Design Portfolio

Hi there! 👋 I'm Jessie Carvalho (she/her), and I am a multi-disciplinary 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!

About

Jessie Carvalho Design Portfolio
Brand identity design and tech marketing
2024

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Future Spell:
Farm and Apothecary

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

Future Spell 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.

futurespell.com

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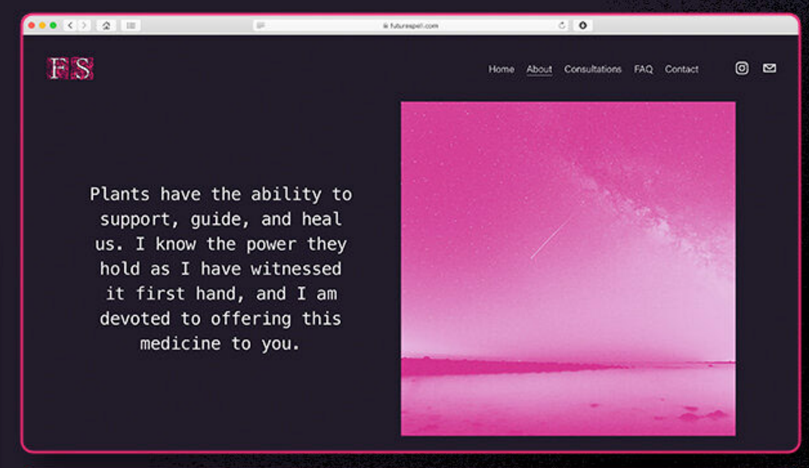
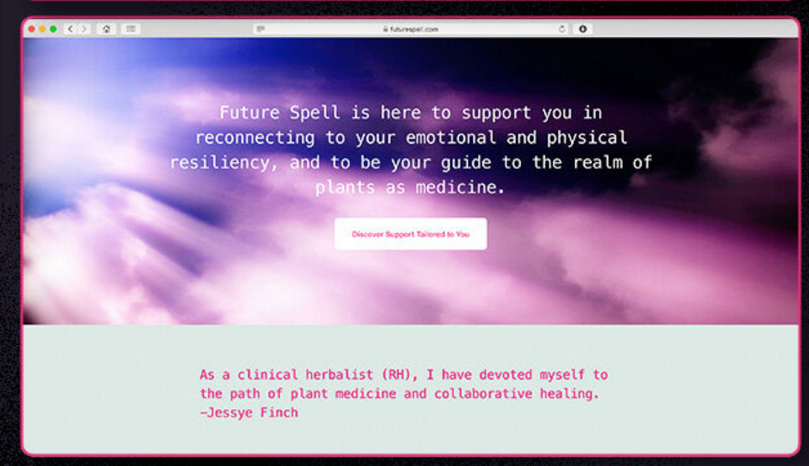
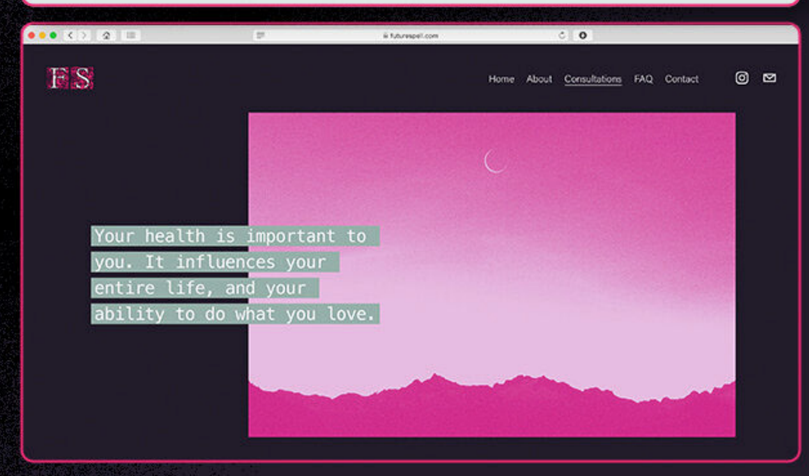
Clinical Herbalist - Jessye Finch

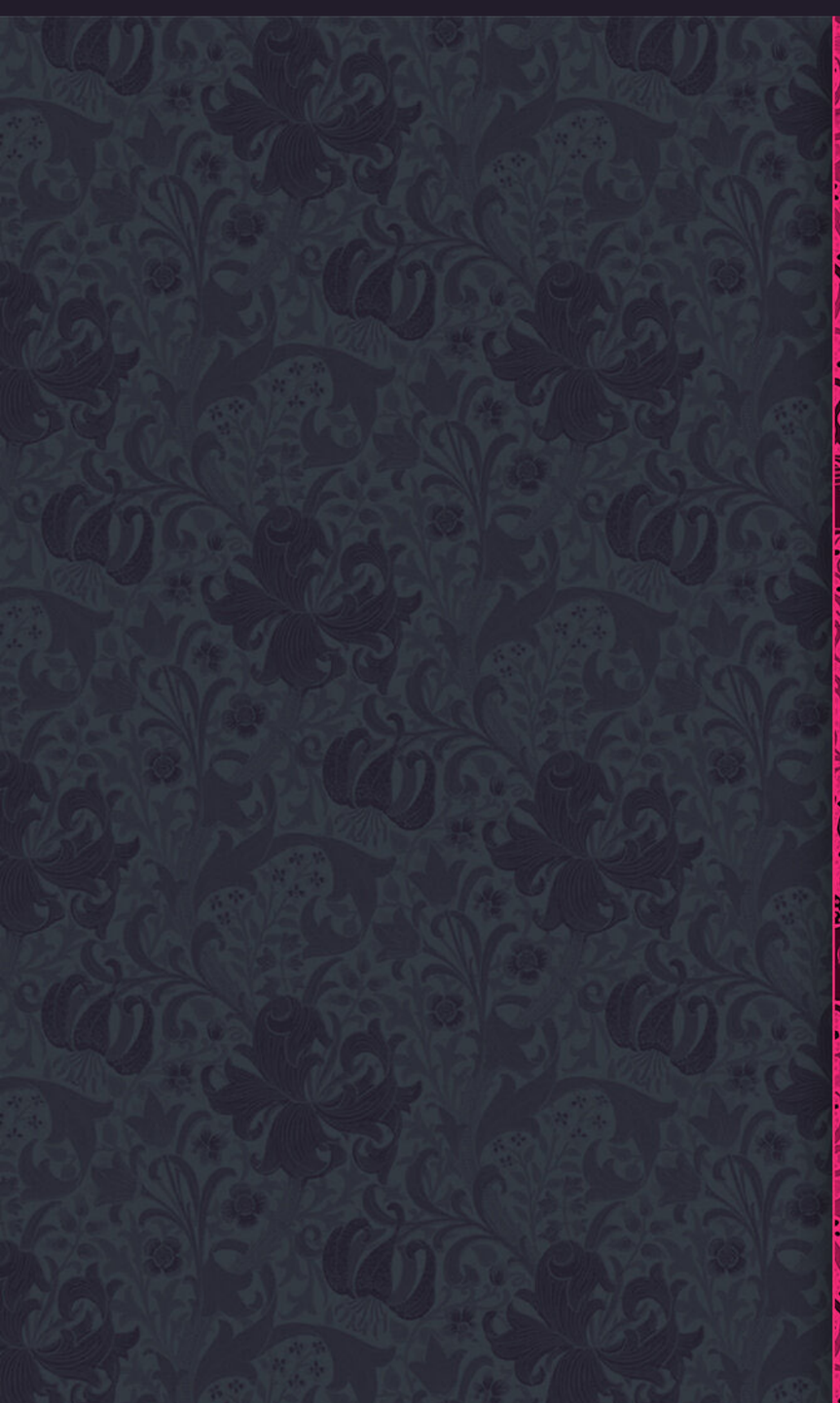
FUTURE SPELL

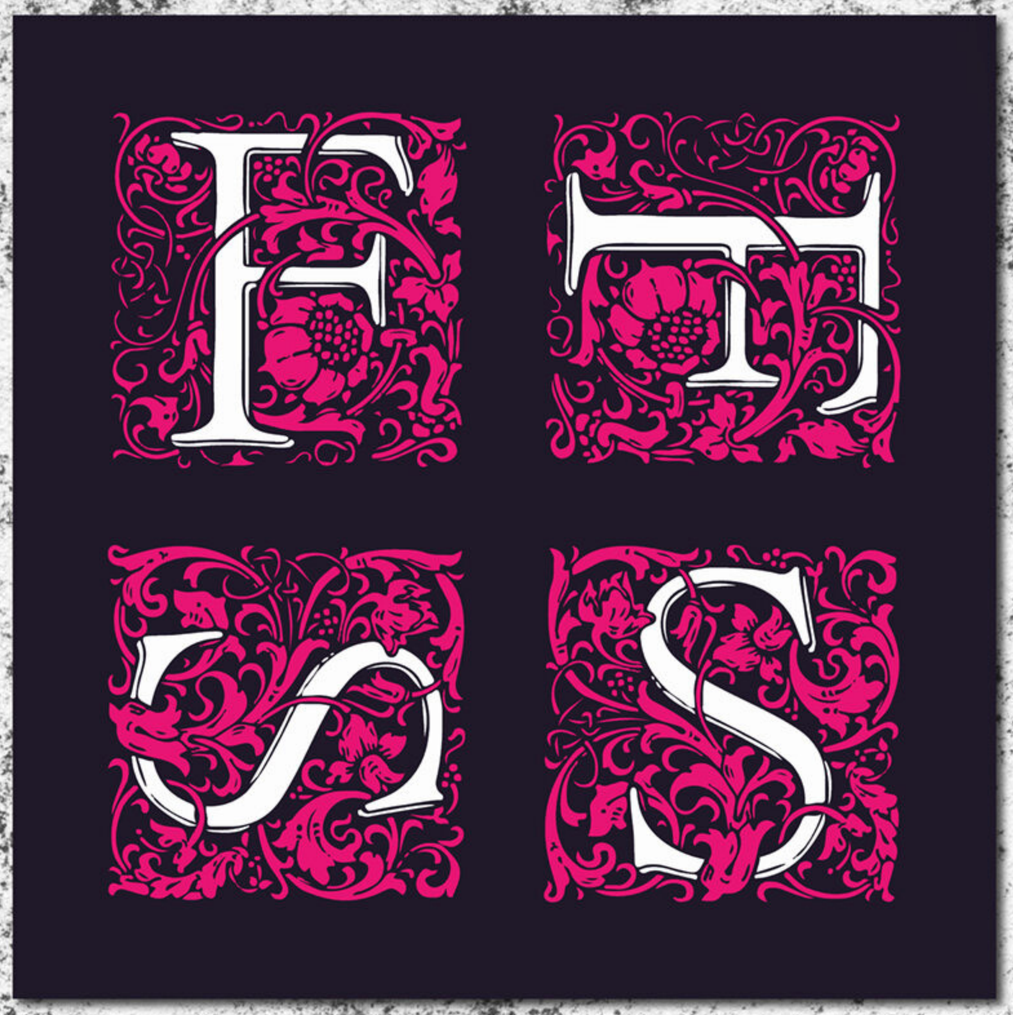
Ritual, Care, & Connection









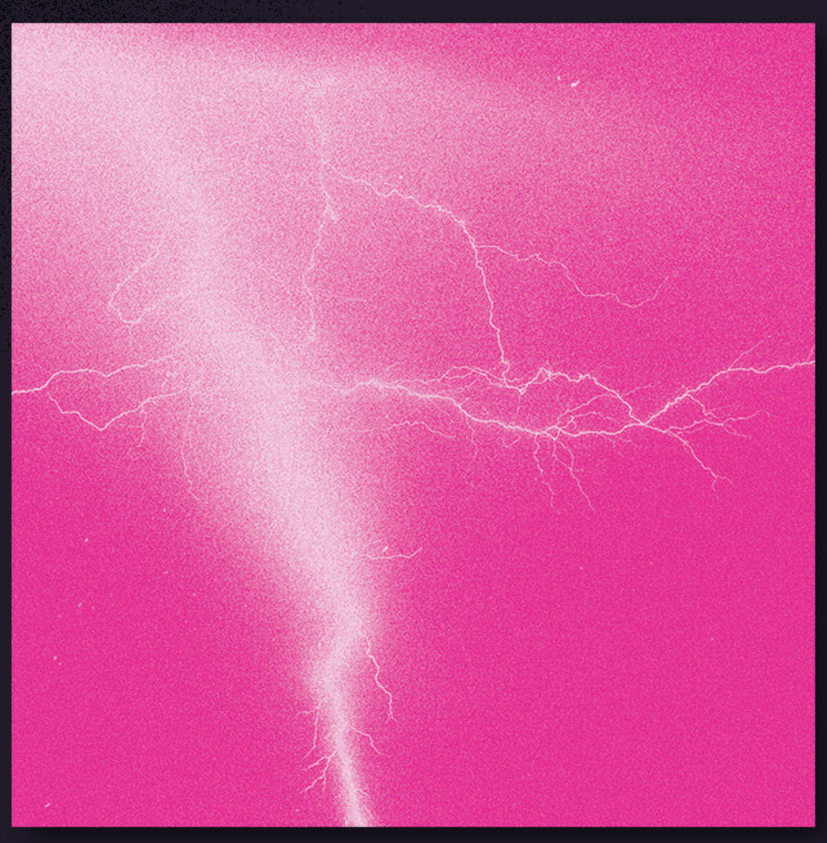


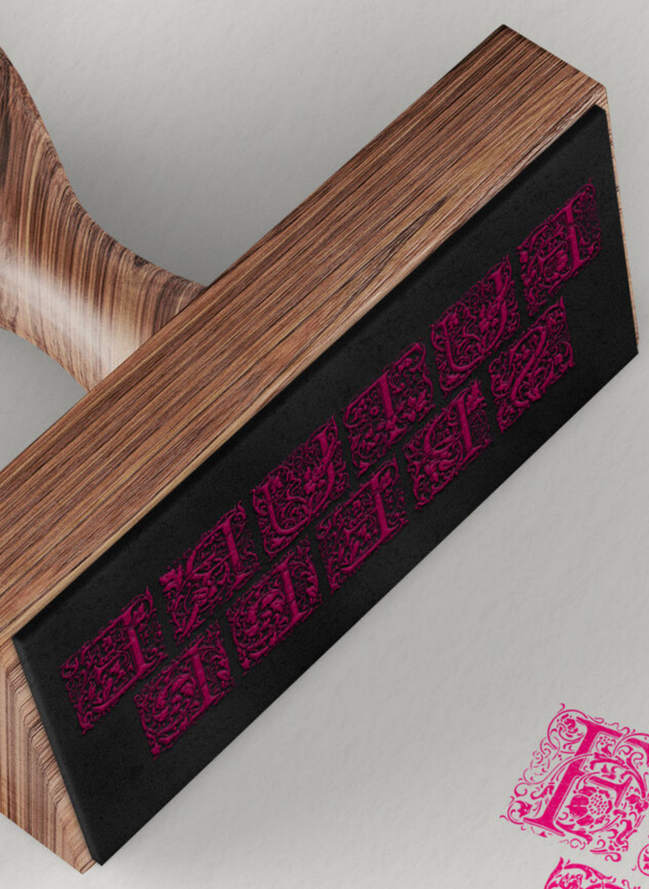
Future Spell - Jessye Finch

Clinical Herbalist RH

connect@futurespell.com

Ritual, Care, & Connection





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

THE CRYSTAL VESSEL
LOREM IPSUM DOLOR SIT
TCV
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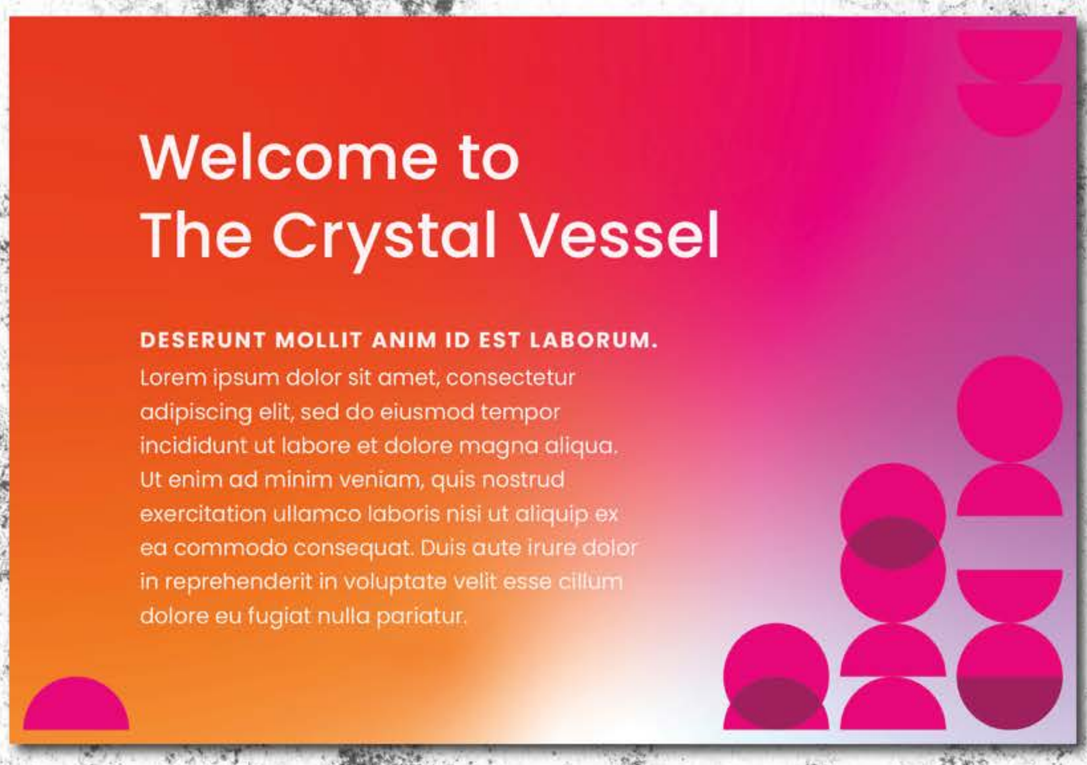
THE
CRYSTAL
VESSEL


Welcome to
The Crystal Vessel
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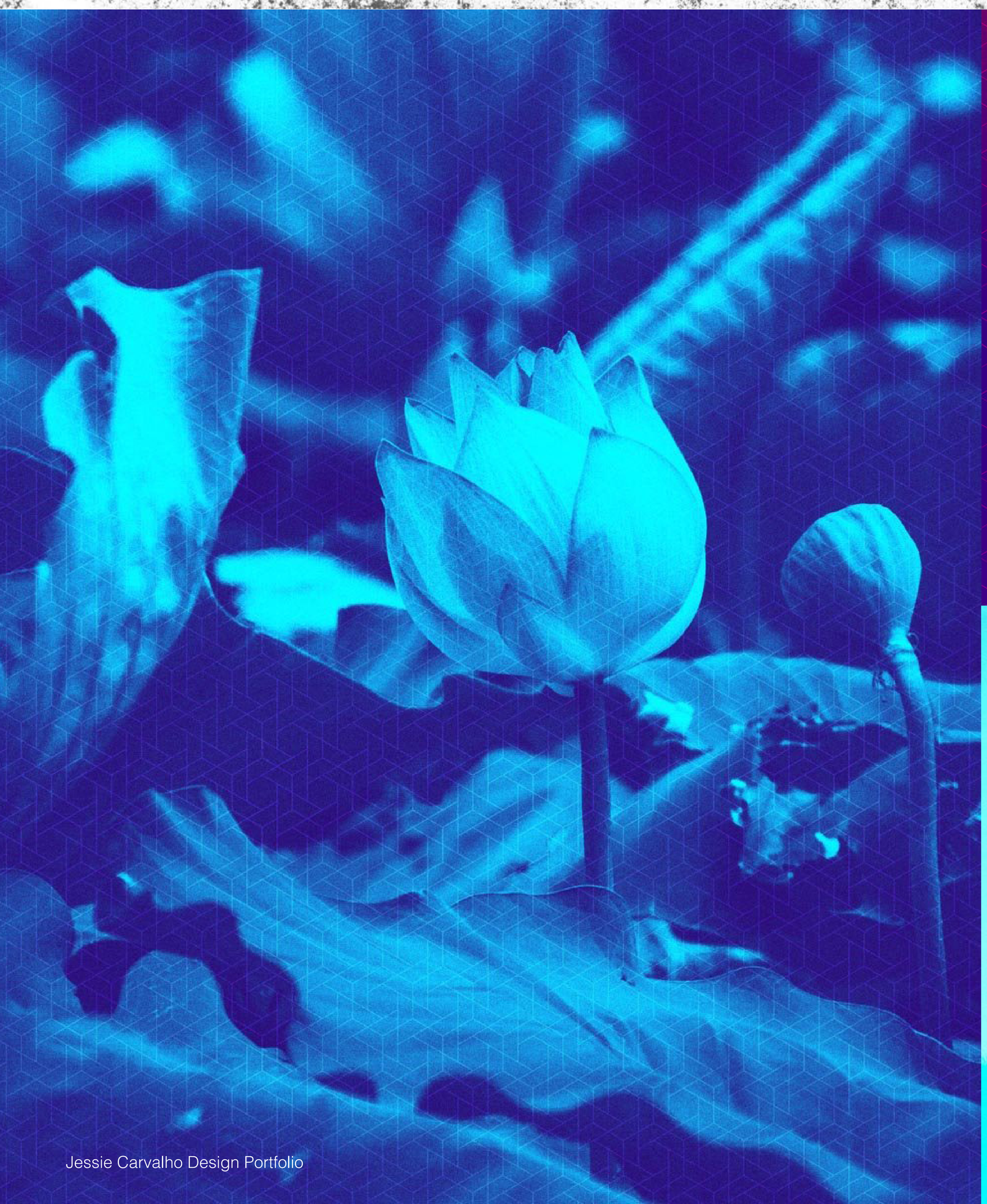
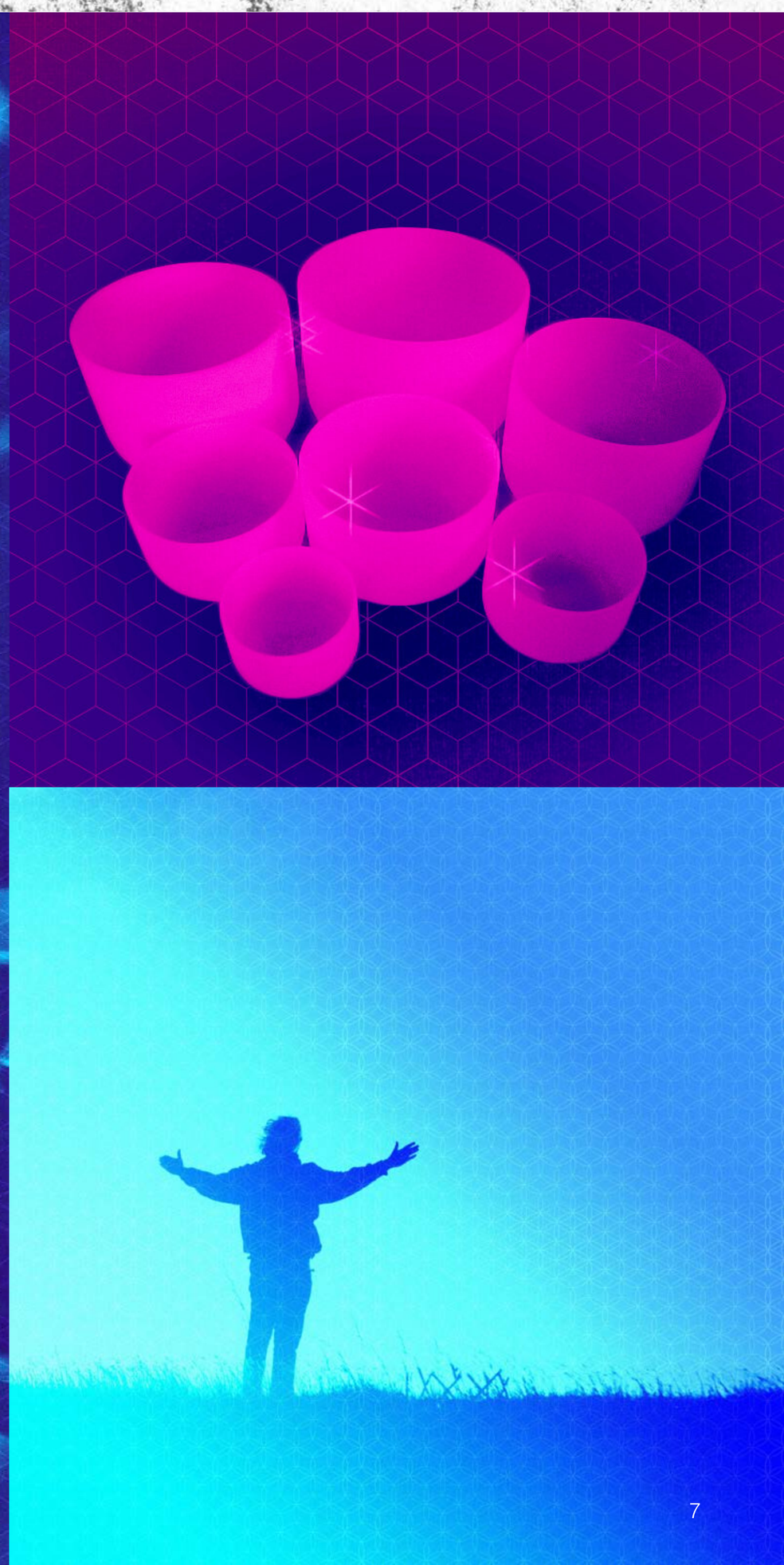
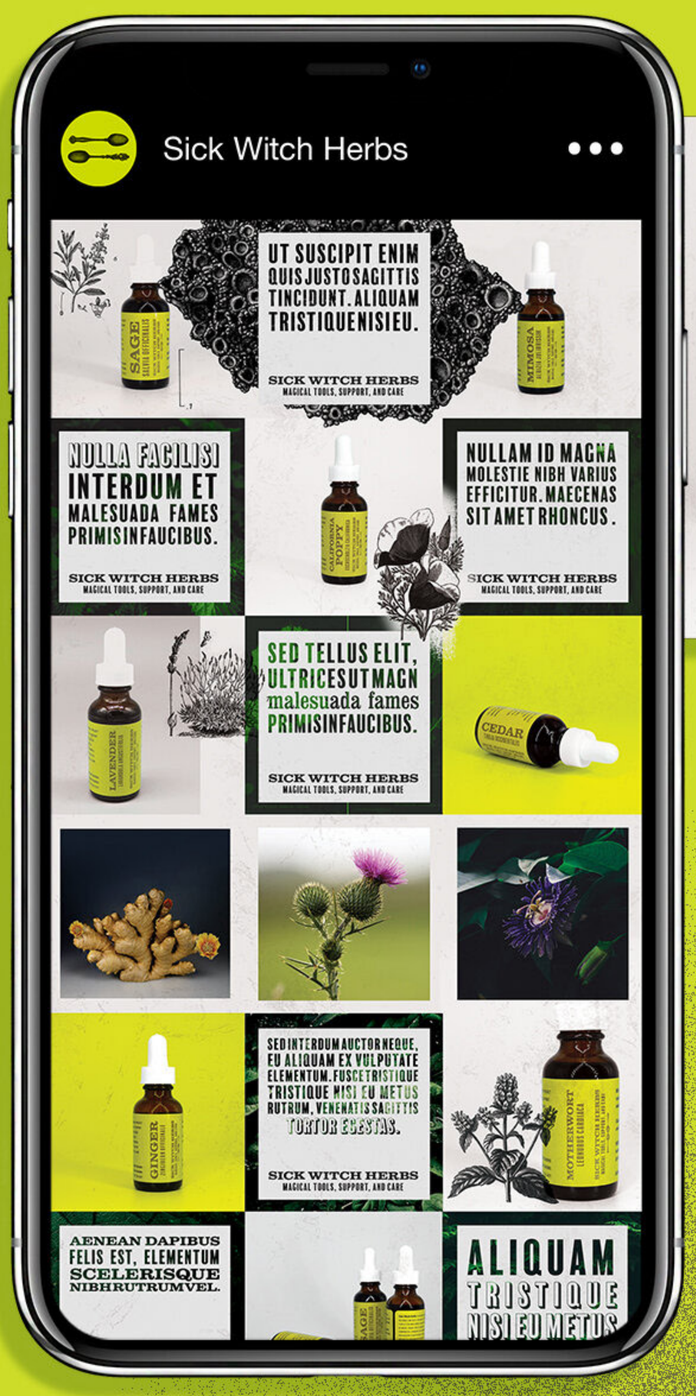


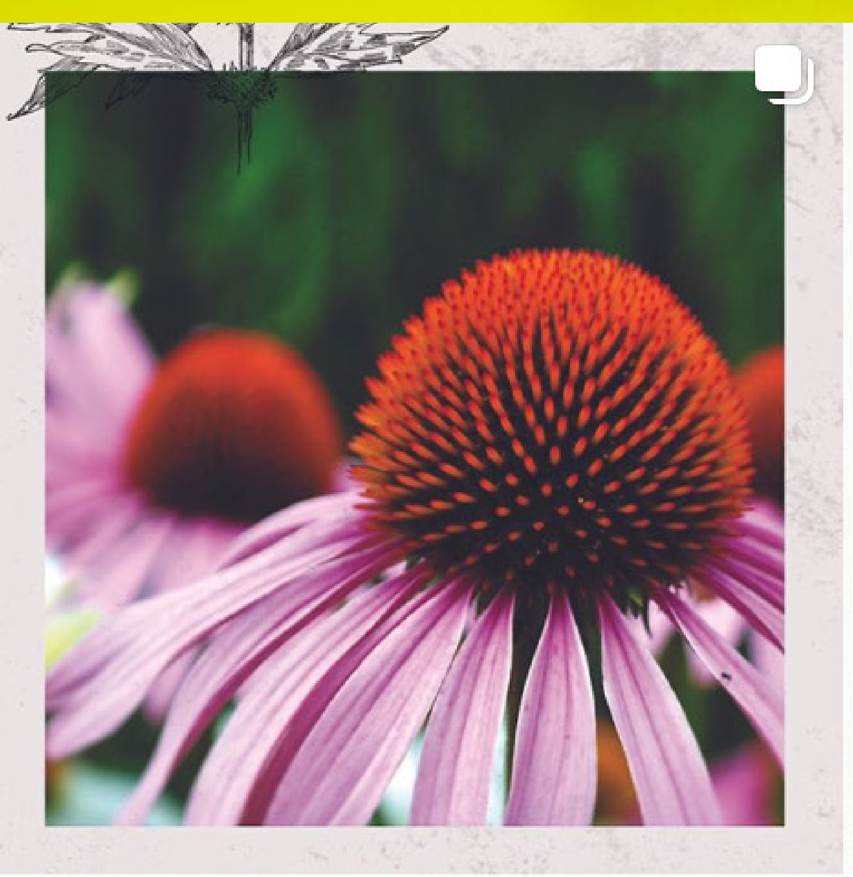


Sick Witch Herbs

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.





WHAT ARE THE BENEFITS OF USING SINGLE HERB TINCTURES?

SICK WITCH HERBS
MAGICAL TOOLS, SUPPORT, AND CARE

Slalom: Modern Cloud Analytics Campaign

Infographic and social media

View the full infographic here

Goal

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.

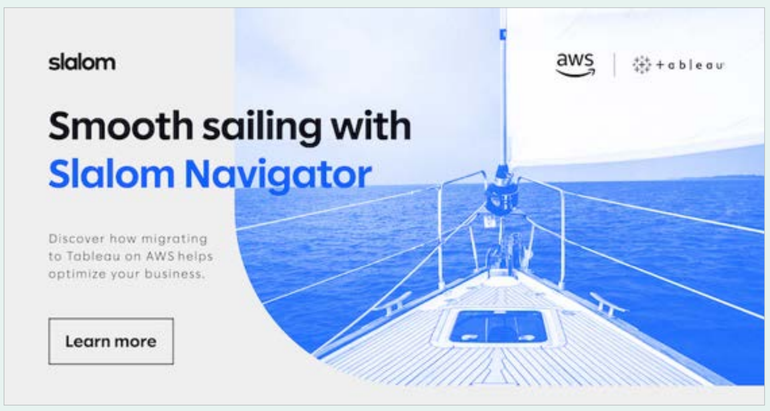
Approach

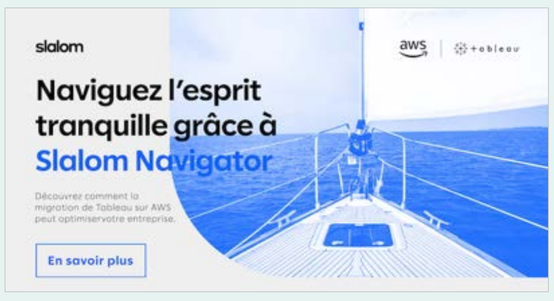
Leveraging Slalom's distinct, modern, and open brand identity, which avoids excessive stylization, I seized the opportunity to innovate the graphic language, infusing a personalized and stylized touch into this campaign. Throughout the assets, nautical themes were interwoven into the copy, and in collaboration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

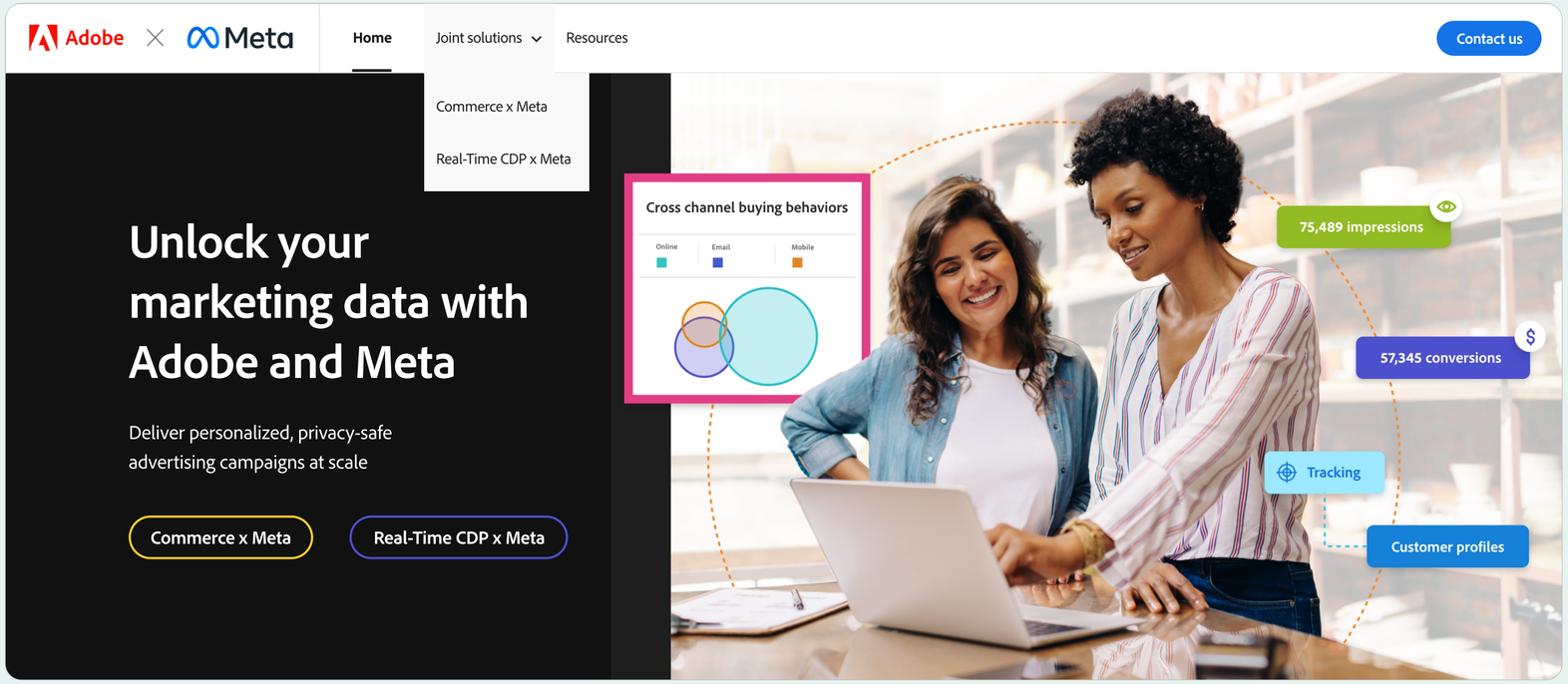
Outcomes

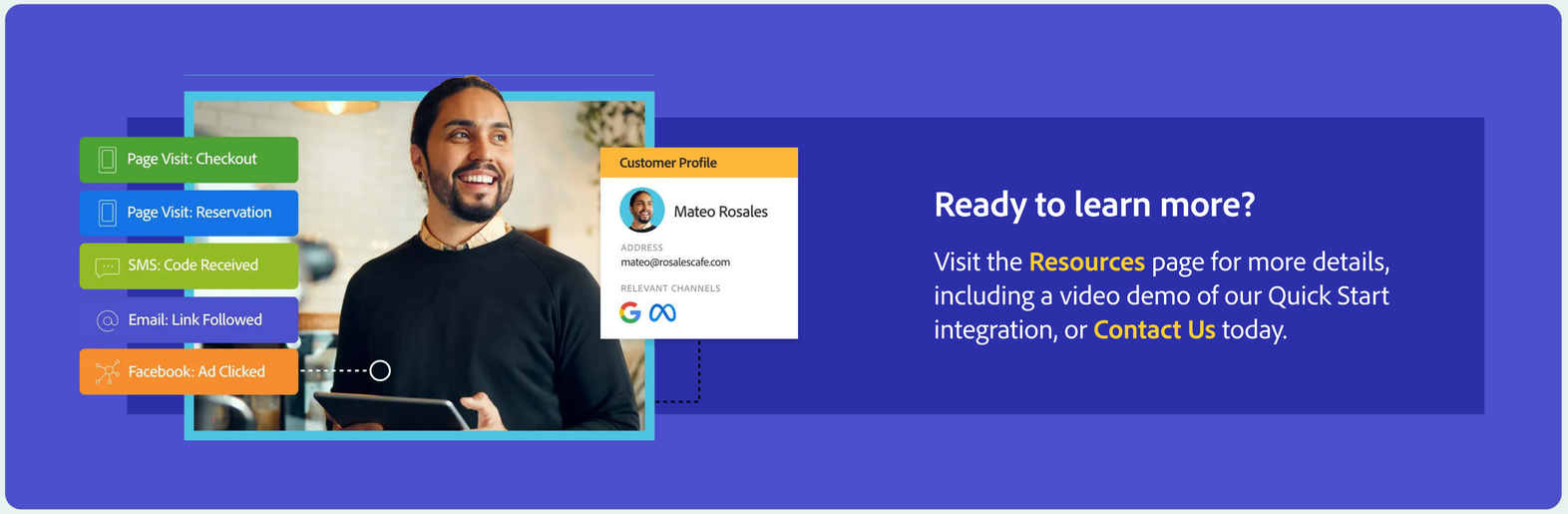
This evergreen set of assets for Slalom serves as a cornerstone in their promotional efforts across various platforms to enlighten both existing and prospective customers. Since this was an international campaign we created versions for French and Spanish speaking audiences, expanding its reach and impact.

←Social media ads, English and French









Adobe × Meta: Marketing Data Campaign

Web design

Visit the live web page here

Goal

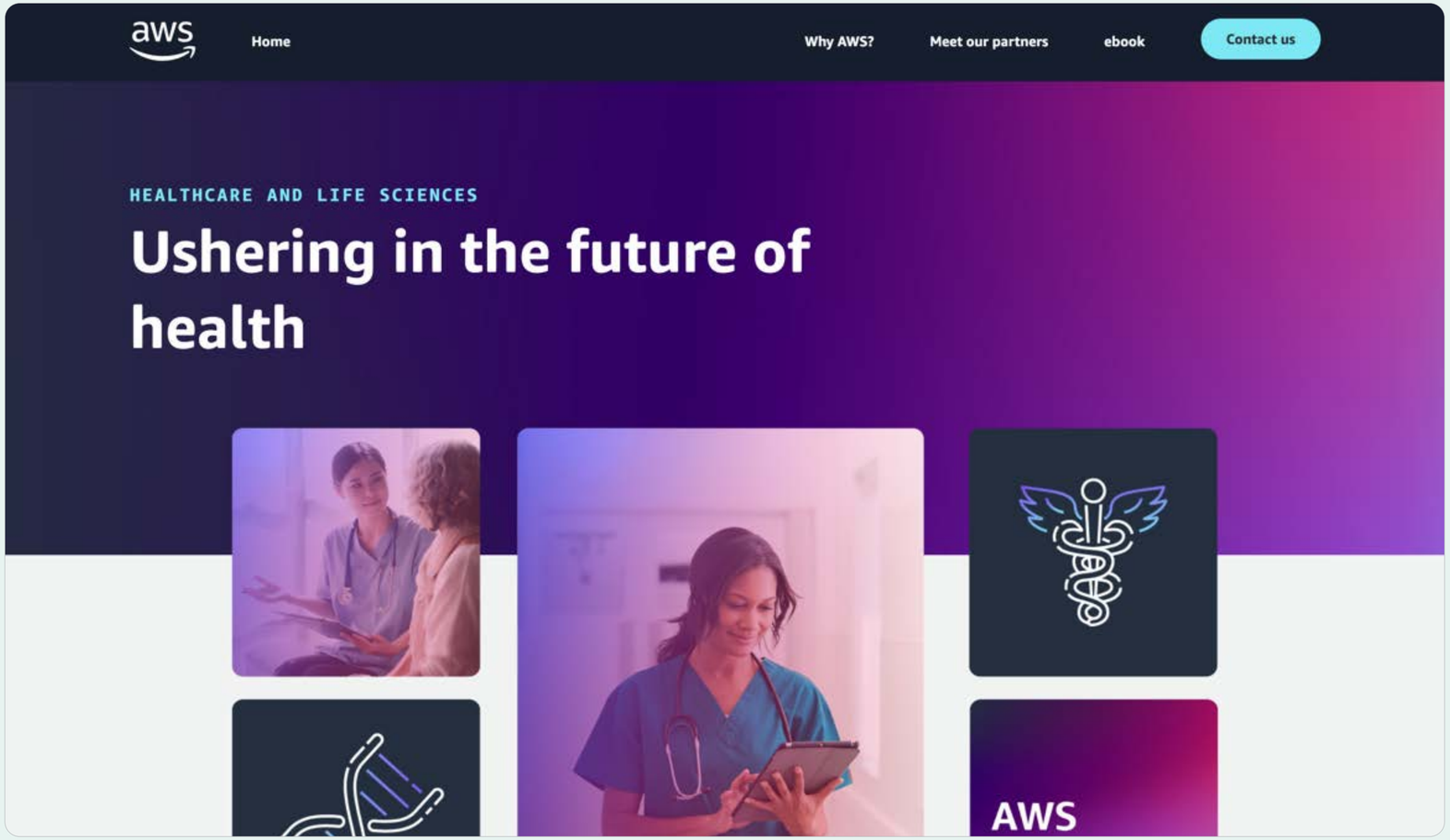
Adobe aimed to highlight its collaboration with Meta and showcase the tools available to prospective customers through this partnership.

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.



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

Thank you!

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.

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