RHONDA D. BROWN

GRAPHIC DESIGNER

PORTFOLIO

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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

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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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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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GALLOPADE INTERNATIONAL

COLORS

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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JRO AND JER

MINDFUL DESIGNS

COLORS

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.

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EST. 2023

ACADEME PUBLISHING

COLORS

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 | Ultra
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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HEDGE

Branding, 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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GREEN THUMB LIVING

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Avant Garde Gothic | Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
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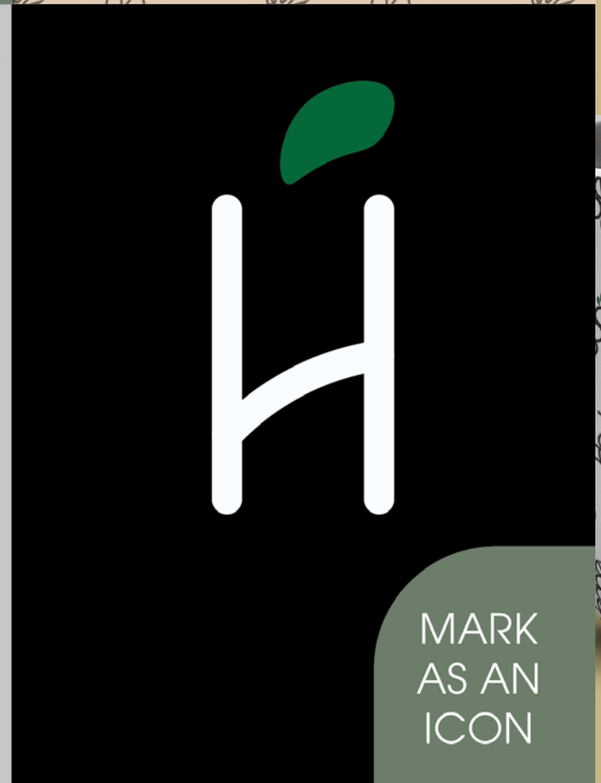
Tt Uu Vv Ww Xx Yy Zz

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 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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NANOWRIMO

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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NANO

National Novel Writing Month

Colors

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 Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Created Font For Brand

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

NaNoWriMo

Camp NaNoWriMo

Camp NANO

National Novel Writing Month

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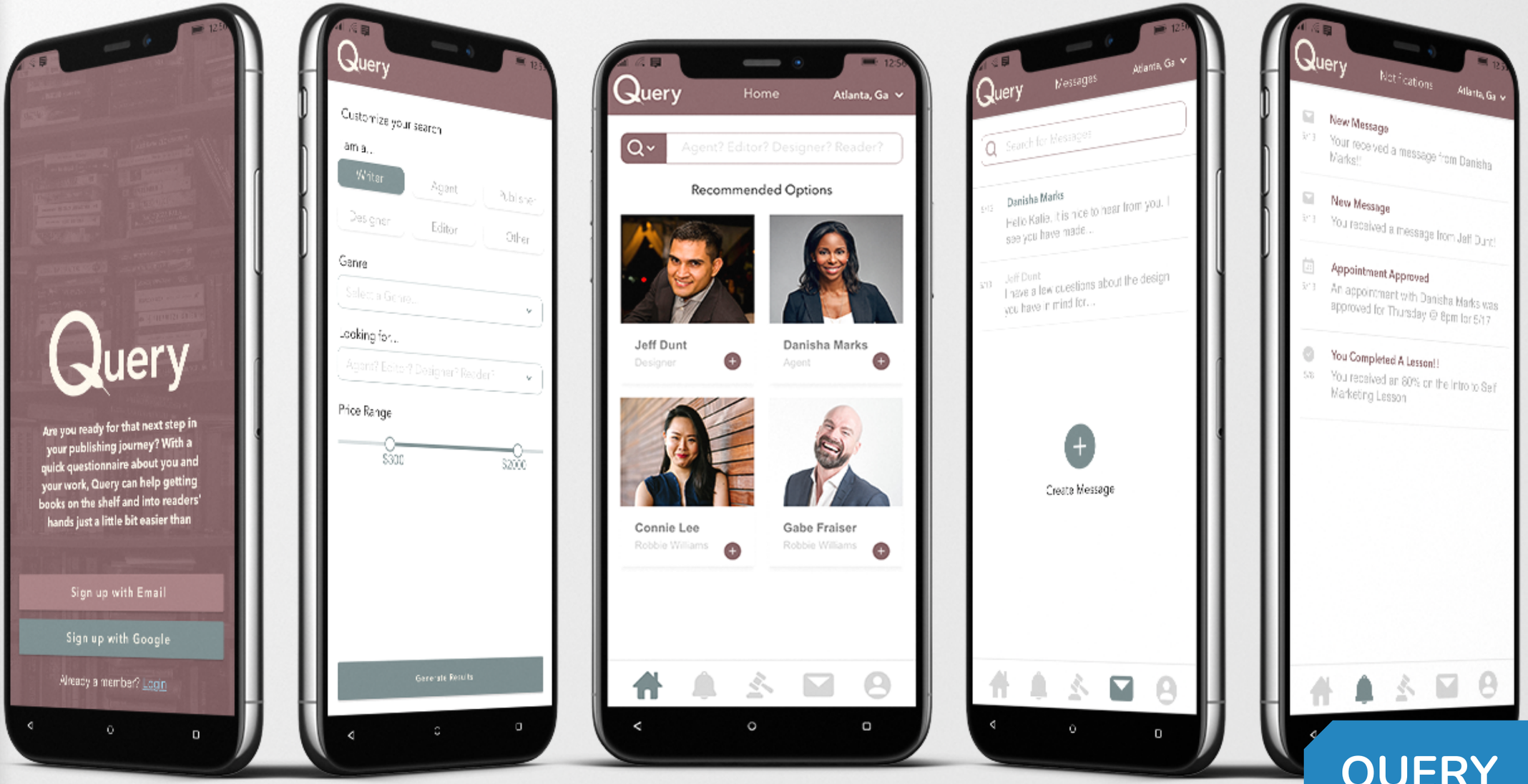

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QUERY

Digital, App Design, Branding

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.

SOFTWARE

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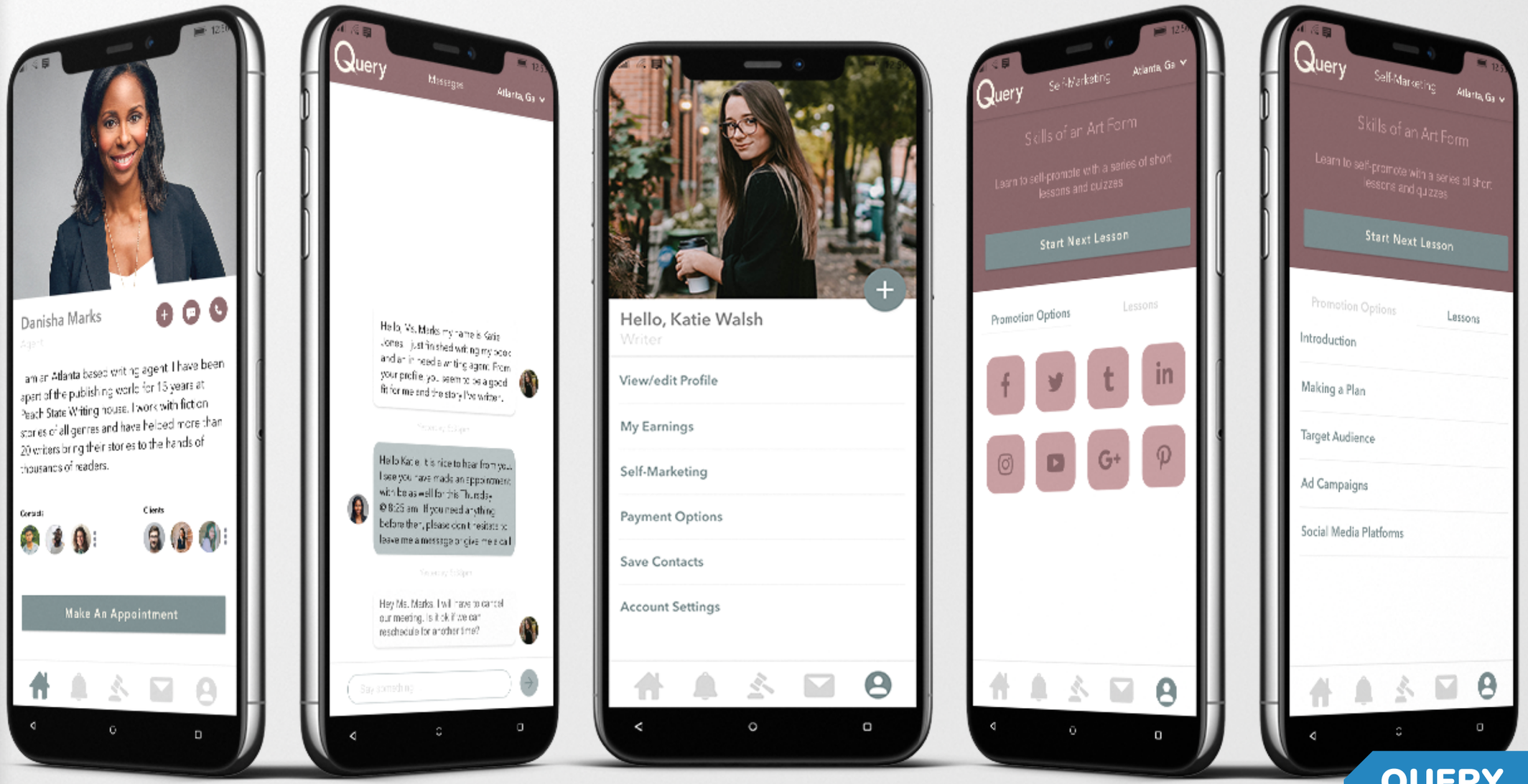

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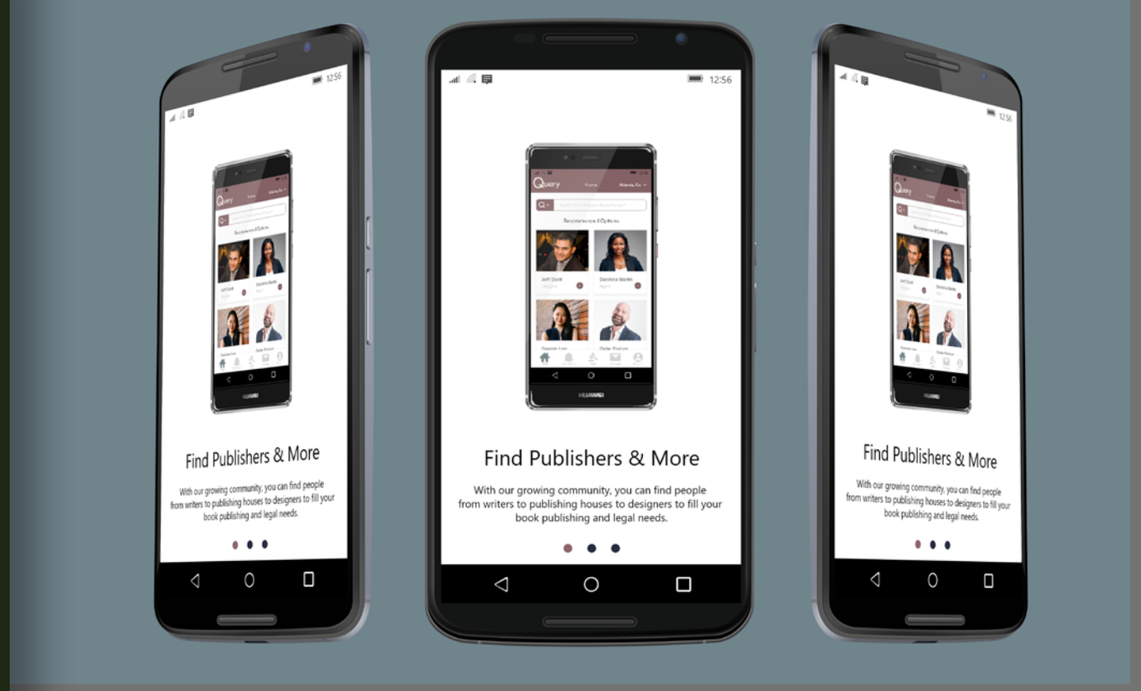

Query

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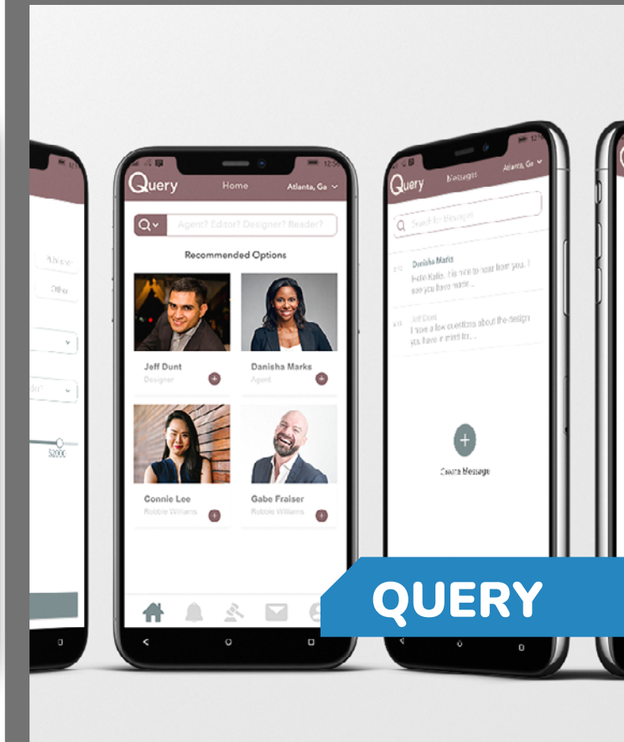
mipmap-mdpi

web

mipmap-xxhdpi

mipmap-hdpi



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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.

SOFTWARE

Ai WIX Id Ps Ae Me

GIVE THE GIFT OF KNOWLEDGE
Holiday
GIFT GUIDE
Browse Now
REAL KIDS • REAL PLACES
AMERICA'S NATIONAL MYSTERY BOOK SERIES
The WHITE HOUSE CHRISTMAS MYSTERY
Mystery in Icy Antarctica
$5 Mysteries
40% OFF
SCIENCE TITLES
Use Code: SCIENCE40
Sam tunes in to the science of Sound!
OUTBREAKS, EPIDEMICS, & PANDEMICS
COMMON CORE Lessons & Activities
States of MATTER
Neil Armstrong
40% OFF
COLORING BOOKS
Use Code: COLOR40
National Parks Coloring & Activity Book
Farm Days A-Z Coloring Book
Our BIG COOL USA Coloring Book
40% OFF
COOKBOOKS
Use Code: COOK40
BAZILLION BROWNIES
CAROLE MARSH LONGMEYER
THE KUDZU COOKBOOK
Classroom Cooking!
BOGO
SITEWIDE
Use Code: BOGO21
JAMES BONE
RESCUED

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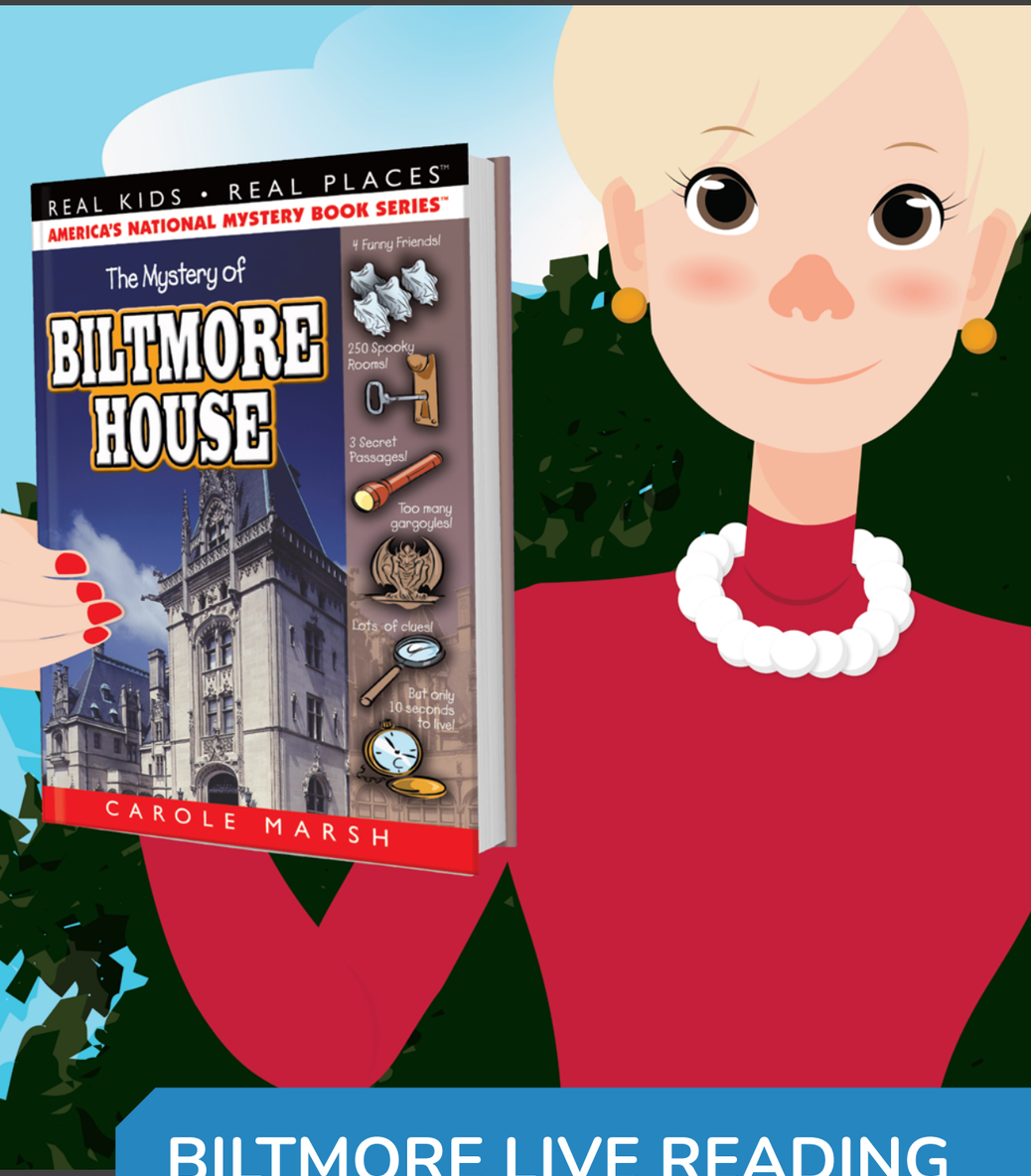
LIVE READING WITH CAROLE MARSH

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

SOFTWARE

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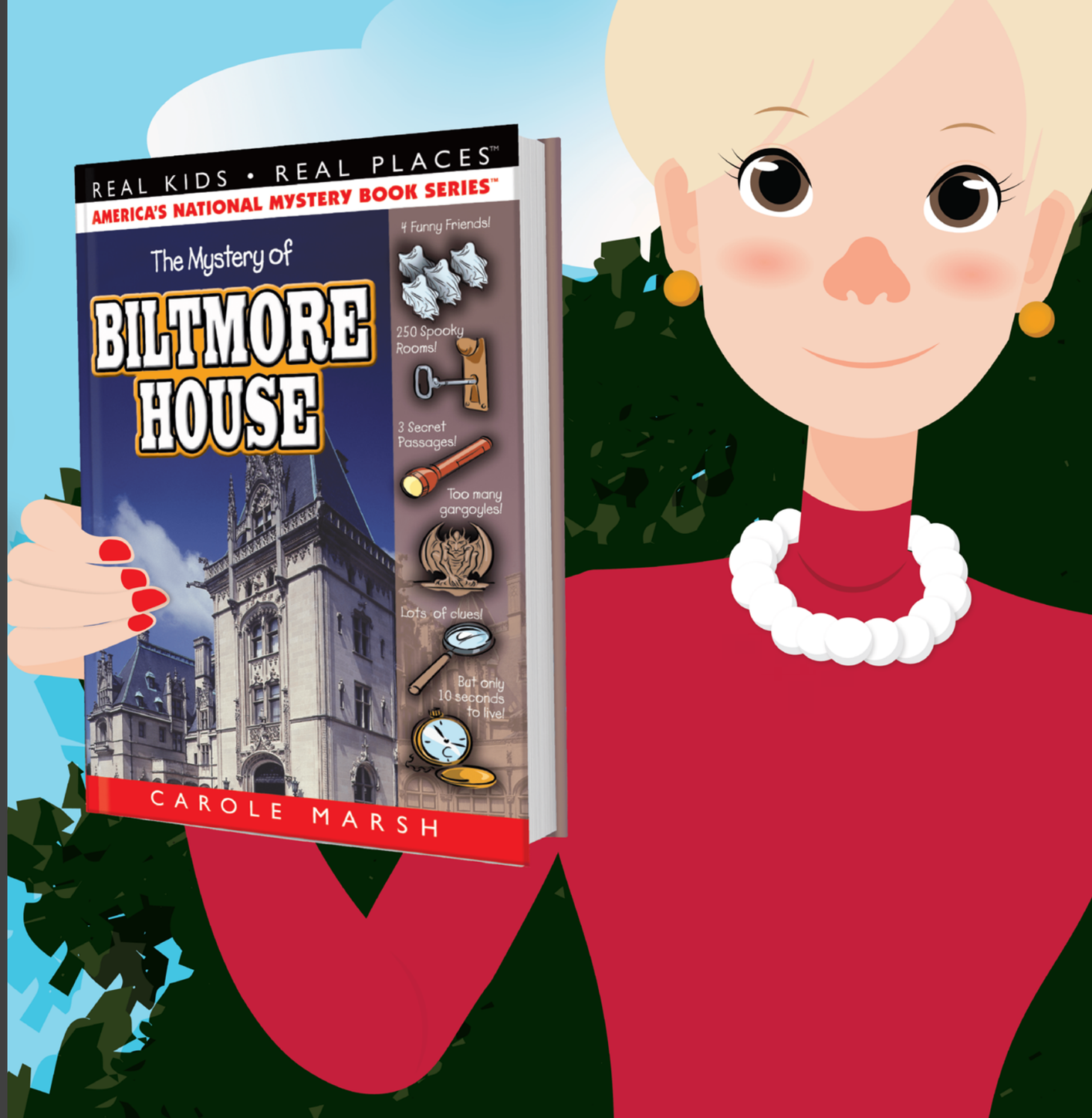

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SUMMER READY EXTRAVAGANZA

Digital, Web, Print, Motion Graphics

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

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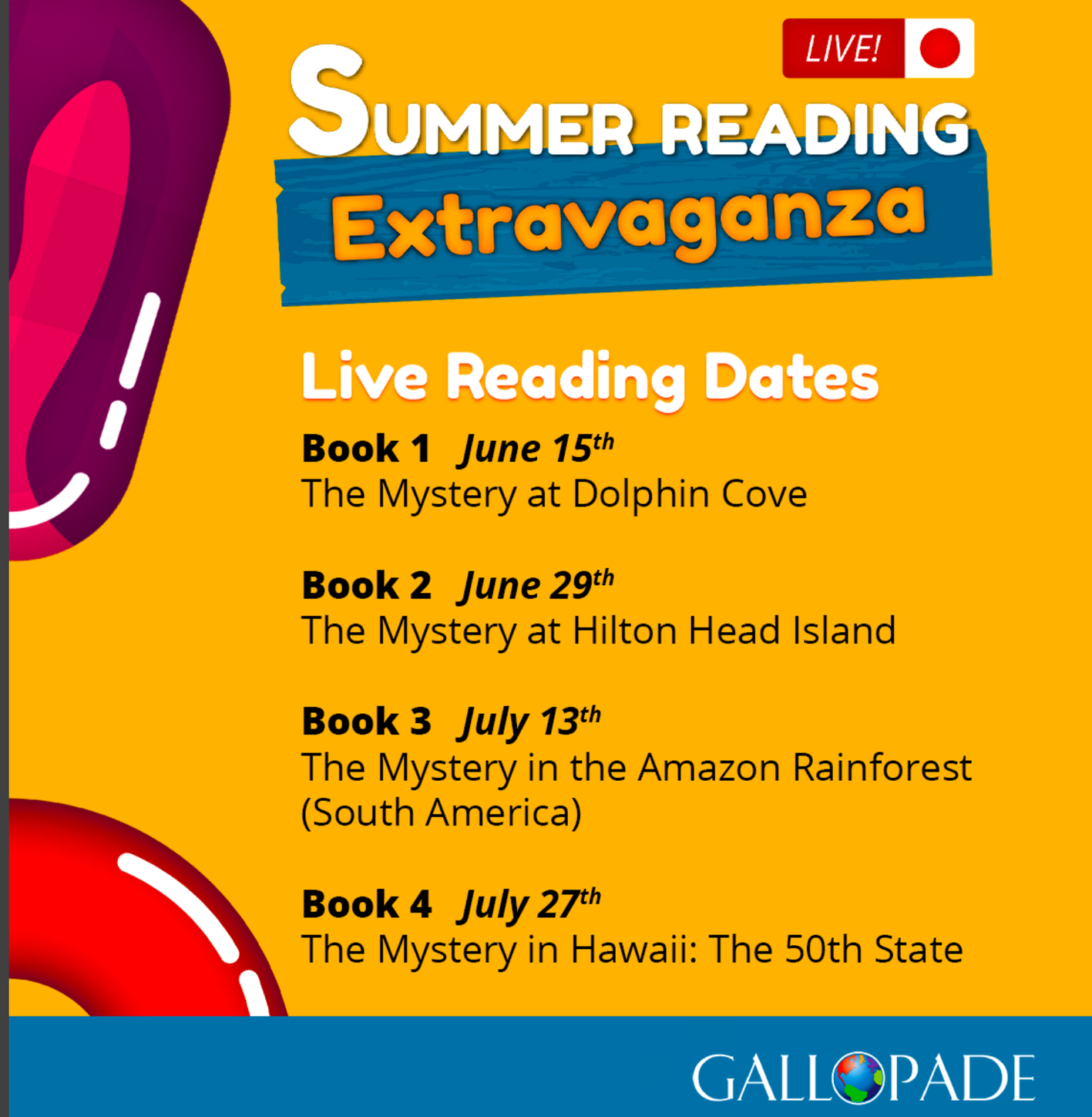
WIX Me



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CHARLIE SMITH PORTFOLIO BOOK

Print, Book Design

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.

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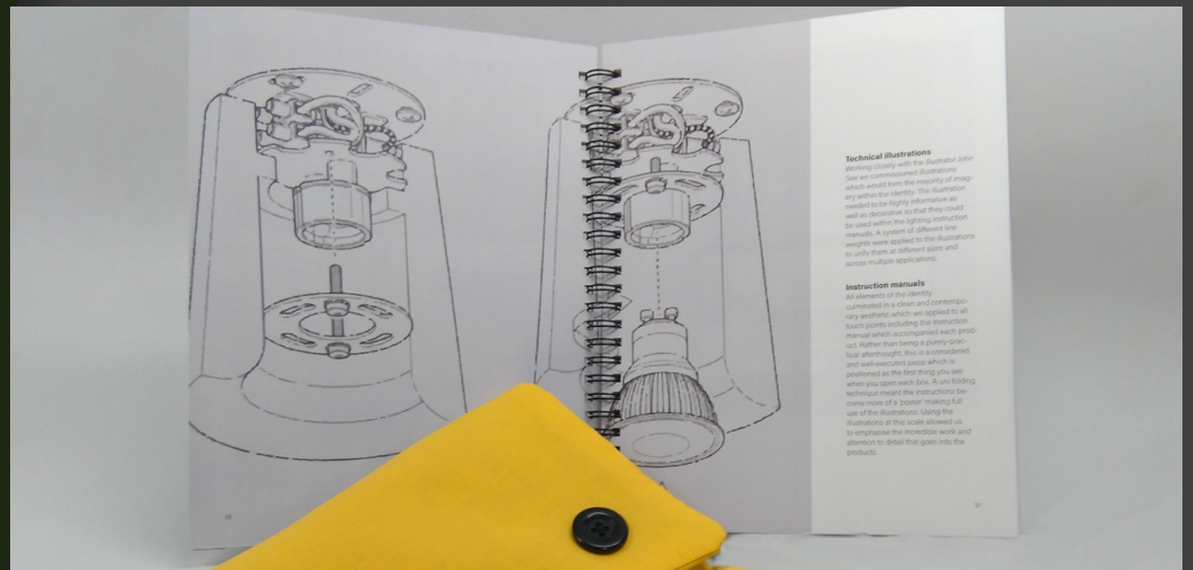

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FAIRY TALES: THEN & NOW POP-UP BOOK

Print, Book Design

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.

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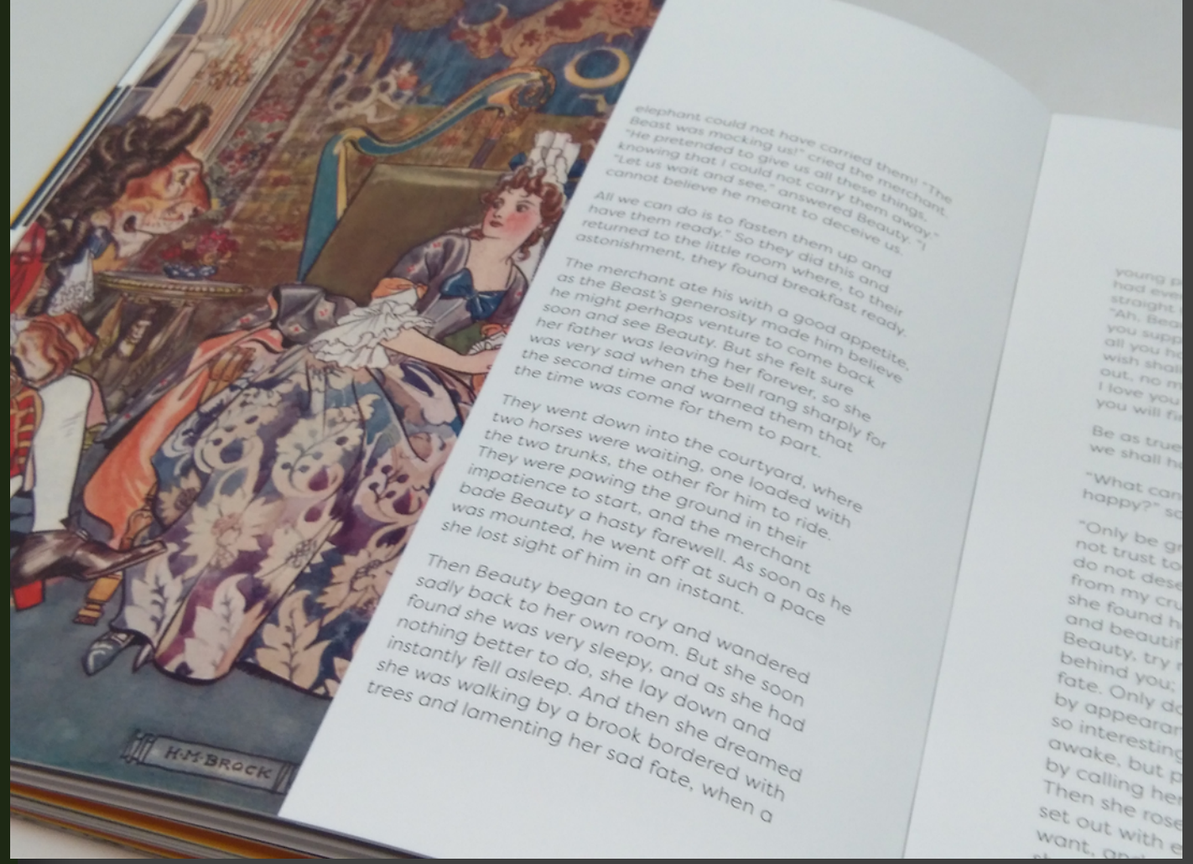

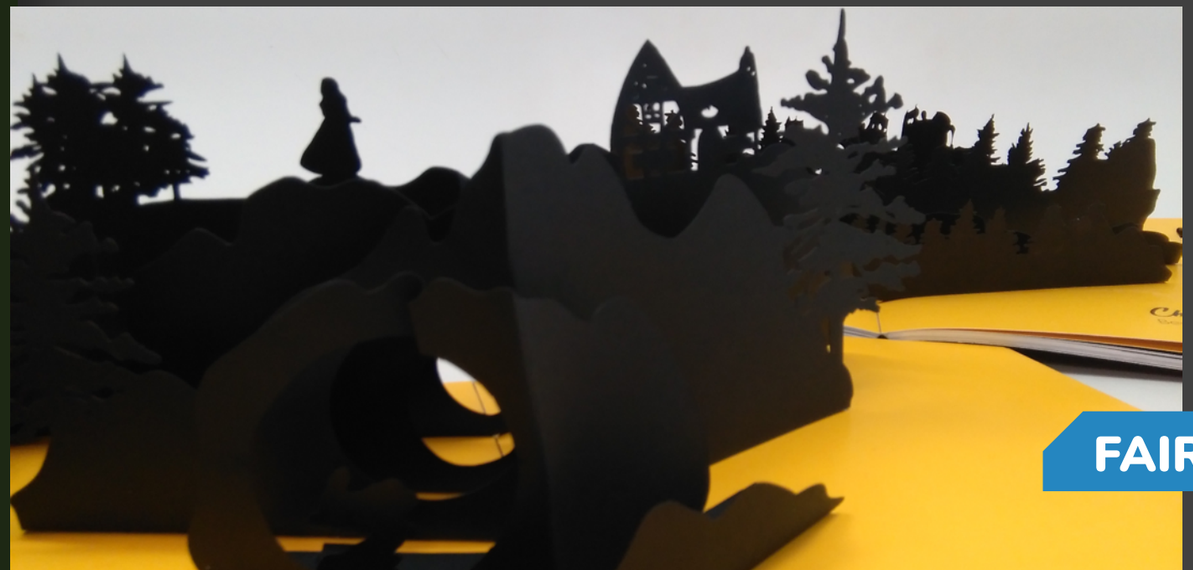

FAIRY TALES : THEN & NOW POP-UP BOOK

PROJECTS

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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

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MUNCH DATE INVITATION

Print, Digital

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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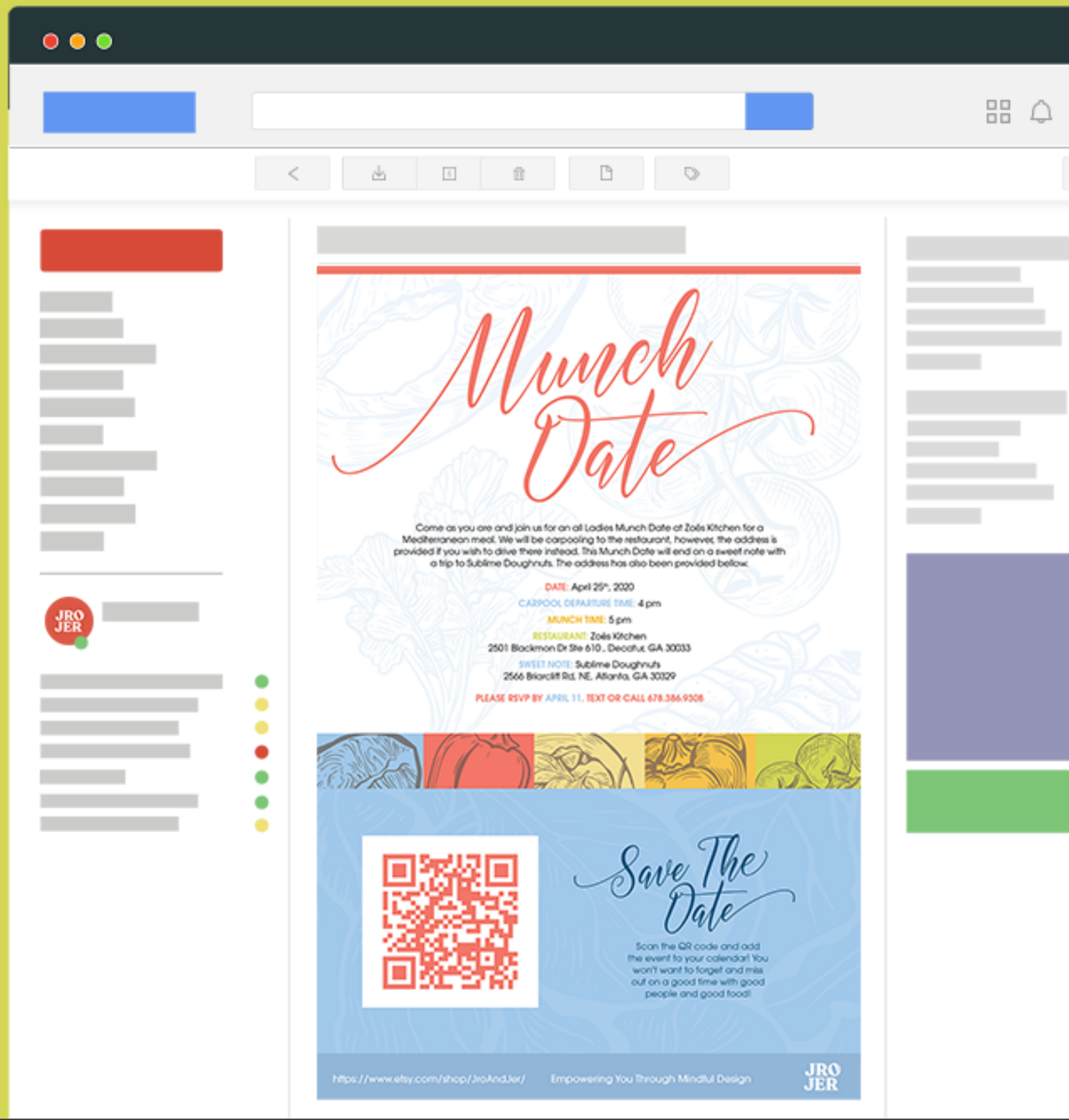

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BUY. SEND. EAT.

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.

JRO AND JER

MUNCH DATE

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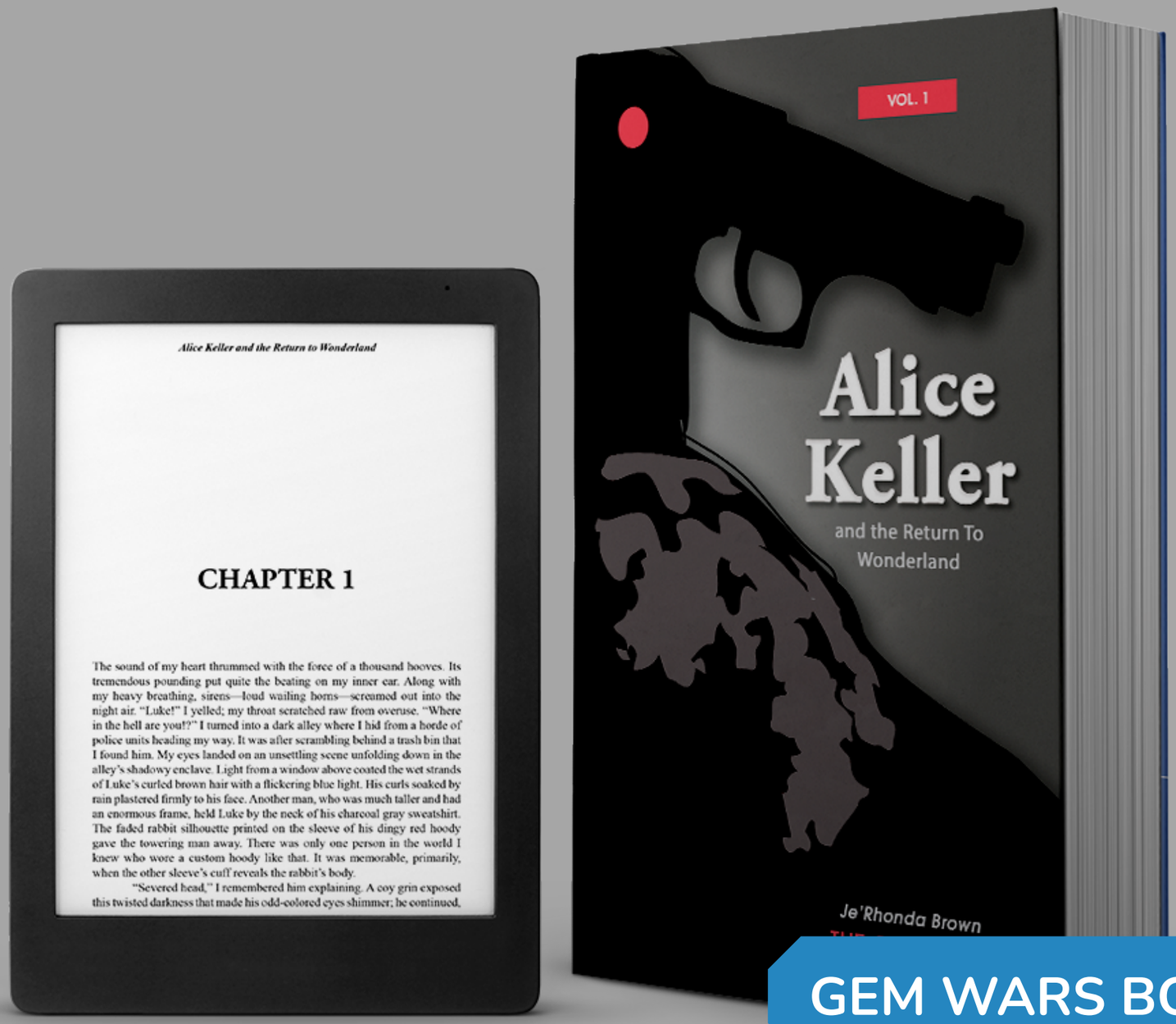

GEM WARS BOOK SERIES

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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

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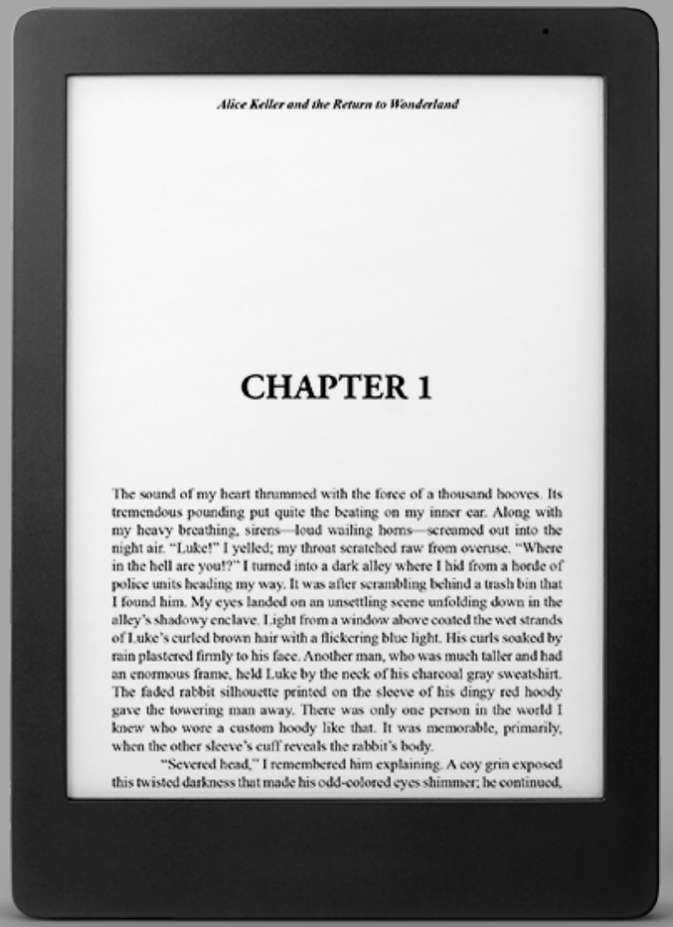

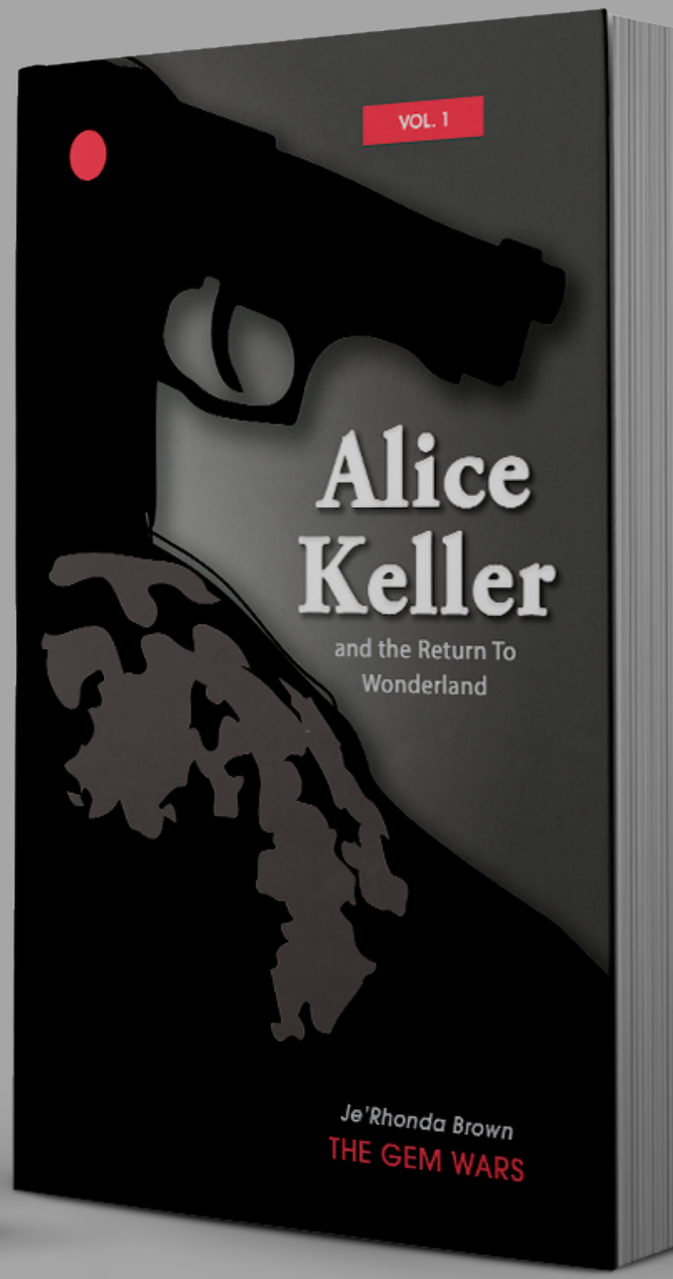

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CURLY CHAOS: CHILDREN'S BOOK

Print, Illustration, Book Design

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

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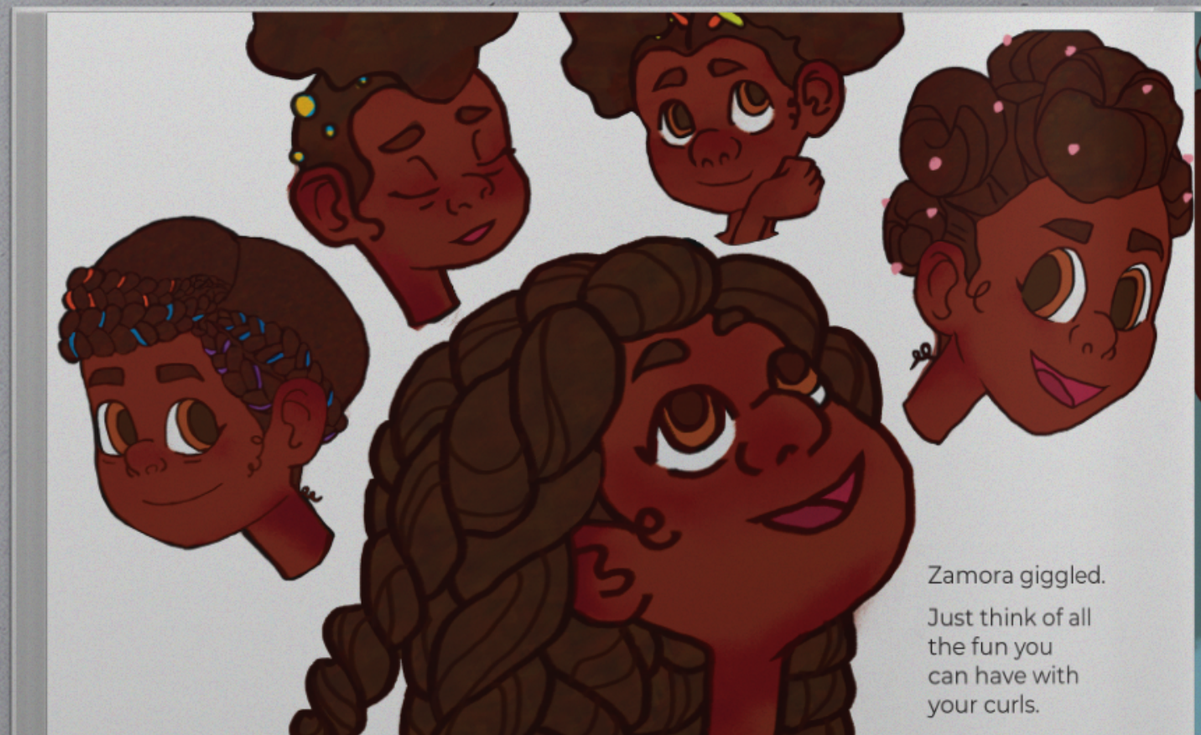

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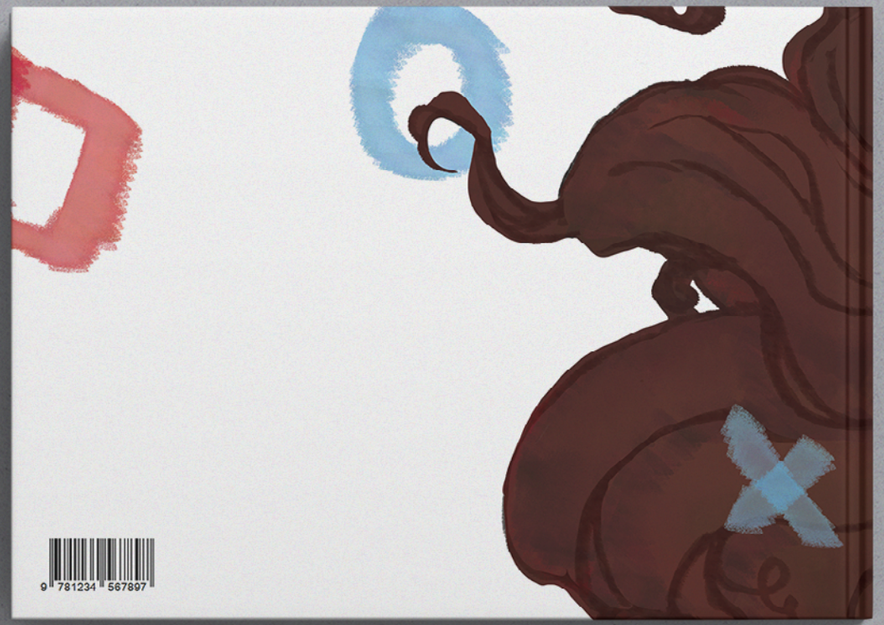

CURLY CHAOS: CHILDREN'S BOOK

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.

SKILLS

- Adobe Creative Suite
- Google Docs
- Project Management
- Project Creation
- Branding
- Graphics and Animation
- 3D Modeling
- Color Composition
- Mockups and Prototypes
- Production Standards
- Writing
- HTML & CSS

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 abroad range of work using various design techniques for print and digital.
- 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.
- Implemented design feedback from customers and internal stakeholders to improve project outcomes.
- Edited and enhanced existing artwork and graphics.
- Created logos, illustrations and typography for various organizations.
- Collaborated with other designers to create visually appealing graphics for range of print and digital media.
- Create the visual design for print materials, including brochures, books, posters, shirts, decals, and more.
- Prepare mockups for client approval and the initial finalized design file for specialty, digital, and screen printing.
- Assist clients in choosing the appropriate paper to fit their design and budget need.
- 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)

DOWNLOAD RESUME

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