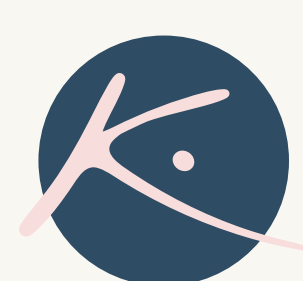


KENIA DIAZ STUDIO

Selected Work for Packaging, Branding and Product Illustration



KENIA DIAZ
Illustration & Surface Design

ABOUT MY WORK

I create hand-drawn patterns and illustrations for product-based brands that want a more distinctive and refined visual language.

My work can support packaging, labels, brand motifs, product collections, launch visuals and lifestyle brand assets – especially when a brand wants something elevated, crafted and commercially usable, without feeling generic.



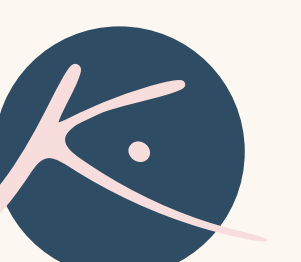
Hand-drawn motif



Stand alone sketch



Greeting card application

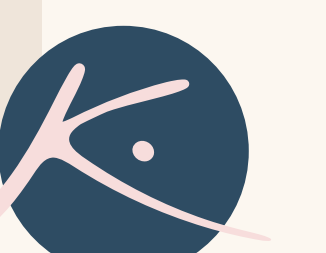


BRAND ILLUSTRATION

Haus of Charleston

Luxury Mahjong sets & accessories

A refined luxury mahjong brand based in New York. The brand wanted to capture the elegance, social charm and sense of occasion around the game. In collaboration with their agency, I created custom illustration work for the brand identity, including decorative patterns and visual assets for packaging, branded collateral and product touchpoints.

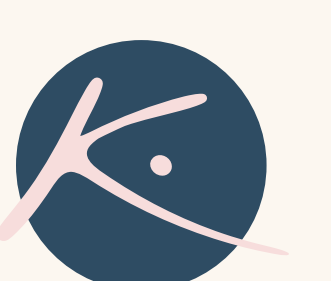


PACKAGING & LABEL

HER Programmet

A packaging and label concept created around the energy of HER Programmet — a platform for women entrepreneurs, leaders and changemakers.

This direction explores a bold, abstract visual language with a brighter and more contemporary palette, while still keeping the overall look clean, elevated and product-ready.



PATTERN AND VISUAL DIRECTION

Surface Pattern Design

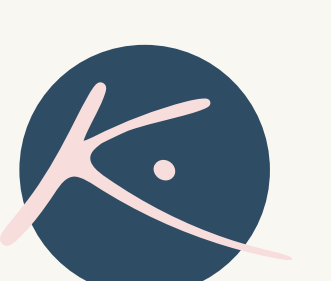
Elegant, repeatable artwork for packaging details, tissue paper, inner packaging, labels, web graphics, product inserts and branded assets.

A seamless pattern brings consistency and cohesion to a brand in a way that separate motifs alone cannot. It becomes part of a broader visual system.



Seamless repeat pattern

Pattern application

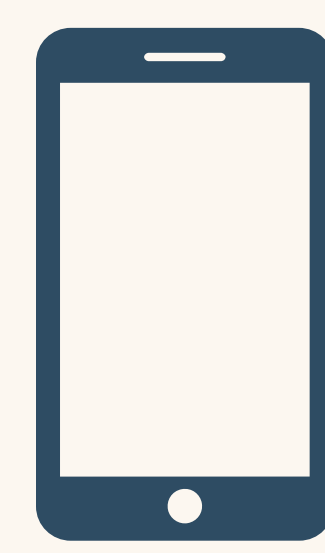


WORKING TOGETHER

How I can support your packaging and branding project:



Packaging illustration / decorative elements



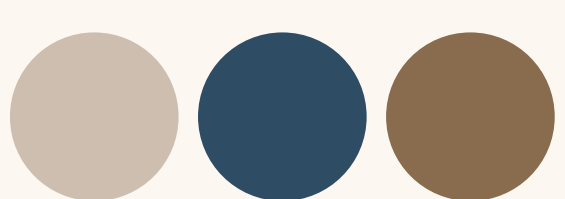
Social launch visuals



Label artwork and product motifs



Product insert / card illustration



Color palette



Art direction for a cohesive product family



Brand pattern and secondary graphics



Refinement of existing visual concepts

www.keniadiaz.com



I would love to hear more about the brand, the stage you are currently in, and what kind of visual support I can help you with.

KENIA DIAZ

Artist-made
patterns & illustrations for brands





KENIA DIAZ

Illustration & Surface Design

www.keniadiaz.com

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