



KATHERINE JORGENSEN

— GRAPHIC DESIGNER —



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[Website](#)

[Resume](#)

DESIGN PORTFOLIO



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Magazine Covers and Spreads - Editorial Design & Branding

This project involved the creation of a nameplate for an originally named lifestyle magazine. With an educated and affluent target audience in mind, the design of the issue covers and inside spreads is intended to have a clean and sophisticated look and feel.



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Superhero Annual Report - Editorial Design, Branding & Illustration

This project involved the creation of an original superhero identity and a corresponding annual report. With his impeccable design skills, Graphic Guy fights against the evils of bad design. The original illustrations and statistics feature the ups and downs of his year.



FRESH OASIS
—urban cafe—



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Fresh Oasis Café Menu - Editorial Design & Branding

The logo design for Fresh Oasis expresses the café's focus on promoting its organic tea and coffee selection, as well as the business' environmental consciousness. The design of the booklet style menu is intended to give customers a clean and tempting look at the array of food options.

Furniture Catalogue - Editorial Design & Branding

This project involved the design of a catalogue for Caravan, a trend-setting retailer specializing in contemporary high-end furniture and home decor. The design of the front and back covers and the inside spreads was meant to express the sophistication and modernity of the company.





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Spain Travel E-Book - Editorial Design & Digital Publishing

With an image-driven layout, this multi-page travel E-Book immediately immerses readers in the beauty of Spain. Meanwhile, clean and inviting sections of text provide an array of information about the country's culture, cuisine, main tourist attractions, and more.



Discover a world of possibility



With so many flavours, there's something for everyone...

In a world of so much decision-making, Lifesavers gives you no way to go wrong. With over 40 different flavours to choose from and the added option of hard candies, gummies, or mints, everyone is sure to find more than one favourite. Explore them all and find yours!



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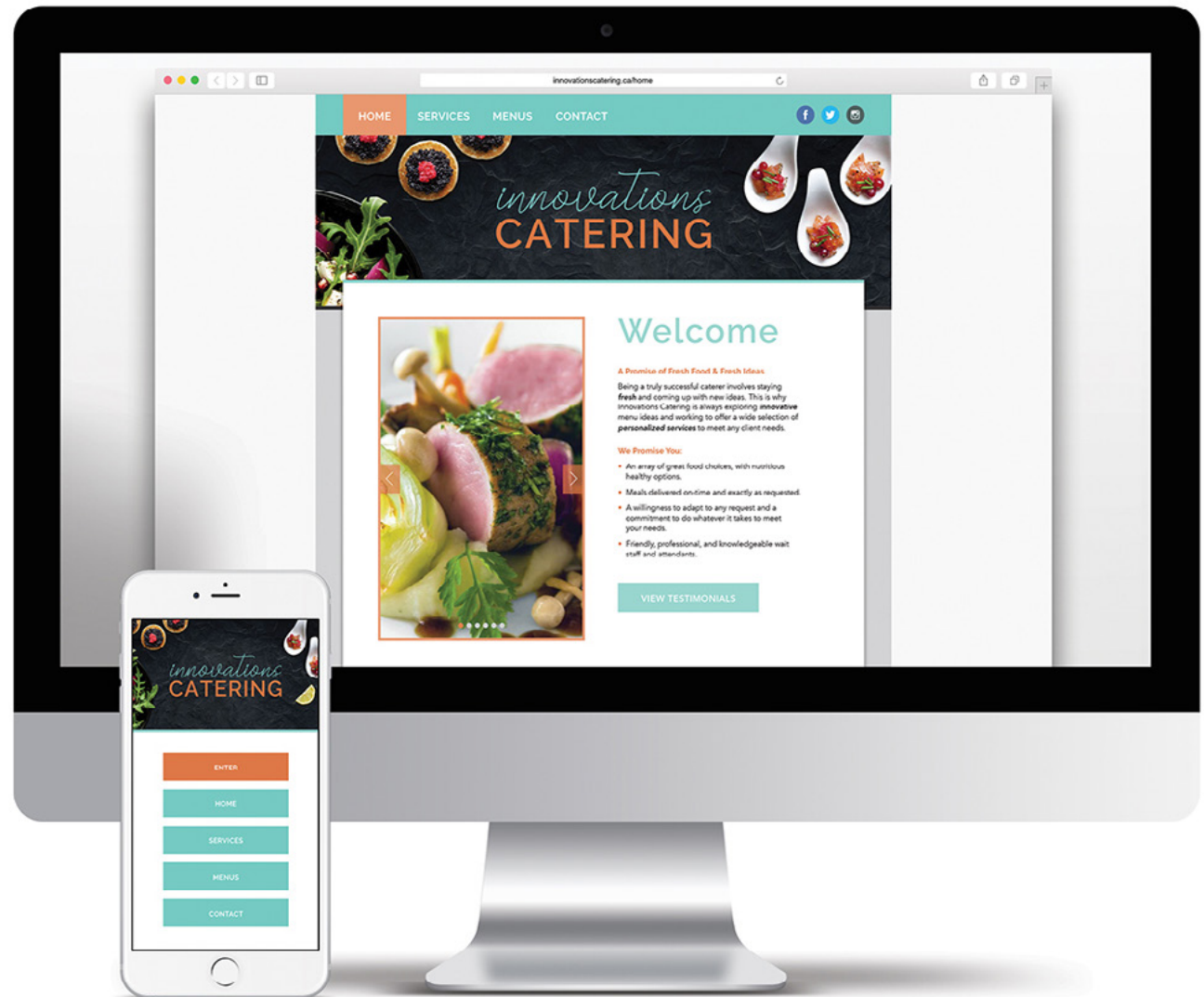
Lifesavers Magazine Advertisement - Advertising

With over forty different flavour options, Lifesavers candies and mints offer something for everyone. The 'discover a world of possibility' concept featured in this advertisement expresses the diversity of flavour choices and the playful persona of the Lifesavers' brand.

innovations
CATERING

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Catering Company Website - Web Design & Branding

This multi-part project involved the creation of a website for an originally developed catering company called Innovations Catering. The design of each web page appears user-friendly and reflects the company's fresh persona, along with the high-end and professional services it offers.



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Catering Company Brochure - Editorial Design & Branding

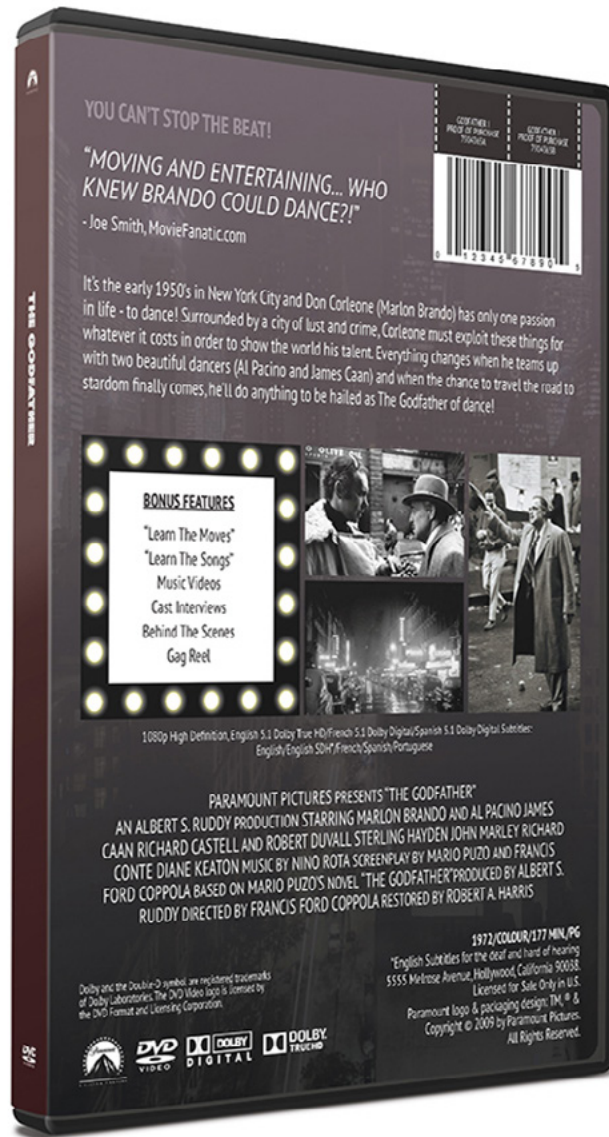
Further developing the Innovations Catering brand, this project also involved the creation of a promotional brochure. The inviting and sophisticated design reflects the professionalism and modernity of the company, as well as the variety of fresh food and innovative ideas it has to offer.



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Catering Company Advertisement - Advertising & Branding

Further developing the Innovations Catering brand, this project involved the creation of a magazine advertisement. The copy works in unison with the fresh look and the creative presentation of the images to express the company's focus on the freshness of food and ideas.



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DVD Case - Package Design

This project involved the design of the front and back panels of a DVD, redesigning the look of an iconic film in an opposite genre. Assigned the classic crime drama The Godfather, I utilized typography and photo manipulation to create a design representative of the musical film genre.



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Perfume Box Redesign - Package Design

This project involved the redesign of a package in need of some improvement and a higher-end look. Using an originally created dieline, my redesign of a perfume package is meant to have a cleaner and more sophisticated look, with a feminine essence that appeals to its target audience.



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Thank you for viewing my portfolio!



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