

# Portfolio References

## Homepage / Intro



### Notes:

LOADING animation - [Link](#)

Copy and emojis to come in with “typewriter effect” ([example](#))

Arrow to bounce up and down ([example](#))

Arrow scrolls user down to portfolio grid section

### Fonts:

“Hi, I’m Blanca...” = Playfair Display Bold

*Character spacing = 1*

---

“See my portfolio” = Roboto Regular

*Character spacing = 0.64*



Hi,👋 I'm Blanca – an  
art director and  
interactive designer  
living in sunny  
Southern California.☀



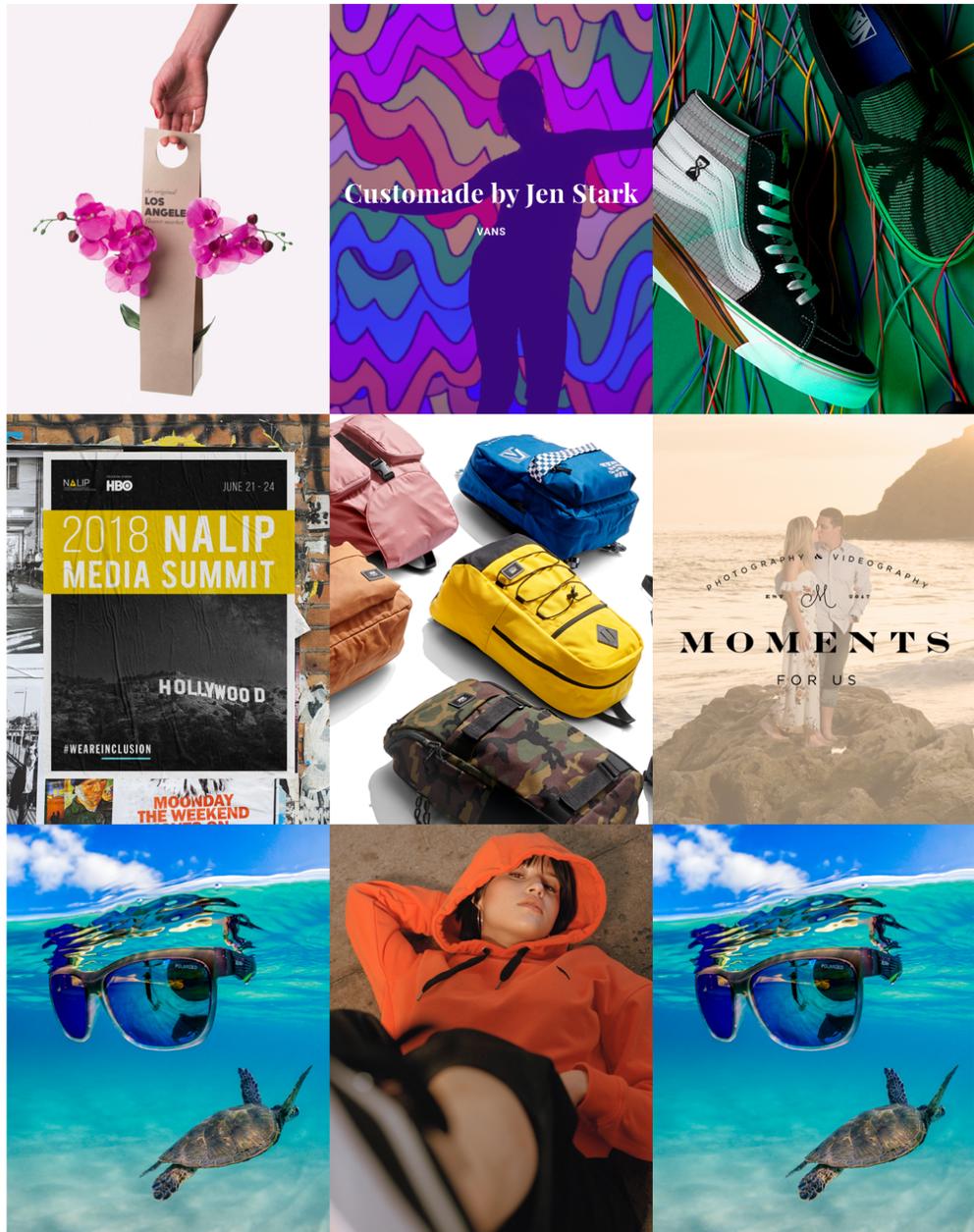
SEE MY PORTFOLIO

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## Portfolio Grid

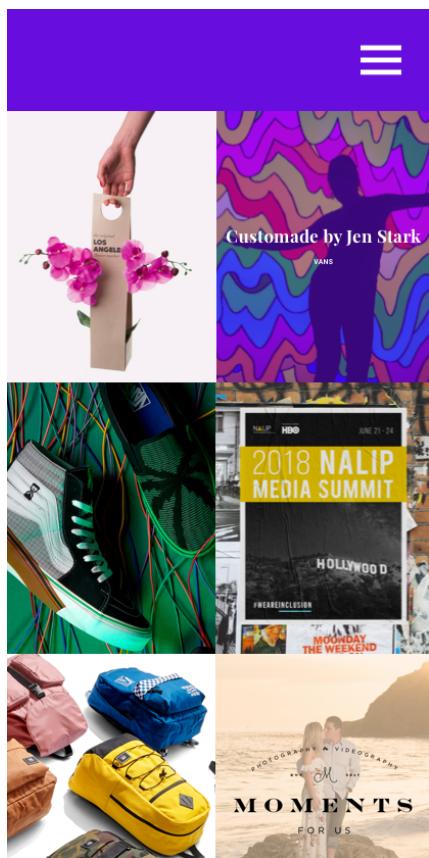


[all](#) | [art direction](#) | [interactive design](#) | [branding](#) | [print design](#) | [product styling](#)



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[LET'S WORK TOGETHER](#)



### Notes:

- Logo (non-existent yet) and menu appear from top
- Logo will go on top left (i havent designed yet)**
- When users hover over project, purple overlay and text appear
- Categories towards top (desktop) filter projects based on tags – hide on mobile
- Button “Let’s Work Together” on hover does this effect – <https://www.bando.com/> – see navigation “accessories, shoes, bags” on hover

### Fonts:

Categories “all | art direction ...” = Roboto Regular  
Selected = bold

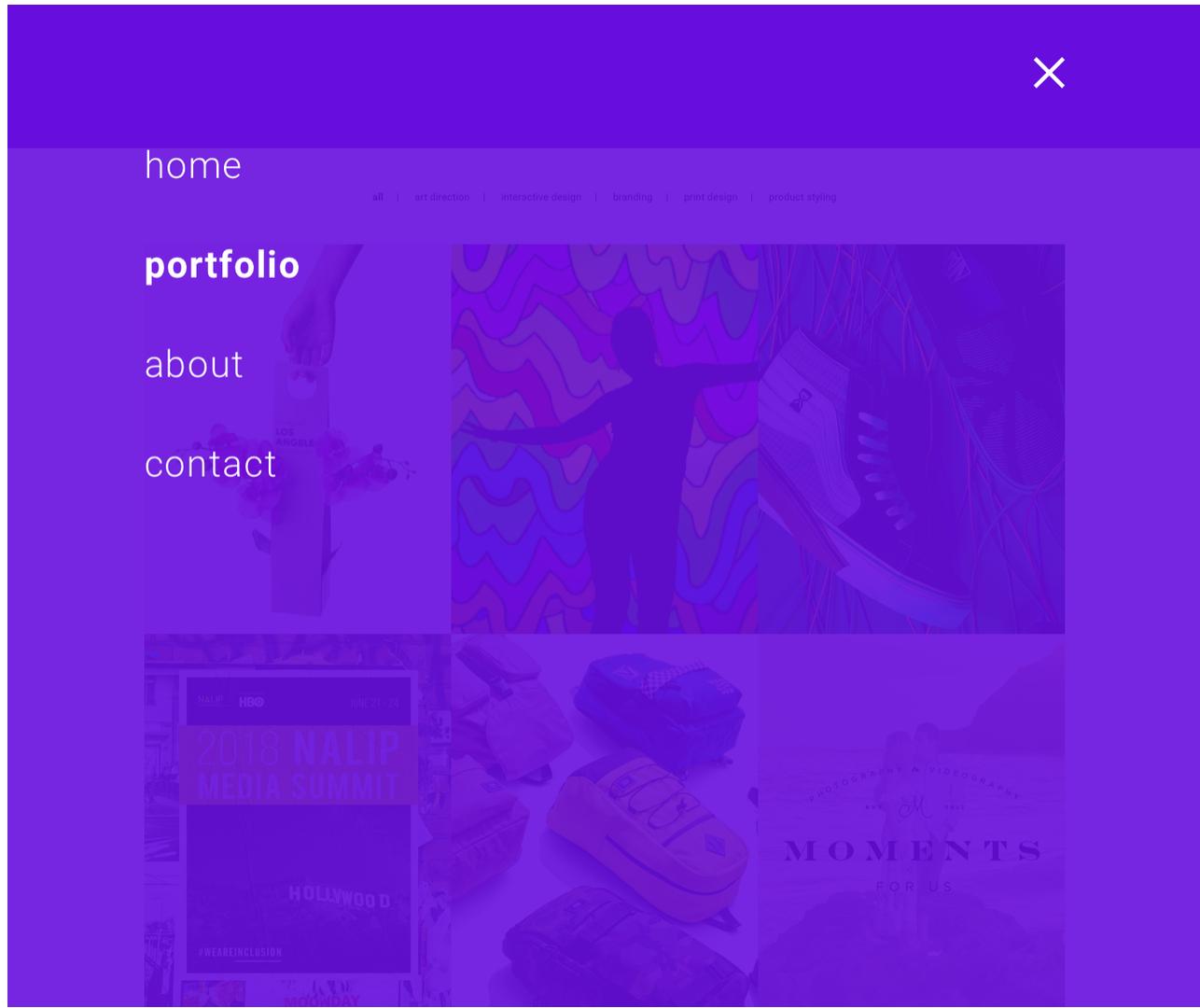
--  
Project Title “Customade by...” = Playfair Display Bold  
*Character spacing = 0.5*

--  
“I help make...” = Playfair Display Bold, *Character spacing = 1*  
“Lets work to...” = Roboto Regular, *Character spacing = 0.5*

= 0.5

---

## Menu (Opened)



## Notes:

When menu is opened, hamburger menu turns into white X  
bold on hover  
overlay is at 90% opacity

## Fonts:

Unselected = Roboto Light, *Character spacing = 1.5*  
Hover/Selected = Roboto Bold, *Character spacing = 1.5*  
Line height = 120

---

## Project Detail Page

X

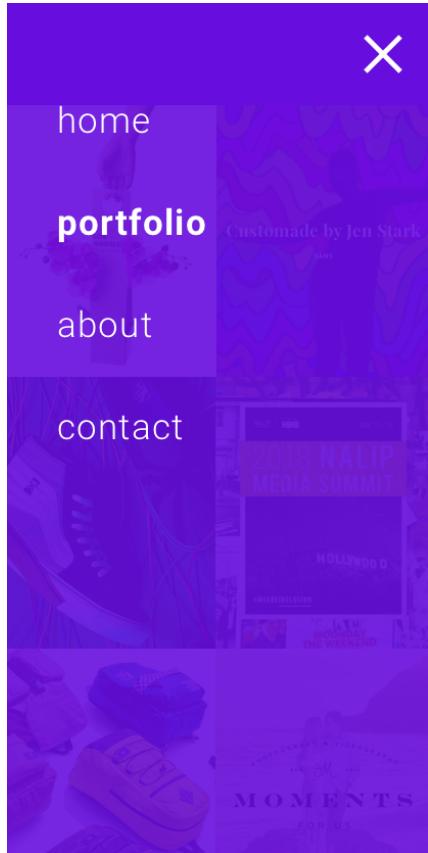
home

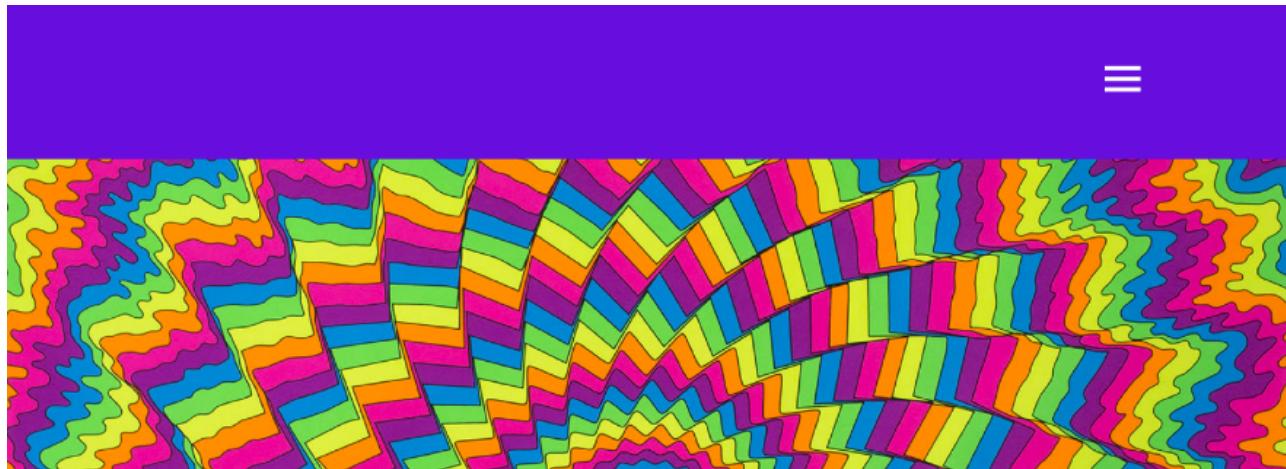
**portfolio**

Custommade by Jen Stark

about

contact

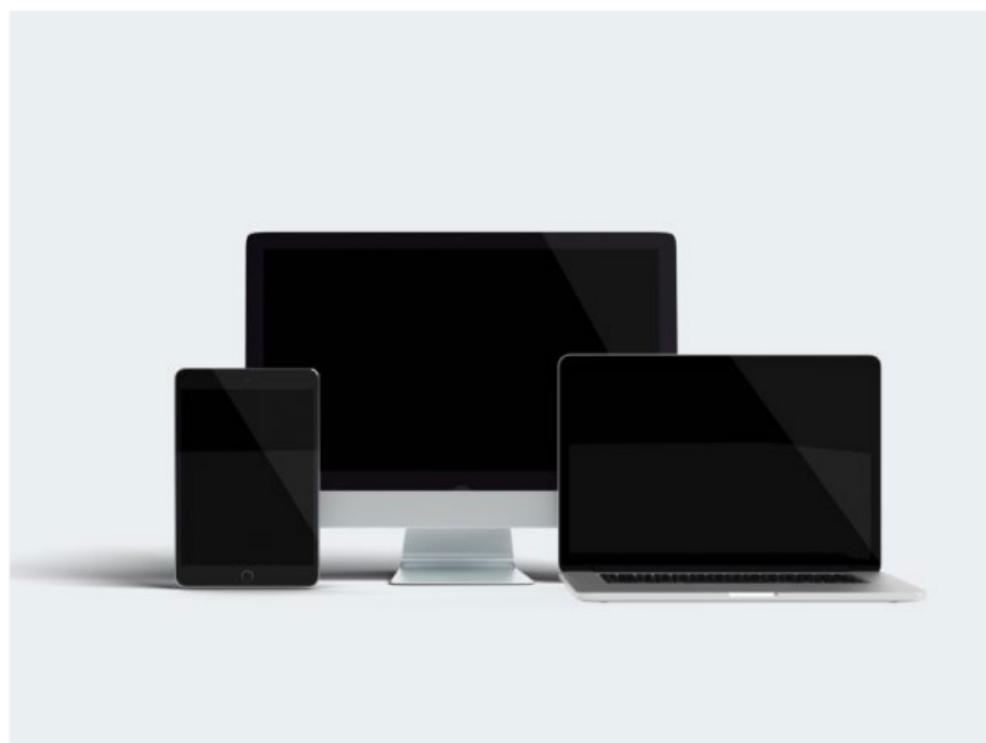




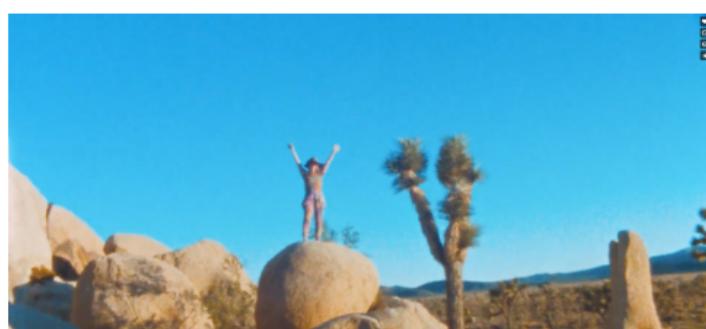
## Customade by Jen Stark

**My Role:** Lead Digital Designer | **Areas of Specialty:** Interactive Design, Social Content | **Client:** Vans (in-house)

Vans partnered with local L.A. artist Jen Stark to design custom shoes with a phsychedelic flare.  
My role was to bring that story to life on all digital platforms, including Vans.com Homepage.

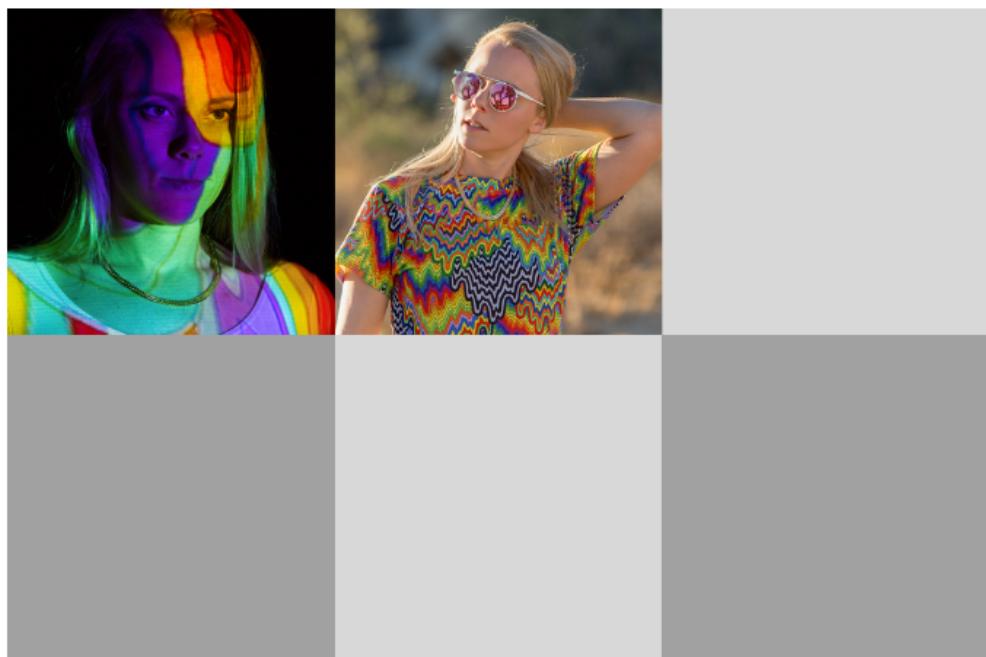


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Caption of this photo can go here. Caption of this photo can go here. Caption goes here.



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## Notes:

- top header part is full-width
- white part (where title is) covers header image on scroll (parallax?)
- projects might include photos w/ captions, videos w/ captions, and/or photo galleries (mockup has example of all three; video will be Vimeo embed code)
- purple x towards bottom goes back to portfolio grid section

## Fonts:

Title "Customade by..." = Roboto Bold, *Character spacing* = 0.7

--

[2nd area] My role/Area (bolded text) = Roboto Bold

[2nd area] Text = Roboto Light

--

[3rd area] Body text = Roboto Light, *Character spacing* = 0.3

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## Customade by Jen Stark

**My Role:** Lead Digital Designer | **Areas of Specialty:** Interactive Design, Social Content | **Client:** Vans (in-house)

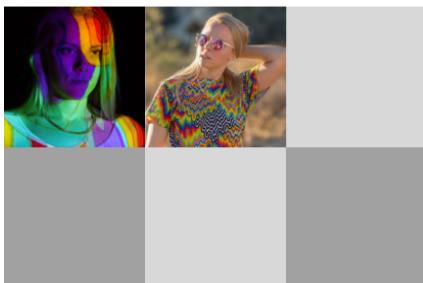
Vans partnered with local L.A. artist Jen Stark to design custom shoes with a phsychedelic flare. My role was to bring that story to life on all digital platforms, including Vans.com Homepage.



Caption of this photo can go here. Caption of this photo can go here.  
Caption goes here.



Caption of this photo can go here. Caption of this photo can go here.  
Caption goes here.



Caption of this photo can go here. Caption of this photo can go here.  
Caption goes here.



through intelligent  
design.

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### ABOUT ME

Hi there, I'm Blanca Navarro – an art director and interactive designer living in sunny Southern California. I specialize in many fields including web design, editorial design and product shoots/styling. Simply put, I love designing and creating. From early conception to final execution, I like to tell stories and see how people engage with those stories. My core values include creativity, honesty and hard work.

Currently, I'm an in-house interactive designer for Vans. Previously, I've worked and partnered with Disney, Avery Products, Screen Actors Guild (SAG), Vizio TV and The New York Times.

Away from my desk, I enjoy listening to far too many podcasts, attending concerts, traveling and vegan dining.

### IN-HOUSE EXPERIENCE

March 2016 – Present **Interactive Designer** | Vans

January 2014 – May 2016 | **Graphic Designer / Digital Director** | Tusk Magazine

June 2015 – January 2016 | **Interactive Designer** | Avery Products Co.

### CONSULTING + FREELANCE CLIENTS

Vizio TV  
Screen Actors Guild-American Federation of Television and Radio Artists (SAG)  
National Association of Independent Latino Producers (NALIP)  
Bomber Eyewear  
Cal State Fullerton Philanthropic Foundation  
Coptic Educational Foundation

### TALKS + FEATURES

2019 | **Women in Art (Panel)** | Girls Inc.

2019 | **Freelancing 101 (Podcast)** | Media 1099

2018 | **It Girl (Featured)** | Asprining Co.

2018 | **Featured** | Women of Graphic Design

## AWARDS

2016 | **Merit: New Talent Annual** | Graphis International  
2016 | **Award of Excellence: Design Annual** | Communication Arts  
2015 | **Finalist: Magazine Design of the Year** | Associated Collegiate Press  
2015 | **1st Place: Best in Show** | Associated Collegiate Press  
2015 | **3rd Place: Best Sales Promotion Material** | California College Media Association  
2014 | **1st Place: Best Ad Campaign** | Associated Collegiate Press  
2014 | **1st & 2nd Places: Best Group Promotion Ads** | California College Media Association  
2014 | **2nd Place: Best Online Promotion Ad** | California College Media Association

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## Notes:

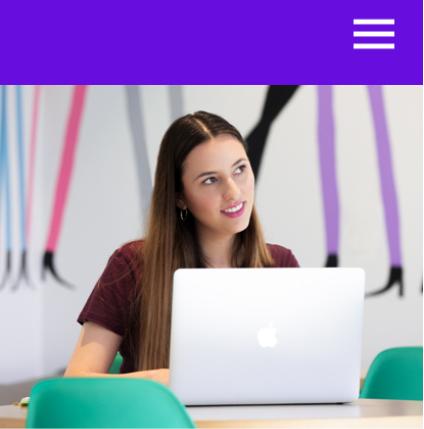
- Don't worry about actual text, I can put that in, just need the purple header and overall body style

## Fonts:

Purple headline = Roboto Black, *Character spacing* = 0.8

Body text = Body text = Roboto Light, *Character spacing* = 0.3

## ABOUT ME



Hi there, I'm Blanca Navarro – an art director and interactive designer living in sunny Southern California. I specialize in many fields including web design, editorial design and product shoots/styling. Simply put, I love designing and creating. From early conception to final execution, I like to tell stories and see how people engage with those stories. My core values include creativity, honesty and hard work.

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Away from my desk, I enjoy listening to far too many podcasts, attending

# Contact Section



**To:** Blanca Navarro

**From:** Your Name

**Email:** Your Email Address

**Subject:** Email Subject

Your message here.

**E**  
Ianca Navarro – an art director and interactive designer living in sunny Southern California. I specialize in  
cluding web design, editorial design and product shoots/styling. Simply put, I love designing and creating.  
nception to final execution, I like to tell stories and see how people engage with those stories. My core  
values are creativity, honesty and hard work.  
  
an in-house interactive designer for Vans. Previously, I've worked and partnered with Disney, Avery Products,  
The Guild (SAG), Vizio TV and The New York Times.  
  
At my desk, I enjoy listening to far too many podcasts, attending concerts, traveling and vegan dining.

**E EXPERIENCE**

- Present: **Interactive Designer** | Vans
- May 2016 | **Graphic Designer / Digital Director** | Tusk Magazine
- January 2016 | **Interactive Designer** | Avery Products Co.

**AWARD + FREELANCE CLIENTS**

- Guild-American Federation of Television and Radio Artists (SAG)
- Association of Independent Latino Producers (NALIP)

**SEND EMAIL**

## Notes:

To: Blanca Navarro

From: Your Name

Email: Your Email Address

Subject: Email Subject

Your message here.

SEND EMAIL

Designer including y put, I love in, I like to core values  
usly, I've ors Guild  
.attending

- Contact section comes in from the right, pushes content to the left (if necessary for web size)
- Can you please have the form sent to my email address: [hello@blancanavarro.com](mailto:hello@blancanavarro.com)
- Button "Send Email" on hover does this effect – <https://www.bando.com/> – see navigation "accessories, shoes, bags" on hover
- Example of contact section = <https://katiebostedt.com/contact-form>

## Fonts:

Roboto Black + Light