

GABRIELLA
SANCHEZ

WORK SAMPLES

2026

Portfolio



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Brand Architecture

CONTENT

Product & Retail Systems

Marketing & Lifecycle

Campaigns

Motion & Visual Assets

Environmental & Experiential



GS ATELIER

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Integrated Product Content Architecture

- Verve Coffee Roasters

Identified and formalized a fragmented set of product content modules into a unified, integrated framework. Mapped and connected packaging, website PDPs, retail collateral, and internal launch documentation into a cohesive content architecture to improve cross-channel consistency and viewer navigation. Developed repeatable templates and documentation structures designed to support scalable, high-volume product releases and long-term brand alignment.

Packaging + PDP > Retail > Internal

ETHIOPIA BURISO AMAJE

BLOOD ORANGE | PEACH | JUNIPER

ELEGANT SPARK

BEHIND THE CUP

FARMLEVEL STORY

DETAILS

ORIGIN	PRODUCER	CULTIVAR
Ethiopia	Buriso Amaje	74155, 74150
PROCESS	ROAST LEVEL	ELEVATION
Natural	4	1800-2000 Meters

Product Packaging & PDP Assets

- Verve Coffee Roasters

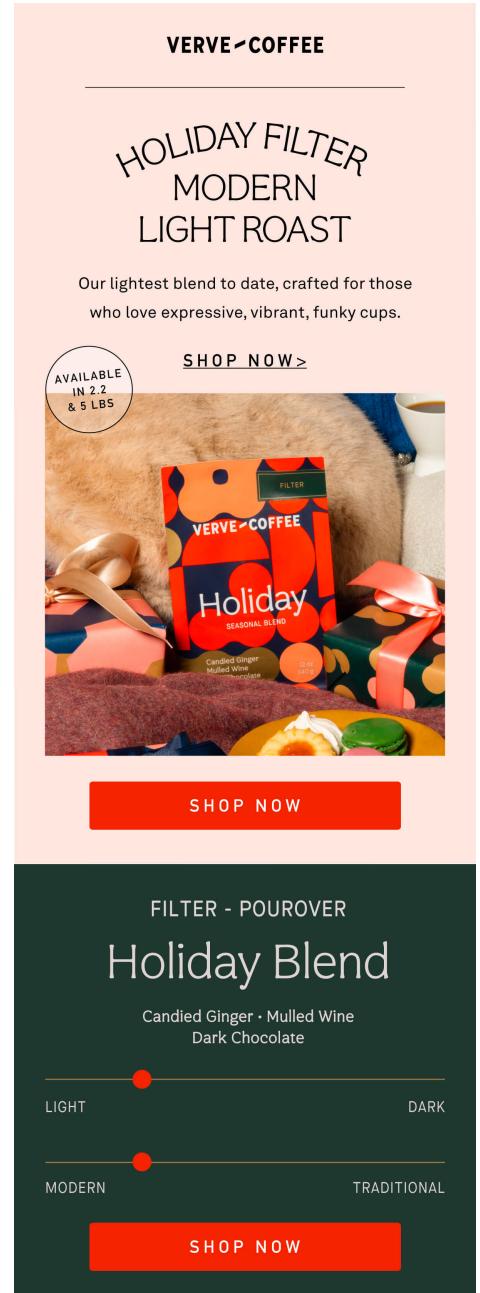
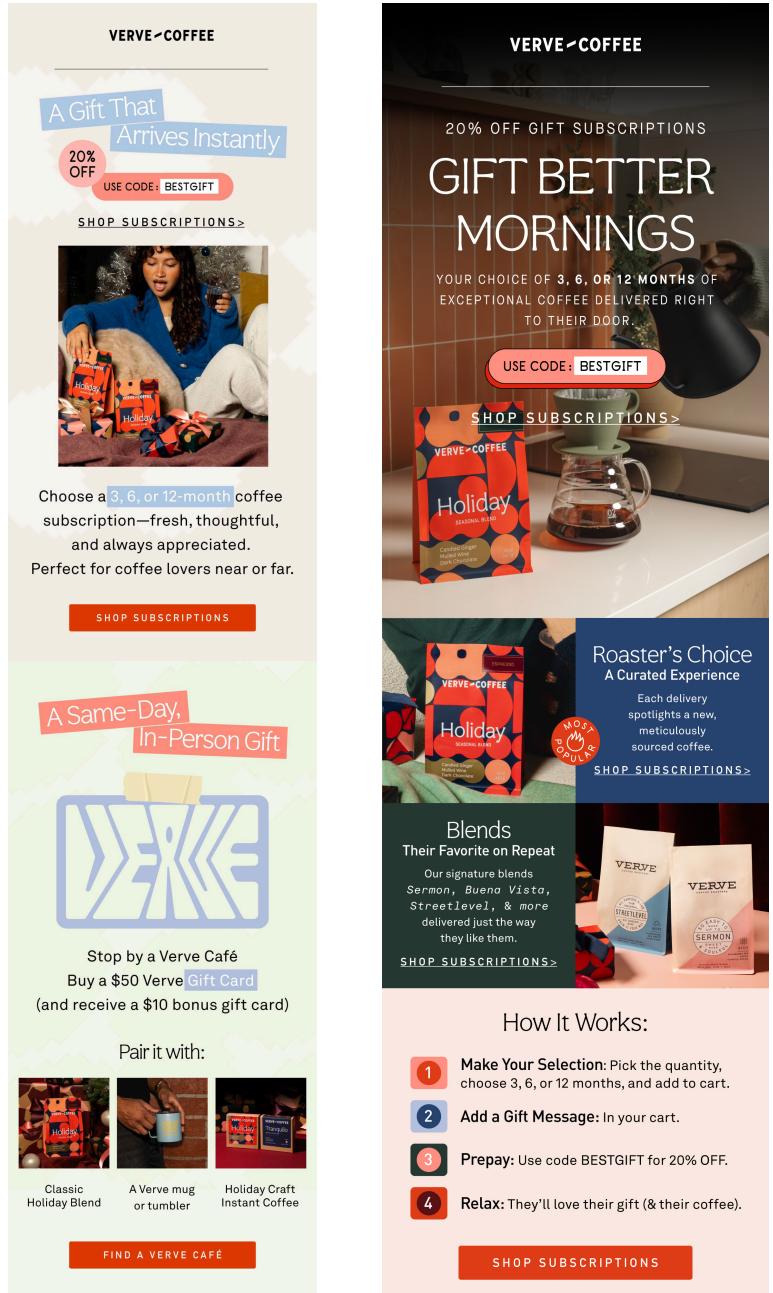
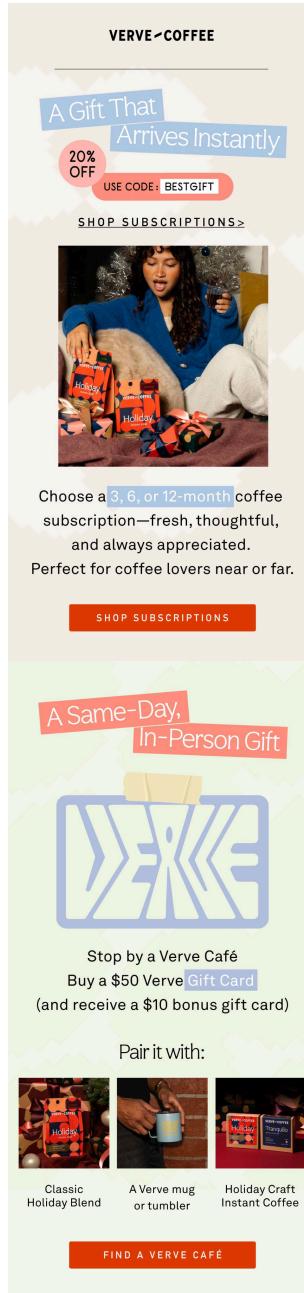
Designed production-ready product labels and supporting packaging files for seasonal and core releases. Developed coordinated visual mockups and product imagery for website PDP use, ensuring brand consistency and alignment between physical packaging and digital presentation.



Lifecycle Campaign System

- Verve Coffee Roasters

Executed seasonal and promotional campaign rollouts across email (Klaviyo), homepage placements, and social channels. Adapted and extended existing brand modules into cohesive, repeatable layouts, ensuring consistent storytelling and efficient cross-platform deployment for high-volume launches.



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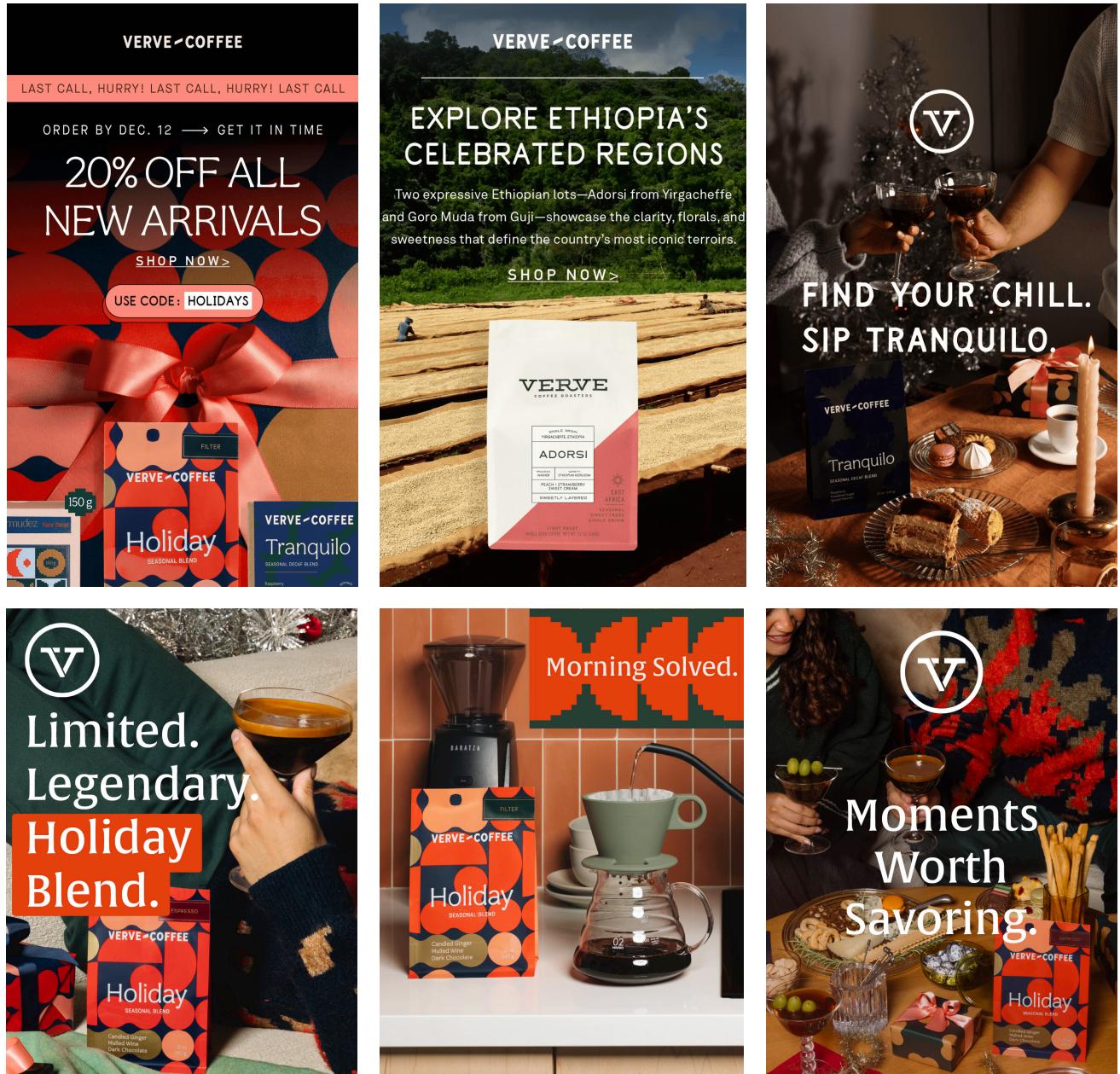
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Motion & Performance Assets

- Verve Coffee Roasters

Extended lifecycle campaign systems into motion-forward and performance-oriented assets across paid social, homepage features, and story placements. Adapted static frameworks into dynamic formats optimized for engagement and cross-platform visibility.

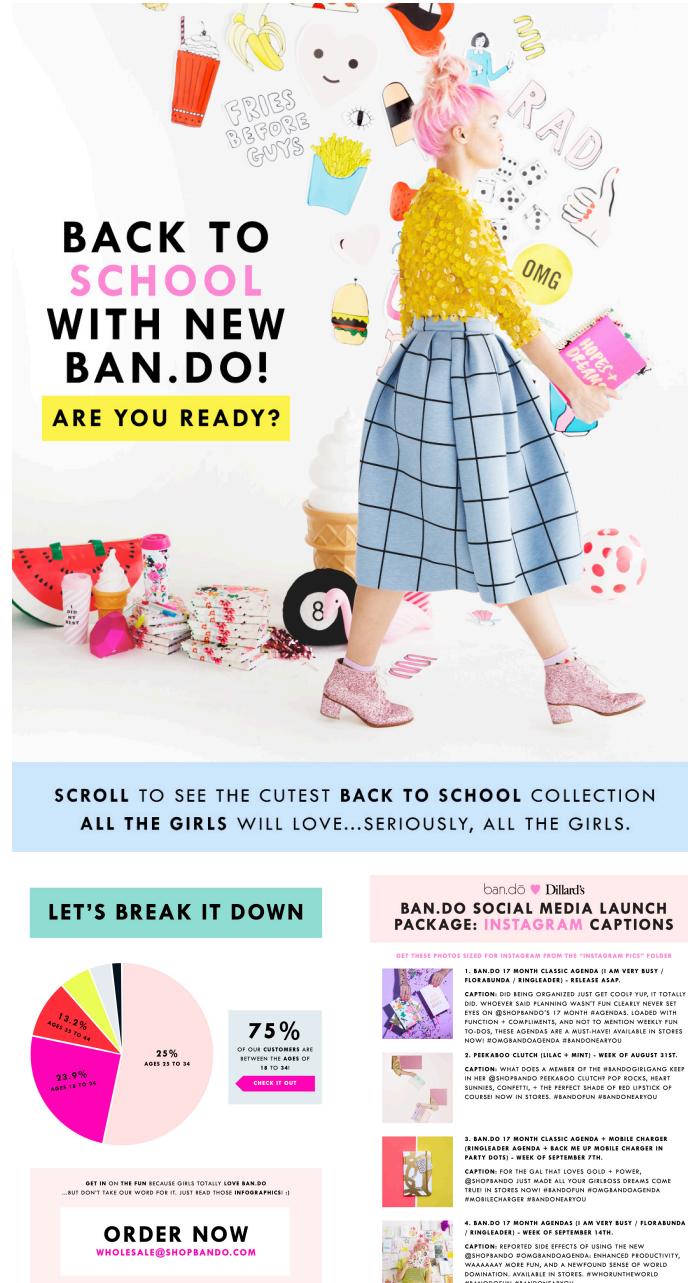
[Click here to view live motion adaptations.](#)



Integrated Email & Partner Campaigns

- Ban.do

Owned lifecycle email campaign strategy and execution, collaborating cross-functionally to align creative direction and brand messaging. Created scalable influencer and wholesale partner toolkits to support multi-channel promotion. Embedded original illustration assets into campaign photography and product collections to extend brand storytelling.



BACK TO SCHOOL WITH NEW BAN.DO!
ARE YOU READY?

SCROLL TO SEE THE CUTEST BACK TO SCHOOL COLLECTION ALL THE GIRLS WILL LOVE...SERIOUSLY, ALL THE GIRLS.

LET'S BREAK IT DOWN

Age Group	Percentage
18 to 24	23.9%
25 to 34	25%
35 to 44	13.2%

75% OF OUR CUSTOMERS ARE BETWEEN THE AGES OF 18 TO 34
[CHECK IT OUT](#)

ban.do ♥ Dillard's
BAN.DO SOCIAL MEDIA LAUNCH PACKAGE: INSTAGRAM CAPTIONS

GET THESE PHOTOS SIZED FOR INSTAGRAM FROM THE "INSTAGRAM PICS" FOLDER

1. BAN.DO 17 MONTH CLASSIC AGENDA (I AM VERY BUSY) / FLORARUNDA / BINGOLEADERS / RELEASE ASAP.
CAPTION: DID BEING ORGANIZED JUST GET COOL YET. IT TOTALLY DID. WHO SAID FUN HAD TO BE FUN CLEARLY NEVER SET EYES ON @BANDOUSA'S 17 MONTH CLASSIC AGENDA. IT'S FULL OF FUNCTION + COMPLIANCE, AND NOT TO MENTION WEEKLY FUN TO SPICE UP THESE AGENDAS. IT'S THE ULTIMATE BACK TO SCHOOL NOW! [#BANDOUSA #BANDOUSAFLY](#)
2. PEEKABOO CLUTCH (LILAC + MINT) / WEEK OF AUGUST 31ST.
CAPTION: WHAT DOES A MEMBER OF THE BANDO GIRL GANG KEEP IN HER @SHOPANDO PEAKABOO CLUTCH? POP ROCKS, HEART SUNNIES, CONFETTI - THE PERFECT SHADE OF RED LIPSTICK OF COURSE! NOW IN STORES! [#BANDOUSA #BANDOUSAFLY](#)
3. BAN.DO 17 MONTH CLASSIC AGENDA + MOBILE CHARGER (KINGLEADER AGENDA + BACK ME UP MOBILE CHARGER) IN PARTY DOLL / WEEK OF SEPTEMBER 14TH.
CAPTION: YOU KNEW IT! THAT LOVE GOLD + POWER, @SHOPANDO JUST MADE ALL YOUR GIRLEOSS DREAMS COME TRUE IN STORES NOW! [#BANDOUSA #OMGANDOAGENDA #MOBILECHARGER #BANDOUSAFLY](#)
4. BAN.DO 17 MONTH AGENDAS (I AM VERY BUSY) / FLORARUNDA / BINGOLEADERS / WEEK OF SEPTEMBER 14TH.
CAPTION: REPORTED SIDE EFFECTS OF USING THE NEW WAAKAAAAY MORE FUN, AND A NEWFOUND SENSE OF WORLD DOMINATION. AVAILABLE IN STORES. [#WHORUNTHEWORLD #BANDOUSA #BANDOUSAFLY](#)

ORDER NOW
WHOLESALE@SHOPBANDO.COM



FLAIR PACK

HEY GIRL, YOU DON'T WANNA BE CAUGHT WITH ONLY 15 PIECES OF FLAIR!

CLICK TO SHOP

PARTY TIME

FUN

OMG

HEY GIRL HEY

BARE MINIMUM? NO WAY!

CLICK TO SHOP

Brand Identity System

- Somnella Herbal Wellness

Developed a conceptual brand identity and packaging system for a plant-based wellness product, exploring how visual language translates across product, digital commerce, and campaign environments. The direction balances clinical clarity with organic warmth, establishing a cohesive, scalable brand language.

Scope included:

- Identity system
- Packaging direction
- E-commerce visuals
- Campaign and lifestyle concepts



Our mission is to help people sleep peacefully and wake naturally. Somnella blends time-honored botanicals like valerian root and chamomile to calm the mind and support deep, restorative sleep—without synthetic additives.



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Signature Tournament Invitational

- Virginia Country Club

Concepted and designed a limited-edition, letterpressed gold foil invitational box for a signature tournament event. Elevated the club's legacy and reinforced exclusivity through materiality, finish, and presentation.

Art directed, styled, photographed, and retouched presentation imagery to support executive review and secure board approval for concept and production.



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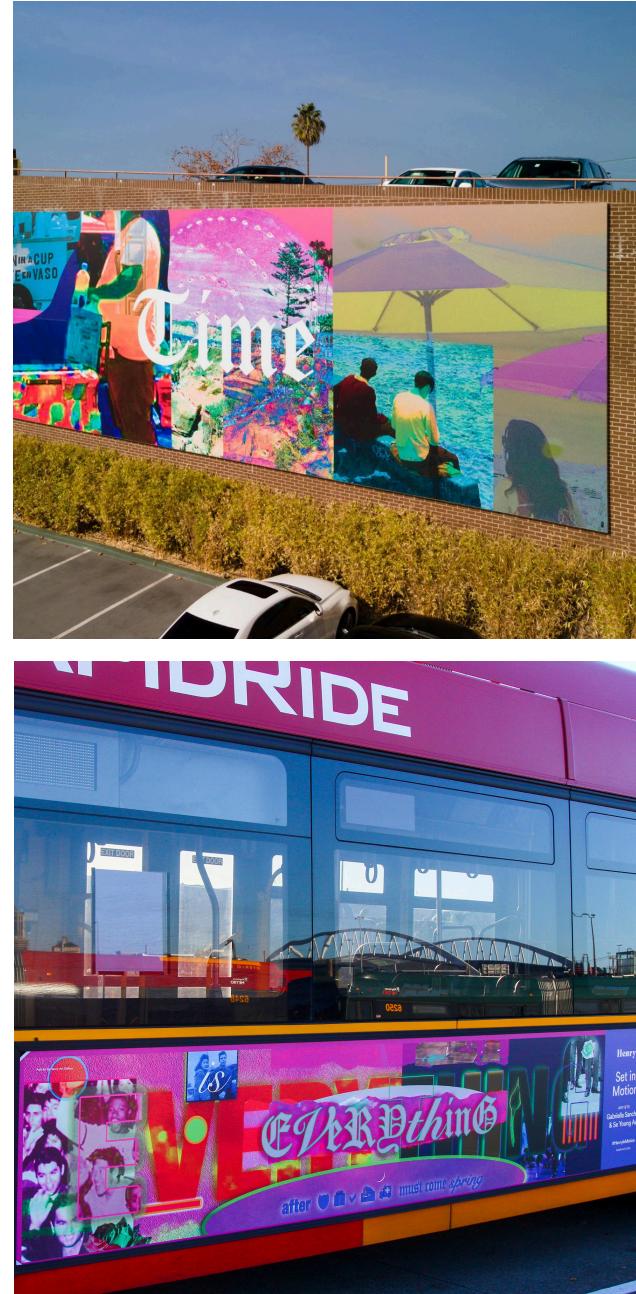
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Environmental Art Direction & Production

- Murals of La Jolla
- Henry Art Gallery
- Frieze Los Angeles

Directed and produced large-format environmental graphics for public installations and art-driven campaigns.

Developed custom imagery, prepared production-ready files, collaborated with vendors, and oversaw installation to ensure high-impact execution at scale.



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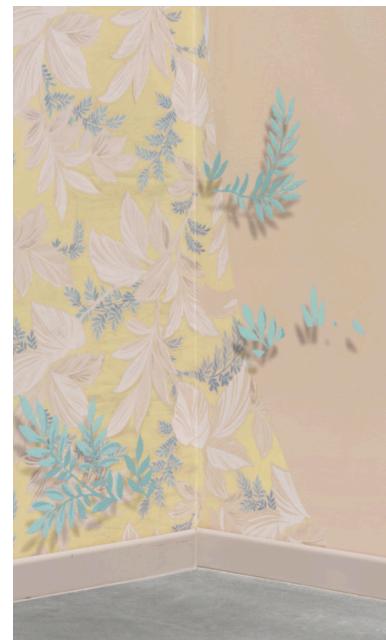
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Museum-Scale Print Production

- Laura Owens Studio

Collaborated within a multidisciplinary studio team on the production of large-scale, museum-quality screenprints for Laura Owens's immersive exhibition at Matthew Marks Gallery (February–April 2025). Contributed to color development, complex registration, and precision finishing across layered compositions, supporting exhibition-ready installation standards in a fast-paced, detail-intensive environment.



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