

JOSE ROMERO —————  
GRAPHIC DESIGN PORTFOLIO  
2024 → SELECTED WORKS

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Jose Romero is a graphic designer born in Virginia and raised in Texas. He believes in collaboration and communication as being paramount to creating successful design systems. He specializes in typography, identity, and UI/UX design.

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# 1 → WeWalk Houston

Identity • UI / UX • Print

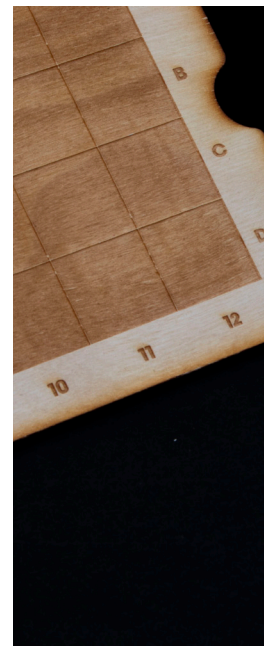
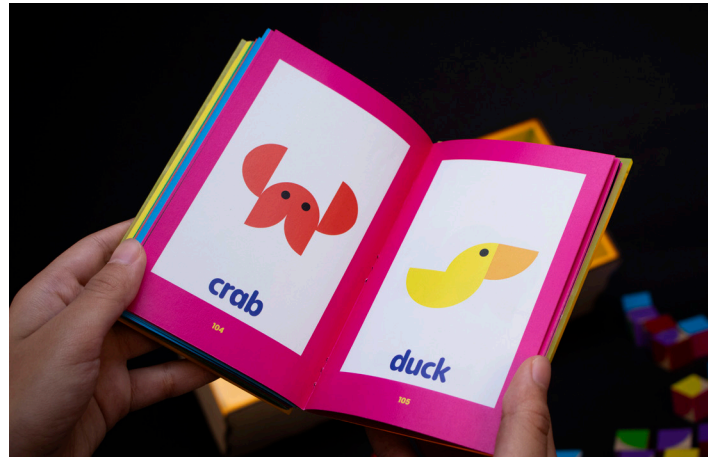
WeWalkHouston is a social awareness campaign advocating for walkable infrastructure in the city of Houston. Data visualization is used throughout the identity system to make comprehensive data sets digestible. A series of 3 booklets, app, & website were developed to complete the system.



## 2 → **Playtime**

Type Design • Product Design • Print

A custom made modular type system that was expanded to create a toy fit for type designers & children alike. The typeface was designed with simplicity in mind. A series of shapes, numbers, patterns, & characters can be made with the provided modules. An accompanying type specimen booklet is included & doubles as a guide on how to construct the letters, numbers, patterns, & characters.



3 → **On Tap**  
Identity • Experiential • Print

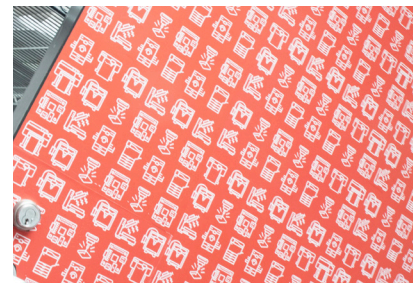
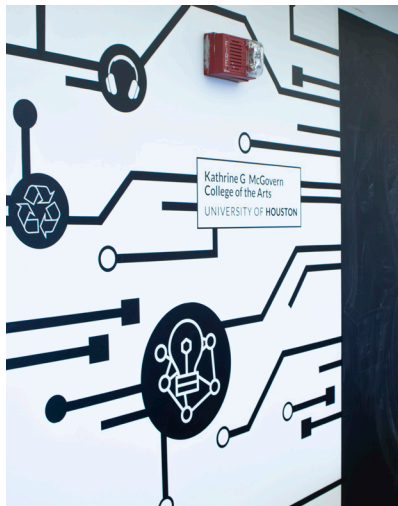
On Tap is a branding & signage system which celebrates the rich history of the Columbia Tap Trail in Houston's Third Ward. As part of the project, six unique installations were created along the trail, with six beacons to mark the different node sites. These beacons include a variety of engaging features, such as a map of the trail and specific graphics highlighting each node's significance.



## 4 → Arts & Technology Center

Identity • Experiential • Print

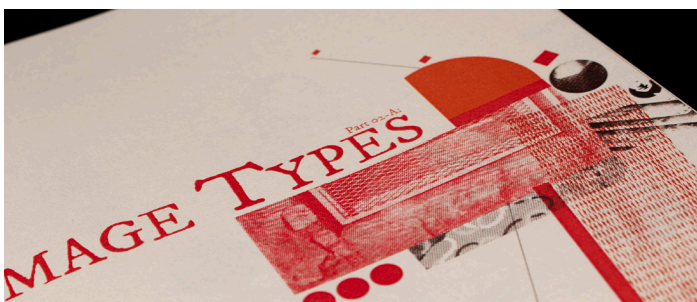
The Arts & Technology Center is a maker space within the Katherine G. McGovern College of the Arts. Students can print and produce various works with the equipment provided by the space. A visual system that includes branding, icons and wall graphics was developed to give the space a professional yet approachable feeling.



## 5 → **Shifted**

Book Design

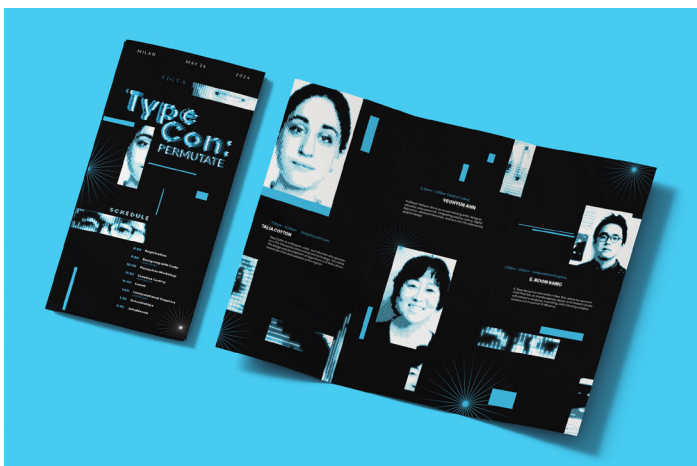
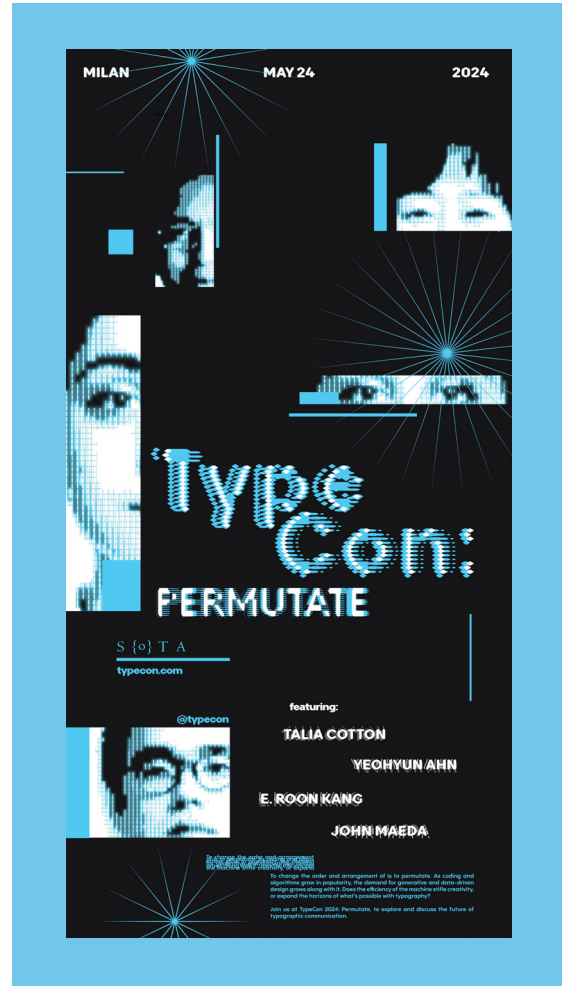
A guided study of the rules and principles of print production. Practicing a more design-forward approach, SHIFTED combines digital collaging and oldstyle typography to demonstrate each process.





6 → **TypeCon**  
Identity • Experiential • Print

TypeCon: Permutate, is a fictional conference identity system focused on the future of typography, and how generative coding and artificial intelligence are changing the way we think of typography, imagemaking, and brand identity. This identity and conference aims to show that generative and data-driven design is a tool that could expand the horizons of typography in the future.



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Jose Romero, a Houston based graphic designer, believes collaboration and communication are paramount to creating successful design systems. Specializations include typography, identity, and UI/UX design.

**Jose Romero**

(903) 941.2089

↗ [jose@romero-design.com](mailto:jose@romero-design.com)

↗ [www.romero-design.com](http://www.romero-design.com)

↗ [@romero\\_\\_design](https://twitter.com/romero__design)

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**Education**

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**University of Houston**

2021 – 2024

4.0 GPA

BFA in Graphic Design  
Summa Cum Laude

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**Tyler Junior College**

2019 – 2020

4.0 GPA

Associates of Arts  
in General Studies / Certificate  
of Proficiency in Graphic Design  
Summa Cum Laude

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**Skills**

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HTML/CSS/Wordpress  
UI/UX  
Print Production  
Branding  
Typography  
Illustration  
Motion

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Motion  
Layout  
Risography  
Laser Cutting  
Packaging  
Adobe Creative Suite  
Microsoft Office

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**Affiliations**

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**AIGA**

The Professional  
Association for Design  
2023 – Present

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**UH GAP**

University of Houston  
Graphics Alumni Partnership  
2023 – Present

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**Experience**

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**Field of Study**

Design Intern  
May – Dec 2023

Created design assets, print  
material, social media posts &  
various other deliverables in  
collaboration with the design team.

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**UH School of Art**

Lab Monitor / Lead Designer  
Aug 2021 – May 2024

Developed brand identity for the  
space, managed print operations.  
Large format printing, book  
binding, laser cutting, & digital  
fabrication.

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**Exhibitions &  
Accolades**

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**ON TAP**

Columbia Tap Trail  
Installation Series  
2024

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**Gamut:**

**Senior Graphic Design Exhibition**

MATCH: Midtown Arts &  
Performance Center Houston  
2024

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**Blaffer Annual**

**Student Showcase**

Blaffer Art Museum  
2023 & 2024

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**Katherine G. McGovern**

**College of the Arts**

Scholarship Recipient  
2023

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**University of Houston**

Dean's List  
2021 – Present

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# Thank You

Contact:

**Jose Romero**

(903) 941.2089

↗ [jose@romero-design.com](mailto:jose@romero-design.com)

↗ [www.romero-design.com](http://www.romero-design.com)

↗ [@romero\\_\\_design](https://www.instagram.com/romero__design)

Produced in the United States by Jose Romero

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