

# MARTHA HARTWELL TATE

PORTFOLIO 2022

Well, hello there! It's lovely to meet you! I can't wait for you to see and experience all the designs - both for clients and myself - that I consider my best. All the work featured here embodies what I believe to be the best of what I do and can offer to you! So this first section is about me and why I do what I do!



## Hi! I'm Martha Hartwell Tate!

My specific style is feminine yet elegant, with both hand-lettered elements and clean, open designs. Logo design, company branding, as well as invitation design both flourish in the application of my design style. I also enjoy designing for a digital space and thinking about how a person may interact with the design.

My favorite thing is to get to the end of a project with a client, and they are so happy because the logo for their new business is exactly what they pictured in their mind. Or a bride getting so excited about her wedding invitations. Or someone buys one of my stickers and loves it so much they stick it on their car.

Bottom line...I love to see people happy.

I believe design can play such a significant role in people's lives - whether it's a birth announcement for a new baby or a logo redesign for a family-owned business - that you need a designer who will celebrate right alongside you.

I graduated from Louisiana Tech University in August 2014 with a Bachelor of Fine Arts in Communication Design. Since graduating, I have spent time mastering and collecting new skills and growing my love and appreciation for art and design.

## Skills & Things

### I'M GREAT AT

Illustrator & InDesign  
Working from Home  
Digital Graphics  
Branding  
Basic Lightroom & Photoshop  
Brainstorming  
Time Management  
Working Inside Brand Guidelines  
Procreate  
Digital Platform Design

### I'M GOOD AT

Web Design  
Character Illustration  
Marketing  
Photography  
Advanced Photoshop  
Web Design & UI/UX  
Procreate  
Video Editing  
Corel Draw

### FAVORITE THINGS

Typography  
Vintage Wine Labels  
Spell Check  
Travel Planning  
Calendars  
Emerald Green  
Vintage Stores  
Italian Food  
Gilmore Girls  
Disney Everything

## Speed Round



I married the best guy ever, Tim, in April 2016. This photo is from our honeymoon in Seattle. Fun fact - planning our honeymoon was the best part of our engagement.



Disney everything! I am a 90s kid and grew up during the Disney Renaissance, so I have Disney running through my veins. This photo of me was taken in Epcot at Walt Disney World.



Tim and I bought this 2002 Blue Astro van and are converting it into a camper. We love going to national parks and being able to have everything you need in one vehicle.

# LAYOUT

This category is a selection of projects I've worked on that have a lot of words or more than three pages of content that need to be laid out in one cohesive document. Larger scale layout projects can be daunting. They take a higher level of planning and guidelines to create so that all the content can fit comfortably and look great. The examples I have included are a planner and resume layouts. Other layout projects I have included (but don't have photos of) are recruitment materials, orientation booklets for my alma mater, an annual report for a local church, and a self-help workbook for a therapist she created herself.

**CONTACT**

702.606.2393

jesshardt76@gmail.com

Las Vegas, NV

**JESSICA M. HARDT**

SALES & EVENTS SPECIALIST

**EXPERIENCE**

**BROOKLYN BOWL LAS VEGAS**

**DIRECTOR OF SALES & EVENTS**

Responsible for overseeing a team of seven including Sales Managers, Event Services Manager and Sales Coordinator.

Responsible for an overall goal of \$9.7 Million in annual sales while maintaining a personal market of 500 attendees or more

Responsible for all hiring, training and execution of markets within the department

Ongoing leadership with one on one meetings, trainings and team building activities

Work closely with upper management on budgeting and yielding for the fiscal year

Active member of Las Vegas Hospitality Association and volunteered on several committees

2019 recipient of Las Vegas Weekly's Women to Watch award

**APRIL 2018 - PRESENT**

**SR. SALES & EVENTS MANAGER**

Responsible for selling and servicing all Corporate events with attendance of 500 attendees or more

Personally produced over \$3 Million in annual sales

Responsible for training new team members

Liaison between the team and the Director encouraging a solution based approach with each team member

Active member of Las Vegas Hospitality Association

**AUGUST 2017**

**TOP 5 STRENGTHS**

- Restorative
- Strategic
- Achiever
- Arranger
- Includer

**EXPERTISE**

- Outstanding communication skills
- Excellent time management and organizational skills
- Enthusiastic and self-motivated
- Ability to multi-task effectively and meet tight deadlines
- Ability to practice good judgment and discretion
- Flexibility concerning working hours
- Able to develop and manage a diverse group of highly skilled people

**TIMOTHY TATE**

systems engineer

**PROFILE**

Self-starting Systems Engineer with 8 years of experience in troubleshooting and resolving complex technical issues related to every facet of IT. Detail-oriented attributes, strong problem solving skills, and effective communication empower a focus on first-call resolutions, implementing robust solutions, and building long-lasting customer relationships. Looking for career advancement in the field of Network Engineering resulting from of a passion for networking and a desire to specialize skill set.

**EXPERIENCE**

**HI-TECH COMPUTERS**

**SYSTEMS ENGINEER - JANUARY 2015 - PRESENT**

- Implement, monitor, and maintain enterprise-grade server, storage, virtual, firewall, switching, wireless and telephony infrastructure for 100+ contract clients
- Maintain positive customer relationships through open lines of communication and swift resolution of technical issues
- Communicate technically complex topics to customers in non-technical terms
- Develop best practices to achieve consistent resolution of technical problems and cultivate more standardized deployments
- Continually update stakeholders regarding ongoing projects and technical issues via written and verbal communication
- Liaise between third-party vendors and customers to assist in resolving complex issues
- Assist customers in IT decision-making as it relates to meeting business objectives, securing data, and maintaining business continuity
- Maintain up-to-date documentation of customer sites and related information
- Aid in supporting internal monitoring solutions and management tools to ensure uninterrupted service to customers
- Resolve escalated technical issues and transfer knowledge to other team members regarding the processes that were used to obtain a resolution
- Identify recurring issues and determine root cause in order to produce a permanent solution

**CONTACT**

318.548.2224 tmt1020@gmail.com Ruston, LA

**ERIN M. WARD**

Sales & Events Specialist

**EXPERIENCE**

**SENIOR VICE PRESIDENT OF SALES & EVENTS**

**THE BOWLS - NEW YORK, NEW YORK**

Responsible for overseeing all Sales & Events teams nationwide while continuing to drive sales on a National level. Current team encompasses twelve people including Sales Coordinators, Sales Managers and Directors. Involved in planning and opening new venues along with hiring and training of the new teams. Collectively responsible for nearly \$20 million in overall sales throughout the company.

- Wrote and implemented Sales Training Manual for all future openings
- Attend all trade shows for the company to drive sales to all venues
- Responsible for coaching all teams in Clifton StrengthsFinder along with attending yearly certifications
- Travel monthly to different venues to participate in events, continued education and boosting morale of the teams in the field
- Configure, train and implement Salesforce Delphi FDC system for all of the Sales Managers in the company. Continue to be company liaison for all support issues.
- Consistently creating new ideas to drive sales & secure marketing impressions
- Active in volunteering and driving philanthropic initiatives for the brand
- Lead all brand awareness in regards to special events for the company
- Responsible for overseeing all social media initiatives for the brand in regards to events
- Current member of Meeting Professionals International (MPI) and volunteer for the Special Events Committee

**DIRECTOR OF SALES & EVENTS**

**BROOKLYN BOWL - LAS VEGAS, NEVADA**

82,000 Square Foot Venue on Las Vegas Strip

Oversee all Sales & Events to include training and leading a team of five. Responsible for building the department from the ground up for the largest location in the company and putting processes and procedures in place to grow the company and their footprint within the Vegas community. Responsible for hands on sales of events encompassing up to 2,000 people and totaling over six million in revenue per year.

- Implemented the sales procedures for the department which included organizing all departments to work together in order to execute an event
- Built all banquet and event menus alongside the Executive Chef
- Awards secured have been 2015 Vegas Inc's 40 Under 40, Best New Venue by BizBash Magazine, Best New Concert Venue by Las Vegas Weekly, Best New Venue by Seven Magazine
- Assisted in building website for the Vegas location along with all sales kits in order to be consistent with the brand across all locations

**APRIL 2014-PRESENT**

**CORE COMPETENCIES**

New Business Development  
 Problem Solving/Reactivation Skills  
 Team Building/Support  
 Key Account Management/Retention  
 Organizational Leadership  
 Customer Based Creativity in Presentations  
 Strong Customer Service Skills  
 Strong Negotiation/Closing Skills

**EDUCATION**

Business Technology Degree  
 Louisiana Tech University  
 Graduated 1999

**TOP 5 STRENGTHS**

- Strategic
- Responsibility
- Individualization
- Belief
- Arranger

Resumes are an employer's first impression of you - even before they meet you face to face. That is why I think it is imperative to have a well designed resume and not just a word document with all your work experience, skills, contact, and references piled up for people to wade through. A resume should be effortless to look at and easy to read. Most resumes look like a vast block of text nobody wants to read. I also believe that it should reference something about your personality. I have a questionnaire I send to anyone I design a resume for to get to know them a little better so I can incorporate their unique personality into their impressive resume. Well designed resumes can also help set an applicate apart. If everyone else has a plain-Jane resume and you have an easy to read, colorful resume, which one do you think your future employer will look at longer?

# THE Everything PLANNER

I tell people that being a designer is the best and worst thing that has ever happened to me. I love laying out complex publications and falling in love with each glyph of a new font I just discovered. The other side is the headache from a poster with comic sans or looking for a planner that fits my needs.

In this digital age of shared iCals and event reminders, I still need to write everything down, or I will forget. However, finding a planner that is not only a detailed calendar but also a bullet journal, content calendar, meal planner, or finance tracker that isn't overly distracting. Well, I had pretty much given up looking until I remembered one crucial thing - I can make my own! And so the Everything Planner was born.

The pages included here are the first two pages of the planner explaining that this planner can be anything and everything you need it to be. I finally had a planner that did everything I needed, so I didn't have to carry around separate calendars and journals any longer. This version of the Everything Planner is currently undated, so you can pick it up and start using it no matter where in the year you are, but I will soon have a 12 month dated planner.

## HOW TO USE THIS Planner

Let me start by saying this not so much an "instruction manual" as it is a list of suggestions. The main purpose of this "planner" is for you to use it for whatever you need it for. This planner/bullet journal/tracker was born out of the frustration of having to keep up with so many planners/bullet journals/trackers. Why do I four apps, 2 planners, and notebook and half for tracking things? Why can't everything be in one spot, dang-it!? If you feel the

same way, then is the answer to your prayers! This versatile and customizable planner is monochromatic so it's not distracting - but it also means you can color code the crap out of this thing (if that's how you organize things). Now you can have your meal planning, bible study, fitness journal, health tracker and blog, project, or business planner all in one place! Happy Paper Planning!

### Goals FOR THE YEAR

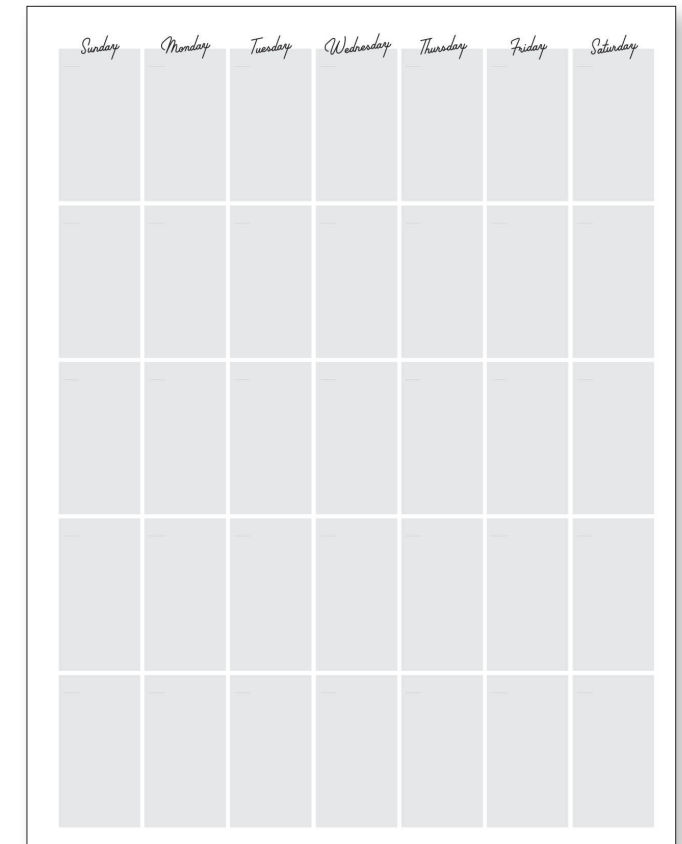
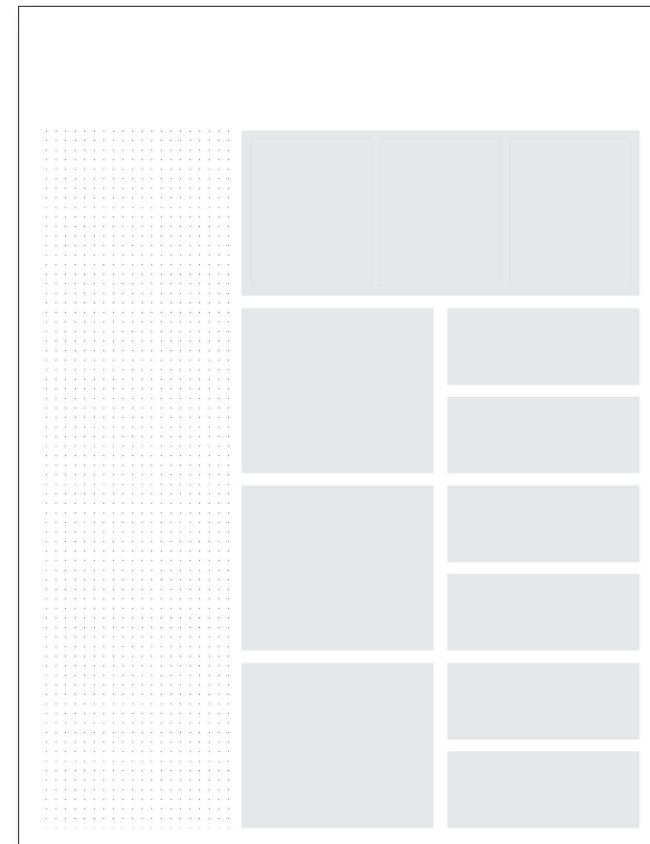
This page is unlabeled for a reason so you can use it for whatever you think you need to track this year.

- Write your goals out for the year
- Keep track of your bills every month
- Use it as a free space to doodle

### THIS YEAR in Review

These two go hand-in-hand and it is also unlabeled so you can use however you need to. The idea is that you would reflect on the year, however.

- You could also use it for a notes page
- Write a synopsis of the books you're reading
- Plan out your gifts for the holidays
- Track your savings or debt pay off



## MONTHLY Dashboard

I feel like the monthly dashboard can make or break a planner. So, here's one you can organize in a way that makes sense to you!

### NOTES

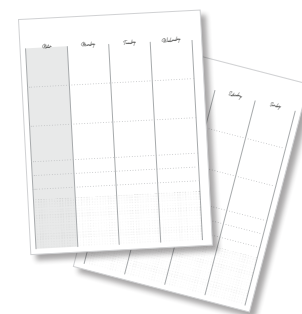
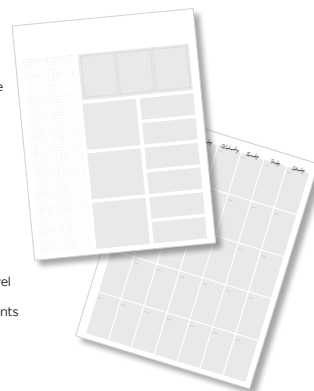
- Use it for notes
- Or for a grocery list
- Or for your monthly budget

### GOALS

- Use it for your top three goals for the month
- Or use it for the three movies you want to see
- Or use it to start writing your novel
- Or to plan social media posts
- Or reflect on your favorite moments from the month

### CALENDAR

- Pretty self explanatory, use it like "normal people" do
- Or use it to track moon cycles
- Or when you need to water you plants



## Weekly SCHEDULE

NOTES (I don't know if you've noticed, but I love me some notes)

### DAILY SCHEDULE

- Broken up (ever so faintly) into three sections for Morning, Afternoon, & Evening

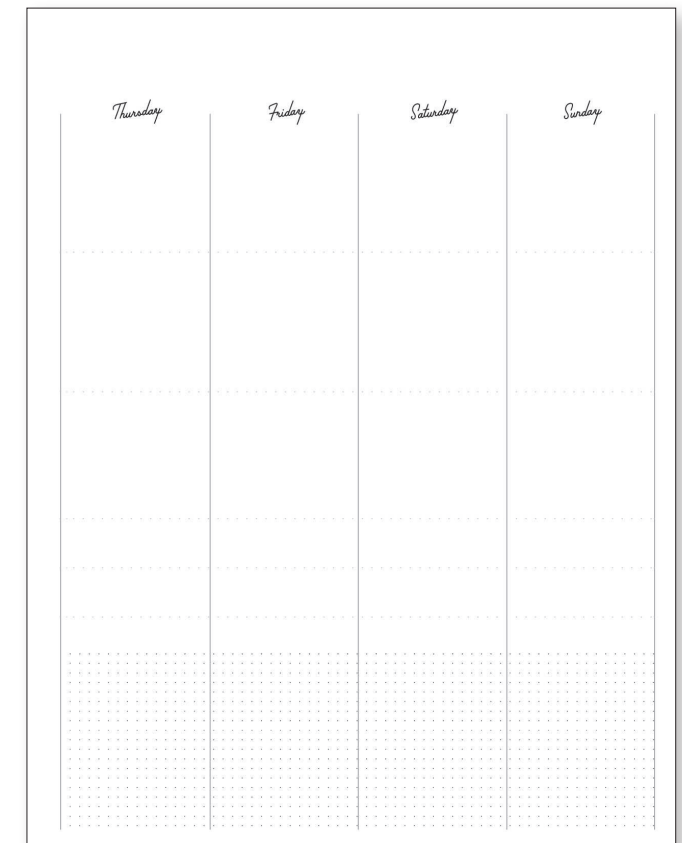
### THREE FOCUS POINTS

- Use it for the three most important things you need to get done that day
- Or use it to meal plan
- Or for social media posts for the day

### GRIDDED TRACKER

This space is to track things on a weekly basis that you are wanting to keep up with like:

- Your verse of the day
- Or money spent each day
- Or how much water your drinking
- Or your mood





# BRANDING & DIGITAL

A brand is the beating heart of a business's personality. Without it, the company comes off as lifeless. A combination of letters and shapes can convey so much about a company. My love of working with small businesses has brought me in contact with many incredible companies that I love. Working on a brand is one of the most intimate interactions you can have with a business because you have to get down to the company's soul and figure out what makes it tick. However, in this digital age, there is no way not to have some sort of online presence. Included are examples of branding, logos, and designing for a digital space I have worked on.



COLOR PALLETTE



LONG FORM LOGO



ALTERNATIVE LOGOS



ICON TYPOGRAPHY



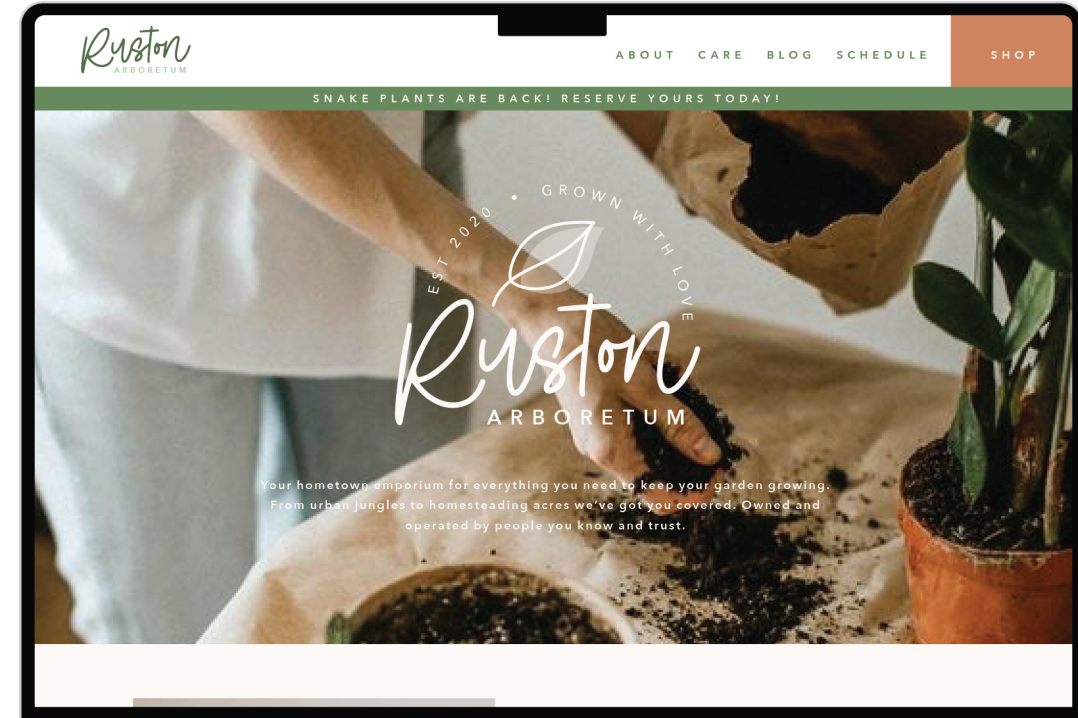
HEADER *Bellarona Regular*  
 HEADER 2 **AVENIR NEXT DEMI BOLD**  
 SUBHEADER AVENIR NEXT MEDIUM  
 BODY Avenir Next Medium

SOCIAL MEDIA ICONS



PLANTS AT HOME CARE ACCESSORIES SHOP

WEBSITE HOME PAGE



**BEST SELLER**  
**LAURENTII SANSEVIERIA**  
 "Snake Plants" are one of our best selling plants. their vibrant green and angular leaves make them a compact and stylish addition to any home.  
 Their hardy roots and low light needs makes them a great plant for anyone who is just starting out their plant family or wants a low maintenance addition.  
 SHOP



Come see us

STORE ROOM  
 103 S BONNER ST.  
 318.255.5494  
 MONDAY - FRIDAY 9 AM TO 6 PM

RUSTON FARMERS MARKET  
 220 E MISSISSIPPI AVE.  
 SATURDAY 7:30 AM TO 2 PM

ask a question

NAME  MESSAGE   
 EMAIL   
 PHONE   
 TYPE OF QUESTION

SUBMIT

This local business grew from a seasonal farmers market booth to the garden emporium we know today. The Ruston Arboretum was started by a husband and wife team who just loved plants. After propagating a few varieties of philodendrons and snake plants to sell in their small booth at the farmers market where they soon became market regulars. Branching out into more house plants and gardening accessories, their inventory became too large for their small booth to contain. They felt more equipped to expand their products even further by buying an old house on the outskirts of town and converting it into a greenhouse and shop. And with expansion comes a need to build out more of a brand. I wanted the brand to have a laid back vibe that this couple so effortlessly embodies. Discussing the color palette was simple since the product decided it for us. They needed to make the website an information gold mine so their new and returning customers could find answers to their questions without leaving their garden.

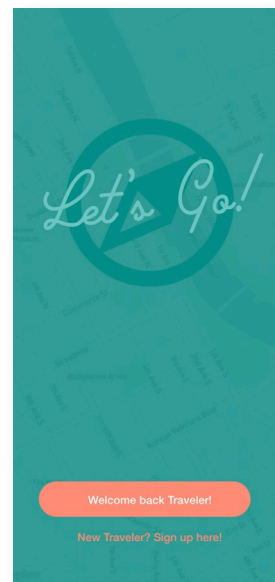




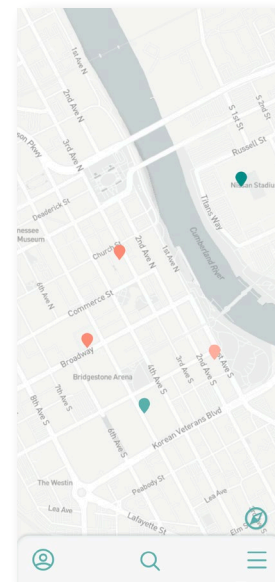
I love planning trips! I read travel guides like other people read novels. So, researching is the first step when I start planning a trip. Searching Pinterest, zooming in and out on Google maps, and researching how busy a place is at any given time. But it is so annoying having to use multiple apps to keep track of all the places I want to visit. However, once I have arrived at my destination, I never know busy it will be until I get there. Then I have to put each location into my maps app. Once I have left a place, I often forget to leave a review or post a location tagged post to my favorite socials. Let's Go was designed with all this in mind - for those world travelers who depend on their phones to plan and navigate trips. Having a place to research, save, and populate the best route to every location, tell in real time how busy an area is, then remind me to review or post would be a huge help.

Individual places can be added to Trips which will then add a pin to your map. Multiple Trips can be viewed on your profile, where you can also see a list of your previous reviews and social media posts. Each Trip has settings where places can be added or deleted, Trips made public or private, and whether the Trip stays visible on your home map. Everywhere you can see a Place, whether on the map or saved to a Trip, it is shown in real time how busy that Place is based on the color of the map pin or Place tile in a saved Trip.

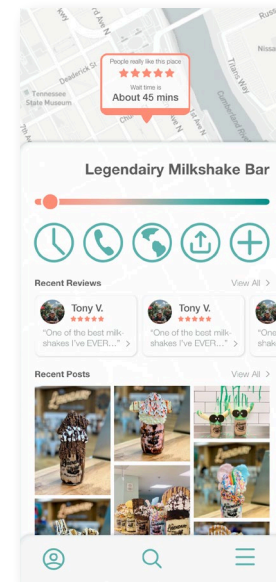
While this app is geared towards those comfortable with how mobile maps work and the functionality of making detailed changes on settings pages, this is not a social media app. While your favorite social media apps can be linked, and "Travel Buddies" can be added to individual trips so that they may add their places. This is not an app to gain followers or promote anything.



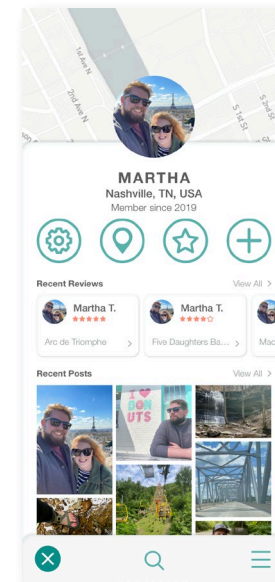
Login



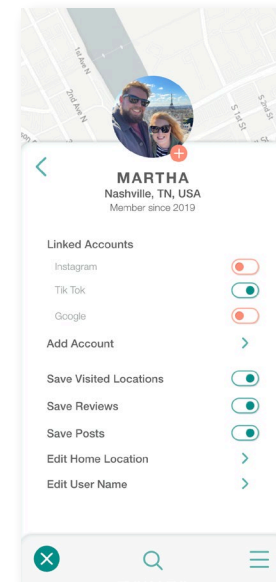
Home Map



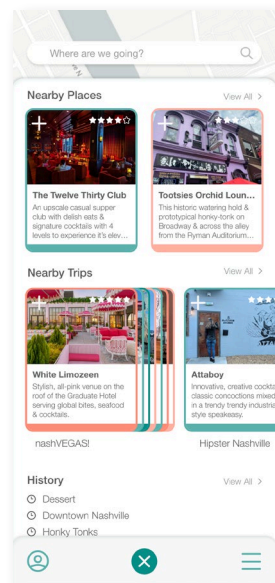
Detailed Location



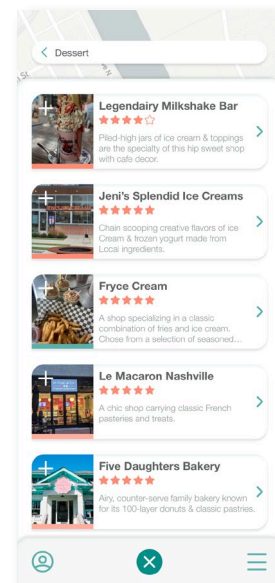
Profile



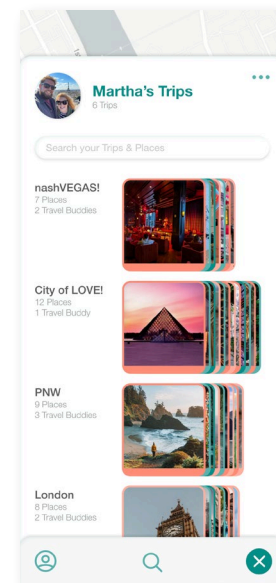
Profile Settings



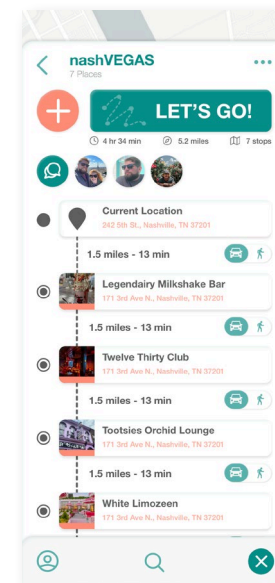
Search



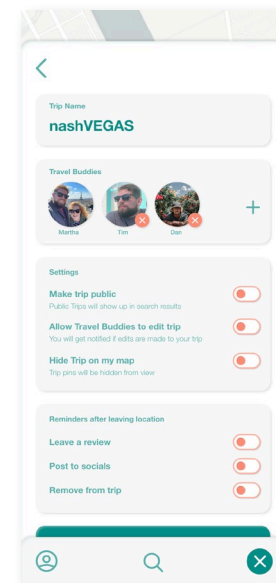
Search Results



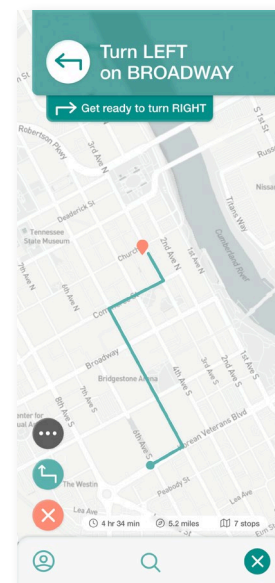
Saved Trips



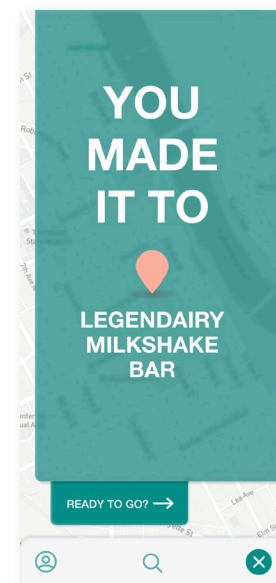
Trip Details



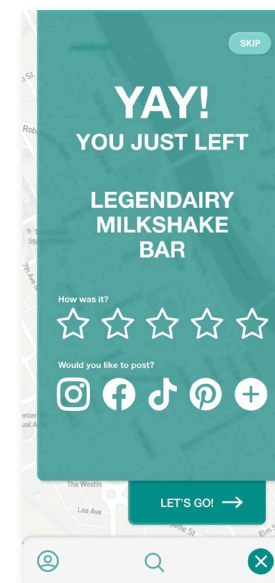
Trip Settings



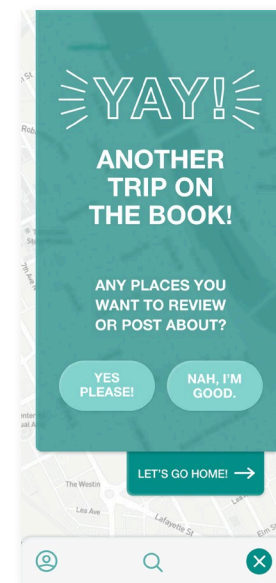
Navigation



Arrival



Departure Prompt



Trip Prompt

For full user journey, transitions, and animations, please visit my website at [hartwelltate.com/portfolio](http://hartwelltate.com/portfolio).

UI kit included on next page.



## TEXT STYLES

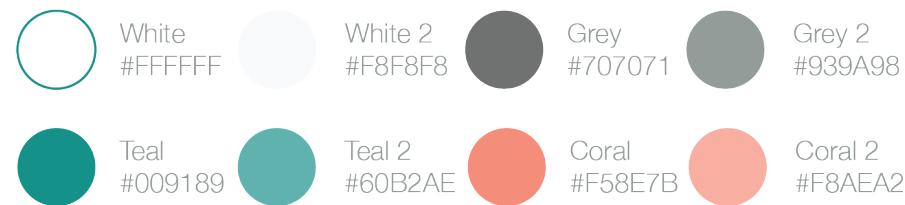
**HELVETICA NEUE, BOLD - 24PT**

Helvetica Neue, Medium - 18pt

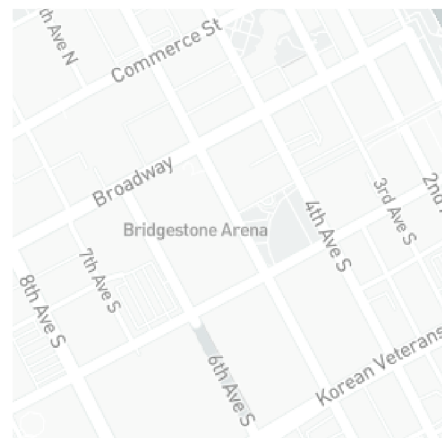
Helvetica Neue, Light - 16pt

Helvetica Neue, Light - 14pt

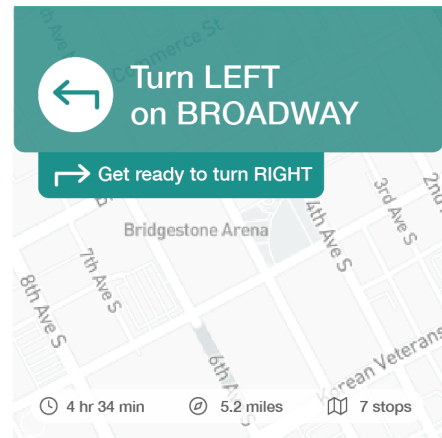
## COLOR PALETTE



## MAPS

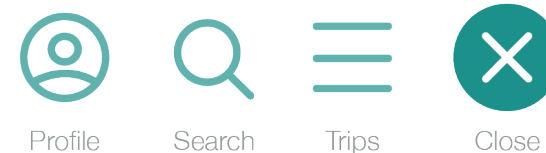


Map



Navigation Overlay

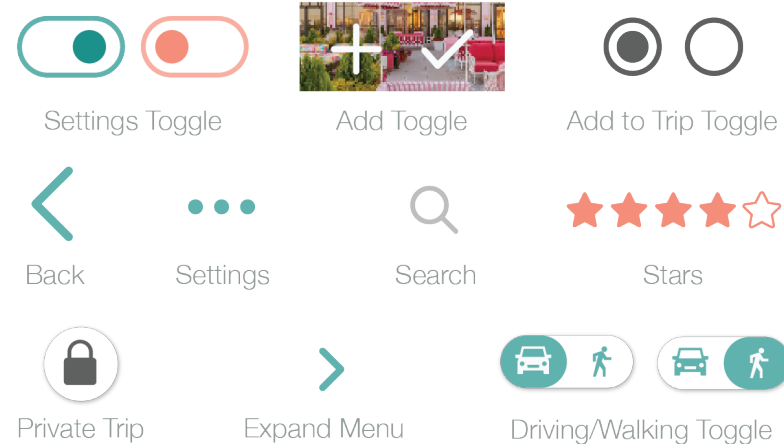
## NAVIGATION ICONS



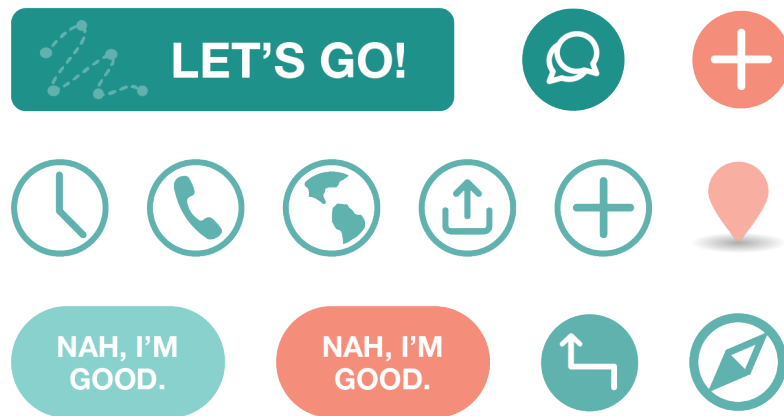
## PROFILE PHOTO



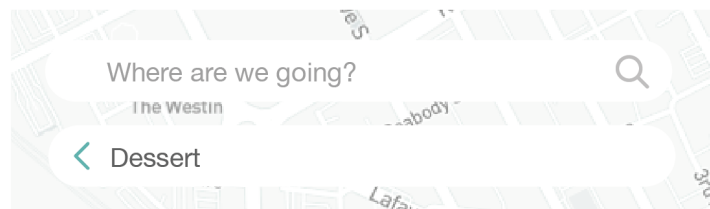
## CONTROLS



## BUTTONS



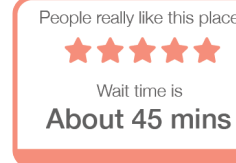
## SEARCH



## MAP ELEMENTS



Map Real Time Popularity Pins

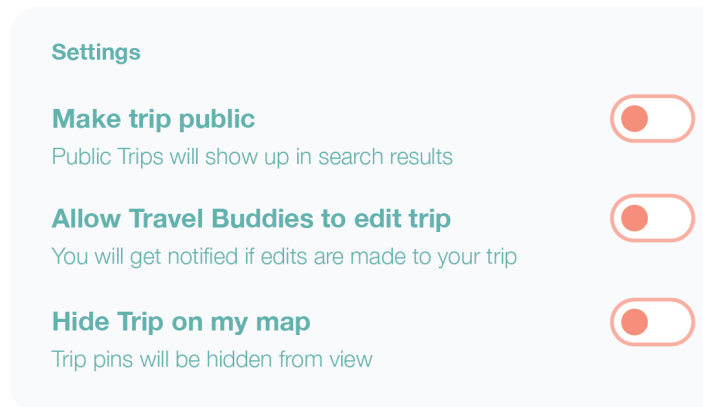


Detailed Map Real Time Popularity Pin



Location Real Time Popularity Bar

## SETTINGS



## LOCATION TILES



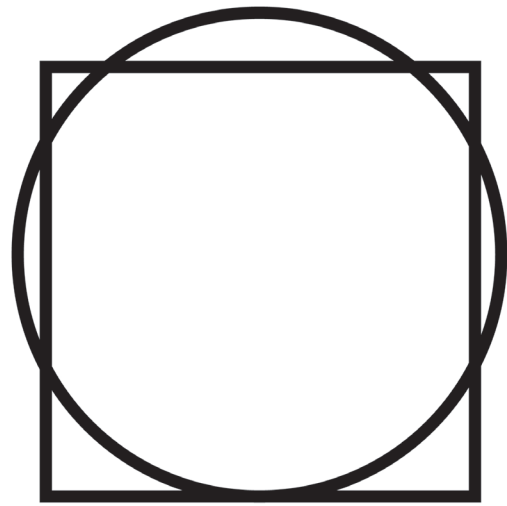
Trip Group Tile



Search Location Tile



Search Results Location Tile



THE RENAISSANCE PLAN

The Renaissance Plan is a blog started on the 40th birthday of a friend of mine. The blog is where he explores the idiom as he calls it and writes about different projects he's doing to make the best of his time left. The name alone was enough inspiration, but he didn't want anything that da Vinci's "Vitruvian Man" directly influenced." I agreed but still had to see how I could incorporate it somehow. The final mark was something that only true da Vinci fans would spot as the Renaissance Man.

As someone who can trace her family history back to the 1500s - I jumped at the opportunity to design a modern coat of arms for a new family. In researching names for their new son, Victoria and Bobby renewed their love of genealogy and wanted a family crest that brought their two families together into one mark.



Happy Paper Studios was born out of a need to make things. The company's motto is "Happy Products for a Happy Life," and that's something I could get behind. In addition, the vintage inspired typeface brought a timeless quality to the logo that it lacked before.



Bridal fairs have become a great way for brides to find vendors that match their aesthetic and for vendors to get in front of brides to show all they have to offer. And what better way to add to the experience than adding a fun theme walking tour of venues with signature cocktails at each stop. So when designing this mark, I tried to channel all my experience designing wedding invitations to bring in the delicate and trendy elements that brides love.



Some logos take time to build and finesse, while others come before I leave the initial meeting - this was one such logo. After being approached by a church in my hometown to design a logo for their grade-school department, I knew exactly the elements I would include. I kept the illustration style organic and playful while incorporating diversity - showing that all are welcome no matter what.



While I've worked with realtors before, this one was special. After years at a job he hated, my uncle ventured out and found a career he absolutely loved. Planning for the future, I designed a mark that could be used as a parent logo lending itself to growth within the brand. He insisted that the logo be simple and easy to read in all sizes, from business cards to yard signs to sponsorship banners.

# INVITATION & WEDDING SUITE

Invitations are how I got my start because there is always something that needs an invitation. Birthday parties, baby showers, and graduation invitations were some of the first projects I ever worked on as a graphic designer. Then my best friend got engaged and asked me to design her wedding invitation - and I was hooked. Working with her is what inspired me to start my own business. There is no better feeling than watching a bride open a box of her dream wedding invitations and getting tears in her eyes.



PLAYBILL



David & JoAnn Hartwell invite you  
to the wedding of

# Martha Hartwell & Timothy Tate

**M&T**

**Saturday, April 2nd, 2016**

Dixie Center for the Arts  
at 6 o'clock in the evening  
in Ruston, Louisiana.

212 North Vienna Street, Ruston, Louisiana 71270

Merriment to follow  
at the Historic Fire House in Ruston.

An engagement ring from the 1920s, a ceremony in a restored theatre, and the rich color of emerald green all planned my wedding for me. The theme was vintage elegance, and while I married in the spring, my wedding was more suited for winter in a posh city. So I wanted the invitation to reflect that. Using corner accents found on the floor at the theatre we got married at, to utilizing the vintage inspired typefaces of Lust Italic and Futura. The suite consisted of a gold foiled invitation (pictured here), a ceremony details card, a wedding website, table numbers, and a program. The program was designed to look like a Playbill to reference the location of the ceremony.

ARCHES NATIONAL PARK, UTAH | AT SUNSET

APRIL 2, 2022

# We got hitched

Tom + Lily  
KILLIAN

Elopement announcements are some of my favorite things to design. After foregoing the hustle and bustle of a traditional wedding, Tom and Lily decided to wed at the first place they traveled to together - Arches National Park. Inviting only their parents and best friends (his married them and her's did the photography), they wed at sunset overlooking the beautiful expanse of their favorite place in the world. I incorporated an arch to mirror the one they were married under and the earthy colors. Juxtaposing the landscape's organic shapes with the announcement's geometric shapes.

Tom + Lily  
KILLIAN

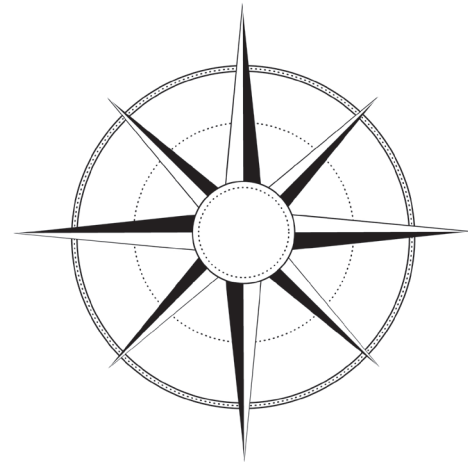
# We Eloped

BUT THE PARTY'S STILL ON

SUNDAY  
MAY 16  
2022

FIVE IN THE EVENING  
SOUTHALL MEADOWS  
FRANKLIN, TN 37064

*Gifts are not necessary but greatly appreciated*



**amelia + charles**

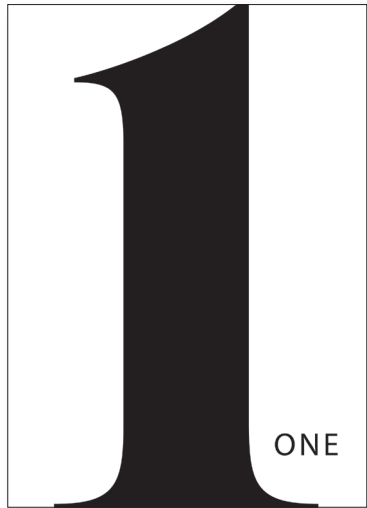
This couple identifies themselves as adventure seekers - both are travel photographers as well as travel writers. They met while on assignment in Chile they started a whirlwind "old school movie" kind of romance - falling in love in some of the most far flung places on Earth. Charles proposed while they were on a spontaneous trip to Paris, and while Amelia said it was clique, she also could not deny how incredibly romantic it was. Going home to Shreveport, Louisiana, they were married on New Year's Day with only their immediate family and very best friends. Their reception was a timeless and elegant theme with only black and white used for their color scheme. A compass, the classic "high fashion" Pistilli and Gotham were the only elements the minimal couple wanted for their wedding suite. The suite consisted of an announcement/invitation, RSVP card, menu, table numbers, and luggage tags that were given as favors for the guests.

CELEBRATE OUR NEW ADVENTURE WITH US!  
**kindly reply**  
BY THE 15TH OF FEBRUARY

M \_\_\_\_\_

WOULDN'T MISS IT FOR THE WORLD  
 WE'LL BE CELEBRATING FROM AFAR

PLEASE SELECT YOUR CHOICE OF ENTREE!  
FISH  BEEF  CHICKEN



WELCOME TO THE RECEPTION OF  
**amelia & charles**  
MARCH 3RD, 2018

**appetizer choice of**  
**seafood salad**  
SHRIMP, CALAMARI, SCUNGILLI, OCTOPUS,  
AND MUSSELS WITH LEMON AND  
EXTRA-VIRGIN OLIVE OIL

**fresh figs**  
DRAPED WITH PROSCIUTTO DI PARMA

**tuscan garden salad**  
ROMANE LETTUCE, BIBB LETTUCE,  
RADICCHIO, TOMATOES, AND RADISHES  
WITH BALSAMIC VINAIGRETTE

**main course choice of**  
**salmon**  
BROILED AND SEASONED WITH BREAD  
CRUMBS, GARLIC, LEMON, AND BUTTER

**baby rack of lamb**  
THREE DOUBLE CUTS OF RACK OF LAMB  
COATED IN AN AROMATIC BLEND OF FRESH  
HERBS AND SPICES

**served with:**  
BOUQUET OF FRESH SEASONAL  
VEGETABLES AND GOLDEN  
FRIED POTATO CROQUETTE

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
PHONE \_\_\_\_\_

WE'RE MARRIED!

**amelia erin hart  
&  
charles augustus lindt**

EXCHANGED VOWS IN A PRIVATE CEREMONY  
ON JANUARY 1ST  
TWO THOUSAND TWENTY

PLEASE JOIN US FOR A  
DINNER RECEPTION TO CELEBRATE  
OUR RECENT MARRIAGE AND OUR  
NEW ADVENTURE TOGETHER!

SATURDAY, THE 3RD OF MARCH  
TWO THOUSAND TWENTY

6 O'CLOCK IN THE EVENING

THE SUPPER CLUB  
610 COMMERCE STREET  
SHREVEPORT, LOUISIANA



Plant mama turned boy mom needed a baby shower invitation to celebrate the transition.



A fun and colorful baby shower celebrating a sweet baby girl and her parents.

# ILLUSTRATION

I love drawing letters. And ampersands. At one time, I considered getting a Masters in "Glyph Creation." My favorite time period for text styling is definitely the 60s & 70s, and they influence most of my illustration work. My favorite piece to date is an illustration where my main objective was to see what it would look like if Farrah Fawcett's hair were a font. Most of the following works are pet projects and not for a client. This will give a glimpse into what I like to work on in my free time.





I take any chance I have to remind my loved ones how awesome they are. The design for this sticker came to me as a way to remind everyone that they are made of magic. The holographic material was a perfect partner to the witchy design.



Home is where the heart is (and where ya mama's gumbo recipe is). My heart is planted in the Boot State; no matter where I go, that will never change. One of my first sticker designs but still one of my favorites.



"What would Farrah Fawcett's hair look like if it were a font?" That was the question I asked myself when I started this project, and I could see the final product in my head.



In this current climate, it's hard to feel strong and in charge of your life as a woman. So I made this sticker as a visual reminder that I am a Lady Boss, and no one can change that. That love wins over hate. That empowered women empower other women.

That community over competition helps build up other lady bosses. And that's what this world needs - women with strong, caring hearts and intelligent, willful heads.



There is almost no other place in the world I love more than a Disney Park. I have had the great pleasure of visiting several times, and every time it transports me back to visiting for the first time. Yet, I still cry whenever I see the fireworks at the end of a long day of character meet & greets, riding the classic dark rides, and eating anything that's Mickey shaped. This illustration was made on my latest trip to Disney World's Magic Kingdom while I was sitting outside Casey's Corner eating and people watching.



One of my favorite illustrations that I turned into a sticker is 100% inspired by my husband, and I's pet project. We are converting a 2002 blue Astro van into a camper van so we can pursue our one true love - travel. Visiting a national park and knowing you have everything you need to camp with you is so comforting.



My love of adventure inspired this illustration! This past fall, I had the great pleasure of accompanying my best friend to Big Bend National Park to witness her marriage. My husband and I drove the 13 hours and camped in our camper van, and it will be one of my favorite trips for a long time! This shirt is the perfect accomplice on your next adventure! A big thank you to my hubby for modeling it for me.



As a major Marvel fan, I find it hard to find subtle merchandise. So I loved working on this design (originally a tattoo for my sister) based on the show Loki. After doing a little research, I found that carnations, anemones, and dahlias are associated with the God of Mischief, so they had to be included. I love how the holographic material really made this design shine.



My time designing gift bags gave me quite the opportunity to stretch my illustration muscles. While most of the designs the Bags Team sent to production used premade art collections, these showcased here are entirely illustrated by me.

Using Procreate on my iPad as my primary illustration tool, I drew and then digitized each element of these designs. A large majority of the type was hand lettered by me as well.

These bags include the accompanying gusset (the smaller side panel of the bag).

# IN CLOSING

I know this is longer than the “typical” portfolio and has way more to read, so thank you for taking the time to make it this far! To really get a feel for a logo or illustration, it’s important to understand where they came from. I can’t wait to hear from you and help with all the work and projects you and your company are involved in!