

# GRAPHIC DESIGN PORTFOLIO

**Alexandra Larson**



443-987-0800



[alexandra.m.larson@gmail.com](mailto:alexandra.m.larson@gmail.com)



[LinkedIn Profile](#)



[alexandramlarson.com](http://alexandramlarson.com)

2024

# 01

## *Events and Experiential Design*





MAIN STAGE SET DESIGN

## 2023 ALPFA Convention: Real Power, True Culture

For the design of this convention, I leaned heavily into the culture and style of the host city, San Antonio. The theme we ended up choosing (Real Power, True Culture) was a play upon the city's slogan. Real & True. For me, the convention branding needed to fit into the vibrant, colorful, alive culture of the city while staying true to ALPFA's mission and complimenting the hotel and convention center. San Antonio is full of history, with historic landmarks that I worked into the design of the t-shirts and as icons within the branding itself.

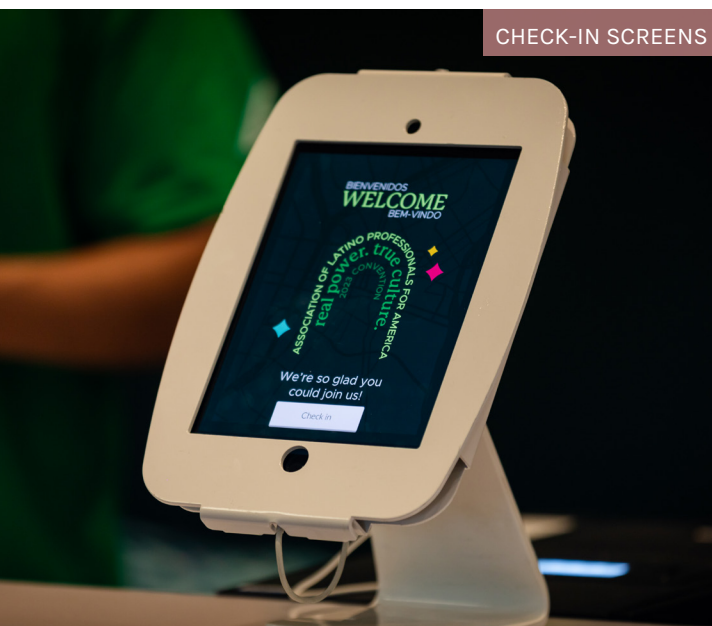
This convention, while my second large experiential design project, was a first in many ways. I ideated and designed my first ever trade show booth to be included in the event's career fair. The reactions from partners and attendees alike were overwhelmingly positive. The design of the booth, which was made to look like a kitchen, lent itself to becoming a welcoming hub for career fair attendees to prep for their interviews.

Event Highlights:

- \* **Goal:** Drive 4,000 Registrants
- \* **Positioning:** Emphasizing the global impact of ALPFA, we showcase the increasing inclusion and presence of Latinos across diverse industries.

The ALPFA Convention exceeded expectations:

- \* **Registrants:** Surpassing our goal, we achieved an impressive 5,400+ registrants.
- \* **Airport Ads:** Breaking new ground, ALPFA's welcome experience at the airport marked a historic first for the organization.



CHECK-IN SCREENS



CONVENTION T-SHIRT



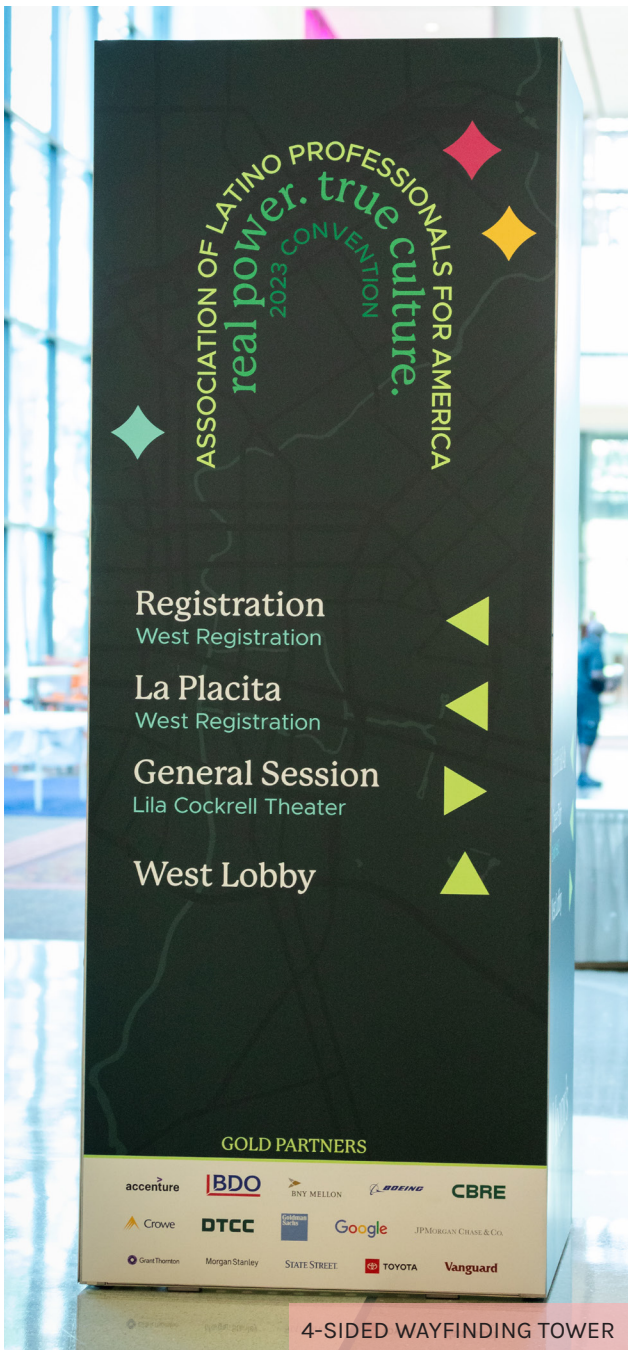
04 | EVENTS AND EXPERIENTIAL DESIGN



BRANDED WINDOW CLINGS



REGISTRATION DESK



4-SIDED WAYFINDING TOWER





### The 2023 Convention Career Fair Booth

The idea of this booth came from the concept that the center of most Latino homes and families is the kitchen.

From there, I decided to design my own kitchen as our 20x30ft booth at the heart of the Conventions annual Career Fair. Our booth was going to be used as a place to collect swag bags (designed to look like bodega bags, just like in a real kitchen) and to act as a meeting or gathering place for attendees.

This is exactly what happened - many attendees used our booth as a place to prep for interviews or to take a breather from the chaos of the career fair as a whole. Many commented how the booth reminded them of their grandmother's kitchen, which is the greatest compliment I could have received about the design of this booth.









## 2023 ALPFA Chapter Leadership Summit

ALPFA's annual Chapter Leadership Summit brings together ALPFA leaders from chapters all over the United States (and even some from Canada!) It is an multi-day, internal professional development and team building program that is hosted by one of ALPFA's corporate partners.

This event brand needed to foster a feeling of togetherness and collaboration. Other than needing to include the ALPFA logo, I had total creative freedom. I started with togetherness and collaboration and ended up at the concept of summer camp which greatly inspired the event logo and even our swag.

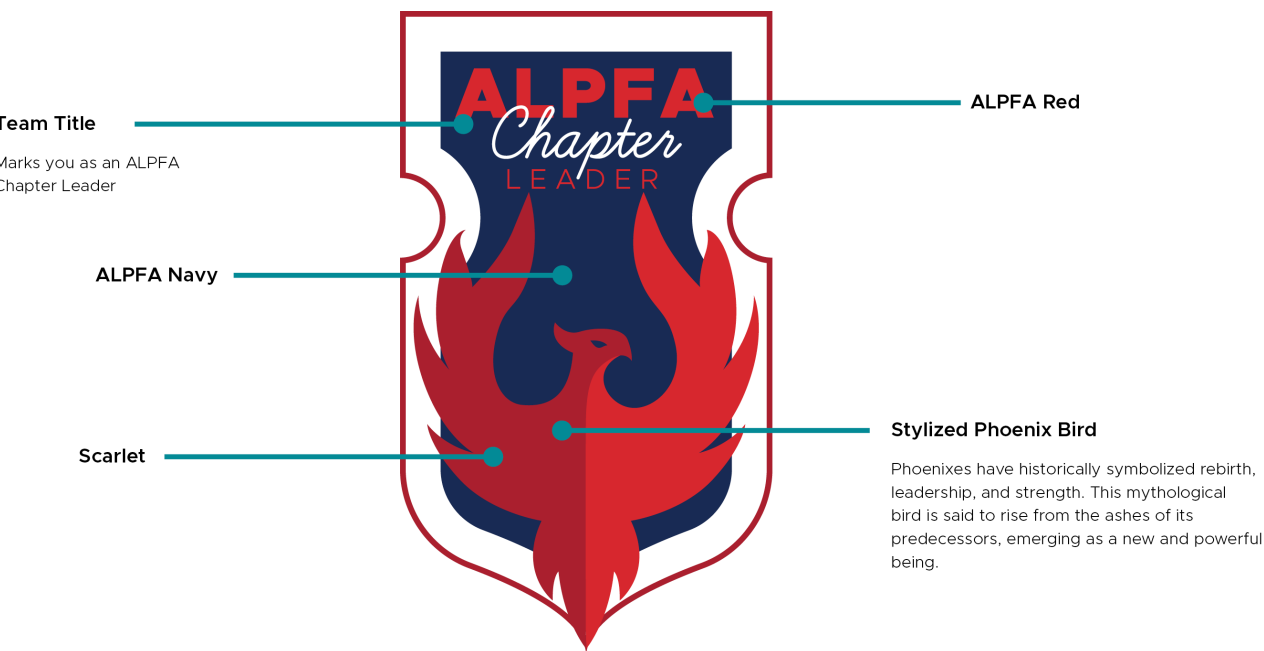
This event took place in January of 2023 and included badges, t-shirts, signage and a slide deck. Our host sponsor, Google, had great things to say about the design as did ALPFA's chapter leaders.



For merchandise/swag, I went with a vintage-styleringer t-shirt to build upon the "camp" theme. We also had specialty Chapter Leader enamel pins produced.

Google also provided swag that fit within the overall theme.





## 2024 ALPFA Chapter Leadership Summit

ALPFA's annual Chapter Leadership Summit brings together ALPFA leaders from chapters all over the United States (and even some from Canada!) The ask was to develop a event brand that played upon the theme of "One ALPFA" and the concept of all being on the same team to achieve our goals.

Soccer is a large part of many Latino cultures and was the basis of the CLS brand in 2024. I started with a Chapter Leader Team emblem that depicted a stylized phoenix, which symbolizes resilience and determination; something that ALPFA's chapter leaders embody. The soccer team then continued across the branding for event, from the badges to the ALPFA Chapter Leader Jerseys that were an event gift to attendees.

This event took place in January of 2024 and included badges, jerseys, and a slide deck. ALPFA's chapter leaders only had good things to say about the jerseys and several chapters reached out to request the emblem to use in their own chapter.





# 2024 CHAPTER LEADERSHIP SUMMIT









### 2024 ALPFA Convention: Re{frame} Your Story

As the sole designer at ALPFA, I owned the theme creation, branding, creative direction, and overall look and feel of this convention. Hosted by Caesar's Palace in Las Vegas, NV, this was the largest event I have designed to date. With over 6,000 registrants and an overall event budget in the multi-millions, this was a Convention that was as grand as the city that hosted it.

This convention was a labor of love that began in October/November of 2023 when I came up with a pitched the theme alongside ALPFA's Marketing Director. I wanted to stay away from the bright lights and glitter of Las Vegas in the branding and instead pulled from the more natural elements of the area, predominantly desert sunsets. The sunsets, and the carpets within the hotel, is where I pulled the colors for the convention color palette and was the inspiration of the use of gradients throughout the branding and signage.

Since stories was the focus, the majority of the graphics were text-based. I wrote quite a bit of prose to include on merchandise and signage.

Event Highlights:

- \* **The Strip:** Digital signage that I designed was on the Caesar's Palace Marquis on the Vegas Strip during the first day of the event as people arrived to the venue.
- \* **People:** Surpassing our goal, we achieved an impressive 6,000+ registrants.
- \* **Kudos:** Received the best compliments of my career so far: one from the hotel telling me that if they could they'd leave my branding up since it matched the hotel so well and one from a professional attendee saying that this was the best designed convention they had attended in years.

ESCALATOR BANNERS



ESCALATOR BANNERS







MAIN STAGE ENTRANCE UNIT



STAIR TREAD CLINGS



DIGITAL SIGNAGE ON MARQUIS ON THE VEGAS STRIP





## The 2024 Convention Career Fair Booth

Because in 2023, ALPFA's booth was a kitchen, we decided that this year's booth needed to move to another room of the house. With the theme of Re(frame) Your Story, a library/office was the perfect choice.

Due to size constraints within the career fair space, the ALPFA booth was actually outside the career fair hall in the pre-fuction space which actually doubled the size of our booth - it ended up being almost 60ft long. I broke it into two sections, a full library wall and a photo frame wall with pictures from past ALPFA conventions. To break up the space I included a photo op that played on the theme with the bracket frame for people to stand. There were two hightop tables and chairs as well as a full seating area in the booth that allowed for attendees to meet and gather during the whole of the convention.

The space needed to be exeteremely flexible as not only was in the hall, but it also served as the space where meet-and-greets with prominent speakers took place. All in all, the space was well recieved and served its purpose.









02

*Branding*





## Fala Mais, Inc.

In 2017, Fala Mais, a language learning business, opened their (virtual) doors.

The client asked for a logo and brand that pulled from their Brazilian culture and personal love of math. The brand and logo needed to be professional but still fun as they also taught children.

The parrot of the logo is a nod to the client's heritage as is the slightly-to-the-left Brazil flag color palette. The speech bubble says "talk" in all the languages the client speaks as well. To include the love of math, the shape of the parrot was created using Fibonacci numbers to determine size of elements.



## The Spilled Tea Society for Aggravated Ladies

This brand came from a joke in a group chat with friends.

It is an elegant brand for elegant (but frustrated) women who just want a place to dress up and let off steam.

Is it an event? A social media post? A podcast? No one is sure, but everyone in that group chat is founding member.







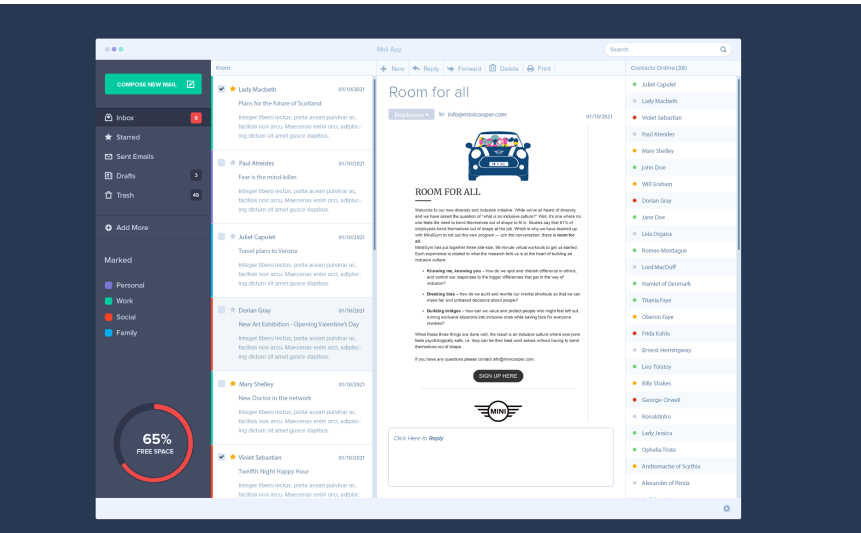
## ***MINI Diversity and Inclusion Campaign Concept Design***

This project was completed as a homework assignment, it is just a concept mock-up.

The homework brief was to create a branded look for a car company's diversity and inclusion campaign with the tagline "Room For All." There needed to be cohesive graphics, at least three branded desk-drop items, an email branded to the campaign and the company, and a workplace poster.

I went with MINI and tried to stay within their modern and minimal brand. The colors chosen are from a MINI mural in Germany they had on their website. I shortened the tagline to fit a license plate and used that as both a graphic element on the car graphic as well as a stand-alone sticker for the desk drop.

The feedback from this campaign design was positive and the reviews liked the modern and colorful take since it would have stood out.





# JOIN THE CONVERSATION

—

## THERE'S ROOM IN THE CAR FOR EVERYONE.

**Claim your seat today!**

January 01, 2022 at 9:00AM  
January 02, 2022 at 11:00AM  
January 03, 2022 at 10:30AM

# ROOM FOR ALL



## ***The Restoration Herd***

In 2019, Restoration Herd, a furniture restorer, launched. The client wanted buffalo in their logo and the colors needed to be earth/leather tones.

Their branding needed to be clean and traditional well as applicable across a wide range of uses (delivery truck magnets, furniture labels, wood brands, etc.)

The logo went through multiple iterations before a final was selected, one that included a buffalo silhouette that is used as a graphic element throughout the brand.





**Nourishing Narratives, LLC**

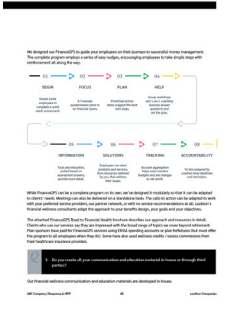
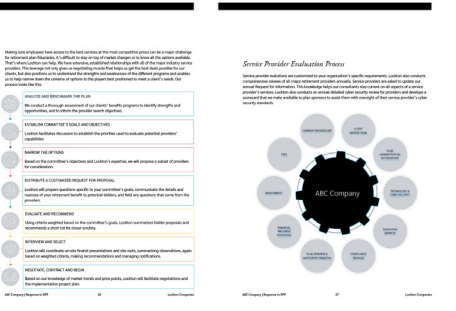
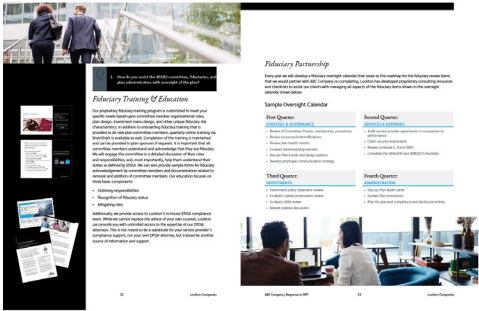
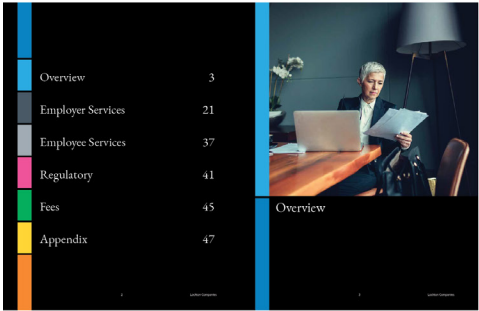
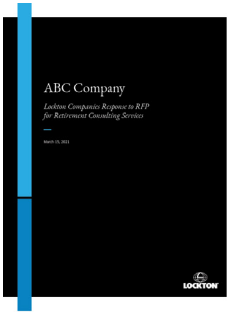
The client, a registered nutritionist, wanted a brand to further their freelance career as a writer.

The client is a Latina who loves nature and the outdoors as well as writing and wanted a brand that honored those things.

Using colors inspired by United States National parks and clean, minimal fonts we achieved a brand that the client is proud to represent.

# 03

## *Layouts*



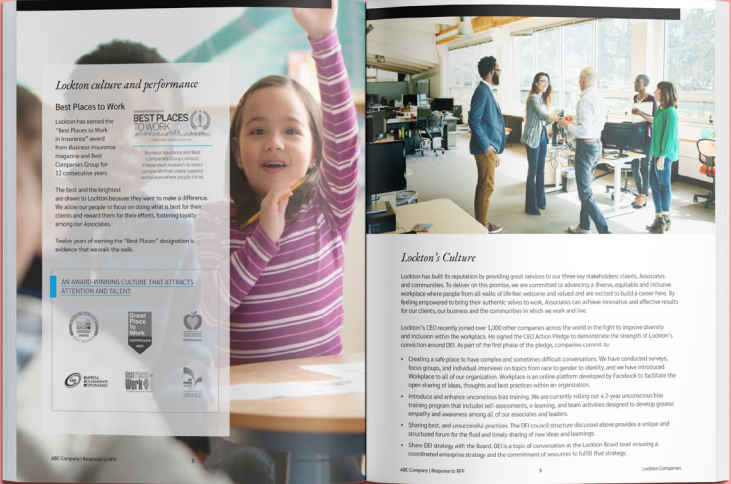
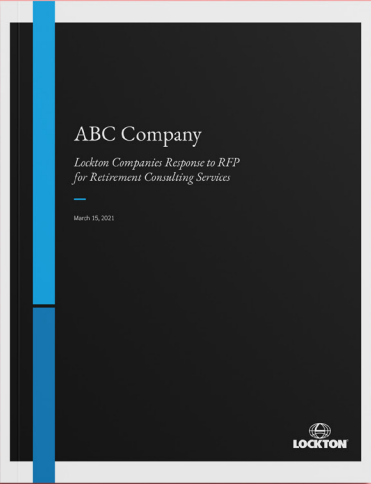
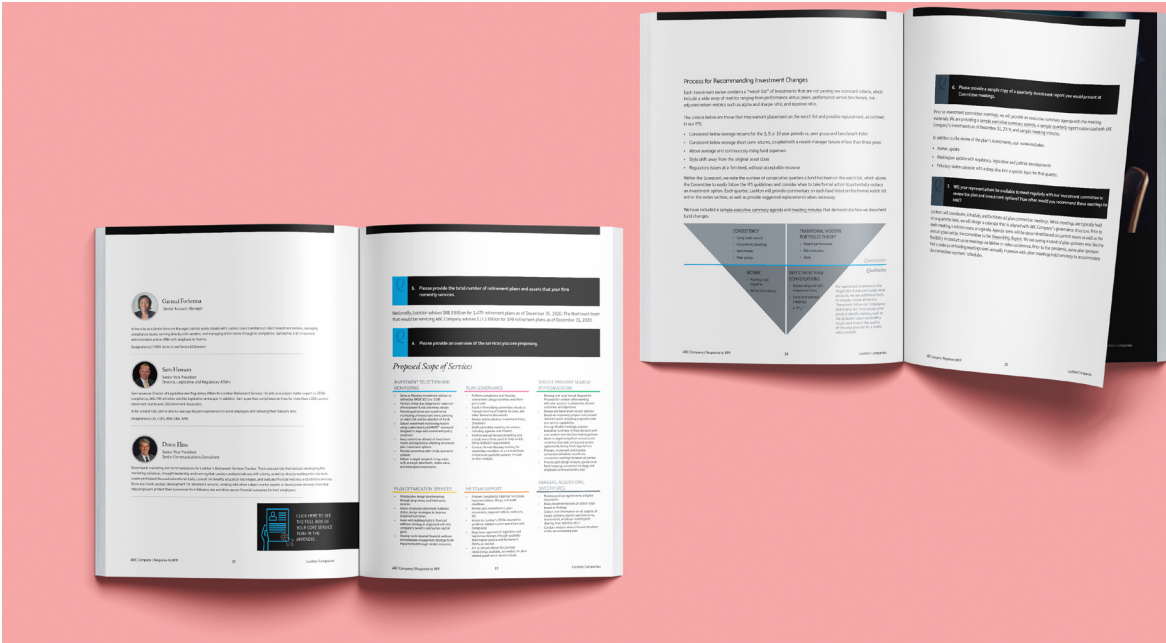
## Response For Proposal Layout

This is an 50+ page retirement-specific RFP done at my job at Lockton.

This is a layout design project that is worked as a single designer working with the client, in this case, a producer and her account team.

The timeline was very tight, with a one week turnaround, and required the clear and concise layout of a lot information while fitting within Lockton's new branding.

Please note that these are just a selection of the layouts within this document.







## Response For Proposal Layout

This is an extensive 100+ page RFP done for an alcohol distribution company completed at my job at Lockton.

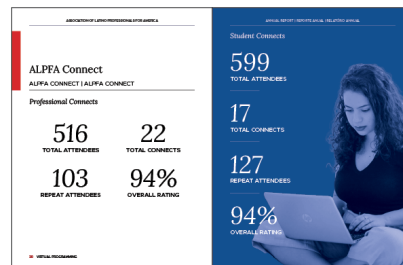
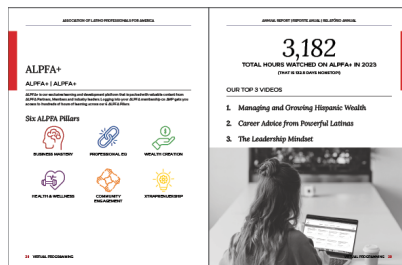
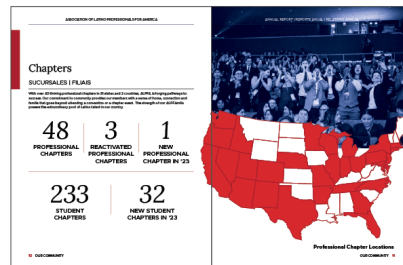
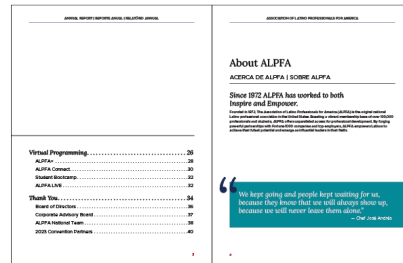


This is a layout design project that is worked as a single designer working with the client, in this case, a producer and his account team. The process involved the layout of a list of questions and their answers that was both clear and readable as well as eye catching. In this case, the client wanted the layout to reflect the company's business while still fitting within Lockton branding.

Please note that these are just a selection of the layouts within this document.

(Please note, Lockton's brand has since changed.)





## ALPFA 2023 Annual Report

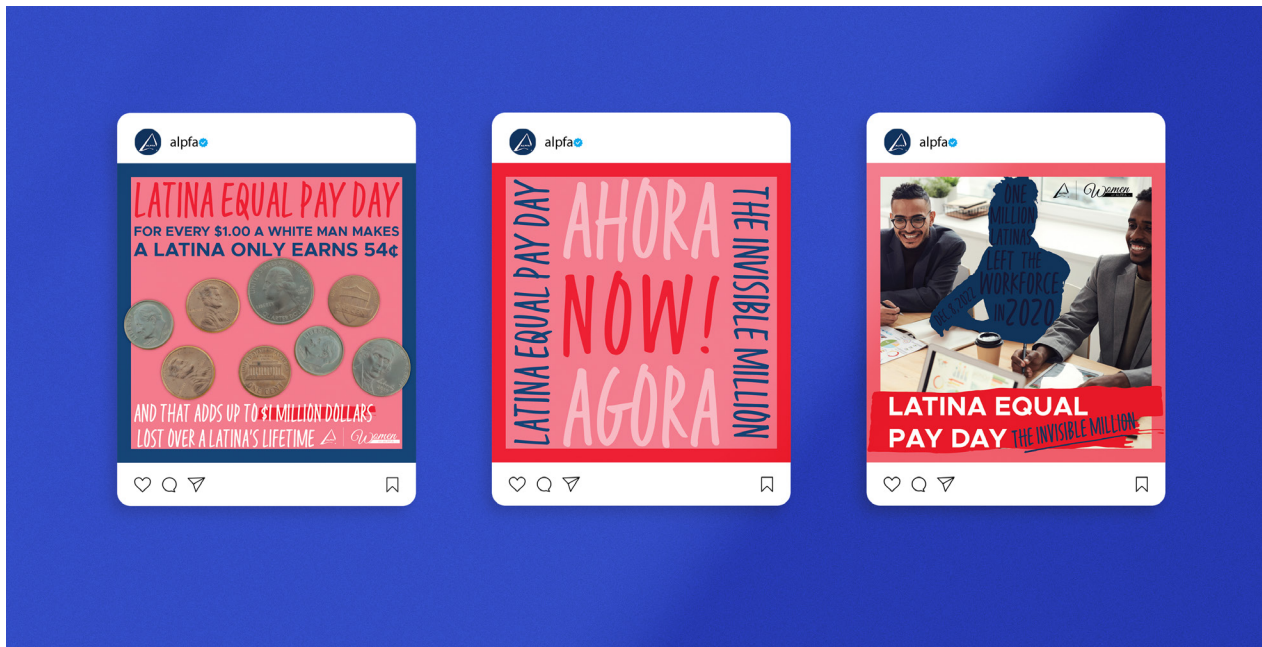
This is the Annual Report for ALPFA's 2023 calendar year.

The goal was to create a clear and pleasing report that included a wide variety of data points as well as the inclusion of three different languages - English, Portuguese and Spanish.

Please note that these are just a selection of the layouts within this document.

04

***Socials***



## 2022 ALPFA Latina Equal Pay Day

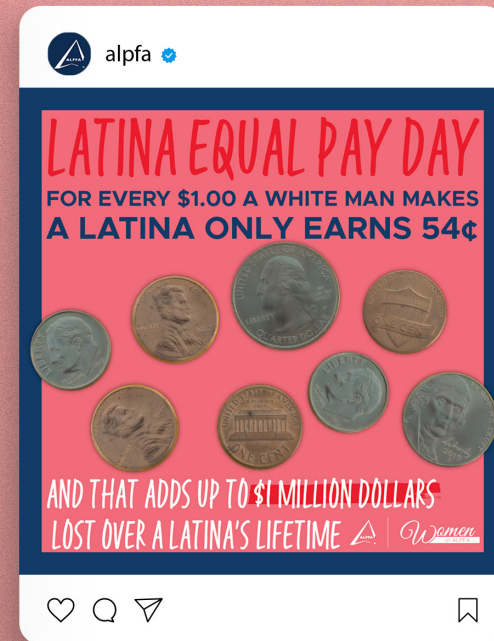
In the final quarter of 2022, ALPFA launched its first Latina Equal Pay Day campaign.

In conjunction with ALPFA's marketing manager, Zuhaly Ramon, we created a 6-week campaign with the goal of building awareness around the impact the 2020 pandemic had on the Latina workforce, the realities of the pay disparity faced by this population and promote 5 events across the US.

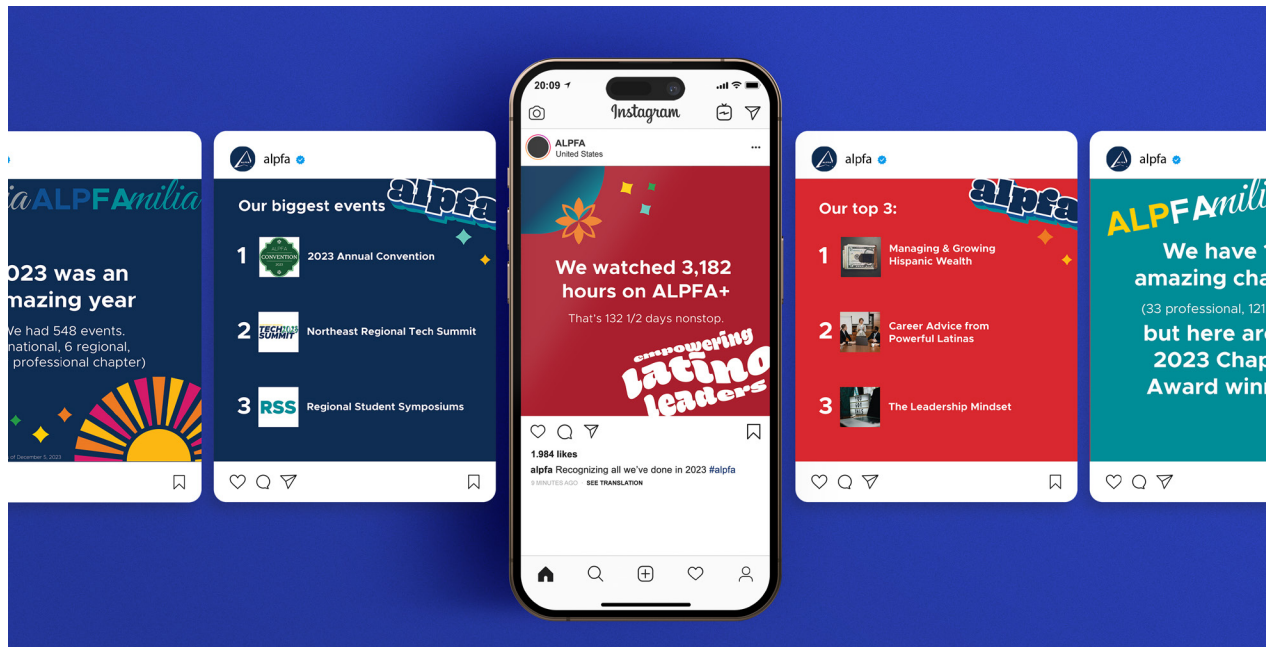
This campaign launched Oct. 27, 2022 on ALPFA's Instagram and ended on Dec. 8th, 2022's Latina Equal Pay Day.











## 2023 ALPFA Wrapped

At the end of 2023, in conjunction with ALPFA's marketing director, Zuhaly Ramon, we decided to create ALPFA Wrapped, capitalizing on the Spotify Wrapped trend.

The multi-faceted Instagram campaign had a carousel and multiple Instagram Reels to showcase the highlights and accomplishments of ALPFA in 2023. It was very well received by membership and our followers.

This campaign launched in December 2023 on ALPFA's Instagram and LinkedIn accounts.



05

*Logos*



### **Fala Mais, Inc.**

In 2017, Fala Mais, a language learning business, opened their (virtual) doors.

The client asked for a logo and brand that pulled from their Brazilian culture and personal love of math. The brand and logo needed to be professional but still fun as they also taught children.

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*women of alpfa*  
LATINAS  
*to* WATCH

Rising  
Stars  
women of alpfa

### **ALPFA's Most Powerful Latinas, Latinas to Watch & Rising Stars**

The Association of Latino Professionals for America (ALPFA) puts out an annual list of 50 Most Powerful Latinas (MPL) and two additional lists of 50+ women each of Latinas to Watch (L2W) and Rising Stars.

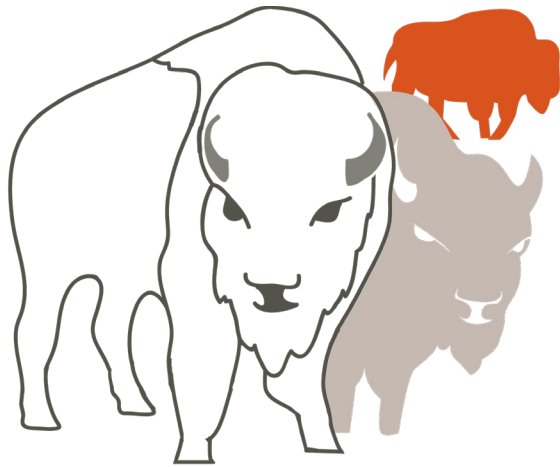
In 2023, while working as then in-house designer I was tasked to rebrand the entirety of the MPL program, including the logos.

The goal of this rebrand was to elevate the Most Powerful Latina brand to properly reflect the elegance and exclusivity of the award.

To keep everything elegant, I went with a motif of flowers to root the brand. I stuck to three which were chosen for their meaning: gladiolus (strength), black tulip (power) and dahlias (dignity & elegance). The colors were chosen from pictures of those flowers.

The new brand launched in the fall of 2023 to precede the release of the 2023 Most Powerful Latina List in September.





## THE RESTORATION HERD



FOR AGGRAVATED LADIES  
the  
spilled tea  
society



### *The Restoration Herd*

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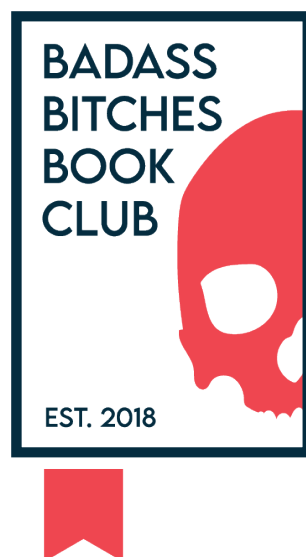
Their branding needed to be clean and traditional well as applicable across a wide range of uses (delivery truck magnets, furniture labels, wood brands, etc.)

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### *The Spilled Tea Society for Aggravated Ladies*

This brand came from a joke in a group chat with friends.

It is an elegant brand for elegant (but frustrated) women who just want a place to dress up and let off steam.



### ***Elsewhere Farms***

In 2021, a family member reached out to help her with a logo and brand for her farm and natural product line. She wanted something that included elderberry flowers as they are a main ingredient in a lot of her products.

### ***Badass Bitches Bookclub***

In 2018, a group of friends and I created a bookclub with the goal of reading 12 books a year. A time went on, the bookclub was dubbed "Badass Bitches Bookclub" which just led me to use it as a playground for branding ideas. Enjoy!



### ***Work Besties Chronicles***

A logo designed for a group chat made up of coworkers-turned-friends.

### ***Temple Wellness (concept)***

This is another concept logo to stretch my creative muscles. The idea is that Temple is a brand new, open source wellness app that required a logo that brought to mind peace and serenity while still being modern.



## ALPFA's 2024 Chapter Leadership Summit (CLS) Logo Concept

The Association of Latino Professionals for America (ALPFA) has annual summit for chapter leaders from across the US and Canada.

In 2024, while working as the in-house designer, the design of CLS fell to me.

The concept for this summit was soccer, an important cultural touchstone for most of Latin America. Pulling from a variety of imagery, the overall logo for the event was created.

Additional logos were created for each region (Northeast, Southeast, Central, Midwest, West, and Canada) to create "teams." Each team emblem pulls from unique features of the states within that region.



### Ladybug

There are multiple state in the Northeast with a ladybug as the state insect, including Delaware, Massachusetts, New Hampshire and New York.

### Team Title

Marks you as a part of the Northeast Region



### Mountains

The mountains represent the Appalachian Mountain Range

### Dots

There are 10 dots on the logo to represent the 10 states in the region

### Red-Tailed Hawk

This hawk is the State Bird of New Hampshire (which is part of the NE Region)



### Honey Bee

The Western Honey Bee is a state symbol of Kansas

### Triceratops

The triceratops fossil is the state fossil of South Dakota

### Team Title

Marks you as a part of the Midwest Region



### Dots

There are 12 dots on the logo to represent the 12 states in the region



**Black Bear**

The black bear is a state symbol of New Mexico, while Montana has the grizzly.

**Butterfly**


The Colorado Hairstreak Butterfly is the state butterfly of Colorado. New Mexico also has a hairstreak butterfly as a state symbol.

**Stripes**

There are 7 stripes on the logo to represent the 7 states in the region

**Team Title**

Marks you as a part of the Central Region



The logo is a shield-shaped emblem. It features a central illustration of a black bear's head. Above the bear's head is a purple and orange hairstreak butterfly. The background consists of seven vertical stripes of alternating orange and light beige. The words "ALPHA CENTRAL REGION" are written in a purple, sans-serif font along the bottom curve of the shield.



**Orca**

The orca is a state symbol of Washington State, but are seen all down the coast.

**Team Title**

Marks you as a part of the West Region



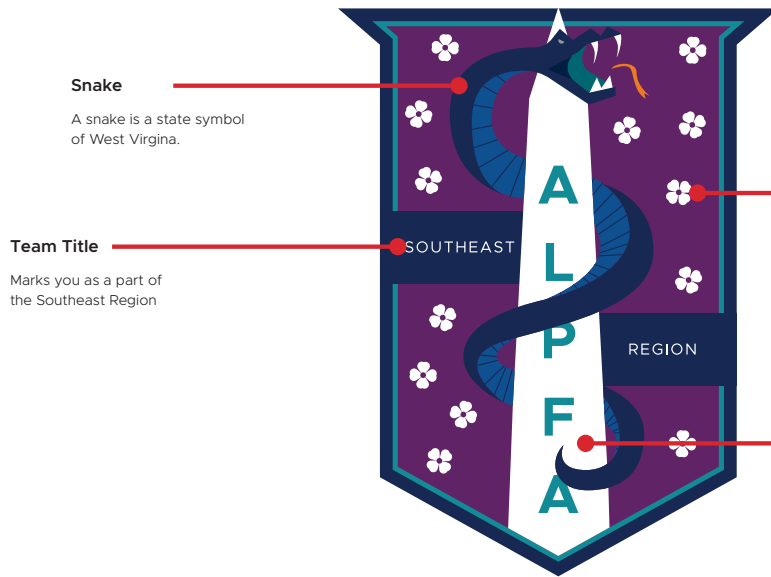
**Gem Shape**

The logo is made to look like a gem since Idaho, one of the states in the region is "the Gem State"

**Six Sides**

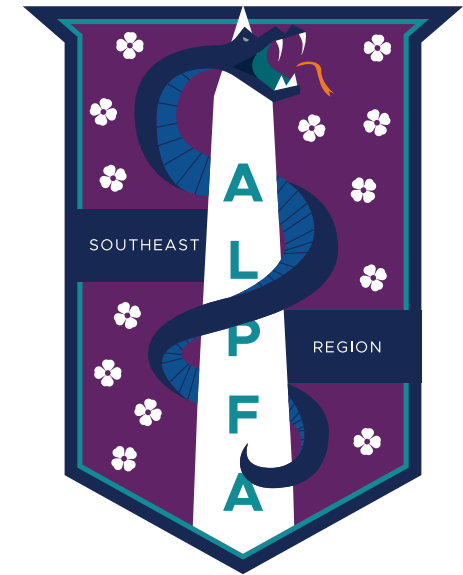
There are 6 sides on the logo to represent the 6 states in the region





**Thirteen Dogwood Flowers**  
There are 13 flowers on the logo to represent the 13 states in the region. Additionally, dogwood flowers are the state flower for a few states in the region.

**Washington Monument**  
A simplified version of the Washington Monument is included in the logo to represent Washington DC.



**Team Title**  
Marks you as a Canadian Chapter.

**Three Red Stripes**  
There are 3 red stripes in the logo to represent the 3 territories of Canada.



**Canada Leaf**  
The symbol of Canada.

**Ten Triangles**  
There are 10 triangles in the logo to represent the 10 provinces of Canada.

06

*Miscellaneous*





## Brazilian Folklore Scarves

These scarves are based on figures from Brazilian Folklore, something I grew up hearing about.

### Boitatá

The boitatá is a fantastic from Guaraní mythology. It is a huge fire serpent that protects the forests and animals of the Amazon.

### Mula Sem Cabeça

Mula Sem Cabeça (Headless Mule) is a woman who, in most versions of the legend, was cursed by God for her sins and condemned to transform into a mule with a pillar of fire in place of a head.

### Boto Cor-de-Rosa

The legend of the Boto Cor-De-Rosa says that, in the Amazon River, there is a pink river dolphin with shapeshifting powers who seduces and impregnates young women.







### **Holiday Cards**

A collection of the Christmas and holiday cards I have designed for myself and my family throughout the years.







## Silk Scarves

Various designs for silk scarves that I work on for fun.









### You are Invited...

These invitations and RSVP cards stemmed from an internet post and a joke from a friend. Because, honestly, why should a wedding be the only time you get to have fun invitations in a relationship?



Thank you!