



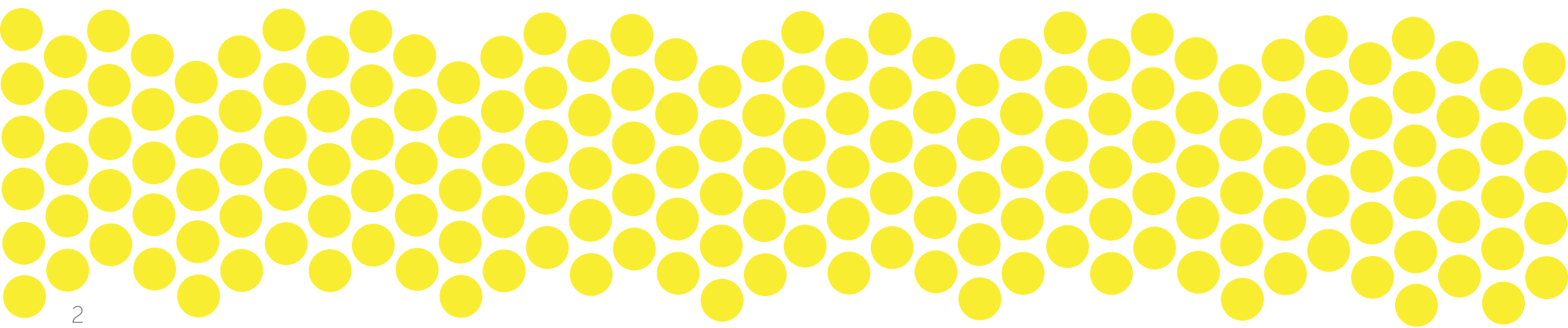
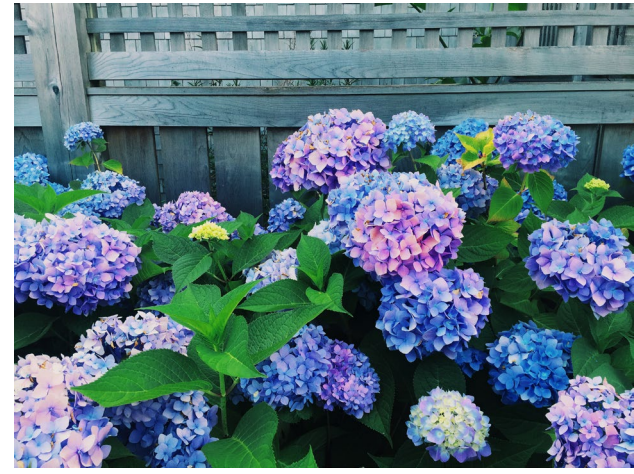
Meredith J. Kress

Designer & Digital Marketer
Miami University Graduate

Seeking Full-time employment

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ABOUT



My name is Meredith Kress I am a recent graduate of Miami University of Ohio with a Bachelor of Arts in Interactive Media Studies with a focus on marketing and social media paired with a minor in Graphic Design.

You will find design work covering UX/UI design, branding, package design, and photography. Through both print and digital mediums, I hope you gain a better understanding of who I am as a designer and artist.

Additionally, I have interned with Echo Design, 41 Winks, Sailormade and most recently Dunkin' Brands. Each of these companies has posed a new design approach for me and advanced my graphic design experience.

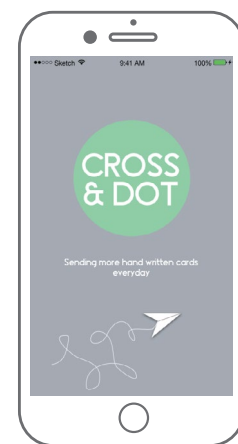
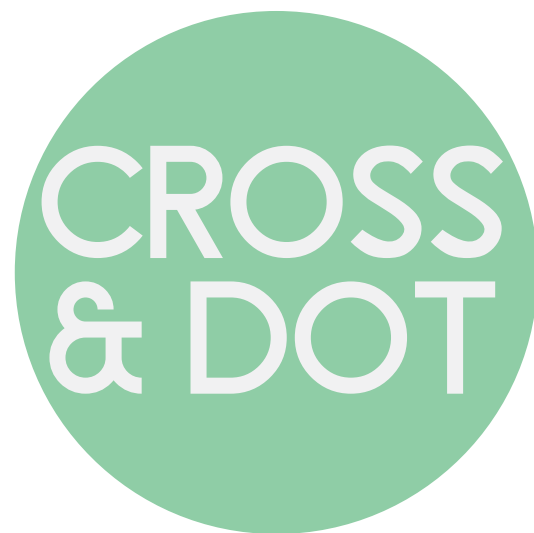
Please enjoy the works featured in my portfolio.

SENIOR THESIS

ABSTRACT

Technology is an ever-changing part of our world that continues to improve digital communication and therefore people rely on social media and cell phones to stay connected with friends. Hand written stationery is falling behind the times and the concept that is lacking in the digital world is personalization and customization. Another inhibiting factor is the rise of online shopping and click-to-buy convenience. The combination of online shopping and social media communication needs to be met halfway when it comes to stationery. The goal is to simplify the greeting card shopping experience and make staying connected

more personal. This subscription will provide users with an interactive app that follows the users calendar in order to suggest cards for appropriate occasions and creates an address book based on friends you connect with. This solution eliminates sending a late card and having to ask for the receiver's new address. The incentives are rewards for loyal subscribers and discounts for new members that are referred by friends. The objective is to keep connected on a more personal level when life changes and connections are distanced.



You have 3 Birthdays to celebrate in December!

Place your Cross & Dot order

November 25
Get Notification

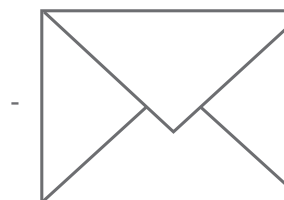
Meredith Kress
604 S. Main St.
Oxford, Oh
45056

Judy Kress
56 Birch Lane
Westwood, MA
02090

December 1
Receive order



Hand Write Card

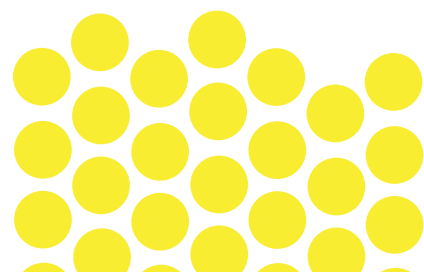


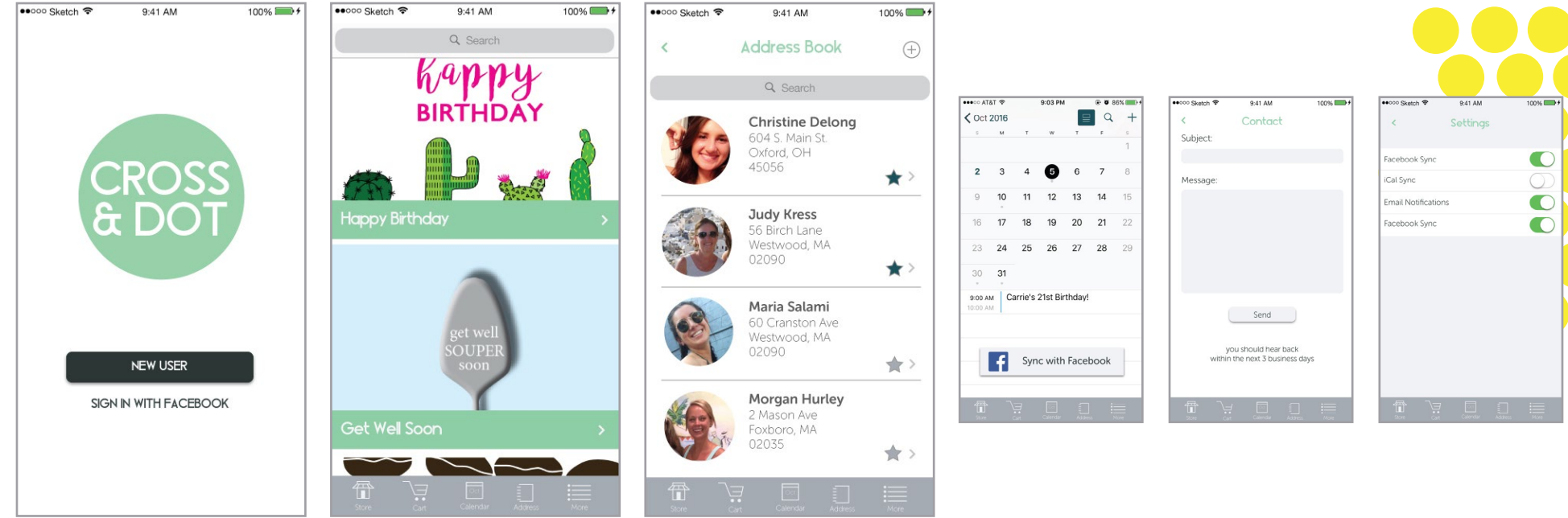
Mail Out!

HOW IT WORKS

Cross & Dot aims to simplify the greeting card purchasing and sending process through social calendar sync and a subscription based process. Cross & Dot suggests cards before you remember you have a card-worthy event coming up. Cards would come pre-stamped,

pre-addressed, and pre-return addressed. The only step for the purchaser would be to physically write the message. The purpose is to encourage people to engage on a more personal level than they do on social media platforms.

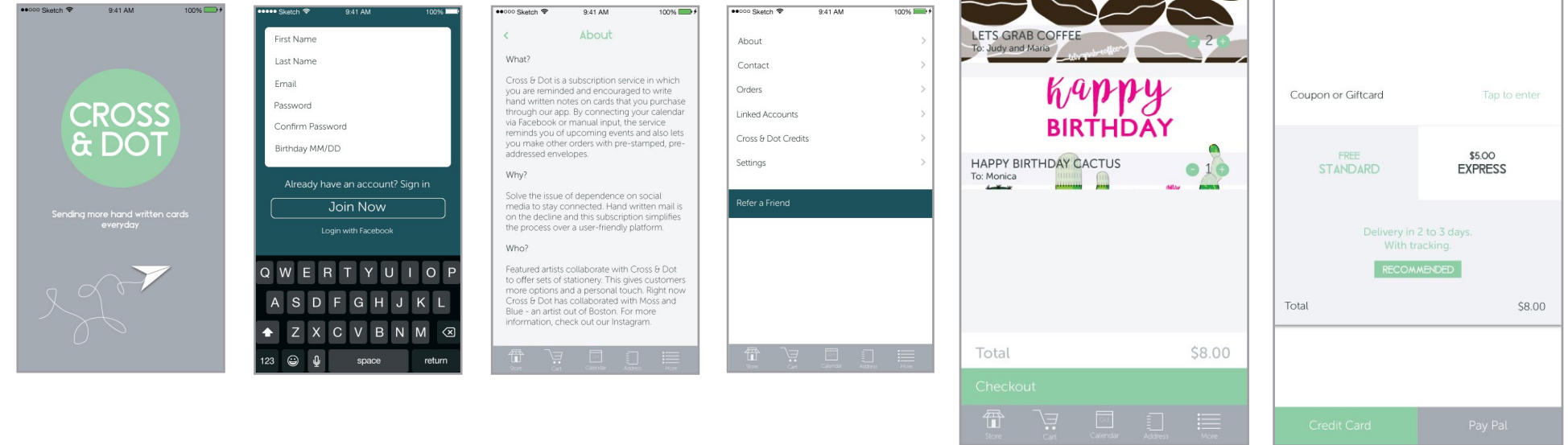
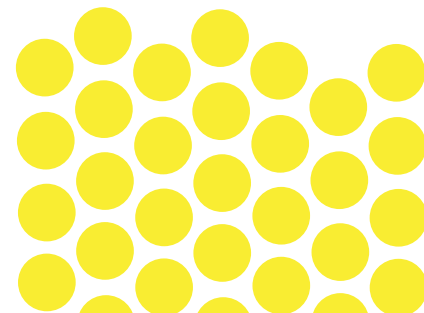




DELIVERABLES

From the login screen to the checkout page, to the right are the 14 mockup pages for the Cross & Dot app. In addition to creating an app, I designed a dozen stationery notecards. The stationery ranges from holiday and birthday cards to coloring book patterns and just-because notes. I wanted to capture moments I have the urge to write a card for and in the process I learned what I still aim to work on as a designer.

I want to improve as a type designer and be able to capture different textures through a digital medium. In addition to my own designs, I paired up with Julianne Strom Brill of Moss and Blue. She is Cross & Dot's first featured artist. I learned that she had never explored stationery and by connecting with her, the door was opened to networking with more artists for the future.



BRANDING

This first branding project is from an assignment to create a logo for a tea, coffee, or hot chocolate company. Grounded is a hypothetical coffee shop with a homey, local cafe feel and welcoming interior.

Project two was a presidential rebranding. I rebranded JFK and implemented the logo onto products that tied into his potential brand. A wireframe for his website is also featured.



JFK

I chose this color palette because it is simple yet cohesive. It pairs well with the image I chose and the blue ties into the global aspects of JFK that I focussed on. These colors are optimistic and casual but also nautical. The light grey is a desaturated hue of the darkest grey.

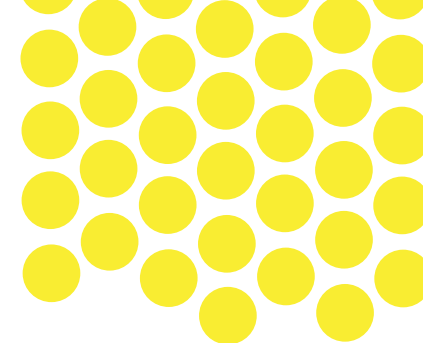
JFK

This font is clean and crisp. John F. Kennedy is best known by his initials and this font treated JFK with a well-defined and well-spaced solution. I chose serifs because it felt more presidential and approachable.

This is the logo solution for JFK to highlight his global concerns and tie into his interest in sailing. The compass embodies unity in the line treatment and repetition of the circles. The contrast of the heavy, dark font and the thin, desaturated lines makes for clear readability and a cohesive logo.

I chose a postcard as a product to brand because it ties into the global feel. It suggests unity and communication with people around the world and is representative of JFK as a global citizen.

JFK was known to rock a pair of tortoise shell ray bans. This pair of shades with the JFK logo on the side would be a popular product in a JFK gift shop.



BIKE your way

The bus system on campus is inefficient. Buses are an issue for students because they are not being used to their best potential. The schedules are difficult to follow and they are not the best fit to student needs and flexibility is lacking. Bikes on campus would be a beneficial alternative because they would be readily available, be a direct form of transportation, and increase efficiency.

As for the transition from busses to bikes, there will still be one existing bus route to get to locations that are too far to bike to, i.e. Walmart. The rent-a-bike system cost will be covered by the payment that would normally go toward the bus system and the original fixed cost of buying the bikes will be made possible by getting rid of most of the existing, expensive busses.

RENT RIDE RETURN

This system is strictly for Miami University students.

Rent swipe your Miami ID to check out a bike
Ride use the bike to conveniently travel on your own time and use the front basket for purchases
Return return to one of the 11 locations

In order to ensure that the bikes will be returned to a location on campus, students cannot use their cards for anything else until the rented bike is returned

THERE ARE 12 BIKES AT EACH OF THE FOLLOWING LOCATIONS

- East Quad
- North Quad
- Western Quad
- Farmer
- Millet
- Oxford
- King Library
- The Sundial
- Kroger
- CYS
- Oxford Memorial Park

NANTUCKET

What to do in a day on the island

Beach Destination
Surfside Beach - \$4 shuttle ride from town

Lunch
Sandwich wrap and Nantucket Nectar from Fresh - \$9.25

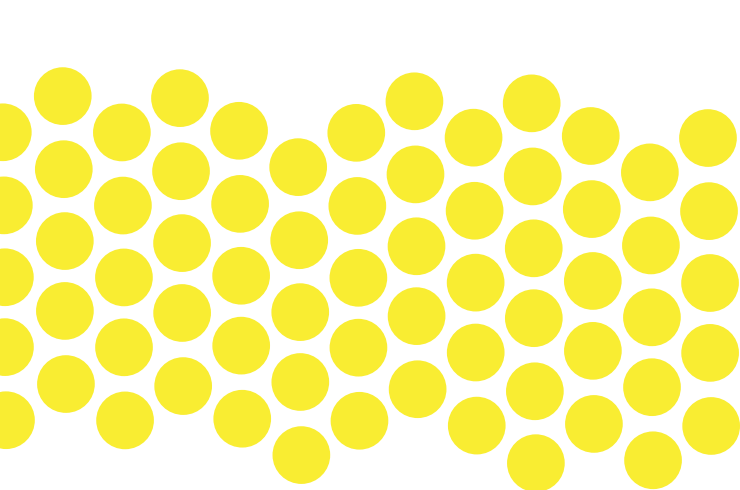
Shopping
A Nantucket red sweatshirt from Nantucket Peddler - \$30

Dinner
Lobster roll and clam chowder from Straight Wharf Restaurant - \$28.50

Ice Cream
Juice Bar, the line is worth the wait - \$4.80

The experience that leaves you wanting to return
Priceless

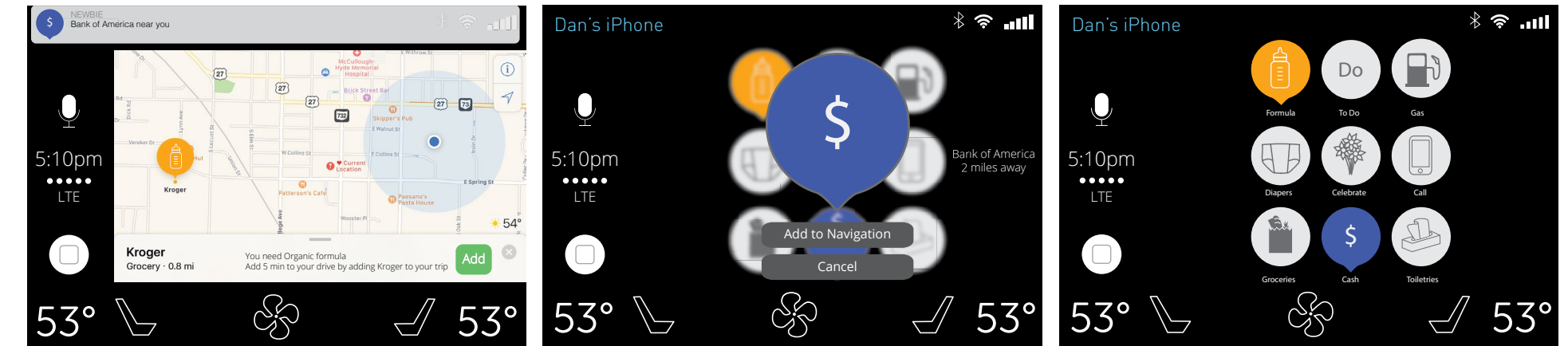
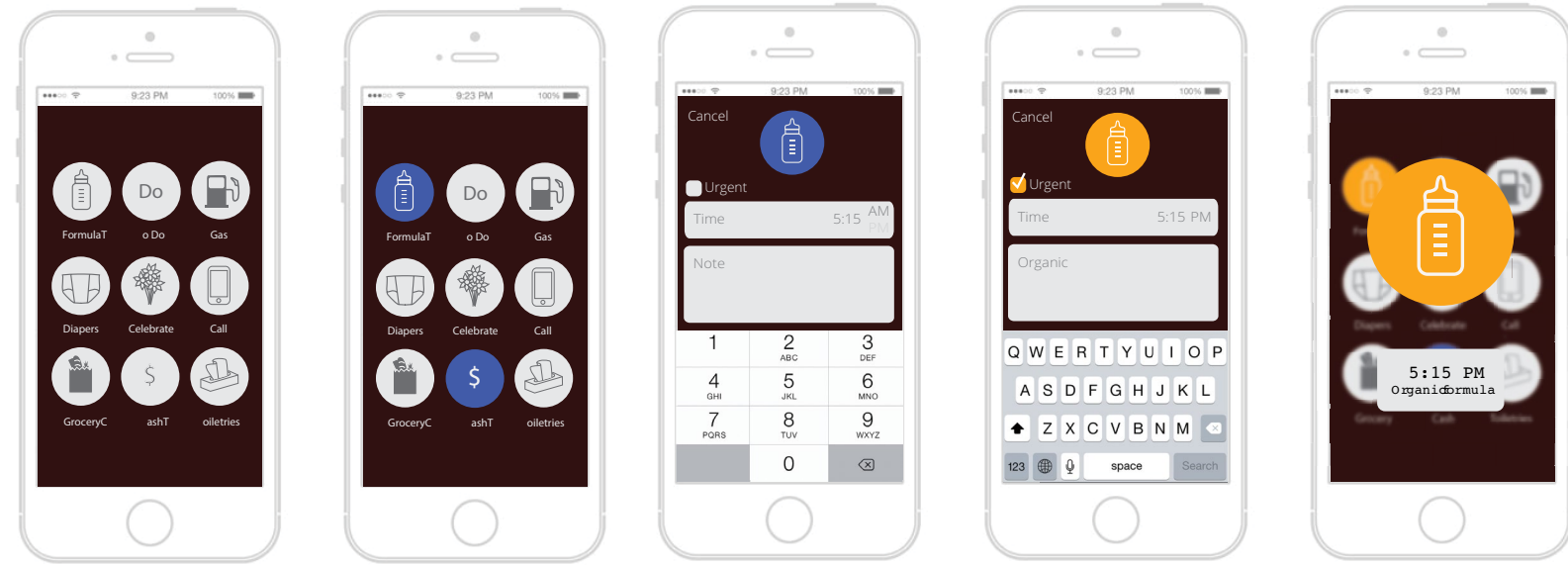
Locate 📍 on map for guidance



POSTER WORK

Bike Your Way was a poster project to communicate a solution to transportation issues at Miami University.

Nantucket poster was a informational guide for a day trip to the island of Nantucket, MA.



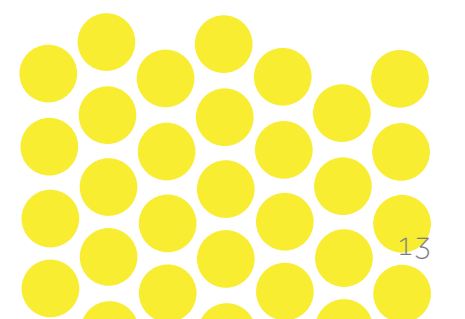
NEWBIE



APP DESIGN

The goal of this assignment was to create a solution for a particular task completed by a specific persona on two different platforms. This app and smart car pairing is for new parents, hence newbie, to set quick reminders on their smart phone. With simple touch input, the nine reminders can quickly be set and easily pri-

oritized. The smart car app sync benefits the user to complete tasks along routes and keeps new parents organized when they have countless other things to worry about.



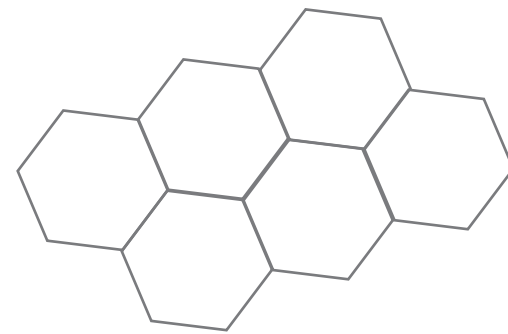
PACKAGING

This semester I took on an independent study to work on my hand lettering and improve the graphic design area of my portfolio. I chose to focus on package design as that is what I want to do later in life. With my first project I was drawn to greys and yellows and chose to play around with a honey theme. I then went on to research different brands that

already exist and follow a honey theme. I came across the Savannah Bee Company that sells different health and beauty products. I carried the theme of honey throughout these four projects with a consistent logo throughout in order to unite the hypothetical products that would be sold under this brand.

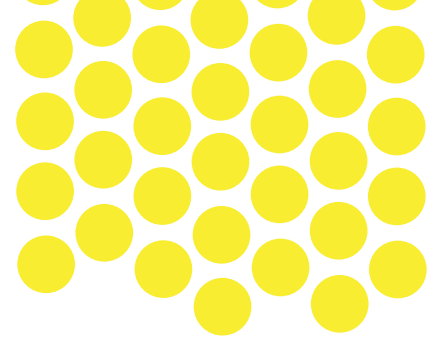
PROJECT ONE

My first project was to design a six pack. To the right is the beer bottle design in which the type is hand lettered and the floral pattern is to signify wheat as it is a beer. The actual six pack case would be six hexagons configured like the shape below, yet 3D, to reiterate the bee theme.



PROJECT TWO

I designed a white wine and a red wine. I designed the white as if it were a Peach and Honey Wine after researching honey wines. I recently redesigned this one in order to have it parallel the red wine. Being able to return to designs throughout the semester was a perk of the independent study. These both are hand-lettered and repeat the hexagon pattern of a honeycomb as the first design did. The red flavor is inspired from an Orchard Stand Wine so I designed as if it was from that winery, but still sold through Savannah Bee.





The choice of honey blend was inspired by the honeycomb theme present throughout my independent study designs.



This dark color scheme is used to parallel the dark roast coffee flavor.



This tan packaging is paired with this color scheme to best represent the natural nutty flavors of this almond blend.

PROJECT THREE

As a coffee lover, I wanted to design coffee bags and play around with my go-to floral doodles. By designing for three different flavors, I was able to play around with color scheme

and how those can communicate variety across a consistent branding. This design was all hand drawn and then edited in Illustrator.



PROJECT FOUR

For my final project, I took on designing cosmetic packaging. I hand lettered the fonts of the products and designed bee wings with a repeated hexagon pattern throughout. I wanted this design to be clean and fresh just like the products in the bottle. To the right is the back of the

packaging with the wing aligning with the front face of the designs. Overall, I am really happy with how this independent study carried out over the course of the semester. It was a great experience to push myself further as a designer.



ANIMATION

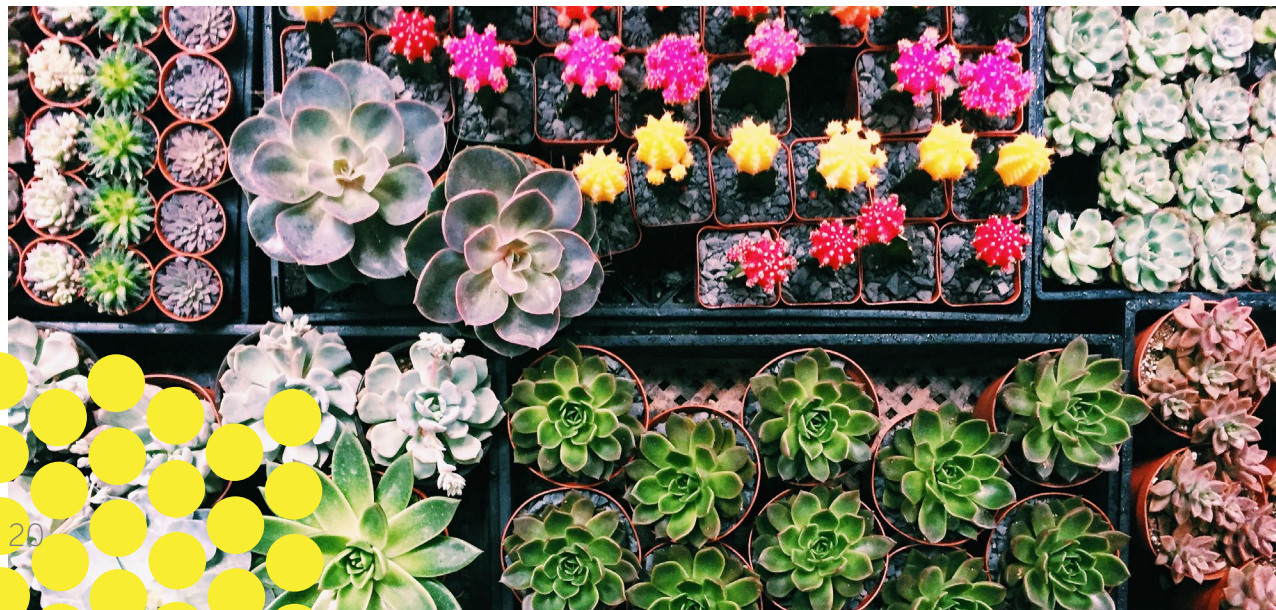
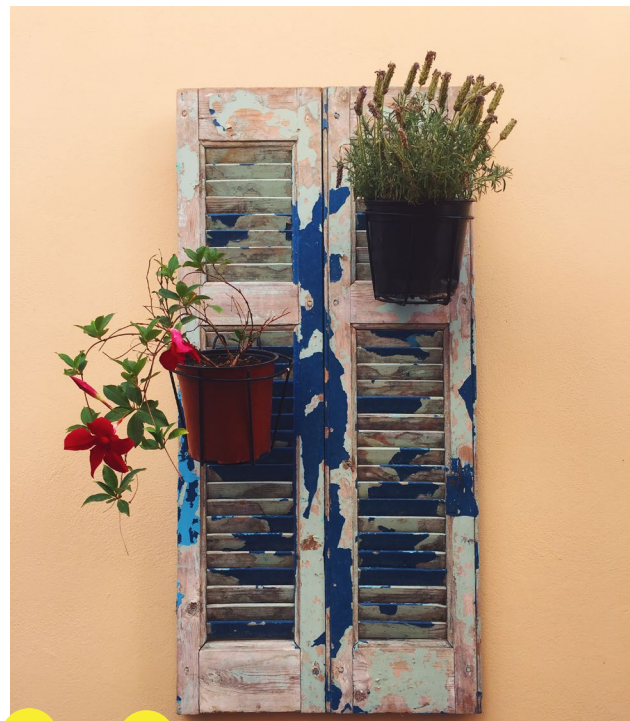
This assignment was to redesign an aspect of car controls to develop a solution that is more customizable, user friendly, and simplified. I took on climate control and created buttons that are controlled via touch and scrolling in order to make changes in climate.

I transitioned from Illustrator to After Effects. These are screen shots from the animation that is viewable on my website. The iterations of the button control exhibit the pivots I made in the design process.



FILM PHOTOGRAPHY

During my sophomore year I took film photography. Taking a step back from the digital photography that I am accustomed to was a learning experience. Understanding the original process of how photography began opened my eyes on how to better approach photography. These prints were a part of my final project in which we were assigned different words to inspire our shoot.



PHOTOGRAPHY

Featured photos are from NYC, Greece, Nantucket, and Oxford, OH. I enjoy photography as a return to moments otherwise lost. Having gone abroad to Greece, I was able to take in the beautiful world around me, both in person and behind the camera lens.



THANK YOU.

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