



**JOSEPH  
GRIJALVA**  
GRAPHIC DESIGNER

**“Design is not just what it looks like and feels like.  
Design is how it works.”**  
—Steve Jobs

# Hello.

My name is Joseph Grijalva and I am a recent graduate from the University of Texas at El Paso, where I have earned a Bachelor of Fine Arts in Studio Art with a concentration in Graphic Design, along with minors in marketing and painting.

My approach focuses on clarity and purpose, aiming to have every element contribute to enhancing the message while creating a meaningful connection and effective story telling. I believe that good design is not just about aesthetics but also about solving problems or addressing user needs. It's where functionality meets beauty to create impact.

**Lets get started!**



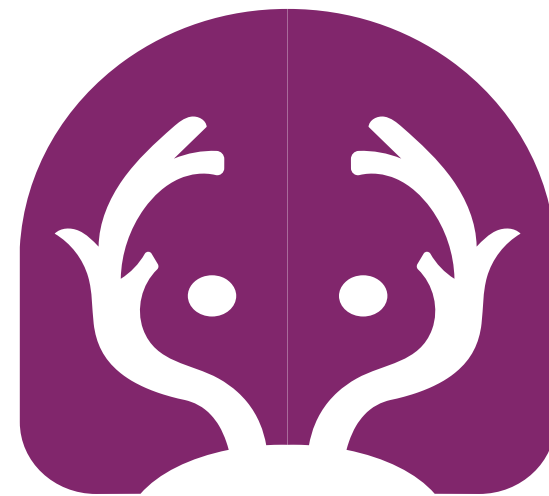
# Branding and Packaging



# Professor Mandrake's Cabinet of Wonders

Professor Mandrake's Cabinet of Wonders is a hypothetical museum that embraces the unknown and strange, welcoming families to come and discover the truth that is out there. Inside the museum, there is a world renowned bar and grill where customers are able to buy alcoholic beverages served on the menu.

Professor Mandrakes Cabinet of Wonders was selected to be exhibited at the 2025 Annual Juried UTEP Student Art Exhibition in the Rubin Center for the Visual Arts, juried by Robynne Raye.



PROFESSOR MANDRAKE'S  
**CABINET OF  
WONDERS**



6000 Old Curiosity Blvd.  
El Paso, TX 79900



September 19, 2024

Professor Phineas T. Mandrake  
Owner/ Proprietor  
Professor Mandrake's Cabinet of Wonders  
6000 Old Curiosity Blvd.  
El Paso, TX 79900

Dear Professor Mandrake,

May this letter find you well. Thank you for the opportunity to design your new logo. The experience was challenging, fun and thoroughly enjoyed. I hope the results speak for the themselves and that you are satisfied with the design.

This design was inspired by both the wonders of the imagination and the mysteries that surround the cyptic objects within your museum. In order to instill this feeling with the logo, it was crucial to provide enough detail to make the design seem familiar, and like a natural being, but not quite replicate exactly what is seen in the natural world. By doing this, the logo provides enough to make it feel mysterious and leaves it up to the viewer's imagination to decide what they see. This was achieved by placing a pair of eyes and antlers to suggest a creature looking back at the viewer. Depending on how the viewer analyzes the logo, they may also see several constructs such as an extra terrestrial, a large creature, a wardrobe and several other entities left for their imagination and wonder to discover.

I hope this mark displays the wonder and curiosity showcased within your museum. May you find it useful and if there are any questions or suggestions, please do not hesitate to contact me.

Sincerely,

*Joseph F. Grijalva*

Joseph Grijalva

6000 Old Curiosity Blvd. El Paso, TX 79900 w [www.mandrake.com](http://www.mandrake.com) P hone: 915-867-5309 Fax: 915-867-5309

[www.mandrake.com](http://www.mandrake.com)



Phineas T. Mandrake  
Owner/Proprietor

Phone: 915-867-5309  
Fax: 915-867-5309

[pmandrake@mandrake.com](mailto:pmandrake@mandrake.com)

6000 Old Curiosity Blvd.  
El Paso, TX 79900

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

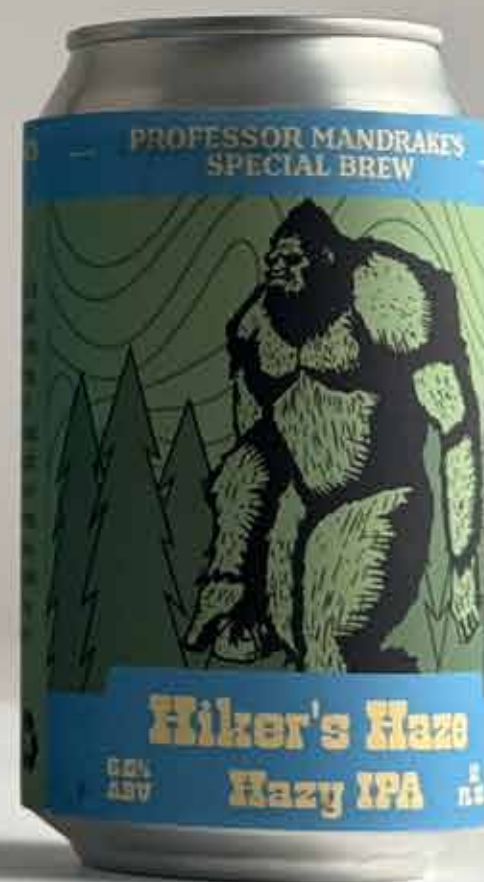
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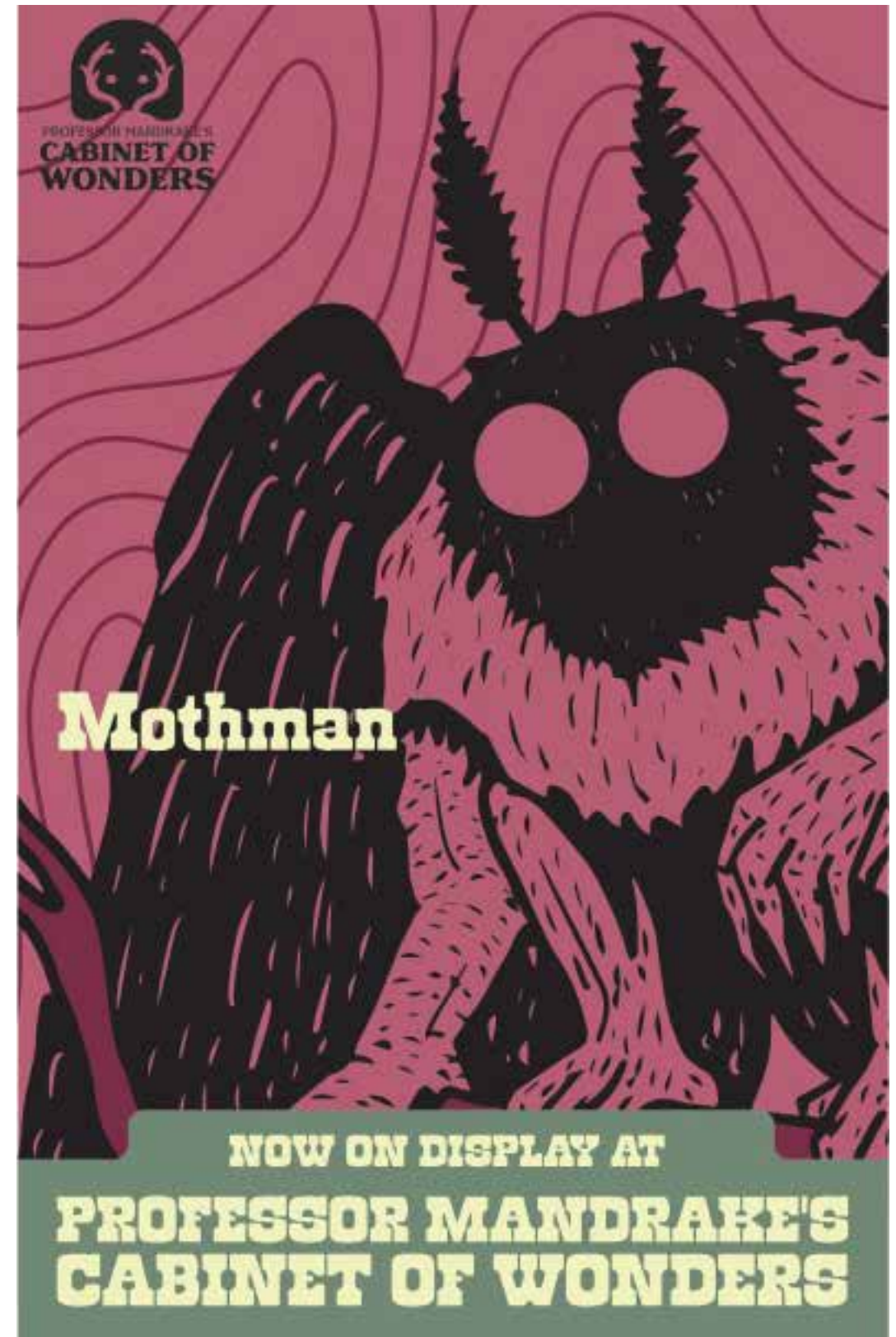
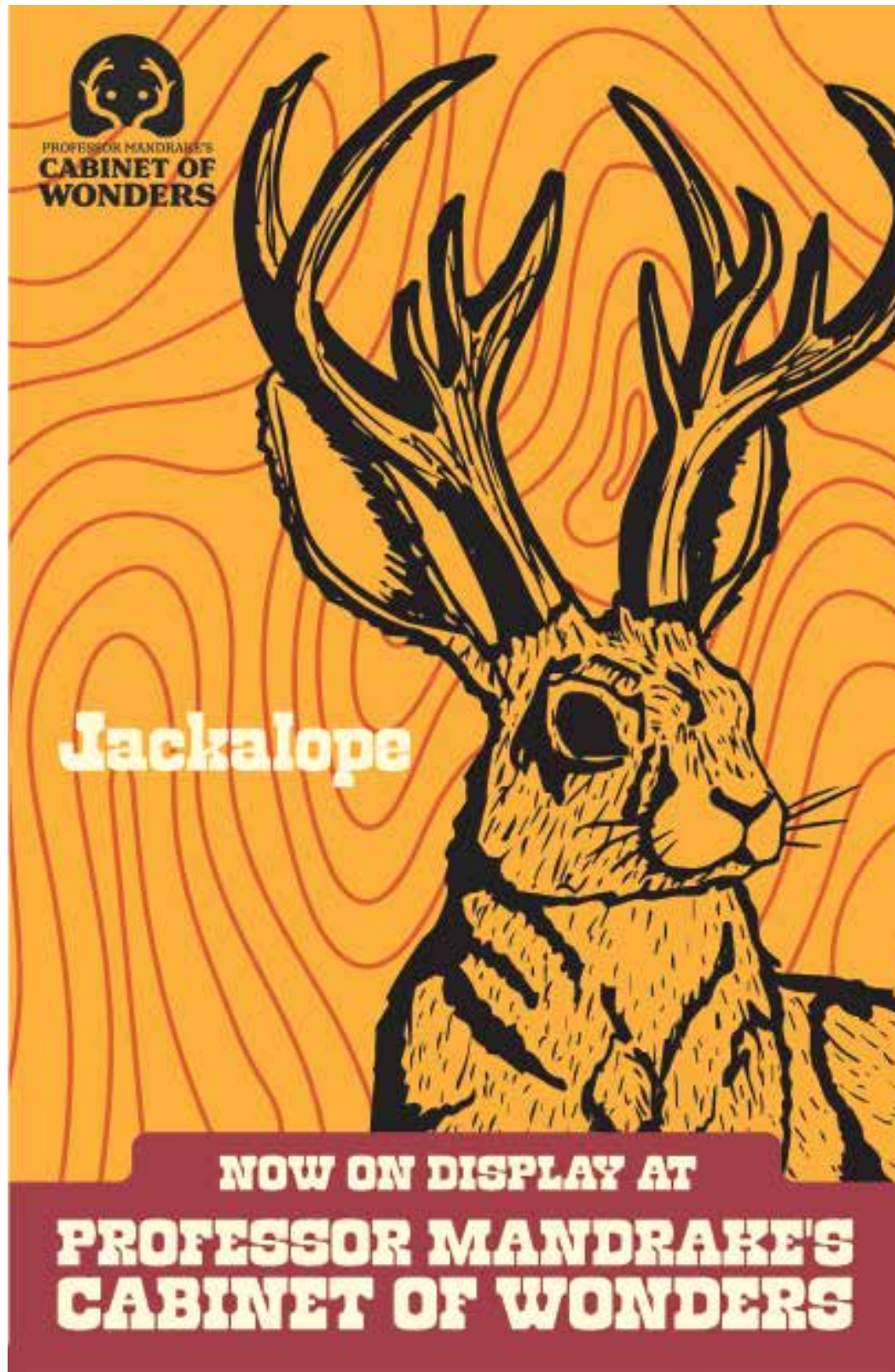
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SPECIAL EDITION

5.5% ALC  
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# Posters





PROFESSOR MANDRAKE'S  
CABINET OF  
WONDERS



## Loveland Frogman

NOW ON DISPLAY AT  
**PROFESSOR MANDRAKE'S  
CABINET OF WONDERS**



PROFESSOR MANDRAKE'S  
CABINET OF  
WONDERS



## Big Foot

NOW ON DISPLAY AT  
**PROFESSOR MANDRAKE'S  
CABINET OF WONDERS**

# Brilliant High Quality Paints

Brilliant High Quality Paints is a hypothetical company that specializes in high-quality paint products for exterior and interior spaces. Their mission is to create products that provide their consumers with hundreds of colors while ensuring a cleaner product that will enhance and protect their homes and loved ones.



brilliant  
high quality paints

Brilliant High Quality Paints packaging was selected to be exhibited at the 2023 Annual Juried UTEP Student Art Exhibition in the Rubin Center for the Visual Arts, juried by Michael Schwab.



brillaintpaint.com



COLT MATLOCK  
GENERAL MANAGER

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FAX: 915-867-5309

CMATLOCK@BRILLIANT.COM

500 W. UNIVERSITY AVE  
EL PASO, TX 79968



February 21 , 2023

To Our Customers,

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Sincerely,

Colt Mattlock  
General Manager





## Roller Cover

Shed Resistant  
Walls and Ceilings



9 inch For Smooth Surfaces 3/8 inch Nap



## Roller Cover

Shed Resistant  
Walls and Ceilings



9 inch For Rough Surfaces 3/8 inch Nap

# Hill House Publishing

Hill House Publishing is a hypothetical client that produces young adult tales dealing with mystery and horror. The stories they often produce are filled with suspense and dramatic irony, often ending with tragic outcomes.



# HILL HOUSE PUBLISHING

Hill House Publishing stationary was selected to be exhibited at the 2022 Annual Juried UTEP Student Art Exhibition in the Stanlee and Gerald Rubin Center for the Visual Arts, juried by Mario S. Aguilar.



**HILL HOUSE  
PUBLISHING**

230 West 56th St, Suite 500  
New York, NY 10019

Max Brod  
230 West 56th St.  
Suite 500  
New York, NY 10019

WWW.HILLHOUSE.COM



**HILL HOUSE  
PUBLISHING**

**Max Brod**  
EDITOR AND PUBLISHER

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hillhouse.com

March 21, 2022

Max Brod  
Editor  
Hill House Publishing  
230 West 56th Street, Suite 500  
New York, NY 10019

Dear Mr. Brod,

I would like to thank you for the opportunity to redesign Hill House Publishing's logo! The challenge and thought process of creating such a logo is truly an experience of its own and I hope you enjoy the outcome.

The logo was inspired from multiple short fiction novels such as "A Haunting on Hill House" and Ray Bradbury's "dolor sit amet, consectetur adipiscing elit. Donec commodo orci dolor, id dictum magna tristique vel. Cras vel urna et est cursus tincidunt sed at enim. Integer id elit luctus, tempus nisi a, fringilla purus. Duis ac nulla urna. Nulla eu nisi sit amet eros pretium suscipit ac eget quam. Donec porttitor et purus non tincidunt. Praesent dignissim neque orci, vitae fermentum felis rutrum non. Ut consequat condimentum libero, et sodales arcu. Aliquam augue lacus, hendrerit ut augue eget, posuere facilisis turpis. Etiam vel libero ut lectus tincidunt blandit et vel sapien Praesent nec scelerisque risus. Aenean convallis consequat enim vitae porttitor

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Sincerely,

Joseph Grijalva  
Graphic Designer

# Mateo's Salsa Rebrand

The goal was to take the original designed peppers on the label and the emphasis on Texas made salsa and really play into it. My solution was to create a more illustrative and fun pepper, playing more into the comedic aspect while paying homage to the salsa's Texas roots by basing the overall design off of old wanted posters.



Original Mateo's jar design



**Posters**



BICeBe 2023  
Poster Submissions  
Category D & F



# Beggarstaff Brothers El Paso Exhibition



# **Books and Booklets**



# HOME 2025 ANNUAL REPORT

## Top 4 Finalist



**HOME**  
2024 ANNUAL REPORT  
Building Connections,  
Strengthening Community

### CEO'S Message

Every year presents its own challenges, and 2019 was no different. As we move toward the final phases of RAD, we are already seeing the benefits not only to the HOME community, but to the wider borderland region as well. These strides could not have been done without the tireless efforts of HOME employees, community partners, builders, architects, stakeholders and countless others, to whom we all owe a debt of gratitude.

The innovative implementation of the RAD program has had a transformative effect, improving the lives of tens of thousands of residents by giving them safe, affordable housing in rehabilitated or completely new spaces. This year saw the completion of both the Chelsea and Medano Heights communities. Chelsea, centrally located and built in 1971, saw a complete phased renovation of the property, including new roofs, windows and landscaping. This gave some of our most vulnerable residents, low-income seniors, renewed pride in their environment and in their homes. Medano Heights, on the other hand, replaced HOME's Roosevelt Community, built in 1973. The RAD initiative was able to take a run down, tired property and supplant it with vibrant new construction, increasing the value of the neighborhood as a whole.

As part of HOME's continuing efforts to revolutionize both the perception and the reality of what public housing is, this year we partnered with two firmly established property management companies, Winn Companies and Envolve Planning Services (previously LEDIC). This collaboration will bring increased professionalism and efficiency to our operations, and ensure that our residents are able to receive a heightened level of service. These companies will each be responsible for half of HOME's portfolio.

**Chief Executive Officer**  
Gerald W. Chichon

In 2019, six properties were completed, including the aforementioned Chelsea, Gonzalez, Commissioner's Corner I and II, Valle Verde and Tuley Cottages. In total, 732 units were rehabilitated. Completion of the RAD project continues to be a massive effort that would not be possible without the commitment of our HOME's staff, board and partners. These undertakings have been vast, but the effects have rippled beyond our own city limits, with other municipalities looking at our efforts in order to bolster their own. This could not have been done without the support of my team, who are undaunted by any obstacles in their paths, and of The HOME Board of Commissioners, led by Chairperson Francisco Ortega, who have unrelentingly supported the agency and its efforts throughout these years. For their guidance and input, I sincerely thank them for steering HOME into hold new territory.

Sincerely,

### Board of Directors

|                                                 |                                               |                                             |
|-------------------------------------------------|-----------------------------------------------|---------------------------------------------|
| <p><b>Chairperson</b><br/>Eileen Karlsruher</p> | <p><b>Vice-Chairperson</b><br/>Anna Perez</p> | <p><b>Commissioner</b><br/>Rob Anderson</p> |
| <p><b>Commissioner</b><br/>Yadira Beltran</p>   | <p><b>Commissioner</b><br/>Rick Porras</p>    |                                             |

### Executive Staff

|                                                             |                                                      |                                                       |                                                  |
|-------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|
| <p><b>Chief Executive Officer</b><br/>Gerald W. Chichon</p> | <p><b>Vice President/ CFO</b><br/>Satish Bhaskar</p> | <p><b>Director of Operations</b><br/>Maria Flores</p> | <p><b>Legal Counsel</b><br/>Arthur Provenghi</p> |
|-------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|

### Sun Pointe Ribbon-cutting Ceremony

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### Nuestra Senora Under Construction

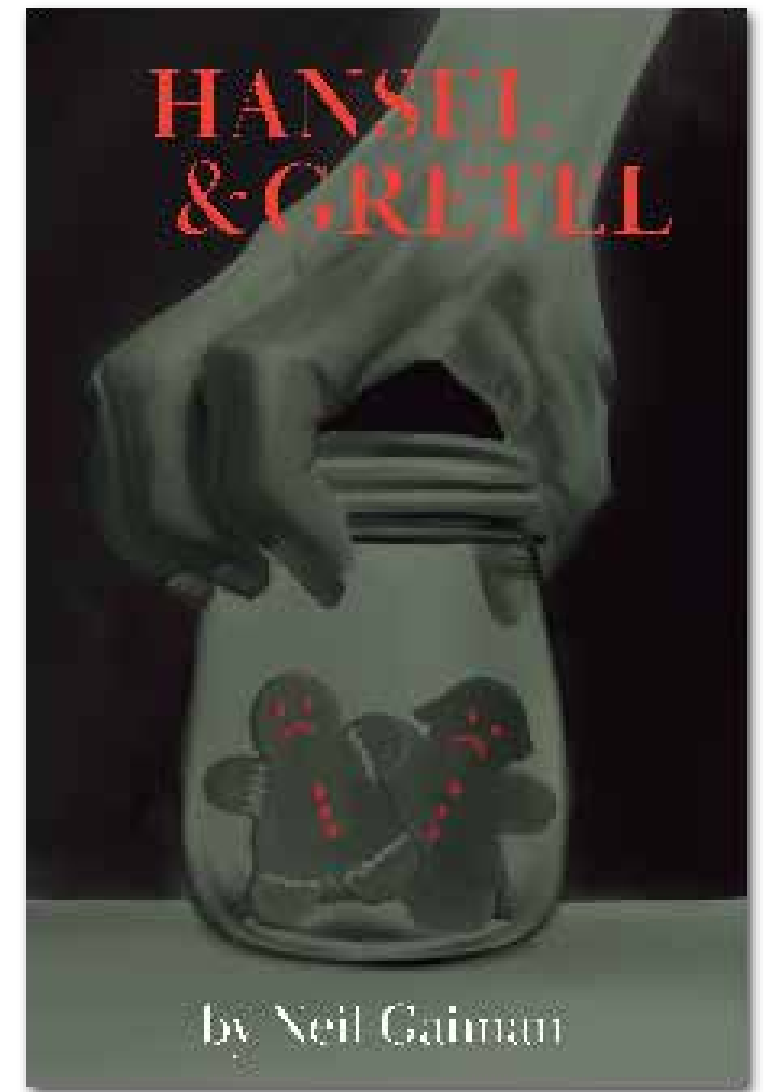
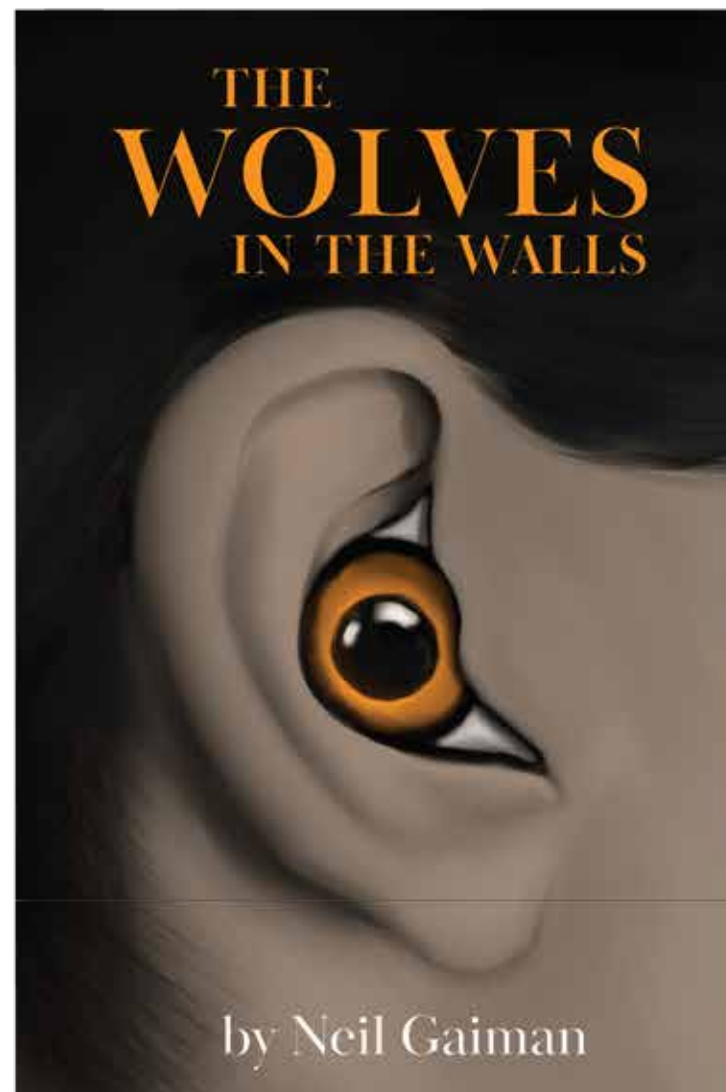
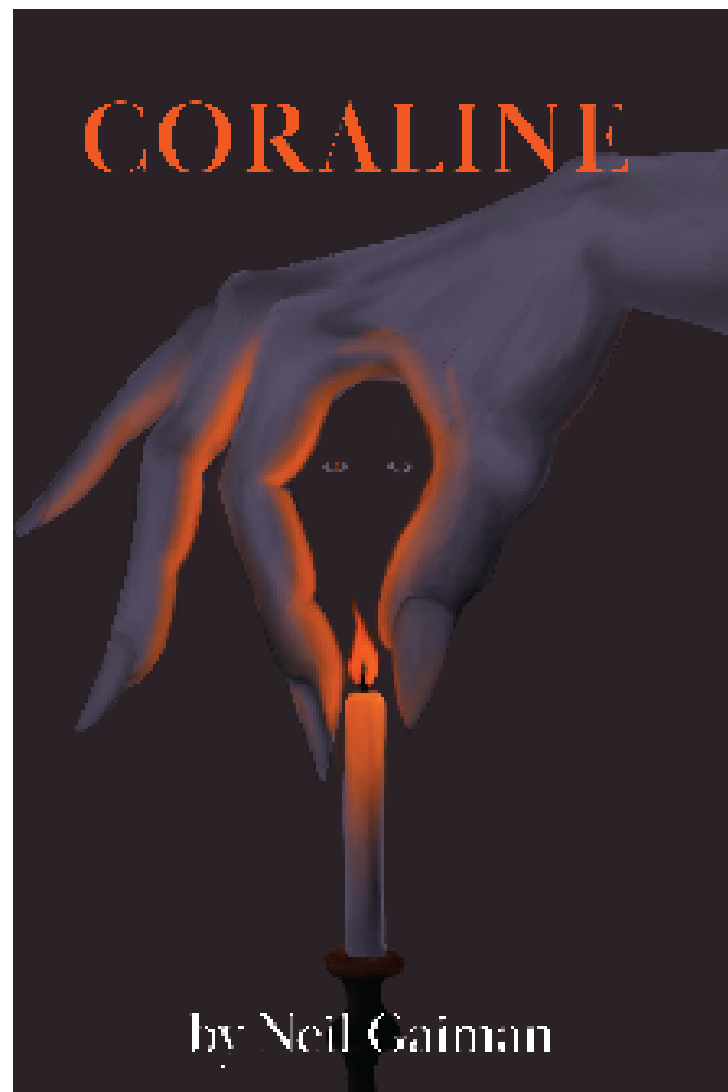
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# Neil Gaiman Book Cover Design





**Thanks for  
stopping by!**