



**KYRA DANIELS**  
Graphic Design

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# KYRA DANIELS

## Graphic Design

### Education

- Current student at Southern New Hampshire University completing my final year studying Graphic Design with a concentration in 3D Modeling and Animation.
- Studied Game Art and Animation at Champlain College for three years before transferring.

### Professional Work Experience

- Worked as a lifeguard for 7 years and was head lifeguard for 4 of those years. As head lifeguard I was responsible for scheduling, updating and enforcing rules, maintaining and ordering supplies, encouraging teamwork between lifeguards, and providing leadership.

### Contacts

- Phone: 631-793-xxxx
- Email: kpdxxx@optonline.net

### Tech Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Animate
- Adobe Dreamweaver
- Autodesk Maya
- Autodesk Mudbox
- Substance Painter

### Other Skills

- Scheduling
- Leadership
- CPR Certified

## My Business Card



## My Leave Behind Cover and Back



Cover

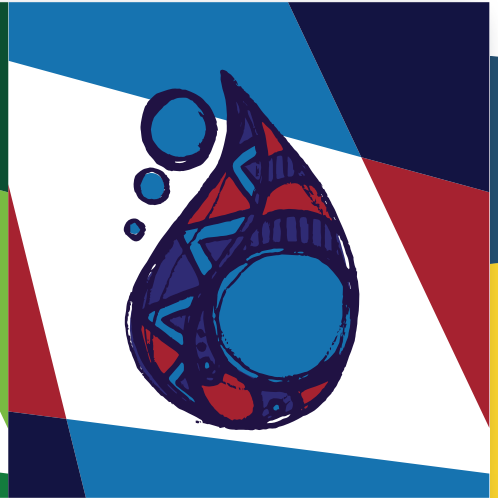


Back



# My Leave Behind Inner Pages

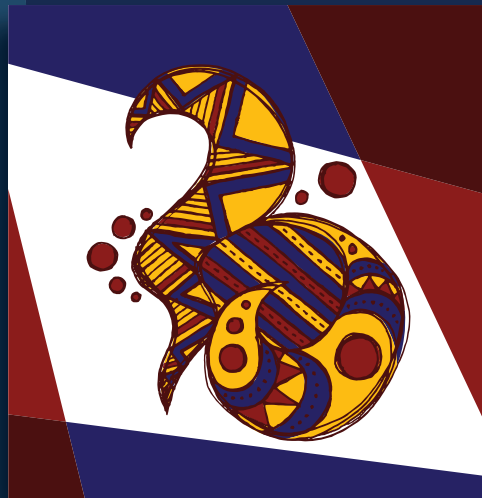
Pages 1 and 2 ->



<- Pages 3 and 4

My leave behind is an 8in by 8in booklet containing six of my original designs.

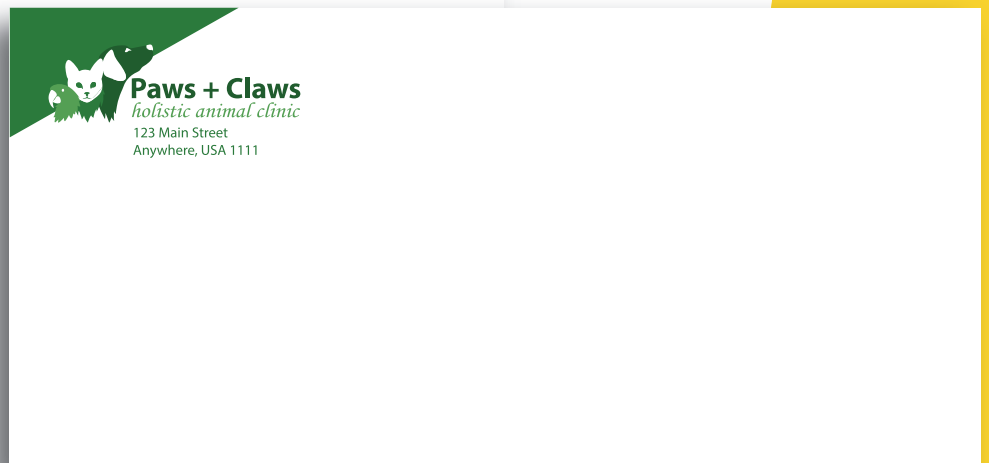
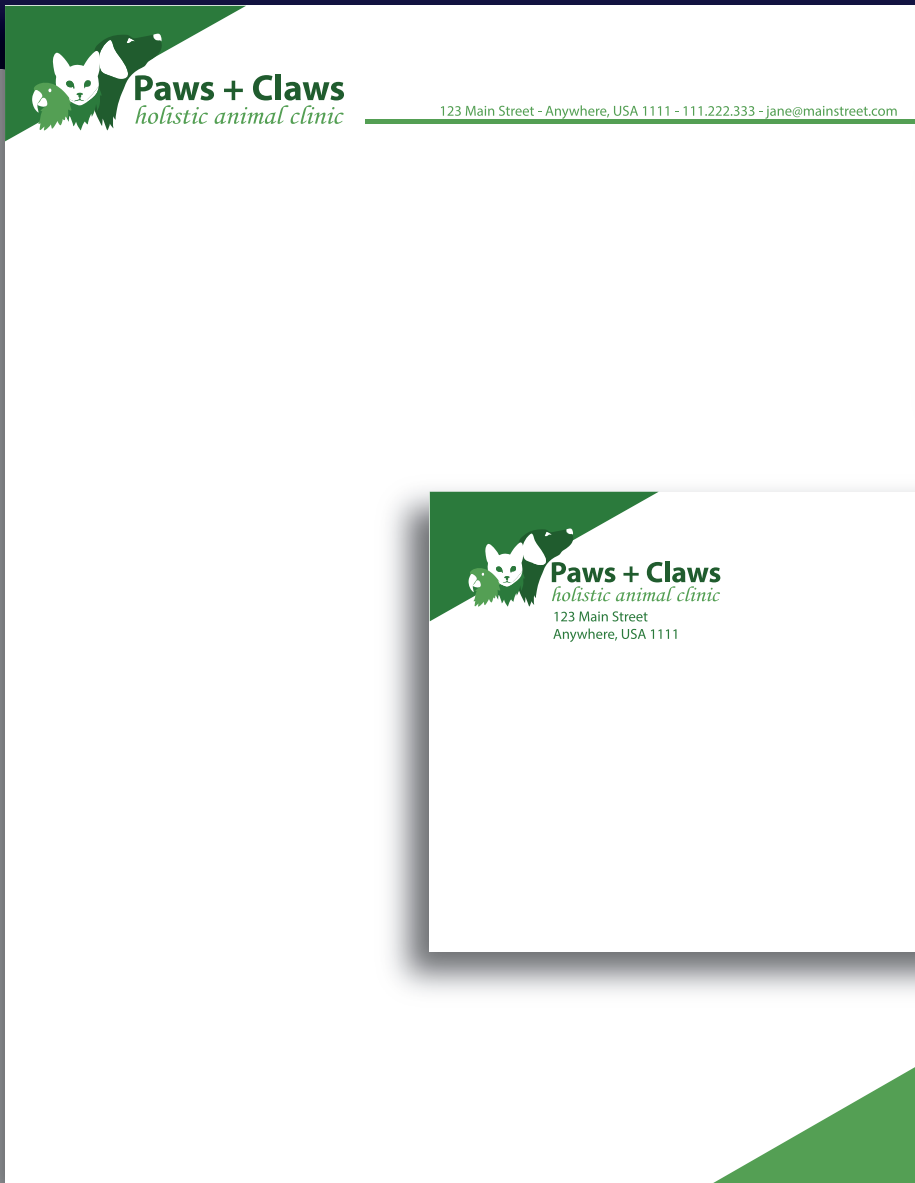
Pages 5 and 6 ->



# Paws + Claws Holistic Animal Clinic Branding Suite

This branding suite was created as a class project. I designed the logo, chose the color scheme, and did the layout for a business card, an envelope, and a letterhead. I sketched out each of the three animal faces before bringing them into Illustrator. After turning my sketched into black and white silhouettes I arranged them and added text. I then experimented with colors, eventually deciding on white and three shades of green.

Of my branding pieces I started with the business card. I placed a green triangle behind my logo, which I reflected in the opposite lower corner. I used this to base my card's layout and decided to position my logo similarly on both my letterhead and envelope.



# Amethyst Bay Resort & Spa Poster

## Have a drink on us

*Free drinks for guests every day at our beachside bar*

*Visit us at [www.amethystbayresort.com](http://www.amethystbayresort.com)*



This was created for a class project where I was given the logo and branding information for Amethyst Bay Resort and Spa and instructed to make a poster advertising it. I decided to create a poster focusing on the resort aspect, which would include pictures of a beach and a beverage.

I started by taking pictures of a cocktail and my local beach, before bringing them into Photoshop where I edited the contrast and color. After experimenting with laying out the photos I brought them into Illustrator where I added the logo and accompanying text. This poster has undergone some revisions based on feedback, such as moving the logo from the side to the lower bottom and increasing the size of the text above the image of the beverage.



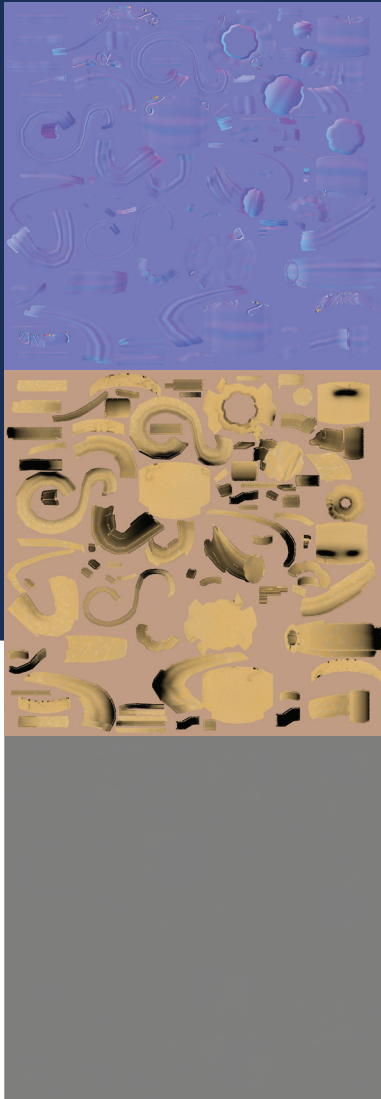
## Deadpool Magazine Cover Parodies

These magazine cover parodies were done for an assignment where I had to take the same image, of a pop culture character of my choosing, and utilized it on two different magazine covers. I decided to choose Deadpool as I felt he would be a good fit for the Cosmopolitan magazine cover. I chose to have the second cover be for WebMD as I wanted something of a radically different genre.

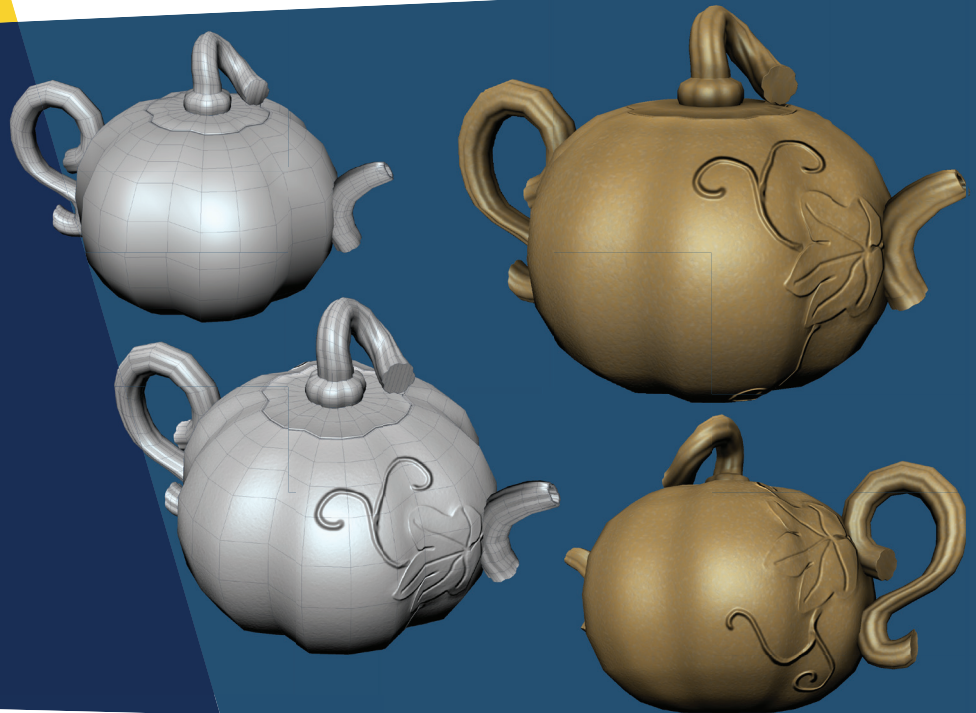


Both magazine covers were laid out in InDesign, and for the above Cosmopolitan cover I looked multiple references and decided to have a luridly pink background with text alternating between. Since Cosmopolitan tends to have a garish mix of fonts on their magazines, I used a mix of fun serif fonts and bold sans serif for the text, while many of the lines on the cover were inspired by Deadpool's quotes. For the left WebMD cover I wanted it to be more subdued and used a white background and a serious serif font.

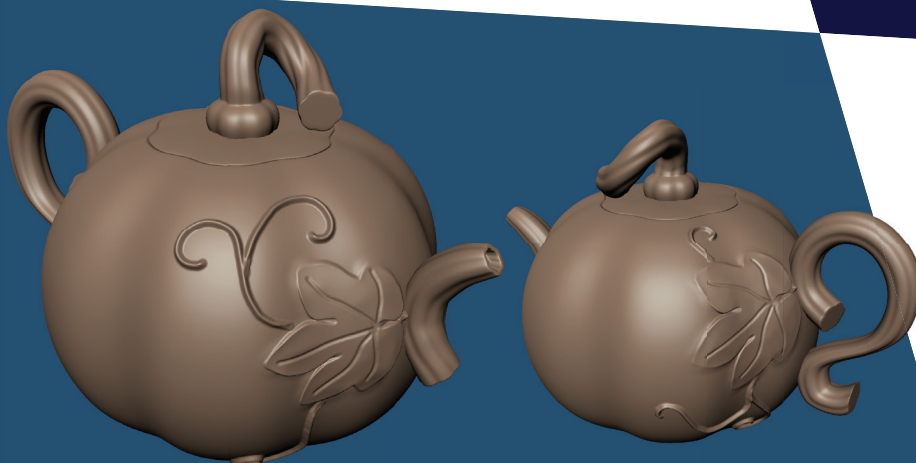
## 3D Pumpkin Teapot Renders and Maps



To the left are my maps. The top one is the normal map, the center the combined AO and diffuse map, while the bottom one is the bump map.



This 3D Pumpkin Teapot, which has a design inspired by a Yixing teapot, was created in Mudbox and Maya for my Digital Sculpting class. The above teapot renders show my low poly model, with the upper left one lacking any maps. The lower left one has the normal and bump maps but no diffuse or AO maps, while the right two have all the maps and would be the finished models.



The renders to the left show the high poly sculpt model. My low poly model was made in Maya and imported into Mudbox, where I smoothed out the mesh and added the leaf pattern. I later added a color layer, not shown here, and then baked the textures off the high poly model to add to my finished low poly model.



## Clearwater Beach and Marina Logo Concepts



**Clearwater Beach and Marina  
East Hampton, NY**

These two logo concepts were created for the Clearwater Beach and Marina. I wasn't given anything specific regarding how the design should look beyond having the logo be blue, so I decided to make something simple featuring a sailboat. I decided to have two versions, one with the sailboat in a lifesaving ring and the other with the same design in a rope ring.

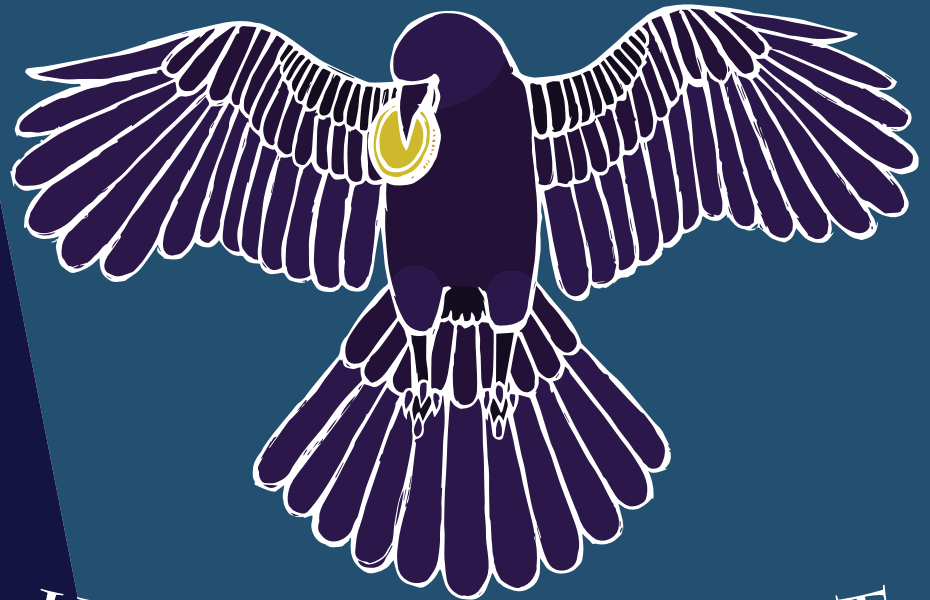
I did these completely in Illustrator and wanted to keep the design monochromatic. For the center piece I wanted to have the sailboat appear as though it was on water, and after finding the solid sky to be too plain I added in some stylized clouds and birds. The one with the life saving ring above makes the center piece appear quite small, while the one with the rope ring to the right was designed to emphasize the center part more.



**Clearwater Beach and Marina  
East Hampton, NY**

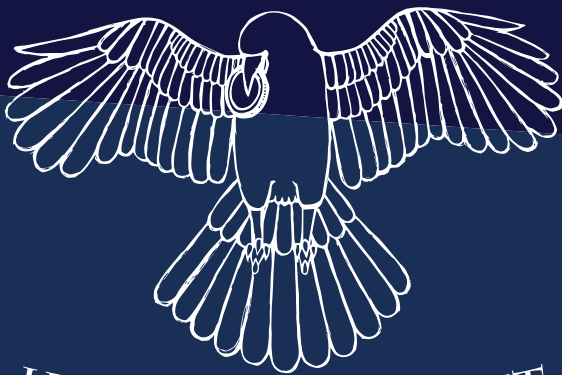
# Harbingers' Gambit Logo

This logo was done for a D&D group that wanted something a symbol to represent their party. The party's name was Harbingers' Gambit and they wanted their logo to be a crow holding a coin in it's beak.



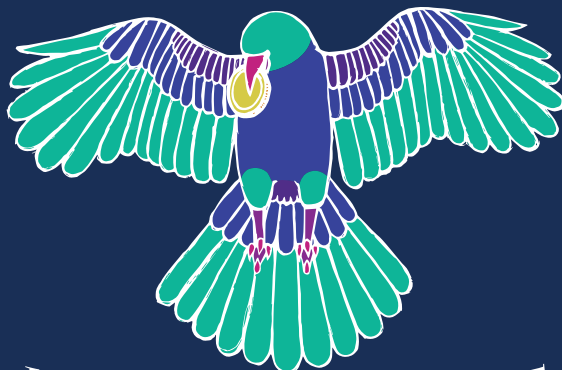
HARBINGERS' GAMBIT

FREEROAD FRANCHISE C-1022



HARBINGERS' GAMBIT

FREEROAD FRANCHISE C-1022

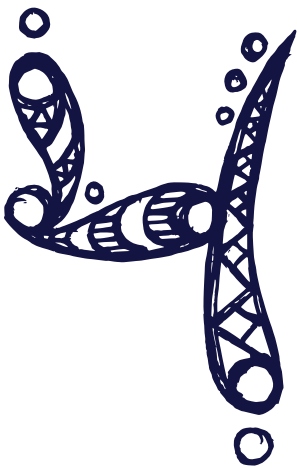
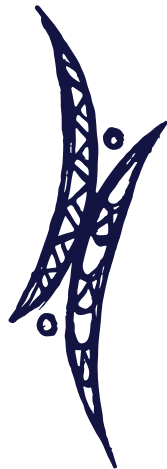
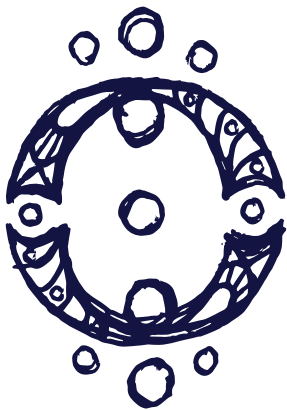


HARBINGERS' GAMBIT

FREEROAD FRANCHISE C-1022

This logo started off as a pencil sketch of a crow which I then brought into Illustrator. The crow was decided to be dark purple, while the coin would be yellow. After adding color to the sections I found that the black outline I used was too dark and changed it to white. The finished design can be seen above, while the line and alternate color versions can be seen to the left.

# Stylized Number Project Outlines



This was a personal project I started as an experiment in combining numbers with patterns. I sketched out a couple of designs for each number before choosing one to draw onto an index card.

The number that underwent the most revisions was 0, as I was told my first few sketches were too narrow. I then scanned the images into illustrator, where I used the image trace tool to create the textured outlines you see above, before adding color to the patterns. These finished stylized numbers can be seen on the next page.



# Stylized Number Project

## Color



## Red Rooster Specialty Teas Logo

This logo was done for an imaginary specialty tea brand whose tagline would be 'wake up with Red Rooster tea.' As the company was imagined to be a company specializing in Chinese tea red was the chosen color for both the name and logo due to it being auspicious. I did this monochromatic logo in Illustrator and chose the side profile of a rooster since it was the most recognizable angle. The logo was originally intended only to feature the rooster's head, but according to feedback that was too plain so I added a circle around it.

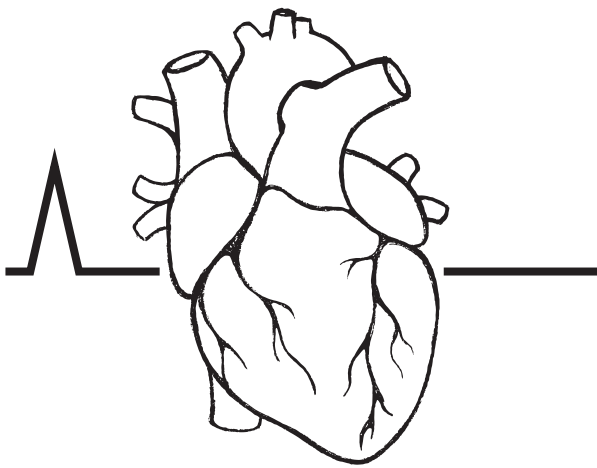


# Red Rooster Specialty Teas

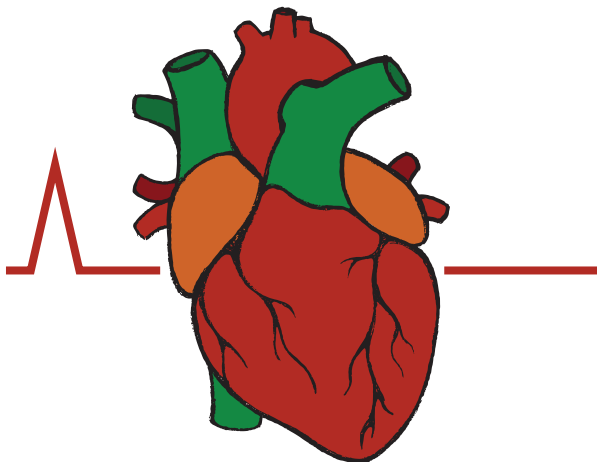
# Heart Stopper Hot Sauce Logo and Label

I started this logo by drawing an outline of a heart, which I then scanned into illustrator to add color. I kept the outline black then added solid green, red, and orange to the heart sections. I then finished it off with a line behind it that resembled a heart monitor flatlining.

This logo was done for an imaginary hot sauce brand, with the name and design inspired by many of the dramatic hot sauce labels on the market. While the logo itself was dramatic I wanted the label to have a simple rectangular layout with easy to read fonts.



**HEART STOPPER**  
Habanero Hot Sauce



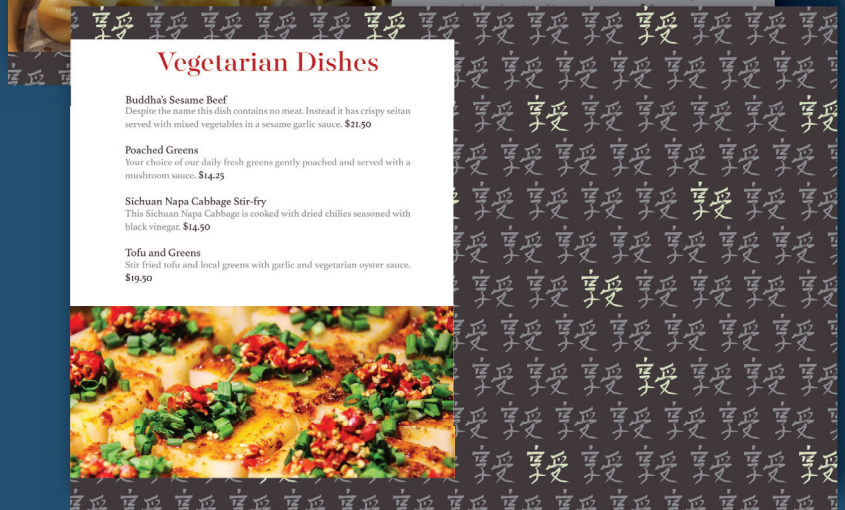
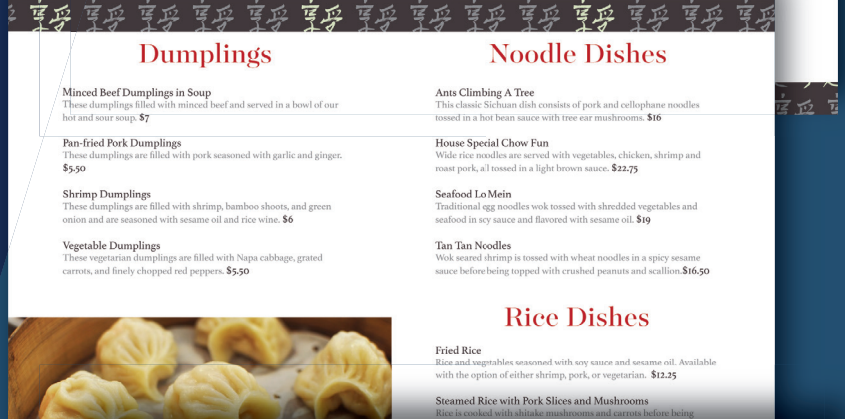
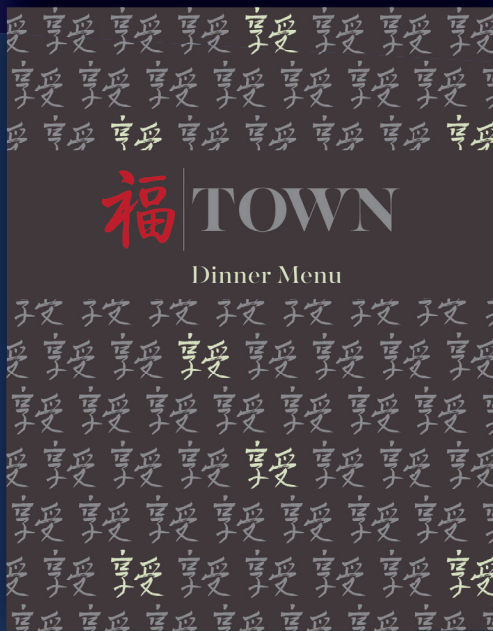
**HEART STOPPER**  
Habanero Hot Sauce



# TOWN Restaurant Menu

The TOWN restaurant project was for a class where we were given a logo and branding guide the told to make a menu, table tent, and brochure for it. Below re my menu covers that feature a simple pattern I had created by scanning in some of my calligraphy into Illustrator.

I created a saddle stitch layout in InDesign and kept the inner pages lighter by giving balls the text area a white background. I added pictures to the pages in accordance to feedback.





# TOWN Restaurant Brochure and Table Tent

The table tent, seen below, went through a couple changes where I adjusted font and logo size in response to feedback. I decided to include the calligraphy pattern but no pictures as I didn't have space.



### Anxi Tie Guan Yin

This premium grade oolong tea, also known as Iron Goddess of Mercy, has a fruity yellow-gold liquor and a smooth lingering finish. **\$4.50**

### Dragon Pearl Jasmine

This hand-rolled green tea is scented with jasmine blossoms, producing a rich lightly sweet liquor with a persistent jasmine aroma. **\$3.25**

### Pre-rain Dragonwell

This green tea is pan-roasted, resulting in a full-bodied liquor with nutty and buttery flavor notes. **\$3.75**



### Fried Sesame Balls with Lotus Paste

These fried sesame balls are made with a glutinous rice flour dough that's coated in sesame seeds and filled with sweet red bean paste.. **\$4**

### Steamed Phoenix Buns

These steamed buns have a fluffy exterior and are filled with sweet egg custard. **\$4.50**

### Steamed Red Bean Buns

These buns are filled with sweet red bean paste surrounded by fluffy dough. **\$4.50**



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Portsmouth, NH 03801

## Contact Us

## About Us

Here at TOWN we bring fortune and cuisine from Chinatown to your plate. The symbol for fortune on our logo represents our desire for all who enter our restaurant to be greeted with warm wishes during their stay. All of our employees and customers become a part of TOWN for not only the evening but for a lifetime of memories.



We've worked hard to bring you authentic Chinese dishes made with locally sourced ingredients. We also have a wide variety of vegetarian options.

## Dim Sum

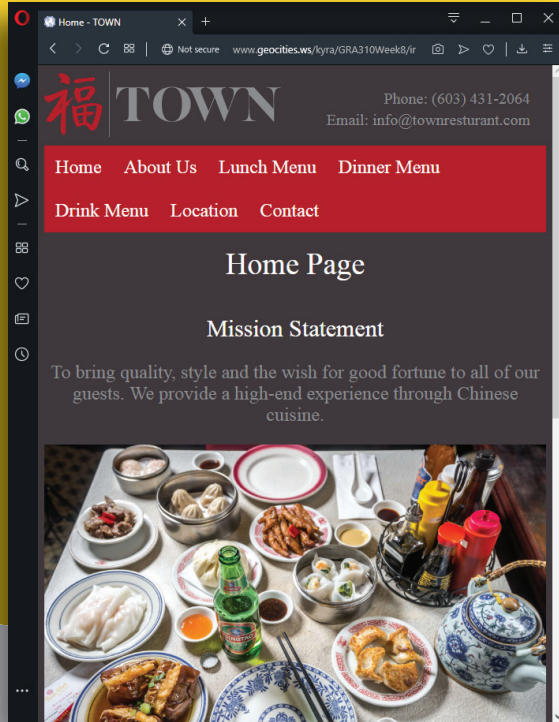


Join us every Saturday at 11am for Dim Sum, a style of Chinese cuisine where you can select from a variety of bite sized options served on small plates.

## Authenticity

The brochure, seen above, is the most different as I kept a dark text background instead of a white one. I kept the text visible by making it the same light green seen in my pattern. I decided to have the headings alternate between top and bottom to create rhythm, and added more text based on feedback.

# TOWN Restaurant Website



The TOWN website was created for a different class, and I kept the color scheme similar to what I had on my menu and other pieces. This was my first website, which I created in Dreamweaver, and most pages feature a responsive two column layout. I was told my original website had too little content, so I added pictures and more menu items.

