

Gabriella Sanchez

2025

DESIGN PORTFOLIO



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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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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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Branding & Identity

- *Century Eye Care*

Scalable identity systems applied across print, packaging, digital, and environmental touchpoints, emphasizing cohesive brand language and cross-format adaptability. Production included digital and offset specs, CMYK/Pantone color management, dieline prep, and fabrication of vinyl wraps, silkscreened materials, and laser-cut merchandise.



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Marketing: Editorial

- *Doodle Magazine*

Collaged magazine covers and email header assets for Doodle Magazine, a B2B publication produced for creative directors and publishing professionals. The visual direction combines retro collage aesthetics with sharp, contemporary typography to engage industry leaders and celebrate bold editorial innovation.



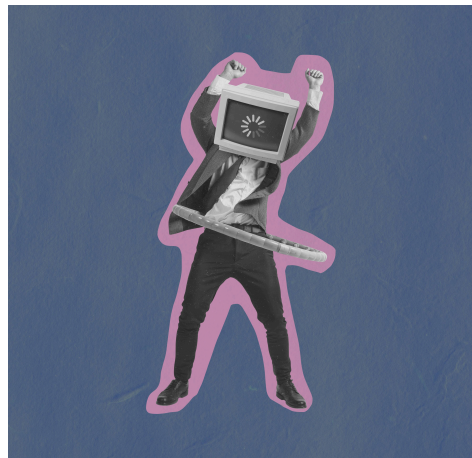
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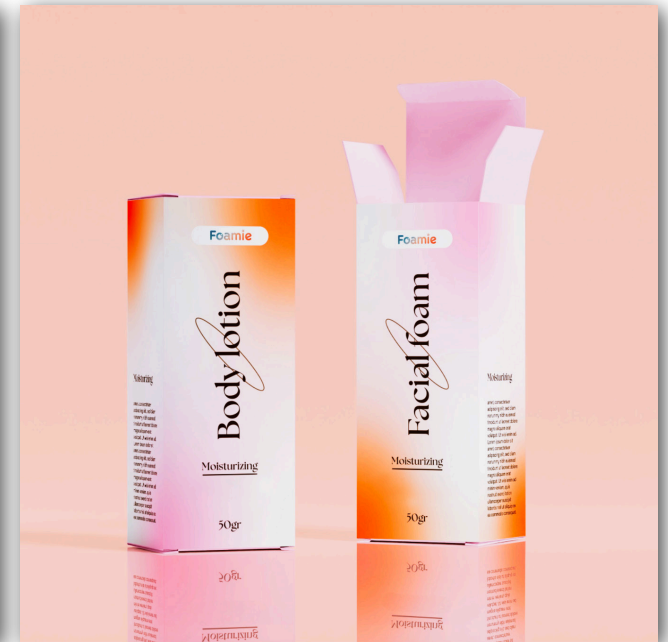
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Packaging

- *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.



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Digital Campaigns

- *iS Clinical*

iS Clinical requested an email campaign for the relaunch of the Active Serum, featuring GIF elements, model photography, key ingredient highlights, and clinical test results. Targeted to a 25–35 (age) professional audience, the campaign balances scientific credibility with visually engaging design.



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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

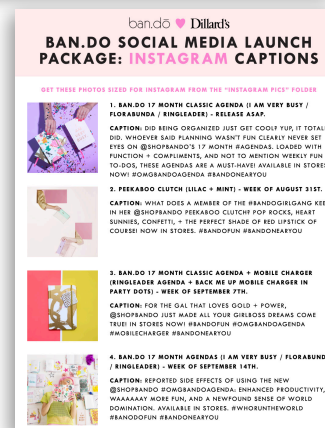
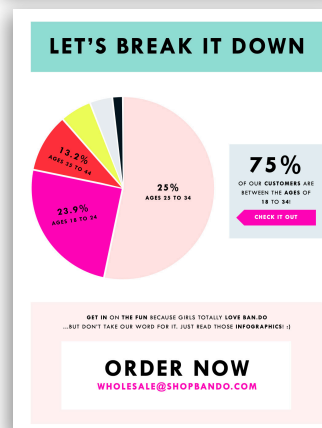
- *Ban.do*

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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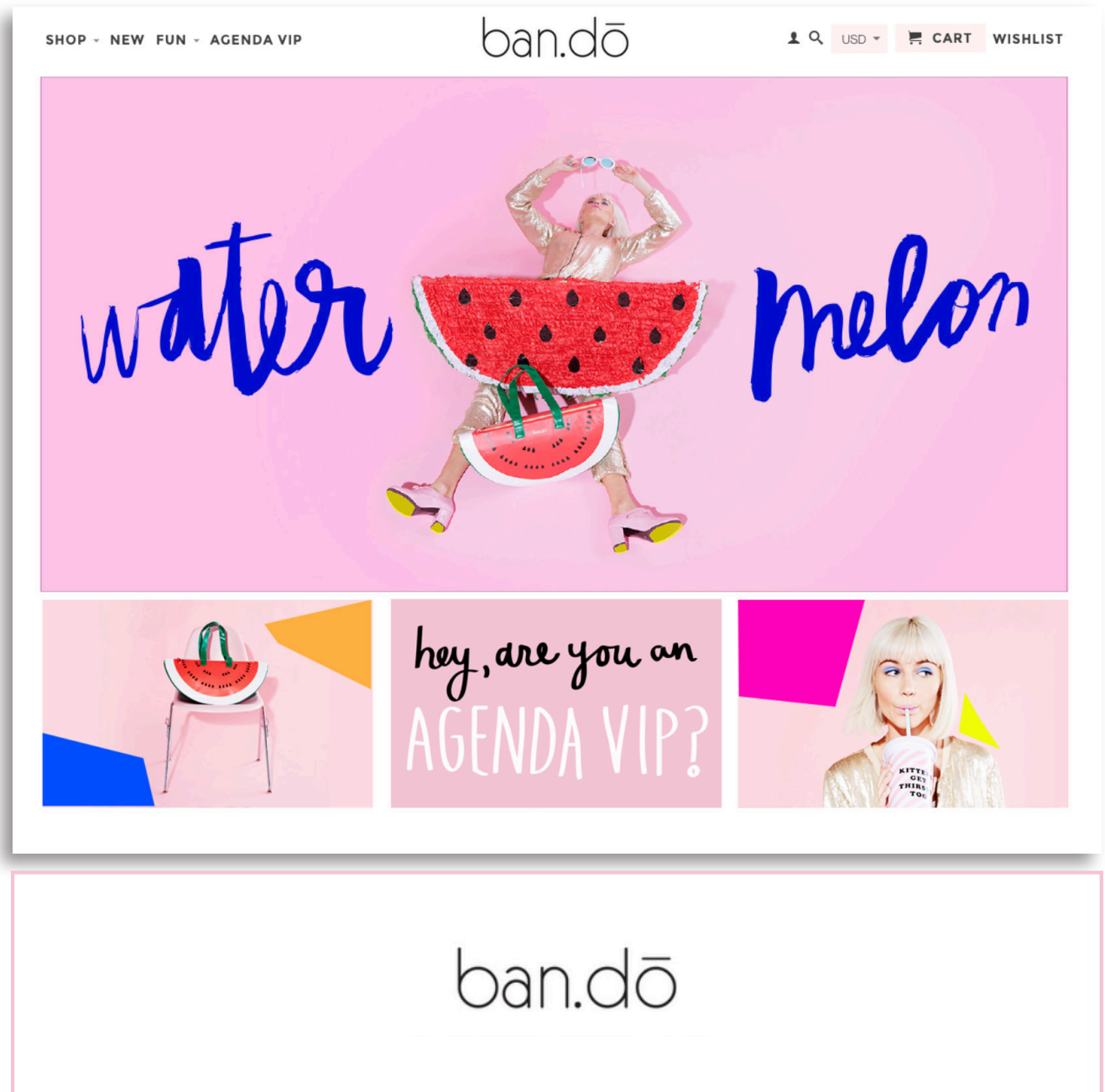
Web Design

- *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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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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Illustration

- *Matches Fashion*

Collaborated with Matches Fashion on their Frieze Los Angeles 2022 presentation to create an illustrated map and brochure, featuring hand-drawn product illustrations and patterned details that highlighted the brand's luxury identity in an artful, collectible format.



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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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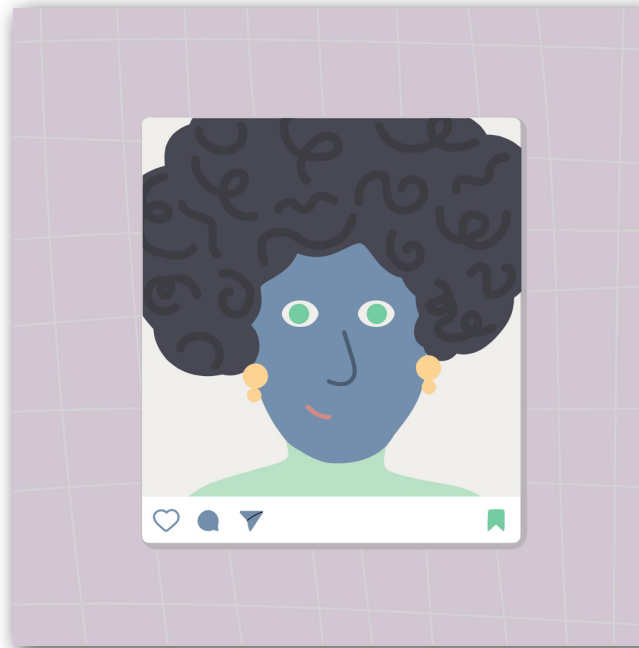
Motion: Illustrative Storytelling

- *Headspace*

These animated illustrations were developed for deployment across Headspace's digital channels, including blog articles, email campaigns, and social media platforms. Assets were resized and optimized for platform-specific requirements, including aspect ratios, file formats, and load performance, ensuring consistent visual quality and brand alignment across all screen types and content environments.



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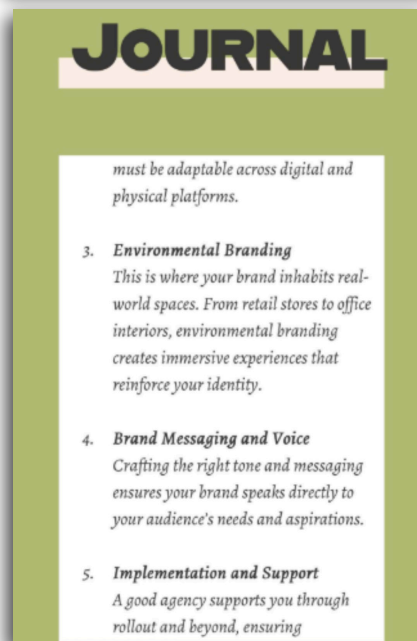
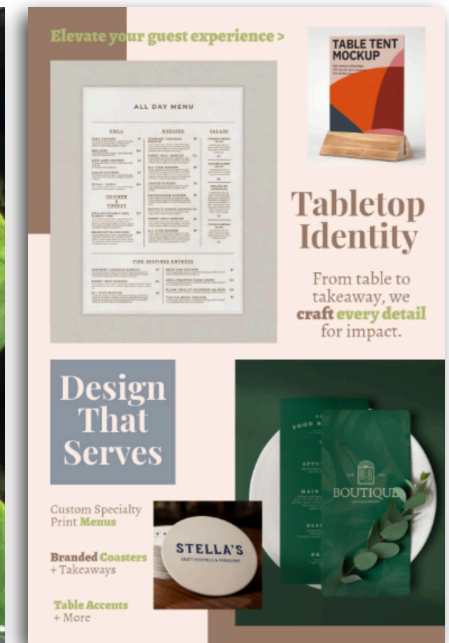
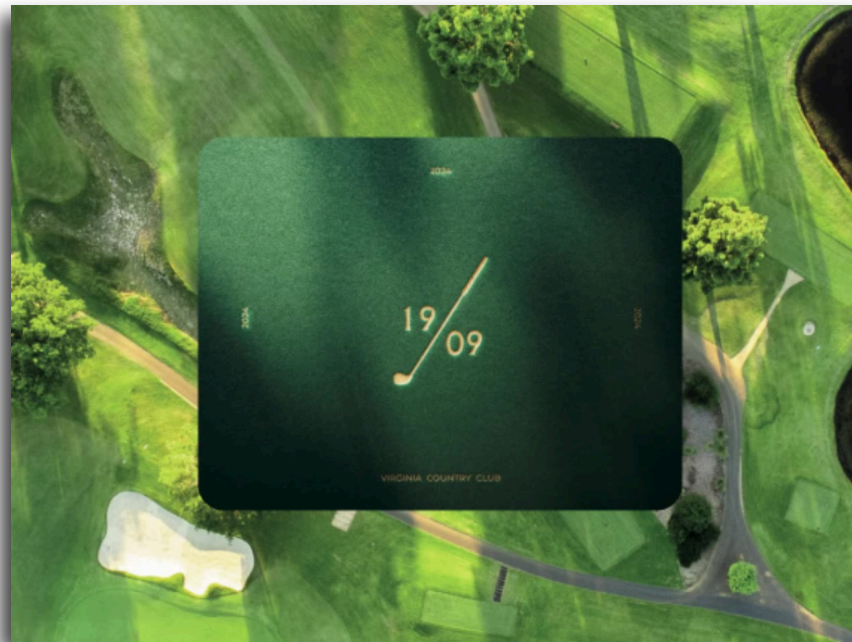
Motion: Brand Storytelling & Marketing

- *Proágo 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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HAVE A LOVELY DAY.



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