

Graphic Design & Illustration

# PORTFOLIO

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2022-2025



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# A LITTLE ABOUT ME

I'm a creative whirlwind — designer, illustrator, cartoonist, and a wannabe blogger! With three years of graphic design magic under my belt, I'm always buzzing for fresh projects to dive into, collaborate on, and make something truly unforgettable. From bold designs to quirky characters, I'm all about pushing boundaries and having fun while I do it!

Born in Peru, I've been soaking up the American dream since I was 9 — and it's been one wild ride ever since. My work blends cultures, influences, and my love for all things creative. Every project is a chance to play, experiment, and create art that feels real, fresh, and full of personality.

Whether I'm sketching out a new character, designing a brand, or doodling on a napkin (because let's be real, that's where the best ideas happen), I'm always looking for that next big idea that gets me excited. Creativity isn't just what I do — it's who I am. And I'm all about bringing that energy into everything I create.

So if you're looking for someone who's equal parts fun and professional, with a knack for turning ideas into something awesome, let's make some magic happen! Ready to get this party started? Let's do it.



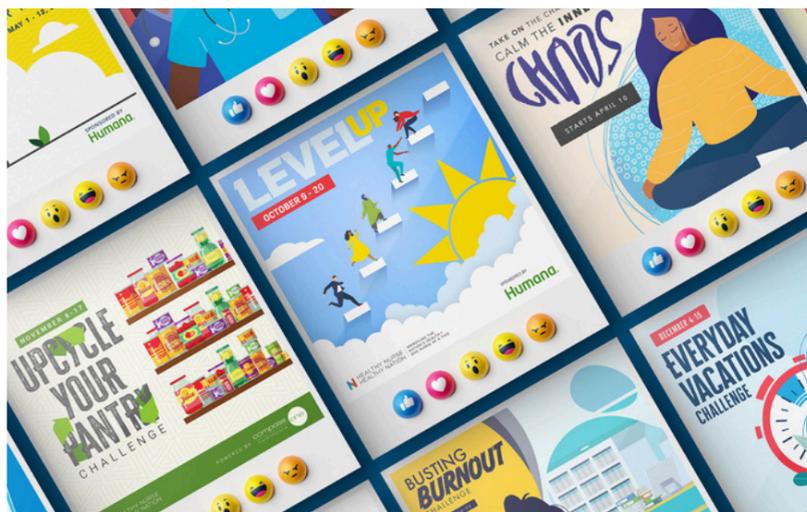
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# GRAPHIC DESIGN

As a graphic designer, I've had the opportunity to participate in a diverse range of projects that have truly enriched my creative journey. This includes everything from crafting distinctive logos and establishing unique branding identities to developing engaging graphics tailored for companies to showcase across their various social media platforms. Each project presents its own set of challenges and inspirations, allowing me to explore different styles and techniques.

In my role as both a designer and an artist, I strive to ensure that all my work not only meets the expectations of my clients but also resonates with their audiences. I prioritize creating vibrant and interactive experiences, believing that design should evoke emotions and foster connections. Whether it's through the clever use of color, typography, or composition, I aim to create visuals that tell a compelling story and elevate the brand's message.

I take pride in collaborating closely with clients to understand their vision and objectives, ensuring that the final product reflects their values and goals. This collaborative approach not only enhances the quality of the work but also leads to more innovative and effective designs. Ultimately, my passion for graphic design lies in the ability to transform ideas into visual narratives that captivate and inspire.



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# Mimosa Weekend Takeover Logo

I had the pleasure of working on the branding for the Mimosa Weekend Takeover, a vibrant and exciting event that celebrates all things mimosas! This annual event brings people together for a weekend of delicious drinks, lively energy, and unforgettable moments. The challenge was to create a logo that perfectly captured the fun atmosphere while giving it a modern, urban twist.

To evoke the refreshing vibe of a mimosa, I focused on using vibrant yellow as the main color. It's bold, bright, and instantly recognizable, just like the drink itself! The color was designed to be both lively and eye-catching, setting the tone for the high-energy weekend while still maintaining a clean, professional look.

For the logo, I wanted something that felt fresh, urban, and fun—something that would stand out in a crowd and appeal to the event's diverse audience. The goal was to capture the essence of the event: a perfect blend of celebration, good times, and a touch of sophistication.

Overall, it was an amazing project to work on, and I'm really happy with how the logo turned out. I think it perfectly reflects the spirit of the Mimosa Weekend Takeover, combining modern style with a playful pop of color to make it memorable and exciting!

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## MWM Fitness Logo

This logo for MWM Fitness combines the calming, welcoming qualities of turquoise with bold, strong typography to reflect both the inclusive and action-driven nature of the brand. The soothing turquoise color evokes a sense of tranquility, ensuring the logo feels approachable and inviting to all fitness levels. Meanwhile, the clean-cut, firm letters convey strength and determination, representing the bold energy and commitment required for a successful fitness journey.

The design strikes a perfect balance between motivation and warmth, making it both professional and approachable. It speaks to MWM Fitness's mission of empowering individuals through fitness, encouraging both newcomers and seasoned athletes to embrace their routines with confidence. The logo embodies a sense of community, energy, and transformation, creating a memorable and impactful visual identity for the brand.

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# Groovalicious T-Shirt Design

For the Groovalicious T-shirt design, I wanted to capture the vibrant, funky energy of the band, known for their lively and upbeat disco music. I focused on creating a fun, colorful design that fans would be excited to wear as a way to show their support for the band. The design channels the groovy, high-energy vibe of their performances while offering a nod to retro fashion. To give it a vintage flair, I incorporated colorful pastel lines, reminiscent of the 60s and 70s T-shirts, which evoke a sense of nostalgia and fun.

The design features a more demure placement of the disco ball, positioned to the side rather than center stage. This keeps the focus balanced and avoids overwhelming the design. The disco ball serves as a subtle yet meaningful symbol of the band's genre. With its pastel colors and retro elements, the shirt feels both playful and stylish, capturing the essence of the disco era while appealing to modern fans. Whether you're on the dance floor or casually sporting it, this T-shirt invites everyone to embrace the spirit of fun and celebration!

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# The American Nurses Association Branded Mug

The American Nurses Association (ANA) represents over 4 million registered nurses, advocating for high standards in nursing practice and advancing healthcare. For the "Imagining ANA into 2040" mug design, I blended rustic charm with a hipster aesthetic, incorporating symbols of nursing, healthcare, and forward momentum. The artwork features stethoscopes, medical crosses, and abstract gears and arrows to represent ANA's commitment to innovation. The design uses a vibrant new color palette, with the phrase "Imagining ANA into 2040" in a bold, distressed typeface for a handcrafted feel.

A special "easter egg" of the new Flame logo is subtly integrated into the design. Textures and layering effects give the mug a vintage, collectible quality, reminiscent of the Starbucks "Been There" series. This design celebrates ANA's impact on the future of healthcare, creating a unique piece that reflects both the nursing profession and ANA's transformative vision.

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# 2025 Lobby Day Flyer

The American Nurses Association (ANA) Lobby Day flyer is designed to inspire nurses to take action and advocate for their rights at the state level, while staying true to the organization's brand guidelines. It encourages participation in this important event and emphasizes the power of unity and activism in shaping policies that impact the nursing profession and healthcare.

Incorporating diverse and politically inclusive imagery, the flyer reflects the broad spectrum of voices and perspectives within the nursing community. The bold, direct design ensures the message resonates with all nurses, motivating them to stand together and advocate for change in a way that aligns with both their profession and the future of healthcare.

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# Premier Toolkit Flyer

The Premier Toolkit flyer is designed to promote the two membership options available through the American Nurses Association, while adhering to the organization's brand guidelines. The flyer highlights the benefits of each membership tier, encouraging nurses to choose the option that best suits their professional needs. The design aims to clearly communicate the value of joining the association, ensuring the information is both accessible and engaging.

Incorporating diverse and inclusive imagery, the flyer reflects the wide range of nurses within the community and their varying needs. The bold, direct design ensures the message stands out, motivating nurses to take action and become part of the association. It's a clear, visually appealing call to join a network that supports their growth and advocacy, while reinforcing the strength and unity of the nursing profession.

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# Mid Year Meeting Promo Items

The Concrete Masonry and Hardscapes Association (CMHA) is known for its focus on strength, structure, and professionalism. Their work revolves around providing high-quality materials and solutions for the masonry and hardscapes industry, and their brand reflects these core values in everything they do.

I had the chance to help create some mock-ups for the CMHA 2023 Mid-Year meeting, which was a fun project. While a lot of the promo items didn't actually exist in real life yet, I got to be creative and come up with ideas for how they might look and function.

It was a great opportunity to think outside the box and imagine how these items could be used to promote the event. I had to balance practicality with creativity, making sure the designs were both eye-catching and useful. Overall, it was a rewarding experience, and I'm happy with how the mock-ups turned out. It was exciting to see ideas take shape, even if they were just concepts for now!

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## What Is A Healthy Nurse?

A **healthy nurse** is one who prioritizes striving toward positive physical, mental, social, environmental, and professional well-being.

Approved by the American Nurses Association's Board of Directors, 2/9/2024

## WHY IS THIS IMPORTANT?

A realistic and meaningful **healthy nurse** definition reflects and informs ANA's wellness work and assists nurses in improving their health, safety, and wellness.

2013

Original ANA healthy nurse definition developed and approved.

2017

The Healthy Nurse, Healthy Nation (HNHN), ANA's free nurse wellness program, is launched.

2020

Definition is updated to include "financial" health.

2022

HNHN and its Advisory Committee identify need to update definition.

The Committee subgroup is created to scope work.

SME consultations and research begin.

2023

Rigorous literature review performed, connecting overarching and synonymous themes.

HNHN and Committee wordsmith final definition.

2024

Definition approved and adopted by ANA and HNHN.

[healthynursehealthynation.org](https://healthynursehealthynation.org)

2023

# Infographics

For my infographic work with the American Nurses Association (ANA), I aimed to create engaging, visually appealing pieces that highlighted the incredible work of nurses while aligning with the organization's mission to advocate for the nursing profession. ANA represents over 4 million registered nurses, working to shape the future of healthcare and nursing practice. While these infographics were created before ANA's rebrand, I ensured that the design stayed true to their then-current brand colors of gray, blue, and red, maintaining a professional yet vibrant feel.

The infographics were designed with large, engaging images to showcase nurses and their impact, as per ANA's emphasis on visuals that connect with audiences. I wanted to strike a balance between delivering clear, informative content and creating an interactive, visually dynamic experience that would peak viewers' interest. Each infographic is designed to be both informative and fun, with a layout that encourages exploration and engagement while remaining true to ANA's professional standards.

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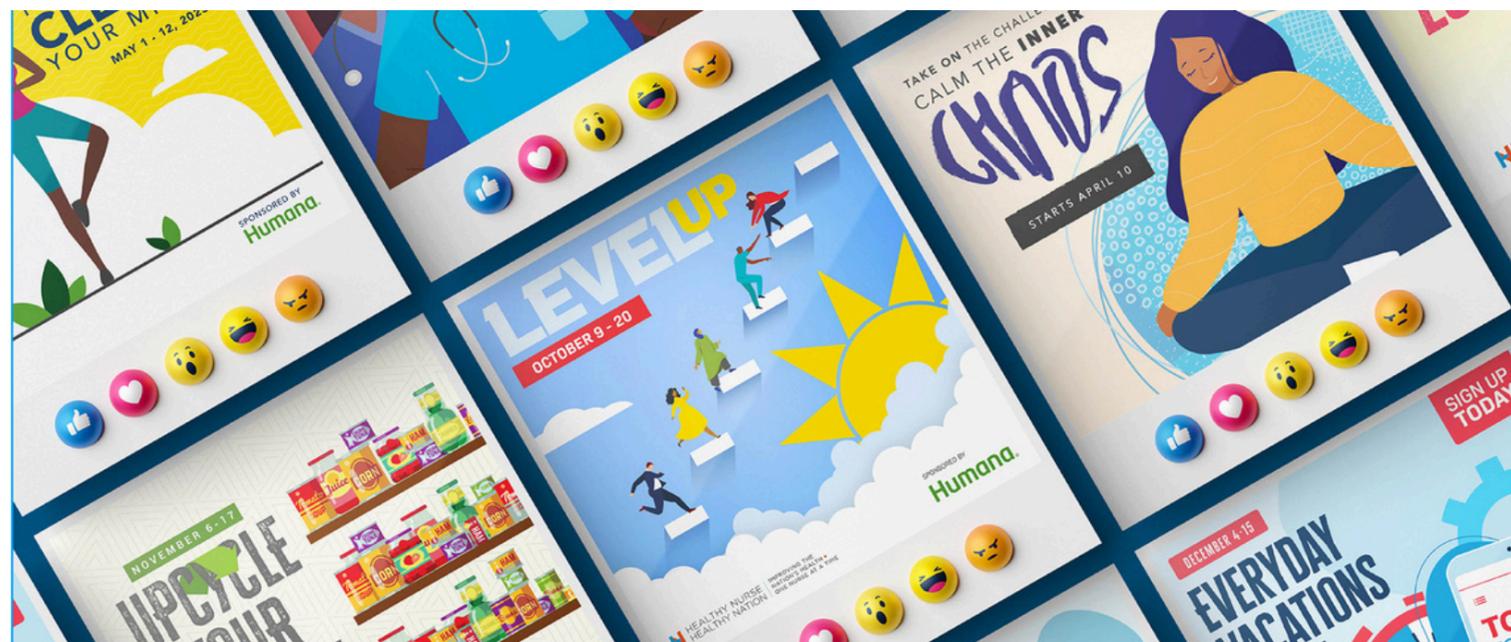


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# HNHN Challenges

For the HNHN monthly challenges, I designed a series of social graphics that are fun, lively, and engaging, aimed at motivating nurses to prioritize their health and well-being. These graphics, created for email, the HNHN website, Instagram, Facebook, LinkedIn, and more, range from vibrant illustrations to impactful images. Each design was carefully crafted to grab attention and encourage active participation in the monthly challenges. Using the brand colors of blue, red, and gray, I ensured the designs remained consistent with the Healthy Nurse, Healthy Nation (HNHN) initiative's visual identity while adding an exciting, dynamic touch to engage the audience across various platforms.

The Healthy Nurse, Healthy Nation (HNHN) initiative empowers nurses to take charge of their health, recognizing the vital role they play in healthcare. These monthly challenges provide an opportunity to inspire and engage nurses in leading healthier lives, and my designs were created to energize them each month. With each graphic, I aimed to not only deliver motivating content but also to spark positive action, helping nurses stay committed to their health while participating in the ongoing challenges.



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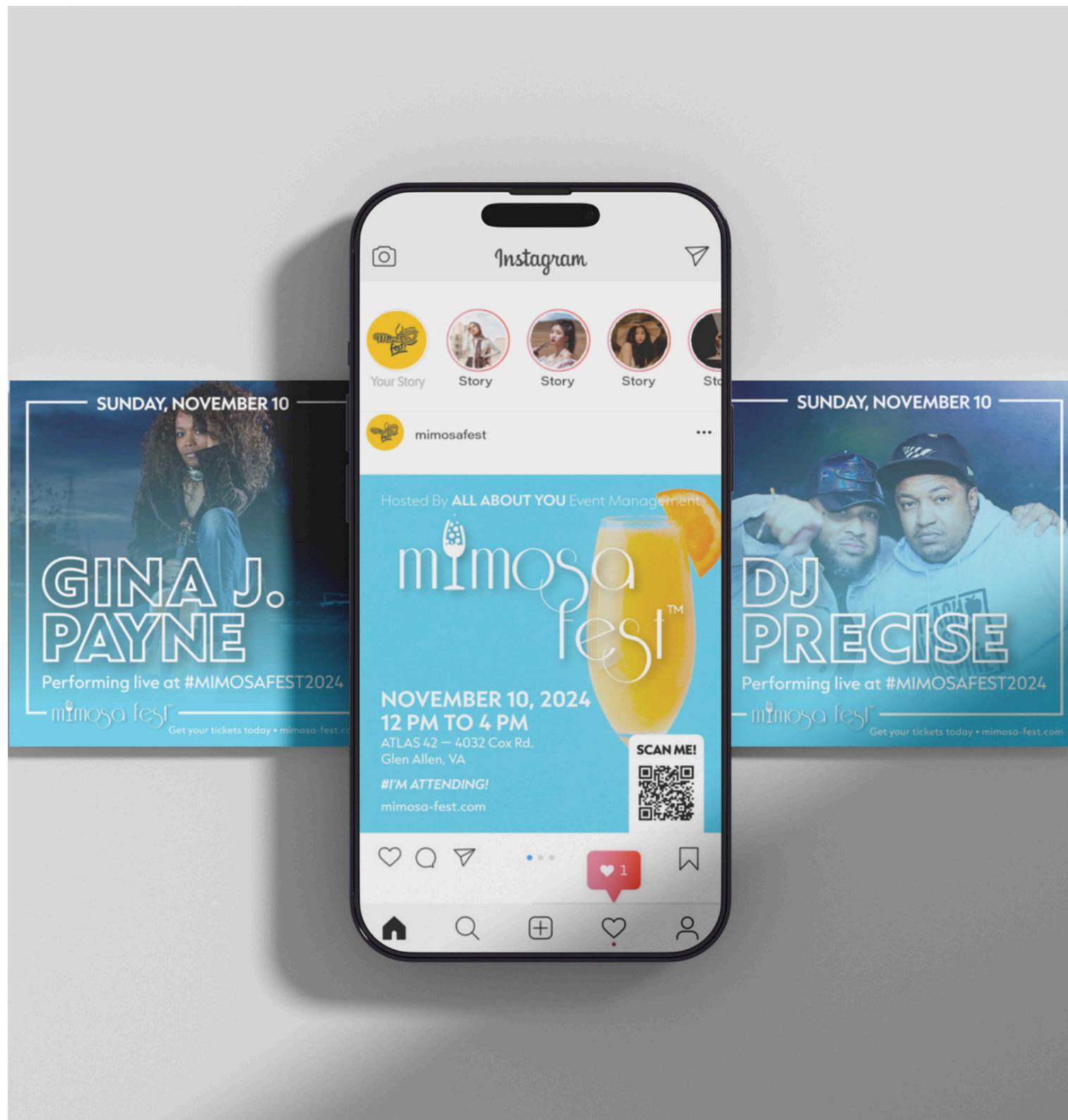
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# Mimosa Fest Social Graphics

For the Mimosa Fest social media posts, I designed three fresh, urban, and cool graphics that captured the vibrant energy of the event. Using their old logo, I kept the colors bold and bright, ensuring the visuals were fun and eye-catching, reflecting the lively atmosphere of a mimosa-filled celebration. Each post was crafted to feel modern and engaging, with a focus on creating a sense of excitement and anticipation for the festival.

The designs embraced the fun, carefree spirit of Mimosa Fest, with a mix of playful typography and dynamic layouts. The colors were intentionally bright and bold, adding to the overall lively vibe, while maintaining a clean and cohesive aesthetic. These social media posts were created to connect with the audience on platforms like Instagram and Facebook, helping to spread the word and energize the crowd for a festive, unforgettable event.

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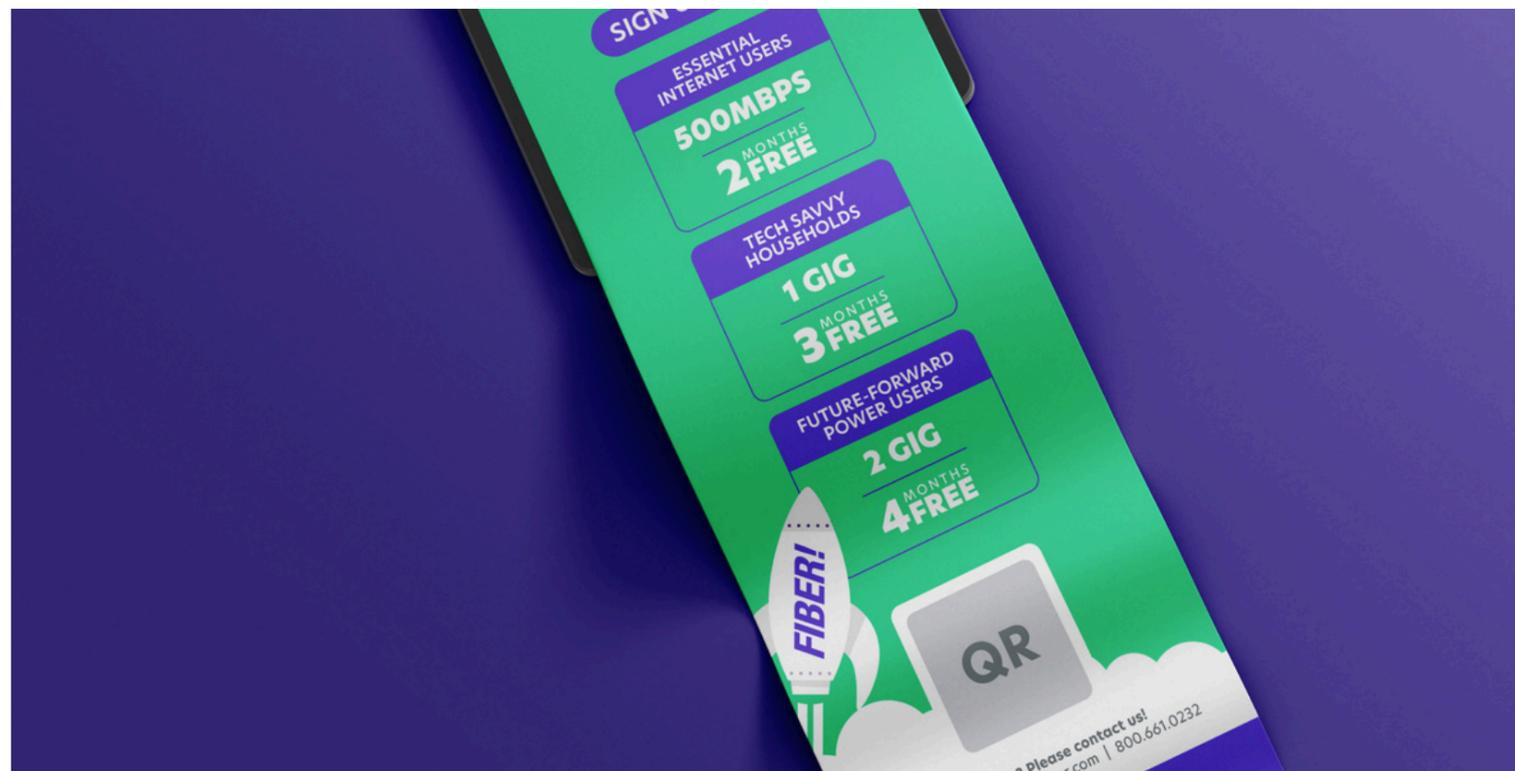
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# Fastbridge Fiber Email Template

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# Wedding Invite

For this wedding invitation, the focus was on capturing a gothic yet vintage aesthetic that spoke to the couple's unique style. I wanted the design to evoke a sense of romance and calm, so I turned to classic vintage imagery, particularly antique paintings, to set the tone. These artistic elements not only gave the invitation a timeless, romantic feel, but also helped weave in the depth and richness that the couple envisioned for their special day.

To complement the vintage theme, I incorporated maroon and burgundy hues, which added both warmth and sophistication to the design. These colors helped bring the gothic vibe to life while keeping the overall look refined and elegant. The result is an invitation that feels both intimate and nostalgic, perfectly reflecting the couple's love and the atmosphere they wanted to create for their wedding.

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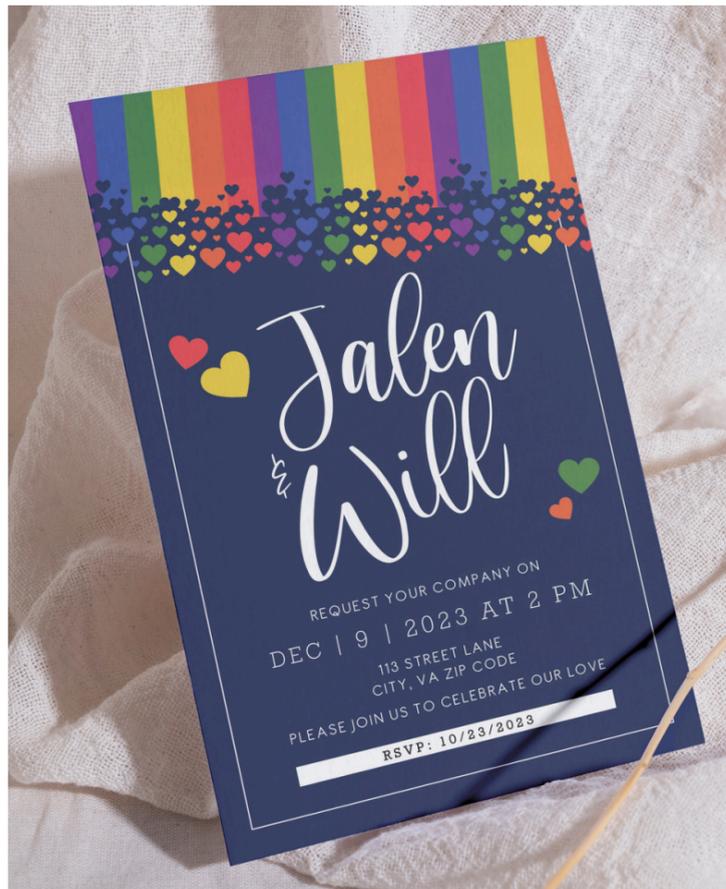
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# Wedding Invitations Full Suit

For this wedding invitation set, I wanted to create something that truly captured the essence of the couple's vibrant celebration. They wanted to honor the spirit of "pride" while keeping things fun and elegant, so I designed a playful yet sophisticated layout. The heart patterns and rainbow elements create an exciting, energetic vibe, reflecting both the joy of the occasion and the couple's identity. The bright colors give the design a lively feel, while the heart motif subtly weaves a sense of love and unity throughout the set.

To balance the celebratory mood with a touch of elegance, I made their names the centerpiece of the design, large and bold, as a fitting tribute to their unforgettable day. The navy blue used throughout the design grounds the overall look, providing contrast and a sense of refinement against the colorful rainbow backdrop. It's a perfect blend of fun, pride, and sophistication, just like the couple themselves.

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# Hippo Fun! Birthday Card

I design custom wedding invitations that reflect the unique style and personality of each couple. My process involves working closely with clients to incorporate personal touches, whether through color choices, themes, or custom illustrations, to ensure the design truly represents their vision. The goal is to create an invitation that feels both beautiful and engaging, offering a versatile look that connects with the couple's story while also standing out to their guests.

In addition to wedding invitations, my design services extend to a complete suite of stationery, including Thank You Notes, RSVP cards, envelopes, and even E-Cards. By providing a full range of coordinated pieces, I aim to create a cohesive and polished look that carries throughout all aspects of wedding communication. This approach allows for flexibility in design, whether the couple prefers a classic, modern, or more whimsical aesthetic.

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# ILLUSTRATION

As an artist, I'm all about creating quirky, colorful portraits that tell a story. If you're into bold lines, playful details, and characters with real personality (who aren't afraid to embrace their imperfections), you're in the right place! My style is fun, cartoony, and full of life – I love bringing people and ideas to life through vibrant, digital art.

For me, it's not about perfection. It's about capturing the unique essence of each character – whether they're a little wonky, rough around the edges, or totally out there. I want my art to feel real, to make you stop and think, "I want to know more about this person!"

I'm all about creating faces that are as fun to look at as they are to make. Every portrait I create is like its own little adventure, finding the quirks that make someone special and letting them shine through. I love designing characters that feel like they could step off the screen and into a story.

So, if you're into celebrating the messy, the weird, and the wonderfully unique, stick around – I've got plenty more to share. Whether it's a cheeky portrait or a character design that breaks the rules, there's always something new and exciting coming your way.



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# Digital Portraits

I create vibrant, personalized watercolor digital portraits by turning a photo into a unique piece of art. Using Photoshop and a variety of brushes, I replicate the delicate, fluid look of traditional watercolor painting. Starting with a photo as my reference, I focus on capturing the personality and essence of the subject, whether it's a person, pet, or special moment, and transform it into a colorful and lively portrait.

Each portrait is carefully crafted with attention to detail, experimenting with different brush strokes and textures to give the piece its own special feel. Whether the style is soft and subtle or bold and expressive, I tailor each portrait to reflect the unique qualities of the subject. The final result is a one-of-a-kind watercolor portrait that becomes a timeless, lasting piece of art.

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# Día De Los Muertos

This digital painting depicts a woman dressed for the Día de los Muertos (Day of the Dead) celebration, a vibrant and meaningful tradition in Mexican culture. The canvas size is 16x24 inches, and I used a rich, colorful palette to capture the essence of the celebration. Despite the intricate paint and decorative elements, her natural beauty remains evident, symbolizing the balance between life and death central to the tradition. Her face, adorned with vibrant patterns, reflects the spirit of both honoring the departed and celebrating life.

I aimed to convey both the joy and reverence of Día de los Muertos, using bold colors and detailed design to highlight this unique blend. The woman's serene expression and radiant spirit serve as a reminder of the strength and beauty that endure, even through celebration and remembrance.

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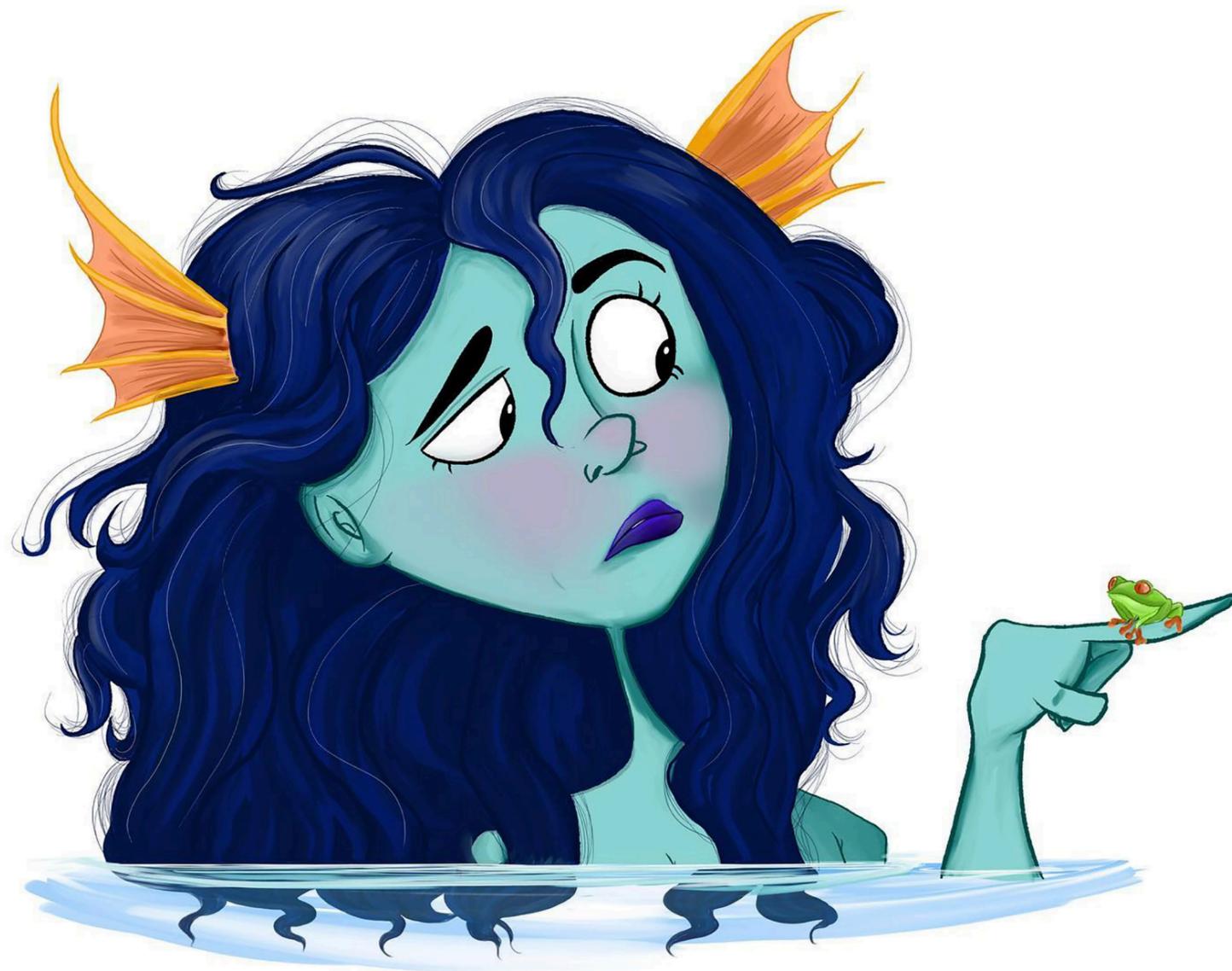
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# Water Nymph

I have a deep passion for drawing mythical creatures, as they offer endless creative possibilities. No matter how many times they've been depicted, there's always room for unique interpretations, allowing my imagination to truly run wild. One of my favorite characters to draw is the water nymph from Greek mythology. These shape-shifting beings, often associated with nature, have always fascinated me. While they tend to be secondary figures in many mythological stories, I find their connection to the elements and their ability to transform particularly intriguing. For this piece, I drew the nymph's face based on my own facial expressions, aiming to capture her ethereal nature. I intentionally kept the background minimal to ensure the focus remained solely on her.

The most rewarding part of this project, however, was that I created the artwork without any expectation of it being published. To see it featured on the Mood Board of the Highlighter's Journal was a pleasant surprise and a truly fulfilling moment.

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# Fall

I truly enjoy creating cartoons that capture the essence of moments and people, focusing on their unique quirks and personalities. For this particular illustration, I was sketching outside when I stumbled upon a moment that beautifully captured the essence of fall through a child's perspective. Inspired by that scene, I decided to recreate it with a playful twist, adapting it to fit a cartoon style. The goal was to bring that special moment to life in a way that was both fun and lighthearted.

The colors in the piece are vibrant, bringing energy to the scene, while the overall style has a sketchy, "loose" feel that adds a sense of spontaneity and charm. I wanted the illustration to feel like a lively snapshot of that moment I experienced, with just enough playful exaggeration to give it character. It's all about bringing a joyful, authentic vibe to the piece, making it not just a representation of a moment but a whimsical and memorable one.