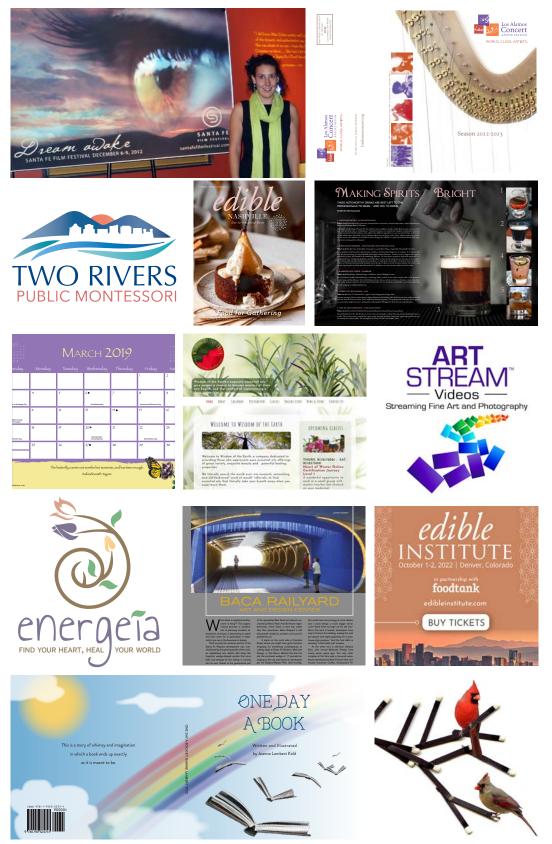
# JEANNE LAMBERT • DESIGN PORTFOLIO





# JEANNE LAMBERT **DESIGN PORTFOLIO**

jeannewish@gmail.com magicintheeveryday.com Asheville, NC 505-596-5125

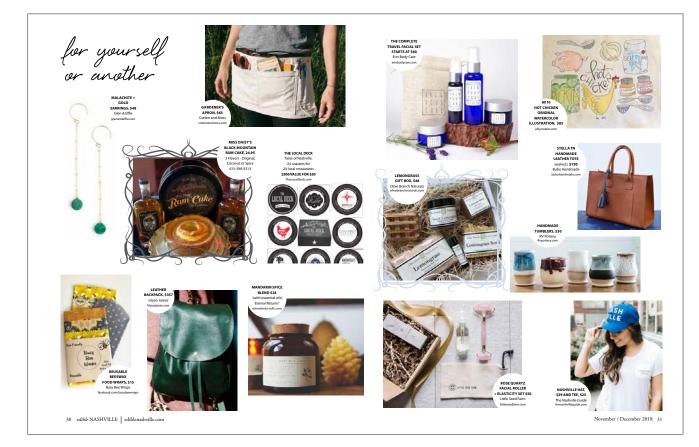
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## **EDIBLE NASHVILLE MAGAZINE**

From December 2017-February 2018, I art directed and designed Edible Nashville's 52 page magazines every other month. I love working with publishers and coming up with creative layouts for the recipes and food related stories. Here are a few story layouts.

# MAKING SPIRITS

THESE NOTEWORTHY DRINKS ARE BEST LEFT TO THE PROFESSIONALS TO MAKE... AND YOU TO DRINK. BY ANN WALCZAK

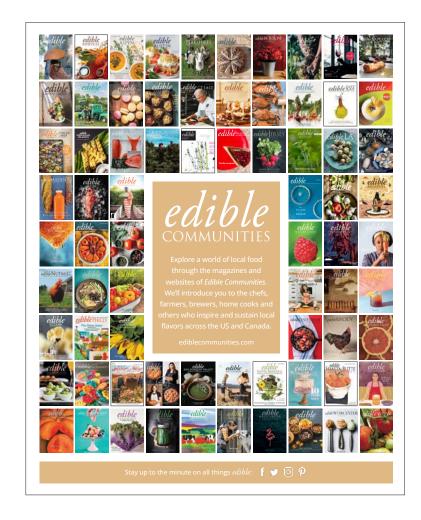


**Date:** December 2017 - February 2018 Medium: Adobe InDesign Client: Edible Nashville, Nashville, TN Size: 8" x 11"

## EDIBLE COMMUNITIES PRINT, DIGITAL, IDENITY DESIGN

I have been a contract designer for Edible Communities Institute since my internship with them in 2009. I create collateral for their publishers and events such digital ads, website banners, event and publisher logos, awards, media kits, rate cards, print ads, and stationary.





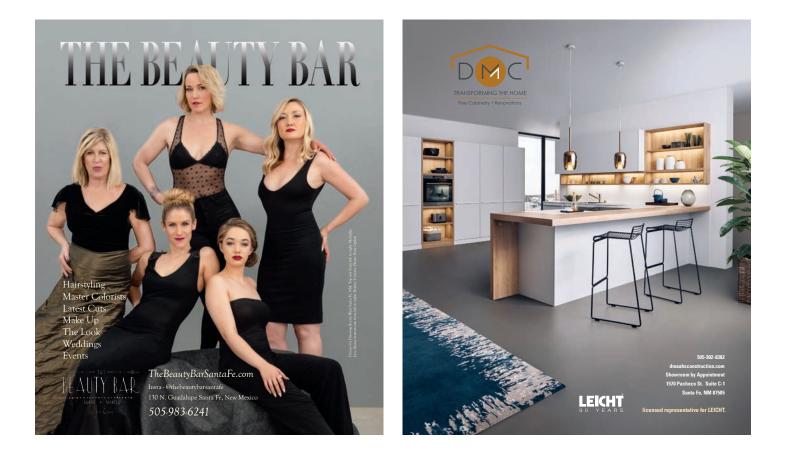




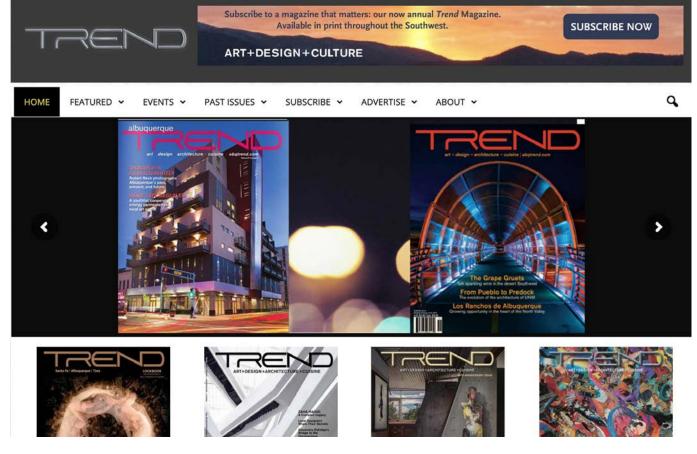
Date: 2009 - present Medium: Adobe InDesign, Illustrator & Photoshop Client: Edible Communities Institute, various Edible Magazines Size: 6"x 11" postcard | changeable vector logo

## TREND MAGAZINE: EDITORIAL, DIGITAL, WEB DESIGN

I have worked for TREND, an art, architecture, design and cuisine magazine based in Santa Fe, New Mexico. since Spring 2014. I do graphic design, story layouts, and collect and place all ads from advertisers. I export, preflight and send the magazine to the printer every issue and I keep the team on track with the production schedule. I also designed TREND'S website. I design mailchimp campaigns, post blogs and events, and design digital ads and banners. I have worked with many TREND clients directly on print and digital ads.







Date: 2014 - present Medium: Adobe InDesign **Client:** Trend Magazine **Size:** 17.75" x 10.88" spreads



YOUR WORLD

energeia

FIND YOUR HEART, HEAL











## LOGOS AND BRANDING

I have designed numerous logos for a wide variety of clients. Here are some of my favorites. I always work in a highly collaborative manner, starting with key words and feelings imagery and symbols that resonate for the client to best express their unique vision. I develop a brand identity and style guide with fonts and color palates to be used consistently with the logo.

Date: 2014 - present Medium: Adobe Illustrator Client: varies Size: Any

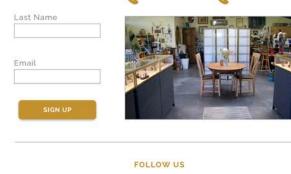
# ABOUT US GAIL GOLDEN DAVID ANDERSON HOME GOLDEN ANDERSON **STUDIOS** GAIL GOLDEN AND DAVID B. ANDERSON, TAOS, NEW MEXICO Gail Golden David Anderson Gallery Gallery ABOUT US Metalsmiths, jewelry designers, partners, Gall Golden and David B Anderson have been married since 2008 and continue to influence and inspire each other in business and in life. Their collaborative spirit developed over the years from sharing ideas, and moving forward with new concepts and techniques. David will often design and make their tools, and Gail is often the innovator in artistic design and creative sales. Their individual talents are evident in their own original pieces, and when they make jewelry together, it is a seamless blend of their individual ons. They welcome visitors and clients to their studio and showroom by appointment

## GOLDEN ANDERSON STUDIOS

SUBSCRIBE TO OUR NEWSLETTER

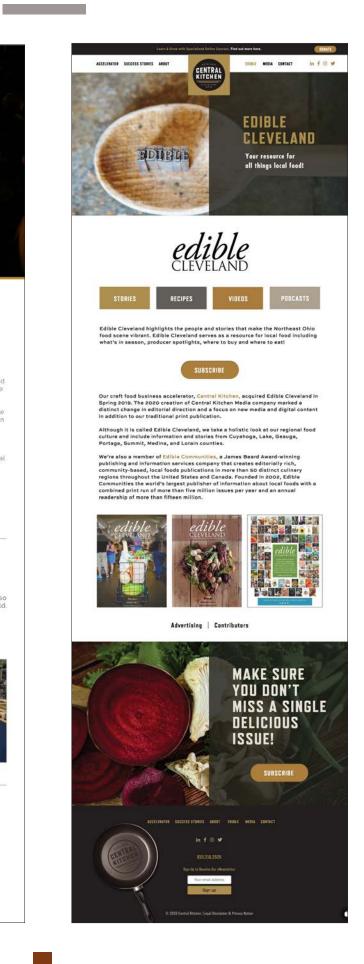
First Name

Golden Anderson Studios is located in Arrovo Seco. New Mexico. We enjoy interacting with locals and also serve clients across the country and around the world. Studio hours and tours: by appointment only. 🐛 Call Gail Anderson 🛛 🐛 Call David Anderson



## Follow Gail Golden Follow David Anderson fo f 🖸 🕅

Golden Anderson Studios: by appointment only | PO Box 731, Arroyo Seco, NM 87514 Gail Golden: 575-770-0397 | David Anderson: 575-779-2718 | info@gailgoldenjewelry.com ©Golden Anderson Studios. All Rights Reserved. Site by Noventum, 2019



## WEBSITE DESIGN

I have designed numerous websites through my collaboration with Noventum, a custom software and wordpress company, and through an earlier collaboration with KLA concepts design and Marketing. I work with clients to design their sites, often in coordination with logo and branding work. We develop the color palate, fonts, information architecture look and feel. I design the pages using adobe XD and Noventum's developers implement them. I know basic to intermediate wordpress and using Beaver Builder editor and can create subsequent pages once the website has been started. Here are a few of my favorite designs.



Date: 2017-present Medium: Adobe XD, wordpress Client: Noventum; wisdomoftheearth.com Size: desktop and mobile responsive sites





## SANTA FE FILM FESTIVAL CAMPAIGN I

My first six-month contract position with the Santa Fe Film Festival gave me the opportunity to create the identity and accompanying collateral for the Festival's 2012 "Dream Awake" campaign. I designed and sent to print marquee cards, tickets, badges, banners, ads, e-blasts, a pocket guide and T-shirts. Collaborating with the festival director, as well as art director Darrell Wilkes and designer, Karen Rand; I developed this eye in the sky image using several of my own sunset photographs. The dreamy font complements the imagery.

**Date:** Winter 2012 festival Medium: Adobe InDesign, Photoshop & Illustrator Client: Santa Fe Film Festival Size: Banner: 63" x 42" | Pocket Guide: 11" x 17" that folds up like a map |11" x 17" poster



## SANTA FE FILM FESTIVAL CAMPAIGN II

In my 2nd season working with the Santa Fe Film Festival, I again collaborated with Darrell Wilkes and Karen Rand and, additionally, with photographer, Bill Stengel, who shot the photos for a Santa Fe portraits project campaign. The cinematic black and white campaign captured the concept of Dream Awake through over 30 portraits of local Santa Feans with their eyes closed. I collaborated on the campaign concept, typography, research, and writing the press release and other copy. I designed the posters, helped conceptualize, organize, and hang a gallery show, designed t-shirts, hats and other collateral, and produced email marketing for the campaign.

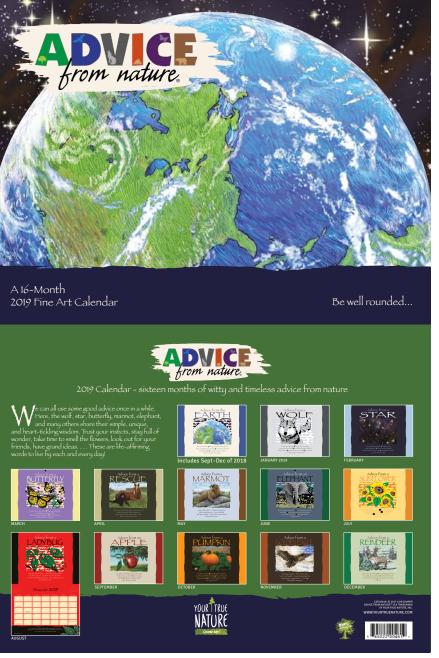
On the top is a shot of the gallery opening. There were 32 posters of local Santa Fean's lining the walls. The top right picture is me with me in my "Dream Awake" poster. On the bottom left is the front and back of a rack card; and on the bottom right is a marquee card all using the campaign imagery.

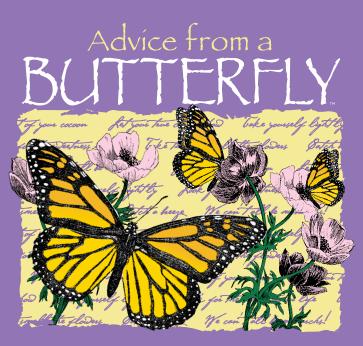
Date: Spring 2014 festival Medium: Adobe InDesign, Photoshop & Illustrator Client: Santa Fe Film Festival Size: 27" x 40" posters at show | 4" x 9" Rack Card | 11" x 14" Marquee Card

## YOUR TRUE NATURE CALENDAR

I designed the layout and color scheme for Your True Nature's calendars for several years in a row. I used a calendar script to create the calendar grid template. This was a very technically challenging project. I placed images created by other artists in the layout. Additionally, I have helped this client with bookmarks, magnets and postcards.







Let your true colors show 🥁 Take yourself lightly Take time to smell the flowers! 🥁 Catch a breeze

	MARCH 2019					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6•	7	8	9
I Want You to Be Happy Day			Ash Wednesday		International Women's Day	
10	11	12	13	140	15	16
Daylight Savings Time begins						
17	18	19	200	21	22	23
St. Patrick's Day			Spring begins Vernal Equinox		World Water Day	
24	25	26	27•	28	29	30
31						
	The	butterfly counts no	t months but momer	nts, and has time end	ough.	

Rabindranath Tagore

© YourTrueNature.com

**Date:** 2017 - 2019 Medium: Adobe InDesign, Photoshop & Scanner Client: Your True Nature **Size:** 12" x 9"

## LOS ALAMOS CONCERT ASSOCIATION BROCHURE

I designed this Los Alamos Concert Association Brochure as part of some contract work with Baddog Design in Santa Fe. I created the color scheme, the layout and the cover concept of a close-up of a musical instrument based on art direction and collaboration.



Joshua Roman, Cello with Andrius Zlabys, Piano Friday January 24, 2014 | 7 PM

# Poetic grace ... Charming and

w, joining "a sele

rock star. Yo-Yo aid he is "one of the grea

> ian." And i named a TE

charismatic



olo harnists Grammy no rp and guitar, their prog or a fascinating

with the Artists to be announced. Click the "Stay Connected" buttor BUFFALO NEWS



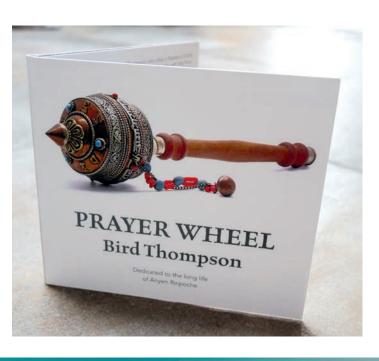
Date: Spring 2013 Medium: Adobe InDesign Client: Los Alamos Concert Association and Bad Dog Design, Santa Fe **Size:** 9" x 7"





## **PACKAGE DESIGN**

I have designed a CD cover package for local Santa Fe musician, Bird Thompson. I worked with client to help him to upload the final files to CDbaby.com. I have also created box designs for LED Habitat and labels for The Shed Restaurant through contract work with FZK by Design, a Santa Fe based marketing agency.



Since 1953, when Polly & Thornton Carswell opened the first "Shed" on Burro Alley in Santa Fe, the Carswell family has been serving the finest cuisine based on the unique blending of Spanish Colonial and Native American recipes that combine so magically to create what is known as traditional New Mexican food. Dedicated to preserving this culinary tradition, we are proud to present "The Shed Red", a chile sauce famous for its rich flavor and distinguished

character. A fabulous sauce for enchiladas, burritos or huevos rancheros, and a condiment for anything from sandwiches to meat entrees, potato dishes, soups and stews. ¡Buen Provecho!

Product of The Shed Santa Fe, New Mexico www.sfshed.com (505) 982-9030 The Carswell Family



92744



Made in

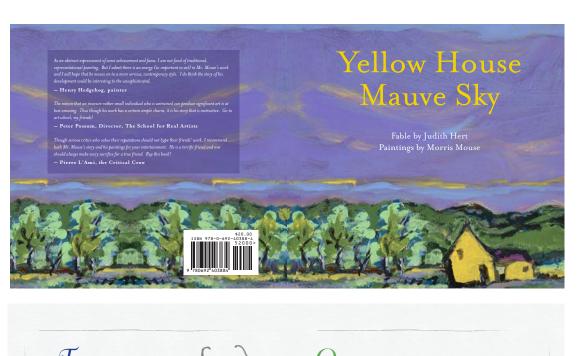
Sun Dri

New Mexico	
	Nutrition Facts
by Gisella Looffile	Calories 20         Calories from Fat 0           % Daily Value*         %           Total Fat 0g         0%
Attworks	Dietary Fiber 2g 6% Sugars 2g Protein 1g Vitamin A 25% Vitamin C 2% Iron 2% Calcium 0%
	Tercent Daily Values are based on a 2000 calorie diet. Your daily       values may be higher or lower depending on your calorie needs.       Calories     2.000       Total Fat     Less than       Sat Fat     Less than       Colories     2.000       Sat Fat     Less than       20g     25g       Cholesterol     Less than       200mg     2.400mg       Total Carbohydrate     2.00mg       Zolories     2.50       Calories per gram: Fat 9     Carbohydrate 4
Please Recyle	IngredientS: Refrigerate after opening. Water, Sun-Dried Hot Chile, Canola Oil, Bob's Red Mill Gluten Free Flour (Garbanzo Bean Flour, Potato Starch, Tapioca Flour, White Sorghum Flour, Fava Bean Flour), Sea Salt, Raw Garlic, Citric Acid. No artificial preservatives. Gluten Free.

**Date:** Fall 2018, Fall 2019 Medium: Adobe InDesign, Illustrator & Photoshop, Indesign Client: Bird Thompson, FZK by Design Size: 4" x 4"; 8"2.5"; 2' x 18"

## **ARTIST'S CHILDREN'S BOOK**

I worked with artist, Judith Hert to design her sixty-page illustrated adult Fable, Yellow House Mauve Sky about a mouse who wishes to be a painter, but is just a mouse. The book has received praise and is currently selling in local Santa Fe books stores and gift shops. An initial run of 500 copies were printed and sold to museums and shops around Santa Fe.



Thus, one day, almost surprising himself, he bought drawing paper, pencils, pens, and charcoal. He bought brushes, paint, and carwas. He bogon by making little dwarings, trees and ods buildings, fences and flowers. He dreew what he saw around him, a potted plant, jærs of paintbrushes, his evglasses, and his new easel. Then he begun to paint. He'd read somewhere that the famous artist freasos aid two goal was to distort the image, and untrained as he was, he could hardly help doing that. bonc

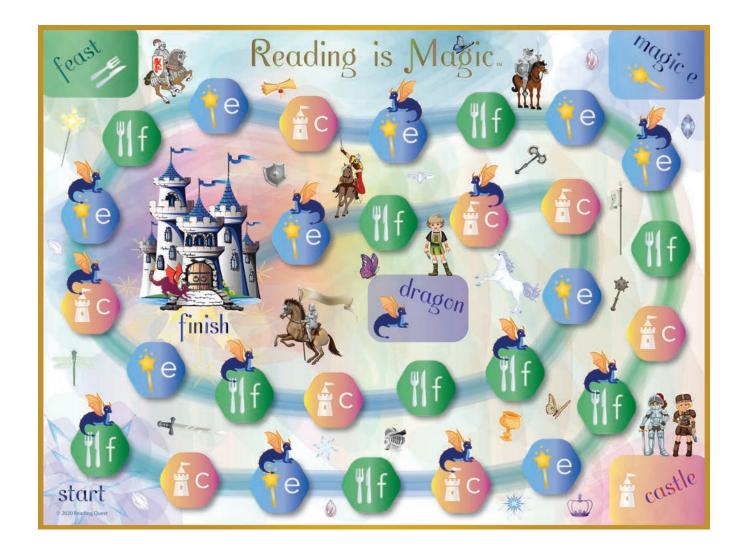
Of course, he didn't want anyone to see what he was doing, which was easy as he lived alone and aw little of his girlfriend, Elaine. She spen her evenings liniting quietly, as the said, a kindergarten teacher's lift is no princi. Morris loved Elaine, who was pretty and elever, but her confidence intimidated him. Making art, he thought



Orris couldn't imagine saying no to Elaine about anything. and this was more attention than he'd ever given him in all their time togenetic. But was he enady? What would Perree think? What if nohody came? Who would sit in the gallery? He didn't want to talk to arrangers, he wanted to stay home and paint. And why didn't Elaine say ahe liked the painting?



Date: Spring 2015 Medium: Adobe InDesign, Photoshop & Illustrator Client: Judith Hert in Truchas, NM Size: 8" x 8"







## **READING QUEST CHILDREN'S GAMES**

I have worked with Reading Quest since Fall 2019. I have had the pleasure of designing several children's board games, game tokens, and playing cards for them, which has been a lot of fun. I also create frequent mailchimp newsletters for Reading Quest as well as help with web, print and social media graphics including ads, fliers, posts, brochures, certificates, and letterhead.

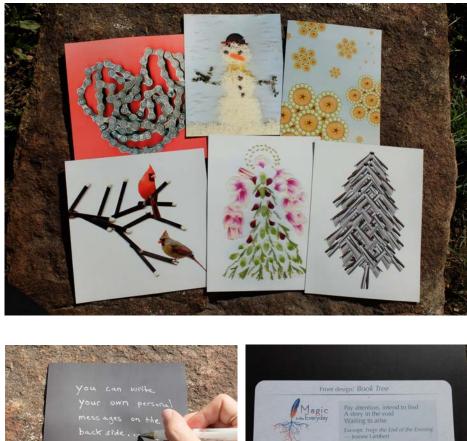


Date: 2019 - present Medium: Adobe Illustrator & Photoshop Client: Reading Quest Size: 20" x 15" board games, also used digitally

## PERSONAL PROJECTS: POETRY, GREETING CARD LINE

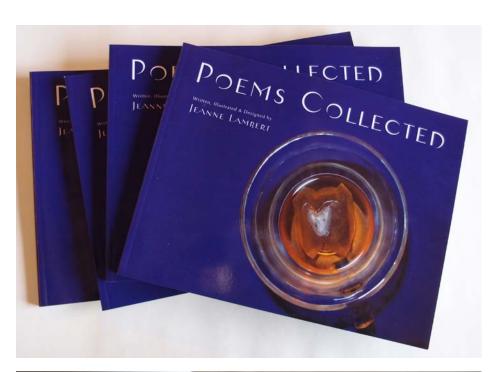
Poems Collected is a culmination of 50 poems and 50 accompanying images created over 2 years. I made the images by photographing common objects in water, printing out the photos and painting on top of them and then scanning them back in to the book.

I developed a greeting card line of over twenty of my designs and printed them on magnet-cards. The cards can go on the fridge, providing lasting memories. Customers can write on the backsides of these cards or include their own stationary in the envelopes provided. On the back of each card, there is an excerpt from one of my poems.





**Date:** 2013-2020 Medium: Adobe Photoshop, InDesign, Scanning, Painting, Photography Client: Magic in the Everyday Personal Project Size: varies







## PERSONAL PROJECTS: CHILDREN'S BOOK

I wrote, illustrated and designed this children's book, a story about whimsy and imagination where a book ends up exactly where it is meant to be. 100 copies were self-published and printed.





**Date:** 2020-2022 Medium: Adobe Photoshop, InDesign, Scanning, Photography Client: Magic in the Everyday Personal Project **Size:** 8" x 8"

THANK YOU, JEANNE