

AMARIS
DE LA ISLA
GRAPHIC DESIGNER



HELLO.

Please allow me to introduce myself. My name is Amarís de la Isla and I am a graphic designer based in Houston.

Textures, typography and colors... OH MY! Those are just a few things I love that get me pumped about design. From the simple to the complex, I appreciate the many aspects great design has to offer.

I get giddy about paper, drool over type, and ogle vibrant colors. I can't help but become captivated by design whether I'm picking up a menu, opening a package, or looking through a catalog. If it's designed well, I am all over it.

When I'm not oohing and aahing over all things design related, I'm usually running around the streets of Houston, hanging out with my friends and family, laughing my head off over something silly, looking for recipes to try, re-reading *Harry Potter*, and keeping up with my kiddos. Once you get to know me, you'll find that I have a thing for mustaches, calaveras and cute critters. Oh, and I love a good cheese!

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GRAPHIC DESIGNER

Amarís de la Isla



adelaisla.com



My Resume

PROFILE

Highly creative and talented Graphic Designer with 7 years experience in branding, marketing, print and digital design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Successfully launched and implemented marketing campaign, adding to the College's branding and raising its profile.

EDUCATION

BACHELOR OF FINE ARTS | GRAPHIC COMMUNICATIONS 2013

University of Houston
+ magna cum laude

BACHELOR OF ARTS | COMMUNICATIONS 2004

University of Houston
+ magna cum laude

EXPERIENCE

FREELANCE GRAPHIC DESIGNER // 2018 - PRESENT

Collaborates with a variety of clients, managing and coordinating graphic design projects from conception through completion for individuals, start-ups and mid-size companies, ranging from wedding invitations and stationery to logo and branding design to social media graphics and large scale marketing promotion, and more

GRAPHIC DESIGNER 1 // 2017 - 2020

University of Houston // Houston, TX
Conceived, designed, and executed a variety of marketing materials including, but not limited to advertisements, web content, event promotion, flyers, informational booklets, strategic plans, brochures, program handbooks, newsletters, wall graphics, and social media graphics for the marketing and communication department, as well as other administrative and academic departments in the College of Technology

GRAPHIC DESIGNER // 2013 - 2016

Hospitality USA // Houston, TX
Designed a number of promotional materials including advertisements, menus, flyers, posters, banners, t-shirts, web graphics, gift cards, and the like for 20+ locations spread across three states

CONTRACT GRAPHIC DESIGNER // 2013 - 2013

The Children's Museum of Houston // Houston, TX
Designed various educational and promotional materials (e.g. signage, cover art, workbooks)

PUBLIC RELATIONS ASSOCIATE // 2004 - 2007

The Children's Museum of Houston // Houston, TX
Created media materials (e.g. press releases, press kits, PSAs) and collaborated with graphics department to create bi-monthly newsletter and web content for major exhibits and events

01

Branding Design

Logos. Typography. Color. Packaging. Messaging. These are all important aspects that go into brand identity. It complements and reinforces the existing reputation of a brand. Brand identity attracts new customers to a brand while making existing customers feel at home.

- 01. BISON BARBERS BRAND IDENTITY
- 02. LAMB & TURNER PLLC BRAND IDENTITY
- 03. INGENUITY APPLIED BRANDING





01. Bison Barbers Brand Identity



Client : Bison Barbers

When starting their business, the talent at Bison Barbers knew they wanted the look and feel of their barber shop to reflect their own identity. Having a special connection to the bison, they wanted their brand to give a nod to old school barber shops with a vintage yet modern look. Gritty and with an edge, customers walk out feeling fresh and clean.

02. Lamb & Turner Brand Identity



Client : Lamb & Turner PLLC

Strength. Compassion. Confidence. These are the words that the partners at Lamb & Turner PLLC wanted its immigration law firm to embody and portray to its clients. It was important that their brand convey a sense of power and stability without being intimidating to clients in need of an immigration attorney.



03. Ingenuity Applied Branding



Client : UH College of Technology

The gyroscope represents motion, direction and orientation. It is a long standing instrument of technology with important applications in automation, positioning and navigation today.

With an already established brand of the University of Houston, the gyroscope icon, along with the tagline “Ingenuity Applied,” is used to support the marketing of the College of Technology. It was important to the College that even with its multifaceted and broad range of technology, from construction management to human resource development, or from biotechnology to cybersecurity, there was cohesion in marketing each department and program.



02

Logo Design

- 01. BISON BARBERS
- 02. BAILA IRVING
- 03. LAMB & TURNER PLLC
- 04. GINGIN'S KITCHEN

Logos, like a firm handshake or a friendly smile hello, are the first impression a company gives to the public. That is why a company's logo is so important. Logo design is about creating the perfect visual mark for a company. Depending on the type, a logo usually consists of a symbol, graphic mark, or emblem and a logotype, along with a tagline. The logo is a key part to any successful organization or business.



01. Bison Barbers



02. Baila Irving Performing Arts Academy



03. Lamb & Turner PLLC



04. GinGin's Kitchen



03

Web Design

Websites. Probably the easiest way any potential client or consumer can find out more about a company. Whether it's trying to find out more about that hot, new restaurant that opened up in the neighborhood, learning about the rainforest for a class project, or online shopping, web design is an valuable tool for companies.

01. LAMB & TURNER PLLC WEBSITE

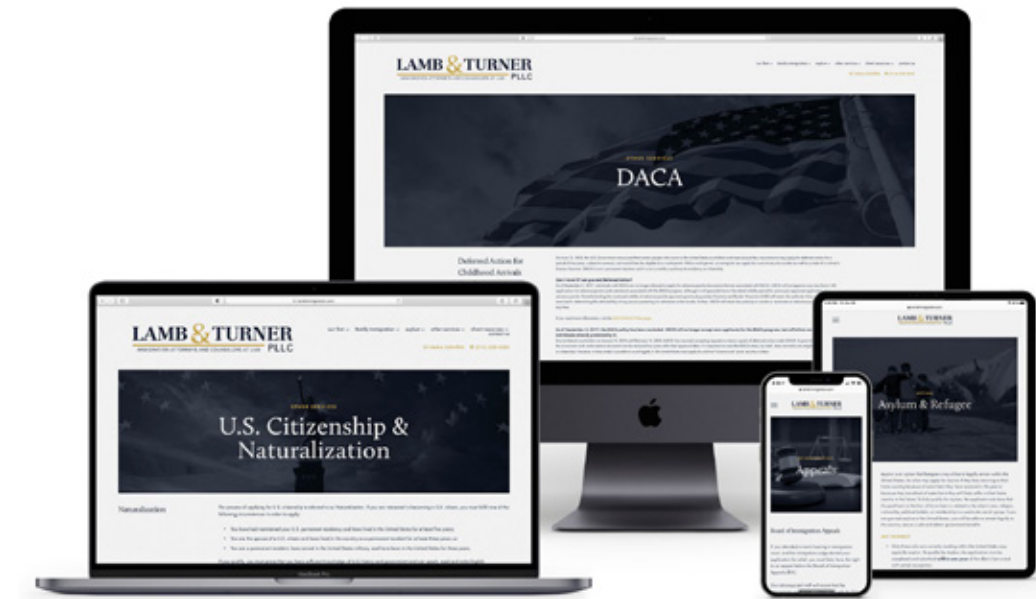


01. Lamb & Turner PLLC Website

Client : Lamb & Turner PLLC



The amount of information involved in immigration law can be overwhelming for clients. That is why it was important to the partners at Lamb & Turner PLLC, that its website be clear and concise. It needed to be easy to understand and navigate across multiple platforms desktop computer, tablet and mobile.



04

Promotional Design

- 01. BAILA BOUTIQUE
- 02. PUB PROMOTIONAL POSTERS
- 03. LOCAL POUR PROMOTIONAL POSTER
- 04. BBC PROMOTIONAL POSTER
- 05. YELLOW ROSE PROMOTIONAL MATERIALS
- 06. COLLEGE OF TECHNOLOGY PROMOTIONAL ITEMS
- 07. ARAYA SEASONAL PACKAGING

Whether it's a product, good, service or event, promotional design is everywhere. From a flyer to a billboard, or a social media post to a shopping bag, promotional design is used to develop and create images and promotional materials to catch a potential customer's eye.



01. Baila Boutique

Client : Baila Irving Performing Arts Academy



02. Pub Promotional Posters

Client : Hospitality USA
(Sherlock's/Baker Street/Watson's)



03. Local Pour Promotional Posters

Client : Hospitality USA
(Local Pour)

04. BBC Promotional Posters

Client : Hospitality USA
(British Beverage Co.)

05. Yellow Rose Promotional Materials

Client : Yellow Rose



06. College of Technology Promotional Items

Client : UH College of Technology



07. Araya Seasonal Packaging

Client : Araya Artisan Chocolate



05

Editorial Design

- 01. HIGH SCHOOL RECRUITMENT BROCHURE
- 02. VISION BROCHURE
- 03. MFA THESIS EXHIBITION

Editorial spreads, magazine layouts, and book displays—those are all elements of editorial design. The goal is to make publications attractive, visually interesting, and easy to read. Cohesive and clear, good editorial design should draw readers in. Typography, layout, graphics and illustration all have an important impact on editorial design, whether it's a program pamphlet or magazine spread.



01. High School Recruitment Brochure

Client : UH College of Technology



02. Vision Brochure

Client : UH College of Technology



03. MFA Thesis Exhibition

Client : UH School of Art



06

Menu Design

- 01. WATSON'S HOUSE OF ALES MENU
- 02. BAKER STREET PUB & GRILL MENU
- 03. CITY OVEN MENU

Menu design is an extension of any restaurant's brand and is key to its marketing plan. The design of a menu should express an eatery's personality. Classy and sophisticated? Fun-loving and wild? A small, plain text menu can be used to enhance a restaurant's impression of elegance or simplicity. A thick, flashy, image-intensive menu can emphasize a location's festive side. Once the personality of the restaurant is determined, crafting the look of the menu can begin to match its identity.



01. Watson's House of Ales Menu



Client :
GatherHouse
Concepts

02. Baker Street Pub & Grill Menu



Client :
GatherHouse
Concepts

03. City Oven Menu

Client : Hospitality USA



07

Invitation & Stationery Design

- 01. FIESTA WEDDING INVITATION
- 02. MINIMAL ELEGANCE WEDDING INVITATION

When people think of stationery design, two categories typically come to mind: professional and personal. Business or office stationery usually consists of paper, office supplies, letterheads, writing equipment, business cards, cases, and other similar items. Personal stationery can be notecards, notepads, stamps or embossers, labels, greeting cards and invitations. While each serves its own purpose, both categories can be highly personalized.



01. Fiesta Wedding Invitation



02. Minimal Elegance Wedding Invitation



08

Printmaking

- 01. FAMILIA POR SIEMPRE
- 02. KINETIC

Printmaking is the artistic process of creating artworks by transferring images from a matrix onto another surface, most often paper or fabric. These techniques vary from woodcuts to etching to engraving. I have had the opportunity to dabble in woodblock printing, silkscreening and letterpress. Part of the creative process in graphic design is first sketching on paper and then moving to the computer. With printmaking, it's refreshing to be able to sometimes skip the computer entirely and get a little messy.





01. Familia Por Siempre

Woodblock Print



02. Kinetic

Letterpress





BYE.

So here we are—at the end. Thank you for taking this journey through my portfolio. While we have found ourselves at the end of the road (as far as my portfolio goes at least), I hope this leads to the beginning of working together.

Thank you for taking the time to review a sample of my work. I hope to hear from you soon.

“

The designer does not begin with some preconceived idea. Rather, the idea is the result of careful study and observation, and the design a product of that idea.

”

PAUL RAND



adelaisla.com



THANKS
FOR YOUR INTEREST