

About

Jessie Carvalho Design Portfolio Brand identity design and tech marketing 2024

Contact

essie@jessiecarvalho.com 415.990.3773



Hi there! 💥 I'm Jessie Carvalho (she/her), and I am a multidisciplinary graphic designer, putting my heart into crafting compelling branding and marketing experiences.

For more than three years, I've worked in the dynamic realm of high-profile tech marketing, serving as a Design Consultant. Additionally, I bring over 5 years of valuable experience from my journey as an independent freelance branding designer. I completed a successful social media marketing internship with the Letterform Archive. I graduated from California College of the Art's acclaimed graphic design program, class of 2017.

Thank you for checking out my portfolio! Consider this PDF confidential and do not share without my written permission. Please contact me with questions or if you are considering hiring a thoughtful designer for your next project!

Branding

Future Spell: Farm and Apothecary Logo, brand identity design, web design, and social media

D2 The Crystal Vessel Logo, brand identity design, web design, and social media

Marketing

04 Slalom: Modern Cloud Analytics Campaign Infographic and social media

05 Adobe Meta: Marketing Data Campaign Web design **O3** Sick Witch Herbs

Logo, brand identity design, packaging, and social media

O6 Amazon Web Services: GSI Campaign Web design and social media

Future Spell: Farm and Apothecary

Logo, brand identity design, web design, and social media

<u>Future Spell</u> is the herbal practice of Clinical Herbalist Jessye Finch. Herbalism, is a holistic approach to healthcare that involves the use of plants and plant extracts to promote well-being and address various health concerns. I developed a brand that mirrors Jessye's passion for nature and magic, drawing inspiration from 19th-century artist and nature enthusiast William Morris. The goal was clear: set Future Spell apart in a fresh and distinct way from competitors in the field.

The brand emerges as a breath of fresh air, its essence captured in a comprehensive package of ephemera. This includes a versatile logo with multiple iterations, business cards, bottle labels, a website, and social media templates. Complementing these, an image and pattern library adds layers of visual richness, inviting audiences into the captivating world of herbalism, nature, and the mystique embodied by Future Spell.



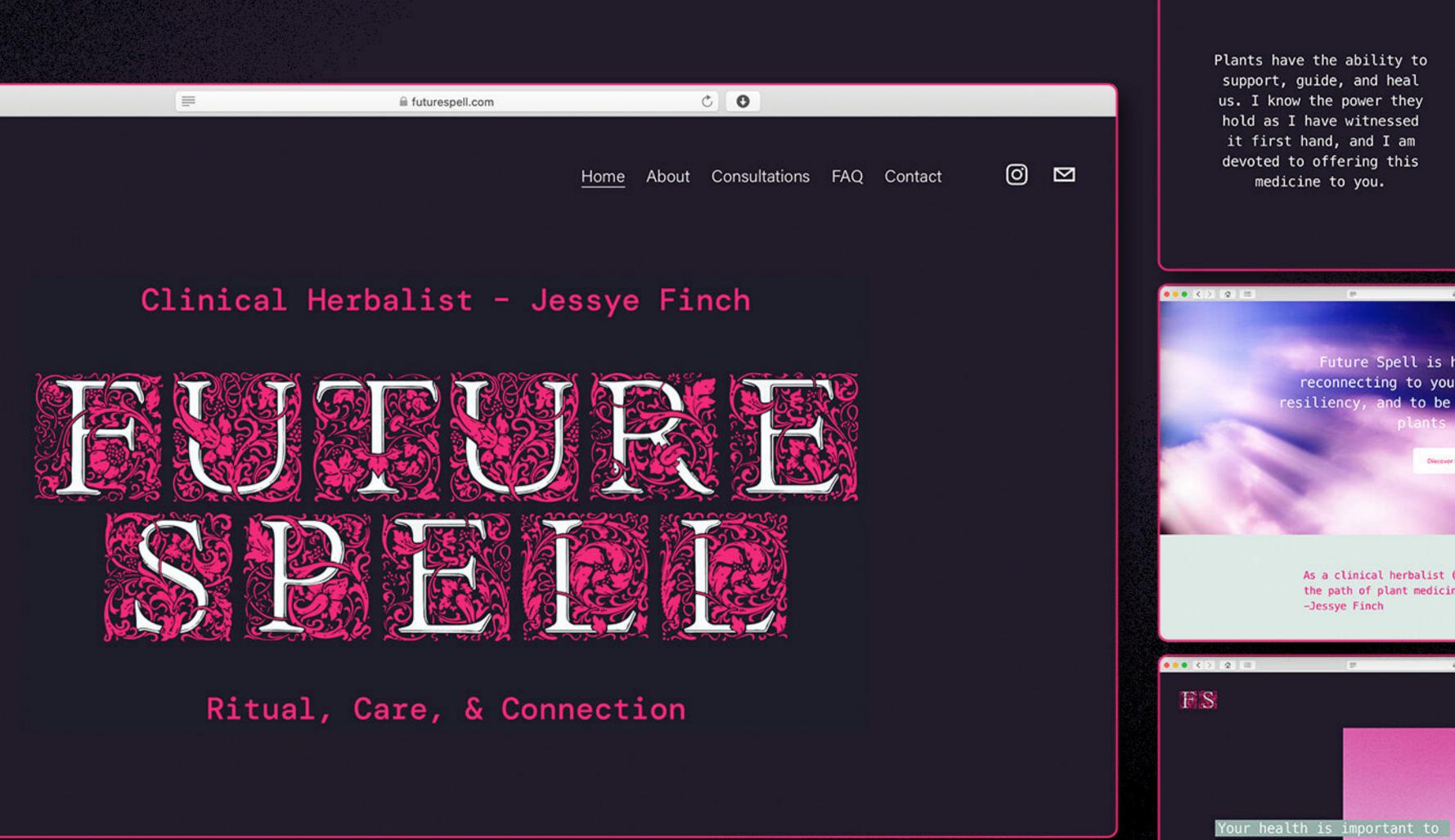


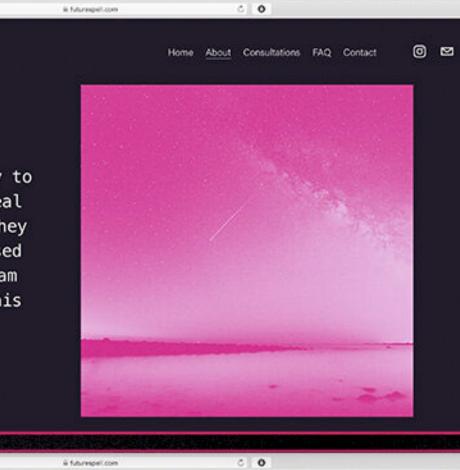
Clinical Herbalist - Jessye Finch

Ritual, Care, & Connection

Branding







0 0

Home About Consultations FAQ Contact 🛛 🖸 🖾

Future Spell is here to support you in reconnecting to your emotional and physical resiliency, and to be your guide to the realm of plants as medicine.

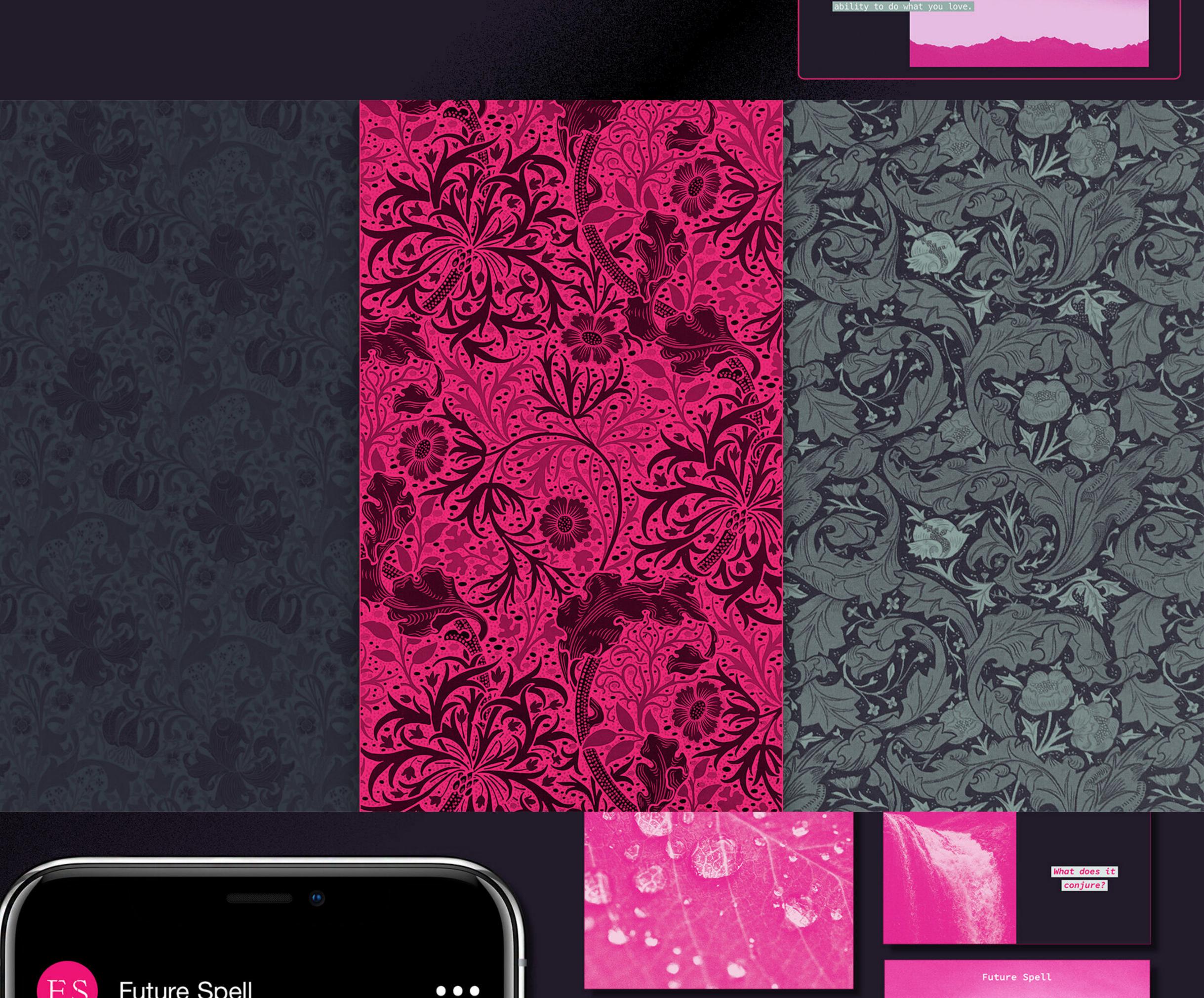
••• <> 2 = =

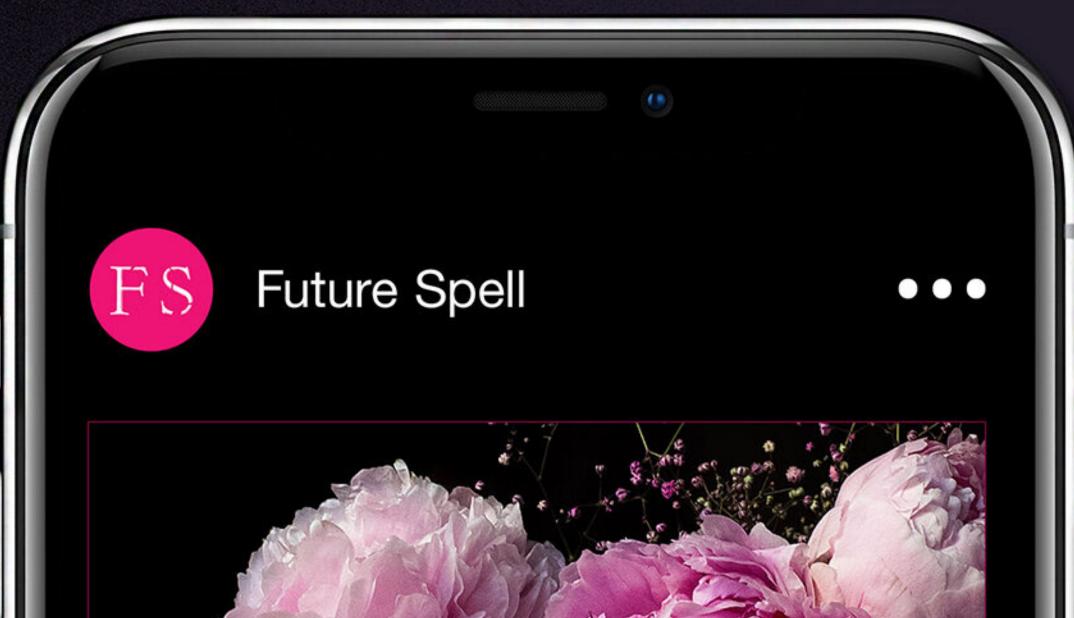
ntire life, and

FS

Discover Support Tailored to You

As a clinical herbalist (RH), I have devoted myself to the path of plant medicine and collaborative healing.





●●● < > 🟠 🎟

FS



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



LOREN IPSUM DOLOR SITANET



Ritual, Care, ହ Connection









Future Spell - Jessye Finch

com <u>espel</u>







Jessie Carvalho Design Portfolio

The Crystal Vessel

Logo, brand identity design, web design, and social media

The Crystal Vessel stands as the embodiment of Hualani's spiritual musical artistry. Employing her voice in harmony with the resonant tones of crystal vessels, she orchestrates ceremonial activations, breathing life into the experiences of her clients.

In crafting this brand, I infused luminosity and dynamic movement into every facet. The synthesis of sacred geometry and vibrant, daring color gradients birthed a distinctive and avant-garde ambiance. In the realm of personal wellness and development, the landscape of music and sound therapies is flourishing. Brands in this niche tend to veer towards generic and appropriative aesthetics. However, this brand distinguishes itself by embracing a contemporary graphic language and bespoke imagery, setting it apart as a beacon of modernity in the field.



THE CRYSTAL VESSEL



Branding





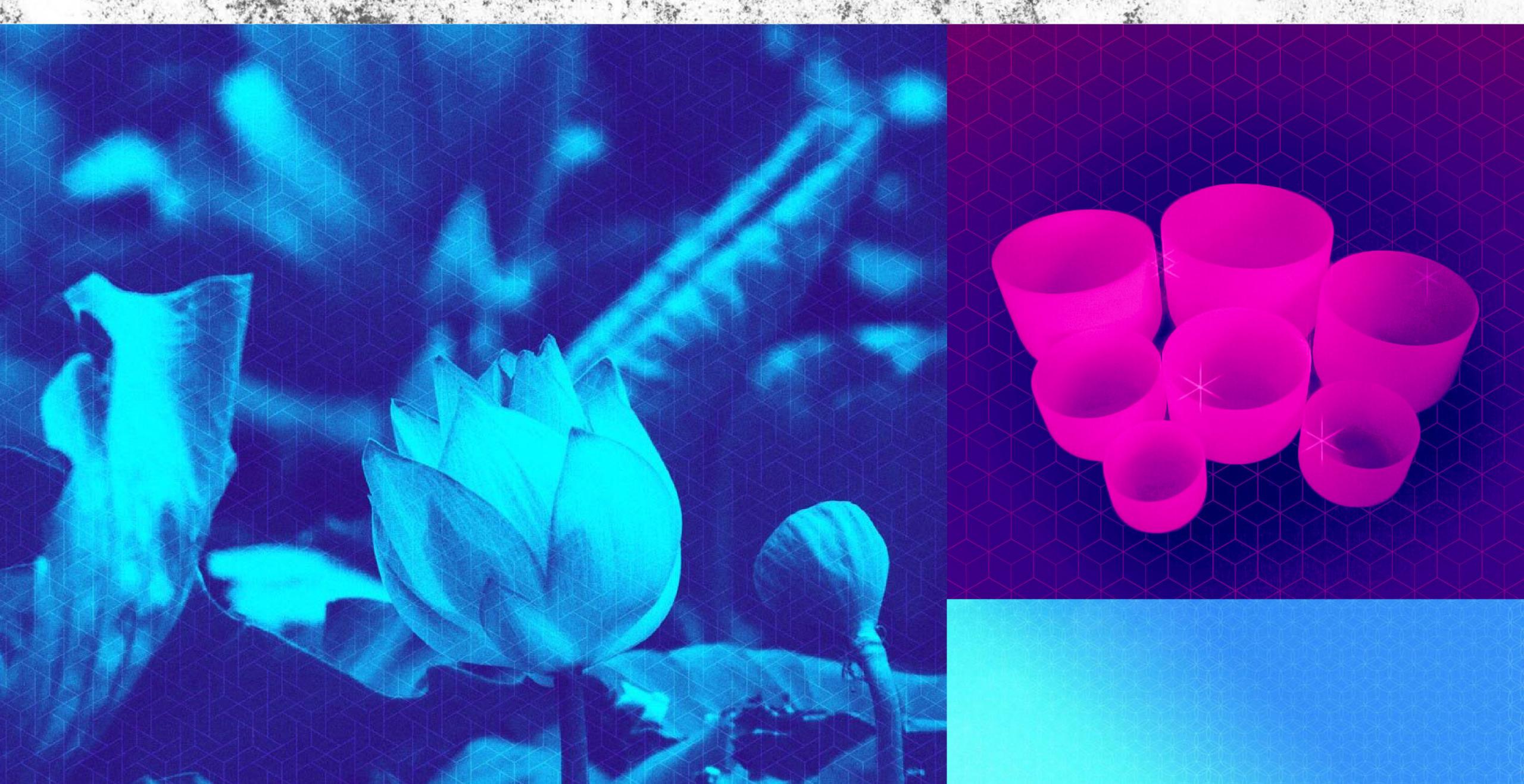


THE CRYSTAL VESSEL

Welcome to The Crystal Vessel

DESERUNT MOLLIT ANIM ID EST LABORUM.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Jessie Carvalho Design Portfolio



Martin and and the start of the

-

Sick Witch Herbs

Logo, brand identity design, packaging, and social media

Sick Witch Herbs is an herbal medicine line that uses locally farmed herbs to support and uplift the queer, trans, sick, and disabled communities. In shaping the brand identity and packaging for a diverse range of over 30 formulas, I integrated a unique visual language that resonates with the community it serves. Within the brand's graphic language, spoons play a significant role. This usage is rooted in the concept of "spoon theory," a metaphor crafted by Christine Miserandino to articulate the limited energy, or "spoons," that individuals with chronic illnesses or disabilities have for managing daily tasks. To enhance the brand's aesthetic appeal, I designed typography reminiscent of classic letterpress posters, evoking a folky and authentic feel. The deliberate pairing of bold typography with high-res photos and botanical illustrations adds a distinctive touch, setting Sick Witch Herbs apart from others in the same field. Moreover, I employed a collage approach in creating a cohesive social media feed over months of campaigns. This strategy ensures a visually harmonious and engaging online presence, contributing to the overall narrative of empowerment and support that defines Sick Witch Herbs.

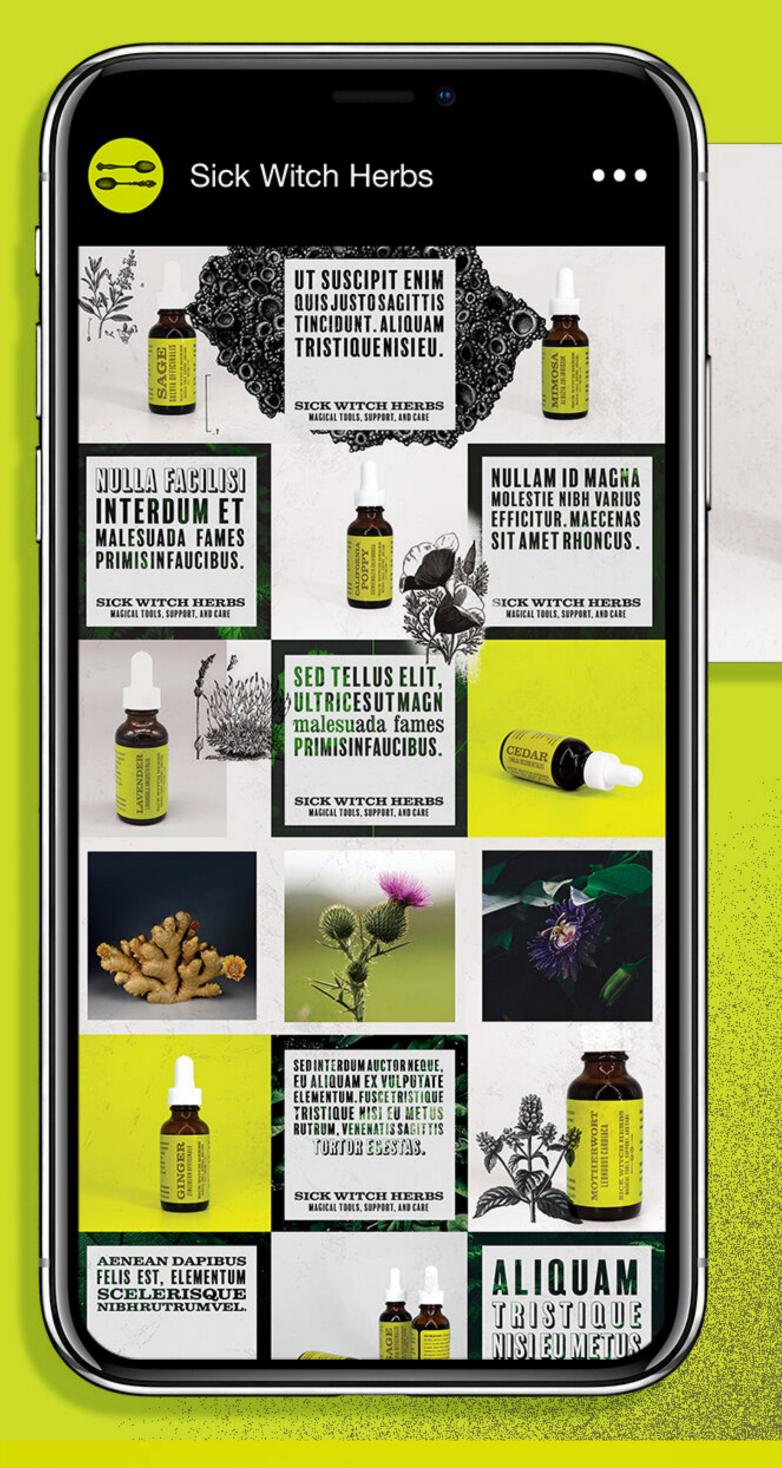
SICK WITCH HERBS MAGICAL TOOLS, SUPPORT, AND CARE

CARE PLANNING



8





SIGK WITCH DEDDS SUPPORTS THE BRILLIANCE AND RESILIENCE OF QUEER, TRANS, SICK AND DISABLED COMMUNITIES.



ICINALIS

ATTCH HERT

SICK WITCH HERBS MAGICAL TOOLS, SUPPORT, AND CARE

WEARE SOEXCITED TO ANNOUNCE OUR NEW LINE!



NGIBERN OFFICINALE CIEX WUTCH HEREBS GICAL TODLS, SUPPORT, AND CARE



100

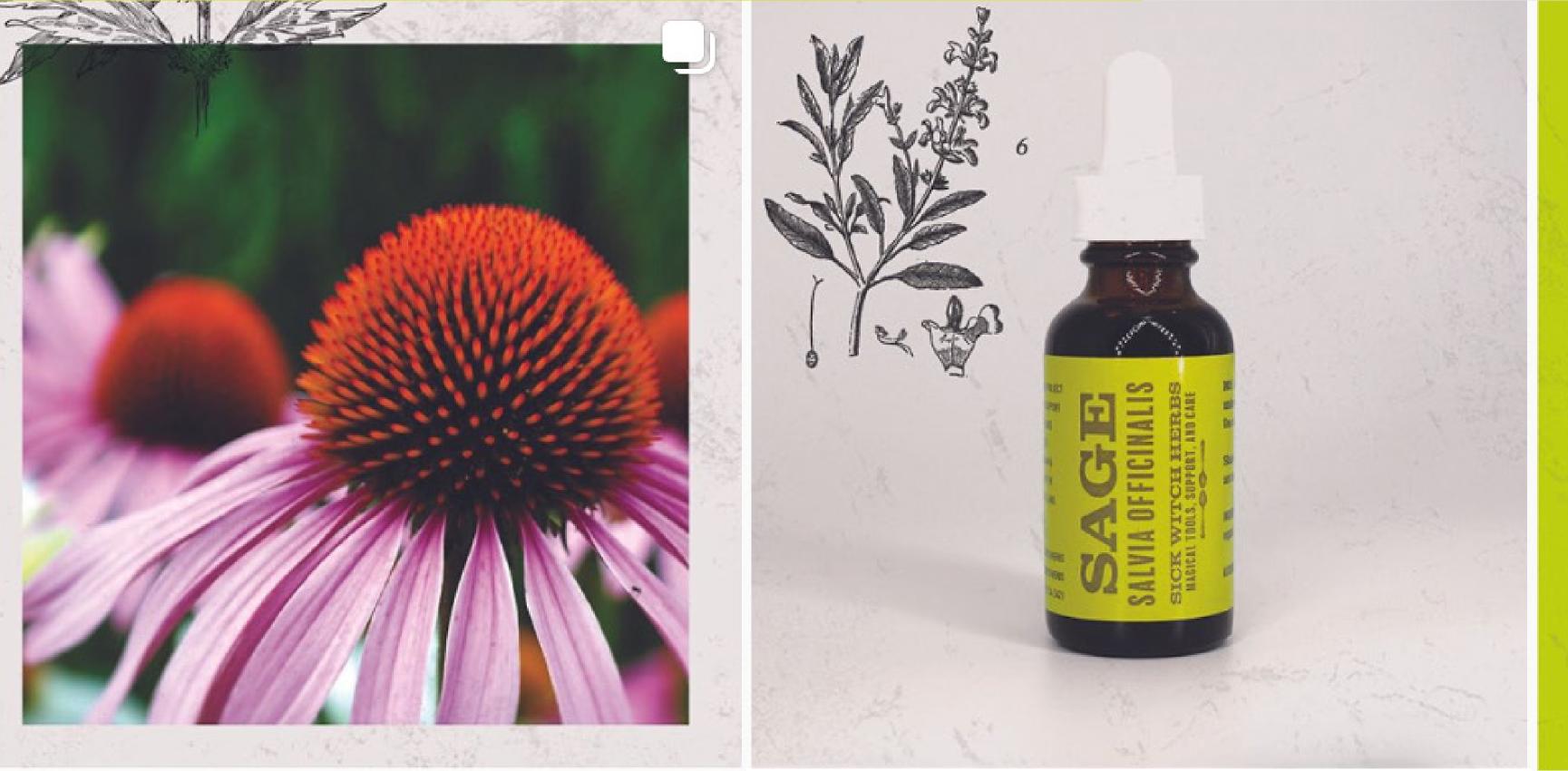
12

SICK WITCH Herbs IS AN HER ON POMO LAND IN CA. SEEKING ID & UPLIFT THE BRILLIANCE & RES OF QUEER, TRANS, SICK & QUEER COMMUNITIES, REMEDIES ARE PREPARED WITH DEEP RESPECT INTEGRITY & WISDOM OF PLANTS

NERBAL SUPPLEMENT

FOLLOW US ON INSTAGRAM HE NARROWBRIDGECANDLES DEST CLOVERDALE, CA 95425 PHONE





WHAT ARE THE BENEFITS OF USING SINGLE HERB TINCTURES?

SICK WITCH HERBS MAGICAL TOOLS, SUPPORT, AND CARE



ways Modern **Cloud Analytics** can redefine your workloads

> **Charting your Tableau migration** to AWS

Where Tableau on AWS can take you

Security and compliance

Slalom: Modern Cloud Analytics Campaign

Infographic and social media

View the full infographic here

Goal

slalom

The consulting firm I work for, Bridge Partners, took on the challenge from Slalom to craft a marketing campaign aimed at promoting their Cloud Analytics program in collaboration with AWS and Tableau.

Approach

Leveraging Slalom's distinct, modern, and open brand identity, which avoids excessive stylization, I seized the opportunity to innovate the graphic language, infusing a personalized and stylized touch into this campaign. Throughout the assets, nautical themes were interwoven into the copy, and in collaboration with the writer, I deciphered and translated them into the compelling visuals you now see in the final work.

Outcomes

This evergreen set of assets for Slalom serves as a cornerstone in their promotional efforts across various platforms to enlighten both existing and prospective customers. Since this was an international campaign we created versions for French and Spanish speaking audiences, expanding its reach and impact.

Run Tableau on AWS and benefit from a network architected to protect your information, identities, applications, and devices. And AWS can help you meet core security and compliance requirements.

Scalability

Grow or shrink in minutes, as needed. Add users or scale up or down for an event or season or any other variable by adding worker nodes that allow Tableau Server to be as large and wide as you want.

Cost

Pay as you go for what you use. Hosting Tableau on AWS can cost a fraction of what it might be on premises.

Disaster recovery

In addition to alleviating worries about an on-premises physical catastrophe, the cloud-based high availability

disaster recovery framework is faster and more robust.

-0

ROCE

SS

PEOPLE П С К К К **Slalom knows the ropes** Migrating Tableau to AWS is about more than buying a software platform. Slalom P L A J Navigator is a methodology that takes a holistic approach to your migration centered around people, process, insights, and platform.

INSIGHTS +++ + a b | e a u

←Social media ads, English and French

slalom

Smooth sailing with

aws	+ + + + α b e α υ	

Your compass

slalom

aws

Slalom Navigator

Discover how migrating to Tableau on AWS helps optimize your business.

Learn more



for the cloud

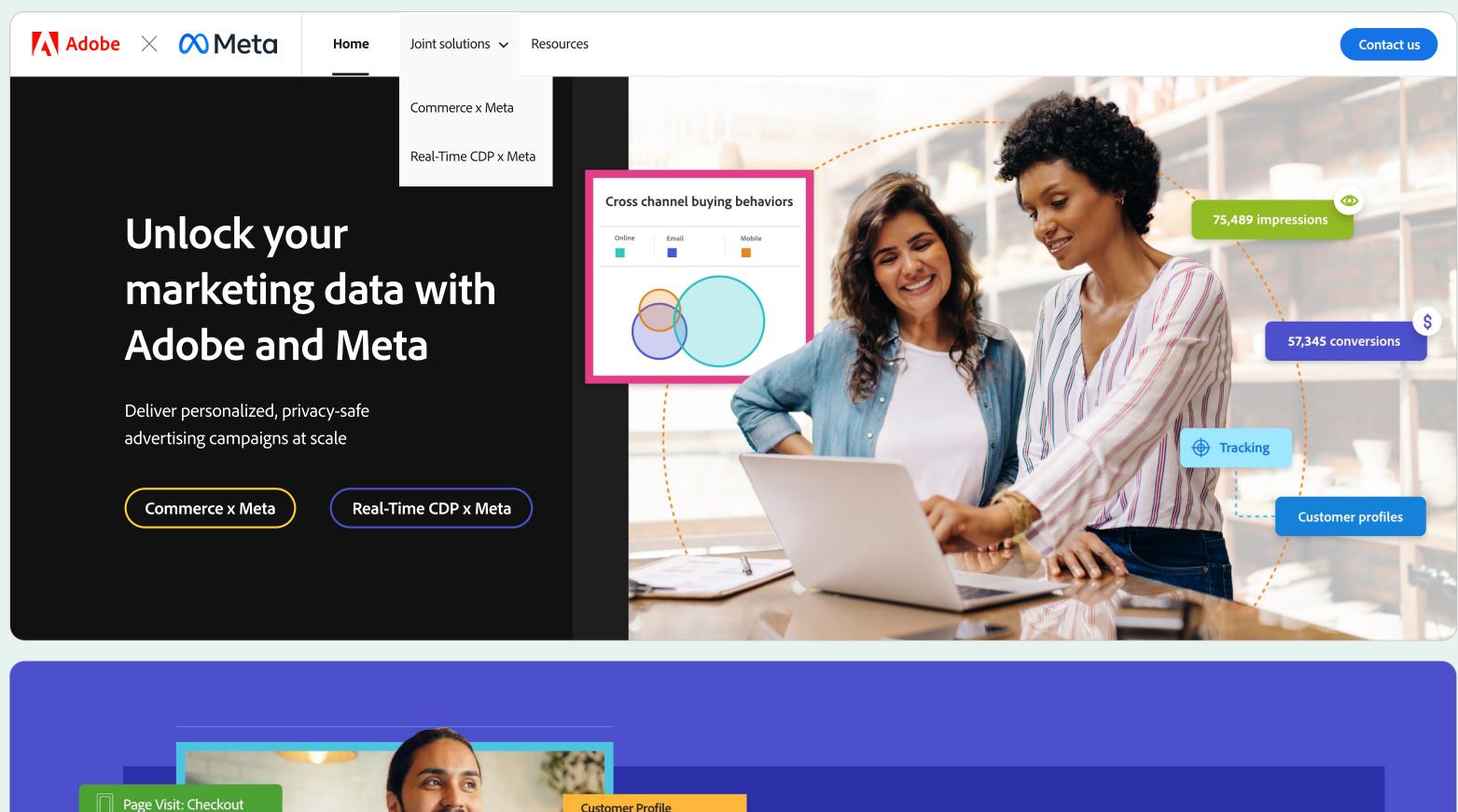
Enable your organization to do more.

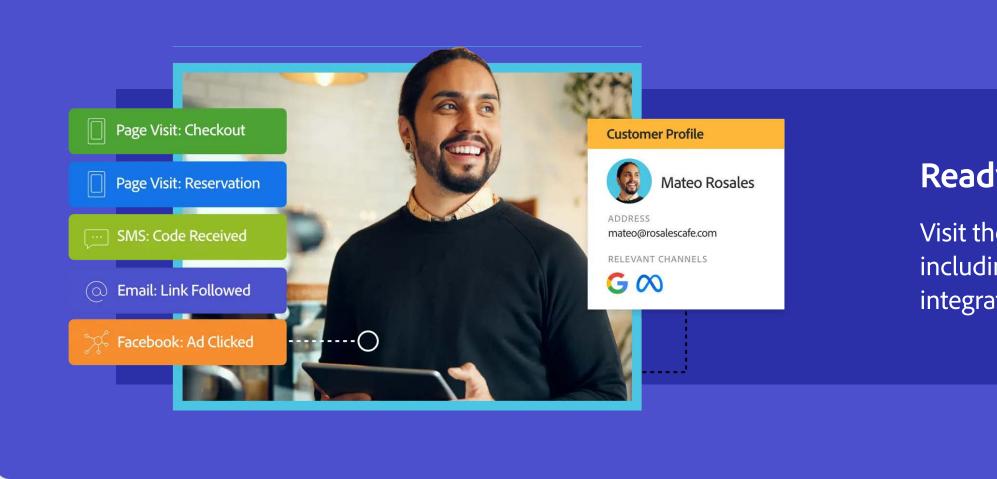
Learn more





Jessie Carvalho design portfolio





Jessie Carvalho Design Portfolio

Ready to learn more?

Visit the **Resources** page for more details, including a video demo of our Quick Start integration, or **Contact Us** today.

Adobe Meta: **Marketing Data** Campaign

Web design

Visit the live web page here

Goal

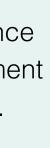
Adobe aimed to highlight its collaboration with Meta and showcase the tools available to prospective customers through this partnership.

Approach

In crafting Adobe's website, I delved deep into the intricacies of their established branding language, ensuring a seamless fusion of identity across the digital landscape. Meticulously curated custom graphics were designed to elevate the online experience, harmonizing with Adobe's unique aesthetic. I collaborated closely with developers to bring my design to life on the live web page.

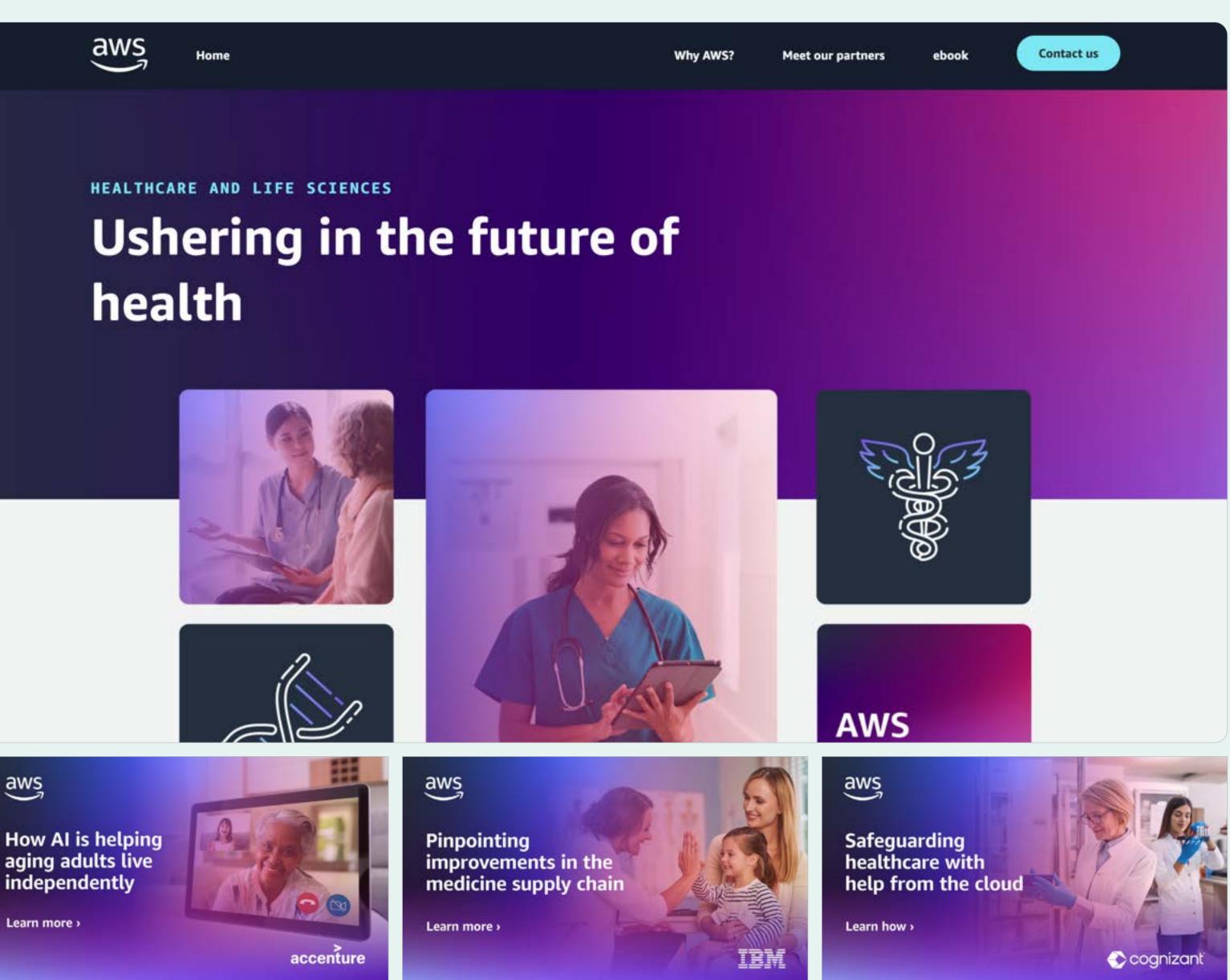
Outcomes

The website not only embodies the company's visual essence but also functions as a dynamic platform, where every element is a deliberate reflection of Adobe's distinct brand persona.



11





Jessie Carvalho Design Portfolio

Amazon Web Services: GSI Campaign

Web design and social media

Visit the live web page here

Goal

In response to AWS's directive, Bridge Partners, the consulting firm I work for, took on the responsibility of conceiving and executing a multifaceted campaign to promote their Global System Integrator (GSI) partners.

Approach

My extensive experience working with AWS over the years equipped me with the expertise to creatively leverage their brand throughout this campaign. This initiative included establishing a strategic presence across web platforms, social media channels, and the creation of informative ebooks.

Outcomes

The campaign's scope extended across industries, that I distinguished graphically, enabling a comprehensive and targeted approach to address AWS's specific objectives. We delivered a cohesive and impactful campaign that seamlessly aligned with AWS's goals and brand.

←Social media ads

Marketing

12

Thank you!

About

Jessie Carvalho Design Portfolio Brand identity design and tech marketing 2024

Contact

jessie@jessiecarvalho.com 415.990.3773

Extras

Feel free to request more samples of my work! I've collaborated with other notable clients, including Microsoft, Pure Storage, NVIDIA, and more. I have created a variety of assets such as ebooks, whitepapers, presentations, social campaigns, responsive ads, GIFs, and email campaigns.