



GABBY

PORTFOLIO 2022

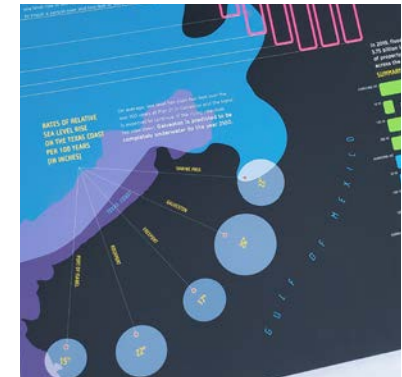
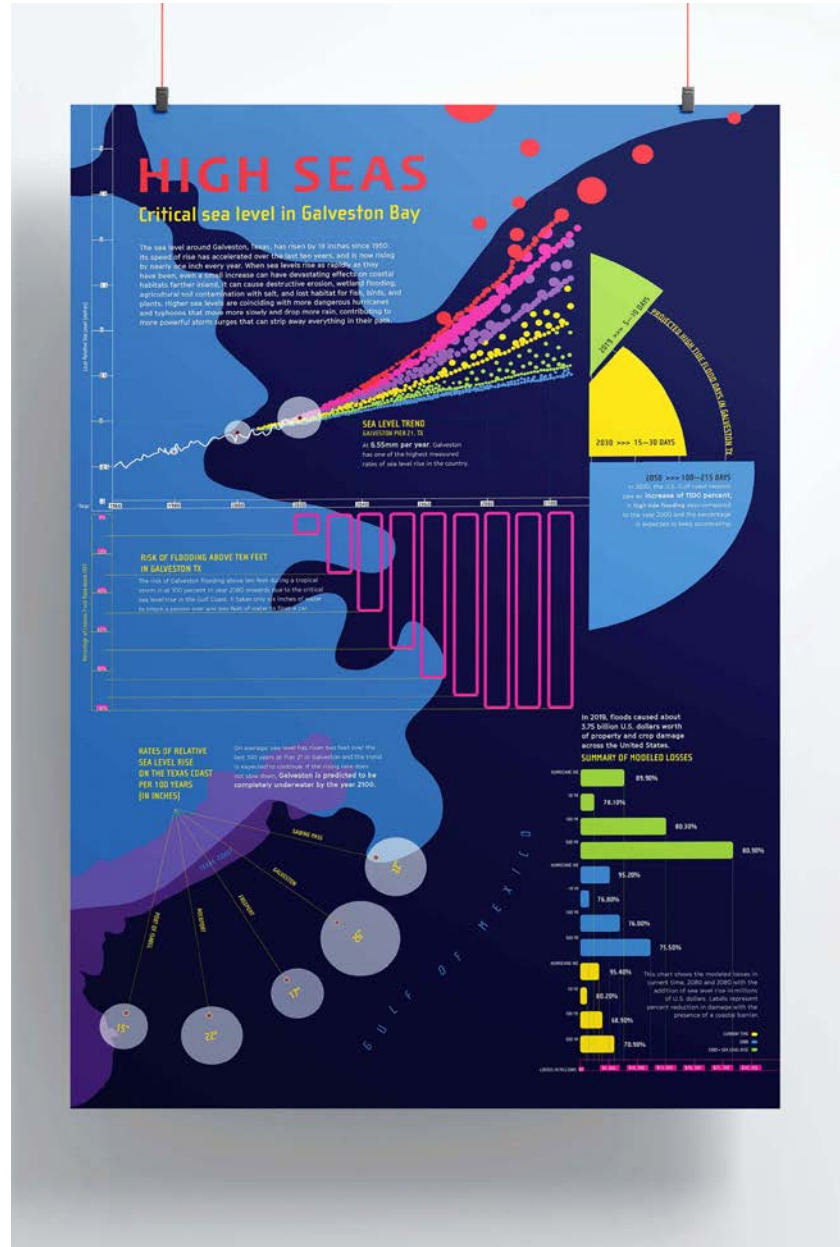
Wright

A single typeface inspired by the Wright Brothers, inventors of the first aircraft flown by man. The serif display typeface has a huge contrast of thick and thin lines and counters designed based on the structure of the aircraft wings.



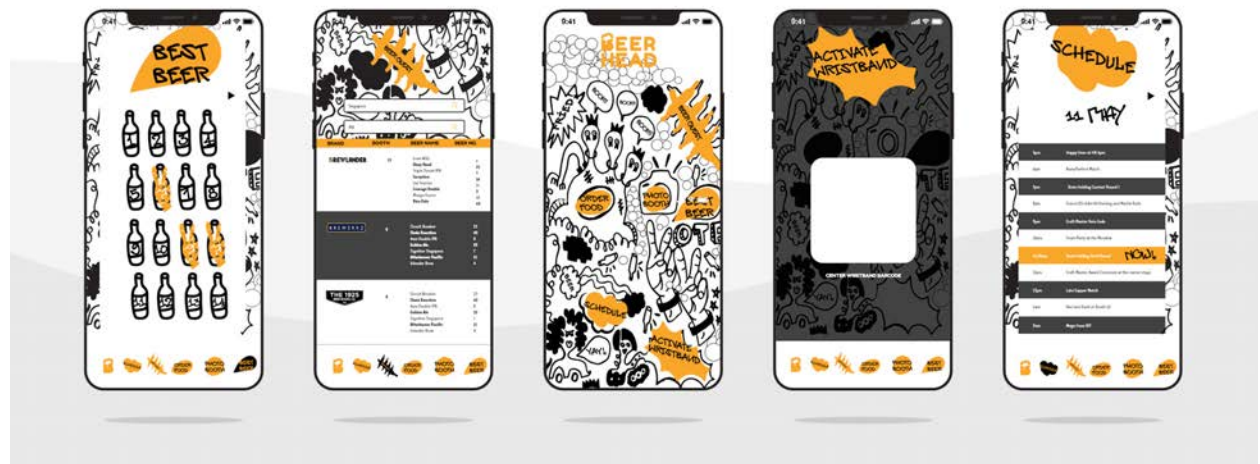
High Seas

A data visualization on the issue of rising sea levels in Galveston Bay. This poster brings the information to the audience in pie charts and graphs in an unconventional and dynamic format.



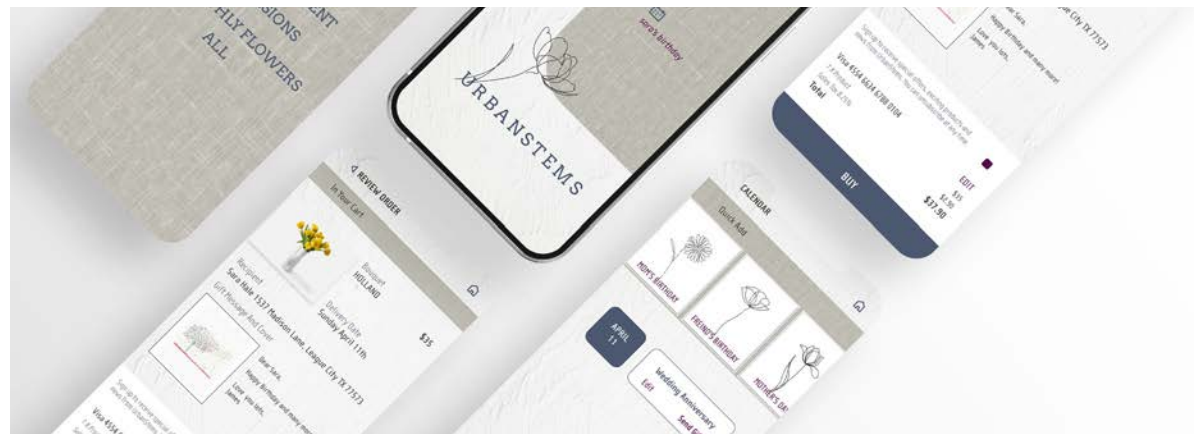
Beer Head

A festival that celebrates craft beer attracting anyone who loves beer and likes having a good time. The brand identity is fun and inviting. The branding services include naming of the festival, logo design, colors palette, environmental design and a comprehensive survival kit for a beer and foam filled fest.



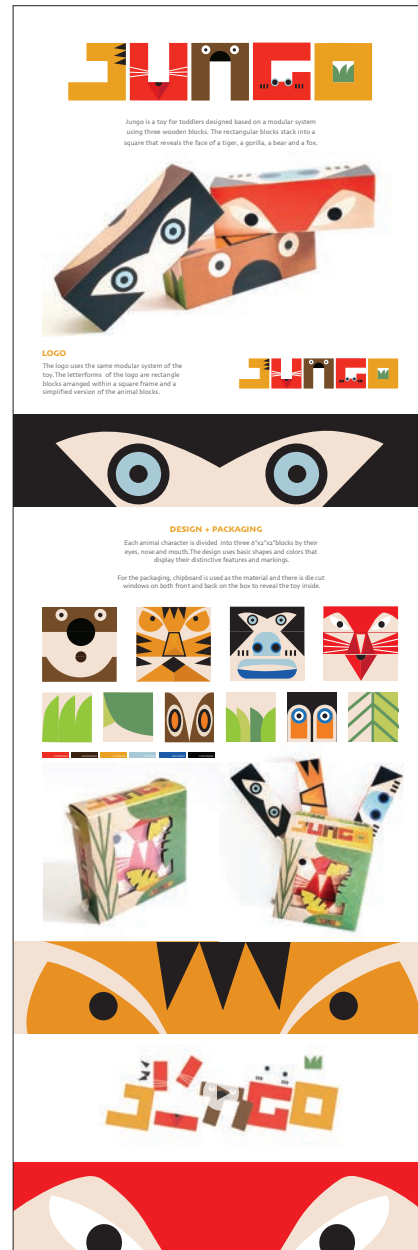
Urbanstems

The app aims to bring a small local business, Urbanstems, to a wider audience by creating an online presence. The branding process includes a new brand color palette that showcase the image of the business as urban and clean, customized icons and thoughtful layout of the contents that allows an easy navigation for shoppers.



Jungo

A toy design based on a modular system featuring four jungle animals; fox, tiger, bear and gorilla. Components of the branding includes the logo design and animation, toy and packaging prototype and a webscroll.



Food Waste

A public campaign on food waste and its impact on our environment. The campaign uses a series of designs like shopping carts, groceries bags, food aisles and trash trucks labeled with provocative messages that aims to convey the message. The AR poster completes the message of food waste toxic in an impactful manner.



Hummers' Flight

Three informative booklets that introduce the varieties of Hummingbirds through illustrations and researched facts. Each book tells the story and characteristics of these small but magnificent creatures in three different layouts; the manuscript, column and deconstructed.



Behind The Light

An interactive experience with colors that trigger the five senses. In this collaborative project, the exhibition is divided into four different colors, white, red, green and blue. In this section, the color blue explores color psychology through Hue, a monster specially designed for this exhibition and discover how colors influence our thoughts and emotions.



Abstract

A book about the techniques or tools of print production. Abstract, uses a bohemian style, soft and feminine, to offset the technical contents.



Makan

A themed cooking website that features recipes of Singapore's famous Hawker food. The graffiti on shipping containers brings out the colorful street vibe of these food centers. The main audience are Singaporeans who reside abroad and are looking for a familiar channel to ease their food cravings by recreating these iconic hawker food at home.

