

MADELEIN T. BATISTE

DESIGN &
PROPOSALS

PORTFOLIO

Madelein T. Batiste

Hey there! I'm Madelein and I'm glad you're here! I'm a native of Colombia living in Dallas, Texas. I'm an observer of the world around me, admiring all things beautiful, from photos and design, to interiors and fashion. I especially love beauty when paired with functionality, as it mirrors the way I like to approach every design project I undertake. Every design I create has my heart and soul poured into it, but ultimately, I look to reflect the heart and soul of the client as we strive to better connect with the intended target audience.

When I'm not designing, I love spending time with my husband, friends and family. I have a special love for our four-legged friends; so yes, big dog-lover right here! In my spare time you will find me enjoying my passions; travel, food, and indoor surfing.



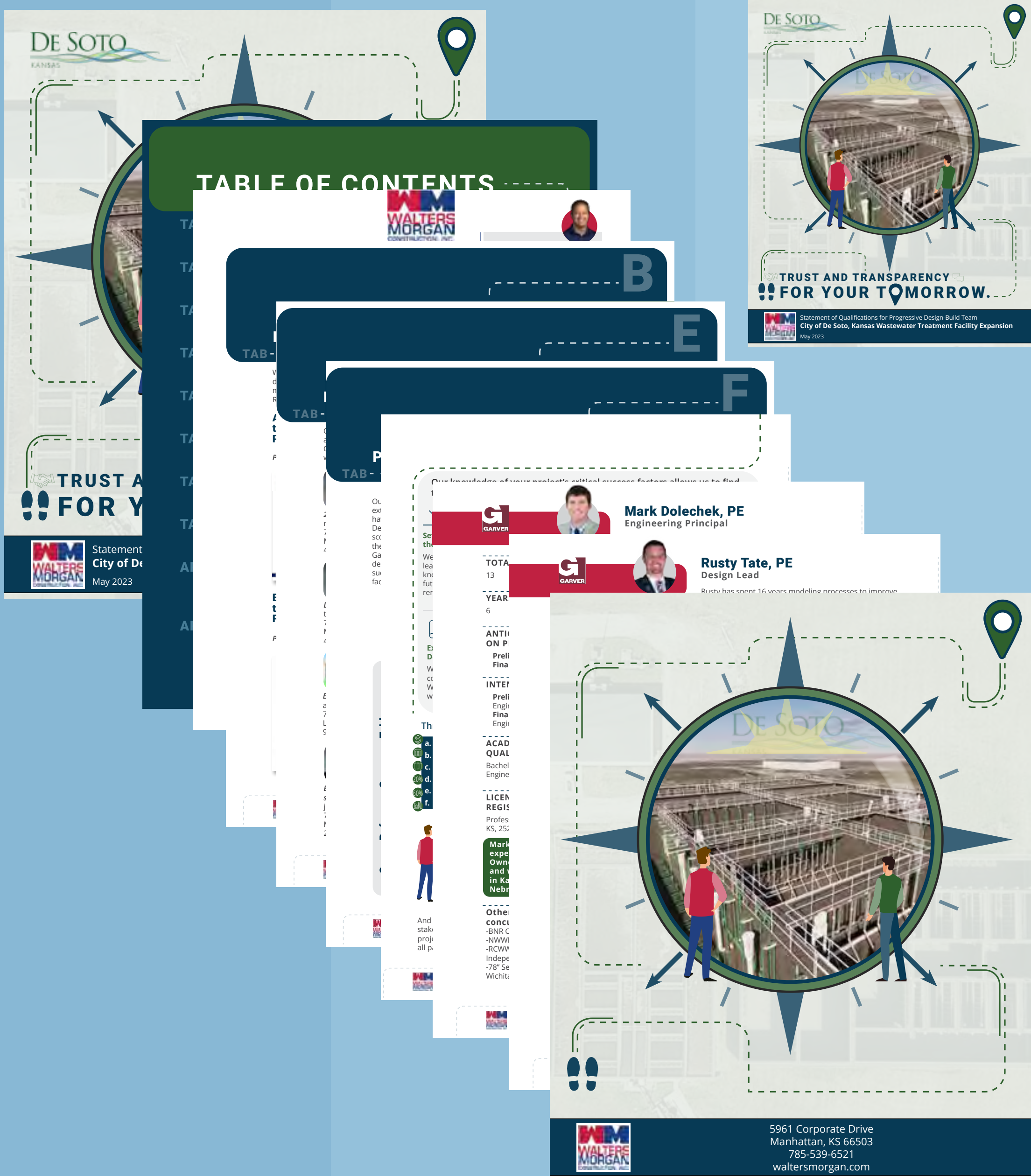
ABOUT



Professional Services for Water and Wastewater Projects

Proposal for Professional Services for Water and Wastewater Projects. The City client released an RFQ looking for an engineering firm to perform professional services for Water and Wastewater Projects. The Statement of Qualifications submitted highlighted the local experience of the firm on previous similar projects in the client's service area and general qualifications of the firm. This project was awarded to the firm.

PROPOSALS



SOQ for Progressive Design-Build Team

Proposal for Statement of Qualifications for Progressive Design-Build Team. The client released an RFQ looking for a firm with a Progressive Design-Build Team to perform professional engineering services. The Statement of Qualifications submitted highlighted the firm's experience with Progressive Design-Build teams as well as experience on previous similar projects, along with general qualifications of the firm. The firm was shortlisted for this project and interviewed with the client for the project. This project was led as a Proposal Coordinator and included working closely with a marketing team, including a Graphic Designer.

PROPOSALS



The Kingdom is at Hand

Event design for a Musical Festival for 7th and 8th graders of several schools within an organization. Titled, The Kingdom is at Hand, the design elements are based on the idea of a kingdom which represents the theme of the festival. The design also features typography treatment incorporating musical elements alongside the lettering.

DESIGN

GOD'S DREAM

SEEDS TEXAS 2018 CHURCH PLANTING CONFERENCE | DALLAS, TX



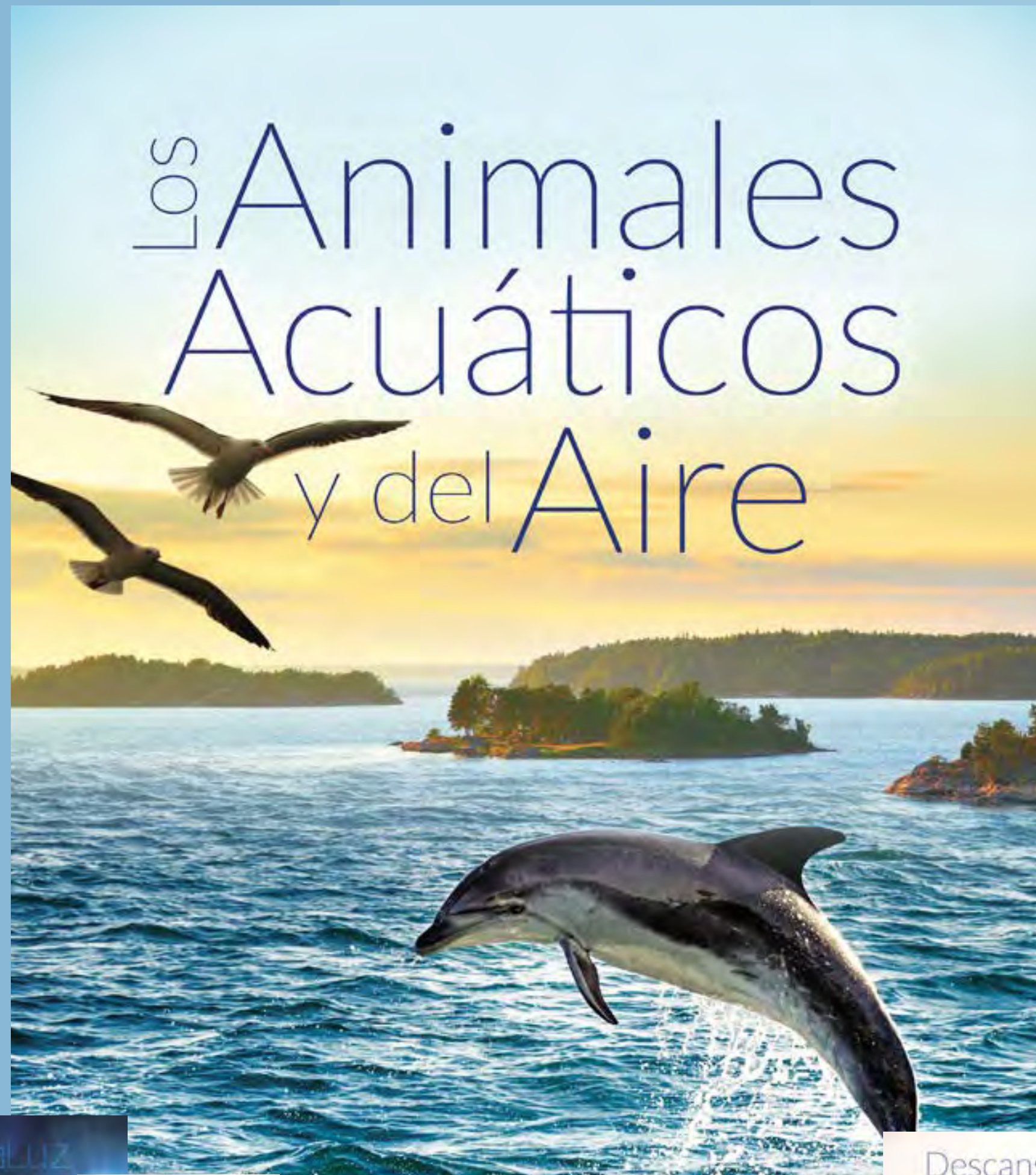
JANUARY 19-20, 2018



God's Dream

Visual Identity and collateral design for God's Dream Church Plant conference in Dallas, targeting ministers and church planters within the Texas Conference, a religious organization that serves over 60,000 members throughout Texas. The design represents the idea of God's Dream for the Dallas area, consisting of seeing more churches planted (founded) and operating throughout the city.

DESIGN



Creation Posters

Series design of posters for the Geoscience Research Institute for Latin America. The posters represent the seven days of creation in the Biblical account. Each poster represents one day and shows imagery conveying what the creation account says took place on that day. The posters were created in Spanish for a hispanic audience.



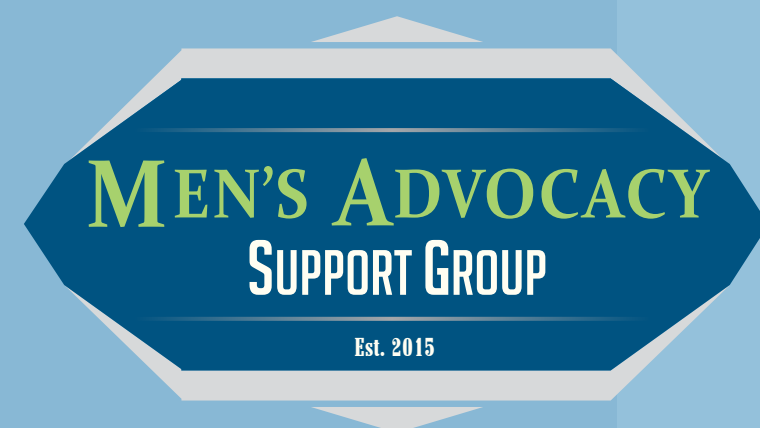
DESIGN



Men's Advocacy

Brand Identity and Business Card design for the Men's Advocacy Support Group. The organization is a non-profit church ministry in Oklahoma, dedicated to meeting the needs of men in the community through partnership and mentoring. The design intends to appeal to the organization's male target audience through the intentional use of imagery and color.

DESIGN





Kids First

Ministry Tools for Today's Children



Kids First

Ministry Tools for Today's Children



Kids First
Ministry Tools for Today's Children

COLOR PALLETE



ALTERNATIVE LOGO



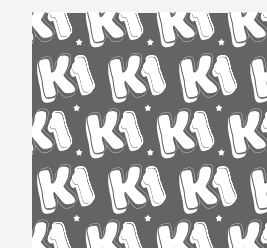
SYMBOL | LOGO TYPE | SLOGAN



Kids First

Ministry Tools for Today's Children

SIGNATURE PATTERN



FONTS

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

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

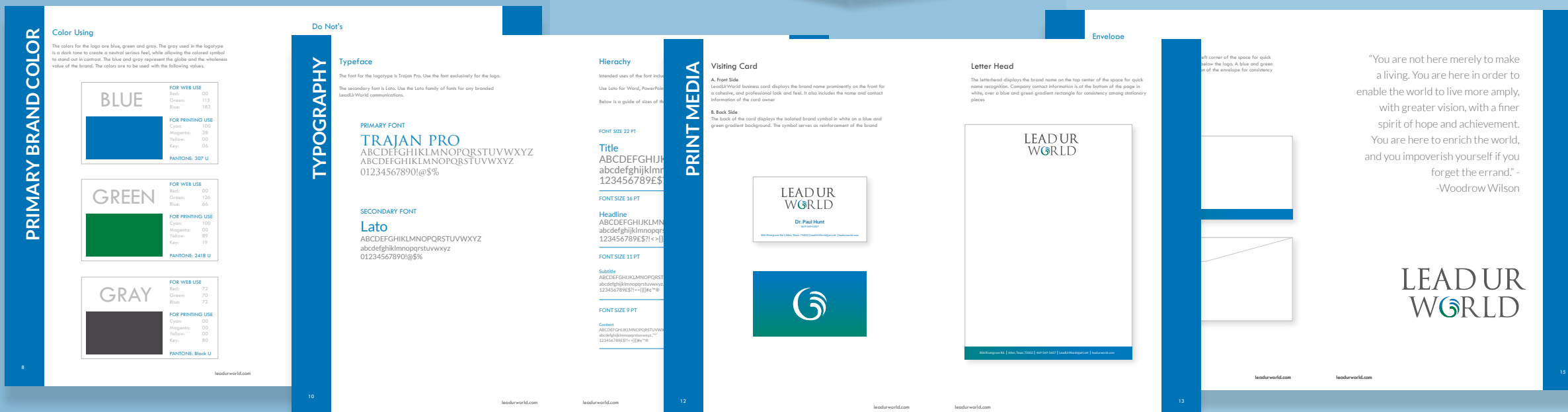
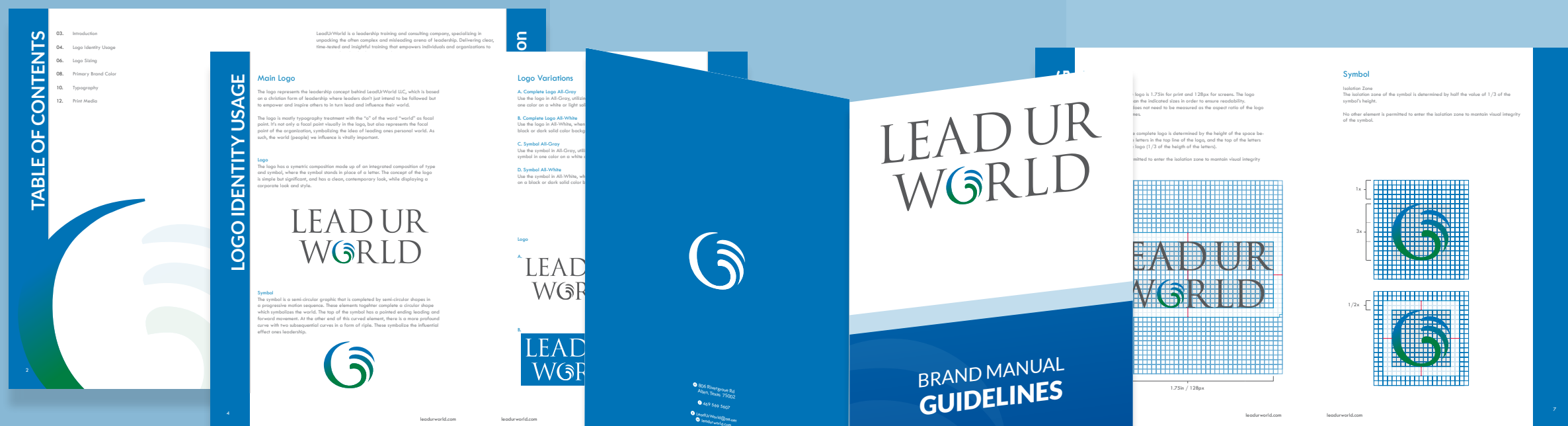
a b c d e f g h i j k l m n o p q r s t u v w x y z

K1 Kids First

Brand Identity for K1, a non-profit organization that offers resources for faith-based organizations working with children. The elements for the logo design, such as bright and youthful colors and simple lines, represent the simplicity yet vibrancy of a child. K1 puts kids first, they are at the core of what the organization does. This is conveyed in the logo, by a single star heading the circular outline, representing how children are the lead and focus of the organization.

BRANDING

LEAD UR WORLD



Lead Ur World

Brand Identity for Lead Ur World, a non-profit organization that offers resources for faith-based leaders. The logo design and style is meant to have a corporate feel, displaying a circular element nestled within the type, representing the global aspect of the brand. The brand targets a mature demographic, specifically those who play a role in Christian leadership at any level.

BRANDING



The Lady

Illustration created using a Vector-based computer software and retouched manually with ink. The project was done as an academic assignment and is a replica of an existing illustration. It intends to show the multidimensional aspect of a vector-based illustration, using computer and manual skills.

ILLUSTRATION



Original Vectors

ACS Angel Ornaments

Illustration design for the Texas chapter of Adventist Community Services, a disaster relief organization. The client requested ornament angels for an angel christmas tree. The angels needed to be holding their signature yellow buckets, which the organization fills with cleaning supplies and hands out to survivors of disasters. The illustrations were adapted from stock vector images to reflect the client's desired look.

ILLUSTRATION

Paid Search



Display Ads



Joie De Vivre



Lavender, Raspberry, Honey Ginger, & Plum

Vote to
pick your
favorite
flavor!



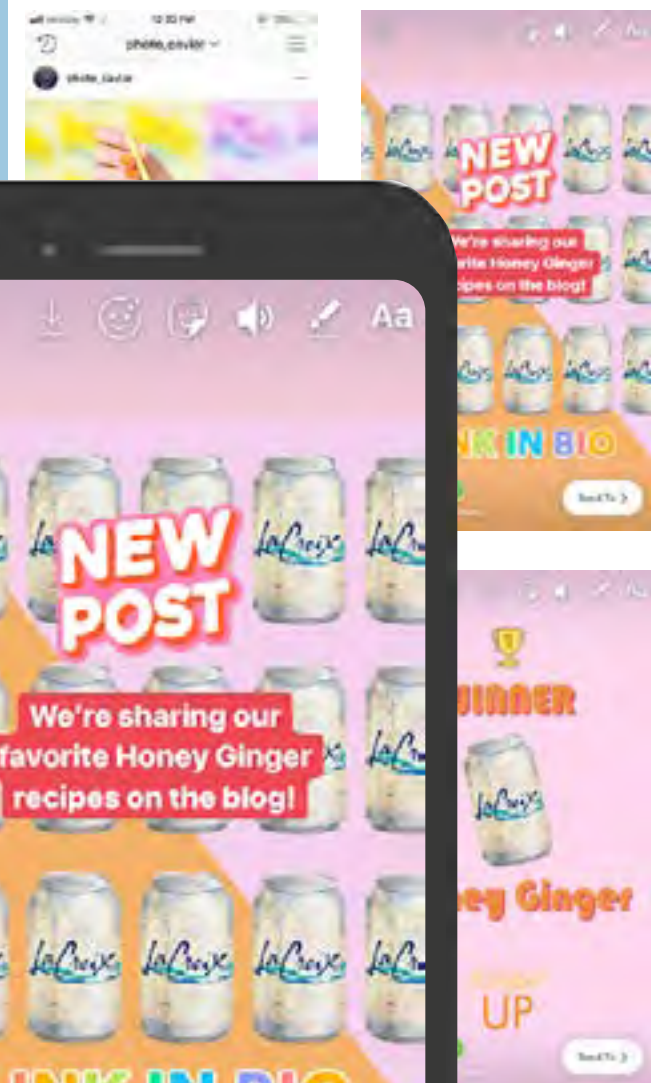
VOTE
HERE

UNSUBSCRIBE

Mobile Website



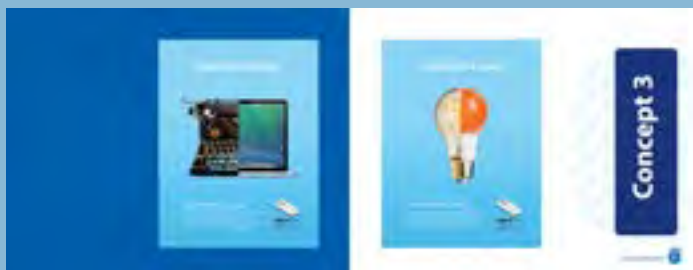
Social Media



Joie de Vivre LaCroix

Digital campaign for LaCroix's limited summer edition, Joie de Vivre campaign. Inspired in the joy of European summers, the campaign promotes its limited edition cans through a digital media campaign. The campaign was an academic assignment for a Digital Media course and was presented as a group project in an academic setting.

DIGITAL CAMPAIGN



SMARTOX-Intelligent Fingerprinting

IMC campaign intended to create awareness of a new product entering the US market. The campaign was prepared for a real client through a postgraduate Campaign course. The Plans book outlines the proposed strategy to conduct a successful awareness campaign for SMARTOX's Intelligent Fingerprinting, a portable drug testing device for professional use.

CAMPAIGN



DETERMINED

Cycling Tour



DETERMINED Cycling Tour

IMC campaign to promote the DETERMINED Cycling Tour which is sponsored by the Texas Conference, a faith-based organization with members across Texas. Spanning over a few months, the campaign intended to promote participation in the tour, whether in person or virtually, as well as to encourage donations in support of the tour's fundraising goal. The campaign included creating the tour's visual identity, print collaterals such as pull-up banners, brochures, flyers, posters and mailers, digital media, swag items and social media.

CAMPAIGN





Texas Conference Social Media

Social media posts for the Texas Conference, a religious organization with over 60,000 members throughout Texas. The different social channels of the organization intend to keep its members connected through intentional posts that range from inspirational to informative.

SOCIAL

THANK

MADELEIN T. BATISTE

BATISTE MADELEIN T. BATISTE

YOU