



LARA TUASON

2017 PORTFOLIO

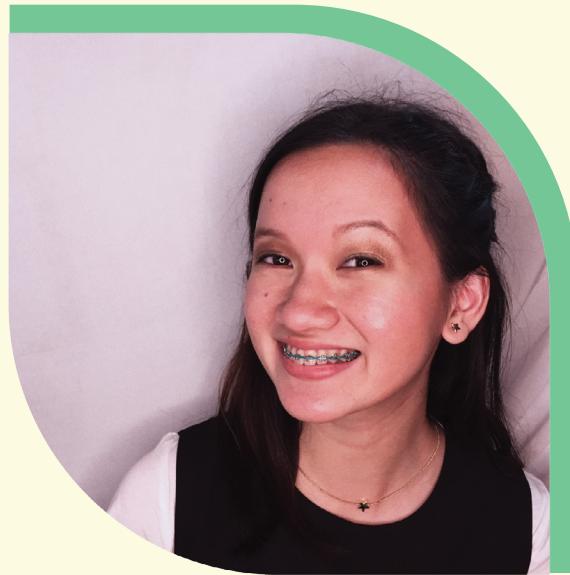
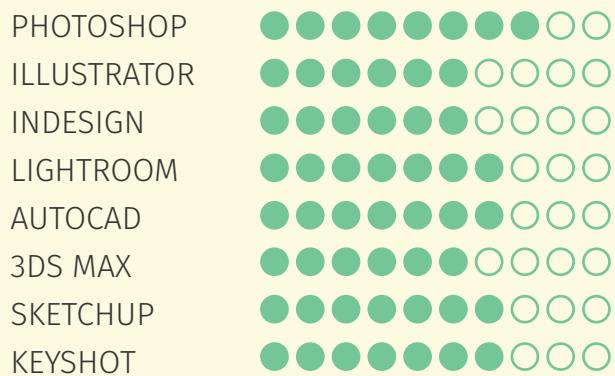
ABOUT ME

Laraine Pearl D. Tuason is a graduate of the University of Santo Tomas College of Fine Arts and Design Major in Industrial Design.

She is an all-around designer with specialization for graphic design and illustration. She is assertive, organized, and a team player.

She is a creative thinker and comes up with innovative solutions.

SKILLS



- 140 Banawe Street Quezon City
- +63 977 670 8560
- laratuason@gmail.com
- laratuason.github.io

THE KID INSIDE

Haus Industriél Design
2016

This was a design talk given by Mario "Ram" Mallari Jr., organized by UST College of Fine Arts and Design Haus Industriél Design.

I was given the task to create the invitational posters. One teaser poster and one full-info poster.



MAGAZINE ADS PHOTOSHOOT

*Class Requirement
2015*

Took a photoshoot of my relatives
to be placed in a magazine project.

Interpreted and implemented
advertisements found in magazines.



MULBERRY

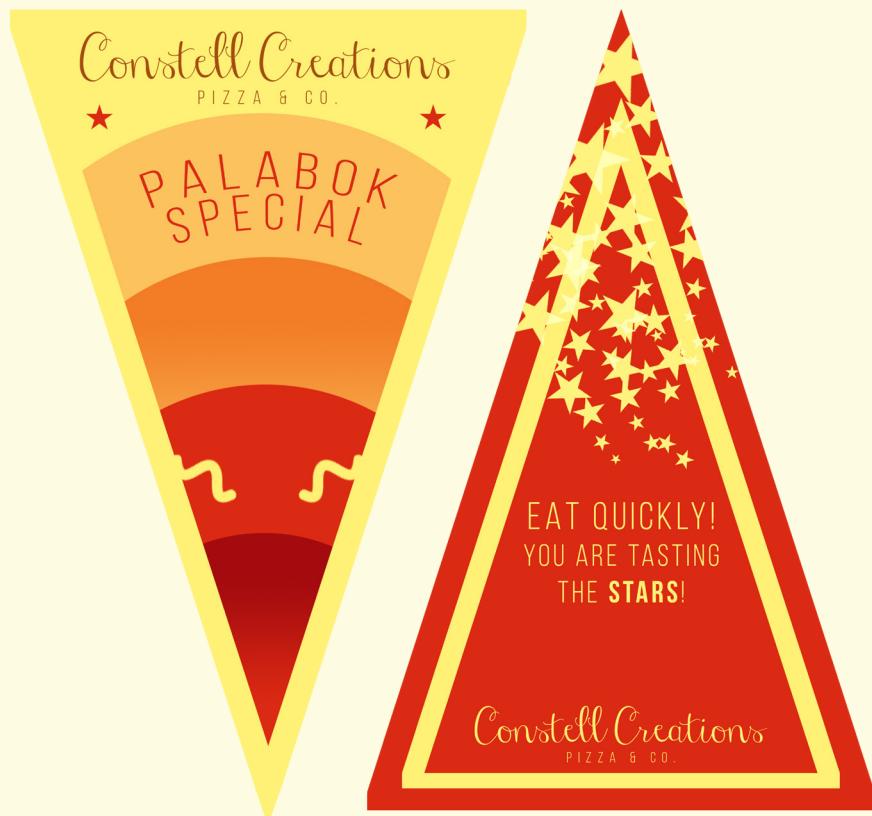


CONSTELL CREATIONS PIZZA & CO.

*Class Requirement
2016*

Packaging design for a made up pizza business with a special palabok flavor.

The design of both the planar net and the graphics are complementary to each other as it was shaped uniquely to fit vice versa.



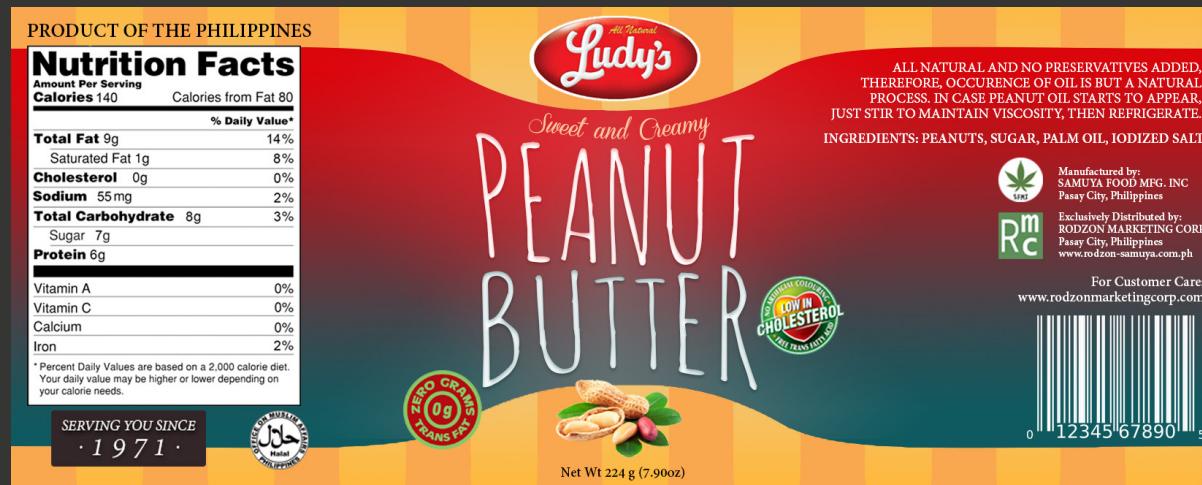


Class Requirement
2015

PEANUT BUTTER & GARBANZOS PACKAGING

A redesign of Ludy's Sweet and Creamy Peanut Butter and RAM Garbanzos packaging.

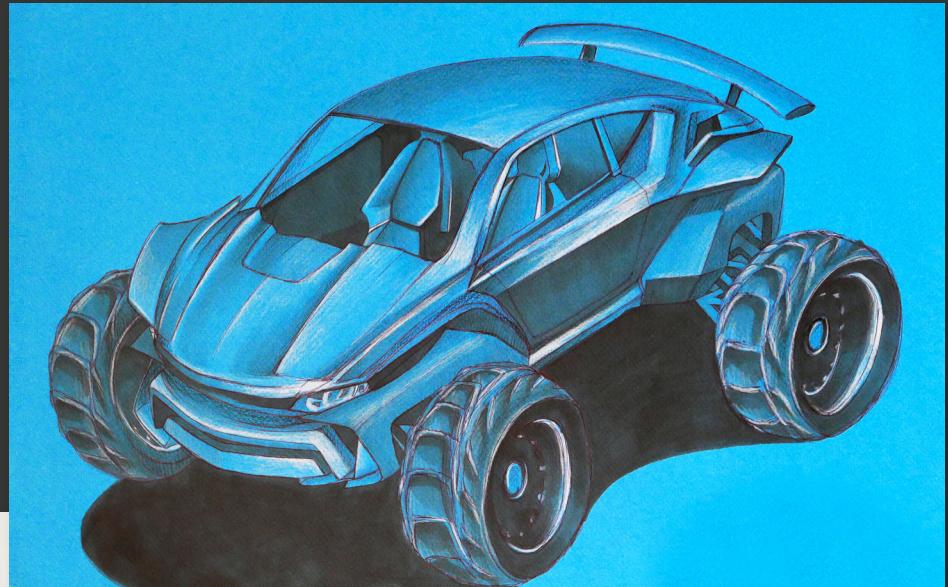
The purpose of which, was to learn the basic aspects of packaging and to correct the design errors, if any, on the original packaging.



CAR RENDER

*Class Requirement
2015*

Manually rendered cars in perspective view. Kurecolor markers and soft pastels were used.



COFFEE MAKER RENDER

*Class Requirement
2015*

Rendered presentation of a model coffee maker and its uses.

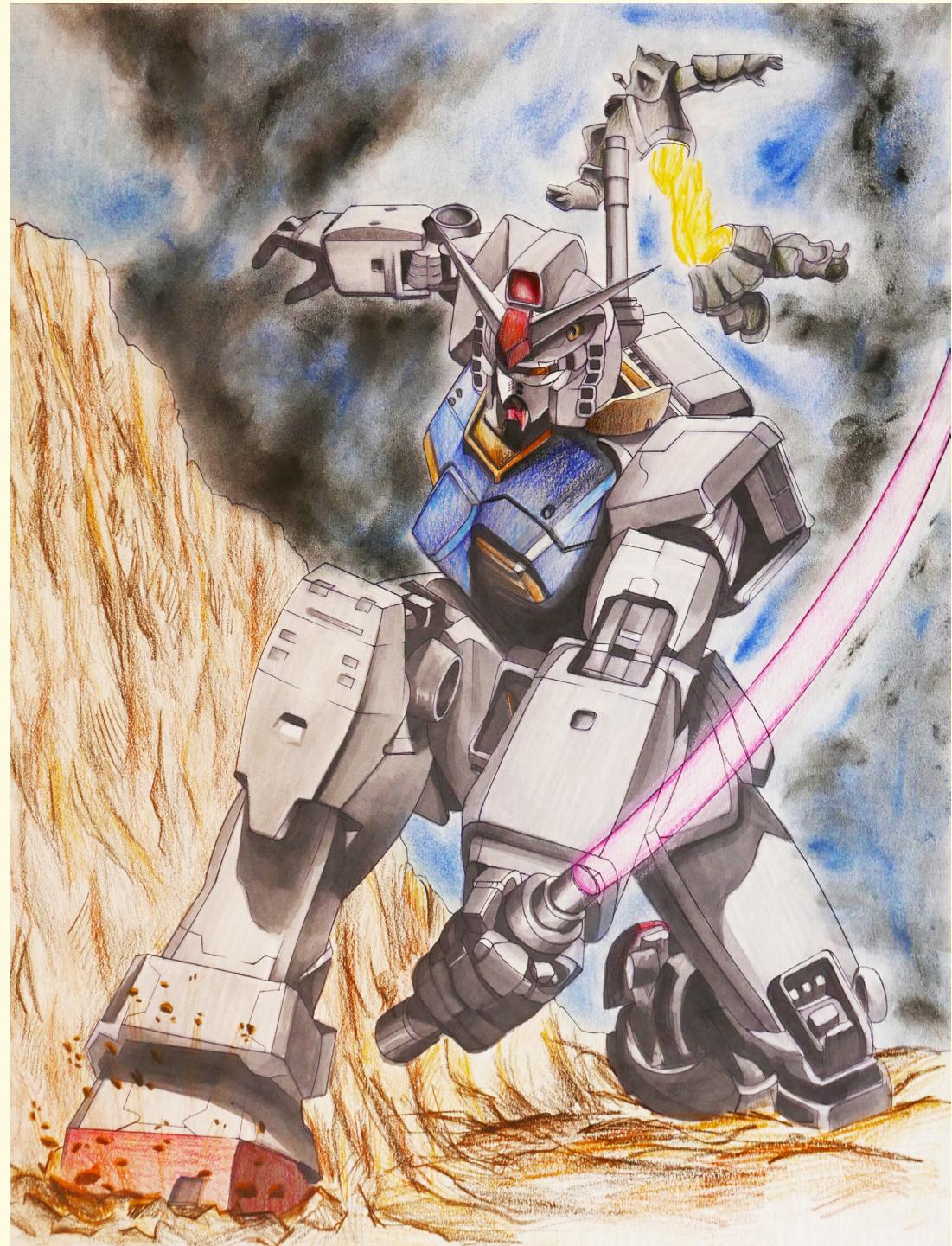
Kurecolor marker on bond paper.



*Class Requirement
2015*

GUNDAM

Traditional and manual rendering of a Gundam. This was finished using Kurecolor markers, soft pastels, and colored pencils.





HAPPY DESIGN

*Class Requirement
2015*

This design project is a peach shaped toaster with pastel colors. This design's purpose was to give the consumer a light appeal while still acquiring the aspects of a good toaster.

It is supposed to invoke happiness upon the user.





*Class Requirement
2015*

Modified the Food
Processor of Philkraft.

The goal was to give it a
user-friendly interface
which gives the user a better
understanding of the product.

INTUITIVE
DESIGN

Group Thesis
2016

Our design focused on the system and product development of a bakery in Laguna.

I designed the logo, presentation boards, and rendered the product, which was an Interactive Tray Display.

ALDUEZA BAKERY

Aldueza Bakery

CG AND RENDER

Aldueza
Bakery

Interactive Tray Display

Inspired from Aldueza Bakery's culture of serving fresh bread, its sleek and transparent display beckons the consumers to go in and grab 5 or 10 monays just like the good old days

Just like the good old days



SIMPLE SLIDING MECHANISM

CG AND RENDER

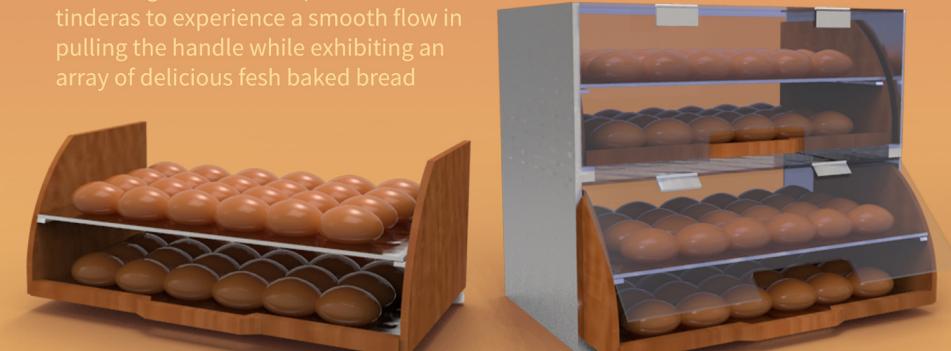
Aldueza
Bakery

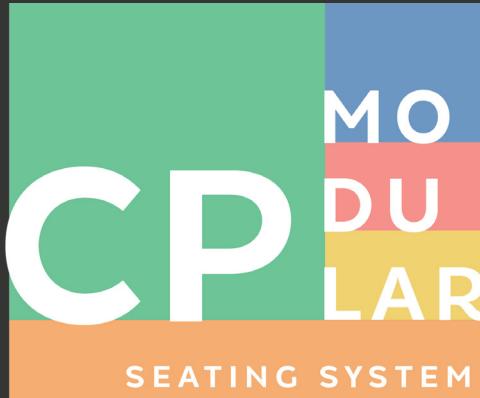
Design: Interactive Tray Display



WOOD STEEL ACRYLIC

This design enables the panaderos and tideras to experience a smooth flow in pulling the handle while exhibiting an array of delicious fresh baked bread





WHEELCHAIRS FOR CEREBRAL PALSY

Thesis
2017

Seating system design in wheelchairs for children with Spastic Cerebral Palsy.

Affordable and modular, this design is made specifically to cater the muscoskeletal deficiencies of the children.

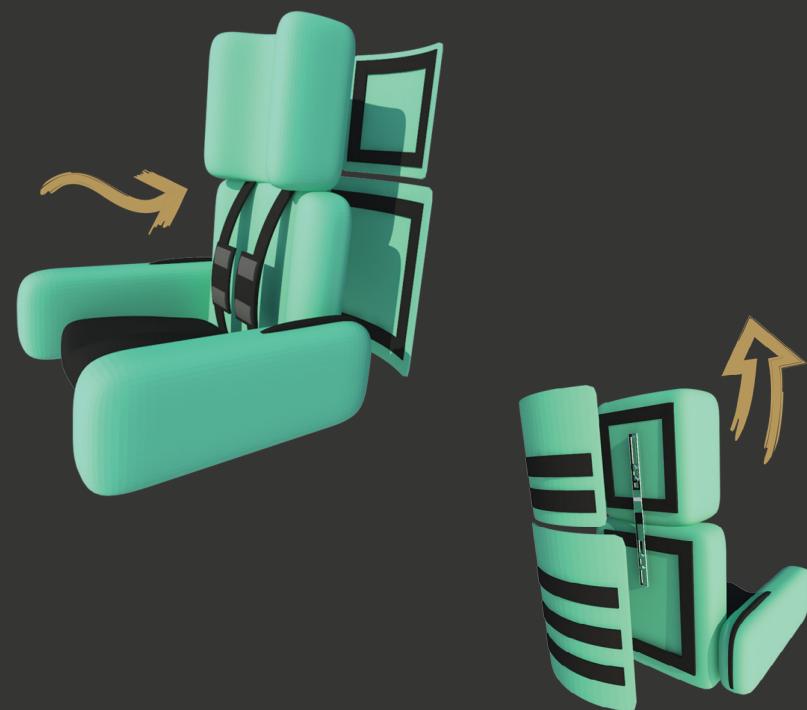
**SEATING SYSTEM
FOR CHILDREN WITH
SPASTIC CEREBRAL PALSY**

CEREBRAL PALSY IS A NEUROLOGICAL IMPAIRMENT IN THE BRAIN WHICH CAUSES PARALYSIS OR MOTOR DYSFUNCTION

THIS PRODUCT IS DESIGNED TO ADDRESS THE UNDERLYING COMPLICATIONS WHEN DEALING WITH THE PROPER POSTURAL SEATING OF A CP CHILD

LOW COST

MODULAR DESIGN

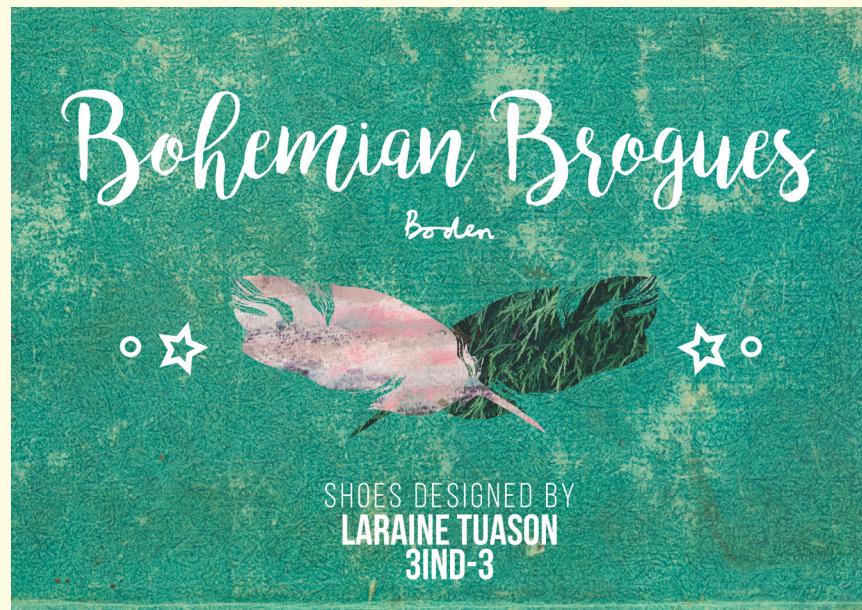


BOHEMIAN BROGUES

*Class Requirement
2016*

Shoe design project from sketching to prototyping.

Bohemian Brogues is a chic and casual footwear designed to showcase appeal for nature and vintage.







*Project
2017*

Designed and integrated the
branding of Codegum Inc. into
their business cards.

CODEGUM
BUSINESS
CARDS

AVON

Project
2016



Created social media posters for Avon with the assigned photo of the day.

Associating the product advertised with the photo used.

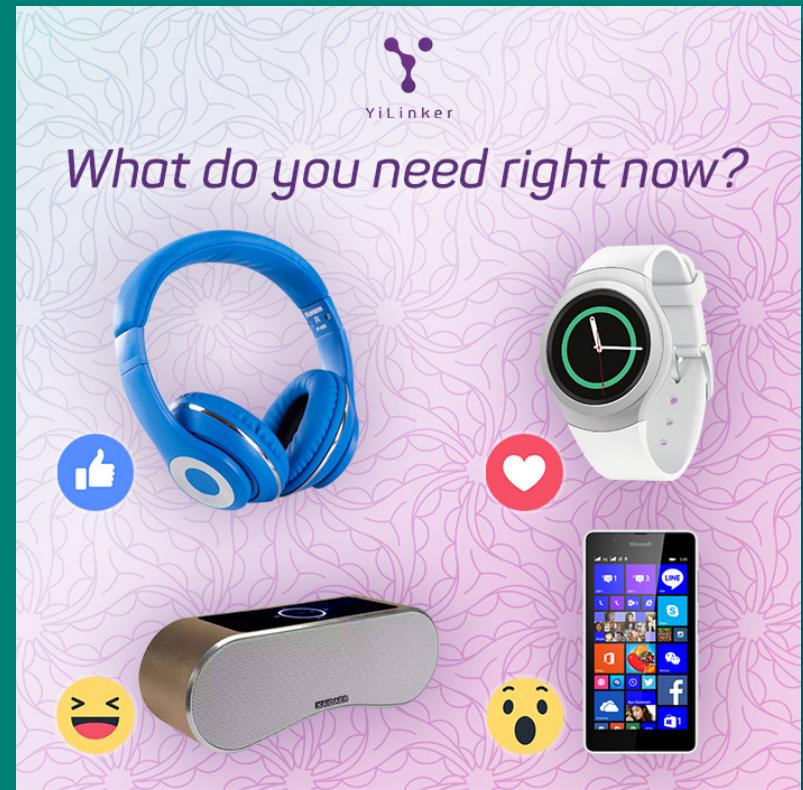


YILINKER

Project
2016

Created facebook posts
for Yilinker.

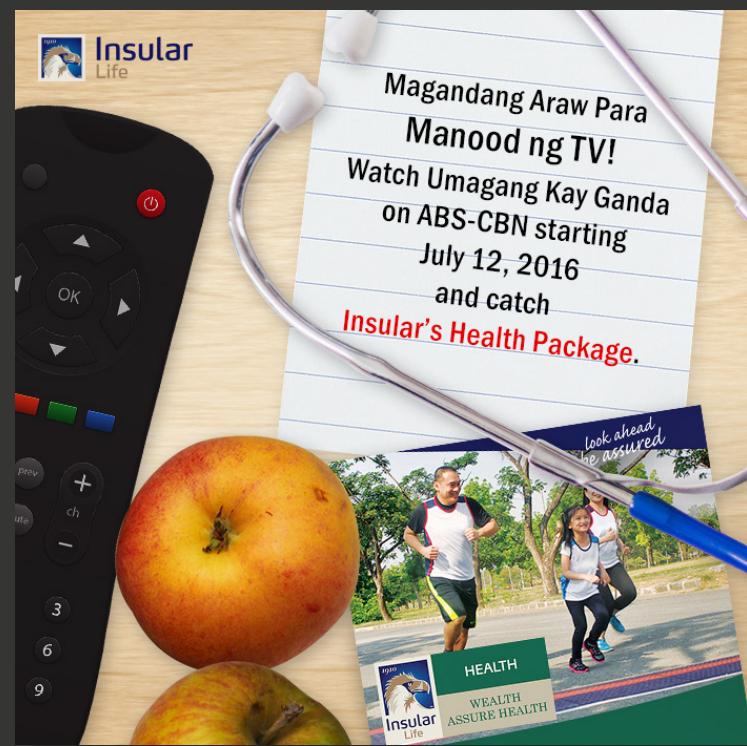
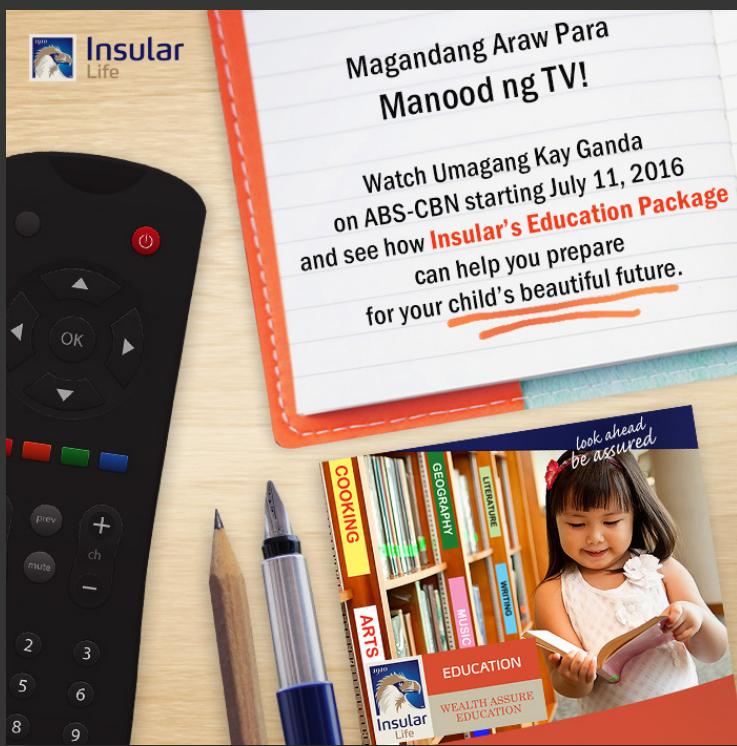
Designed various products and
styled them for advertisement.

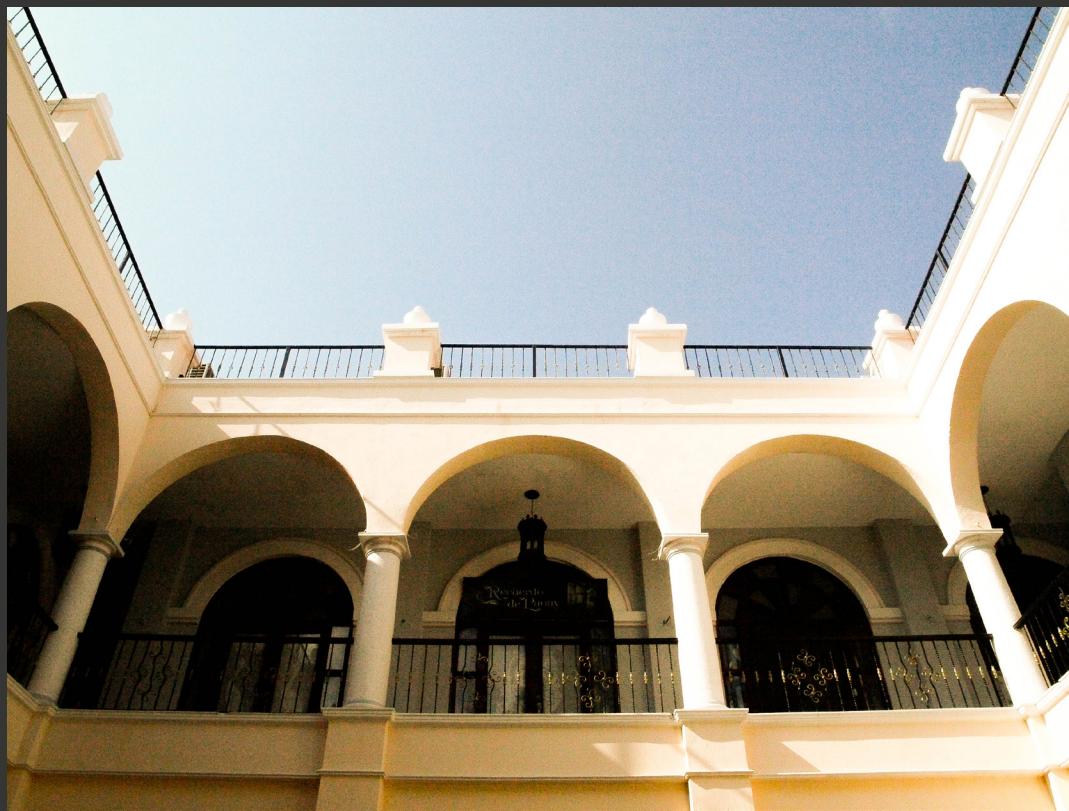


INSULAR LIFE

Project
2016

Designed a social media post for Insular Life plans with the appropriate write up.





PHOTOGRAPHY

DIGITAL ART

