

**Gabbie Pearson**  
DESIGN

## Portfolio

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[www.gabbiepearson.com](http://www.gabbiepearson.com) 

# Witch's Brew Design



## **Role: Design and Layout**

### **Deliverables:**

- packaging design
- poster design
- social media assets

For this project, I was challenged to create both a concept and design for a new beer. I had to take into consideration current trends in both beer making and can design in order to make a unique product.

# Witch's Brew Design





# Nature's Bounty Redesign



The goal of this redesign is to make Nature's Bounty Products the first product potential customers notice when they walk into the vitamin aisle. The design reflects Nature's Bounty's promise of high quality while communicating the brightness and happiness that is associated with good health.

**Role: Design and Layout**  
**Deliverables:**  
packaging design



# Nifty Nonsense Rebrand



For this project I set out to create a fresh brand identity for my personal online store. My goal was to create a brand identity that better fit the vision for the company and represented the products being offered.

**Role: Creative Direction, Design**

**Deliverables:**

brand identity  
packaging design  
stationary design  
landing page design



# Ample Magazine



Ample is a hypothetical publication that focuses on the intersection of societal issues and fatness. My goal was to appeal to millennial and gen-z audiences who practice radical body acceptance, are interested in fashion, and are interested in learning more about societal issues. I was tasked with sourcing possible articles, photos, and illustrations in addition to producing the layout of publication.

**Role: Creative Direction,  
Layout Design**  
**Deliverables:**  
Magazine Layout  
3rd Part Ad  
Magazine Ad

# Women in Agriculture Redesign



The East Ohio Women in Agriculture Conference was an event held to encourage women to attend workshops and network within the primarily male dominated field of agriculture. This design features a redesign to create a more cohesive and modern booklet to better fit the event. The layout was created to appeal to a broad audience while providing the information in a clear and concise way.

**Client: University of Ohio**

**Role: Layout and Design**

**Deliverables:**

brochure with included form



**Thank You!**

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