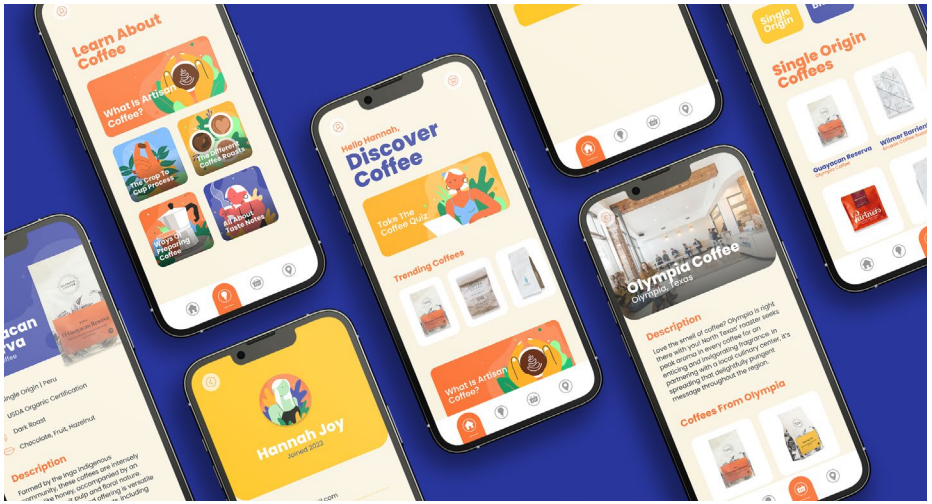
hjm

Hannah
Joy McCreary
Design Portfolio

Java Java

UI/UX | Brand | Illustration

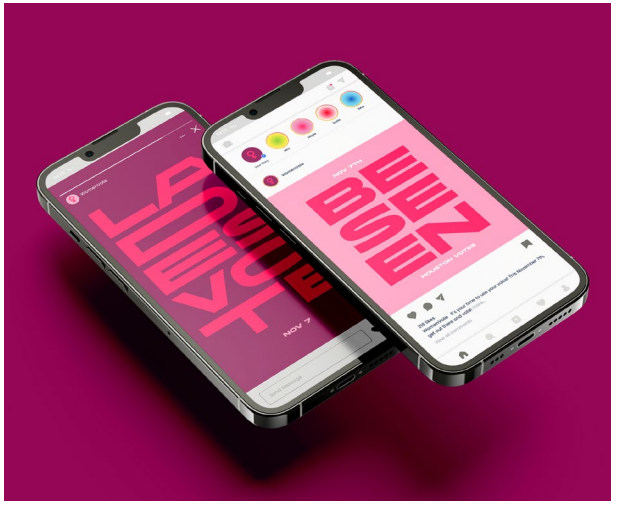
An app design for Java Java – a company that aims to cater to coffee beginners and coffee connoisseurs alike. The app provides a quiz to determine the user's coffee tastes, educational articles, E-commerce, and a map of nearby roasters and coffee shops. The app design utilizes a warm color palette, round typefaces, lively illustrations, and a simple structure to make for an inviting and easily navigable experience.

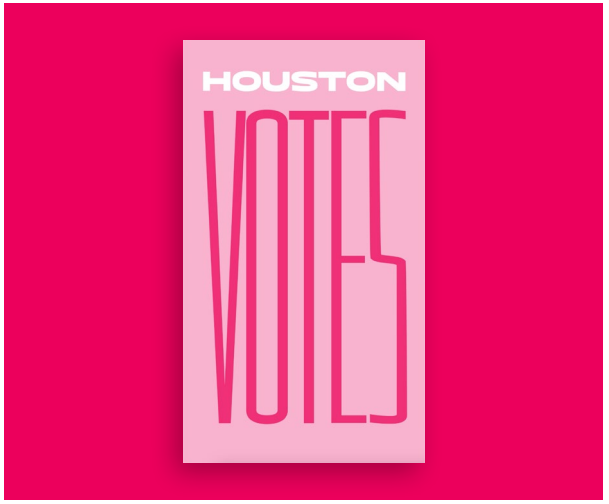


Women Vote

Motion | Brand | Product

A kinetic campaign encouraging the women of Houston to exercise their right to vote. Informed by the feeling of feminine rage, the campaign utilizes a striking identity – including bright colors, bold typography, and fast-paced motion graphics. In addition to a kinetic poster, this campaign features stickers, social media posts, and mirrors

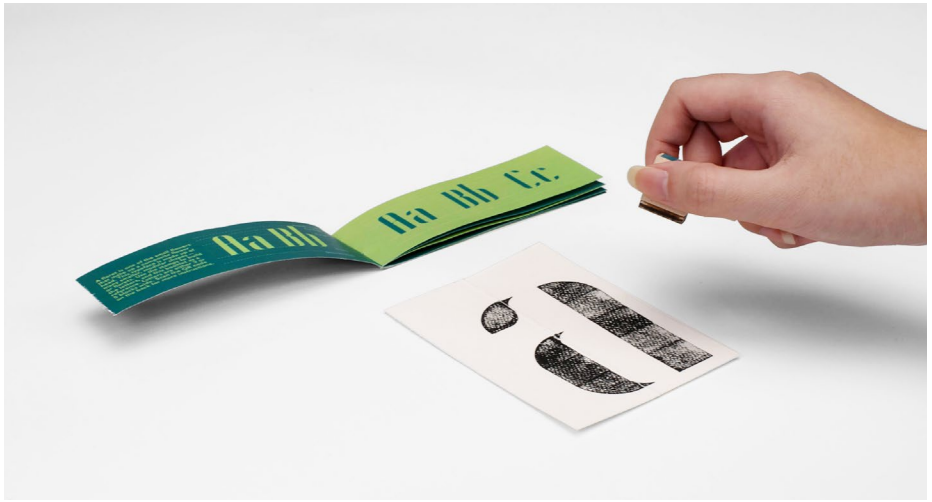


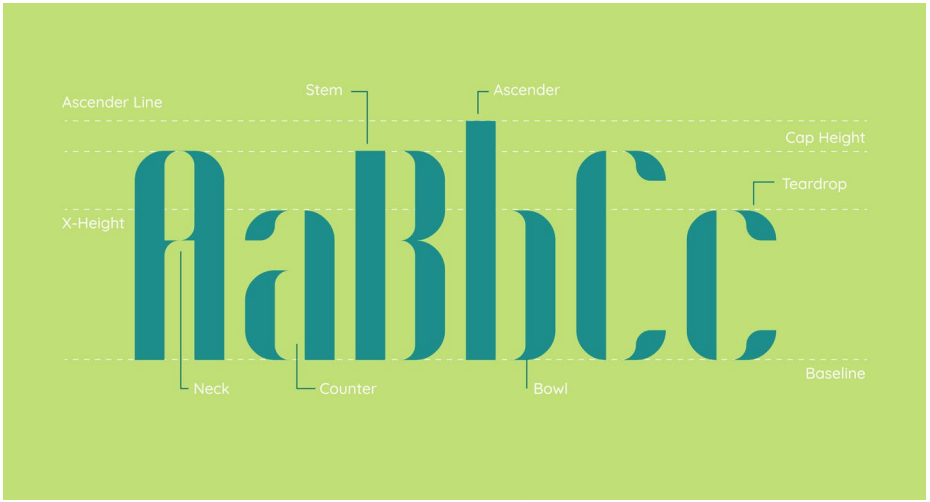


Floret

Type Design | Product | Package

A modular typeface with an accompanying set of stamps. Inspired by blossoming leaves and spring, Floret is airy, balanced, and features a high contrast look. Named after one of the small flowers that make up a composite flower head, this typeface is a composite of just six modular shapes. The partnering stamp set includes stamps of said shapes, two ink pads, a reference booklet, and paper – making Floret both functional and fun.

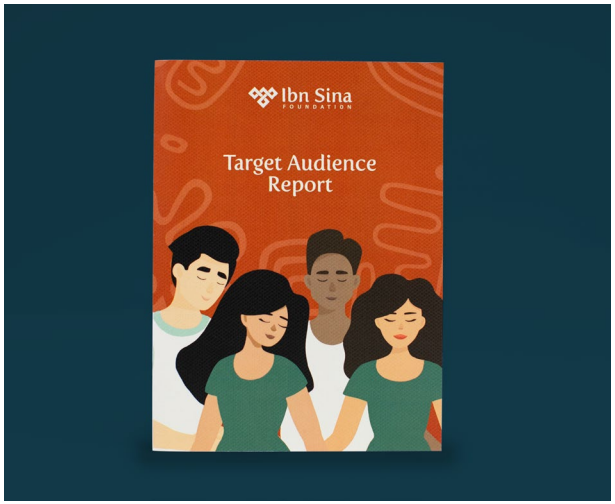




Ibn Sina

Brand | Print | Illustration

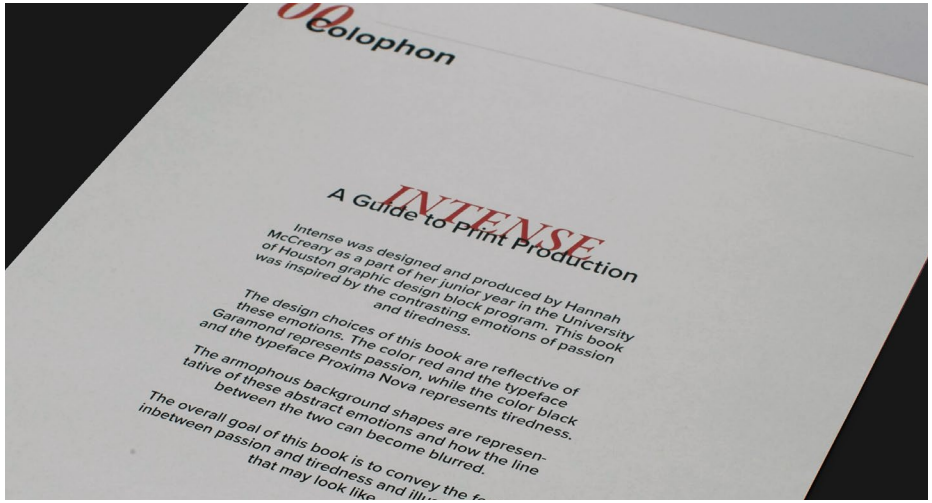
A booklet detailing the four different audience categories of Ibn Sina, a Houston based affordable clinic, as well as a set of three brochures, which each target one of these audience categories. These print deliverables use muted, natural colors, playful patterns, and friendly illustrations to convey the welcoming and peaceful environment that Ibn Sina strives to create for it's patients.



Intense

Print

A book covering all the rules and principles of print production. The visual aesthetic is inspired by the contrasting ambivalence, “passionate, yet tired.” The color red and an italicized serif are used to portray passion, while gray, black, and a sans serif typeface are used to visualize tired. Abstract, blurry shapes are used as supporting imagery as they represent the unique and unclear feeling of this ambivalence. The book is printed on gray vellum paper and is perfect bound on its top spine.



Home of Wishes

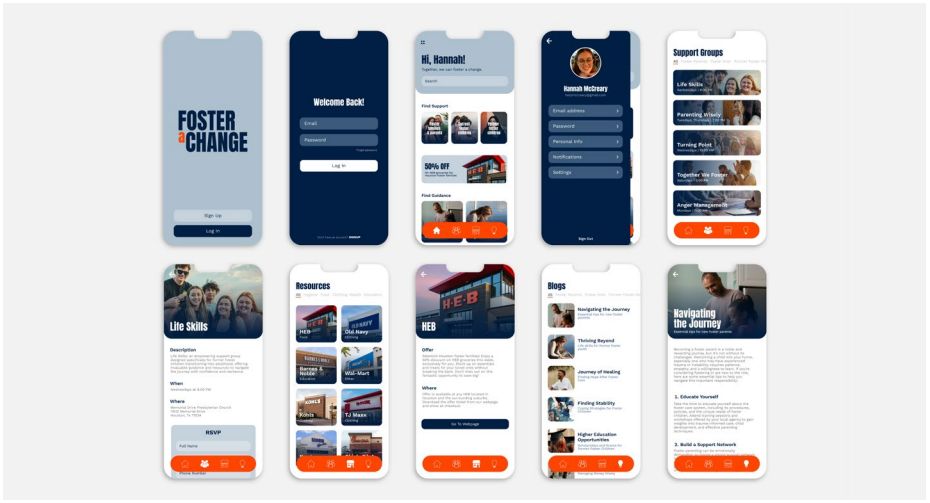
Environmental | Installation

An installation on the Columbia Tap Trail in Houston's historic Third Ward. The installation consists of two accordion-like structures with panels that resemble the shape of Project Row houses. Additionally, the silhouette of the structure is reminiscent of John T. Biggers' 'Shotguns' painting. To interact with Home of Wishes, trail-goers simply write their wish on a tag and attach it. This installation serves as a place for the community to gather and manifest their wishes for themselves and their neighborhood, as well as brings life to a trail that has been historically neglected by the city.

Foster A Change

Brand | UI/UX | Print

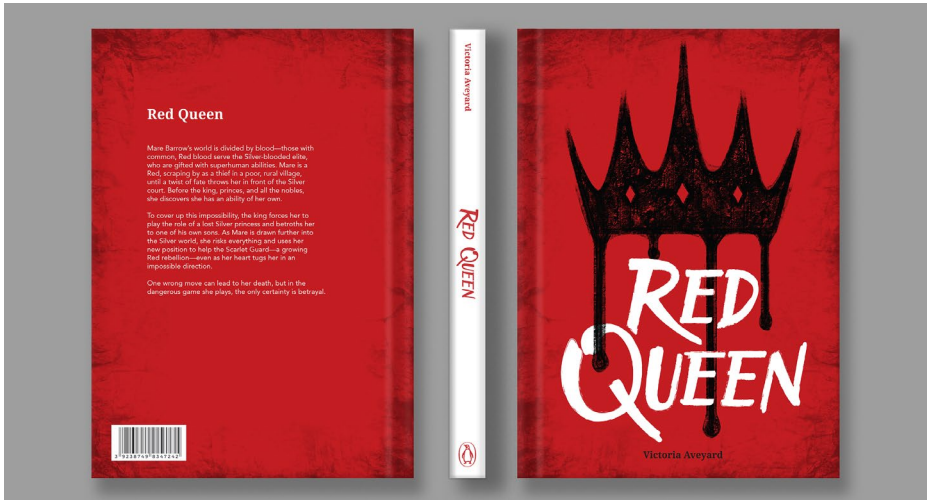
A social awareness campaign regarding Houston's foster care system and the injustices its children face. The campaign takes on two audiences and goals – bringing awareness to the general public, and urging lawmakers to make a difference. The editorial imagery, blue and orange color palette, and bold typography all come together to convey a sense of loneliness, importance, and grab the viewer's attention. The campaign brand includes a series of posters targeting lawmakers, an app to support people around the foster system, and a brand guidelines manual.

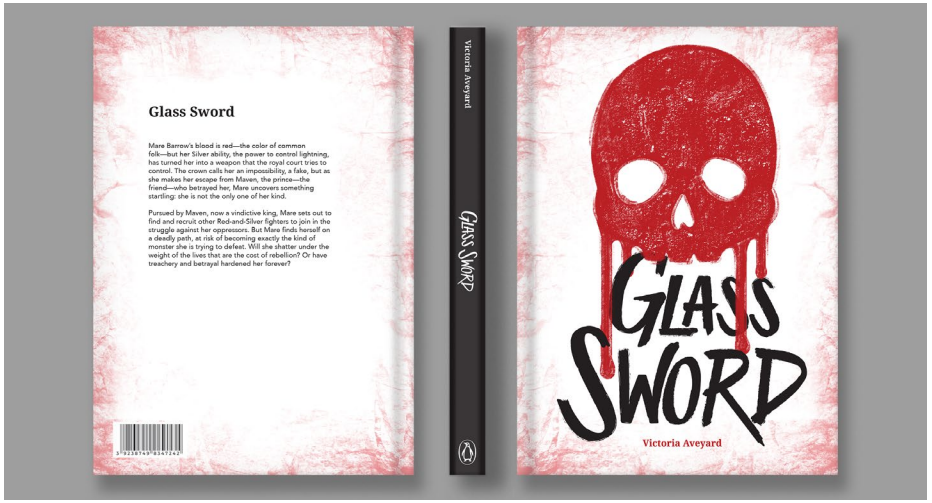


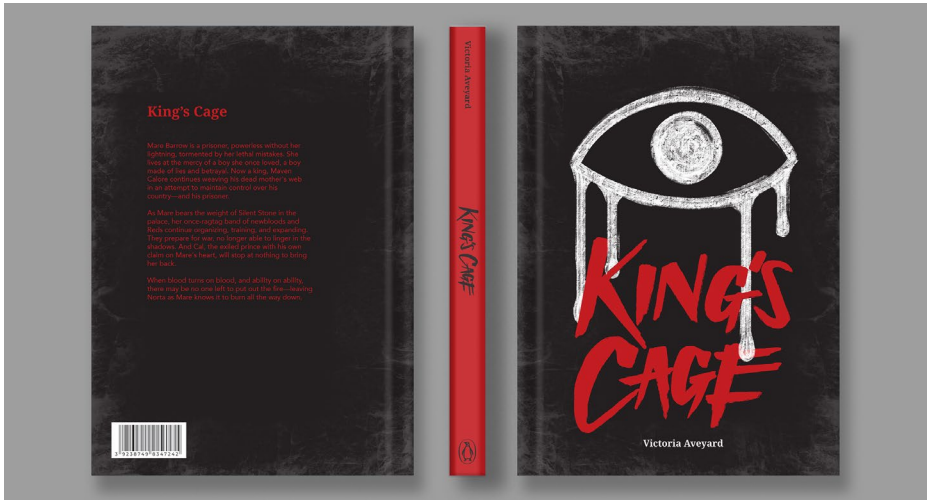
Red Queen Series

Lettering | Illustration

A set of three lettering-based book covers designed for the Red Queen series by Victoria Aveyard. Informed by the series' themes of rebellion, growth, and decay, the lettering is progressively chaotic and experimental. Additionally, the covers incorporate illustrations that reflect symbolism throughout the books, done in a grunge manner to compliment the lettering.



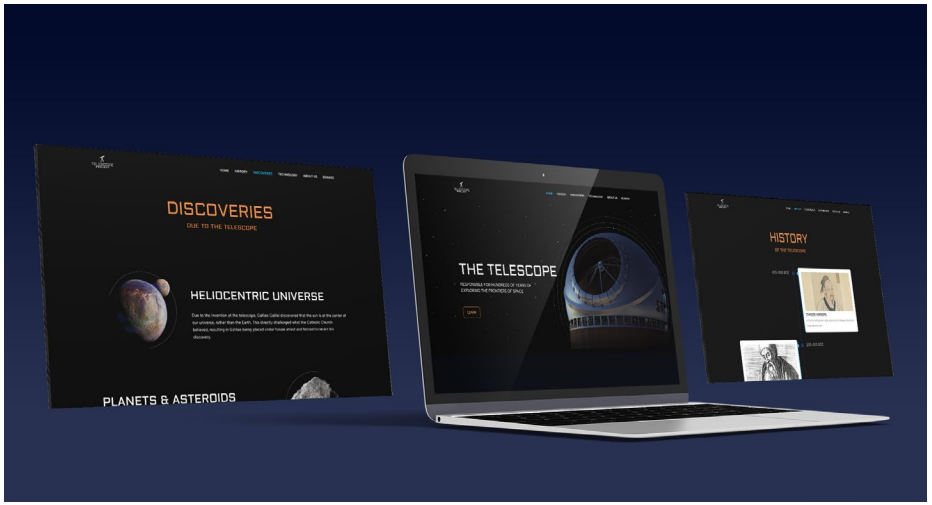


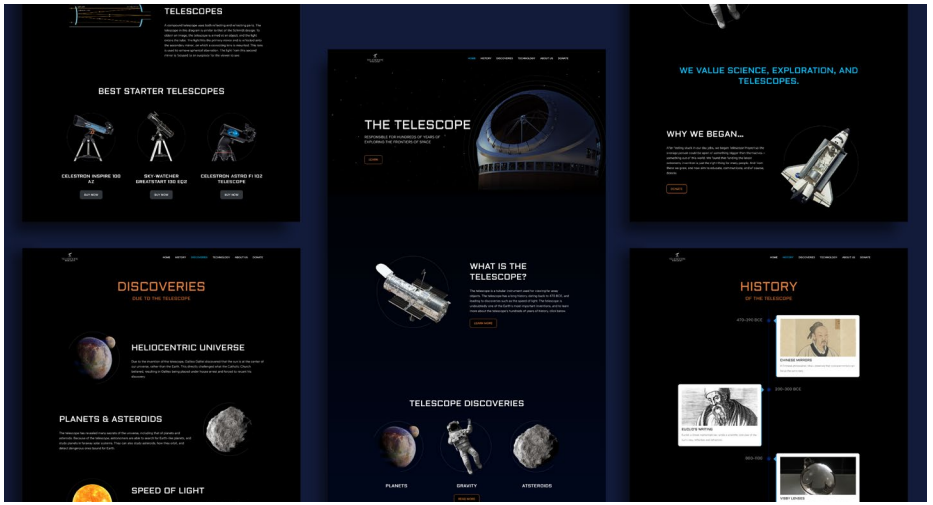


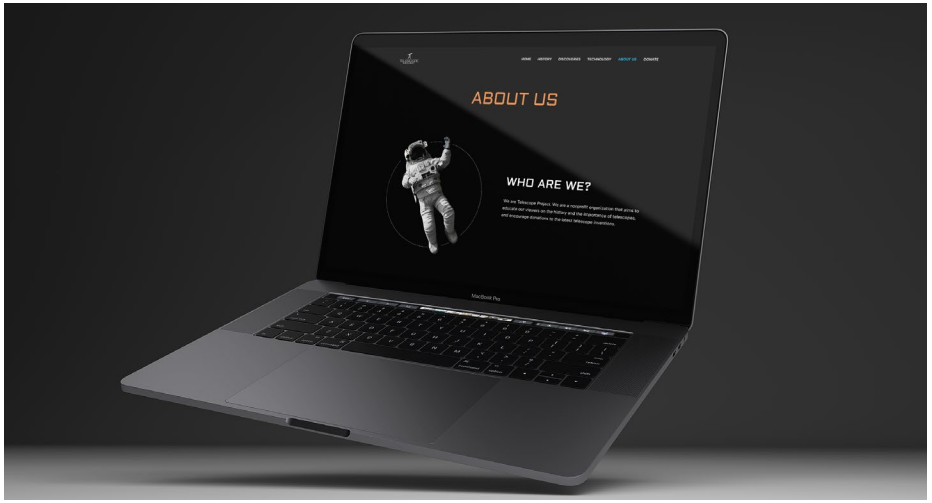
Telescope Project

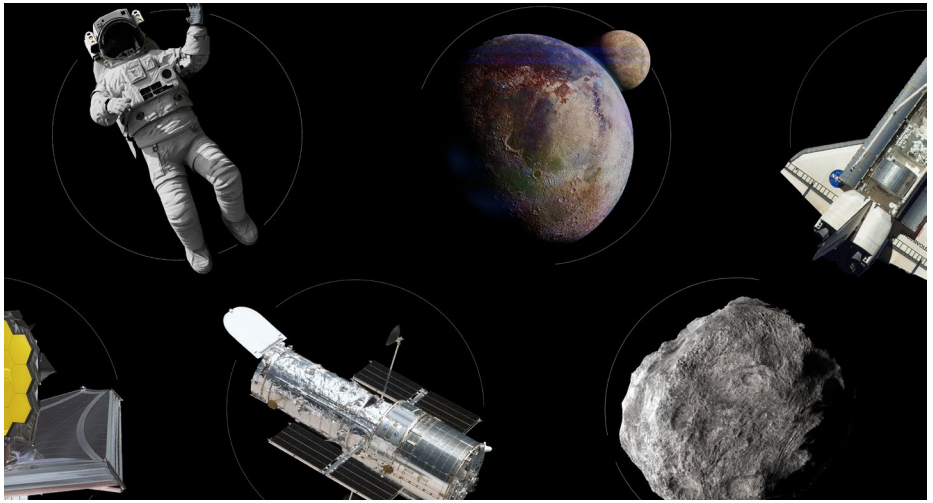
Web | Brand

A WordPress website all about the telescope instrument and its lengthy history. The goal of the website is to communicate the importance of the telescope and push the user to donate to the latest telescope that is under construction. The website uses transparent images against a dark background to evoke a sense of depth and portray outer space.









Silkmoth Field Guides

Print | Illustration

A series of three booklets regarding North American silkmoths. Each booklet utilizes a different grid system and provides further information on the subject. Inspired by moth specimen posters, this series takes on a vintage aesthetic through muted colors, textured paper, water color illustrations, and hand-sewn binding. As a cherry on top, the series is bound together with twine

Vulnerable Struggle

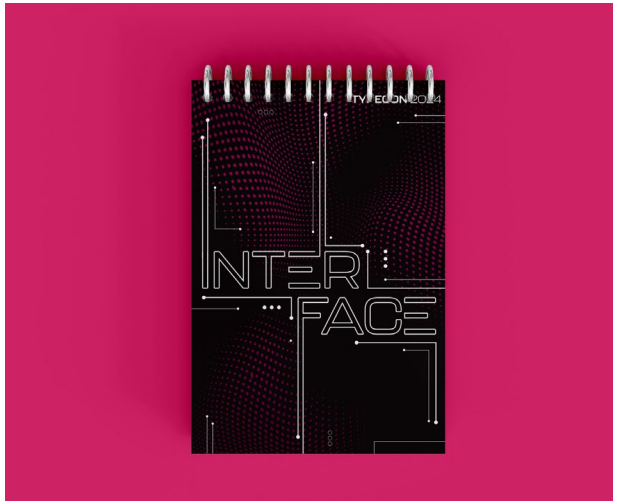
Print

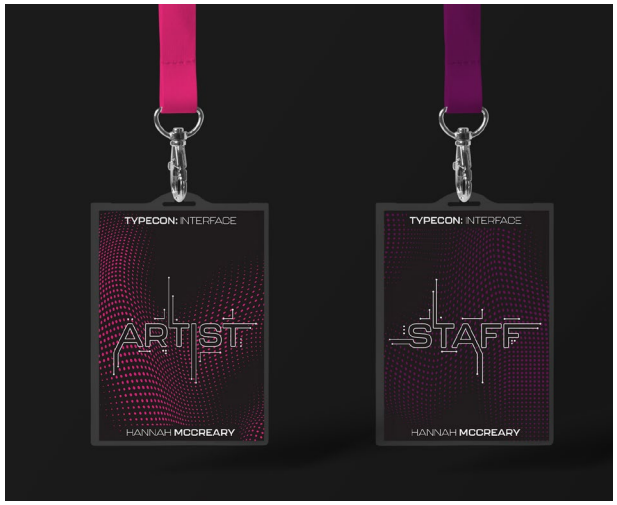
A postcard book based on Pablo Neruda's "Book of Questions". The concept of the book is based in the dichotomy between true emotion versus portrayed emotion. Therefore, two postcards are positive and sunny, while the other two are colder and emptier. The back of the postcards contains an excerpt regarding "Book of Questions".

Typecon: Interface

Brand | Print

A brand identity for an imaginary type conference. Typecon: Interface is imagined to take place in 2024, and focuses on the intersection between coding and type design. The visual identity for the conference takes inspiration from dot matrices and circuit boards and takes on such designs to embody the technological aspect of the conference's subject.





Thank you!

Hannah McCreary
832.350.9590
hello@hannahjoy.design
hannahjoy.design