

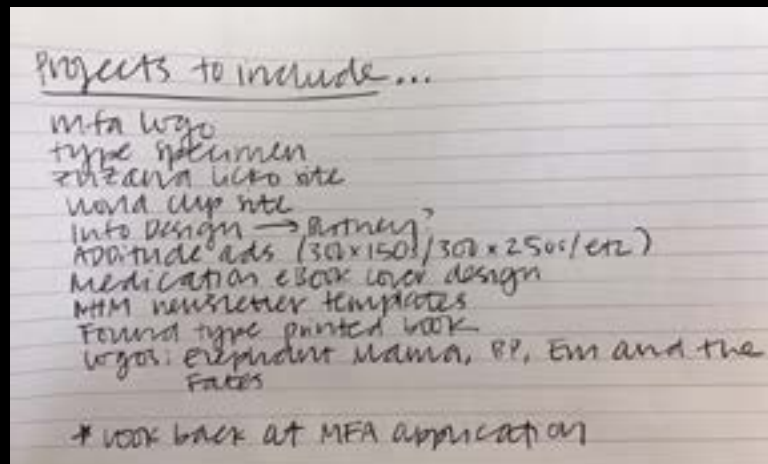
Defining My Audience

Prospective employers in the graphic design field. More specifically, I hope to secure a position at a creative company specializing in branding, advertising, web design, and/or digital marketing strategy.

Defining My Goals

The intent behind my portfolio website is to showcase recent projects and work, demonstrate my qualifications and experience, and present myself as a graphic designer to said employers would be interested in learning more about — and, ultimately, hiring — me!

My Content



Content for this website included my projects and work, descriptions of my work, my resume, and a brief bio.

MFA

The purpose of this project was to create a new identity for the Museum of Fine Arts, that would appeal to a younger generation of visitors without alienating the existing of museum-goers. To achieve this, I implemented a revised oldstyle typeface, using a letters for a modern, welcoming feel. The block elements are inspired by the New Art Wing of the museum, and are used to highlight 'fine' and 'arts,' the most significant of the name. In addition, the block elements are arranged in such a way as to impart a playful look.

ADDITUDE MAGAZINE DIGITAL ADS

Additude Magazine is a leading online and print resource for families and individuals with attention deficit and learning deficits. This collection of digital ads is used to drive sales of eBooks for sale within the company's eCommerce store.

UNITED STATES WORLD CUP WEBSITE

The purpose of this project was to design a website comparing elements of the last World Cup for the United States Men's and Women's teams. I examined total team travel, goals scored, ticket sales, game attendance, and World Cup earnings in an easily digestable website.

Wireframes

