



**RONALYN CONCEPCION**  
graphic design portfolio

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# INTRODUCTION

“Creativity is contagious, pass it on.”  
– **Albert Einstein**

## HELLO!

I'm an enthusiastic, creative graphic designer and photographer. I love design and almost anything art driven. I enjoy being part of a collaborative team environment and take pride in working well with others. I take initiative to educate myself in new skills to stay current and versatile.

My design work includes identity, corporate collateral, digital and print. My photography work includes portraits, weddings and lifestyle. I'm drone certified and have recently taken classes in Adobe Premiere and After Effects. I will attempt my hand in video production, since I bought a cool drone.




# CREDENTIALS

## RONALYN CONCEPCION

graphic designer

ronalynconcepcion@gmail.com  
https://ronalynconcepcion.com



## EXPERIENCE

### GRAPHIC DESIGNER III

- GENERAL ATOMICS** • January 2020 - Present
- Develop various print, digital, and environmental graphics, including brochures, online and print ads, tradeshow/conference graphics, presentations, and social media
  - Outstanding knowledge and expertise in all aspects of layout, typography, illustration, identity, digital production, and publishing across all platforms
  - Illustrate icons, infographics, logos, and figures as well as shoot, select, and edit photography
  - Be a champion of the brand guidelines; develop and implement branded templates and assets
  - Translate ideas and concepts into functional and engaging solutions and communicate ideas to stakeholders

### GRAPHIC PRODUCTION ARTIST

- HENRY SCHEIN ORTHODONTICS** • April 2018 - November 2019
- Update and create marketing material for various departments within the company i.e., catalog, sales fliers, brochures, mailers, trade show graphics, web banners, logos, social media images, mailers, IFUs, PowerPoint presentations, advertisements etc.
  - Keep consistent branding standards within our company and each product line
  - Create social media video posts using Adobe Premiere, Animoto and Wave Animatron
  - Prioritize and juggle multiple projects simultaneously with changing deadlines
  - Prepare files for print - package and transfer files to appropriate individual
  - Able to adapt to different environments and have strong interpersonal skills

### GRAPHIC DESIGNER

- MARCOA MEDIA LLC** • April 2012 - April 2018
- Create magazine style U.S. Military and residential editorials, telephone directories, covers, cd's and online fliers
  - A firm grasp of typography using style sheets, master pages and GREP styling
  - Keep consistent branding standards within our company, each branch of the military and residential property
  - Knowledge of 4 color processing, overprinting and offset printing; perform press checks
  - Photo retouching on all photos by incorporating adjustment layers and actions
  - Responsible for juggling multiple projects simultaneously while maintaining timeline set by scheduler
  - Able to adapt to different environments and have strong interpersonal skills
  - Spearheaded training on the set up of residential directories and the Fort Lee Newspaper

### SENIOR GRAPHIC DESIGNER/GRAPHIC DESIGNER

- BENCHMARK PUBLICATIONS** • May 2006 - April 2012
- Create, update, revise and proof existing and new print-ready material
  - Design U.S. Military editorials, telephone directories, yellow page layouts, covers, and ads - using style sheets and master pages
  - Update the website when necessary using Dreamweaver - utilizing templates, CSS, HTML and batch processing in Acrobat & Photoshop
  - Able to wear many hats - answer phones, assist customers and sales team

## EDUCATION

**SOUTHERN NEW HAMPSHIRE UNIVERSITY** Manchester, NH  
**BA GRAPHIC DESIGN & MEDIA ARTS** • Oct 2022

**PLATT COLLEGE** San Diego, CA  
**GRAPHIC DESIGN CERTIFICATE** • May 2006

## ABOUT ME

Enthusiastic, creative graphic designer and photographer with a thirst for knowledge and solving problems creatively. Seeking to lower the workload of the Marketing and Creative department through proven strengths in creativity, collaboration and taking criticism. Knowledgeable in most creative software and absolutely willing to learn new technologies and software in a short amount of time.

## TECH SKILLS

Always staying on top of new trends and learning new software and skills to strengthen my abilities.

PHOTOSHOP	●●●●●●●●●●
ILLUSTRATOR	●●●●●●●●○○
INDESIGN	●●●●●●●●●●
WORDPRESS	●●●●●●○○○○
MS OFFICE	●●●●●●○○○○
NIKON DSLR	●●●●●●●●●●
QUARKXPRESS	●●●●●●●●○○
MAVIC DRONE	●●●●●●○○○○
LIGHTROOM	●●●●●●●●○○
BRIDGE	●●●●●●●●●●

## DESIGN SKILLS

TYPOGRAPHY  
MULTI-PAGE LAYOUT  
PRINT DESIGN  
BRANDING  
COLOR THEORY  
MINIMALISM  
BALANCE

## SOFT SKILLS

CREATIVITY  
ADAPTABILITY  
COLLABORATION  
COMMUNICATION  
TIME MANAGEMENT  
PROBLEM SOLVING  
INTERPERSONAL  
VERSATILE

## STAND OUT SKILLS



Collaborative



Positive



Avid Learner

## TESTIMONIALS

### Former MARCOA Manager

Ronnie is a quick learner who is always willing to help with tasks and learn new things. Also, she would volunteer to train junior designers when assistance was needed, which helped keep the department running smoothly when I was engaged elsewhere (a huge help). Overall, Ronnie's relaxed demeanor and positive attitude made her a joy to work with and a valued member of our graphics team.

### Former HSO Employee

Ronalyn is a pleasure to work with. While at Henry Schein Orthodontics she designed many important pieces and invitations for our orthodontist clients. She is extremely professional and has this amazing, glowing, positive attitude! Her creativity, a keen eye to detail and her drive to get projects completed is a breath of fresh air.

### Former Professor

Outstanding brand and presentation. Thoughtful consideration given to design and flow from one item to the next. Each piece is as exciting as the last and more - a real treat! Well done - the continuity is most impressive!

# BRANDING





## PERSONAL BRANDING

Logo creation, business card, letterhead, envelope, and leave-behind piece. Also created a LinkedIn banner and stickers to go along with the 5x7 leave-behind piece.

Main attributes:

- Application of color palette
- Logo shape elements
- Repetition and patterns





## UPPER CRUST BAKERY BRANDING

Logo, business card, and envelope creation. Brand guidelines established and implemented on various pieces. Logo is displayed on different marketing products like t-shirts and to-go bags.

Main attributes:

- Logo elements and application
- Approved logo brand colors displayed



# 福 TOWN

## TOWN BRANDING ASSETS

Menu, 3-panel brochure, and table tent layouts. Applied the given branding guidelines to various marketing materials to create a cohesive look and feel of the overall brand.

Main attributes:

- Application of color palette
- Logo shape elements and other vector images
- Repetition and patterns







# TYPOGRAPHY

## UNIVERS TYPOGRAPHY LAYOUT

Researched-based 11x17 layout of the font UNIVERS. Detailing the history, important facts, and achievements of the font. The layout was created by using the characteristics of the font.

Key characteristics:

- Modern
- Functional
- Harmonious

**UNIVERS**

**1957**  
by  
*Adrian Frutiger*

*"One of the greatest typographic successes of the later part of the 20th century"*  
(fonts.com)

Universe is a clean and modern font. The font has many variants and can create different looks. It is known to be the one greatest typographic success stories of the later part of the 20th century (fonts.com). It was created by art director Adrian Frutiger in 1957, he worked for the French

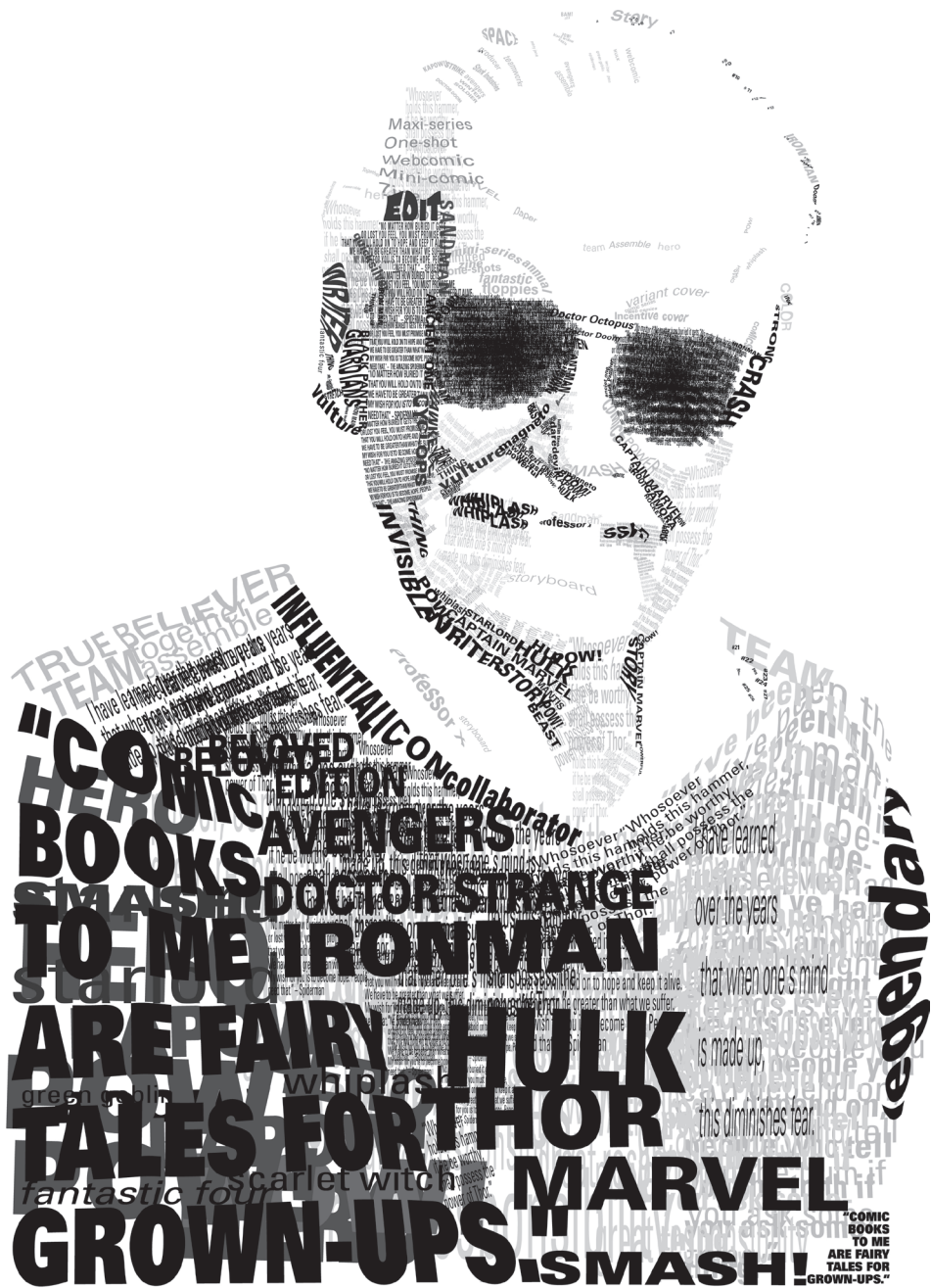
type foundry Deberny & Peignot (linotype.com). It was created to be a san serif that was legible for long format text and it was also named in a numerical system. This system of classifying type by weight, position or width would carry on to other font names. This font can carry

a lot of personality depending on how you use it. The font is sturdy, clean, flexible, and works well with serif fonts. It is not perfectly geometric which gives it a fresh sophistication (Mingay, 2019). Although it can seem ordinary and unassuming, it stands outside of the crowd.

**LEGIBLE**  
**VARIETY**  
**DISPLAY**  
**HARMONIOUS**  
**SIMPLE**  
**FUNCTIONAL**  
**MODERN**

*Large X-Height*  
*Short Ascenders*  
*& Descenders*  
*San Serif*  
*Neo-Grotesque*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



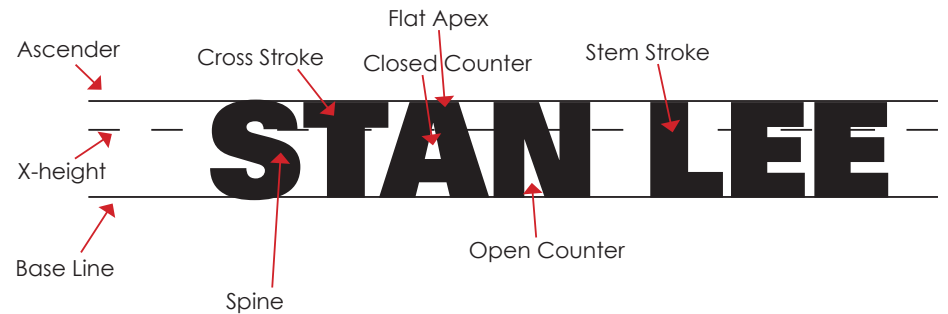
## STAN LEE TYPOGRAPHIC PORTRAIT

11x17 Portrait created by only using the typeface UNIVERS and using words that relate to Stan Lee. Repetition, warping, and typing on a path were all used to produce the image.

Other font elements used:

- Weight
- Size
- Style

### Univers Anatomy



A hand-drawn wireframe sketch of a user interface layout. The sketch is composed of various rectangular and irregular shapes representing different UI components. Some elements are highlighted in green, including a large central box with a circular icon, a smaller box with a checkmark, and several horizontal bars. The drawing is done in black ink on a light background, with some areas shaded in green. The overall style is that of a rough, conceptual sketch.

# LAYOUT DESIGN



## MAGAZINE AD (LEFT)

The Amethyst ad was created by following the brand guidelines that were provided. The color palette was pulled from the logo and the images were chosen to complement the specific messaging of the ad, which was relaxation.

## MARKETING PRODUCT FLIERS (BELOW)

Fliers created to market the new product launch of clear aligners. Brand colors and shapes were used in each flyer to create a cohesive look and feel for the product.





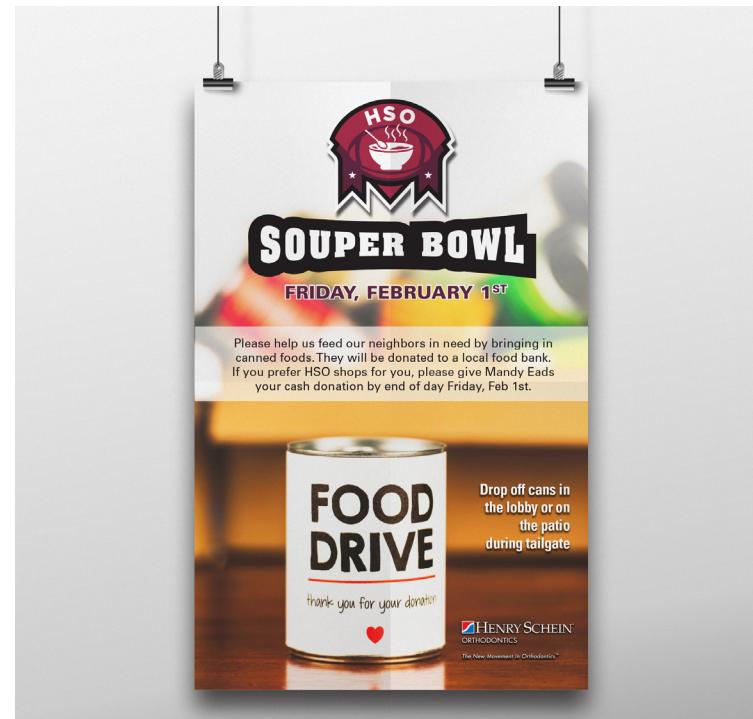
## MAGAZINE ARTICLE (LEFT)

Topic was given to create a magazine ad by doing research and gathering images to correlate with the article. Using serif and sans serif fonts were a requirement of the assignment. Contrast was strongly used in color to make the article impactful.



## MARKETING EVENT POSTERS (BELOW)

11x17 Posters created to promote work events for the company. Hierarchy of information was always incorporated into the design layout while adhering to brand guidelines and company standards.

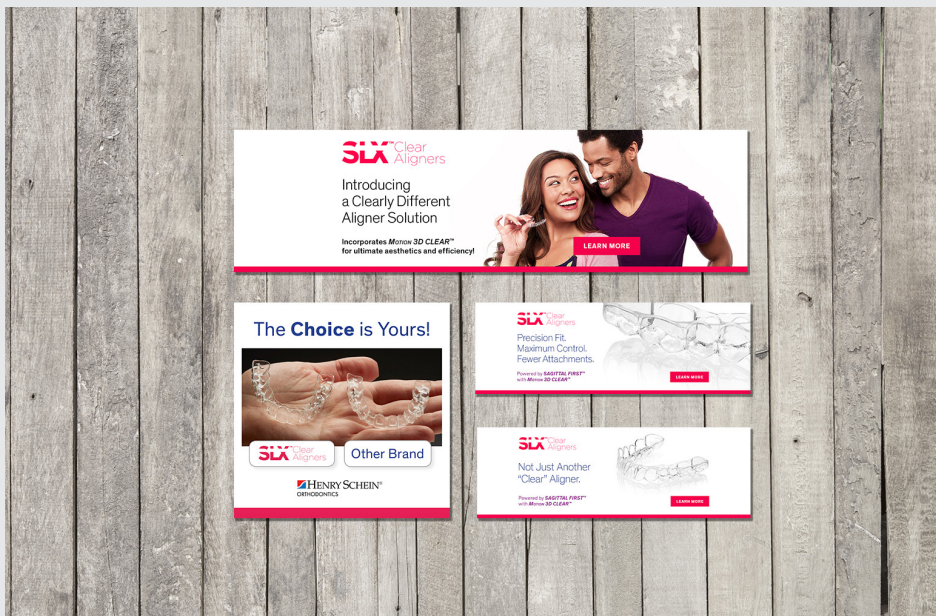




# DIGITAL DESIGN

## WEB BANNERS

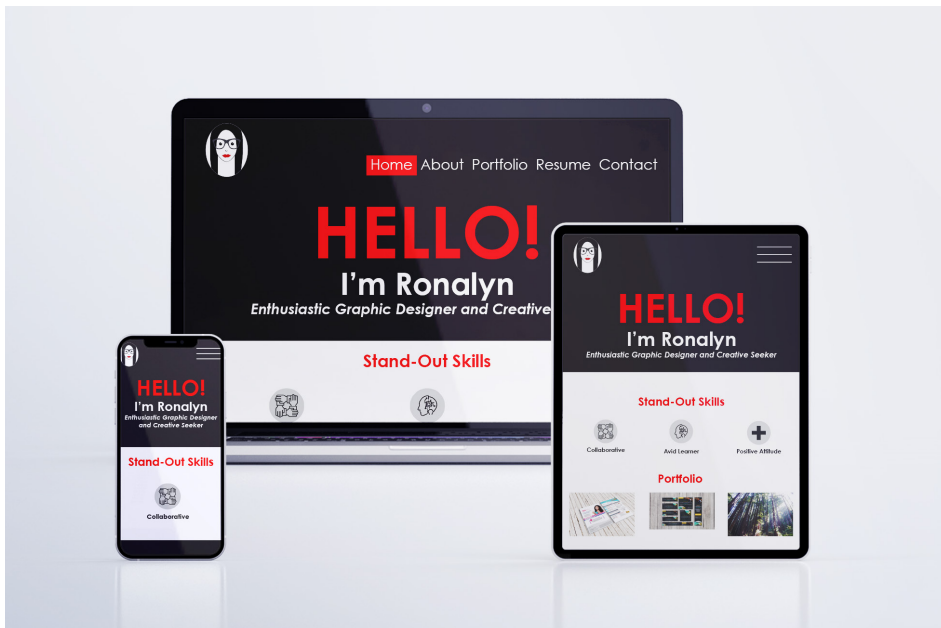
Several web banners were created to promote a new product launch and a symposium. Each had specific branding that included a color palette, shapes, and images.





## SOCIAL MEDIA ASSETS

Social media assets were created to promote the new product launch of clear aligners. Schedules were set to release each ad two or three times a week to establish viewing analytics.



## RESPONSIVE PERSONAL WEBSITE

Personal responsive website was created to promote portfolio work for class and beyond. Coding was established in Dreamweaver and checked on external website to verify the site worked on all platforms and devices.

# MANY THANKS

“Art is not what you see, but what you make others see.”  
– **Edgar Degas**

## TALK SOON!

Thank you for taking the time to look over my portfolio. Graphic designers are visual communicators and problem solvers, two things I never thought I would be, but so proud to have become.

I look forward to working with you!





## Contact Me

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