

PORTFOLIO INSPIRATION

For my physical portfolio I initially decided to research other ways of displaying my work than on a classic A3 portfolio folder, for which I used Instagram and Pinterest to source some ideas.

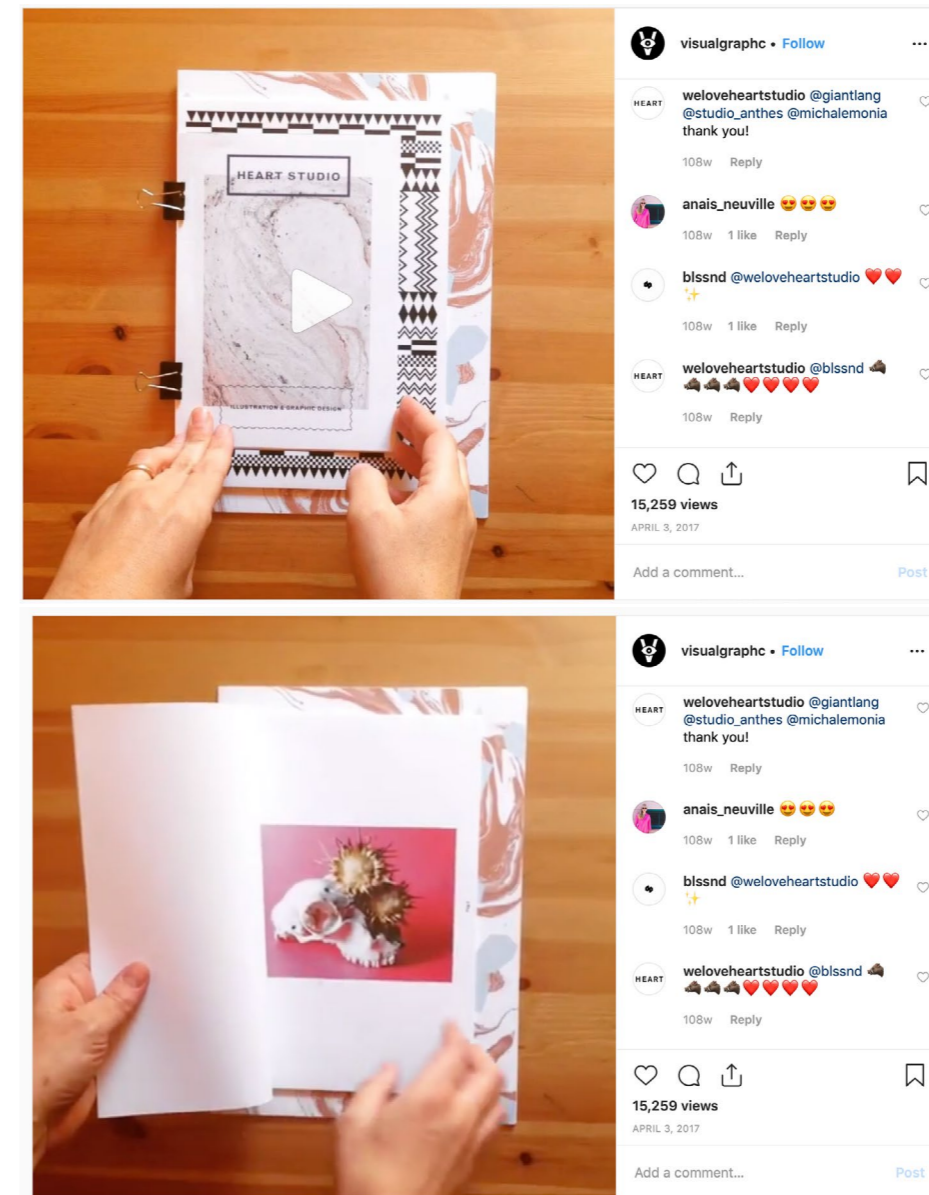
Sarah Bourdin



French graphic designer who used a very clean aesthetic. She has different abilities that are divided in sections on her book-style portfolio. This is a good idea if you can do several things like photography and art direction. I also like the simple and straightforward layout.

<https://www.behance.net/gallery/17328699/DESIGN-EDITORIAL-PORTFOLIO>

We love heart studio via @visualgraphc Instagram



This Instagram account showcases the work of many Graphic designers and even though this is not a portfolio I really like the way its presented. They use different paper sizes and present photographs separated by patterns that go really well with each other. The use of clips on the side will allow to alter the order or add more pages to the portfolio if needed. The downside its that these can easily get lost.

Portfolio Mail Package by Robynn Redgrave



A very on trend way of presenting your work. The plastic bag allows the design elements to come through and its a way to keep everything in place, including CV, portfolio, business cards and postcards. I would have to make sure that everything is consistent and to print my portfolio in book format.

CV - Documents - Letter - Portfolio

Selected Work 2014-2016

<https://www.behance.net/gallery/35147089/PORTFOLIO-MAIL-PACKAGE>

Manon Gabriels portfolio and brand

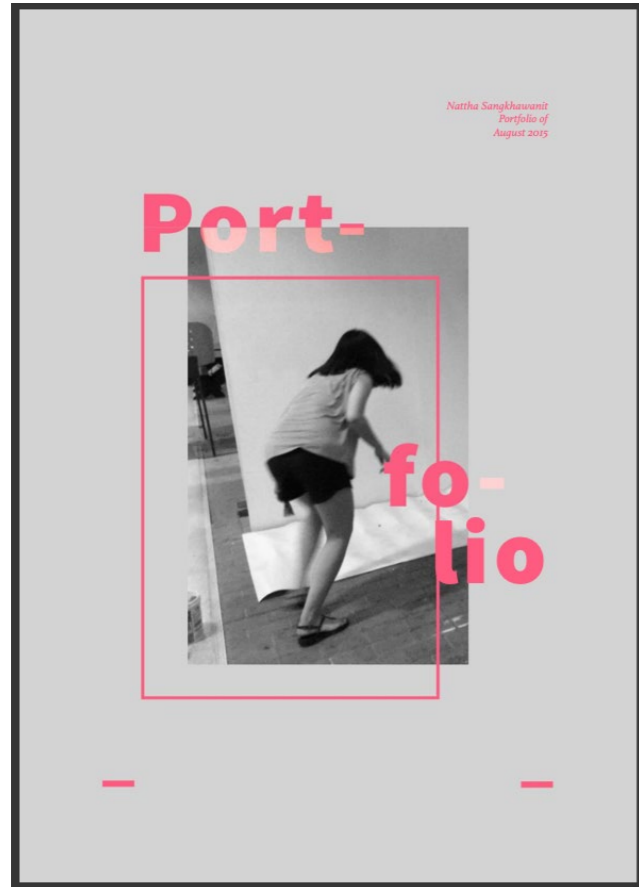


Manon has a very consistent brand that is reflected in every aspect of her portfolio. The typography is playful and the colour palette its kept all in tone with each other. You can see how the type designs on her business cards and portfolio notebooks are kept harmonious. This is something I want to achieve when someone its looking at my overall brand.

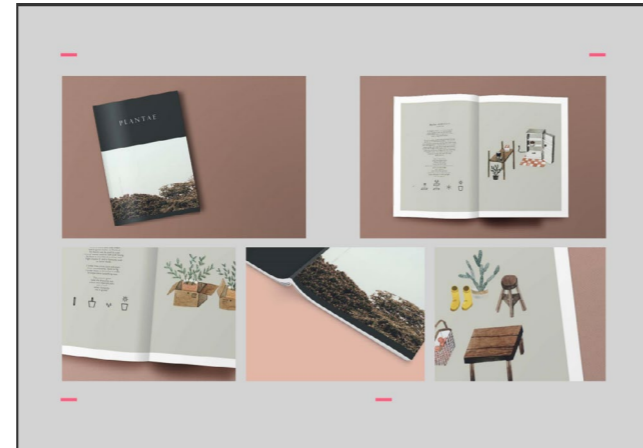
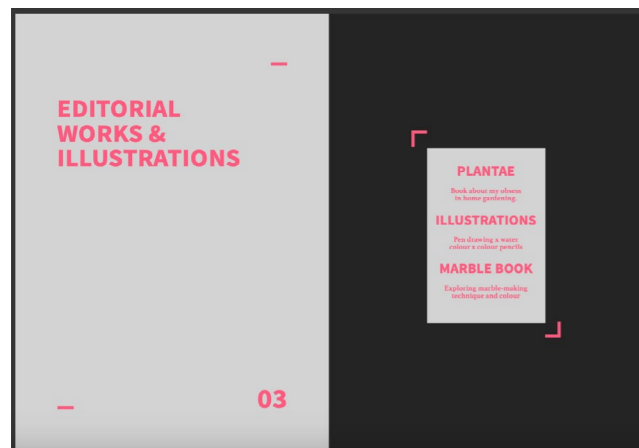


<https://www.behance.net/gallery/54542851/Portfolio-personal-branding>

Nattha Sangkhawanit Portfolio for Commde 3rd year



Nattha has created an online portfolio that its also consistant and creative. I like her cover and hos she has altered the word portfolio but, I probably will not put a picture of myself to keep it more professional.



Published on Aug 10, 2015
 Nattha Sangkhawanit Portfolio for Commde 3rd year
https://issuu.com/amysangkhawanit/docs/test_color_runreduced

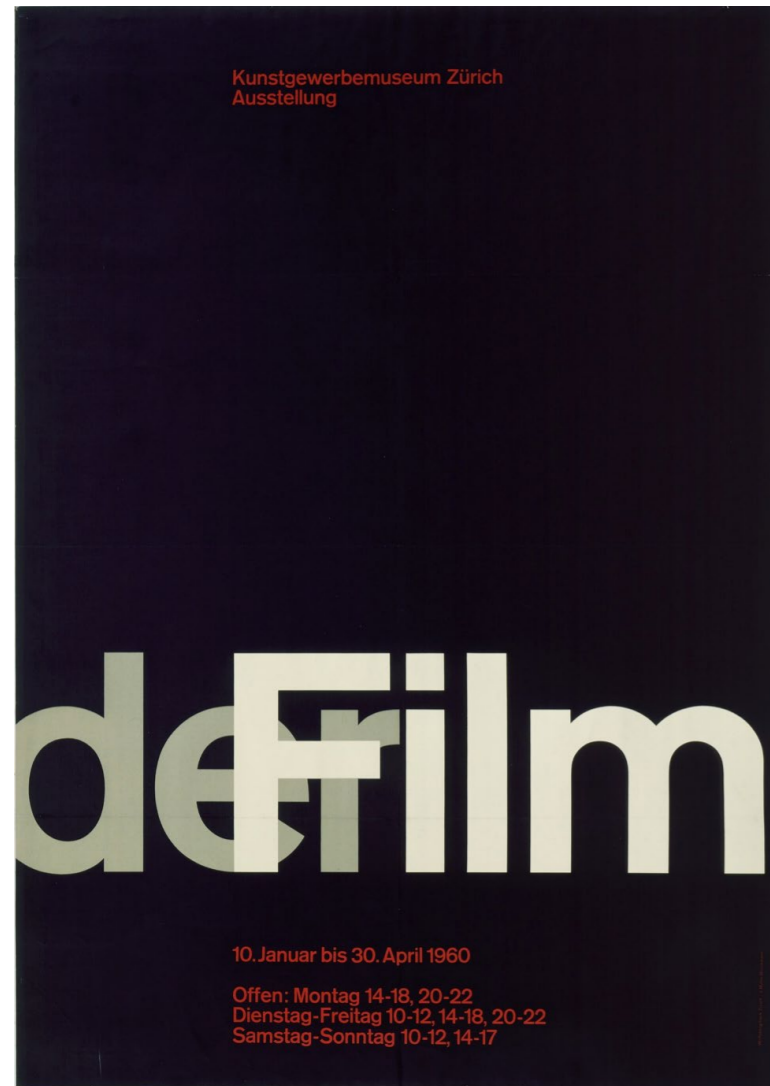
Studio Koto via @visualgraphc instagram



I want to keep the same colour on the back of my business cards, postcards, stickers (if I make some) and portfolio page like Studio Koto has done. This is a simple way to tie my brand together without worrying too much about extra design elements.

Looking at Swiss graphic Design for inspiration

I realised I liked the simple yet effective way the Swiss graphic design used typography and layout. If I apply the same concepts of using only type, I wouldn't not have to worry to much about creating my own personal logo.



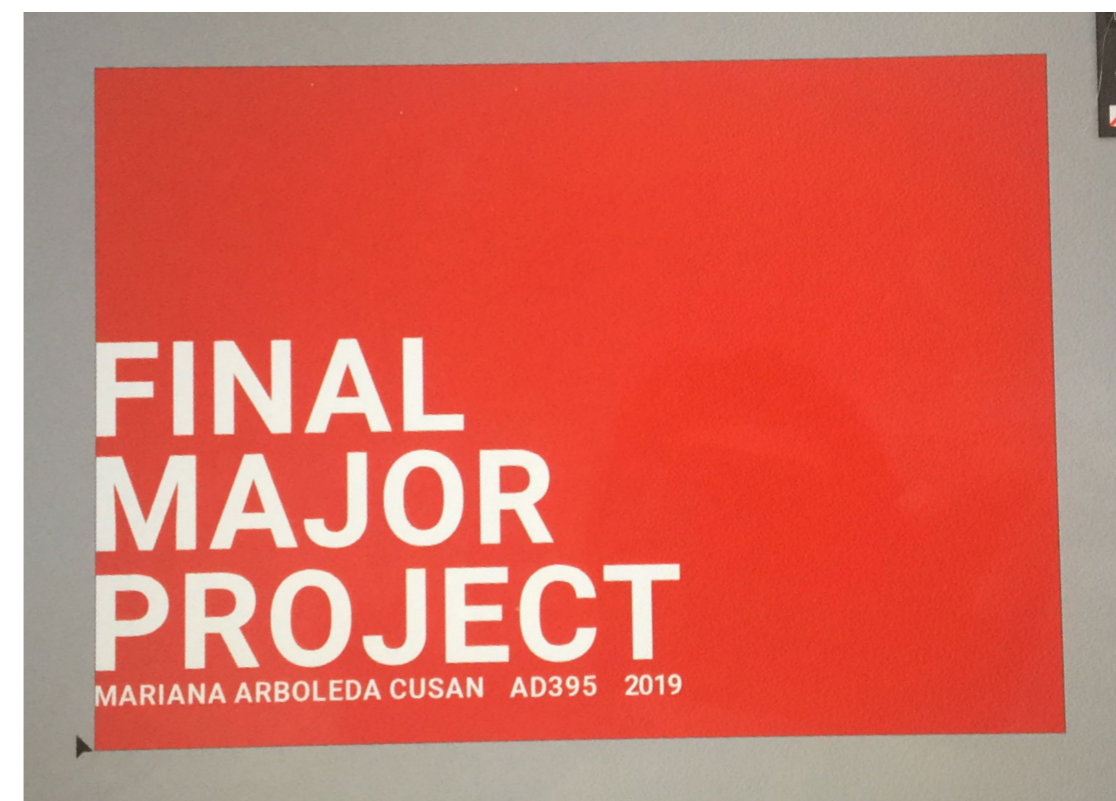
Josef Müller-Brockmann, "Der Film" 1960. https://www.moma.org/collection/works/4882?artist_id=4154&locale=en&page=1&sov_referrer=artist

A prime example of this is the work of Josef Müller-Brockmann, he was essential in the Swiss design movement and produced some of the most famous work. What I particularly like about the work on the left is the oversized type that its justified to the left. This becomes eye grabbing and does not need extra illustrations to be effective.

I decided to create a cover for my Final Major Project digital sketchbook using large typography and aligning to the left. I tried different options until I liked what I saw and decided to apply the same concept to the rest of my portfolio project.



First attempt created by me. It is hard to put all the information there so I decided to experiment more with the size of the typography.



Final design of my sketchbook cover. I did this to try this type of design first and now I will proceed to use the same font and colours for my portfolio to keep it cohesive.

To create the back of my business card (the front it's going to be one of my pictures) I looked at some more books for inspiration. One of the designs that stood out on Business cards 3: designs on saying hello, was that of Tom Crashaw. Its not particularly complicated and has used similar colours to the ones I used for the cover of my sketchbook.



Dorrian, Mike; Farrelly, Liz "Business cards 3: designs on saying hello" London: Laurence King, 2009. Print.

**MARIANA
ARBOLEDA
CUSAN**

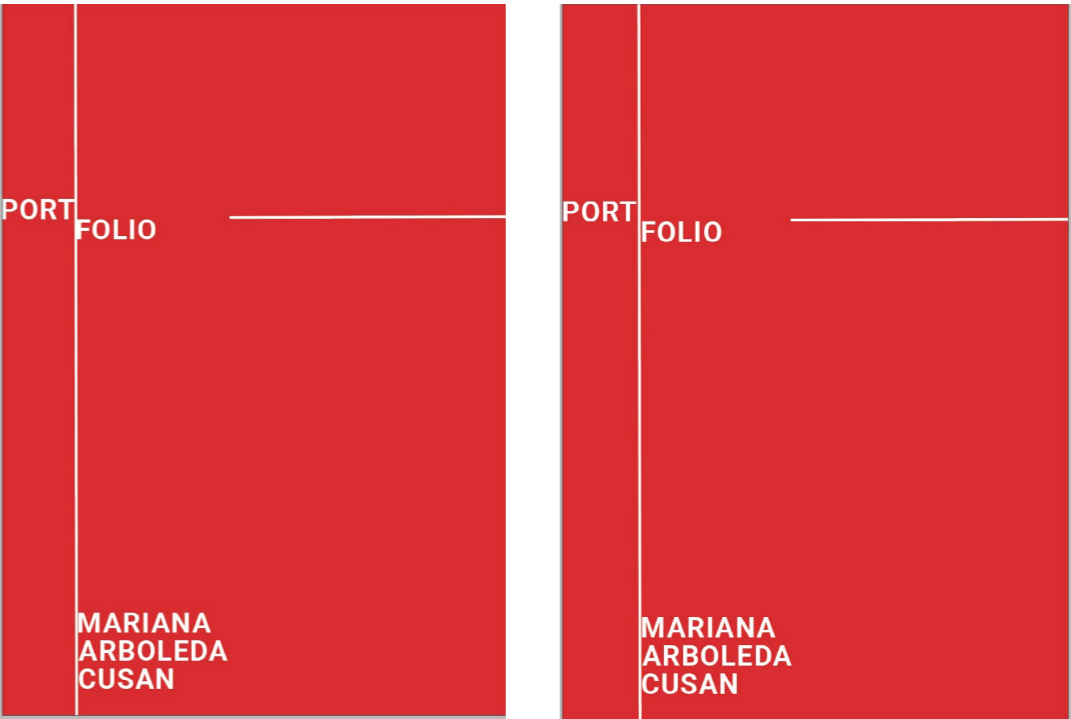
Fashion Communication
mariana.arboledacusan@gmail.com
www.marianaarboledacusan.com

This is the back of my card, using type hierarchy to highlight my name as the most important detail here, as well as providing basic contact information.



The back of my postcard uses the same typeface (Roboto) but I have decided to keep my name centred. I have justified everything else to the right so it goes with the information of the business card.

The design process for the cover of my physical portfolio. This will go printed on an A3 and will be the opening page of the folder that contains a selection of my work.



I decided to go for the design on the right. I added the lines to fill some of the space of the page but still kept it very minimal like the rest of my portfolio. I also used some lines in the old design of my CV so I could look into incorporating them again in new design.



These are some Swiss style CVs that show the use of lines and type hierarchy

Damian Watracz

Freelance
Web & UI Designer

www.watracz.com
damian.watracz@gmail.com
damianwatracz

about

I'm passionate about creating unique, modern and functional websites and application interfaces.

I help my clients to improve their business and attract new customers by providing high quality and user engaging graphic design.

education

2006 – 2009
Uniwersytet Marii Curie-Skłodowskiej w Lublinie
Bachelor's degree, Mathematics and IT

skills

Grid based web layouts, user-focused design, engaging mobile application interfaces, creative direction, color theory & composition, corporate identity.

work experience

Damian Watracz Design – Founder & Web / UI Designer
October 2010 - Present.
Cracow, Poland

Web and mobile app UI / UX and digital product design. Working with web agencies as well as directly with clients (Vordik, Cloudtec, Procter & Gamble, i-Kota, RealtorPixels, Boalt, Safetecs, Seebridge Media, SimplyGoLive, Vandestay Design, Baumhaus, Adécor, Emagine and many others).

OpenDrive – Lead UI / UX & Brand Designer
October 2011 – May 2014.
San Francisco, USA (remotely)

Web and mobile app UI / UX design (Browser, Desktop, iOS & Android), Brand identity design, print design.

Fitmo – Lead UI / UX Designer
October 2013 – April 2014
Amsterdam, Netherlands (remotely)

Designing web and mobile app (UI / UX). Designing responsive website and app for browser, tablet and mobile phone.

Line2 – UI / UX & Mobile App Designer
March 2012 – November 2013
San Francisco, USA (remotely)

Designing web application as well as mobile app for tablet and phone. Creating user friendly interfaces and app concepts.

Invent Group, Invent Themes – Co-Founder, Lead UI / UX Designer, Project Manager
October 2010, December 2012
Lublin, Poland

Designing WordPress themes and digital graphic products for sale. Managing design / product development and user support.

www.watracz.com damian.watracz@gmail.com dribbble.com/damianwatracz

MARIANA ARBOLEDA CUSAN

mariana.arboledacusan@gmail.com
www.marianaarboledacusan.com
07880365197

A recent Fashion Communication graduate with excellent digital software skills, highly organised and with a strong interest in PR and art direction.

Education

University of Brighton | 2015 -2019
BA (Hons) Fashion Communication with Business Studies

Leeds College of Art | 2014 -2015
Foundation in Art and Design (Merit)

Leeds College of Art | 2012 -2014
Extended Diploma in Art and Design (Distinction)

Colegio Freinet | 2016 -2011

Coli - Colombia
GCSE equivalent, all A-B grades obtained

Key Skills

Communication
English (fluent)
Spanish (mother tongue)

IT
Confident user of Microsoft Office, Powerpoint and Excel.
Proficient in Adobe Photoshop, InDesign and Illustrator.

Photography
Skilled in the use of digital and film cameras.

Social

@mariana.arboledacusan

linkedin.com/in/mariana-arboledacusan

References available upon request

Employment & Experience

Harper's Bazaar | Intern | London

February - March and September (LFW) 2018
Responsibilities included:

- Supporting the fashion team with sample call ins and returns
- Assisting the Cupboard Coordinator with credit call in's
- Had the opportunity to look into the different roles of a well established fashion magazine
- Assisting the fashion team by liaising with PRs regarding tickets and logistics ahead of London Fashion Week

Tank Magazine | Intern | London

June 2018

Responsibilities included:

- Coordinating sample call ins and returns
- Styling assistant - supported the team in different shoots for the magazine as well as taking credits where necessary
- Assisted the fashion team with thorough product research for fashion editorials

Ralph Lauren | Press Intern | London

September 2017 - February 2018

Responsibilities included:

- Sample coordination - send outs and returns both national and international, creating commercial invoices when necessary
- Showroom management - ensuring the presentation of seasonal collections for press appointments
- Coverage management - searching and saving all coverage, both print and online, compiling daily newsletters, weekly editorial reports and monthly reports
- Assisting with the set up of Press Day and hosting guests
- Providing administrative support, assisting senior management and Vice President
- Assisting with press seeding initiatives

Hollister Co | Sales Assistant | Leeds and Brighton

2013 – 2018

Responsibilities included:

- Assisting customers with sales both in person and on the phone
- Managing stock levels and inventory
- Using excellent communication and customer service skills when dealing with difficult customers
- Observing instore trends including analysing internal sales reports for best selling items
- Maintaining a high level of product knowledge available online and instore

I tried to incorporate some colour into my own CV but in the end decided against it.

MARIANA ARBOLEDA CUSAN

mariana.arboledacusan@gmail.com
www.marianaarboledacusan.com
07880365197

A recent Fashion Communication graduate from the University of Brighton. Throughout my degree I have gained excellent digital software and organisational skills, as well as obtaining a strong interest in PR and art direction. During my internships at large corporations I was able to work really well under pressure, on my own and as a team.

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This is the final look of my CV. I believe it looks professional and has incorporated some elements from the Swiss style as well as keeping the identity of my business cards , postcards and printed portfolio page.