

HALEY LONGBOTTOM

[hnl.design.weebly.com](http://hnl.design.weebly.com)

2017

## ABOUT ME

I'm a recent graduate of Elon University's Communication Design program with a minor in Digital Art and am thrilled to embark on the next chapter of my life. As a California native, I wanted to broaden my horizons by heading to the East Coast for college, and I believe that I have grown so much as an individual and as a designer.

Combining art, aesthetic and communication is something I absolutely love doing. My foundation in Illustrator, Photoshop and InDesign became a breeding ground of creativity for me; as a result, I am always creating, making, photographing, designing and getting my hands dirty to keep my mind busy and my ideas flowing.

As seen through my Instagram and in many corners of my portfolio, I am a visual learner and foodie with an adventurous spirit and an expansive imagination. Graphic design and photography are the forms of communication that I am the most passionate about, as they have guided me to a series of unique experiences, which have beneficially impacted my life and will continue to steer me towards a long and successful career as a creative.



# INDEX

## Valleypeak

Logo and Brand Identity

## Tiny Crumbs

Magazine Layout

## Rip\_Chord A Cappella

Album Art

## H.O.P.E

Logo Design and Mobile Interface

## Depth Conferences

Poster Design

## Shirley Tempos A Cappella

Logo and Concert Promotional Materials

## Blue Ribbon Diner

Table Tent Design

## CRISPR

Infographic

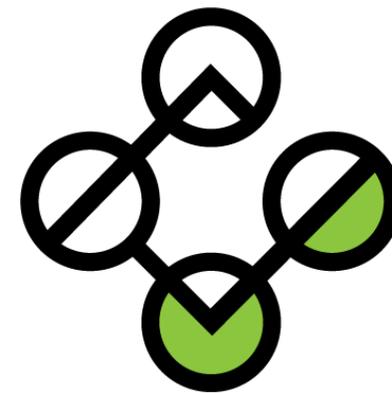
## Alma Almond Milk

Packaging Design

# VALLEYPEAK

## Outdoor Recreational Services

Worked with this outdoors company to redesign their logo. This modern design reflected their company values of simplicity and authenticity while incorporating the joys of spending time in nature.



VALLEYPEAK

# TINY CRUMBS

Culinary Magazine

Designed a cohesive layout for this food blog to become a print piece for a magazine or recipe book. Wrote and photographed all of the content included and am the sole creator of the food blog.



# RIP\_CHORD

All-Male A Cappella

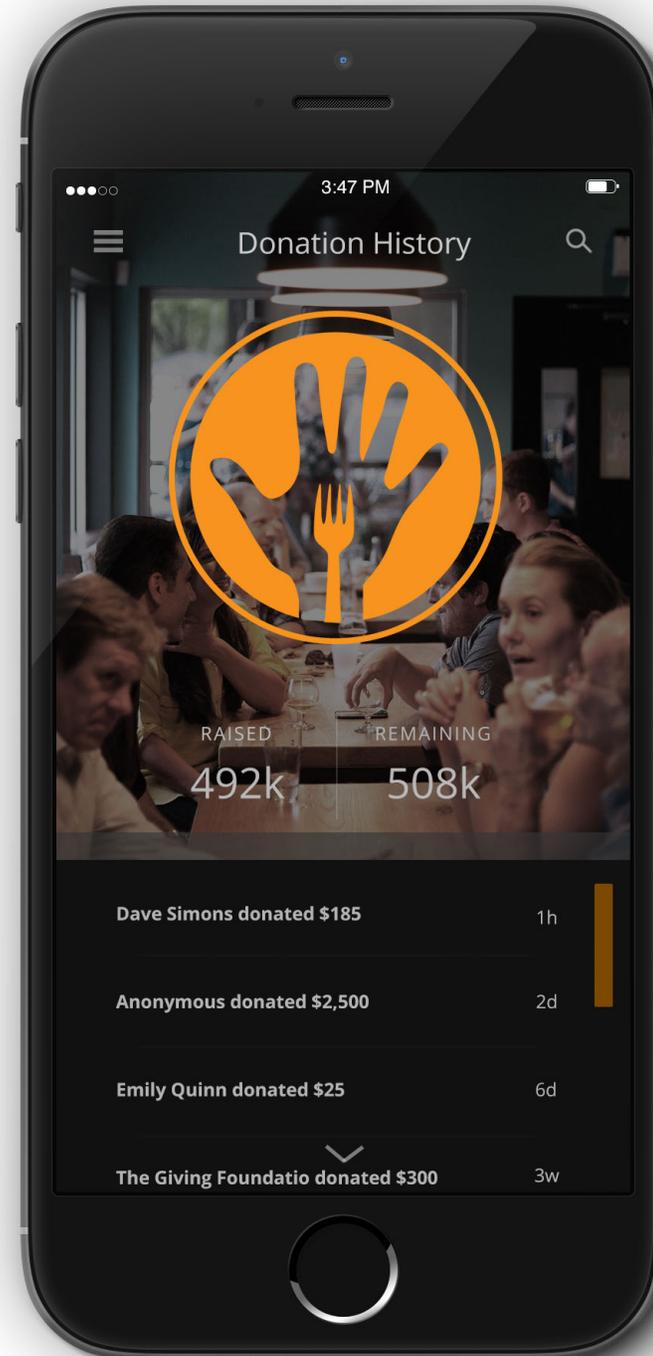
One of Elon University's renowned a cappella groups released another album and wanted something that stood out from their past releases by focusing more on minimal shapes to highlight the concept of their album title, *No Brainer*.



# HOPE

## Helping Other People EAT *A Nonprofit Organization*

Redesigned the logo for this non-profit organization that was struggling with brand identity to better encapsulate their values into one visual. As the organization highly values donations, a conceptual mobile application would allow user to see the donation history of the organization to see how much they can contribute.



# DEPTH

## International Ocean Conference

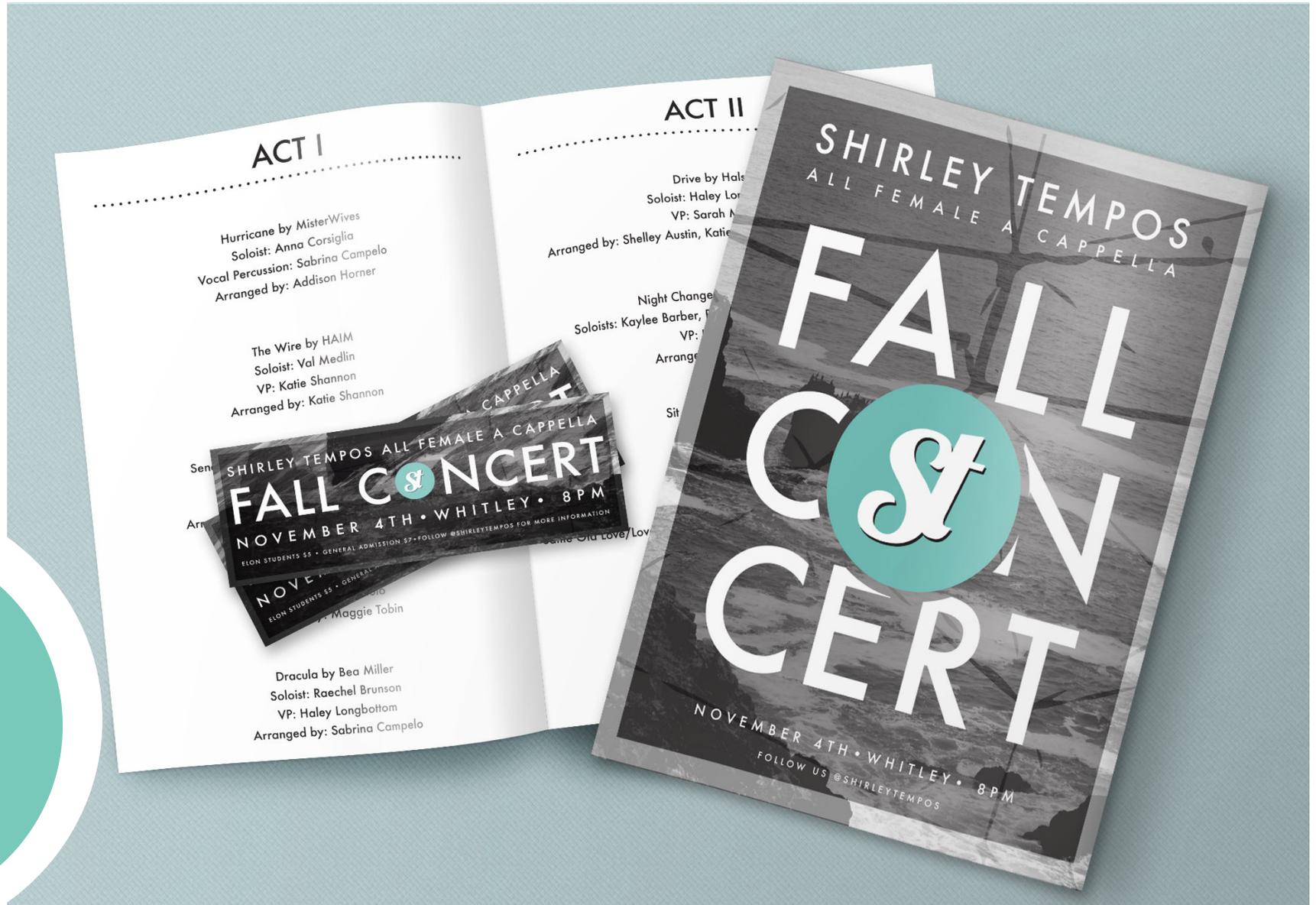
Designed a typographic poster for the upcoming annual Ocean Conference held in Sydney. Utilized simple shapes and muted colors to give the design a retro feel.



# SHIRLEY TEMPOS

All-Female A Cappella

Rebranded an a cappella group to increase recognition on campus and better represent their brand. Additionally created all promotional materials in order to better showcase their theme, *Escape with Us*, on social media to spread awareness about their upcoming fall concert.



## BLUE RIBBON DINER

A Local Restaurant

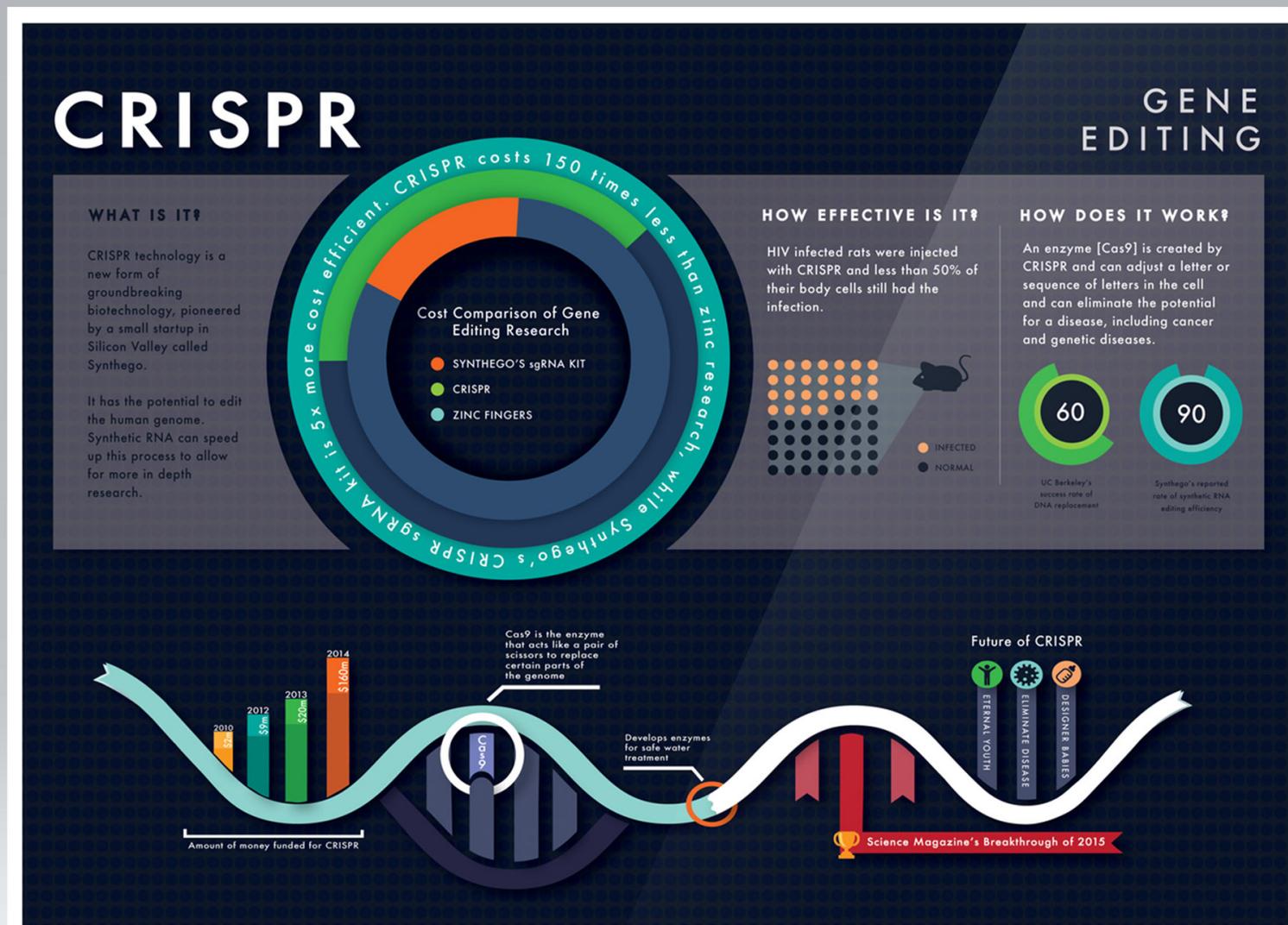
Created modern, simple designs for the restaurant's changing table tents; the client sought out pieces that could visually draw in viewers without overwhelming them with too much information.



# SYNTHEGO

## Bioengineering Startup

Designed an infographic to visually explain the many elements of gene editing as it becomes more popular, specifically for this Silicon Valley startup.



# ALMA

## Organic Almond Milk

Created a packaging concept and logo for the company, Alma, to highlight the organic, all-natural nature of the product. Consumers seek a milk alternative that is dependable. This product design communicates loyalty to the customers ensuring they choose Alma.

