

LAURA

GILLMORE

portfolio

2021

PACKAGING DESIGN

Typography, graphics, and handpainted illustration for Spanish coffee brand.
Pattern aesthetics mimic regional floor tiling and ironwork.



Typography

Primary Typeface
Henderson Sans | Basic SemiBold

Secondary Typeface
Henderson Sans | Basic Thin



Festive Seasonal Blends
DESIGN OPTIONS

PACKAGING DESIGN

Brand applications for cold brew labelling.



PACKAGING DESIGN

Brand applications for to-go coffee cup packaging.



REGULAR



LARGE



REGULAR | COMPOSTABLE MATERIAL

DIGITAL DESIGN

Email design for CRM systems and digital marketing.



Thank your Dad.

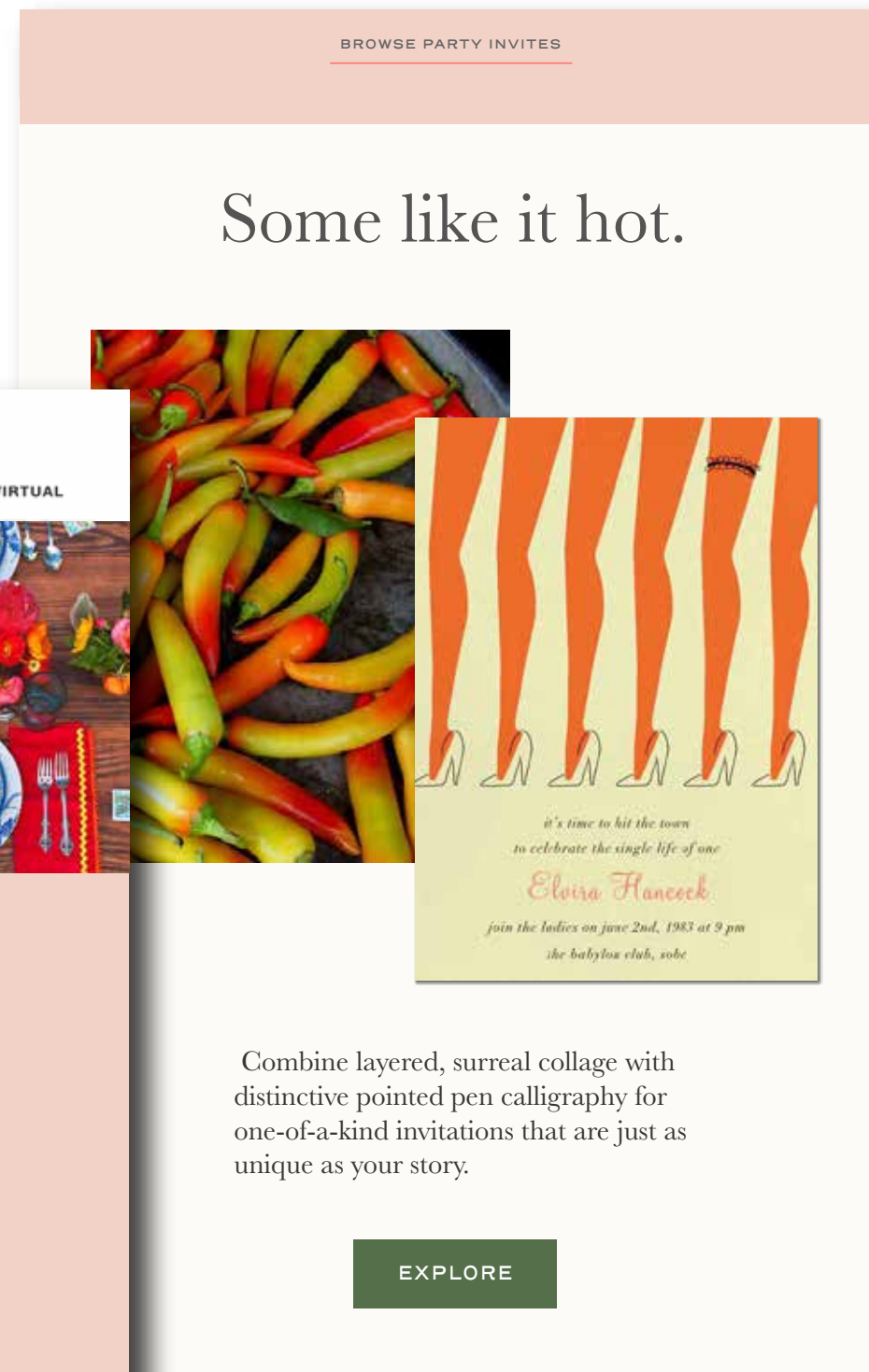
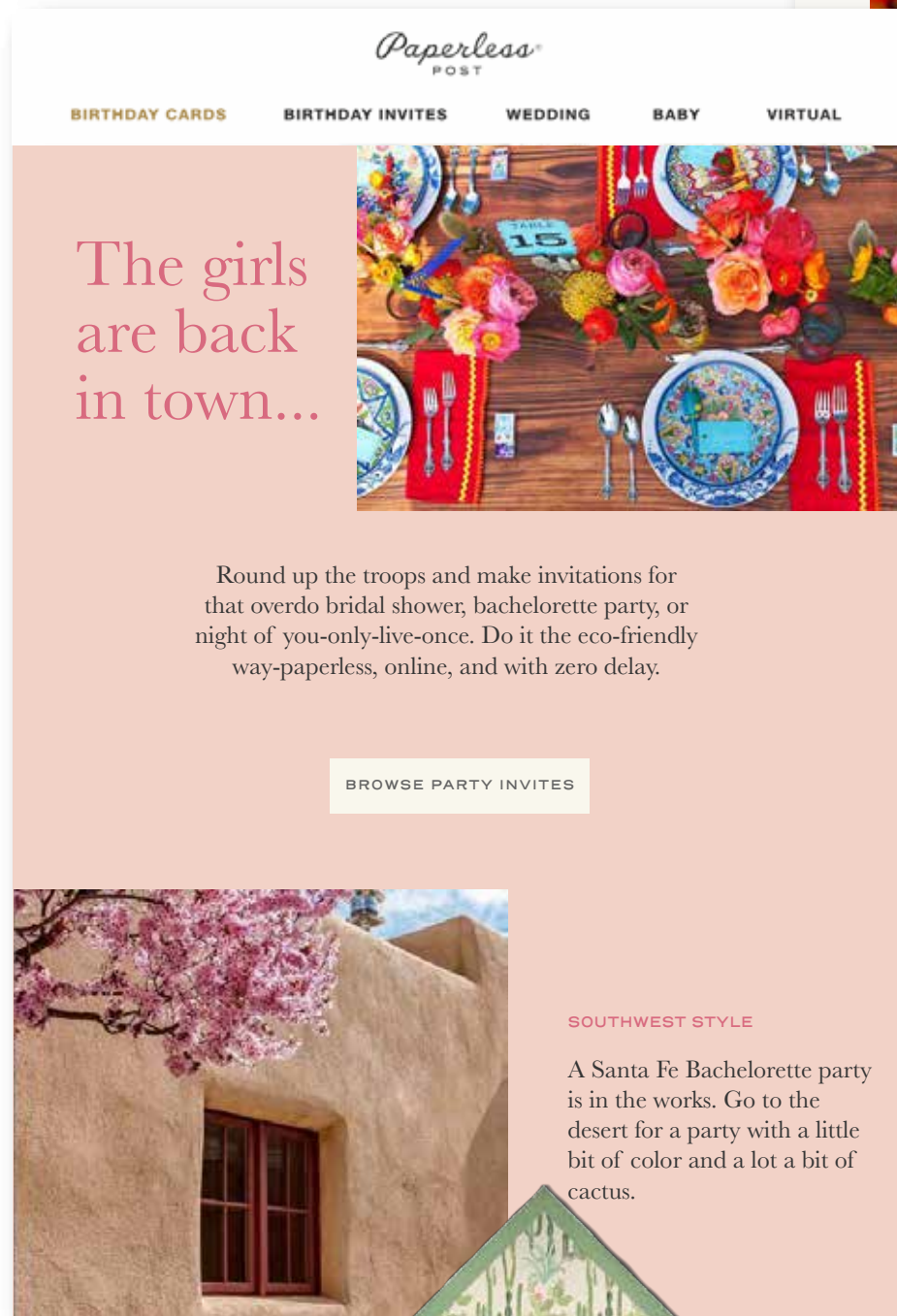
Your dad has done so much for you throughout the years: give advice, make you laugh, fly you around like an airplane. So, how do you help him feel appreciated this year?

[BROWSE CARDS](#)



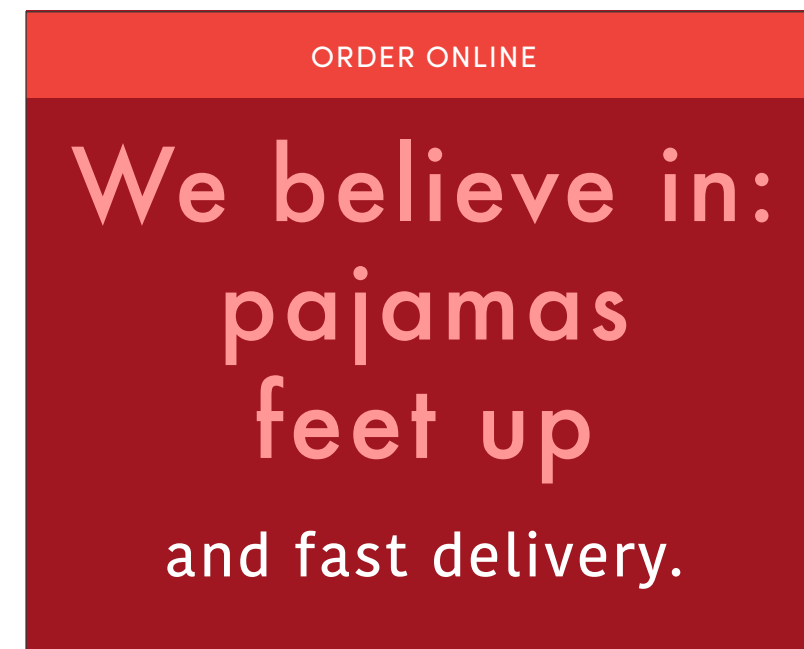
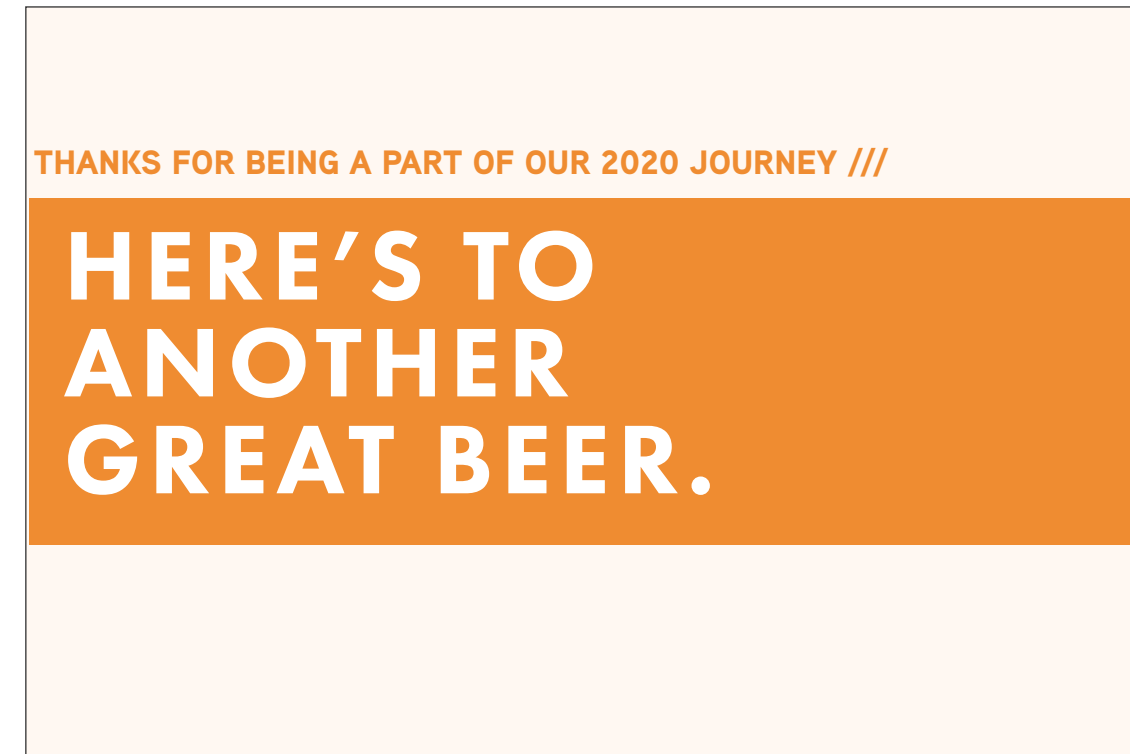
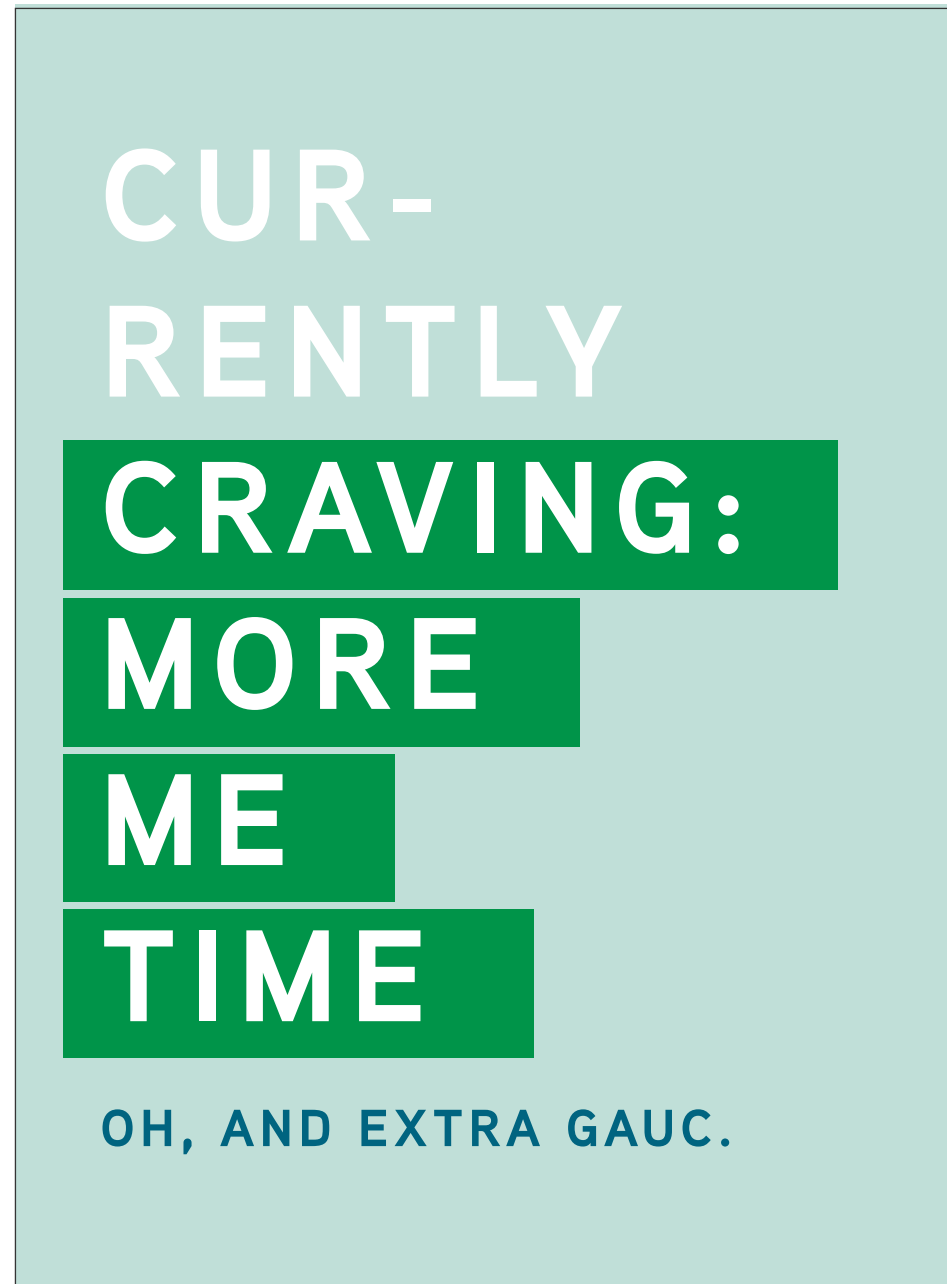
DIGITAL DESIGN

Email design for CRM systems and digital marketing.



DIGITAL DESIGN

Creative assets for social content and email marketing.



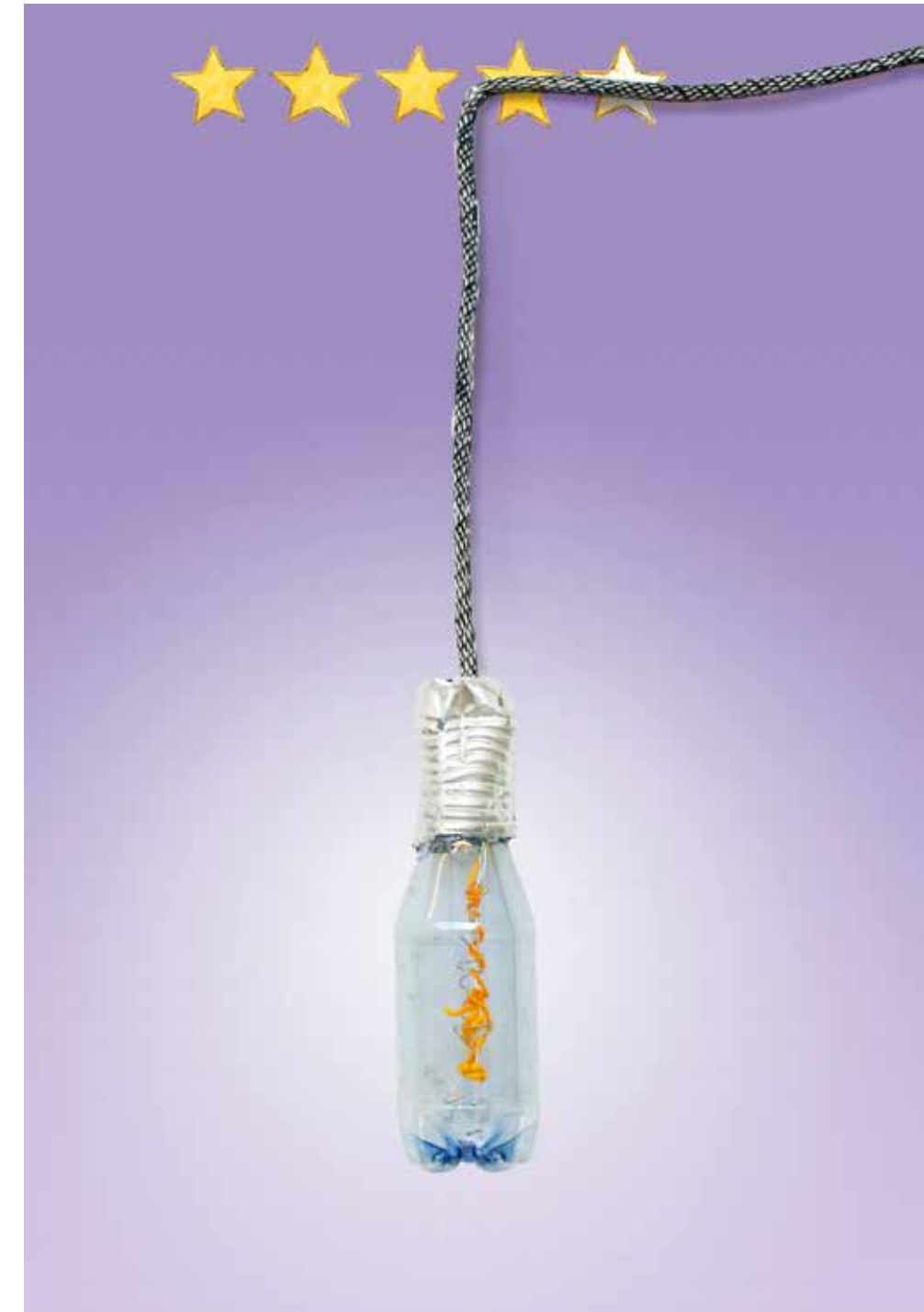
INVITE DELIVERABLE

Typography, layout, handpainted illustrations for online invitation and email marketing.



SOCIAL DESIGN

Social content design. Art direction, photo manipulation, retouching, and typography.



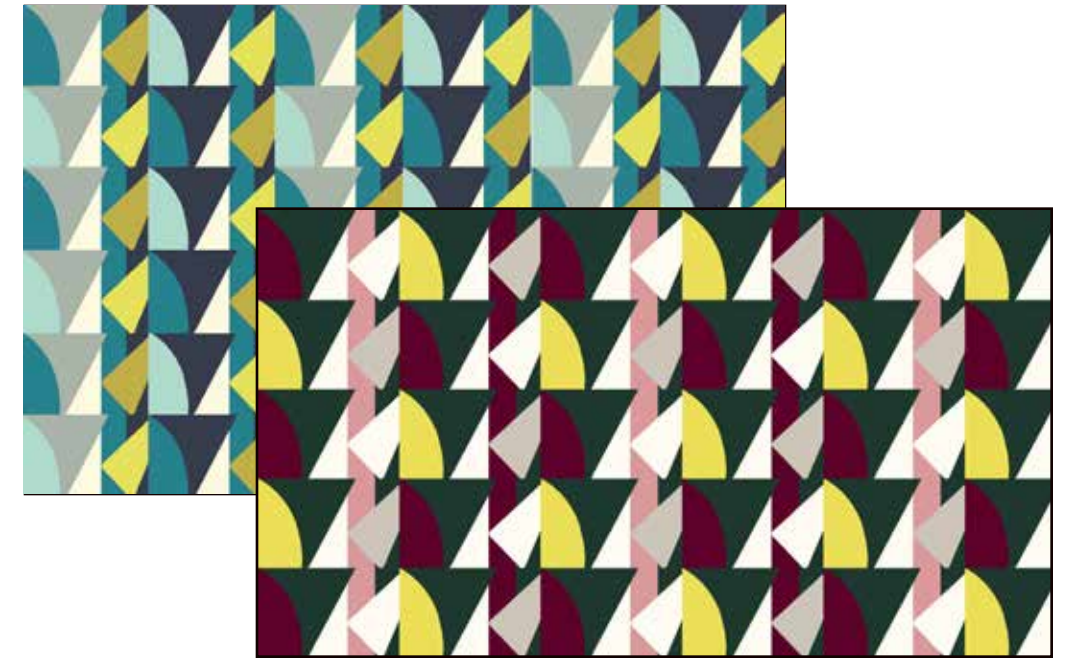
TEXTILE DESIGN

Graphic art adapted into flatweave rug construction, West Elm, Spring 2017.



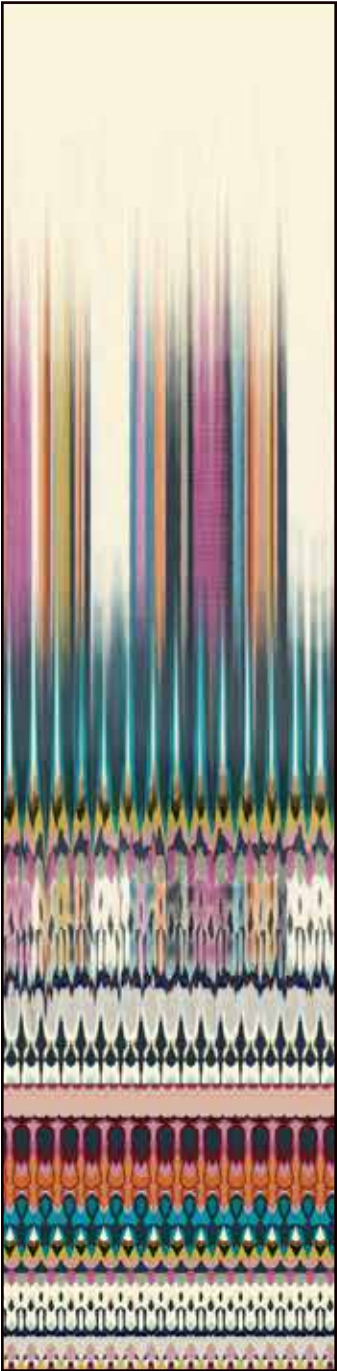
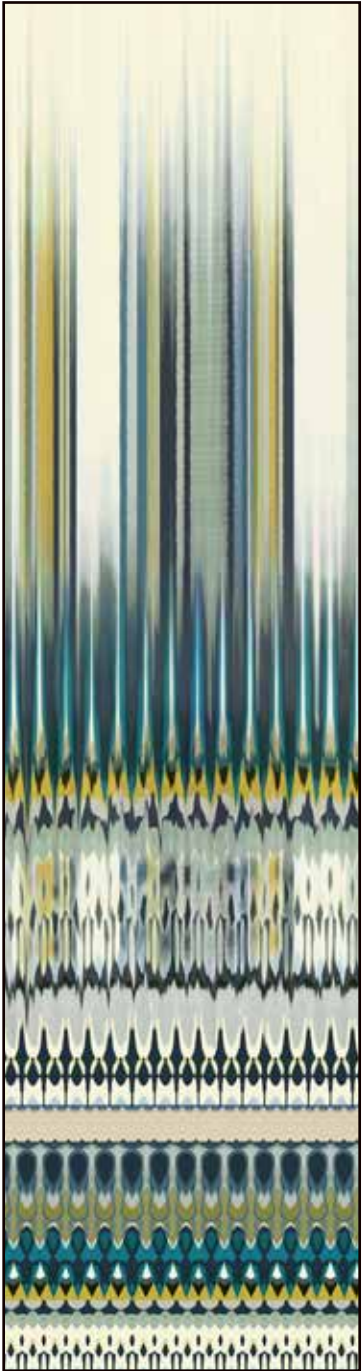
TEXTILE DESIGN

Graphics, original artwork,
West Elm, Spring 2017.



TEXTILE DESIGN

Photomanipulated, original artwork, CAD.
West Elm, Spring 2017.



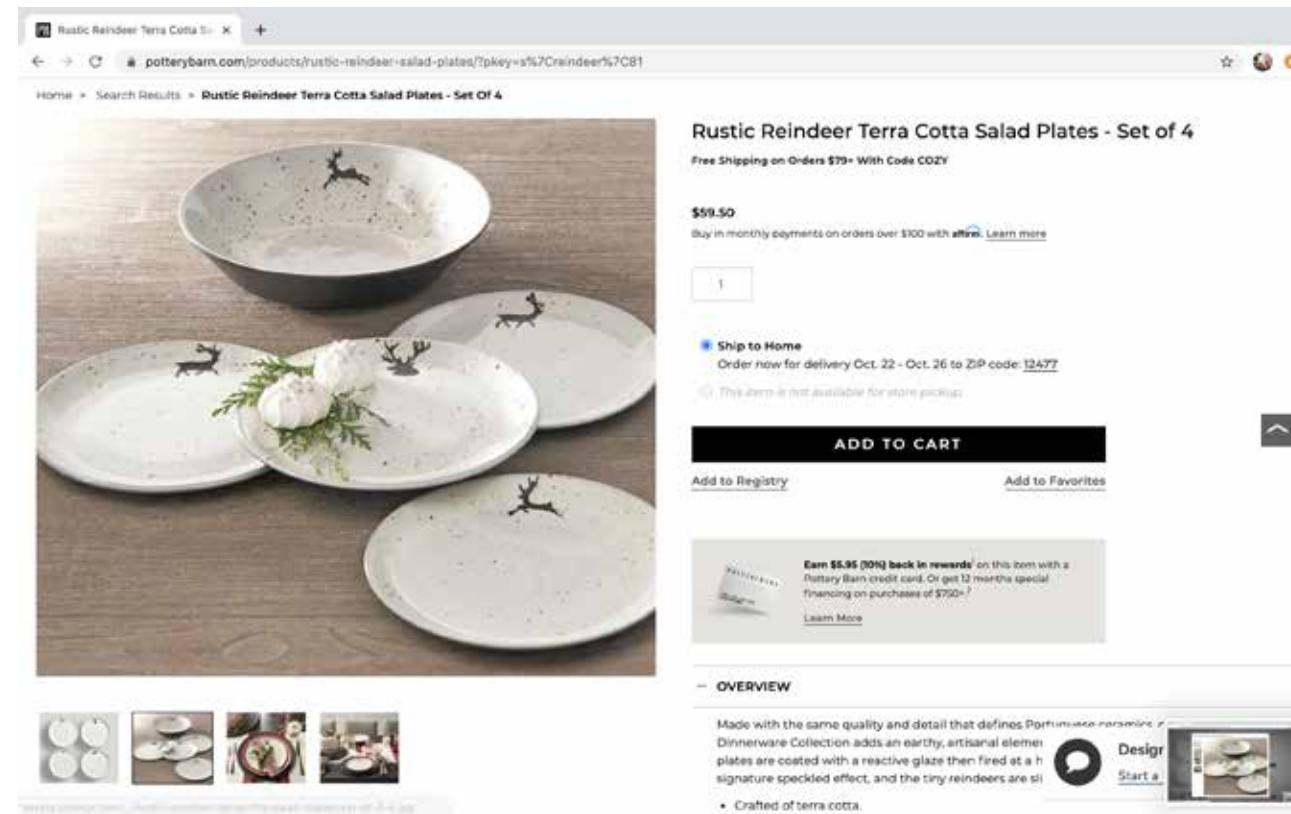
SURFACE DESIGN

Illustration adapted into embroidered tables
linens, Pottery Barn X Monique L’Huillier,
Holiday 2020.



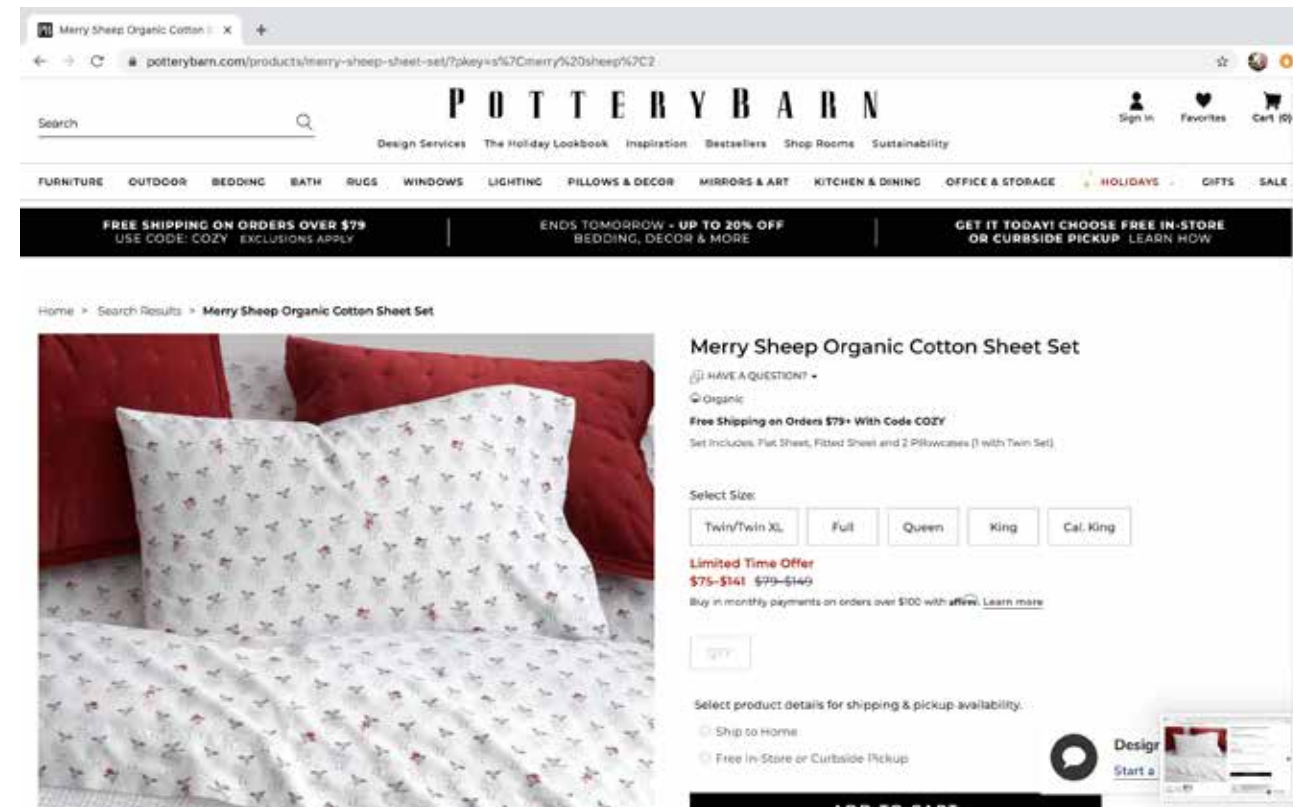
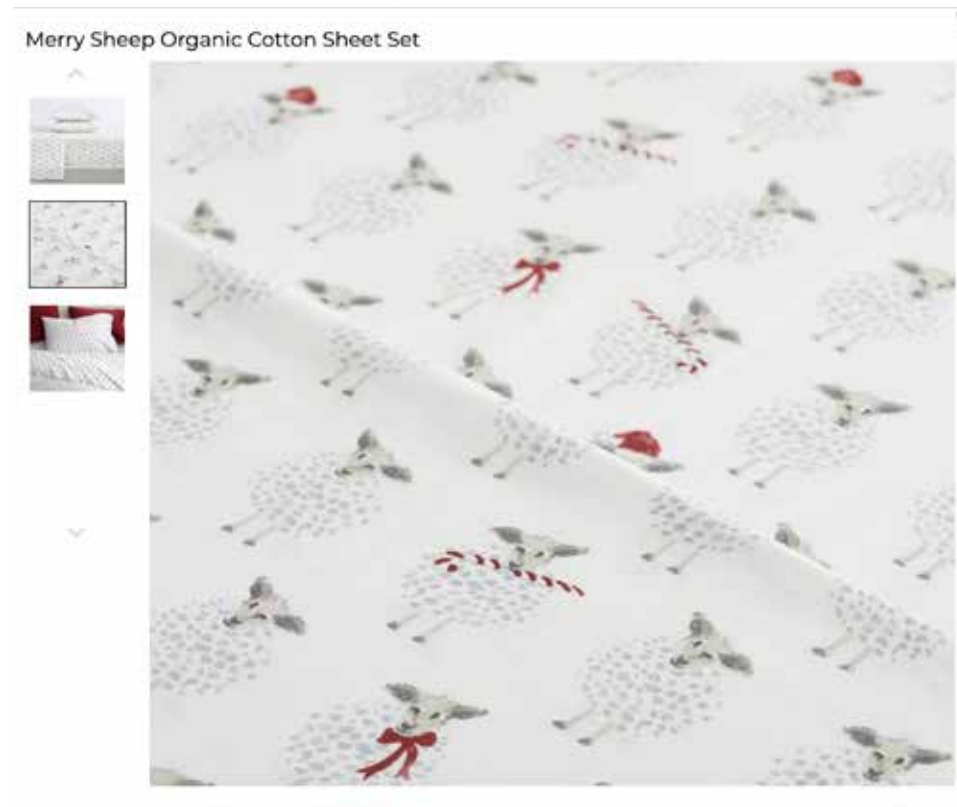
SURFACE DESIGN

Hand painted artwork, adapted into
plateware, Pottery Barn, Holiday 2020.



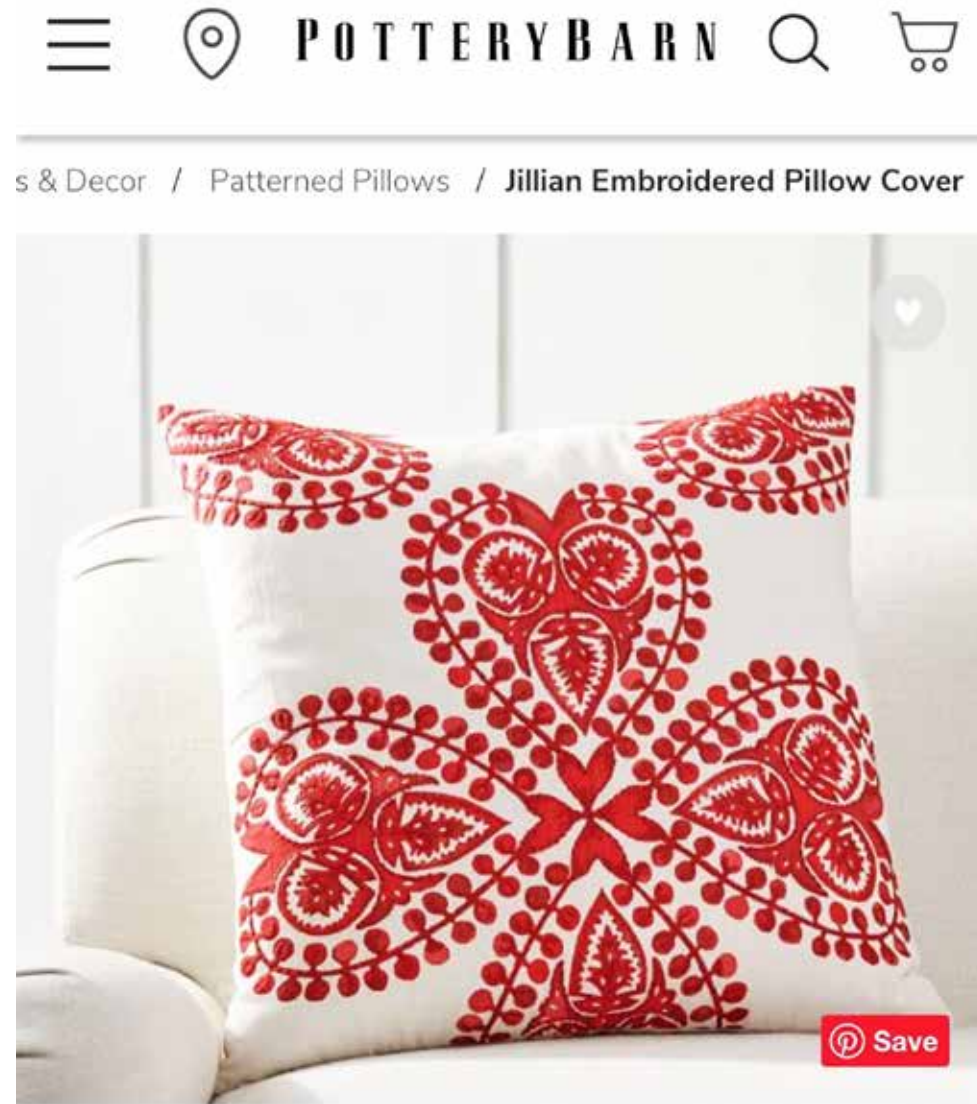
TEXTILE DESIGN

Hand painted artwork, adapted into sheet set, Pottery Barn, Holiday 2020.



TEXTILE DESIGN

Hand painted artwork, adapted into pillow design.
Pottery Barn, Holiday 2019.



1 of 2



2 of 2

Jillian Embroidered Pillow Cover

20% off with code FALL



ANIMATION

Animation and video editing.
Software: Adobe Premiere Pro and After Effects.



<https://vimeo.com/331727214>

VIDEO FOR SOCIAL

Video logging, editing, and producing exports for social platforms. Software: Adobe Premiere Pro and After Effects.



https://www.instagram.com/p/CRXIL_3HyWi/