



# DESiGNS wiTH ALYSSA

ALYSSA NAVE | GRAPHIC DESIGN PORTFOLIO



Hi, I'm Alyssa! I'm a graphic designer passionate about taking creative challenges and making visually appealing and effective solutions. My goal is to never stop learning and growing my skills as a designer.



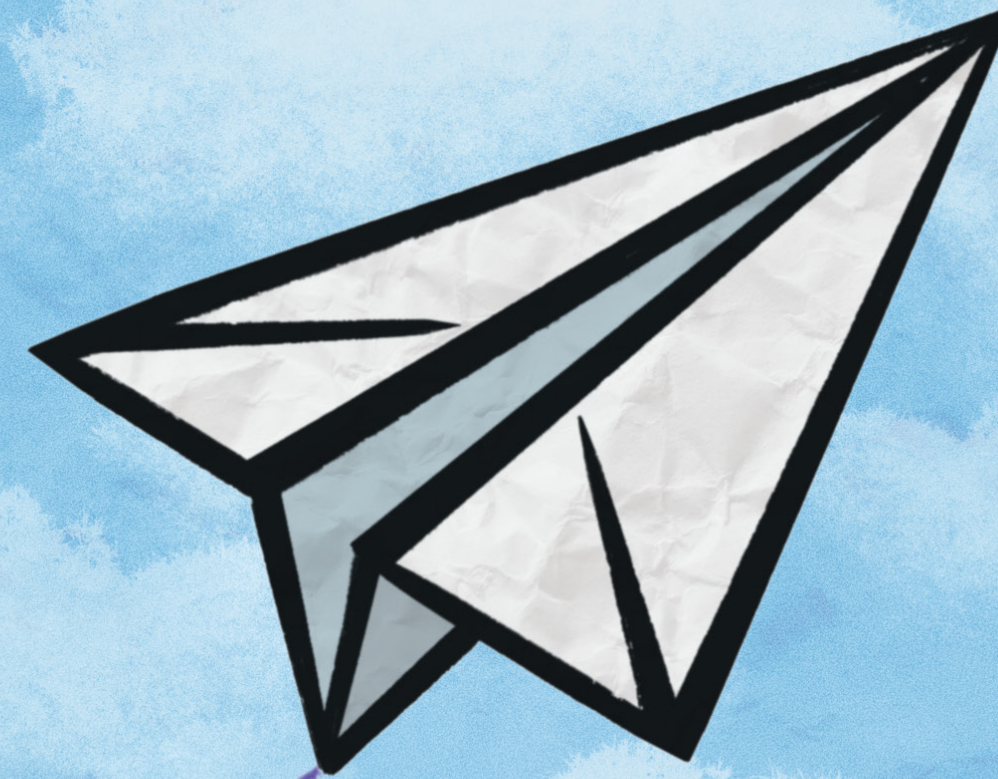
# VISUAL COMMUNICATIONS PORTFOLIO SHOW BRANDING

LAYOUT | ILLUSTRATION



# Passport to the Future

PORTFOLIO SHOW 2023



**Thursday, June 8, 2023**

*Building 2 Student Center* ↗ *Salem Campus*

Multimedia Arts Screening | 4:00pm–4:30pm

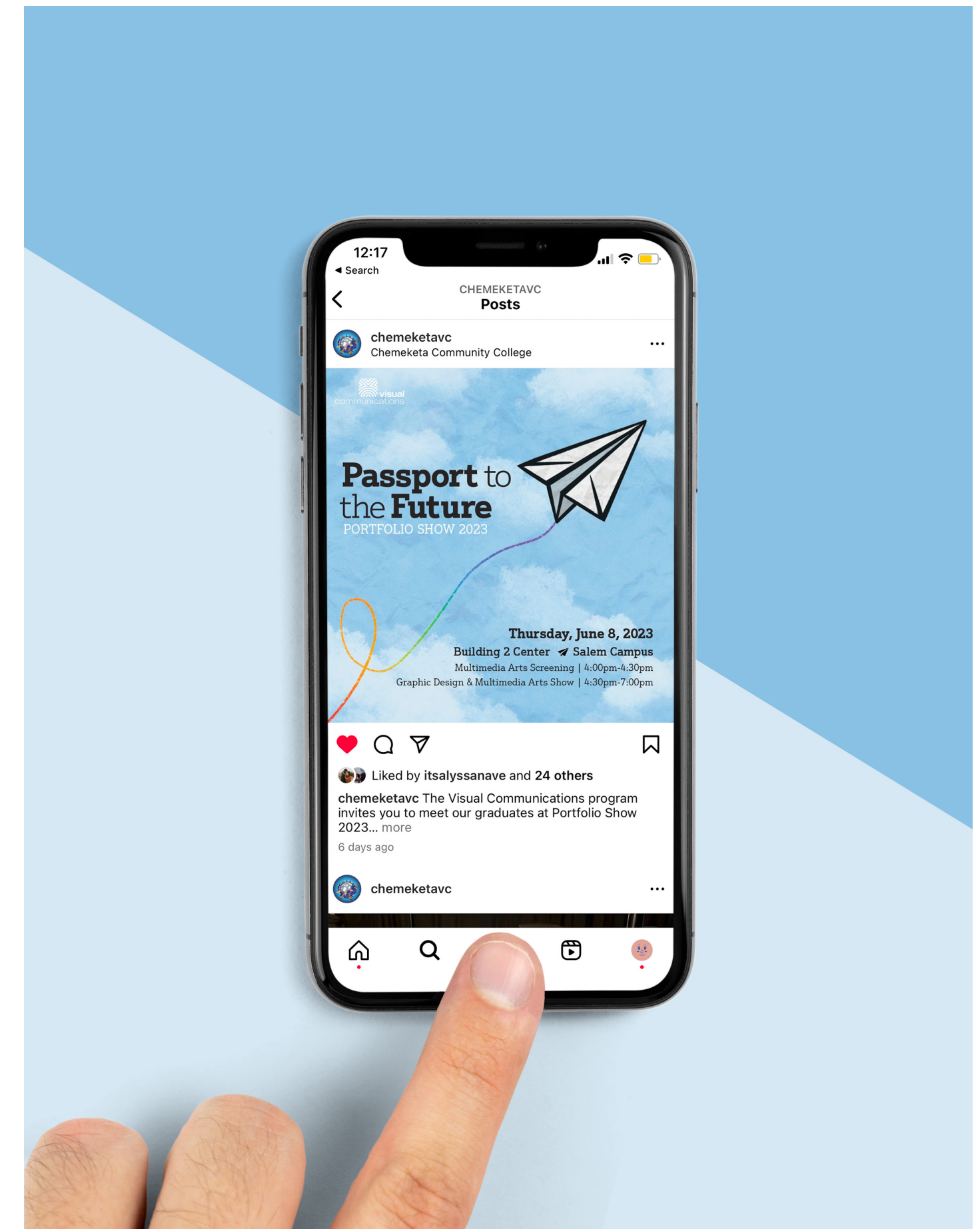
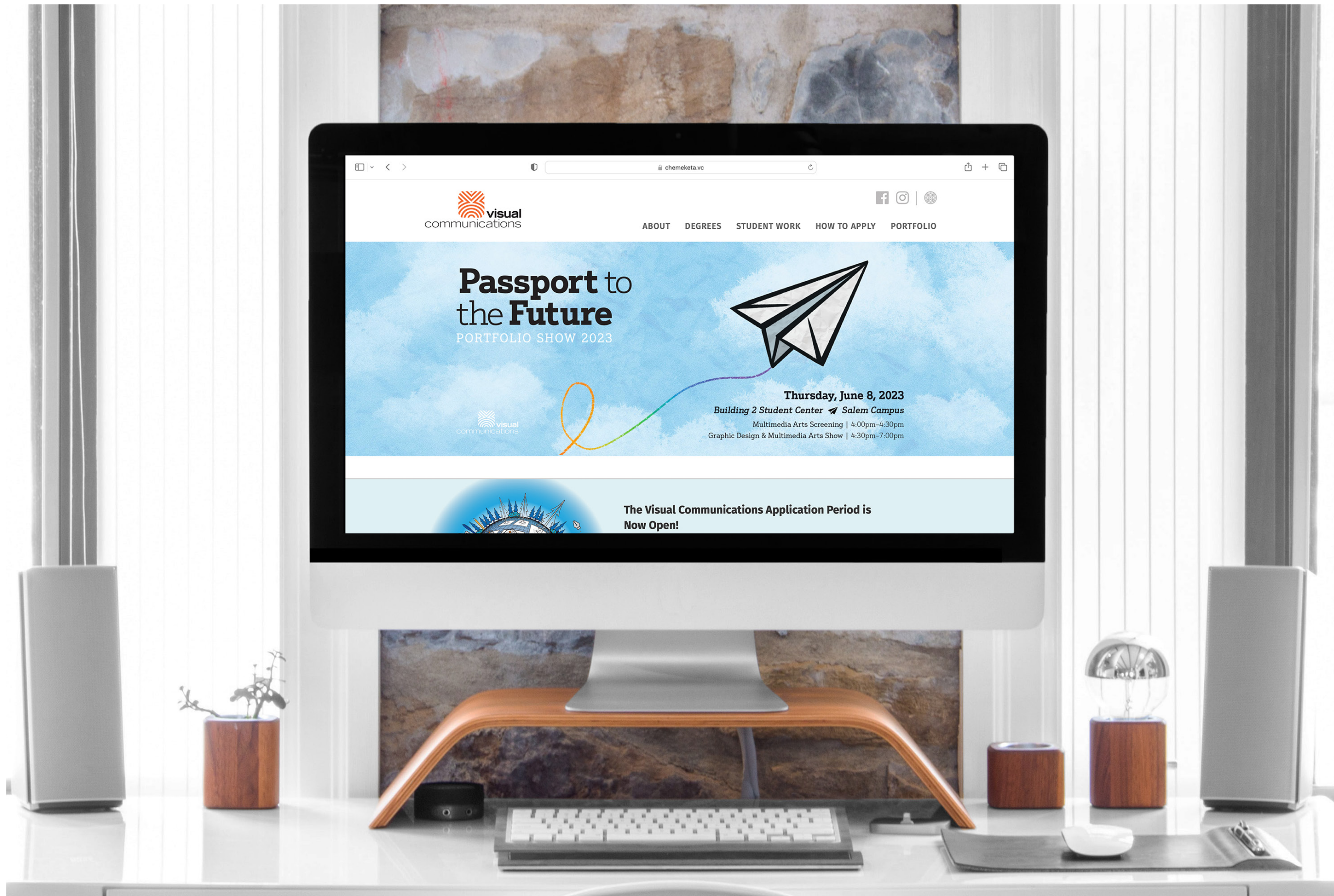
Graphic Design & Multimedia Arts Show | 4:30pm–7:00pm

## Challenge

I was tasked to design a proposal for my graduating class' portfolio show mailer. The goal was to interpret the name visually to portray my peers and I as a group.

## Solution

For my interpretation of the show name, I illustrated a paper airplane flying through a paper-textured sky. My intention for this was to represent the creative thinking and innovative nature of the graduates as we enter our future post-education. Ultimately, my proposal was chosen which determined the branding of the whole portfolio show.





**MIZAR EYEWEAR**

LOGO DESIGN

# Mizar

Claim your look with the perfect glasses.

# Mizar

Claim your look with the perfect glasses.

# Mizar

Claim your look with the perfect glasses.

## Challenge

For this logo design, I had an hour to read the creative brief, gather the information I needed, do competitor research, and design the logo itself from start to finish. This fictional eyewear company called "Mizar" was a start up storefront in Portland, Oregon. The goal was to target young professionals who are cost-conscious but are still wanting to look unique and trendy.

## Solution

I used a serif font and hand manipulated each letter to take on a wavy, illustrative look. I made the dot above the "i" (also known as the tittle) a star to refer back to the origin of the name "Mizar" which is a star in the big dipper constellation that was once apart of an ancient eye test. The deep, navy blue was intended to tie into the color of a night sky.







## ALBUM COVER

ILLUSTRATION | LAYOUT



#### Side A

1. mona lisa
2. learn to love you
3. victim of nostalgia
4. sad disco
5. frown
6. florida

#### Side B

7. scales
8. growing pains
9. dizzy
10. haze
11. coming of age

### Challenge

For this digital illustration project, I selected a musical artist, and designed an album cover. I chose the artist MXMTOON, an indie-pop singer.

### Solution

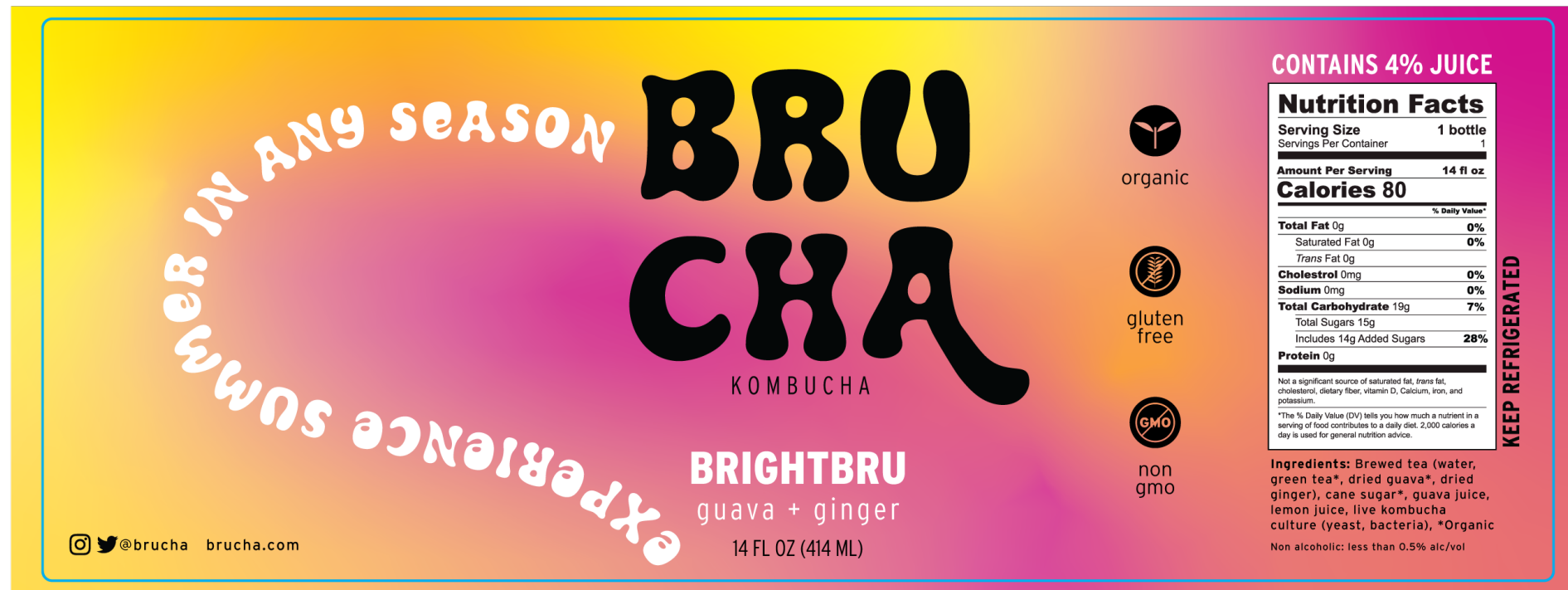
I did a lot of research for the subject of my illustration by watching various music videos from this particular album. I fell in love with a piece of imagery in one of her music videos that was a melted disco ball. For the title, I wanted it to have a disco-feel to relate to the song titled *Sad Disco*. I used the texture of the album title to create the pattern on the back cover.





## KOMBUCHA LABEL

PACKAGING DESIGN



## Challenge

This project was to design a series of three beverage labels of my choice with one of the three labels being a limited edition that looks different than the other two. I had to find what bottles I wanted to use at a store that sold the type of drink I was wanting to design labels for. I created a custom die to design my label.

## Solution

For my beverage, I went with kombucha since it has so many flavor possibilities to design for. I started with a competitor analysis in the store I was buying my bottles from to see what was working for other kombucha and what was not. I took this information and designed a brand that would still look like kombucha but would also stand out among the others. I wanted to create a summery feel through the bright color palette, fluid gradient, and wavy and bubbly customized typography.





## PLANT STICKERS

ILLUSTRATION



## Challenge

I was tasked to create a sticker sheet for a fictional company of my choosing. We had to create two larger stickers and three smaller ones. I decided to create a sticker sheet for a boutique plant shop. The goal was to make sure that all five stickers felt like they belonged together as a set.

## Solution

I wanted my stickers to feel hand-done, textured, and authentic. I used a textured brush in Procreate to ensure the stickers were high quality while still sticking with a hand-drawn feel. I decided to use plant puns paired with illustration for the two larger stickers with unique, imperfect patterns on the plant pots. The two smaller stickers showcase different plant leaves, and a watering can with a similar stylized pattern.

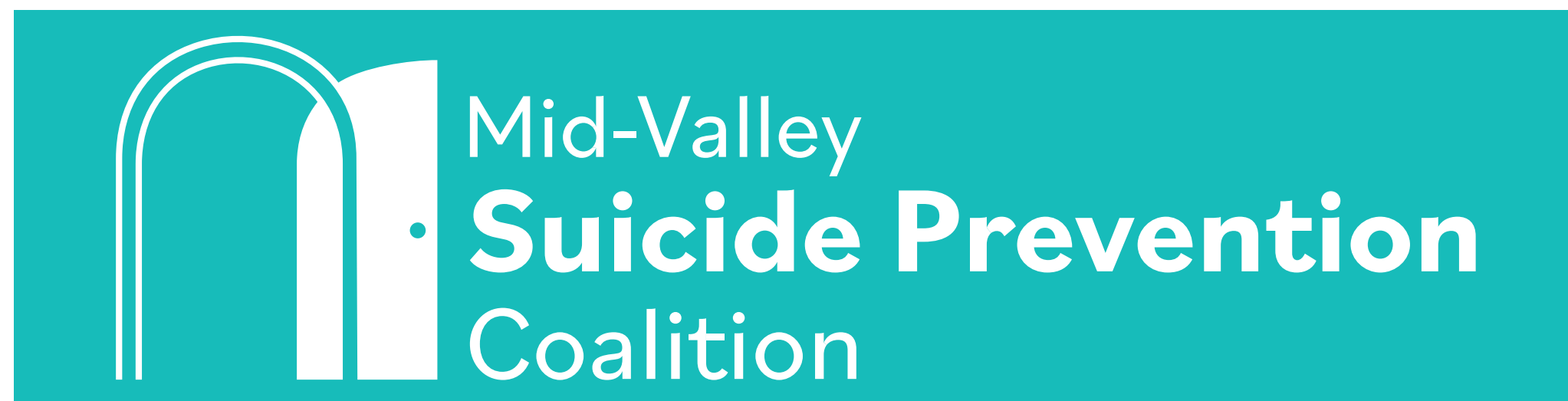
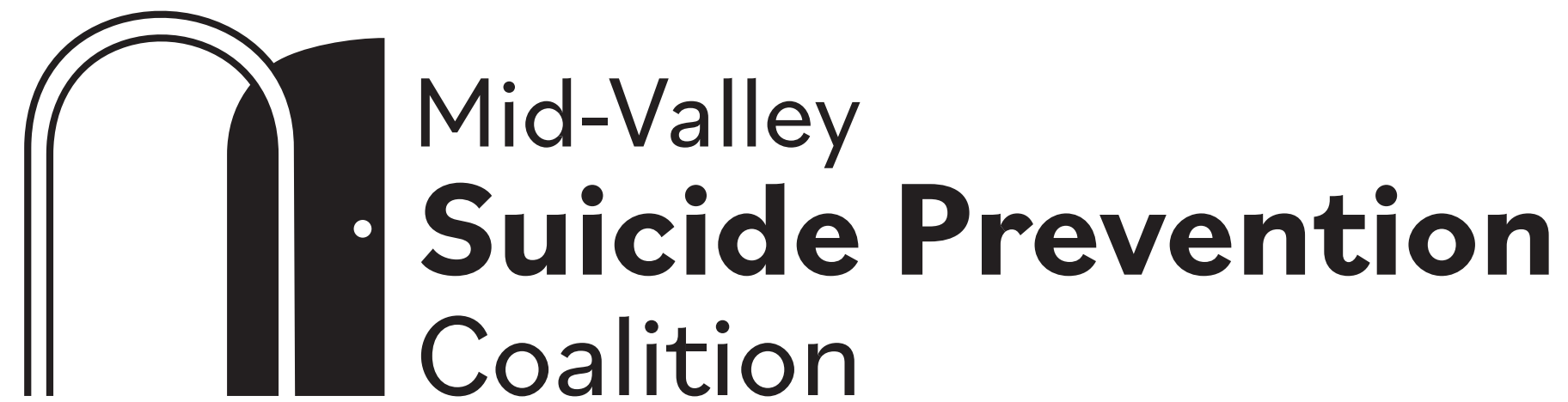
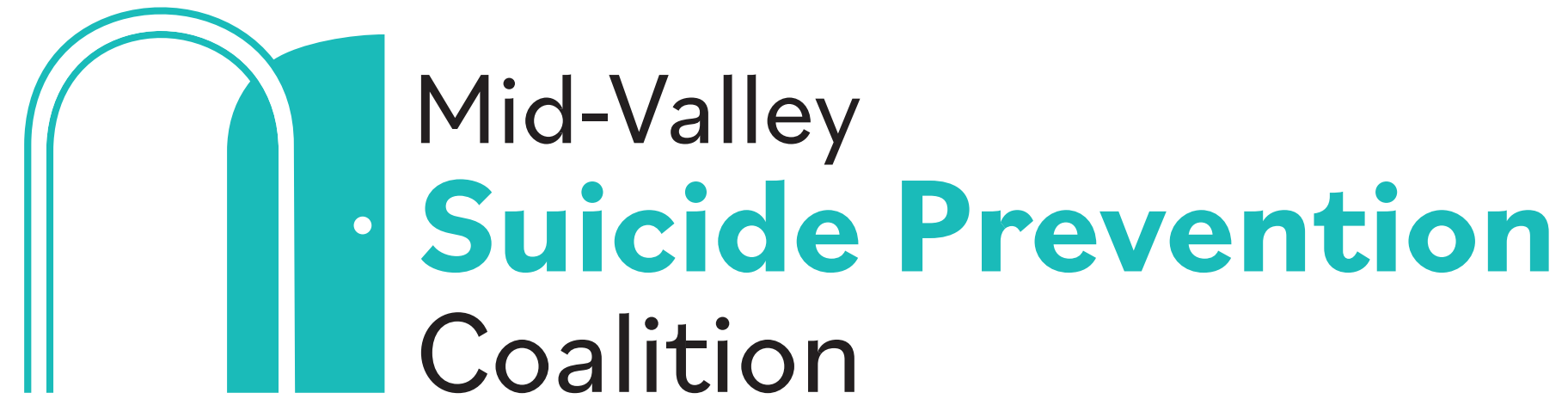






# MID-VALLEY SUICIDE PREVENTION COALITION

LOGO DESIGN



### Challenge

I was tasked with coming up with an idea for a logo for the Mid-Valley Suicide Prevention Coalition. I got to meet with employees from this coalition to go over what they were looking for in a new logo, how they want to be perceived by the public, and what their values are. These key takeaways informed my creative process as I began designing. I came up with multiple variations until I landed on my final submission.

### Solution

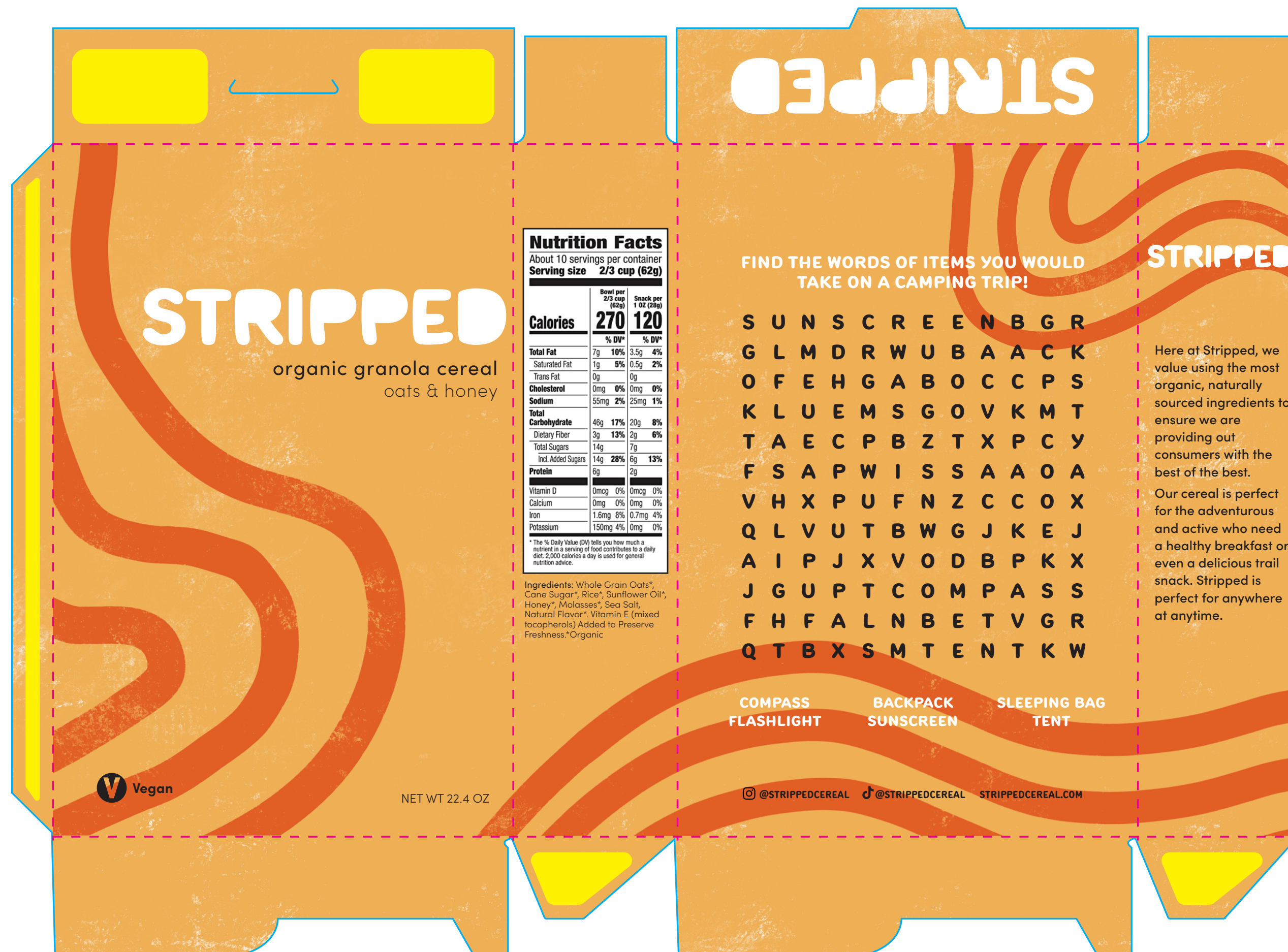
I went with a turquoise blue since the representatives wanted something that was bright and would stand out but also the color blue conveys a sense of trustworthiness and calmness. The abstracted illustration of an opening door that is overlapping with the doorway represents being open and inviting to have conversations about mental health as well as the overlap of the coalition partnering with the community and organizations.





# CEREAL BOX

PACKAGING DESIGN



**Nutrition Facts**  
About 10 servings per container  
Serving size **2/3 cup (62g)**

	Bowl per 2/3 cup (62g)		Snack per 1 oz (28g)	
	Amount	% DV*	Amount	% DV*
<b>Calories</b>	<b>270</b>	<b>120</b>		
<b>Total Fat</b>	7g	10%	3.5g	4%
Saturated Fat	1g	5%	0.5g	2%
Trans Fat	0g		0g	
<b>Cholesterol</b>	0mg	0%	0mg	0%
<b>Sodium</b>	55mg	2%	25mg	1%
<b>Total Carbohydrate</b>	48g	17%	20g	8%
Dietary Fiber	3g	13%	2g	6%
Total Sugars	14g		7g	
Incl. Added Sugars	14g	28%	6g	13%
<b>Protein</b>	6g		2g	
Vitamin D	0mcg	0%	0mcg	0%
Calcium	0mg	0%	0mg	0%
Iron	1.8mg	8%	0.7mg	4%
Potassium	150mg	4%	0mg	0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Whole Grain Oats\*, Cane Sugar\*, Rice\*, Sunflower Oil\*, Honey\*, Molasses\*, Sea Salt, Natural Flavor\*, Vitamin E (mixed tocopherols) Added to Preserve Freshness.\* Organic

FIND THE WORDS OF ITEMS YOU WOULD TAKE ON A CAMPING TRIP!

S U N S C R E E N B G R  
G L M D R W U B A A C K  
O F E H G A B O C C P S  
K L U E M S G O V K M T  
T A E C P B Z T X P C Y  
F S A P W I S S A A O A  
V H X P U F N Z C C O X  
Q L V U T B W G J K E J  
A I P J X V O D B P K X  
J G U P T C O M P A S S  
F H F A L N B E T V G R  
Q T B X S M T E N T K W

COMPASS FLASHLIGHT BACKPACK SUNSCREEN SLEEPING BAG TENT

@STRIPPDCEREAL @STRIPPDCEREAL STRIPPDCEREAL.COM

STRIPPED

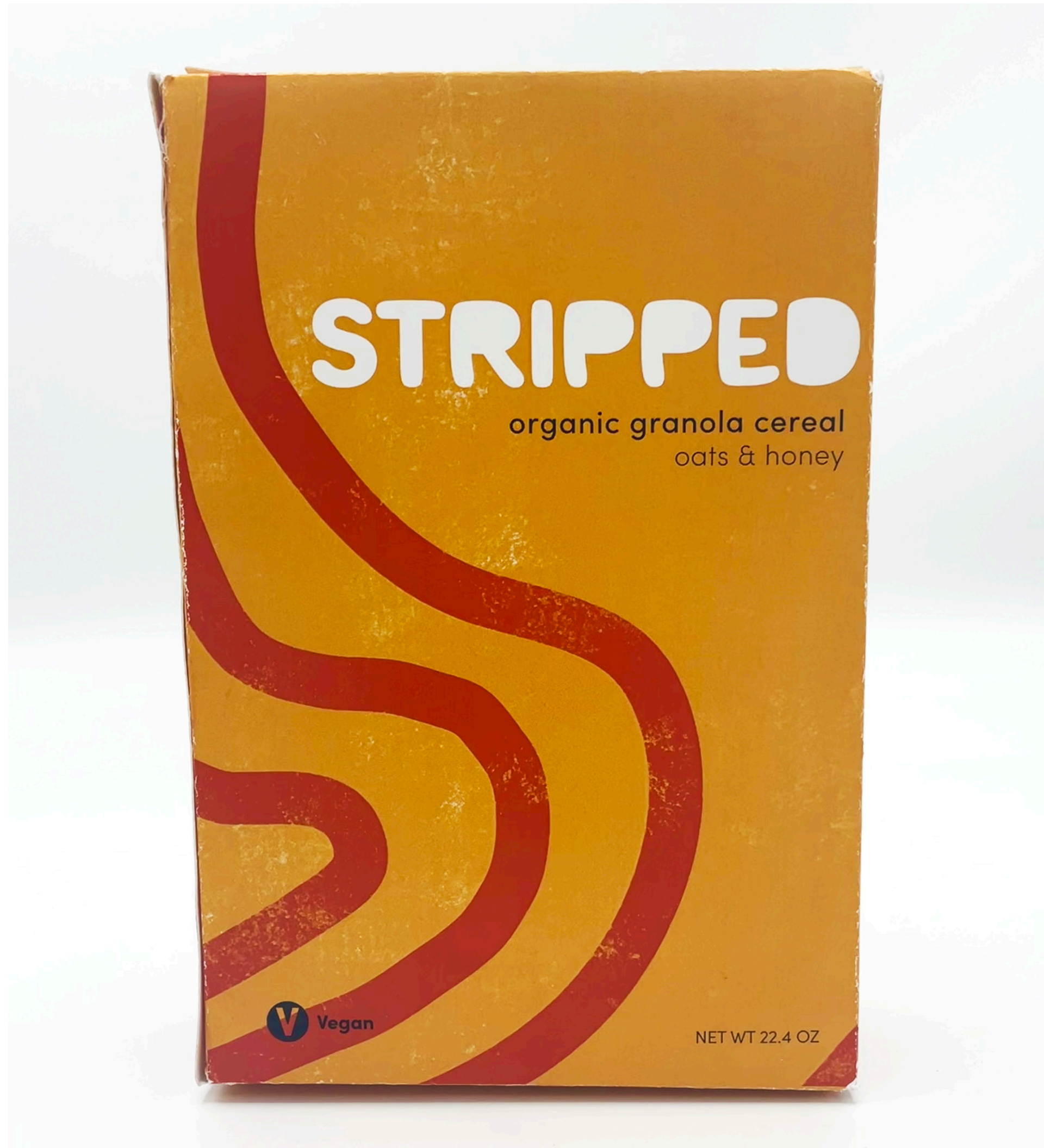
Here at Stripped, we value using the most organic, naturally sourced ingredients to ensure we are providing our consumers with the best of the best. Our cereal is perfect for the adventurous and active who need a healthy breakfast or even a delicious trail snack. Stripped is perfect for anywhere at anytime.

### Challenge

I was assigned to create a cereal brand as well as design a cereal box from that brand. The challenge here was to create a custom cereal brand and box packaging including a custom vector die and prototype. One element of the challenge was to create an interactive element within the branding.

### Solution

My cereal brand, Stripped, is focused around health-conscious people that were always outdoors doing activities such as hiking, camping, backpacking, etc. The name "Stripped" refers to how this healthy cereal brand is stripped down to only the most necessary and healthy ingredients. The cereal box I designed was for an organic granola cereal that is marketed to be both a breakfast as well as a trail snack. For my interactive element, I designed a custom word search themed around camping equipment.

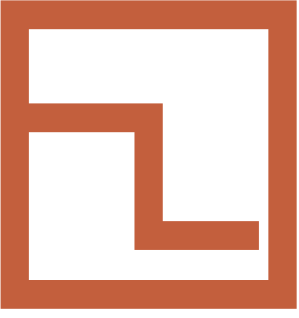


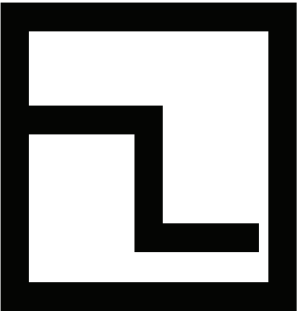


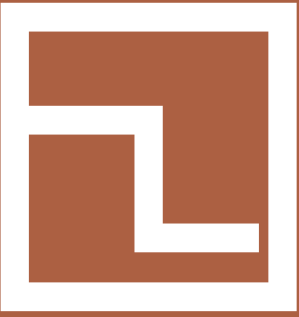
# **BOUTIQUE HOTEL**

LOGO DESIGN



Filmography  
Lodge 

Filmography  
Lodge 

Filmography  
Lodge 

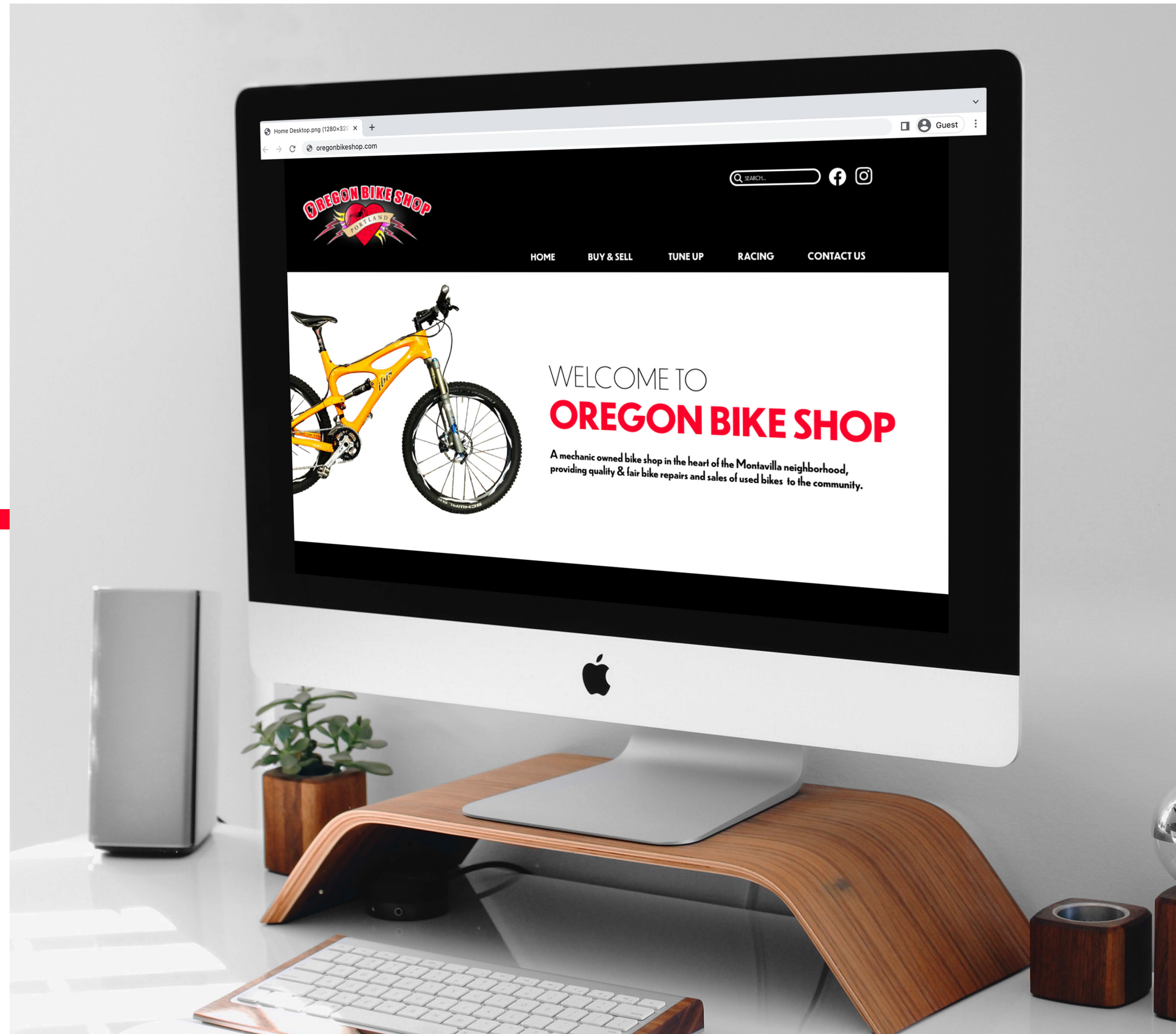
### Challenge

This logo design is for a boutique hotel located in Moab, Utah. The target audience is outdoorsy, nature-lovers. The theme for the hotel is movies/films. I was also tasked to come up with the name for my fictional hotel, so I named mine "Filmography Lodge".

### Solution

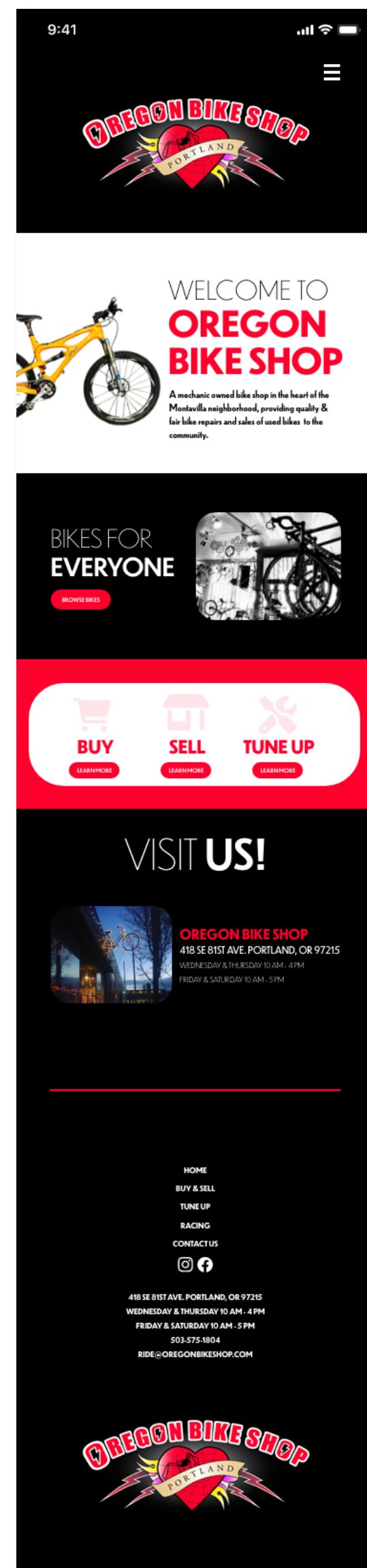
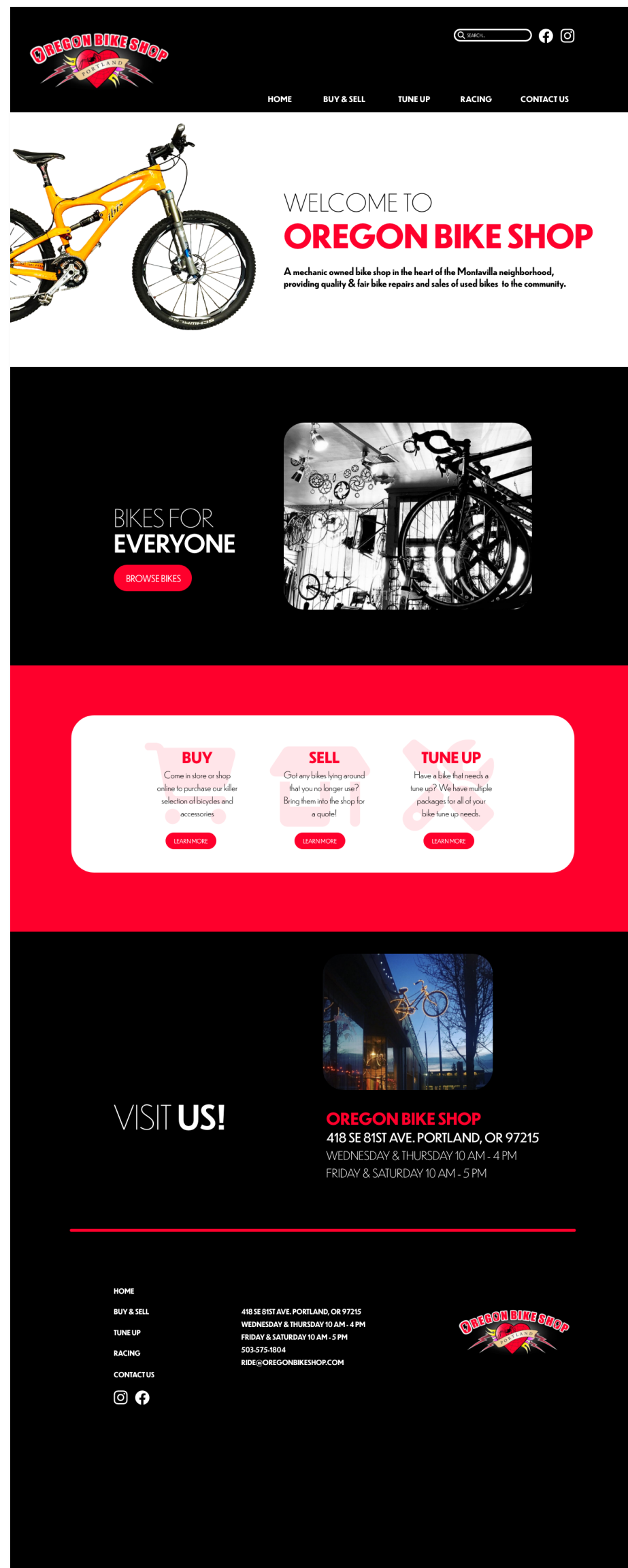
The logomark was designed to be minimalistic. The simple, straight lines form the letters "F" and "L" within the box while also mimicking the redrock formations found in Moab, Utah. When pairing the logomark with typography, I chose a sans-serif font that had a similar bold, geometric look. I arranged the name of the hotel to resemble the shape inside the logomark.





# BIKE SHOP WEBSITE REDESIGN

INTERFACE DESIGN



## Challenge

For this project, I was tasked with taking a preexisting website for the Oregon Bike Shop and redesigning it in Adobe XD. I had to create two different layout variations: one for desktop and one for mobile.

## Solution

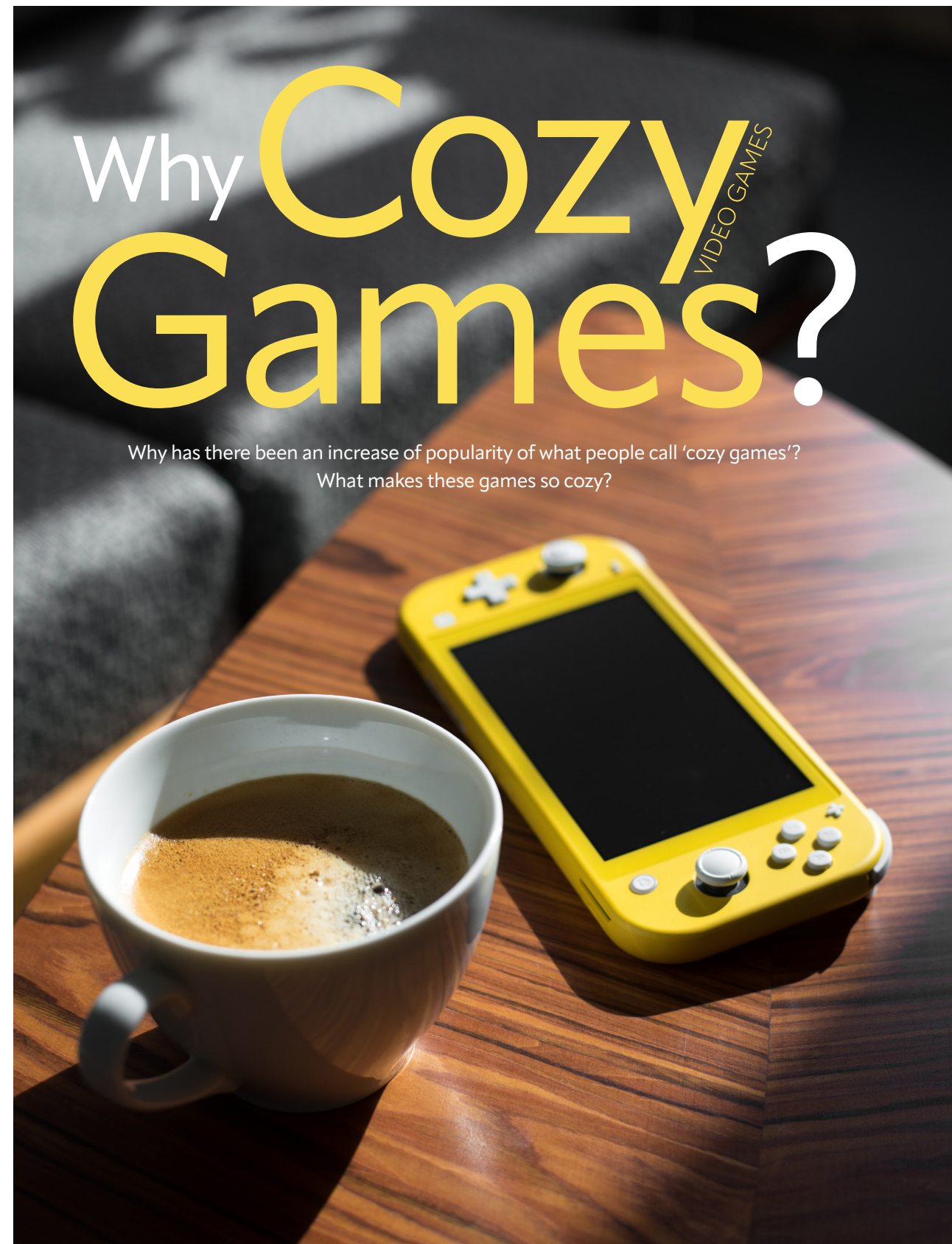
For my direction with this project, I didn't want the website to be visually overstimulating so I intentionally used less images and a limited color palette. I went with a red, black, and white color palette to correspond with their logo. I focused strongly on typography to carry visual interest and hierarchy.





## MAGAZINE ARTICLE

LAYOUT



Screenshot from Animal Crossing: New Horizons

**IF** you have been on social media in the past few years you have likely noticed the rising popularity of what people have been calling 'cozy games'.

There are entire social media accounts that users have dedicated solely to playing and talking about cozy games. Cozy games are a low-intensity, casual genre of video games that are often slower paced and allow players to have a lot of creativity within gameplay. There are often various ways to customize the experience within the games including picking out the clothes for your avatar, decorating your home, or even choosing a love interest for your avatar. Cozy games will sometimes have a vague storyline, allowing the player to have a lot of freedom in terms of what they want to do within the game.

Cozy games have been around for a while now, but the question is: what caused them to become so popular? The game that ignited this trend is none other than the game *Animal Crossing: New Horizons*. If you have not heard of *Animal Crossing: New Horizons* (also known as *ACNH*), it is a video game for the Nintendo Switch in which you play a human called a "vil-

lager" and you live on an island that you get to name with a bunch of animals in which you can interact with and slowly become friends with. You can partake in activities such as fishing, bug catching, home decorating, traveling to new islands, digging up fossils, and so much more. The island can be customized by adding rivers, building cliffs, planting flowers and fruit trees, etc. What is also unique about *Animal Crossing: New Horizons* is that time in the game moves at the same pace as time in the real world. Seasons also change in the game as they change in real life as well. For example, if you opened up *ACNH* at 9pm on a winter night, your island would be moonlit and covered in snow. In comparison, if you opened up the game at 3am on a summer afternoon, your island would be bright, sunny, and you would likely see bugs flying around especially near any flowers you have planted. *Animal Crossing: New Horizons* was released at the same time that COVID-19 shutdowns began happen-

ing in the United States. It was not the first cozy game to be released as previously mentioned; it was not even the first game in the *Animal Crossing* series. However, due to the timing of *ACNH*'s release date, many people were beginning to have an abundance of free-time as states were rapidly going into quarantine. It was not only the coincidence of the release date though. The nature of the video game is what drew people in. As people were cooped up, bored, and stressed during the COVID-19 shutdowns of 2020, they needed a way to escape the uncertainties of the real world. What better way to escape the real world than to immerse yourself into a care-free game where you get to build your own island and talk to your fun animal neighbors? There are cozy games that are online and multiplayer which allows cozy gamers to play with their friends or to even make new friends that share the same love for the genre. What a great way to stay connected during a time of disconnectedness.

## Challenge

The challenge for this project was to write a magazine article and design a layout for it. It had to have a sidebar of additional information as well as other basic magazine article elements.

## Solution

Since my magazine article was about cozy games, I went with a warm, inviting color palette to tie all of my pages together. For my sidebar, I did additional research on popular cozy games to suggest to the reader if they were to be interested in playing one for the first time.







## SKINCARE LABEL & BOX

PACKAGING DESIGN



## Challenge

This project was unique in the sense that not only was I designing a cosmetics box but I needed to properly prepare the design to be sent to press and die cut. Using the existing die from the printer, I created a brand look and feel for both the box and the product label inside.

## Solution

I decided to create packaging for a skincare serum. I designed a label for an eyedropper style bottle as well as the layout of the box itself. My goal for my design was to have a high-perceived value coupled with a classy, delicate look.



# THANK YOU!

I can't wait to design with you!

 [designswithalyssa.com](https://designswithalyssa.com)

 [hi@designswithalyssa.com](mailto:hi@designswithalyssa.com)

 [designswithalyssa](https://www.instagram.com/designswithalyssa)

