



**personal portfolio**





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**erin brown**  
graphic designer

## contact

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## experience

Freelancer:  
Present

Pet Sitter:  
2019 – 2020

Photographer's Assistant:  
2016 – 2018

Cashier:  
2015

Receptionist:  
2010 – 2015

## education

Paola High School  
Diploma – 2014

JCCC  
Associate of Arts – 2016

SNHU  
BA Grapic Design &  
Media Arts – 2021

## about me

Hi there! I'm a freelance designer & artist who loves creating anything from commissions to company branding! My specialties are layout design, personal & commercial photography, branding, and logo design! Other professional ventures I partake in are copywriting, illustration, and personal organization! To learn more about me, be sure to check out my portfolio! Thanks!

## skills

Photoshop



Word



Photography



InDesign



Layout Design



Illustrator







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graphic design

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## HEADLINE

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**Creative Art Director**  
**Pellentesque id neque ligula. Nullam posuere**  
[www.companyname.com](http://www.companyname.com)



mini portfolio



1428 Elm Street,  
Nowhere, KS,  
USA 12345





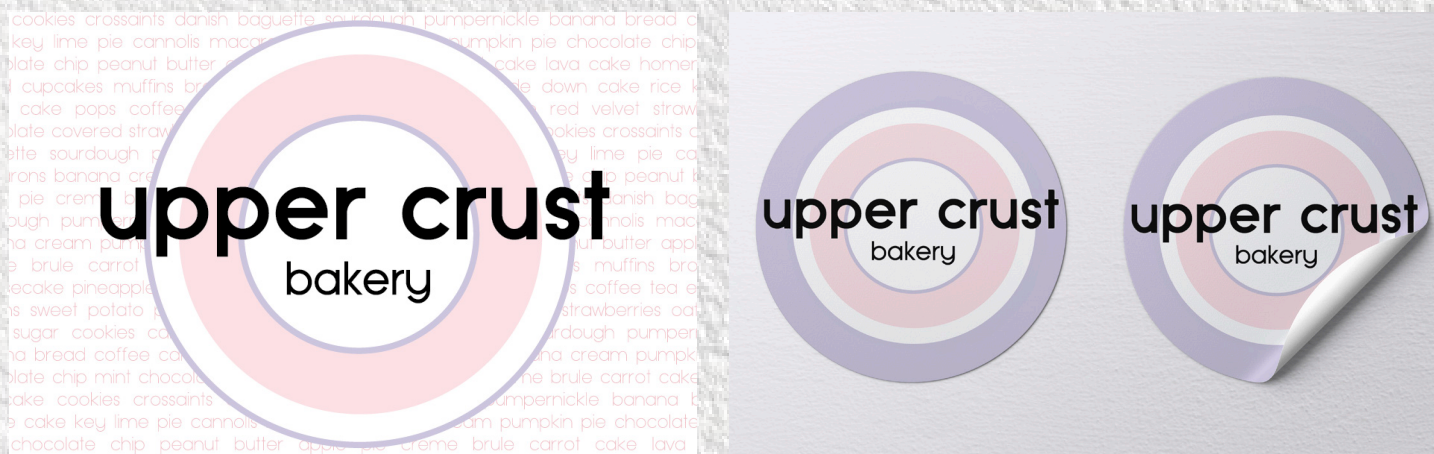
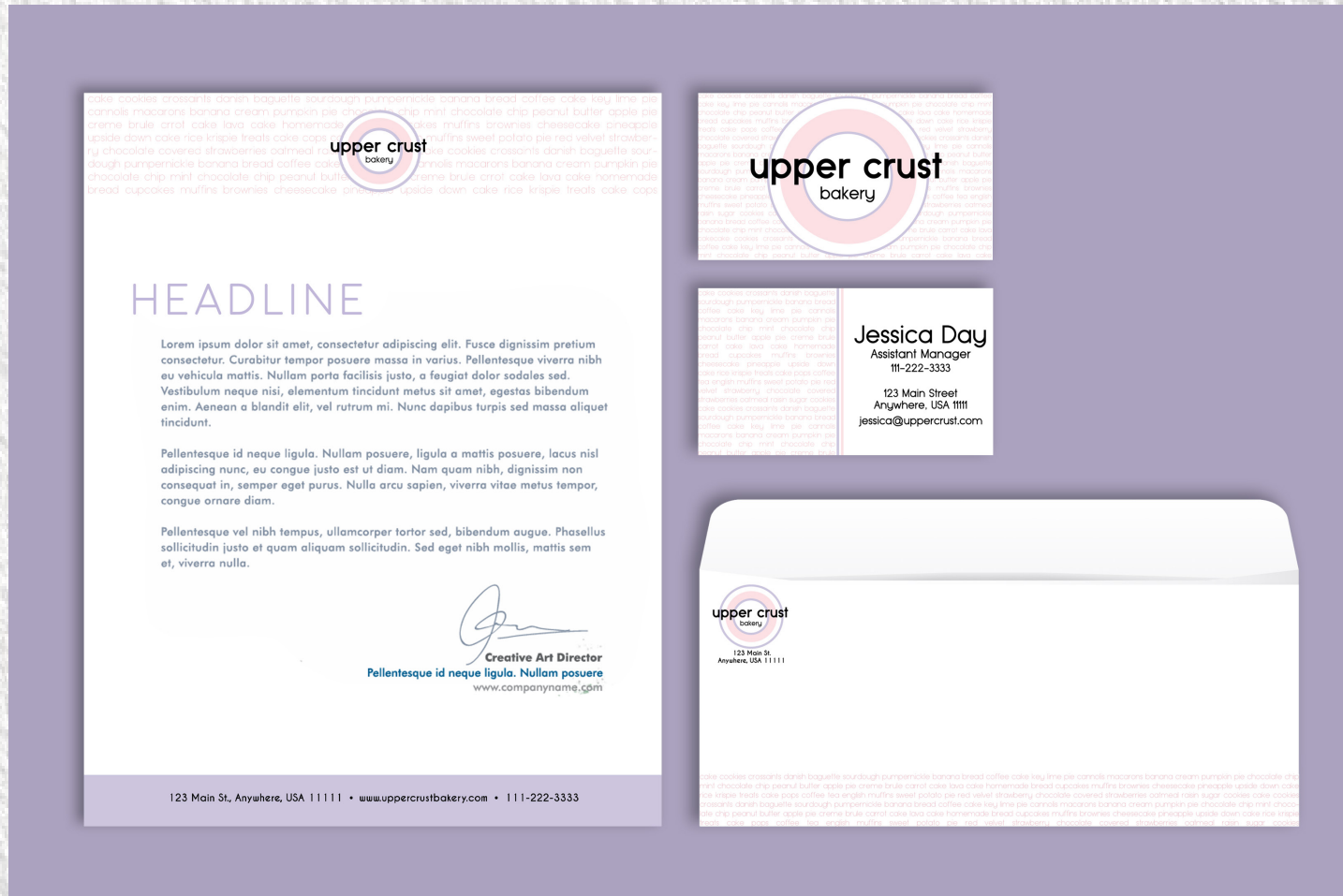


# Graphic Design Work

Branding & Promotional Materials







The Upper Crust Bakery project was one of my first times working on stationery items within a professional setting. When coming up with the concepts for each of these pieces, the brand wanted designs that were light, airy, and that gave off a ‘sweet’ vibe. To achieve this, I used colors such as pale pink & lavender as a way to pay homage to the ‘sweet’ aesthetic that they were going for. As for the designs for each item, I wanted to include words that reminded the viewer of a bakery. I did this by utilizing words such as: cupcake, cookie, and cake to play up the fact that this brand is a bakery. This was also done so that I didn’t need to use iconography typical of most bakeries, while also creating a more modern and playful design! For this branding suite, I kept things simple and created a business card, envelope, as well as letterhead, pictured on the left.



# Moxie Magazine

Branding & Layout Design

This cover was created as part of layout study performed as part of my curriculum. The assignment was to utilize one image and create multiple covers with different themes. For this image I chose to create a magazine centered around women's empowerment and looking at women in business. I wanted to demonstrate a narrative that I felt would reach a larger audience of people who are overlooked in the world of business.



# MOXIE

Changing the Game

5 Tips to  
boost your  
business!

Looking Back:  
Women Warriors

Women whose businesses  
changed the industry.





# Pasta Amore

## Branding Suite & Promotional Materials

The Pasta Amore branding suite was created as part of my academic curriculum. When designing each of these pieces, I spent an extensive amount of time finding imagery, doing research, as well as learning a lot of new skills. With that in mind, the Pasta Amore branding pieces; menu, table tents, and brochure, were all painstakingly long processes, that helped me jump into the world of company branding. Upon completing each of these designs, I feel that I have gained extensive knowledge on how to design brand elements for a client in a way that ensures the client's brand identity is prevalent, while also making sure that each item is a well-polished artifact!



| Pastas  |       |
|---|-------|
| Spaghetti & Meatballs<br>The timeless classic served in a hearty marinara sauce, & topped with three large ground beef meatballs.                 | 12.99 |
| Fettuccini Alfredo<br>Classic parmesan cream sauce over fettuccine served with your choice of chicken or shrimp.                                  | 11.25 |
| Shrimp Scampi Linguine<br>Shrimp tossed in a white wine garlic butter sauce, with linguine.   | 13.50 |
| Deep Dish Lasagna<br>A traditional dish made with layered pasta, seasoned ricotta, marinara, Italian sausage, mushrooms, onion & green peppers.   | 10.99 |
| Chicken Parmigiana<br>Fresh herb focaccia crumbs on a hearty chicken breast, laid atop pasta tossed in marinara, and fresh mozzarella.            | 12.99 |
| Four Cheese Ravioli<br>Ravioli filled with ricotta, mascarpone, mozzarella, & parmesan covered with basil pesto and our signature marinara sauce. | 10.75 |
| Lobster Macaroni & Cheese<br>Shell pasta baked in a rich cream sauce with lobster and a crunchy bread crumb topping.                              | 13.25 |
| Baked Manicotti<br>Ricotta-stuffed tubes with flavorful Italian cheeses & our signature marinara.   | 10.99 |
| Baked Penne Casserole<br>Penne pasta, Italian cheeses & sausage, mushrooms, & onion served in a single portion casserole dish.                    | 12.99 |
| All pastas are served with a beverage & a breadstick.   |       |







# Amethyst Bay Resort

Promotional Flyer & Web Banner

Another project that was created throughout my academic career was one for the resort, Amethyst Bay. The prompt that I was given, was to create a flyer and web banner advertisement to showcase a promotion that the resort was having at the time. When designing these pieces I did extensive research centered around high end resorts and their promotional materials so that I could achieve the look that I was going for. With the imagery that I chose, I wanted to take a luxurious approach, so I included several of the amenities. If you look at the banner ad over on my website, you will see that it roates through the imagery that is on the flyer, as well as showcasing the promotion within the half circle image bubble. I though that this looked cleaner and ensured that users would spend more time viewing the banner ad, as they would have to wait a few seconds for the promotional deal.







# Eila Skincare

Branding & Product Packaging

The branding that I created for this brand was at the request of a client who was just starting their skincare brand. The goal of the branding & package design was to be simplistic, as well as to be modern and inspired by nature. To achieve this, the client asked me to incorporate a leaf, as well as the colors green and beige. By doing this, I have successfully met the client's needs, and created a logo that can be versatile based on the season the products are released, and the products they plan to sell. I also mocked up some stickers to show one of the ways the logo will be displayed.







# Photography

Personal Photo Series







# Alice Madness Returns

Promotional Game Posters

Another one of my personal photography projects, these mockups were inspired by the game series: Alice Madness Returns. The idea behind this limited photo series was to tell the story of Alice and her friends, on their adventures through Wonderland. Though this is not the traditional story of Alice in Wonderland, I chose to play up the quirky and creepy elements by placing the character figurines in scenarios that were inspired by their in-game counterparts. Overall, this is one of my favorite photo series that I have done to date, and I would love to go back and revisit it to try out new ideas!

As for the mockup ideas, I chose to present the game box photo as a promotional poster as I thought it would fit in well in a game store setting. The other two images, however are presented as art print posters as I thought that they looked like pieces you would see in someone's game room or bedroom.

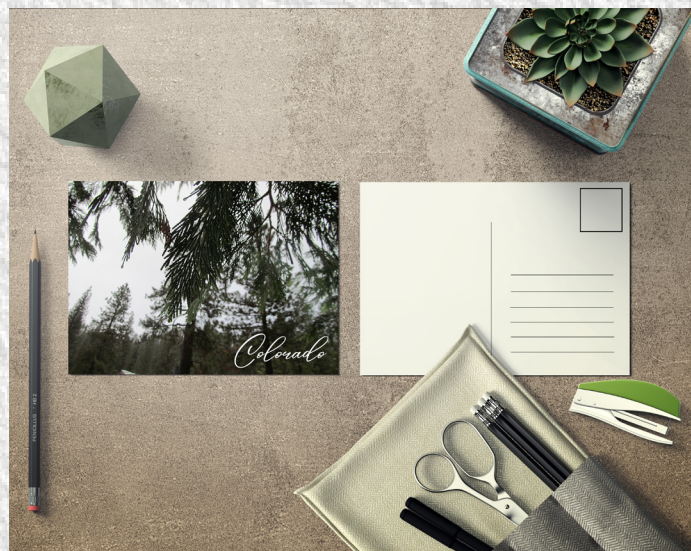




# Nature Photo Series

Product Mockups

This photo series was created as a personal project. As I have been into going on hikes around my local area, I thought it would be really intriguing to capture the native flora and fauna. To do this I have been utilizing my cell phone camera as it is more durable than my DSLR. Additionally, I wanted to do this series to prove that you don't need to use fancy equipment to capture nature's beauty. On these pages, you will see several of the photos I have taken, however I wanted to create mockups to see how they could be used in a merchandising scenario. I have included, photo prints, postcards, as well as a mock magazine spread.







# Merchandise

Custom Commission Work







# Whitney Houston Poster

Typographical Portrait

This project was made as part of my academic curriculum, and required me to make a portrait of a famous figure entirely out of type. For this piece I chose to use the font Bayshore to represent the 1980s when Whitney Houston was in her prime. Though this piece was made during my academic career, it has inspired me to create other celebrity portraits as part of a merchandising opportunity.



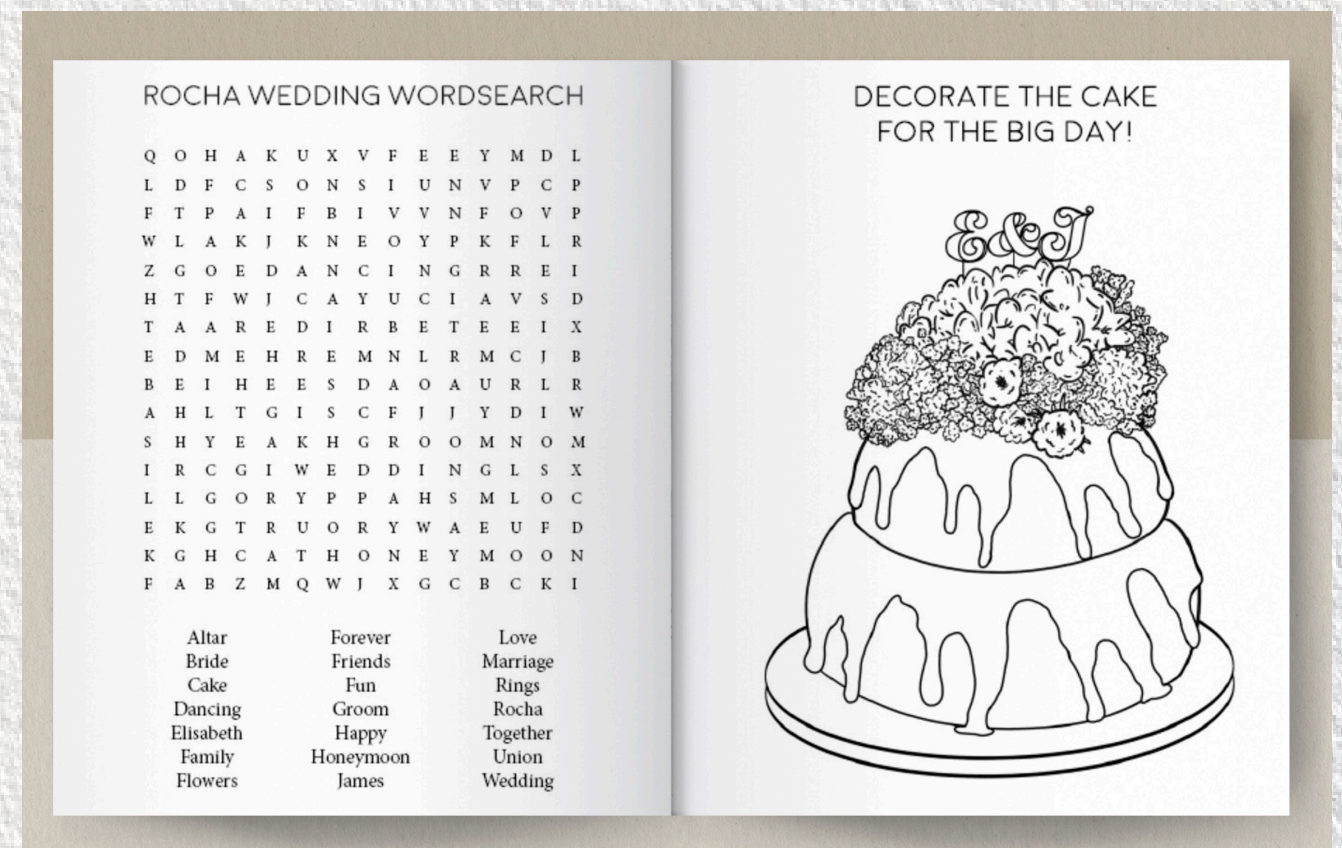
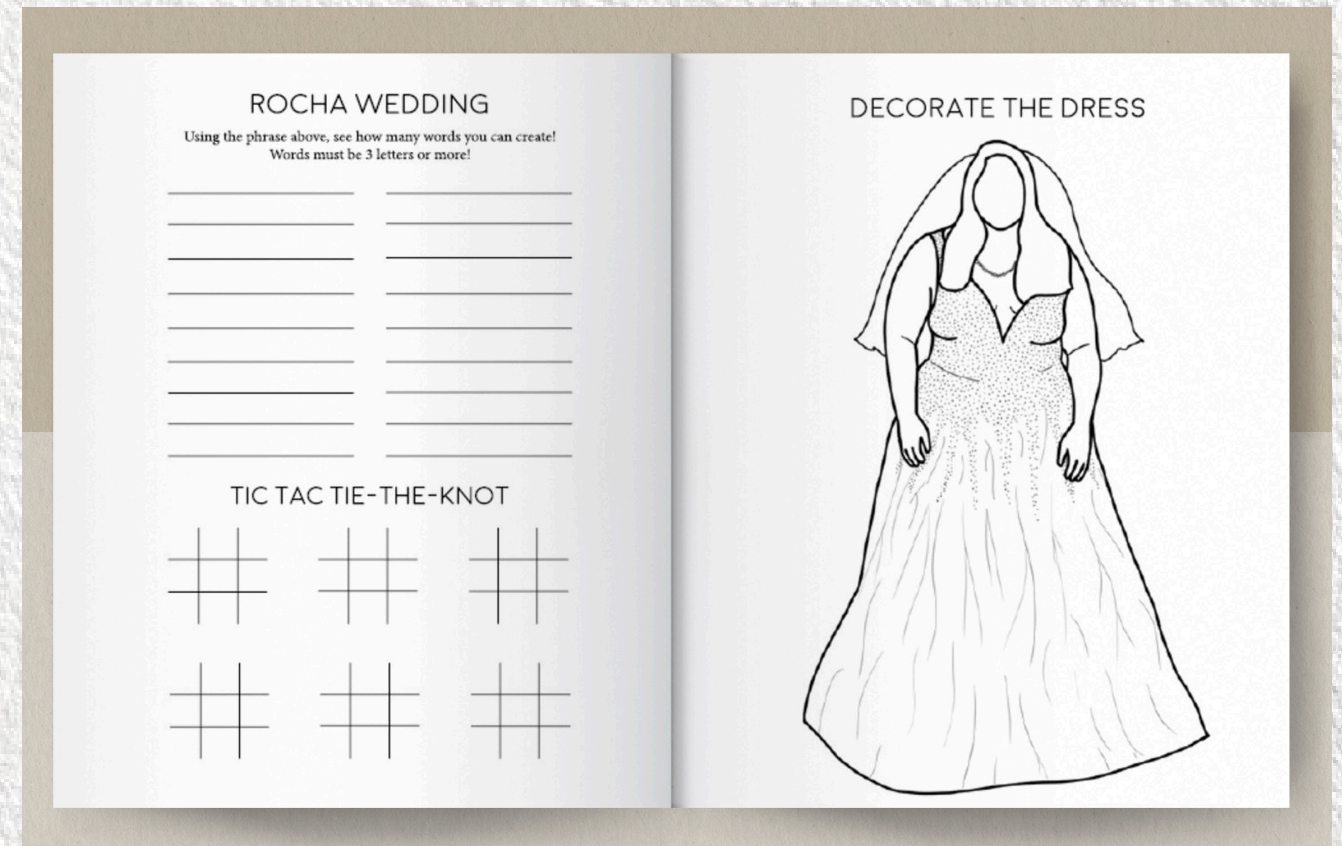




# Wedding Coloring Book

Commissioned Art Book

I created this coloring book for a client who wanted to commission several personalized images and puzzle games for the children who attended their wedding. This is the first project of this kind that I have created, and it was one of the more challenging ones. This is due to the fact that I had no previous experience creating puzzle games for print publication, as well as due to the sheer amount of hand drawn illustrations that I had to create. In total there are four custom illustrations and two personalized puzzle games.







# Pet Portrait Print

Commissioned Art Print

Created for a client who wanted to commission an art print of their family pet; this project was one of my favorites to work on! The client gave me a lot of creative freedom with this piece, their only requirement however, was to add a fun accent for the tennis ball that is in the dog's mouth. With this in mind, I decided to place the Earth in the piece, as it paid homage to the fact that the client said their pup is their 'whole world'.







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