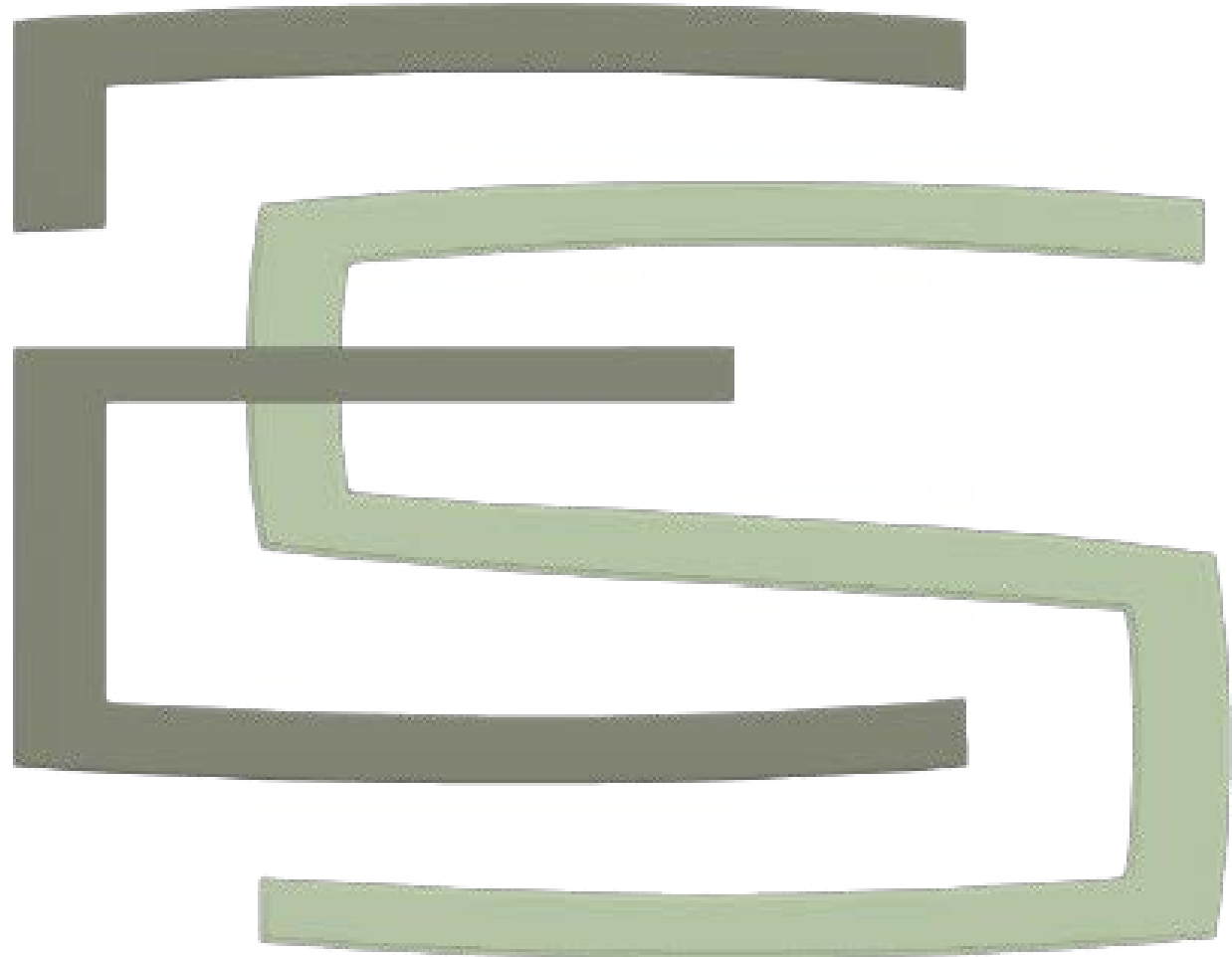




ERICA SAVO

DESIGN PORTFOLIO

TABLE OF CONTENTS

03	ABOUT
04	RESUME
05	PERSONAL BRANDING SUITE
06	LEAVE-BEHIND PIECE
07	ONLINE PORTFOLIO
08-10	LOGO DESIGNS
11-13	PUBLICATION DESIGNS
14	WEBSITE DESIGN
15	PRINT MARKETING SUITE
16	MULTIPLATFORM MARKETING AD
17	TYPOGRAPY PORTRAIT

ABOUT THE DESIGNER



erica.savo@snhu.edu
esdesigns.com
(203) 777-2222

Almost everywhere you look evidence of graphic design can be seen through print media, advertisements, web design, info graphics, animation, games, and publication. This profession is both vast and varied - and jumping into this world has been the most exciting time of my life. A set of fresh eyes, I enjoy the functional creativity of this field and its emphasis on visual appeal.

While my professional career has taught me the importance of communication, my educational career has taught me the advantages of aesthetic and layout design in further advancing communication. During this time, I found a love for typography and layout specifically in print media, while still cultivating an appreciation for other disciplines in this field. Logo design, brand identity, and publication design are areas that I've found the most joy in. The design process is a fascinating one that I've had the opportunity to practice for the last two years. Starting with a design brief that sets the parameters for the project and working it through to a mockup, I've come to appreciate how akin to puzzles each project can be. It's quite rewarding to have a handful of assets and design guidelines and work each specifically into a project to create a seamless picture.

My goals are to further develop as a designer while working with those senior to me in the field. Every growing and changing I understand there is so much to learn, and I hope to one day look back at my early work with an appreciation for the knowledge that comes with longevity in a profession.

RESUME

EDUCATION

May 2024 **Bachelor of Arts, Graphic Design & Media Arts**
Concentration in Web

Southern New Hampshire State Univeristy

May 2012 **Associate of Arts, Liberal Arts**

Norwalk Community College

SKILLS

- **Adobe Creative Suite**
Photoshop, Illustrator, InDesign,
Animate, Dreamweaver
- **Multitasking and Ability to Prioritize**
- **Stong Communication Skills**
- **Project Management**
- **Prototyping**

PROFESSIONAL EXPERIENCE

MEDICAL ASSISTANT

October 2021 - Present

Concierge Physicians of Westport

- Preparing and rooming patients
- Taking patient Vitals
- Administering Vaccines
- Phlebotomy
- Maintaining lab and supplies
- Administering and running viral testing

GRAPHIC CONTENT CREATOR

May 2021 - Present

Concierge Physicians of Westport

- Overseeing new website design
- Updating and maintaining website
- Maintaining web contact inquiries
- Social media content creation
- Creating promotional materials

ADMINISTRATIVE ASSISTANT

june 2019 - October 2021

Concierge Physicians of Westport

- Preparing medical charts and records
- Maintaining general office email inbox
- Multi-line phone room
- Scheduling appointments
- Maintaining office supplies

ADMINISTRATIVE ASSISTANT

July 2011 - January 2019

The Dermatology Center of Stamford

- Preparing medical charts and records
- Billing for cosmetic and surgical procedures
- Multi-line phone room
- Scheduling appointments

Creating a branding suite required some brainstorming and reflection. How did I really want to be viewed as a designer? What kind of message and aesthetic did I want to show? Starting with a logo helped to guide the rest of the branding suite in terms of typography and color. I wanted a logo that was bold and organic; something simple enough that it could evolve over time without going through a complete rebrand. The color and sans serif scheme that was created in the logo is carried throughout the rest of the branding suite from the business card, letter head, envelope, and leave-behind-piece tying it all together. Both Indesign and Illustrator were used to create this suite.



October 13, 2023

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



111 First Street
Stamford, CT 12345

Erica Savo
Graphic Designer

111 First Street
Stamford, CT 12345
erica.savo@snhu.edu



ERICA SAVO
Graphic Designer

(203) 777-2222
esdesigns.com
erica.savo@snhu.edu





111 First Street
Stamford, CT 12345

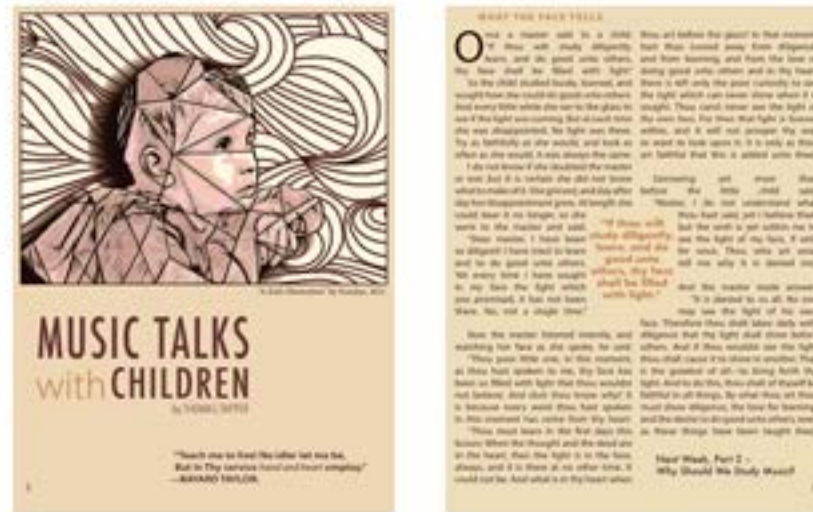


ERICA SAVO DESIGNS

LEAVE-BEHIND PIECE

LAYOUT IS MY PASSION

When it comes to creative work my process is methodical but a lot of it is a feeling.



ACCORDIAN MAILER

When deciding on a leave-behind piece, it was really important to create something memorable that was the best representation of my work. There are many directions one can go in and the accordion mailer seemed to be the best option. Not only does this leave-behind piece include portfolio highlights, it also allows another chance to prove competency with branding identity. A sleek layout was utilized including contact information and a QR code easily directing viewers back to the digital portfolio and website.



Cover



Inner Pages (1-6)

Back



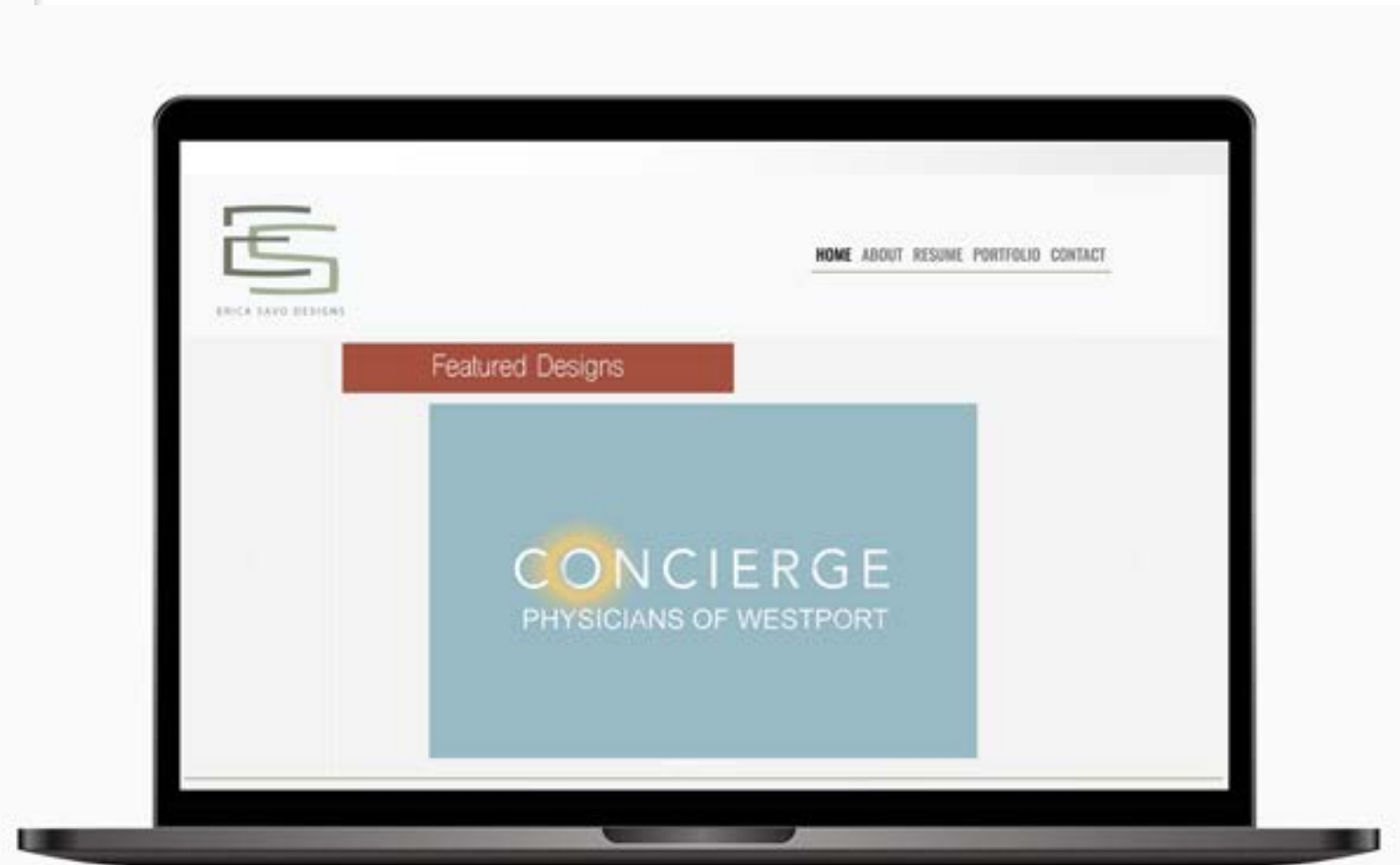
DIGITAL PORTFOLIO



PORTFOLIO WEBSITE

We've all been to those websites that are busy and hard to navigate through, it's torture. In creating a portfolio website the goal was to be simple and direct, carrying out branding from the suite and creating a functional website.

Dreamweaver was used to create the website locally and was then uploaded via an FTP to a server to host. Creating wireframes and mockups helped to streamline the website to html and css markup, where the website came to life. Taking a usable and ethical approach to the design allows a wide variety of users to interact with the site.



CONCIERGE PHYSICIANS

LOGO DESIGN

CPW is a primary care office that breaks away from traditional healthcare by promoting a holistic and more personal approach. Their initial branding was rushed with the opening of a new practice and it didn't quite fit with the company identity. While the old logo and website was clunky and outdated, the goal was to rebrand by creating a clean, approachable, and boutique aesthetic.

To achieve this goal a light blue was used as the primary color against a white sans-serif font to add a more modern and spa like feel. The sun used behind the "o" was meant to symbolize a new type of healthcare. A slight bevel was added to the letters giving the logo more dimension. Branding materials were mocked up and created so the physicians could better visualize the identity as a whole.

Their website underwent a complete overhaul with a much cleaner and organized layout. The navigation was created with accessibility in mind with each page following a consistent layout. Wireframes and mockups were utilized in the process before going to development.



Website



Appointment Card - front



Appointment Card - back

Scrub Top

Logo



Letterhead

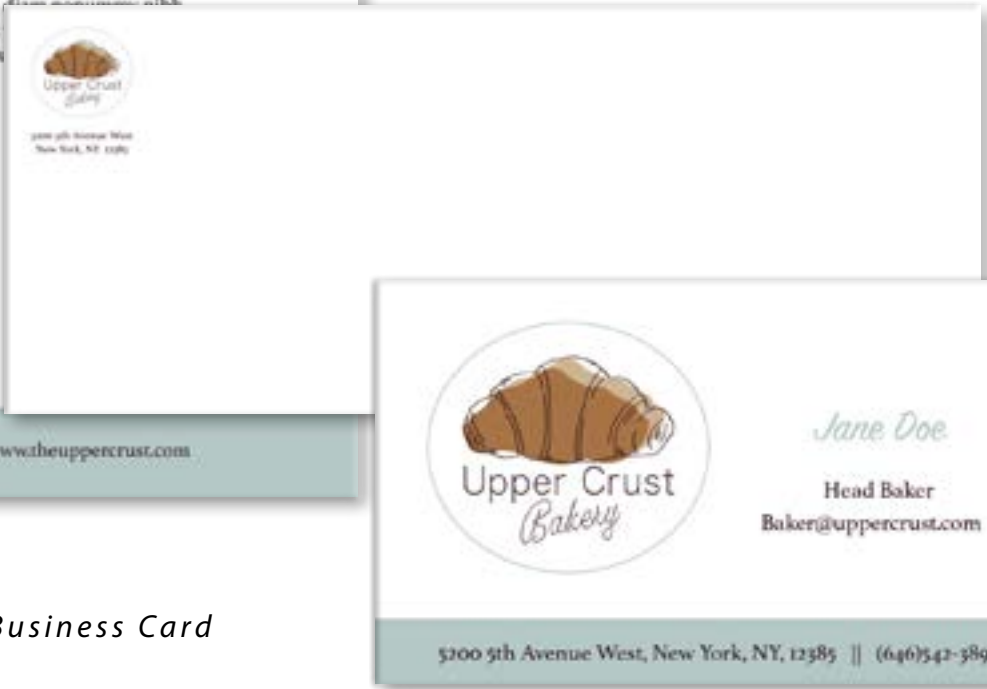


Business Card

Logo



Envelope



Logo Alternatives



LOGO DESIGN

Upper Crust is a new bakery taking the traditions of French baking to new heights. Their company identity is wrapped in the use of whole, natural ingredients while still connecting to their French roots. The branding process started out with four different logo sketches. Ultimately the company chose to move forward with the croissant you see here - hand drawn to emphasize the French artisan roots and whole, raw ingredients.

The logo was further developed to include shadows of color paired with both modern and cursive typefaces to complete the design. A more neutral shade of blue was utilized to pay homage to the French roots of this bakery. This wholesome and romantic logo was then applied to the business suite.

As a part of creating this brand identity a branding guide was developed with approved fonts, color, and logo usages. A branding suite included a business card, letter head, and simple envelope design.

Cafe Cup



LOGO DESIGN

Dabster Designs was looking for a current and bold logo that could be applied to promotional materials. Their company spans many different fields so it was important to create a logo that was neutral rather than trendy. Three sketches were initially designed using variations of sans serif fonts. The logo seen here was unanimously decided upon and further developed by adjusting the kerning and placement of "designs".

This logo was then applied to a poster meant to illustrate the creative possibilities that Dabster Designs can offer. Directional lines, watermarks, gradients, and clipping masks were all used to create this poster. Promotional pieces were chosen that were trendy to increase usage with the logo simply placed.



Poster Design



Tote Bag



Baseball Cap

DABSTER designs

Logo

FASHION MAGAZINE

Magazine Cover Designs

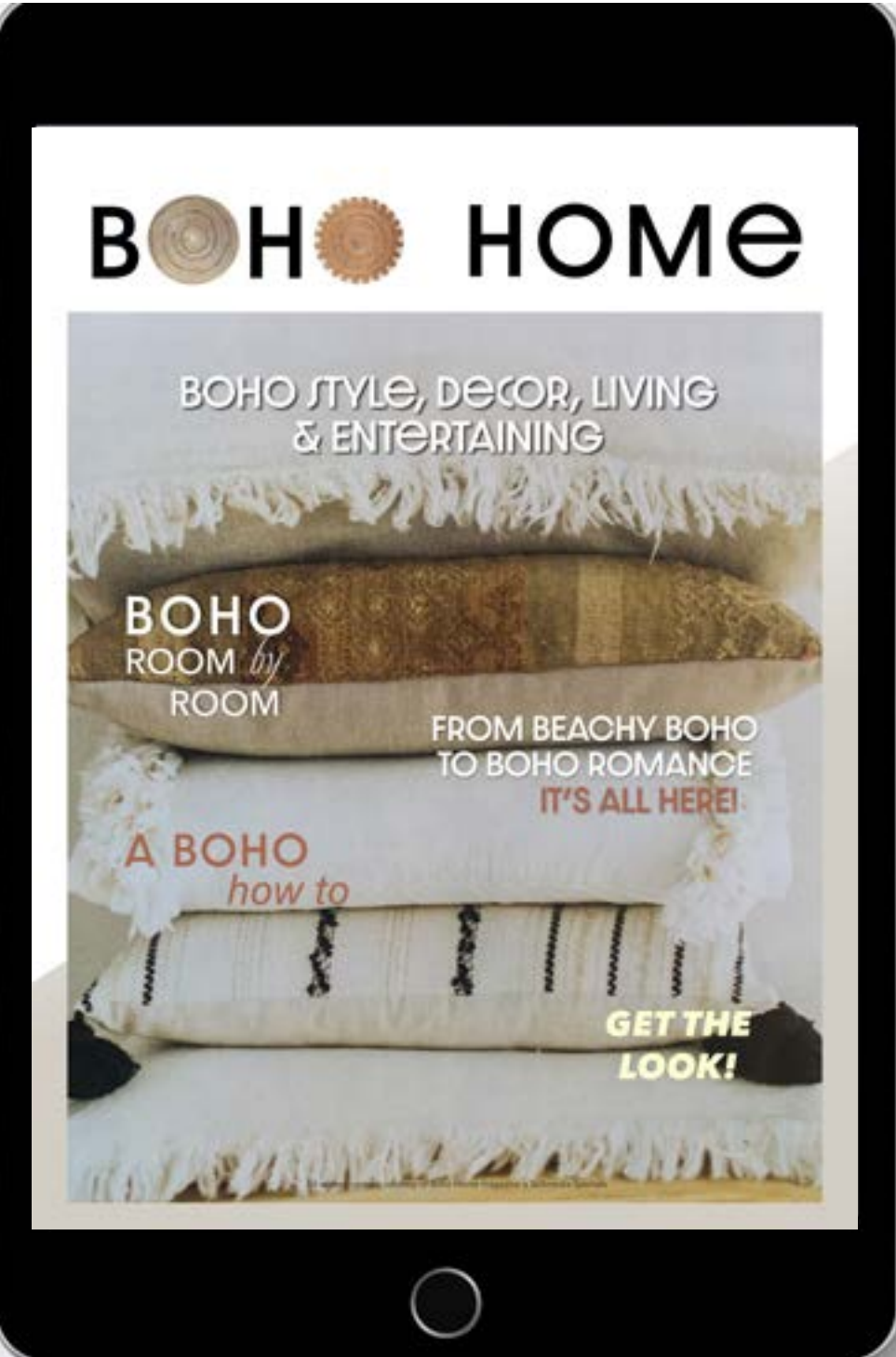


PUBLICATION DESIGN

Fashion Magazine was looking for a snappy, bold, and timeless cover designs for their 2022 issues. Mock-ups established an initial layout with a concentration on typography. A classic yet bold font was chosen for the magazine name in white to make it stand out against the high quality imagery. A wider kerning was chosen to allow the title to create more of a statement. This title was to be kept consistent across covers with slight variations for special issues, like the bridal issue shown here.

Fun, bold typefaces were used for headlines using variations of 2-3 three different fonts and two colors to ensure a cohesive layout. Varying title caps and sentence caps helped to differentiate key words from passive ones while clean, legible typefaces create for an easy read. Font colors were chosen to compliment the chosen imagery while also creating a good contrast between background and type. Drop shadows were used to add dimension to the headlines allowing them to "leap off the page" at the reader.

Cover



Featured Article

Table of Contents

TABLE OF CONTENTS

02 Beachy Boho
Waves, water birds, salt air and sea spray inspire this look...

05 Boho Romance
Romancers have a fond affinity with romantic influences of wanderlust...

07 Boho Room by Room
Transform your home into a boho retreat one room at a time...

09 Bohemian to Boho Chic
Figure out how you want to express your personal Boho style in a way that suits your taste...

11 Get the Look
There are so many ways to express the Boho aesthetic. Explore a few of them...

Inner Ad

IKEA Looking for a chic idea? Then look no further.

Ikea has all the needs to fulfill your boho home dreams

Whether you're looking to reimagine your home or add a unique touch, Ikea has something for everyone and at a price you can't refuse. Visit us today at one of our locations or online, from the comfort of your home.

PUBLICATION DESIGN

Boho Home needed to transition into the digital world so creating an EPUB was a critical move to make. By keeping the integrity of the brand intact the transition was fairly painless and simple. Playing on the neutral color palette and harmonious fonts, the layouts followed suite with the exception of a trendy typeface.

Following a traditional magazine layout was intentional to help readers transition from print to digital seamlessly. Animations and links were added to the headlines and table of contents for easier navigation. The EPUB follows a clean layout utilizing negative space to the advantage of the design. Social media links are included for sharing purposes and feeding off of the digital advantages.

Special attention was paid to alignment and uniformity, ensuring that an easy heirarchy was followed. The cover originally had a terracotta colored background that utilized a gradient feather. This was removed and replaced by a neutral color to facilitate a more timeless and clean look.

BEACHY BOHO

Waves, water birds, salt air and sea spray inspire the sea-loving soul of this look - which can be embraced whether you live along the shore or just dream about it.

Key Pieces

"You want a really relaxed vibe," says Owens. "I would start with the furniture." She recommends choosing low profile, unadorned pieces with sumptuous, down-filled pillows. Comfort is key. "The pillows are always overstuffed," Owens adds. "They do not have a defined box look."

Look for upholstery in natural fabrics like linen, cotton, hemp or jute, pretty patterns, with a lot of cream and whites. She says guests keeping materials in light, nature-inspired shades. "You should have wood coffee."

Wicker, rattan, and cane are also perfect picks for furniture with effortless coastal style. "You could even do a wicker stool, like a chair that is suspended from the ceiling, that would be beautiful."

Avoid Matchy-Matchy

You want to mix everything up, especially when you are going bohemian. Your coffee table could be rattan or glass, it could have mosaic, pattern of coral shell or bone. Focus on texture and pattern in complementary colors and tones. To achieve a look of serenity and calm, pick a few key colors to thread through the room and tie everything together.

Coastal Colors

When it comes to choosing a color palette, Owens sees a palette more akin to a sunset and sandy beaches than the many shades of the Pacific. "I'm thinking more coral colors, sunset colors than shades of blue of course you'll bring in blues but if you mix it up it becomes so much more interesting."

Again, Owens suggests steering your ship away from the expected. "You want to add sand colors, and sand has pink in it and different colors of gray. Beachfront, sun room colors are also lovely beautiful." "Think sea glass. Not just the blues," says Owens, but also "you've got greens and faded yellows and dusty rose and whites and pinks."

You want to mix everything up, especially when you are going bohemian.

Bringing in the Boho

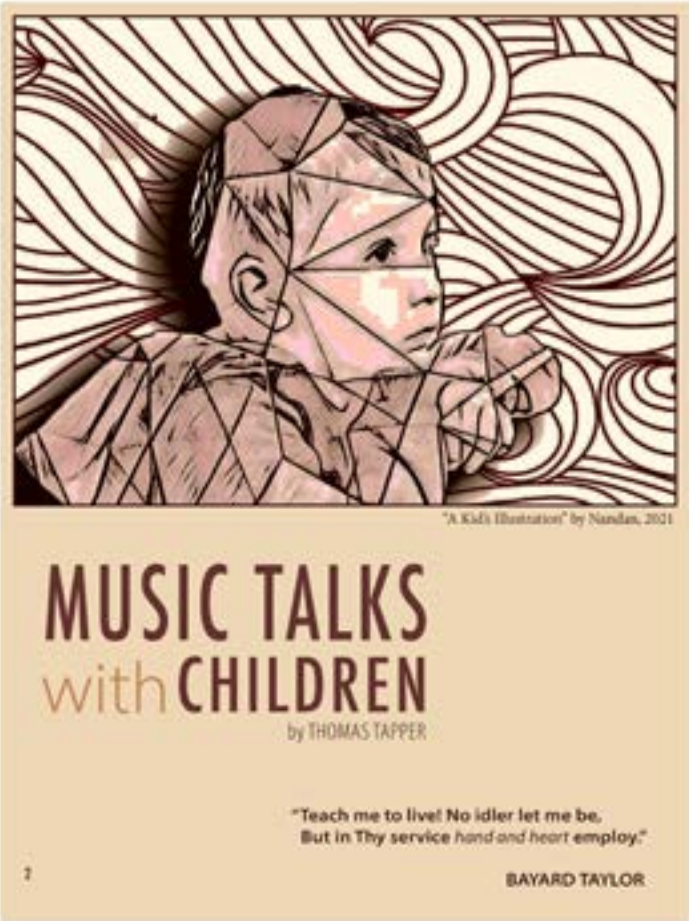
Color palettes and furnishings can set the tone, but accessories and decor make a look come alive. "Things that look like they're handmade, handwoven will definitely achieve that coastal bohemian look," Owens notes. Think hand-drawn pottery, original art from a local art fair or online sites like Etsy, hand dyed, batiked or block-printed fabrics, and handwoven items carried home from a memorable adventure or excursion.

Vintage posters or photographs of seascapes or photographs are also in vogue. "Even photos of old maps, or a vintage truck with a surfboard hanging out of it," says Owens. "Find imagery of things that give your favorite seaside spot a sense of place."

"You could also take photographs of your kids on the beach and have them enlarged in black and white as they look more vintage and airy and that would be very bohemian and fun," says Owens. "Frame them in very light, natural wood frames - it would be beautiful."

Greenery is a must. "Bring in natural elements. Use woven fabrics, pillows, wicker, rattan, grass woven bags, frans, jute and lots of big plants, like palms and banana tree plants, ferns and bamboo stalks, really lots of textures."

MUSIC TALKS LAYOUT



Article Layout 1



Article Layout 2

PUBLICATION DESIGN

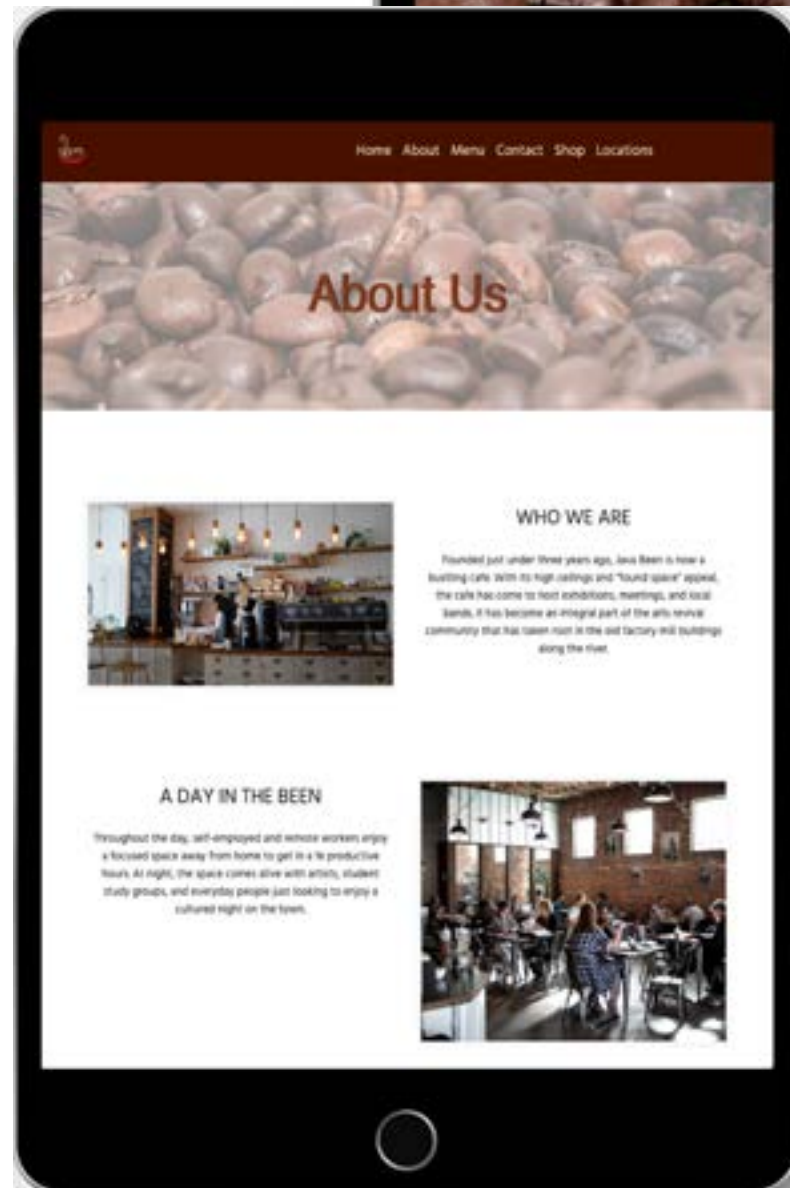
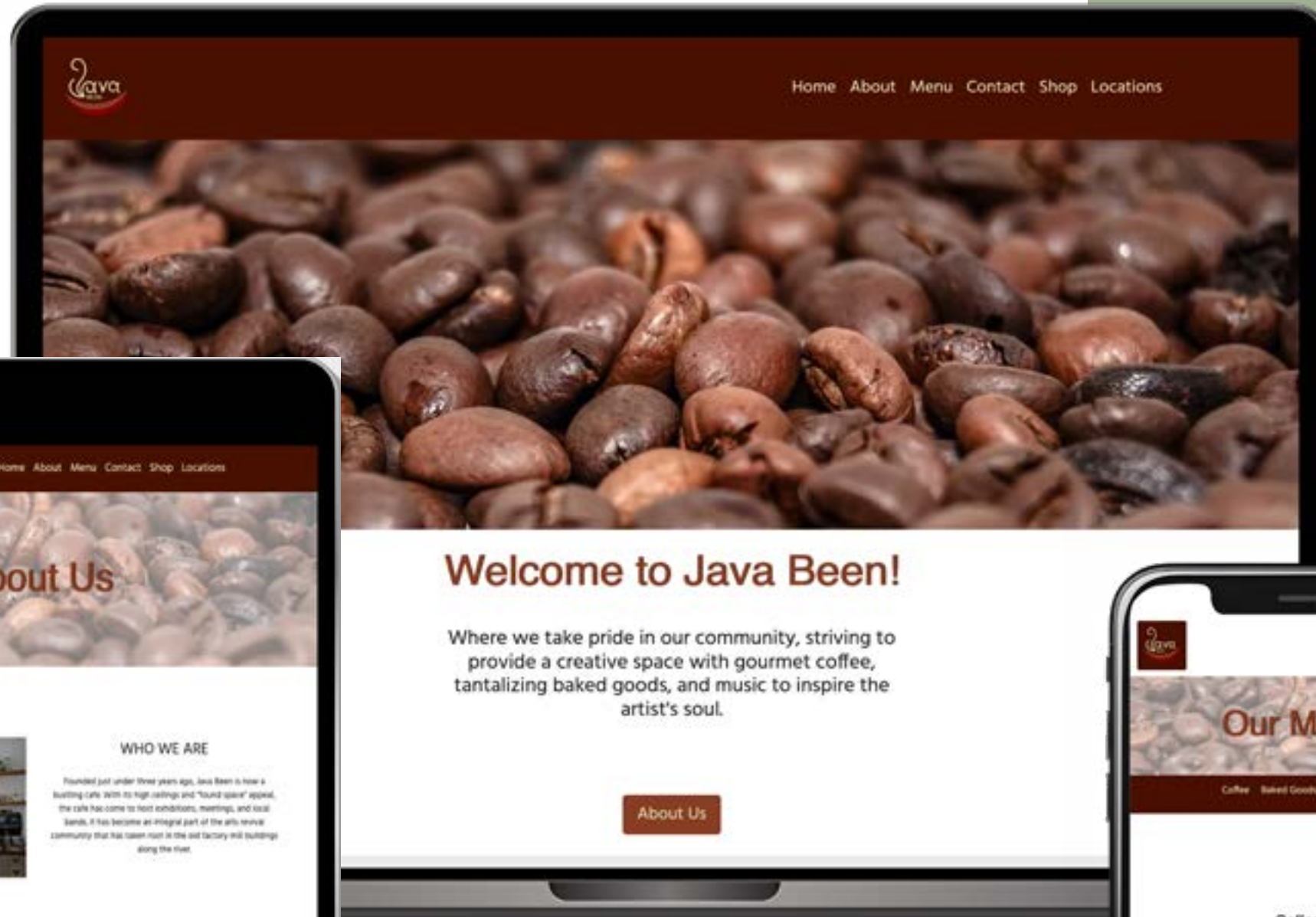
For the Music Talk magazine article, two different layouts were requested as the magazine was not sure what direction they wanted to go in. Mock-ups were created with this storybook aesthetic in mind. One design was created for a more modern take while the second follow a more traditional route.

Special attention was paid to the typography, alignment, and heirarchy. Different typefaces were used for the article title, body, captions, and pull quotes with a maximum of 3 different typefaces. Different colors were used in the text to help the quotes stand out more. The typefaces needed to be legible and clear with the proper ledging and kerning. Adjusting the kerning was a tedious task as a justified alignmnet is not always uniform.

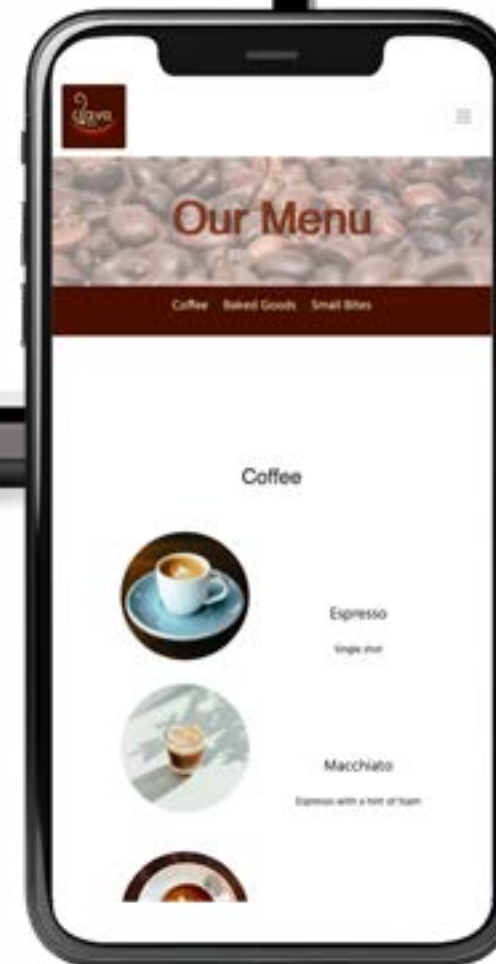
The content was broken up into chunk that made it easier for the reader to digest rather than laying out all the content in a continuous manner. Imagery was added to accommodate the target audience but not enough to overwhelm the article as a two page limit was enforced on this article.



Desktop Site



Tablet Site



Mobile Site

WEBSITE DESIGN

Java Bean is an established cafe that was in need of a responsive website that was not only accessible but allowed access to their new online ordering system. A branding guide was provided with a logo, approved typfaces, and color palette.

The process of design began with a wireframe where a rough outline was sketched and agreed upon before moving forward. The design started with a mobile version and moved up to tablet and desktop versions to ensure appropriate formatting for each viewport size. Mockups were then created with a close rendering of the finished product.

The choice of a sans serif font was made to ensure legibility. Each section of lengthier pages were broken up with alternating background colors. A clean and sophisticated aesthetic was created by taking advantage of the white space. High quality images were chosen and edited using the same filters and lighting for continuity. Appropriate touch target sizes for the mobile and tablet versions were ensured by creating buttons and links that were between 7-10mm.

PASTA AMORE

Dinner Menu

Tri-fold Mailer

PRINT MARKETING SUITE

Pasta Amore is an established Italian restaurant that was looking to overhaul their menu and promotional pieces. With a more traditional and family oriented aesthetic in mind, a branding guide was provided including a logo with approved usage, colors, and typefaces.

Mockups were created prior to completing final deliverables to ensure the designs were acceptable. The imagery was updated and spread throughout the layout so as not to add additional clutter. Each section of the menu was given enough padding to ensure clarity. A hierarchy was established with titles, headers, sub-headers, and body text to aid in legibility. Color was added to the kids portion of the menu and the tri-fold mailer to add a fun and eye popping element.

A menu can feel overwhelming so in its revision a uniform and centered approach was taken with the content. The tri-fold mailer included the addition of restaurant info, hours, promotional days, and catering option.

Table Tent



MARKETING AD

Amethyst Bay is a luxury resort that needed a new ad campaign for their new promotion. A very specific look was reviewed with the client and a style guide provided with approved logos, fonts, and colors to guide the design process. The resort did not want to stray far from the relaxing, tropical feel of their resort in the design.

A main image was chosen as the focus along with three smaller images to highlight some of the resorts amenities. Bold typefaces were chosen in dark purple so the text might “leap” off the page at the viewer. Drop shadows were also used on the images of the resort amenities to give more dimension to the page. A gradient was used over the main image to give it a more uniform feel and to aid in legibility.

The web banner was a reflection of the magazine ad but on a smaller scale. Instead of highlighting the resorts amenities, animations were added to the promotional offer and a clickable link that directs the viewer to the resorts booking page.



Magazine Ad



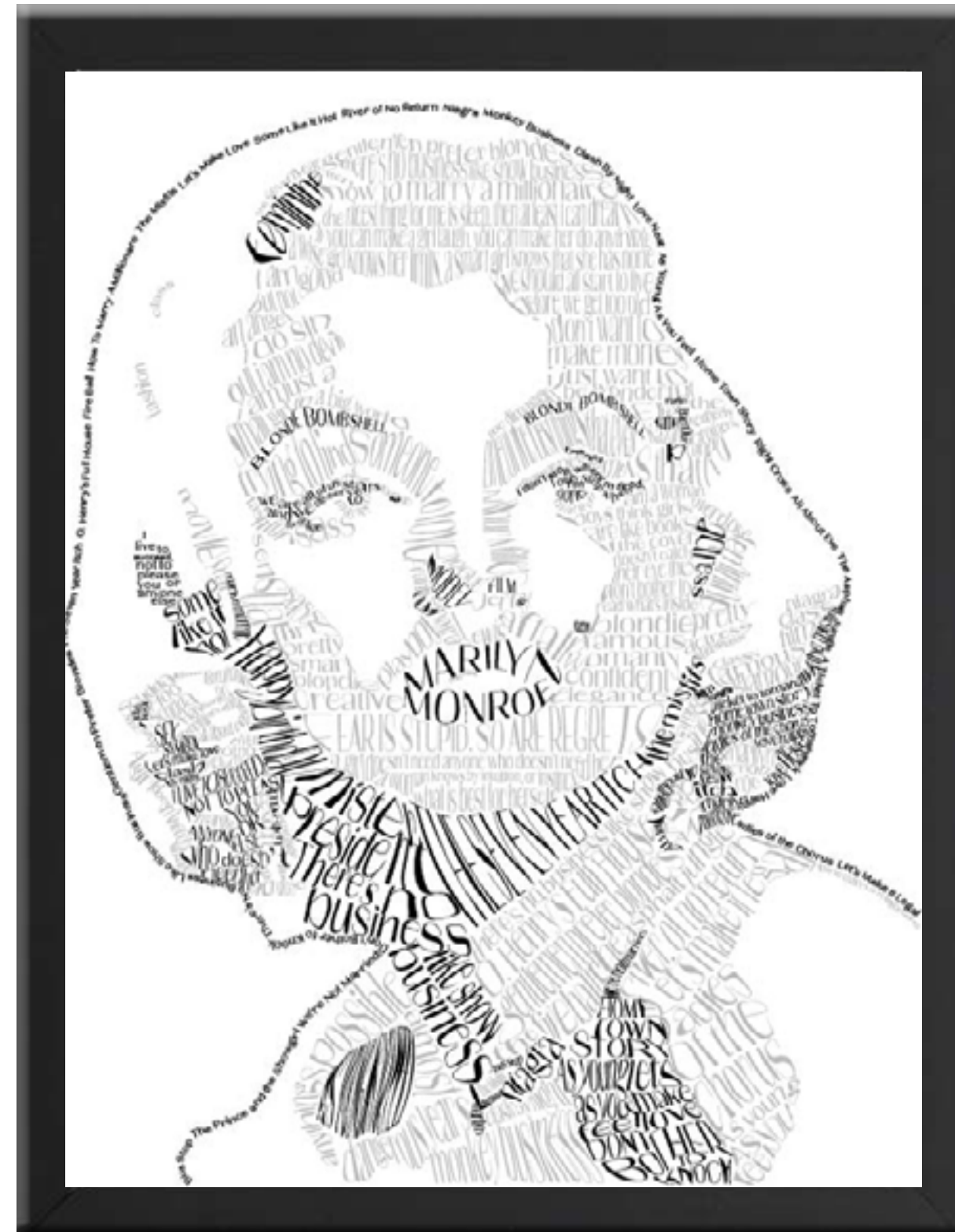
Web Banner

MARILYN MONROE

Color Silhouette



Black & White



TYPOGRAPHY PORTRAIT

This Marilyn Monroe typography portrait was meant to take the essence of Marilyn and put it into typographical form. A font was first chosen that mirrored Marilyn and who she was as a woman and an actress. The chosen font, Lust Sans, is very thematic. The font itself is made up of high contrasted strokes with a vertical angle of stress. It is wide set, which makes it hard to ignore, making it perfect for a mer-queue sign.

A portrait of Marilyn was then simplified down to black and white shadows so the text could be better manipulated. Quotes from Marilyn herself and titles of her films make up the warped text that created the bust of Marilyn Monroe. This process was very tedious and specific. In the end Marilyn herself can be recognized in the black and white. A second version was rendered with the black and white shadows behind colorful text.