



PORT

folio

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WATSON

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About me

I am a graphic designer, photographer, and visual story teller. I connect people to images and designs to tell their stories. We all have something to say and a story worth telling.

As a child, I would spend hours on the floor drawing and coloring outside the lines. I've been creating art my whole life. In the adult world, I spend a little less time on the floor and more time making art digitally and being inspired to grow!

Sources of inspiration for me

1. Cultures around the world

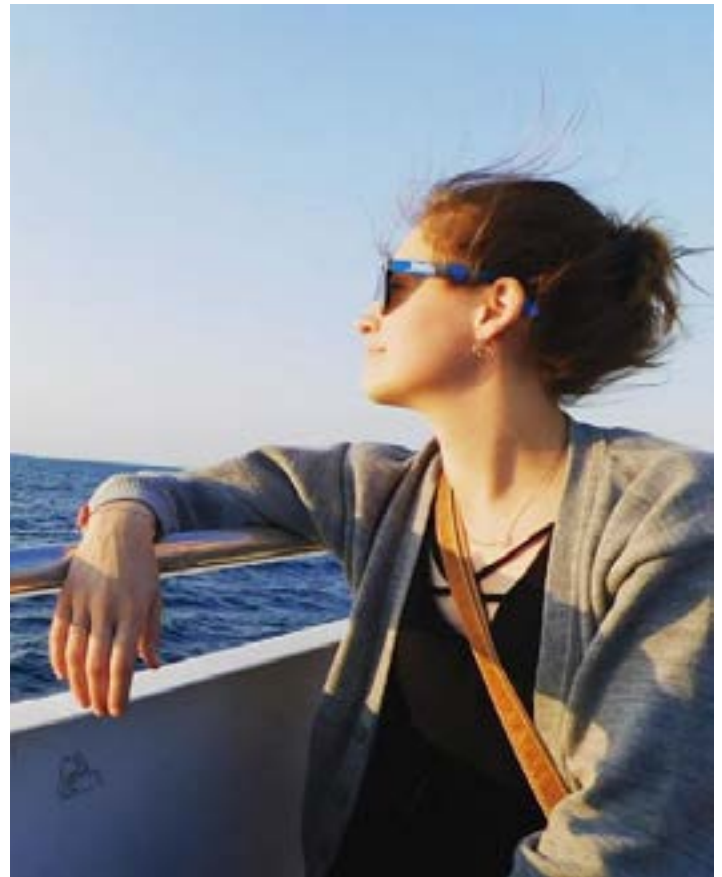
The colors, the traditions, the weird little quirks that I don't understand yet - it makes my heart sore! I enjoy learning about cultures around the world and their designs.

2. Environments

I get awe-struck looking at any landscape around me, and I'm blessed to live in a very beautiful place where I am in awe often. (Google Idaho, seriously!). I want experience these beautiful places through my art..

3. My local community

Improving our local communities falls on all of us! We all have a way we can contribute to improving the lives of people. I've found that volunteering with local artists or teaching dance lessons helps



me feel like I'm helping add a little more value to my local community.

So, why visual storytelling?

Culture, environment, and community - these add purpose to my soul and bring me into contact with people from all over. Capturing their story in an image was something I fell into; first was, "Can you take a portrait for my book?" then it was, "I need a logo that expresses me!" I took these challenges head-on and pursued my passion for storytelling their stories through design.

I thrive on helping people meet their ambitious visual goals. I've helped design websites, created social media content, graphics, and strategies, I've created logos and brand identities, and helped small communities expand their presence.

Visual storytelling allows me to bring my creative passion forward and give back to those who inspire me!

What more could a girl dream for?

Education

B BA Communications:
Media Production and Digital Media
Boise State University | 2012-2013

B BFA Fine Art Photography
Boise State University | 2007-2012

Skills

Adobe Creative Suite | Photoshop, Illustrator, InDesign



Photography | Portraiture, Landscape, Travel



Graphic Design and Branding | Visual brand development, logo creation, and out-of-the-park creativity



Illustration | Traditional and Digital mediums



Visual Storytelling | Design for understanding



Social Media | Facebook, LinkedIn, Instagram
Content development and publishing



inclusive GRAPHIC *Design*

**The best way to predict the future
is to create it.** *Abraham Lincoln*

When it comes to graphic designs, there is no limit to what the mind can create. I focus a lot on inclusive design - the practical methodology that enables us to design for a full range of human diversity. I believe it is important to be conscious of how design and visual storytelling has a tremendous impact subconsciously, as a designer I feel I have a responsibility to use my designs to better the culture of the world.

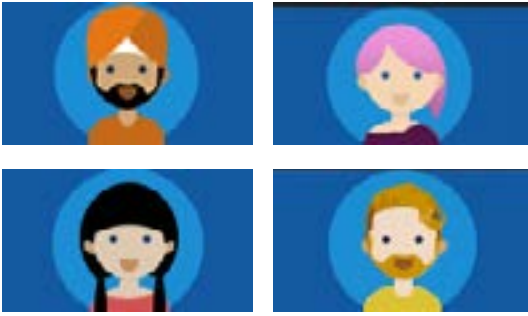
In designing these inclusive social media campaigns for both HP and DHW I have learned the importance of these seemingly subtle changes in representation in these companies. This inclusion resulted in more participation from a larger and more diverse audience on our channels.

Design Skills

Visual Inclusion & Diversity | design for a full range of human diversity

Creative Innovation | Creative thinking and able to come up with ideas
creative interpretations

Open Minded | Adapt to client needs even when they conflict with
personal design style and preferences



Diverse Avatars | HP Support

HP Support wanted to better represent our community on the HP Support Forums. One way we were able to better represent the community was by providing a larger, more diverse range of avatars for people to choose from.

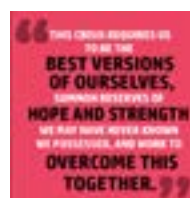
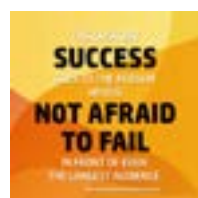
Over 100 avatars were created for this project.

Inclusion in Social Media

Idaho Department of Health and Welfare

With the Idaho Department of Health and Welfare (DHW) we understand how representation matters. In the pursuit of healthcare knowledge it is important to see a diverse representation of the Idaho community. Idaho is changing quickly and with that we needed to update our social media (and other communications materials) to better include and represent our growing community.

These social media tiles translated over into our communications materials as well. We found that we had more community interaction once we began using inclusive imagery.



Social Media Diversity

HP Support

At HP, we really wanted to bring about a change in how we represented our community on social media, on our support forums, and other channels we used. We published social media tiles in multiple languages, acknowledged cultural holidays, focused on inclusive imagery, and did our best to represent the diverse culture of HP.

PHOTO *graphy*

There are always two people in every picture: the photographer and the viewer.

Ansel Adams

Photography is a means to capture a feeling. A feeling to identify with and better understand our world. I use my camera to explore a world I've never seen, a place of curious wonder, and a world of new relationships, chances, and most importantly stories.

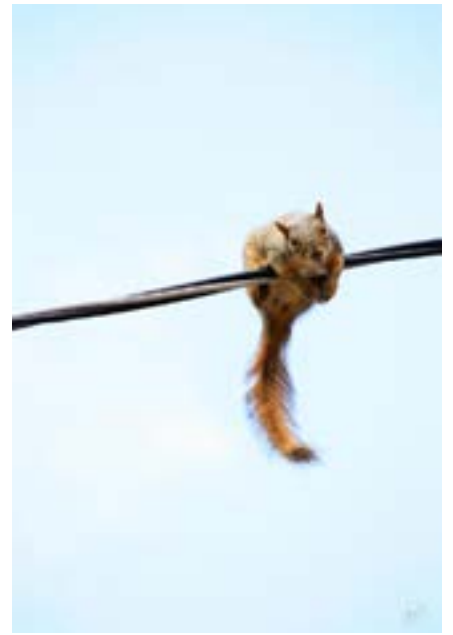
When someone looks at a photograph, they see something completely different than the person before or after them viewing the same image. We all bring our histories with us, and with that we impose a story into the photograph. I am fascinated by this idea. I keep it in mind when I am taking photographs, knowing that the story I see when taking the photograph is completely personal. I try to be clear in my content if I have a particular feeling I want to capture - I want my images to bring emotions from deep in the viewer.

Photography Skills

Adaptable and Perceptive | Knowing when and where to point the lens

Editing Software | Adobe Lightroom, Adobe Photoshop

Digital Imaging | Processing, compression, storage, printing, and display



LOGO *Design*

Every great design begins with an even better story.

Having the challenge to tell someone's story in a single design is an exciting challenge for me. I enjoy meeting with people to hear their goals and dreams when it comes to needing a logo and seeing their faces when they see the final product is priceless to me.

Design Skills

Design Principles | Contrast, balance, emphasis, movement, white space, proportion, repetition, rhythm, pattern, unity, variety

Color Theory | Rules and guidelines to pick great color schemes

Teamwork | Collaboration, professionalism, open-mindedness, flexibility



Milonga | El tango es vida

This dance instructor was looking for a design that represented how he felt about Argentine Tango. Tango is life. He wanted a sun burst represented that feeling best.



Hooked Up

The artist wanted to be able to use the logo as a stamp on the tags for the products she creates.

We ended up with a cheery ball of yarn with a crochet hook, sporting the oh-so-cute glasses of the artist herself!

Milonga Madera

Argentine Tango dance logo. This dance instructor was searching for a logo that best represented his dance group. A vintage feel with silhouette of a couple in an Argentine Tango embrace.



SWINGOUT ADVENTURE

SwingOut Adventure is a small non-profit that teaches dance in its community.

We knew we wanted a shape that played with the shape of the trees and mountains that surround the small city. We did this by using diamond shape.

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