

PORTFOLIO

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Liannie Ríos

liannierios@gmail.com
liannierios.com



PACKAGING

DEL CAMPO

DEL CAMPO

For this project, our client wanted a full branding for their new food product. The concept was basically using Puertorrican food elements such as potatoes, plantains, yucca & pumpkin. We create the brand identity and their visual language for *Del Campo* and their product line. The product is available in locals supermarkets.

In this project I collaborated with the designer Alberto Rigau at *EstudioInterlínea*.



BRISCAS REDESIGN

There is a popular playing cards named Brisca that is played most in the Latin American and Spain. I took the inspiration to redesigned it by using minimalist concepts and inspired with *Día de los Muertos* (Day of the Dead) concepts. Using bold and bright colors to attract more the elements and details of the design.

Are you interested?
Is for sale!



CHINESE TAKE-OUT

This packaging was designed for beauty products where is intended to sale it for a bundle. I design 3 different packages for the porpuse to have a small collection. Inside the package will have lipstick, eyeliner, eye blush and compact powder. The design was inspired with Chinese elements where I incorporated the Chinese calendar, that's why the snake and rabbit. For the top I used noddles so it can have a fun kick for the packaging.



BRANDING



BAKE STUDIO

BAKE STUDIO

My client wanted a new face for her business. Using architecture elements, I create their new logo, an album for her 2013 sales and a packaging for her cupcakes. By mixing the architecture elements such as blue prints and the color palette from the pastry, the final touch was quite simple and joyful.

[H]ACKEA por una CAUSA

HACKEA POR UNA CAUSA

Designed for a client in Fundación Banco Popular which hackers, community leaders, non-profit organizations, designers and entrepreneurs will participate in the first hackathon focused on solving technological problems and developing solutions for the most pressing social problems of Puerto Rico.



[H]ACKEA por una CAUSA



STUDIO
214

STUDIO 214

The architect Joannie Ríos wanted something simple & modern. The logo has the mixture of letters & numbers which it helped me to play more with the typography.



TY PO GRA PHY

WHO AM I?

The project was based to describe myself in ten words and use typography to express it.





POLY-NATION

Anually, Garden House of New York celebrates diversity. My niece's class was a testament to it, so I decided to go down that route. In this project, I asked my niece and her classmates to paint the national flowers that each represented. I also asked them to handstamp the country flags behind each one of them with hand paint. For example, my niece painted the Corn Poppy and Maga flowers and also handstamped the Polish and Puerto Rican flags since her parents are from Poland and Puerto Rico. My brother scanned all the colored sheets and forwarded them to me. With these, I designed the final graphic, including the positioning of the flowers, the color scheme, and typography.



MY THING

Inspired with art deco, 1920s
geometric elements such as
diamonds, triangles and circles.
Using a retro color palette and
adding a smooth typeface to create
a whimsical feeling.





INVITATIONS

For this special event, I was assigned to design a baby shower invitation. I was inspired with Polish's folk art and bold colors. I used typefaces which combined nicely with sans serif and serif.



SIGNAGE

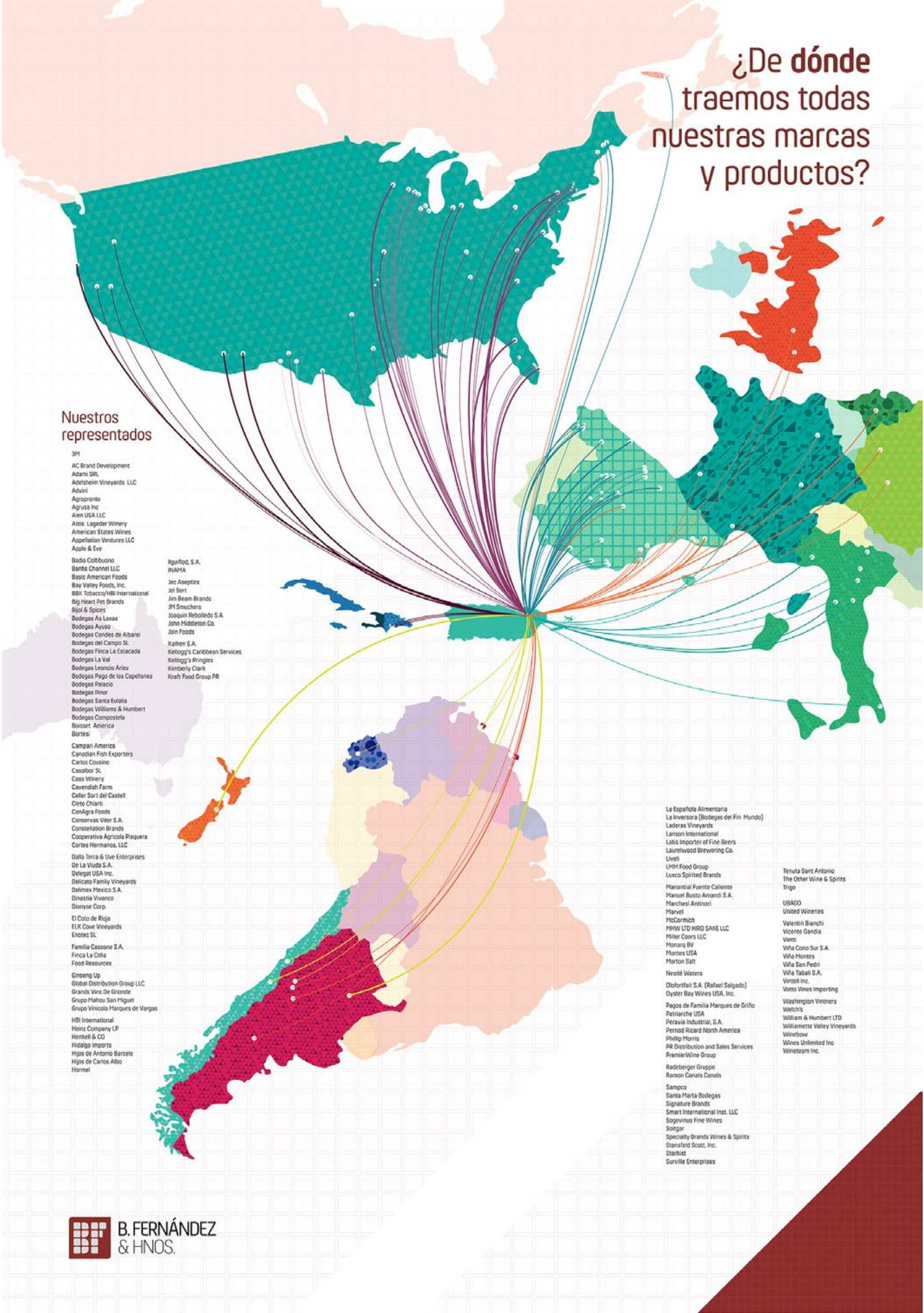
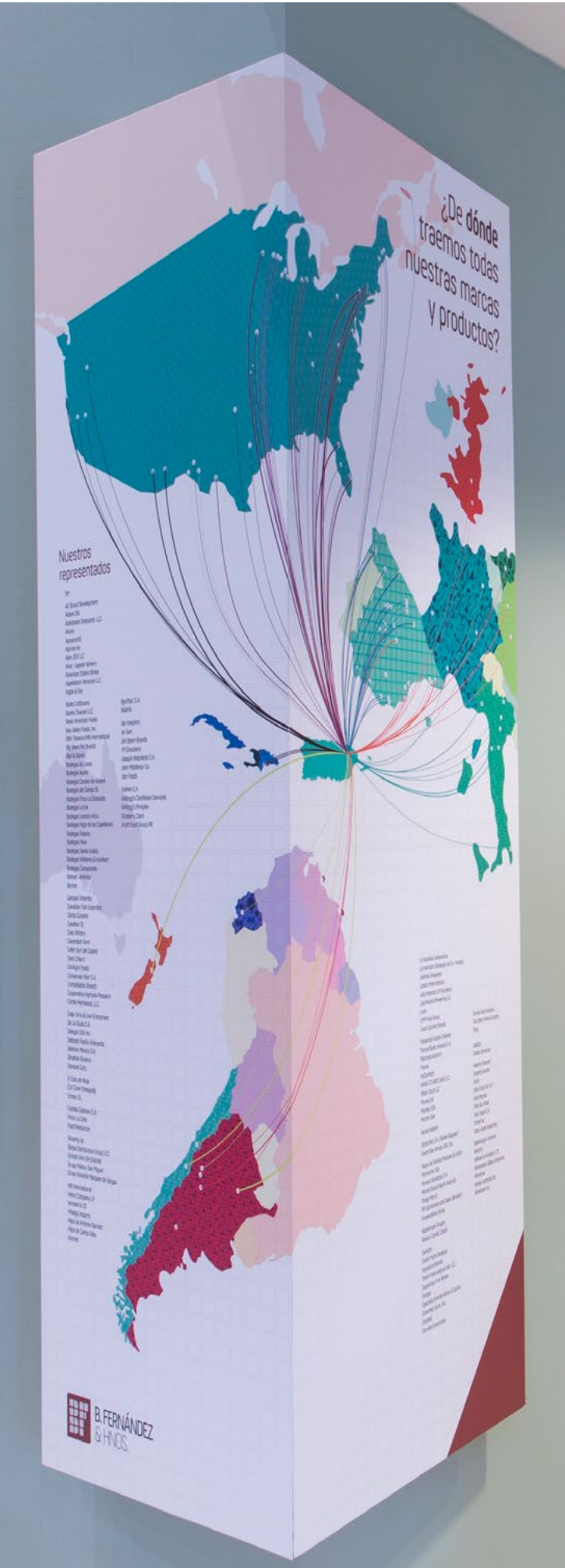


MURAL PROPOSAL

This was a mural design I proposed for a client to the company's office. The client wanted some fun but at the same time serious concept for the office's wall. I used their company's values and integrate in the designed. I used the company's branding elements to create a minimalist art such as the typeface Brandon Grotesque & their color palette.

PRODUCTS' MAP FROM B. FERNÁNDEZ

We proposed to the client for their building's lobby a map from where their products are coming from. We did the research of the products and create a surreal map inspired with the airport routes' maps.



THANK
YOU

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