



# Sylvia Shealy

Graphic Designer,  
Illustrator

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[SSHEALYSTUDIO.COM](http://SSHEALYSTUDIO.COM)

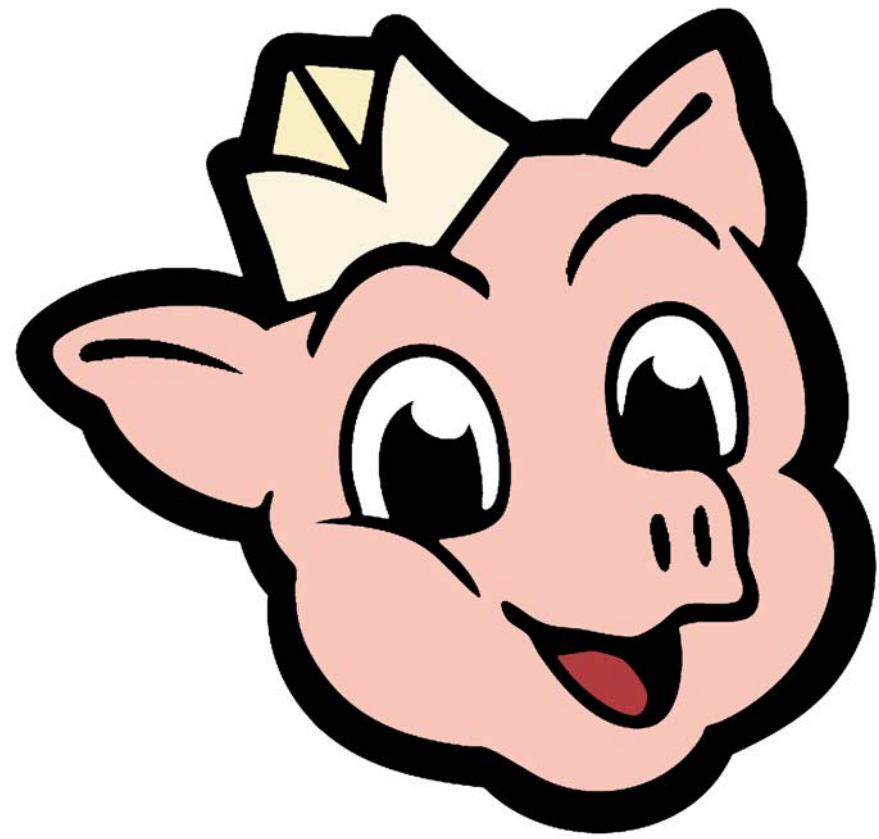
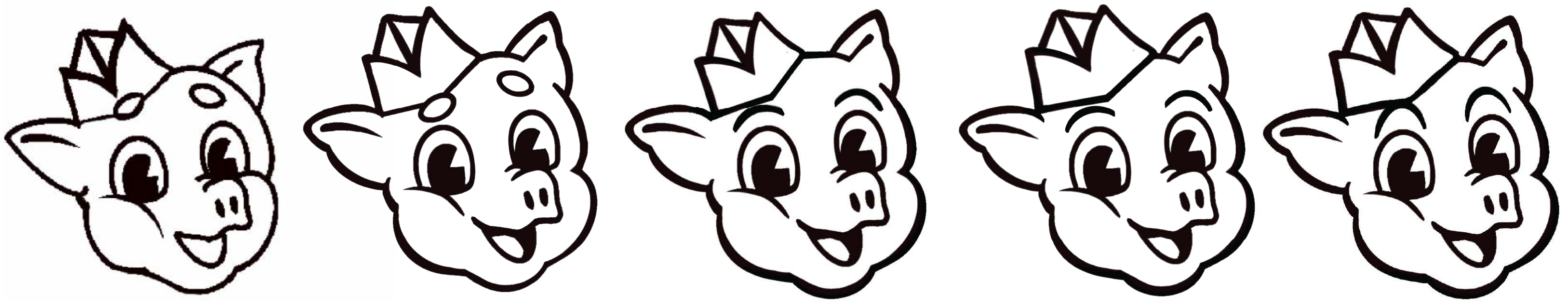
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[SYLVIASHEALY@SSHEALYSTUDIO.COM](mailto:SYLVIASHEALY@SSHEALYSTUDIO.COM)

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**LOGO + MARKETING**

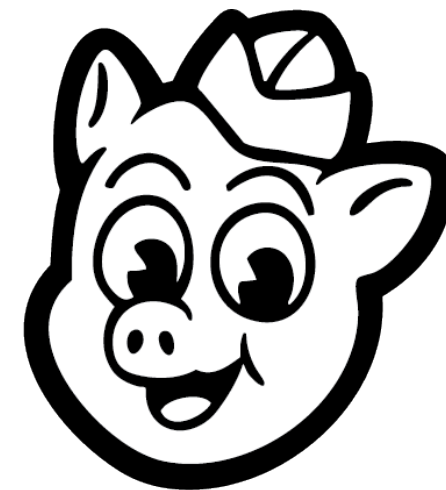


# piggly wiggly

## **PIGGLY WIGGLY REBRAND**

Procreate, Adobe Illustrator, Adobe Photoshop

This project focuses on reimagining the brand identity of Piggly Wiggly as a more modern and engaging grocery store while still keeping its recognizable personality. Working as part of a team, I took on logo design, out-of-home marketing, social media, and pattern development. I used bold shapes, simplified forms, and a playful tone to create a system that feels both updated and approachable. The goal was to create a cohesive identity that could exist across multiple touchpoints.



**piggy wiggly**

**PIGGLY WIGGLY REBRAND:  
FINAL LOGO**

Procreate, Adobe Illustrator



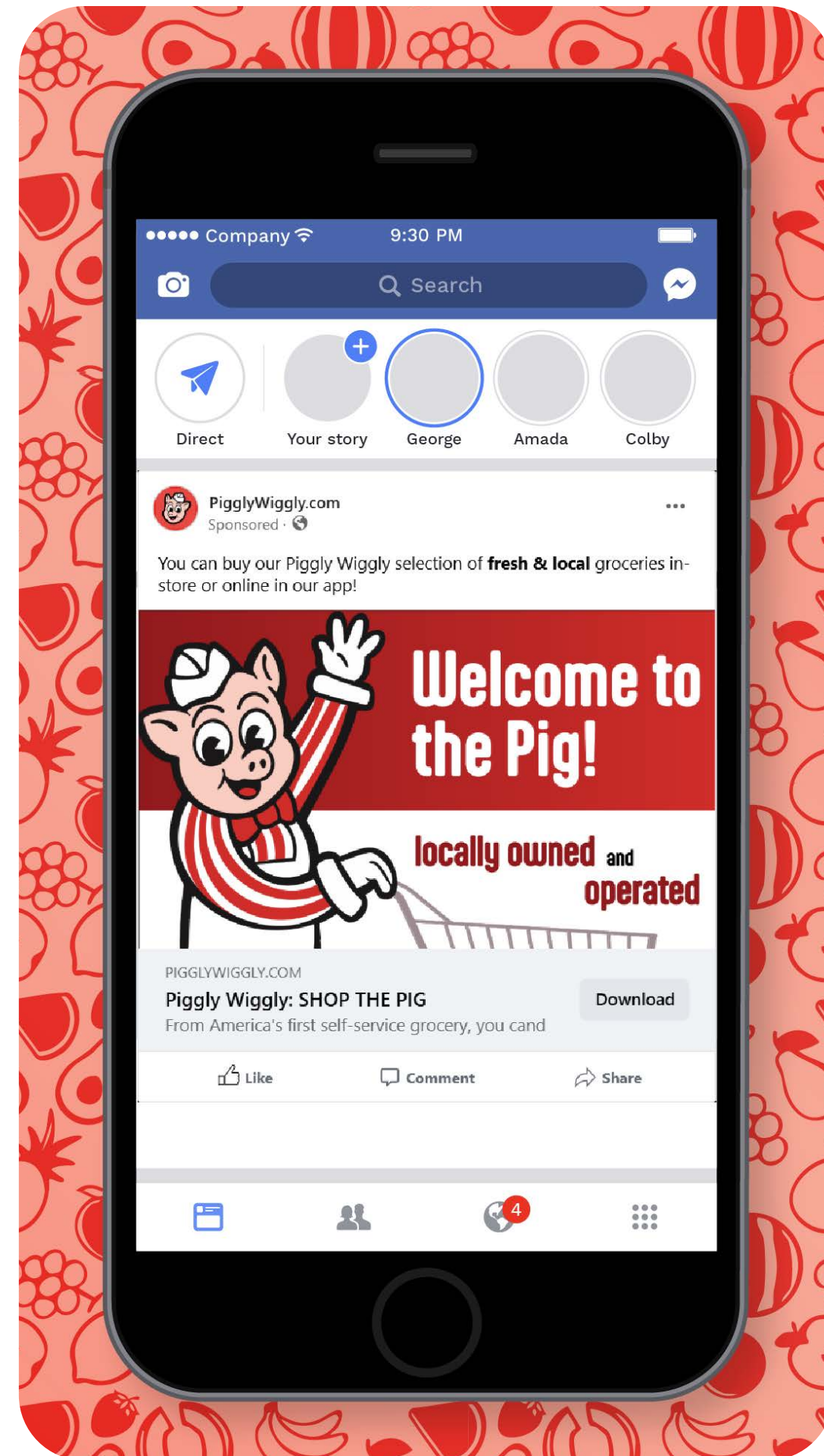
**PIGGLY WIGGLY REBRAND:  
BRAND PATTERNS**

Procreate, Adobe Illustrator



**PIGGLY WIGGLY REBRAND:  
OUT-OF-HOUSE MARKETING**

Procreate, Adobe Illustrator



## PIGGLY WIGGLY REBRAND: SOCIAL MEDIA MARKETING

Procreate, Adobe Illustrator

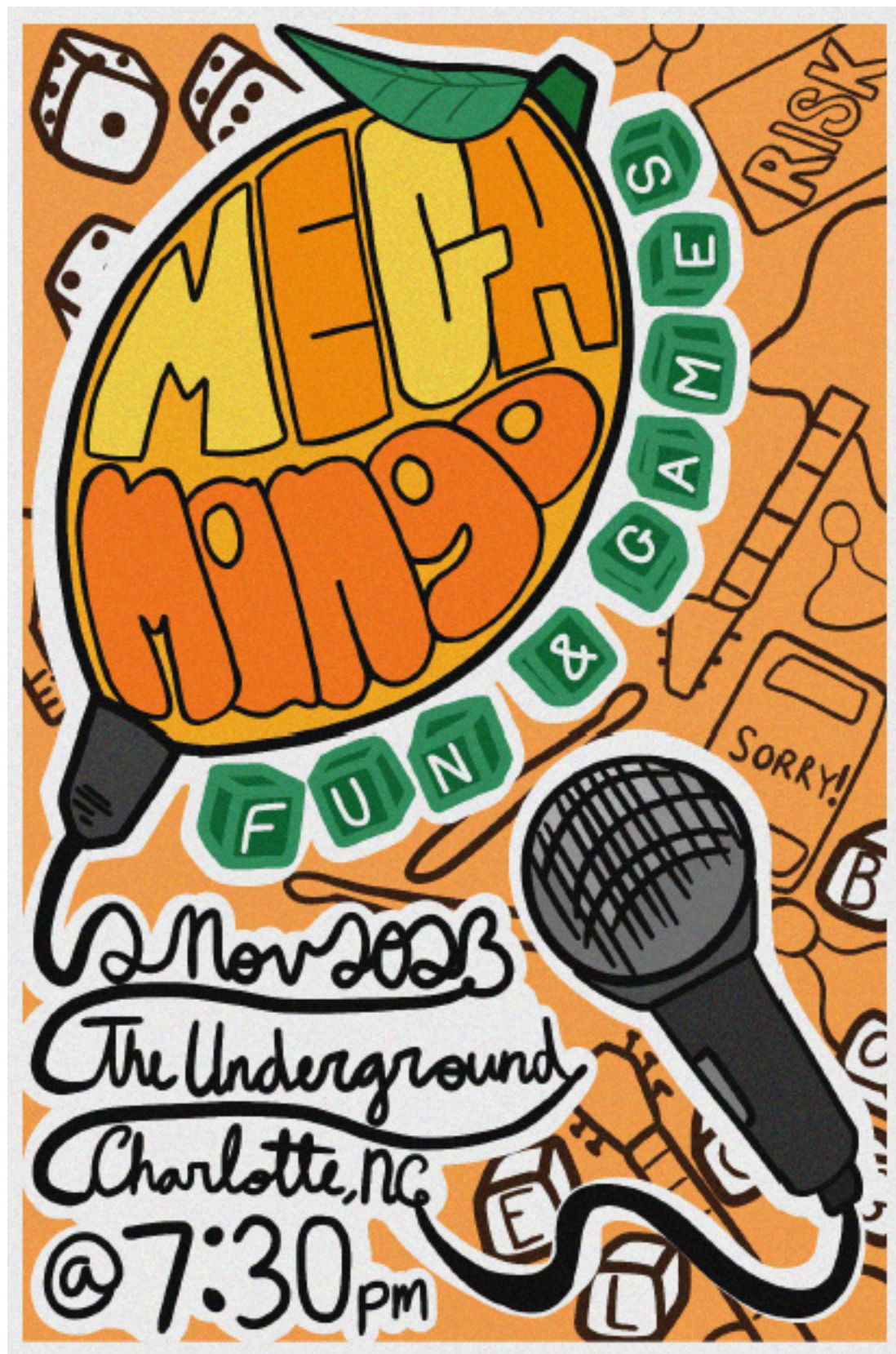


## MEGA MANGO POSTER + COLLATERAL

Procreate, Adobe Illustrator

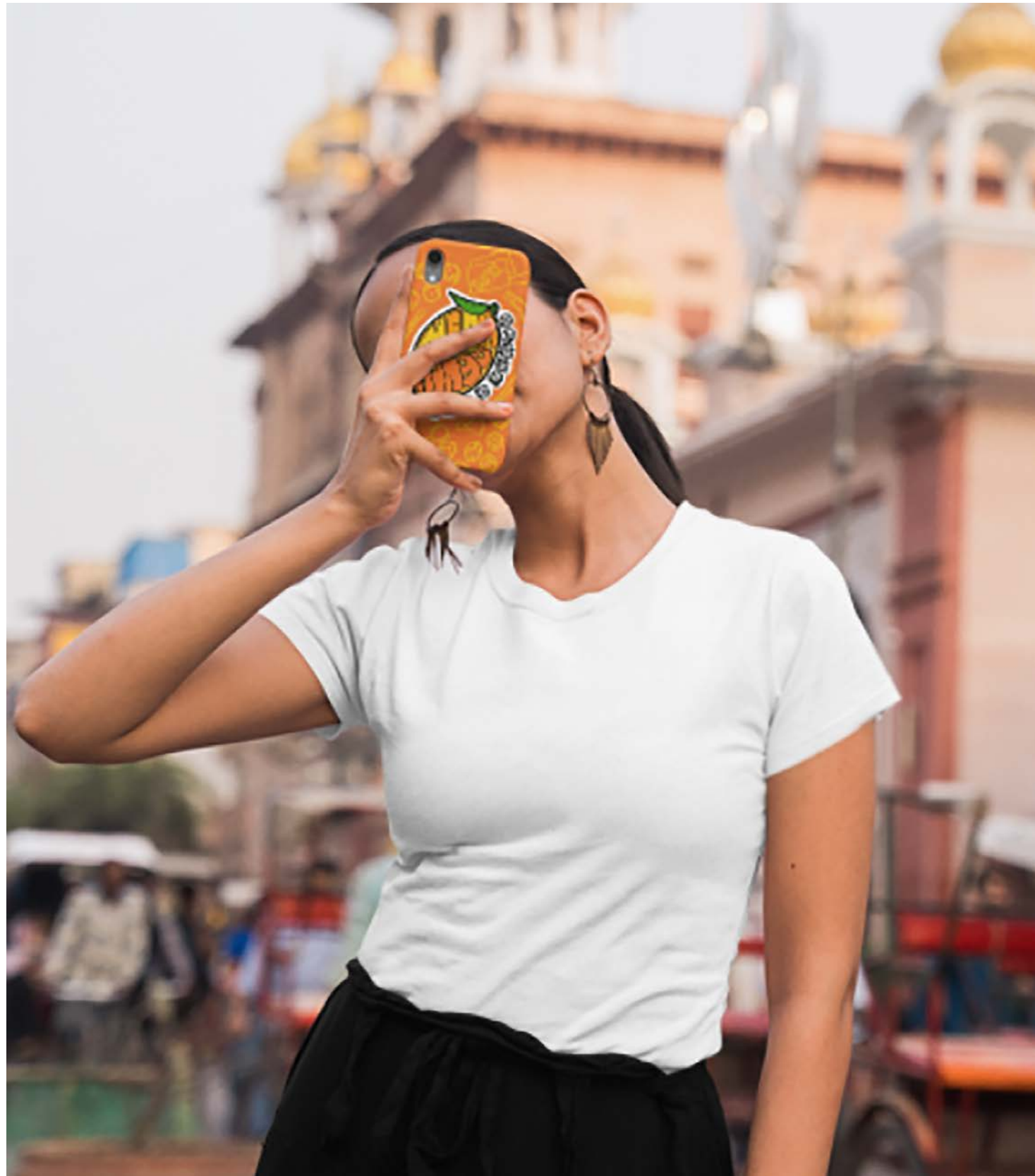
This project explores poster and collateral design for Mega Mango, a rising indie rock band from Philadelphia. I used a cartoon-inspired 70s aesthetic to reflect their retro influences and playful tone. Bright colors, bold typography, and illustrated elements reference the band's music and identity. The goal was to create a cohesive system that attracts both existing fans and new audiences across multiple formats.





**MEGA MANGO POSTER +  
COLLATERAL: FINAL POSTER DESIGN**

Adobe Photoshop, Adobe Illustrator



**MEGA MANGO POSTER +  
COLLATERAL: PHONE CASE**

Adobe Photoshop, Adobe Illustrator



**MEGA MANGO POSTER +  
COLLATERAL: BAG MOCKUPS**

Adobe Photoshop, Adobe Illustrator



**megamangoband**  
Charlotte, North Carolina



♥ 532 Likes

**megamangoband** WE'RE GOING ON TOUR!!!  
DATES AND TICKETS ON BANDSINTOWN! RSVP  
NOW... #phruitcore #indierock #livemusic #funand...



**megamangoband**  
Charlotte, North Carolina



♥ 532 Likes

**megamangoband** CHARLOTTE! we're playing in  
your city @filmorenc THE UNDERGROUND on 11/2  
#phruitcore #indierock #livemusic #funandgames...



**megamangoband**  
Charlotte, North Carolina



♥ 532 Likes

**megamangoband** STREAM our new EP  
#funandgames on spotify NOW!! TOUR DATES  
COMING SOON #phruitcore #indierock #livemu...

## MEGA MANGO POSTER + COLLATERAL: SOCIAL MEDIA DESIGN

Adobe Photoshop, Adobe Illustrator

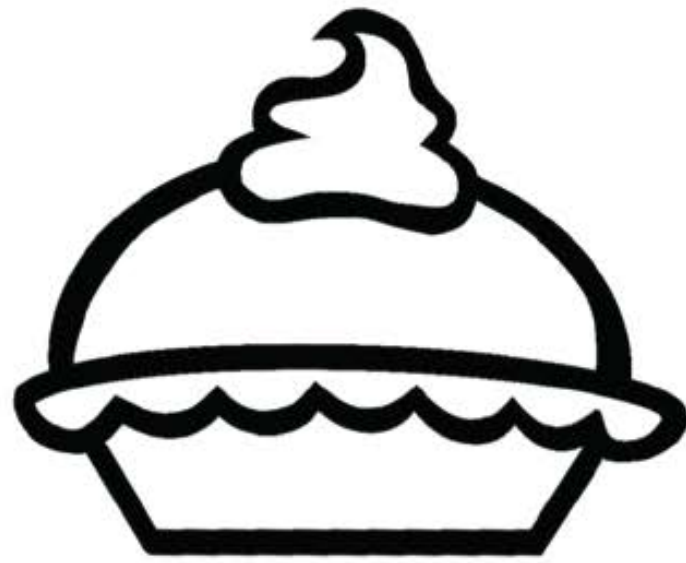


***Sweetie Pie's***  
Baked Goods

## **SWEETIE PIE'S BAKED GOODS**

Adobe Photoshop, Adobe Illustrator

This project explores branding for a fictional baked goods company, combining illustration with a cohesive identity system. I developed a series of icons and visual elements that represent different baked goods while maintaining consistency across the brand. The goal was to create a playful and approachable identity that works across logos, patterns, and applications while still feeling unified.



**SWEETIE PIE'S BAKED GOODS:  
IDEA REFINEMENT**

Procreate, Adobe Photoshop



***Sweetie Pie's***  
Baked Goods



***Sweetie Pie's***  
Baked Goods

**SWEETIE PIE'S BAKED GOODS:  
FINAL LOGOS**

Procreate, Adobe Illustrator

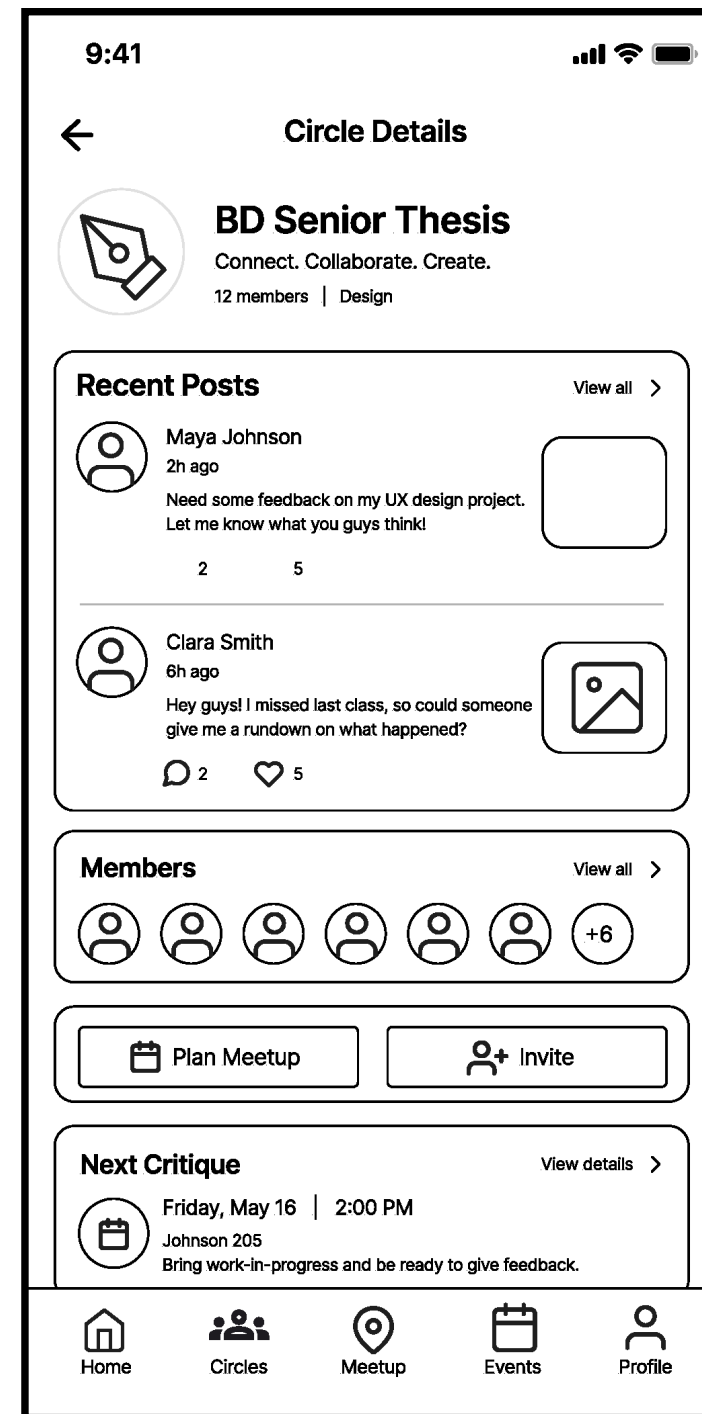
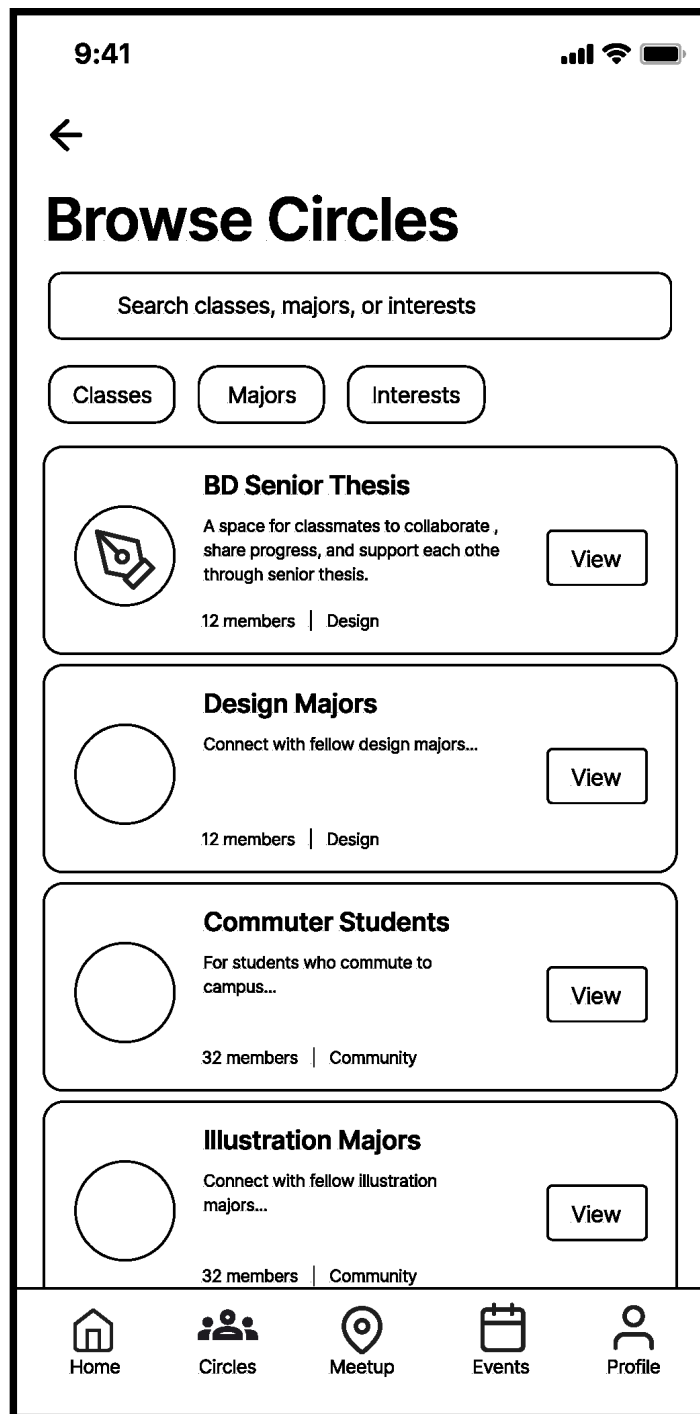
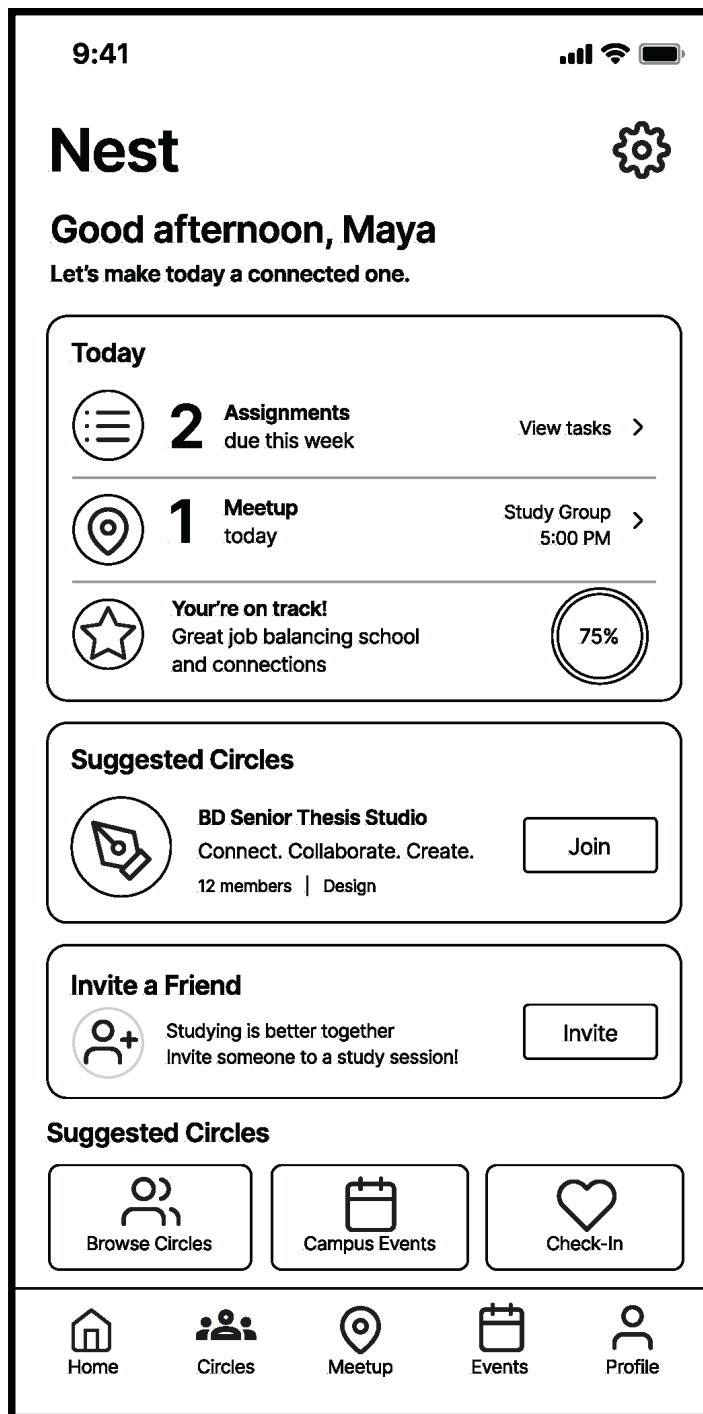


***Sweetie Pie's***  
Baked Goods



***Sweetie Pie's***  
Baked Goods

**UX DESIGN**

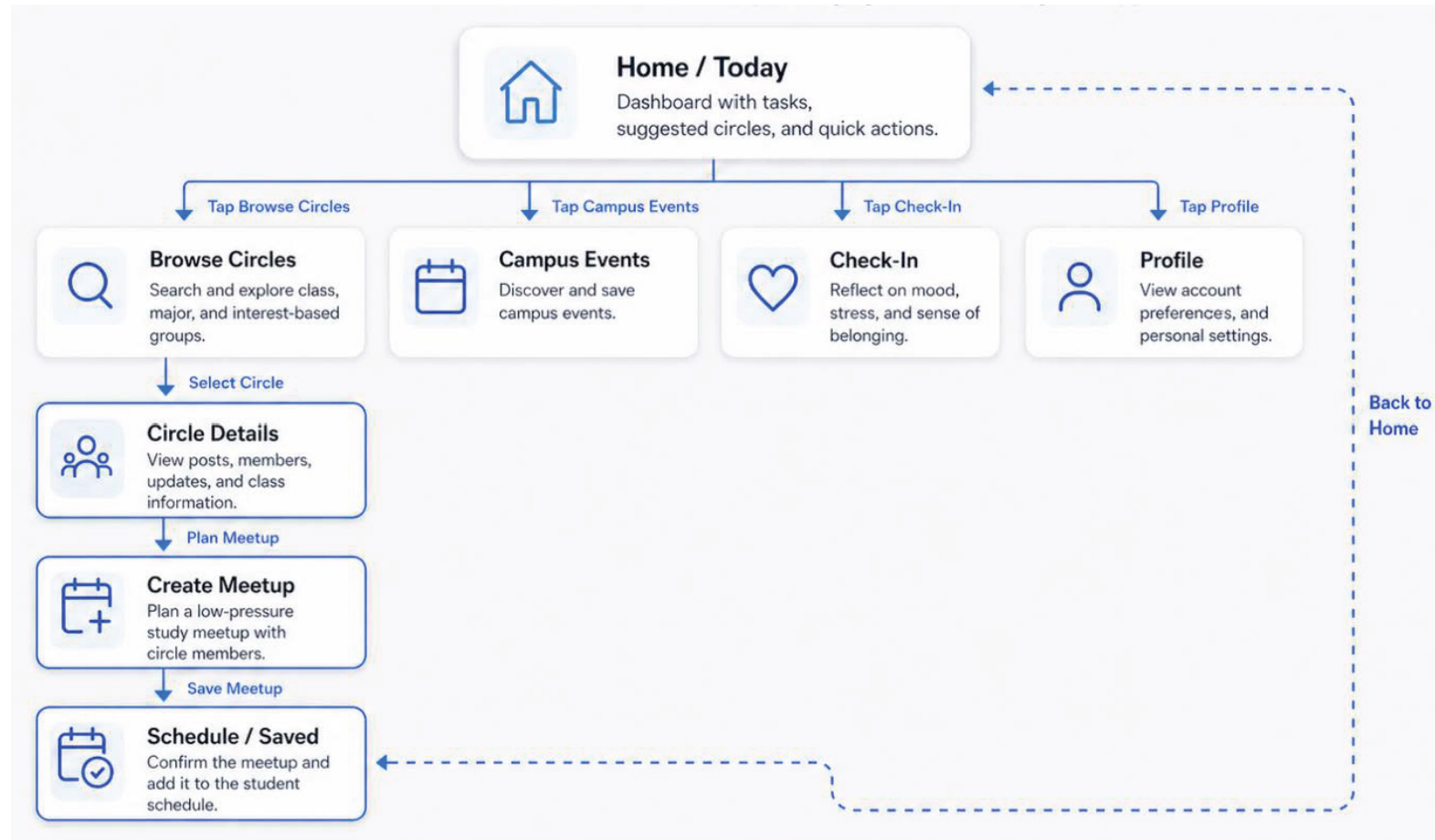


# NEST: STUDENT CONNECTION + TIME MANAGEMENT APP

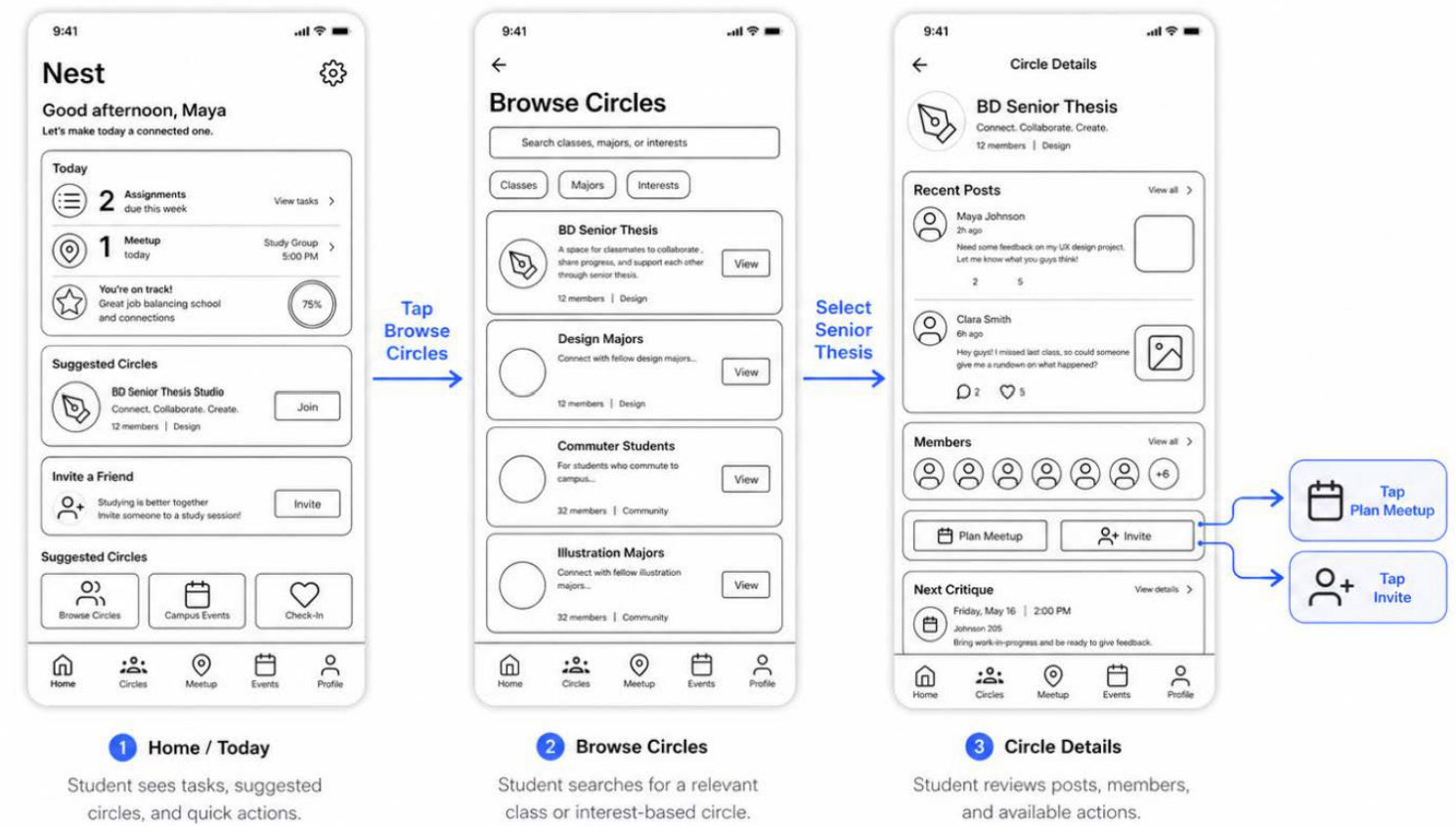
Figma

Nest is a UX/UI design project centered around improving student belonging and organization within a college environment. Designed for Winthrop students, the app combines community-building features with time management tools, allowing users to join class-based “Circles,” discover campus events, and schedule study meetups in a more approachable and low-pressure way. I focused on creating a clean and welcoming interface that balances functionality with comfort, using clear navigation, soft visual design, and user-focused interaction flows to make the experience feel intuitive and socially engaging.

**INTERACTABLE PROTOTYPE AVAILABLE HERE: [HTTPS://TINYURL.COM/2P8YCWSB](https://tinyurl.com/2p8ycwsb)**

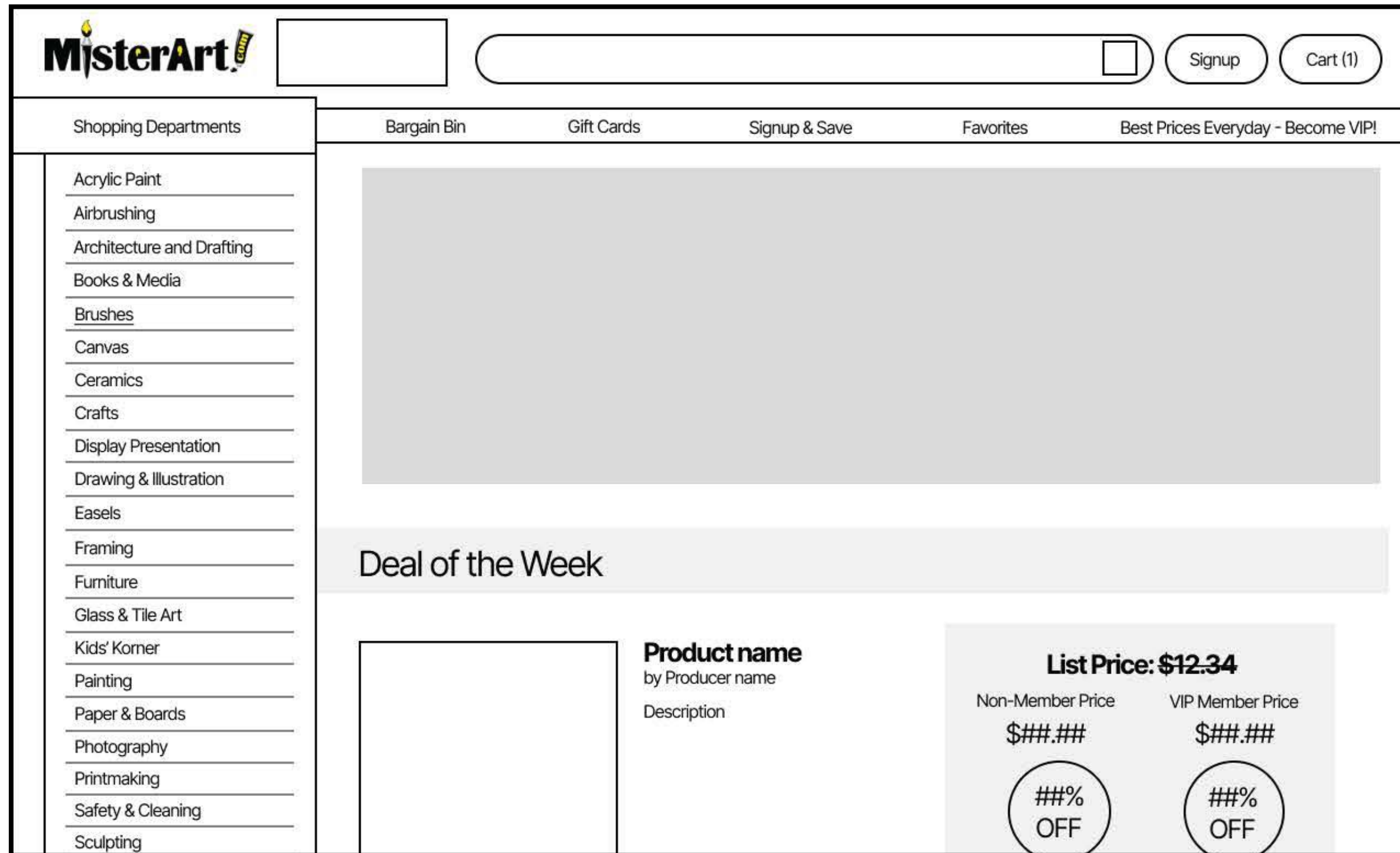


Primary user task: browsing circles and moving toward a study meetup.



# NEST: SITE MAP + WIRE FLOW

Figma



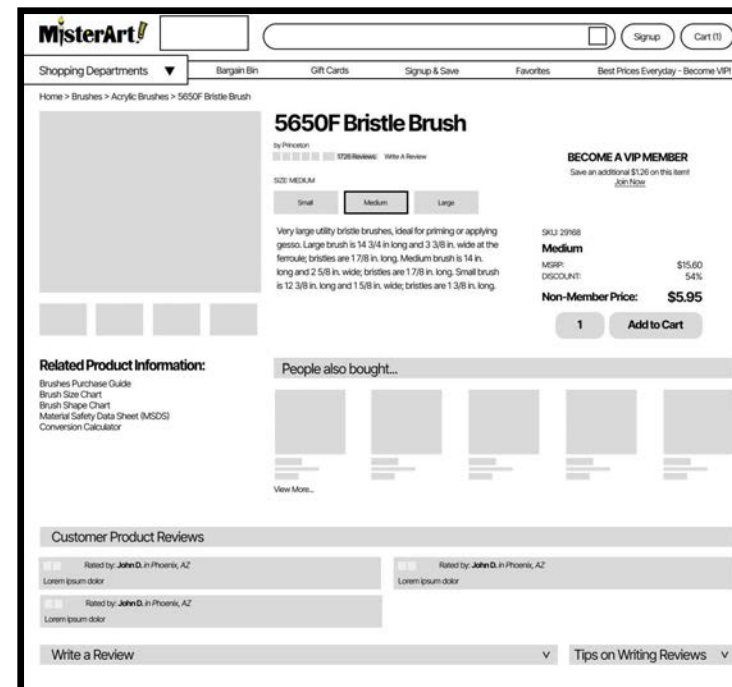
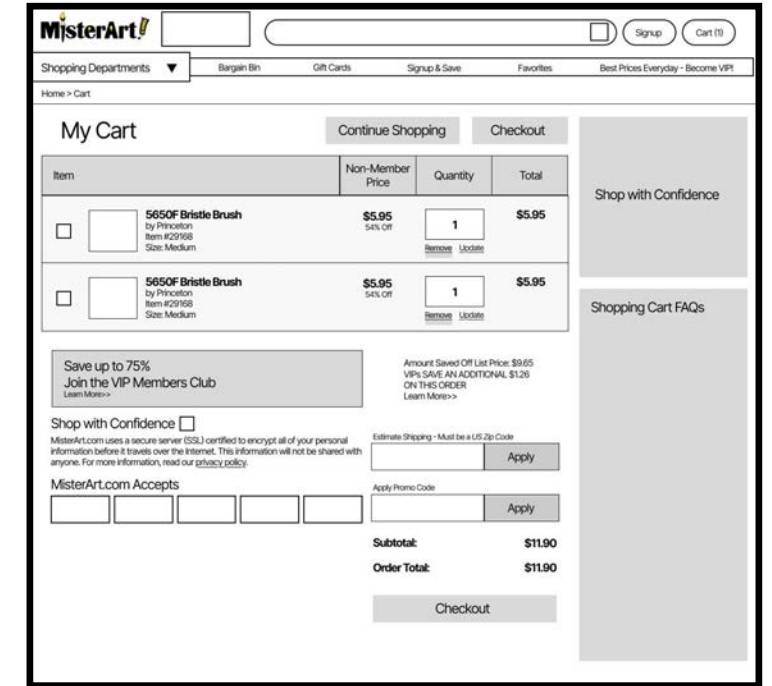
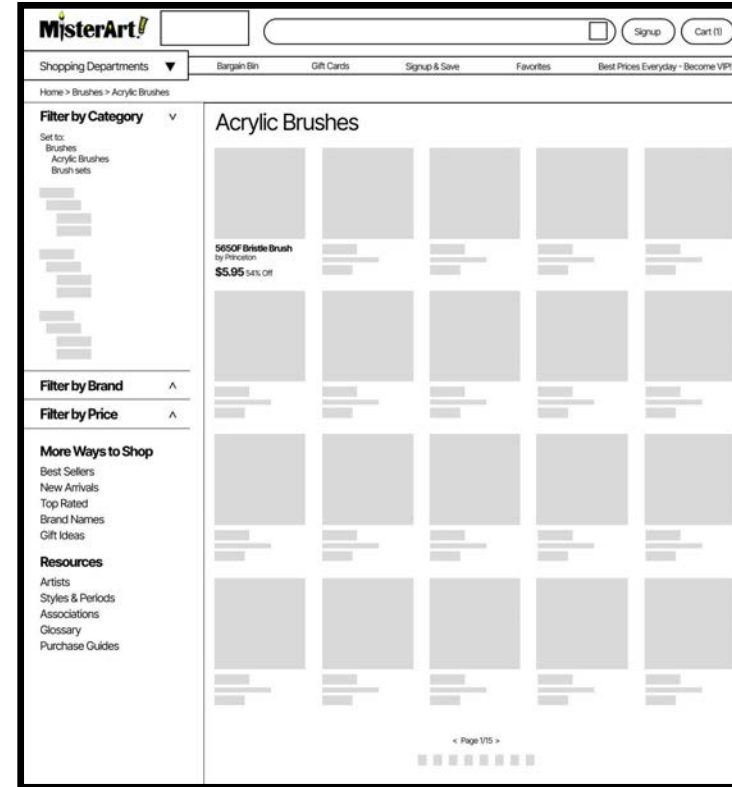
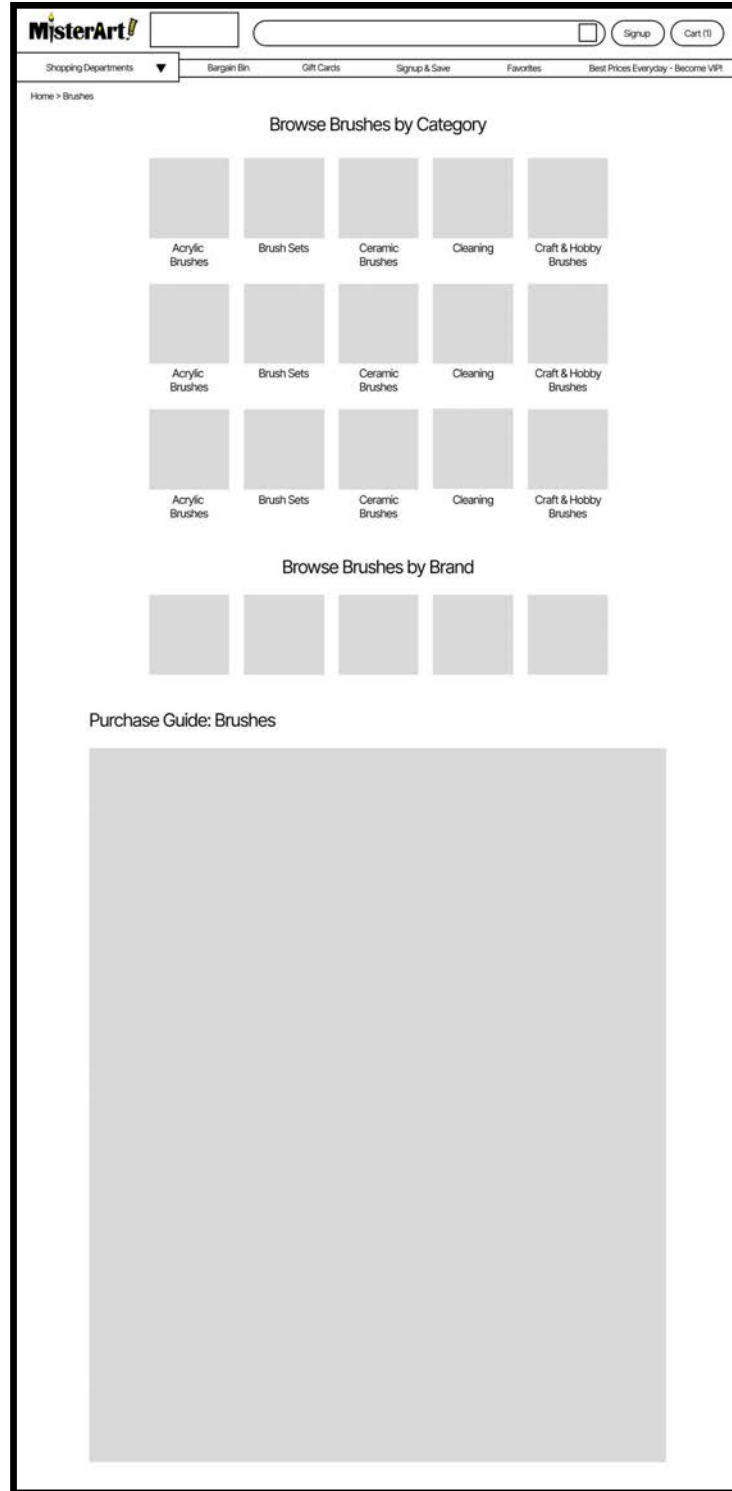
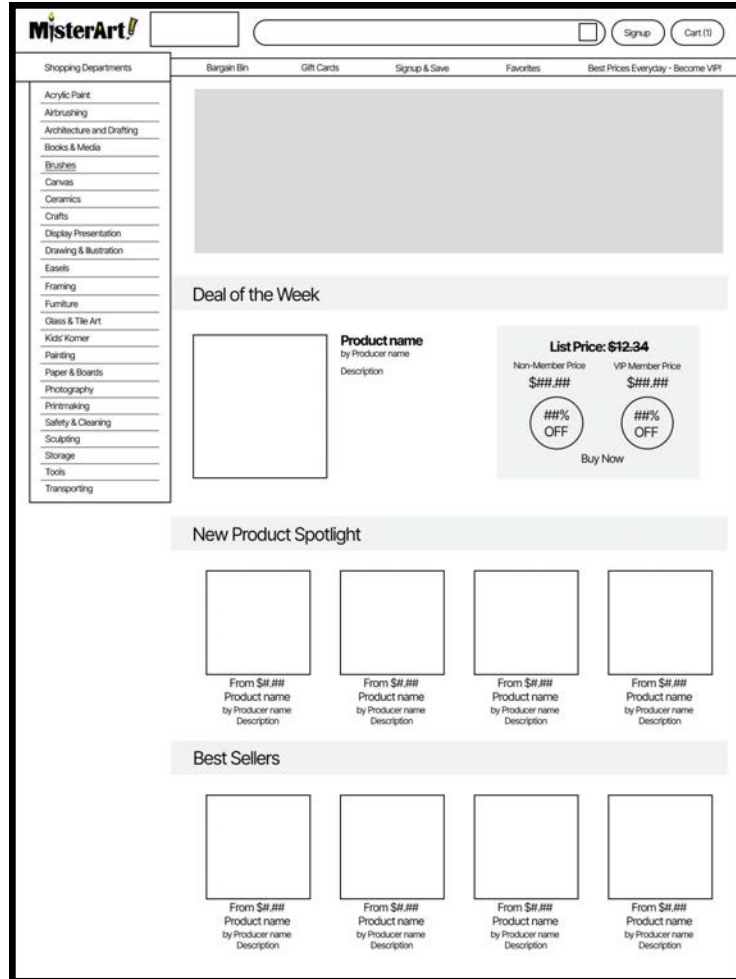
## MISTERART WEBSITE UX REDESIGN

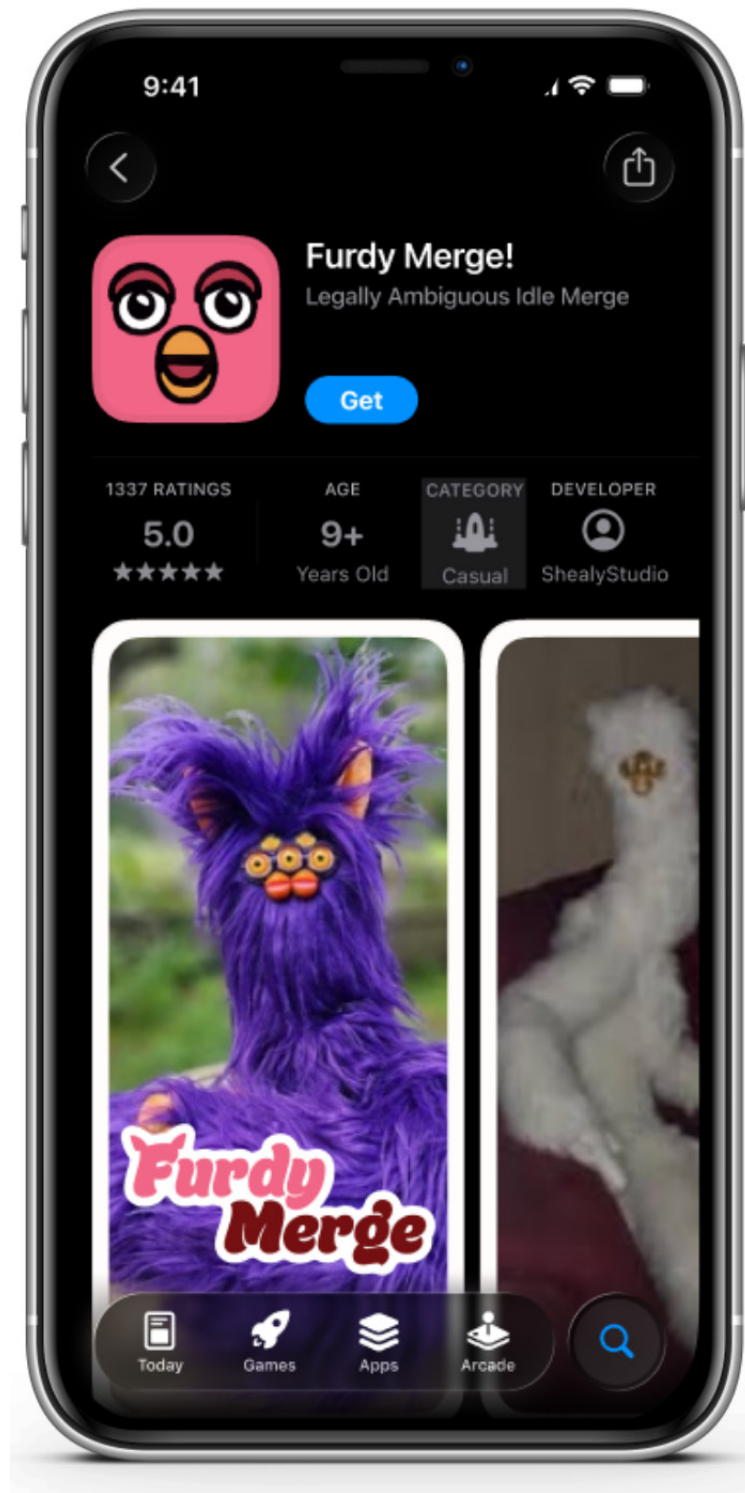
Figma

This project focuses on redesigning the user experience of MisterArt.com, an online art supply retailer with an outdated and visually cluttered interface. After conducting a comparative UX audit and analyzing competitor websites, I identified issues with navigation, visual hierarchy, mobile responsiveness, and overall usability. I developed user personas, a sitemap, wireframes, and wireflows to create a more organized shopping experience that better supports both beginner and experienced artists. The redesign prioritizes clearer navigation, structured product browsing, and a more approachable interface while still maintaining the discount-focused identity of the original website.

# MISTER ART WEBSITE UX REDESIGN: WIREFRAMES

Figma





Furdy  
Merge

Furdy  
Merge

## FURDY MERGE MOBILE UI DESIGN

Procreate, Adobe Illustrator

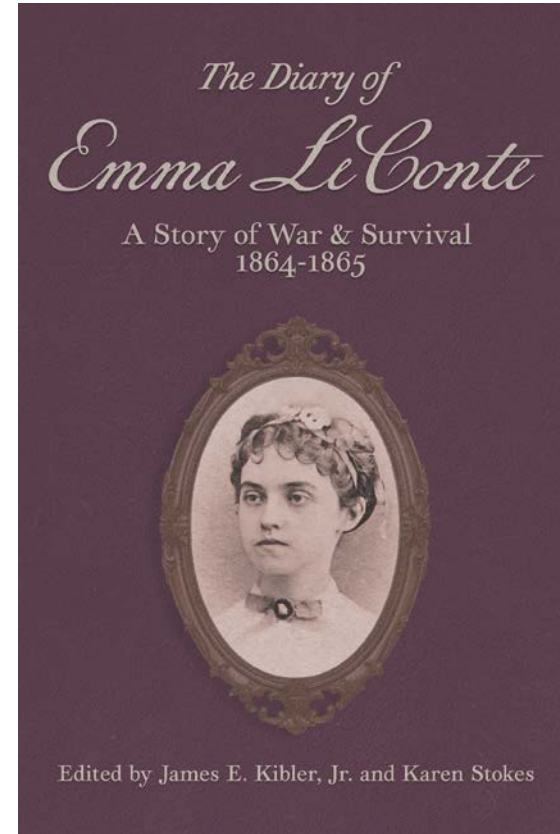
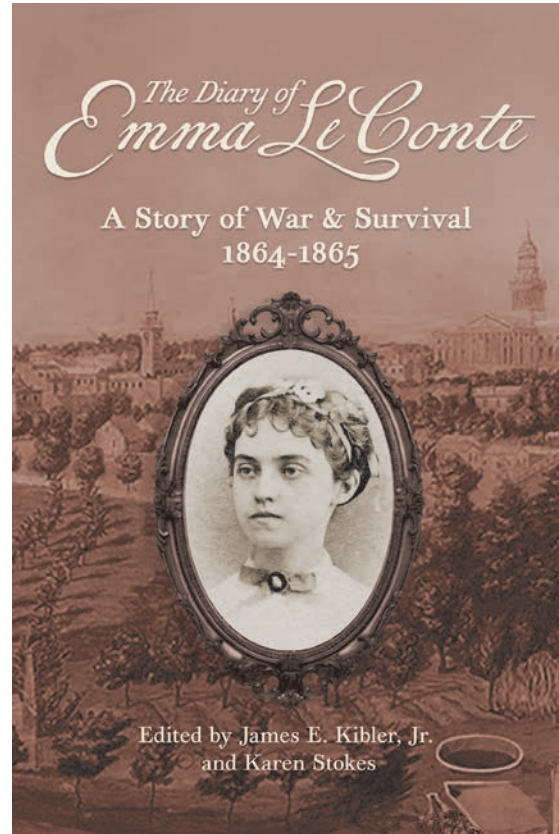
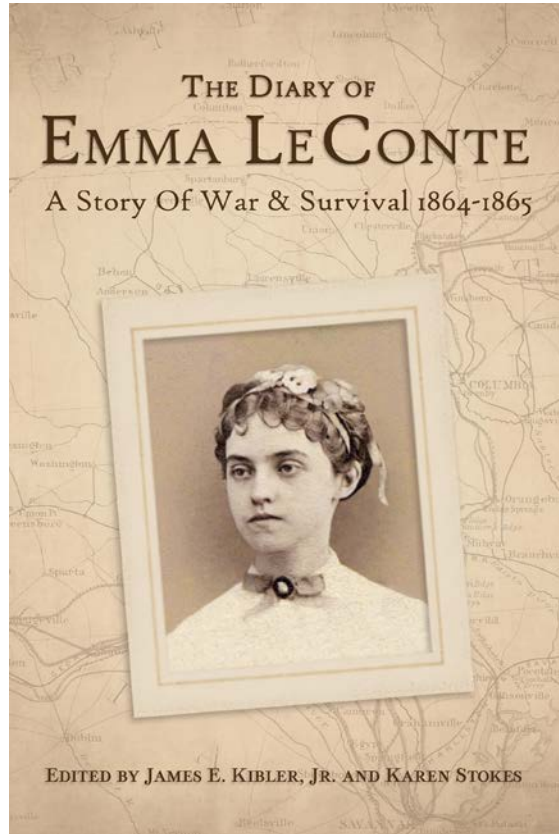
This project explores UI and asset creation for a fictional mobile merge game inspired by the strange and unsettling reputation of Furby toys and early virtual pet games. I developed the game's branding, menu screens, loading screen, and gameplay interface while focusing on creating a playful user experience that balances cute visuals with subtle absurdity. Using bright colors, rounded typography, and character-driven design, I aimed to recreate the addictive and approachable feel of early mobile games while reimagining the Furby aesthetic in a more stylized and humorous way.



**FURDY MERGE:  
LOADING SCREEN AND MAIN MENU MOCKUP + PLAY AREA**

Procreate, Adobe Illustrator

# **BOOK COVERS**



# THE DIARY OF EMMA LECONTE, BOOK COVER AND FORMATTING

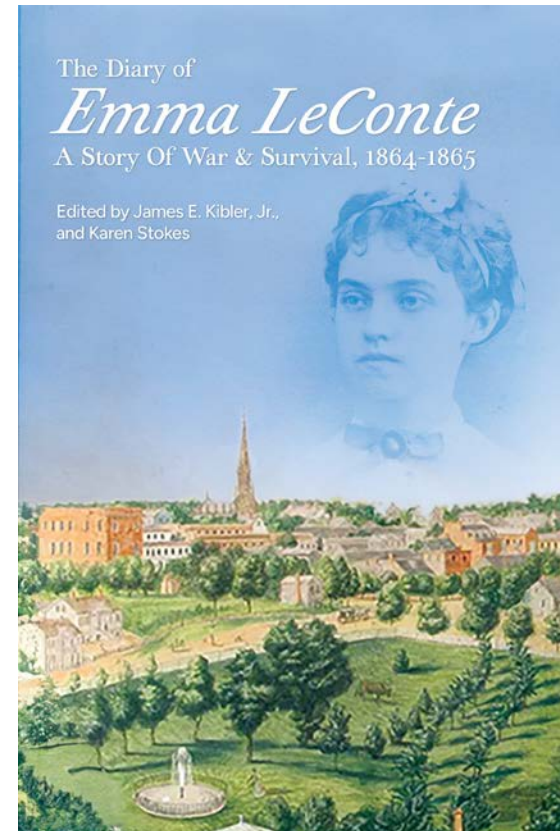
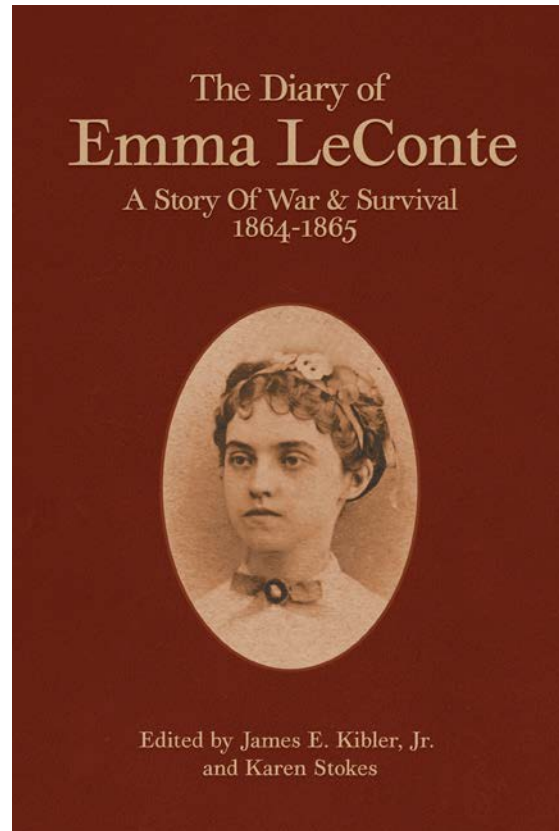
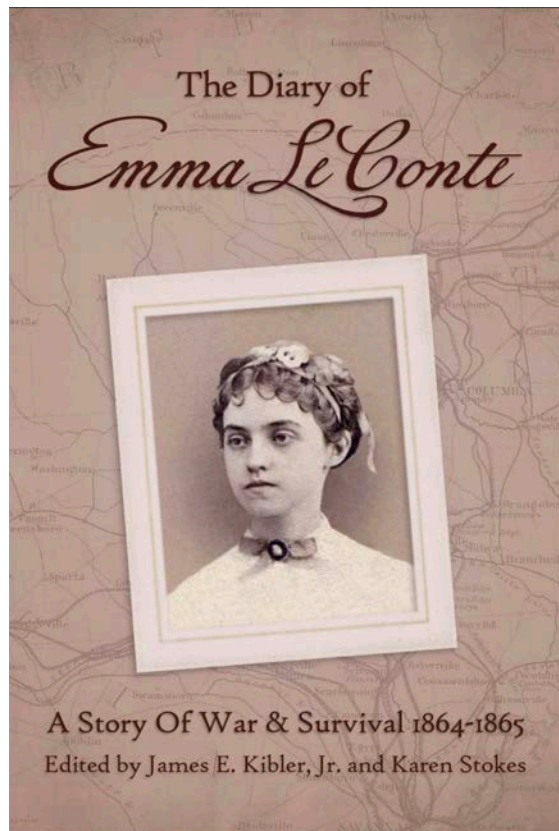
Adobe Photoshop, Adobe Illustrator

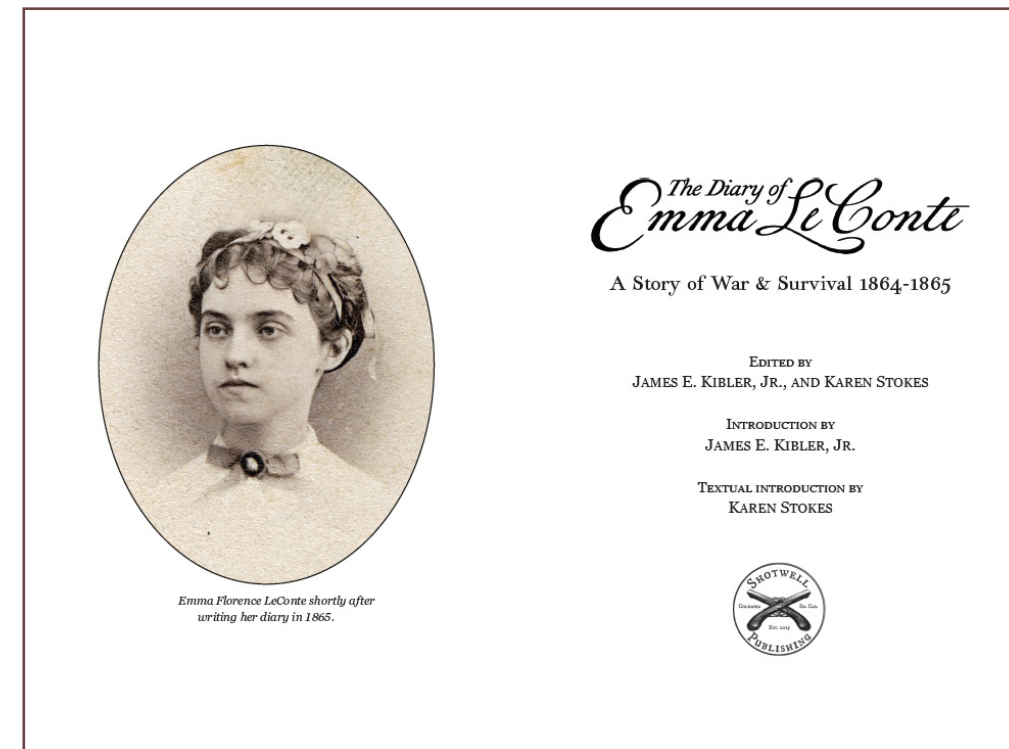
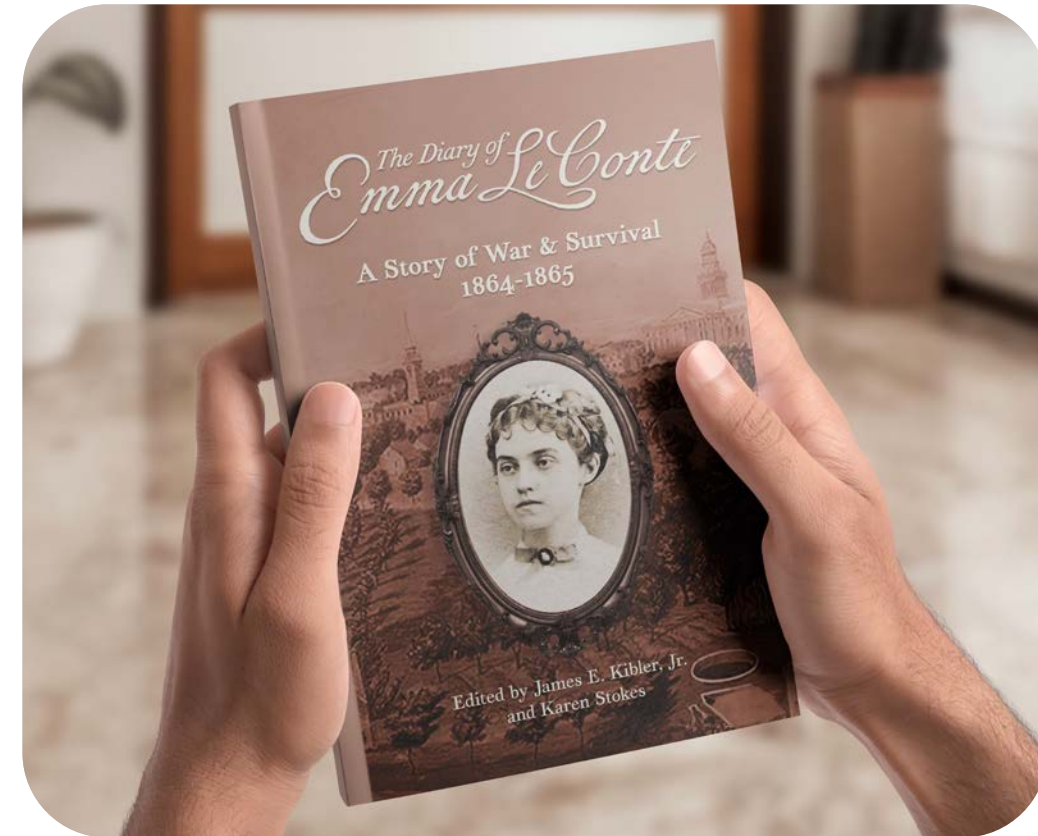
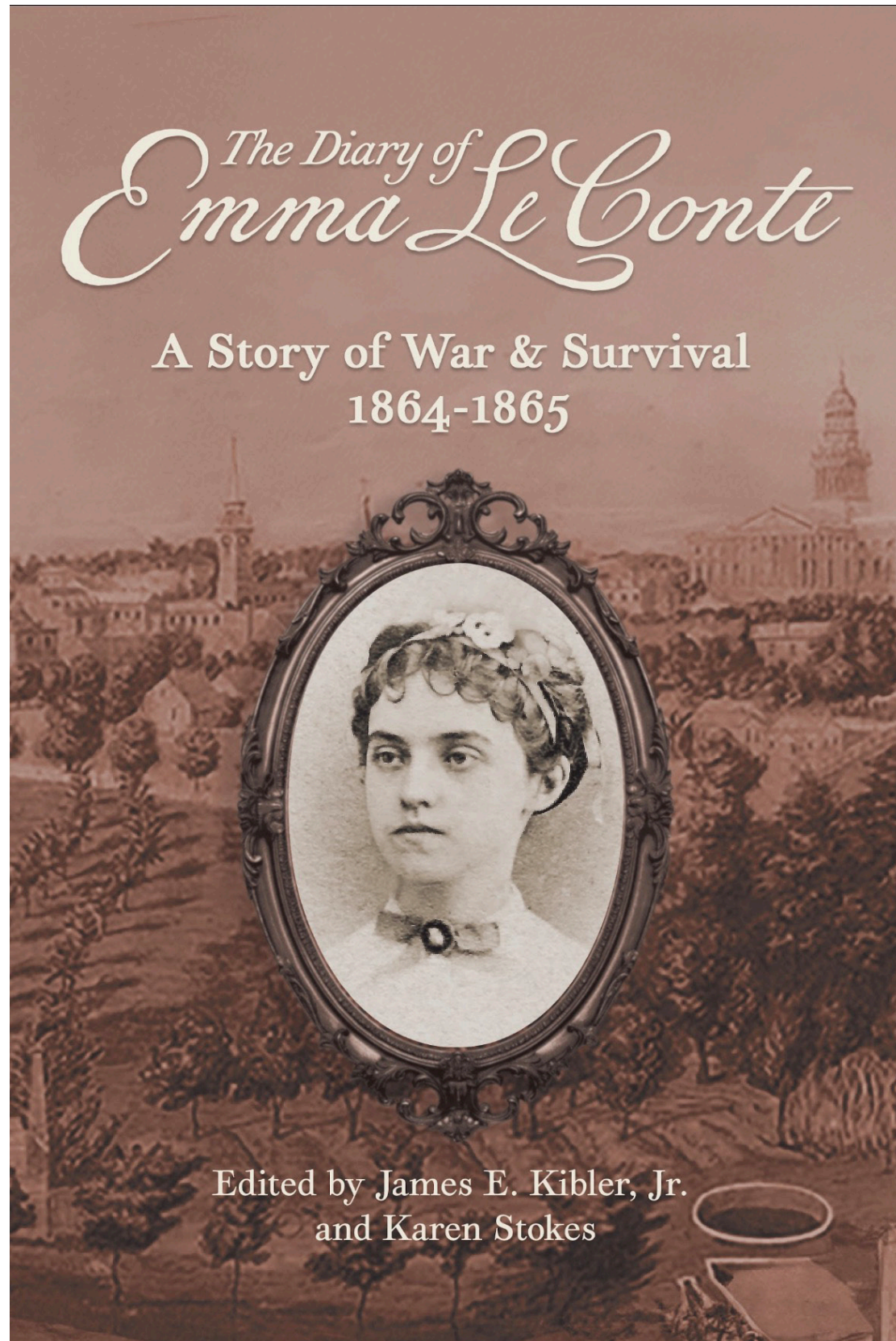
While working in publishing, I was responsible for designing and formatting The Diary of Emma LeConte. This project involved developing multiple cover concepts and refining a final direction that aligned with the historical tone of the book while still feeling visually engaging. Alongside the cover, I worked on interior formatting, focusing on readability and consistency throughout the layout. This project highlights my ability to balance client feedback with thoughtful design decisions.

## Testimonial

Karen Shealy (Art Director)

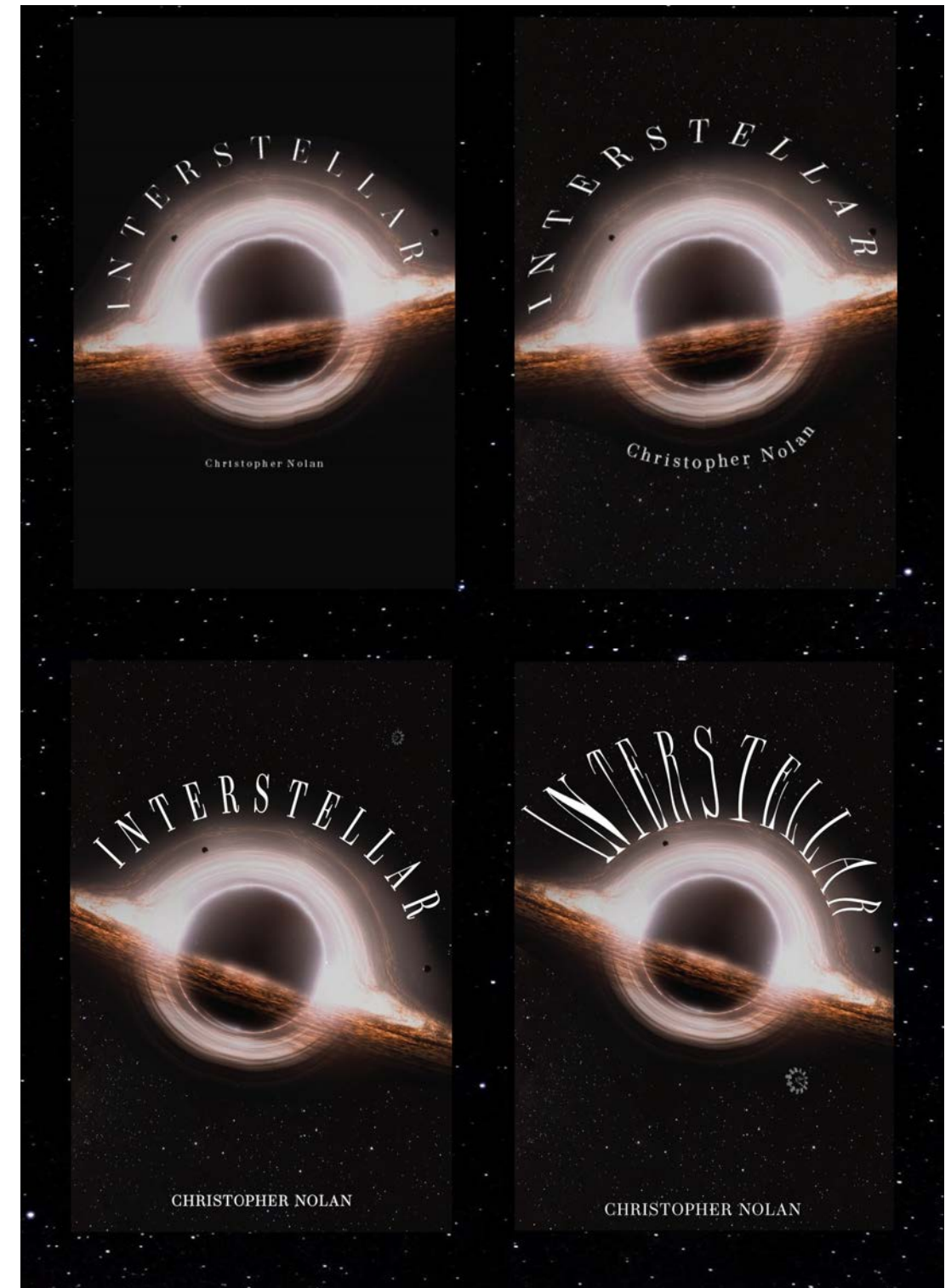
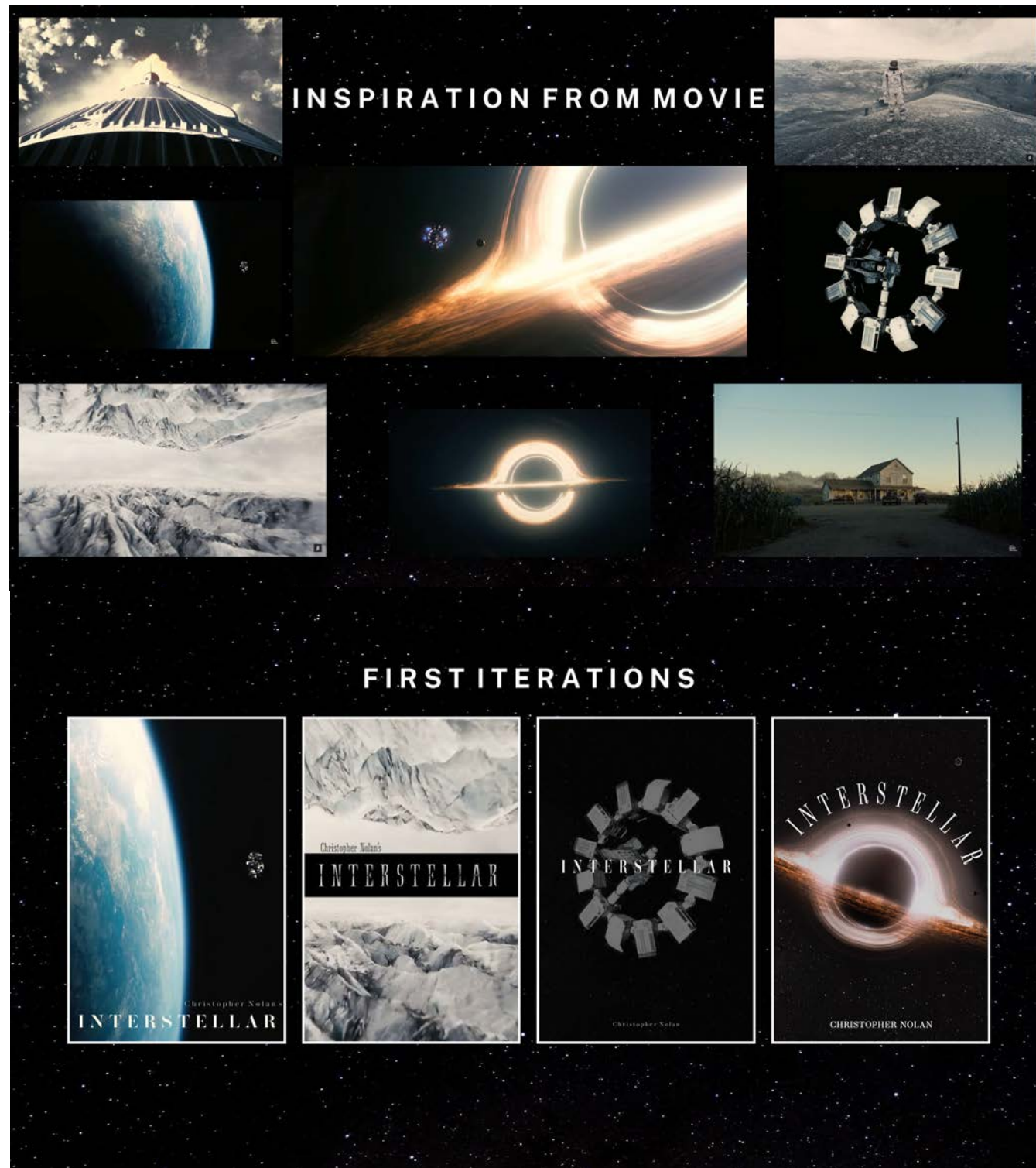
“Looks great! Very professional, inviting, and well organized.”





**THE DIARY OF EMMA LECONTE:  
FINAL COVER**

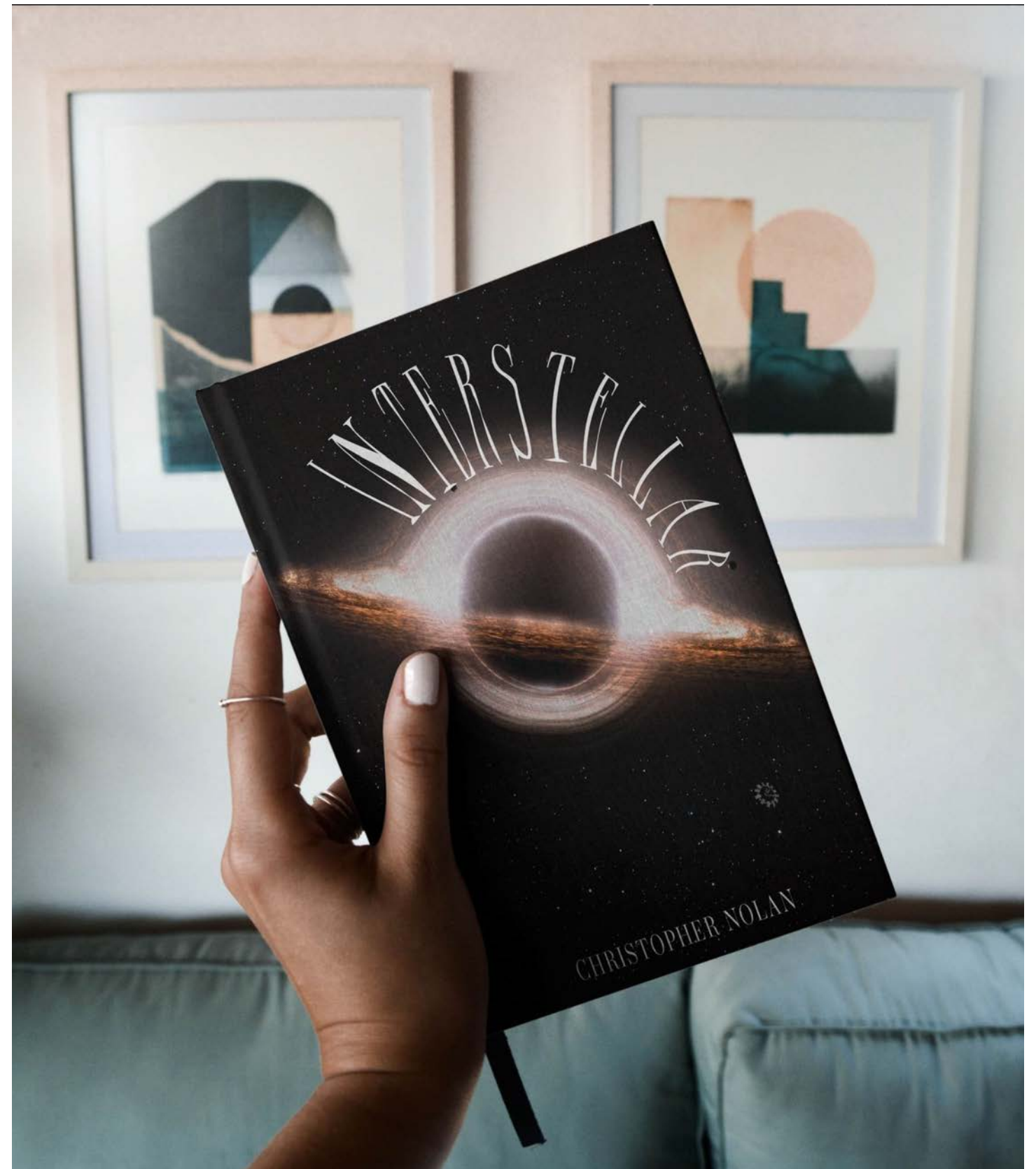
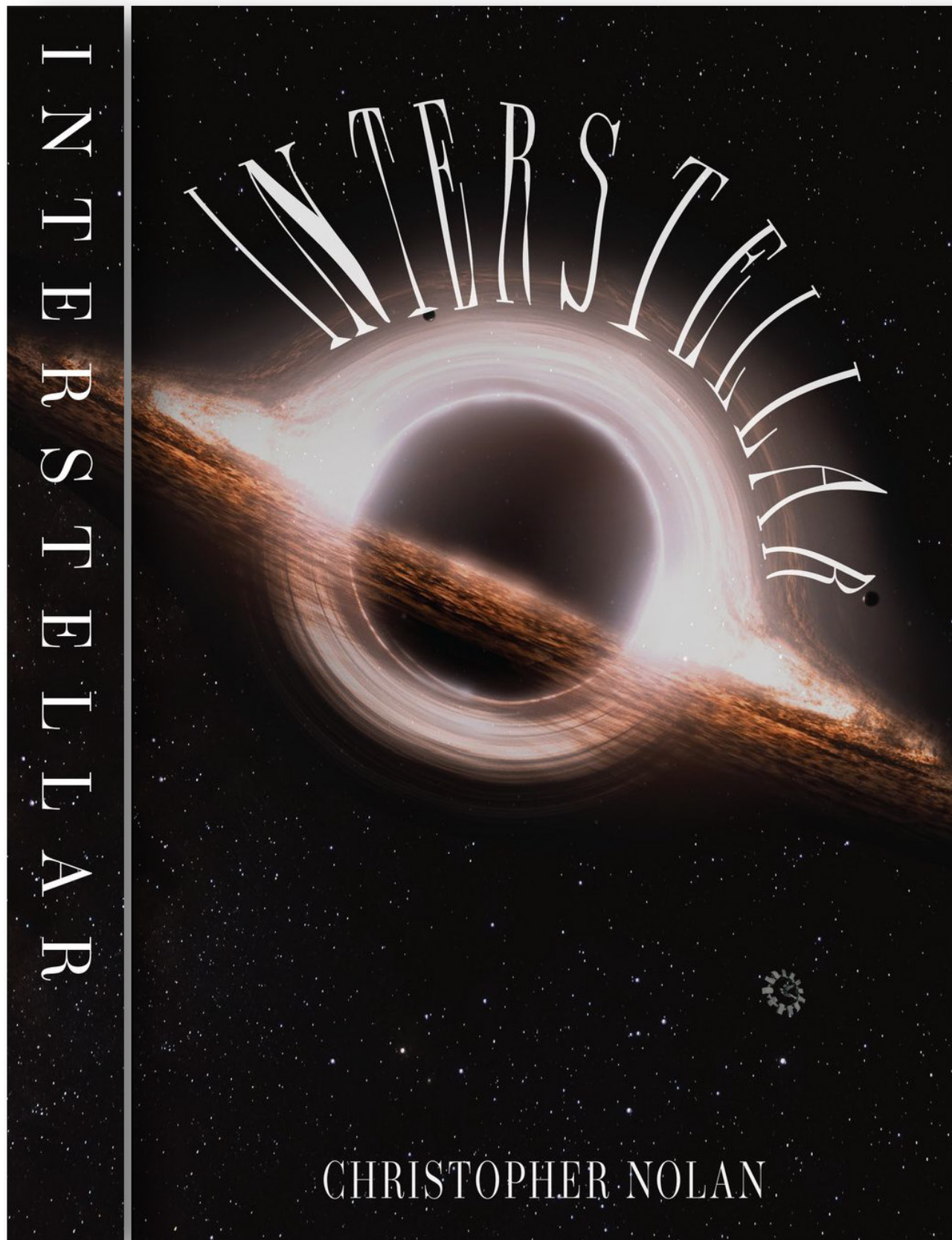
Adobe Photoshop, Adobe Illustrator



## GOOD MOVIES AS OLD BOOKS: INTERSTELLAR - PROCESS

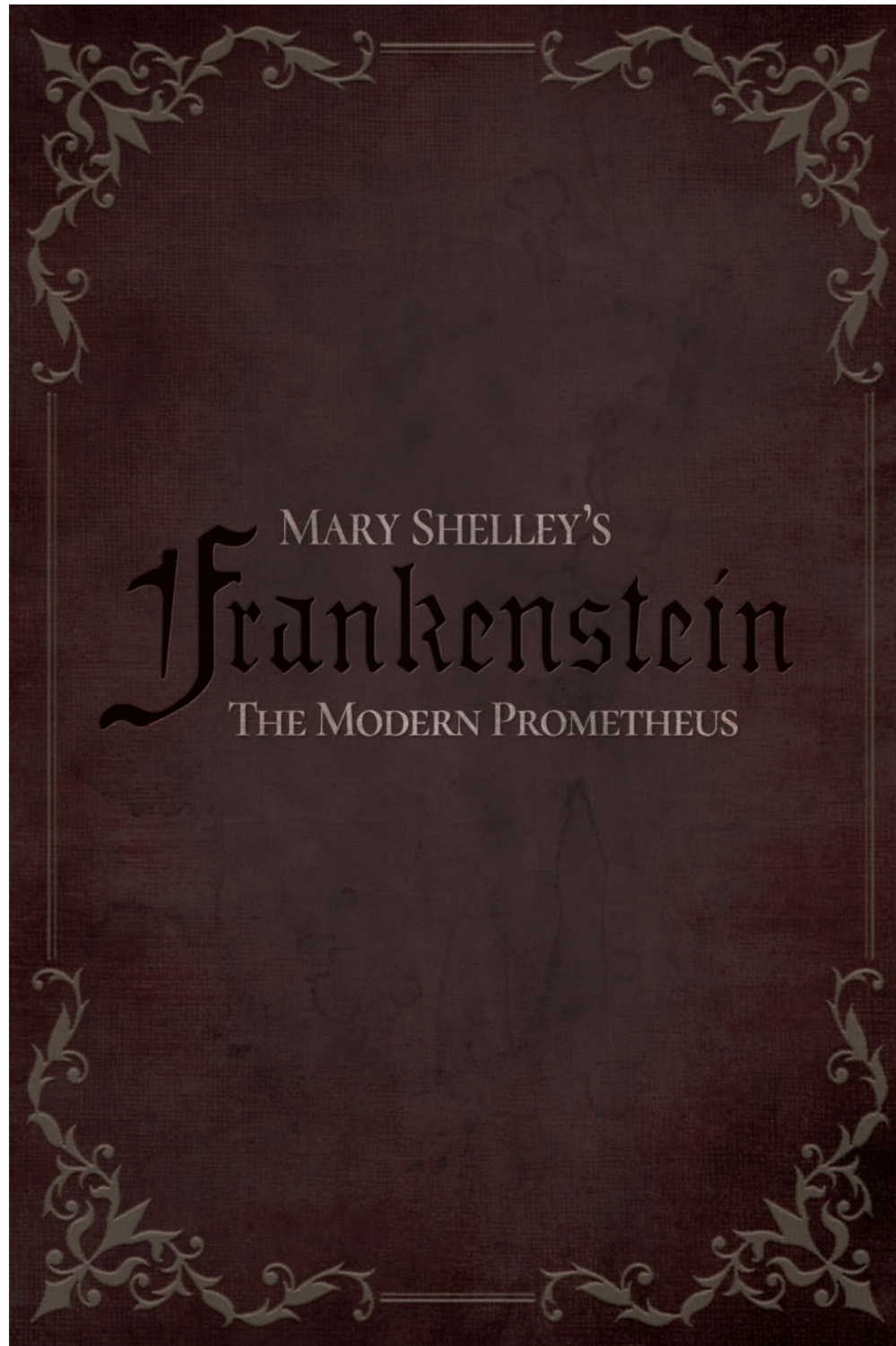
Adobe Photoshop, Adobe Illustrator

This project explores translating a modern film into a book cover format, using Interstellar as the subject. I focused on simplifying complex cinematic visuals into a more minimal, typographic composition while still capturing the scale and atmosphere of the film. Although inspired by vintage book design, the final outcome leans more modern, using layout and hierarchy to guide the viewer. This project highlights my ability to reinterpret existing media through a different design lens.



**GOOD MOVIES AS OLD BOOKS: INTERSTELLAR - FINAL DESIGN + MOCKUP**

Adobe Photoshop, Adobe Illustrator



## MARY SHELLEY'S FRANKENSTEIN: BOOK COVER + MOCKUP

Adobe Photoshop, Adobe Illustrator

This project focuses on designing a book cover for Frankenstein that reflects the dark and atmospheric tone of the novel. I used a restrained color palette, subtle textures, and typography to create something that feels classic while still visually engaging. The goal was to create a cover that fits within the context of traditional literature while still standing out through its composition and detail.

# **STICKER DESIGN**



## **FIGHT FOR CHOICE CAMPAIGN: COLLATERAL DESIGN**

Adobe Illustrator, Adobe Photoshop

This project is a purpose-driven campaign focused on creating bold, accessible visuals that communicate a clear and impactful message. I used strong typography, simplified shapes, and high-contrast color to ensure the designs are easily recognizable across different formats. The goal was to create collateral that can exist in everyday spaces while still maintaining a sense of urgency and clarity.

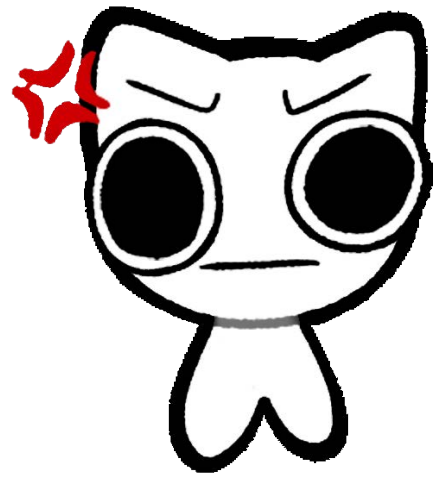
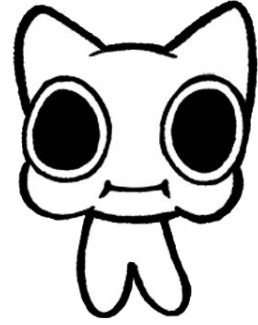


## **FIGHT FOR CHOICE CAMPAIGN: COLLATERAL DESIGN**

Adobe Illustrator, Adobe Photoshop



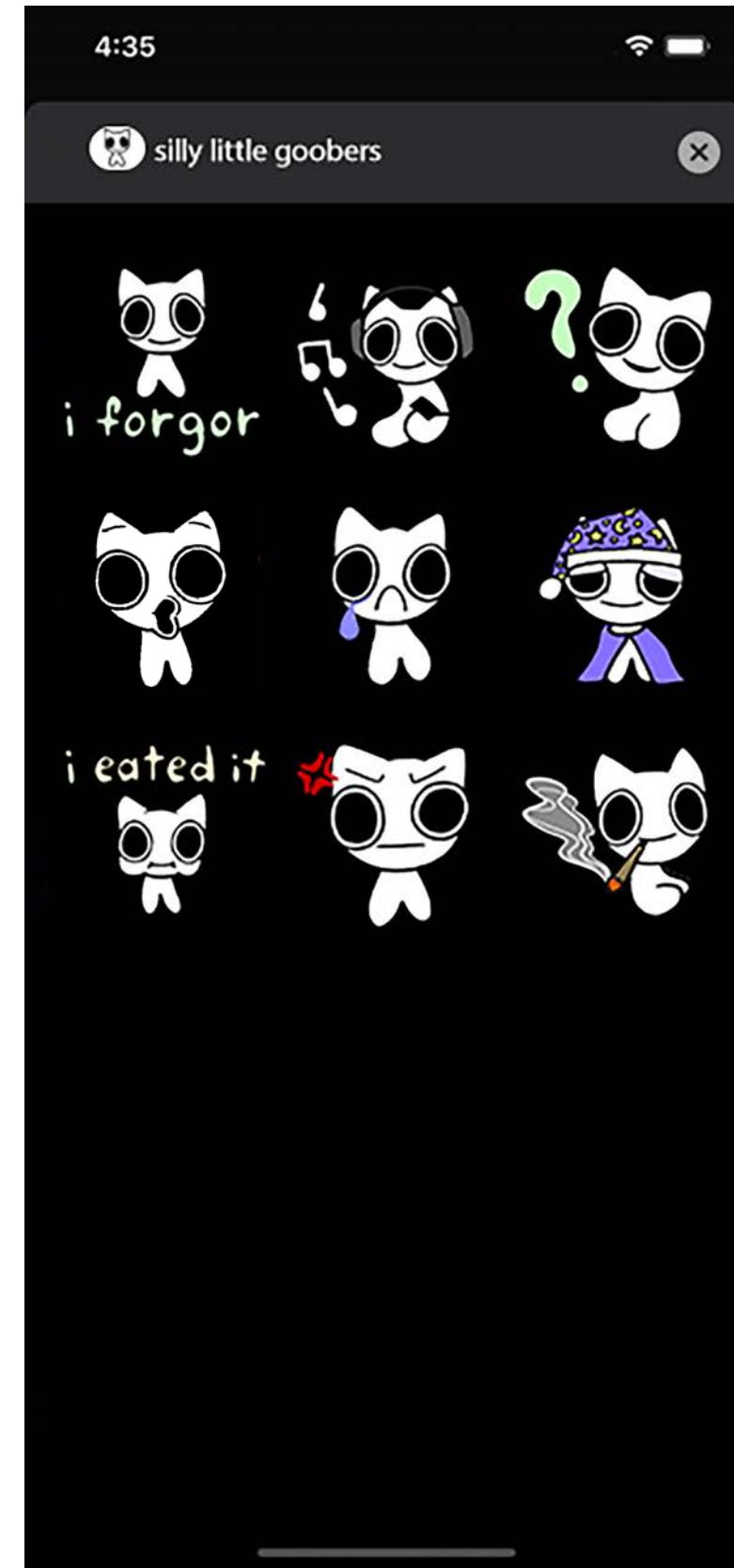
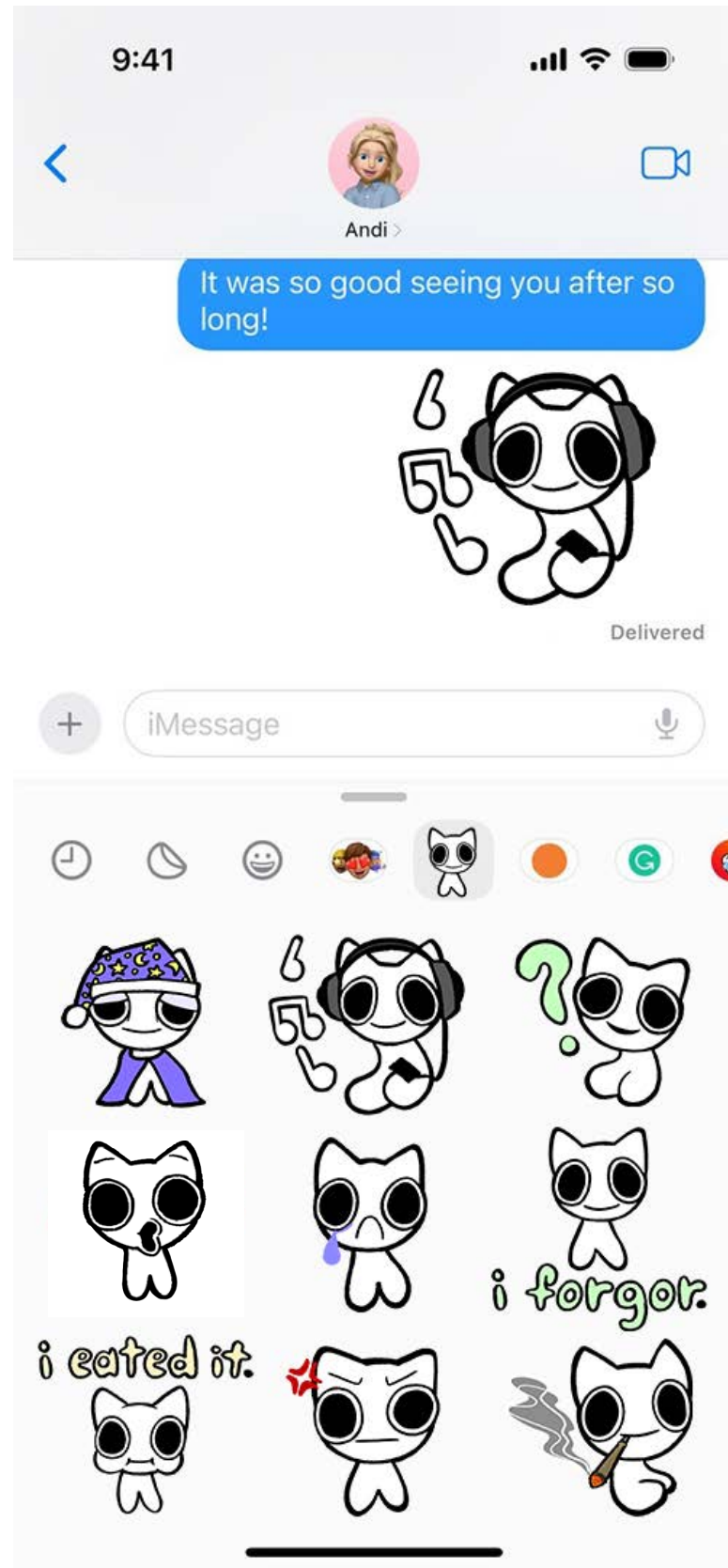
i eated it.



## GOOBERS STICKER DESIGN

Procreate, Adobe Photoshop

This project focuses on creating a cohesive sticker pack designed for use in messaging apps. The designs revolve around a simple, silly character used to express different reactions and emotions. I focused on keeping the style consistent while giving each sticker its own personality, making them easy to use in everyday conversation. The goal was to create something playful, expressive, and recognizable as a set.



## GOOBERS STICKER DESIGN: MOCKUP

Procreate, Adobe Photoshop



## PERSONAL STICKER DESIGN

Procreate, Adobe Photoshop

This project focuses on creating a set of personal stickers that reflect my illustration style while still being functional and adaptable. I explored simple forms, expressive shapes, and a limited color palette to keep the designs cohesive. The goal was to create stickers that feel recognizable and versatile, whether used digitally or on physical surfaces.



# **FONT DESIGN**

# MANSION WHISPERS

PRESS START BUTTON

## MANSION WHISPERS FONT DESIGN

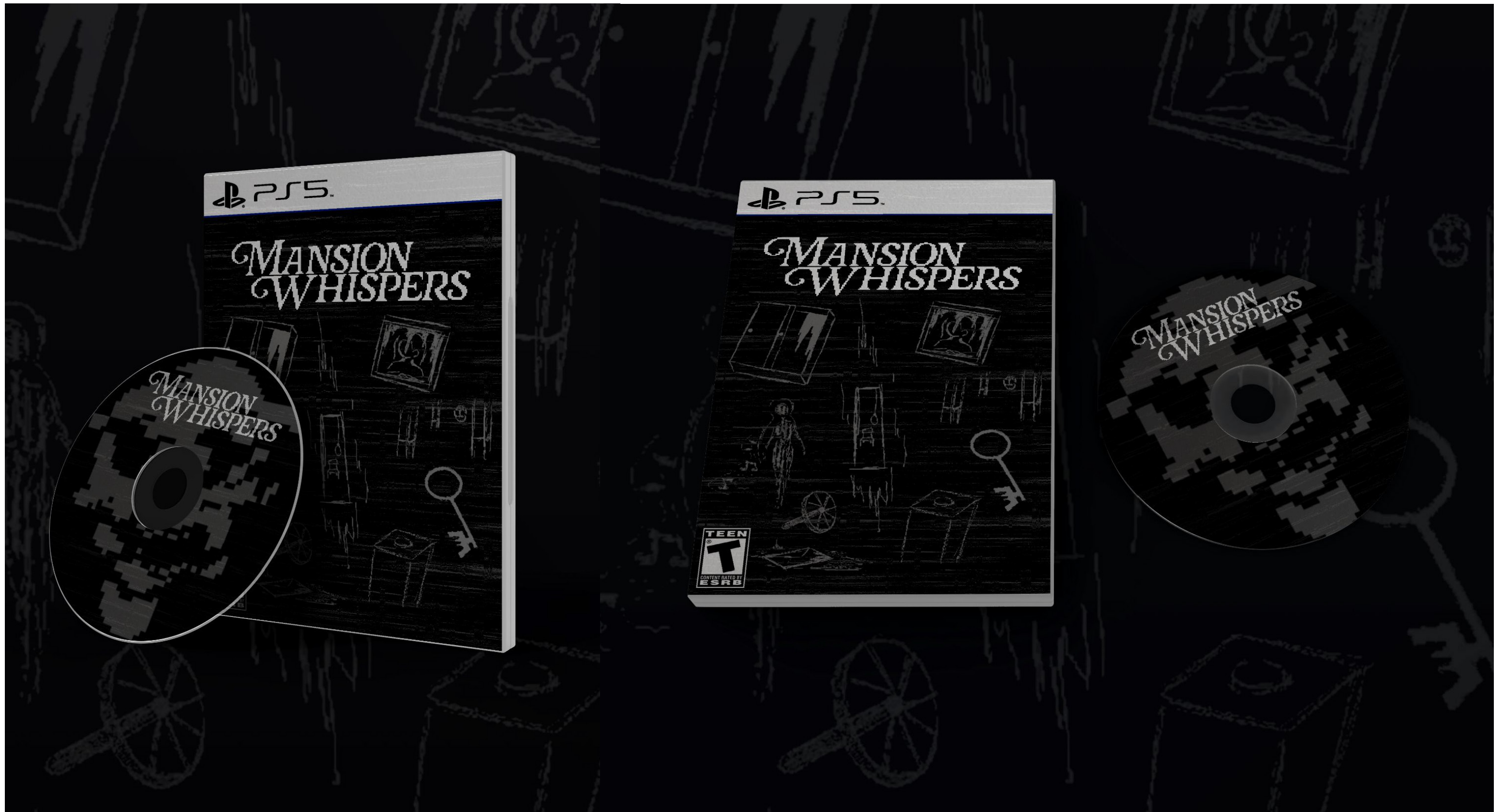
Adobe Illustrator, Adobe Photoshop

This project explores pixel-based type design inspired by 16-bit horror games that use typography to build atmosphere and tension. I created a gothic-inspired font intended for title screens and dialogue in a retro-style horror setting. The goal was to capture an eerie tone while maintaining readability and consistency across the full character set.



A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

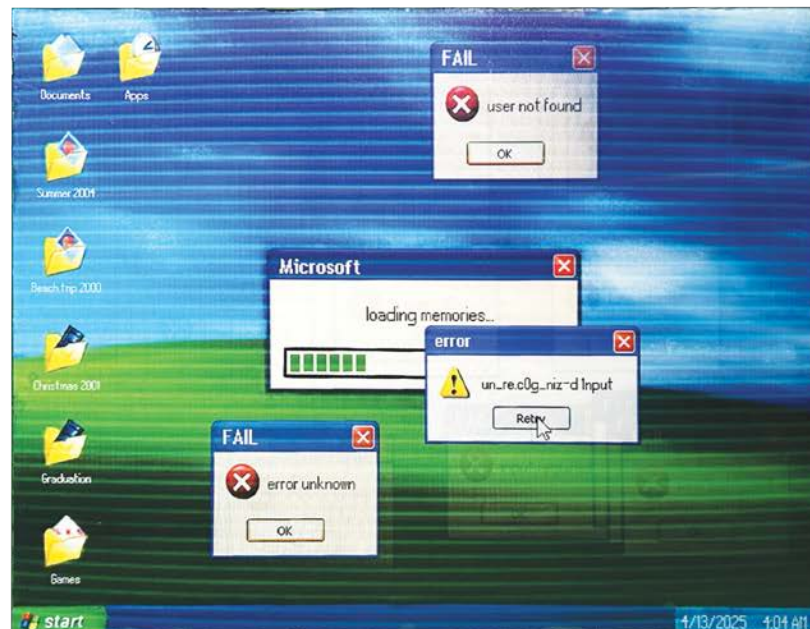
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## **MANSION WHISPERS FONT DESIGN: MOCKUP**

Adobe Illustrator, Adobe Photoshop

# SENIOR THESIS PROJECT

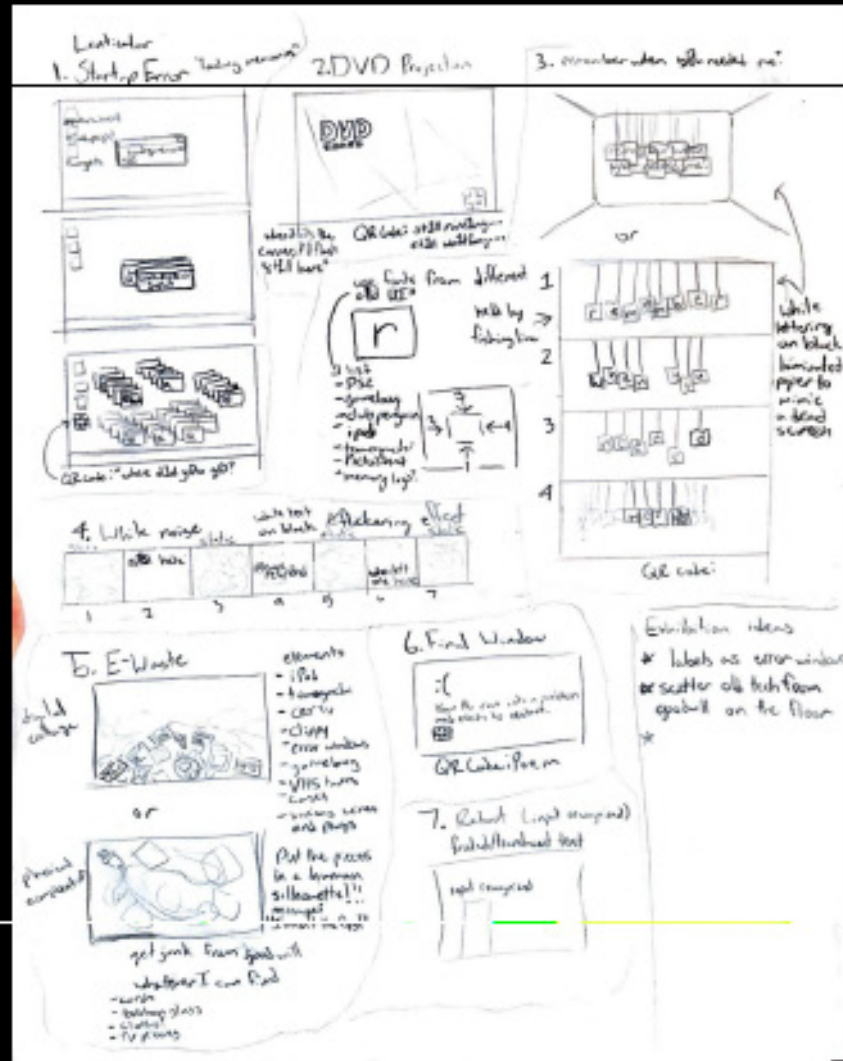


## GHOST IN THE MACHINE: THE AFTERLIFE OF OBSOLETE TECHNOLOGY

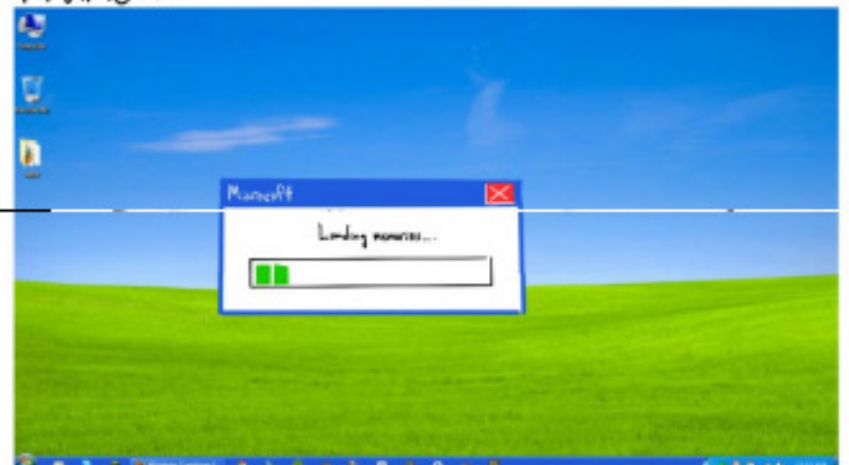
This project is a multimedia exhibition exploring digital nostalgia and the rapid evolution of technology. Using lenticular printing, projection, typography, and sculptural collage, I created a series of works that give a voice to obsolete technology. By recreating familiar digital interfaces and distorting them, the work reflects on how quickly we abandon devices that once felt essential. The goal was to create an immersive experience that feels both recognizable and unsettling, encouraging viewers to reconsider their relationship with technology.

# Plan

## Sketch



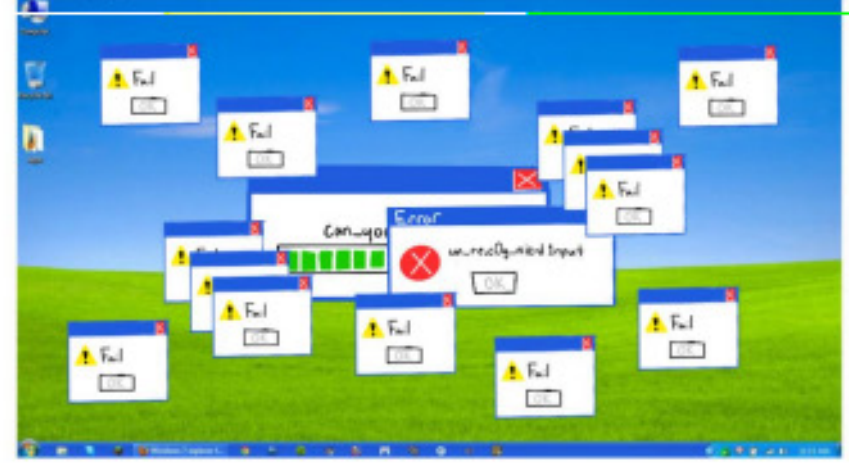
Frame 1



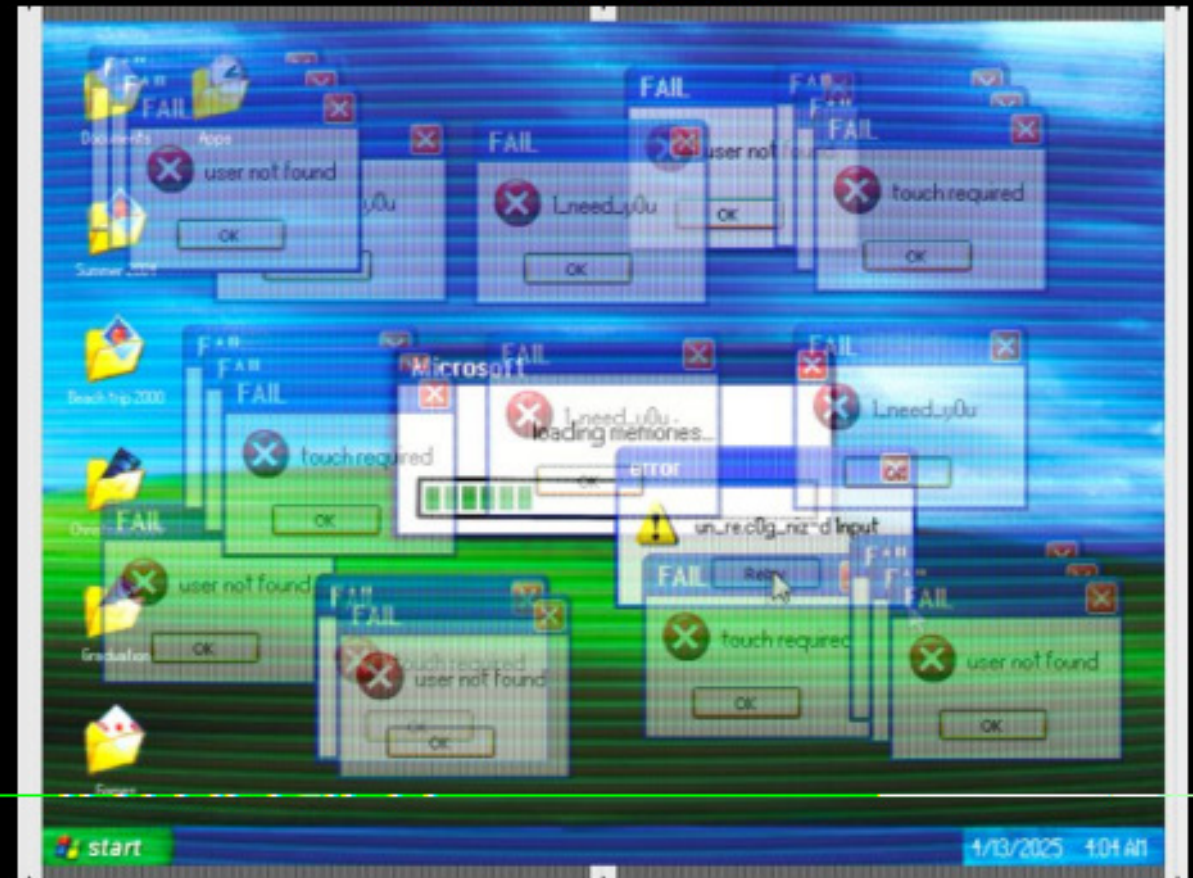
Frame 2



Frame 3



## Interlace





First assembled print

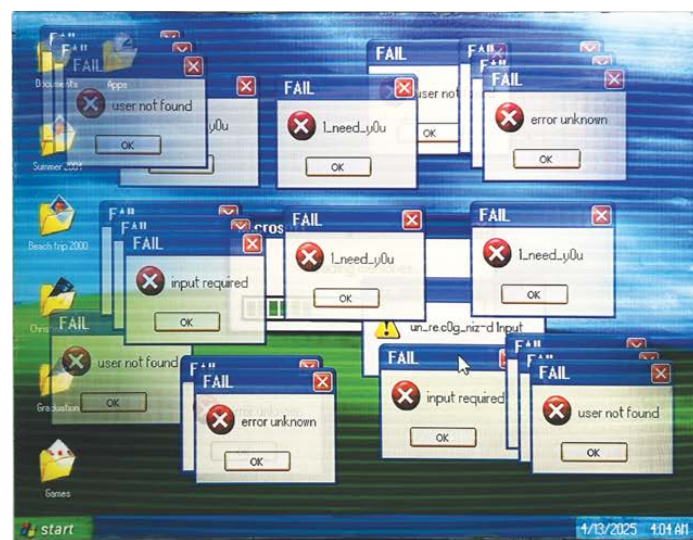
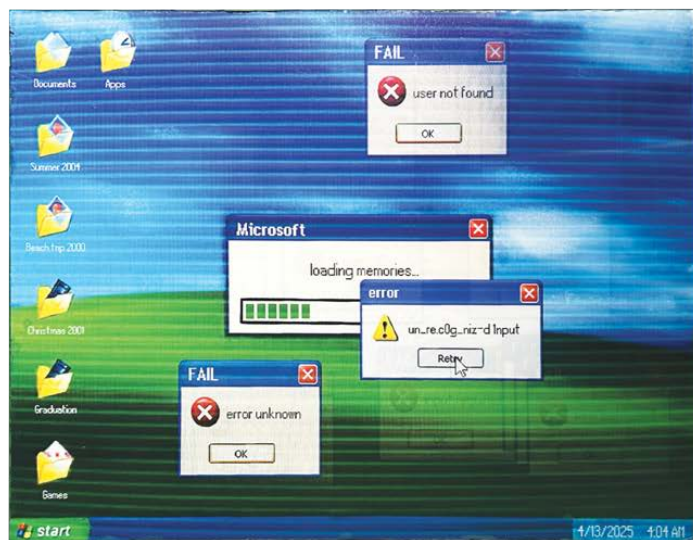


Adding depth

**GHOST IN THE MACHINE: PROCESS**



**GHOST IN THE MACHINE: INSTALLATION**



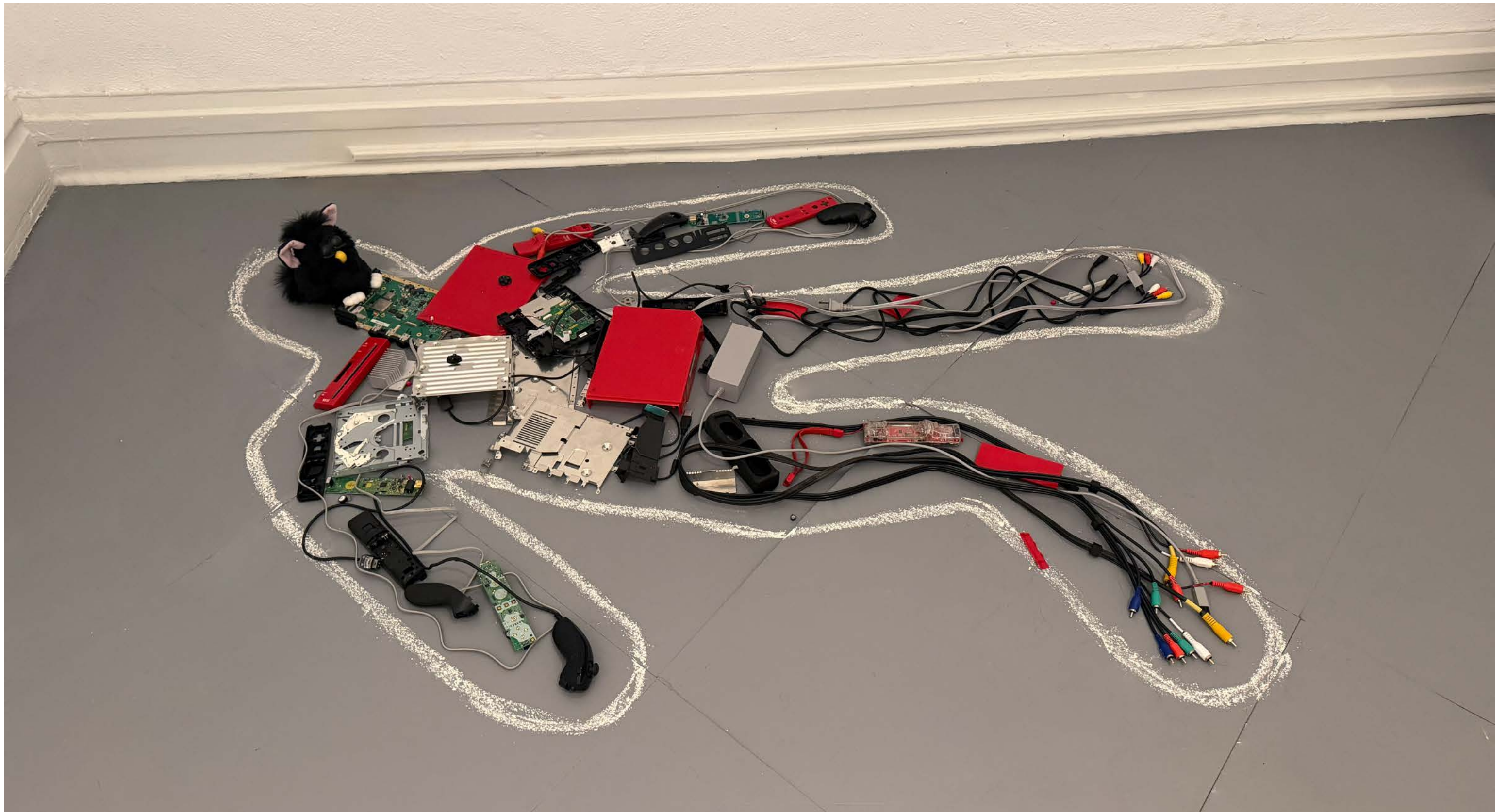
# GHOST IN THE MACHINE: 1\_NEED\_YOU

Lenticular print



## **GHOST IN THE MACHINE: LIFE IN STATIC**

Lenticular printed static series exploring fragmented communication.



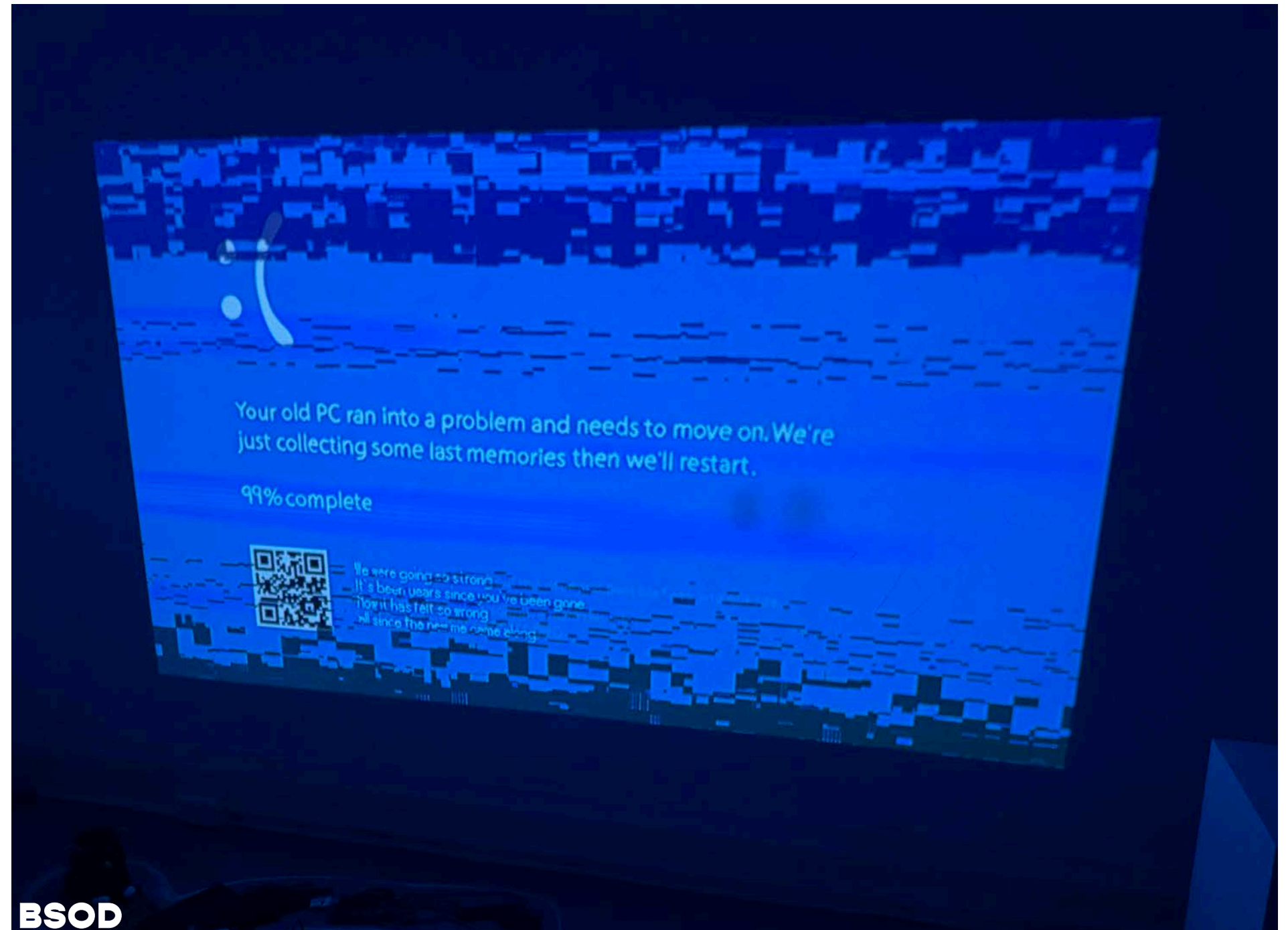
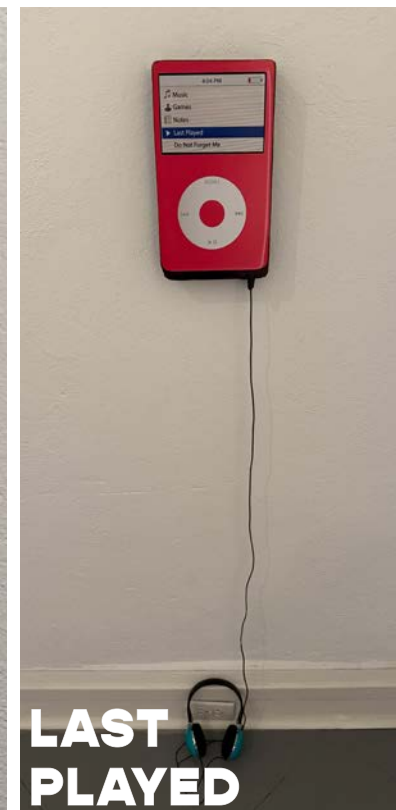
## **GHOST IN THE MACHINE: HUMAN'S TOUCH**

Sculptural collage made from dismantled technology, exploring how these objects lose meaning without human interaction.



**STILL**  
**HERE**

**STILL HERE**



## **GHOST IN THE MACHINE: FINAL WORKS**

- Still Here: Projection
- Forgot Password?: 2D print
- Last Played: 2D print
- BSOD (blue screen of death): Projection