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PORTFOLIO  
2025

GRAPHIC DESIGNER  
ARTIST, EDUCATOR

WEB: [LARALARABY.COM](http://LARALARABY.COM)

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WELCOME TO MY

PORTFOLIO  
PORTFOLIO  
PORTFOLIO  
PORTFOLIO  
PORTFOLIO  
PORTFOLIO

## POSTER DESIGN PROJECT

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.

## PROCESS



## CONCEPT

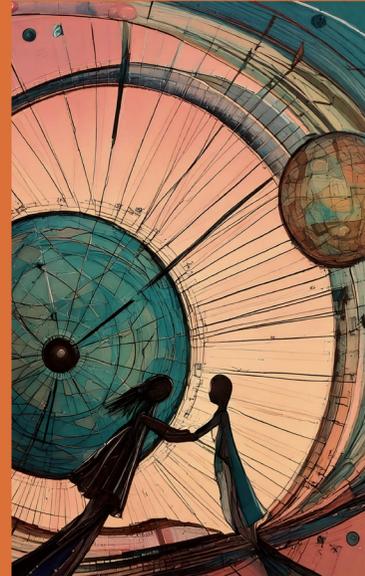
This poster is inspired by one of my own poems and explores the connection between writing, design, and illustration. I approach each project from different angles, creating concepts that feel personal and unique while using visual design as a form of self-expression.

## 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."

### HOLD MY HAND SO WE COULD SPIN TOGETHER

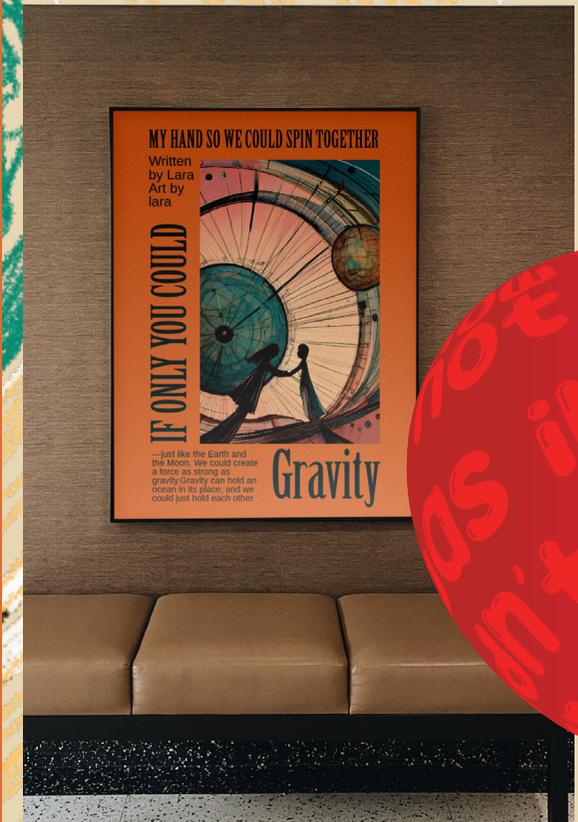
Written  
by Lara  
Art by  
lara



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



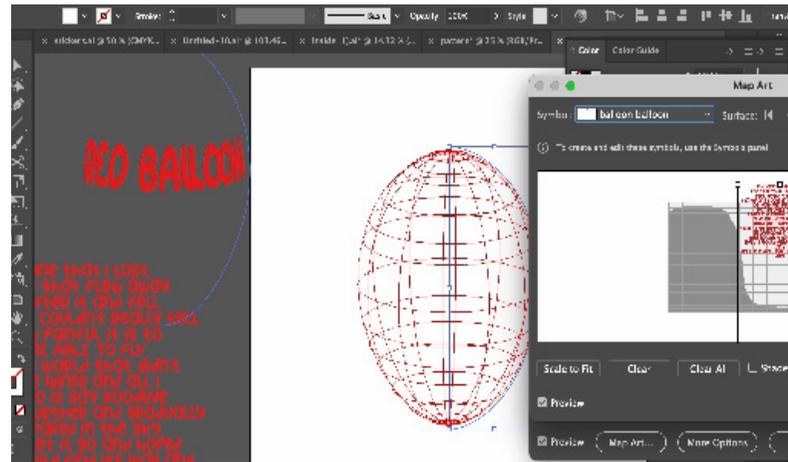


## POSTER DESIGN 1

I created this poster using Adobe Illustrator's 3D Classic mode, shaping the balloon through 3D modeling. I also designed a custom symbol using the Symbols panel, with a typeface that folds and wraps to form the balloon.

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

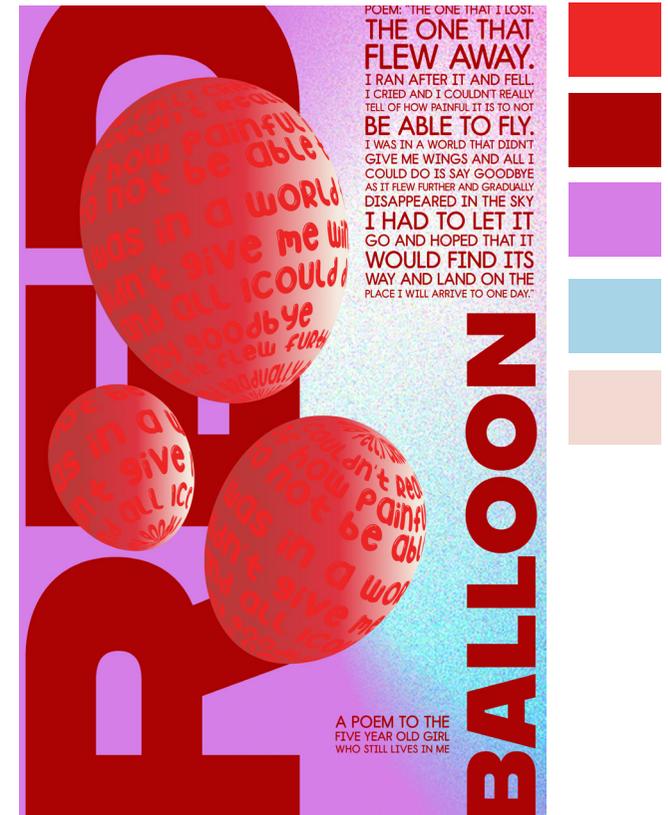
PLEASE CLICK ON VIDEO [HTTPS://DRIVE.GOOGLE.COM/FILE/D/1JBHM1VAQXNFUQEPMYC5K51PQTDOWCCDO/](https://drive.google.com/file/d/1JBHM1VAQXNFUQEPMYC5K51PQTDOWCCDO/)



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.



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  
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AS IT FLEW FURTHER AND GRADUALLY  
DISAPPEARED IN THE SKY  
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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





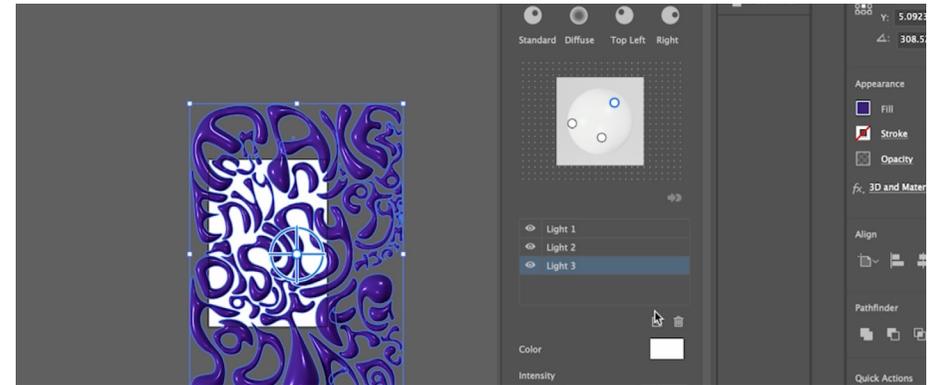
## POSTER DESIGN 2

Poster 3 is inspired by the movie Inside Out and combines elements from Poster 1 and Poster 2 to create a new composition. In this project, I illustrated a custom font inspired by the movie's characters. The type was created in Adobe Illustrator and transformed using the 3D Inflate tool, with adjustments to intensity, lighting, and materials. A process video captures the steps behind creating the 3D typography and final poster design.



PLEASE COPY AND PASTE LINK TO VIEW VIDEO

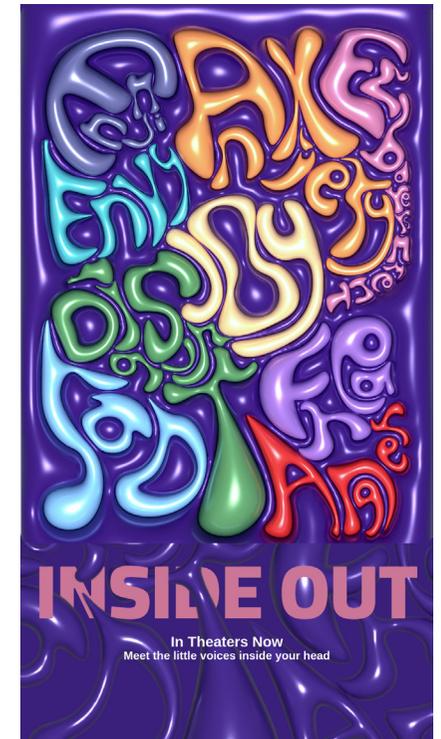
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PATTERN



POSTER DESIGN



## RE-BRANDING OF SHAKIRA PASTRY



ORIGINAL BRANDING

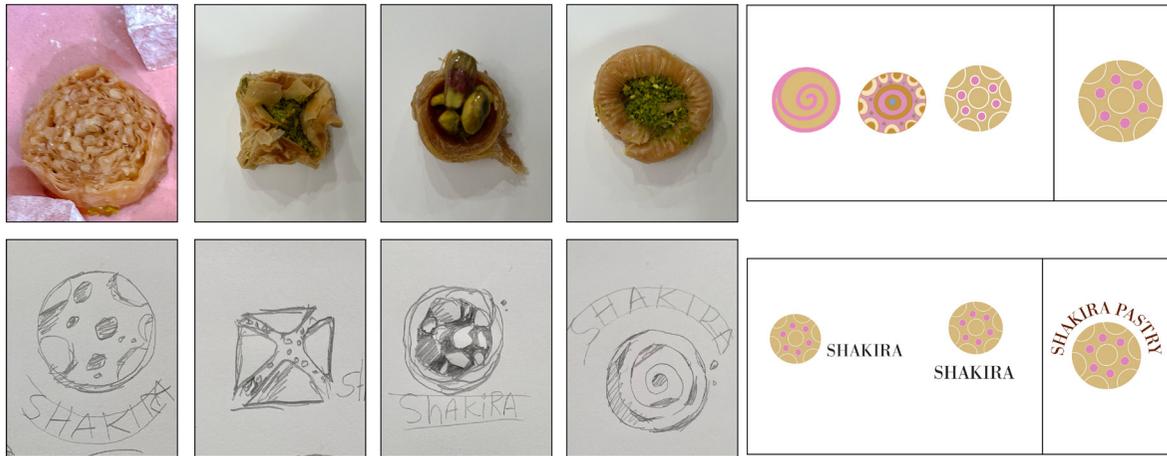
## RE-BRANDING SOLUTIONS

This rebranding project for Shakira Pastry was completed as an undergraduate project for my GD 541 brand identity class. The project redefines the visual identity of a Mediterranean sweets shop by honoring its cultural heritage while introducing a clean, modern direction. The redesigned logo is inspired by Mediterranean art and the craftsmanship of the sweets, balancing tradition and innovation. The updated packaging highlights the artisanal quality of the products and presents the brand in a cohesive and contemporary way.



## 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.



## LOGO



PLEASE CLICK ON ANIMATION  
[HTTPS://DRIVE.GOOGLE.COM/FILE/D/1OLAXWXRORQFSIBN0KBS9JN5D7AZBBFOD/VIEW?USP=SHARING](https://drive.google.com/file/d/1OLAXWXRORQFSIBN0KBS9JN5D7AZBBFOD/view?usp=sharing)

## ICONS



## PATTERN



## ICONS: 3D+ BRAND TYPEFACE + COLOR PRESPECTIVE

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.

**BODONI** URW  
**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghzxnmlkjdsqwertyuiop  
 12345678910 \*!@#%&\*(\*)\_ +

**HEEB O**  
**LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghzxnmlkjdsqwertyuiop  
 12345678910 \*!@#%&\*(\*)\_ +



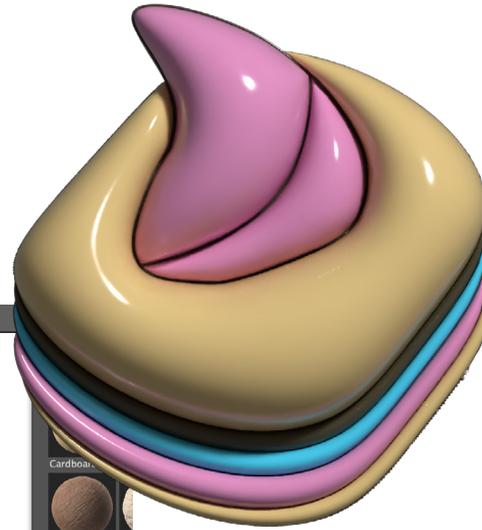
## ICON INSPIRATION REFERENCE



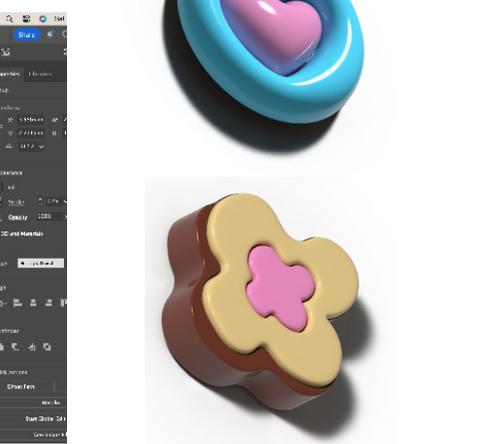
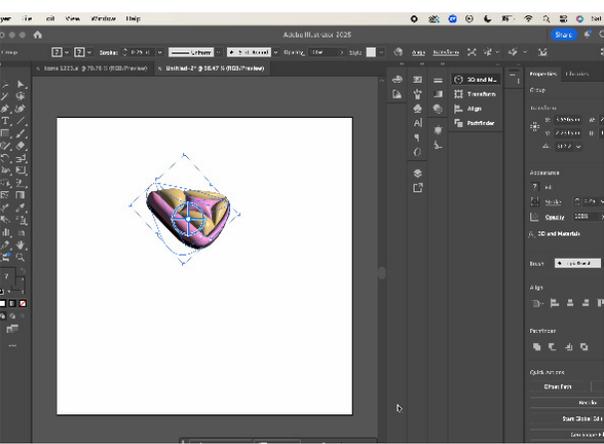
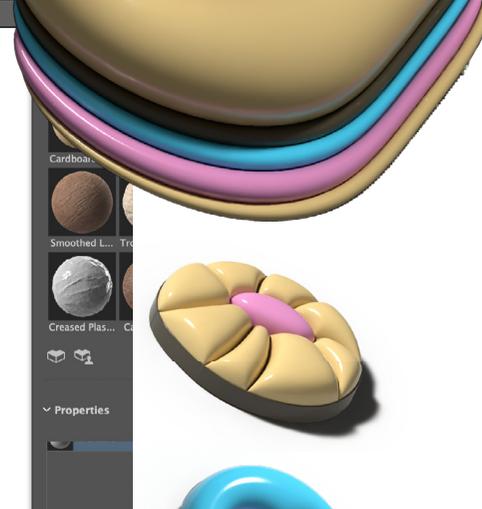
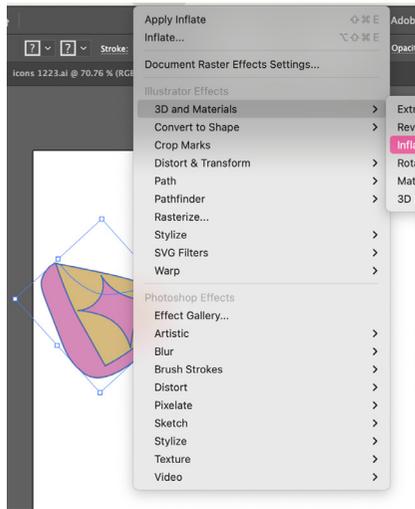
I also took this branding project a step further by exploring three-dimensional designs that could later translate into real objects, such as pins or fridge magnets that the pastry shop could offer as fun branded items for customers. I created these forms using Adobe Illustrator's 3D Inflate tool and further refined them in Blender, a 3D sculpting software.

PLEASE COPY AND PASTE LINK TO VIEW VIDEO

[https://drive.google.com/file/d/1rulOdtJrNg\\_WJFaeM2Tax1PMP6VpxPPS/view?usp=sharing](https://drive.google.com/file/d/1rulOdtJrNg_WJFaeM2Tax1PMP6VpxPPS/view?usp=sharing)



PACKAGING + SWAG + INTERIOR



ENVIROMENTAL:  
STORE FRONT+ PAT-  
TERN

Invironmental design enhances user experience by blending aesthetics with function, while patterns add consistency and identity. Together, they create cohesive, engaging, and purposeful designsdifferent plat-forms and applications. Together, these elements create a modern, dynamic, and visually engaging brand



## GO GARDEN PROJECT

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

abcdefghijklmnopqrstu-  
wxyz

123456789

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

Raleway Light

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuwx

123456789

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



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ZXISTPNHGI3PWJP7A06/  
VIEW?USP=SHARING](https://drive.google.com/file/d/1JVPZANYQI2GBBZXISTPNHGI3PWJP7A06/view?usp=sharing)

## 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.

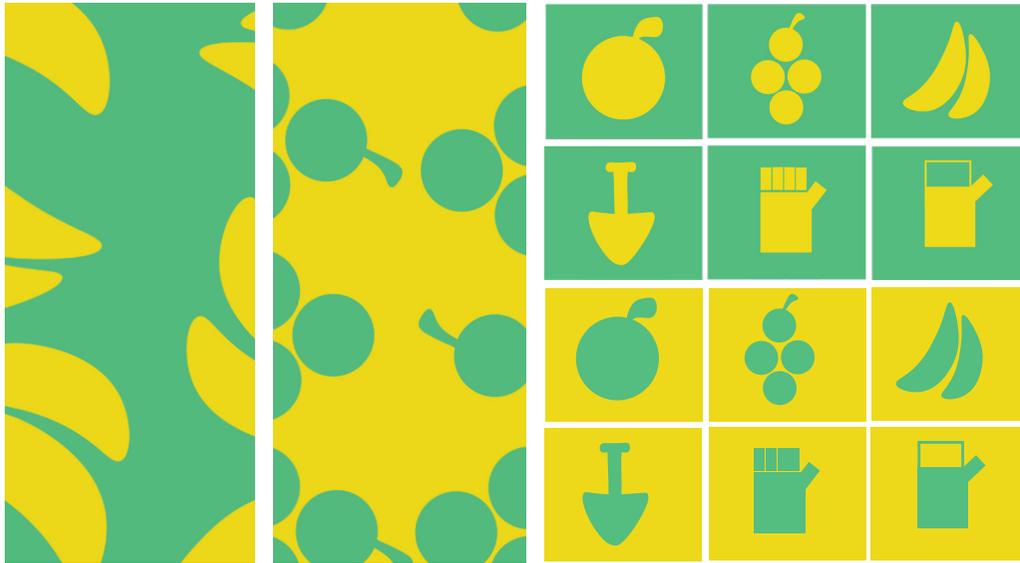


BRANDING



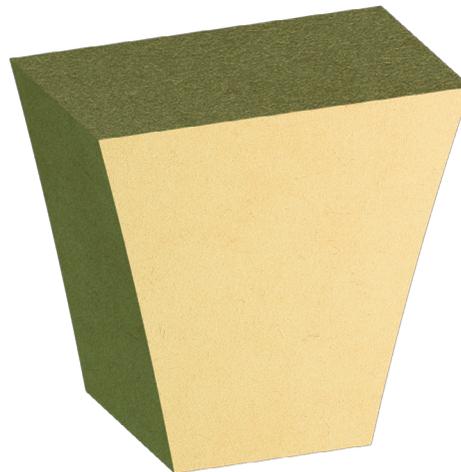
## ICONS+ PATTERNS

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



## MATERIALS

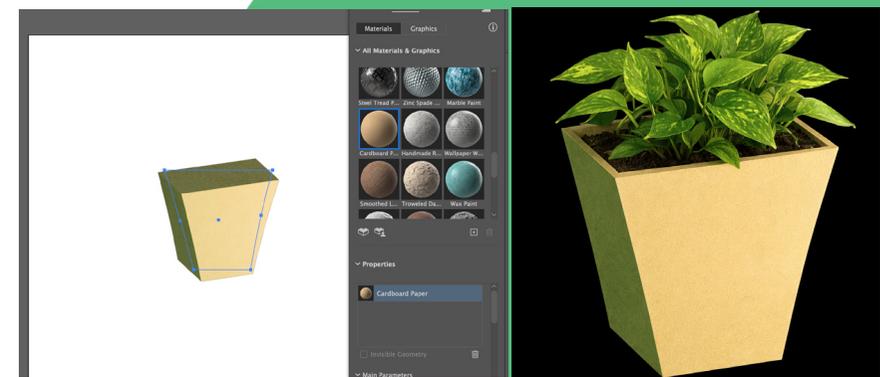
Go Garden explores sustainable urban living through hands-on experimentation with recyclable cardboard materials, transforming them into plant pots designed specifically for apartment spaces. The project focuses on lightweight, compact forms that are easy to integrate into small interiors while encouraging everyday greenery. By rethinking cardboard as a functional and eco-conscious material, Go Garden highlights how simple design solutions can support sustainability, accessibility, and a closer connection to nature in urban environments.



RECYCLED CARDBOARD MATERIAL



I developed this design to remain simple and true to the Go Garden brand. It is made from recycled cardboard, and the material panel in Adobe was used to clearly showcase and emphasize the sustainable texture and qualities of the material.



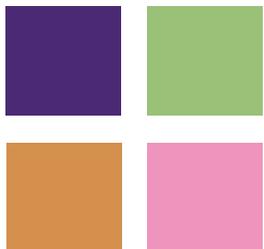
# SOLO PROJECT 4 : PRODUCT DESIGN + PROCESS

## 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  
abc  
123



# PROJECT 5 : 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

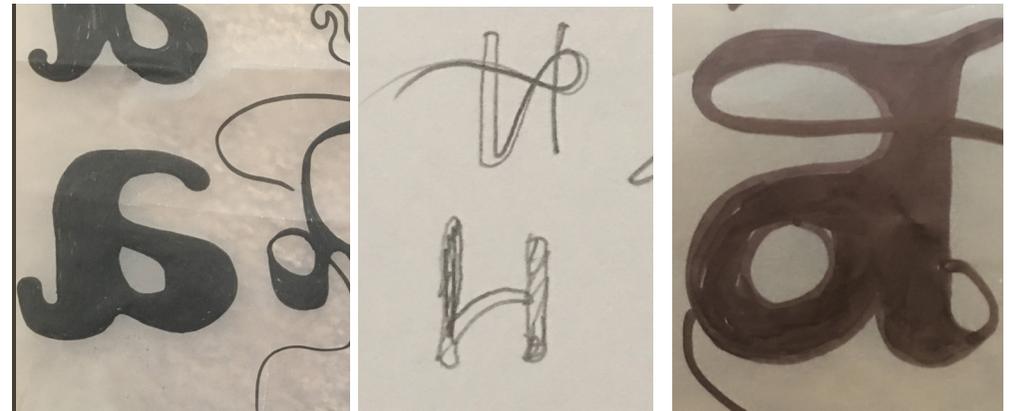
ORIGINAL TYPEFACE  
CLARENDON

**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 1 0**

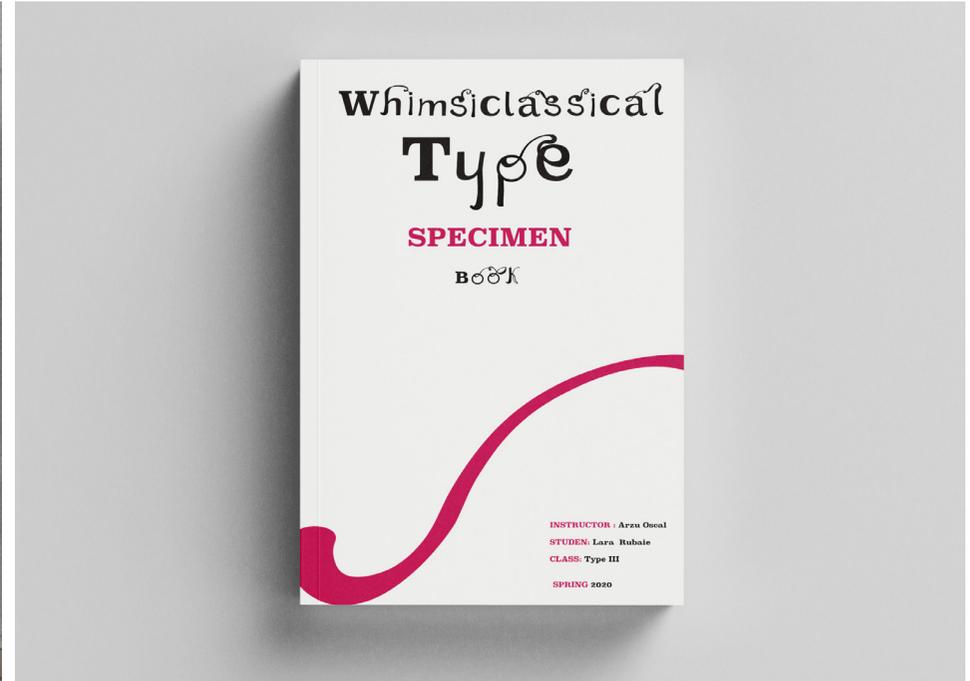
INSPIRED TYPEFACE

*a b c d i j 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*

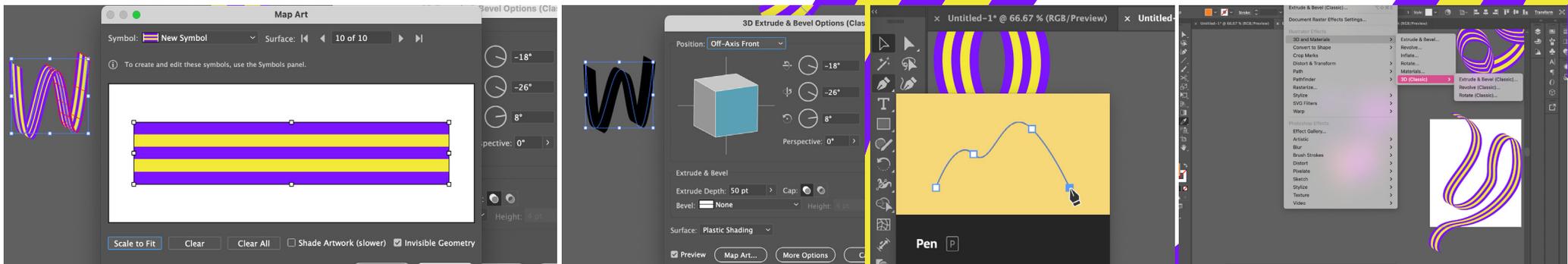
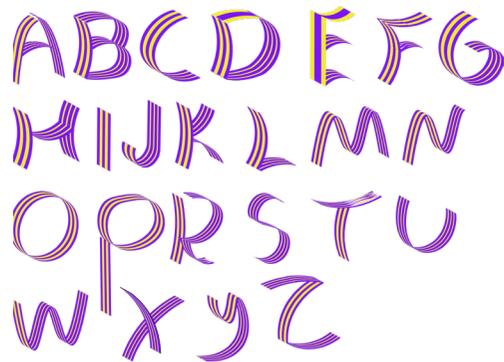
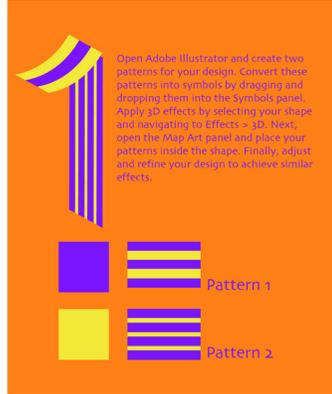
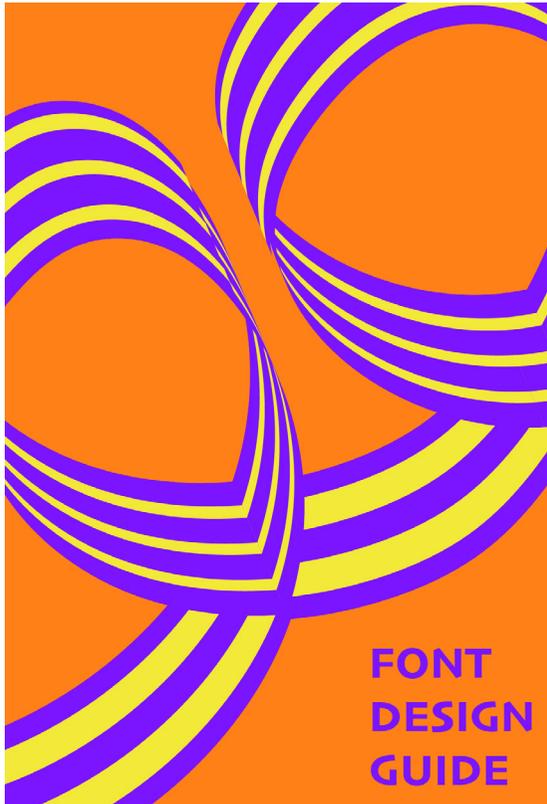
Clarendon  
CLARENDON  
CLARENDON  
SMALL CAPS



POSTER AND BOOKLET



PROJECT 6 : FONT AND BROCHURE DESIGN





## 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.





Thank you for reviewing my portfolio. To view more of my work and past exhibitions, please visit my my website:

[LARALARABY.COM](http://LARALARABY.COM)

You can also view all videos on Google Drive Link

[GOOGEL DRIVE](#)