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HUNTINGTON SQUARE CAMPAIGN

This campaign was a project created for Huntington Square in Jonesboro, Arkansas. The goal was to create a campaign consisting of three print advertisements, ten social media posts, and other collateral that would be useful to the client. My teammates were Faith Tatum, Monica Gerges, and Coty Western. We researched Huntington Square and visited the establishment before brainstorming new ways to problem solve through design. Using hand-rendered typography and warm colors we created a print campaign that appeals to the target demographic and highlights the inviting community that Huntington Square has cultivated. We then expanded the print ads to create a social media campaign and pitched our work to the client.

[Leave Behind PDF](#)

















ALICE BOUTIQUE

Alice Boutique is a concept brand that I expanded from aN identity design project. Named after my niece, this brand was designed to reflect the delicate design of her baby nursery while still feeling mature and refined. I included a shopping bag, storefront sign, clothing tag, and visual identity to polish the brand. The result is a cohesive brand identity for Alice Boutique.



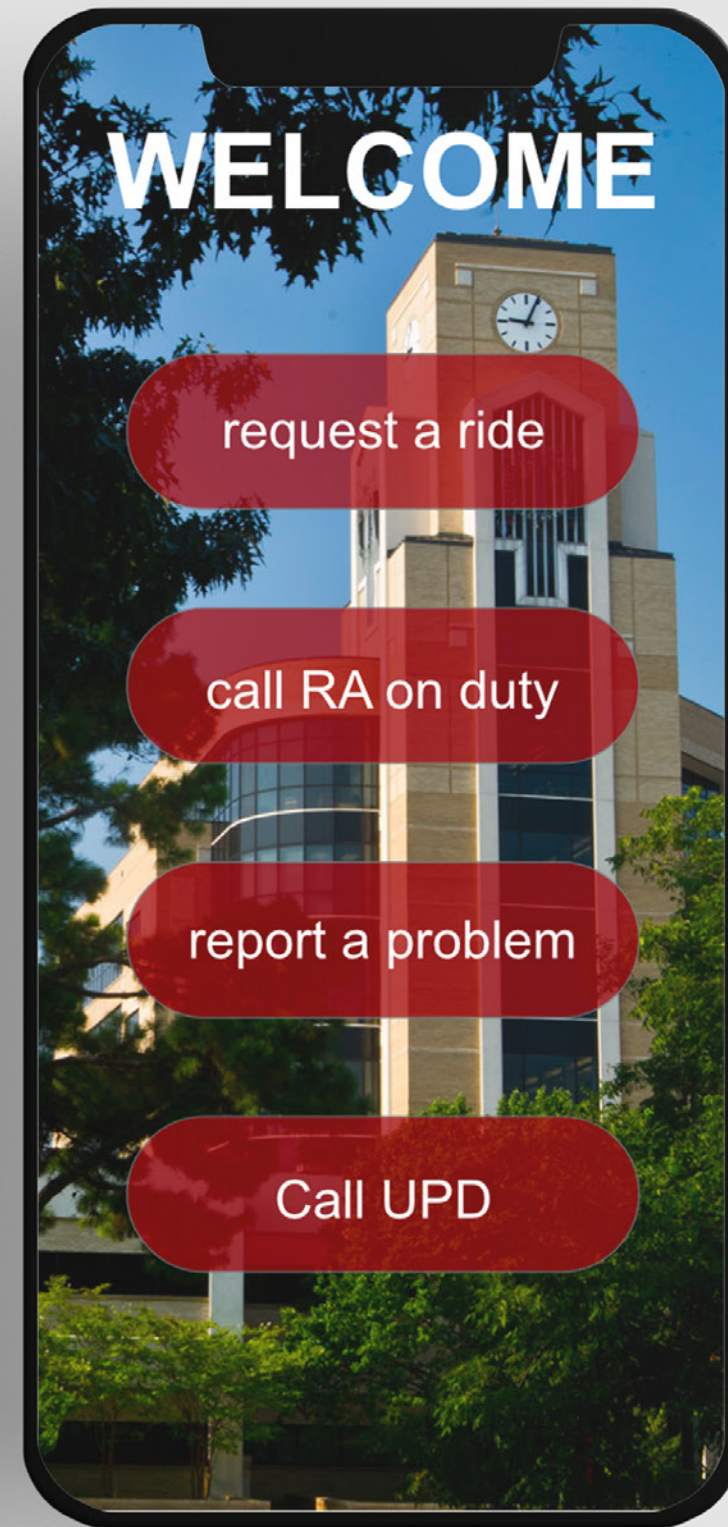


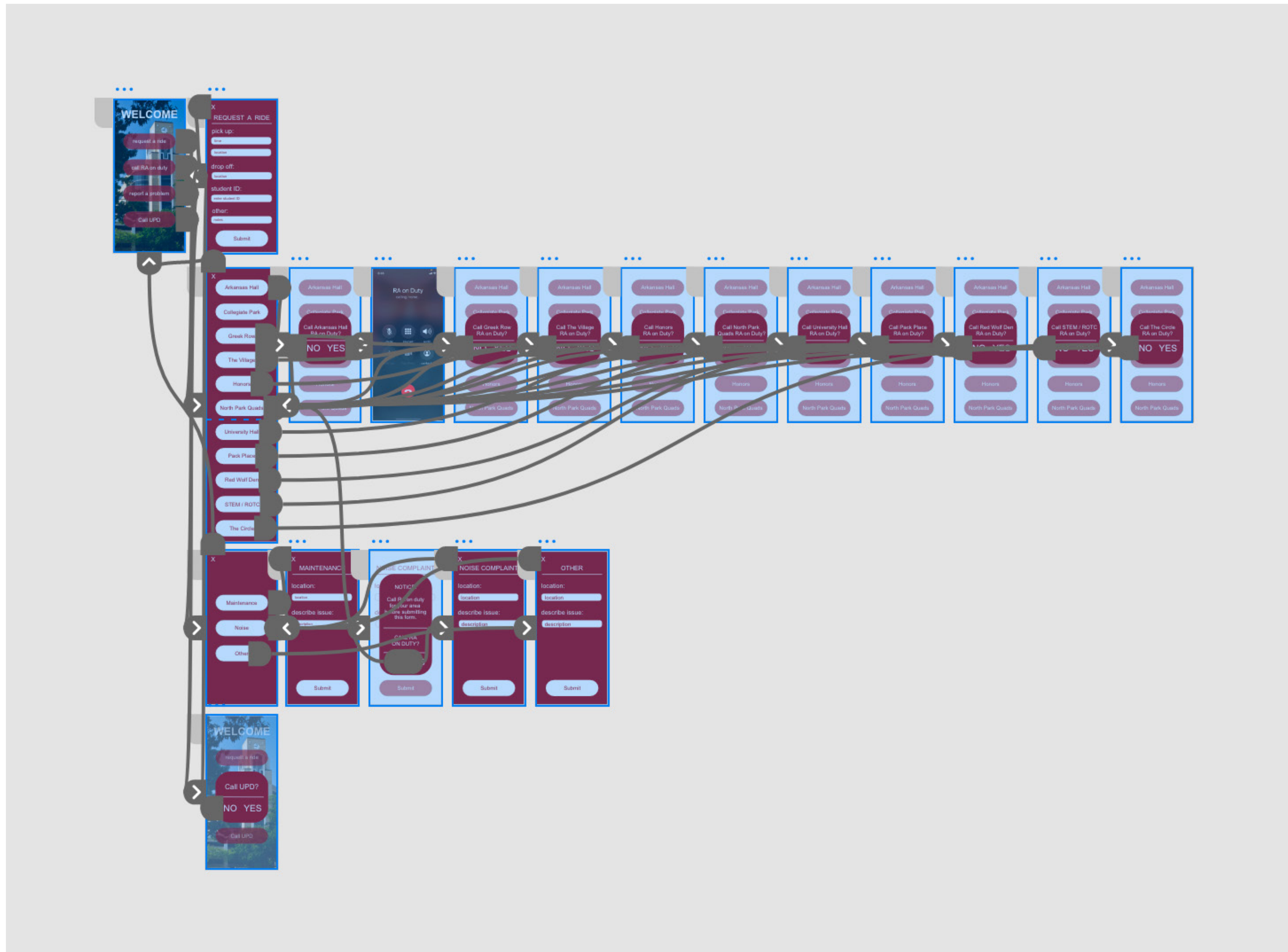


A-STATE CONCEPT APP

With the experience of being both a resident and Resident Assistant at Arkansas State University, I designed this app to be a resource for people living on campus. Using colors and imagery from A-State creates a recognizable user interface that sets the user up for success. To promote safety, this app streamlines communication between residents, resident assistants, maintenance, and University Police. By encouraging students to use the resources that are available to them we create a safer and more efficient community environment on campus.

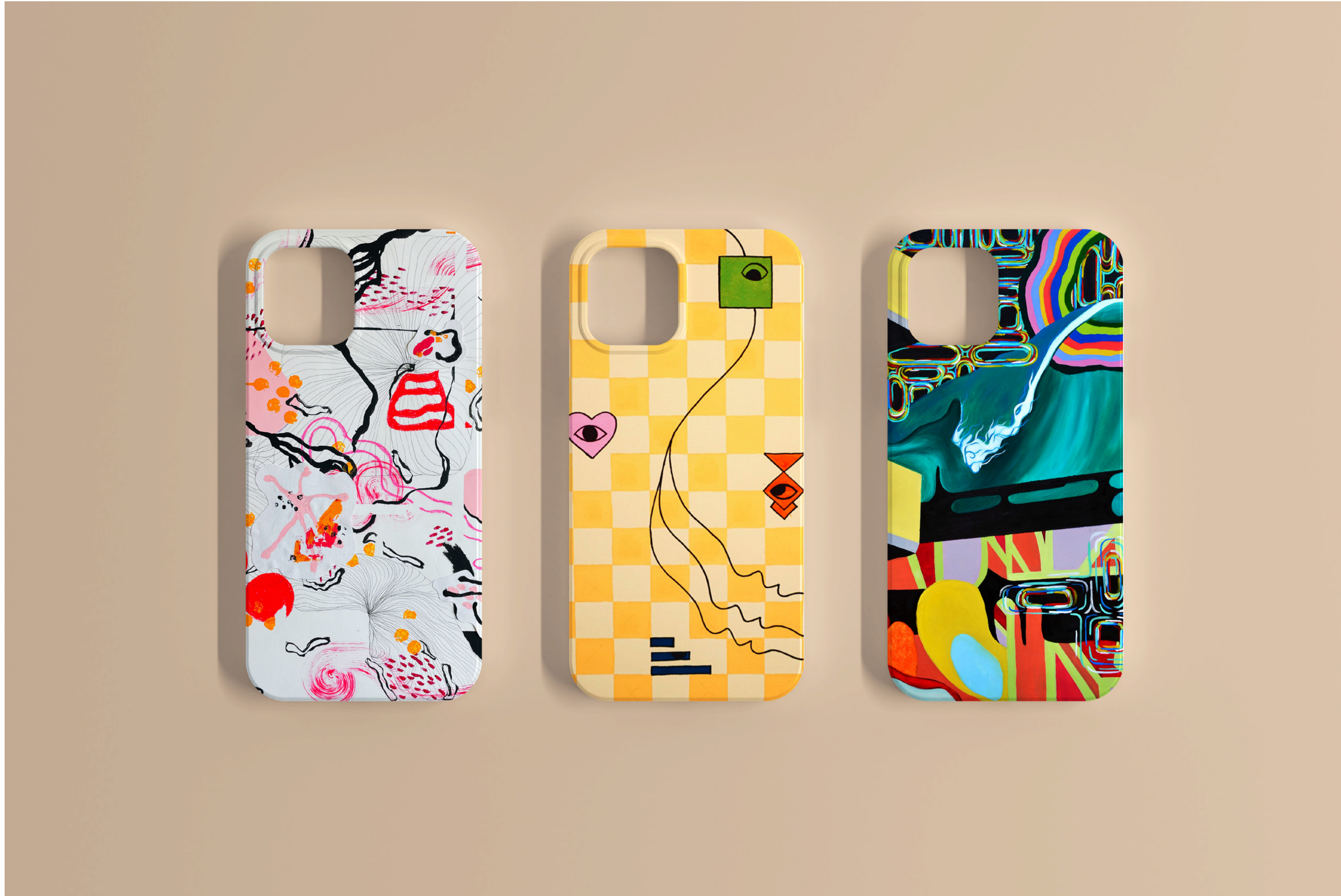
View the interactive app [here](#).





PHONE CASE LINE

Using multimedia pieces that I have created in the past few years I put together a phone case line that showcases three designs that vary in style while complimenting each other. I strongly believe in the importance of stepping away from the computer screen and making art with your hands. It is vital to my creative process and will always be comforting and inspirational to create tangible artwork. The result of this project is a line of phone cases that appeal to different personal tastes while still creating a cohesive set of three.



LATHER LABS

Lather Labs Soap is a kids' soap line that appeals to both children and adults. I used hand lettering to balance the scientific theme with a more relaxed, handmade feel. By designing this packaging to be gender-neutral I expanded the audience to every child, including families with children of multiple genders. The result of this project is a strong package design that appeals to both children and their guardians.





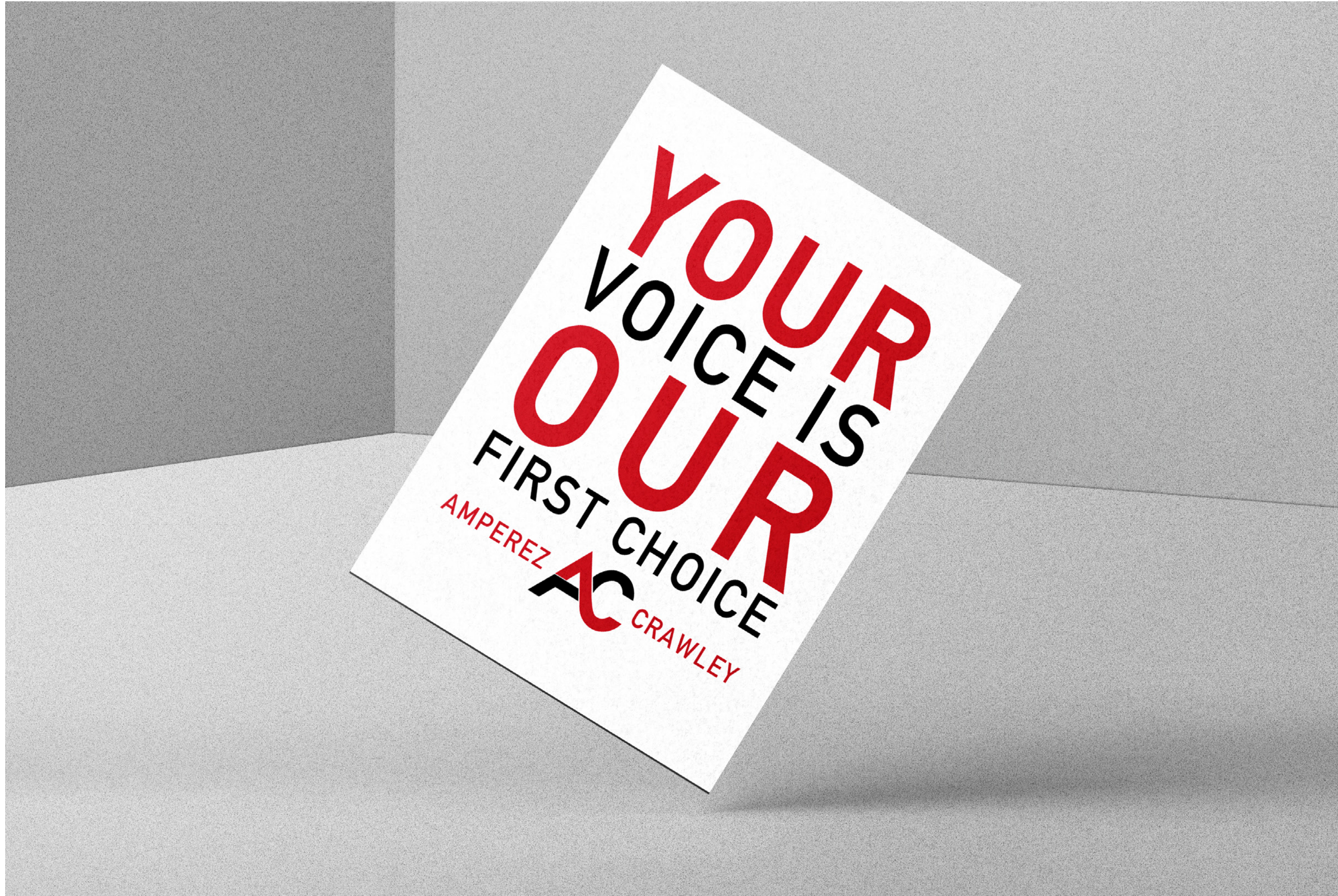


AMPEREZ-CRAWLEY CAMPAIGN

The Amperez-Crawley team here at Arkansas State University campaigned for a chance at being elected to the Student Government Association cabinet for the 2022-2023 schoolyear. I designed their logo, collateral such as flyers, buttons, stickers, and clothing, as well as helped develop content for social media. The result of this project is a successful campaign that feels both official and welcoming, aligning with the values of the Amperez-Crawley platform.







SULLIVAN KOMBUCHA

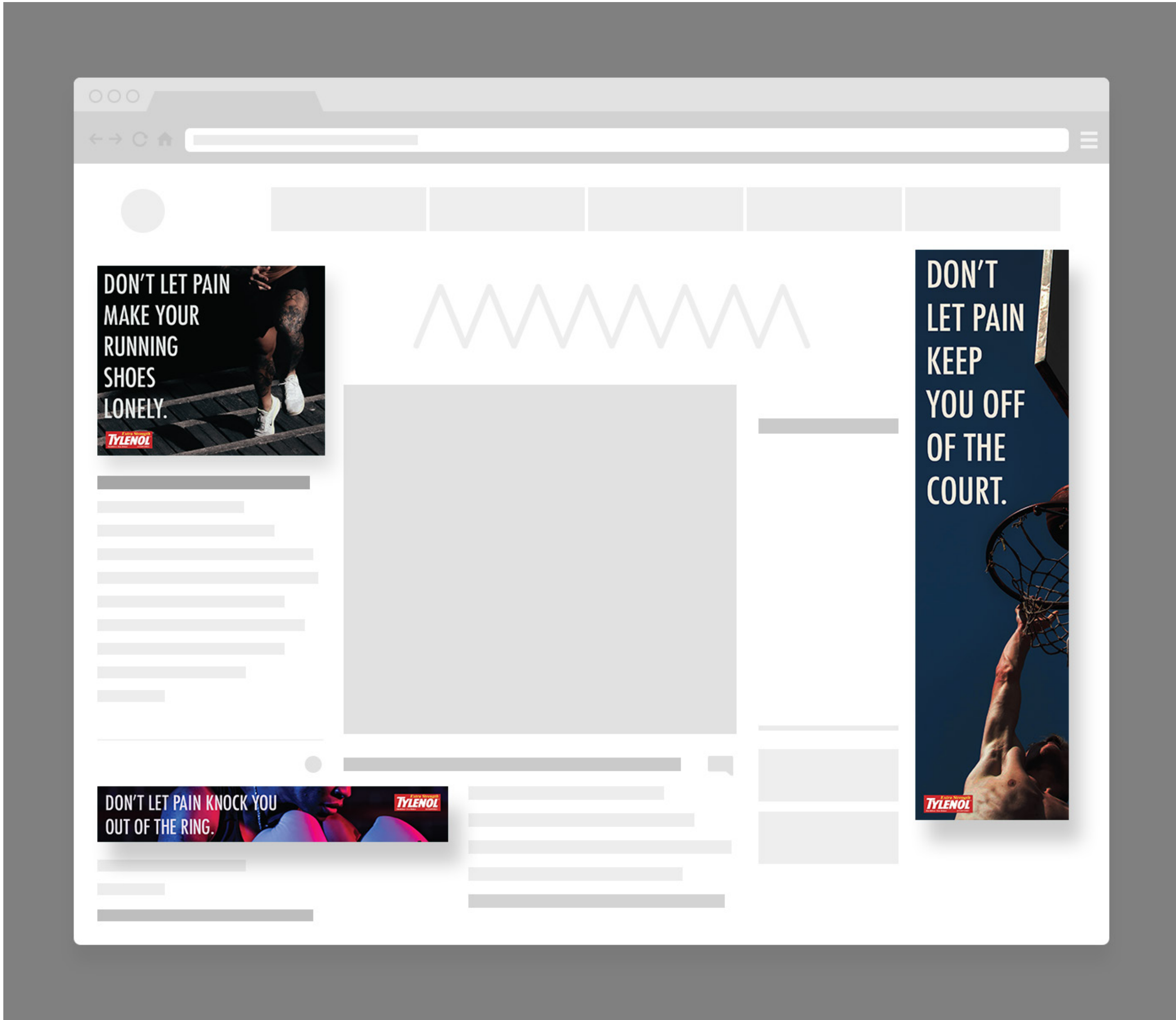
In this passion project, I researched, visualized, and created this concept brand from start to finish. Simple illustrations allow the focal point to fall to the larger typography. This allows the consumer to feel that the brand is pushing their creation instead of themselves, reinforcing the values of this concept brand. With these aspects alongside the use of bright colors and striking typography, I created a can that reflects the trends of today while remaining a classic design.



TYLENOL CONCEPT CAMPAIGN

This campaign was a project created to explore art direction in advertising. The task was to take an advertisement from a magazine and research the target audience, then create an ad campaign after a new target audience was assigned. I created the print advertisements to appeal to Sports Illustrated readers and continued to present them as a poster campaign. To make the campaign apply to multiple platforms I adapted the designs to website banner advertisements as well. The result of this assignment is a cross-platform campaign that matches the interests of the target audience.





THE MEANING OF COLOR ZINE

The Meaning of Color Zine was a layout project that I used to express my love for color. I researched, illustrated, and designed this piece from start to finish, including hand-binding a few copies. Pulled from www.colorpsychology.org, the body text throughout this zine explains the meaning behind each color of the rainbow. My abstract, multimedia illustrations combined with expressive typography and clean layout on each page creates a simple and timeless design full of personality.

Access the full PDF [here](#).

