

**GRAPHIC DESIGN
HAS ALWAYS
FELT LIKE
A PLACE
WHERE MY
HEAD & HEART
COULD
ALIGN.**

HI. I'M JENAE

**It's a pleasure
to meet you!**

I grew up in the great Pacific Northwest where the ocean collides with the land in the small town of Stanwood, Washington. And the best part is: I can see Skagit Bay from my back porch.

I have always felt like design has been the place where my head and heart aligned. Design allows me to use both my creative expression and technical perfectionist mentality all at once. It is the place where I feel most myself.

This portfolio is a collection of hard work, dedication, late nights, and my passion to create.

I AM A:

- Color enthusiast
- Sunset spectator
- Makeup fanatic
- Chip connoisseur



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HERE WE GO...

PEACHES & HUNNY

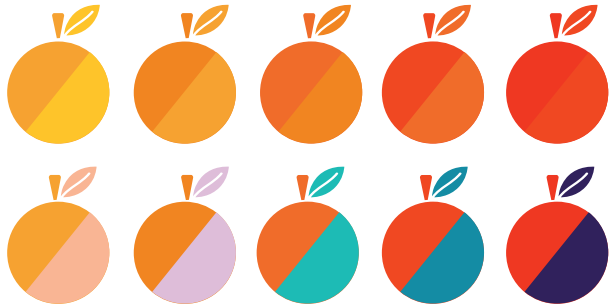
Brand Identity

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Peaches & Hunny is a brand designed and created by me.

For this project, I was inspired by retroism. Influenced by late 60's to early 70's design; I aspired to recapture the classic, vintage time period with a new and modern twist.

This project stems across print, product, and e-commerce website design.



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ABCDEFGHIJKL
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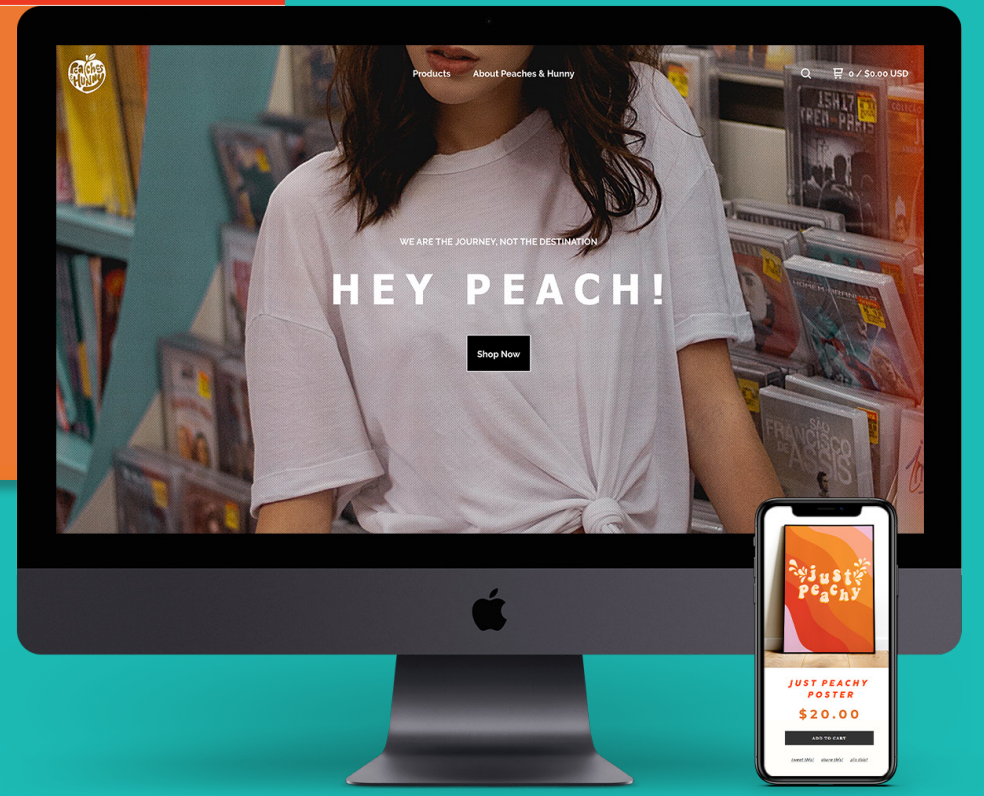
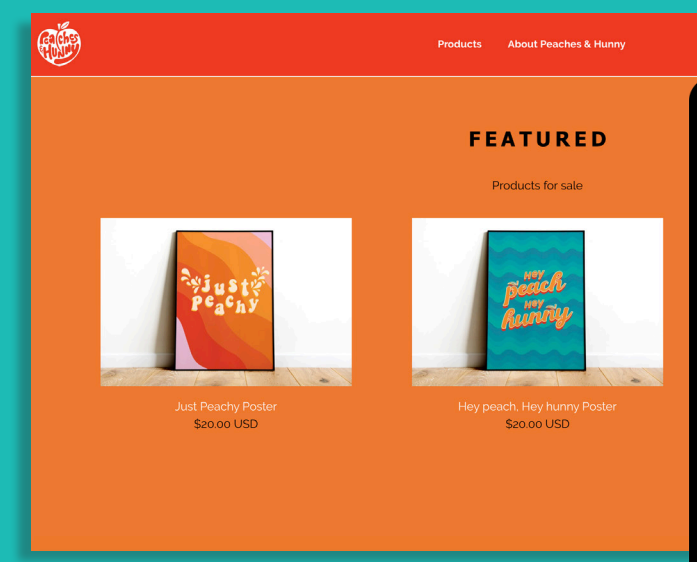
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As a brand, our goal at Peaches & Hunny is to inspire our customers to be unapologetically themselves.

We believe in authenticity and encourage freedom.

We seek to inspire passion with a purpose; classic with a juicy twist.





THE BAND CAMINO

Typographic Print Booklet

The Band Camino is a Memphis based indie rock band that was established in 2015.

The Band Camino writes music that resonates with real life and is matched with unique rock sounds that create heart-wrenching hits.

This booklet design is my visual representation of the band's musical aesthetic as well as their ability to create modern music with vibey tones.

P.S. They are worth the listen!



THE BAND Camino

BURLESQUE FILM

E-Commerce Website

Designed using the web-based program Webflow, I created a one-page scrolling website for a movie feature of the 2010 film *Burlesque*.

This project focused on furthering my exploration of graphic interface design for web pages and applications using principles of visual organization and composition. It also helped me attain and apply more in depth skills regarding interactive web based design.

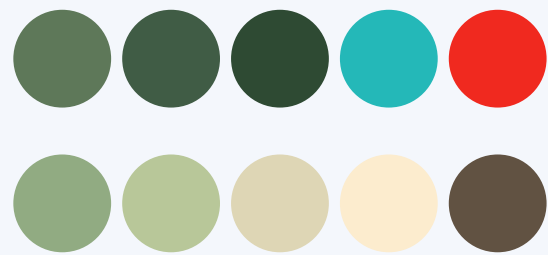


STARBUCKS COFFEE

Package Design

Seattle's most famous coffee franchise, Starbucks, often features specialized coffee beans in their premium select collection. This select feature: Coffee of Brazil, Latin American Blend.

This package design was centered around the natural landscape and foliage found within Brazil. Known for its colorful wildlife and rich diversity of plant life, I chose to highlight those elements by layering leafy textures and emphasizing vibrancy.



COFFEE OF BRAZIL



BRECKENRIDGE BREWING

Package Design

Breckenridge Brewery is an American brewing company based in Littleton, Colorado. It has select beers that can be found in forty-two US states.

For this project, I was challenged to design packaging for a beer company of my choosing.

Inspired by the Pacific Northwest-mountain-man aesthetic, I directed my design towards the most PNW creature I could think of: Sasquatch.



BRECKENRIDGE BREWERY

Sasquatch Stout



Sasquatch
stout

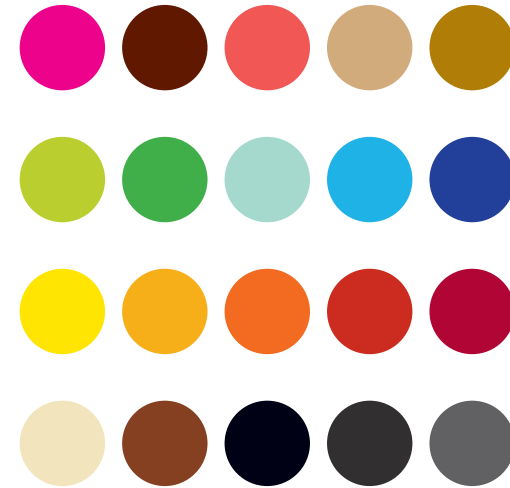


PULSE MAGAZINE

Editorial-Print Design

Pulse is Central Washington University's student-run lifestyle magazine. Comprised of writers, designers, and photographers, Pulse aimed to accurately capture all aspects of student life, both on and off campus.

As a member of the design team, I was responsible for multiple aspects of the magazine. I learned, practiced and applied real-world print production design to the magazine twice per academic quarter. Featured are a few of my favorites:



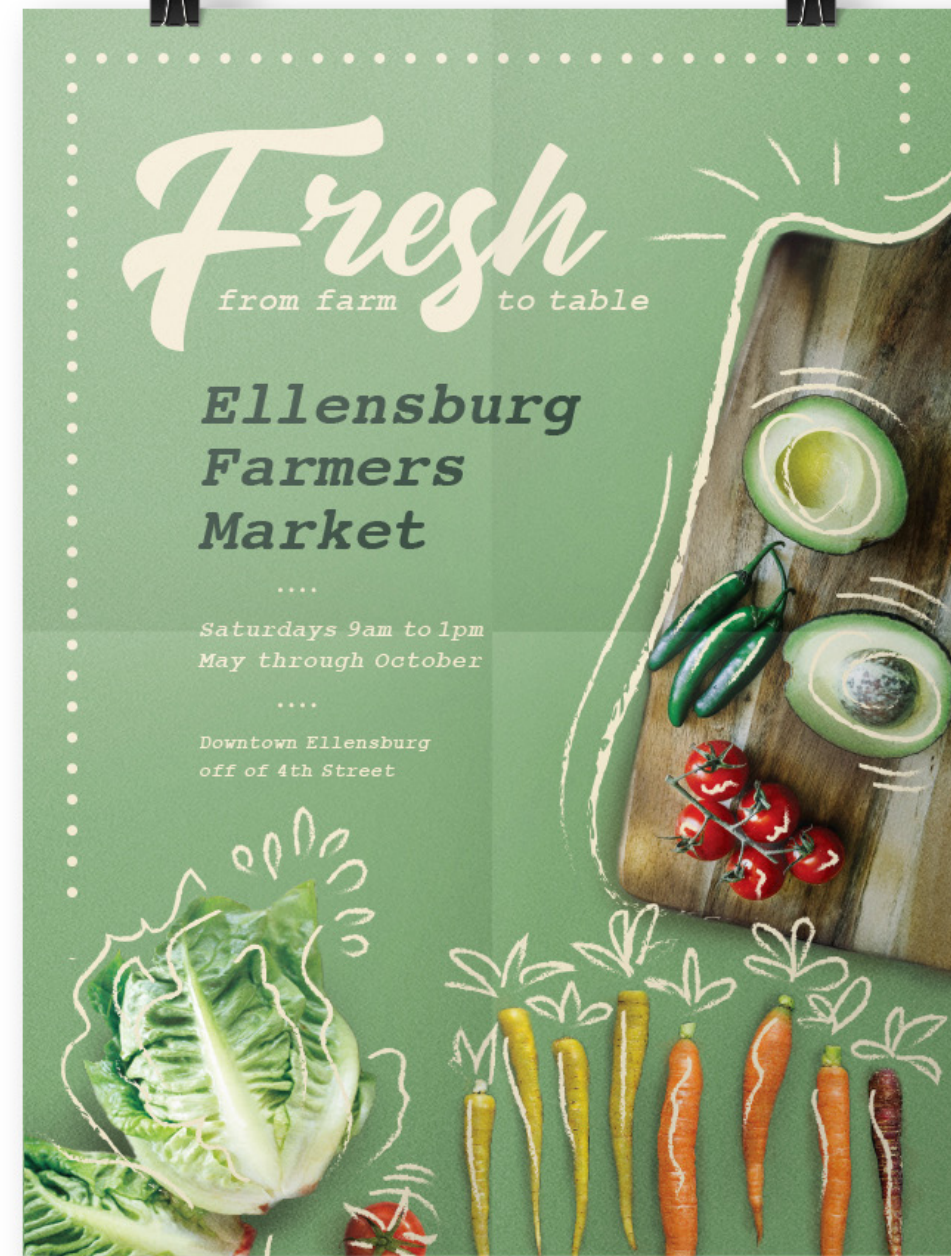


ELLENSBURG FARMERS MARKET

Event Branding

The Ellensburg Farmers Market is a rich small town tradition. This lively market is known for its farm fresh local produce, baked goods and fine hand crafted products.

For this project, I was inspired by the small town locality that Ellensburg offers and its emphasis on farm fresh produce. "Fresh, from farm to table" became my slogan for this event branding. I wanted to let the focus be on simple, natural produce commodities.



THE ART OF SHAVING

System Branding

The Art of Shaving is a brand that prides themselves in their simple elegance and finely handcrafted tools.

For this project, I aimed to visually enhance the brand's simple elegance and elevate their classic 1940's method of shaving. When challenged to create an entirely new visual identity, I sketched over one hundred logo concepts and twenty product ideas.

My design features rich hues and organic shapes that parallel that of an old-school, vintage barbershop.



THE Art OF Shaving

— THE ART OF —
SHAVING

A + 

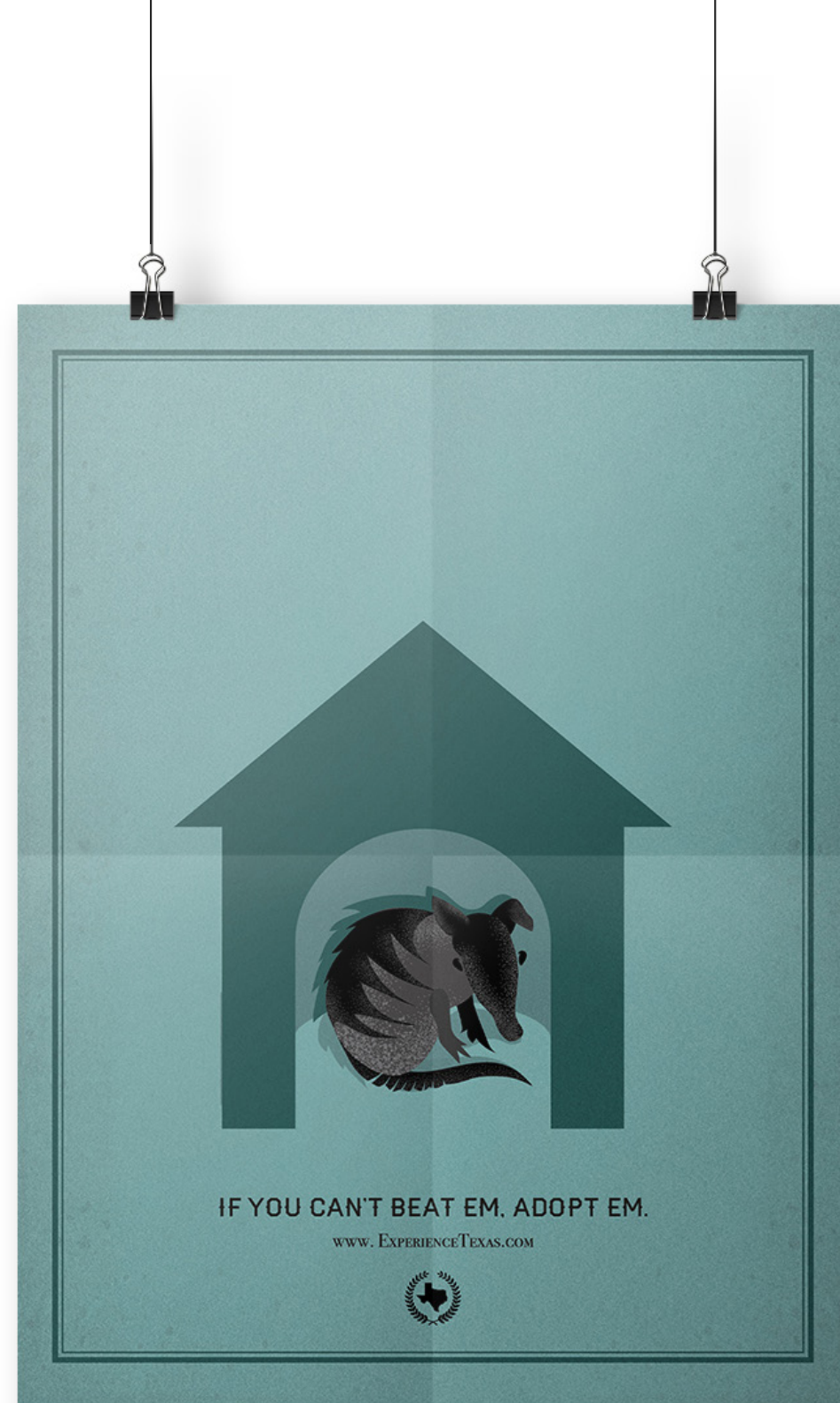




TEXAS CAMPAIGN

Poster Feature

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This campaign encouraged tourists to visit and experience the state of Texas. By illustrating armadillos, normally considered pests in Texas, as pets, I wanted to appeal to pathos, I grab the attention of the viewer.



CLIMATE CHANGE CAMPAIGN

Poster Feature

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Amnesty International is an organization that speaks out against and exposes injustices. They believe in telling powerful stories in order to mobilize millions of supporters world wide to campaign for change.



This campaign comments on the effects and consequences of fossil fuels on our environment.



LOGOS

Feature

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This feature highlights four different logos that emphasize the technical and practical skills that I have acquired over the past four years.

Here are a few of my favorites:



CWU HYPE

Publicity Center

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While enrolled at Central Washington University, I worked as a student graphic designer for the university's Publicity Center at HYPE. HYPE is a student centered creative agency committed to promoting on-campus events.



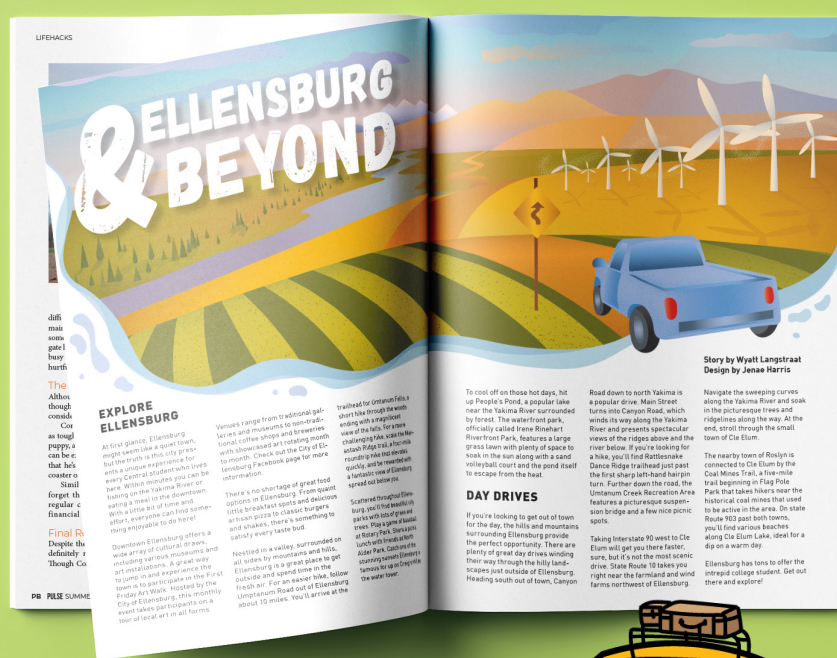
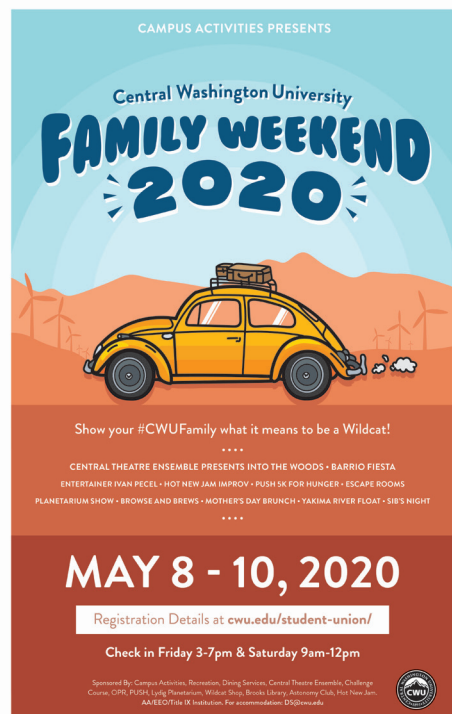
THIS WAS OUR DESIGN TEAM!

POSTERS & PUBLICATIONS

Publicity Center

Under the guidance of our Creative Director, I worked on select event campaigns, editorial designs, and media graphics.

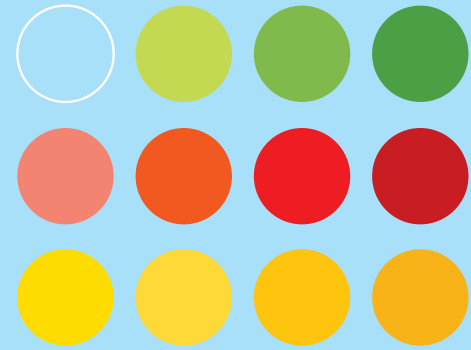
I worked collaboratively with other designers and departments to develop concepts and visual strategies to meet the needs of clients.



LET'S TACO 'BOUT

Publicity Center Event Feature

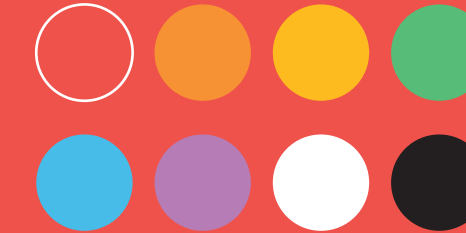
For this project, I worked collaboratively with the Associated Students of Central Washington University's Student Government department to develop concepts and visual strategies for the Let's Taco 'Bout Committees/Primaries events on campus.



DIVERSITY & EQUITY CENTER

Publicity Center Rack Card Feature

For this project, I worked with the Diversity and Equity Center (DEC) department on CWU's campus to create an informational card that highlights who and what the DEC is. The DEC's department is committed to a student-centered pursuit of justice and equity on campus and in the community.



WHO WE ARE

Central Washington University
DIVERSITY AND EQUITY CENTER

The Diversity and Equity Center cultivates a sense of belonging and community on campus through programs and initiatives that encourage students to explore their identities, challenge barriers and empower themselves and their communities.

1

IONE SKY CAUSING
 she, her, hers
 CLASS OF 2020

Language & Literature major with a minor in Linguistics
 President of the Filipino American Student Association



WHAT WE DO

"The DEC is a home away from home. It allows everyone to come, no matter your walk of life, to one place, and feel as though you are seen and appreciated. The DEC is family!"

Rozie Cardenas, Class of 2020
 she, her, hers



GET INVOLVED

1. Hang out in the DEC space!
2. Participate in DEC events!
3. Join us for free popcorn Fridays!

3

MOUNIA TRAÓRE
 she, her, hers
 ALUMNI, CLASS OF 2019

B.S. in Business specialist in Leadership & Management with a minor in entrepreneurship
 Former President of Central African Student Association



OUR PROGRAMS

OUR PROGRAMS & INITIATIVES INCLUDE:

- Peer-to-peer training on social justice issues.
- Campus-wide programming that celebrates cultural and ethnic identities.
- Supports Equity and Services Council and affiliated student organizations.
- Programs that connect you with people with shared identities and experiences.

OUR SIGNATURE PROGRAMS:

- Día de los Muertos
- Parade of Nations
- Haru Matsuri



WORKSHOPS

Providing opportunities to enhance skills to support and advocate for people who experience marginalization within society.

SOME TOPIC AREAS INCLUDE:

1. Microaggressions
2. Inclusive Language
3. Safer Spaces: LGBTQ+ Support and Allyship
4. Equity



FIND US HERE!

FOLLOW US ON SOCIAL MEDIA:

 @cwudiversity
  @cwudiversity
 @cwudiversity
  @diversitycwu

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STOP BY AND SAY HELLO!

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 cwu.edu/diversity
 509-963-2127

