



Jaslyn Escobar

Design | Photography | 3D Modeling

7-1 Final Project Milestone Five:
Ready-For-Print Portfolio
GRA 491: Graphic Design Portfolio
Southern New Hampshire University



Table of Contents

Print Resume	3
Personal Brand Elements	4
Amethyst Bay Resort & Spa	5
Billie Eilish Magazine Ads	6
Town Brochure	7
Town Menu	8
Town Table Tent	9
Designer's Calendar	10
Typographic Portrait	11
Upper Crust Bakery Business Card	12
Upper Crust Bakery Envelope	13
Upper Crust Bakery Letterhead	14





Jaslyn Escobar

Design | Photography | 3D Modeling

EDUCATION

2020 - CURRENT

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Manchester, NH

Bachelor of Arts in Graphic Design and Media Arts

Concentration in 3D Modeling and Animation

Minor in Art History

GPA: 4.0

Anticipated Completion Date: September 2023

HONOR SOCIETIES/AWARDS

SOUTHERN NEW HAMPSHIRE UNIVERSITY

PRESIDENT'S LIST

Awarded 2020-2023

NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS

Inducted February 2023

ALPHA SIGMA LAMBDA

Inducted December 2021

EXPERIENCE

2016 - CURRENT

VILLA DEL SOL ARGENTINIAN RESTAURANT

South San Francisco, CA

Data Entry/Invoicing/Filing/Media Management

- Consistently update data in computer system
- Create monthly invoices for clients
- Organize and file receipts
- Design and print menus
- Design and print business cards
- Design and print flyers for events

CONTACT

(650) 200-5754

425 North El Camino Real Unit 205,

San Mateo, CA, 94401

jaslynjge@gmail.com

SKILLS AND INTERESTS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Animate
- 3DS Max
- Maya
- Microsoft Word
- Microsoft Powerpoint
- Branding
- Typography
- Logo Design
- Print Media Design
- Website Design
- Social Media Management
- Basic HTML & CSS
- Data Entry
- Media/Visual Literacy
- Art & Design History
- Photography
- Drawing/Illustration
- 3D Modeling/Animation
- Essay/Creative Writing
- Proofreading/Editing
- English & Spanish Language
- Anime/Manga
- Video Games
- Piano
- Ukulele
- Vocal Training (Mezzo-Soprano)
- Goal-oriented
- Creative/Critical Thinking
- Problem Solving

Personal Brand Elements



Amethyst Bay Resort & Spa



AMETHYST BAY
Resort & Spa

716 Amethyst Bay Boulevard,
St. Thomas, VI 00802
866-323-7070
www.amethystbayresort.com

Center Your Energy

The Amethyst Package

Included with your
3-night stay:

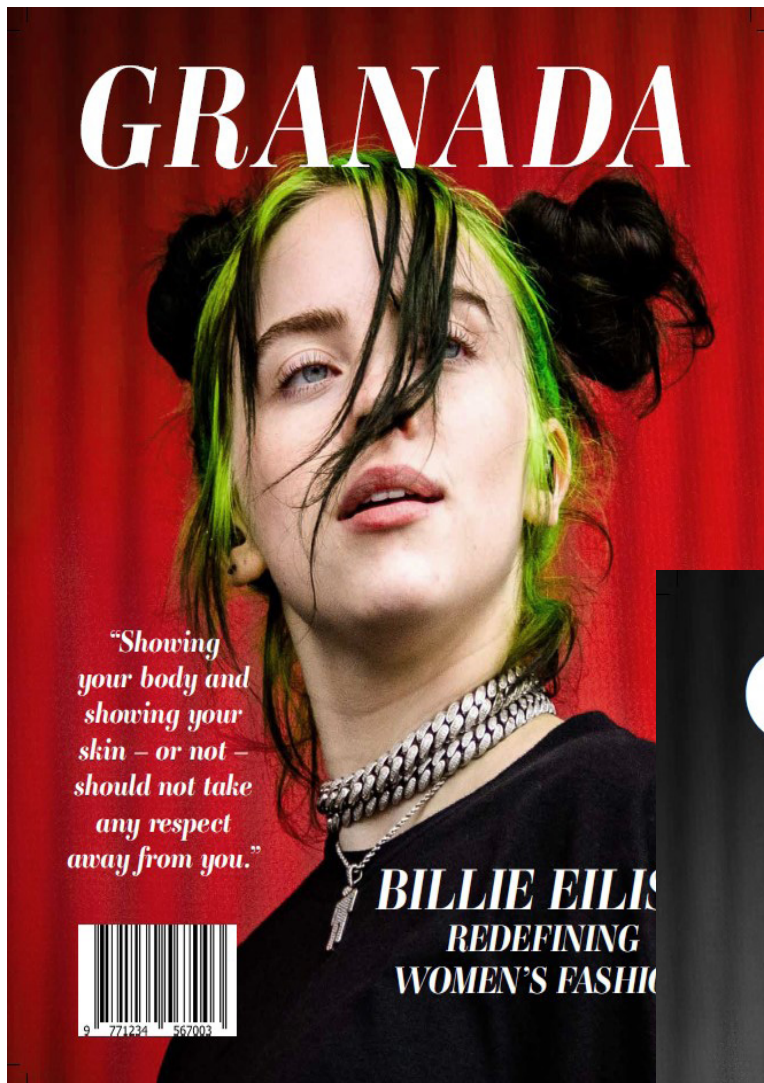
- Mani/Pedi
- Amethyst Gua Sha
Facial Treatment
- Crystal Massage
with Essential Oils

Starting at \$499



For this project, I was tasked with creating an advertisement for Amethyst Bay Resort and Spa in Adobe Illustrator. Specifically, I needed to come up with a getaway vacation package to entice a new clientele. Utilizing the existing logo, font choice, and color-palette for this brand, I put together visuals that fit brand's visual aesthetic appeal and

Billie Eilish Magazine Ads



For this project, I was tasked with creating two magazine layouts in Adobe InDesign utilizing an image of a celebrity of my choice, in this case Billie Eilish. These two layouts embody two unique styles of design, demonstrating my ability to adapt color and typography to create distinct visual aesthetics.



Town Brochure



Sides

- White Rice 5
- Brown Rice 5
- Plain Fried Noodles 5

Drinks

- Soda (Coke, Diet Coke, 2
- Sprite, Root Beer)
- Sparkling Water 2
- Iced Tea 3
- Hot Tea 3
- Beer 7
- House Red Wine 9
- (Glass)
- House White Wine 9
- (Glass)

Mission

To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.

Vision

TOWN combines a variety of chinese cuisine to excite and delight our customers. Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand. The approach of TOWN is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.





For this project, I was tasked with creating a brochure/takeout menu design for the Chinese restaurant TOWN utilizing Adobe InDesign. In particular, I focused on finding visuals to match the existing logo and color scheme of the brand.

I then arranged these elements to create a visual hierarchy that was well-organized to communicate the modern and sophisticated image of the brand.





Appetizers

- Spring Rolls 7
- Pot Stickers 7
- Fried Prawns 8
- Fried Crab Wontons 8

Entrees

Chicken

- Sweet and Sour Chicken 17
- Broccoli Chicken 17
- Orange Chicken 15
- Kung Pao Chicken 17
- Chashew Chicken 16
- Lemon Chicken 15
- Curry Chicken 16

Beef/Pork

- Broccoli Beef 17
- Mongolian Beef 18
- Kung Pao Beef 17
- Curry Beef 16
- Sweet & Sour Pork 17
- Mu Shu Pork 17

Seafood

- Walnut Prawns 15
- Garlic Prawns 15
- Kung Pao Prawns 17
- Sweet & Sour Prawns 17
- Fish Fillet with Black Bean Sauce 18
- Fish Fillet with Chili Sauce 18

Vegetarian

- Vegetable Stir-Fry 16
- Braised Tofu & Vegetables 16
- Eggplant with Garlic Sauce 15
- Sauteed Broccoli 15
- Sauteed Green Beans 15
- Sweet & Sour Cabbage 16



Rice/Noodles

- Fried Rice (Chicken, Pork, Vegetable, or Shrimp) 16
- Chow Mein (Chicken, Vegetable, or Shrimp) 17
- Beef Pan-Fried Noodles 15
- Seafood Pan-Fried Noodles 17

Soup

- Hot & Sour Soup 9
- Wonton Soup 12
- Seafood Soup 12
- Egg Drop Soup 9
- Vegetable Soup 9



Town Menu









Appetizers

Spring Rolls	7
Pot Stickers	7
Fried Prawns	8
Fried Crab Wontons	8

Entrees

Chicken	Beef/Pork
Sweet and Sour Chicken	17
Broccoli Chicken	17
Orange Chicken	15
Kung Pao Chicken	17
Chashew Chicken	16
Lemon Chicken	15
Curry Chicken	16

Seafood	Vegetarian
Walnut Prawns	15
Garlic Prawns	15
Kung Pao Prawns	17
Sweet & Sour Prawns	17
Fish Fillet with Black Bean Sauce	18
Fish Fillet with Chili Sauce	18
Vegetable Stir-Fry	16
Braised Tofu & Vegetables	16
Eggplant with Garlic Sauce	15
Sauteed Broccoli	15
Sauteed Green Beans	15
Sweet & Sour Cabbage	16



Rice/Noodles

Fried Rice (Chicken, Pork, Vegetable, or Shrimp)	16
Chow Mein (Chicken, Vegetable, or Shrimp)	17
Beef Pan-Fried Noodles	15
Seafood Pan-Fried Noodles	17

Sides





White Rice	5
Brown Rice	5
Plain Fried Noodles	5

Soup

Hot & Sour Soup	9
Wonton Soup	12
Seafood Soup	12
Egg Drop Soup	9
Vegetable Soup	9

Drinks

Soda (Coke, Diet Coke)	2
Sprite, Root Beer	2
Sparkling Water	2
Iced Tea	3
Hot Tea	3
Beer	7
House Red Wine (Glass)	9
House White Wine (Glass)	9

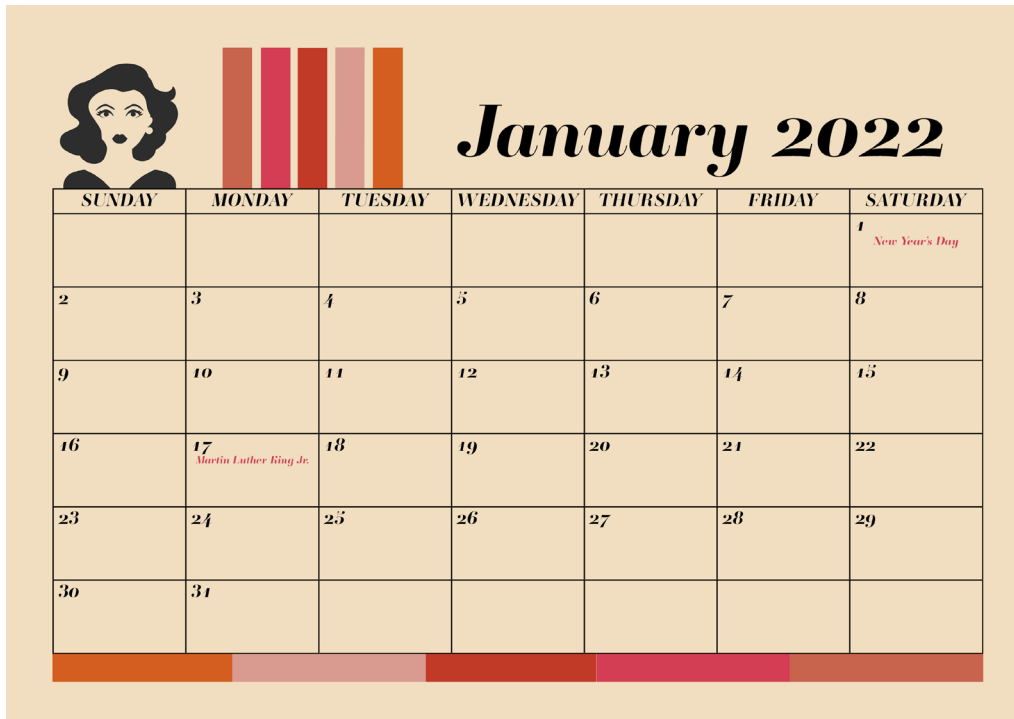
To create a cohesive brand identity across my projects for the TOWN brand, I styled this menu design similarly to that of the brochure. I utilized the same color scheme, typography, logo, and visual hierarchy and simply reformatted the layout so that it resembled a traditional one-page menu with content on the front and back sides. Additionally, since I had more room to incorporate images within this particular layout, I decided to add visually intriguing picture of food items from the menu itself.

Town Table Tent



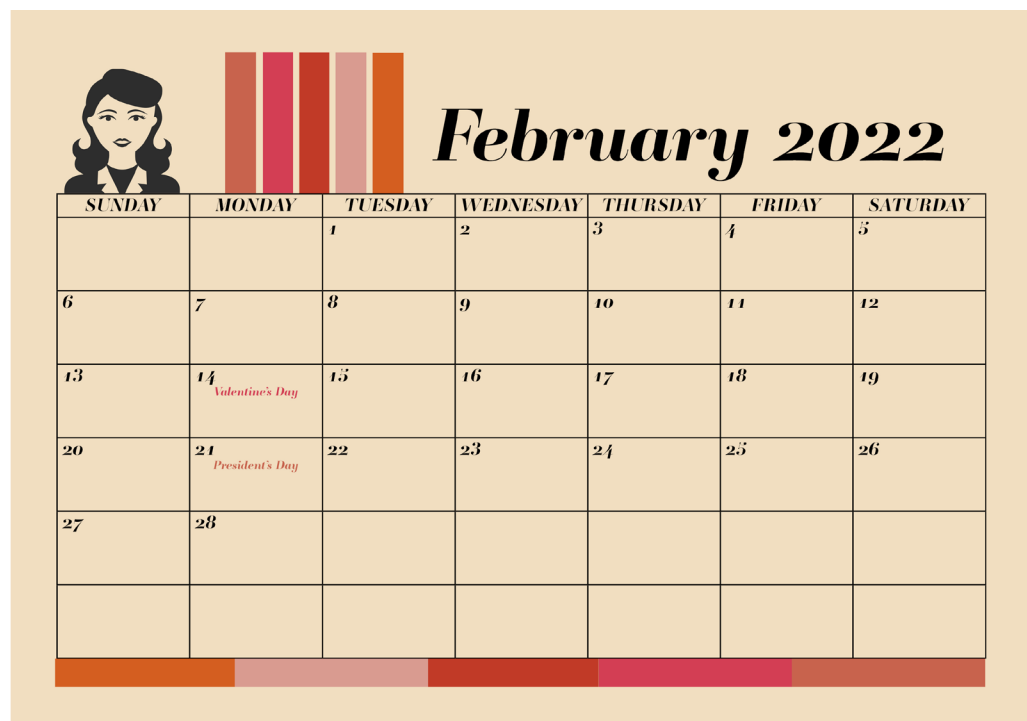
I keep the same consistency for my table tent design for the TOWN brand as with its other projects. However, since I had less space to work with within this particular layout, I had to get a bit creative and select three main dishes to feature. I kept the grid-like style format seen in my other two designs. However, I alternated the pattern this time, switching between text and visuals to create a balanced repetition.

Designer's Calendar

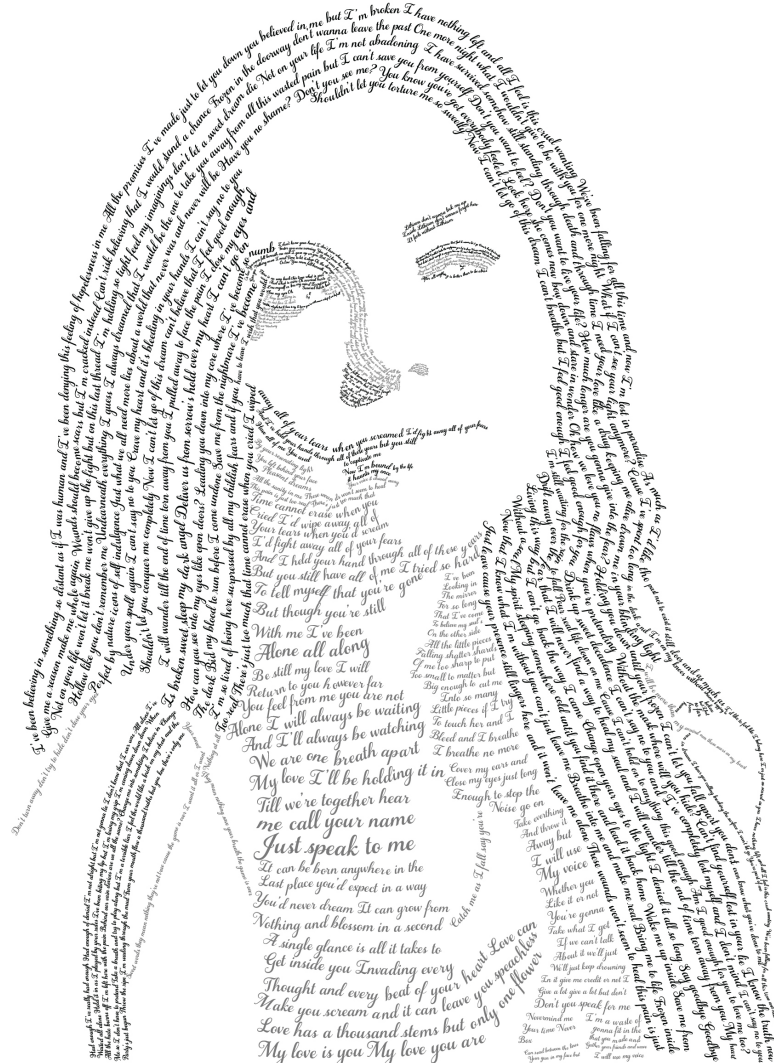


For this the Designer's Calendar Project, I was tasked with selecting a prominent graphic designer and creating a calendar design in Adobe InDesign based on some of their work. In my case, I chose Cipe Pineles, an Austrian-born graphic designer.

She is best known for her work in several magazines including Seventeen, Charm, Glamour, House & Garden, Vanity Fair and Vogue. As my inspiration, I tried to capture her use of color against neutral backgrounds for a dramatic and feminine visual appeal.



Typographic Portrait



For this project, I was tasked with creating a typographic portrait of any artist of my choosing. I selected Amy Lee, the lead singer of Evanescence and my favorite female vocalist. The process of crafting this portrait took a significant amount of time and effort as I searched for a good image of her, color edited the image to greyscale to capture the highlights and shadows, and the selected appropriate typography to match her elegant and sophisticated aura. I then utilized lyrics from her songs to create her image, adjusting the size and color of my selected font to create contrast and a range of values.

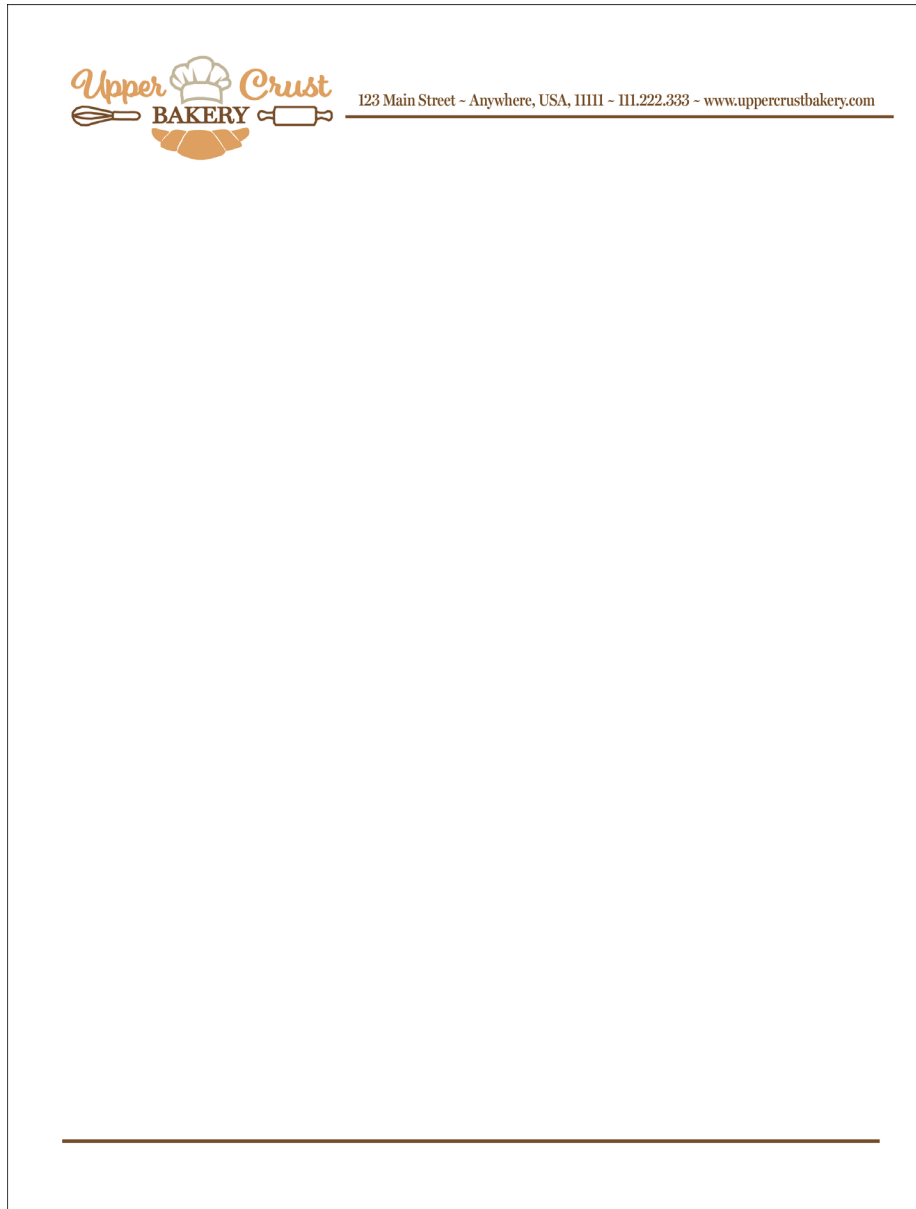
Upper Crust Bakery Business Card



For this project, I was tasked with creating a business card in Adobe Illustrator for the Upper Crust Bakery. This project also included coming up with a logo featuring vector graphics alongside a choice of typography and color scheme. I decided to approach this project with a minimalist mindset. The logo utilizes simple symbols that represent a bakery. The primary font is an elegant cursive typeface that contrasts well with the more modern secondary font. Furthermore, the color scheme consists of different shades of brown to communicate the color of baked breads and pastries and white for contrast.



Upper Crust Bakery Letterhead



For this project, I was tasked with creating a letterhead for the Upper Crust Bakery in Adobe Illustrate. To match the brand identity that I had established with my business card design, I utilized the same color scheme, typography, and logo as in my previous design. I placed the logo on the left hand corner and the contact information to the right. I then created the blank space in the center for potential letters by adding two brown lines at the top and bottom of the page creating a balance between the top and bottom of the page.





Upper Crust Bakery Envelope



For this project, I utilized Adobe Illustrate to establish an envelope design for the Upper Crust Bakery brand. This specific design was a lot more simple and straightforward. I simple added the logo at the top left-hand side of the page and placed the business address next to it, as typically seen in many business envelopes. The logo is the same one utilized in my other designs, once more ensuring consistency within the brand identity.