



**P O R  
T F O  
L I O**

Jenn Gaudio 2017

203.393.6949  
jg6762a@student.american.edu  
jenngaudio.Carbonmade.com



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# hello!

*Jenn Gaudio* is a web designer, photographer, and illustrator in the digital age. Trained as a graphic designer at American University in Washington DC, she performs at the fulcrum of beauty and visual arts to craft memorable experiences both online and in the real world.

“strive to save the world from bad design while creating lasting experiences”

## Experience

**Brand Identity Designer**  
at Beech Construction Fall 2016 – 2017  
Create brand Identity for high end landscape design company

**Promo Graphic Designer**  
at American University SOC Program  
Fall 2015 – Present Washington, DC  
Promo design for AU-SOC events for students and faculty.

## Education

**BA in Graphic Design & Computer Science @ American University**  
2015 Spring - Present

## Exhibitions

**2016 AU Art Show**  
Katzen Washington DC

## Clients

Beech Construction, YOLO Cosmetics

## Specialties

Design, Photography, Illustration

## Skills

Adobe Creative Suite, HTML5 & CSS3, JQuery, Microsoft Office Suite, Digital (DSLR, SLR) & Film Photography

[jg6762a@student.american.edu](mailto:jg6762a@student.american.edu)  
[jenngaudio.carbonmade.com](http://jenngaudio.carbonmade.com)  
[linkedin.com/jennifergaudio96](https://www.linkedin.com/jennifergaudio96)  
[instagram.com/jenngga](https://www.instagram.com/jenngga)  
203.393.6949

# *Web*

## *TEXT IN MOVEMENT*

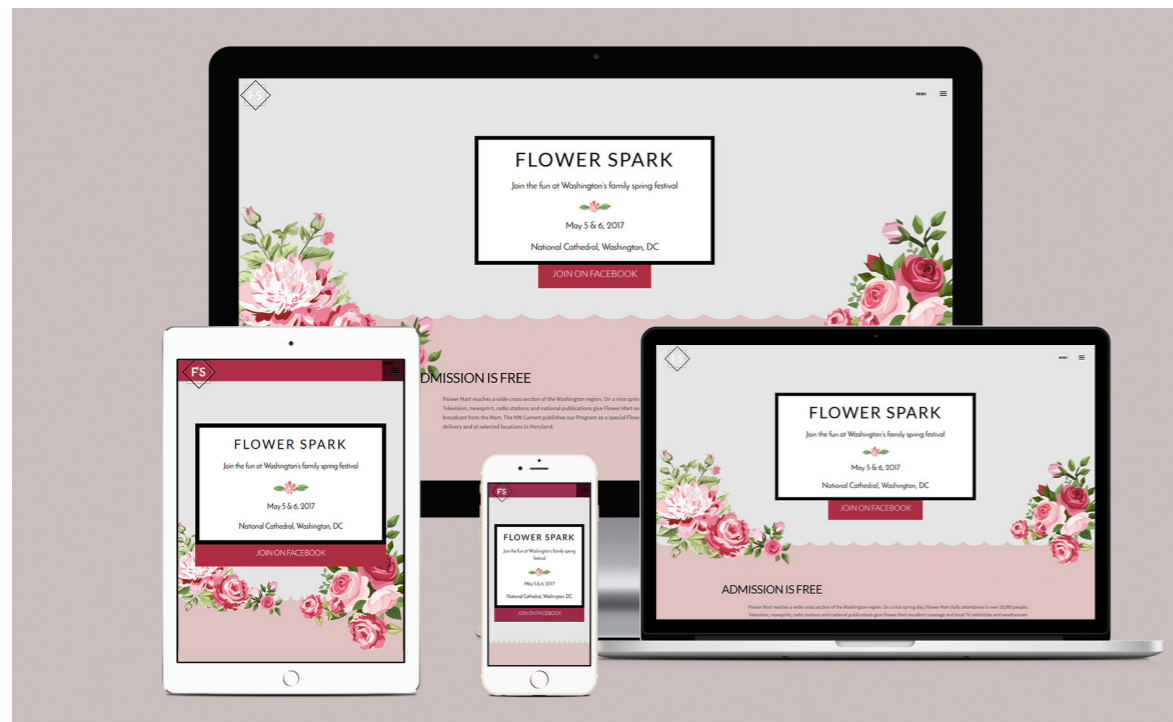
In the unified area, text is linked to other pieces of information through space and image. However, images are reduced in their format and organized in a typographical manner, linking both text and image. Such layout creates an interactive playing field for the mind in the real world.



# FLOWER SPARK



WEB



Responsive showcase

## Flower Spark

Fall 2016

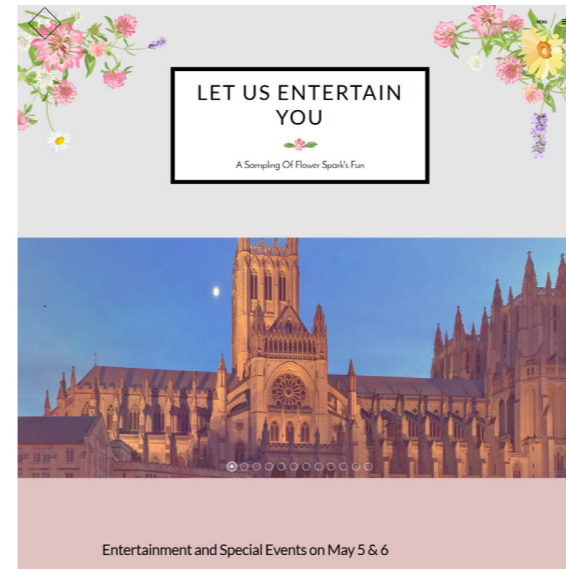
### Website

Flower festival held at Washington National Cathedral in DC.

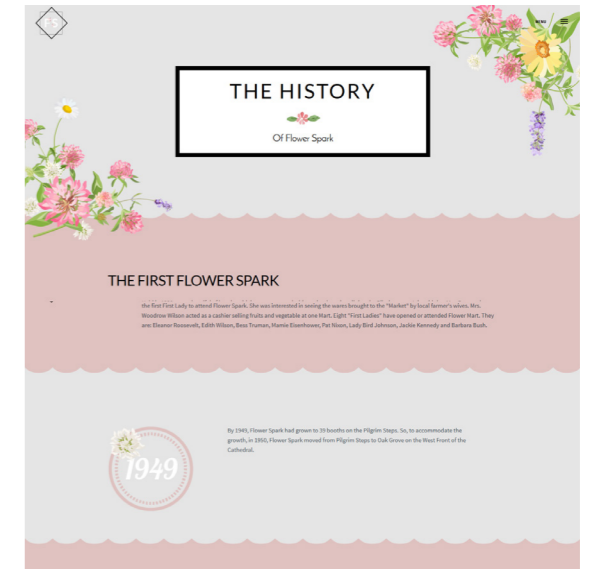
Website for a festival welcoming spring with flower booths and activities for all. This project was approached by using cool grays and pinks contrasting the bright and poppy flowers, which by utilizing jQuery move with the cursor on the web-page.



iphone & ipad



Activities page



History page

[http://jenngaudio.x10host.com/Flower\\_Spark](http://jenngaudio.x10host.com/Flower_Spark)



# *Photography*

*TEXTURIZE*

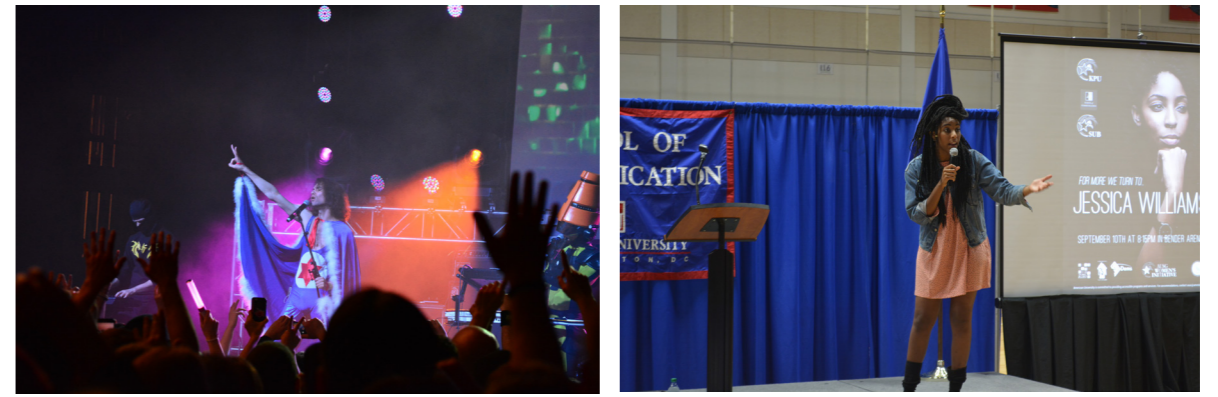
Photography is capturing life's most precious and fleeting moments, and forging them into timeless memories. While I primarily shoot wildlife, I also enjoy photographing events and people in their natural habitat- having fun and goofing off. It's highly important to have the subject be comfortable in front of the camera so I can capture their true self.



“*As an ongoing photography project, I find myself looking for nature’s most profound, ordinary, and beautiful moments that make you wonder, “what is that?” I love to travel and hardly go anywhere without my Nikon.*”

View Hi-Res images on my Carbonmade!  
[jenngaudio.carbonmade.com](http://jenngaudio.carbonmade.com)





“ In Washington DC there are events every day, each occasion is an opportunity for the perfect photograph. I strive to capture each moment and exhibit emotion through color and framing. ”

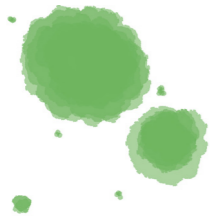




# *Identity*

## *WHO ARE YOU?*

Creating a products identity takes time and dedication working with a client for their preferences. I do not take this process lightly, often creating five mood boards utilizing the clients wishes as well as my expertise. My goal is to create a harmonic composition users will enjoy and clients will love.



## YOLO Cosmetics

Fall 2016

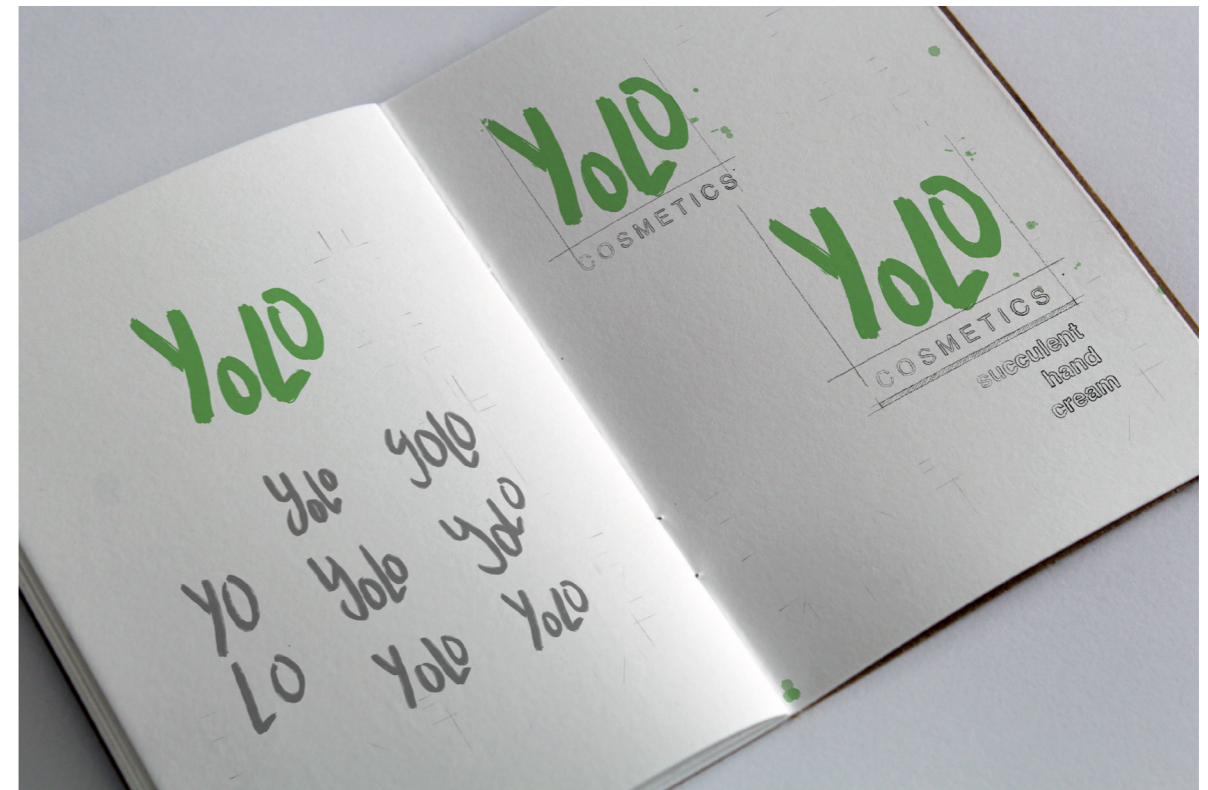
### Branding & logo

Local small business in Connecticut specializing in facial cosmetics.

The concept for this began with the clients want for a modern pharmaceutical design contrasting the lively name, YOLO. A vibrant green shade was chosen for these products to highlight the blend of organic ingredients.



Projection of finished labels on product



Sketch stage of logo design



# AU-SOC

 SCHOOL of COMMUNICATION  
AMERICAN UNIVERSITY • WASHINGTON, DC

IDENTITY



“ For many of my pieces in the AU promo design series, I was usually confined to a standardized layout created by someone who was not graphically trained. However, when the time was right and I could branch off on my own accord, I tried to create a systematic approach using a bold centralized image in addition to large type. ”

## AU-SOC

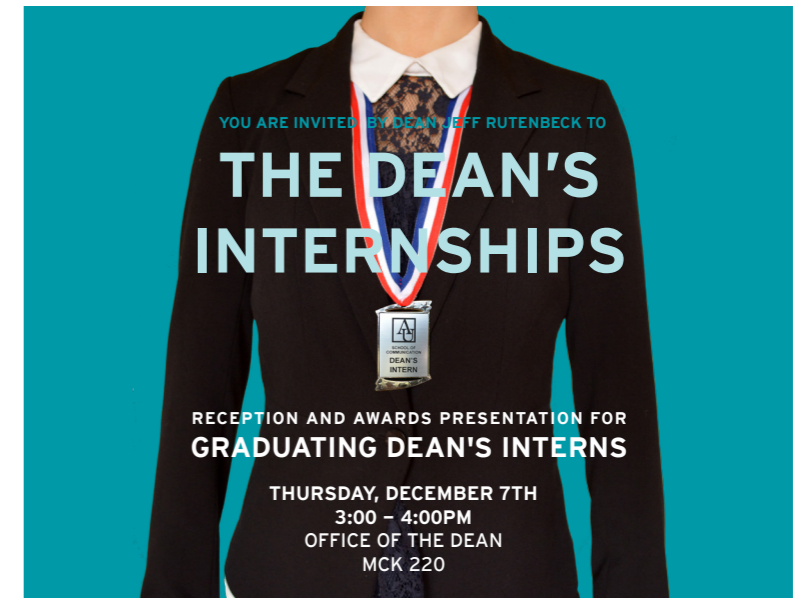
Fall 2015- Present

Promo Graphic Designer

at American University SOC Program

Washington, DC

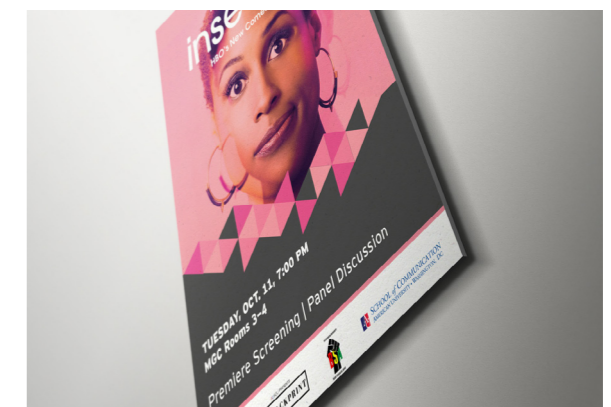
Event design for AU -SOC utilizing WONK Branding of Friendly Design Co.



Dean's Internships program utilizing personal photography and assets



Jessica Williams at AU-SOC event 2015



Promo for screening of insecure starring Deshaun Robinson



## Beech Construction llc.

2016 Fall – 2017

### Brand Identity Designer

Woman owned business in Connecticut specializing in niche market construction projects.

Create brand Identity and website for high end landscape and construction design company.

This concept began with the want for a "retro" but timely look.

IDENTITY



Print media and logo showcase of branding guidelines



Logo pyrographed into a cut of wood



Process behind the logo creation. Constructed variations of logos until client was pleased with the final outcome.

# *Illustration*

## *BURST*

As an illustrator, I am constantly broadening my horizons through different media and techniques used. My illustrations tell stories and make the viewer want to learn more about the profiled individual or action occurring. Typically my Illustrations are drawn in pencil and paper, then drawn or vectored digitally using My Wacom pen.

# POP ART GIRLS



## POP ART GIRLS

2017

### Personal Illustration Project

The process began by desiring an almost “pin-up-girl”-esq feeling but modernized. By using bright colors and hues, the forms seem to almost vibrate with each other. The tufts and curls in the bright yellow hair immediately bring focus to her face as she looks to the distance.



Close up of Her face



Process behind the making of this illustration