Graphic Designer
PORTFOLIO
PATRICIA ANGEL
I was born with a love of visual arts. I grew up in Hong Kong, and currently live in Kansas City. I studied graphic design in Hong Kong and Japan. Living in two cultures has given me exposure to Asian and Western perspectives of Art. Branding, packaging, publication and web design is my passion. I am very good at taking ideas and implementing them creatively into any application.

ABOUT ME

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Recently, I created a branding identity for an client- Hong Kong Star Chinese Restaurant. Hong Kong Star is a family restaurant located in Olathe, Kansas.

The branding combined Chinese culture and western design. It included logo, menu, business cards and website design.

The logo used the Chinese “Star” Character with ink brush stroke. I wanted to create a Chinese calligraphy feel. The main color scheme is Red and Green. Red color symbolizes good luck in Chinese culture.

Skills used:
- Adobe Illustrator, Photoshop, InDesign
- Branding & Identity design, Logo design, Menu design, Web design
Recently, I created a branding identity for an actual client—Hong Kong Star Chinese Restaurant. Hong Kong Star is a family restaurant located in Olathe, Kansas.

The menu design which includes lunch, dinner and drinks, incorporates a clean and efficient layout with beautiful photography of Hong Kong Star’s food dishes.

Skills used:
• Adobe Illustrator, Photoshop, InDesign
• Branding & Identity design, Logo design, Menu design, Web design
Recently, I created a branding identity for a client - Hong Kong Star Chinese Restaurant. Hong Kong Star is a family restaurant located in Olathe, Kansas.

The website design coordinates with the overall design concept, featuring great images, and a crisp, consistent layout.

Skills used:
- Adobe Illustrator, Photoshop, InDesign
- Branding & Identity design, Logo design, Menu design, Web design
This project was to design a branding identity for Free Bird, an online company that sells stationery and personalized gifts. It includes logo design, business cards, and website design.

I used a minimal color palette, with clean and simple layout.

**Skills used:**
- Adobe Illustrator, Photoshop, Dreamweaver
- Branding & Identity design, Logo design, Web design
Free Bird

Online Business Branding

This project was to design a branding identity for Free Bird, an online company that sells stationery and personalized gifts. It includes logo design, business cards, and website design.

I used a minimal color palette, with clean and simple layout.

Skills used:
- Adobe Illustrator, Photoshop, Dreamweaver
- Branding & Identity design, Logo design, Web design
CLEAN WATER FUND

Save Water Campaign

Clean Water Fund's mission is to develop strong grassroots environmental leadership and bring together diverse constituencies to work cooperatively for changes that improve their lives, focused on health, consumer, and environment and community problem.

In developing the campaign goal, “Water is our precious resource,” I wanted to bring awareness to people.

I created the slogan. “Save water to continue happiness.”

I designed an infographic motion to show water as educational tool.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity design, Motion design, T-shirt design, App design
Clean Water Fund’s mission is to develop strong grassroots environmental leadership and bring together diverse constituencies to work cooperatively for changes that improve their lives, focused on health, consumer, and environment and community problem.

I designed a trendy app with a fun and colorful illustration on how to save water. People use this app to learn how to conserve water, as well as donate money to Clean Water Fund.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity design, Motion design, T-shirt design, App design
I designed a trendy app with a fun and colorful illustration on how to save water. People use this app to learn how to conserve water, as well as donate money to Clean Water Fund.

**Skills used:**
- Adobe Illustrator, Photoshop,
- Branding & Identity design, Motion design, T-shirt design, App design
PENN VALLEY RECYCLES is a cross media campaign. I chose to reveal the true cost of bottled water. My goal is to raise awareness of how harmful bottled water is to our environment. I want people to rethink and reduce drinking bottled water.

The branding identity includes posters, booklets, stickers, and a giveaway reusable bottle of water. I designed a poster series communicating how harmful bottled water is to our environment.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity, Typography,
- Poster design, Brochure design,
This is a poster series indicating how harmful bottled water is to our environment.

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Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity, Typography,
- Poster design, Brochure design,
I designed a pamphlet that shows the cost of bottled water, and a mock-up of a reusable water bottle.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity, Typography,
- Poster design, Brochure design,
This project involved designing brand identity and packaging for Fusion Life. Fusion Life is a skin care company which sells natural and organic products, good for even sensitive skin.

The branding needed to be organic and natural. I drew a freehand logo in the shape of a leaf to match their concept, and used plants as imagery to fit the concept.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding/Identity, Package design, Lable design, Display, Product Design, Billboard design, Soical Media
FUSION LIFE

Skin Care Branding

The branding needed to be organic and natural. I drew a freehand logo in the shape of a leaf to match their concept, and used plants as imagery to fit the concept.

The gift sets include a hydrating day cream and serum.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity, Package design,
- Label design, Display, Product Design, Billboard design, Social Media
This project involved designing brand identity and packaging for Fusion Life. Fusion Life is a skin care company which sells natural and organic products, good for even sensitive skin.

On this page is display and shopping bag mock-ups.

**Skills used:**
- Adobe Illustrator, Photoshop,
- Branding & Identity, Package design, Lable design, Display, Product Design, Billboard design, Social Media
FUSION LIFE

Skin Care Branding
This project involved designing brand identity and packaging for Fusion Life. Fusion life is a skin care company which sells natural and organic products, good for even sensitive skin.

On this page is billboard mock-ups.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity, Package design,
- Label design, Display, Product Design,
- Billboard design, Social Media
This project involved designing brand identity and packaging for Fusion Life. Fusion Life is a skin care company which sells natural and organic products, good for even sensitive skin. On this page is social media mock-ups.

Skills used:
- Adobe Illustrator, Photoshop,
- Branding & Identity, Package design,
- Label design, Display, Product Design,
- Billboard design, Social Media
This assignment collaborated with a college creative writing class to create a poetry book. The layout is streamlined with elegant illustrations. The binding is hand-stitched with embroidery thread. The book is covered by craft paper to create a handmade feel.

Skills used:
- Adobe Illustrator, InDesign
- Layouts, Hand stitching and Binding
This project involved creating a booklet for Paula Scher, an American graphic designer, illustrator, painter, and art educator in design. Inspired by Paula Scher’s work, I used bold fonts and vibrant color to design a piece that showcases her work.

**PAULA SCHER**

**Biographical Booklet**

This project involved creating a booklet for Paula Scher, an American graphic designer, illustrator, painter, and art educator in design. Inspired by Paula Scher’s work, I used bold fonts and vibrant color to design a piece that showcases her work.

**Skills used:**
- Adobe Illustrator, InDesign, Photoshop
- Layouts, Saddle stitching
Williams - Sonoma Inc

Annual Report 2013

This task involved creating a summary annual report for Williams-Sonoma. The final report consists of eight pages. I chose to use a lot of visual imagery, delightful colors, and infographics to create an enjoyable and easy-to-read annual report.

Skills used:
• Adobe Illustrator, Photoshop, InDesign
• Layouts, Hand stitching and Binding
This task involved creating a summary annual report for Williams-Sonoma. The final report consists of eight pages. I chose to use a lot of visual imagery, delightful colors, and infographics to create an enjoyable and easy-to-read annual report.

Skills used:
- Adobe Illustrator, Photoshop, InDesign
- Layouts, Hand stitching and Binding
CHERRY BLOSSOM VIEWING

This assignment displays the design strength of my editorial spreads. My magazine layout introduces readers to the annual cherry blossom viewing in Japan, called Hanami. This “cherry blossom festival” is a Japanese tradition that welcomes spring.

Skills used:
• Adobe Illustrator, Photoshop, InDesign
• Editorial Spread
This project involved designing a book jacket for The Good Earth. Inspired by Chinese brush painting, the book cover uses a prairie as the background with warm colors and black and white portraits.

Skills used:
- Adobe Illustrator, Photoshop, InDesign
- Bookcover design
CHILDREN DREAM FUND

Website Design

This project entailed designing a website for Children Dream Fund. Children Dream Fund is dedicated to making dreams come true for children ages 3-18 with life threatening illnesses.

I used Adobe Muse software to design the website. For the home page, I used a parallax effect so when you scroll down your mouse, the effect is a flying kite. I also created flash animation to show what dreams children wish for.

Skills used:
- Adobe Illustrator, Photoshop, Flash, Muse.
- Web design
This assignment allowed the development of surrealism piece. Inspired by Maggie Tayler’s work, I took all of the photos and created a piece about my dog, Tyson, entitled Tyson’s Dream.

Skills used:
- Adobe Photoshop
This project allowed me to design a t-shirt for the MCC Penn-Valley Graphic design program. Given the inspirational statement, “Graphic design is....” I chose to use “Graphic design is visual”. I wanted to create typography-based art that included texture. The design features a special typeface of “visual” to match my concept.

Skills used:
- Adobe Illustrator
- Typography
This project was to design a poster celebrating 100 years of jazz. My impression of jazz is the prominence of the saxophone. I came up with an idea that used this imagery with a hand-lettered typeface effect.

**Skills used:**
- Adobe Illustrator, Photoshop
- Typography, Poster design
This project called for the design of an infographic poster on "How smartphones are changing consumer’s daily routines around the globe." Resources from Nielsen compared the United States, the United Kingdom, and Italy as to which consumers spend how much time on TV, online and mobile devices.

After collecting all the complicated data, I created a fun and easy-to-understand infographic poster.

Skills used:
- Adobe Illustrator
- Infographic design, Poster design
For every project, I research, brainstorm and sketch. These are very important steps that help me start projects effectively and lead me in the right direction.

Here is the process of how I came up with the infographic poster idea on how smartphones are changing our daily life.
EDUCATION

Metropolitan Community College - Penn Valley
Kansas City, Missouri
• 2012 -17 A.A.S in Graphic Design

Tokyo School of Arts
Tokyo, Japan
• 1993 -94 Graphic Design

HONORS & AWARDS

• Dean’s List - Fall 2012 - Present
• Scholarship - 2014
• Member Phi Theta Kappa - Nov 2015
• Student Art Exhibition, First Prize - May 2016

PROFESSIONAL SKILLS

Id  Ai  Ps
Dw  Fl  Mu

WORKING EXPERIENCE

Sales Associate
HMK, MO
Mar 2016 - Present
Maintain store, arrange floor sets, set display and to deliver exceptional customer service.

Product Artist/Specialist
HMK, MO
Oct 2014 - Feb 2016
Made personalized gifts with embroidery, laser engraving, sublimation printing.

Sales Associate
Panda Express, KS
Sep 2010 - Oct 2014
Greeted guests, serving, handling payments, and trained counter help.

Freelance designer
Hong Kong & Kansas City
2001 - Present
I am on and off doing work related graphic design including branding, logos, fabric color match, flyers, and T-shirts.

STRENGTHS

• Self Driven
• Problem Solv3
• Eye for Detail
• Craftsmanship
• Artistic

OTHER SKILLS

• MS Office
• Interpresonal Skills
• Leadership Experience
• Experience in Sales & Marketing
• Experience as Interpreter

HOBBIES & INTEREST

Traveling  Moives  Photography
Museums  Cooking  Reading

LANGUAGE SKILLS

• Cantonese
• English
• Japanese