

GRAPHIC DESIGN PORTFOLIO

HORTENCIA MONTEMAYOR
Selected works: 2017-2021

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04

A brief introduction describing my objectives and goals for the future plus a detailed look at the skills I have acquired as a graphic designer.

INTRODUCTION



HORTENCIA MONTEMAYOR

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Email: Hortencia.m544@gmail.com

AVAILABILITY

Mon-Fri: 9am-3pm Sat-Sun: 8am-1pm

INTRODUCTION

Growing up in the southeast part of Texas I thought it would be very challenging in the sense that there are not a lot of opportunities to be found here. I was always scared of not being able to do as much as I wanted, but I quickly came to find that opportunities are always there you just have to actually take them. I am happy to say that living here has provided me many opportunities such as getting my bachelors in Fine Arts and being able to jumpstart into my career.

Graphic design has been a part of my life for the past 8 years and it has grown along with me. Throughout my 4 years in college I was able to get two internships in graphic design as well as a job with the university itself creating flyers for events going on around campus.

OBJECTIVES

To enhance my professional portfolio as well as my personal. To work diligently in an advertising company and to further my career in graphic design. To grow my graphic design skills and create functioning pieces that will work for real life situations. Use these skills to establish my career.

TECH SKILLS

- Adobe Illustrator ●●●●●
- Adobe Photoshop ●●●●●
- Adobe XD ●●●●●
- Adobe InDesign ●●●●○
- Adobe Spark ●●●●●

EXPERTISE

- Illustration
- Marketing & Advertising
- Visual Identity
- User Interface
- Packaging

SOCIAL MEDIA

- Instagram: @Monti.54
- Dribbble: Hortencia
- Twitter: @hortymonty
- Pinterest: Hortencia Montemayor

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A quick look at my brand as a graphic designer. My brand is meant to be friendly yet minimalistic which is conveyed in the choice of colors which are pink and orange. Here you will see stationary items.

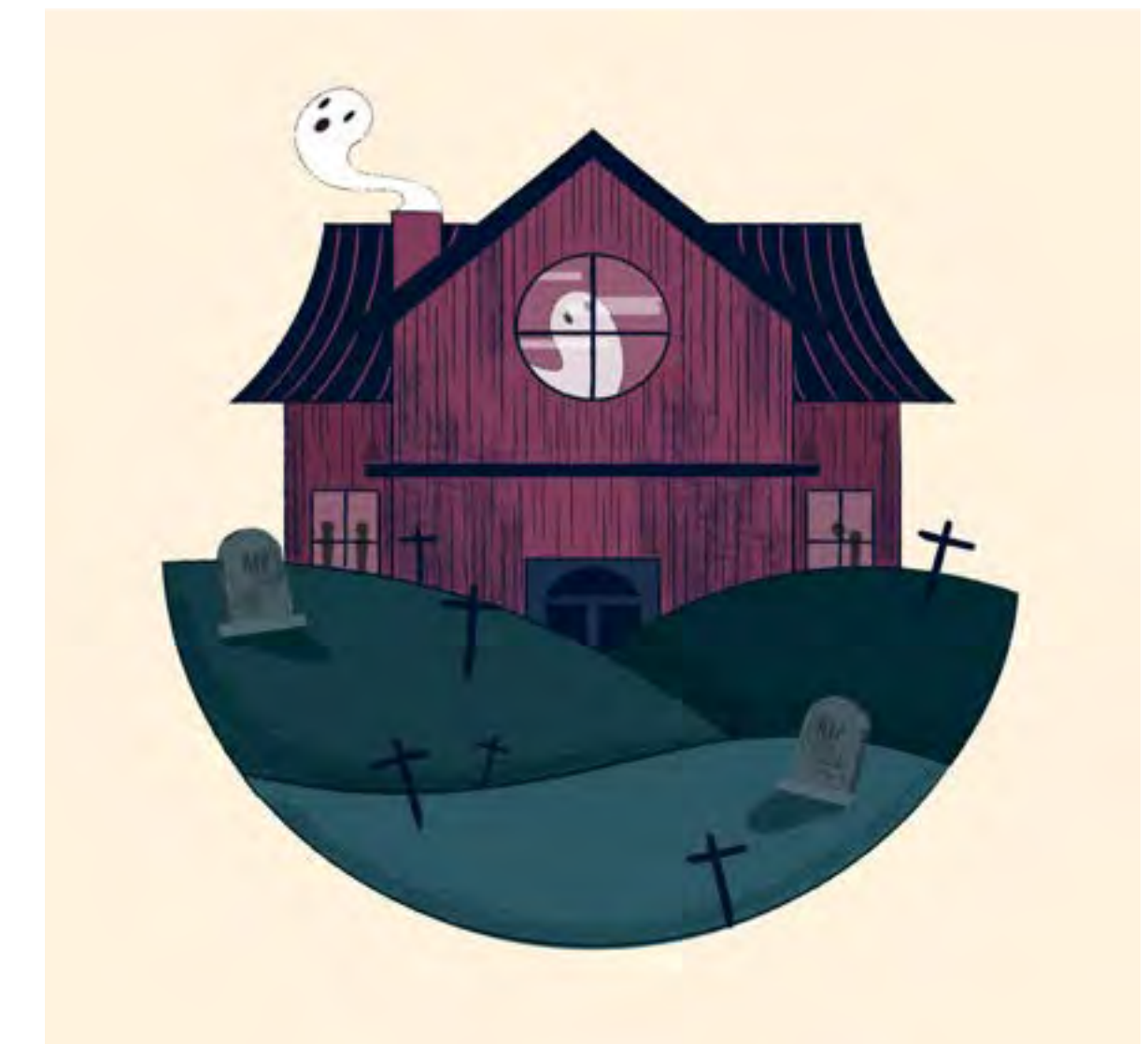
SELF BRANDING



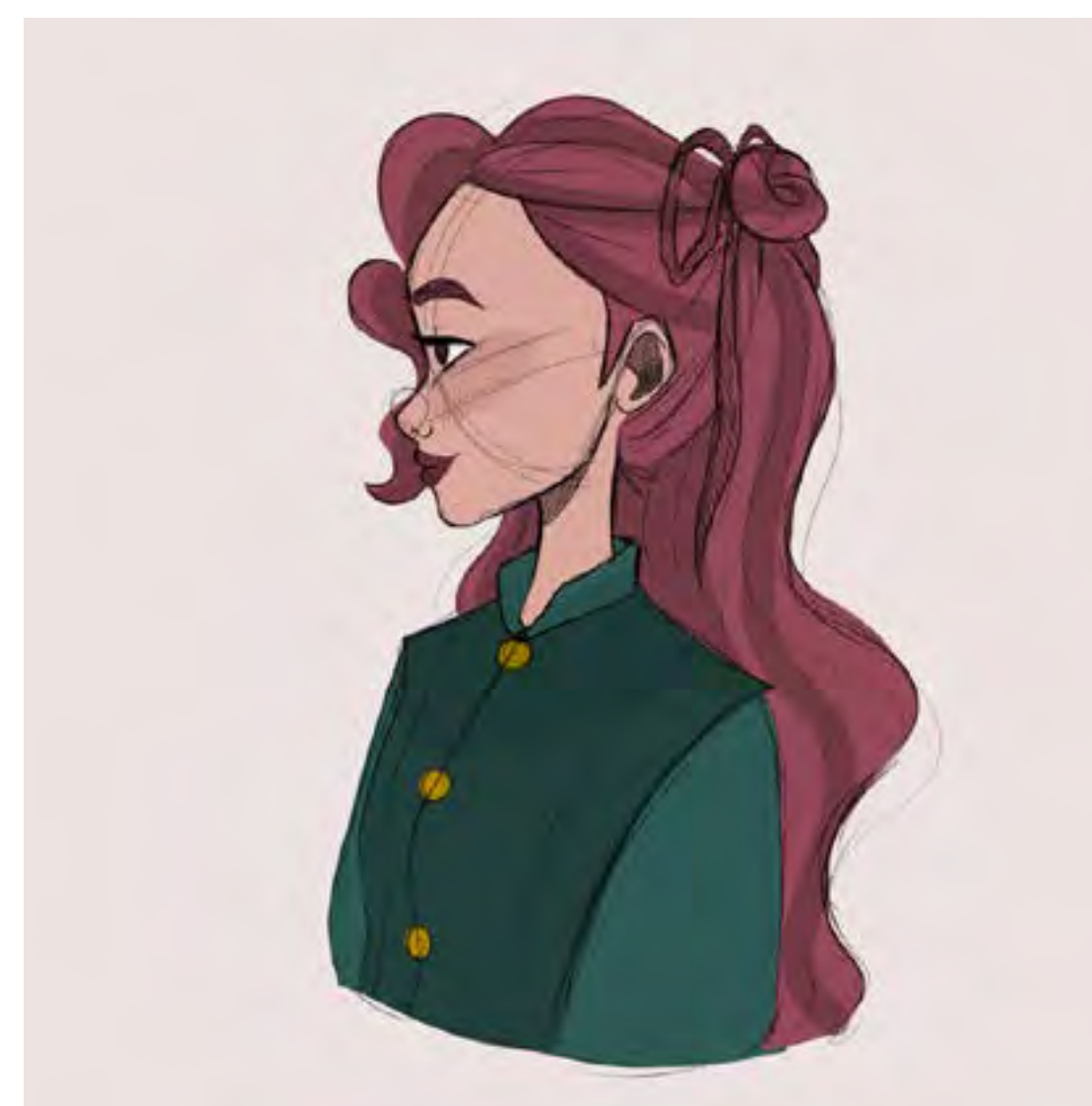
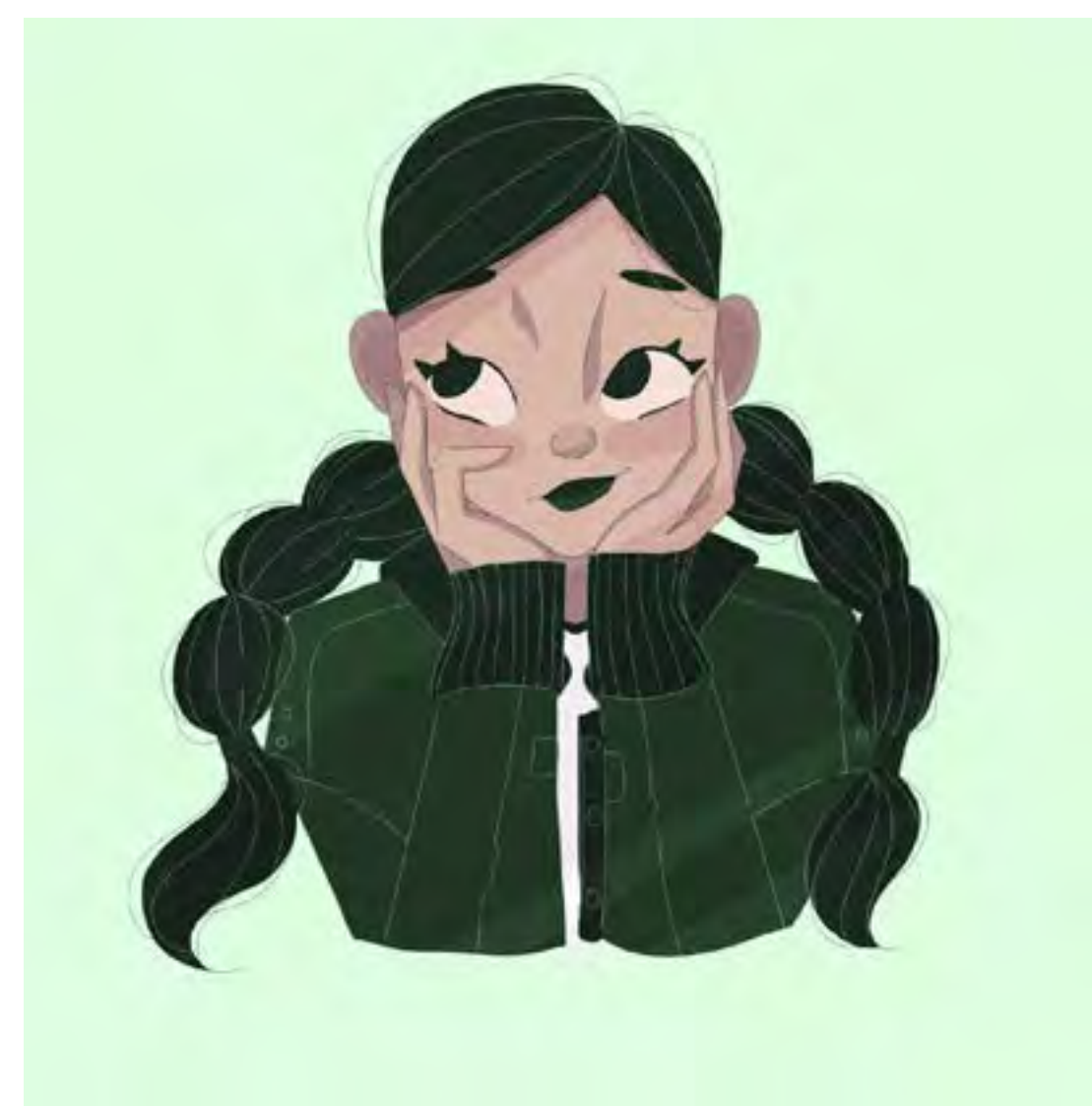
10

Included in this section: A Tale for the Time Being Comic, Monty illustration, Haunted House illustration, Nao traditional illustration, green character design, pink character design.

ILLUSTRATIONS



CHARACTER DESIGNS



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Included in this section: Theodore Zoo Postcards & Packaging, and Facile Beauty packaging.

PACKAGING DESIGN



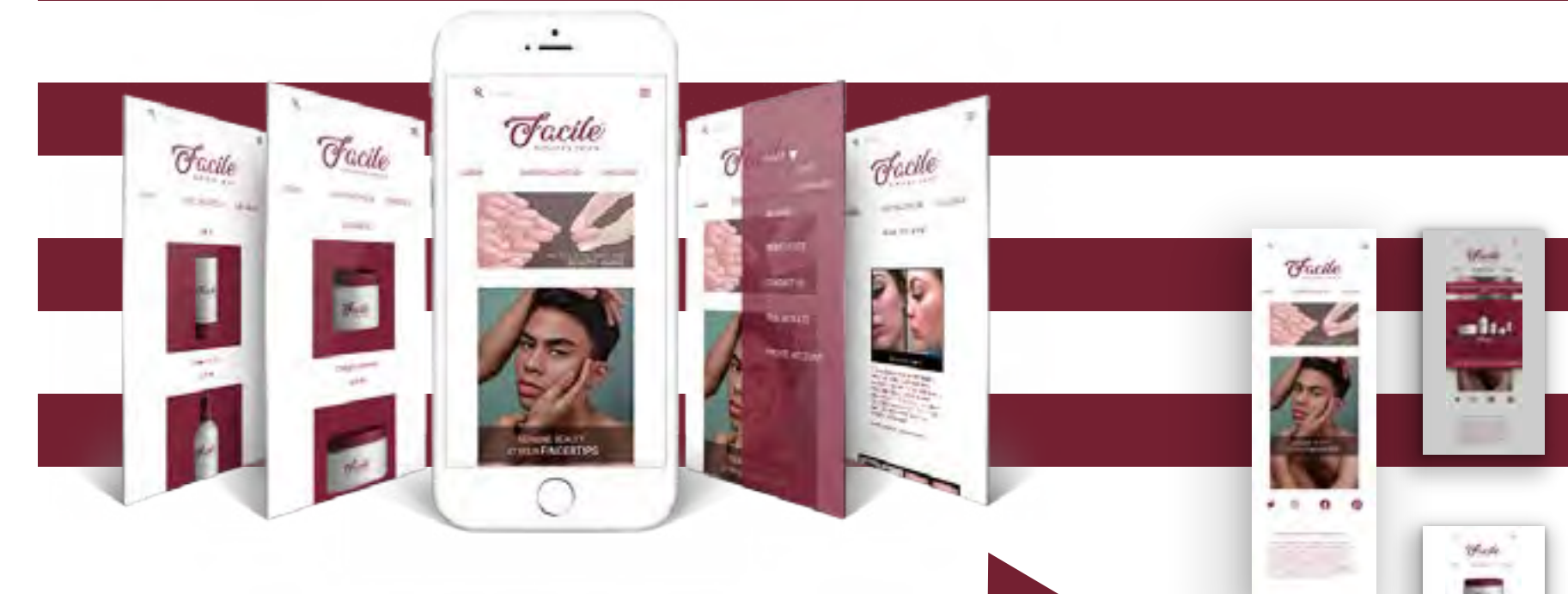


POSTCARD DESIGNS

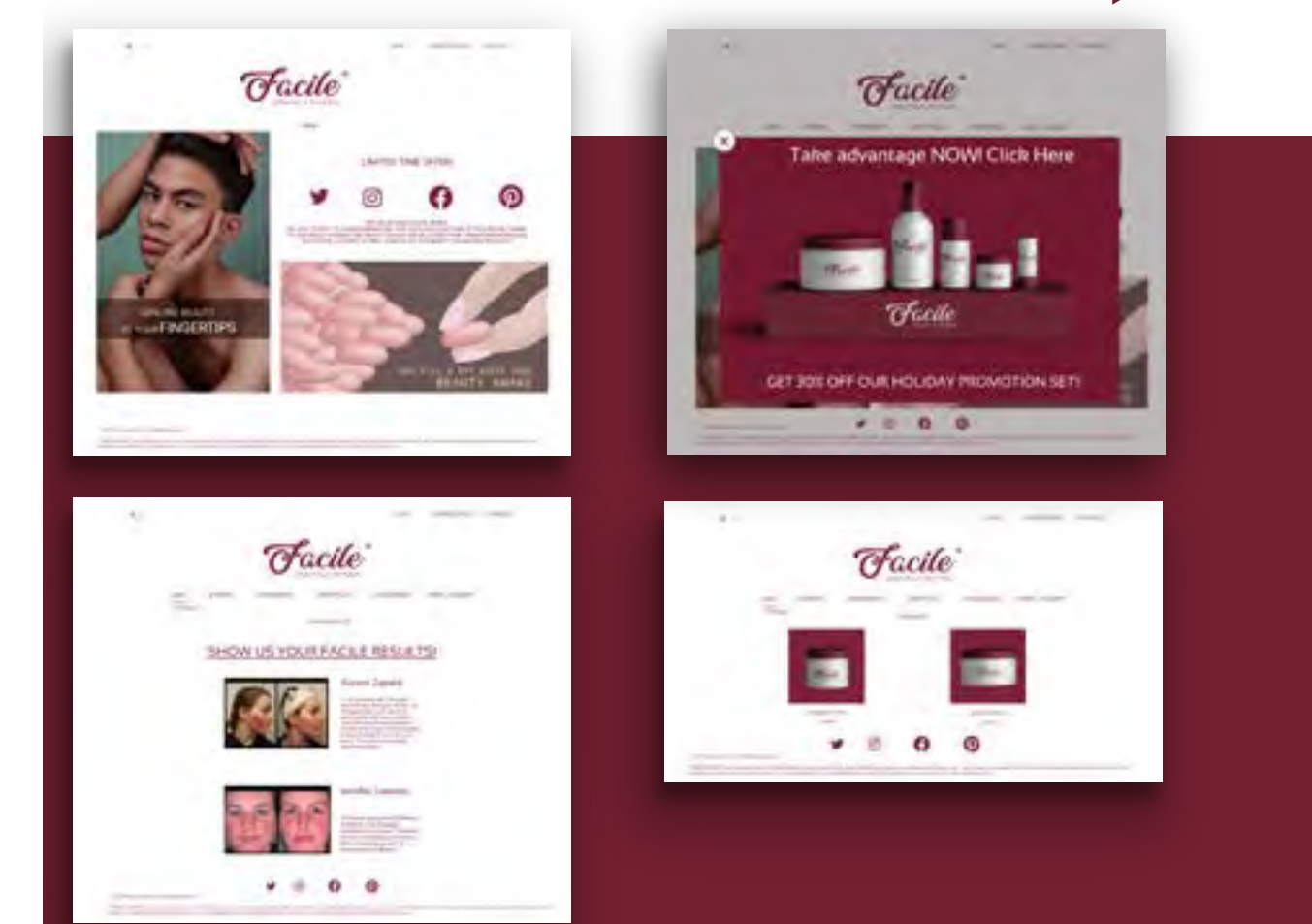


Included in this section: Mobile website for Facile Beauty and Mobile app for Occupy.

UI/UX DESIGN



Check out our new app for 10% your next purchase!



Connect with your inner beauty this holiday season!

OCCUPY ENT. APPLICATION BRANDING



Logo Design



Maisey Gilbert
 UI/UX Designer
 Portfolio: [https://www.dafont.com/search.php?q=coolvetica](#)

Demographics
 Age: 25-34
 Gender: Female
 Location: Los Angeles, CA

Interests
 Reading, Travel, Art, Music, Technology

Values and Needs
 Convenience, Quality, Affordability, Personalization

Goals
 Increase user engagement, improve conversion rates, enhance user experience

Technical
 iOS, Android, Web

Professional
 User-Centered Design, Prototyping, Usability Testing

Typography

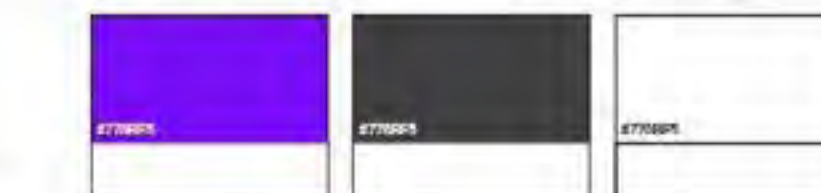
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<https://www.dafont.com/search.php?q=coolvetica>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Font: Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Colors



Occupy's Goal

Occupy offers a wide range of activities for users to do throughout their daily lives. After a worldwide pandemic has left people stuck inside their homes, people have found themselves feeling bored.

Occupy provides book and movie recommendations, arts and crafts ideas, and a community to do it all with.

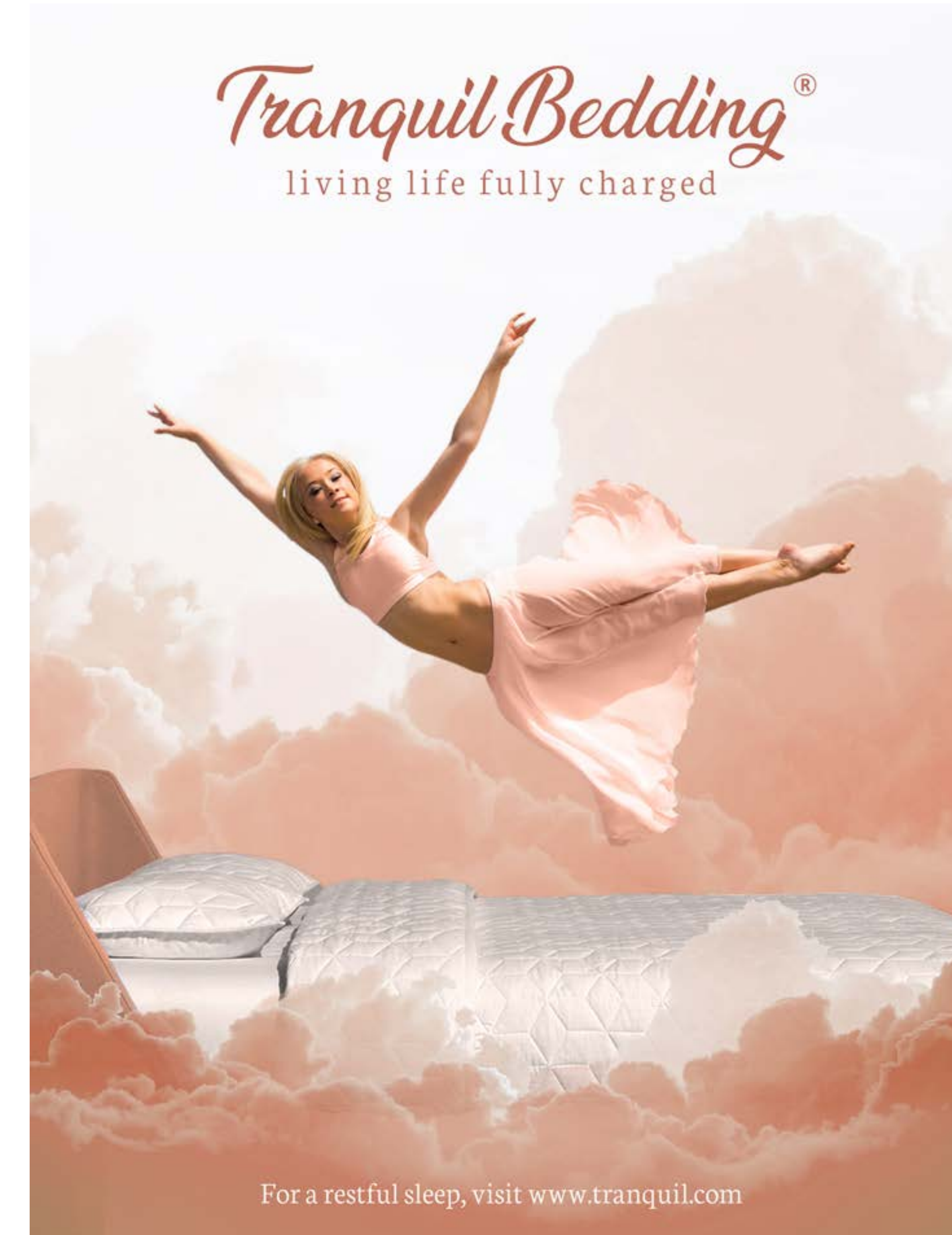
Not only is Occupy killing boredom, but it is serving as a mental health tool for people who's mental fitness makes it hard for them to be home. It's also building new hobbies, helping find someone's favorite book, and more.

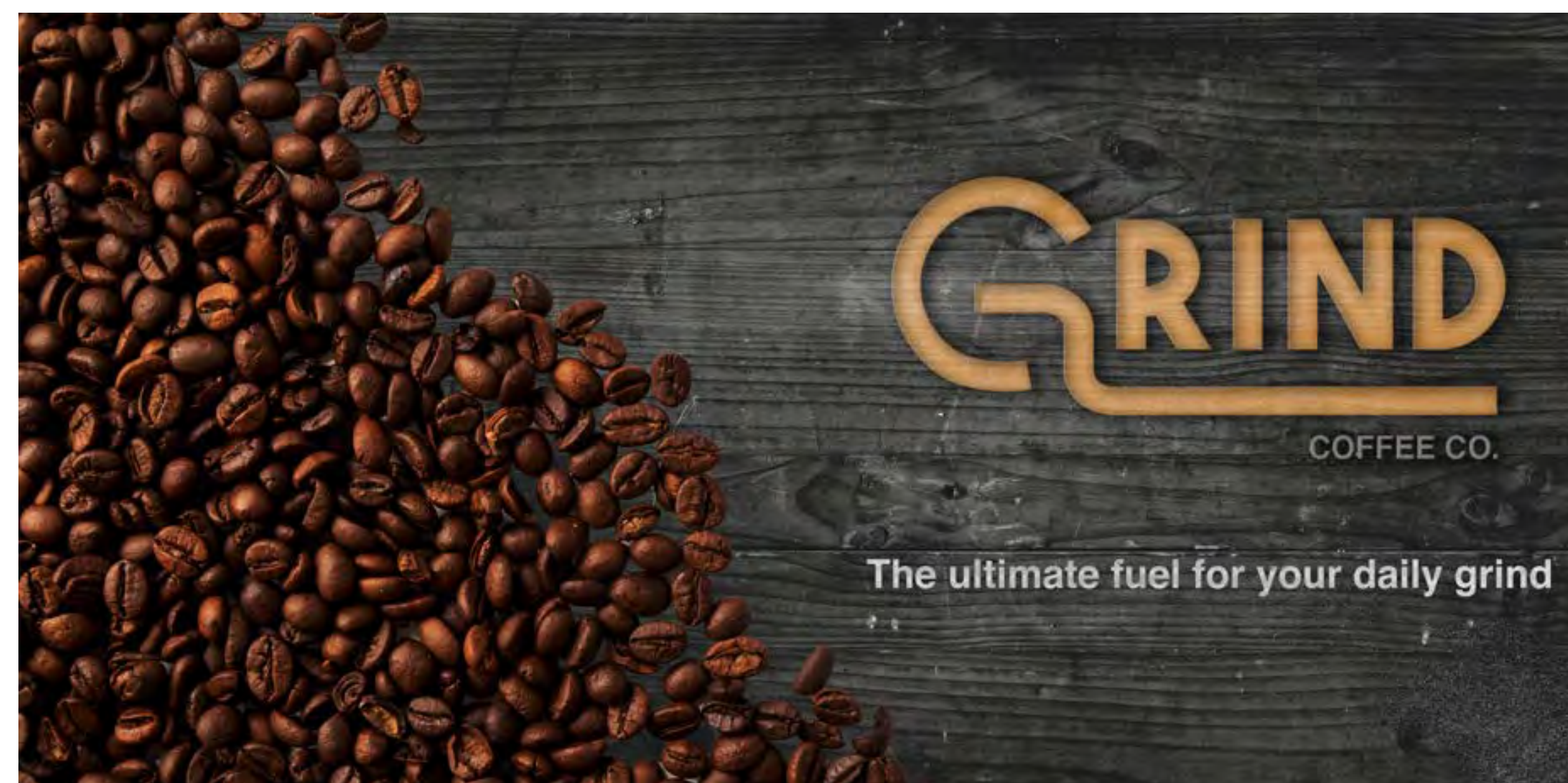
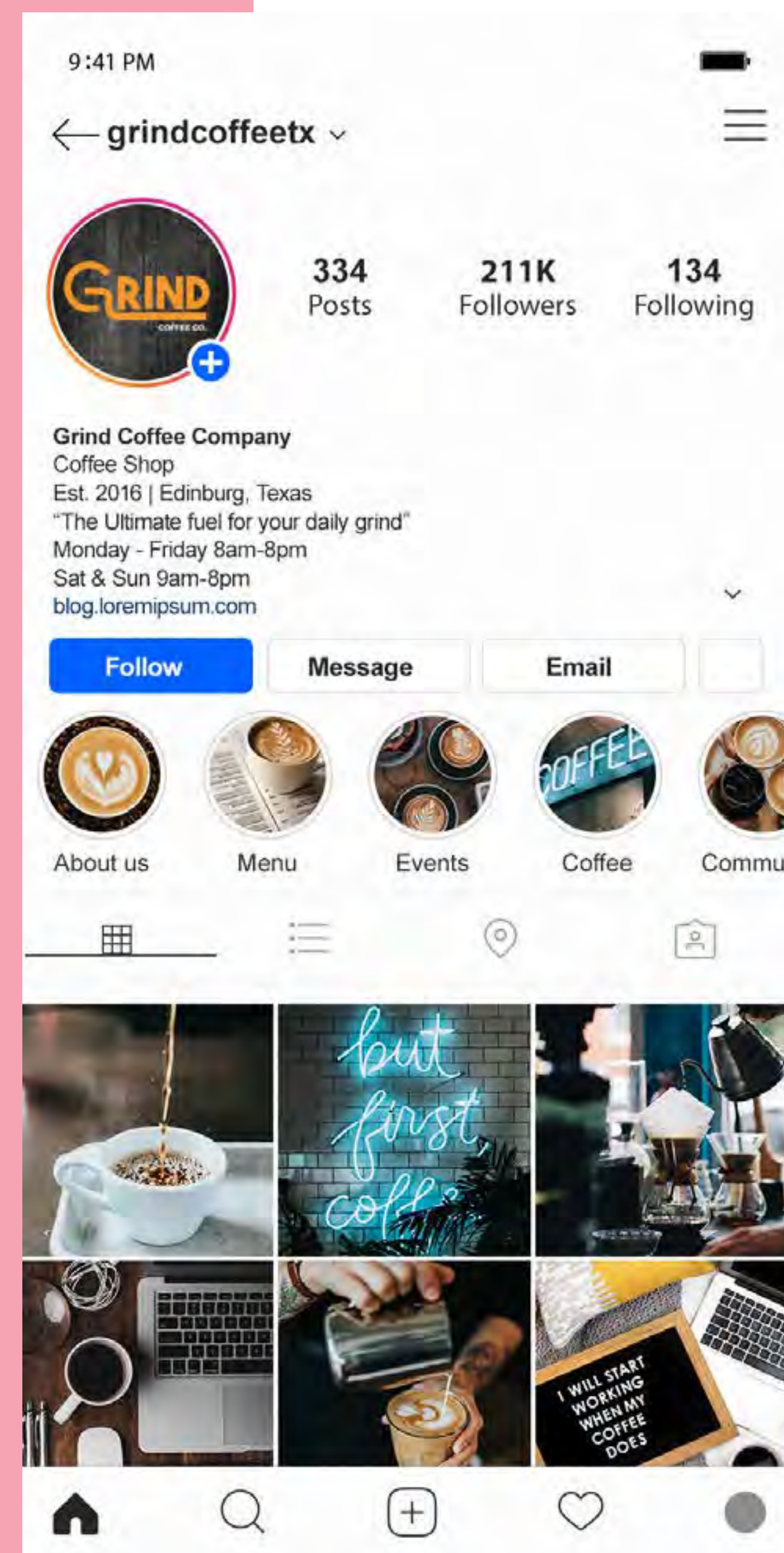


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Included in this section: Tranquil Bedding Advertisement, CAB Programming Tshirt, CAB Tshirt, The Grind rebranding, Occupy advertisement, Katy Perry Magazine, and Earthquake Bird Movie Poster.

MARKETING & ADVERTISING





Old Logo



New Logo

Rebranding Grind Coffee





THANK YOU

HORTENICA MONTEMAYOR
Graphic Design