

DESIGN PORTFOLIO

Erin Robinson



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meet ~~+~~ ERIN

GOD-FEARING, NIKE LOVING *creative* MIND
BORN AND RAISED IN GREENSBORO, NC

Editing and Graphic Design.
UNC-Chapel Hill.
Junior.

Fries and travel enthusiast.
Chocolate despiser.

Passionate about creating *timeless* brands and *bomb* content for social media marketing for creatives and entrepreneurs alike.



ERIN ROBINSON

graphic designer



Experience

IES ABROAD, ROME, ITALY

Intern at Vino Roma, May 2019 - July 2019

- Created marketing materials that would remain consistent with the established brand.

BLACK STUDENT MOVEMENT, UNC CH

Communications Coordinator, Fall 2017 - Present

- Spearhead social media campaigns such as #DearUnc23 that received over 550 engagements via Twitter along with developing content for events held.

KAPPA OMICRON CHAPTER OF DELTA SIGMA THETA SORORITY, INC.

Webmaster and Technology Chair, Spring 2018 - Present

- Manage the chapter's social media accounts and produce all content including event flyers.

OFFICE OF DIVERSITY AND INCLUSION, UNC CH

Graphic Design Assistant, Fall 2017 - Spring 18

- Aided in creating brochures and pamphlets for promotional purposes for events such as the Martin Luther King Jr. Celebration, Project Uplift, Tar Heel Preview Day, etc.

Coursework

ILLUSTRATOR



INDESIGN



PHOTOSHOP



PREMIERE PRO



AFTER EFFECTS



Contact

 336.501.7068

 ERINROB1@LIVE.UNC.EDU



Logo development

111 PERSON MARKETING

Marketing company that promotes other businesses and assists them with their marketing strategies and approaches.



PRIMARY LOGO



SECONDARY LOGO



SUBMARK

BLACK ARTS THEATRE COMPANY

Student organization at UNC-Chapel Hill where the main focus is to promote diversity in the theatre world.



PRIMARY LOGO



SECONDARY LOGO



SUBMARK

TRUSTFUL TRANSPORTS, LLC.

Transportation company founded in Greensboro, NC that provides moving services to its customers.



PRIMARY LOGO



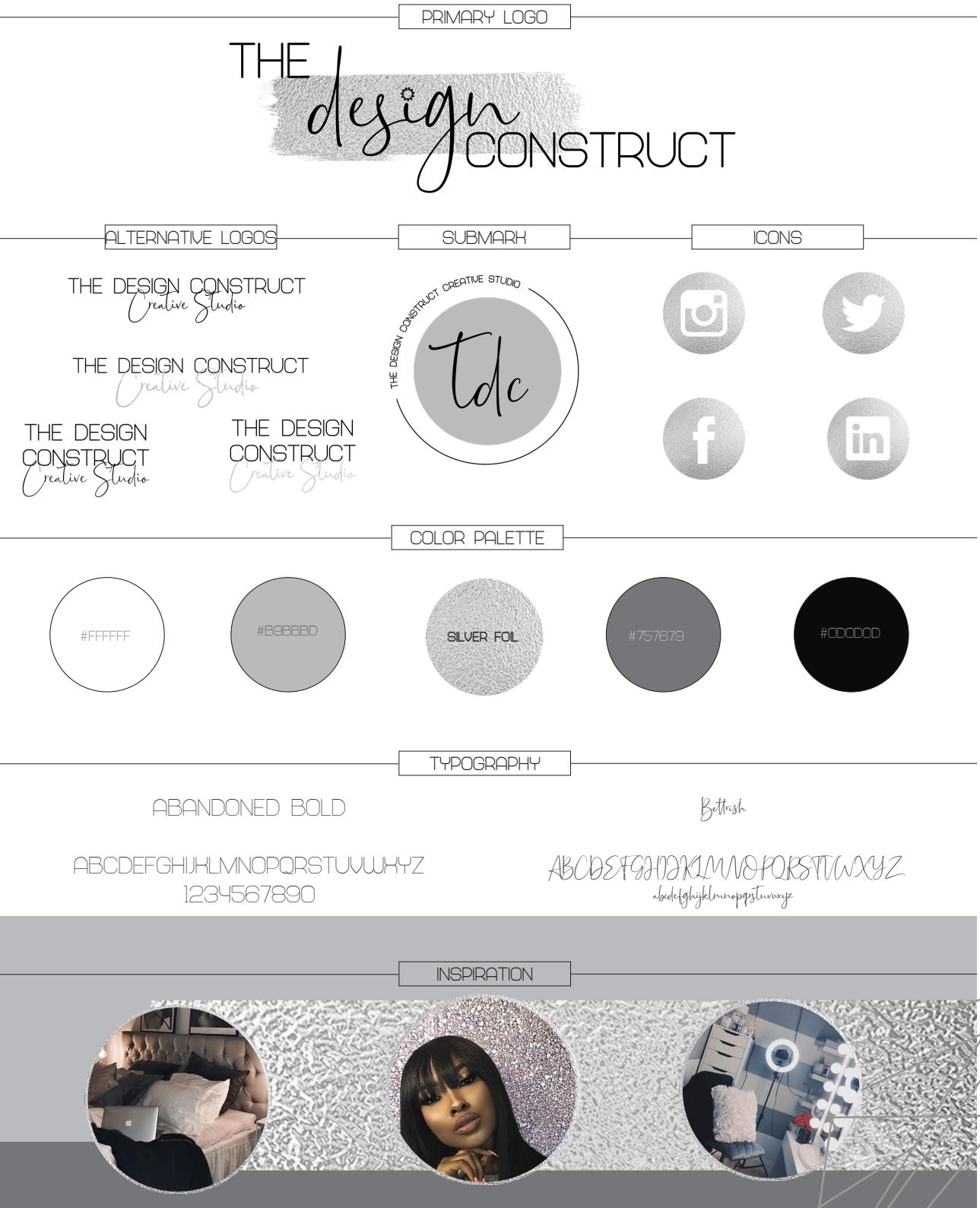
SECONDARY LOGO

branding essentials

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THE DESIGN CONSTRUCT

Brand board for this Creative Studio that includes logo development, color scheme, typography, social icons and inspiration for the brand. Think of it as your Style Guide on the go!

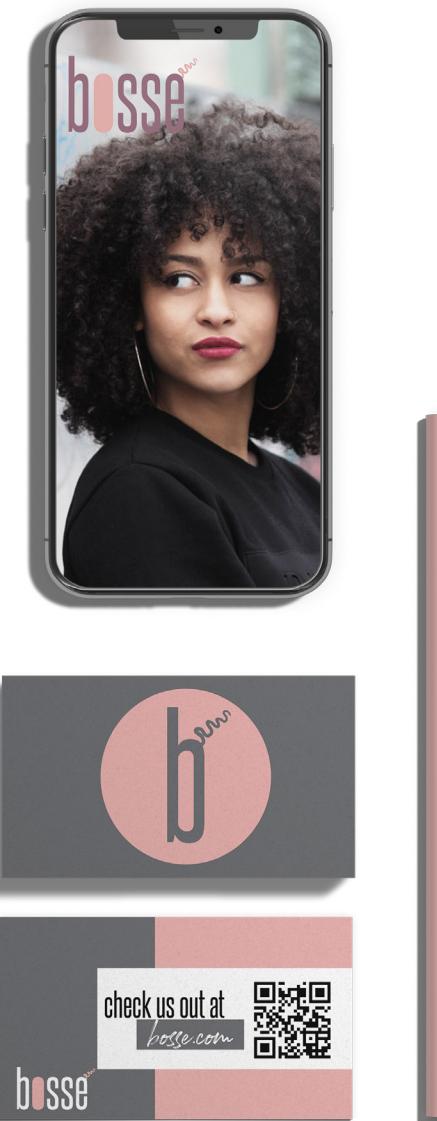
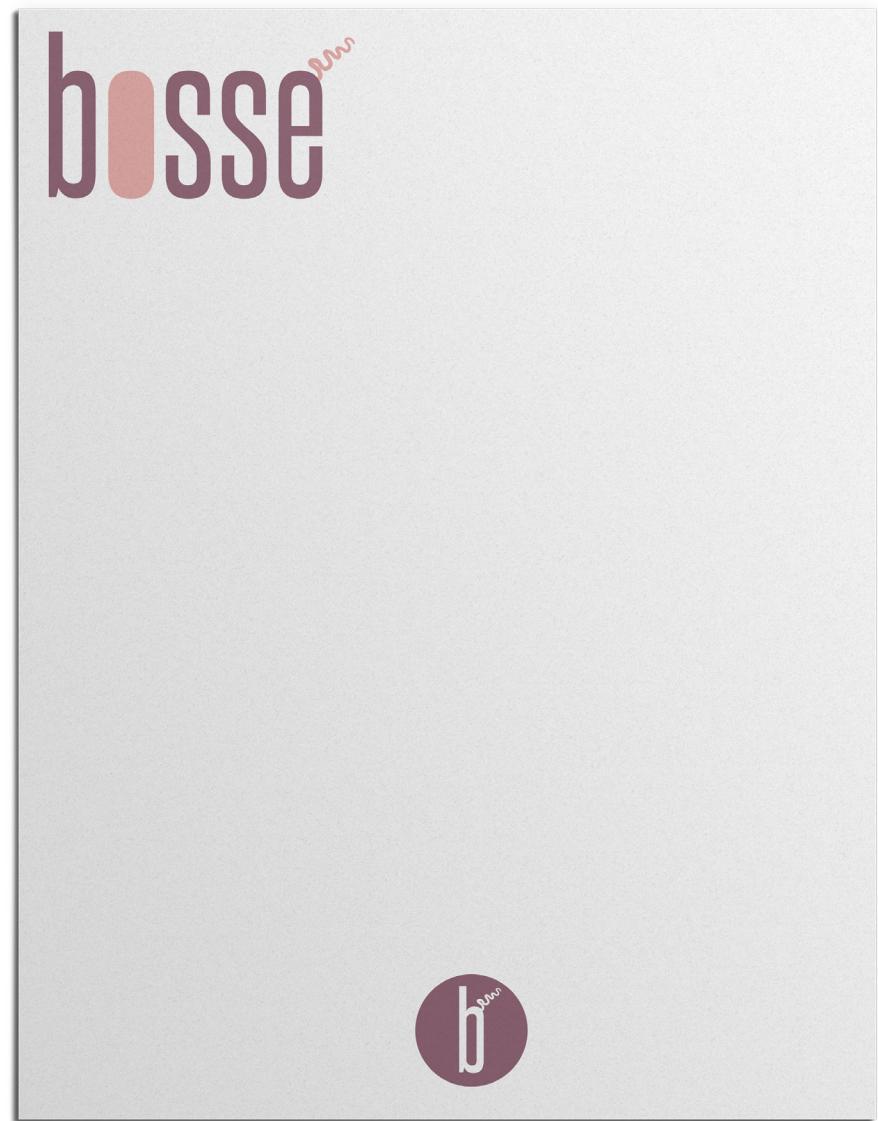


BOSSE

Boose is the multimedia company for millenials that I theorized as an assignment for my Media Design Class.

Think of a mix between “Bossy” by Kelis and “Boss” by Jay-Z and Beyoncé. You got that? Now, let’s add some “I Am Not My Hair” by India.Arie into the mix. Throw ‘em all together and you get Bossé. Pronounced boss-say, bosey or just plan boss; because, that is what we are!

The natural hair and don’t give a care bosses of our industries. From Corporate America to Entrepreneur, Bossé is here as a collaborative melting pot of what it takes to be a natural haired female boss in her industry. We strive to provide an open space for talking about experiences, giving advice on how to be your OWN Bossé while looking good at it. We also provide a space to share natural hairstyles, tips, product reviews and more for our crown and glory-- our natural hair.



web design

BOSSE

As a final project, I was tasked with designing a website for the multimedia company I theorized.

After sketching out possible designs, I took my talents to PhotoShop where I first created a basic wireframe to make sure all items would be properly aligned. After the basic wireframe, I then went in to a full wireframe and mockup of the site.

Pages included:

- Home
- About
- Blog
- Contact



typography

ELEMENTS OF TYPE

This work was made to demonstrate the elements that make up the type we see in our everyday lives using one of my favorite Bible verses.



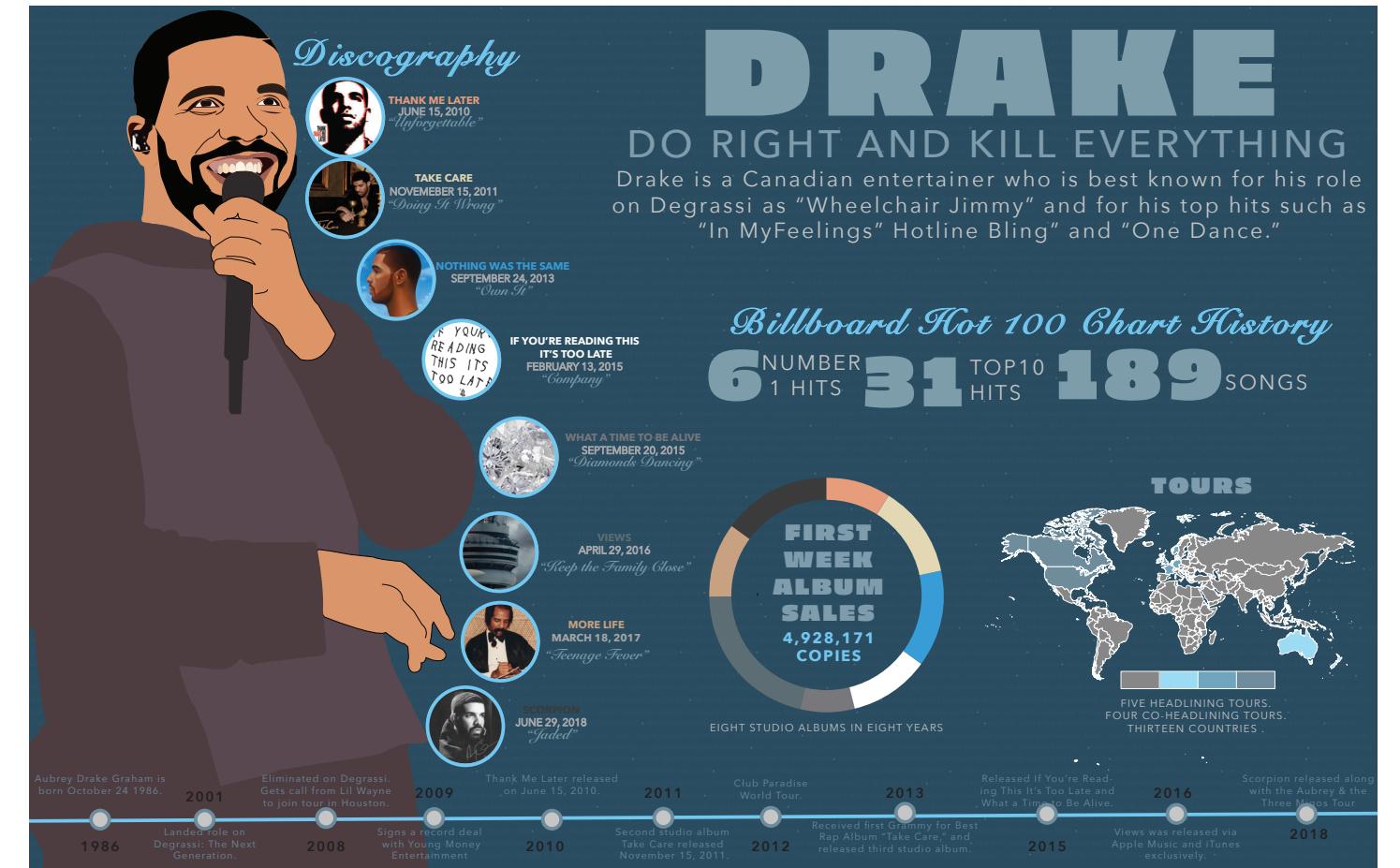
other work

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February BLACK HISTORY MONTH with BSM

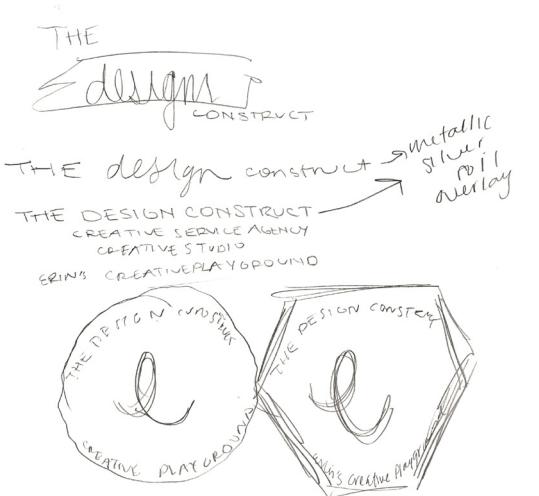
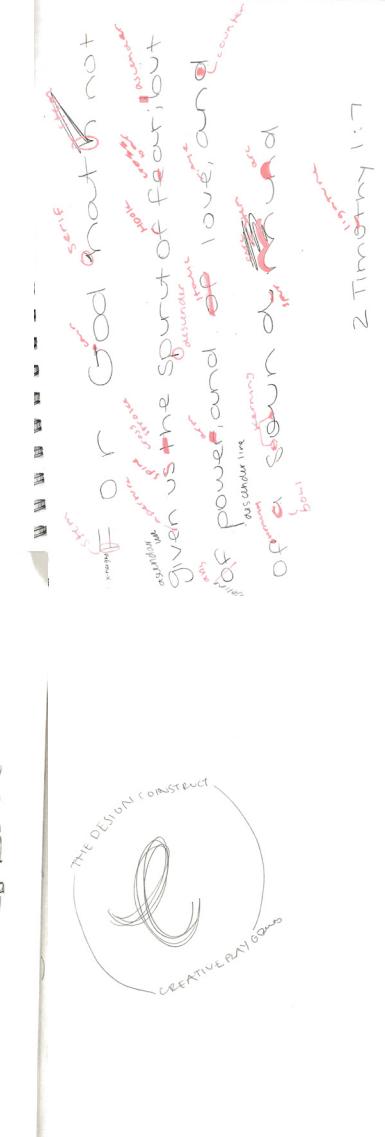
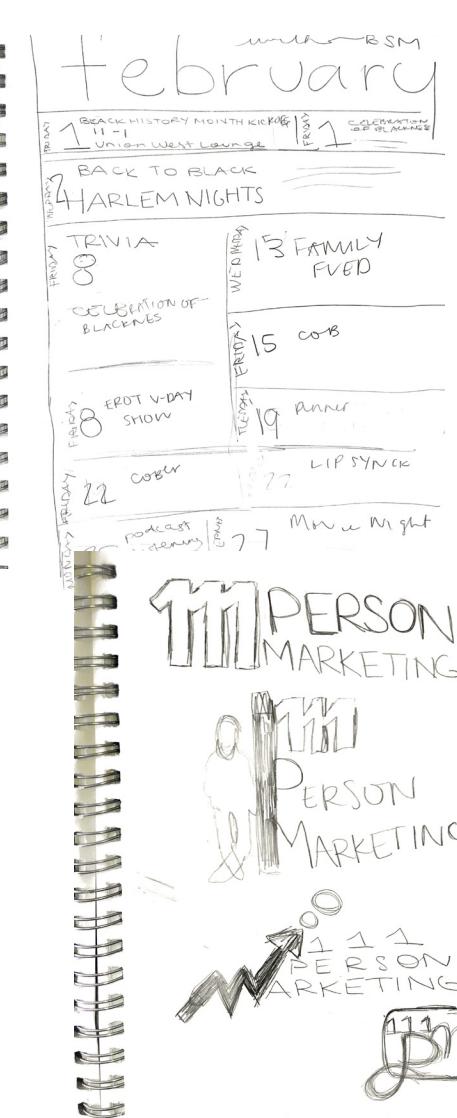
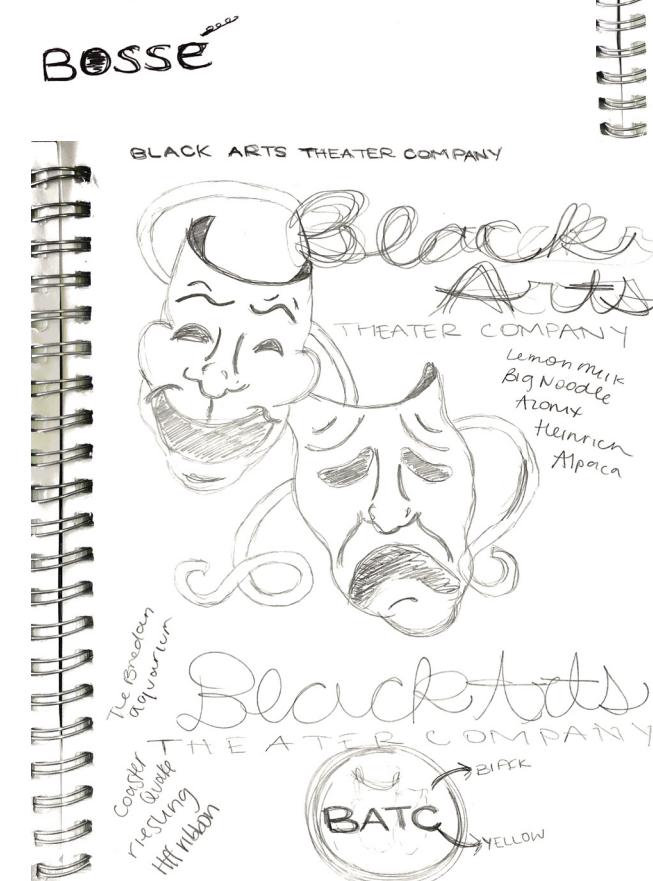
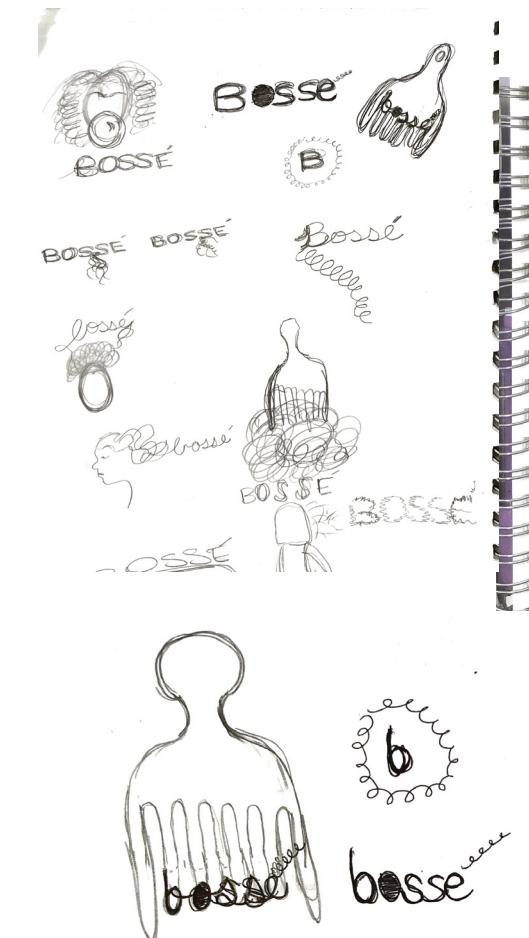
Date	Event	Description
1 Friday	BLACK HISTORY Month Kickoff	11-1 PM UNION WEST LOUNGE
2 Saturday	BACK TO BLACK: HARLEM NIGHTS	7-10 PM THE BLUE ZONE- KENAN STADIUM
6 Wednesday	FAMILY FUed: BHM Edition	5:30-7 PM UPENDO
8 Friday	BLACK HISTORY TRIVIA Celebration of Blackness	11-1 PM THE PIT 11-1 PM THE PIT
13 Wednesday	Gonna Love Me?	5:30-7 PM TBA
15 Friday	Celebration of Blackness	11-1 PM THE PIT
19 Tuesday	BLACK HISTORY Month Dinner	5-8 PM CHASE DINING HALL
22 Friday	Celebration of Blackness	11-1 PM THE PIT
25 Monday	PODCAST LISTENING	6-7:30 PM UPENDO
27 Wednesday	Movie Night	5:30-8 PM UPENDO

THE BLACK STUDENT MOVEMENT PRESENTS...
BACK TO BLACK HARLEM NIGHTS
SATURDAY, FEBRUARY 2, 2019
7:00-10:00 PM
THE BLUE ZONE- KENAN STADIUM
BUY YOUR TICKETS AT UNCBSM.COM/HARLEMNIGHTS



Sketches

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graphic designer



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