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**laura gomez** • portfolio 2023

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designer Statement

**hello!**

I am a visual communications designer based in New Jersey, and my lifelong affinity for creativity has shaped my professional identity. My source of inspiration primarily stems from nature, a testament to the supreme design by the ultimate creator. In my work, I am dedicated to delivering originality, excellence, and utmost client satisfaction.

I take immense pride in my craft and constantly seek opportunities to elevate my skills, with particular strengths in color theory, typography, and illustration. These strengths empower me to craft engaging and visually striking designs that resonate with my clients and their audiences.

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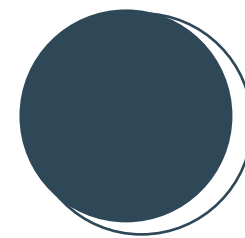
save earth

golden hearts

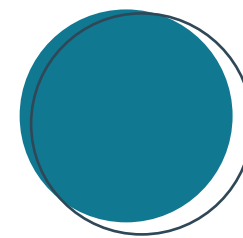
**Golden Hearts** is a fictional two-day golden retriever festival where owners can socialize their goldens and learn more about their health, behavior and personality. Through color, typography, and imagery I captured the spirit (heart) of golden retrievers.



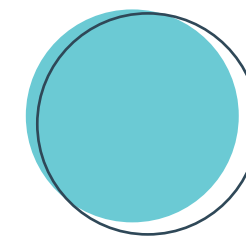
 **GOLDEN  
HEARTS**



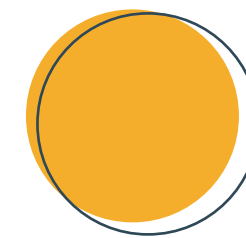
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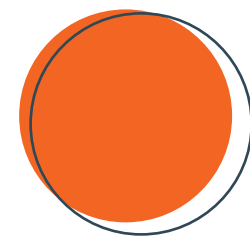
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**GOLDEN  
HEARTS**



**JULY  
7-8**

**2023  
GOLDEN  
RETRIEVER  
FESTIVAL**

**GOLDEN  
HEARTS**

JULY 7-8, 2023 | DOG MOUNTAIN, VERMONT

Don't forget to claim your free doggy box with your ticket!



**GOLDEN  
HEARTS**

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HEARTS**

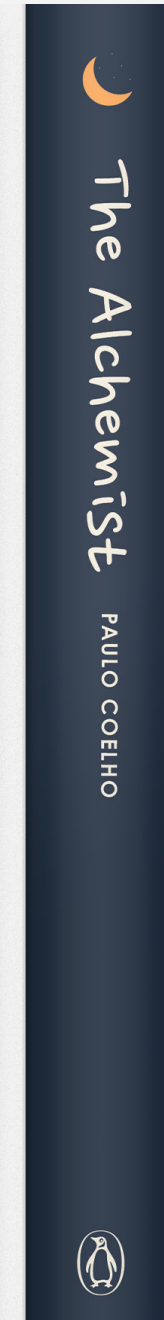
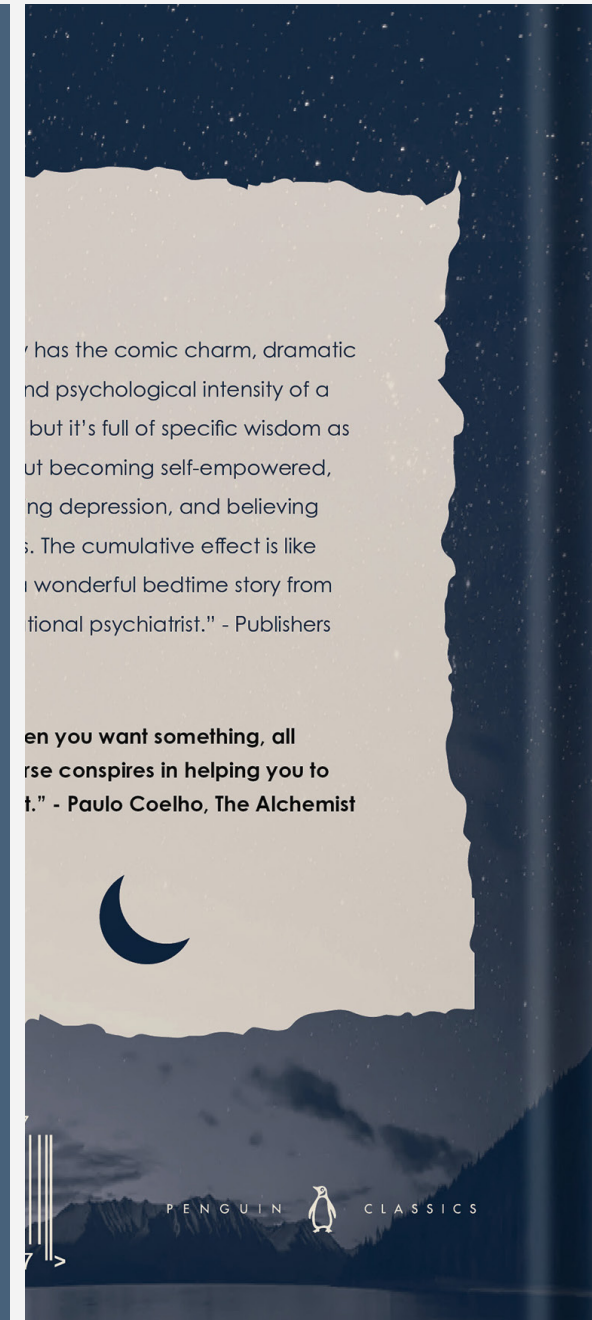
JULY 7-8, 2023 | DOG MOUNTAIN, VERMONT

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journey

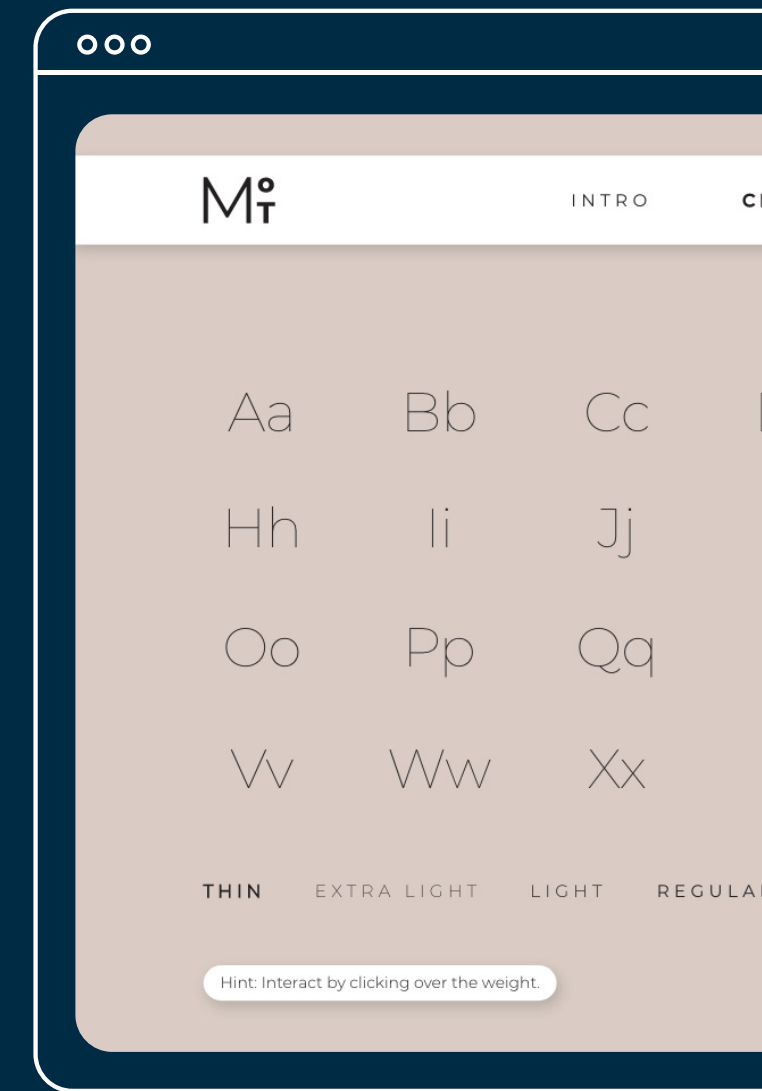
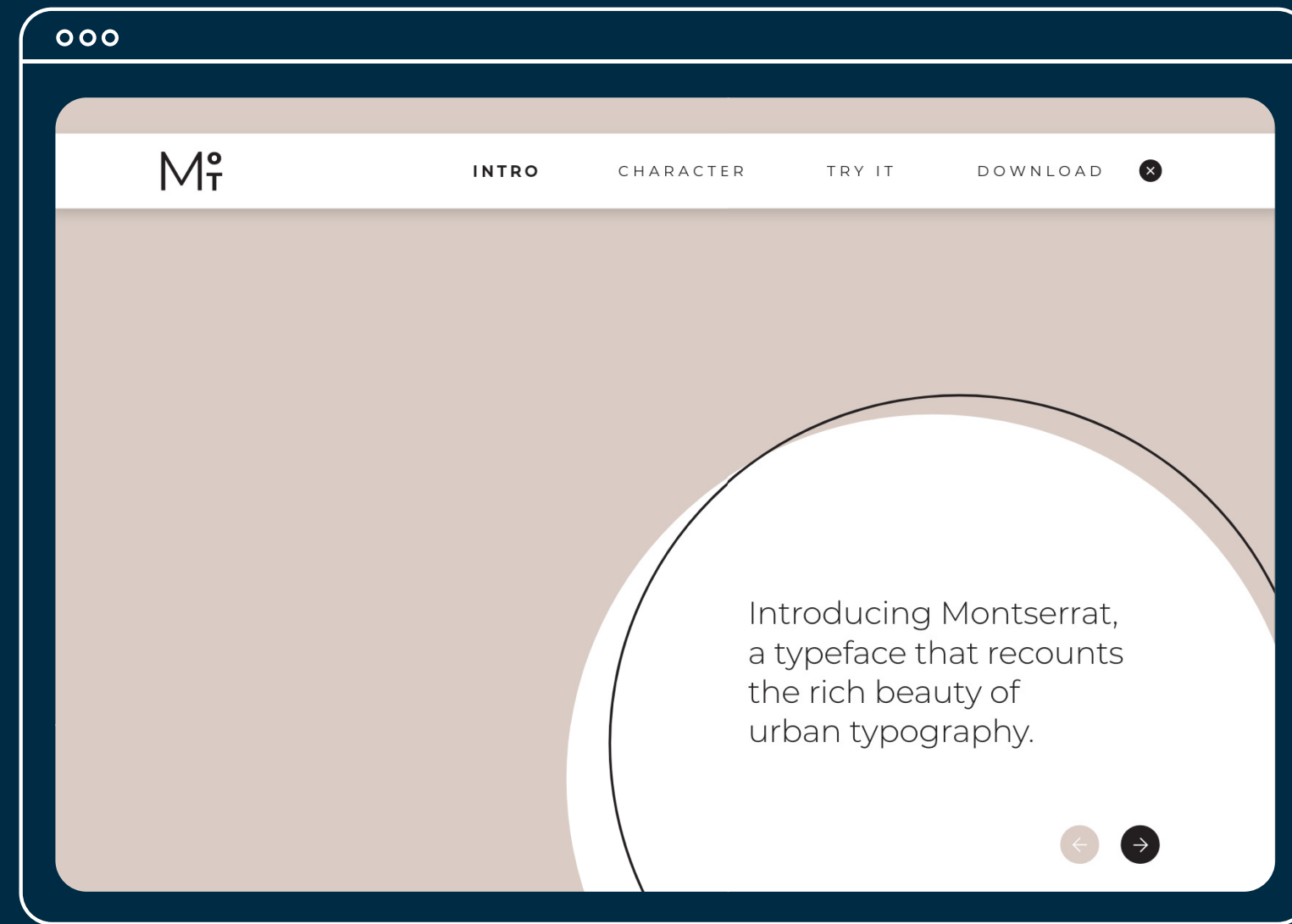
**Journey** is a book cover series that highlights the theme of journey and space—physical, spiritual and emotional.





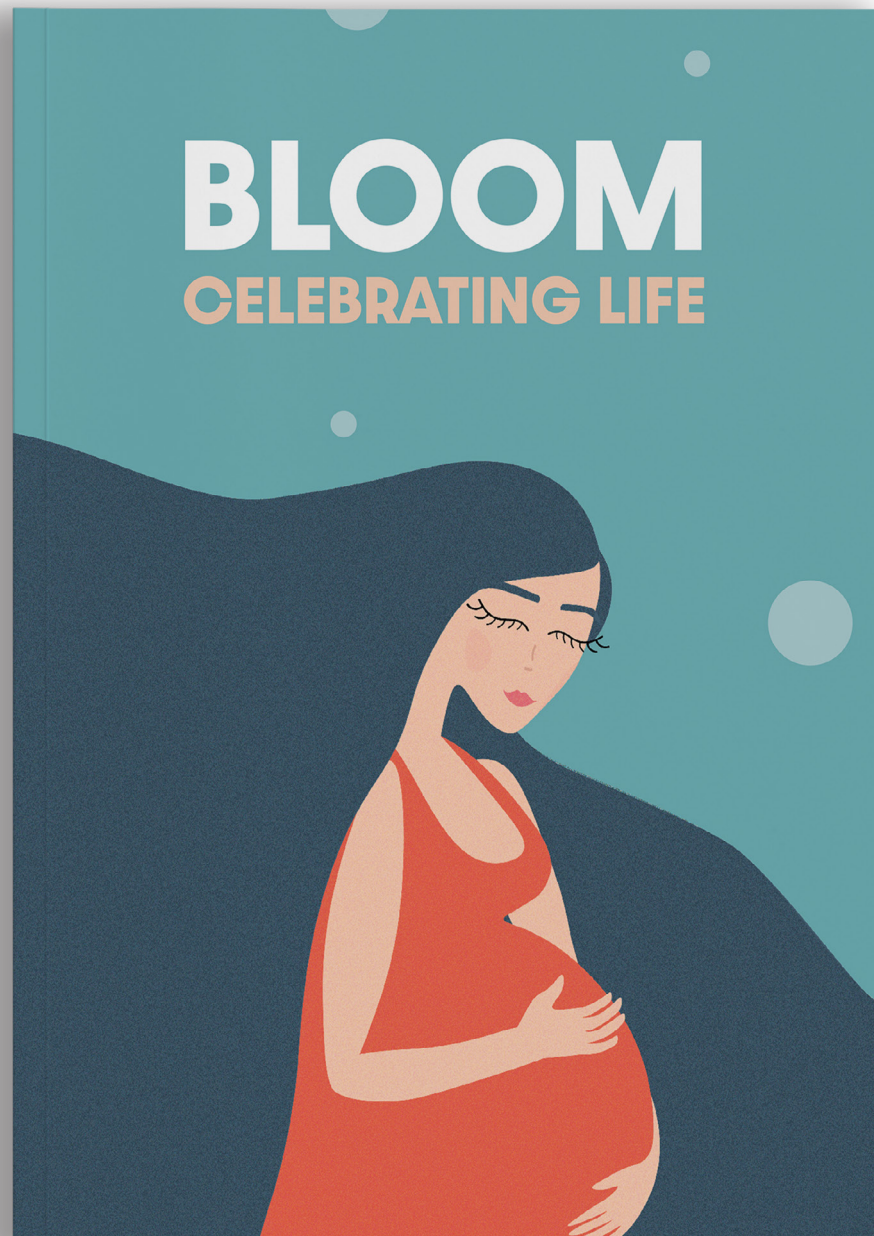
## montserrat

**Montserrat Type Specimen** website displays the history of the Montserrat typeface showcasing its elegance and minimalism. The website holds various interactive features such as hovering effects that change scale, weight, and color; it also contains buttons and the ability to try it yourself where you can input any text desired with different type weights.



bloom

**Bloom** is a fun and informative editorial about all things related to pregnancy! Each page of the editorial aims to capture different aspects of the pregnancy experience, from the initial excitement and anticipation, to the physical changes and the emotional rollercoaster that comes with it. Editorial Demo: <https://indd.adobe.com/view/5929d0ff-03d5-4db8-b6d6-b4a67d>



bloom

WEEKS 14-15



AS BIG AS A PEACH

4 in | 2.5 oz

That sweet, sweet sound  
Fetal cardiac activity might be

Navigation icons: lightbulb, speech bubble, leaf, rainbow, shopping cart

bloom



CHICKEN AND VEGETABLE STIR-FRY

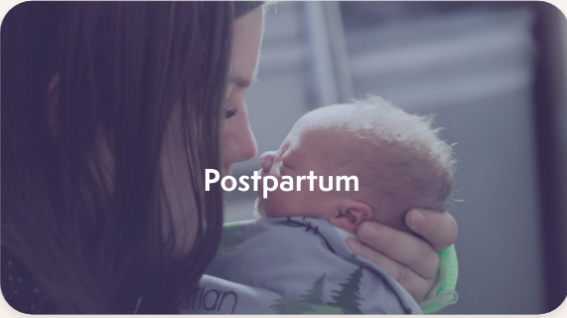
INGREDIENTS:

- 1 lb. boneless, skinless chicken breast
- 2 tbsp. vegetable oil
- 1 red bell pepper, sliced into thin strips
- 1 green bell pepper, sliced into thin strips
- 1 onion, sliced into thin strips
- 2 cloves garlic, minced
- 1 tsp. grated ginger
- 2 cups broccoli florets
- 1/4 cup soy sauce
- 2 tbsp. honey
- 1 tbsp. cornstarch
- 1/4 cup water

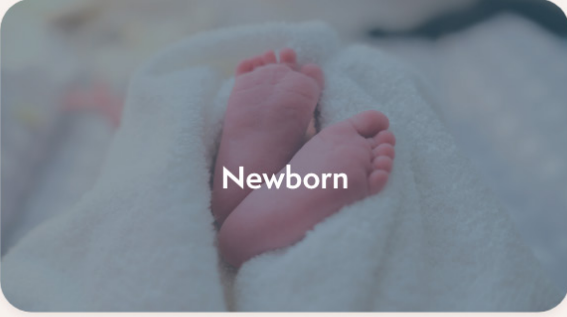
Navigation icons: lightbulb, speech bubble, leaf, rainbow, shopping cart

bloom

Ask a question



Postpartum



Newborn

Navigation icons: lightbulb, speech bubble, leaf, rainbow, shopping cart

bloom

POSTPARTUM

How long does postpartum bleeding last?  
1234 comments

Is it normal to feel emotional or experience mood swings after giving birth?  
5678 comments

How can I manage postpartum pain, especially if I had a vaginal delivery?  
345 comments


How can I cope with sleep deprivation as a new mom?  
2365 comments

When should I seek medical help during the postpartum period?


Navigation icons: lightbulb, speech bubble, leaf, rainbow, shopping cart

bloom


CHANGES THIS WEEK



Dizziness



Varicose Veins



Increased discharge

Navigation icons: lightbulb, speech bubble, leaf, rainbow, shopping cart

pantry+

Pantry+ is a rebrand for the Rutgers University student and faculty pantry.



pantry+



**farmers market**  
at PANTRY+

Come Shop, It's Free!

Wednesday  
October 11th  
2:30pm - 4:00pm

**where:** Samuels Plaza  
(rain location: student Street PRCC)

+Bring RU ID & bag

pantry\_run

**pantry+**  
at RU-N

10,328 views  
fresh produce every wednesday!  
View all 328 comments  
5 DAYS AGO

**pantry+**  
at RU-N

fall 2023 hours

MON	12-3
TUE	11-4
WED	1-5
THU	1-5
FRI	10-12

ORDER ONLINE:  
[go.rutgers.edu/orderpantry](http://go.rutgers.edu/orderpantry)

VISIT US:  
PRCC RM 226

CONTACT US:  
973.353.0256

**pantry+**  
at RU-N

grab & go

Dec. 1 location

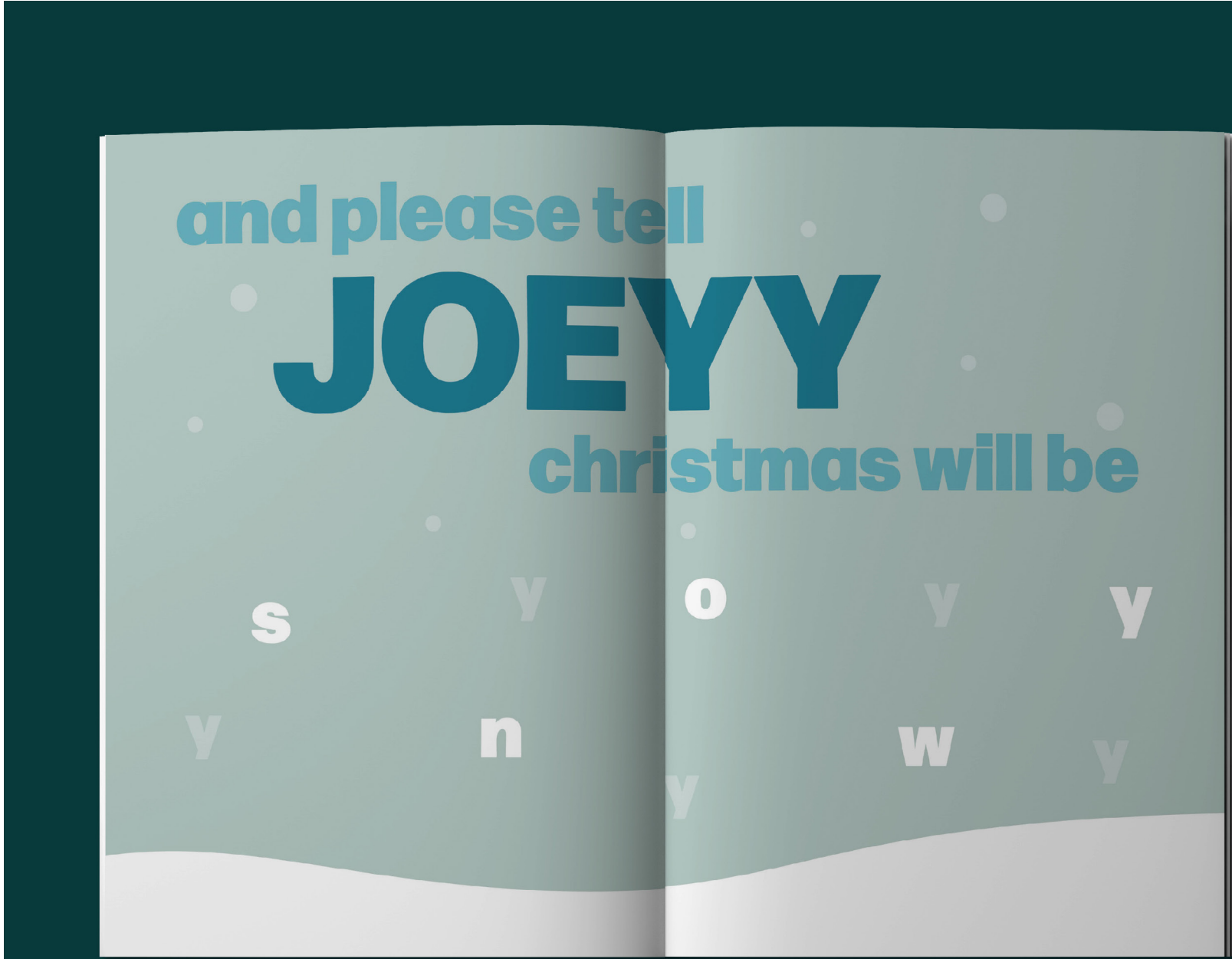
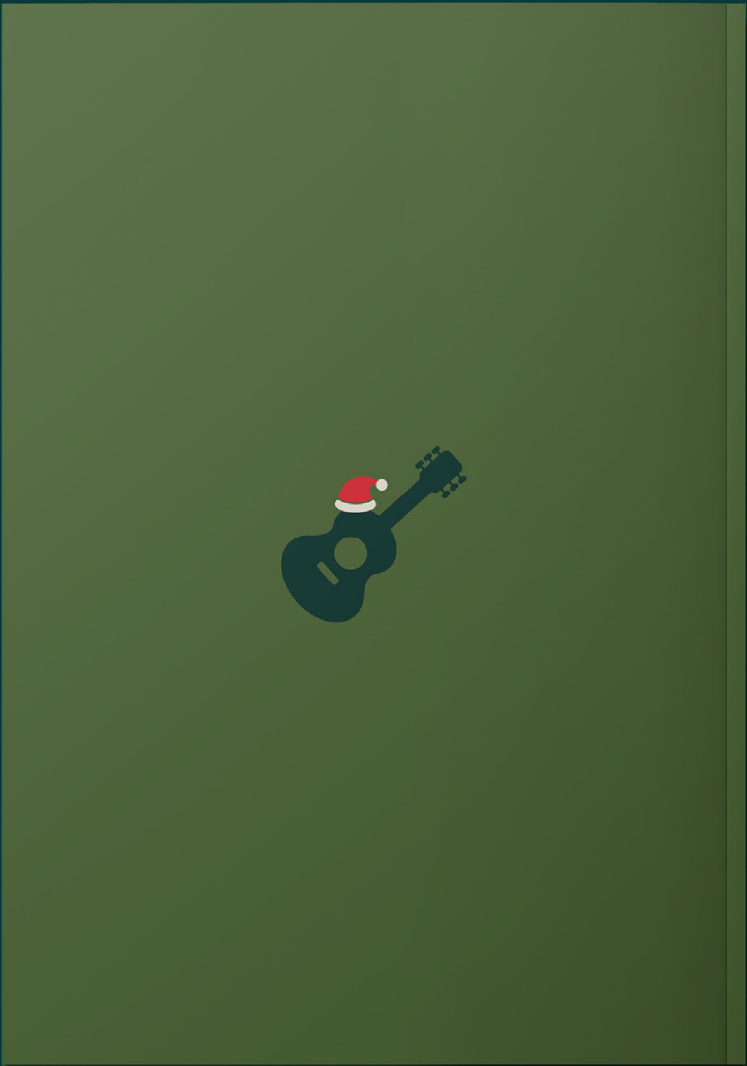
Dec. 14 location

Dec. 19 location

Distress Fest  
FALL OF 2023

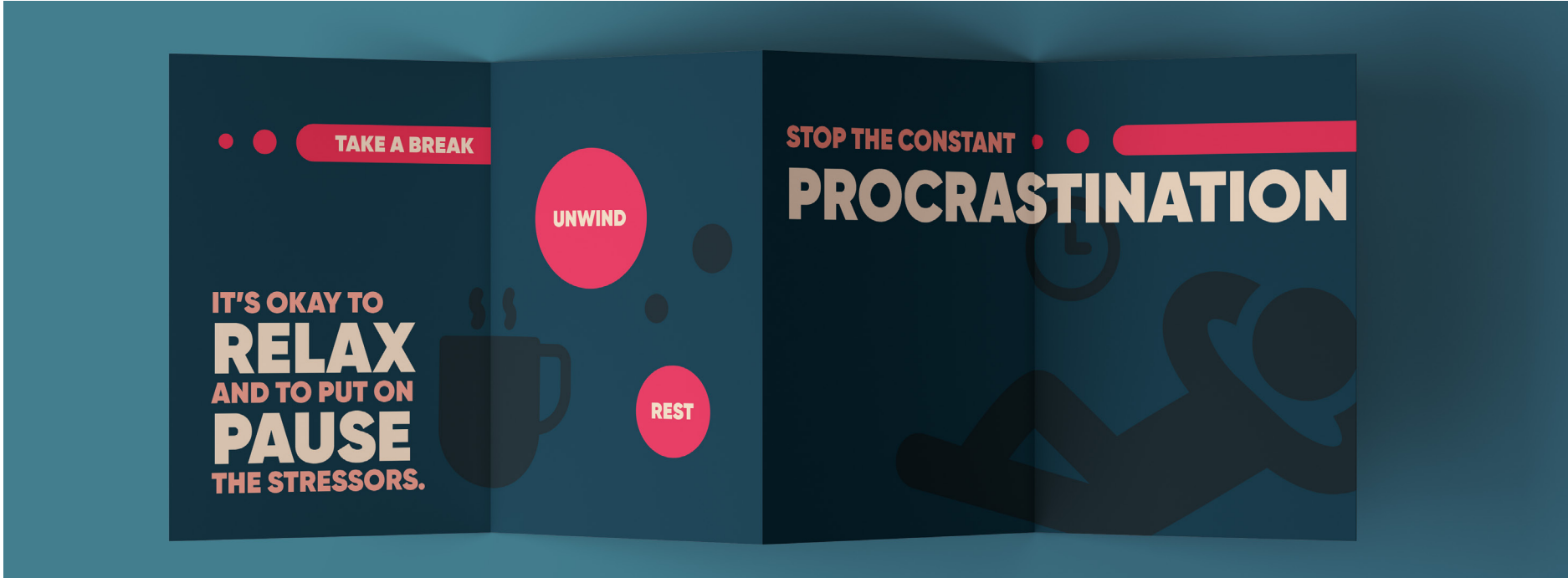
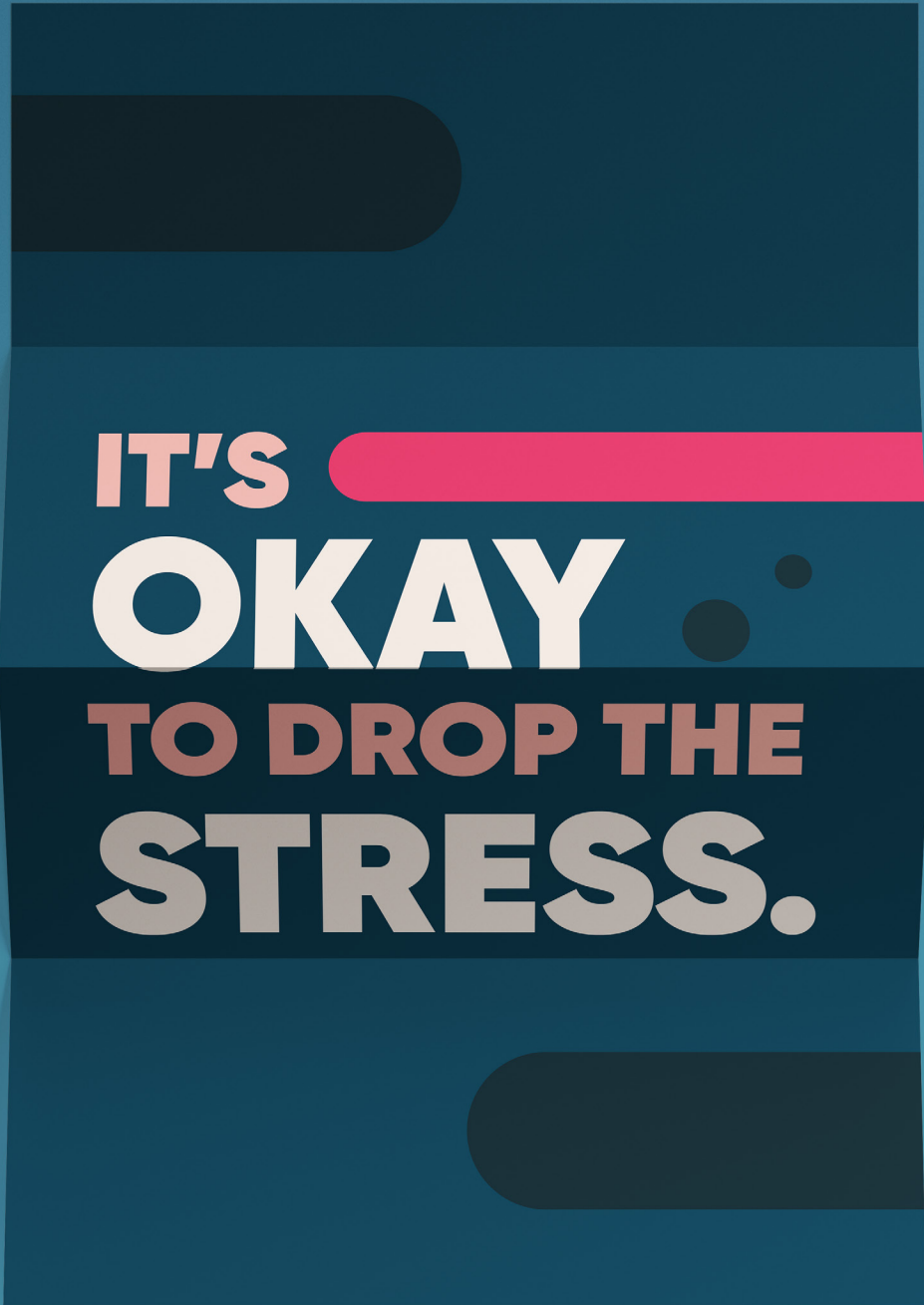
phoebe's song

**Phoebe's Christmas Song** is a lyric book for a friends' (sitcom) song, "phoebe's christmas song".



let's de-stress

Let's de-stress brochure highlights important steps to help de-stress.



save earth

**Save Earth** is a booklet that emphasizes the importance of sustainable design.



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green livin' challenge is designed to encourage you to make environmentally-friendly choices in your daily life. Each activity is designed to be fun and interactive, while also helping you reduce your carbon footprint and minimize your impact on the planet.

## green livin' challenge

-  eat a vegetarian diet for 2 weeks
-  do not use water bottles or straws for 2 months
-  opt for walking, biking or taking public transport for a week
-  diy your own products to reduce waste
-  turn off lights & electronics when not in use

## diy cleaner

**INGREDIENTS**

- 1 cup distilled water
- 1 cup white vinegar
- essential oil drops

**EQUIPMENT**

- spray bottle
- measuring cup

This DIY all-purpose cleaner is great for cleaning and disinfecting a variety of surfaces, such as kitchen counters, bathroom fixtures, and floors. The vinegar acts as a natural disinfectant, while the essential oils can help to eliminate bacteria and germs. Plus, it's environmentally friendly and doesn't contain any harsh chemicals that can harm your health or the planet.

- combine the water and vinegar.
- If desired, add 15-20 drops of your favorite essential oil.
- Stir the mixture very well.
- Shake the spray bottle well before each use.
- Spray the all-purpose cleaner on any surface you want to clean.