



PORTFOLIO



HELLO, I'M *Gwen*

What is design without individuality? Generic. That's why I view every project as an opportunity to help my clients fully express themselves. Whether you're looking for unique brand design or stylized photography, I will provide a personalized experience to deliver the perfect product that represents you.

TECHNICAL SKILLS

SOFTWARE

Adobe Illustrator, InDesign, Lightroom, Photoshop

GRAPHIC DESIGN

- Branding and development
- Vector illustration
- Typography
- Photo editing

PHOTOGRAPHY

Lifestyle/street, travel, portraiture, & nature

SOFT SKILLS

- Creative problem solving
- Attention to detail
- Customer empathy & satisfaction
- Finding solutions within limitations
- Client communication
- Personability
- Team collaboration

EXPERIENCE

INTERNSHIP

Design Manager & Graphic Designer
Open Quote Creative Design Agency
Liberty University

VICE PRESIDENCY

POV Photography Club
Liberty University

AIGA American Institute of Graphic Artists
Liberty University

EDUCATION

B.S. Graphic Design
Minor English
Expected May 2026
Liberty University, Lynchburg VA

CONTACT

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[behance.net/gwendolsigalas](https://www.behance.net/gwendolsigalas)

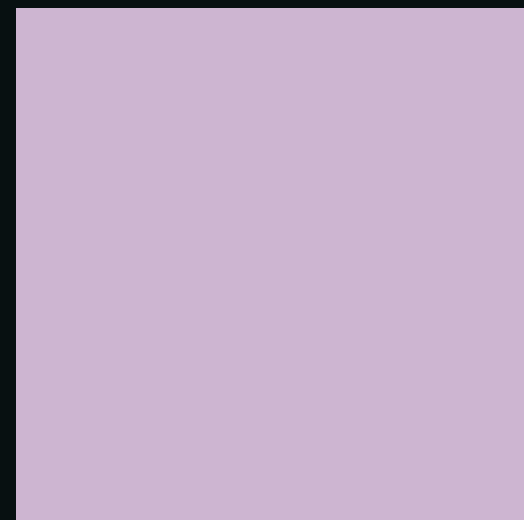
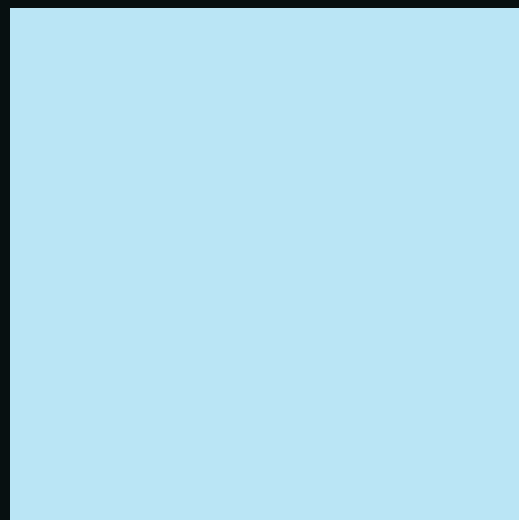
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01

SPACED OUT COFFEE CO.

Spaced Out Coffee Co. was created for a college assignment to create a brand identity for a fictitious coffee shop. I wanted to create a space for the “quiet kid” to sit back and relax with a good cup of coffee and even better vibes. Dim lighting and soft lofi beats create the perfect ambiance to clear your head and disassociate. Spaced Out’s brand assets set it apart from other coffee shops by creating a recognizable mascot, and the RGB lighting aesthetically rebels against the current coffee shop trends of neutrals and warm light.

COLORS



PRIMARY LOGO



ICONS SECONDARY



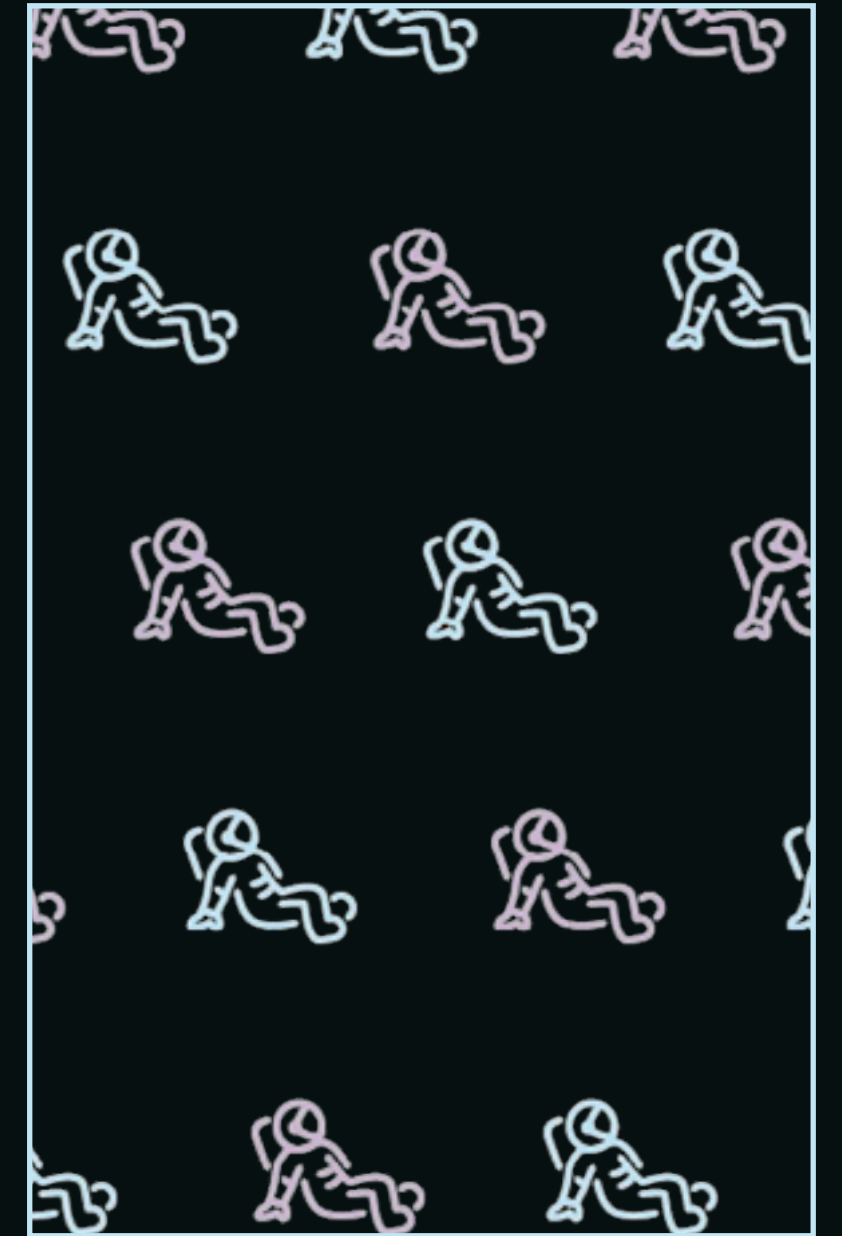
TYPOGRAPHY

Arboria Bold

Arboria Light Italic

Museo 500

PATTERNS





02 TRAVEL PHOTOGRAPHY

The following collection includes some of my best pictures from recent years. Included are shots from Mexico, including Cabo San Lucas, Puerto Vallarta, and Mazatlan. Additionally, I included pictures from what I consider to be my adventure spots—various spots in Virginia that are old or rundown, yet still contain a unique and haunting beauty.







03 SHENANDOAH VALLEY MUSIC FESTIVAL

Shenandoah Valley Music Festival™ is an annual non-profit festival held in Virginia dating back to 1963. For a class assignment, I had the pleasure of conducting a conceptual rebrand for the organization. This included creating a new logo, icons, patterns, letterhead, colors, and deliverables that all reflect SVMF's rich heritage. The assignment also included creating social media and a printed piece, for which I created a music festival poster and coloring page. SVMF's demographic is young families and 60+ couples.

COLORS



PRIMARY LOGO



ICONS



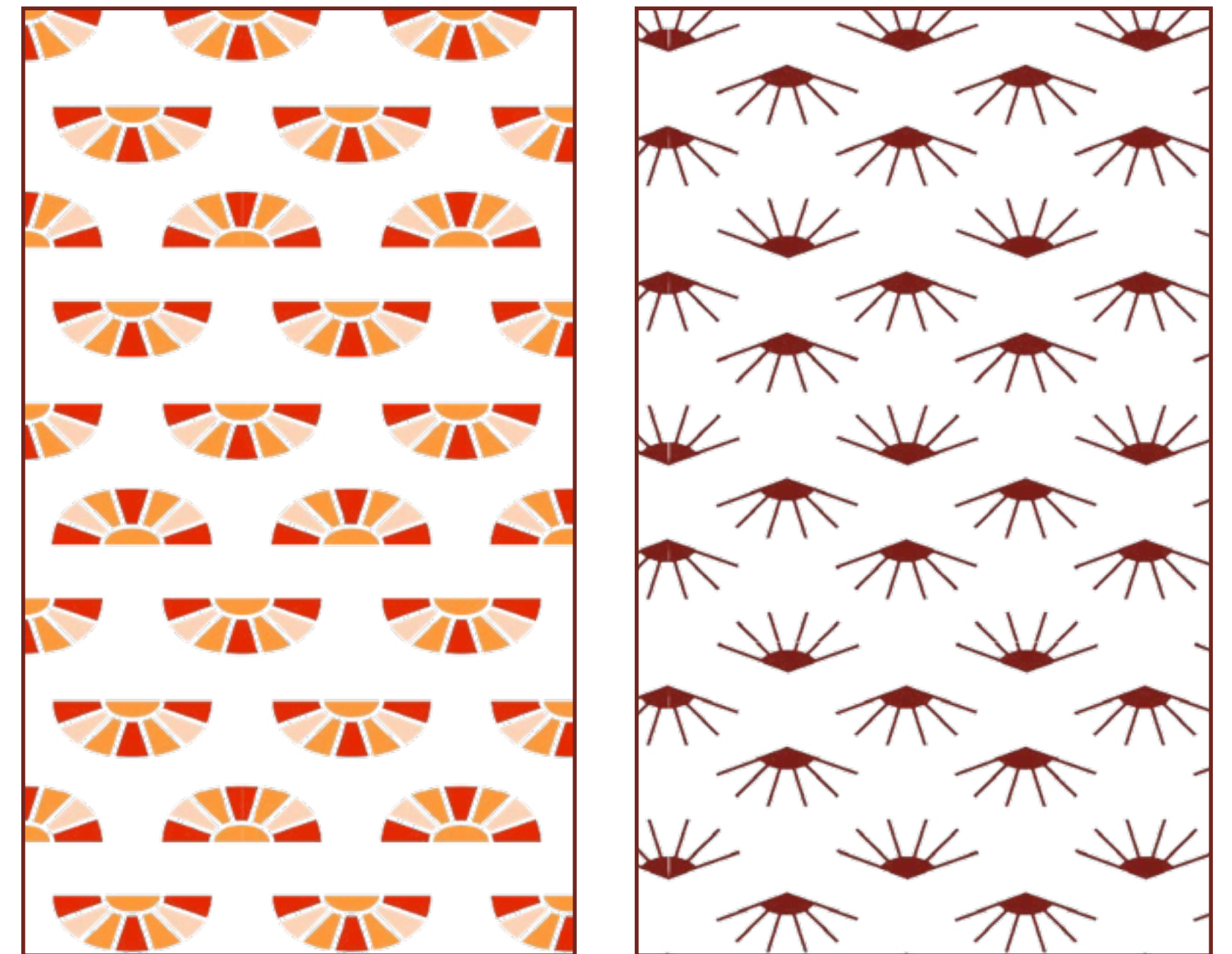
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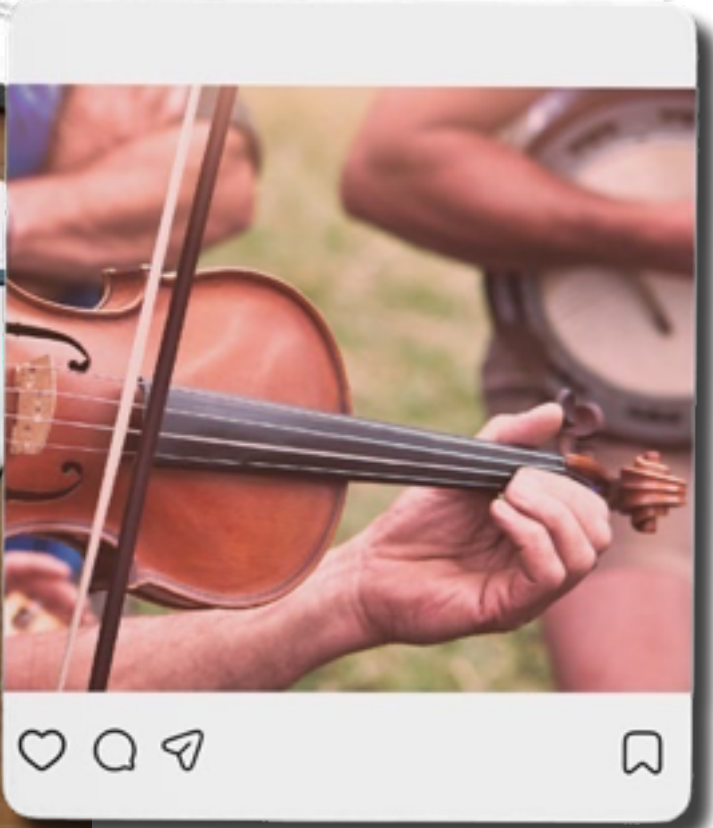
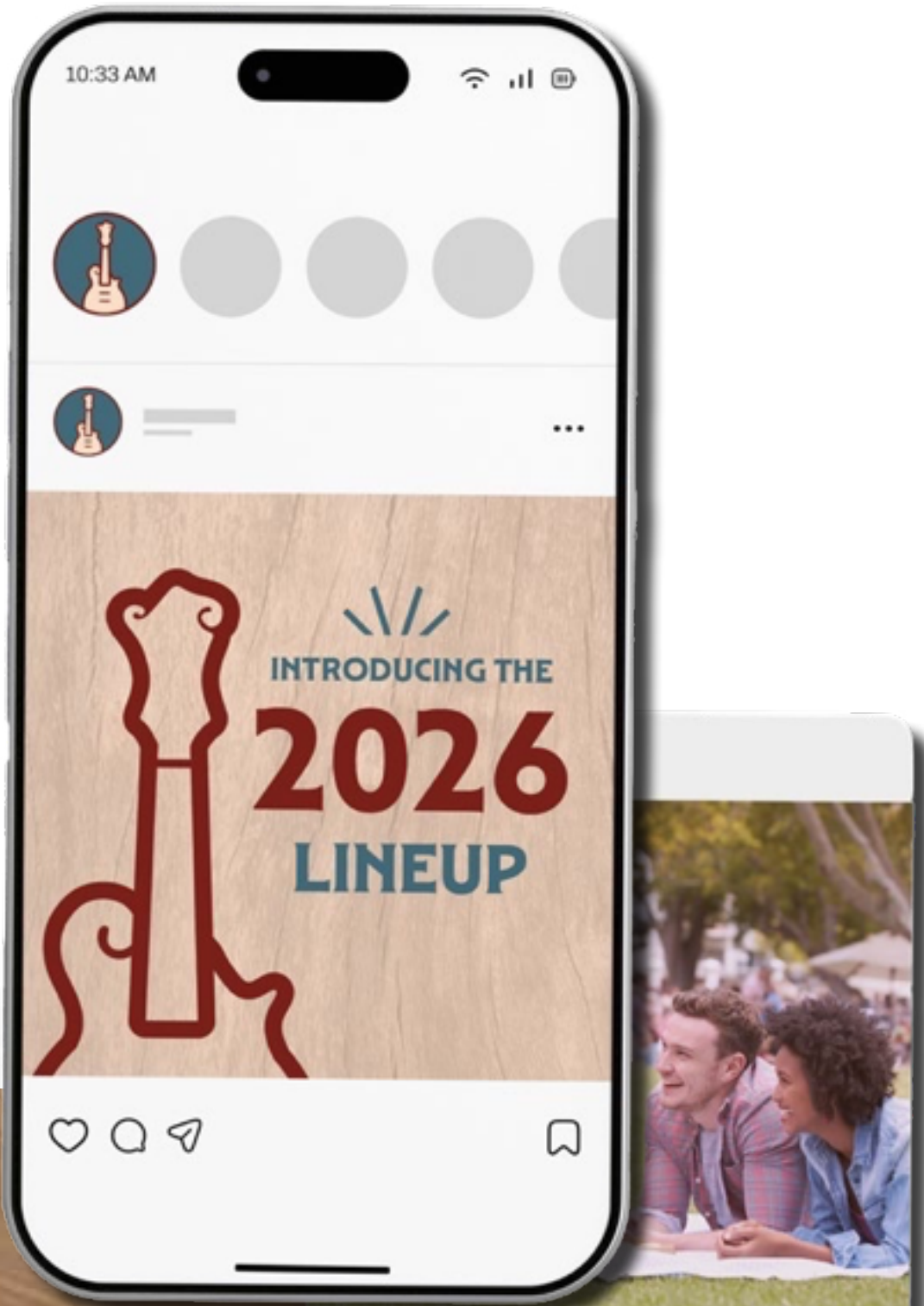
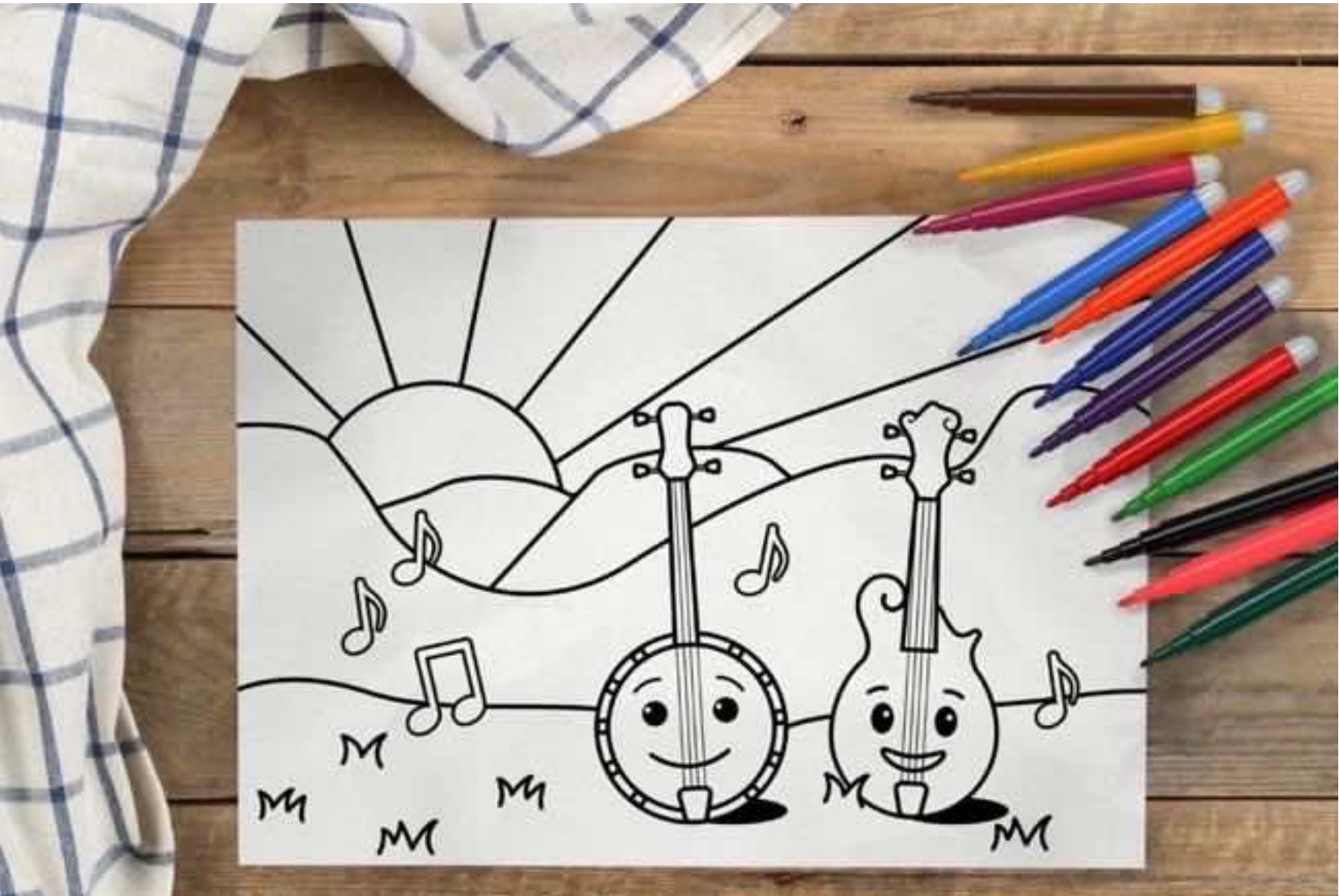


TYPOGRAPHY

Mendl Serif Dusk Bold
Mendl Sans Dusk Bold
Mendl Sans Dawn
URW Antiqua

PATTERNS



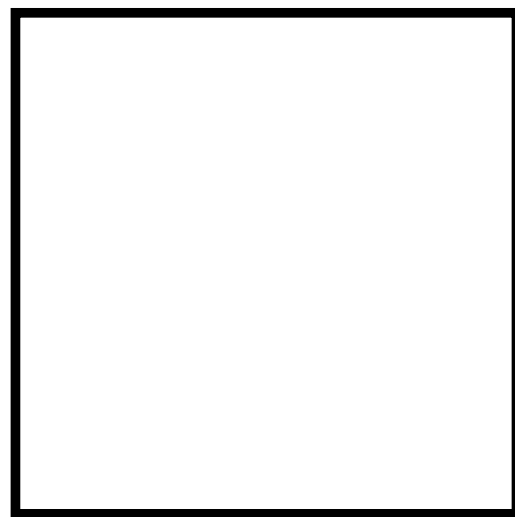


04 LAVA LIPS HOT SAUCE

Lava Lips Hot Sauce was the name assigned to me and my partner for which to design a brand identity for a class project. We were given a pitch that described the new hot sauce company as quirky and energetic, and we were given bold flavor name examples. Together my partner and I curated Lava Lips's brand identity with an ironic sense of humor, with sassy headlines and satirical imagery, with a touch of gold foiling to tie it all together.

Created with Dani Martinez

COLORS



ILLUSTRATION



PRIMARY LOGO



ICONS



SECONDARY



TYPOGRAPHY

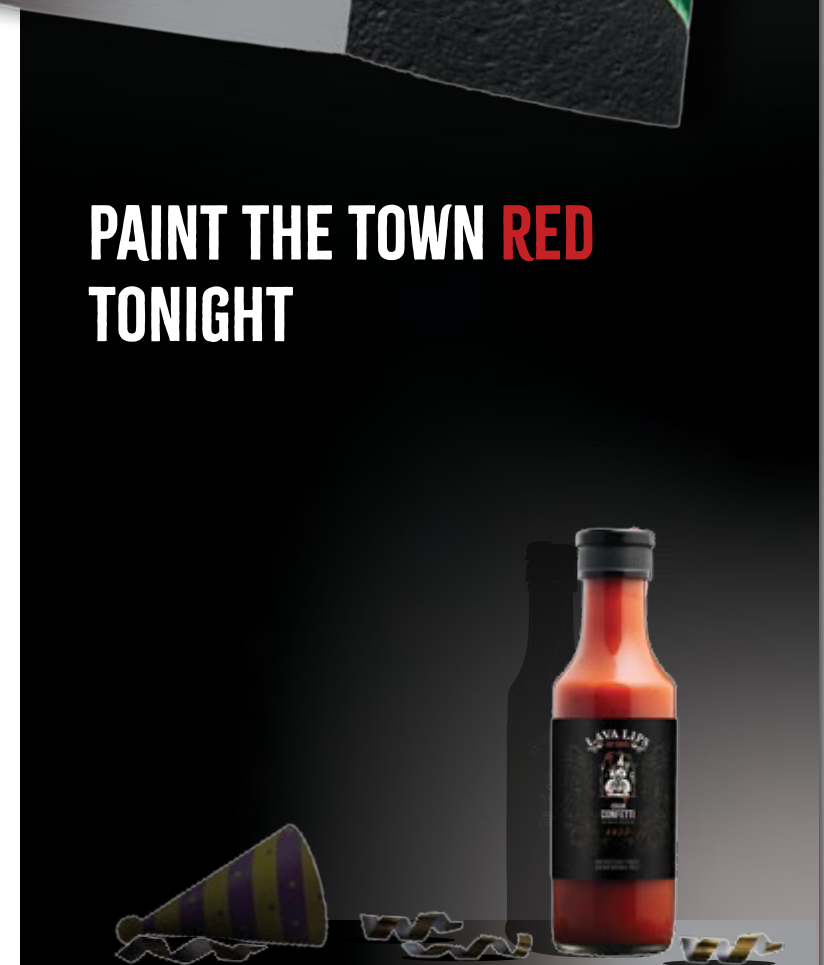
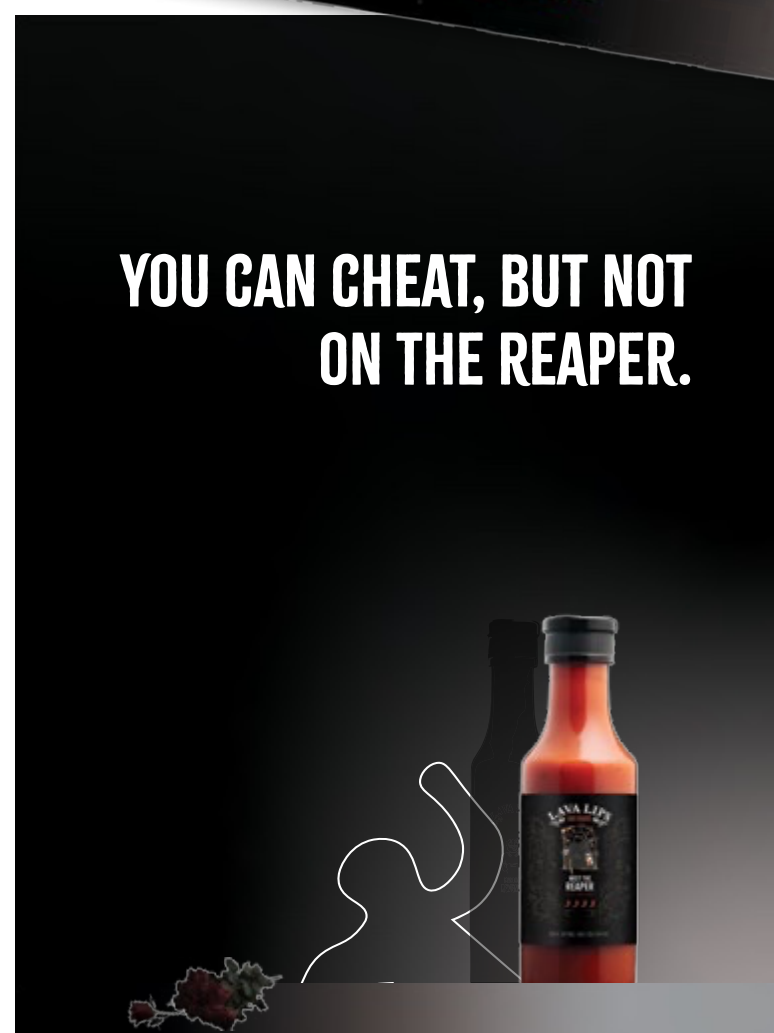
CITRUS GOTHIC SOLID

NOVECENTO SANS COND

Belda Norm Medium

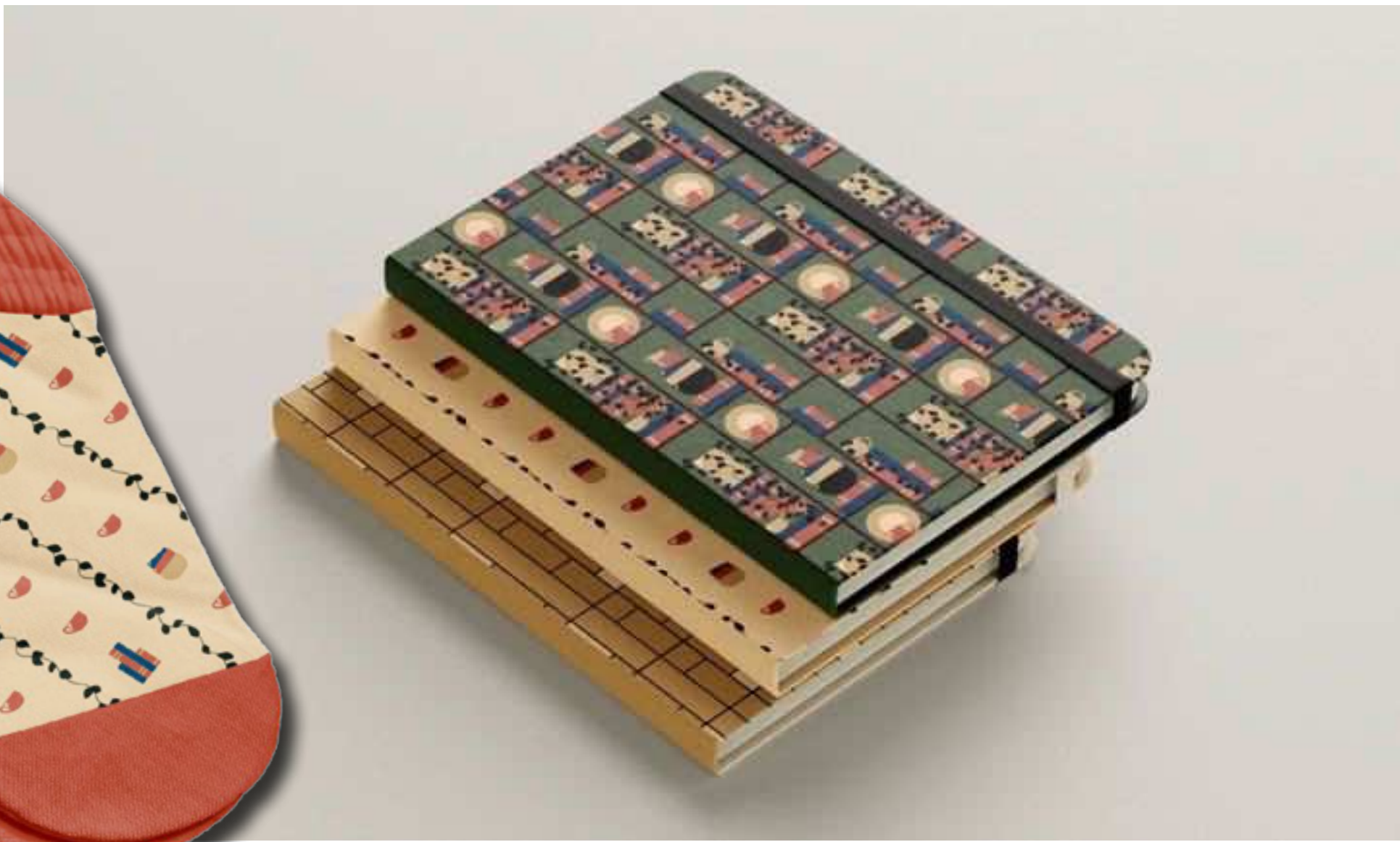
PATTERNS





05 CLUTTERED MINDS PATTERN SET

“Cluttered Minds” is a tri-set of matching patterns, which was a solution to an assignment to create a hero, secondary, and blend pattern set. I wanted to create a sense of organized chaos that was both crowded and pretty, so I chose to make the theme reflect academia. My roommate was my inspiration, whose intelligent mind is crowded with information, yet she is organized and put together. The resulting pattern set is thus dubbed “Cluttered Minds.”



06 DRIP COFFEE CO.

In my study of typography, I was assigned the task to create a brand logo for a coffee shop with a custom typeface, and build its brand identity around the “sage” archetype. I chose the name “Drip” to be short, punchy and visually tie the concept of drip coffee together with the name. I chose neutral colors to reflect a calm academic setting and incorporated coffee rings to call back to the tell-tale sign of a drip. I created collateral material for Drip that could be displayed and sold in stores.

COLORS



PRIMARY LOGO



ICONS



SECONDARY



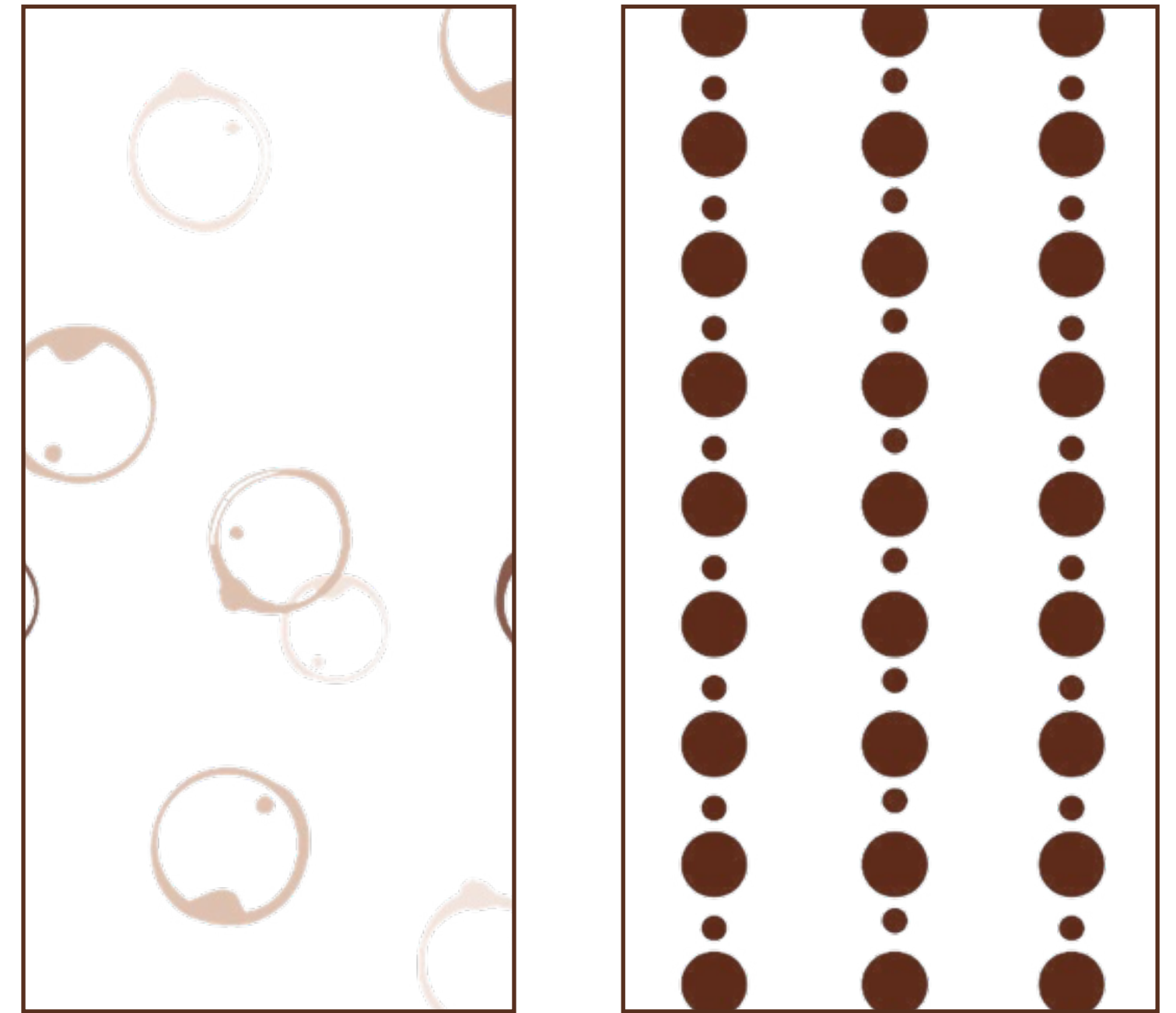
TYPOGRAPHY

Arzachel Bold

Pf Reminder

Arzachel Regular

PATTERNS





07 COASTAL COLORS POSTERS

The travel poster set was born of an assignment to create a unique vector illustration based off of an art style we liked. I chose to model mine off of National Park travel posters, which use hard light and simple shapes to capture an iconic scene from the park. I illustrated mine based off pictures I took from various beautiful locations from my travels.



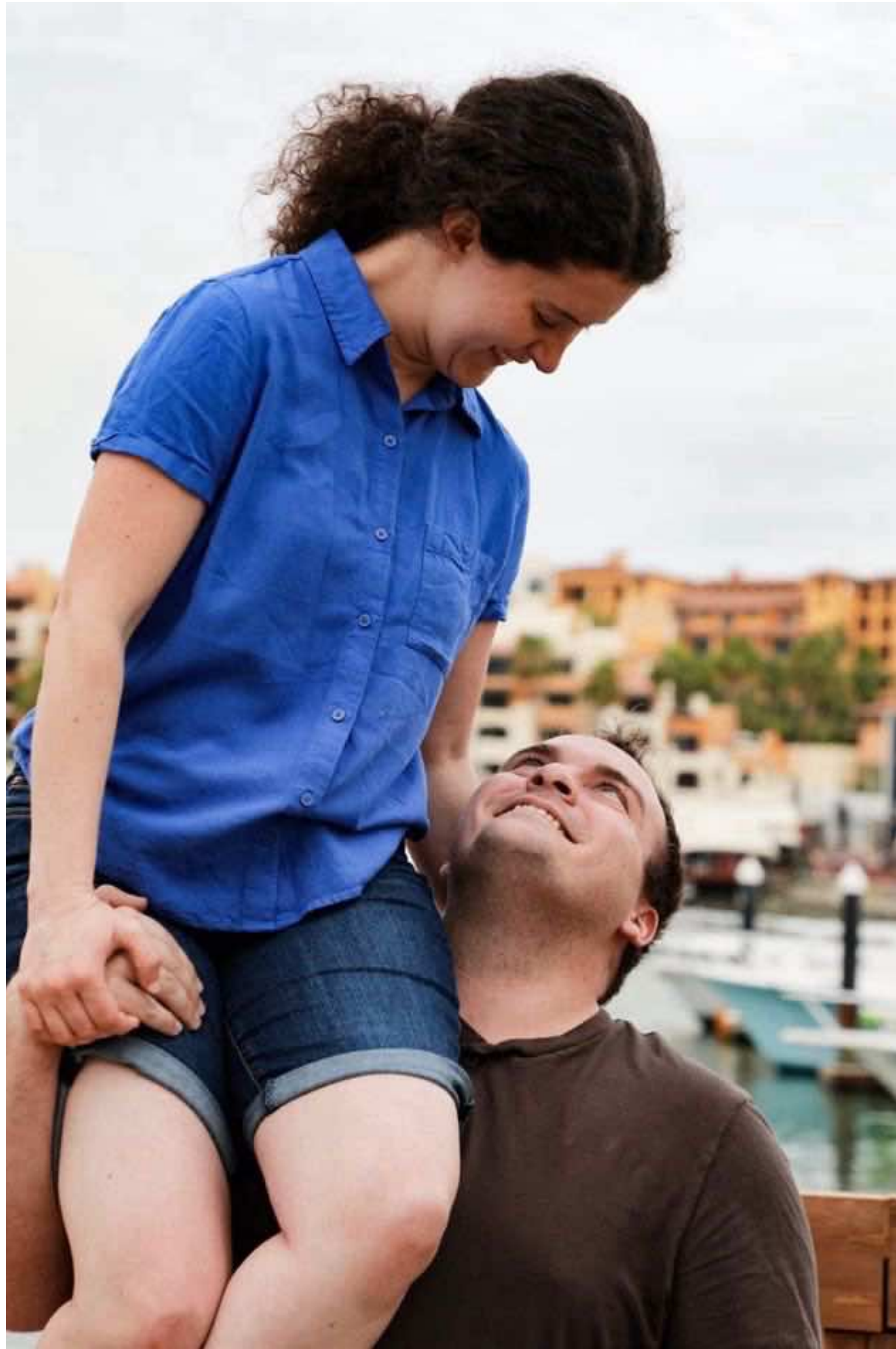
08 NATURE PHOTOGRAPHY

This set of photos are a collection of images from central Virginia. The scenes include wildlife such as, animals, plants, and other scenes from nature. I used a Canon DSLR model to capture these images. My focus in nature photography is to find the unique angle, drawing out the beauty from the fresh bloom to the falling leaves.



09 PORTRAIT PHOTOGRAPHY

The following include shots from an engagement and couples shoots and individual portraits. My goal in portraiture is to draw out my client's most natural expressions where they show their true smiles and interactions with each other.





THANK YOU!



I'D LOVE TO HEAR FROM YOU.

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