

# Gabriella Sanchez

2025

*DESIGN PORTFOLIO*



626.840.4557

[www.gs-atelier.com](http://www.gs-atelier.com)

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**Branding & Identity**

**Print & Packaging**

**Digital: Marketing & Website**

**Special Projects & Environmental**

**Illustration & Motion**

**Skills & Résumé**



# Branding & Identity

- *Proágo Branding Dept.*
- *Roca Skincare*
- *Somnella*
- *Gritta Eyewear*

A collection of logos and brand identities featuring custom illustration, rich textures, distinctive type treatments, and thoughtfully employed imagery.



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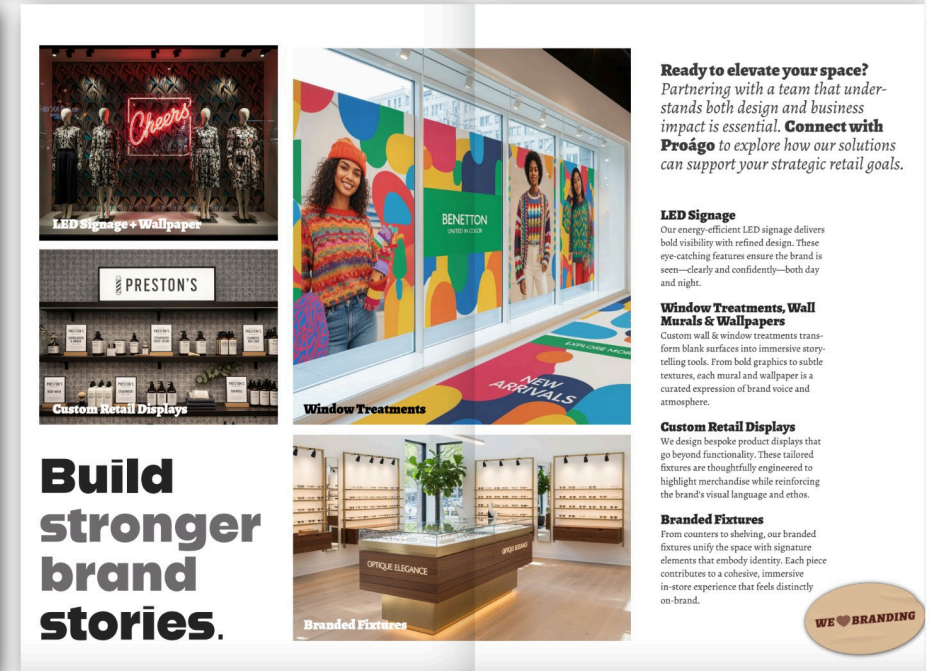
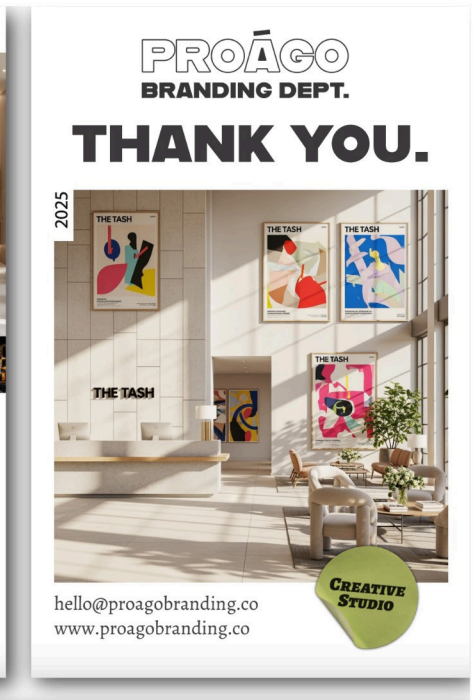
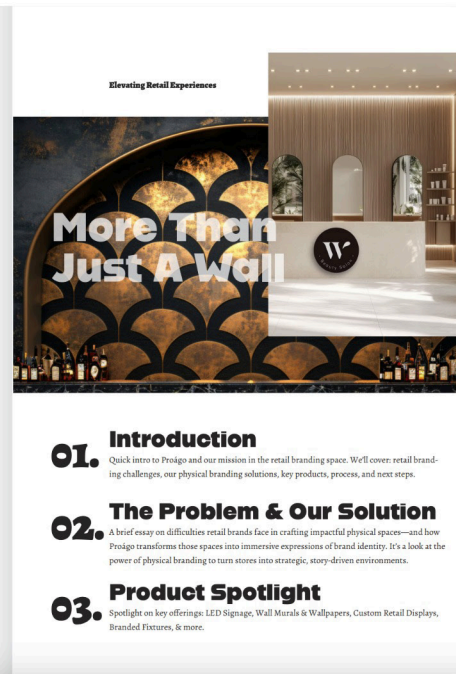
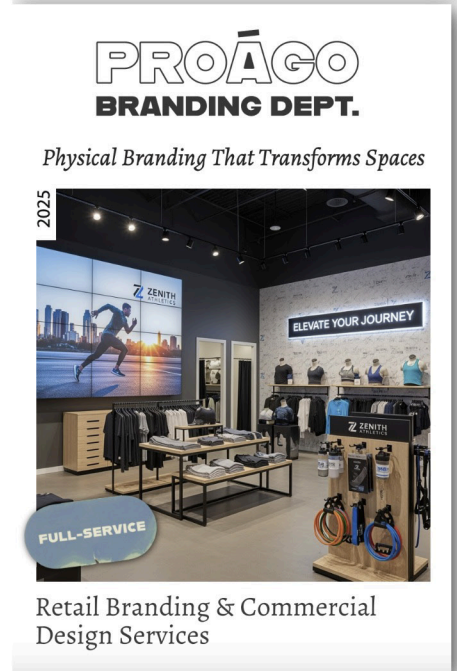
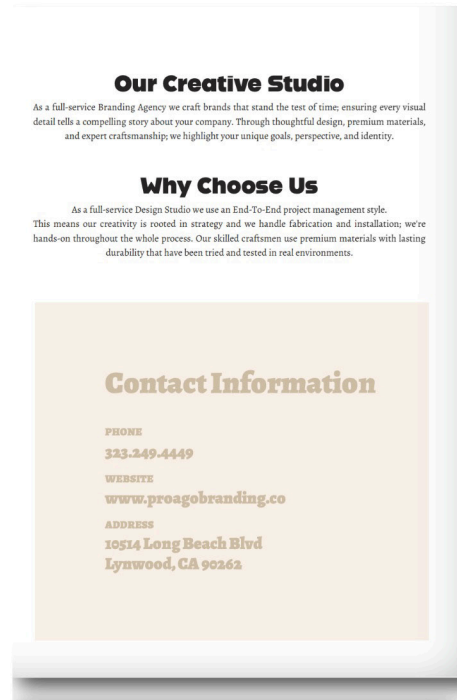
# Marketing: Editorial

## • Proágo Branding Dept.

Developed a printable catalogue as part of a comprehensive retail branding initiative, emphasizing strategic layout, elevated type treatments, and cohesive visual narrative. Image licensing and custom environmental mockups were used to showcase real-world brand integration. The design process combined precision in Adobe InDesign with concept development and asset generation in Adobe Firefly to support a refined and scalable brand presentation.



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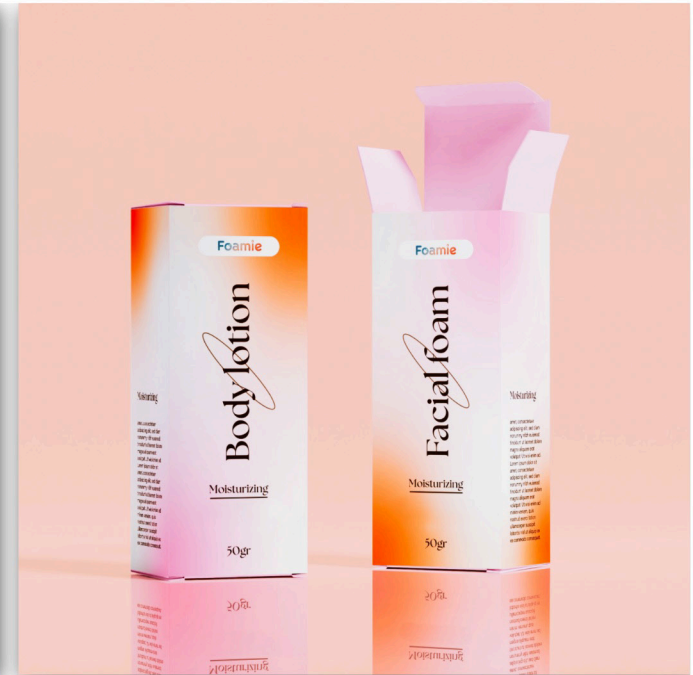
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# Packaging

- *BrightFolk Coffee*
- *Foamie*
- *DewBloom Skincare*
- *HearthHive*

A curated collection of packaging work across food, beverage, and skincare — featuring a vacuum-sealed coffee pouch, an artisanal honey jar with gold foil detailing, and a boxed skincare line finished with spot UV coating. Each piece is crafted to elevate the brand's voice, balance form with function, and deliver a tactile, memorable unboxing experience.





# Packaging

- *Nourish Skincare*

An editorial flat lay showcasing the Nourish skincare line, where botanical influence meets modern design. Gold foil detailing and an embossed brand mark lend a tactile elegance to the soft, nature-inspired palette — a packaging system designed to reflect beauty, care, and clarity.



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# Digital Campaigns

- *Proágo Branding Dept.*

Marketing design work focused on digital communication, including branded email campaigns, promotional graphics, and conversion-driven layouts. Projects emphasize clarity, hierarchy, and visual consistency across platforms.

These email campaigns typically feature animated (GIF) content and original copywriting to enhance engagement and drive results.



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# Digital Campaigns

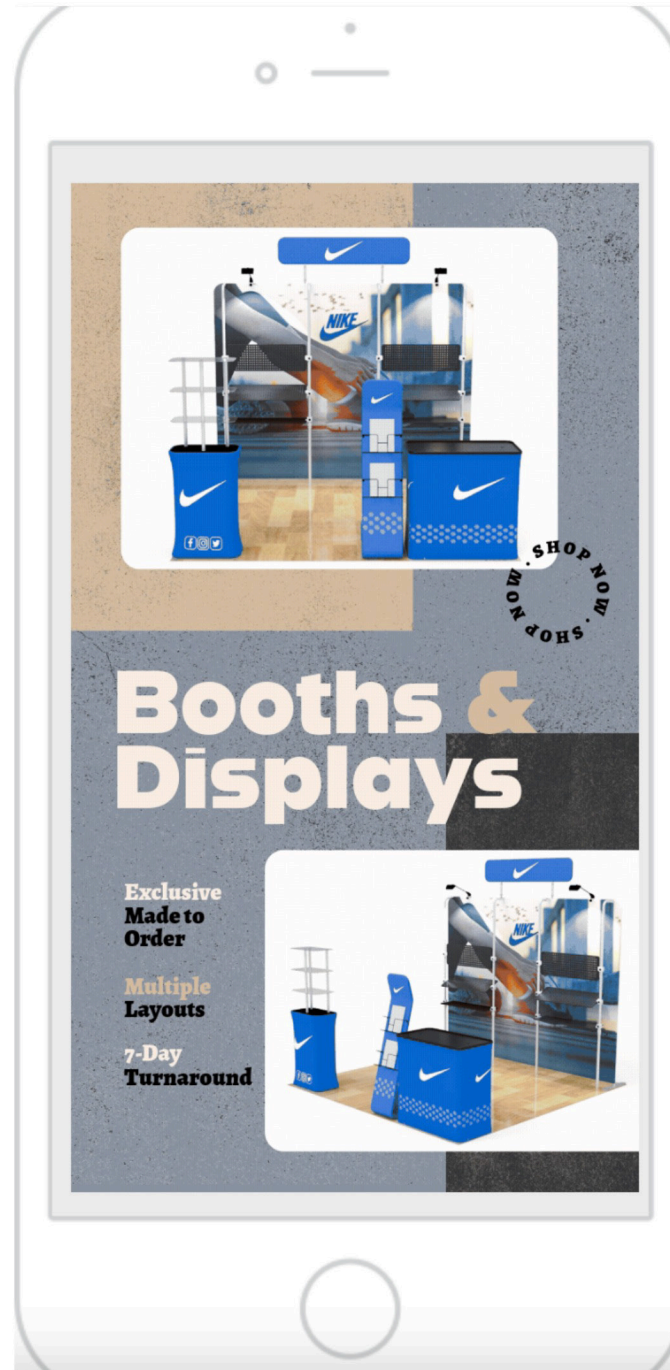
- *Proágo Branding Dept.*

Led the creative development of email campaigns for Proágo — a branding agency specializing in environmental design, including spatial branding, signage, and immersive retail environments. Oversaw asset sourcing and licensing, image editing, and the creation of branded GIF animations. Developed campaign messaging and copy to align with the agency's visual language and strategic positioning, ensuring consistency across design and content.

Keap scheduling system.



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# Digital Marketing

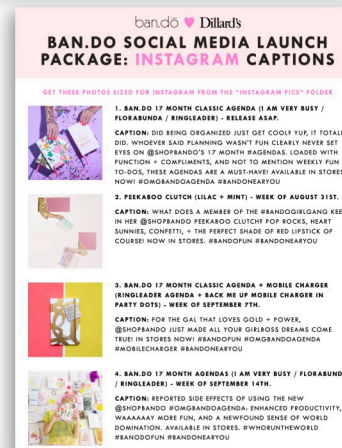
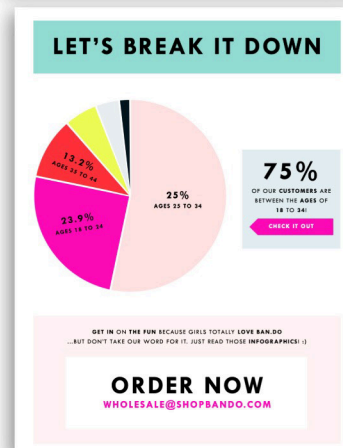
- *Ban.do*

Led marketing design initiatives for Ban.do, overseeing concept development, brand-aligned messaging, and the execution of scheduled email campaigns paired with coordinated social media content. Designed motion assets (GIFs) and promotional materials to ensure cohesive storytelling and cross-platform consistency.

Mailchimp scheduling system.



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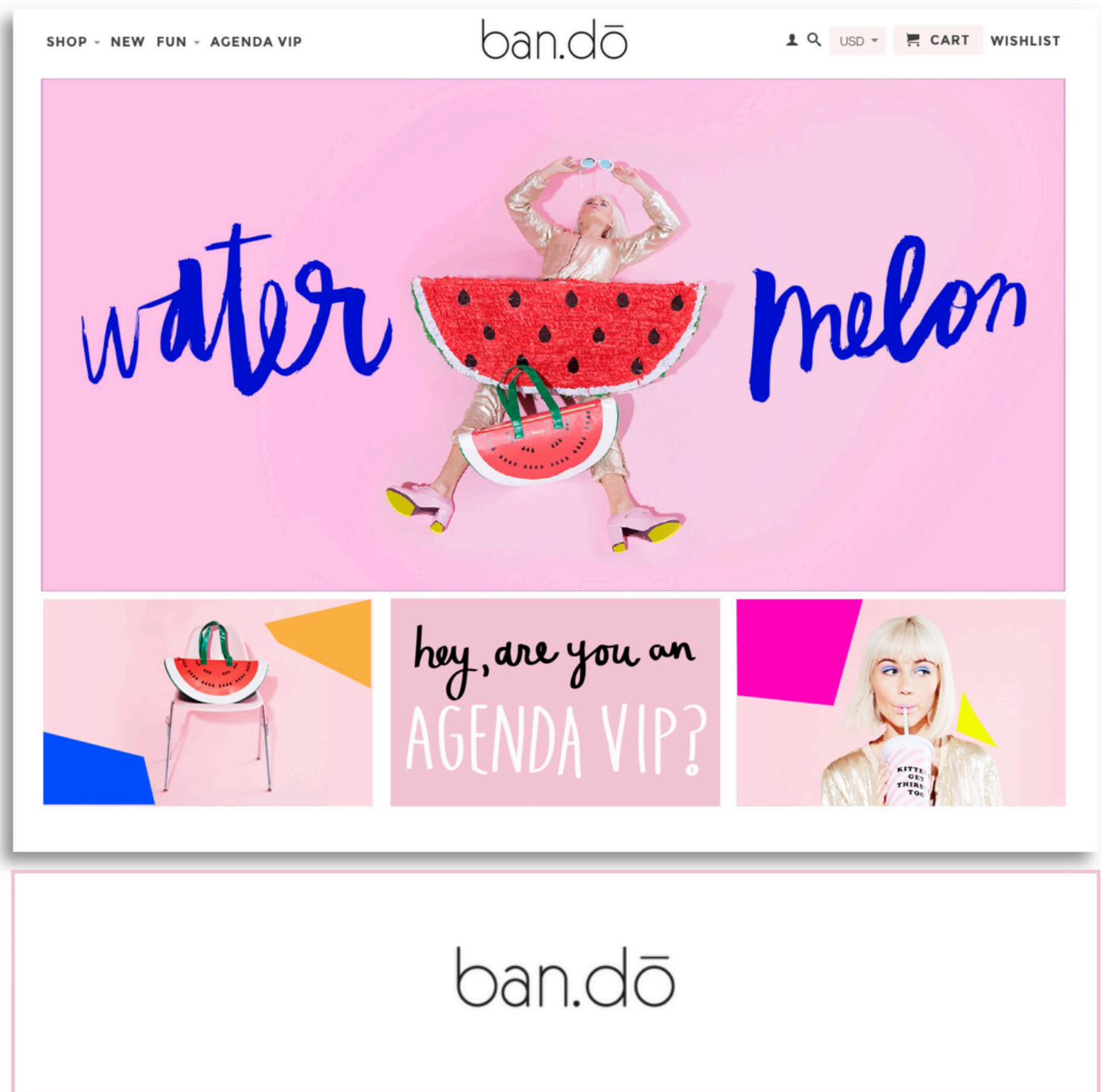
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# Web Design

- *Ban.do*

Executed web design for Ban.do, incorporating custom type creation, advanced image retouching, and modular layouts optimized for responsive performance. Managed continuous updates of digital ads and banners to ensure campaign alignment and cross-platform consistency.



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# Graphic Interventions

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

Executed large-format design projects for commercial applications, including transit advertising, hanging banners, and billboards. Developed custom imagery optimized for print production and environmental scale, targeting high-end, art-driven audiences. Designs balanced clarity with visual sophistication for premium public and retail environments.



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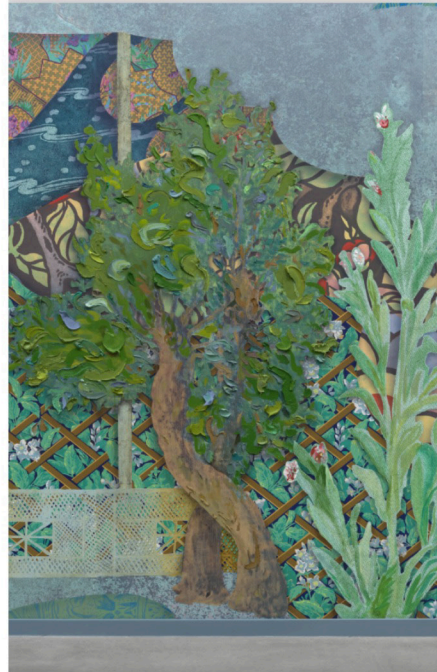
# Fine Art Screen Printing

- *Laura Owens Studio*

Collaborating closely within a multidisciplinary studio team, I contributed to the production of museum-quality, large-scale screenprints for Laura Owens's immersive exhibition at Matthew Marks Gallery (February–April 2025). My role involved hands-on expertise in color development, precise registration, skilled touch ups, and finishing processes, supporting a fast-paced, detail-driven workflow that brought Owens's experimental layering and visual complexity to life through hand-pulled screenprinting and original mark making.



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# Media Ad Concepts

- *Upcomers*
- *Virginia Country Club*
- *Ace Hotel*
- *MiuMiu*

Conceptualized and executed media ad concepts for pitches and presentations across diverse clients, including a country club social event, a retail seasonal campaign, and a youth-led creative portfolio program. Managed original imagery sourcing, typographic messaging, and visual direction to deliver cohesive, strategic brand storytelling.



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# Environmental Brand Activation Concept Visualization

- *Del Rio Brewery*

Partnered with the client to develop a range of innovative pop-up bar concepts for Del Rio Brewery. Delivered multiple adaptable design proposals featuring diverse material selections and booth configurations, effectively demonstrating how the brand's identity can be activated across varied locations and environments.



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# Environmental Retail Branding

- *Proágo Branding Dept.*

A dynamic collection of exterior and interior retail branding concepts developed for Proago Branding agency's maturing millennial-focused clients. Featuring storefront branding, window displays, entryway graphics, and vibrant, dimensional 360° interior environments—each design crafted to create immersive, engaging retail experiences that resonate with a modern audience.



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# Branded Retail Design

- *Proágo Branding Dept.*

A cohesive collection of fixture branding for luxury eyewear retailers and refined women's brand assets—window displays, shopping bags, and gift wrapping—designed to deliver an immersive, memorable experience at every customer touchpoint.





# Environmental

- *Proágo Branding Dept.*

A comprehensive exploration of environmental design within a museum setting, featuring custom wall treatments, integrated wayfinding systems, large-scale backlit displays, and interpretive information plaques. Each element is thoughtfully designed to guide, inform, and immerse visitors—balancing visual impact with clarity and accessibility to enhance the overall visitor experience.



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# Illustration

- *Personal Style*

An ongoing exploration of personal illustration, crafted in Procreate and Photoshop and spanning a range of visual styles—from stark, minimal black-and-white ink work to softly layered scenes rendered in refined, natural tones. Each piece reflects a study in tone, mood, and composition, revealing a flexible visual language shaped by curiosity and craft.



# Motion: Illustrative Storytelling

- *Headspace*

Developed a series of animated illustrations for Headspace, combining movement and expressive visual language to convey brand messaging around mindfulness and mental wellness. Responsible for illustration, animation, and visual narrative development—each piece designed to align with Headspace's human-centered tone while enhancing storytelling across digital touchpoints.



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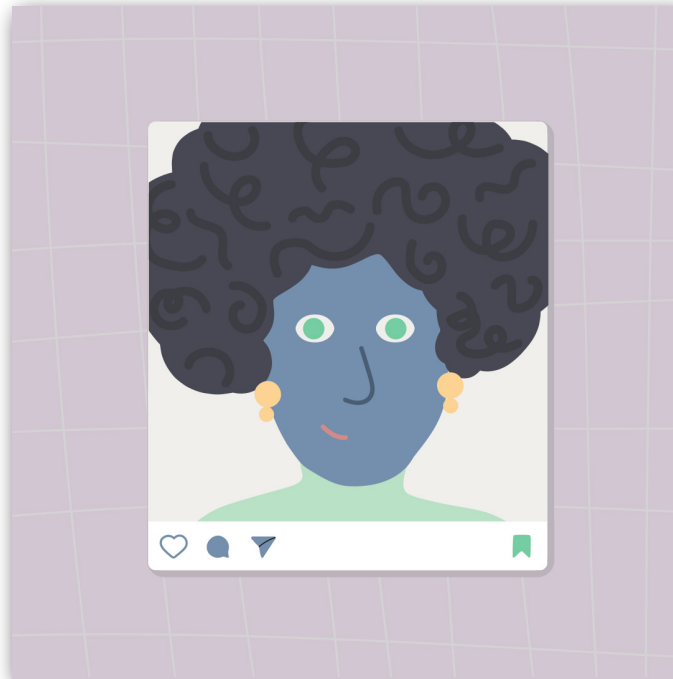
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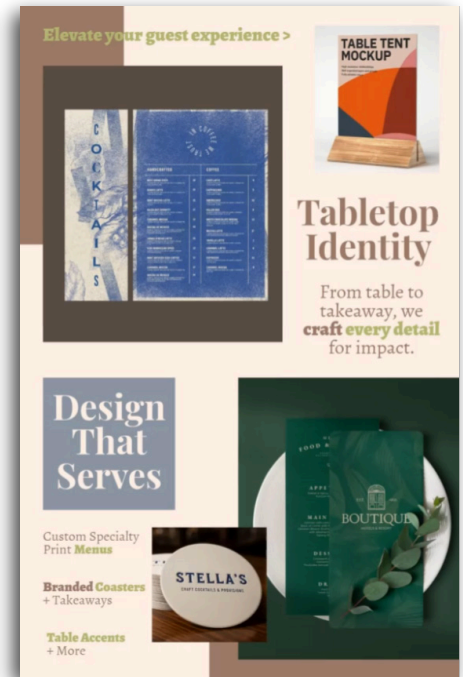
# Motion: Brand Storytelling & Marketing

- *Proāgo Branding Dept.*

This collection shows a range of digital brand storytelling and marketing assets created for Proago Branding Dept. Featured is a homepage video combining sound, motion, and imagery to communicate our agency's values while promoting core services. Projects also include editorial-style animated layouts for social media & email marketing, along with a web asset highlighting before-and-after view of an interior branding process—visually narrating the path from concept to completed space.



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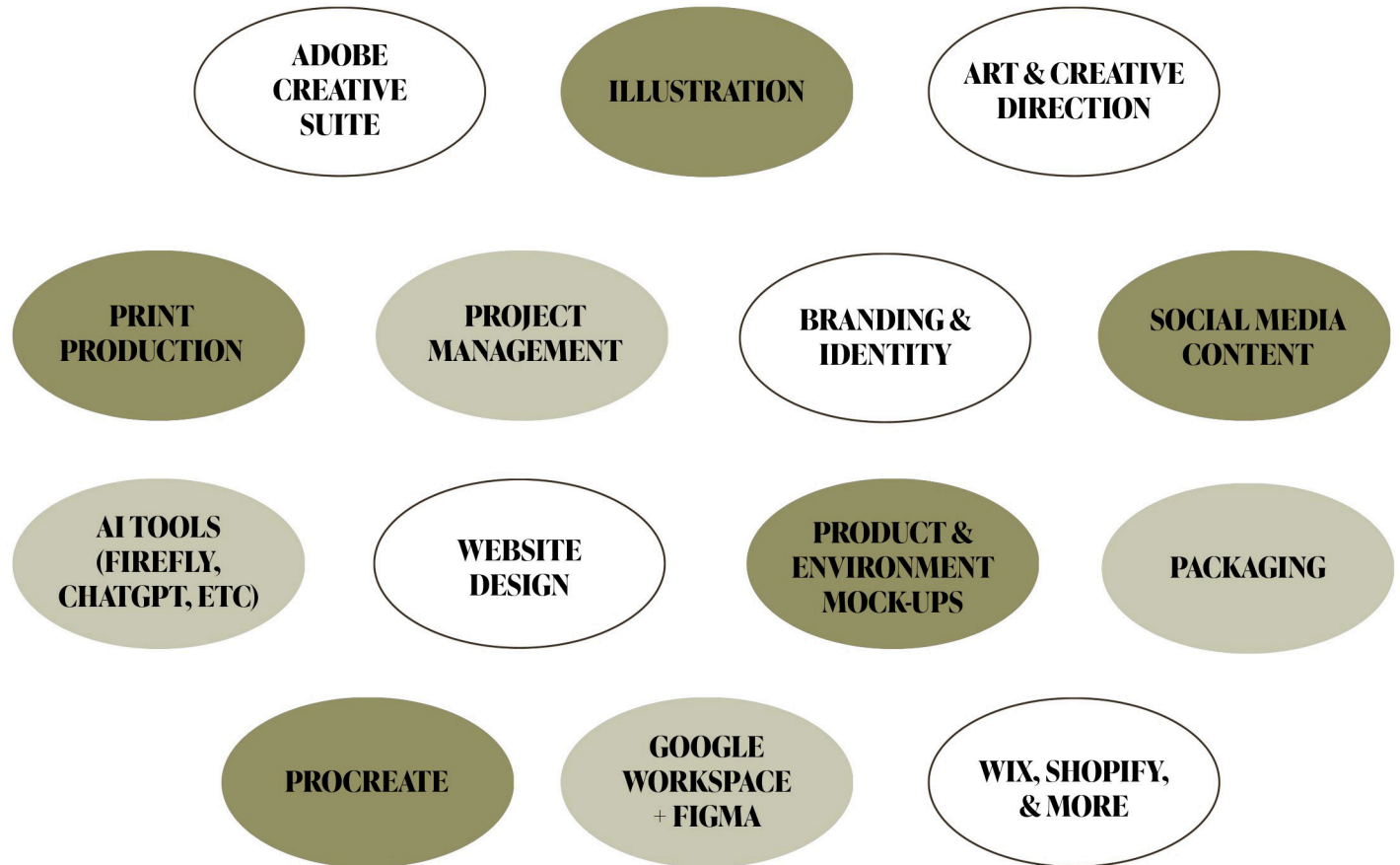


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# Skills & Software



# Gabriella Sanchez

RÉSUMÉ

Seasoned Designer & Consultant with an in-depth background in museum presentation, print production, e-commerce, retail marketing, branding, and art production. Brings a multidisciplinary approach to visual storytelling and is eager to contribute thoughtful, impactful design solutions to your team.

HIGHLIGHTS	WORK EXPERIENCE	CONTINUED...
<p>PROJECT MANAGEMENT Efficiently coordinating tasks to completion.</p> <p>RETAIL DESIGN</p> <p>ART &amp; CREATIVE DIRECTION Shaping visual stories that elevate.</p> <p>E-COMMERCE MARKETING Emails, Online Ads, Website</p> <p>SOCIAL MEDIA CONTENT</p>	<p><b>PROÁGO BRANDING DEPT.</b> Graphic Designer &amp; Brand Creative 2025-PRESENT</p> <p>Led creation of integrated brand systems across print, digital, and environmental media for Proágo’s in-house creative team. Led end-to-end execution—from concept to production—including image development, packaging systems, and branded interior and exterior design such as signage, wallpaper, and banners—ensuring consistency, scalability, &amp; visual impact across all client touchpoints.</p> <p><b>FREELANCE (2025):</b> <b>PATREON, GOOD TAPE, YOUTUBE (UNTITLED), SELF HELP GRAPHICS &amp; ART</b> Graphic Designer &amp; Illustrator 2025-PRESENT</p> <p>Crafted dynamic visual identities and illustration systems across branding, exhibition design, and social media campaigns. Delivered event and conference graphics using Figma, blending conceptual design with platform-specific execution for high-impact creative projects.</p> <p><b>LAURA OWENS STUDIO</b> Production Artist 2024-2025</p> <p>Worked collaboratively within a multidisciplinary studio team to produce large-scale museum-quality screenprints. Contributed hands-on expertise in color development, registration, and finishing processes, supporting a fast-paced &amp; detail-oriented workflow.</p>	<p><b>CHARLIE JAMES GALLERY</b> Studio Artist 2017-2022</p> <p><b>REDEYE REPRESENTS, INC.</b> Illustrator 2016-2018</p> <p><b>BAN.DO</b> Graphic Designer 2014-2016</p> <p><b>LE PARTICULIER</b> Illustrator 2011-2014</p>
<p><b>NOTABLE CLIENTS</b></p> <p>Patreon, LACMA, Frieze, Headspace, Spotify, SoFi, Teen Vogue, Claremont McKenna College, Facebook, Toyota, YouTube + more.</p>		<p><b>EDUCATION</b></p> <p>POINT LOMA NAZARENE UNIVERSITY Bachelor of Arts; Design 2006-2011</p> <p>ART CENTER COLLEGE OF DESIGN Summer Sessions 2009</p>



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		<p><b>LANGUAGES</b></p> <p>ENGLISH Fluent - Native</p> <p>SPANISH Intermediate</p> <p>FRENCH Intermediate</p>



# Thank You.

2025

*LET'S WORK TOGETHER.*



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