



JENNAH MIELKE

Graphic Designer || Illustrator



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ABOUT ME

Hello! My name is Jennah Mielke and I have my BFA in Graphic Design. My specialties include print and packaging design, marketing and branding. I am proficient in many Adobe apps including InDesign, Illustrator, Photoshop and After Effects. Outside of Adobe, I have thorough abilities in Procreate, Canva and photography. Beyond G.D., I paint and sell custom sneakers, commission tattoo designs, and paint small scale murals for locals. Whether it's in my personal or professional work, creating a well-rounded and balanced look to anything I create is very important to me and I love being able to communicate through art. I am very meticulous and no detail goes unnoticed which in my professional opinion, is what takes a "great" design to an amazing design.

ABERDEEN AMBULANCE SERVICE

Branding

Aberdeen Ambulance is a locally owned and operated EMS (emergency medical service) company that did not have an overall “aesthetic” and needed a face lift. I created a color palette, a universal type study and a couple mockups so the owner could get a feel for what the new logo/ colors could be used for.



PROCESS

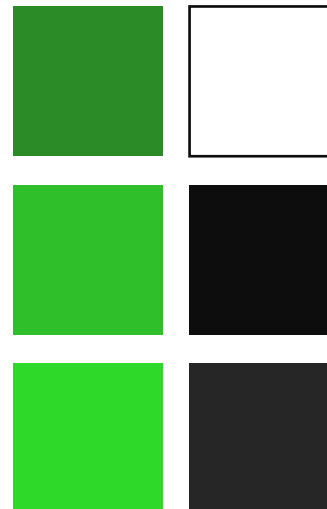
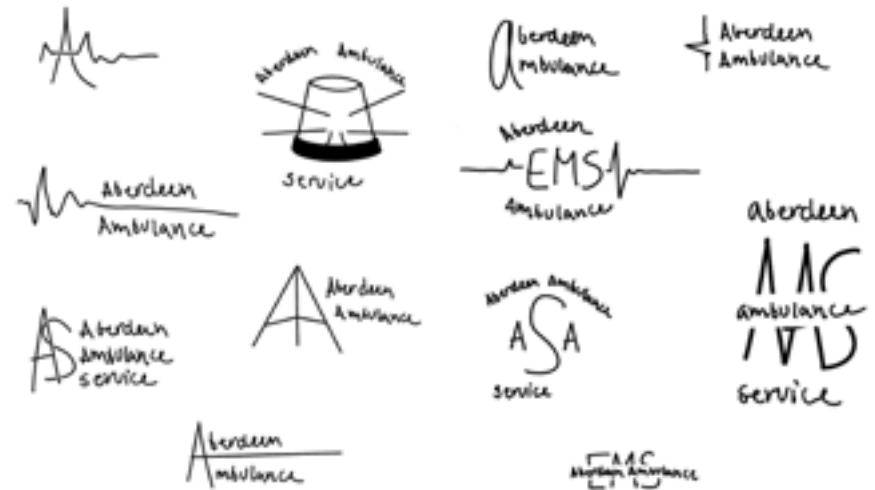
After speaking with the owner - the only color that held any significance was neon green. Wanting to avoid blue/red, the other colors were left to me. I wanted to make the green stand out as much as possible.

KEFA - BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890!@#\$%^&*()

BALTO - BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()







GROWIFY

Branding

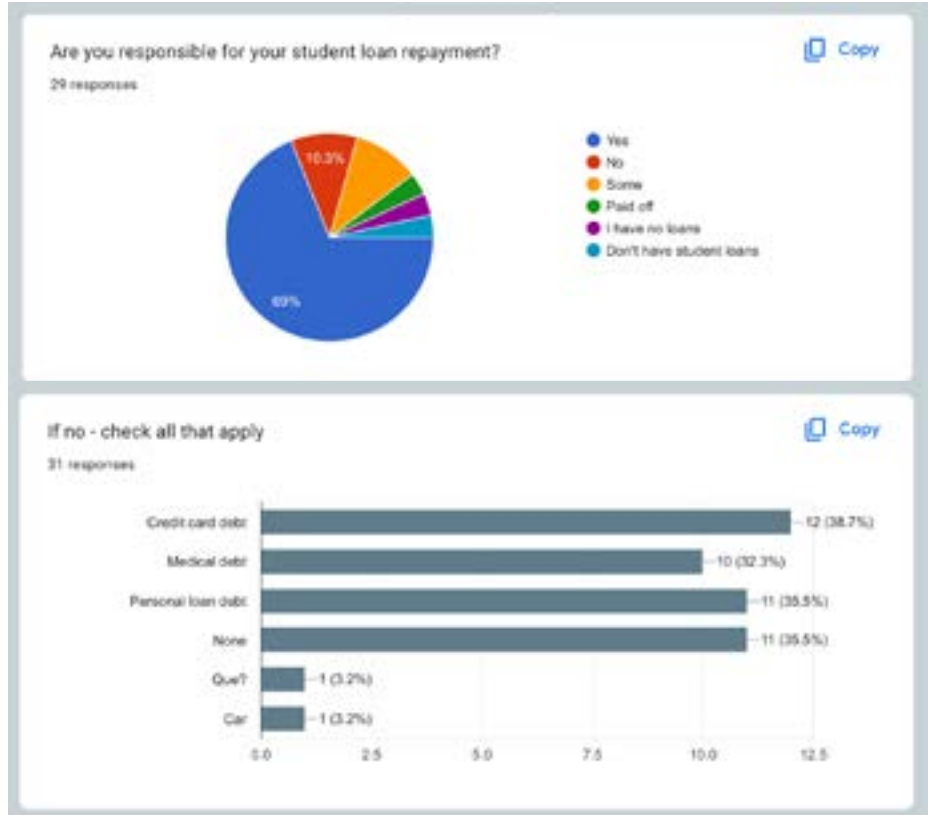
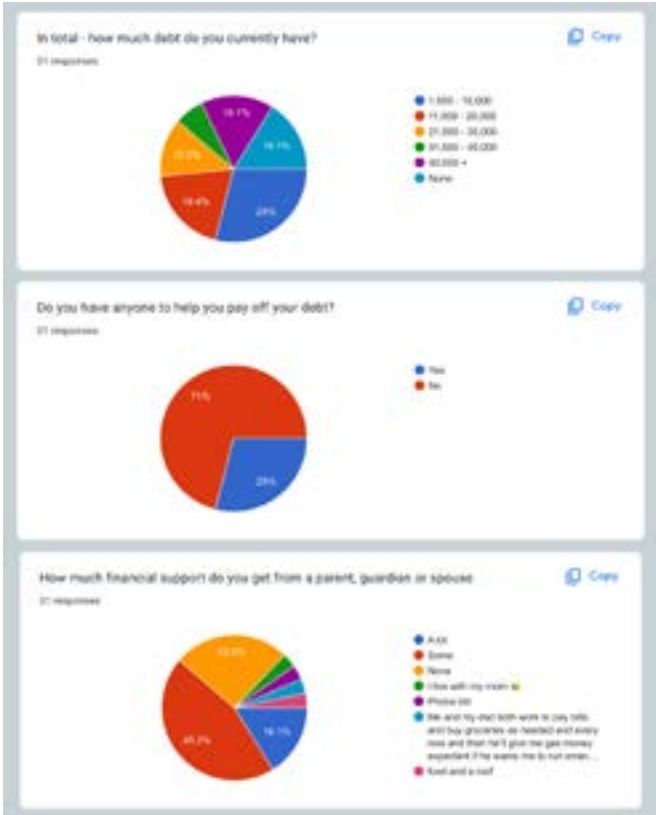
GROWIFY - a company to help you through the financial stress that comes with graduating college and trying to navigate the “adult world” without sacrificing your security. GROWIFY is here to educate and support - providing resources for refinancing and redirecting.



RESEARCH

It is no secret that money and finances are an apparent and ever-growing stressor for most people, especially people born 1990-2005. For my hypothetical company to thoroughly address what people seeking financial freedom would need, I made a survey covering what their finances per month may look like.

RESULTS



PROCESS/TYPE STUDY

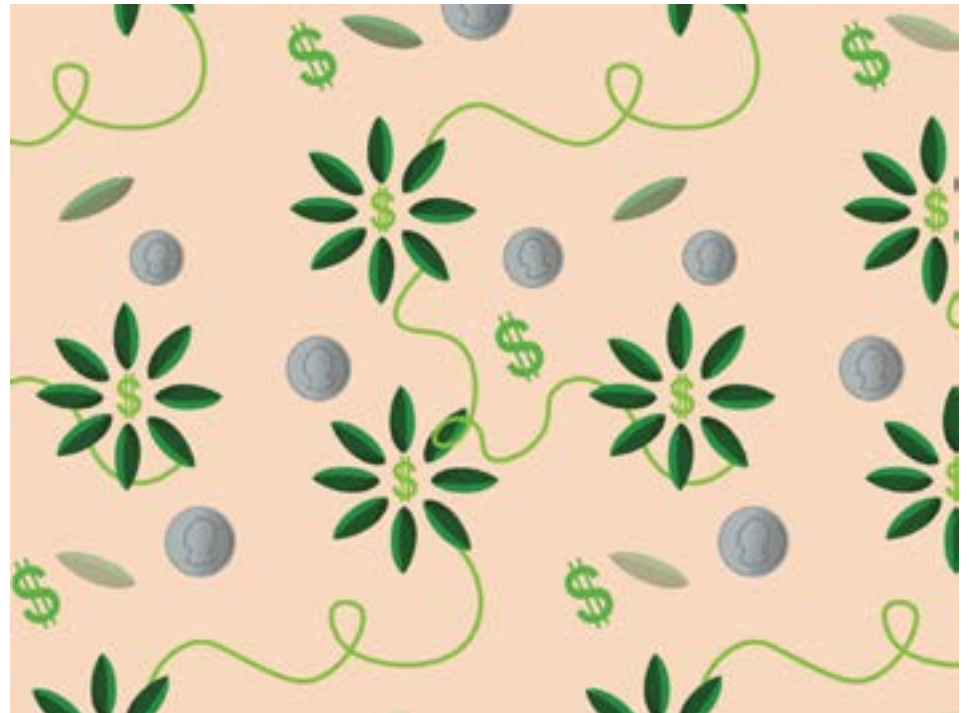
Consistent, unique and approachable were the prompts that led this particular brands' identity.

KALAM - REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890!@#\$%^&*()

ROBOTO SLAB - REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()



INITIAL LOGO DESIGN:

- TOO BULKY
- UNUSABLE IN MOST DESIGNS
- TOO LITERAL



REFINED LOGO DESIGN:

- SIMPLE
- MULTIFACETED
- BROAD







MIDSOMMAR: THE NOVEL

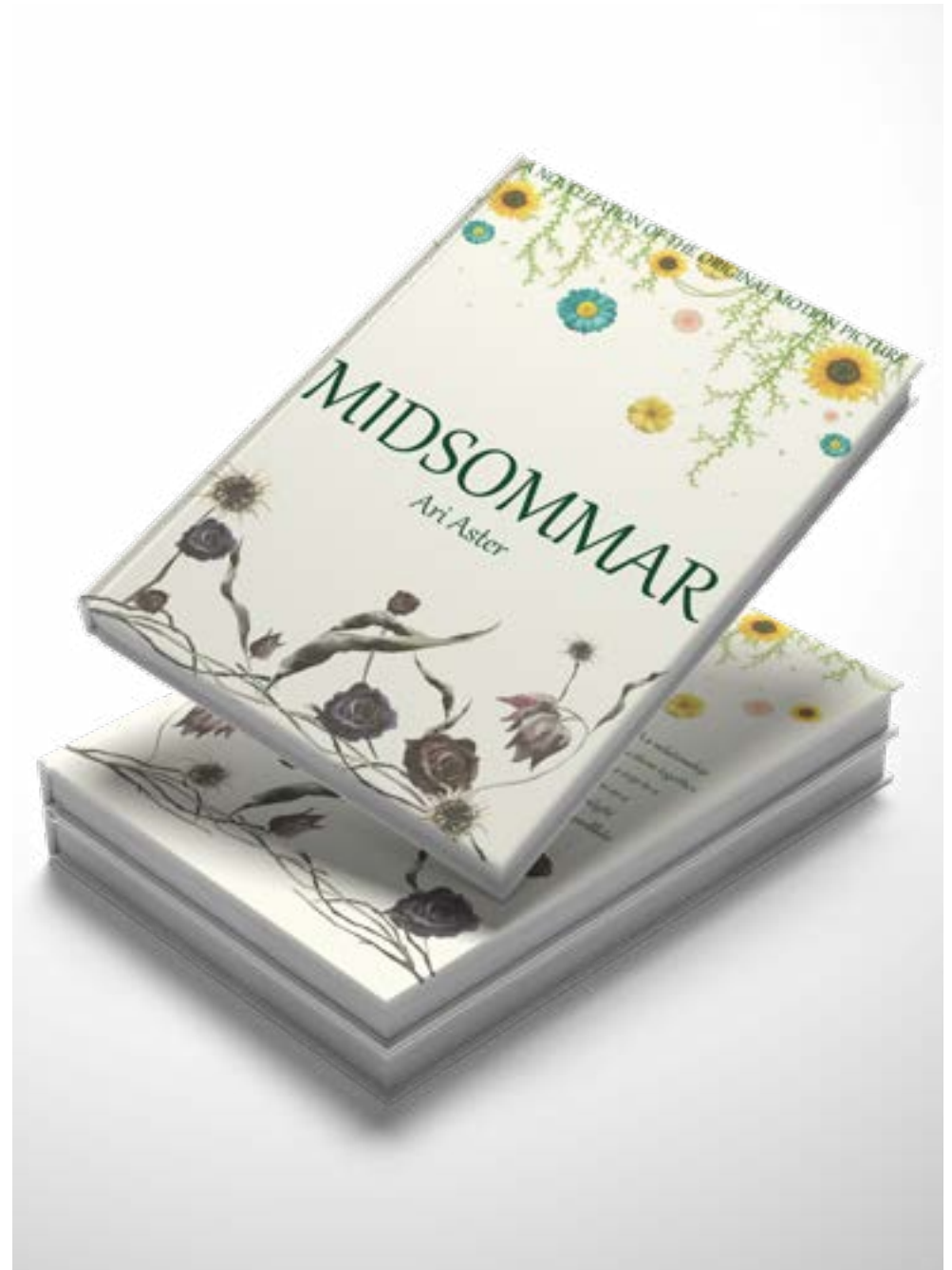
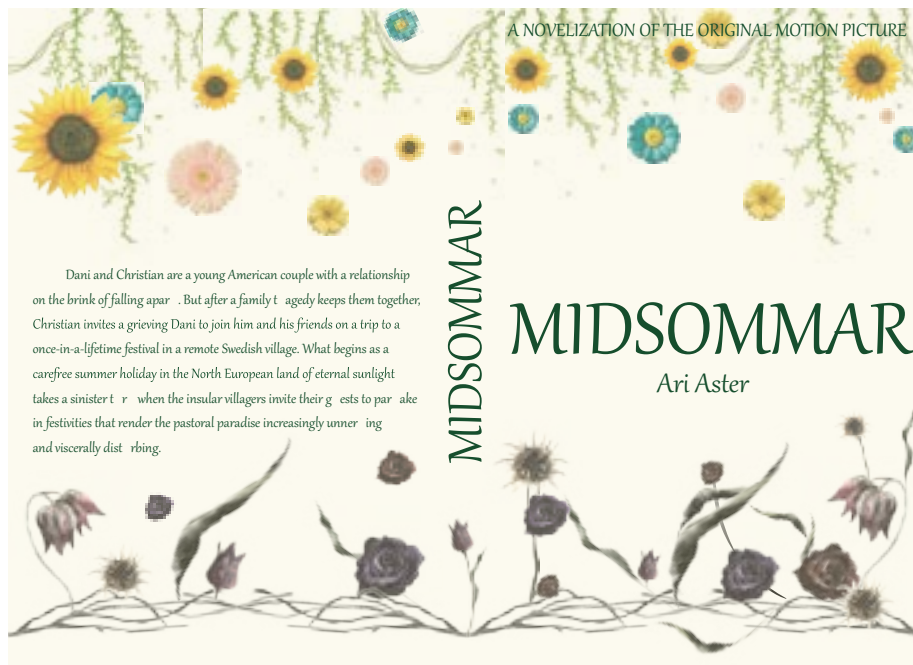
Book Cover Design

If Midsommar were a novel instead of a movie, how would that be portrayed? Without giving away the plot or any important details but still being able to draw in horror fanatics effortlessly, this novel's dust jacket has a healthy mix of sweet and danger.



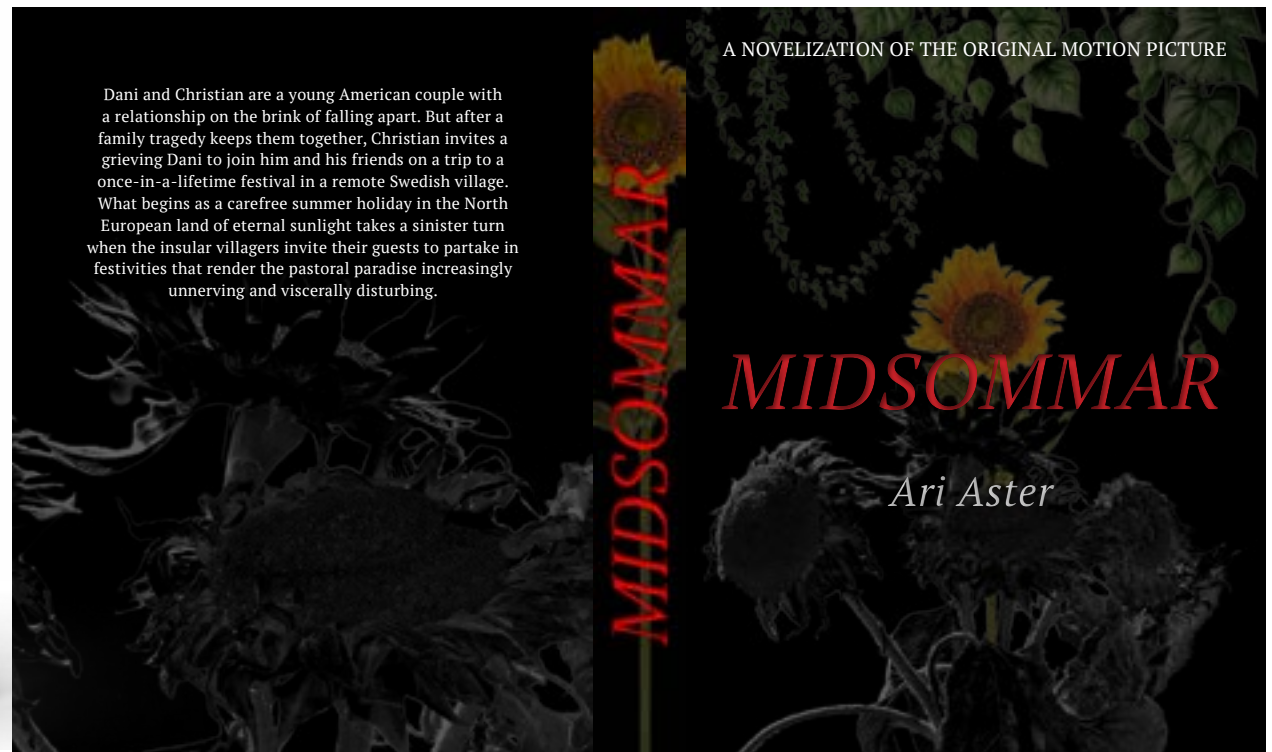
ORIGINAL CONCEPT

Although I do not find anything wrong with this version of the cover I produced, I don't feel I as a designer properly portrayed the darkness that I was aiming for. I felt the message had been softened by my original design and needed a change.



REVISED

Much darker, still having bits of color. I feel this version properly communicates the ambiance of the movie.



PRINTING PRODUCTIONS

Zine Print

A play on misprints - this publication goes through the “do’s” and “dont’s” of print. While keeping my personal style, this zine is informative, ledgible and showcases exactly what not to do when printing any publication in an intentional way





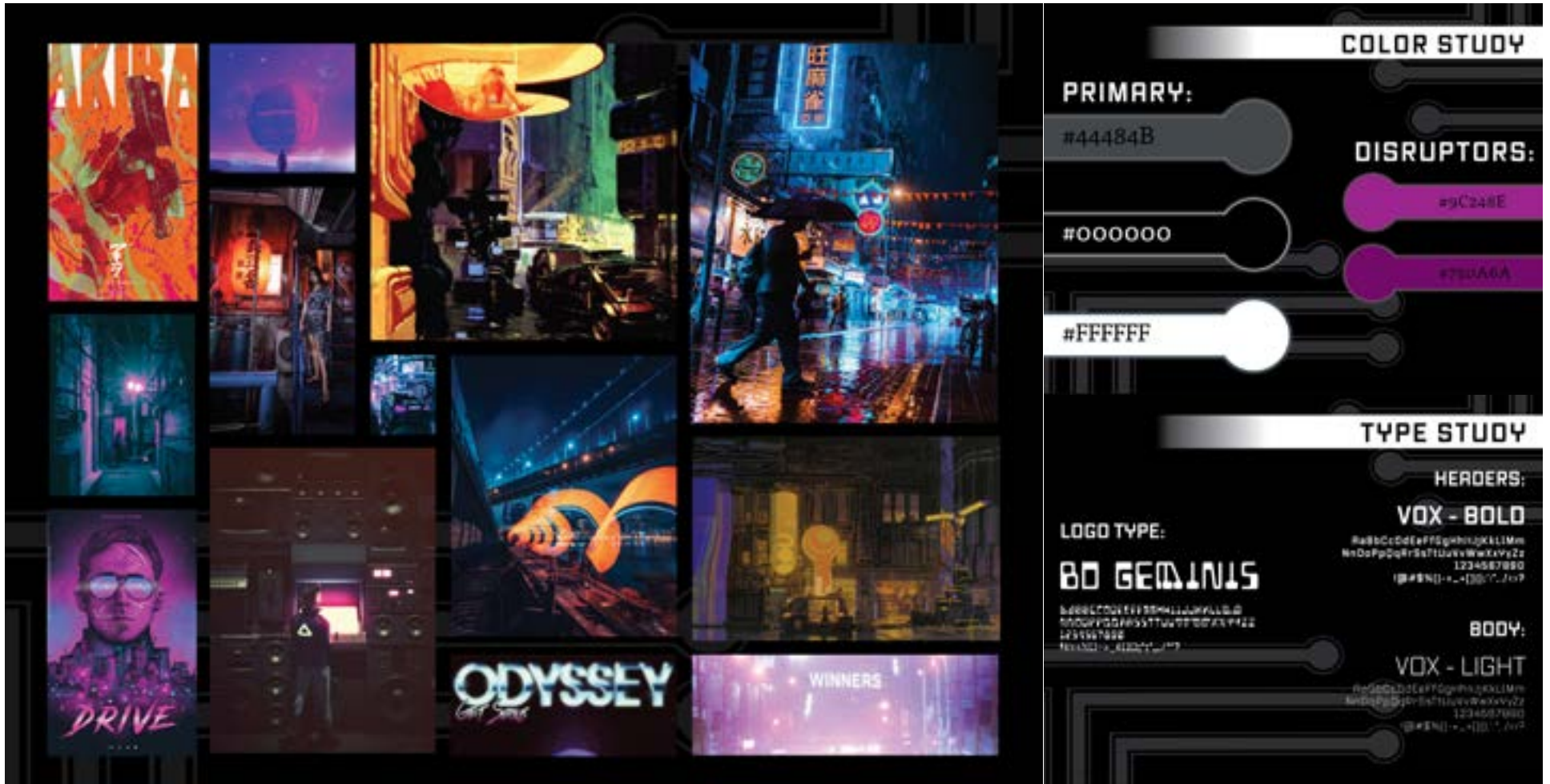
BEHOLDER

App Design

A collective effort between myself and a fellow student, we were given the task of creating a hypothetical product, the BEHOLDER, a futuristic drone running on voice command with an infinite battery life.



PROCESS/TYPE STUDY



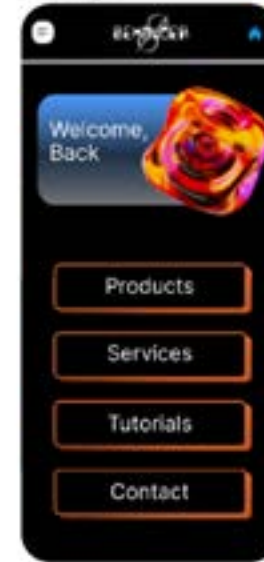
ORIGINAL CONCEPT

After much deliberation, we decided the colors were not working together so we went back to the drawing board.

Loading Page



Home Page



Products



Services



Tutorials



Contact

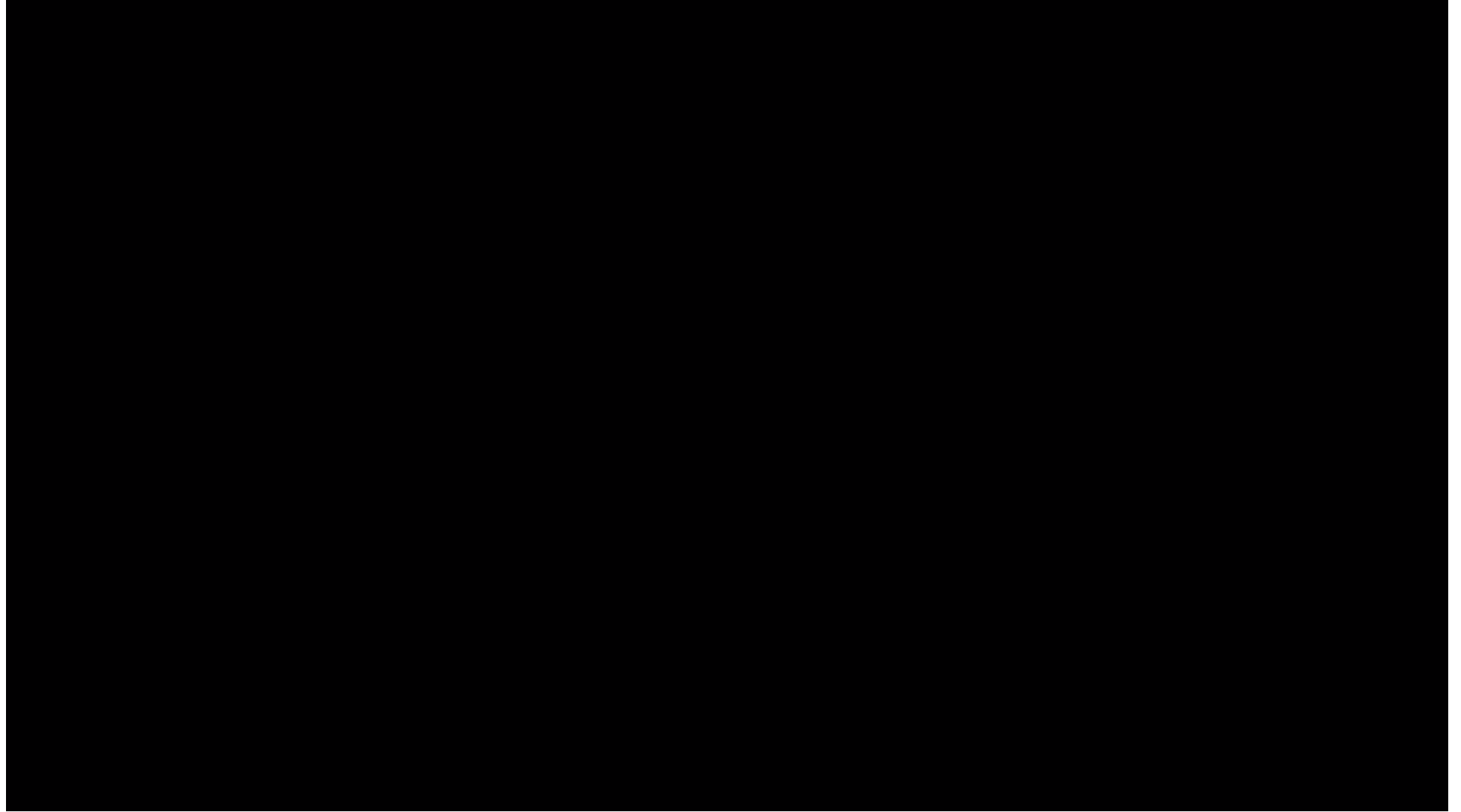


REVISED

With preferred color palette, type face and logo set.



LOGO ANIMATION



“PREDATOR’S PARADISE”

Composite Image

Using AI for prompts and some asset creation, the goal of this project was to expand my knowledge of photoshop and effectively use the AI tools.

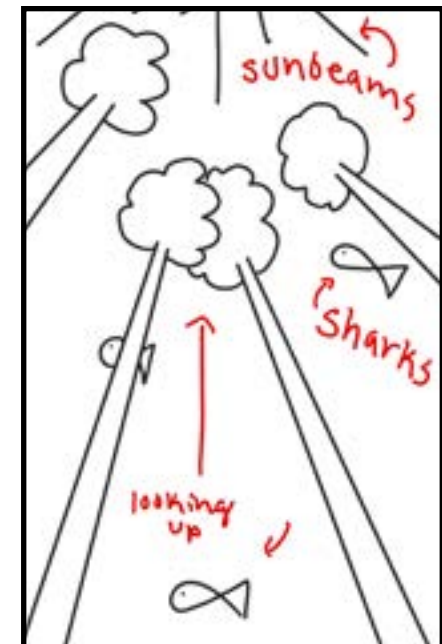
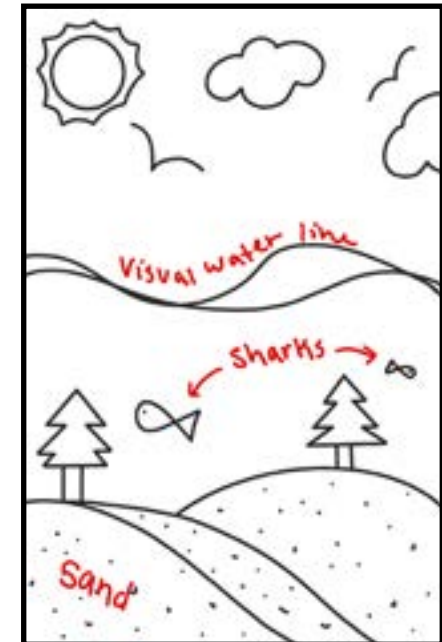


PROCESS

3. "Predator's Paradise: Combine the Dense Foliage of Forests with the Adrenaline of Shark-Infested Waters"



I used ChatGPT to create the prompt and Generative AI in Photoshop for a few sharks.



FINAL

