2AM

Spring 2021 Portfolio
Graphic Design

STEPHANIE RAMIREZ

CONTENTS

PERSONAL BRAND

Below is a style tile of my personal brand which contain the color palette, typography and logo made to represent my collection of work. The inspiration for my logo was given to me by my bestfriend as a play on my last name. With his help, we created my brand name of RAM.

Style Tile

Resume

Services and Prices

RamielaRoss ramielaross
sramir70@gmail.com
(956) 271 - 6002

All designs come with 2 rounds of revisions. Bundle Packages are also available. All services are based on the complexity of your vision. Funds need to processed before any creations begin. Please contact if you have additional questions concerning our services.

LOGO & BRANDING

Logo Design	$50/hr
Business Cards	$75
Letterheads	$75
Envelopes	$50
Name Cards	$65
Billboards	$30/hr
Trade Show Booths	$30/hr
Car Warp	$30/hr
Signage	$100

PRINT DESIGN

Menus	$100
Post Cards	$30
Advertisements	$75
Calendars	$80
Catalogues	$120
Flyers	$75
Posters	$100
Brochures	$110
Newspaper	$150
Book Design + Layout	$25/hr
Magazines	$35/hr
Banners	$25/hr

GRAPHIC DESIGN

Printmaking	$80 - $300
- Relief	
- Intaglio	
- Lithography	
- Screenprint	
- Monotype	
Typography	$50/hr
3D Design	$300
Photography	$25/hr
Photoshop Services	$30/hr
After Effects	$25/hr
Stream Overlays	$200
Posters	$100
Video/Audio Editing	$30/hr

PRODUCT & MERCH

Packaging	$35/hr
Lanyards	$50
T-Shirts	$100
Apparel	$100
Cups & Travel Mugs	$75

WEB DESIGN

Banner Design	$25
Landing Page	$75
Icons	$100
UI and UX Design	$25/hr
Sitemap	$150
Style Tile	$200
Wireframing	$100
Web Developement	$300
Animation	$25/hr
App Design	$30/hr

ART

Illustration	$25
Book Cover	$75
CD/Album Cover	$100
Greeting Card	$100
Invitations	$150
Tattoo Design	$200
Character Design	$50/hr
Mascot Design	$300
Animation	$25/hr
3D	$30/hr
Painting	$25 - $100
Traditional	$25

Invoice

Date Issued Jan 18, 2020
Invoice # 0000001
Due Date Jan 30th, 2020

			Rate/Fee	Price
1	Logo Design	Flat Rate Exception. Simple.	-----	$150
1	Apparel Bundle	5 T-Shirts and 5 Lanyards. Flat Rate Exception. Simple Front and Back Logos with Names.	-----	$350

Subtotal	$500
Deposit	-$250
Tax	
Balance Due	$250

Notes

Installment Plan Implented. Payments on the 30th of every month with a payment minimum of $25 via QuickBooks. Automated Pay turned on.

Terms and Conditions

All payments are to be made to **Stephanie Ramirez** via secure online banking applications or QuickBooks. Nothing should be mailed to address above unless notified. Pay invoice within 14 days. **Failure to make payment will result in implementing a late fee of 5% per month.** If you wish to install an installment plan, email to address above 3 days prior to late fee charge.

Graphic Designer Freelance Contract
Service, Terms and Agreement

STEPHANIE RAMIREZ
Graphic Designer

March 12, 2020

To:
Eduardo D. Gonzalez
Hiring Manager
Rooster Teeth
Bungalow A, Austin Studios
Austin, TX

Dear, Mr. Gonzalez

I saw that your company has an opening for a Graphic Designer to manage marketing, on-brand graphics for a variety of media and products of your ongoing projects. My name is Stephanie Ramirez and I would like to apply for your Graphic Designer Full-Time position. I found your job posting on Hitmarker.com and believe this would be an excellent opportunity to grow as a Graphic Designer and allow myself to be of assistance to your studio.

In your job posting you're asking for someone knowledgeable in Adobe and highly organized and with a keen eye for aesthetics and details. I may not have prior work experience in my related career field, but I know I am capable of meeting the demands of the studio as well as being flexible and adaptable to programs.

I am familiar since Red vs. Blue and RWBY, but even more so of your branding and animations. I would love to get a moment of your time to get interviewed. I'll leave my contact information on the handle on the left, and will be in contact with your studio if I don't hear back. Thank you for spending time reading my cover letter and keep on the good work.

Sincerely,
Stephanie Ramirez

STEPHANIE RAMIREZ
sramir70@gmail.com
(956) 271 - 6002
La Joya, Texas
RamielaRoss ramielaross

Contact
PO Box 1586
La Joya, TX 78560
(956) 271 - 6002
sramir70@gmail.com

Stephanie Ramirez
PO Box 1586
La Joya, Texas 78560

Stationary Mockup

Created on Adobe Photoshop.

Contains business cards (front and back), letter, contract, and cover letter.

Services and Prices

Created on Adobe Illustrator.

Details services/products provided along with hourly wage.

Invoice

Created on Adobe Illustrator.

[Underneath "Services and Prices"] Shows an example of a sent invoice to a Client.

BRANDING

Branding is used to make a collecting of goods or services stand out amongst other competitors.
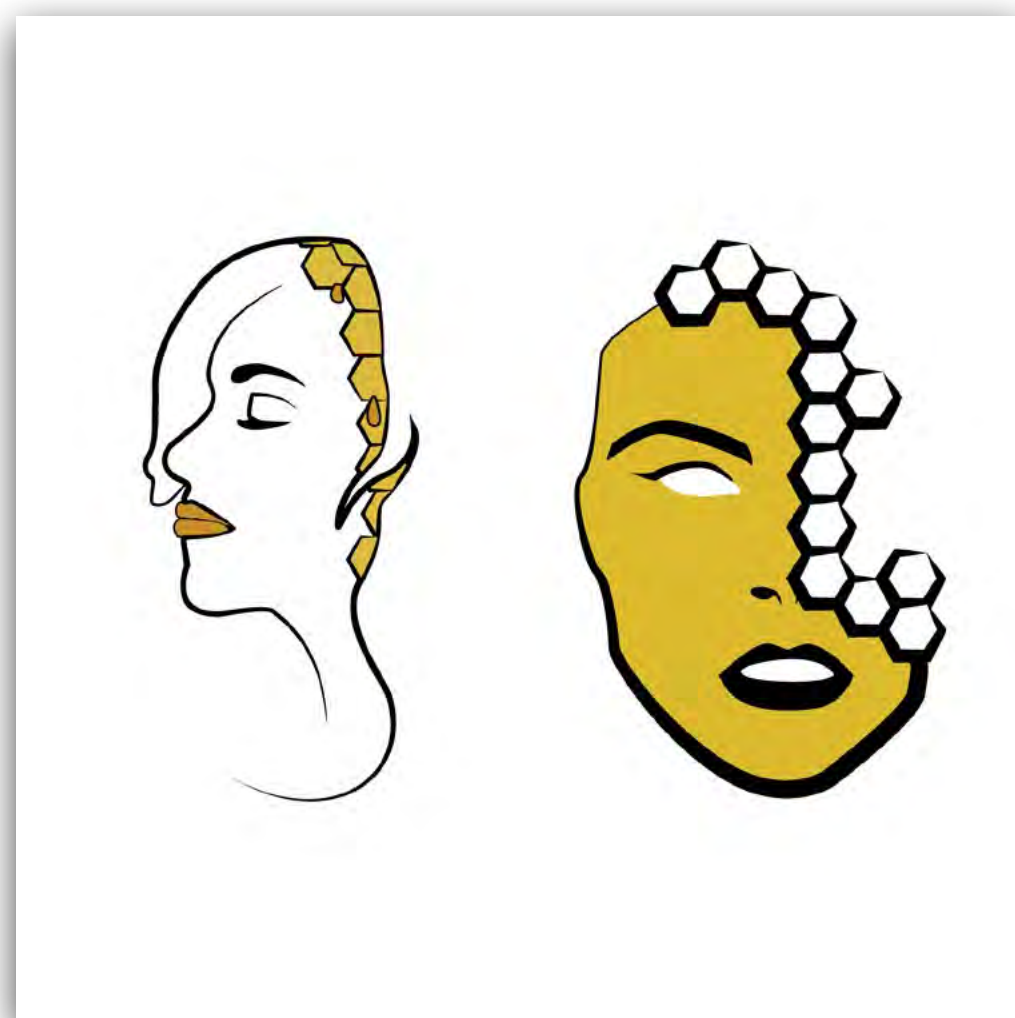

Dulce Beny redesigned logo and Merchandise Spring 2020

Created on Adobe Illustrator.

Dulce Beny T-Shirt Mockup

Created on Adobe Illustrator and Photoshop

Dulce Beny Sticker Mockup
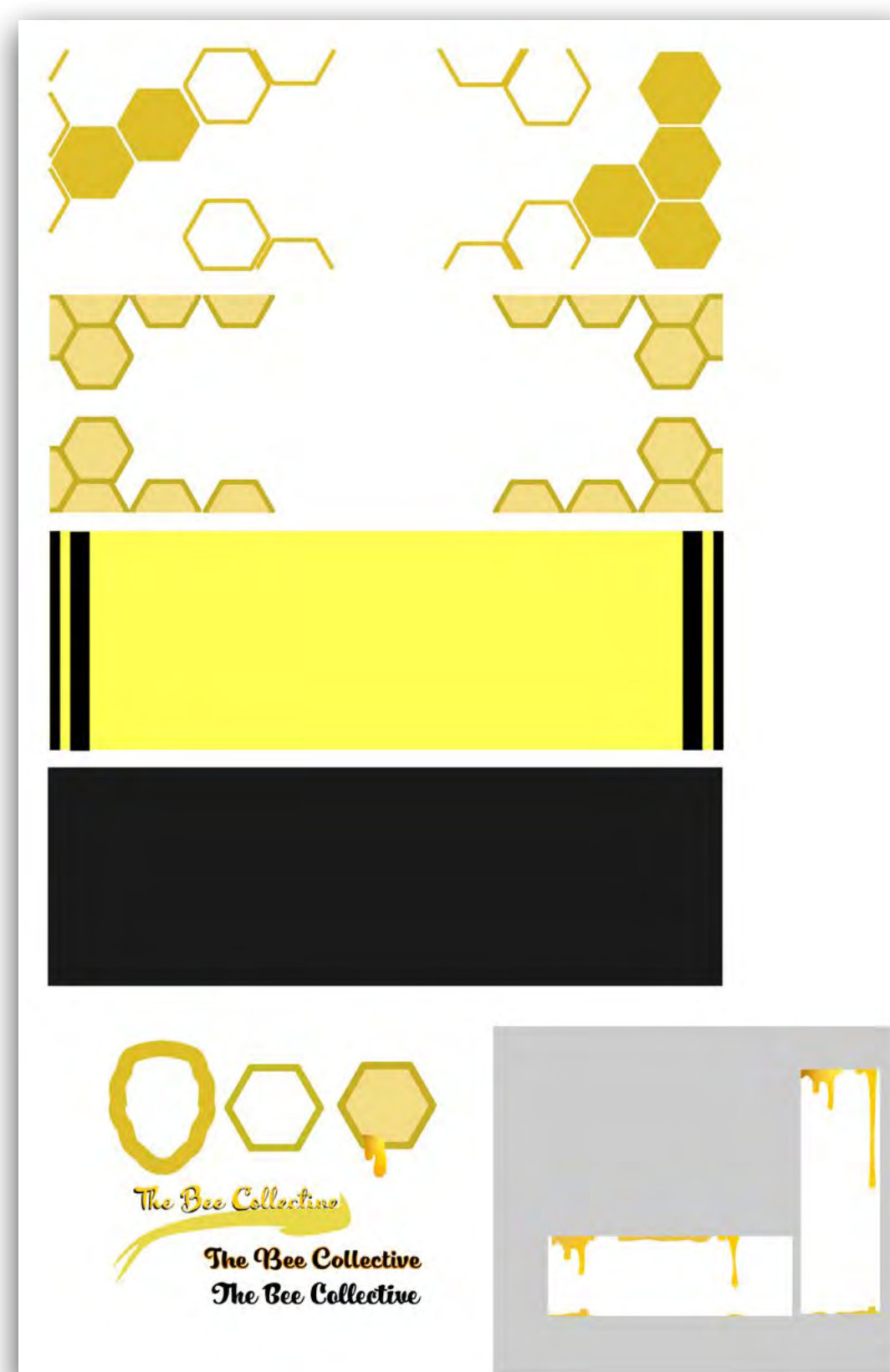
Created on Adobe Illustrator and Photoshop

Beeauty Queen Logo Designs
Fall 2019

Created on Adobe Illustrator.

"Beeauty Queen" was a project I made to explore an idea outside of my comfort-zone in terms of colors, design, and products. Originally called "The Bee Collective", it didn't carry the same weight for what the product/service was being made for: Beauty Products fit for a Queen. Beeauty Queen.

BEEAUTY QUEEN

As a fan of word play, *"Beeauty Queen"* came together over much trial and error as you can see from a few packaging designs shown. The idea for packaging design came from looking at honey combs for its exterior and honey based products as its "honey". This inspired the interior packaging design for which the products would be shipped out in.

Beeauty Queen Product Designs
Fall 2019

Created on Adobe Illustrator.

EXTERIOR

INTERIOR
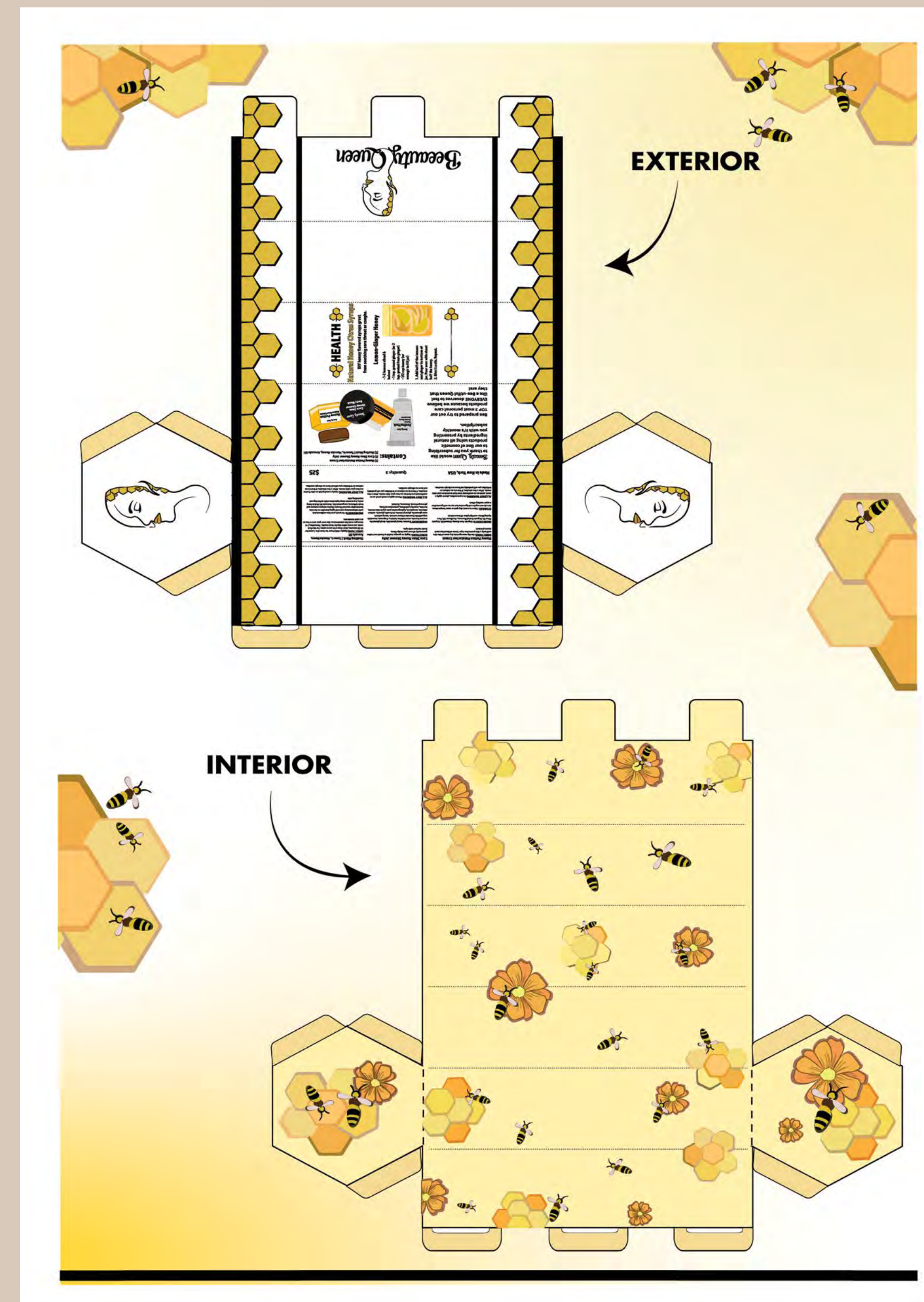
Beeauty Queen Product Template
Fall 2019

Beeauty Queen Product Mockup
Fall 2019

Logo Designs
Fall 2019

Created on Adobe Illustrator.

These logo designs were created for an Advanced Graphic Design project.
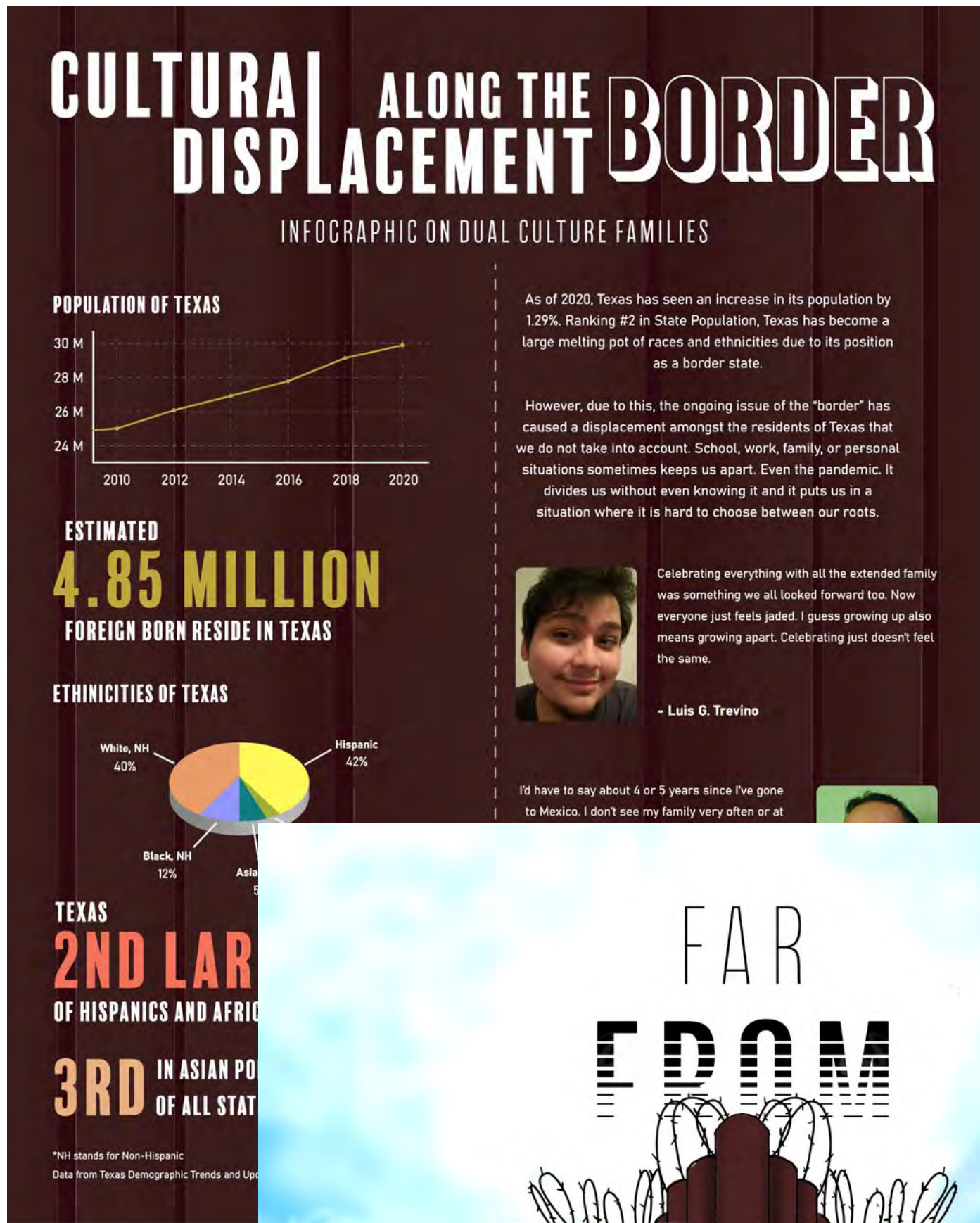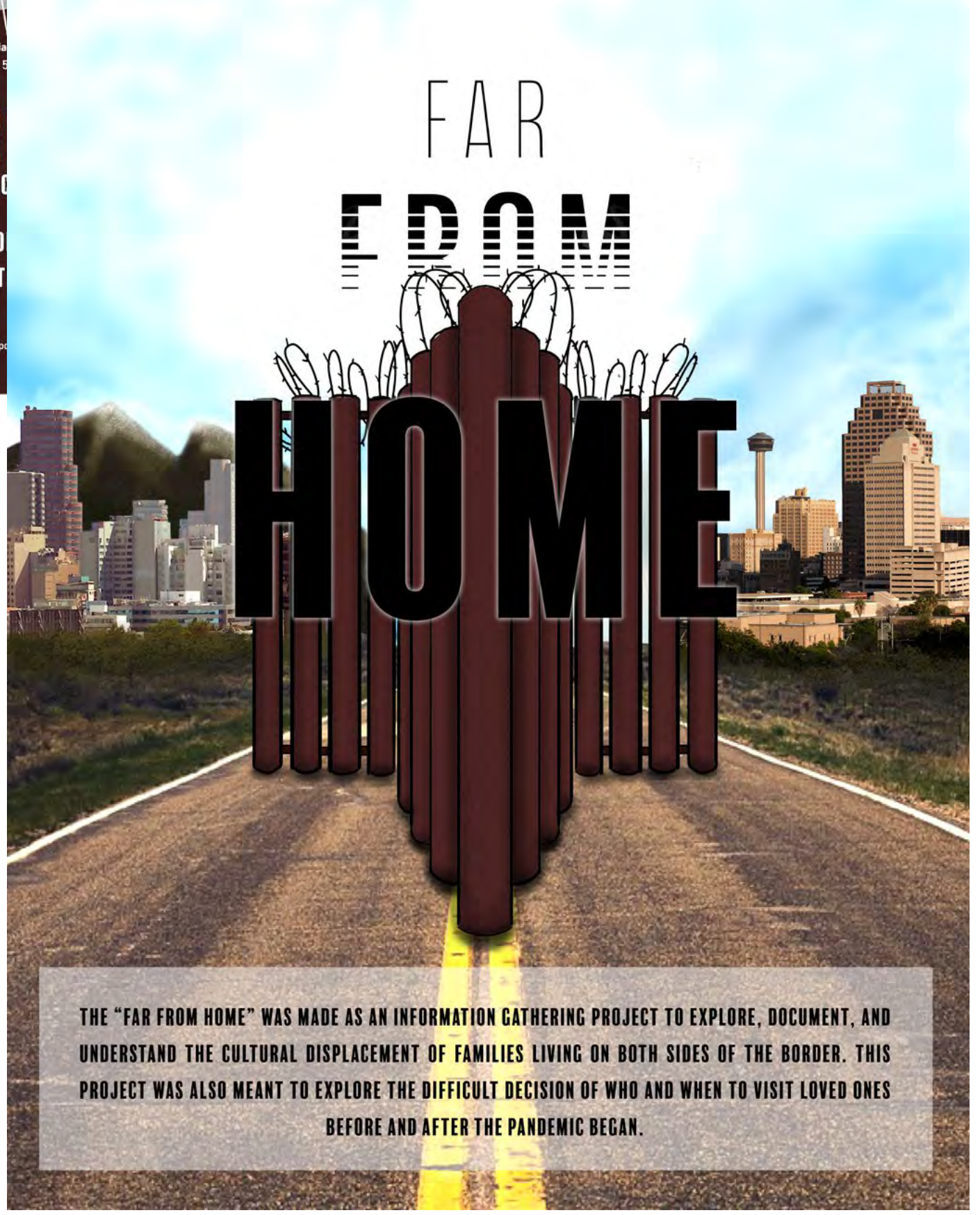
PHOTOGRAPHY

Roll the Dices
Spring 2020

Taken with a Canon EOS Rebel T6.

Exploration of aperture and focal point.

Coming of Age
Spring 2020

Taken with a Canon EOS Rebel T6.

Exploration of theme and focal point.

Trapped Sea
Spring 2020

Taken with a Canon EOS Rebel T6.

Exploration of lighting.

Candlelight
Spring 2020

Taken with a Canon EOS Rebel T6.

Exploration of lighting and exposure.

DIGITAL ILLUSTRATIONS

Baby Blue

"Baby Blue" was made as a semester long project based on mental illness. It is a comic book made for addressing the seriousness of how Post Partum Depression could affect mothers when left untreated. How they are not at fault for feeling the way they do and that it is okay to receive treatment for it. Post Partum Depression, or "baby blues", when left untreated can last from 3 to 5 days or up to years.

On the right is a mockup of the comic book.
Below are a few excerpts from the comic.

Baby Blue Mockup
Fall 2019

Created on Adobe Photoshop.
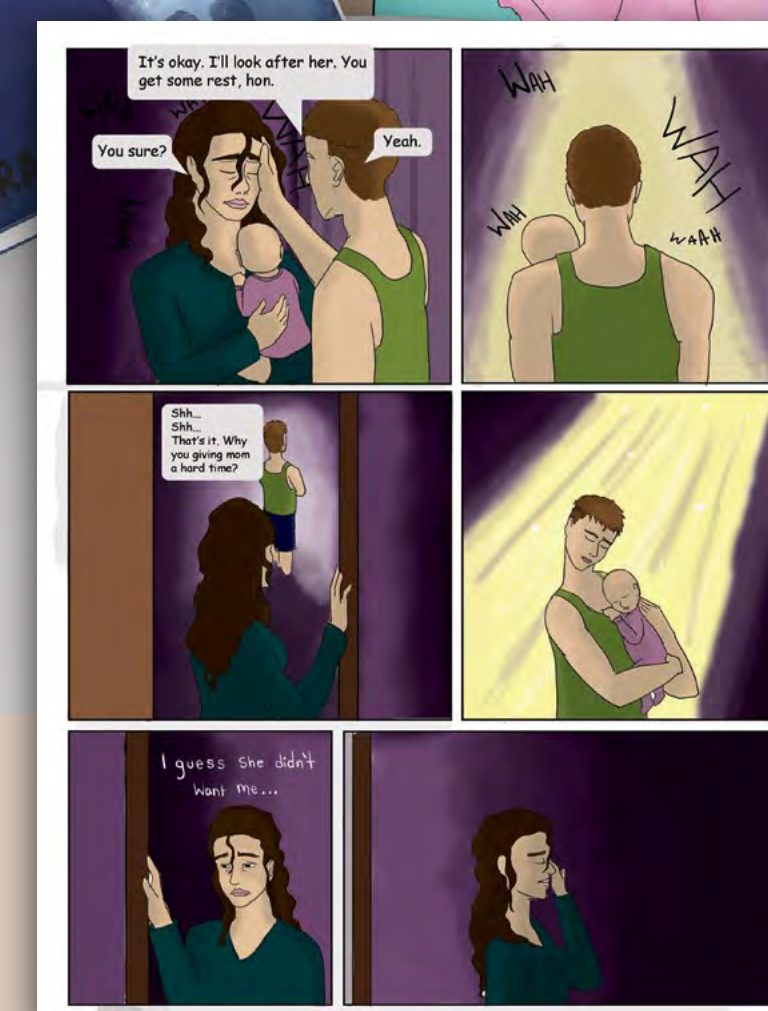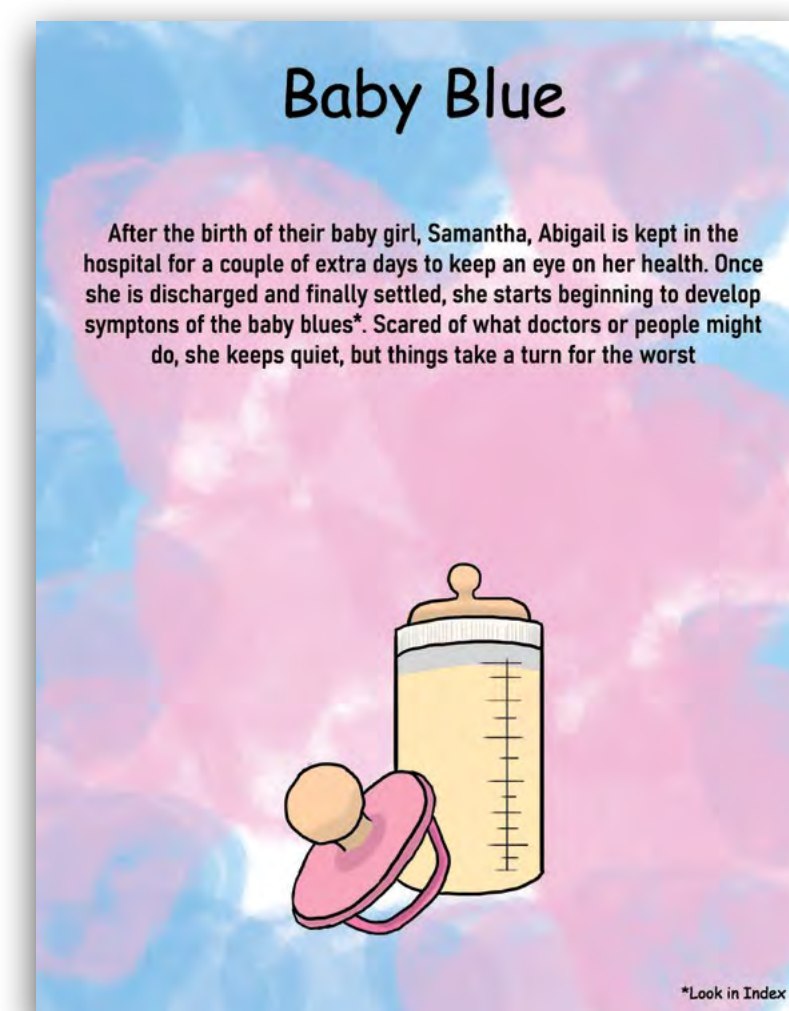
Comic Storyboard
Spring 2019

Created on Adobe Illustrator.

The concept for this storyboard was taken from the prologue of my personal project I've been working on. Originally ten panels, I was allowed to select only three panels to get the story across. I focused primarily on grey tones to give it a sense of dread of the situation, but gave the planet in the background of Panel 2 a subtle blue to emphasize the importance of what they had to protect. Nothing else should matter. The premise of the storyboard is about the Main Character's survival to deter the alien invasion on his ship and allowing his fellow crew members to escape.

Knights of Change Postcards
Spring 2019

Created on Adobe Illustrator.

These postcards were created for project fashion company whose choice of style was centered on the 60's through 80's where people wore colorful and playful designs.
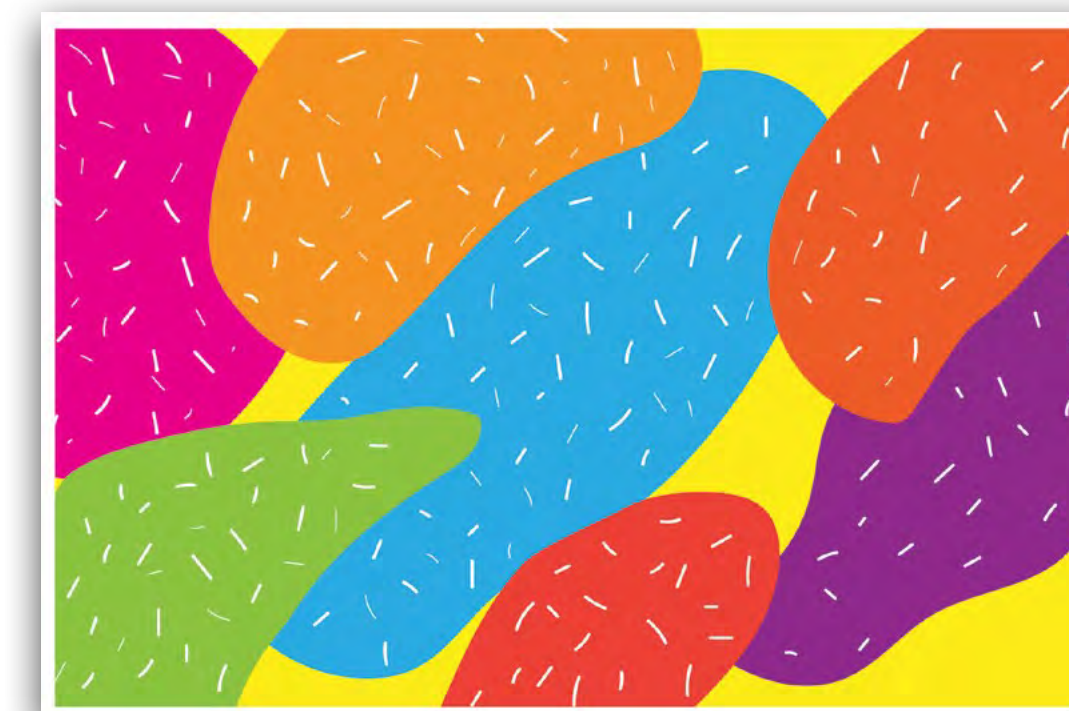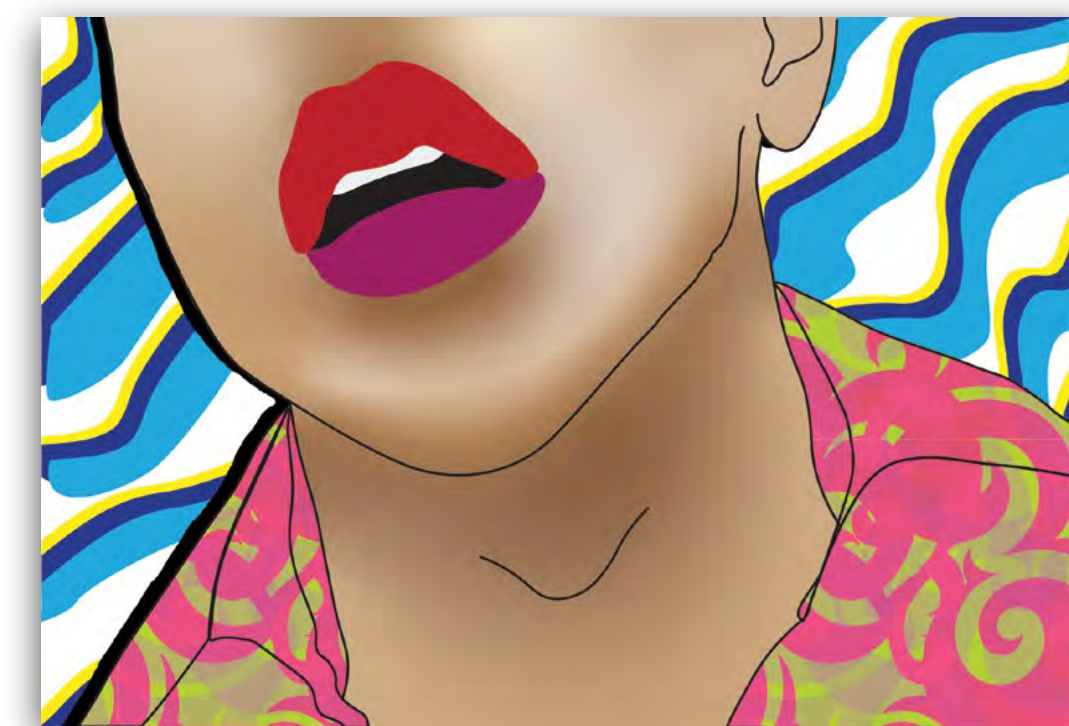
Robotic Heart Sticker
Spring 2020

Created on Adobe Illustrator.

When originally making this illustration for a sticker project in class, I was actually recalling something that happened to me in high school which then gave me inspiration for this piece. Cold and unfeeling like a robot.

Robotic Heart Sticker Mockup
Spring 2020

Created on Adobe Photoshop.

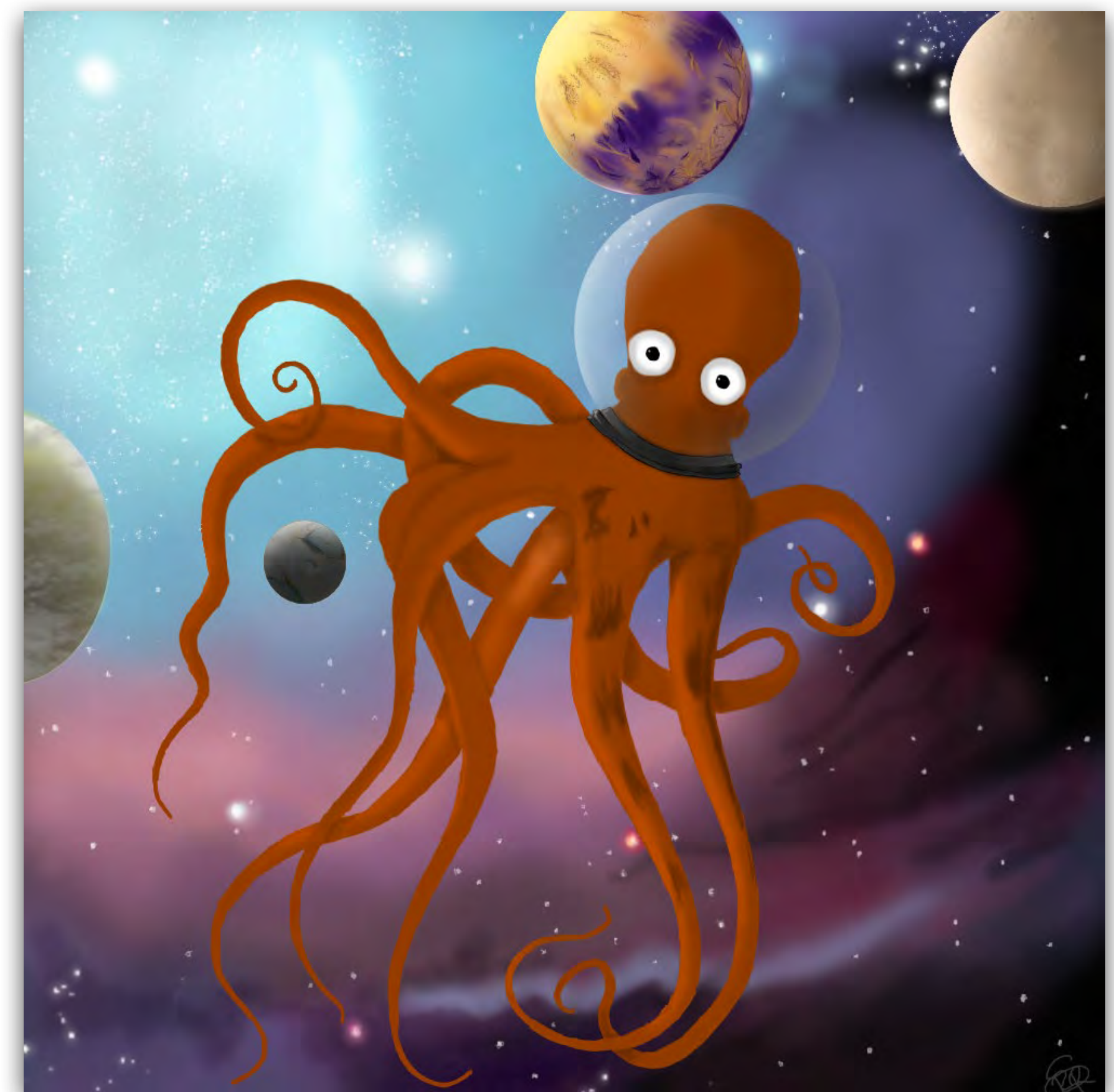**Weasel**
Spring 2019

Created on Adobe Illustrator.

C.P. Industries Illustration
Spring 2019

Created on Adobe Illustrator.
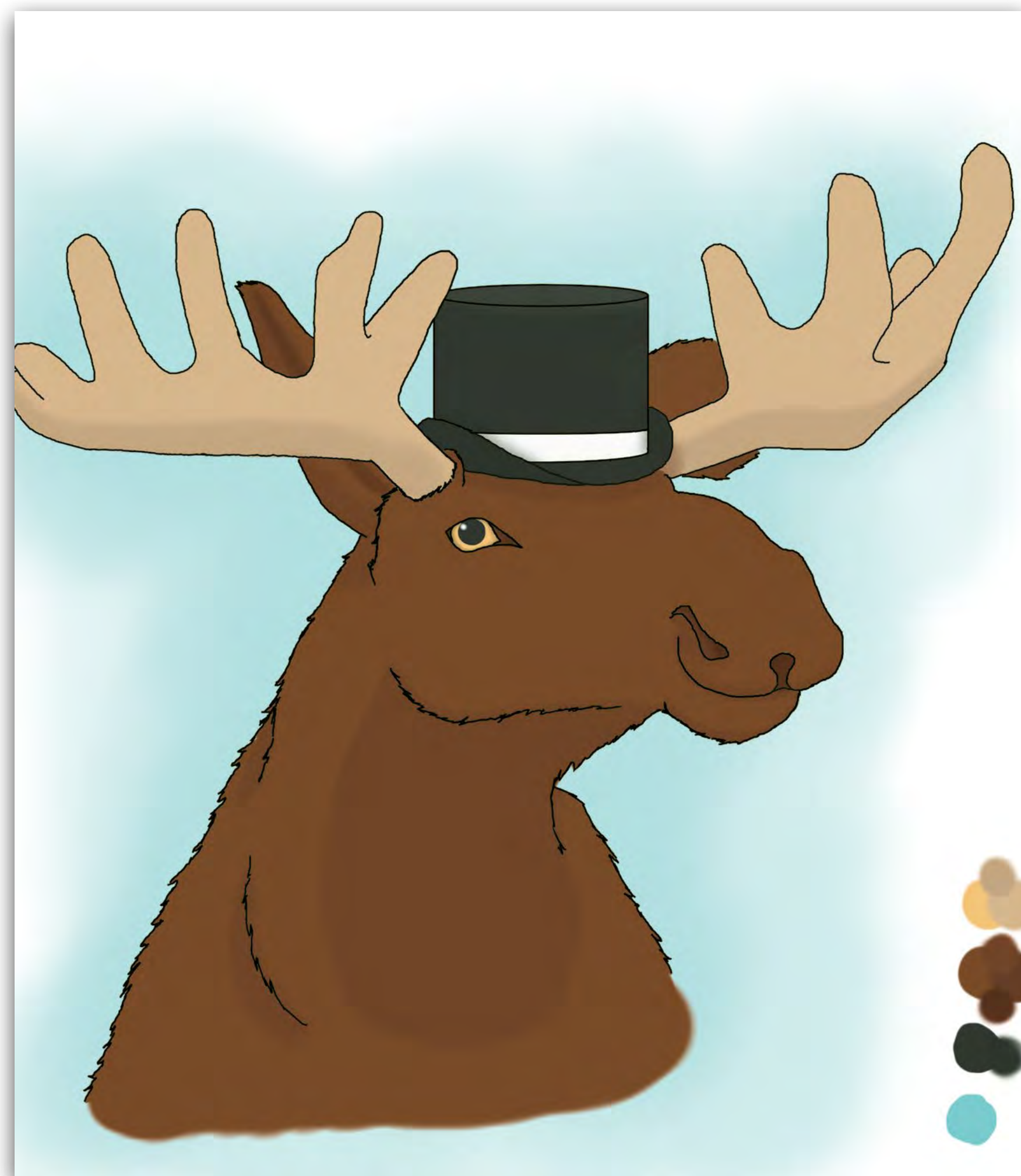
Moose with a Top Hat
Summer 2017

Created on Krita.

Space Octopus
Summer 2017

Created on Krita.

STUDIO ART

Full Moon
Acrylic
Fall 2017

Peter Paul Rubens Replica
Oil Paint
Spring 2018

Vanitas Still Life Replica
Oil Paint
Fall 2018

Swimming Together
Mixed Media
Fall 2017

Linger
Watercolor
Spring 2020

Suffocation
Ink
Spring 2020

Bleak
Mixed Media
Fall 2017

Keeping It Together
Pastel
Spring 2020

Swan
Mixed Media
Fall 2017

WEBSITE UI/UX

WORLD WILDLIFE FUND

The purpose of this project was take a charity and create/redesign their website in a way that it'll be easier to navigate for users. The current World Wildlife Fund Website was confusing to navigate even though it looked up to date for its design, but was hard to navigate on mobile web. App design on mobile was clunky and hard to use. So we took inspiration of its designed, reorganized some of its content, made it more interactive with responsive resizing for both Website and App, and included a seperate page for creating, personalizing your account, and to monitor your progress on your donations and reward system. Total page count was 24.
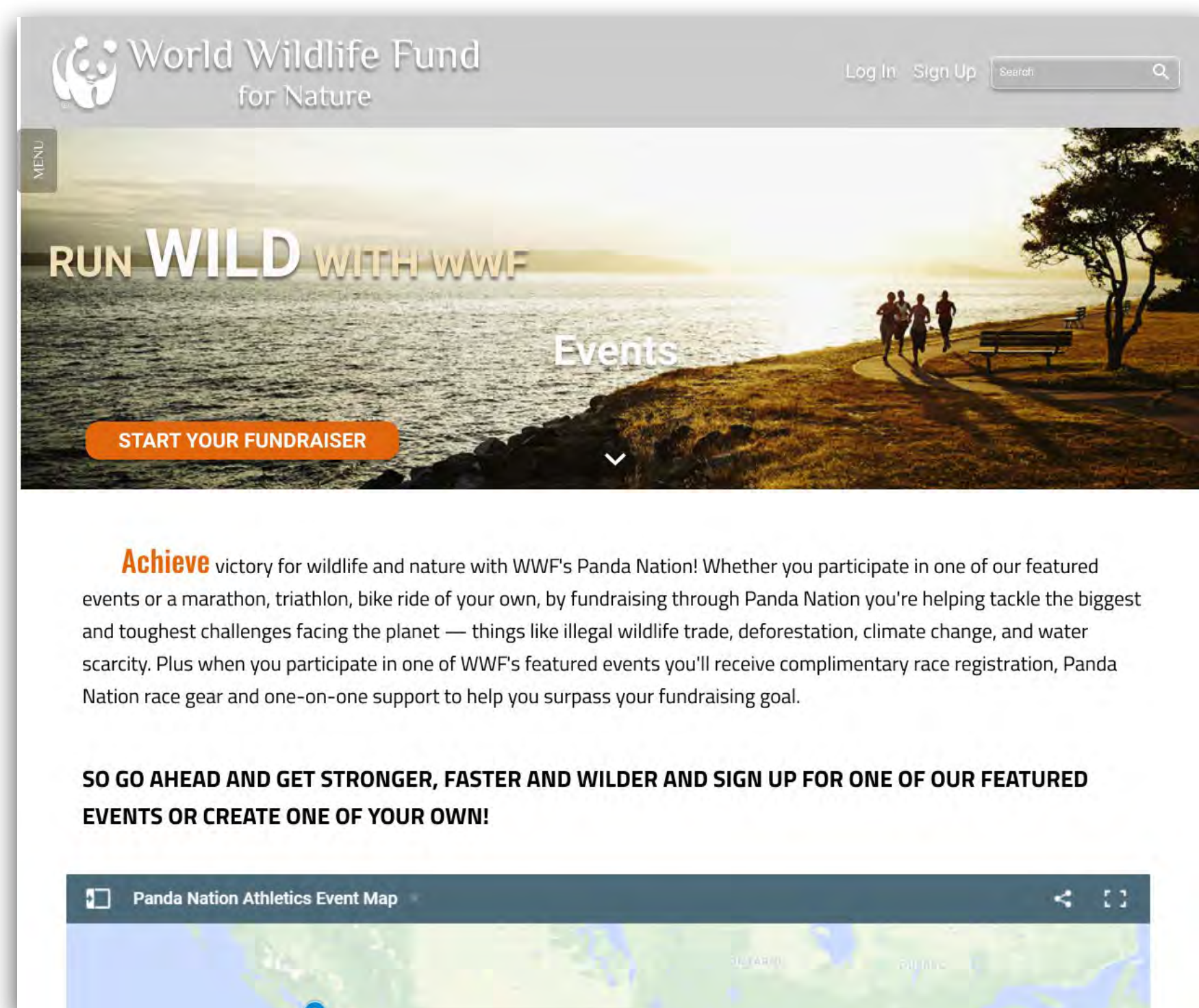
Event Page
Fall 2019
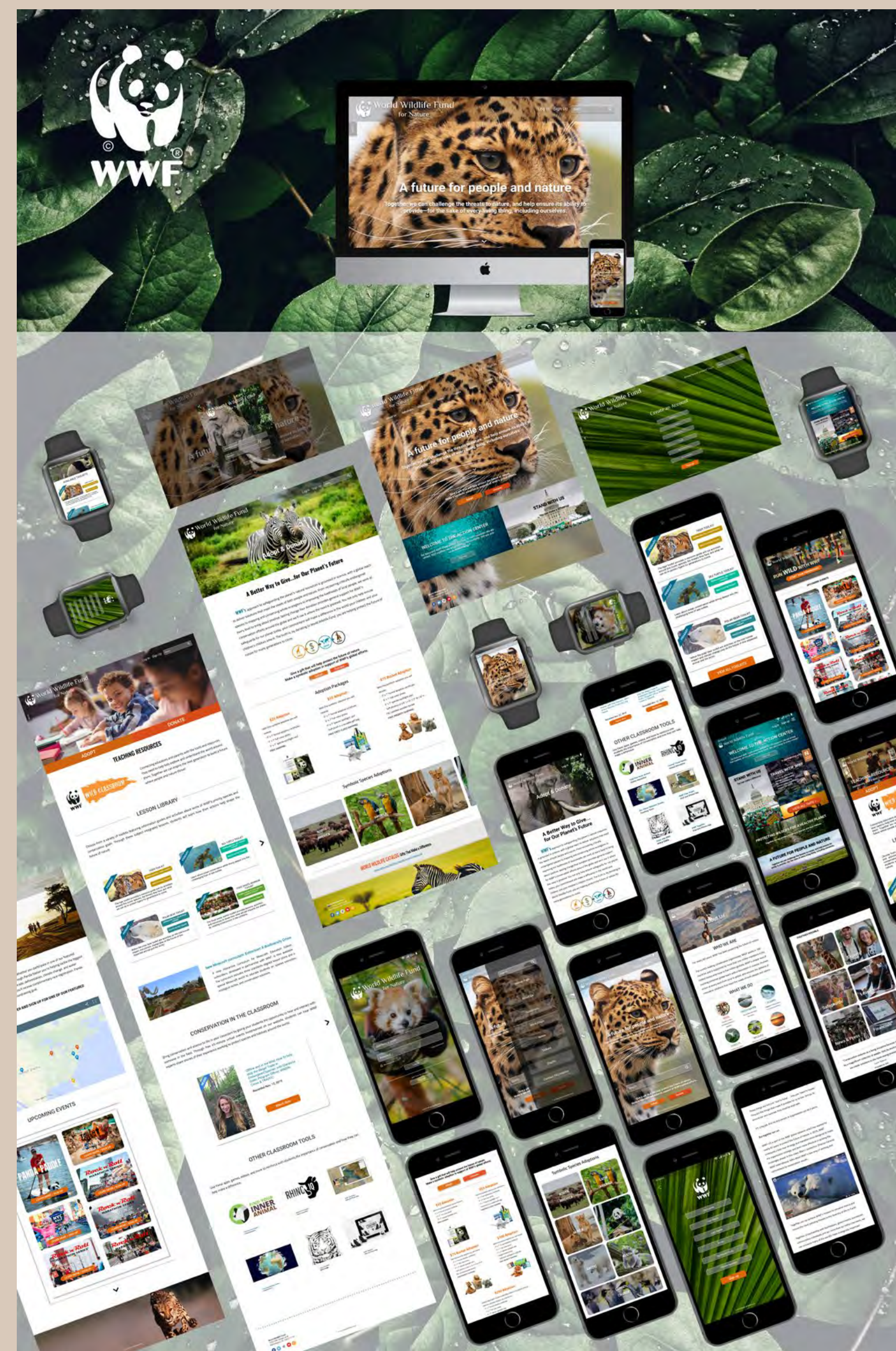
World Wildlife Fund UI/UX
Fall 2019
Group Owners: Gabriela Torres and Stephanie Ramirez

Created on Figma and Adobe Photoshop.

Website UI/UX for *"World Wildlife Fund"* that was submitted into the American Advertising Awards (ADDY). Won "Student Silver Award".
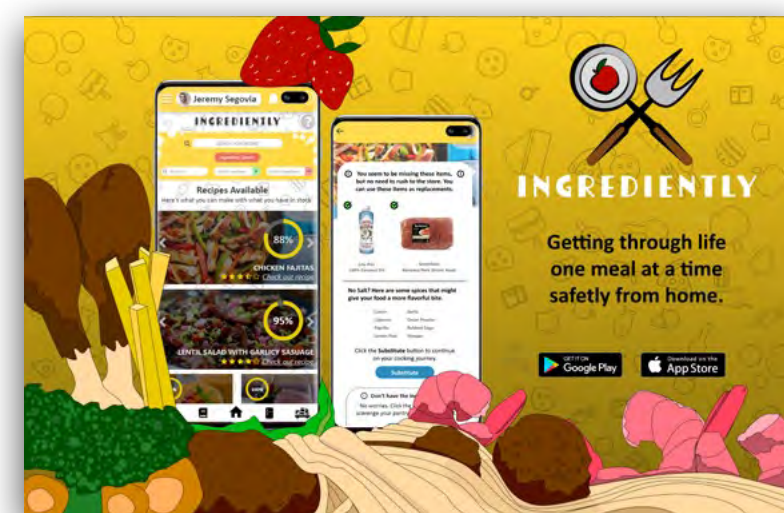
INGREDIENTLY

When making this app design, the pandemic had just started. We were in lockdown and at home 24/7 unless we HAD to leave the house. We were tasked in creating an app that could be beneficial for residents living during these tough times, so I came up with concept of an app that could create recipes based on the food you had at home. All you had to do was scan the label (or manually input the products name) and it'll search websites for all kinds of recipes. When a recipe was found, it'll suggest missing items with items you could replace from home. It'd also look up local businesses with available products for your recipe in case you were missing. It was a pretty ambitious project idea, but something that I had lots of fun creating.
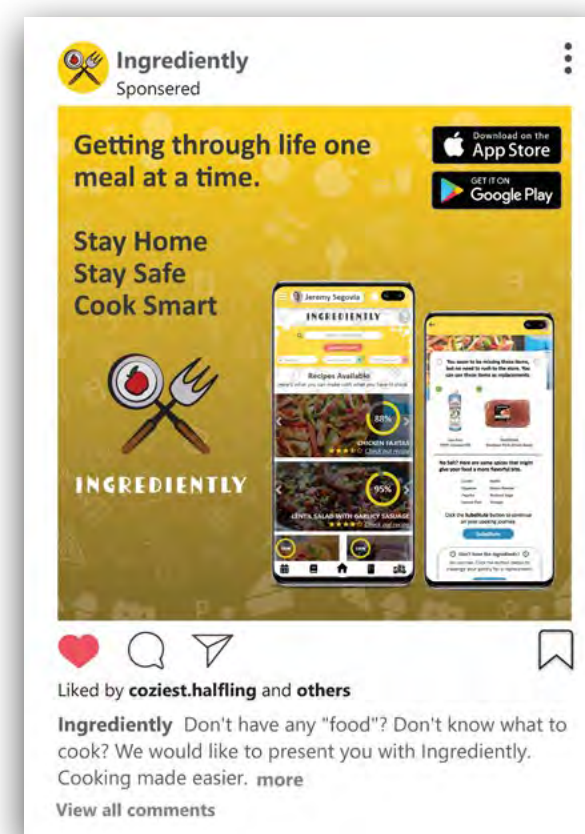
Ingrediently Instagram Artifact
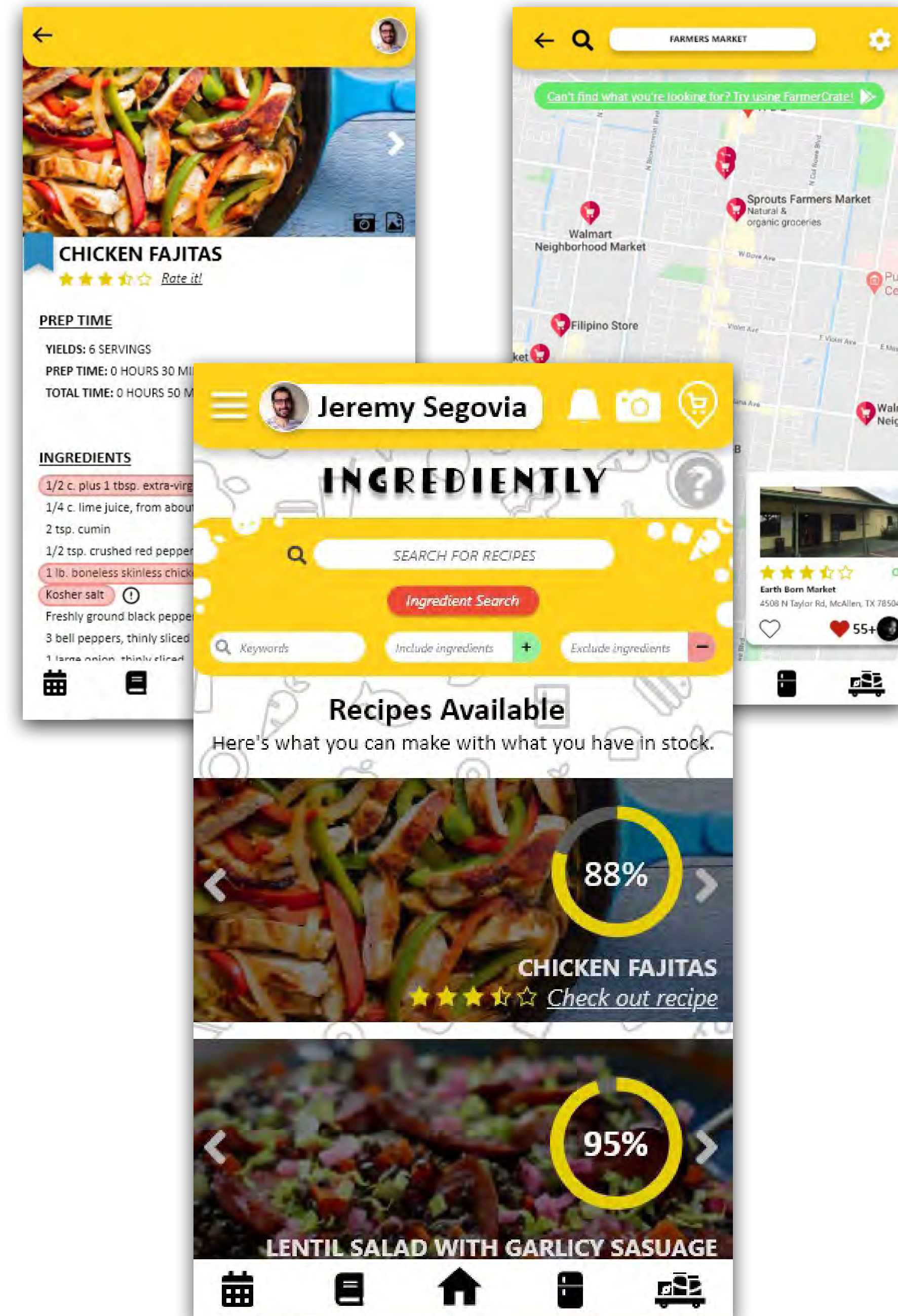**Spring 2020**

Created on Adobe Illustrator and Photoshop.

Ingrediently Poster Artifact
Spring 2020

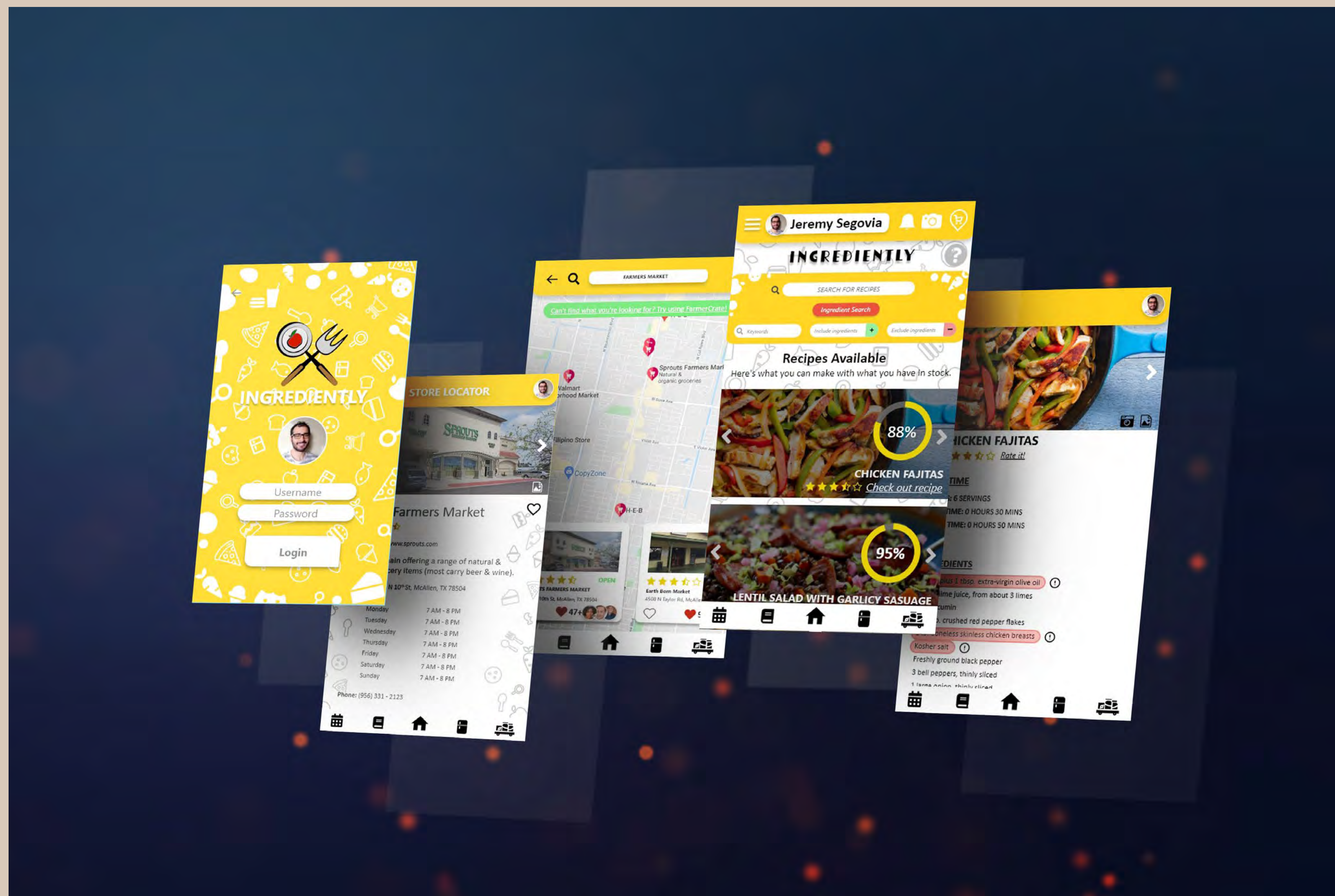Created on Adobe Illustrator and Photoshop.

Ingrediently Product Artifact
Spring 2020

Created on Adobe Photoshop.

Ingrediently App
Spring 2020

Created on Adobe XD.

Ingrediently Mockup
Spring 2020

Created on Adobe Photoshop.