

2022

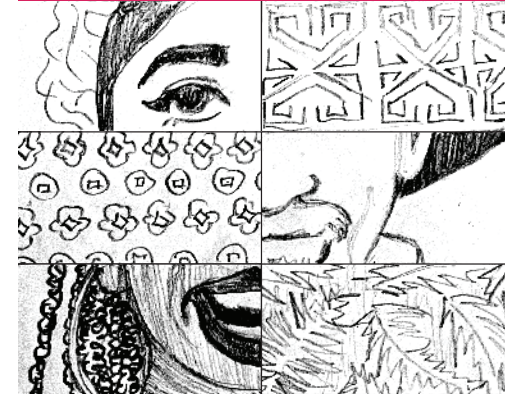
FREELANCE

BAILAMOS

ART WITH A POINT.
*Hispanic Heritage Month illustration
commissioned and published by
The Washington Post Magazine.*

Brandon Ferrill, Art Director for The Washington Post Magazine, proposed that I create an illustration commemorating Hispanic Heritage Month in The District after my colorful illustrations of iconic local spots caught his eye on Instagram. As a Latinx designer who has lived around DC for most of my life, I was inspired by my personal experiences to sketch three different concepts celebrating the cuisines, pageantry, and diversity and blend of cultures that represent DC's vibrant Hispanic community. The creative team selected my second design featuring dancers in traditional dresses from the three largest Latin American populations in DC (Salvadoran, Dominican, and Mexican) on the parade route in front of the Capitol building.

My illustration, *Bailamos*, and artist statement were published in the September 25, 2022 Art With a Point page for The Washington Post Magazine and can be found online at: <https://www.washingtonpost.com/magazine/interactive/2021/art-with-a-point/>.



2021

GSK

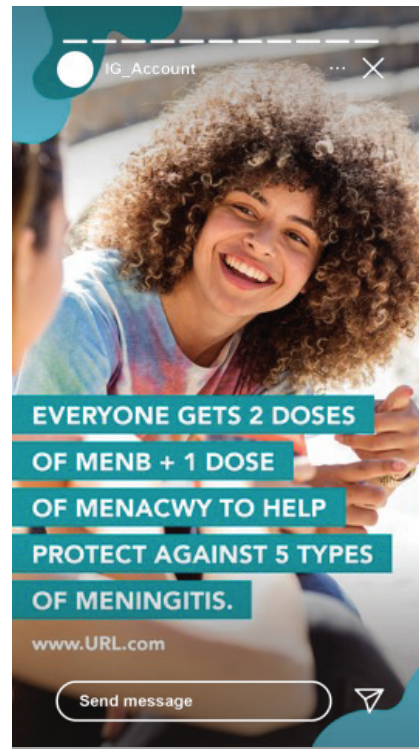
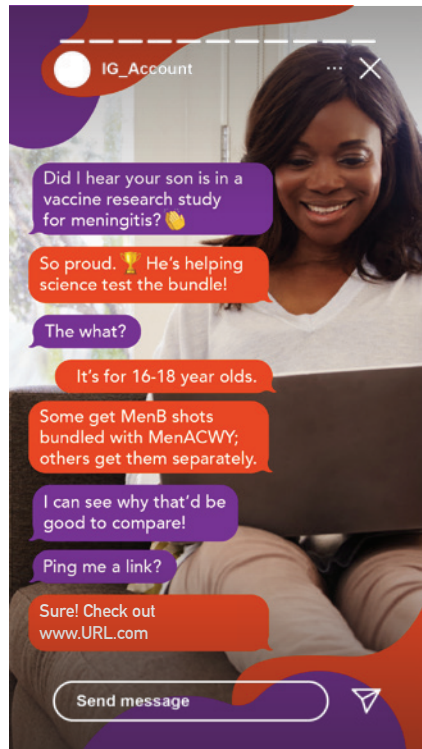
VACCINES FOR TEENS

#GIVETHEBUNDLEASHOT

A branded campaign to recruit adolescent participants for a meningitis vaccine study.

While working for GSK (GlaxoSmithKline), I created a series of dynamic assets to educate and encourage potential candidates to participate in an important clinical trial. I storyboarded and illustrated graphics for a recruitment video and set of Q&A videos (animated by the Weber Shandwick agency) and designed informative social media carousel posts and stories.

The materials appealed to adolescents and their parents using bright colors, simple icons, and diverse images representing the target audience to make them feel safe and proud to volunteer for the study.



2020

FREELANCE

2020 ELECTION

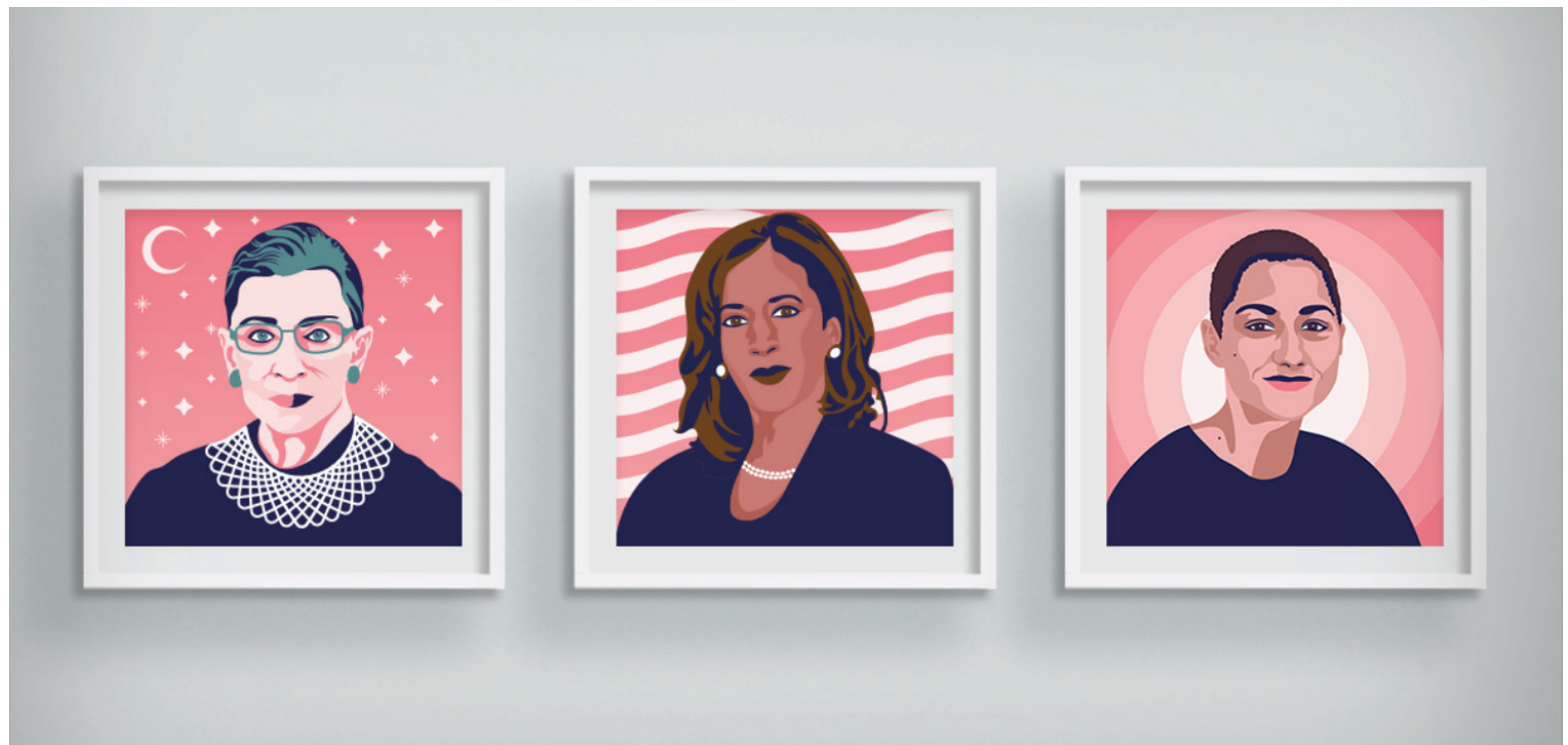
#RISEUPSHOWUPUNITE
#BRINGONTHEBALLOT

A series of digital illustrations to encourage people to vote in the 2020 election.

What began as a quarantine hobby and reaction to 2020 political events, eventually became a campaign to get out the vote. Inspired by the 100-day selfie illustration challenge I had just completed, I created a few designs referencing past voting selfies. A few of my favorite designers posted about the Rise Up. Show Up. Unite. campaign to help elect Joe Biden and Kamala Harris; so I added the appropriate messaging, logo, and hashtags to my posts, and was elated when they re-posted two of my designs on the campaign's official Instagram page and website. A few months later, one of the founders of the "for Gen Z, by Gen Z" organization — Bring On The Ballot — asked if they could display six of my political illustrations in their virtual exhibition: Our Vote, Our Reality.

View the entire collection of Rise Up. Show Up. Unite. illustrations on their website: riseupshowupunite.vote or on Instagram @riseupshowupunite. Explore the Bring On The Ballot virtual exhibition on my website: www.AleR-G.com.

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2019

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NWHW QUIZ

HEALTH IS A LIFELONG
JOURNEY. IT'S PERSONAL.
IT'S UNIQUE. IT'S YOURS.

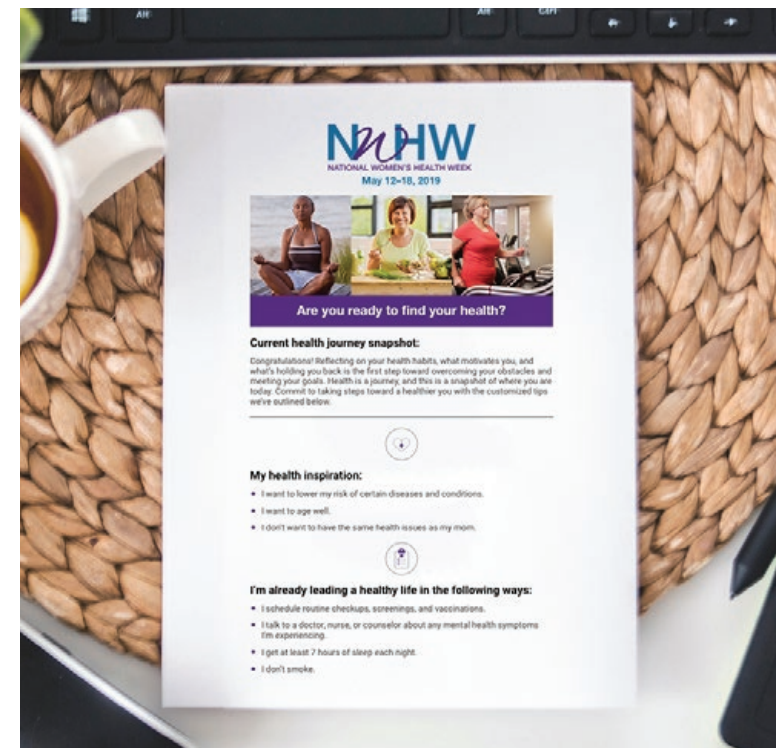
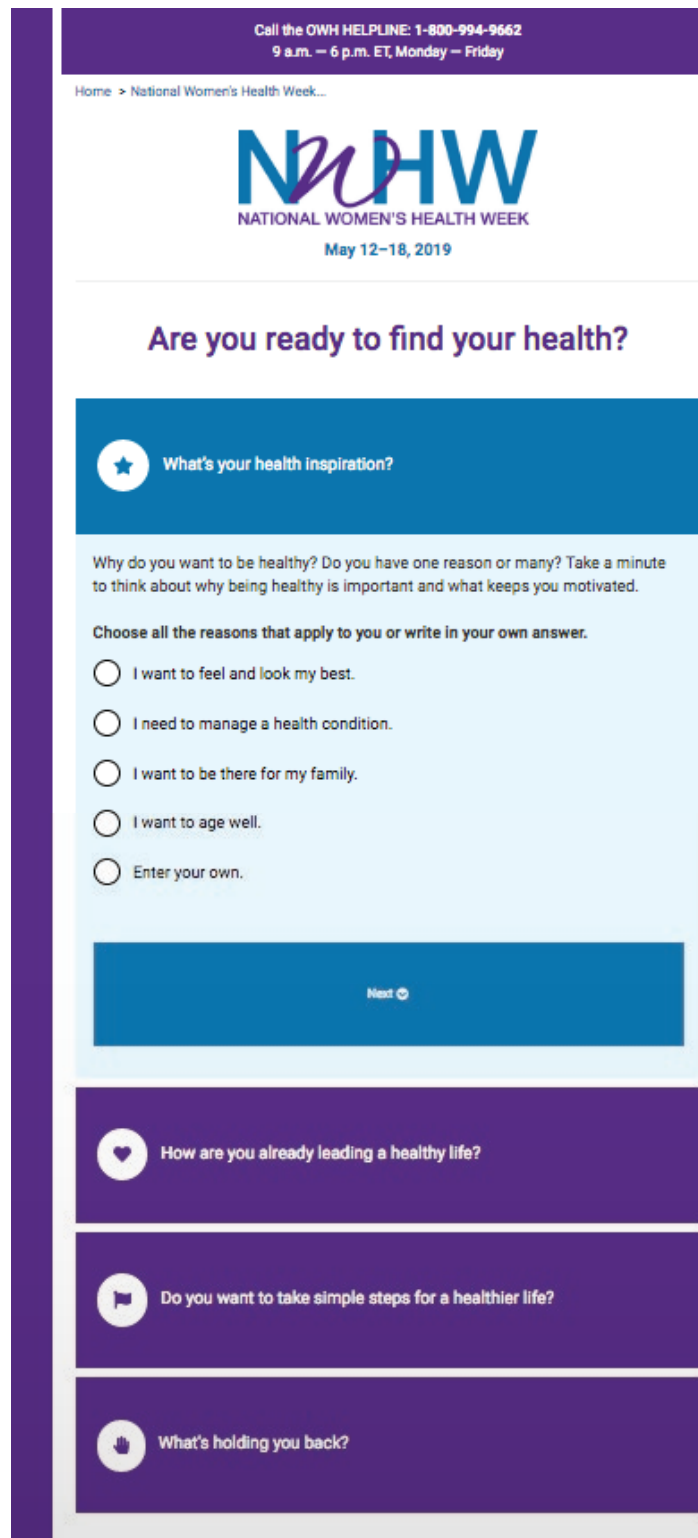
An interactive quiz released for National Women's Health Week (NWHW) on the Office on Women's Health (OWH) website, Womenshealth.gov.

Each year for NWHW, OWH releases a health quiz to help women lead healthier lives. This year, they wanted to create a more interactive quiz that could generate personalized tips based on the women's responses. With a tight deadline and no similar interactive website components for reference, the challenge was to create a simple-to-develop tool that worked with the provided content.

I reviewed and guided the wireframes and interactive comps the designer—Rob Walker Jr.—built. I also art directed the matching digital fact sheet and printable results page for the quiz. The success of the tool has encouraged OWH to incorporate more interactive components on their website, to display health information in new, more engaging, and personalized ways.

Explore the tool at: www.womenshealth.gov/nwhw/find-your-health.

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2017

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PLAY TO LEARN

A FUN FOUNDATION
FOR LEARNING.

A digital infographic and two animated social cards for the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD).

The Play to Learn materials display early learning activities for parents to try with their children. These graphics playfully demonstrate the importance of parents teaching their children skills through structured games and interactions.

I hand-drawn and digitized the illustrations for all three graphics, and drew storyboards, created art boards, and art directed the animated social cards. The social cards were animated by David Arbor.

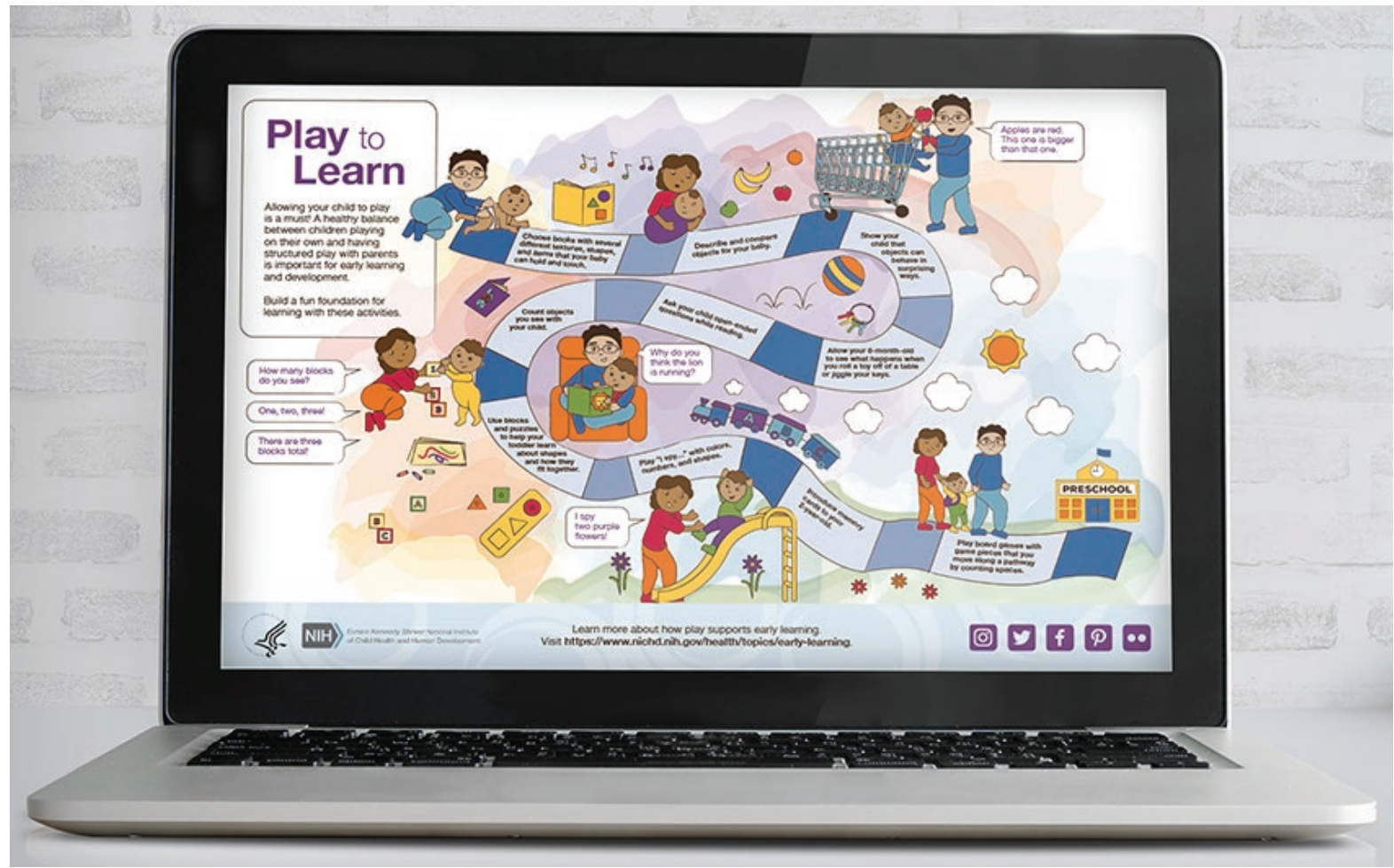
The infographic won a 2018 Online Advertising + Marketing Communicator Award of Distinction.

View the animated infocards here:

www.youtube.be/Lv-qj4muMEU

www.youtube.be/li7ymzuHr1M

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2016

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HACK YOUR SNACK

KALE YEAH.

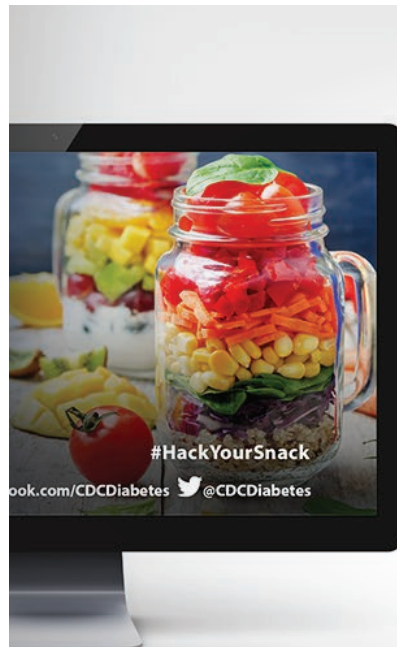
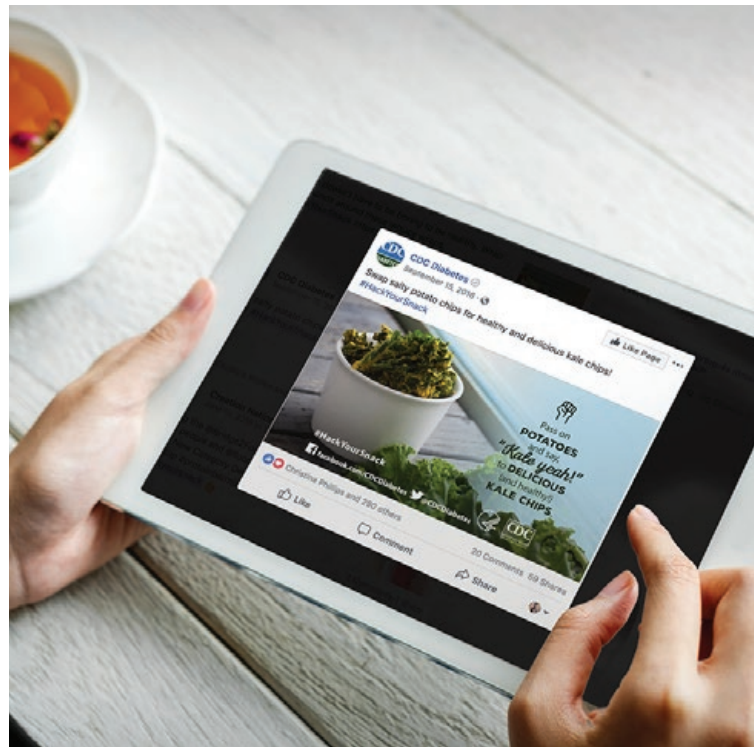
A series of social cards displaying healthy eating tips for the Centers for Disease Control and Prevention (CDC).

This series of social cards features healthy recipes written in fun typographic treatments with matching icons overlaid on bright and colorful photos.

The social cards won a 2016 Graphic Design USA Health + Wellness Design Award.

View the full set of social cards on CDC's website:
www.cdc.gov/diabetes/library/spotlights/hack-your-snack.html

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2016

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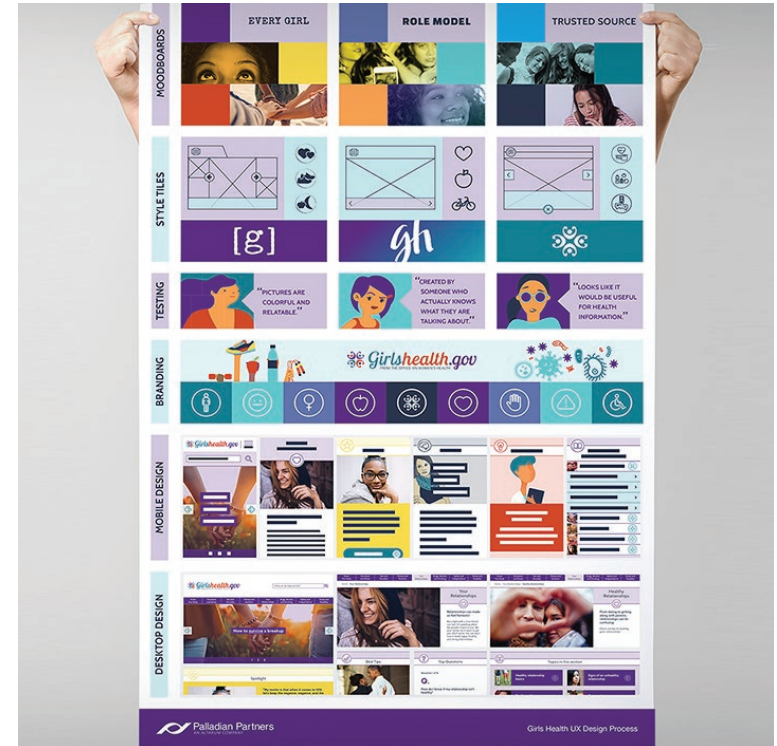
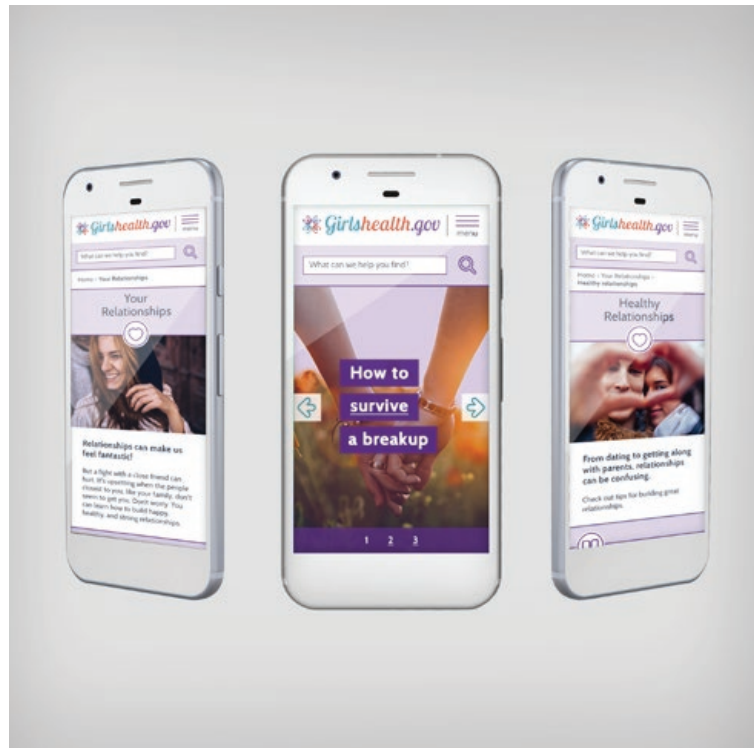
GIRLS' HEALTH

BE HAPPY. BE HEALTHY. BE YOU.
*A website and branding refresh for the
Office on Women's Health (OWH)
teen-centric website: Girlshealth.gov.*

Girlshealth.gov offers teenage girls
reliable, useful health information to
empower them to live happy and healthy
lives. OWH wanted to refresh the
branding and website to encourage girls
to identify and engage with the content.

The redesign included rounds of
research, mood boards, style tiles,
wireframes, user testing, and a mobile-
first approach to web design. A team
of designers worked together to update
the website to a mobile-friendly and
responsive template, create a new
logo, and compile a set of icons and
illustrations to modernize the brand.
I supervised the image curation for the
website—reviewing, re-coloring, and
re-sizing more than 500 photos and
illustrations—and finalized the website
designs and branding guidelines. The
new design is currently waiting for
clearance to go live.

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2016

MERRICK
TOWLE

NGBS GREEN ANNUAL REPORT

A BETTER PLACE TO CALL HOME.
A 36-page annual report filled with
engaging visual data, icons, and graphics
for Home Innovation.

NGBS Green: A Better Place to Call Home
is the inaugural edition of a series of
annual reports showcasing the success of
the NGBS Green program and affiliated
partners. The reports aim to equip
industry partners with numbers and
insights to build the case for sustainability
and NGBS Green certification.

Since the branding for the company
was relatively undefined, I played
off of architectural themes to create
sharp, structured layouts. I used green
textured shapes to highlight important
information throughout the report,
as well as, charts, maps, icons, and
a photographic timeline to visually
represent the milestones and data.

