

The title is presented in two lines. The first line, "GRAPHIC & CONTENT", is set against a dark blue rectangular background. The second line, "DESIGN PORTFOLIO", is set against a lighter blue rectangular background. Both lines of text are in a white, all-caps, sans-serif font. The entire title is framed by multiple thin, horizontal blue lines that extend to the left and right of the text blocks.

GRAPHIC & CONTENT

DESIGN PORTFOLIO

RonZel Hendrix

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Introduction

I am a visual content creator who loves bringing client's ideas to life through graphic design, illustration, and photography. Originality and personality in my work is important. The goal is to brighten the lives of those who come in contact with my work.

Logo Design

Client:

THE WONDERS OF CLEANING LLC

The main objective was a logo that told a story of someone cleaning in a creative way. I made sure to include the core of what was special to my client in an effect way. I focused on using bold shapes that would stand out when small. Also, I made sure to add details and personality by adding the look of the (T) being cleaned away.



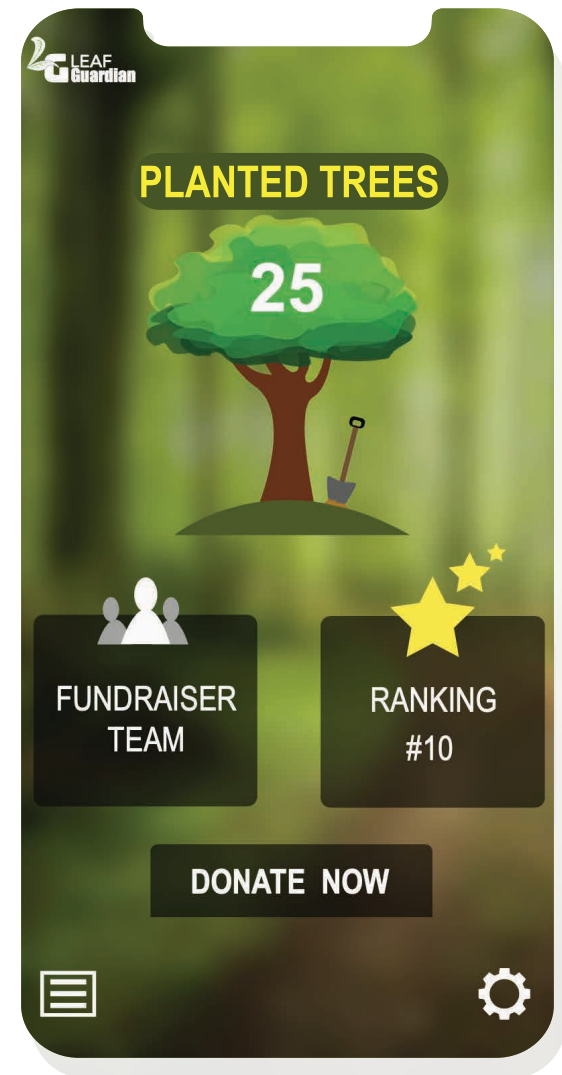
Idea Progression:

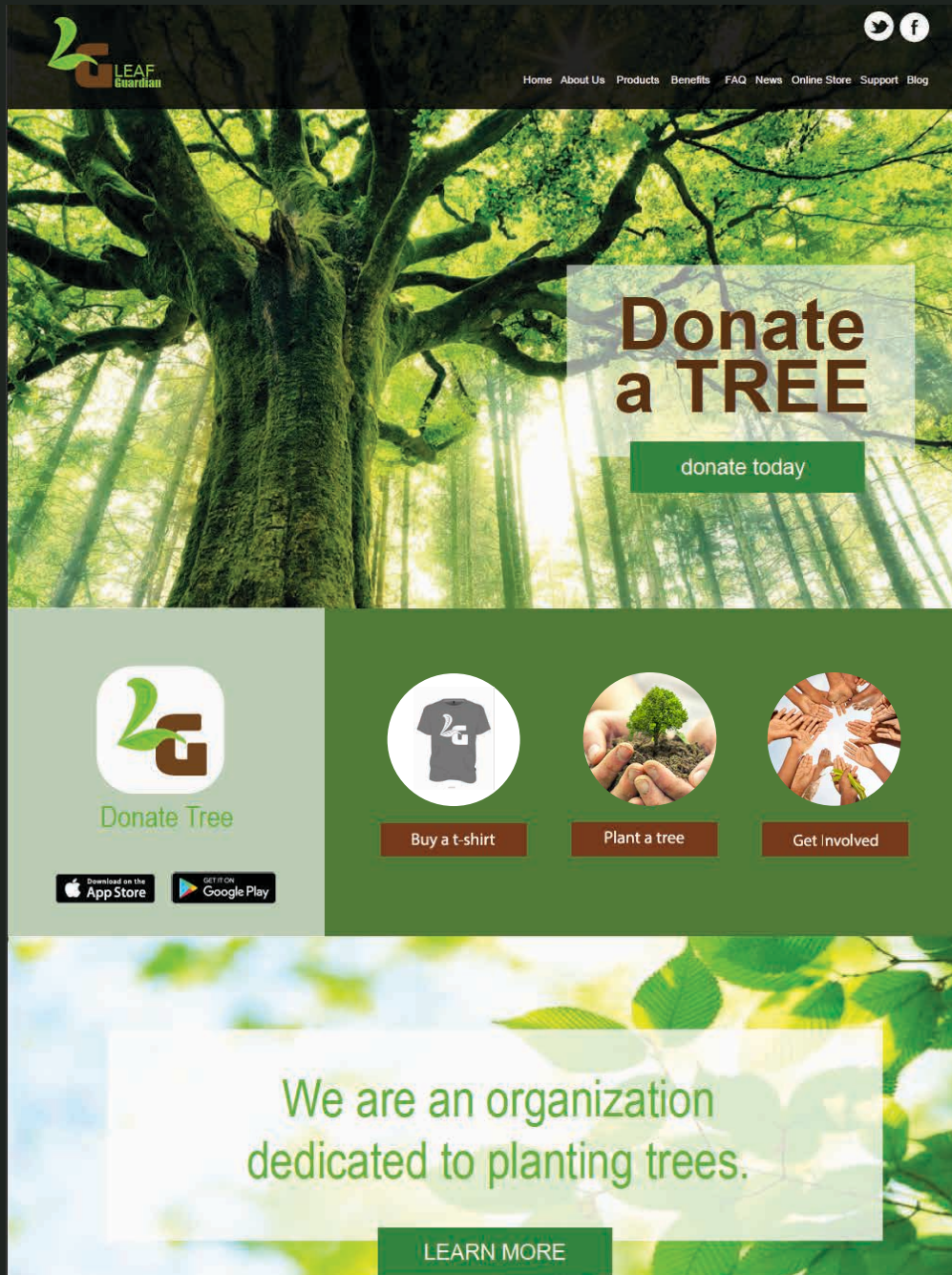


Website & App Design

Client:
LEAF GUARDIAN

This is a concept branding project. Leaf Guardian fights deforestation by participants, and fundraiser teams donating trees that will be planted. Each participant can track the amount of trees planted, and see their impact. This project included branding, logo, website, and app.





LEAF Guardian

Home About Us Products Benefits FAQ News Online Store Support Blog

Donate a TREE

donate today

Donate Tree

Download on the App Store GET IT ON Google Play

Buy a t-shirt Plant a tree Get Involved

We are an organization dedicated to planting trees.

LEARN MORE

Trees are Worth More to Economy Alive

TREES INCREASE BUSINESS TRAFFIC

Studies show that the more trees and landscaping a business district has, the more business will flow in. A tree-lined street will also slow traffic – enough to allow the drivers to look at the store fronts instead of whizzing by.

[read more](#)



BUY a T-Shirt
FAQ
Get Involved
Events
Take a challenge
Plant A Tree



protector@leafguardian.com
(888) 888-8888
Leaf Guardian
495 Goodwin Ln.
Ansonia CT 06401



Illustration

Client:
PRODUCTIONS BY JENSON

The project is a album cover for a single called Broken. The genre is heavy metal, and research was done to insure my work embodied the dark style that is in most of the covers. The illustration is a broken mask. The mixed media illustration consists of graphite, indian ink, and photoshop. The single is in consideration for Grammy nomination.



Print Design

Client:
PLUS ONE DEFENSE SYSTEMS

The spread below is part of a promotional booklet for the premiere martial arts school. I started by photographing the founder then completed the spread in adobe Indesign. The most important aspect was to convey the tranquil nature of the style.



Product Photography

Client:
ARETHUSA FARM

These photographs were used for social media promotion. I made sure to highlight the products so it looks just as good as it taste. The use of texture was the main focus. The background was blurred so those present textures can pop. The photos show viewers the creaminess of the ice cream, the crispiness of the donuts, and how smooth the cheese is.



Thank you for viewing my portfolio.

