

**Name:** Andrea Gomez

Personal Information

**Title of Thesis:** Simply Me

**Faculty Sponsor:** Jarred Elrod

This thesis (or portfolio) is titled Simply Me because I try to leave a little piece of me with every project I do. Having this connection to my art or pieces, I believe, adds another layer of depth to the project and propels it forward, separating it from the crowd. I try to be mindful and purposeful in my artistic choices so the final design can be as poignant and relevant as possible. Everything needs a special meaning and reason so it all harmonizes together. I like to create things that move me and carry meaning if not a packaging would be just another pretty box or an app would be just another cool gadget. I would like it to be so much more than that. In the future I would like to produce designs that inspire or touch people around that world in some way. This might be as simple as an intuitive car dash display or an eye-grabbing tea box. I'm not sure where life will take me but I know that whatever it is I would always like to gift the project a little piece of myself as I inspire others along the way or spark a topic of conversation.

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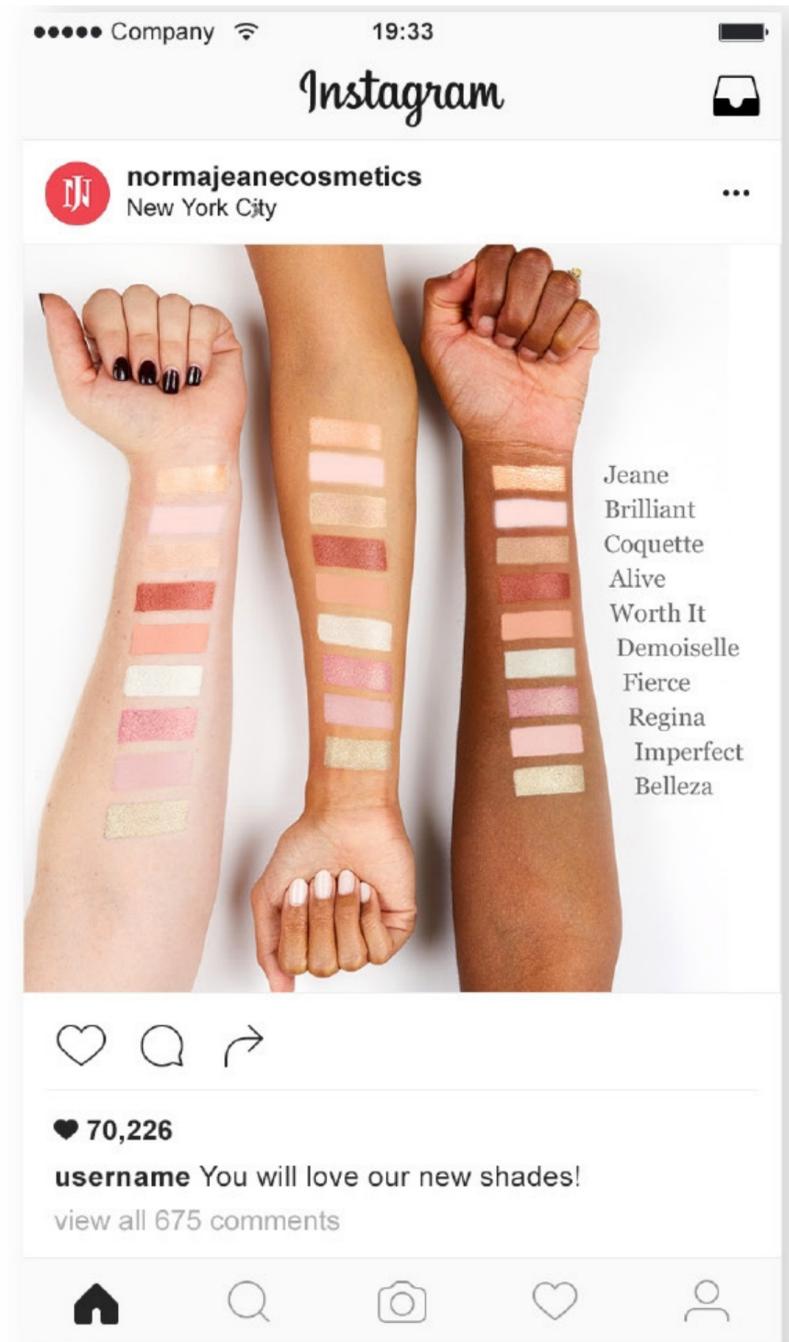
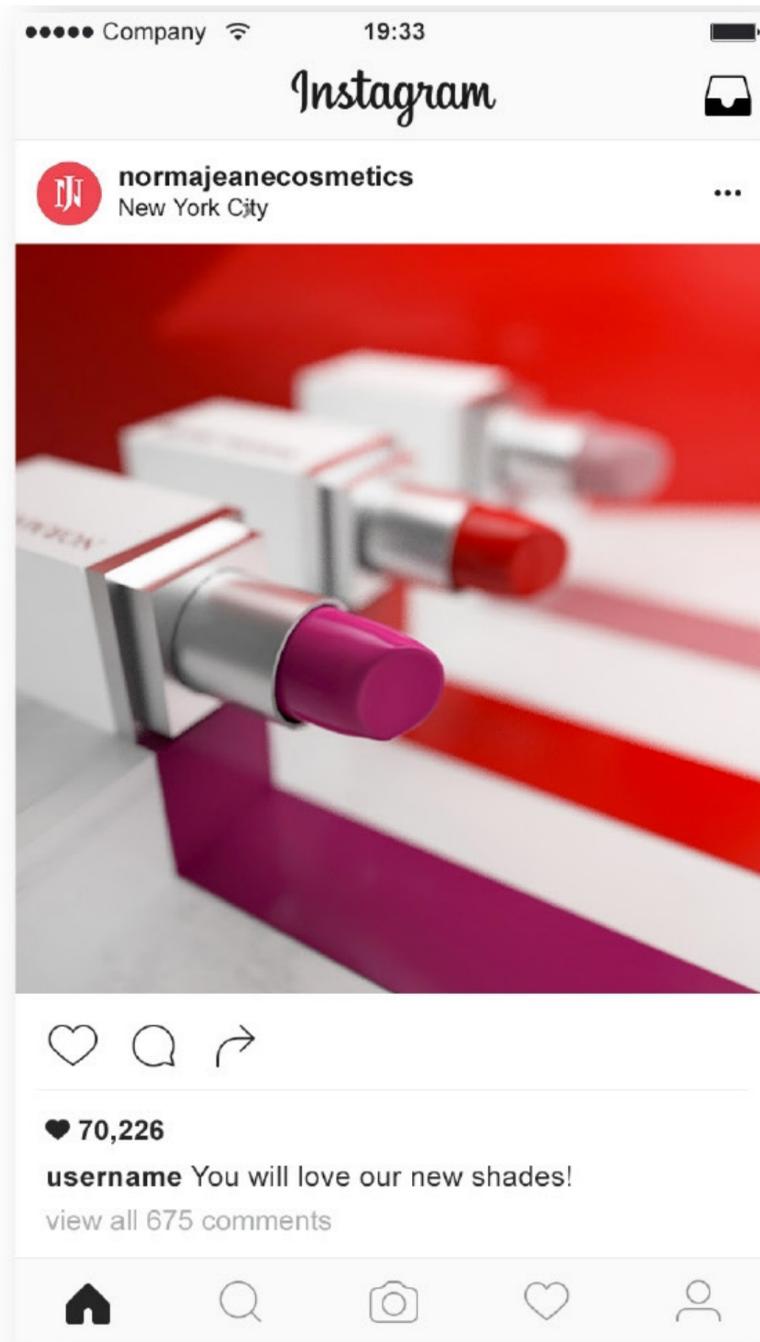
## **NORMA JEANE**

Branding, social media, photography, illustration, packaging, 3D prints.

What if we could live in an alternate reality? This was the prompt that sparked this project. We were asked to dive into a different existence of our choice. What if Marilyn Monroe never would have died? Channeling aspects of her personality and legacy I chose to imagine Marylin founding her own beauty empire. This brand would be focused on empowering people through the use of makeup.







## NORMA JEANE SOCIAL MEDIA

This new launch, Unapologetic, will be a social media heavy campaign due to the recent data shown amongst beauty companies. This means that first, we will introduce the product through social media influencers, especially beauty gurus with strong followings. Then, we combine that with our own personal content on Instagram, Facebook, Twitter, and Pinterest.



## **VESTIGE**

Branding & illustration.

Vestige allows people to catalog their emotions. I personally have a hard time remembering the good times when I'm feeling down. I always wish I could go back to "better times." Well, this watch allows you to. The design was inspired by the idea that everyday simple objects hold a world of meaning to different people. There is always "meaning beyond function" such as with this watch. It's so much more than a simple watch, it's a way to get in touch with yourself and to cherish memories or moments.







## TWININGS COLLABORATION

Branding, illustration, & photography.

This project was a particularly tricky one because I had to study another designer's style and create something inspired by their work. In my case, I was assigned Milton Glaser. This Twinings and Milton Glaser collaboration was heavily influenced by his Bob Dylan poster and geometric typography. I thought it was a perfect match for this limited release, highlighting the explosion of flavor in every brew.



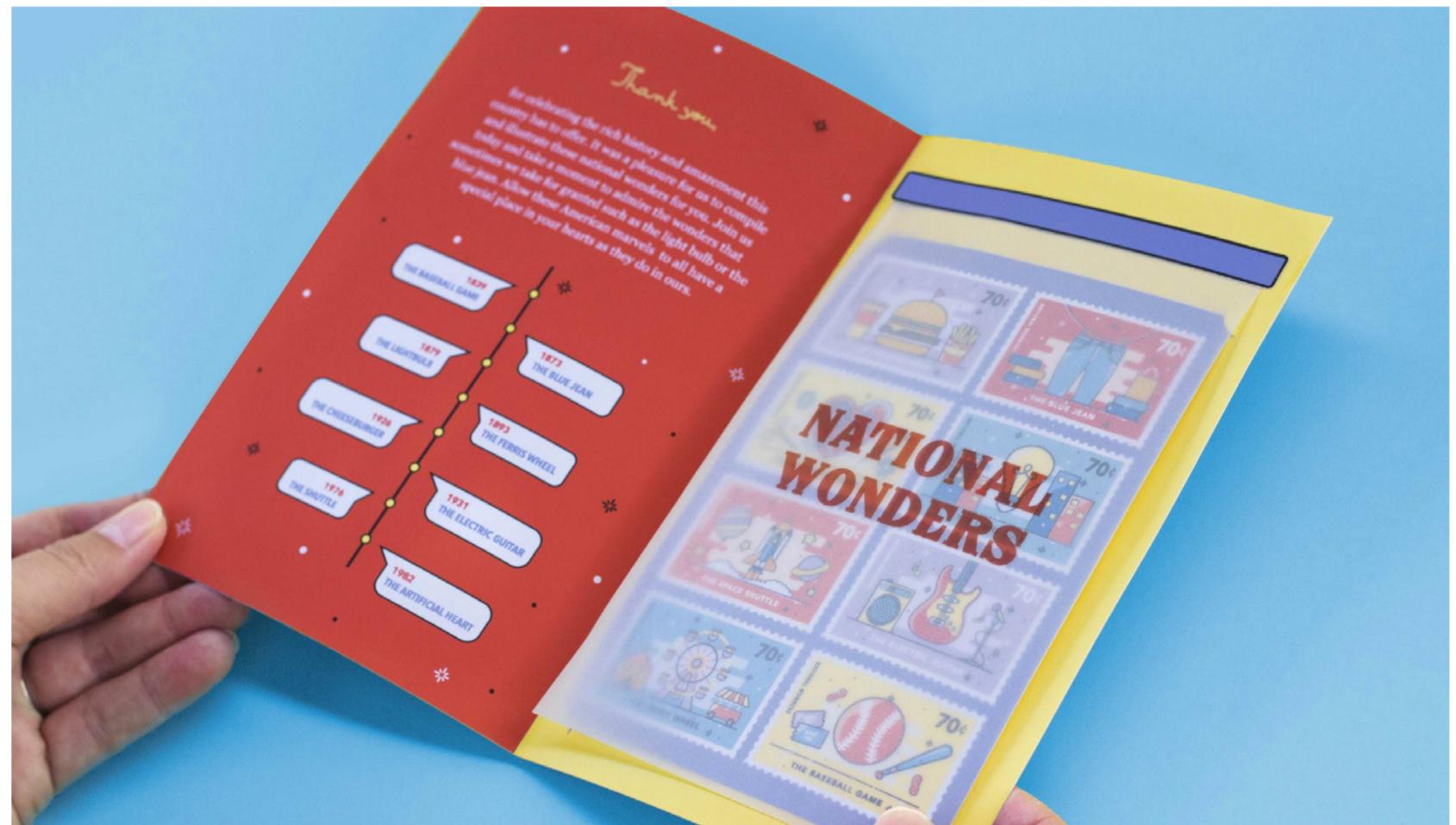
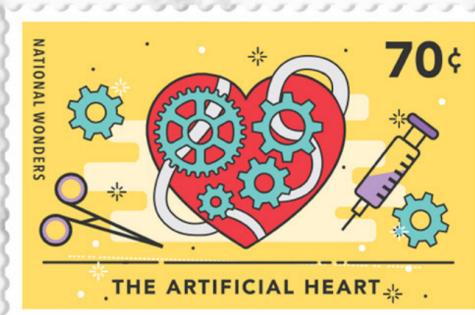
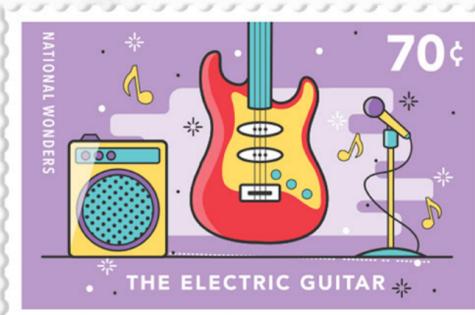




## **NATIONAL WONDERS STAMPS**

Branding, illustration, & packaging.

For this project we were prompted to create stamps honoring American wonders we often take for granted such as the light-bulb or the blue jean. I really wanted to portray these objects in a fun illustrative manner to highlight the childish wonder I felt after learning about these objects' beginnings.





## **UPSIDE EATS**

Branding, packaging, & photography.

This project was very personal to me. I went through a phase where I needed to eat gluten free products and found it difficult to find yummy ingredients or recipes at a reasonable price. It was always such a hassle finding the right products for what I needed and the options were limited. This inspired Upside Eats! Upside Eats provides costumers with dietary restrictions recipes and fresh ingredients in a subscription box form.



**Hi there, sugar!**  
**Your sample recipe is:**  
Mallow & Fudge  
Cinnamon Bars

*This month's delicious recipe is one of Jen's favorites. Yummy and dairy, wheat, and soy free!*



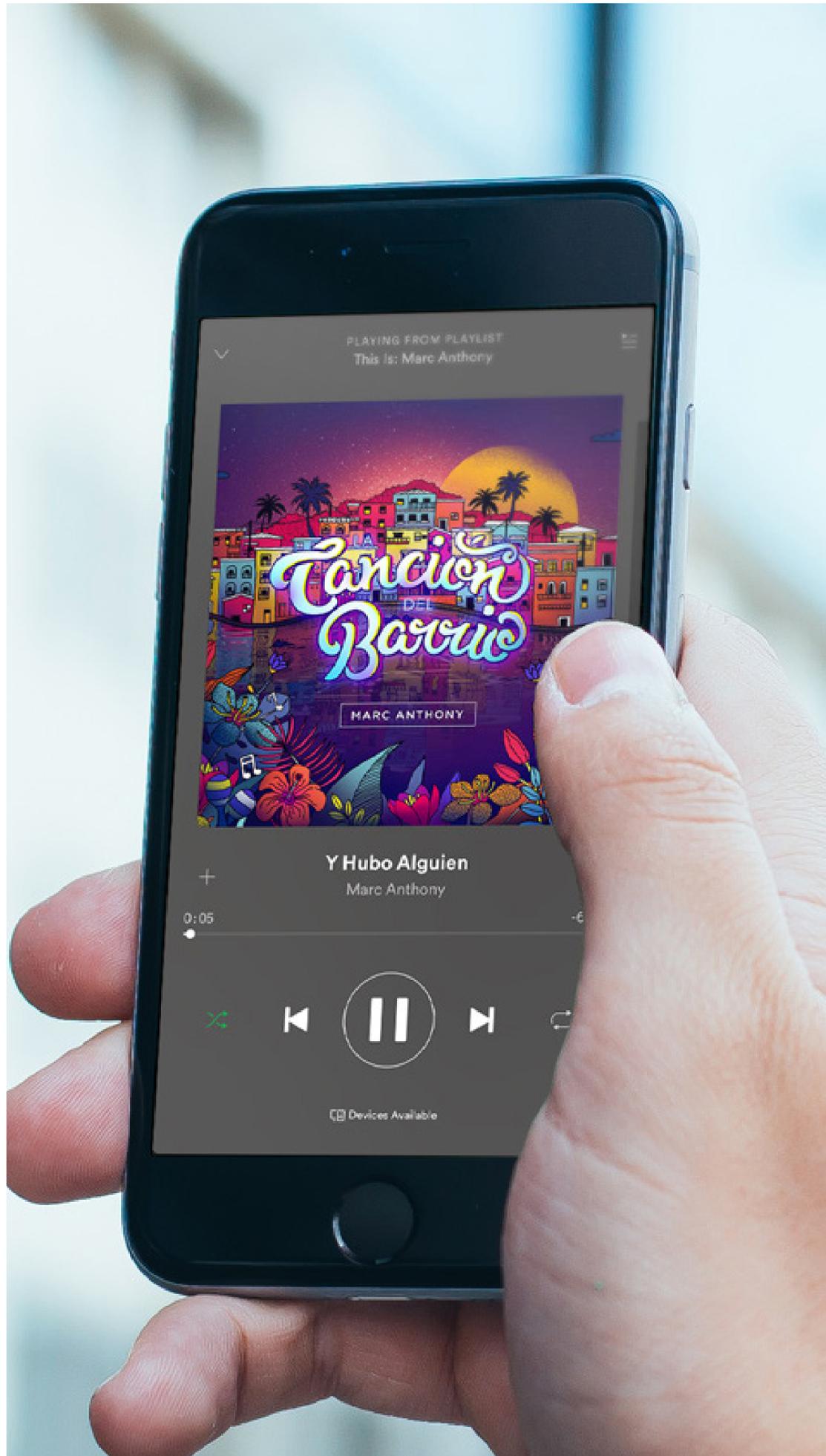




## LA CANCION DEL BARRIO

Branding & illustration.

I've been listening to salsa music ever since I was a little girl. Something I've always found fascinating about salsa is that it inspires people to dance as they come together for a good time. Marc Anthony is an icon in the Latin music industry and he is known for his salsa music hits. I wanted this album and tour to represent the happiness and familiar notions salsa music brings. This is done through the use of bright colors and illustrations of Puerto Rican barrios where block parties bringing people together to eat, laugh, and dance are a common thing.





Praise for Mel

"A new way to loo

"It's interesting t

# Melodía

MARC ANTHONY'S RISE TO FAME

TIFFANY LOWE