

The joy of the world rests
in our hands.

PLAY

SUBJECT:

Exhibition

SKILLS USED:

3D Design

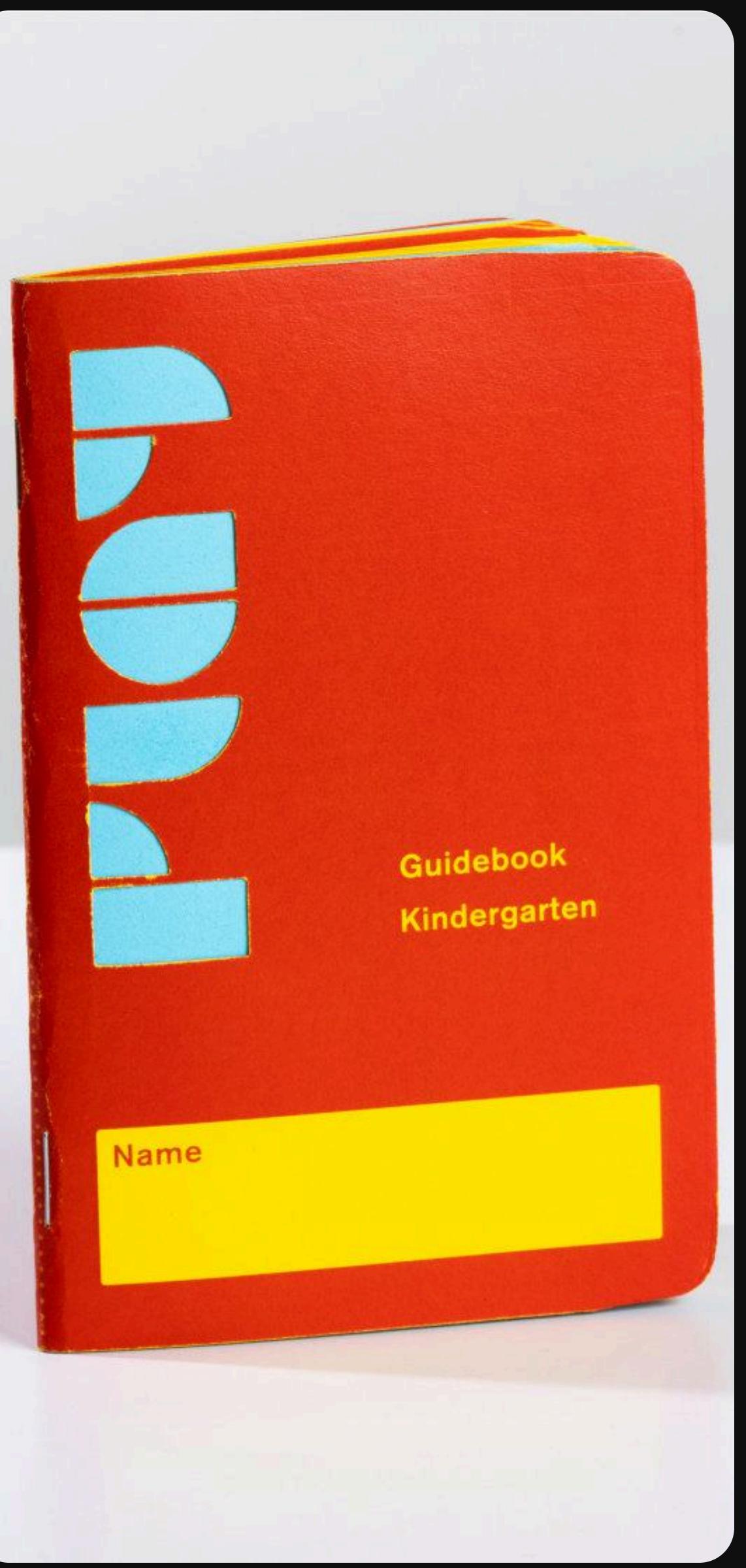
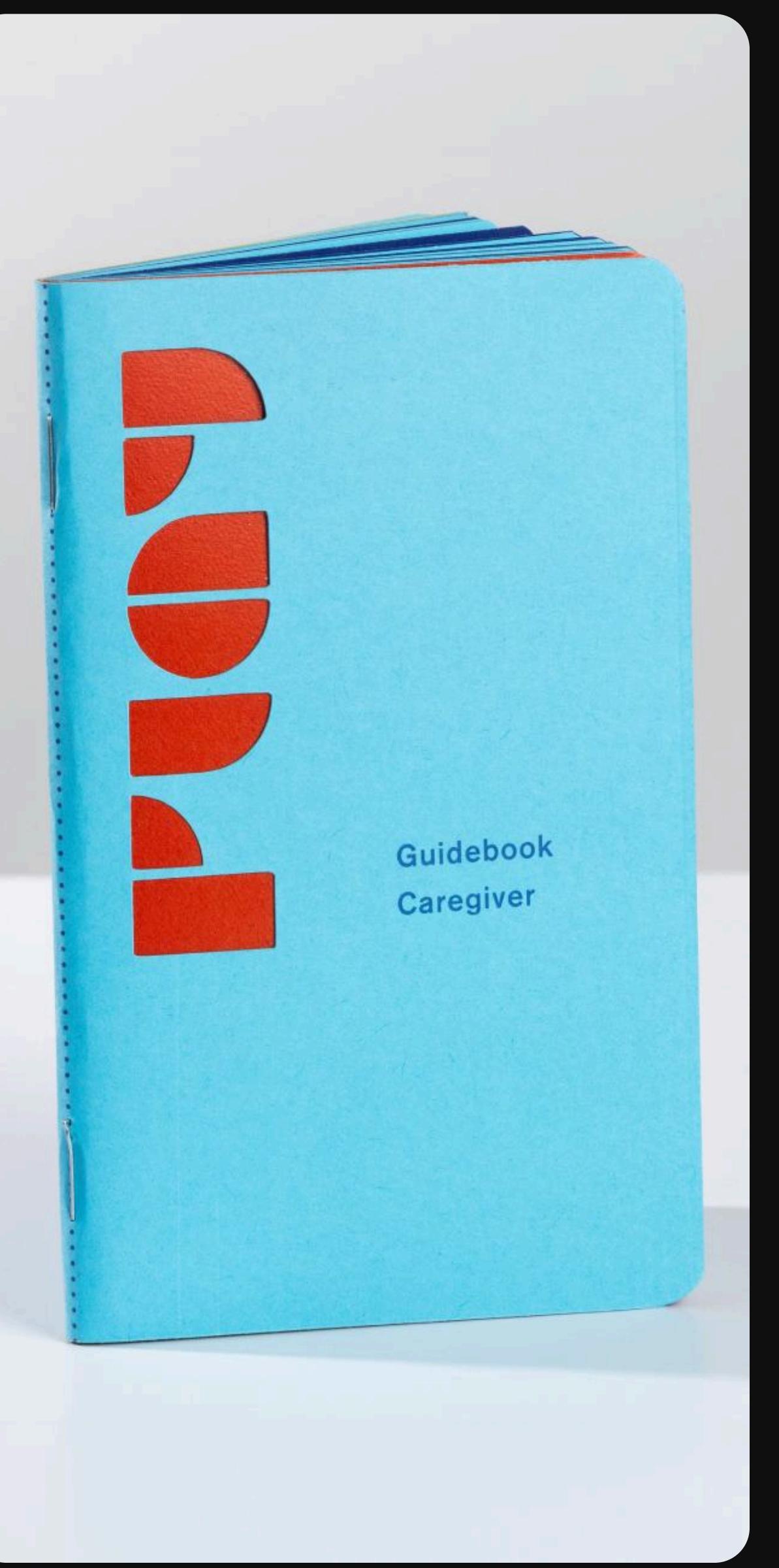
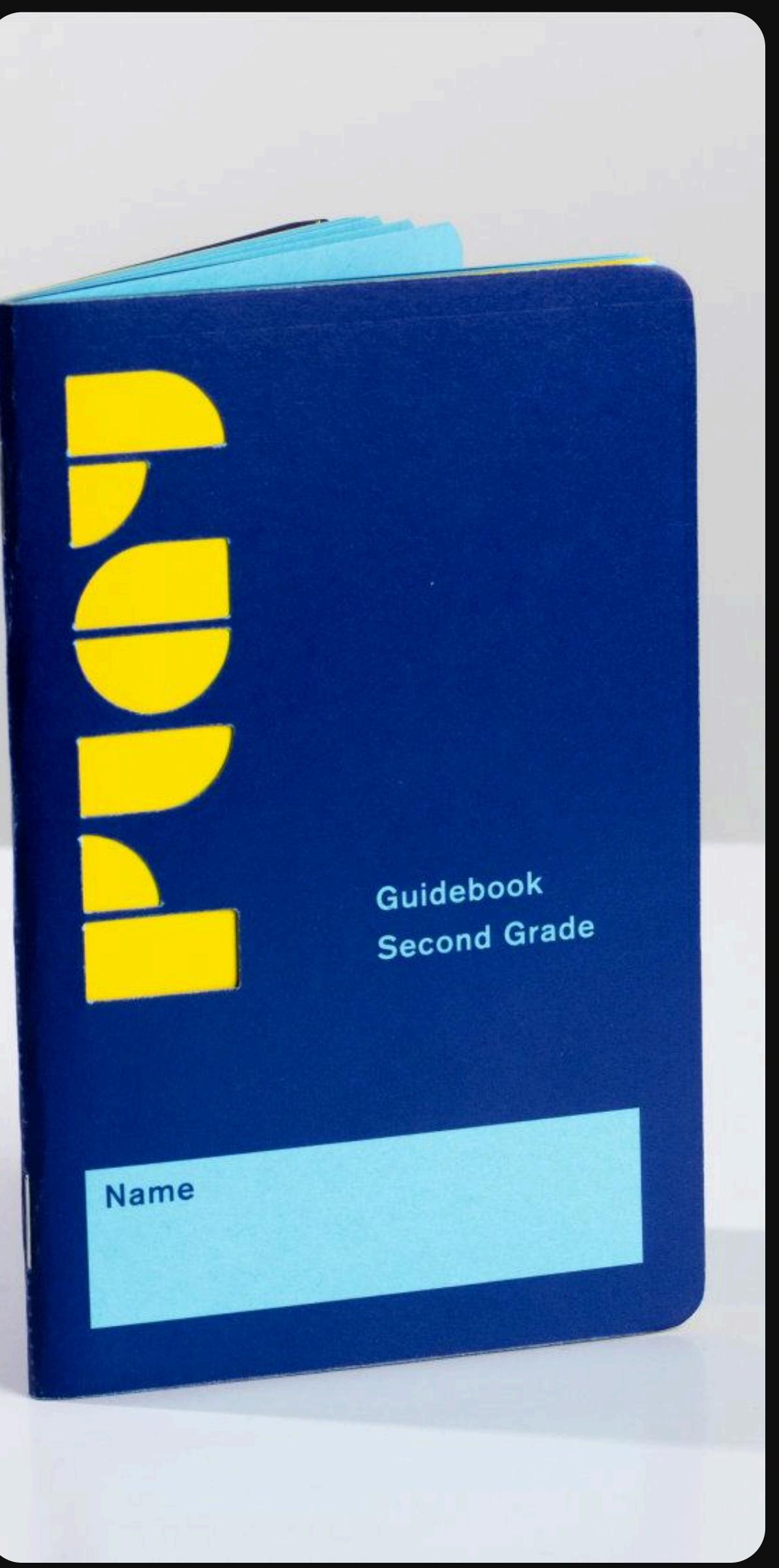
Print Production

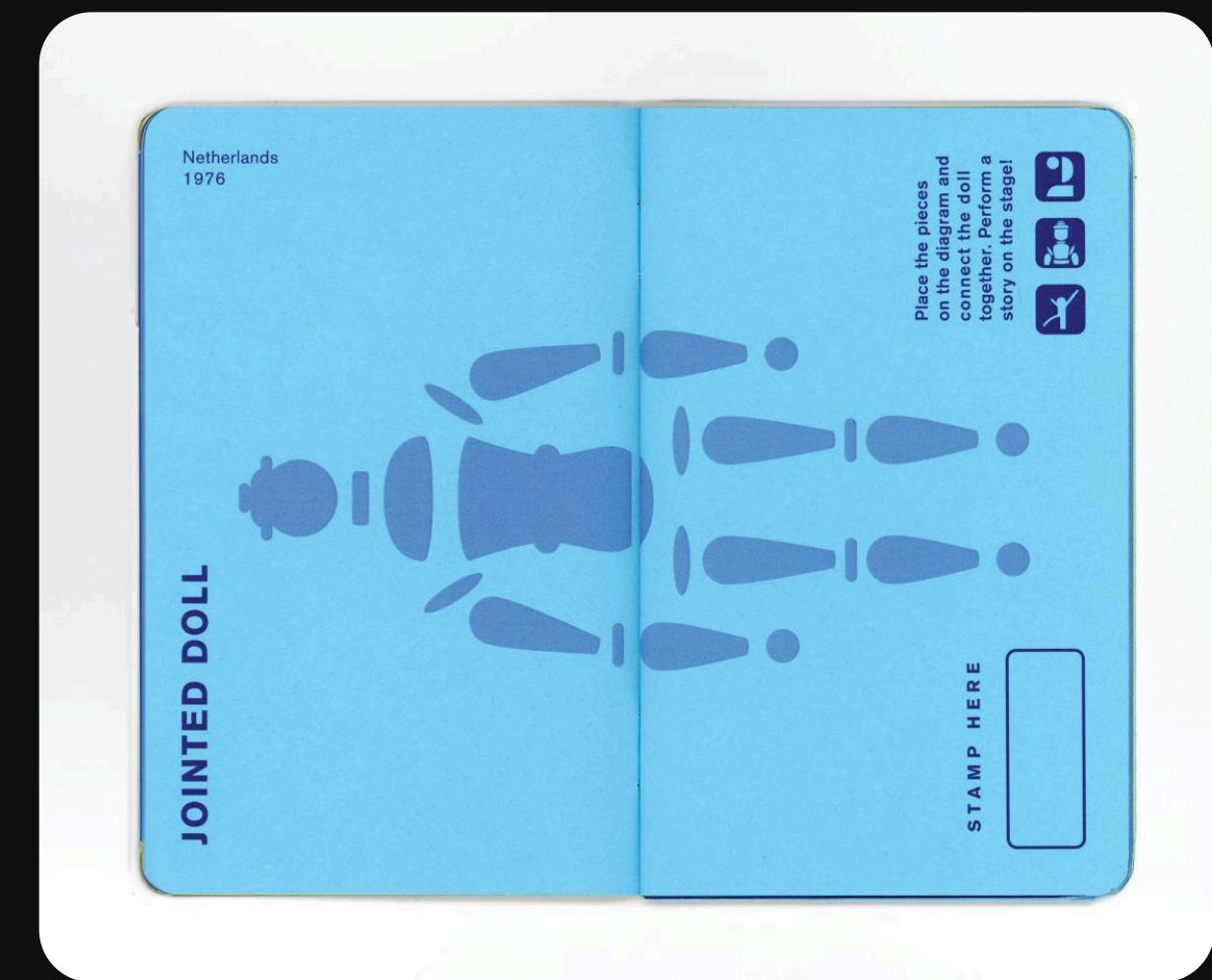
Studio Photography

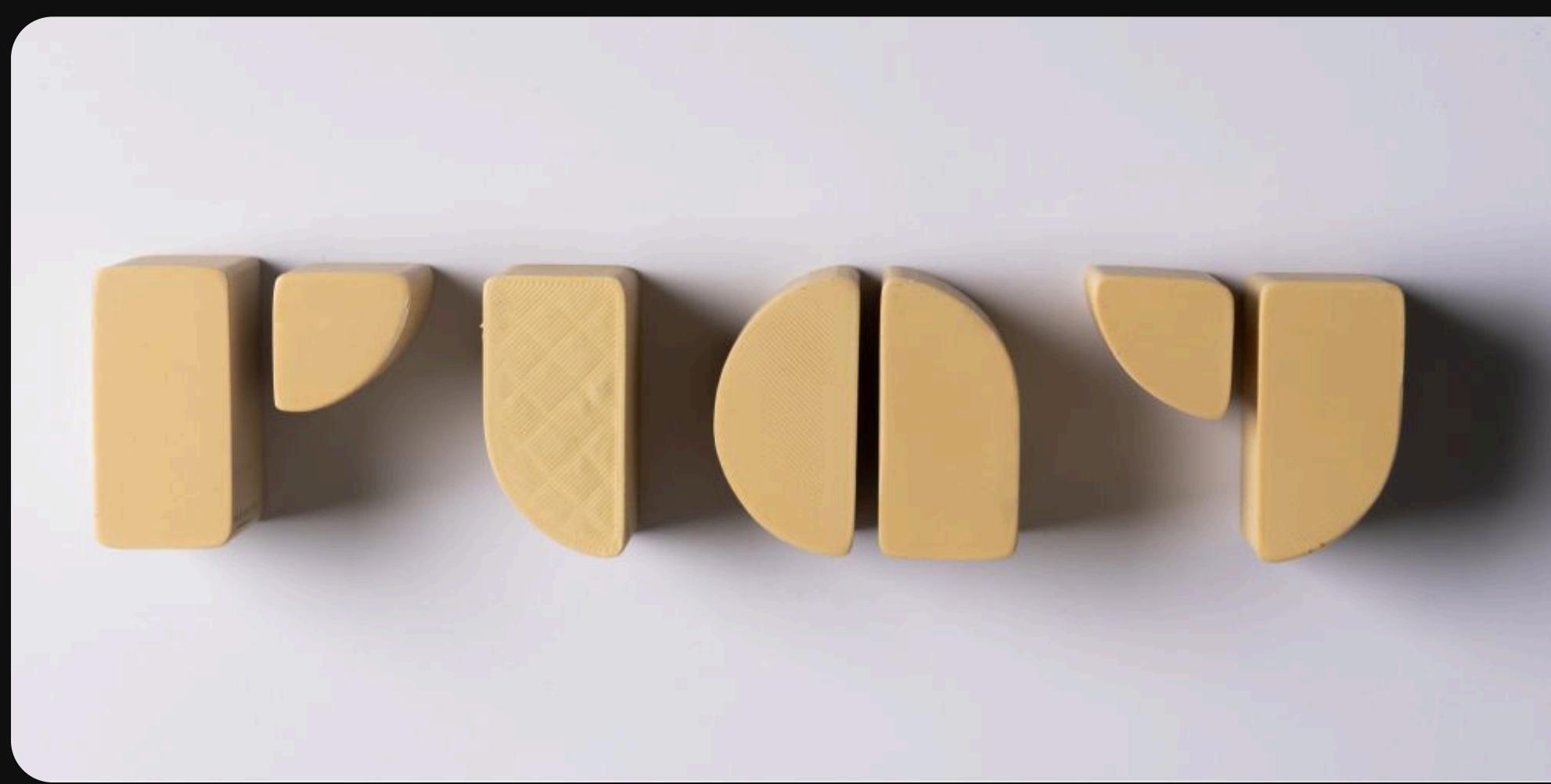
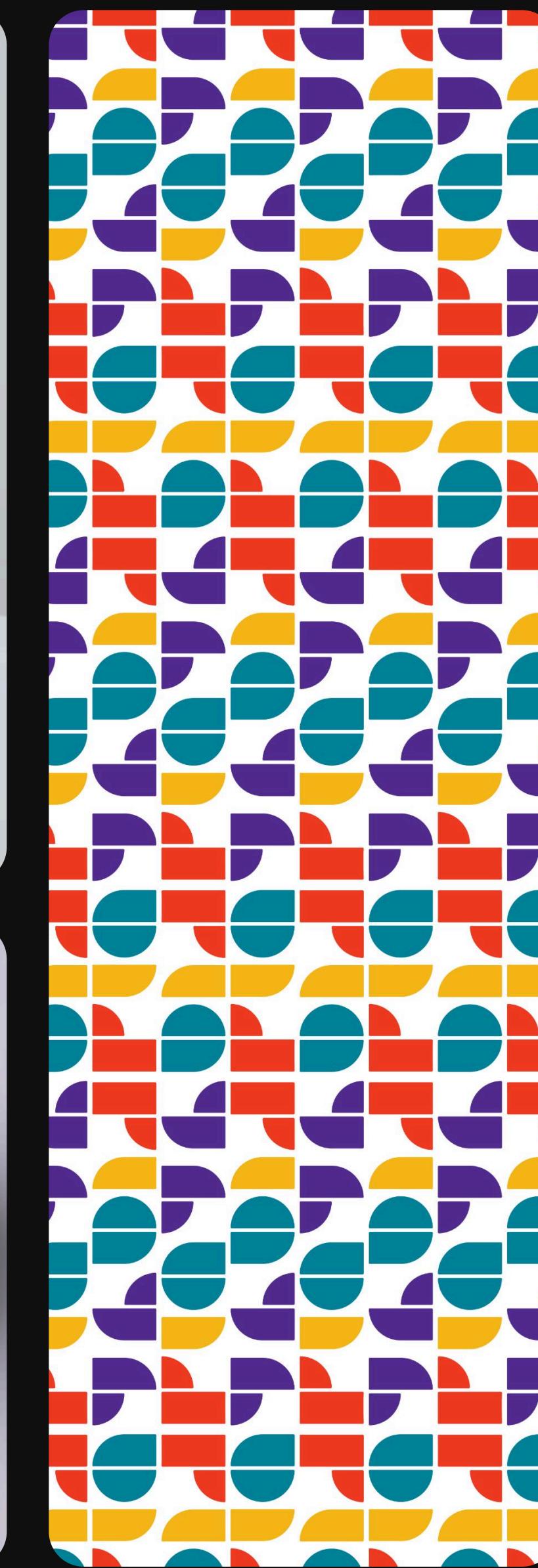
"Play" is a conceptual exhibition sponsored by für Gestaltung Zürich, designed for children to explore independently. The exhibition aims to highlight the universal nature of play that is rooted in modernist ideals. It features works by toy designers from Czechia, America, Switzerland, Netherlands, and Germany, all active between 1920 and 1970. The project showcases how Bauhaus and Modernist principles in toy design can transcend international boundaries, asserting that play is a universal language. To enhance the experience, age-specific field guides and an informative booklet for caregivers were created, embracing the Swiss international style. The exhibition's identity, utilizing basic shapes and the Akzidenz Grotesk typeface, provides a cohesive and recognizable experience across diverse cultures, aiming to offer insights into the interaction between design, children, and parental considerations.

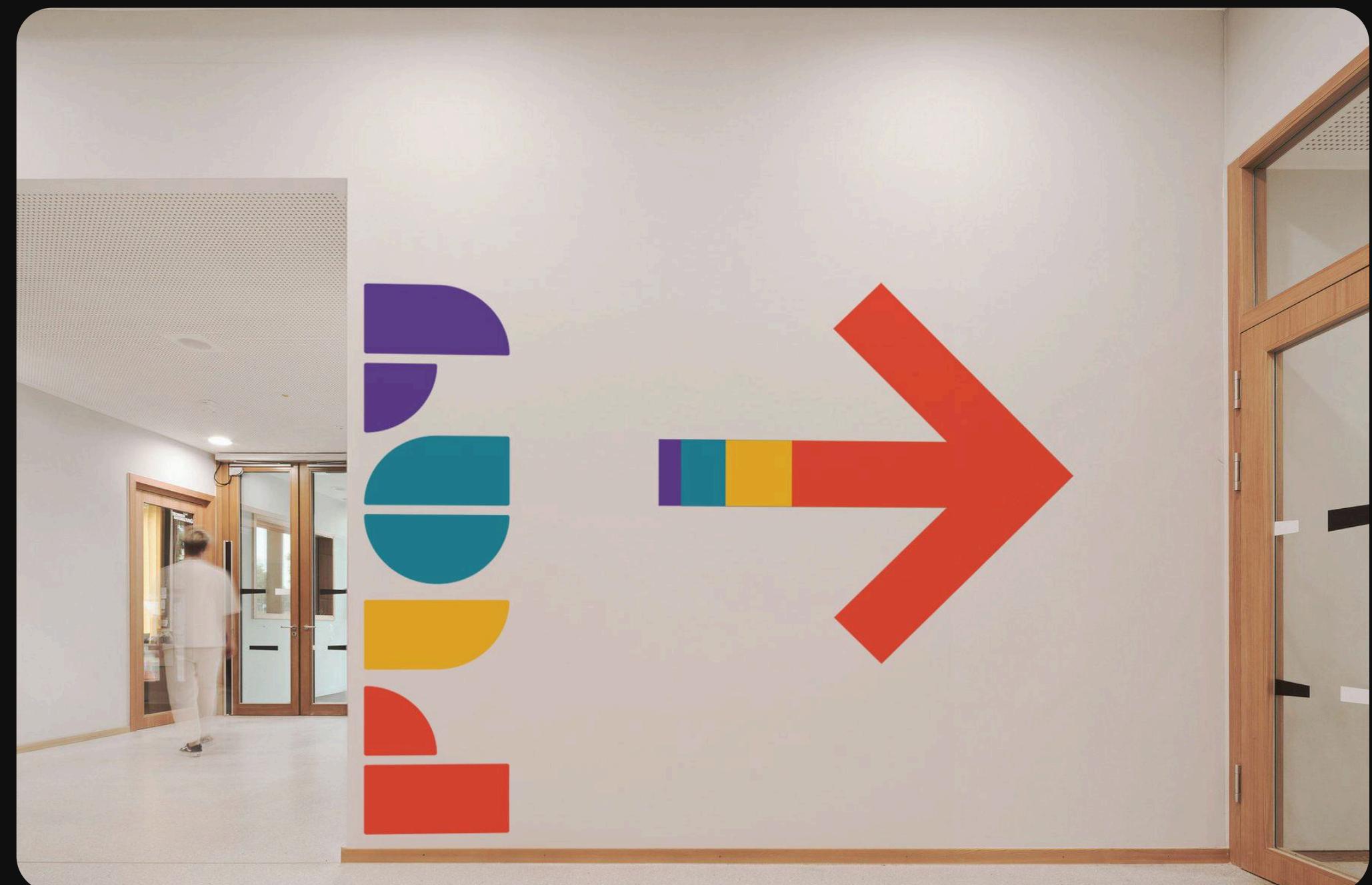
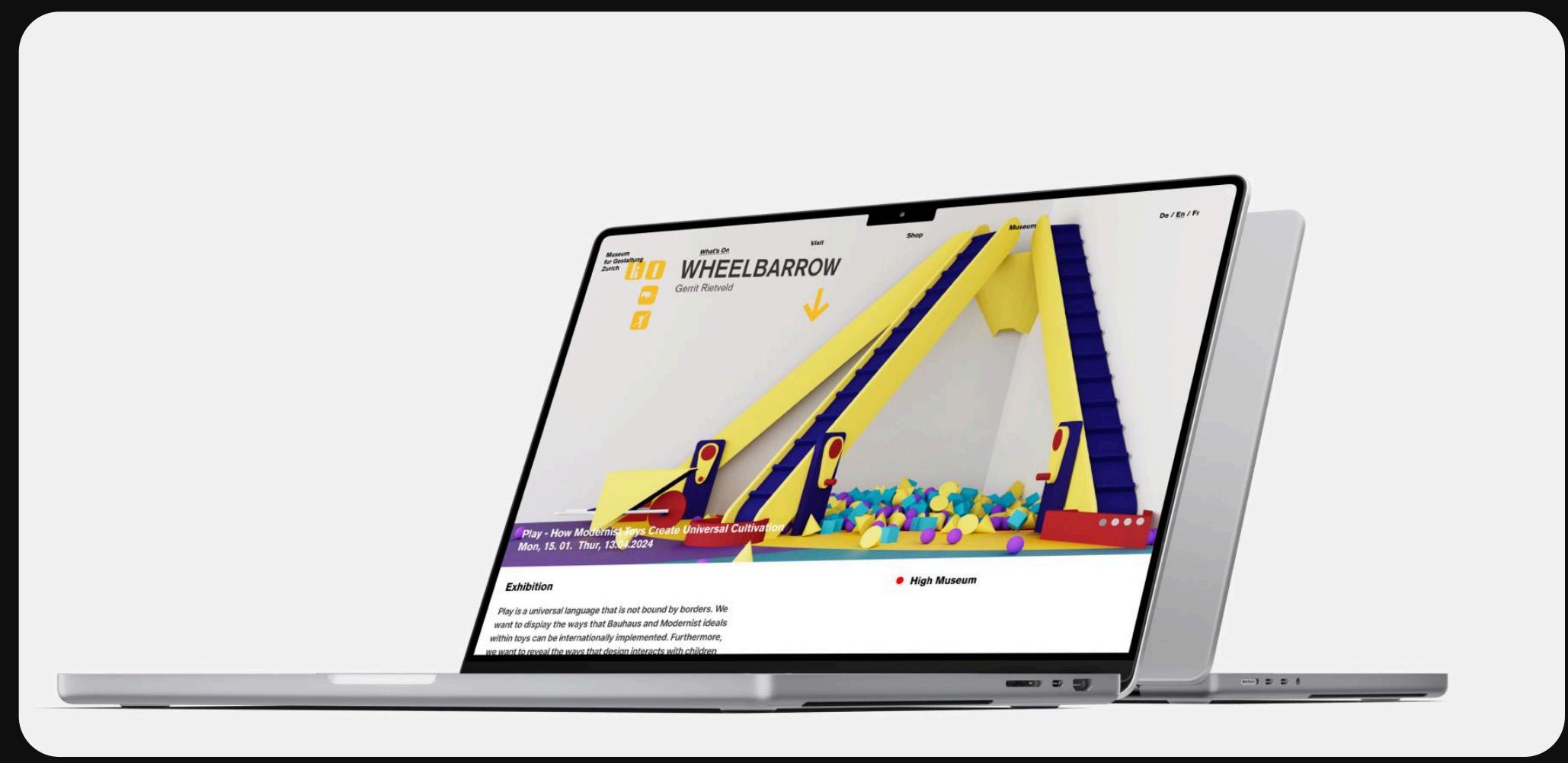
TEAM:
Ethan Wright (Team Lead)
Ellie Gramm
Rebekah Weeks
Jackson Night









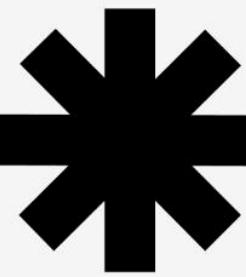


CHATUGA

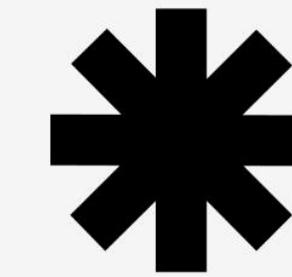
SUBJECT:
Branding

SKILLS USED:
Typography Design

This project aims to address the visual identity challenge faced by Camp Chatuga by creating a bespoke typeface called "Chatuga Extra." The motivation stems from the recognition of a commonly used typeface shared by unrelated camps. Research delved into the camp's history and values, seeking a typeface that embodies friendliness, adventure, and establishment. The concept originated from the distinctive bell used at the camp, dedicated to its founders in 1995. Development involved adapting the bell's shape into the letter A and extending it to maintain consistency across other letters. The final solution establishes a cohesive system with elongated circular patterns, a three-by-five grid, and uniform curve degrees for all letterforms, providing Camp Chatuga with a unique and differentiated visual identity.



SHOUT IT



ALLOUD

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

{ } [] () \ / / < > , . ' " ; :

* & ^ % \$ # @ ! = + - _

LOREM IPSUM
Lorem ipsum
Lorem idsum

A A A A A A A

A A A A A A A A

EXTREME



NOTION

SUBJECT:

User Experience

SKILLS USED:

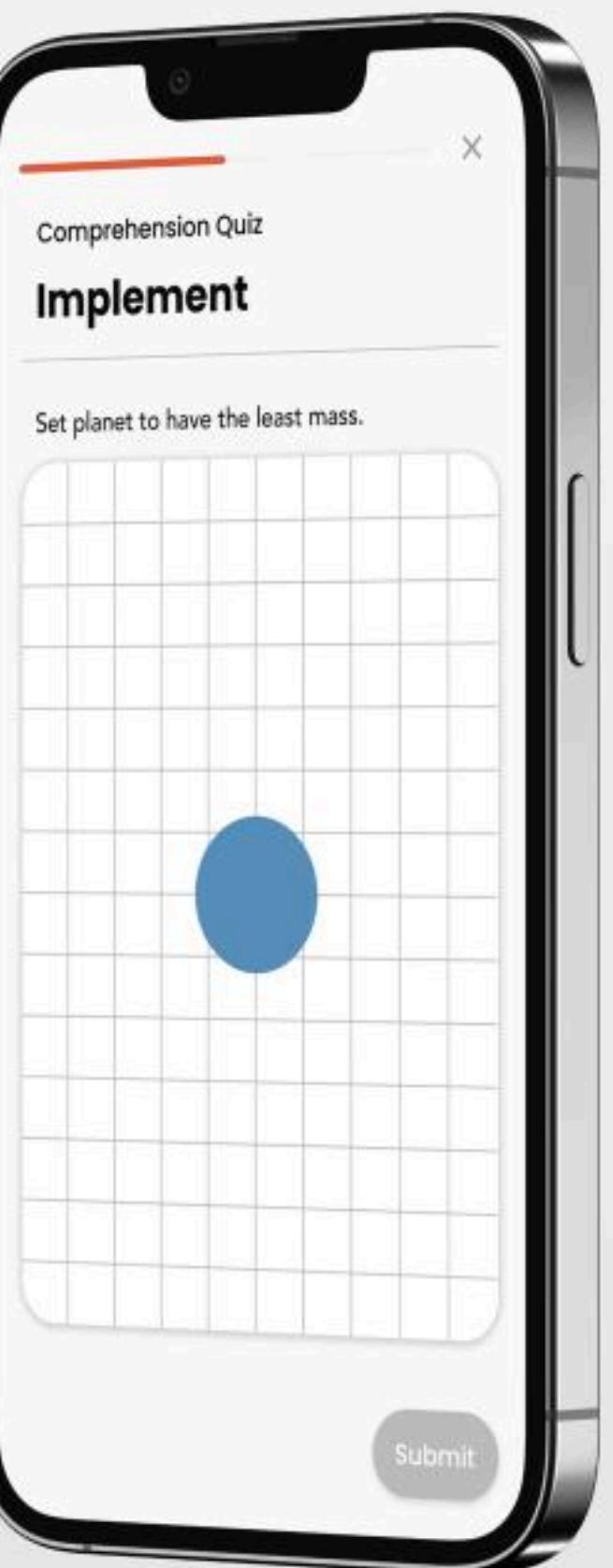
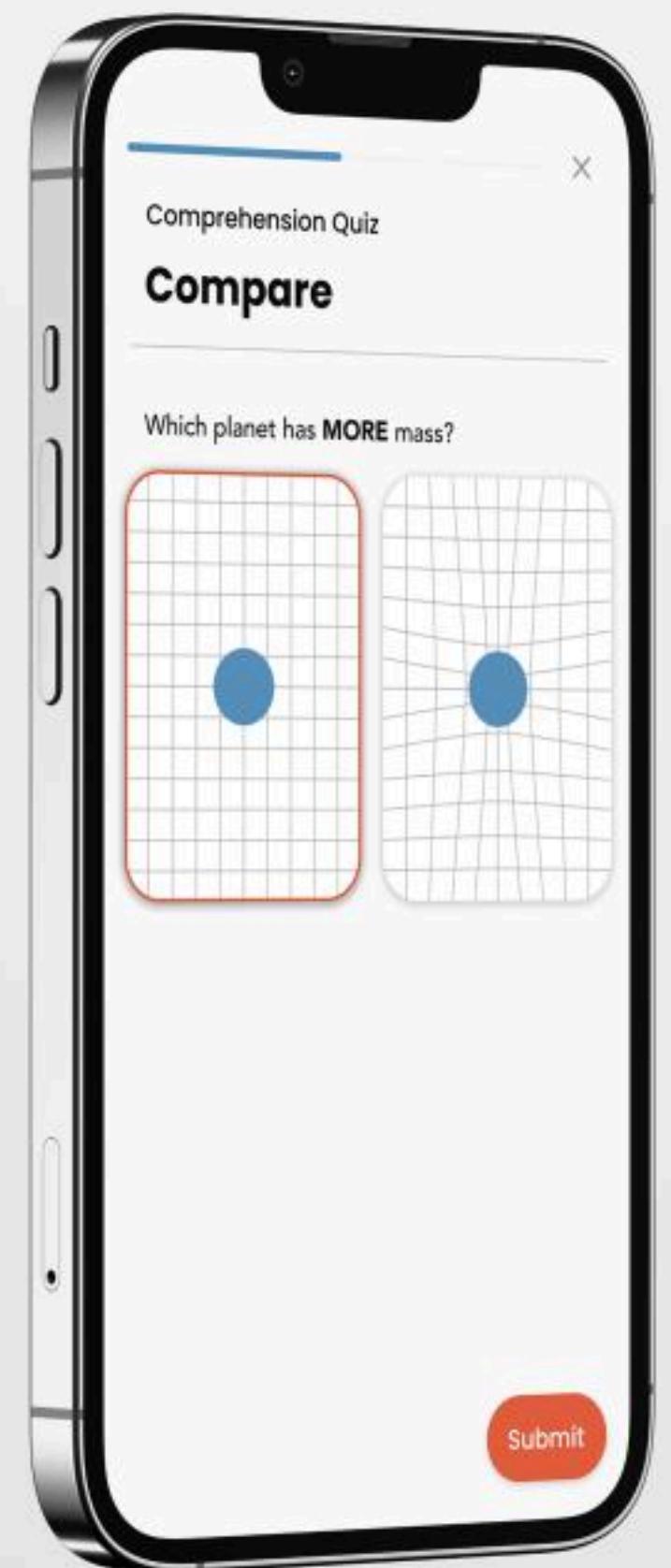
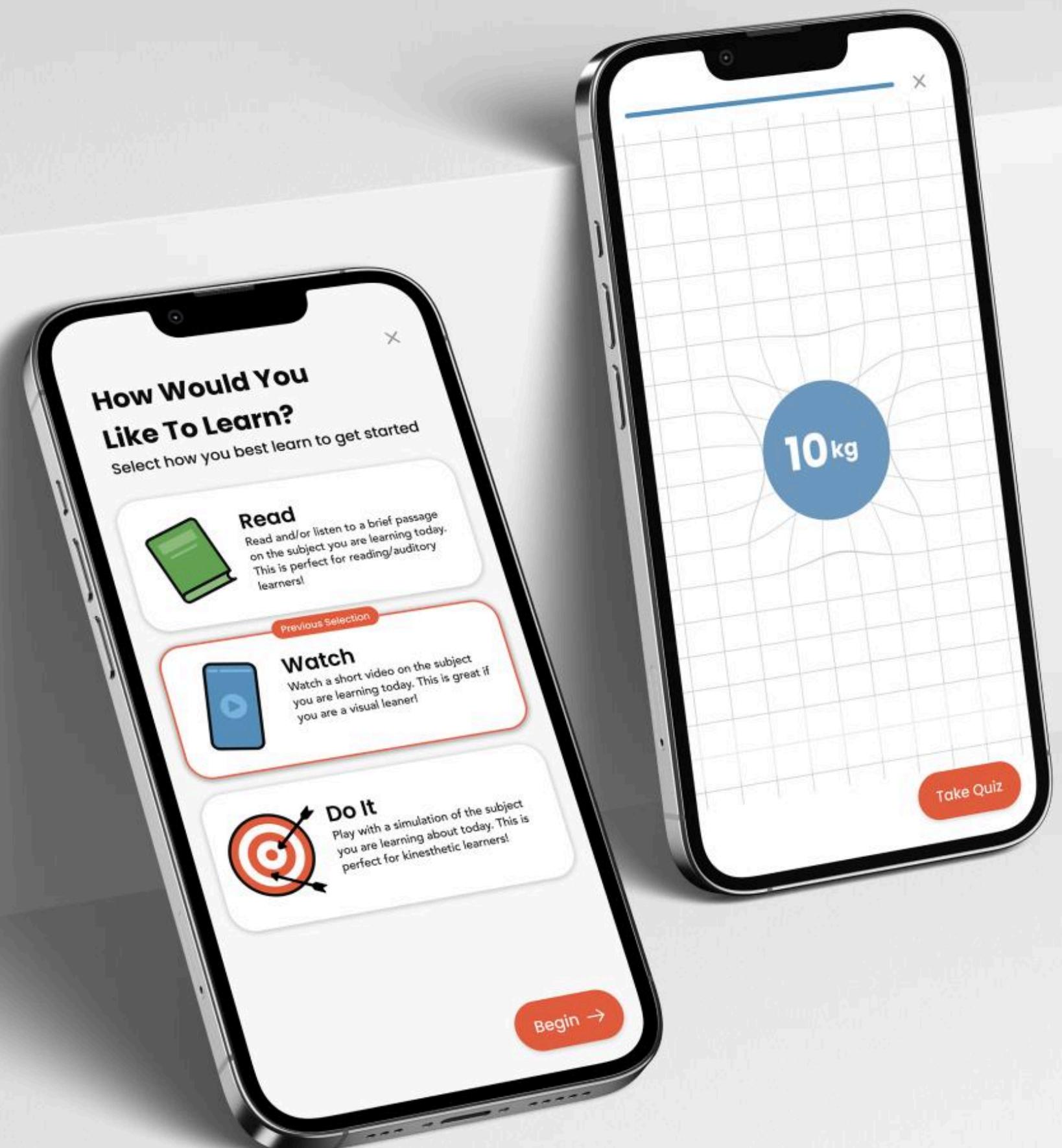
UI Design

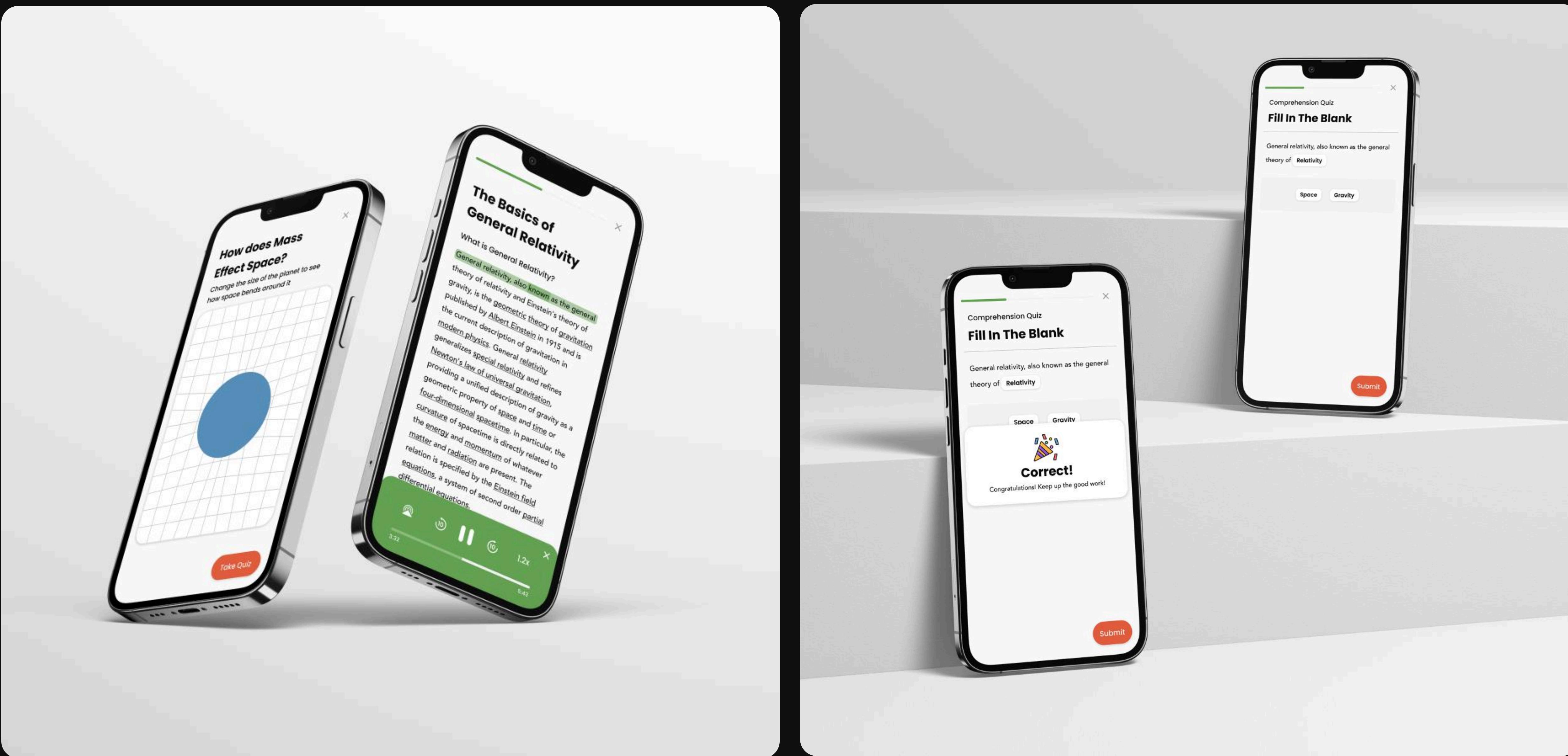
Interaction Design

Motion Design

This project aims to transform education through a customized app for college students aged 18 to 22. The app offers three learning methods (reading, watching, doing) to accommodate different learning styles. It prioritizes a friendly interface with soft aesthetics and calming colors. Testing methods align with each learning style, ensuring comprehensive understanding. The goal is to make learning enjoyable and accessible, empowering students to embrace education in their preferred way.







OFFHAND

SUBJECT:
Card Game

SKILLS USED:
Icon Design
Package Design

Offhand, Adventure Cards addresses South Carolina's low well-being rankings by utilizing a deck of 52 cards focused on health, wellness, and community. The game encourages spontaneous adventures by combining cards with activities, places, and topics. Research highlighted the importance of minimizing social isolation. The cards' colors reflect the associated emotions, and user testing led to adjustments, ensuring an engaging final product that promotes well-being through shared experiences.







RESUME

EDUCATION

Graphic Design BFA, Anderson University
Anderson, SC 29621 – 2025

GPA: 3.80/4.00

High School Degree, New Covenant School
Anderson, SC 29621 – 2016-2021

EXPERIENCE

Intern, Orian Rugs
Anderson, SC – summer 2023

Designed and managed various sub-brand identities. Styled, shot, and edited product photography. Crafted engaging email campaigns.

Freelance, Kelley Engineering
Piedmont, SC – summer 2022

Designed and built website. Collected promotional photography for web and social media use. Created promotional videos for website and social media.

Freelance, 9/8 Central
Greenville, SC – summer 2022

Designed collateral for new filming facilities.

Intern, Techtronic Industries
Anderson, SC - summer 2021

Color corrected and edited videos for both social media and internal use.

HONORS

Sophomore Portfolio Distinction
Fall 2022

Was one of four students in the entire art and design program at Anderson University to receive the award of distinction on sophomore portfolio.

THANK YOU!

Thank you for checking out my portfolio!
If anything caught your eye, don't hesitate
to reach out.

Email Me!

If you want to see more check out my website!

theethanwright.com