SHANNON STARVISH

PORTFOLIO

TABLE OF CONTENTS

MULTI-MEDIA CAMPAIGN

Futura PT

Filmotype LaSalle

Take the guesswork out of meal prep...

Fresh
FARE FARMS

Instagram

FarmFreshFarm

...and help fight food insecurity in your area!

Sign up during **HUNGER ACTION MONTH** to provide meals to your community!

Liked by Grace and others
elise good times. great vibes.

Sign up during the Hunger Action Month and we'll donate a box of Fresh Fare Farms produce to a food bank in your community!
www.FreshFareFarms.meals/signup

Local.
Sustainable.
FRESH.

Take the guesswork out of meal prep and benefit your community in multiple ways!

Fresh Fare Farms sources your meals from local farms in your area, which boosts your local economy, reduces food miles, and is better for the environment AND your family.

Our farm partners use sustainable practices to provide meals that make the health of your family and the environment their top priority.

Fresh
FARE FARMS

DESCRIPTION

I used Illustrator to create clean brand shapes and align layouts, while Photoshop helped with image editing and building an animated GIF using the timeline tool. Every piece was properly sized, formatted, and color-adjusted to keep things consistent across formats. I stuck closely to the project brief, using the required fonts, color palette, and deliverables and made thoughtful adjustments based on critique, like improving the carousel's call to action for better clarity. Sketching and thumb nailing early concepts helped guide the direction of the work, blending a bold, graphic style with elements that still felt true to the brand. I kept accessibility and ethical design in mind throughout.

For the visuals, I chose a dark purple and green color palette to create contrast and brand alignment, pairing organic and geometric shapes to keep the layouts clean but engaging. Hierarchy, white space, and alignment guided the structure, while repetition helped tie the campaign together across different pieces. I used branded shapes to frame important info, which added originality and helped unify the look. Grid systems ensured alignment and balance, and I double-checked every detail, contrast, type hierarchy, spacing, resolution, and file sizes, to make sure everything was polished and ready for print or screen. The final result felt cohesive but flexible, with craftsmanship and intent behind every choice.

DESCRIPTION

I used Adobe Illustrator to build the layout and dial in typography, while Photoshop helped with color tweaks and prepping final files for print. Everything was optimized, resolution, color mode, and file format, so the design was ready to go. I focused on bold color contrasts, clean hierarchy, and directional elements like arrows to guide the eye. A centered layout with boxed sections gave the whole design balance and unity, and I used consistent fonts and spacing to tie it all together. The typeface for the business name was playful but clean, matching the relaxed vibe of the brand. I started with sketches and layout trials to find the right visual flow, using only original or royalty-free assets with accessibility in mind.

The poster followed all the assignment specs, from layout size to resolution and required content. I did a little extra polish after the deadline to make it portfolio-ready, but the core concept stayed true to the brief. I shared and received feedback during critiques, which helped me refine the mockup presentation and really push clarity through hierarchy and contrast. Offering critique to others also helped sharpen my own thinking and justify my design choices. I paid close attention to the typography, kerning, weight, and structure, to keep it readable and strong. Everything was aligned to a clean grid with thoughtful white space, and the call-to-action stood out through smart contrast. Final files were clean, organized, and ready for print.

PAMPHLET DESIGN

DESCRIPTION

I used InDesign to lay out the brochure, leaning on Photoshop for prepping and adjusting images. Knowing the difference between reader and printer spreads helped me plan the content so it flowed well for the user while also aligning properly for print. I worked with a modular grid to keep structure consistent and used contrast, color, and image placement to guide the viewer's eye. Each section was spaced and aligned to bring balance and clarity. The playful palette and photo choices kept the design light and engaging without straying from the brand. I mapped out the panels beforehand and tested a few layout options before landing on one that felt clean and intuitive. All assets were either provided or ethically sourced.

Throughout the process, I stuck to the project brief, using the provided content and following the trifold format, while still refining the typography and spacing for better visual clarity. I gave focused critique on spacing and layout flow and used peer feedback to rework some content placement and strengthen the hierarchy. Service information became easier to spot thanks to those small but meaningful tweaks. Every detail was checked, from color consistency to alignment, and final files were exported with crop marks, bleed, and proper resolution to make sure the print setup would be spot on.

BOOK COVER DESIGN
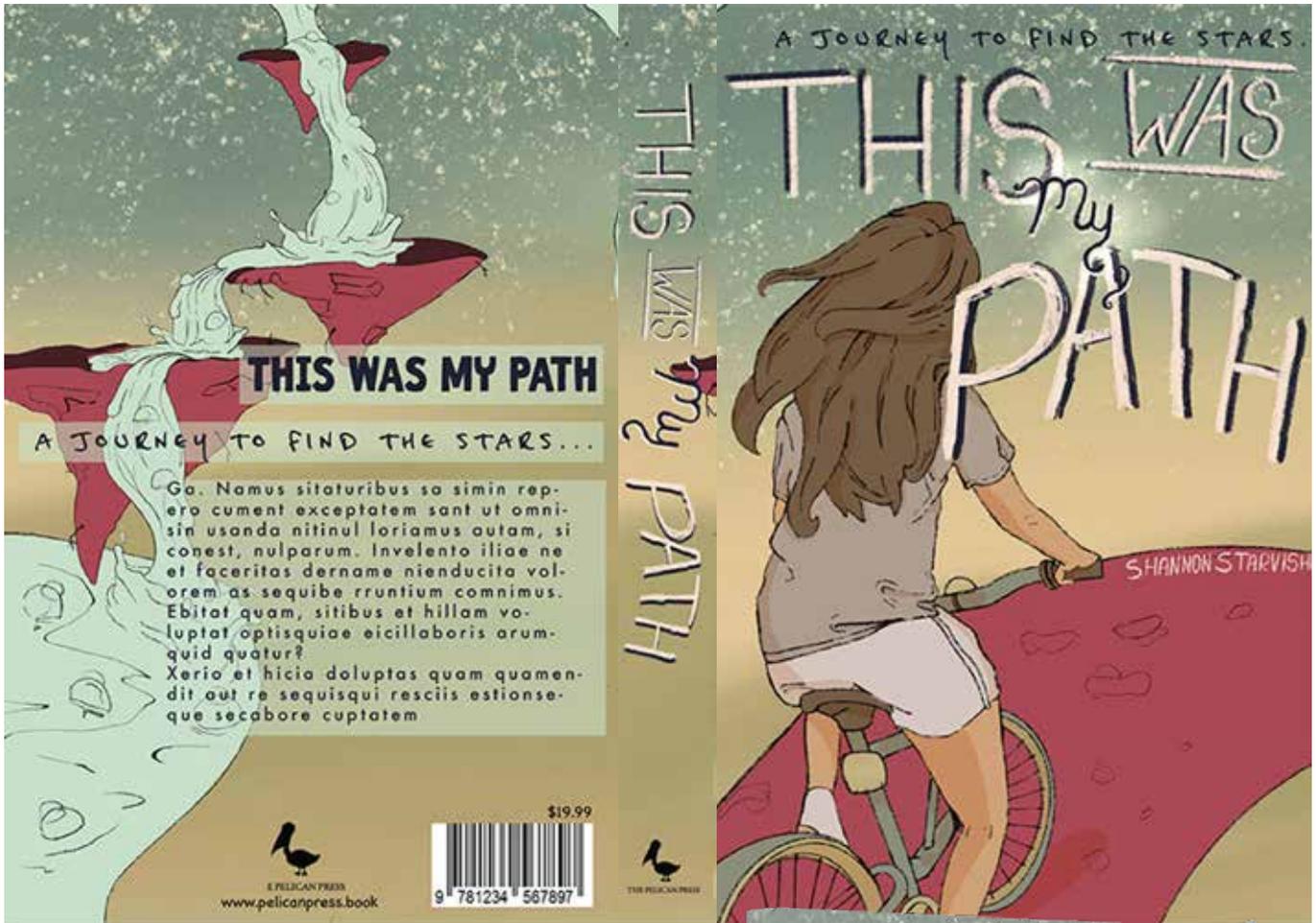
DESCRIPTION

I used Procreate, Illustrator, and Photoshop to create and mock up the book cover, layering illustrations and type to keep everything clean and export ready. I tested fonts and effects to find a balance that felt playful but still professional. The bold, adventurous tone of the story helped guide my design decisions, I leaned into contrast and hierarchy by pairing bold fonts with lighter handwritten ones, creating rhythm and focus. I explored a few different type options before choosing the ones that felt most aligned with the story, and I intentionally used indie made fonts to match the hand drawn vibe. Everything was ethically sourced and layered with care, with consistent color and type styling throughout.
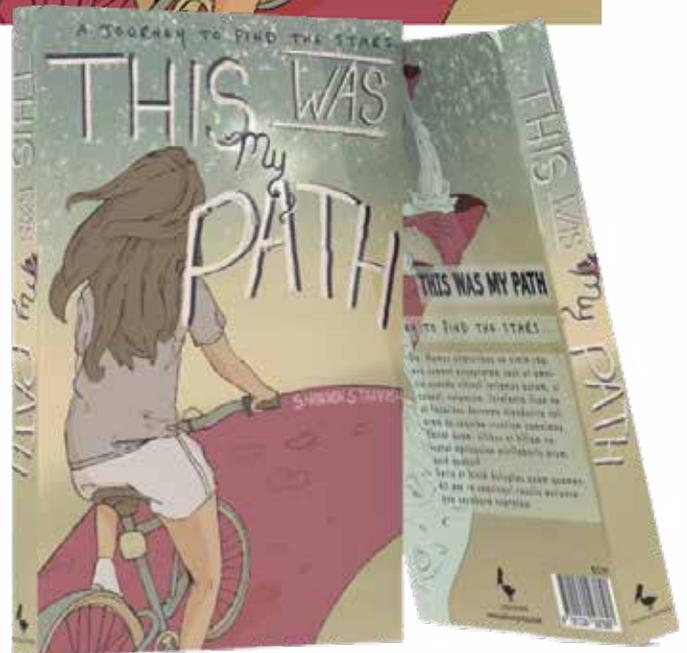
I followed the project brief while still leaving space to get creative, especially in the subtitle and font pairing. I created two mock-ups to explore different directions, then refined the stronger concept for my portfolio. I gave and received feedback on the mockup design, and used those critiques to fine tune spacing, scale, and visual weight. Every element, from layout to type to illustration, was placed with intention. The final files were clean, layered correctly, and ready for both print and screen use.

STONE REVIVAL WEBSITE DESIGN
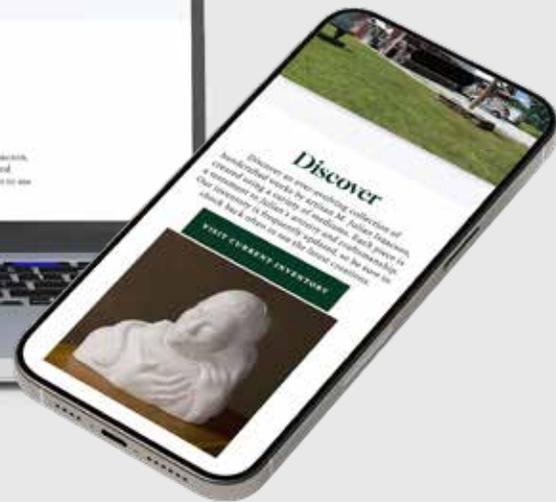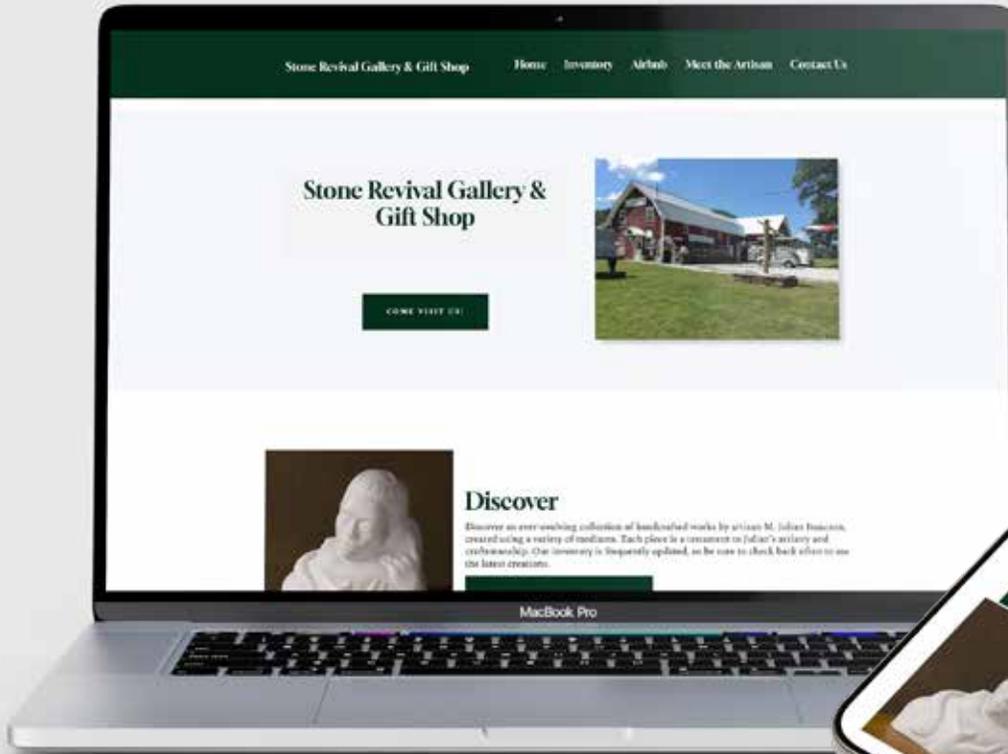
DESCRIPTION

I designed the site in Figma and built it in Webflow, using both tools to balance a clean, custom look with smart functionality. Webflow made it easy to create reusable product cards and embed the artist's Airbnb listings, and I set up a content management system to handle inventory and updates. The layout uses hierarchy and white space to guide visitors from the landing page to the shop, Airbnb, and bio. Repetition in the card structure and consistent colors helped create unity, while contrast highlighted the calls to action. The design reflects the artist's personal style without being overwhelming, keeping things functional and visually interesting.

From the start, I worked closely with the artist to make sure the site matched their tone and needs, and the final design grew out of those collaborative conversations. I followed the brief, creating a store, gallery, and booking space, but added features like custom product cards to improve usability down the line. I asked for feedback at key points and used that to refine sections like the booking interface and spacing in the shop. I even helped a peer troubleshoot their site during the process, which gave me fresh perspective. I paid close attention to detail throughout, making sure fonts were legible, images were crisp, and layouts worked across screen sizes. I also adjusted mobile interactions and spacing to make the portfolio version smooth and easy to use.

SPORTS ASSESSMENT APP
UI / UX CASE STUDY

SOLUTION

The solution is a mobile app designed specifically for sports assessments—because let's be real, every coach or assessor has a phone in their hand, not always a laptop. This app gives each assessor access to a simple, intuitive interface where they can view and complete evaluations in real time. Assessors are assigned to specific groups by a master assessor, who can also track where each group is stationed.

This means no more paper forms, no more confusing spreadsheets, and no more wasted time. Coaches can focus on watching players instead of scrambling with logistics. Once scores are submitted, the app automatically sends everything to the master assessor, who can instantly see aggregated results across the board.

By streamlining the process, the app helps ensure every player gets a fair shot, coaches can focus on evaluating talent, and no data gets lost in the shuffle. It removes the stress and clutter so assessments can finally work the way they should—efficiently, accurately, and with less chaos.

PROBLEM

Assessments for any sport are already tricky to navigate and using a paper form or an overly detailed Excel sheet just makes it worse. It's slow, frustrating, and way too easy to mess up or lose. That kind of chaos leads to missed talent, stressed-out coaches, and annoyed parents. The tools we're using aren't helping, they're making it harder. There's got to be a better, more organized way to run these things without losing your mind.

INFOGRAPHIC DATA VISUALIZATION

Data is important, but visuals are more engaging. Infographics help communicate information clearly, especially to viewers who aren't experts but still need to understand the message.

Factors Driving Social Media Growth

Social media has grown a ton since it first started. Let's dive in and see who's really driving that growth!
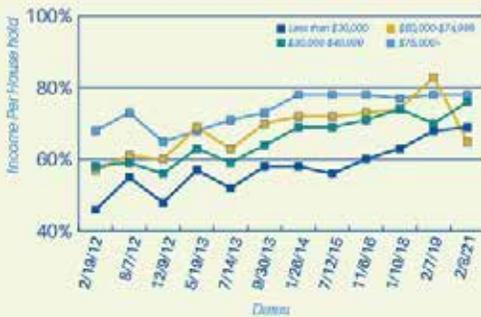
7 TECH CROWD

Level of Education

- College Graduate 22%
- Some College 18%
- High School or Less 60%
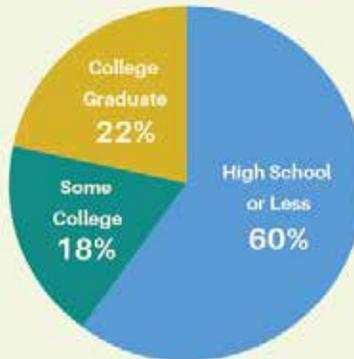
This pie chart shows the total percentage of change over time, highlighting which education level increased its social media usage the most.

Household Income

Income Per Household
100% / 80% / 60% / 40%

Legend: Less than $30,000 | $30,000-$40,000 | $60,000-$74,999 | $75,000+

Dates: 2/18/12, 8/7/12, 7/28/12, 5/18/13, 7/14/13, 8/30/13, 1/26/14, 7/12/15, 11/6/16, 7/10/18, 2/7/19, 2/8/21

This graph shows the different types of users by household income and their growth over time.

Social By Age Group

Total Percentage of Change
200% / 150% / 100% / 50% / 0%

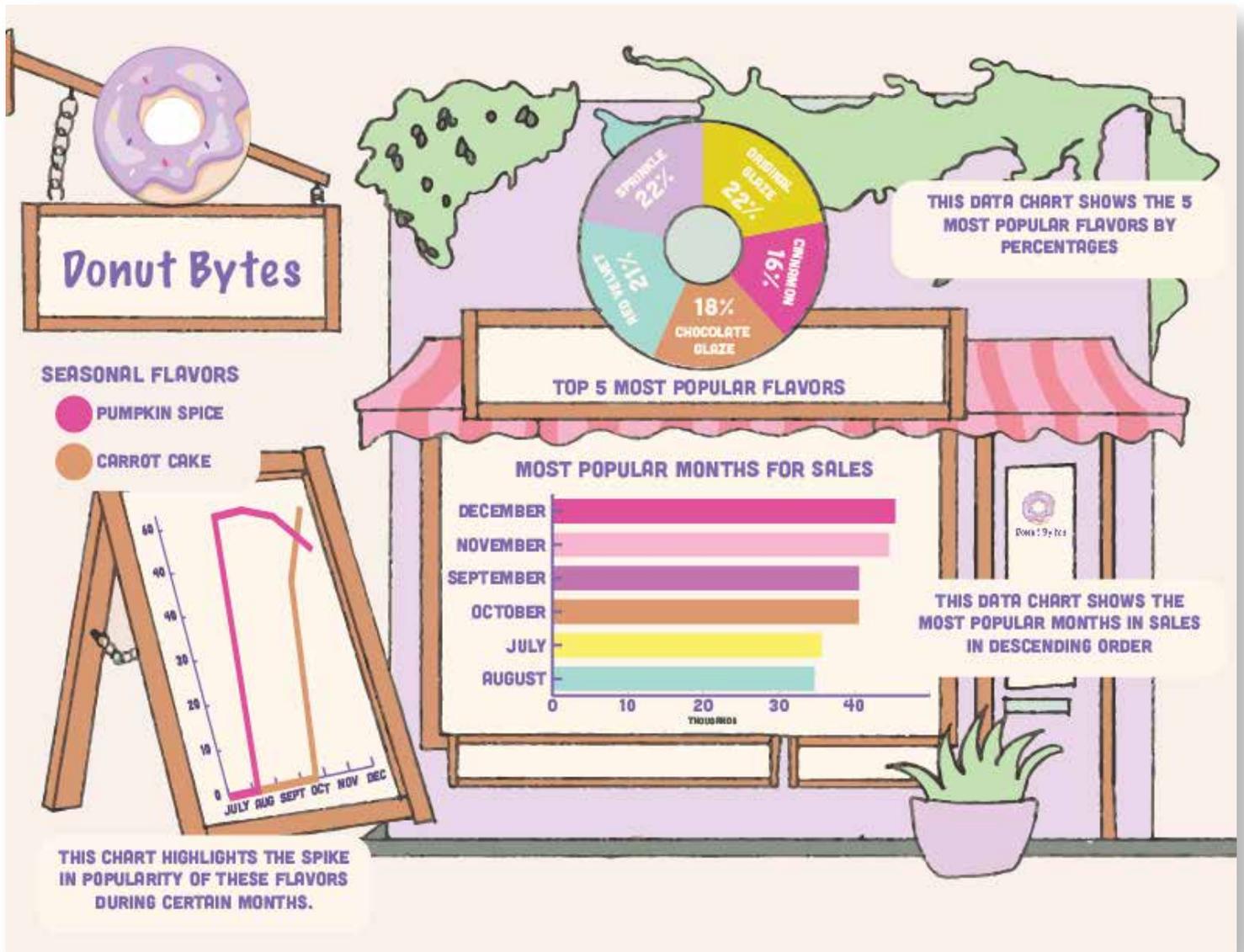Age of Social Media Users: 18-29, 30-49, 50-64, 65+
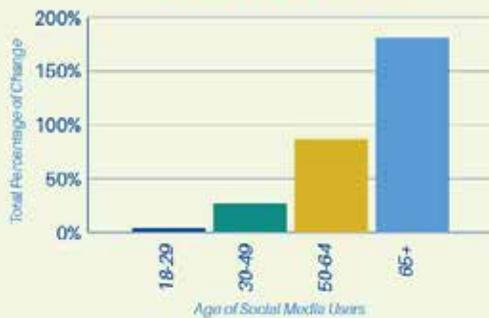
This graph shows the total percentage change over time for each age group, with the most significant growth seen in the 65+ age range.

Illustration of house and money were created for this project were hand-drawn by Shannon Starvish using Procreate.

This illustration, featuring people of various ages looking at their phones on a couch, was created for this infographic. It was hand-drawn by Shannon Starvish using Procreate.

Donut Bytes

SEASONAL FLAVORS
- PUMPKIN SPICE
- CARROT CAKE

THIS DATA CHART SHOWS THE 5 MOST POPULAR FLAVORS BY PERCENTAGES

TOP 5 MOST POPULAR FLAVORS

SPRINKLE 22%
ORIGINAL GLAZE 22%
CINNAMON 16%
CHOCOLATE GLAZE 18%
RED VELVET 21%

MOST POPULAR MONTHS FOR SALES

DECEMBER
NOVEMBER
SEPTEMBER
OCTOBER
JULY
AUGUST

0   10   20   30   40
THOUSANDS

THIS DATA CHART SHOWS THE MOST POPULAR MONTHS IN SALES IN DESCENDING ORDER

JULY AUG SEPT OCT NOV DEC

THIS CHART HIGHLIGHTS THE SPIKE IN POPULARITY OF THESE FLAVORS DURING CERTAIN MONTHS.

DESCRIPTION

Infographics are one of my favorite ways to take boring, overwhelming data and turn it into something that's actually fun to look at. For the "Factors Driving Social Media Growth" piece, the concept came from a mock tech magazine that wanted something bold, engaging, and easy on the eyes, without drowning readers in stats. They provided the color palette and general direction, and I took it from there. I created custom illustrations in Procreate that aligned with their branding but brought a playful energy to the layout. The graphs and supporting visuals were built in Illustrator to keep everything clean and scalable. I focused on hierarchy, white space, and flow, so the eye naturally moves through the data without feeling bogged down.

The second infographic was for a mock bakery brand tracking their donut sales across the year. I leaned into the charm of the topic by building an entire bakery scene in Procreate and tucked the graphs right into the illustration, like donuts in a display case. It was important that the data felt integrated, not just slapped on top. Illustrator helped refine the graphs for clarity and legibility while still keeping everything on-brand and cohesive. These projects pushed me to think about layout and communication differently. The visual hierarchy and rhythm were carefully considered, and I made sure every decision, from font choice to color contrast, served the content. It was also a great chance to put feedback into action, tweaking small things like bar thickness and illustration contrast to boost clarity without losing the fun.

T-SHIRT DESIGN

Tournament Youth Hockey T-Shirt design

DESCRIPTION

A local youth hockey team needed a tournament gift bag design that felt true to their identity, but there was a catch. They play out of UConn and share a similar name, but couldn't use any of UConn's official branding or imagery. The challenge was to create something that captured the team's energy and pride without crossing any trademark lines. I started sketching in Procreate, exploring

ideas that leaned into a simple and retro style eventually landing on a custom mascot that felt fierce, fun, and entirely original. From there, I built out a custom type treatment in Illustrator to match, making sure the whole design felt cohesive and tournament-ready.

I leaned heavily into strong shapes and confident line work, using contrast and movement to give the mascot a real presence, something the kids would actually want to wear. I kept the color palette simple and high-impact for screen printing, and I made sure the design held up at different scales and placements. The layout and proportion were tested with mockups to ensure the composition worked on both shirts and bag materials. Feedback from the team helped refine a few details, like eye expression and tail positioning, to make the mascot feel just right. Every line was intentional, and the final design not only met the creative brief but gave the team something that felt truly their own.

CONNECTICUT JR.

Huskies

SKETCHBOOK DRAFTS



DESCRIPTION

This book cover started as a sketchbook study on how the human body moves, but once I broke it down into simpler mechanical parts, the concept of a robot needing a doctor kind of wrote itself. What began as anatomy practice quickly turned into a mini narrative. It eventually evolved into a three-piece series: the cover design and two interior pages. I drew everything by hand with pen and paper, then cleaned up the illustrations in Photoshop. From there, I handled the layout in InDesign and used Illustrator to finesse the typography, each program played a role in shaping the final look and feel.

I was really focused on keeping the flow of movement clear, using line and contrast to create visual rhythm and guide the eye across the page. The color palette is limited but intentional, helping to emphasize key moments and maintain unity across the series. I played with white space to balance out the heavier line work and made sure all type was readable but still felt integrated into the artwork. I stuck to the assignment guidelines but made a few tweaks post-critique to help the pacing and layout feel stronger. Every piece of the project, from sketch to final export, was done with intention and care, and I'm proud of how it tells a story while still showing off my process.

ROYAL CHAOS WEBSITE DESIGN
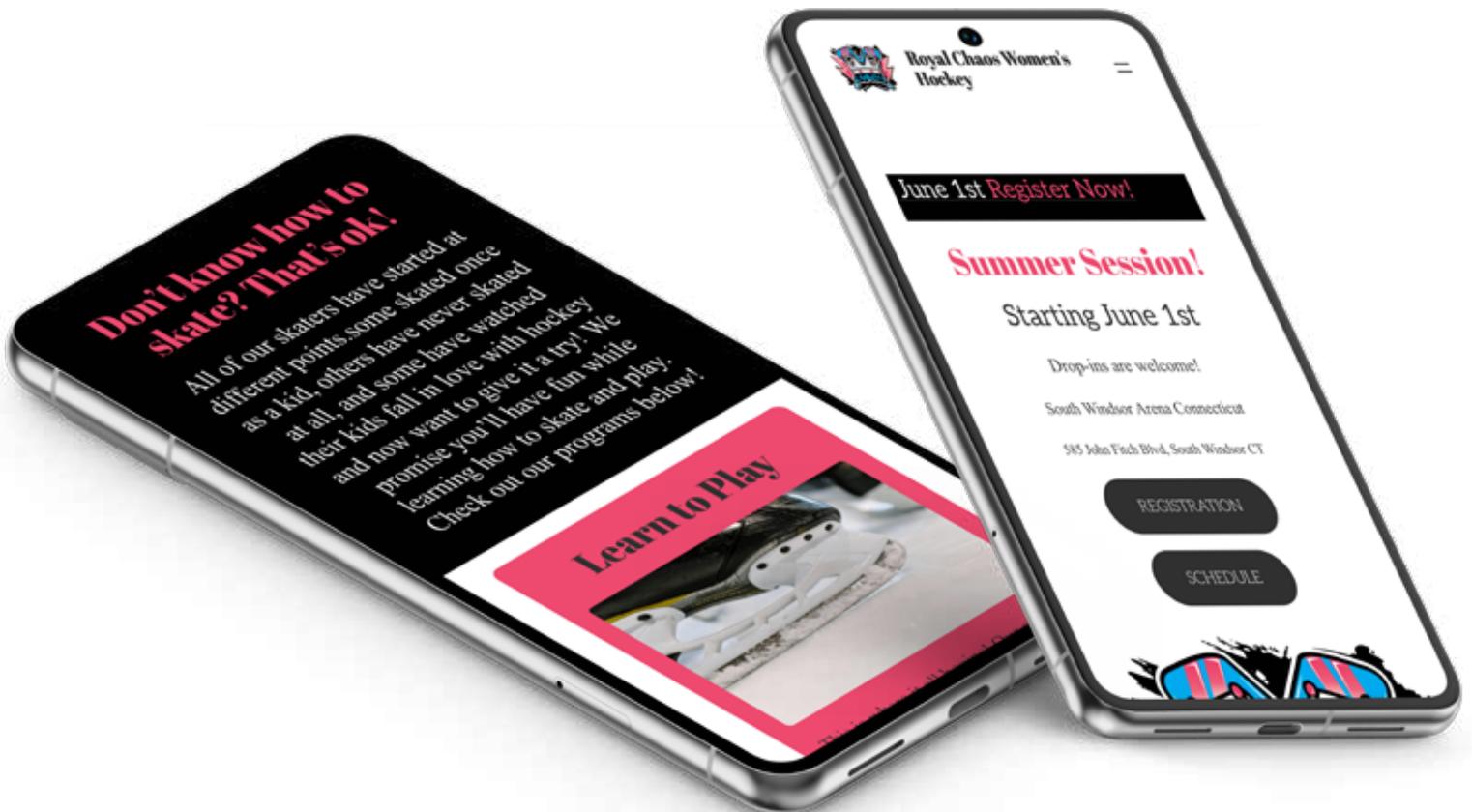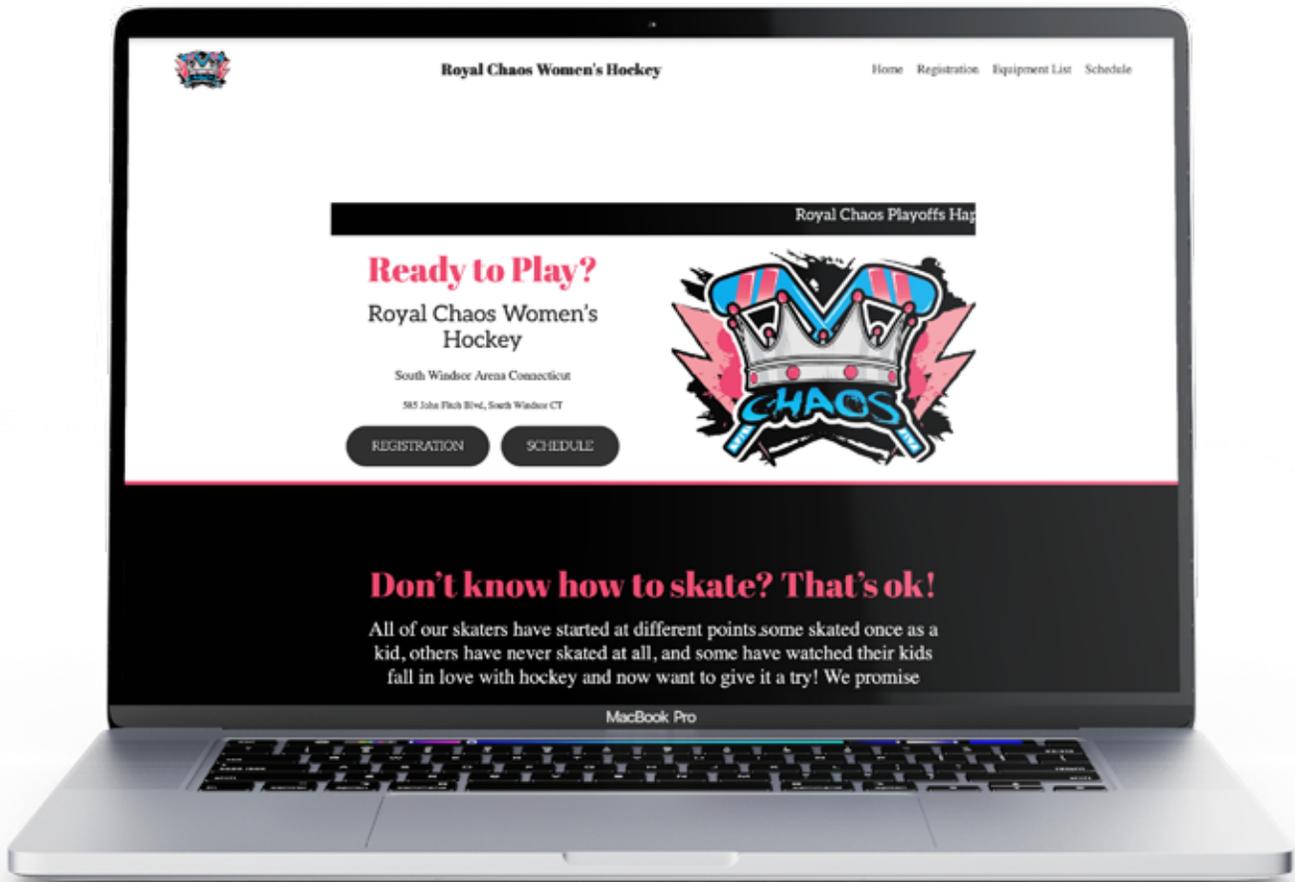
THE STORY

I've spent the last few years learning how to play hockey. Let me explain.

My daughter started playing when she was six, and somehow, things got intense really fast. These kids are out there on half-ice, barely able to skate, definitely not able to shoot, hardly knowing the rules, while the parents are yelling like it's the Stanley Cup. I'll admit, I was one of them. Loud. Passionate. Maybe a little too into it.

By the end of the season, a few of us moms looked at each other and said, "We could totally do this…"

Turns out, hockey is ridiculously hard. I've come to believe that anyone who can play this game with even a decent level of skill is basically a Jedi. It's humbling.

I stopped yelling so much, humility will do that to you, and I started learning to play. Two years later, I've reached the skill level of a Squirt A1 player (translation: a competent 10-year-old). And honestly? That feels like a win.
Fast forward to now, I was lucky enough to find a women's beginner league in my area, run by some truly awesome people. It's been a game changer.

TOOLS

Figma
WordPress
Hostingers
HTML / CSS

THE PROBLEM

It's tough to build or maintain a program using just posters or the occasional social media post, especially when there's no real "home base" online. Without a proper website or hub, it kind of feels like Venmoing money to the guy with watches inside his coat jacket.

SOLUTION

"If you build it they will come" – Field of Dreams (Think James Earl Jones)

I built a website using Hostinger and WordPress, adding registration forms and creating a backstory for the league.It led to an increase in new players and positive feedback from the current ones.

SHANNON STARVISH
Graphic Designer + Illustrator

LinkedIn: https://www.linkedin.com/in/shannonstarvish/
Portfolio: https://shannonstarvish.wordpress.com/graphic-design/

PROFESSIONAL EXPERIENCE

Freelance Designer & Illustrator
Self-Employed | Jan 2018 – Present

Design and develop websites for local businesses, prioritizing user-friendly interfaces and brand alignment.
Collaborate with clients to create custom illustrations for marketing materials, t-shirts, and sports jerseys.
Provide ongoing website support and strategic digital growth guidance.

Computer Aided Design (CAD) Designer
Self-Employed Millwork | Remote | Jan 2018 – Apr 2025

Created detailed architectural and millwork drawings using AutoCAD.
Produced precise technical drawings for cabinetry, fixtures, and custom installations.
Delivered accurate and buildable designs aligned with client and contractor specifications.

Business Owner
Raven + Rose Hair Co. | Somers, CT | Dec 2018 – May 2024

Successfully launched and managed a salon business with a strong local presence.
Designed branding, marketing graphics, social media campaigns, and the business website.
Grew clientele through content strategy, landing pages, and targeted promotions.

Millwork Detailer
Parkerville Wood Products | Manchester, CT | May 2017 – Jun 2018

Interpreted architectural drawings to produce detailed shop drawings in AutoCAD.
Sourced specialty hardware and coordinated material specs.
Managed multiple projects, meeting deadlines with high accuracy.

Junior Designer
Permasteelisa North America | Windsor, CT | Oct 2016 – May 2017

Created clear construction drawings using AutoCAD and Revit.
Collaborated with engineers, buyers, and project managers on facade and structural designs.
Learned and applied software such as Revit and Inventor to meet project needs.

SKILLS

T-shirt and Sticker Wizard
UX/UI Principles
Client Communication
Time Management
Web Design
Illustration
Social Media Graphics

TOOLS

Adobe Creative Suite
Procreate
Wordpress
Pen & Paper (the OG design tools)
Spotify playlists labeled "deadline mode"