



AVERIE
ALLEN



JUPITER
SKIES
THERAPEUTIC MASSAGE

JUPITER SKIES

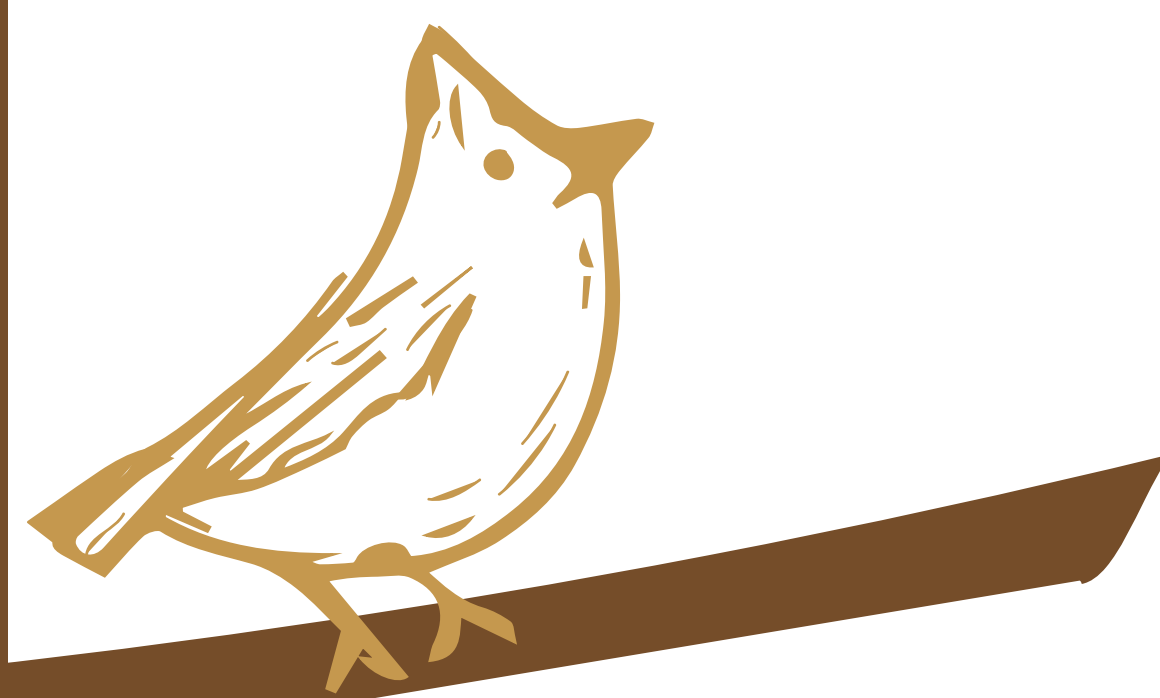
Branding & Logo Design

CHALLENGE:

Create a logo for a new business that effectively captures the calming, cosmic theme behind their name while remaining professional and therapeutic. The client requested the planet Jupiter in the logo.

SOLUTION:

To reflect the client's wants, I created a clean, minimalist logo encased in a Jupiter moon orbit, adding gentle movement and cohesion. A subtle twinkle enhances the celestial theme without overpowering the design. Throughout this project, I created business cards, appointment cards, and a series of signs.







OREGON BEHAVIORAL HEALTH

Logo Design

CHALLENGE:

Create a logo for an independent mental health practice that conveys growth, balance, and resilience. The client wanted to focus on hope and healing rather than sadness.

SOLUTION:

For OBHIPA, I incorporated the state outline as a border around the logo. An olive branch stretches across the state, symbolizing peace and unity, while its stem doubles as a river, reflecting Oregon's natural landscape and vibrant spirit.







CHANNEL ORANGE

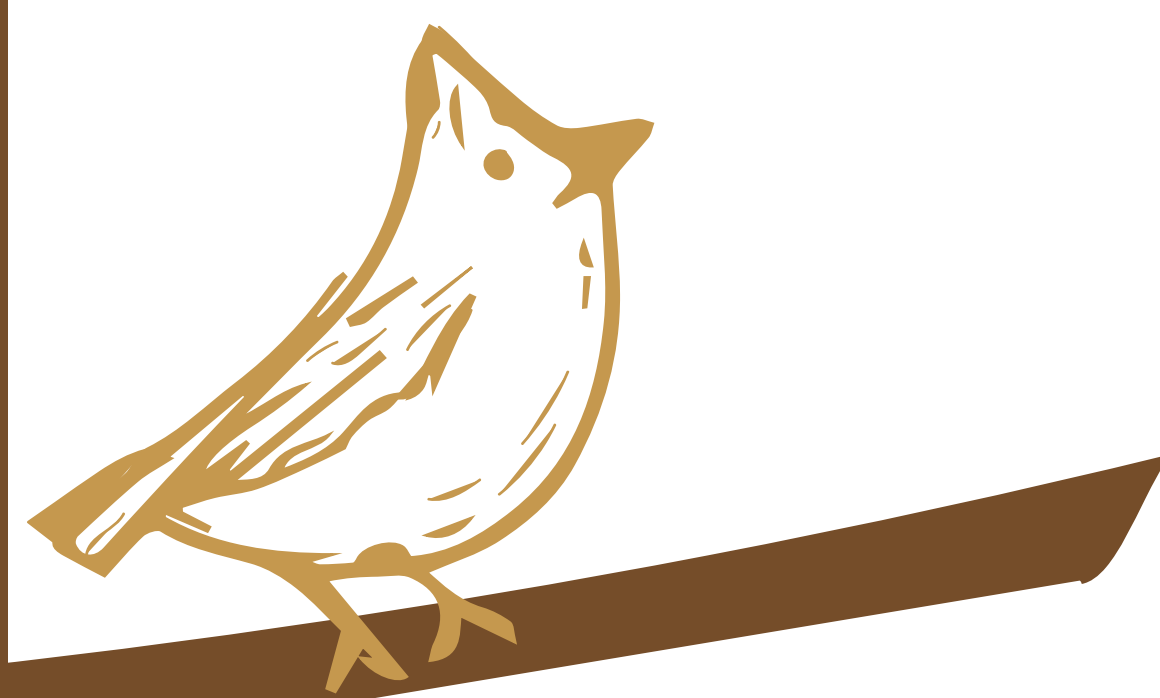
Album Cover Design

CHALLENGE:

Reimagine and recreate a new album cover using digital illustration techniques. The goal was to move away from minimalism and introduce a more narrative or stylistic visual identity that better reflects the album’s tone and era.

SOLUTION:

The original cover featured a simple solid color, so I decided to embrace the 2000’s aesthetic it reflected. Using Adobe Illustrator, I designed a new cover centered around a box TV, capturing its nostalgic glow and signature grain. This approach brought a retro yet moody vibe to the piece, aligning with the era’s visual tone.







FERN & FLOW

Collaborative Branding, Logo, & Website

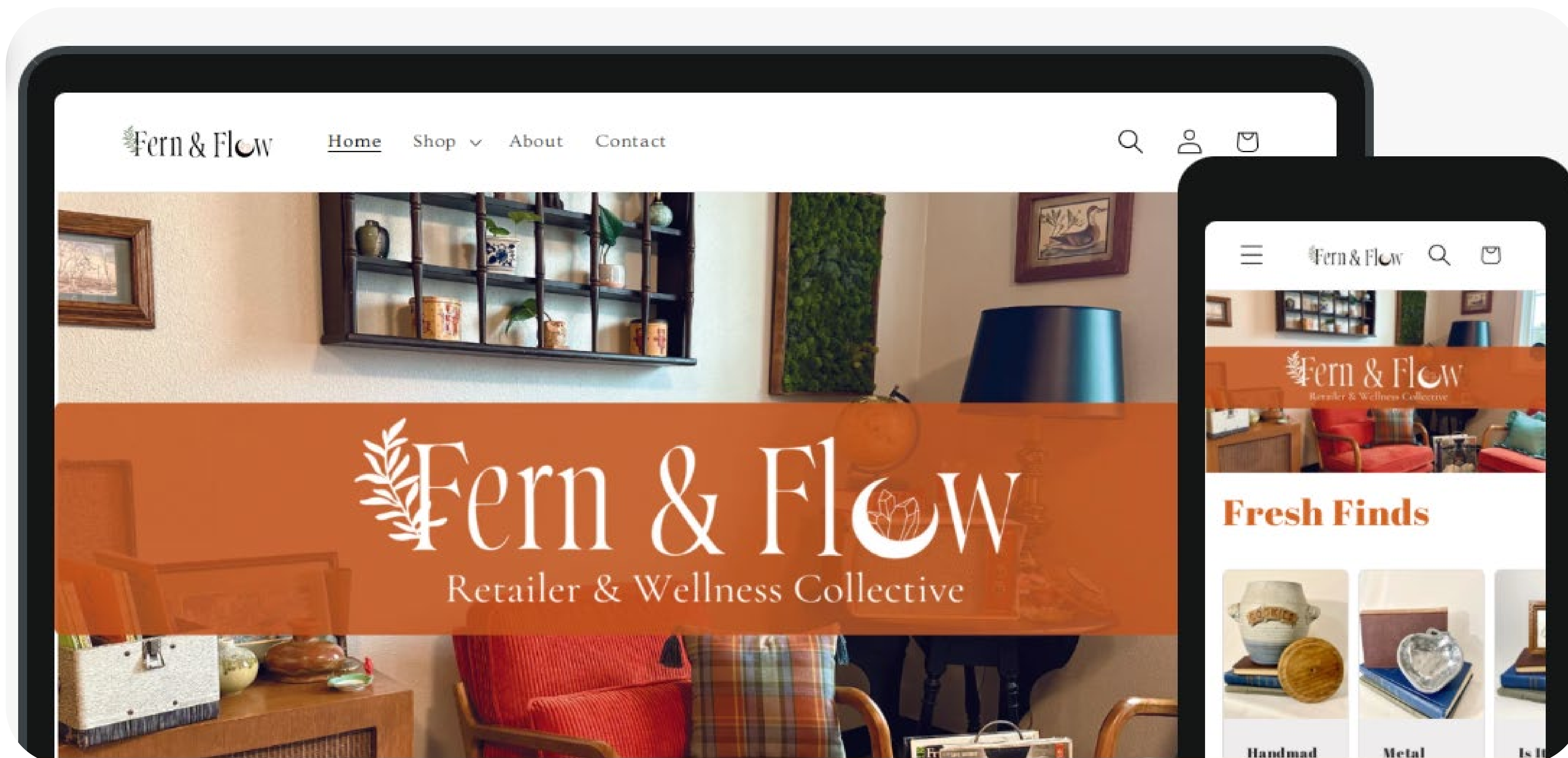
CHALLENGE:

Together with my business partner, we set out to create a unique brand that weaves vintage style, plants, yoga, and holistic wellness. We needed a visual identity that captured a sense of groundedness and growth, while standing out in a crowded wellness market. As a collaborative effort, it was essential to blend both of our visions while keeping the design cohesive and authentic.

SOLUTION:

While developing the brand identity, Fern & Flow became simplistic, yet striking, using a mix of retro-inspired and modern color palettes to reflect our aesthetic blend. The logo & website was a collaboration, while I personally took charge of packaging, social media, brand guides, and collateral.





BEAR TRACKS

Honey Nut Oat Cereal



MEET PAWL!

PAWL IS A FRIENDLY PARK RANGER WHO LOVES NATURE MORE THAN ANYTHING! HE SPENDS HIS DAYS EXPLORING FORESTS, HELPING ANIMALS, AND TEACHING PEOPLE HOW TO TAKE CARE OF THE EARTH. PAWL IS ALWAYS SMILING, READY WITH A FUN FACT ABOUT A TREE OR TRAIL, AND HE BELIEVES EVERYONE CAN HELP PROTECT THE PLANET.

PAWL'S TIP OF THE DAY:
THIS CEREAL BOX CAN BE RECYCLED!

10% OF PROFITS GO TO THE NATIONAL PARK FOUNDATION

NO SUGAR ADDED

USDA ORGANIC

NON GMO Project VERIFIED

BEAR TRACKS CEREAL

Packaging Design

CHALLENGE:

Create a children’s cereal that promotes nature & best recycling practices to a younger audience, while being enticing.

SOLUTION:

I designed Bear Tracks with a playful mascot, Pawl the Park Ranger. He models positive eco-behaviors and encourages outdoor exploration. The design uses earthy colors, nature-themed illustrations, and interactive elements like a Junior Ranger guide and badge to make sustainability fun, accessible, and memorable for kids.





Nutrition Facts	
About 7 servings per container	
Serving size 1 cup (39g)	
Calories 140	
Amount per serving	
Total Fat	7g
Saturated Fat	1g
Trans Fat	0g
Cholesterol	0mg
Sodium	230mg
Total Carbohydrate	19g
Dietary Fiber	0g
Total Sugars	0g
Included by Added Sugars	0g
Sugar Alcohol	7g
Protein	10g
Vitamin D	20mcg
Calcium	100mg
Iron	3.6mg
Potassium	100mg
Vitamin A	10%
Vitamin C	20%
Vitamin E	10%
Vitamin B1	10%
Vitamin B2	10%
Vitamin B3	10%
Vitamin B6	10%
Vitamin B12	10%
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Vitamin B99	10%
Vitamin B100	10%





MIZAR

Logo Design

CHALLENGE:

Design a logo for an elevated eyewear brand that nods to the identity of Mizar, which is inspired by the bright star system in the Big Dipper constellation. The logo should incorporate the brand's tagline. This was a 30-minute timed design challenge.

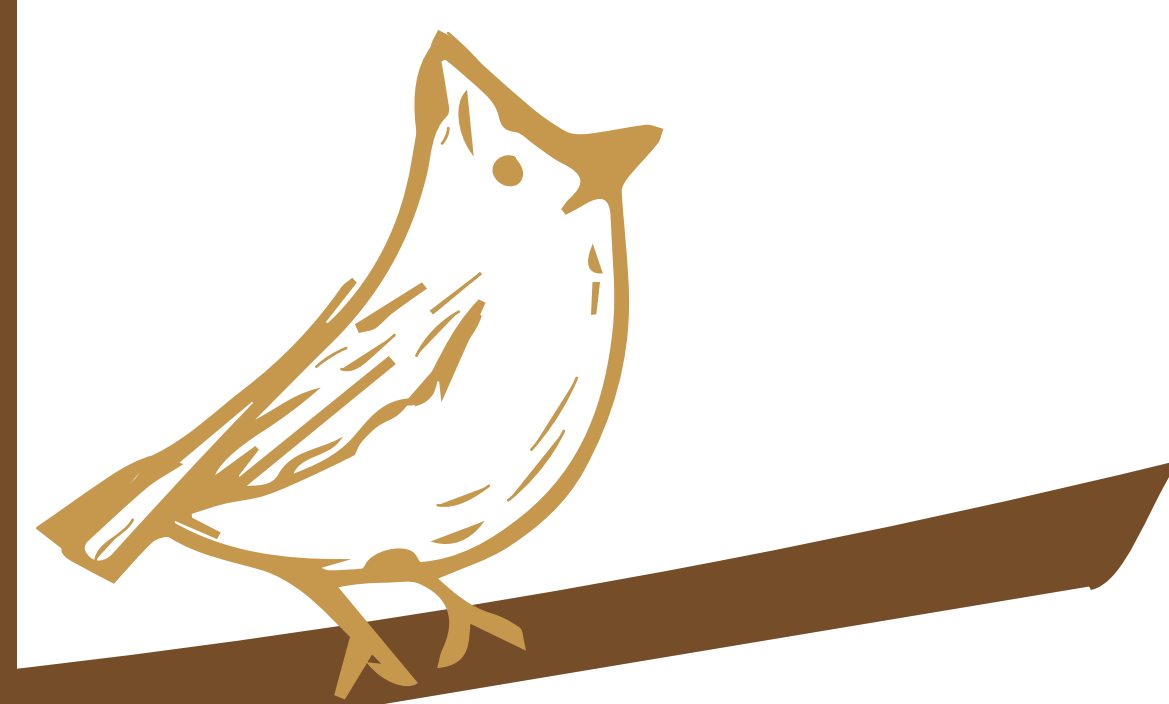
SOLUTION:

For this timed challenge, I opted for a clean, luxurious wordmark with a playful touch. I dropped the descenders from the M & R, and added a star to the "i" to subtly reflect the brand's story.



MIZAR
CLAIM YOUR LOOK WITH THE
PERFECT GLASSES

MIZAR
CLAIM YOUR LOOK WITH THE
PERFECT GLASSES





NOWHERE LANDS

Exploring Utopian & Dystopian Voices

Edited By Karl Meiner

Nowhere Lands: Exploring Utopian & Dystopian Voices explores a continuum of societal extremes from a writer's belief in a more perfect democracy to the cruel and brutal actions of an authoritarian leader. Each essay, poem, speech, and story form a map to nowhere lands; they are places that begin in the author's imagination but become real as readers discover worlds simultaneously foreign and familiar. This collection includes diverse pieces from authors of different centuries, cultures, and worldviews.

From the 1963 inaugural address of Alabama's Governor George Wallace who declared "segregation now, segregation tomorrow, segregation forever" to the 2020 presidential inauguration poem by Amanda Gorman who described the desire for "a country / better than the one we were left with," this book presents societies pushed to extremes.

The works in this anthology use topics such as race, gender, and economics to evaluate societal organization through the fantastical and the mundane. In this moment of seismic cultural and political change, this book provides a meaningful opportunity to reflect on what each author asserts about our future. In turn, readers are encouraged, through guided questions and contextual footnotes, to consider how the worlds described in the anthology mirror the world outside their windows.

Karl Meiner is an instructor at Chemeketa Community College. His pedagogical and scholarly interests include researching classroom dynamics, teaching graphic narratives, and supporting students in becoming confident writers.

 Chemeketa
Press



NOWHERE LANDS

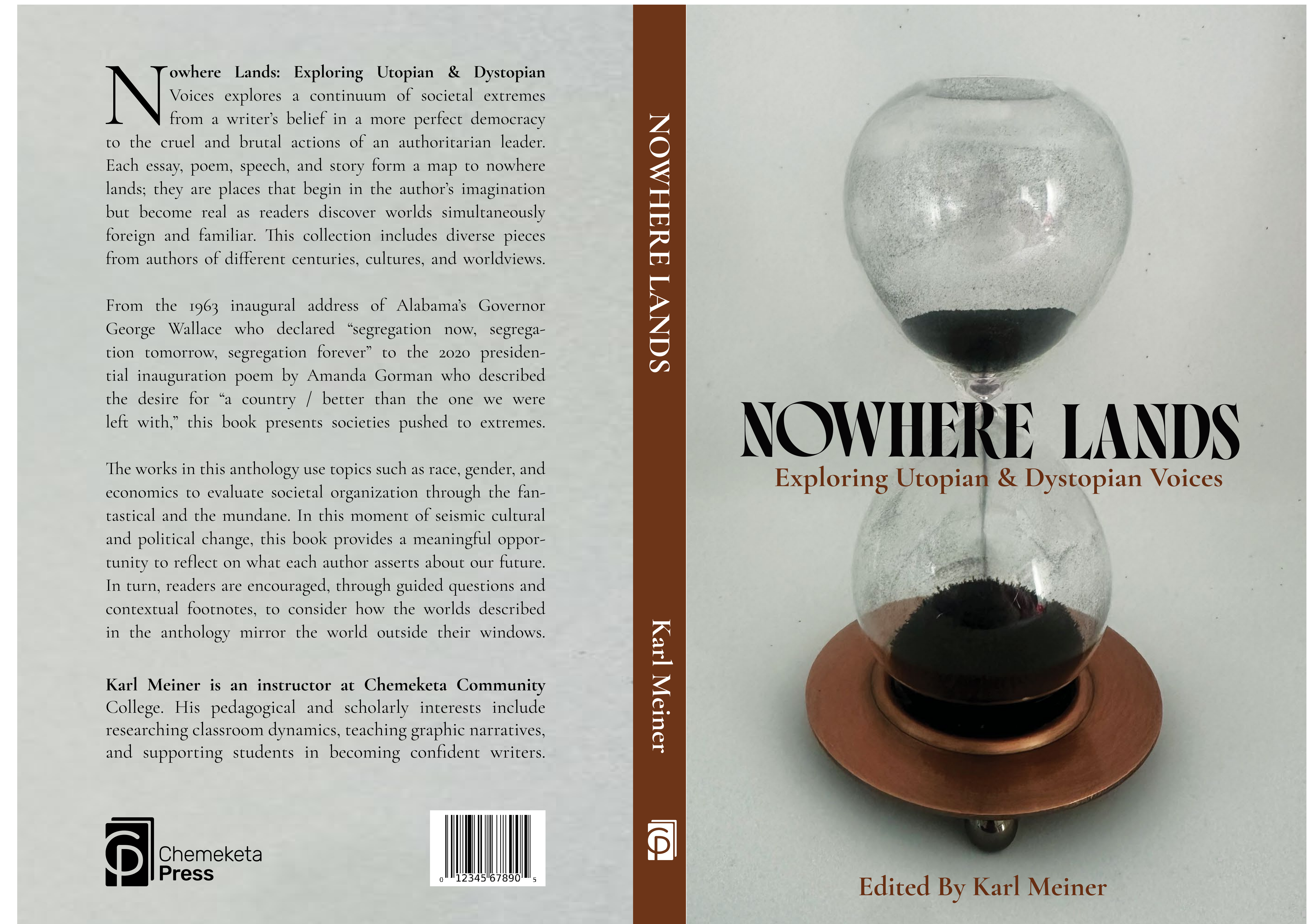
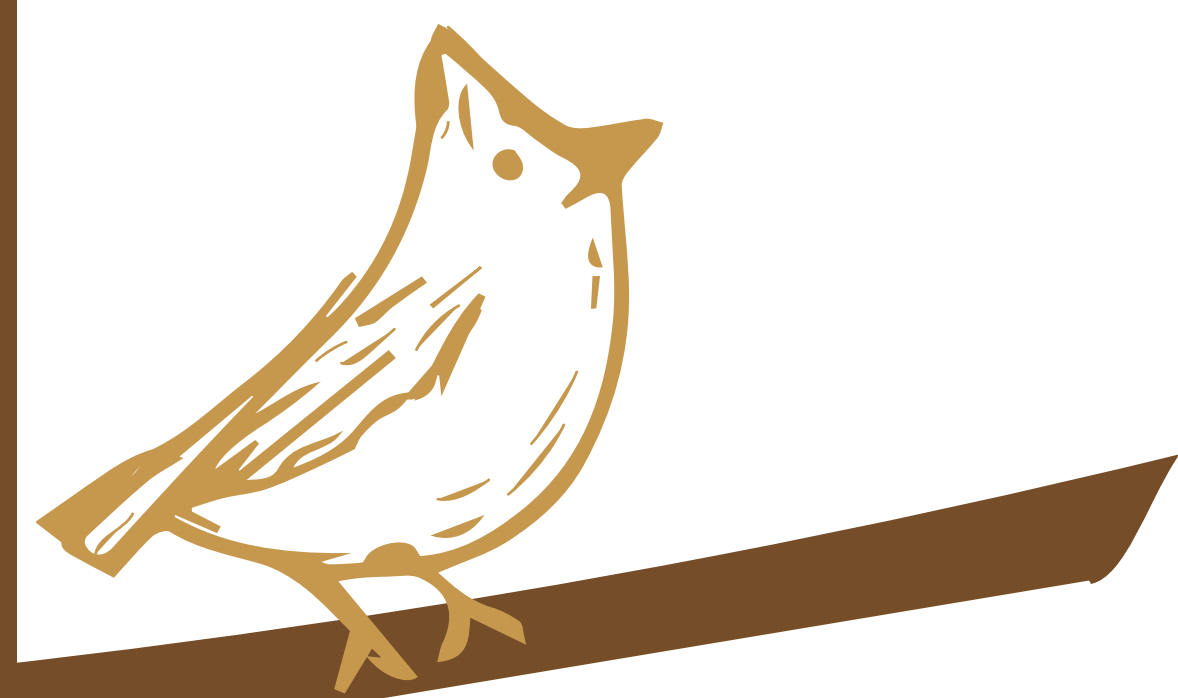
Book Cover Design

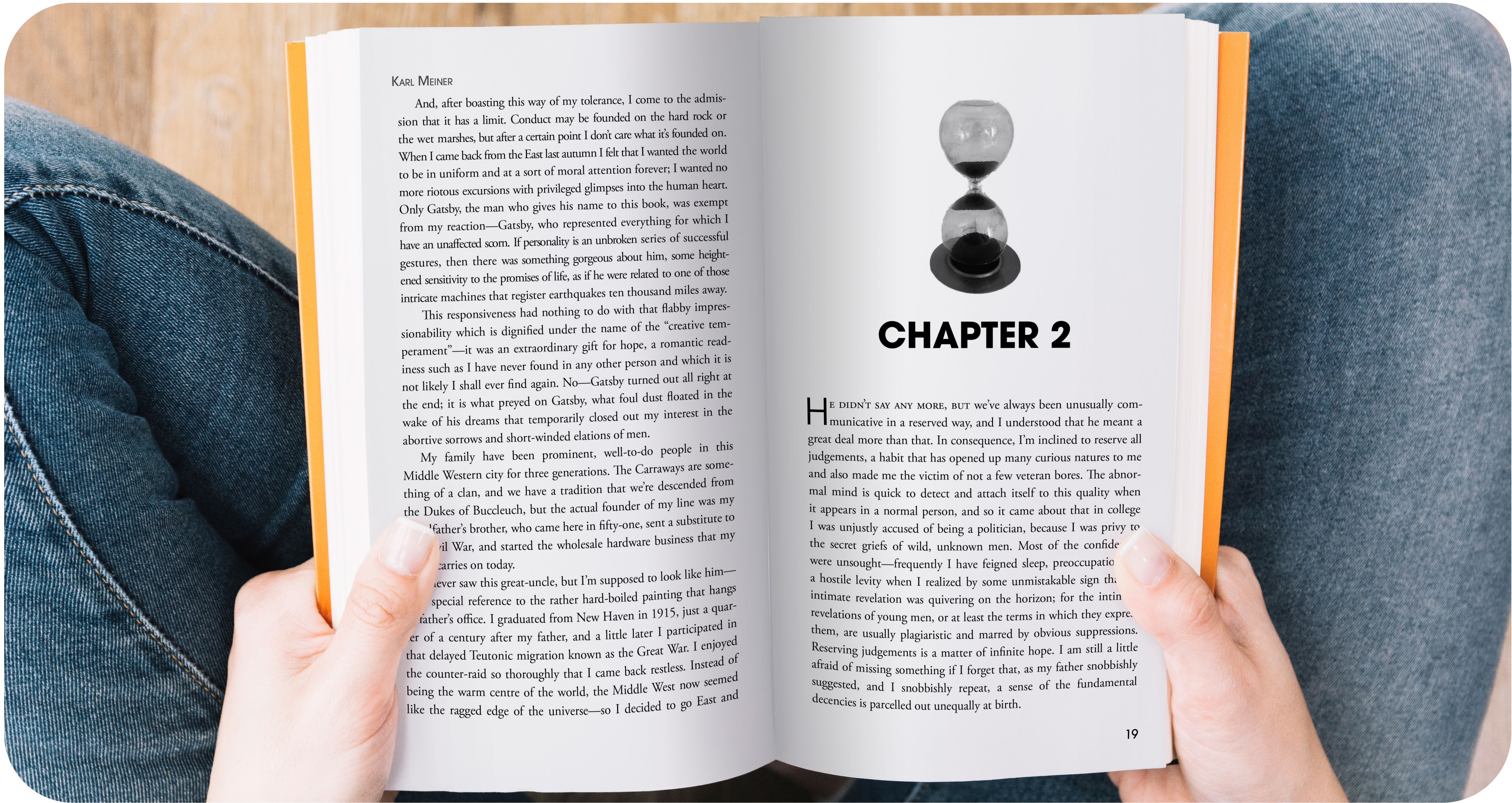
CHALLENGE:

Design a book cover that captures the ebb and flow between dystopia and utopia, avoiding clichéd young adult motifs or overused genre tropes.

SOLUTION:

I chose an hourglass for this cover because, although we can flip it and start the hour again, the same sand always flows through. It symbolizes how dystopias and utopias share the same essence, without relying on traditional genre symbolism.








OREGON COAST HIGHWAY BIKE
August 18th | 9am

LEVEL:   | some difficulty


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Thursday, July 10th

MT. HOOD SOCIAL CLIMB



OUR



FIND YOUR SUMMIT. SHARE THE JOURNEY



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MOUNTAIN MEETUP

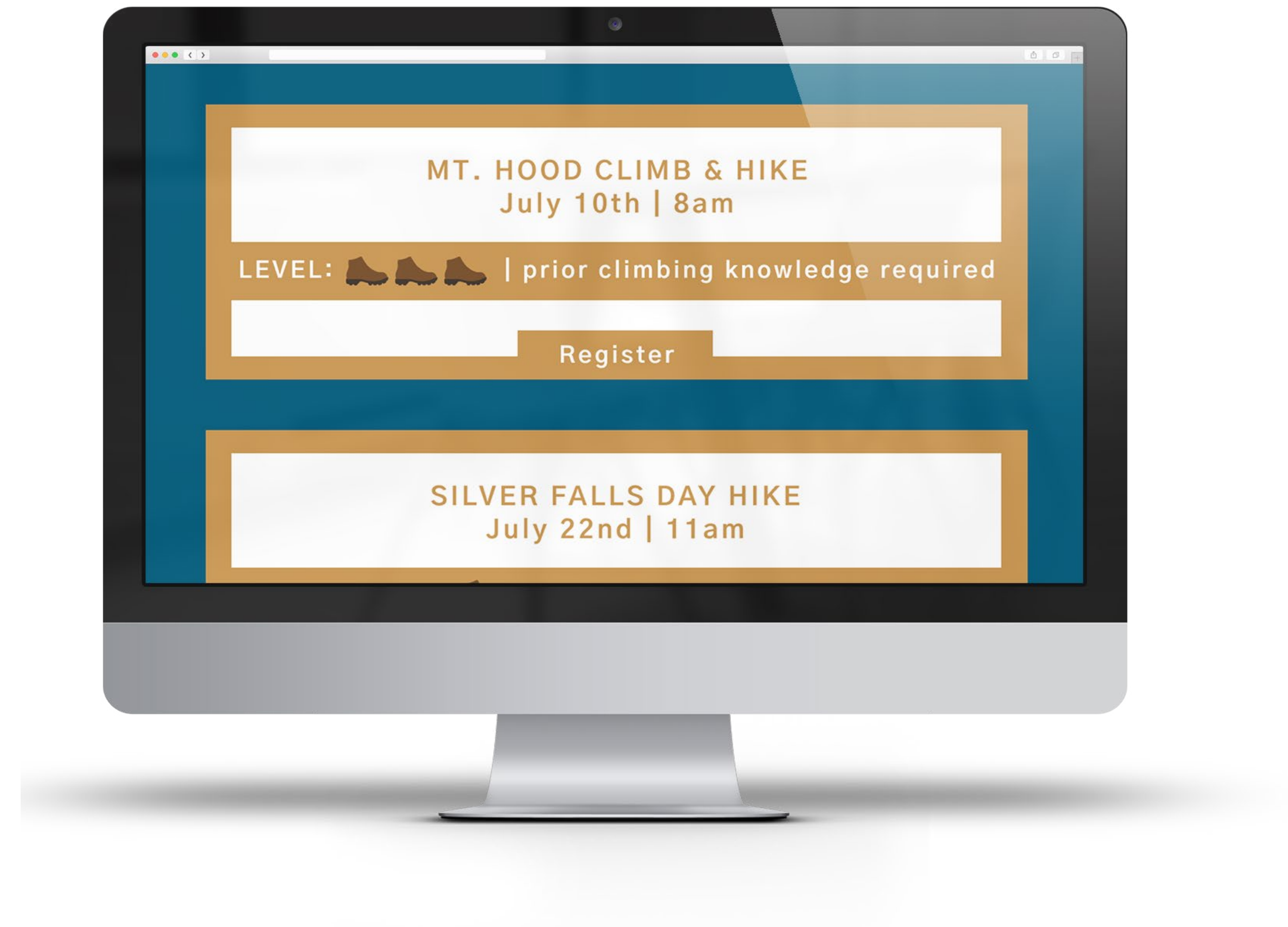
Website Design

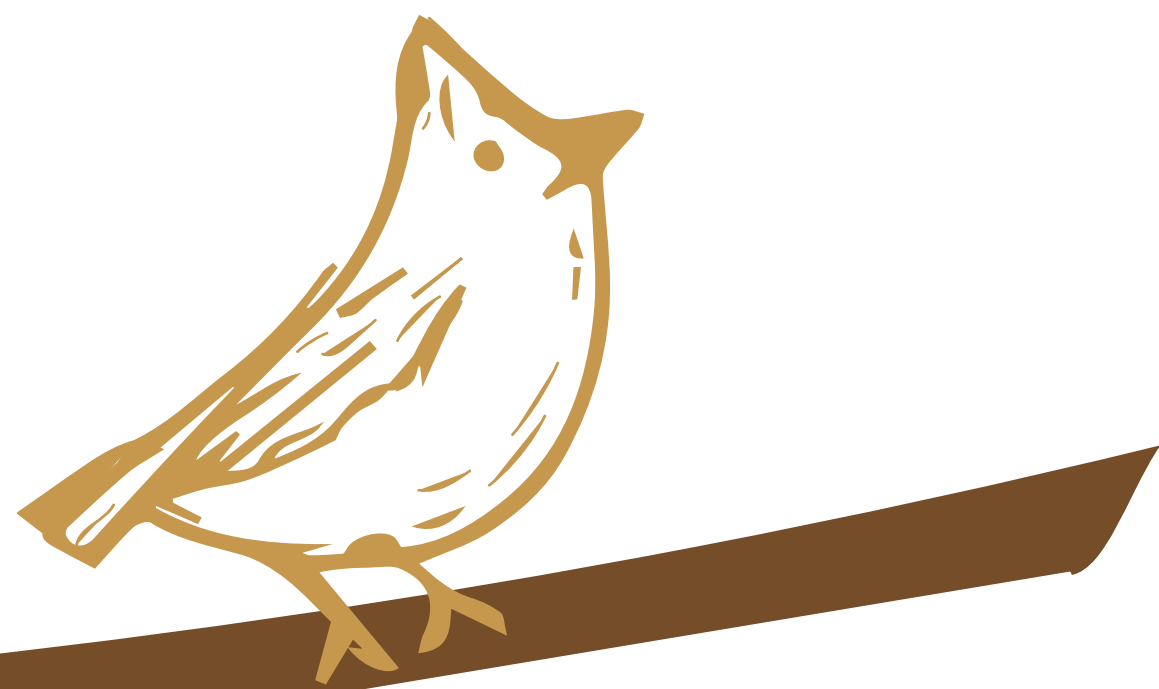
CHALLENGE:

Design a natural-aesthetic based website that promotes the outdoors, their services, and is functional for clients to book meetups.

SOLUTION:

I designed the Mountain Meetup website to create an engaging and welcoming experience for climbers, hikers, and outdoor enthusiasts. The site showcases essential features like meetup events, donation options, and the organization's mission. As part of the project, I developed custom illustrations and graphics to enhance the visual experience.






Mountain Meetup

HomeAboutMeetupDonate

Thursday, July 10th

MT. HOOD SOCIAL CLIMB



JULY 10TH | 8:30 AM


MEET AT THE LODGE IN THE MAIN PARKING LOT

Join a crew of climbers, hikers, & adventure seekers for a social summit climb at Mt. Hood! Previous climbing experience recommended.

Mt. Hood Experience

Register Online


FIND YOUR SUMMIT. SHARE THE JOURNEY





Mountain Meetup was founded by a group of outdoor enthusiasts with a shared passion for adventure. Our goal is to bring together like-minded people to explore trails, scale peaks, and mountain bike through wild terrain. Whether you're a beginner or a seasoned adventurer, there's a place for you in our community.

Find a Meetup!

OUR JOURNEYS

HIKING

BIKING

CLIMBING

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you@example.com

Submit



Mountain Meetup


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UPCOMING MEETUPS

Join a community of outdoor lovers for guided hikes, workshops, evening gatherings, and special events. Whether you're here to explore, learn, or just unwind in nature, there's something for everyone.

MT. HOOD CLIMB & HIKE


July 10th | 8am

LEVEL:  | prior climbing knowledge required

Register

SILVER FALLS DAY HIKE


July 22nd | 11am

LEVEL:  | all adventurers welcome!

Register

WAHCLELLA FALLS DAY HIKE


August 12th | 10am

LEVEL:  | all adventurers welcome!

Register

OREGON COAST HIGHWAY BIKE

August 18th | 9am

LEVEL:  | some difficulty

Register

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Submit



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WAHCLELLA FALLS DAY HIKE

August 12th | 10am


Join us for a morning at Wahclella Falls! We will meet at the trailhead sign at 10am. Please pack a lunch for eating at the falls.

Please note, our guides are not wilderness experts. Bring your 10 essentials and safe hiking practices.

Register

Mountain Meetup

HomeAboutMeetupDonate



OREGON COAST HIGHWAY BIKE

August 18th | 9am

Take a trek down one of Oregon's 7 wonders! We'll take a ride down the Oregon Coast Highway, beginning at Lincoln City Beach.

Meet promptly at 9am. Pack a lunch and other supplies you'll need for the journey.

Register



KEEP
SALEM
CREATIVE



GET
OUTSIDE

BIKE!
HIKE!
CLIMB!
SKI!
OUTSIDE!

STICKER COLLECTION

KEEP
SALEM
CREATIVE



BIKE!
HIKE!
CLIMB!
SKI!
OUTSIDE!



THANK
YOU!



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