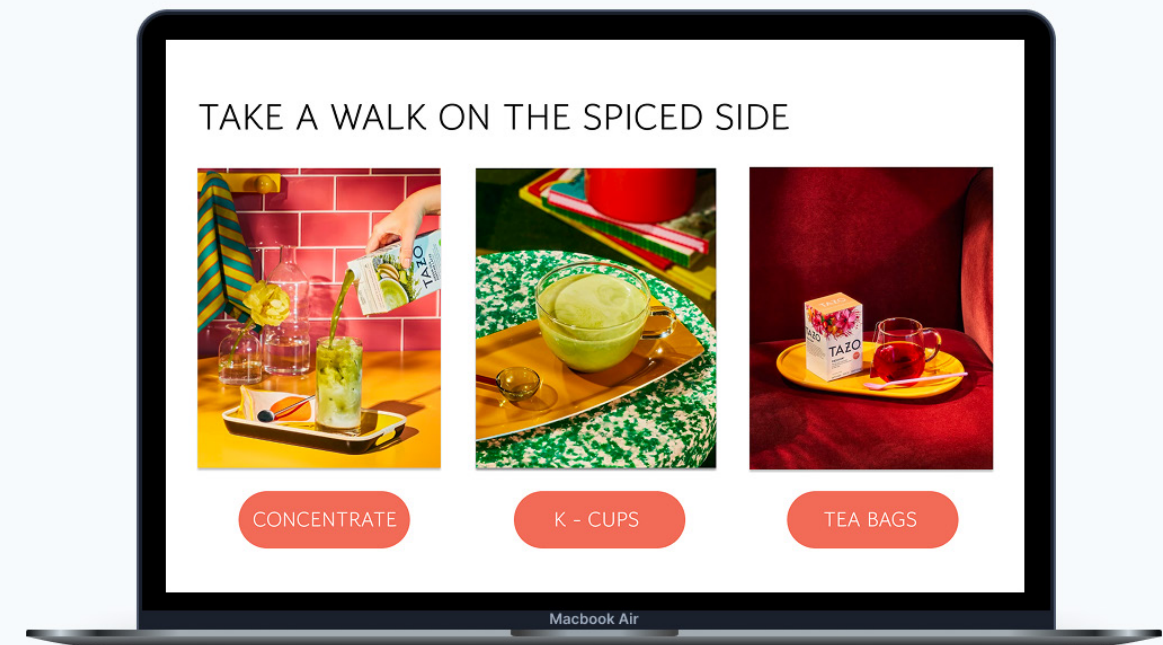
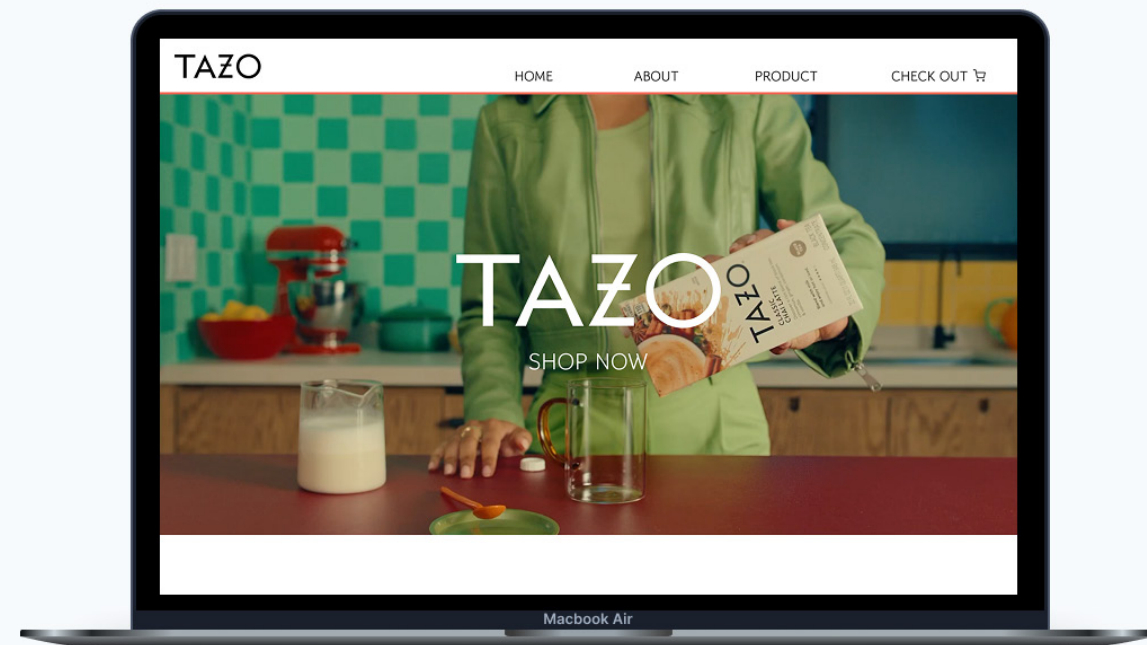


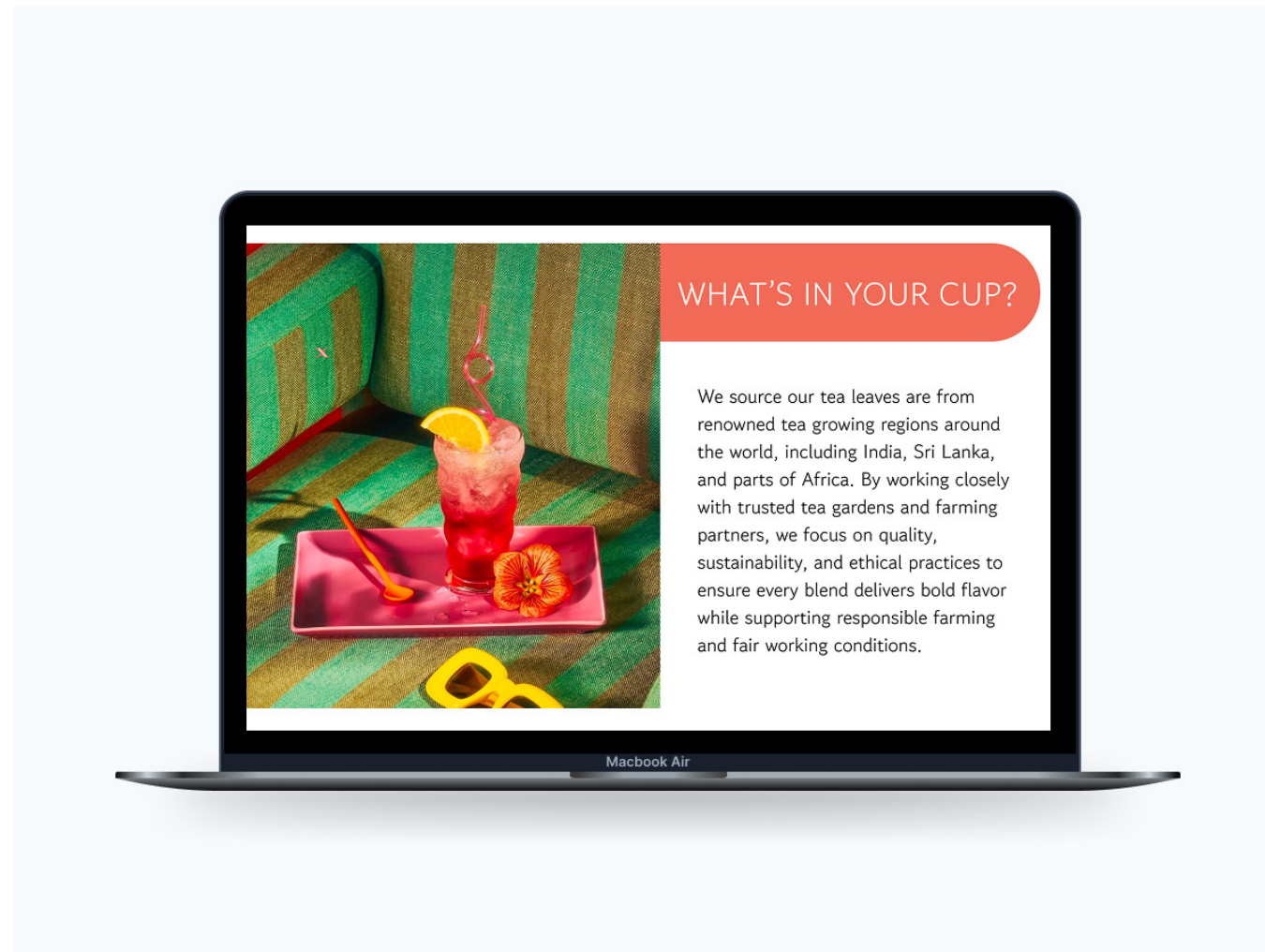
KELSEY CROMAR



CONCEPT

The goal of this project was to design a one page scrolling website that addresses a real user need using the UX process. I chose to create a website for Tazo and focused on improving the aesthetics of the online shopping

experience. Through research, synthesis, ideation, and iteration, I designed a visually engaging and easy to navigate interface that enhances browsing and supports purchasing decisions. [WEBSITE LINK](#)



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CONCEPT

This project involved designing a stationery set for a fictional nonprofit while maintaining strong brand consistency, hierarchy, and visual cohesion. I chose to create a set for a nonprofit called Elevated Essence and developed a logo that could function both as a standalone

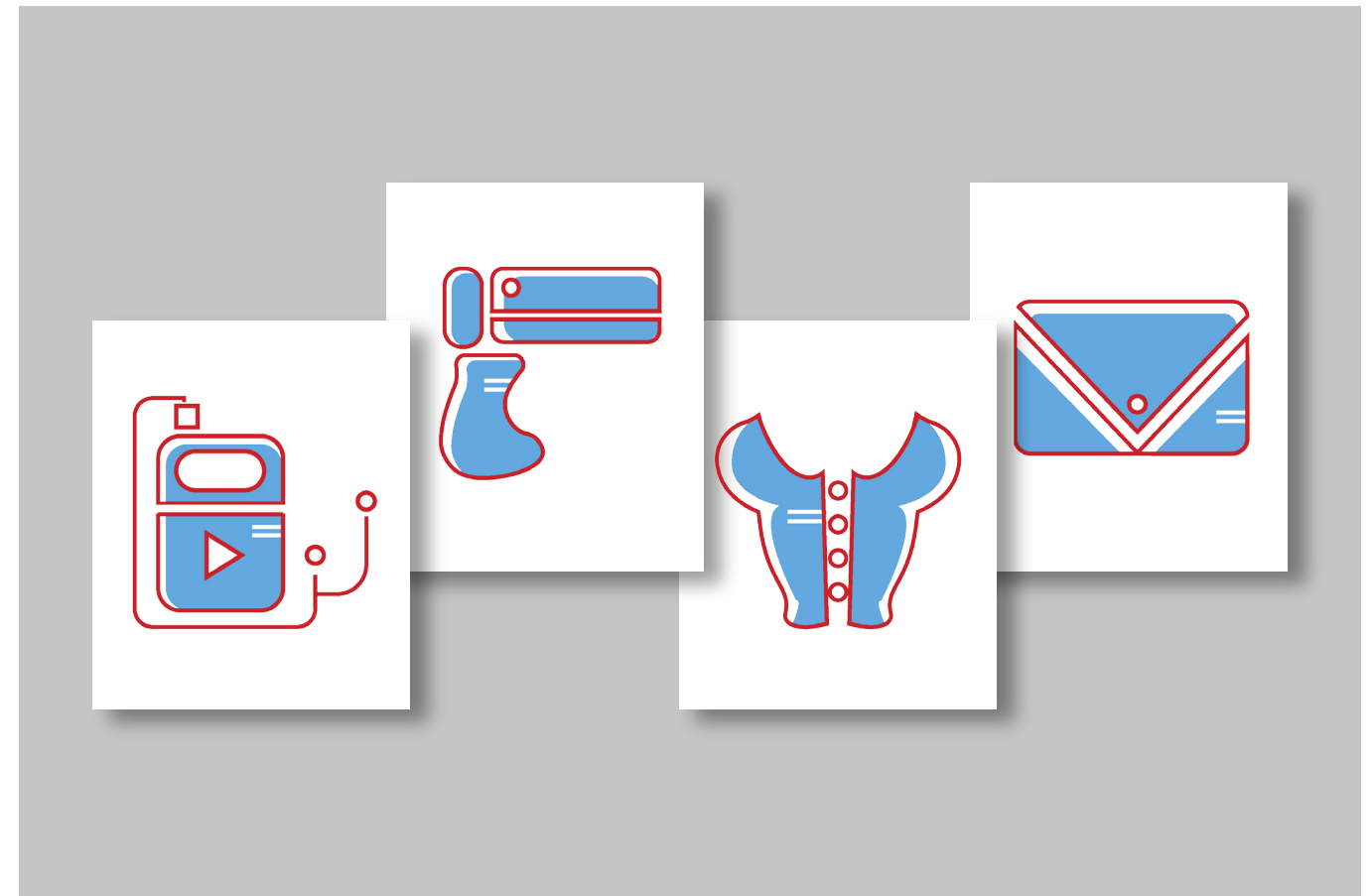
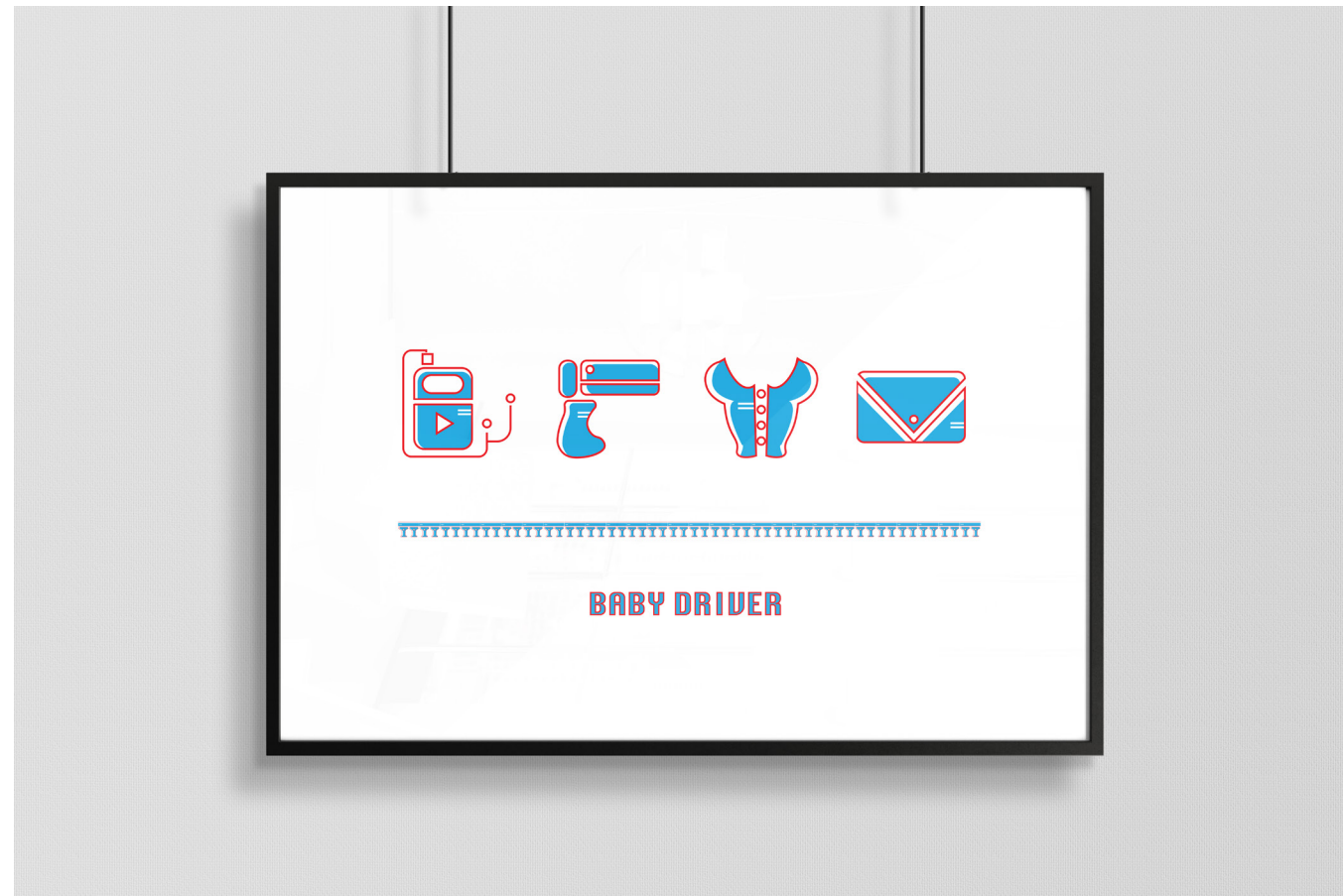
mark and as a repeatable pattern. I selected a pink and orange color palette to create a warm, uplifting, and energetic tone, and applied consistent typography and layout systems to unify the brand across all materials.



CONCEPT

This project focused on creating a fully developed typeface, covering letters A–Z and numbers, with attention to precision and visual harmony. I applied key principles of design such as alignment, proportion, and balance to ensure that each character feels unified within the set.

The result is an angular font where all angles are precisely calculated, providing a consistency across the alphabet and numerals. The serifs of each letter are designed to interlock seamlessly, reinforcing harmony and creating a structured, deliberate aesthetic throughout the font.



CONCEPT

This project focused on creating a visually unified icon set inspired by a feature film. I chose the film Baby Driver and curated icons based on key scenes from the beginning, middle, and climax, as well as one representing the main

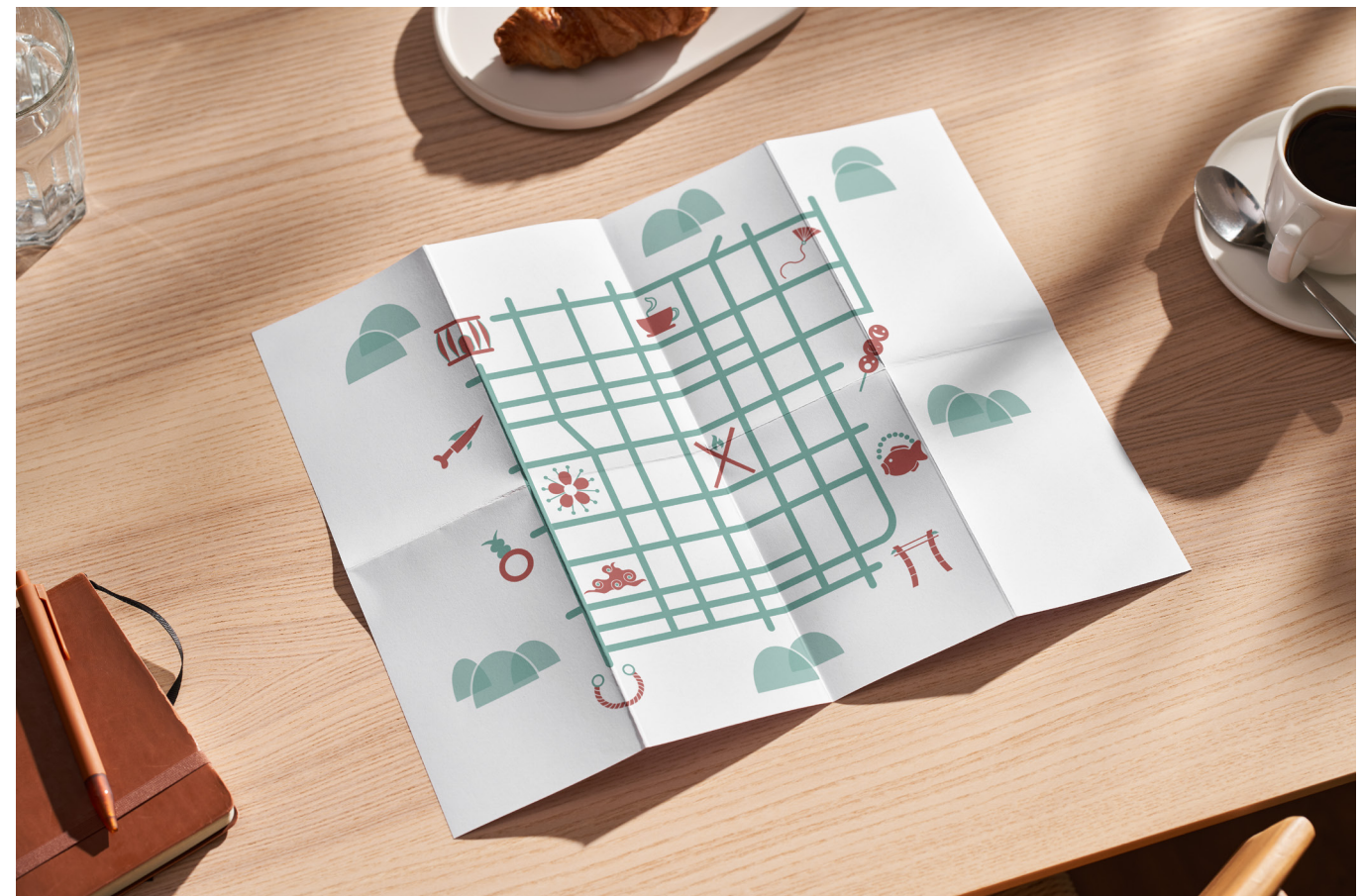
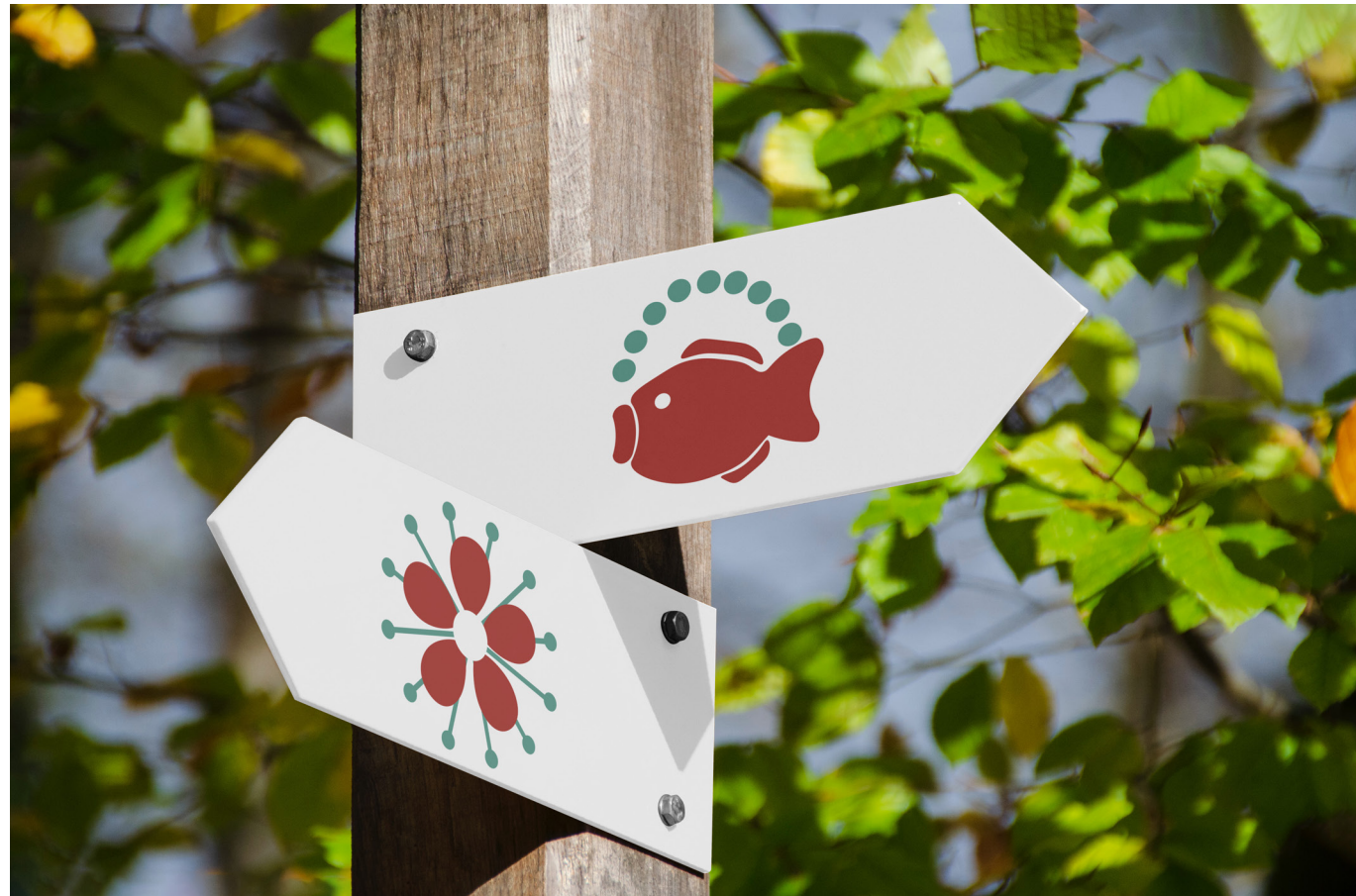
character. I selected a red and blue color palette to reflect the movie's retro time period while also capturing its energetic tone. I used consistent line weight throughout, ensuring the icons feel cohesive and polished.



CONCEPT

This project required choosing a location and creating an icon set using the semiotic formula, combining symbols for places or events within the location with elements of a map. I chose Nishiki Market and designed icons that

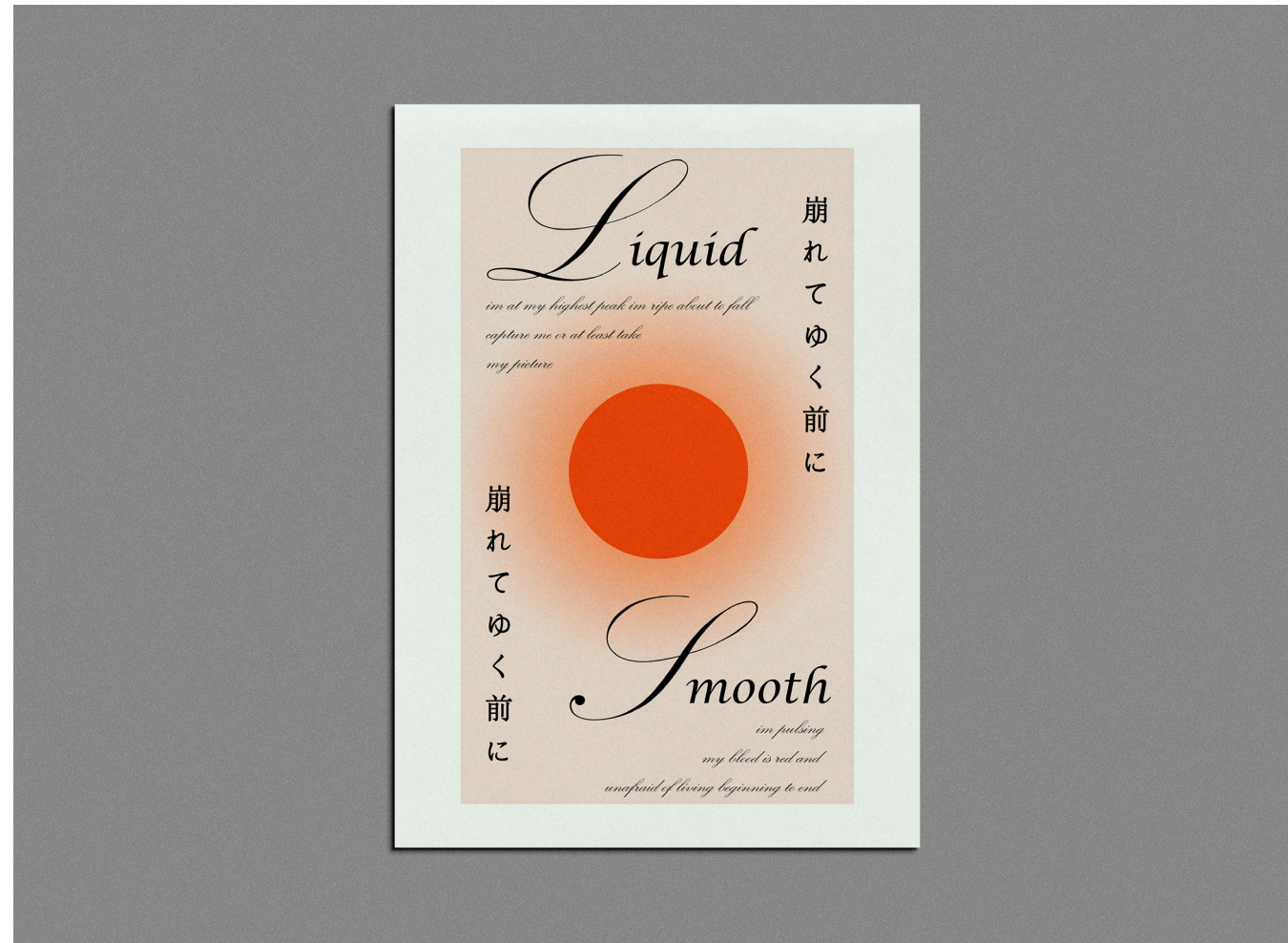
blend cultural elements with spatial references, resulting in a unique set that captures both the character and the essence of the location.



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CONCEPT

The goal of this project was to create a poster that emphasizes song lyrics using only typography and one additional shape, while establishing a clear typographic hierarchy. I selected the song Liquid Smooth and opted for

an eye-catching orange circle at the center of the poster with my title, and the rest of the text following around the center. The design creates a strong focal point while maintaining balance and flow throughout the poster.



CONCEPT

The goal of this project was to create a brochure for a festival of our choosing, with one side serving as a full poster that applied principles of design. I chose the Tulip Festival and used an array of bright colors to create an

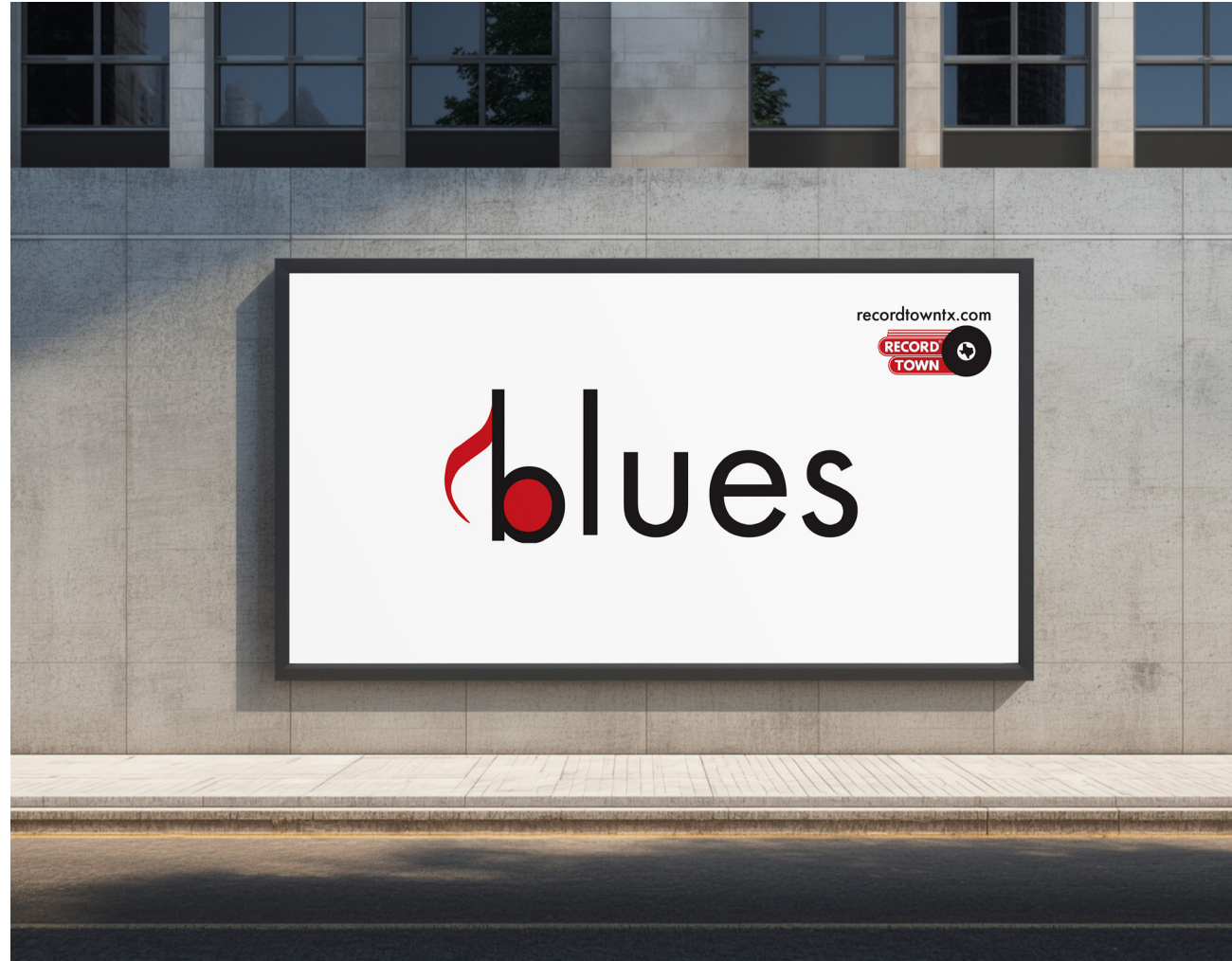
inviting and cheerful design. The brochure was structured as a simple trifold, featuring ornate photos of flowers set against a striking yellow background to capture attention and convey the festival's vibrant atmosphere.



CONCEPT

The project involved designing three billboards, each featuring a single expressive word for a company. I chose a record store and incorporated musical note elements into the typography, while using the store's color palette to

maintain consistent branding across all three billboards. Each billboard was designed to grab attention quickly while reinforcing the store's identity through type and color.



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CONCEPT

For this project, I created a poster set focusing on the classic font Baskerville, with each poster featuring a single letter. One poster highlights an uppercase letter, while the other focuses on a lowercase letter and points out a type anatomy feature. I used a grey and white color palette

with a pop of yellow to guide the viewer's eye. The design emphasizes hierarchy and flow, using size, weight, and placement to lead the viewer naturally while showcasing the font's elegance.



CONCEPT

For this project, I selected a festival and created a poster that incorporated motion and Gestalt principles. I chose the Olive Festival and applied similarity, proximity, and continuity to strengthen the composition. A slightly muted

green and blue color palette was used to accentuate the centerpiece of the poster and guide the viewer's eye. The overall design creates a sense of movement and cohesion, drawing attention to the poster's key elements.



CONCEPT

For this project, I created a series of three cohesive posters to bring attention to microplastics in our drinks. I used figure-ground relationships to guide the viewer's eye and establish a strong visual hierarchy, while a bold

pink color palette created energy and focus across the set. The posters work together as a unified series, using composition and color to make the message immediately striking and memorable.



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