

PORT FOLIO

2026

LIZ VIRIAN

Brand & Experience Designer

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About Liz

I'm a Visual Designer and creative stylist with experience delivering brand-consistent collateral across retail, web, and event environments. I've lead projects from concept through execution, collaborating cross-functionally, and applying strategic design thinking to visual systems.

I work to understand a brand's goals and audience first, then build visual systems that connect on both a visual and strategic level. I understand not just how a brand looks on a screen, but how it feels when someone encounters it in a room.



Design Experience

Independent Designer

Various Clients | Providence, RI
July 2024 – Present

- Design and produce digital and print marketing materials.
- Translate concepts into production-ready files.

Visual Merchandiser

Macy's | Warwick, RI
November 2025 – Present

- Executed on-brand in-store visuals and seasonal campaigns.
- Applied layout and hierarchy to customer-facing displays.

Studio Designer

Johnson & Wales University | Providence, RI
September 2023 – May 2024

- Produced 50+ branding and print materials in-house.
- Managed 4+ projects through critiques and feedback.

Graphic Designer

Rhode Island Wild Plant Society | Kingston, RI
September 2023 – May 2024

- Designed a suite of social media templates to consistent use.
- Created a reusable email templates to simplify communications.

Education

Bachelor of Science, Graphic Design

Johnson & Wales University | Providence, RI
2024

Top Skills

Brand Identity, Layout Design, Digital & Print Design, Visual Storytelling, **Experiential Design**, Visual Styling, Adobe Creative Cloud, Figma



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LOGOFOLIO

Logofolio

2023 - 2026



starlight



BUK
CASE



Tools

Adobe Illustrator

Role

Visual Designer
Visual Strategist

Logo collection

A curated collection of logo work spanning 2023 to 2026 — created for real clients through my college design team, and through independent conceptual projects and personal explorations.

EVENT DESIGN

Music Fest 2024



01

Tools

Adobe Illustrator

Role

Visual Designer
Visual Strategist

Deliverables

Logo System
Poster Design
Marketing Collateral
Social Media
Laminated Passes

Johnson & Wales University's Concert production

Johnson & Wales University's Concert Production class puts on a highly anticipated end-of-year concert for students and staff. For their 2024 show, they brought in the Design Team where I was asked to lead in creating the full suite of event branding — built around a 70's disco theme.

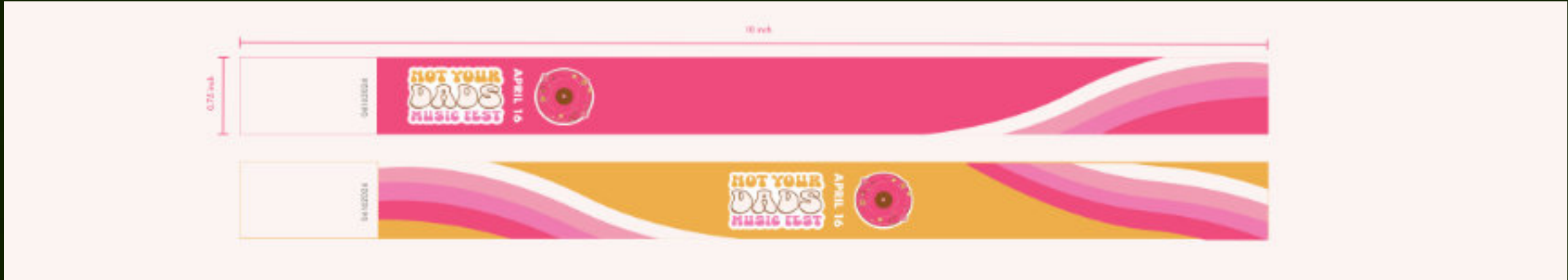
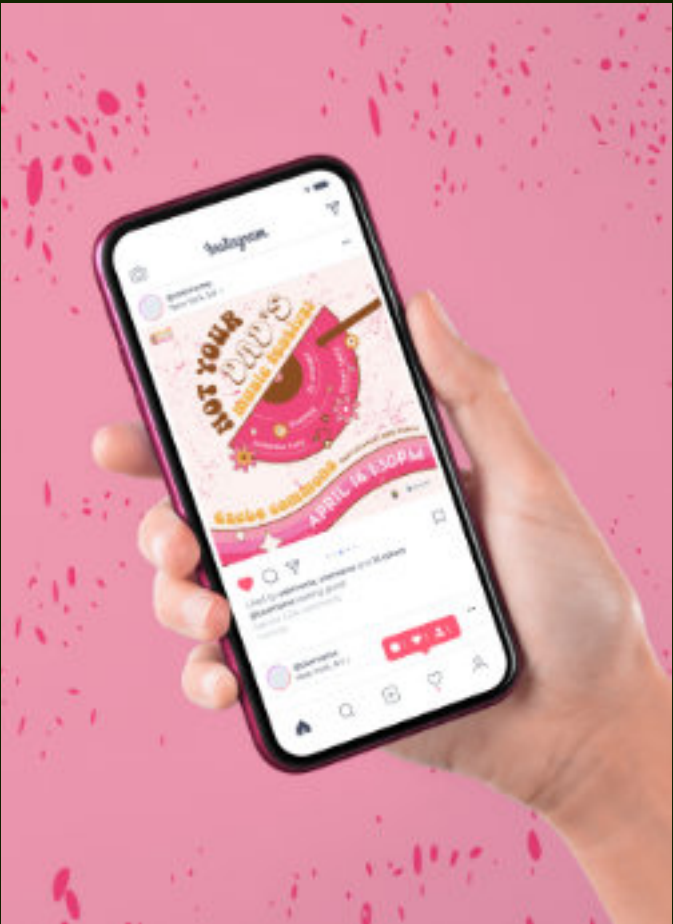


70's Disco Theme

The scope was significant: a logo system, poster, social media posts, stickers, banner, photo backdrop, wristbands, and laminated passes — all within a fixed timeline. The creative challenge was equally demanding: capturing the energy and excitement of a live music event through static print and digital media, while keeping every deliverable cohesive under one visual identity.

Audience feedback reflected that the designs captured the excitement of the event. Leading a team through a high-volume, deadline-driven project reinforced the importance of time management without sacrificing creative quality — and the result stands as some of my most expressive and vibrant work to date.





BRANDING & LAYOUT

Tealightful 2024



Tools

Adobe Illustrator

Role

Visual Designer
Visual Strategist

Deliverables

Branding Identity
Packaging Design

02

Tealightful Inc.

Tealightful is a natural tea brand targeting a younger audience — blending wellness with playful energy. In 2024, I returned to the brand I originally created in 2017 to redesign the packaging and refresh the entire identity.

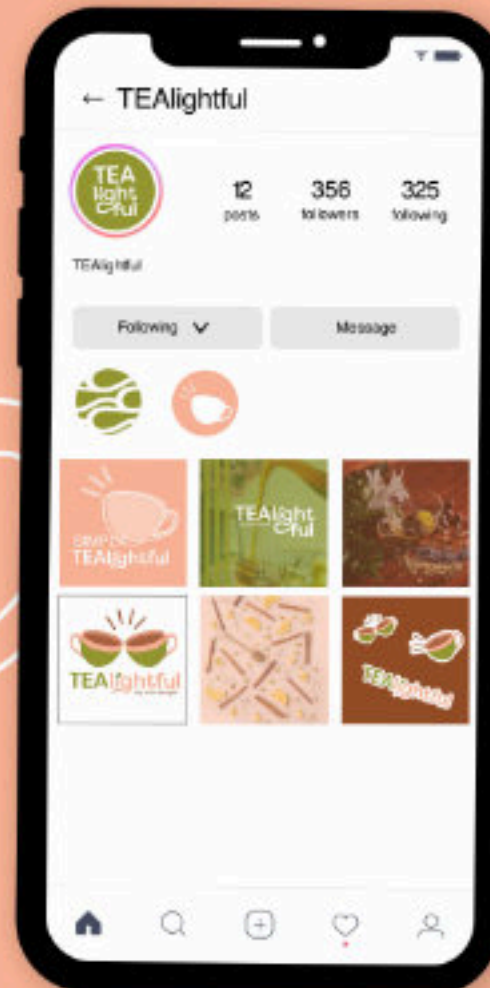
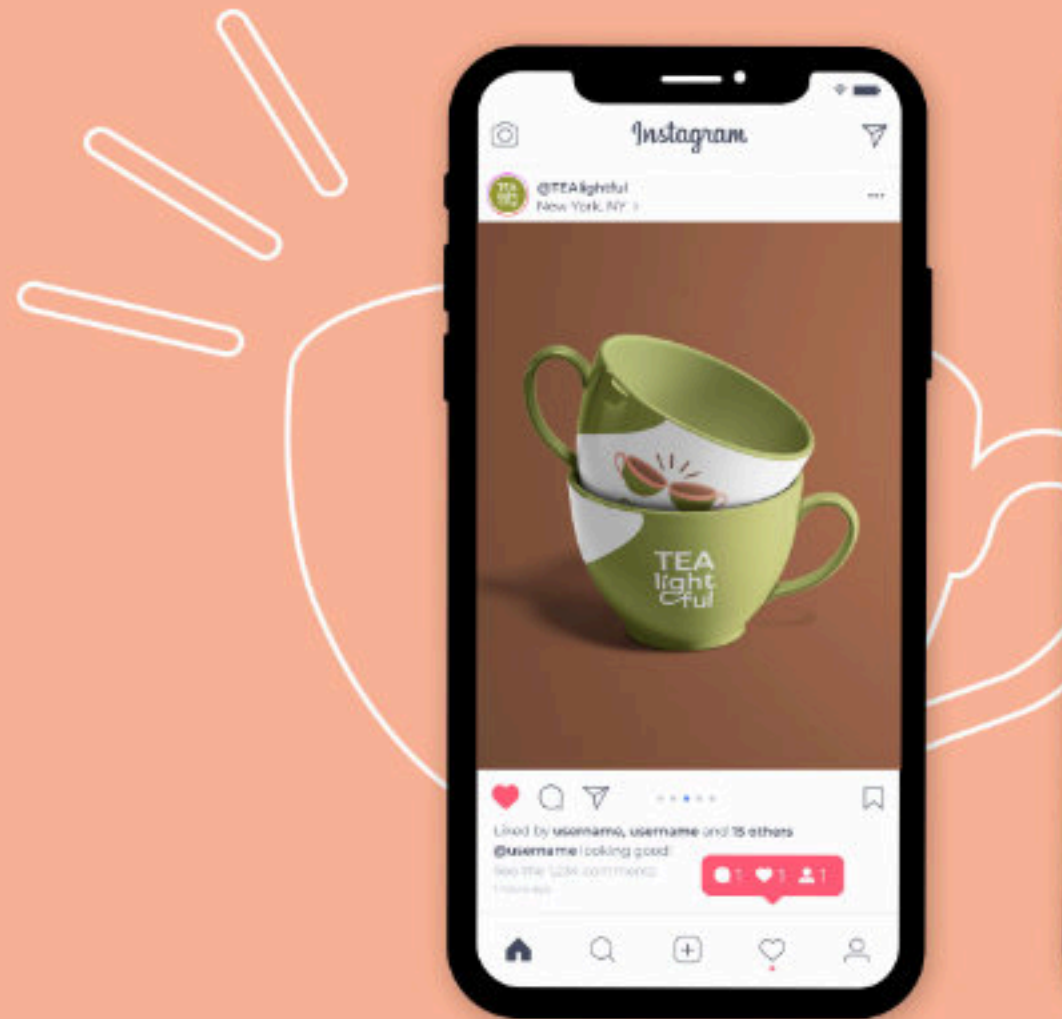
Simply Tealightful

I started with the original design as a reference point — keeping what worked emotionally (calm, natural) and pushing what didn't (energy, personality). I explored bold hand-lettered typography, organic patterns, and various logo marks before landing on a direction that felt refreshing without losing the brand's warmth. Each exploration directly informed the next, narrowing toward a cohesive visual identity.

The final identity carried through packaging, shipping boxes, labels, and stickers — remaining consistent whether the product was on a shelf or arriving at someone's door. The packaging was designed to stand out in retail while feeling like a natural extension of the brand off the shelf.



TEAlightful
sip into delight



TEA light ful



Launch Pad 2024



03

Tools

Adobe Illustrator
Adobe Indesign

Role

Visual Designer
Layout Designer
Illustrator

Deliverables

Brochure
Illustrations

Johnson & Wales University Launch Pad

The Launch Pad is Johnson & Wales University's entrepreneurship center, helping students develop and launch their business ideas. Ahead of their Fall 2024 opening, they commissioned a brochure to introduce the center and communicate their three-stage program: Explorer, Experimenter, and Venturer, in a tone that felt inviting.



Ready for Launch

The brochure needed to do a lot at once: introduce a brand new center, explain a three-stage program, and actually get students to stop and read it. The risk was producing something that felt too text-heavy or corporate.

To avoid a word-heavy layout, I introduced an astronaut mascot to guide readers through the three stages – keeping the fun, while giving the information a visual anchor.

The designs were adopted by the Launch Pad for both social media promotion and in-person events, helping connect hundreds of students to the center's resources. It was a strong exercise in translating an existing brand identity into a layout that was functional, engaging, and true to the program's spirit.



The background consists of several overlapping, wavy, organic shapes in various shades of green, ranging from a deep forest green to a lighter, vibrant green. These shapes create a layered, fluid effect. Centered horizontally and vertically is the word "POSTERS" in a large, white, serif typeface. The letters are bold and have a classic, slightly ornate feel, with the 'P' and 'S' being particularly prominent.

POSTERS

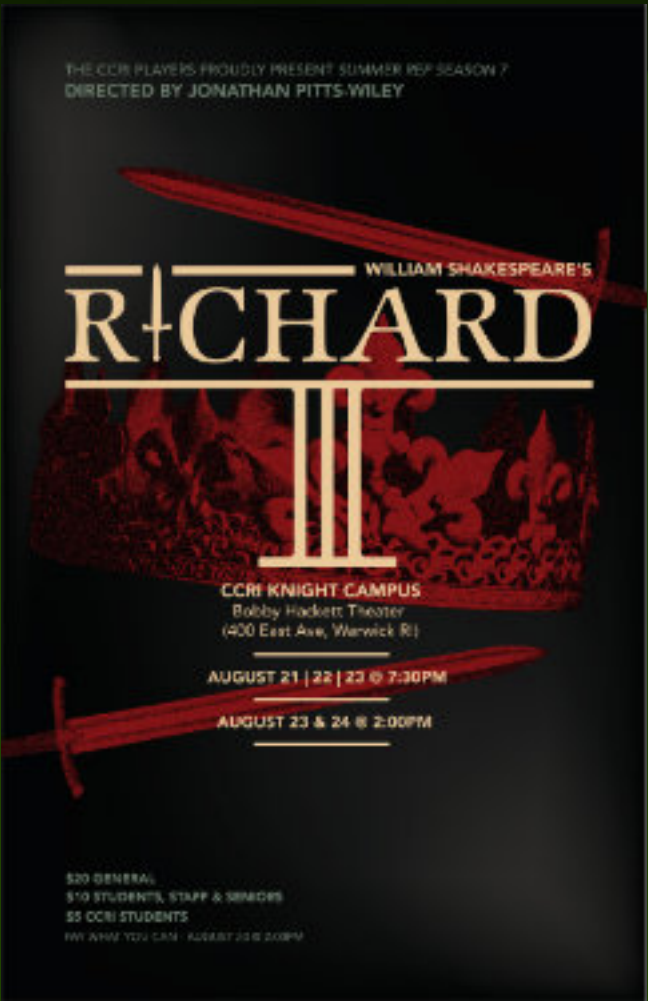
Posters

2024 – 2025



Created for a social media design competition celebrating Duran Duran's 2024 Halloween concert. The concept blends rock energy with a zombie illustration, using muted teals and neon greens to bring the Halloween theme to life.

Tools: Adobe Photoshop, Adobe Illustrator



Designed for CCRI Players' Summer Rep production of Richard III (Summer 2025). Edited photography paired with custom typography creates a dark, theatrical tone fitting for this classic period drama.

Tools: Adobe Photoshop, Adobe Illustrator



A typography-focused poster celebrating Frutiger, one of my favorite sans-serif typefaces. Restricted to black and white to highlight the font's clean, classic simplicity.

Tools: Adobe Illustrator

Tools
Adobe Illustrator
Adobe Photoshop

Role
Visual Designer
Visual Strategist

Poster Collection

A showcase of my strongest posters from 2024 to 2025. Most pieces were created for social media content or client work, while others explore foundational design principles like typography and color theory.