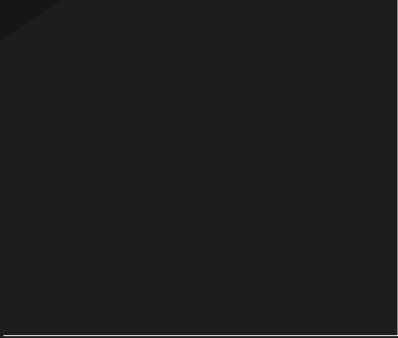





annette fuentes

CREATIVE PORTFOLIO

SELECTED WORKS 2013–2023



logo design

SELECTED WORKS 2013–2023



Full color logo



Reduced-size (50%) logo showcasing clarity and providing an alternative choice for all three universities to use as needed.

Background: Arizona Student Startup Demo Day as 12 student-run startups from Arizona State University, Northern Arizona University and the University of Arizona pitch their companies to a panel of judges and compete for \$30K in funding.

Client: ASU, NAU, UofA

Target Audience: Students running startup companies that are in need of investor funding and investors.

Communication Challenge: Designing a logo that represents all three universities without favoring a specific brand, creating a collegiate atmosphere.

Strategies used in design solution:

Medium: Event collateral, giveaway items, and marketing collateral.

Background: Arizona State University has extended its Furnace Technology Transfer Accelerator program to the U.S. Department of Defense. In this expansion, ASU students gain the opportunity to launch businesses using technologies from a Navy Department of Defense lab located in San Diego.

Client: ASU Entrepreneurship & Innovation

Target Audience: Investors and student startup companies looking for funding.

Communication Challenge: The poster needed to appeal to the broad range of audiences using the minimal amount of content.

Strategies used in design solution:

Medium: Print and digital marketing collateral and event branding for conferences and demo days.



Full color logo



Reduced-size (50%) logo showcasing clarity and contrast on both light and black backgrounds.

logo design

LOGO COLLECTION

Background: Logo redesign of a startup company specializing in anti-fog solutions are effective with various surfaces, designed for PPE, instruments, and medical device

Client: SiO2 Nanotech

Target Audience: Those in the medical industry who specialize in medical devices that require a clear working tool without building condensation.

Communication Challenge: The logo needed to represent along with the name of the company.

Strategies used in design solution:

Medium: Company brand identity



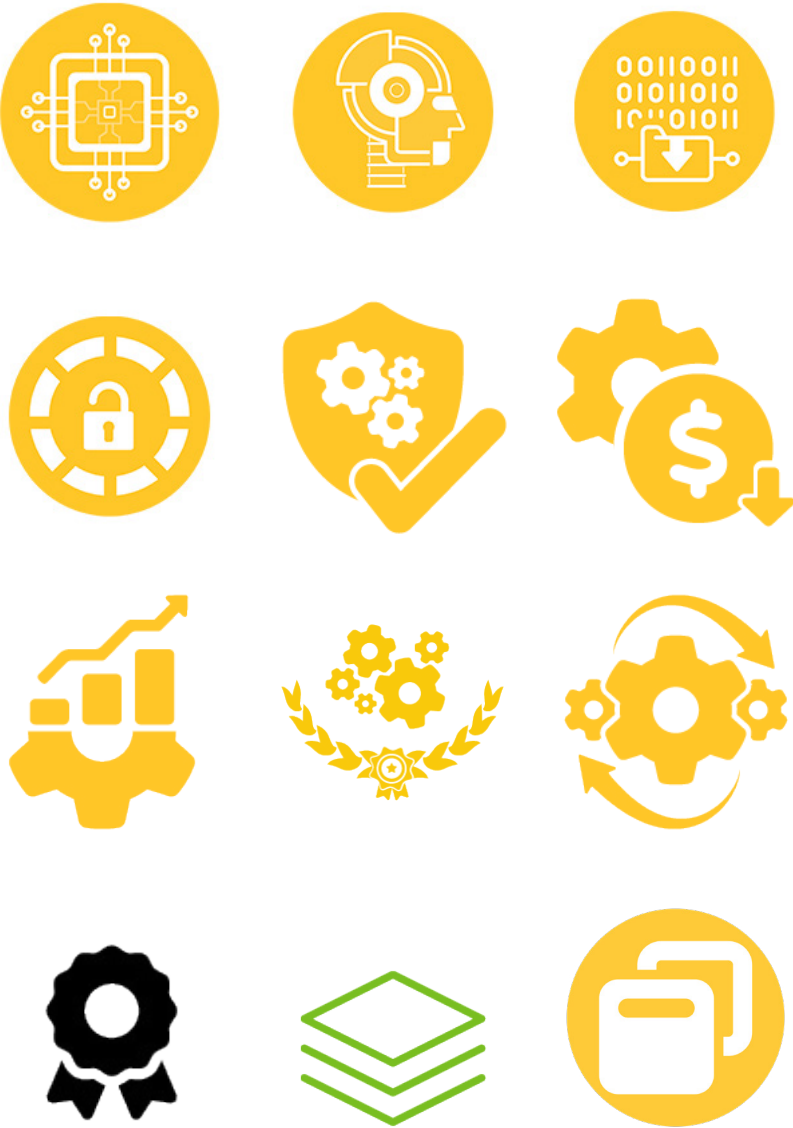
Full color logo



Reduced-size (50%) logo showcasing clarity and contrast on both light and black backgrounds.

icon design

VARIOUS ICON DESIGNS



Background: I crafted icons for integration into the redesigned and restructured website, enhancing a content-heavy webpage with graphical elements.

Target Audience: Graduate students and industry professionals continuing education

Communication Challenge: Icons should embody the look and feel consistent with the ASU design system. As no existing icons matched the criteria, they had to be conceptualized based on their representation.

Strategies used in design solution: his strategic addition reduces textual content, facilitating quicker and more accessible reading for the user.

Medium: Digital and marketing collateral.

print advertisement

ASU NIGHT OF THE OPEN DOOR

Background: ASU Open Door offers four days of engaging, educational activities across four campuses in the Phoenix area. The event provides hands-on experiences, showcasing the work of faculty and students in various fields. With hundreds of activities, it's an opportunity for the community to explore college campuses, sparking curiosity and opening doors to new possibilities.

Client: ASU Open Door

Target Audience: All Phoenix surrounding communities and families

Communication Challenge: The poster needed to appeal to the broad range of audiences using the minimal amount of content.

Strategies used in design solution:

Medium: ASU Thrive Magazine—Print advertisement, printed poster



conference branding

WESTERN PATHWAYS ANNUAL CONFERENCE

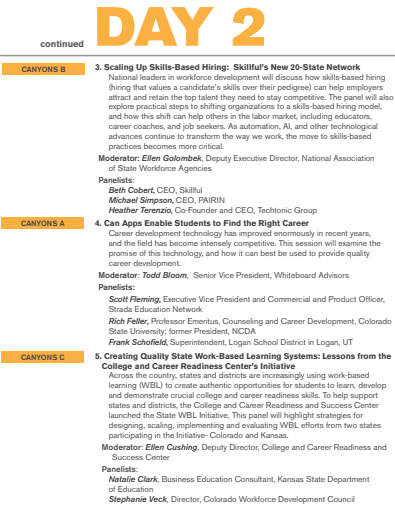
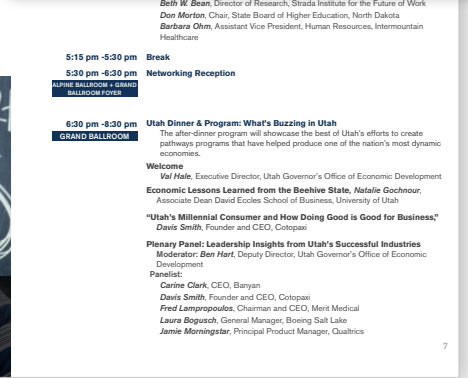
Background: The Western Pathways Conference will focus on innovative and effective solutions to the most pressing challenges in education and workforce development.

Client: Global Pathways Institute

Target Audience: Professionals in the education system involving grades K–12

Communication Challenge: Combine a brand that will represent the city the conference is being held and keeping the brand focused on the conference

Medium: Digital marketing, print collateral, event design collateral, and giveaway items



print design

CORPORATE ENGAGEMENT AND STRATEGIC PARTNERSHIP BOOK

Background: This book serves as a versatile resource across various departments, highlighting ASU's accomplishments and promoting its presence in the business industry. Depending on the intended audience, two welcoming letter options featuring Sethurman Panchanathan are available.

Client: ASU Corporate Engagement and Strategic Partnerships

Target Audience: All ASU departments that part of engagement

Communication Challenge: Create one comprehensively resource for leadership that allows to customize and print promotional items in one single location.

Strategies used in design solution: Each department can personalize copies by adding contact information, customizing pages, and ordering specific quantities through the ASU Print and Imaging Lab.

Medium: Digital and printed book

Brand enhancement

Increase Impressions and affinity for your brand

Community engagement

Through the university's commitment to its community, ASU is a leader in creating a positive impact on the world. The university's commitment to its community is a key part of its identity. The university's commitment to its community is a key part of its identity. The university's commitment to its community is a key part of its identity.

In addition, ASU is a leader in creating a positive impact on the world. The university's commitment to its community is a key part of its identity. The university's commitment to its community is a key part of its identity. The university's commitment to its community is a key part of its identity.



As the largest public university in the U.S., ASU's reach is immense.

3.5 million new ASU web visitors monthly

1.16 million social media followers

500,000 alumni worldwide

21,858 faculty and staff

264,000 monthly page views on ASU Now

111,000 students



A diverse talent pipeline

ASU has a diverse talent pipeline with high academic achievement and a commitment to its community. The university's commitment to its community is a key part of its identity. The university's commitment to its community is a key part of its identity. The university's commitment to its community is a key part of its identity.

Student diversity	Undergraduate	Graduate
Hispanic/Latino	4,100 (\$1,000)	1,000 (\$1,000)
Asian/Pacific Islander	1,200 (\$1,000)	300 (\$1,000)
African American	1,000 (\$1,000)	200 (\$1,000)
White	1,000 (\$1,000)	200 (\$1,000)
International	1,000 (\$1,000)	200 (\$1,000)
Two or more races	1,000 (\$1,000)	200 (\$1,000)
Indigenous	1,000 (\$1,000)	200 (\$1,000)
Religious	1,000 (\$1,000)	200 (\$1,000)

#1 public university chosen by international students (2016, 2017, 2018)

— Diverse Cities Report, Business International University

Who we are

Arizona State University is a different kind of university. We are one of the nation's most productive research institutions, generating new ideas, technology and innovation among the highest rated in the U.S. We are the most innovative university in the country, and we have one of the largest and most diverse pools of creative talent anywhere. We perform at the highest levels of academic excellence.

Top 10 majors of ASU international students

Major	Count
Computer engineering	711
Electrical engineering	604
Chemical engineering	425
Computer science	341
Industrial engineering	295
Supply chain management	262
Business engineering	202
Accounting	169
Business administration	174
Civil engineering	164
Management	160
Chemical engineering	147
Business analytics	128

user experience—project

THE CHALET—EVENT AND WEDDING VENUE

(Note: Selected works to focus on wireframing)

Goal:

Our goal with this website is to facilitate the planning of the next big event. This will be the destination for compiling vendors for decorations, flowers, music, and ceremony services. The chalet will focus on creating unforgettable experiences for couples, families and business.

Who is this website for?

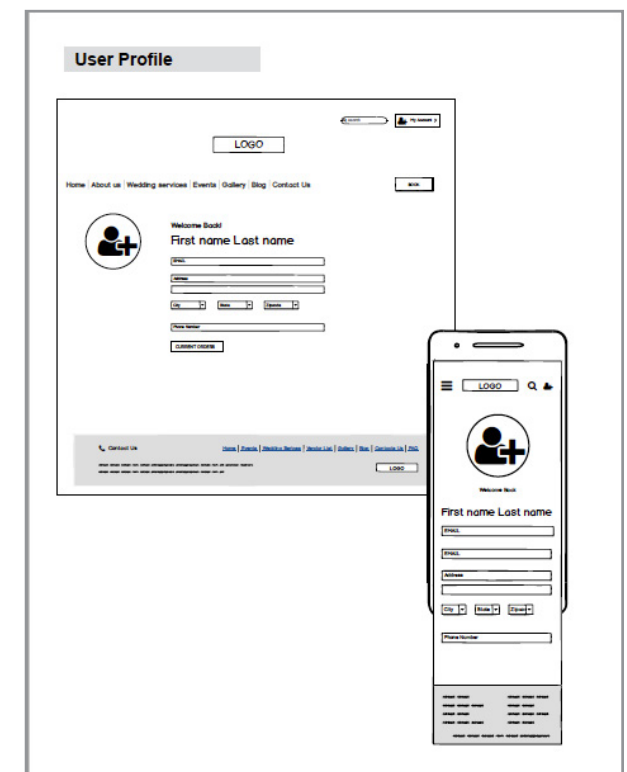
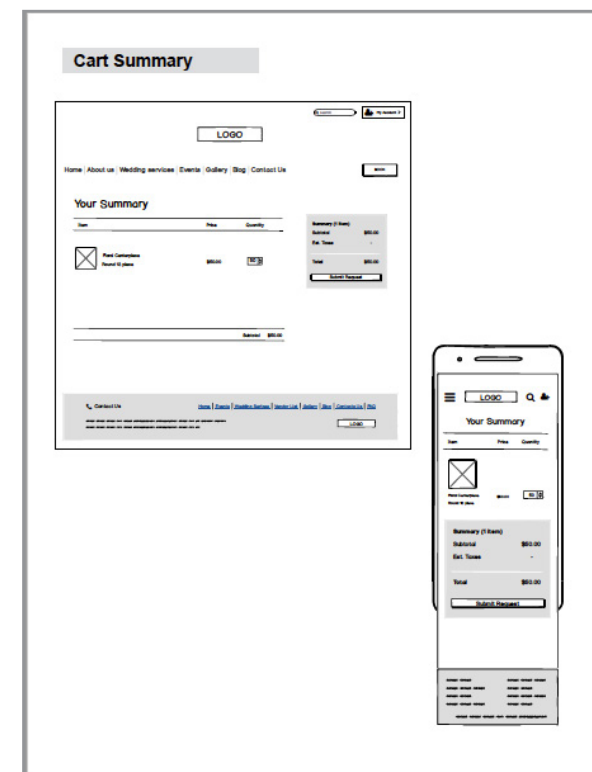
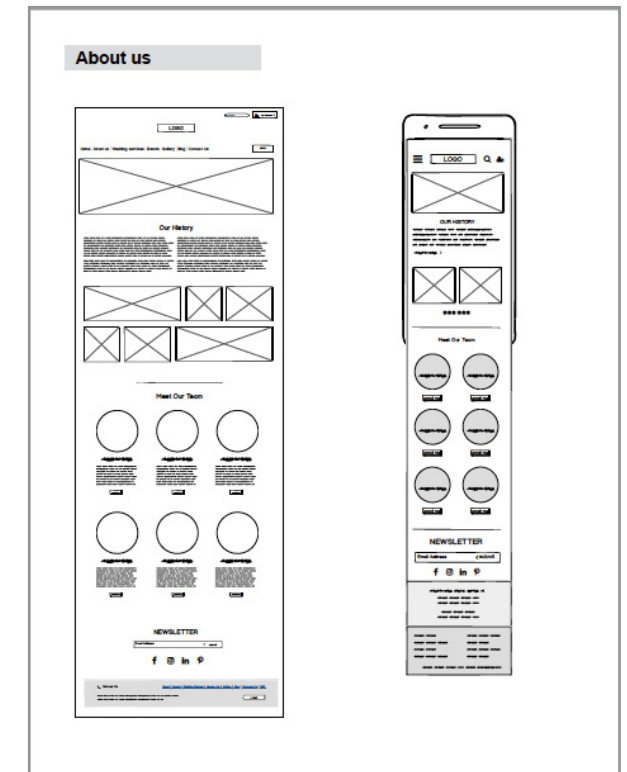
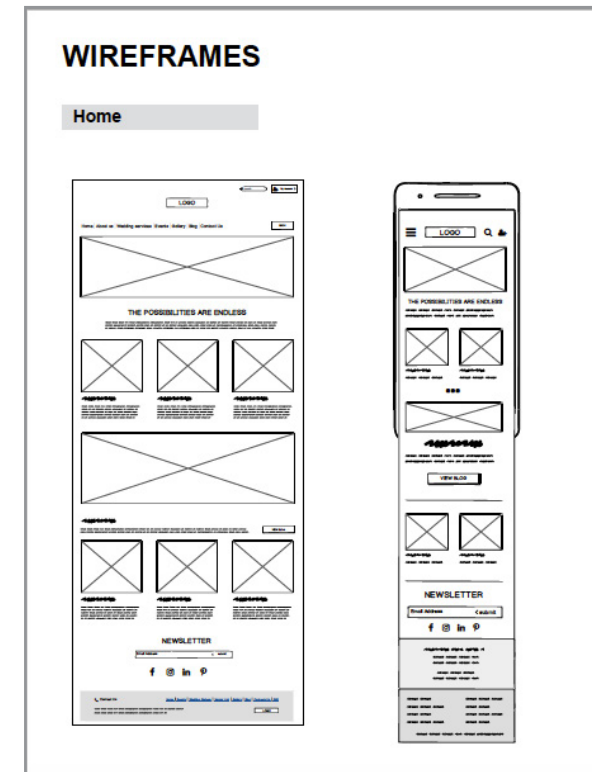
1. Couples—This website allows for couples to customize their own wedding, this will become their hub for all services and products that are used to set up their ideal wedding.
2. Wedding Planners—This will be the ideal place for the wedding planner to organize the perfect wedding for couples who are looking for a more extravagant wedding. They will have the flexibility to think out of the box and involve their own services and products along with what The Chalet has to offer.
3. Freelancers, contract wedding businesses—The Chalet is always putting their best foot forward involving their community. This will allow for vendors within the city to offer their services through The Chalets website vendor list. This will allow for small businesses and freelancers to promote their services that will benefit all parties involved.

Why built it?

1. This establishes an online presence for The Chalet as a business and a brand
2. To gain clients not just locally but worldwide
3. To provide top quality experiences for couples and families
4. Take out the hassle of scheduling and gathering vendors at high expense
5. To help the community at the same time

This project encompassed a comprehensive review of stakeholder documentation, encompassing the following areas of research and testing:

Personas
Project Schedule & Summary
Site Map
Wireframes



Thank you!

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