DESIGN & PRODUCT

Portfolio. KATELYN LIZARDI RODRIGUEZ



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Hello, I'm Katelyn. I am a multifaceted designer with over 5 years of professional experience. I enjoy collaborating with creative minds and am curious, self-driven, and always looking for better ways to create beautiful and meaningful designs. I work to understand what drives and motivates customer behavior so as to develop effective solutions around design for brand identity, product, packaging and marketing.

DISCIPLINES

Design • Product Management • Illustration

TECHNICAL SKILLS

- Adobe Creative Suite Illustration
- Typography Pho
- Excel Beginner

*for complete resume please email katelynlizardi@gmail.com

te • Illustration tography • Multimedia notion graphics & video editing

CONTENTS

01





YEARBOOK PRODUCT MANAGEMENT & DESIGN EVOLUTION (ENTERTAINMENT

2019 HBS ENTERTAINMENT & MEDIA CONFERENCE

Many forces are shaping the future of entertainment & media: digital transformation, globalization, representation, creative trends, and changing dynamics in media investment.

How do we make send of these forces and contribute to a future where entertainment & media are enjoyable, beneficial, and profitable?

2019 HBS ENTERTAINMENT & MEDIA CONFERENCE

JOIN THE CONVERSATION

CONFERENCE DESIGNS

GRAPHIC DESIGN & MARKETING

PRODUCT DEVELOPMENT & DESIGN



ILLUSTRATIONS TRADITIONAL & DIGITAL MEDIUMS

refresh product development & design

Role • Designer (branding, web packaging, marketing)

- Photographer
- Product Research



Product Brief

Collaborative project with reFresh co-founders, Leena Patel & Sri Yelamarty. reFresh aims to revolutionize the water and beverage space by leveraging the finest natural ingredients to improve the taste and health benefits of still or sparkling water.

PROCESS

Research

- Data collection
- Primary research
- Secondary research

Buyer Persona

- Define the audience
- Value proposition

Design

- Brand strategy
- Visual identity
- Brand experience

PRIMARY INVOLVEMENT

User Testing

• Product evaluation

• Customer experience

MVP

- Revise product & packaging
- Website & photography
- Secondary customer testing

Branding



Iterations







re•FRESH WATER INFUSIONS

Acumin Variable Concept ExtraCondensed Light

> **ABCDEFGHIJKLMNO** PORSTUVWXYZ abcdefghijklmno pqrstuvwxyz

Acumin Variable Concept Regular

> ABCDEFGHIJKLMNO PORSTUVWXYZ abcdefghijklmno pqrstuvwxyz

The logo is designed to represent a droplet of water that has been enhance or infused with abstract elements of nature.



Packaging Ideation

TASK: Establish a fresh and colorful aesthetic inspired by health and wellness. Each product line utilizes key words and visual motifs to highlight each flavor's unique value propositions.

PACKAGING MOODBOARD







Round 1

YOUR WATER & DA

1 Drop a flavor pod in your water bottle

2 Shake bottle & let water infuse for 5 mir

Enjoy & repeat

3



Round 2









Round 3 Minimum Viable Product (MVP)



Yearbook

FOR HARVARD BUSINESS SCHOOL

PRODUCT MANAGEMENT & DESIGN

Role • Product Manager

- Designer
- Product Research



Product Management

HARVARD BUSINESS SCHOOL

TASK: Evaluate and restructure the design, production and cost of the annual yearbook for Harvard Business School. Due to COVID-19, use this initiative to help bring closure to the Class of 2020 by creating a meaningful community led keepsake.

PROCESS

- Conduct surveys to gather feedback from students and meet with key stakeholders to closely align the product to student/ customer expectations.
- 2 Run financial audit to analyze return on investment and create a more cost effective solution to producing the annual yearbook.
- B Design the layout and content based off of market research.



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David a big smile

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CLASS OF 2020 | 101

Design

KEY DESIGN INSIGHTS

- To create a more meaningful product, the content of yearbook was altered to solely concentrate on the graduating class, making it more intimate and relevant.
- 2 Established a new system for faculty members to write and submit personalized letters addressed to each of the ten sections from the graduating class.

Based off of student feedback, restructured the design to include more personalized written content (1) letter from the section president, (2) highlights and favorite memories from students throughout the program.

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SECTION E. CLASS OF 2020 1-89



ENC Conference Bundle **GRAPHIC DESIGN**

Designs for the Entertainment & Media Club 2019 Conference - a student club at Harvard Business School

- Conference Booklet
- Marketing Design
- Web Graphics
- Printed Posters
- Name Tags

Role • Designer





TASK: Design the website banner and infographic icons for EMConference.com. Assist with designing the website through Squarespace as well as edit and prepare photos for web.





LASO Conference Bundle

CONFERENCE 2019

EMPOWERING THE LATINX IDENTITY

OCTOBER 5TH, 2019

AT HARVARD BUSINESS SCHOO

WWW.ADELANTECONFERENCE.COM O @LASOHBS For more info contact - laso@studentclubs.hbs.edu

GRAPHIC DESIGN

Designs for the LASO Adelante 2019 Conference - a student club at Harvard Business School

- Print for Posters & Swag Bag
- Marketing Design
- Banners for Website,
 Facebook & Eventbrite

Role • Designer









Designs made for greeting cards. Sold on Etsy.com



Personal Projects: painted digitally and traditionally





TASK: Illustrate hero image and vignette illustrations for Pets in Need Virtual Kitten Shower









