1. cerca
2. ‘scrap’ type design
3. save the bwca
4. the mentor movement
5. three circle shop
6. bb bloks

VISUAL DESIGNER

PORTFOLIO

Carey de Victoria-Michel

As a graphic designer and visual creative, I seek to convey work with significance, meaning and a vision that is unique. Every project has its own visual story to tell and my pursuit is to align with this in exciting and relevant ways. My educational background in environmental studies has influenced my work, as well as my longtime rock climbing recreation. Although, I greatly appreciate opportunities to solve challenging design problems in a diverse array of projects.

Currently, I am in pursuit of my masters in visual design in Barcelona at Elisava School of Design and Engineering. I have had the opportunity in my freelance work to team with talented studios and organizations such as, Camp4 Collective, Save the Boundary Waters, Three Circle Shop, Public Lands Shop, BB Bloks and Honest Studios. I look forward to future collaborations.

PORTFOLIO

1. cerca

cerca is a design that was originally created in Barcelona during a package design course at Elisava. Designer, Milou Sprokel and I teamed up to make a contemporary and sustainable package design for coffee. A year later, while living in Minneapolis, I worked to re-create cerca as a product here. **cerca** can fill a gap of needed reusable packaging in the city. The look was redesigned to appeal to sustainable minded people in American cities. The materials are sustainable yet durable. The end product holds its handcrafted yet quality look. The pouch expresses sustainability with a contemperary feel.

CONTEMPORARY
HANDCRAFTED
SUSTAINABLE
INSPIRED

GOODIES
LOCAL
HAND
MADE
IN
MINNEAPOLIS

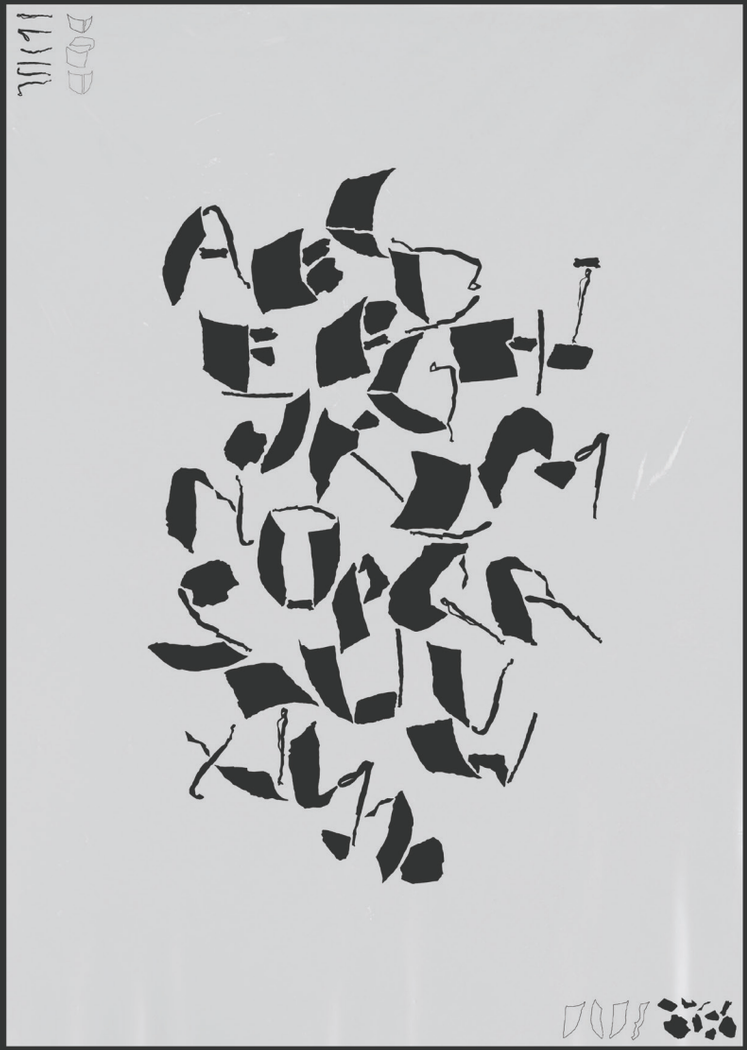
REUSABLE
POUCH
FILL WITH:
COFFEE
RICE
OATS
SNACKS
TRAIL
MIX
LENTILS
YOUR
FAVORITE
BULK
GOODIES
REUSABLE
PACKAGING
IS THE
FUTURE
SUPPORT
LOCAL
HAND
MADE
IN
MINNEAPOLIS

$3.19 lb.
PLU# 7524
$3.19 lb.
PLU# 7524

2. ‘SCRAP’

A TYPEFACE CAPTURING MUNDANE SHAPES FROM THE STREET THAT SPEAK THE LANGUAGE OF CONSTRUCTION, RUBBLE AND DEBRIS. EACH TYPE ELEMENT IS AN OUTLINE FROM THE FORMS OF LARGE PLASTIC CONTAINERS HOLDING SCRAPS OF CONCRETE, BRICK AND WOOD. THE SHAPES CREATE A SMALL ARCHIVE OF THE LABOR, GRUNTWORK AND EVERYDAY RESTORATIONS OF A CITY. IT WAS INTERESTING TO WORK WITH A GRID BASED ON AN OBJECT THAT IS FAIRLY ‘UGLY’ COMPARED TO THE BEAUTIFUL ARCHITECTURE OF BARCELONA.
THIS WORK WAS CREATED IN A WORKSHOP WITH DR. MARTIN LORENZ THE AUTHOR OF THE INFLUENTIAL, FLEXIBLEVISUALSYSTEMS.INFO

UNIQUE
INDUSTRIAL
DELICATE
INSTINCTUAL



WREK

CONSTRUCT

DEBRIS

3. Save the BWCA

I began designing to support the efforts of Save the Boundary Waters in 2021 because I deeply believe in their work. My family has a 4th generation cabin near the Boundary Waters, a pristine region of wildlife and waterways. As a non-profit they use advocacy to stop toxic copper mining corporate interests from polluting this important nature preserve. In 2022, I teamed with the well known creative agency, Camp4 Collective to create artwork for the outdoor gear shop and supporter of the cause, Public Lands Shop.

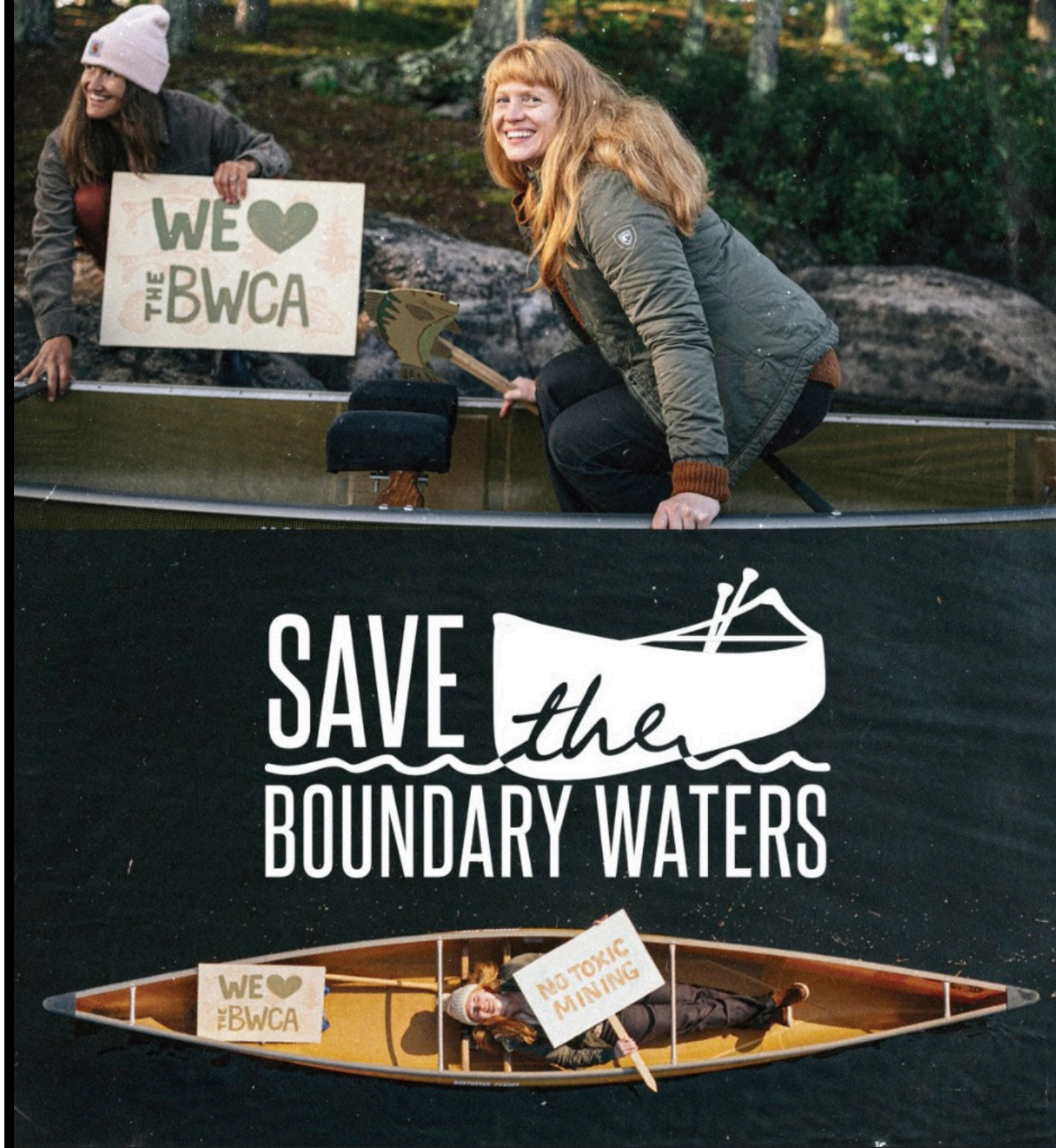
ENVIRONMENTAL
ARTISTIC
CRAFTED
OUTDOORSY

PROTECT

EXPLORE

PROTECT

EXPLORE



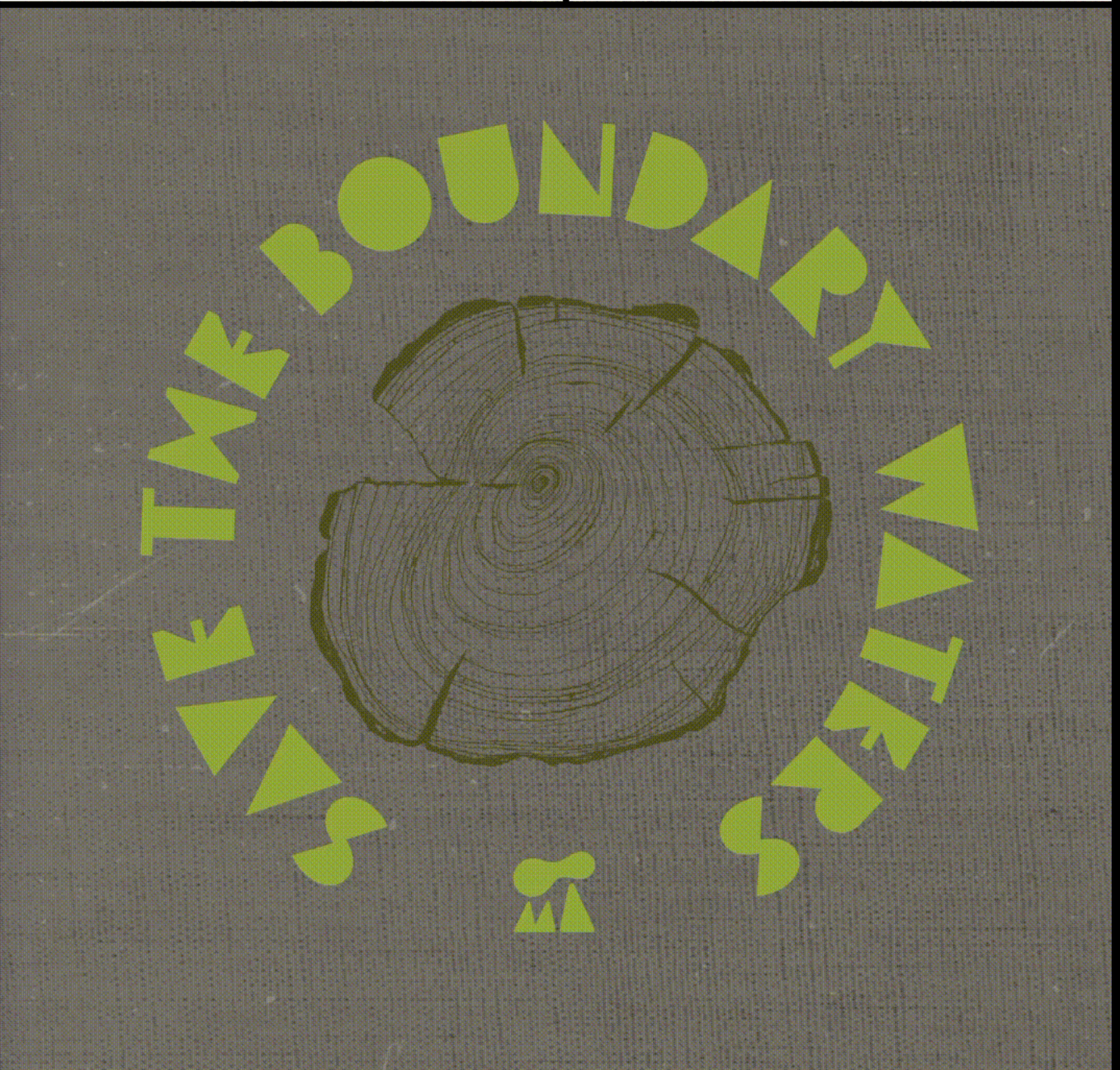
WE
BWCA

NORTHWIND 17

04:28
PUBLICLANDSSHOP
Posts
publiclandsshop
WE
THE BWCA
Liked by c.devictoria.m and others
publiclandsshop We spent the day paddling around the Boundary Water Canoe Area Wilderness with some of the folks working to permanently protect it... more

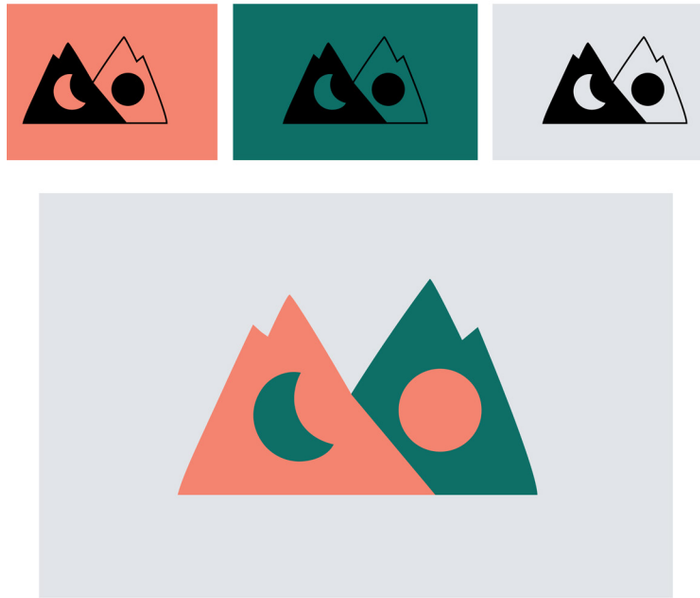
Work for these projects involved the collaborations of Save the Boundary Waters, Camp4 Collective, and Public Lands Shop.

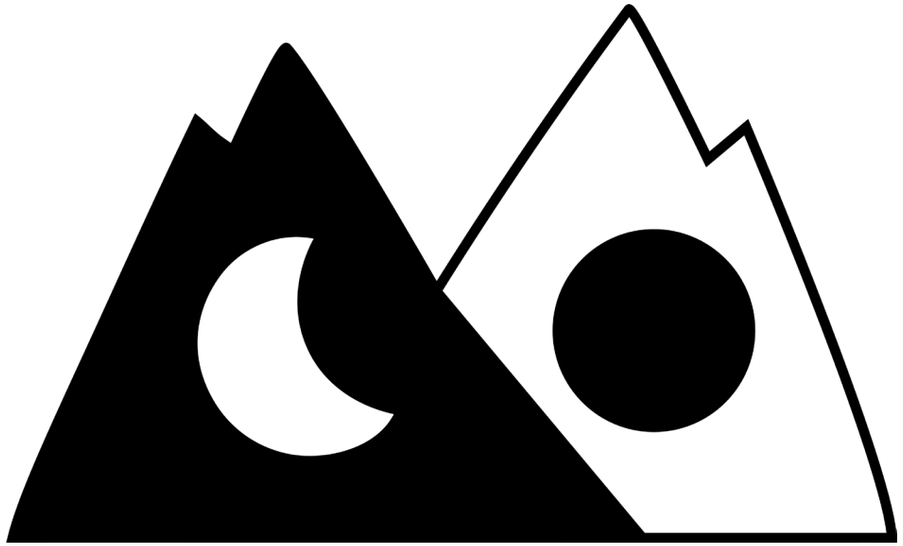
@SavetheBWCA @Camp4Collective @PublicLandsShop



4. the mentor movement

The logo design for The Mentor Movement embodies themes of partnership, mutual support and growth in rock climbing environments. The moon and sun that sit within the peaks represent a balance and unity. The Mentor Movement speaks to an active and outdoor driven audience. It is meant to speak to all genders and to represent inclusivity in the outdoor space. The colors are warm and welcoming. The typeface is youthful and approachable. The logo can be nicely utilized in different applications for the company, such as hats, stickers, apparel, patches and more.





BALANCED
APPROACHABLE
PLAYFUL
UNIFYING

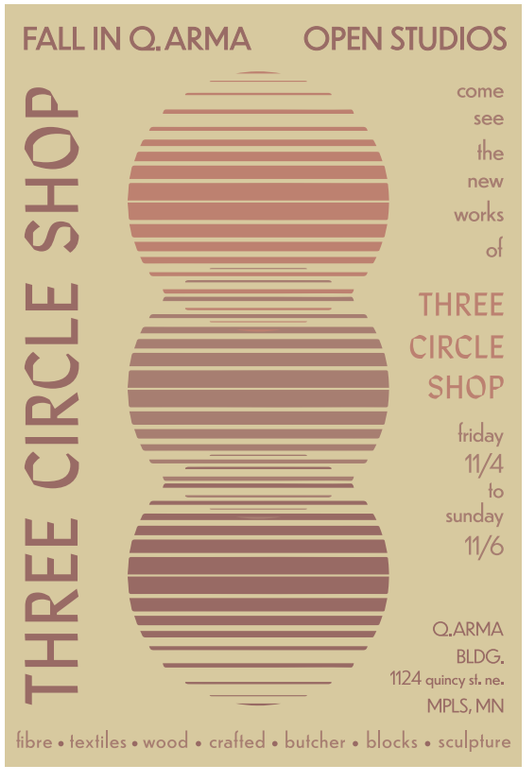
THE MENTOR MOVEMENT

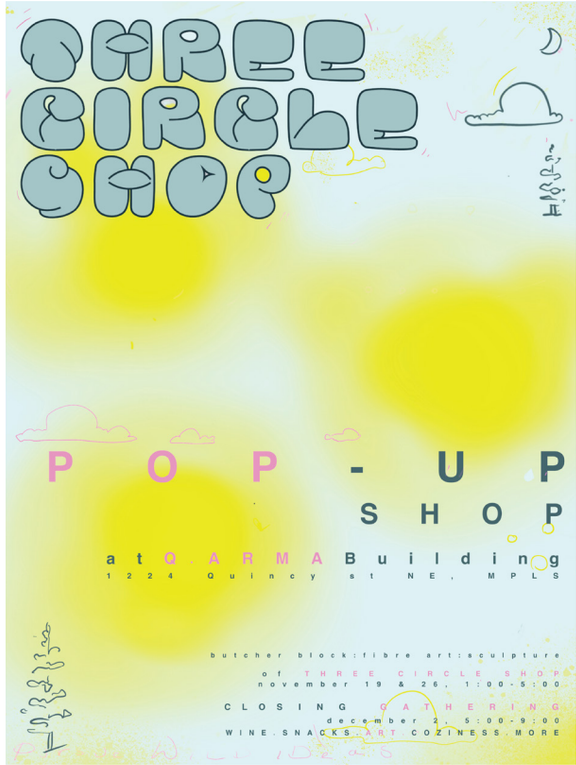
THE MENTOR MOVEMENT

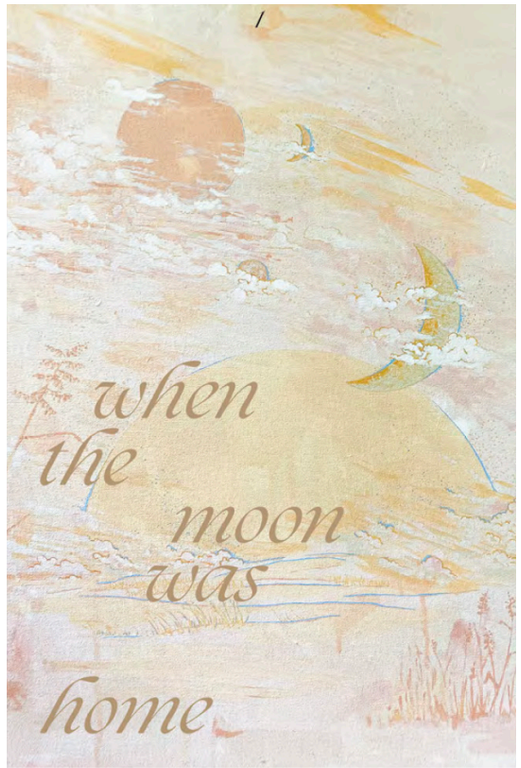
THE MENTOR MOVEMENT
RED ROCK

5. three circle shop

My work for Three Circle Shop was layered over two years of collaboration and adoration. They are a creative shop run by two wood sculpture artists and a fiber artist. Their work was born out of the pandemic and is unafraid of existing outside the box. All of their work is handmade and rooted, yet wild. My work included two posters and a commissioned painting used for an invite for various art shows. Each work has a distinctly different feeling all with the shared theme of three circles. The first design showed three circles that influence eachother yet stand as individuals. The second poster is illusive and was designed off of one of their mottos to 'pursue wild ideas'. And, the commissioned painting in acylic on canvas is made with a midwestern nostalgia.







CREATIVE
EXPRESSIVE
ROOTED
VIBRANT

FALL IN Q.ARMA OPEN STUDIOS

THREE CIRCLE SHOP

come
see
the
new
works
of

THREE
CIRCLE
SHOP

friday
11/4
to
sunday
11/6

Q.ARMA
BLDG.
1124 quincy st. ne.
MPLS, MN

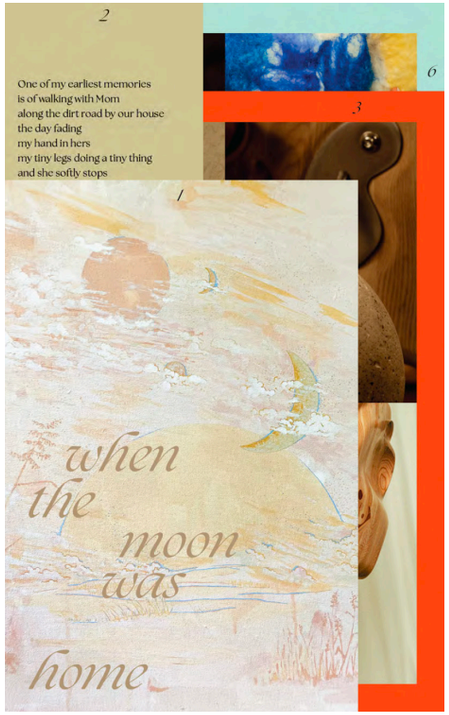
fibre • textiles • wood • crafted • butcher • blocks • sculpture

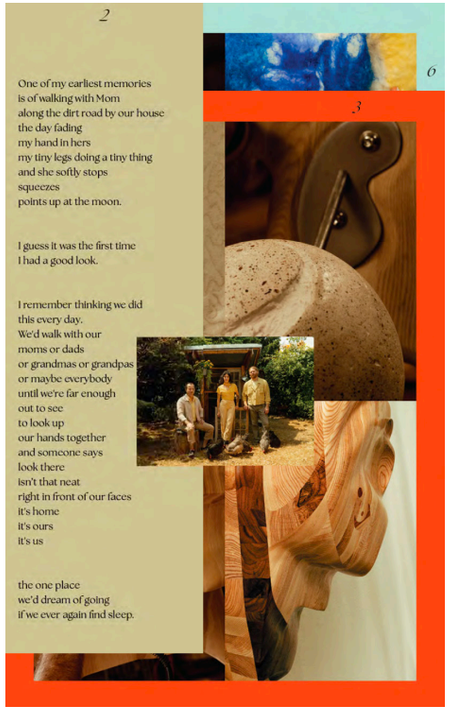
THREE
CIRCLE
SHOP

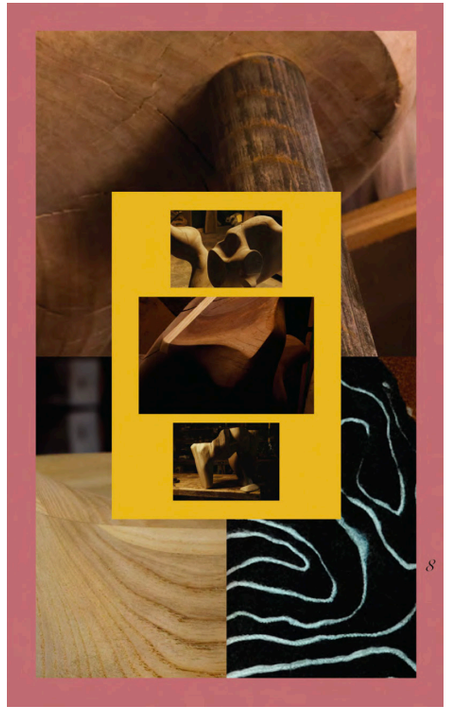
THREE
CIRCLE
SHOP
POP-UP
SHOP
at Q.ARMA Building
1224 Quincy st NE, MPLS
butcher block:fibre art:sculpture
of THREE CIRCLE SHOP
november 19 & 26, 1:00-5:00
CLOSING GATHERING
december 2, 5:00-9:00
WINE.SNACKS.ART.COZINESS.MORE

Techne
Conceive Things
Bright Pictures
RISO
PRINT GOCCO

Below you can see the spread of the invite for their latest show featuring my commissioned painting. The format printed has several pages layered and fitting together various images to tell a story of their work.
@ThreeCircleShop
ThreeCircleShop.com







6. bb bloks

BB Bloks is a small handcraft business appealing to the climbing community. The logo is designed so that any climber might see themselves in the illustration. Whether they are tall, short, male, female, big, or small. The blocks are crafted by wood and are meant for strength training in climbing. The logo expresses training in the climbing world as something that can be fun. The logo is playful and relatable. It is fairly youthful in nature. The branding of BB Bloks is made to bring joy to the sometimes serious attitudes in strength training. My work also included the design of their website - bbbloks.com.

PLAYFUL
RELATABLE
BRIGHT
YOUTHFUL

BB
BLOKS

BBBLOKS.COM

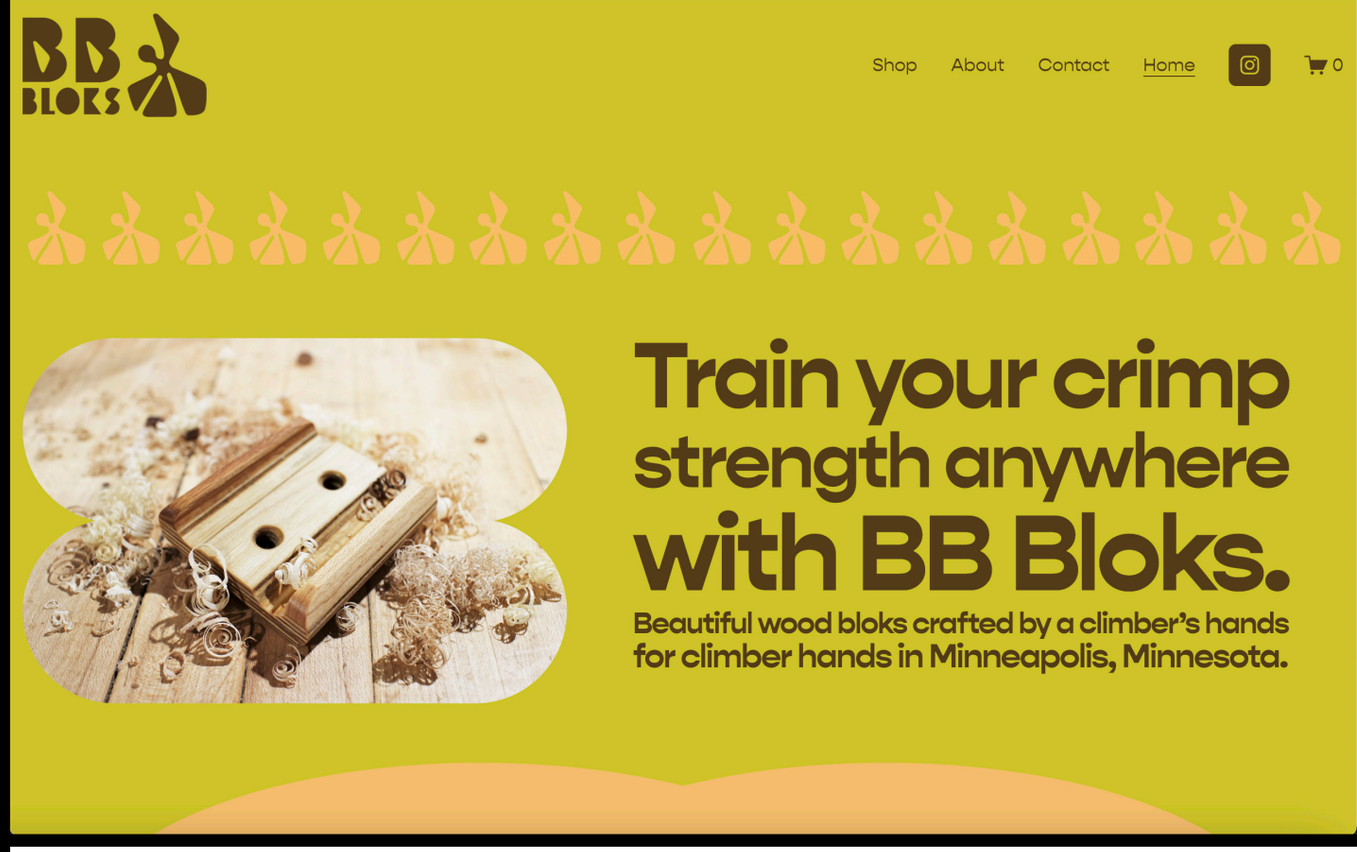
ONLINE SHOP!!

EVENT UPDATES

NEW MERCH
COMING SOON

SUPER FANCY & SENDY

BB BLOKS
Train your crimp strength anywhere with BB Bloks.
Beautiful wood bloks crafted by a climber's hands for climber hands in Minneapolis, Minnesota.


BB BLOKS
Shop
About
Contact
Home
0
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