

Alyssa Gardner
GRAPHIC
DESIGNER

PDF PORTFOLIO
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# SALTED MELON MARKET & EATERY



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# SALTED MELON MARKET & EATERY

BRAND DESIGN, MENU DESIGN, ENVIRONMENTAL GRAPHICS & SIGNAGE, WIX WEB DESIGN, PACKAGING, MERCH

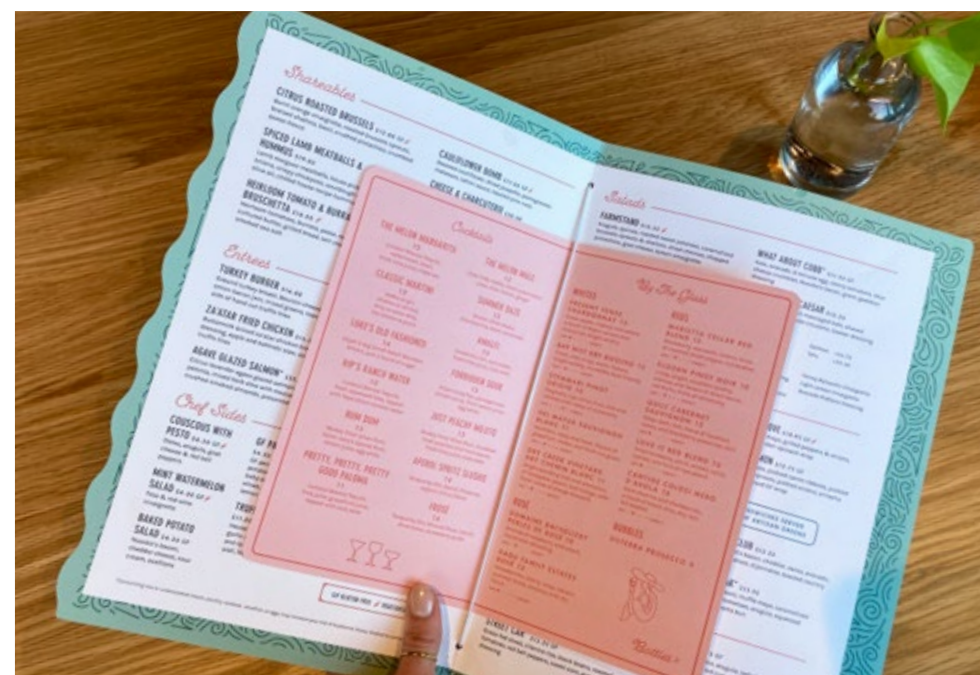
The Plaid Penguin worked with the team behind Reid's Fine Foods to create a bright, young, neighborhood spot that would become an every day stop for Charlotte's South Enders. Salted Melon's market carries trendy grocery items, healthy to-go meals, and serves vibrant dishes and cocktails in their full-service eatery. The name Salted Melon is an ode to Southern tradition and putting a gourmet spin on classic food.

Inspired by Wes Anderson's work, the brand utilized limited color palettes, symmetry, subtle humor, and charming European-inspired illustrations. Throughout signage, the website, and other collateral, I use tone-on-tone color treatments and intricate line art, balancing with the less detailed illustrations.



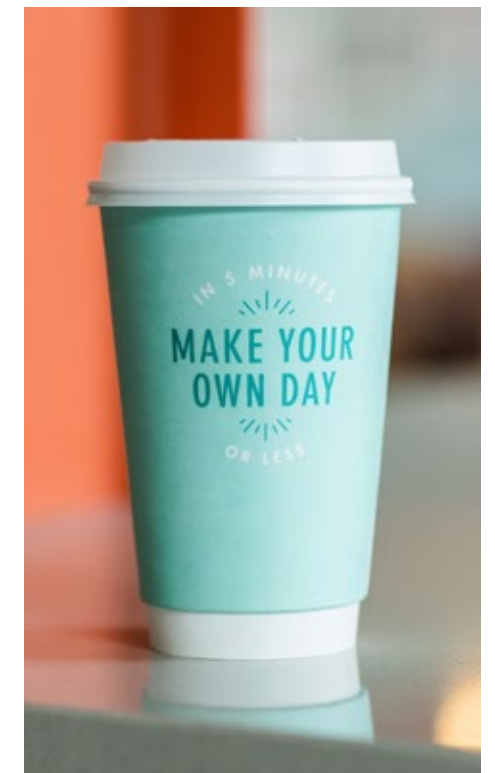
SALTEDMELON.COM





Salted EVERYDAY GOURMET  
Melon

MARKET  
SALTED & MELON  
EATERY





# THE ROYAL TOT



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# THE ROYAL TOT

BRAND DESIGN, ILLUSTRATION, WIX WEB DESIGN

The Plaid Penguin team had the pleasure of working with ETA Hospitality Group on their imaginative upscale tiki bar. The name references the daily rum rations given to sailors in the British navy—fitting as rum is a core ingredient of tiki cocktails.

Upon conception, The Royal Tot was destined to be filled with vibrant color, tropical plants, and Easter eggs that would transport guests to another place. I wanted to create a bold logo that could be easily translated using different materials and fabrication methods by the ETA team. I also developed an illustration style that was based on a vintage Disney poster, with jagged hand-cut shapes and saturated color with texture adding depth to every form. It has an artistic, tropical look reminiscent of the rough carvings and illustrations from Polynesian culture. Birds are a common theme throughout the brand experience, and become familiar characters you can see hidden in the interior decor, on menus, and more.

My illustrations are featured on postcards, menus, coasters, social posts and email campaigns. The more simple iconography came into play on items such as printed glassware and bar mats.







PINNACLE  
PEACH WHEAT ALE



AG

# PINNACLE PEACH WHEAT ALE

BRAND DESIGN, PACKAGING, ILLUSTRATION

In honor of meeting the year before at AIGA Charlotte's Beer and Branding event, Elle Sommerville and I teamed up to brand a Peach Wheat Ale brewed by a local brewer. The beer was going to be unveiled in October, the peak or "pinnacle" of the North Carolina outdoors season, which served as our main source of inspiration. This beer was crafted for those out enjoying the mountains and we aimed to capture a positive, outdoorsy vibe with hand-drawn type and textured illustrations.

Elle and I collaborated on both the hand-lettering and illustration and layout of all other materials. We placed second in the competition!







WALWORTH COUNTY  
BEEKEEPERS ASSOCIATION



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# WALWORTH COUNTY BEEKEEPERS ASSOCIATION

BRAND DESIGN, MERCH

I recently connected with a beekeeper in Wisconsin who wanted a new look for their group. My goal was to design a brand that set the WCBA apart from others in the community, with a bold personality that would intrigue new beekeepers and look great on apparel.

Beekeeping has been practiced since the colonization of America. To honor the long-standing tradition, I created a vintage, heritage feel through classic typefaces and simple illustration. I chose an upward slanting script to mimic the flight paths of bees as well as the complex dances they use to communicate with one another. An image of a bee was a must for the mark, and I sketched many iterations to strike the right balance of simplicity and detail to make the bee recognizable while still being somewhat realistic.



**W·C·B·A**  
WISCONSIN





# MIDNIGHT MULLIGAN BREWING



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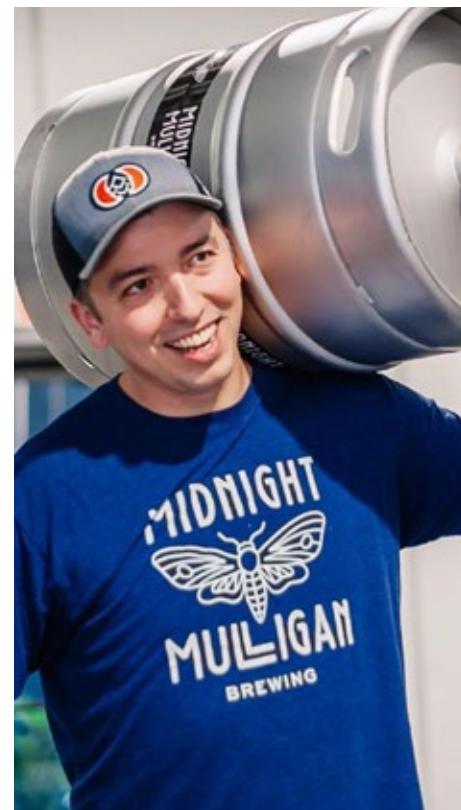
# MIDNIGHT MULLIGAN BREWING

## BRAND DESIGN

The Plaid Penguin team was approached by a team of brewers looking to brand their new brewery in the up and coming Wesley Heights area. They had been working towards this opening for years, and wanted a masculine, bold brand that would stand out amongst the other 60-some breweries in Charlotte.

The name Midnight Mulligan inspired a brand that is dark and somewhat celestial. It speaks to the idea of a second chance, reflective of the hard work and resilience the team put into realizing their dream despite the roadblocks they had overcome.

To represent following a dream, I developed a monoline moth following a more organic “MM” flame.





# OPTIMIST HALL



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# OPTIMIST HALL

MERCH, ILLUSTRATION, SIGNAGE, SOCIAL MEDIA

Charlotte's favorite food hall has a lot of personality to play with. To match the energy of the many stalls and happy patrons, the messaging is cheeky, the type is bold, and the colors are bright. My illustrations have a friendly, hand drawn look that is achieved both by analog drawing and scanning, as well as Procreate. Fonts are fun and ever-changing throughout signage, digital marketing, and merch.



See all of the social media graphics & animations I've created for OH at @optimisthallclt while working at The Plaid Penguin



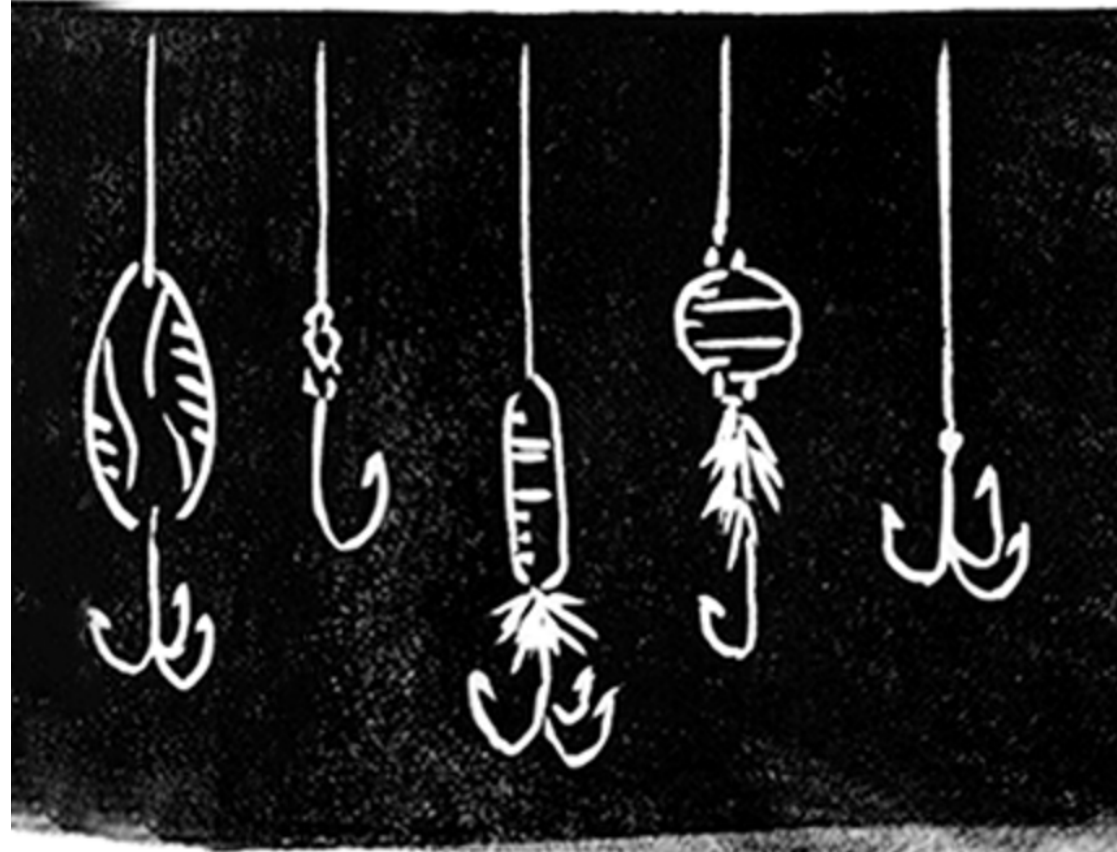
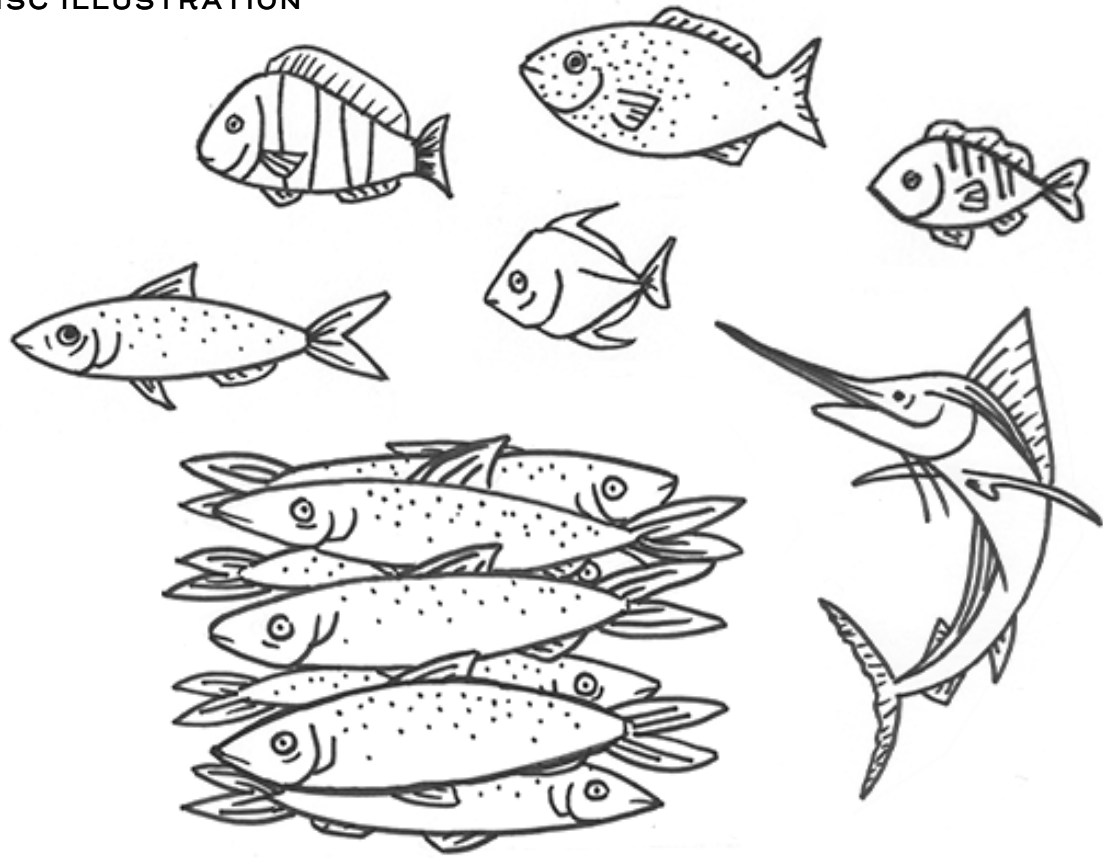


# ILLUSTRATION



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MISC ILLUSTRATION



MISC ILLUSTRATION





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↳ PASSWORD: TAKEALOOK



## EDUCATION

### University of Cincinnati

CINCINNATI, OH \* CLASS OF 2018

College of Design, Architecture, Art, and Planning  
Graphic Communication Design Major

Participated in the Professional Practice Program alternating semesters of study with work in the field of graphic design

## HONORS & ACTIVITIES

Cincinnatus Scholar, Richard and Jean Coyne Family Scholar, Dean's List all semesters, UC Mural Design Contest Winner, Queen Bee Half Marathon Poster Contest Winner, AIGA Member

## SKILLS

|              |                  |               |
|--------------|------------------|---------------|
| Illustrator  | SparkAR          | Illustration  |
| Photoshop    | Microsoft Office | Linocut       |
| AfterEffects | Google Suite     | Storyboarding |
| Premiere Pro | Monday.com       | Animation     |
| InDesign     | HTML & CSS       | Wireframing   |
| Sketch       | Wix              | Copywriting   |
| InVision     | Procreate        |               |
| Cinema4D     |                  |               |

## INTERESTS

Crafting, thrifting, floral design, live music, stand-up comedy, sand volleyball, museums, nature, sustainability

## EXPERIENCE

### The Plaid Penguin

CHARLOTTE, NC \* JUL 2020-OCT 2022

**Senior Brand Designer:** Created and curated memorable brands within the food, beverage, and hospitality industry.

- Designed brand identities that include logos and supporting marks, illustrations, patterns, typography and photo treatments
- Provided ongoing creative support designing collateral, email and social campaigns, menus, print and digital advertisements, signage, merch and packaging
- Illustrated elements in various styles to enhance brands and materials
- Created and maintained websites for new and existing clients
- Prepared final artwork for print production on various packaging, merchandise, and signage

### Atypic Craft

CHARLOTTE, NC \* NOV 2019-APR 2020

**Junior Graphic Designer:** Worked within brand standards to design social media campaigns and assisted with preliminary steps of web design.

- Designed static and animated social media posts
- Created augmented reality Instagram filters
- Organized site maps for senior web designers

### Wheelhouse Media

CHARLOTTE, NC \* SEPT 2018-SEPT 2019

**Graphic and Motion Designer:** Designed and applied motion graphics to video pieces to better tell a story.

- Executed motion pieces from concept to storyboard through animation and final delivery
- Designed and illustrated files for animation
- Collaborated with developers to create Augmented Reality app experiences
- Edited video footage to tell brands' and individuals' stories in effective and intriguing sequences

### UC Sustainability

CINCINNATI, OH \* AUG 2016-AUG 2018

**Graphic Designer/Advocate:** Designed event flyers, planned and executed outreach events promoting sustainability on campus.

### David Stark Design and Production

BROOKLYN, NY \* AUGUST-DECEMBER 2017

**Graphic & Event Design Co-op:** Created visual identities, environmental graphics, and smaller typographic pieces for events. Prepared final artwork for production on various materials and applications, directed event installation.

### Fossil Group

RICHARDSON, TX \* JAN-APR 2017

**Graphic Design Co-op:** Experimented with markmaking methods and illustration styles to make imagery for new products and marketing pieces. Conceptualized and presented a case study about streamlining Fossil's in-store and online shopping experience.

### Gallagher and Associates

SILVER SPRING, MD \* MAY-AUG 2016

**Graphic Design Co-op:** Designed environmental graphics for exhibits working within existing design systems, selected materials, and prepared artwork for various production methods.

### Kraemer Design + Production, Inc.

CINCINNATI, OH \* JAN-MAY, AUG-DEC 2015

**Graphic Design Co-op:** Designed and illustrated environmental graphics for children's exhibits, led client discussions and prepared artwork for production.

### Freelance

ANYWHERE & EVERYWHERE \*

AUG 2013-PRESENT

**Graphic Designer, Illustrator, and Animator**

## REFERENCES

### Eddy Dolan

CREATIVE ART DIRECTOR AT THE PLAID PENGUIN

eddy@theplaidpenguin.com  
336.403.5922

### Joe Haubehofer

CEO OF THE PLAID PENGUIN

joe@theplaidpenguin.com  
952.210.9397

### Dave Mason

PAST HEAD MOTION DESIGNER AT WHEELHOUSE MEDIA, CXO OF DOVEY

dave@doveydates.com  
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### David Loock

OWNER OF DIGITAL DAVID AND CHEF MEDIA GROUP

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