**Dreamscape Music Festival Poster**

With the rising popularity of K-pop in North America, I decided to create the visual identity for Dreamscape, a fictitious music festival that celebrates the generations of women in K-pop. I was interested in experimenting with 3D graphics for the first time, and settled on the imagery of a strawberry in the sky; something that communicates a dream-like quality.

**PRIDE Coffee Bar Branding**

One of my first attempts at building a brand and its visual identity from the ground up, PRIDE Coffee Bar is a local café that recognizes the importance of safe and welcoming queer spaces. Something as simple as a designated place to write your name and pronouns on a cup sleeve goes a long way in creating a sense of community.

**“Type, Camera, Action!” Zine**

Back when I was studying design history, I was given the task of creating a zine showcasing different famous typographers and their most popular typefaces. I decided to dive into the world of movie poster design and look at the many ways in which typography was used to match the corresponding films, and thus, “Type, Camera, Action!” was born.

**“You Deserve Love” Campaign**

Probably the first advertising campaign I ever worked on, “You Deserve Love” is an unofficial campaign for The Trevor Project; an organization that provides educational and non-urgent services for LGBTQ+ youth and allies. The goal with this campaign was to push for more social media presence to be more easily accessible to young people.

**Personal Brand Logo**

I wanted my personal logo to encapsulate my friendly, light-hearted personality while still keeping things relatively clean and minimal.  
  
I am a lover of all things cute and cartoon-y, so when I came up with an icon of a little black cat and speech bubble in the shape of the letter J (the initial of my first name) I knew I had to go for it. I often feel like my personality embodies that of a cat; I am naturally independent, but also have a playful/social side that comes out when the mood strikes (not to mention my absolute LOVE for naps).