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- 1 Hello**
- 2 About
- 3 Graphic design
- 4 Social media design
- 5 Photography
- 6 Web design
- 7 Brand design



HELLO

With more than 15 years experience in Web Design, Photography and Graphic Design, my ideas have helped build unique solutions for new and existing digital content. I improve the visual landscape by using words, symbols, color, and images. I transform research-informed prototypes into aesthetically-appealing and usable design solutions.

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I'm Stacy, a designer bringing content to life visually - from ideation to publication.

Outside of the office, you can find me at a Phillies game, listening to live music, taking pictures, thriftting my heart out, reading a book, gardening or hanging out with my family.

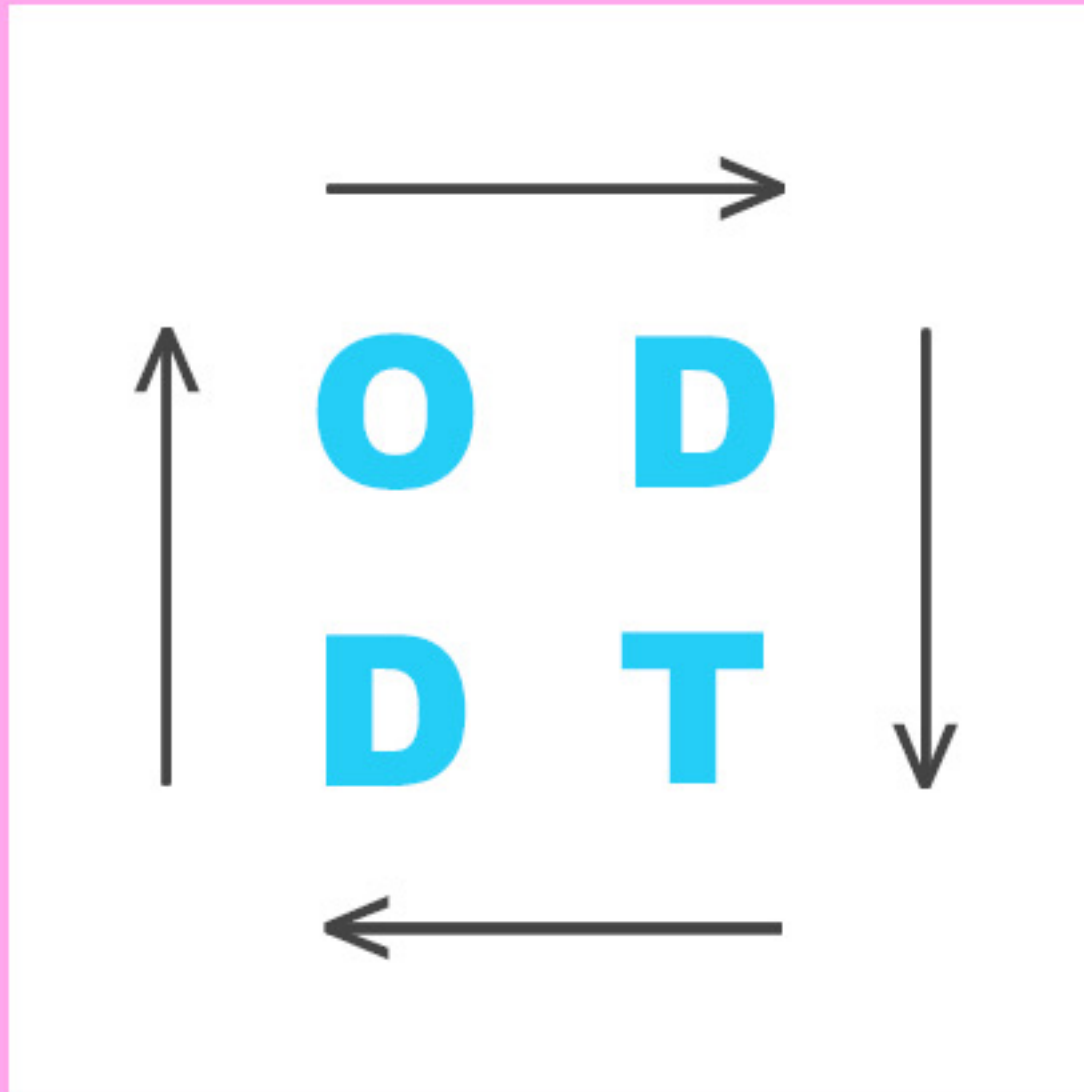
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GRAPHIC DESIGN

I create visual content that uses typography, images, colors, and shapes to convey information or a message effectively. This includes logos, stickers, email marketing, presentation templates, print design and advertising design.

3.1 Graphic Design



3.2 Graphic Design



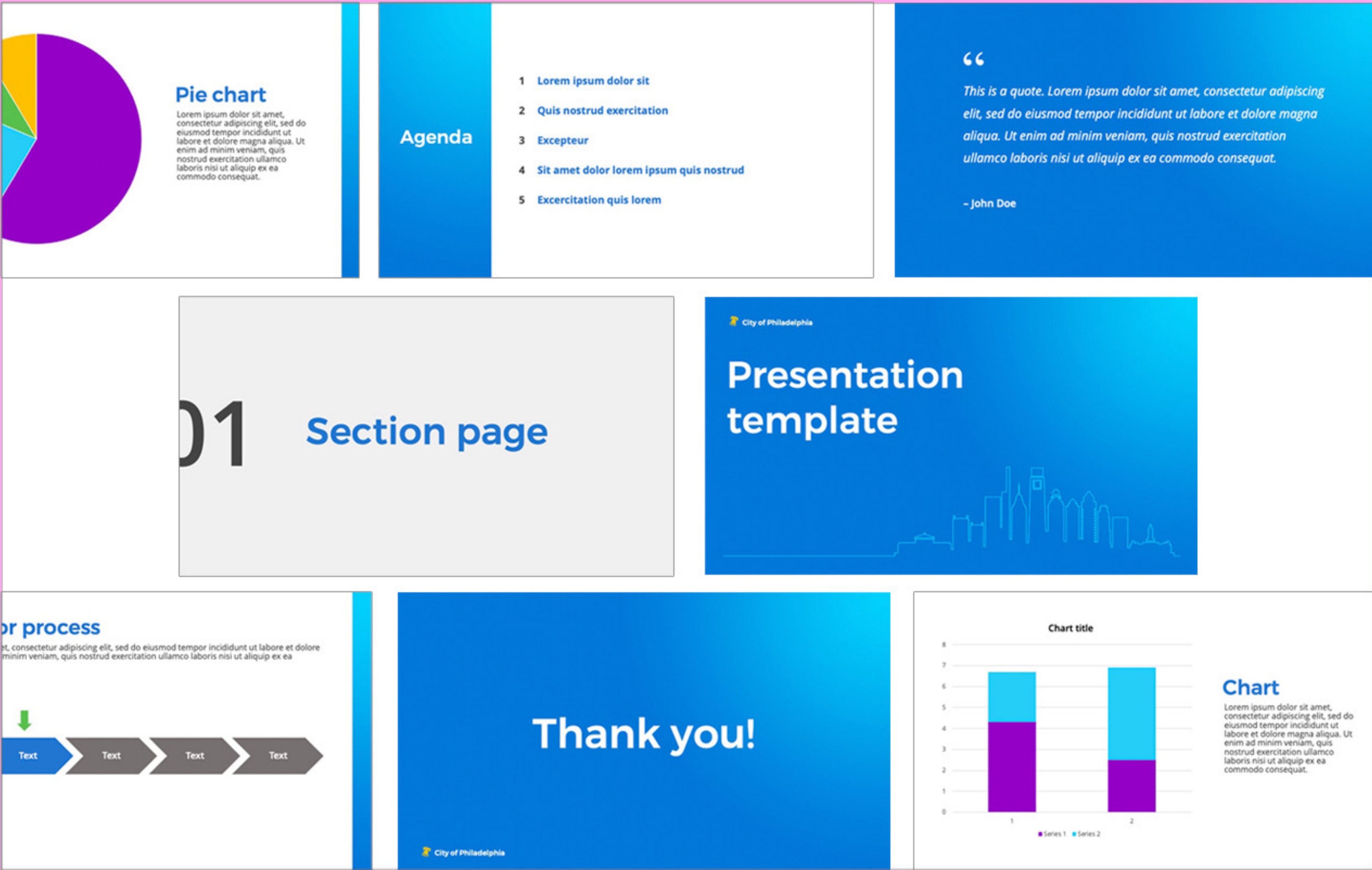
3.3 Graphic Design



Monthly newsletter design using mailchimp.

Sf

3.4 Graphic Design



3.5 Graphic Design



Logo ideas for The City of Philadelphia's Ring It On 2026 campaign.

Sf

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SOCIAL MEDIA DESIGN

I create engaging visual content that represents the brand's identity along with the message. I tailor my designs for the specific social media platform that they will live on. Using these different layouts, I utilize typography that is both visually appealing and readable, keeping it simple so that it's easy to follow and share.

4.1 Social Media Design



4.2 Social Media Design



4.3 Social Media Design



4.4 Social Media Design



Graphic designed for X to spread the word about jobs in Philadelphia.

Sf

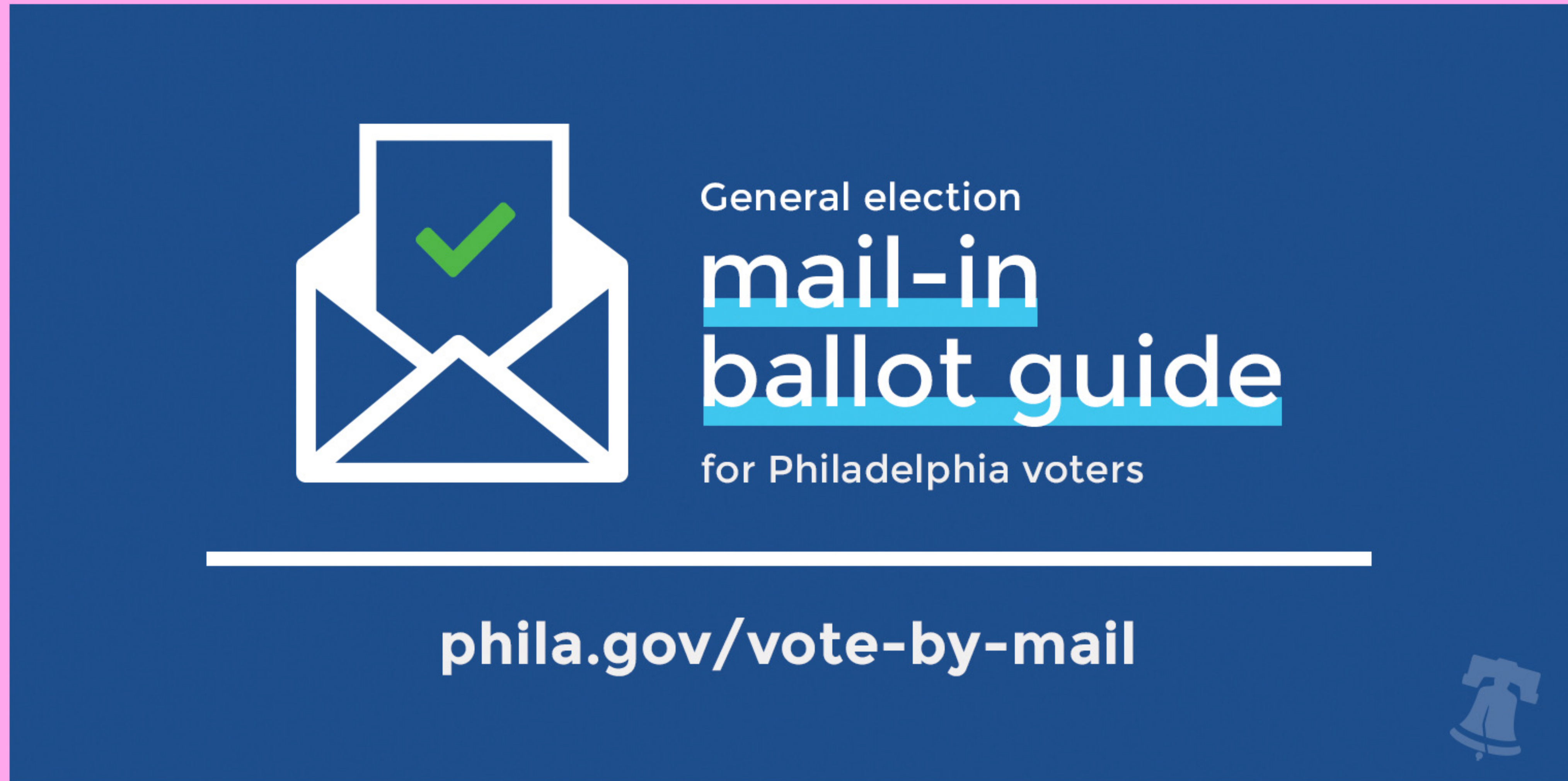
4.5 Social Media Design



Graphic designed for X to spread the word about voting in Philadelphia.

Sf

4.6 Social Media Design



Graphic designed for X to spread the word about voting in Philadelphia.

Sf

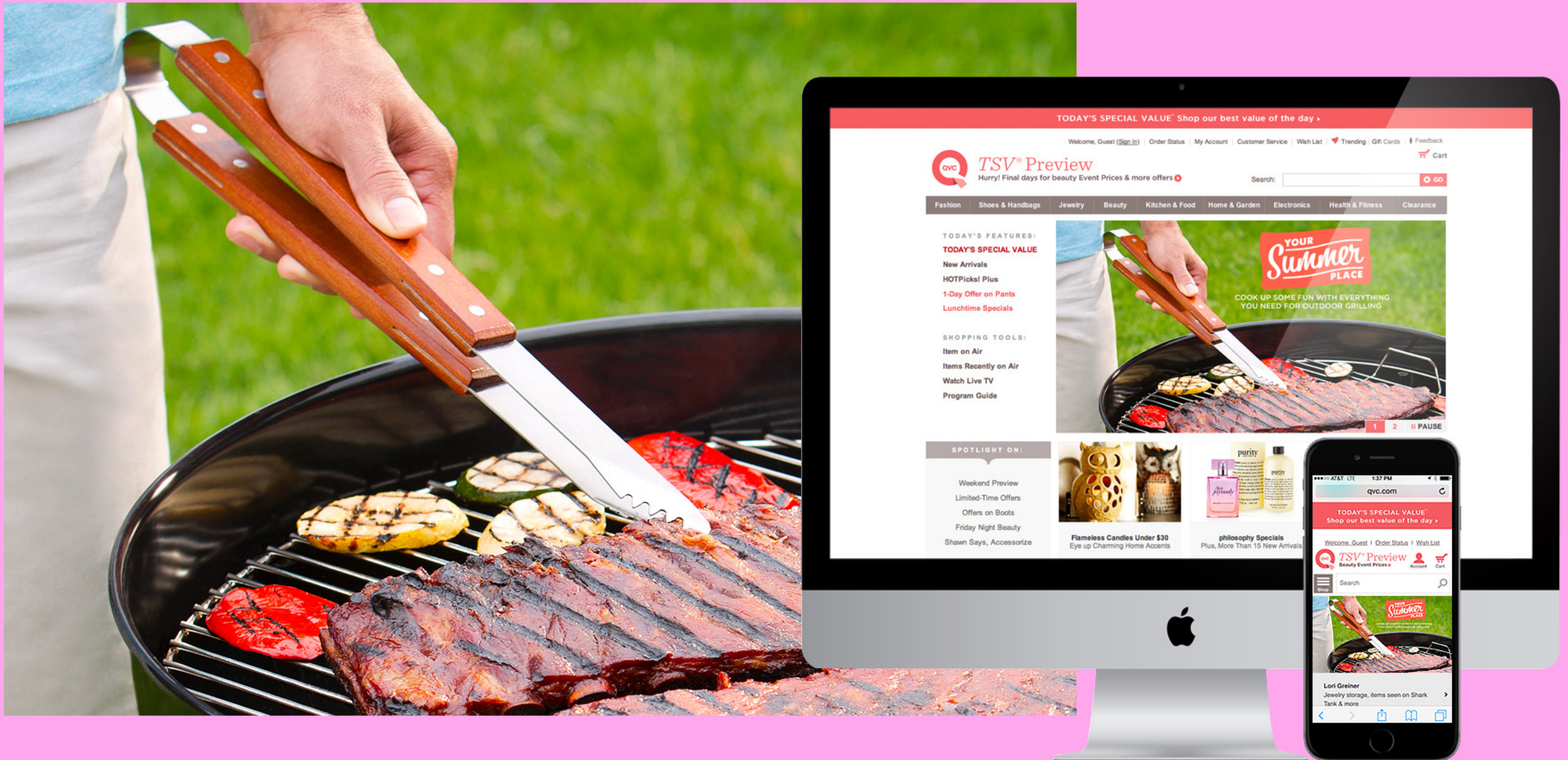
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PHOTO- GRAPHY

I use photography to visually communicate a brand's story and personality. Images include lifestyle shots, behind-the-scenes shots, and even custom stock images to create a more relatable and authentic connection with the audience.

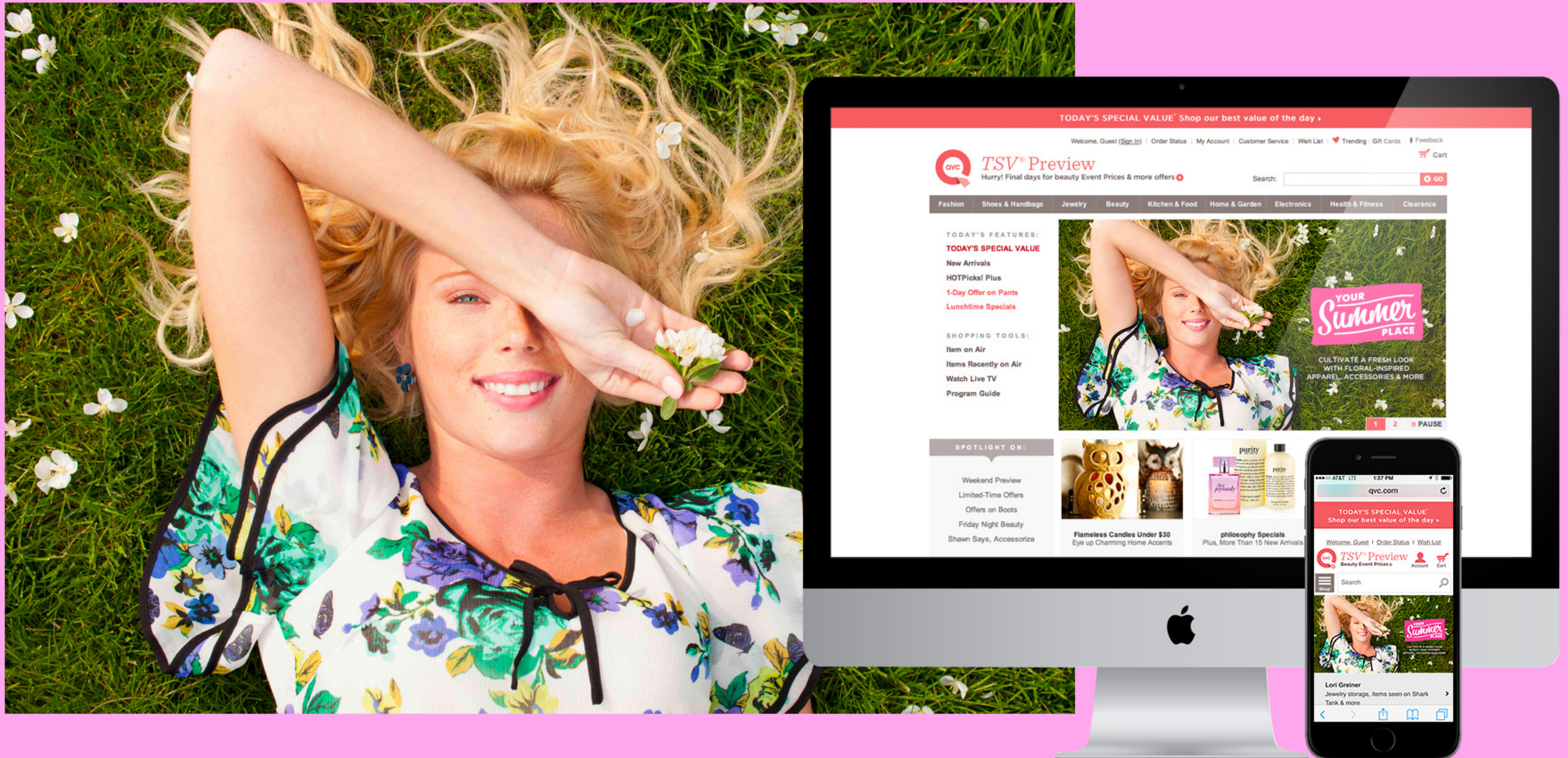
5.1 Photography



Product photography for website promotion.

sf

5.2 Photography



Lifestyle product photography for website promotion.

sf

5.3 Photography



Lifestyle product photography for website promotion.

sf

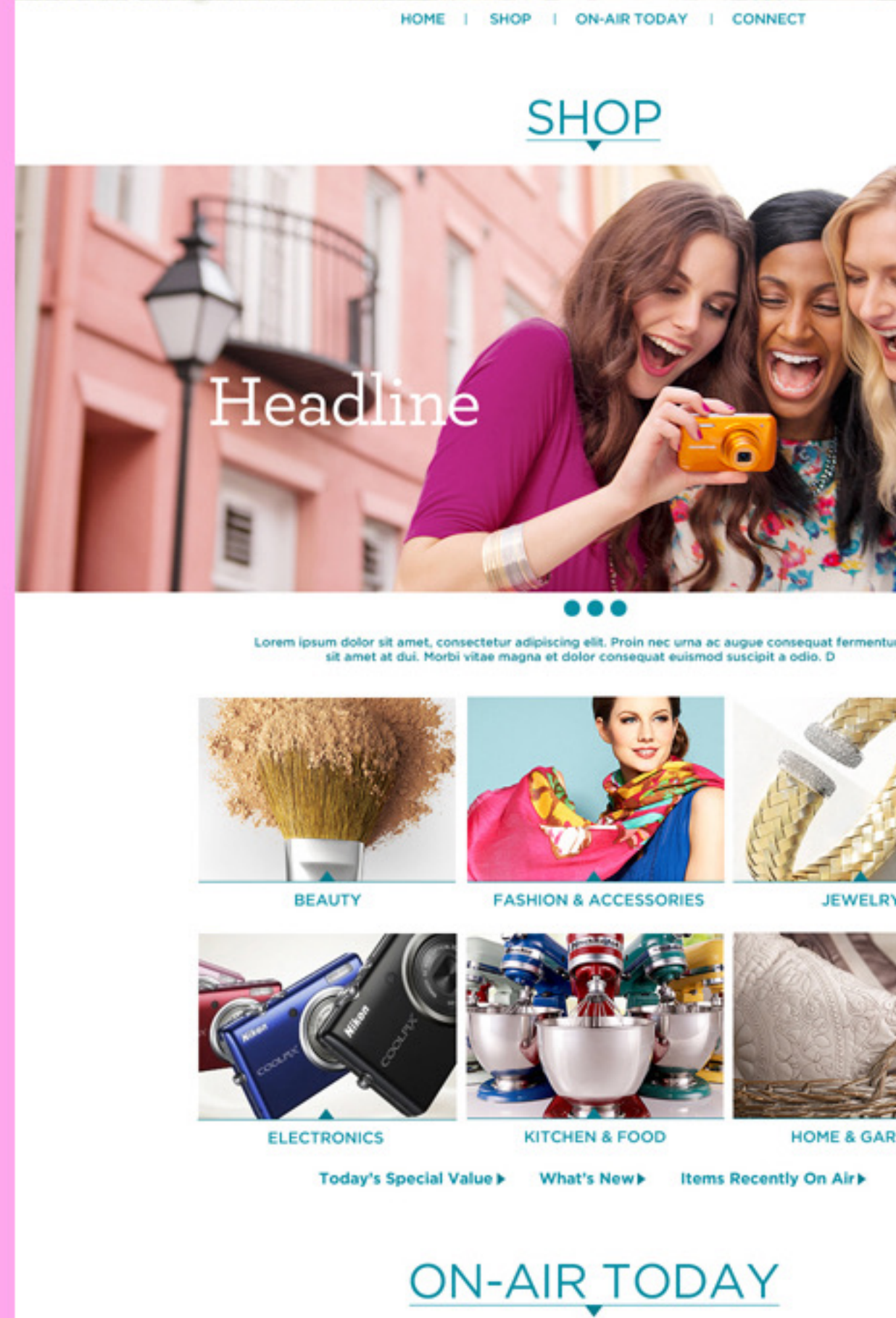
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WEB DESIGN

From concepts to full live sites, my designs focus on the visuals, including layout, color palettes, typography, and imagery, creating a visually appealing and consistent look. I balance the aesthetics of my designs with functionality and usability, taking into account accessibility and ensuring the website is easy to use for all users.

6.1 Web Design

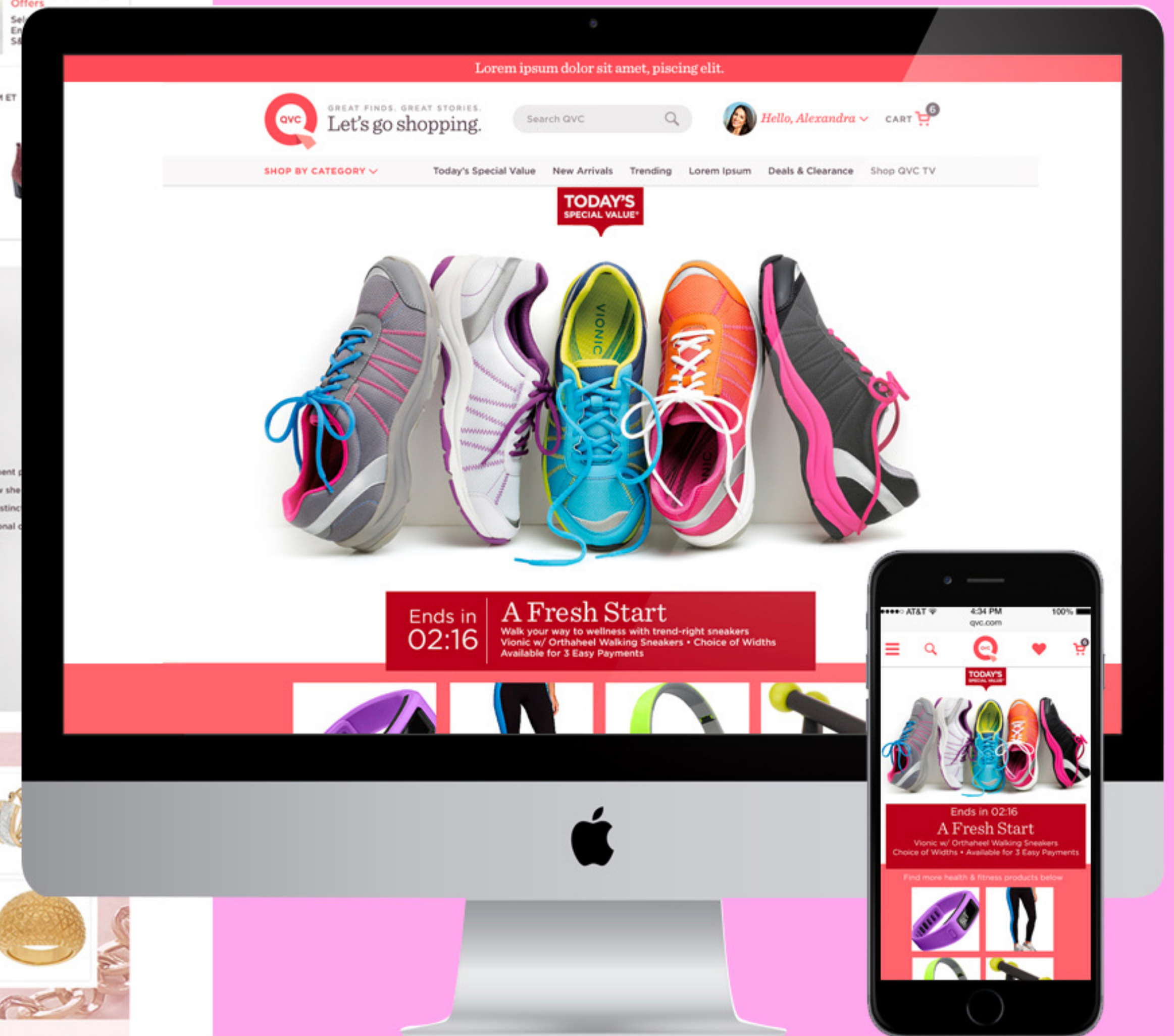
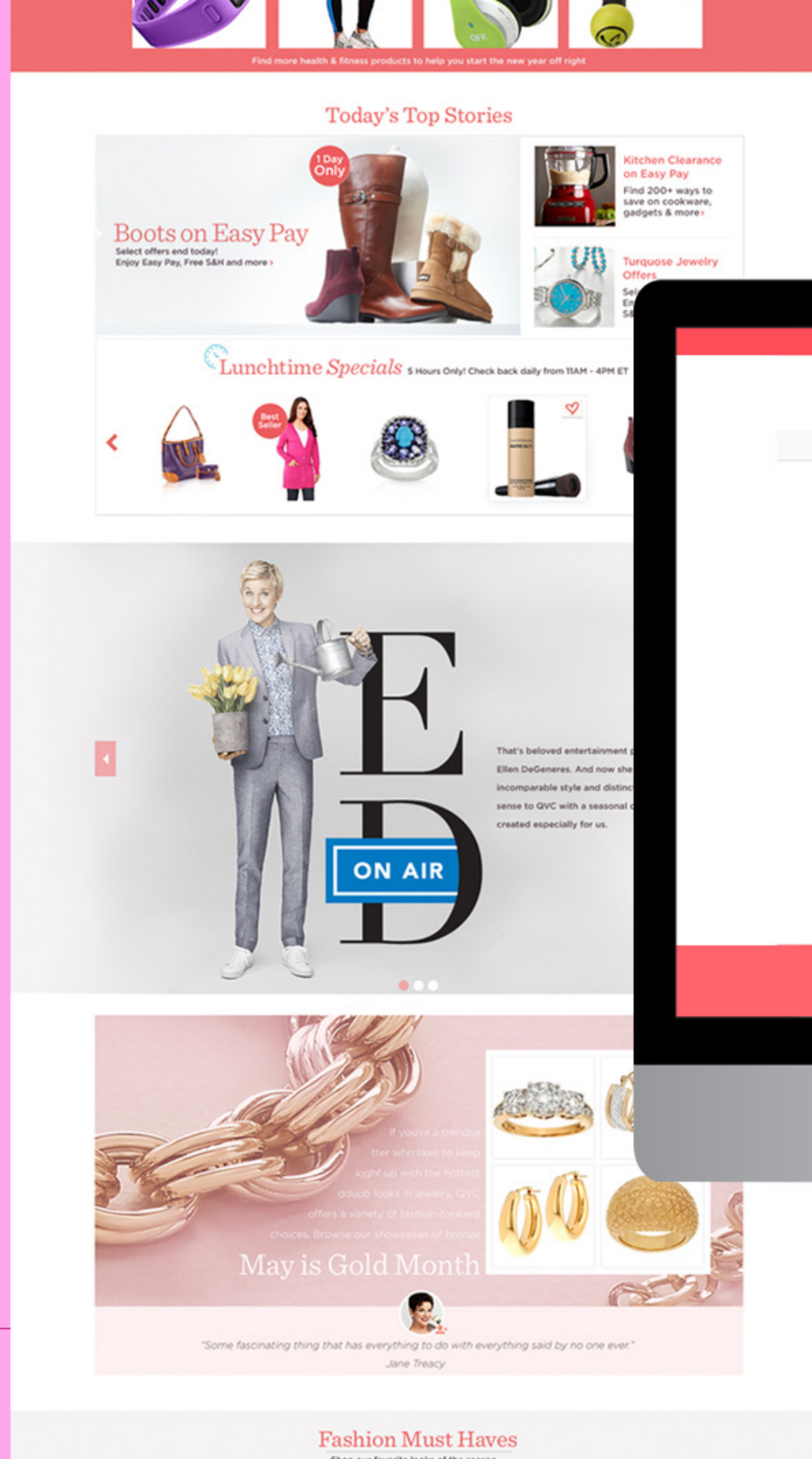


Homepage concepts for qvc.com.



sf

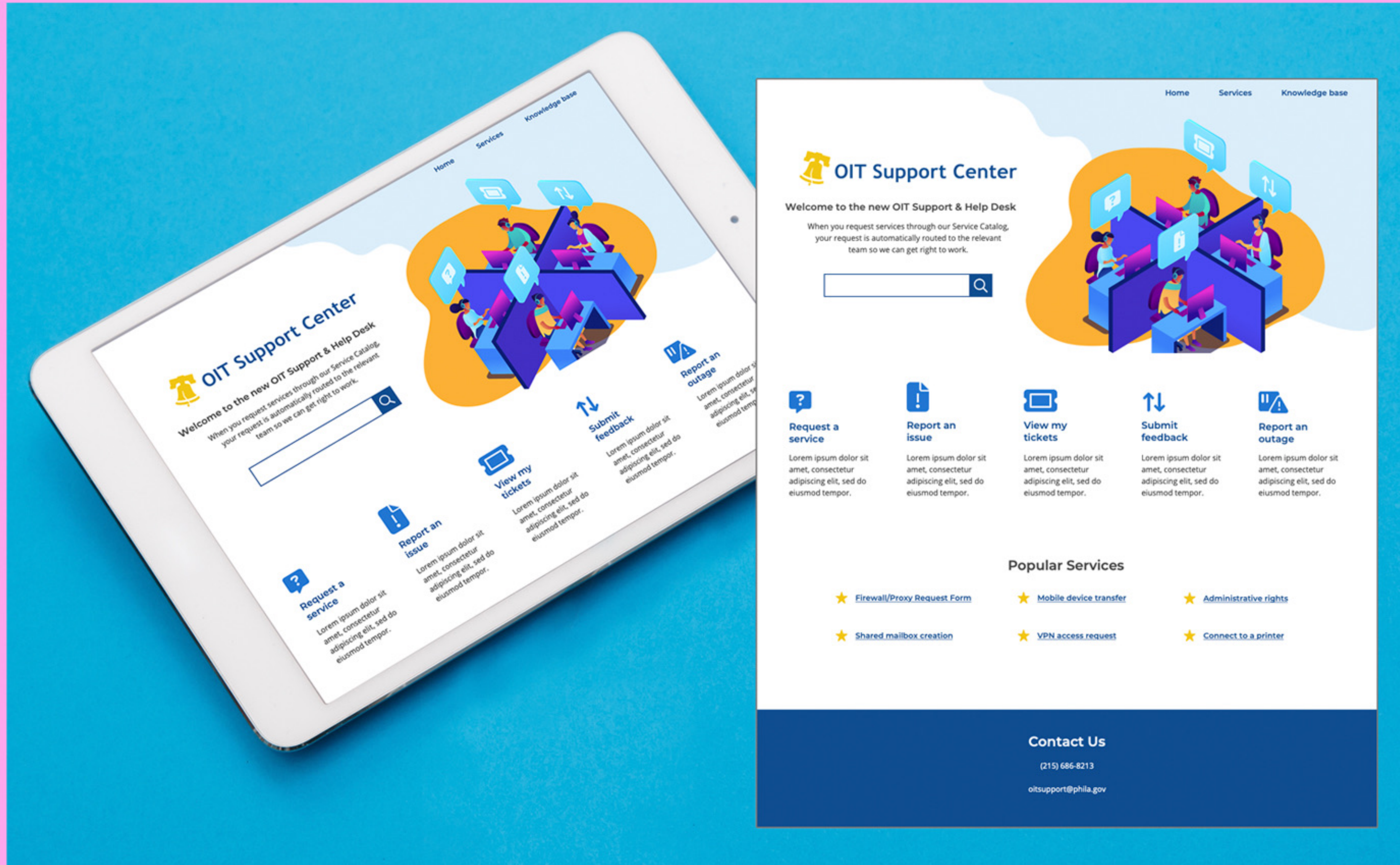
6.2 Web Design



Homepage concepts for qvc.com.

sf

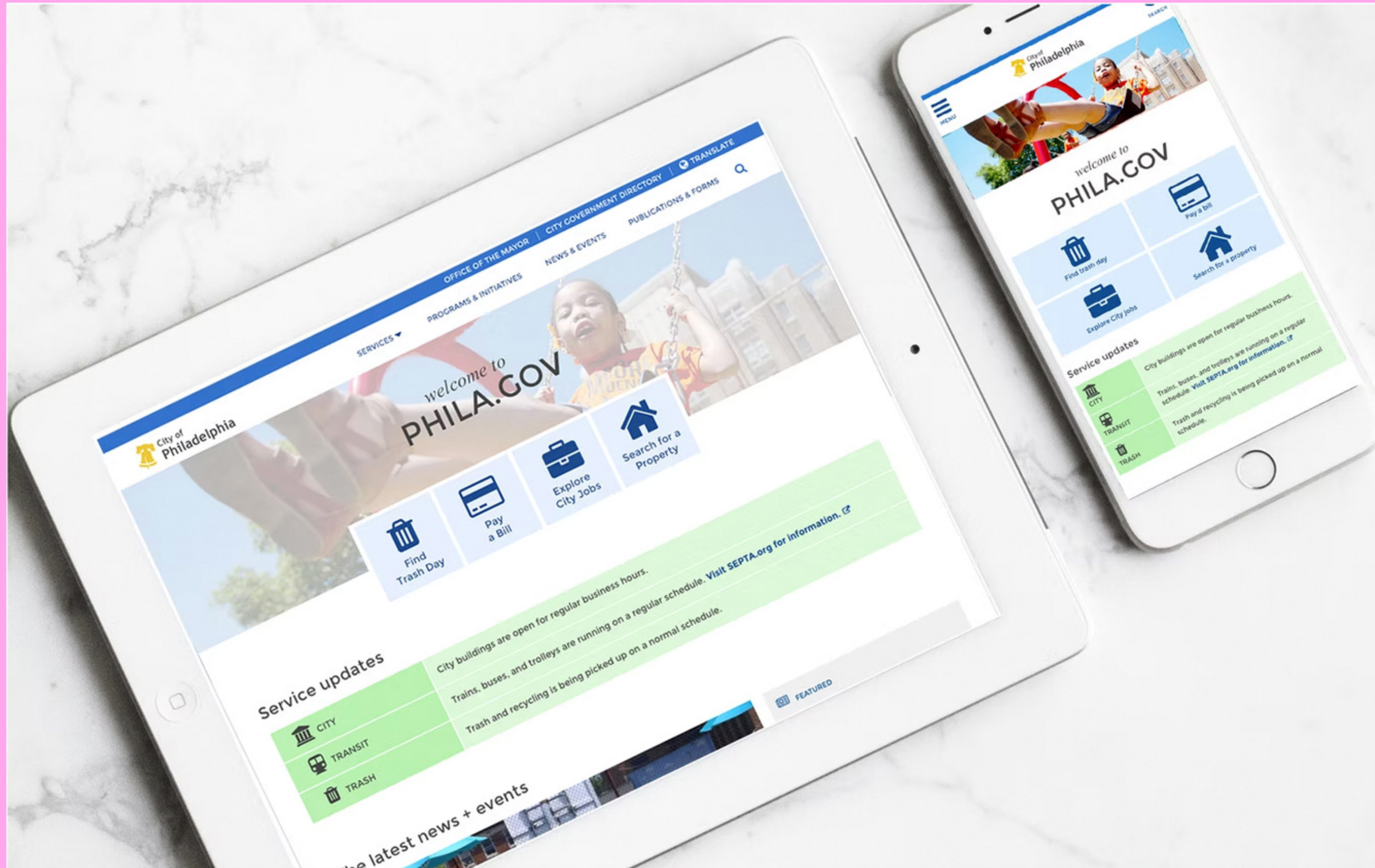
6.3 Web Design



Web design for an internal facing client portal for the City of Philadelphia.

SF

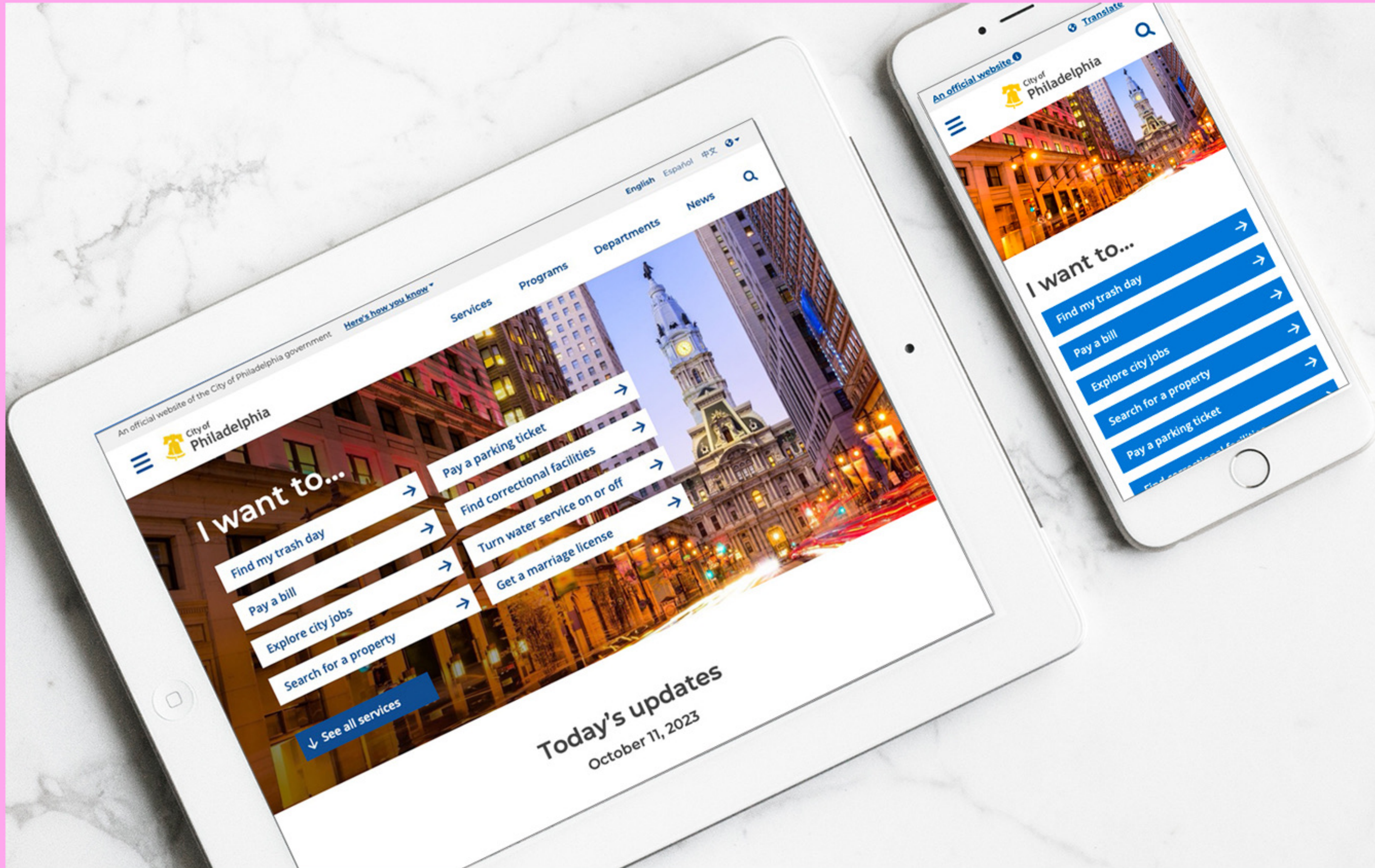
6.4 Web Design



Web design for phila.gov.

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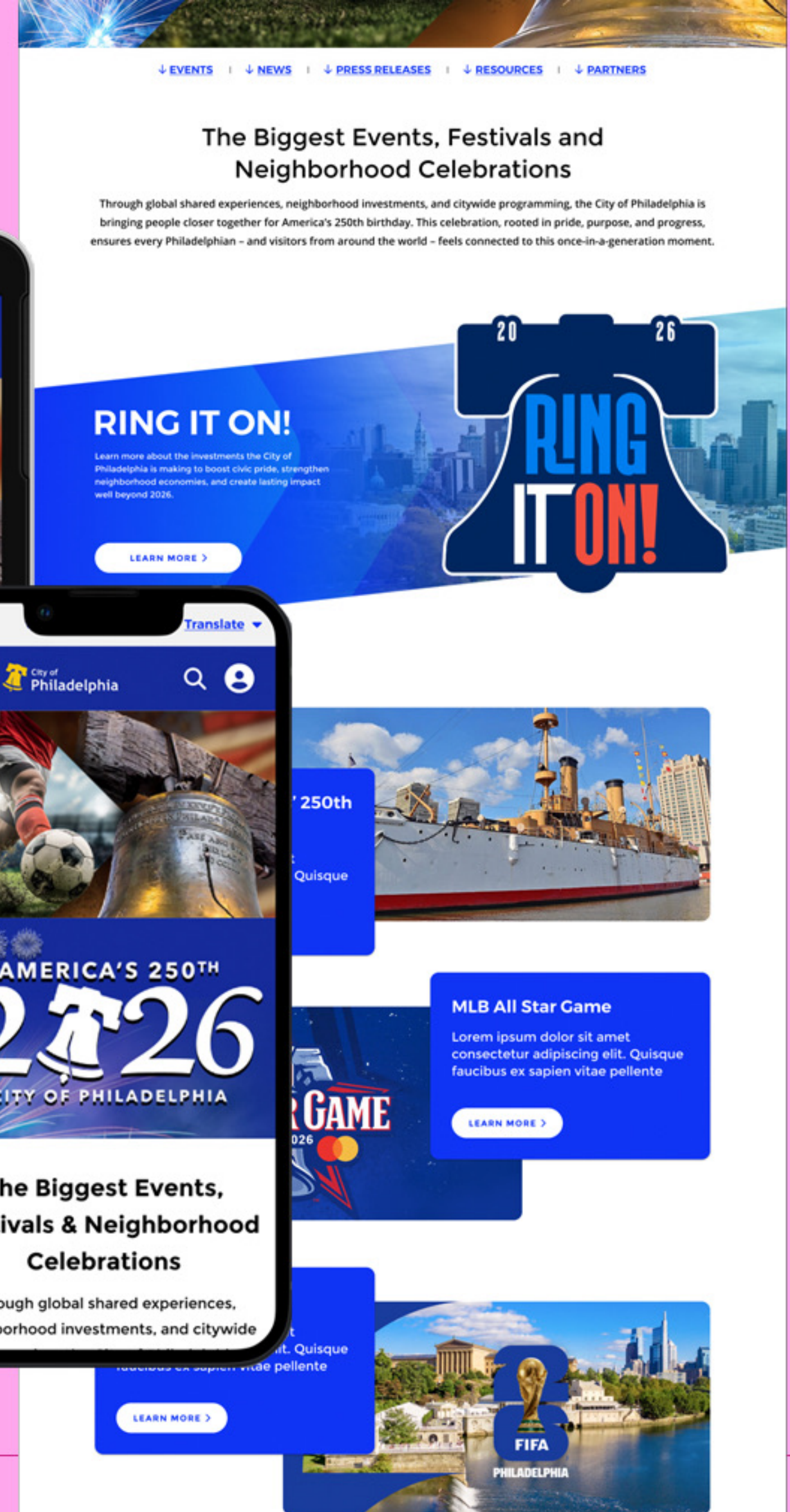
6.5 Web Design



6.6 Web Design



6.7 Web Design



Design for a landing page on phila.gov promoting 2026 events and activities.

sf

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BRAND DESIGN

I create a visual identity using elements like logos, colors, fonts, and imagery, to create a consistent and recognizable brand. My designs help tell the brand's story and communicate its values and personality.

7.1 Brand design



Brand design for GOV LAB PHL.

Sf

7.2 Brand design

LOGO



COLOR PALETTE



#0f4d90



#2176d2



#f3c613



#f99300



#58c04d

TYPOGRAPHY

Montserrat Semibold

abcdefghijklmnopqrstuvwxyz
0123456789

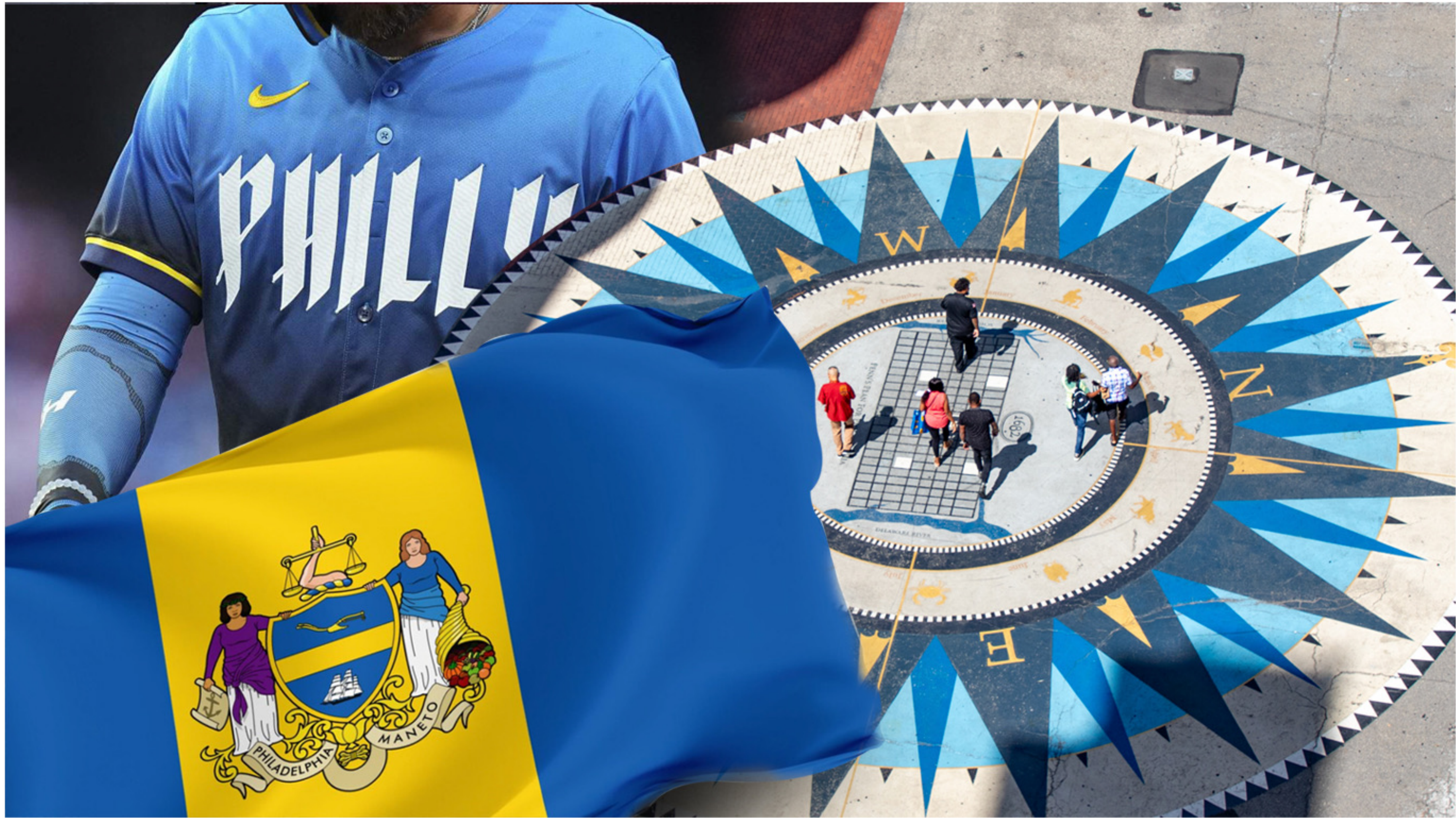
Open Sans Semibold

abcdefghijklmnopqrstuvwxyz
0123456789

Imagery



7.3 Brand design



Mood board for a redesign of phila.gov.

7.4 Brand design

Maximalist

This design embraces excess, vibrancy, and richness. It is about making a strong visual and emotional impact by using rich visuals, diverse elements, and rich, layered content.

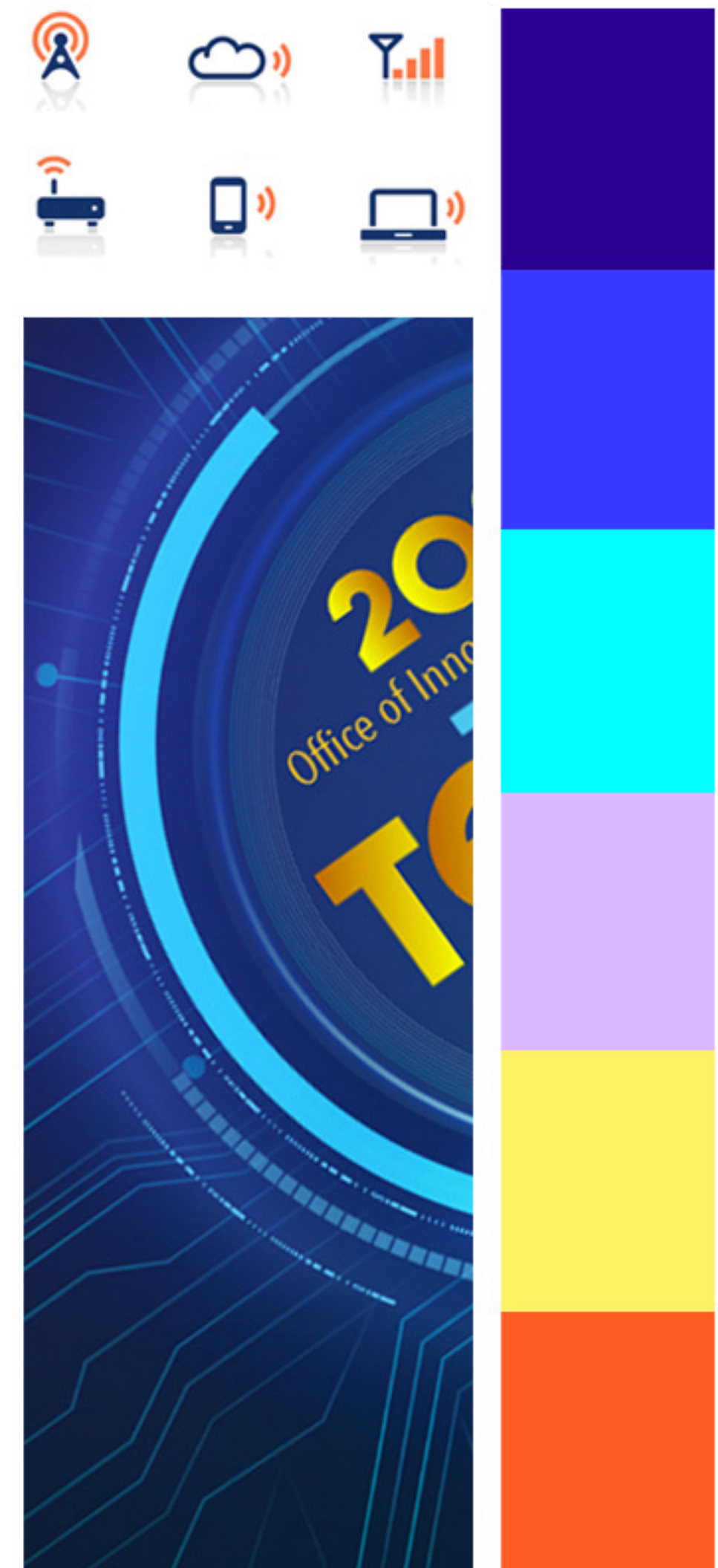
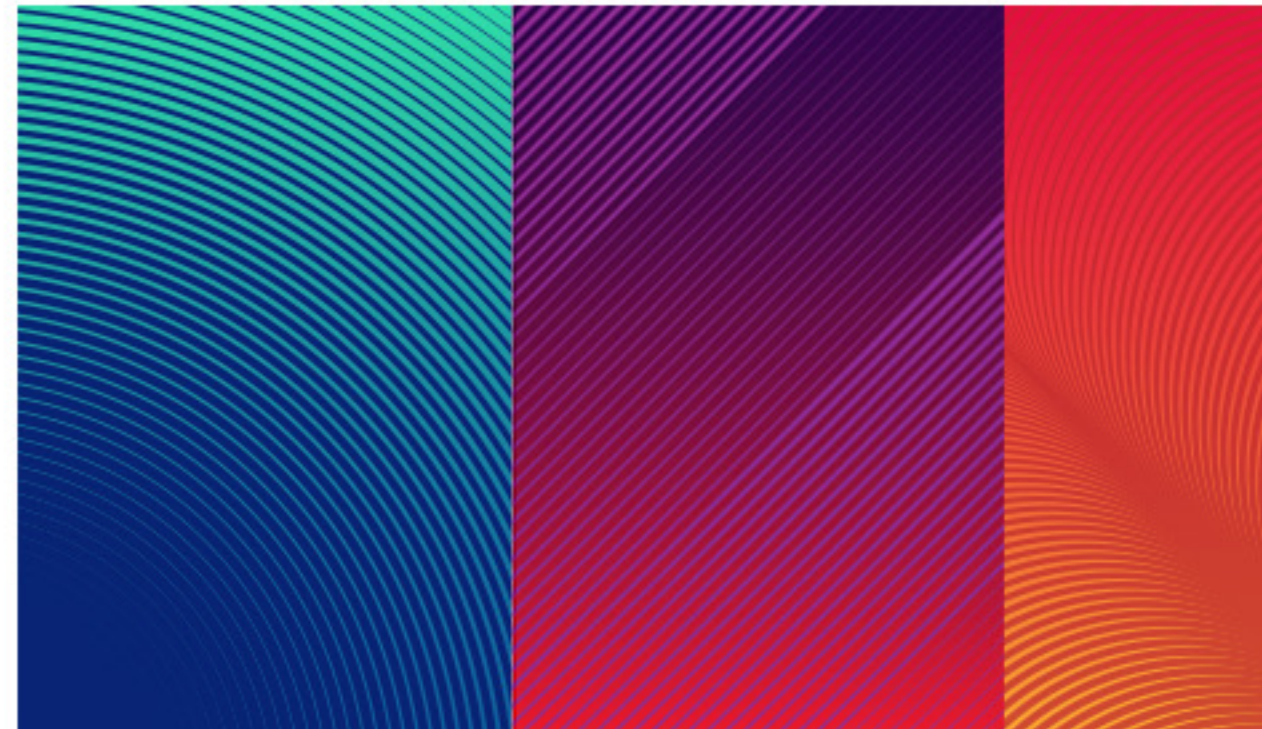
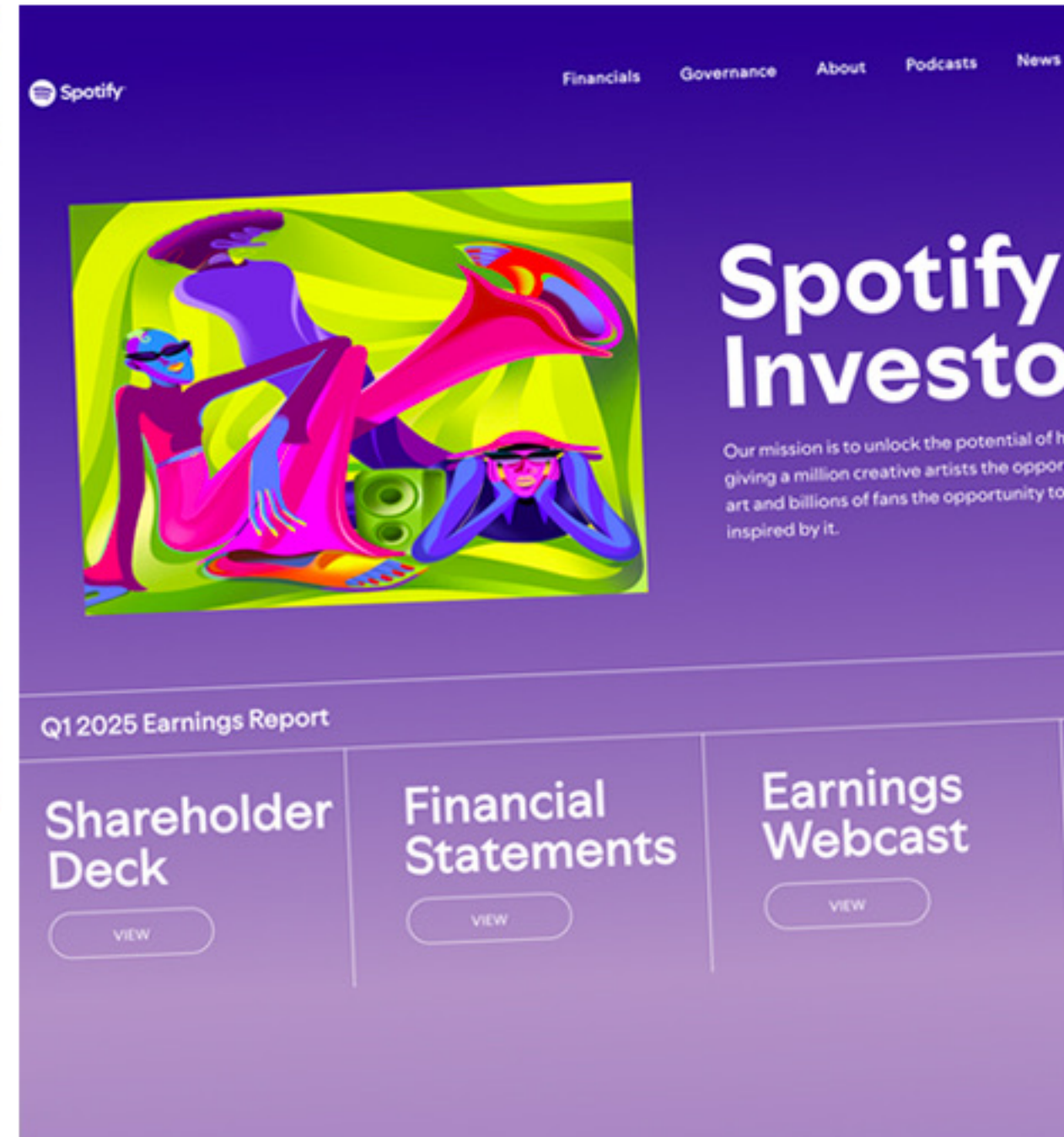
Using intense shades of blues as the primary color we are suggesting:

- A more intense color palette
- Gradients
- Shapes, patterns, dots
- Multi-colored icons
- Updated UI - ie rounded corners etc.
- More intense imagery



BUTTON STYLE

BUTTON STYLE



7.5 Brand design

Minimalist

This style embraces simplicity, incorporating smooth scrolling, hover effects, and interactive elements that make designs feel engaging yet uncluttered. The focus is on nuanced color palettes, creative typography, and spacious layouts that spotlight key elements.

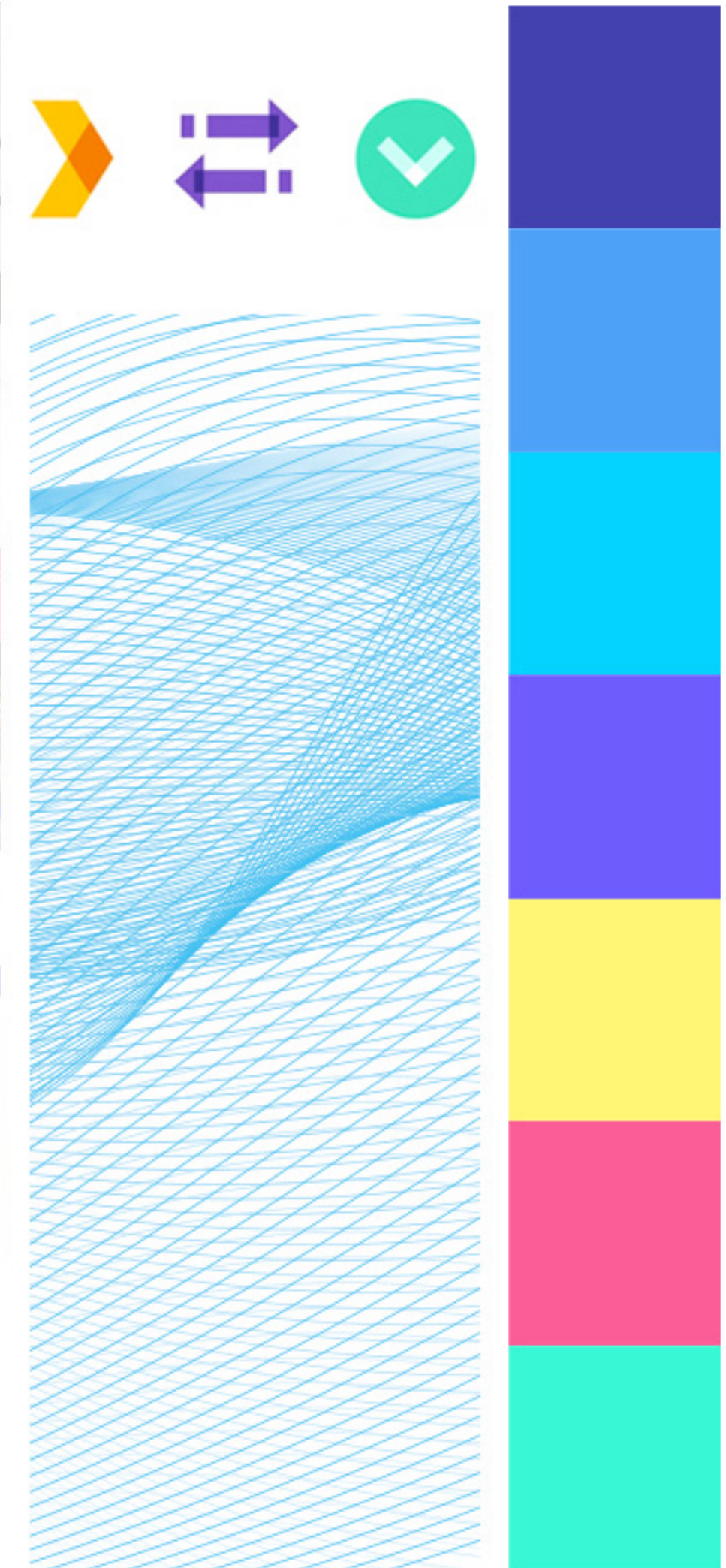
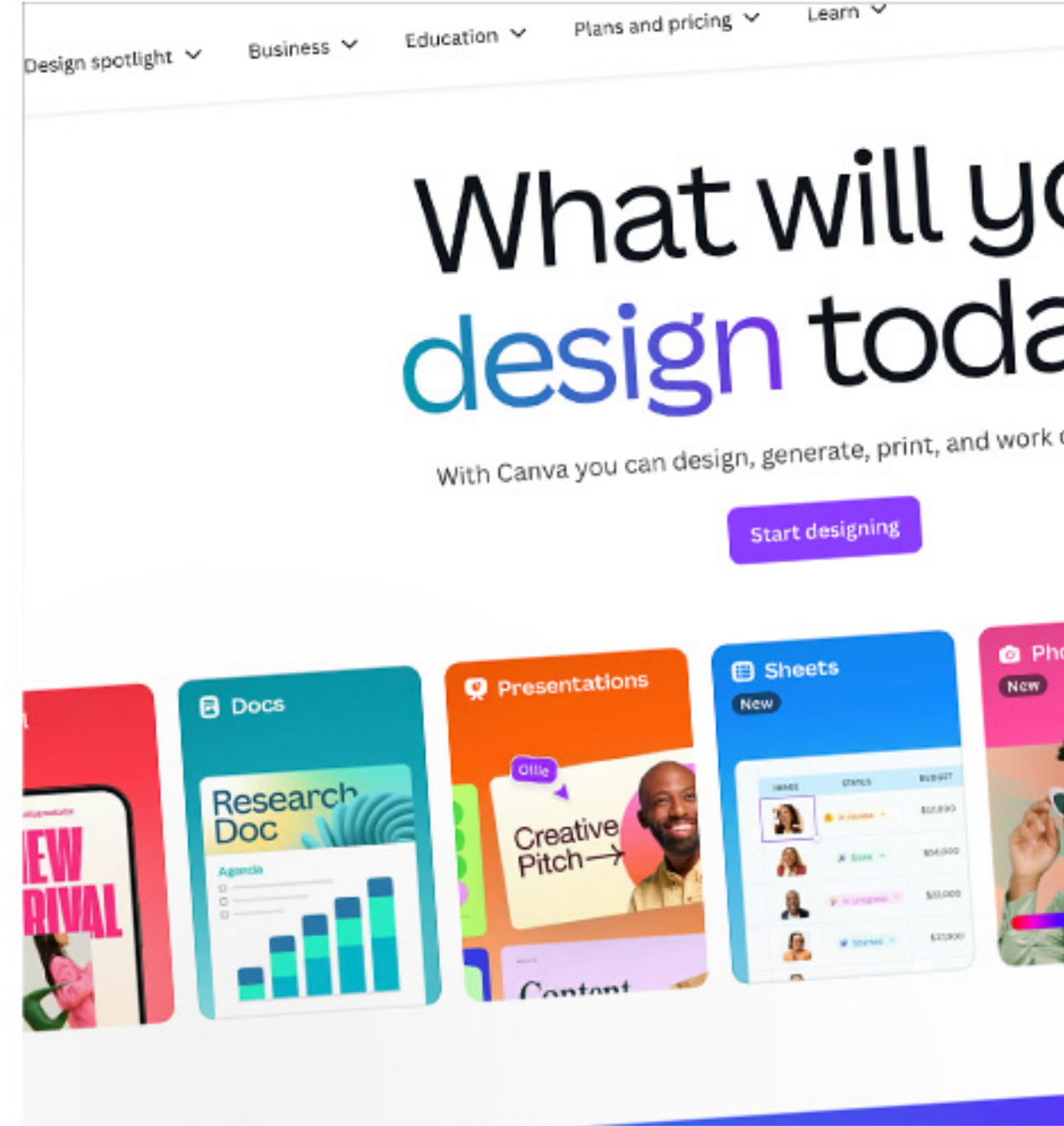
Using lighter shades of blues as the primary color we are suggesting:

- A more nuanced color palette
- Lighter gradients
- Shapes, patterns, dots
- Multi-colored icons
- Updated UI - ie rounded corners etc.
- Subtle imagery



BUTTON STYLE

BUTTON STYLE





Thank you!