

GABRIELLA  
SANCHEZ

WORK SAMPLES

2026

# Portfolio



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

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Brand Architecture

Lifecycle & Growth Marketing

Integrated Campaigns

Packaging & Product Expression

Editorial & Illustration Systems

Environmental & Experiential Branding

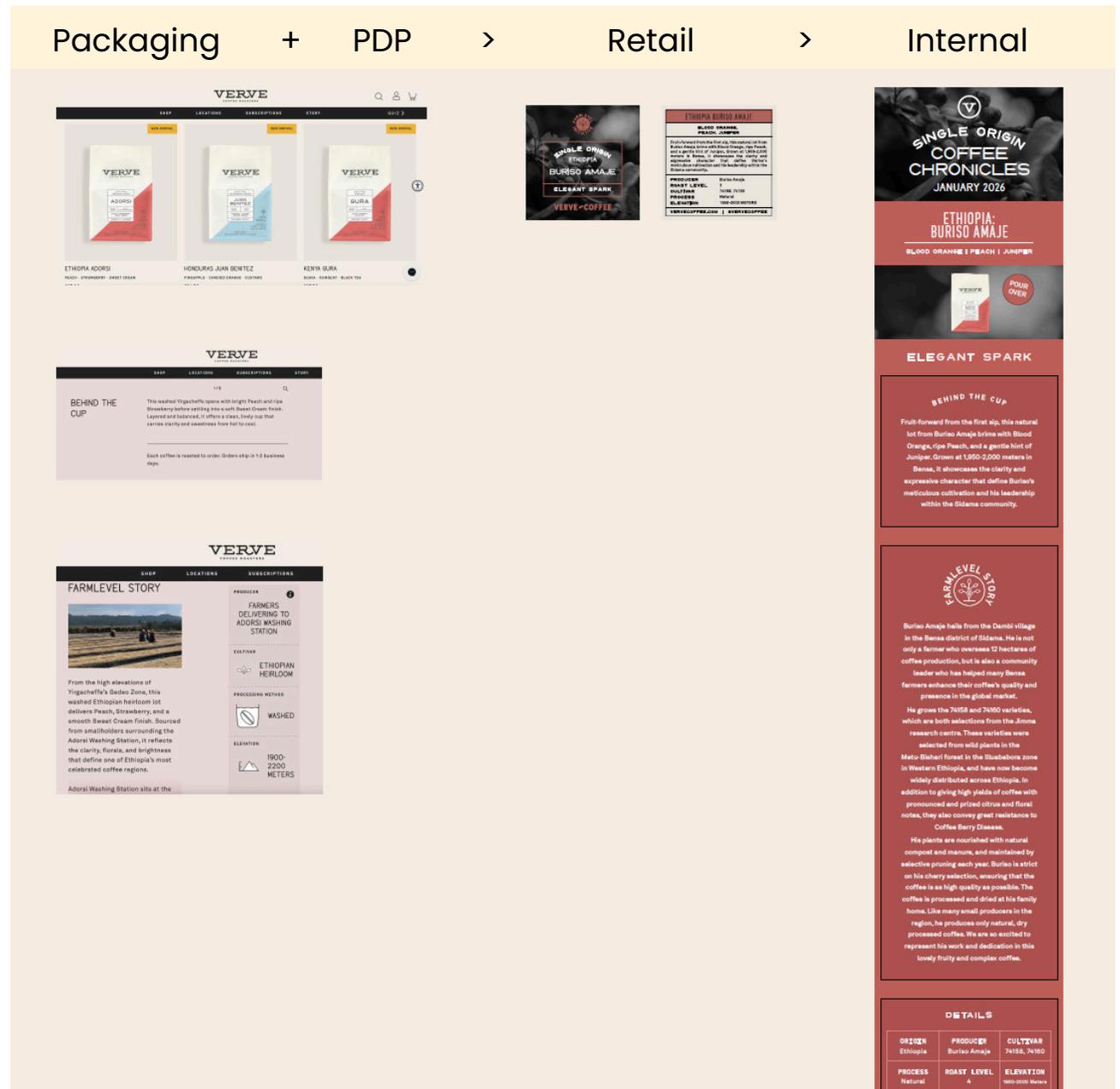
Exhibition & Installation Production



# 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.



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# 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.



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# 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.

VERVE - COFFEE

A Gift That Arrives Instantly

20% OFF  
USE CODE: BESTGIFT

SHOP SUBSCRIPTIONS >



Choose a 3, 6, or 12-month coffee subscription—fresh, thoughtful, and always appreciated. Perfect for coffee lovers near or far.

SHOP SUBSCRIPTIONS

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A Same-Day, In-Person Gift



Stop by a Verve Café  
Buy a \$50 Verve Gift Card  
(and receive a \$10 bonus gift card)

Pair it with:





Classic Holiday Blend | A Verve mug or tumbler | Holiday Craft Instant Coffee

FIND A VERVE CAFÉ

VERVE - COFFEE

20% OFF GIFT SUBSCRIPTIONS

## GIFT BETTER MORNINGS

YOUR CHOICE OF 3, 6, OR 12 MONTHS OF EXCEPTIONAL COFFEE DELIVERED RIGHT TO THEIR DOOR.

USE CODE: BESTGIFT

SHOP SUBSCRIPTIONS >




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Roaster's Choice  
A Curated Experience

Each delivery spotlights a new, meticulously sourced coffee.

SHOP SUBSCRIPTIONS >




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Blends  
Their Favorite on Repeat

Our signature blends *Sermon, Buena Vista, Streetlevel,* & more delivered just the way they like them.

SHOP SUBSCRIPTIONS >




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How It Works:

- 1 Make Your Selection:** Pick the quantity, choose 3, 6, or 12 months, and add to cart.
- 2 Add a Gift Message:** In your cart.
- 3 Prepay:** Use code BESTGIFT for 20% OFF.
- 4 Relax:** They'll love their gift (& their coffee).

SHOP SUBSCRIPTIONS

VERVE - COFFEE

## HOLIDAY FILTER MODERN LIGHT ROAST

Our lightest blend to date, crafted for those who love expressive, vibrant, funky cups.

SHOP NOW >

AVAILABLE IN 2.2 & 5 LBS



SHOP NOW

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FILTER - POUROVER

## Holiday Blend

Candied Ginger - Mulled Wine  
Dark Chocolate

LIGHT  DARK

MODERN  TRADITIONAL

SHOP NOW



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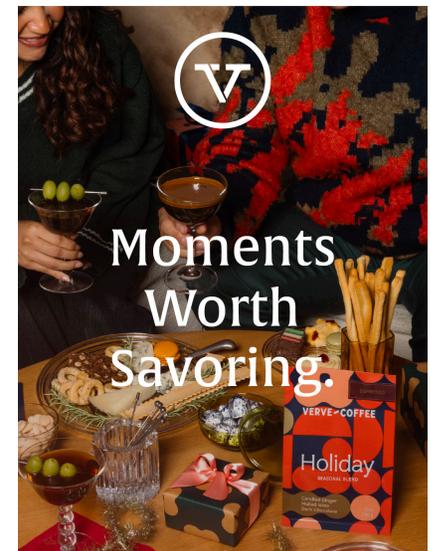
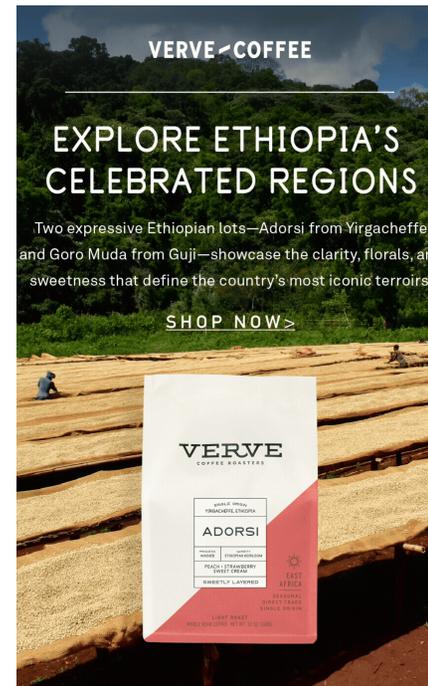
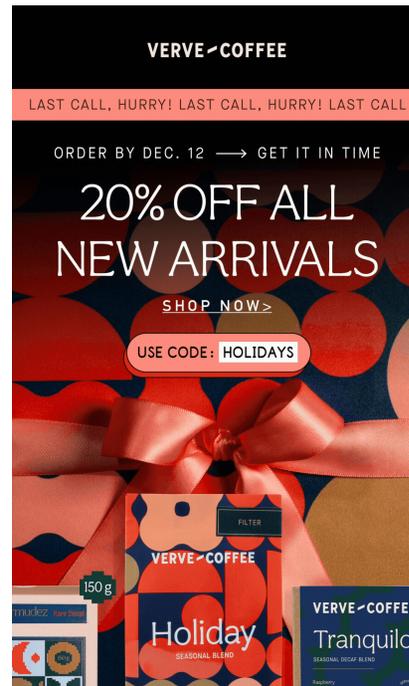
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# Motion & Performance Assets

- 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.](#)



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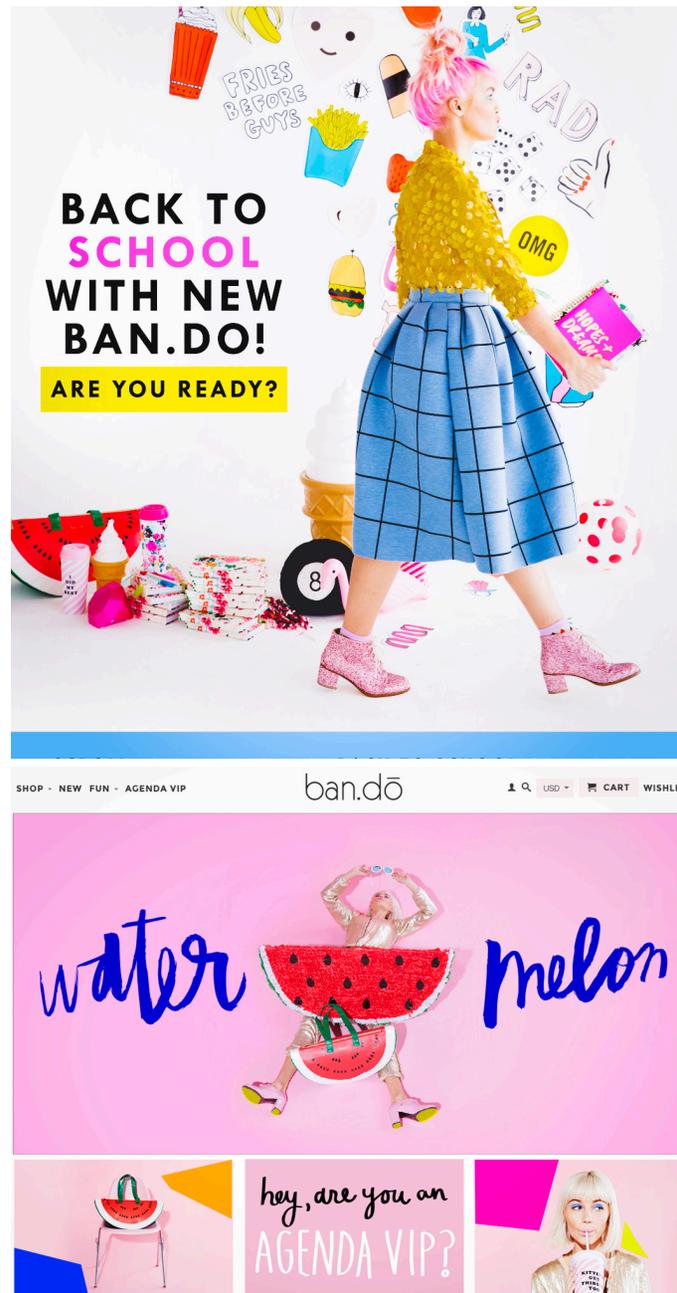
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# Lifecycle Marketing & Campaign Ecosystem

- Ban.do

Led lifecycle marketing design across website and email channels, owning visual direction, execution, and optimization for high-volume promotional calendars. Partnered cross-functionally with marketing, merchandising, and content teams to ensure cohesive brand expression across digital touchpoints.

Contributed original campaign and product illustrations, integrating custom artwork into site features, email storytelling, and seasonal launches. Developed scalable templates and toolkits to maintain consistency while enabling rapid campaign deployment.



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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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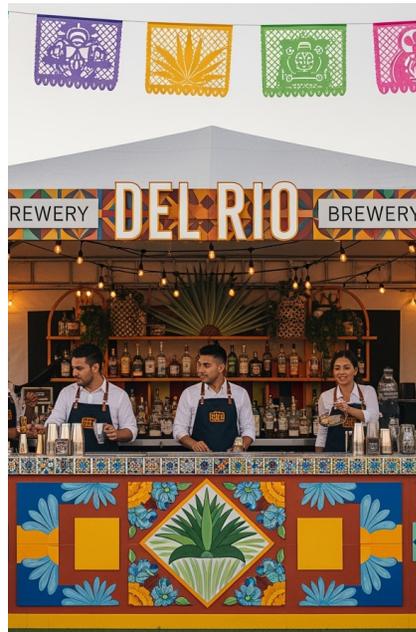
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# Environmental Brand Activation: Concept Visualization

- Del Rio Brewery

Developed spatial activation concepts translating brand identity into scalable physical environments. Designed modular bar systems, environmental graphics, and signage frameworks adaptable across varied event contexts. Produced detailed visualization assets to communicate material direction, structural intent, and brand integration, supporting cross-functional planning and execution readiness.



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# Exhibition-Scale Production & Installation

- 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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# Editorial Illustration

- Redeye Represents, Inc.

Created commissioned illustration work as a represented commercial illustrator with Redeye Represents Inc., developing visuals for leading editorial and consumer brands including Teen Vogue, SoFi, and Condé Nast. Projects spanned print and digital editorial features as well as branded content, translating complex narratives into distinctive, culturally resonant imagery.

Work balanced conceptual clarity with refined craft, ensuring adaptability across web, social, and campaign environments while maintaining a cohesive visual voice.

[Click here to view additional illustration samples.](#)



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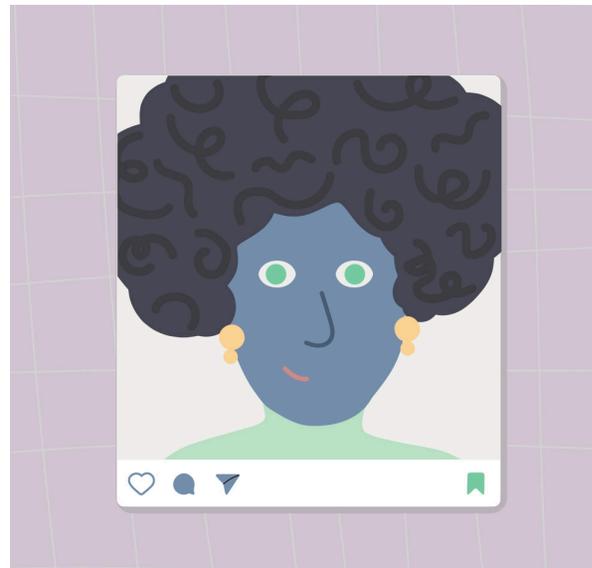
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# Editorial Illustration & Motion

- Headspace

Developed recurring illustration work for Headspace's website and online editorial features, spanning static and motion assets. Visuals supported long-form articles and digital storytelling initiatives, translating mental health concepts into approachable, human-centered imagery. Assets were adapted across web placements and social channels, extending campaign visibility and reinforcing brand tone through consistent visual language.

[Click here to view additional illustration samples.](#)



# 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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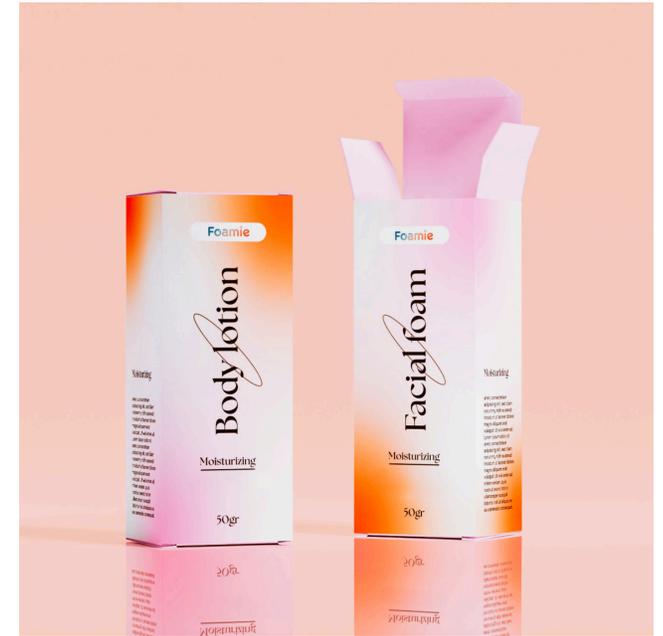
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# Packaging

- BrightFolk Coffee
- Foamie
- DewBloom Skincare
- Verve Coffee Roasters

A curated selection of packaging systems across food, beverage, and skincare, translating brand positioning into tactile, shelf-ready form. Projects include coffee pouches, specialty-finish skincare cartons, and artisanal labeling.

Each piece balances visual clarity with production precision, integrating structure, typography, and material finishes to deliver cohesive, memorable unboxing experiences.



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