

Portfolio Work Of

ARIANNE DEL RIOS

Graphic Design, Illustration,
Photography & Mixed Media

Introduction

Welcome and thank you for taking the time to review my portfolio. Included are custom infographics, iconography, illustrative works and layout designs. All of the illustration work presented is original artwork that I designed.

My work focuses on illustration, graphic design, web design, using shapes and angles in collateral, and more.

Tools Used:

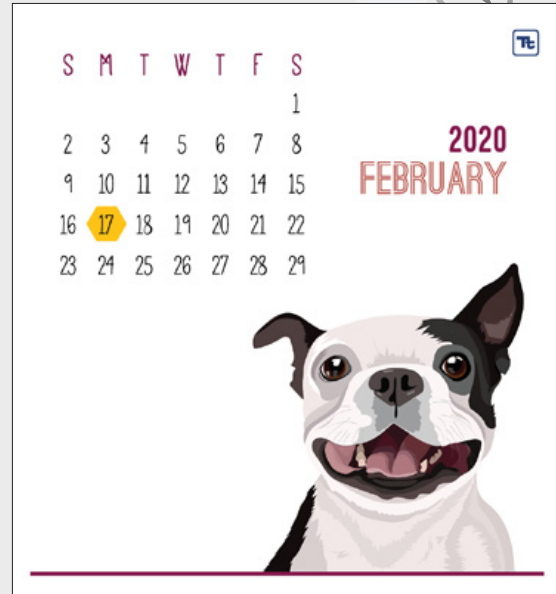
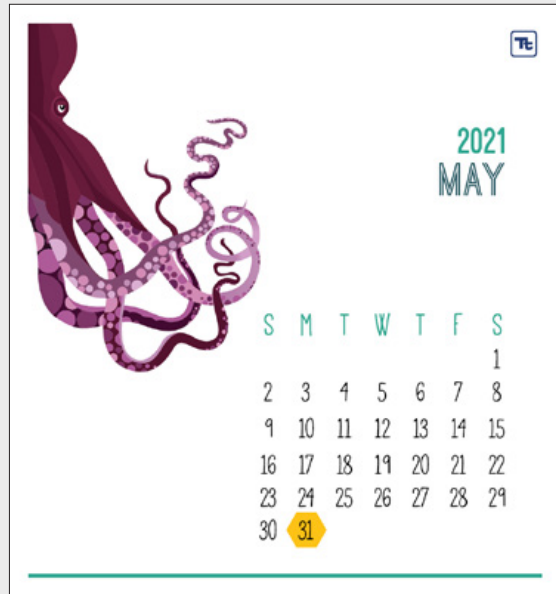
Adobe Suite: Photoshop, Illustrator, InDesign, Lightroom

Microsoft Office: Word, PowerPoint, Outlook

Other Software: Constant Contact, AppPress Now, After Effects, Sound Track Pro, Final Cut Pro

Digital Calendars Illustrations

Tetra Tech



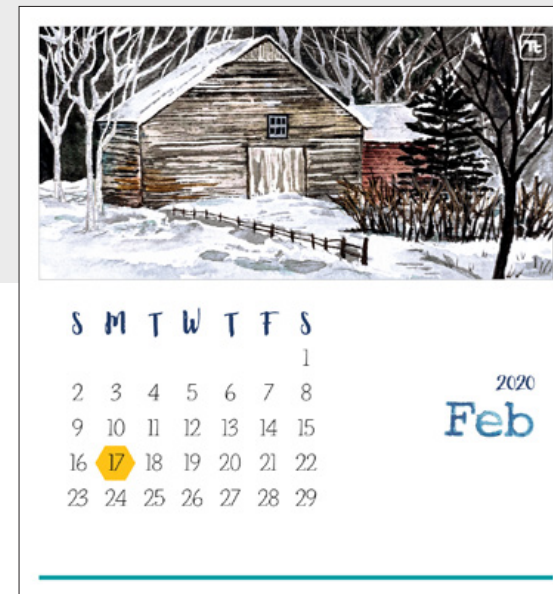
Created in Adobe Illustrator & Photoshop.

3.5 x 3.75 inches

I love creating annual digital calendars with illustrations for my coworkers, friends and family. I like experimenting with different shapes, colors and forms. When I make these calendars, my intentions are to make people smile, laugh and be happy.

Watercolor Calendar Paintings

Tetra Tech



Watercolor Paintings. Digitally edited in Adobe Photoshop.

3.5 x 3.75 inches

These paintings are based off of photographs I took of places I traveled to within the past few years. I want my art to inspire people to be outside and engage with nature. My art reflects the experiences of nature, such as hearing the sounds of birds chirping, the wind blowing against one's face, and the rustling of leaves on trees.

Custom Infographics, Iconography & Illustrations

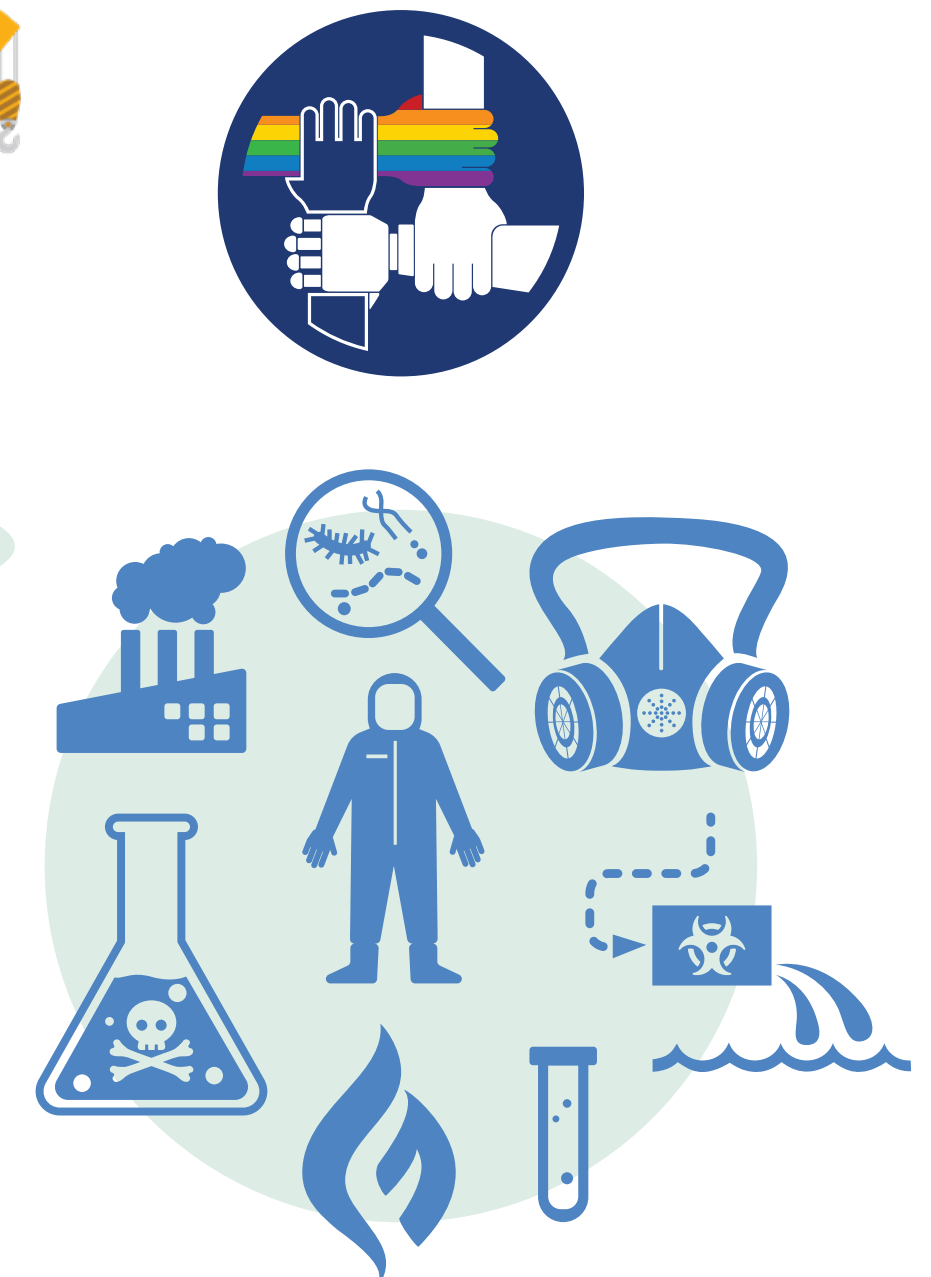
Tetra Tech

Scope of Work:

Illustrate a library of icons for design collateral which will improve overall productivity, establish a consistent visual look and feel, and save on cost as opposed to buying stock images.

Context:

Proposals • Flyers • Posters • Brochures • Website Banners • Trade Shows • Email Promotions • Intranet • Internet • Social Media • PowerPoint Presentations



Custom Infographics, Iconography & Illustrations – Shown in Context

Tetra Tech

Scope of Work:

Design a wide variety of marketing and project-related collateral such as proposals, presentations, brochures, ads, visual graphics, detailed site figures, trade show materials, and aerial renderings for our clients and internal teams.



Proposal with icons



Proposal with infographics



Poster with icons & photographs I took for each category

Results:

The layouts and infographics effectively and concisely present information in a visually appealing manner.

Custom Infographics, Iconography & Illustrations

Conservation Services Group

Scope of Work:

Illustrate a library of icons for design collateral which will improve overall productivity, establish a consistent visual look and feel, and save on cost as opposed to buying stock images.

Context:

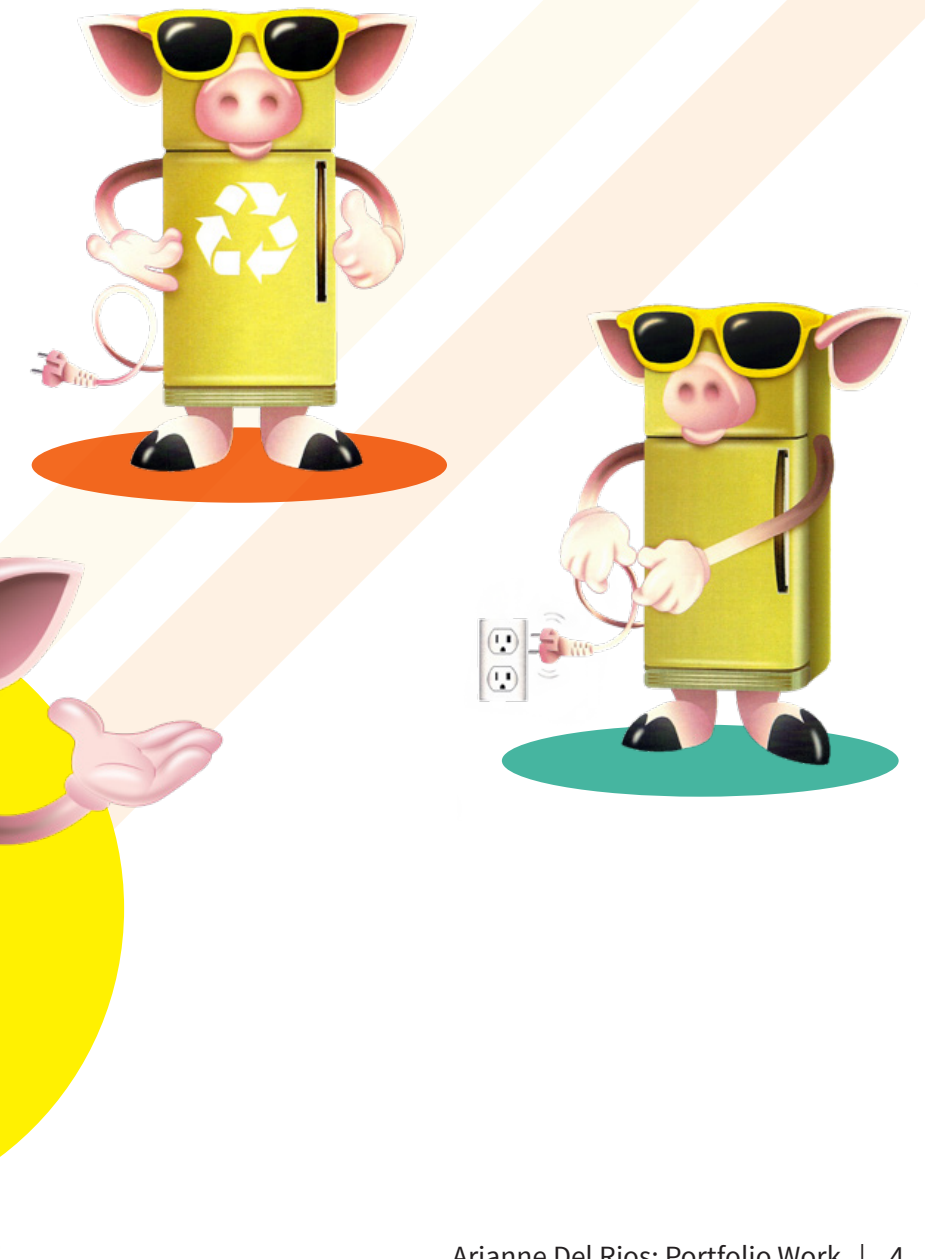
Flyers • Posters • Post Cards • Brochures • Space Ads • Bill Inserts • Web Banners • Website Graphics • Magnets • Table Signs • PowerPoint Presentations • White Paper • Social Media • Email Promotions • Intranet • Internet • Bill Boards • Truck Wraps • Logos

Scope of Work:

Design the “Energy Hog” mascot to be used as a creative marketing tool to indicate how old appliances (a refrigerator in this case) can “hog” your power.

Context:

Truck Wrap • Flyers • Posters • Post Cards • Brochures • Space Ads • Bill Inserts • Website Graphics • Email Promotions • Intranet • Social Media



Custom Infographics, Iconography & Illustrations – Shown in Context

Conservation Services Group



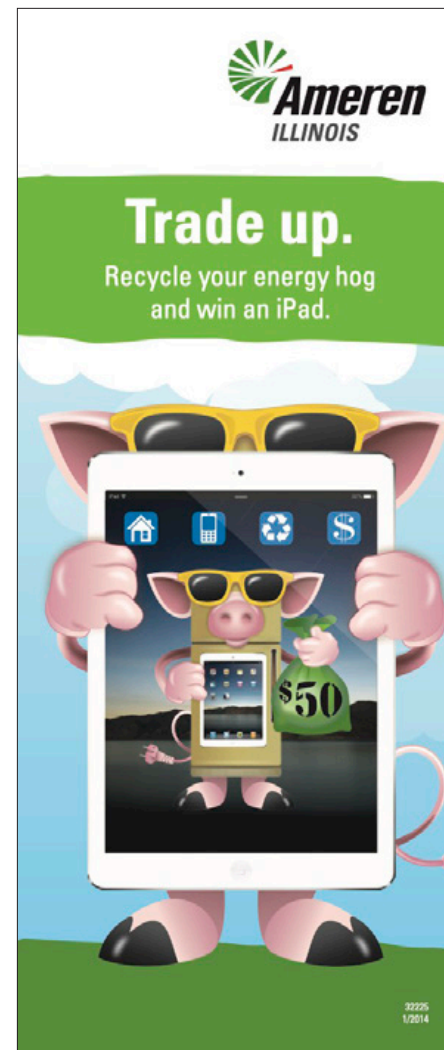
Icon buttons on Conservation Services Group Redesigned Website

Scope of Work:

Create a new brand identity that delivers Conservation Services Group's core mission, key principles of development, innovation and growth, and presents the company as thought-leaders within the energy industry.

Results:

Our redesigned website eliminates messaging overlap which allows users to more quickly self-identify and select relevant and specific information. Due to these changes in digital communication, our website traffic increased by 30% and event attendance increased by 42%. Our team also received 50+ creative and marketing awards for client and corporate creative content.



Bill Insert Front – Ameren Illinois

Scope of Work:

Illustrate graphics and create fun, attention-grabbing design marketing collateral from concept through production for internal and external clients in an agency setting.

Results:

Our clients received more customers who were interested in rebates and energy-efficient products.



Bill Insert – CoolSmart



Bill Insert Back – Ameren Illinois

Graphic Design & Illustration

Conservation Services Group

Scope of Work:

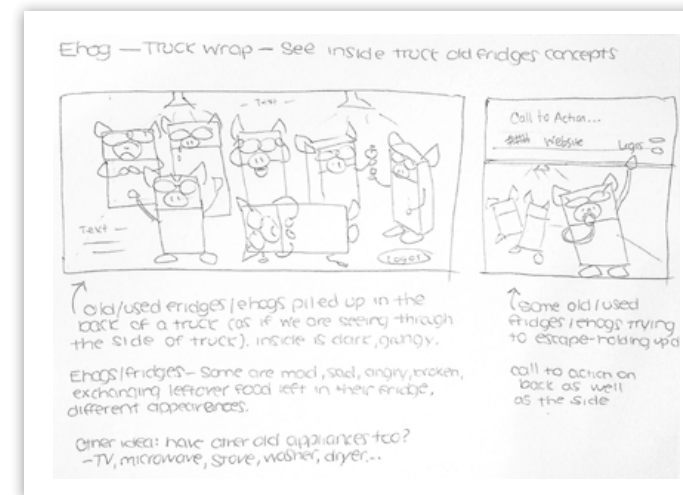
Design a truck wrap that grabs people's attention to learn how the client can help families recycle old appliances (refrigerators) and save money.

Results:

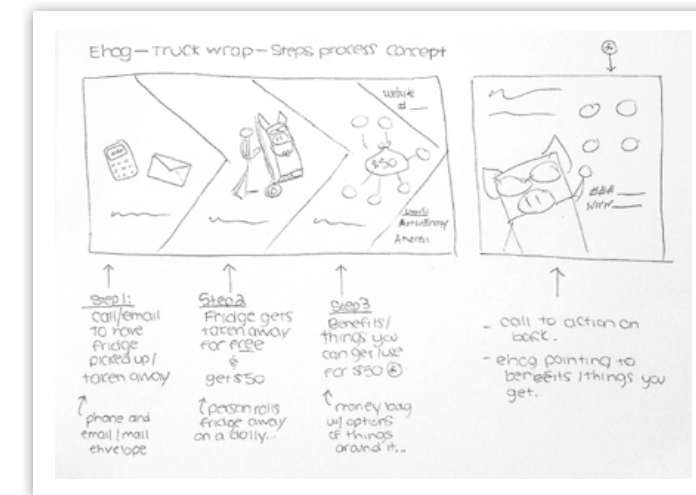
Our creative team came up with this fun, attention grabbing truck wrap which won multiple awards.

My Roles:

Hand Sketches • Concept Development • Illustrations • Layout Design • Digital Design • Brand Strategy • Visual Identity • Print Design



Truck Wrap Concepts



Final Truck Wrap

Responsive Website Design

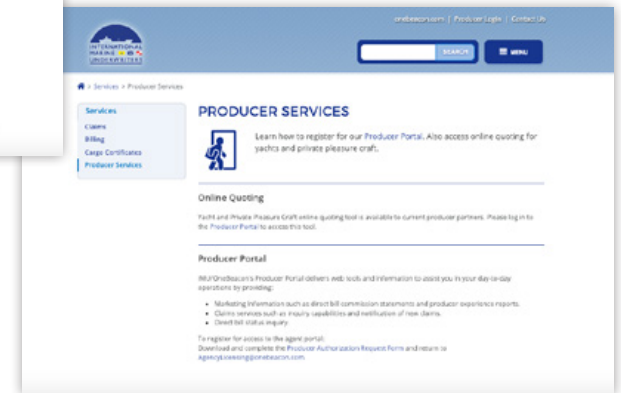
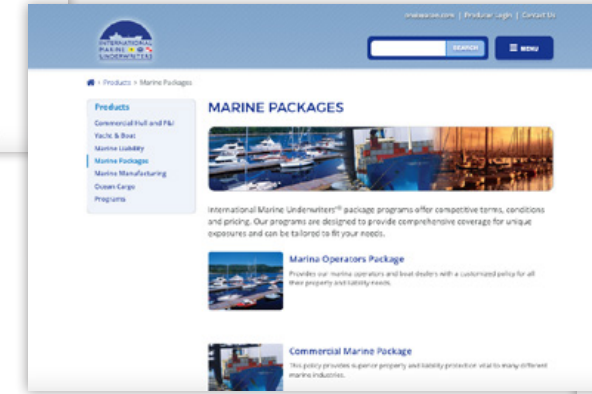
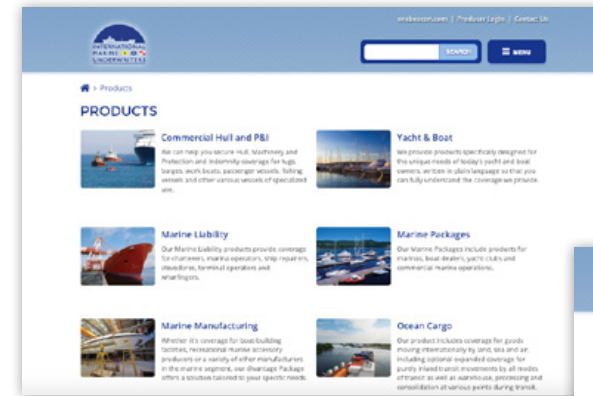
OneBeacon Insurance Group | International Marine Underwriters

Scope of Work:

Collaborate with the marketing and communications VP, digital art director, web designers, and the International Marine Underwriters team to modify their non-responsive website to be a responsive website.

My Roles:

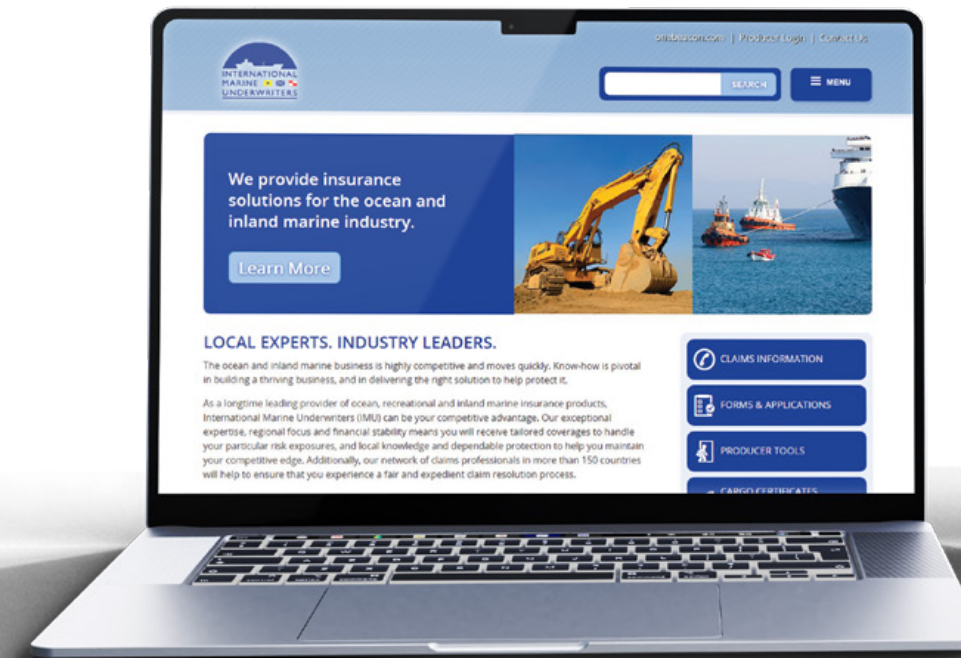
Site Map Redesign • Content Layout (desktops, tablets, mobile devices) • Website Button Icons • QA Testing • Brand Strategy • Visual Identity • Web Design



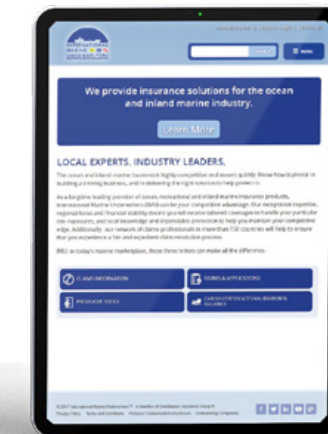
Other Designed Pages



Site Map for Website Redesign



Responsive Website Design



Results:

By converting a non-responsive design into a responsive design, our website increased traffic and attracted more clients.

Animated Holiday Card

OneBeacon Insurance Group

Scope of Work:

Conceptualize, illustrate, design and animate a holiday card for our partners and clients.

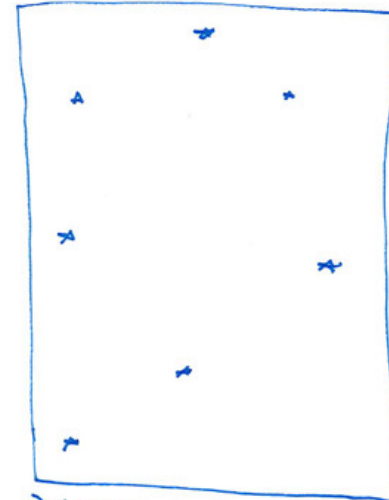
Results:

Our partners and clients received a personalized animated card and charity sponsors received donations on behalf of the clients.

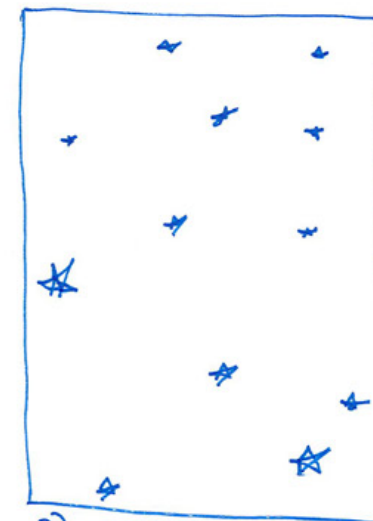
My Roles:

Hand Sketches • Concept Development • Illustrations • Digital Design • Animation • Iconography • Constant Contact Emails • Brand Strategy • Visual Identity

Storyboard Sketches



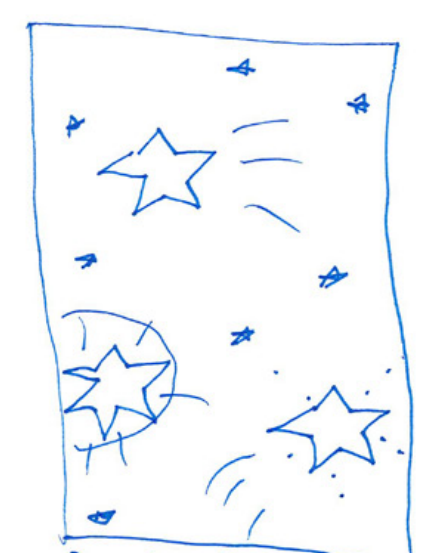
1) have a few dots / stars glow & pop on and off screen



2) more stars (dots) start to appear



3) Then you see a big star go by



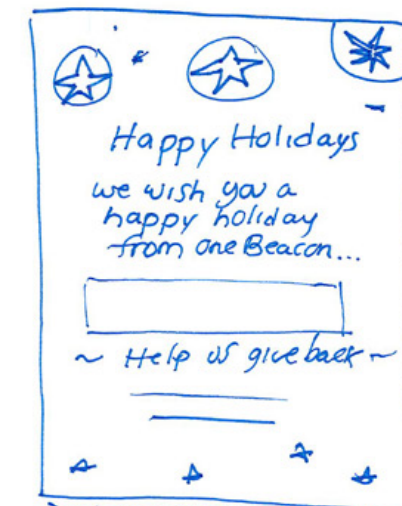
4) and a few more



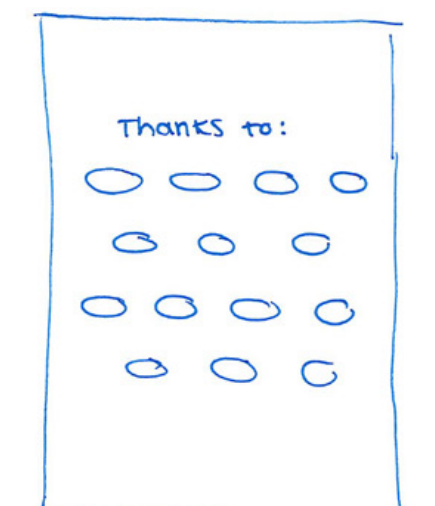
5) a big star then comes forward taking over screen



6) and then the scene has a short message



7) Then transitions to closing message



8) logos on final pg?

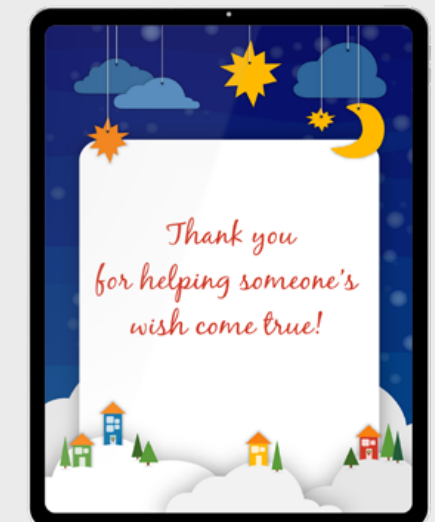
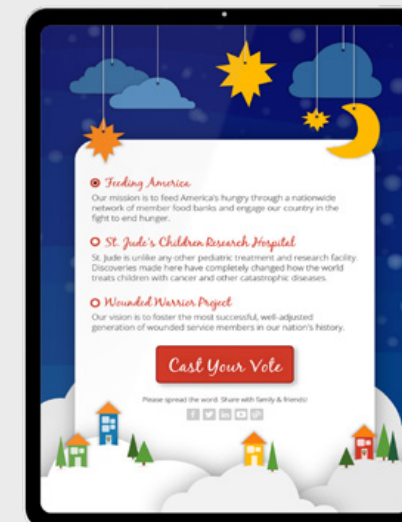
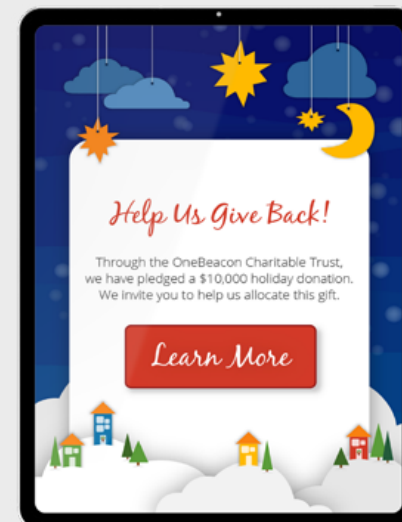
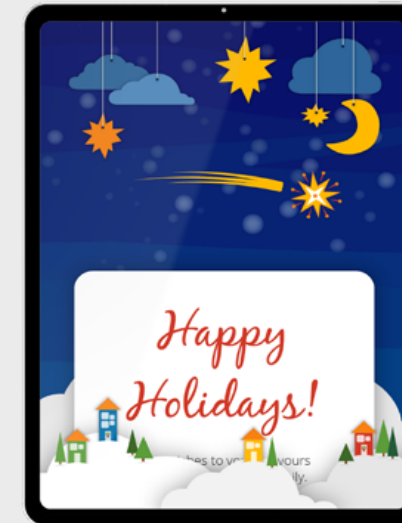
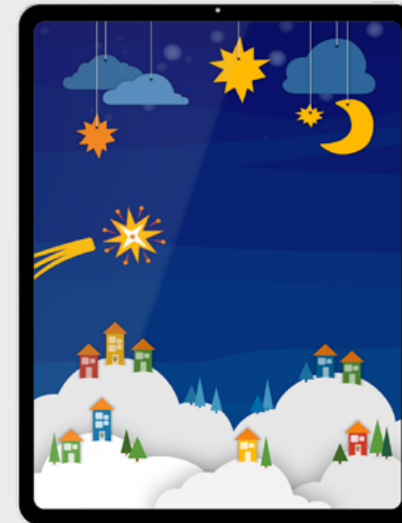
Animated Holiday Card (Continued)

OneBeacon Insurance Group

Personalized Constant Contact Email Graphic



Animation Panels



Proposal Sample

Tetra Tech

Scope of Work:

Develop innovative visual concepts for proposals, presentations, and conferences.

Results:

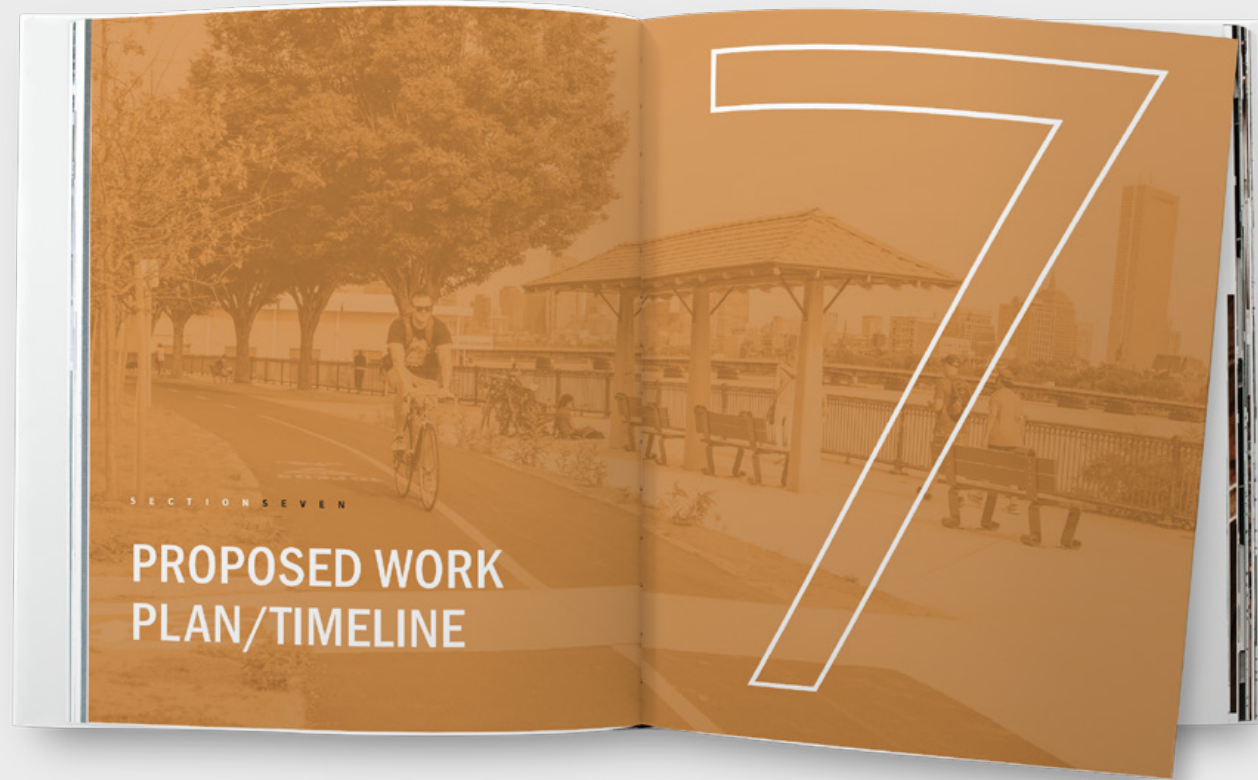
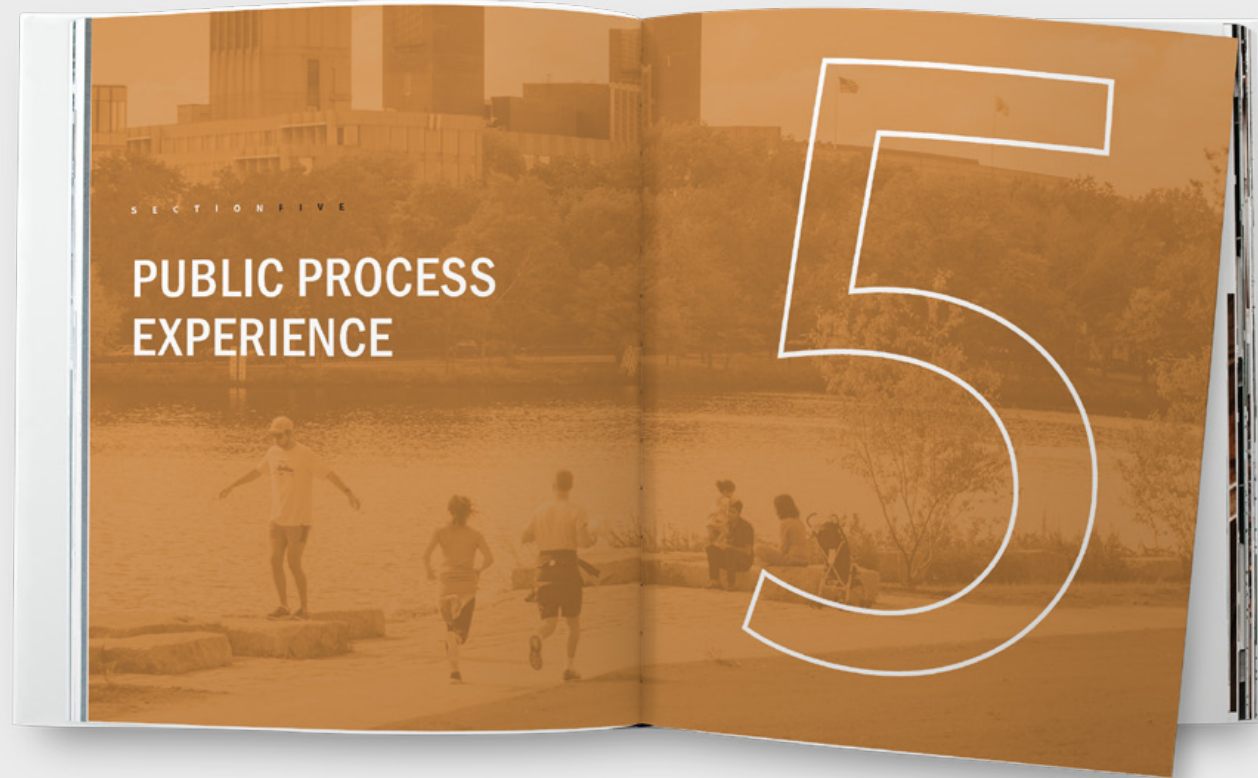
Our collateral ultimately led to winning bids for multi-million dollar infrastructure projects from federal, state, public, private, municipal, and government agency clients.

My Roles:

Concept Development • Brand Strategy • Visual Identity • Illustration • Print Design • Digital Design • Iconography • Infographics • Photography • Photo-Retouching • Print Production

I personally traveled to the worksite and took multiple photographs that I used to give context in this proposal. These photographs saved our company money and effectively emphasized the content.

Sample Section Dividers

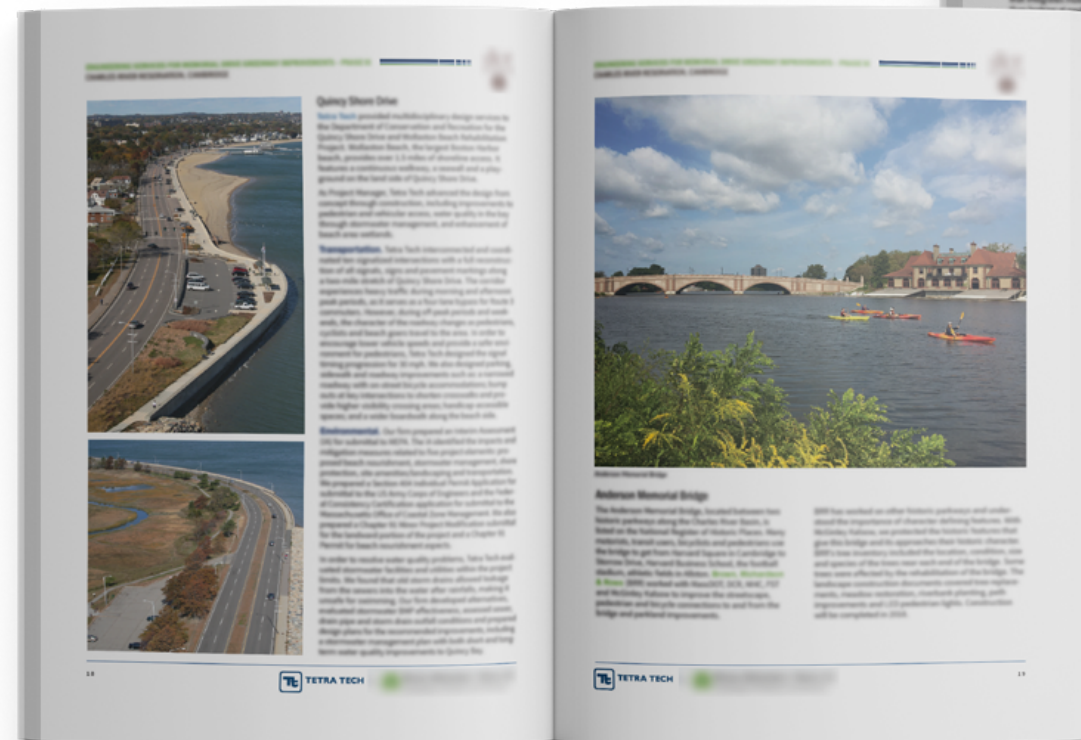


Proposal Sample (Continued)

Tetra Tech



Sample Proposal Spreads



Use of Shapes & Angles in Collateral

Tetra Tech



Proposal Cover



Brochure Booklet Cover



Human Resources Career Brochure



Transportation Flyer

Scope of Work:

Incorporate innovative design elements, including using angled shapes to give the context flow and draw the viewer's eye towards the content. This gives a new perspective to our collateral to enhance the design.

Print Production

OneBeacon Insurance Group | Technology Insurance

Scope of Work:

These are samples of print production done for trade show materials. Our team collaborated with outside print vendors working with four-color offset web press, large scale print formatting, and sheet fed digital printing press. I also have experience visiting printers for onsite proof approvals.

My Roles:

Designing Templates • Brand Strategy • Visual Identity • Print Design • Web Design • Brand Identity • Concept Development • Illustration • Print Production



Trade Show Illustration Mock-Up



Trade Show Booth Design



Trade Show Table Stand Design



Pocket Folder