

DESIGN
&
PRODUCT

2020

Portfolio.

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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 • Photography • Multimedia
• Excel • Beginner motion graphics & video editing

*for complete resume please email katelynizardi@gmail.com

CONTENTS

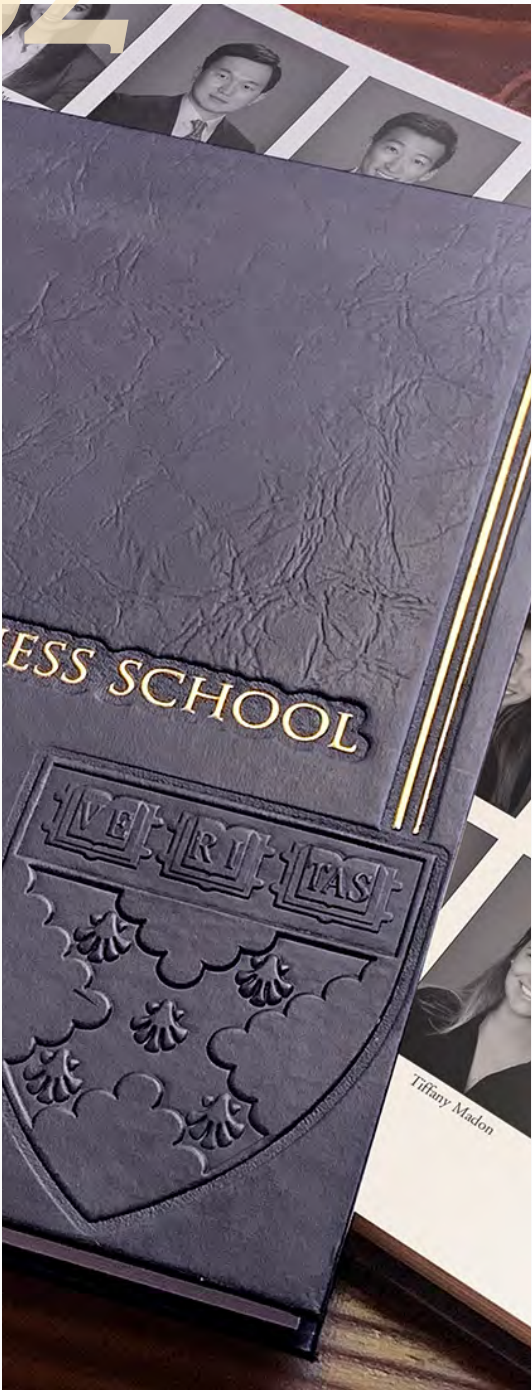
01



reFRESH

PRODUCT DEVELOPMENT
& DESIGN

02



YEARBOOK

PRODUCT MANAGEMENT
& DESIGN

03



CONFERENCE DESIGNS

GRAPHIC DESIGN
& MARKETING

04



ILLUSTRATIONS

TRADITIONAL & DIGITAL
MEDIUMS

reFresh

PRODUCT DEVELOPMENT & DESIGN

- Role • Designer (branding, web
packaging, marketing)
- Photographer
 - Product Research



01

Product Brief

01

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

PRIMARY INVOLVEMENT

Design

- Brand strategy
- Visual identity
- Brand experience

User Testing

- Product evaluation
- Customer experience

MVP

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



Branding

01



LOGO



re•FRESH
WATER INFUSIONS

Acumin Variable Concept
ExtraCondensed Light

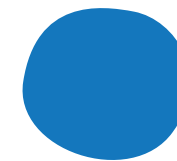
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Acumin Variable Concept
Regular

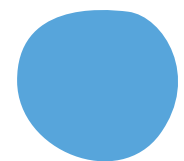
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The logo is designed to represent a droplet of water that has been enhance or infused with abstract elements of nature.

Primary Colors



1477bd



57a5db

Secondary Colors



88cb40



ffb339



f1c0d6

Iterations



Packaging Ideation

01

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



Round 2



Round 3 Minimum Viable Product (MVP)



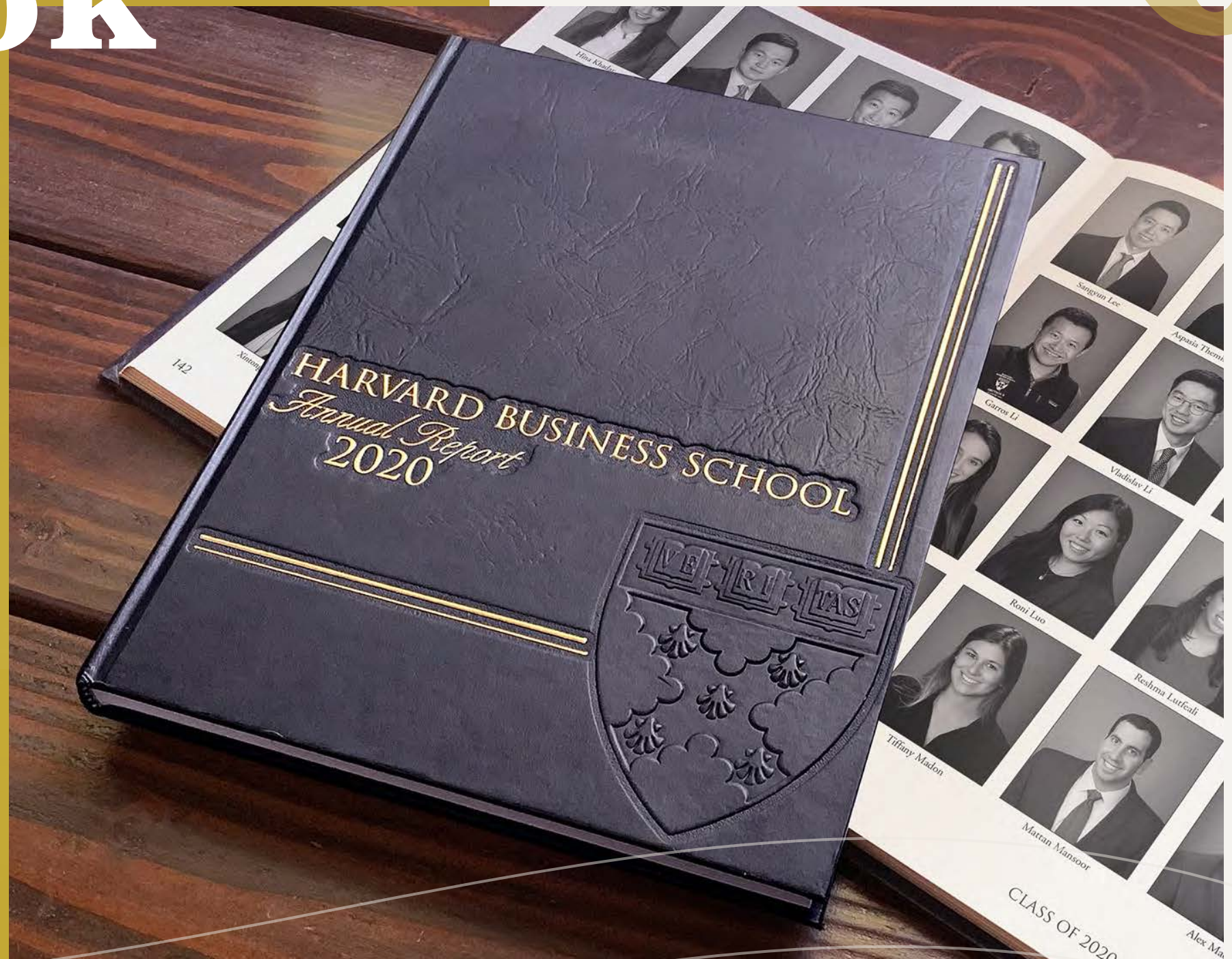
Yearbook

FOR HARVARD
BUSINESS SCHOOL



PRODUCT
MANAGEMENT
& DESIGN

Role • Product Manager
• Designer
• Product Research



02



Product Management

02

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

- 1 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.
- 3 Design the layout and content based off of market research.

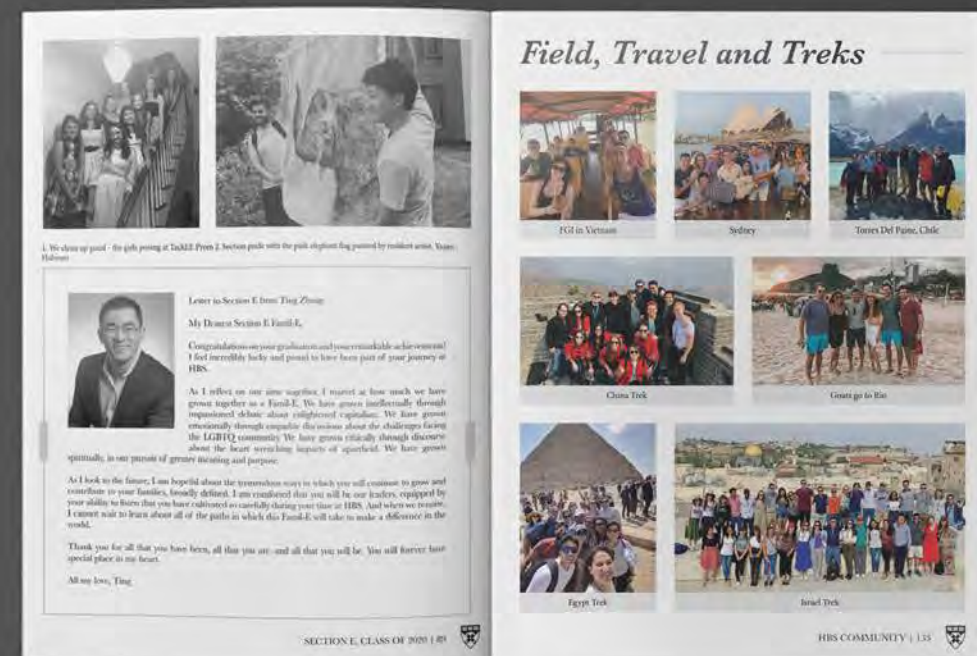
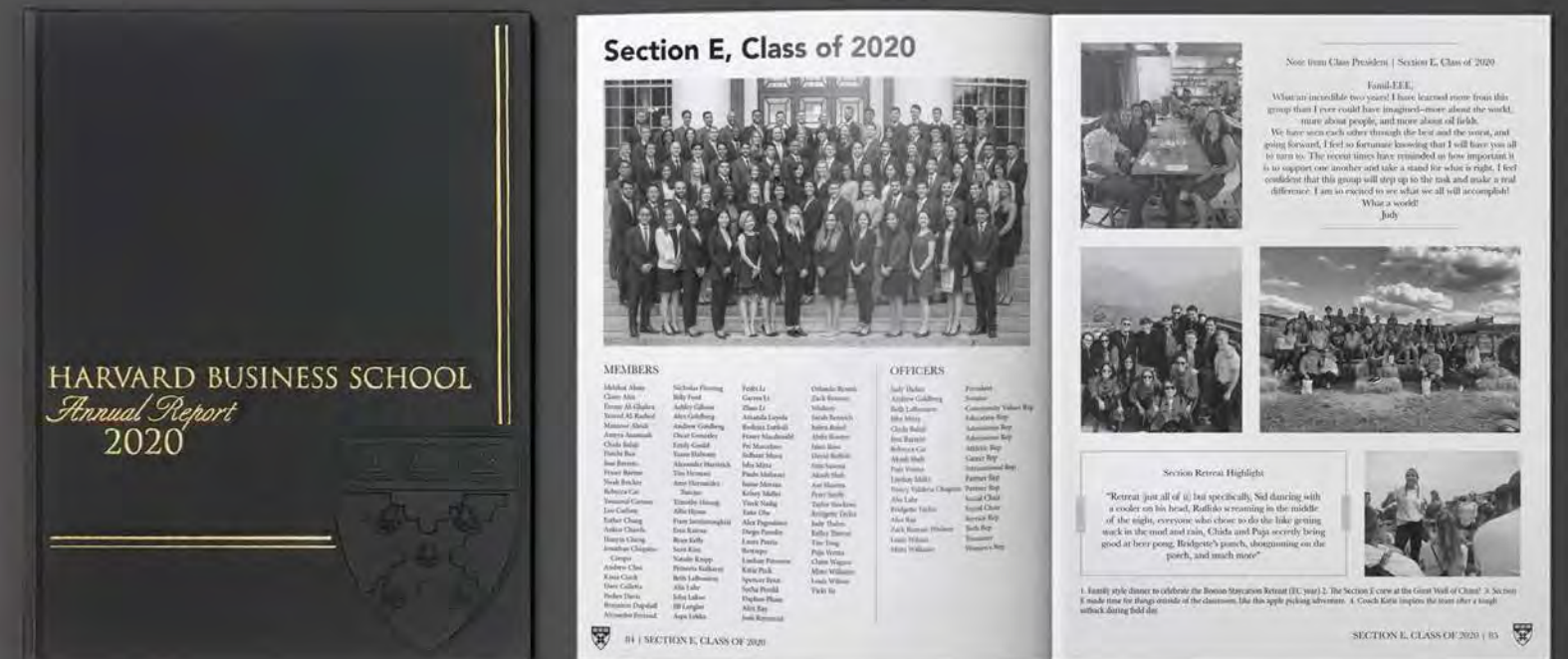


Design

02

KEY DESIGN INSIGHTS

- 1 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.
- 3 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.



EMC Conference Bundle

GRAPHIC DESIGN

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

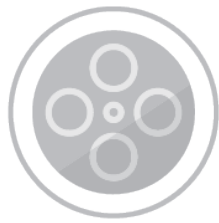
- Conference Booklet
- Marketing Design
- Web Graphics
- Printed Posters
- Name Tags

Role • Designer

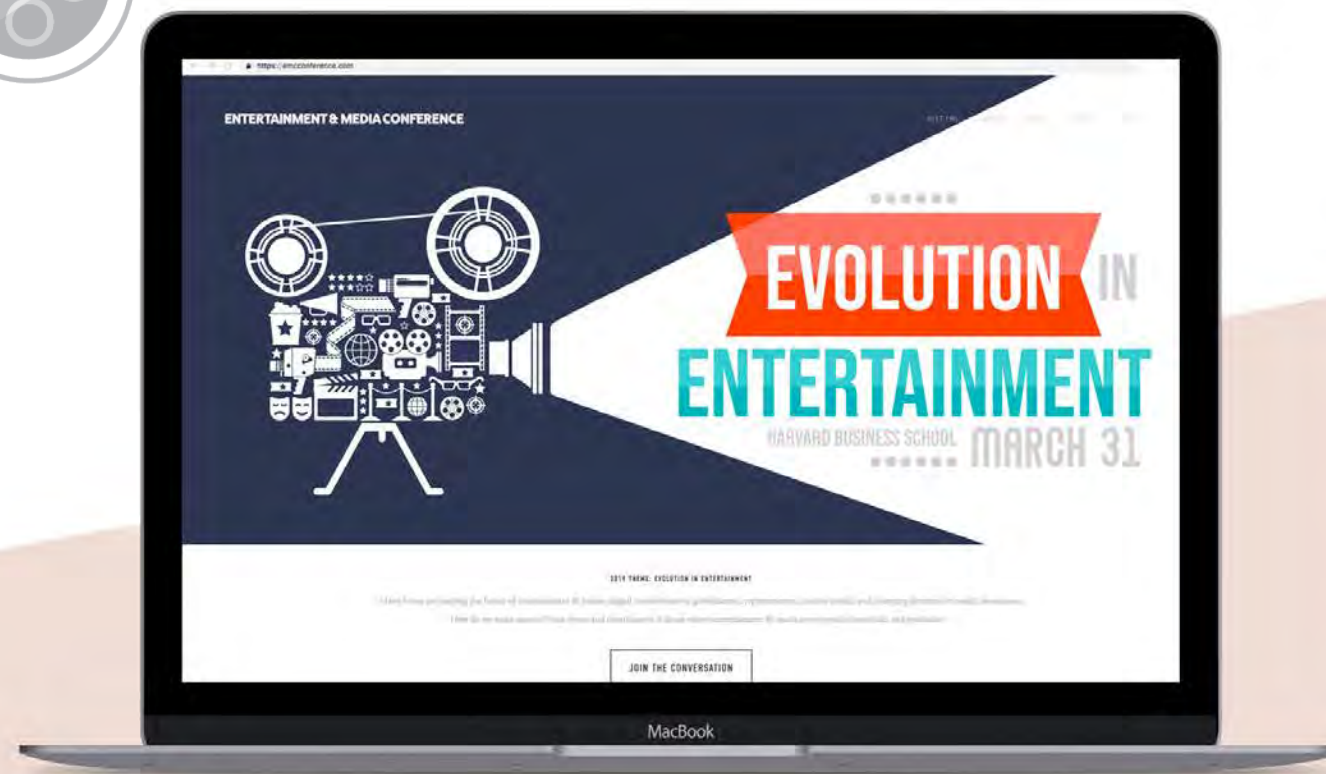


Web Graphics

03



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

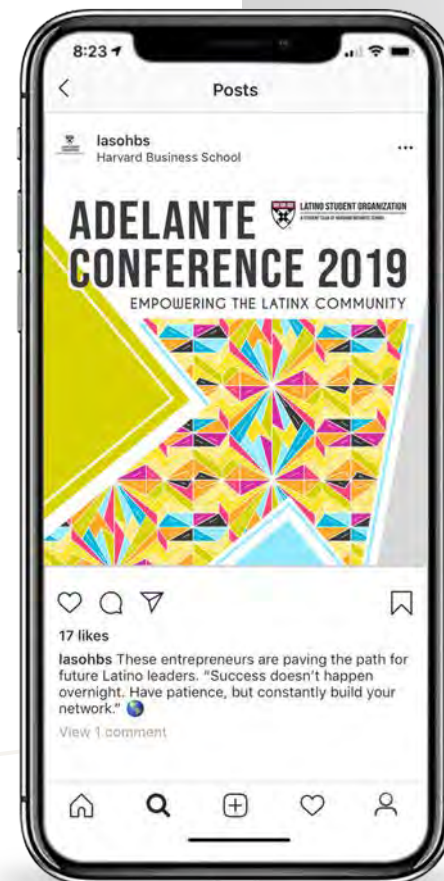
GRAPHIC DESIGN



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



03

Illustrations

04



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*

