



Lauren Leslie Designs


Graphic Design Portfolio






Contact

Reach out to start our journey together!

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About Me

Hey there, I'm **Lauren Gould**, and I'm not your average graphic designer. I'm a vibrant, fun-loving artist who thrives on turning mundane ideas into dazzling visual adventures.

Why settle for ordinary when you can have extraordinary? My design philosophy is all about infusing life and energy into every project I touch. Whether it's a corporate logo or a whimsical poster, I'm here to make your message POP!

My palette is as diverse as my imagination, and I don't shy away from bold, daring colors. I believe that color is the heartbeat of design – it can evoke emotions, tell stories, and create lasting impressions. What's my secret sauce? It's a mix of unbridled creativity, a passion for innovation, and a touch of quirkiness. I love breaking the rules to set my designs apart from the crowd. Each project is a playground for my imagination, and I can't wait to leap into the next adventure.

Beyond the vibrant hues and daring designs, I'm a problem solver at heart. I understand that effective design is about more than just aesthetics; it's about solving challenges and delivering results. Collaboration is my jam. I thrive on the excitement of working closely with clients to bring their ideas to life.

Your vision becomes my mission, and together, we create magic.

Let's not forget my love for pushing boundaries and keeping up with the latest design trends. I'm a tech-savvy designer, always exploring new tools and techniques to stay ahead of the curve. So, if you're in search of a graphic designer who's as colorful and fun as the designs they create, you've found your match. Let's turn your ideas into vibrant reality, one pixel at a time!



Education

SOUTHERN NEW HAMPSHIRE UNIVERSITY JAN 2021 - NOV 2023

Bachelor of Arts: Graphic Art & Media Design Summa Cum Laude

Skills

ADOBE INDESIGN



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE LIGHTROOM



PROCREATE FOR IPAD



Additional

COMMUNICATION



TIME MANAGEMENT



EASE TO WORK WITH



ATTENTION TO DETAIL



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01 Photography

Passionate about photography, I find my heart truly connected to the beauty of landscapes, the wonders of nature, and the charm of animals. Through my lens, I capture the awe-inspiring majesty of the world, preserving these moments of serenity, vitality, and untamed grace. My love for photography is a lifelong journey, and every click is a heartfelt testament to the profound connection I feel with our planet's diverse and awe-inspiring facets.



It's in the Details

MADE FOR: FAS360 AT SNHU

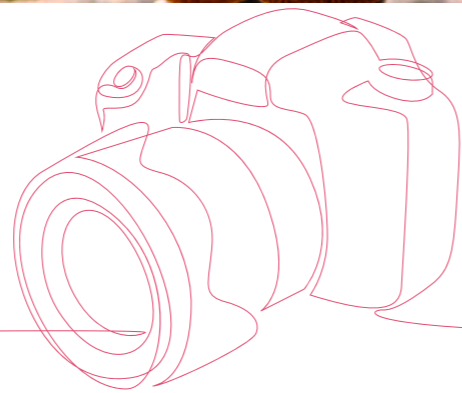
YEAR: 2023

CONCEPT: MACRO

SHORT DESCRIPTION

This assignment was a focus on subjects up close, capturing the details that most overlook. As a lover of flowers and nature, I wanted to showcase the beauty in each petal, as well as light and shadows.
Equipment: Canon EOS Rebel T7 DSLR, Adobe Lightroom





Visit to Chocorua

— MADE FOR: PERSONAL

— YEAR: 2023

— CONCEPT: AUTUMN COLORS

SHORT DESCRIPTION

A last minute road-trip north to Lake Chocorua, a favorite place and nostalgic destination from my childhood. The beautiful mountain welcomed me and my travel companions, and was the second-best model of the day.

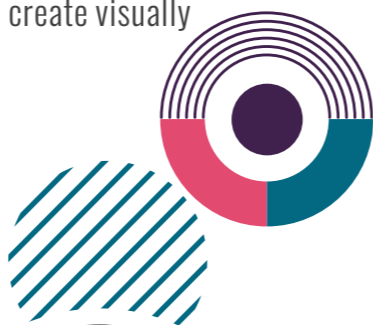
Equipment: Canon EOS Rebel T7 DSLR, Adobe Lightroom, Adobe Photoshop

“Favorite Things to Photograph”



Digital Art 02

I am a digital artist who harnesses the power of software like Adobe Photoshop and Procreate App for Apple iPad to bring my love for color and bold design to life. With these tools, I craft vibrant, eye-catching digital artwork that pushes the boundaries of creativity. Each piece is a symphony of hues and shapes, a testament to my passion for combining technology and artistry to create visually stunning and imaginative designs.



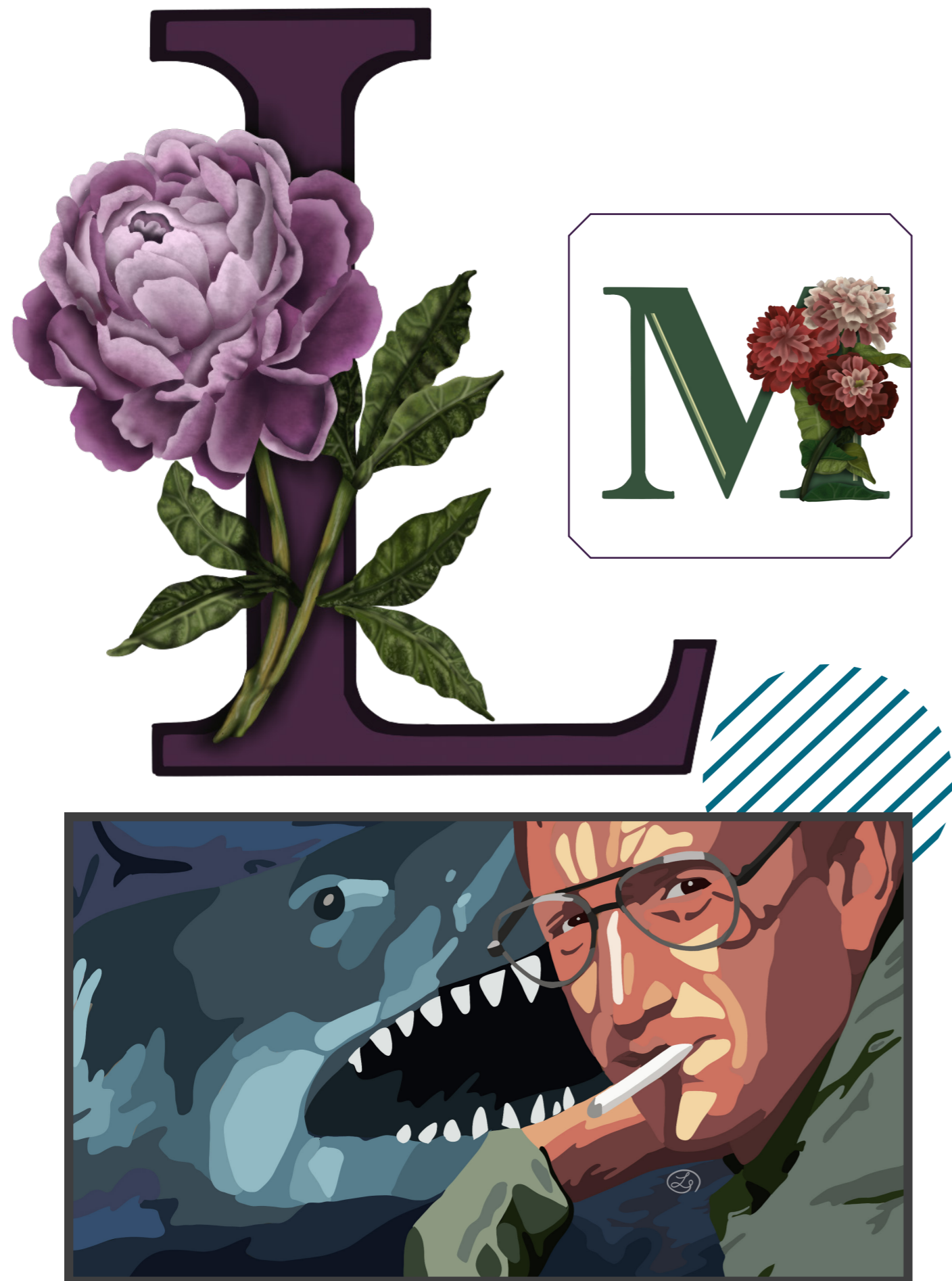
Personal Collage

- MADE FOR: GRA101 & GRA491
- YEAR: 2021 & 2023
- CONCEPT: PERSONAL BRAND

SHORT DESCRIPTION

Assignment was to create a personal brand in the form of a collage. The original concept was done early in my degree journey and reimagined towards the end. Utilizing layers and rendering, I was able to create a collage that showcases my personality and bold, colorful life.

Applications: Adobe Photoshop, Getty Images



Misc Illustrations

- MADE FOR: PERSONAL
- YEAR: 2020-2023
- CONCEPT: DIGITAL ART

SHORT DESCRIPTION

Various personal art projects using Procreate App for Apple iPad.



Print Design 03

I specialize in the art of creating impactful print layouts, dynamic graphic designs, and compelling communications that breathe life into a company's brand identity. With a keen eye for aesthetics and a strategic approach, I craft visual narratives that resonate with audiences, ensuring that businesses convey their unique stories, values, and messages effectively through every printed medium and digital channel. When able to flex my creative muscles, I find joy in bold, eye-catching prints that one would find on the cover of a magazine or within its pages.

Mock Magazine Spread



Sugar & Spice

CONFECTIONARY MAGAZINE

Volume 2 - Sept 2023

Cupcake Issue!

How to Bake the Best Cupcakes for Every Event! pg. 2

Gluten Free Recipes! pg. 4

Tips & Tricks:
What to Do When You're Missing an Ingredient pg. 8

Quiz:
Can you name each pie flavor? pg. 12



Mock Magazine

- MADE FOR: GRA340 AT SNHU
- YEAR: 2020 & 2023
- CONCEPT: MOCK MAGAZINES

SHORT DESCRIPTION

Each of these mock magazine layouts were created for graphic design courses at Southern New Hampshire University. These projects displayed skills of layout choices, color theory, hierarchy of text and creativity.

Applications: Adobe InDesign, Adobe Photoshop, Getty Images

UniFirst

Celebrate Independence Day with Us Sept 15 & 16, 2023



As each country celebrates and embraces the spirit of freedom and unity, join UniFirst in helping to commemorate the momentous occasions of Independence Day for Nicaragua and Mexico.

These historic events hold immense significance, representing the resilience, courage, and determination of two extraordinary nations. As we take this time to honor Nicaragua's declaration of independence on September 15 and Mexico's cry for freedom on September 16, let's also celebrate the diversity, culture, and strength that define our company and its members.

The History of Nicaragua & Mexico's Independence Days

Nicaragua:

The annual celebration commemorates the day on September 15, 1821, when a regional congress in Guatemala City signed "The Act of Independence of Central America" to gain independence from Spain. Among the people who were the driving force behind the Central American Independence was the Nicaraguan Miguel Larreynaga, who is shown on the ten cordoba bill.



Mexico:

On September 16, 1810, Miguel Hidalgo y Costilla, also known as the "Father of Mexican Independence" rang the church's bell and delivered the speech "Grito de Dolores" (Cry of Dolores) demanding the end of Spanish rule. This started a struggle that lasted over a decade, and is now an officially recognized Mexican holiday.



UniFirst has over 1,800 Team Partners located in Nicaragua and Mexico.



UniFirst

Let's Celebrate!



At UniFirst, we are committed to fostering an inclusive environment that embraces the beauty of our differences, and these celebrations for Nicaragua and Mexico are a true reflection of that commitment. Please enjoy reading more about each country's independence, their culture, and ways to join the celebrations below.

UniFirst LATAM locations celebrate their Independence Days proudly by displaying their flag colors, holding traditional costume contests, and cooking their traditional dishes.

In Nicaragua, the Act of Independence of Central America is read in all state schools on September 15. During their festivities, the Presidential Medallion is awarded to the best students and teachers from the country, and a parade is formed by 100 schools from the capital - complete with marching bands from the schools, the National Army, and the police.

In Mexico, the President of Mexico rings the 200-year-old bell Father Hidalgo used in 1810 and recites the Grito de Dolores speech in front of 500,000 people.



Cook Traditional Independence Day Dishes!



Nicaragua: **Vigoron** Recipe Here!



Mexico: **Pozole** Recipe Here!

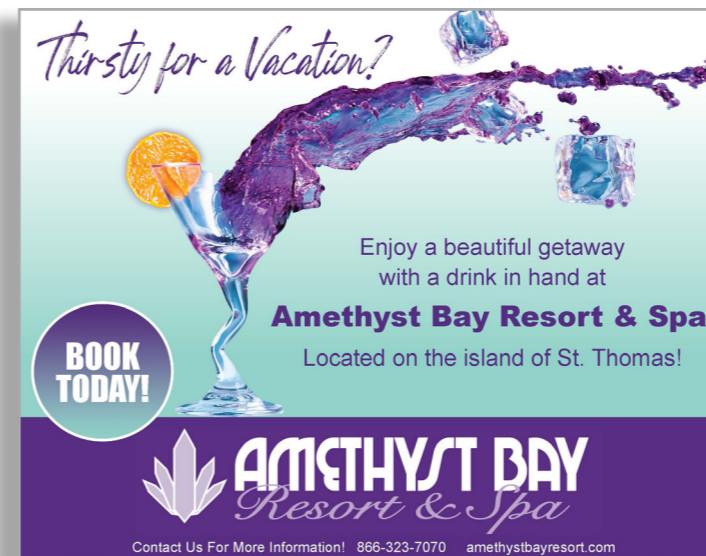
Popular Books by Nicaraguan and Mexican Authors

- *Pedro Paramo* by Juan Rulfo
- *The Death of Artemio Cruz* by Carlos Fuentes
- *The Country Under My Skin: A Memoir of Love & War* by Gioconda Belli
- *Ruben's Orphans* by Marco Morelli

Popular Movies from Nicaragua and Mexico

- *Blutiful* - Prime Video
- *Roma* - Netflix
- *La Yuma* - Prime Video

UniFirst is honored to stand alongside you in commemorating the independence of your countries. Here's to celebrating the rich history, culture, and achievements of Mexico & Nicaragua. ¡Viva Nicaragua! ¡Viva Mexico!



Amethyst Bay

MADE FOR: GRA220 AT SNHU

YEAR: 2021 & 2023

CONCEPT: MAGAZINE AD

SHORT DESCRIPTION

Created for a mock resort and spa, this advertisement is meant to be on a magazine page. The original design was created back in 2021, and adjusted in 2023.

Applications: Adobe InDesign, Adobe Photoshop, Getty Images

UniFirst

International Day of the World's Indigenous Peoples

On December 23, 1994, the United Nations decided that the **International Day of the World's Indigenous Peoples** will be observed on August 9 every year. The date marks the day of the first meeting in 1982 of the U.N. Working Group of Indigenous Populations. This annual event recognizes the achievements and contributions that indigenous people make to improve world issues as well as helping to raise awareness and protect the rights of the world's indigenous population. There are about 370 to 500 million indigenous people living in 90 countries around the world who have their own unique set of languages, traditions, cultures, and governing systems.



The year's world theme is: **Indigenous Youth as Agents of Change for Self-Determination**

Why is International Day of the World's Indigenous Peoples important?

- **It's a celebration of indigenous people.** Indigenous people form an essential and crucial part of not only our planet's history but also how human beings have come to make systems to lead fruitful lives. The indigenous people's cultures, customs, and traditions are interesting to learn about for their uniqueness and for what they teach us about the universe and the bigger picture.
- **It's a celebration of indigenous languages.** Language, at its core, builds the identity of a people. The involvement of the different phonetics, grammar rules, and formal/informal styles can tell one a lot about where a community has come from, and how their history has shaped them. The same is the case with indigenous languages. The problem lies in their endangerment, and this is why we must strive to preserve them.
- **It's a celebration of the freedom to live.** The freedom to practice rights on a piece of land that has shaped communities for centuries should not be taken away from anyone. The freedom to practice customs, traditions, and general lifestyles is another important aspect of living a worthwhile life. For these very reasons and many others, we should join indigenous people in their right to live and flourish however they like.

Communications

MADE FOR: UNIFIRST CORP

YEAR: 2022 & 2023

CONCEPT: DEI COMMUNICATIONS

SHORT DESCRIPTION

Created company-wide communications that are both distributed via email and on our UniFirst App. These communications range from holidays to awareness events. Also create brand-standard icons and graphics for each.

Applications: Adobe InDesign, Adobe Photoshop, Getty Images, Procreate for iPad

Print Materials

My goal is to design a complete visual representation of your business, from crafting memorable company logos that serve as the cornerstone of your brand identity to designing cohesive brand stationery, marketing materials, and deliverables. With a keen understanding of each company's unique values and goals, I create a visual language that unifies the brand's message and delivers it consistently across all touchpoints. My designs aim to leave a lasting impact and convey professionalism and authenticity to engage and connect with audiences effectively.



SHORT DESCRIPTION

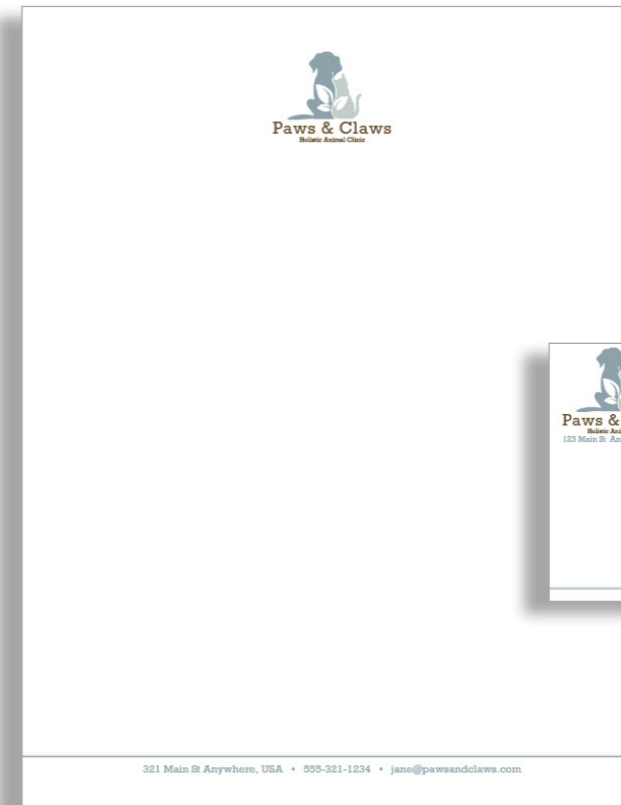
Designed a brochure for mock restaurant keeping with brand standards and overall mood of the company.
Applications: Adobe InDesign, Adobe Photoshop

Town

MADE FOR: COM232

YEAR: 2022

CONCEPT: DELIVERABLES



Paws and Claws

MADE FOR: COM230 AT SNHU

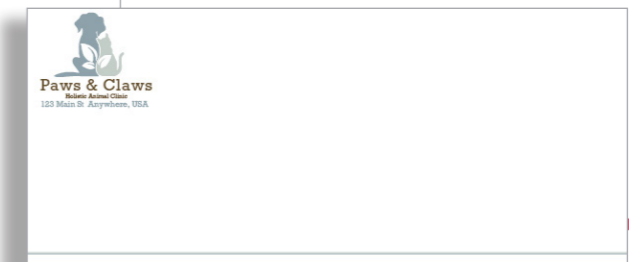
YEAR: 2021 & 2023

CONCEPT: COMPANY BRAND

SHORT DESCRIPTION

Given a mock company and client brief, the assignment was to create a logo and stationery. The original design was created back in 2021 and updated in 2023 to this finished product.

Applications: Adobe InDesign, Adobe Illustrator



Invitation

MADE FOR: UNIFIRST CORP

YEAR: 2023

CONCEPT: GOLF INVITATION



SHORT DESCRIPTION

Created a charity golf invitation for UniFirst Corporation that was distributed throughout the company including via email and on the App.
Applications: Adobe InDesign, Adobe Photoshop

Brand Design

As a graphic designer, I enjoy crafting bold and colorful brand designs that seamlessly align with a company's standards and ethos. My passion lies in infusing life and energy into visual identities, ensuring they resonate with the brand's personality. With a keen eye for aesthetics and a deep understanding of each client's unique identity, I transform concepts into striking, vibrant designs that leave a lasting impression and enhance brand recognition.



Brand Standard

MADE FOR: BEATSFEST / GRA360

YEAR: 2023

CONCEPT: BRAND STANDARD GUIDE

SHORT DESCRIPTION

Given a mock company, we were tasked to create a brand standard guide that showcased the company, their brand, their personality and mission. This young, modern, influential streaming service was perfect for this bold guide.

Applications: Adobe InDesign, Adobe Photoshop

BEATSFEST Brand Style Guide OVERVIEW

WHY PROVIDE CONSISTENCY ACROSS ALL MARKETING AND COMMUNICATION MATERIALS WHILE BUILDING BRAND RECOGNITION. THIS BRAND STYLE GUIDE WILL STREAMLINE THE DESIGN PROCESS, DEMONSTRATE PROFESSIONAL AND UNIFIED IMAGERY ACROSS ALL TOUCHPOINTS, AND SERVE AS A REFERENCE TOOL FOR BEATSFEST EMPLOYEES AND EXTERNAL PARTNERS, EMPOWERING THEM TO CREATE ON-BRAND CONTENT ALIGNED WITH THE COMPANY'S VISION AND GOALS.

BEATSFEST is music streaming for the younger generations - those who value independent thinking, authenticity, and individual differences. This style guide's goal is to create a memorable brand that is also aligned with its listeners' causes, aspirations, and diversity.

CREATING A BRAND STYLE GUIDE IS ESSENTIAL FOR ANY ORGANIZATION SEEKING TO ESTABLISH A STRONG AND CONSISTENT BRAND IDENTITY.

BRAND VISION & PERSONALITY

INCLUSIVE, FRESH, DIVERSE, AUTHENTIC, ADVENTUROUS, INDIVIDUALITY, DARING

MISSION A fast-growing, youth-focused, cloud-operated, subscription-based music streaming service with a visionary mission of catering to a young, diverse, active audience.

BEATSFEST Founded in **2018** by small a group of college software engineers.

Music ON. World OFF.

Logo: Branding

BRANDING ON FABRIC AND T-SHIRTS SHOULD BE AS FOLLOWS:

- Logo should be on neutral fabrics - white, light grey, or black only. Fabric should not have patterns or distracting textures on it.
- Screen printed logos should be centered in the upper section. Embroidered Logos should be located on the upper-left side of polo shirts/jackets/vests or along the left sleeve hem of short-sleeved polo shirts.
- Do not print Logo over zippers or seams that could alter the Logo's legibility.

THE LOGO SHOULD BE THE MOST IMPORTANT IMAGE OF ALL MARKETING PRODUCTS.

GOAL PROVIDE A FRESH, HIP MUSIC CATERING TO THE TASTE

BRAND COLORS & FONTS

HEX: #F0A82
RGB: 249, 168, 16
CMYK: 0, 83, 48, 2

HEX: #00820
RGB: 112, 216, 32
CMYK: 48, 0, 85, 15

PROPER FONT CHOICE IS KEY IN CREATING A MEMORABLE BRAND IDENTITY. WHEN CREATING BRAND MATERIAL FOR BEATSFEST, TWO PARTICULAR FONTS ARE APPROVED.

APPROVED FONTS

RETROSPECTIVE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@

ARIAL NARROW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@



Personal Brand

- MADE FOR: LAUREN GOULD
- YEAR: 2023
- CONCEPT: BOLD, COLORFUL

SHORT DESCRIPTION

Website, print-ready portfolio, mock-ups for deliverables, stationary, and logo - all created for my brand throughout my Graphic Design degree program at SNHU.

Applications: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Getty Images

