RHONDA D. BROWN GRAPHIC DESIGNER PORTFOLIO



Gallopade Rebranding

Branding, Environmental Design, Book Design, 3D Rendering, Visual Design

Jro & Jer Branding, Digital, Print, Social Media, **Motion Graphics**

Academe Publishing Branding, Environmental Design, Book Design, 3D Rendering, Visual Design, Product Design

Hedge Branding, Print, Packaging

NaNoWriMo Branding, Print, Visual Design, Font Design

Query Digital, App Design, Branding Holiday Gift Guide & 5 Days of Deals Digital, Motion Graphics

Biltmore Live Reading Digital, Social Media, Illustration

Summer Ready Extravaganza Digital, Web, Print, Motion Graphics

Charlie Smith Portfolio Book Print, Book Design

Fairy Tales: Then & Now Pop-Up Book Print, Book Design

Munch Date Invitation Print, Digital

Gem Wars Book Series Print, Digital, Illustration, Branding, **Book Design**

Curly Chaos: Children's Book Print, Illustration, Book Design

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Academe Publishing

Hedge

NaNoWriMo

Query

Holiday Gift Guide & 5 Days of Deals

Biltmore Live Reading

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GALLOPADE REBRANDING

Branding, Environmental Design, Book Design, 3D Rendering, Visual Design

PROJECT BRIEF

Gallopade is a social studies company that provides curriculum and supplemental materials. This passion project is an overhaul brand redesign that ranges from print to digital to environmental. Through this project, I explored branding, marketing, and book design possibilities.

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GLEBERNATIONAL

FONTS

Gotham | Book Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham | Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham | Black Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



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JRO & JER

Branding, Digital, Print, Social Media, Motion Graphics

PROJECT BRIEF

Jro & Jer is a design company with many possibilities ahead. It is a full-service graphic design company with mindfulness as its motto. This project focuses on their branding and establishing staples such as the mark, stationery, website, and varied visual designs.

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JRC JRC JBRC MINDFUL DESIGNS

FONTS Recoleta | Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Nunito| Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Nunito | Extra Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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ACADEME PUBLISHING

Branding, Environmental Design, Book Design, 3D Rendering, Visual Design, Product Design

PROJECT BRIEF

Academe Publishing is a branding passion project for a fictitious African American Social Studies Company. The project includes complete branding, packaging for potential products, website, and book design. Although the focus of this company is African American History, I left the brand open to more possibilities.

SOFTWARE

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ACADE PUBLISHI



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Summer Ready

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Fairy Tales: Then &

Munch Date Invitation

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Curly Chaos:



Hedge

Extravaganza

Now Pop-Up Book

COLORS

Children's Book



FONTS

Gotham | Book Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham | Bold Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

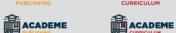
Gotham | Ultra Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



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randing, Print, Packaging

PROJECT BRIEF

Green thumbs unite! This fictitious company, Hedge, is a branding adventure exploring the possibilities of a gardening supply company focusing on home gardens and healthy living. The rollout included packaging, stationery, and other visual branded materials.

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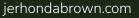


FONTS

Avant Garde Gothic | Book Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BEBAS NEUE | REGULAR AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Exellentia | Regular Aa Bb Co Dd Ee Ff Gg Hh Ii Ij Kh Ll Mun Nn Oo Pp Og Rr Ss Tt Uu Vv Wu Xx Yy Zz





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National Novel Writing Month

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Branding, Print, Visual Design, Font Design

PROJECT BRIEF

NaNoWriMo stands for National Novel Writing Month. Writers celebrate this month-long event three times a year; twice during Camp NaNo, April and July, and then again for the official novel writing month, November. As a fellow writer, I love participating in this event. After looking into the story behind Nano, I wanted to create a micro redesign for it instead of writing—I needed a break from the novel I was working on. This project included redesigning the logo, reworking the color scheme, and creating visual design pieces such as notebooks and shirts.

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National Novel Writing Month

Fonts

Esther | Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Sacramento | Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Prr Sr Tt Un Vo Wo Xx Yy Zz

Created Font For Brand ABCDEFGHIJ QR5



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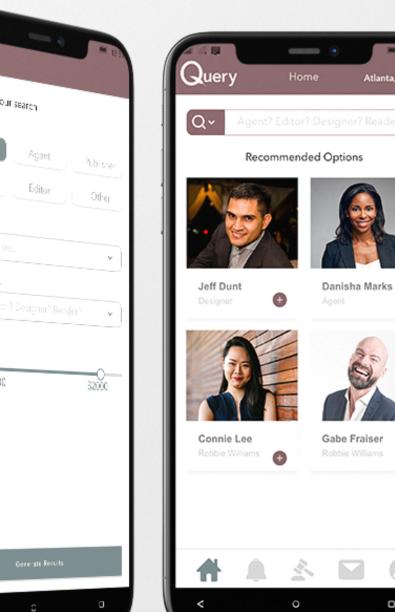
Fairy Tales: Then & Now Pop-Up Book

Munch Date Invitation

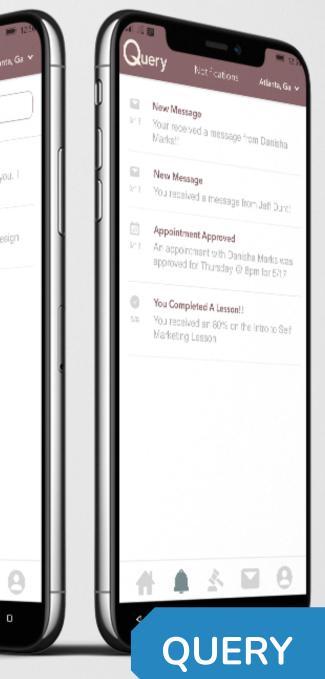
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Curly Chaos: Children's Book QUERY

PROJECT BRIEF

Tasked with creating an app on our chosen topic, I designed Query, an app that would help writers and related industry leaders. The goal was to create a forum for these individuals to connect and achieve publishing new books and discover the next big hit. My process derives from my experience writing, editing, designing, and publishing my novel Alice Keller and the Return to Wonderland. Designed from the perspective of a self-publisher, we explore the issues faced and solutions that a mobile format can provide.

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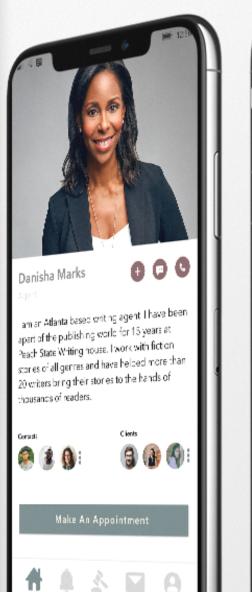
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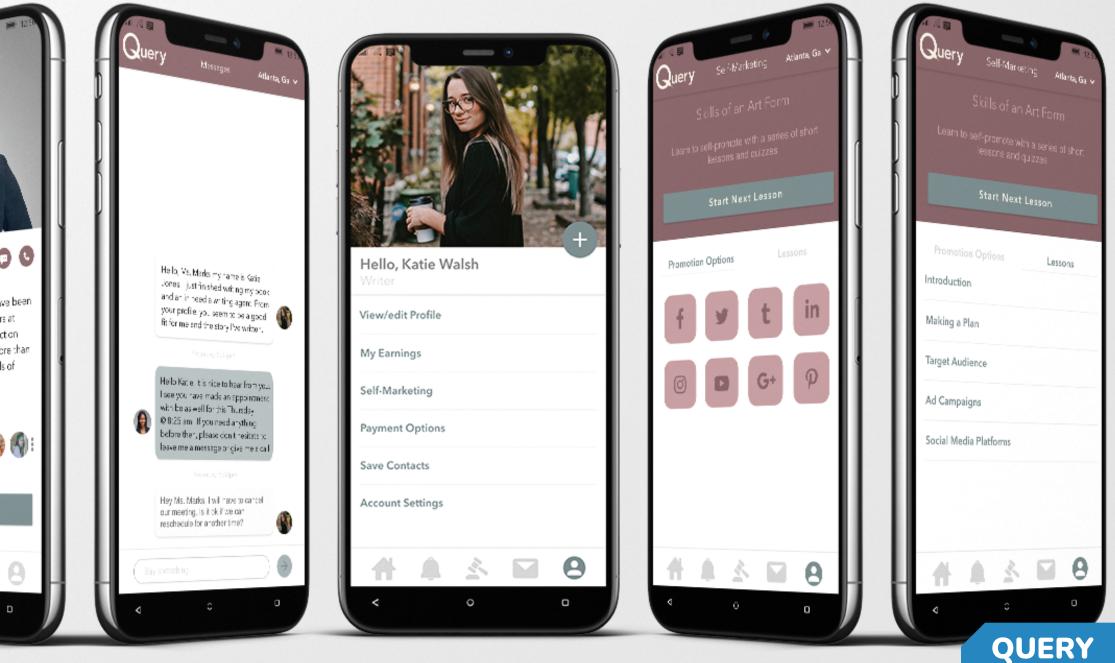
Fairy Tales: Then & Now Pop-Up Book

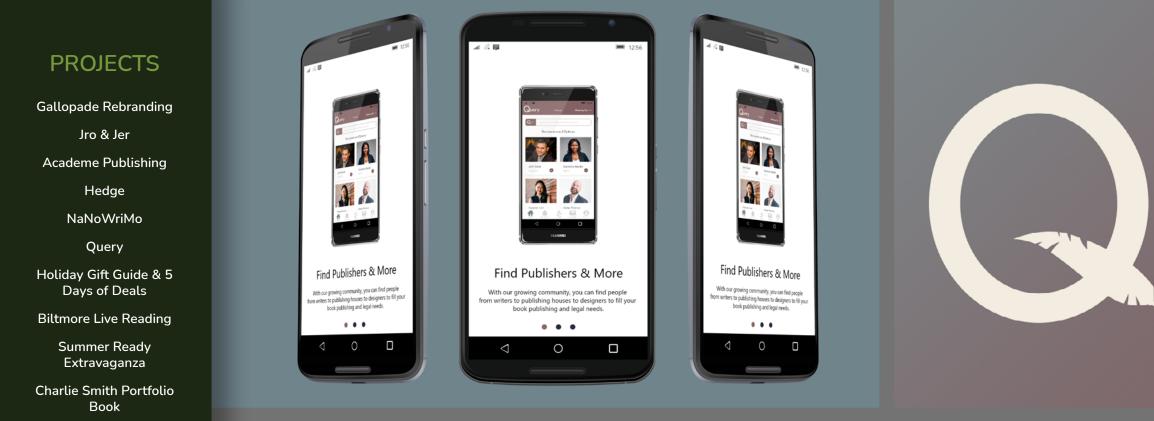
Munch Date Invitation

Gem Wars Book Series

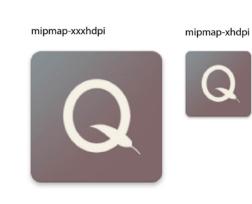
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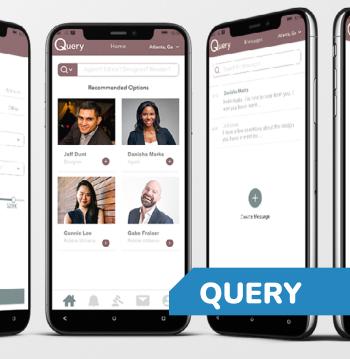
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Shop Gifts for Every Age





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HOLIDAY GIFT GUIDE & 5 DAYS OF DEALS

Digital, Motion Graphics

PROJECT BRIEF

The holiday season is a time for community, giving, and all things cheer! I designed a Holiday gift guide to assist Gallopade shoppers with their educational shopping lists. It shined upon Gallopade Best-Sellers and opened a buyer's discussion on what they could gift their loved ones. The 5 Days of Deals sale was coupled with this campaign meant to increase sales and give shoppers more chances to save.

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GIFT GUIDE

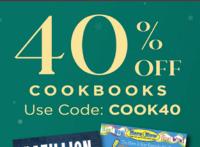














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LIVE READING WITH REAL KIDS . REAL PLACES AMERICA'S NATIONAL MYSTERY BOOK SERIES The Mystery of AROLE MARSH JOIN US DECEMBER 21ST



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BILTMORE LIVE READING

Digital, Social Media, Illustration

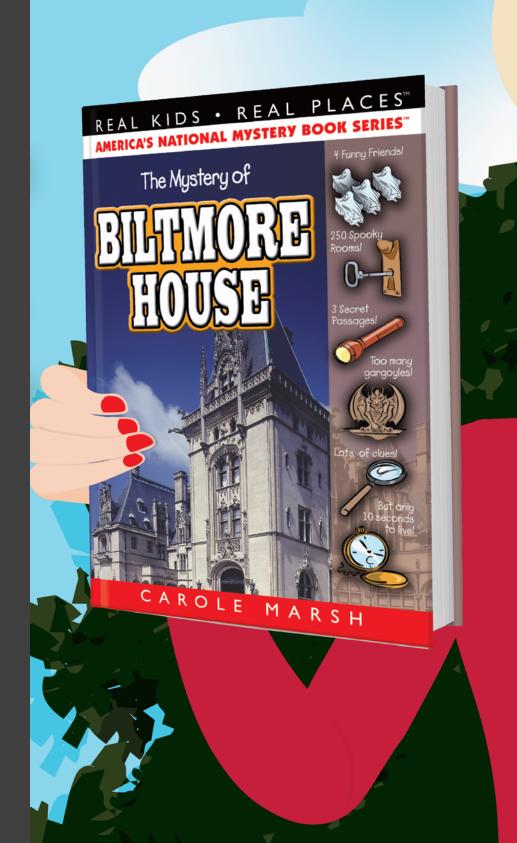
PROJECT BRIEF

Carole Marsh is an awarded author with many fans. One of her beloved mystery novels is "The Mystery of Biltmore House," so during the 50th anniversary of Biltmore House, the marketing team arranged a live Facebook reading event. This project required social media posts, event covers, and an email campaign.

Photoshop, Illustrator, BeePro

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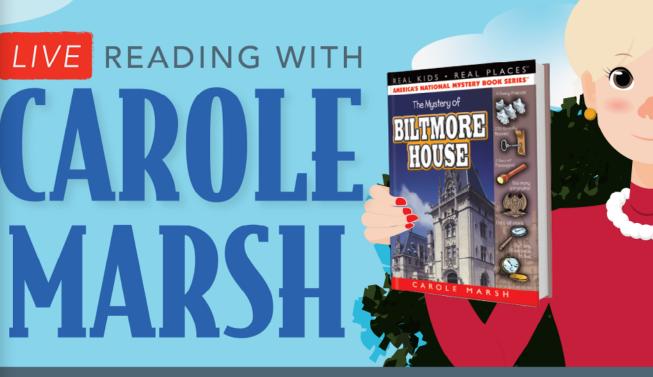
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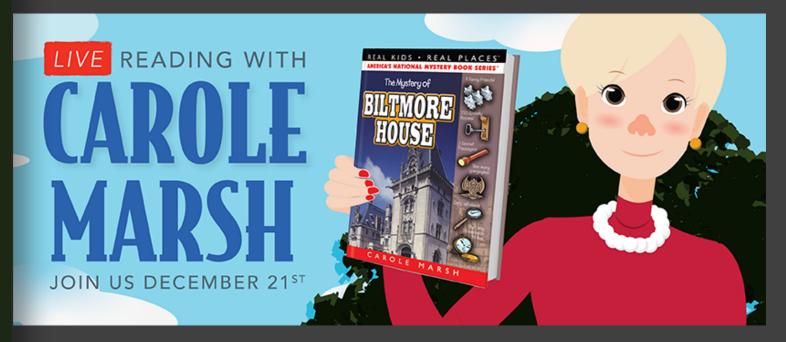
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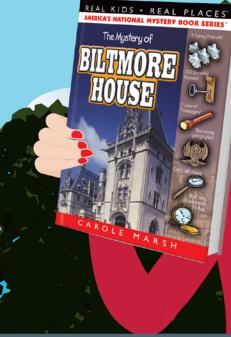
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Welcome to Gallopade's LIVE!

June to July Summer Facebook Event

SUMMER READY EXTRAVAGANZA

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SUMMER READY EXTRAVAGANZA

PROJECT BRIEF

Summertime is when school is over, and kids (and their parents) are trying to figure out how to spend it. Still suffering from the effects of Covid and promoting the joys of reading, Gallopade's marketing team organized a summer-long reading extravaganza. This event included a box set of preselected books, additional merch items, scheduled live readings, and a chance to win mysteries for a year.

SOFTWARE





Live Reading Dates

Book 1 June 15th The Mystery at Dolphin Cove

Book 2 June 29th The Mystery at Hilton Head Island

Book 3 July 13th The Mystery in the Amazon Rainforest (South America)

Book 4 July 27th The Mystery in Hawaii: The 50th State

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Don't Forget to send in your photo!



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CHARLIE SMITH PORTFOLIO BOOK

PROJECT BRIEF

The project required that each designer choose an existing and established design company. We were to research them and then compose a company book with information about the company, such as the network's work, history, and awards.

SOFTWARE



cnarlie Smith Design

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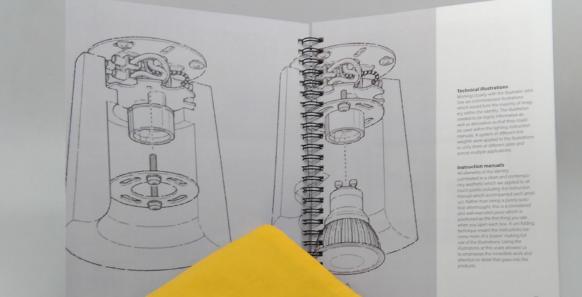
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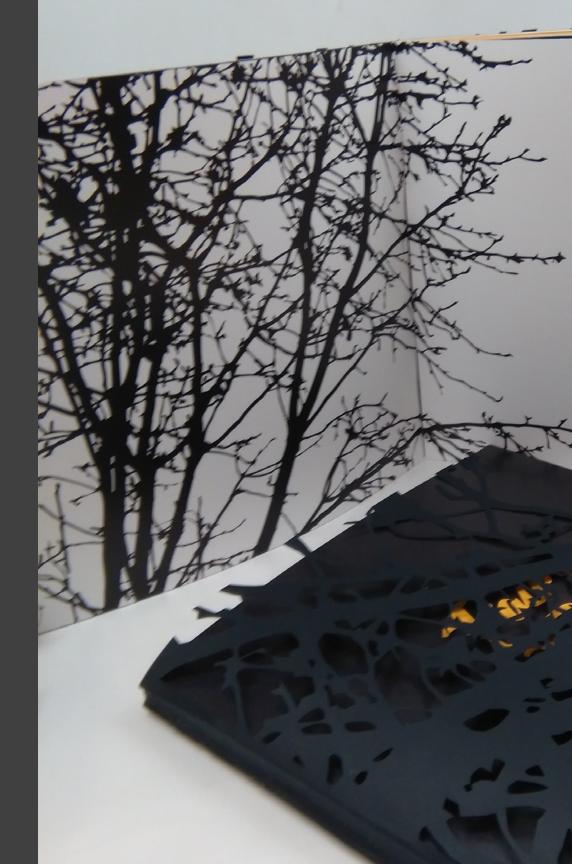
Print, Book Desig

PROJECT BRIEF

Stories, tales, myths, and fables are old as time—or at least close to it. This long-document project required research, writing, and editing my findings on the dark origins of fairy tales and how they adapted over time. Some requirements were for different types of papers and including print/design finishings.

SOFTWARE







1

Snow White: The Young Slave Girl Little Snow White Snow White Ounce Upon a Time pg. 8

2

Beauty and the Beast: La Belle et la Bete Beauty and the Beast Ounce Upon a Time pg. 45

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Curly Chaos: Children's Book elephant could not have carried the the pretending usin carried the the pretending usin carried the the use work and see, "answer the cannot believe he means to do do an All we can do is to a.

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They went down into the for them to part two horses were waiting, one loaded with the two trunks, the other for him doaded with impatience to start, and the ground in to ride, was mounted, he went off

Inten Beauty began to cry and instant. sadiy back to her own room. But she was very sleepy, and wandered instantly fell asleep. And then she dreamed rees and lamenting her sad fate, when a "Ah, Bean "Ah, Bean you supp you supp all you ha wish shall out, no m I love you you will a

Be as true we shall he

happy?" si "Only be g not trust to do not dess from my cm she found h and beauty, try behind you; fate. Only d by appearai so interestin awake, but f by calling he Then she ross set out with



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FAIRY TALES : THEN & NOW POP-UP BOOK



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Curly Chaos: Children's Book

Come as you are and join us for an all Ladies Munch Date at Zoës Kitchen for a Mediterranean meal. We will be carpooling to the restaurant, however, the address is provided if you wish to drive there instead. This Munch Date will end on a sweet note with a trip to Sublime Doughnuts. The address has also been provided bellow.

DATE: April 25th, 2020 CARPOOL DEPARTURE TIME: 4 pm MUNCH TIME: 5 pm **RESTAURANT:** Zoës Kitchen 2501 Blackmon Dr Ste 610 Decatur, GA 30033 SWEET NOTE: Sublime Doughnuts 2566 Briarcliff Rd NE Atlanta, GA 30329 PLEASE RSVP BY APRIL 11. TEXT OR CALL 678

jerhondabrown.com

MUNCH DATE INVITATION

Gallopade Rebranding

Jro & Jer

Academe Publishing

Hedge

NaNoWriMo

Query

Holiday Gift Guide & 5 Days of Deals

Biltmore Live Reading

Summer Ready Extravaganza

Charlie Smith Portfolio Book

Fairy Tales: Then & Now Pop-Up Book

Munch Date Invitation

Gem Wars Book Series

Curly Chaos: Children's Book

MUNCH DATE INVITATION

Print, Digita

PROJECT BRIEF

Breakfast, Brunch, Lunch, Dinner, and Snack, we have you covered with this perfect invite. This "Munch Date" double-sided 5x7 invitation is a great way to invite family, friends, and the like to an organized (or informal) good time with good food and good company! Inspired by my own family, I decided to make an invitation that would reflect most food-related events while keeping the design light and festive.

SOFTWARE



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loughnuts Aa. GA 30329

R CALL 678.386.9508



Scan the QR code and add the event to your calendar! You won't want to forget and miss out on a good time with good people and good food!



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PLEASE RSVP BY APRIL 11. TEXT OR CALL 678.386.9308

BUY. SEND. EAT.

Skip all the printing and the trouble wih shipping, and purchase a customized invite for a good time and lots of eating!

Customized for mobile desplay, this invitation captures all that your love ones need to know for a successful Munch Date.

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MUNCH DATE

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Curly Chaos: Children's Book Alice Keller and the Return to Wonderland

CHAPTER 1

The sound of my heart thrummed with the force of a thousand hooves. Its tremendous pounding put quite the beating on my inner ear. Along with my heavy breathing, sirens-loud wailing horns-screamed out into the night air. "Luke!" I yelled; my throat scratched raw from overuse. "Where in the hell are you!?" I turned into a dark alley where I hid from a horde of police units heading my way. It was after scrambling behind a trash bin that I found him. My eyes landed on an unsettling scene unfolding down in the alley's shadowy enclave. Light from a window above coated the wet strands of Luke's curled brown hair with a flickering blue light. His curls soaked by rain plastered firmly to his face. Another man, who was much taller and had an enormous frame, held Luke by the neck of his charcoal gray sweatshirt. The faded rabbit silhouette printed on the sleeve of his dingy red hoody gave the towering man away. There was only one person in the world I knew who wore a custom hoody like that. It was memorable, primarily, when the other sleeve's cuff reveals the rabbit's body.

"Severed head," I remembered him explaining. A coy grin exposed this twisted darkness that made his odd-colored eyes shimmer; he continued,

Alice Keller and the Return To

VOL.1

Wonderland

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Curly Chaos: Children's Book

GEM WARS BOOK SERIES

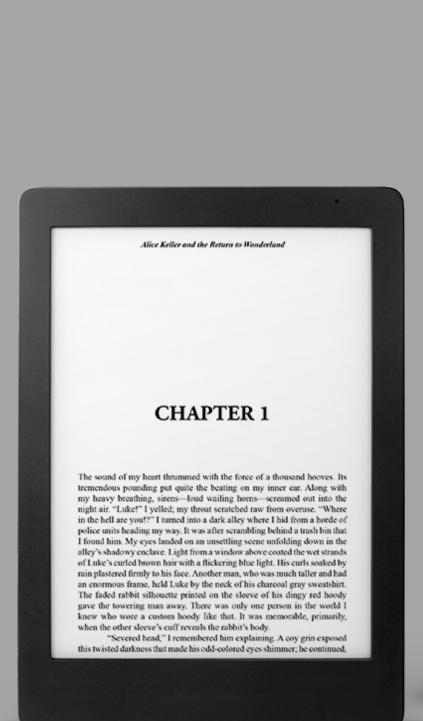
Print, Digital, Illustration, Branding, Book Design

PROJECT BRIEF

Books and the stories they hold are doors we open to another world. Some are flushed with various dangers, while others have readers tipping beyond the edge drama boiling left and right. Spearheading every literary quest are their covers; the same goes for the Gem Wars Book Series. This pre-determined five-book pentalogy is a high fantasy adventure tale following three women. Their separate stories and point-of-views merge as they fight to save the magical world, Somni Regni—home sweet home—from the great evil determined to see the world burn.

SOFTWARE





Alice Keller

VOL.1

and the Return To Wonderland

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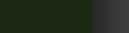
CURLY CHAOS: CHILDREN'S BOOK

PROJECT BRIEF

Children's books are great tools to teach and discuss things with children. In the case of Curly Chaos, the story helps little girls of color learn to love their beautiful locks. This project includes cover design, interior layout, and overall illustration.

SOFTWARE





Curling Chaog!

Written by Sidney & Tiffany Simmons Illustrated by Je'Rhonda Brown



Zamora giggled. Just think of all the fun you can have with your curls.

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You could rock a huge afro.

straight if that fits your fancy.

CURLY CHAOS: CHILDREN'S BOOK



RHONDA D. BROWN

PROFESSIONAL SUMMARY

Creative Graphic Designer with a talent for developing unique custom artwork. Innovative approach to ideas and concept development. Offering 4 years of expertise overseeing individual projects and brand development.

Mockups and Prototypes

Production Standards

• Writing

HTML & CSS

SKILLS

- Adobe Creative Suite
- Google Docs
- Project Management
- Project Creation
- Branding
- Graphics and Animation
- 3D Modeling
 - Color Composition

WORK HISTORY

Marketing Graphic Designer, 10/2020 to Current | Gallopade – Peachtree City, GA

- Designed creative digital displays used in online advertising for local businesses.
- Multi-tasked across multiple functions and roles to meet deadlines and organizational expectations.
- Developed creative design for print materials, banners, web, video, and signs.
- Promoting Brand awareness by creating marks and establishing guidelines accross print and digital designs.
- Utilized Adobe Creative Suite and Microsoft Office Suite to develop creative designs.
- Applied animation techniques to create dynamic visual elements.
- Contributed to mock-ups, email campaigns, and social media content.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Coordinated copywriting and designed layouts for print and digital content.
- Reviewed designs created by freelance designers and provided feedback for revisions.
- Cultivated mobile-friendly designs for variety of platforms.

Graphic Designer, 01/2019 to Current | Freelance

- Met with customers to present mockups and collect information for adjustments.
- Employed design fundamentals when selecting typography, composition, layout, and color in design work.
- Created logos, illustrations and typography for various organizations.
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones.
- Created motion graphics and video content for websites and applications.
- Edited and reviewed content for grammar, spelling and punctuation.
- Suggested improvements to content to enhance quality and accuracy.
- Developed creative design for print materials, banners and signs.

Freelance Graphic Designer, 02/2020 to 03/2020 | Pinkney Creative – Fayetteville, GA

- Ensuring projects are completed with high quality and on schedule.
- Created logos, illustrations and typography for various organizations.

Graphic Designer, 01/2019 to 01/2020 | Decatur Atlanta Printing Decatur, GA

- Developed creative design for print materials, brochures, banners, and signs.
- project outcomes.
- Edited and enhanced existing artwork and graphics.
- Created logos, illustrations and typography for various organizations.
- print and digital media.
- shirts, decals, and more,
- digital, and screen printing.
- Used the Adobe Creative Suite to create images and layouts.

EDUCATION

Bachelor of Fine Arts (BFA): Graphic Design, Minor: Animation, 05/2019 | Savannah College of Art And Design (SCAD) - Atlanta, GA

AFFILIATIONS

American Institute of Graphic Arts (AIGA) 2019 - Present

PUBLICATIONS

Alice Keller and the Return to Wonderland (2017)

Created abroad range of work using various design techniques for print and digital.

Implemented design feedback from customers and internal stakeholders to improve

Collaborated with other designers to create visually appealing graphics for range of

• Create the visual design for print materials, including brochures, books, posters,

• Prepare mockups for client approval and the initial finalized design file for specialty,

Assist clients in choosing the appropriate paper to fit their design and budget need.





