For my personal identity, I wanted to reflect who I am to my employers and clients so I chose to go with a western theme and joyful colors. This mark needed to be something that could be showcased in the professional world while also depicting my personality, subsequently, I chose to create a simple letter mark with a little spur at the end of the F. My fun-loving personality is showcased in the bright red and pink of the stationery and my love for all things Western can be seen in the symbols used across the system.
Heirloom Boutique is a clothing store that specializes in taking thrifted clothes and redesigning them to be a timeless piece in their clients’ closets. Heirloom is based on Mainstreet in Gurene Texas which is well known for its Texas flare. Because of this, a disco cowboy hat was the perfect logo for this shop because of its Texas charm and exciting nostalgia. These themes carried over into the stationery with bright lively colors and a little sparkle.
Mission Critical is an online teaching program for technology certifications. They are devoted to fast-paced and structured learning systems and partner with companies to help advance their employee’s skills. Knowing this, the identity of this brand was designed to be professional but also showcase the clients knowledge of technology. In the logo heavy block type was used and in the white space you can see a little plug to showcase the client’s specialty. This theme is continued in the stationery while still remaining professional for the corporate nature of Mission Critical’s work.
Zoo Nights is an adults-only event held at the London Zoo. The logo and branding of Zoo Nights and the London Zoo were already established. The theme of where the wild things glow brings a sense of fun and excitement but also hints at the unknown of the night. The colors are meant to simulate the neon glow of a glowstick while showing only the eyes of the animals, is supposed to give the viewer a sense of the predators of the night that they will encounter at the zoo.
For my passion project, I chose to write a book about the ranch my grandfather and those before him grew up on. Because of the nostalgic theme everything needed to be very analog and vintage. I gathered all the family photos I could find and shot any other photos on a 35mm film camera. Many conversations and stories shared by family members were the inspiration for when I wrote this book. Although this project is mostly a greyscale color theme, teal was chosen because it was the accent color for my childhood home and brings together many memories. Overall the goal of this project was to capture the essence of The Bar S Ranch and share those values and feelings with the people around me.
Life on The Ranch

With a smile and a purpose, we welcomed the challenge that lay ahead. The days were hard, but the memories were cherished. Our community was tight-knit, and we worked together to build a better life. Through the years, we shared laughter, tears, and triumphs. Today, we look back on those days with pride and gratitude.
In the novel The Seven Year Slip a young artist and a young chef fall in love over pie despite all the complications of their lives and relationship. I watercolored this entire cover by hand and put it into Illustrator to capture the main character’s love for the art form. Illustrating the pie was meant to represent the young man and the specificness of the kitchen reflects the details given in the book. The goal was to capture the good nature and sweetness of this romance book and exhibit that on the cover to catch the reader’s attention.
Algarabia is a tequila company based in the heart of Jalisco, Mexico. This brand focuses on creating high-quality, smooth tequila without the hefty price tag so that everyone can enjoy it. Algarabia focuses on being the life of the party and bringing together your community, that is why the town of Jalisco is depicted on the front of every bottle. The bright outgoing colors of the bottles not only depict what kind of tequila they are but they also showcase the personality of the brand. Algarabia is a fun tequila brand made for life's great celebrations.
OUR STORY

Algarabia Tequila, born in the heart of Jalisco, where laughter echoes through the jagged fields. Inspired by lively gatherings and the sound of "algarrabia" the joyful hubbub of friends coming together, our tequila embodies the essence of fun with everyone you know. Crafted with passion and a commitment to affordability, Algarabia Tequila is not just a drink; it's an invitation to create unforgettable moments, and reveling in the company of good friends.