## About Sierra Loubert

Quiet yet deeply creative, Sierra Loubert is the heart behind Sierra’ Studio. Known for her loyalty and keen attention to detail, she finds inspiration in the beauty of nature, the rhythm of music, and the immersive worlds of video games. Whether hiking through the mountains or sketching intricate patterns, she channels her passion into every design she creates.

With a love for illustration and patternmaking, Sierra blends artistry with purpose, crafting visuals that tell unique and meaningful stories. Her work reflects the world she admires—calm, bold, and full of depth.

Rooted in a belief that design should feel as intentional as it looks, Sierra approaches each project with thoughtfulness and care. From branding and packaging to posters and personal commissions, her designs evoke emotion, spark curiosity, and celebrate the tiny details that make something truly stand out.

Sierra’ Studio is more than a creative outlet—it is a space where authenticity thrives, ideas evolve, and imagination takes the lead.

Welcome to her creative space—where design and ideas come to life.

Project 01:FureverHome Rescue

This project FureverHome Rescue was completed as part of the coursework for ART 235: Logo and Identity Design, under the instruction of Professor Most III during Fall 2024. The assignment’s purpose was to create a logo design that incorporated reverse figure-ground principles. We were asked to design a logo that could be used to promote materials such as cups, t-shirts, buttons, and a stationery set.

The goal was to create a unique stationery set that would visually connect with the logo. This included an envelope, business letter, and business card. Each element of the set was designed with the concept of what makes cats and dogs happy. All illustrations, patterns, and the logo were created in Illustrator, while the layouts were done in InDesign.

## • Project 02: Game of Kings

This project Game of Kings was completed as part of the coursework for ART 235: Logo and Identity Design, under the instruction of Professor Most III during Fall 2024. The purpose of the assignment was to design a logo and create a branding book that would help strengthen and support the logo. We were tasked with designing the layout, text placement, and overall visual style of the branding book. The designer chose to incorporate black and white into the color scheme to align with their game board theme. All layouts and designs were completed in InDesign.

The *Game of Kings* project was a comprehensive branding assignment that involved creating a cohesive visual identity for a fictional board game. In addition to designing the branding book itself, we were tasked with developing promotional materials to advertise it. This included billboard designs, posters, and packaging deals to enhance marketability and attract potential customers. The goal was to create engaging and visually consistent advertisements that aligned with the game’s theme and tone, helping to build excitement and brand recognition across different formats.

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----Project 03: Grand Traverse Flyer

This project Grand Traverse Flyer was completed for my Intro to Graphic Design course at Kalamazoo Valley Community College. The goal of the assignment was to create a flyer using provided information and images. The content was arranged in an organized layout, and the images were placed strategically to make the flyer more visually engaging. This was my first time using Adobe InDesign. I experimented with placing an image in the background and using brighter text colors that would stand out on the poster. I also used analogous colors—dark green from the grass and yellow-orange from the building in the photos—to create visual harmony. All layouts were completed in InDesign.

----Project 04: Drug Label

This drug label was created for my Typography class, taught by Professor David Stairs. The goal of the project was to design a label formatted like a drug label. We were provided with the text for the assignment, so the designer’s role was to focus on the layout and packaging design. The objective was to make the label easy to read by clearly organizing information into sections and using color strategically to make it stand out on the shelf. The entire project was completed in InDesign. Our hope is that this label design helps make the product more appealing and easier for consumers to choose. All layouts and design work were done in InDesign.

----Project 05: Joey Quiones Poster

This poster Joey Quiones Poster was created for my Typography class, taught by Professor David Stairs. The project explored the use of scale, proportion, and hierarchy through the arrangement of text on a poster. We were tasked with creating a grid system to help align our designs. One of the main challenges in this project was fitting overlapping words into a single area while maintaining readability. The text was arranged in a clear hierarchy, and light colors were used to draw attention against the black background. The 45-degree tilt was inspired by a poster featured in our class textbook Typographic Design: Form and Communication edition 7, which also influenced the decision to tilt the grid and position the text accordingly. All layouts and design work were done in InDesign.

## -----Project 06: Stickerworthy Stickers

This project was completed as part of the coursework for ART 355: Advanced Graphic Design, under the instruction of Professor David Stairs during Fall 2024. The purpose of the assignment was to create a design solution that addressed a real-world need, providing hands-on experience and opportunities for client collaboration. Our client for this project was Jade Wallerman, the founder of *Stickerworthy Industry*, a business focused on creating accessible sticker designs for individuals with disabilities—specifically those who are colorblind. The client requested sticker designs that followed a color-friendly outline system, ensuring that colorblind individuals could distinguish shapes and icons more clearly.

The project involved collaboration with other students in the class, with each team member contributing to different phases of the design process. As part of the team, I was primarily responsible for concept development, visual design, and implementing accessible color combinations and outlines along with Emma Junga who help contributed with her sticker designs. I contributed to both the creative direction and technical execution of the final sticker designs, ensuring they met both the client’s vision and accessibility standards. Throughout the project, I utilized skills in Adobe Illustrator, inclusive design principles, and illustration, while also incorporating client feedback and responding to design critiques.

Working on this project allowed me to grow professionally by navigating real client communication, meeting deadlines, and refining my design approach. I’d like to thank Professor Stairs for his continued guidance and support, and express my appreciation to Jade Wallerman for trusting us with her mission. This experience not only strengthened my design and collaboration skills but also deepened my understanding of how design can make a meaningful impact in people’s lives.