

# SCHESSA

GRAPHIC ARTIST



*Hullo there!  
Let's jump right in.*

**BRAND NEW  
THEATRE  
RE-BRAND**

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



**BRAND  
NEW  
THEATRE**



**BRAND NEW  
THEATRE  
PROMO**

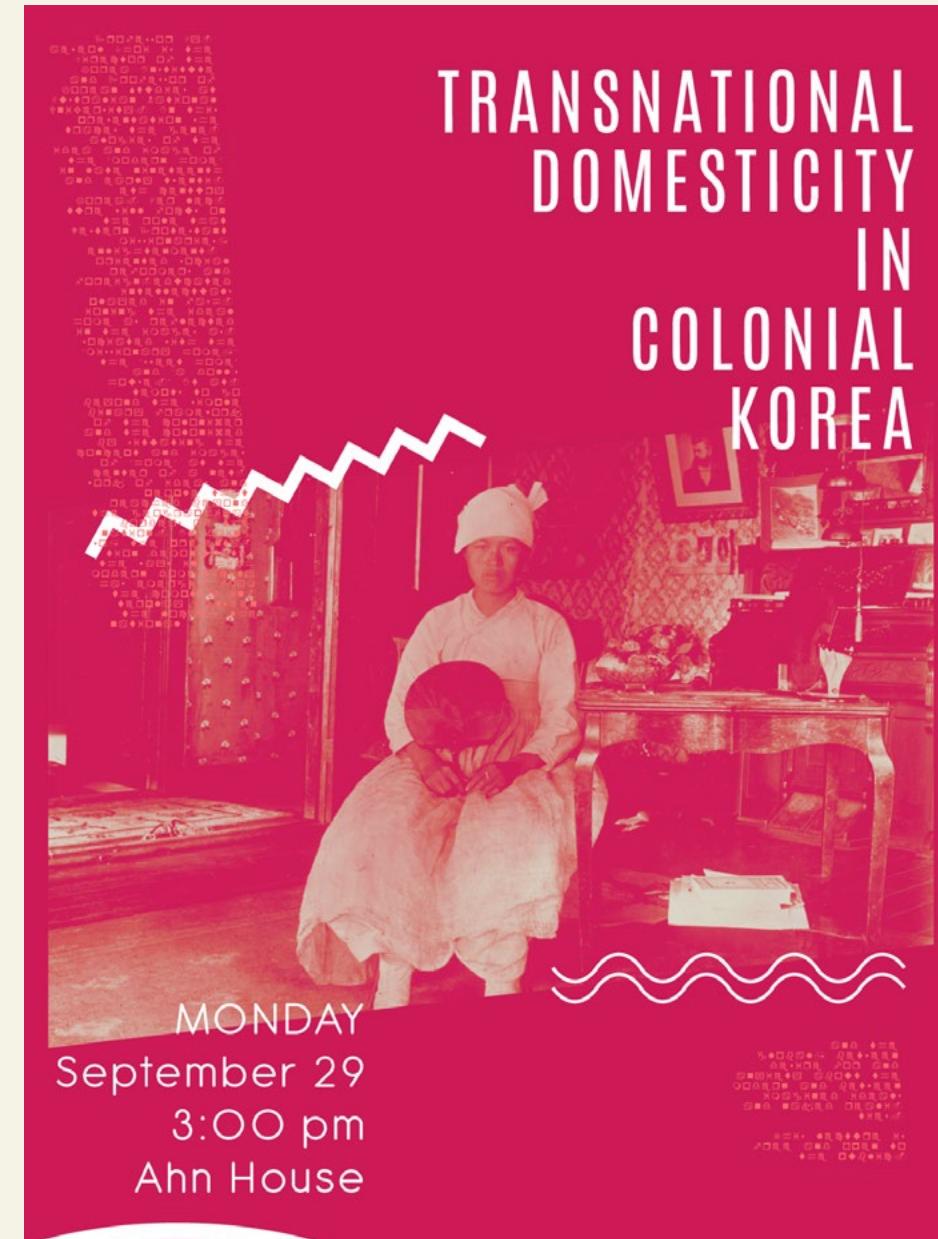
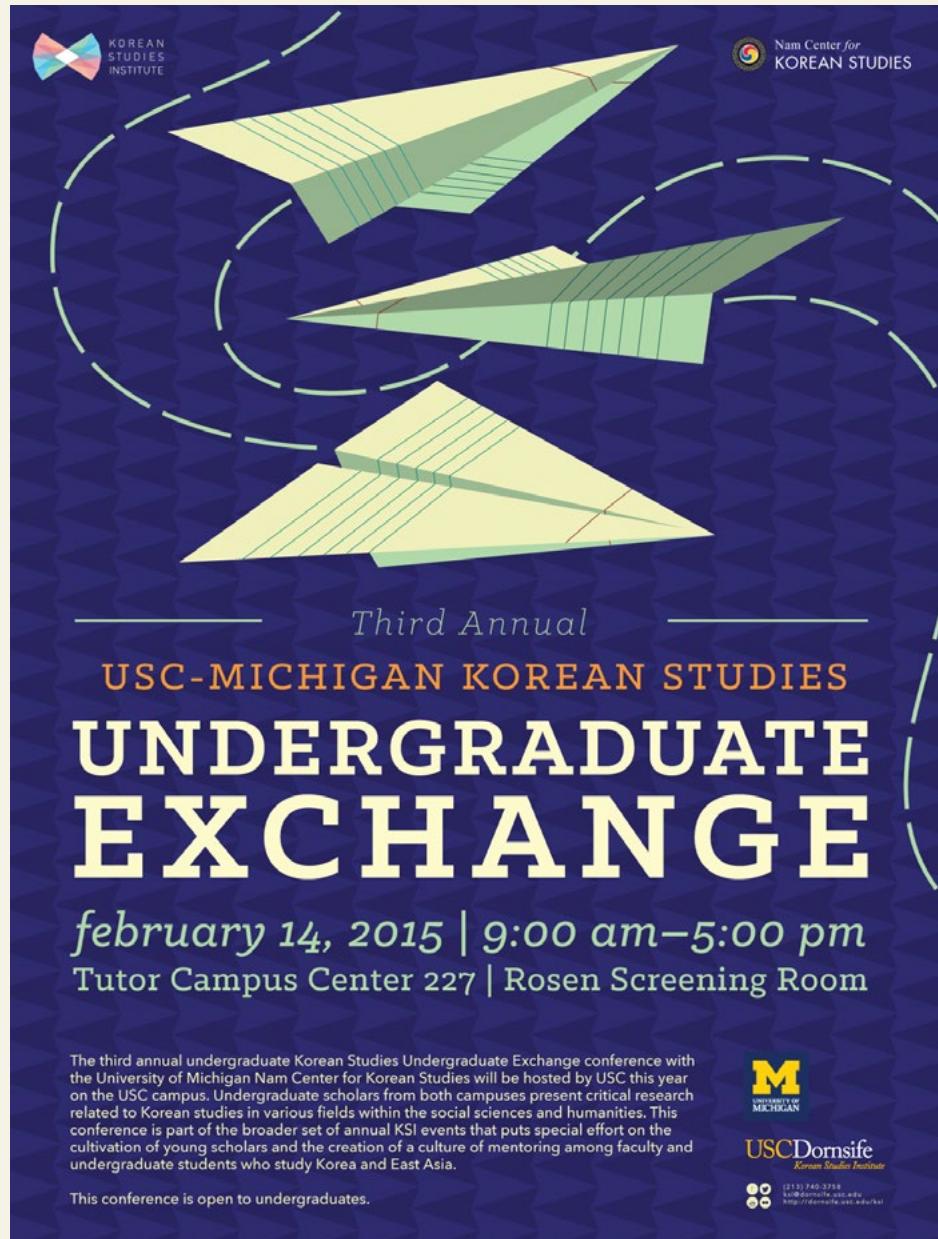
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The brand's personality  
is quirky, novice, and  
energetic.



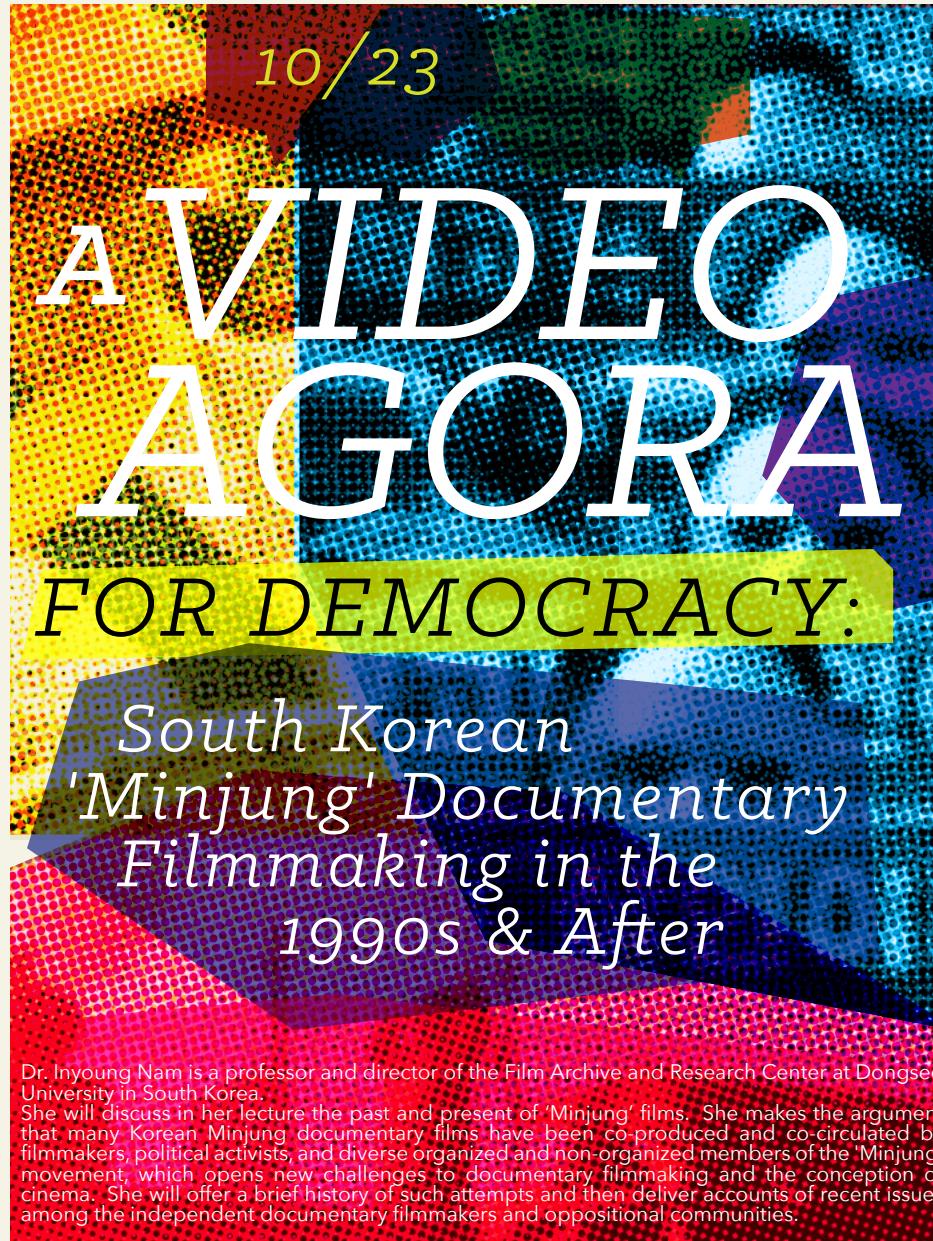
## USC KOREAN STUDIES INSTITUTE

For the past two years, I have created KSI's promotional materials, including posters, web banners, and t-shirts for their educational events, jobtalks, and lectures.



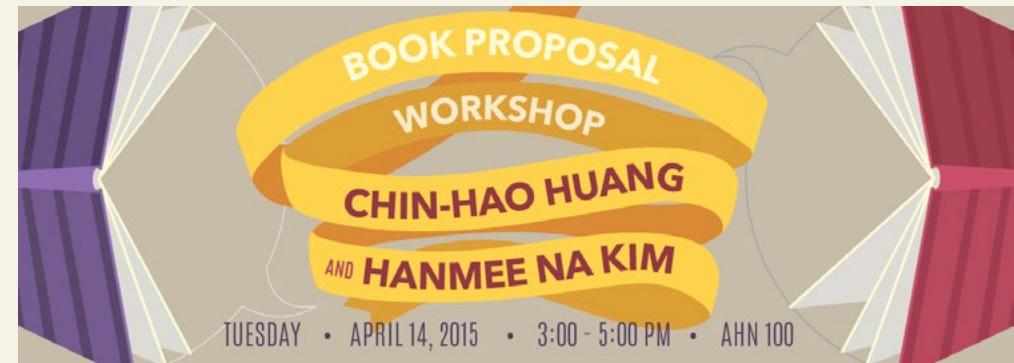
USC KOREAN  
STUDIES  
INSTITUTE

Print design, continued.



## USC KOREAN STUDIES INSTITUTE

The brand I've build for KSI is heavy of visuals, especially in the realm of vector illustration, in order to bring energy to the text-focussed work.



## TROY CAMP RE-BRAND

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I led a diverse team of TC counselors in a year-long rebranding project, teaching them about brands along the way.

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



### Our Mission

*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.*

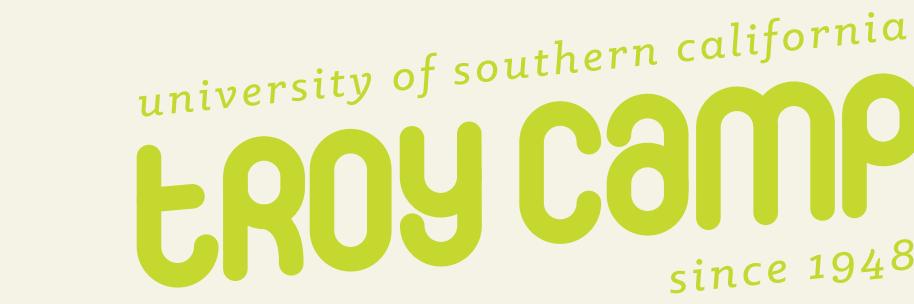
### Our Values

*Friendship, Discovery, Growth, Community, Enthusiasm*

## TROY CAMP RE-BRAND (PROCESS)

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A small sampling of the dozens of typographic options we explored.



## TROY CAMP PROMO

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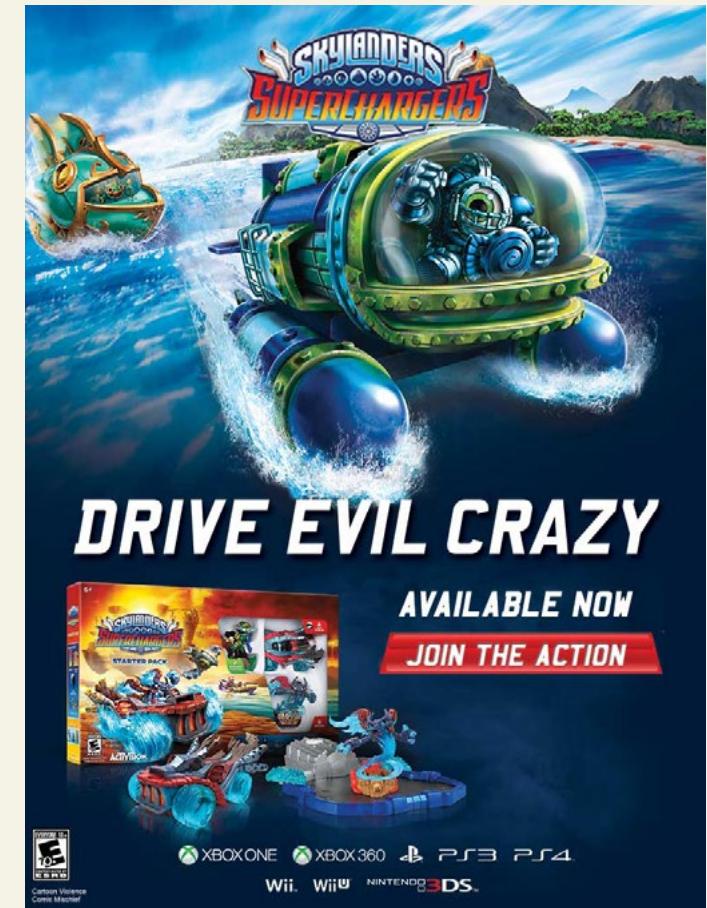
For the past three years,  
I've been honored with  
the task of promoting  
the organization's largest  
fundraising event,  
Troy Camp Gala.



## SKYLANDERS SUPERCHARGERS

During my internship at 72andSunny, I created online promotions for Skylanders Superchargers, a new kids' video game in a highly successful franchise.

These are some of the statics that I created for sites such as CartoonNetwork.com.



## SKYLANDERS SUPERCHARGERS

We were tasked with creating interactive content that gets kids educated and excited about the 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, then watch gameplay of that character.



## UNUM MOBILE APP

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Identity process for UNUM, an application which allows users to curate and schedule their Instagram posts.

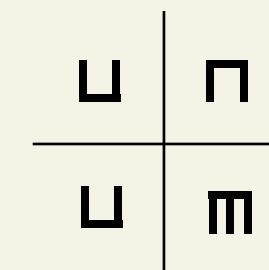
Left: final logo.



unum

UNUM.

U N U M



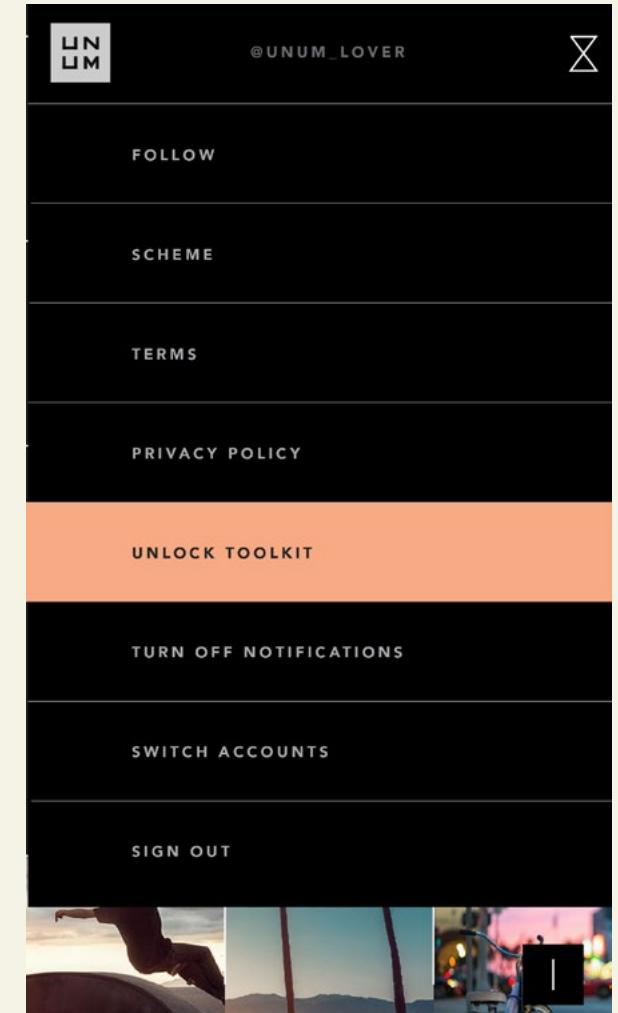
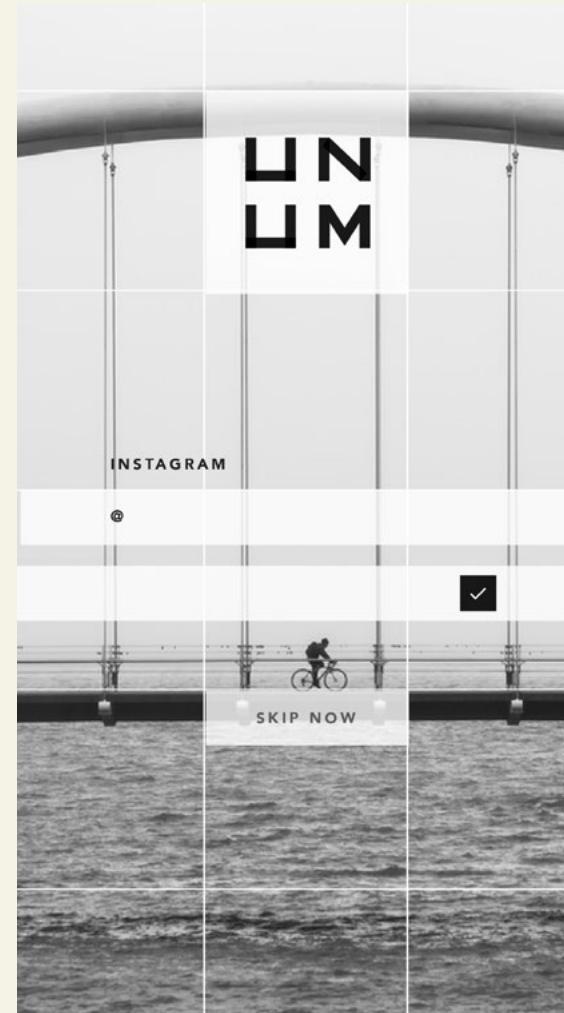
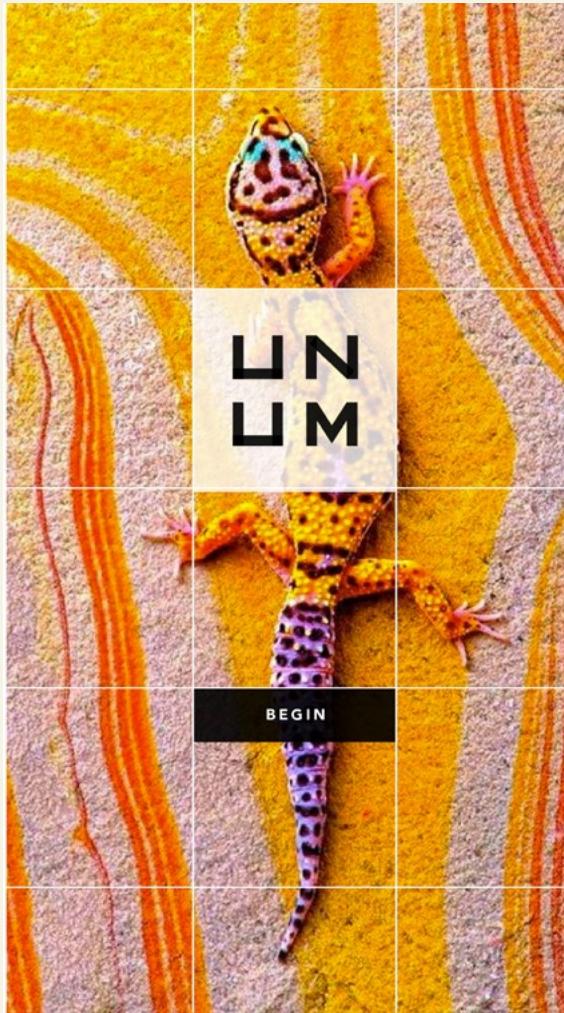
UNUM

U N U M

unum

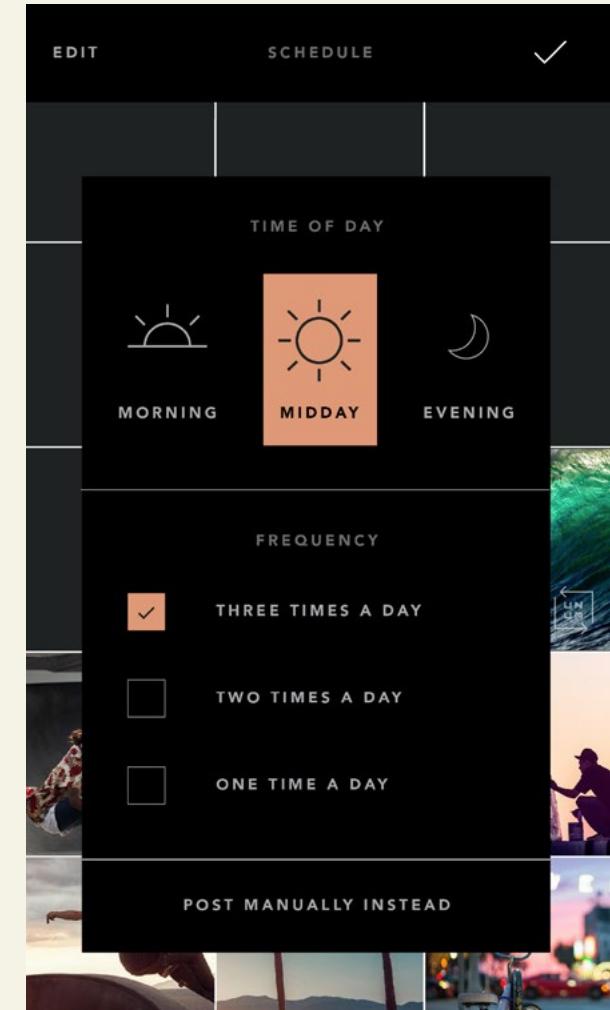
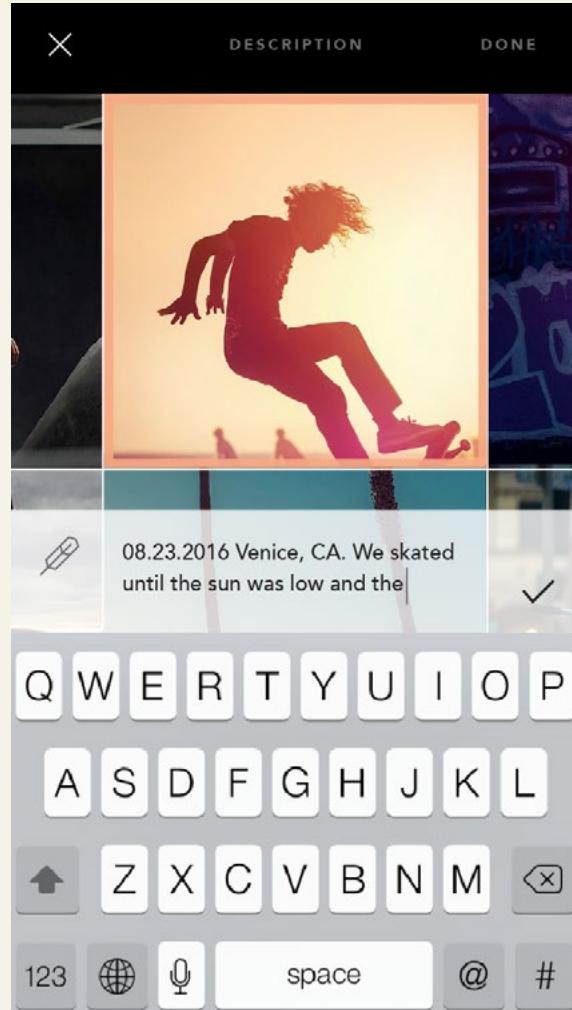
## UNUM MOBILE APP

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



## UNUM MOBILE APP

Our goal was to create a minimal, sophisticated layout. I was challenged with the tasks of making many features feel spacious.



## **SPOP MOBILE APP**

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This was the initial identity and screen mock-ups for a fellow student's social media app start-up.



**spop**



**spop**



**spop**

## OTHER IDENTITIES

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My freelance work focuses on logo design.

top:

A new student club dedicated to learning about LA's public art.

below:

A web service that helps disabled families find friendly resources.



## OTHER IDENTITIES

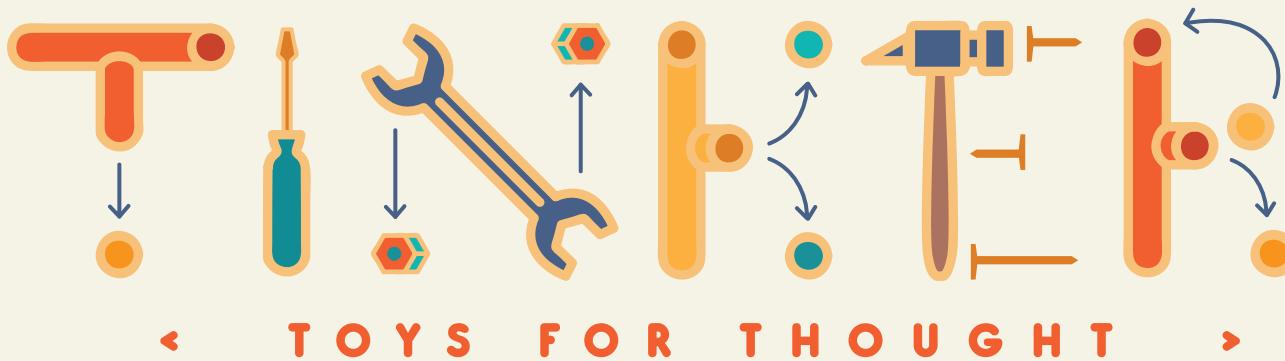
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top:  
A new film  
production company.

below:  
A fictional STEM toy/  
hobbyist manufacturer.



*AfterEleven*  
PRODUCTIONS



## ILLUSTRATION

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I use a mixture of hand-drawn and digital techniques for works both personal and professional.

left:  
Vector portrait of model  
Chantelle Winnie.

right:  
My personal webcomic.



## ILLUSTRATION

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A flair for the fantastical.  
And beards.



## WHY SCHIAPARELLI x POKÉMON?



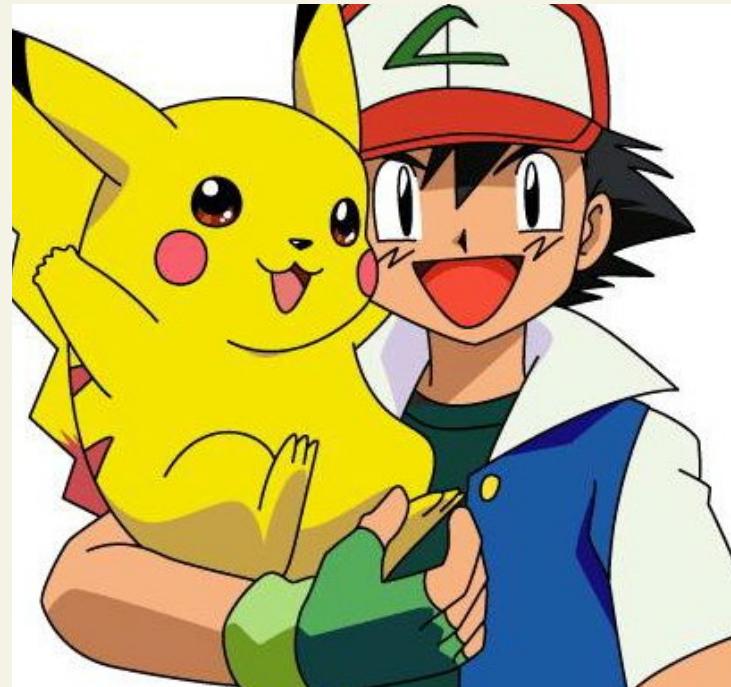
### POKEMON x SCHIAPARELLI

In this fictional collaboration, I was to create a brand and products mock-ups.

The following are screen-grabs from the design brief.



Elsa Schiaparelli  
is the queen of odd coupling.  
Her brand revival needs  
to reach a younger audience.



Pokémon  
features colorful and contrasting  
imagery, and appeals to nostalgic millenials,  
Schiaparelli's target market.

CAPSTONE PRODUCT



## POKEMON x SCHIAPARELLI

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



Pika-Pika!

SUNSHADES BY SCHIAPARELLI

## BRAND ELEMENTS



### POKEMON x SCHIAPARELLI

Explaining the details of  
the logo and hangtags.

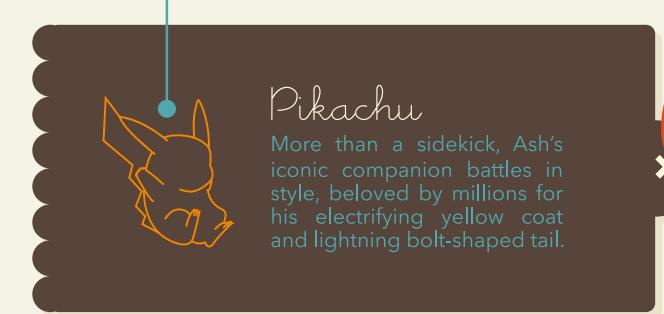
Pika-Pika!

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!*



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