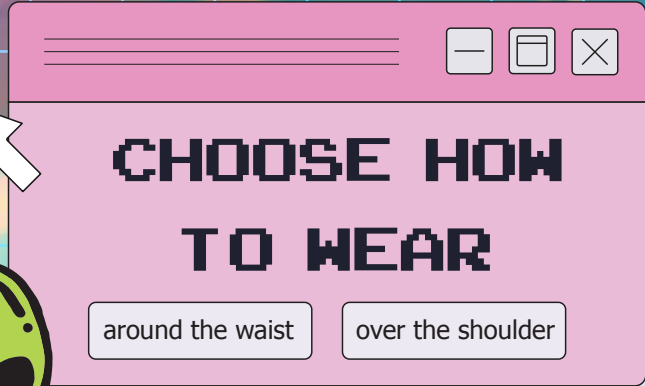
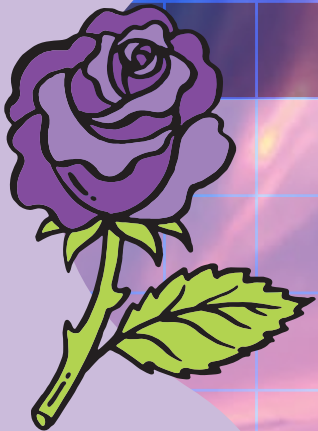
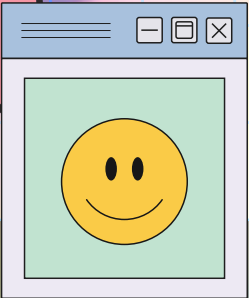
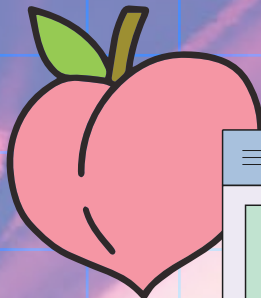
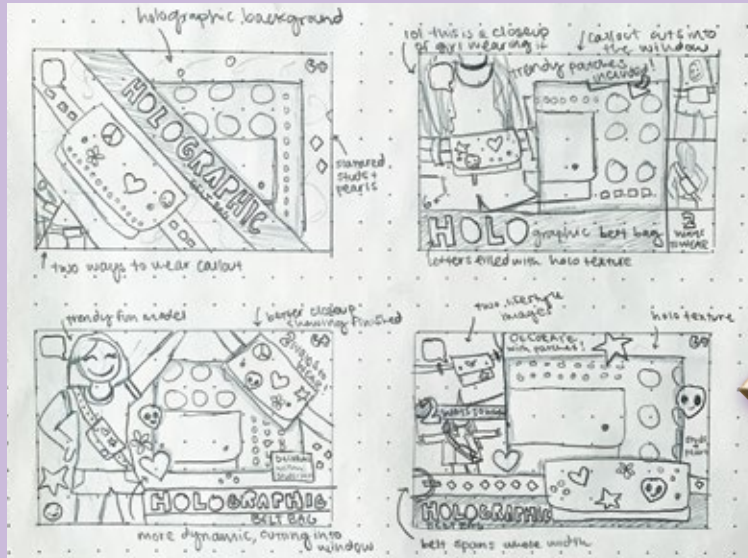


# holographic belt bag

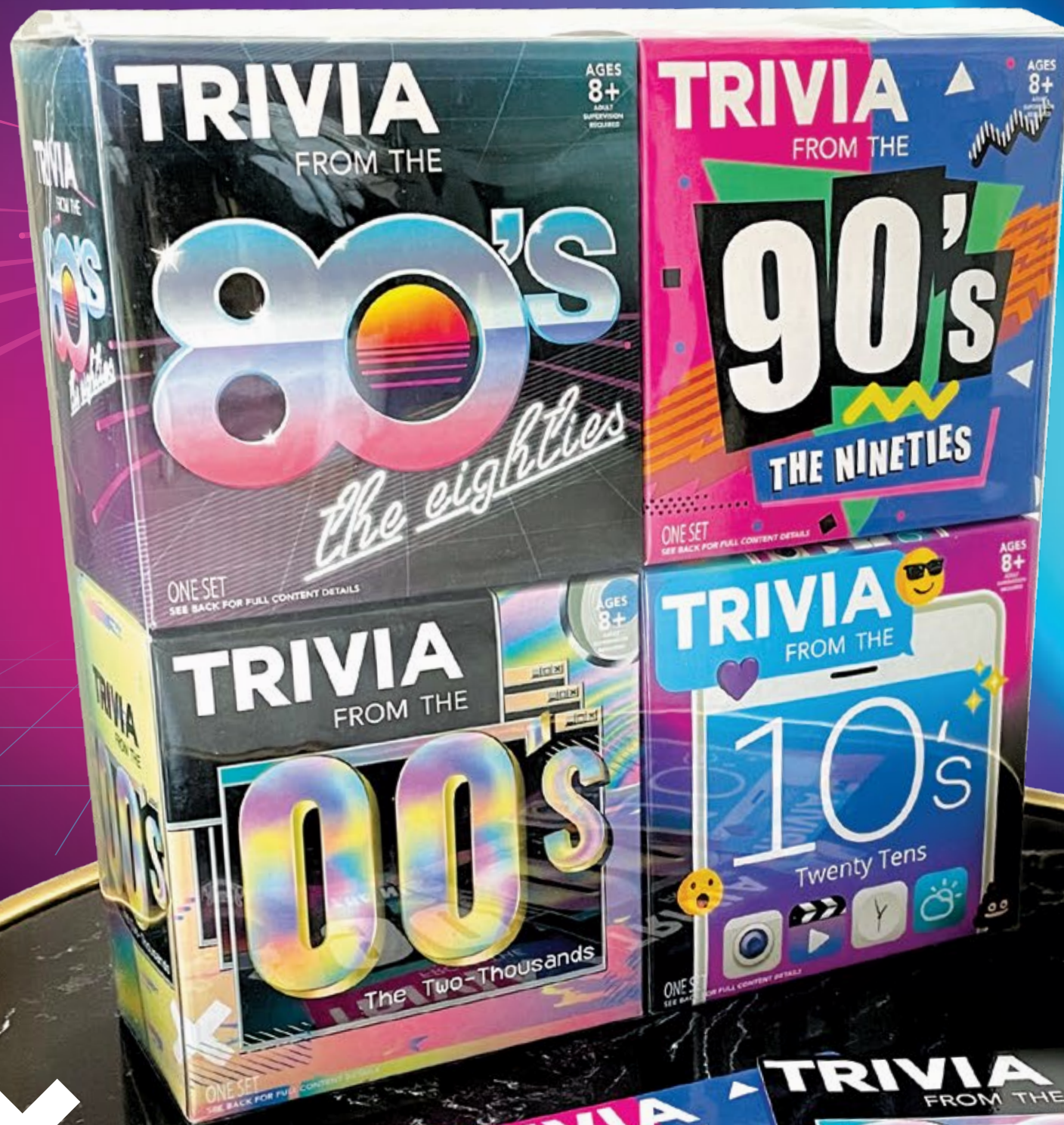
## nostalgia-fueled fashion

• brief •  
New product development for an on-trend, wearable holographic fanny pack-style bag that can be decorated with included patches and rhinestones appealing to “tweens”

With such heavy emphasis on what’s currently trending, I sought inspiration from enamel pins and stationery. I leaned into the pastel colors eyedropped from a holographic texture and incorporated vaporwave computer popup graphics that lend to the 90s/early 2000s retro aesthetic that has been gaining traction in younger crowds, many that never experienced the original nostalgia firsthand.







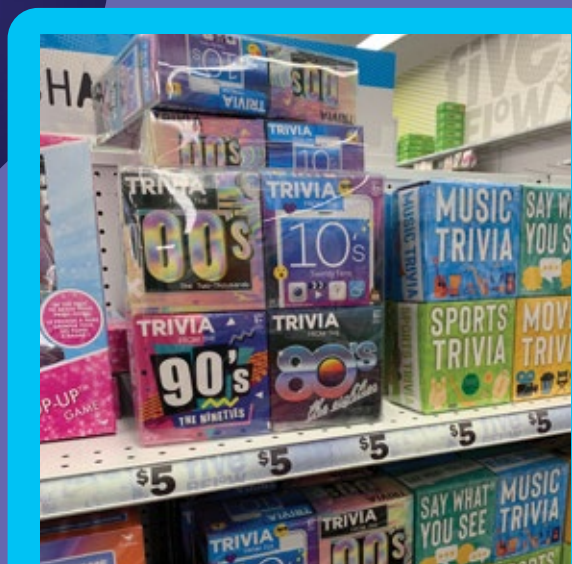
## decades trivia

80s, 90s, 00s, 10s

### • brief •

Nostalgia driven, visually appealing trivia card game spanning the 80s-2010s, divided into 4 mini boxes housed together in an acetate box

I gave each box their own flair that showcased the decade, while still keeping the title typeface and the XXs placement uniform across all to create a visual through-line that links them. Even though I was designing 4 similar-yet-different mini boxes, they all still need to sit together as one box, and this made for an interesting design challenge in terms of layout. Instead of the regular descending hierarchy of one clear title, product image/graphic, and feature callouts, all the elements had to equally share a quarter of the visual appeal.



on shelves at Five Below stores 🧐



# wellness range packaging positivity

## • brief •

Create a range focusing on mental and physical wellness promoting positivity and reflection through crafting, journaling, and card prompts

I drew a lot of inspiration from planner stationery that takes an encouraging, action-based approach instead of the girl-boss or grind culture route. With the pandemic's extended continuance, the focus shifted to the importance of mental health and introspection. I went for a harmonious and calming color palette and simple imagery/type to visually signify stripping away the clutter of your mind to recenter yourself.



DO IT



YES

BE  
HAPPY



Be kind  
to  
Yourself





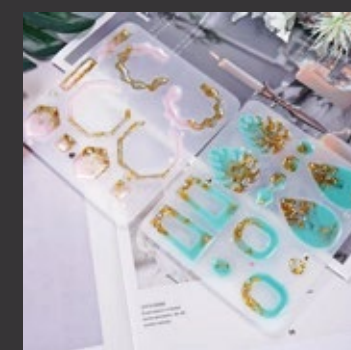


## resin renaissance crafting without the cost

### • brief •

A series of resin crafts including everything you need as an affordable alternative to expensive materials with the popularity of the craft on the rise

Resin art is already gorgeous on its own, so I let the colors and swirled textures speak for themselves. I set the finished crafts against a sleek, muted black backdrop for a more sophisticated look alongside a serif typeface. A large window to see included content helps show the value of these kits. Along with the resin trend, rose gold was also on the rise, so I decided to create a variant of the coaster kit exclusively in pink hues and gold accents.







## recipe books for the restless

When the worldwide pandemic hit, the need to remain in isolation at home led many to take up new hobbies or crafts. Despite the in-person disconnect, individuals turned to Instagram and TikTok to find whole communities dedicated to teaching skills and showcasing their own housebound creations. Cooking & baking especially saw a flourish in trending pandemic recipes from artisanal bread-baking to sushi sans the steep price to elevating even the most basic bowl of ramen. The growing interest led to the creation of these 3 recipe book kits, which include uncommon household tools relating to each cuisine, and spiral binding for easy counter-top reference.

A very honorable mention to whipped coffee, my pandemic trend of choice, that alas did not offer enough content to fill an entire book.



- INCLUDES**
- 2 CHOPSTICKS
  - 2 SUSHI CHEF HEADBANDS
  - BAMBOO ROLLING MAT
  - RECIPE BOOK



With the option of going out for Date Night off the table, this kit offers couples the elegance of a sushi dinner with the fun that comes with making it. I used sleek, sophisticated colors and patterns balanced with a touch of playfulness in the puns and included chef headbands to create a kit with everything needed minus the actual ingredients.

BENTO BOX-STYLE TRAY  
FOR EASY STORAGE



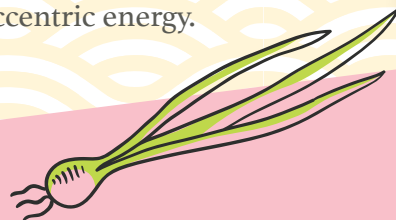


# COOKING WITH RAMEN

RECIPES FOR THE HOPELESS RAMEN-TIC



Step 1: place the instant ramen flavor packet in the trash. Up your ramen game by simply adding ingredients and spices already readily found in your kitchen. As a hopeless ramen-tic myself, I wanted this design's vibe to be creative and a bit spontaneous, for some of my best pandemic ramen creations were from stumbling upon an unexpected key ingredient and then crafting the whole bowl around it. The handdrawn elements and bright colors help convey this eccentric energy.



# FRESH-BAKED

RECIPES TO HELP YOU PUT BREAD ON THE TABLE



Pandemic bakers truly put the "art" in artisanal bread. The surge in bread baking also led to gorgeous foccacia flowers and intricate sourdough scoring. I wanted to harness the elegance of the instagram-worthy creations with high-contrast imagery and simple type, letting the dough do the talking.



# designing dig break into the past!

## • brief •

Create a new styleguide for the existing Dig range that encompasses a variety of products and themes that allows for each individual personality to shine through while still maintaining a shared look

I wanted to put real emphasis on the whole point of these kits– digging and smashing. The title type is jumbled and in disarray with chunks missing and fissures rupturing in various places on the box. As for the main product image, the focus is on the item that is dug out instead of the dull slab of clay that was featured on past boxes.





# building block backstories

limited only by your imagination

- brief •

Ongoing creation of dynamic and action-packed storytelling through box artwork scenes and a cast of character figures

When it comes to blocks, the main goal, above all else, is to look insanely cool. With the use of a 3D modeling program, I piece together and pose builds to best stage the scene. What starts as a lackluster render is then assaulted by nearly every adjustment layer and well-placed shine in ones Photoshop arsenal. My favorite part however is designing the accompanying block figures, infusing each with enough detail and whimsy to best encourage kids to invent their own backstories. Never underestimate the power of packaging to allow entire stories to unfold from an otherwise dull pile of bricks.



from 3D program  
to final package  
artwork

