

GABRIELLA
SANCHEZ

WORK SAMPLES

2026

Portfolio



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com

Branding & Identity

CONTENT

Print & Packaging

Digital: Marketing & Website

Special Projects & Environmental

Illustration & Motion

Skills & Résumé



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com

Packaging & Website Assets

- Verve Coffee Roasters

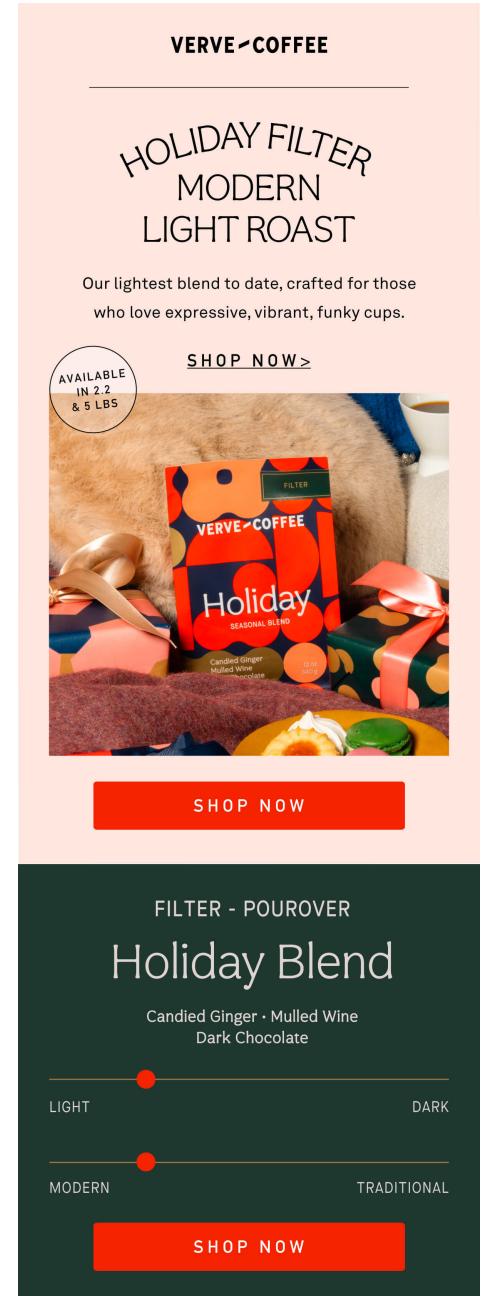
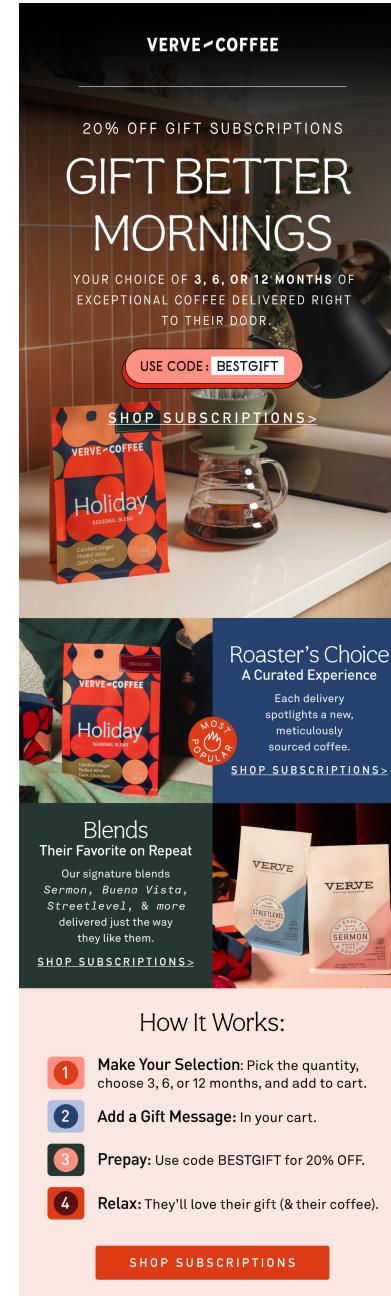
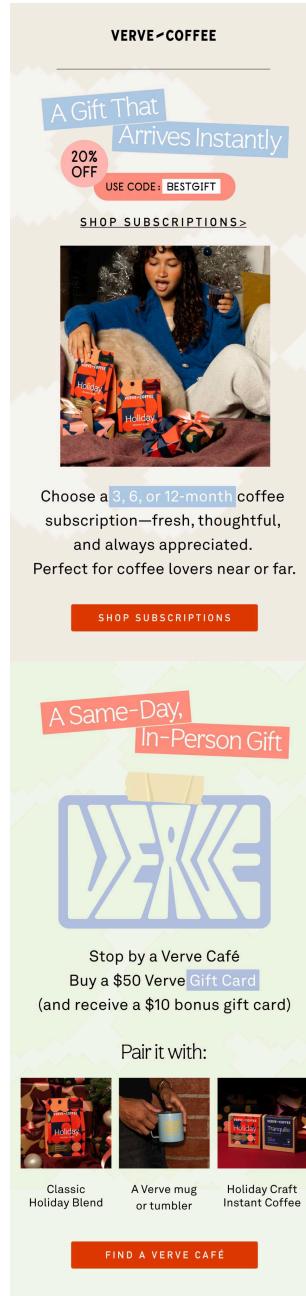
Packaging labels, product mockups, and website assets—designed as one cohesive system. My work includes print-ready packaging/label files, web-ready product mockups, and supporting graphic elements that strengthen brand consistency across digital and physical channels.



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.

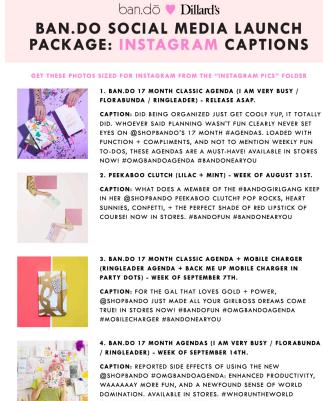


Digital Marketing

- 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.



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com

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.





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 rest—without synthetic additives.



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.



Environ- mental 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.

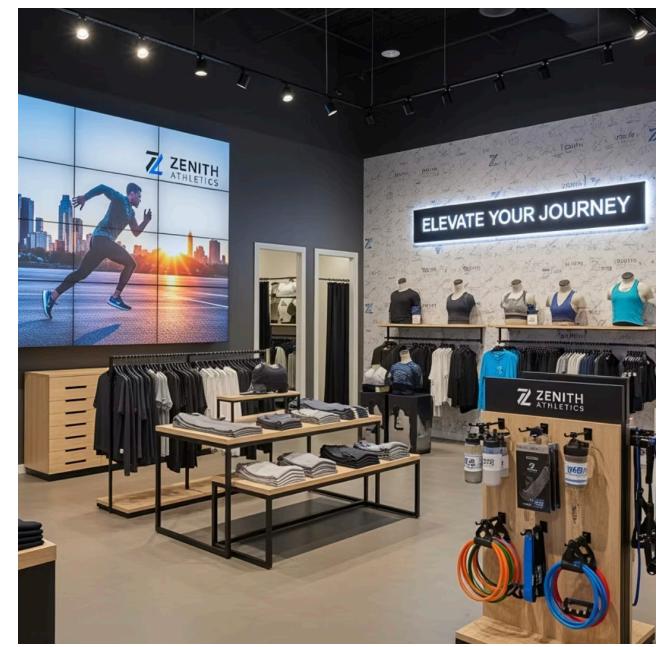


Environ- mental Retail Branding

- Proágó Branding Dept.

A dynamic collection of exterior and interior retail branding concepts developed for Proágó 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.



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com

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.



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com

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.



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com

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.



Motion: Illustrative Storytelling

- Headspace

Developed a series of animated illustrations for Headspace, translating brand storytelling into modular assets for blog, email, and social. Delivered platform-specific exports optimized for aspect ratios, file formats, and performance across digital channels.



GABRIELLA SANCHEZ

2026

THANK YOU.



+1.626.840.4557

www.gs-atelier.com

gabriella.creativeportfolio@gmail.com