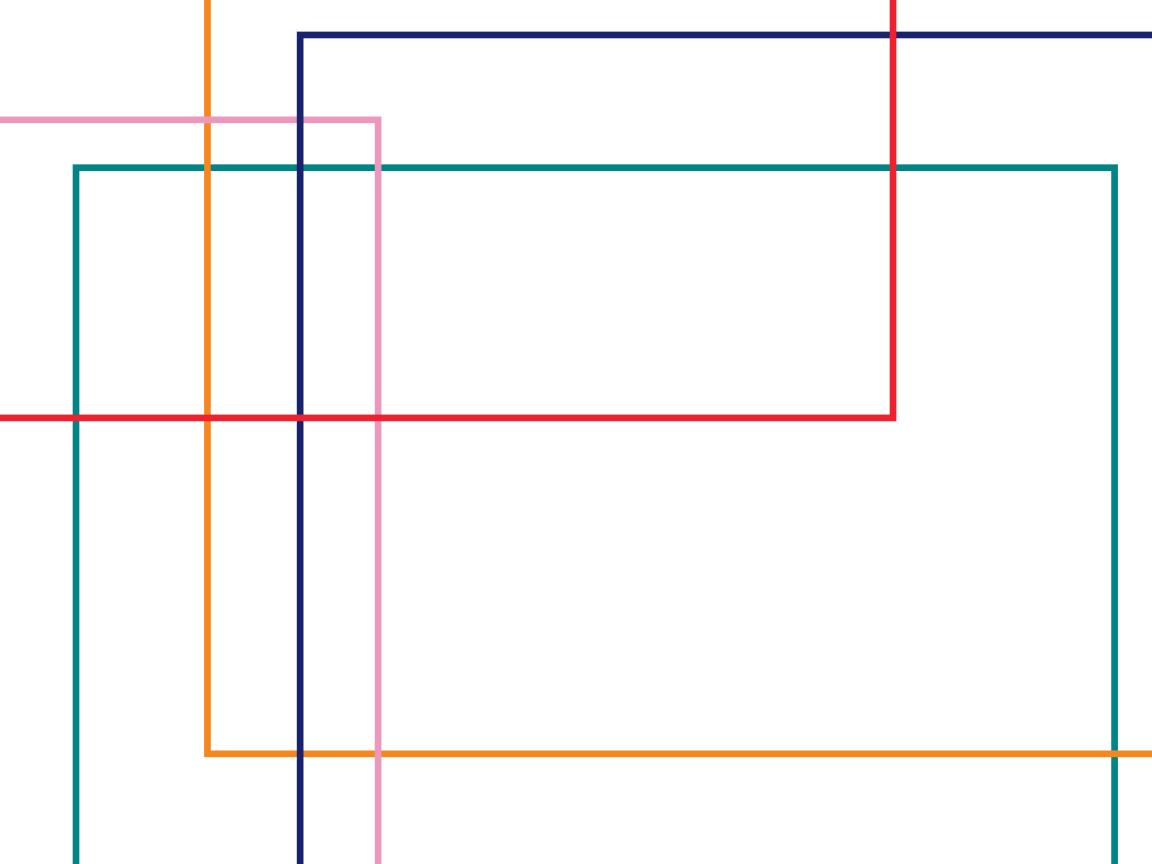
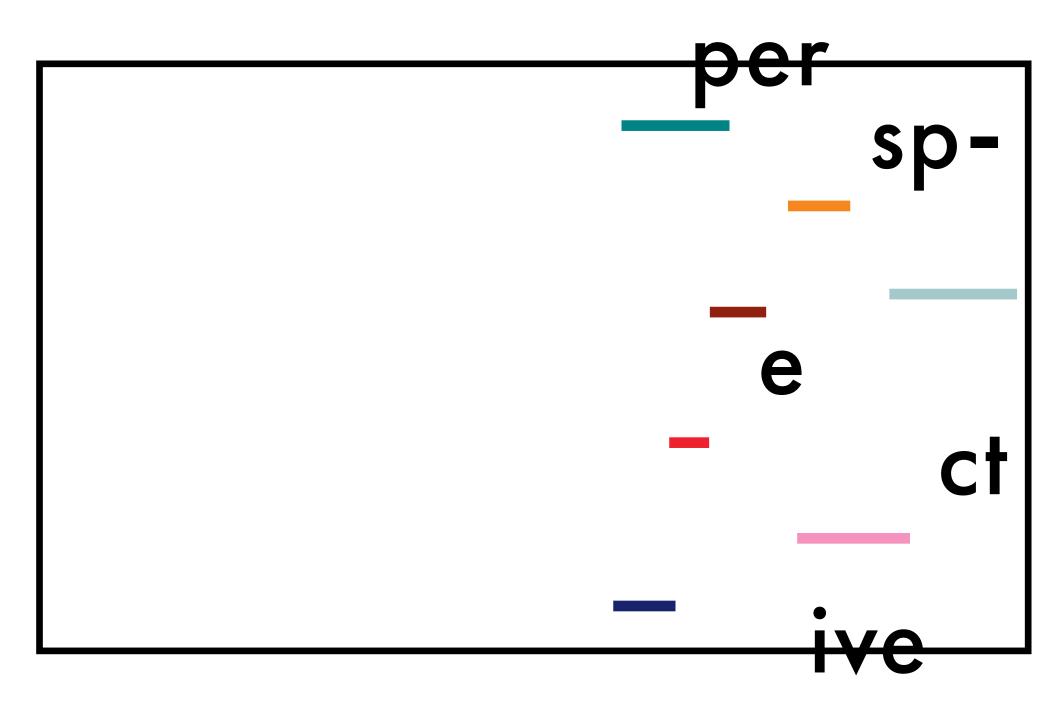


THE SELECTED WORKS





THE SELECTED WORKS

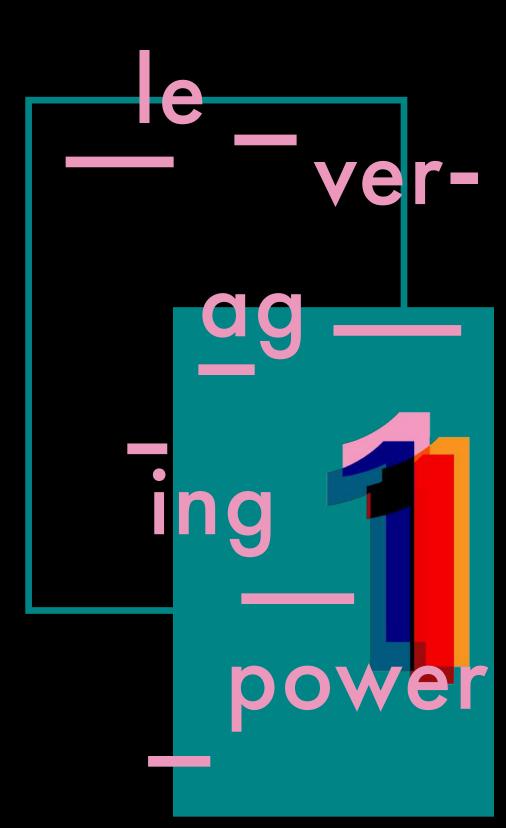
62

Project 4 Potato Cookbook

74

Project 5 Bella Baby

SELECTED WORKS



KIND OF PROJECT

Branding

Y E A RFall 2019

DISCIPLINES

Identity, Print, Web, Visual System

DESCRIPTION

Leveraging power is a rebranding project that focuses on the identity of Enron Corporation. At the core of Enron, they are concentrated on not only providing power, but finding ways to have influence within society.

CONCEPT

I wanted to build a robust visual system that could revival its prior identity and reimagine the platform and industries in which the company operates. The notariety of Enron was a factor to consider in this rebrand, so a tongue-in-cheek approach was positioned. This resulted in global initiatives that in all seriousness seek to implement positive change, however, in a controlling and manipulative method.

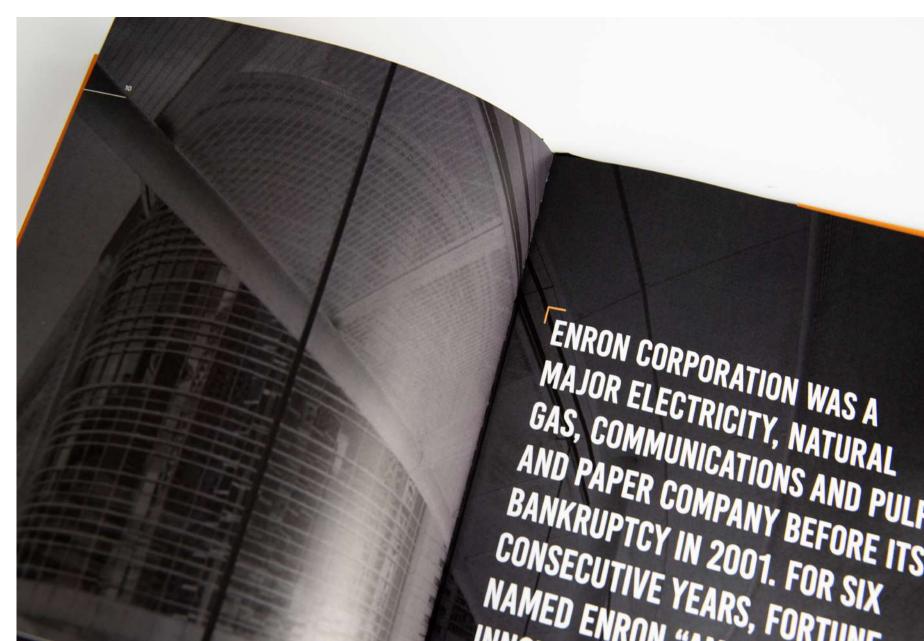












IF THERE IS NO STRUGGLE, THERE IS NO PROGRESS.

- FREDERICK DOUGLASS, SOCIAL REFORMER





























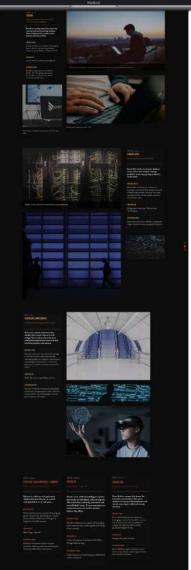
























KIND OF PROJECT

Environmental Design

DISCIPLINES

Visual System, Print

DESCRIPTION

Happiness Unplugged is a project geared towards finding creative solutions for a real-world issue. This involved a multi-step process, which involved a topic proposal, identification of relevant audience and stakeholders, and finally creation + implementation of compelling visual elements. All deliverables were to be varied in medium and most importantly work together as a cohesive system.

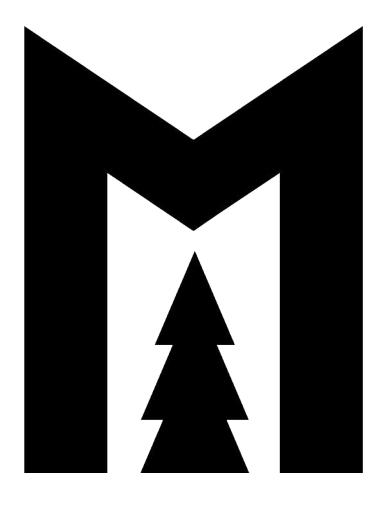
CONCEPT

As someone who values time in nature and understands the benefits of that time on a mental and physical level, I felt it would be relevant and pertinent to encourage others to consider doing the same. This exploration was focused on millennials living in the Pacific Northwest under the assumption that this cohort of individuals are entrenched in their work lives, whether it be due to their industry or in order to afford living in a costly region. Through this exploration, messaging was simple + concise with results proving to be playful and trendy to reach the targeted audience.





































Spring 2019

YEAR

KIND OF PROJECT

User Interface Design

DISCIPLINES

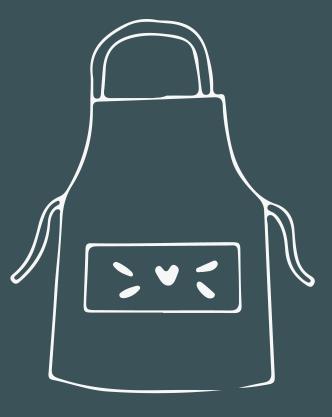
User Experience, Visual System, Web

DESCRIPTION

This project explores the limitations and possibilities of numerous user experiences — web, tablet, mobile devices and more. A local business with a weaker digital presence was identified and from there, new digital layouts were created in a multi-faceted process. Understanding the user and their business needs was crucial in implementing successful interfaces. Through this exploration, this exercise demonstrates the results of creative solutions for a real-world example.

CONCEPT

Looking around my community, there were several businesses that rely on not only local patrons, but travelers visiting the city of Seattle. This automatically provided a set of personas to help guide a dynamic user experience as well as an aesthetic shift to communicate more effectively to this target audience. The result of extensive user research, prompted a more robust mobile system and thereby a cohesive visual system across multiple platforms.



the flying apron







ABOUT

& Age 23

⑤ \$20K-\$30K

Undergraduate Student 😭 Seattle, WA

CAFE INFLUENCES

Food Selection

MOTIVATIONS

SCENARIO

SCENARIO)

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ABOUT

8 Age 68

(8) \$50K-\$60K

Retred Teacher

Sectle, WA CAFE INFLUENCES

Location

Reviews Social Impact

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SCENARIO

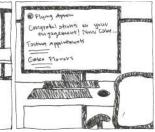
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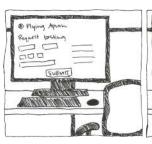
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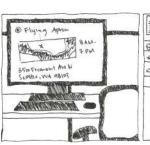






































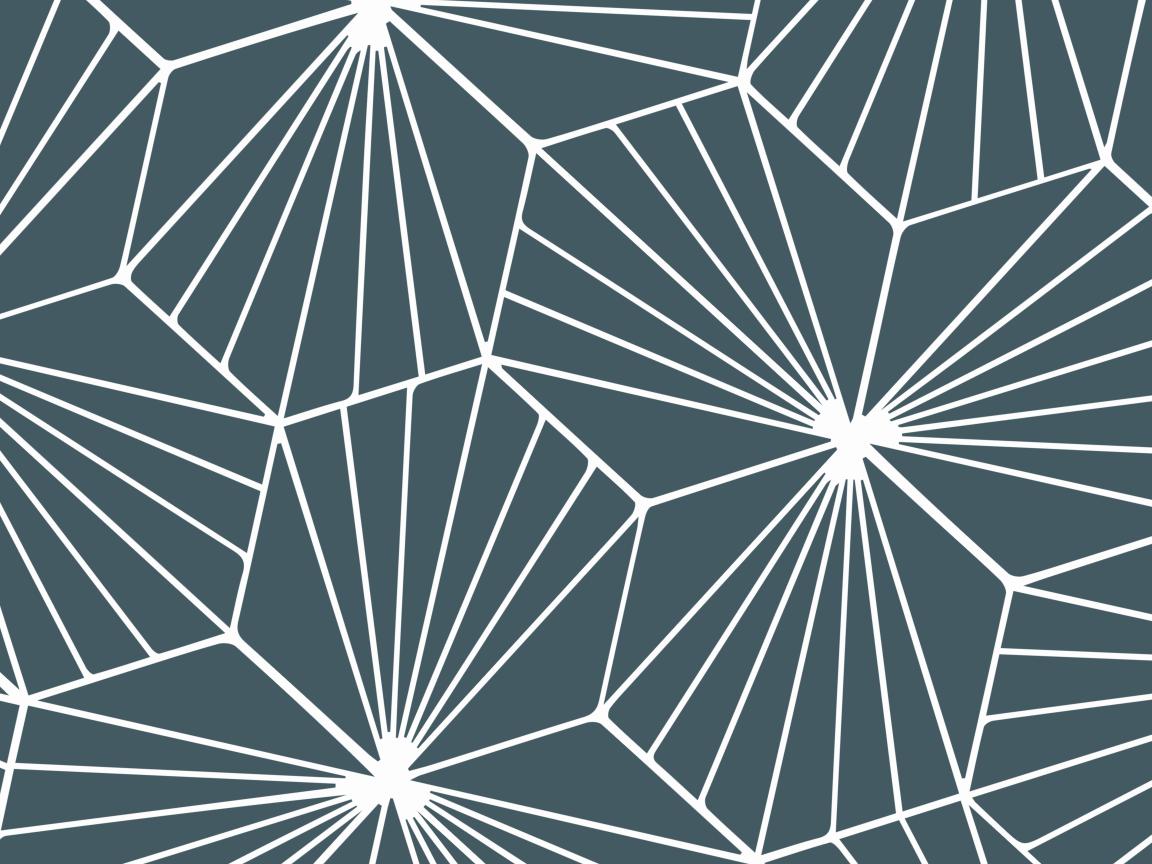


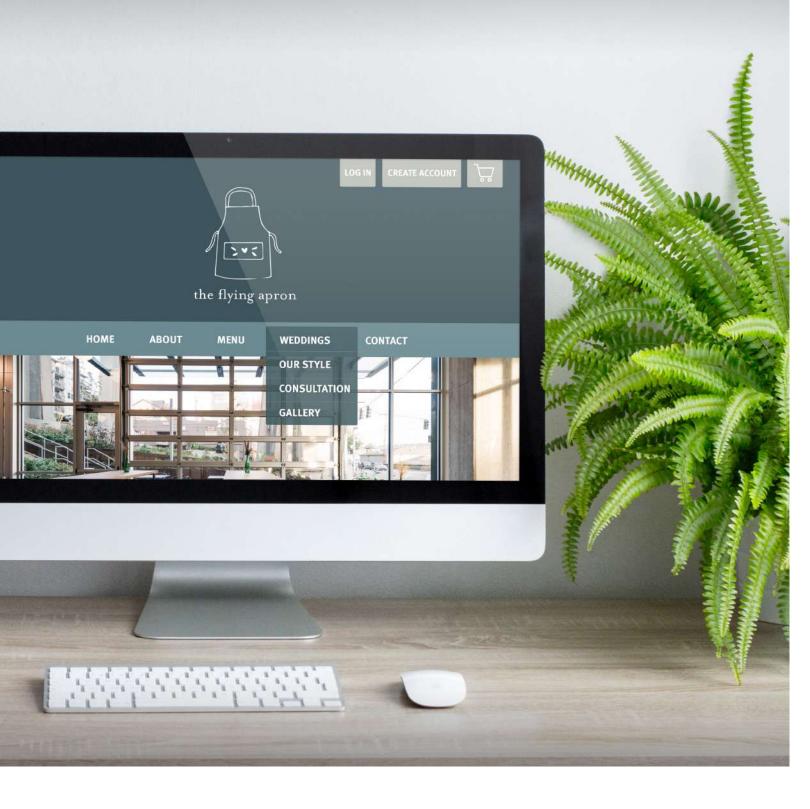












































KIND OF PROJECT

ublication Design

YEAR

DISCIPLINES

Print, Typography, Web

DESCRIPTION

The purpose of this project was to design an 80-page book, hard-bound using the topic of Artisans. This challenged my approach to basic principles and encouraged exploration of new innovative ways to communicate with text and image.

CONCEPT

My design concept for this project was to re-design "Smashed, Mashed, Boiled, and Baked" by Raghavan Iyer. This cookbook exclusively focuses on recipes featuring the potato.

Because nearly almost all cultures around the world eat potatoes in one form or another, I liked the idea of such a wide audience as that would translate into more complex design solutions and greater challenges.





































































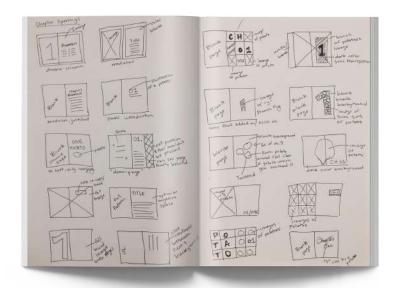


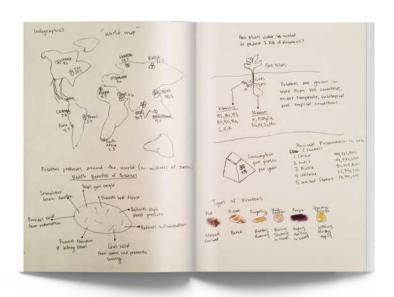












PERSIAN POTATOES AND EGGS

INGREDIENTS

2 pounds russet or Yukon Gold potatoes

2 tablespoons canola oil

I small red onion, cut in half lengthwise and thinly sliced

8 slices fresh ginger (each about the size and thickness of a quarter), chopped

I or 2 fresh green serrano chiles, stems discarded, finely chopped (do not remove the seeds) I teaspoon coarse sea or kosher salt

% teaspoon ground turmeric

% cup finely chopped fresh cilantro leaves and tender stems

8 large eggs

INSTRUCTIONS

- 1. Fill a medium-size bowl halfway with cold water. Peel the potatoes. Shred them through the large holes of a box grater, the fine teeth of a mandoline, or the shredding disk of a food processor. Immediately transfer the shreds to the bowl of water to rinse off some of their surface starch and to prevent them from discoloring due to oxidation.
- 2. Heat the oil in a large skillet over medium heat. Once the oil appears to shimmer, add the onion, ginger, and chiles and cook them, uncovered, stirring occasionally, until the onion slices are light brown around the edges and the chiles smell pungent, 5 to 8 minutes.
- 3. As the onion medley cooks, drain the potato shreds in a colander and give them a good rinse under cold running water to wash off the starch. Spread out several layers of paper towels on the counter, for drying the potatoes. Give the colander a good shake or two to rid the potatoes of excess water. Spread out the shreds on the towels and pat them dry, to make for splatter-free ran fring.
- 4. Stir the salt and turmeric into the onions. Add the potato shreds and give it all a good stir. Cover the pan and cook without stirring to allow the underside to brown lightly. 5 to 8 minutes. Flip the potatoes over (use two spatulas, one on either side or if you have one large spatula, that works great, too) and cook, covered, on the other side for an additional 5 to 8 minutes.



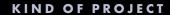
33 / ENTREES MAINS AND FULL PLATES











Web, Visual System

DISCIPLINES

User Experience Design

DESCRIPTION

Bella Baby is a redesign project fixated on an elevated and intuitive user interface. This required a process of research and testing as the primary focus to enable a renewed and effective design solution.

CONCEPT

As a company that brings photojournalistic images to homes and hospital rooms of newly born babies, Bella Baby has many touch points with customers that can be optimized. While the website is functional, I saw an opportunity to create an even stronger digital presence and streamlined customer experience. The goal was to redesign a website that can establish itself as a market leader for newborn photography through enhanced usability and aesthetic.

