



DESIGN
PORTFOLIO

3

Introduction

4

Résumé

5

Infographic

6

Music Covers

Neon Glow
Glowing Edges
Cutout
Torn Edges

10

One-Page Documents

Cover Design
Alamo
Football Ad
Wedding Menu

14

Before + After

Grimm's Fairy Tale
Political Ad

16

Long Document

Cover
Sample Pages
Layout Variation
Sample Pages

Cover: Personal logo created in Photoshop using a mask with background gradients over paper texture background. Text: Caslon CP Swash, Architecta.

Contents: Created with InDesign. Grid: 14 x 8 with 1p gutters. Text: Architecta.



I am a web professional based in Tyler, Texas. While I enjoy web design—even after 24 years—I cut my teeth on print design and layout. I use my Journalism degree daily in web content and other business writings. After years of writing technical documents on the job, I am formalizing that skill to include a Graduate Certification in Technical Writing program from the University of North Texas.

I have worked in the communications industry my entire career, including a newspaper, corporate advertising, and television broadcast ministry.

When I am not putting my visualizations online or in other digital formats, I am out designing in my yard or craft room. I also enjoy cooking for my Cuban husband and general shenanigans when my three nephews and niece visit.

Kelli Vazquez

Quote: Created in Illustrator. Text: Bodoni MT.

KELLI VAZQUEZ

Skilled web content and design professional with a love for words, clean design and typography. Focused and self-motivated with an eye for detail and proficient in many types of software. Highly disciplined and organized multitasker possessing expertise in organizing and cross-referencing material presented in a variety of formats.

Web Administrator & Broadcast Coordinator | Green Acres Baptist Church, Tyler, TX
Responsible for the entire website process from start to finish of all four of the organization's websites: concept, design, content, and maintenance. Set up podcast channels and weekly episode uploads. Designed and maintained a detailed database of teaching topics. Kept detailed records of all scheduled broadcasts. Served as archive conservator for the entire organization. The position involved technical writing and documentation of processes. Responsible for weekly assembly and management of e-newsletter. Heavy proofreading, formatting, and fact-checking of manuscripts for archive website. Maintained a Filemaker Pro database of manuscript material. Created summaries and keywords for manuscripts. Tracked website traffic via Unix logs and Google Analytics. Launched online magazines in conjunction with the in-house print shop. Created fillable pdf forms for other departments. Worked with other graphic artists to design teaching series artwork. Tracked and submitted department invoices and also prepared an annual budget, including expected monthly spending breakdowns. Maintained movie licenses and ensured compliance among departments. Wrote and distributed press releases to various media outlets.

Help Desk & Typesetter | Brookshire Grocery Company, Tyler TX
Software training, computer troubleshooting; developed a job tracking system for design staff; ad layout to required specifications.

Ad Design & Layout | Longview News-Journal, Longview, TX
Typesetting, ad design and layout for local businesses.

EDUCATION

University of North Texas
Currently enrolled
Technical Writing Graduate Certification
Expected Completion December 2021

The University of Texas at Tyler
B.S. Journalism/English, magna cum laude
Alpha Chi
The Patriot, Editor in Chief

Kilgore College
A.A. General Studies
The Ranger, Editor in Chief

REFERENCE

[Name]
Broadcast Director
Green Acres Baptist Church
555-555-5555
email@gabc.org

[Name]
Broadcast Office Manager
Green Acres Baptist Church
555-555-5555
email@gabc.org

[Name]
Legal Assistant
Black & Skaggs, P.C.
555-555-5555
email@gmail.com

@ email@gmail.com
☎ 555-555-5555

APPLICATIONS

Adobe Acrobat DC
Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Asana
Canvas
Constant Contact
Dragon Professional
Filemaker Pro
FlipDocs
MS Access/MS Excel
MS Outlook
MS PowerPoint
MS Word
QuarkXPress
Seriously Simple Podcasting
Subsplash App
WordPress
WPForms

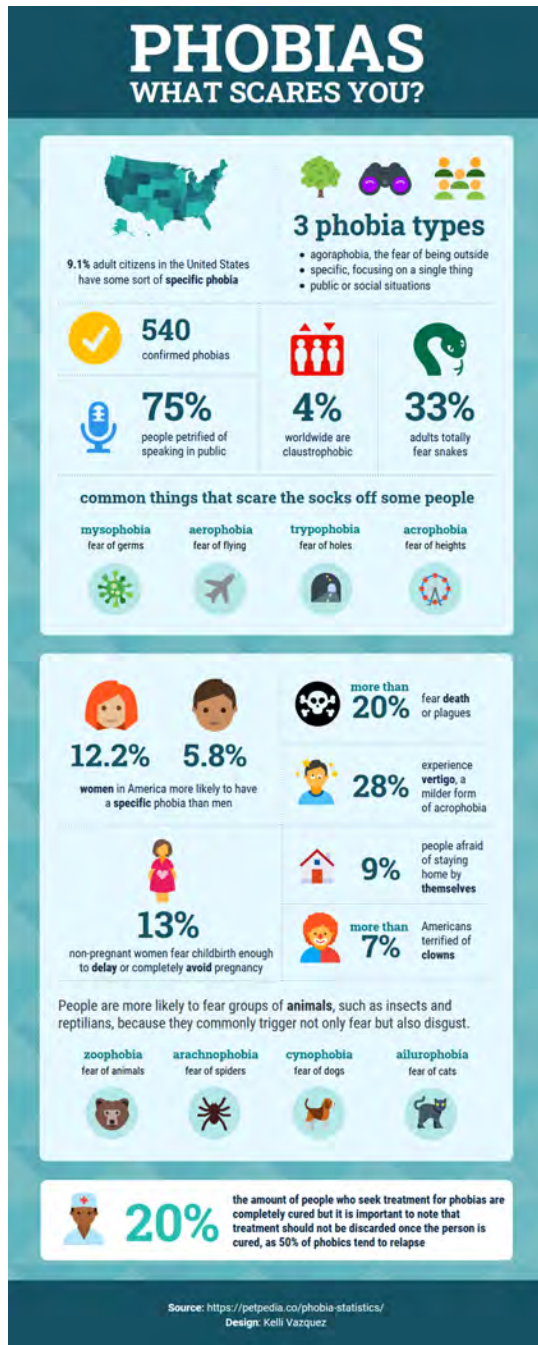
CODING

CSS
HTML
JavaScript
PHP
XML

SKILL SET

Copy Writing & Editing
Database Design
Database Maintenance
Forms Design
Graphic Design
Information Management
Movie License Management
Page Design & Layout
Podcast Library Design
Press Releases
Proofreading
Summarization
Technical Writing
Transcription
Troubleshooting
Typography
U.S. Code § 107 Compliance
Web Domain & Hosting Management

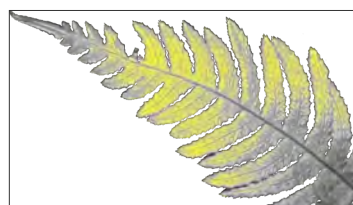
Résumé: InDesign document on a 10 x 10 grid with 1p gutters. Text: Proda Sans.



Infographic: Designed using free online resource Venngage.com infographic maker. Template: Pandemic Refugee Crisis Statistical Infographic. Text: Roboto Slab, Roboto Condensed.



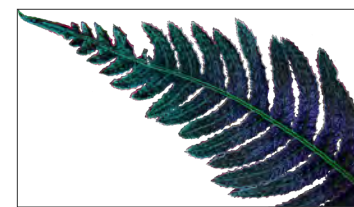
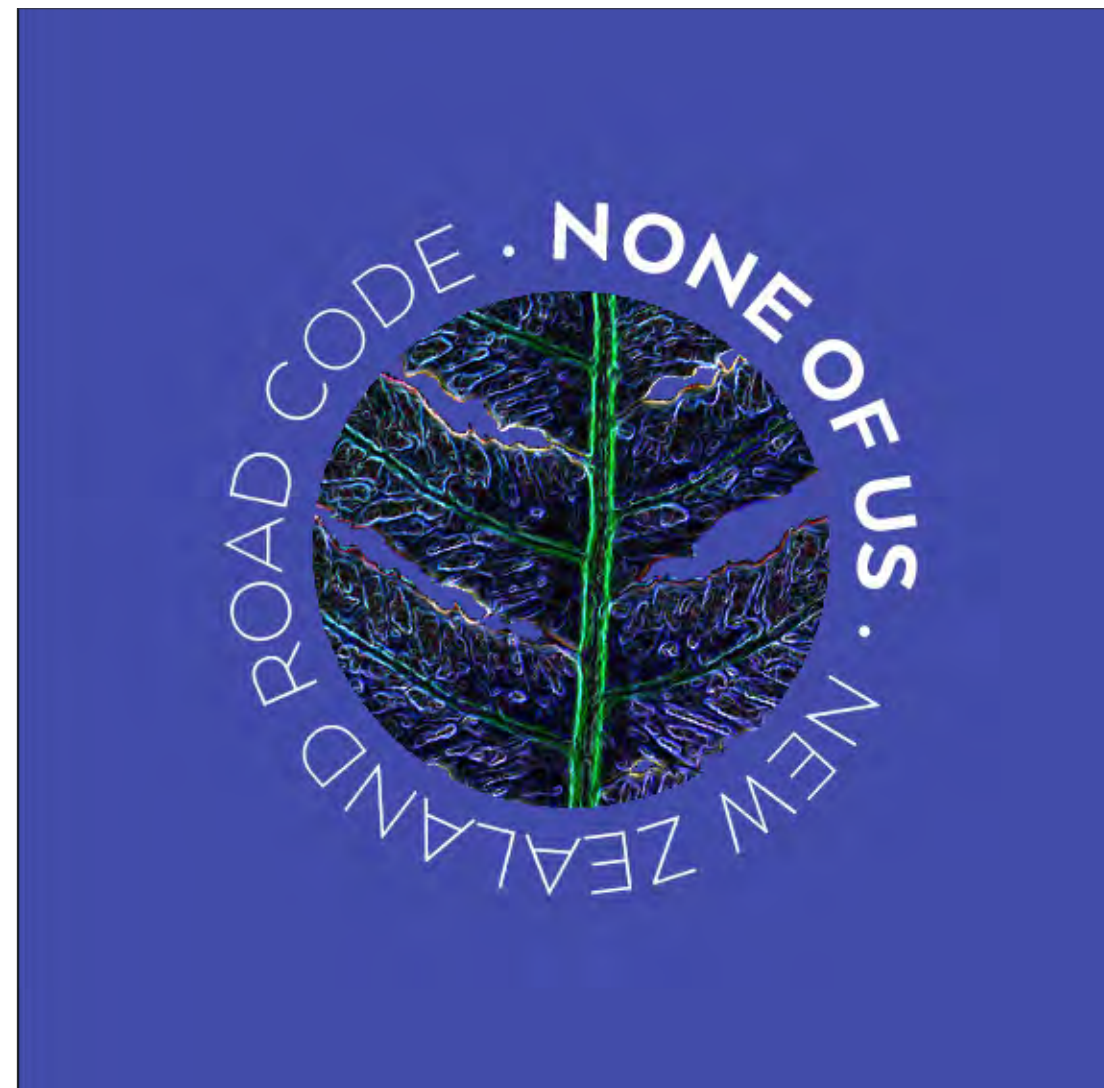
ORIGINAL



EFFECT

Neon Glow: Photoshop steps.

1. Image Adjustments > Desaturate.
2. Filters > Artistic > Neon Glow. Glow Size: 24; Glow Brightness: 34; Color: #f6f651.
3. Image Adjustments > Vibrance: +100.
4. Blending Options > Drop Shadow Structure: color #000000; opacity 57%, angle 85°; distance 20; spread 0; size 21. Default quality settings.
5. Text: Vision with Blending Options > General blend mode Overlay 100%; Outer Glow Structure: color #5e5e5e; blend mode normal; opacity 50%; Elements technique softer 8%; size 49.



EFFECT

Glowing Edges: Photoshop steps.

1. Filters > Stylize > Glowing Edges. Edge width: 2, Edge Brightness: 7; Smoothness: 5.
2. Use Ellipse tool in Shape mode to draw circle on portion of frond. Rasterize shape. Select shape using Magic Wand tool. Select inverse and delete.
3. Use Ellipse tool in Path mode to draw larger circle. Use Layer > Align to center shapes. Click on path with Text tool. Text: Architecta.



EFFECT

Cutout: Photoshop steps.

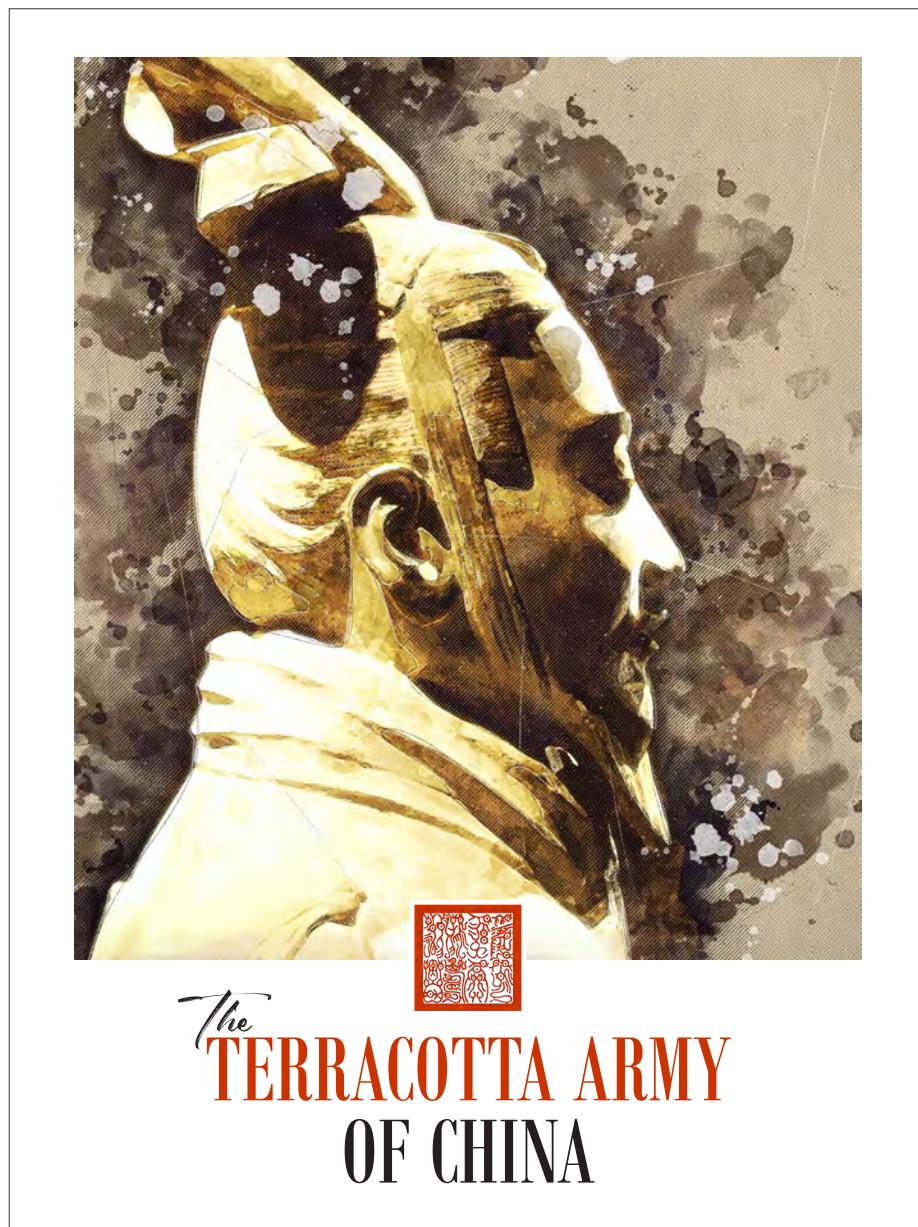
1. Filters > Artistic > Cutout. Number of levels 8; Edge simplicity 10; Edge fidelity 3.
2. Blending Options > Drop Shadow Structure: color #05292d; opacity 57%, angle 90°; distance 20; spread 0; size 21. Default quality settings.
3. Text: Nimbus Sans.



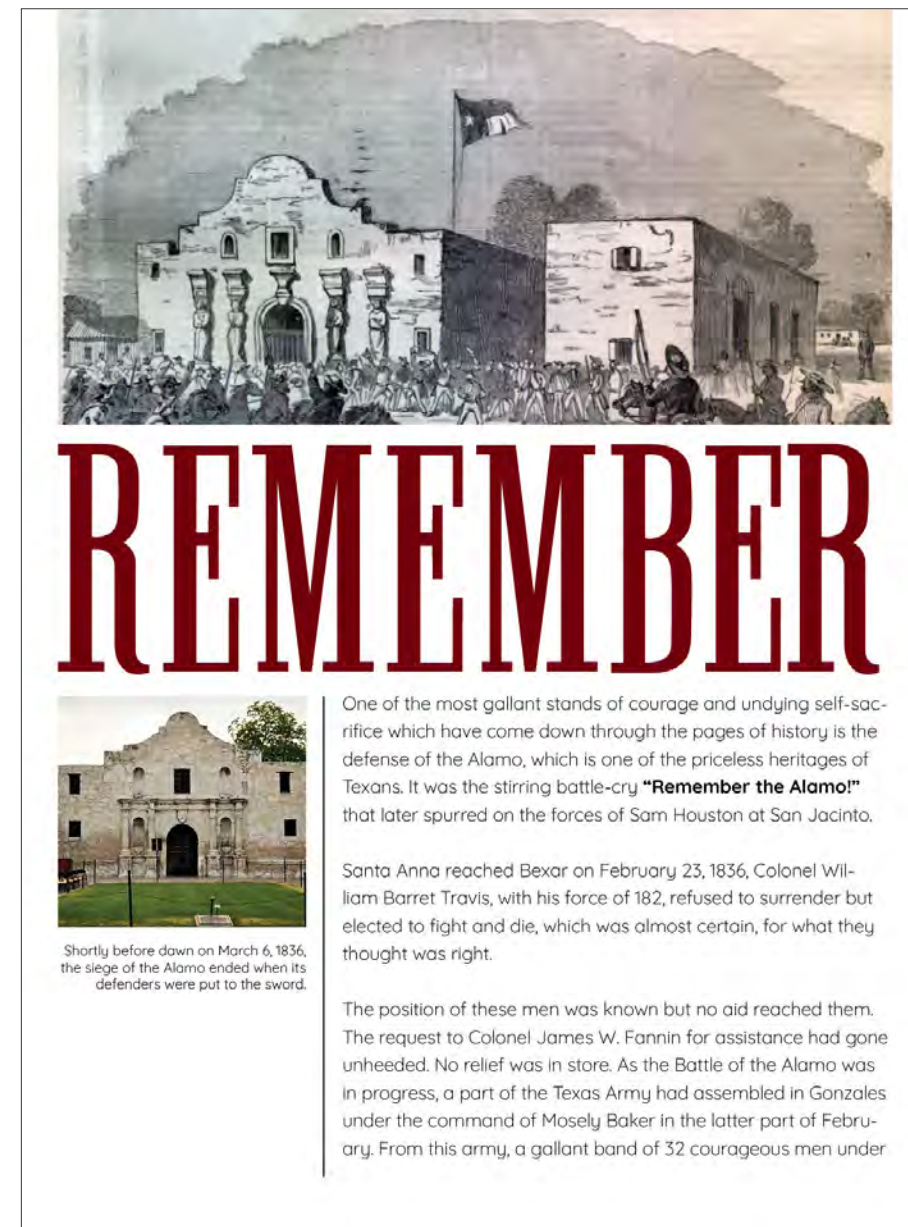
EFFECT

Torn Edges: Photoshop steps.

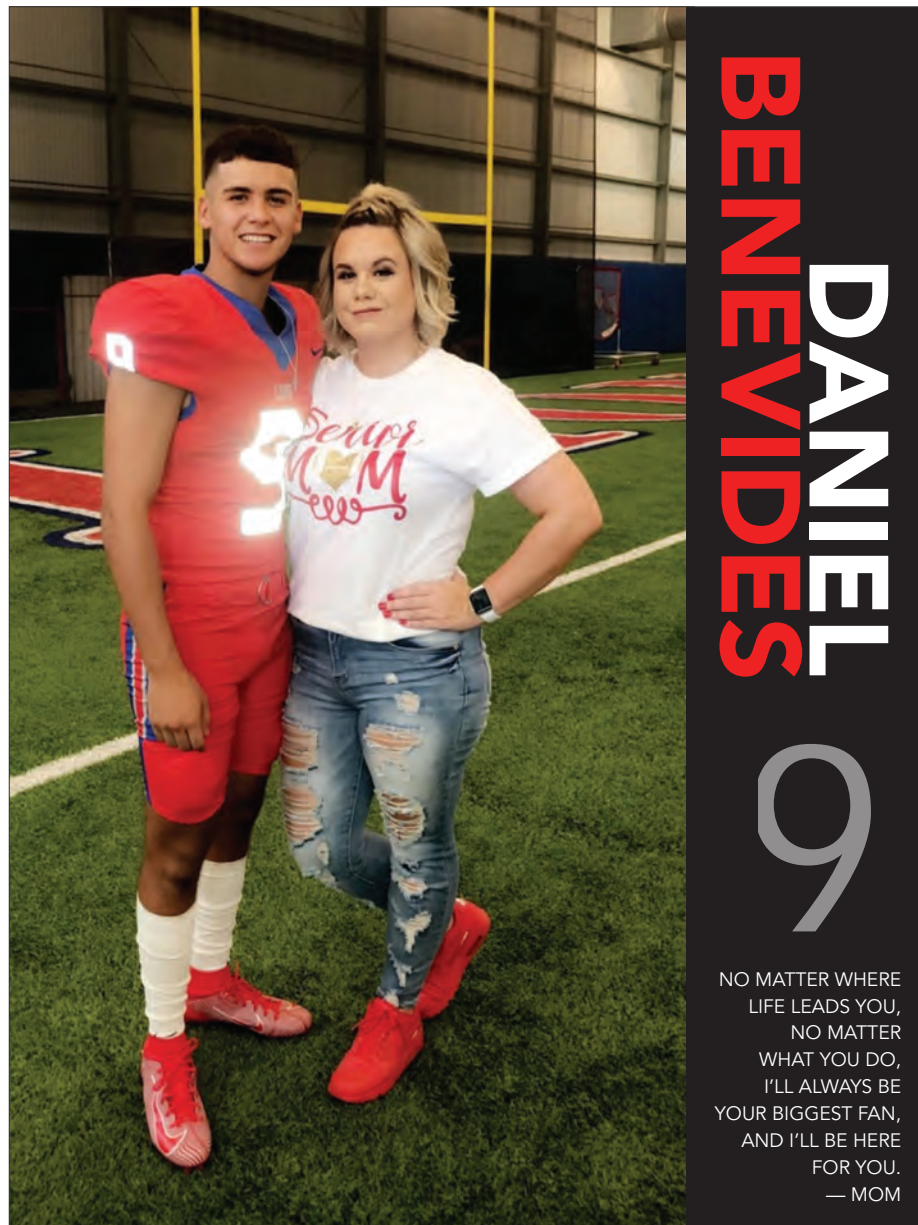
1. Filters > Sketch > Torn Edges image balance 41, smoothness 15, contrast 18.
2. Render > Lens Flare brightness 100%, lens type 50-300mm zoom.
3. Text: Arlington. Blending Options required detailed settings in each of these areas: bevel & emboss, stroke, inner shadow; inner glow; satin; gradient overlay; drop shadow.



Document Cover Design: TECM 5195 Developmental Edit, June 2021 InDesign cover. Images adapted from Wikimedia Commons using a series of Photoshop textures, brushes and filters. Grid: 8 x 6 with 1p gutters. Text: Bodoni MT Condensed, The Romantica.



Working with a Grid: One of three Alamo designs using the same grid in InDesign. Grid: 9 x 7 with 1p gutters. Text: Winchester Caps, Quicksand.



Football Ad: My niece asked me to create an ad for the senior section in her son's high school football magazine. Created with Indesign. Grid: 9 x 8 relative to page with 1p gutters. Text: Avenir, Architecta, Impact.

ONE-PAGE DOCUMENTS



Wedding Menu: Created in Illustrator using a single vector branch on a chalkboard background. Branch duplicated, flipped and resized to create a bushy illusion. Text: Kaleidos, Salt & Spices Pro SC.

The Straw, The Coal and the Bean
Jacob and Wilhelm Grimm

In a village dwelt a poor old woman, who had gathered together a dish of beans and wanted to cook them. So she made a fire on her hearth, and that it might burn the quicker, she lighted it with a handful of straw. When she was emptying the beans into the pan, one dropped without her observing it, and lay on the ground beside a straw, and soon afterwards a burning coal from the fire leapt down to the two. Then the straw began and said, dear friends, from whence do you come here. The coal replied, I fortunately sprang out of the fire, and if I had not escaped by sheer force, my death would have been certain, I should have been burnt to ashes. The bean said, I too have escaped with a whole skin, but if the old woman had got me into the pan, I should have been made into broth without any mercy, like my comrades. And would a better fate have fallen to my lot, said the straw. The old woman has destroyed all my brethren in fire and smoke. She seized sixty of them at once, and took their lives. I luckily slipped through her fingers. But what are we to do now, said the coal.

I think, answered the bean, that a escaped death, we should keep together lest a new mischance should overtake together, and repair to a foreign

The proposition pleased the two other way together. Soon, however, they as there was no bridge or foot-plank were to get over it. The straw hit I will lay myself straight across, me as on a bridge. The straw there one bank to the other, and the coal disposition, tripped quite boldly. But when she had reached the middle beneath her, she was, after all, a ventured no farther. The straw, ho in two pieces, and fell into the s her, hissed when she got into the The bean, who had prudently stayed not but laugh at the event, was un heartily that she burst. It would likewise, if, by good fortune, a t search of work, had not sat down t a compassionate heart he pulled ou sewed her together. The bean thank as the tailor used black thread, a black seam.

The Straw, the Coal and the Bean

by Jacob and Wilhelm Grimm



In a village dwelt a poor old woman, who had gathered together a dish of beans and wanted to cook them. So she made a fire on her hearth, and that it might burn the quicker, she lighted it with a handful of straw. When she was emptying the beans into the pan, one dropped without her observing it, and lay on the ground beside a straw, and soon afterwards a burning coal from the fire leapt down to the two. Then the straw began and said, "Dear friends, from whence do you come here?"

The coal replied, "I fortunately sprang out of the fire, and if I had not escaped by sheer force, my death would have been certain, I should have been burnt to ashes."

The bean said, "I too have escaped with a whole skin, but if the old woman had got me into the pan, I should have been made into broth without any mercy, like my comrades."

"And would a better fate have fallen to my lot?" said the straw. "The old woman has destroyed all my brethren in fire and smoke. She seized sixty of them at once, and took their lives. I luckily slipped through her fingers."

"But what are we to do now?" said the coal.

"I think," answered the bean, "that as we have so fortunately escaped death, we should keep together like good companions, and lest a new mischance should overtake us here, we should go away together, and repair to a foreign country."

The proposition pleased the two others, and they set out on their way together. Soon, however, they came to a little brook, and as there was no bridge or foot-plank, they did not know how they were to get over it. The straw hit on a good idea, and said, "I will lay myself straight across, and then you can walk over on me as on a bridge." The straw therefore stretched itself from one bank to the other, and the coal, who was of an impetuous disposition, tripped quite boldly on to the newly-built bridge. But when she had reached the middle, and heard the water rushing beneath her, she was, after all, afraid, and stood still, and ventured no farther. The straw, however, began to burn, broke in two pieces, and fell into the stream. The coal slipped after her, hissed when she got into the water, and breathed her last. The bean, who had prudently stayed behind on the shore, could not but laugh at the event, was unable to stop, and laughed so heartily that she burst. It would have been all over with her, likewise, if, by good fortune, a tailor who was traveling in search of work, had not sat down to rest by the brook. As he had a compassionate heart he pulled out his needle and thread, and sewed her together. The bean thanked him most prettily, but as the tailor used black thread, all beans since then have a black seam.

BEFORE

AFTER

Before + After: "Typography and Persona" InDesign assignment. Original document from an online collection of Grimm's Fairy Tales in raw text. Grid: 6 x 10 with 1p gutters. Text: Baskerville Old Face, Typographer Woodcut Initials One.

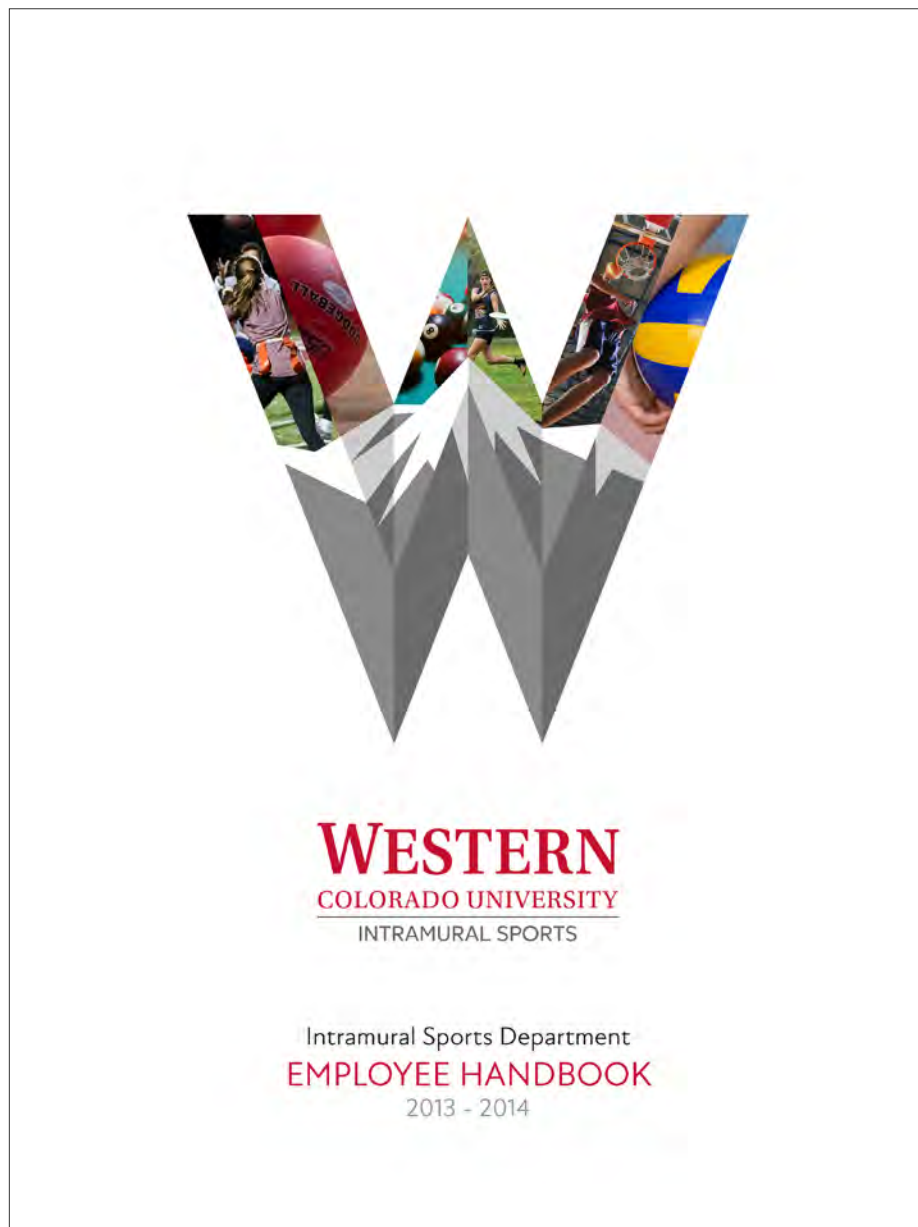
American Patriotic Comedy Tour
www.dannycurtis.com Fund Raiser
for
Mitchell Soto Talamo
Bergen Cty Freeholder----- Cliffside Park Town Council
Professional
Dinner & Comedy Show
\$ Fund-
Thursday Oct
For Information & Reservations--Email: :m
6:30pm Dinner followed by Pro
at Cafe Tivoli 533 Sch
Suggested D
Paid for by SOTO

BEFORE

Dinner & COMEDY SHOW FUNDRAISER
Fundraising Event Supporting Local Candidates for Election
Eric Soto
Cliffside Park Town Council
Michele Talamo
Cliffside Park Town Council
John Mitchell
Bergen County Freeholder
Tickets \$55*
DONATION EVENT INCLUDES DINNER
*SUGGESTED DONATION
Thursday, Oct. 7, 2010
Dinner at 6:30 p.m. followed by Show
Café Tivoli, 533 Schaler Blvd.
Ridgefield, NJ
American Patriotic Comedy Tour by www.dannycurtis.com
Paid for by Soto-Talamo 2010

AFTER

Before + After: "Works-Every-Time" assignment. Before image found online. InDesign grid: 10 x 3 with 1p gutters with Proda Sans text. Artwork created in Photoshop using stock art background, Kaleidos and Proda Sans typefaces and stock art marquee alphabet.



Long Document: "Creating a Multipage Document" InDesign assignment. Western Colorado University Intramural Sports Department Employee Handbook. Grid: 10 x 6 with 2p gutters. Text: Atten New.

CONTENTS

INTRODUCTION

A Word from the Intramural Sports Program Director.....	4
Contacts.....	5
Mission Statement.....	6

GUIDELINES

General Guidelines.....	7
Work Contracts.....	8
Time Cards.....	8
Pay Day.....	8
False Hours.....	9
Payroll.....	9

RESPONSIBILITIES

Intramural Sports Director.....	
Intramural Sports Supervisor.....	
Intramural Sports Official.....	
General Expectations.....	
Meetings.....	
Availability/Scheduling.....	

OFFICIATING

Mechanics: Before You Officiate.....	
Importance of Officials.....	
Officiating Tips.....	

WORK CONTRACTS

All hired employees must have a work contract prior to beginning work for WSCU Intramural Sports Program. Work contracts can be found online through MyWSCU. The employee fills out their portion of the contract; brings the contract to the Intramural Sports director to fill out; then returns the completed contract back to the financial aid office in Taylor. After this has been accomplished, a timecard for that employee will be sent to Intramural Sports office and the employee is ready to begin working for the Intramural Sports Department!

TIME CARDS

All employees at WSCU Intramural Sports must have a time card (blue) for their job position. Each time card includes minimum of 30 working days (the 16th to 15th of each month). Everyone on staff is to write in the hours they worked. Time cards will be looked over at the end of each pay period for false hours!

PAY DAY

Pay day is on the 25th of each month. Employees may receive a direct deposit or pick up their check from cashier's office. In order to receive payment, everyone on staff is to add their total amount of hours without rounding on their cards. All completed time cards are due by the 15th of each month.

MISSION STATEMENT

The mission of the Western State Colorado University Intramural Sports Program is to provide students with the opportunity to participate in a variety of competitive recreational sports in a safe environment. We aim to provide quality service and facilities. It is our goal to promote healthy lifestyles and wellness.

The Intramural Sports Program is one of the most popular student activities at Western State Colorado University. The program is dedicated to providing all students, regardless of age, gender, skill level or past experience, opportunities to participate in recreational events in a fun and safe environment while promoting physical fitness and competition, social interaction and student involvement. Annually, the program offers a wide range of team, dual, and individual leagues and tournaments designed to meet the needs and interests of the diverse campus population. Activities offered include flag football, co-rec softball, men's basketball, women's basketball, indoor volleyball, indoor soccer, billiards, horseshoes, dodge ball, softball, floor hockey, Ultimate Frisbee, and much more.

Intramural Sports is a structured program that allows Western students to participate in organized team competitions right here on campus. These sports provide a great opportunity for physical activity while promoting wellness, healthy competition and friendship. Participation is not required, and an individual does not have to be highly skilled to participate. Activity and participation for all who are interested!

INTRODUCTION - 6

Layout Variation: Four of the 29 pages in this document feature a grey background not only to break up the white space, but to spotlight content.

GENERAL GUIDELINES

All employees are expected to fulfill the following guidelines:

- Attend all appropriate meetings required for their position.
- Perform all assigned duties and responsibilities.
- Wear the required uniform shirt and bring a whistle, which are both provided.
- Work the entire shift that they are assigned.
- Report for work on time. If an individual cannot work the shift for which they are assigned, it is their responsibility to find an appropriate substitute and notify the scheduled supervisor for that night.
- If absent from work due to an illness or an emergency employees are still expected to let the scheduled supervisor know.
- Text messaging/phone use is not allowed during Sports event.

SPORTSMANSHIP RATING RUBRIC

All teams below 3.0 Sportsmanship rating average will not be allowed to participate in playoffs:

- 4 - Perfect Conduct and Sportsmanship - There are no problems with team members and the game carries on perfectly.
- 3 - Good Conduct and Sportsmanship - Team members verbally complain about some decisions made by the officials and/or show minor dissension, which may or may not merit a technical foul. Teams that receive 1 technical foul will receive no higher than a "3" rating.
- 2 - Average Conduct and Sportsmanship - Team shows verbal dissent towards officials and/or the opposing team, which may or may not merit a technical foul. Captain exhibits minor control over his/her teammates, but is in control of him/her. Teams receiving multiple technical fouls will receive no higher than a "2" rating.
- 1 - Below Average Conduct and Sportsmanship - Teams constantly comment to the officials and/or opposing team from the fields and/or sidelines. The team captain exhibits little or no control over teammates and/or himself/herself. A team which receives an ejection can receive no higher than a "1" rating.
- 0 - Poor Conduct and Sportsmanship - Team is completely uncooperative. Captain has no control over teammates, and/or himself/herself. Any team causing a game to be forfeited, other than by not showing, or receives multiple ejections shall receive a "0" rating.

CONDUCT - 24