

# *PORTFOLIO*



*Graphic/UX Designer*

*Hope Boston*  
*hbostondesign@gmail.com*

# ABOUT

*graphic designer*



*project manager*

*ux designer*

## ***Education***

Drury University

Bachelor of Art

*Graphic & Digital Design*

*Strategic Communication*

Arizona State University

Master of Science

*User Experience*

## ***Experience***

Hope Boston Design - *Freelance Designer*

Silver Oaks Communications - *Project Manager*

Arning Companies, Inc. - *Graphic Designer*

Tamed Jackalope Studio - *Graphic Designer*

## ***Skills***

Print Design

User-Centered Design

Design Layout

Crisis Communication

Public Relations

Campaign Strategy

Typography

Digital Design

## ***Tools***

Project Management Software

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft Office Suite

Figma

Website Building Tools

# HOPE SKINCARE

## ***Branding, Packaging, Photography***

The Hope Skincare project, initiated during my undergraduate studies, involved the development of all branding elements, including packaging, product displays, photography, and website design. Rebranding it now would be a valuable exercise in understanding my growth as a designer.





# ARNING COMPANIES, INC.

## Social Media Posts

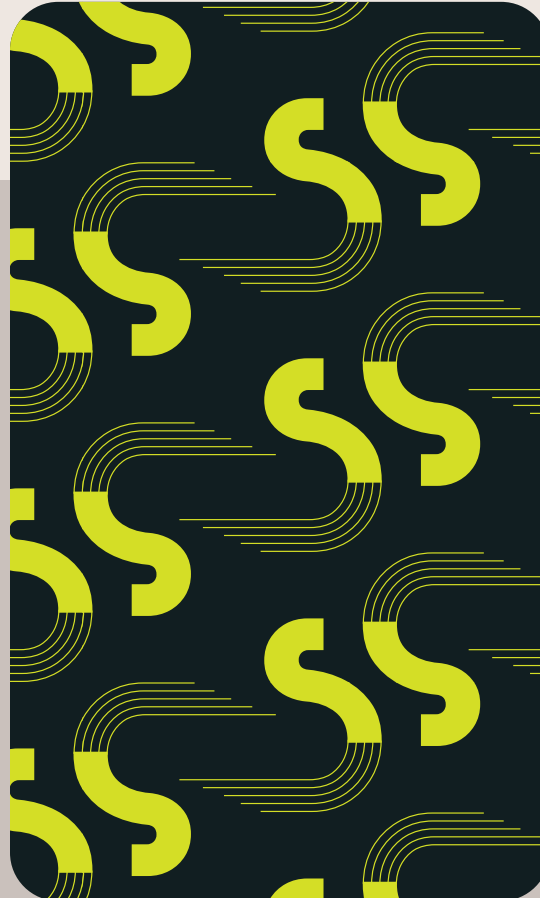
Following the brand standards of Arning Companies, Inc. as their Graphic Designer, I developed many social media posts that were cohesive and represented the brand. During my time at Arning, I also developed print materials for tradeshows and for community events.



# GHOST FITNESS

## *Branding, Collateral*

The visual identity system, including color palettes, typography, and imagery, was designed to evoke a sense of purpose. To show the behind the scenes of athletes that you don't see everyday. They are working day in and day out, not for show, but for themselves. To work towards that goal they are driven to achieve. I worked to develop a consistent brand voice and messaging framework to ensure cohesive communication across all platforms.





# RUSTY ELK DESIGNS

## *Branding, Brand Collateral*

For *Rusty Elk Designs*, my process was rooted in capturing the strength and artistry inherent in the material. I began by exploring geometric forms and minimalist typography, aiming for a modern, industrial aesthetic. The owner wanted to focus on his metal works that resemble nature, especially the first metal design he created (an elk.)



# SAMPLES

I have had the opportunity to be a part of many exciting design projects! From the brand development process to executing all aspects of visual identity. Projects ranging from packaging design, product display design, and photography. I have also been gaining experience establishing a consistent visual language and designing web pages. These projects showcase my ability to manage a brand's multifaceted needs, creative execution, and technical proficiency across a range of design disciplines.





# CONTACT



## GET IN TOUCH

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