

Portfolio

GRAPHIC DESIGNER

Web Design

Branding

Visual Identity

2024

Jayleen Serrano

Full portfolio at:
<https://jayleen.info>





JAYLEEN SERRANO

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Hi, I'm Jay, a multidisciplinary graphic designer based in the US. I specialize in UI/UX and web design, digital illustration, and front-end web development. I also dabble in visual identity, branding, and product design.



◆ Education

2017-2020

Colorado State University
Graduated with a Graphic Design BFA

2019

Ewha Womans University
Summer semester in Seoul, S. Korea

2015-2017

University of Arkansas
Majored in Graphic Design

◆ Skills



Photoshop



Illustrator



InDesign



Figma



Clip Studio
Paint



Visual
Studio Code

◆ Experience

2022-NOW

Web Designer & Developer
Freelance

Designed websites and implemented them with HTML, CSS, and JavaScript. Collaborated closely with clients to ensure delivered websites met specifications and surpassed expectations. Ensured ongoing maintenance for optimal website functionality and user experience.

2017-NOW

Editor-in-Chief, Web Developer
Cicada Creative Magazine

Founded and led an all-arts magazine. Oversaw website design, development, and maintenance. Managed monthly newsletters, conducted periodical peer reviews, and streamlined staff onboarding and turnover for seamless team transitions.

2020

Marketing Intern
Brendle Group - Fort Collins, CO

Designed brand-consistent marketing materials and curated a social media schedule. Expanded the company-branded visual asset library for future use.

2017-2019

Archives Assistant
Morgan Library - Fort Collins, CO

Worked in two departments (Digital Services and Archives & Special Collections) to catalogue and digitize rare archival materials. Scanned and OCR'd archives, conducted research to complete documentation, and used XML to update the public archives website.

2016-2017

Digital Archiving Assistant
Mullins Library - Fayetteville, AR

Scanned and digitized archival materials, then edited these scans with Photoshop for readability. Used OCR technology to optimize for the web.



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01. 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

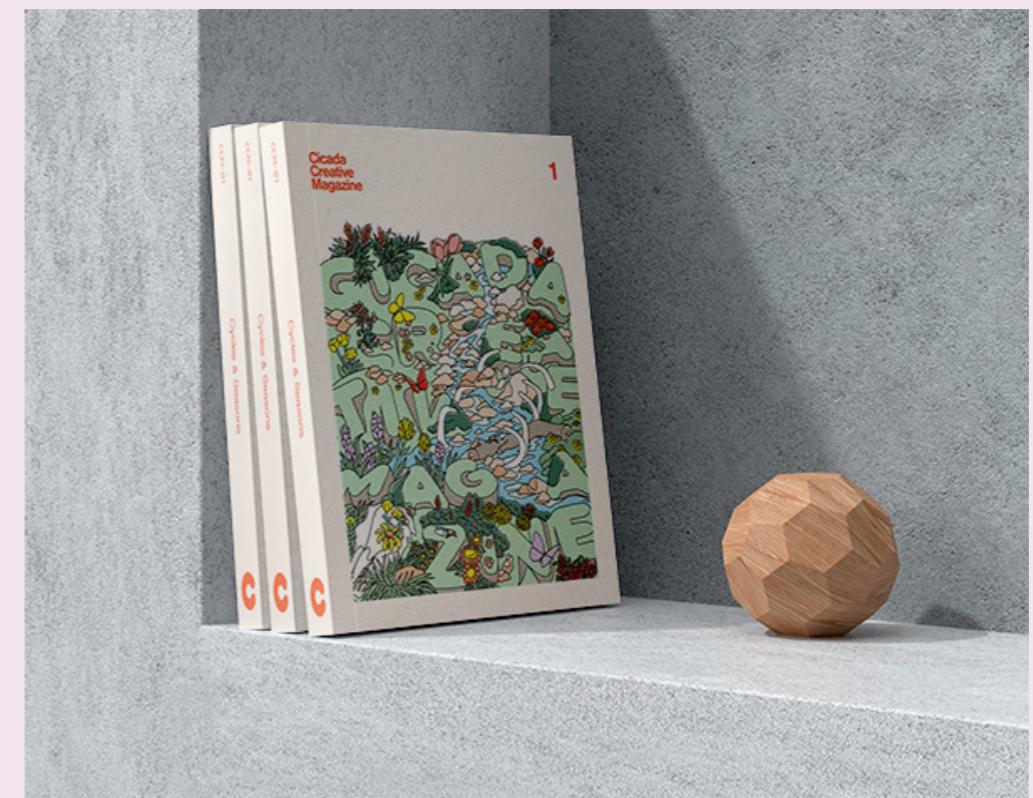
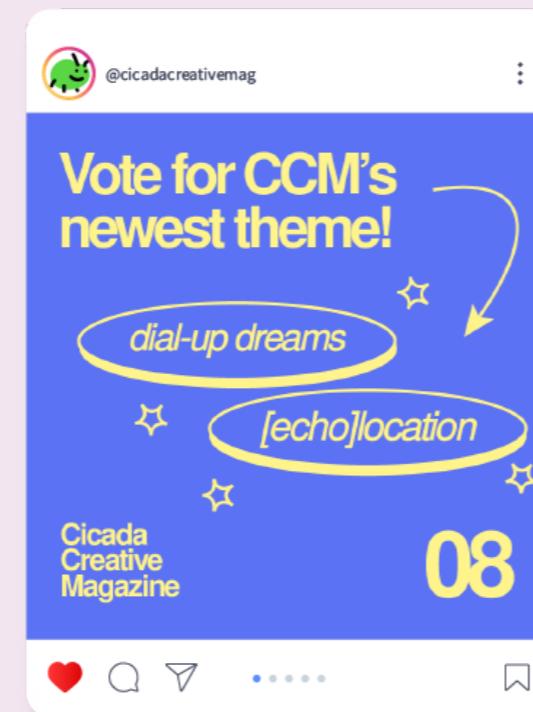
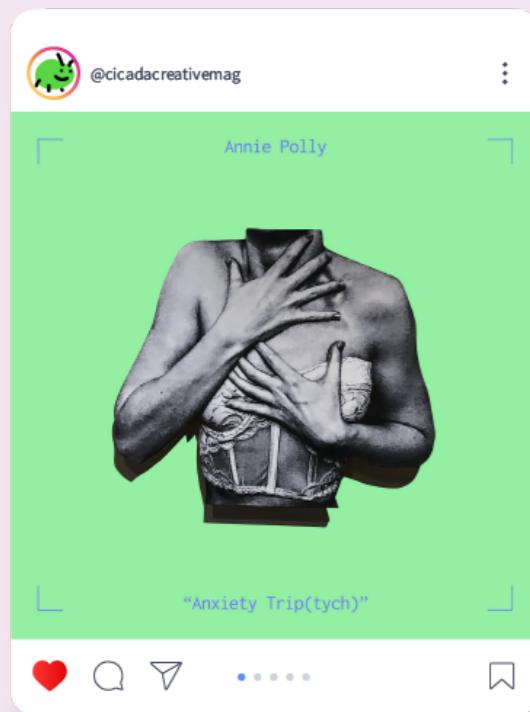
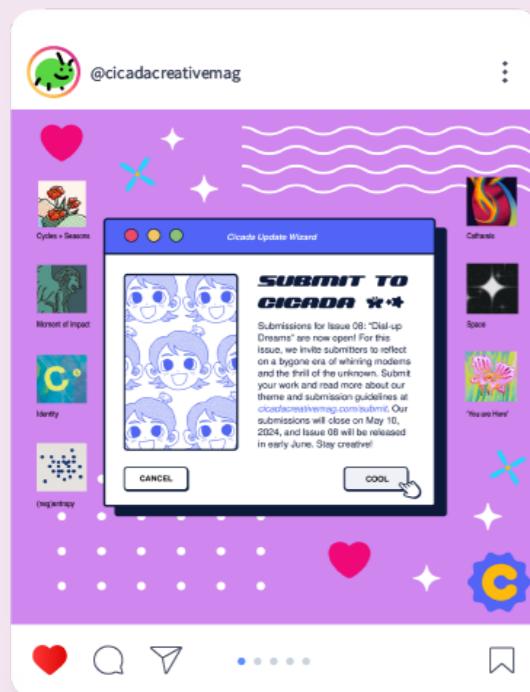


01. Cicada Creative Magazine

Web Design

Branding

Visual Identity



The Cicada Creative Magazine website homepage is shown. The header features the magazine's logo and a navigation menu with links to Home, About, Issues, Submit, Blog, Staff, and Contact. A decorative horizontal bar with colored dots follows. The main content area includes several sections: 'VOTE FOR ISSUE 08'S THEME' (with two radio button options: 'Dial-up Dreams' and '[echo]location'), 'ISSUE 07 IS OUT!' (with a preview of Issue 07), 'SPOTIFY PLAYLIST' (a Spotify player showing tracks like 'Sticky' by Rayne Lensee and 'Lara (feat. Cleiro)' by Sassy OOH, Cleiro), and 'RECENT BLOG POSTS' (featuring posts like 'When in Crisis, Get a Plant' by Aimee Kuiper). The footer contains a newsletter sign-up form and social media links.

02. 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 (such as anime-inspired art). My portfolio website has a light mode and a dark mode, and all color palettes meet web accessibility standards. I digitally illustrated my own chibi-style mascot for my marketing and branding. 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

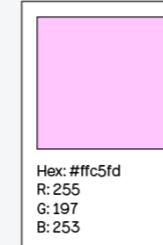
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LOGO VARIATIONS



COLOR PALETTES

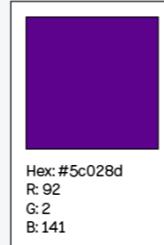
LIGHT MODE



Hex: #ffc5fd
R: 255
G: 197
B: 253



Hex: #d463ee
R: 212
G: 99
B: 238

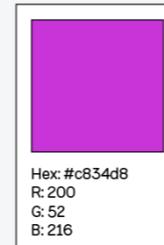


Hex: #5c028d
R: 92
G: 2
B: 141

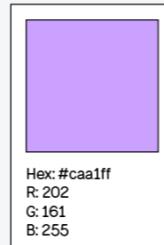
DARK MODE



Hex: #300f5b
R: 48
G: 15
B: 91



Hex: #c834d8
R: 200
G: 52
B: 216



Hex: #caa1ff
R: 202
G: 161
B: 255

The screenshot shows the homepage of the portfolio website. At the top, there's a navigation bar with links for WORK, ABOUT, RESUME, CONTACT, and a GitHub icon. Below the navigation is a welcome message from the founder, Jayleen Serrano. To the right is a stylized illustration of a smartphone displaying a grid-based interface. The main content area features three project cards: 'Cicada Creative Magazine' (light yellow background), 'Penny Molesso's Portfolio' (dark background with a night sky and moon illustration), and '#NENRIKIDO' (dark background with a window-like interface). Each card includes a thumbnail, the project name, a brief description, and a 'Read more' button. At the bottom left is a 'See the rest here' button, and at the bottom center is a copyright notice: '© 2024 Jay Serrano'.

The screenshot shows the same portfolio website but in dark mode. The overall aesthetic is darker, with the background being a deep purple. The project cards have different backgrounds: 'Cicada Creative Magazine' is now green, 'Penny Molesso's Portfolio' is now brown, and '#NENRIKIDO' is now blue. The text and illustrations are also adjusted to fit the dark theme. The rest of the layout, including the navigation bar and footer, remains consistent with the light mode version.

02. Personal Branding

Web Design

Branding

Visual Identity



03. 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.



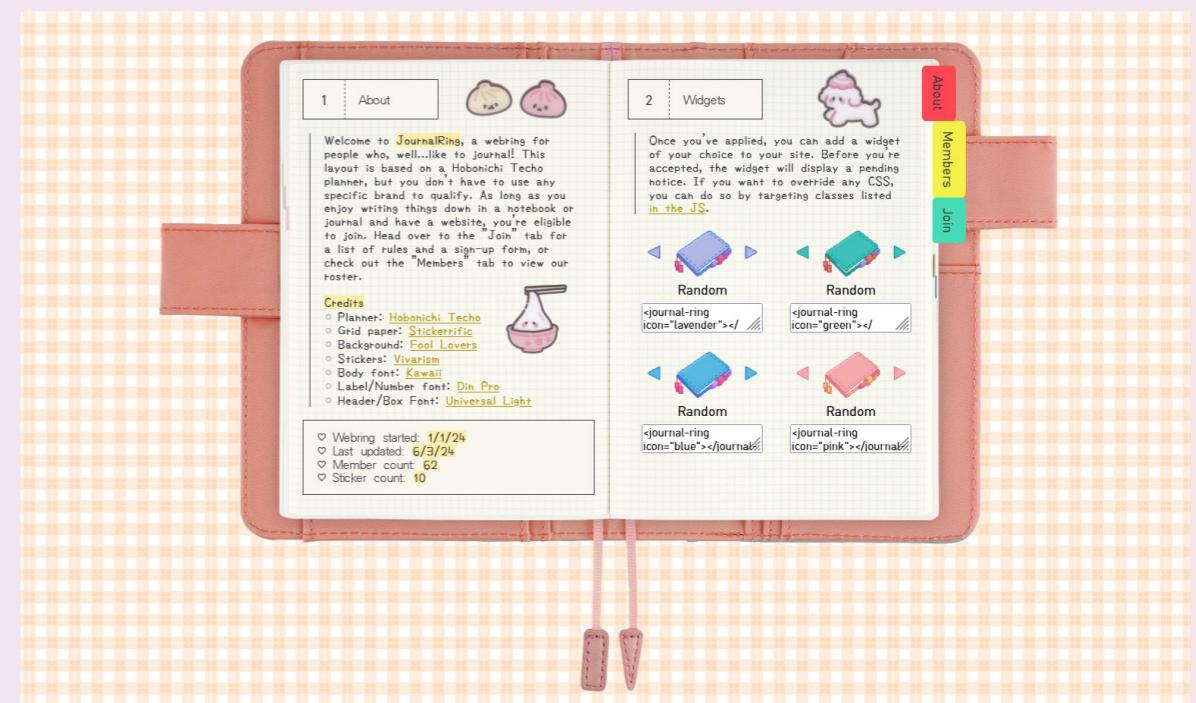
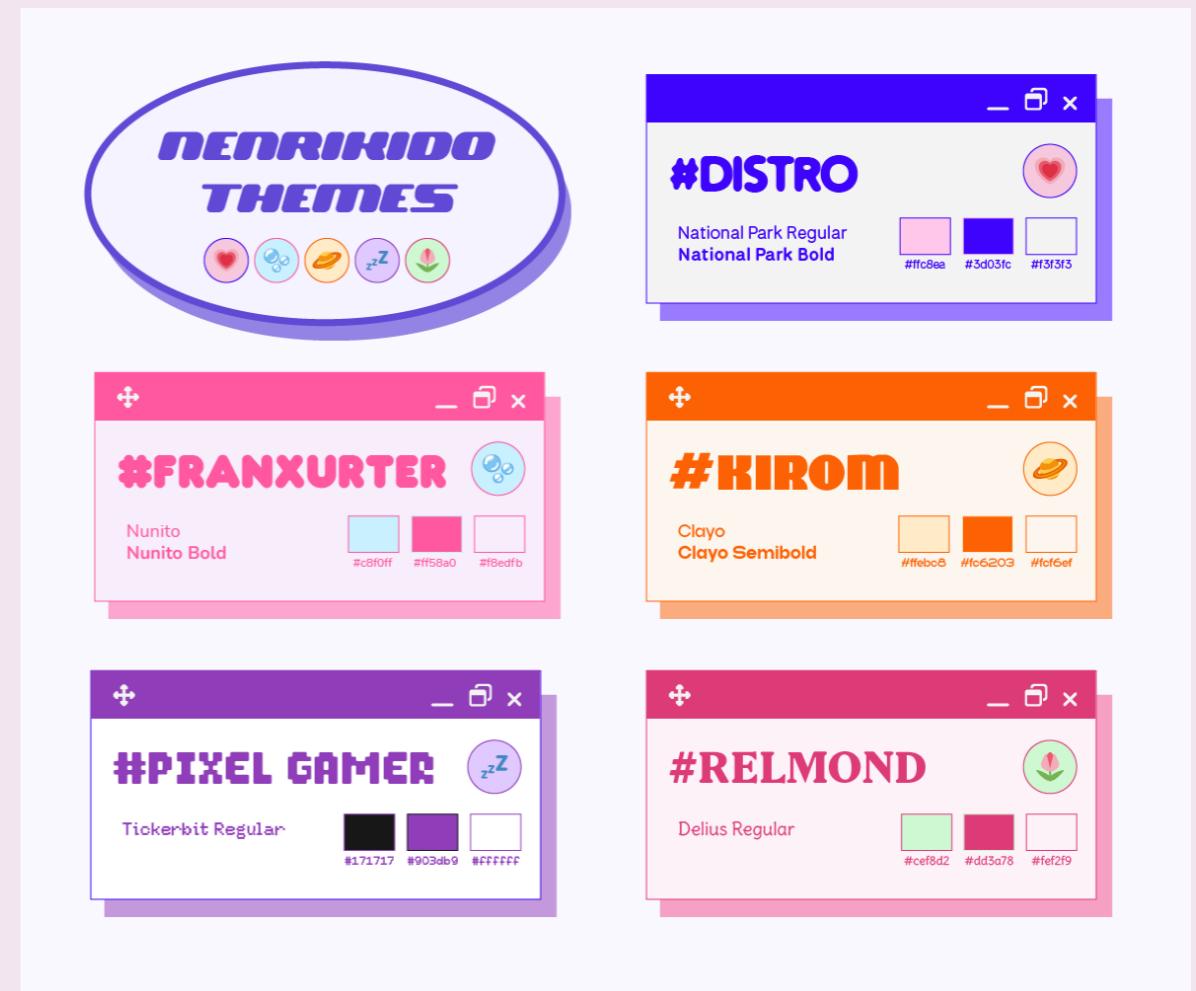
04. Nenrikido

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 a pink-themed desktop interface. At the top, there's a navigation bar with icons for Home, About, Gallery, Commissions, Code, Blog, Links, Microblog, and Library. Below the navigation is a search bar with a placeholder "Search...". The main content area features a large title "#NENRIKIDO" and a subtitle: "A fun faux desktop site with draggable windows, a pop-up start menu, and five full-featured themes." Below this are five circular icons representing different themes: a heart, bubbles, a sandwich, a zzz symbol, and a flower. At the bottom left is a "START" button, and at the bottom right is a timestamp "01:27 PM".

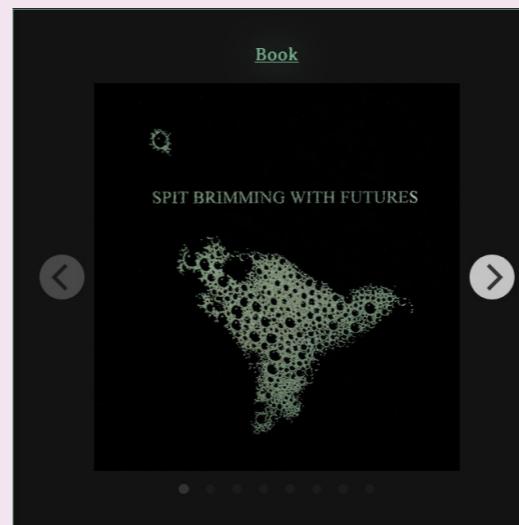
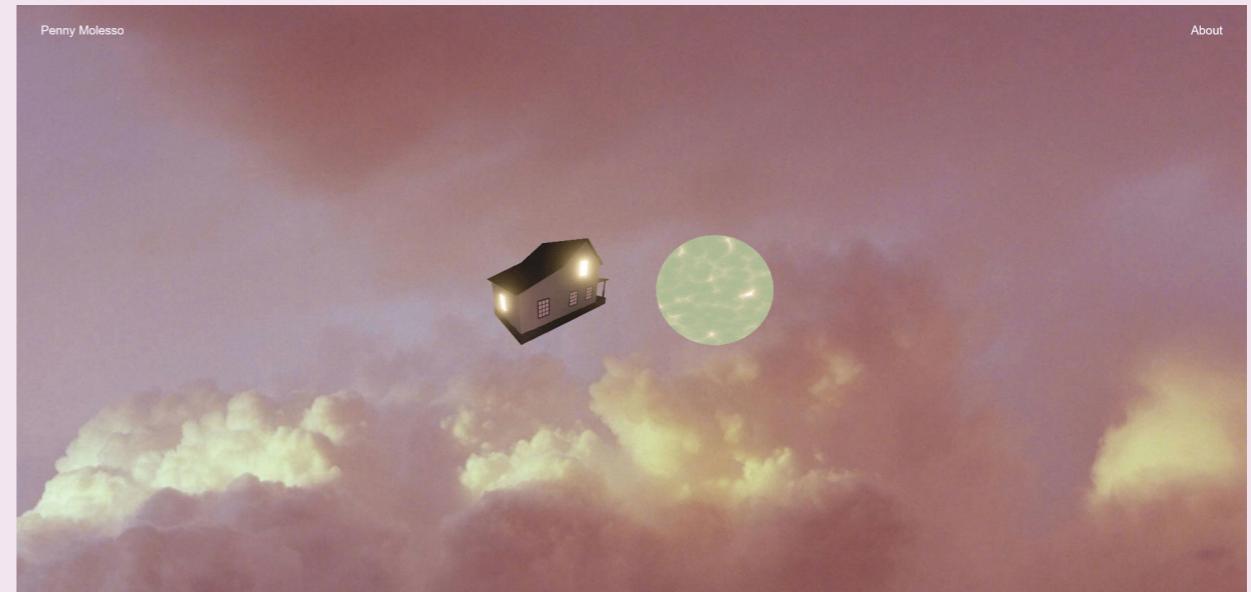
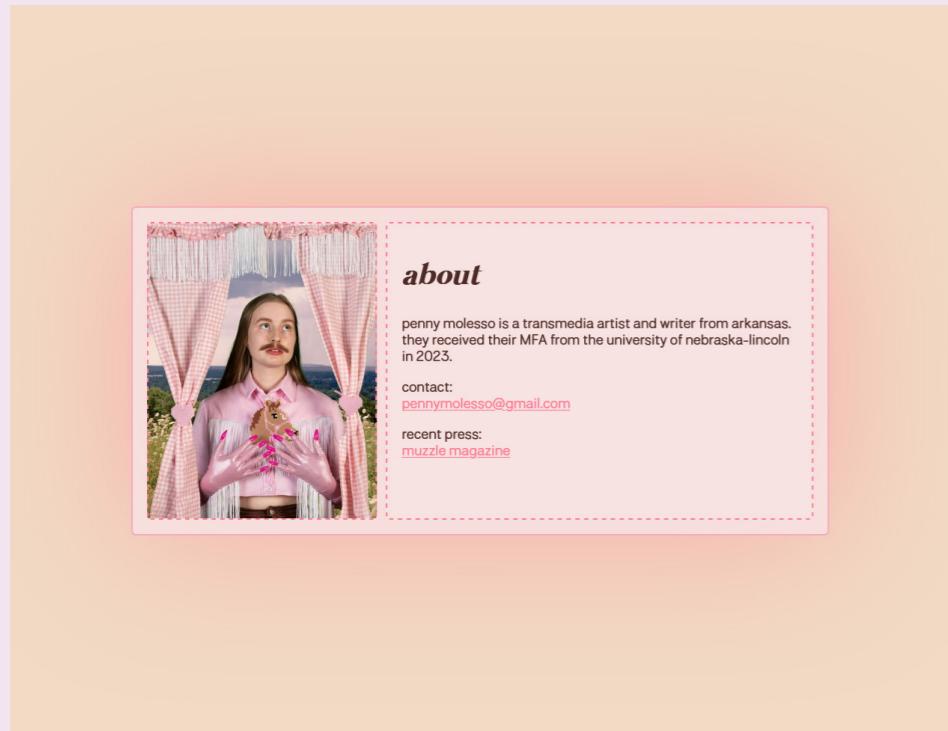


05. Penny Molesso's Portfolio

About

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>.



06. 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.



Color palette:

C: 80 M: 75 Y: 0 K: 0	R: 79 G: 87 B: 166
C: 6 M: 9 Y: 82 K: 0	R: 242 G: 220 B: 124
C: 20 M: 0 Y: 30 K: 0	R: 189 G: 222 B: 175
C: 2 M: 89 Y: 49 K: 0	R: 234 G: 66 B: 98

HEADERS (ENGLISH)
sunflower 210
The fox jumped over the brown dog.

HEADERS (KOREAN)
sunflower 210
여우는 갈색 개 위로 뛰어.

BODY TEXT (ENGLISH)
arial rounded MT bold
The fox jumped over the brown dog.