

# Portfolio.

• • • KATELYN LIZARDI RODRIGUEZ



## KATELYN LIZARDI RODRIGUEZ

🏠 Los Angeles Metropolitan Area

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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 [katelynlizardi@gmail.com](mailto:katelynlizardi@gmail.com)



CONTENTS

01



GRAPHIC DESIGN

GRAPHIC DESIGN  
& MARKETING

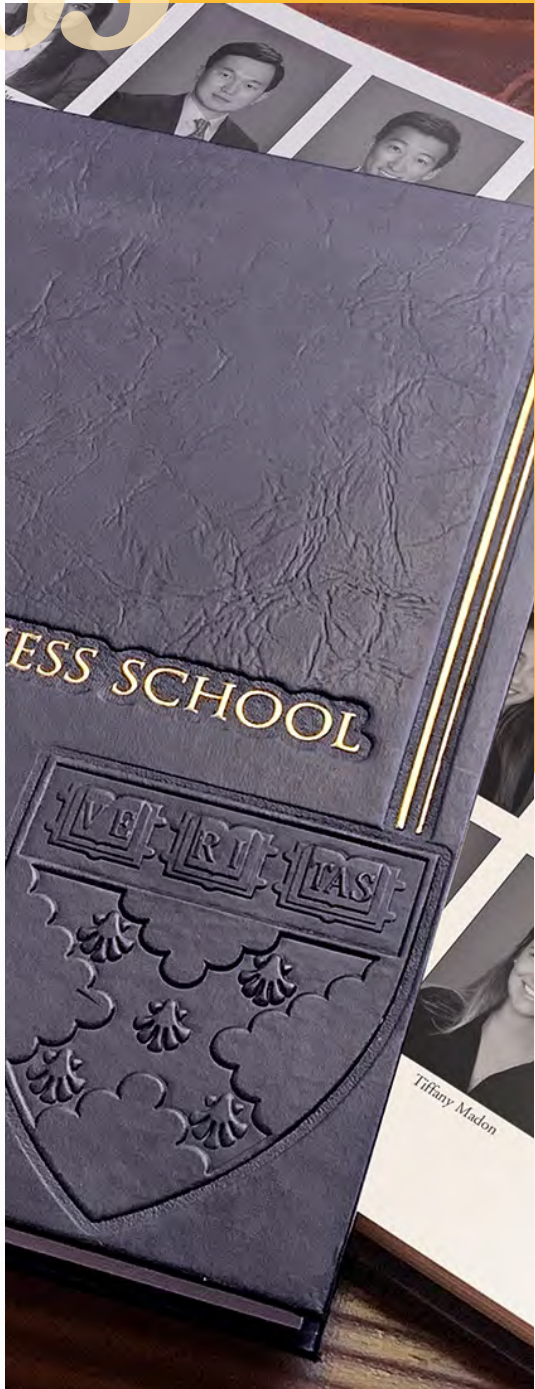
02



reFRESH

PRODUCT DEVELOPMENT  
& DESIGN

03



YEARBOOK

PRODUCT MANAGEMENT  
& DESIGN

04



ILLUSTRATIONS

TRADITIONAL & DIGITAL  
MEDIUMS



# EMC Conference Bundle

## GRAPHIC DESIGN

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

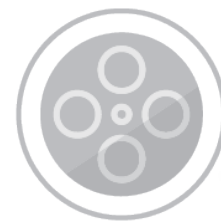
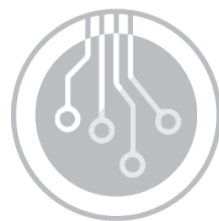
- Conference Booklet
- Marketing Design
- Web Graphics
- Printed Posters
- Name Tags

Role • Designer

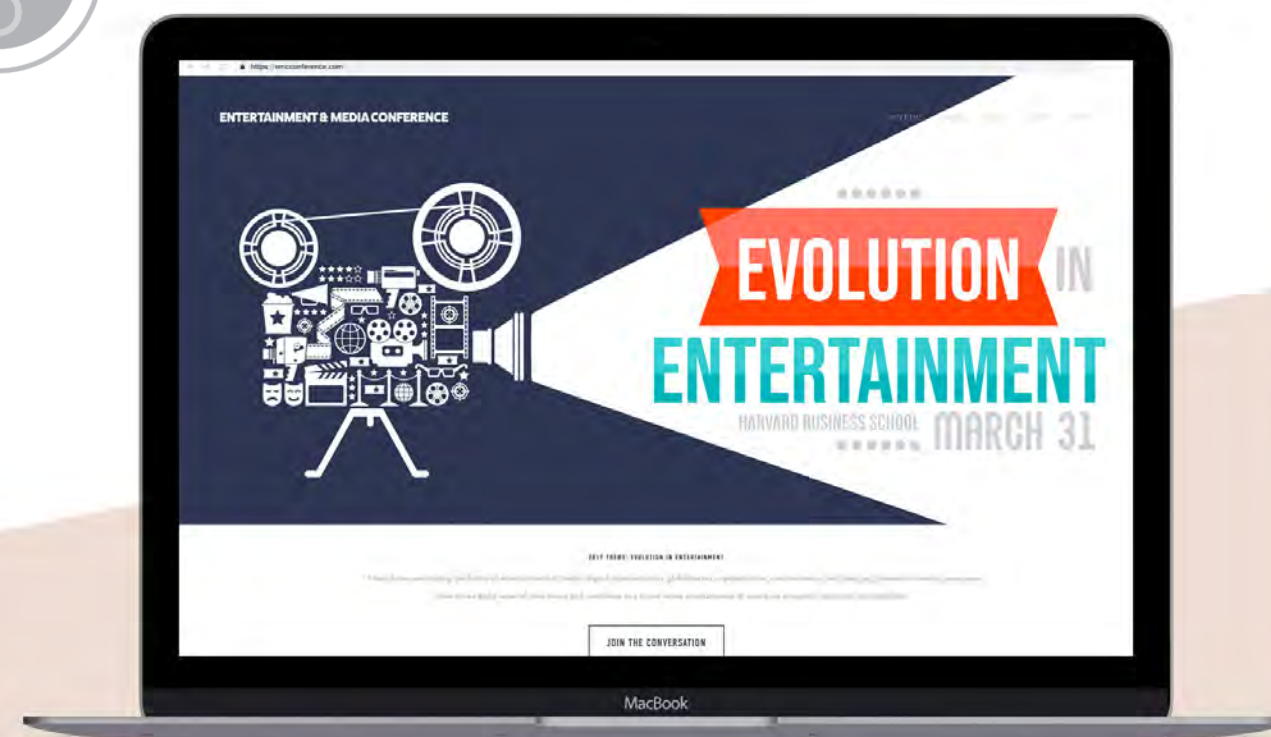


# EMC Web Graphics

## GRAPHIC DESIGN



**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.





# Adelante 2020

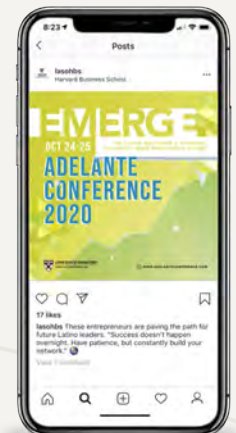
GRAPHIC DESIGN



Designs for the LASO  
Adelante 2020 Virtual  
Conference

- Marketing Design
- Graphics for Website,  
Facebook & Eventbrite

Role • Designer



01

# Adelante 2019

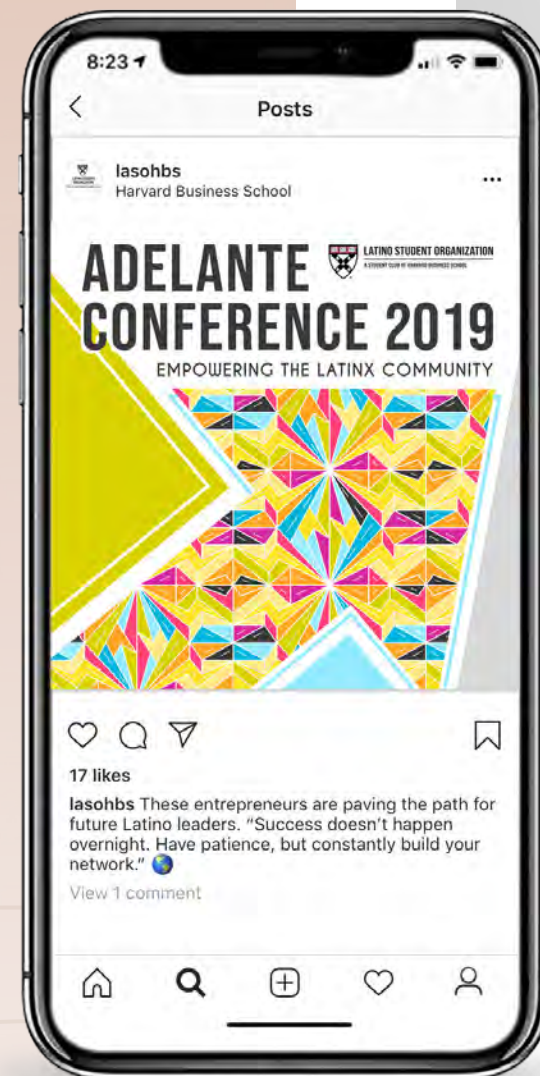
## GRAPHIC DESIGN



Designs for the LASO  
Adelante 2019 Conference

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

Role • Designer



# 01



# SA Marketing Graphics

## GRAPHIC DESIGN

Designs for the Harvard Business School SA Products Office.

Led SA Products Office rebranding. Planed, created, and executed marketing strategy - including events, email, and advertising. Responsible for design, advertising, and distribution of unique products and services to graduate students - custom apparel, publications, photography, frames, plaques, and rental services.

- Role • Designer  
• Product Manager

## ADVERTISEMENT



**patagonia**  
**FLEECES**  
**ON SALE!**

**FLEECE JACKET**



**FLEECE VEST**



**ADZE JACKET**

**CUSTOM EMBROIDERY!**  
**Options include:**  
**HBS Logo, Section,**  
**Class Year and more!**

**ORDER ONLINE**  
**[WWW.HBSSA.ORG/PRODUCTS](http://WWW.HBSSA.ORG/PRODUCTS)**

**STOP BY THE STUDENT ASSOCIATION PRODUCTS OFFICE TO TRY ON SIZES**  
**Spangler Room 007 | Mon. - Thur. 10:00am - 4:00 pm**  
**Spangler Room 007 | Mon. - Thur. 10:00am - 4:00 pm**

## EMAIL



### EMBROIDERED PATAGONIAS FOR YOUR DEPARTMENT

offered through the SA Products Office



Interested in getting custom embroidered Patagonia apparel for your department? The SA Products Office offers embroidery on a wide range of styles. See below for samples and the attached pdf for complete catalog of items and prices.

## VESTS



Better Sweater Vest  
\$99

Classic Synchilla Vest  
\$79

## SWEATERS



Better Sweater 1/4 Zip  
\$99

## JACKETS



Micro D Jacket  
\$89

[Shop Products](#)

Please feel free to reach out to us if you have questions or visit us on social media at:

Instagram: [www.instagram.com/hbs.sa](https://www.instagram.com/hbs.sa)  
Facebook Page: [HBS Student Association](https://www.facebook.com/HBS-Student-Association)

Best,  
SA Products Office  
617.496.6854  
Spangler #007 (Across from The Grille)  
Office hours: Monday - Thursday 10am-4pm  
Harvard | Business | School



# reFresh

## PRODUCT DEVELOPMENT & DESIGN

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





# Product Brief

02

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

02



LOGO



re•FRESH  
WATER INFUSIONS

Acumin Variable Concept  
*ExtraCondensed Light*

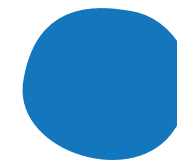
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Acumin Variable Concept  
*Regular*

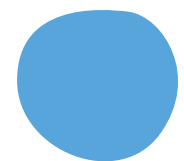
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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

## Primary Colors



1477bd

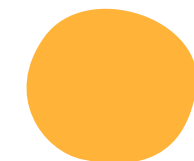


57a5db

## Secondary Colors



88cb40



ffb339



f1c0d6

Iterations





# Packaging Ideation

02

**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)





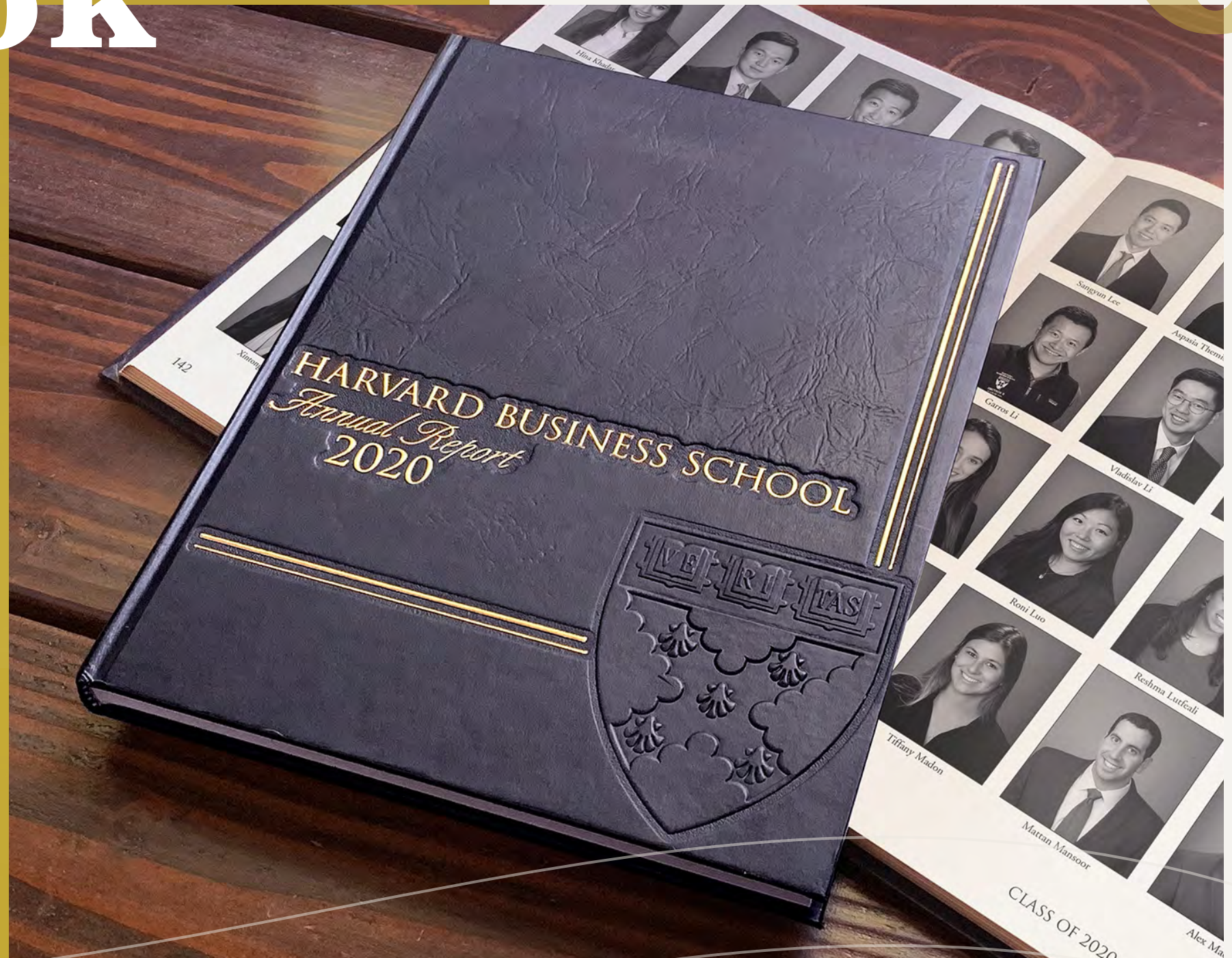
# Yearbook

FOR HARVARD  
BUSINESS SCHOOL



PRODUCT  
MANAGEMENT  
& DESIGN

Role • Product Manager  
• Designer  
• Product Research



# 03





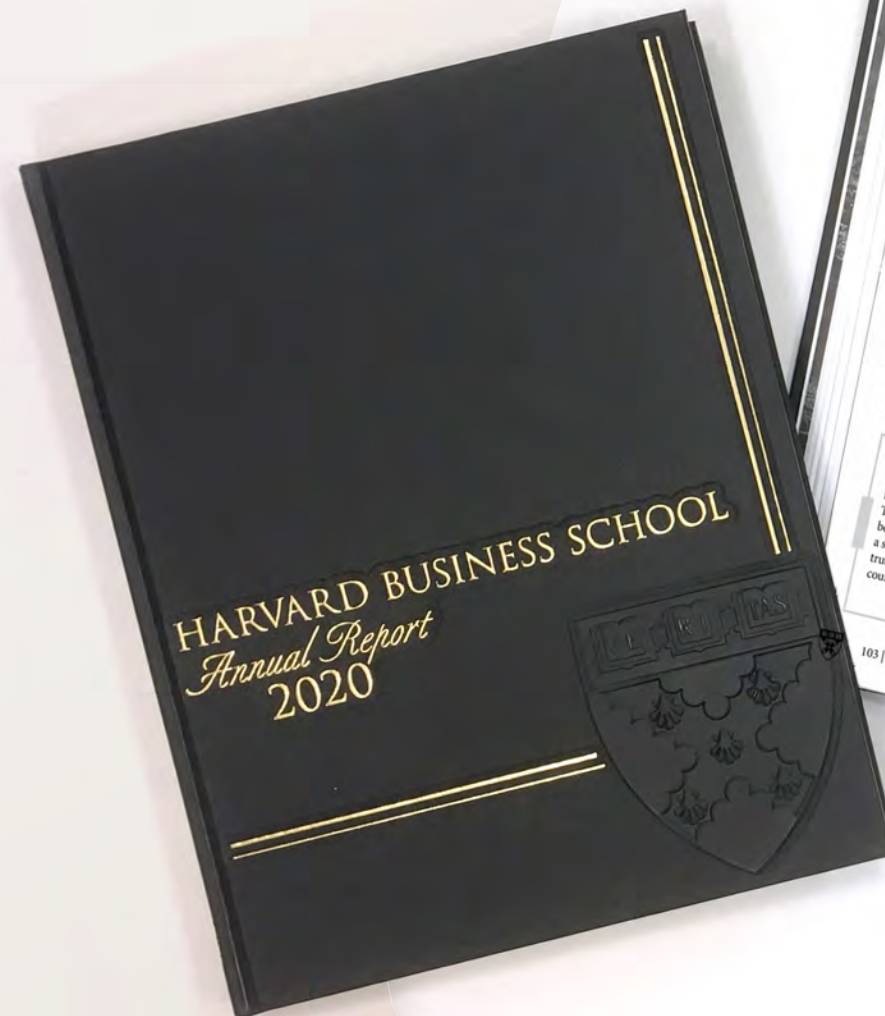
# Product Management

03

**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.



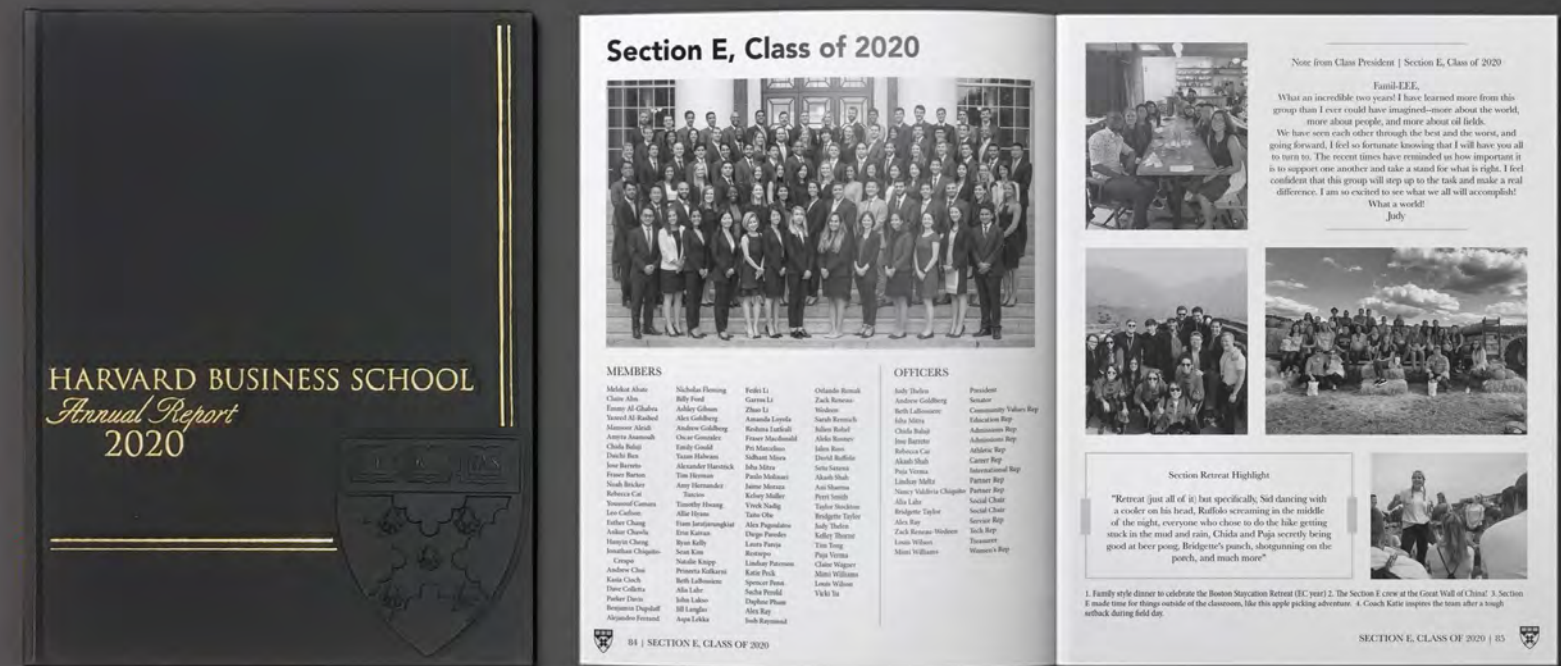


# Design

03

## 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.





# 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*

