



Branding & Marketing  
Designer

2025 Portfolio

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# About Me

## Hello, I'm Caila!

I am a branding and marketing designer that specializes in creating various branding material for clients and organizations such as logos, packaging design, website design/user interface, print and digital layouts, and more. I also have gained expertise in marketing, digital marketing, search engine optimization, digital storytelling, ethical marketing, and more. With a BA in Graphic Design with a concentration in Web Design, and an MS in Marketing with a concentration in Digital Marketing, I have a deep understanding of how design combined with marketing can help create effective marketing campaigns. My passion is to help organizations grow and solve problems regarding their branding and marketing strategies.

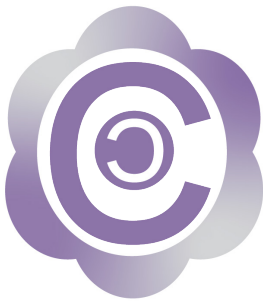
I've always had a love for art and design since I was a little girl, and now that I'm older, that love hasn't gone away. My work consists of a balance of bright and neutral colors, bold yet simple serif and sans-serif fonts, and a bit of illustrations in a design style that best suits my clients needs. I am open to new ideas and ways to create marketing strategies that allow me to express my creativity, curiosity, and being able to adapt to new trends in both the design and marketing world.

# Skills

Creative Thinking  
Logo Design  
HTML & CSS  
JavaScript  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Detail-Oriented  
Organizational Skills  
Communication  
Customer Service  
Computer-Oriented  
Microsoft Office  
Branding  
Marketing  
Strategic Planning  
Brand Storytelling  
Brand Messaging  
Market Research  
SEO  
Google Analytics  
Keyword Research  
SEM  
PPC Ads  
Social Media  
Marketing  
Content Creation  
Email Marketing  
Curiosity  
Lifelong Learning  
Problem-Solving  
Deadline-Oriented  
Adaptability to  
Trends

# Caila Carrasquillo

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• www.cailacarrasquillo.com



## Summary

Results-driven digital marketing professional with an MS degree in Marketing and a BA in Graphic Design. Possesses a unique blend of creative design expertise and strategic marketing acumen, enabling the development of visually compelling and data-driven campaigns that drive engagement and conversions. Skilled in leveraging advanced digital marketing tools, Search Engine Optimization/Search Engine Marketing strategies, social media platforms, and content management systems to achieve business objectives. Adept at analyzing campaign performance and optimizing workflows to maximize Return on Investment. Demonstrates exceptional communication, creativity, and project management abilities, with a strong ability to deliver impactful marketing solutions in fast-paced environments.

## Experience

**August 2021- Current**  
**Freelance Graphic & Web Designer**  
Self- Employed-Remote

- Design marketing and branding material, such as logos and illustrations, for clients, friends, and family
- Design and create layouts for responsive websites using HTML, CSS, and Javascript
- Created wireframes and mock-ups to assist in the user interface and experience for the design process of a website

**July 2021- March 2022**  
**Customer Service Representative**  
Remote

- Assisted customers place orders using a central dispatch system
- Input item numbers into dispatch system and doubled checked for accuracy
- Remained courteous and calm, even during moments of customer dissatisfaction

**July 2020- March 2021**  
**Food Transport Specialist**  
Self-Employed- DoorDash

- Transported and delivered food and beverage items from restaurants and stores to customers and businesses in a safe, and timely manner
- Reviewed orders through mobile applications before and after to ensure orders were complete and included all items purchased, that the charges were correct, and the customer was completely satisfied
- Communicated with customers regarding order details, delivery status, and any special instructions

## Education

**August 2023- December 2024** GPA: 3.8  
**Winter 2023** President's List  
**Southern New Hampshire University**  
Master of Science in Marketing,  
concentration in Digital Marketing

**August 2021- July 2023** GPA: 3.8 Fall 2021  
President's List  
**Southern New Hampshire University**  
Bachelor of Arts in Graphic Design & Media  
Arts, concentration in Web Design

**June 2018- May 2020** GPA: 3.8  
**Germanna Community College**  
Associate of Arts & Sciences

## Additional Activities

**Volunteer Experience July 2019- April 2021**  
Logistics Associate-Quantico MCB  
Commissary

- Customer Assistance: Assisted customers by carrying groceries to their vehicles when requested
- Team Collaboration: Worked with team members to ensure a pleasant shopping experience for customers
- Organizational and efficient bagging of grocery items
- Stock Assistance: Restocked shelves or assisted in inventory management during slower periods

# References

Available upon request.



# Personal Branding

My personal brand is a reflection of my personality and love for nature and flowers. I wanted to create a way for my logo to not only include my first name, but also my last name initial. That was done by incorporating a plant life element into my name as a flower and having my first and last name initials to fit in the flower. Doing it this way creates a sense of balance and hierarchy. I also made other logo variations.

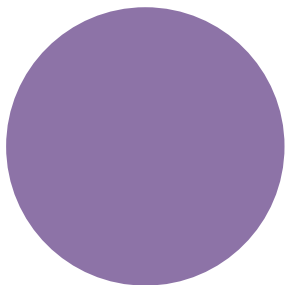
Since my favorite color is purple, I wanted to included it into my branding along with other colors that complement the purple. The combination of the purples hues and tones, white, and light gray create harmony with one another that gives off a relaxing and tranquil feeling that I successfully accomplished through these designs. The gradient adds a softness to the logo, and with all elements combined, they represent my soft, feminine nature and my humble and nice personality.

## Logo Variations



@caila

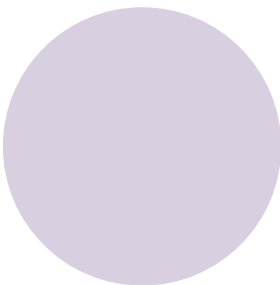
## Colors



#8c73a7

R 140  
G 115  
B 167

C 49.81%  
M 59.93%  
Y 8.97%  
K 0.01%



#8c73a7

R 140  
G 115  
B 167

C 49.81%  
M 59.93%  
Y 8.97%  
K 0.01%

opacity: 34%



## Logo



## Typeface

Aa

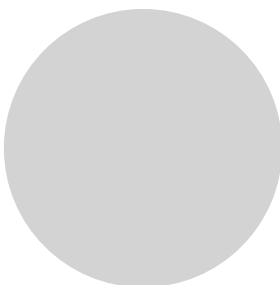
Manrope  
Regular

Aa

Manrope  
SemiBold

Aa

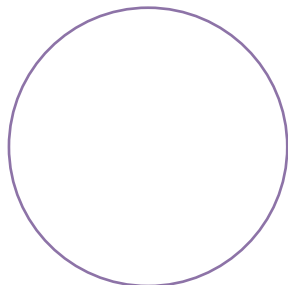
Manrope  
Bold



#d3d3d4

R 211  
G 211  
B 212

C 16.24%  
M 12.48%  
Y 12.28%  
K 0%



#ffffff

R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0



# Logo & Label Design: EZ Butters

**Overview:** To create a logo and label design for a shea butter hand cream brand.

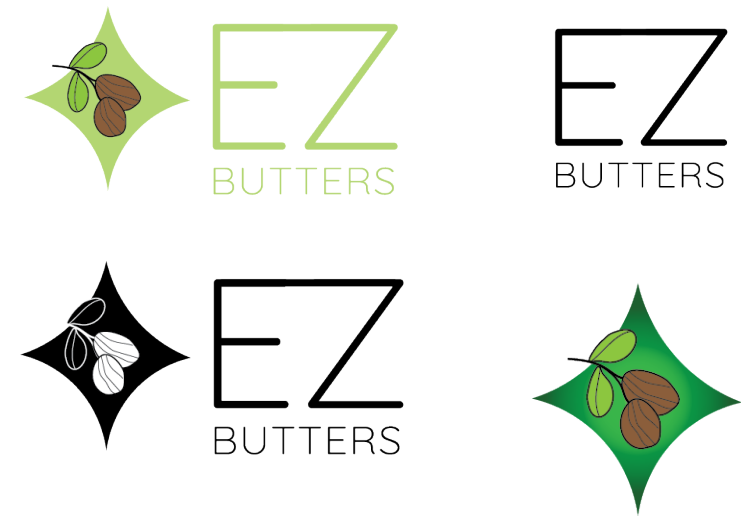
**Tools:** Adobe Illustrator

**Concept & Creativity:** The client asked for a logo design for their brand name, EZ Butters, that would combine a design that indicates they are a shea butter brand and include elements of dreaminess or fantasy. I began my design process by brainstorming and sketching ideas. I consulted with the client to pick the best one, and after more refinements, the final logo design creates a balance of these two elements. I used a sans-serif font and wanted to make the “EZ” stand out for readability. I also designed an image of shea butter nuts in front of a diamond shape with a green gradient. The diamond shape was made to represent the dream theme. The shea butter nuts were made to show the audience that this is a shea butter brand. Neutral and earth tones were used to also represent the brand as a plant-based brand. Each label design has their own variation of the original logo. The logo along with the text are changed to different colors to represent the scent of each hand cream. In the front of each label, I created illustrations to represent each scent and utilizing different fonts and font sizes to help inform the audience of what the product is and highlight important details about the product.

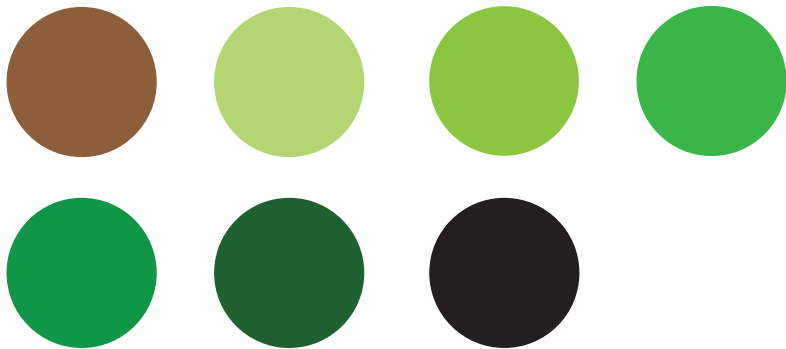
## Logo



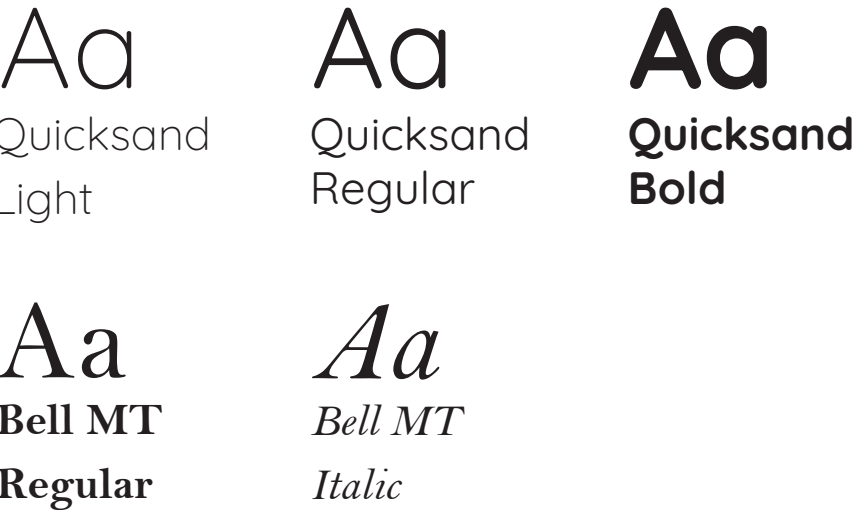
## Logo Variations



## Colors



## Typeface



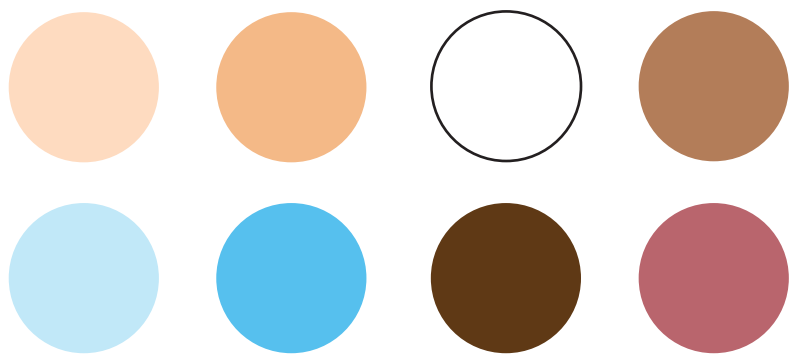
# Print & Digital Layouts: Baby Shower

**Overview:** To create baby shower invitations, thank you cards, and advice cards, for a client who is having a baby boy using a teddy bear theme.

**Tools:** Adobe Illustrator

**Concept & Creativity:** The client asked for a teddy bear theme with using traditional boy colors while also using colors that represent a typical brown teddy bear. I started with sketching different teddy bears and picked one that best fits the design style I was looking for. The teddy bear I used was one that is sitting down and holding balloons. After that, I created a color palette that consisted of browns, blues, and a hint of a blush color for the teddy bear's cheeks. I started making the layout of the invitation first with all text being on the right side of the paper because of how the teddy bear was sitting in a certain position. This same design style was used for the thank you cards as well. In helping to choose what fonts to go with, I searched online and saw a common theme of using a sans-serif font paired with a decorative, cursive font. I used the same colors throughout the invitations and cards. To help create an even more innocent baby shower design element, I created clouds to convey a light and innocent mood for people receiving the cards and invitations.

## Colors



## Typeface

*Aa*  
Allura  
Regular

Aa  
Agenda One  
Regular





# Amethyst Bay Resort

**Overview:** To create a magazine ad and web banner of the Amethyst Bay Resort using the brand style guidelines of the logo and color palette.



**Tools:** Adobe Photoshop and Illustrator

## Colors



## Typeface

Aa

Arial Bold

Aa

Arial Bold  
Italic

Aa

Arial  
Regular





# Eating Well Interactive Magazine

**Overview:** To create an interactive magazine package of an existing magazine or a made up one that includes the cover, table of contents, an article, and an advertisement that uses buttons, links, motion, etc.

**Tools:** Adobe InDesign and Photoshop

**Concept & Creativity:** The inspiration for this project was the Eating Well magazines and I wanted to put my own twist to them using buttons, links, and motion. The cover page has links that take you to other pages of the package and a hover button that takes you to a recipe website page. The table of contents shows the list of titles and their page number sliding up in a smooth motion. The article includes a video on a fictitious chef, and the magazine ad is inspired by Tropical Smoothie Café. First it shows an orange slice spinning, and once clicked, it shows a smoothie and information about the smoothie when you click again. I used the eyedropper tool to take the colors from the magazine cover and apply them to different design elements and pages of the magazine. The colors consist of different pinks and reds.



# Magazine Spread Layout

**Overview:** To create a magazine spread layout of an article of your choice using your skills and knowledge of typography to the spread. I chose the article, “Are the Planets Inhabited?”

**Tools:** Adobe InDesign

**Concept & Creativity:** The article I chose is about the planets and I wanted to convey that reading through images, color, and typeface. I went with a dark background that shows the stars and galaxy with blue hues in it. I contrasted different sizes of my type to show the reader that each text is different. For example, the biggest text is the heading, the second biggest is the subheading, and the smallest is the body copy text. Also, to help the text stand out from the background I used contrasting colors like white and sky blue. The pull quote is made with the intention to get the reader to read it because of how big the point size is and its color. The colors, images, and typeface used portrays the design theme of galaxies and planetary systems because of how the colors match the background image, and that was the look I was going for. I wanted to separate the heading from the body copy text. In doing that, I used a thick white line to make it easier for the readers to know where to start reading the article.



## Colors



## Typeface

Aa

Rockwell  
Regular

Aa

Cambria  
Regular

Aa

Californian  
FB Regular



# Brand Identity: Upper Crust Bakery

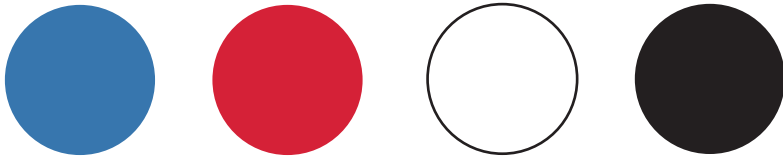
**Overview:** To create a logo portfolio for a bakery that sells bread, muffins, desserts, etc. that uses local products. They're home country is France and they're called the Upper Crust Bakery.

**Tools:** Adobe Illustrator

**Concept & Creativity:** For this school project, the specifications for this logo design was to create a logo for the Parisian bakery known as the Upper Crust Bakery. After many sketches, I chose the cupcake concept because it is one of their baked goods they sell and the use of the gradient in background captures the essence of France to represent the French flag colors. I didn't want it to just be a plain cupcake, so I added dots to represent sprinkles. The name of the bakery connects with the swirl of the icing to add a playful theme to it.



## Colors

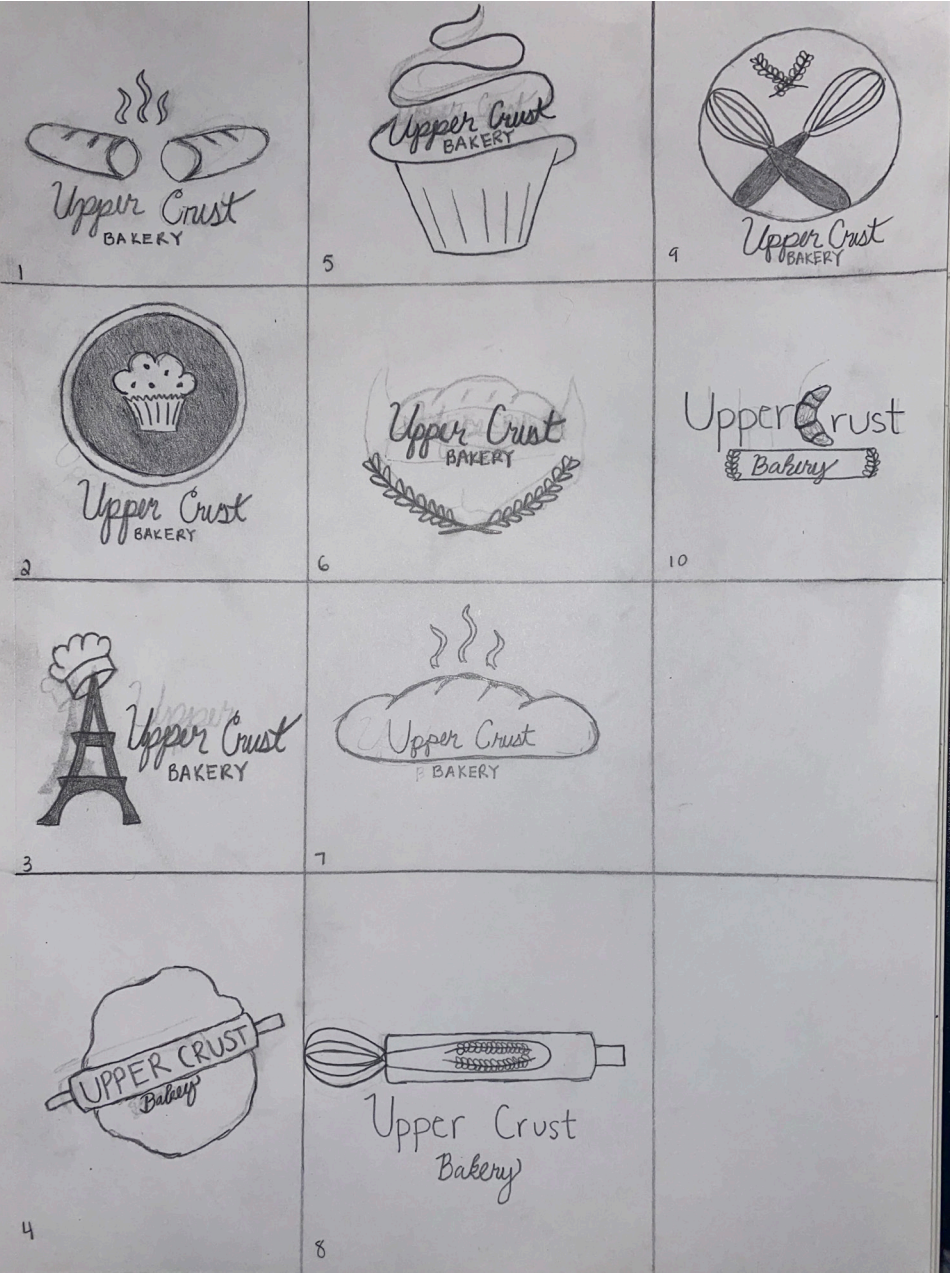


## Typeface

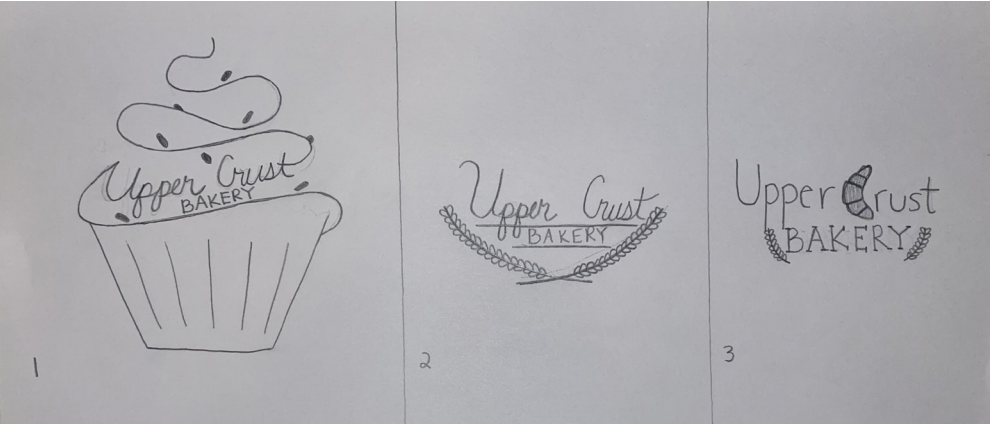
*Aa*  
CornerStoreJF  
Regular

Aa  
Manrope  
SemiBold

## Sketches



## Top Three Concepts







# Chrissy Rosé Hair

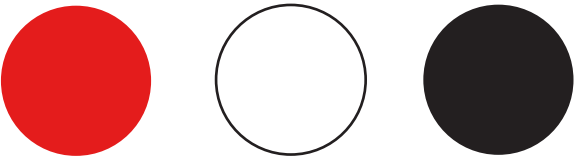
Overview: To create a logo and pricelist for a hairstylist using a theme of roses across all branding items.

Tools: Adobe Illustrator and Canva

Concept & Creativity: This project was for a personal client who wanted me to design a logo and pricelist that matches the style of the logo. She goes by Chrissy Rosé, and she wanted to uses roses as a main design element in her brand. I went with a classy and elegant look to her brand because roses are a type of flower that is often associated with elegance, romance, and classiness. I chose a decorative font for her name and a sans-serif font for the “Hair” text so that it can be easily readable to her clients about what she does. Red roses are very popular, so I went with red as the main color for the logo and pricelist to enhance that classy style. I decided to decrease the opacity of the flower because I wanted her name to stand out from the red while also having the flower be noticeable in the background.



## Colors



## Typeface

*Aa*  
Cinque Donne  
Bold

Aa  
Comfortaa  
Medium





# TOWN

Overview: To create a table tent, menu, tri-fold brochure, and website of the high- end Chinese cuisine restaurant, TOWN, using the brand style guidelines.

Tools: Adobe InDesign, Photoshop, and Visual Studio Code

Concept & Creativity: Using the brand style guides from the ficticious restaurant TOWN, I created a menu, table tent, brochure, and website with a consistent and cohesive style using some of the colors, the logo, and typeface. One of the main colors used is Bamboo. I chose this color because it brings a light and peaceful feeling to the brand, which it is not typical to use light colors for a high-end luxurious restaurant. I used images that best fit the type of food a high-end chinese restaurant would serve and they're the same on the website as well. The use of squares and rectangles helps divide each section of menu items and information in my designs. I used the font pairings from the style guide such as Athelas and Majesti Banner. They were used to make it known what type of information your reading by using Majesti Banner as the subheading for each menu section and Athelas to list the menu items.

# 福 | TOWN

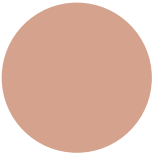
## Colors



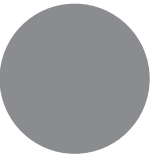
Firestarter



Sleek



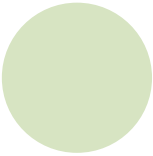
Lucky



Cool Down



Spicy



Bamboo

## Typeface

Aa

Athelas  
Regular

Aa

Majesti Banner  
Bold





# Graphic Collage

Overview: To create a collage using the elements and principles of design of our own fictitious graphic design studio with various images, colors, and to include the name of our studio.

Tools: Adobe Photoshop

Concept & Creativity: My love for nature and plants are a common theme in my designs such as in this collage. I brainstormed my ideas of what I can make with flowers and plants, and I came up with this concept for my studio that has to do with flowers and creativity using our minds. As designers, when we have an idea, it pops up in our head and that idea expands the more we work with it and design something. This same concept is used when plants start out as a seed and eventually blossom into something beautiful, and I wanted to convey that in my own way. That's why I named the studio "Creative Minds Studio" because our minds are capable of creating beautiful things. I went with a green, white, blue, red, and black color scheme because of how each color complements one another.

## Creative Minds Studio



[TOWN.com](http://TOWN.com)



# Lauryn Hill Typography Portrait

**Overview:** To create a typographic portrait of a famous person of your choice.

**Tools:** Adobe Illustrator and Photoshop

**Concept & Creativity:** My typographical portrait consists of the Franklin Gothic Demi Cond font all around the portrait to portray the singer, rapper, and actress, Lauryn Hill. I included lyrics, song titles, and words that describes the celebrity’s personality. The reason I chose to go with this font was because of its simplicity, legibility, and its boldness. Lauryn Hill is an artist who is a conscious singer and rapper, and because of that, she’s outspoken about issues regarding the music industry, society, and the black community. She is a celebrity who’s also very humble and stays out of the spotlight a lot of times and I felt that choosing this font over others best represented her personality and songs as well. The boldness of this font reminds me of her outspokenness against things that has happened to her or issues that concern her, and the simplicity of this font reminds of her humbleness.



## Typeface

Aa

**Franklin Gothic Demi Cond  
Regular**

# Java Been Website

**Overview:** To create a responsive website of your choice using HTML, CSS, and Javascript. I chose the coffee shop Java Been.

**Tools:** Visual Studio Code and Bootstrap

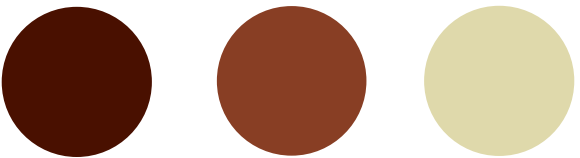
**Concept & Creativity:** Using the brand style guide with the colors and logo, I wanted to create the ambiance of a coffee shop website using the different neutral colors and images from the guide. I created a simple responsive website design with a homepage, menu page, about page, locations page, and contact page. All pages have a cohesive style and the layouts of each page are usually with an image in the heading with the name of the page and the rest of the content as you scroll down. The homepage has a carousel so that you can flip through the different pictures of the coffee and their location. I made sure the various images I used represented a coffee shop ,such as coffee drinks and the coffee shop store. I was going for a concept that’s both light and airy, but also represented the colors of coffee using different brown hues.



[javabeencafe.com](http://javabeencafe.com)



## Colors







Thanks for checking  
out my portfolio!

You can visit my website portfolio at  
[www.cailacarrasquillo.com](http://www.cailacarrasquillo.com)