

Whitney Badge

Sunspot

Sunspot is an application that syncs the user's location and schedule with solar weather to give suggestions on when and where to experience the sun's energy. It is inspired by electromagnetic waves that interfere with the Earth's atmosphere that generates visual spectacles of light and color.

These instances are caused by solar flares, which propel bursts of energy out into space to create an unstable environment of charged particles in the Earth's atmosphere. Scientists at NASA used a supercomputer to generate visualizations of what these electromagnetic waves look like in real time. What they discovered is a spectacle even greater than the beauty we observe in the sky.

Mission

Rather than blocking time for meetings, appointments, and to-do's, Sunspot's mission is to advert from the 'heads down' mentality, encouraging people to step away and look up.

Value

- Balance
- Mindfulness
- Shared Energy

Personality

- Spontaneous
- Bold
- Inviting



Primary Mark

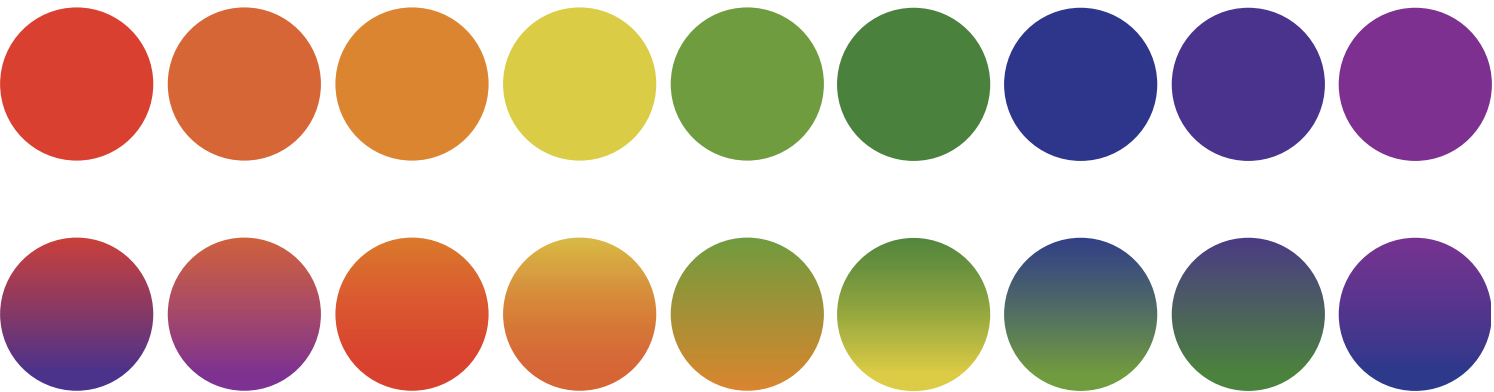


Secondary Mark

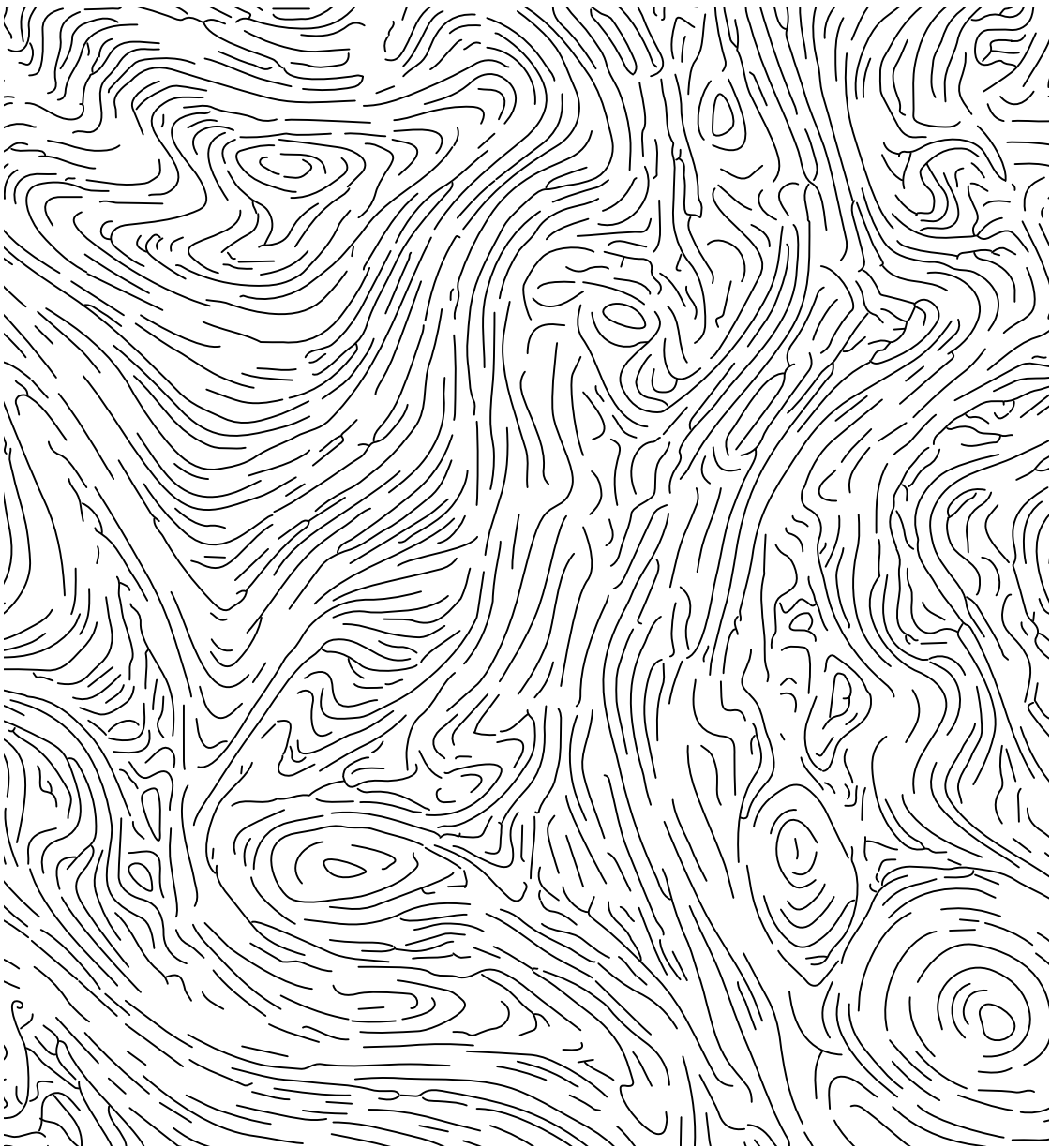
GT Haptik

This monolinear geometric grotesque typeface was designed to be read by touch, giving the identity a more humanistic look and feel.

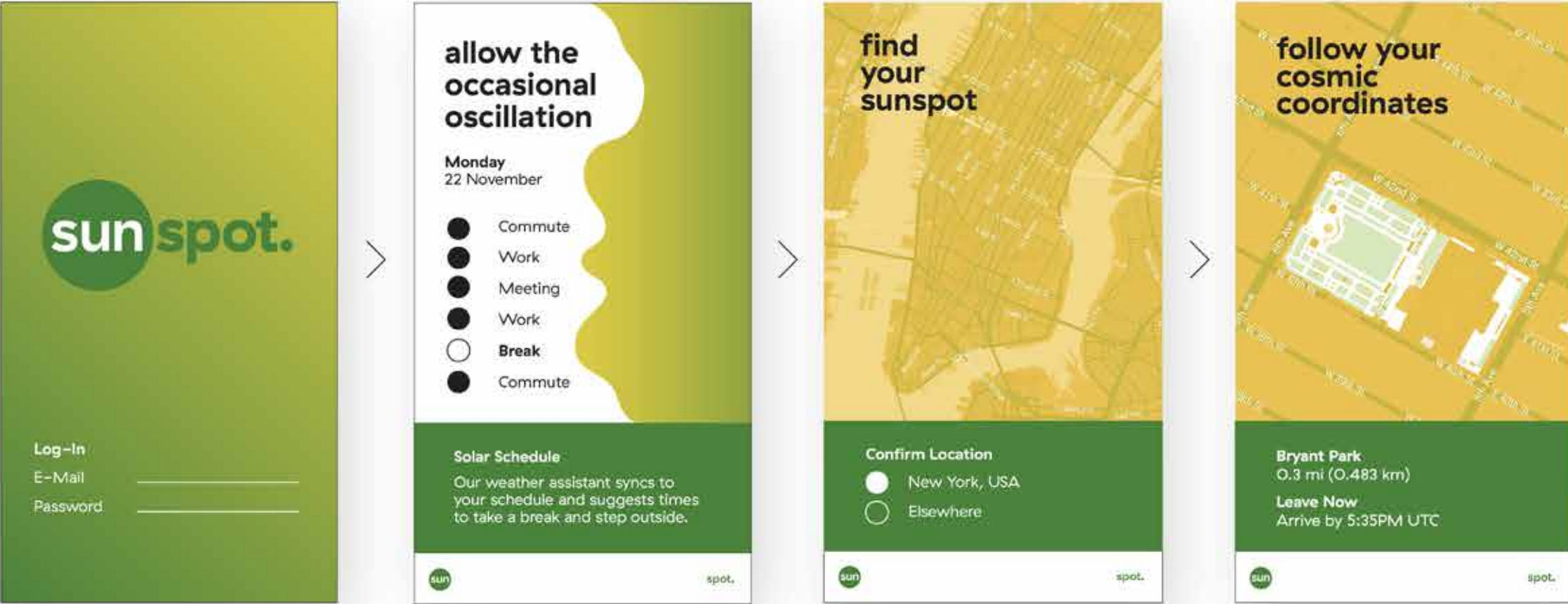
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



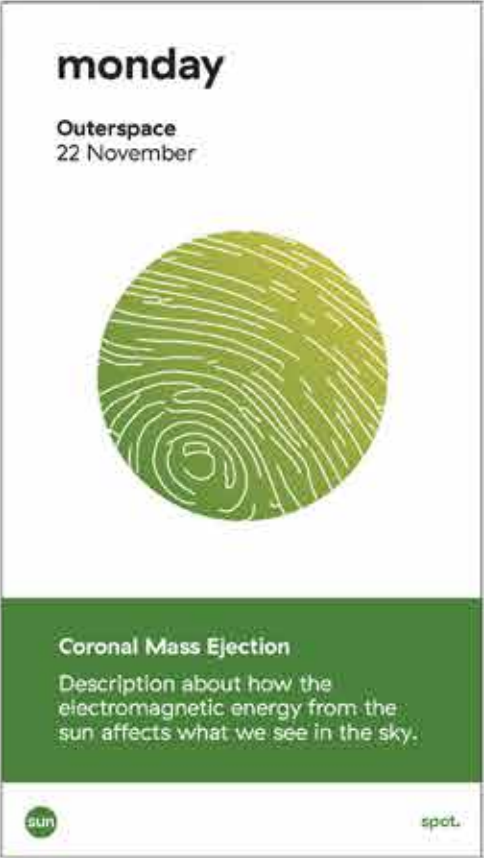
UV Color Spectrum



Electromagnetic Waves



Application User Flow



Design Portfolio



Branding

Whitney Badge



Instagram Grid



Sunset Across The World

Meet Up Advertisements

Nostalgic Photography

Electromagnetic Waves in Real Time



Print Advertisement
for a Subway Stop



Print Advertisement
at a Park Entrance



Limited Edition
Eclipse Glasses



Yearly Calendar Marking
Solar Weather Events



Regolith

Regolith is an urban greenhouse based in New York City, whose goal is to inform and influence their consumers through research. The word itself is a Greek term combining the rhegos, “blanket”, and lithos, “rock”. Scientifically speaking, regolith is a layer of loose material that covers the solid surface of a planet. After researching NASA’s documentation of the Apollo missions, I drew inspiration from their diagrams and graphs to influence my approach to illustration and information hierarchy.

Mission

To provide a blanket of green space on New York City rooftops.

Value

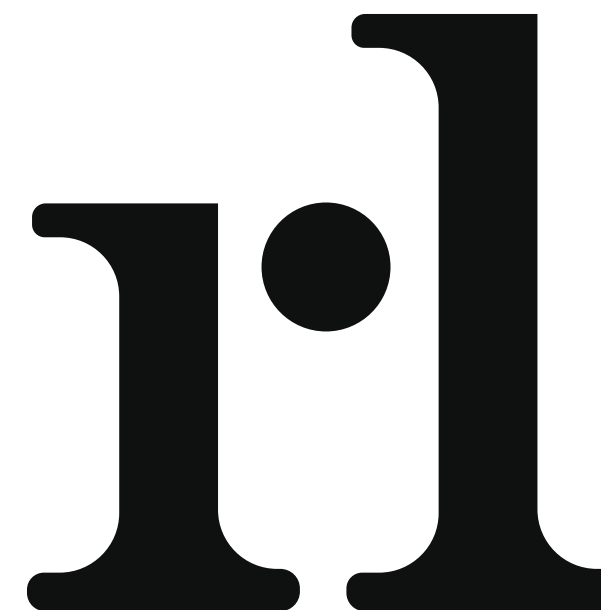
- Innovation
- Exploration
- Research

Personality

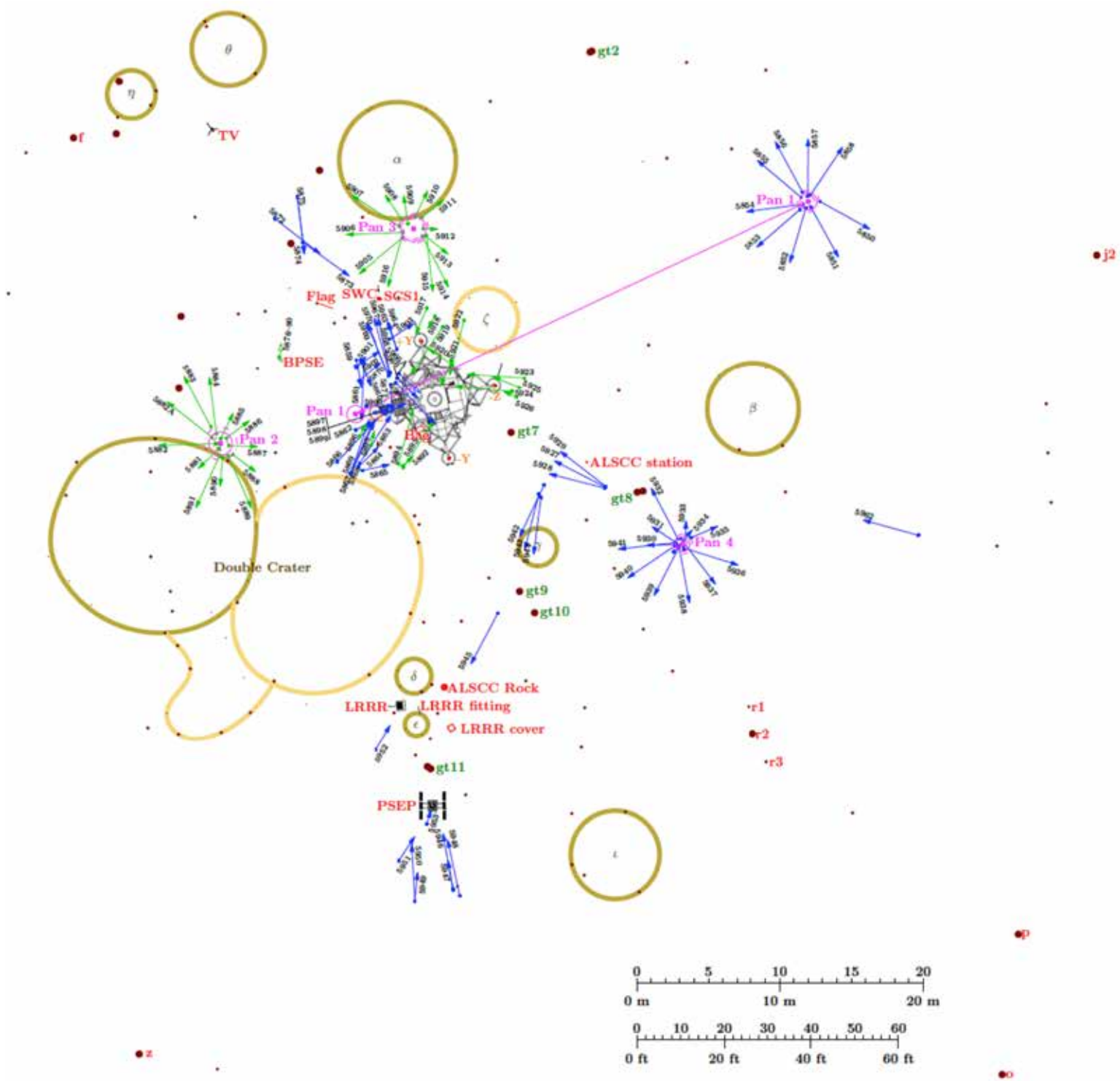
- Urban
- Technical
- Decisive

regolith
LAB + GREENSPACE

Logomark



Monogram



NASA Apollo Documentation
as Graphic Inspiration

Chapeau

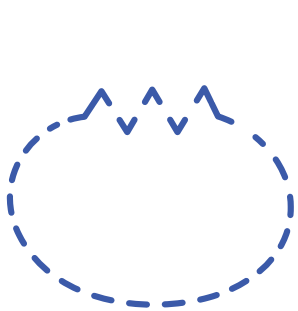
Headings and Titles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

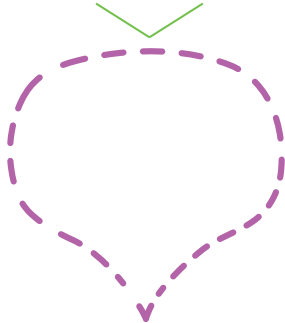
Arnhem

Descriptors and Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



BLUEBERRY



BEET



BROCCOLI



CARROT



Product Packaging for Beets



Product Packaging for Carrots



Business Cards in Silver Foil



Discreet Signage

Gender Inequity

This is a visual campaign that addresses gender pay inequities which remains prevalent in the United States today. Using data from the American Association of University Women, this campaign uses data to promote hard-hitting truths about equity inequalities in the workplace.

This work has been featured on the Instagram accounts of Parsons School of Design, Huffington Post, and Huffington Post Women, and Huffington Post Spain.

Video

vimeo.com/217438530



Statistic-Driven Posters



Campaign Shirts



Above

MTA Metro Cards

Below

Pins utilizing the campaign's phrase, pattern, and statistics.



Full shot of a vinyl installation in the New School University Center that reads, "The Worth of a Woman is not Defined by a Man".



Perspective shot of a vinyl installation in the New School University Center that reads, "The Worth of a Woman is not Defined by a Man".



Detail of a vinyl installation in the New School University Center that reads, “The Worth of a Woman is not Defined by a Man”.

The Language of Geometry

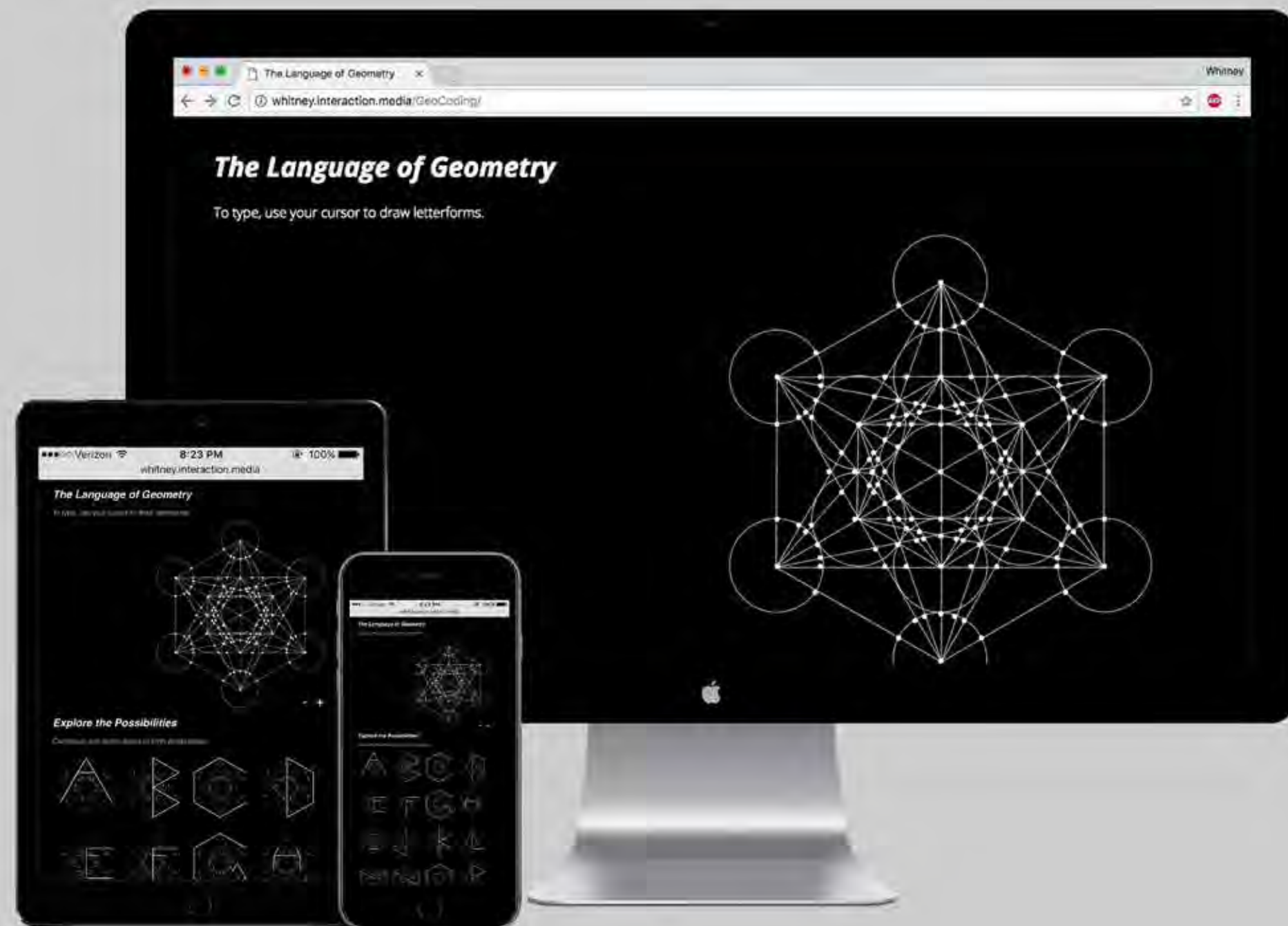
Geometry is a language used to describe spatial relationships while letters are used to form words. The theory of sacred geometry illustrates patterns that describe the physical nature of life down to the very particles of our existence. This idea focuses on oneness with infinite possibilities.

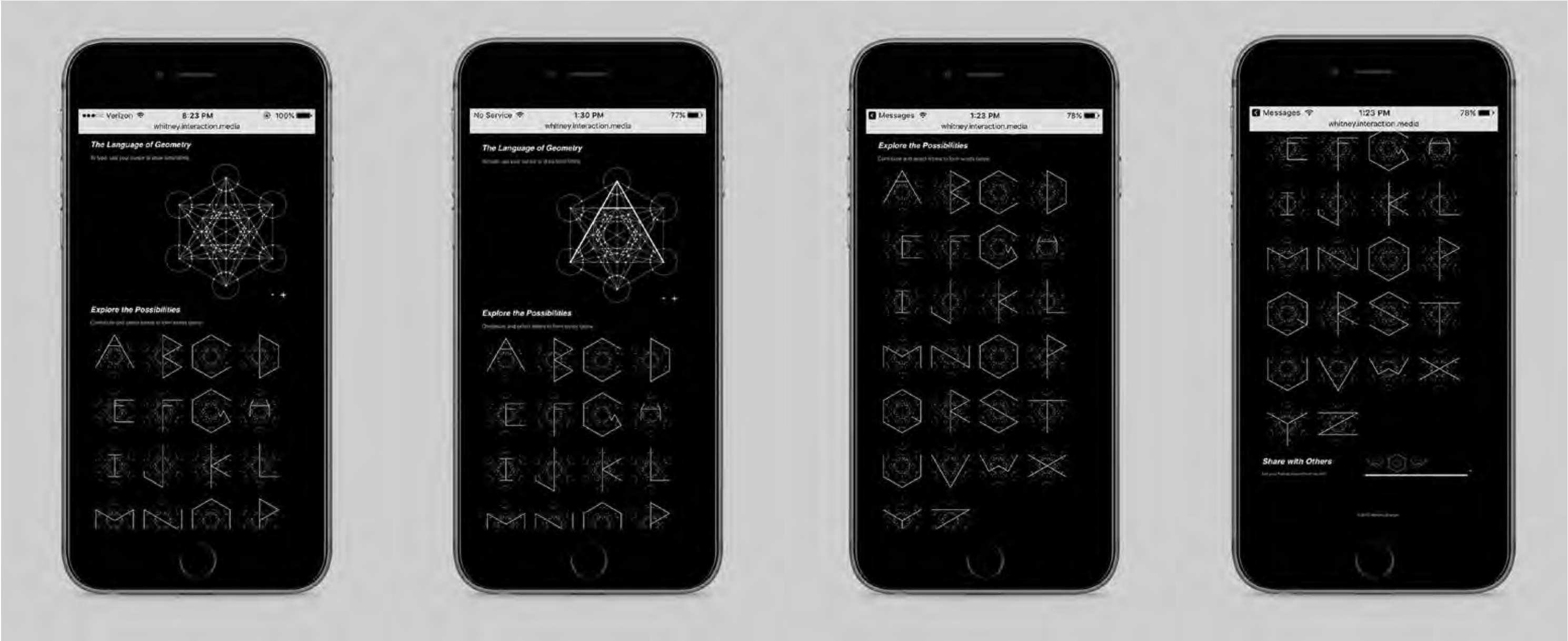
In the same way, languages offer endless opportunities for communication, allowing people to share their ideas with the world. Our words hold meaning, so it's important to explore language systems to understand their full potential.

The Language of Geometry allows users to experiment with typography and share them with others. Simply create your letterform, add your creation to the gallery, and select letters to form words on the line below.

Video

vimeo.com/241956698



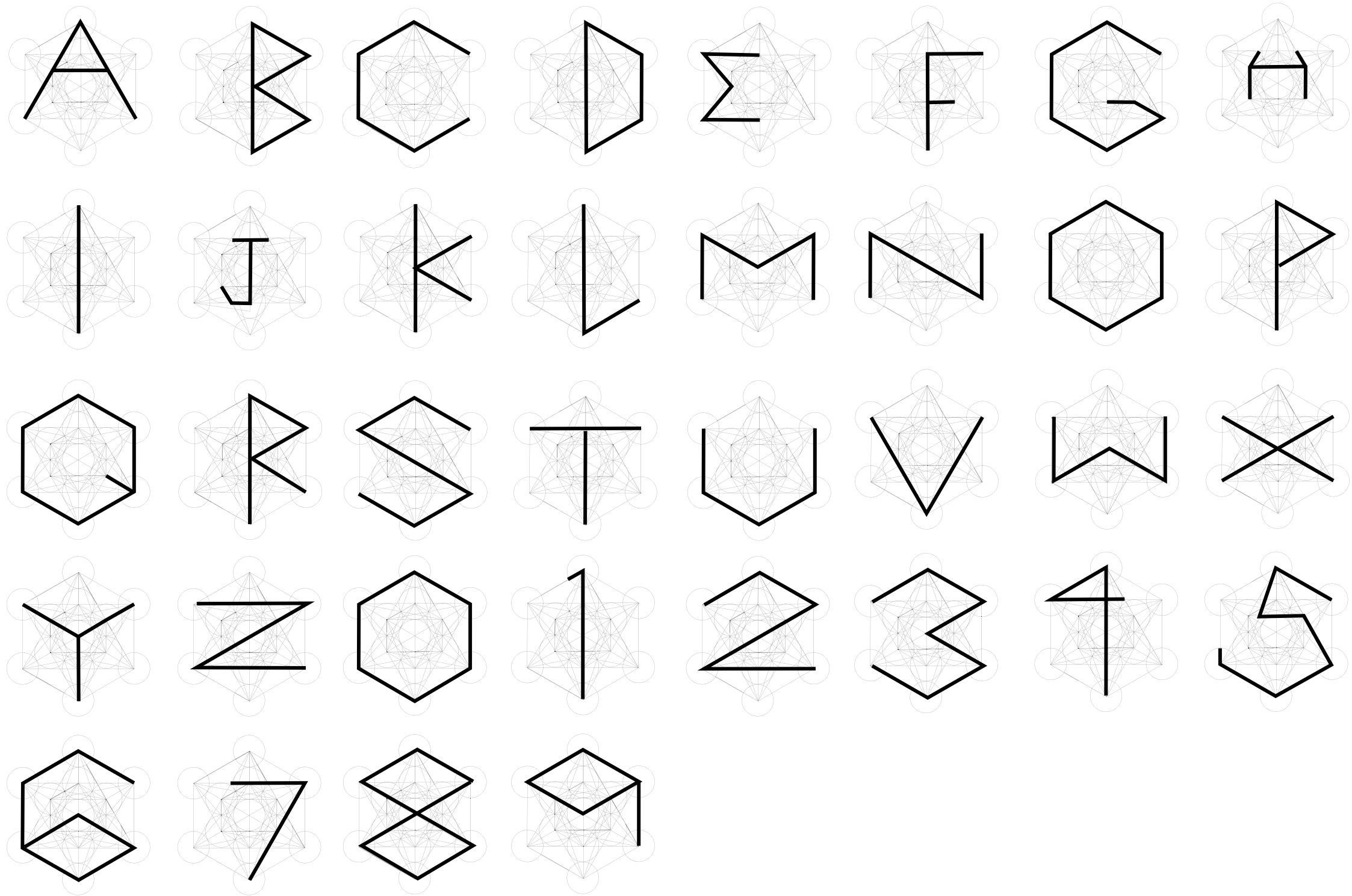


This allows users to experiment with typography and share them with others.

Draw your own letterform using Metatron's Cube on the top of the page.

Browse the letterform gallery of previous submissions.

Select letterforms from the gallery to create words



Possible Letterforms

Thrive

Thrive is a refugee support program located in Grand Rapids, Michigan, whose goal is to provide assistance to refugees post-resettlement. When refugees arrive, they are only given support for their first 90 days by a resettlement agency, and then they're left on their own to figure things out.

Thrive's goal is to provide support and assistance after that initial 90-day period. They use community building to strengthen relationships and create programs that provide refugees with the tools they need. Services include education assistance, mentorship programs, social services, and community engagement.

Mission

To give hope to refugees through relationships and resources that enable them to connect with their community and succeed in life post-resettlement.

Value

- Empowerment
- Hospitality
- Community

Personality

- Supportive
- Welcoming
- Empathetic

THRIVE

Logo

THRIVE
REFUGEE
SUPPORT
PROGRAM

Logomark



Brand Extensions



Shirts for Volunteers



Name Tags for Mentors



Tote Bags

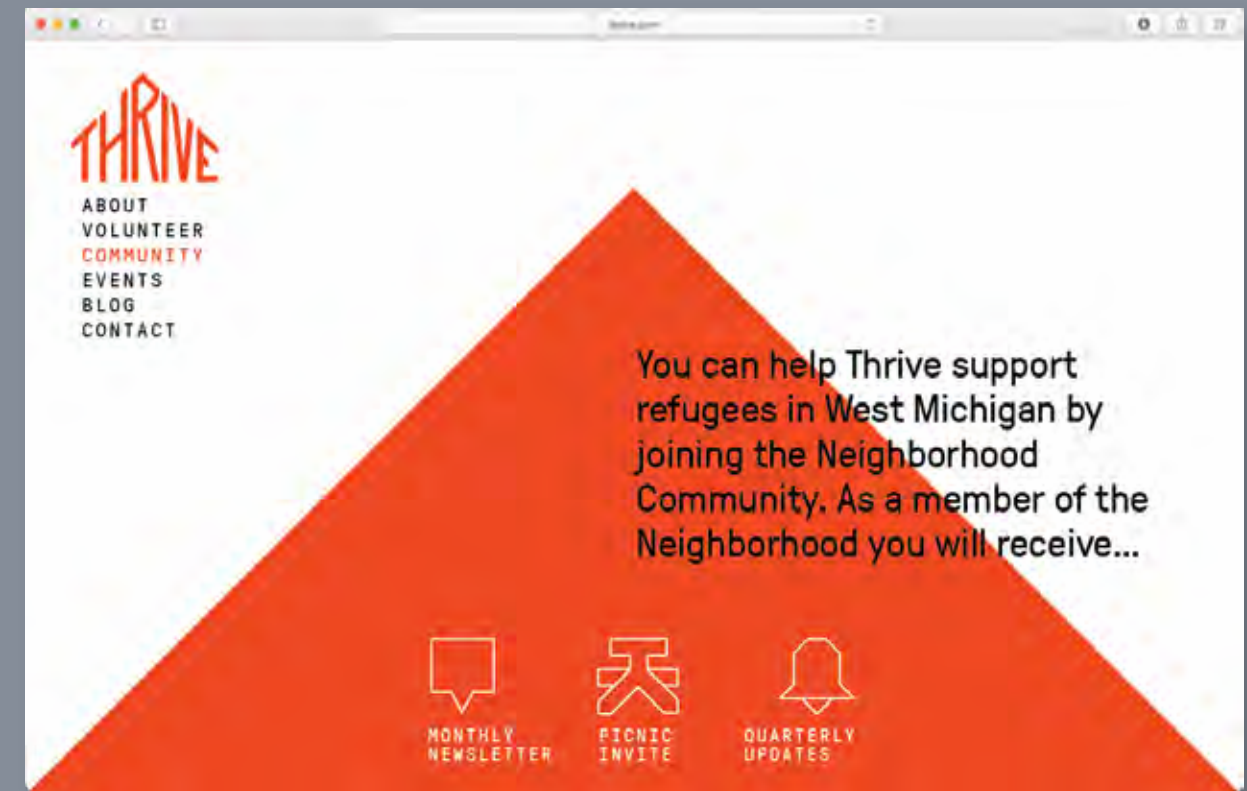
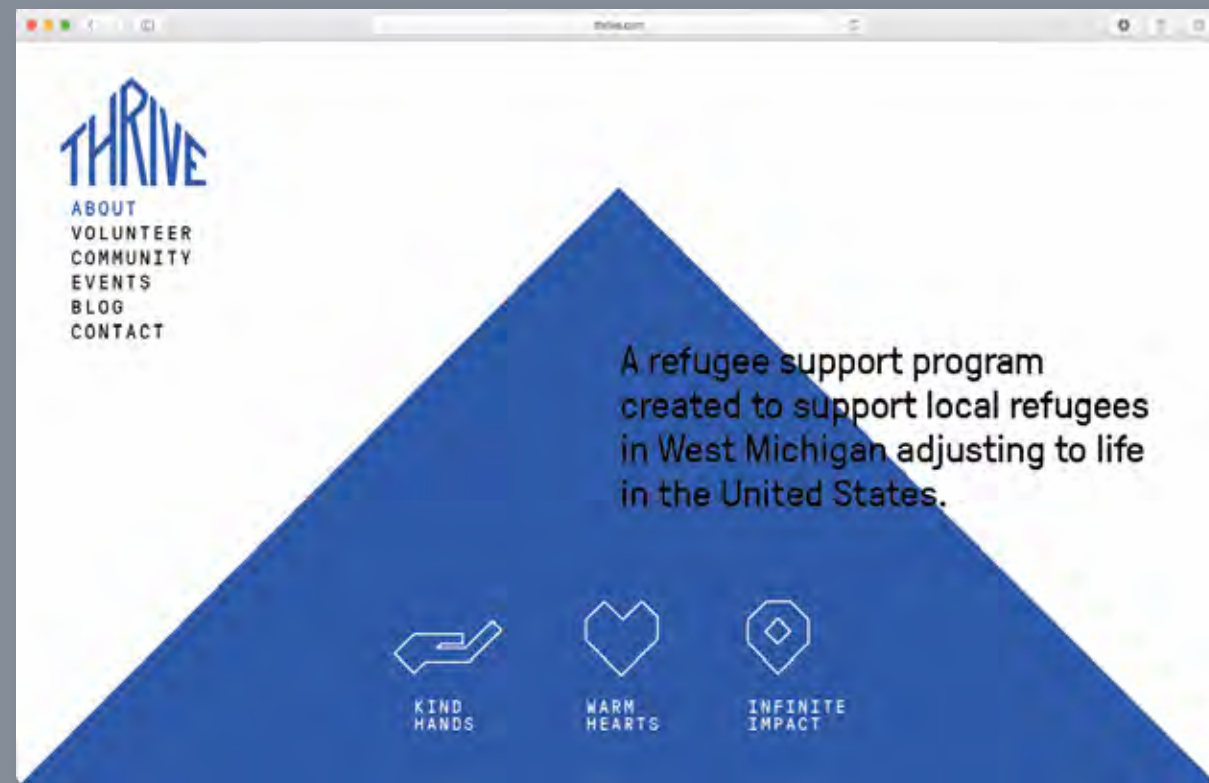


Letterhead

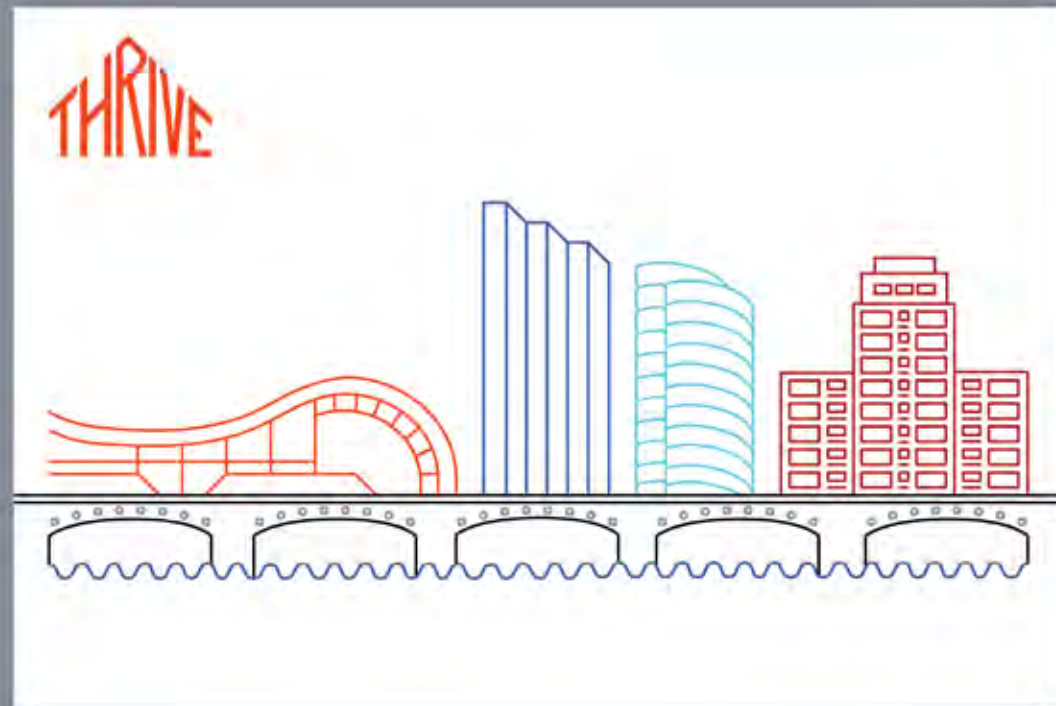
Envelope



Business Card



Website



Post Card



Wall Mural

Thank You