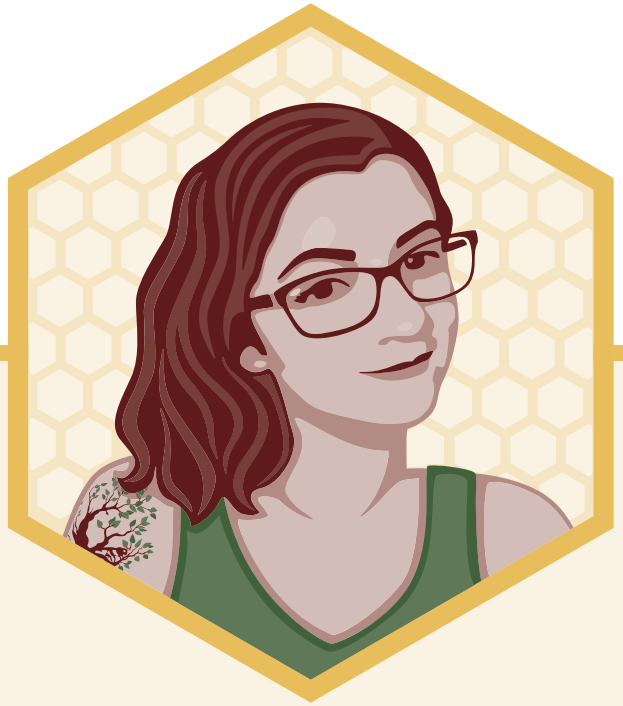


catalina soleil

Graphic & Web Design

Digital Portfolio | 2020

THE
GOVERNOR'S CUP
COFFEE ROASTERS
• est. 1991 •

T-Mobile Wi-Fi 2:32 AM 76%
www.thegovcup.com/me...
[SANDWICHES]
SERVED DAILY UNTIL 2PM,
FRIDAY 5PM-CLOSE
NEW MORNING (V)
Egg, choice of cheddar, swiss or pepper jack, piquillo vinaigrette on choice of bagel 5
LOX AND BAGEL
Cream cheese, nova lox, tomato, onion, capers on choice of bagel 9.5
STREET LEGAL (GOV CUP FAV)
T-Mobile Wi-Fi 2:32 AM 76%
www.thegovcup.com/me...
THE GOV CUP
[COCKTAILS]
SERVED FRIDAY 5PM-CLOSE
& DURING SHOWS
DESOLATION ROW
Reposado tequila, mezcal,
bitters, orange 9
FREELAND OLD

Ai ILLUSTRATOR

Xd XD

Interface & Website Redesign

The Governor's Cup currently has a template-based website that I decided to redesign in a way that would be more accessible and reflective of their brand's identity. Currently, the menu page of the website consists of a scan of the front and back of the actual print menu rather than including each item in the HTML.

See the original website at www.thegovcup.com

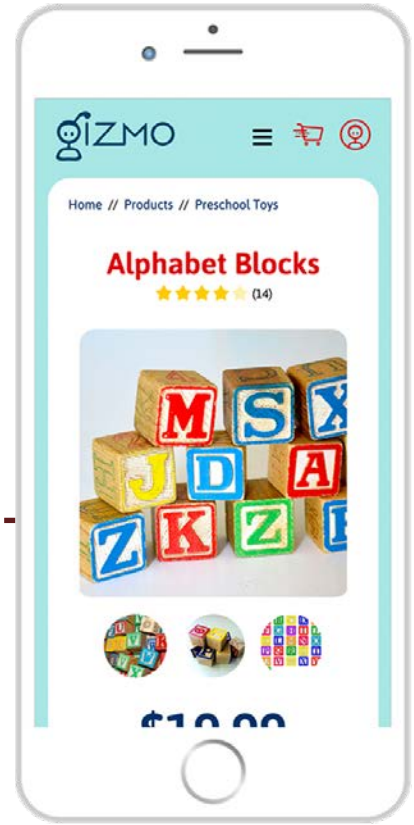
Unlike my other web projects, this is not a live or coded design. Instead, I chose to use this as an opportunity to become familiar with Adobe's new interface design tool, Adobe XD. Using XD, I was able to create a fully functioning prototype of each page in both desktop and mobile format.

gizmo

gizmo.catalinasoleil.com
Products
Gizmo Project
Community
Stores
GIZMO
Explore Our Products
Alphabet Blocks
$19.99
Balance Blocks
$9.99
Stackables
$5.99

ILLUSTRATOR BRACKETS HTML CSS

Logo & Website Design

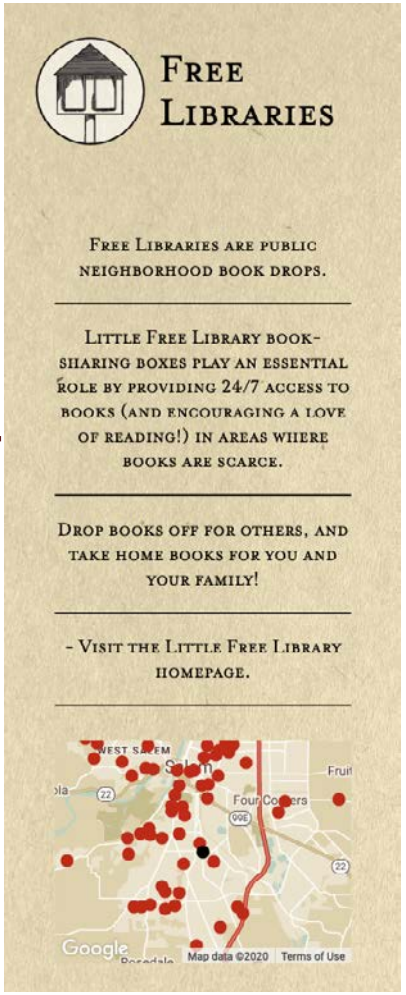


Gizmo Toy Company is a fictitious business based in Portland, Oregon that required a rebrand and website design to sell their toys online, as well as drive traffic to their brick and mortar stores. The website ultimately needed to be inviting to both children as well as their parents while still staying true to the brand's values.

Salem Reads

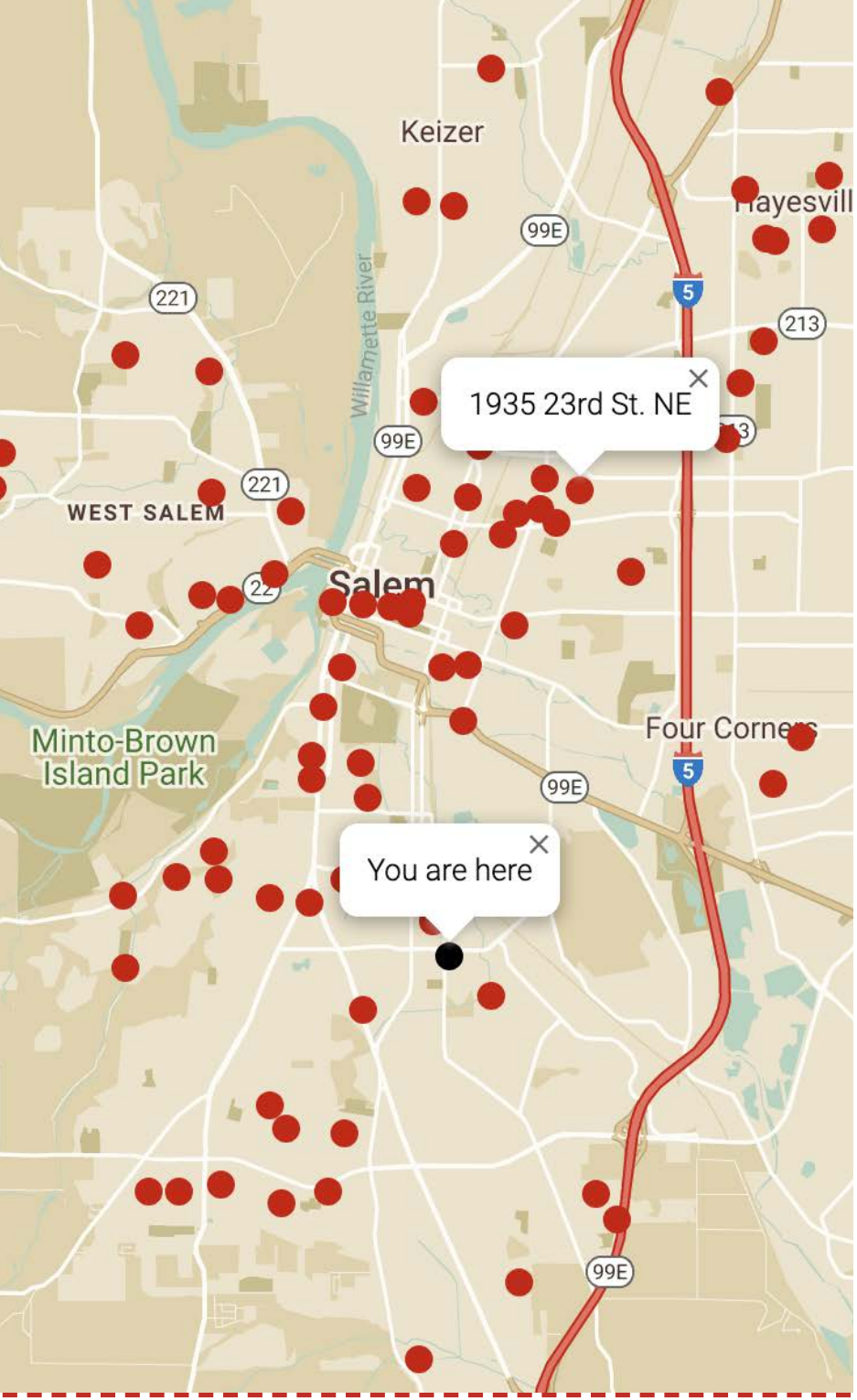
Salem Reads
https://salemreads.com/bookbin.php
Home
Libraries
Free Libraries
Map
Bookstores
The Bookbi
450 Court St NE, Sa
97301
About
Monday – Saturday 9:00 a.m. to 9:00 p.m.
Sunday 10:00 a.m. to 7:00 p.m.
Buys used books
Sells new and used books
Ample selection of genres
Hosts book clubs and events
Cute store cat!
T-Mobile Wi-Fi
1:20 AM
76%
salemreads.com/bookbi...
The Bookbin
450 Court St NE, Salem, OR 97301
About
Photos
Map
West Salem
Salem
Four Corners
Fruitland

UX/UI & Website Design



Salem Reads is a resource for residents of Salem, Oregon created to help connect people with locations where books can be found. This website was fully executed by a team of three: Casandra Johns, Rodrigo Cabrera, and myself. Everything from content creation to hand-coding the HTML, CSS, and JavaScript was accomplished through remote collaboration.

See the full site at salemreads.com



My main contribution to this project consisted of figuring out how to get all of the JavaScript to work despite the language not being a part of our program's curriculum.

I dug deep into the Google Maps documentation, and taught myself how to code entirely custom maps that reflect the overall aesthetic we defined. This included altering the color scheme as well as creating custom markers for each location that, when clicked, inform the user of which location they are viewing.

I also created the maps to use Geolocation so that, upon receiving permission, a new dot appears on the map where the user is located, helping to determine which locations they are closest to.

BRACKETS

HTML

JAVASCRIPT

CSS

The
RIVERS OF SALEM
RUN WITH
COFFEE

JAVA CREW
BROADWAY COFFEE HOUSE
URBAN GRANGE COFFEE
ARCHIVE COFFEE AND BAR
Patty's off-center cafe
THE RIVERS OF SALEM COFFEE
salem's latte
break Point coffee
THE GOVERNOR'S CUP COFFEE ROASTERS
IKE BOX
FRENCH PRESS
JAVA CREW
DUTCH BROS
COFFEE CONNECTION
STARBUCKS
cafe Shine
MINA CAFE
THE HUMAN BEAN
espresso
cafe 680
PRO

Poster Design

When I first moved to Oregon, one of the first things I noticed was just how many coffee shops there are, outside of the typical Starbucks and Dutch Bros. I created a map using cut paper, ink lettering, and an actual coffee-based watercolor to stain the roads to visually represent just how many coffee shops there are in the Salem area.

MAP DESIGN
PAPER CUTTING
HAND LETTERING

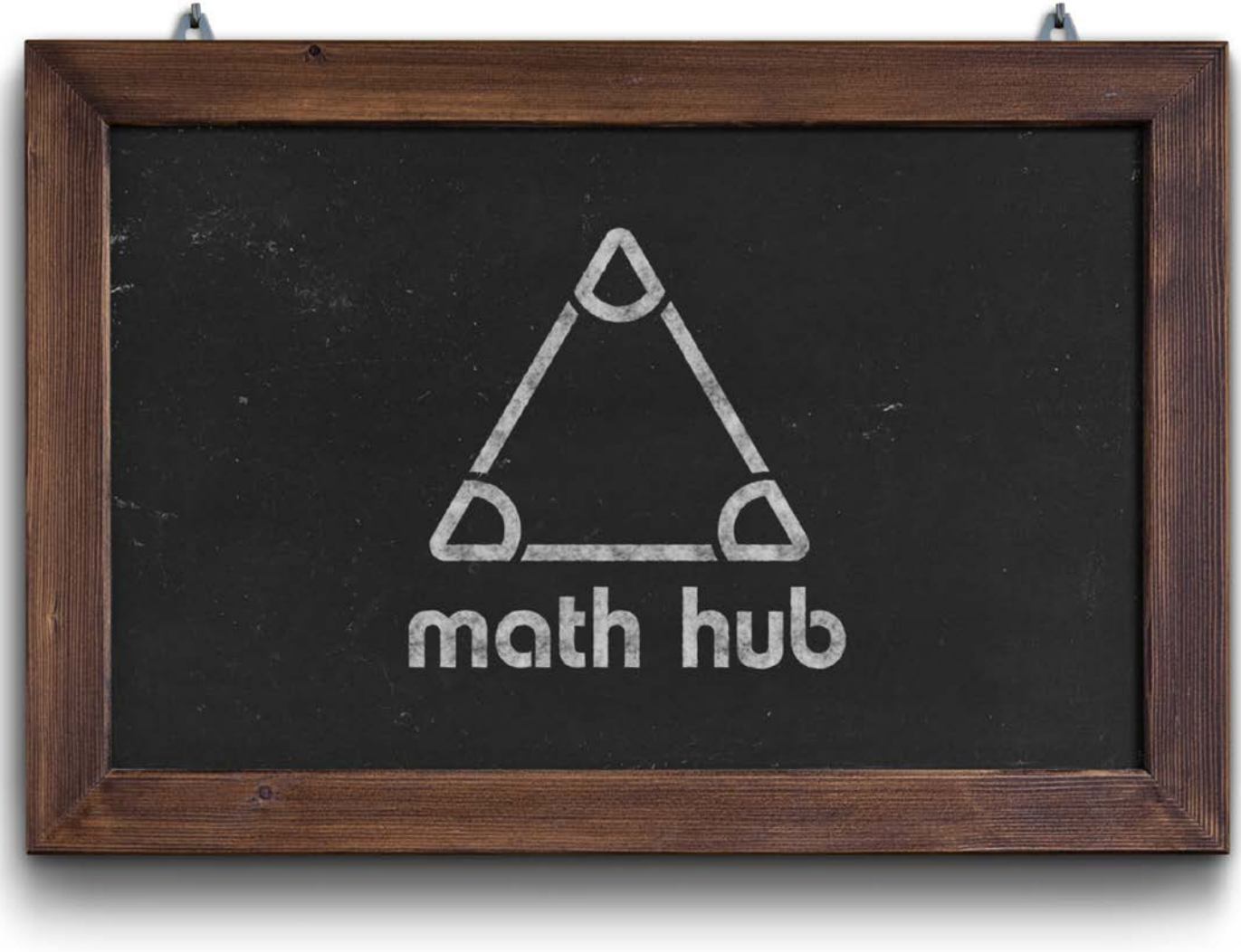
math hub

math hub

math hub

Ai ILLUSTRATOR

PMS 5483 PMS 1525 PMS 303



Logo Design

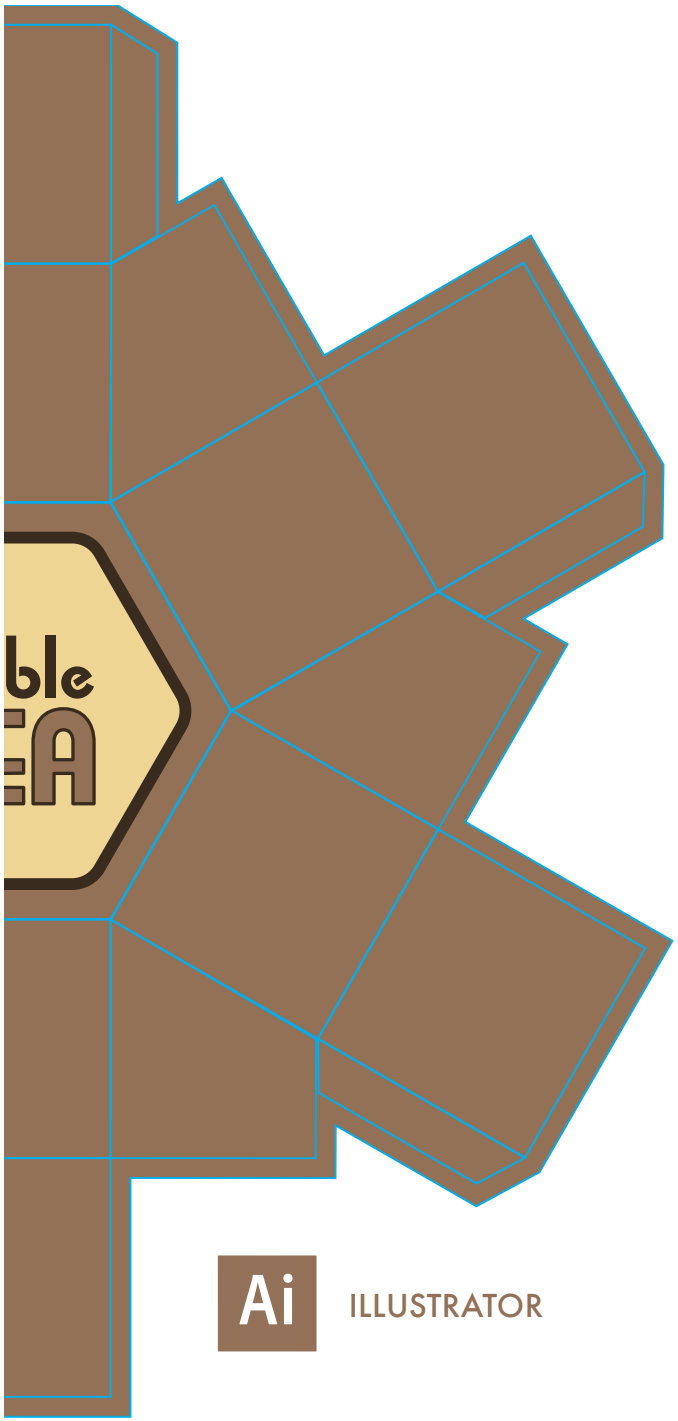
The Math Hub is a student resource at Chemeketa Community College that provides students who are taking math classes extra tutorial support.

Upon the decision to re-brand, they reached out to the Visual Communications department in the hopes of receiving a logo design that would demonstrate the inclusive and friendly nature of the program. This logo was designed to do just that with its classic yet energetic color palette alongside the embracive symbolism of an equilateral triangle.

bumble
TEA

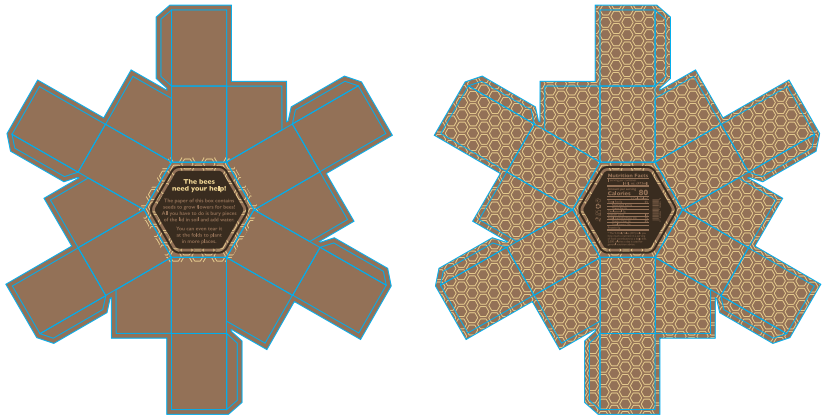
bumble
TEA

Logo & Package Design



Ai ILLUSTRATOR

Bumble Tea is a fictitious company that I developed a logo and package design for. Whole leaf tea was to be wrapped in round organic tea bags that are then stacked in a hexagonal box. The construction of the box is unique in that it completely folds together without the use of any glues. It is also marketed as being constructed using a wildflower/recycled cardboard blend that, rather than being discarded as waste, can instead be planted to grow bee-friendly wildflowers once the consumer uses all of the product inside.



The bees need your help!

The paper of this box contains seeds to grow flowers for bees! All you have to do is bury pieces of the lid in soil and add water.

You can even tear it at the folds to plant in more places.

Nutrition Facts

1 serving per container
16 fl. oz. (473ml)

Amount per serving
Calories 80

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	
Trans Fat 0g	
Cholesterol 0g	
Sodium 20mg	1%
Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Total Sugars 20g	
Protein 0g	

* 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.

FSC

1 23456 78901 2

CIPHER CIDERS

CIPHERS
rediscover flavor

Logo & Package Design

Ai ILLUSTRATOR

Id INDESIGN

Cipher Ciders is a fictitious company that I developed a logo and packaging concept for. The labels of these bottles are interesting because they are constructed in two unique layers. The bottom layer is thin and only has the words “Cipher Ciders” printed on it. The top layer is a thicker, die-cut stock that smoothly glides over the bottom layer to reveal the two parts of the logo while effectively creating a cipher as part of the package design.

credits

MOCKUPS:

Adobe Stock

graphicburger.com

mockuphero.net

TEXTURES:

juanitobanano / Freepik

pixabay.com

unsplash.com

CONTENT:

thegovcup.com

maps.google.com

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Graphic & Web Design

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