

ELIZABETH

RECED

GRAPHIC DESIGNER

ABOUT THE ARTIST

Elizabeth is an artist living and working in Marietta, GA. She's currently looking for work after graduating with a BFA in Graphic Design from Kennesaw State University. Between work and personal projects she makes time for her passion: Package Design. She finds inspiration for her work through the comedy she consumes. Her goal in every project is to make her client laugh, or at least smile.



PRINT AND ADVERTISING

Personal Branding Set

For this project, I was asked to create a stationary set for my own brand. The design started with my business card, where I took inspiration from art deco styles and lettering to create a unique design for myself. Then I took the basic ideas of the card and applied them to the rest of my branding set.

Personal Branding Set, Paper: 8.5x11 Print. Business Card: 3.5x2 print. Envelope: 12.5x9.5 2022.

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Rise Up Billboard Mockup

For this project, I was asked to create a billboard advertisement for a collaboration with a local sports radio station and the Atlanta Falcons. I chose the phrase “Rise Up” because the team has used it before to help drum up support. I chose to make the phrase literal, having the player leaping past and through the metaphorical expectations to hopefully win.

RISE UP, Billboard Ad: 14x48 print. 2022

RISE UP.



ATLANTA
FALCONS



Atlanta's Classic Rock

293

UX DESIGN

David Carson App

For this project, I was asked to create a prototype for an app that showcased the work of David Carson, a popular Graphic Designer. His style is based in collage and grunge, and always tries to break the rules of design. I used this information to design an app that looked like you were going through his personal collection.

David Carson App, UX Design, 2021



DAVID CARSON

APP PRESENTATION

PACKAGING DESIGN

Jus Smoothies

In this project, I was tasked to create a label for a smoothie company. The company is named Jus because they're supposed to be a back to the earth, minimalistic brand. The smoothie has the same exact ingredients as one you could make at home, but it's conveniently packaged for on the go use.

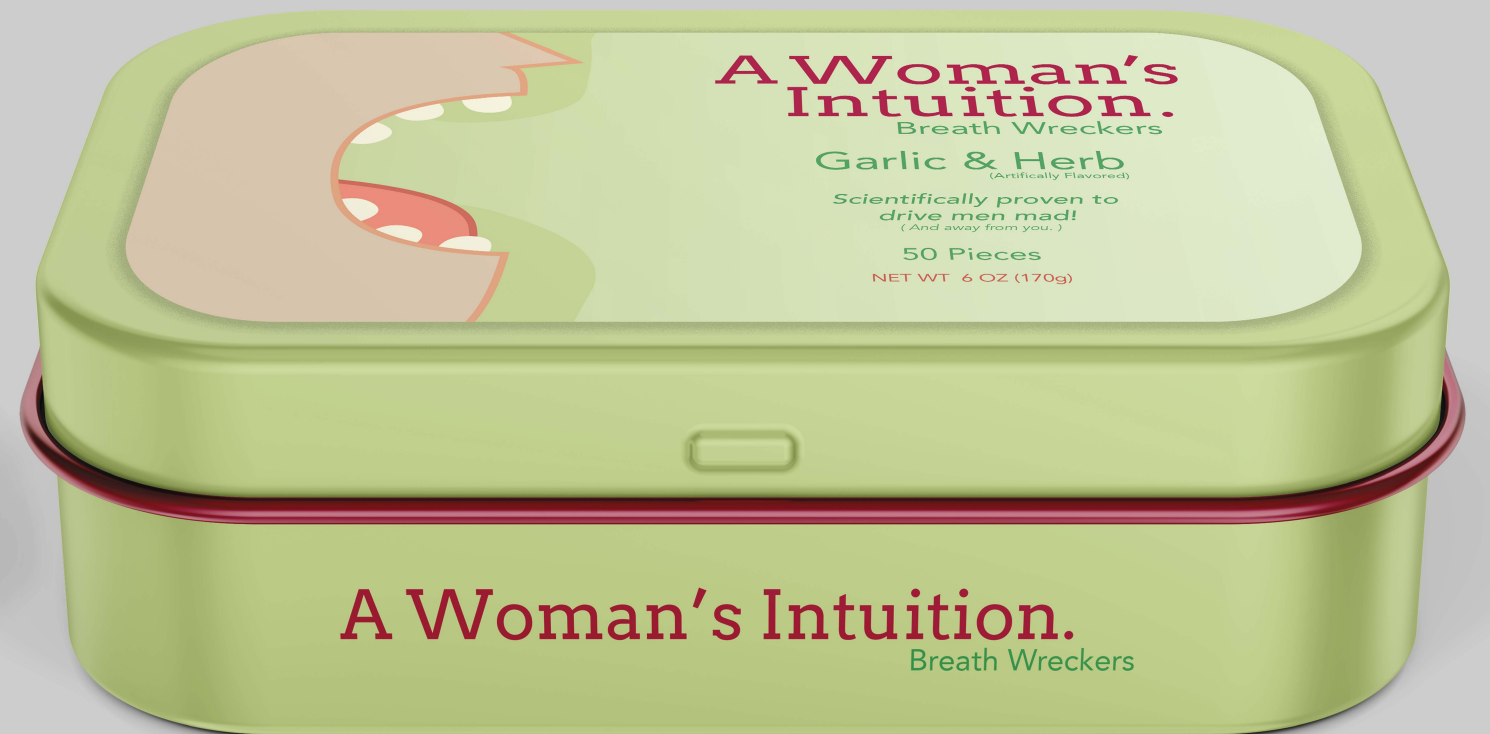
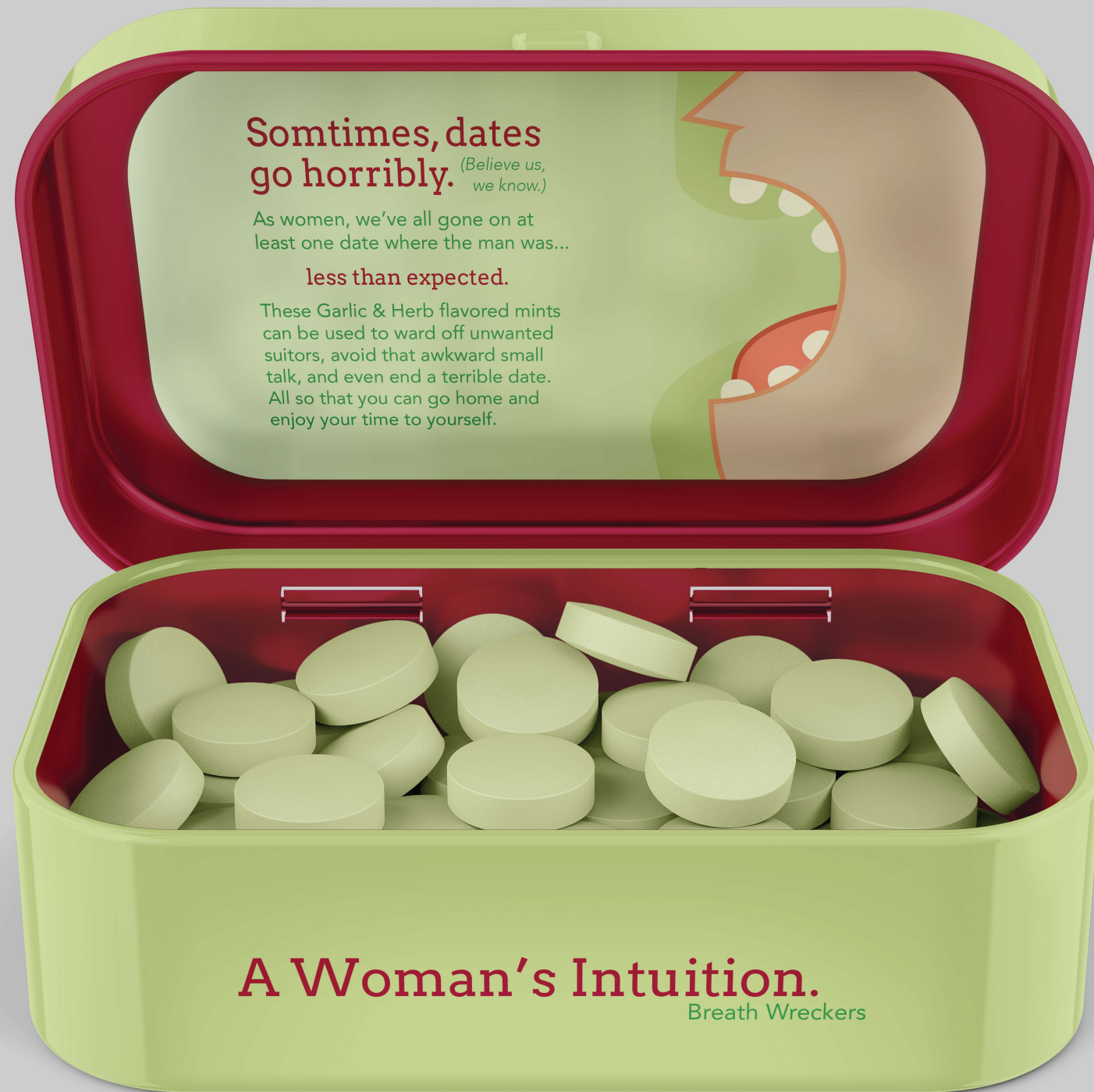
Jus Smoothies, Package Design 2021 Mockup of plastic bottle filled with blueberry smoothie.



A Woman's Intuition Breath Mints

For this project, I was tasked to create a design for a tin of mints. I've always admired novelty items, including mint containers, so I created an idea based on the antithesis of the original product. A mint should smell nice, but in this unseen twist, the mints smell like garlic! The gimmick is that these mints are used to ward people away, and was marketed to women in a tight spot.

A Woman's Intuition Mints, Package Design, 2021 Metal tin mockup filled with mints.



Etienne Brie Cheese

In this project, I was asked to create a package design for a wedge of Brie. Because of my work in a Deli, I was able to draw inspiration from the products that were already being sold. I used what I knew about the product beforehand, how it sold, and the market it sold to, to create my design.

Etienne Brie Cheese, Package Design 2021 Mockup of the package for Etienne Cheese.



ÉTIENNE
The Royalty of Cheese

This decadent cheese is best paired with Honey, Figs, and Champagne

NET WT.
7 oz
(198 g)

BRIE

Soft-Ripened
Cheese

NET WT.
7 oz
(198 g)

Bee-Spoke Organic Honey

In this project, I was asked to create a label for a jar of organic honey. The inspiration for this design comes from quilting and crafting, where the designs are more simple, geometric, and cute. I wanted the label to emulate something a local beekeeper might use to sell their own honey.

Bee-Spoke Organic Honey, Package Design, 2021 Glass Jar mockup filled with honey.



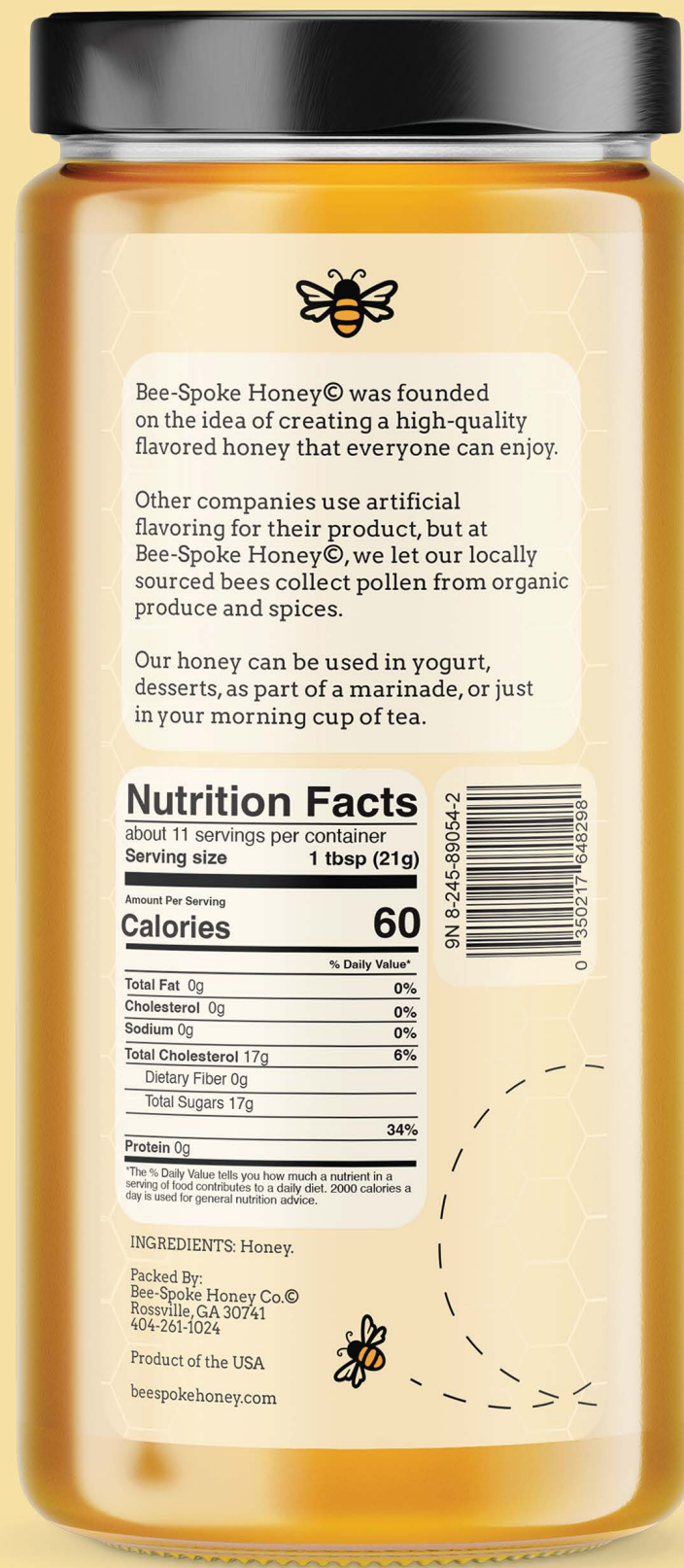
BEE-SPOKE

ORGANIC
HONEY



Hand crafted sunshine,
in every jar.

NET WT 12 oz (.75 lb) 340g



Bee-Spoke Honey© was founded on the idea of creating a high-quality flavored honey that everyone can enjoy.

Other companies use artificial flavoring for their product, but at Bee-Spoke Honey©, we let our locally sourced bees collect pollen from organic produce and spices.

Our honey can be used in yogurt, desserts, as part of a marinade, or just in your morning cup of tea.

Nutrition Facts

about 11 servings per container
Serving size 1 tbsp (21g)

Amount Per Serving
Calories 60

	% Daily Value*
Total Fat 0g	0%
Cholesterol 0g	0%
Sodium 0g	0%
Total Cholesterol 17g	6%
Dietary Fiber 0g	
Total Sugars 17g	34%
Protein 0g	

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.



INGREDIENTS: Honey.

Packed By:
Bee-Spoke Honey Co.©
Rossville, GA 30741
404-261-1024

Product of the USA

beespokehoney.com

