Portfolio

Julissa Herrera

TypeCon

● ◯ Identity

TypeCon 2024: Permutate is a brand identity system showcasing the cutting-edge concept of generative coding. The design features a dynamic circuit board motif, symbolizing the interconnectedness of coding elements.

Applied to posters, event schedules, and lanyards, the design merges creativity with technology, sparking discussions on the transformative power of coding in design.

Valentina Kachizky

Permutate

Permutate

Typecon

Permutate

Type con

Permutate

Lettering Series

⬤ ▭ Print

This hand lettering series offers a fresh take on Dr. Seuss's beloved stories. Each meticulously crafted book cover uses hand-lettering techniques to express the unique feelings and atmospheres of the tales. Abstract imagery is emphasized to evoke each story's essence, resulting in a visually stunning collection.

How the Grinch Stole Christmas

Dr. Seuss

Cat in the Hat

Dr. Seuss
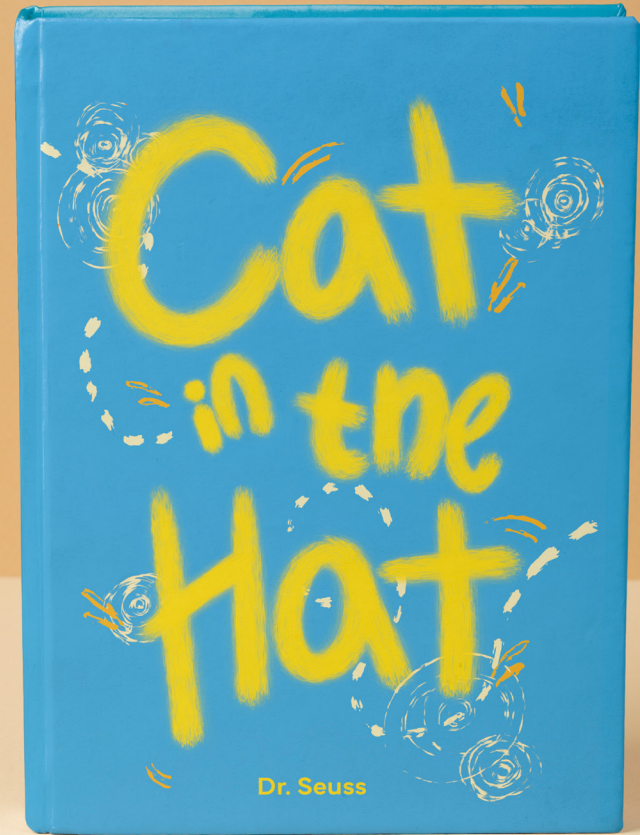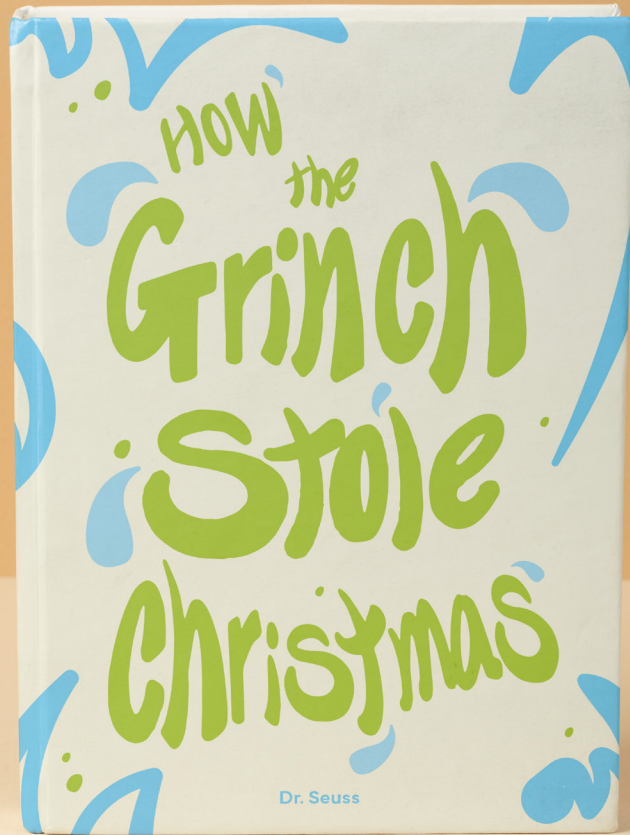
Hoops Match

● ⬭ Identity   ● ⬭ Print

Hoops Match is a memory game designed to bring the excitement of basketball into the world of play and learning for kids. Through delightful illustrations and positive phrases commonly heard during basketball practice or games, it aims to engage and uplift young players.

By blending the joy of play with valuable life lessons, Hoops Match fosters a sense of encouragement and motivation, making it more than just a game—it's an opportunity for growth and development.
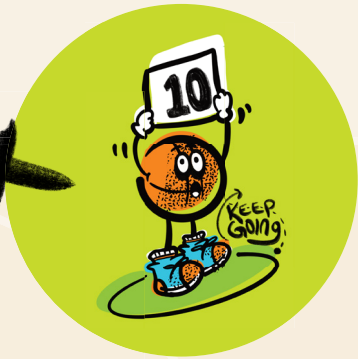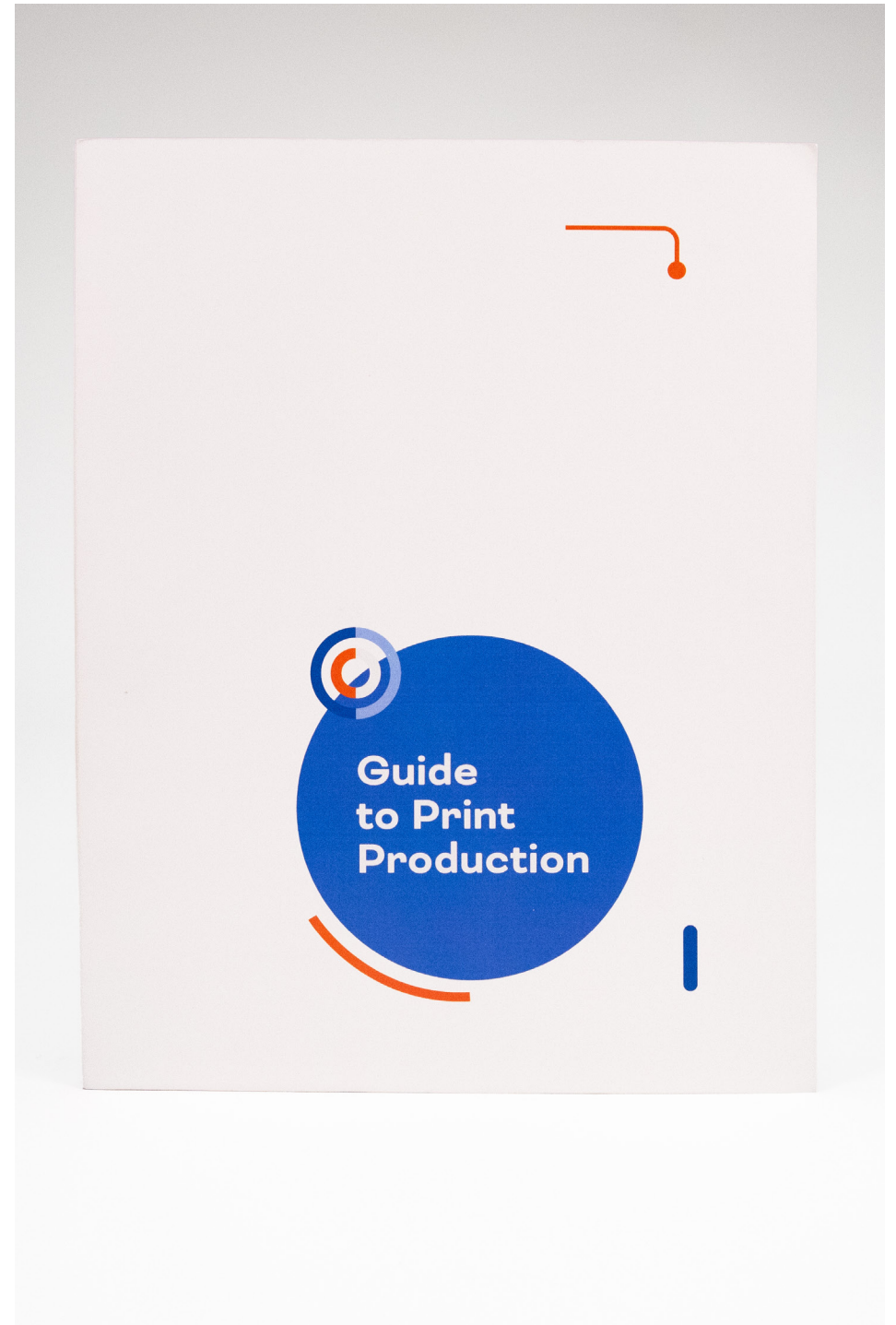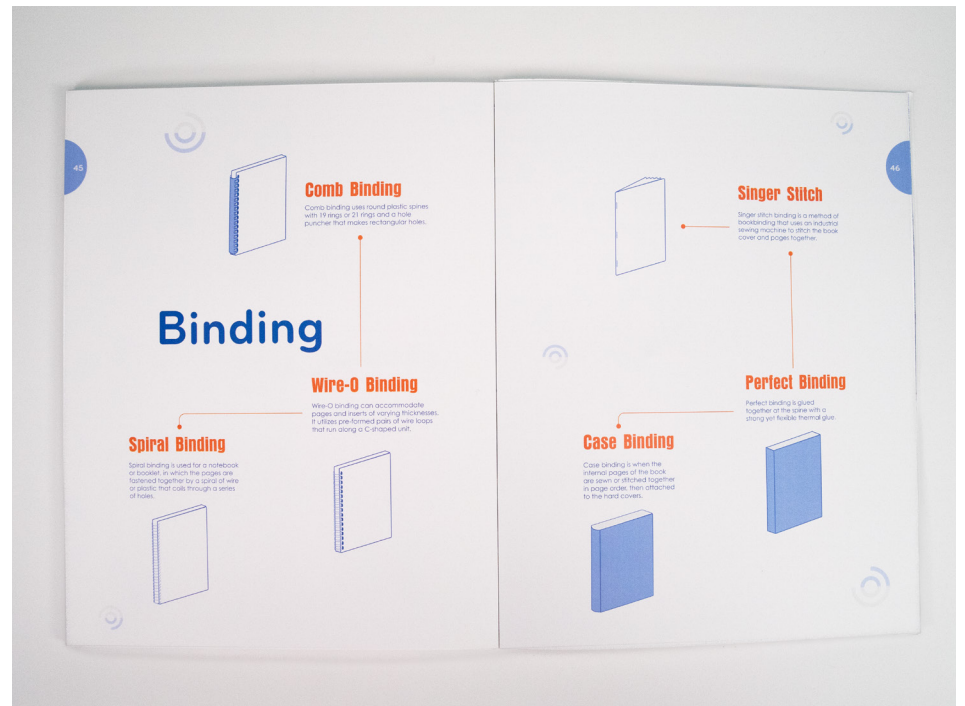
Production Book

● ⬭ Print

This workbook serves as a guided study of the rules and principles of print production. Designed minimally, this book offers a clear visual guide to print production.

With perfect binding, it offers a seamless reading experience from cover to cover.

fh

©

Ligatures

Symbols

Ligatures are laced
together pairs o...
that form on...

...cters

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Binding

Comb Binding
Comb binding uses round plastic spines with 19 rings or 21 rings and a hole puncher that makes rectangular holes.

Wire-O Binding
Wire-O binding can accommodate pages and inserts of varying thicknesses. It utilizes pre-formed pairs of wire loops that run along a C-shaped unit.

Spiral Binding
Spiral binding is used for a notebook or booklet, in which the pages are fastened together by a spiral of wire or plastic that coils through a series of holes.

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Singer Stitch
Singer stitch is a method of bookbinding that uses an industrial sewing machine to stitch the book cover and pages together.

Perfect Binding
Perfect binding is glued together at the spine with a strong yet flexible thermal glue.

Case Binding
Case binding is when the internal pages of the book are sewn or stitched together in page order, then attached to the hard covers.

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Rich Black
Rich black uses more ink, so the resulting color will be deeper and more saturated.

Standard Black
Standard black only uses black ink (100%K); whereas rich black contains elements of other colors (cyan, magenta, yellow).

3 The Page & Grid

○ 8

Get Out The Vote

● ⬭ Identity   ● ⬭ Motion   ● ⬭ Print

The "Get out the Vote" initiative in Houston is all about making voting fun and empowering. Using vibrant design elements like diverse typefaces and bright colors to celebrate the city's rich cultural tapestry.

A dynamic motion video and collectible stickers featuring these designs will highlight Houston's diversity and inspire civic pride. It's a creative way to encourage people to participate and have there voice heard.
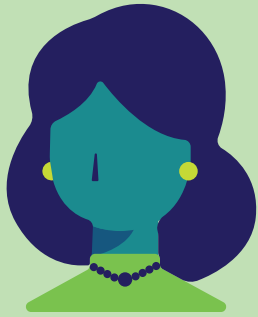
IBN SINA

● ⬭ Identity ● ⬭ Print

The IBN SINA Volunteer Recruitment Poster inspires community members to join the non-profit's healthcare mission in Houston. With vibrant illustrations, it shows how each volunteer contributes to building a stronger, healthier community.

IBN SINA Report

● ⬭ Identity ● ⬭ Print

The IBN SINA Target Audience Persona Report aims to understand Houston's diverse community and tailor healthcare services accordingly. It crafts four personas based on demographics like age, ethnicity, and healthcare needs, helping IBN SINA serve the community more effectively.
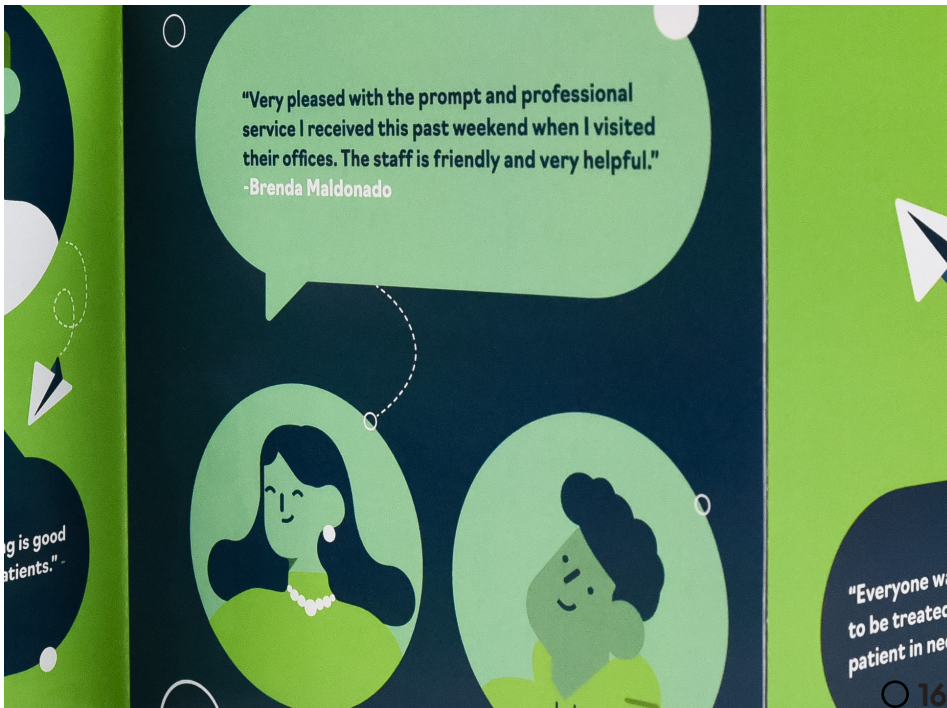
IBN SINA Brochures

● ⬭ Identity   ● ⬭ Print

The IBN SINA Healthcare Brochure Design aims to visually engage and inform the community about the comprehensive and affordable healthcare services offered across seven clinics.

With friendly visuals and expressive design elements, the brochure highlights the human connection, featuring scenes of interaction, volunteering, and care. It seeks to deepen IBN SINA's connection with donors, volunteers, and patients while leaving a lasting legacy of its commitment to accessible healthcare.

Ibn Sina
Patients

Ibn Sina
Donors

Ibn Sina
Volunteers

Why/Who Can Volunteer

IBN SINA Volunteers

2022 Stats

Benefits of Volunteering

Volunteering

90%

"Very pleased with the prompt and professional service I received this past weekend when I visited their offices. The staff is friendly and very helpful."
-Brenda Maldonado

...g is good
...atients."

"Everyone wa...
to be treated...
patient in nee...

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Empower

● ◯ UI/UX

Empowered is a revolutionary fitness app that empowers users on their health journey. It offers personalized workouts, goal-specific recommendations, and a vibrant community platform. By revolutionizing how users engage with fitness, it fosters motivation and individualized guidance.
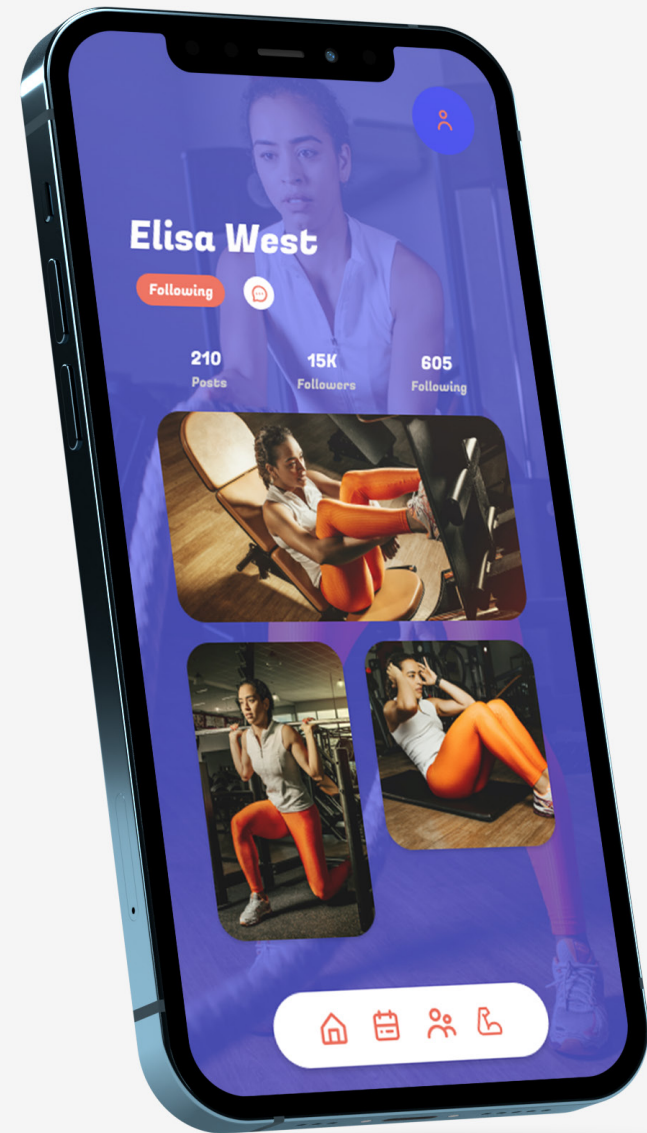
CrispCookie

● ⬭ Typeface Design

The modular typeface CrispCookie is a delicious exploration of design inspired by the bite marks of a cookie. Rooted in the tactile and sensory experience of savoring a crisp cookie, this modular typeface brings a playful and versatile design to the world of typography.

Additionally, Cookie Letterland , an interactive game designed where kids can assemble letters using cookie-themed cubes and ingredient cards, turning learning into a delightful, hands-on experience.

Half Arc

Semi Circle

Ascender Line

Square

X-Height

Baseline

28x

5x

4x
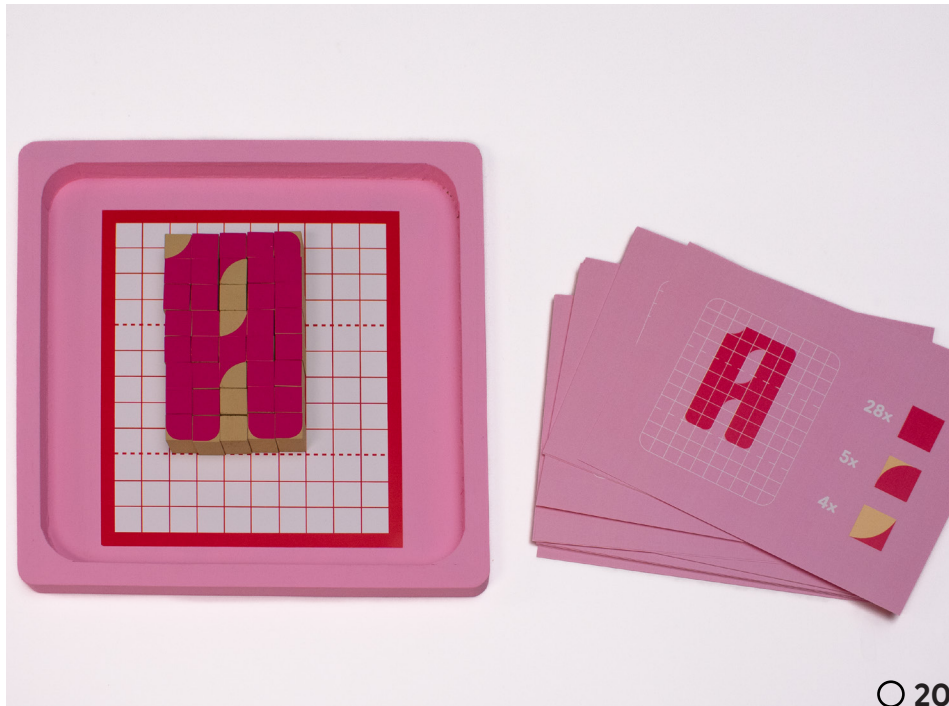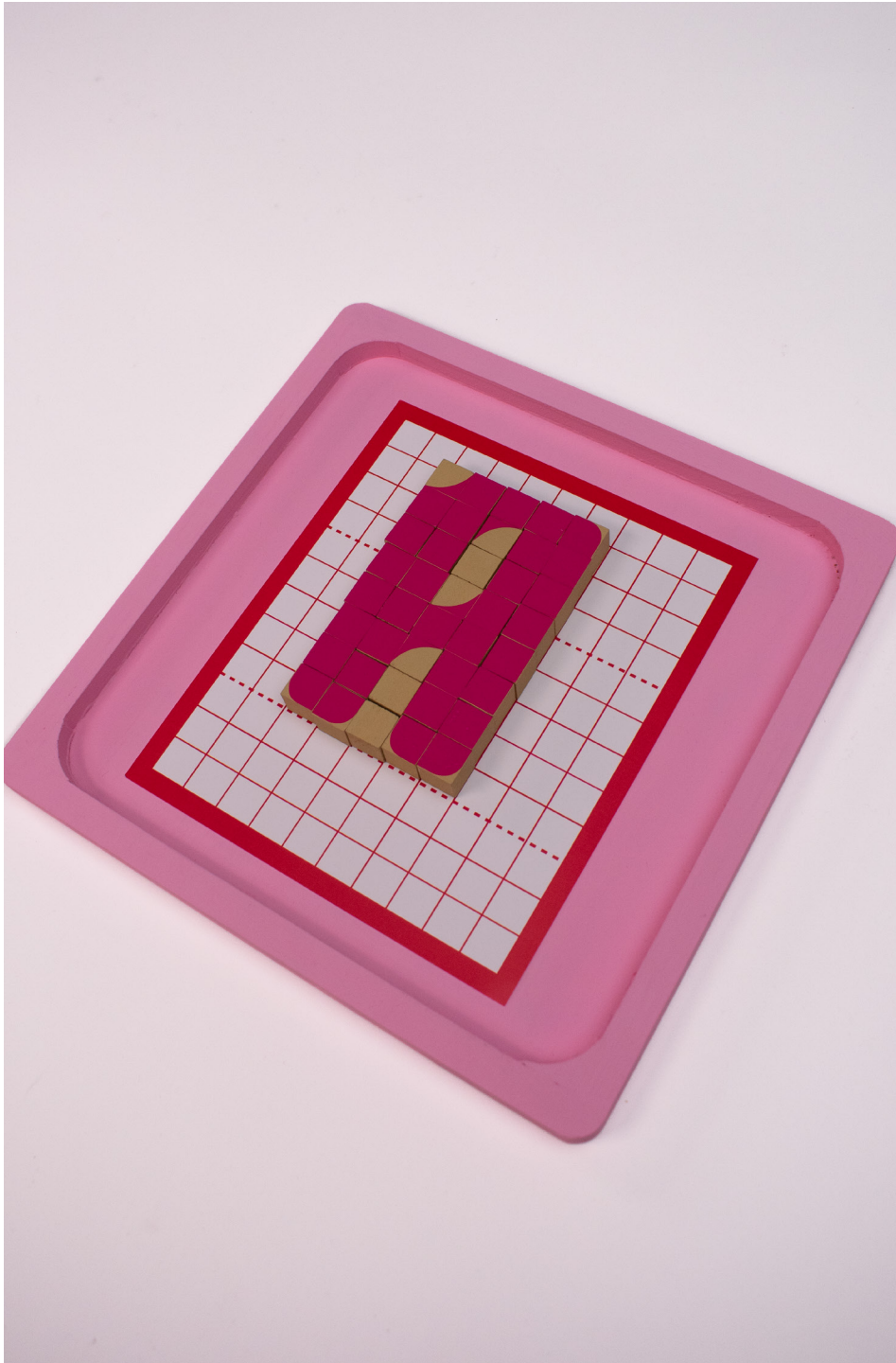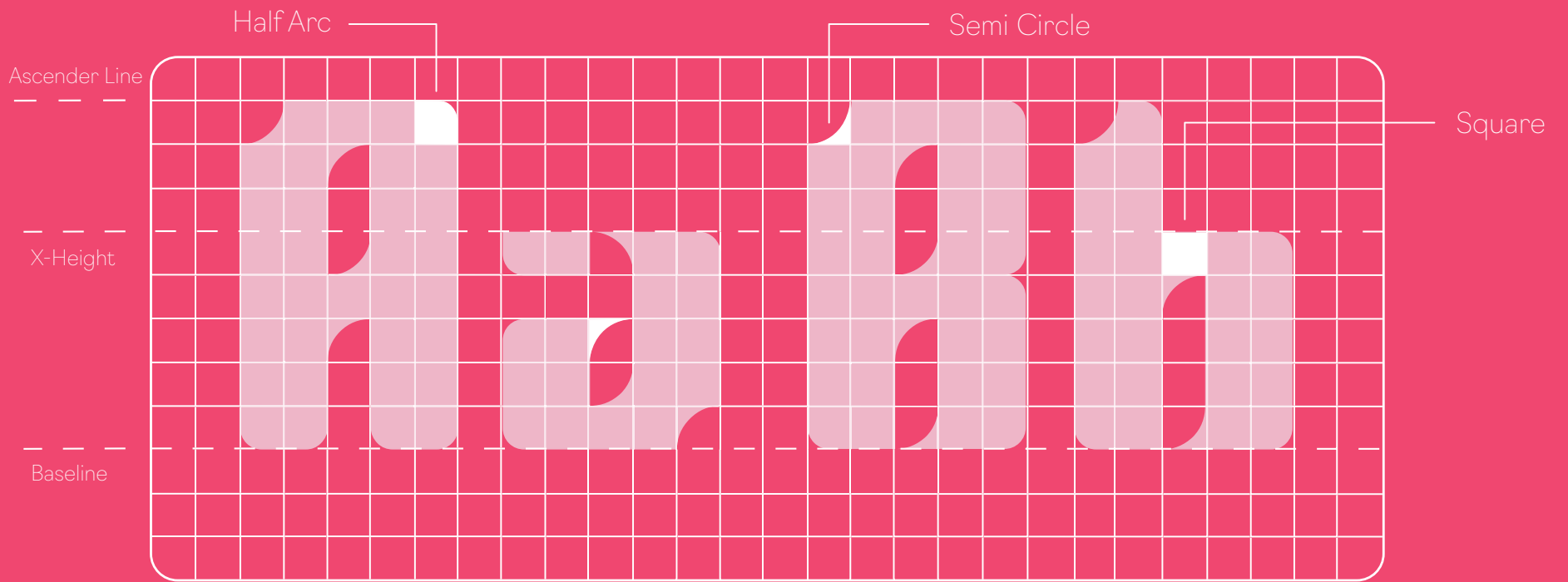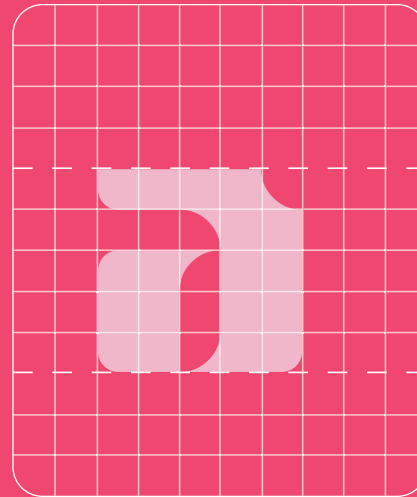
Columbia Tap

● ⬭ Environmental ● ⬭ Signage

A wayfinding system that reflects the important history and communities of the Columbia Tap Trail. Going through three super neighborhoods, the signage shows passerbys which area of the trail they're in as well as its origins. Besides wayfinding, the system encourages social interaction and community building through it's interactive and vivid look. A collaborative project made with Dylan Burkett, Emma Matocha, and Catherine Cantu.

Gateway Arch   Gateway Sign

Directional | Macgregor   Directional | Third Ward   Directional | East Downtown

Social Campaign

● ⬭ Identity   ● ⬭ Print

Houston Cares is a community-driven social awareness campaign committed to addressing the pressing issue of child poverty in the heart of our city. Recognizing the challenges faced by the most vulnerable members of our community, Houston Cares seeks to channel collective compassion into concrete action.

87,085 Families
Live below the poverty line

Support **Houston Cares** Mission and donate to local programs like Houston's Childern's Charity to improve a child's life

272,461
New Yor

106.6

87,085
Houston

75,085
Chicago

Poverty Rates In The Top 4 Most Populated Cities In The U.S.

Houston Cares
Caring Hearts Changing lives

35% H.I.S.D
Children Living Below Poverty
Line (under 18)

Unite for Change. Impact One
Child's Future. Stand Together
with **Houston Cares**

65%

35%

Children Living Below Poverty Line

Nearly double the rate in Texas: 19%

About 1.4 times the rate in Harris
County: 25%

Poverty

Non-Poverty

Houston Cares
Caring Hearts Changing lives

Join **Houston Cares** and support
The Boys and Girls Club to help
underprivileged kids to reach
their full potential

76% Received As and Bs

67% Didn't receive As and Bs

Developing Globally Competitive Graduates

76% Low Income club members ages 12-18
recieved mostly As and Bs

Compared to 67% of their peers nationally

Houston Cares
Caring Hearts Changing lives

Empowering Dreams, Building Futures

Houston Cares
Caring Hearts Changing lives

Houston Cares
Caring Hearts Changing lives

Empowering Dreams,
Building Futures

Houston Cares
Caring Hearts Changing lives

Houston Cares
Caring Hearts Changing lives

Houston Cares
Caring Hearts Changing lives

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