# Nail

PORTFOLIO



*natallie cuellar*

# hello!

## graphic designer & illustrator

My work encapsulates the wistful moments of childhood with grown-up eyes. I center my work around the themes of girlhood, nostalgia, and the dreamy-like wonders of childhood. The posters and illustrations I create are a refelction of my inner child, expressing the need for more joyful wonder in the world.

From the time I was a child, I delved myself into drawing. This pastime hobby was conceived from watching my favorite animated shows/movies. It was a hobby I continued to carry with me as I faced my school days, and I would fill my time by filling my sketchbook pages. This evolved further and that was when I learned that my art could b Now as a young adult, I find myself wanting to bring things that were lost in my childhood. With my designs and illustrations as a perfect outlet, I can put out that whimsical nostalgia of girlhood, full throttle.

As a designer, I find it essential to create work that evokes the powerful emotion of embracing one's inner child. Additionally, I hope to inspire other designers/artists and encourage them to know that careers in art and design are more than worth pursuing. I strive to infuse each design with heart, aiming for viewers to experience a sense of serene contentment.

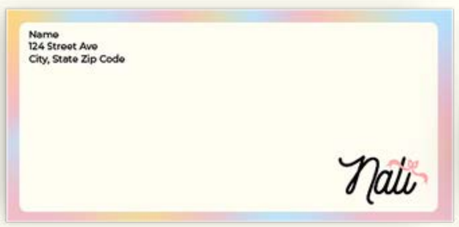
*personal visual identity*

Nali
























# GRAPHIC DESIGN







*Feather Fortune Branding 2024*

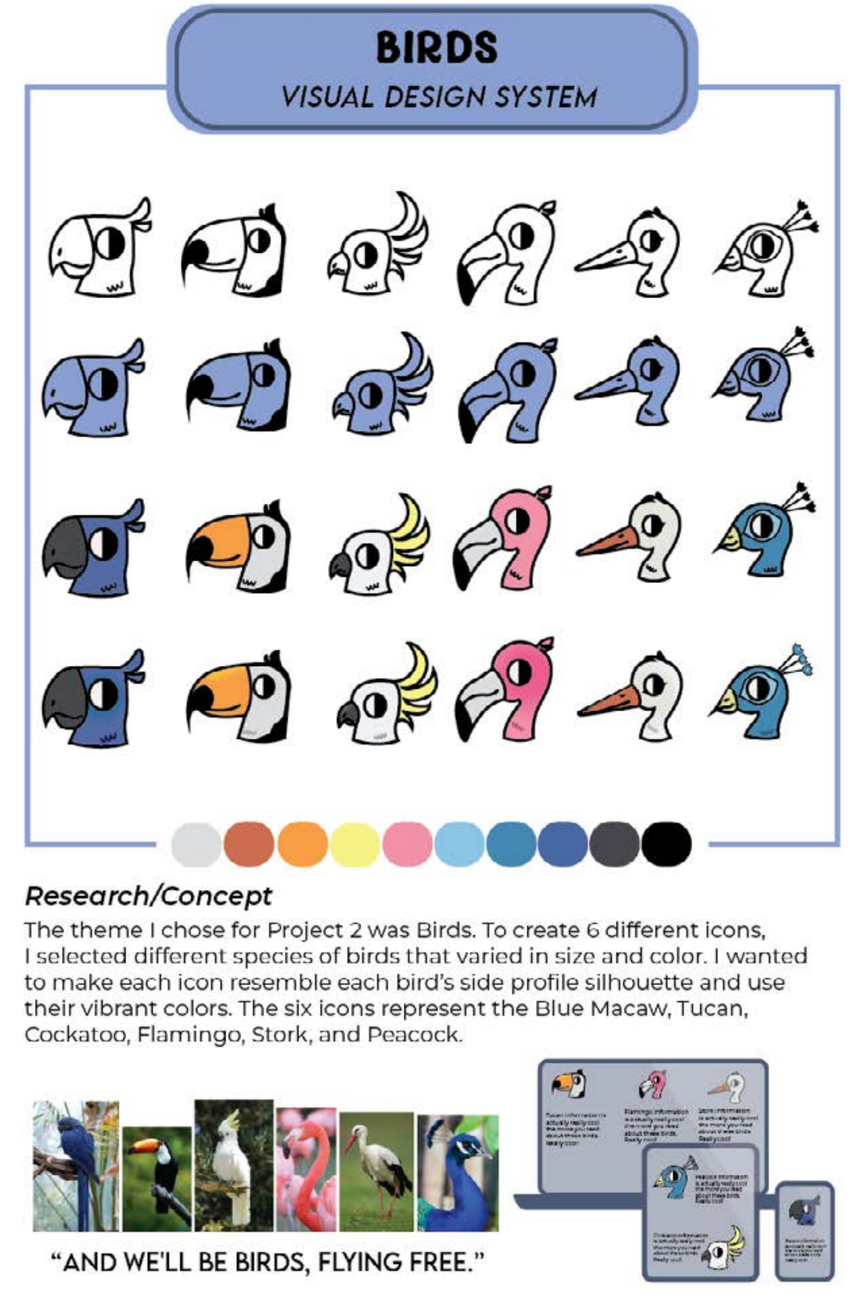











*Visual Design System Bird Icons 2023*

# typography

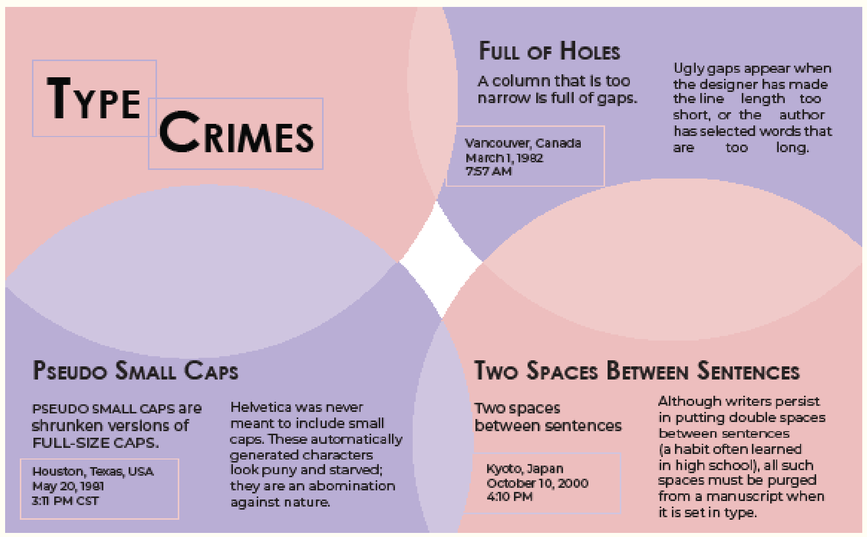


*Playing with Type*




*Type Specimen Poster*




*Type Crime Poster 2022*




*Littlest Pet Shop Magazine 2023*

# typography

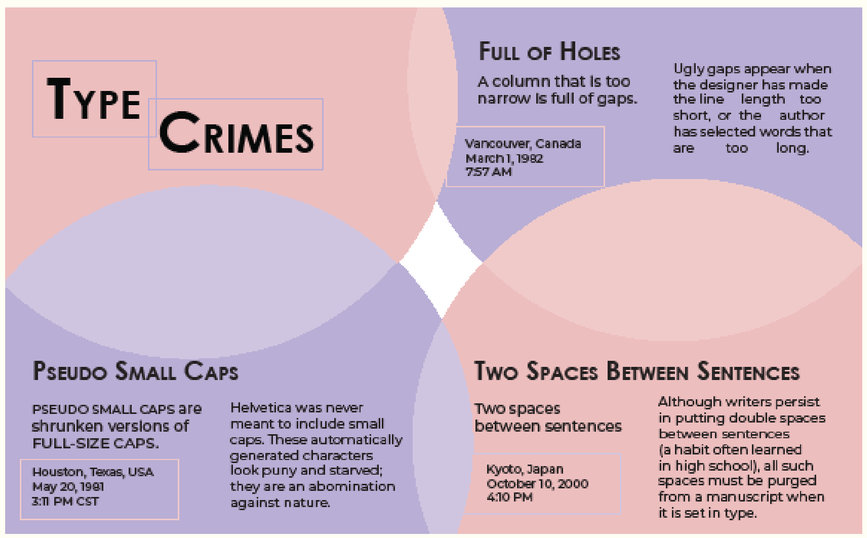


*Playing with Type*




*Type Specimen Poster*




*Type Crime Poster 2022*




*Littlest Pet Shop Magazine 2023*







***Veterans' Day Social Media Post 2024***
*UTRGV Marketing & Communications*







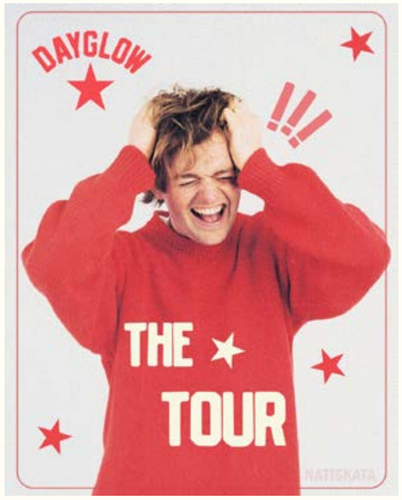
***Thanksgiving Social Media Post 2024***
*UTRGV Marketing & Communications*



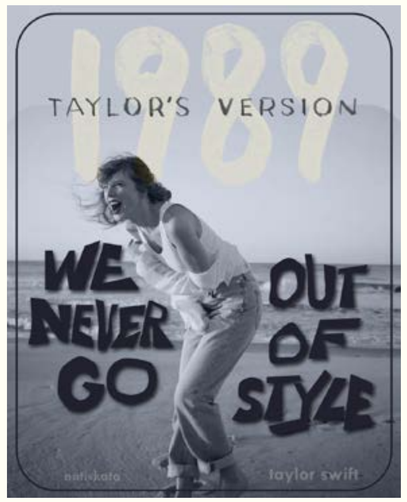



# *personal posters*



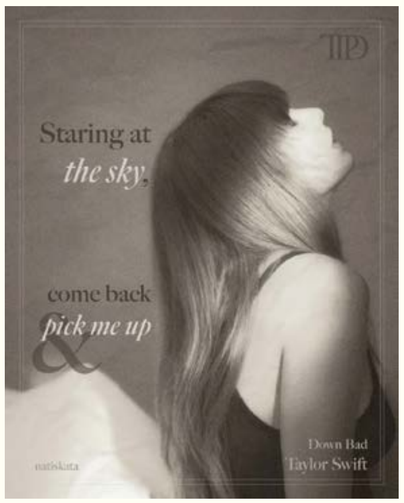

*Dayglow Tour - 2024*







*Taylor Swift Lyrics - 2024*




*Taylor Swift TTDP Lyrics - 2024*







*KVRX Radio Show*




*Frutiger Aero Theme*




*NatiSkata*
*Sustainable Stationery Brand 2024*




*NatiSkata Product Line Up*



# ILLUSTRATION





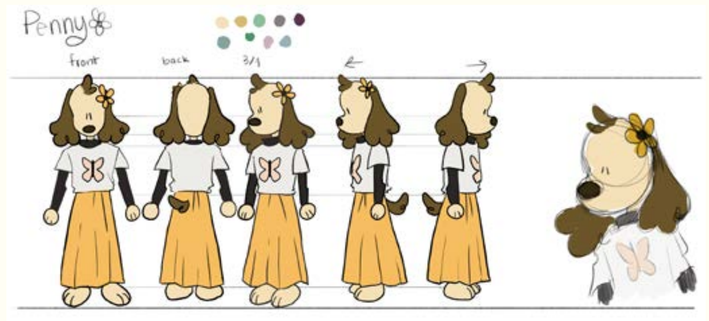





*Character Sketches*
*Concept Art 2024*








*Concept Art 2023-24*





*Pokemon Card Art 2023*



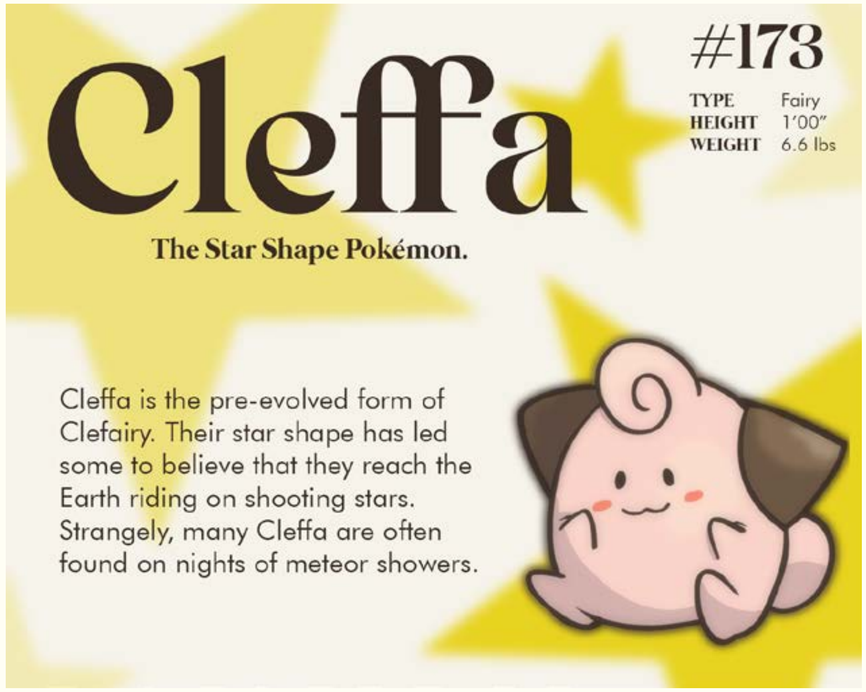
*Yakko Warner Screencap 2022*



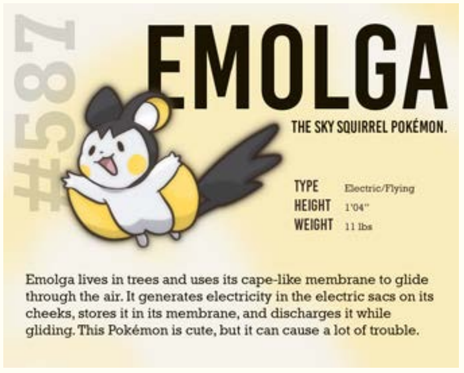




*Pokemon Favorites 2023-24*




*Pokedex Entries 2024*











***NatiSkata***
***Social Media Works***

