

BRIA F.

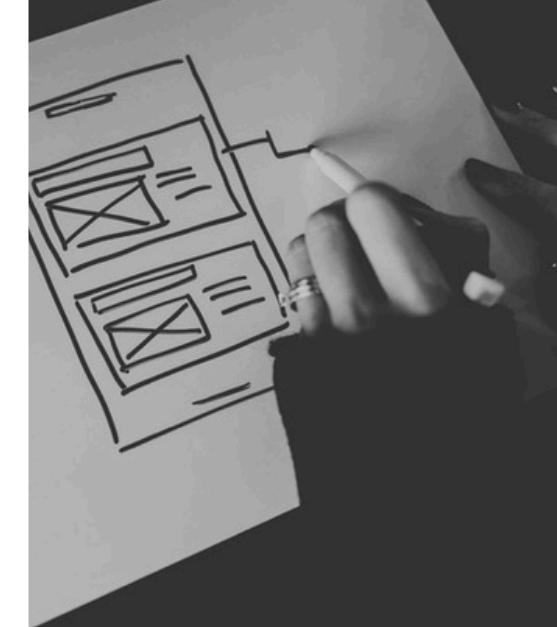
GRAPHIC DESIGNER & ILLUSTRATOR

ROMANTIC, WHIMSICAL, AND VINTAGE-INSPIRED
DESIGN CRAFTED WITH INTENTION.

01/10

SPECIALIZING IN BRAND IDENTITY, STATIONERY,
ILLUSTRATION, AND COMMERCIAL-READY TEMPLATE
DESIGN.

CREATIVE PORTFOLIO



WELCOME

DESIGN IS STORYTELLING. EVERY COLOR CHOICE, ILLUSTRATION DETAIL, AND TYPOGRAPHY DECISION SHAPES HOW PEOPLE EXPERIENCE A BRAND OR MOMENT.

I HELP BUSINESSES, CREATIVES, AND EVENT PROFESSIONALS TRANSFORM IDEAS INTO POLISHED, EMOTIONALLY RESONANT VISUALS THAT FEEL COHESIVE, INTENTIONAL, AND UNIQUELY THEIRS.

WITH EXPERIENCE ACROSS BRANDING, DIGITAL ILLUSTRATION, AND EVENT STATIONERY DESIGN, I CREATE WORK THAT BALANCES STRATEGY WITH AESTHETIC STORYTELLING. WHETHER YOU ARE LAUNCHING A BRAND, CREATING COMMERCIAL TEMPLATE PRODUCTS, OR PLANNING A ONCE-IN-A-LIFETIME CELEBRATION, MY GOAL IS ALWAYS THE SAME: DESIGN THAT FEELS PERSONAL, MEMORABLE, AND ELEVATED.

I BELIEVE GREAT DESIGN SHOULD FEEL LIKE AN EXTENSION OF YOUR STORY, NOT JUST DECORATION.



02/10

I'M A GRAPHIC DESIGNER AND ILLUSTRATOR WITH A PASSION FOR NOSTALGIC AND WHIMSICAL DESIGN. MY WORK BLENDS ILLUSTRATION WITH THOUGHTFUL BRAND STRATEGY TO CREATE VISUALS THAT FEEL BOTH TIMELESS AND MODERN.

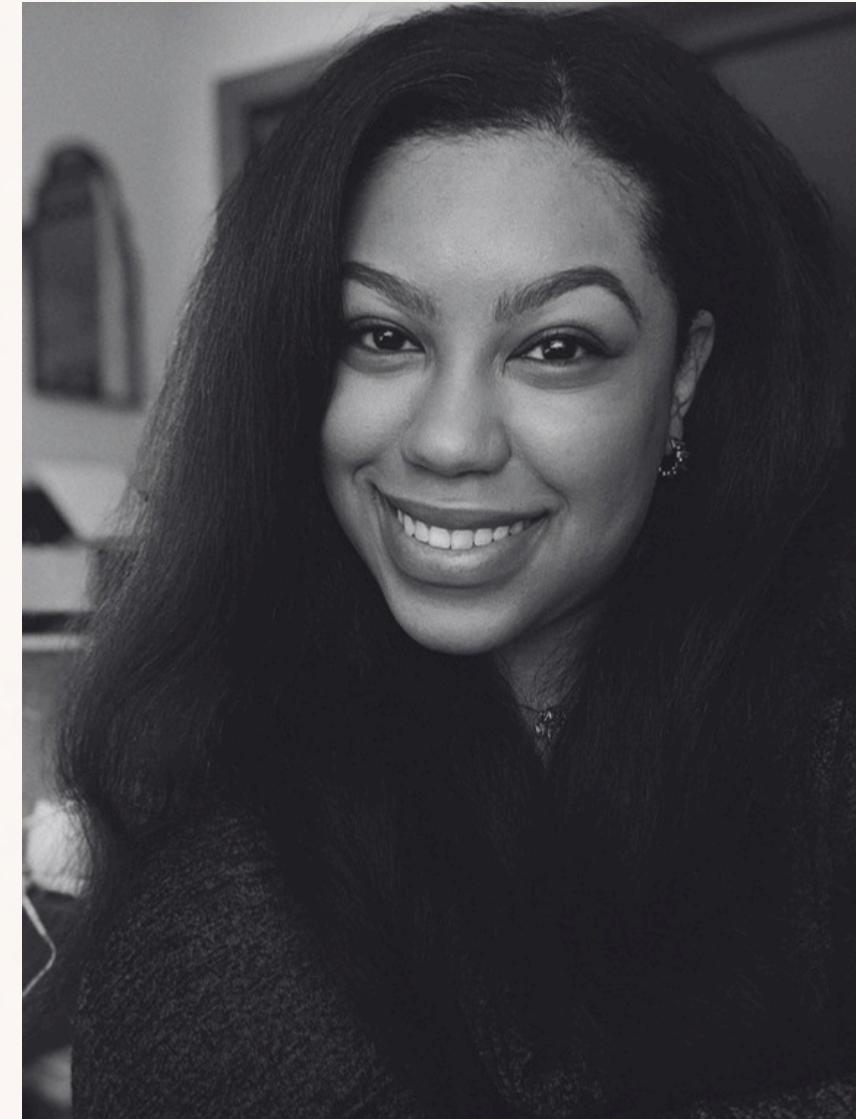
I SPECIALIZE IN HELPING CLIENTS DEVELOP VISUAL IDENTITIES, DESIGN COMMERCIAL-READY TEMPLATES, AND CREATE STATIONERY COLLECTIONS THAT SET THE TONE FOR MEANINGFUL MOMENTS AND MEMORABLE EXPERIENCES.

MY BACKGROUND WORKING WITH CREATIVE ENTREPRENEURS AND EVENT PROFESSIONALS HAS GIVEN ME INSIGHT INTO DESIGNING ASSETS THAT ARE NOT ONLY BEAUTIFUL, BUT FUNCTIONAL.



WHEN I DESIGN, I FOCUS ON CONNECTION, AND VISUAL STORYTELLING. I BELIEVE THOUGHTFUL DETAILS ARE WHAT TRANSFORM DESIGN FROM SIMPLY GREAT INTO DEEPLY MEMORABLE.

03/10



HI! I'M
BRIA F.

[01] Graphic Design & Illustration

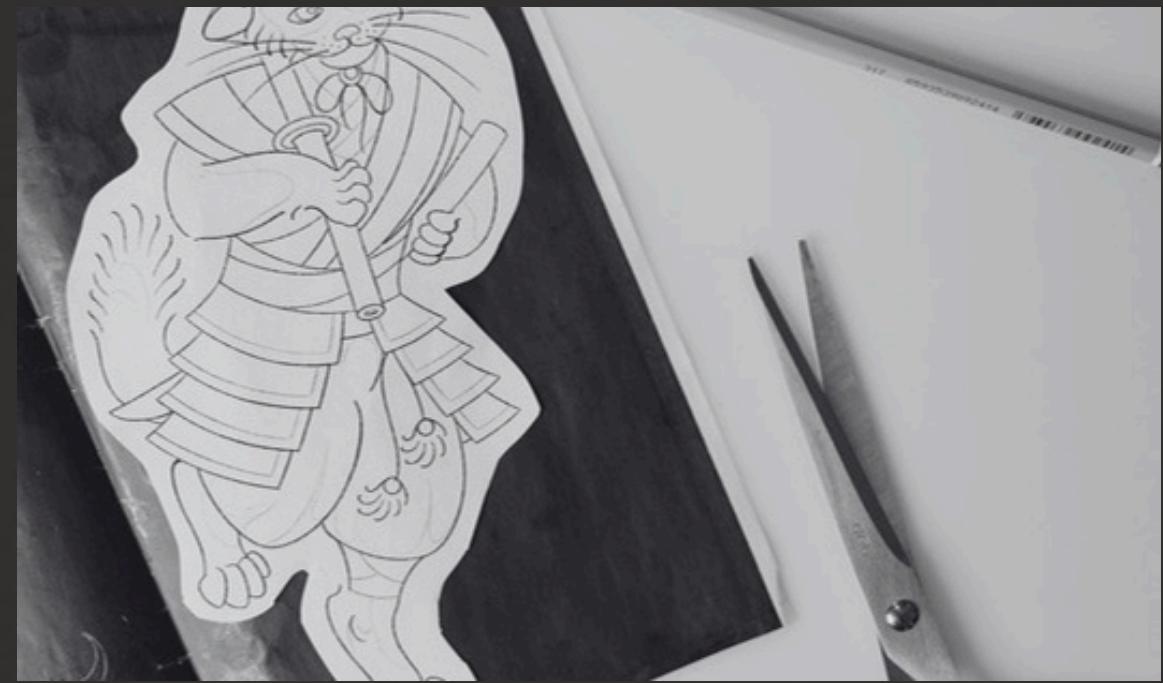
- Self-directed specialization in branding, illustration, and digital product design
- Ongoing professional development through industry workshops and client work

[02] Brand Strategy & Visual Identity

- Experience developing full brand systems including typography, color theory, layout strategy, and customer experience design

[03] Event Stationery & Print Design

- Design and production experience across wedding suites, signage, packaging, and print collateral



04/10

DESIGN IS A BALANCE OF CREATIVITY AND CLARITY, BLENDING ARTISTIC VISION WITH INTENTIONAL STRATEGY TO CREATE MEANINGFUL VISUAL EXPERIENCES.

DESIGN
BACKGROUND

PORTFOLIO



FOLLOWING IS A SELECTION OF PROJECTS SHOWCASING MY RANGE ACROSS BRANDING, ILLUSTRATION, STATIONERY DESIGN, AND COMMERCIAL TEMPLATE DEVELOPMENT.

EACH PROJECT HIGHLIGHTS MY FOCUS ON COHESIVE STORYTELLING, USABILITY, AND ELEVATED VISUAL DESIGN.

TOGETHER, THESE PROJECTS REFLECT MY ABILITY TO BALANCE AESTHETIC STORYTELLING WITH STRATEGIC, CLEAN, CLIENT-FOCUSED DESIGN.

05/10

PROJECT



WHIMSICAL WEDDING BUNDLE

THIS PROJECT FOCUSED ON CREATING A COHESIVE WEDDING STATIONERY BUNDLE THAT BLENDS MODERN MINIMALISM WITH SOFT, WHIMSICAL ILLUSTRATION DETAILS.

THE COLLECTION WAS DESIGNED TO FEEL TIMELESS, ROMANTIC, AND HIGHLY CUSTOMIZABLE FOR COUPLES SEEKING AN ELEGANT BUT PERSONALITY-DRIVEN EVENT AESTHETIC.



PROJECT



HOLIDAY PARTY DOODLE SET

THIS PROJECT INVOLVED CREATING A DIGITAL ILLUSTRATION PACK DESIGNED FOR COMMERCIAL USE ACROSS HOLIDAY PARTY STATIONERY, INVITATIONS, AND MARKETING MATERIALS. THE GOAL WAS TO CAPTURE A PLAYFUL, NOSTALGIC PARTY AESTHETIC WHILE MAINTAINING VERSATILITY FOR DESIGNERS, EVENT PROFESSIONALS, AND BUSINESS OWNERS.

THE DOODLE SET FEATURES ILLUSTRATIONS DESIGNED IN A VINTAGE-INSPIRED STYLE. EACH ILLUSTRATION WAS CREATED TO FUNCTION BOTH AS A STANDALONE GRAPHIC AND AS PART OF LARGER DESIGN COMPOSITIONS, MAKING THE SET HIGHLY ADAPTABLE FOR A WIDE RANGE OF HOLIDAY-THEMED CREATIVE PROJECTS.

Two

PROJECT



THREE

SKINCARE PRODUCT PACKAGING

THIS PROJECT CENTERED ON DEVELOPING A MODERN, LUXURY-INSPIRED PACKAGING CONCEPT FOR A SKINCARE PRODUCT LINE. THE DESIGN DIRECTION FOCUSED ON CREATING A CLEAN, EDITORIAL AESTHETIC THAT COMMUNICATES SOPHISTICATION, TRUST, AND PRODUCT QUALITY WHILE REMAINING VISUALLY DISTINCTIVE IN A COMPETITIVE RETAIL ENVIRONMENT.

THE FINAL PACKAGING DESIGN INCORPORATES INTENTIONAL TYPOGRAPHY HIERARCHY, REFINED COLOR PALETTES, AND LAYOUT STRUCTURES OPTIMIZED FOR BOTH PHYSICAL PACKAGING AND DIGITAL PRODUCT MARKETING. THE OVERALL GOAL WAS TO CREATE A BRAND PRESENTATION THAT FEELS PREMIUM, MINIMAL, AND EFFORTLESSLY RECOGNIZABLE ACROSS MULTIPLE PRODUCT VARIATIONS.

PROJECT



WEDDING VENUE ILLUSTRATION

THIS PROJECT INVOLVED CREATING A CUSTOM HAND-DRAWN ILLUSTRATION OF A WEDDING VENUE COMMISSIONED BY A CLIENT FOR USE ACROSS INVITATIONS, SIGNAGE, AND KEEPSAKE MATERIALS. THE ILLUSTRATION WAS DESIGNED TO CAPTURE THE ARCHITECTURAL CHARACTER AND EMOTIONAL SIGNIFICANCE OF THE LOCATION WHILE MAINTAINING A REFINED, ROMANTIC AESTHETIC.

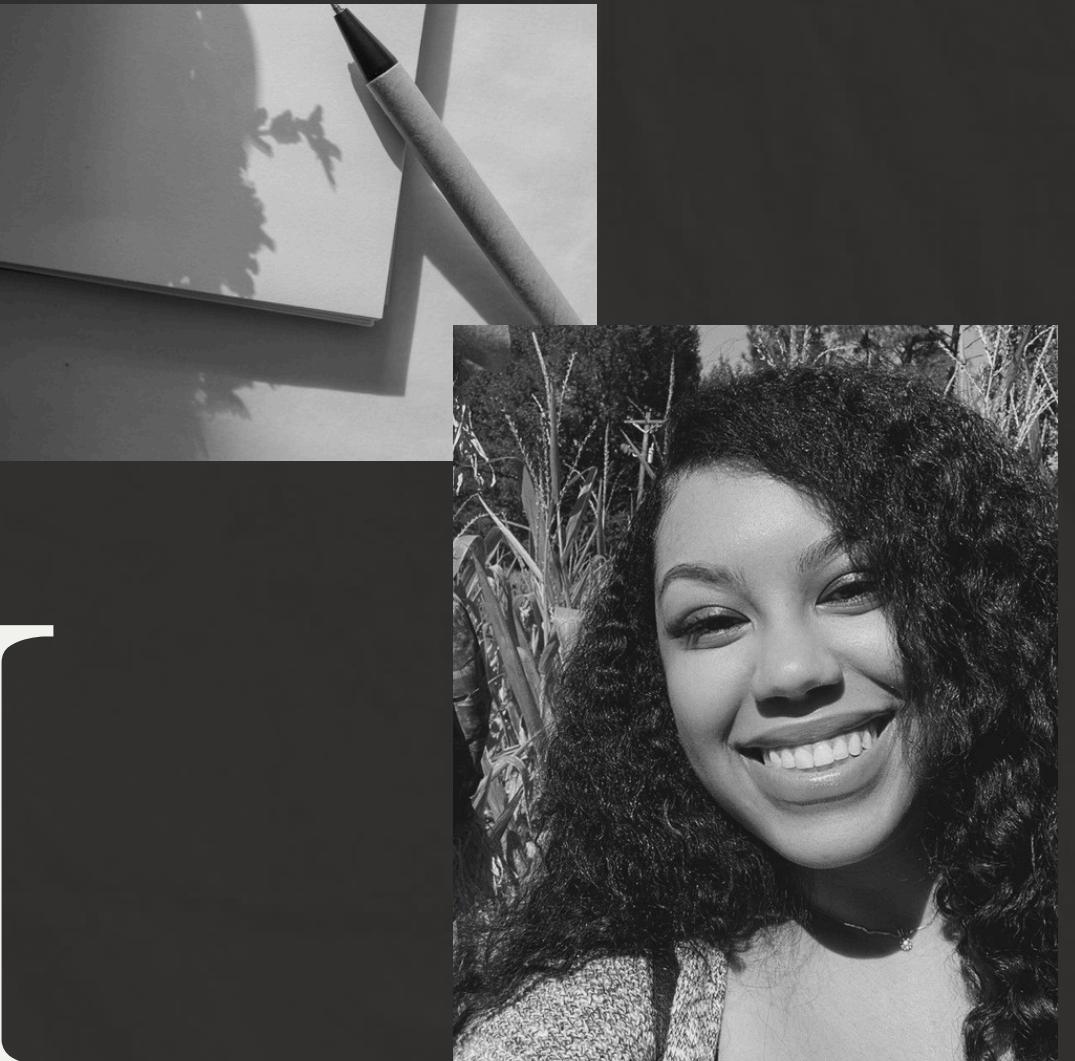
THE FINAL ARTWORK WAS CREATED WITH CAREFUL ATTENTION TO STRUCTURAL DETAIL, COMPOSITION BALANCE, AND LINE CLARITY TO ENSURE VERSATILITY ACROSS PRINT AND DIGITAL APPLICATIONS. THE ILLUSTRATION SERVES AS A COHESIVE VISUAL ANCHOR ACROSS THE CLIENT'S WEDDING STATIONERY SUITE.

FOUR

LET'S GET INTOUCH

I LOVE COLLABORATING WITH CLIENTS WHO VALUE THOUGHTFUL DESIGN AND INTENTIONAL STORYTELLING. WHETHER YOU NEED A FULL BRAND IDENTITY, STATIONERY DESIGN, COMMERCIAL-READY TEMPLATES, OR SOMETHING ELSE ENTIRELY, I WOULD LOVE TO HELP BRING YOUR VISION TO LIFE.

[VISIT MY WEBSITE](#)



YOU'LL GIVE ME A:

10/10