



# THIS IS EDONA'S\* DESIGN PORTFOLIO

\*THAT'S ME! JUST WANTED TO  
SAY HI AND BREAK THE ICE.

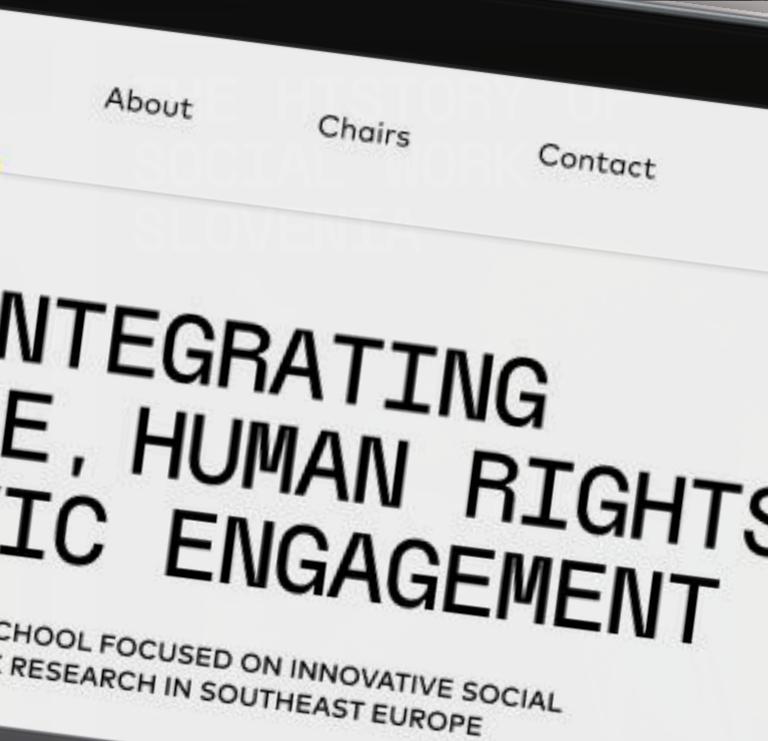
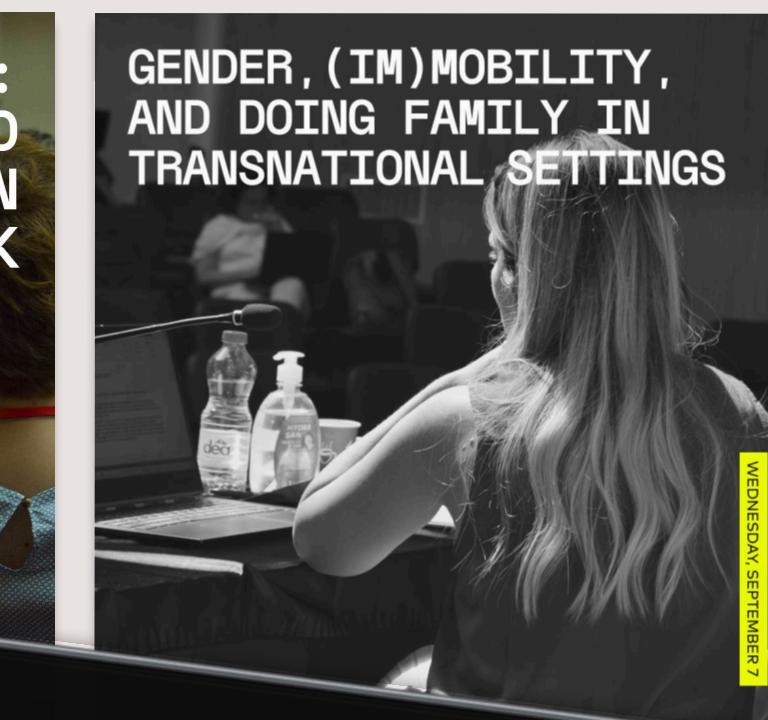
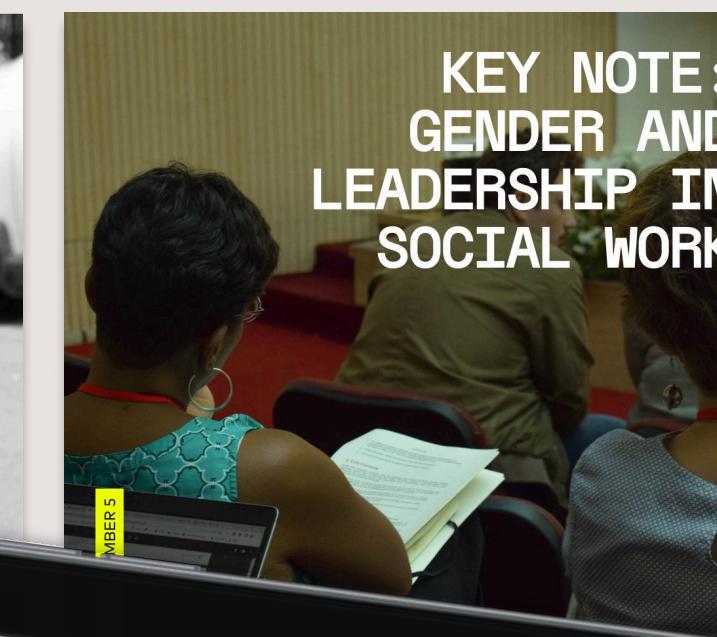
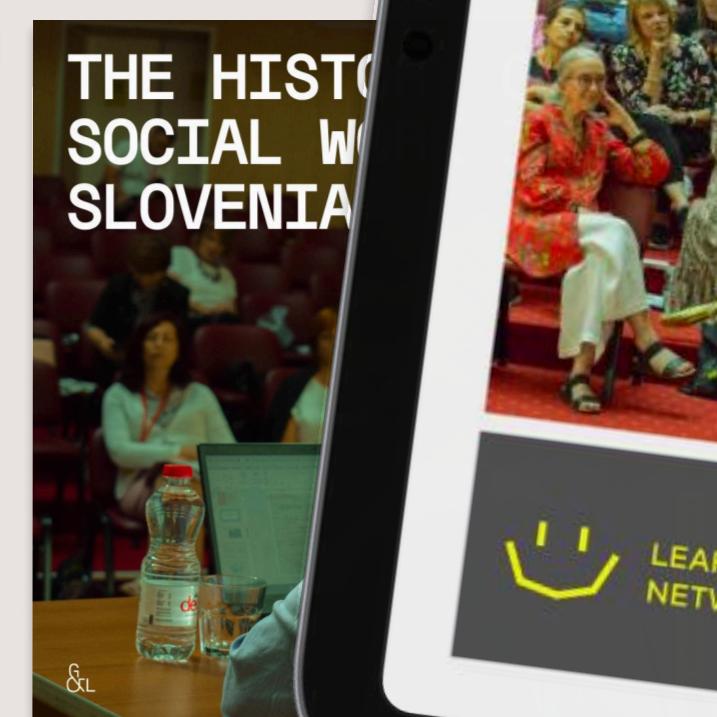
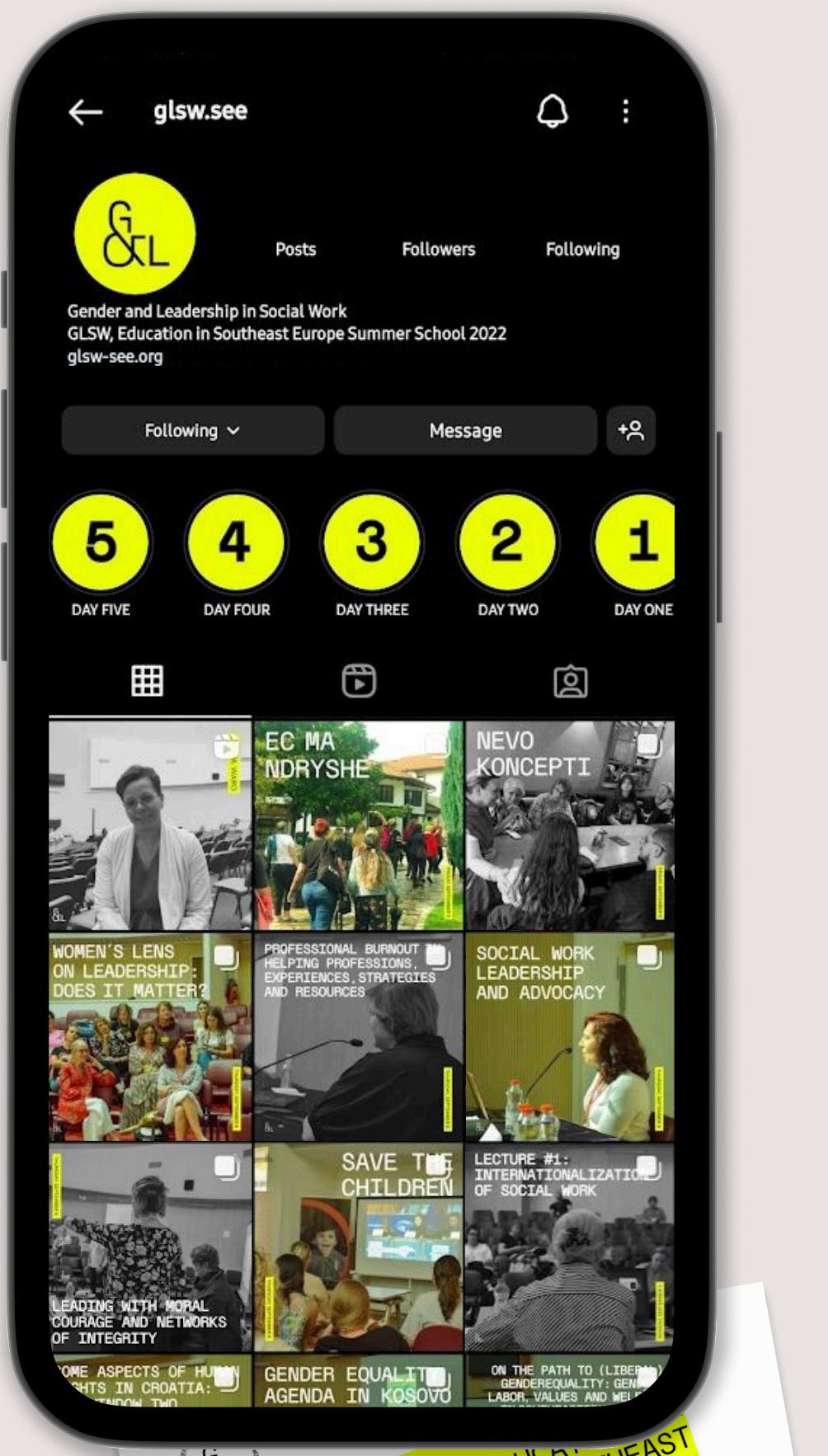


# GENDER AND LEADERSHIP IN SOCIAL WORK

BRANDING, BOOK DESIGN, SOCIAL MEDIA  
CONTENT CREATION, PHOTOGRAPHY,  
ILLUSTRATIONS AND PRINTABLES.

GLSW is a traveling school that is focused on social work. During my work as a designer for this school, I managed to come up with an **urban and simple branding**, the style of which I used in the **design and layouts of the school book**. I worked alongside the printing company where I gained more experience in printing (book, screenprinting and other printables).

I was also **responsible for the pictures taken during the school**, which were included in the **social media posts and articles written by different universities**.







BlueRecruit



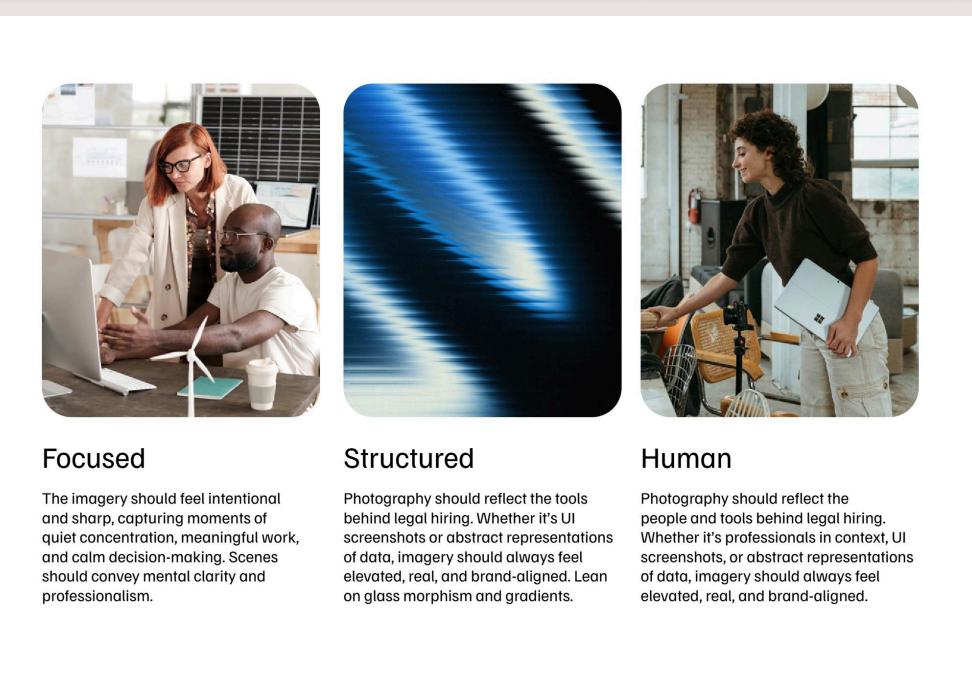
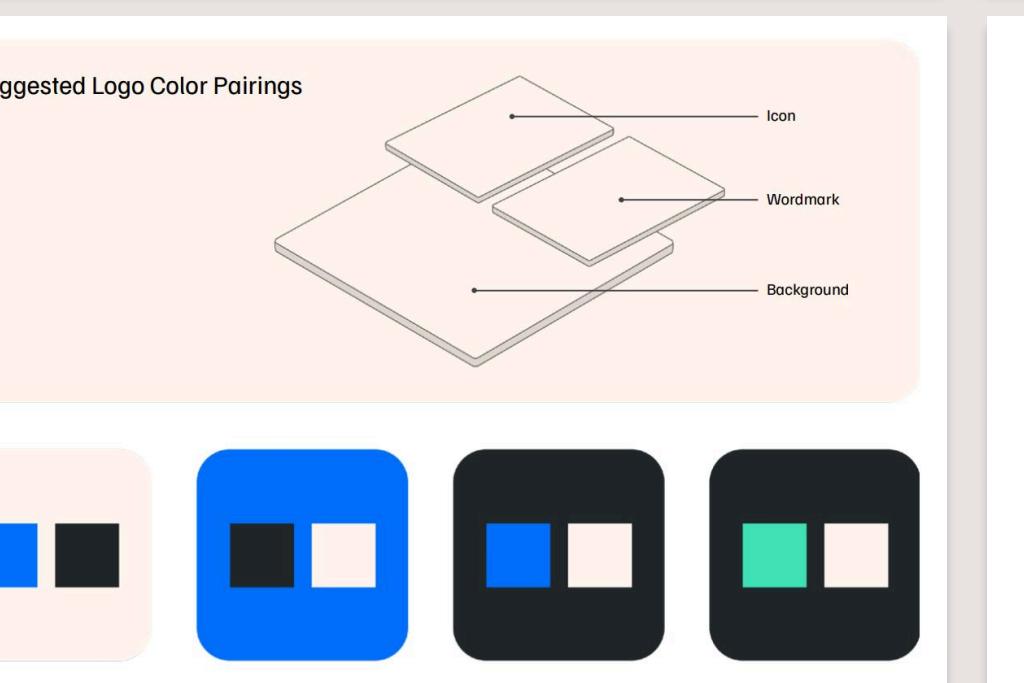
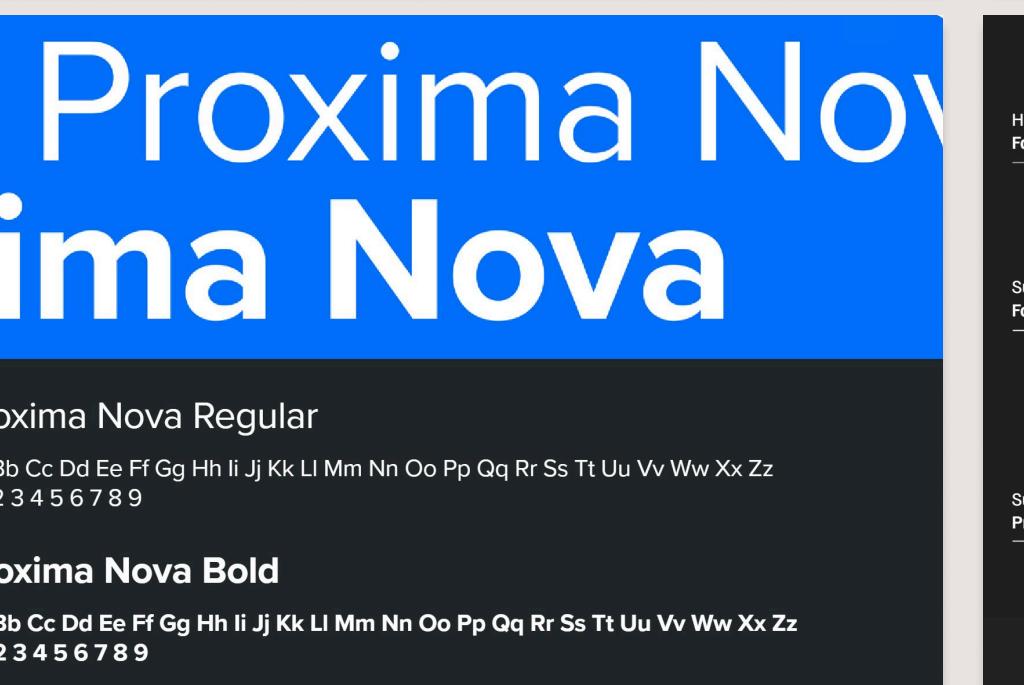
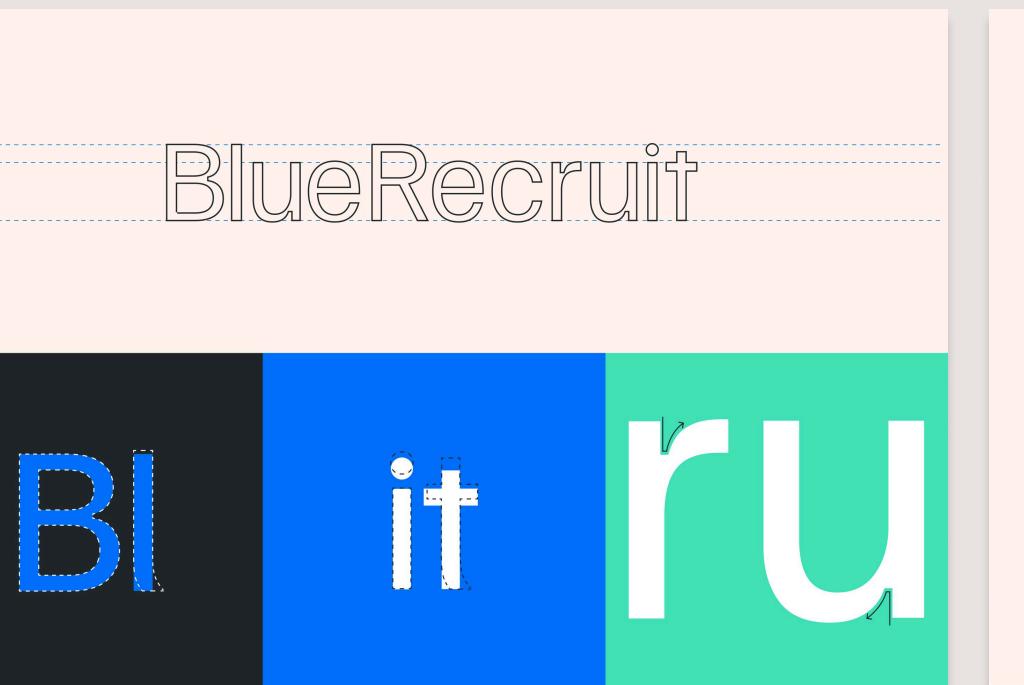
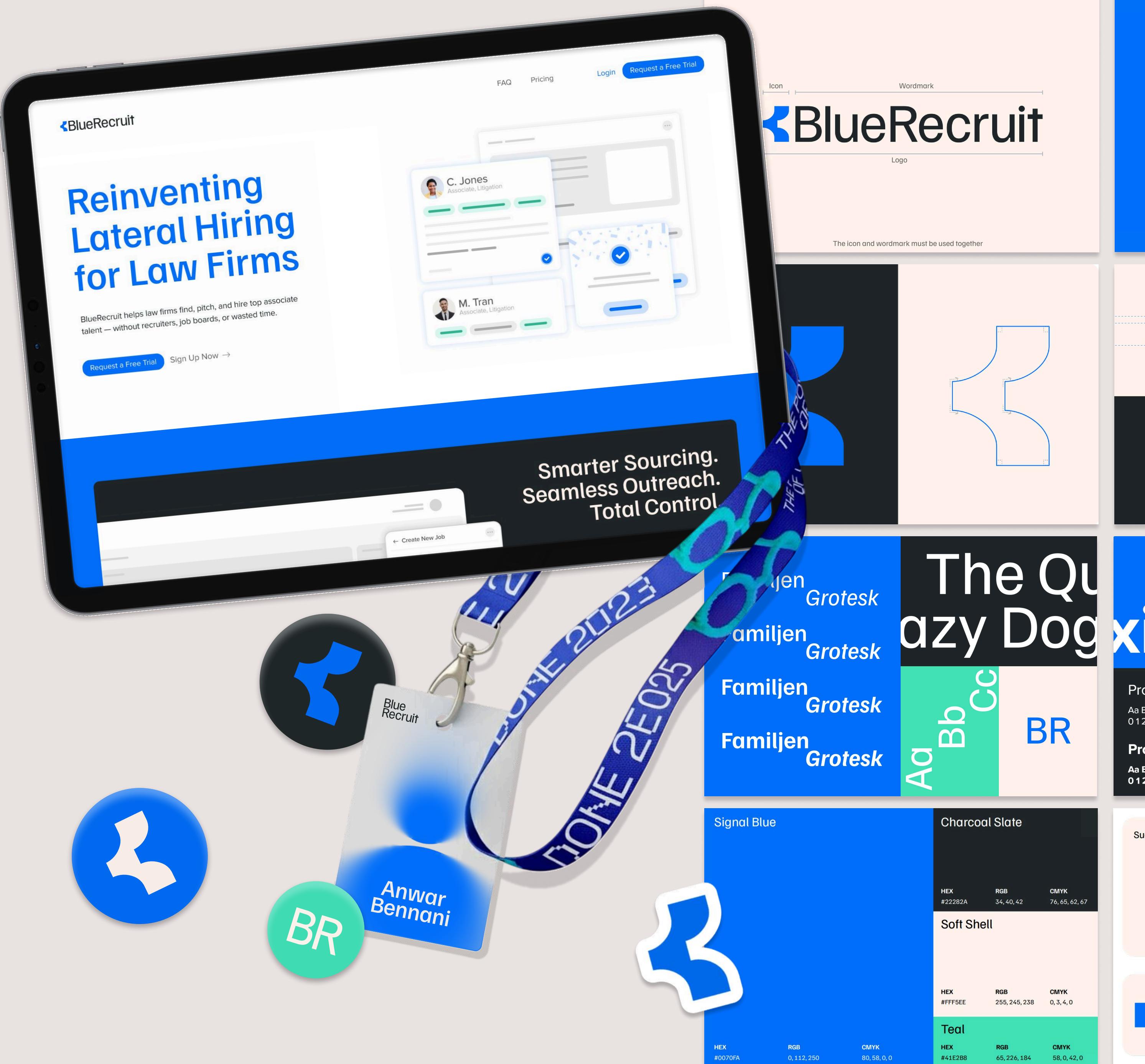
# BLUE RECRUIT

BRANDING & UI/UX

I created the full brand identity, including the **logo, color system, website UI/UX, icons, and brand book** for BlueRecruit, an AI-powered hiring platform built for law firms.

The logo is shaped like **half a sparkle**, a nod to the AI side of the platform, but it also resembles **a pillar**, tying it back to the legal world. I kept the visuals clean and structured with the intention to make something that feels intelligent and sharp.



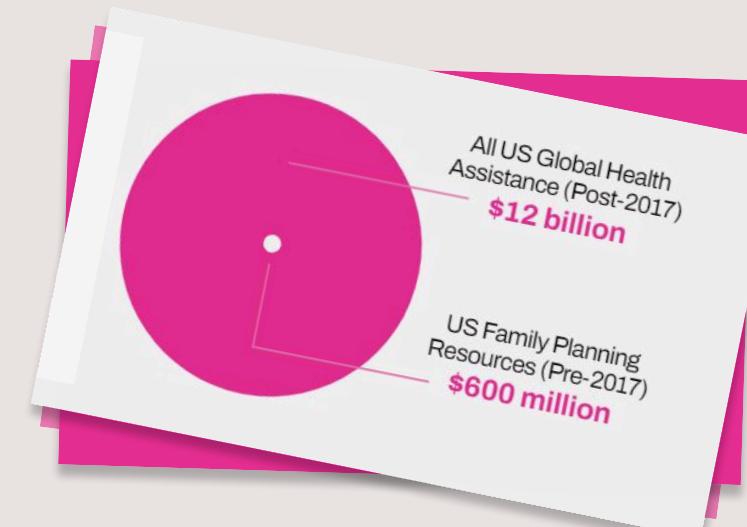


# THREE ACTS OF JUSTICE

BOOK DESIGN, INFOGRAPHICS,  
PRESENTATION DESIGN, PRINTABLES

Three Acts of Justice is a book about reproductive justice, by **Funky Brown Chick**. In this project I handled the **full design—layouts, infographics, data visualizations, and bits of illustration woven through** the pages. The content is heavy and important, and it was a project that mattered a lot to me, so the design needed to hold space for all of it without flattening the message.

I also put together the supporting print materials and presentation, keeping everything connected.



One important takeaway from the history of these policies: **money is power!** When you have less money, you have fewer choices; with fewer choices, you're more susceptible to control. Each of these restrictive policies used money to influence the national conversation on abortion access and contributed to the slowly-growing legal infrastructure that ultimately succeeded in overturning Roe v. Wade in 2022.

#### A. Helms Amendment

The Helms Amendment, enacted in 1973, prohibits the use of US foreign assistance to "pay for the performance of abortions as a method of family planning" ([Section 104\(f\) of the Foreign Assistance Act of 1961](#)). This matters especially because the United States is the world's largest single donor to global health efforts.

Despite being a ban on abortion care "as a method of family planning," the Helms Amendment is often misinterpreted as a ban on funding any safe abortion, even in cases of rape, incest, or threat to the life of the pregnant person. It's crucial to understand that the Helms Amendment is always in effect, regardless of whether the Global Gag Rule is implemented or not.

Even when the Global Gag Rule is not in place (repealed as of January 2021 by the Biden Administration), organizations outside the US can technically counsel on abortion care. However, many don't due to fear of violating the terms of their American aid, since the US Government is the largest funder of global health in the world. This fear persists even when such counseling is allowed, leading to worse care for patients worldwide.

If Helms were repealed there would be:



**19 MIL**

Fewer unsafe abortions



**17,000**

Fewer maternal deaths

The Helms Amendment is one of the many ways that the US has inhibited access to safe abortion care worldwide for more than half a century. According to Fis Feminista, there would be 19 million fewer unsafe abortions and 17,000 fewer maternal deaths worldwide if Helms were repealed. That's why international development and humanitarian organizations like Ipas, PAI, and MSF (Doctors Without Borders) have all spoken out against the amendment.

#### RECOMMENDATION:

Advocate for the Abortion is Health Care Everywhere Act, educate on the Helms Amendment, and support global reproductive healthcare within funding restrictions.

\* See the full guide at the end

Punkybrownchick

Act I Page 4

## Scene 4: Historical Oppression

### Civil Rights and Human Rights in the US

1948. The UN Office of the High Commissioner on Human Rights affirms that sexual and reproductive health are integral elements of the right of everyone to the enjoyment of the highest attainable standard of physical and mental health. This right is inalienable, meaning it doesn't require citizenship, health insurance coverage, or any particular social status in order for it to apply.

However, it's also unenforceable, because the UDHR is not an official treaty or even signable Convention. Due to a combination of unenforceability and American exceptionalism over international treaty bodies, the US tends to privilege civil over human rights. Two examples of the US' refusal to engage meaningfully with human rights frameworks? The rights of women and children. The United States is one of only eight countries that has not ratified the Convention to End Discrimination Against Women.

**1 of 8**

countries not ratifying the Convention to End Discrimination Against Women

#### A. Civil and human rights

Civil rights are legal provisions that stem from notions of equality. They are written into legislation and protected by the courts, on the basis that everyone

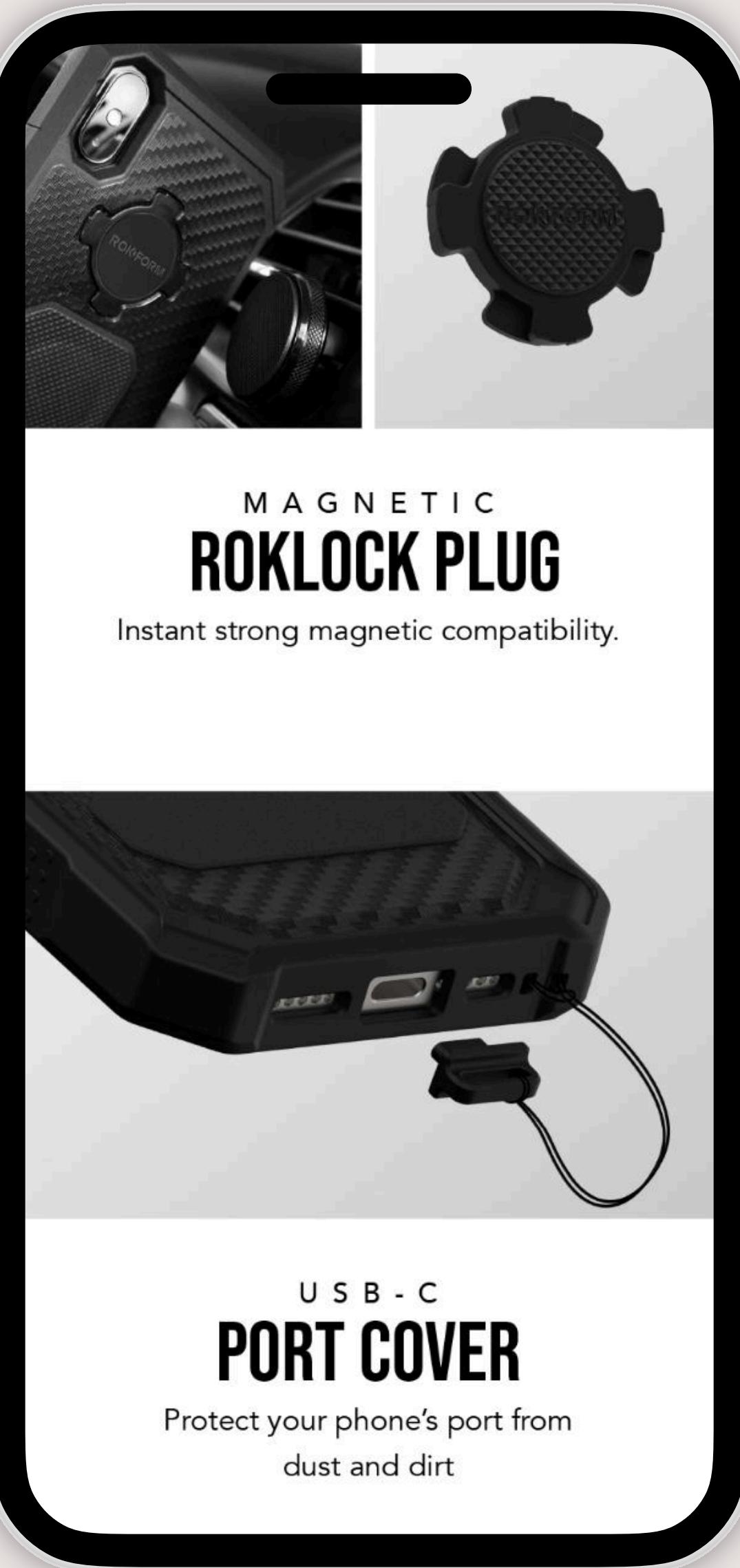
has equal rights to participate in civil society. What happens when there are barriers to accessing civil society. Non-citizens, children, queer people, people with disabilities, people of color, and folks with low-incomes often have to overcome significant barriers just to enter society, thereby making civil rights more difficult to access.



The human rights approach assumes that by virtue of being human, we have certain inalienable rights, regardless of nationality, sex, national or ethnic origin, color, religion, language, or any other status. These rights were first named and codified with the Universal Declaration of Human Rights (UDHR) in

in

the



# ROKFORM

EMAIL DESIGN, ICONOGRAPHY,  
SM DESIGN & PHOTO EDITING

I designed **weekly marketing campaigns** for **Rokform**, promoting their lineup of phone cases and accessories through **email, social media ads, and MMS messages**. Each campaign balanced lifestyle photography with clean product imagery, depending on the focus of the message.

I handled the full creative process, **from image editing and layout design** to creating subtle GIF animations for dynamic headers, ensuring every asset felt cohesive, energetic, and true to the brand's bold, tech-driven identity.



## STEADY SHOTS. RUGGED SETUP.

ANYWHERE.

Whether you're filming trails, capturing sunsets, or going hands-free at the campsite, this rugged adapter **locks your phone in for a stable, secure shot, every time.**



MagSafe® + RokLock™ compatible

Fits most standard tripods

Lightweight, durable, built for the wild

FROM WEEKEND HIKES TO  
CONTENT ON THE GO,

**THIS IS THE MOUNT  
THAT DOES IT ALL.**

### SUCTION MOUNT

Great for drivers who want strong hold and flexible placement.

### SWIVEL MOUNT

Perfect if you're all about adjustability and quick positioning.

### VENT MOUNT

Ideal for a clean, minimal setup that moves with you.

**FIND YOUR PERFECT MOUNT**

**ROKFORM IN ACTION:  
WHAT REAL USERS  
ARE SAYING**

Don't just take our word for it, our community puts Rokform gear to the test every day.

### PRO BALL MOTORCYCLE MOUNT

Max adjustability, ultra-secure grip

### HANDLEBAR MOUNT

Rugged, easy to install, ready for any ride

### STEM MOUNT

Clean fit, high performance for sport bikes

**EXPLORE MOTORCYCLE MOUNTS**

gear to the cart and we'll take care of the rest.

It's the perfect time to grab rugged gifts Dad will actually use, like **MOTORCYCLE MOUNTS, PHONE CASES, GOLF GEAR, AND MORE.**

**SHOP & CLAIM YOUR FREE CHARGER**

**G-ROK PRO HAS ARRIVED:**  
MORE POWER. MORE PLAYTIME

Meet the G-ROK Pro, our most powerful and rugged speaker yet.

With **enhanced sound, improved battery life, and a stronger magnetic grip**, it's built for outdoor enthusiasts, especially **golfers, riders, and adventurers.**

**SHOP UNDER \$50**

### MAGNETIC SPORT RING

MagSafe®-ready grip + stand combo

### PREMIUM LANYARD

Keep your phone close, secure, and accessible

### POWERTRIP 100W USB-C CABLE

Fast. Tough. Built to move

### SCREEN PROTECTORS

Scratch-resistant and easy to install

### CAMERA LENS PROTECTORS

Clear coverage that takes the hit

**OLD MODEL  
SAME ROKFORM  
TOUGHNESS**

Not everyone's rushing to upgrade and with Rokform, you don't have to.

We still offer the rugged, magnetic protection for a wide range of devices

**SHOP PHONE CASES**

# BUBZ NAILS

BRANDING, SOCIAL MEDIA DESIGN & COUPONS

Bubz Nails is the brand of **my favorite nail tech**, known for her maximalist, bold, and colorful designs. I created her full branding, using bright, clashing color combos to match her style.

The logo features a **squiggly 'u'** shape—designed as a loose brushstroke—to capture something playful and expressive. I also worked on her **social media posts** and made **gossip coupons** and punch cards to build a brand that felt as fun and chaotic as her work.





# ALBANIAN CURSING 101

COMIC BOOK DESIGN, CHARACTER DESIGN AND PRINTABLES

This comic book was created for the **"My Language and Me"** graphic art workshop, for the German Embassy. Guided by German illustrator **Sebastian Lörscher**, I developed a comic that explores famous Albanian cusswords, from common to creative and offensive.

The character is a version of myself, teaching a class on Albanian swearing to a foreign audience. Throughout the workshop, I focused on **storyboarding, character design, and print layout**.





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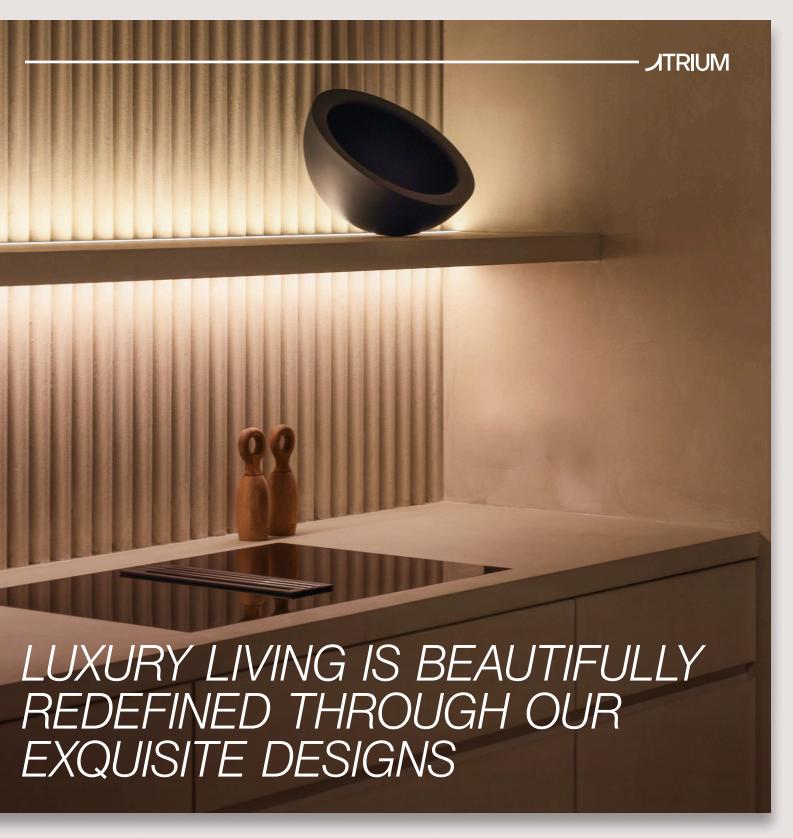
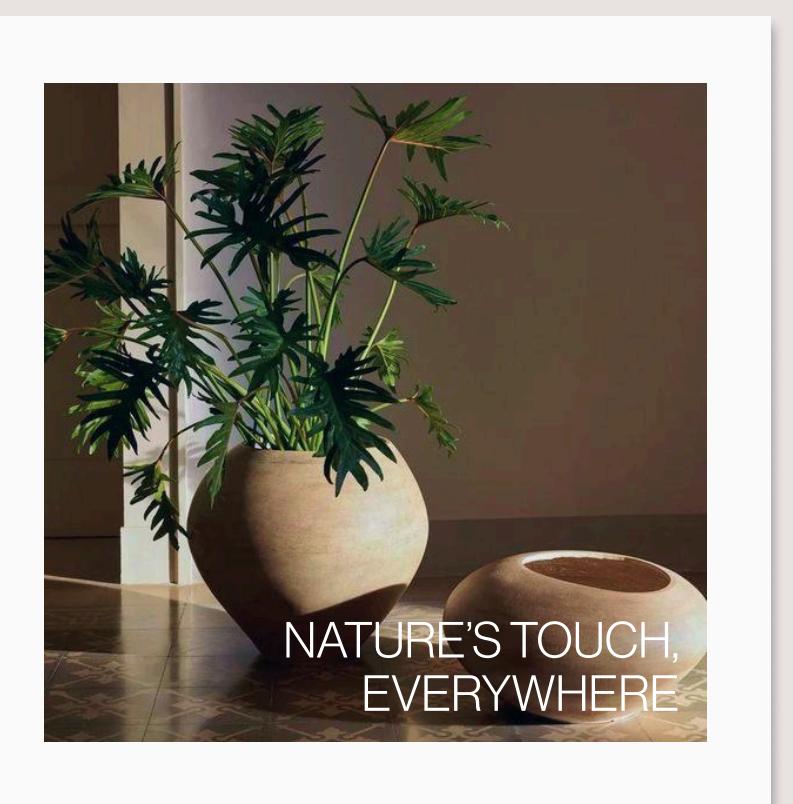
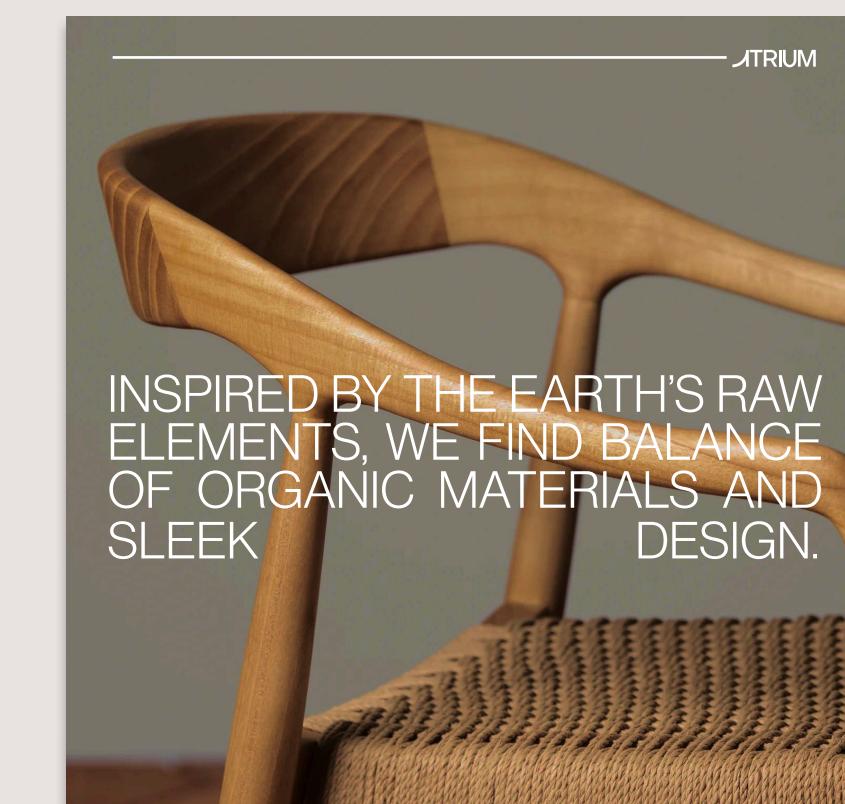
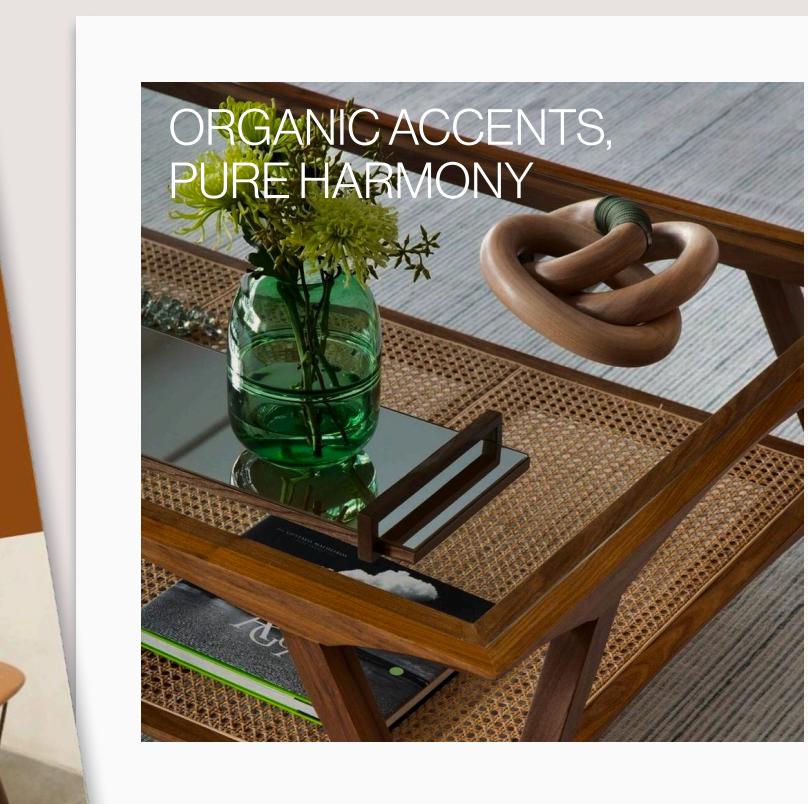
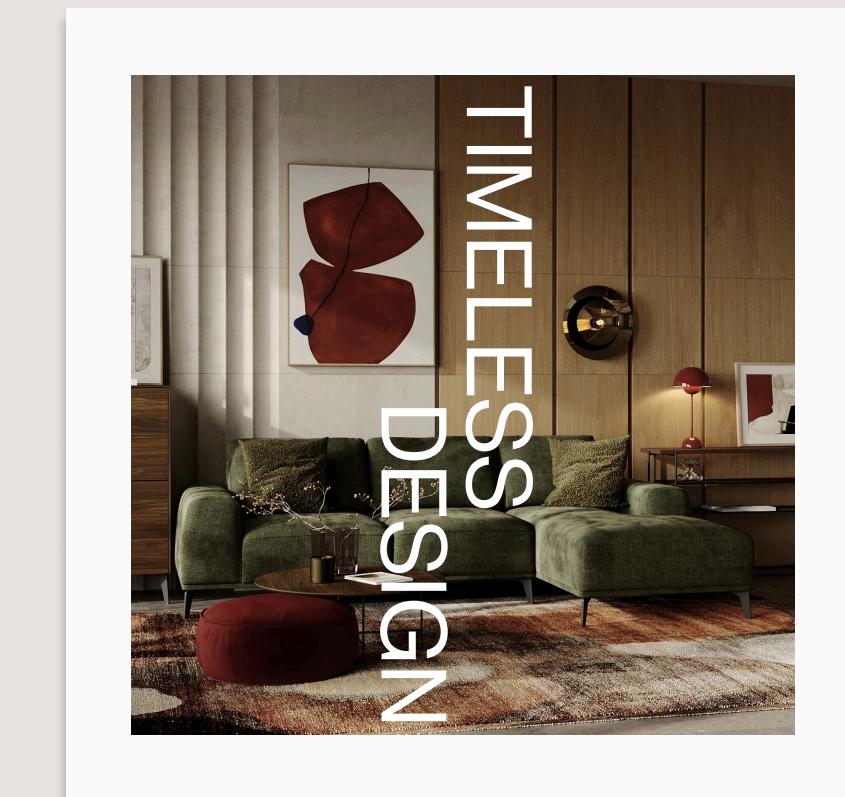
# atrium studio

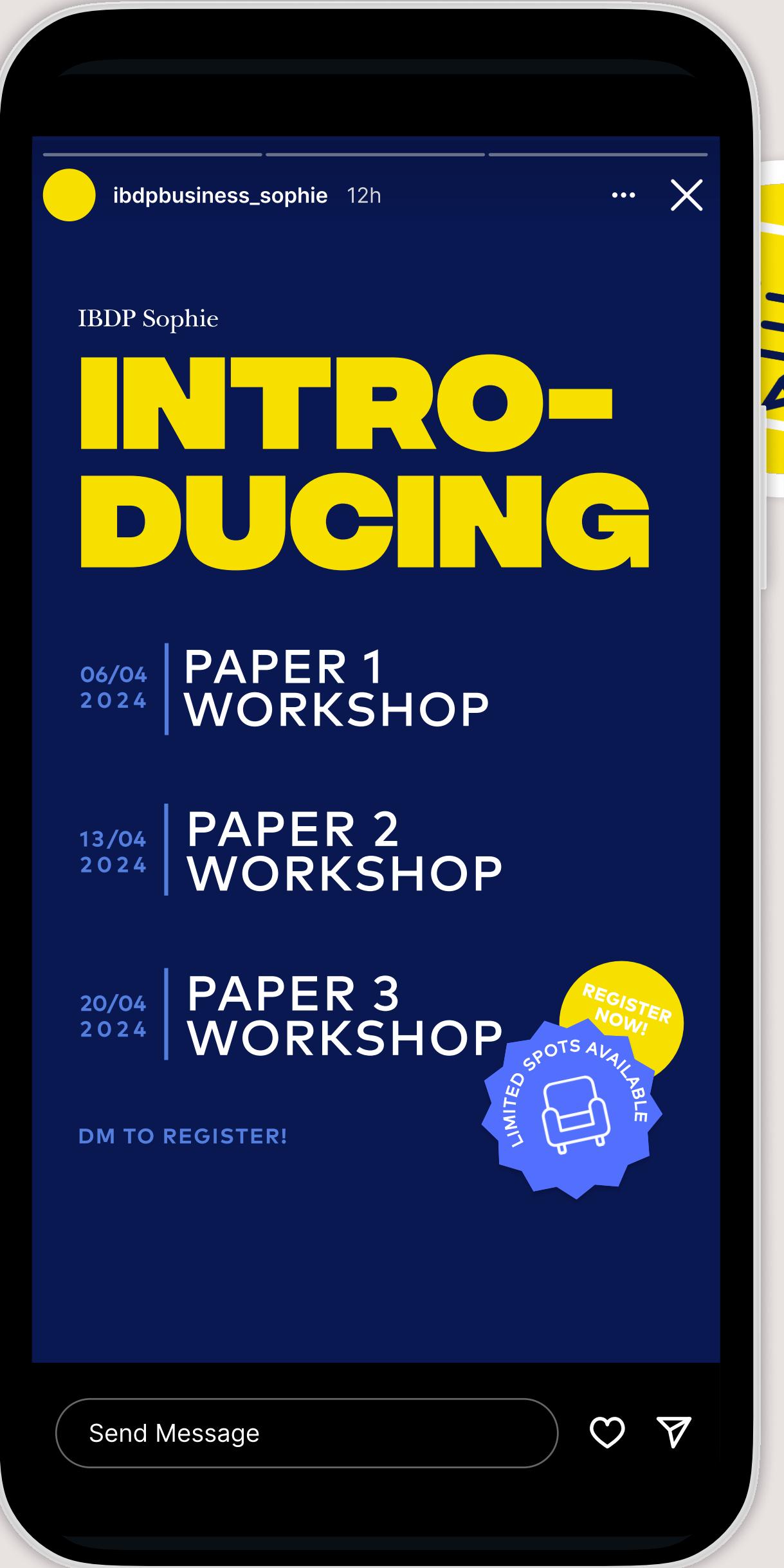
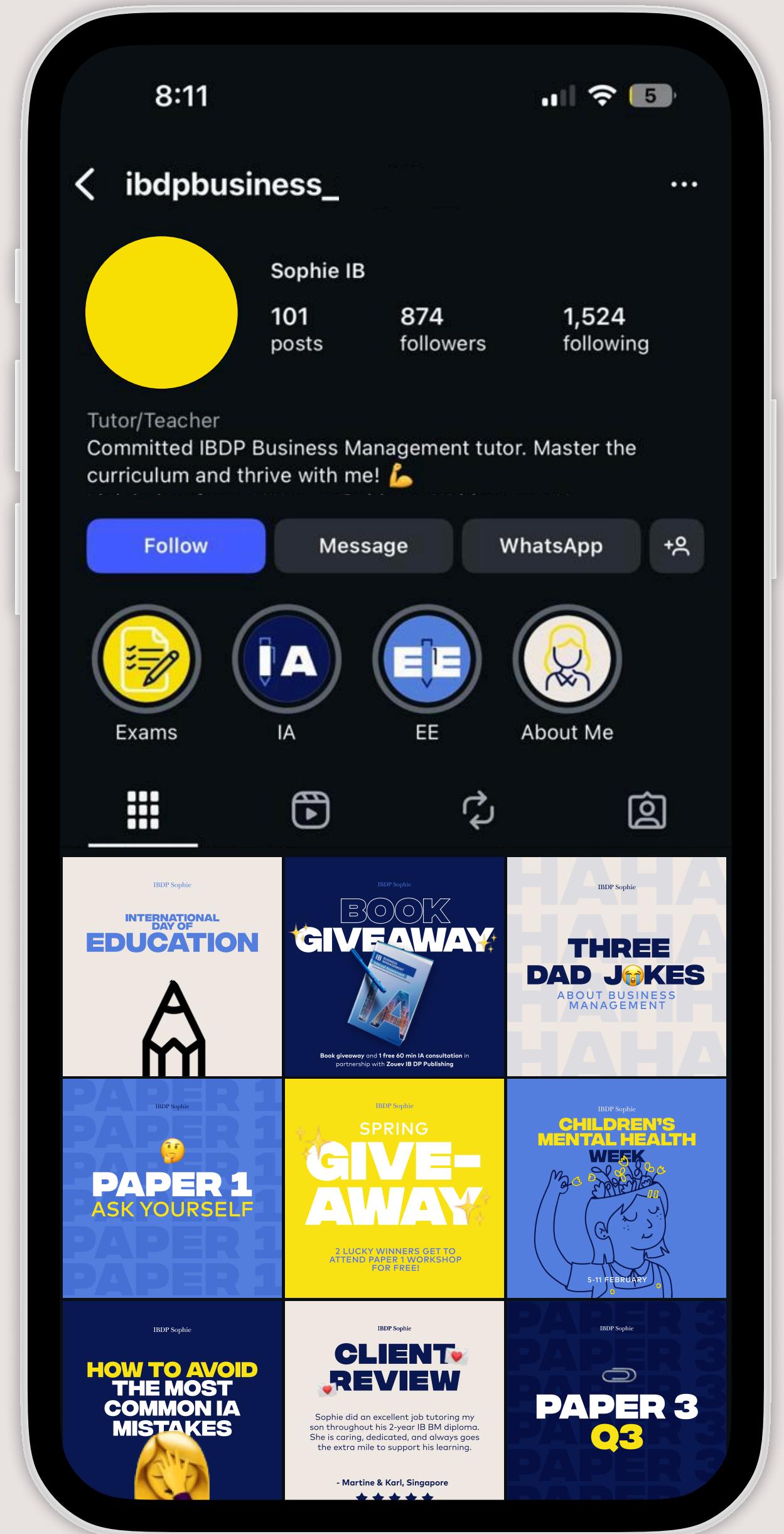
BRANDING, PRINTABLES,  
SOCIAL MEDIA DESIGN

Atrium is an interior design studio with a **mid-century sensibility**, warm tones, clean forms, and a focus on light and space. I came up with the name and designed the full branding around that sense of calm structure.

The logo features an '**A**' shaped like an **open arch**, a nod to the architectural meaning of an atrium. I also created their **social media design and print materials**, keeping things intentional and quiet, but never flat.





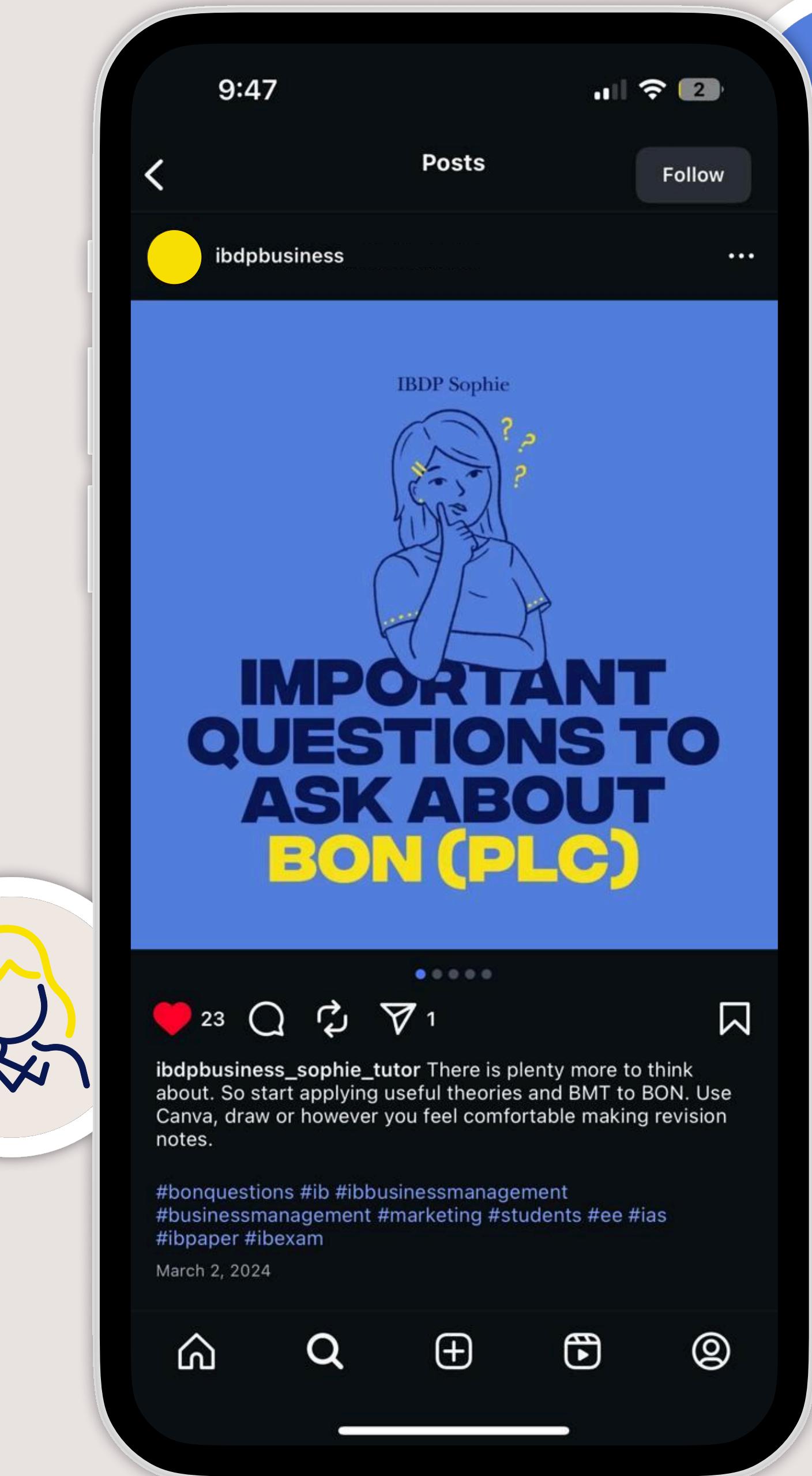
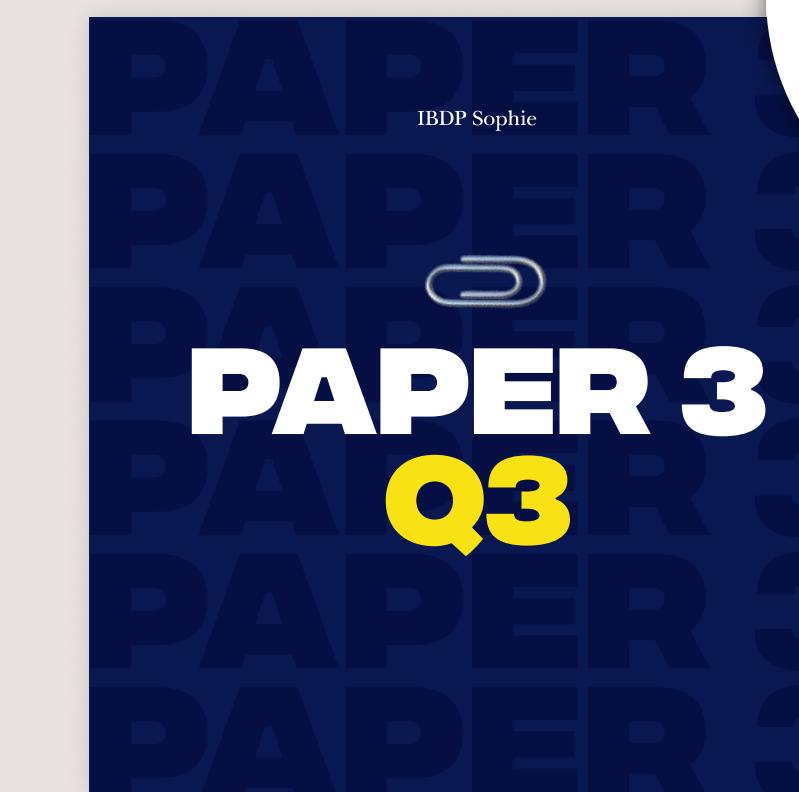
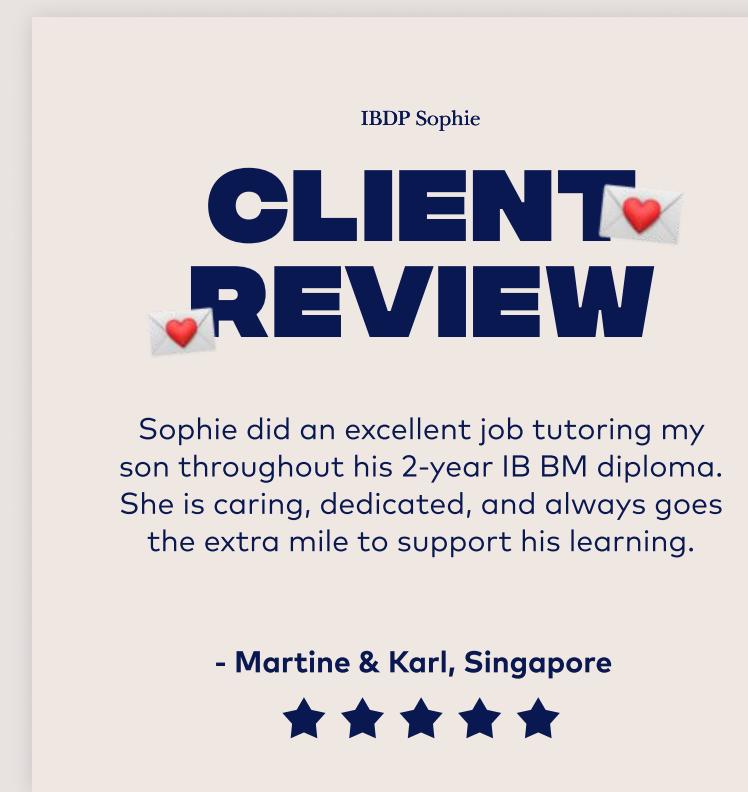
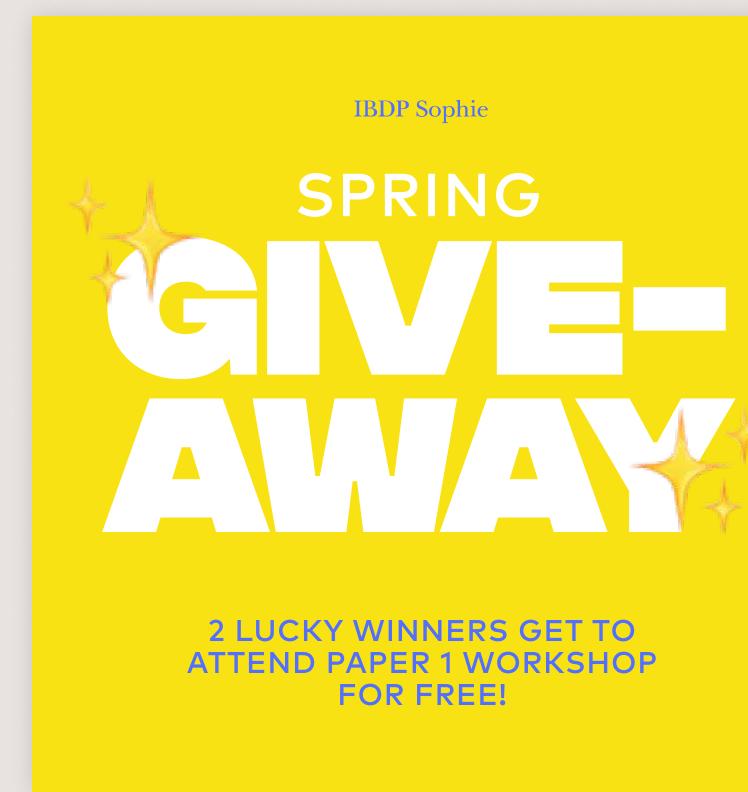
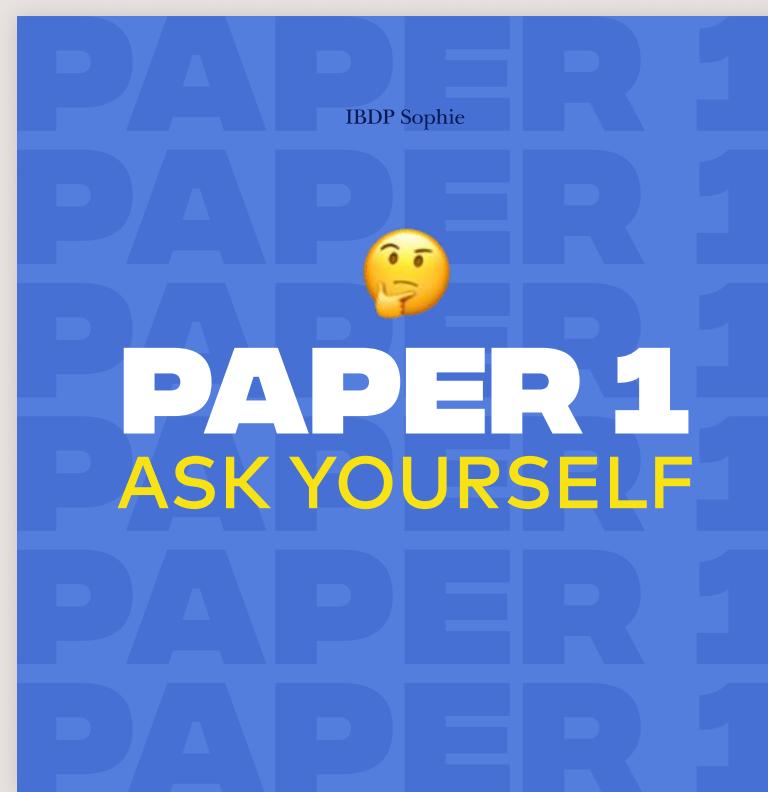
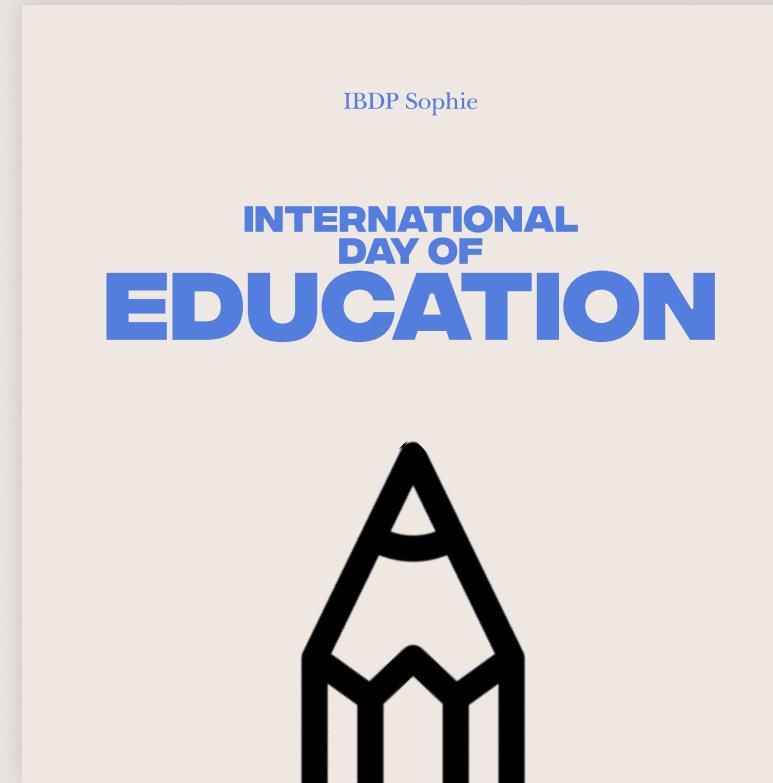


# IBDP SOPHIE

## SOCIAL MEDIA DESIGN

I developed the **visual identity and social media presence for a private tutor**, creating a fresh set of brand colors, typography, and templates. The posts were **aimed at students and shared study tips and resources**, so the designs needed to feel approachable, upbeat, and easy to read.

Each graphic was built to stay consistent with the new branding while keeping the content clear and engaging across all platforms.

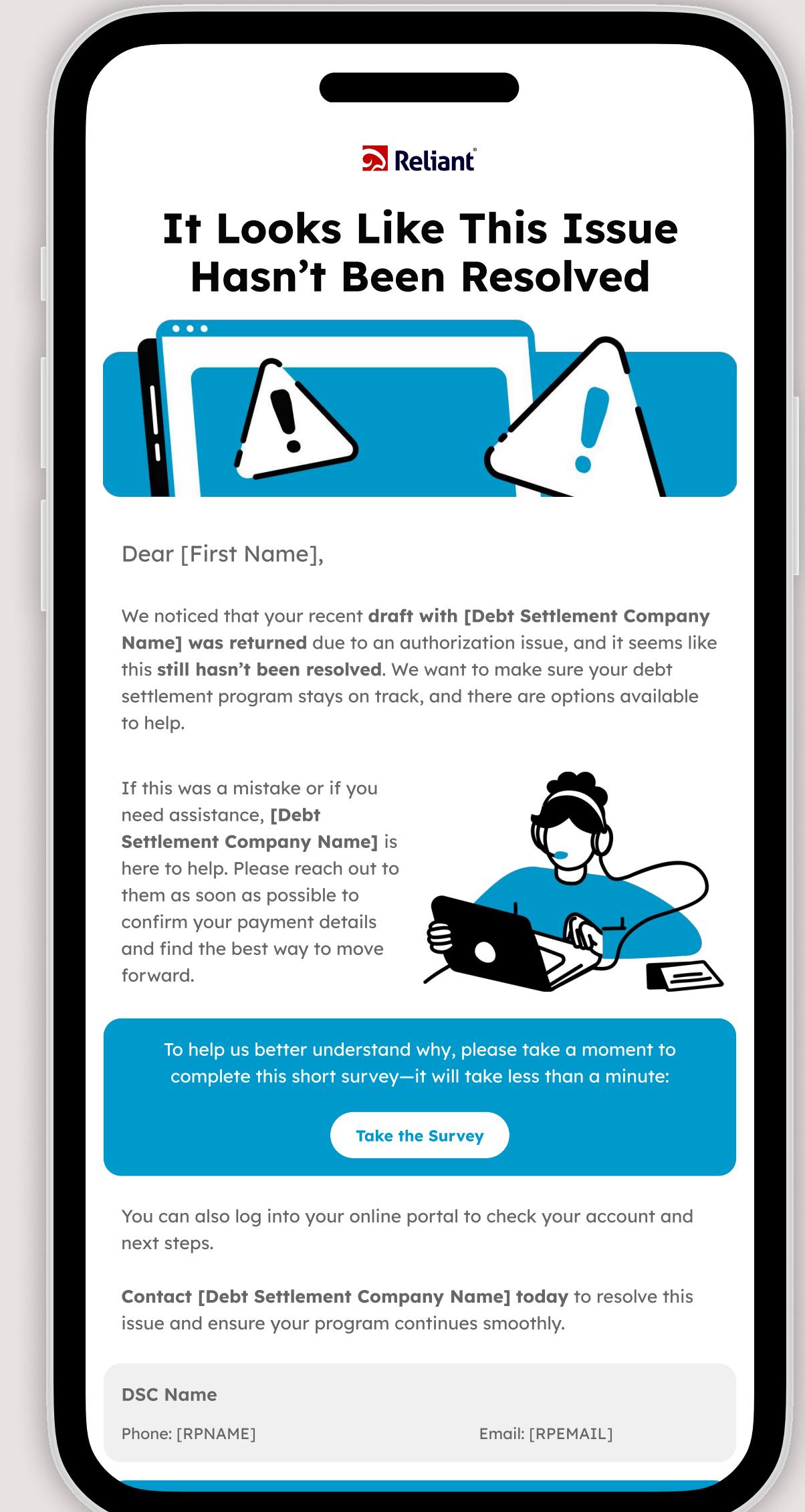
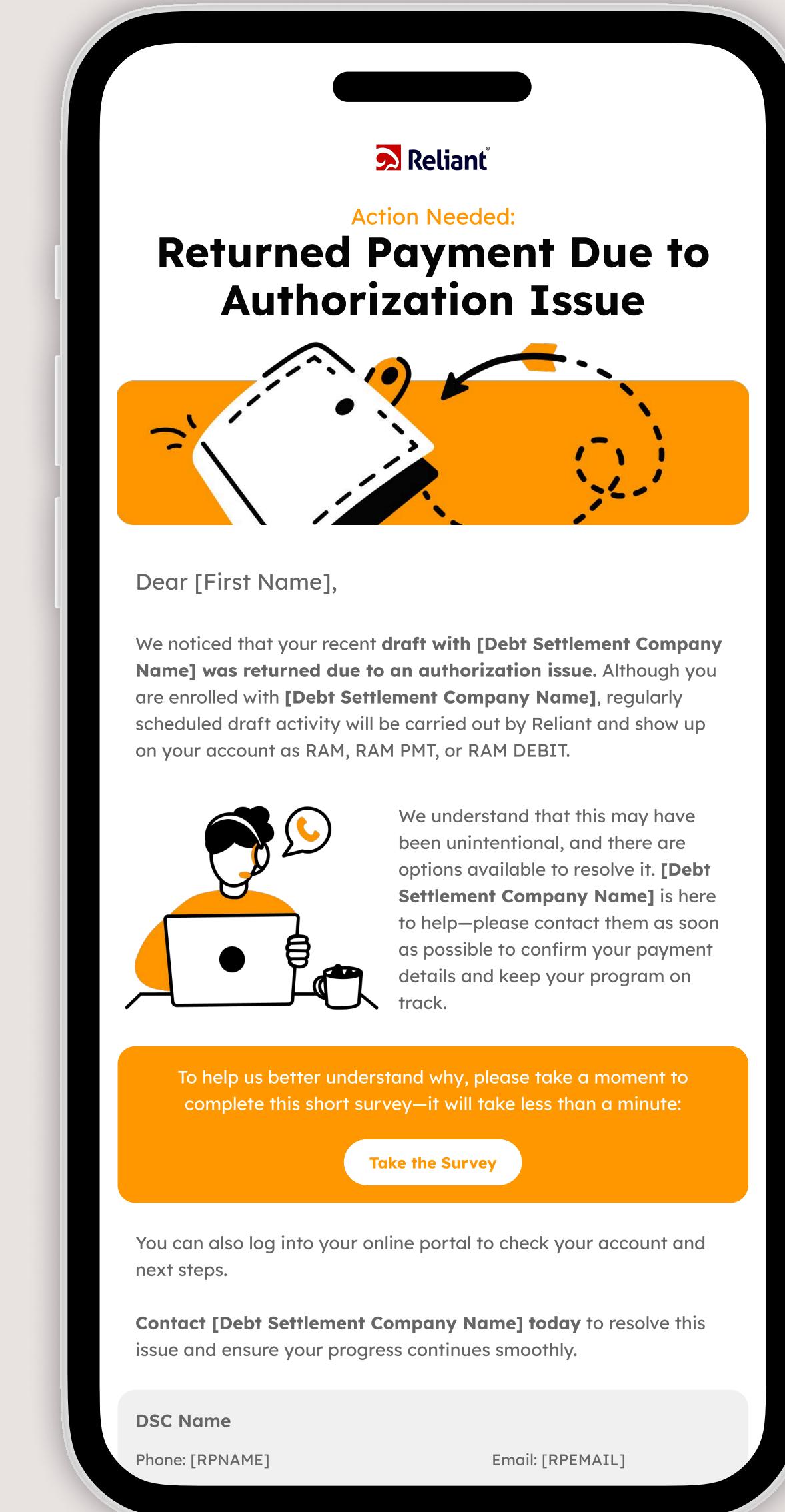


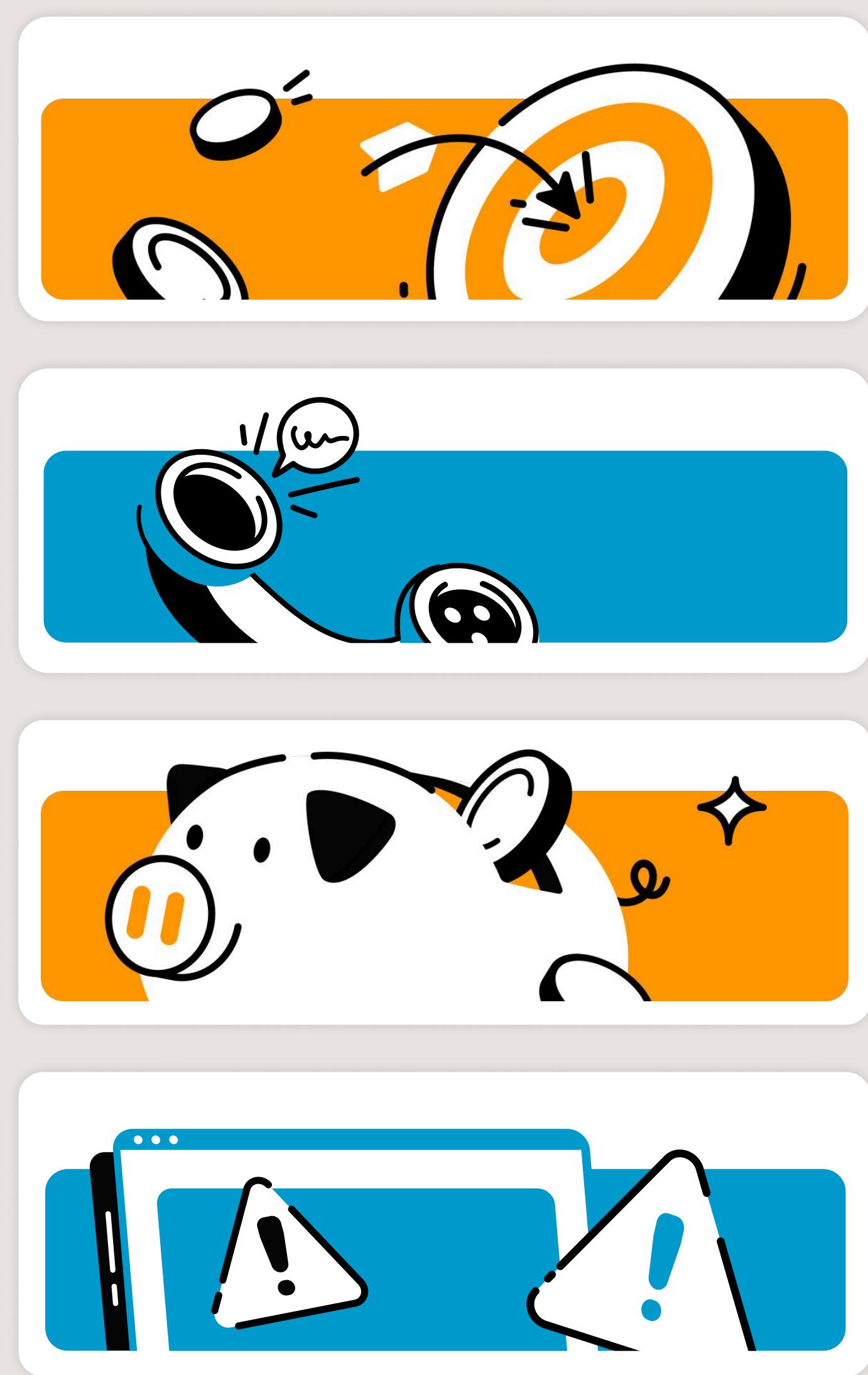
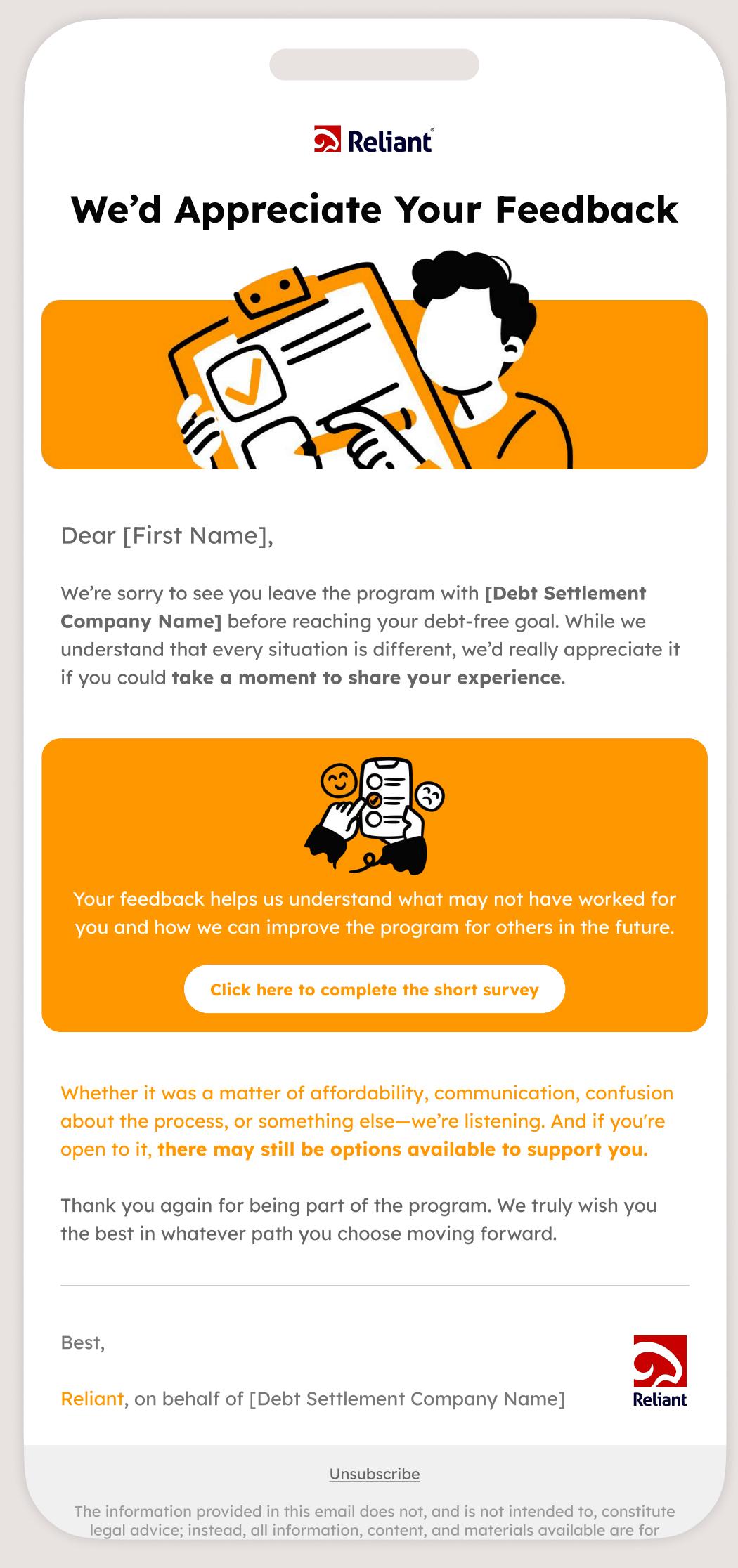
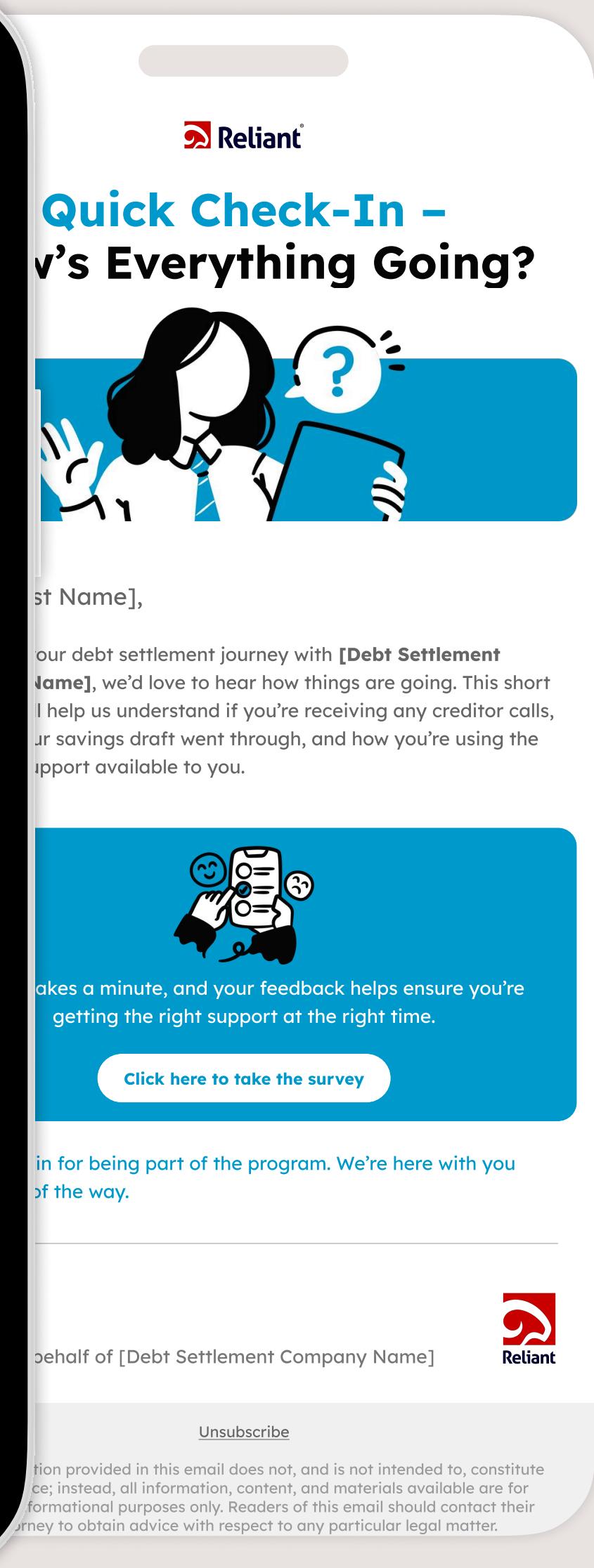
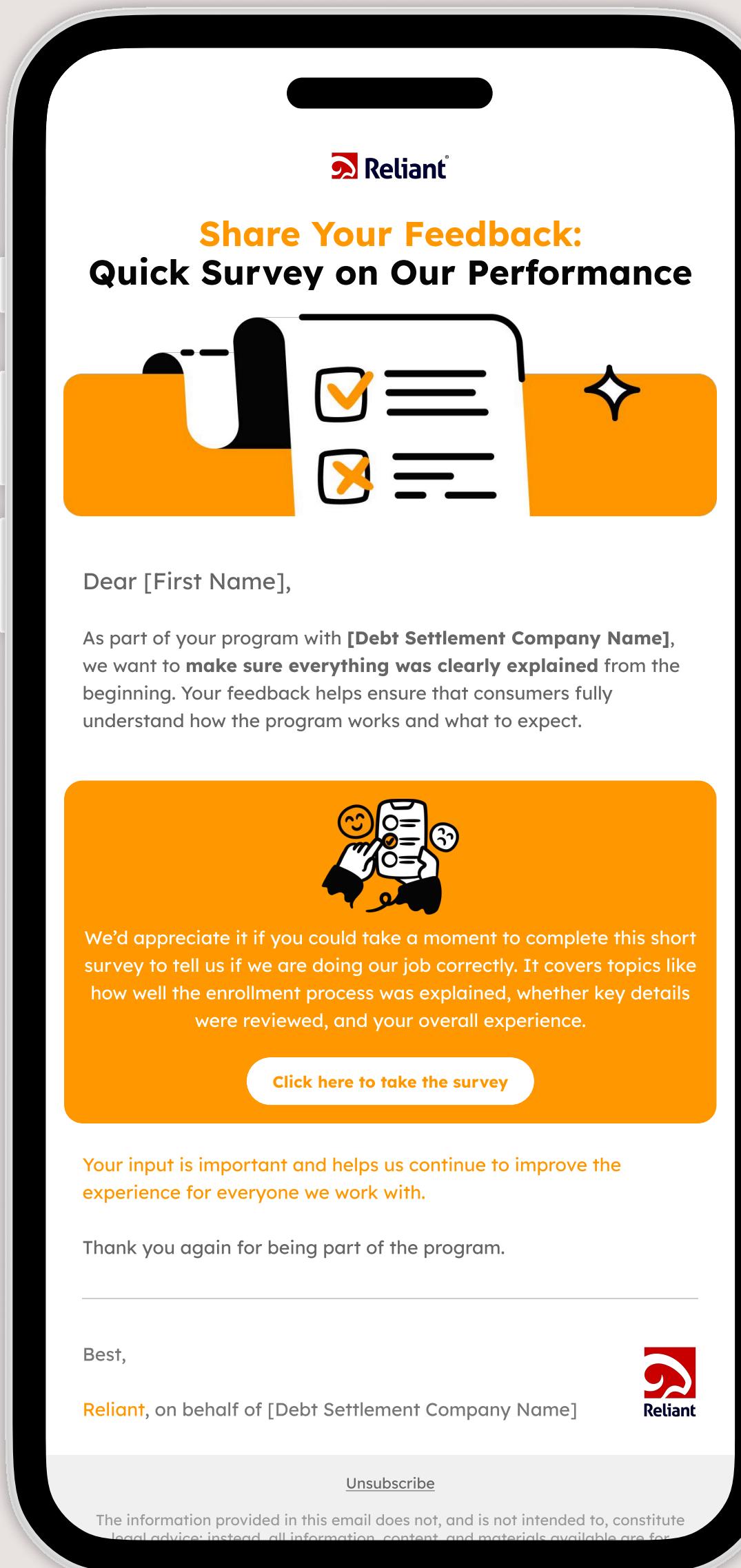
# RELIANT PAYMENT

## HTML COMPLIANT EMAIL DESIGN & ILLUSTRATIONS

I designed and illustrated a large-scale email campaign for Reliant Payment at Design.co, producing around 45 coordinated email layouts with custom visuals. Because this is a debt-settlement service, the designs needed to feel clear and trustworthy while guiding users through sensitive financial information.

Every email had to be easily exported to HTML, so I worked within tight technical guidelines, creating lightweight, consistent visuals that still felt approachable and cohesive across the entire campaign.





♥ I HOPE YOU LIKED MY VERY  
MUCH COMPRESSED AND A  
LITTLE RUSHED PORTFOLIO