

jessie 
moreno
PORTFOLIO



Problem:

To create a beverage company and design packaging for three drinks: two standard editions, and one limited edition.

Solution:

I went with an Edgar Allan Poe theme for a wine company. Each wine is named after one of his short stories or poems. This design is focused on typography, with each label utilizing typefaces that fit the theme for each story. Additionally, each bottle has its short story used as a texture on the label.

For a finishing touch, each bottle comes with a charm designed to correspond with the bottle's story or poem.



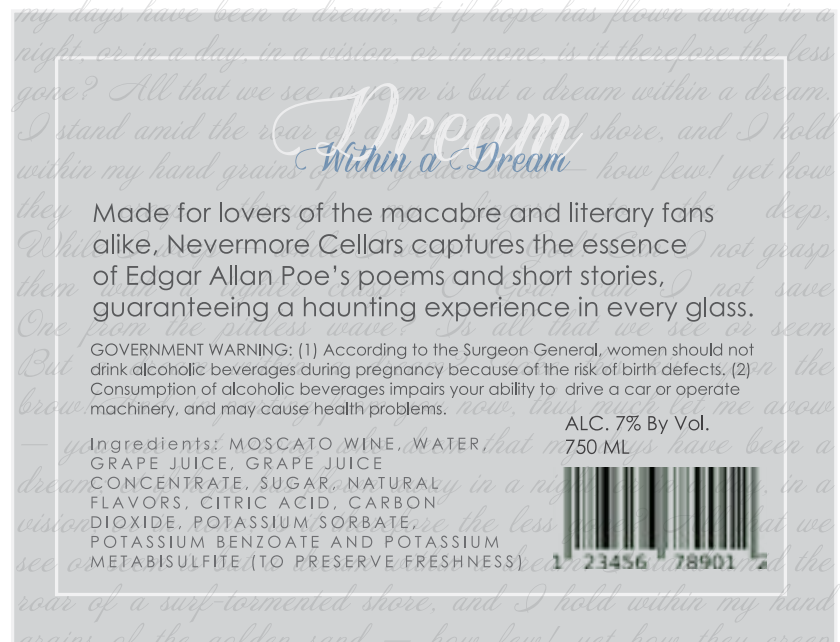




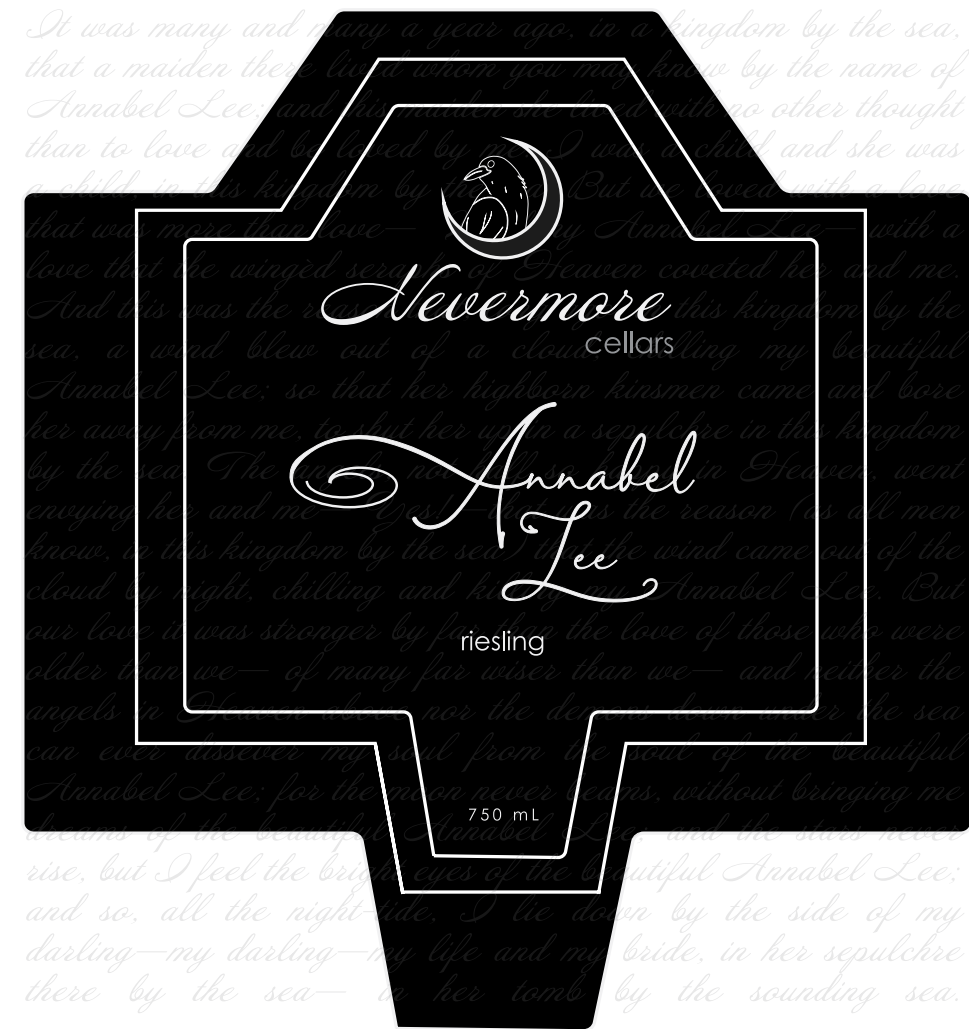
Take this kiss upon the brow! And, in parting from you now,
 thus much let me avow — you are not wrong, who deem that
 my days have been a dream; et if hope has flown away in a
 night, or in a day, in a vision, or in none, is it therefore the less
 gone? All that we see or seem is but a dream within a dream.
 I stand amid the roar of a surf-tormented shore, and I hold within my hand
 grains of the golden sand — how few! yet how they creep
 through my fingers to the deep, while I weep — while I weep! O God! Can I not grasp
 them with a tighter clasp? O God! can I not save
 One from the pitiless wave? Is all that we see or seem
 But a dream within a dream?



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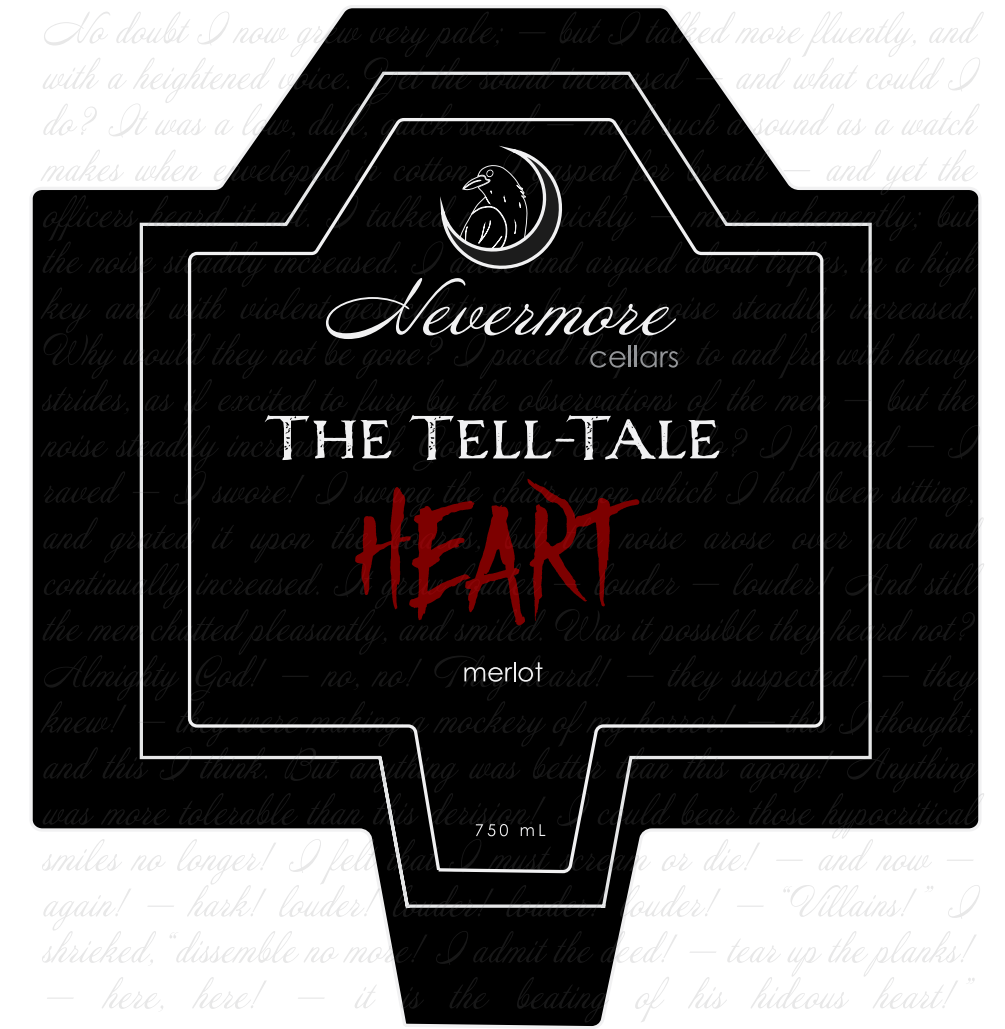
It was many and many a year ago, in a kingdom by the sea,
 that a maiden there lived whom you may know by the name of
 Annabel Lee; and this maiden she lived with no other thought
 than to love and be loved by me. I was a child and she was
 a child, in this kingdom by the sea. But we loved with a love
 that was more than love — I and my Annabel Lee — with a love
 that was stronger than death — I and my Annabel Lee — without
 bringing me
 use, but I feel the breeze of the beautiful Annabel Lee;
 and so, all the night long — I have lain by the side of my
 darling — my darling — my life and my bride, in her sepulchre
 there by the sea — in her tomb by the sounding sea.



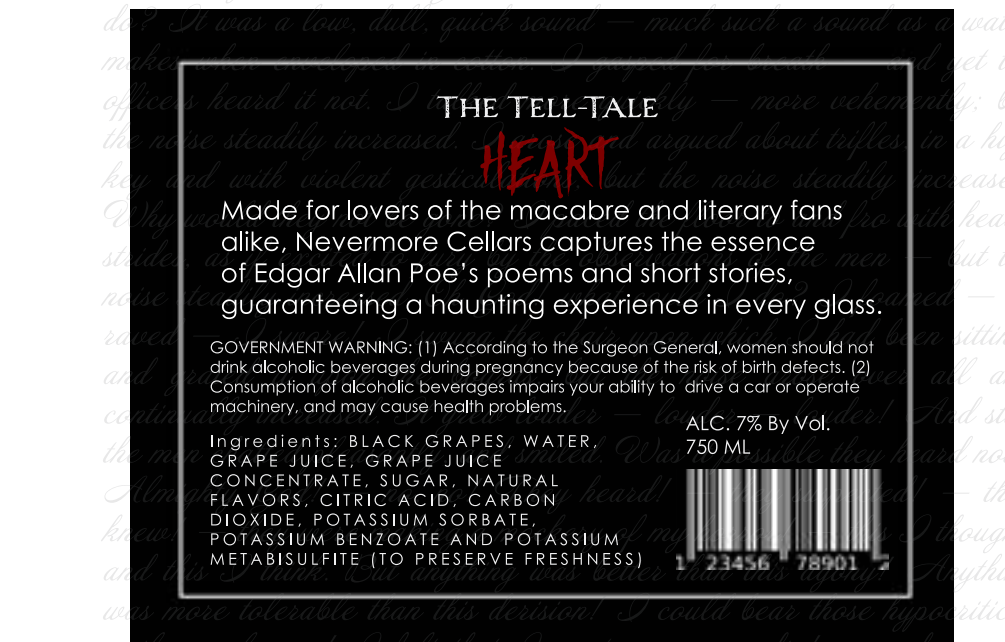
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 and so, all the night long — I have lain by the side of my
 darling — my darling — my life and my bride, in her sepulchre
 there by the sea — in her tomb by the sounding sea.



No doubt I now grew very pale; — but I talked more fluently, and
 with a heightened voice. Yet the sound increased — and what could I
 do? It was a loud, deep sound as a watch
 maker whirrs it in his brain — and yet the
 smiles no longer! I felt the
 again! — hark! louder! louder! louder! louder! — “Villains!” I
 shrieked, “dissemble no more! I admit the deed! — tear up the planks!
 — here, here! — it is the beating of his hideous heart!”



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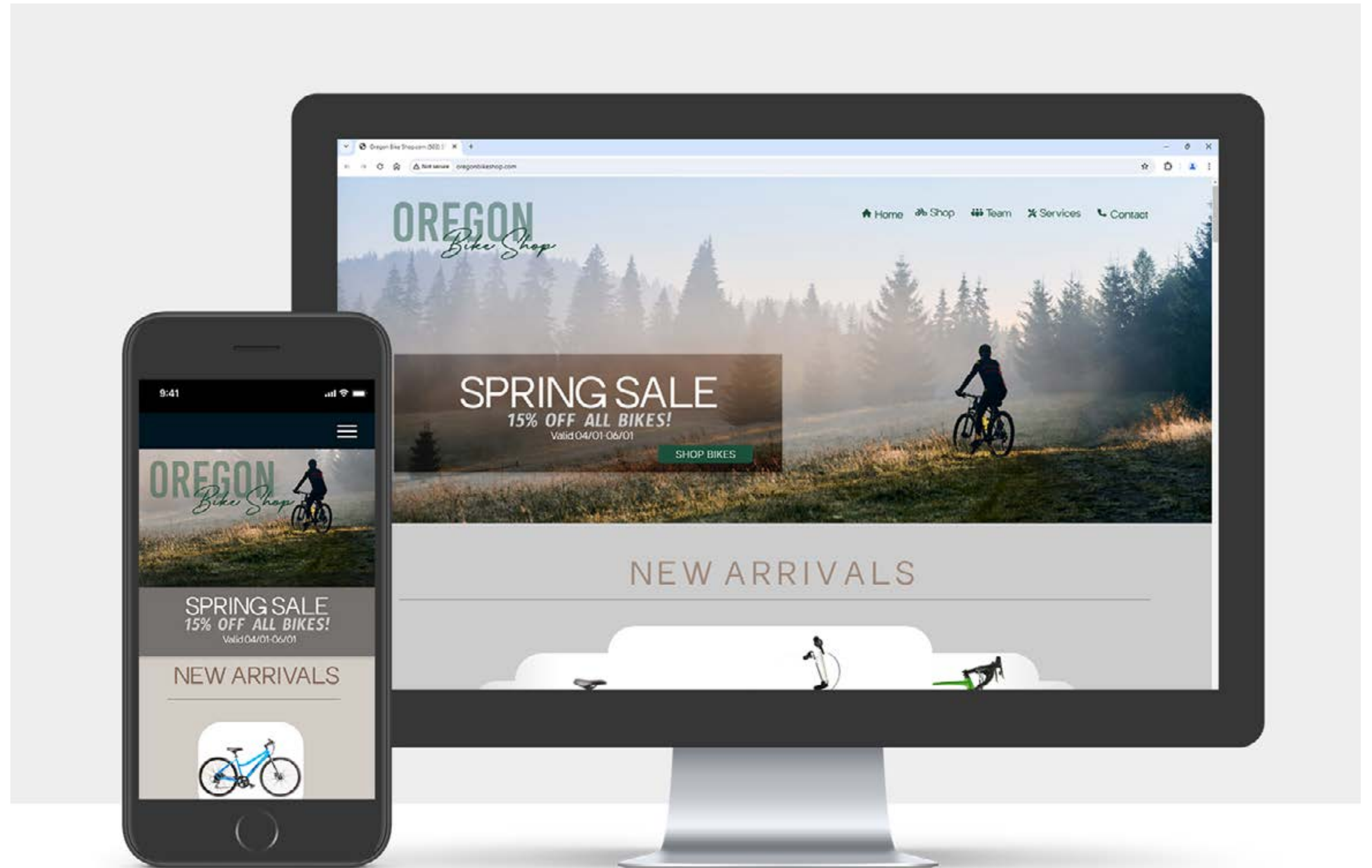
Problem:

I was tasked with redesigning an existing website for a bike shop in Portland, Oregon. The original site had no hierarchy and contained all of its information on one page, making it hard to navigate visually.

Solution:

This project started on paper— both to sketch out my wireframes, but also brainstorm how I wanted to sort the information provided into separate pages. From there, I created a wireframe in Figma.

I redesigned the logo and used a color palette that was easier on the eyes than the red, yellow, and black that they used, giving the website more of a green, Oregon vibe. From there, I designed individual pages for information and elements that could benefit from being separated. I aimed to design less-overwhelming pages with easy navigation and clear calls to action, to ensure the best possible user experience.





OREGON Bike Shop

Home Shop Team Services Contact

SPRING SALE
15% OFF ALL BIKES!
Valid 04/01-06/01

SHOP BIKES

NEW ARRIVALS

WE ARE OREGON BIKE SHOP

Racing Team

Whether you're a Cat 1 racer, masters rider, weekend warrior or 11 shredder, you can join the team and bring the fun to riding and racing with a group of like-minded people.

Services

When you come in for a tune up, you can choose to meet with Jimmy [the mechanic] aka "The Worlds Greatest Mechanic" or drop off your bike.

About Us

We are a mechanic-owned bike shop in the heart of the Montavilla neighborhood. We provide quality and fair bike repairs, and offer used bikes for sale.

TESTIMONIALS

OREGON Bike Shop

Home Shop Team Services Contact

SPRING SALE
15% OFF ALL BIKES!
Valid 04/01-06/01

SHOP BIKES

SHOP

Colony Castaway BMX
20" wheels 21" I
\$600.00

Rocky Mountain HAMMER MTB
26" wheels
\$500.00

1974 Schwinn Continental
10 speed
\$250.00

Raleigh CX Race
Carbon fiber frame
\$1500

Cannondale Super V
Classic mountain bike
\$625.00

Fuji Kid's Bike
16" wheels
\$125.00

CONNECT WITH US

ride@oregonbikeshop.com

503-575-1804

418 SE 81ST Ave
Portland, OR 97215

HOURS
Wednesday & Thursday 10 am - 4 pm
Friday & Saturday 10 am - 5 pm
Sunday, Monday, Tuesday CLOSED

Home Shop Team Services Contact

2024 Oregon Bike Shop

9:41

OREGON Bike Shop

SPRING SALE
15% OFF ALL BIKES!
Valid 04/01-06/01

NEW ARRIVALS

WE ARE OREGON BIKE SHOP

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Whether you're a Cat 1 racer, masters rider, weekend warrior or 11 shredder, you can join the team and bring the fun to riding and racing with a group of like-minded people.

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When you come in for a tune up, you can choose to meet with Jimmy [the mechanic] aka "The Worlds Greatest Mechanic" or drop off your bike.



Problem:

Using a pre-existing box die, create a brand and product around it, and design the box. The product could be anything, but must fit into the box and have a branded label that fits the branding.

Solution:

I created a cosmetics brand, and the product is body glitter. The product is vegan and cruelty free, and uses only eco-friendly ingredients and packaging, with 100% recyclable materials, and biodegradable glitter.

To keep with the glitter theme, I used a space and starry kind of vibe, opting for colorful elements on a dark background.

Celestial
Cosmetics

Stardust







Problem:

To create a poster, ticket, and CD advertising a concert for a band, real or fictional.

Solution:

I chose to use Yuna from Final Fantasy X-2 rather than a real band, because I felt like there was a lot of room for creativity on this project. Everything referenced on the poster is from the game.

Since the game is pretty old, high-resolution pictures are nonexistent. Instead, I used her character design artwork as a starting point, and turned her into a silhouette, then used various textures to achieve a dreamy and mysterious kind of feel.

Since tour posters usually contain a lot of information, I used borders and lines, as well as various fonts to keep the hierarchy clean.

Shoopuf Entertainment Presents

YUNA

1000 WORDS WORLD TOUR

WITH SPECIAL GUESTS

Lenne **the musicians** *Brother*

Besaid 6/1	Thunder Plains 6/15
Kilika 6/3	Bikanel Island 6/17
Luca 6/5	Macalania 6/19
Mushroom Rock 6/7	Bevelle 6/21
Djose 6/10	Calm Lands 6/25
Moonflow 6/12	Mt. Gagazet 6/27
Guadosalam 6/14	Zanarkand 6/30

Tickets: lucaheater.yrp

YUNA

LIVE

1000 WORDS WORLD TOUR

LIMITED EDITION TOUR CD

YUNA

LIVE

- Real Emotion
- YuRiPa, Fight!
- Game Over
- Let Me Blow You A Kiss
- Discord
- Sleep Tight
- Chocobo
- Yuna's Ballad
- Labyrinth
- Aeons
- The Farplane Abyss
- Crash
- 1000 Words

Recorded 6/30 at Zanarkand Ruins
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YUNA

1000 WORDS WORLD TOUR

LUCA THEATER
Row 10 Seat 2

lucaheater.yrp

ADMIT ONE

YUNA
1000 WORDS WORLD TOUR
LUCA THEATER
Row 10 Seat 2





Problem:

With zero restrictions on content, size or style, create a calendar for the upcoming year.

Solution:

I started on drawing the gems in Procreate, then took them to Photoshop for finishing touches.

I used InDesign for the actual layout, utilizing grids, the rulers, and guides to ensure precise measurements on the months and dates. Additionally, I used paragraph and character styles for typographical consistency throughout the project.





JANUARY



Garnet

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2025

FEBRUARY



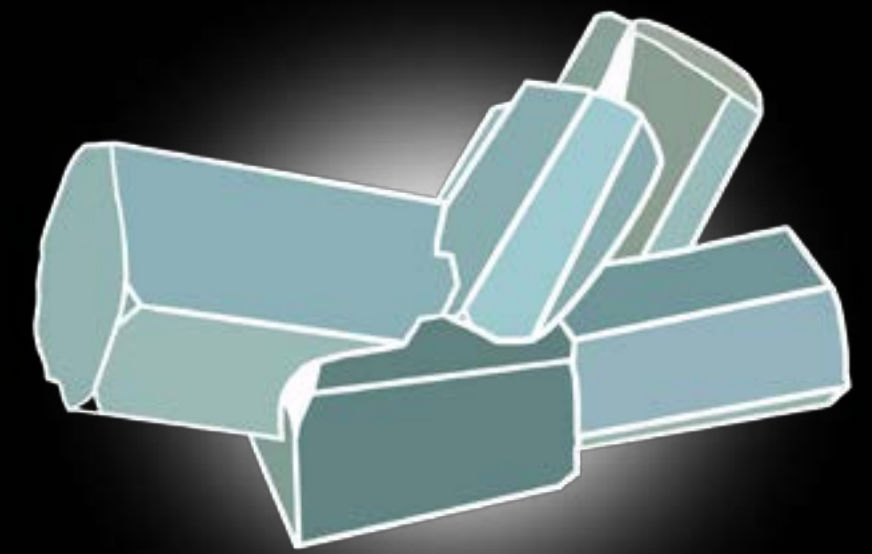
Amethyst

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

2025

MARCH

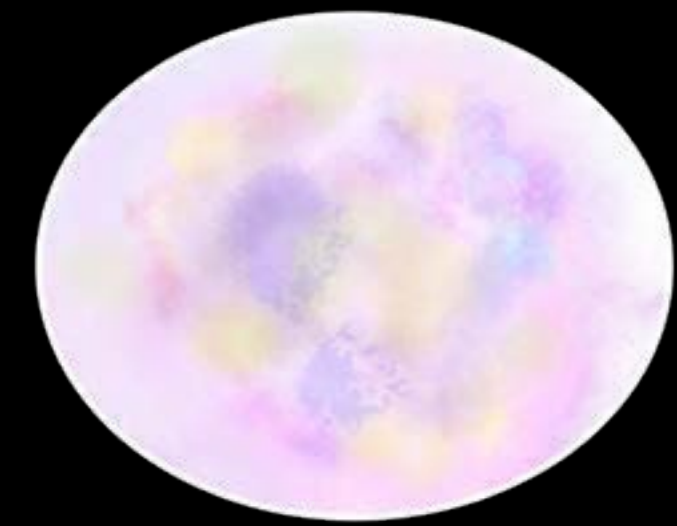
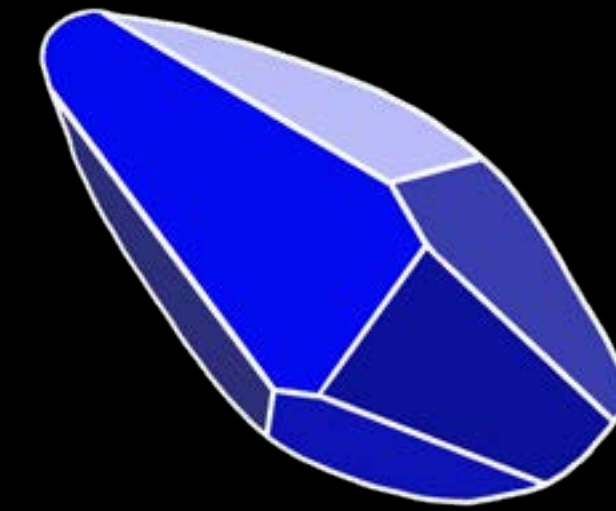
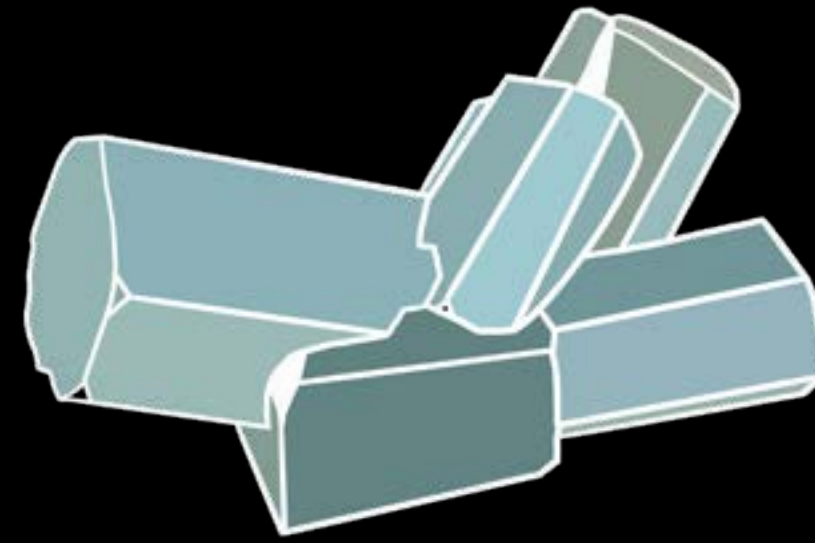


Aquamarine

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2025





Problem:

To take two randomly assigned words, and create a fictional band or record label with those words. The second half of this project was to create a sub brand for this record label.

Solution:

I received 'green' and 'astronaut.' I decided I would design a logo for a record label, and it would be aimed at supporting smaller rock bands.

The logo was designed in Adobe Illustrator. The two stars on his helmet are part of the brand recognition, and can be utilized wherever Green Astronaut branding is. For the typefaces, I went with a clean sans serif, and used different values to add a little contrast between the two words.

Lunar Beat is a festival run by this record label, and uses the same typography to indicate that they are from the same brand family.





GREEN ASTRONAUT RECORDS

lunar+beat FESTIVAL

SATURDAY
JUNE 14

MODA
CENTER

BRING ME THE HORIZON **SLEEP TOKEN**
KNOCKED LOOSE **LORNA SHORE** SPIRIT BOX

A Perfect Circle Alice in Chains **Babymetal** Bad Omens **Better Lovers**
Black Veil Brides **Code Orange** Combichrist **Danny Elfman** Dayseeker **Dope**
DrainDrop **Nineteens** Duster **Fear Factory** Freshwater **Front 242** Front Line
Assembly Fury The Garden **Gel Glare** Helmet **Ice Nine Kills** Incendiary **Jinjer**
Killing Joke **Kim Dracula** Kittie **Kubai Khan TX** Lamb of God **Loathe** Lords of
Acid **Motionless in White** Nitzer Ebb **Nonpoint** Polyphia **Powerman 5000**
Primus **Quannnic** Sevendust **She Past Away** Skindred **Slaughter to Prevail**

Slipknot **Slowdive** Snow Strippers **Spy** Static-X **Static Dress** Sunami **Superheaven** Swans System of a Down
Taproot Trash Talk **Ultra Sunn Vein** **Violent Vira** VNV Nation **Wage War** Wednesday 13 **Zulu 3Teeth** **Garelyhuman**





Problem:

For this project, I worked on a team to create, design, and publish a magazine. I was responsible for two full-page advertisements, an interview, a full spread, two short articles, and a few advertisements.

Solution:

Our team decided on publishing a gardening magazine, called Patch Gardening. For my pages, I wanted to create clear hierarchy both with my typography, and with design elements to draw attention to the focal points of each piece.

I stuck to our predetermined color palette, but used a few extra colors to add a little contrast and make a stronger impact where it was needed.

The images I used were a combination of my own photography, and stock images.





Photo: Alex's Photos

TINY HANDS, BIG HELPERS

Kid-Friendly Gardening Made Easy

By: Jessie Moreno

Growing up, weekends at my grandma's house meant helping with work in the yard and house before I could play video games for the rest of the day. At the time, I dreaded either option—housework was boring, and yard work meant I would get dirty and encounter bugs. However, as an adult, I realize those days in my grandma's garden are some of my favorite memories; not only were we spending quality time together, but she also taught me valuable skills I still use today. Digging in dirt gave me an appreciation for nature I otherwise wouldn't have. She had an amazing green thumb, and the most beautiful gardens full of color that produced the tastiest vegetables all summer long.

Gardening with your child is not only a great opportunity to create memories and enjoy some fresh air and sunshine, it's a wonderful opportunity to work on fine motor and intellectual skills. Additionally, studies have shown that letting kids help with

everyday tasks around the home teaches them empathy, responsibility, a sense of pride and higher self-esteem, and influences how willing they are to do household tasks as they get older.

This experience is as much about the memories you make as it is a lesson about nature and the cycle of life.

Let's Go!

The first step to kid-friendly gardening is planning. There are all sorts of themes popular among kids, including a pizza garden, an edible garden, or a sensory garden. However, there is nothing wrong with letting them experiment and grow whatever catches their interests!

A fun activity during the planning stage is to let them draw a picture of how they want their garden to look. Let their imagination run wild and

see how much of it you can bring to life.

Kids love small things, so when it comes to tools, go small. Kid-sized tools are readily available at most home improvement stores, and also online. It's recommended to pick metal tools rather than plastic, since these tools can take a beating. At the very least, kids will need a trowel, gloves, and watering can. You'll also want to pick up a shovel, rake, and hoe if they want to help build their garden bed. If they're anything like me, they'll also want an apron to protect their clothes from dirt.

Start with seedlings in the house. Large seeds are a great start for small hands, such as beans and sunflowers, but this shouldn't limit what they want to grow. 🌱

Before allowing your child to eat anything from their garden, it's important to discuss which plants are toxic and unsafe to eat.

Oleander, Lilies, Hemlock, Holly, Azaleas, Foxglove, and unfortunately daffodils, should be avoided until they are old enough to know the difference between what's edible and what isn't.

Should you suspect a toxic plant has been ingested, contact poison control at 1-800-222-1222, or 911 if you feel like your child's life is in danger.



YOUR ONE-STOP SHOP FOR YOUR FAIRY GARDEN NEEDS
enchantinggardens.com

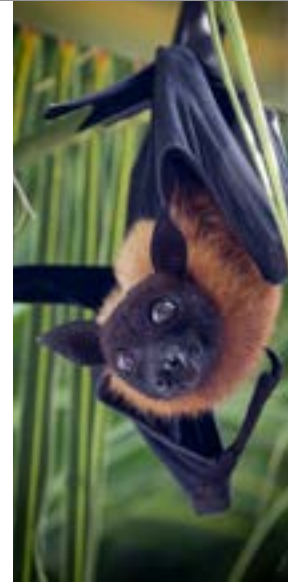


Photo: Suzanne Martinus



Top Photo: Dmitry Grigoriev



Bottom Photo: Gary Bendig



Photo: Bryan Hanson

WE ♥ POLINATORS

Attract the hardest workers and help pollinate the world

By Jessie Moreno

Bees. Some fear them, some love them. Regardless of how you feel about them, bee populations are on a decline, and it's important now more than ever that we do what we can to help our little friends. Let's talk about what plants we can provide to attract not only bees, but other lesser-known pollinators, such as Butterflies, bats, moths, and birds.

Bees

Heather
 Lavender
 Honeysuckle
 Primrose
 Sunflower
 Apple

Moths

Milkweed
 Mountain Mint
 Bee Balm

Moths often visit the same flowers as bees, just make sure their flowers are light-colored and easy to detect at night.

Bats

Goldenrod
 Salvia
 Sage
 Azalea
 Yucca

Birds

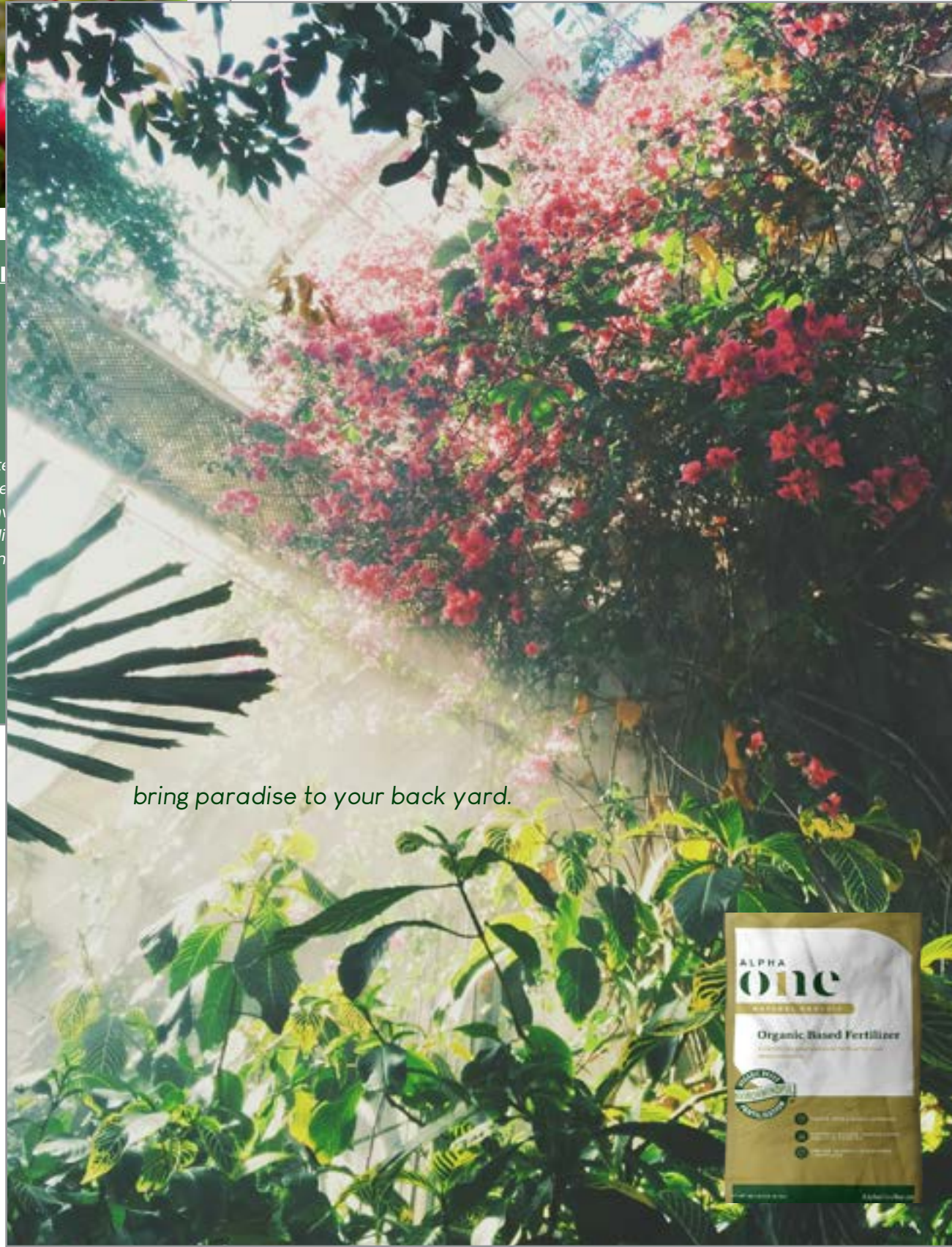
Bird pollination mainly occurs in tropical regions

Banana
 Papaya
 Nutmeg
 Red Cardinal Flower
 Trumpet Honeysuckle
 Golden Currant
 Western Columbine

Butterflies

Tulip
 Sage
 Milkweed
 Azalea
 Wisteria
 Willow

Note: Butterflies do not guarantee but are invited and will do their main



bring paradise to your back yard.



Photo: Jessie Moreno

From the Garden to the table

TOFU AND SUMMER VEGETABLE CURRY

INGREDIENTS:

- 4 Tbsp. virgin coconut oil or extra-virgin olive oil, divided
- 1 14-oz. package firm or extra-firm tofu, patted dry, cut into ½" cubes*
- Kosher salt
- 2 medium onions, coarsely chopped
- 1/3 cup red curry paste
- 2 large zucchini, cut into ½" pieces
- 1 large or 2 small Japanese eggplant, cut into ½" pieces
- 8 oz. green beans, trimmed, cut into 1" pieces
- 1 13.5-oz. can unsweetened coconut milk
- Lime wedges, cilantro leaves with tender stems, and coarsely chopped salted, roasted peanuts

*Tofu can be replaced with cooked meat of your choice

DIRECTIONS:

1. Heat 2 Tbsp. oil in a large skillet, preferably non-stick, over medium-high. Add tofu in a single layer and cook, turning over once, until cooked sides are golden brown, about 4 minutes. Transfer to paper towels to drain. Season with kosher salt.
2. Heat remaining 2 Tbsp. oil in a large pot or high-sided skillet over medium-high. Add onions and a generous pinch of salt and stir to coat. Cook, stirring often, until softened, about 4 minutes. Stir in curry paste and cook, stirring often, until darkened in color, about 2 minutes. Add zucchini, eggplant, and green beans and cook, tossing to coat, until vegetables are softened and starting to brown in spots, 5-7 minutes. Pour in coconut milk and ½ cup water and bring to a simmer.
3. Add tofu to pot and stir gently to combine. Cook until warmed through, about 3 minutes. Season with more salt if needed.
4. Divide curry among bowls and add a generous squeeze of lime juice to each. Top with cilantro and peanuts.●





Problem:

One of my freelance clients requested a business card. During our initial meeting, I asked if they had a logo or any other branding they would like to be implemented. They said no, and asked if that could be included in this project.

Solution:

I was given mostly free-reign with this project, with the request that it be elegant, be done in blues and purples, and that the logo include a camera and/or night theme. From my sketches, my client picked the half camera, and we moved on to typography. I felt like this was a great point to start with the elegant aspect of the project, and used a script typeface for the name of the brand. I then paired it with a serif typeface to add contrast.

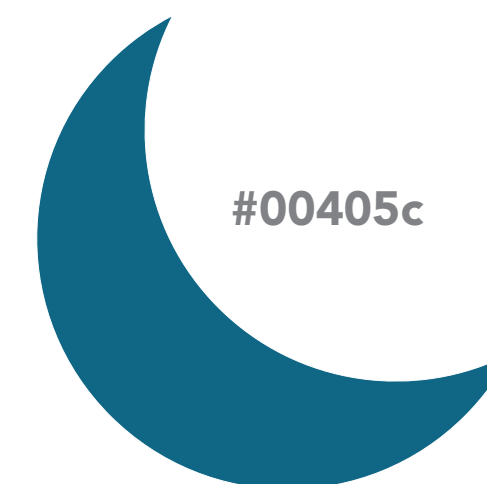
For the business card, I put the logo against a white background to achieve a clean but striking look. On the backside, I used a dark purple for a bold effect. To ensure consistency, I used the serif typeface from their logo on their information.



Dars M.
P H O T O G R A P H Y



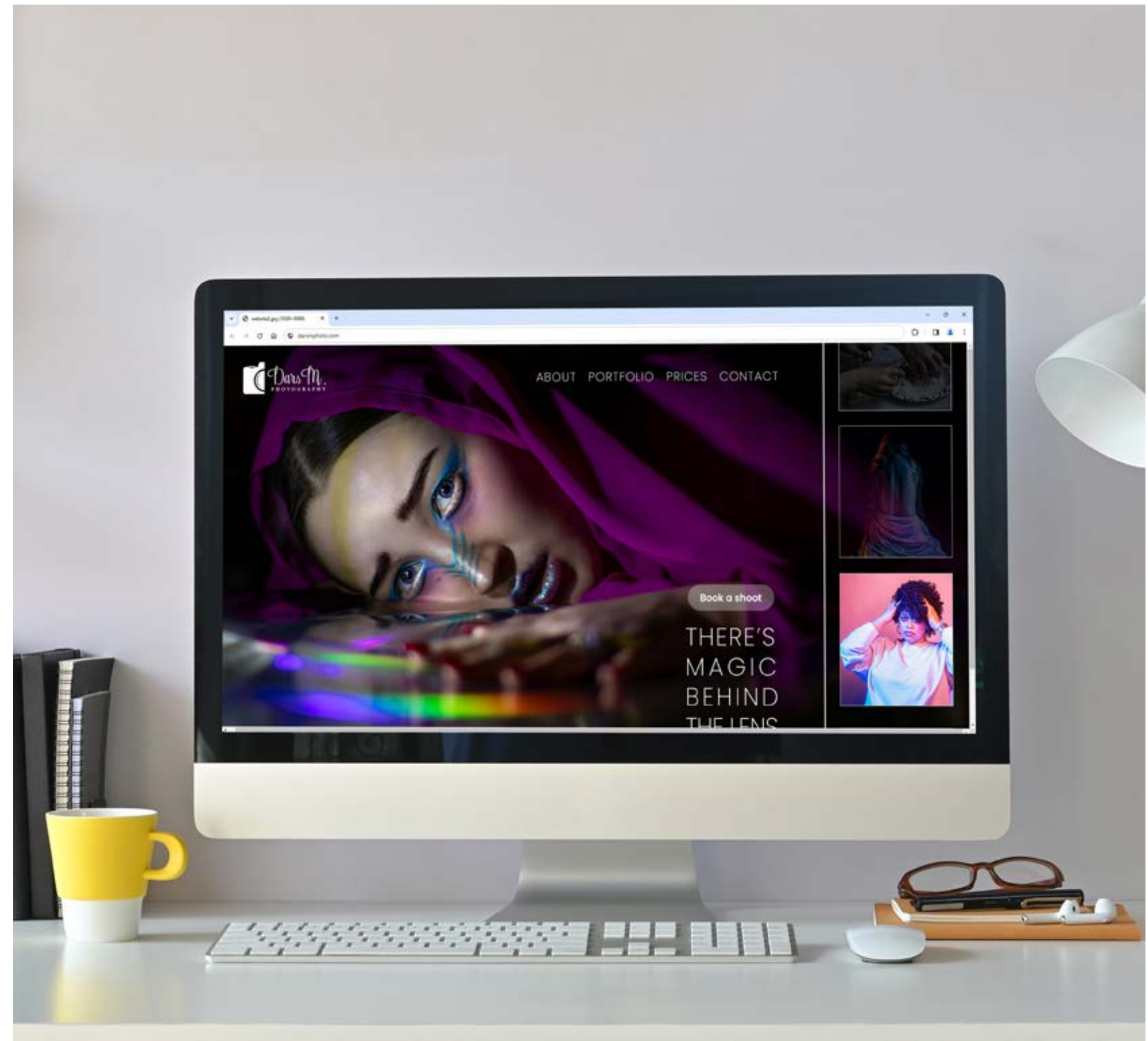
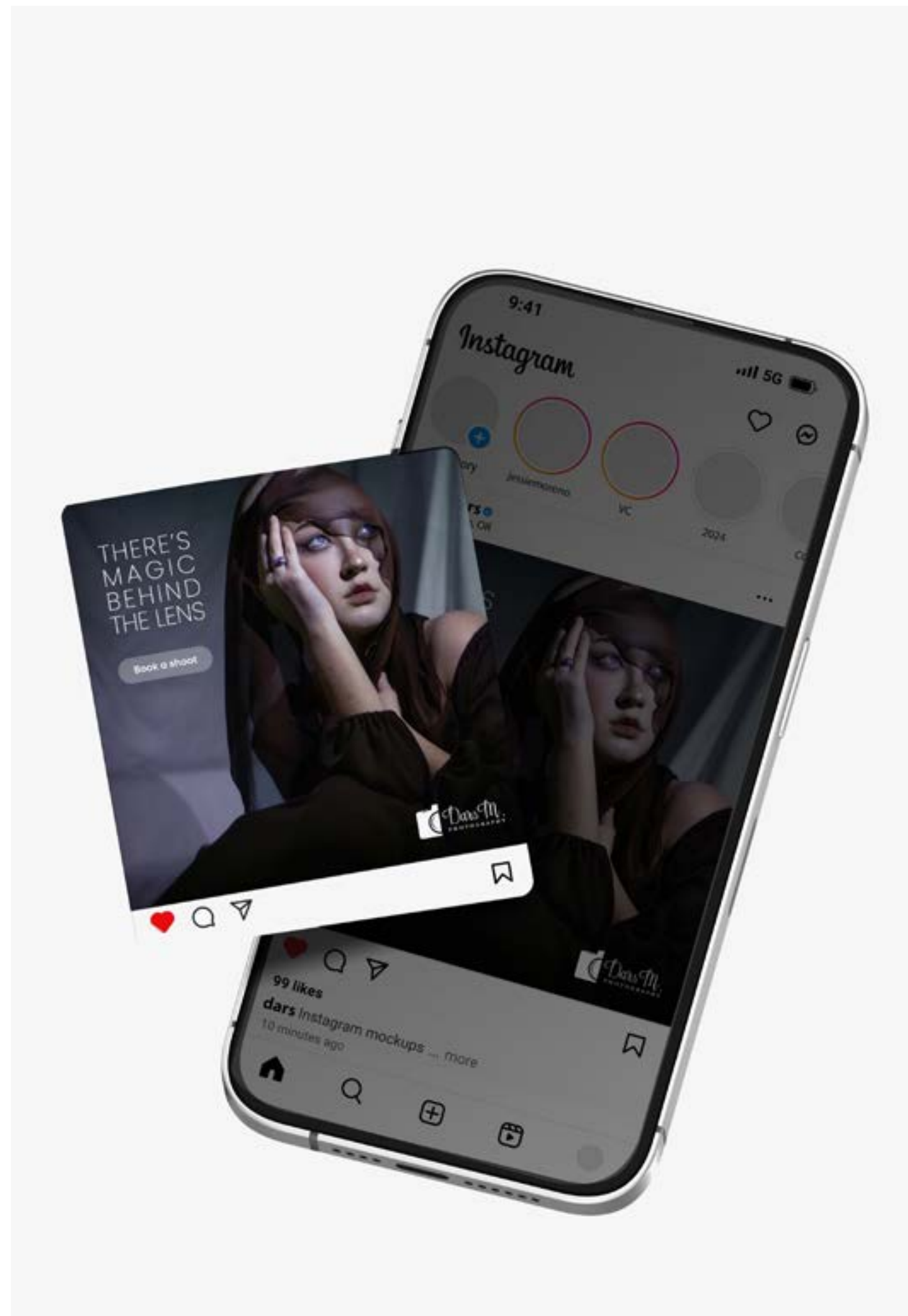
Dars M.
P H O T O G R A P H Y



Rosalinda

MR. EAVES
ALL ROMAN PETITE CAPS







Problem:

The goal for this project was to create a cereal brand, then create a die template and design the packaging. Requirements for this project included having three features to make it unique, and to have an interactive element on the back.

Solution:

The interactive element is a scannable code to a playlist on Spotify (and yes, it goes to a real playlist!)

For the box, I measured a cereal box I bought, then used those dimensions to create my own in Adobe Illustrator.

For the design, I picked strawberry because they're vibrant and eye-catching. I used a black background because not only does it contrast well with the bright red hues of the strawberry, it would make the package stand out against competitors on the shelf.







It's Season!

Scan the code to listen to our strawberry season playlist! Check back often for new flavors and playlists.



What gets you moving?

Build your playlist below!

Let's have some fun

Who says healthy food has to be boring? Here at Sweet & Sound, we LOVE flavor, and feel like you shouldn't have to give it up just because you want to eat better. That's where our Strawberry Symphony comes in! Our cereal is packed with chunks of strawberry and covered in yogurt, promising a symphony of flavor in every bite.

Enjoyable for breakfast or as a snack!

As a bonus, scan our code on the back to get this season's playlist. Guaranteed to help you put a little fun in your workouts! <3

Also available:
♥ Blueberry Beat
♥ Chocolate Crescendo
♥ Peach Prelude



sweet & sound



Strawberry Symphony

Yogurt-Coated Cereal with Strawberries



Made Just for You!

ALL-NEW SPRING PLAYLIST
(Code on the back)

Nutrition Facts

About 7 servings per container
Serving size 1 cup (30g)

Amount per serving
Calories 140

	% Daily Value*
Total Fat 7g	9%
Saturated Fat 1g	5%
Total Fiber 1g	2%
Cholesterol 0mg	0%
Sodium 230mg	10%
Total Carbohydrate 13g	7%
Dietary Fiber 2g	11%
Total Sugars 2g	4%
Includes 2g Added Sugars	4%
Sugar Alcohols 2g	4%
Protein 10g	15%
Vitamin D 2mcg	10%
Calcium 40mg	8%
Iron 3.6mg	20%
Potassium 100mg	2%
Vitamin A	10%
Vitamin C	10%
Thiamin	20%
Riboflavin	10%
Niacin	10%
Vitamin B6	20%
Folate (45mcg folic acid)	20%
Vitamin B12	20%
Zinc	20%

WHOLE OAT FLOUR, UNBLEACHED ENRICHED FLOUR (NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, YOGURT COATING (SUGAR, FRACTIONATED PALM KERNEL OIL, WHEY POWDER, WHOLE MILK POWDER, YOGURT POWDER (NONFAT DRY MILK, LACTIC ACID), TITANIUM DIOXIDE [WHITE COLOR], SOY LECITHIN [AN EMULSIFIER] SALT, NATURAL VANILLA FLAVOR), WHEAT STARCH, FREEZE-DRIED STRAWBERRIES, NATURAL FLAVORS, SALT, CALCIUM CARBONATE, SUNFLOWER OIL, SOY LECITHIN, SODIUM ASCORBATE, PURPLE/BLACK CARROT CONCENTRATE (COLOR), REDUCED IRON, NIACINAMIDE (VITAMIN B3), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), FOLIC ACID.

CONTAINS WHEAT, MILK, SOY. MAY CONTAIN TRACES OF TREE NUTS.





Problem:

To create a logo for a fictional eyewear company called Mizar, set to open in the Hawthorne district of Portland, Oregon. Their target audience was younger professionals who wanted to be stylish on a budget. I was given an hour to tackle this project from start to finish, which included reading the creative brief and conducting competitor research, then sketching and designing the logo.

Solution:

The creative brief mentioned that Mizar is a star in the big dipper, so I researched it a little more, and found that it's accompanied by a smaller star named Alcor. I knew I wanted to incorporate them into the logo, so I started working with typefaces, and ended up using them on the "i". I went with a typeface that was bold and eye-catching, and paired it with a thin sans-serif typeface so the tagline would contrast with the company name.

Mizar
CLAIM YOUR LOOK WITH THE PERFECT GLASSES

Mizar | CLAIM YOUR LOOK WITH
THE PERFECT GLASSES

M



Thank you!

JESSIE MORENO

jessiemoreno.com
jessiexmoreno@gmail.com

CREDITS

Dars M. Photography

Freepik

Pixabay

Adobe Stock