



Lorena Garcia

Graphic designer

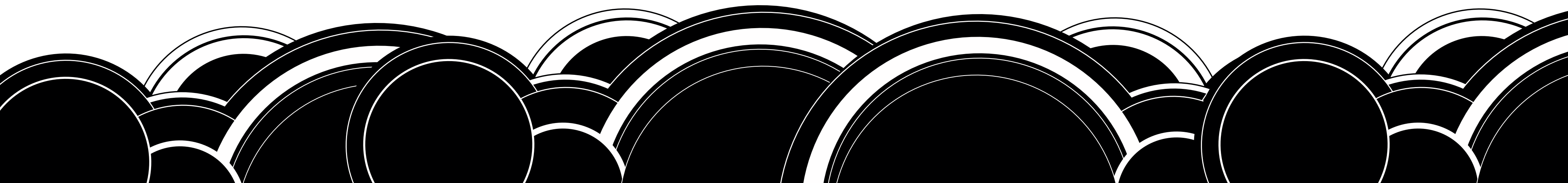
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WHITE FANG COVER

Title: White Fang cover design
Role: Illustrator, Graphic Designer
Date: March 2019

Project Objective: For this project I was required to design a modern book cover for White Fang, a novel by American author Jack London that tells the story of a wolf dog that is rescued from its brutal owner and gradually becomes domesticated through the patience and kindness of its new owner.

Concept: The novel is a journey seen through a wolf dog's eyes, where we see him fighting against his own nature, having to choose between surviving as a lone wolf or trusting humans as a dog. I wanted the book cover to reflect the final portion of the book and create a visual metaphor of the "one last goodbye" to his wild side, this is further emphasized by the sunset seen in the background which gives the scene a melancholic feeling to the conclusion of his journey.

Outcome: The creation process was extremely straightforward, being already familiar with the novel I wanted to illustrate a key moment without unraveling the true nature of the story. The result is a colorful illustration that gets a deeper meaning once you've read the novel. I also made sure to choose a modern and easily readable font, as the story was primarily targeted at juvenile audiences.



CITY NEST APP

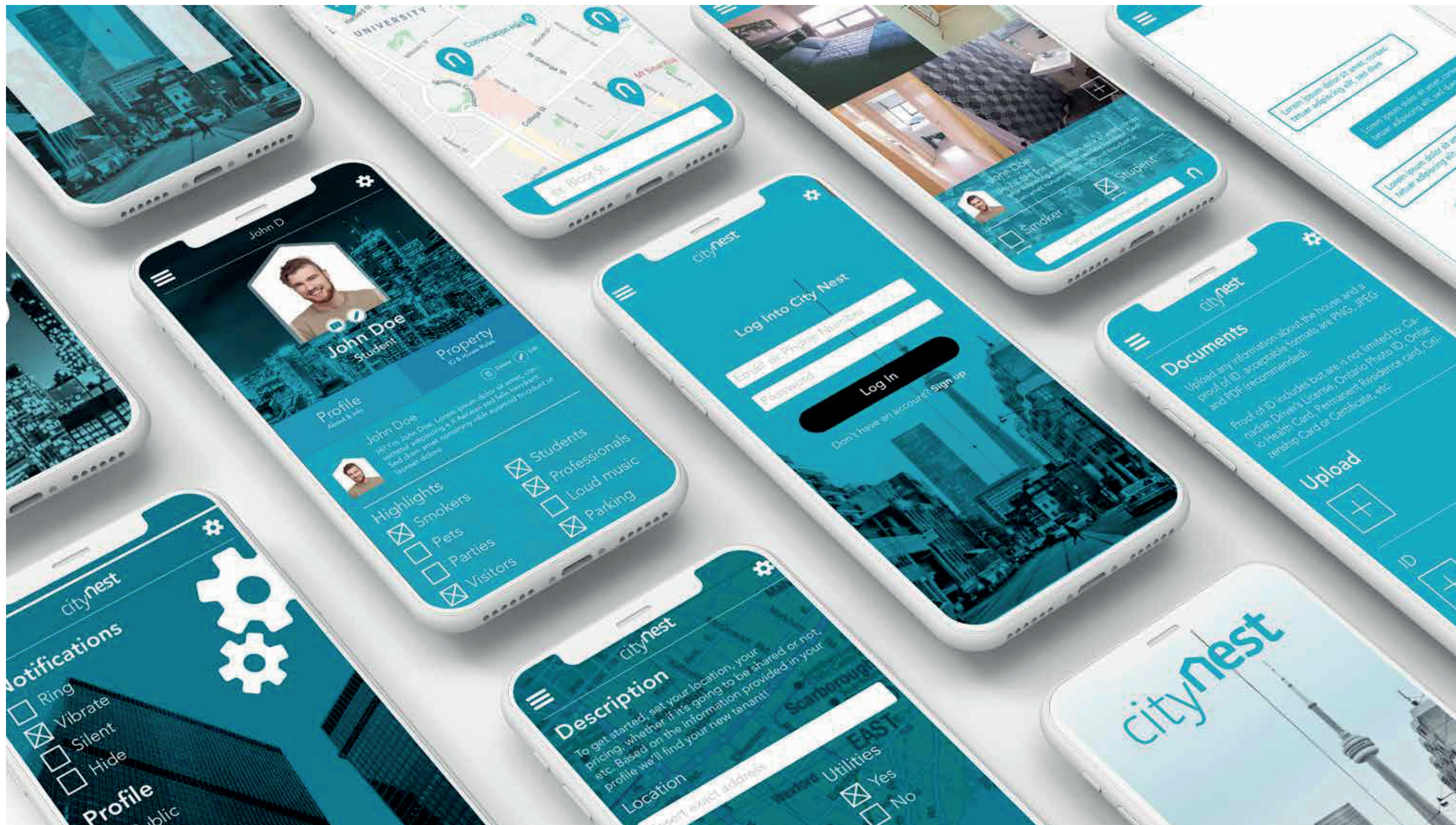
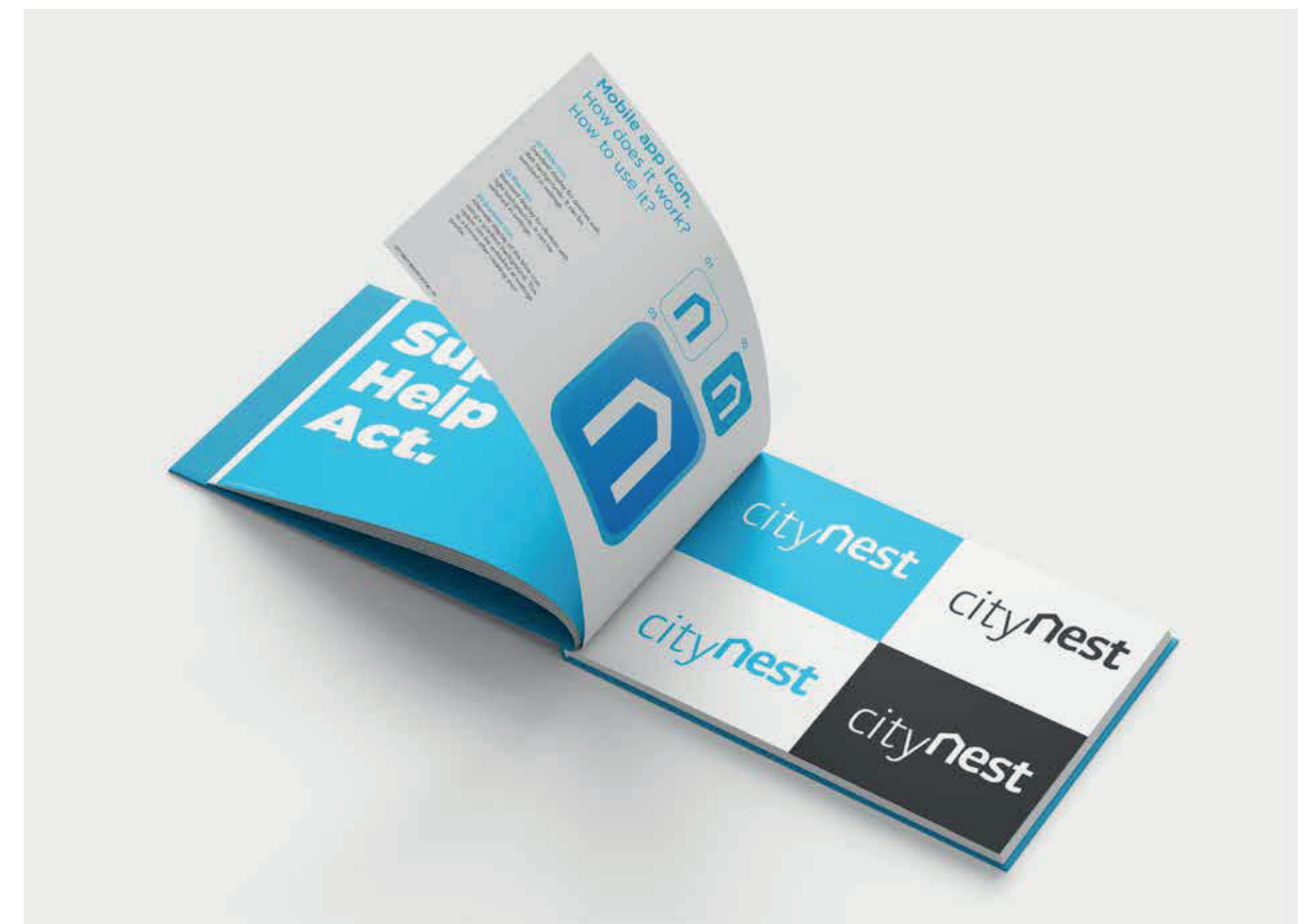
Title: City Nest App
Role: UI/UX Designer, Graphic Designer
Date: February 2020

Project Objective: City Nest is a mobile app that helps students and young professionals find affordable housing, the goal of the project was to create a logo, an icon and the user interface of the app. The app design had to be modern, intuitive and easy to use.

Concept: The logo utilizes a modified modern sans serif font with different weights to emphasize. The modified "N" is meant to resemble a house/building shape. The app design uses imagery of city elements such as buildings, houses and maps combined with the brand's colours.

As a UI/UX designer, my main goal was to create a consistent design between the corporate identity and the mobile app design. I started sketching logos and, upon approval, app icons. Once the brand book was created, I started designing the user interface based on continuous feedback. Keeping city and map pictures as background elements gave the interface a modern look without compromising the app's functionality.

Outcome: The outcome is a fully functional mobile app with a modern look and intuitive to use for people of all ages. The app is also accessible, as it allows the user to change certain design parameters to make navigation easier for users with visual disabilities: night mode, background colour customization and high-contrast palette.





ORENGI

Title: Orenji, logo and Corporate Identity

Role: Graphic Designer

Date: April 2020

Project Objective: For this project I was required to design the brand identity & packaging for Orenji, a company that produces organic cold-pressed juices. The creative brief specified that the logo had to be fun, playful and use bright colours without looking artificial.

Concept: Due to the nature of the company's name, my first concept for a logo was a modified orange. After designing over 20 different oranges and trying different compositions, I chose a minimalist logo that was easy to recognize and relate to the company's activities.

Outcome: The biggest challenge during the development of this project was finding a font that conveyed the same feeling as the logo, after some trial and error I was able to find a fitting choice that didn't overpower the logo. The result is a simple, yet effective logo that can be used in different media. In addition to the original logo, some horizontal versions were created as well.



SYMPHONY OF FIRE

Title: Australian Symphony of Fire - Poster

Role: Illustrator, Graphic Designer

Date: December 2018

Project Objective: The goal of the project was to create a poster for the Symphony of Fire, a fireworks festival taking place in several Australian cities. The poster required to show the name of the event, date, time and price of the tickets.

Concept: The poster displays illustrations of animals as a part of the Australian identity along with fireworks and details of the event. The colour palette consists mainly of bright hues filling the shapes and creating a contrast with the dark background.

Creating a poster for a fireworks festival was challenging, as I wanted to create a poster that was self-descriptive and didn't need any words to show what was being promoted and at the same time, create something unique, that represented the Australian identity without falling into clichés. Out of hundreds of Australian symbols, I chose animals because they are capable of appealing all sorts of audiences: kids, young adults and families.

Outcome: The outcome is a vibrant, colorful poster that aims to engage people of all ages and encourage them to attend to the festival with their loved ones.



THE CUPCAKE BOUTIQUE

Title: The Cupcake Boutique

Role: Graphic Designer

Date: May 2019

Project Objective: The Cupcake Boutique is a small retail store specialized in serving (and delivering) baked goods and ice cream. For this project I was required to create a fun, colorful logo for the company as well as business cards and other promotional materials.

Concept: The creation process depended largely on the feedback I received, initially I designed over 25 different cupcakes, doughnuts and other baked goods. The client chose their favorite and I the composition and font were designed around the chosen illustration.

Outcome: After exploring different options and variations, the final logo meets its main purpose and is capable of attracting and engaging people of all ages who might enjoy The Cupcake Boutique's products.



NIAGARA GO GREEN

Title: Niagara Go Green Website

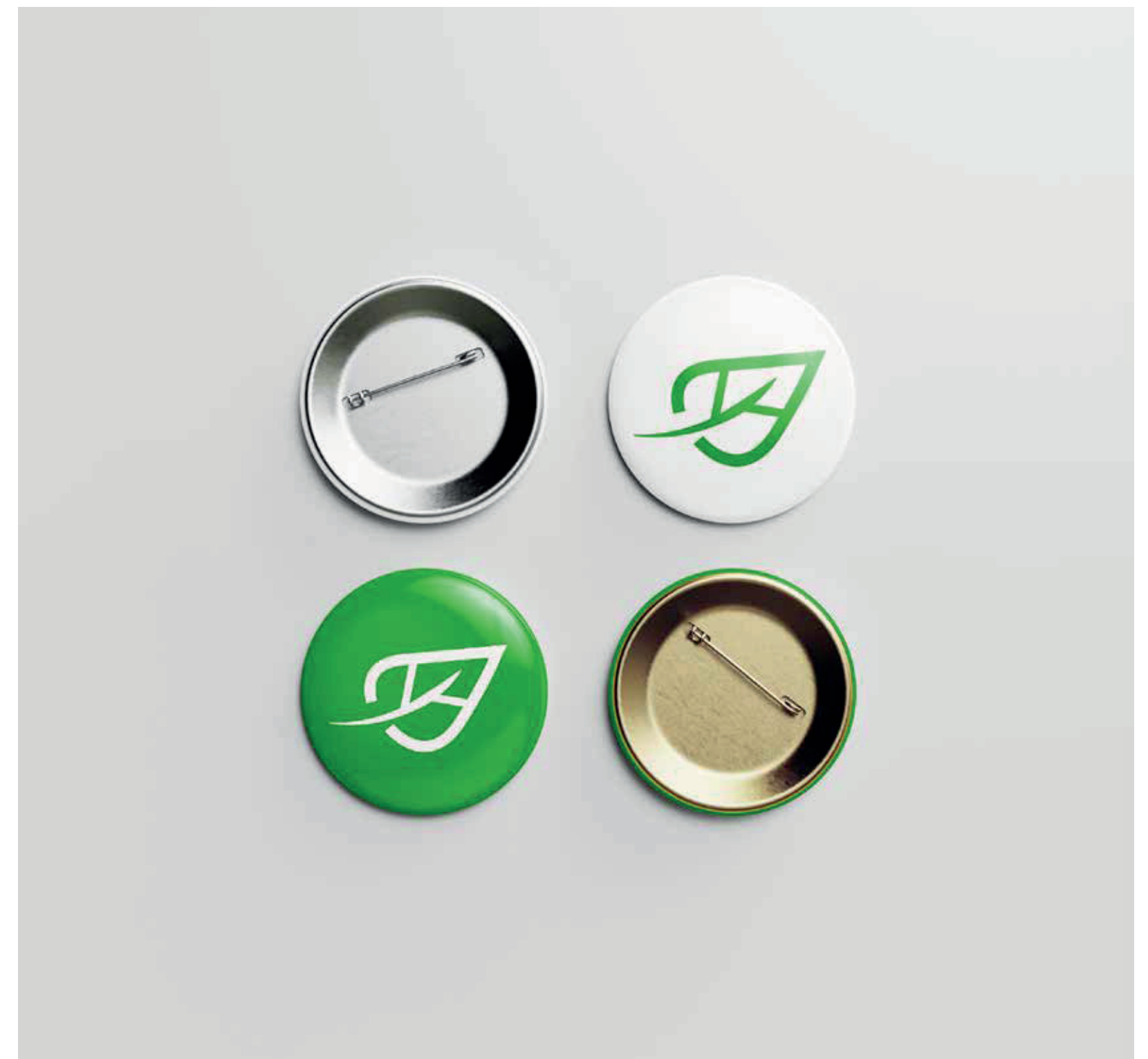
Role: Web designer

Date: February 2020

Project Objective: Niagara Go Green is the outcome of a collaboration between Niagara College and Niagara Peninsula Conservation Foundation (NPCF), a charity dedicated to the conservation of Niagara region green spaces. As a part of a campaign to raise funds for the cause, I was required to design a set of responsive websites with information about the charity and a link to donate via Go Fund Me.

Concept: The campaign uses nature imagery combined with text in all of its promotional pieces, so I wanted to keep the design consistent and opted to do a minimalistic website with a small forest in the background and the text, logo and button at the front. At the top and the bottom of the page, there are also extra links that redirect to the Niagara College, NPCF and social media pages.

Outcome: The final outcome is a responsive website that adapts to any device and takes into account the audience, with a simple and intuitive layout while keeping a consistent style with the rest of the campaign promotional materials.





SAUTÉ

Title: Sauté "Truly Spicy"
Role: Graphic Designer
Date: August 2019

Project Objective: Sauté is a wok restaurant specialized in Asian cuisine. One of the restaurant's highlights is the variety of spicy sauces they offer to accompany their meals. For this project, I was required to create a fun, colourful and minimalist logo for the restaurant as well as a custom packaging for the sauces.

Concept: Having been the original designer of the logo, creating a packaging that was consistent with the brand was very straightforward. The design had to be minimalistic and not to reveal the content inside. Ultimately I decided to create a fun, typographic design. Since I didn't want the design to be too overwhelming, I tried to use no more than 2 colours (other than black and white).

Outcome: The final design is a balanced composition that fully meets the project requirements. Three different designs were created for "mild", "spicy" and "ultra spicy" which can be easily recognized by the colour scheme, which was designed to resemble a traffic light. The fonts I used have a funny, playful look without losing readability and accompany the logo without being distracting.

WILLIAM GIBSON WEBSITE

Title: William Gibson - Personal Website
Role: Web Designer
Date: November 2019

Project Objective: For this project, I was asked to redesign William Gibson's website. William Gibson is a science fiction author widely known for his novel 'Neuromancer' published in 1984. The redesign project required knowledge of HTML and CSS as well as responsive web design.

Concept: The project consists of a desktop and a responsive version for tablets and smartphones of the same websites. I wanted to keep the website as simple and clear as possible. Since the older version looked outdated, I considered that using a black and white design with sans serif text (accompanied with images) would look professional and timeless. The main page contains links to social media, latest books and information about the author.

In addition to the website, I designed a promotional business card with a QR code linked to the website.

Outcome: The outcome is a clean, intuitive and professional-looking website. One of the biggest flaws of the original website was that it was difficult to navigate. I strongly believe the final outcome addresses all of the project requirements and makes navigation easy.



William Gibson.

