

Portfolio

GRAPHIC DESIGNER

Web Design

Branding

Visual Identity

2025

Jayleen Serrano

Full portfolio at:
<https://jayleen.netlify.app>



Index

01. Athens-Clarke County Library Designs

Branding

Visual Identity

02. Cicada Creative Magazine

Web Design

Branding

Visual Identity

03. Personal Branding

Web Design

Branding

Visual Identity

04. Finca Casa Blanca

Branding

Visual Identity

05. Nenrikido

Web Design

Visual Identity

06. Penny Molesso's Portfolio

Web Design

07. Moo-yu Mock-up

Branding

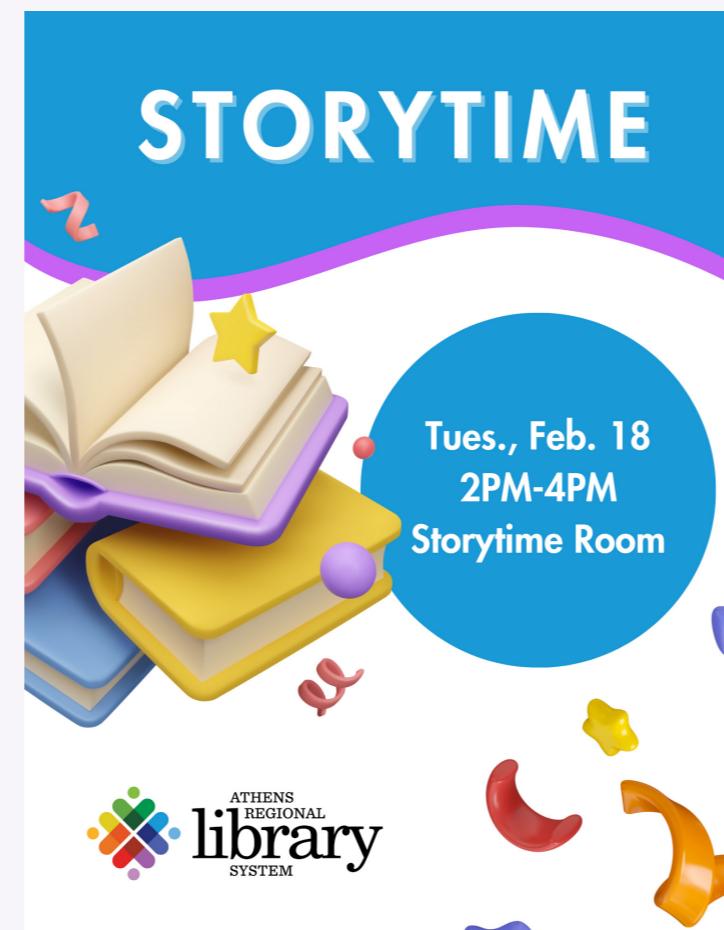
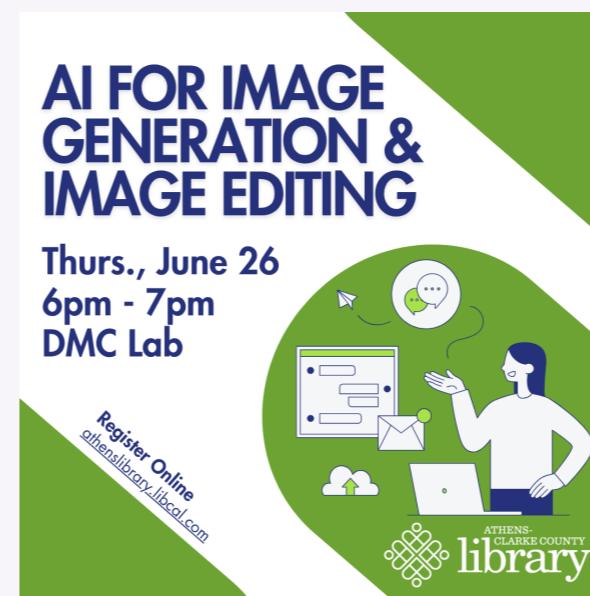
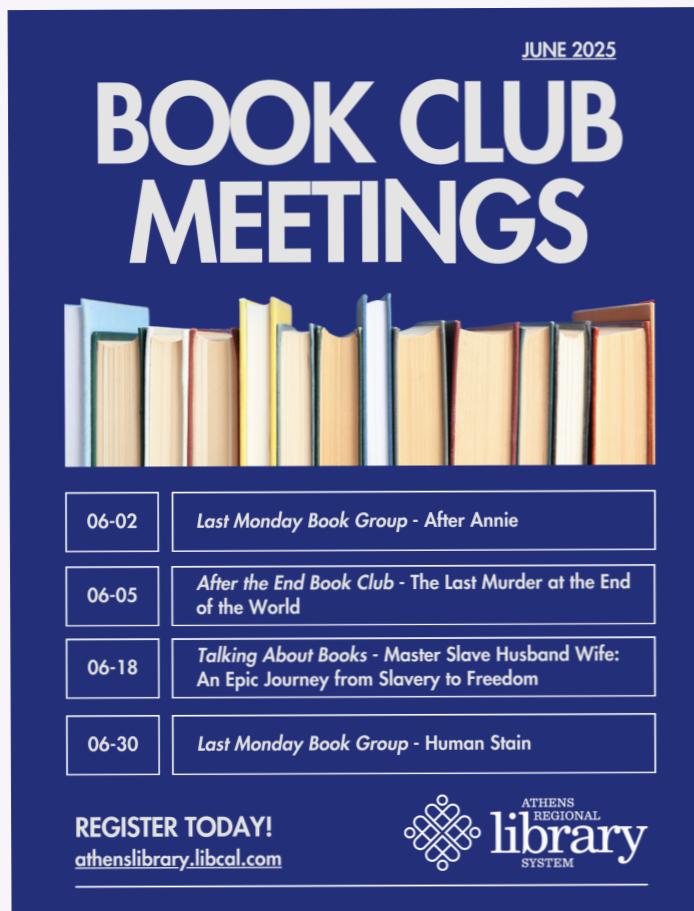
Visual Identity

01. Athens-Clarke County Library Designs

Branding

Visual Identity

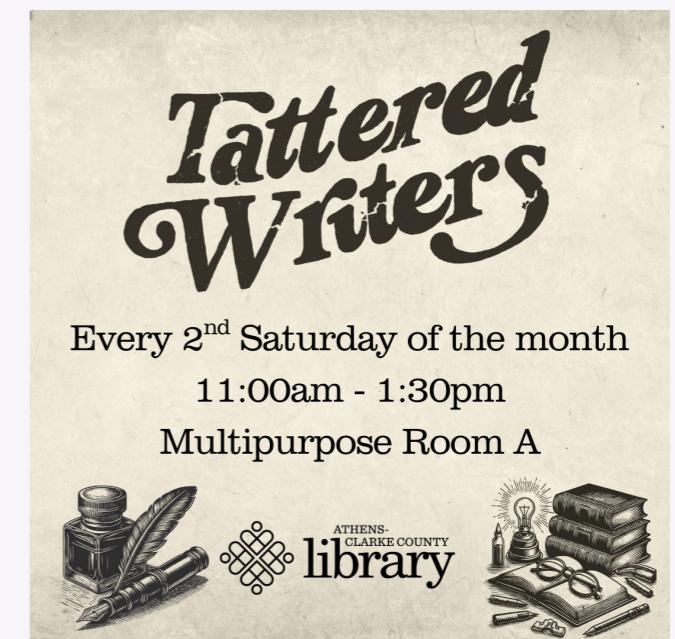
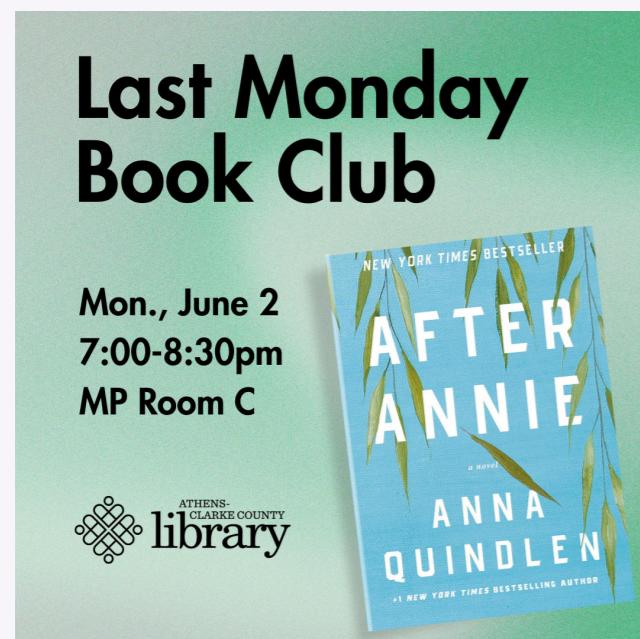
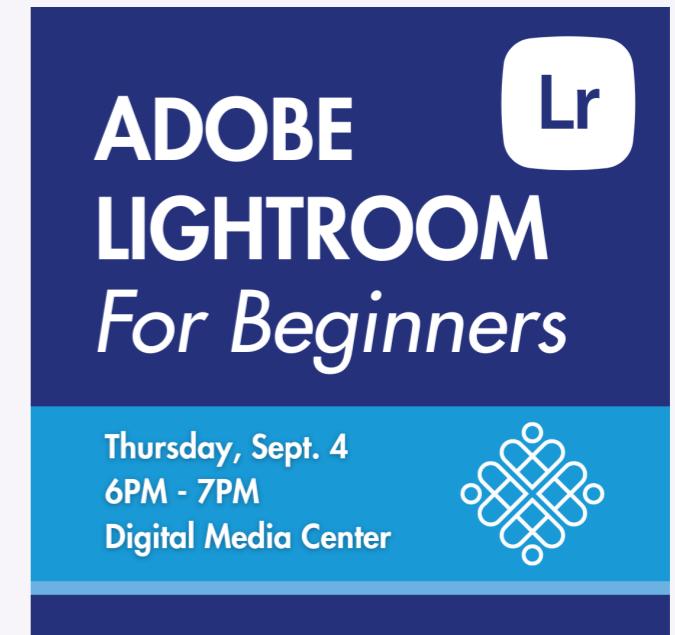
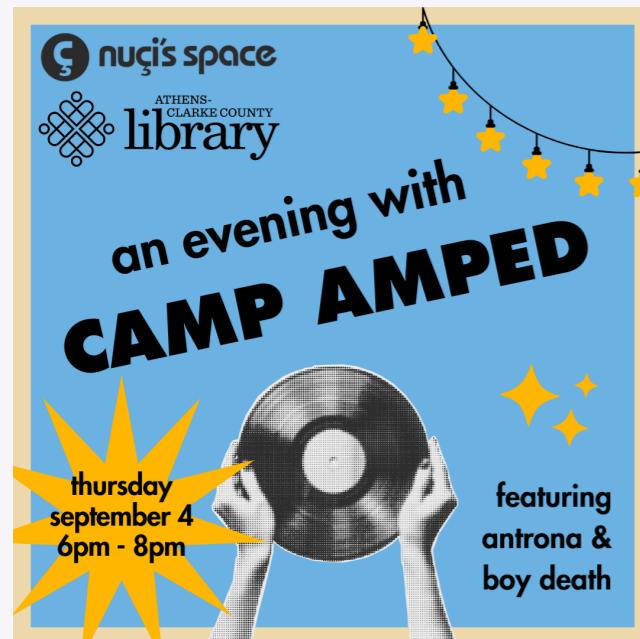
As the Public Information Associate at the Athens-Clarke County Public Library, I was tasked with making graphics for social media, digital signage, and newsletter in Canva and Adobe Suite. I also made posters for print. I assisted with the creation and implementation of the branding and style guide, which made it easier for staff to follow standards laid out by WCAG (the Web Content Accessibility Guidelines) and ensure cohesion in the library's visual identity. I also designed our newsletter layout, which went out to tens of thousands of subscribers per week.



01. Athens-Clarke County Library Designs

Branding

Visual Identity



02. Cicada Creative Magazine

Web Design

Branding

Visual Identity

CCM is an all-arts publication that works to expand traditional notions of art and creativity. I put together a team in 2017 to help me see this project come to fruition. I co-designed our visual identity, applied it to our branding, and developed our website (live at <https://cicadacreativemag.com>). Over the years, I've continuously generated marketing material, refined our social media and newsletter templates, and spearheaded design-driven campaigns to ensure CCM is always visually fresh and interesting.



C Style Guide

Typography

Nimbus Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Crimson Text
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Inconsolata
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Color Palette

Hex: #FFF380 R: 255 G: 243 B: 128	Hex: #FC723F R: 252 G: 114 B: 63	Hex: #FC8989 R: 252 G: 137 B: 137
Hex: #94EFA2 R: 148 G: 239 B: 162	Hex: #5B72F5 R: 91 G: 114 B: 245	Hex: #FFFFFF R: 255 G: 255 B: 255

Logo Variations

Email Signature

Stay creative,
CCM

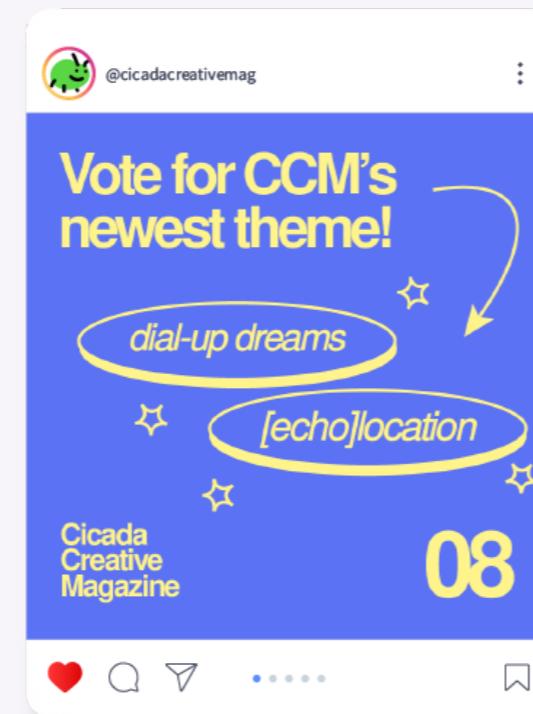
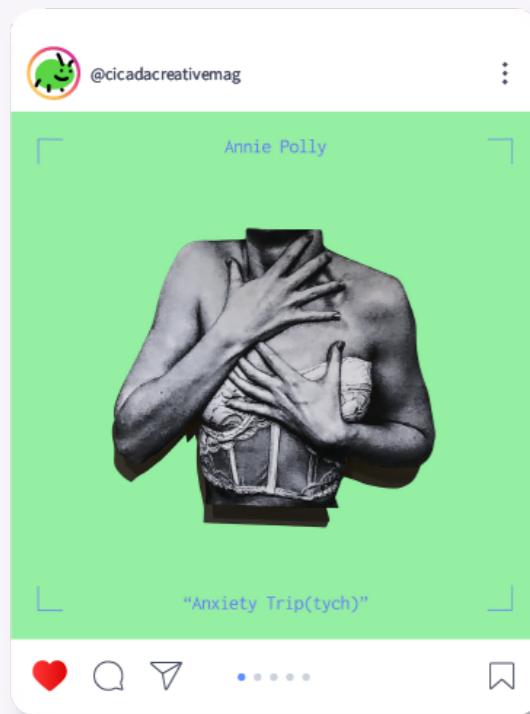
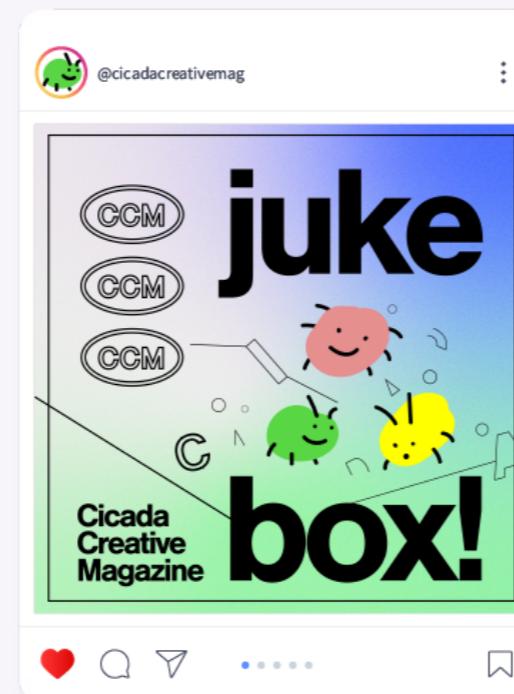
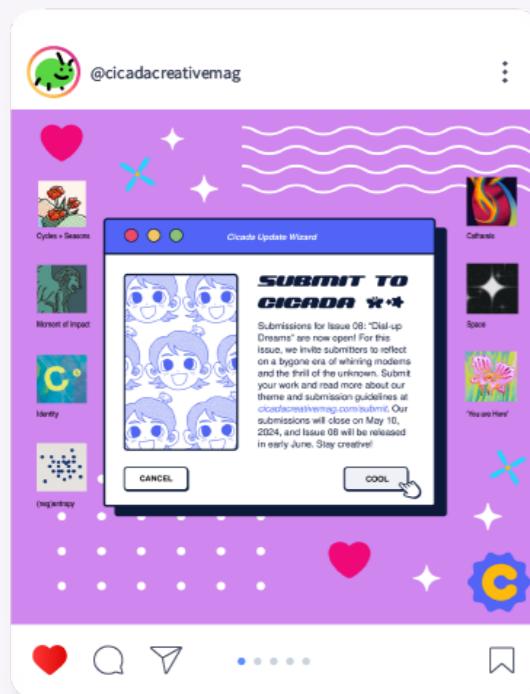


02. Cicada Creative Magazine

Web Design

Branding

Visual Identity



The Cicada Creative Magazine website home page is displayed. The header features a red 'C' logo and navigation links for Home, About, Issues, Submit, Blog, Staff, and Contact. Below the header, a yellow banner says 'HOME' and 'Welcome to Cicada Creative Magazine!'. A 'VOTE FOR ISSUE 08'S THEME' section asks which theme should be for Issue 08, with options 'Dial-up Dreams' and '[Echo]location'. A 'SPOTIFY PLAYLIST' section shows a Spotify player with tracks by 'juke box!', including 'Sticky' and 'Lara (feat. Clairo)'. A 'RECENT BLOG POSTS' section includes a post by Jay Serrano, Editor-in-Chief, about Issue 07, and a post by Aimee Kuiper, Creative Team Member, about 'When in Crisis, Get a Plant'. The footer contains social media links and a newsletter sign-up form.

03. Personal Branding

Web Design

Branding

Visual Identity

My personal branding reflects my ideal aesthetic sensibilities: bold and playful, but practical and never overwhelming. I wanted to suggest a motif of space (using stars) and combine it with modern design trends. My portfolio website has a light mode and a dark mode, and all color palettes meet web accessibility standards. This portfolio uses the visual identity and branding I developed for my website.

PERSONAL BRANDING

TYPOGRAPHY

Sunsive Extra Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

National Park Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

National Park Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOR PALETTES

LIGHT MODE

Hex: #f7f5fa R: 247 G: 245 B: 250	Hex: #5a488b R: 90 G: 72 B: 139	Hex: #9b95d4 R: 155 G: 149 B: 212

DARK MODE

Hex: #1b1b3f R: 27 G: 27 B: 63	Hex: #afb0eb R: 175 G: 176 B: 235	Hex: #464691 R: 70 G: 70 B: 145

LOGO VARIATIONS

JAY.

WELCOME
My name is Jayleen Serrano.

Welcome to my portfolio website. You can access a PDF portfolio of the projects listed on this site [here](#). I currently do design and development work. I specialize in responsive web design and coding static websites, but I also do branding and visual identity work. I graduated from Colorado State University with a BFA in Graphic Design. Recently, I was admitted to the Georgia Institute of Technology's Master's program in Analytics. I'm also the founder and Editor-in-Chief of Cicada Creative Magazine. If you'd like to get in touch, you can email me or use my contact form.

FEATURED WORK

Cicada Creative Magazine
Web Design | Web Development | Branding
An interdisciplinary publication that showcases community creativity. I founded it, co-designed and developed the website, and currently oversee it.
[Read more →](#)

Finca Casa Blanca Branding
Branding
Finca Casa Blanca is a Puerto Rican Airbnb. The property owner asked me to create a print-ready informational booklet to distribute to guests and refine their branding.
[Read more →](#)

Penny Molesso's Portfolio
Web Design | Web Development
Penny Molesso's portfolio website. I co-designed and developed it to showcase their body of work. I also implemented a password-protected thesis show.
[Read more →](#)

See the rest here

© 2025 Jayleen Serrano

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See the rest here

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04. Finca Casa Blanca

Branding

Visual Identity

Finca Casa Blanca is an Airbnb located in Juana Diaz, Puerto Rico. The property manager wanted me to create a print-ready PDF booklet for guests to reference during their stay. She also wanted me to create a logo and business card for her. This project required several iterations as I modified the designs based on her feedback and aesthetic preferences. I also handled the copywriting.



05. Nenrikido

Web Design

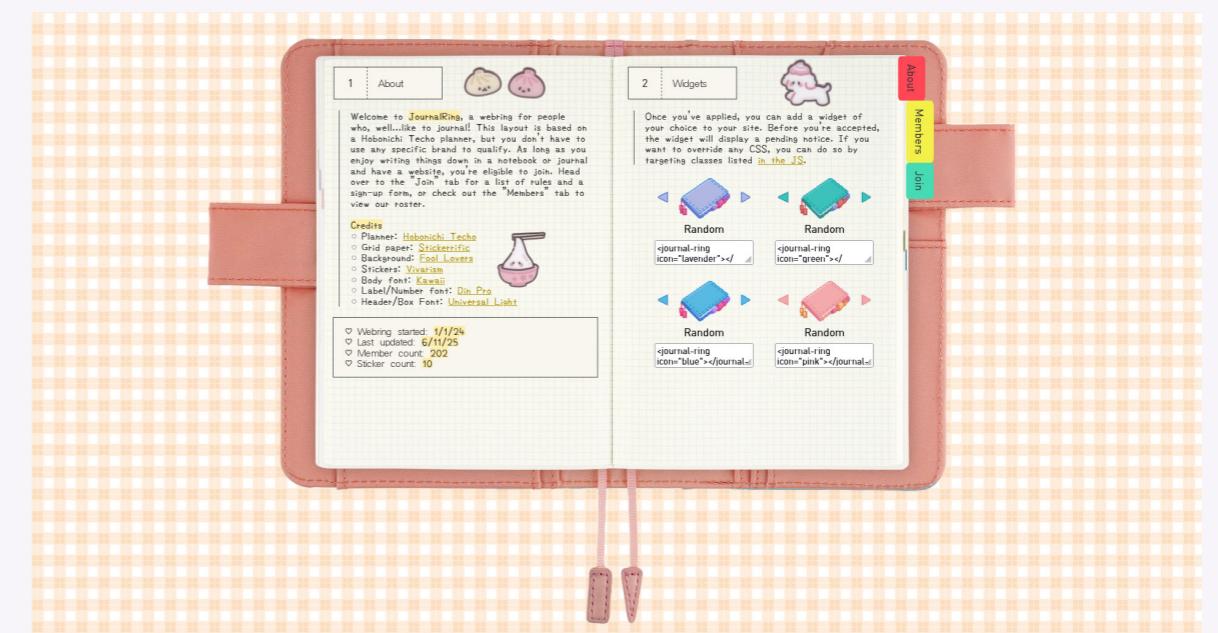
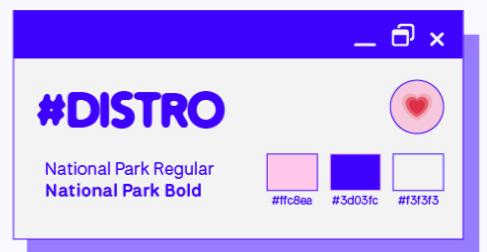
Visual Identity

Nenrikido is a web design and development project I started in 2022 as a tribute to the “old web” movement. It featured five themes with different color schemes and fonts, webrings, free-to-use code, a repository of creative projects, and more.

The screenshot shows the Nenrikido website's main page. It has a light pink background with a grid of nine icons. The icons represent various website features: HOME (house), ABOUT (monitor), GALLERY (stack of papers), COMMISSIONS (paint palette), CODE (HTML/CSS file), BLOG (monitor with blog post), LINKS (link icon), MICROBLOG (notepad with pen), and LIBRARY (bookshelf). Below the grid is a search bar with the placeholder "Search..." and a magnifying glass icon. At the bottom, there is a large window titled "#NENRIKIDO" containing text about the site and five circular stickers at the bottom.

01:27 PM

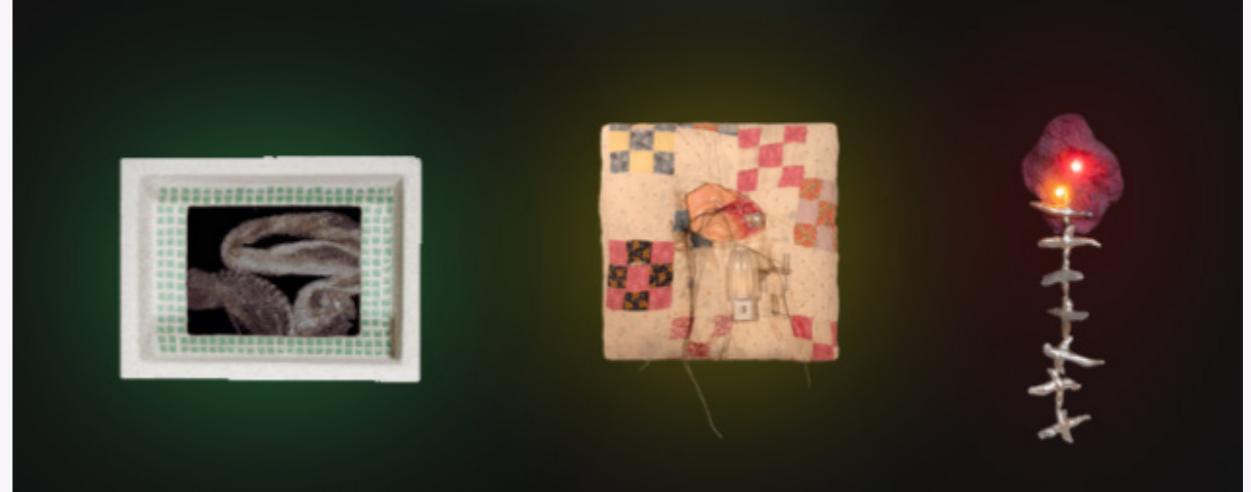
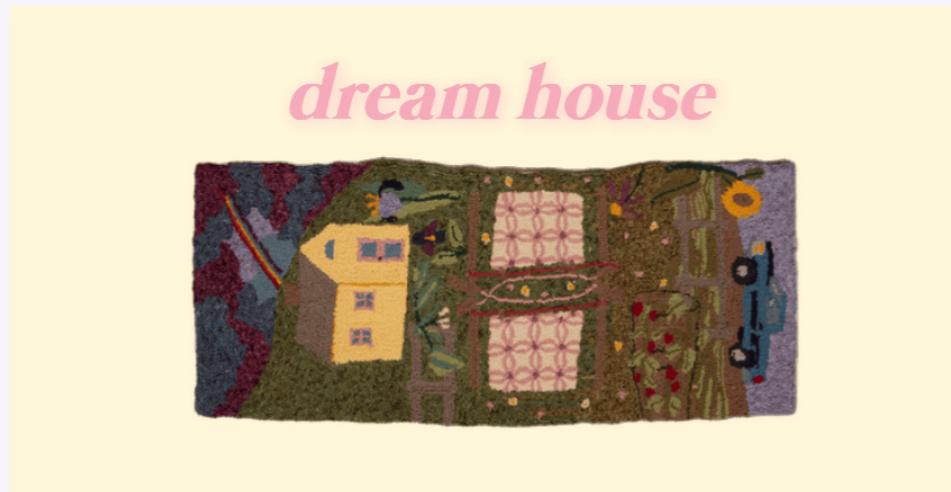
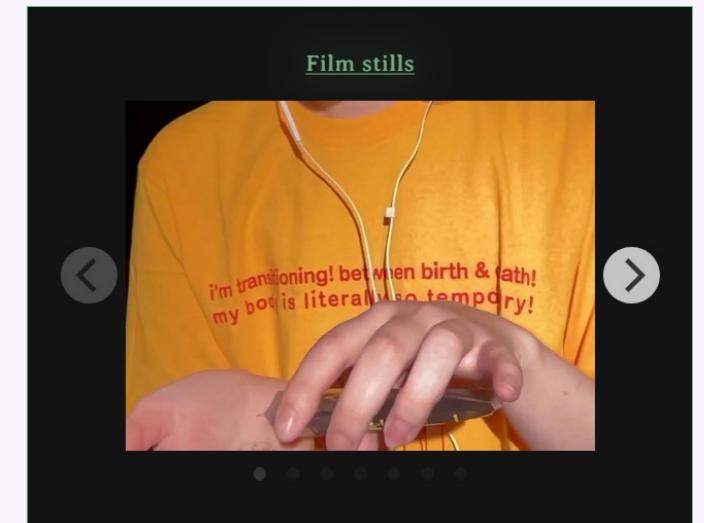
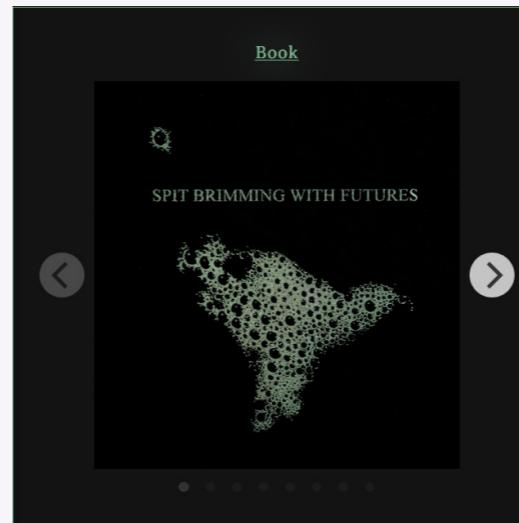
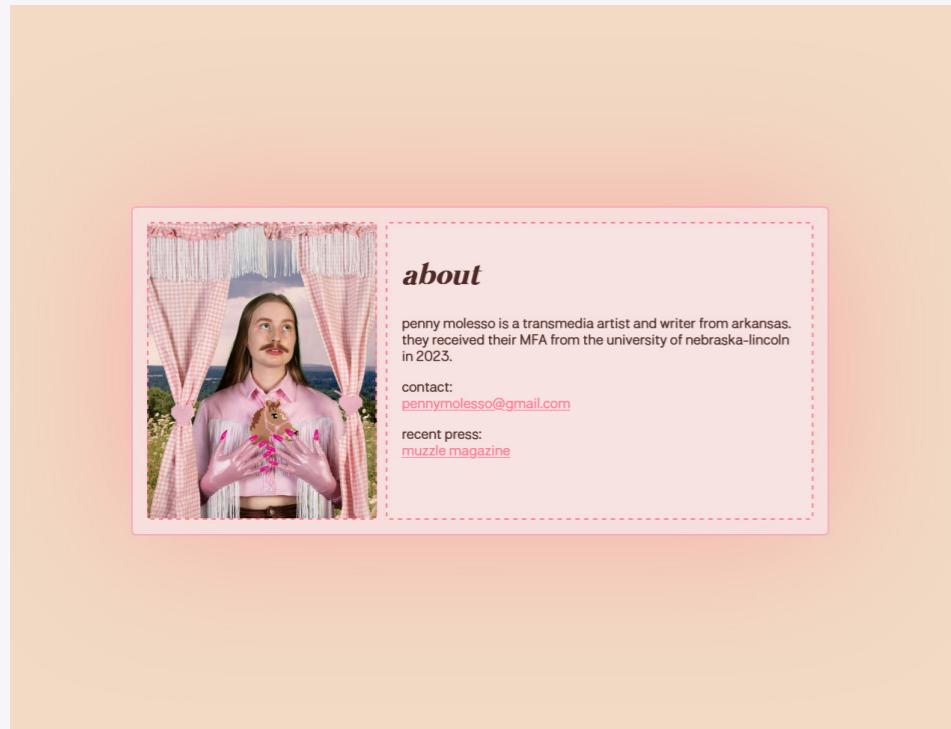
START



06. Penny Molesso's Portfolio

Web Design

Penny Molesso is a US-based artist who tasked me with designing and developing their portfolio website. I am also in charge of maintaining the website as their body of work grows. It currently hosts two projects, including a digital exhibition of Penny's thesis. The website is currently live at <https://pennymolesso.com>.



07. Moo-yu Mock-up

Branding

Visual Identity

A product design project I undertook to explore bilingual branding. This is a mock-up for flavored yakult (probiotic milk beverage) that is targeted towards Korean-speaking and English-speaking customers. The name is a pun; uyu (우유) means 'milk' in English, so the title plays off the onomatopoeia of the sound a cow makes. I wanted to blend Western design trends with the minimalism that is so popular in South Korean graphic design.

