

# Graphic *Design* Portfolio

DESIGN BY:

Davon Gomez

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LOCATION:

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Welcome.



## DAVON GOMEZ

Graphic Designer

I'm a passionate and detail-driven graphic designer based in New England, dedicated to crafting thoughtful, visually compelling work that communicates with clarity and impact. I earned my B.A. in Graphic Design and Media Arts from Southern New Hampshire University, graduating summa cum laude, and have continued to build on that foundation through hands-on experience and creative exploration.

One of my most rewarding collaborations has been with the Rose Arts Festival in Norwich, CT. What began as a school-credit internship in 2022 evolved into a two-year volunteer role as Brand Manager and Lead Graphic Designer (2023-24). In 2025, I supported the festival as a freelance designer, continuing to contribute to its evolving visual identity.

I approach each project with curiosity, care, and a strong sense of collaboration. Whether refining existing visuals or developing new materials, I aim to ensure every design is both intentional and impactful.

About Designer.

## EDUCATION

2024  
B.A. Graphic Design & Media Arts  
*Summa Cum Laude*  
Southern New Hampshire University

2022  
Marketing Certificate  
CT State Community College

## WORK EXPERIENCE

Jan. - Jul. 2025  
Freelance Graphic Designer  
*Rose Arts Festival | Norwich, Connecticut*

Apr. 2022 - Jul. 2024  
Brand Manager & Lead Graphic Designer  
*Rose Arts Festival | Norwich, Connecticut*

## SKILLS

Photography



InDesign



Photoshop



Final Cut Pro



HTML & CSS



Layout Design



# 01.

## *Festival Posters*

By building on the Rose Arts Festival's established branding, I designed a series of event posters that balanced visual consistency with unique character. Through subtle adjustments to background elements, layout, and color palette, each piece maintained a unified aesthetic while still reflecting the distinct theme or focus of that year. The goal was to create designs that felt cohesive as a collection, yet allowed each poster to stand out on its own. This approach helped reinforce the festival's identity while keeping the visuals engaging and fresh year to year.

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*Festival Posters*



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# 02.

## *Logo Creation*

This collection features two original logo designs, each developed to visually represent a brand's core identity with clarity and intention. Careful consideration was given to typography, color palettes, and symbolic elements to ensure each design communicates effectively across a range of mediums. From initial concept sketches to refined digital execution, the process focused on building logos that are not only visually striking, but also functional, scalable, and aligned with the brand's values. Whether capturing a sense of calm and nature or conveying professionalism and trust, both logos aim to leave a lasting impression through thoughtful, purpose-driven design.

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# 03.

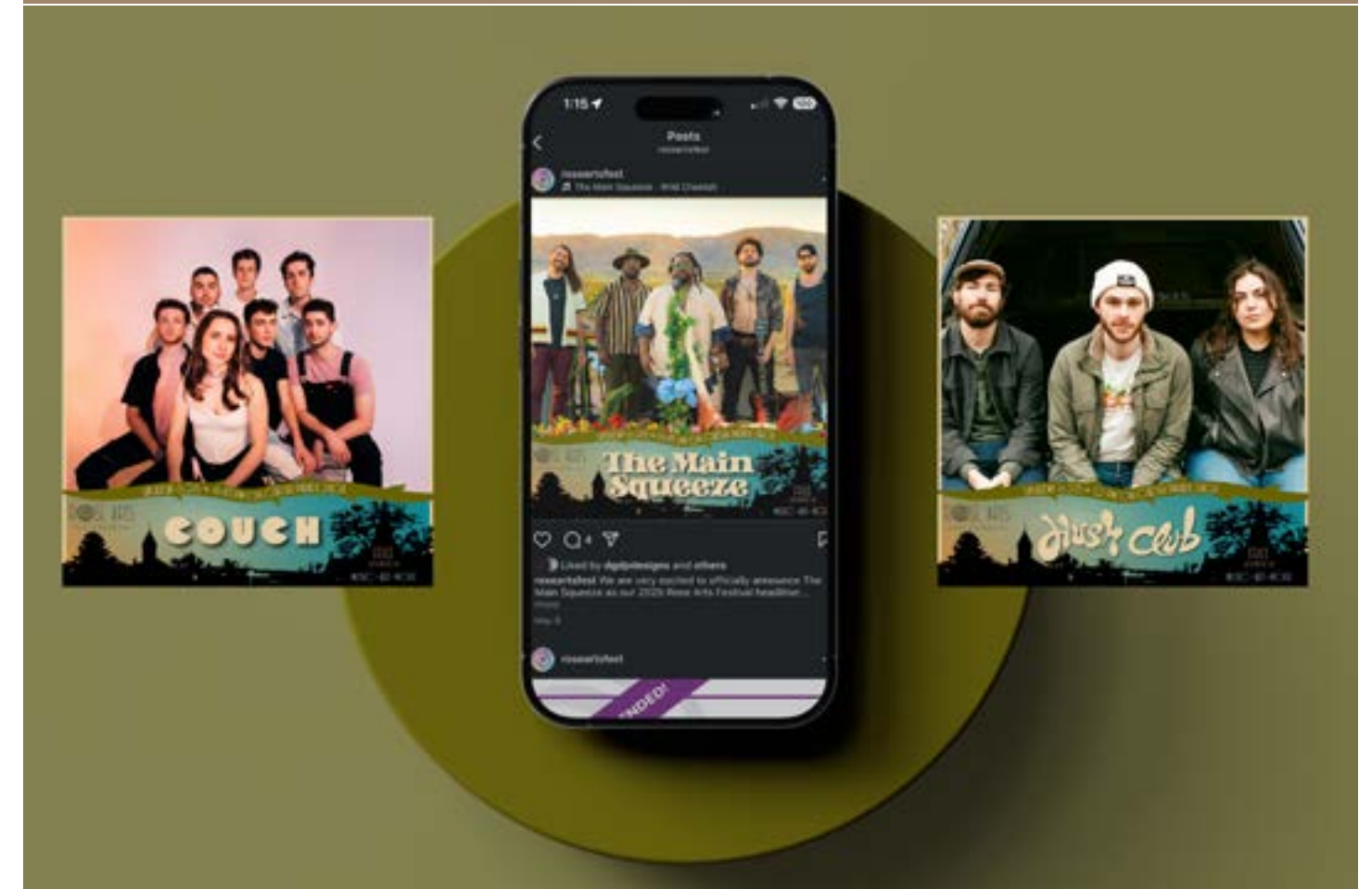
## *Social Media Campaigns*

This collection highlights two distinct social media campaigns created to engage audiences through compelling visuals, brand consistency, and purposeful messaging. Each campaign was tailored to its specific audience and platform, with attention to format, hierarchy, and tone. From concept development to final asset delivery, these designs demonstrate an understanding of how to communicate clearly and creatively in fast-paced digital environments—maximizing reach, encouraging interaction, and reinforcing brand presence.

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# 04.

## *Event Collateral*

A selection of branded event materials designed to support promotion, engagement, and overall visual cohesion. This set includes both print and wearable pieces—each created to reflect the event’s identity while being functional, eye-catching, and audience-appropriate. From keepsake merchandise to small-format promotional prints, every element was thoughtfully crafted to feel connected yet distinct, helping to build anticipation and leave a lasting impression long after the event ends.

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# 05.

## *Custom Christmas Cards*

A personal and creative series of custom Christmas cards that combine thoughtful design with storytelling and seasonal charm. Each card was developed with a unique concept in mind—often blending humor, nostalgia, and meaningful themes—while staying true to a cohesive visual identity. These pieces reflect a strong eye for composition, typography, and detail, and showcase how design can bring joy, personality, and memorability to even the smallest printed pieces.

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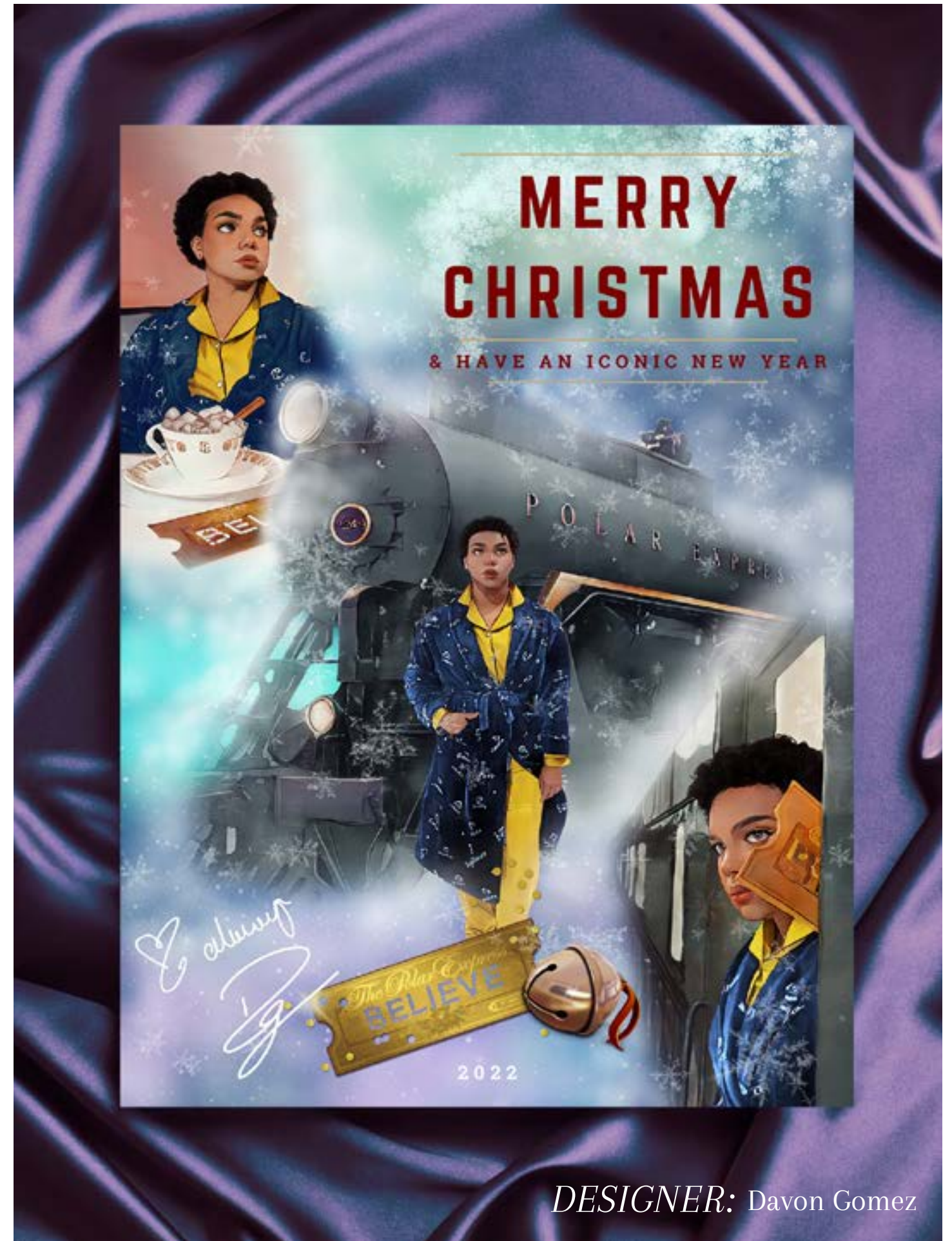
*DESIGNER:* Davon Gomez

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*Custom Christmas Cards*



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# Thank *You* The End.

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