

carolyn *battenberg*

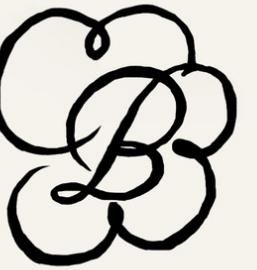
Design Portfolio

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2024



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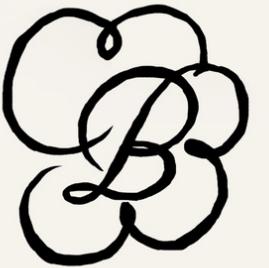
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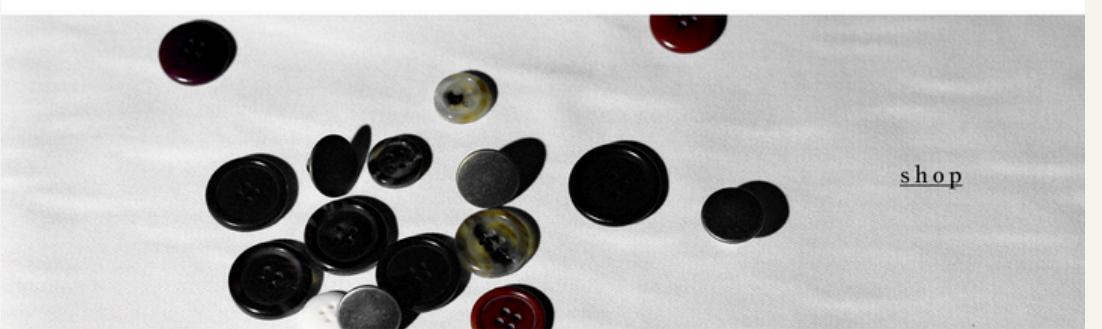


about me

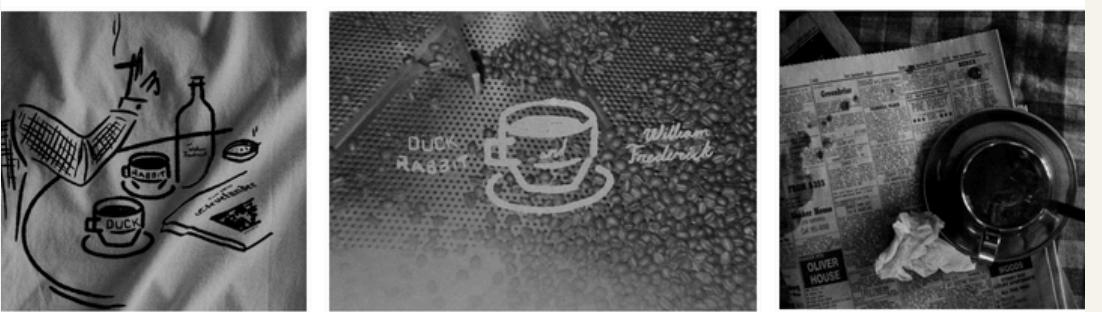
Hello, my name is Carolyn Battenberg. I am a graphic designer based out of Brooklyn, NY. I graduated Magna Cum Laude from Kent State University with a Bachelor of Science in Fashion Merchandising and a minor in Fashion Media.

I work with fashion, beauty, lifestyle, and luxury brands to create thoughtful and unique designs and content that will reflect their brand's image and values.

I am experienced in Adobe Creative Suite programs such as Photoshop, Lightroom, Acrobat, Premiere Pro, Illustrator, and InDesign. I am also proficient in design programs like Canva and Figma.



DUCK RABBIT X WILLIAM FREDERICK

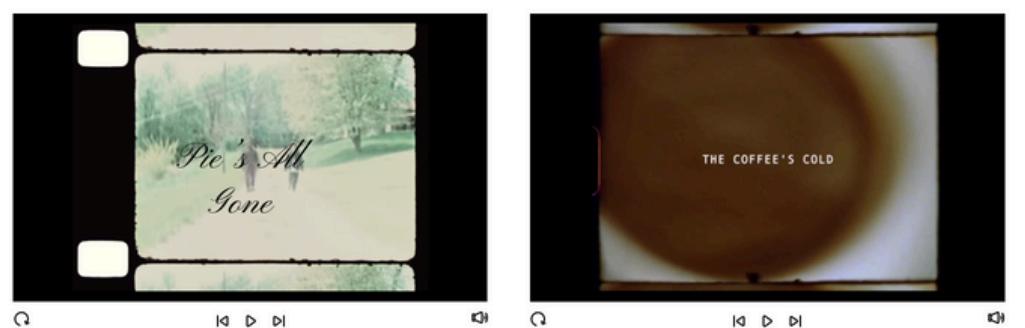


winter 23 on film



all products are designed, developed, and manufactured in cleveland, ohio.

PRIOR COLLECTIONS



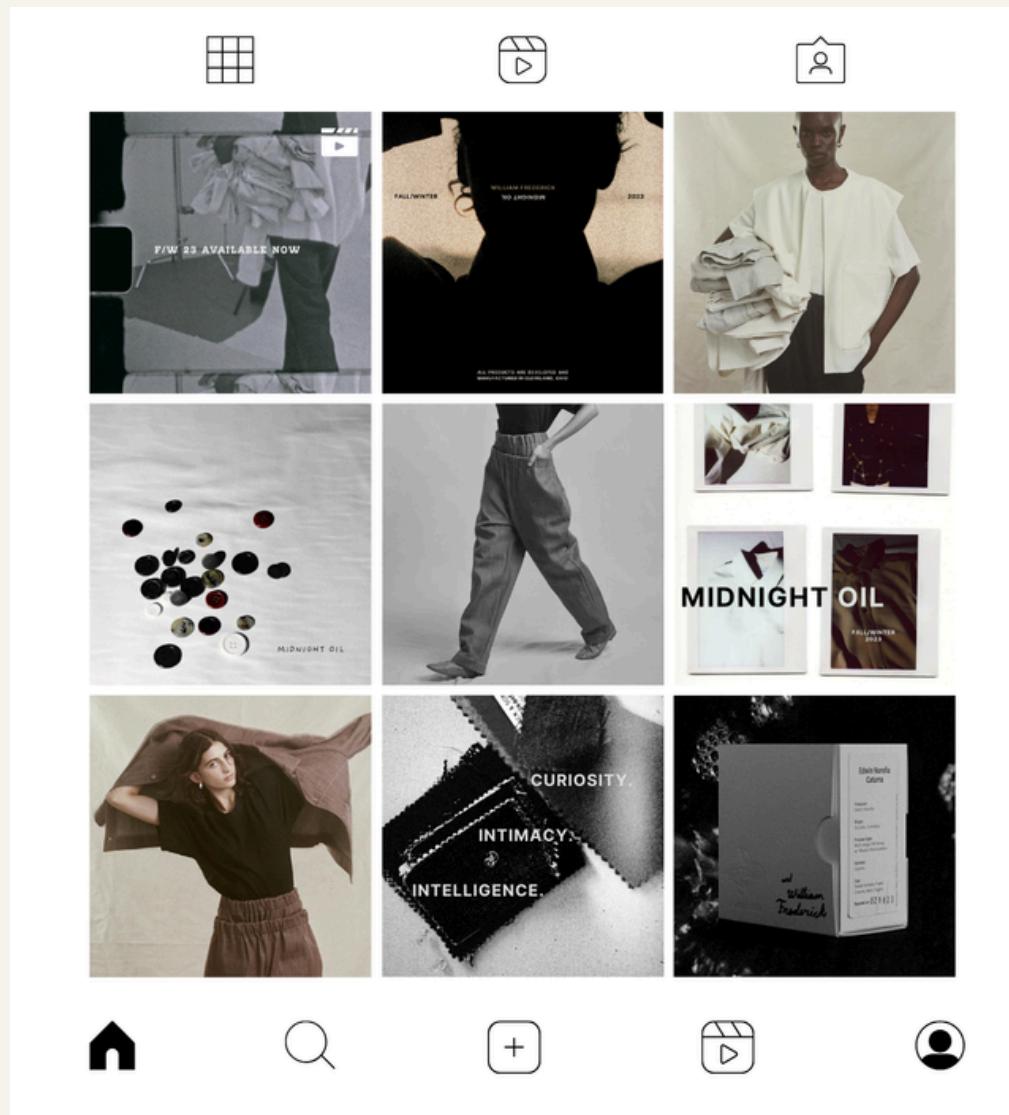
MADE IN CLEVELAND



WEB DESIGN & INSTAGRAM GRID

william frederick

William Frederick is a Cleveland based clothing brand. This design expands on their current website design to introduce their upcoming collections.



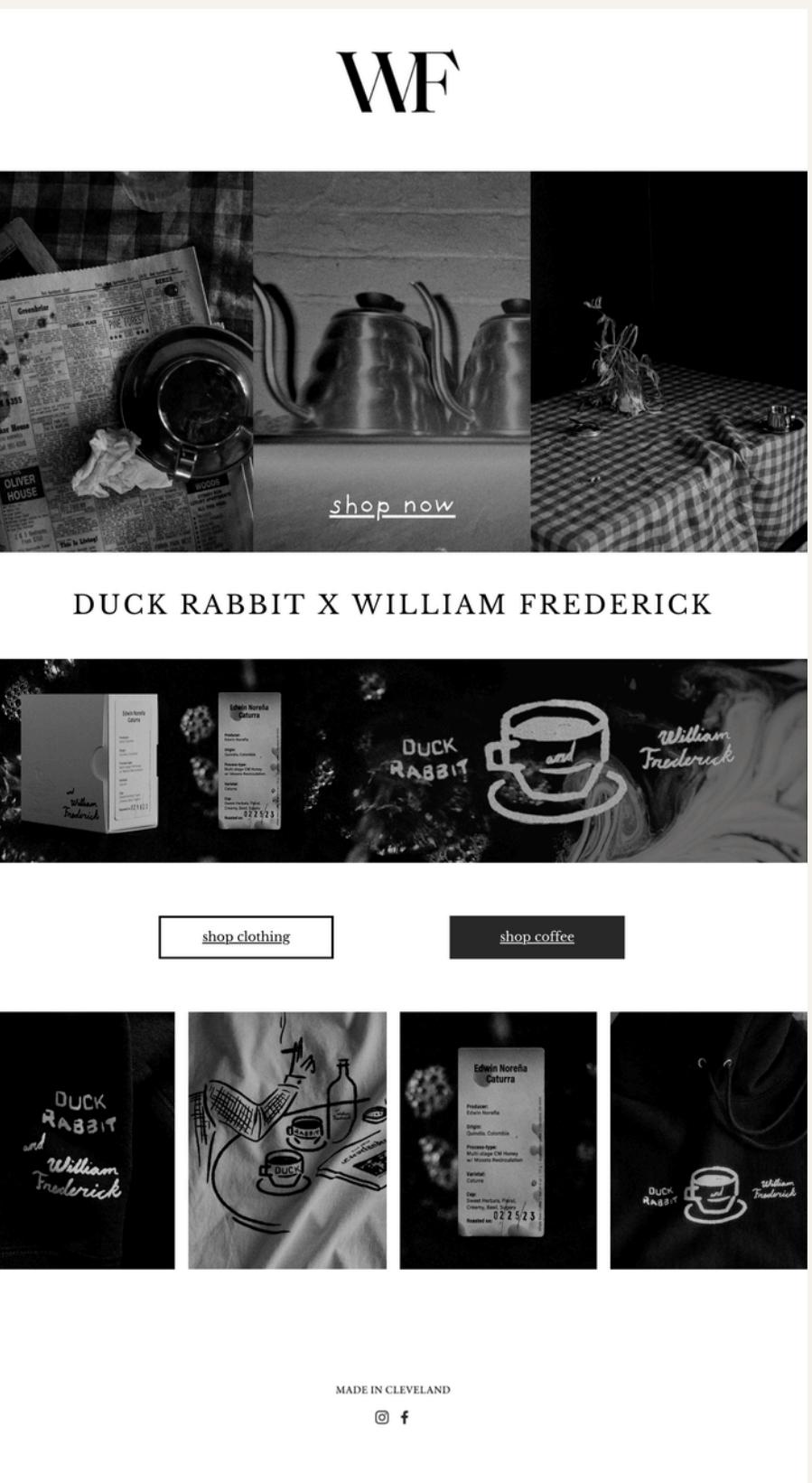
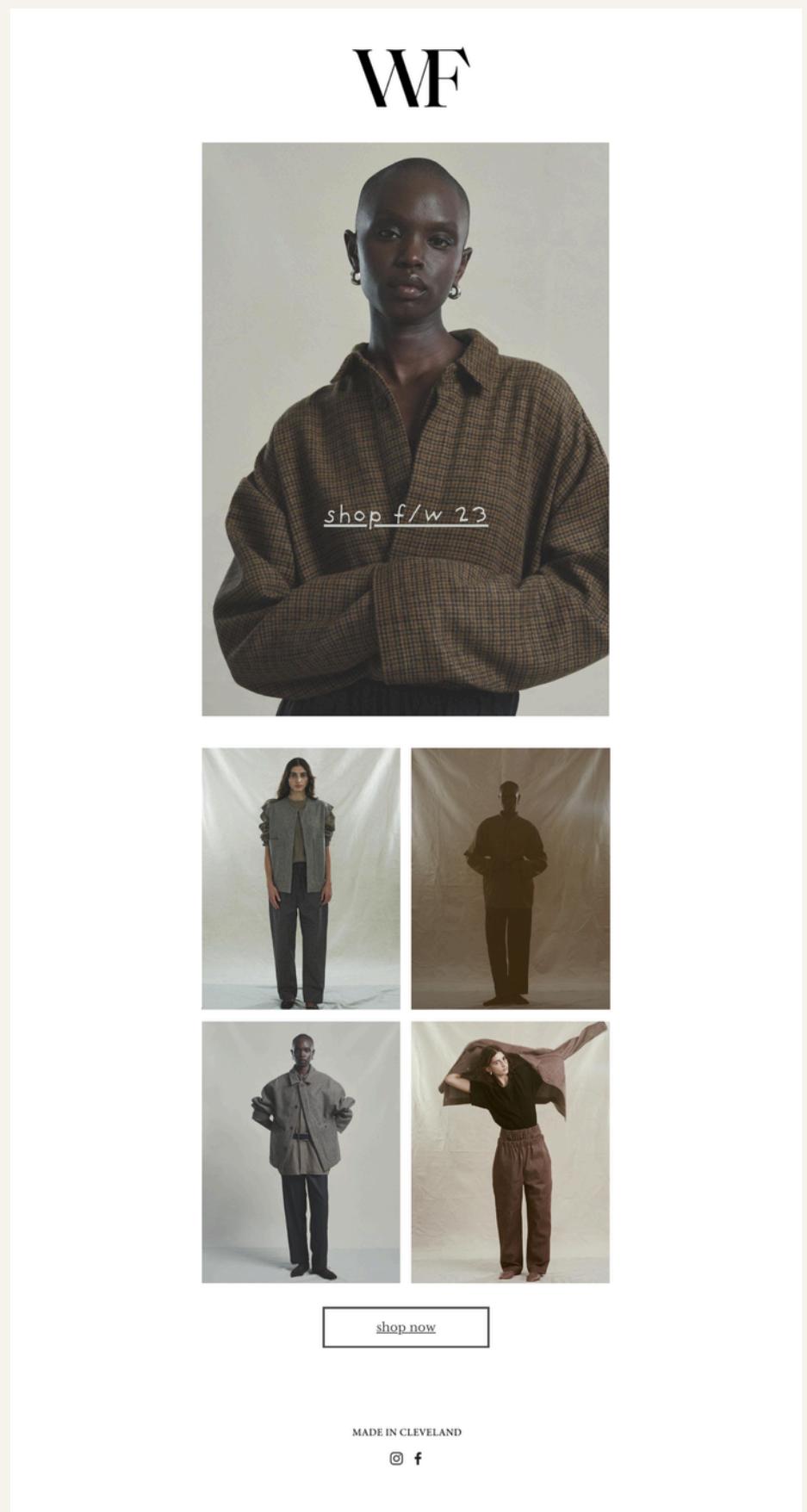
The content featured on William Frederick's Instagram is art and design-based. It typically features film photography of both clothing and related lifestyle content with a muted color scheme. This grid features e-commerce images, promotional videos, and graphics that elevate their casual post style.

Created in Figma

Created in Canva

william frederick

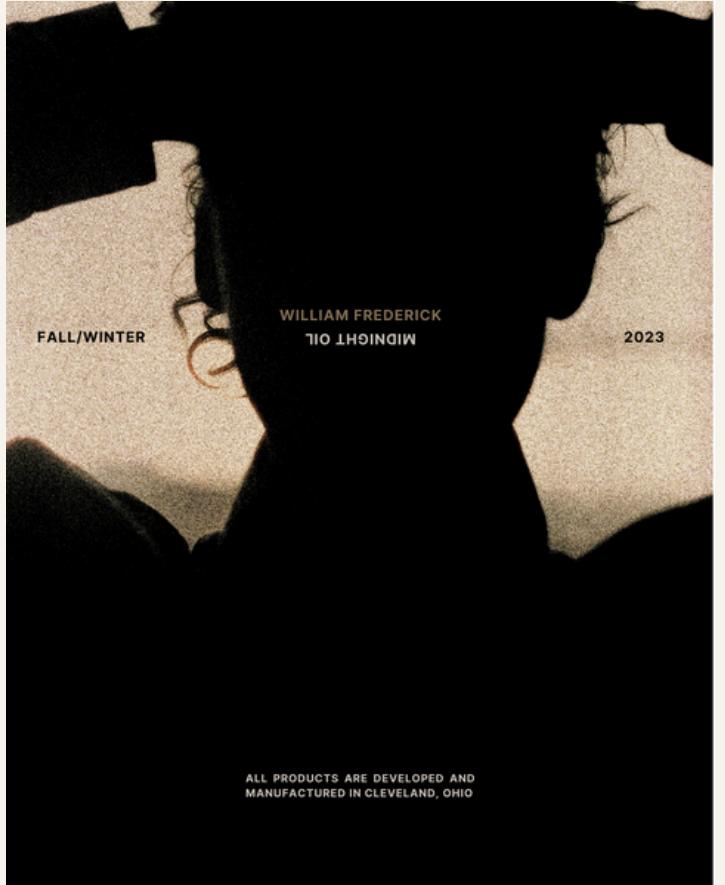
These emails feature promotion for William Frederick's Fall/Winter 2023 collection and their collaboration with Duck Rabbit coffee.



ADVERTISEMENT

william frederick

These ads were created for William Frederick's Fall/Winter 2023 campaign.



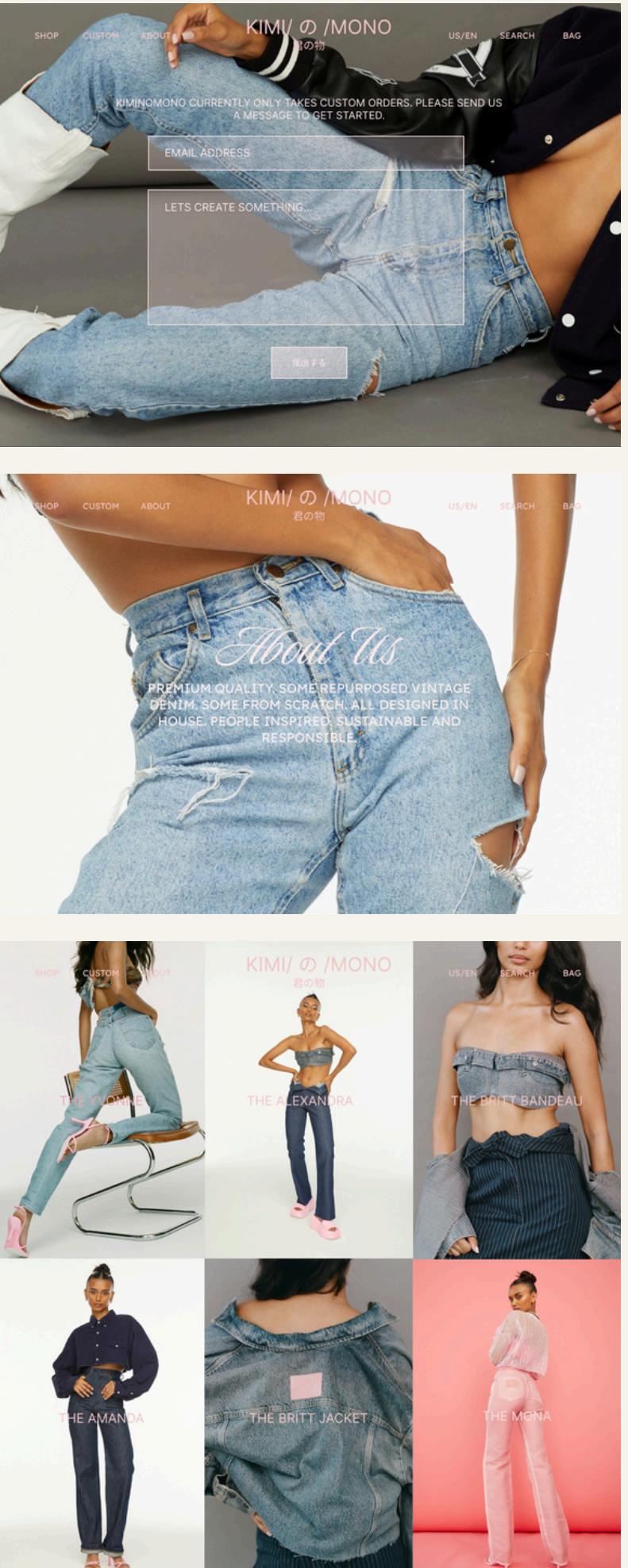
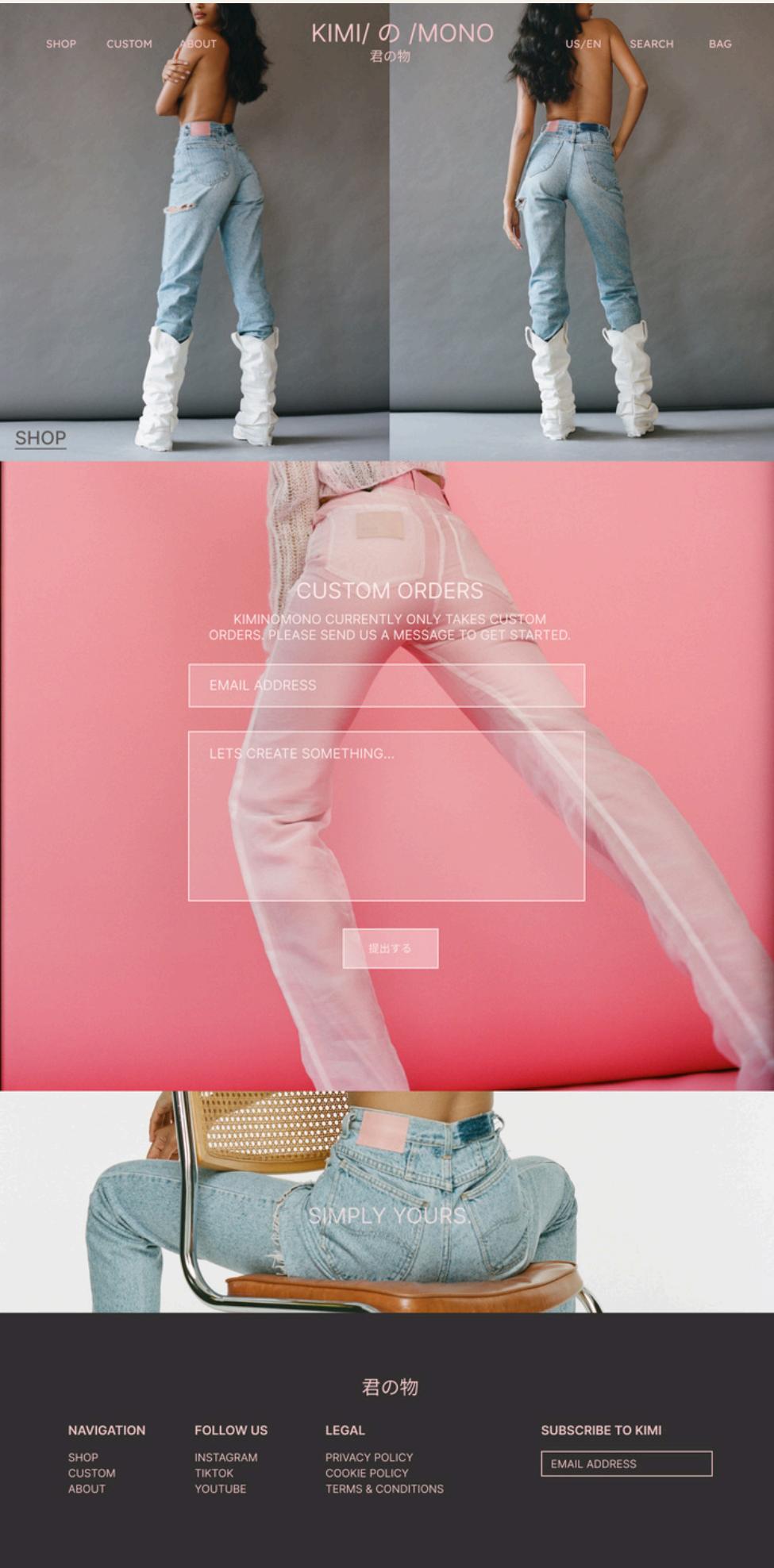
William Frederick is a clothing brand that values curiosity, intimacy, and intelligence.

Highlighting these pillars, we created unique advertisements using details that show more intimate 'behind the scenes' imagery instead of the products themselves.

Created in Adobe Photoshop

kiminomono

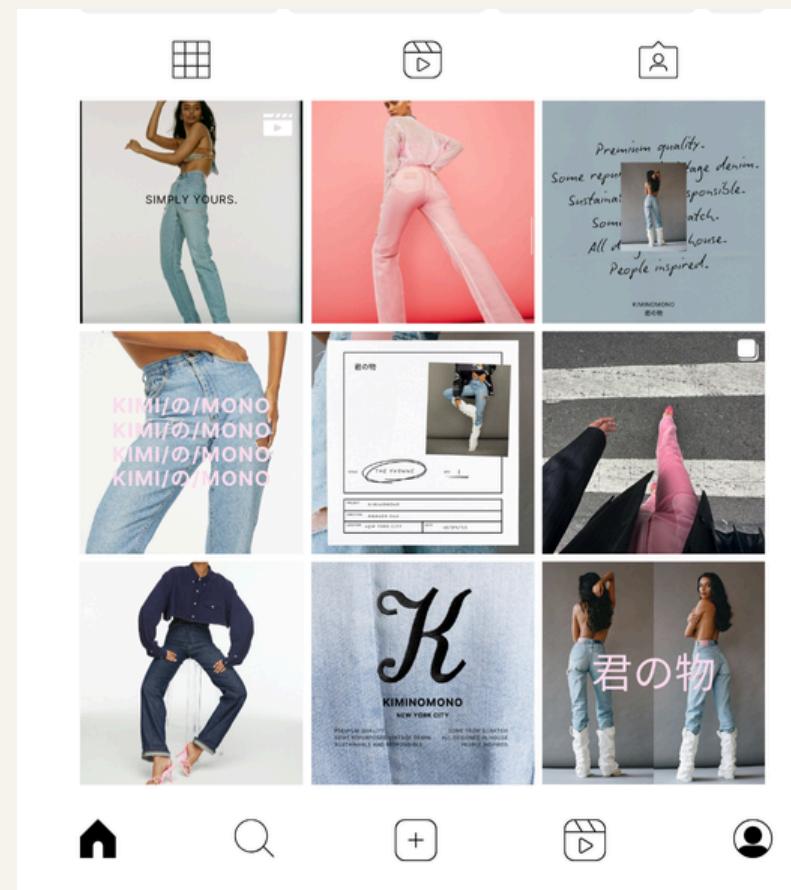
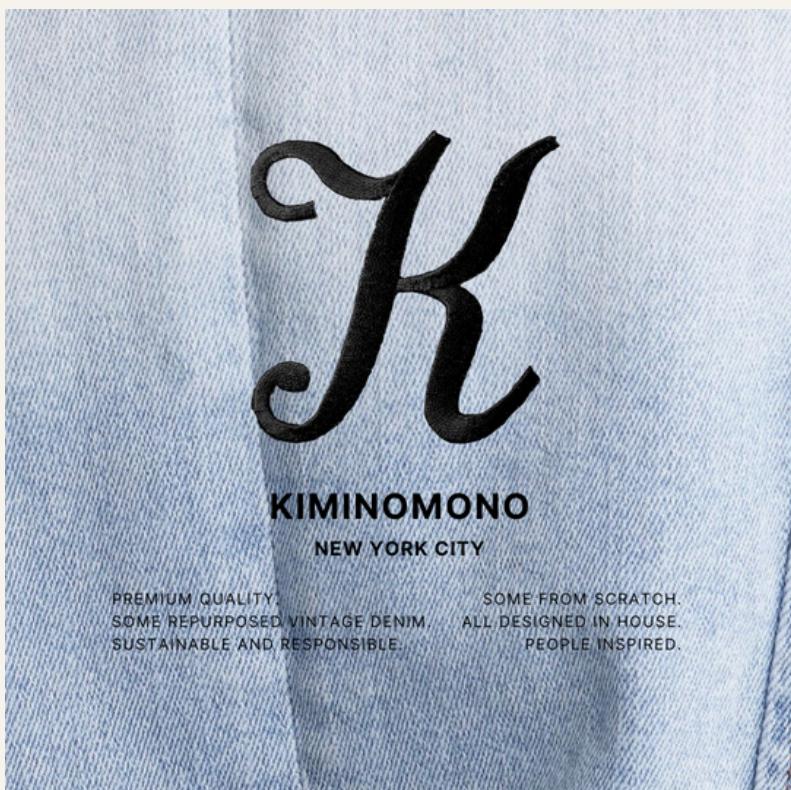
Kiminomono is a luxury sustainable denim brand that uses ethically sourced denim to create one-of-a-kind designs. I worked with them to create a website that highlights their feminine and modern branding and unique designs.



Created in Figma

ADVERTISEMENT & INSTAGRAM GRID

kiminomono



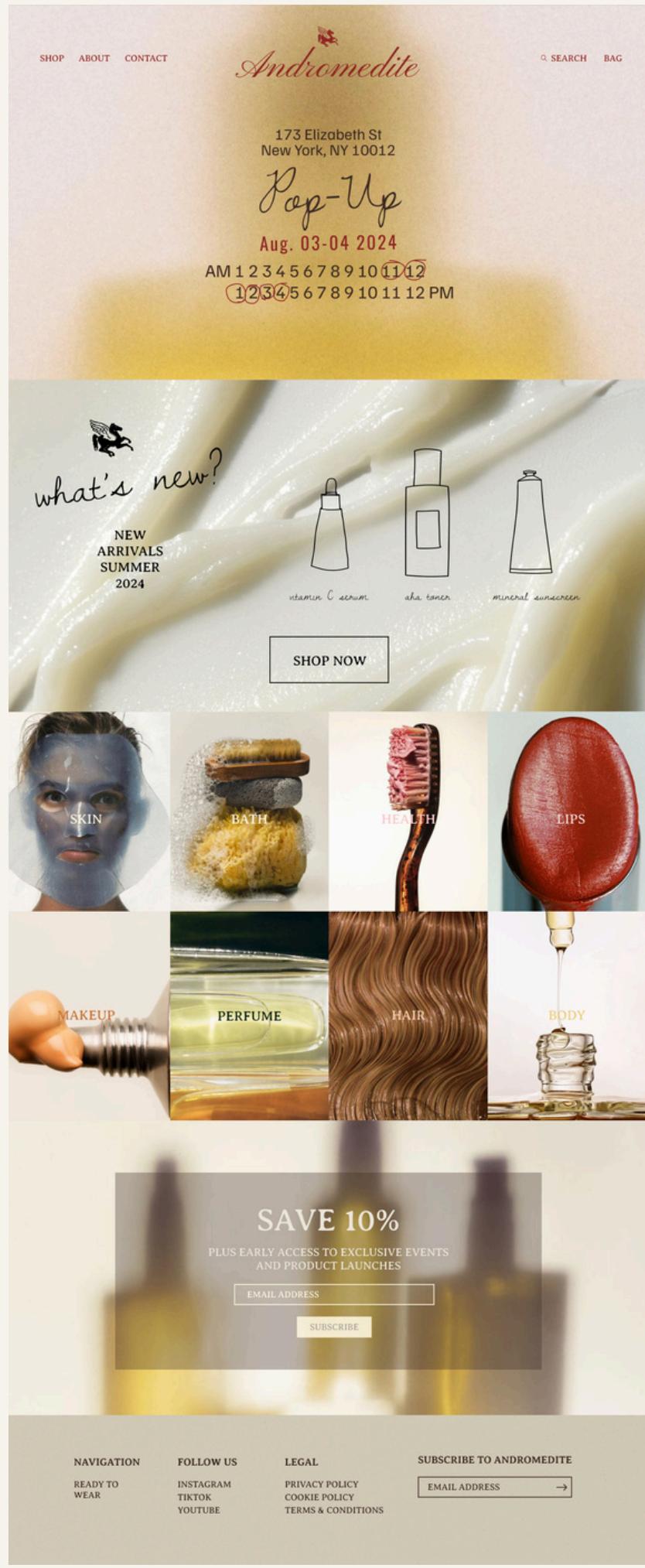
These advertisements were created for Kiminomono's Instagram advertisement campaign.

Inspired by personalized items like handwritten notes, order forms, and embroidery, these were created to convey the care and personalization that is put into every order.

Kiminomono's social media focuses on uniqueness and the personalization aspects of the brand. Each pair of jeans is unique and specially made to order, which should be reflected in their branding.

The color palette focuses on denim and feminine pops of pink while using modern typography.

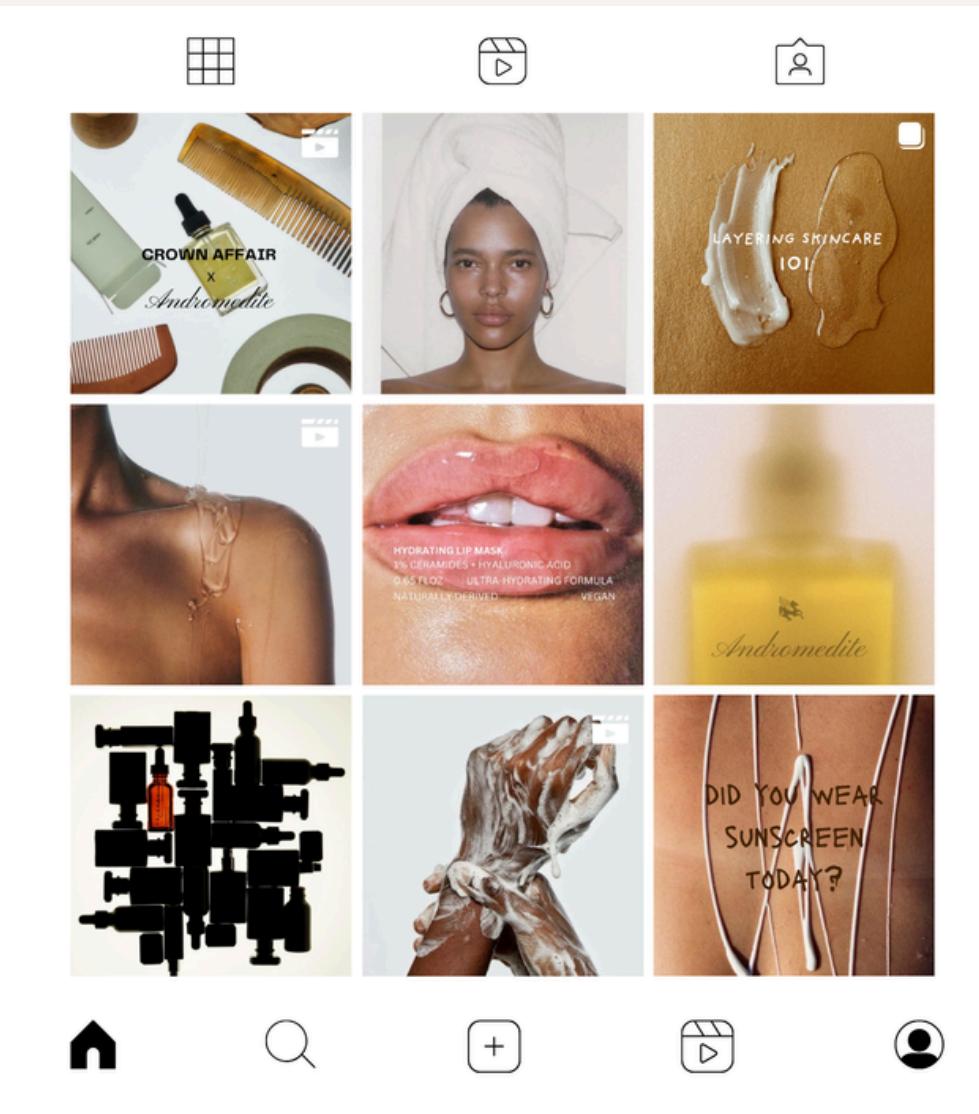
Created in Canva



WEB DESIGN & INSTAGRAM GRID

andromedite

Andromedite is a beauty and wellness concept brand. This brand focuses on an accessible luxury beauty experience.



Andromedite is a clean beauty and wellness brand and its social media balances aspiration and attainability.

This brand uses polished yet visually interesting product photography to reflect the quality of the products.

*Images are not my own

Created in Figma

Created in Canva

fred Woodward

This spread is a concept article on Rolling Stone editor and art director, Fred Woodward. This concept uses unique typography techniques coined by Woodward during his time at Rolling Stone Magazine.

THE WONDEROUS WORLD OF WOODWARD

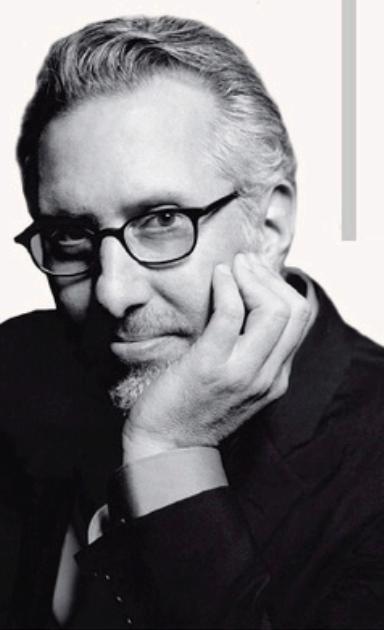
By Carolyn Battenberg

f r e d W o o d w a r d

Rolling Stone's king of typography

What's great about Fred's work is that it's essentially classically based, it assumes that the written word is something that's valuable.

38 . Rolling Stone



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AT ROLLING STONE

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Big SHOT

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Rolling Stone, 1996

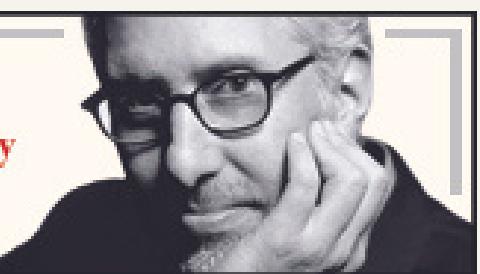
Rolling Stone, 1992

Rolling Stone, 1992

f r e d W o o d w a r d

Rolling stone's King of Typography

CLICK TO READ MORE



Created in Adobe InDesign

PRINT

stargirl magazine

These covers are two mockups for Stargirl magazine featuring cover stories for designer Miss Sohee and actress Alexa Demie.

**Images are not my own*

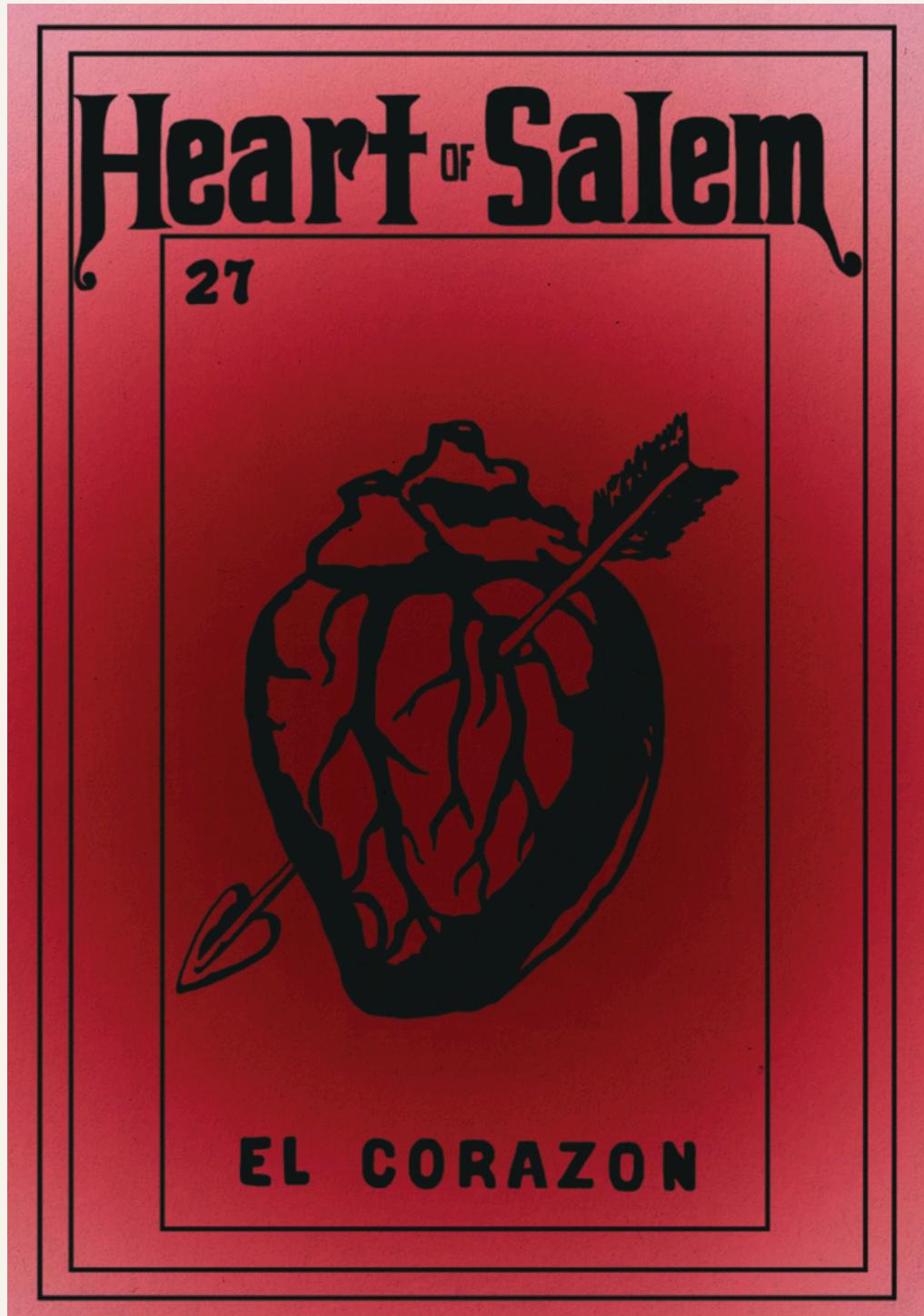


Created in Adobe Photoshop

OTHER DESIGN

heart of salem

Created as a logo graphic for a concept unisex clothing brand.



magdelene

Illustrated as a magazine cover for a concept magazine, Magdelene.

Created in Adobe Photoshop