

**SCHESSA**

GRAPHIC ARTIST



# IDENTITY

*brand design*

*re-design*

## BRAND NEW THEATRE

An on-campus theatre group needed a new logo and a new marketing manager. Enter Schessa stage left.

In our brand workshop, the director described their company as "the Zooey Deschanel of theatre groups."

PRIMARY  
MARK



SECONDARY  
MARKS



BRAND  
VOICE

### *tools used*

Hand sketches, Illustrator, InDesign, WIX website builder



*re-design*

## TROY CAMP

I led a diverse team of 8 Troy Camp counselors on a year-long re-branding project, teaching them about brands and design along the way.

This was our final logo, but we started by creating the mission and value statements.

## tools used

Hand sketches, Illustrator, InDesign, WIX website builder

PRIMARY  
MARK



SECONDARY  
MARKS



## FINAL VERSION OF THE MISSION STATEMENT

*USC Troy Camp provides long-term mentorship for students in South Los Angeles. Together, we engage in educational, extracurricular, and leadership programs to foster personal growth and instill the value of learning.*

## OUR VALUES

*Friendship, Discovery, Growth,  
Community, Enthusiasm*

## PROCESS



*brand*

## TROY CAMP

I've been designing with Troy Camp for the past 4 years, and in that time I've have the chance to touch everything from print, to web, to apparel.

2015 & 2016  
GALA COLLATERAL



*trivia*

In those 4 years, I designed over 20 pieces of gear, including shirts, sweaters, stickers, and bucket hats!

Fun fact: I attended this camp as a kid, so I've been involved with the organization since 2005!

SAMPLING OF THE COUNSELOR SHIRTS



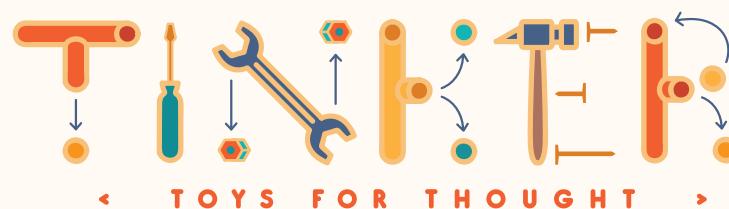
## *identity*

### OTHER BRANDS

I'm particularly passionate about helping start-ups get off the ground design-wise. These are some of my favorite logos from companies that I've worked with over the years.



spop



B-WELL  
WEDDINGS





UI

*mobile design*

*identity /*  
*UI design*  
UNUM

UNUM is a mobile app that allows you to curate and schedule your Instagram posts.

We wanted the design of the app to be minimal, to honor the photography by making it the center of attention.

*tools used*

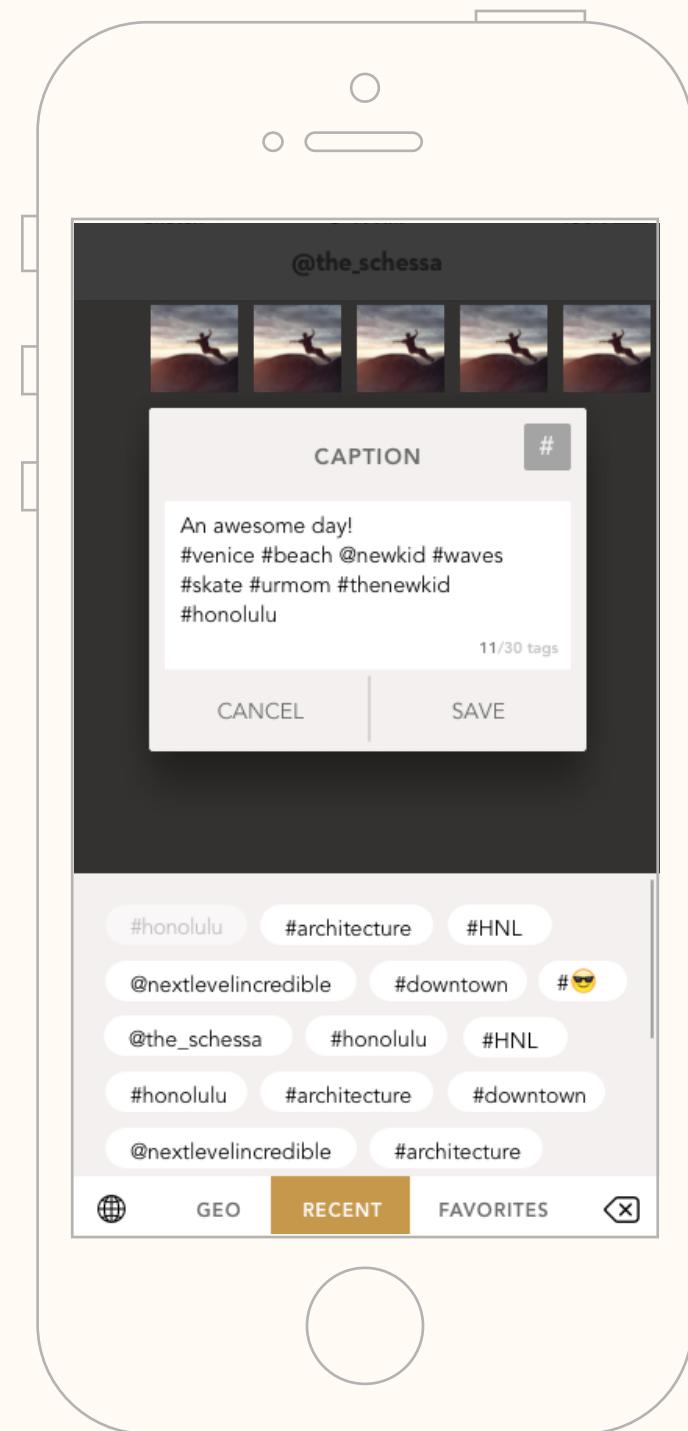
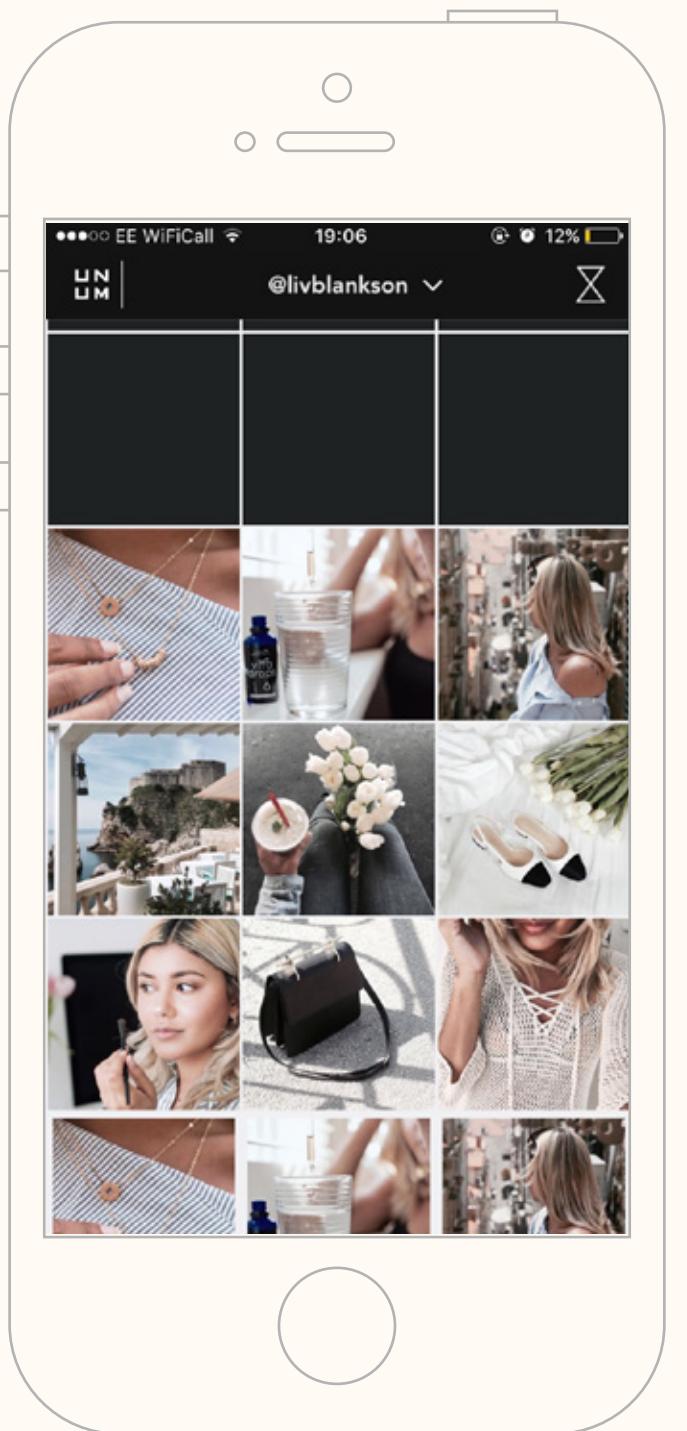
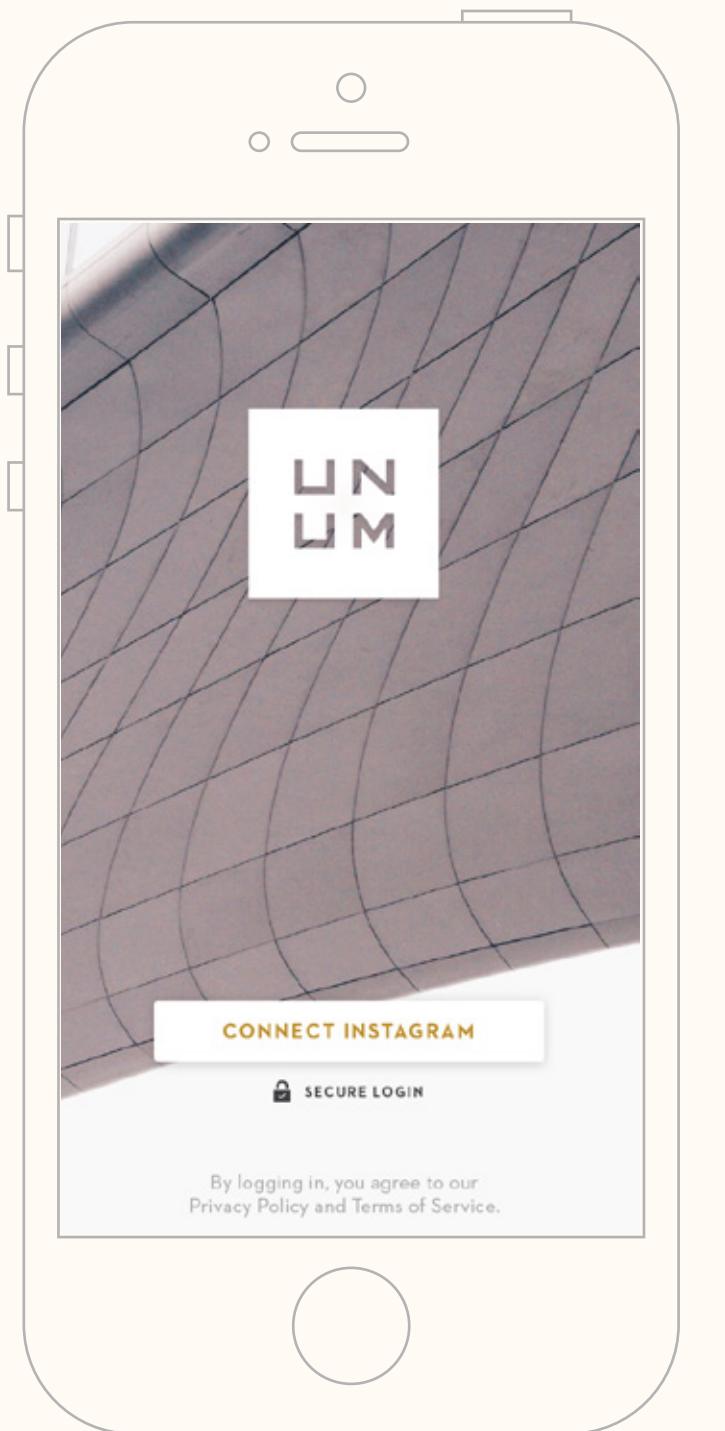
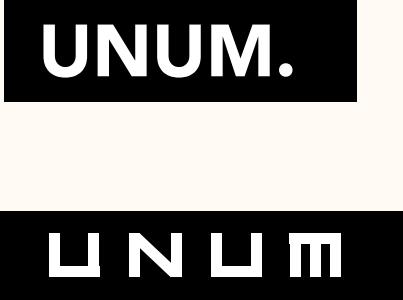
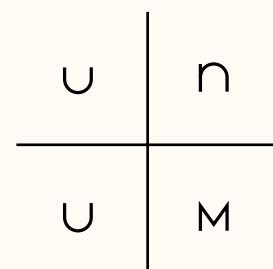
Illustrator, Photoshop



PROCESS

unum

UNUM

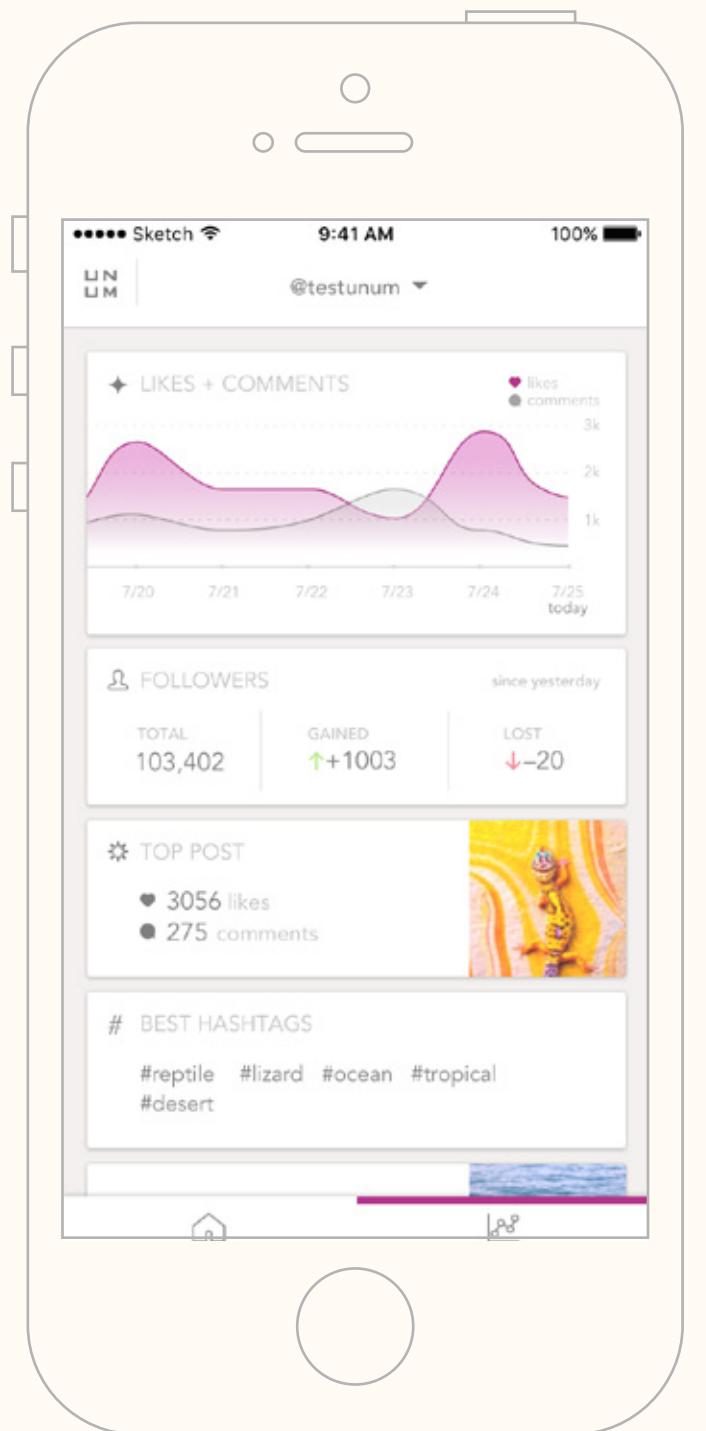


## trivia

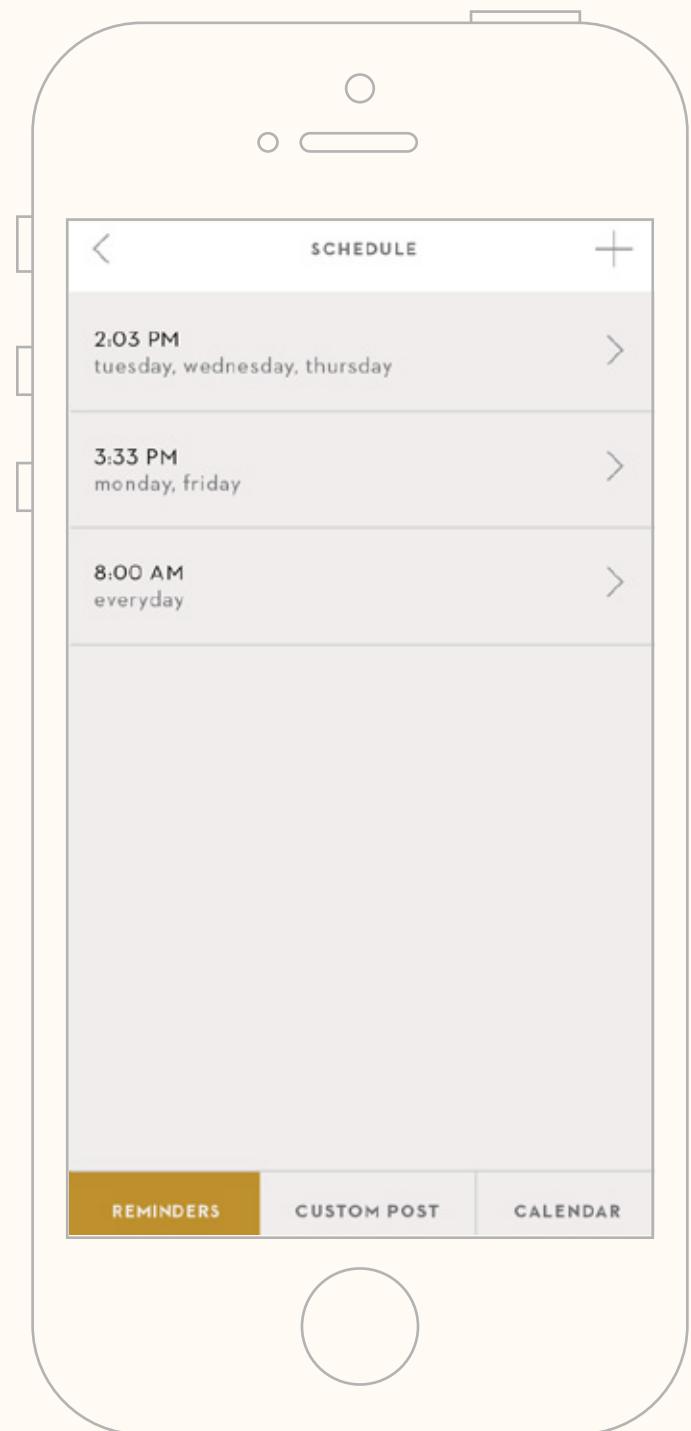
The average user spends 2 hours at a time actively using UNUM; power users average at 4 hours.

Users include a famous DJ and a U.S. senator.

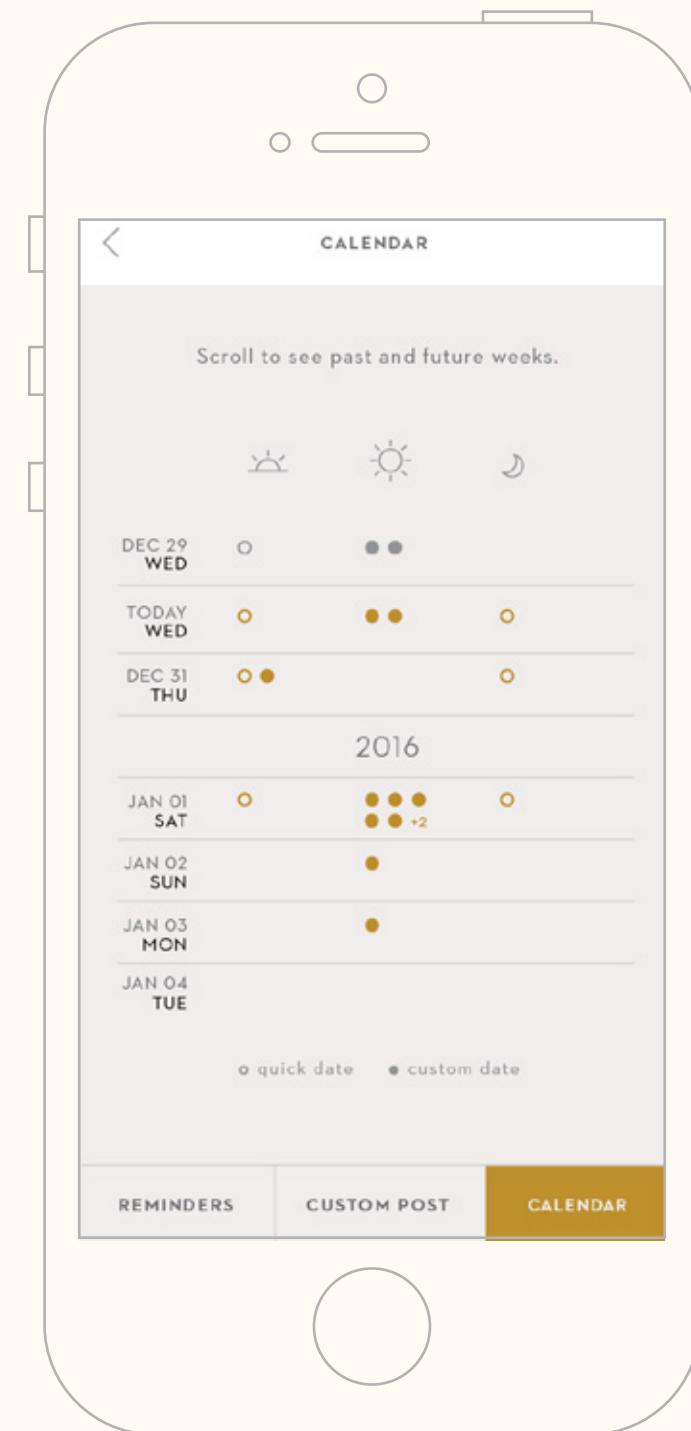
TRACK PERFORMANCE



SCHEDULE REMINDERS TO POST



VIEW CALENDAR

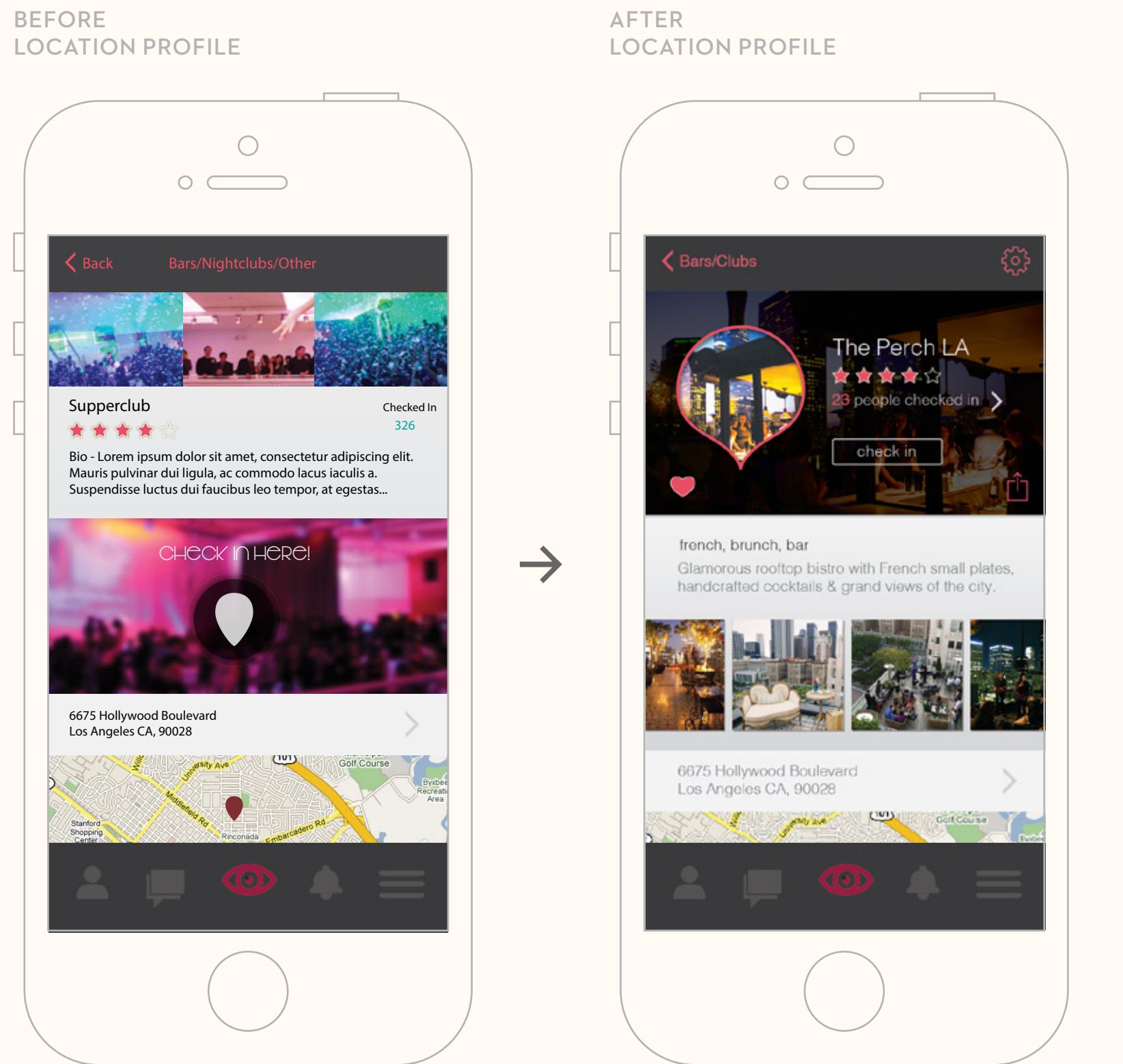


*UI re-design*  
**VENTURECITY**

VentureCity helps users discover the hottest spots for nightlife in their area. They felt that their UI wasn't as sleek as the rest of their brand, and asked me to come on board to give them a facelift.

*tools used*

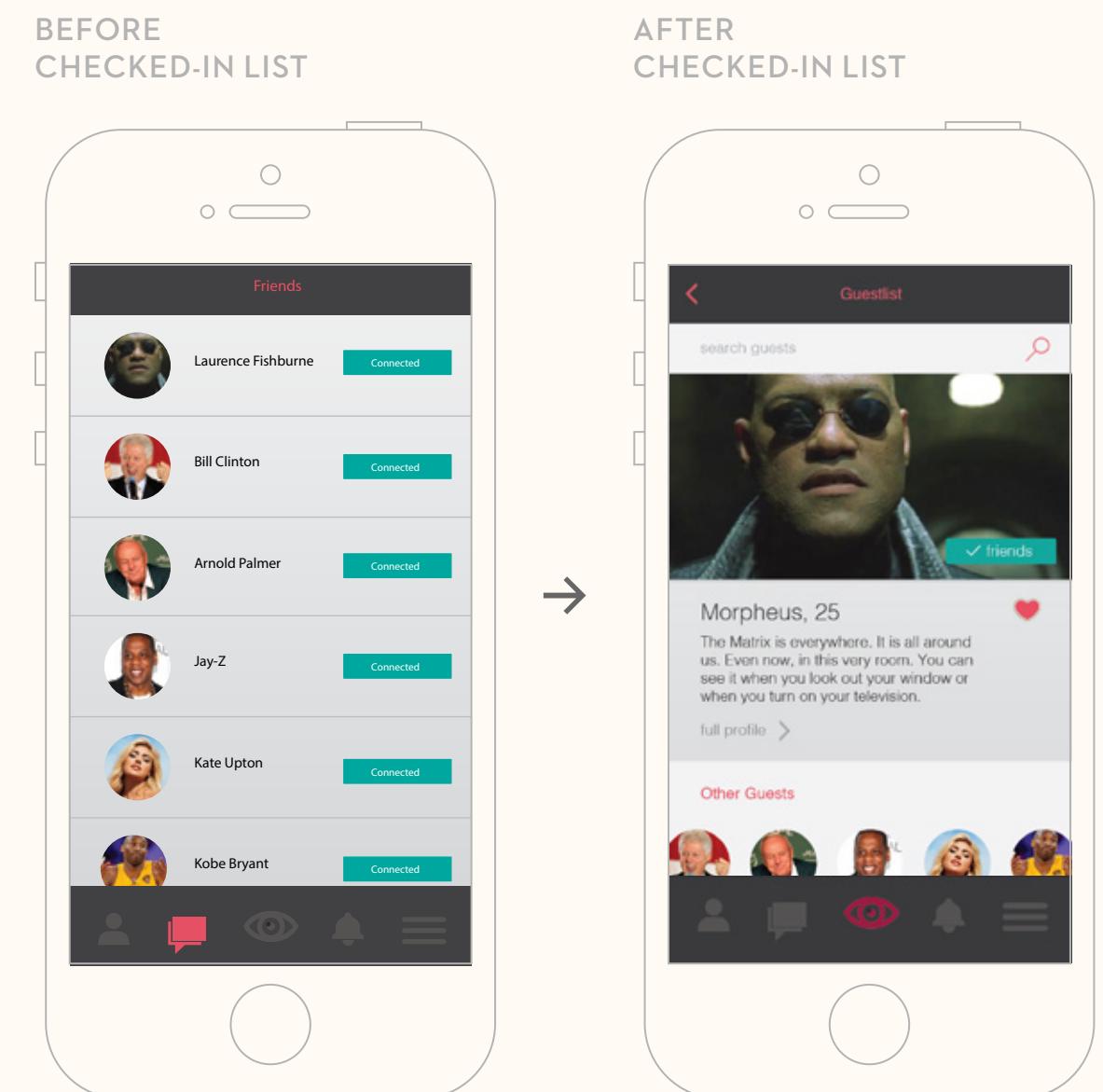
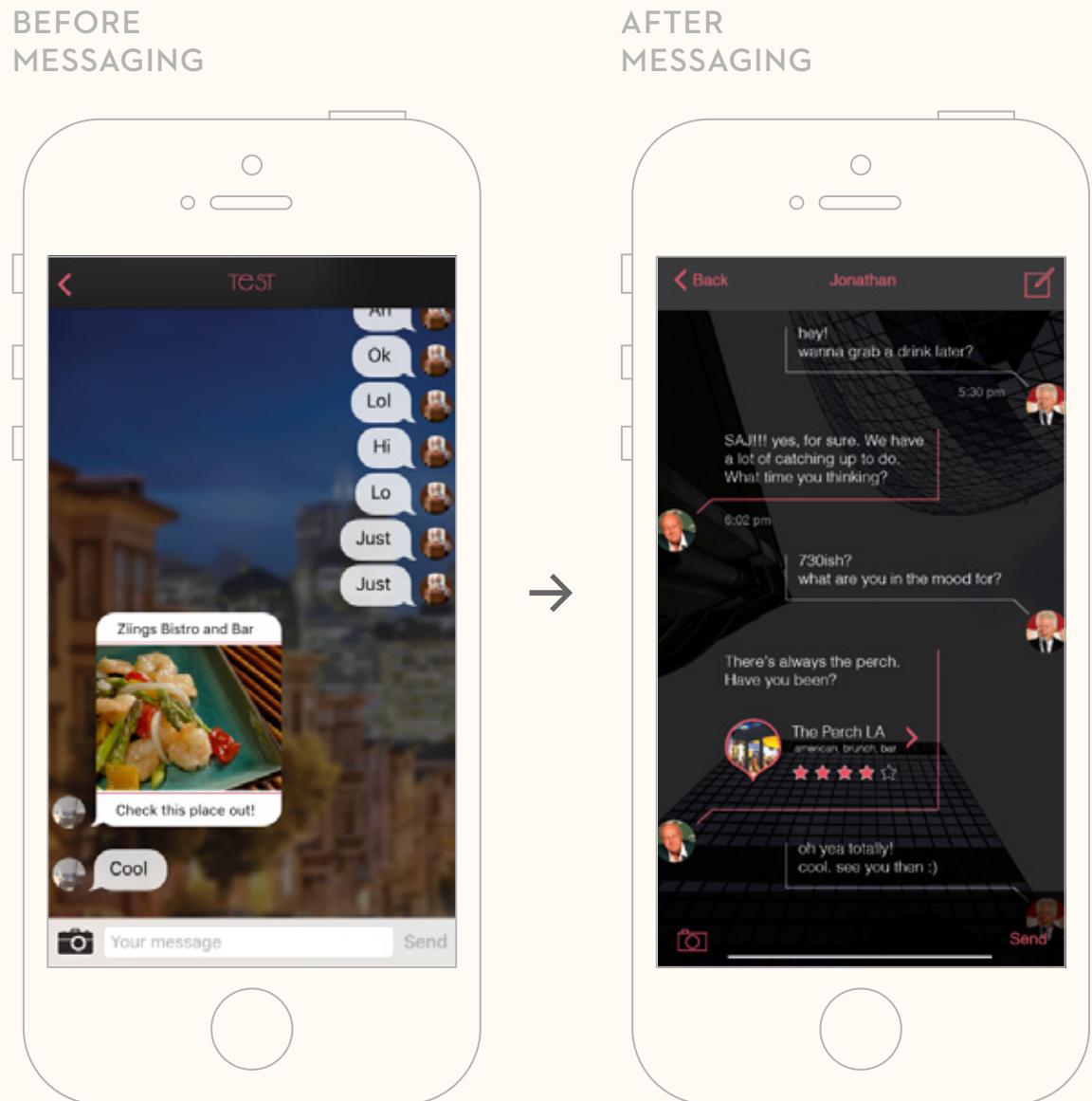
Illustrator, Photoshop



*identity /*  
*UI design*  
**VENTURECITY**

Top: The client wanted to find a way to display the location card that felt less out of place. They also weren't too fond of the message bubbles.

Bottom: The guest list needed to double as a space were you could swipe through the guest list and see mini profiles.



*interactive*

## SKYLANDERS SUPERCHARGERS

We were tasked with creating interactive content (through web banners) that gets kids educated and excited about the new game's features.

I took this concept from sketches to a full comp. Here, kids could 'spin' to see if they get the right combo of vehicle and character, then watch gameplay of that supercharged combo.

CLICK TO SPIN



CHARACTERS + VEHICLES  
ROTATE THROUGH



LAND ON A  
SUPERCHARGED COMBO!



*tools used*

Hand sketches, Illustrator,  
Photoshop

WATCH GAMEPLAY



RESOLVE SCREEN  
CLICK THROUGH TO SKYLANDERS SITE



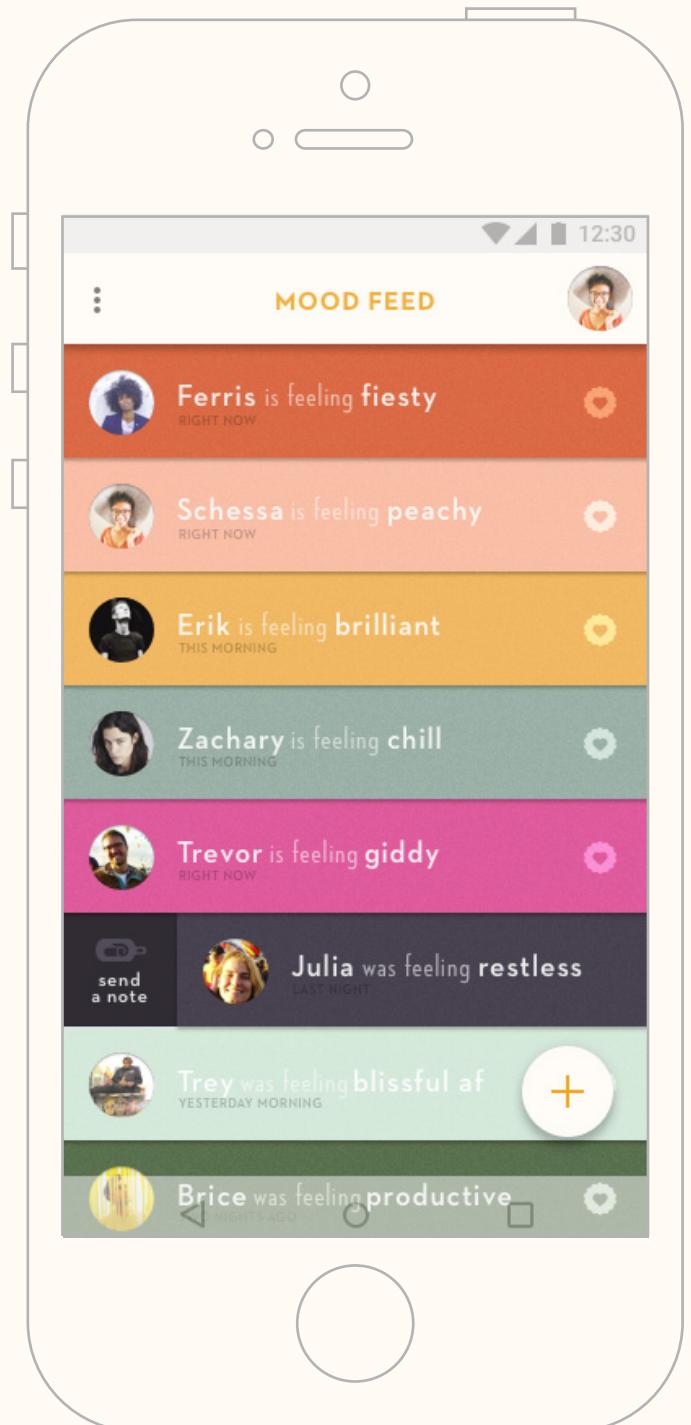
*concept*

## MOOD FEED

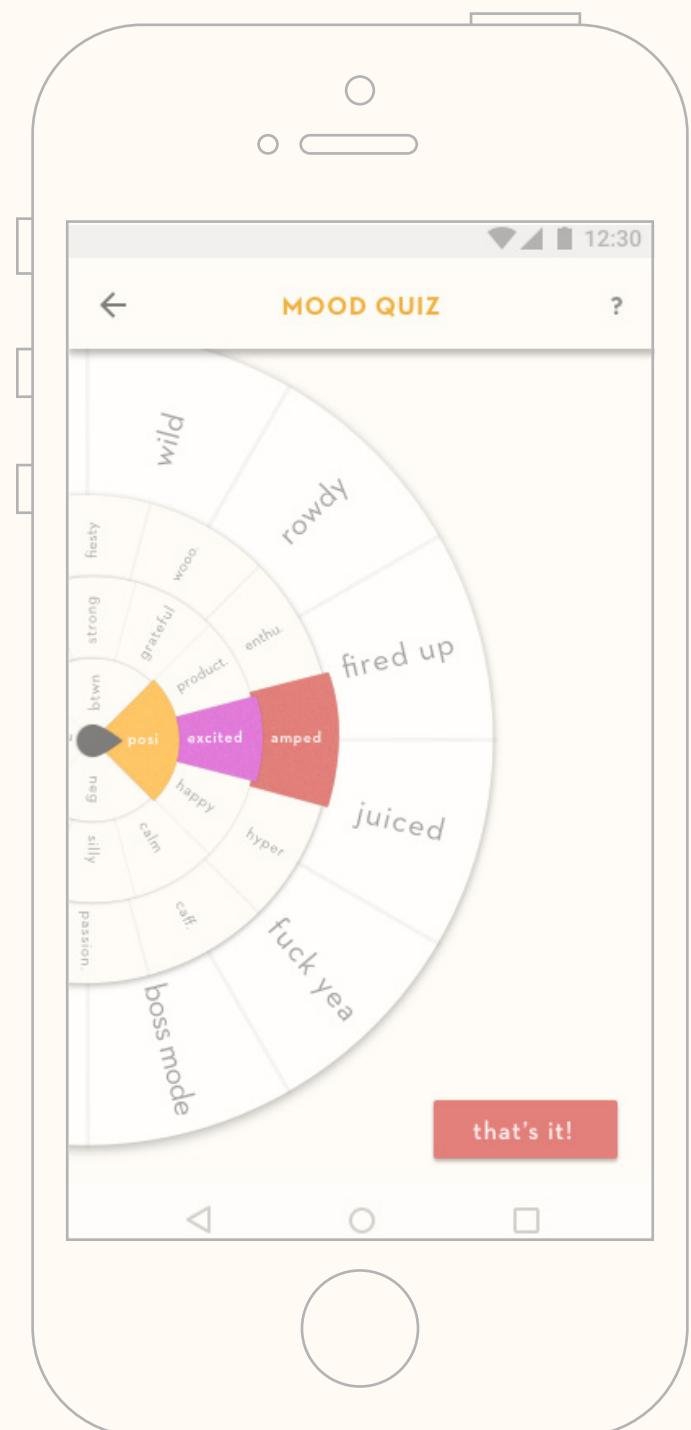
Mood Feed allows you to track your emotions and share them with your inner circle. Often, social media is about pretense, which can isolate us rather than connect us.

Mood Feed's quiz allows users to interpret their own emotions, and then privately journal about them. Their friends can view those emotions and send love notes and affirmation, allowing them to keep up with those they care about the most.

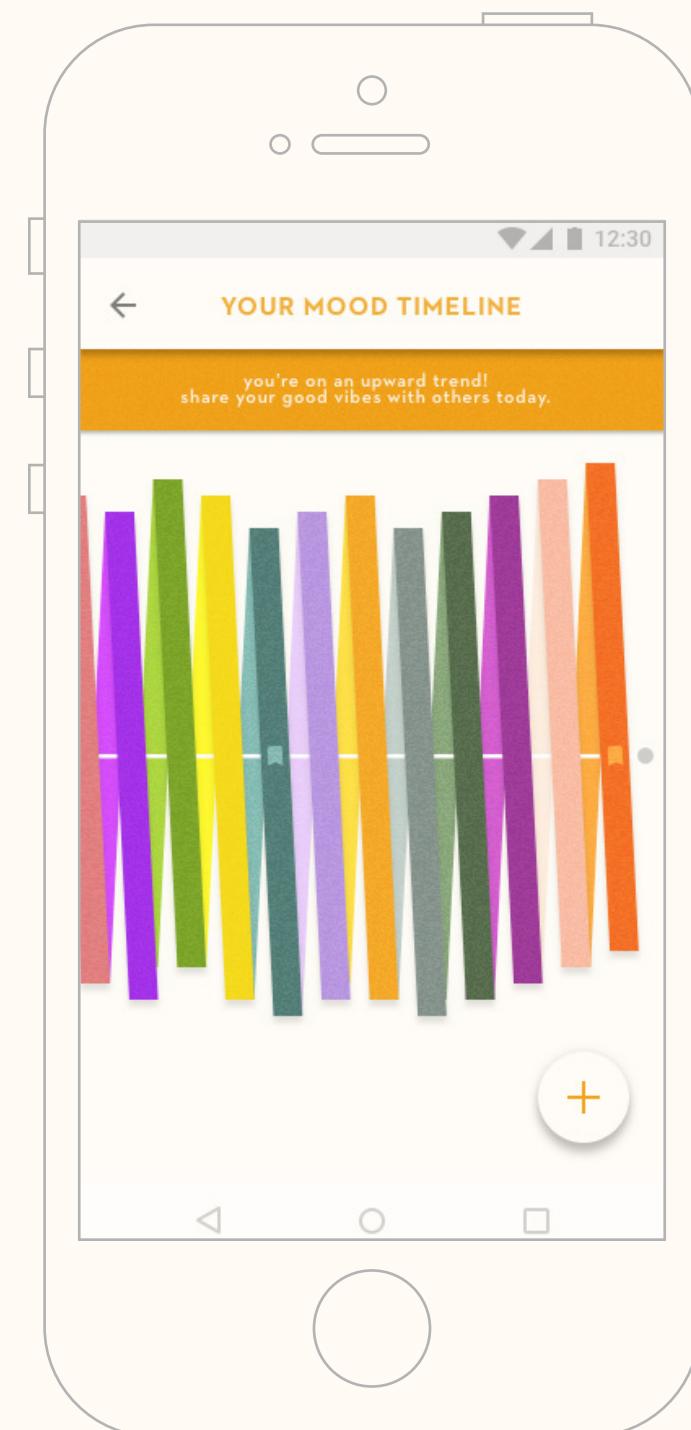
SEE HOW YOUR FRIENDS ARE DOING



MOOD QUIZ



YOUR PROGRESS OVER TIME



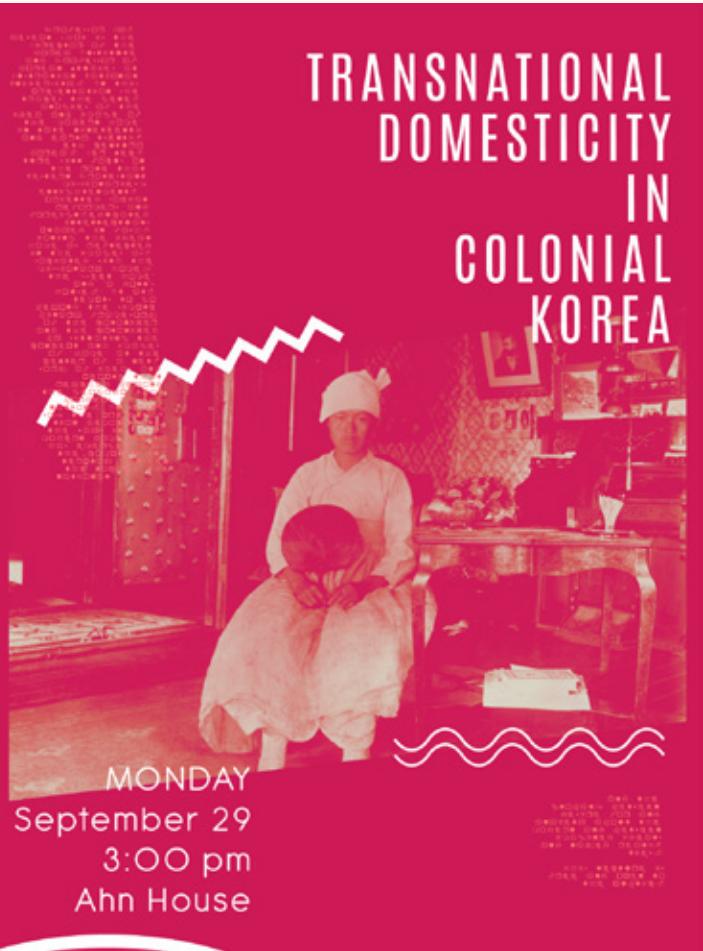


# ILLUSTRATION

*print design*

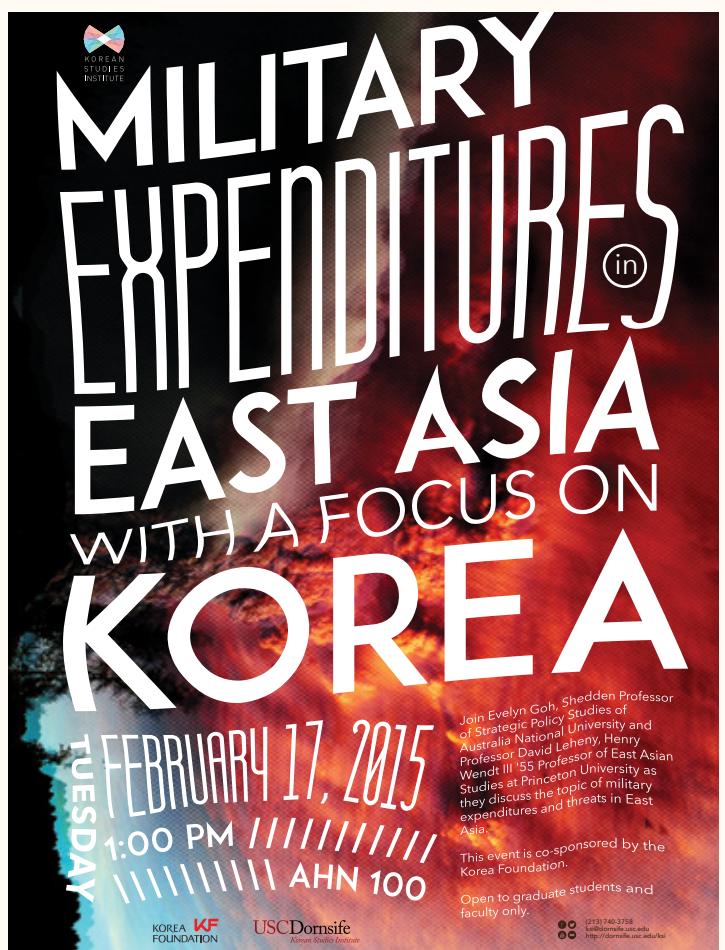
*print design*  
USC KOREAN  
STUDIES INSTITUTE

I worked at KSI for 3 years, creating posters, banners, and other promotional materials for their events and speaker series. It was an awesome opportunity to take academic subjects and extract visuals that would get students interested.



*tools used*

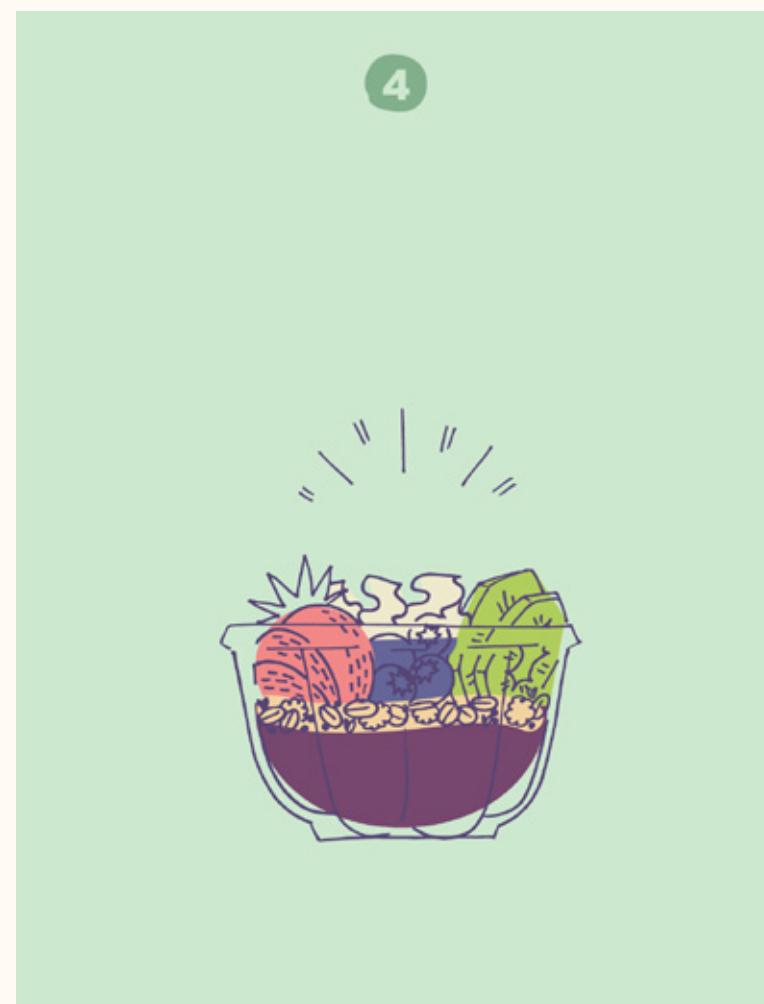
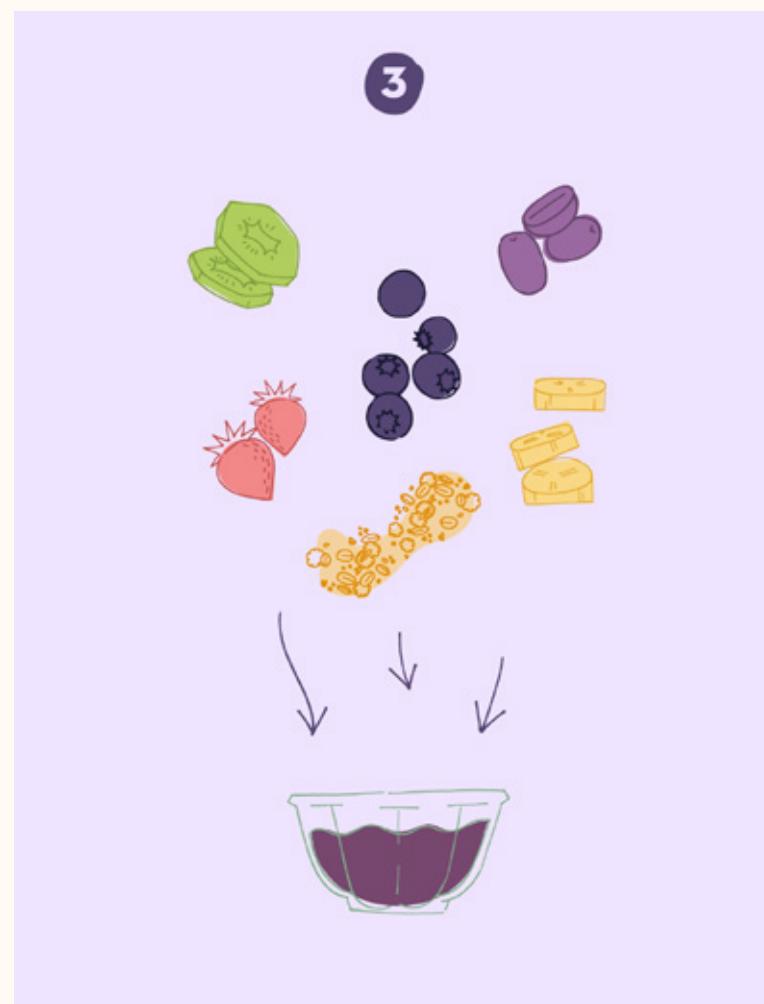
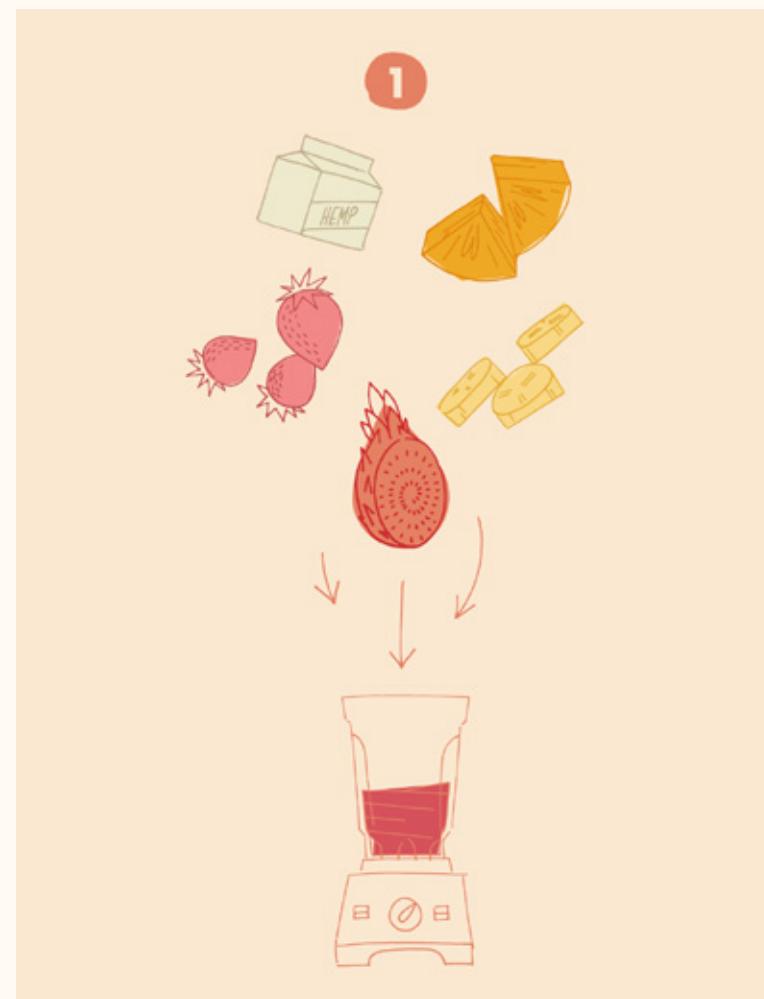
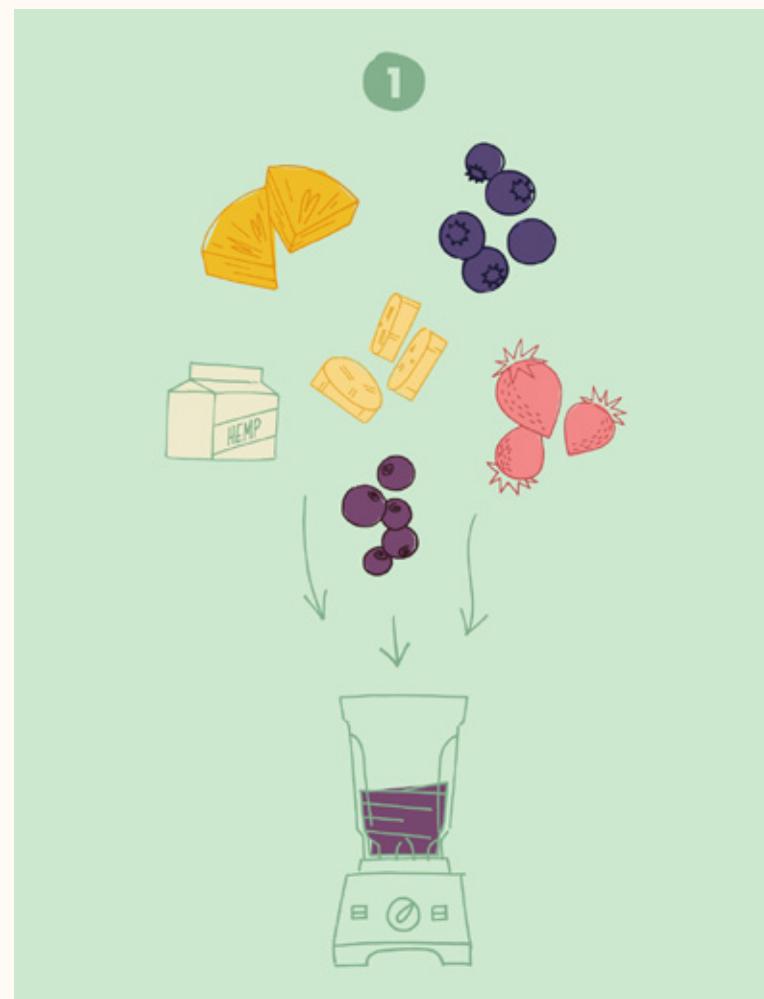
Hand sketches, Vector illustration,  
Illustrator, Photoshop, InDesign



*illustration*  
**AMAZEBOWLS**

Amazebowls wanted to describe the simple goodness of their fruit bowls in the form of pictures.

I created these posters to be displayed on their truck and in-store locations.

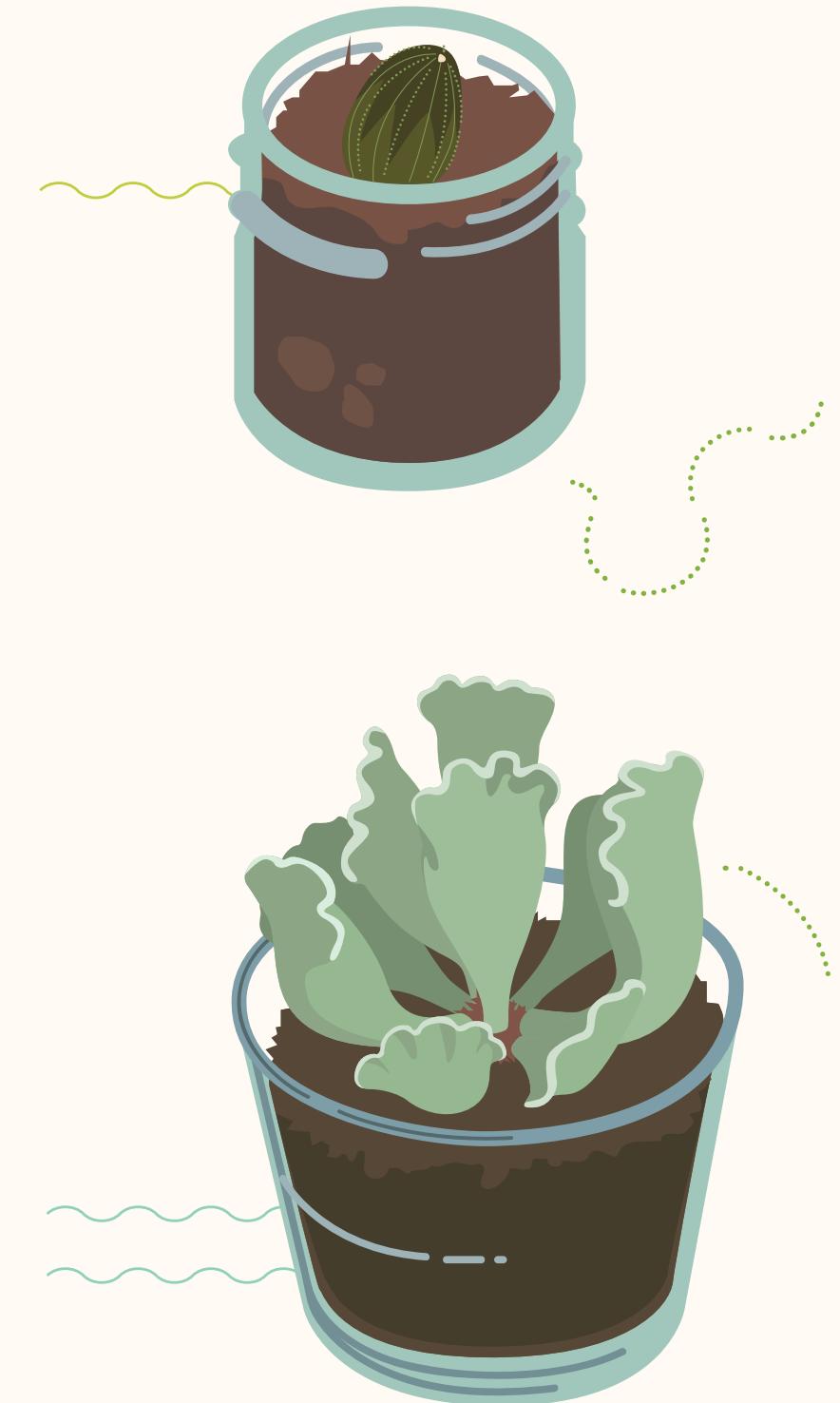


*illustration*

## VECTOR

Left: vector portrait of supermodel Winnie Harlow.

Right: vector portraits of two of my desert plants.



*illustration*

## HAND-TO-DIGITAL

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Left: The first page of my distopian fantasy web comic, Rad-o-Zine. #nerdalert

Right: Two men from two different places and times.



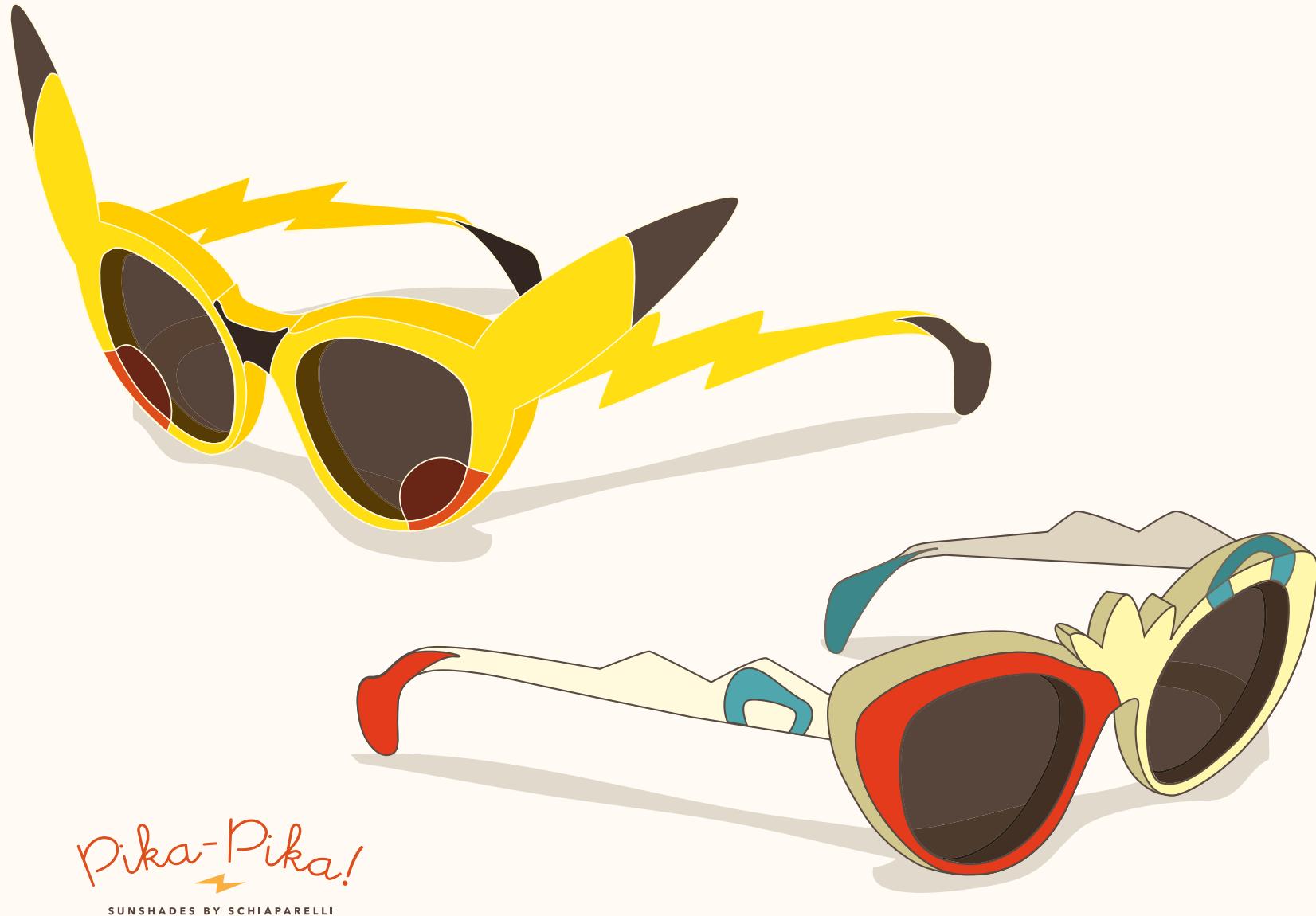
*illustration*

## SCHIAPARELLI × POKEMON

In this fictional collaboration, I was to create a brand and products mock-ups. Elsa Schiaparelli was known for her quirky use of colors and shapes in her accessories. That paired perfectly with the pop culture icon that is Pokémon.

Sunshades inspired by Schiaparelli's classic silhouette and the characteristics of Pikachu and Togepi.

CAPSTONE PRODUCT



Pika-Pika!

SUNSHADES BY SCHIAPARELLI

*illustration*

## SCHIAPARELLI × POKEMON

Explaining the details of the brand through the logo and hangtags.

### B R A N D   E L E M E N T S

Pika-Pika!

SUNSHADES BY SCHIAPARELLI

A plus-sign pattern represents both the collaboration and electricity symbols.

The script font references Schiaparelli's main brand logo.

Like the product itself, the brand uses reductive icons to represent the Pokémon's traits.



Pikachu

More than a sidekick, Ash's iconic companion battles in style, beloved by millions for his electrifying yellow coat and lightning bolt-shaped tail.



*thanks for looking!*



**SCHESSA GARBUTT**

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