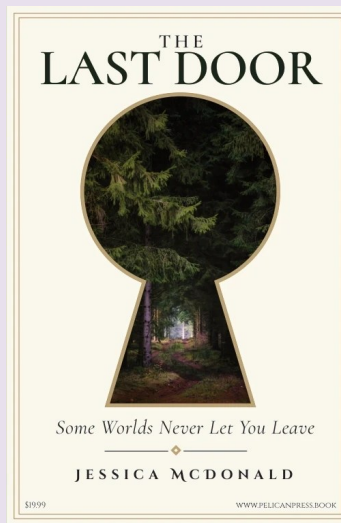


Jessica M

A free spirit.
A thoughtful eye.

Graphic and web design with thoughtful details, expressive typography, and a little woodland wonder.



EDITORIAL / BOOK JACKETS / WEB DESIGN / CREATIVE DIRECTION

[Explore the website](#)

mcjessicaerin@gmail.com

Portraiture & Floral Fusion

A museum booklet built around a consistent grid, expressive imagery, and a restrained plum accent system.

METROMOHEIM MUSEUM



COLLECTION PREVIEW

COLOR BEYOND

FROM / NOW

Seattle → Buffalo

EXHIBITIONS

France • Brazil • India

AWARDS

IPA ONESHOT •
Sony World Photography •
Infinity Award

PORTRAITRY & FLORA FUSION

03

COLETTE D.

PHOTOGRAPHER

Colette D. is a photographer who has captured art in a way that speaks to portrait enthusiasts worldwide who fancy the fondness of floral artistry. Colette is from Seattle, Washington; however, she now resides in Buffalo, New York, where her studio takes her to creative bliss. She has turned photography into a work of art, delivering photographs as an expression of portraits and floral design. She graduated from the Academy of Art University in

San Francisco, California, where she was awarded the CENTER's Project Launch Grant, which also awarded her a platform for exposure. She has shown her works of art all over the world, including exhibitions in France, Brazil, and India. Her notable works have granted her with many awards, including the IPA ONESHOT Award, the Sony World Photography Award, and the Infinity Award, just to name a few.

METROMOHEIM MUSEUM



Peekaboo Violet

SIZE

36" x 22"

MEDIUM

Photography

DESCRIPTION

As the mysterious peeking out of the female within the purple flowers comes to be the focus of this composition, the intriguing purple flowers gently grace her face and exude confidence.

PORTRAITRY & FLORA FUSION

04

MY ROLE

Publication layout, typography hierarchy, facing-page composition, image placement, and print preparation.

TOOLS: Adobe InDesign; Acrobat / Distiller

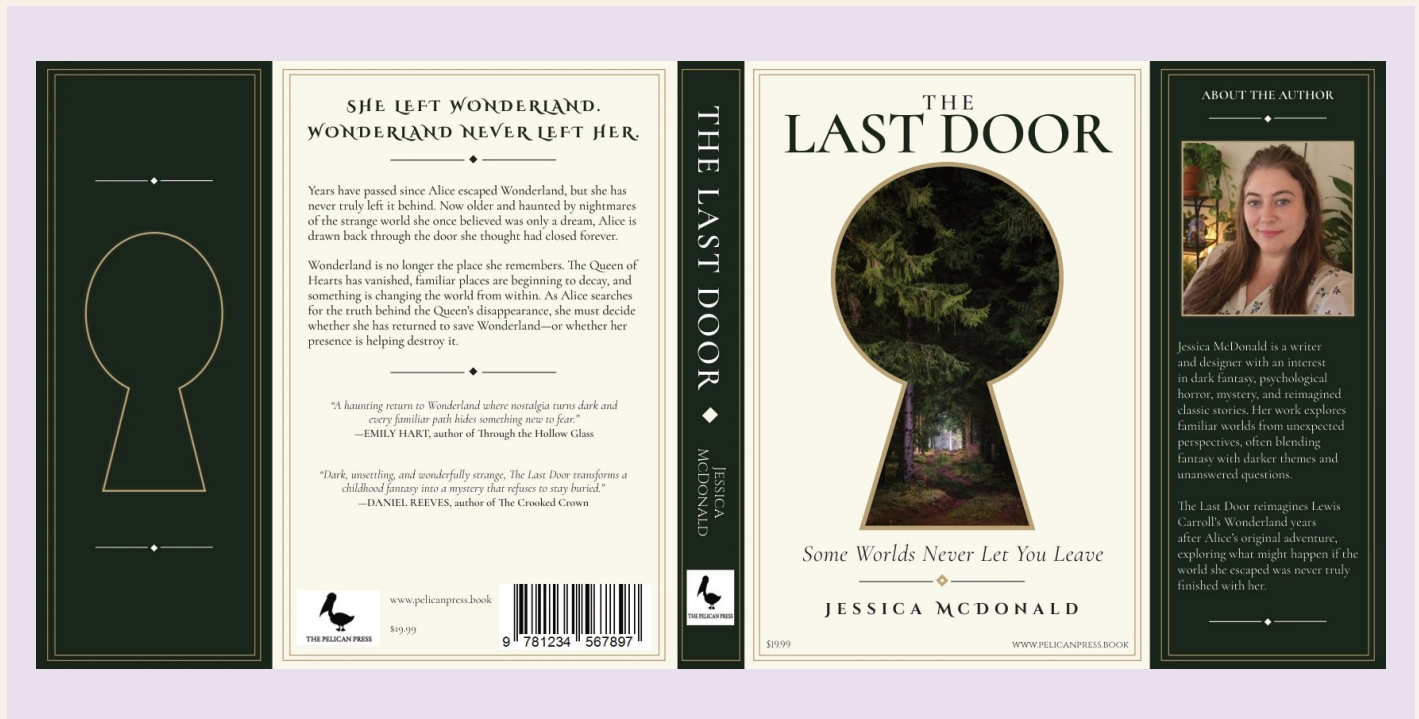
I used a three-column grid to separate imagery, quick facts, and longer reading passages. Recurring sidebars, headers, and footers connect alternating compositions. Print preparation included saddle-stitch imposition and checks for bleed, resolution, fonts, and color.

Format: 8.5 x 11 inches. Bleed specification: 0.125 inches. Content and some artwork/photography were supplied or credited project assets.

[See the layout breakdown](#)

The Last Door

A dark fantasy concept carried across a complete wraparound jacket.



MY ROLE

Keyhole concept, image treatment, typography, front cover, spine, back cover, testimonials, and author-flap layout.

TOOLS: Adobe InDesign

The keyhole transforms the forest photograph into a glimpse of another world. Forest green, pale paper, fine gold borders, and recurring ornaments connect the panels, while each panel has its own information role.

Forest photograph: Denisa-Elena Ficau / Unsplash. Pelican Press logo and barcode: supplied assets. Fictional publication and testimonial copy are part of the concept.

[Explore the complete jacket](#)

Thread Haven Co.

Creating the feeling of walking into a welcoming boutique while shopping online.



PERSONALIZED ARTWORK



BOUTIQUE PRODUCT MOCKUP

MY ROLE

Brand and product direction, personalization concepts, colorways, listing-image strategy, merchandising, revisions, and quality control.

TOOLS: AI-assisted artwork, mockups, and ecommerce content

I connect personal product stories through warm materials, botanical details, and a coordinated shop atmosphere. My review covers scale, typography, product accuracy, print safety, personalization placement, and realism before final selection.

AI assisted artwork concepts and production. I directed concepts, revisions, merchandising decisions, and final quality control. Shown artwork and scenes are assisted artwork/product mockups.

Go inside the boutique

Farm to Table CSA

A four-page concept website connecting a CSA's story, offerings, and contact information.



Photography used in the website

MY ROLE

Page layouts, navigation, calls to action, typography, color system, responsive CSS, and web-asset preparation.

TOOLS: HTML / CSS / Bootstrap; Visual Studio Code; Photoshop; Illustrator

Shared navigation and styling connect Home, About, Services, and Contact. I optimized and renamed images in Photoshop and prepared the logo as an SVG in Illustrator. Bootstrap provides the structural framework; custom CSS shapes the presentation and mobile adjustments.

Photography: outside/supplied sources, including Pexels imagery. The portfolio demo's contact form provides feedback without sending messages.

Try the four-page demo

Wellness News



A one-page newsletter for Roy's Wellness Center.

MY ROLE

Layout, typography, color selection, imagery placement, hierarchy, spacing, and page organization.

TOOLS

Adobe InDesign

The three-column grid gives the article a clear reading structure. A prominent blue masthead, repeated subheadings, and green branding accents tie the information together.

Article credit: ChiroPlanet.com / ProfessionalPlanets.com LLC, as shown in the artwork. My contribution is the newsletter design.

See more creative work

Curiosity meets intention.

I'm Jessica M, a graphic and web designer in North Carolina. I'm drawn to expressive typography, botanical details, and design that makes information easier to navigate.

I'm studying graphic design and web design at Southern New Hampshire University, building on my Associate in Arts. My portfolio spans editorial layouts, book jackets, responsive websites, and boutique product presentation.

What I bring

Editorial & print: grids, visual hierarchy, publication design, and print preparation.

Web design: HTML, CSS, Bootstrap, responsive styling, and asset preparation.

Creative direction: personalized product concepts, cohesive merchandising, and careful final review.

Let's connect.

mcjessicaerin@gmail.com

[LinkedIn / Jessica M](#)

[View the full portfolio](#)

All portfolio layouts and case-study descriptions distinguish my design contributions from supplied assets and assisted production.