ALYSSA GERMANE
GRAPHIC DESIGN

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ALYSSA GERMANE
Graphic Designer

Hello!

I'm Alyssa Germane, a Texas-based graphic designer with digital design, hand lettering and paper crafting experience.

CONTACT

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🌐 alyssagermane.com

📍 0000 Texas Crest, San Antonio, Texas 00000

EDUCATION

Southern New Hampshire University
Bachelors of Arts degree in Graphic Design
and Media Arts, 2022

Brigham Young University
Bachelors of Arts degree in Communication, 2010
Emphasis in Broadcast Journalism

SKILLS

Illustrator

Photoshop

InDesign

HTML/CSS

EXPERIENCE

Administrative Officer
Texas Bank, 2020-present
*Supporting the Executive Vice President
over Consumer Banking Operations*

Administrative Assistant
Texas Bank, 2015-2020
*Supporting the Executive Vice President
over Consumer Banking Operations*

ALYSSA GERMANE
GRAPHIC DESIGN

June 1, 2022
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

Dear (Recipient):
Lore ipsum dolor sit amet, consectetuer adipiscing elit. Nulla justo. Phasellus quis justo in est hendrerit blandit. Quisque ante lorem, sagittis sagittis, vestibulum vitae, nonummy eget, turpis. Vestibulum eros urna, malesuada sit amet, vehicula dapibus, rutrum id, diam. Aliquam nonummy suscipit tellus. Proin lacinia enim in eros. Nulla facilisi. Duis commodo, tortor nec aliquam aliquam, lectus ipsum cursus enim, posuere pretium lorem ipsum sed risus. Maecenas faucibus. Morbi sed lectus. Curabitur aliquet posuere lectus.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Done magna. In at elit. Present est est, sagittis ac, lobortis a, tempus et, mi. Etiam mollis metus vitae tellus. Aliquam erat volutpat. Done quis nunc. Sed eros eros, ultricies nec, utrum ut, pharetra a, purus. Vivamus tincidunt aliquam nibh. Etiam faucibus imperdiet est. Phasellus get massa u pede lobortis pulvinar. Nunc tempus orci id nulla. Phasellus id justo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam condimentum augue get erat.

Sincerely,
Name
[Your Title]

(000) 000-0000 | alyssagermane.com | alyssa.germane@snhu.edu

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Paws + Claws Logo Design

Paws and Claws Holistic Animal Clinic wanted a new logo to reflect its business, font selection, color palette selection, and stationery items. The logo also needed to be scalable and used on a wide variety of media formats. The target audience was pet owners who seek natural remedies and care for their pets. The demographic was upper-middle class who would go the extra mile for their pets.

A variety of designs were tested using images that would easily be connected to holistic remedies, wellness, and alternative medicine. Ultimately the logo with infinity sign was chosen since it is a familiar symbol often associated with "mind, body, and soul" healthcare methods. By adding the paw and bird prints to the logo, potential clients would know that the clinic offered veterinarian services to a wide variety of animals.

The soft mint green and purple colors are meant to feel calming and healing, as well as call to mind similar color schemes used for human health spas. Through color, the clinic expresses their commitment to taking a soft, comforting path to veterinary care.

Retro Magazine Layout

Create a magazine spread for an article titled "Are the Planets Inhabited?"

For as long as I can remember I have been fascinated by space exploration (I am a proud Space Camp graduate!). I took inspiration from a 1950's space race/retro aesthetic that can be found at one of my favorite hotels, Cabana Bay Beach Resort, as well as inspiration from a television obsession of my childhood, The X-Files. I knew a UFO had to be included somehow! With that imagery in my head, I wanted to display them in an unexpected way. No dark, Star Trek, racing through the galaxy motif.

The serif, bouncy Life Savers font has the audience instantly recalling the Space Race era. The sans serif copy font, Myriad Variable Condensed, provides a modern contrast, connecting the past and the present. Drop shadows and pull quotes help select text stand out more and add emphasis. The UFO creates movement and draws the reader's eyes down the page and naturally to the next page where they follow the planets diagonally up the page. Just enough negative space was left to help the layout feel light and airy.
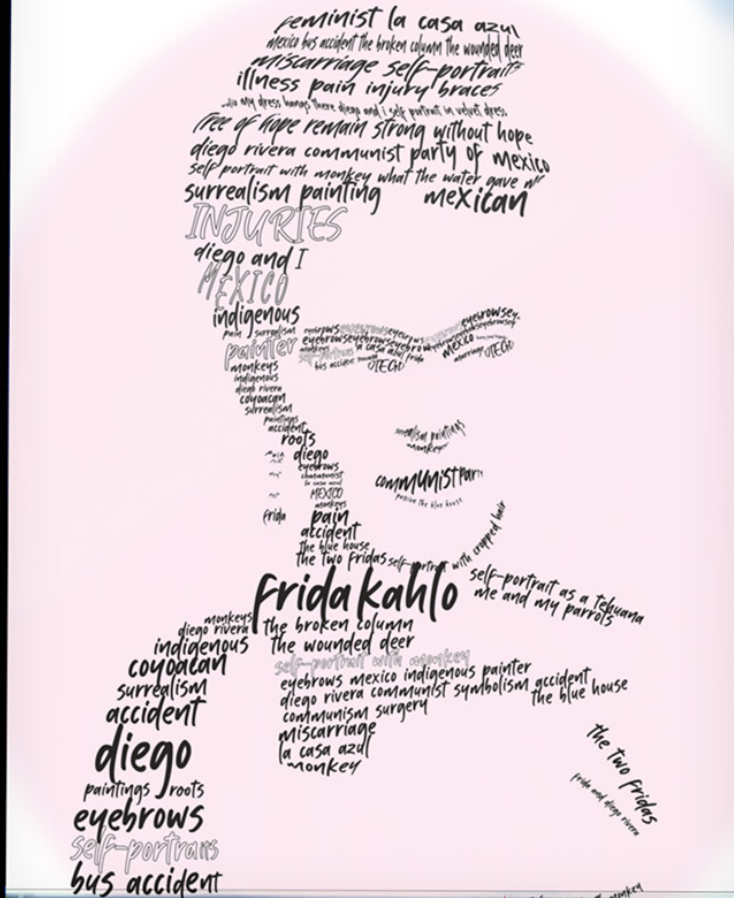
Urban mockups psd created using images from Freepik.com

Frida Kahlo Typography Portrait

Select a historical figure that inspires me and choose a typography that best represents their personality. Then create a typography portrait using words that describe the subject.

Inspired by the life and art of Frida Kahlo, I selected her as the subject of my typography portrait and I carefully chose words for the piece that would describe her personality, art work, politics and struggles. Nickolas Muray's photograph "Frida, Pink/Green Blouse, Coyoacan, 1938" served as the base portrait of my work.

Kabut Hitam was chosen as the typography since the brushlettering most represented Kahlo's identity as a painter. Adobe Illustrator was used to create this project. Options like the Type on a Path Tool, or using text to fill a space as defined by certain shape, were utilized to design the portrait. To define the parts of Kahlo's face and ensure that the audience could visually tell who the subject of the portrait was, I used different stroke sizes of this typography, as well as outlines only, in order to create texture in the portrait.

Menu
Lunch • Dinner

PASTA
AMORE

Est. 2020
San Antonio • Texas

Appetizers

Local Antipasto Board   8
Featuring cheeses and cured meats from our neighborhood farmers and in-house artisans

Fried Zucchini Straws   7

Bruschetta   7
Featuring ingredients from the Flores Farm
Tomatoes, Basil, Balsamic Vinegar glaze, baguette rounds

Salads

Wedge   7
Iceberg lettuce, nitrate free bacon, gorgonzola crumbles, blue cheese dressing

Classic Cesar   7
Romaine lettuce, in house croutons, parmesan cheese, creamy cesar dressing

Build Your Own Pizza

12" 10
16" 12

Crust
Traditional
Gluten Free
Califlower

Sauce
Traditional Red
Pesto
Alfredo

Toppings
Pepperoni
Onion
Kalamata olives
Green peppers
Mushrooms
Bacon

Sprouts
Italian sausage
Prosciutto
Spinach
Artichoke
Ricotta

Entrees

Spaghetti with Meatballs   10
Featuring ingredients from Lone Star Ranchers
Grass-fed beef, garlic red tomato sauce, noodles

Potato Gnocchi   9
Fresh pasta, creamy parmesan sauce, spinach

Chicken Parmesan   10
Breaded cage free white meat, garlic red sauce, spaghetti noodles, basil

Steak Gorgonzola   12
Featuring ingredients from South Texas Farmers
Grass fed steak, gorgonzola sauce, linguine noodles

Alfredo *with your choice of meat*
Featuring ingredients from Ocean Bounty Seafood
Chicken 10| Steak 12| Shrimp 11
Fettucine noodles, garlic alfredo sauce

Kids Menu

Build Your Own Pizza 6"   8

Cheese Ravioli with Red sauce   8

Grilled Chicken Alfredo   9

Side Salad   6

Scan the QR code to learn more about how we partner with local farmers and artisans to bring you the freshest ingredients

A Modern Twist on Timeless Classics

Mockup menu psd created by freepik - www.freepik.com

Pasta Amore Menu

Create a menu for Italian restaurant Pasta Amore, using the logo, colors, and typography provided by the client. Pasta Amore is an establishment targeting upper-middle class families, where parents are in their 30's and 40's and looking for a place to bring their young family that is nicer than McDonald's, but not as formal as a restaurant where you need a reservation.

Adobe InDesign used for the layout of the menu. A two-sided menu in the Tabloid 11x17 size was chosen in an effort to mirror trendier menu styles from restaurants like Dough that appeal to "older millennials" with young families (Pasta Amore's target audience). Pictures of food were purposefully not used to let the text be the main design feature.

The border style uses colors from they style guide. The dividing lines stand our just enough to force the eyes to start at the left of the page and work their way down and back up to the top of the second column. The tomato image from the logo was used to fill negative space and also continue to establish brand identity.
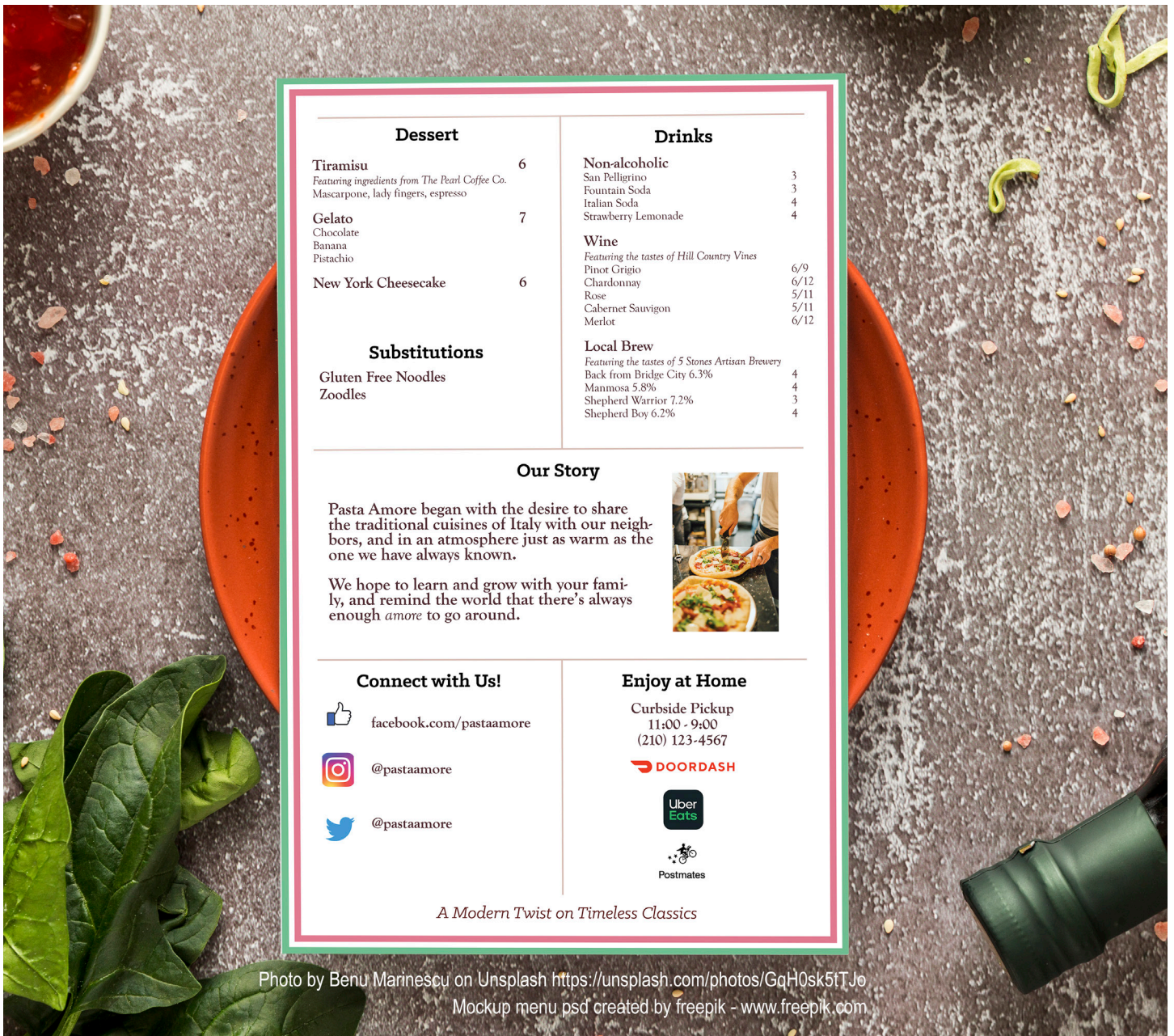
Dessert

Tiramisu 6
Featuring ingredients from The Pearl Coffee Co.
Mascarpone, lady fingers, espresso

Gelato 7
Chocolate
Banana
Pistachio

New York Cheesecake 6

Substitutions

Gluten Free Noodles
Zoodles

Drinks

Non-alcoholic
San Pelligrino 3
Fountain Soda 3
Italian Soda 4
Strawberry Lemonade 4

Wine
Featuring the tastes of Hill Country Vines
Pinot Grigio 6/9
Chardonnay 6/12
Rose 5/11
Cabernet Sauvigon 5/11
Merlot 6/12

Local Brew
Featuring the tastes of 5 Stones Artisan Brewery
Back from Bridge City 6.3% 4
Manmosa 5.8% 4
Shepherd Warrior 7.2% 3
Shepherd Boy 6.2% 4

Our Story

Pasta Amore began with the desire to share the traditional cuisines of Italy with our neighbors, and in an atmosphere just as warm as the one we have always known.

We hope to learn and grow with your family, and remind the world that there's always enough *amore* to go around.

Connect with Us!

facebook.com/pastaamore

@pastaamore

@pastaamore

Enjoy at Home

Curbside Pickup
11:00 - 9:00
(210) 123-4567

DOORDASH

Uber Eats

Postmates

A Modern Twist on Timeless Classics

The typography in the "Our Strory" section was kept consistent with the other sections of the menu, but the slight difference in boldness helps the section stand out and demands to be read.

One last effort to connect the audience beyond the restaurant table is done with the inclusion of Pasta Amore's social media handles. Only small pictures of delivery services are sued since we are assuming the target audience is already familiar with them, and has one or all of the following applications already downloaded to their phone.

Pasta Amore's tag line at the bottom is used to remind diners that they offer their favorite Italian comfort foods in the modern and trendy atmosphere they desire.

Pasta Amore Table Tent

Create a table tent for Italian restaurant Pasta Amore, an establishment targeting upper-middle class families, where parents are in their 30's and 40's and looking for a place to bring their young family that is nicer than McDonald's, but not as formal as a restaurant where you need a reservation. Use the table tent as a way for patrons to continue engaging with the restaurant while dining and after going home.

Adobe InDesign used for the layout of this table tent. The piece was a major opportunity to freshen up the "look" of Italian restaurants — making the deliverable look more Instagram-worthy and sleek, but still with a touch of traditional Italian imagery. Border colors chosen from the Pasta Amore style guide to reflect a traditional Italian color motif, but the opacity was lowered to 59% to not take away from the modern elements of the table tent that needed to catch the viewer's eye first. A hashtag was used to appeal to patrons who are on social media and diner submitted social media photos were featured to incentivize interaction. The logo does not take a predominant place on the table tent since the target audience is already in the restaurant.

Pasta Amore Brochure Outside

Create a trifold brochure for Italian restaurant Pasta Amore that provides a lot of important information in a balanced and uncluttered way. This needed to be a brochure people would want to have on their fridge.

Adobe InDesign used for the layout of the front page of the brochure. This page of the brochure aims to carry on the brand identity featured in the menu and table tent, but the border does not wrap around the entire page. Once folded, the brochure design will remain balanced by only having the border be on the top and bottom of the page. The aim of this page of the brochure was to provide a lot of important information in a balanced and uncluttered way. This needed to be a brochure people would want to have on their fridge. Circles were used to help make the pictures stand out as well as add variety to a brochure filled with lines and a lot of text. Plenty of white space was included to give the piece a clean, "breathable" look; giving the viewer a chance to "breathe" in between pieces of information.

Appetizers

Local Antipasto Board — 8
Featuring cheeses and cured meats from our neighborhood farmers and in-house artisans

Fried Zucchini Straws — 7

Bruschetta — 7
Featuring ingredients from the Flores Farm
Tomatoes, Basil, Balsamic Vinegar glaze, baguette rounds

Salads

Wedge — 7
Iceberg lettuce, nitrate-free bacon, gorgonzola crumbles, blue cheese dressing

Classic Cesar — 7
Romaine lettuce, in house croutons, parmesan cheese, creamy cesar dressing

Build Your Own Pizza

12" — 10
16" — 12

Crust
Traditional
Gluten Free
Cauliflower

Sauce
Traditional Red
Pesto
Alfredo

Toppings
Pepperoni
Onion
Kalamata olives
Green peppers
Mushrooms
Bacon
Sprouts
Italian sausage
Prosciutto
Spinach
Artichoke
Ricotta

Entrees

Spaghetti with Meatballs — 10
Featuring ingredients from Lone Star Ranchers
Grassfed beef, garlic red tomato sauce, noodles

Potato Gnocchi — 9
Fresh pasta, creamy parmesan sauce, spinach

Chicken Parmesan — 10
Breaded cage free white meat, garlic red sauce, spaghetti noodles, basil

Steak Gorgonzola — 12
Featuring ingredients from South Texas Farmers
Grass fed steak, gorgonzola sauce, linguine noodles

Alfredo with your choice of meat
Featuring ingredients from Ocean Bounty Seafood
Chicken 10 | Steak 12 | Shrimp 11
Fettucine noodles, garlic alfredo sauce

Kids Menu

Build Your Own Pizza 6" — 8
Cheese Ravioli with Red Sauce — 8
Grilled Chicken Alfredo — 9
Side Salad — 6

Drinks

Non-alcoholic — 3
San Pelligrino
Fountain Soda — 3
Italian Soda — 4
Strawberry Lemonade — 4

Wine Bottles
Featuring the tastes of Hill Country Vines
Pinot Grigio — 15
Chardonnay — 20
Rose — 18
Cabernet Sauvignon — 20

Canned Local Brew
Featuring the tastes of 5 Stones Artisan Brewery
Back from Bridge City 6.3% — 4
Mimosa 5.8% — 4
Shepherd Warrior 7.2% — 3
Shepherd Boy 6.2% — 4

Dessert

Tiramisu — 6
Featuring ingredients from The Pearl Coffee Co.
Mascarpone, lady fingers, espresso

Gelato — 7
Chocolate
Banana
Pistachio

New York Cheesecake — 6

Substitutions

Gluten Free Noodles
Zoodles

Pasta Amore Brochure Inside

The inside of the brochure continues with the clean and simple format of the front and provides an alternate version of the menu, but with similar styling. The interior of the brochure is the complete menu that can be referenced for ordering carryout or delivery and follows the same fresh and uncluttered design of the in-house menu. The fact that the full menu is still offered and featured within the brochure reminds the target audience that they can have the same modern and traditional feel of Pasta Amore, but in the comfort of their own home.

The red, green and white border is featured once again, but this time goes around the entire page since this page will be viewed in its entirety. Using Klinic Slab Bold in black for the menu categories signifies the start of each section and separates the different sections without too many dividing lines cluttering the design.

The "Build Your Own Pizza" section is still set aside within a box as a special menu element meant to catch the eye.
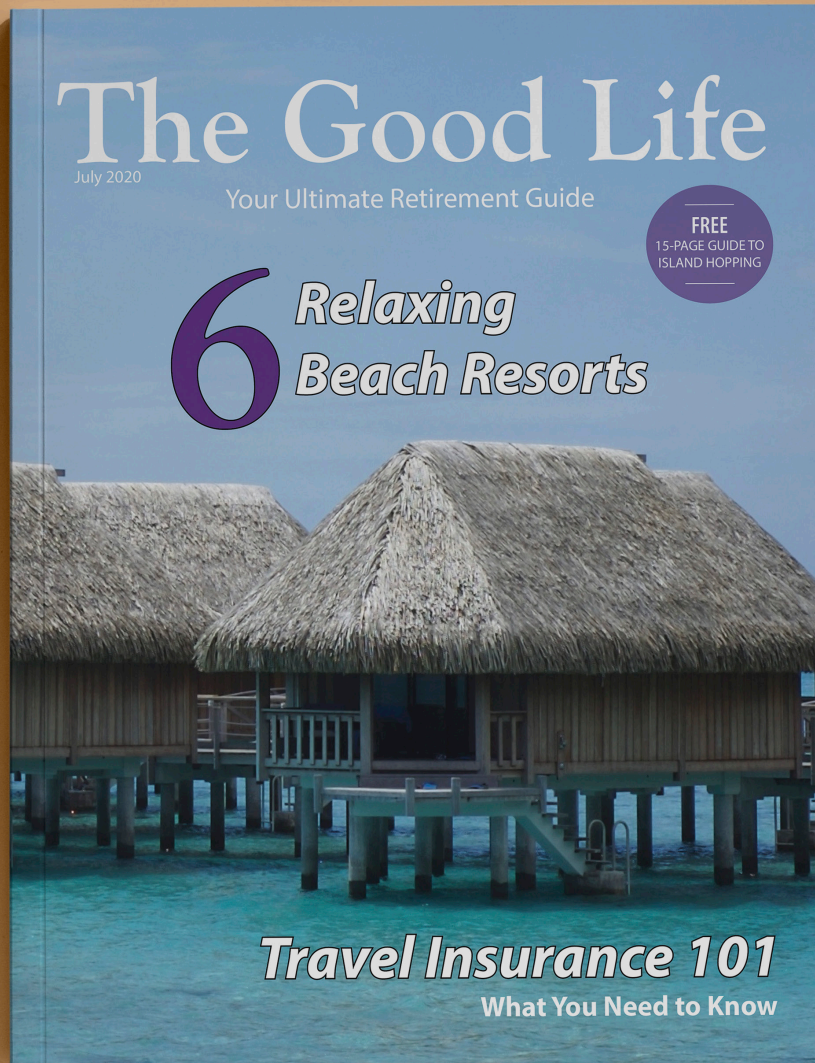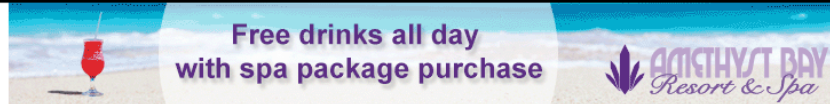
"Sofitel Moorea la Ora Beach Resort" by <SLiM> is licensed under CC BY 2.0
Nature mockup psd created by freepik - www.freepik.com

Retirement Magazine Cover

Create a travel-inspired magazine cover targeted to retired individuals.

Adobe InDesign was used to create this layout. Goudy Old Style was used for the masthead not only because it is legible and would stand out on the cover, but it reflects the maturity of the magazine's target audience. An offer to get "more bang for your buck" was placed in a circle for emphasis. 81C 100M 12Y 2K was chosen for its soothing qualities and was used at a lowered opacity in the circle to help the copy stand out. A bold italicized version of Myriad Variable Concept with white fill and black strokes was used for the copy of the cover for variety and to catch the eye.

The open spaces in the image helped determine the hierarchy of the layout and naturally allowed for a minimal, yet impactful cover.

Photo Credit: https://www.mockupworld.co/free/responsive-web-design-showcase-mockup/
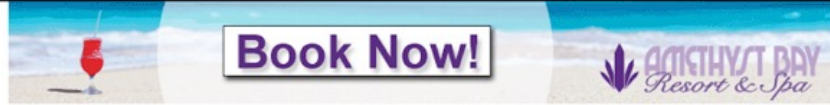
Amethyst Bay Web Banner

Create a web banner in .gif format for the client using the logo and colors given that targets an audience of people ages 25-40 who are looking for an Instagram-worthy destination.

Adobe Photoshop was then used for the layout and animation of the .gif web banner. Ellipse Tool with a shape at a 60% opacity used to isolate and draw attention the copy and call-to-action button of the banner. Arial font used for legibility and to adhere to the brand identity as stated in the style guide.

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AMETHYST BAY
Resort & Spa

Web Project Presentation

By **Pixeden**

Full Wide Text

Sed ut perspiciatis unde omnis iste natus error sit vo-
luptatem accusantium doloremque laudantium.

Title Text Design

Lorem ipsum dolor sit amet, consectetur adip-
iscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exerci-

MacBook

Photo Credit: https://www.mockupworld.co/free/responsive-web-design-showcase-mockup/
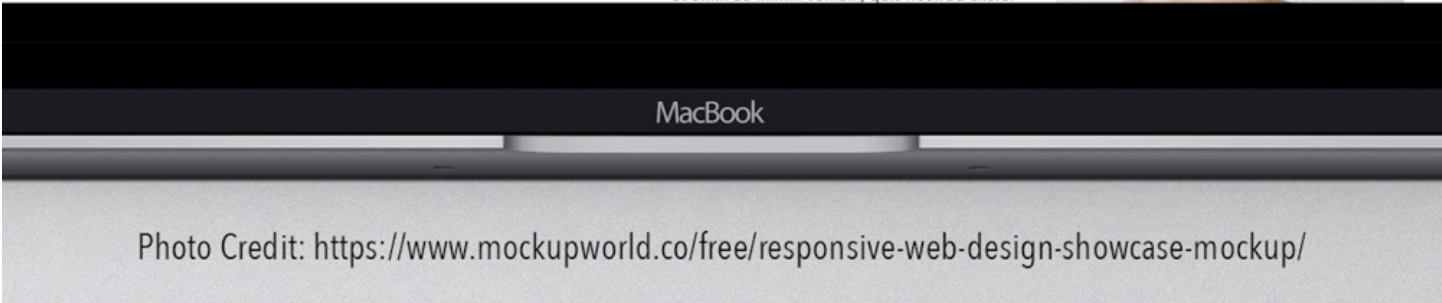
Balance was achieved by placing the glass and logo on opposite ends of the banner and having the copy and call-to-action in the middle of those objects. CMYK (81% 100% 12% 2%) chosen from the style guide for the copy and call-to-action button to carry over brand identity and complement logo.

Amethyst Bay Magazine Ad

Create a print magazine ad for the client, targeting an audience of people ages 25-40 who are looking for an Instagram-worthy destination. Good vibes only!

Adobe Illustrator was then used for the layout of the magazine ad. CMYK (42% 0% 24% 0%) was used since the ad will be printed and was from the brand's style guide. GeosansLight was chosen as a complementary typography to the Art Deco feel of the logo. Photoshoot Regular was chosen not only as a complementary typography to the cursive found in the logo, but to also represent the hand lettered style popular with the target demographic.

Hierarchy and movement were created by placing the copy of the ad as cascading words (with "spirits" in a different font and size for emphasis) at the top to quickly draw the eye in a diagonal line down to the girl and drink, eventually leading to the business logo. Horizon line used to naturally divide the ad into two spaces, allowing for space to feature text up top.

Germane Graphics & Letters Collage

The was one of the earlier designs for my graphic design business, where I had to create a multi-layered collage promoting my business and brand identity. My main objective with this brand collage was to show a range of aesthetics and moods, fantasy side by side with reality, in an effort to attract customers wanting a graphic designer who could cater to their specific needs, whatever they may be.

The two different fonts and their sizes were chosen because they were visually contrasting yet still complementary. The use of all uppercase then all lowercase lettering in the logo may be considered conflicting, but this was an intentional way to contribute to the theme of "contrasts" in my collage. The colors chosen are not necessarily considered complementary colors on the color wheel, but also added contrast.

Adobe Photoshop was used to combine nine different images into one collage. Content-aware allowed me to remove some power lines from a photo I personally took of the tree. Color saturation was adjusted and made consistent throughout each image to balance the "moody" feel with the bright pops of color.