



**Zoe Schomburg**

Design Portfolio

# Ibn Sina

Identity, Print  
Spring 2023

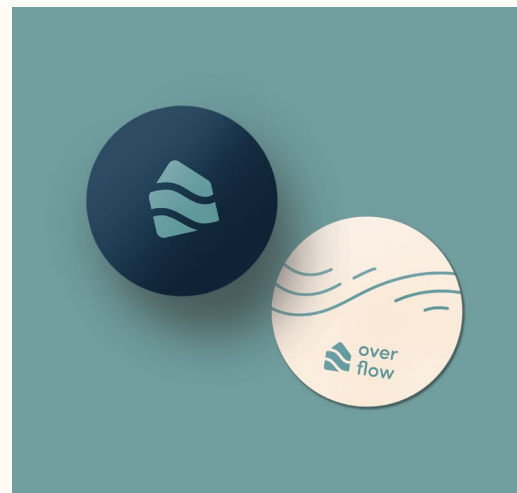
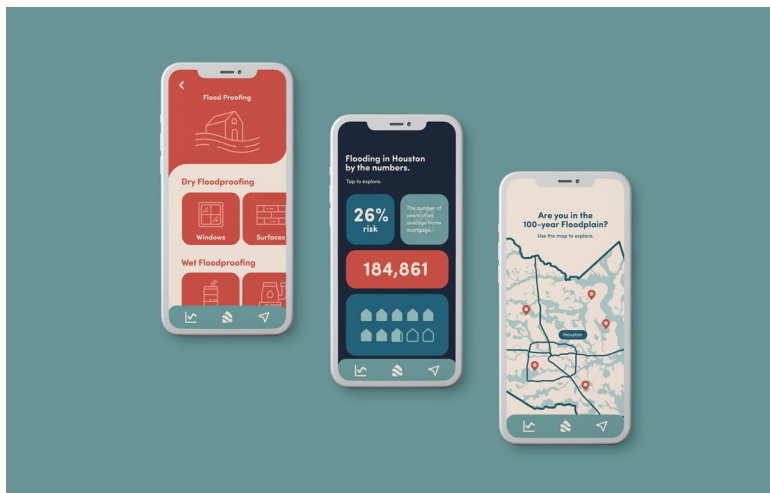
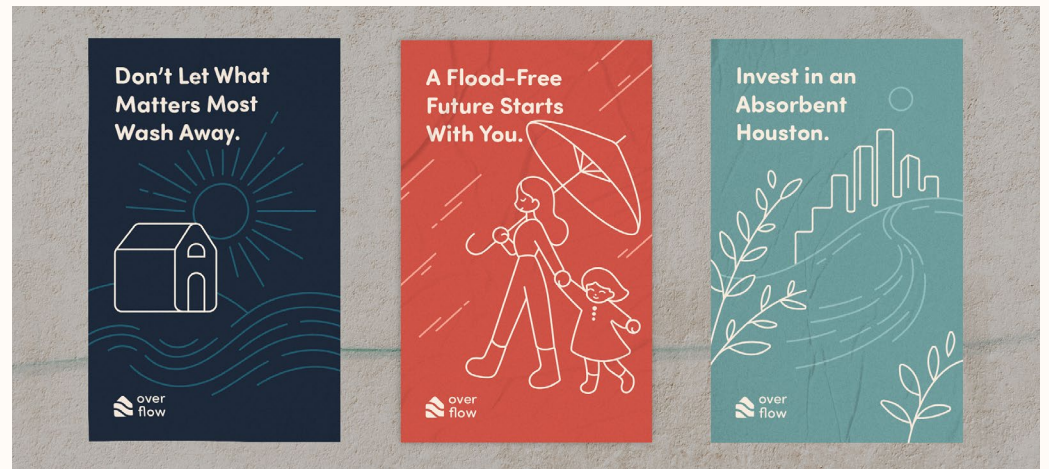
This identity for the medical nonprofit Ibn Sina utilizes the concept of the body as a garden, represented by textured illustrations of lush plant life and a warm, earth-toned palette. It pivots from typical medical imagery and focuses on the personal growth of the patient. Each brochure includes a die cut window that highlights three potential audience members, depicted with colorful, personable character illustrations. The final identity includes a report book, brochures, and poster.



# Overflow

Identity, Print, UI/UX  
Spring 2024

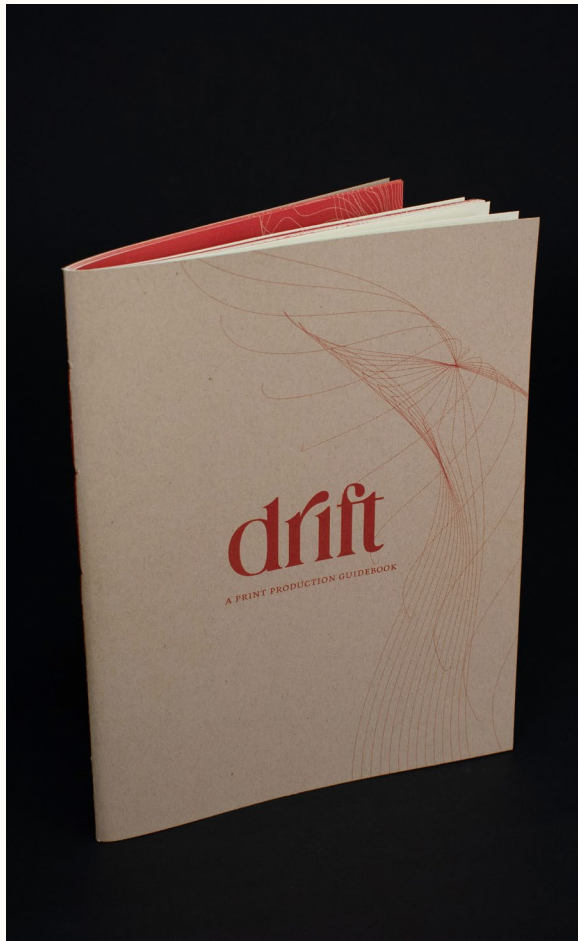
Overflow is a social awareness campaign that aims to bring attention to the pressing issue of flooding in Houston. While floods can cause lasting damage, this brand seeks to create calm through education, preparedness, and an inviting design. Clean and vibrant line-art illustrations lend friendliness to the brand, with an emphasis on home and family, the environment, and personal empowerment. The final brand includes posters, an app, and a branding guidelines book.



# Drift

Print  
Fall 2022

Drift is a guidebook on the various aspects of print production. The book plays with the ambivalent emotions of romance and melancholy. The composition of each spread evokes a longing sort of emptiness, with floating, floral-like shapes drifting across the page. The book is sewn with red thread, conveying a sense of hand-crafted intimacy.



# Trailhead

UI/UX  
Spring 2023

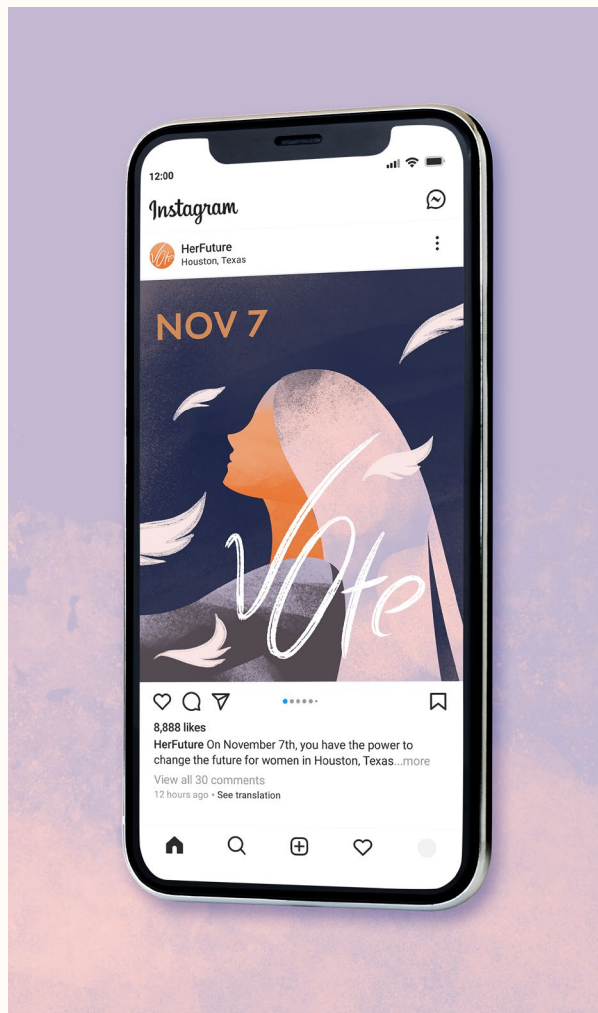
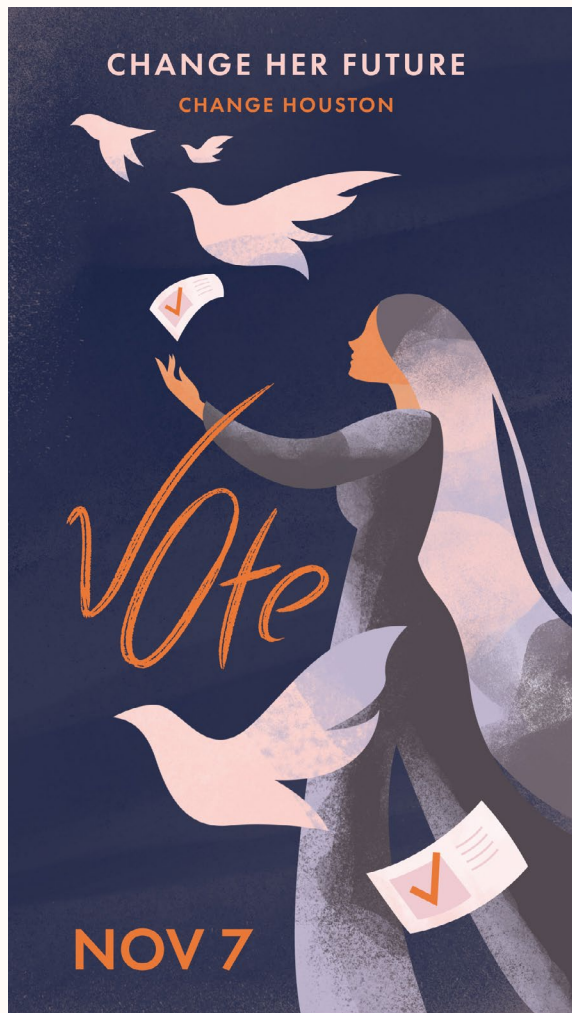
Trailhead is a prototype for a national park app meant to interest a younger generation passionate about the environment. One aspect of the app is a badge collection feature that saves your visited parks, as well as visual guide of park animals. Retro national park posters served as the main inspiration, with painterly illustrations giving a sense of nostalgic warmth.



# Her Future

Motion, Print  
Fall 2023

Her Future is a voting campaign encouraging young women in the Houston area to exercise their right to vote. This campaign includes a kinetic poster, a sticker set, and a social media post. Illustrated figures of a woman and birds serve as the central image of freedom. The cool-toned palette gradually includes warm orange to signify hope and empowerment.



# Pocket Prairie

Print, Product  
Fall 2023

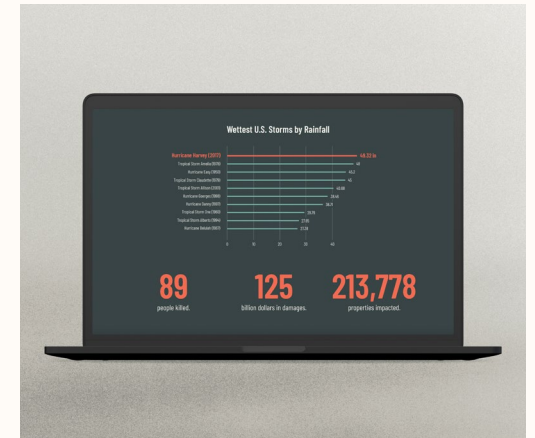
Pocket Prairie is an illustrated memory card game for children featuring wildlife from local pocket prairies, which are small urban and suburban gardens throughout the Houston area. This card set is meant to provide both a fun challenge as well as an educational opportunity for kids to learn about the endangered Texas coastal prairie. Each plant and animal are uniquely illustrated, with a hand-crafted silkscreened canvas bag included.



# Surge

UI/UX, Data Visualization  
Spring 2024

Surge is a data visualization website highlighting the impact of flooding on vulnerable Houston communities. Through a combination of statistics, graphs, and powerful photographs, the site charts the story of a flooding threat that disproportionately hits minority communities the hardest.

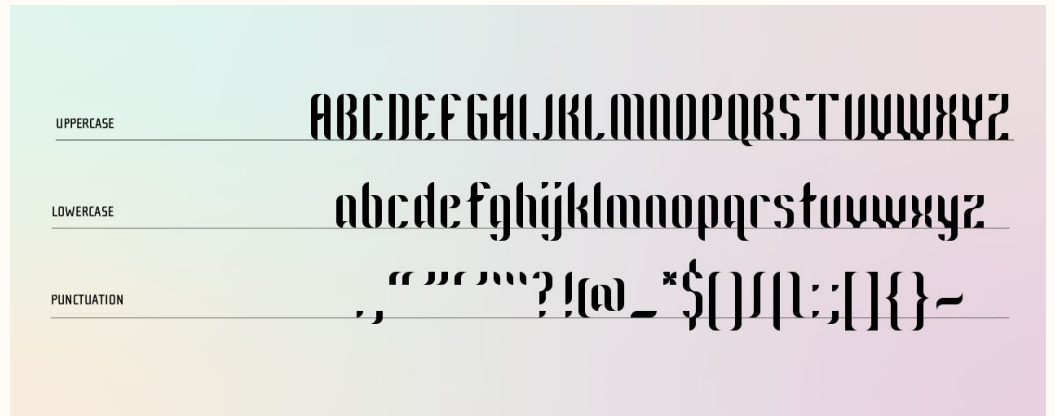




# Visage

Type Design, Print, Product  
Fall 2023

Visage is a modular display font inspired by gothic and modern typefaces. It is characterized by its narrow width, bold stems, and contrasting delicate swashes. Visage is the French word for “face”, which ultimately influenced the project’s concept of mirrors and mystery. Opal vinyl and pearlescent paper lend a sense of ethereal beauty to the font.



# Wheels of History

Environmental  
Spring 2024

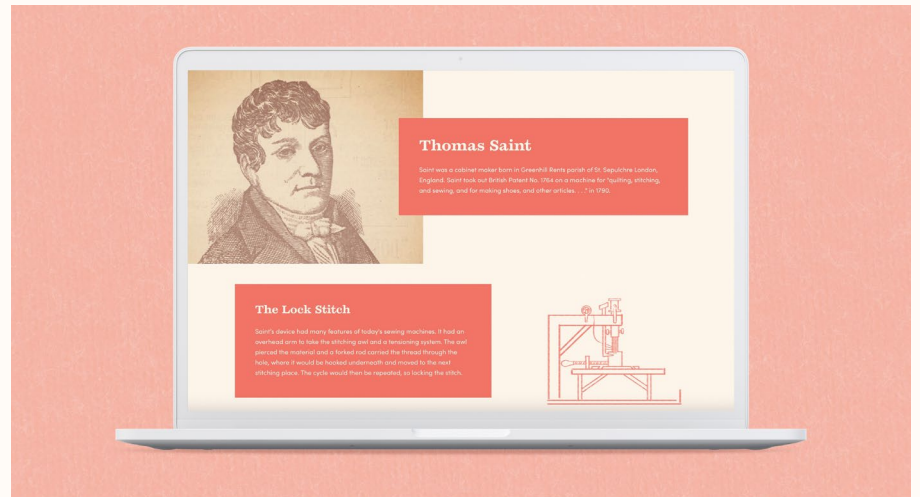
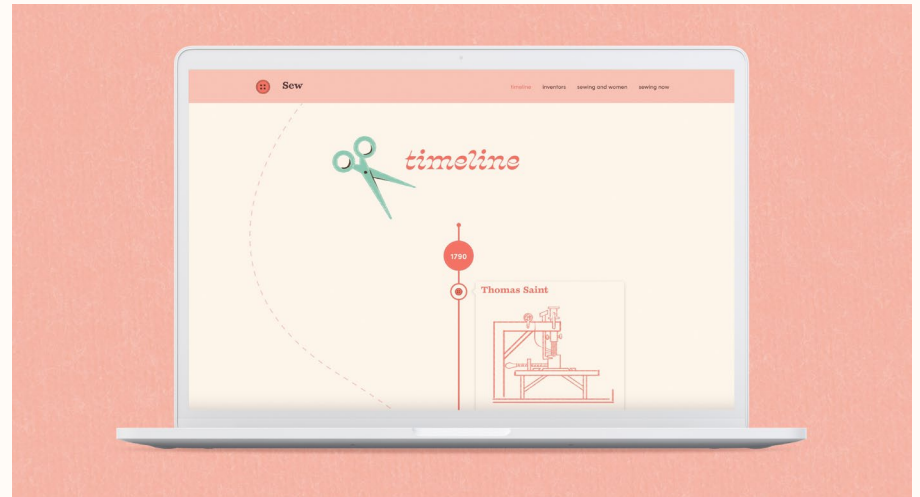
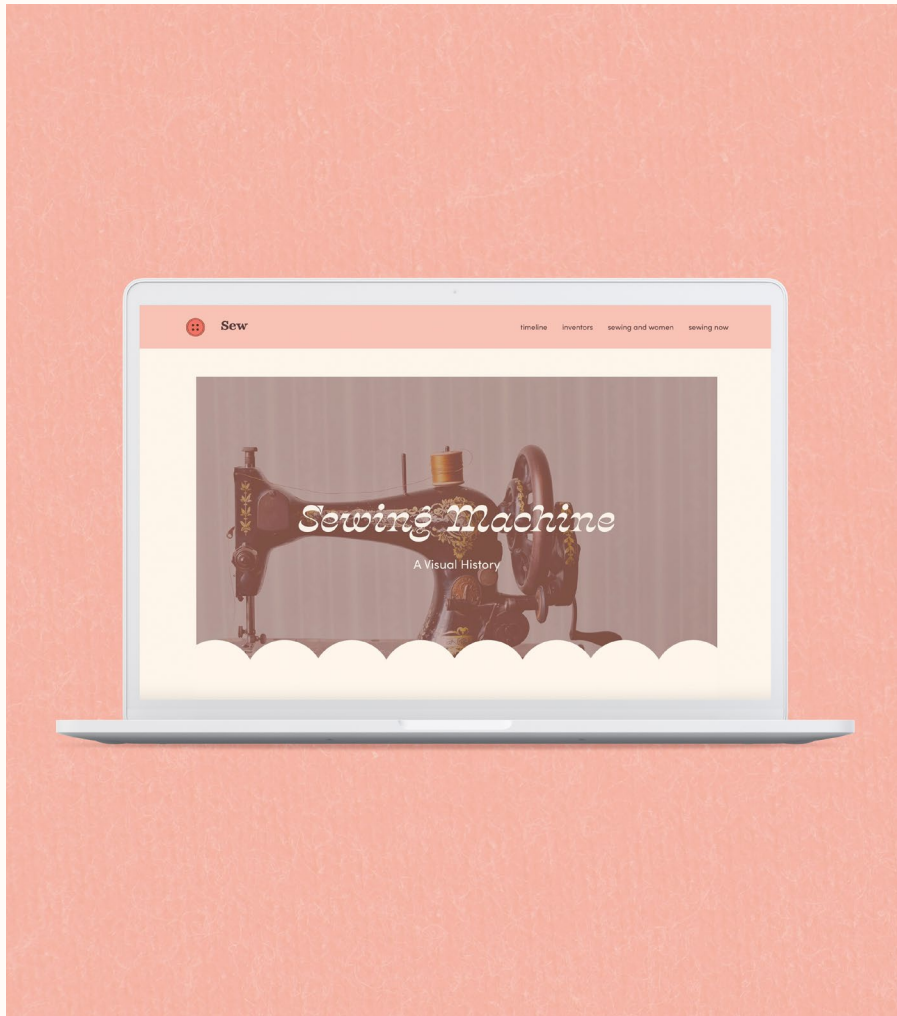
Wheels of History is a public installation along the Columbia Tap Trail for the On Tap community event in Houston. Six installations line the trail, celebrating the history and people of Third Ward. For Wheels of History, a kinetic map of the trail was designed and constructed using repurposed bicycle wheels. Through the collaborative efforts of the entire team, this colorful and engaging final piece can be enjoyed by the community.



# Sew

UI/UX  
Spring 2023

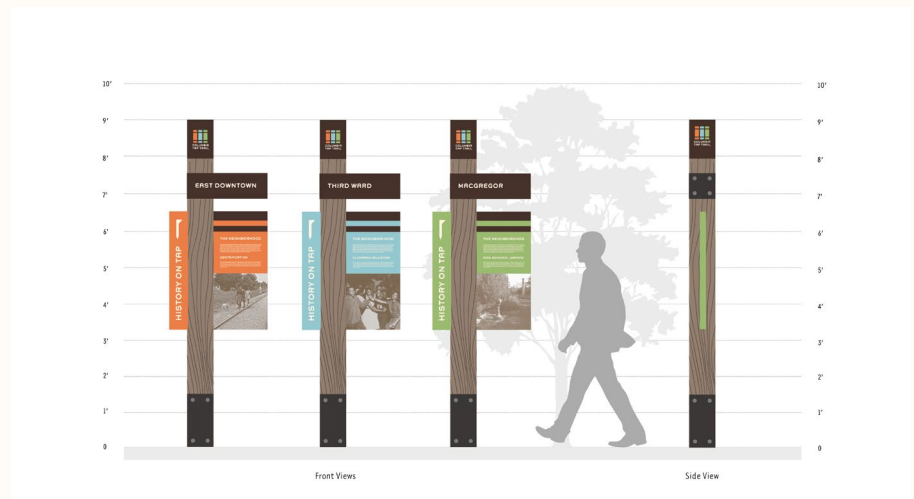
Sew is a website exploring the history, timeline, and industry of the sewing machine. The color palette is a soft range of pinks, emphasizing the more feminine role that became associated with the invention. Stylized vintage illustrations give the site a sense of warmth. Each page develops the narrative of the sewing machine and the role it played in women's lives.



# Columbia Tap Trail

Environmental  
Fall 2023

The Columbia Tap Trail is a former railroad that traverses three historic Houston neighborhoods: East Downtown, Third Ward, and MacGregor. This collaboratively developed identity system emphasizes the industrial history of the original railroad and highlights the unique spirit of each neighborhood by using bright colors, authentic historical photography, and distinctive signage that guides trail users into neighborhood sights and amenities.



# Lettering Covers

Print  
Fall 2023

These three book covers incorporate lettering and hand-painted illustrations to create a cohesive yet visually striking series based on the Winternight trilogy by Katherine Arden. The trilogy's setting of medieval Russian forests as well as the formidable yet beautiful creatures of Slavic folklore greatly influenced the final visuals of the covers. Rough application of paint, ink, and graphite pencil convey a landscape of magic and danger.





**Thank you!**

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