

olivia jones



portfolio

projects

Estathé

branding

Alamitos Vineyard

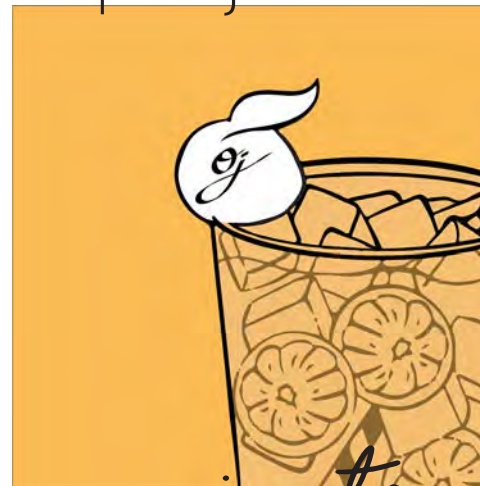
branding

My Furry Valentine

branding

The Plan B Group

branding, interior design, packaging



projects

javaville

branding, packaging

mindfulware

branding, product design

adventures with Pablo

branding

Pooch Bins

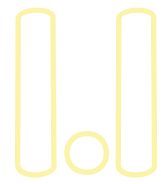
branding, product design

1.0

Estathé

in 2023, Eurostampa collaborated with DAAP through its Envelope 7 project in which students were asked to develop a label redesign for a specific brand.

I was asked to **develop a special edition label** for the Ferrero drink, Estathé.



branding

Estathé

positivity, joy, and happiness are pursued in a labyrinth towards the sun.

special features: sustainable sleeve solution, interactive and variable design (colors).



2.0

Alamitos Vineyard

my cousin and his partner own and operate a vineyard out of San Jose, CA, named Alamitos Vineyards. they recruit artists in the family to design their wine labels for them- all of which relate to the endangered wildlife in the San Jose area.

Alamitos Vineyard

as of now, I have designed the label for their 2021 Port wine, (featuring the *Umunhum Touriga*), the 2021 Cuvee (featuring the *Napa Valley Scrub Jay*), and an unreleased wine that features the winter Junco bird.



3.0

My Furry Valentine

since 2012, My Furry Valentine has become one of the nation's largest animal adoption events, helping over 8,000 animals find loving homes, every February around Valentine's Day.

My Furry Valentine

I have volunteered since the event started, managing the merchandise table and designed a new sweatshirt for MFV 2024.

this year, I created email header images and GIFs that were distributed to volunteers, animal shelters, and vendors.



4.0

The Plan B Group

the Plan B Group is a company located in Dallas, TX, focused on hospitality industry design and branding. they offer services such as architecture, interior design, graphic design, brand identity, and menu development.



Cowboy Chow

during this internship, I developed uniforms for the Cowboy Chow restaurant as well as an innovative seating area, renders for the interior of several building remodels, and packaging design.

4.2

packaging design



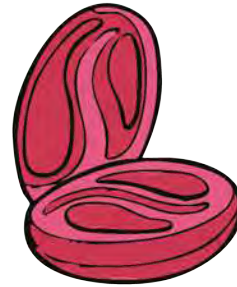
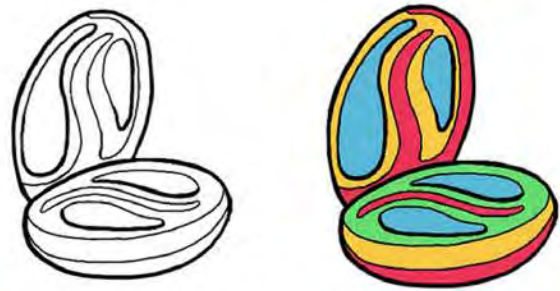
Maison Colette

5.0

javaville

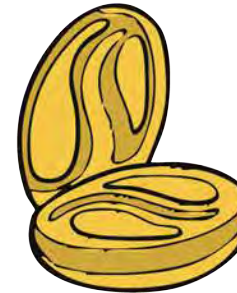
Javaville is a whimsical, Dr. Seuss-themed coffee set designed to transport consumers on a playful adventure, letting them momentarily escape reality. each piece of this set has its own unique personality, offering a delightful twist to the daily coffee routine.





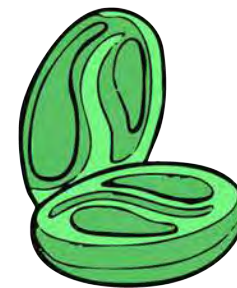
Javaville

Javaville



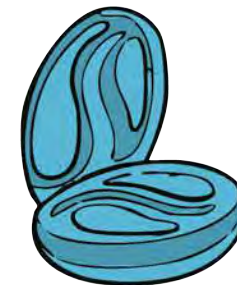
Javaville

Javaville



Javaville

Javaville



Javaville

6.0

mindfulware

sustainable cookware made from the Indian hemp plant. this is kitchenware that **won't contribute to plastic waste** and also **educates people** on the importance of living a sustainable, healthy life.





energized, and happy!

powerful detoxers that improve your immune system.

improve mineral absorption & soothes stomach.

activates cells that naturally protect you & reduce cancer risk.

why you should be eating around the rainbow!

1. slide the lid off box

2. separate the two sections

3. screw chosen attachment into the handle

4. enjoy



how to use attachments 4

how to use kids attachments 5

delicious sandwiches...

hungry for a simple, but yummy lunch? look no further...

picture this: freshly baked bread, stacked high with endless combinations of succulent meats, vibrant veggies, and a symphony of flavorful spreads.

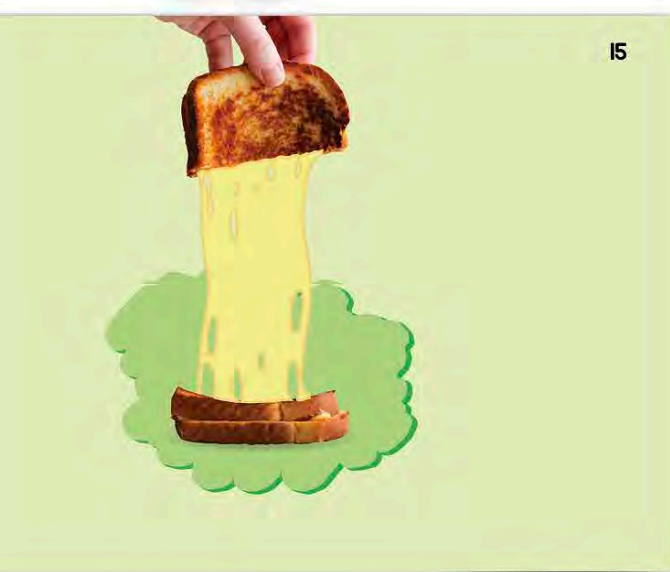
creamy cucumber:

- 2 oz cream cheese, soft
- 1 tbs plain Greek yogurt
- 1 tbs sliced fresh chives
- 1 tbs chopped fresh dill
- 1/4 tsp ground pepper
- 2 slices whole-wheat bread
- 1/2 cup thinly sliced cucumber

combine first 5 ingredients, then top bread with this mixture and cucumber.

veggie & hummus:

- 2 slices whole-grain bread
- 3 tbs hummus
- 1/4 avocado, mashed
- 1/2 cup mixed salad greens



sustainability...

everyone should learn about the importance of sustainability, because it equips them with the knowledge and tools to become future stewards of the planet.

why is food waste an issue?

- learning about food waste is essential for creating a more sustainable and responsible approach to food.
- reducing food waste is environmentally important because it keeps food out of landfills.
- by adopting sustainable practices, there could be long-term cost savings, improved resource efficiency, and new economic opportunities.
- food waste drives up prices making it harder for some people to afford, and is also a lost opportunity to feed the hungry.

snack attack!

some low calorie snacks to munch on in between meals at night when it's too late to make yourself another dinner.



how is it produced?

collect raw materials

find a suitable source of raw hemp material for use in hemp plastic production.

extract cellulose

cooking with hemp!

hemp seed suggestions...

- cream and milk substitutes
just add water for a creamy beverage
- meaty grounds alternatives
adds texture and protein to a veggie bowl
- grain bowls
add 1 tbsp to a grain bowl for extra nutrition
- salads

hemp oil dressings...

tahini dressing

- 8 tbsp tahini
- 2 garlic cloves minced finely
- 1 lemon (juice)
- 4 tbsp hemp seed oil
- 1/4 tsp salt
- 8 tbsp lukewarm water

garlic dressing

6.3

mindfulware

branding

a b c d e f g h i j k l m n
o p q r s t u v w x y z

good for the planet,
great for your kitchen!

1 2 3 4 5 6 7 8 9 0

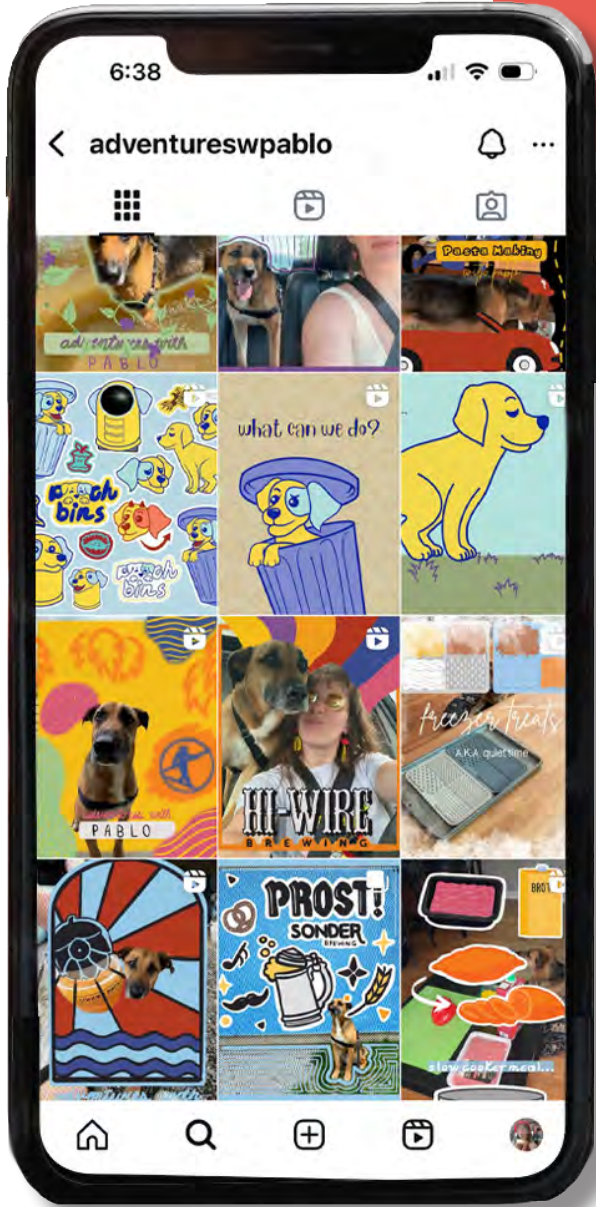




7.0

adventures with Pablo

bring your social media presence to life with my **personalized illustrations** and **animations**! whether you're a content creator seeking custom icons or want unique designs that align with your brand's identity, my creative services offer the ideal solution for standout branding and eye-catching icons.



8.0

Pooch Bins

Pooch Bins is an innovative product designed to transform your dog's waste into nutrient-rich compost, offering a sustainable solution for both local animal shelters and the broader community.



1. dog poops



2. clean up



3. dispose



4. compost

after sitting in the heated interior of the Pooch Bin for several days, the mixture becomes a natural compost which can be returned to the soil.

8.2

branding

