

# CAROLINE MOONEY

*Official Portfolio*

CM CREATIVES  CO.

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# ABOUT CAROLINE

My name is Caroline and I'm an aspiring designer and illustrator from Westchester, NY. I'm currently in my Junior year at SUNY Oswego where I am working towards my BFA in Graphic Design and minor in Illustration. When I'm not designing you can find me working in the admissions office where I currently intern for their Admissions Promise Program as well as a tour guide. I also have my freelance business CM Creatives Co. Where I am commissioned for portraits, stickers, logos, prints and more.



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# Metz Auto Body 484 Logo + Business Card

**Year:** 2020

**Medium:** Adobe Illustrator

Client commission from Brian Metz, an auto body shop owner in Nazareth, Pennsylvania. Metz really loves eagles, so it was important to him for one to be featured in the final designs. He also requested a lime green since the color is displayed around the shop.



# CM Creatives Co. Website

Year: 2020 - 21

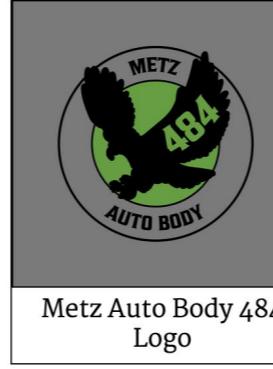
Medium: Visual Studio  
Code

CM Creatives Co. Started as a portfolio website project for web media and grew as a passion project into the new year. On the website you can view all of my projects, learn bit about the designer, view their resume and portfolio and more.

CM CREATIVES CO.

About Projects Contact Shop

### Recent Projects



Metz Auto Body 484 Logo



baker buddies Case Study



Vote Oswego Illustrations



Alpha Phi Omega Stickers

[View More](#)



Passionate about art and design, Caroline Mooney has gone above and beyond expand her buisness and create stunning designs. Originally CM Creatives, CMCCO was founded in May of 2020 during lockdown as a way to

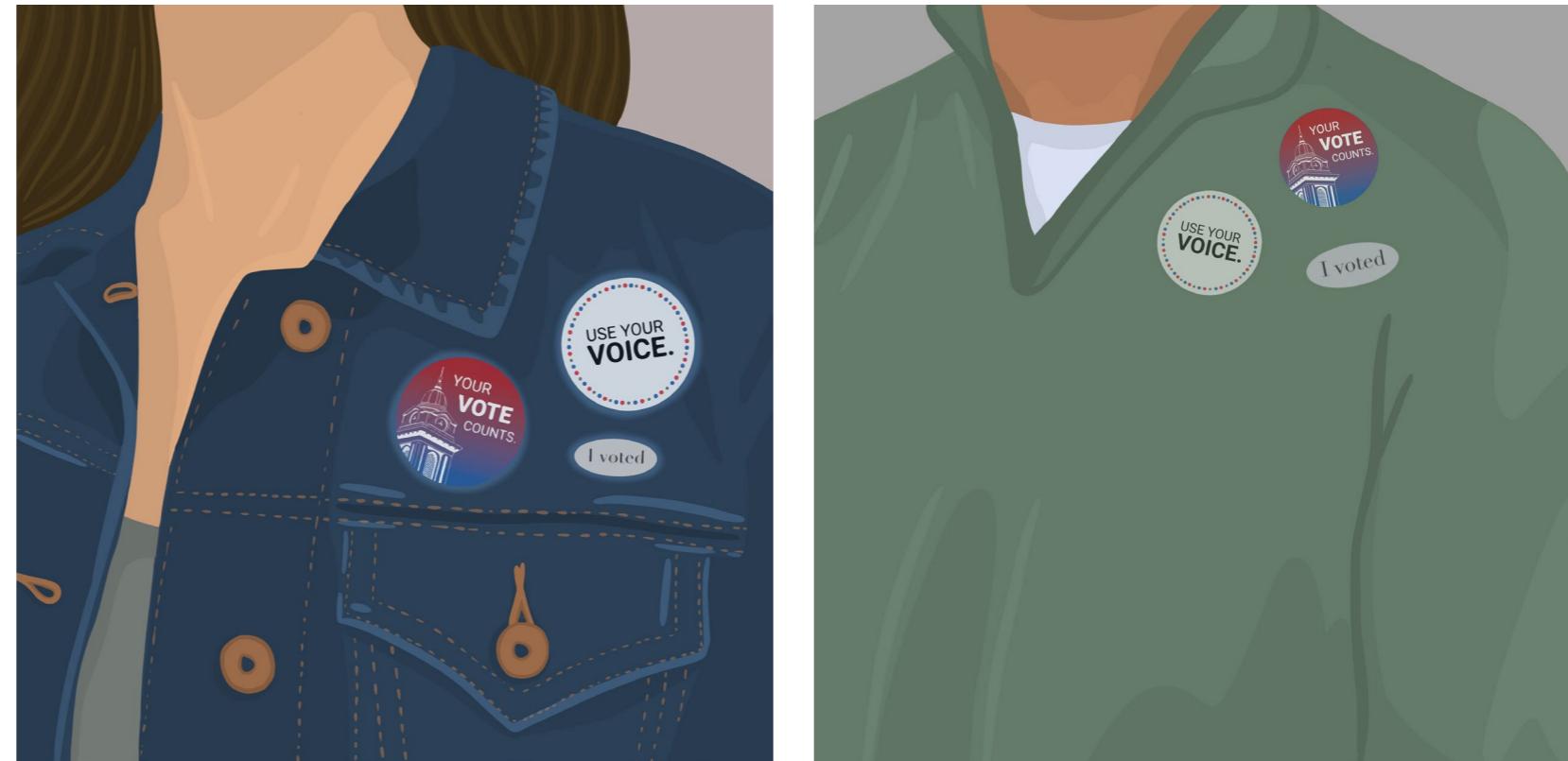
Visit Website

# I'm a Voter Illustration Series

Year: 2020

Medium: Procreate and  
Adobe Illustrator

Client work for Vote Oswego. This illustration series was apart of the “I’m a Voter Campaign” which reinforces the importance of voting as well as making your vote count. It was important to emphasize that voting is for everyone regardless of who they are and what they believe in.



# Alpha Phi Omega Sticker Designs

Year: 2020

**Medium:** Procreate, Adobe Illustrator and Cricut  
Designed space.

Custom sticker order for SUNY Oswego's Alpha Phi Omega fraternity. They wanted to have a variety of stickers to give to their brothers and represent the fraternity. Some stickers involve the fraternity and Greek life while other are generic SUNY Oswego stickers.

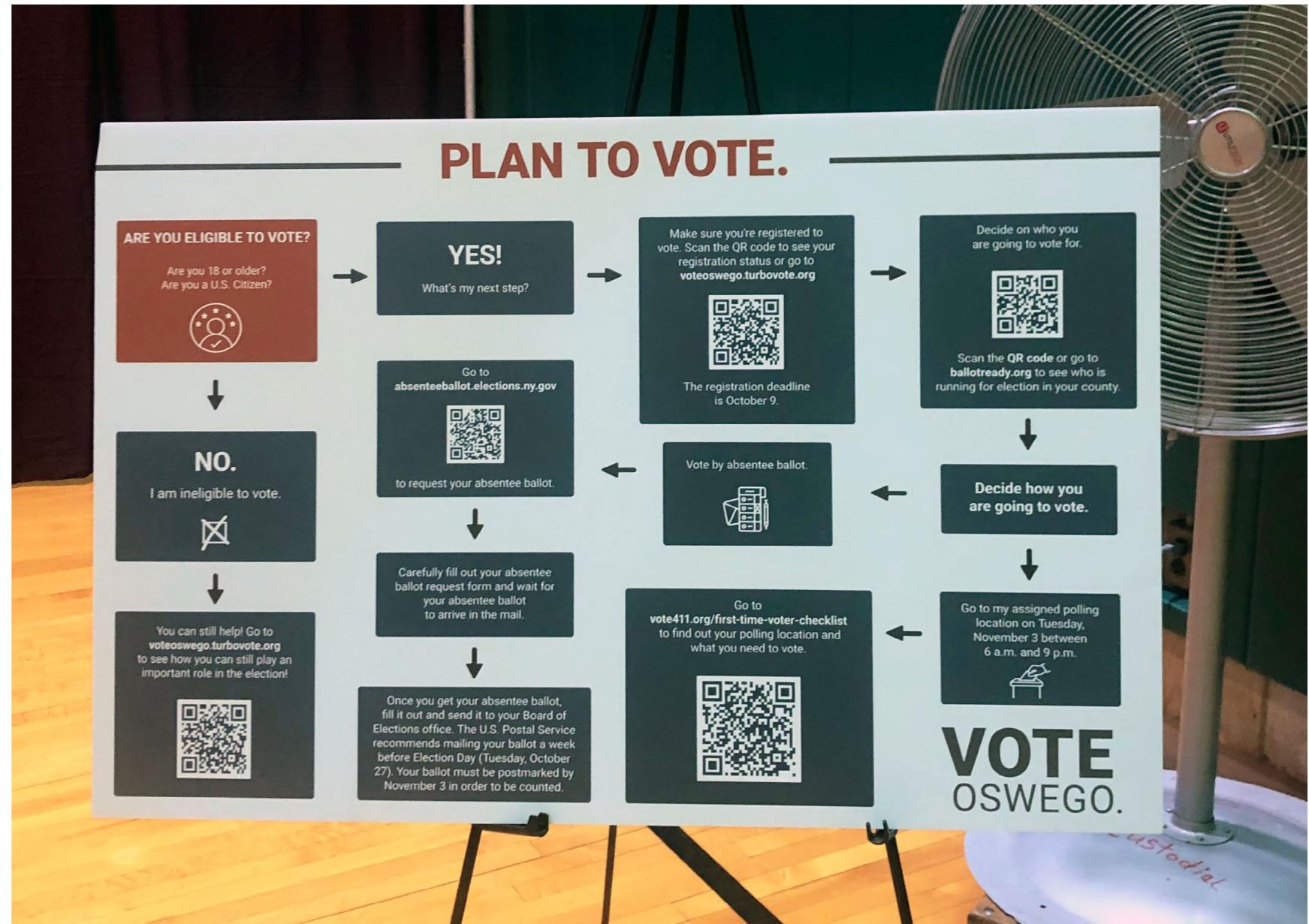


# Plan to Vote Flowchart

Year: 2020

Medium: Adobe InDesign

Client work for Vote Oswego. This flowchart was printed and displayed in every residence hall in SUNY Oswego as well as Lee Hall. The chart's purpose is to walk through the steps of the voting process while providing helpful resources and links via QR codes.



# Drive Through the Mountains Style Frame Animation

**Year:** 2020

**Medium:** Procreate and Adobe Photoshop

Style frame for Multimedia project. The purpose of a style frame is to help you select color and make any necessary changes before going into your final animation.



**Click to Visit Final Animation**

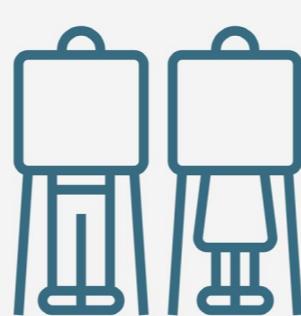
# I'm A Voter Social Media Campaign

Year: 2020

Medium: Adobe Illustrator

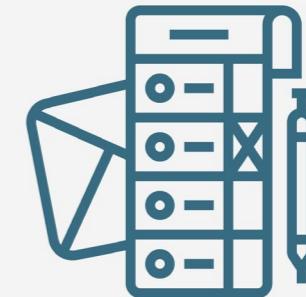
Client work for Vote Oswego. The “I’m a Voter” Campaign reinforces the importance of the many different ways that someone can cast their vote. It also mentions the struggles that a voter might face leading up to submitting their vote.

I'M A VOTER  
I'M A VOTER



By going to my polling location on Election Day

— I VOTED. —



By submitting my absentee ballot

— I VOTED. —



By voting early before Election Day

# Butterfly Stamp Illustrations

Year: 2020

Medium: Procreate and Adobe Illustrator

Project for Type and Image class. It was important to me that the butterflies I selected were unique from one another to produce a variety of colors within each composition. Symmetry was also a big factor in the project. Each butterfly was drawn on a symmetrical plane so that each side would be identical.

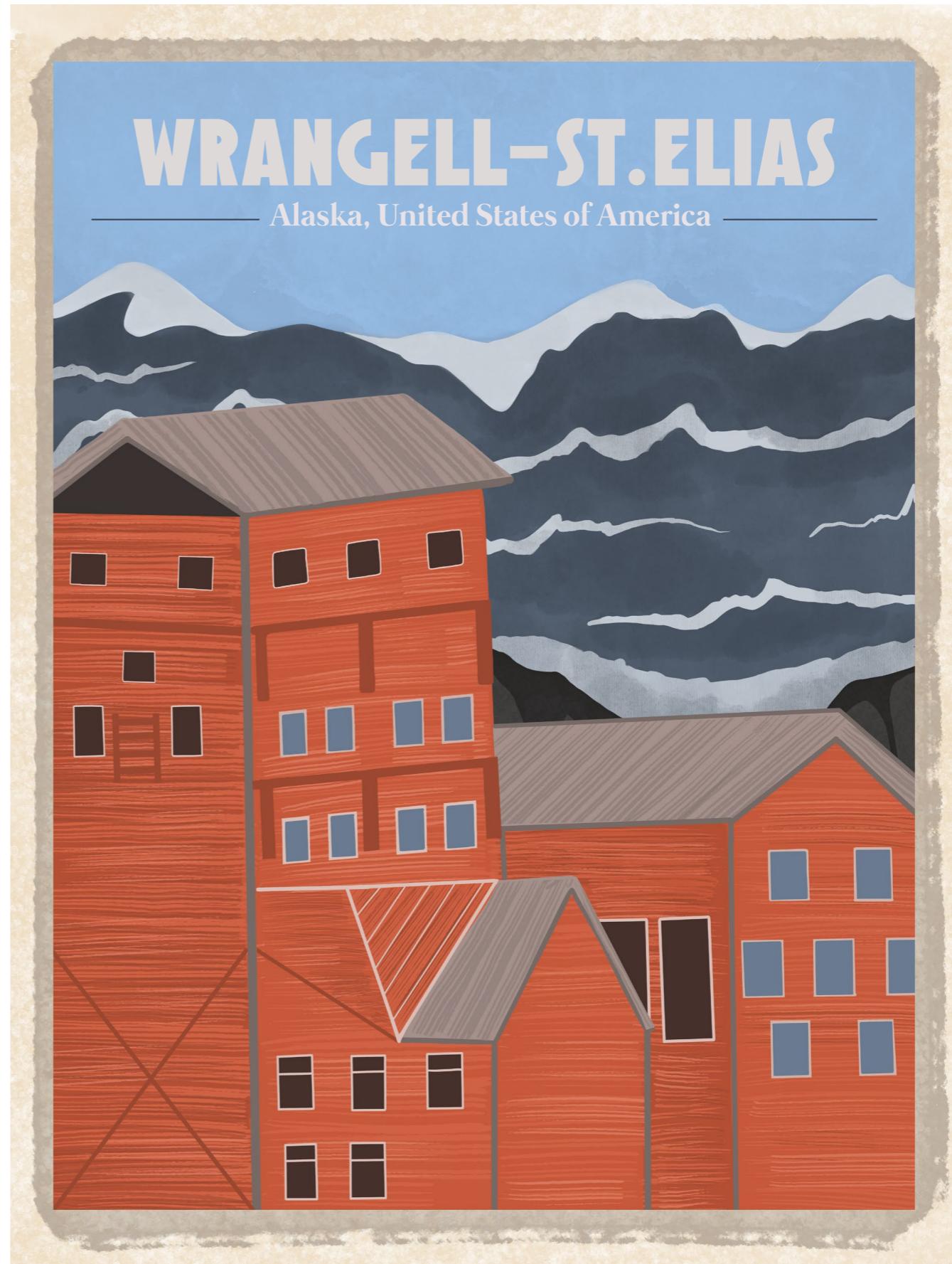


# Wrangell St. Elias Poster.

Year: 2020

**Medium:** Procreate and  
Adobe Photoshop

Project for Digital Illustration Class. Located in Alaska, Wrangell St. Elias is the largest National Park. It was important to me that the final design included the beautiful mountains found in the park as well as the Kennicott, which is a historic copper mine.

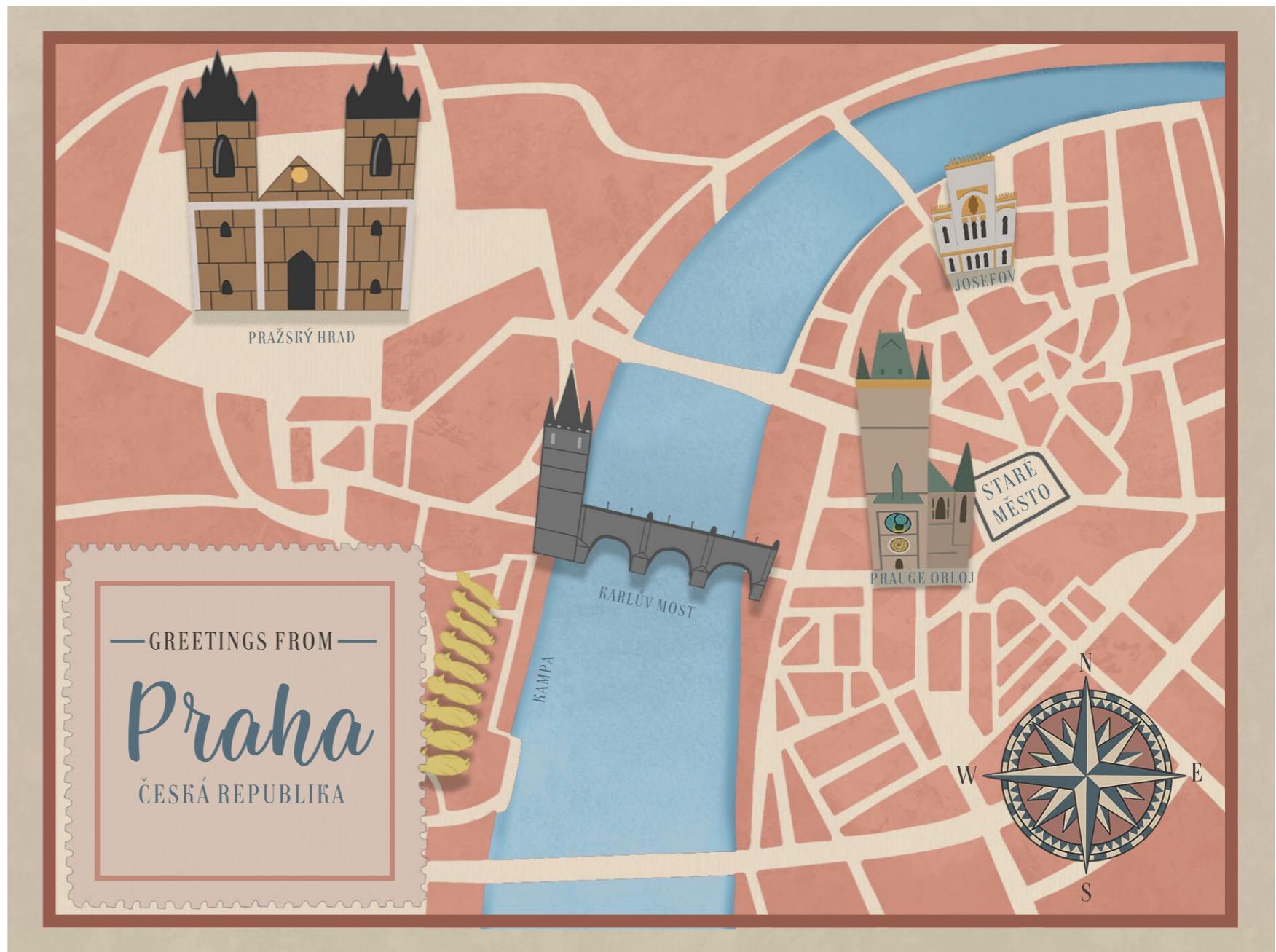


# Prague Vintage Postcard

Year: 2020

Medium: Procreate and Adobe Photoshop

Project for Type and Image class. The purpose of the assignment was to create a vintage postcard of a location of your choosing. Having gone to the Prague in 2019, it was the perfect opportunity to include a map of the city as well as some of their famous landmarks and tourist attractions.



# Morag Mysercough Magazine Spread

Year: 2020

Medium: Adobe InDesign

Project for Typography class. The purpose of the assignment was to create a magazine spread of a designer of our choice. It was important to me that the spread was as colorful as Mysercough's designs. There are also references in the graphics to some of her previous projects.



Photo by Tim Cole

## MORAG MYSERCOUGH

**M**orag Mysercough is a graphic designer who is known for her colorful patterns in her public art in London. She was born in 1963 in North London. Her father was a classical musician and her mother was a textile artist. She went to school at the Foundation at Central Saint Martins, and then continued her schooling at the Royal College of Art. She was crowned as a Royal Designer for the Industry of the Royal Society of Arts. This is an esteemed award that recognizes her work as providing significant benefit to society. Mysercough also founded her own company, Studio Mysercough in 1993. Her mantra is "make happy those who are near you and those who are far will come". Outside of art her other interests include watching TV and walking her dog, Lenny.

about her environmental graphic design projects is the response and the joy that people get, where locations in their city are transformed. She says that, "I always wanted to work across disciplines and I have spent all my career working towards what I am doing now. I may have been a little slow but it has been worth it. I love what I do and I think that comes across in the work." Speaking of bright, Mysercough has

transformed bedrooms at Sheffield Children's Hospital into bold spaces for those who stay there. She rotates 4 patterns for 46 bedroom suites. She also took a lighter color palette into consideration in some rooms for those who have autism. She said that "although the rooms are for children, I didn't want them to be childish because children

of all age groups will be staying in them. I also wanted to create somewhere parents would be happy to spend time too. It was about making a bedroom that you felt good to be in". The wood on the grain had to be screen printed on to paper and then was laminated. Everything has to be clean since it's a hospital.

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On the side of public art, Mysercough created a public installation titled "Make Happy", which resides in a courtside in a neighbourhood courtyard in Hong Kong. The powerful message was commissioned by PMQ Hong Kong and has a very simple message. It actually goes in hand with the Chinese proverb that reads, "make happy to those who are near, and those who are far will come". All parts of the design were hand painted on plywood and features her iconic shapes, patterns and colors.

Mysercough also frequently works with fellow artist Luke Morgan on several of her projects. For example, the two artists collaborated on a piece called "Super Hot" which was created for the 7th edition of the 'summer well festival' in Bucharest, Romania. The event usually transforms spaces in a mystical forest for three days for music lovers to come together to hear live performances. The installation also turns neon at night, giving even more attention to its bright colors.

For Mysercough, she says that for color inspiration she has always been inspired by her mother, and that she always was able to understand how important color was from a very young age. For

her typography, she was tutored by Geoff Fowle in her third year at St. Martins. He opened her eyes to typography since she was never formally taught. She says that she has always used typography the way she wanted to, without constraints.

Several things can be appreciated about Mysercough's work. Her use of color to create something bright and fun is clearly shown. It is important to her to bring a smile to others and bring them joy through her artwork. The colors are so bright in her public pieces that it's like you are forced to take a moment and observe everything going on. Her designs also serve communities. She has her work in several different hospitals, making an impact on those who stay there, especially children. In her more public installations, they completely change the atmosphere in which they are located, they give your everyday courtyard or work environment a different feeling of happiness with all of the positive colors.

**"MAKE HAPPY THOSE WHO ARE  
NEAR YOU AND THOSE WHO ARE  
FAR WILL COME"**

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# Love Where You Eat Poster

Year: 2019

Medium: Adobe Illustrator

Project for Digital Media Class. The purpose of the assignment was to create a poster promoting the city of Oswego. I choose to highlight four popular food establishments with the emphasis on eating local.



# THANK YOU



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