



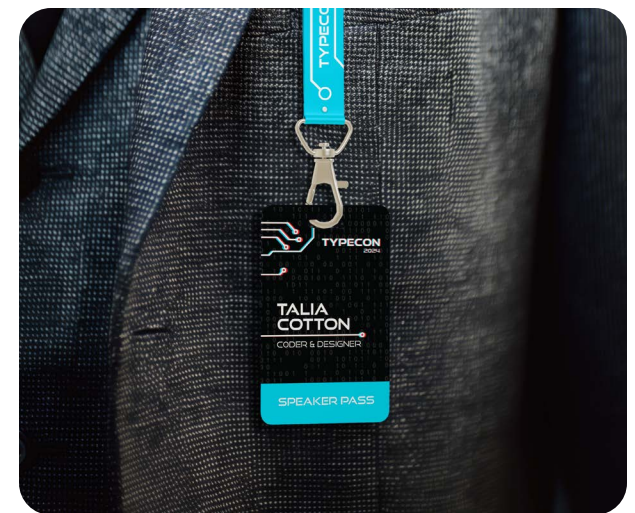
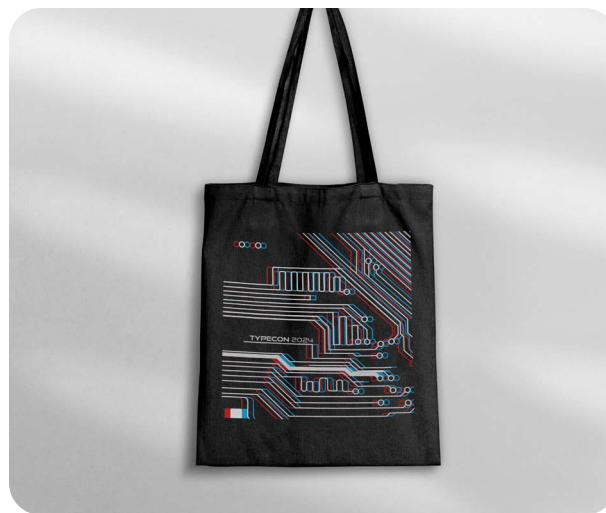
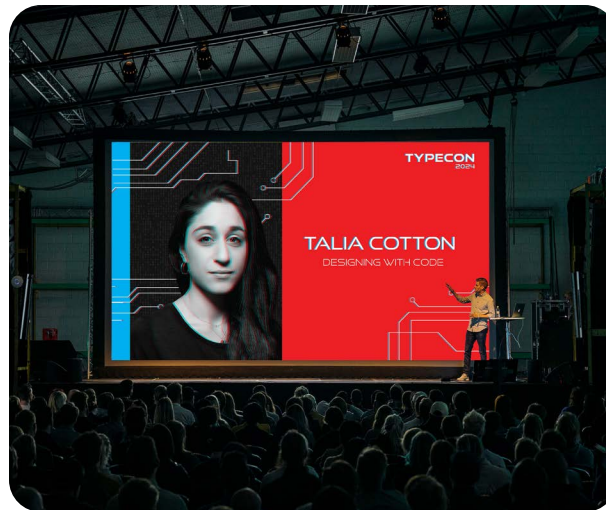
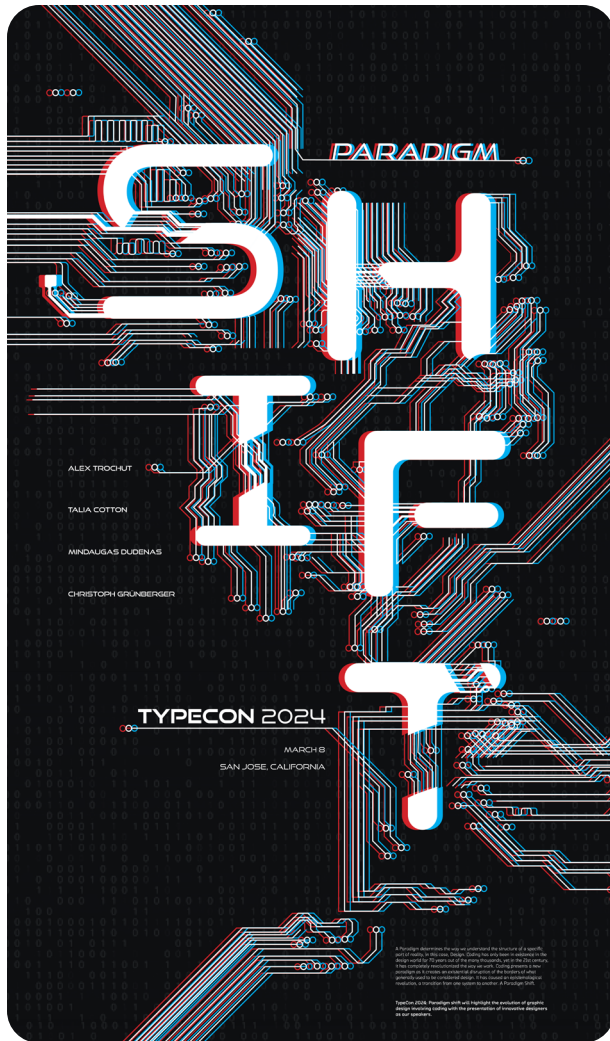
Ashley Guzman

Design Portfolio 2024

Typecon: Paradigm Shift

Identity/Print

Paradigm Shift is a dynamic brand identity crafted for Typecon, an annual conference presented by the non-profit Society of Typographic Aficionados (SOTA). Typecon: Paradigm Shift explores the intersection of graphic design and computer technology influence with the use of experimental type design, motherboard “traces” and anaglyph images.



The Book of Questions

Print

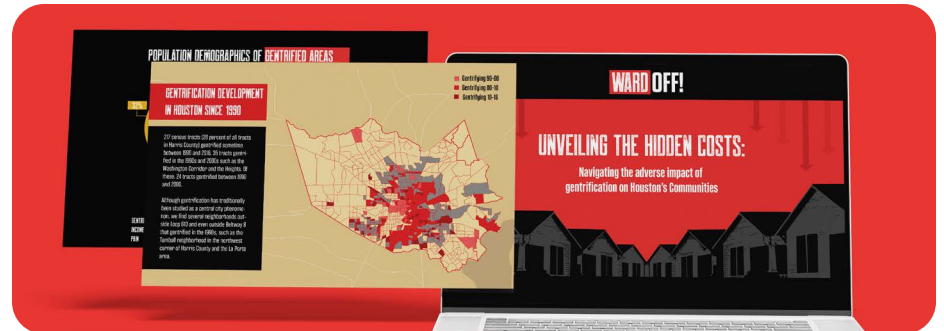
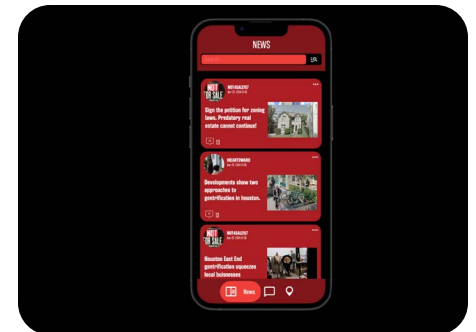
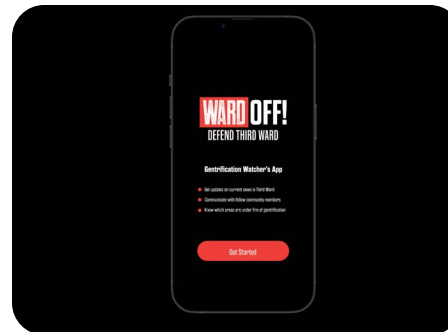
The Book of Questions is a Postcard book based on Pablo Neruda's *Book of Questions*. This series features a riveting set of cards designed to blend a floral aesthetic seamlessly with silent movie inter-titles. The cards incorporate expressive typography and vibrant imagery, creating a visually stunning and thought-provoking collection.



WARD OFF! Defend Third Ward

Identity | Print | UI/UX

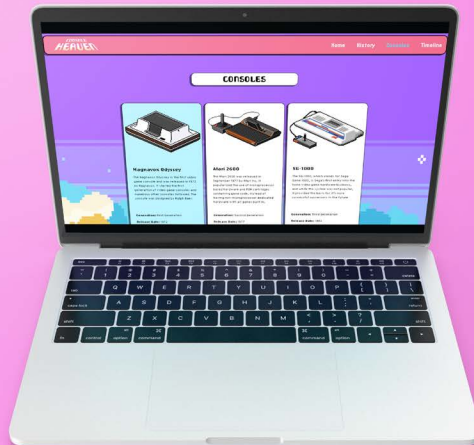
WARD OFF! Defend Third Ward is a social awareness campaign committed to safeguarding Houston's historic Third Ward from predatory real estate practices and the risks of gentrification. Through the use of posters, a statistics website outlining associated risks, and a dedicated community app, the campaign aims to inform Third Ward residents about the looming threat of eviction due to gentrification.



Console Heaven

UI/UX

Designed with gaming enthusiasts in mind, Console Heaven is an engaging interactive timeline website delving into the rich history of gaming consoles. Drawing inspiration from nostalgic 8-bit games, Console Heaven features pixel art illustrations, vibrant colors, and a playful interface, capturing and celebrating the essence of gaming culture.



Ibn Sina Foundation Rebrand

Identity | Print

A brand revitalization for Ibn Sina Foundation, a local Houston non-profit specializing in healthcare for underserved families. This refresh aims to humanize their audience, emphasizing inclusivity by conveying that, regardless of who you are, you deserve care and are welcome at Ibn Sina Foundation. This rebrand consists of a target audience book, three brochures and a poster.

**Immigrant
Mother
Care Taker**

No matter your story, Ibn Sina Foundation is dedicated to providing access health care to anyone who comes to our doors. **Call or make an appointment today to get the care you deserve.**

**You Deserve Care
NO MATTER YOUR STORY**

Wilcrest Community Medical Center
11226 S. Wilcrest Dr., Houston, TX 77099 | 281-977-7462 | info@ibnsinafoundation.org

**Ibn Sina
Foundation**



HEALTH Services

Medical

- Diagnostic/Preventive
- Primary Care
- Health Education
- Immunizations
- Wound Care
- Behavioral Health
- Dermatology
- ENT
- Eye Care
- Gynecology
- Infectious Disease
- Internal Medicine
- Pediatrics
- Psychiatry
- Pulmonology
- Radiology
- Rheumatology
- Sleep Medicine
- Sports Medicine
- Urology
- Vascular Medicine
- Women's Health

Dental

- Family Dentistry
- Endodontics
- Oral Surgery
- Periodontics
- Prosthodontics
- Pediatric Dentistry
- Preventive Care
- Restorative
- Trauma & Injury

Diagnostic

- Blood Tests
- X-Ray
- Ultrasound
- MRI
- Bone Density

Specialty Clinics

- Cardiology
- Dermatology
- Endocrinology
- Gastroenterology
- Geriatrics
- Hematology
- Infectious Disease
- Internal Medicine
- Neurology
- Oncology
- Ophthalmology
- Orthopedics
- Pathology
- Pediatrics
- Pulmonology
- Radiology
- Rheumatology
- Sleep Medicine
- Sports Medicine
- Urology
- Vascular Medicine
- Women's Health

**NO MATTER YOUR STORY
We Can Help**

OVER 750,000
Patients Treated Since 2002

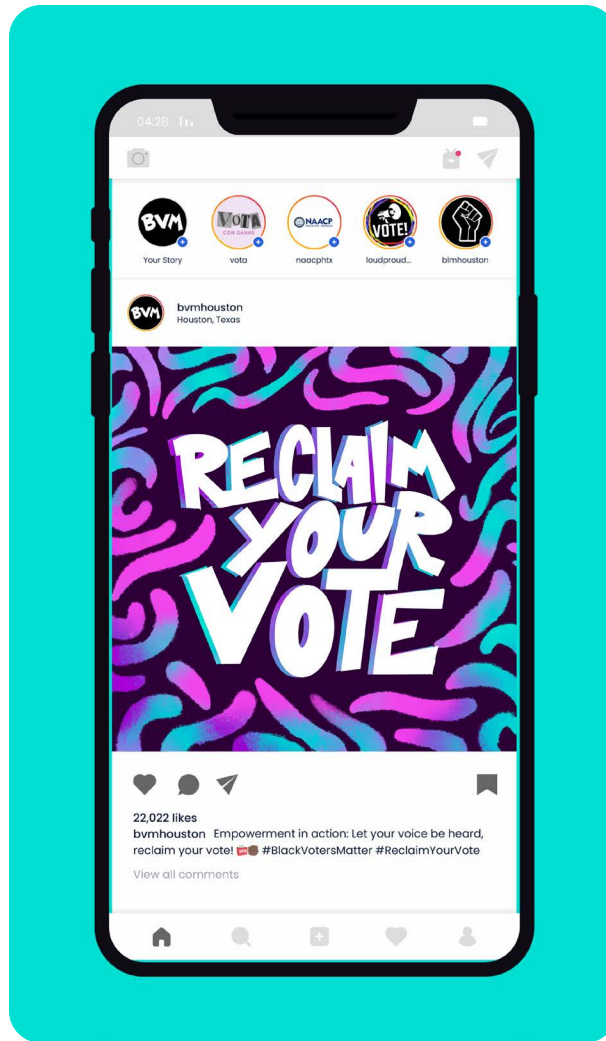
"The friendly staff at Ibn Sina Foundation gave me a lot of information for my uninsured family. Service was quick and informational. Highly recommend for pediatrician services!"

Juan Garcia — Patient

Black Voters Matter

Identity | Motion | Product

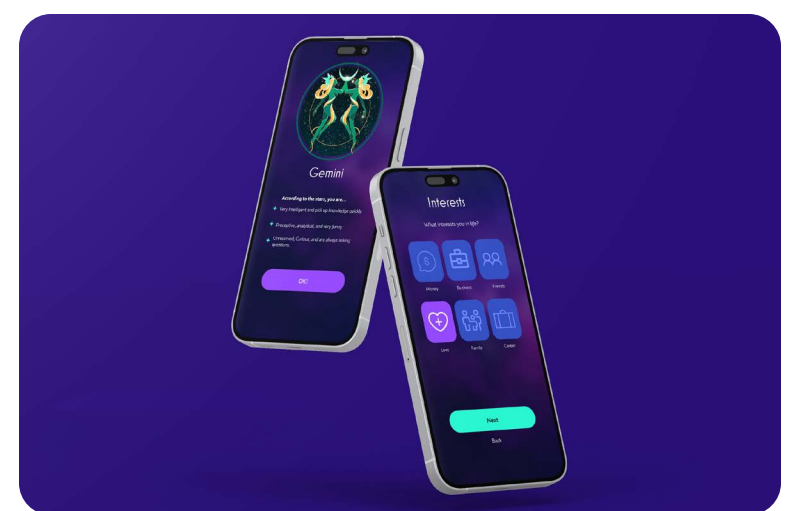
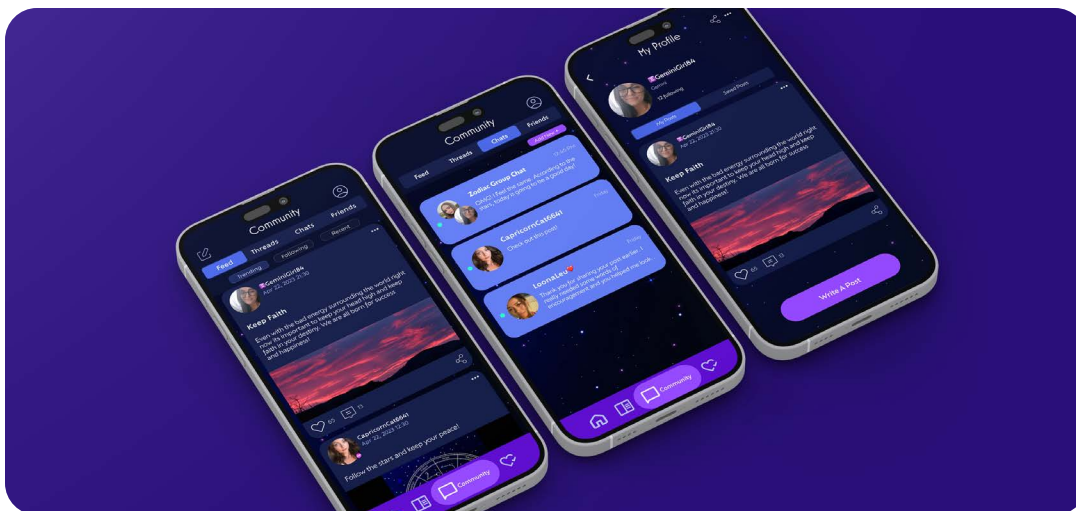
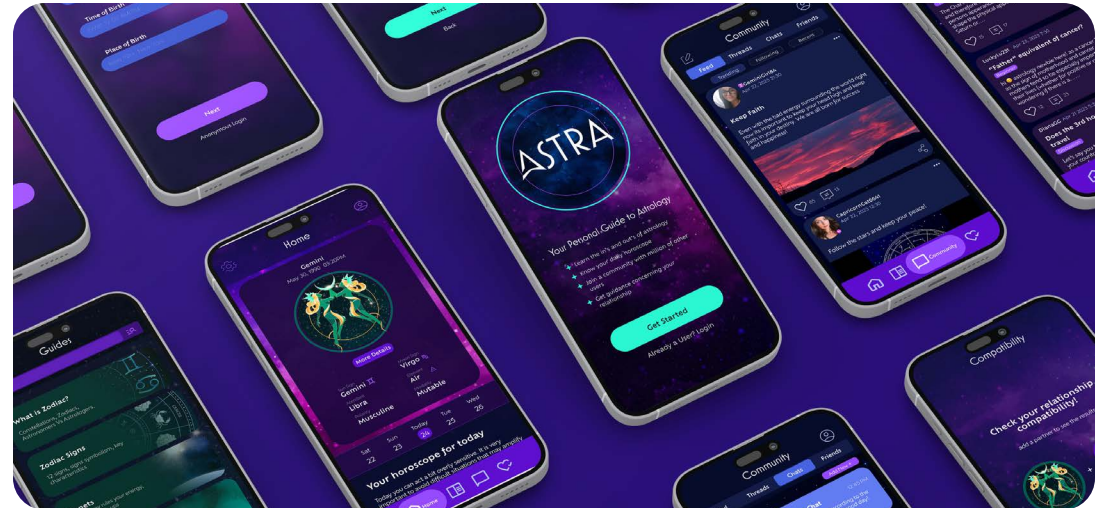
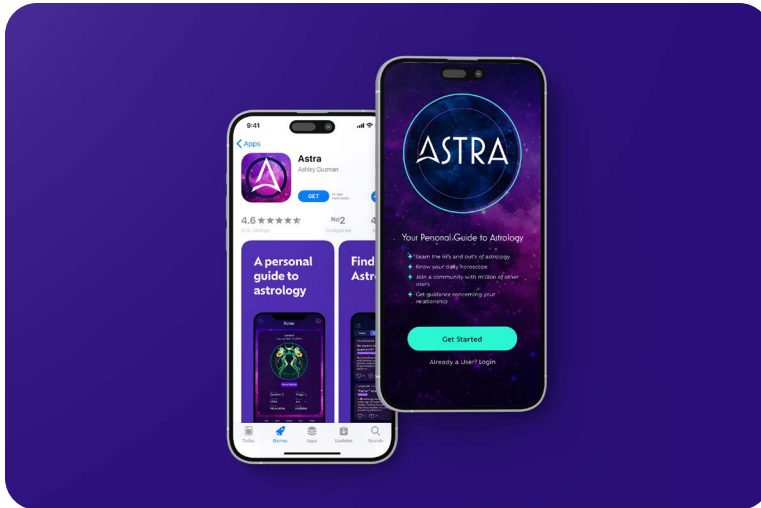
Black Voters Matter is a Houston-based voting campaign aimed at engaging young black voters, a demographic often underrepresented at the polls. Utilizing street art inspired illustrations and incorporating aspects from black designers like Eso Tolson and Stacey A. Robinson, the Black Voters Matter Campaign seeks to make a powerful impact and amplify the voices of the African American voting community in Houston.



Astra App

UI/UX

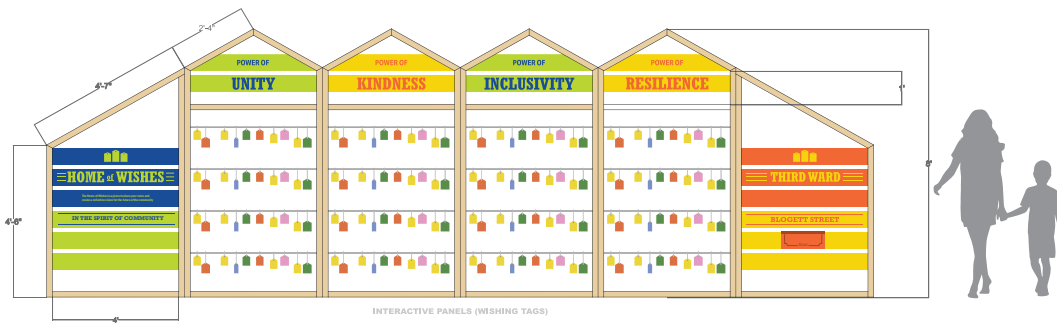
Astra is an app that delves deep into the world of astrology, serving as a personal guide for navigating the knowledge surrounding the astral plane. It enables users to explore this expansive realm and connect with fellow astrologers effortlessly. With its use of cool tones and captivating starry imagery, the Astra app offers a seamless journey into the astral realm.



Home of Wishes

Environmental | Installation

Home of Wishes is an installation on the Columbia Tap Trail in Houston's historic Third Ward. The installation includes two accordion-like structures with a frame that resembles the shape of homes from Project Row House. This installation is dedicated to serve as a place for the community to write a wish and attach it, to gather and manifest their wishes for the betterment of themselves and their neighborhood.



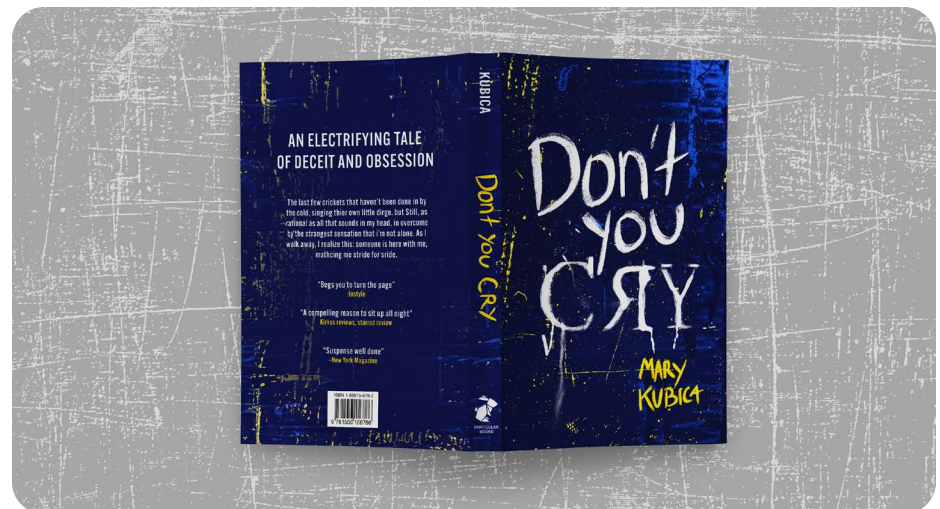
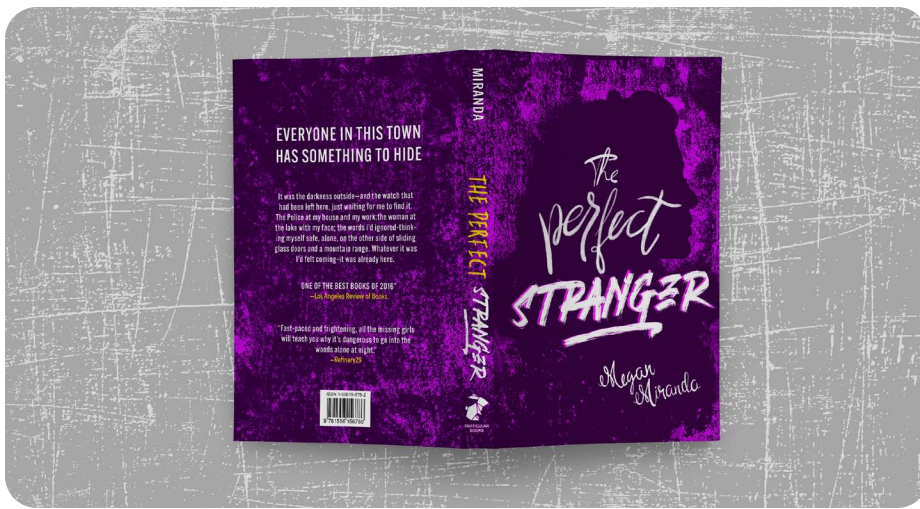
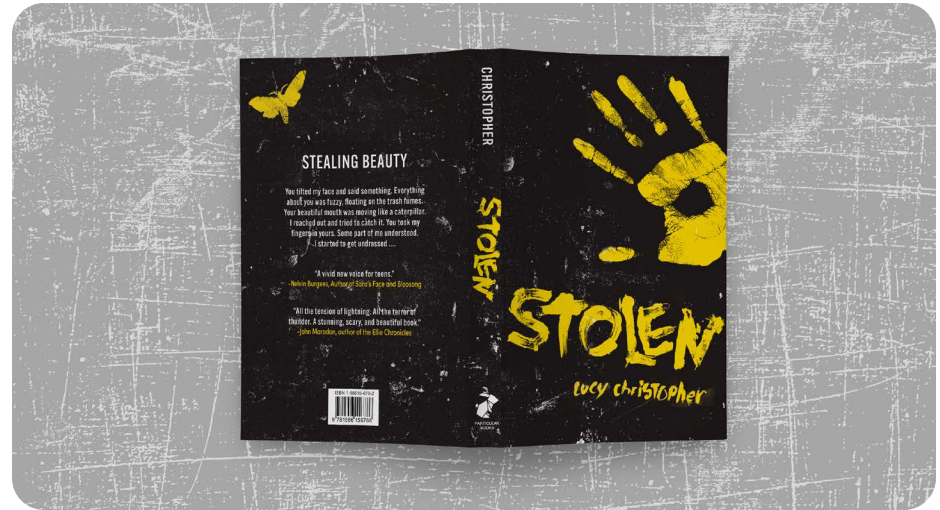
DIMENSION AND ORGANIZATION WITH DESIGN, WALL ONE, FRONT
SCALE 1/4"



Distressed Series

Lettering | Print

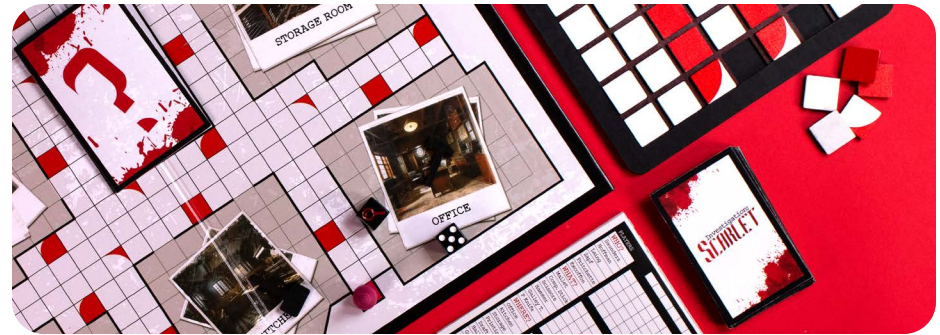
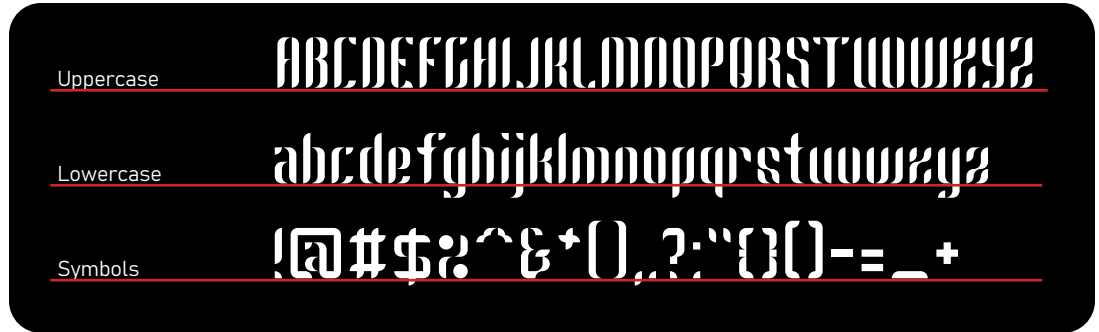
A series of three books, Distressed delves into the realms of intrigues and mystery. Three thriller book cover designs emphasize the raw emotions associated with these experiences through the application of various mediums, incorporating expressive lettering and cryptic illustrations.



Scarlet Typeface

Type Design | Print | Product

Inspired by traditional Gothic letter-forms, Scarlet is a modular typeface that exudes an aura of secrecy and mystery. Its intricate curves and sharp edges draw the eye into a realm of enigma, evoking the essence of hidden narratives and clandestine endeavors. Paired with an immersive murder mystery game, Investigation: Scarlet creates an engaging experience that invites users to unravel the secrets within its captivating narrative



Thank You!



Ashley Guzman
Graphic Designer | Illustrator

832.718.0075
ashleyguzman.design
hello@ashleyguzman.design