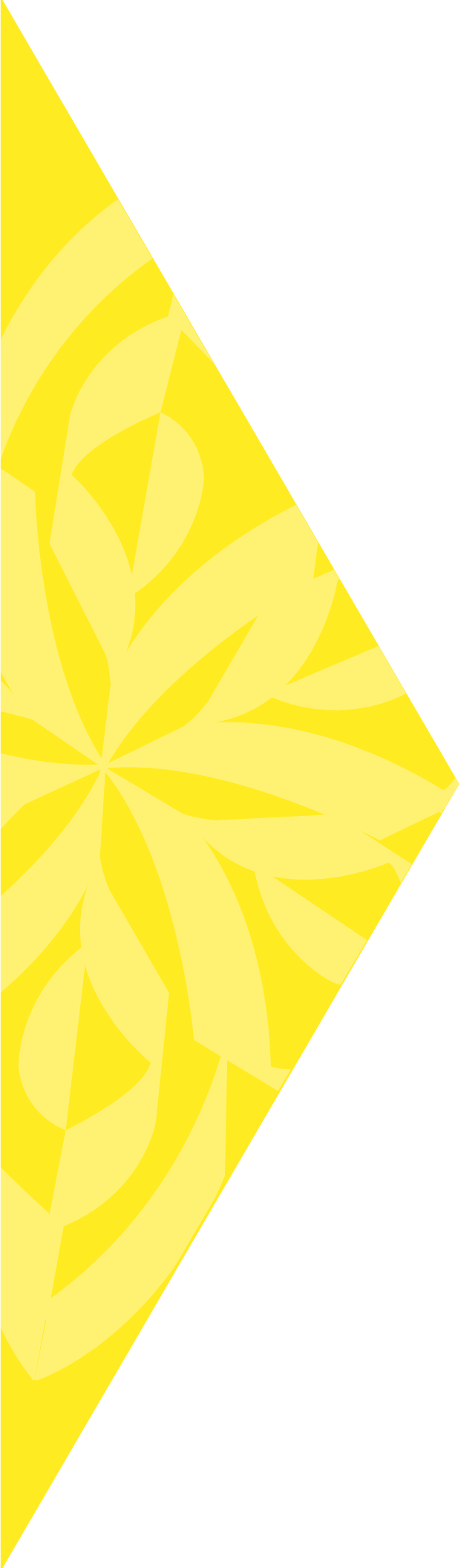




CHRISTINE
O'CONNOR

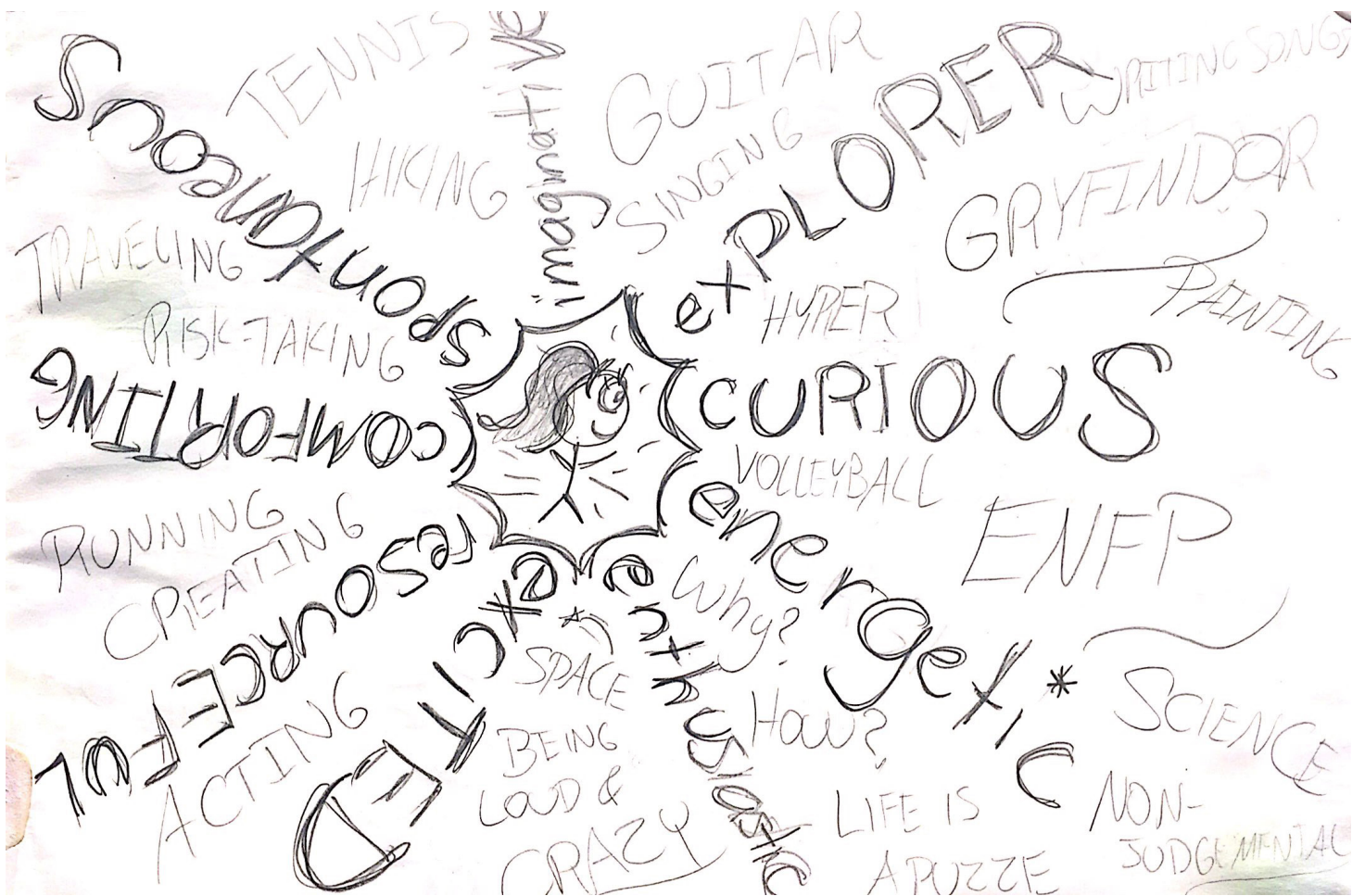
BRANDING PROCESS





SOUL-SEARCHING

A personal brand requires lots of time to **reflect**. I got started by asking people how they would characterize me. Then while I was alone, I would try to describe myself. I also answered a series of questions that gave a better sense of my personality. What was distinct about this task was that it was personal. In the bottom left, you will see some initial sketches I drew in my own diary.



PERSONALITY QUESTIONS

If you could be any character in fiction (book, TV, movie), whom would you be and why?

Jack from Titanic

If Hollywood made a movie about your life, whom would you like to see play the lead role as you?

Anne Hathaway

If you could be a superhero, what would you want your superpowers to be?

To talk to animals

If you could have dinner with anyone, who would it be and why?

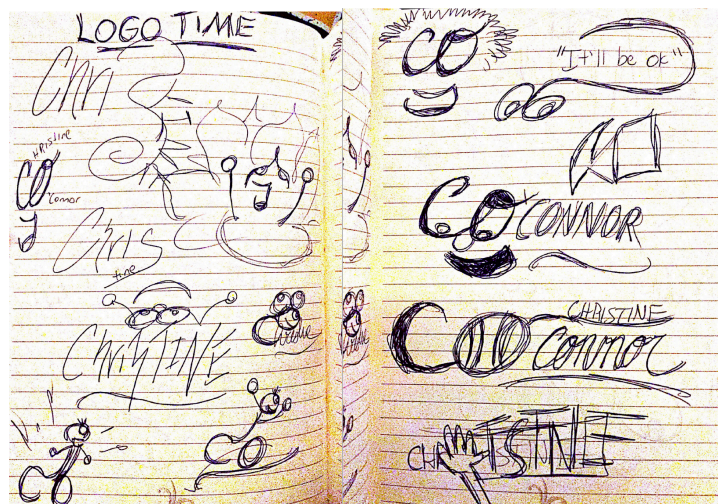
Obama

If you could compare yourself with any animal, which would it be and why?

Donkey because I am a people person but appear a bit strange and embrace it

Who do you admire most and why?

Ellen DeGeneres because she is able to be herself with the entire world everyday and push boundaries



ENFP

EXTRAVERTED, INTUITIVE, FEELING, PERCEIVING

ENFP IS ONE OF THE 16 PERSONALITY TYPES CREATED BY ISABEL BRIGGS MYERS
ALSO KNOWN AS **THE CHAMPION**

EXTRAVERSION ENERGY STYLE
Extraverts are energized by engaging with other people. They approach the world enthusiastically and want to experience the excitement of life.
Keywords: Enthusiastic, Gregarious, Sociable, Expressive

FEELING VALUES STYLE
Feelers value empathy, cooperation and compassion. They believe that everyone has a responsibility to take care of those around them.
Keywords: Passionate, Empathetic, Supportive, Warm

INTUITION COGNITIVE STYLE
Intuitives process information in an abstract, imaginative way. They focus on ideas and concepts that cannot be directly observed.
Keywords: Creative, Imaginative, Unconventional, Forward-Thinking

PERCEIVING SELF-MANAGEMENT STYLE
Perceivers like freedom and spontaneity. They have a carefree attitude towards life and would rather be flexible than structured.
Keywords: Open-Minded, Spontaneous, Adaptable, Whimsical

ENFP STATS

8%
ENFPs make up 8% of the population, 10% of women and 6% of men

Female ENFPs are less likely to suffer heart disease

Male ENFPs are less likely to suffer chronic pain

Common type among academically talented school children

Psychologists rate them as most likely type to have trouble in school

Top personal values include Creativity and Learning

FAMOUS ENFPs

BILL CLINTON

PHIL DONAHUE

MARK TWAIN

EDITH WHARTON

WALL ROGERS

CAROL BURNETT

DR. SEUSS

ROBIN WILLIAMS

DREW BARRYMORE

JULIE ANDREWS

JOAN BAEZ

REGIS PHILBIN

ENFP SUPER POWERS

IMAGINATION
The mind of an ENFP is an exciting and vivid place

ENTHUSIASM
ENFPs love to get excited about people and ideas

FLEXIBILITY
ENFPs always roll with the punches. No plan? No problem!

EMPATHY
ENFPs have a near-psychoic sense about people and can always relate

THE CARE AND FEEDING OF THE ENFP

ENGAGE WITH THEIR IDEAS
ENFPs love talking about possibilities, and are always happy to have a brainstorming buddy

ACCEPT THE PROCESS
ENFPs don't go straight from A to B. Go along for the ride, and you might just learn something unexpected

APPRECIATE ORIGINALITY
ENFPs don't fit in boxes. Love them for their color and their eccentricities, and prepare to be surprised

DON'T FENCE THEM IN
Structure and rules are death to the free-wheeling ENFP. Don't expect them to act like everyone else

ENFP

EXTRAVERTED, INTUITIVE, FEELING, PERCEIVING

typefinder

Presented by TypeFinder
Find out more at www.typefinder.com
ENFP Stats Source: MBTI Manual, Isabel Briggs Myers et al.

Books

Read 8 Want to Read 6 Likes 20

Search for books you've read

Of Mice and Men
about 3 years ago

Charlotte's Web
about 3 years ago

Jogos Vorazes
about 3 years ago

Fallen
about 3 years ago

The Fault in Our ...
about 3 years ago

Paixão
about 3 years ago

Instagram

Recent Photos 1

Like · Comment · 19 C11

Like · Comment · 19 C11

Like · Comment · 19 C11

Like · Comment · 19 C11

Like · Comment · 19 C11

Like · Comment · 19 C11

Like · Comment · 19 C11

Like · Comment · 19 C11

Music

Like Listen Later

100 MANY 2002
Musician/Band

Breaking Benjamin
Musician/Band

Backstreet Boys - Nick Carter
Musician/Band

Daniel Abraham
Musician/Band

Imagine Dragons
Musician/Band

I'M A GOOFY DOOSER!
Musician/Band

Boys Like Girls
Musician/Band

NSYNC
Musician/Band

SUMMER 2015

- Get correct flash-drive
- Organize stuff on computer
- READ
- Netflix
 - o Game of Thrones
 - o The Walking Dead
 - o Heroes
- Music
 - o Write / Learn Songs on Guitar
- PPM Website
- Art ©
- Write Stories – Expand on writing
- Watch Star Wars and Indiana Jones

Check-Ins

Places 15 Cities 21 Recent 41

Niagara Falls, Ontario
Visited on March 17, 2018

Quebec, Quebec
Visited on March 11, 2018

Barcelona, Spain
Visited on May 8, 2017

Dublin Airport
Visited on April 26, 2017

Oslo, Norway
Visited on April 24, 2017

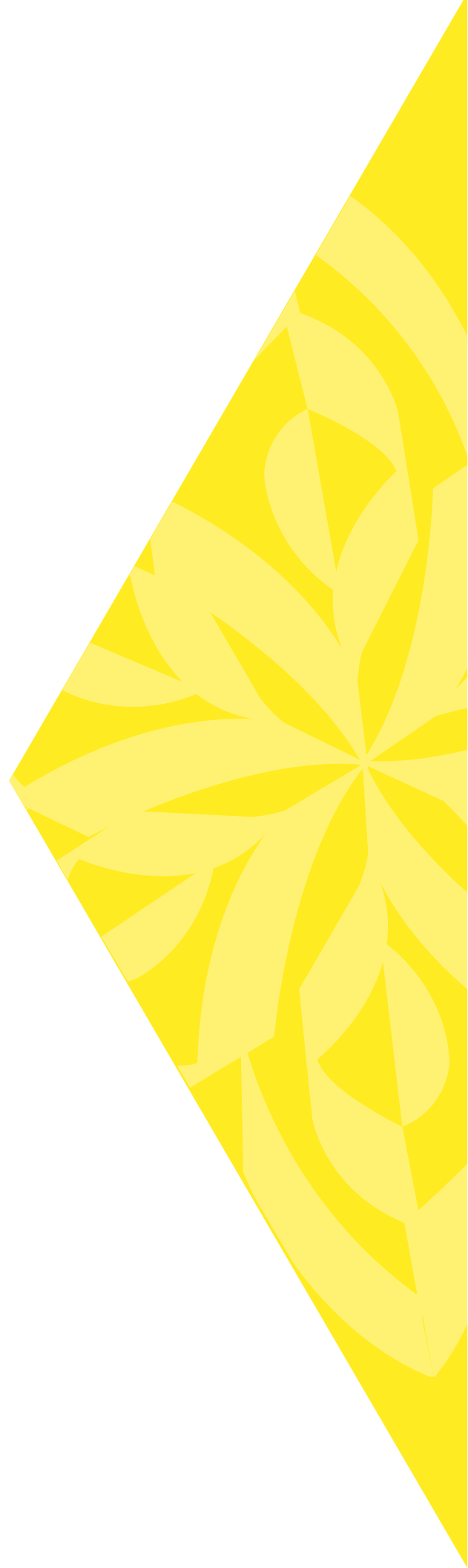
Stockholm Arlanda Airport
Visited on April 22, 2017

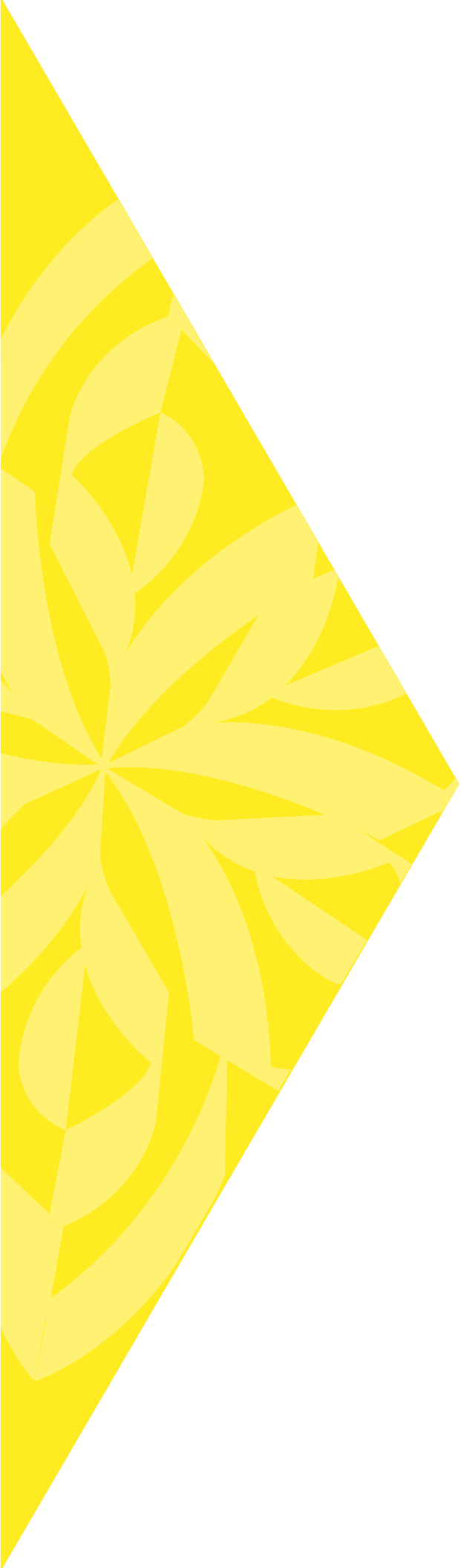
Airport Berlin Schönefeld (...)
Visited on April 20, 2017

Shannon Airport
Visited on April 18, 2017

RESEARCHING

I treated branding myself much like I do for other design tasks. I took some time to go through some of my old folders on my computer, my music, old assignments, and went through my past diaries. Looking and **researching objectively** about myself helped to uncover certain information that I wouldn't have if I reflected without references.





BRAINSTORMING

These sketches began the continuous process of **broadening my thoughts**. Having no limitations, I was able to come up with numerous ideas. There were some logos that I liked and continued further in my compositions. Overall, I learned more about myself because I was constantly looking for new alternatives.

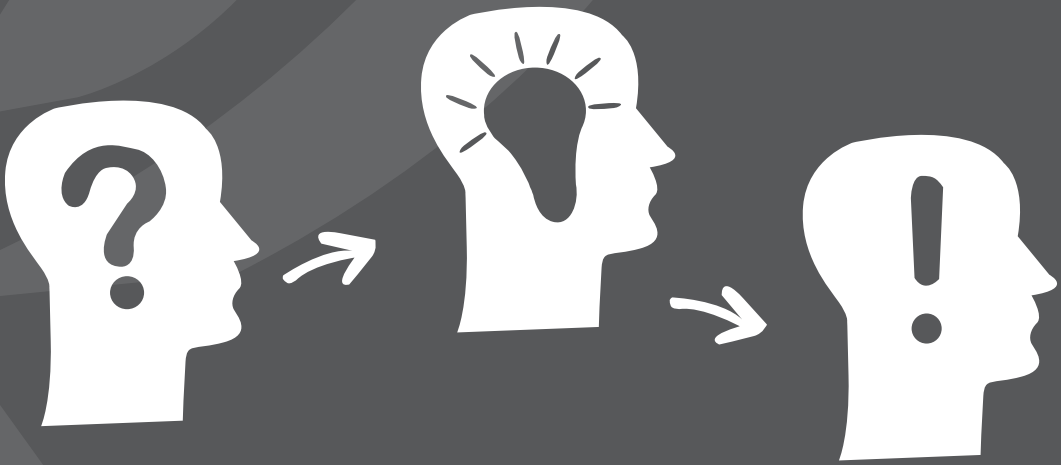
LOGO sketches





LOGGO

DEVELOPMENT



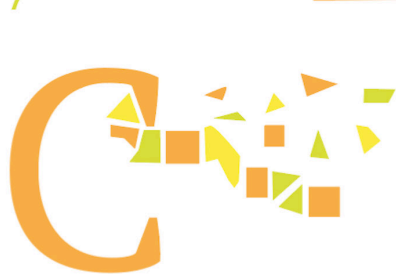
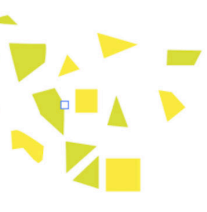
CHRISTINE
O'CONNOR



CHRISTINE O'CONNOR



CHRISTINE
O'CONNOR



CHRISTINE O'CONNOR



ROUND 1 | Brainstorming

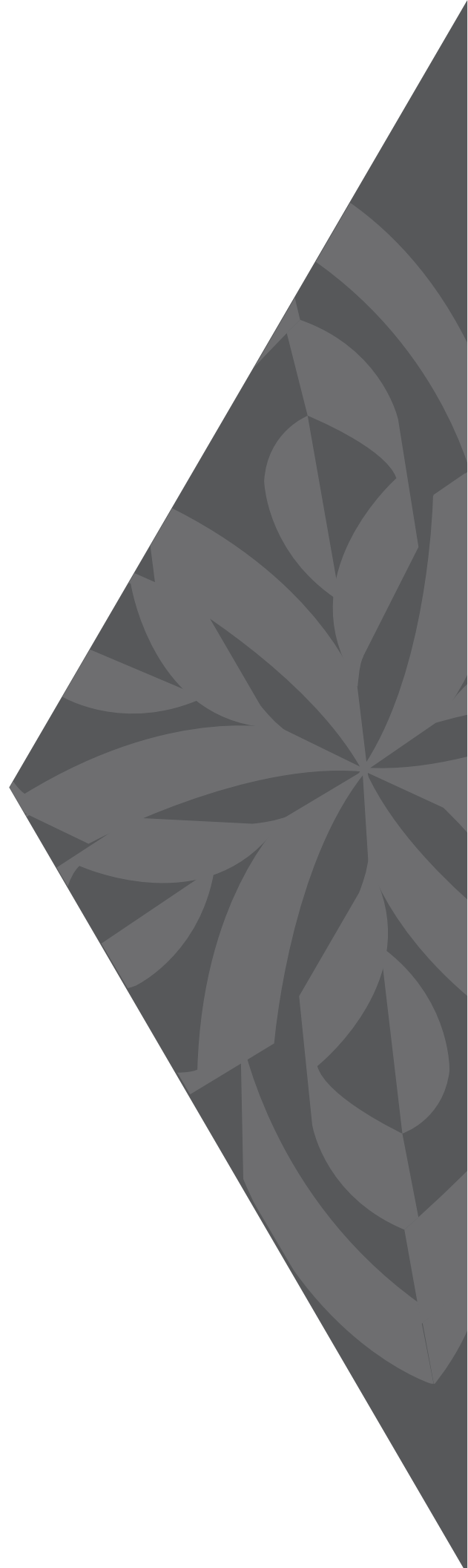
Through this first round of designing, I understood something about myself and why it was so hard for me to create a logo. I love to brainstorm and it is hard for me to settle on one path. This is represented by the scattering shapes in many of my logos. Ever since I was little I have always been interested in a variety of subjects. I wanted to be an astronaut, an astrophysicist, an artist, a teacher and so much more. I know I will never settle on one path, that I love having loads of options and am always wanting to think of more.

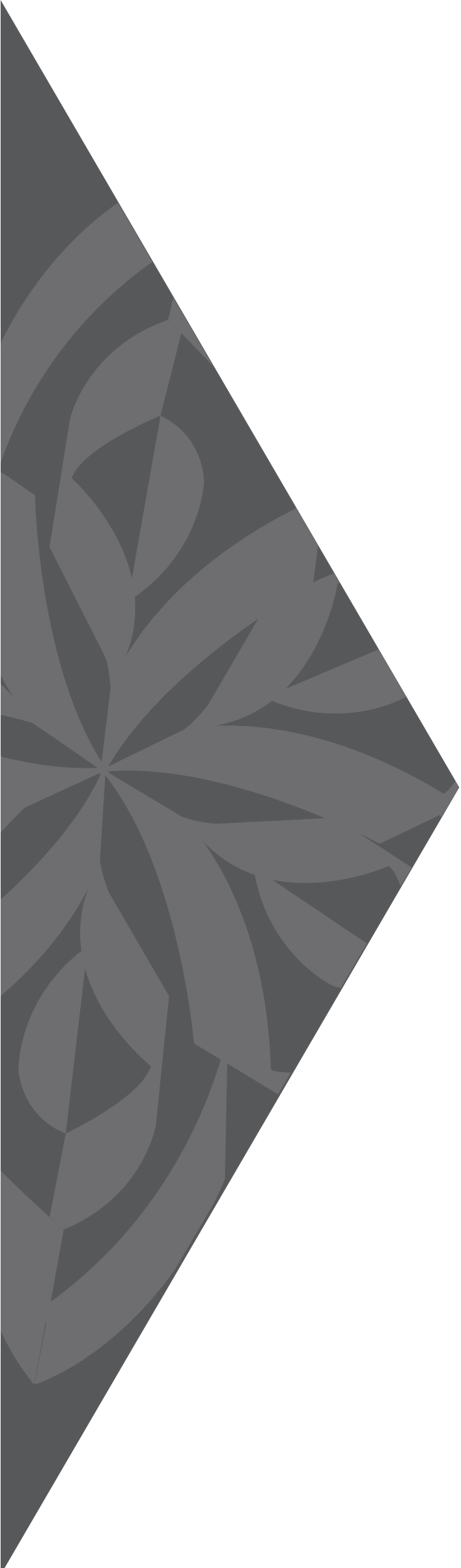
PROS

- Brightly colored
- Has a "free flowing" feel
- Explains my personality

CONS

- Dandelion is overdone as a logo
- Unable to tell my personal story to an employer through this logo idea





ROUND 2 | Nature / Guitar

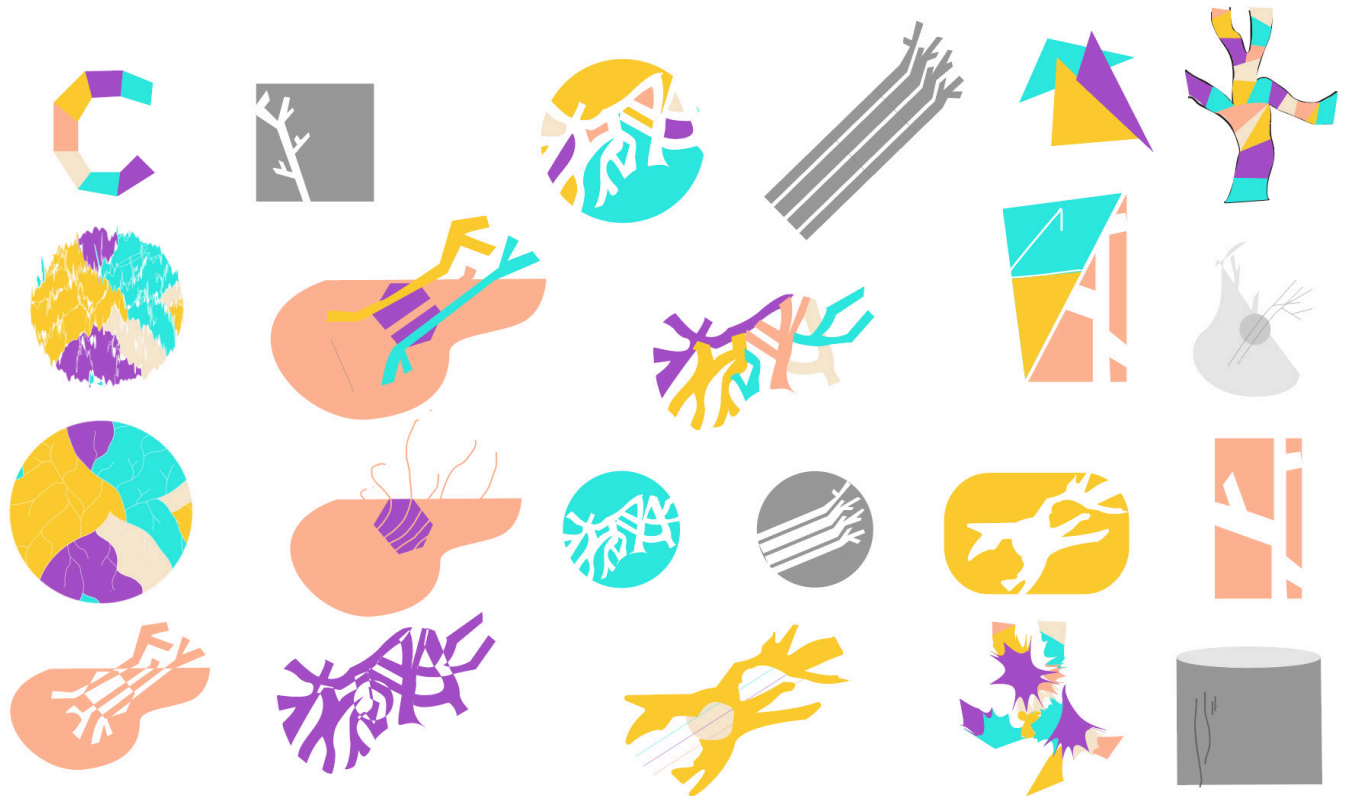
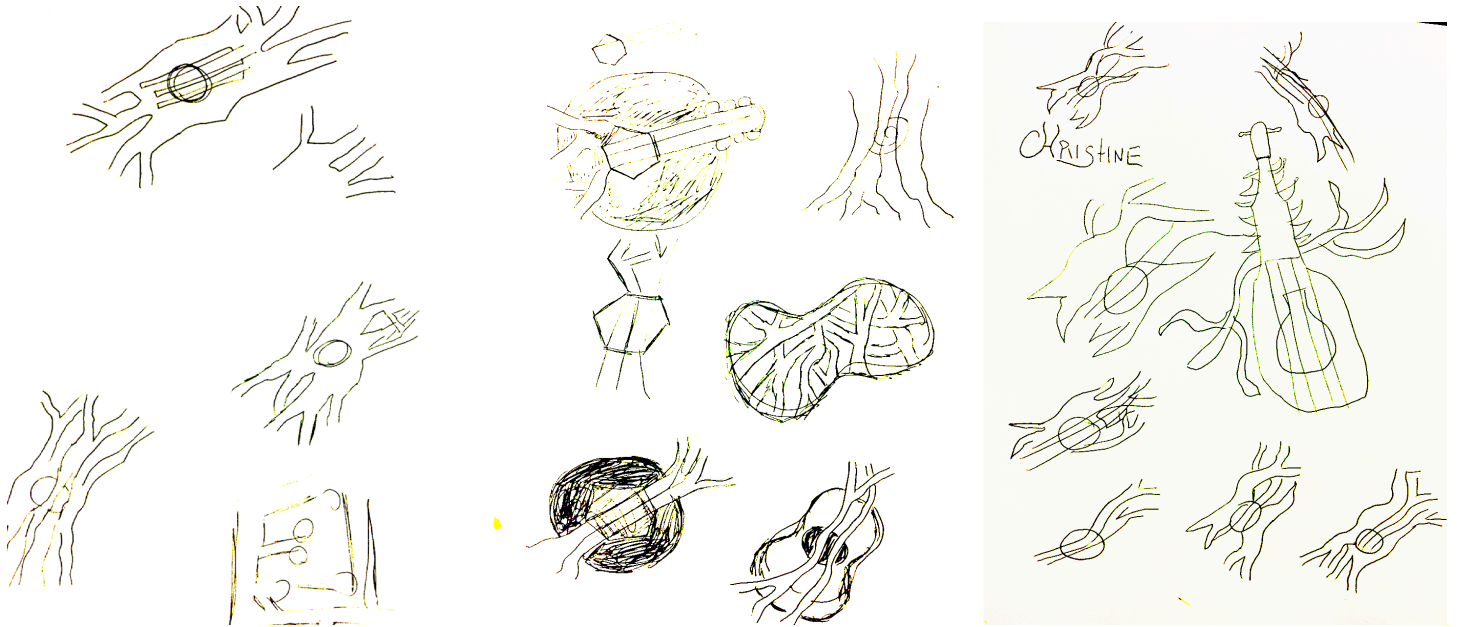
After realizing that there were many dandelion logos, I wanted to take a different path with my next set of logo designs. During my free time I love to play guitar and take walks through the woods. I began by sketching and then solidifying the ideas in illustrator. In some sketches, I focused on the guitar strings being branches to bring the two ideas together.

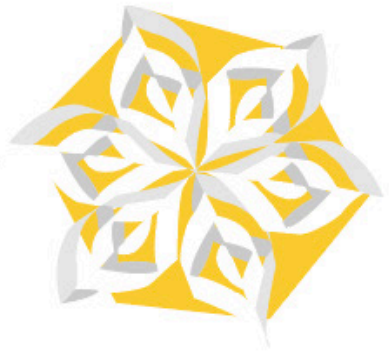
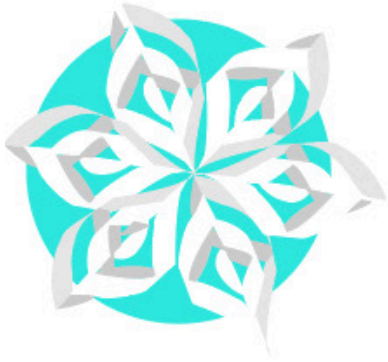
PROS

- Shows where I gather my inspiration
- Brings two ideas together

CONS

- Doesn't relate to my design career
- May be misconstrued as a musical or nature logo





ROUND 3 | Snowflake

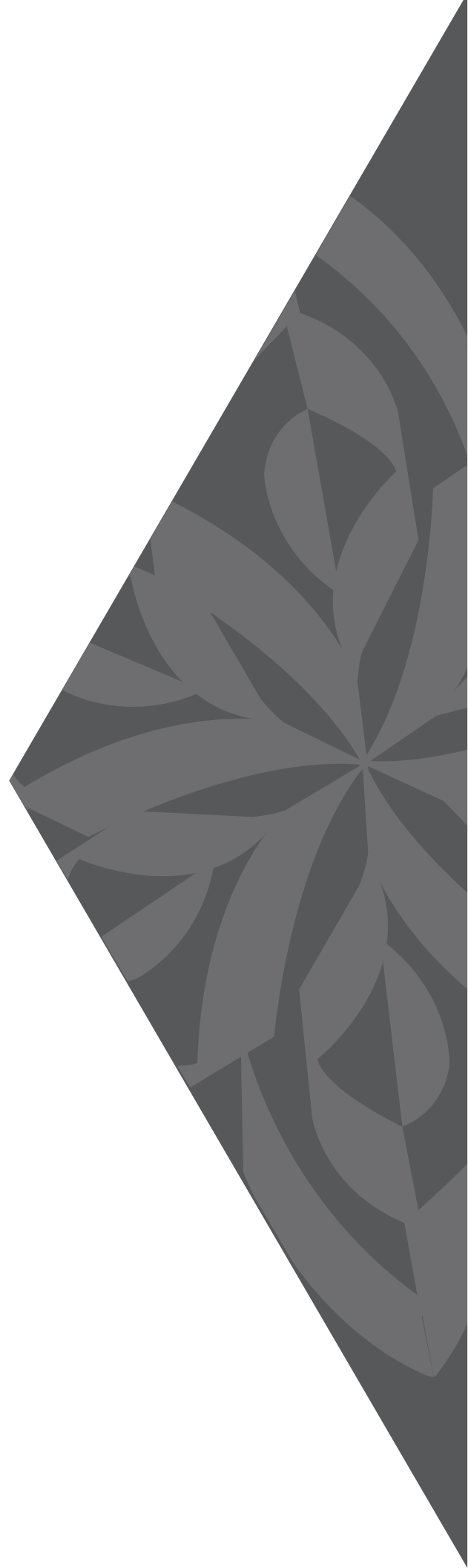
Finally, I was following down a path I felt more sure I could turn into my ultimate logo. I remembered a time when I would make crafts for my Mom's friends when I was very young. During Christmas time, I would spend hours crafting large snowflakes for everyone I knew. I realized after reflecting on this memory, that doing projects for others has always made me happy, and it is the very reason I am a designer.

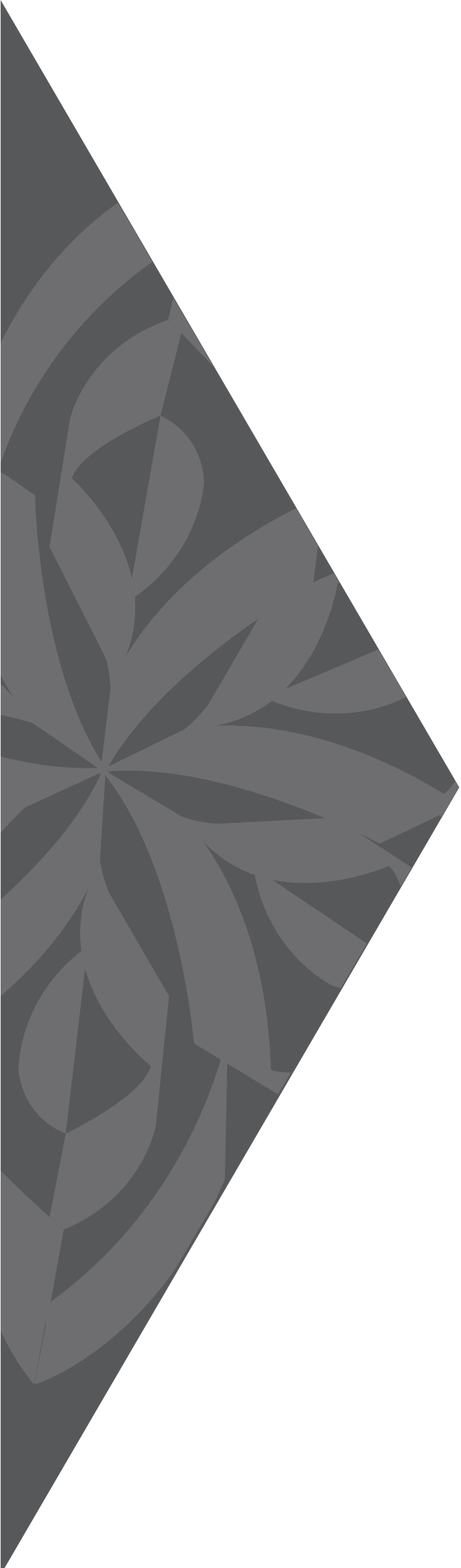
PROS

- Represents why I love to design
- Has a unique structure
- Represents a childhood story

CONS

- Must be simplified to feel more like a logo





ROUND 4 | Solidifying Ideas

This was the final stage of developing ideas before designing my final logo. I wanted to experiment with presenting the snowflake in circles, triangles and swirl shaped figures. Laying them all out side by side, I saw that the swirl with the snowflake together appeared too busy. From these options, I made sure to ask other people their opinions. One suggestion that stood out to me was that the tilted triangle had a “quirky” effect.



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR

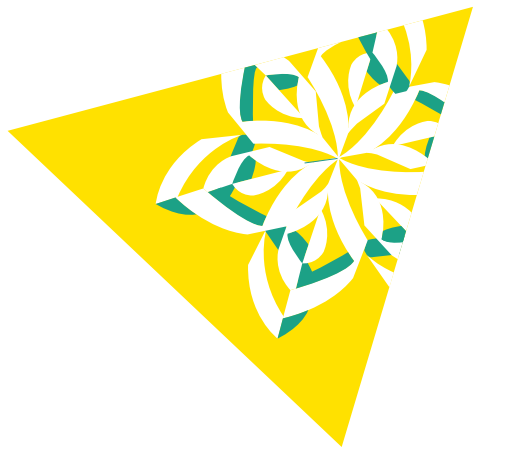


CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR

Primary Logo



CHRISTINE
O'CONNOR

Secondary Logos



CHRISTINE
O'CONNOR



CHRISTINE
O'CONNOR



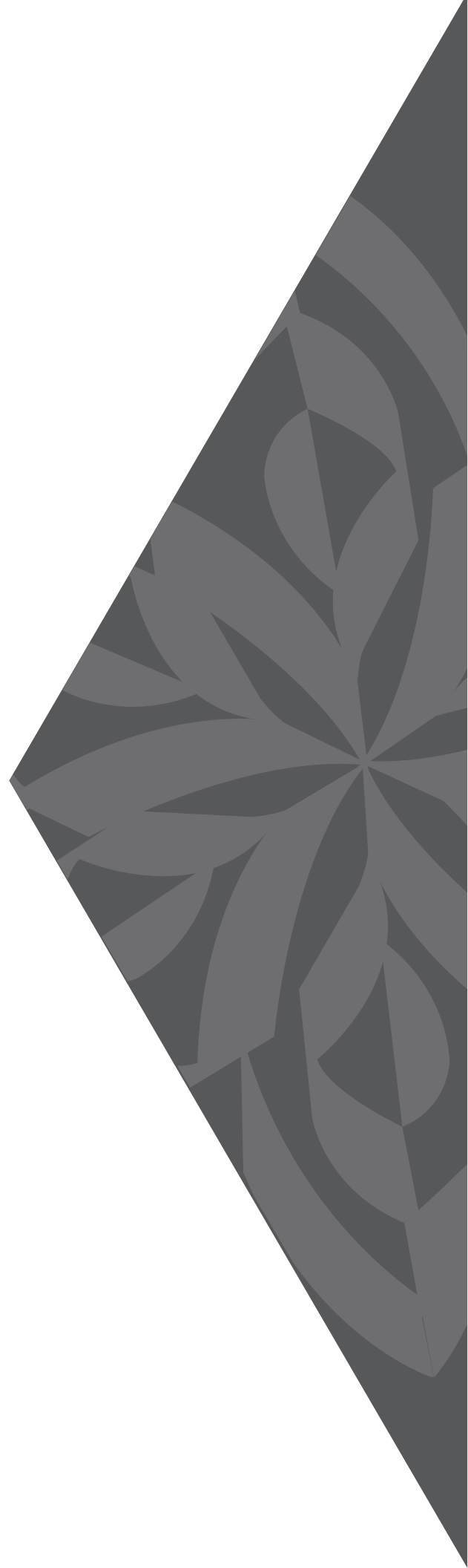
CHRISTINE
O'CONNOR

FINAL LOGO

After viewing different versions of how to present the snowflake, I was sure that I wanted yellow as the color and I wanted a white snowflake. I also found that I would have to use a dark color for the text because the information would not be clear using a light color. As for the shape, having heard from several people that the tilted triangle had a quirky effect, I decided that this fit my personality best.

TOUCHING UP

There were some minor touch-ups I had to fix before presenting the final logo. Initially, the logo appeared a bit lighter overall which did not stand out as much. Changing the saturation of each color help to make the logo brighter. As for the shape and to get the snowflake symmetrical, I had to fine tune the edges several times.



The background of the image is a solid green color with a pattern of overlapping, semi-transparent leaf shapes in various shades of green, creating a textured, organic feel.

BRANDING PRINTS





RESUME | Past Versions

I had made resumes in the past but now it was time to brand and finalize what I had. The large image on the left represents my initial resume, it was sectioned off into rows. I knew I wanted to change the grid-structure so there would be more than one column and there would be more room for additional information. The large image on the right represents my second attempt as I was figuring out my brand. I played with the grid structure to be two columns and I added the logo and the “reach out” section.

PROS

- Fits all of my information with two columns
- Easy to read with bold headers

CONS

- The header does not relate well with the design
- New brand must be incorporated
- No icons
- Address and website are separated



CHRISTINE O'CONNOR

christinesconcepts.design

oconnorc95@aol.com

914 255 2042

Eastchester, NY

linkedin.com/
christineoconnorc95

christines_concepts

flickr.com/people/
144395311@N05/

Awards

Dean's List
Fall 2014 - May 2018

Skills

Proficient in
InDesign, Illustrator,
Photoshop, Dreamweaver,
HTML/CSS, Lightroom, Sketch
Powerpoint, UX/UI Design,

Experience with

Muse, Javascript,
Flash/Animate, Outlook,
After Effects, Invision,
Experience Design

Education

Quinnipiac University, Hamden, CT
Bachelor of Arts in Interactive Digital Design
Minor in Computer Science

University College Cork, County Cork, Ireland
Study Abroad Experience, January 2017 - May 2017

Experience

Havas Health & You, Madison Ave, New York, NY
Creative Production Internship, June - August 2017
Collaborated with production team to produce prints during
their final stage of development

Quinnipiac Polling Institute, Hamden, CT
Poller, September - December 2016, January - March 2018
Surveying residents across America about the 2016 political
election and issues in the news

Havas Health & You, Madison Ave, New York, NY
Junior Art Director Internship, June - August 2016
Collaborated with large team to re-brand the company through
their website, social media and internal promotions

STEM Program: Next Level Day Camp, New Rochelle, NY
STEM Assistant and Counselor, June - August 2015
Introduced STEM (Science | Technology | Engineering | Math) to
children ages 7 - 13 in the areas of coding and problem-solving

Parish Property Management, Pelham, NY
Graphics Artist, June - August 2014, January 2018
Created company banner presented on Cardinal Hayes High
School, assisted with company e-filing and phone reception,
designed/coded company website and collaborated with IT to
develop company mobile app utilizing Fulcrum

Involvement

AICA Quinnipiac Student Group, Treasurer, 2017-2018
Regulated activities within the budget given by the University

Alpha Phi Omega Member, 2017-2018
A community service co-ed fraternity

The Agency, 2018
Designed the Agency's website and worked on UX/UI design
for Sikorsky Aircraft

QU Mock Trial 2015 - 2016
Competed against schools in a simulated trial experience

RESUME | Final Version

Bringing over elements from past versions, I decided to keep the two-column grid and the bolded header sections. It made sense to bring the narrower column to the left so the logo had its own place to sit. I incorporated the green within the rest of the resume through the icons and section headers. This layout also made room for additional information.

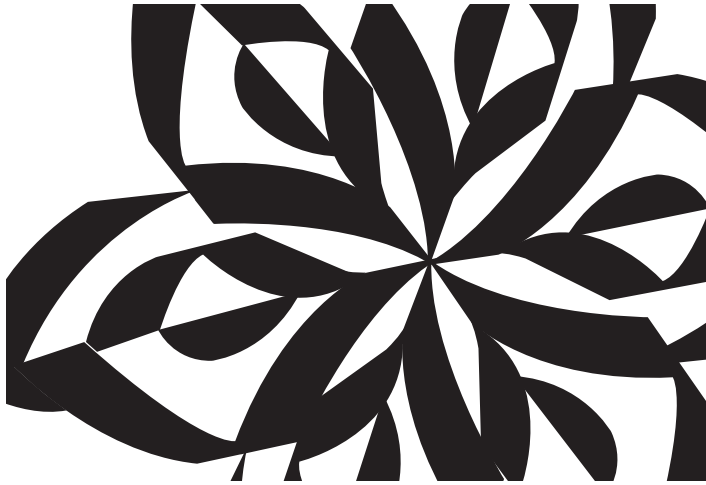




BUSINESS CARDS | Research

Having never made my own business card, it was important to research and see how other graphic designers displayed their content. What I noticed was that each designer played with their grid-structure to work with their graphic elements. I also saw that it was a trend to have the back a solid color and the front to have the majority of the information with color accents.





CHRISTINE
O'CONNOR

Bleed area: 3.46" x 2.32"

Trim: 3.30" x 2.16"

Safe area: 3.14" x 2.0"

USING MOO GUIDELINES

The company “MOO” has a specially-sized business card where the height is slightly longer than the average size of most business cards. I thought this would differentiate myself from others because it would feel unique in someone’s hand. To use MOO’s template, I had to alter my design and use unique guidelines to make sure the proportions were correct.

USING RAISED SPOTGLASS

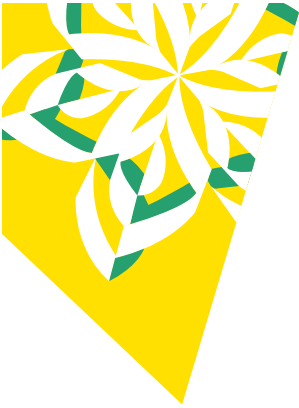
What is also special about the company “MOO” is their raised spotglass option. This allowed me to raise elements within my design such as the snowflake and my name. In Illustrator and Indesign, I had to make separate files to show the company what exactly I wanted to be raised. The black elements to the left represent what would be raised in my design.





BUSINESS CARDS | Final

I wanted to incorporate my logo on the front of my card as well as the back of my card. On the front, I presented the information in one column for simplicity and had the logo expand over the corner. By enlarging the logo, the viewer can clearly see the pattern within the triangle. On the back, I used the white version of the snowflake to make backgrounds with alternating colors.



CHRISTINE O'CONNOR

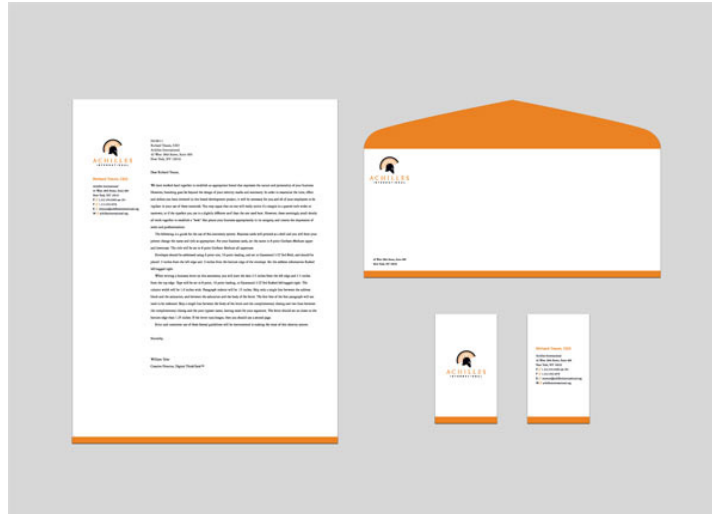
 christinesconcepts.design

 oconnorc95@aol.com

 914 255 2042

 Eastchester, NY





LETTERHEAD | RESEARCH

When researching, I found that many letterheads relate heavily to the envelope as well as the business cards. Going forth with the brand, I knew to make sure that past elements were included within the letterhead. Looking at these different designs side by side, I felt drawn to the two-column grid in the top right because it felt clean. Furthermore, using two columns would resemble the layout that I used for the resume.





LETTERHEAD | FINAL

In my final letterhead, I used the information I learned from my research to format a document that was on-brand and clean. Using a two-column grid structure allowed there to be white space on the top of the text to give the reader breathing room. I placed the logo and contact information in the corner alone on the left to allow the header text to stand out. On the bottom of the page, I incorporated the snowflake once again as well as the color green used in the header text in the document.



CHRISTINE
O'CONNOR

christinesconcepts.design
oconnorc95@aol.com
914 255 2042

To whom it may concern,

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

Christine O'Connor





ENVELOPE | Research

I saw that the envelopes that were brighter were the most intriguing to look at. I didn't want to make my envelope white but after reviewing other examples I understood that I might have to use a color closer to white to have a bright envelope.





ENVELOPE | Final

I used a lighter tone by mixing the green and yellow to create a brightly-muted color. This allowed me to lay the snowflake comfortably on top of the background while still not making it too distracting for the information to be written on the back. I used the horizontal logo to allow room for my address to be written out underneath my name.

 **CHRISTINE
O'CONNOR**
8 Joan Drive, Eastchester, NY

 **CHRISTINE
O'CONNOR**
8 Joan Drive, Eastchester, NY



CHRISTINE
O'CONNOR

LOGO VARIATIONS



TYPOGRAPHY

Montserrat Extra-Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR PALLET



R 247 G 227 B 101
C 4.57 M 5.49 Y 73.31 K

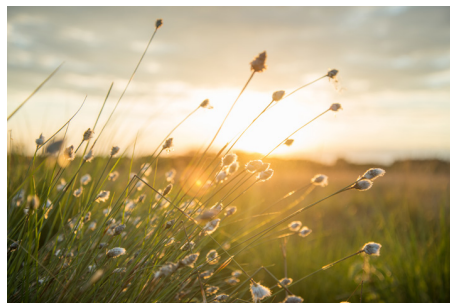


R 95 G 187 B 148
C 62.2 M 2.49 Y 53.8 K 0



R 88 G 89 B 91
C 0.0 M 0.0 Y 0.0 K 80.0

INSPIRATION



BRAND BOARD | Initial Design

Moving on from the logo, I wanted to specify exactly what my final brand would entail. In my first version of the brand board I used a three-column grid to lay out the information. I presented different images that I thought related to the mood of my brand but also represented its colors.

PROS

- Enough spacing for all the information
- Good grid structure
- Ordering of information is easy to follow

CONS

- Images are not personal
- The snowflake icon for the colors is repetitive against the logo image above
- The green line blocking off the primary logo does not fit in with the rest of the design



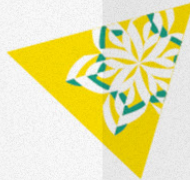


BRAND BOARD | Pictures

One important improvement I wanted to add to the brand was my own personal touch. I thought that after creating a logo about something I used to do as a child, I better create it again and present it with my brand! On the bottom right is my hand-crafted snowflake. On the right of that is a pillow of mine I kept at college. The two other images were taken during the fall-time and represent the green and yellow within my logo. The one on the top left was taken for my photography class and the bottom right was taken in my own backyard a couple years ago.



PRIMARY LOGO



CHRISTINE
O'CONNOR

TYPOGRAPHY

Montserrat Extra-Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOGO VARIATIONS



COLOR PALLET



#f7e365
R 255 G 224 B 0
C 2.0 M 7.0 Y 99.0 K 0



#27a06f
R 95 G 187 B 148
C 62.2 M 2.49 Y 53.8 K 0



#58595b
R 88 G 89 B 91
C 0.0 M 0.0 Y 0.0 K 80.0

INSPIRATION



BRAND BOARD | Final

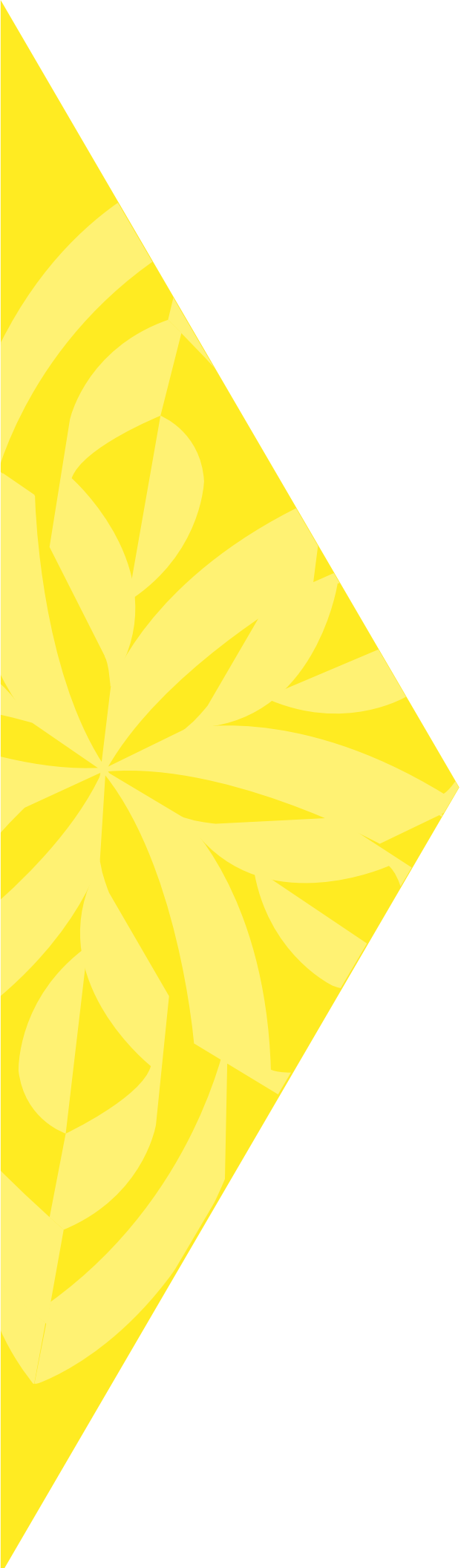
After reviewing the positives and negatives of my last composition, I developed my final brand board. I used the three-column grid structure from the last comp but added lines to section off the information. In the color pallet, I decided to use the snowflake's outline to represent each color. Unlike the last comp, this makes each section feel more distinct. I also replaced the stock photos with my own photos to add a personal touch to the piece.



The background is a vibrant yellow color, overlaid with a pattern of semi-transparent, overlapping leaf shapes in various shades of yellow and light green. The leaves are stylized and radiate from the center, creating a sense of growth and organic form.

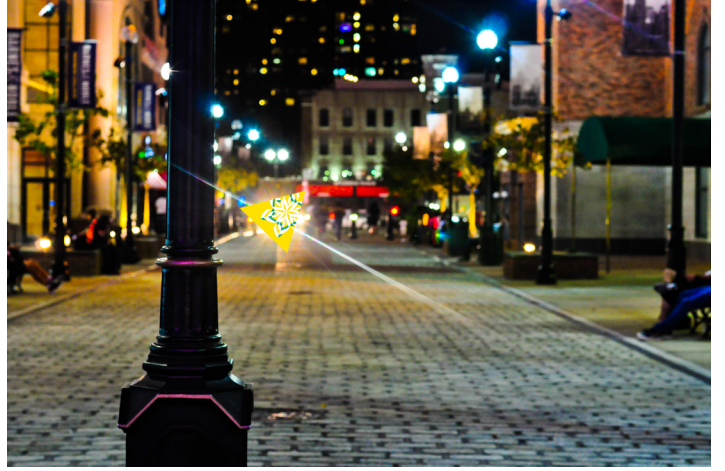
DIGITAL BRANDING





WEBSITE HEADER | Pictures

I decided to first look at my own photos to see if anything worked with my brand but most did not seem to fit. I thought for a moment to use the rays of the sun to make my logo shine such as the top left image. However, I realized there was a clashing of ideas with using my snowflake logo to depict a sun. After playing with several photos it was evident that I needed to go in another direction.



CHRISTINE'S CONCEPTS

Bring Your Vision To Life With Design!

f t i g+

CHRISTINE'S CONCEPTS

Bring Your Vision To Life With Design!

f t i g+

CHRISTINE'S CONCEPTS

Bring Your Vision To Life With Design!

f t i g+

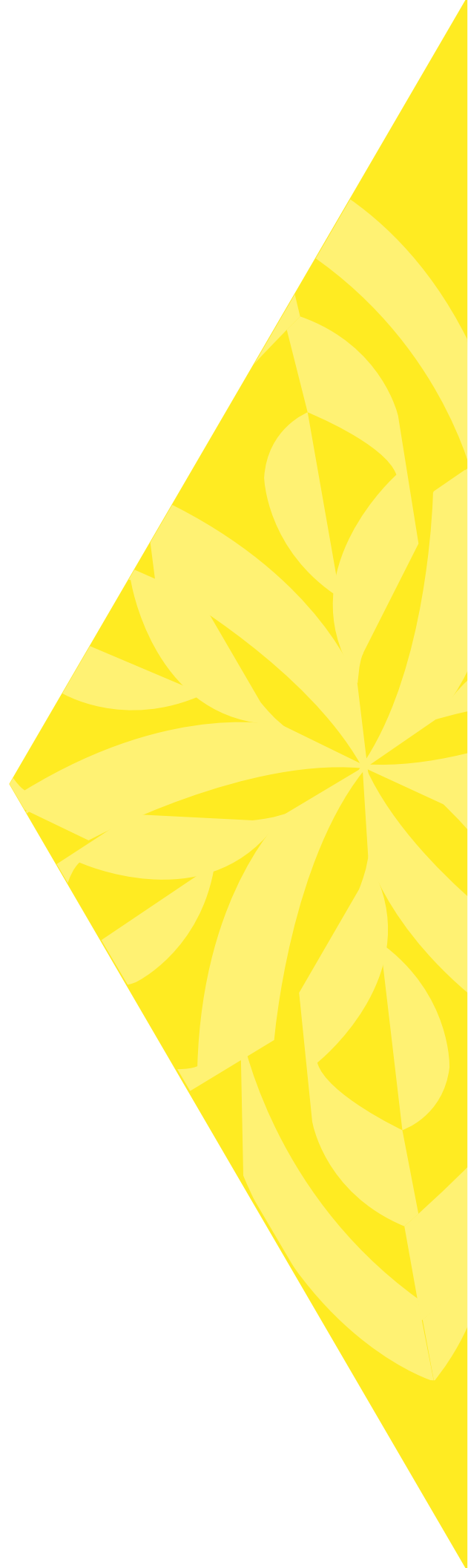
CHRISTINE'S CONCEPTS

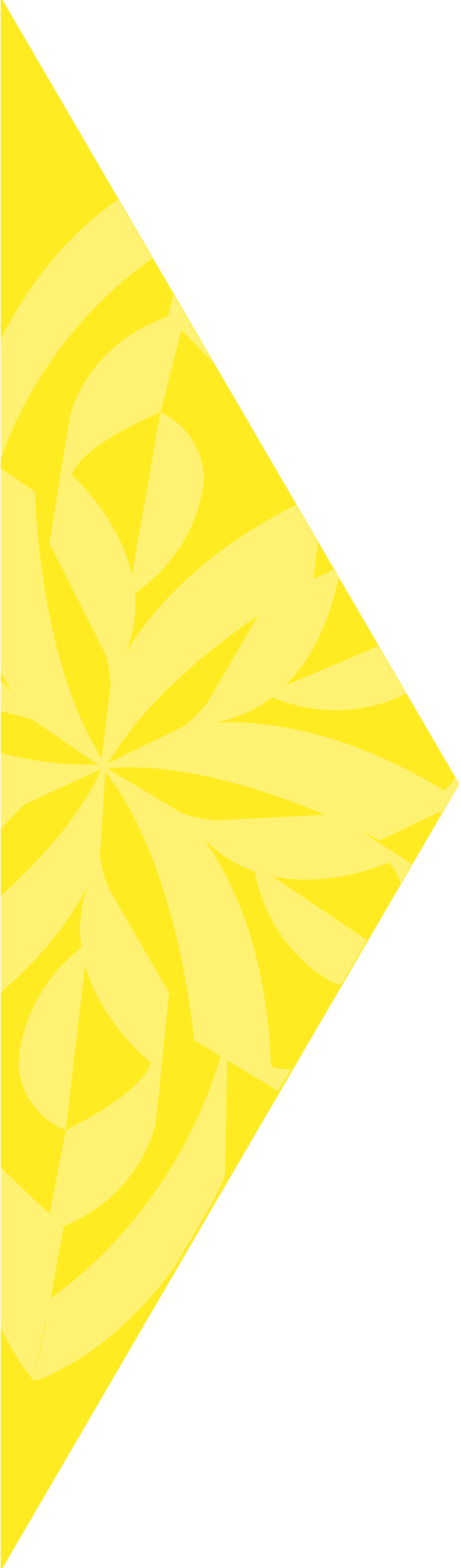
Bring Your Vision To Life With Design!

f t i g+

WEBSITE HEADER | Vector

Using elements within the logo and playing with the the three colors, I was able to present cleaner versions of what my header for the website might entail. The two large images on the top were the ideas I settled on. I liked the first version because it didn't feel too flat but the logo was not presented seamlessly within the design. In the second version, I was able to have the logo incorporated within the design but overall the header felt flat. Going forth, I knew I had to do something to the second version for the header to give the content more debth.





FINAL WEBSITE

Finding the vector headers to be closer to my brand, I used the yellow background and added a lighter gradient around my content to add volume to the design. I wanted a full background so it would look similar on all digital platforms. To condense the information, I removed the subtext from the tablet and iphone because I didn't want smaller text for the front page on smaller devices.





CHRISTINE
O'CONNOR

914-255-2042

occonnorc95@aol.com

christinesconcepts.design

www.linkedin.com/in/christineoconnor95