



portfolio 2021

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ARTIST STATEMENT

i design;
therefore
i am

As a creative, I treat graphic design as conceptualism, not just commissions from nameless strangers and conglomerates. With photo manipulation and highly saturated colors, I strive to create dynamic works of art for commercial value and private markets.

My ambition to become a professional designer started in my adolescent years. The more I drew with pencil and paper, the more I collaged magazines by hand. When my dad gave me his old bulky laptop, I downloaded a free photo editing software, thus sealing my fate into the design world.

B-DAY STICKER BOX

These sticker boxes are an abstraction of the joyous feelings associated with birthdays! The buyer is encouraged to interact with the stickers and save the package as a memento for such an exciting milestone in their life. There are words of affirmations about aging on the top of each box.



BEST B-DAY

Every so often, I find myself reminiscing about the years of my past birthdays. Whenever I sulk or daydream while adulting, short memories of my eighth birthday provide a space of relief for my daily anxieties. I vividly remember my mother standing on a chair while in our kitchen with a big round piñata dangling from her hand. Instead of me being blindfolded and spun in circles while holding a big stick, my mom punched a hole into the piñata. Just thinking about that memory makes me smile and for a second relive an exciting part of my life.



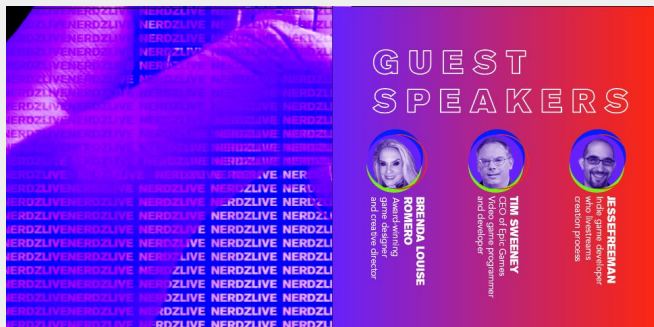
nerdzLIVE

The nerdzLIVE convention will provide an outlet of relief and fun outside of today's restrictions and social anxieties regarding today and the future. The platform is globally accessible and fosters a close knit community through shared identities and interests. With digital spaces becoming an intricate part of everyday life.



TITLE PAGE

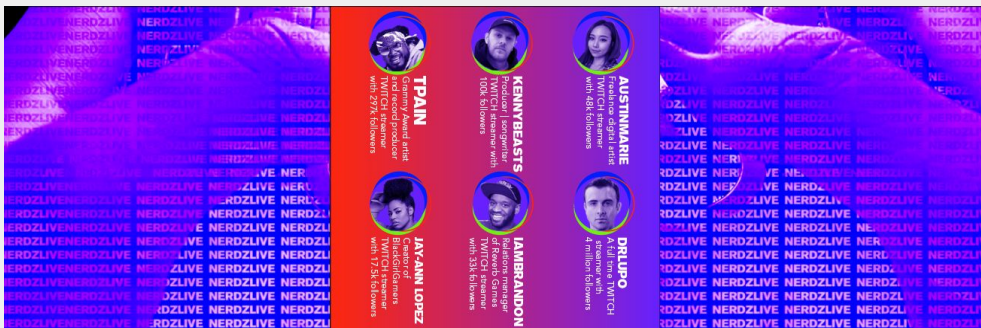
nerdzlIVE



POSTER REVEAL

1ST PAGE FOR GUEST SPEAKERS

nerdzLIVE



POSTER REVEAL

2ND PAGE FOR GUEST SPEAKERS

POSTER REVEAL

nerdzLIVE



POSTER REVEAL

DAY 1 | DAY 2 SCHEDULES

POSTER REVEAL

nerdzLIVE



POSTER REVEAL

DAY 2 | DAY 3 SCHEDULES

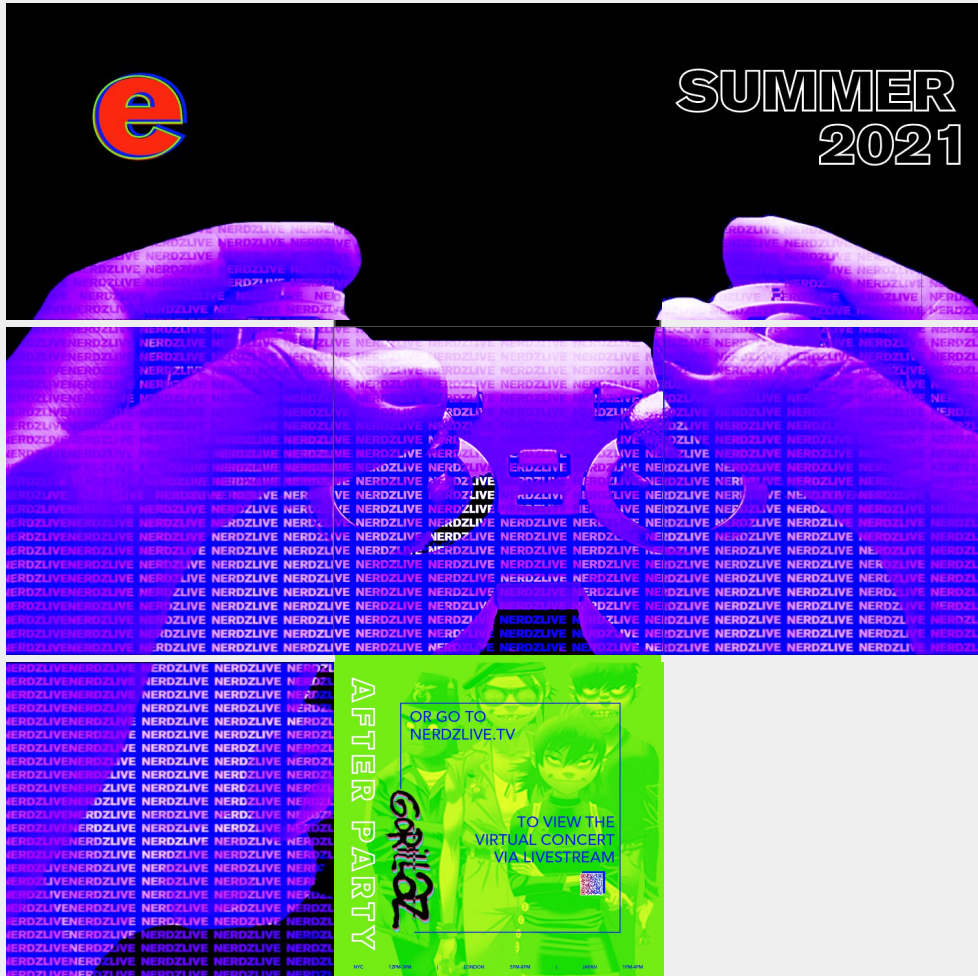
POSTER REVEAL



POSTER REVEAL

DAY 2 SCHEDULE

POSTER REVEAL



POSTER REVEAL

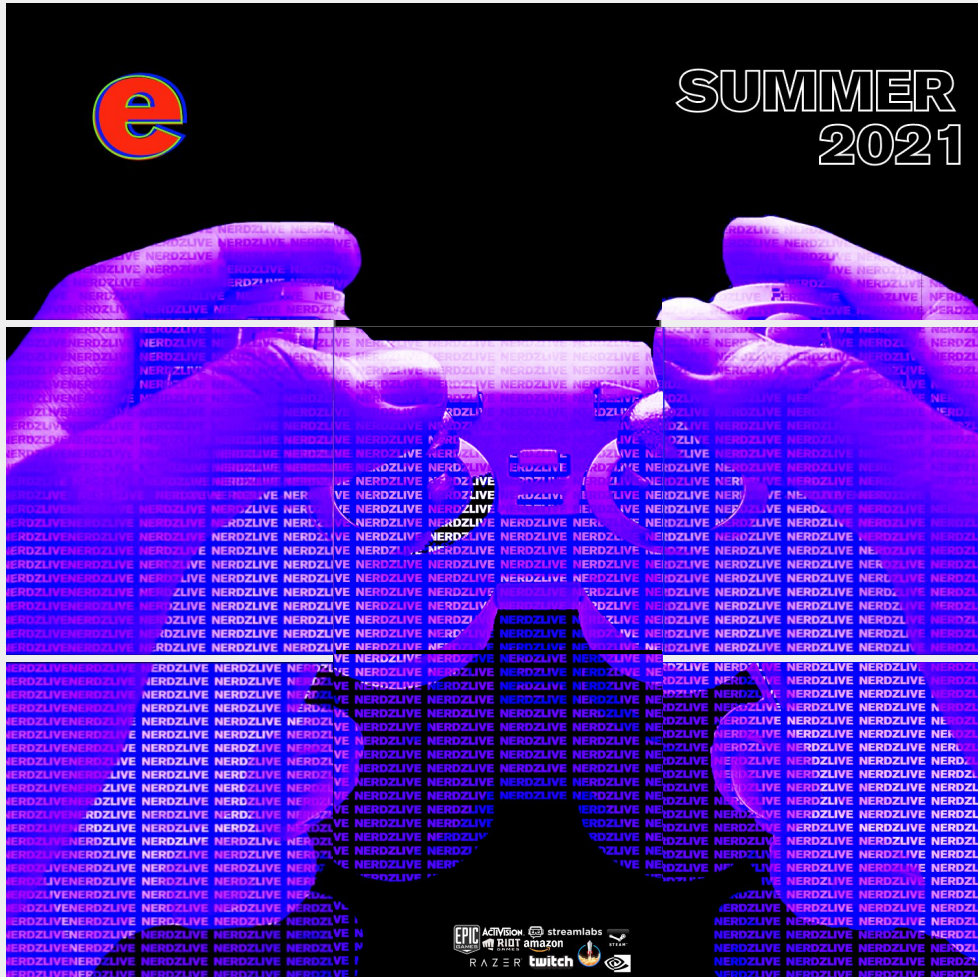
AFTER PARTY INFO 2

POSTER REVEAL

nerdzLIVE



SUMMER 2021



18"



18"

INTERACTIVE ADS

This project focuses on exhibition design in motion. Much like how motion design is well suited to convey a particularly complex or multifaceted narrative, it also has the potential to communicate complex information or data with a lot of nuance and clarity. Through exhibition design each interactive ad is based on the Monterey Aquarium. Starting with a three-monitor entryway ad that showcases admission prices, parts of the Monterey shark cam, and family activities throughout the day. Potential customers are influenced by the outdoor ad that incorporates simple movements of text and ambient underwater sounds. Within the Monterey Aquarium, touch-screen monitors detail the viewings of each section by having access to available shark cams and an interactive search engine of sea life.



ADMISSIONS

 Adult \$49.95 (ages 18-64)	 Child \$34.95 (ages 5-12)
 Youth \$39.95 (ages 13-17)	 Senior \$39.95 (ages 65+)

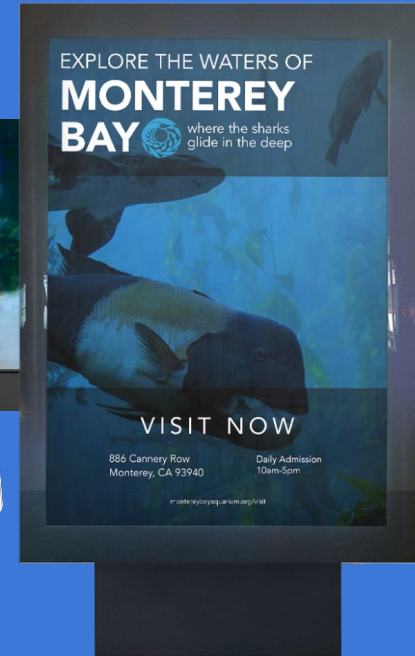


< MEET THE MARINE LIFE

BROADNOSE SEVENGILL SHARK

As its name suggests, a sevengill shark has seven pairs of gill slits (most sharks have only five). Its back and sides are reddish brown to silvery gray, or olive-brown and speckled with many small black spots. The shark's underbelly is cream colored. Other features include a wide head with a blunt nose and only one dorsal (top) fin—most sharks have two.

DIET Sharks eat fish, squid, crustaceans, mollusks and other marine life.	RANGE Found in waters of the Pacific and South Atlantic Oceans.	SIZE Male: 6.5 meters (21 feet) Female: 7.5 meters (24 feet)	RELATIVES Broadnose Sevengill Shark, Sandbar Shark, and Tiger Shark.
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EXPLORE THE WATERS OF MONTEREY BAY

where the sharks glide in the deep

VISIT NOW

886 Cannery Row
Monterey, CA 93940

Daily Admission
10am-5pm

www.montereyaquarium.org/visit

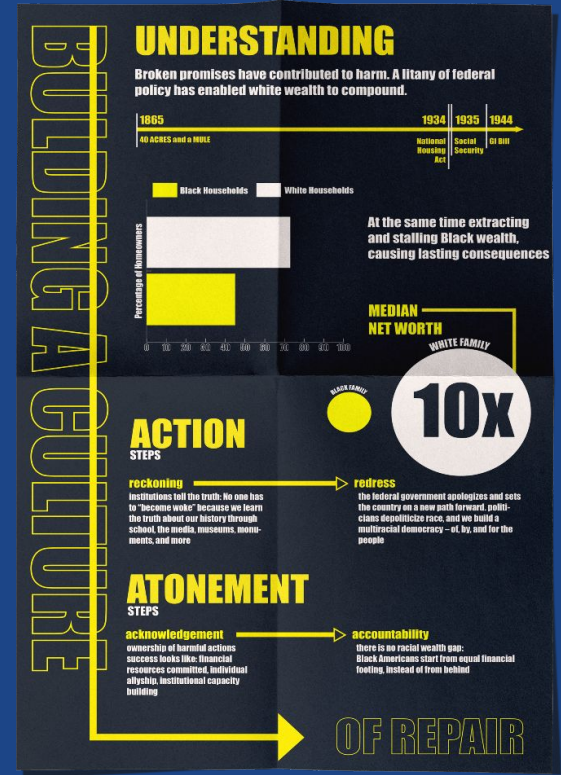
KINETIC TYPOGRAPHY

The process of combining “traditional” graphic design elements (such as composition, color, shape, depth, contrast, etc.) with time-based design elements (such as pacing, rhythm, and sequence), with a specific focus on typography and the dynamic, unique communicative potential of type in motion. I grabbed a soundbite from a reality tv I found lingering around on social media. In the beginning the lighthearted humor isn't easily detectable. The color palette and typography display itself as a serious topic that ends with a tasteless joke.



RACIAL REPARATIONS

Member of Visual Means, a student/faculty collaborative and creative studio at Express Newark/RU-N. Visual Means focuses on collaborations with local and global researchers to develop appropriate strategies and implement data visualization-driven design solutions that enable research to reach a wider audience, and therefore have greater transformative power. Students collaborated on creating an infographic poster detailing the economic disparities through systematic racism within the Black American population. The second portion of the project, I created detailed wireframes for an archival website that categorizes historical moments and tangible evidence in New Jersey that negatively impacted the Black American community of today and the past.



BLACK ROCK 'N' ROLL

Why are there hardly any Black rockstars?

Despite this question commonly answered as mere cultural differences of thought to be White-centric music. Ask yourself, is STEVIE WONDER and the likeness of PRINCE, not a rockstar? Why are groups similar to OUTKAST and THE ROOTS not considered rock bands?

Since the rise of the critically acclaimed ELVIS PRESLEY and the British Invasion, tactics practiced throughout the music industry dating back to the 1960s reclassified Black rockstars as (respectfully so) R&B, Soul, Motown, and Funk genres. ROCK-N-ROLL is Black American music appropriated by White artists who receive accolades from the music industry for the reinterpretation of Black music without recognition of the source and inspiration.

Black American ROCK-N-ROLL is the foundation of the most popular music genres of today. This project will breakdown and reveal the untold history of Black American rockstars and their leading pioneers.



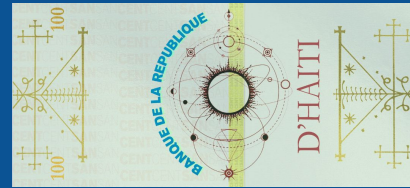
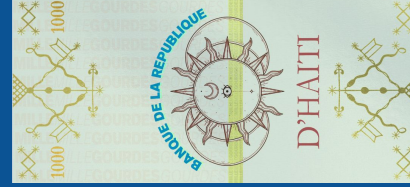
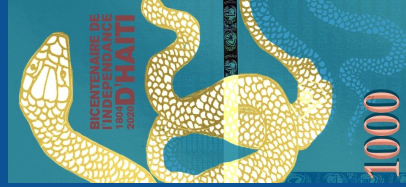
"BLACCENTS"

This collection is a digital, auditory library and tribute to Black accents across the United States. Central aspects of Black culture in America are ignored and not commemorated by the general public. With social media capitalizing off of ebonics as pop cultural references, let's dive into its historical significance.



HAITIAN BANKNOTES

The Haitian gourdes were redesigned to represent the very essence of the island's intense spirituality known as voodoo. The Haitians who practice this old world religion are not bound by westernized ideologies such as heaven and hell are nonexistent. The ancient religion of voodoo focuses on the wellbeing of the individual and their connection to the physical and spiritual world.



THEME: ANGER

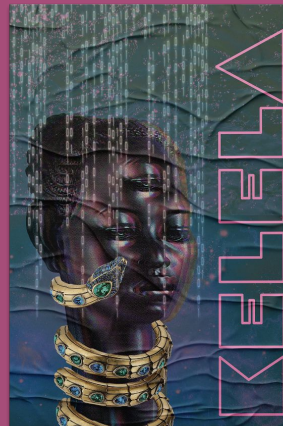
Connecting the three different books through the shared theme of anger, and research based on metaphorically breaking down systematic racism through the Black experience. Each book was also written by compelling Black American authors during the Harlem Renaissance : Richard Wright, Lorraine Hansberry, and Ann Petry. I combined visual elements such as scribbling and mono-line outlines of restless figures to represent feelings of frustration, doubts, and hopelessness. While the red and yellow color scheme exercises the use of caution and explicit danger main characters experienced.



"SEND ME OUT"

The music poster and digital image designs are inspired by the music artist Kelela and her experimental style of sound and vivid imagery. Afro-futurism came to mind after scrolling down Kelela's distinctive and cultural aesthetic Instagram feed. The main subject of the poster is a photo manipulation of a bust created by an unknown artist. Chosen for its textural element and graininess, its physical features are similar to the artist's. Adorning the statue with a lavish gold snake showcases the duality of wisdom, rebirth, and deception.

In the song "Send Me Out" Kelela describes the emotions that arise from being in a complicated intimate relationship. The instrumentals resemble an external force as if her floaty vocals represent the inclination yet ominous presence of an emotional invasion. Kelela assumes the identity of being an extraterrestrial as she processes the foreign emotions thus alluring her partner back.



thank you! 😊

now let's ideate.



yas.graphics



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