

Gabriella Sanchez

2026

DESIGN PORTFOLIO



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gabriella.creativeportfolio@gmail.com

Branding & Identity

Print & Packaging

Digital: Marketing & Website

Special Projects & Environmental

Illustration & Motion

Skills & Résumé



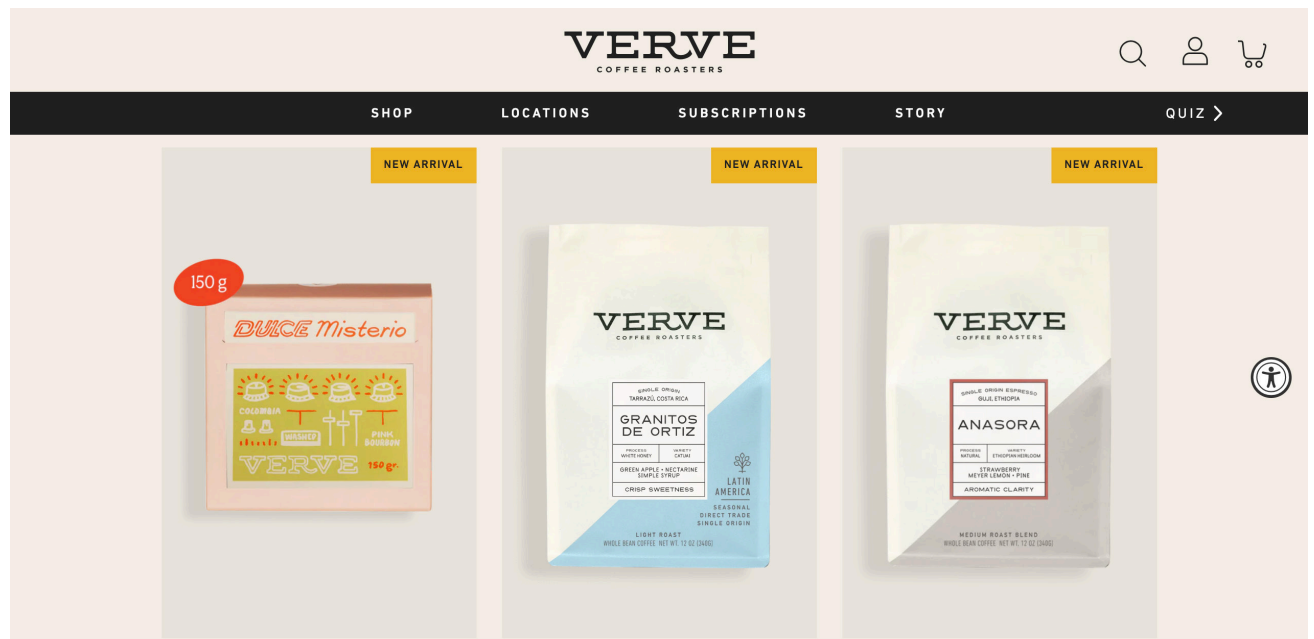
Packaging & Website Assets

- *Verve Coffee Roasters*

Packaging labels, product mockups, and website assets—designed as one cohesive system. My work includes print-ready packaging/label files, web-ready product mockups, and supporting graphic elements that strengthen brand consistency across digital and physical channels.



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Digital Campaigns

- *Verve Coffee Roasters*

Designed digital campaign assets for Verve Coffee Roasters, including Klaviyo email campaigns and modular layouts for seasonal and promotional sends. Work extended across Instagram and supporting website assets to ensure consistent storytelling, clear hierarchy, and cohesive brand execution across channels.



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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

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

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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 >



SHOP SUBSCRIPTIONS >



Roaster's Choice
A Curated Experience

Each delivery spotlights a new, meticulously sourced coffee.

SHOP SUBSCRIPTIONS >

Blends
Their Favorite on Repeat

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

SHOP SUBSCRIPTIONS >

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.

AVAILABLE IN 2.2 & 5 LBS

SHOP NOW >



SHOP NOW

FILTER - POUROVER

Holiday Blend

Candied Ginger • Mulled Wine
Dark Chocolate

LIGHT DARK

MODERN TRADITIONAL

SHOP NOW

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Branding & Identity

- *Somnella*

Developed branding and identity assets for Somnella, a natural herbal sleep tincture, including website graphics, print, and digital advertising. The visual direction emphasizes calm, restorative tones and organic textures, reflecting the brand's natural approach to wellness.



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Marketing: Editorial

- *Doodle Magazine*

Designed editorial cover concepts and digital header assets for Doodle Magazine, combining collage-based art direction with bold typographic systems for a creative-industry audience.



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Digital Marketing

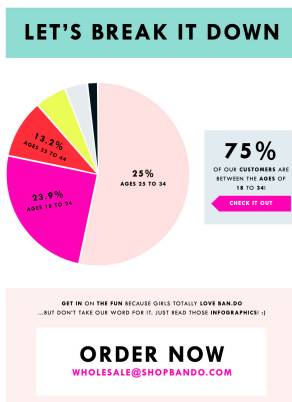
- **Ban.do**

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

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

- BAN.DO 17 MONTH CLASSIC AGENDA (I AM VERY BUSY / FLORALBUNDA / RINGLEADER) - RELEASE ASAP.**
CAPTION: DID BEING ORGANIZED JUST GET COOL? YUP, IT TOTALLY DID. WHOEVER SAID PLANNING WASN'T FUN CLEARLY NEVER SET EYES ON @SHOPBANDO'S 17 MONTH AGENDAS LOADED WITH FUNCTION + COMPLIMENTS, AND NOT TO MENTION WEEKLY FUN TO-DOS, THESE AGENDAS ARE A MUST-HAVE AVAILABLE IN STORES NOW! #OMGBANDOGANG #BANDONEXTYOU
- PEEKABOO CLUTCH (LILAC + MINT) - WEEK OF AUGUST 31ST.**
CAPTION: WHAT DOES A MEMBER OF THE #BANDOGIRLGANG KEEP IN HER @SHOPBANDO PEEKABOO CLUTCH? POP ROCKS, HEART-SUNNIES, CONFETTI, + THE PERFECT SHADE OF RED UPSTICK OF COURSE! NOW IN STORES. #BANDOFUN #BANDONEXTYOU
- BAN.DO 17 MONTH CLASSIC AGENDA + MOBILE CHARGER (RINGLEADER AGENDA + BACK ME UP MOBILE CHARGER IN PARTY BOTS) - WEEK OF SEPTEMBER 7TH.**
CAPTION: FOR THE GAL THAT LOVES GOLD + POWER, @SHOPBANDO JUST MADE ALL YOUR GIRLBOSS DREAMS COME TRUE IN STORES NOW! #BANDOFUN #BANDONEXTYOU #MOBILECHARGER #BANDONEXTYOU
- BAN.DO 17 MONTH AGENDAS (I AM VERY BUSY / FLORALBUNDA / RINGLEADER) - WEEK OF SEPTEMBER 14TH.**
CAPTION: REPORTED SIDE EFFECTS OF USING THE NEW @SHOPBANDO #BANDOGIRLGANG ENHANCED PRODUCTIVITY, WAAAAAY MORE FUN, AND A NEWFOUND SENSE OF WORLD DOMINATION. AVAILABLE IN STORES. #WHOWUNTHEWORLD #BANDOFUN #BANDONEXTYOU



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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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Environ- mental Retail Branding

- *Proágo Branding Dept.*

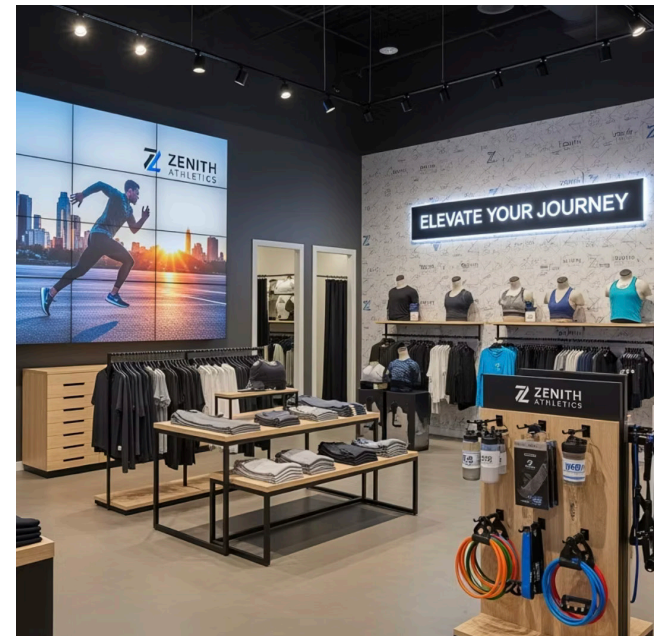
A dynamic collection of exterior and interior retail branding concepts developed for Proágo Branding agency's maturing millennial-focused clients. Featuring storefront branding, window displays, entryway graphics, and vibrant, dimensional 360° interior environments—each design crafted to create immersive,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



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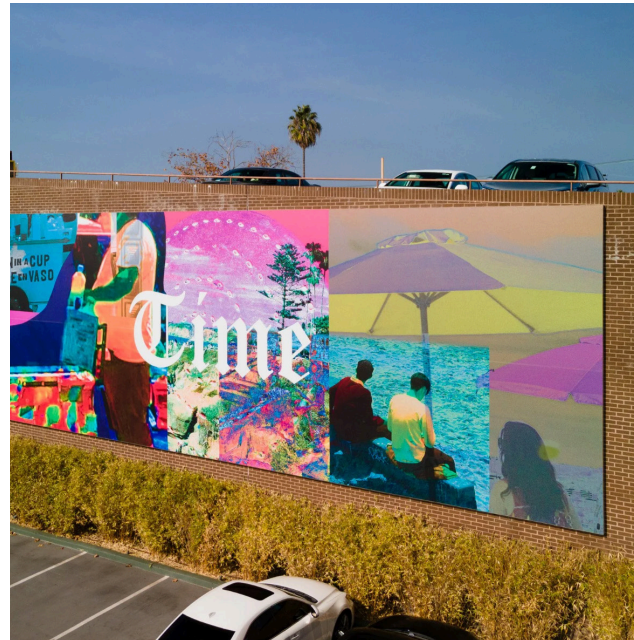
Graphic Interventions

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

Led artist-driven large-format graphic installations across billboards, transit advertising, and site-specific banners—serving as both lead artist and creative director, and occasionally bringing on collaborating artists. Developed custom imagery optimized for environmental scale and print production, balancing high-impact visuals with clarity across public and retail environments.



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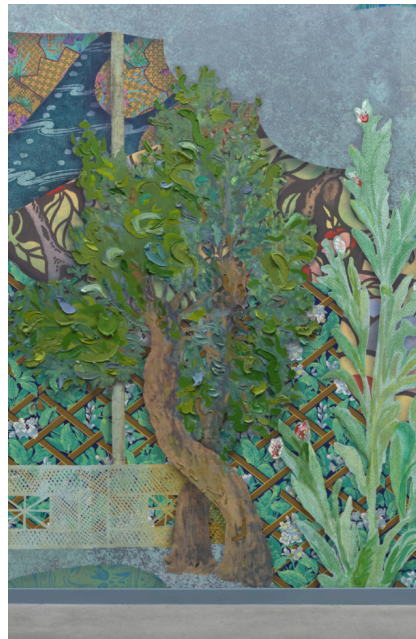
Fine Art Screen Printing

- *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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Illustration

- *Matches Fashion*

Created hand-drawn product illustrations and patterned details for Matches Fashion's Frieze Los Angeles presence, designing an illustrated map and brochure used at the brand's pop-up during the fair, alongside supporting social media assets—extending the luxury identity into a collectible print format and digital campaign content.



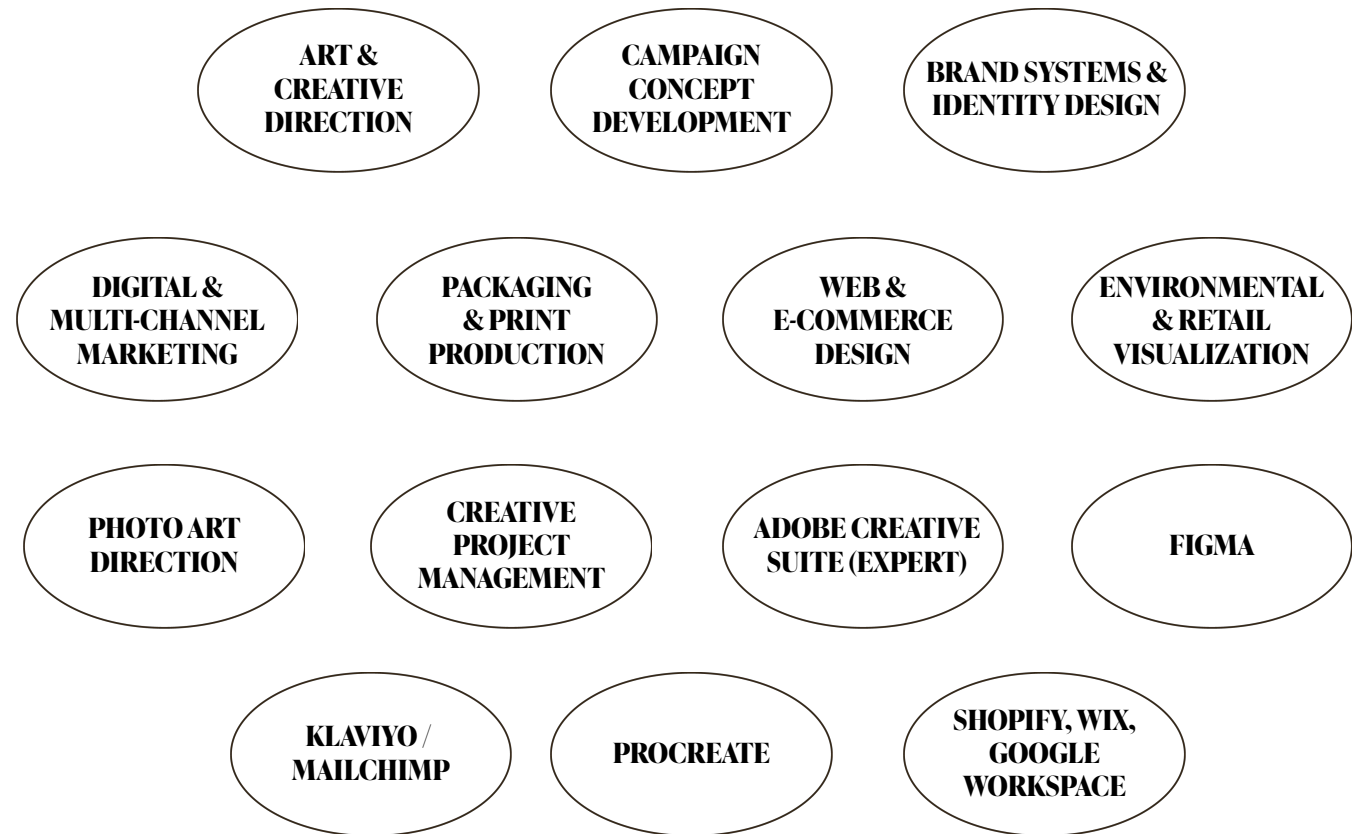
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Gabriella Sanchez

SKILLS & SOFTWARE



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Thank You.



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