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As a Florida girl who loves the beach, my logo and designs are influenced by my upbringing on the coast. My personal identity mark is hand-drawn and fluid, showing my playful and lighthearted personality. The bold colors reflect the warmth of the summer sun and the coolness of the ocean. Using these elements as sources of inspiration, I strive to create an eye-catching mark that feels lively, calm, vibrant, and warm.
Ride and Shine is a Florida-based bike company and supplies shop. Located in the beautiful Alys Beach, Ride and Shine sells beach cruisers, trail bikes, and more. For out-of-town visitors, R+S rental services offer bike rentals for the week. My approach to this logo and letterhead was to convey the nostalgic feeling of riding a bike on the beach. I fused elements of the area, like waves and a sun ray, with a beach cruiser bike to make an unforgettable mark.
Media Barn Research is a UX Studio that offers user testing, strategy, and design to make enterprise applications, websites, and mobile apps user-friendly. My approach to this logo and letterhead was to showcase the purpose of Media Barn Research, to conduct testing and to make a product, application, or website come to life. The letter mark logo represents elements coming together to create a clear and unified form.
Pura Vita is a health and wellness company that creates PMS relief supplements. Regarding menstrual pain, Pura Vita focuses on taking a proactive approach to health. With research-backed results and natural ingredients, Pura Vita has you covered with three supplements: Bye Bye Bloat, You Glow Girl, and Mood Booster. My approach to this design was to utilize typography and icons to convey the purpose of each supplement. Using vibrant colors, the design is engaging and fun.
This package design for Gogo granola bars includes three flavors of energy bars for a busy lifestyle. The flavors include cherry and chocolate, blueberry muffin blast, and chocolate chip banana bread. Gogo bars are high in protein and contain adaptogens to ensure a full stomach and a fueled day. Using elements like the lightning bolt and the shadow underneath the logo gives the design energy and movement. My goal for this project was to create a simple yet bold package that would pop off the shelf.
The Ride and Shine Beach Cruiser energy drink is a promotional package that could be sold at shops around the Panhandle area. A QR code leading to the Ride and Shine website is on the back of the can, promoting the Bike Shop. By selling these promotional cans at coffee shops, retail stores, or markets, people would see the logo on a shelf and become familiar with Ride and Shine.
For this project, I reimagined and designed three classic book covers. I choose Emma by Jane Austen, the Secret Garden by Frances Hodgson Burnett, and Little Women by Louisa May Alcott. These covers are hand drawn in Procreate and Photoshop. My purpose with these covers was to make the classic novels modern and eye-catching for young teens.
Little Women
Lois M. Alcott

The Secret Garden
Frances Burnett

Emma
Jane Austen
Pura Vita is a health and wellness company that focuses on creating PMS relief vitamins. In this project, I combined my love for photography and Photoshop to create a poster to promote the vitamins. By using vibrant colors, bold typography, and an engaging image, I hope to capture the purpose, goal, and vision of Pura Vita.
mood BOOSTER!!!
PMS RELIEF SUPPLEMENTS

The mood booster supplement gives you the vitamins you need to balance your body for that extra boost!

VITAMIN B12
SAFFRON
MAGNESIUM

PURAVITA!
London Zoo Nights is an event where adults get to experience the Zoo after hours. At this evening event, participants can play games, enjoy street food vendors, and listen to live music. My approach to designing the two Zoo Nights posters was to display a specific animal from the zoo next to important landmarks in London. For the Parrot, I designed Big Ben, the world’s most famous clock. And for the Tiger, I created Buckingham Palace, the King’s official London residence and royal palace. My hope for this poster is that the cultural landmarks and vibrant animals would attract people passing by.
Surf Culture is a ten-page publication that explores and promotes surfing in the Florida Panhandle. This design aims to provide insight into the local lifestyle by sharing local spots, restaurants, and secret surf places. Surf Culture combines Photography, Photoshop, InDesign, and Illustrator. Through this project, I strive to create a booklet that accurately conveys a local’s lifestyle and showcases the adventures of the Florida Coast.
SURF CULTURE

For those who grow up around surfing, it is a common fact that surfers are known for their rebel-like style and the art of riding waves. The allure of both nature and the ocean draws surfers to seek out the perfect waves that challenge their skills. Whether it be sitting in the lineup or catching a flight, the beach is a social hub for all who love the sea.

ESQ Surfing

ESQ Surfing is a blend of style and performance. The concept was born from the desire to combine contemporary design with the timeless aesthetic of classic surf culture. Through the use of high-quality materials and innovative designs, ESQ Surfing aims to offer surfers a unique experience on the wave.

ESQ Surfing

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ESQ Surfing
Connect to Care is a twenty-eight-page annual report for Talitha Koum. Talitha Koum is a non-profit organization in Waco, Texas, focusing on the neurological development and sensory motor skills in at-risk children to break the school-to-prison cycle. My concept, “Connect to Care,” highlights the children’s connections in their developmental years while showcasing how TKI fights to raise these children in a caring, trustworthy community.
ON THE NABONGO

On the Nabongo is a two-page magazine spread about the world traveler Jessica Nabongo. Nabongo has traveled to 195 nations, the first black woman to have documented this feat. I used Illustrator, Photoshop, and InDesign to achieve an eye-catching and clear concept. This design showcases Nabongos love for travel and her heart for the environment.
ON THE
NABONGO

BY BROOKE CADEN
Jeseca Nabongo has traveled to all 195 nations—the first Black woman to have documented this feat.
The Ride and Shine website design is modern and user-friendly, with a beachy, energetic feel. The website includes information about Ride and Shine, a rental booking site, a storefront, and available bike repair services. My goal for this website was to create a unified platform where customers could learn about the company and discover what Ride and Shine offers.
Ride + Shine
Bike sales, rentals, & repairs on 30a
have a great day