

# Personal Identity

# The elements of the personal identity system:

## REQUIRED

- Logo
- Business Card
- Résumé
- Website

## RECOMMENDED

- Minibook
- Self Promotion Mailer
- Invoice
- Proposal Template
- Thank You Note
- Envelope(s)



# PERSONAL BRANDING



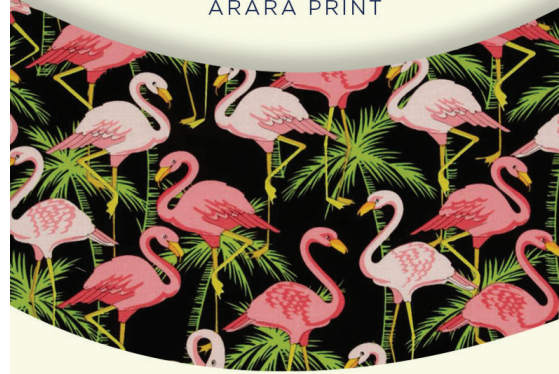
YASMIN LEÃO



PINEAPPLE PRINT



ARARA PRINT



FLAMINGO PRINT



YASMINLEÃO  
GRAPHICDESIGN

YASMINLEAO@GMAIL.COM  
WWW.BEHANCE.COM/YASMINLEAO  
(021) 99426-2892  
RIO DE JANEIRO

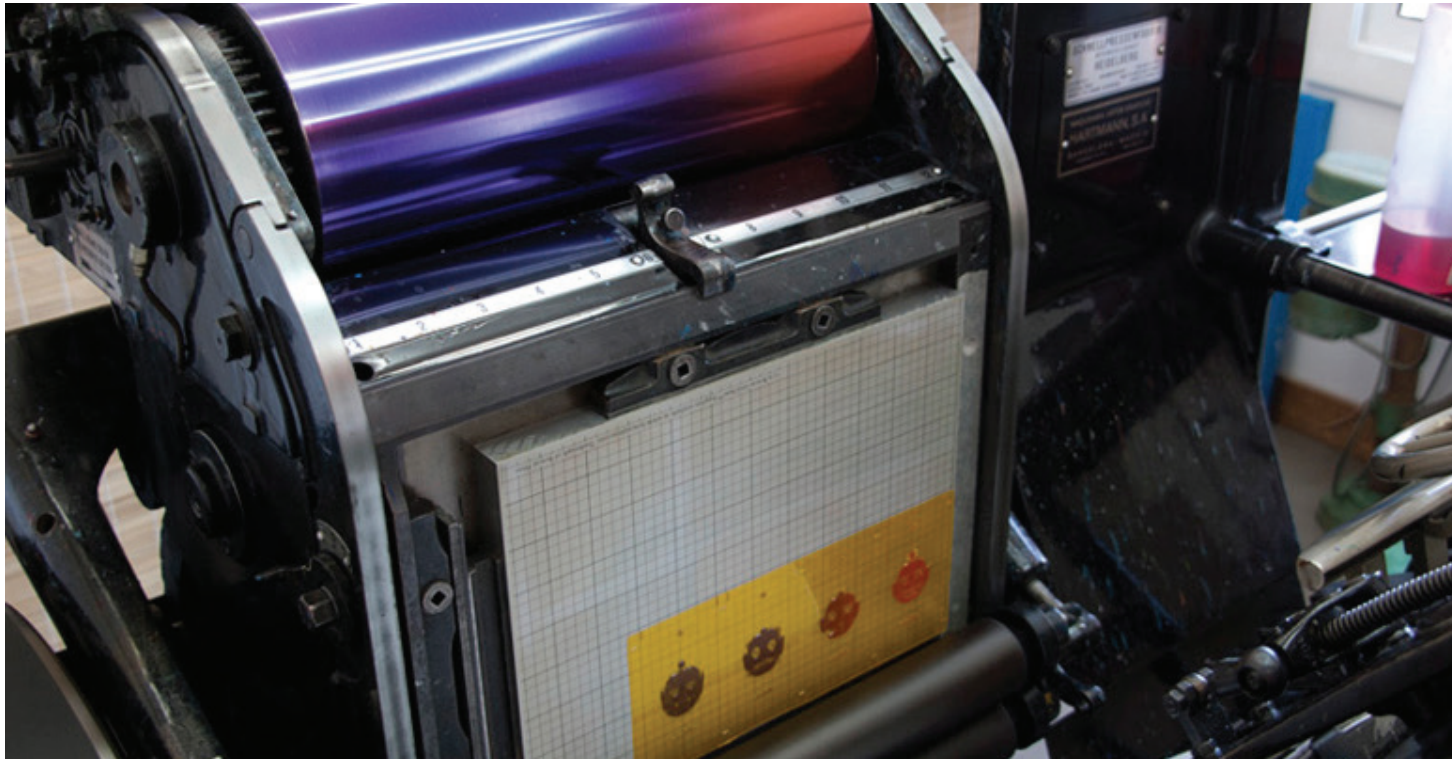


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# DESIGN.AMANDA.MOHLIN.



A resume for Amanda Mohlin with a light beige background and a red circular logo. The resume is divided into several sections: Personal summary, Education, Skills, Experience, and Contact information. The contact information is repeated at the top right and bottom right of the page.

**Amanda Mohlin**  
 +1 760 859 6326  
 mohlin.amanda@gmail.com  
 amandamohlinedesign.com

**Personal summary**  
 Talented graphic designer who is self-motivated, optimistic, and versatile. Especially skilled in creating engaging brand systems and creative editorial layouts. With an advanced skill set in InDesign, Illustrator, Photoshop, and a basic understanding of HTML and CSS. Equally comfortable working with a team, as on her own. Seeking a company that demands high-quality design and in return offers a creative and professional environment.

**Education**  
 Academy of Art University | June-Dec 2012  
 San Francisco, USA  
 15 credits completed in a MFA in Graphic Design  
 Swinburne University | 2009-2012  
 Melbourne, AUS  
 Bachelor in Communication Design

**Skills**

InDesign	90%
Illustrator	80%
Photoshop	70%
After Effects	10%
HTML/CSS	10%
Swedish	100%
English	90%

**Experience**  
 SolarCity | July 2014 – Present  
*In-house Graphic Designer*  
 Working for America's leading solar power provider. Creating material for print and web, including landing pages, web banners, print ads, mail kiosks, proposals and large scale print.  
 Ofina | San Francisco | Winter 2014  
*Freelance Graphic Designer*  
 Re-branding of jewelry brand Ofina. Created a new logo, brand identity, website and layout as well as art direction for lookbook.  
 Cerissa Mangrum | San Francisco | Fall 2014  
*Freelance Graphic Designer*  
 Created hand-drawn, custom made logotypes, branding and stationary for San Francisco based photographer.  
 Scoot&Skippi's | San Diego | Spring 2014  
*Freelance Graphic Designer*  
 Created logo, branding and packaging for startup dog treat company.  
 SitFido | Stockholm | Spring 2014  
*Freelance Graphic Designer*  
 Created branding for Swedish dog trainer. Designed logo, stationary and promotional pieces.

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alissa  
masutani

WEB + PRINT DESIGN

KUMIKO  
HACHIYA

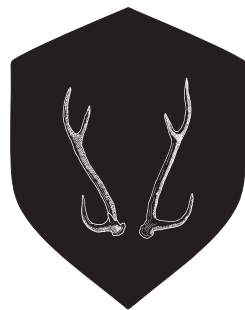
MiKA

MAHSA  
REZANEJAD  
CRUM

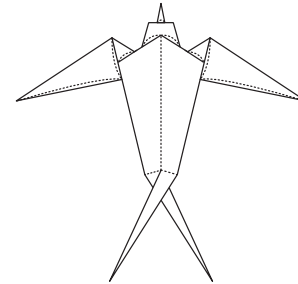
RACHELARIMOTO



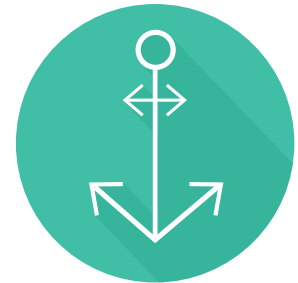
ROSIE ECKERMAN



CASSY SONG



HIRONA OGAWA



NAINOA SHIZURU

HYELA LEE

INFO@HYELALEE.COM  
808.393.1548

550W 45<sup>TH</sup> ST, APT 2008  
NEW YORK, NY

WWW.HYELALEE.COM

#### EXPERIENCE

Design Intern *at* **Marine Lane** *New York, NY, 01/2016–Present*  
Graphic designer/Ambassador *at* **KCC STAR** *Honolulu, HI, 11/2015–02/2016*  
Design Intern *at* **Ikayzo** *Honolulu, HI, 10/2015–12/2015*  
Design Intern *at* **Nomura Design** *Honolulu, HI, 06/2015–10/2015*  
Design Intern *at* **Sudokrew** *Honolulu, HI, 06/2015–08/2015*  
Editor and Ad Sales *at* **MixHawaii Magazine** *Honolulu, HI, 10/2011–10/2012*

#### EDUCATION

AS, New Media Arts *at* **Kapiolani Community College** *Honolulu, HI, 08/2014–05/2016*  
Certificate of Completion *at* **Kichijoji Language School** *Tokyo, JP, Graduated 2009*  
BA, Philosophy and Japanese *at* **Daejin University** *Pocheon, KR, Graduated 2006*

#### AWARD

**ADDY Awards (National)** *Winner, for Student, 2016*  
**ADDY Awards (Hawaii District)** *Best In Show and Gold for Student, 2016*  
**AIGA Hawaii's 5-0** *Top 3 Students Winner, 2015*  
**ABB Solar Impulse2 Video Contest** *Winner, 2015*

#### SKILLS

Photoshop, Illustrator, InDesign, After Effects, Premiere,  
Lightroom, Microsoft Office

#### FRONT-END TECHNOLOGIES:

HTML5, CSS3, Javascript, JQuery, Wordpress, Github, Sketch3

#### VOLUNTEER

Magazine Spread Design *for* **Abstract Magazine** *Honolulu, HI, 2016*  
Show Preparation *for* **AIGA Hawaii's 5-0** *Honolulu, HI, 2015*  
Gallery Preparation *for* **HJCC Art Exhibition** *at* Honolulu Museum *Honolulu, HI, 2015*

#### MEMBERSHIP

**KCC AIGA Honolulu** *Student Club President, 2015–2016*  
**Art Directors Club** *Member, 2016–Present*  
**Type Directors Club** *Member, 2016–Present*  
**AIGA Honolulu** *Member, 2015–Present*



CASSY SONG  
PRINT + WEB DESIGN

2013 S. King Street  
**SPACE //** Honolulu, Hawaii 96826  
**TEL //** +1 808 741 9604

**WEB //** [cassysong.com](http://cassysong.com)  
**EMAIL //** [info@cassysong.com](mailto:info@cassysong.com)  
**IG+FB //** [cassysong](https://www.instagram.com/cassysong)

#### 01

##### EDUCATION

**A.S. NEW MEDIA ARTS  
INTERFACE DESIGN**  
Kapi'olani Community College  
4303 Diamond Head Road  
Honolulu, Hawaii 96816  
2012–Present  
4.0 GPA

#### 02

##### EXPERIENCE

**MONO LLC**  
Owner  
2013 South King Street  
Honolulu, Hawaii 96826  
(808) 955-1595  
April 2013–Present

##### SILHOUETTE

Design Intern  
25 N. Hotel Street, Suite 202  
Honolulu, Hawaii 96817  
(808) 333-8833  
October 2013–December 2013

##### HOUSE OF REPRESENTATIVES

Administrative Services Manager  
Office of House Speaker Calvin K.Y. Say  
415 South Beretania Street, Rm 431  
Honolulu, Hawaii 96813  
(808) 586-6100  
June 2007–August 2012

#### 03

##### MEMBERSHIP

**AIGA**  
Honolulu Chapter  
Member  
Fall 2012–Present

#### 04

##### TECHNICAL SKILLS

**SOFTWARE**  
Adobe Dreamweaver  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Photoshop  
Apple OS  
Microsoft Office

##### WEB TECHNOLOGIES

HTML 5  
CSS

#### 05

##### EXHIBITIONS

**INSTANT PROJECT 2013**  
Photography Exhibition // July–Aug. 2013  
Treehouse—Honolulu, HI 96814

##### KCC STUDENT ART SHOW 2013

Koa Gallery—Honolulu, HI 96816

##### WORK HARD, STAY HANDSOME 2012

Solo Photography Exhibition // May 2012  
Mojo Barbershop—Honolulu, HI 96813

##### POW WOWDAY JOB 2012

Photography Exhibition // February 2012  
Loft in Space—Honolulu, HI 96813

##### ANALOG SUNSHINE RECORDERS 2010

Photography Exhibition // Aug.–Sept. 2010  
Manifest—Honolulu, HI 96813

#### 06

##### AWARDS + SCHOLARSHIPS

**ARTS & HUMANITIES  
ACHIEVEMENT AWARD**  
Kapi'olani Community College  
Honolulu, HI 96816  
Fall 2013

##### KA'IULANI HOME FOR GIRLS SCHOLARSHIP

Hawaii Community Foundation  
Honolulu, HI 96813  
Fall 2013–Spring 2014  
Fall 2012–Spring 2013

##### JOHN YOUNG SCHOLARSHIP

Kapi'olani Community College  
Honolulu, HI 96816  
Fall 2013–Spring 2014

##### KANETA FOUNDATION SCHOLARSHIP

Hawaii Community Foundation  
Honolulu, HI 96813  
Fall 2012–Spring 2013

##### AIGA HONOLULU CHAPTER SCHOLARSHIP

Hawaii Community Foundation  
Honolulu, HI 96813  
Fall 2012–Spring 2013

##### SECONDARY CENTURY SCHOLARSHIP

Kapi'olani Community College  
Honolulu, HI 96816  
Fall 2012–Spring 2013




##### DEAN'S LIST

Kapi'olani Community College  
Honolulu, HI 96816  
October 2013, April 2012

# ANDREINA KELLER

PRINT & WEB DESIGNER

## CONTACT

 www.andreinakeller.com  
 andi@andreinakeller.com  
 281.705.8726

## EDUCATION

**KAPIOLANI COMMUNITY COLLEGE**  
*Graduated: May, 2015*

Degree Earned:  
Associates in Science

**TEXAS A&M UNIVERSITY:  
CORPUS CHRISTI**  
*Graduated: May, 2008*

Degree Earned:  
Bachelors of Art in Communication

## SKILLS

InDesign      HTML & CSS  
Photoshop     After Effects  
Illustrator     Microsoft Office

## MEMBERSHIP

**AIGA HONOLULU**  
Member, 2013–Present

**KCC AIGA STUDENT CLUB**  
President, 2014–2015

## INTERNSHIP

**WALL TO WALL - DESIGN INTERN**  
*February - May 2015*

Assisted in creating, developing, designing and updating web and print materials for various clients including TJ's Wish website.

**PACIFIC HISTORIC PARKS - DESIGN INTERN**  
*February - November 2014*

Designed print and web collateral as directed for online and offline stores, redesigned print newsletter Remembrance including a new masthead, and designed book, A True American.

## WORK EXPERIENCE

**KOA ART GALLERY - GALLERY ASSISTANT**  
*May, 2014 - February 2015*

Designed exhibition print collateral, updated gallery website, assisted in exhibitions, interacted with visitors and artist to raise awareness of art community in Hawaii.

**STUDENT LIFE AND DEVELOPMENT - GRAPHIC DESIGNER**  
*April, 2013 - May, 2014*

Created flyers and brochures, managed and created content for digital signage and created ads featured in the KALA student newspaper.

**PRUDENTIAL LOCATIONS LLC - MARKETING SPECIALIST**  
*August, 2010 - August, 2012*

Oversaw creation, scheduling, and implementation of marketing strategies via web and print for the both corporate and Fine Homes division, further aiding in sales, developing client relationships, and raising brand awareness.

# MIKA KATAGIRI

Print & Interface Designer

902 9th Ave, Honolulu, HI 96816  
mikakatagiri.me  
mikakatagiri916@gmail.com  
(808) 722 3724

## WORK EXPERIENCE

Ka Leo Hawaii at UH Manoa  
Advertising Graphic Designer  
2445 Campus Rd.  
Honolulu, HI 96822  
2015 Summer

Waikiki Aquarium  
Receptionist/Graphic Designer  
Design Internship  
2777 Kalakaua Ave.  
Honolulu, HI 96815  
2015 Summer–2017 Spring

Comprendio  
Design Internship  
2800 Woodlawn Dr.  
Honolulu, HI 96822  
2016 Summer

Disability Support Service Office  
Notetaker  
Kapi'olani Community College  
4303 Diamond Head Rd.  
Honolulu, HI 96816

## EDUCATION

Kapi'olani Community College  
Associate of Science, New Media Arts  
Interface Design Concentration  
4303 Diamond Head Rd.  
Honolulu, HI 96816  
2015 Fall–Present  
Expected Graduation Date: May 2017  
GPA: 3.6

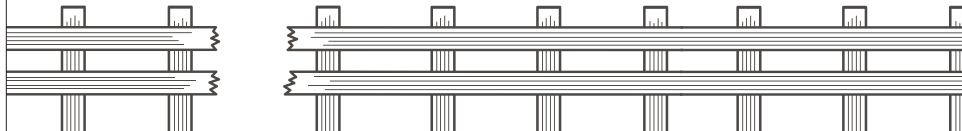
## SKILLS

*English—Fluent, Japanese—Native*

- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe AfterEffects CC
- Adobe Premier CC

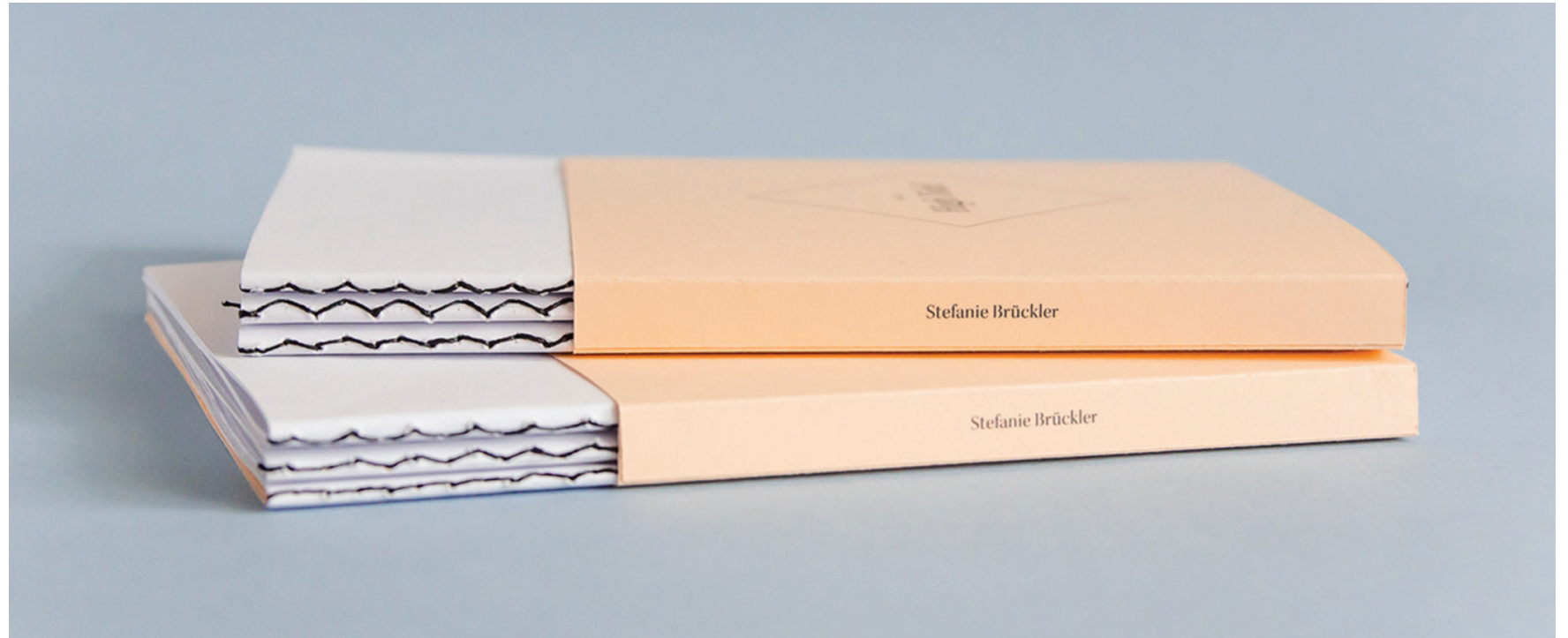
## INTERESTS

- Traveling
- Photography
- Drawing
- Painting



# Minibooks, Self-Promotion & Leave Behinds

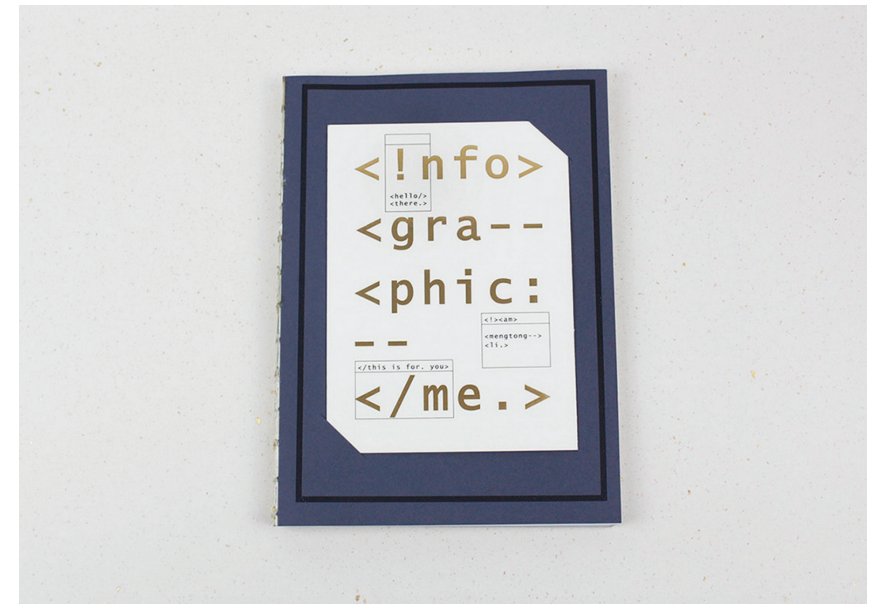
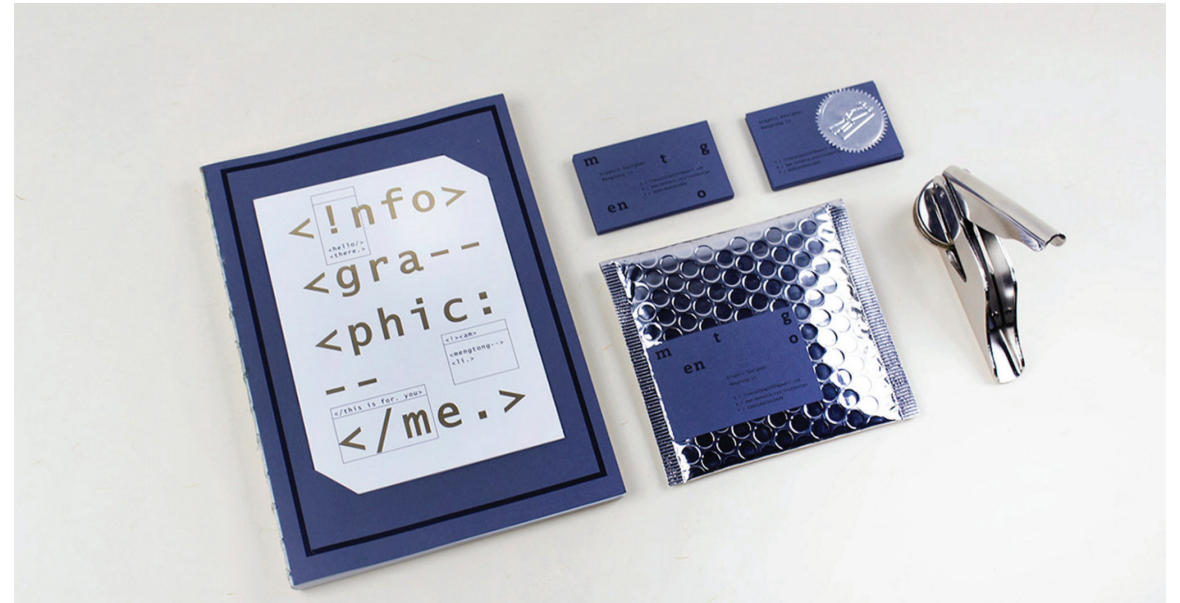




















<https://www.behance.net/gallery/33294507/Self-Promotional-Pack>

