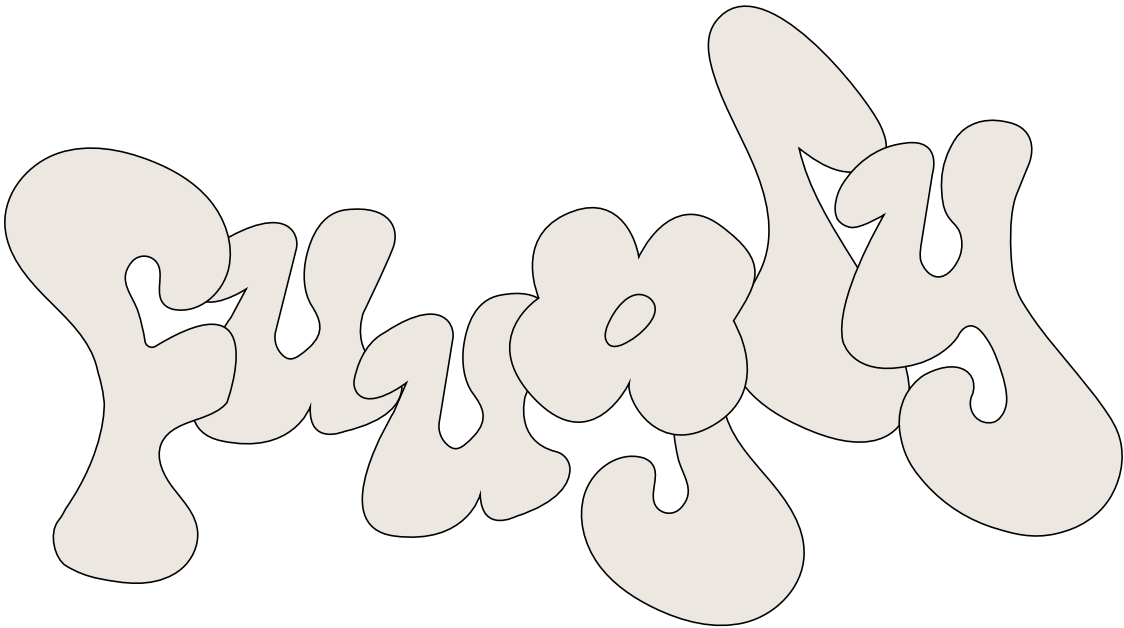


Fuugly  
2022

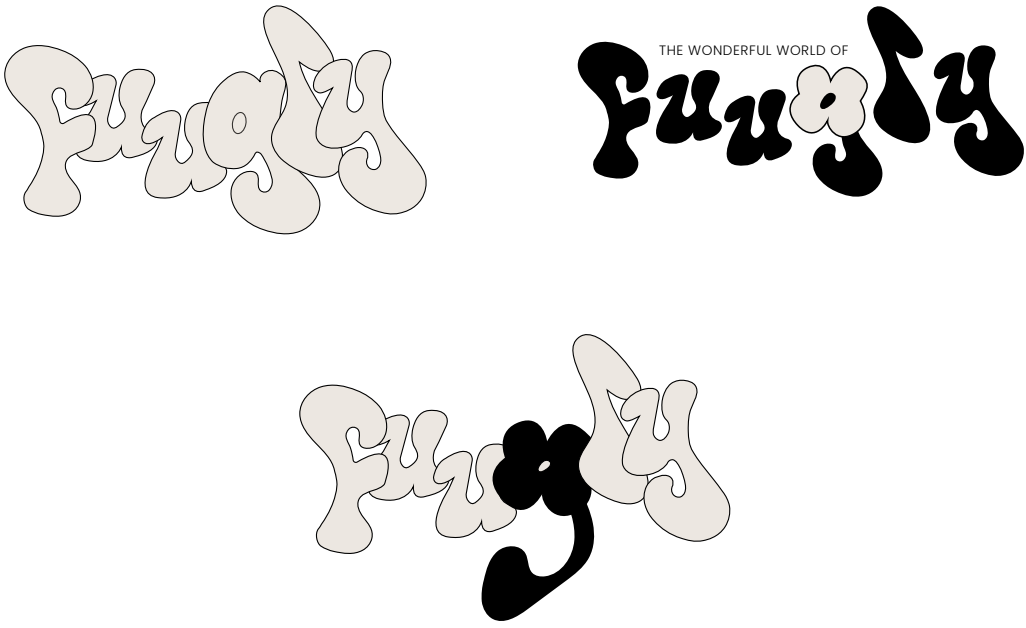
In-process rebrand and complete over-  
haul of visual identity for Fuugly, a fun  
furniture brand that specializes in  
oddities.

- Branding
- Visual Design
- UX/UI Design

Main Logo



Secondary Logos



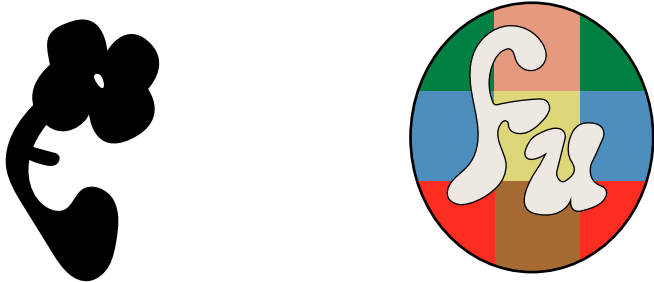
Colors



Primary Type

Poppins Light  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Icons



Yardsale Treasure Hunt  
2021

App rebrand for Yardsale Treasure Hunt.  
Rebrand included complete refresh with  
new color palate, icons, and layout.

-Branding

-Visual Design


-UX/UI Design





Yardsale Treasure Hunt  
2021


Branding—As part of this project, I carried out a visual brand refresh that included extensive research, mulitple mood boards, and color iterations resulting in a comprehensive visual brand standards guide, some of which is shown here.

Primary


  
#D87400


  
#B1D5E6


  
#DFD0B1


  
#6E4136

Secondary

  
#E3B2BC

  
#2A5C41

  
#FFE71F

  
#92B83E

Primary Type

Avenir Medium Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789

Icons



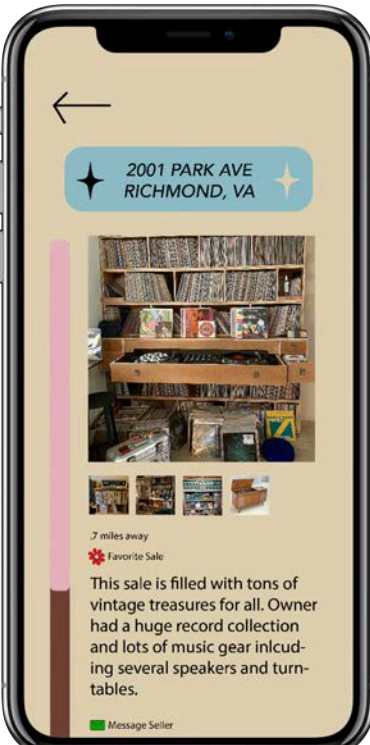
Moodboard





Yardsale Treasure Hunt  
2021

Creative direction, design and layout  
done for Yardsale Treasure Hunt.





Side Stand  
Cake Walk Exhibition at mOb studio  
2019

As designer + artist I imagined and built this installation and corresponding environment, using forms such as laser cutting, welding, binding, risography, and various print methods.

-Creative Direction

-Visual Design

-Editorial Design

-Print Production

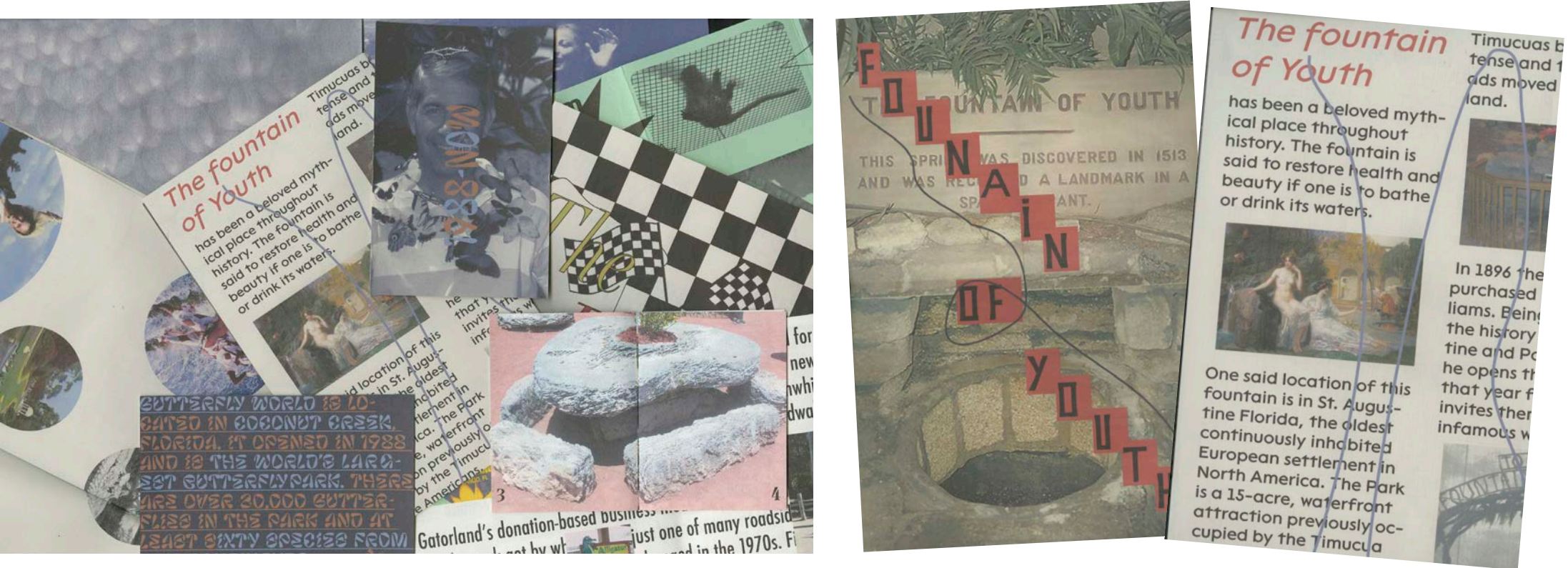
-Product Design





Side Stand  
Cake Walk Exhibition at mOb studio  
2019

Graphic design, creative direction,  
layout, and print production.





Later Alligator Vintage  
2021

Branding— As part of Later Alligator, I created a visual brand that reflected the clients wish for an identity that encapsulated their fun and handmade brand which sources its vintage furniture in Florida. I created mood boards, color schemes, and mulitple graphics as part of this process.

- Branding
- Visual Design
- Illustration

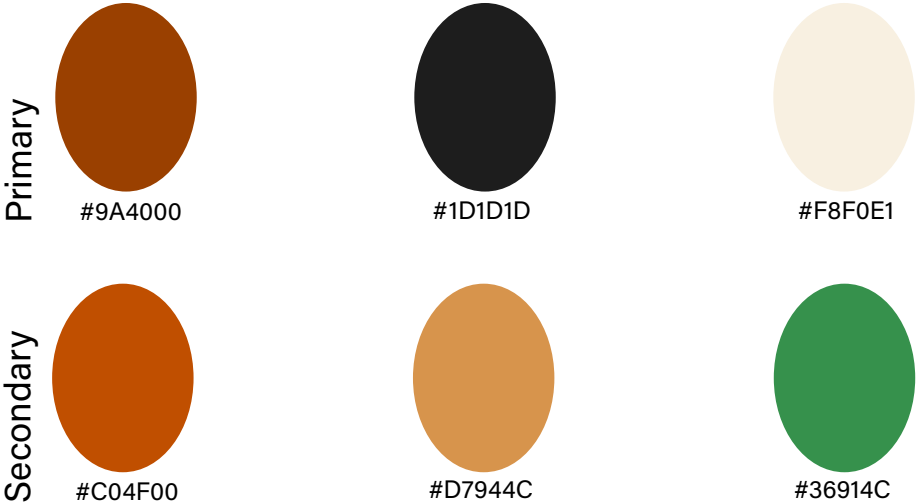
Moodboard



Primary Type

Beale Light  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
0123456789

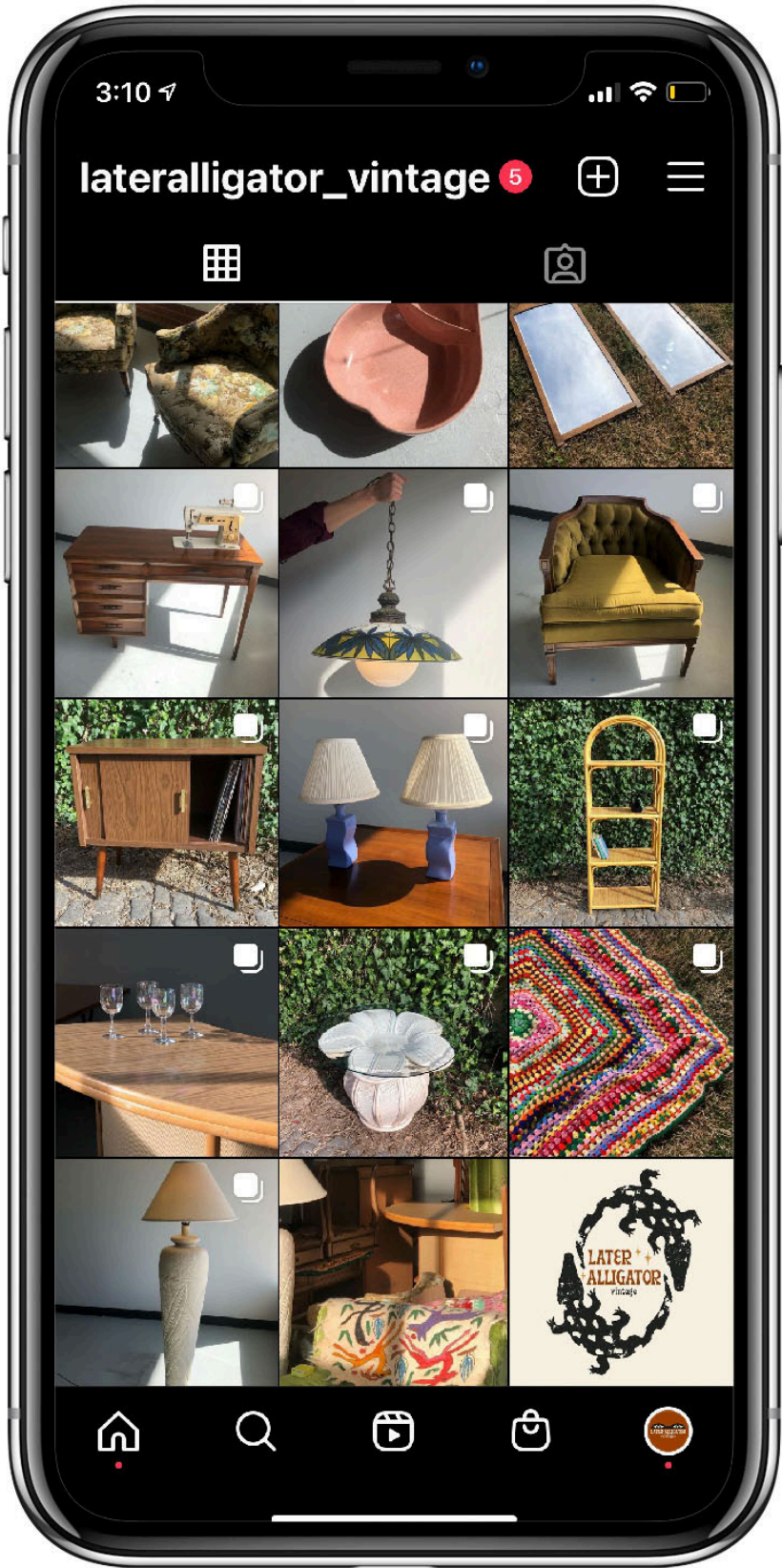
Logo Iterations





Later Alligator Vintage  
2021

As graphic designer + digital art director, I created designs for digital and print, generated and prepared content for social. As a social media manager I curated, prepared, designed content, and engaged with followers.





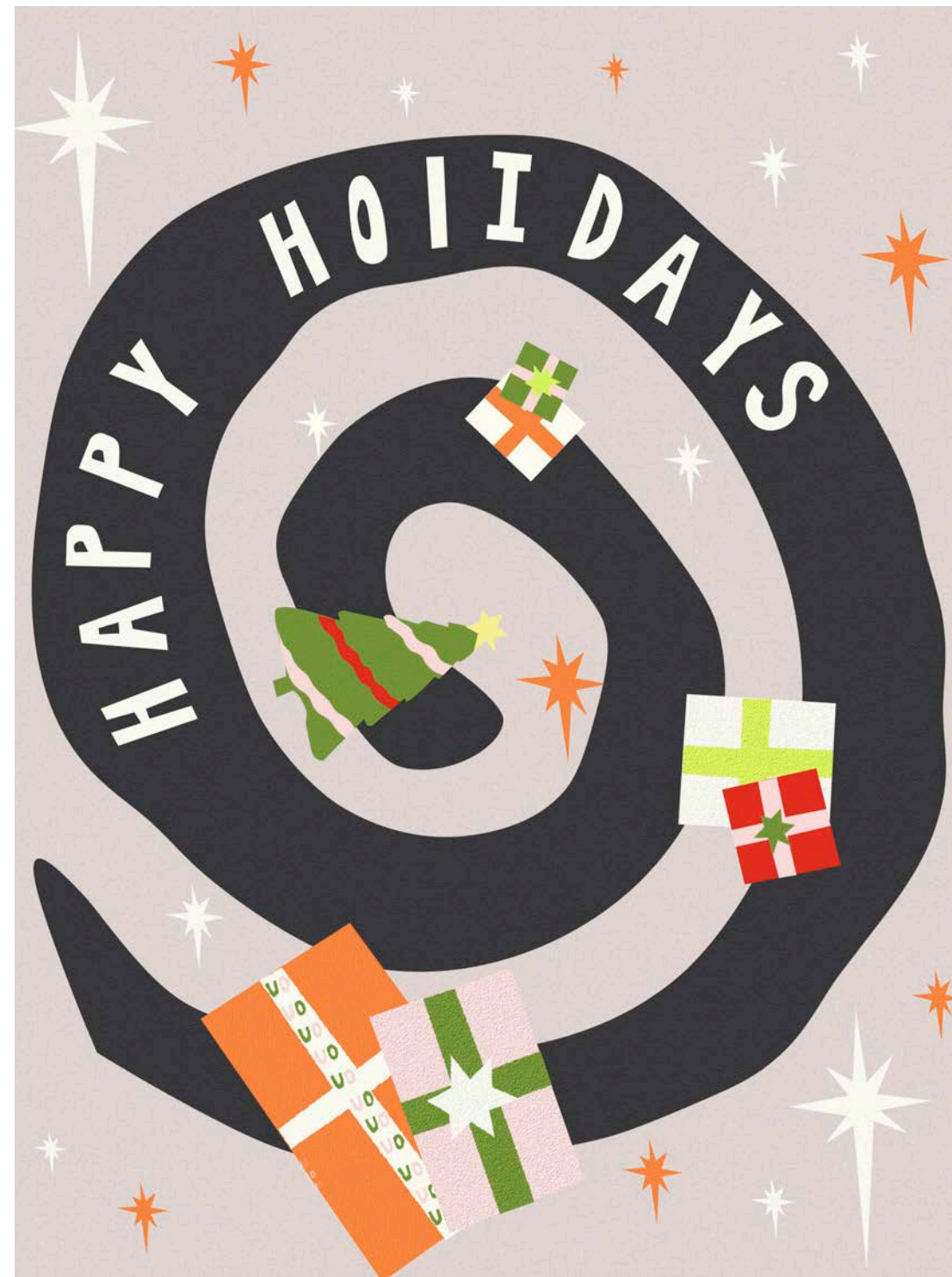
Urban Outfitters  
2020

Speculative digital and print visuals  
created for the 2020 URBN holiday  
campaign.

-Creative Direction

-Visual Design

-Illustration





As a design intern I created designs for print and digital media, retouched images, and prepped content for email all adhering to VCU's brand guide.

- Visual Design
- Editorial Design
- Poster Design

