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## 2018 PORTFOLIO

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DESIGN

# THE BERLINER RESTAURANT IDENTITY

## PROJECT BRIEF

**Concept:** Germany is known for its plein d'air bistros, coffee shops, and restaurants along its famous rivers and cobblestone city streets. My challenge was to recreate this experience for a concept restaurant on 5<sup>th</sup> Avenue, bringing a homey feel to the bustling city streets. I designed the brand concept along with the menu, signage, promotional materials, recipe book, food offerings, as well as the interior and exterior, to challenge the imaginations of visitors.

The Berliner's mission is to warmly welcome all and to share an ethnically rich experience in the best way possible—through cookies, cakes, and deliciously brewed coffee. The name "The Berliner" is based on JFK's fumble during his 1963 speech in Berlin. While trying to emphasize that he is just as much a part of Berlin as the individuals who live there, he calls himself a jelly donut.

**Tools Used:** Adobe InDesign, Adobe Photoshop, Epson Artisan Printer, approximately 3 Exacto blades, and my mom's cookie recipes







Ground coffee bags, a take-away bag, and a to-go coffee cup.



A custom made mug and cookie bag with the hand-assembled recipe book behind.



*The Berliner: Bakers Edition* recipe book, front and back covers.



*The Berliner: Bakers Edition* inside page spread for Checkerboard cookies



# G O B L I N : THE LONELY AND GREAT GOD

## PROJECT BRIEF

**Goal:** With its boy bands and TV dramas, the Korean wave of pop culture has swept the globe. Korea dramas are the more successful equivalent of Western Soap Operas; similar clichés and plots, but more emotionally captivating to viewers. While these shows are available through streaming services such as Netflix, and exclusive subscriptions like DramaFever or Viki, the shows promotional merchandise is not.

The Goblin Brand candle recreates a unique version of the iconic candles used in the show and enables fans outside of South Korea to enjoy affordable merchandise.

**Tools Used:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Epson Artisan Printer, an Exacto blade, candles, double sided tape





Kim Shin character candle box, side and front view



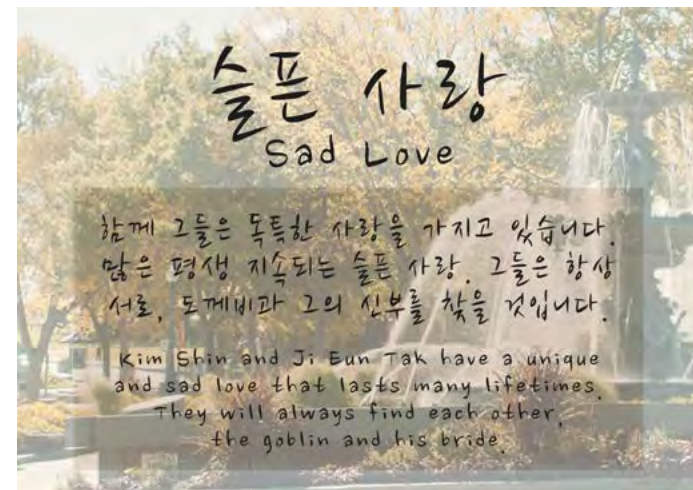
Matchboxes



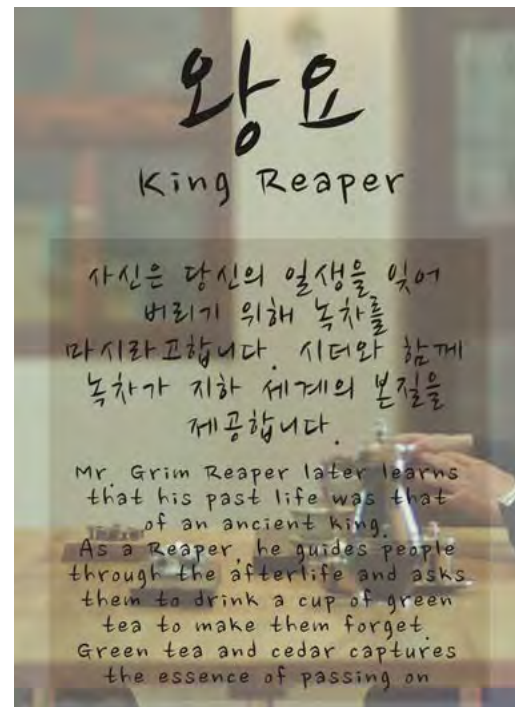


## CHARACTER PHOTO CARDS

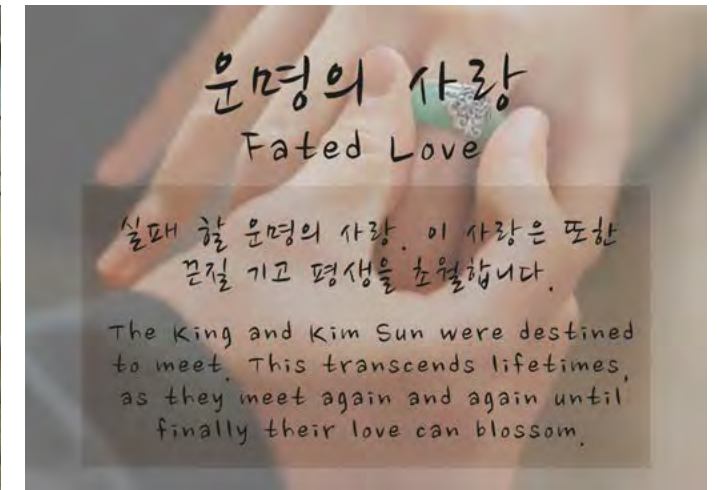
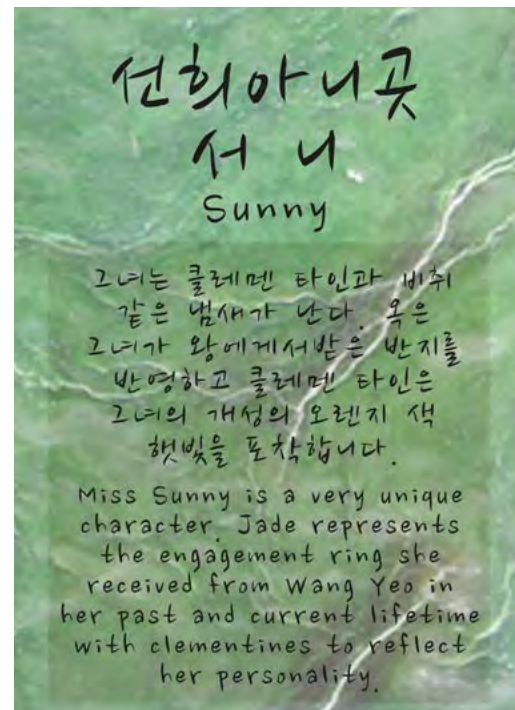
Each candle purchased comes with a character photo card, providing a small description about the scent and why it was chosen to match that character. The photo cards provide an image of the character, with the descriptions in Korean and English.







## CHARACTER PHOTO CARDS





# TYPOGRAPHY



# THUMBELINA

**Conceptt:** To design a booklet using only one typeface, based off of a popular children's story. There are minimal images, with emotions and actions being conveyed successfully through color, size, and font styles. This is to establish aesthetic visual hierarchy with text.

**Tools Used:** Adobe InDesign, Adobe Illustrator, Epson Artisan Printer, approximately 5 Exacto blades, double sided tape, and rubber cement



There was once a woman who wished very much to have a little child, but she could not obtain her wish. At last she went to a fairy, and said,

**"I should so very much like to have a little child; can you tell me where I can find one?"**

*"Oh, that can be easily managed,"*  
said the fairy.

*"Here is a **barleycorn** of a different kind to those which grow in the farmer's fields, and which the chickens eat; put it into a flower-pot, and see what will happen."*

She went home and planted it, and immediately there grew up a large handsome flower, something like a tulip in appearance, but with its leaves tightly closed as if it were still a bud.

"It is a beautiful flower," said the woman, and she kissed the red and **yellow** leaves, and while she did so the flower opened, and she could see that it was a *real tulip*. Within the flower, upon the **green velvet cushion**, sat a very delicate and graceful little maiden.

She was scarcely half as long as a thumb, and

*they gave her the name of*  
*"Thumbelina."*

or *Tiny*, because she was so small.

Just then, a beetle flying over the

*sparkling river*

saw Thumbelina floating on the water below.

The beetle was very proud of his new little treasure. He went to visit the other beetles and bugs so he could present Thumbelina to them.

**But the other beetles did not find Thumbelina lovely at all!**

All the beetles turned up their feelers, and said, "She has only two legs! how ugly that looks!"

"Oh, she is ugly," said all the lady beetles, although Tiny was very pretty. Then the beetle who had run away with her, believed all the others when they said she was ugly and would have nothing more to say to her, and told her she might go where she liked.

"Oh, how ugly!" said another beetle, and he too told her she was ugly.

During the summer poor little Tiny lived alone in the flower. She wore herself a hat with blades of grass, and hung it up under a broad leaf, to protect herself from the rain.

She sucked the honey from the flowers for food, and drank the dew from their leaves every morning.

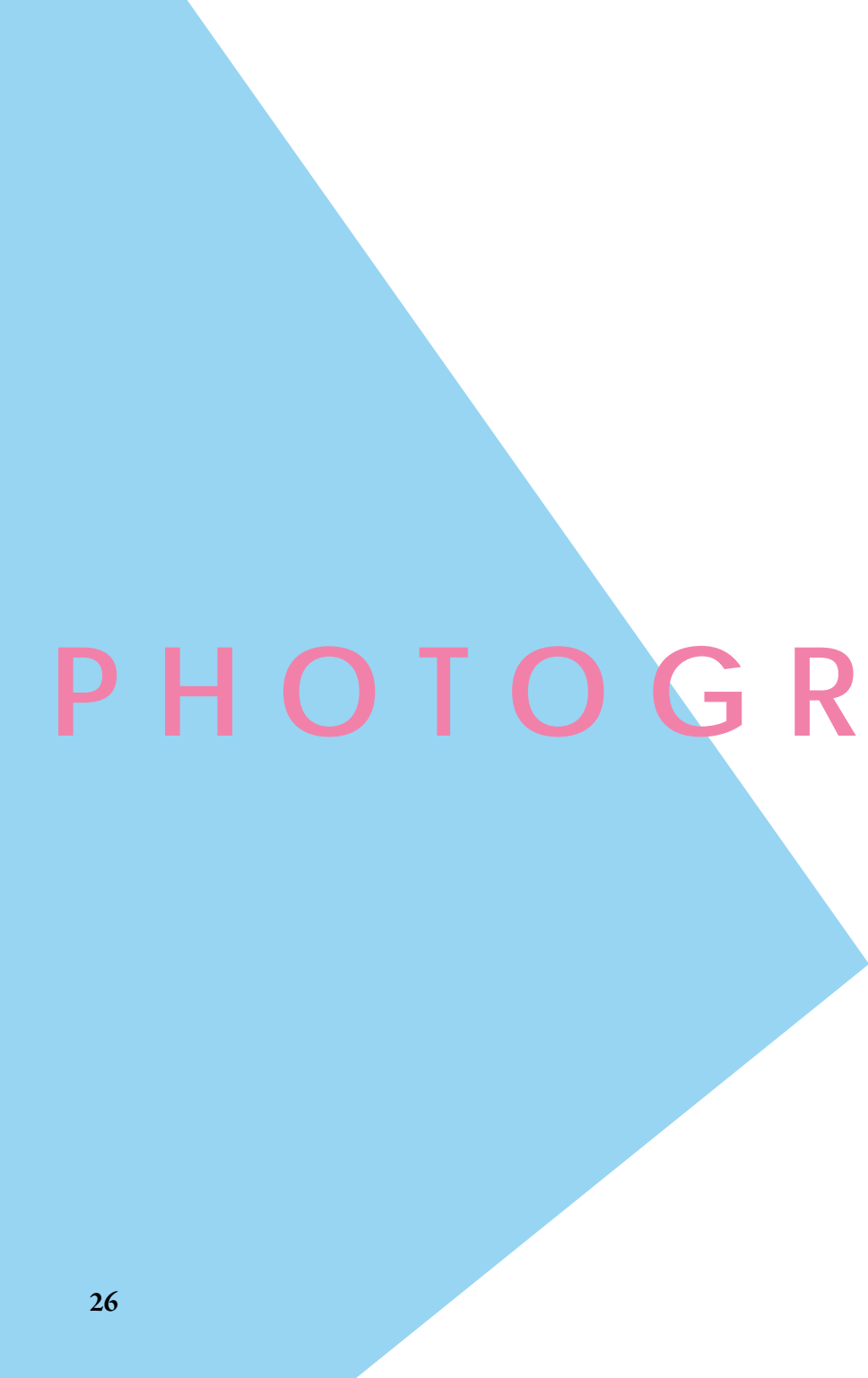
**So passed away the summer and the autumn, and then came the winter.**



All the birds who had sung to her so sweetly were flown away, and the trees and the flowers had withered.

The large clover leaf under the shelter of which she had lived, was now rolled together and shrivelled up, nothing remained but a yellow withered stalk.





# PHOTOGRAPHY





c. 2017, Portrait of Julie Padovan, University of the Arts student



c. 2017, Portrait of Selin Berberoglu, Fordham University student



c.2017, product photography "Prom Shoes"



c.2017, product photography "Prom Shoes"





c. 2017, Portrait of Alana Ferrone



c. 2017, Portrait of Selin Berberoglu,  
Fordham University Student



c. 2017, Portraits of Selin Berberoglu and Kerianne Villereal



