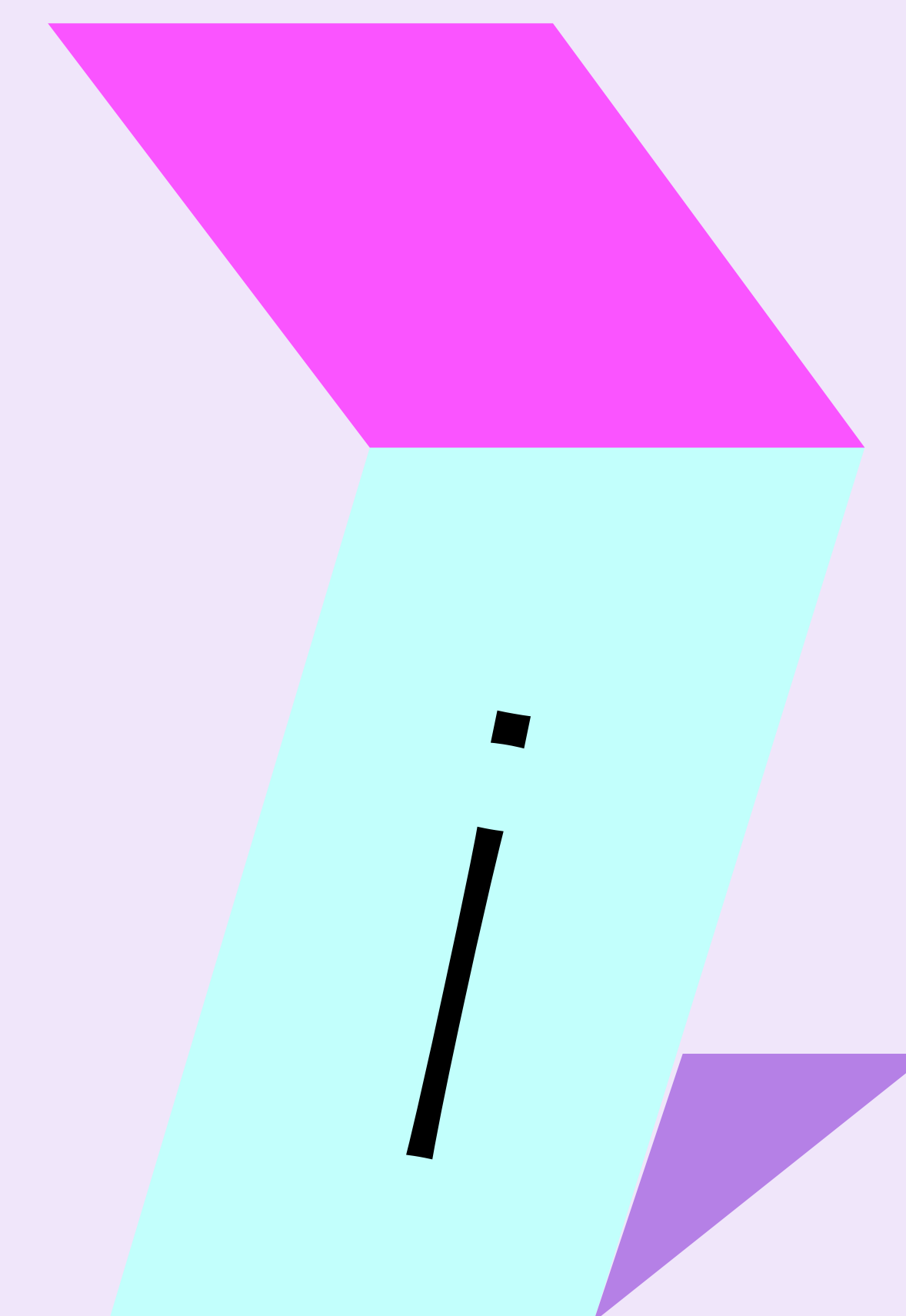


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Portfolio



# Night and Day

## Book Design & Publicity Package

### Challenge

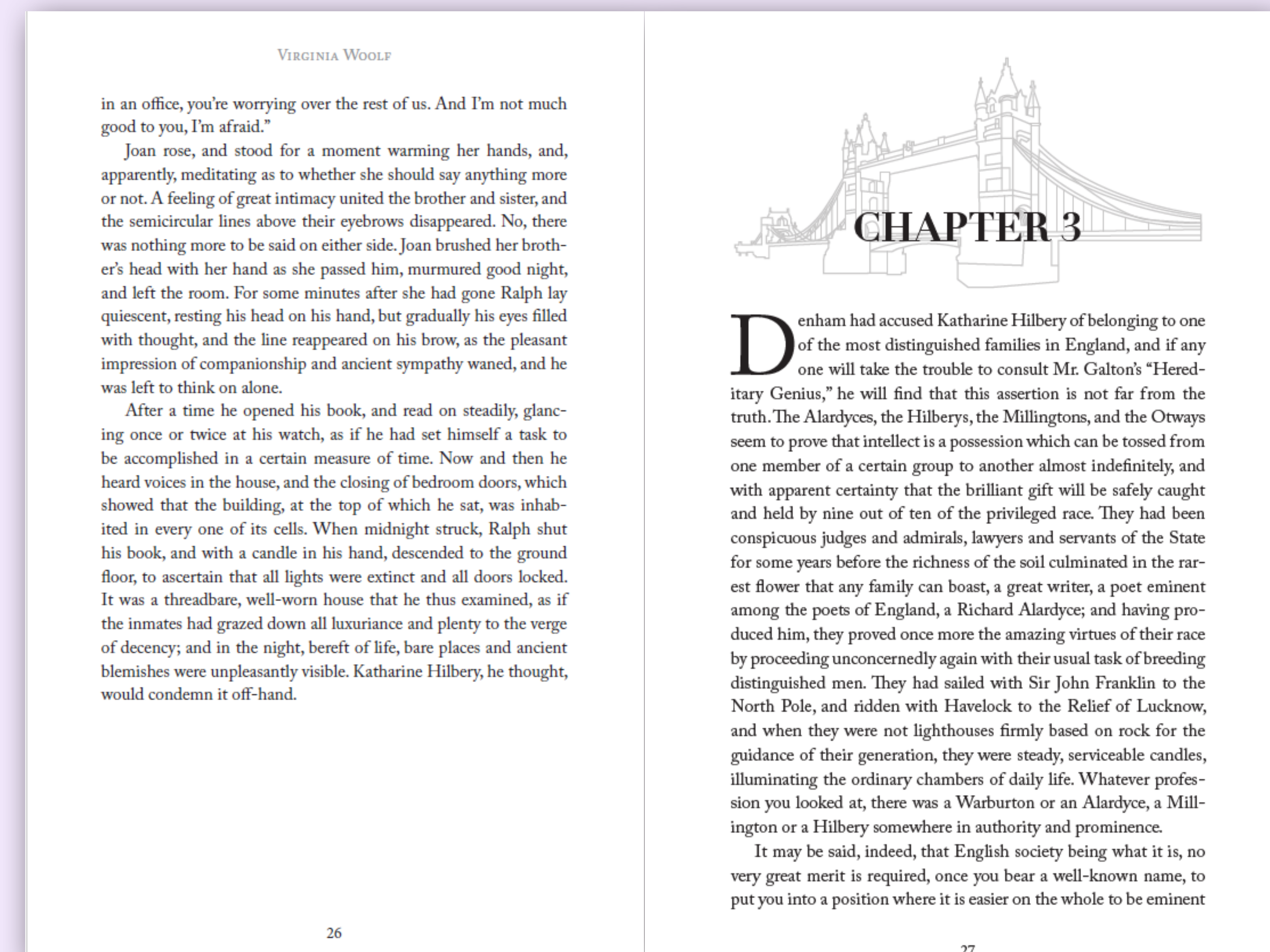
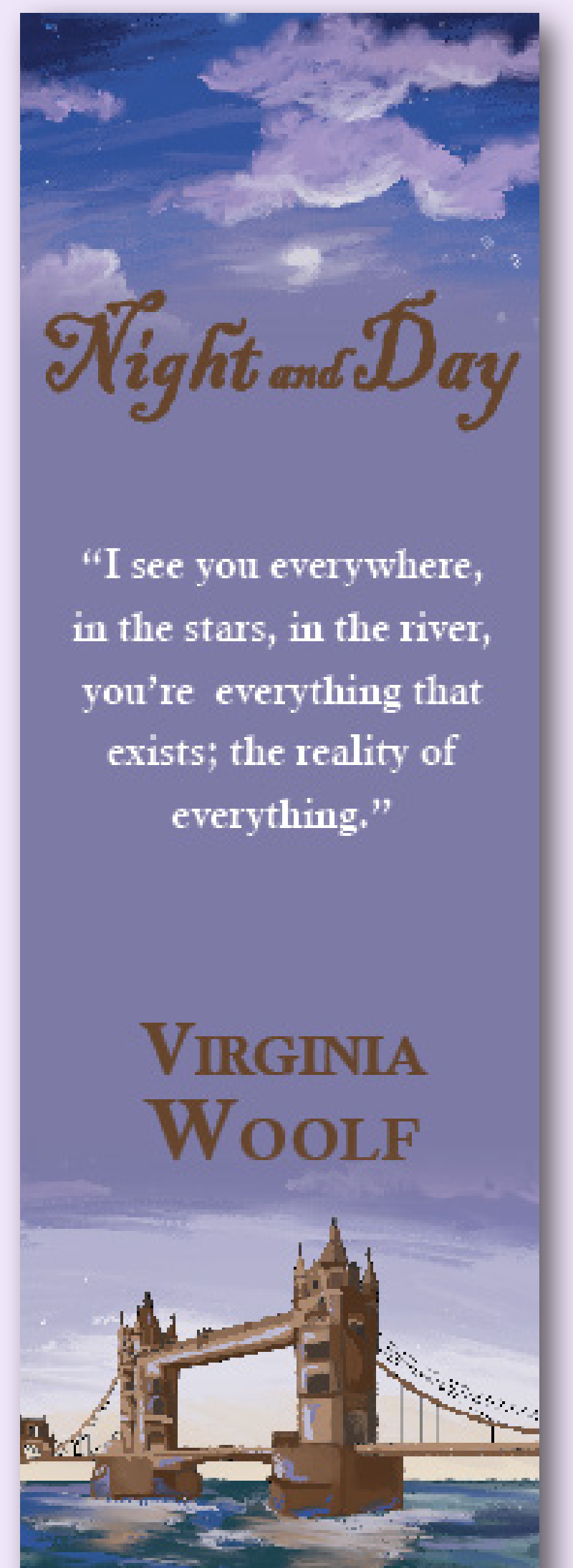
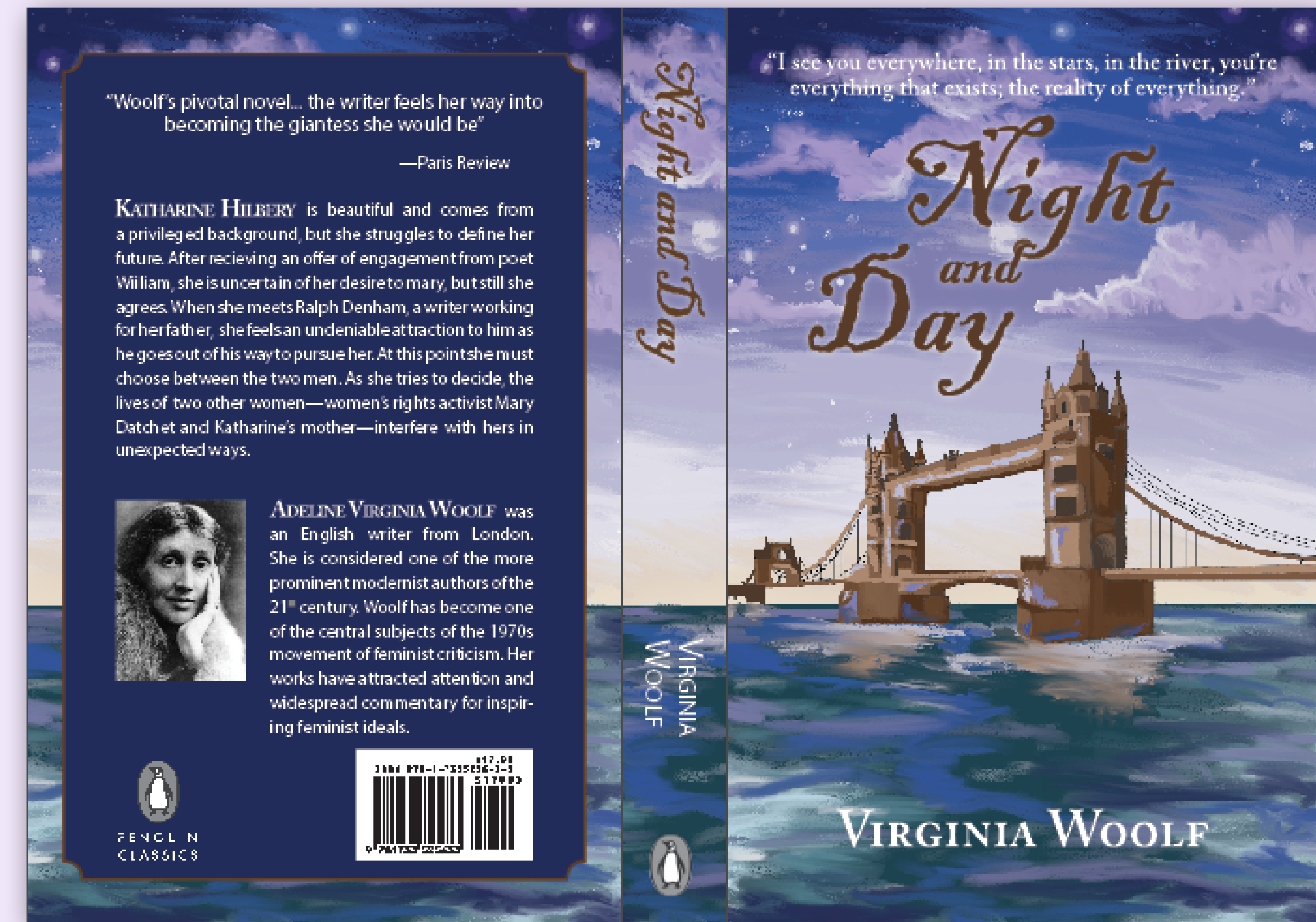
Create a book cover/interior design that reflects the content, genre, and time period of the chosen book; create a matching publicity package (i.e. bookmark, business card, etc.) to promote the book's author.

### Process

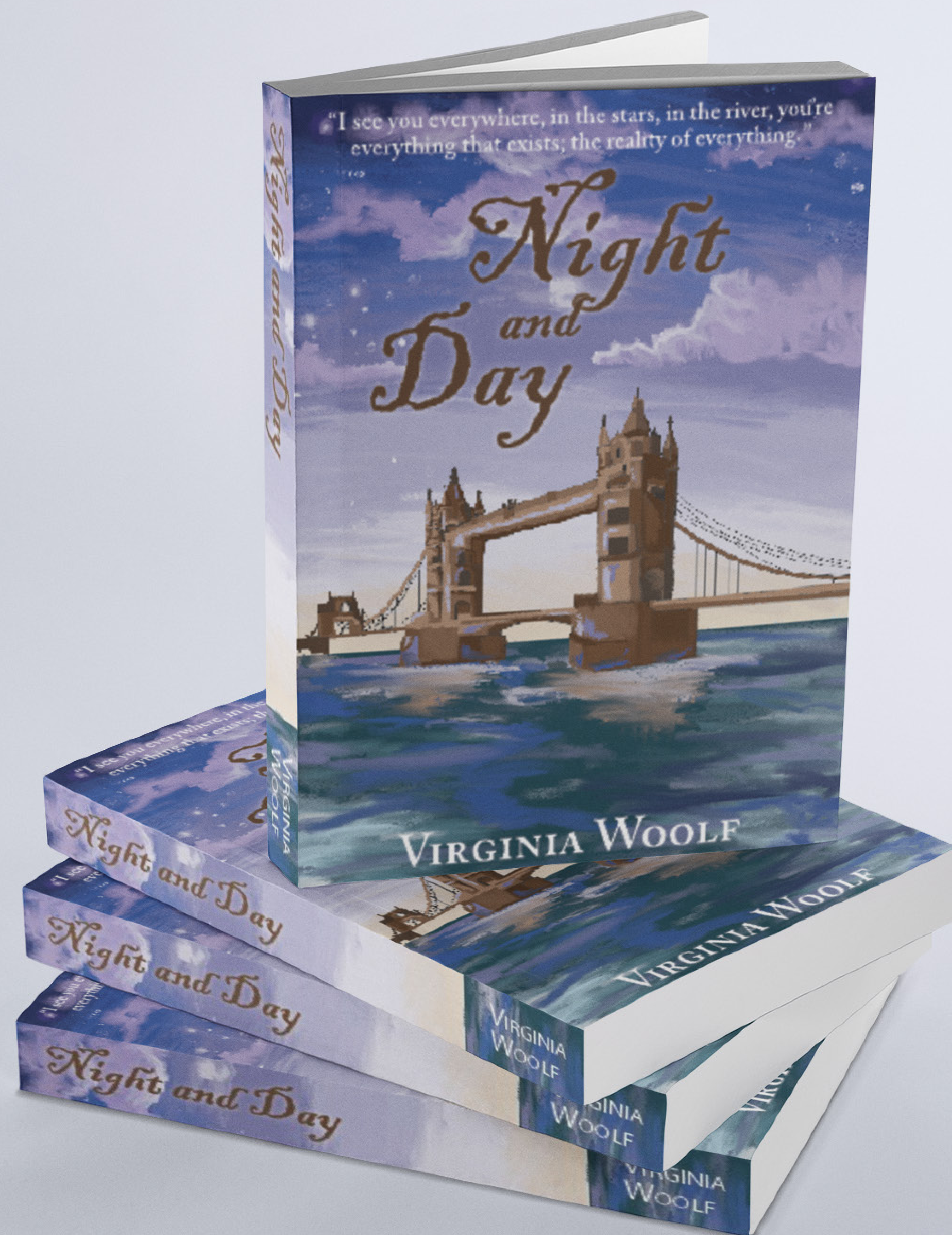
A dreamy night sky illustration and a bridge to match the book's romantic theme, and a script font for the title to match the organic shapes in the painting.

### Software

Illustrator, Photoshop, InDesign









# Fetch Magazine

## Front Cover & Articles

### Challenge

Design the layout for an imaginary fashion magazine including the front cover, feature article, and short article.

### Process

I started by brainstorming ideas with my group and created a moodboard with the collective ideas we came up with. After selecting an image to incorporate into the design, I played around with typography and colors to draw emphasis to the design. For the spreads, I did extensive research on fashion trends and terminology, and then I wrote and edited 2 articles on makeup looks and how to style prints. After that, I collected imagery to illustrate the theme of each article, and I used photoshop to remove the backgrounds and scale/recolor them to fit with the page.

### Software

Photoshop, InDesign







# KYLIESKIN

BY KYLIE JENNER

## Makeup

### 3 Hot Trends That Defined the Early 2000s And How to Recreate Them

By Iesi Johnson

No outfit is complete without makeup! This article will inspire ideas to elevate your routine and spark your nostalgia

**Frosty Eyeshadow**  
It's no surprise that the early 2000s are making a comeback; all of the hottest styles—from bold eyeliner to smoky eyeshadow, low-rise jeans to chunky sneakers—are being revived and reinvented for today's fashion scene, proving that some trends really do come full circle. Here's our 3 favorite y2k makeup trends for you to try at home.

**It's everywhere; Instagram, Tik-Tok, Pinterest—makeup artists from all over are creating bold looks for every occasion**

**Nude Lips**  
Subtle, smooth, sophisticated. Need we say more? A nude lip is all you need to take your look from drab to fab! Start with a hydrating lip scrub to create a smooth canvas for your product to increase longevity. Next, apply a thin layer of primer to create a tacky base. Picking a good lipstick can be tricky; there are so many options, it's hard to tell which is best. We recommend brands like Clinique, Revlon, and Maybelline that can be easily identifiable in your nearest market and drug store. For greater results, also try applying a nude liner prior to the lipstick application. Once you have applied both to your lips, grab a napkin and gently blot for an extra smooth finish.

## Fashion & Style

### Pattern Play: Expert Tips for Styling Bold Prints with Confidence

By Iesi Johnson

Take your look from drab to fab—all in just a few simple steps!

**Need some inspiration for styling your printed wardrobe? We've got you covered with these 5 tips & tricks to make you look and feel more put together.**

**Think About Color**

**Coordinate**  
When working with printed clothing, it's important to balance bold designs with neutral or complementary tones. Consider your print's primary color and use it as an accent color in your printed accessories, or vice versa. For example, a multi-colored print shirt will look great with solid-colored pants. For example, a multi-colored print shirt will look great with solid-colored pants. For example, a multi-colored print shirt will look great with solid-colored pants.

**Layer with Solids**  
Prints are a fun way to add some pizzazz to an outfit. Layering more elaborate pieces, consider a solid base layer to bring your look together. For example, if you have a beige and brown plaid shirt, try pairing it with a solid-colored top.



With a cream-colored mini dress and brown suede boots, you have a monochromatic color scheme that will give you a sophisticated appearance. Another example is if you have an ornate skirt—add a plain t-shirt and canvas shoes for a more relaxed look.

**Play with Your Materials**

**Stick to One Statement Piece**  
Whether you're dressing up, or dressing down, the main rule of thumb is to keep it simple. While some patterns can pull off being alone for emphasis, most have to stand alone to avoid the balance element that will ruin the balance and color scheme of your look. For example, if you're sporting a bold green print, it wouldn't be ideal to also wear a bright orange.

**Accessorize Your Look**  
Accessories are a great way to express your personality in an outfit. Whether you're going from plain to polished—such as adding a necklace, earrings, or a hat and belt. Pick your favorite add-on to elevate your wardrobe with confidence. Pro tip: make sure your materials match—try not to mix silks with golds or leathers with silks, etc. You should also consider matching the overall tones of your outfit with your jewelry, warm tones with golds, and cool blues with silvers.

**Play with Proportions**  
When styling your printed ensemble, think about creative ways to accentuate your body's proportions. Sporting a striped button-up and a black coat? Try pairing them with high-waisted pants and tuck your shirt in to accentuate your legs. Another way to accentuate your legs is to wear a skirt that sits at the waist and a top that sits at the waist. This will help to blur the line between your arms and your legs, creating the illusion of a leaner figure.

**Watch your style go from plain to polished—and it's as simple as adding a necklace and earrings, or a hat and a belt!**

#### Seasonal Color Palettes you Need to Try

With each passing season comes a new functioning aesthetic. Keep yourself prepared with these color combinations!

**No.1 Fall: Warm & Lush**  
A popular favorite, the fall season introduces a comforting collection of warm tones and rich hues. Incorporate your color palette to the changing leaves with deep reds, earthy browns, burnt oranges, golden yellows, and substantial greens.

**No.2 Winter: Rich & Deep**  
In the coldest time of the year, it's best to stick to cool tones: purples and blues are ideal-like jewel tones, for example. You can also try pairing them with black or white for an elegant finish.

**No.3 Summer: Bright & Bold**  
Vibrant and warm, the summertime aesthetic is characterized by vibrant and high-energy colors. To capture the season's feeling, try a tropical color palette like sunny yellows, mint greens, bright corals, and rich turquoise. These colors also pair well with light greys and crisp whites.

**No.4 Spring: Soft & Fresh**  
The spring season is all about rejuvenation. Think pastels: shades like baby pink, blue, and yellow. You want to mimic clear blue skies and beautiful florals that fill the scenery. Also, try pairing with warm beiges and ivory shades for balance.



Fetch MAGAZINE 11







# Oregon Bike Shop

## Website Redesign

### Challenge

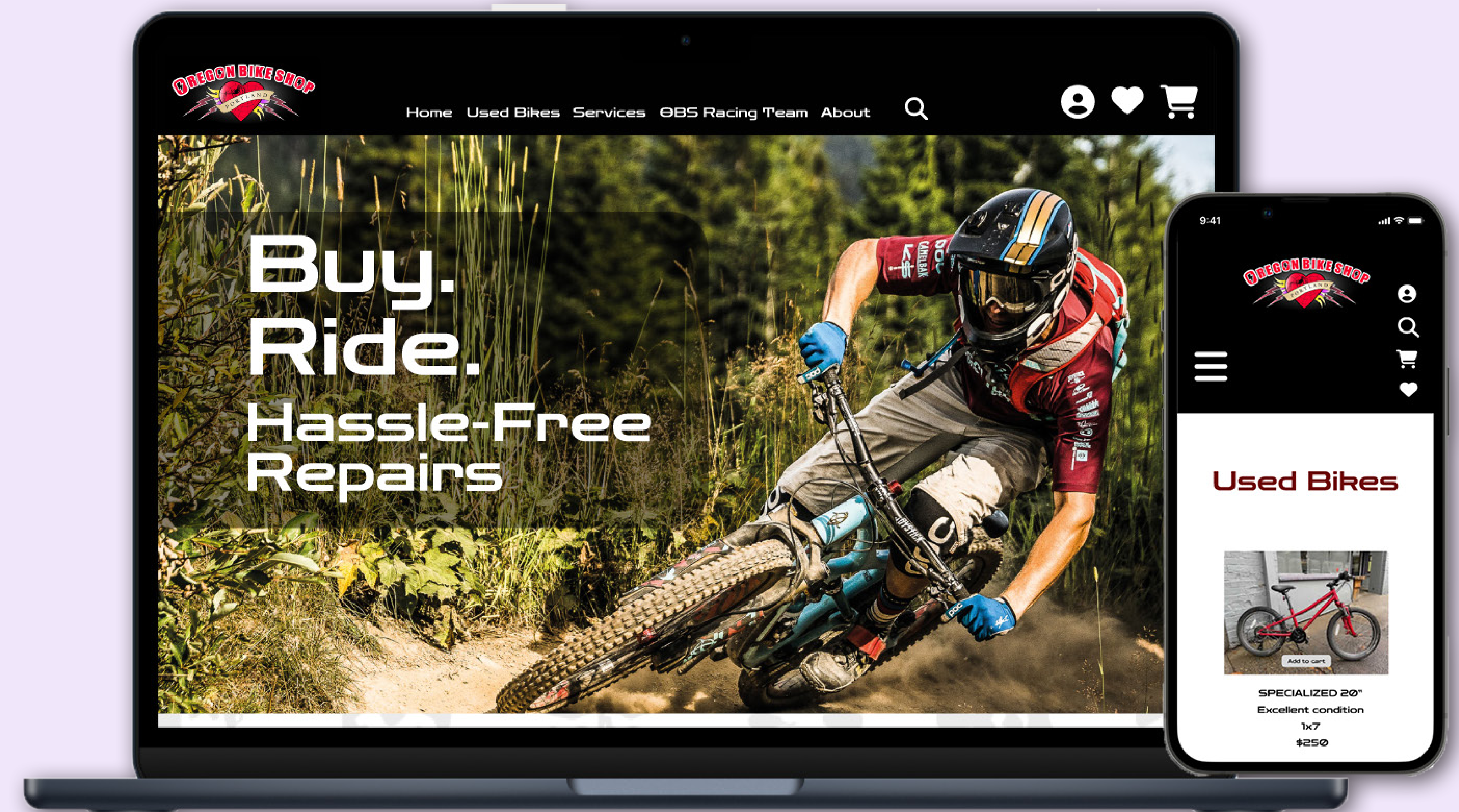
Design a stylish website for a local bike shop to promote sales, highlight events, and exhibit functionality.

### Process

I started by doing some competitor research and making a wireframe. I then began to research imagery that reflects the grittiness of mountain biking, and I added a faint tire pattern to add texture and visual interest.



### Software


Photoshop, Figma





home-desktop

[Home](#) [Used Bikes](#) [Services](#) [OBS Racing Team](#) [About](#) 



# Buy. Ride. Hassle-Free Repairs




## Racing Events

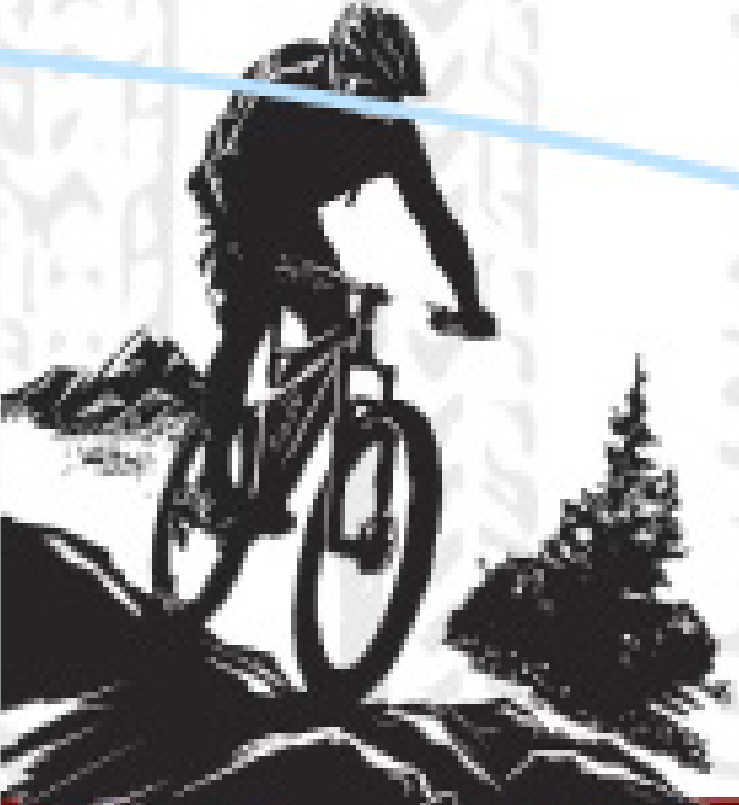
- Oregon XC Series**  
Cross Country Mountain Bike Nationals
- Short Track MTB**  
Monday nights at PIR
- Road Racing**  
Wed. nights in July on Mt. Tabor
- Cyclocross**  
Cyclocross Crusade series


Ape Canyon with Sue and Oregon Bike Shop team

### St. Patrick's Day Sale! 10% off



### Shop All Bikes










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[Cart](#)

418 SE 81st Ave. Portland, OR. 97215  
503-575-1804  
ride@oregonbikeshop.com

Oregon Bike Shop 2025

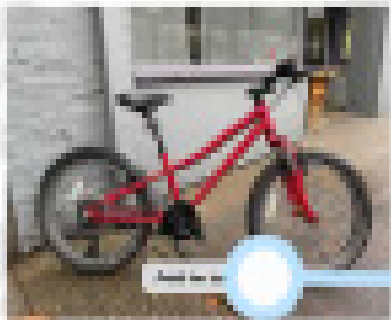
products-desktop

Flow 2


[Home](#) [Used Bikes](#) [Services](#) [OBS Racing Team](#) [About](#) 

## Used Bikes

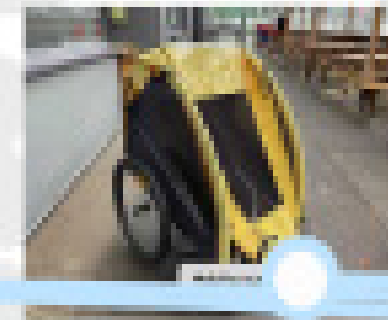
### St. Patrick's Day Sale! All Bikes 10% off




**SPECIALIZED 29"**  
Excellent condition  
1x7  
\$4500




**Cannondale Super V 2020s**  
Classic mountain bike  
excellent condition  
Size: Medium  
\$1625



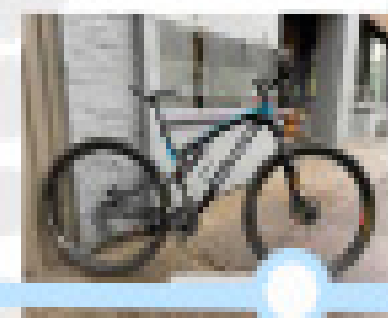
**BULLEYE Bag Trailer**  
Used, very good condition.  
\$175




**JAMES Quest road bike**  
\$5500



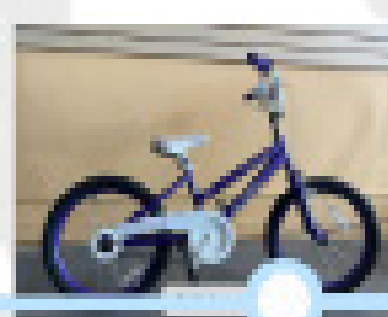
**YONKIE Electric 21 speeds**  
\$9900



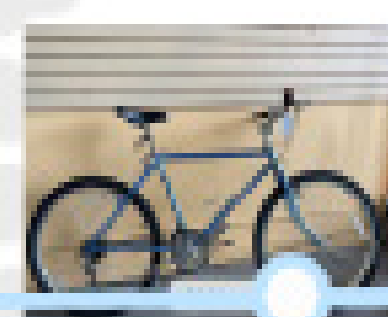
**ROCKY MOUNTAIN Element 350**  
29" wheels  
Large  
\$3200



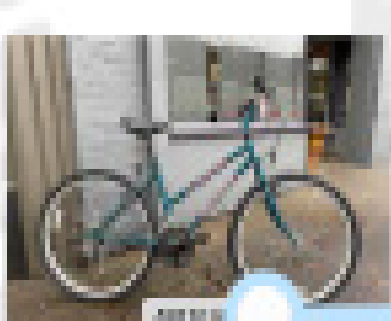
**GARY FISHER MTB**  
14ft 26" wheels  
Excellent Condition  
Large 27"  
\$4850




**10T 10" wheels**  
coaster brake  
\$75




**SPECIALIZED Shogun 100**  
classic collector's bike  
Med 18"  
\$4500



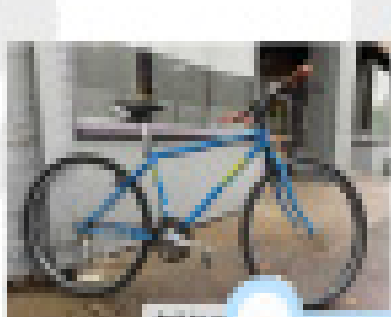
**SWIFT Acapulco**  
15.7 inch  
\$950




**ORANBERGEN Creamsicle**  
coaster brake, front basket  
\$875



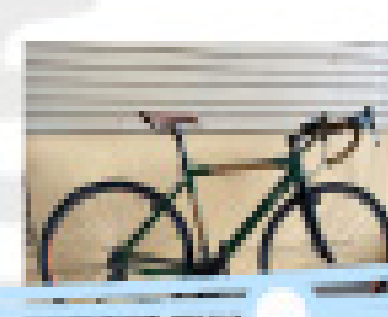
**FELT FRK**  
Cyclocross race 58cm  
\$6300



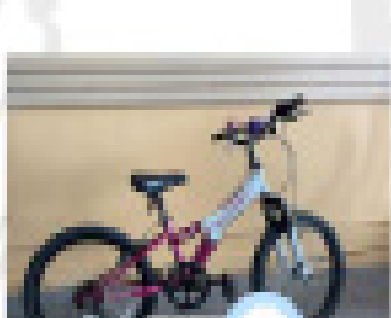
**TREK Antelope 1x7**  
15" small  
\$4500



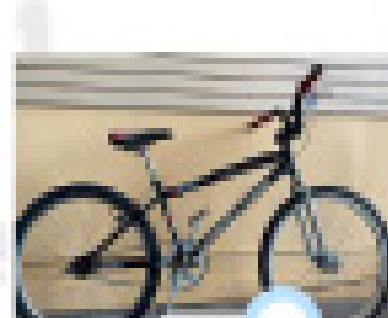
**NERVE CRUISER**  
Large  
Men's Tripped  
\$4500



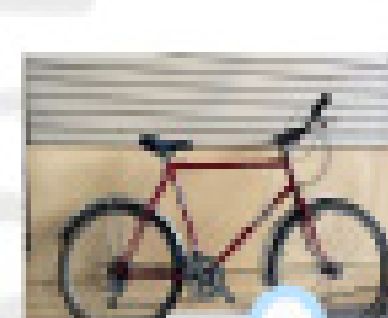
**TREK/SHIMANO Crosk**  
25x10 2004  
\$4500



**TREK Antelope 1x7**  
15" small  
\$4500



**NERVE CRUISER**  
Large  
Men's Tripped  
\$4500



**TREK/SHIMANO Crosk**  
25x10 2004  
\$4500





## OBS Racing Team

Our main focus is Mountain Biking,  
Short Track racing, Cyclocross  
racing and a lot of gravel/road  
riding thrown in.

## Racing Events

- Oregon XC Series**  
Cross Country Mountain  
Bike Nationals
- Short Track MTB**  
Monday nights at PIR
- Road Racing**  
Wed. nights in July on Mt. Tabor
- Cyclocross**  
Cyclocross Crusade series





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Oregon Bike Shop 2025



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418 SE 81st Ave. Portland, OR. 97215  
503-575-1804







# Soluna Active

## Logo Branding

### Challenge

Create a logo for a local women's activewear brand that is focused on strength ethics, and spiritual balance.

### Process

I decided to go with a soft geometric theme for my design. I started by adding a triangle to represent the strength of a mountain, and I added a small circle to the top right to represent the constant rising and setting sun. I went with bold typography to match the geometric shapes, and created an organic swirl shape within the triangle to represent a person in a calming yoga pose.

### Software

Illustrator













# Orange Umbrella Records

## Brand Guide

### Challenge

Utilizing an imaginary record company logo, create a brand guide that showcases logo usage guidelines, approved typefaces, brand values, mission statement, and approved color values.

### Process

For the logo design I decided to go with a gestalt image that incorporates the “orange” and “umbrella” in the brand name. I then used the logo to create patterns using the illustration, typography, and colors.

### Software

Illustrator, InDesign







## Our Logo

### Guidelines for Usage

The dimensions of our logo may not be altered or changed in any way. The exclusion zone is the distance around the logo that other content cannot cross (e.g. body text, images, etc.), and is measured by the umbrella handle of the logo symbol.



11

## Approved Typefaces

### Size & Use Examples

At eate nobitatas

pedis moditas entetusdae volorpos  
eI molorespam et dis et alit a debis  
debis aut restior liberferiere nonsecest  
voluptia is ma con nonsequi epudit, quo  
sam re niatem ut volupta epudit, quo  
effici luptas quis am, commodise  
Equi unc quodi volo omnim lab im  
sum, culpa veiest, quos plibusandis  
quiatat voluptas et

Header | Bold | 18pt

Subheader | Light | 18pt

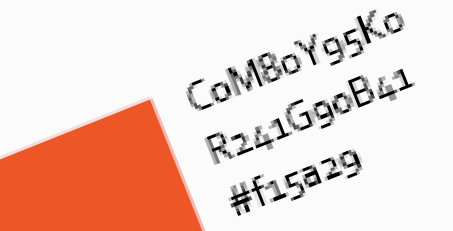
Body | Reg | leading 14.4pt

17

## Approved Color

### Color Values

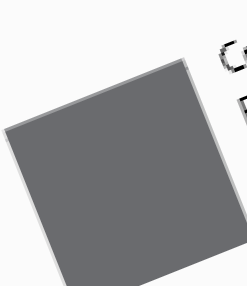
These are our official colors—the main color being orange; a representation of enthusiasm, creativity, and warmth. Creativity is one of our main focuses, and we strive to exude it in various ways.



CoM8oY9dKo  
R241G9oB41  
#f58a29



CoM64Y69Ko  
R241G9oB41  
#f58a29



CoMoYok7o  
R0G0B0  
#0000

19

## Our Logo

### Incorrect Logo Usage



Do not change the color



Do not add a stroke



Do not add a drop shadow



Do not remove elements from the symbol



Do not change the typography



Do not texturize

13

## Our Logo

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11

## Approved Typefaces

### Size & Use Examples

At eate nobitatas

Header | Bold | 18pt

Subheader | Light | 18pt

## Approved Color

### Color Values

These are our official colors—the main color being orange; a representation of enthusiasm, creativity, and warmth. Creativity is one of our main focuses, and we strive to exude it in various ways.







# Sloth & Chunk's Pub

## Food Truck Logo

### Challenge

Create a logo for a local food truck that sells burgers and pub food in Astoria, Oregon.

### Process

I started by doing competitor research and creating a mood board of my ideas, and then I made sketches. After deciding on a design, I created the illustration and arranged the typography in illustrator.

### Software

Illustrator







Menu	
The Goonie Burger	\$12
Chunk's Pretzels & cheese	\$8
Fish & Chips	\$10
Calamari Strips & Fries	\$14









# Lady Bop Crunchies

# Cereal Box

## Challenge

Come up with a theme, logo, name, color scheme, and branding for a cereal box design, taking into consideration the flavor, call to action, and nutrition factors.

## Process

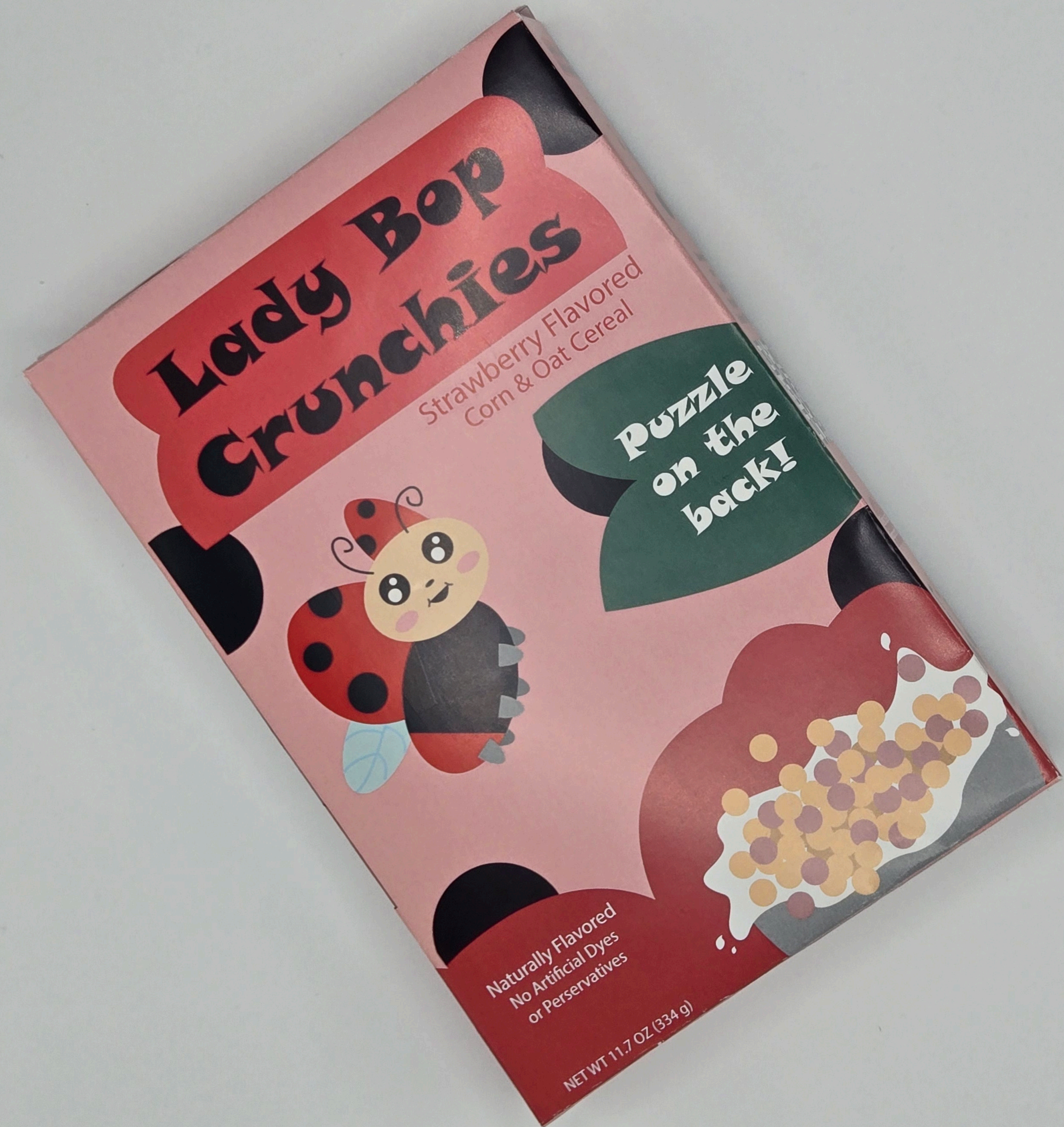
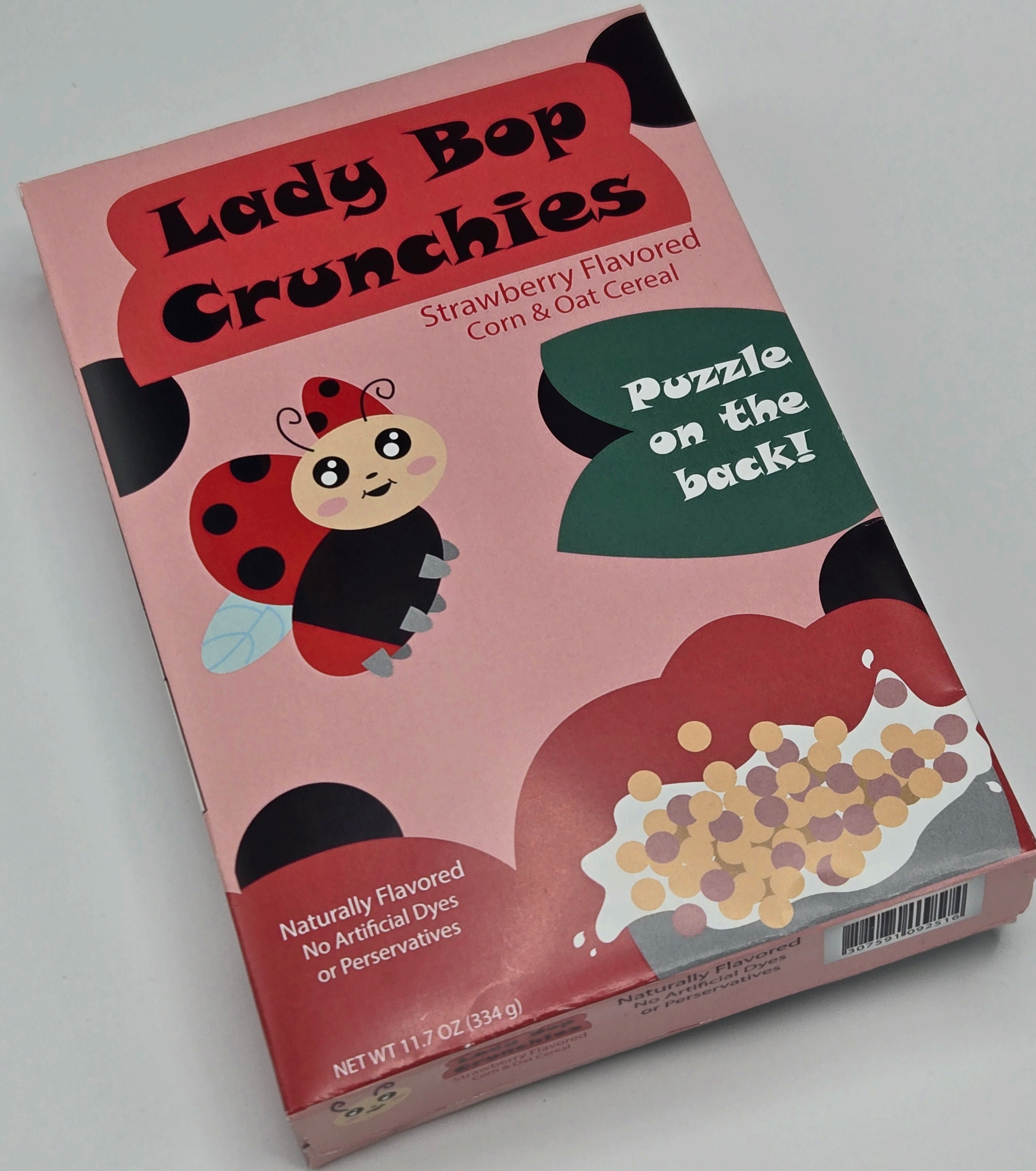
I started by creating a mood board of the colors, typography, and themes that I had initially envisioned for my design. After that, I made sketches for the layout and illustrations and printed a prototype to test my die line. I went with ladybugs for my theme because they seemed to have a lot of potential in attracting a young audience, and because I have a personal affinity for ladybugs. To start the design, I created the logo and chose the typography that I planned to use throughout the die line. I wanted something that was going to match the cutesy and bubbly theme.

## Software

## Illustrator









# Citrus Wings

## Beverage Branding

### Challenge

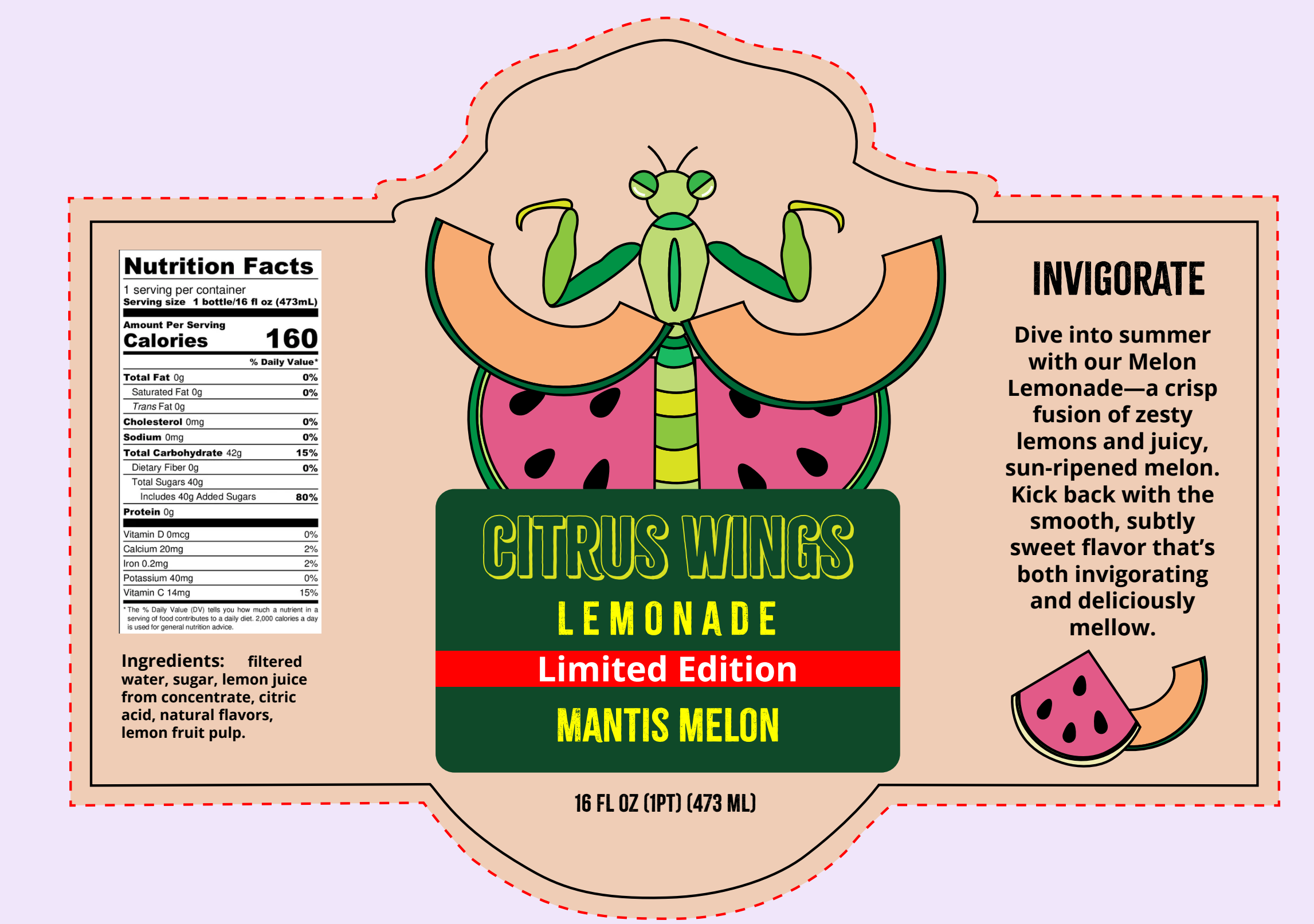
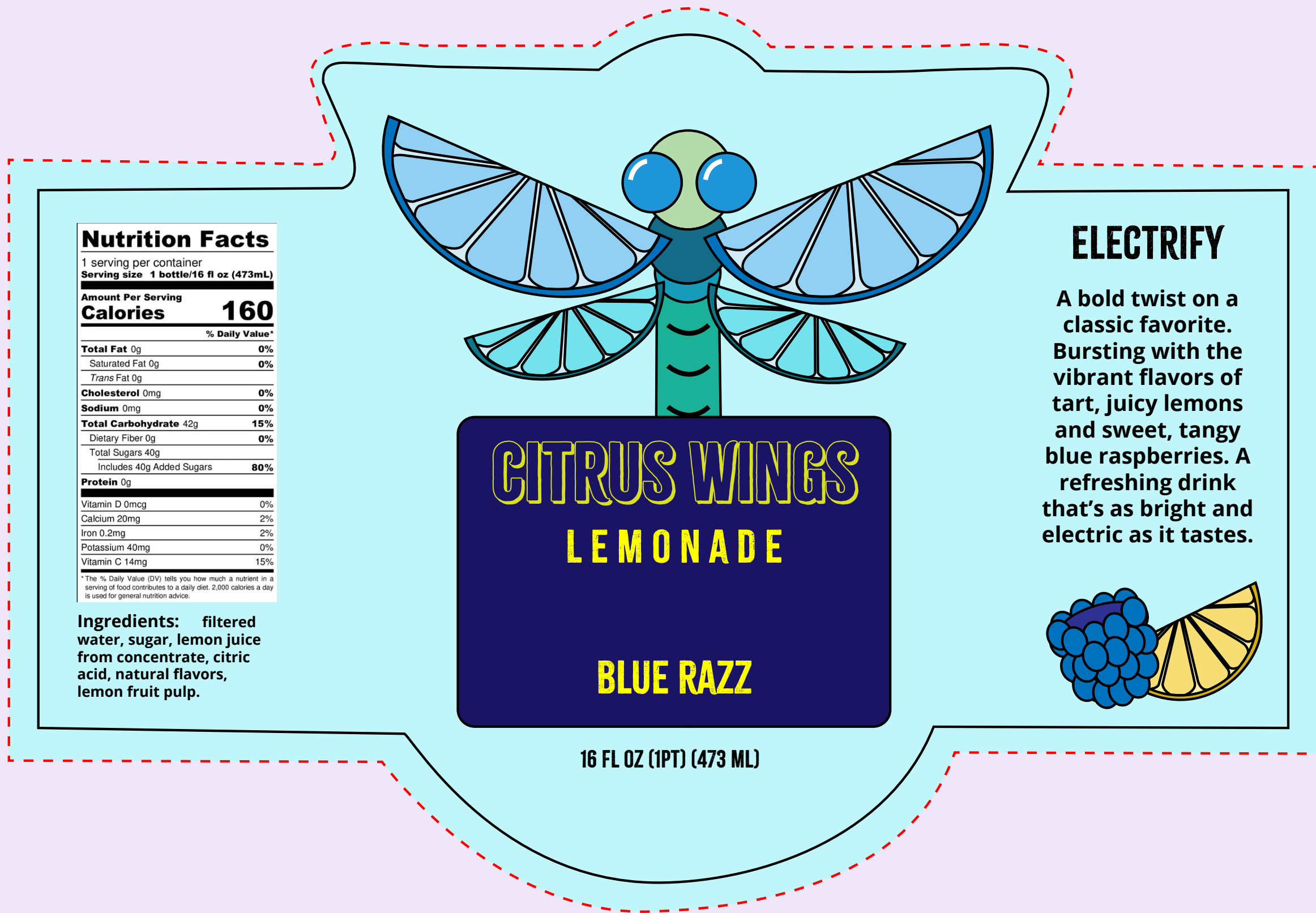
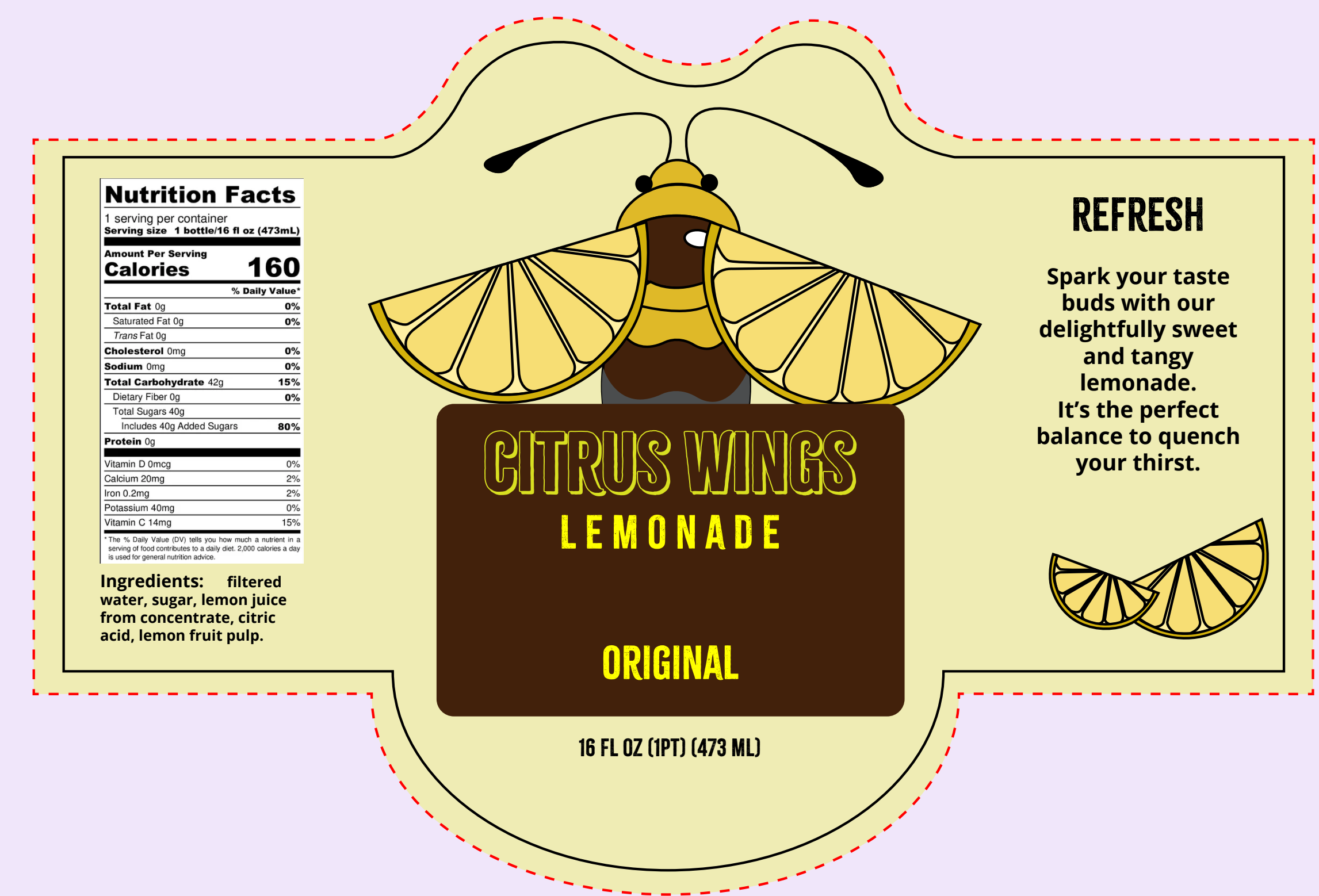
Create the branding and labels for a imaginary beverage brand including a nutrition facts label, ingredients list, brand description and logo.

### Process

I started by researching lemonade brands and competitor designs. After that I created a mood board and sketches. I wanted a theme that could translate to 3 flavors while maintaining a unique dieline for each piece, so I chose to include 3 arthropods with wings that match the flavor of the juice. After that I picked typography and colors to match my theme.

### Software

Illustrator













# Mavy's Blazing Lava

## Hot Sauce Branding

### Challenge

Using an original theme, create product labels and branding for a box container and the product(s) residing inside.

### Process

I started by measuring my die line and recording the dimensions needed in order to find a product that will fit inside. After that I created a moodboard and sketches for my logo and branding designs. I chose hot sauce because of the opportunity I saw in matching vibrant colors and bold shapes. Then, I picked typography and colors to match my theme.

### Software

Illustrator





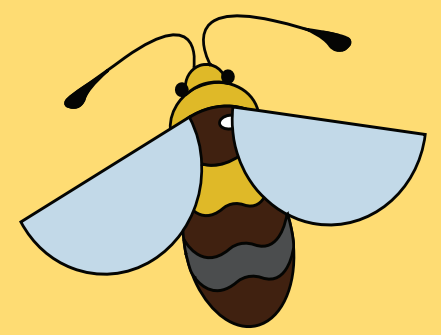


Ingredients: chili,  
sugar, honey, salt, garlic,  
distilled vinegar,  
potassium sorbate,  
sodium bisulfate, xanthan  
gum.

#### Nutrition Facts

About 87 servings per container	
Serving size	1 Tsp (6g)
Amount per serving	
Calories	5
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 1g	
Includes 1g Added Sugars	2%
Protein 0g	
Vit. D 0mcg 0%	Calcium 0mg 0%
Iron 0mg 0%	Potas. 10mg 0%

\*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.



SWEET HEAT



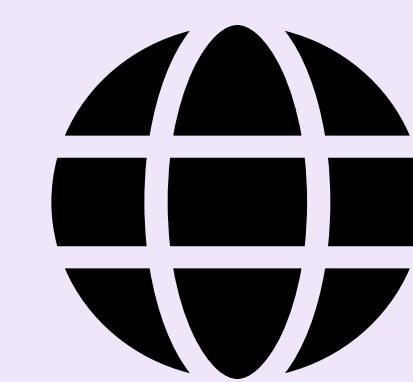


# Thank You!

Lets get in touch!



[iesijohnsondesigns@gmail.com](mailto:iesijohnsondesigns@gmail.com)



[iesidesigns.com](http://iesidesigns.com)



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