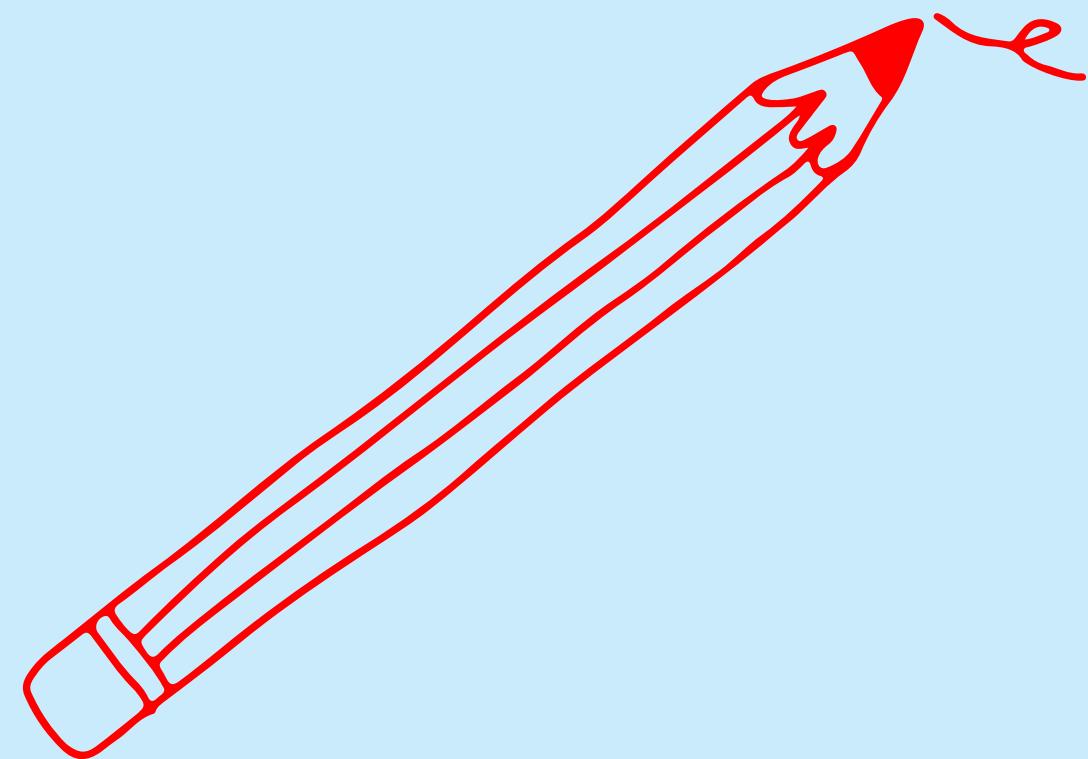


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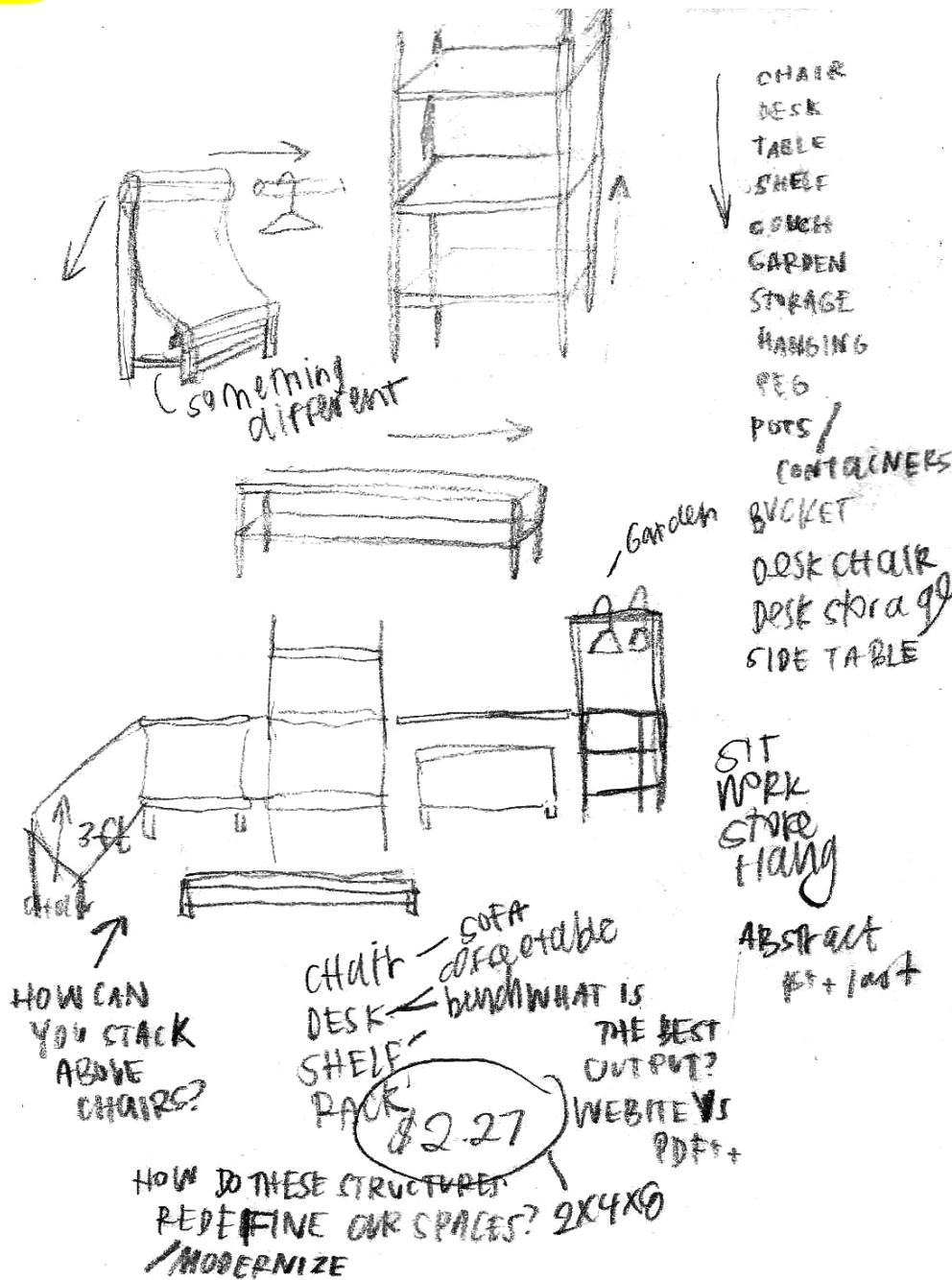
SPIFF: Open Source Furniture

Spiff.build is an online platform that houses comprehensible instructions for constructing Simply Produced Independently Fabricated Furniture. SPIFF offers four structures, 1. for sitting, 2. for resting, 3. for storing and 4. for suspending; each of which are built out of affordable and easily acquirable materials. Each structure is modifiable, providing countless iterations along with optimal customization opportunities.

With the intention of accessibility, SPIFF.build utilizes Google Drive to ensure a straightforward sharing and uploading system. SPIFF hopes to foster a new avenue in which spaces can become cheaply, yet efficiently furnished while still accommodating personal stylistic needs.

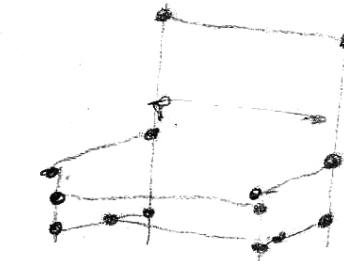


SPIFF: Open Source Furniture



$2 \times 4 \times 8 = \$3.05$
 1 screw 2½ in - 0.09¢
 TARP 9x16ft \$9.98
 TARP 10x12ft \$14.98
 Grommet 28¢
 (1 pack of 12) 16 x 2

8.36

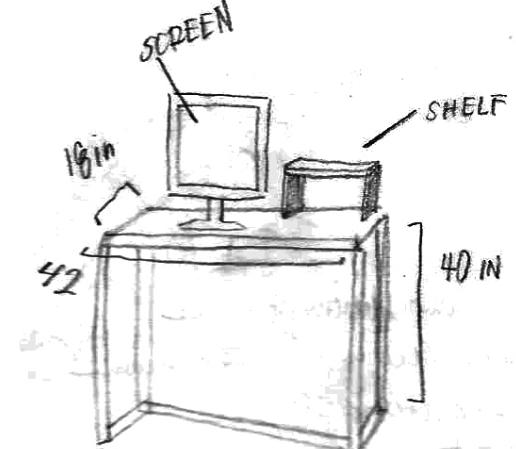


\$2.52 - 26 screws

vs 60" \$9.15 - 3 2x4x8

~~\$1.12~~ 4 grommets

sit \$12.79*



SPIFF: Open Source Furniture

The screenshot shows a Google Sheets document with the following sections:

- MATERIALS:**
 - 32' 2x4's
 - 40' 2x4's
 - 20' 2x4's
 - 20' 2x4's
 - 30' 2x4's
 - 32.25" wood screws
 - 1 tarp, any size with grommets
- TOOLS:**
 - Electric or hand drill
 - Electric or hand saw
 - Clutch clamps
 - Measuring tape
 - Scissors

Below the table, there is a list of steps and an optional note:

1. Measure out your 2"x4"s according to the diagram above. Mark each section of wood lightly in pencil with the size you are cutting it down to. When you are done, double check your measurements with the drawing above, your IRL wood should very closely resemble the drawing.

Optional: if you are building more than one piece of furniture, next to the measurement



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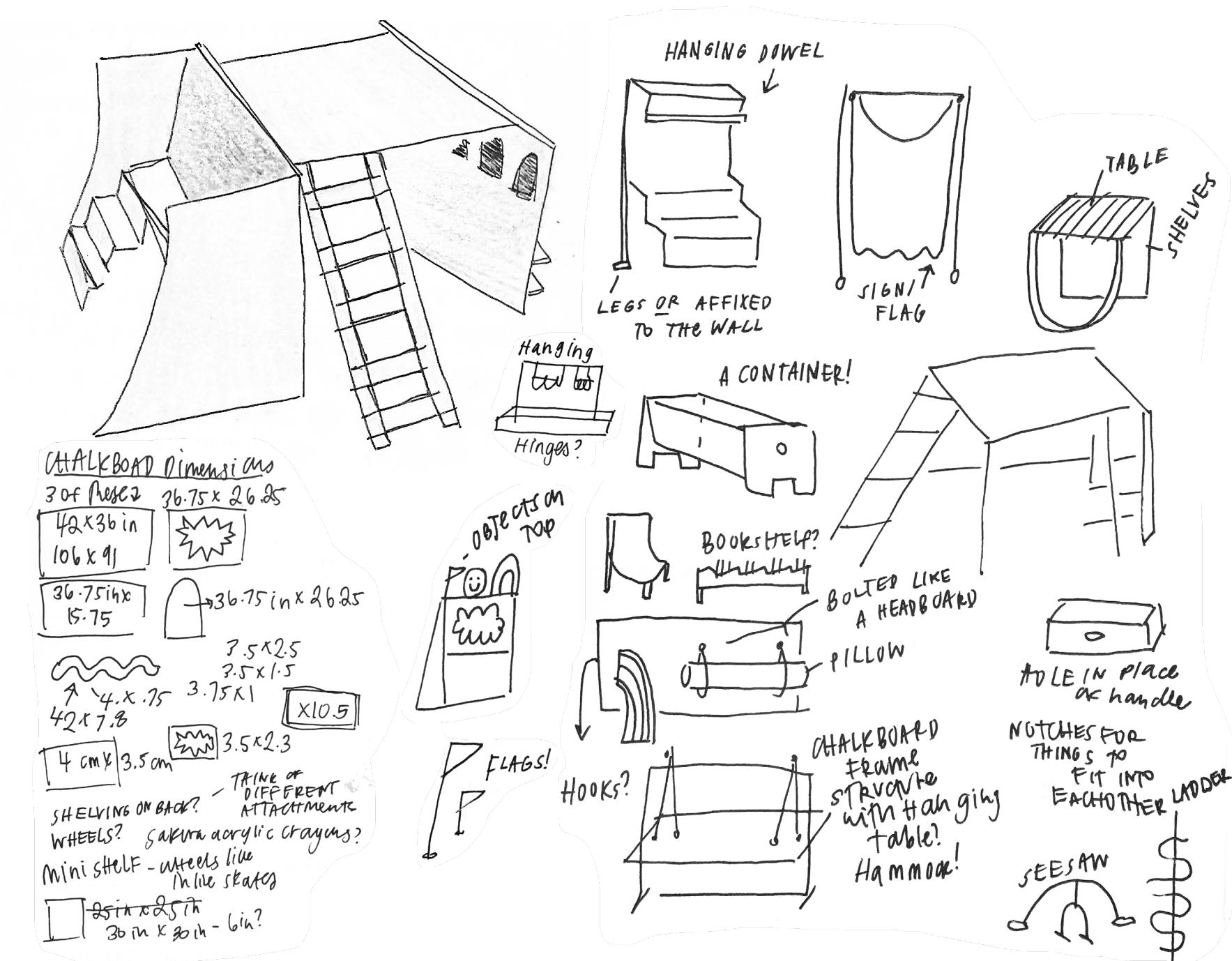
Messejana Playspace

'Messejana Playspace' is a set of furniture for the public children's library in rural Messejana, Portugal. The library is intended to be used not just for reading, but lectures, workshops and community events. With these goals in mind, I researched typical library furniture and traditional playground equipment; ultimately creating a set of interactive structures suitable for learning, creating and playing. All of the structures were designed using simple shapes, some that can be cut using just a saw, and others with a laser cutter or a CNC milling machine.

Over the course of my residency in Messejana I was able to draft and prototype, as well as, write instructions on how to build these structures. Towards the end of my stay there, I began fabricating some of the structures at full scale. The rest of the structures are to be created by the residency upon the opening of the library.



Messejana Playspace



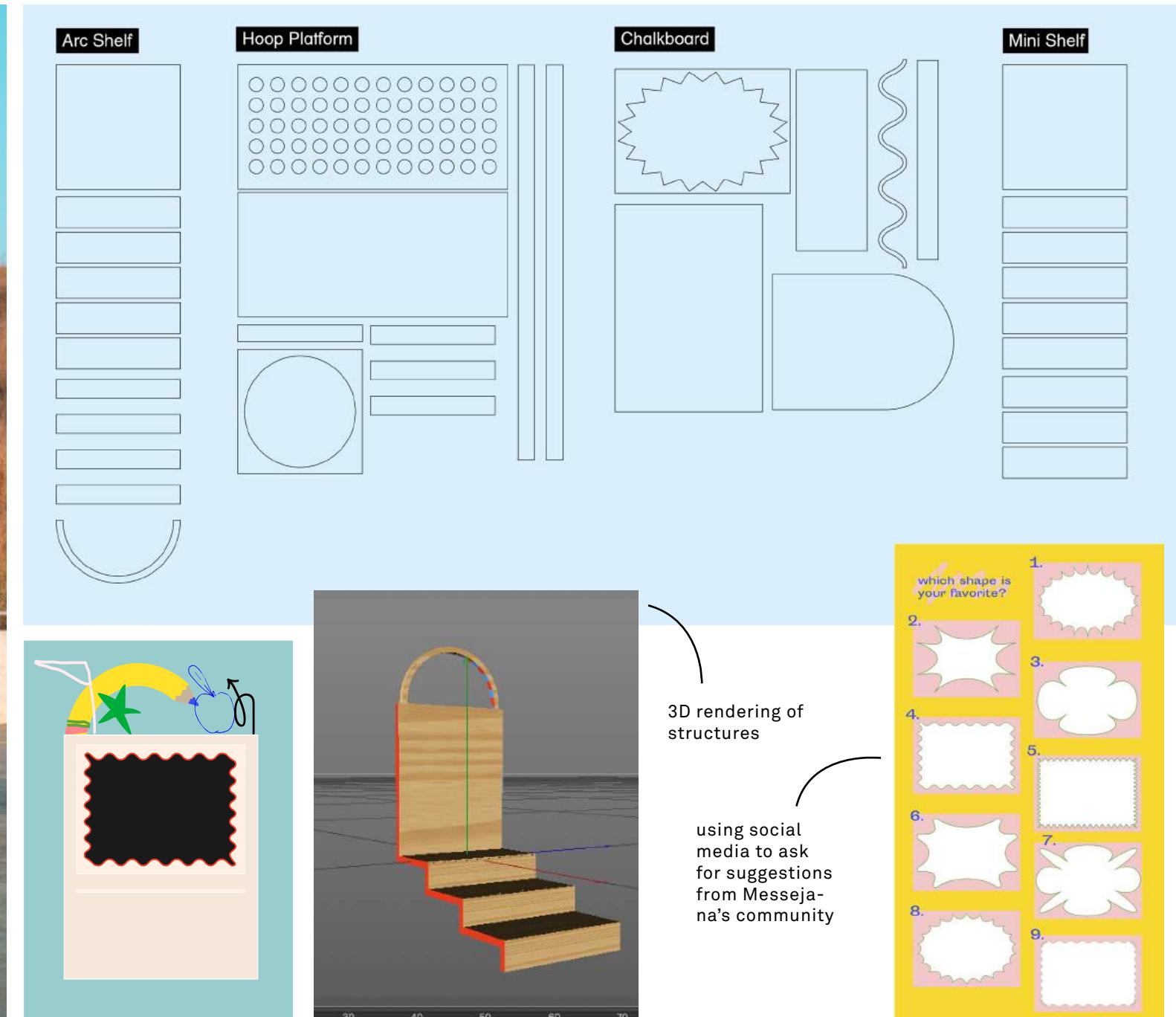
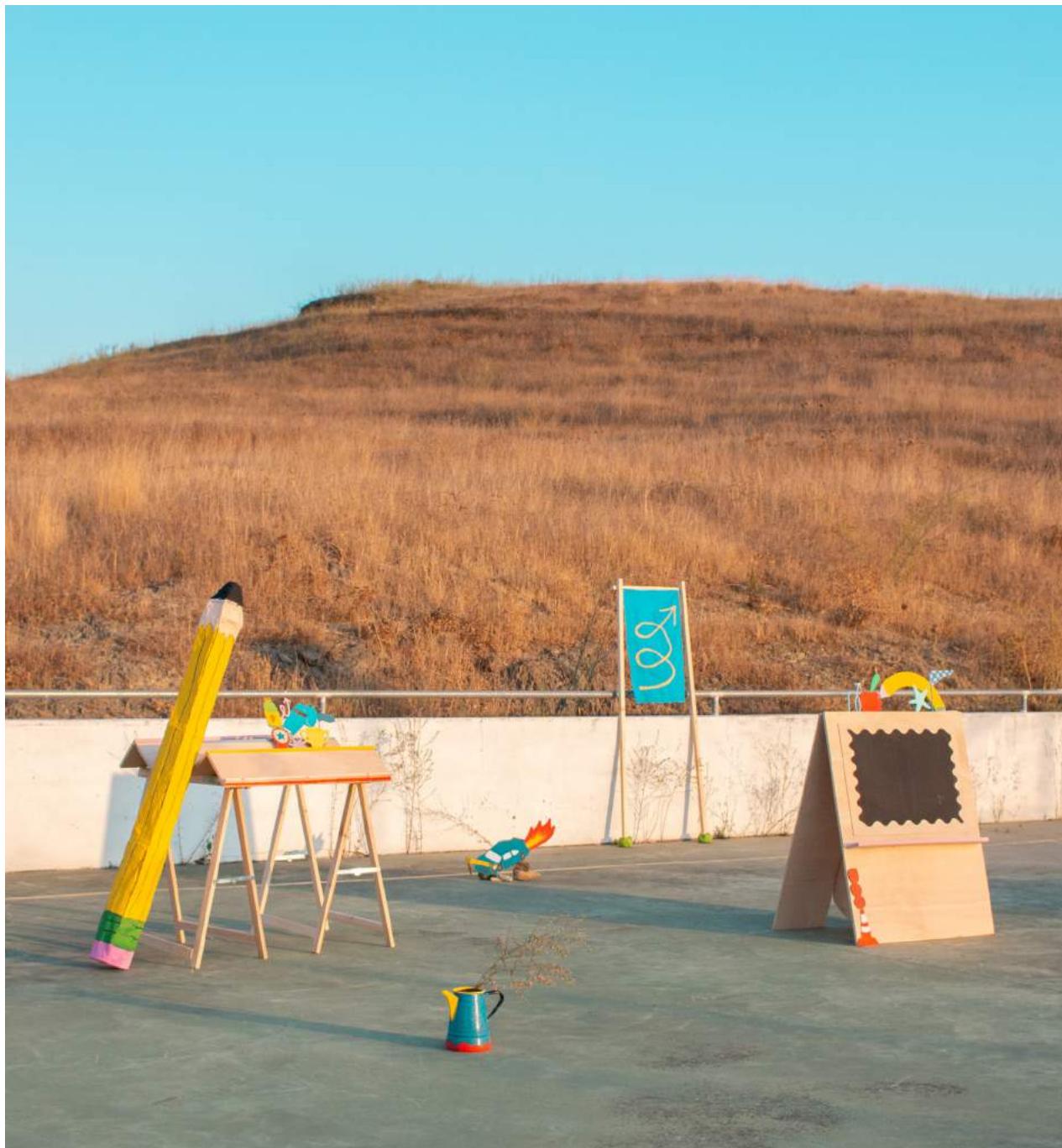
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Wheely Good Smoothies

Wheely Good Smoothies is a fun and energetic company that rents out bikes with blenders attached so that you can “bike” your smoothie. I was hired to create a new brand identity that captured the playfulness of their brand as well as redevelop and expand on their already existing website. The color palette was based off of different colors found in fruit and advertising for fruit and veggies. I implemented a lot of “bouncy” hand drawn elements to emulate the active aspect of Wheely Good in addition to the lively personality of the brand.

The most challenging, but ultimately rewarding facet of this project was drawing new squiggles and arrows for every section of the site—we wanted everything to feel as it fit together perfectly, something that could only be attained by drawing nearly 100 elements. In addition to this, I aided in writing and revising the copy of the website to make it sound more fun.

The screenshot shows the homepage of the Wheely Good Smoothies website. At the top, there are three colored dots (red, yellow, green) and the URL "www.wheelygoodsmoothies.com". To the right is a menu icon. Below the header, the "Wheely Good Smoothies" logo is displayed, followed by "Learn More" and "Get Started" buttons. The main visual is a woman riding a blue bike with a blender attached to the front, set against a pink background. The text "shake up your event!" is overlaid in large, white, bubbly letters. Below this, a question is posed: "What does an EPIC BIKE BLENDER event look like?" with a green wavy arrow pointing towards a photograph of a girl smiling while riding a bike with a blender. The photo also shows other people and a sign that reads "MANGOES ARE IN SEASON". A wavy yellow line runs along the bottom of the page.

Wheely Good Smoothies



Wheely Good Smoothies

The website features a top navigation bar with three colored dots (red, yellow, green) and the URL www.wheelygoodsmoothies.com. Below the header is a main banner with the text "Getting a smoothie bike for your event is easy peasy lemon squeezy". It highlights two service options: "Rent a Smoothie Bike" starting at \$249 and "Full Service Catering" starting at \$1100. A call-to-action button "rent a bike!" is shown next to a thumbs-up icon. Another button "request a quote!" is shown next to a hand icon. The footer contains a circular logo "WHEELY GOOD SMOOTHIES est. 2009", a summary of services, and a "Spark!" section.



The graphic includes the company logo with a stylized green arrow and the text "Wheely Good Smoothies". Below it is a pink smiley face icon with a green arrow pointing to it. The text "Natan Lawson Founder" and the contact email "natan@wheelygood.com" and phone number "410-776-8854" are also present.



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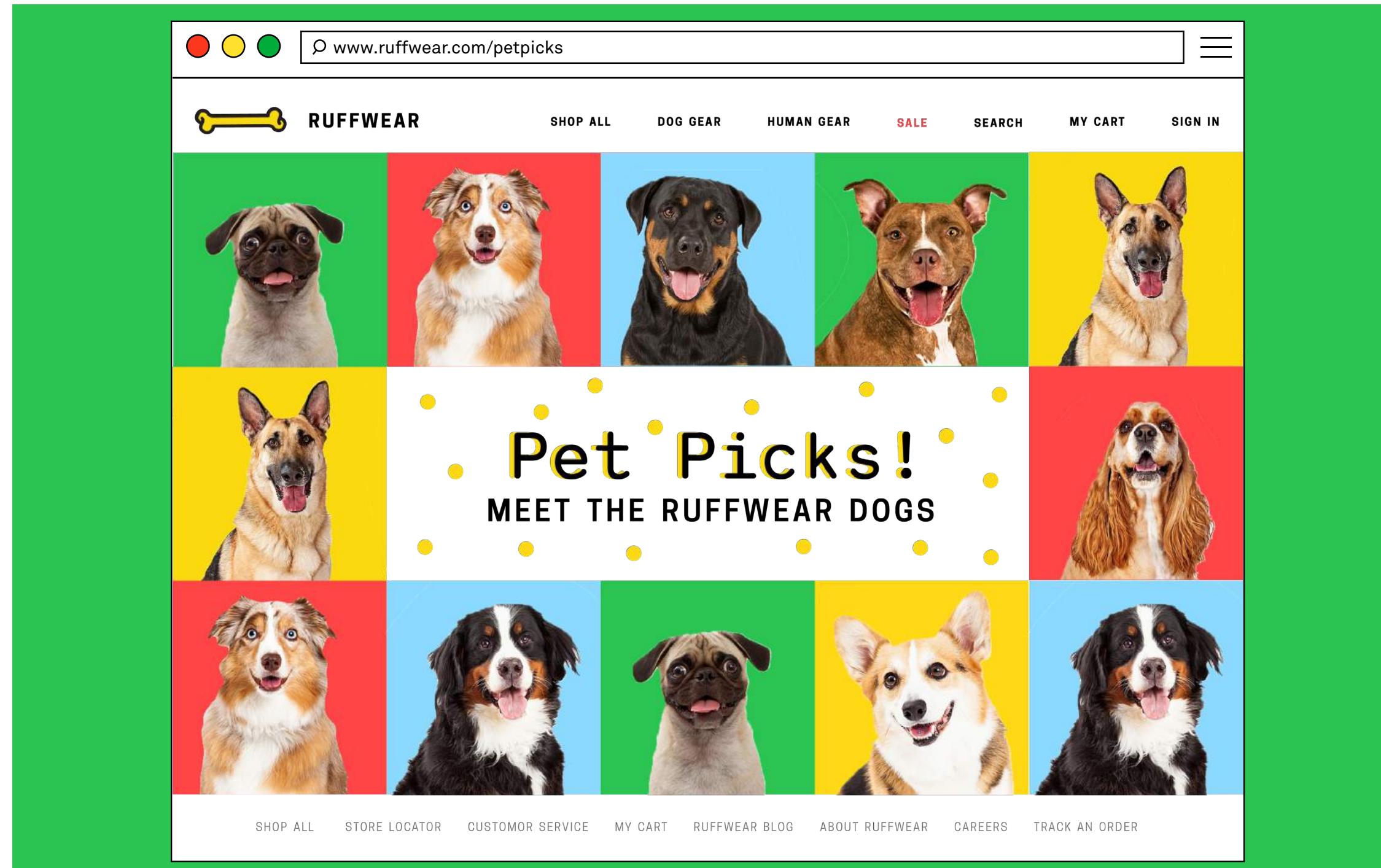
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Ruffwear Revamp

Ruffwear Revamp was a school project where we were tasked with rebranding and revamping an online store's website. As I browsed through Ruffwear's online catalog I took note of how their brand and products suggested an active and animated lifestyle, yet the brand didn't entirely convey that. I switched their muted color palette for something more bright and upbeat, their boring and rigid typeface with something rounded and more cheerful. I looked to Japanese children's clothing branding styles for inspiration, something that has always felt almost over the top energetic to me.

A big part of the rebrand was searching for photos of dogs that looked as if they were smiling. I know it sounds goofy but it made a huge difference in conveying the brand properly in its full cheerfulness. As a finishing touch I added in polka dots, drop shadows and lines of action to display movement throughout the site.



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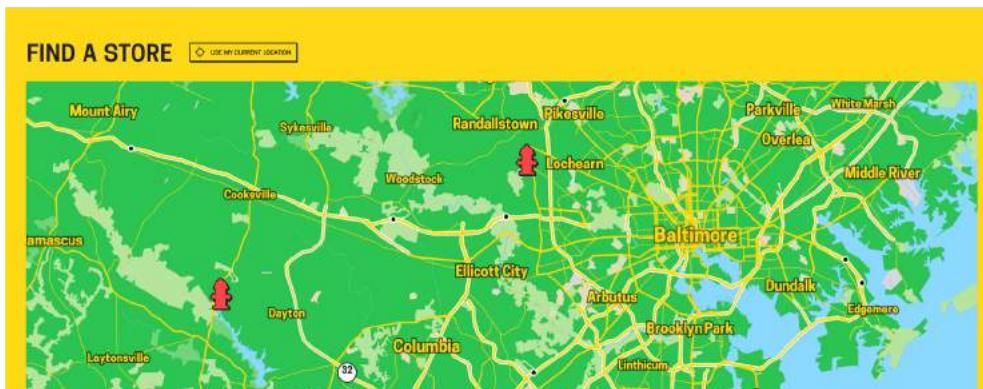
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Ruffwear Revamp



Ruffwear Revamp




YOUR SHOPPING CART		
	RUFFWEAR SHIRT COLOR: GRAY SIZE: MEDIUM	1~ \$20.00
	HOVER CRAFT COLOR: RED SIZE: OS	1~ \$14.95
< CONTINUE SHOPPING		ONLY \$15.05 AWAY FROM FREE SHIPPING
		CHECKOUT

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Globe Posters

As an intern at Globe Collection and Press, I had the opportunity to work with their iconic letter press collection in creating new posters. All commercial posters were created as a team with the other interns as well as the shop manager. Each poster was made up of type printed on a letter press and bold backgrounds and shapes screen printed underneath. There were also a few drawers of icons and glyphs that were fun to try and incorporate into projects. During my time at Globe I learned a lot about how to better plan things out before execution, something that is vital in a letterpress shop.

Here, I have featured three projects. One commercial for a client in Philly, another for a MICA event which included extra ephemera and a third personal project I worked on. All three projects included varying degrees of planning and concept.



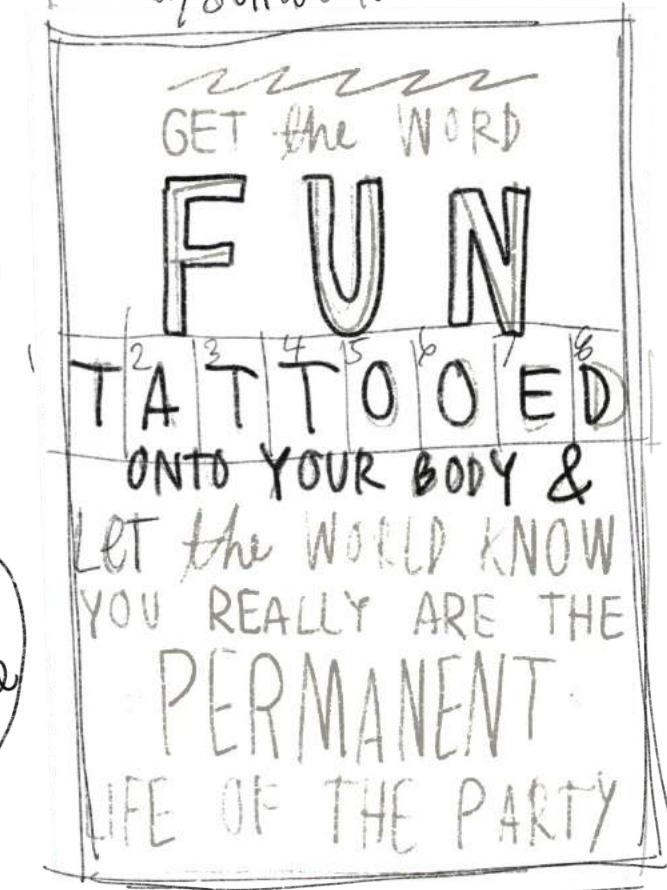
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Globe Posters



Globe Posters



a real tattoo i ended up getting after making this poster

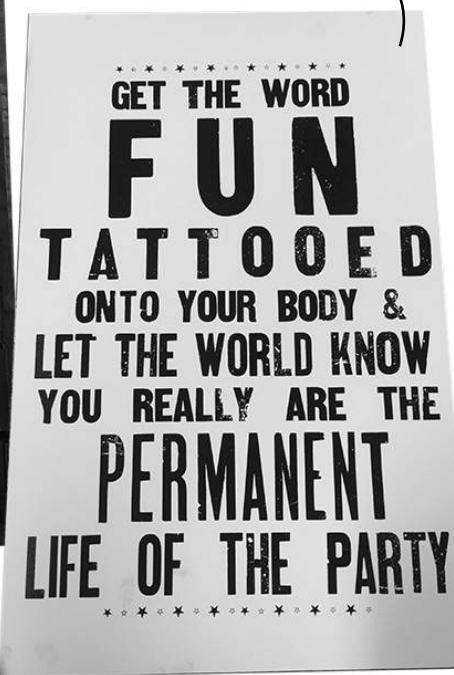
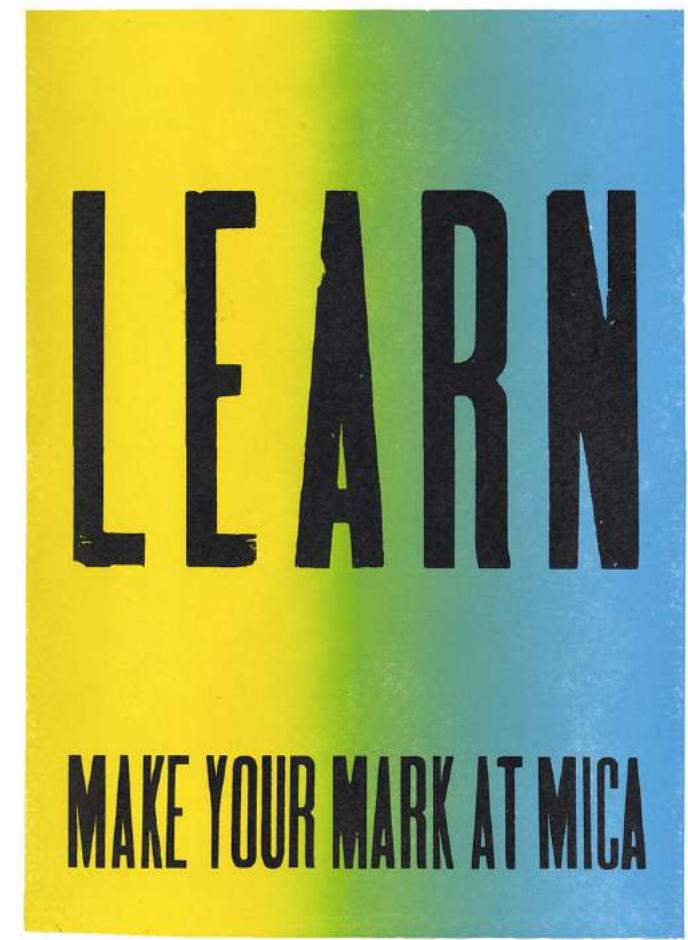


photo props for MICA's Make Your Mark event



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Thank You!

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