Management
- Teamwork
- Social Media Management
- Motion Graphics
- Illustration
- Making a mean coffee

Some tools I know

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Figma
- Webflow
- HTML5 & CSS
- ChatGPT

01

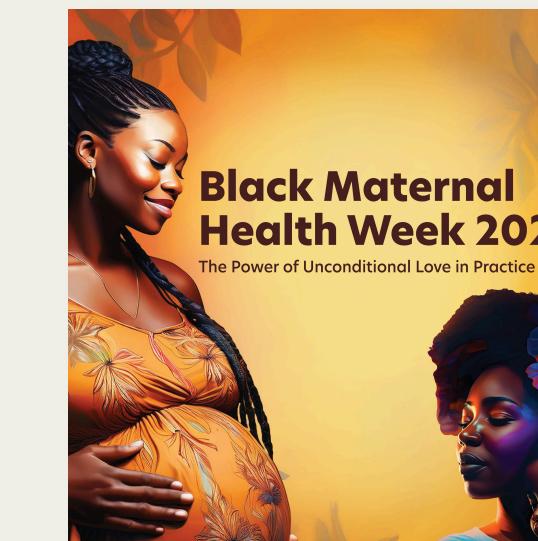
Black Maternal Health Week 2025

During my time as a Graphic Design & Marketing Assistant at the King Library, I was tasked with creating promotional materials for the annual Black Maternal Health Week.

This project had a few constraints to work around including using both images of the women in all designs, adding a leaf motif in the background, using the event's full title, and including all the sponsor's logos in the poster.



Promotional Poster



Social Media Graphic

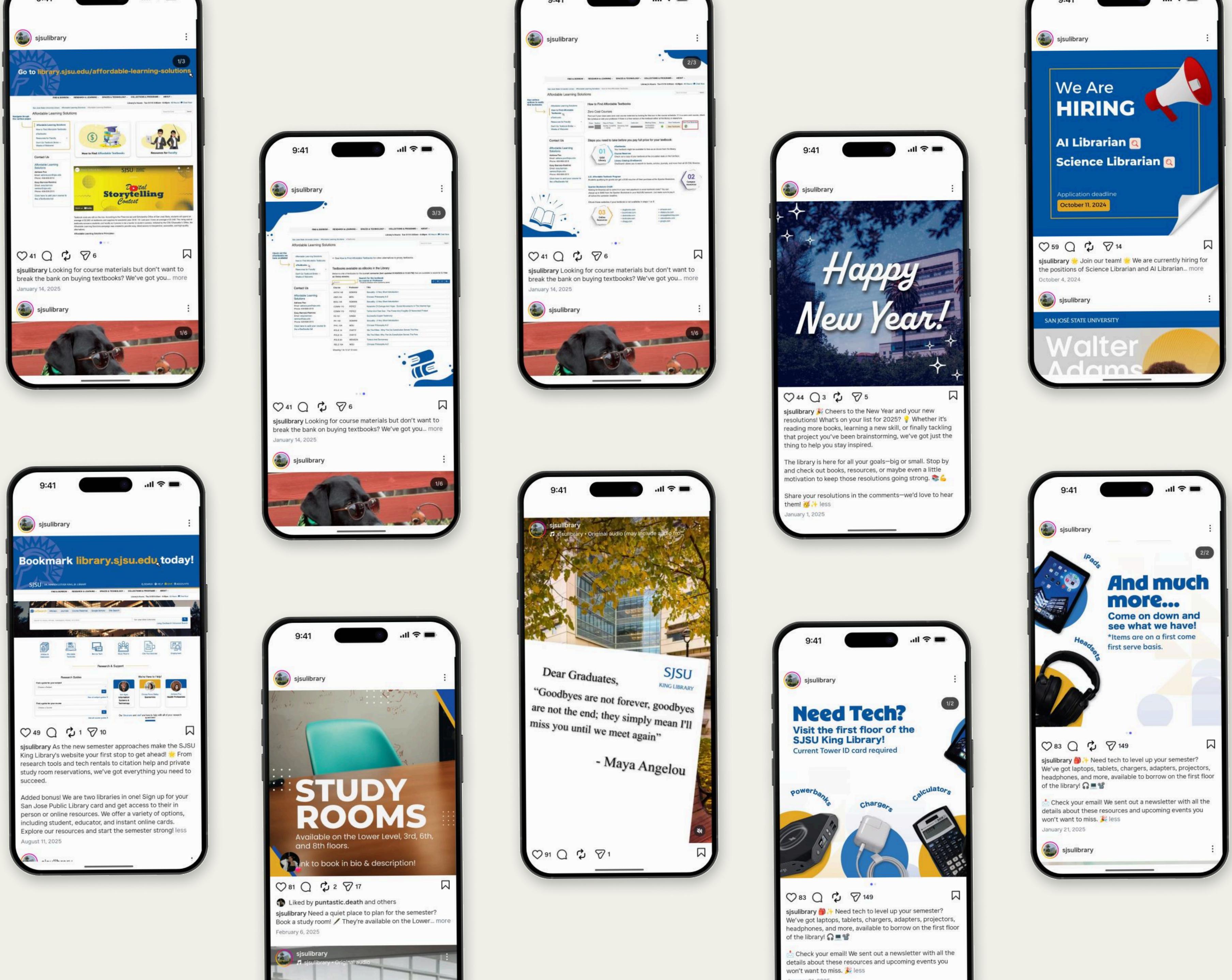


Event Banner

02

King Library Social Media Posts

Example of social media posts and graphics I made as a Graphic Design & Marketing Assistant at the King Library.



03

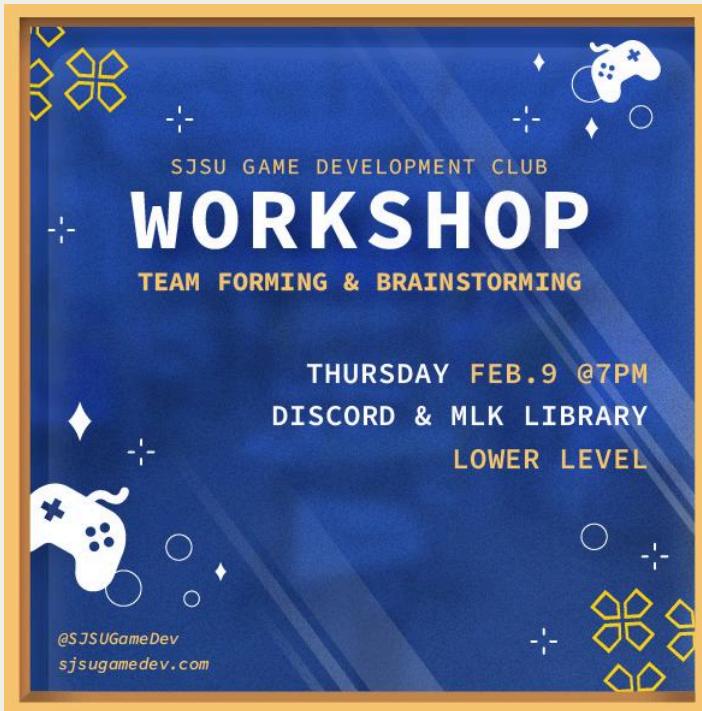
Game Development Club Promotional Materials

From 2023 to 2024 I took the position as graphic designer for the SJSU Game Development Club.

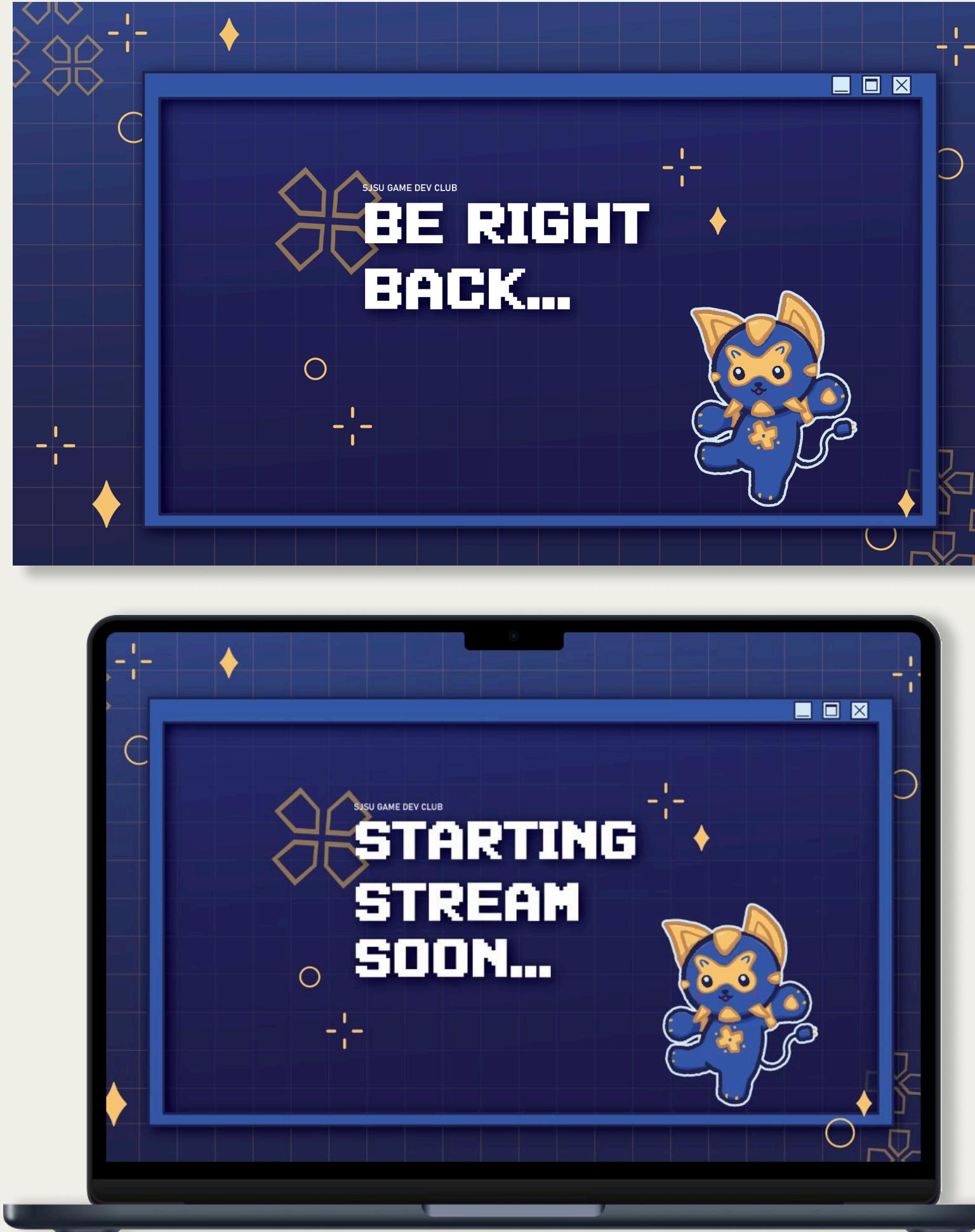
My main job for the club included creating flyers, graphics for weekly club meetings, and any custom visuals the club needed, while sticking to the club's established visual identity.



Printed flyer for social game night



03



Examples of background graphics for livestreams



Livestream schedule for the 2023 Extra Life charity event livestream

Glimpse Exhibition Website

During our senior exhibition I was on the website team where we worked together to create the design for the exhibition's website.

My main role was building the website based on the design the team and I made

The website includes a homepage, location page, student personal page (23 pages), and a page for the student's thesis preview.

The main constraint was the timeline, in which I had one week to build and make live.

Visit website

<https://bfa2025.sjsugd.org/>



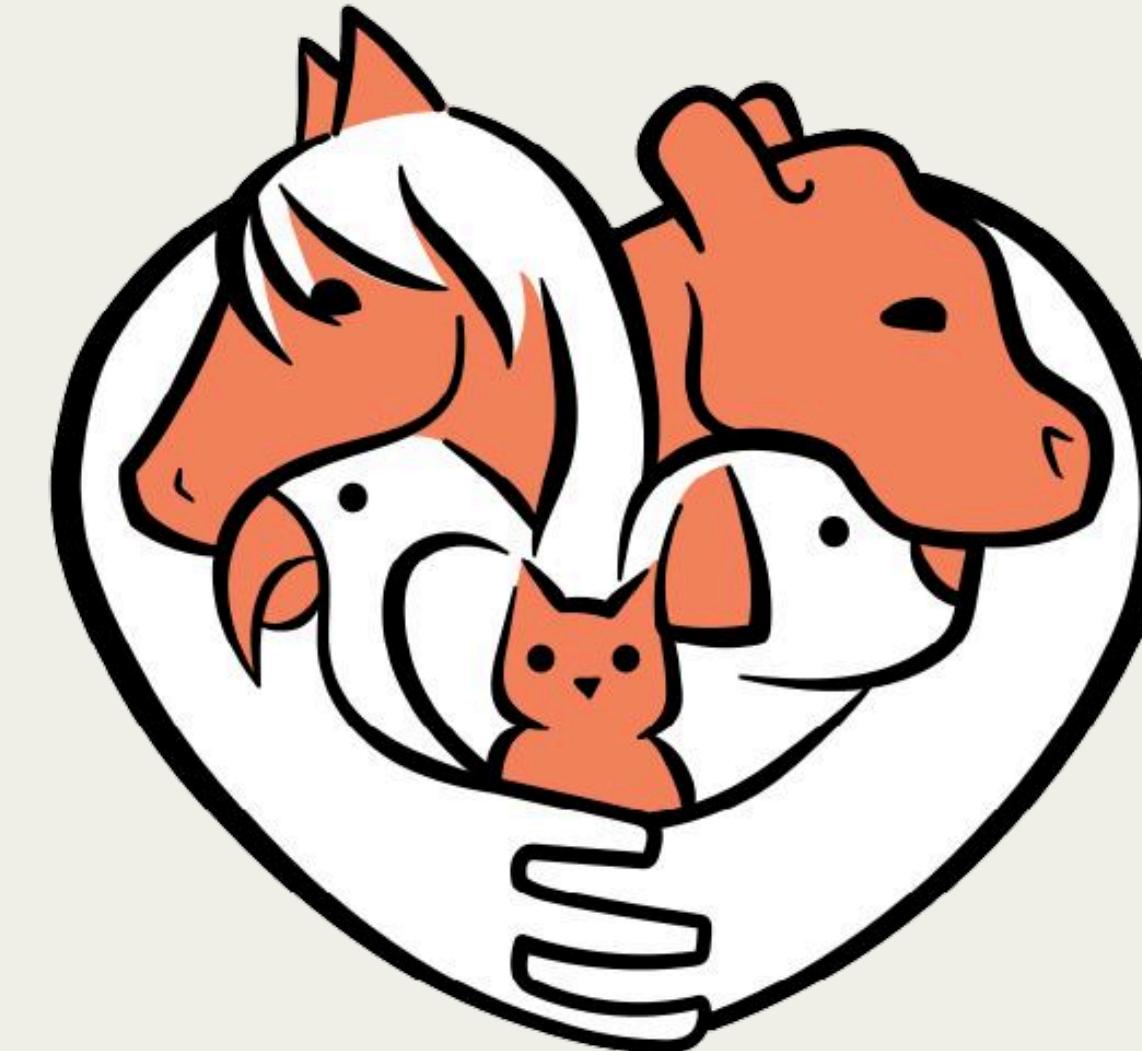
04

The Humane Society Branding Project

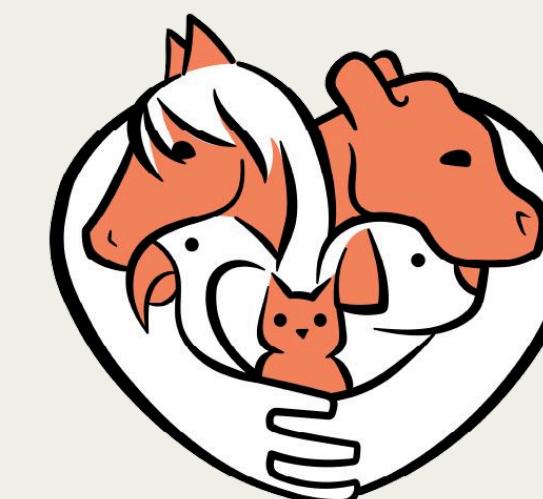
The goal of this branding project was to redesign a logo for a non-profit, which I chose The Humane Society.

The Humane Society aims to help and support all animals, by bringing educating the public and making animal welfare resources accessible.

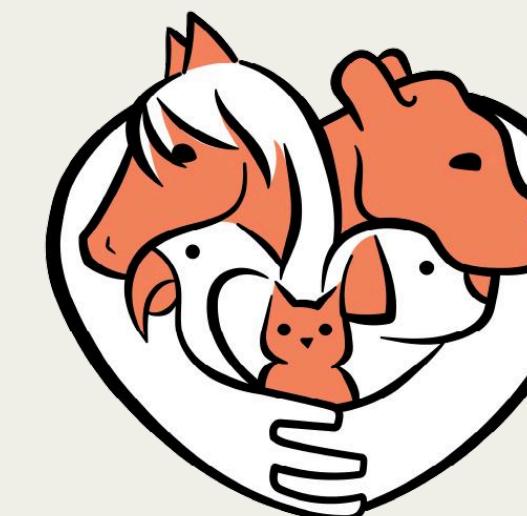
The aim of this redesign was to make the brand more recognizable by better representing its values. Further, it would make the organization more recognizable and better meet its target audience.



The Humane Society of the United States



The Humane Society
of the United States
Compassion. Creatures. Together.



The Humane Society
of the United States
*Compassion.
Creatures.
Together*

04

Mock Instagram posts using the new branding direction.

These focus on the three main services The Humane Society offers; Veterinary Care, Volunteer Programs, and Education.

Each service has a color associated with it, and a unique icon.

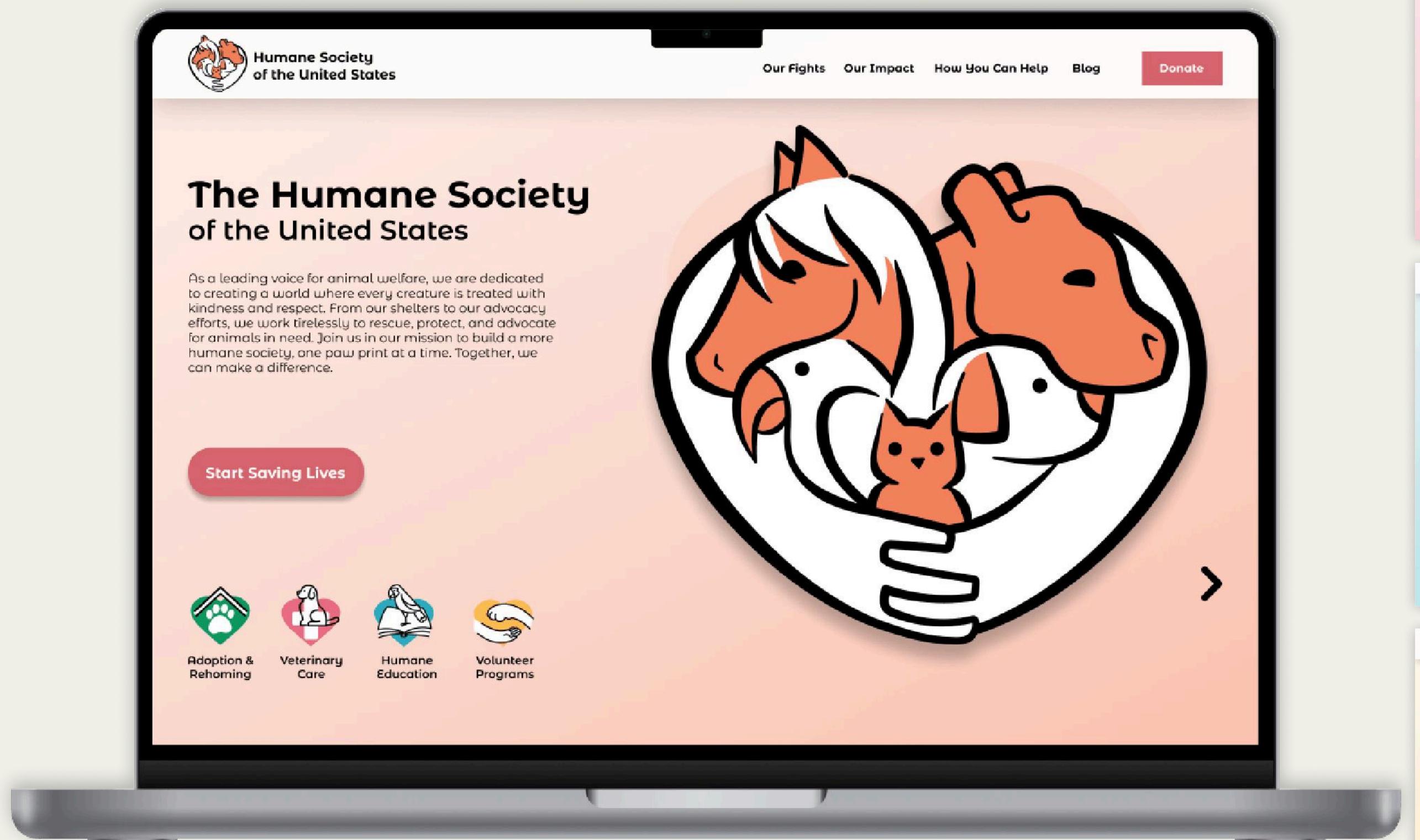


04

Mock website design (landing page) using the new branding direction.

The design of the landing page is to tell the user, at a glance, what The Humane Society does without overwhelming them with information.

It aims to have a more user friendly design, as well as be approachable to a younger audience.

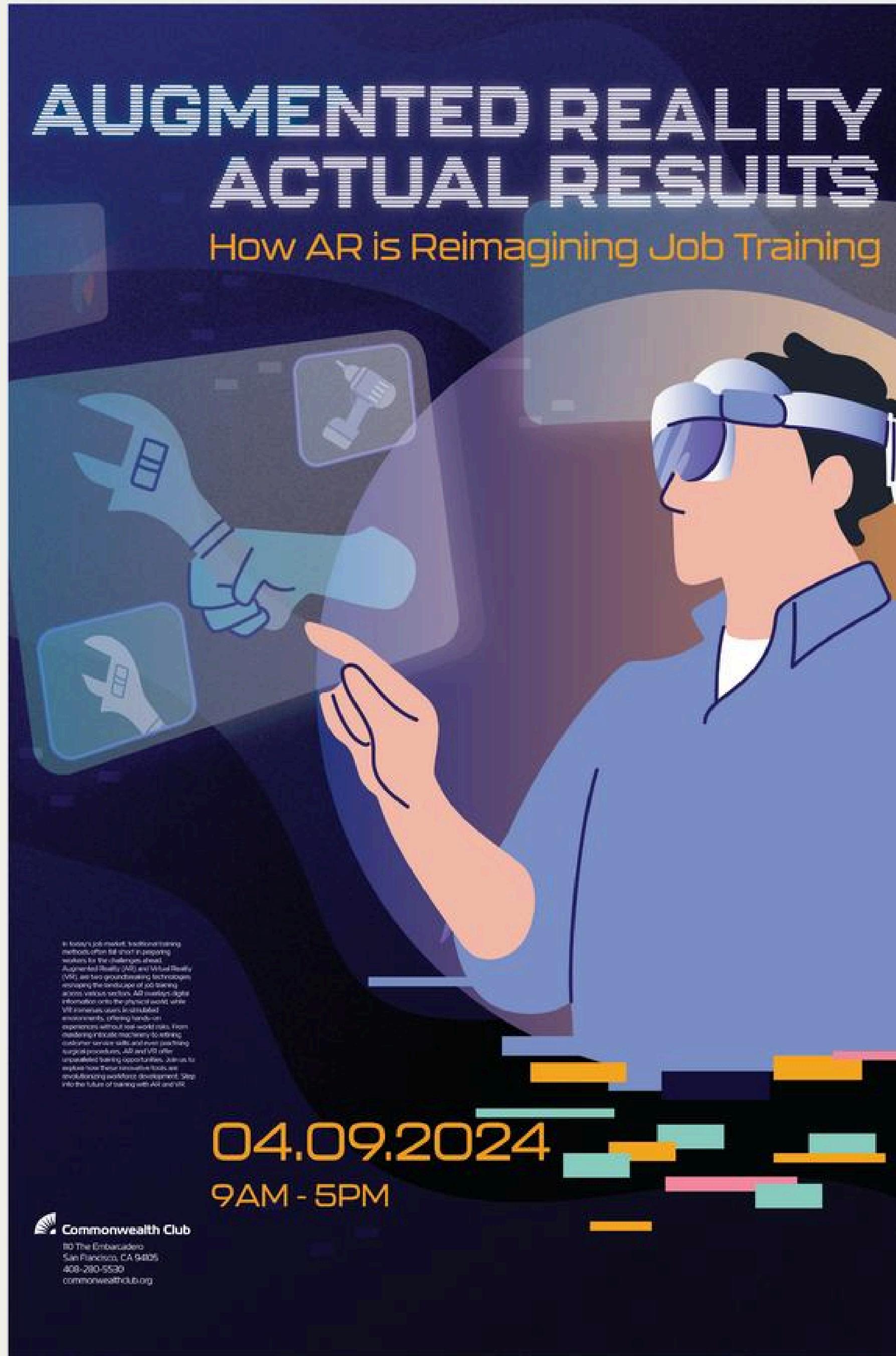


01

Tech Conference Poster & Merch

The goal of this branding project was to create a visual identity for a fictional lecture of a topic of our choice that relates to technology.

I went with the topic of Augmented Reality (AR) being used for skill based job training.



01

To go along with the poster design and theme, badge designs were made for speakers, staff, and guests. Each role was defined by a color to make it easy to identify at a glance.

In the same spirit T-shirt and bag designs were created as mech that would be given out during the event.



Art Deco Inspired Poster Designs

Olympics 2024

Using the art deco theme from the actual branding and rhythmic gymnastics as a source of inspiration, this design aims to create a striking visual to promote the 2024 Summer Olympics.

Art Deco Advertisement Exhibition

An informational poster design aiming to promote a fictional exhibition. This design utilizes the main elements from art deco to create an eye catching visual from a distance, and inform the viewer on the art deco art movement.



Inspirations

The Art Deco movement, also known as the Jazz Age or the咆哮年代 (Páo xiào nián dài) in Chinese, emerged in the early 1920s and 1930s. It was a break from the visual hedonism of the late Victorian period, focusing on luxury and decadence.

History

Art Deco was born in France by a circle of designers and artists who wanted to modernize the visual hedonism of the early 20th century. Among these luminaries, A.M. Cassandre stands as a towering figure, known for his groundbreaking posters for包豪斯 (Bauhaus) and Cubism, characterized by their bold geometric compositions, dynamic typography, and striking use of color, revolutionizing the art of advertising.

Notable Figures

Art Deco was influenced by the dynamic interplay between art, design, and culture during the early 20th century. Emerging in the wake of World War I, Art Deco captured the imagination of a global audience, combining a bold departure from the ornate styles of the past. With its emphasis on geometric forms, vibrant colors, and lavish ornamentation, Art Deco became synonymous with luxury, modernity, and sophistication. This essay explores the origins, characteristics, prominent figures, and lasting impact of Art Deco, examining how this movement, originating in France, spread across the globe and beyond. From the towering skyscrapers of New York City to the sleek interiors of ocean liners, Art Deco left an indelible mark on the visual landscape of the 20th century, symbolizing glamour, wealth, innovation, and progress. As we delve into the world of Art Deco, we uncover not only its captivating aesthetic, but also its reflection of the social, expressive, and cultural shifts that defined an era.

Notable Figures

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Design: Keira Jirousek

Thank you for viewing!

I just wanted to thank you for taking the time to look through my portfolio.

If you have any questions or would like any further information on any of the projects, feel free to contact me at kezajiranek@gmail.com.