DESIGN
PORTFOLIO

Rochelle Matus

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Interface Typecon
Branding
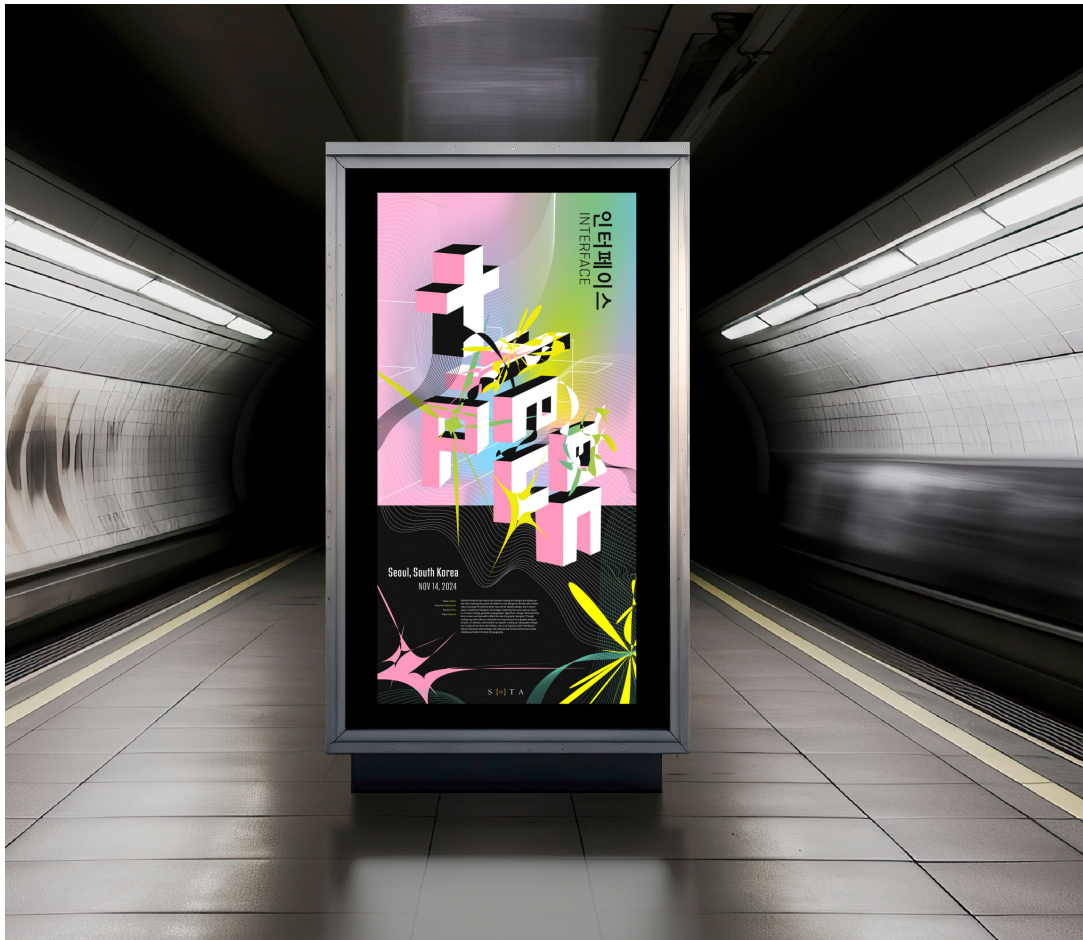
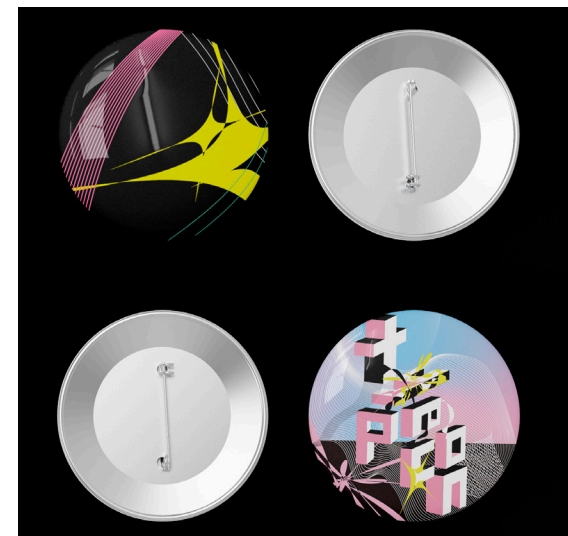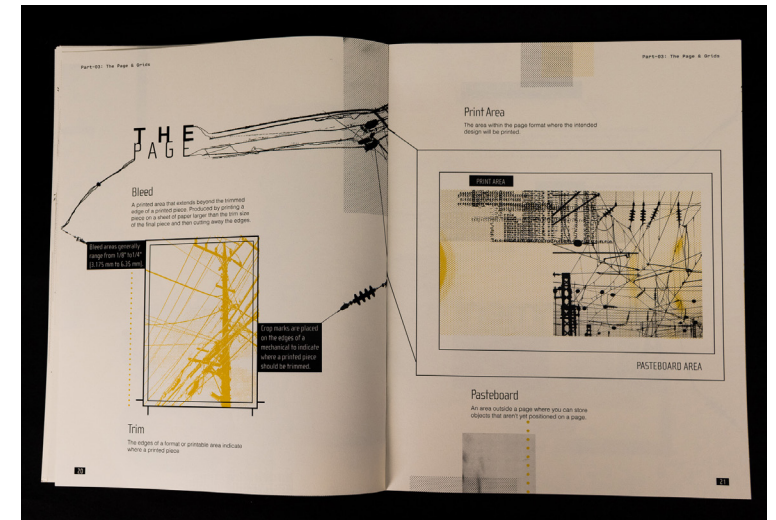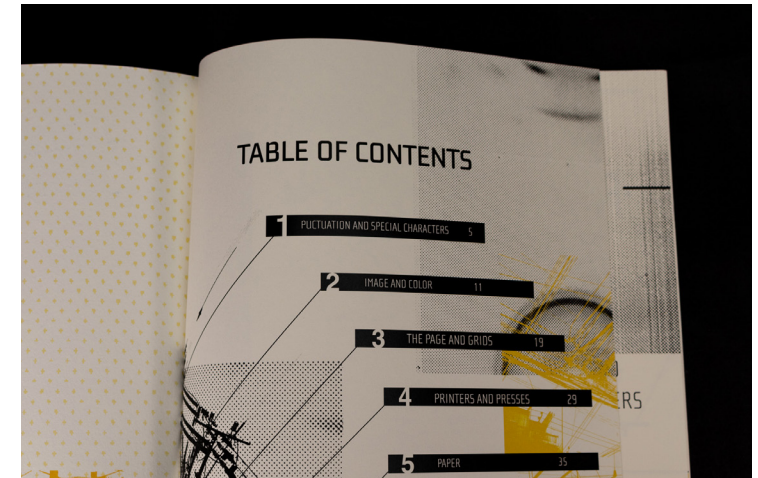The Interface Typecon Identity System project aims to create a distinctive brand identity for a design conference dedicated to typography, with a specific focus on the interaction between coding and design. The identity will encapsulate the innovative and ever–evolving outcomes of this intersection, serving as a visual representation of the conference's theme and ethos.

Chaotic Yet Connected
Print Production

THE PAGE AND GRIDS

03.

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Folio

The page number and other copy in the lower portion of a page, typically a title or issue date if it's a periodical.

WHAT DOES EXIST [ST. PAUL]

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Chaotic Yet Connected is a guided study and exploration of the rules and principles of print production.
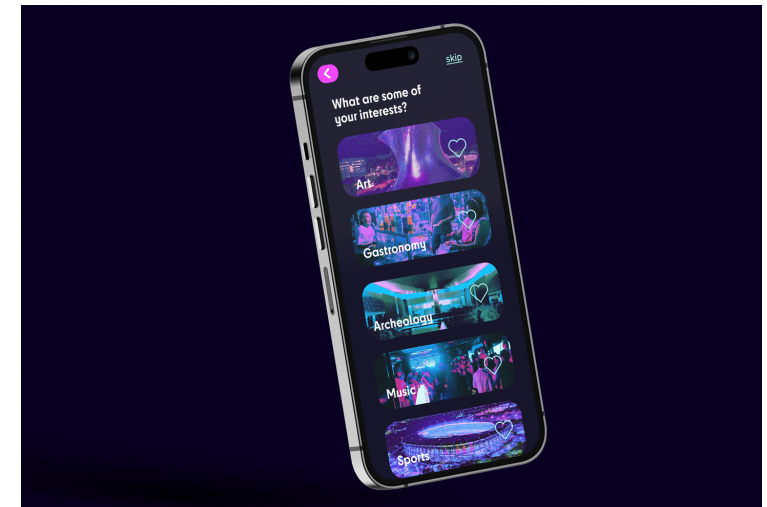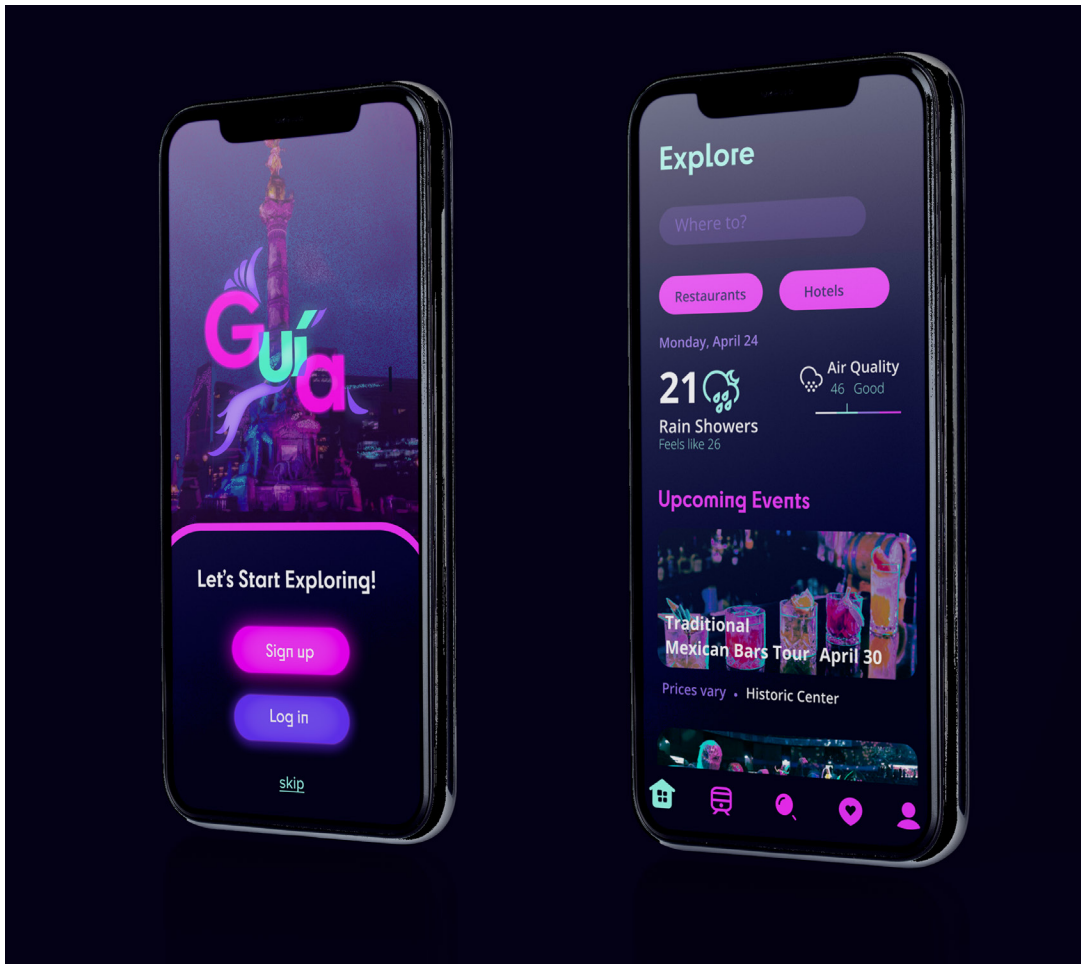
The design of the print book reflects a chaotic yet connected design. The system employed throughout this book to reflect this ambivalence includes halftones, textured photography, a duotone color system, and recurring wire motifs.

PANTONE P 7-8 U

Guia App
UI/UX
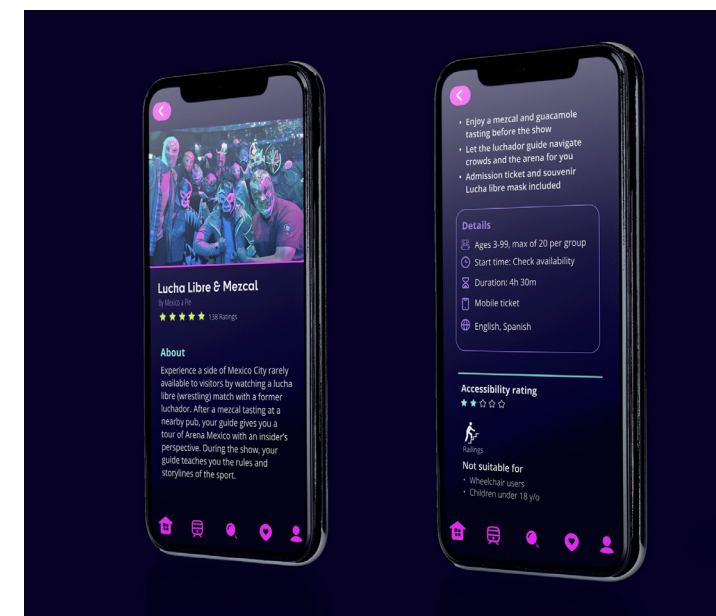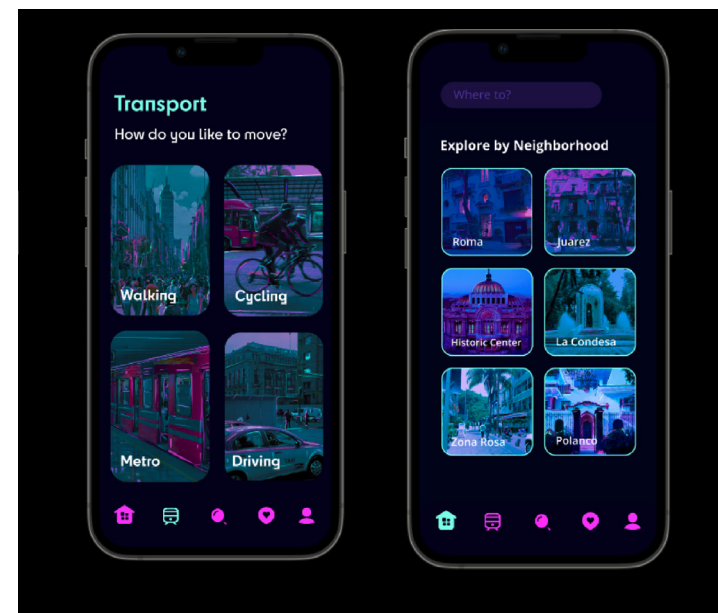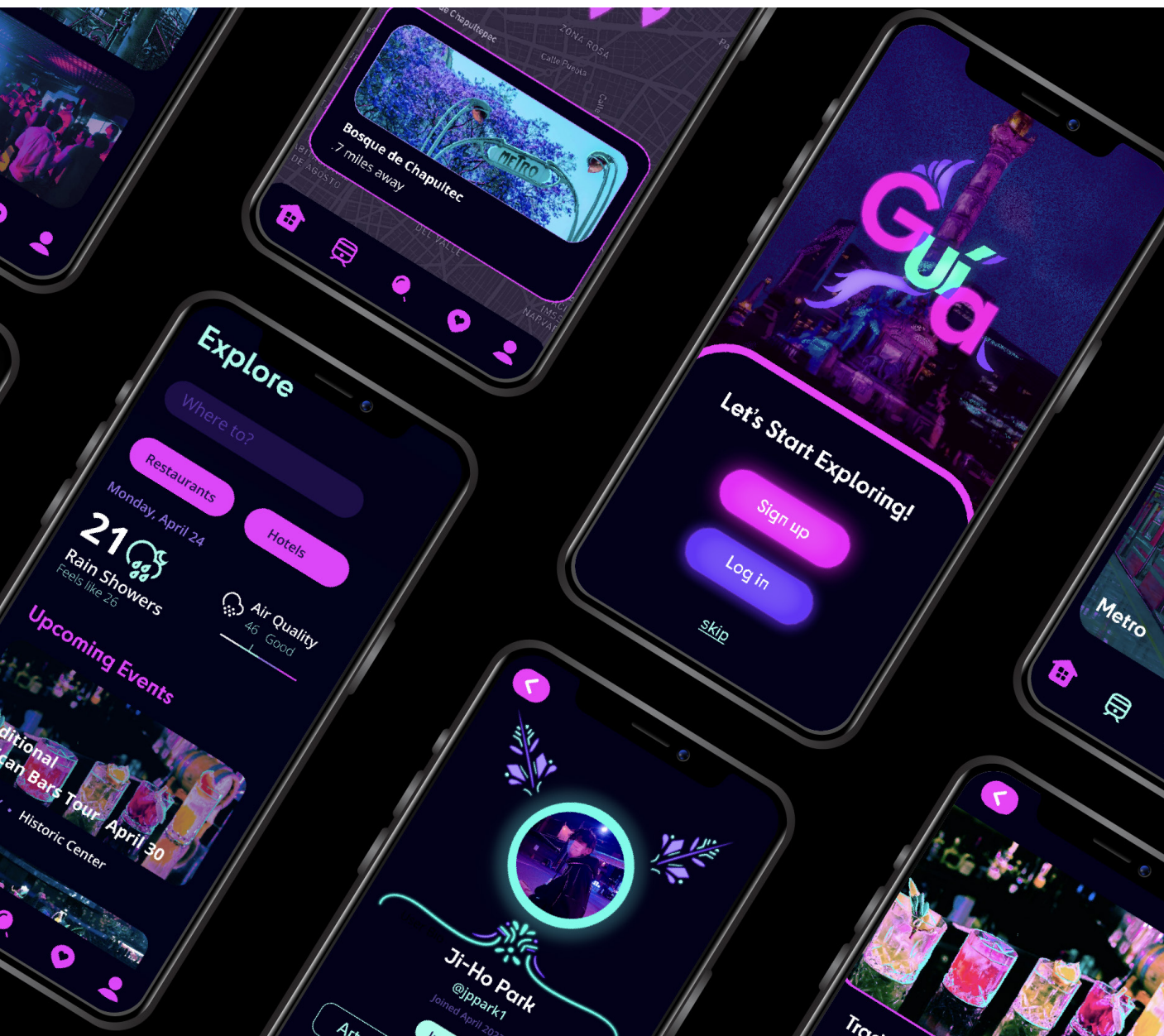
Guía your ultimate companion for navigating the enchanting landscapes, rich culture, and bustling metropolis of Mexico City. Its design is inspired by the vibrancy of night life in Mexico city merging with a technological shift.

Guía seamlessly merges the pulsating energy of Mexico City's nightlife with cutting–edge technology, offering an immersive experience that unlocks the city's enchanting landscapes, rich culture, and bustling metropolis.

Taper Modular Typeface
Product Design, Typography
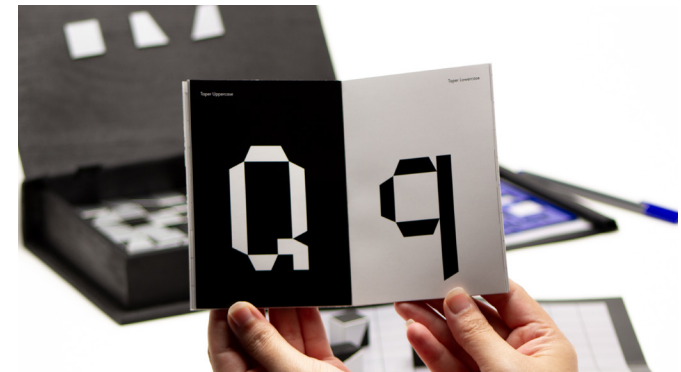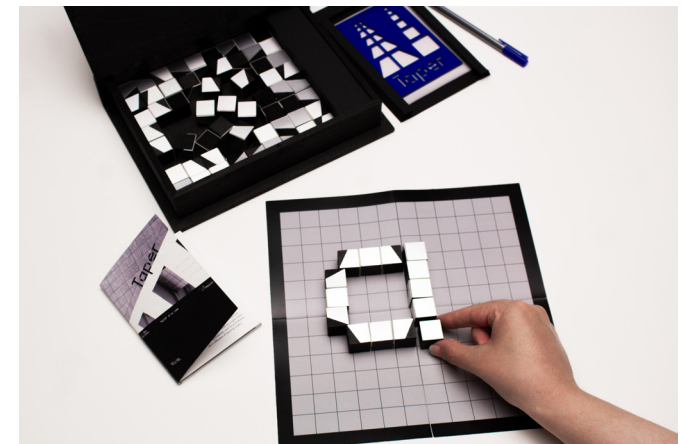
A modular typeface inspired by the tapering angles found in architectural structures. The diminishing angles, bare building materials, and unusual shapes are a reflection of skewing angles.
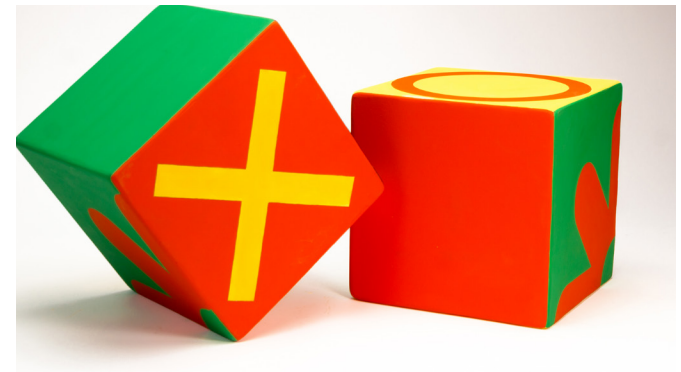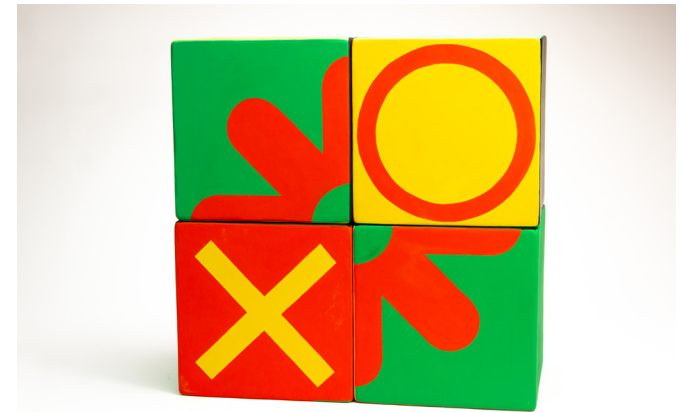
The typeface makes use of three different building blocks; a square, and two different angled pieces that are rotated to create the different letterforms, numbers, and punctuation.

Play! On Tap
Environmental

Play is an installation that celebrates the ongoing transformation of the Columbia Tap Trail and the community that has been at the heart of it throughout. This whimsical installation encourages children to interact with the space in ways that are enriching, imaginative, and fun.

These vibrant, durable building blocks can be easily assembled and rearranged, creating an ever–changing play space.

IBN Sina Foundation
Branding, Print

The IBN SINA rebranding project integrates a multi–dimensional approach to convey the organization's commitment to holistic healthcare and community engagement. One aspect of this rebranding strategy involves the strategic use of illustration and the incorporation of a community garden as a metaphor.

Columbia Tap Trail
Environmental, Wayfinding

Full Signage Package

In developing the signage system for the trail, the intention was to foster community engagement by incorporating historical facts on the side of each sign while maintaining a cohesive identity.

To achieve this, we carefully curated historical facts and information relevant to each specific location and incorporated them into the design of the signs. These historical tidbits were strategically placed on the side of each sign, easily visible to passersby. By doing so, we aimed to enrich the trail experience, providing visitors with valuable insights into the area's past, culture, and significance.

Gamut Exhibition
Environmental
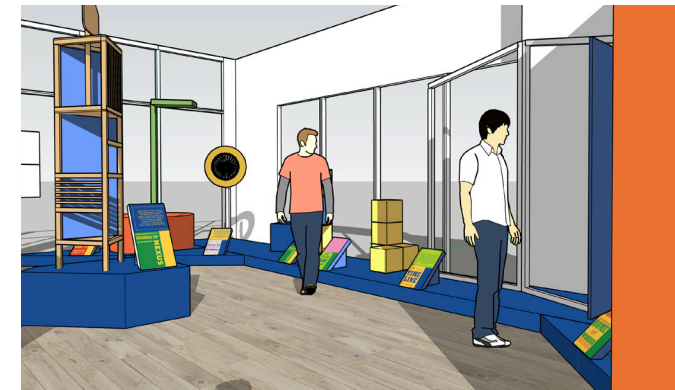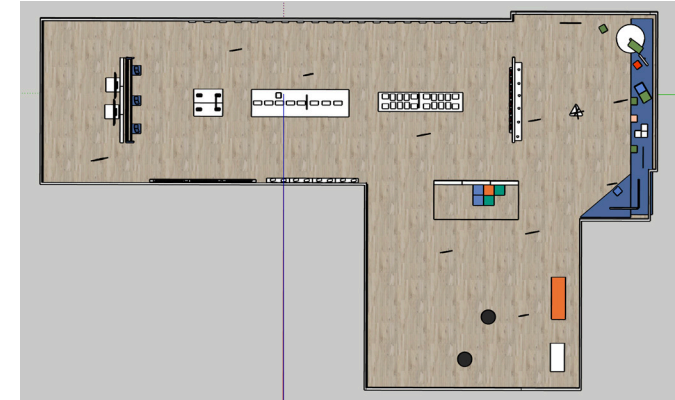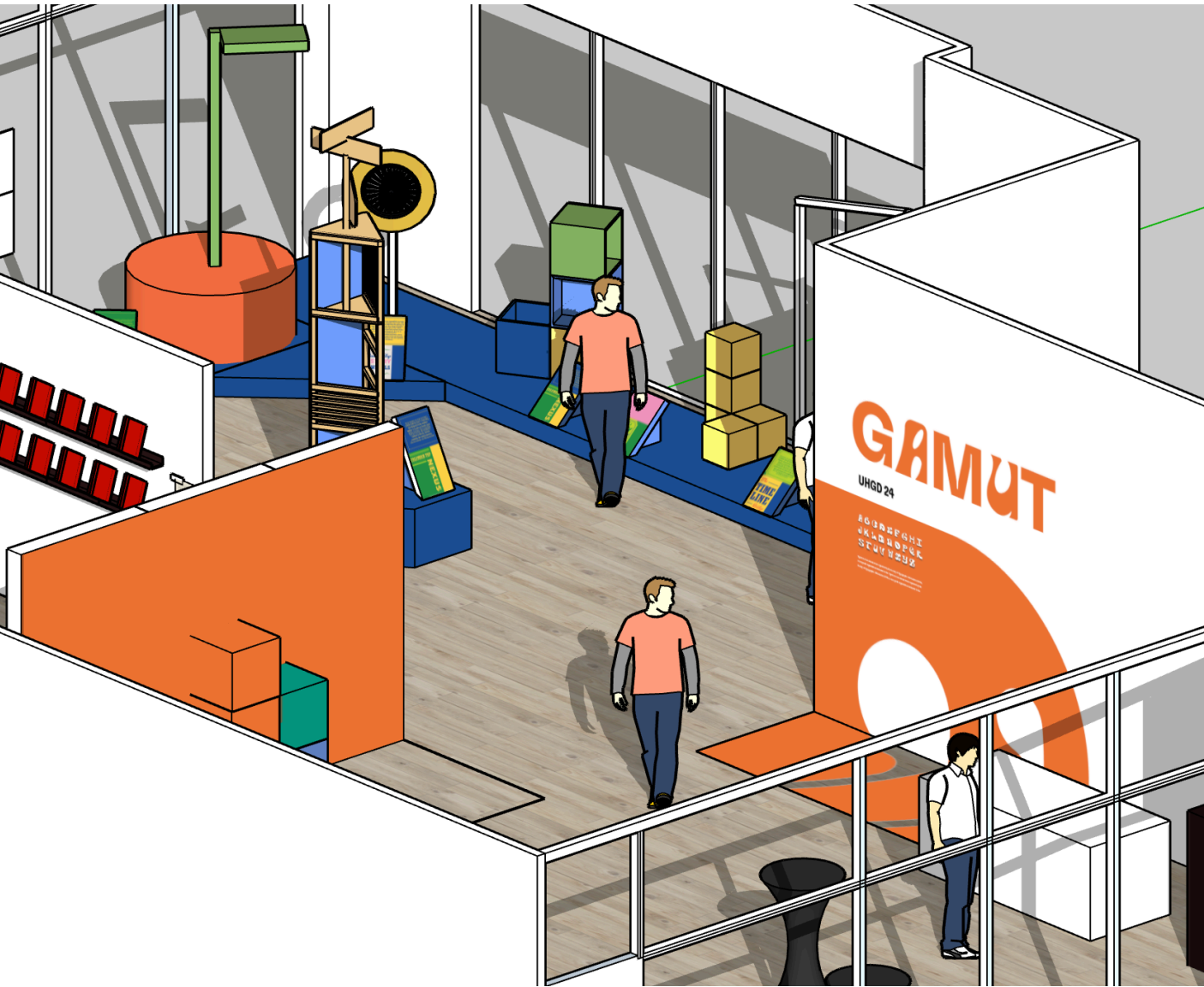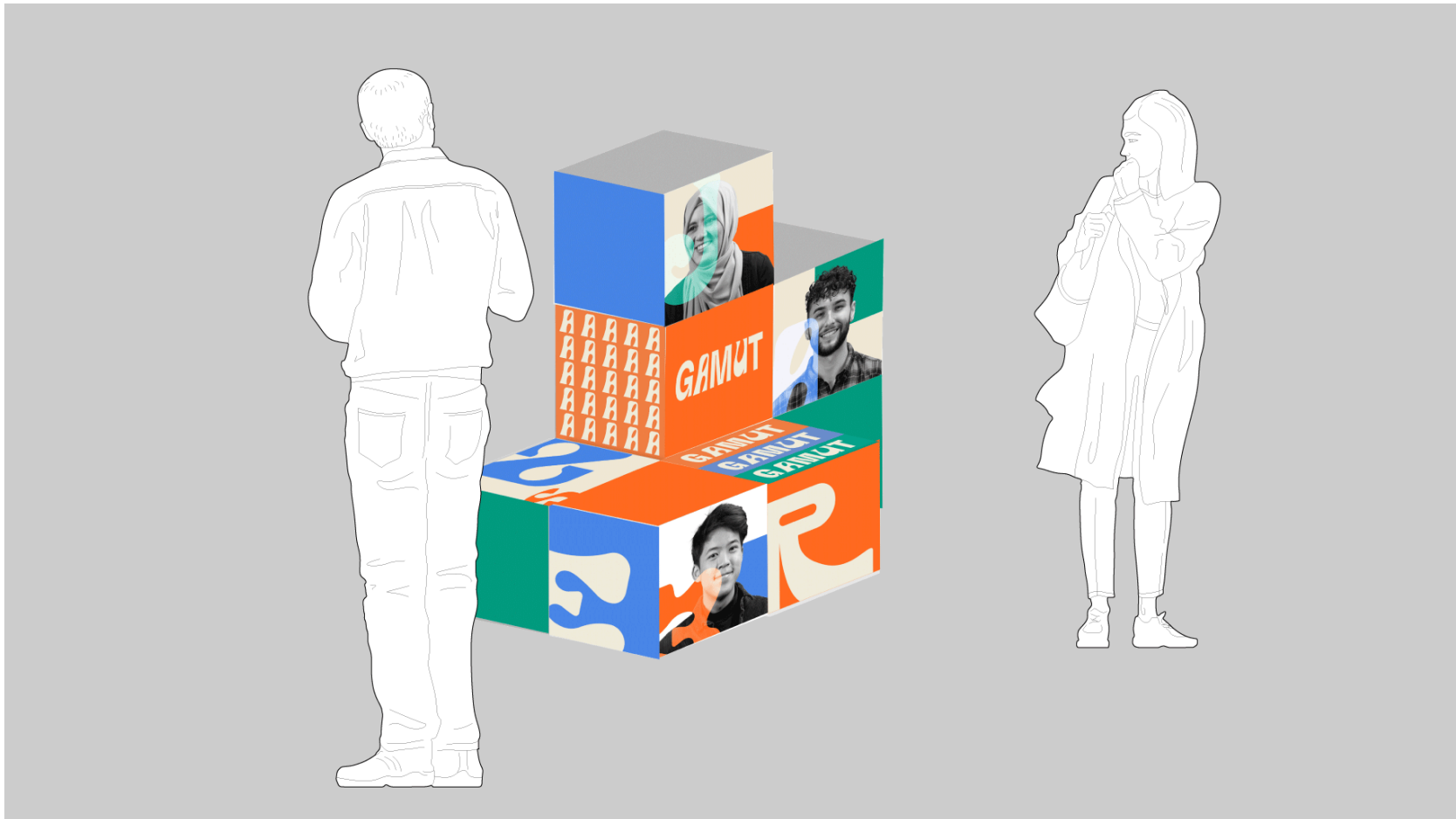
Welcome to "Gamut," an extraordinary exhibition showcasing the collaborative efforts of 22 graphic designers. More than just a display of artistic talent, Gamut is a living testament to the transformative power of collaboration, diversity, and boundless creativity.

Through a vibrant array of artworks, this event invites visitors to explore new perspectives, challenge preconceptions, and celebrate the limitless possibilities that emerge when creativity knows no bounds.
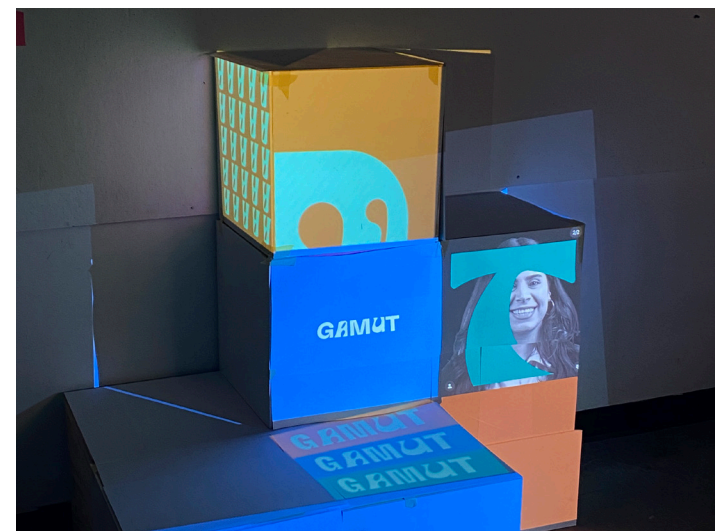
Interface Typecon
Branding

The objective of this project is crystal clear: develop a website inspired by the Typography Field Guide Project. The design must seamlessly integrate with the field guides and offer comprehensive information on the chosen theme. It's imperative that students construct the website from the ground up, showcasing their proficiency in HTML and CSS.

Not for Sale Social Campaign
Branding

The project aims to raise awareness about the issue of human trafficking and empower individuals to take action to combat it. Through a multifaceted approach encompassing educational initiatives, community engagement, and advocacy efforts, the goal is to shed light on the realities of human trafficking and mobilize individuals and communities to become agents of change.

rochellematus.