





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.

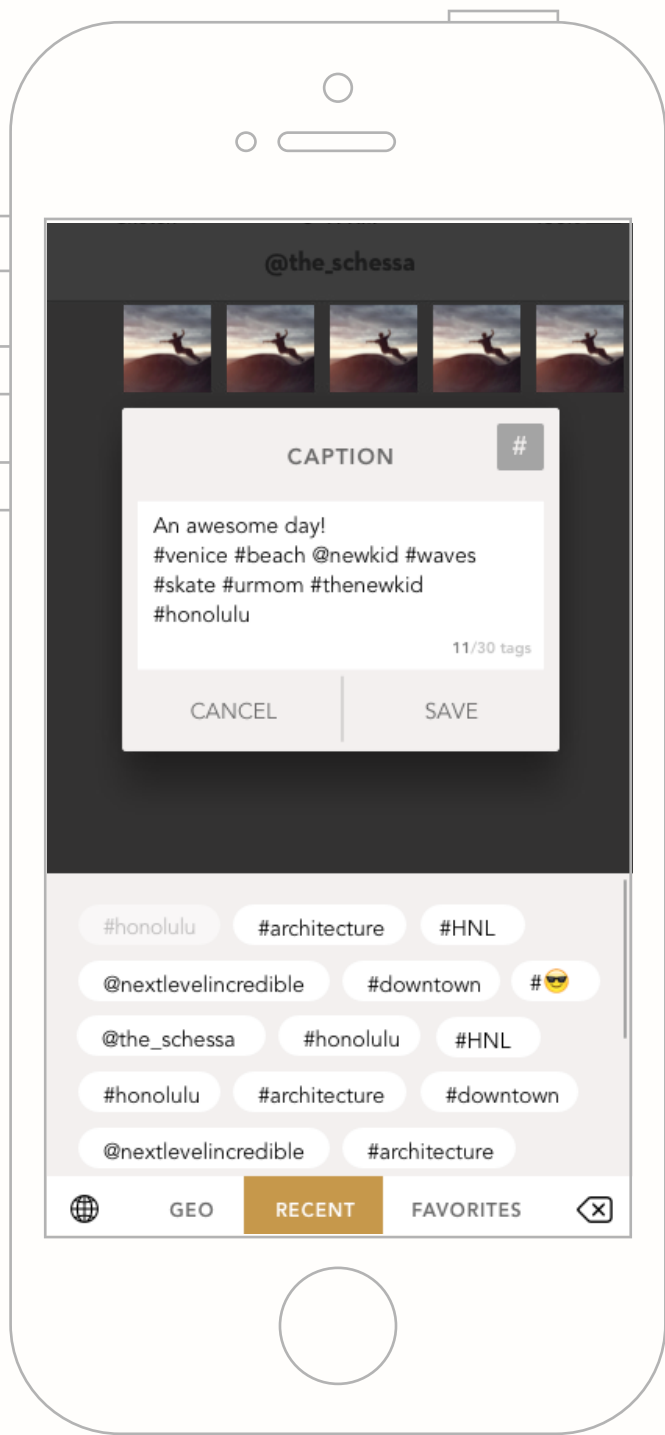
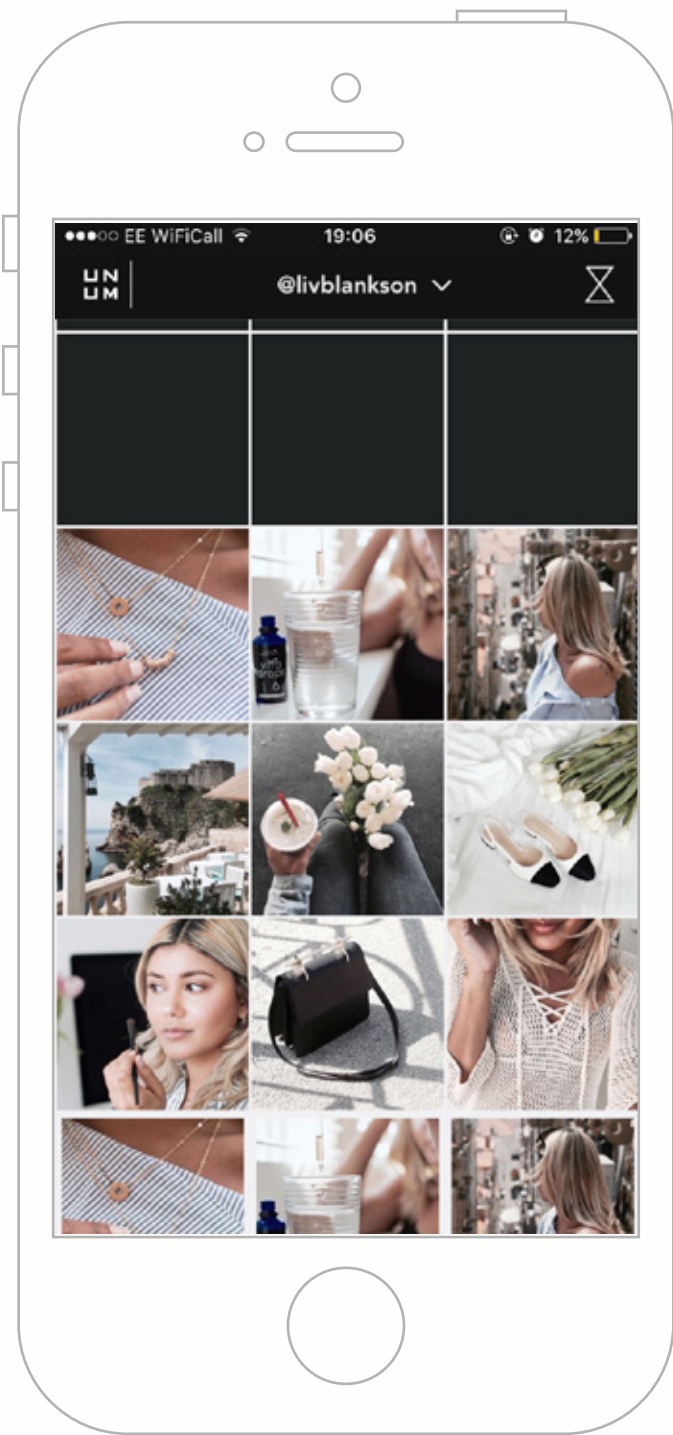
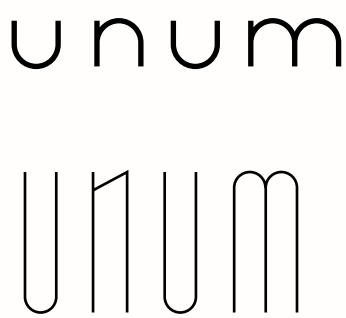
tools used

Illustrator, Photoshop, Sketch

PRIMARY
MARK



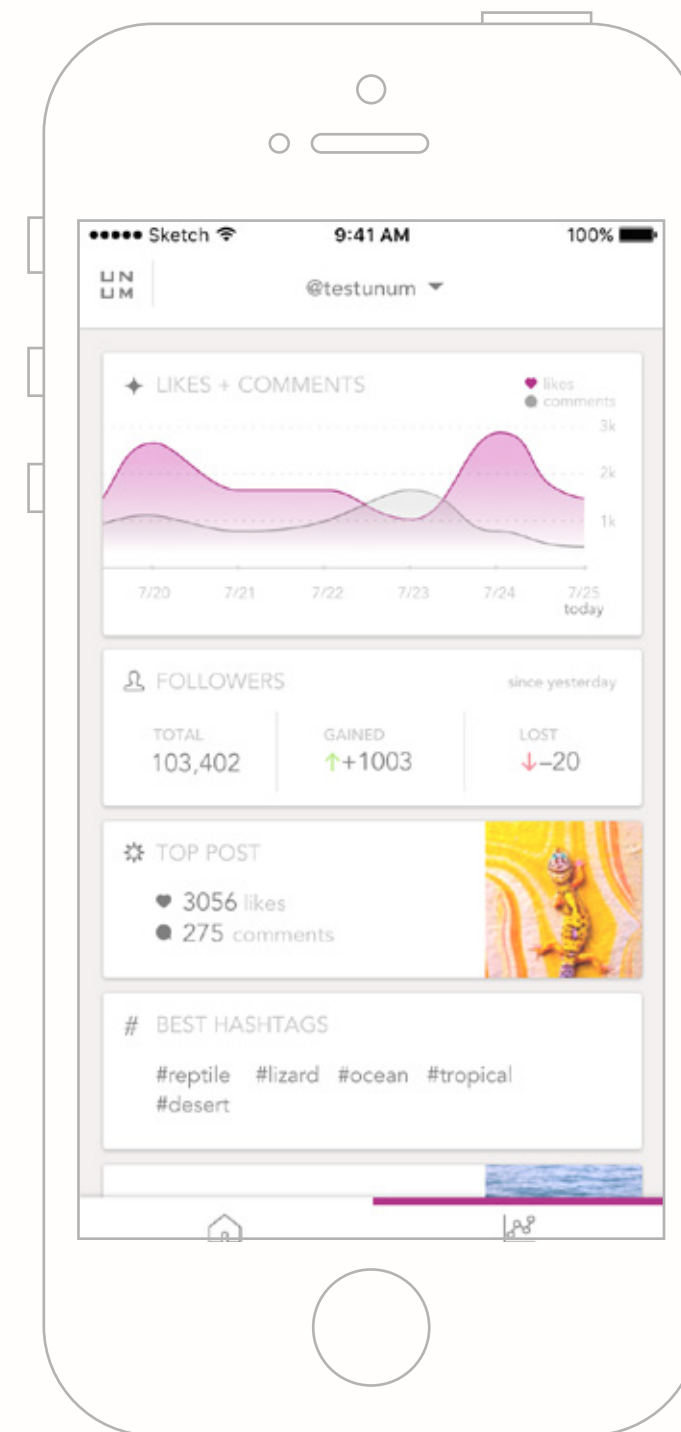
PROCESS



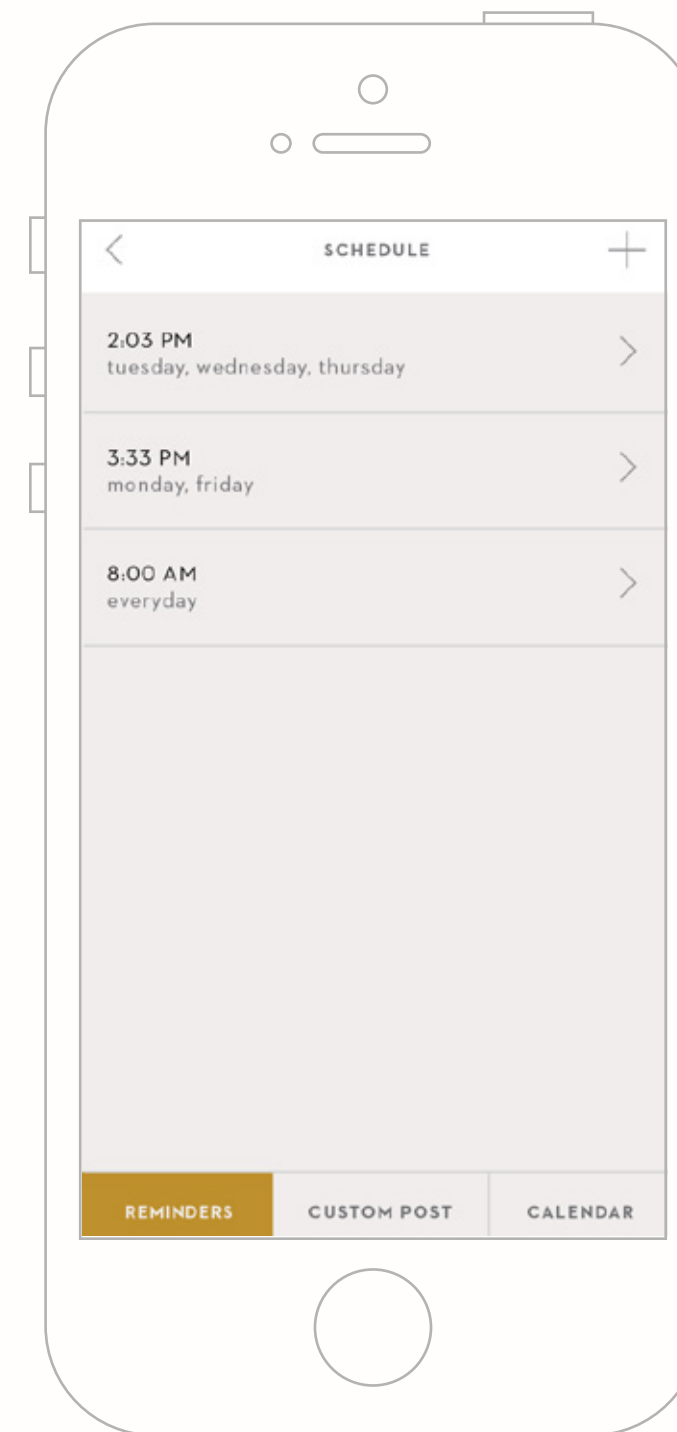
trivia

As of January 2017, UNUM has been downloaded half a million times, and is used in over 30 countries.

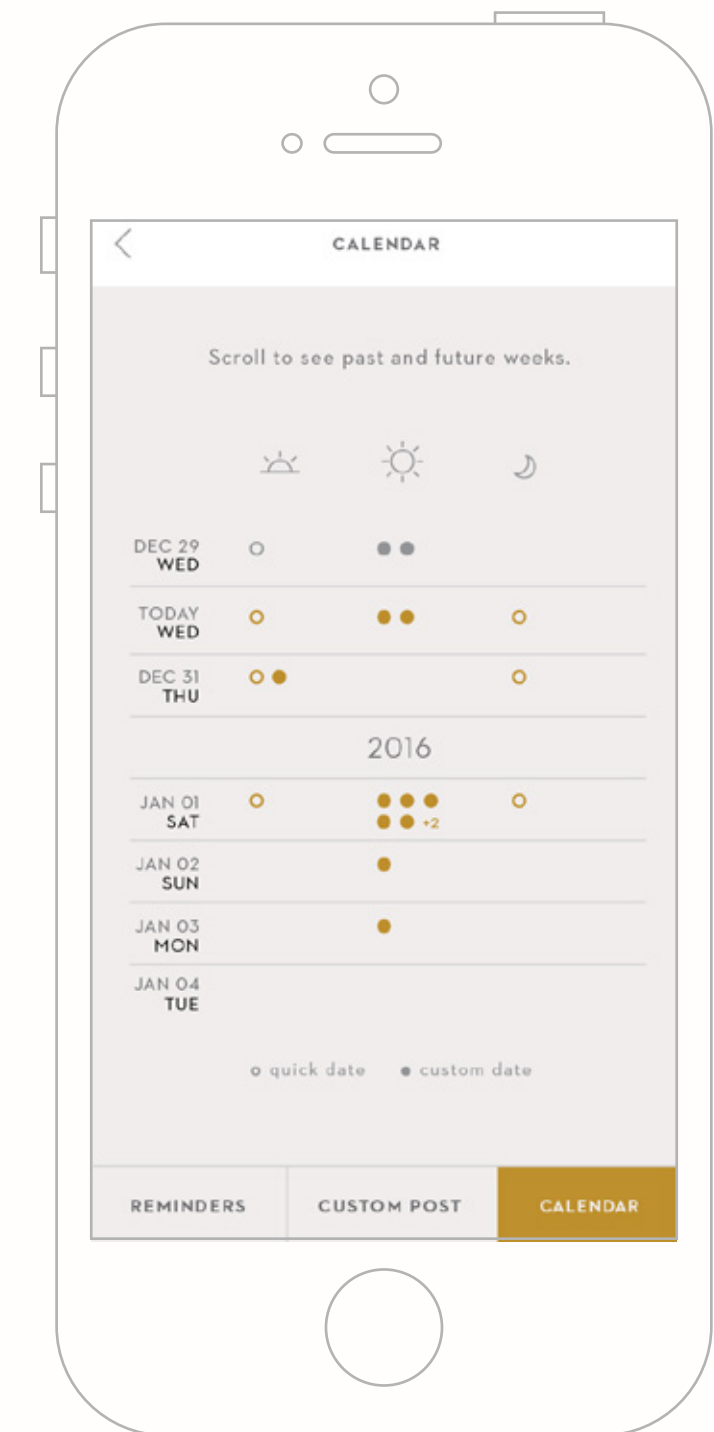
TRACK PERFORMANCE



SCHEDULE REMINDERS TO POST



VIEW CALENDAR



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.

tools used

Hand sketches, Illustrator, Photoshop

USERS CLICK TO SPIN



CHARACTERS + VEHICLES
ROTATE THROUGH



LAND ON A
SUPERCHARGED COMBO!



WATCH GAMEPLAY



RESOLVE SCREEN
CLICK THROUGH TO SKYLANDERS SITE



concept

SAGAN

Originally called Cosmonaut Travel Co., the Sagan app was inspired by visions of what travel might be like in the future, where going beyond Earth’s atmosphere is accessible to all humans.

The identity was inspired with Carl Sagan’s infamous ‘pale blue dot’ speech. The logo is meant to remind us that we’re just a small part of an infinite universe.

tools used

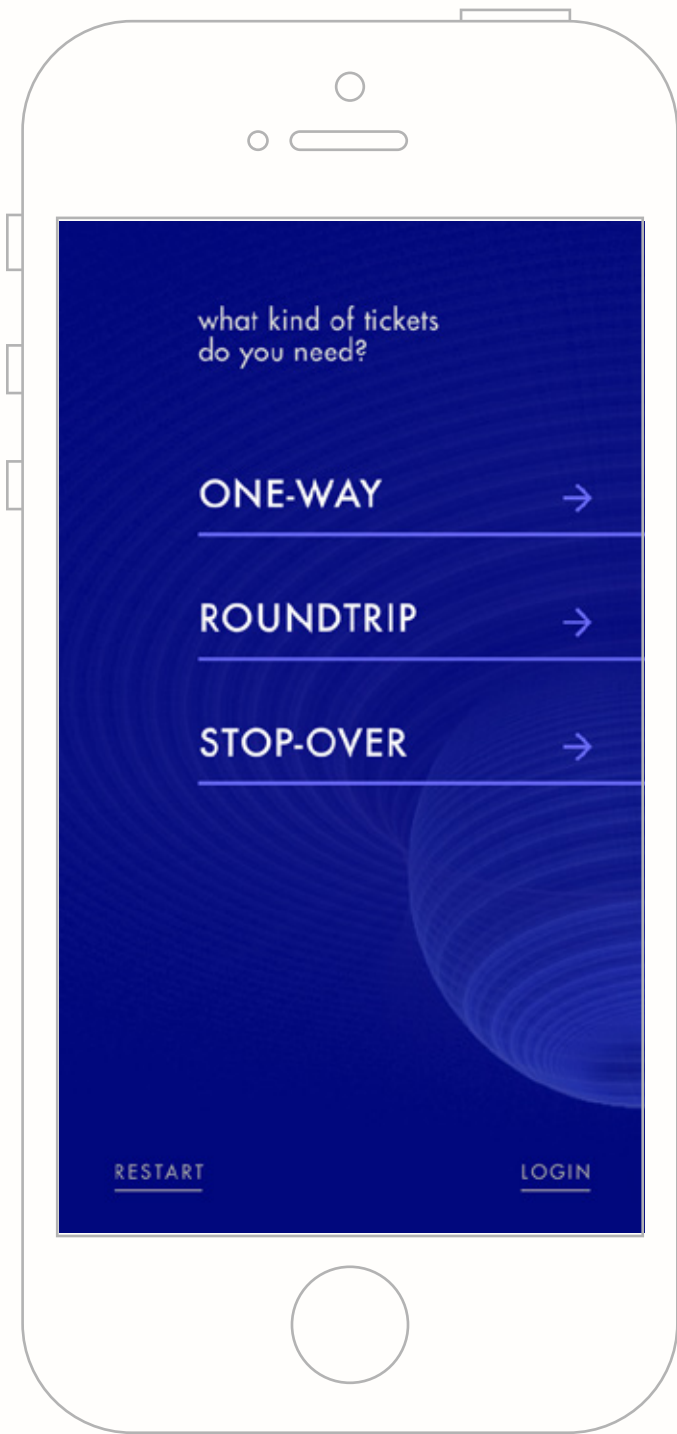
Hand sketches, Illustrator, Sketch



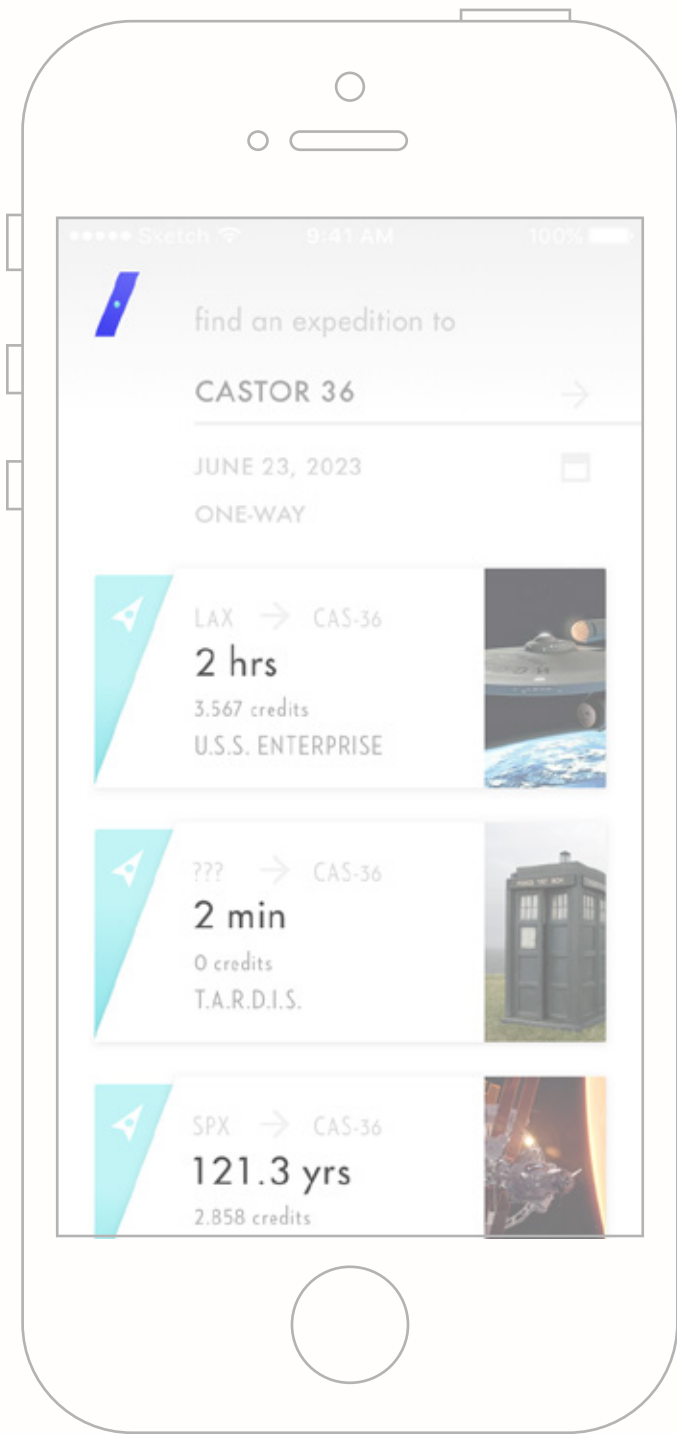
SIGN IN



TELL US ABOUT YOUR TRIP



BROWSE EXPENDITURES



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.

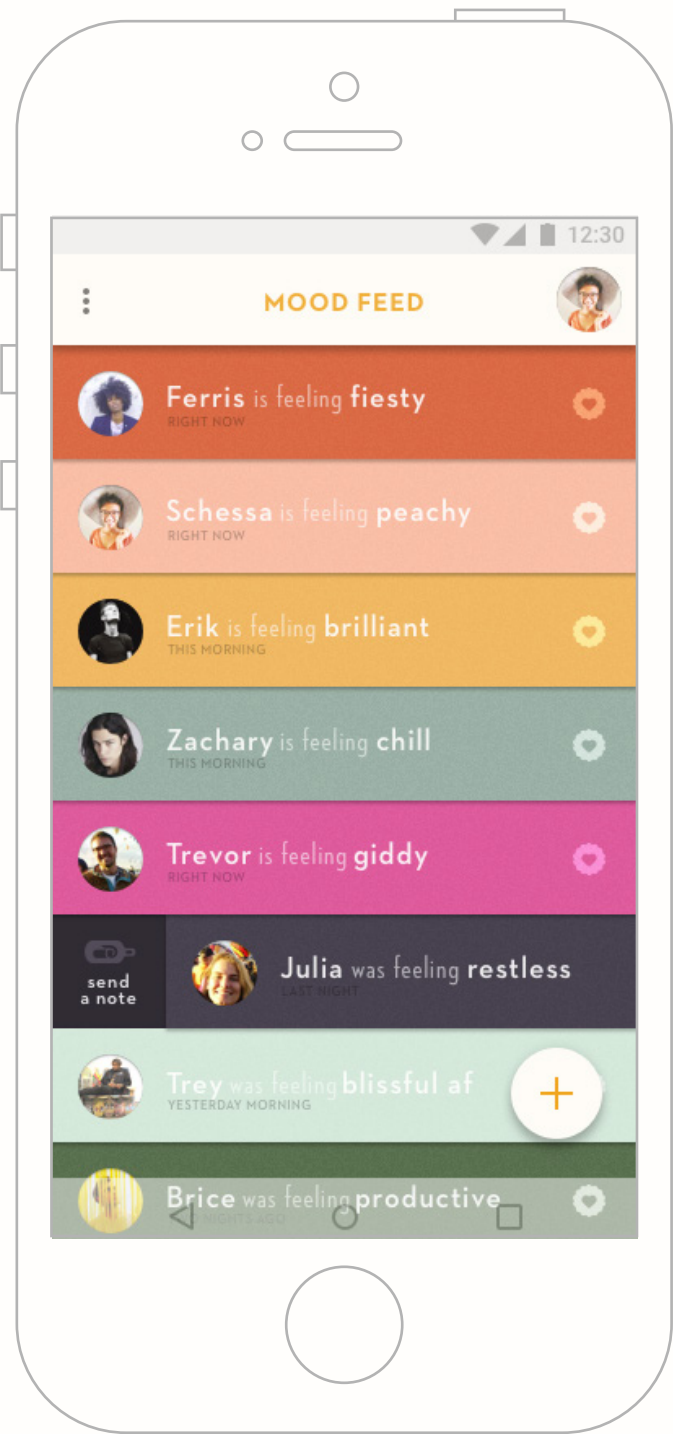
Mood Feed's quiz allows users to interpret their own emotions, and then privately journal about them. Their friends can view shared emotions and send love notes and affirmation, allowing them to keep up with those they care about the most.

tools used

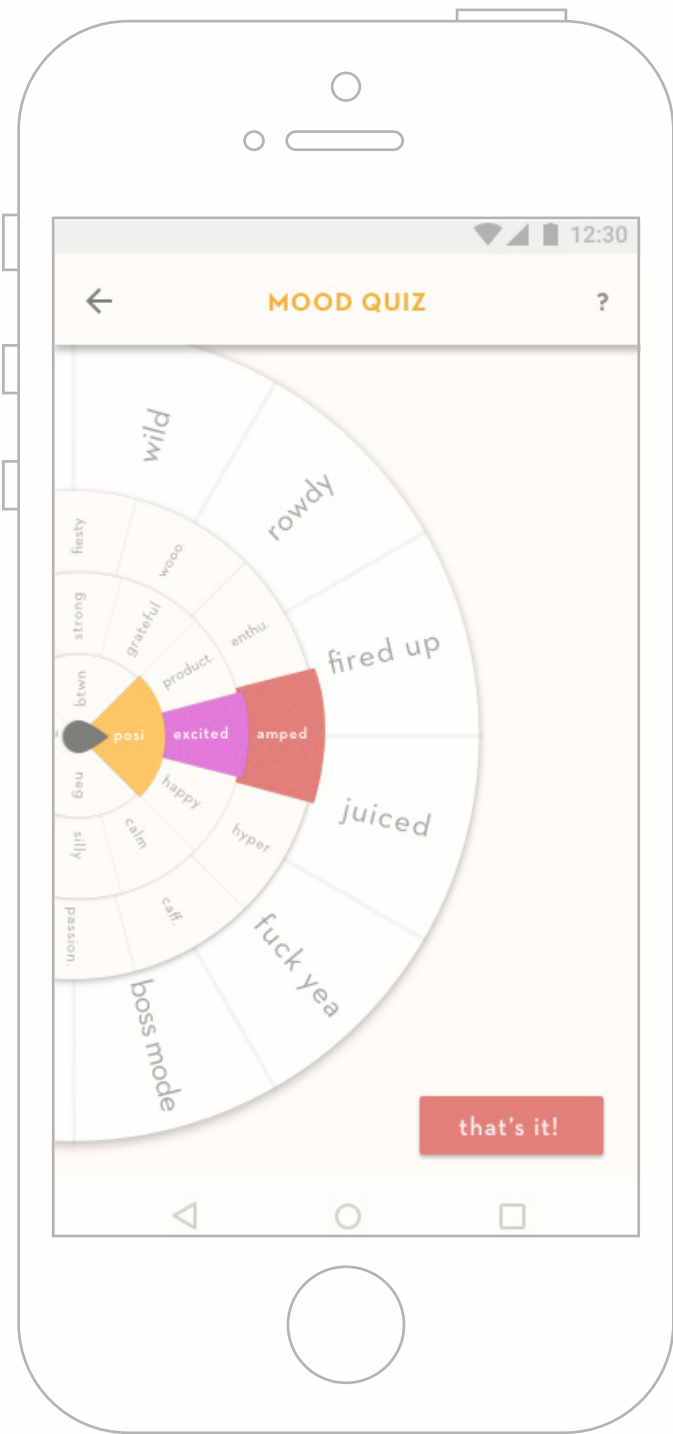
Hand sketches, Illustrator, Sketch



SEE HOW YOUR FRIENDS ARE DOING



MOOD QUIZ



YOUR PROGRESS OVER TIME



concept

WOKE&

woke& began as a friend's reflection on the ways that social media and content sites are designed as labyrinths – meant to keep us scrolling and clicking continuously. We asked ourselves what it would look like to design a content site/app invested in the reader's wellbeing.

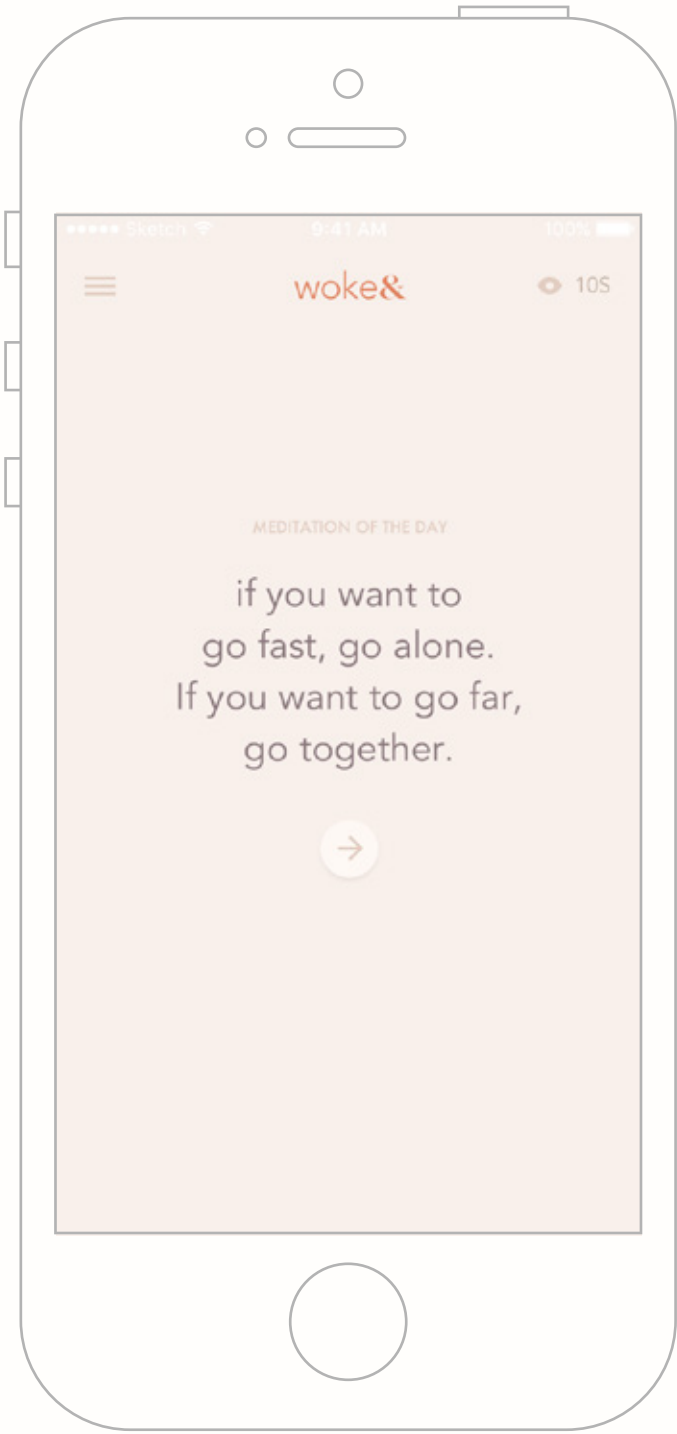
With that in mind, I focused my UI design on softer, lower-contrast colors coupled with readable typography. I complemented this approach with features like a timer that tells you how long you've been staring at your screen, and an ambient noise playlist to read along to.

tools used

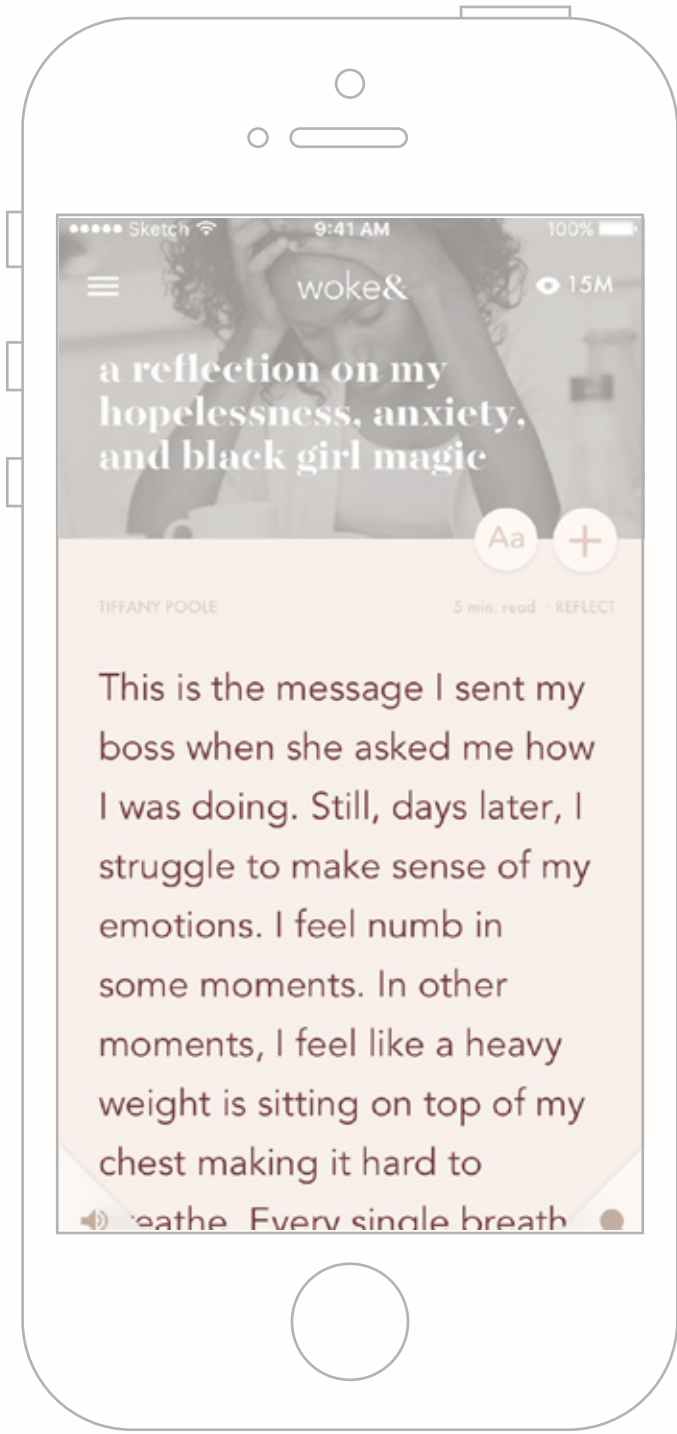
Hand sketches, Sketch

woke&

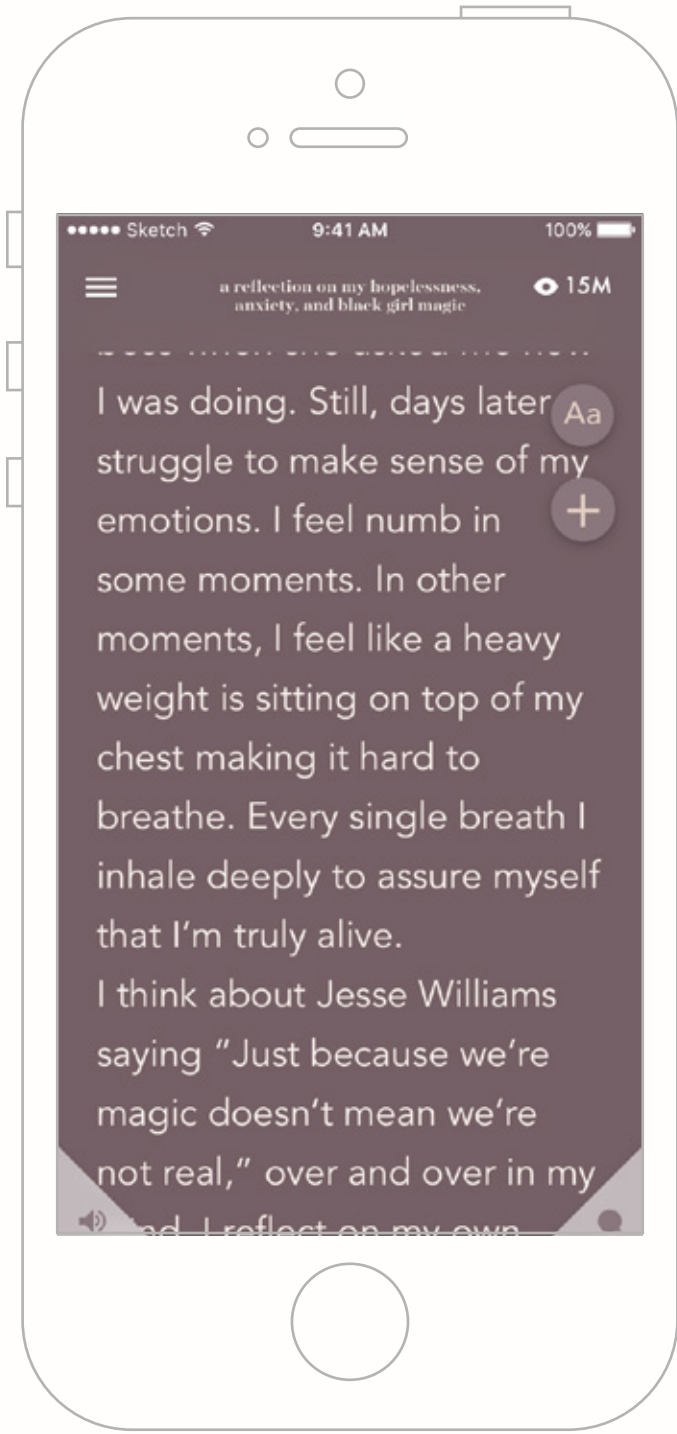
GET INSPIRATIONAL QUOTES
ONCE A DAY



READ ARTICLES ON TOPICS
ABOUT IDENTITY AND WELLNESS



SWITCH TO DARK MODE FOR
LOW-LIGHT SITUATIONS



concept

VIBES

Vibes allows you to meet friends and dates based on their music interests, and encourages you to have you first meeting at a concert you'll both enjoy.

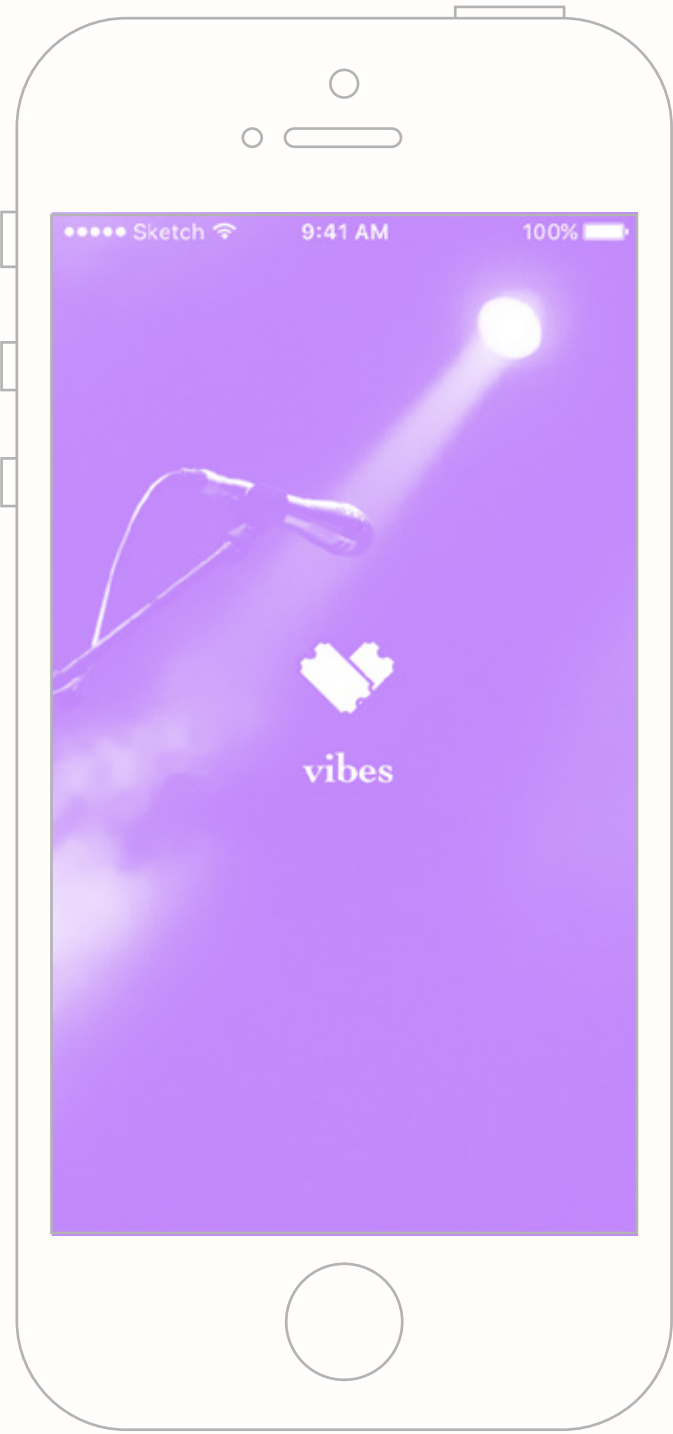
In this app, the brand voice is meant to be as playful and low-key as possible. I wanted to make sure that the interface felt the same way, with screens that prompted the user to complete just one task at a time.

tools used

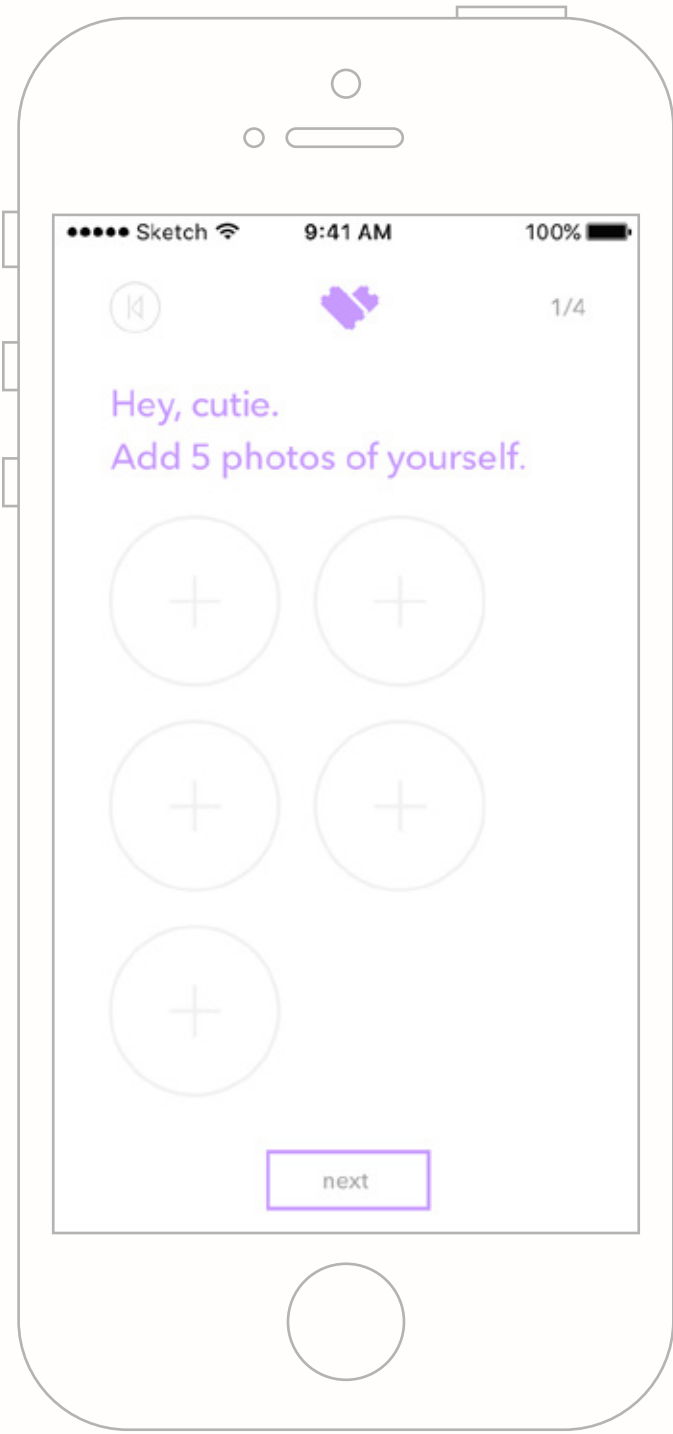
Hand sketches, Illustrator, Sketch



LAUNCH SCREEN



CREATING YOUR PROFILE



BROWSING CONCERTS





IDENTITY

brand design

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 created designs for Troy Camp for 4 years, and in that time I had the chance to touch everything from print, to web, to apparel.

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!

2015 & 2016
GALA COLLATERAL



SAMPLING OF THE COUNSELOR SHIRTS



re-design

IMMUNEPAX

Rethinking health products is a challenge, because there are few colors and symbols associated with medical design.

The ImmunePax redesign focusses on a younger market, many of whom care as much about aesthetics as credibility.

We asked, “What kind of box would they like to look at every morning?”

tools used

Hand sketches, Illustrator, InDesign

OLD LOGOMARK



NEW LOGOMARK

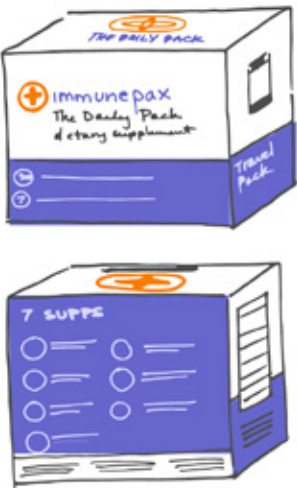


NEW PACKAGING



ROUND 3 SKETCHES

Bottom 1/2 purple, except for the back



Orange top and sides with faint patterns of supplements



colored edges, apothecary-inspired



light and dark purple, diagonal across top

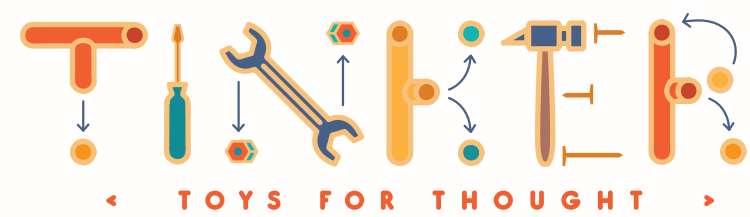


Orange top, purple inside (giftbox construction)



identity
OTHER BRANDS

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



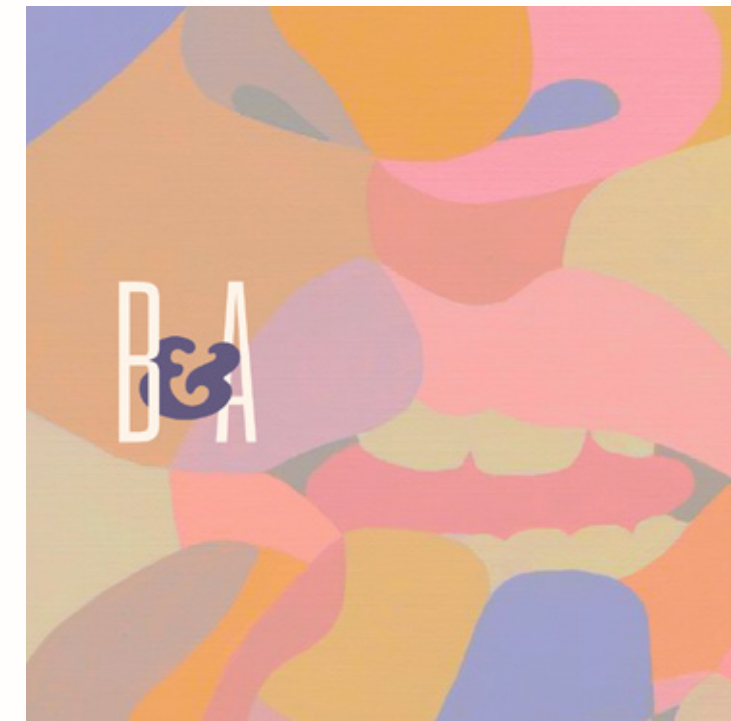
identity

BEAU & ARROW

Beau & Arrow designs romantic experiences for couples in New York City.

Just in time for Valentine’s Day, they needed an identity that appealed to Gen X, genderfluid folx – something that was both sensual and minimal, warm and aloof.

BEAU
& ARROW



Conceived out of a passion for creative strategy and romance, we curate and designs one of a kind dates and romantic experiences.



[how it works](#) [testimonials](#) [contact us](#)

Beau & Arrow
is a date curation
studio based in
Brooklyn, NY.

Forget what you thought you knew about romancing, and allow Beau & Arrow to elevate your dating life to new and exciting heights.

The studio is home to strategists, designers, producers, and creators.

We curate everything from dates to proposals, intimate gatherings to pop up spaces, and anything in between no act is too big or too small for us. When it comes to matters of the heart, Beau & Arrow is your go to expert.



ILLUSTRATION

print design

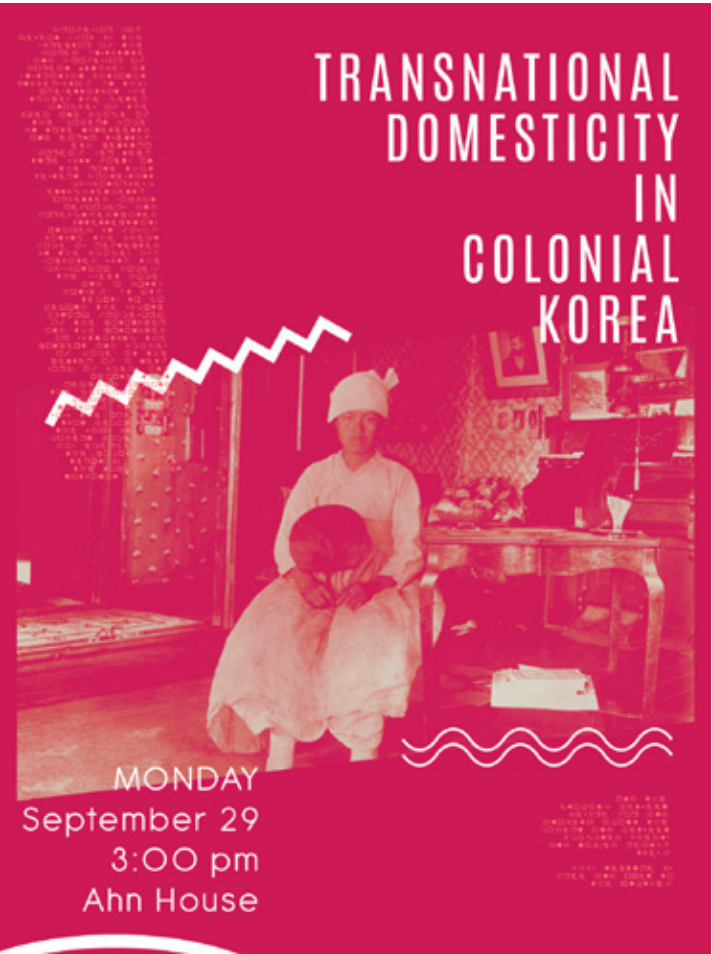
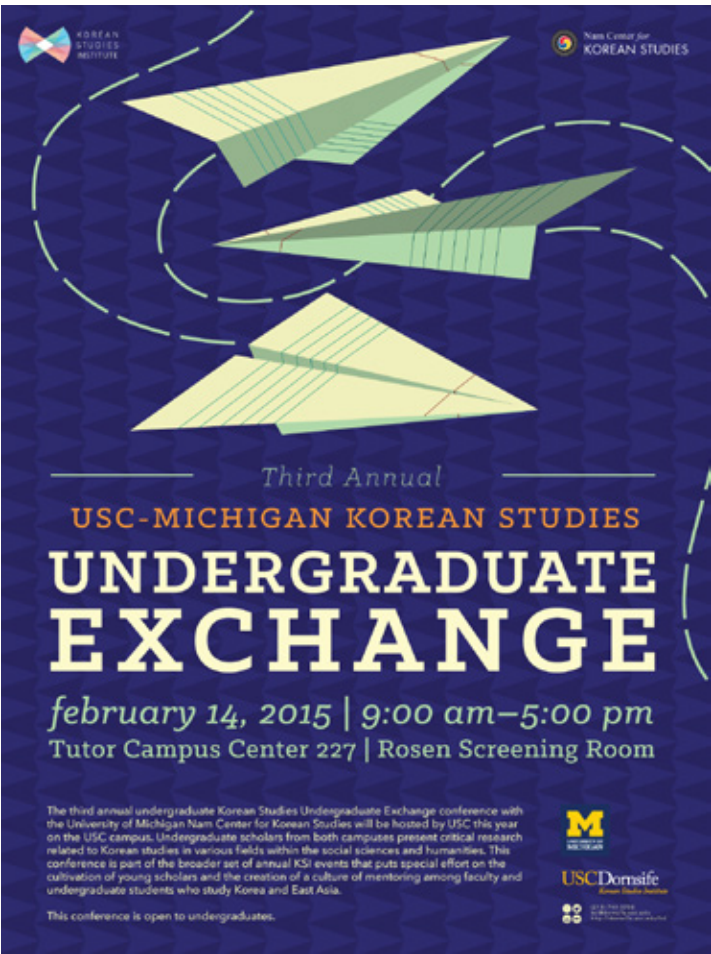
print design

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 food truck and in-store locations.

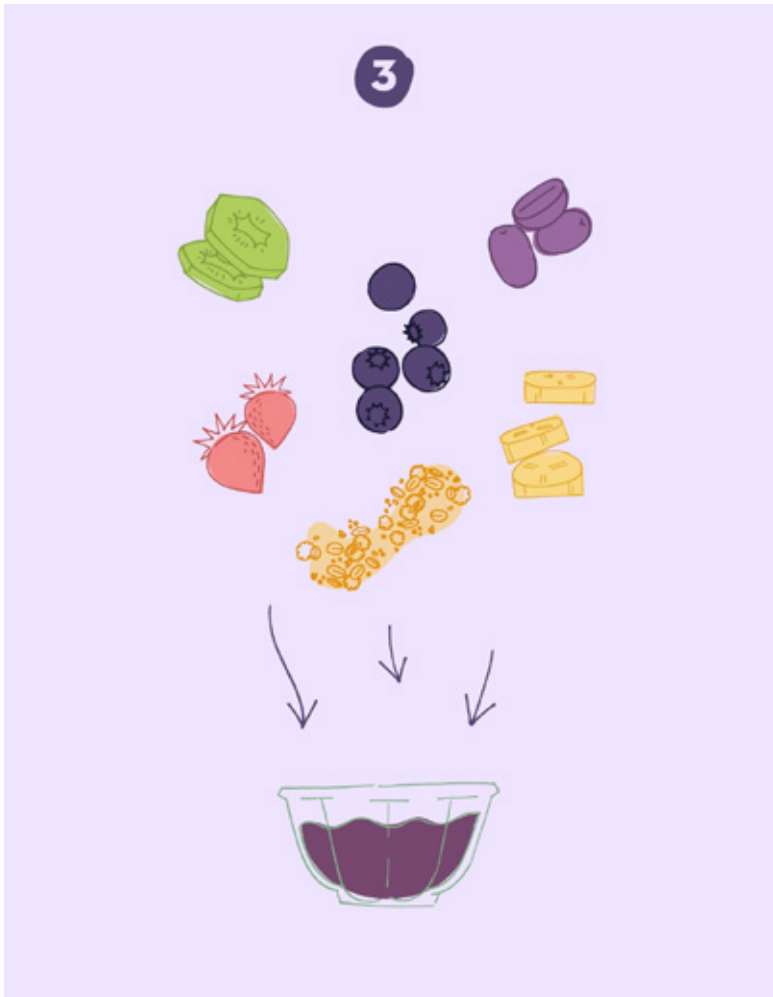
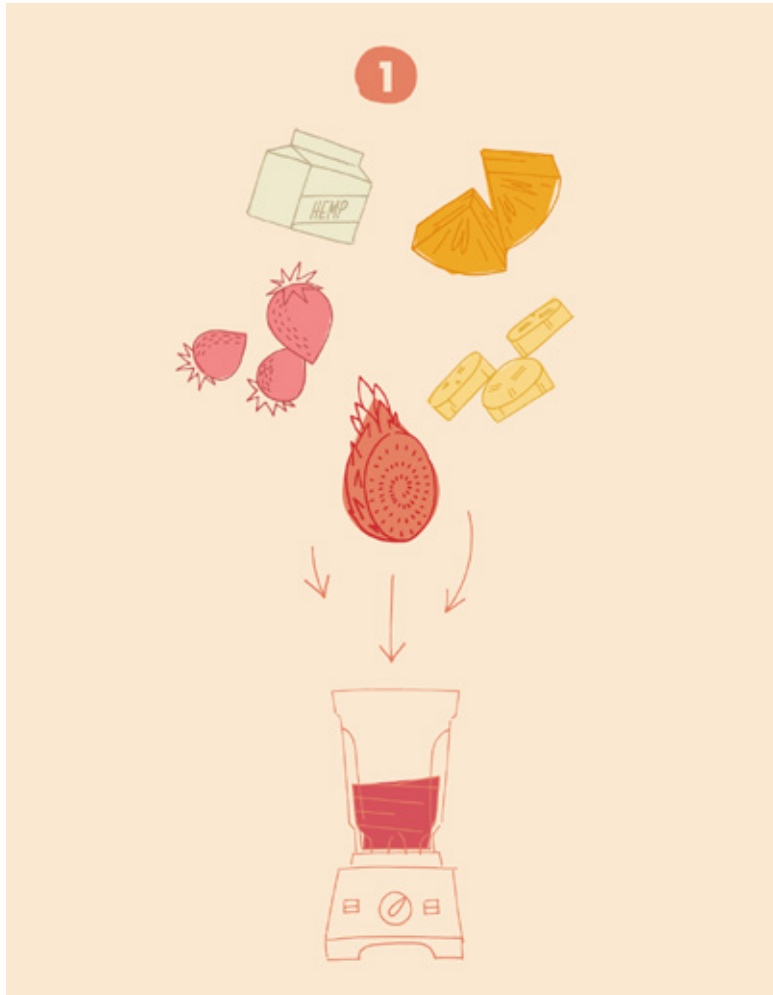
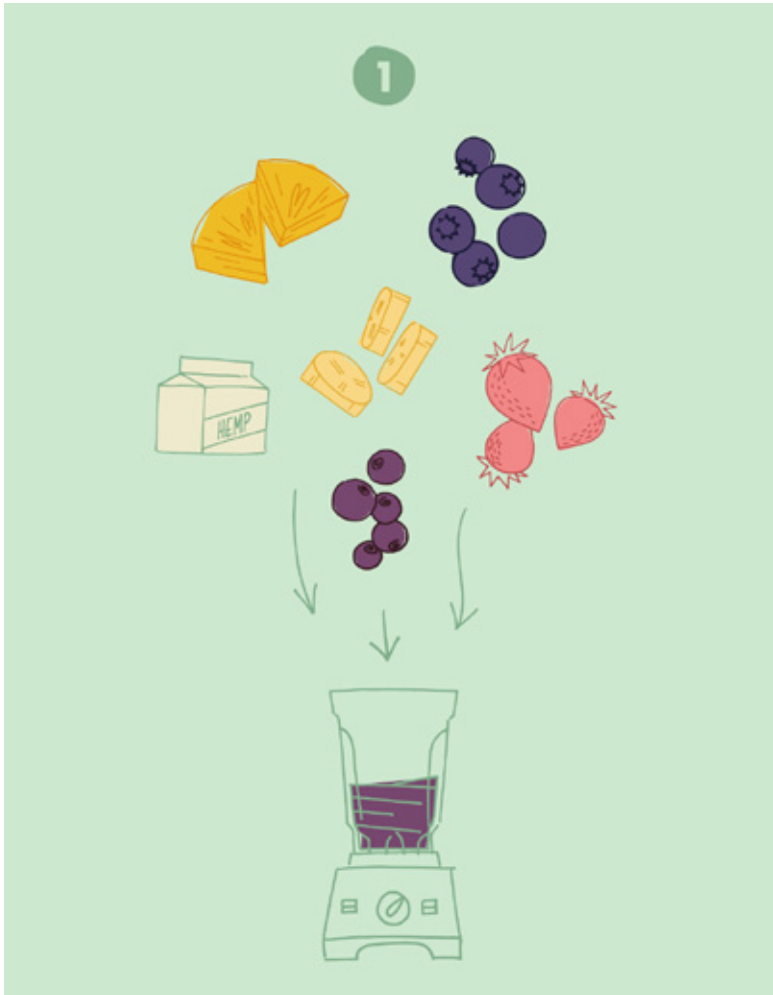


illustration
VECTOR

Left: vector portrait of
supermodel Winnie Harlow.

Right: vector portraits of two of
my desert plants.



illustration

HAND-TO-DIGITAL

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

Right: Two men from two different
places and times.



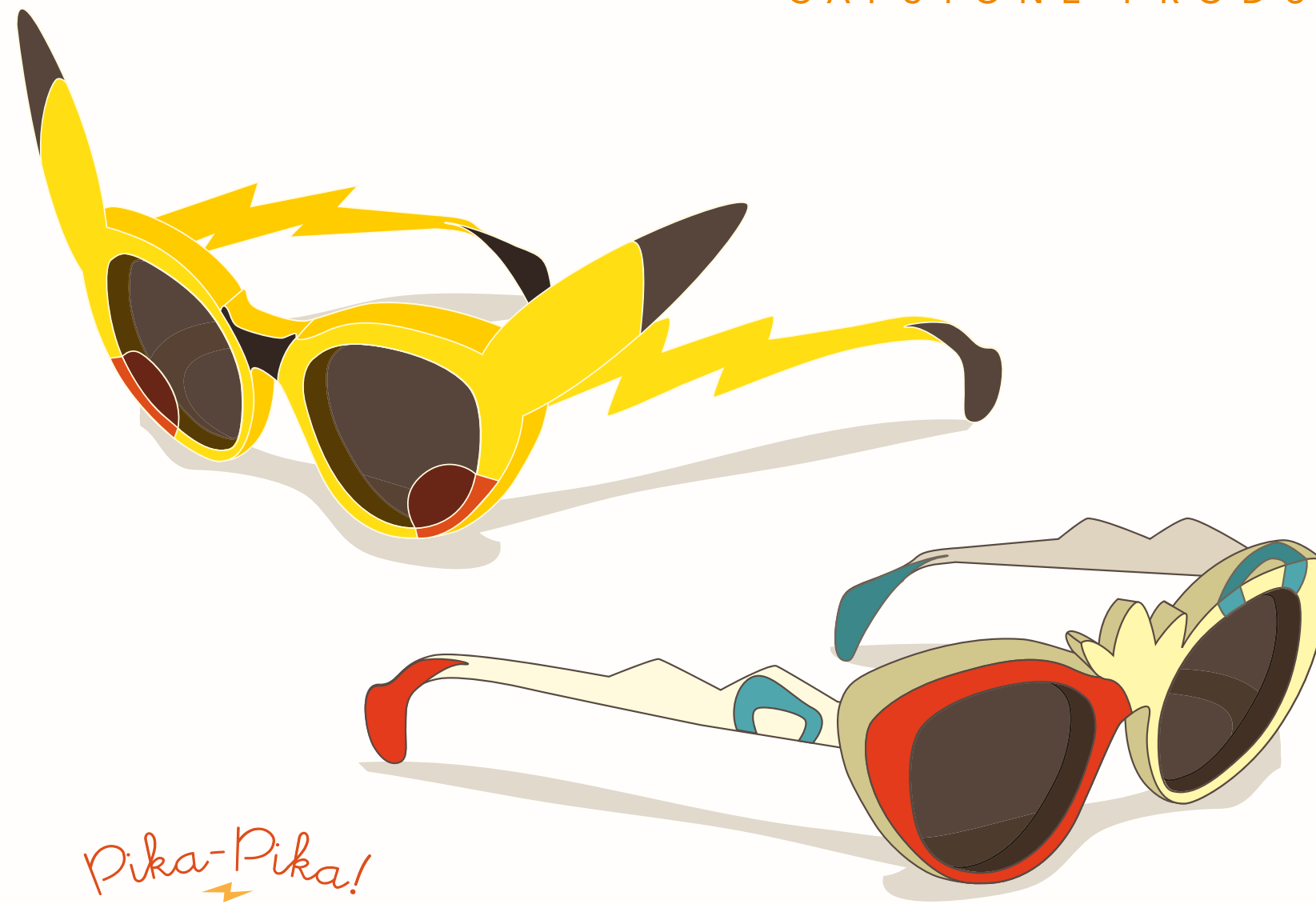
illustration

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

surprise and delight.



SCHESSA GARBUTT

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