

Ashley Villalta
Graphic Design Portfolio

AIRWAVES

AIR WAVES TYPEFACE
TYPE DESIGN

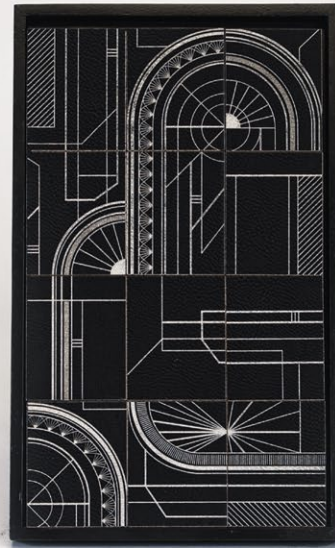
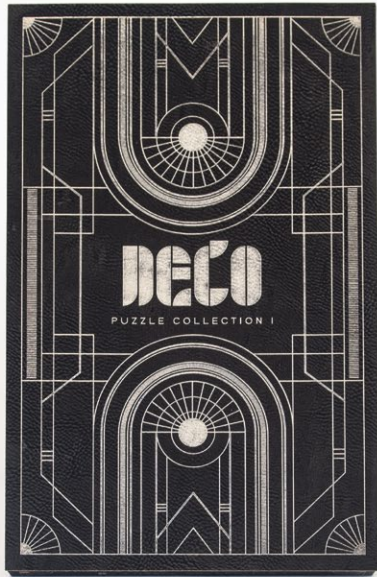
Airwaves is a modular sans serif designed to look like Guglielmo Marconi's radio innovation. The delicate curves and hard lines are reminiscent of the contours found on vintage radios.



Rw

BROADCASTING
1895-1896
amplitude





DECO PUZZLE COLLECTION

BRANDING | PACKAGING

Inspired by the Golden Age of the 1920s, Deco Puzzle Collection transforms the modern puzzle into a luxurious 12-piece collection. The design's formal use of line with modular sunburst is reminiscent of the art and technique found in Art Deco architecture.



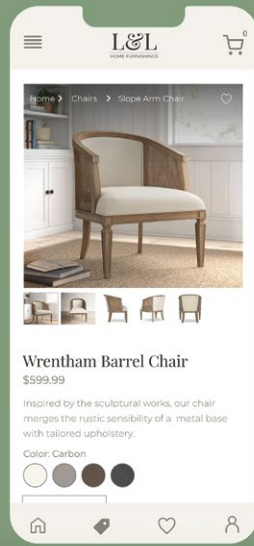
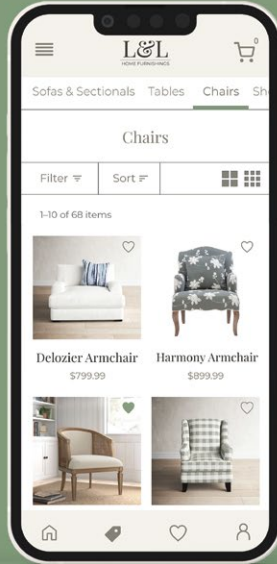
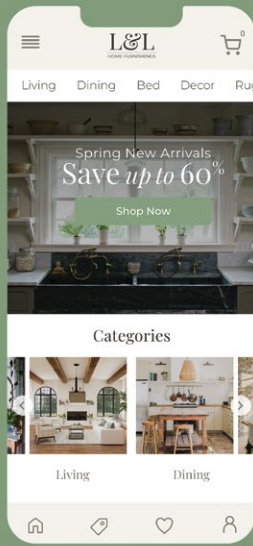
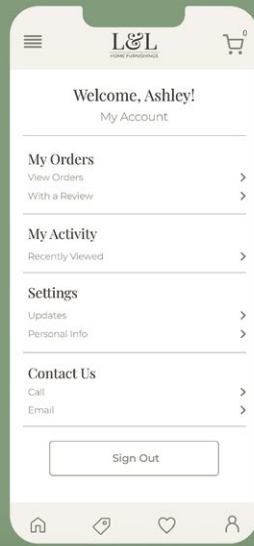


TYPECON BRANDING

BRANDING | UI/UX | EGD

Subculture is a branding system for Typecon 2022 that includes a typographic identity, print collateral, and environmental signage. The system's angular type and organic forms allude to the tension that exist between two opposing aspects that work together to produce its own visual identity.

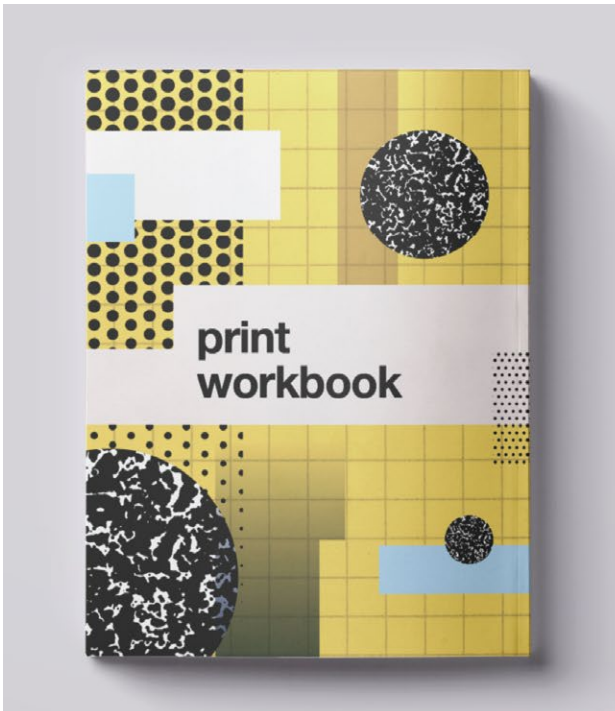




L&L HOME FURNISHINGS APP DESIGN

BRANDING | UI/UX

An app design for L&L Home Furnishings that takes a minimalist approach to navigation and makes it simple. The font and color choices are kept minimal to meet the client's need for a clean farmhouse aesthetic.



PRINT WORKBOOK

BRANDING | COPYWRITING

This multi-page document brings together a variety of instructional texts on the rules and principles of the print production process. The book breaks down details on the proper printing setup using examples heavily influence by the sub-genre "New Wave."

GLOBAL FUND FOR WOMEN ANNUAL REPORT

PRINT

Global Fund for Women envisions a world where movements for gender justice have transformed power and privilege for a few into equity and equality for all women. This powerful message is reflected in the annual report's bold typography, colors, and images, which emphasize the voices of the women involved.





HOUSTON PANHELLENIC COUNCIL RECRUITMENT 2021 PRINT

This multi-page booklet, Steal This Idea 2nd Place Winner, is a guide created to make the recruitment process for the Houston Panhellenic Council at the University of Houston smoother. The document includes a summary of the various sororities' and their expenses as well as vital recruitment material for new members.





THIRD PLACE INSTALLATION

PRINT | EGD

Outside of 13 Celsius Wine Bar & Cafe, Third Place is an installation that depicts Houston's vibrant nightlife and cuisine. This installation has main goals: to convey a story, to represent Houston's culture, and to express 13 Celsius's vision.

