

Kelsey Etienne

Graphic Designer · Digital Artist · Content Creator

PORTFOLIO

Welcome!

My name is Kelsey Etienne. I'm a graphic designer who specializes in digital art. I have four years of experience in the world of graphic design. To this day, I love being able to hear concepts and ideas and transform them into an appealing form of visual communication. All art serves a purpose whether it's to inspire or have an impact on society. Being a content creator allows artist to depict what can't always be written.

I hope you enjoy viewing some of the projects I've done.
Thank you for stopping by!

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Contact Information

108 Union Rd Apt 1S
Spring Valley, NY 10977
etiennekelsey@gmail.com
845 746 7941

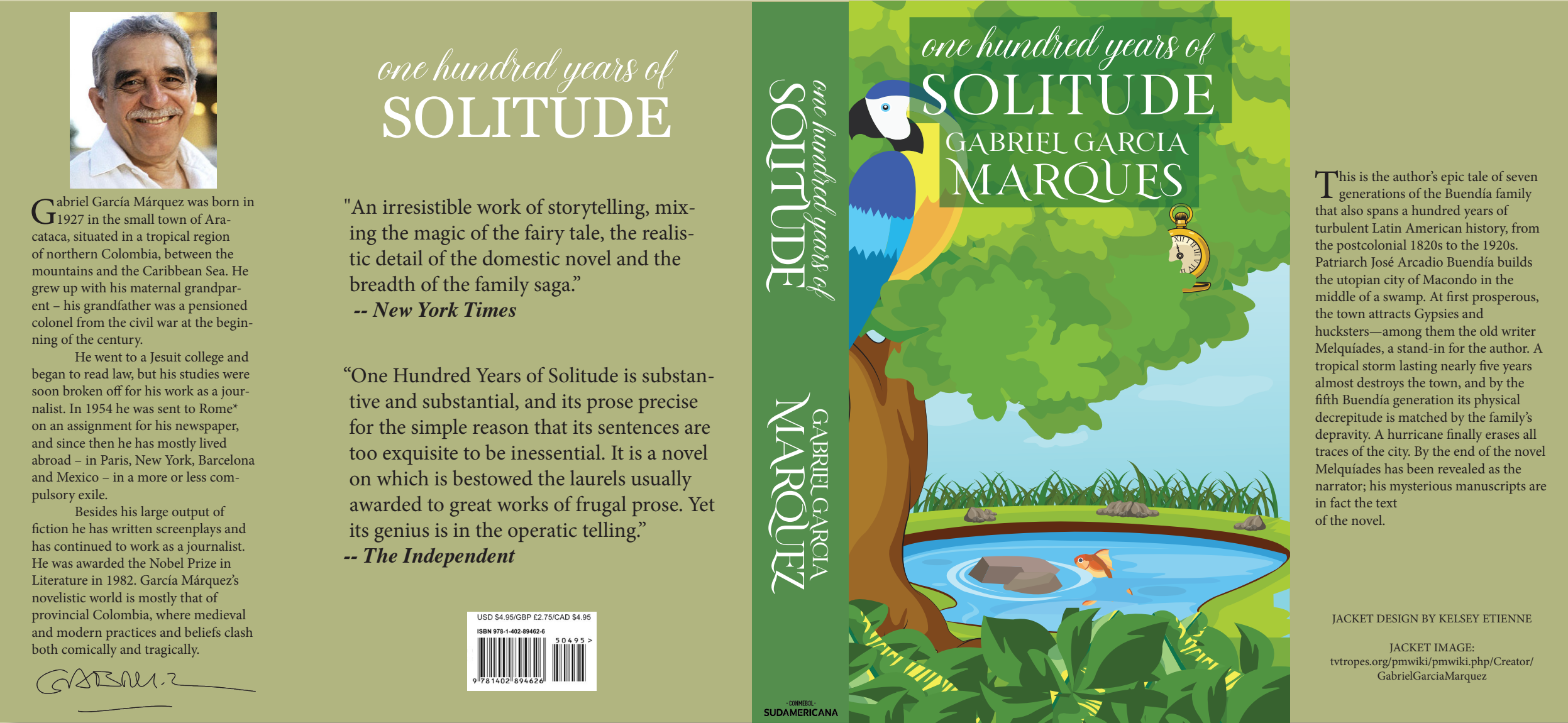


01 TWO HUNDRED YEARS OF SOLITUDE

Dust Cover refers to the removable printed paper cover that wraps around a hard covered book. The design of book jackets has an impressive history and continues to be a design niche that calls for intellectual insight, creativity, developed concepts, and skill.

I assigned two titles by the same author Gabriel Garcia Marquez. Gabriel is one of the best-known Latin American writers in history.

He won a Nobel Prize for Literature. His works are widely known for his incredible use of magical realism. I designed the entire book jacket: front inside flap, front cover, spine, back cover, inside back flap. The two covers are coordinated pair, showing a statement of style.

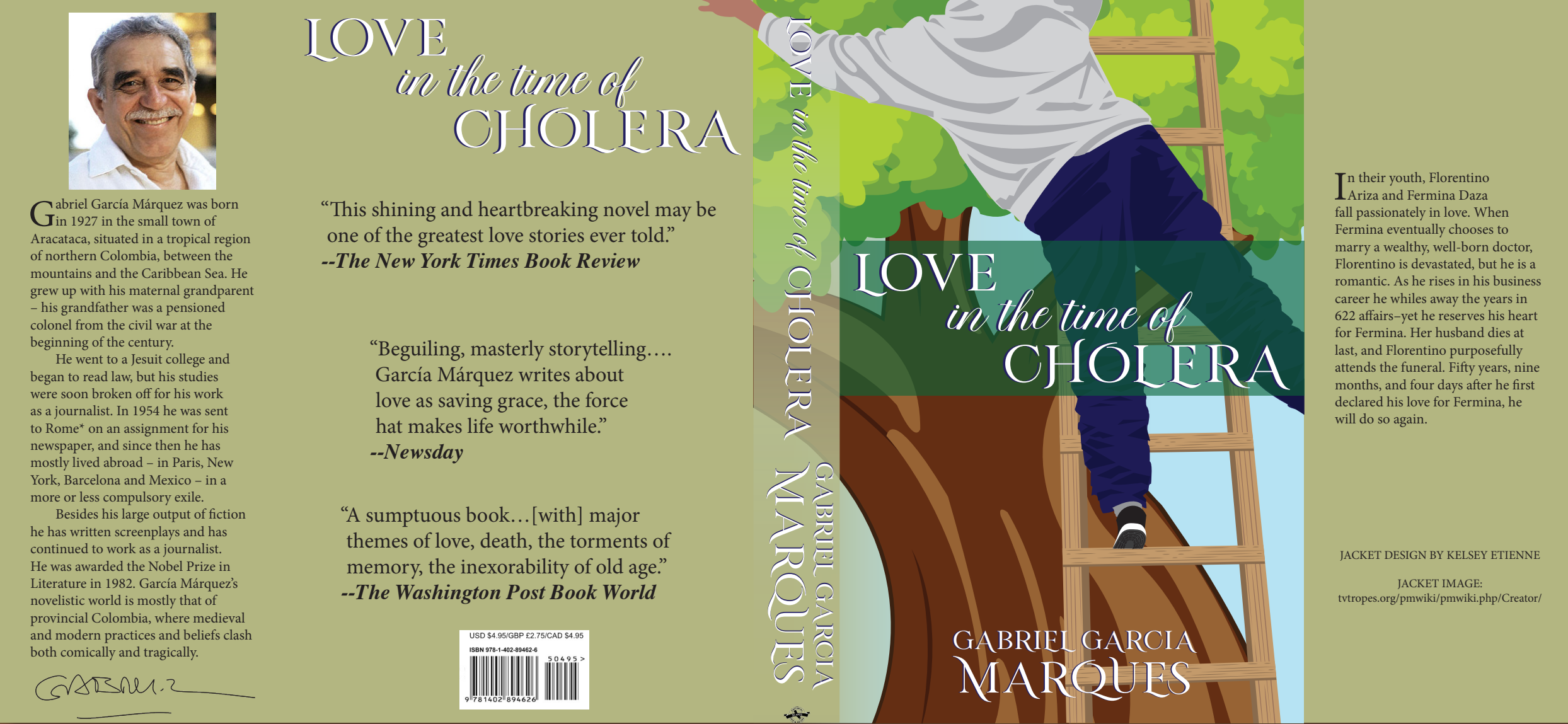


01 LOVE IN THE TIME OF CHOLERA

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02 WHOLE LIFE PET

This product is in need of a redesign. Take note of current and historic trends, color palettes, typefaces, style of carton or container, and any other aspect that will be a design decision you will have to make. Our target audience is a consumer who shops with an awareness of health, quality, ecological issues, fair trade issues, as well as trends and enjoyment of luxury. They are more likely to be agreeable to paying a bit more for a product of higher quality, but are very aware of value.





03 A CHANGING AMERICA

For this project, I designed a series of two brochures for a museum on an exhibition that has collections of art or artifacts. The purpose of the brochure (and your goal as a designer) is to inform the reader about the work featured in the brochure, as well as persuade the viewer that they should go to see the work. The subject of each brochures will be one body of work, or collection, within that institution or one of the curatorial departments. Each one will be an 8-panel (four on each side) folded brochure.



03 SPORTS LEVELING THE PLAYING FIELD

These pieces will be used by the public and should be highly readable, easy to understand and versatile. In order to see the work that I am promoting, the reader should be able to learn how to visit the museum or library. The name of the institution is on the front panel along with the name of the collection. On the back panel, the logo, name of institution, address, price of admission, hours and contact appear on the brochure.





04 SPICE RACK

Spice Rack, a company that sells gourmet herbs would like you to create a visual identity for them. The logo will be placed on various items such as labels, packaging, websites, banners, aprons, and more.



05 MODERN FARMER

Modern Farmer is the authoritative magazine resource for today’s cutting-edge food producers and consumers: the farmers, wannabe farmers, chefs, and passionate home cooks who are influencing the way we eat right now. Blending hands-in-dirt service, soulful inspiration, and whip-smart reporting, Modern Farmer understands that a tomato is never just a tomato – it’s also a political, and deeply personal, statement about who we want to be and the world we hope to live in.

This design is a series of 3 table of contents for Modern Farmer. The goal was to strive to create a typographic rhythm and a clear hierarchy of levels of information and incorporate images that relate to the topics.



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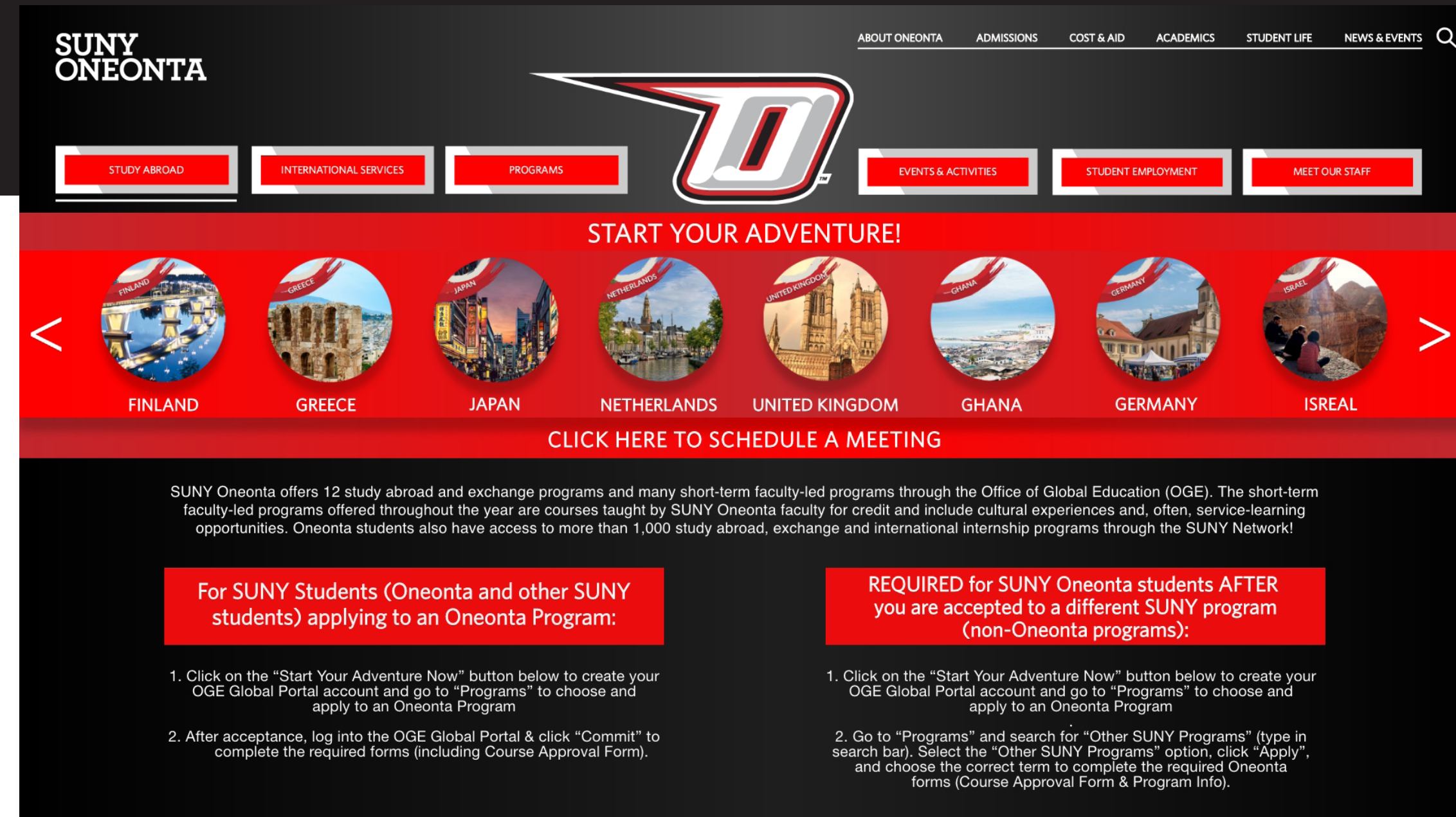
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SUNY Oneonta is an educational institutional looking to update their website. The goal of this project was to create two prototypes to present to the client. The requested changes to be made were mainly improving the User Interface in order for views to be visually compelled and have an easy understanding of navigation. Some aspects include branding, navigation, article, aside, footer, links, organize information on a page in separate containers while remaining within the pre-established style guide.





07 ALLURE BY ASHH

Allure By Ashh is a black owned company that provides natural hair and customized wig services. This project consisted of brand identity including a logo, business cards, and five Instagram high-light covers. Later the logo was also used on websites, banners, labels, and packaging items.

The colors associated with the brand are brown and gold gradients. The highlight covers were used to provide easy navigation to customers who are looking for specific information.



08 LOGOS

These are some of the logos I've done recently for clients in 2022. Some are mainly text based as others are a mixture of typography and illustrations.

