

Digital Senior Portfolio

USM Graphic Design BFA

Grace May

A handwritten signature in pink ink, consisting of the letters 'G' and 'M' in a cursive, stylized font.

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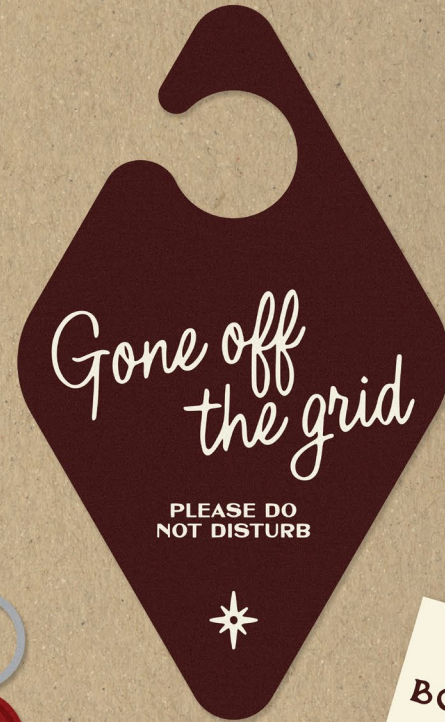
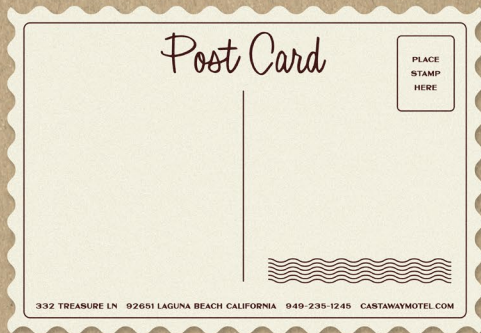
Castaway Hotel

Date: March 2024

Print / Website design / Branding

After learning about beautifully designed boutique hotels, we were assigned the project to create our own hotel based in a specific city picked from a list. I chose Los Angeles for the variety of different styles to choose from, and in the end my choice was to design a modern version of a 1960s tiki themed motel.

Castaway Hotel is an upscale hotel based in Laguna Beach, Los Angeles and features design elements often seen in western motels. A few nostalgic collateral items include postcards, matchbooks, and the classic room key.



THE OASIS BAR



THE OASIS BAR

SOUTH SEA COOLER	10
Cool and refreshing Creme de Menthe blended with rum.	
FOG CUTTER	10
A medley of citrus fruit, rum, brandy, and a whiff of juniper gin.	
SCORPION	20
Tropical punch with heavy and light rums. Served in a bowl to a group.	
PAGEN BOWL	10
Served in a whole fresh Hawaiian pineapple. A blend of rum and pineapple	
MAI TAI	11
Light rum, dark rum, lime juice, almond syrup and simple syrup.	
CIAPIRINHA	10
Made with a distilled sugarcane spirit called Cachaga.	
TAQUILA SUNRISE	10
Made with tequila, orange juice, and grenadine.	
VODKA MARTINI	10
A classic made with vodka, dry vermouth, and garnished with olives	
GOD FATHER	11
Made with scotch whiskey, amaretto, and garnished with orange peel.	

Three line-art illustrations of cocktails: a whiskey glass with a garnish, a martini glass with olives, and a tropical drink with a straw and umbrella.

Castaway Hotel

CONTACT US | GALLERY | ROOMS | ABOUT | RESERVATIONS

BOOK NOW

Experience a luxury oceanfront boutique hotel escape in the heart of Laguna Beach, with the finest art galleries, shopping, dining and nightlife just steps from your door.

EXPLORE OUR ROOMS

Experience the allure of Castaway Hotel's distinct rooms, each meticulously crafted to embody the essence of midcentury modern style with a tiki feel. Choose from our range of accommodations, including our cozy corner perfect for solo travelers or couples, as well as our spacious suites ideal for families or groups. Each room features bespoke decor that blends tiki charm with contemporary comforts, ensuring a truly memorable stay.

ROOMS

A NEW NOSTALGIC DESTINATION LOCATED IN THE HEART OF LAGUNA BEACH

Relax in style amidst the tropical ambiance of Laguna Beach, California, and discover the perfect retreat at Castaway Hotel.

See you in Cali!

It'll be arriving on... June, 20 2024

It'll be opening on... June, 28 2024

How many slots? 0

How many slots? 0

OASIS TIKI BAR

Transport yourself to a tropical paradise at Oasis, the vibrant tiki bar nestled within Castaway Hotel in Laguna Beach, California. With its mid-century modern flair and laid-back atmosphere, Oasis offers a vibrant retreat for guests looking to unwind and indulge. Sip on expertly crafted cocktails beside each tiki taster, savor a festive tiki menu that evokes the spirit of the islands.

Learn more about our amenities!

AMENITIES

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Castaway Hotel

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ROOMS

THE KING

The King spans 300-350 square feet (28-32 square meters) and features a delightfully comfortable King bed, a seating area, custom designer furniture, a minibar, a television, a Nespresso coffee machine, Japanese bath amenities, Bellini Fine Linens, a fully-stocked kitchen, washing machine, iron, and complimentary Wi-Fi, and so much more.

Details & Gallery

RESERVE

THE DELUX KING

The Deluxe King spans 350-380 square feet (32-35 square meters) and features a delightfully comfortable King bed, a seating area, a custom designer sofa and accessories up to 100", a dining table, a minibar, a television, a Nespresso coffee machine, Japanese bath amenities, Bellini Fine Linens, a fully-stocked kitchen, washing machine, iron, and complimentary Wi-Fi, and so much more.

Details & Gallery

RESERVE

THE QUEEN

The Queen spans 300-350 square feet (28-32 square meters) and features a delightfully comfortable Queen bed, two desks, lounge chairs, custom accessories, a minibar, a television, a Nespresso coffee machine, Japanese bath amenities, Bellini Fine Linens, a fully-stocked kitchen, washing machine, iron, and complimentary Wi-Fi, and so much more.

Details & Gallery

RESERVE

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Castaway Hotel

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ABOUT US

WELCOME TO PARADISE!

Castaway Hotel, nestled in the scenic coastal town of Laguna Beach, California, boasts a rich history steeped in the allure of midcentury modern tiki culture. Originally established in the 1950s, Castaway quickly became a beloved destination for travelers seeking a slice of paradise on the Pacific coast. Over the years, the hotel has undergone various renovations, each carefully preserving its distinctive tiki style while adding modern amenities for today's discerning guests. Today, Castaway Hotel stands as a testament to timeless elegance, offering a blend of nostalgia and luxury that continues to captivate visitors from near and far.

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Follow our social media

Full walk-through:

<https://youtu.be/iM-eEgwZYpg>

Flora Ginger Ale

Date: March 2024

Package Design / Print

For this project, we were assigned to design a four pack of beer or ginger ale with a specific design style chosen at random. The different styles included Arts and Crafts movement, Russian Constructivism, Swiss, etc.

This Flora ginger ale four pack includes four different fruit flavors of ginger ale. Together they make up “the fruit basket collection”. I wanted the overall style to be very geometric and use bold and appetizing colors.



Nutrition Facts
1 serving per container (12 fl oz)
Serving Size 12 fl oz
Amount per serving
Calories 90
Total Fat 0g
Sodium 10g
Total Carbohydrate 20g
Total Sugar 20g
Protein 0g

flora
ginger ale

120
CALORIES
PER BOTTLE

orange
lemon
peach
cherry



La Caleta

Date: May 2023

Package Design / Print

For this packaging project we were assigned to create fast food packaging based on a specific country that we chose from a list. All of the countries provided were ones that you don't often see when going out to eat. The country I chose was Ecuador and I was heavily inspired by the colorful fabrics and embroidery seen at markets.

I did research on the different types of food that are unique to Ecuador and used that information to decide on the packaging. Because empanadas are such a popular dish, I decided to use a box in the same half-circle shape as an empanada.

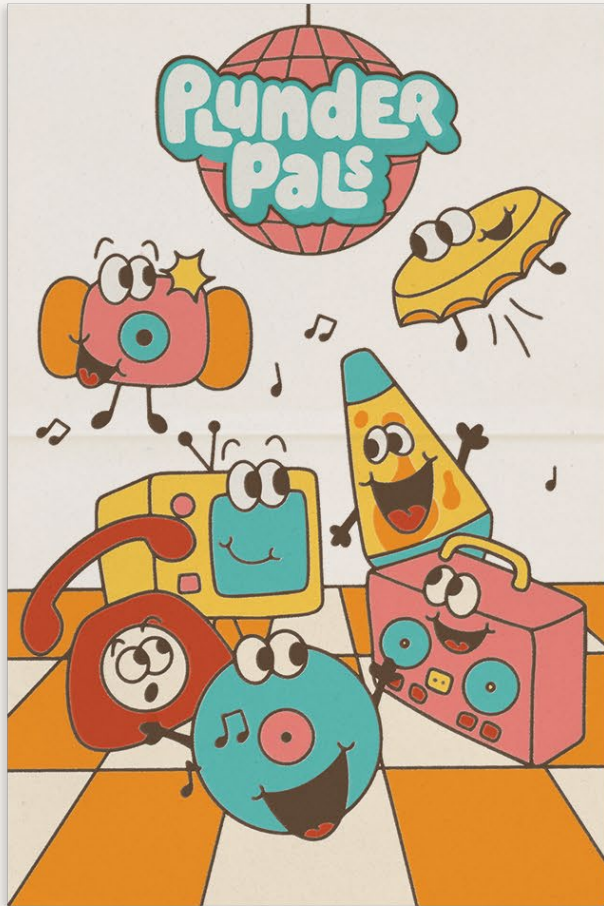


Plunder Pals

Date: April 2023

Package Design / Print

Plunder Pals is an invitation set created to promote an event for a social club based around thrifting with friends. The main purpose of this project was exclusive branding and designing for a specific audience. I decided to create my social club based on my interest in thrifting or “plundering” as I call it.



You are invited to a full day of shopping & fun!

Please join us on May 20th at 10am in New Orleans for plundering with pals!

Open invitation for poster!



Save the Date

Plunder Pals
May 20th New Orleans, LA



You In

Place sticker here! **Totally**

Place sticker here! **Ehh no**

How many are coming? _____

Rate your excitement! _____



A Trip to the Doctor

Date: March 2023

Print / Editorial

This project was assigned with many restrictions such as we were only allowed to use found objects and pictures to create the imagery for a magazine cover and article spread. We also had to use different photo transfer techniques throughout the design.

A Trip to the Doctor is an article found in the magazine “Dazed”. The article argues the use of psychedelics to treat mental illnesses such as depression and anxiety. I decided to use images of pills in contrast with pictures of women from vintage ephemera.



A Trip to the Doctor

Psychedelics have been used as healing agents and in religious rituals for thousands of years. From the early 20th century on, they have occupied a place within western culture as a site of inner exploration and a gateway to mystical experiences. Their relationship to mental health research is also longstanding: in the 1950s, psychiatrists would experiment with psychedelics to mimic the effects of illnesses like schizophrenia in the hope of better understanding them. Even though the trials during this period found LSD to be extraordinarily successful in treating patients, these efforts were curtailed as part of the backlash against the permissive counterculture of the subsequent decade. Up un-

til now, if you wanted a shot at achieving hallucinatory enlightenment, you'd have to depend on dark web. But in the UK, psychedelic research is experiencing a renaissance. It's not inconceivable that NHS doctors could be prescribing psilocybin or MT within the next five years for common mental health problems.

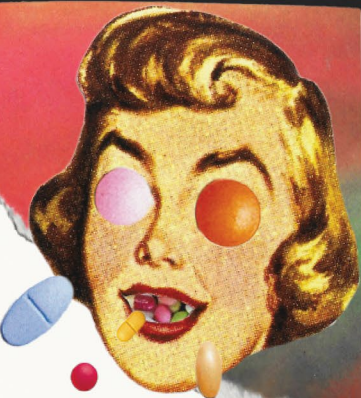
Founded by Sam Lewis, Tom McDonald and Dr Henry Fisher, Clerkenwell Health is a new lab research, which will be the first of its kind in Europe. This is a highly specialised area: to carry out this kind of research, it's vital to have trained therapists who know what to do with psychedelics.



During the trial, participants are given a dose high enough to provide a full psychedelic experience. Up to a point, the higher the dose, the more likely it is that someone will have an emotional breakthrough (which often takes the form of some kind of mystical experience.) "Reaching a certain level is correlated with having a positive therapeutic benefit," says Dr Fisher. It's also important to understand how to create a setting conducive to a positive experience. Towards this end, the team drew upon research on relaxing interior design in healthcare settings, particularly in palliative care wards and mental health spaces. Music is also hugely important. Every aspect of the environment must be consistent in a clinical trial, and the soundtrack must be conducive to a positive trip for everyone, regardless of their subjective preferences. For now, Clerkenwell's primary focus is psilocybin (better known as the active ingredient in magic mushrooms). Still, they have also been granted regulatory approval to research DMT for depression.

Each trial involves participants with the same mental health condition, such as treatment-resistant depression. Some conditions - such as schizophrenia - are avoided, as they have the potential to be exacerbated by psychedelics. Some trials - particularly ones which involve testing a new compound are conducted with participants who aren't experiencing any kind of mental health problem whatsoever, while others are aimed at helping people with terminal illnesses come to terms with their diagnosis. There are also ethical considerations here: you don't want someone to be actively led by a therapist while in a suggestible state. Unless someone actively seeks to engage with the therapist or seems to be in distress, they are mostly left to their own devices. The trained therapists spot early signs of distress, which tends to happen gradually. But when it comes to intervention, it's important to understand that there is a difference between a psychedelic experience being challenging and being actively distressing. It can be therapeutically beneficial if the former involves confronting and coming to terms with certain traumatic experiences or negative thought patterns.

There is a precise pharmacological explanation for why psychedelic drugs benefit mental health treatment. The treatment can increase what's known as "neuroplasticity" - in other words, it can



help you to form new perspectives and change repetitive, negative thought patterns. "It allows people to build healthier ways of thinking and new mechanisms to cope with whatever it is they might be dealing with," says Dr Fisher. There is a long history of viewing psychedelics as a way of profoundly altering one's worldview: in *The Road of Excess: A History of Writers on Drugs*, academic

Marcus Boon argues, "Psychedelics point out in a very direct and dramatic way that consciousness is mutable - not just in the slow, seemingly continuous fashion of everyday life and that radical, rapid shifts in consciousness are possible." The effects of this can be long-lasting and perhaps even permanent, which means there's a flipside: if you take psychedelics and have a traumatising experience, you might end up further enforcing negative patterns or replacing them with new, even worse ones. This means the process is not without risk, which is why therapeutic support, before and during, is so important. It's also why people should think twice about self-medicating their mental health problems with psychedelics in an unsupervised setting. If someone isn't taking the appropriate precautions, they could retraumatise themselves," says Dr Fisher.

What's undeniable is that many people have found psychedelic treatment to be profoundly beneficial. All partook in a clinical trial after years of trying everything to treat her depression and finding that nothing worked. "I guess it was just desperation that drew me to the trial in the first place," she

Clara Skincare

Date: May 2023

Web Design / Package Design

For this project we were assigned to design a company and create an extensive e-commerce website. I chose to expand on an older project called Clara Skincare which combines vintage elements in a chic and modern way. I used cool toned colors to portray the clean feeling of using skincare.

FREE SHIPPING WITH ORDERS OVER \$75!

PRODUCTS

ABOUT US

Clara
SKINCARE
EST. 1903

ACCESSORIES



Liquid Exfoliant & Cleansing Oil Bundle

\$40

Description

This bundle contains our liquid exfoliant as well as cleansing oil. Our products are always made with the cleanest ingredients and simplest formulas.

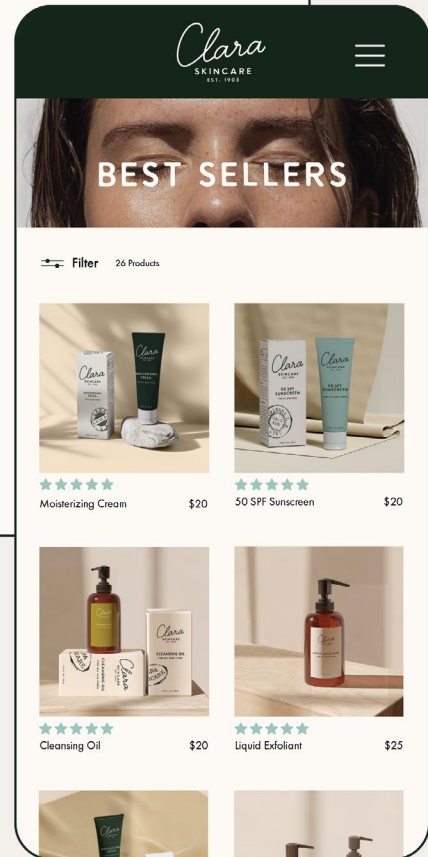
- 1 +

Add to Cart

Ratings



Shipping & Returns



FREE SHIPPING WITH ORDERS OVER \$75

PRODUCTS ABOUT US **Clara** SKINCARE 1927 ACCESSORIES

MADE FOR ALL

SMART, SAFE BEAUTY

BEAUTY FROM THE inside-out

Clara Skincare is committed to offering clean and sustainable skincare for an affordable price. We provide an array of products that are perfectly formulated for specific skin types.

Best Sales, TAG'S, Accessories

TESTED ON ANIMALS, NATURAL FLOWERS & HERBS, HAND MADE, PARABEN FREE, VEGAN PRODUCT

★★★★★ 02-13-22 **Love these products!!!**
I've been struggling with acne all my life and these products have saved my skin! It's given me a boost of confidence and makes me look forward to going out make-up free!
Grace M.

★★★★★ 11-25-22 **Saved my skin!**
The lower got rid of all of my texture and dark spots!
Tracy M.

★★★★★ 09-30-21 **Great!**
Molly M.

★★★★★ 10-14-22 **I've been a customer for years!**
I've been a returning customer for about 3 years now and I have never been disappointed! These products have improved my confidence and provides me with a solid routine that will keep my skin soft and moisturized. I have recommended to all of my friends!
Sam W.

★★★★★ 03-04-22 **Great Customer Service**
I had issues with the shipping but Sully was so helpful on the phone and got everything straightened out! Clara? was all figured out, I shipped very quickly and I was very pleased!
Mackenzie M.

★★★★★ 08-29-21 **Changed my life!**
Words cannot describe how these products improved my skin!
Karson G.

About | Customer Care | Support | Sign up for our weekly newsletter for 10% your first order plus exclusive deals!

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Careers | My account | Track my order
Contact us | FAQ's

Your Email

FREE SHIPPING WITH ORDERS OVER \$75

PRODUCTS ABOUT US **Clara** SKINCARE 1927 ACCESSORIES

ABOUT US

When the May family launched Clara Skincare in 1927, it was not meant to be a business. It was a passion project that grew into something much bigger than they could have ever imagined. Their unique vision and mission for Clara Skincare always went beyond beauty and skincare - it was built on the foundation and values of truly helping every person and making a positive difference in their lives.

At the heart of everything we do is a desire to inspire good days ahead, for all. That's why in addition to curating the best skin care, we make it a point to give back to organizations making a meaningful impact in communities.

About | Customer Care | Support | Sign up for our weekly newsletter for 10% your first order plus exclusive deals!

About us | Rewards | Shipping & Returns
Careers | My account | Track my order
Contact us | FAQ's

Your Email

FREE SHIPPING WITH ORDERS OVER \$75

PRODUCTS ABOUT US **Clara** SKINCARE 1927 ACCESSORIES

SHOPPING BAG

Order Summary:

Subtotal	\$80
Shipping	\$5
Estimated Tax	\$5.95
Total	\$90.95

Moisturizing Cream & 50 SPF Sunscreen Bundle \$35
Liquid Exfoliant \$25
Tote Bag \$20

Checkout or PayPal

About | Customer Care | Support | Sign up for our weekly newsletter for 10% your first order plus exclusive deals!

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Full walk-through:

<https://youtu.be/VoM-JOQU6o4>

Ruckus

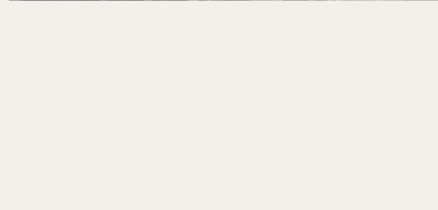
Date: September 2023

Print / Editorial

Most industries have what's called a trade journal that specifically caters to that profession. These publications are a collection of articles and often feature editorials, letters to the editor, and advertisements targeted towards those who are in a particular field of work.

For this project we were given free reign on what field our trade journal would cater to. I took this opportunity to go a different route than my usual style and design something more edgy. Ruckus is centered around those who listen or play alternative rock. The use of hand-rendered type is seen throughout the journal to give a more authentic feel. I also used bold and artistic photography that catches the eye and encourages viewers to learn more.





SPAIN'S EMERGING ALT ROCK BAND

Words by Lily Adams

A Confluence of Cultures

Spain's music scene is as diverse as its geography with influences ranging from traditional flamenco to modern pop. The emergence of a Latin alternative rock scene brings an exciting twist to this already rich musical landscape. This scene, heavily influenced by the indie rock scene in the U.S., is a blend of various styles, including punk, indie, and alternative, with their own unique sound. The band's sound is a mix of these influences, creating a sound that is both familiar and new. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

Scene Innovation

At the heart of the Latin alternative rock scene's appeal lies their commitment to scene innovation. They effectively weave together elements of rock, reggae, funk, and electronic beats into a dynamic sound that isn't just heard, it's felt. The band's unique sound is a blend of these influences, creating a sound that is both familiar and new. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

The Road Ahead

The journey to this up-and-coming Latin alternative rock scene has been a long and challenging one. With very few resources, they pushed through countless obstacles, including low budgets and a lack of industry connections. However, their passion and dedication have been their greatest assets, and they continue to push forward, creating a sound that is truly unique and innovative.

Both Spanish and Latin America bridge cultural divides, making their music accessible to audiences from different corners of the world. A Latin alternative rock band found early followers in the indie underground, but the perception gap when they released their first album. The band's sound is a mix of these influences, creating a sound that is both familiar and new. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

Spain's musical landscape has been profoundly impacted by the influx of indie rock influences. Traditional Spanish music, rooted in flamenco, has been reimagined with indie rock's energy and attitude. However, the introduction of alternative rock into the indie scene has created an intriguing intersection of sounds, styles, and influences. As an emerging platform continues to break down geographical barriers, the Latin alternative rock band is gaining international recognition. Their diverse blend of influences resonates with indie enthusiasts from Latin America to Europe and beyond. Collaborations with artists from diverse backgrounds further cement their status as a genre phenomenon, pushing the boundaries of what's possible in the world of music.

Both: Their commitment to authenticity, innovation, and cultural fusion has them split as performers of a new musical era. As a rock scene that's gaining momentum, they're not just playing the indie underground but are also making waves in the mainstream. Their sound is a mix of these influences, creating a sound that is both familiar and new. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

Spain is renowned for its rich musical heritage, from the passionate flamenco rhythms to the melodic sounds of traditional Spanish guitar. This rich tapestry of influences is being reimagined by a new generation of musicians who are blending traditional sounds with modern indie rock sensibilities. The result is a sound that is both nostalgic and forward-thinking, capturing the essence of Spain's musical identity while pushing the boundaries of what's possible in the world of music.

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RUCKUS

There's nothing so inherently ironic as their alternative rock sound, mixing a sonic tapestry that's as diverse as the Spanish underground. One of the band's standout features is their vocal style. Their songs feature a mix of clean, melodic lines and raw, guttural screams. This duality is a reflection of the band's internal conflict, as they navigate the tension between their indie roots and their desire for a more mainstream sound. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

As they continue to gain momentum, the band is poised for a bright future. Their innovative approach to music, coupled with their passion and dedication, has captured the attention of both music critics and fans alike. With a rapidly growing fanbase and an ever-expanding discography, the band's future is bright. Their music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

The reality is that as rock's shiny object might have waned over the years, Ruckus has a lot of momentum and energy behind them. They're not just playing the indie underground but are also making waves in the mainstream. Their sound is a mix of these influences, creating a sound that is both familiar and new. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

There are two ways to make and access music, and it's not just a matter of the artist but the listener. The band's music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience. Their music is a reflection of the diverse cultural landscape of Spain, and it's a sound that is sure to resonate with a wide audience.

20

ECHO

"Echo" is a dynamic alternative rock band that hails from Los Angeles, California, renowned for their innovative sound that combines intricate melodies with thought-provoking lyrics. With a fusion of post-punk and indie rock influences, Echo crafts a sonic experience that resonates deeply with their audience, inviting listeners into a world of introspection and sonic exploration.

What's your name and where are you based?
ECHO
LOS ANGELES

What led you to pursue a career in music?
BOTH OF MY PARENTS OWNED A GUITAR STORE IN PONTIAC, MI. GROWING UP IN THAT ENVIRONMENT SPARKED MY LOVE FOR MUSIC.

What is your songwriting process?
I LOVE TO EXPERIMENT BY PLAYING RANDOM CHORDS ON MY GUITAR AND SEE WHAT ALWAYS LEADING TO ALL GENRES OF MUSIC.

Where do you get inspiration?
GOING TO CLUBS IN EUROPE TRIGGERED SOME INSPIRATION. THAT'S WHY MOST OF MY MUSIC INCORPORATES FUNK.

Can you tell us about any upcoming albums or projects?
I HAVE A NEW ALBUM COMING OUT SOON! "REPERCUSSION" WILL BE OUT ON ALL STREAMING PLATFORMS.

Support the Girls

Date: November 2023

Print / Web design / Social Media

Support the Girls is an organization based around supporting women who have been diagnosed with breast cancer. In addition to designing the organization, I also created an ad campaign titled “It’s time to get handsy” to promote self-testing for breast cancer. I decided to use cheeky language to encourage the viewer to follow the message. Instead of using the usual breast cancer graphics, I chose to use photographs of hands holding or squeezing simplistic illustrations of breasts.

The ad campaign features a poster series, social media posts, an informational zine, a website, and a care package.

IT'S TIME TO GET HANDSY

SUPPORT the girls Because no girl wants to be alone. Self-test and get screened today!



IT'S TIME TO GET HANDSY

SUPPORT the girls Because no girl wants to be alone. Self-test and get screened today!



IT'S TIME TO GET HANDSY

SUPPORT the girls Because no girl wants to be alone. Self-test and get screened today!



○○○

About Us Get Involved **SUPPORT the girls** Stories It's Time to Get Handsy



IT'S TIME TO GET HANDSY

Self-test and get screened today!

Get info

WHAT ARE SUPPORT GROUPS?

Support groups help increase the support network of the people in the group. They can be an important resource for people with breast cancer.

What are the different types of support groups?
Support groups vary in focus:

- Some groups mainly provide information and education (for example, what to expect with chemotherapy and tips on how to cope with treatment). Other groups focus on emotional support. These groups encourage people to share their feelings. Both types of support groups play a role in the healing process after a breast cancer diagnosis.
- Some support groups are led by professionals. Others are more informal and take place in churches or homes. Some may include complementary therapies, such as meditation, in their sessions. You may need to attend a support group a few times before you feel comfortable sharing with others or asking questions. Support groups usually meet weekly or monthly, and you may have to try more than one support group to find one that's right for you.



SIGN UP FOR MORE INFO!

First Name Last Name

Email Address

Phone Number (Optional)

About Us
Leadership
Financials
In Your Community

Get Involved
Donations
Careers
Fundraise
Become a Partner

Stories
Patient Stories
Caregiver Stories
Volunteer Stories
Share Your Story

About Breast Cancer
What Is Breast Cancer
Signs and Symptoms
Treatment

Contact
Support line:
601.123.4567
Email:
info@supportthegirls.org

○○○

About Us Get Involved **SUPPORT the girls** Stories It's Time to Get Handsy

IT'S TIME TO GET HANDSY CAMPAIGN

We believe that every woman possesses the power to take control of her own health, and through simple, regular self-checks, we can empower women to be proactive in the fight against breast cancer.

About the Campaign

The centerpiece of the campaign is a series of visually compelling and emotionally resonant advertisements that showcase the strength, resilience, and unity of women. Each image captures diverse women from all walks of life, embracing the idea that breast health is a universal concern that transcends age, ethnicity, and background. These ads will be strategically placed in high-visibility areas, online platforms, and social media channels to ensure widespread exposure.

To make self-testing more accessible, we have collaborated with healthcare professionals to develop user-friendly guides and tutorials. These resources will be distributed through various channels, including local health clinics, community centers, and our foundation's website. By demystifying the process of self-testing and providing clear, easy-to-follow instructions, we aim to encourage women to incorporate regular self-checks into their wellness routines.

Campaign Goals

As part of the campaign, we will host community events, webinars, and workshops that focus on educating women about breast health, the importance of early detection, and the proper techniques for self-testing. These events will create a supportive environment for open dialogue, ensuring that women feel empowered to prioritize their health and share their knowledge with friends, family, and community members.

"It's Time to Get Handsy" is not just a campaign; it's a movement that seeks to transform the way women think about and approach their breast health. By fostering a sense of community, knowledge, and empowerment, we aim to create a world where every woman is equipped with the tools and confidence to take charge of her well-being. Together, let's stand strong, check ourselves regularly, and empowerHER for a healthier future.

About Us
Leadership
Financials
In Your Community

Get Involved
Donations
Careers
Fundraise
Become a Partner

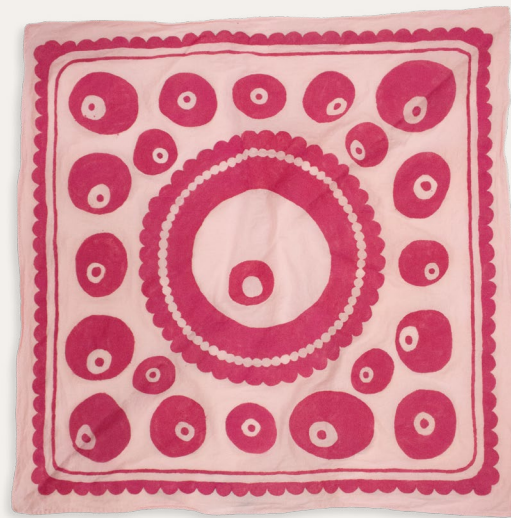
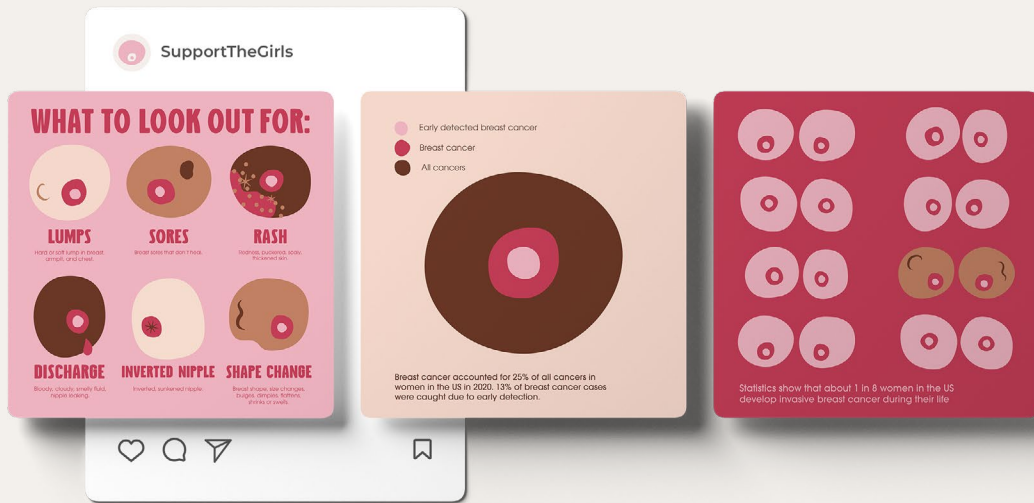
Stories
Patient Stories
Caregiver Stories
Volunteer Stories
Share Your Story

About Breast Cancer
What Is Breast Cancer
Signs and Symptoms
Treatment

Contact
Support line:
601.123.4567
Email:
info@supportthegirls.org

Full walk-through:

<https://youtu.be/aS3Gppydp8k>

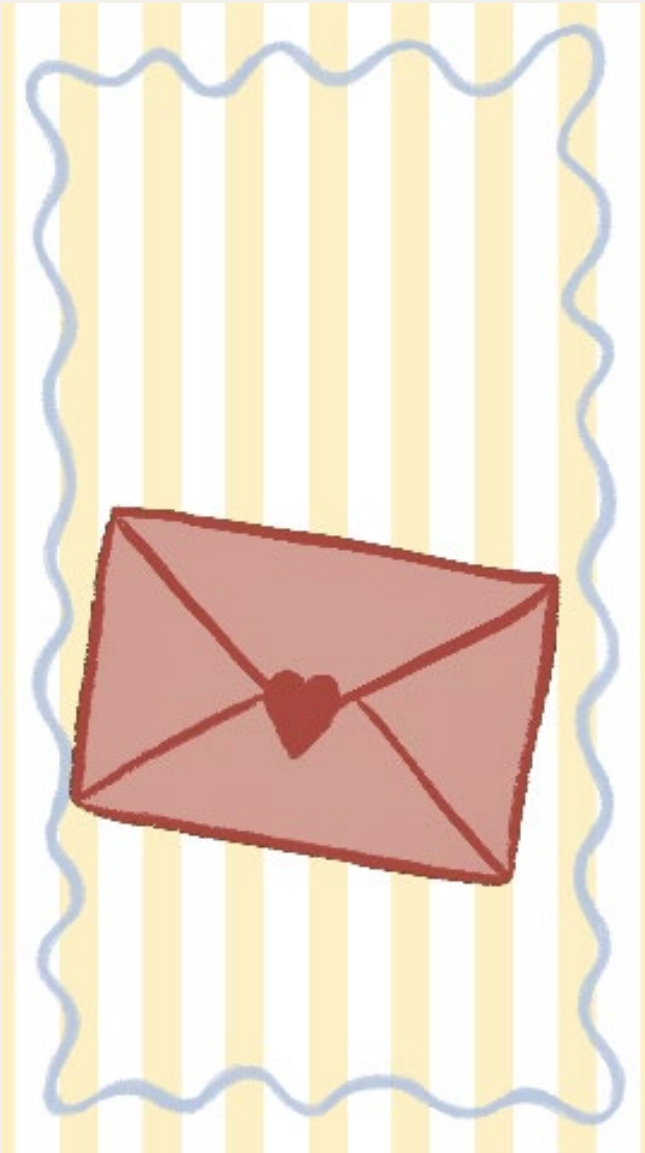


Lisa Says Gah Ad Campaign

Date: November 2023

Motion Graphics / Illustration

For our motion graphics class we were assigned to choose a clothing company and create an ad campaign for said company. I chose the clothing brand Lisa Says Gah for their use of colors and organic illustrations. This ad campaign is advertising a new collection that they dropped called “Set the Table”. Each ad uses light piano music and muted colors to create a cozy feel.



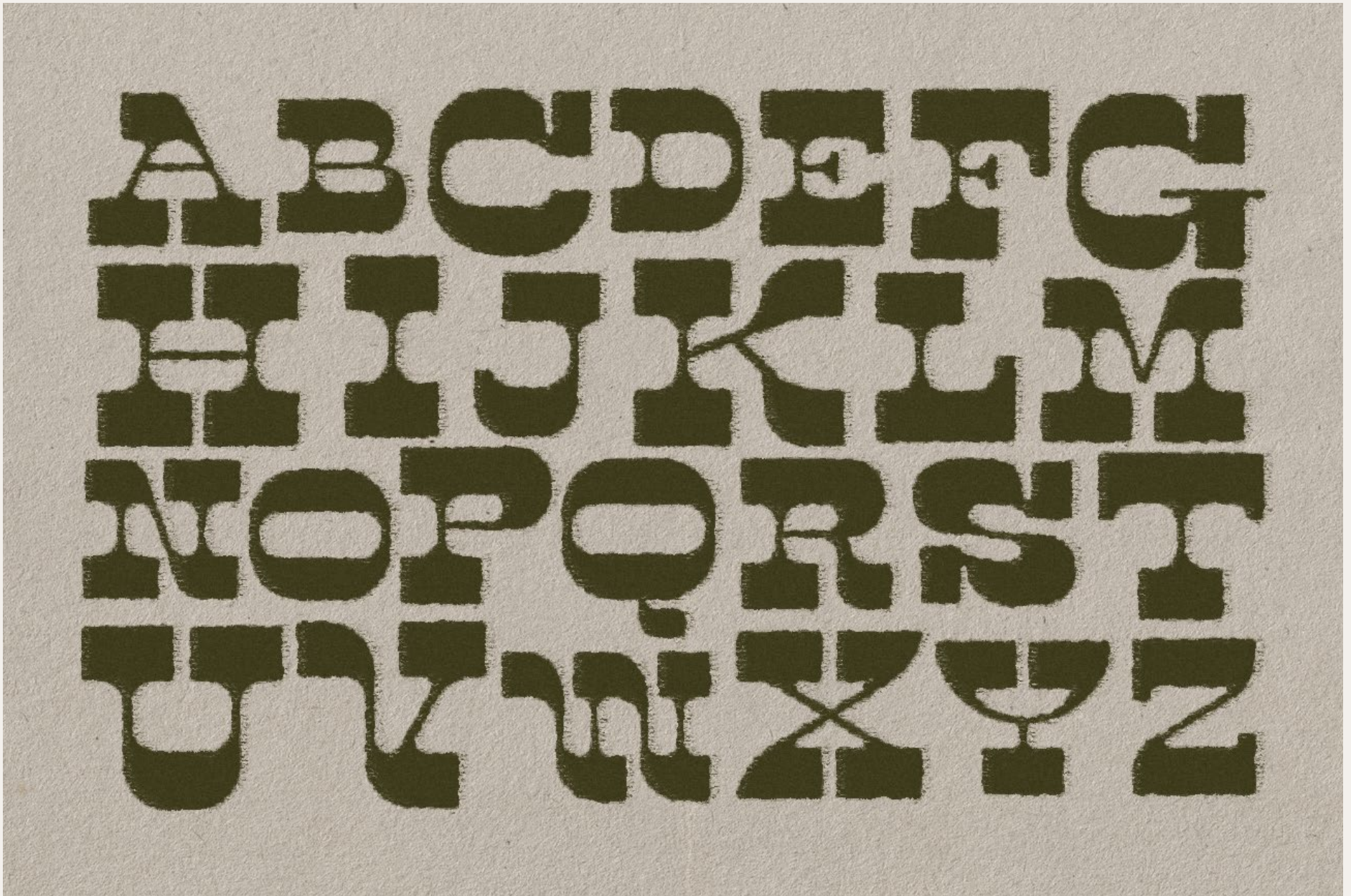
Whats on the menu?

Cowlick

Date: April 2024

Design / Illustration / Typography

Cowlick is a custom typeface that was heavily inspired by wood-block type but with a little more personality. I wanted to use dramatic thick to thin contrast and large curves to create unique letterforms that differ from the standard “western” typeface.



Giddy Candy Co.

Date: April 2024

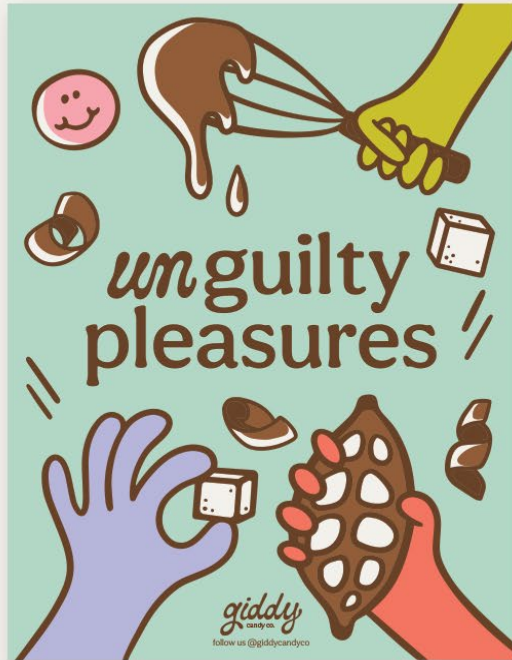
Package Design / Print / Web Design

I created Giddy Candy Co. for my senior capstone project. Giddy Candy Co. is a bright and light-hearted brand whose main objective is to provide ethically sourced and wholesome sweets to the masses. Giddy has a mission beyond selling candy, they want to send a message. Chocolate and sugar production are a few of the industries that still use human slavery.

Each product features information about Giddy's ethically produced ingredients and how they combat the issue. Using lighthearted and expressive illustrations is a large component to the Giddy brand. The illustrations featured on all packaging was a cognizant choice in order to cater to the young audience as well as to catch the eye of older audiences.





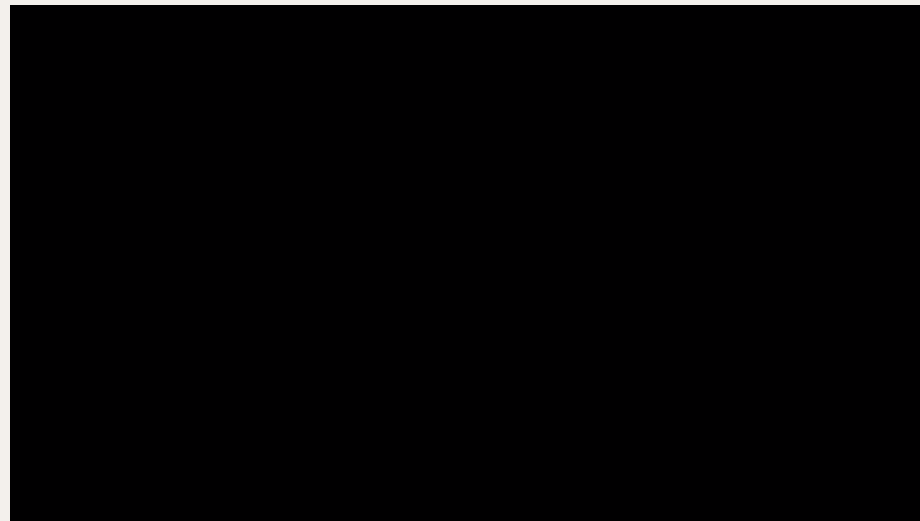
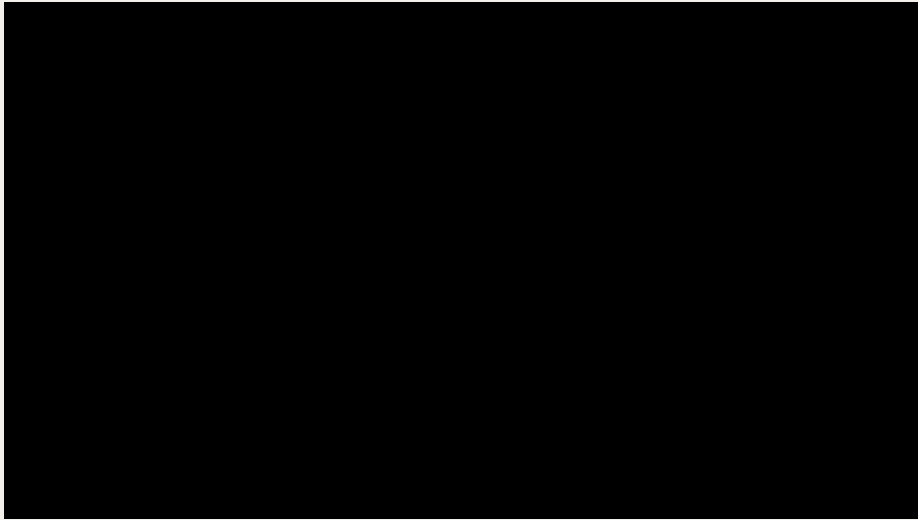




Full walk-through:

<https://youtu.be/mQWD8jGgxV8>

Animations:





Contact

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www.gracemaydesign.com
601-842-1614

Skills

Adobe Suite
Motion Graphics
Packaging & Print
Web Design
Photography

Education

Bachelor of Fine Arts
University of Southern Mississippi
Graphic Design

Acknowledgments

2024 GDUSA Students to Watch
Deans List 2020 - 2024
William Clark Art Scholar 2022
Recipient of the Undergraduate
Symposium award 2022

Work Experience

Associate Creative Director
SPVA Art & Design Team

Jan 2023 - May 2023

- Manage a team responsible for creating and maintaining the social media for the School of Performing and Visual Arts.
- Collaborating with team members to develop effective campaigns.
- Meeting with leaders in the SPVA program to discuss projects.
- Keeping up-to-date with industry trends to create impactful pieces of design.

Service Learning

Hattiesburg Public Library

Jan 2022 - May 2022

- Designed a booklet for an incoming exhibition featured at the library.
- Presented ideas and designs to the event coordinator.
- A design was chosen and featured at the exhibition

Thank you for taking
a gander at my work!