

**GRAPHIC DESIGN
HAS ALWAYS
FELT LIKE
A PLACE
WHERE MY
HEAD & HEART
COULD
ALIGN.**

HI. I'M JENAE ☺

**It's a pleasure
to meet you!**

I grew up in the great Pacific Northwest where the ocean collides with the land in the small town of Stanwood, Washington. And the best part is: I can see Skagit Bay from my back porch.

I have always felt like design has been the place where my head and heart aligned. Design allows me to use both my creative expression and technical perfectionist mentality all at once. It is the place where I feel most myself.

This portfolio is a collection of hard work, dedication, late nights, and my passion to create.

I AM A:

Color enthusiast
Sunset spectator
Makeup fanatic
Chip connoisseur



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HERE WE GO...

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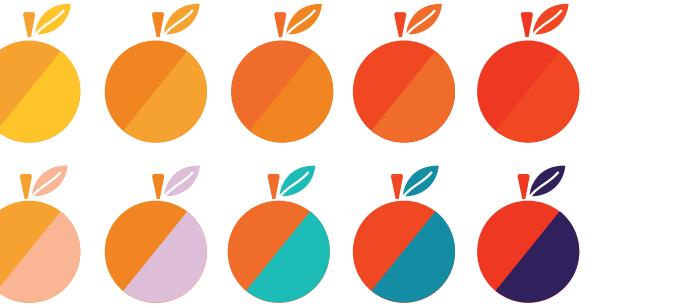
PEACHES & HUNNY

Brand Identity

Peaches & Hunny is a brand designed and created by me.

For this project, I was inspired by retroism. Influenced by late 60's to early 70's design; I aspired to recapture the classic, vintage time period with a new and modern twist.

This project stems across print, product, and e-commerce website design.



'Cocogoose'

AaBb

ABCDEFGHIKL
abcdefghijkl
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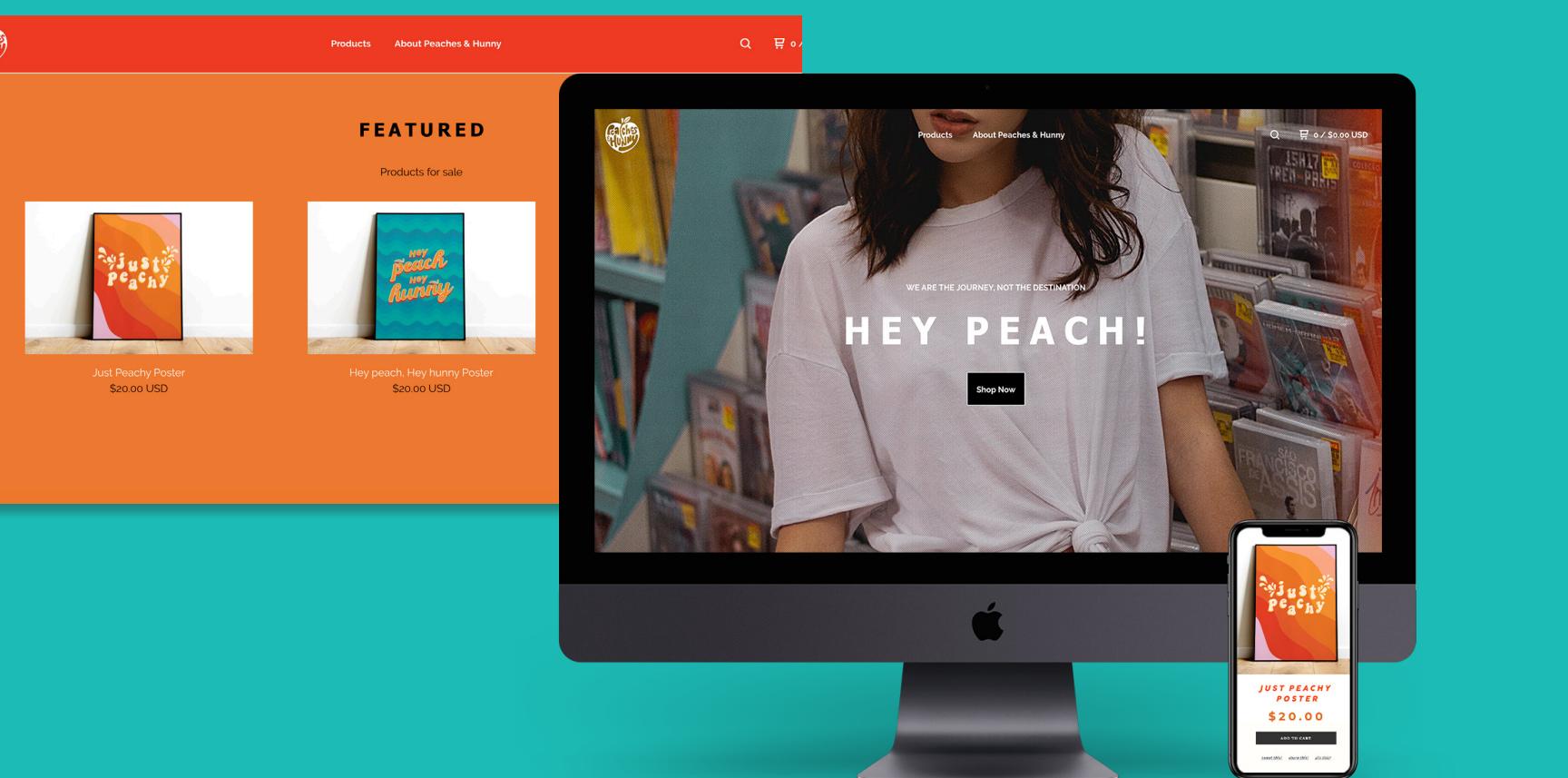
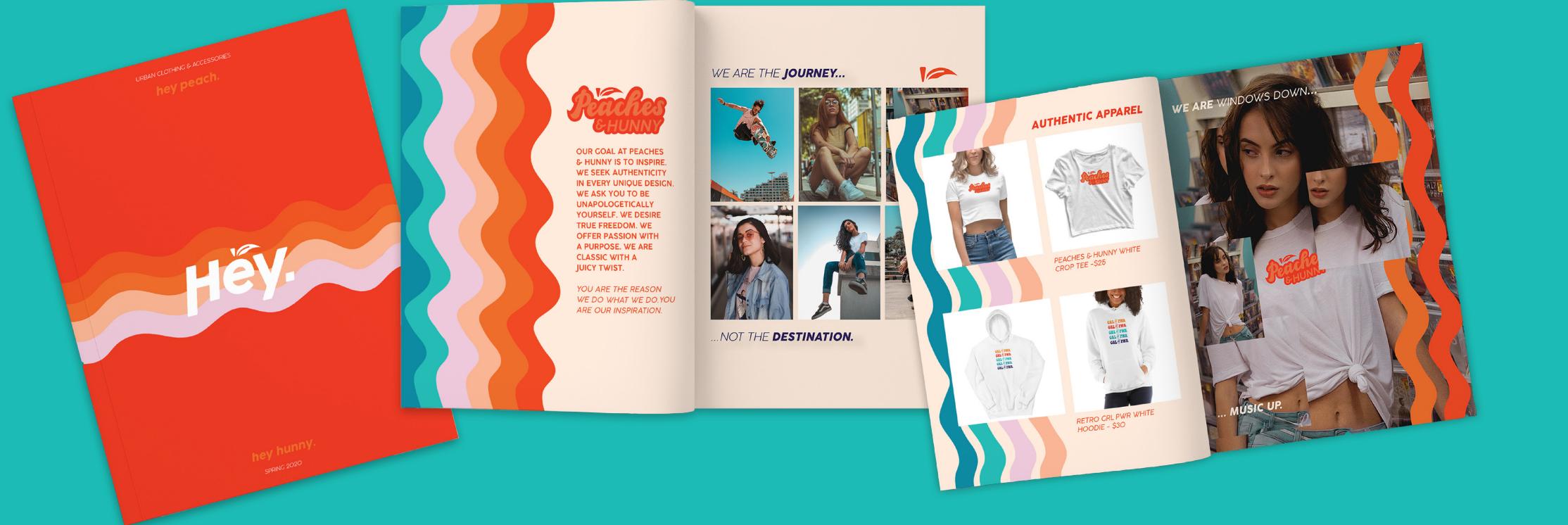
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As a brand, our goal at Peaches & Hunny is to inspire our customers to be unapologetically themselves.

We believe in authenticity and encourage freedom.

We seek to inspire passion with a purpose; classic with a juicy twist.





07 PEACHES AND HUNNY



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THE BAND CAMINO

Typographic Print Booklet

The Band Camino is a Memphis based indie rock band that was established in 2015.

The Band Camino writes music that resonates with real life and is matched with unique rock sounds that create heart-wrenching hits.

This booklet design is my visual representation of the band's musical aesthetic as well as their ability to create modern music with vibey tones.

P.S. They are worth the listen!



The Band CAMINO masterfully blends their undeniable rock prowess with power pop sensibility, infusing their songs with infectious riffs and lithely crafted lyricism. To say that The Band CAMINO isn't a band worth noting would be an empirically grave misjudgment, as they've made an explosive impact on indie music over the last few years.

They have a slew of exponentially successful tracks, including "My Thoughts on You," and "Berenstein". Their most recent single, "Daphne Blue," premiered on Billboard last month. Suffice it to say, The Band CAMINO are formidable forging their musical path, but they know full well not to take their platform for granted.

INDIE POP + ROCK

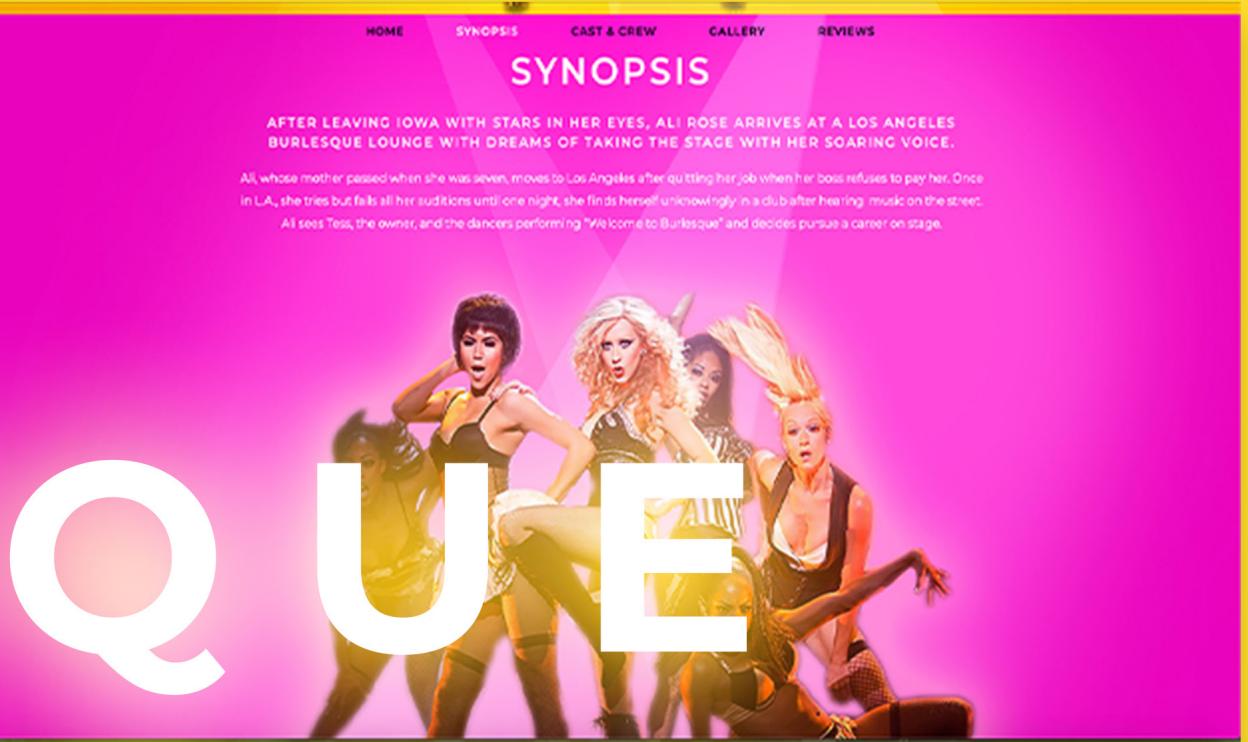
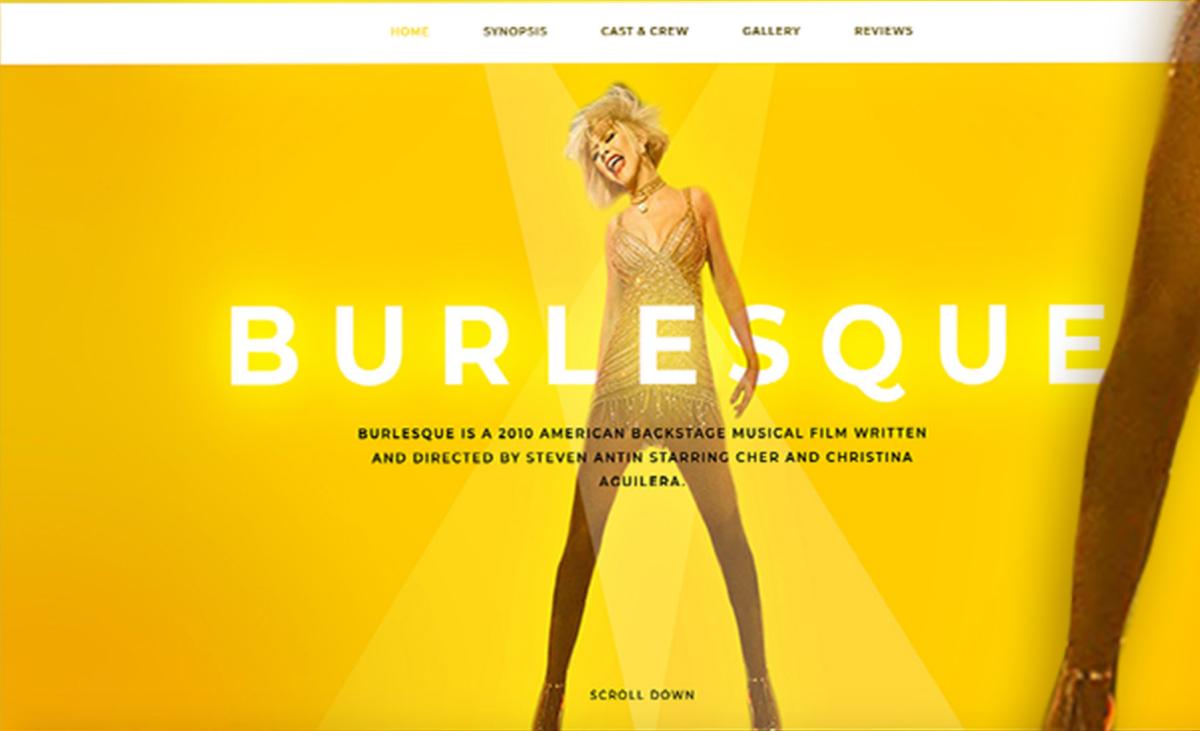
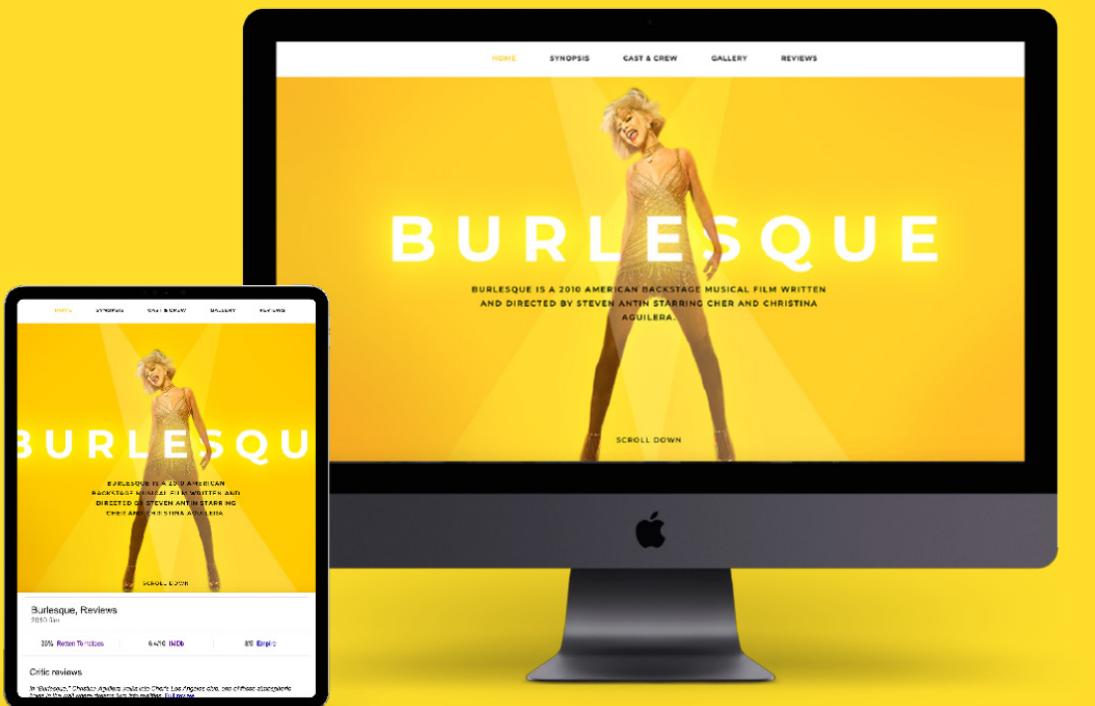
BURLESQUE FILM

E-Commerce Website

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Designed using the web-based program Webflow, I created a one-page scrolling website for a movie feature of the 2010 film *Burlesque*.

This project focused on furthering my exploration of graphic interface design for web pages and applications using principles of visual organization and composition. It also helped me attain and apply more in depth skills regarding interactive web based design.

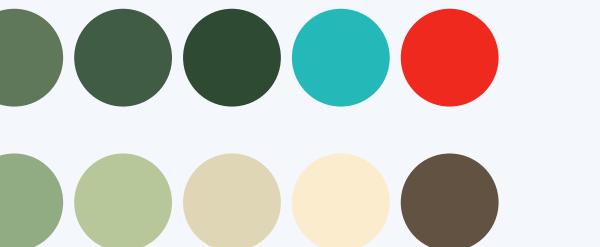


STARBUCKS COFFEE

Package Design

Seattle's most famous coffee franchise, Starbucks, often features specialized coffee beans in their premium select collection. This select feature: Coffee of Brazil, Latin American Blend.

This package design was centered around the natural landscape and foliage found within Brazil. Known for its colorful wildlife and rich diversity of plant life, I chose to highlight those elements by layering leafy textures and emphasizing vibrancy.



COFFEE OF BRAZIL



BRECKENRIDGE BREWING

Package Design

Breckenridge Brewery is an American brewing company based in Littleton, Colorado. It has select beers that can be found in forty-two US states.

For this project, I was challenged to design packaging for a beer company of my choosing.

Inspired by the Pacific Northwest-mountain-man aesthetic, I directed my design towards the most PNW creature I could think of: Sasquatch.

Sasquatch stout



BRECKENRIDGE BREWERY

Sasquatch Stout

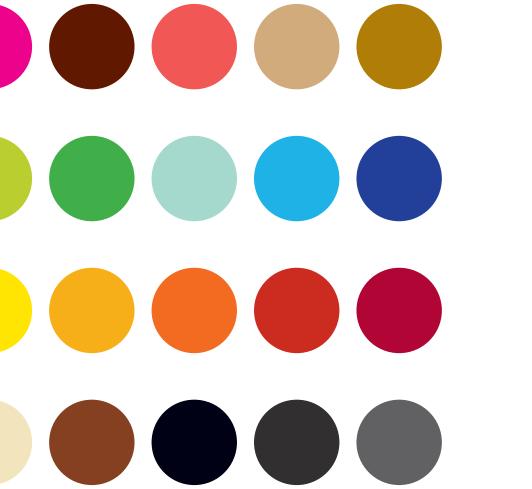


PULSE MAGAZINE

Editorial-Print Design

Pulse is Central Washington University's student-run lifestyle magazine. Comprised of writers, designers, and photographers, Pulse aimed to accurately capture all aspects of student life, both on and off campus.

As a member of the design team, I was responsible for multiple aspects of the magazine. I learned, practiced and applied real-world print production design to the magazine twice per academic quarter. Featured are a few of my favorites:





"IT TOOK A LONG TIME FOR ME TO BE OKAY WITH HAVING TOURETTE'S," SAYS ELEANOR SHAPIRO, ONE OF THE FOUNDERS OF THE TOURETTE'S ASSOCIATION OF AMERICA. "PEOPLE CAN BE REALLY CRUEL AND NOT UNDERSTANDING."

Twisting. However, complex motor tics can elevate to self-harm, such as punching yourself. "I have little shakes [in my hands]," says sophomore film major Harrison Ferguson. "I have little shivers or yelps."

There are also complex vocal tics that can arise in someone who has Tourette's. Examples of complex vocal tics may include throat-clearing, sniffing or snorting, grunting, barking, words or phrases, according to NINDS. The 10 to 15 percent of people who struggle with complex tics are the people who have coprolalia (muttering inappropriate words) and echolalia (repeating words and phrases of others).

Disorders Associated With Tourettes

When someone is diagnosed with Tourette's, it is usually accompanied by a neurobehavioral disorder, as stated by NINDS. For many people, these neurobehavioral disorders can be more debilitating than the tics themselves. This can include Attention Deficit/Hyperactivity Disorder (ADHD), which is hyperactivity, inattention and impulsivity. This can also include problems with reading, writing, arithmetic and obsessive-compulsive disorder symptoms (intrusive thoughts and repetitive behaviors). Autism spectrum, learning disabilities, sleep disorders and depression can also be accompanied with Tourette's, according to NINDS.

"My Tourette's is comorbid with Asperger's syndrome and Autistic disorder," says Ferguson. "I used to go see a therapist for it my whole life. I used to go see a therapist for it, but I never thought much about it."

Stigma

Movies, television and other forms of media portray people's tics as being on the extreme side—screaming, rapid body movements and swearing. The portrayal of Tourette's has led many to believe that the small percentage of people who have coprolalia and echolalia tics represent everyone who has Tourette's.

"Media portrays people with Tourette's as screaming swear words in settings that you normally would not do that," says Chumley. "Other people that I know who have Tourette's don't scream swear words. I never did."

This stigma can cause someone with Tourette's to feel shame. They may feel alienated and that they are not able to talk to anyone about their Tourette's.

How to End the Tourette's Stigma

The following are tips on how to end the stigma with Tourette's.

1. Begin embracing our Tourette's

Becoming open and comfortable with the fact that you have Tourette's not only lets people know you have it, but how it is not really defining it. You see someone you know who has Tourette's, you may realize that it is not what you see as it is on television. You may also learn that someone with Tourette's lives differently but doesn't mean they don't have it.

"Tourette's doesn't affect intelligence or anything."

TRUE OR FALSE QUIZ ON THE NEXT PAGE ▶

TRUE OR FALSE?

Rotate to see answers...

- 1. FALSE**
- 2. FALSE**
- 3. TRUE**
- 4. TRUE**
- 5. FALSE**
- 6. TRUE**
- 7. FALSE**
- 8. TRUE**

1. Everyone with Tourettes blurts out offensive words.

2. People with Tourettes can control their tics if they really want to.

3. Boys are more likely to have tourettes than girls.

4. Tics can come and go, depending on stressors or excitement of life.

5. People with tourettes are not as intelligent as others.

6. Tourettes Syndrome is an inherited neurological disorder named after Gilles De La Tourette.

7. Tourettes effects males 6 to 7 times more than females.

8. One in 100 children have some form of Tourette Syndrome.



SPIKEBALL

Spikeball 101

You're taking an afternoon drive through Eau Claire, Wisconsin, suddenly you pass by a group of college students all huddled around a small trampoline. You hear excited screams and see bystanders cheering on their friends.

As you get closer, they appear to be bouncing a ball off the trampoline to each other while trying to not let it touch the ground. What could they possibly be playing?

What is 'Spikeball' or 'Roundnet'?

While many commonly refer to this sport as the term "spikeball," it is actually called roundnet. However, the terms are typically used interchangeably. According to Seyer Bokes, a Community Development and Education Specialist at the Spikeball company, "Spikeball is the name of the company, and the name of the sport that people play on spikeball equipment is called roundnet."

As explained by Bokes, the reason for this is because old version of spikeball was no longer viable, and people wanted to begin playing again.

Once you have purchased the equipment and gathered your friends, the game is fairly easy to learn. Senior professional pilot major Mitchell McNeill says, "the game includes a trampoline net that goes on the ground and a smaller trampoline that sits on top of it."

"Typically games will involve two teams of two players each, who start the game positioned around the net, 90° from each other," says McNeill, a former engineering major Luis McNary-Brito. He explains, "he rally begins with one player serving the ball to the opposing team member directly across from him. If the ball lands off the net, the other team has possession of the ball and up to three hits (alternating between teammates) to return the ball off the net."

Finally, if the ball lands on the team cannot return the ball and hit the trampoline, explains McNeill. Because of the rules and gameplay, spikeball has been compared to other well-known sports such as volleyball.

The Appeal

"The sport is so dynamic and has so many different facets which makes it appealing to a wide variety of people," explains McNary-Brito. "Since the sport is so new, players are given the unique opportunity to pioneer new techniques and strategies."

Playing spikeball is not only a great way to connect with friends and learn new skills but can also be a great way to pass time between classes. McNeill says, "I tend to play mostly in the spring and summer. It's an outdoor game so it's more fun when it's nice outside."

Spikeball is very different from other sports because it requires less players to have a match and can be played in a multitude of environments. McNary-Brito continues, "where you play can completely change the dynamics of the game. Playing in the grass versus in a gym, in the sand, in the snow or in a reciprocal court will each change some aspects of gameplay."

Spikeball is the name of the company, and the name of the sport that people play on spikeball equipment is called roundnet.

An open magazine spread featuring a yellow-themed article about tanning. The left page has a large graphic of sunglasses and a bottle of sunscreen with the text 'ALWAYS COVER UP AND AVOID EXPOSURE BETWEEN THE HOURS OF 10&4'. The right page has a large yellow sun graphic and lists 'Risks of Tanning' and 'Tips for Avoiding Overexposure'.

LIFEHACKS

BEING NATIVE AMERICAN

Story by Madeline Wilson | Photos by Zahn Schwartz | Design by Jensen Harris

The Although I might consider a dog as my puppy, a can be either hot or cool. Simil forget the regular c financial.

Final Re Despite the family. Though Co

In the U.S., 2.9 million residents identify as American Indian or Alaska Native according to the National Native Congress of American Indians. Although they only make up 0.8% of the U.S. population, their historical significance in this country cannot be denied.

Native Americans, American Indians, indigenous people and Alaska Natives all take pride in their cultural heritage, though many believe they are still an overlooked and often marginalized minority.

Why? How are communities continuing to preserve their history, battling misrepresentation and cultural appropriation, and dealing with lingering racism?

UNDERSTANDING HISTORICAL SIGNIFICANCE

Generally speaking, Native Americans say older generations lack knowledge of their history and culture. People forget "where we came from and how we have gone through to get where we are today," explains Ellensburg community and Alaskan Native Richard Dalton.

"There's a humbleness of going back to the cultural embedded history and learning from them again," says Dalton. "People may say, though these stories are sometimes viewed as being pushed to the side, together with the people who told them."

One way that history is currently being preserved is through the process of repatriation, or returning artifacts and cultural items to their original descent tribes, according to the National Museum of the American Indian.

College of the Atlantic University is "required by federal law to repatriate tribal remains and have a strong repatriation policy," notes Vice President of Diversity and Inclusivity

PEOPLE FORGET "WHERE ... WE [HAVE] COME FROM AND WHAT... WE [HAVE] GONE THROUGH TO GET WHERE WE ARE TODAY,"

Ellensburg Community & Alaskan Native

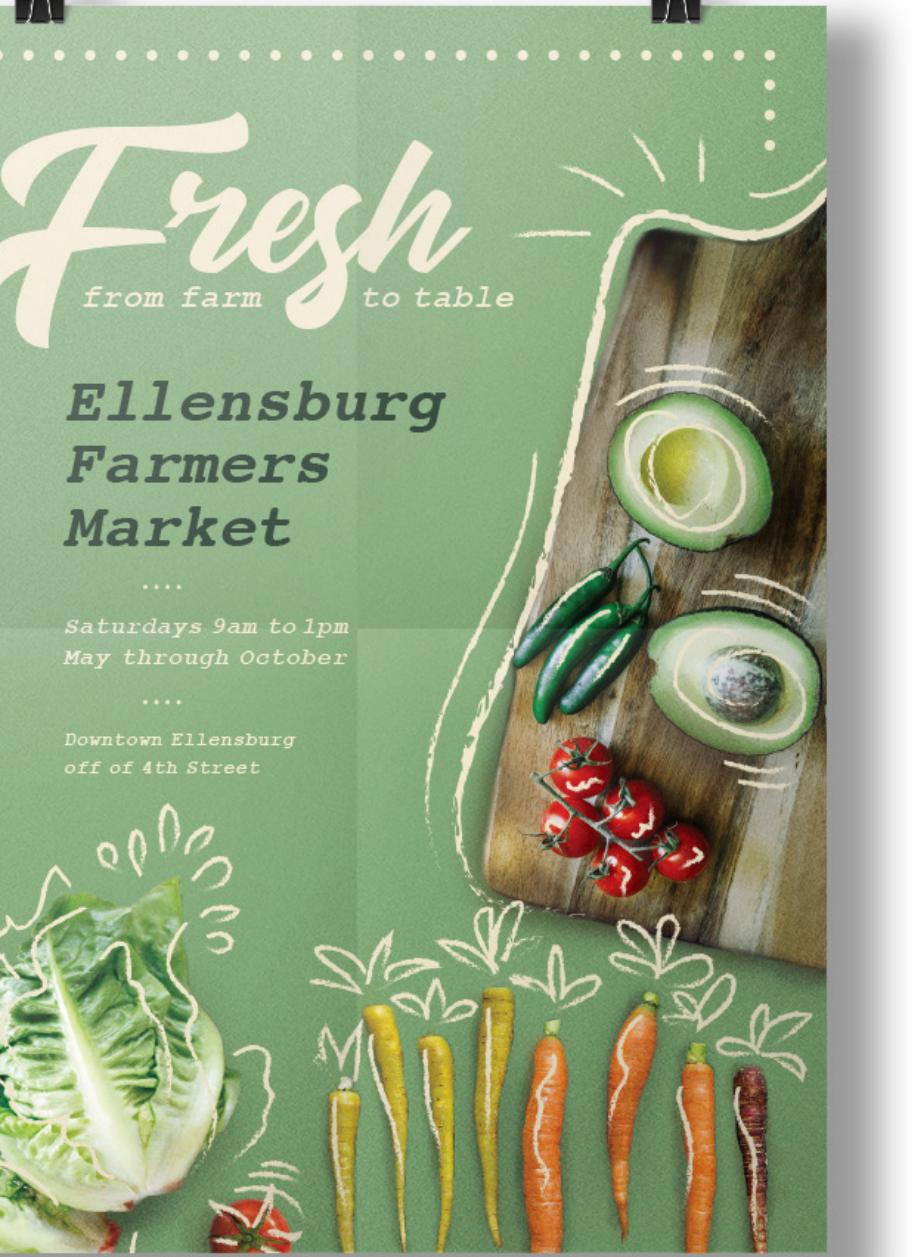
Richard Dalton

ELLENSBURG FARMERS MARKET

Event Branding

The Ellensburg Farmers Market is a rich small town tradition. This lively market is known for its farm fresh local produce, baked goods and fine hand crafted products.

For this project, I was inspired by the small town locality that Ellensburg offers and its emphasis on farm fresh produce. "Fresh, from farm to table" became my slogan for this event branding. I wanted to let the focus be on simple, natural produce commodities.



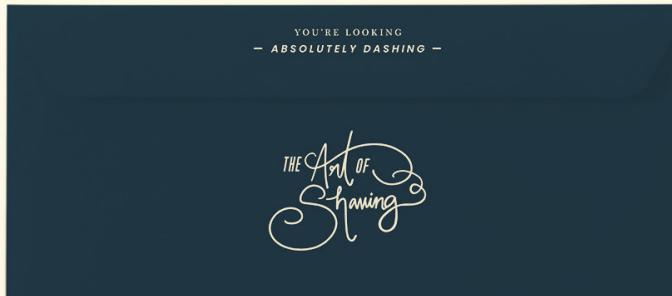
THE ART OF SHAVING

System Branding

The Art of Shaving is a brand that prides themselves in their simple elegance and finely handcrafted tools.

For this project, I aimed to visually enhance the brands simple elegance and elevate their classic 1940's method of shaving. When challenged to create an entirely new visual identity, I sketched over one hundred logo concepts and twenty product ideas.

My design features rich hues and organic shapes that parallel that of an old-school, vintage barbershop.





TEXAS CAMPAIGN

Poster Feature

This campaign encouraged tourists to visit and experience the state of Texas. By illustrating armadillos, normally considered pests in Texas, as pets, I wanted to appeal to pathos to grab the attention of the viewer.



CLIMATE CHANGE CAMPAIGN

Poster Feature

Amnesty International is an organization that speaks out against and exposes injustices. They believe in telling powerful stories in order to mobilize millions of supporters world wide to campaign for change.

This campaign comments on the effects and consequences of fossil fuels on our environment.



LOGOS

Feature

This feature highlights four different logos that emphasize the technical and practical skills that I have acquired over the past four years.

Here are a few of my favorites:



CWU HYPE

Publicity Center

While enrolled at Central Washington University, I worked as a student graphic designer for the university's Publicity Center at HYPE. HYPE is a student centered creative agency committed to promoting on-campus events.



POSTERS & PUBLICATIONS

Publicity Center

Under the guidance of our Creative Director, I worked on select event campaigns, editorial designs, and media graphics.

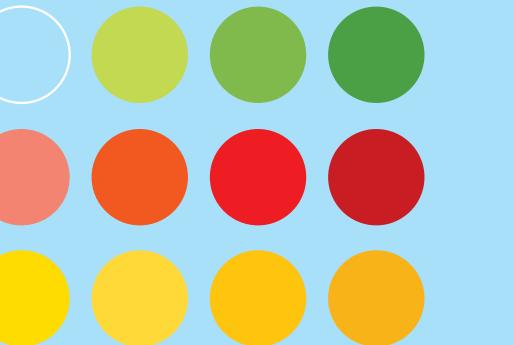
I worked collaboratively with other designers and departments to develop concepts and visual strategies to meet the needs of clients.



LET'S TACO 'BOUT

Publicity Center Event Feature

For this project, I worked collaboratively with the Associated Students of Central Washington University's Student Government department to develop concepts and visual strategies for the Let's Taco 'Bout Committees/Primaries events on campus.



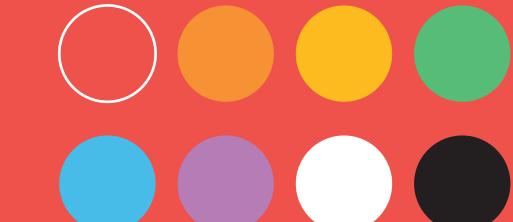
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DIVERSITY & EQUITY CENTER

Publicity Center Rack Card Feature

For this project, I worked with the Diversity and Equity Center (DEC) department on CWU's campus to create a informational card that highlights who and what the DEC is. The DEC's department is committed to a student-centered pursue of justice and equity on campus and in the community.



WHO WE ARE

DIVERSITY AND EQUITY CENTER

The Diversity and Equity Center cultivates a sense of belonging and community on campus through programs and initiatives that encourage students to explore their identities, challenge barriers and empower themselves and their communities.

1 IONE SKY CAUSING
she, her, hers
CLASS OF 2020
Language & Literature major with a minor in Linguistics
President of the Filipino American Student Association

2 WHAT WE DO

"The DEC is a home away from home. It allows everyone to come, no matter your walk of life, to one place, and feel as though you are seen and appreciated. The DEC is family!"
Rozie Cardenas, Class of 2020
she, her, hers

3 GET INVOLVED

1. Hang out in the DEC space!
2. Participate in DEC events!
3. Join us for free popcorn Fridays!

MOUNIA TRAORE
she, her, hers
ALUMNI, CLASS OF 2019
B.S. in Business specialist in Leadership & Management with a minor in entrepreneurship
Former President of Central African Student Association

4 OUR PROGRAMS & INITIATIVES INCLUDE:

- Peer-to-peer training on social justice issues.
- Campus-wide programming that celebrates cultural and ethnic identities.
- Supports Equity and Services Council and affiliated student organizations.
- Programs that connect you with people with shared identities and experiences.

5 WORKSHOPS

Providing opportunities to enhance skills to support and advocate for people who experience marginalization within society.

SOME TOPIC AREAS INCLUDE:

1. Microaggressions
2. Inclusive Language
3. Safer Spaces: LGBTQ+ Support and Allyship
4. Equity

6 FOLLOW US ON SOCIAL MEDIA:

[@cwudiversity](#) [@cwudiversity](#)
[@cwudiversity](#) [@diversitycwu](#)

STOP BY AND SAY HELLO!
Black Hall 101
diversity@cwu.edu
cwu.edu/diversity
509-963-2127

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PUBLICITY FEATURES

