

ELIDA HOLTE

PORTFOLIO 2015

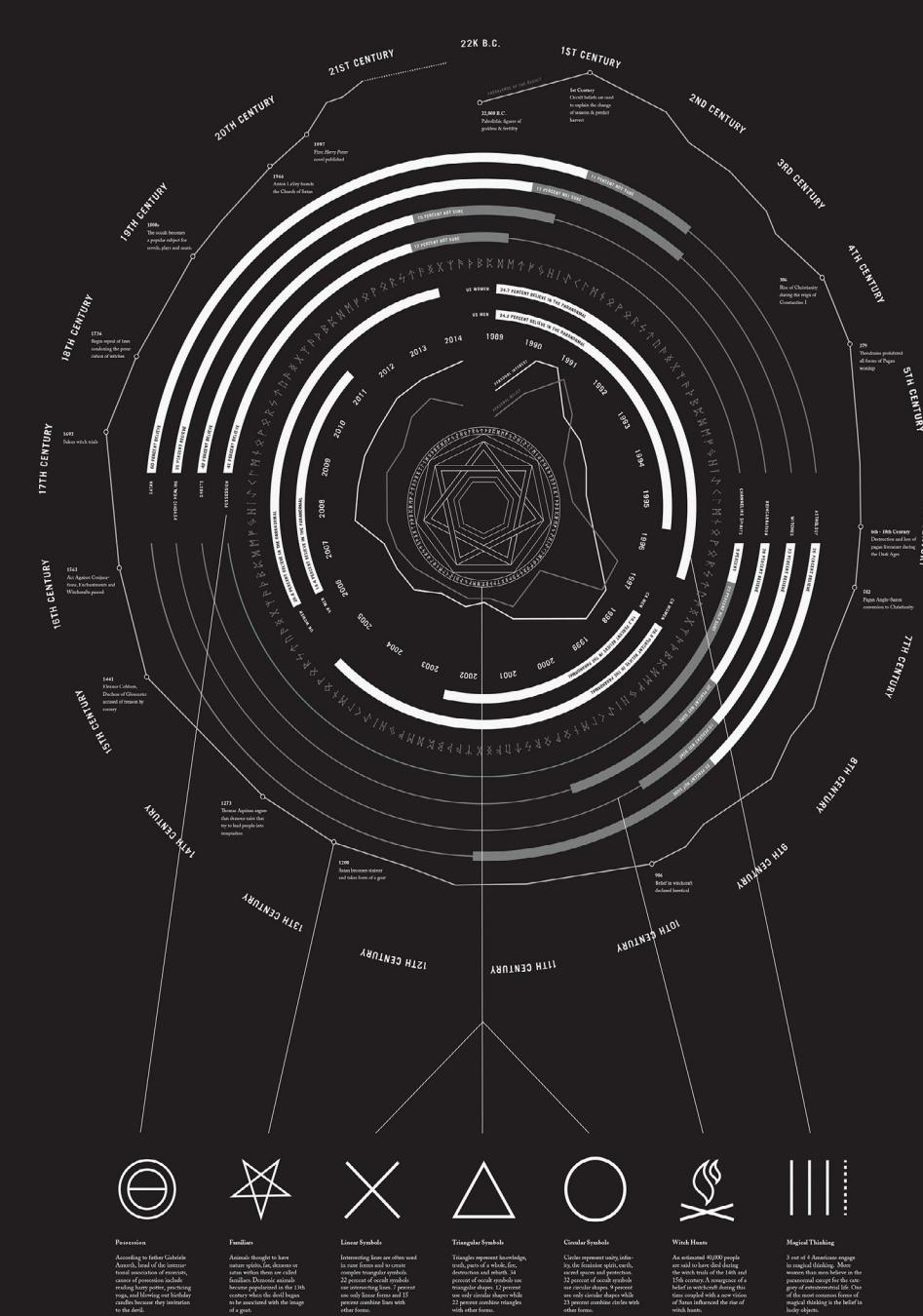
THE OCCULT Infographic

challenge Design and produce a 24"x36" type dominated poster that provides a viewer with a sense of you and/or your passions. Must utilize at least two types of graphs (fever chart, bar chart, pie chart, table).

solution This infographic plays on my interest in the dark, beautiful and bizarre. The layout of the poster is based upon the cyclical and circular images and diagrams that are often depicted in the occult. The main poster is entirely in black white and grey tones to reflect the style of occult imagery and to reinforce the unnerving sense of the unknown and intangible that is associated with magical thinking. The graphs relate to the rise and fall in popularity of pagan beliefs throughout history, important events, gender differences in belief patterns and types of para-normal beliefs and symbols. The poster also comes in purple.

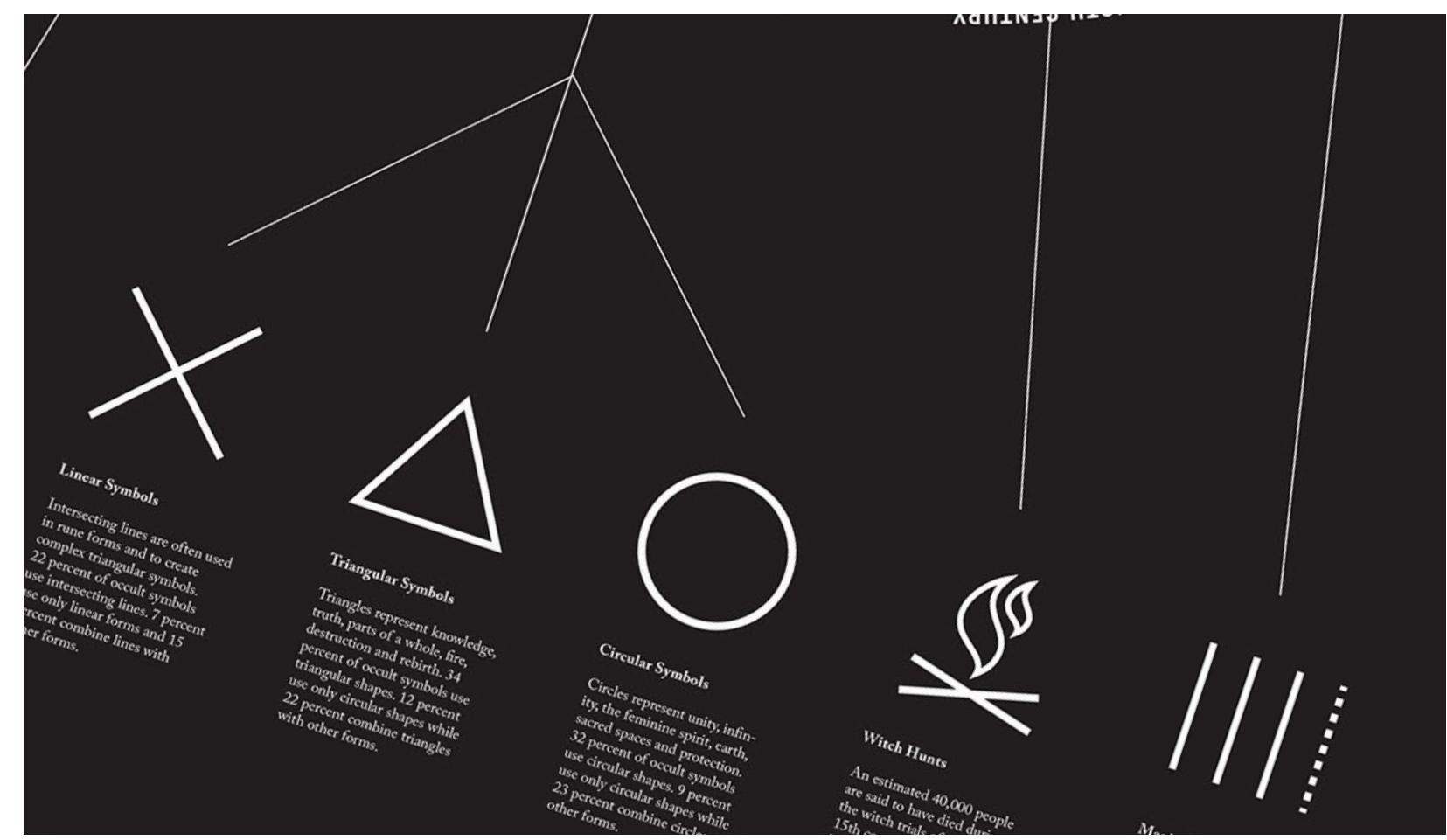
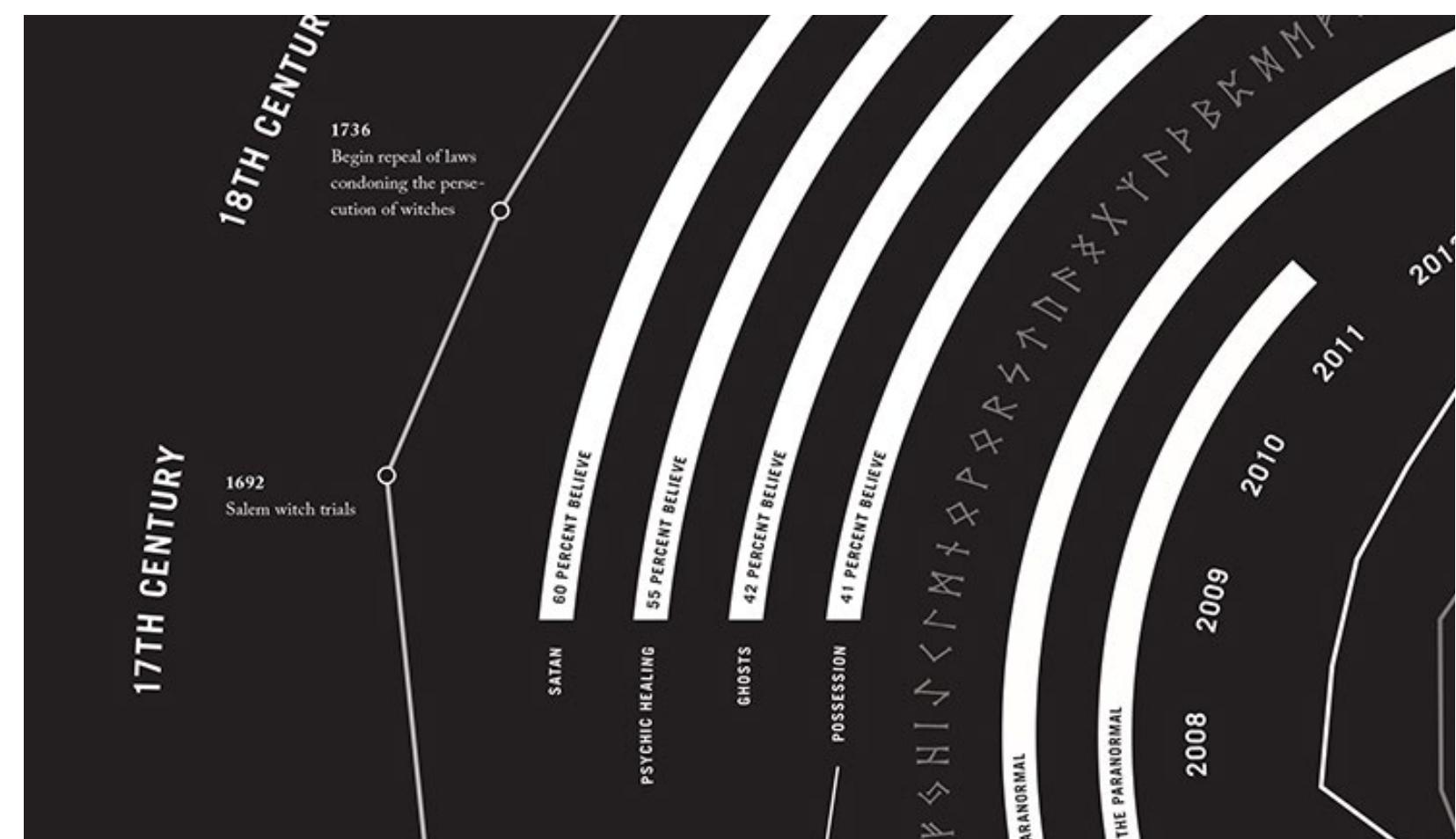
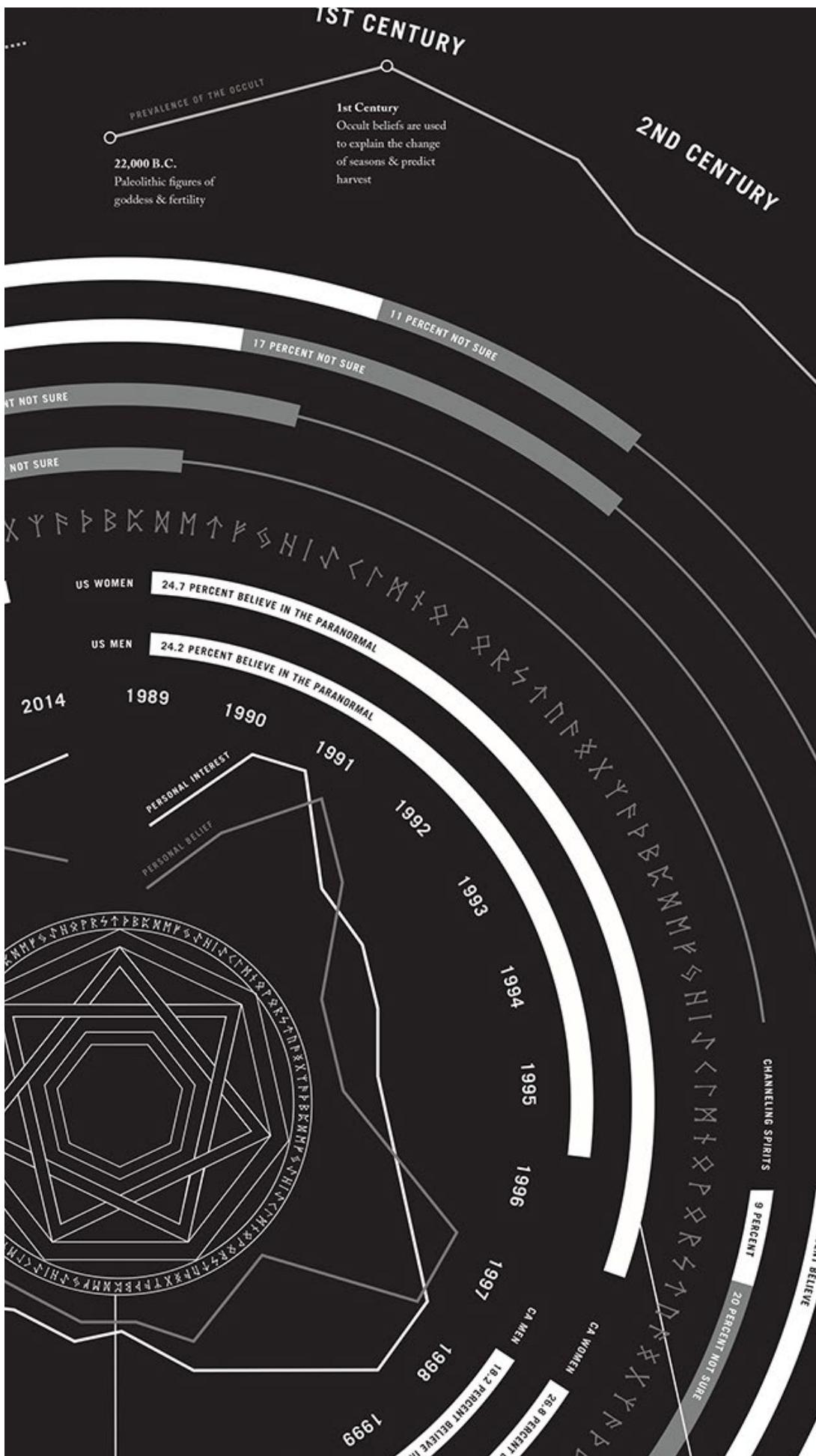
TYPOGRAPHY & PRINT DESIGN
24" x 36" POSTER
TYPOGRAPHY II
JOHN DUFRESNE
OCTOBER 2014

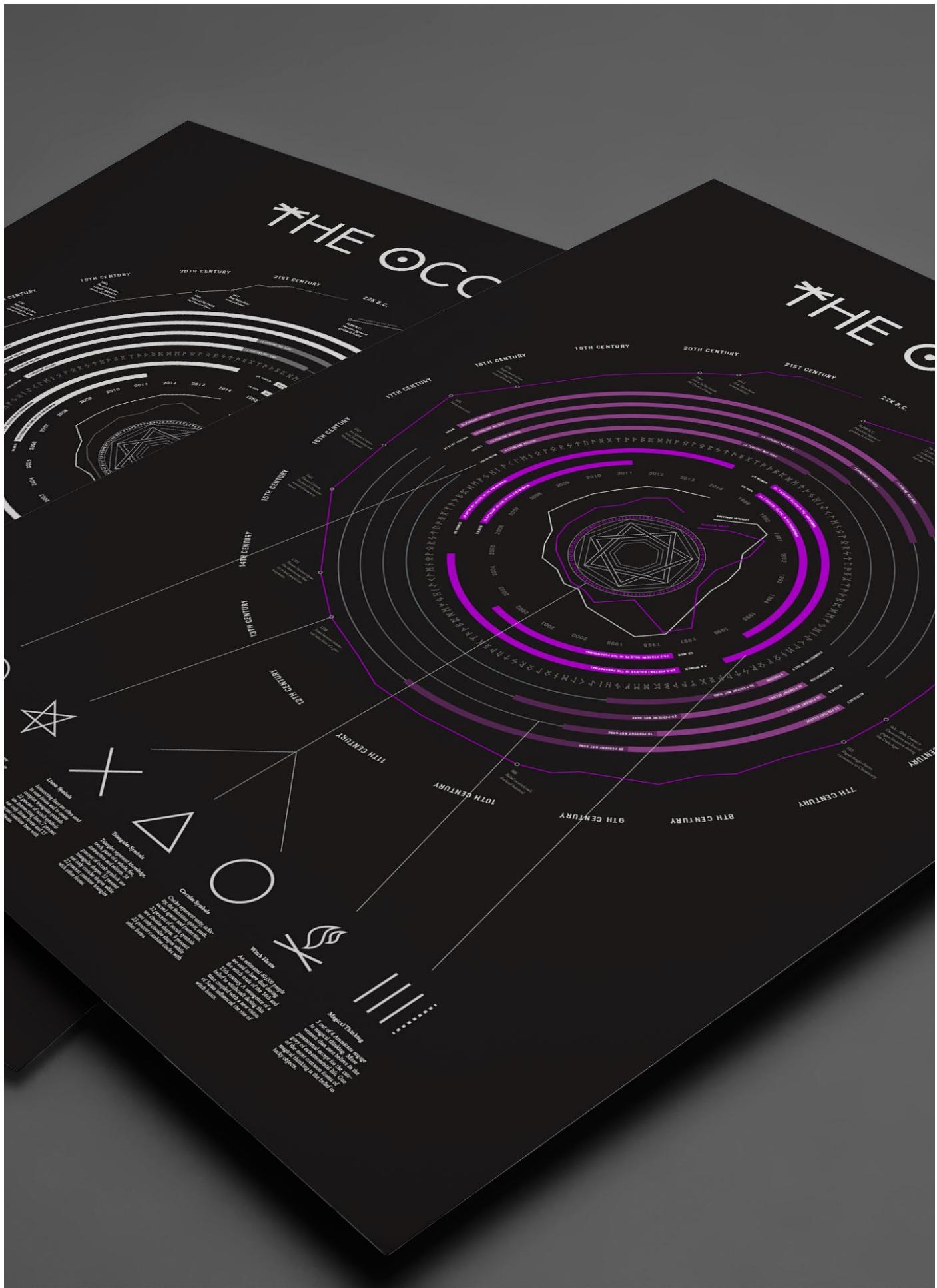
THE OCCULT



THE OCCULT







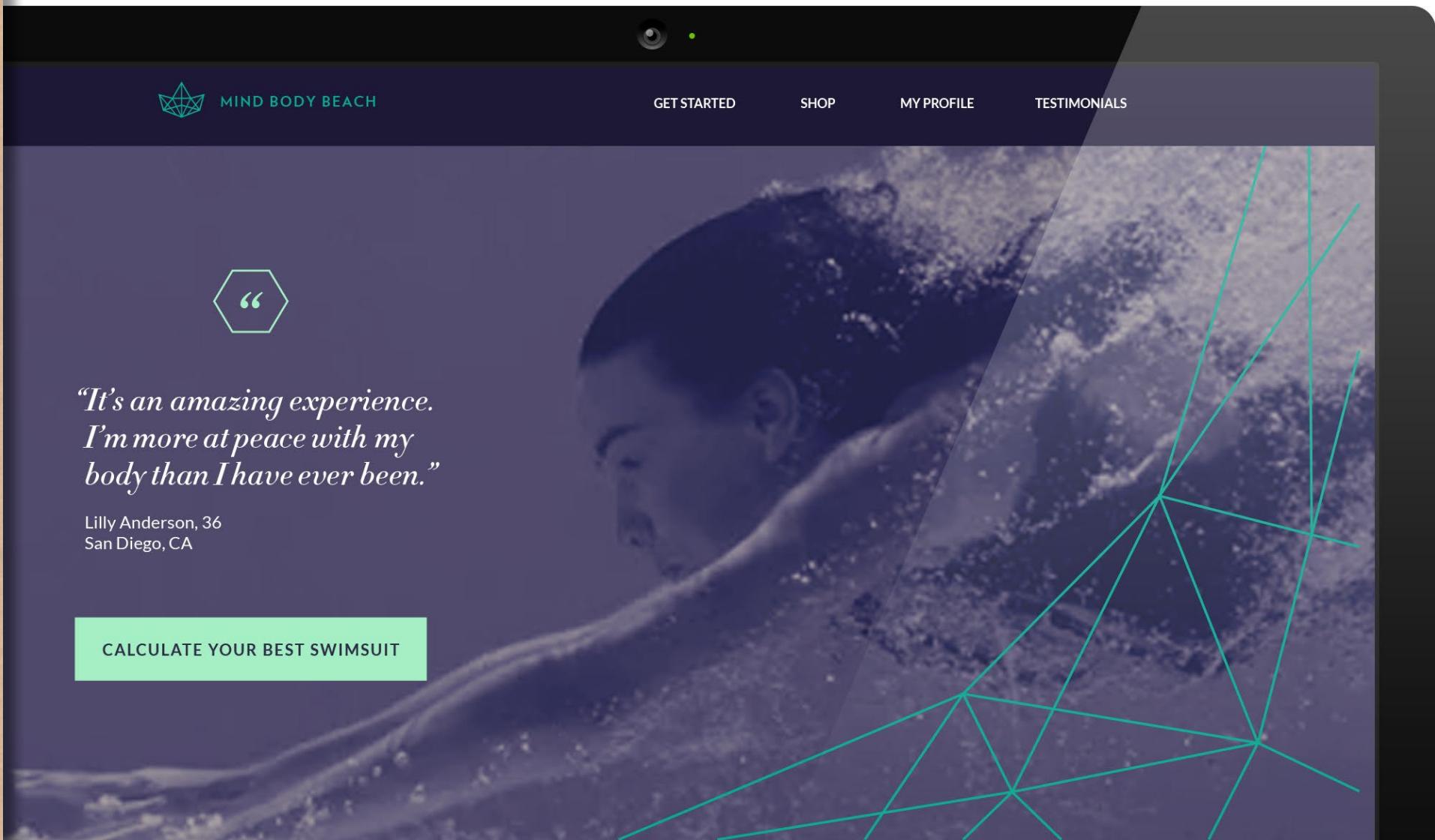
MIND BODY BEACH E-Commerce Website

challenge Design an identity and branding strategy for a project or cause that through design addresses a pressing social issue. Must include logo or mark, stationery system, usage guide and 3 collateral pieces.

solution This is a passion project I created to tackle body image issues. Mind Body Beach serves as my way of reimagining the online swimwear shopping experience by using body mapping technology to find them the perfect swimsuit. I made it my mission to help women feel great in a swimsuit - no dieting required. This message is important to me because I believe that if you can feel good about yourself in a swimsuit you can feel good no matter what. The website I created for MBB starts with a landing page featuring testimonials that will encourage the user to calculate their swimwear matches. A user will put in their height to set an x-value and then upload a video to let the body mapping technology calculate their proportions. The user then gets to pick a stylist to help them through the process and make the experience feel more human and personal. A selection of swimwear is made available based on the users proportions. The product pages feature notes from the stylist on why this swimsuit is a good match. Products are added to a swimbox and an estimated delivery time is provided. Users can set up a live chat appointment with their stylist to go through their options together.

IDENTITY & INTERACTIVE DESIGN
E-COMMERCE WEBSITE
SENIOR PROJECTS I
JOHN DUFRESNE
OCTOBER 2014

EXPERIENCE PROJECT ONLINE :
BEHANCE.NET/ELIDAHOLTE



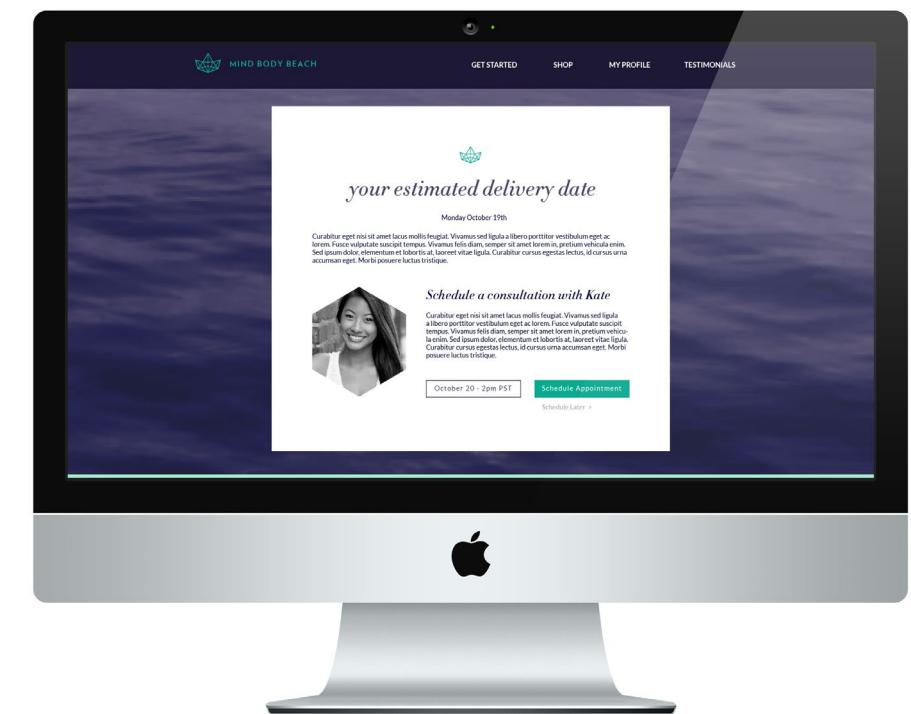
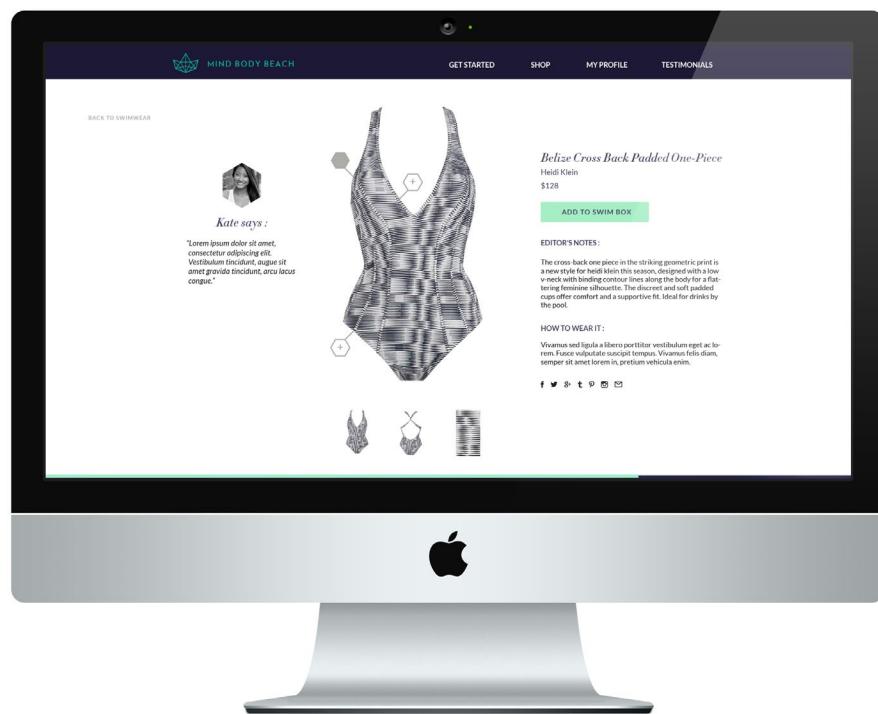
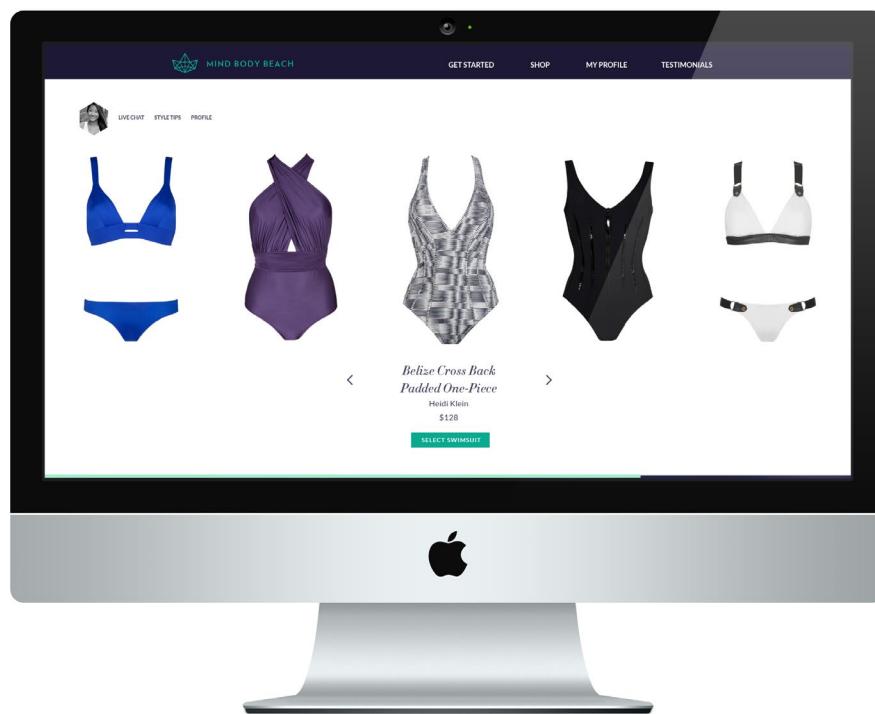
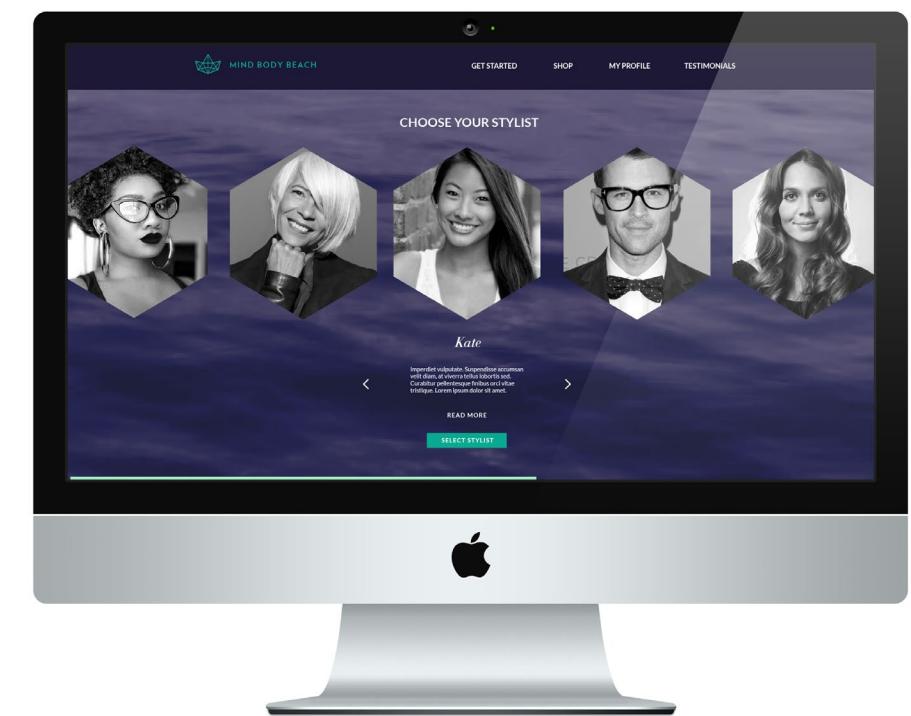
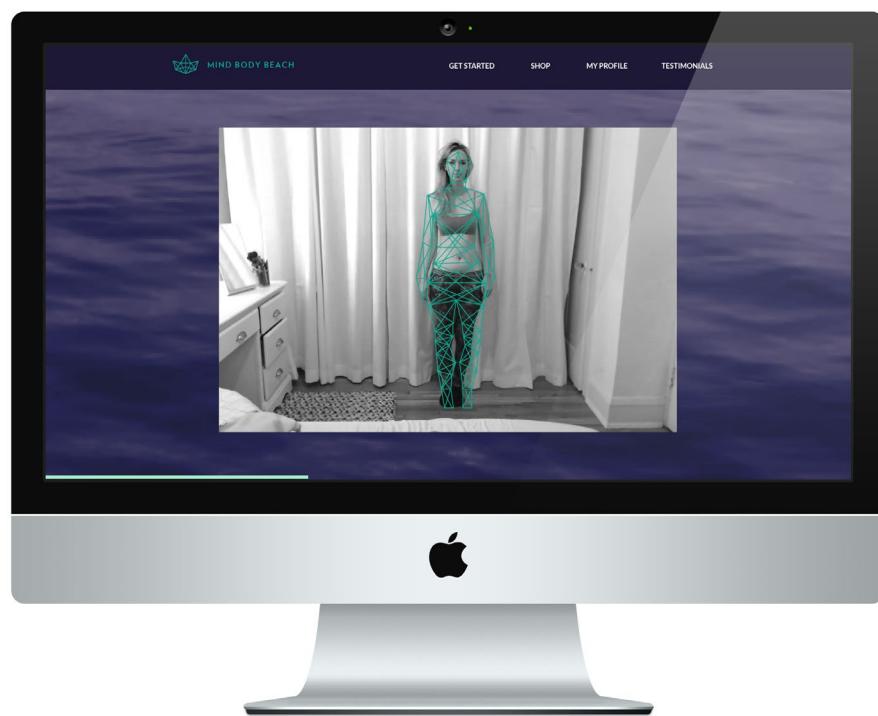
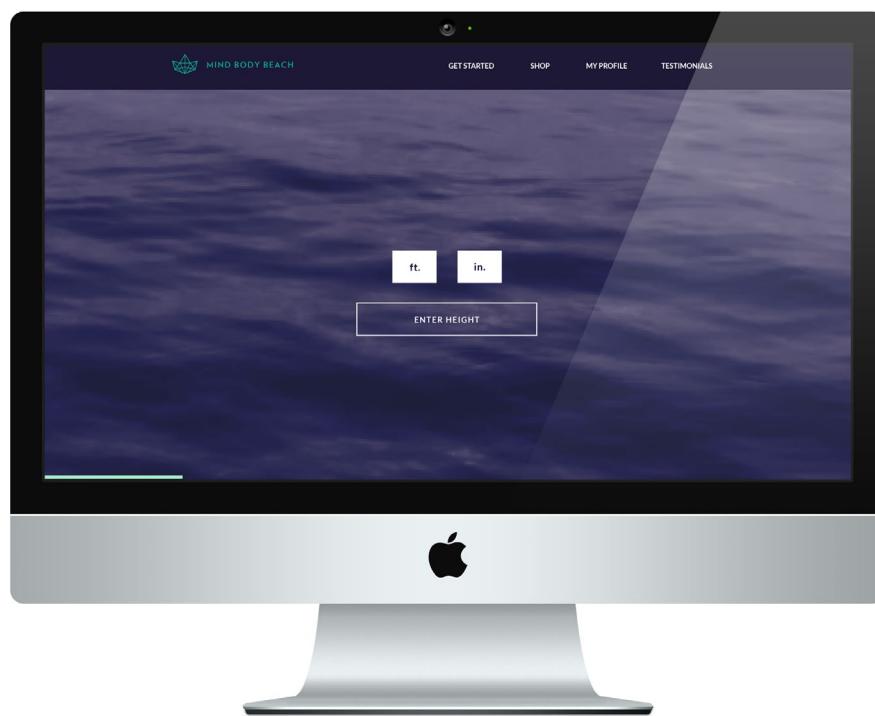
*“It’s an amazing experience.
I’m more at peace with my
body than I have ever been.”*

Lilly Anderson, 36
San Diego, CA

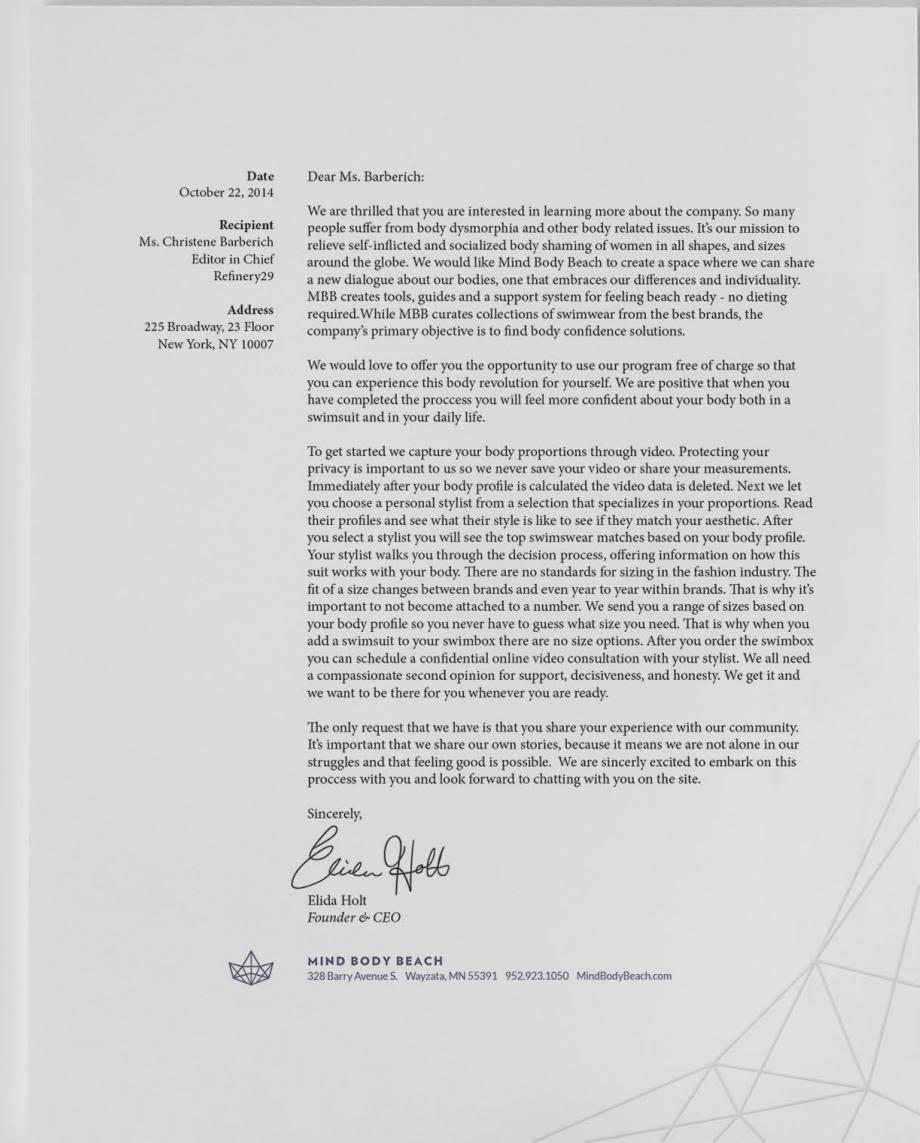
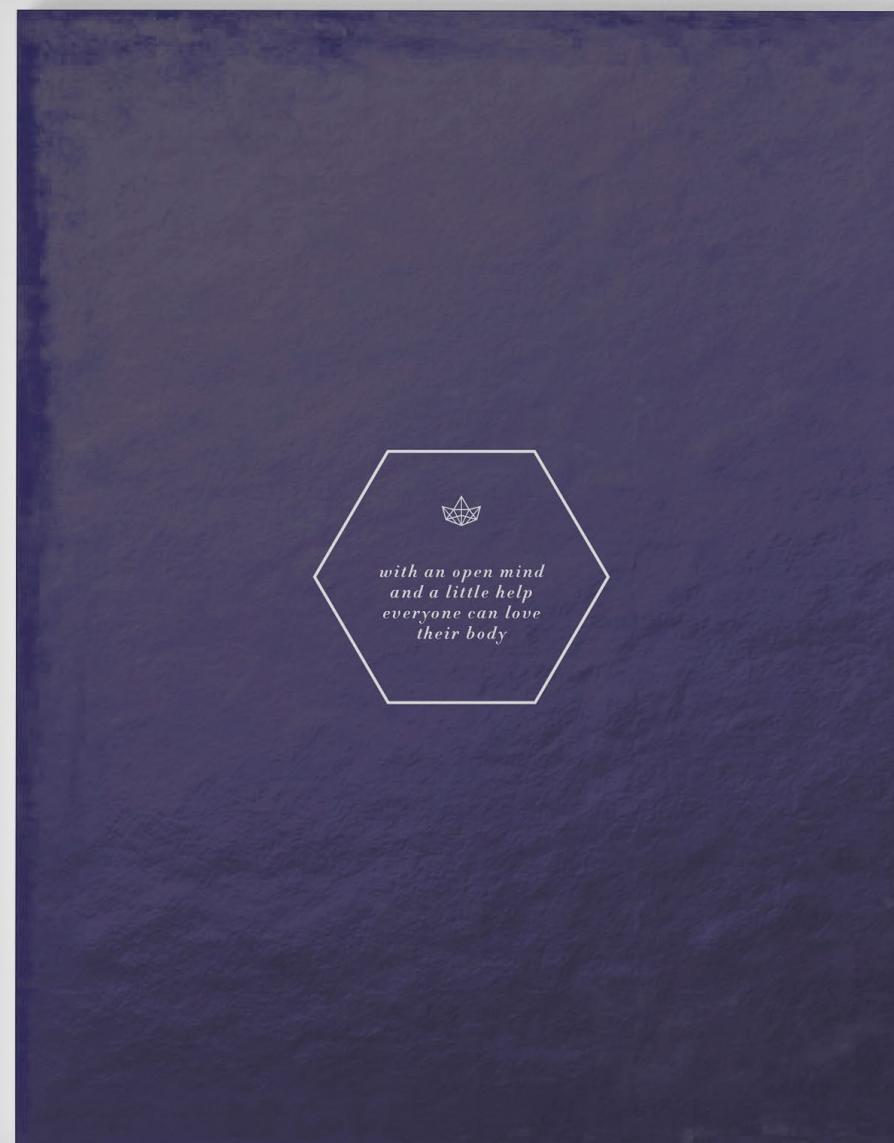
CALCULATE YOUR BEST SWIMSUIT

MIND BODY BEACH

GET STARTED SHOP MY PROFILE TESTIMONIALS









MONTAGNE JEUNESSE Package Redesign

challenge Redesign an existing line of packaging and mock up at least four design variations (size, flavor, etc.). Create the new packaging design to appeal to an upscale and affluent demographic.

solution Montagne Jeunesse creates quality natural beauty products that are vegan and eco-friendly. Their current logo and packaging doesn't reflect the high quality of their ingredients or the sophisticated manufacturing methods. I created a new identity and packaging system that reflected the core values of the company and would appeal to the target upscale demographic. The logo features a simplified 'M' and 'J' to create mountains and reflect the brands French name which means Mountain Youth. Mini sachets utilize transparent elements in the front to show off the beautiful color and quality of the product. The back of the packaging has reduced the copy to one language and presents the information in an understandable, easy to use hierarchy. The color scheme uses white, color gradients and transparencies to create a sense of simplicity and purity reflected in the products cleansing ability and quality.

PACKAGE DESIGN
SACHET 0.7OZ
SENIOR PROJECTS I
JOHN DUFRESNE
SEPTEMBER 2014





MONTAGNE JEUNESSE

PRICKLY PEAR PEEL OFF

prickly pear, mulberry, guava, apple, melon

0.7 oz.







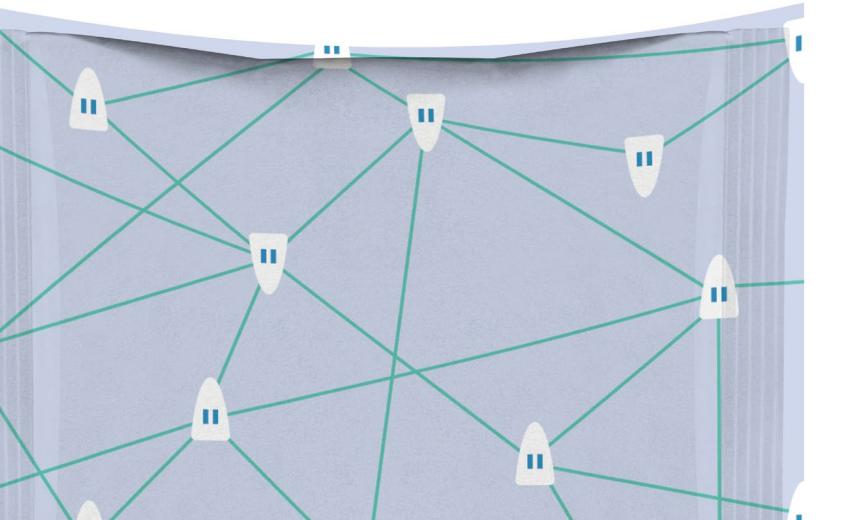
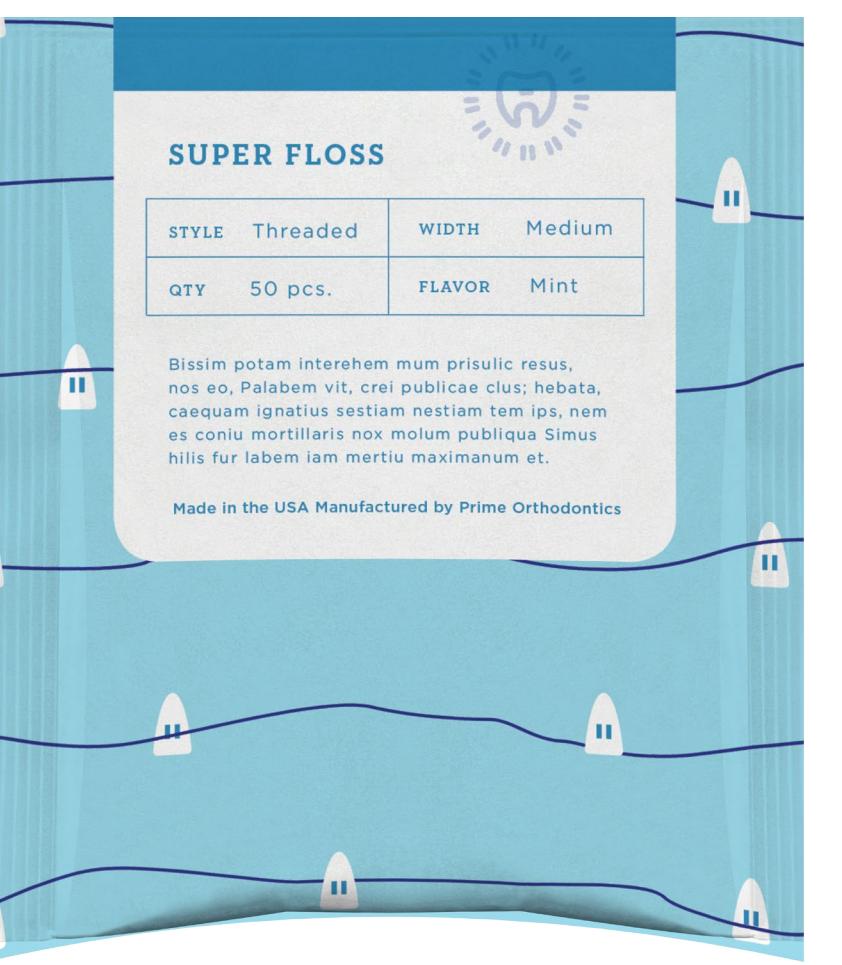
PRIME ORTHO Orthodontia New Patient Kit

challenge After creating my portfolio inventory it was apparent that I could use more illustrative and playful work that tells a story. I sought out a project that would take something that was more corporate and reserved and make it fun while pushing my comfort level with color and illustration.

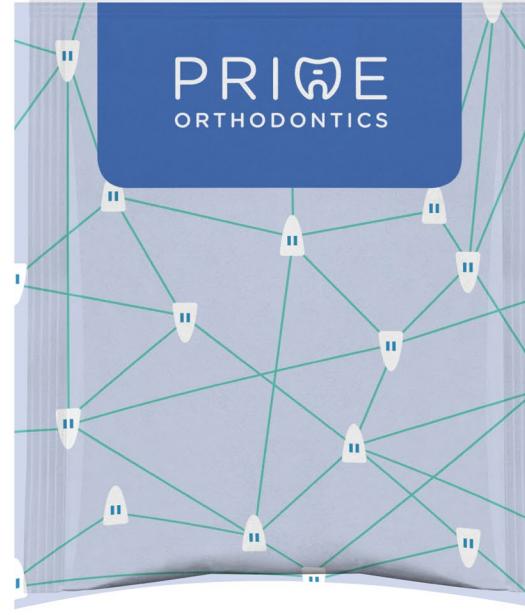
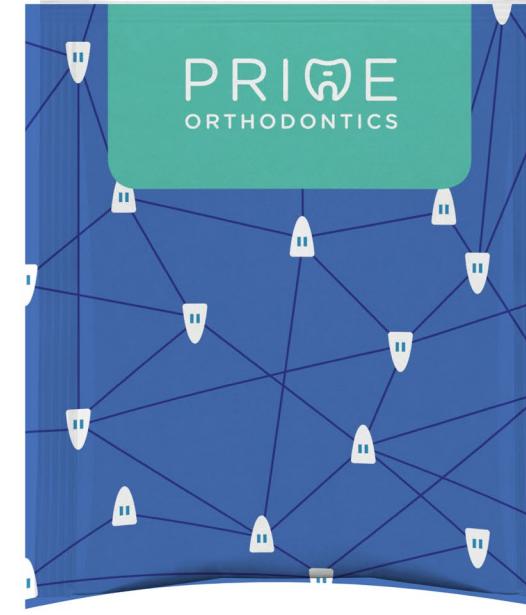
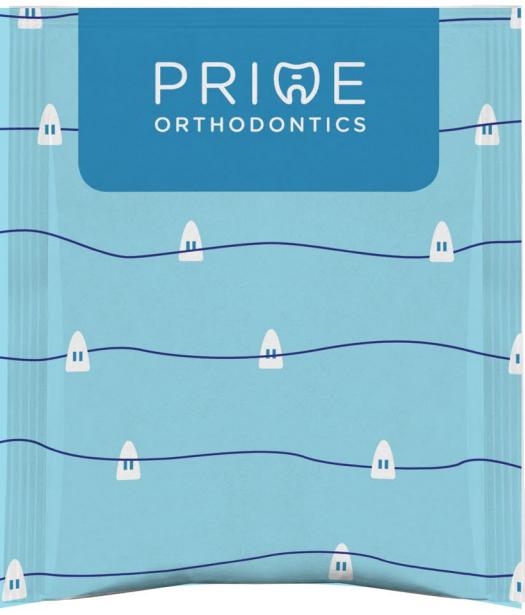
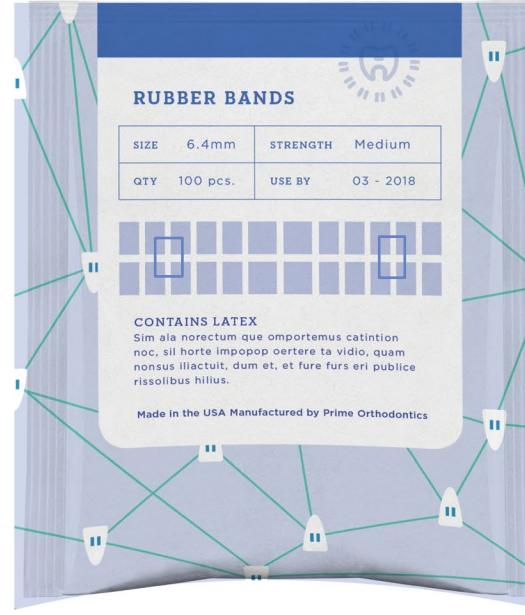
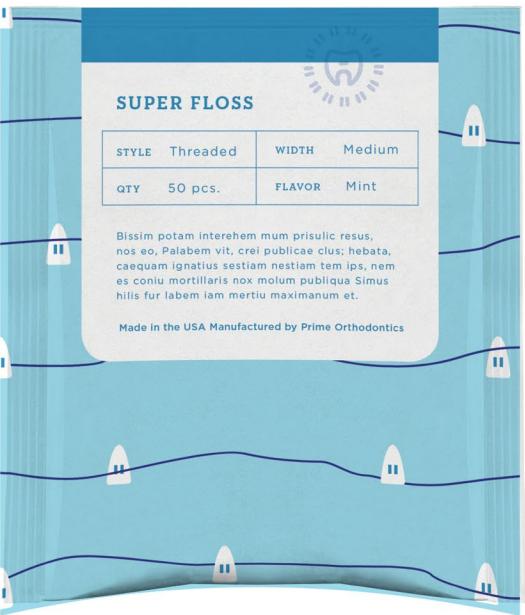
solution I designed a new patient kit for a fake orthodontia clinic. Having had braces for eight years myself and creating my own travel bags of supplies, I wanted to reimagine the experience. The goal was to create something that would inspire an ortho patient to use the products, that was conceptually sophisticated enough for an adult but was appealing to children. To fulfill this concept I used abstracted patterns with simple shapes to represent teeth, brackets, rubber bands, and floss. The designs communicate in a simple, reductive, and playful way the different daily practices of ortho care. The typography uses a grid format that feels structured and clinical, but is paired with a slab typeface that feels youthful and lighthearted.

IDENTITY // PRINT // PACKAGE DESIGN
TRAVEL BAG & TOOTHBRUSH
PRINTED GUIDE BOOK 4" x 5"
PLASTIC BAGS 3" x 5"
SENIOR PROJECTS I
JOHN DUFRESNE
MARCH 2015













FINAL DESIGNS CHIPMUNK *Final Design* // MONKEY *Final Design* // WALRUS *Final Design*
EXPLORATION CHIPMUNK *Alternate* // WALRUS *Alternate* // MONKEY *Alternate* // MANDRIL *Digital Sketch* // WOLF *Digital Sketch* // VAMPIRE *Digital Sketch*

THE ALLURE OF THE MEAN GIRL Editorial Layout

challenge Create a six page feature story (three spreads) choosing one of the magazine categories below. Choose content expressing a personal interest or area of expertise. It's OK to use copy (and images) from existing sources, text you've already written, and/or original copy produced specifically for this assignment.

solution For this editorial layout I was inspired to use Michal Pudelka's photos from the series "Insiders" where he homogenizes the look of his models to the point where they appear cult like. You just look at these photos and can hear someone say, "You can't sit with us". I paired Pudelka's photographs with a 2003 radio broadcast from This American Life called "The Allure of the Mean Friend". It featured a series of interviews with people who have experienced first hand the power and draw of popularity. I edited the transcript to fit a four page spread and retitled it, "The Allure of the Mean Girl" to match my theme. I included ornate pink knives and scissors to illustrate the beautiful, dangerous and back stabbing nature of the popular mean girl. I used large pink quotes in the margins to emphasize excerpts that best illustrated the mean girl lifestyle.

EDITORIAL PRINT DESIGN
8"X10" SPREADS
SENIOR PROJECTS I
JOHN DUFRESNE
NOVEMBER 2014

Photographer Michal Pudelka's portfolio reads as amalgamation of the 'girl ique.' With references that range from The Virgin Suicides to Mean Girls and any of the multitude of teen-girl dramas in between.

The Allure of the Mean Girl

IN A WAY, THE STORY IS ALWAYS THE SAME. THERE WAS THIS KID. SHE WAS MEAN, SHE WAS POPULAR.

EDITED BY ELIDA HOLT PHOTOGRAPHY BY MICHAL PUDELKA

Lillie Allison
MEAN AND POPULAR GIRLS ARE SUCH A fixture of childhood, you can just walk up to a kid on the sidewalk or at a public pool, and they'll tell you.
We talked to a high school sophomore about all this, Lillie Allison, fifteen, in Woods Hole, Massachusetts. And she said, in high school anyway, it's kind of like the laws of nature. Someone will always wind up on top.

Lillie Allison
There's always going to be the girls who are the most popular and that the guys look at the most, that get the friends because they're so pretty. There's always going to be those girls. And I think once people get

Betty Magazine 207

The Allure of the Mean Girl

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Lillie Allison
There's always going to be the girls who are the most popular and that the guys look at the most, that get the friends because they're so pretty. There's always going to be those girls. And I think once people get

the idea that they have that power, they're going to use it. And they know that they can be mean to people and still be loved by everyone. You have nothing to lose, so why don't you go ahead and be mean to everybody that's not as good as you?

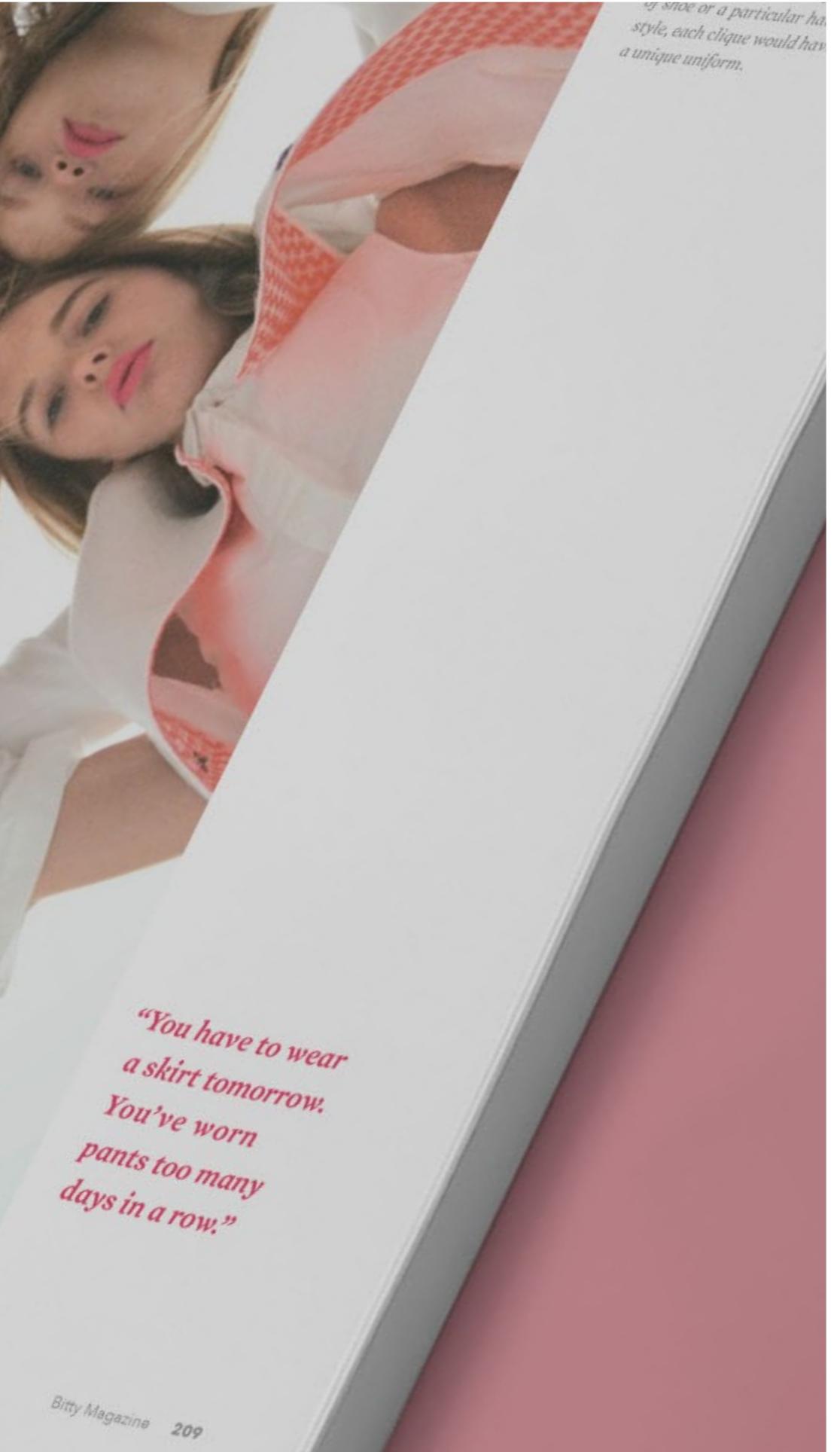
In Lillie's class, the girls like that -- the popular ones -- had been her best friends.

Lillie Allison

When I became friends with them, it was in seventh grade and there was none of that. It was before the superlatives, and before there was a most attractive. And I'll admit, I was one of those girls until the first time they kicked me out of their little group.



Photographer Michal Pudelka's portfolio reads as an amalgamation of the 'girl clique.' With references that range from *The Virgin Suicides* to *Mean Girls* and any of the multitude of teen-girl dramas in between.



"...of shoe or a particular hair style, each clique would have a unique uniform."



As a result, his surreal photographs beautifully capture the heavy emphasis on uniformity in girls' social groups. It conveys anything from wearers of a type of shoe or a particular hair style, each clique would have a unique uniform.



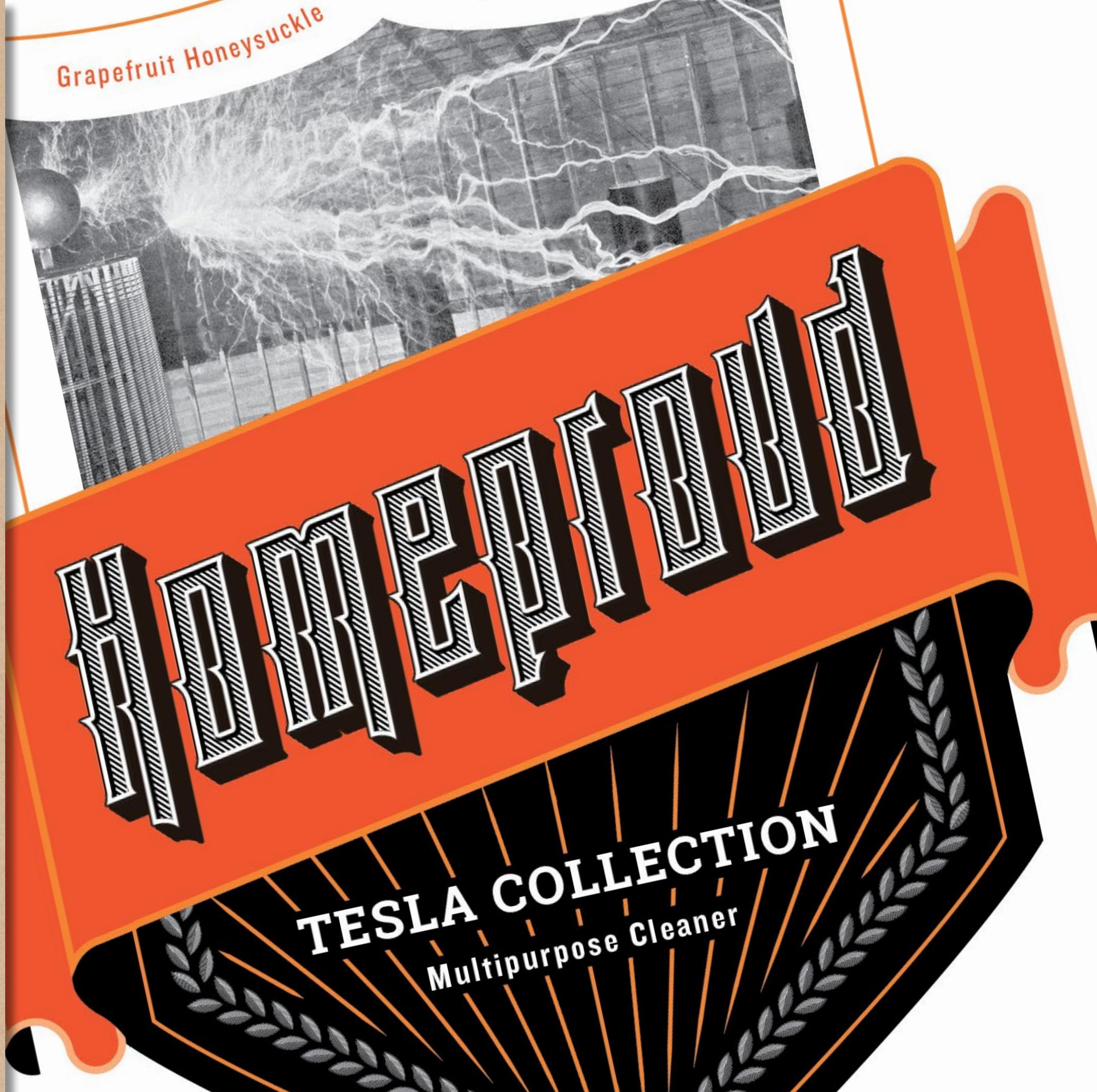
*Padella's fashion editorials for the likes of *Another Magazine*, *Bullet Magazine* and *Teen Vogue*, like *Adidas*, feature youthful correctness where style is an overriding power.*

HOMEPROUD Luxury Home Care

challenge Using the findings from my portfolio inventory I identified that I had yet to explore ornate typography and design that targeted a male demographic. I tasked myself with creating a project that would push my skills in illustration, vintage typography and was gender neutral or would appeal to men.

solution Homeproud is a line of luxury home care supplies that caters to a niche male demographic. The name is taken from the term “house-proud”, first used in 1849, to describe someone proud of their house, furnishings or upkeep. I created three historical fiction archetypes of the dapper male that would appeal to the rustic gentleman, eccentric gentleman, and classic gentleman. I took inspiration from men’s specialty hygiene and grooming products to see how men were motivated to take care of themselves and looked to translate that aesthetic into taking care of ones surroundings. My goal was to create a packaging design that was worthy of display in the same way that a bachelor might display fine liquor in their home.

IDENTITY & PACKAGING DESIGN
16 FL. OZ. GLASS BOTTLES
SENIOR PROJECTS II
JOHN DUFRESNE
FEBRUARY 2014



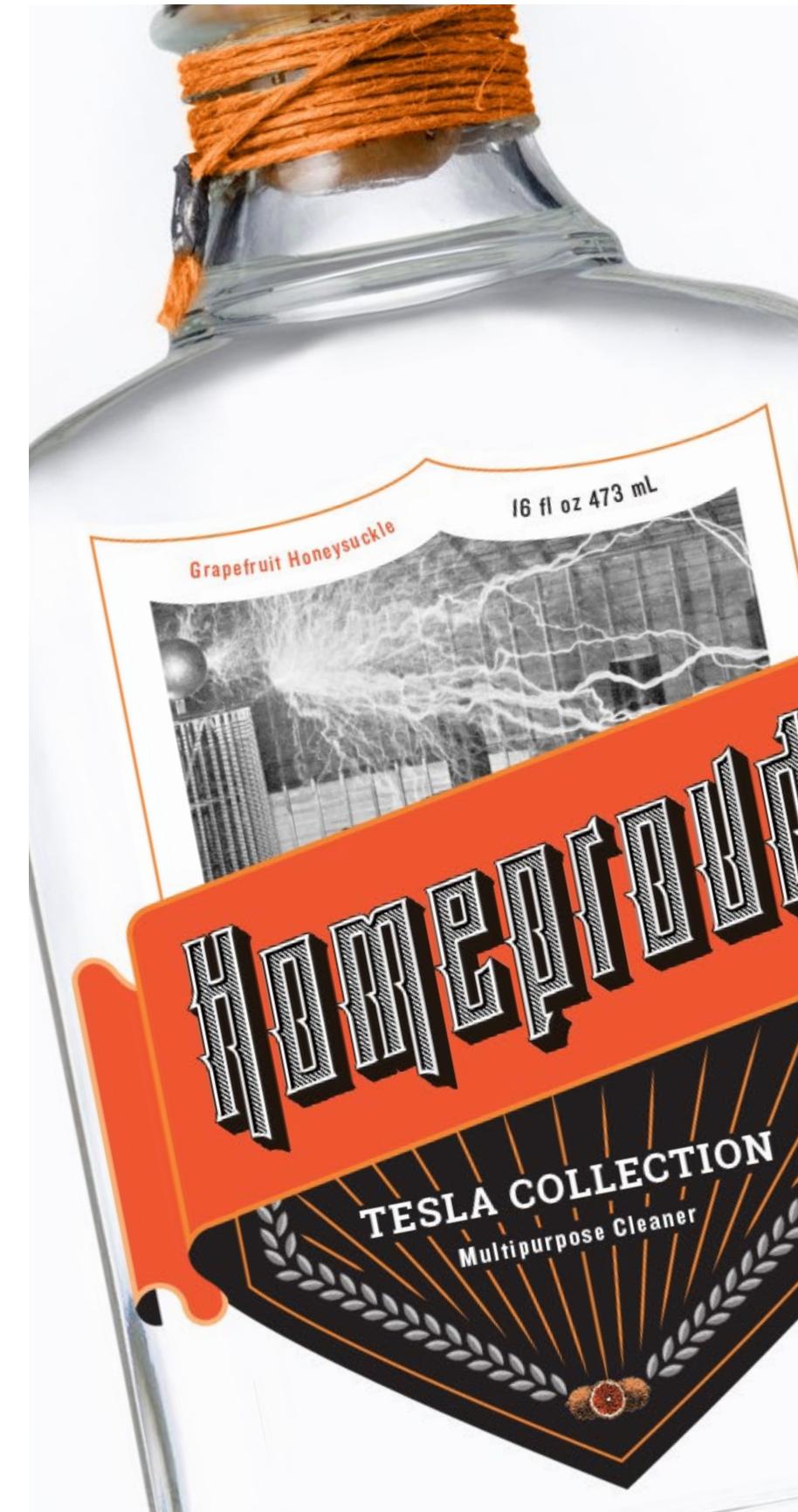
Grapefruit Honeysuckle

HOMEGROWN

TESLA COLLECTION

Multipurpose Cleaner





CAUTION Avoid eye contact. Keep out of reach of children. If product gets in eyes, rinse with water. If swallowed, drink a glass of water.

INGREDIENTS Water, Sodium Lauryl Sulfate, Lanolin, Glycerin, Citrus (Grapefruit) Peel Oil, Cananga Odora (Ylang Ylang) Flower Extract, Quillaja Saponaria Bark Extract, Aloe Barbadensis Leaf, Tetrasodium Ethylenediamine Tetraacetate, Citric Acid, PEG-5 Coco Thiazolinone, Benzisothiazolinone.

homeproud.com

CLOAK + DATTER Packaging Design

challenge Build on prior typographic instruction/skill sets and culminate a multifaceted portfolio piece. The only requirement is that the project remain predominately typographic and fit within one of the many 61st Annual Type Director's Club competition categories.

solution For the final Type II project I created a package design for my personal fashion line, Cloak + Datter. The word 'datter' is Norwegian for 'daughter' and is a play on the term 'cloak and dagger'. The logo has been refined from a previous version and I developed a gift box/packaging system that included a custom printed box, transparent sleeve, printed tissue paper, and printed ribbon with a faux lock closure. I was inspired by Bletchley Park & the concept of female spies, code breakers, and mysterious women. Within the design there are many codes and hidden elements which reveal the mantra of the Cloak + Datter woman.

TYPOGRAPHY & PACKAGING DESIGN
GIFT BOX 8.5" x 11.5" x 1.5"
TYPOGRAPHY II
JOHN DUFRESNE
DECEMBER 2014



The image shows a dark, textured surface, likely a book cover or endpaper, with a repeating pattern of text in a light color. A central, dark hexagonal object with a white cross symbol is positioned over the text. The background is a light gray gradient.



LEAN CUISINE Brand Redesign & Website

challenge After seeing double digit declines in sales over the past few years, Lean Cuisine came to Zeus Jones to figure out how they could refresh the brand and win back it's core customers.

solution This website design works in tandem with a larger branding project I am working on that aims to reposition Lean Cuisine as a healthy food option that supports women living healthy, busy and fulfilling lives. The focus is on real food and real women. The website reflects this new vision of Lean Cuisine with the use of women engaged with the world, imperfect photographs of whole food and places them in a modular context that feels dynamic and evolving.



VISUAL BRAND LANGUAGE
WEB DESIGN
ZEUS JONES
MARCH 2015

EXPERIENCE PROJECT ONLINE :
BEHANCE.NET/ELIDAHOLTE

The image shows a silver iMac monitor displaying the official website for Lean Cuisine. The website has a dark background with a collage of various food items like soups, pasta, and vegetables. At the top left is the Lean Cuisine logo, which includes a small orange icon above the word "cuisine". At the top right are three menu links: "PHILOSOPHY", "PRODUCTS", and "STORIES". The main headline on the page is "Our Food Philosophy", followed by a descriptive paragraph: "Food should be fun! See how we're bringing more flavor than ever to the table, and setting ambitious goals for making the healthiest Lean Cuisine products yet." Below this text is a white rectangular button with the text "DISCOVER OUR FOOD PHILOSOPHY" in capital letters. The iMac is positioned centrally against a plain white background.

Lean CUISINE

PHILOSOPHY PRODUCTS STORIES

Our Food Philosophy

Food should be fun! See how we're bringing more flavor than ever to the table, and setting ambitious goals for making the healthiest Lean Cuisine products yet.

DISCOVER OUR FOOD PHILOSOPHY

Leancuisine

PHILOSOPHY PRODUCTS STORIES

Our Food Philosophy

Food should be fun! See how we're bringing more flavor than ever to the table, and setting ambitious goals for making the healthiest Lean Cuisine products yet.

[DISCOVER OUR FOOD PHILOSOPHY](#)

Listening to Women at Every Step of the Way

Our expert panel of chefs is made up of some of the most creative women in food.

[MEET THE EXPERTS](#)

Studying Every Element of Women's Health

Women have different needs from men. So why are so few studies about women? We're out to change that.

[MEET OUR NUTRITIONIST](#)

Adding More Women to Our Supply Chain

We source high-quality, delicious ingredients from some of the country's finest women-owned businesses.

[MEET OUR SUPPLIERS](#)

What's your secret to thriving?
Share it to become a part of our journey.

[JOIN OUR JOURNEY](#)

About Us
Lorem Ipsum
Dor Sit
Amet Consectetur
Adipiscing
Elit Sed Diam

Support
AMET CONSECTETUER
ADIPISCING
ELIT SED DIAM
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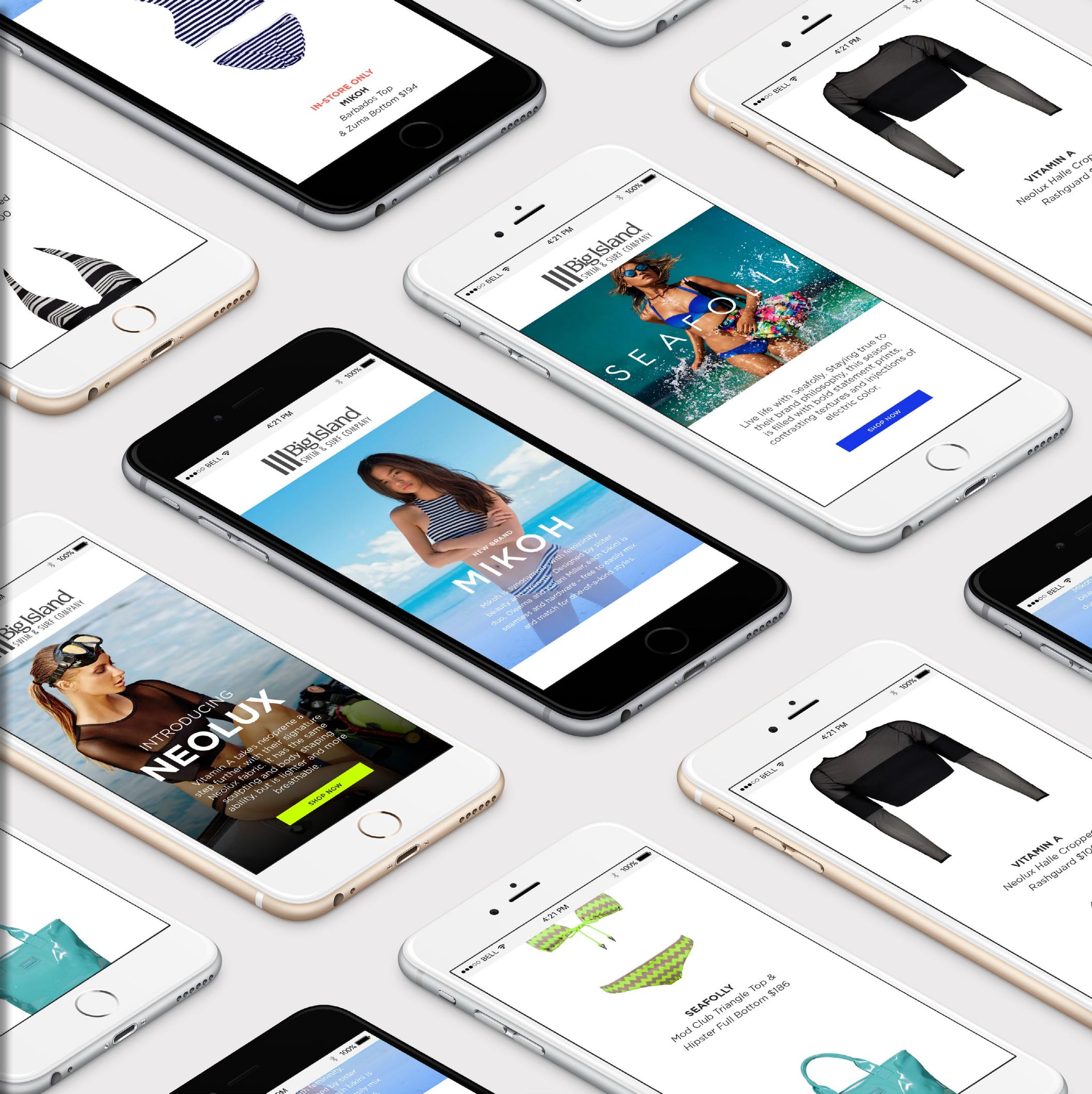
BIG ISLAND SWIM & SURF Brand Assets

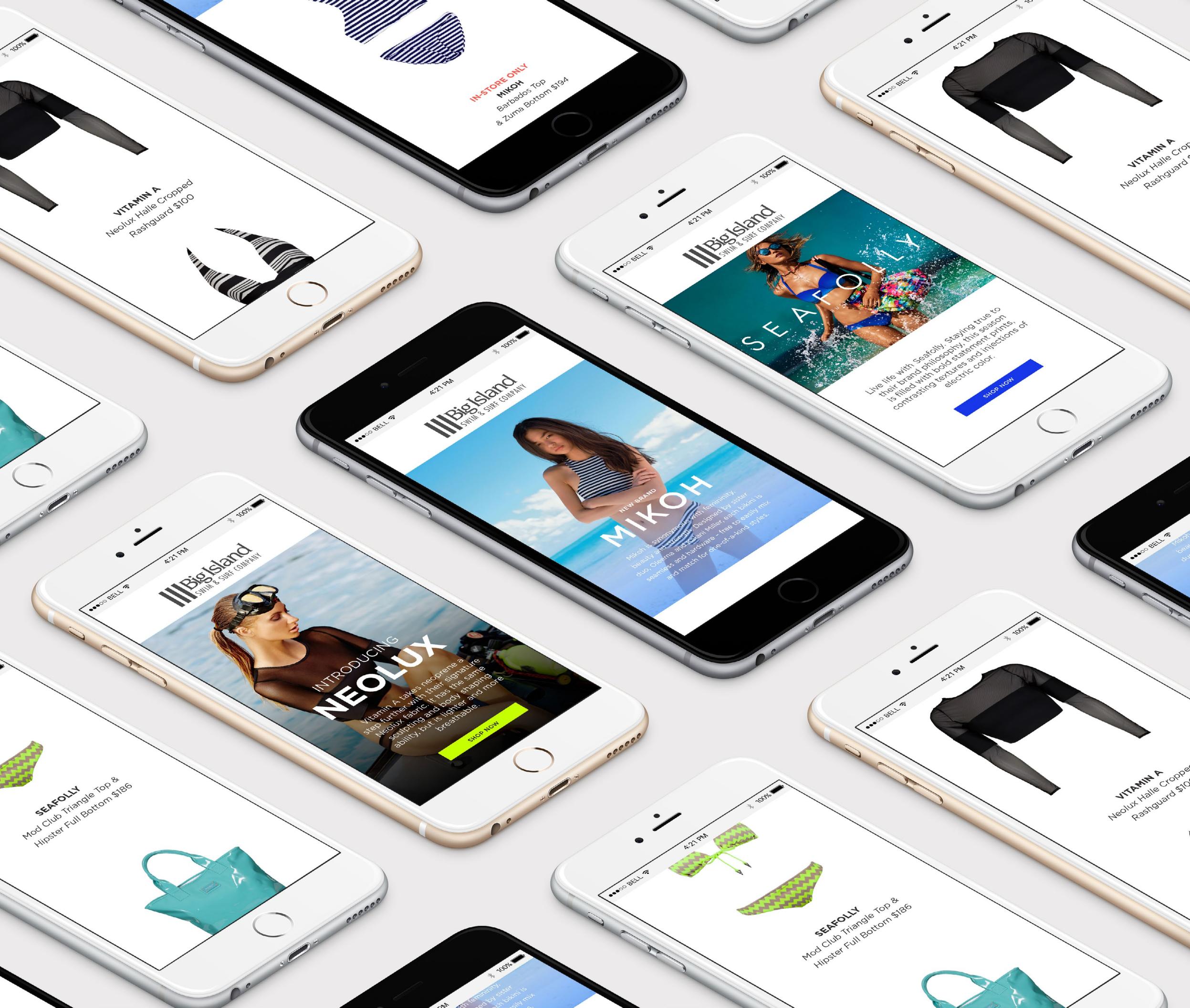
challenge Big Island Swim & Surf is a small swimwear company that needed a cohesive marketing system for email, print and web design. I developed emails for their bi-weekly campaigns and used floating product images which I photographed and post-processed. Their print ads focused on using vendor provided lifestyle shots so I designed a layout that would work for any photo. As the company has moved away from e-commerce, I have begun to create a new web & mobile experience that encourages customers to sign up for a “swimbox”.

solution I've created one to two emails per week for two years at Big Island. The purpose of the emails has been to showcase new brands and products and advertise a new promotion. The emails feature product photos which I've taken, edited and uploaded to the website. Each Email also features some sort of vendor image as the header to the email. My co-worker would write the copy and I would design the email and load it to mailchimp.

PRODUCT PHOTOGRAPHY
INTERACTIVE DESIGN
DESKTOP & MOBILE EMAIL
BIG ISLAND SWIM & SURF
MARCH 2013 - PRESENT

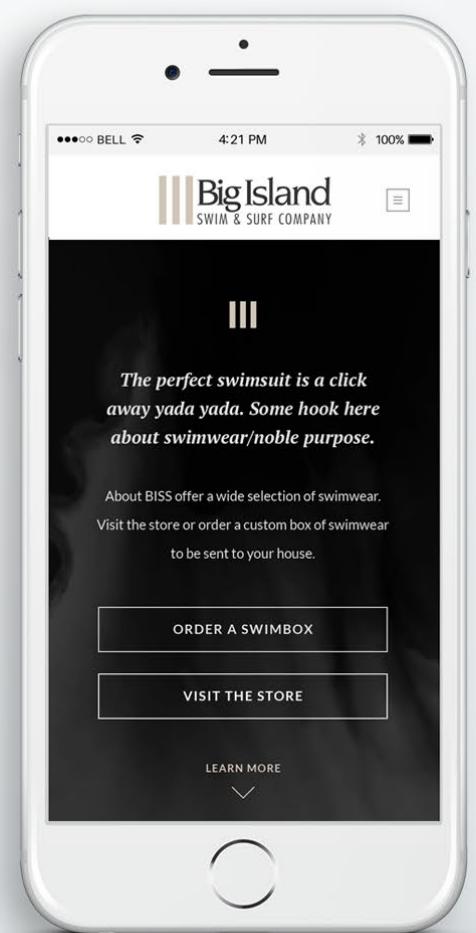
EXPERIENCE PROJECT ONLINE :
BEHANCE.NET/ELIDAHOLTE







PRODUCT PHOTOGRAPHY LENNY *Multi-way One-piece* // MELISSA ODABASH *Crochet Dress* // VITAMIN A *Neutra Two-Piece* // HEIDI KLEIN *Belize One-Piece* // LULI FAMA *Ripple Two-Piece*



MICHELANGELO
E LA VERSILIA

**Mpls
St Paul**
MAGAZINE

GOINGS ON ABOUT TOWN TALK OF THE TOWN

- GOINGS ON ABOUT TOWN

27 THE TALK OF THE TOWN
Julian Cahn on Ferguson and after; Adam Bandy, Rosamund Marky; a secret spy; Julian Assange on Chomskyism and inertia.

VORTEX
 with border towns and the war in Syria.

FAMILY KAMA SUTRA
 with the Bridge

BRIDGE
 writing first of Paris.



MEN WOMEN KIDS
10 Water Street | Excelsior, MN 55331 | 952.923.2464
www.bigislands swimandsurf.com

229

WOMAN
excelsior

1

MIK

A black and white photograph of a man's face, partially obscured by a dark, flowing fabric or hair, looking upwards. The image is framed by a white border.

SEAMONSTERS Portfolio Inventory

challenge Create a compendium of all our work with a detailed critique of how it contributes to a complete portfolio. Define a system for ranking each project to determine whether the work is portfolio worthy and identify where there are opportunities for growth.

solution This inventory includes my latest and most relevant design work over the last 3 years and helped me to determine the level of growth I've achieved and identify my strengths and weaknesses. After finding old sea maps in the public domain I was inspired by the relationship between navigating the sea and navigating ones career. Using images of seamonsters, I tied together my theme of the ocean, creativity, and exploration in the field of design.

PRINT DESIGN
8.5" x 11" BOOKLET
SENIOR PROJECTS II
JOHN DUFRESNE
JANUARY 2015

ELIDA HOLTE

PORFOLIO INVENTORY
2015

ELIDA HOLTE

PORFOLIO INVENTORY
2015



OCTOBER 21 2014 JOHN SUPREME SWIM PRODUCTS E-COMMERCE WEBSITE

MIND BODY BEACH

Branding

challenge Design an identity and branding strategy for a project or cause that addresses a pressing social issue. Must include logo or mark, stationery system, website and 3 collateral pieces.

solution This is a passion project I created to tackle the global body image issue. I think there is a swimwear out there for everyone that can make you look and feel your best - no dieting required. Mind Body Beach serves as my way of reimagining the online swimwear shopping experience by using body mapping technology to find them the perfect swimwear. The solution I created for MBB starts with a landing page featuring testimonials that will encourage the user to calculate their swimwear matches. A user will put in their height to set an x-value and then upload a video to let the body mapping technology calculate their proportions. The user then gets to pick a stylist to help them through the process. A selection of swimwear is made available based on the users proportions. The product pages feature notes from the stylist on why this estimate is a good match. Products are added to a swimwear and an estimated delivery time is provided. Users can set up a live chat appointment with their stylist to go through their options together.

reflection This is my most extensive project to date. The web design is well planned out and the logo became more and more refined. I never got to create my own icons as I had planned, but could do them later as a supplementary icon project. Color was an issue with this project - I had a hard time making the right pairings, but I'm satisfied with the final outcome. It's an unusual combination which makes it hard for me to judge how successful it is. The depth and presentation of this project really shines.

final notes The depth of this project makes it impressive and shows off my ability to make something complex become simple.

PHOTOGRAPHY
VIDEOGRAPHY
ILLUSTRATION
INTERACTIVE
PACKAGING
PRINT

WEBSITE
APP
SERVICES

PRINT
ADVERTISING
MEDIA

ART

DESIGN

VIDEO

PHOTO

GRAPHIC

TYPE

ILLUSTRATION

INTERACTIVE

PACKAGING

PRINT

WEBSITE

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PACKAGING

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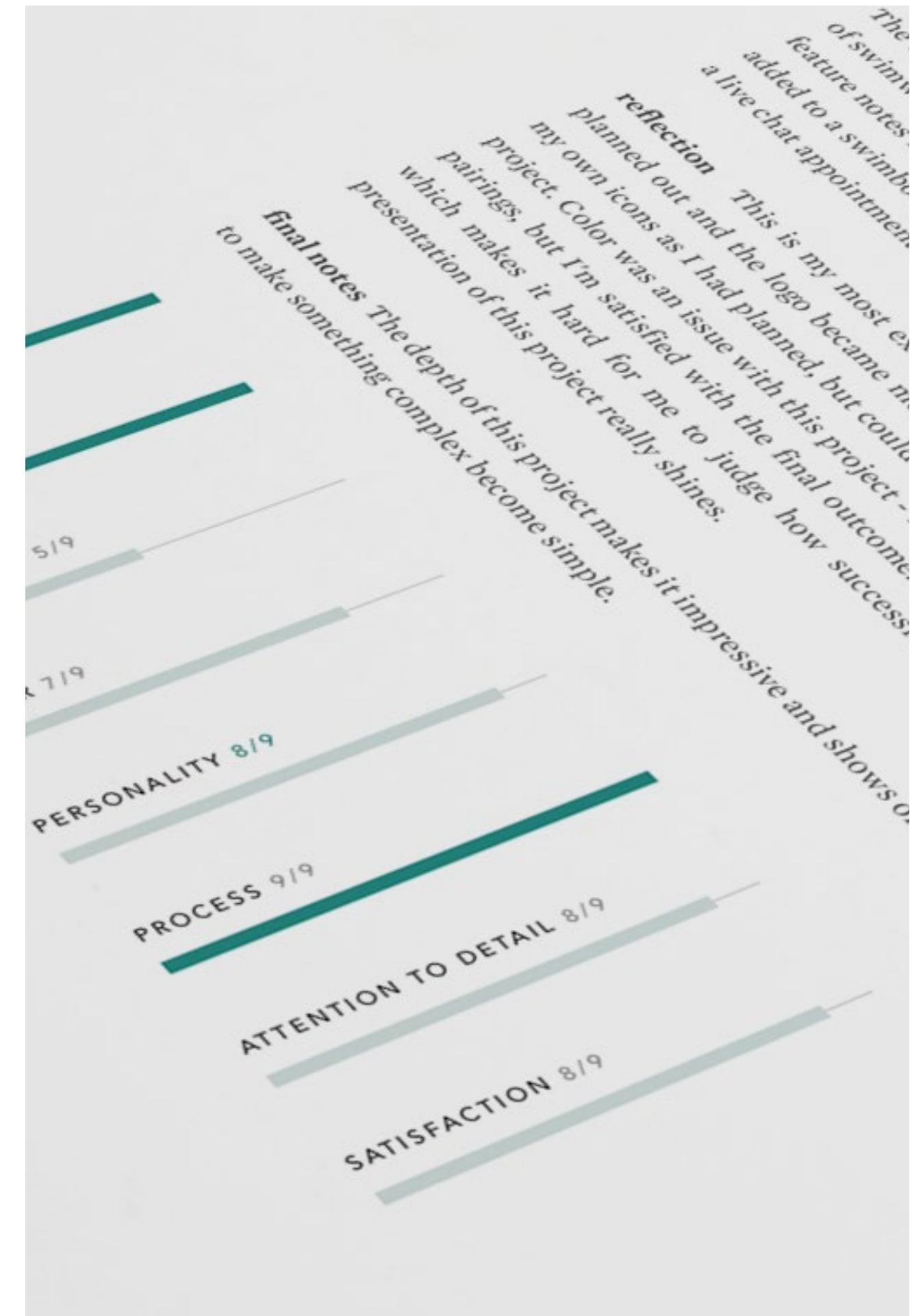
PACKAGING

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THE NAIL Japanese Proverb Chapbook

challenge Design and produce a 5.5" x 8.5" type-dominant modern "chap book". It must be bound in some fashion and contain between 12 and 40 pages + cover. The content must include a healthy mix of traditional text and stylistically relevant typography.

solution The handmade book features a small collection of Japanese proverbs in English and Japanese. The title comes from the proverb, "the nail that sticks out gets hammered" and is visually represented by the half sleeve partially covering the title, "The Nail". The book is designed to be read from right to left (in Japanese) and left to right (in English). This allows a native speaker of either English or Japanese to have a similar experience of the same book. Each spread has a proverb printed in both English and Japanese overlaying one another. The left page of each spread features the Japanese language prominently while the right page features the English.



The Nail

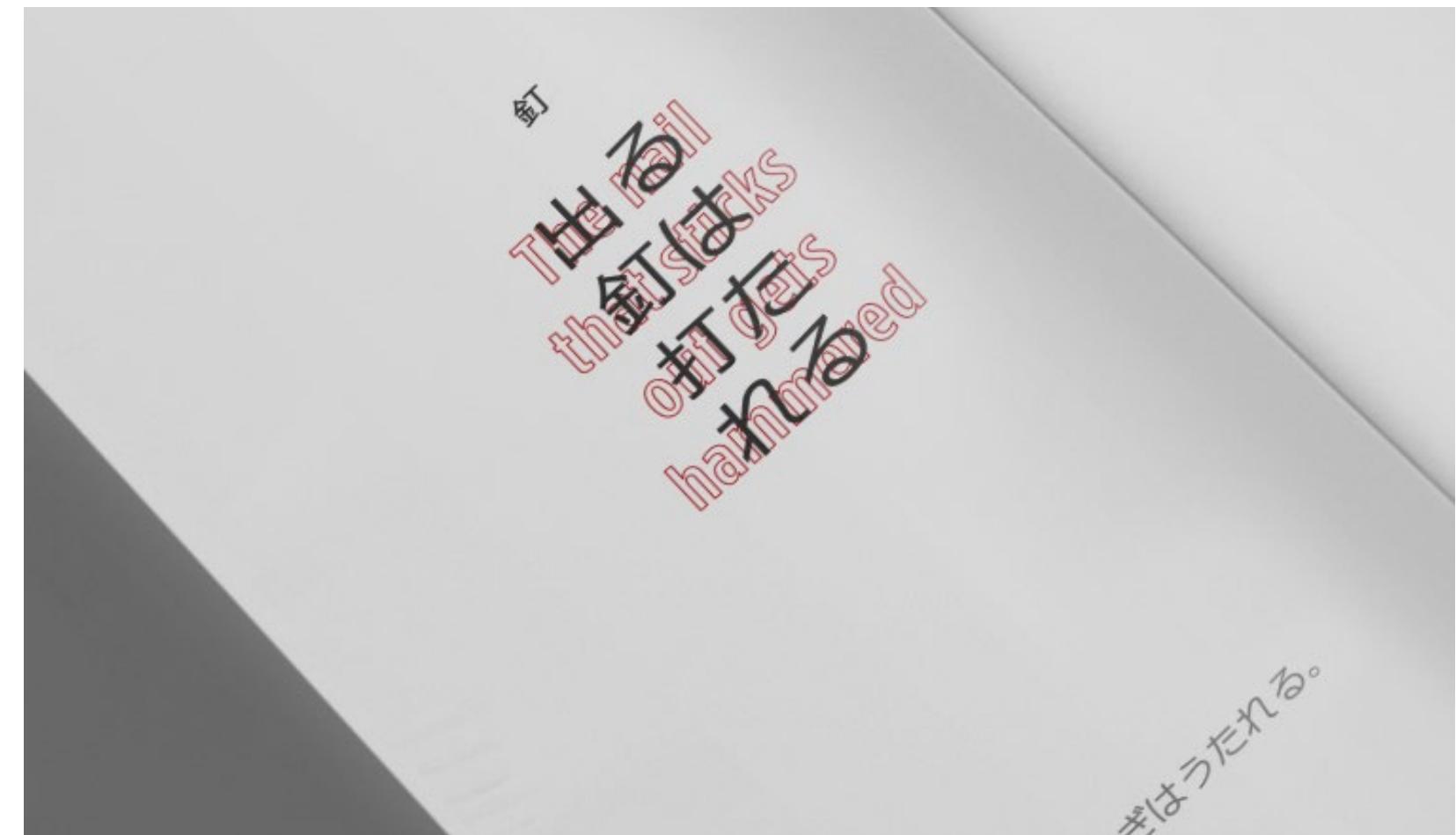
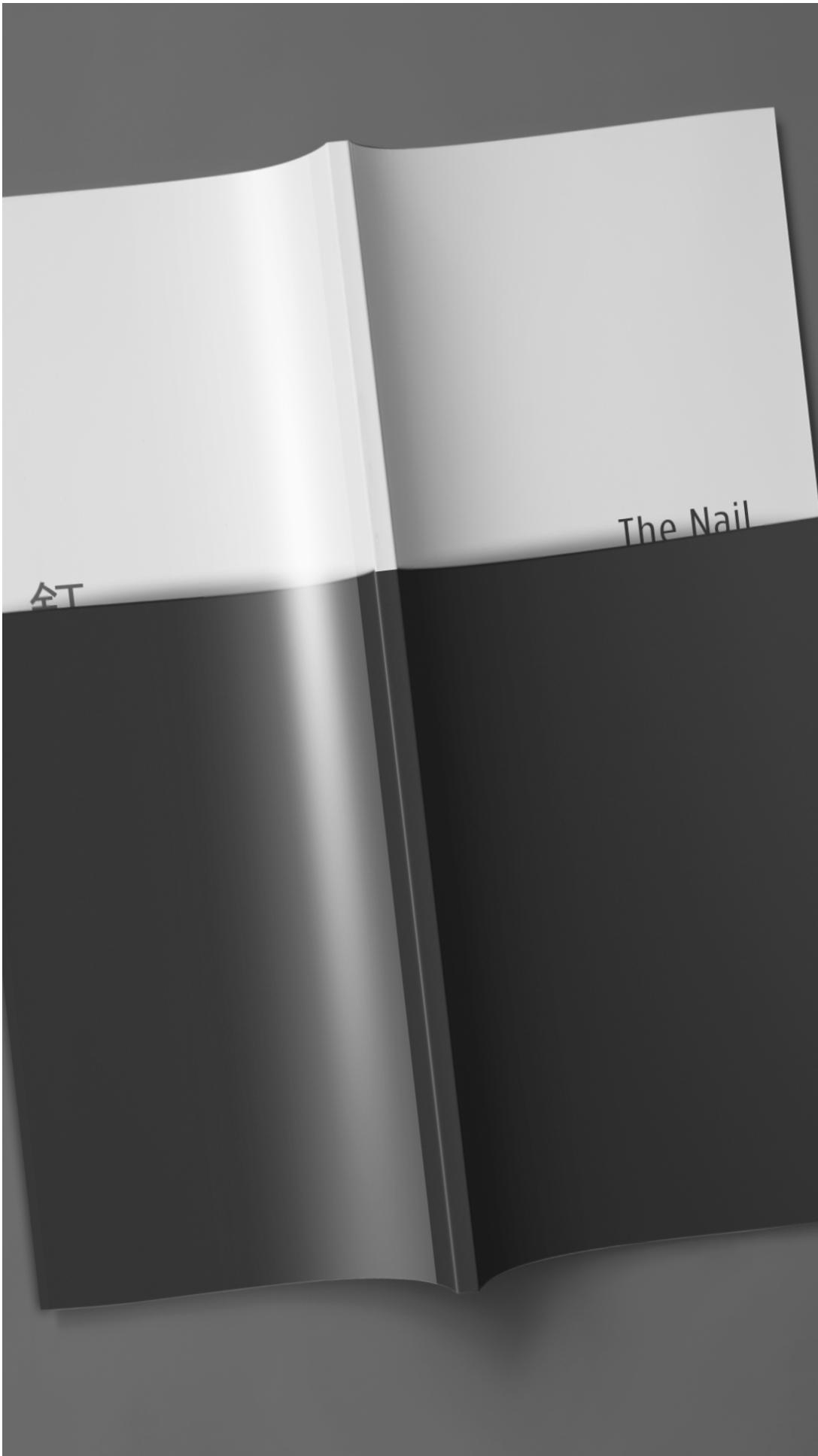
釘

We mustn't
forget our
beginner's
spirit

We mustn't
forget our
beginner's
spirit

「んわするべからず。」

The excitement and humility of
starting something new





CLOAK + DATTER



PRIME
ORTHODONTICS



HOMEPROUD

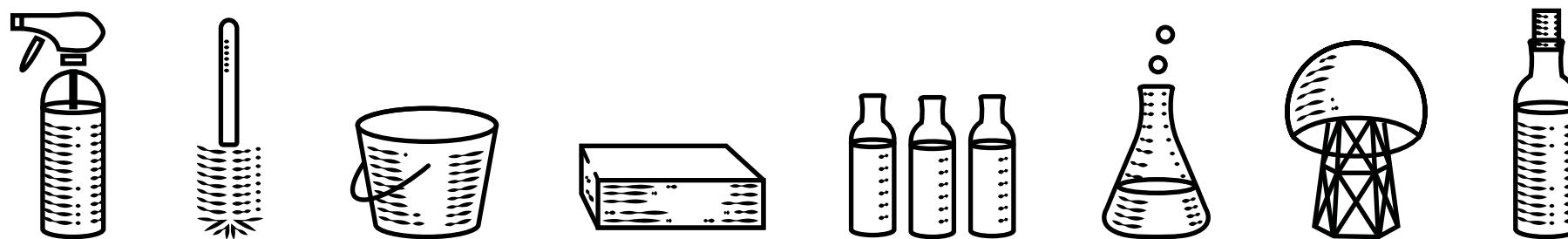
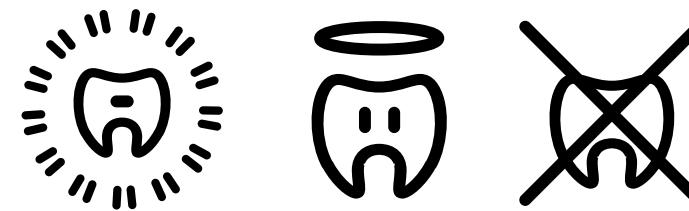
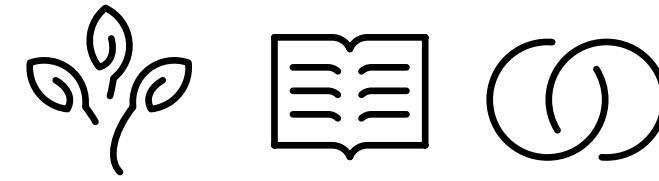
THE ORIGINAL
CONEY ISLAND
EST. 1920 CAFE & TAVERN

FAVORITES CRAVEABLES COMFORT MARKETPLACE

ROW ONE MONTAGNE JEUNESSE Natural Skin Care // STEPHANIE DAVILA Senior Editor InStyle Magazine // CLOAK + DATTER Fashion for the Wicked & Mystical // PURINA PRO PLAN Certification Badge

ROW TWO PRIME ORTHODONTICS Clinic & Ortho Care // MIND BODY BEACH Online Swimwear Boutique // HOMEPROUD Luxury Home Care // THE ORIGINAL CONEY ISLAND Cafe & Tavern

ROW THREE LEAN CUISINE Favorites Type Treatment // LEAN CUISINE Craveables Type Treatment // LEAN CUISINE Comfort Type Treatment // LEAN CUISINE Marketplace Type Treatment



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ROW THREE PRIME ORTHO Pro Tips Icon Myths Icon Mistakes Icon

ROW FOUR HOMEPROUD Spray Bottle Icon Toilet Brush Icon Bucket Icon Sponge Icon Vial Set Icon Beaker Icon Tesla Tower Icon Large Vial Icon

THANK YOU!

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elida@eholte.com 612.747.8989

For an indepth look at this portfolio visit my website:
www.eholte.com