

abigail killoisgh

2024 PORTFOLIO



About Me

Why I love Graphic Design

I enjoy solving problems through creativity. I think that communicating ideas through eye-catching visuals is an incredible method of expression. Creating beautiful things has always been a passion of mine, and I believe merging aesthetics with effective communication can be a very powerful approach.

Background

Although I have always been creative, I did not start getting into graphic design until 2020. After taking one design class I decided to change my major to visual communication and have since fallen in love with it. In school, I enjoyed getting to explore the different areas of design, however I enjoyed branding and packaging the most.

Fun Facts

Aside from design, I have a few hobbies such as reading fantasy books (more like listening, thank you Audible!), baking and decorating cupcakes, photography, and walking outdoors (I'd like to say hiking but it's more walking trails). I have always loved baking and had my own business selling cakes, cupcakes, and cookies while in highschool.

ROOT 23

Process & Project

The goal of this project was to create a branding system for an organic cocktail mixer company called ROOT 23.

Concept

For this brand, I wanted to focus on the organic ingredients that ROOT 23 uses while keeping it fun and energetic. I was inspired by the use of numbers in the Art Deco movement. The way they interlock and fit very nicely together has always fascinated me, so I was excited to get to experiment with it for myself on the logo.

Awards and Recognition

Logo - Honorable Mention, Graphis New Talent | 2024
National Student Show Portfolio | 2024



Packaging

375 ml bottle



Website



Drink Tags



T-Shirt



Recipe Cards



**BLUEBERRY
MINT MOJITO**

2 oz Echo Spirits Rum
.5 oz Blueberry Mint Simple Syrup
.75 oz Lime Juice
3-4 Mint Leaves
Club Soda to top

Shake all ingredients with ice (excluding club soda) & strain over fresh ice in highball glass. Top with club soda. Garnish with mint bouquet and/or lime.



**CHERRY ALMOND
TEQUILA SUNRISE**

2 oz Tequila
1 oz Cherry Almond Simple Syrup
3 oz Orange Juice

Shake tequila and juice in a shaker with ice. Pour into a tall glass with ice. Pour Cherry Almond syrup over top. Garnish with an orange slice or cherry.



**MAPLE CINNAMON
SUMMER GARLAND**

2 oz Stonefruit Vodka
2 oz Cranberry Juice
.75 oz Maple Cinnamon Simple Syrup
.75 oz Lemon Juice
4 Dried Bay Leaves

Shake and strain in to a Collins glass with crushed ice. Garnish with lemon zest and bay leaves.



**CHERRY ALMOND
TEQUILA SUNRISE**

2 oz Tequila
1 oz Cherry Almond Simple Syrup
3 oz Orange Juice

Shake tequila and juice in a shaker with ice. Pour into a tall glass with ice. Pour Cherry Almond syrup over top. Garnish with an orange slice or cherry.





**BLUEBERRY
MINT MOJITO**

2 oz Echo Spirits Rum
.5 oz Blueberry Mint Simple Syrup
.75 oz Lime Juice
3-4 Mint Leaves
Club Soda to top

Shake all ingredients with ice (excluding club soda) & strain over fresh ice in highball glass. Top with club soda. Garnish with mint bouquet and/or lime.





**MAPLE CINNAMON
SUMMER GARLAND**

2 oz Stonefruit Vodka
2 oz Cranberry Juice
.75 oz Maple Cinnamon Simple Syrup
.75 oz Lemon Juice
4 Dried Bay Leaves

Shake and strain in to a Collins glass with crushed ice. Garnish with lemon zest and bay leaves.







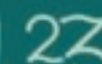
**CHERRY ALMOND
TEQUILA SUNRISE**





**BLUEBERRY
MINT MOJITO**

2 oz Echo Spirits Rum



Top That.

Process & Project

The goal of this project was to design an advertising campaign. Wienerschnitzel is an American fast food chain that specializes in hot dogs.

Concept

With this ad campaign, I wanted to highlight the number of combinations that you can make with Wienerschnitzel's various toppings and buns. I decided to use dachshunds (wiener dogs) doing unfathomable tricks to emphasize the crazy number with a tie back to Wienerschnitzel because of their breed.

Awards and Recognition

Gold, International Design Awards | 2023
Honorable Mention, Graphis New Talent | 2024
Runner Up, Creative Quarterly 74 | 2024
Runner Up, Creative Quarterly #75 | 2024
National Student Show Portfolio | 2024



The Shed BBQ Sauce

Process & Project

The goal of this project was to design a unique package design for a BBQ sauce of our choice. I chose The Shed, a small family business owned business based in Abilene, TX.

Concept

For this bottle, I wanted to focus on the “wild west” aspect since the company is based in West Texas. I decided to base the overall design on western letterpress rodeo posters. This packaging design will have a big impact on the shelf because it is so different than any other packaging for BBQ sauces.



Bastille Concert Poster

Process & Project

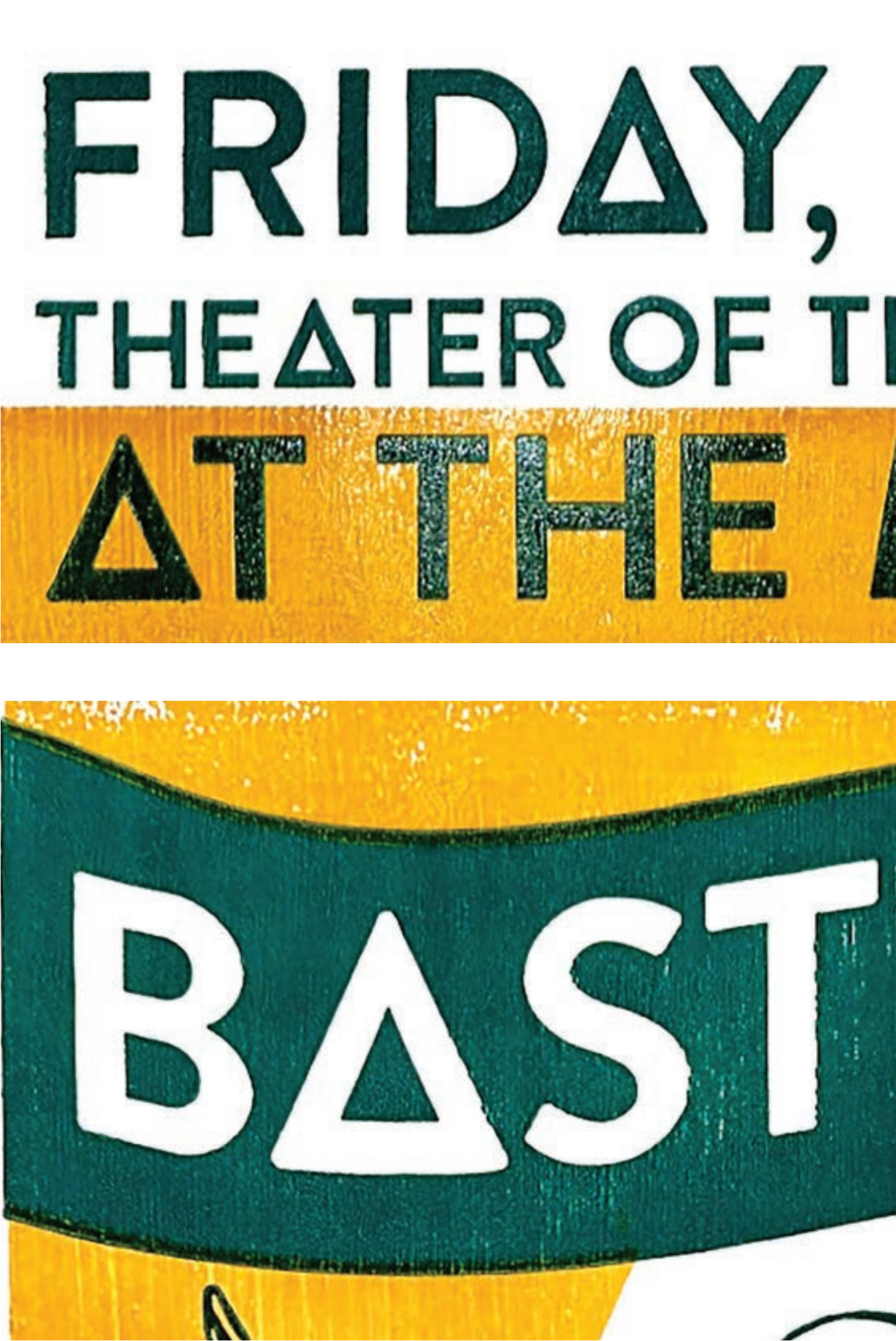
The goal of this project was to design and letterpress a poster to promote a Bastille concert. Bastille is a British indie band.

Concept

Bastille's name comes from a war that took place in Bastille, Paris. There is now a statue there to commemorate that day with an angel of liberty on top. I decided to take the angel from the top of the statue and make it as if they are playing the guitar.

Awards and Recognition

National Student Show Portfolio | 2024



French Cheese

Process & Project

The goal of this project was to design packaging for a French cheese company. I chose Germain, a dairy based in Chalancey in the Haute Marne region of France, as my company.

Concept

Germain makes specialty cheese from four specific regions of France. Since this is a higher end cheese company, I decided to base the packaging around something only true cheese connoisseurs would understand, their scent. Each of the three cheeses have distinct smells that can be associated with the wrapping.

Awards and Recognition

National Student Show Portfolio | 2024





Epoisses cheese is not only an excellent addition to a cheeseboard but also lends itself to a wide variety of hot and cold dishes, etc.

NUTRITIONAL INFORMATION FOR 100G:

Calories 1,201.00 KJ / 290.00 KCal | Fat 24.00g
Of which saturated 17.00g | Carbohydrates 1.00g
Of which sugars 0.30g | Protein 17.00g | Salt 1.80g

INGREDIENTS:

Pasteurized Cow's milk (Origin: France),
Salt, Cultures, and Marc de Bourgogne



Cookie Con

Process & Project

The goal of this project was to design and screen print a poster to promote Cookie Con. Cookie Con is a convention for cookie artists to gather, share, and learn new skills.

Concept

With this poster, I wanted to create something unexpected for this type of event. I decided to overprint patterns of baking materials in yellow and orange with the information for the event in blue and pink. This creates more colors where the text and patterns overlap, but still allows for readability because of the contrasting colors.

Awards and Recognition

Honorable Mention, International Design Awards | 2023

Honorable Mention, Graphis New Talent | 2024

National Student Show Portfolio | 2024



Early Birds & Night Owls

Process & Project

The goal of this project was to design a branding system for Early Birds & Night Owls. Early Birds & Night Owls is an antique store in Austin, TX.

Concept

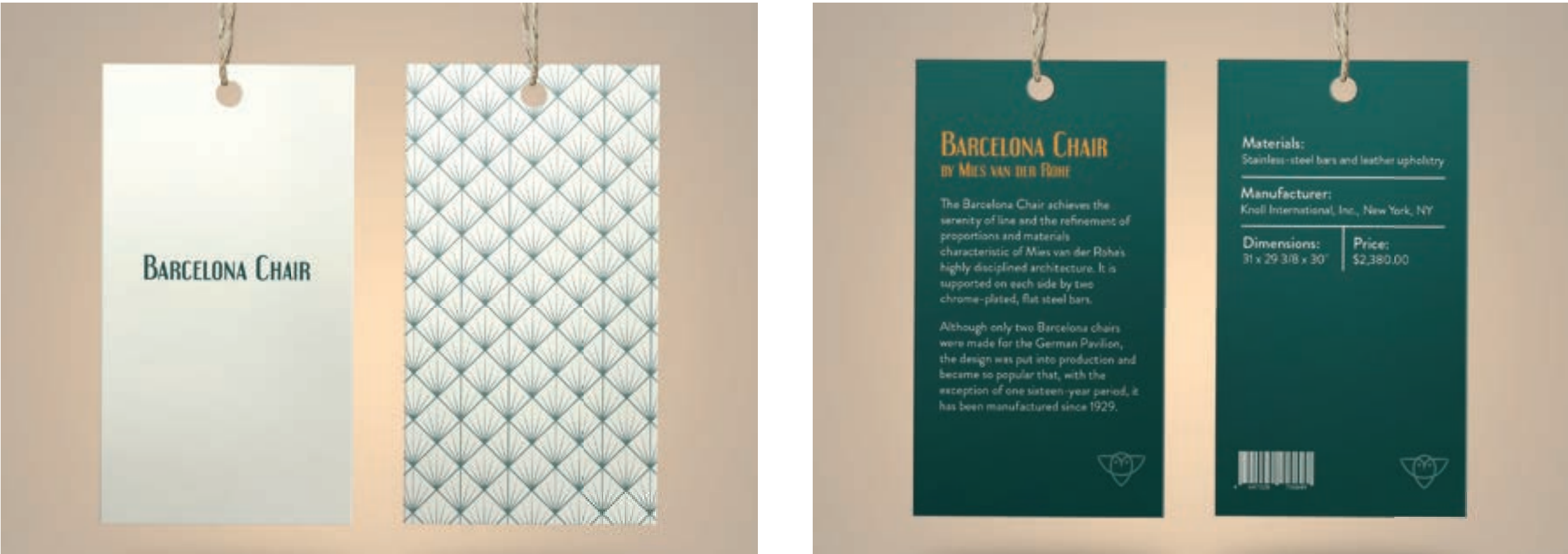
Since objects from the 1920's are newly classified as antiques I decided to heavily base my design in Art Deco. I designed a symbol logo, logo type, hang tag, social media posts, and a tote bag for this antique shop.

Awards and Recognition

- Silver, Graphis New Talnet | 2024
- Honorable Mention, International Design Awards | 2023
- National Student Show Portfolio | 2024



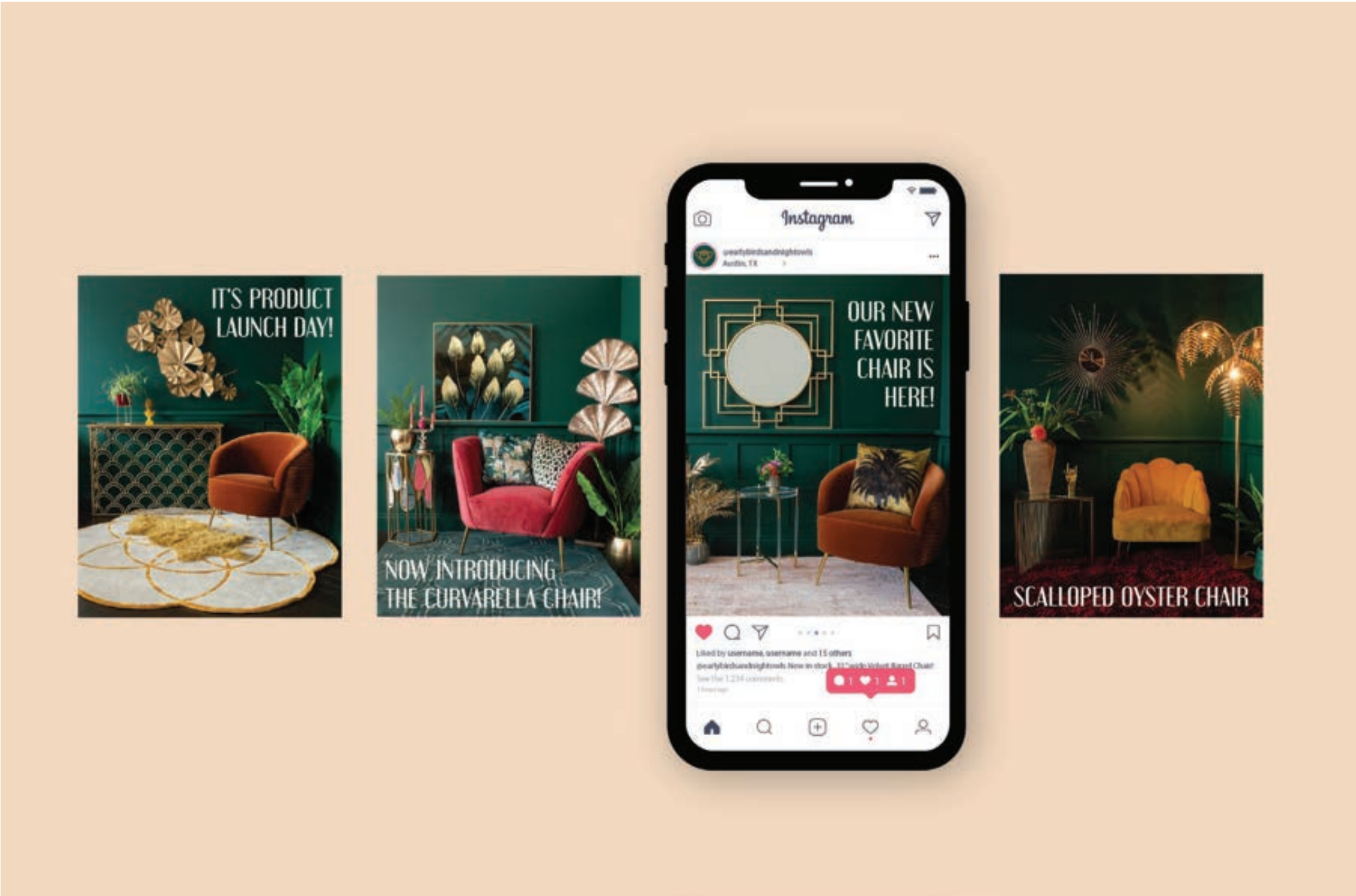
Hang Tag



Tote Bag



Social Media





Thank you for taking a look!

(325) 374-0572 | abigail@abigailkillough.com | abigailkillough.com | [@abigail.k.designs](https://www.instagram.com/abigail.k.designs)