



PORTFOLIO
2024

GRAPHIC DESIGNER
ARTIST, EDUCATOR

WEB: [LINKTR.EE/LCHeery](https://linktr.ee/LCHeery)

WELCOME TO MY

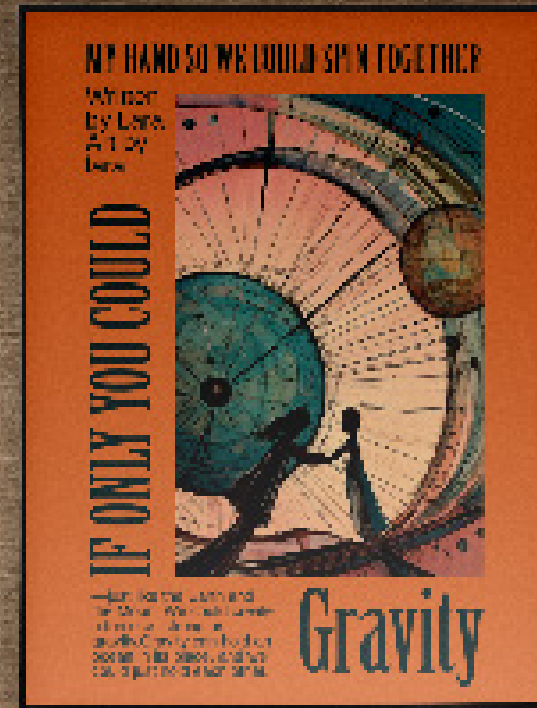
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PROJECT 1: POSTERS

PROJECT GOAL

The purpose of this project is to design a series of visually compelling posters inspired by the evocative nature of poetry. By translating poetic themes, emotions, and imagery into dynamic visual compositions, the project seeks to bridge the gap between literary and graphic arts. Each poster will serve as a unique interpretation of a selected poem, blending typography, color, and design elements to capture the essence of the text.

This project aims to explore the interplay between words and visuals, inviting viewers to experience poetry in a new, immersive format. It also highlights the power of design as a storytelling tool, capable of amplifying the emotional and intellectual impact of poetic works. The resulting posters will celebrate the beauty of language and its ability to inspire creative expression in design.



FINAL POSTER + PROGRESS

MY HAND SO WE COULD SPIN TOGETHER

Written
by Lara
Art by
lara

IF ONLY YOU COULD



—just like the Earth and
the Moon. We could create
a force as strong as
gravity. Gravity can hold an
ocean in its place, and we
could just hold each other.

Gravity



TYPEFACE:

BIRCH

poem: "if only you could hold my
hand so we could spin together—
just like the earth and the moon. we
could create a force as strong as
gravity.
gravity can hold an ocean in its
place, and we could just hold each
other."

POEM: "THE ONE THAT I LOST.
THE ONE THAT
FLEW AWAY.
I RAN AFTER IT AND FELL.
I CRIED AND I COULDN'T REALLY
TELL OF HOW PAINFUL IT IS TO NOT
BE ABLE TO FLY.
I WAS IN A WORLD THAT DIDN'T
GIVE ME WINGS AND ALL I
COULD DO IS SAY GOODBYE
AS IT FLEW FURTHER AND GRADUALLY
DISAPPEARED IN THE SKY
I HAD TO LET IT
GO AND HOPED THAT IT
WOULD FIND ITS
WAY AND LAND ON THE
PLACE I WILL ARRIVE TO ONE DAY."

A POEM TO THE
FIVE YEAR OLD GIRL
WHO STILL LIVES IN ME

BALLOON



PROGRESS : TIMELAPSE OF THE BALLOON DESIGN + FINAL POSTER + FONT AND COLOR

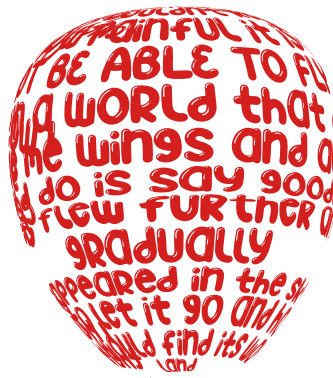
PLEASE CLICK ON VIDEO



TYPEFACE:
balloondreams-bw1kw

Poem: "The one that I lost.
The one that flew away.
I ran after it and fell.
I cried and I couldn't really tell of how painful it is
to not be able to fly.
I was in a world that didn't give me wings and all I
could do is say goodbye
As it flew further and gradually disappeared in the
sky
I had to let it go and hoped that it would find its
way and land on the place I will arrive to one day."

A poem to the five year old girl who still lives in me.





Inside Out 2 is a 2024 animated coming-of-age film produced by Pixar Animation Studios and released by Walt Disney Pictures. Directed by Kelsey Mann, the sequel continues the story of Riley, now a 13-year-old navigating the complexities of adolescence. As Riley enters her teenage years, her emo-

tional headquarters undergoes significant changes. The original emotions—Joy, Sadness, Anger, Fear, and Disgust—are joined by new, more complex emotions, including Anxiety, Envy, Embarrassment, and Ennui. These additions reflect the heightened emotional landscape typical of adolescence



PROGRESS : REFERENCE+ILLUSTRATIONS+FONT (DESIGN) AND MORE VARIATIONS



JOY



FEAR



DISGUST



ANGER



EMBARRASSMENT



SAD



ANXIETY



ENNUI



ENVY



RE-BRANDING OF SHAKIRA PASTRY

ORIGINAL BRANDING



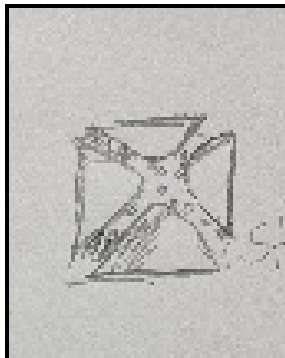
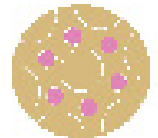
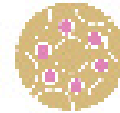
RE-BRANDING SOLUTIONS

This rebranding project for Shakira Pastry revitalizes the beloved Mediterranean sweets shop by blending its rich cultural heritage with a refined modern identity. The redesigned logo draws inspiration from Mediterranean art and the meticulous craftsmanship of the sweets, striking a balance between tradition and innovation. Updated packaging highlights the artisanal nature of the products and tells the story of the shop's heritage, creating a memorable customer experience. With this refreshed identity, Shakira Pastry celebrates the artistry of Mediterranean sweets while appealing to both loyal and new audiences alike.



PROCESS

In my logo sketch process, I was inspired by the soft, rounded shapes of pastries. I used circles to create a fluid, approachable logo that evokes the sweetness and craftsmanship of indulgent treats.



SHAKIRA



SHAKIRA



LOGO LOCKUP



PLEASE CLICK ON ANIMATION

ICONS: 3D+ BRAND TYPEFACE + COLOR

PRESPECTIVE

As a designer, I use 3D icons to add depth, realism, and visual interest to my work. They enhance user experience by creating intuitive, touch-friendly interfaces and make branding more dynamic and professional. By adjusting lighting, textures, and shadows, I craft polished visuals that stand out in both digital and print media.

BODONI URW
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 *!@#%&^*()_ +

HEEB O
LIGHT

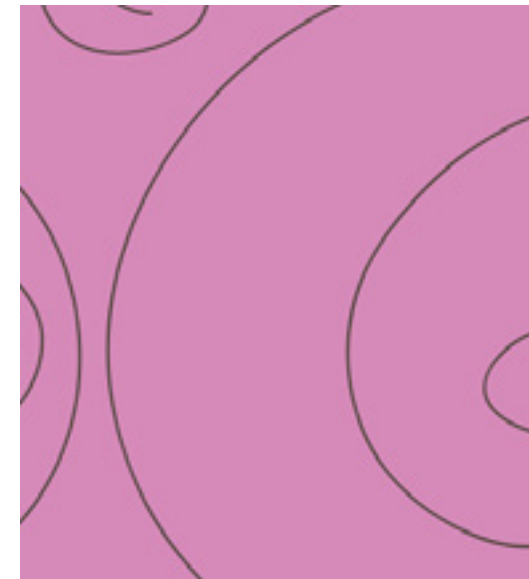
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 *!@#%&^*()_ +



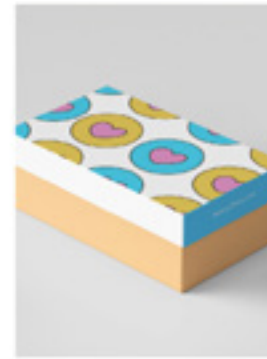
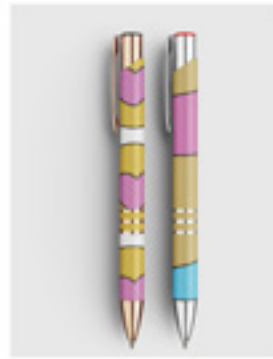
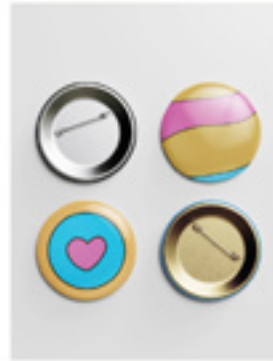
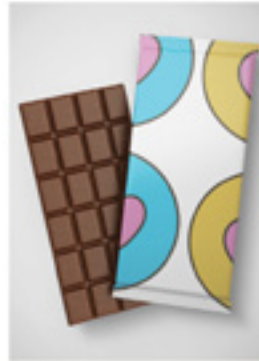
LOGO VARIATIONS + 2D ICONS + PHOTOGRAPHY



In my rebranding, I used photography, 2D icons, patterns, and logo variations to create a cohesive and versatile visual identity. Photography adds authenticity and emotional connection, while 2D icons enhance clarity and usability. Patterns provide consistency across designs, reinforcing brand recognition, and logo variations ensure adaptability across different platforms and applications. Together, these elements create a modern, dynamic, and visually engaging brand.

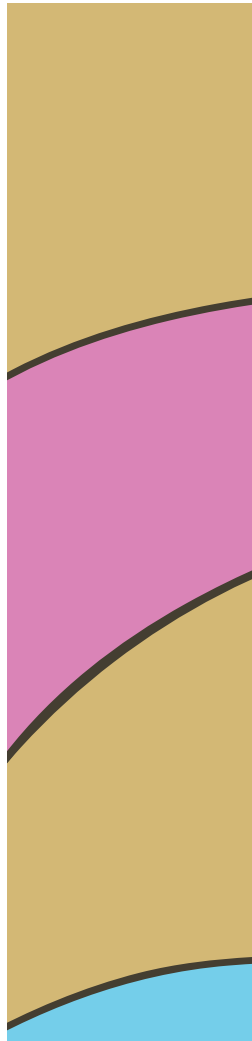


PACKAGING + SWAG + INTERIOR



ENVIROMENTAL: STORE FRONT+ PATTERN

nvironmental design enhances user experience by blending aesthetics with function, while patterns add consistency and identity. Together, they create cohesive, engaging, and purposeful designs different platforms and applications. Together, these elements create a modern, dynamic, and visually engaging brand



PROJECT 2: GO GARDEN

PROJECT GOAL + LOGO + COLOR + TYPEFACE

In my Graphic Design IV course, I created "Go Garden," a brand promoting sustainability through urban gardening, eco-friendly products, and education. The brand identity includes a logo, packaging, social media campaigns, and a website, all designed to resonate with environmentally conscious audiences. This project demonstrated my ability to merge strategy with creative design to address a global issue.

TYPEFACE :

Raleway Bold

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

abcdefghijklmnpqrstu-
wxyz

123456789

@#\$%^&*()_+?

Raleway Light

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

123456789

@#\$%^&*()_+?



PLEASE CLICK

PROCESS + 3D TYPE

I designed my garden brand logo with sustainability in mind, sketching leaves and pots before refining a simple, eco-friendly design in natural tones. Feedback ensured versatility across platforms. I included 3D type in my design to add depth and dimension, mak-

ing the logo more visually engaging and dynamic. The 3D effect enhances the sense of craftsmanship and indulgence, reflecting the rich, layered textures of sweets. It also helps the brand stand out, creating a bold and memorable identity.

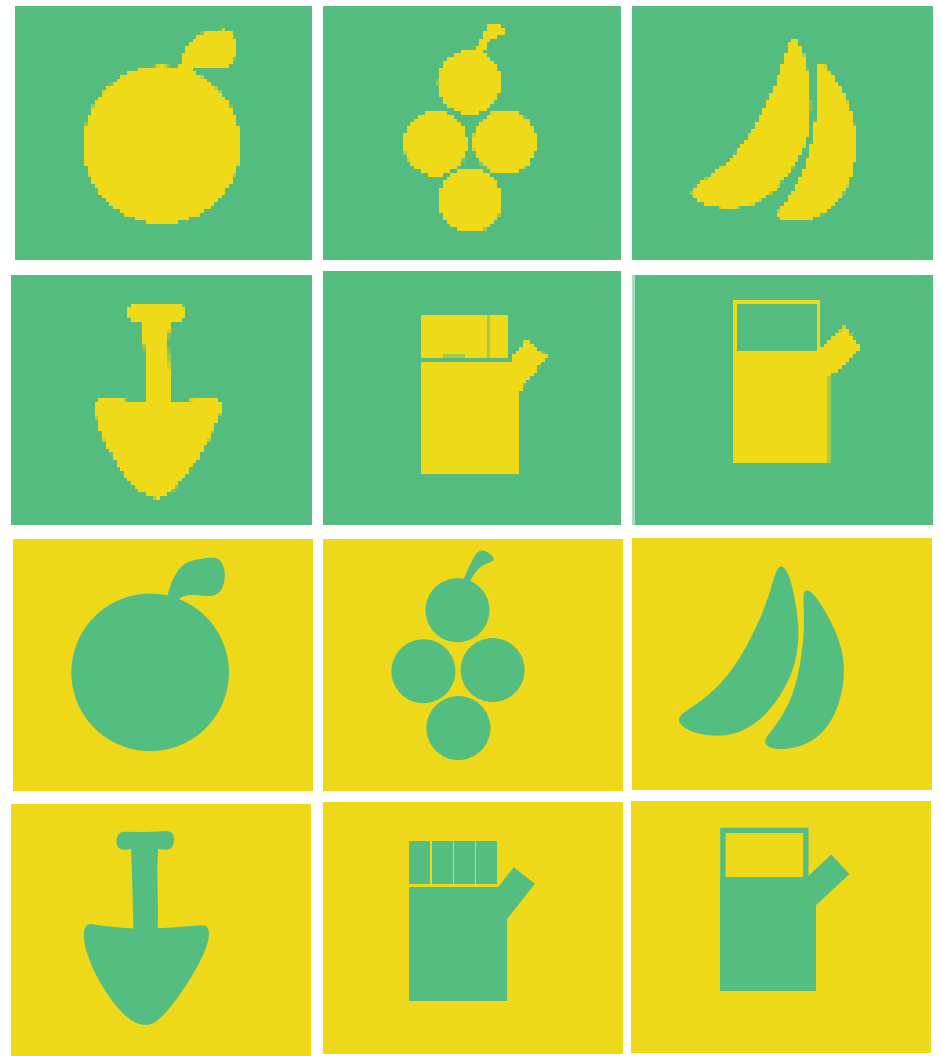


POSTER+ MOCKUP

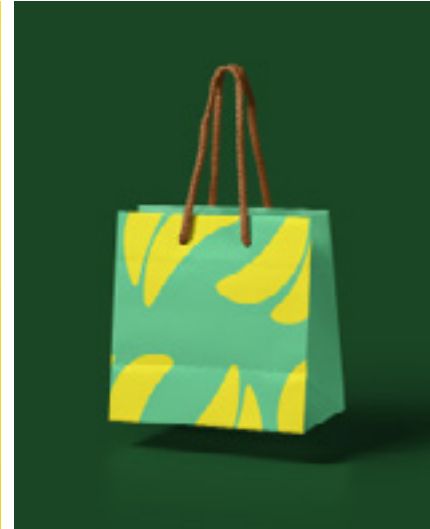


ICONS+ PATTERNS

I used a monochromatic scheme for a modern look and applied the icons to a phone app for seamless use.



APPLICATIONS+ PACKAGING + STATIONARY





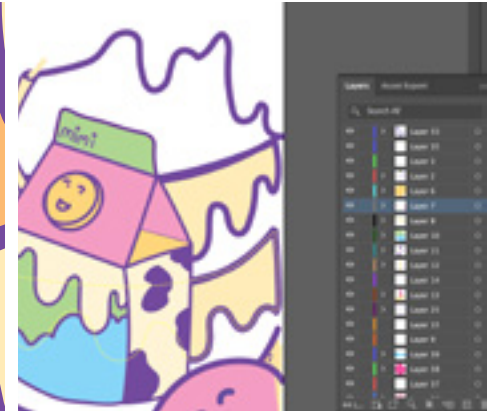
SOLO PROJECT: PRODUCT DESIGN + PROCESS

MILK BOX

This project reimagines the milk box with a playful, vibrant design. Colorful patterns, cheerful illustrations, and smiley faces create a fun, youthful appeal while ensuring functionality and a joyful user experience.

TYPEFACE : ILLUSTRATED FONT BY ME

ABC
a b c
1 2 3





PROJECT 3: TYPE SPECIMEN

PROJECT GOAL

This type specimen project reimagines Clarendon with a classical music-inspired twist, blending structure with whimsy. Inspired by Audrey Hepburn, the design balances elegance and playfulness using a black and pink palette, creating a nostalgic yet fresh typographic expression

ORIGINAL TYPEFACE

CLARENDON

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

INSPIRED TYPEFACE

a b c d l l k l m r s t u
e f g h n o p q w x y z
1 2 3 4 5 6



POSTER







MOCKUP+ PRODUCT

In my freelance project, I combined typography and illustration to design unique shirts and swag. This fusion created visually dynamic pieces that blend expressive lettering with artistic graphics, making each design bold and memorable.

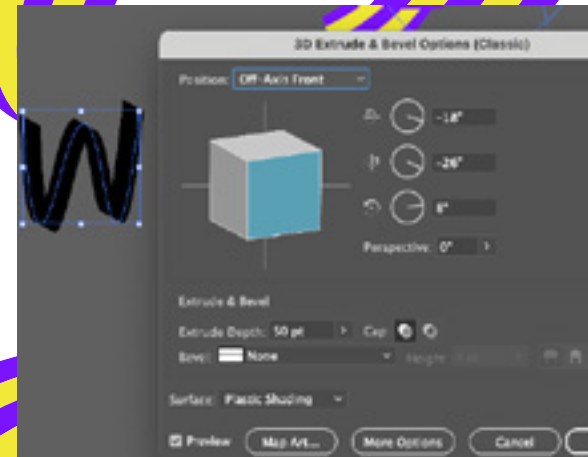
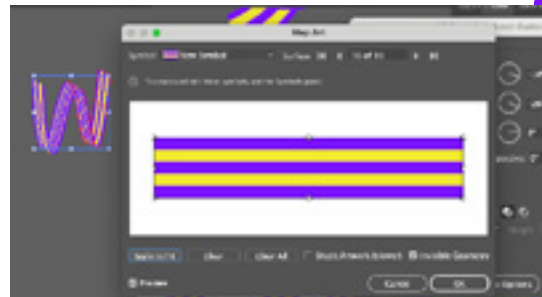
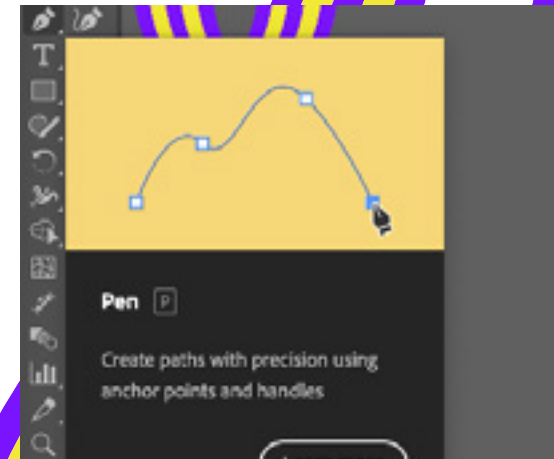
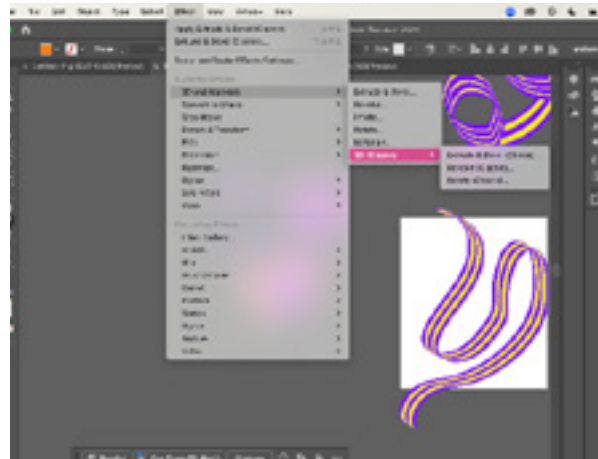


BROCHURE PROJECT + MOCKUP



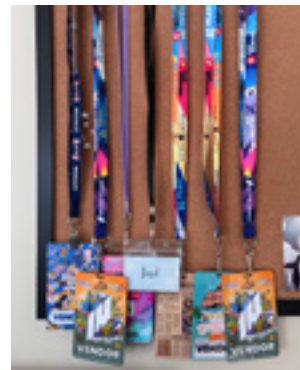
PROCESS OF 3D LINE TYPE

In my design, I used 3D type with patterns to add depth, texture, and movement, making the typography more dynamic and engaging. This approach gave the text a tactile feel and playful energy, helping it stand out while reinforcing the overall aesthetic. By integrating patterns, I enhanced the visual impact, making the design more memorable and effective for branding and digital applications.



CURATOR EXPERIENCE + PRODUCTS

As an artist and designer, I love designing unique and expressive merchandise. From prints and blankets to charms and a variety of other products, my work allows me to bring art into everyday experiences. I enjoy sharing my creations at vendor events like Expo Kplay, where I get to connect with people who appreciate artistic expression in functional and collectible items. At the 2024 Kplay Fest Expo in Orange County, I curated my own mini exhibition booth, showcasing a selection of my original artworks and merchandise. As both the exhibiting artist and curator, I was responsible for the full creative direction of the space—from selecting and arranging paintings and prints to designing the display layout to best reflect my artistic vision and narrative. I handled the logistics of setup, visual presentation, and audience interaction, ensuring that the space was not only visually cohesive but also inviting and engaging. This experience allowed me to merge my design skills with hands-on curatorial practice in a public-facing setting, deepening my understanding of spatial storytelling and independent exhibition planning.



EXHIBITION

At the 2023 In•Sight Exhibition at the Hyde Art Gallery at Grossmont College, I participated both as a faculty member and as an assistant curator. In addition to exhibiting my original oil painting, I contributed to the planning and curation process by helping shape the visual flow and spatial arrangement of the artworks. I thoughtfully considered how my piece would engage with the surrounding works and the overall exhibition narrative, ensuring that the display was cohesive and impactful. My role also included assisting with layout decisions, coordinating installation logistics, and supporting the gallery team to bring the collective faculty vision to life. This experience allowed me to integrate my artistic practice with curatorial collaboration in a meaningful and professional setting.



To summarize, I have a deep passion for designing and constantly strive to develop my skills. I'm always looking for new ways to grow, whether through experimenting with different techniques, learning new tools, or participating in design and art events. These experiences not only push my creativity but also allow me to connect with other artists and gain fresh perspectives. My dedication to continuous improvement drives me to refine my craft and bring my artistic vision to life in meaningful ways.

In my portfolio, I have carefully selected projects that showcase my diverse skill set, ensuring that each piece highlights a different aspect of my artistic and design abilities. From typography and branding to product design and illustration, I aim to present a well-rounded body of work that reflects my versatility and creative approach. By curating these projects, I want to demonstrate my range as an artist and the thoughtfulness behind my design choices.

