

GRAPHIC DESIGN PORTFOLIO

CINDY RAMIREZ

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“ You can have an art experience in front of a Rembrandt...or in front of a piece of graphic design. ”

– Stefan Sagmeister

01

Brands are always looking for ways to broaden their product portfolios. For this project, we were tasked with creating a paint line for a designer. The idea is to give the labels a look that matches the designer.

Project Description:

Create a paint line for a current designer.

Design Goal:

The goal was to create a paint line that fits with the style of a fashion designer.

Kind of Project:

The purpose of this project is to show the importance of strong typography and quality uniform designs.







**“ Graphic design will save the world
right after Rock and Roll does. ”**

– David Carson

02

For this assignment, we were tasked with finding an existing tea brand and redesign the packaging. I have always enjoyed the brand I picked, so I thought it would be fun to see how I could update the boxes.

Project Description:

Rebrand a pre-existing tea brand by updating the packaging.

Design Goal:

The goal was to breathe new life into packaging of a current tea brand. In turn, this would attract new customers with vivid colors, easy to read typefaces, and uniformity.

Kind of Project:

The purpose of this project is to show how design can be used to attract new customers.





“ A designer knows she has achieved perfection not when there is nothing left to add but when there is nothing left to take away. ”

– Antoine de Saint-Exupery

In this assignment, we created sustainable foundation campaigns for some pre-existing brands. I chose Starbucks to design an informational website, Facebook ad, and web ads for the new foundation.

Project Description:

Create a foundation for a popular brand.
Make a new logo, deliverables, and website.

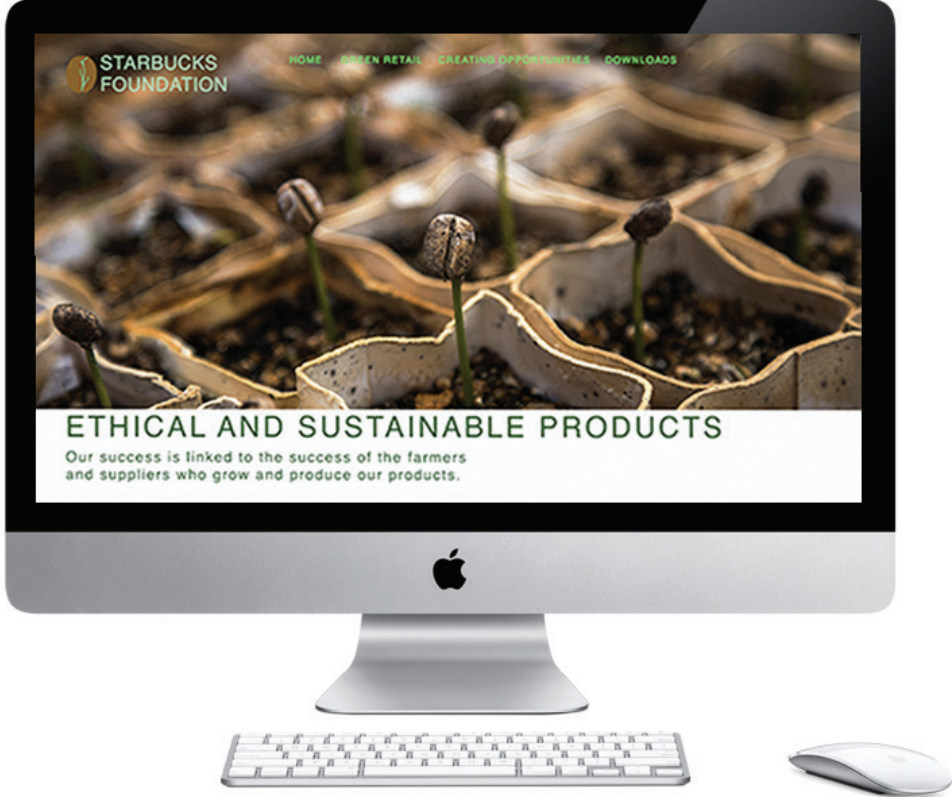
Design Goal:

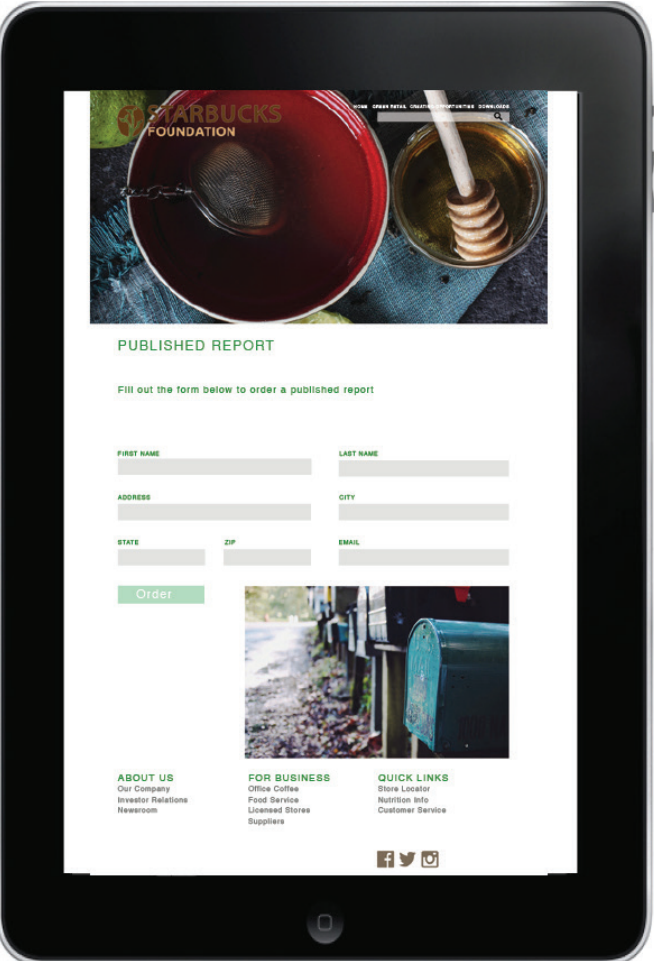
The goal here was to make the foundation look sustainable and create quality designs for the newly created foundation.

Kind of Project:

The purpose of this project is to create a brand that exudes sustainability. We had to use our graphic design knowledge to use the proper colors, typeface, and grid systems.







“ Good design is all about making other designers feel like idiots because that idea was theirs. ”

– Frank Chimero

04

More and more, when you see someone, they are likely looking at their phone. This project is meant to bring awareness to the affects of phone addiction.

Project Description:

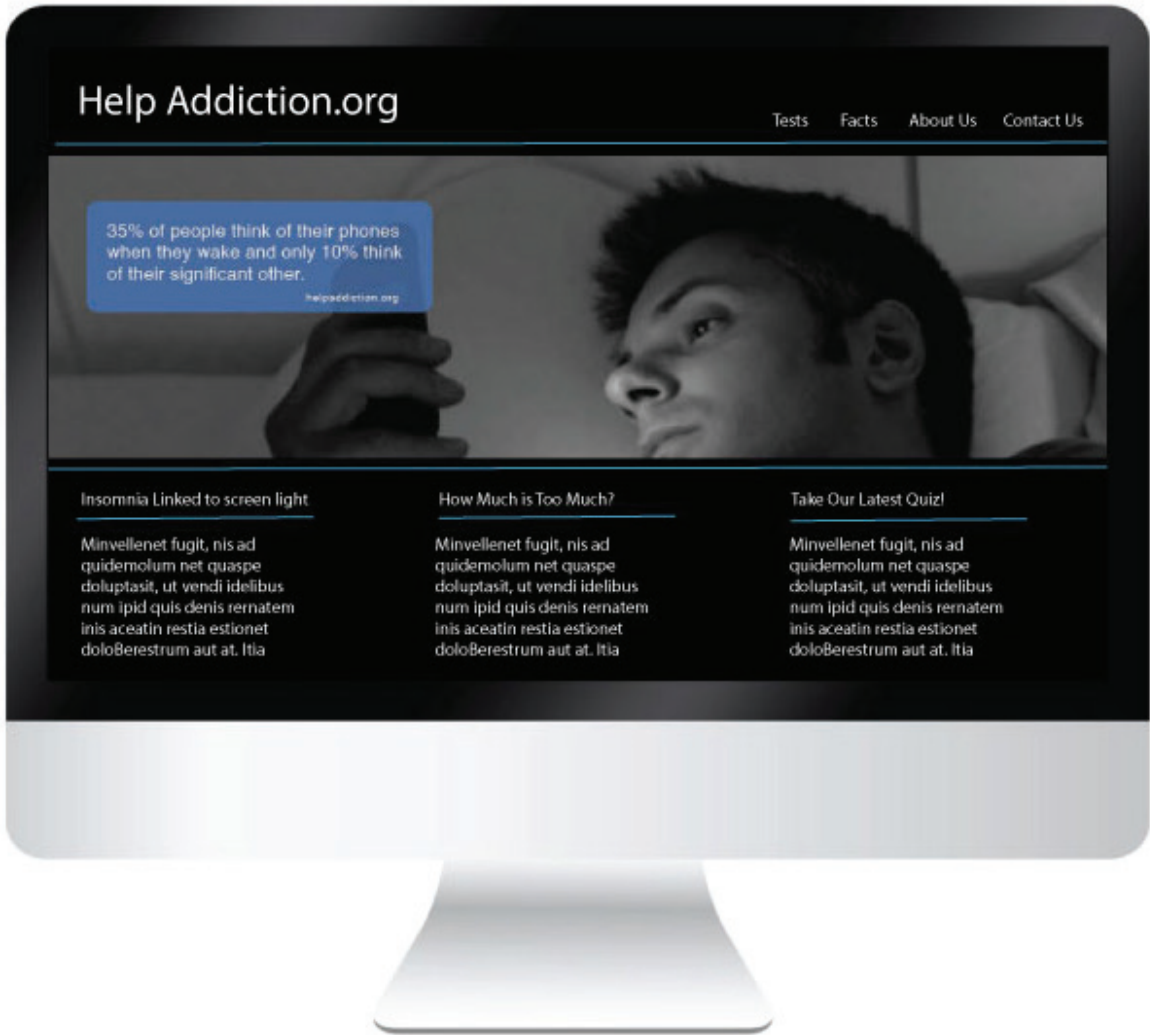
Create posters and billboards to inform the public on the issues involving cell phone addiction.

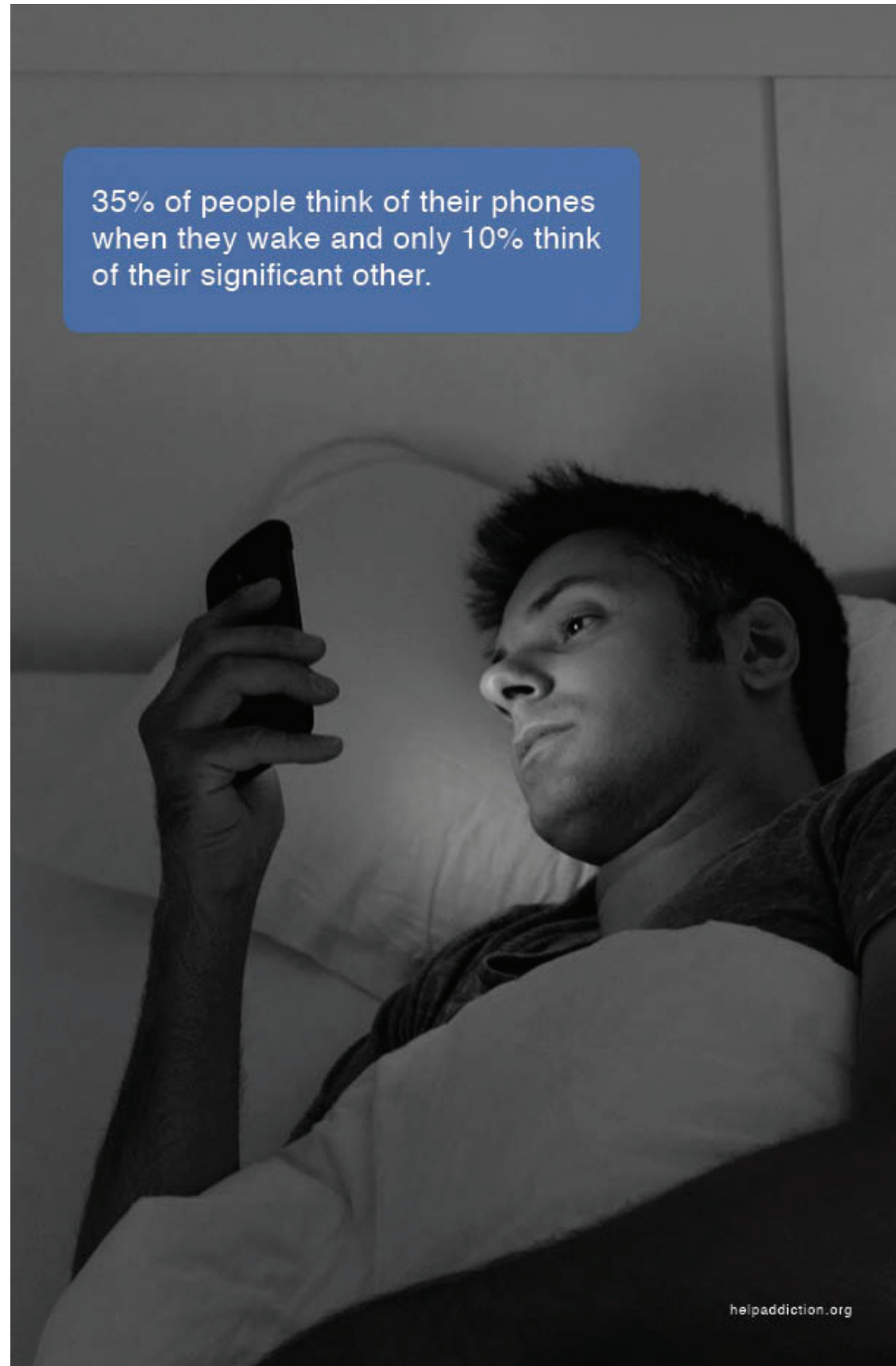
Design Goal:

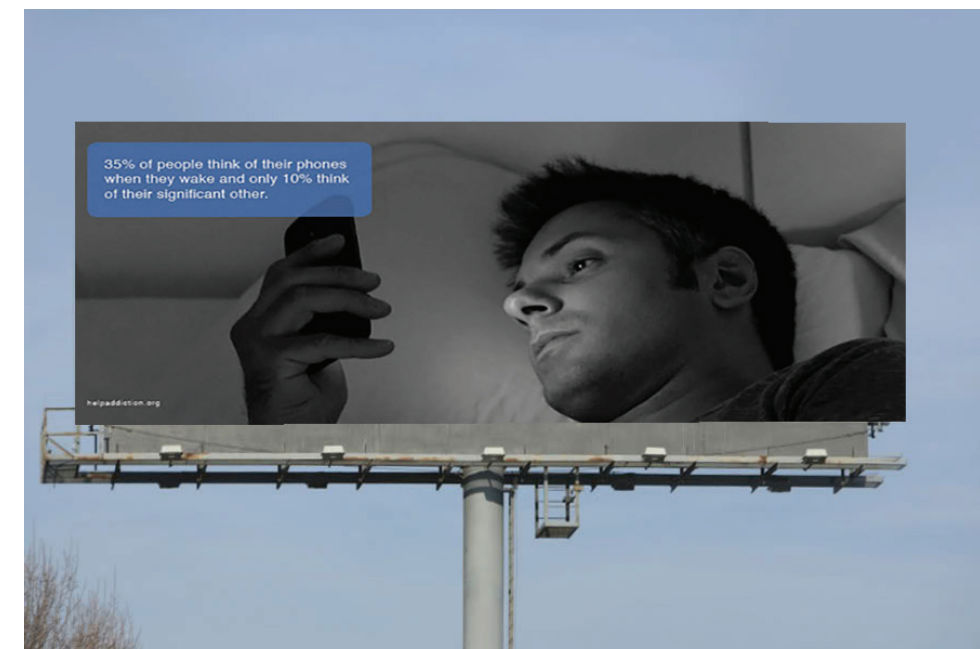
Our goal was to create a campaign that would educate the public on the issue of cell phone addiction.

Kind of Project:

The purpose of this project was to design a poster and billboard campaign highlighting mobile phone addiction.







**“ The life of a designer is a life of fight
Fight against the ugliness. Just like a
doctor fights against disease. For
us, the visual disease is what we have
around, and what we try to do is cure
it somehow with design. ”**

– Massimo Vignelli

Music festivals are a way to celebrate life and support a public issue. Alternatrade is an alternative music festival that also educates the public about the importance of free trade.

Project Description:

Create a poster, billboard, website, app, and concert ticket.

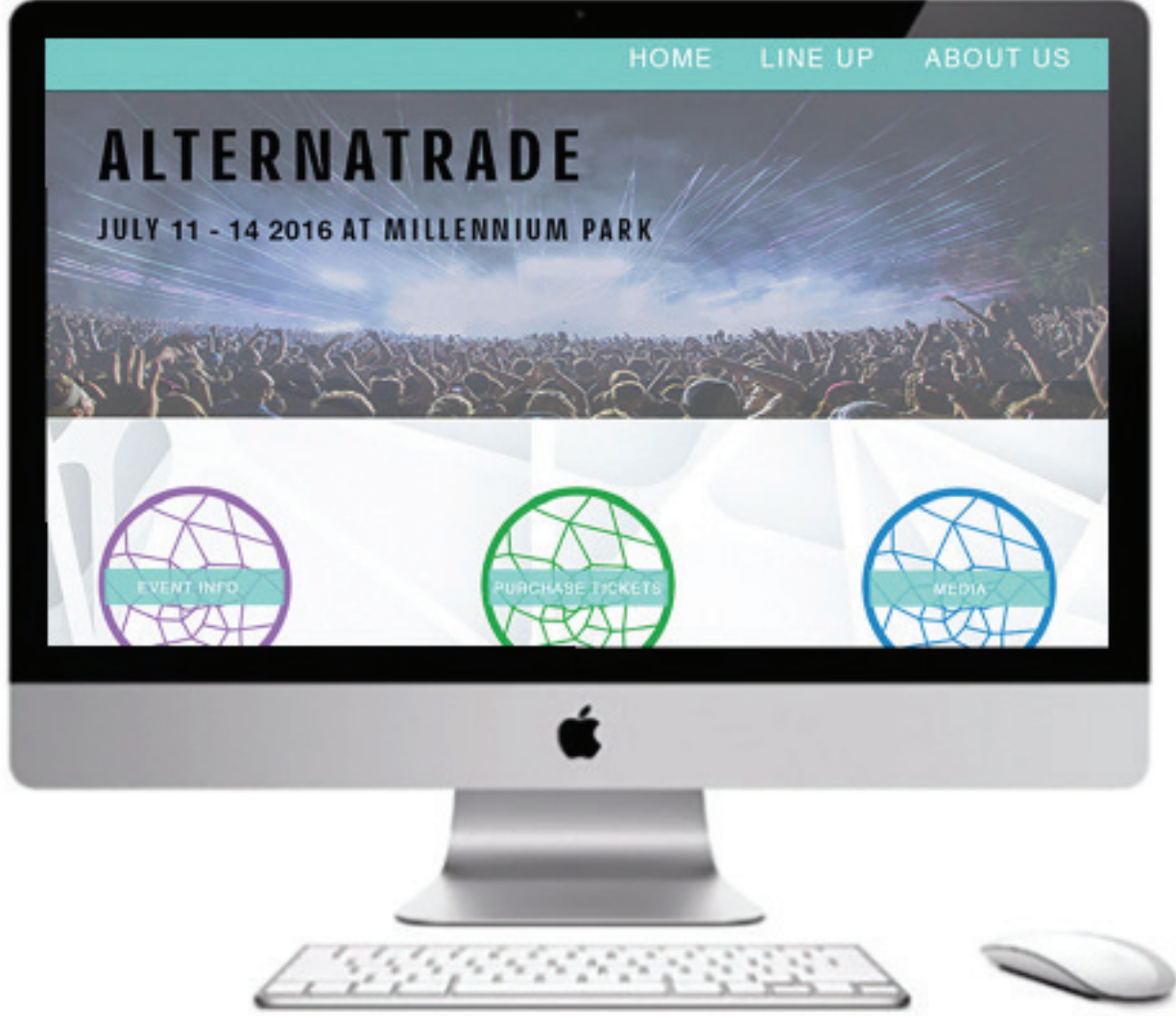
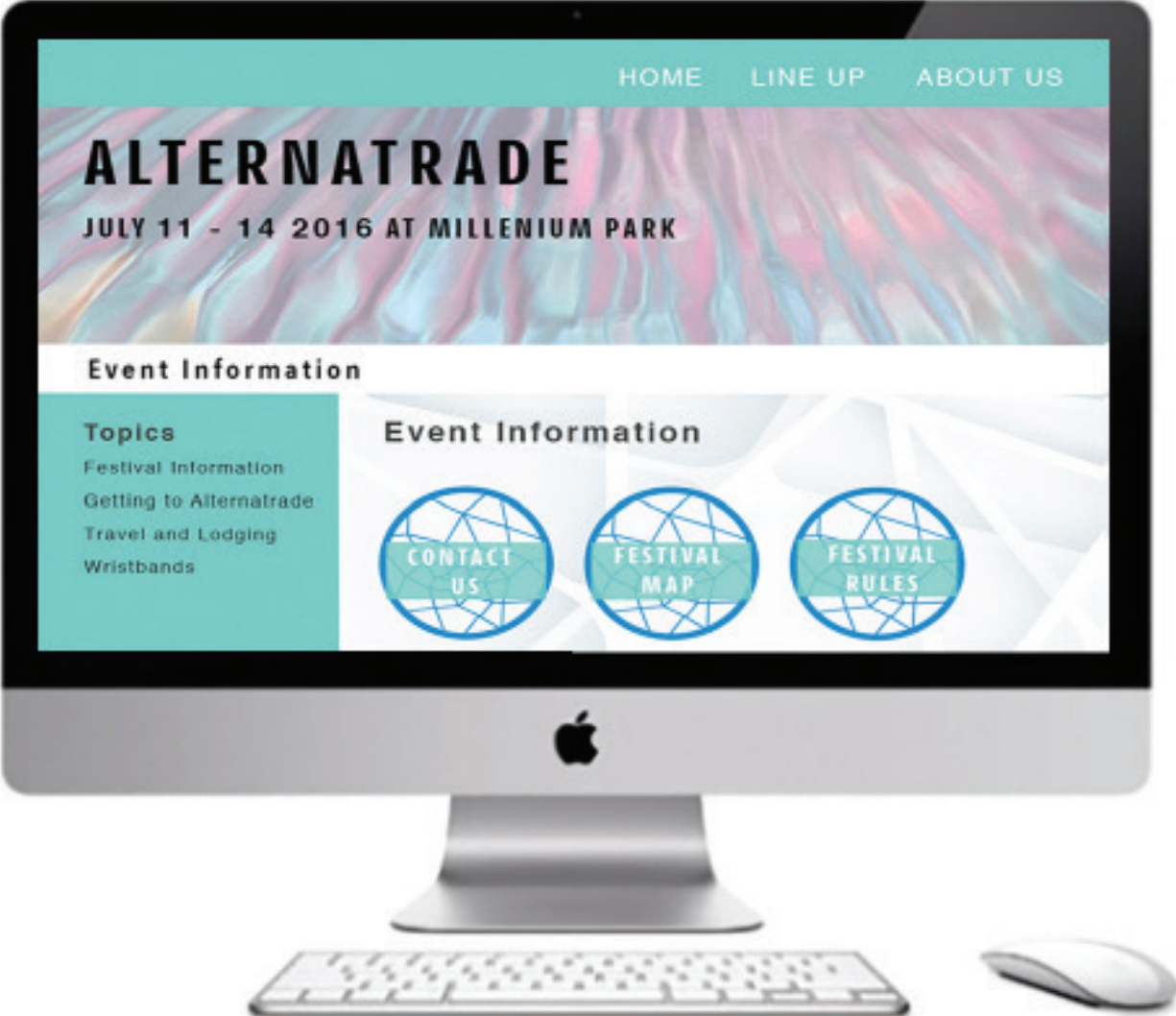
Design Goal:

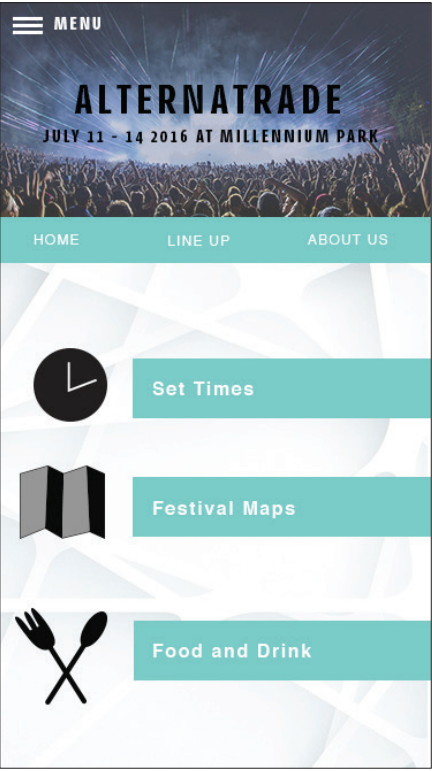
Our goal was to create a campaign that would give the public information about an alternative music festival.

Kind of Project:

The purpose of this project was to design a poster, website, phone app, and concert ticket to convey information for the festival.







“ The public is more familiar with bad design than good design. It is, in effect, conditioned to prefer bad design, because that is what it lives with. The new becomes threatening, the old reassuring. ”

– Paul Rand

06

Many brands extend into different products to broaden their product portfolio. Our task was to create a full skincare line for a current brand.

Project Description:

Create a full skincare line for an existing brand.

Design Goal:

Our goal was to create a skincare line for an existing brand.

Kind of Project:

The purpose of this project was to design different sized bottles and jars for a full skincare line for a current brand.







**“ It’s through mistakes that you actually
can grow. You have to get bad in order
to get good. ”**

– Paula Scher

07

Towns use digital design to inform not only the locals, but also visitors. With iPhones and iPads in large demand, it only makes sense for the designs to be mobile friendly.

Project Description:

Create a logo, iPad format site, and a mobile phone site for our home town.

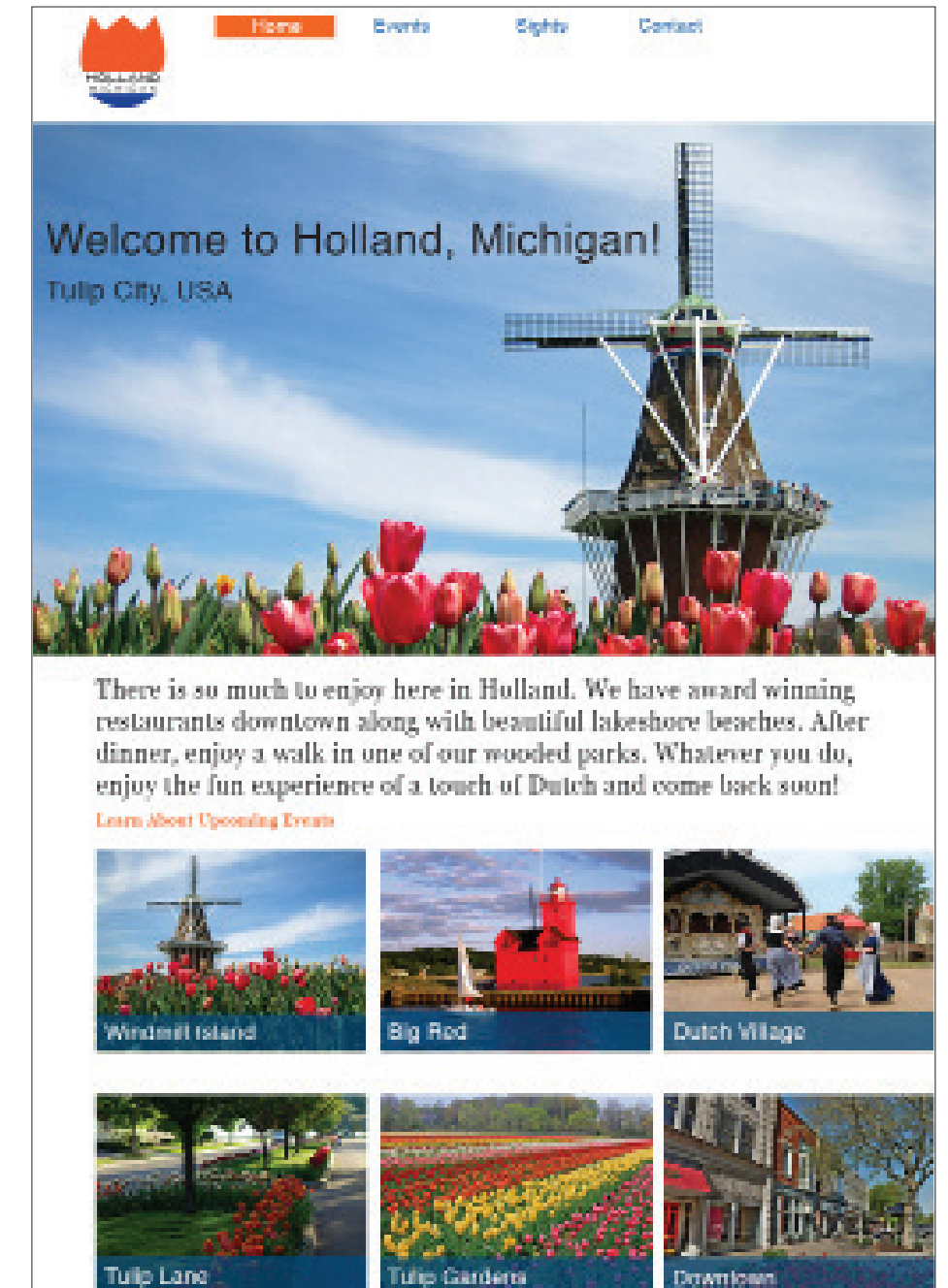
Design Goal:

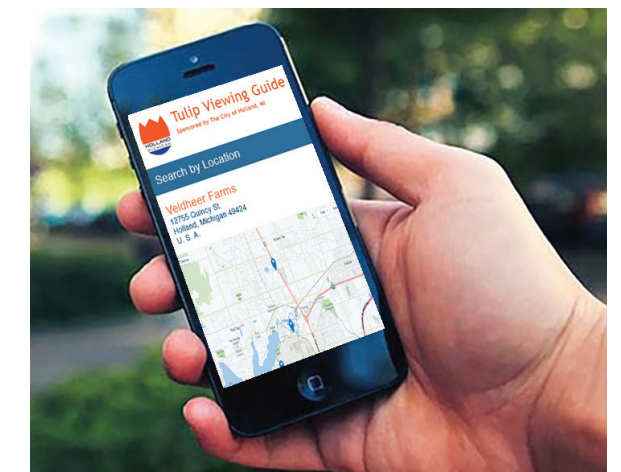
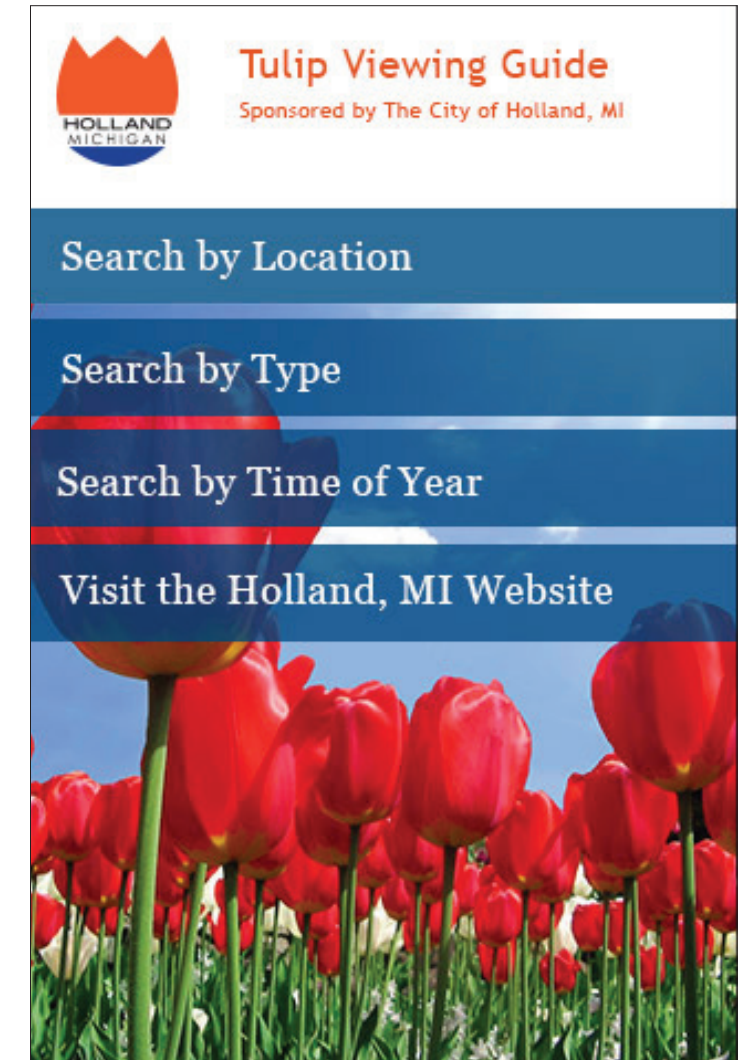
Our goal was to create a logo and mobile sites for our home town.

Kind of Project:

The purpose of this project was to design a logo, iPad site, and mobile phone site that is user friendly to encourage visitors.







“ Styles come and go. Good design is a language, not a style. ”

– Massimo Vignelli

08

Local vendors need logos made for their niche products. This project was commissioned for one of those local vendors.

Project Description:

Create a logo for soap vendor.

Design Goal:

Our goal was to create a logo how vendor imagines it should look.

Kind of Project:

The purpose of this project was to design a logo for packaging.





BANDOLERO GROOMING LLC

BANDOLERO



Beard Oil

Frangrance Free

1fl. oz (30ml)

“ Simplicity is the ultimate sophistication. ”

– Leonardo da Vinci

09

Large businesses need labels, banners, and signs that are well made to create a great presence in stores.

Project Description:

Create POP signage for company.

Design Goal:

Our goal was to create signage that is easy to read from a far distance and up close.

Kind of Project:

The purpose of this project was to design POP signs to help communicate quickly to customers.

Edge Glued Panels

Farmhouse Panels | Teak | Spruce Pine Fir

Panel de Bordo Pegado

Paneles de Granja | Teca | Abeto Pino Abeto

- Factory Sanded
- Edge Glued for Stability
- Stain Grade



Edge Glued Panels

Paneles Encolados de Borde



Easy to Use

The panels are easily cut, machined, sanded and fastened with hand or power-tools.

Fácil de Usar

Los paneles se cortan, mecanizan, lijan y sujetan fácilmente con herramientas manuales o eléctricas.



Stain Ready

Factory-sanded, ready-to-stain or -paint after a light-finish sanding.

Mancha Listo

Lijado en fábrica, listo para teñir o pintar después de un lijado de acabado ligero.



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“ Simplicity is the ultimate sophistication. ”

– Leonardo da Vinci

10

Sports clubs need logos to help spread the word of their organization quickly.

Project Description:

Create a logo for a running club.

Design Goal:

Our goal was to create a logo that fits the theme of a running club.

Kind of Project:

The purpose of this project was to design a logo that fits the Holland Running Club.



