riko **Whitesides** PORTFOL

7-1 Final Project Milestone Five: Ready-for-Print Portfolio

Design 3. Hot Sauce

For my third piece, I created a hot sauce brand and put the label on a hot photo of a hot sauce bottle. This design was created in adobe illustrator. This piece shows that I have a strong knowledge of hierarchy, color schemes and texture are strong with this piece. I added the background to make the piece stand out and look more forward. Regarding this work, I feel that I demonstrated thoughtful and appropriate skills. I also showcased my knowledge of how to create a 3D affect but placing the same font behind the original. After the feedback, I ended up changing the font to be a little bright and I revisited my editing process and decided that I would change the colors in the background. thoughtful in the editing processing when choosing colors and the background.



Design 4. Edited Photo with quote

The fourth piece is a quote that uses a photo that I took with my DSLR camera and then editing the photo in Adobe Photoshop. I was able to clarify the image and draw more attention to the bottle with the plant inside. After editing the raw image in Photoshop, I exported it and placed it into Adobe Illustrator. From here, I typed out on of my favorite quotes and editing the placement of the font, demonstrating my knowledge of spacing and hierarchy. I also decided to use 2 different types of fonts to showcase my knowledge of variety. Apart from showing variety, this piece shows my knowledge of design elements such as hierarchy, spacing, rule of thirds, and my typography skills. This piece also showcases my creativity and self-expression as a designer and shows that I know how to utilize two programs for one project when it is needed. With the feedback I received, I ended up going for a different background and moved the text to the left.

Table Of ontent

Design is the intermediary between information and understanding." --Hans Hoffman, artist and teacher

Magazine Cover Photoshoot Hot Sauce Edited Photo with quote Amy Winehouse Instagram Spread Infographic about compostir Local band poster Ilustrated poster Psychedelic pop art



Design 5 – Amy Winehouse

For the fifth piece, I created an illustrative piece of Amy Winehouse using Adobe Illustrator. I place a portrait photo of her as the background and started to create lines using the pen tool. I then went and found some of my favorite songs that she sang and started to type the lyrics on the lines. The project took me close to 12 hours from start to finish. This design shows that I have a strong understanding of how to use this software. The elements used when creating this piece is depth, repetition of text, rhythm, and spacing. This piece was created from self-expression as I have always been a big fan of Amy Winehouse. With the advice from my peers, I decided to edit the photo to have more of a sepia tone and more contrast. This piece has been formatted and exported in high quality so the readability it great. Unfortunately, I no longer have access to the illustrator file, so it will be shown as a JPEG.









Design 6 – Instagram Spread

For this I created this Instagram post designs using Adobe Illustrator. I chose red and pink using the HEX color codes that my client needed to have her Instagram posts match with the rest of her feed. When creating the design, I kept in mind what type of spacing the designs needed to for them not to be overwhelmed. I also was able to showcase my knowledge of elements of design such as movement, repetition, and unity. I chose the text to be black so it would add contrast with the lighter backgrounds. By creating this piece feel I delivered a great product to the client by using attention to detail. This piece shows my ability as a designer and further shows my ability to be attentive to detail and my knowledge of how to use Adobe Illustrator.

Hi, I am Erika Whitesides!

Thanks for stopping by. I am a graphic designer from Salt Lake City, Utah. I have a passion for creating eye catching creative designs. I specialize in branding, social media, and website designs. If you would like to get in touch, please contact me. I look forward to helping your creative dreams come to life

ERIKA WHITESIDES

UX DESIGNER



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ABOUT ME

Junior Web Designer with with 2 years of expertise in front development. Well versed in all stages of the development cycle for dynamic web development production. Proven abilities to optimize, create, and maintain web functionalities in order to improve data retrieval and workflow efficiency.

WORK EXPIERENCE

- Building, improving, and maintaining user interfaces and web
- targeting URL strategies, website architecture and content.
- portance of link building.

Courveboie, Île-de-France / 2019-2020

- Conceptualized, planned and executed original designs for a variety of website properties.
- public-facing online deliverables.
- Conducted in depth testing to eliminate bugs to ensure optimal responsiveness for sites.
- knowledge to bolster programming resources. engaging in collective projects with team members. Developed back-end components to connect applications with web services.

Salt Lake City, UT

EDUCATION

Fall 2019/ Spring 2022 Bachelor's Degree Graphic Design with concentrate in Web Design Southern New Hampshire University

Fall 2014 / Spring 2015 Bachelor's Degree Development of multi level applications Institut Universitaire de Technologie Belfort-Montbeliard – Belfort, France.

Fall 2015 / Spring 2018

Bachelor's : IT Engineer Universidad Tecnológica del Centro de Veracruz – Veracruz, México.

TOOLS & SKILLS

- InDesign
- JavaScript

- iQuery

ANGUAGE

Native Language -**English** Fluent - Spanish & French



Design 7 – Infographic about composting

For the seventh piece in my portfolio collection, I created an infographic about composting. I created shapes and icons that helped explain my infographic. The piece was entire constructed in Adobe Illustrator. I chose to use the colors that I did because they are very earthy and goes along with the theme. By doing this, I hoped to catch the attention of the audience, and for the to be able to see within a few glances what this infographic is about. The piece shows hierarchy with titles and sub-sections. I also took time to create good spacing, pattern and unity of colors and shapes. I feel that this piece showcases my attention to detail and represents well who I am as a designer. I chose to create three sections as I felt it was the perfect about of information for the page size. I wanted to go for an earthy, retro looking design and I feel like with the chosen font, and infographics I was able to portray this well.



Design 8 – Local band poster

For the 8th piece that I wanted to showcase in my portfolio is a posted that I created for advertising a local band "Choir Boy". This piece was created in Adobe Illustrator. I first created a background and added texture. I also went ahead and create a graphic of a guitar and changed the font. The elements are placed on the design to show my ability to use hierarchy, proportion, and variety. Furthermore, this piece shows my knowledge of spacing, color and contrast, by using elements of design and my attention to detail shows that I am able to create projects that show my attention to detail and also who I am as a designer. By using my classmate's feedback, I changed the background color and updated the fonts.

Designer for Indexo

- Indexo/2018-Present

Reviewing and optimizing client's sites to improve keyword Providing detailed reporting and analysis on client's website

demographics and statistics. Utilizing search engine optimization and emphasizing the i

Intership Expertiseo Remote

- Adhered to quality SEO practices while designing sites and
- Pulled from PHP, SQL, JavaScript and other back-end library



For this design, I created a magazine spread using Adobe InDesign, my techniques and content creation showcase my knowledge and level of using this program. I made sure the magazine cover page was perfectly laid out using lines and grids to make sure all the elements were aligned. Using this software helped me better show my elements of design by dedicating spacing, hierarchy and typography. I also was able to download a font package and integrate it into the application. I also explored self-expression in this piece by using a design that isn't typical nitecture magazine. With using these skills to create this piece I feel that I have demonstrated my design, typography skills and showed that I am efficient and well skills in using InDesign. From taking the critique from my classmates, I was able to rework this design and took time to be attentive to detail and what message I want to spread across to an audience.





Design 9 – Illustrated poster

For this illustrator portrait, I referenced a photo I had taken the past year. To recreate the photo in an animated way, I used a software called Procreate on my iPad. I thought this was valuable to show my knowledge of the program because I have seen many designs using the application for creating mockups and quick sketches when communicating with clients. Through this piece I showed my understanding of value, texture and variety in shapes bring the illustration to life. Although this piece was never an assignment, it has been a side project that I was slowing worked on creating. Because this way a personal project I feel I was able to demonstrate my own personal style and through doing so showcase my skillset and attention to detail.



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