

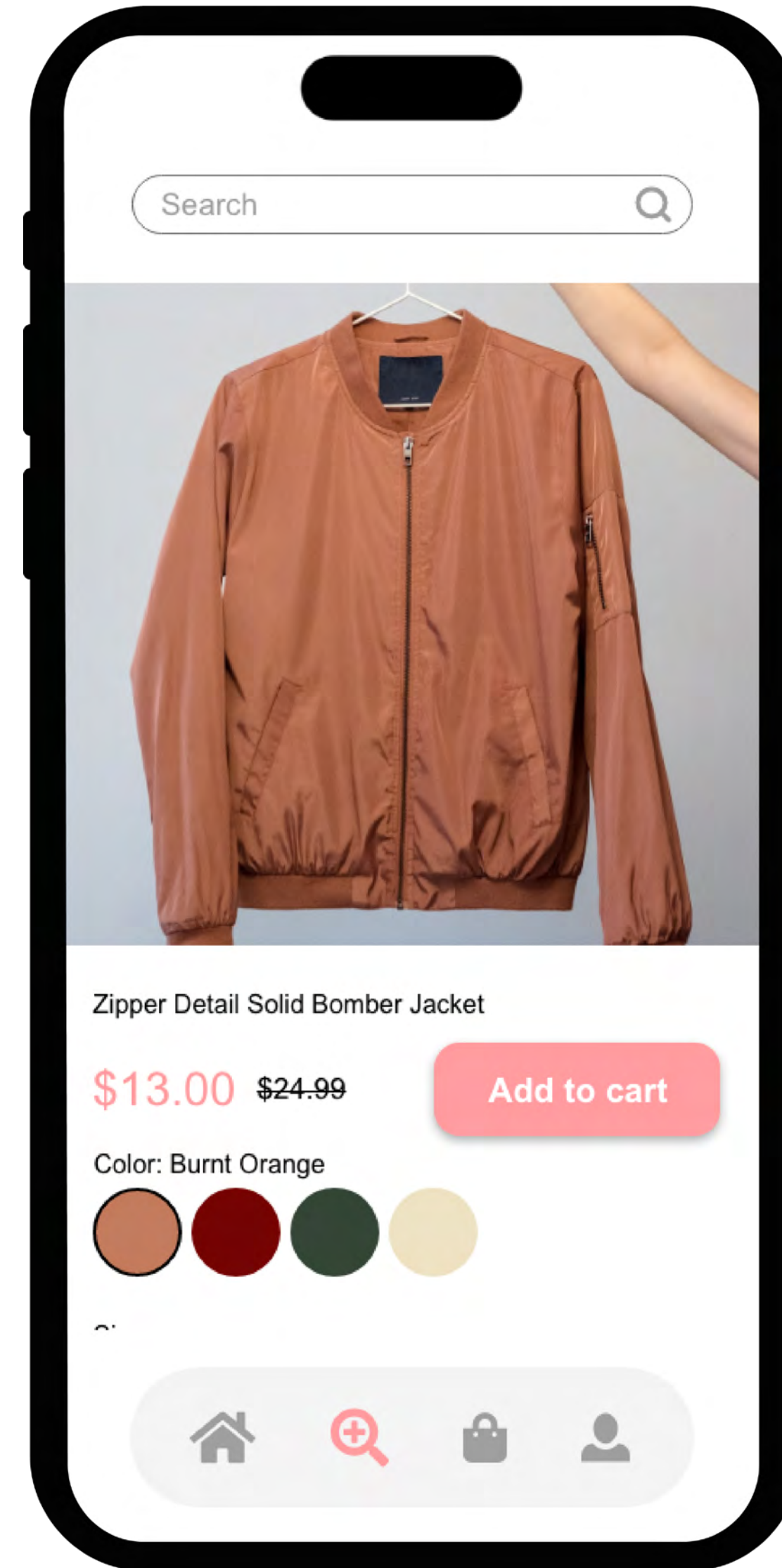
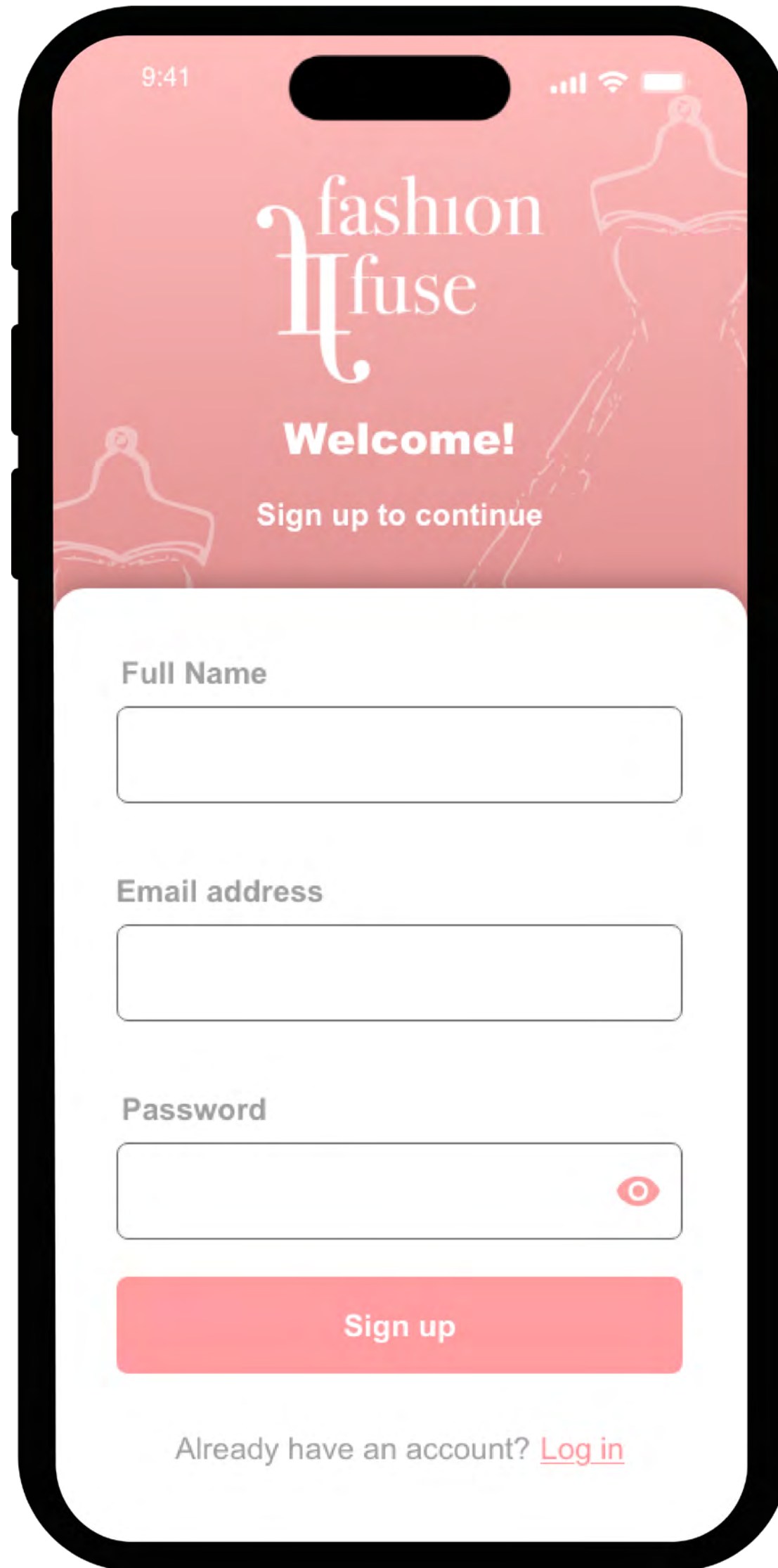
SERENA HANKINS

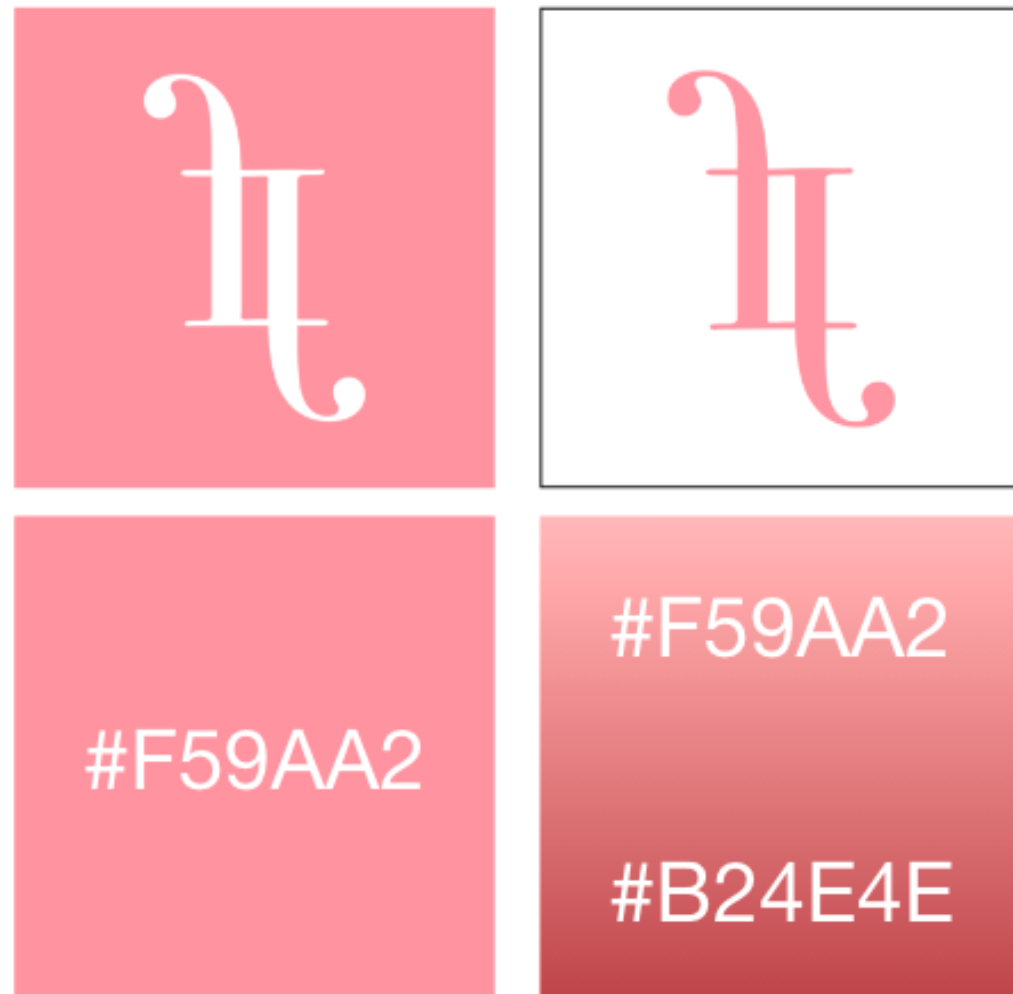
behance.net/serenahankins

FASHION FUSE LOGO AND APP PROTOTYPE

I created Fashion Fuse as a modern app to sell clothing online. I started by experimenting with the two F's in the name, looking for a way to unite them uniquely and memorably. After several iterations, I finally settled on a design that incorporated the two letters in a way that was both stylish and easy to recognize. Next, I found a font that fits the brand nicely. I used Adobe Illustrator to combine the two elements to create a cohesive logo that effectively represented the brand. The color palette I chose for the logo was a radiant pink and soft gray. With the logo complete, I turned my attention to designing an app that would showcase the brand's clothing in a user-friendly and visually appealing way. Using Adobe XD, I mocked up the app, creating a layout that was easy to navigate and allowed users to find the items they were looking for quickly. The design incorporated the Fashion Fuse logo and color palette, giving the app a consistent look and aligned with the brand's overall aesthetic.

[Link to prototype](#)

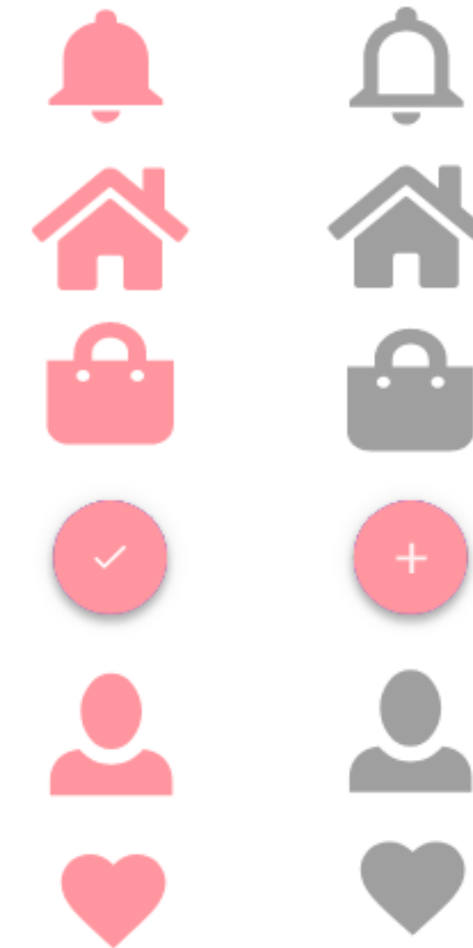




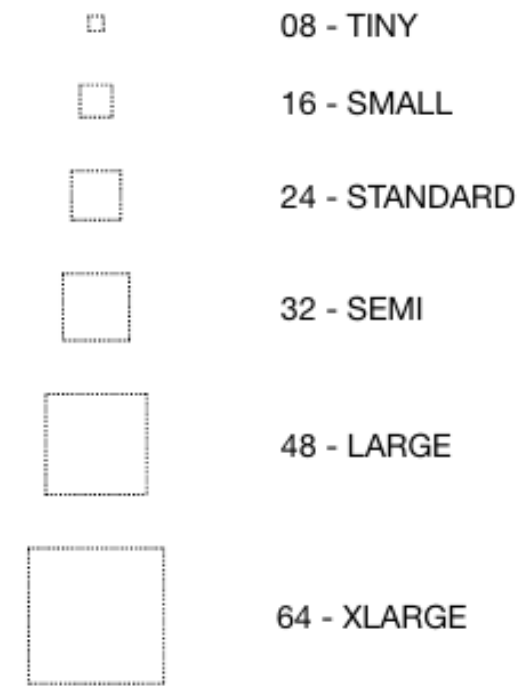
Logo and Typeface



ACTIVATED DEACTIVATED



SPACING



TYPOGRAPHY

Display Logo Type

Unna - 55 Regular

Display

Arial Black - 32 Regular

Heading

Arial - 20 Bold



9:41



KITTIES PAPER DOLL SERIES

I enjoyed creating three cat-themed paper dolls: Kamping Kitties, Khristmas Kitties, and Karnival Kitties. The design process involved brainstorming and sketching miscellaneous cat-themed outfits and accessories for each paper doll, ensuring they were accurate to the theme. I drew the initial designs in Procreate and then transferred them to Adobe Illustrator to refine the details. The outcome of the design process was a set of adorable paper dolls that could be printed, cut out, and assembled to create an imaginative play. The Kamping Kitties featured outdoor-themed outfits, perfect for adventures in the great outdoors. The Khristmas Kitties come with festive holiday attire, ready for holiday celebrations. And the Karnival Kitties showcased balloons and a clown outfit, perfect for carnival-themed play. As a designer, my role in this project was to create paper doll designs that were visually appealing, playful, and aligned with the respective themes. I am proud of the outcome of my design work by displaying my illustrations.

khristmas kitties

cut

fold

winter coats



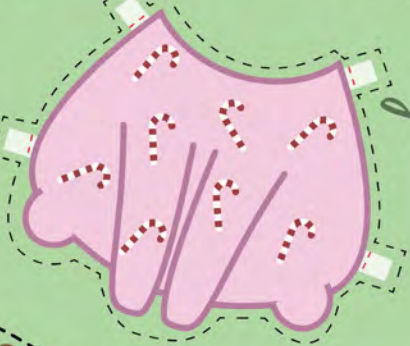
ugly sweater



gray kitty



santa outfit



pajamas

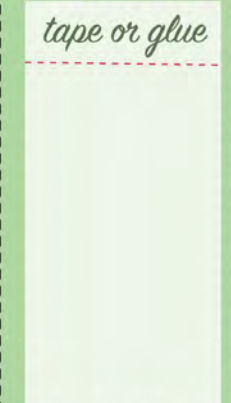
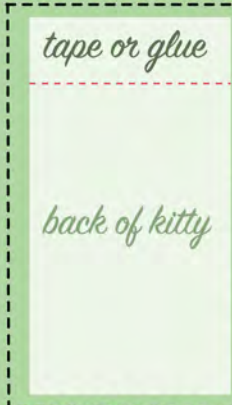


orange kitty



hang on tree

no ornaments beyond this point



karnival kitties



gray kitty



fold

kitty



orange kitty



clown outfit



balloons

fold

kitty



balloon dog



lollipop

KAMPING KITTIES

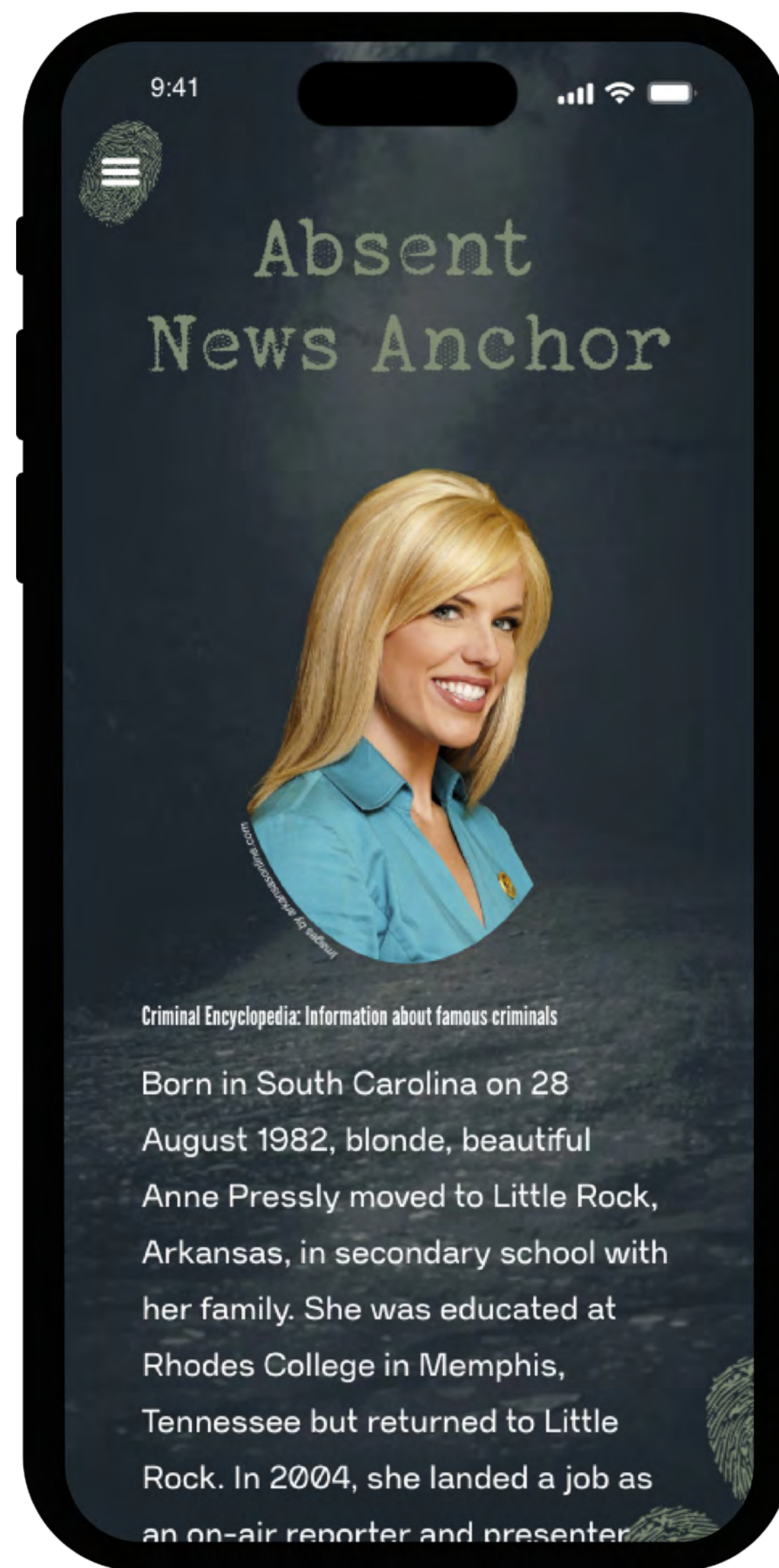
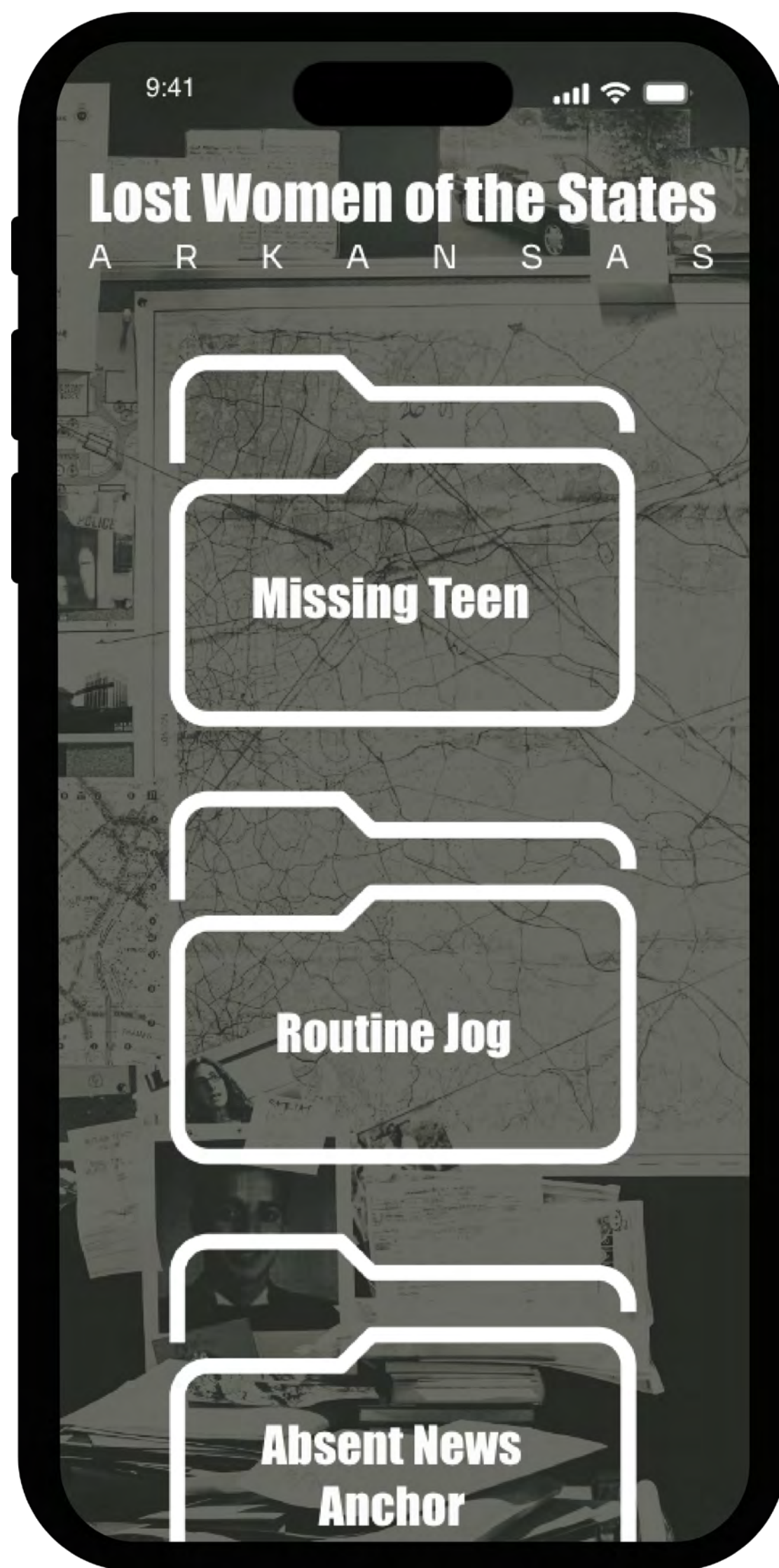
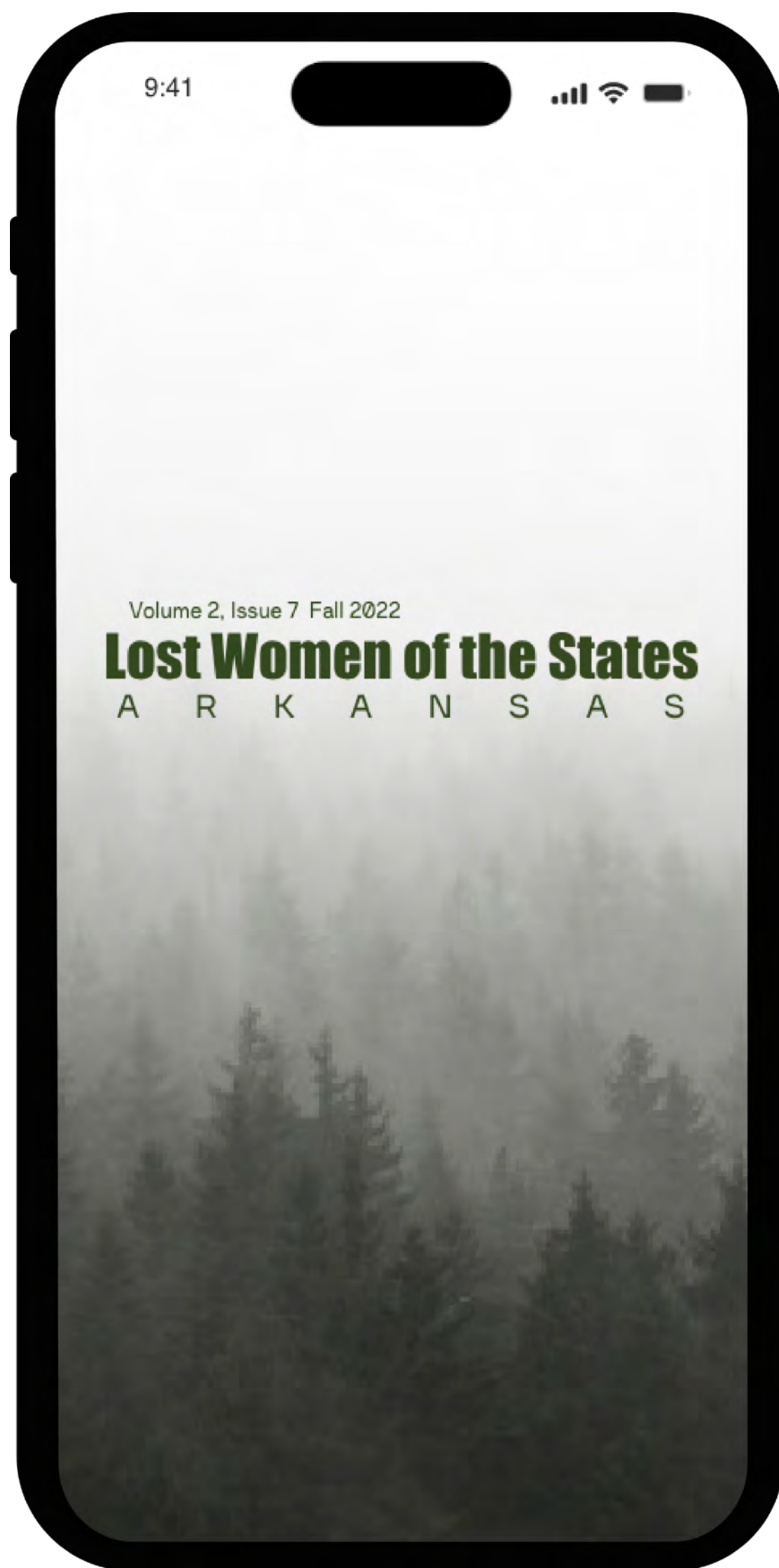


- fold
- kitty
- fold
- kitty
- fold
- tent

LOST WOMEN APP PROTOTYPE

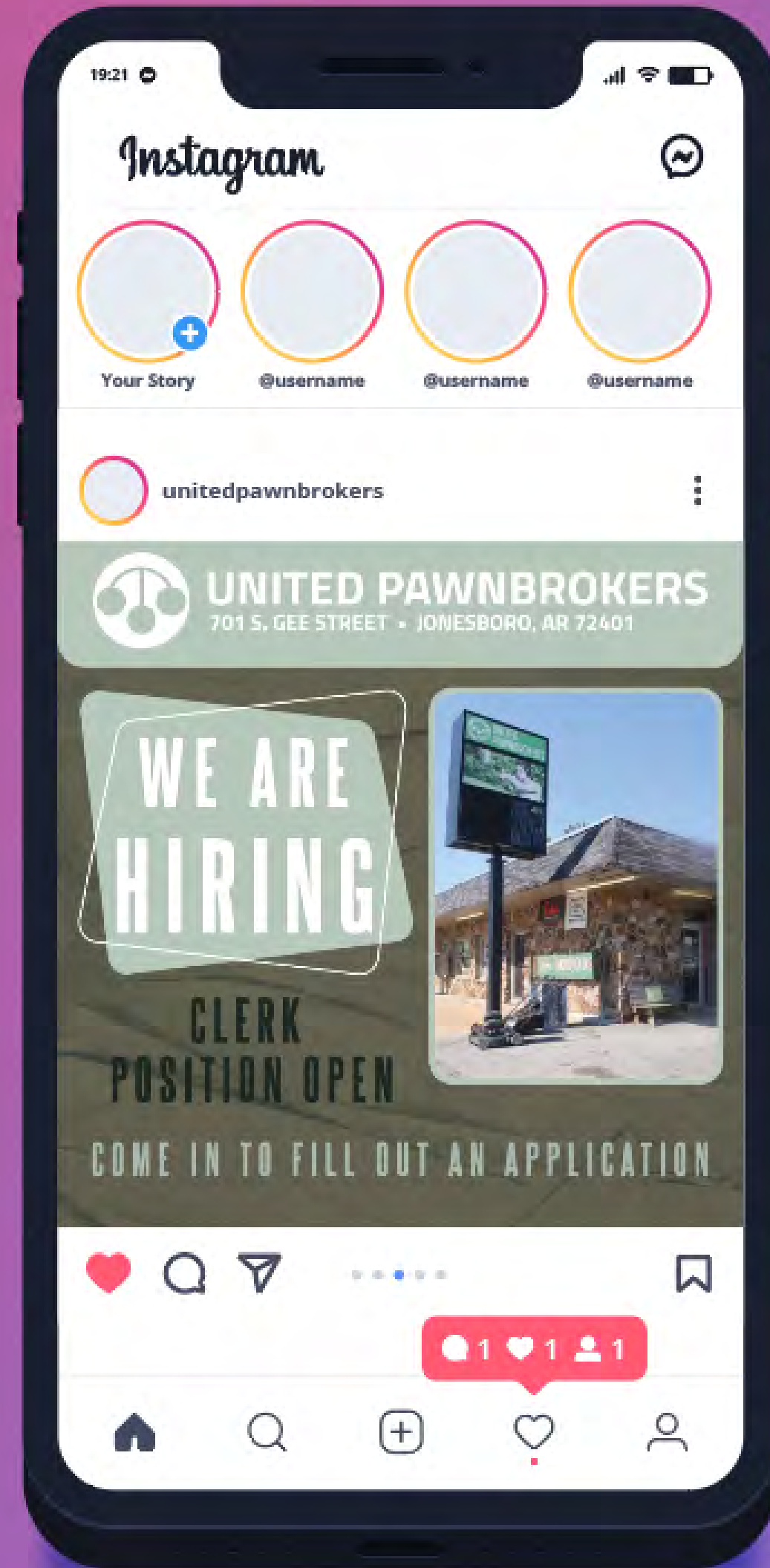
I designed Lost Women of the States, which features a magazine intended to raise awareness about crimes against women in the United States, specifically in Arkansas. As a woman, I want to shed light on these issues and do my part to make a difference. I researched crimes against women in the United States to start the project. This information formed the basis of the magazine's content. I knew I wanted the design to be impactful, attention-grabbing, and easy to navigate. The app's primary color is forest green to bounce off of Arkansas being the natural state. Once the magazine was complete, I began building the app using Adobe XD. They can also access additional resources and information about how to get involved and make an impact.

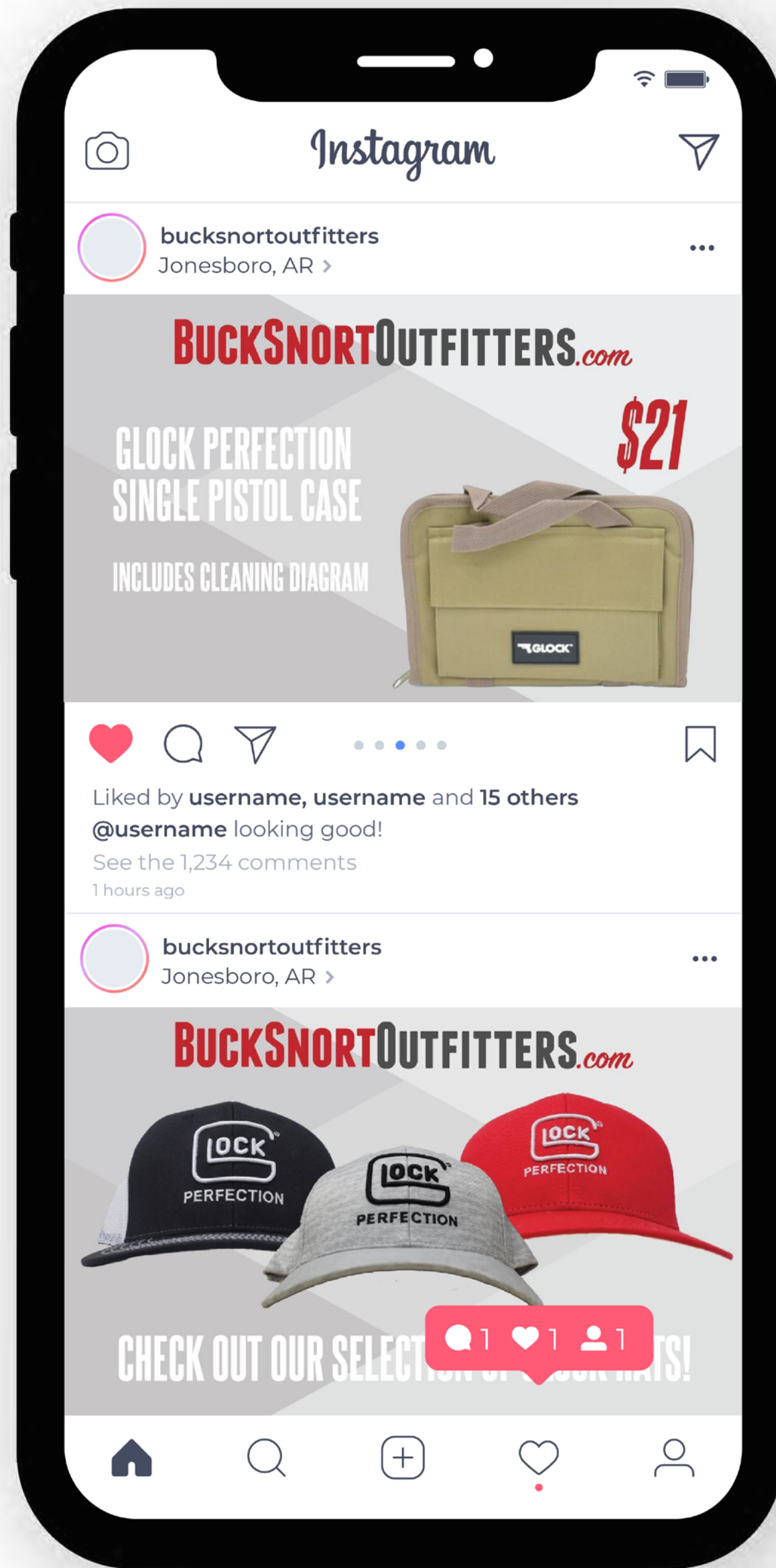
[Link to prototype](#)



UNITED SOCIAL MEDIA WORK

Working with United Pawnbrokers was a rewarding experience. The pawn shop had a long-standing reputation in the community, but its online presence needed to be improved. I wanted their brand to stand out and be easily recognized, so I focused on creating bold, clean, and modern graphics. I designed social media squares, banners, and newsletters using Adobe Illustrator, Photoshop, and InDesign. Next, I focused on developing a social media strategy to engage their audience effectively. I made a content calendar highlighting special promotions, seasonal items, and popular items in stock. I also utilized various social media platforms, including Facebook and Instagram, to share the graphics that showcased their products and services. I designed various signs for the building to attract more customers. The graphics I designed have created a consistent and recognizable brand identity.





SUMMIT OUTDOORS LOGO

I came up with the idea of Summit Outdoors, a company that sells outdoor gear, and set to create a logo that would capture the brand's element. I started by sketching ideas in Procreate before making a final design in Adobe Illustrator. The color I chose for the logo is an icy blue, which prompts a sense of coolness and freshness perfect for an outdoor gear company. After creating the logo, I also developed a basic design system for using it across applications.







Color Pallette



Typography

DISPLAY 1

Impact - 84 Regular

DISPLAY 2

Impact - 34 Regular - 494 Tracking

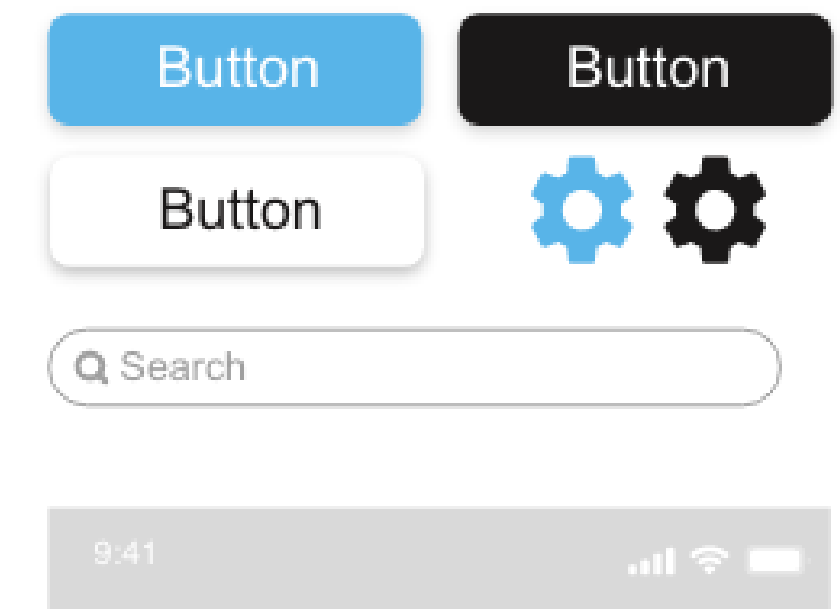
Heading

Arial - 25 Regular

Iconography



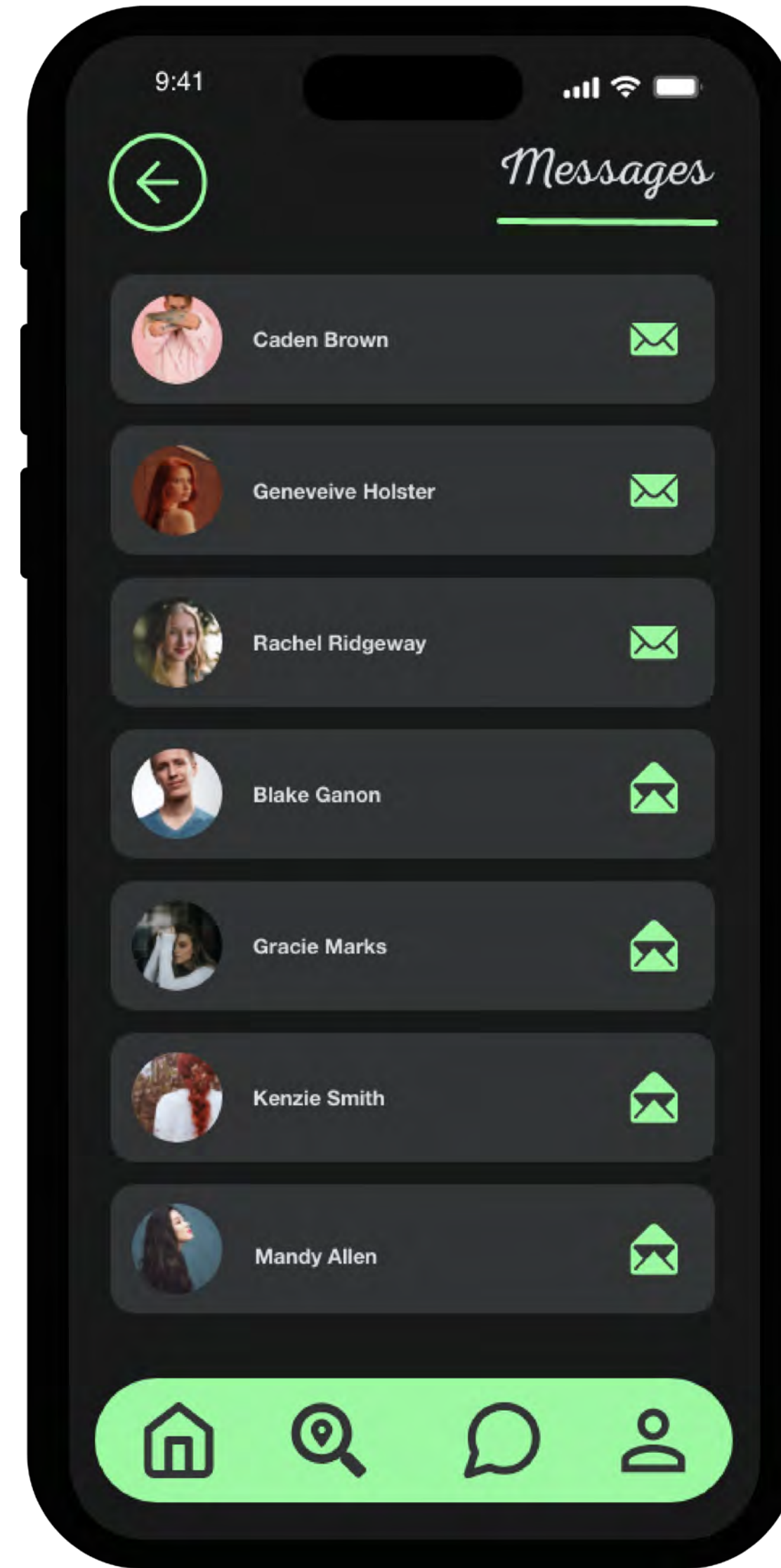
Interactivity



NEW HEIGHTS APP PROTOTYPE

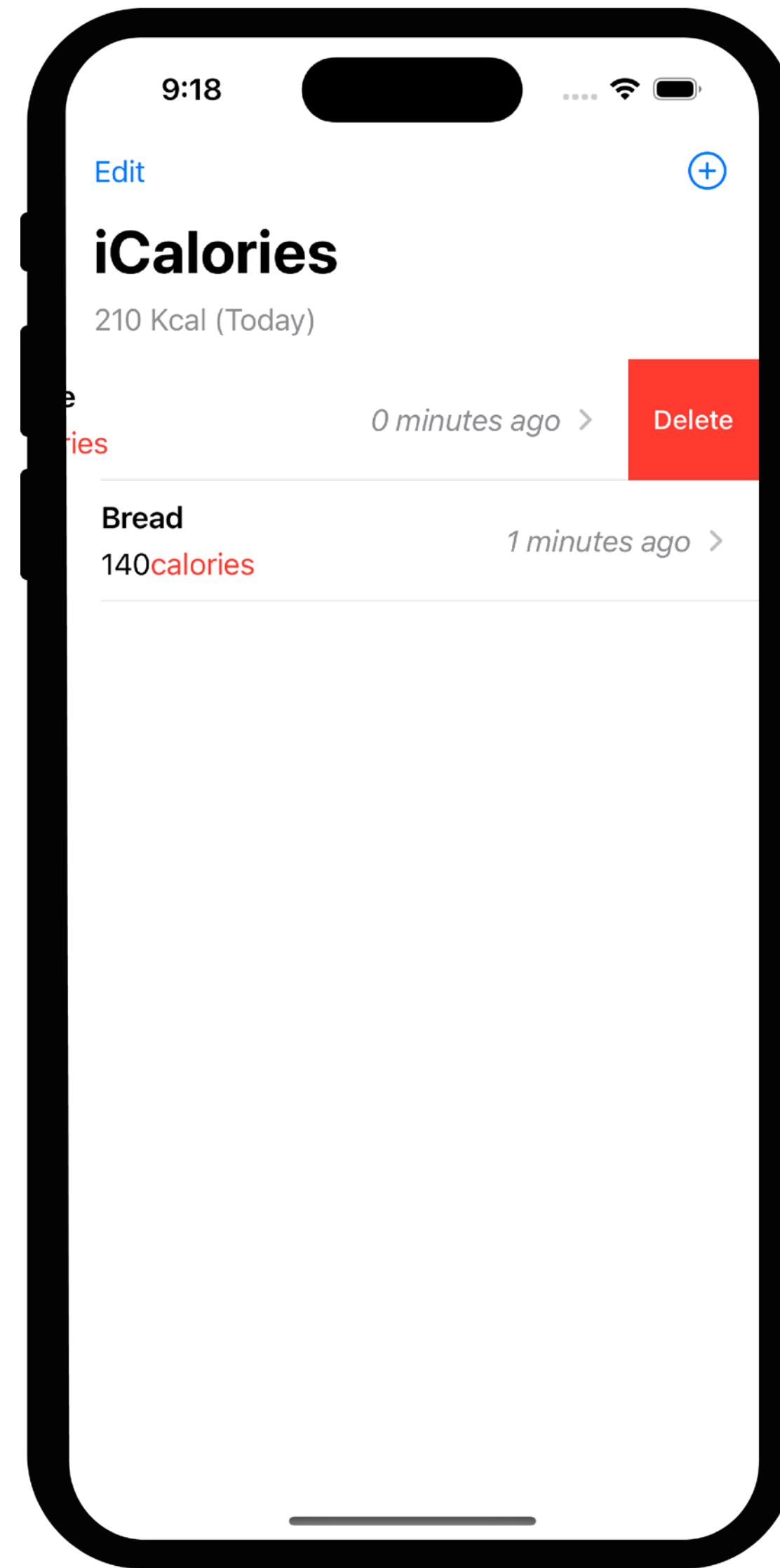
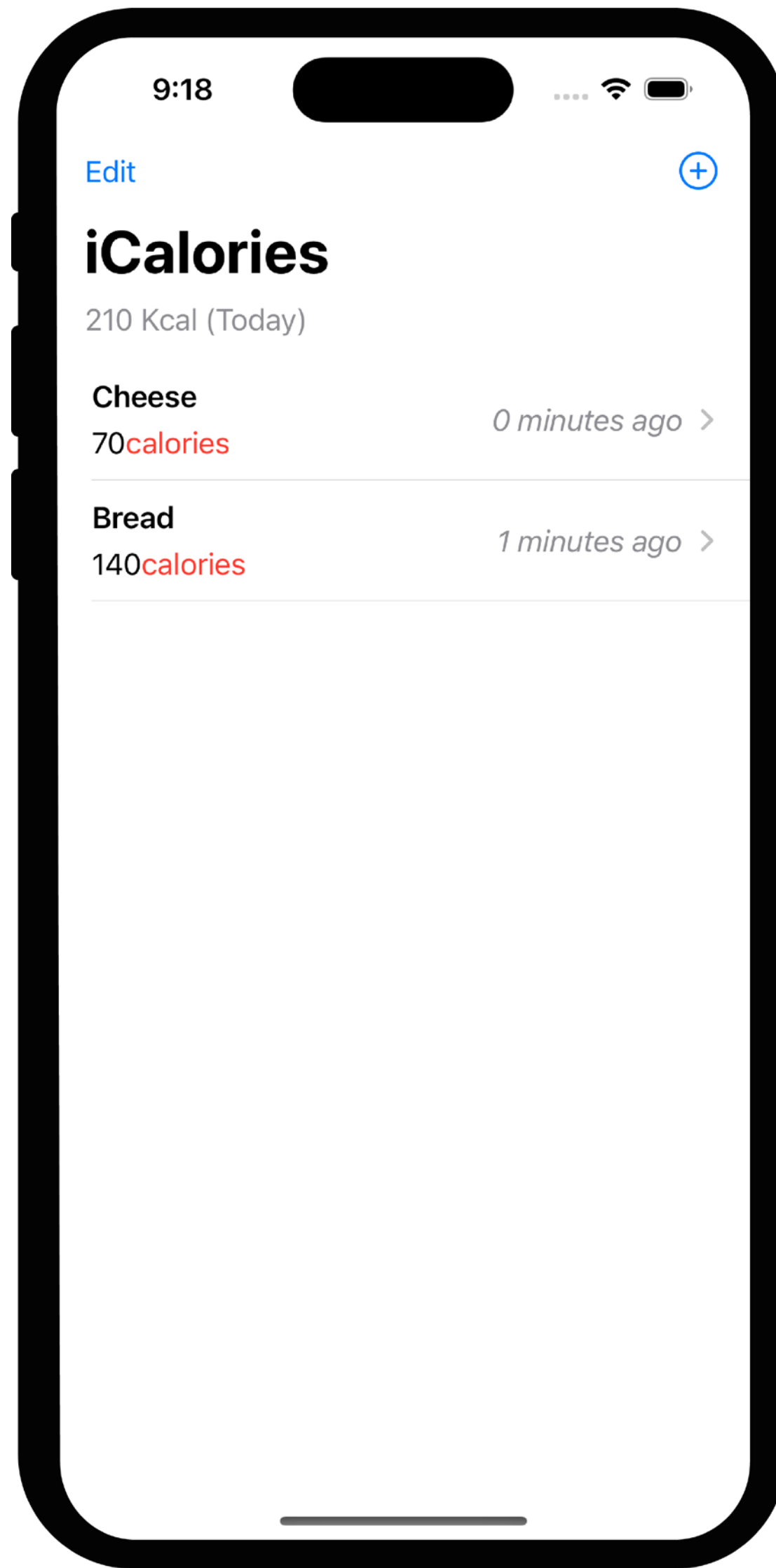
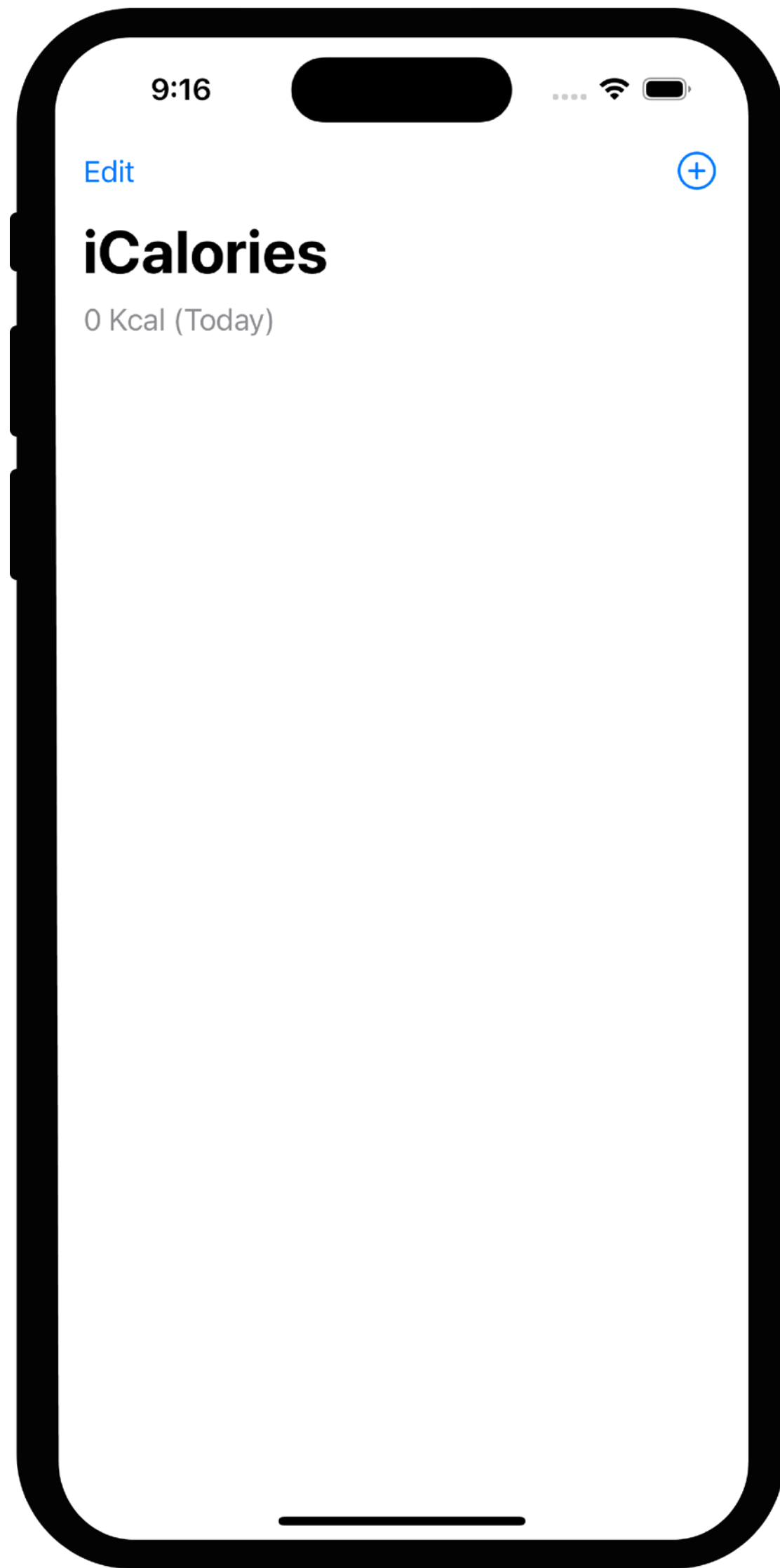
I created an app prototype as a social media platform for hikers and outdoor lovers. The design process began with extensive research on the needs and preferences of the target audience, as well as the functionalities and features that would make the app user-friendly and engaging. I then selected a color that resonated with the brand identity and values of the app, ultimately choosing a light shade of green to represent the outdoors and nature. Using AdobeXD, I created a prototype of the app that incorporated various features such as user profiles, photo sharing, and location groups. As a designer, my role in this project was to envision and create an app that would cater to the target audience while prioritizing usability, aesthetics, and brand identity. I am proud of the outcome of my work as a designer, and I look forward to further refining and developing this app. I was thrilled to receive recognition for my work, winning a gold student ADDY (American Advertising Award) for this app, which validated the effort and creativity I put into designing the app.

[Link to prototype](#)



ICALORIES APP

I created an app called iCalories, which is a calorie-counting app. Using XCode and Swift, Apple's coding language, I designed and developed this app to help users track their calorie intake. The app features a user-friendly interface that allows users to easily add foods and input the number of calories consumed using a slider. Users can swipe to delete foods or tap the edit button. As the developer, I conceptualized the idea, coded the functionality, and tested the app for usability and performance. I ensured that the app was user-friendly and visually appealing. I am proud of the outcome of my work and dedication to developing the iCalories app, which is an effective tool for users to monitor their daily calorie consumption.



SEAMLESS PATTERN COFFEE SERIES

I created three coffee-themed seamless patterns. I sketched several ideas and experimented with different color palettes to create visually appealing patterns. I carefully considered the scale and repetition of the elements to ensure that the patterns would seamlessly tile and create a visually appealing result. One pattern features Halloween-themed coffee cups, showcasing a rich color palette, while another shows empty coffee-related shapes and a muted color palette. The last pattern is a flat design of coffee cups from a top view. Each pattern was carefully crafted to be versatile and adaptable for printing on a wide range of items, from phone cases to blankets and mugs, adding a touch of coffee-inspired aesthetics to everyday objects. As a designer, my role in this process was to conceptualize and create the patterns, considering their visual appeal and their functionality for different items. Overall, I am proud of the outcome of my work as a designer in creating these coffee-themed seamless patterns that are now ready to be printed on various items for coffee lovers.



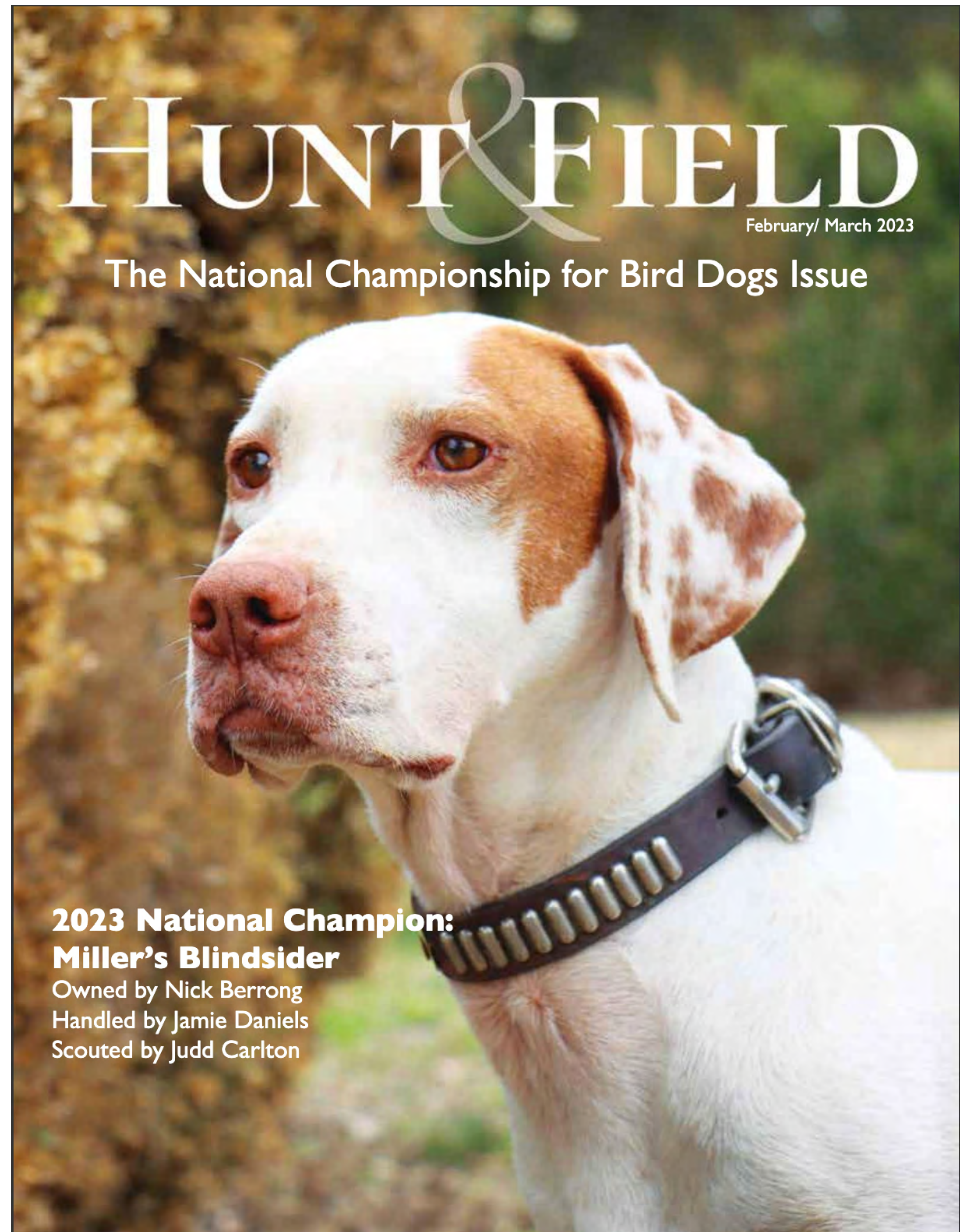




HUNT & FIELD MAGAZINE

I had the opportunity to collaborate with a group of like-minded designers, including Coty Western, Courtney Garner, Trinity Simmons, Harley Yates, and Emily Hastings, on a magazine called Hunt & Field. Our collective efforts were in partnership with the magazine's publisher. My role in the project involved designing and laying out the Contents and Publisher's Note spread and creating color palettes and sketches for the dog profiles. The design process involved sessions with the team and publisher, where we discussed the vision and tone of the magazine. We used Adobe InDesign to combine our works into the magazine. The project's outcome was a beautifully designed magazine showcasing our team's collective efforts and creativity. The Contents and Publisher's Note spread provided a visually captivating introduction to the magazine, setting the tone for the rest of the publication.

[Link to digital edition](#)





2023 NATIONAL CHAMPIONSHIP
HUNT & FIELD
BIRD DOG PROFILES

WRITTEN BY STEEPLE BELL
PHOTOGRAPHY BY JAMIE EVANS

**2022 National Champion
Lester's Shockwave**
Making his run in the 2023 Championships

Touch's Amazing Greyce



Touch's Amazing Greyce is a white, liver, and ticked pointer bitch just shy of three years old. She has qualified for her first run with wins at the Pacific Coast Derby Championship and the Northwest Chukar Championship. She also won the National Amateur Shooting Dog Championship while still a derby.

Greyce is by Touch's Grey Street out Intentional and was bred by Jim Pendergest. Keith Wright will be handling for her owner Austin Turley.

Greyce's dam, Intentional was a sister of the contestant Pendency's Good Grace, in whose profile you may find more information. The similarity of their names is coincidental. Greyce's sire, Touch's Grey Street was a contestant here in 2020, he was by Touch's Knight Rider out of Touch's White Assault (and she was by Whippoorwill Wild Assault out of Whippoorwill Radiance).

Owner:

Austin Turley

Handler:

Keith Wright

Scout:

John Vanada



Pictured:

Touch's Amazing Greyce with handler, Keith Wright (l) and owner Austin Turley

Touch's Breakaway Fred



Touch's Breakaway Fred first won a qualifying placement at the Georgia Derby Championship in 2020. His second qualifying win came this season at the Robin Gates Classic. Fred was also runner-up at the Masters Open Quail Championship this past spring. Fred was bred by Keith Wright and is by Touch's Mega Mike out

of Touch's American Baby. Mark McLean will be handling this five year old, white, orange, and ticked pointer dog for his owners, Bruce and Karen Norton and Gary and Becky Futch.

Both sire and dam of Touch's Breakaway Fred were sired by House's Ring Of Fire, so a reminder here: House's Ring Of Fire was by Lance's Last Knight (a son of Erin's Bad River) and out of Grace's Snow. Remember too, that Touch's Knight Rider was a half brother of House's Ring Of Fire sharing Lance's Last Knight as their sire. All five of the "Touch's" named dogs along with a few other of this year's contestants share in this relationship somewhere in their pedigrees. Touch's Mega Mike (by House's Ring Of Fire out of Touch's Blaylock Bess) ran here three times, but was more notable as the winner of the Purina All-Age Award for the 2017-2018 season. Touch's American Baby is a sister to Touch's Fire Away, whose profile follows:

Owners:

Bruce Norton, Karen Norton, Becky Futch and Gary Futch

Handler:

Mark McLean

Scout:

Judd Carlton



Pictured:

Touch's Breakaway Fred with owners (l to r) Bruce Norton, Karen Norton, Becky Futch and Gary Futch

Touch's Fire Away



Touch's Fire Away is the recent winner of the Alabama Championship, his second year to do so. He has qualified for his second year run here with five additional placements, three firsts, one second, and a runner-up at the Missouri Open Championship. Mike is a white, orange, and ticked pointer dog who

is just shy of six years old. He was bred by Keith Wright and is by House's Ring Of Fire and is out of Touch's Maswood Anne. Randy Anderson will handle Mike for his owners, Greg and Carmen Adams.

House's Ring Of Fire was discussed in the above profile for Touch's Breakaway Fred. Touch's American Baby and Touch's Fire Away's dam, Touch's Maswood is by Maswood John out of Will's Windy. Maswood John was one of Mike Matney's dogs, he was by Maswood Hawk out of Urgent Delivery. Will's Windy is perhaps well remembered as the dam of Mac's Memphis May, House's River Fever, Three Ten To Yuma, and Lester's Bandit (the sire of Miller's Happy Jack)) when she was bred to House's Line Up.

Owners:

Dr. Greg & Carmen Adams

Handler:

Randy Anderson

Scout:

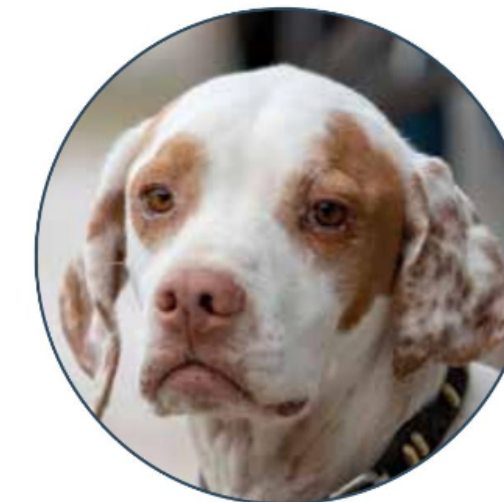
Korry Rinehart



Pictured:

Touch's Fire Away with (l to r) scout Korry Rinehart handler Randy Anderson and owners Dr. Greg & Carmen Adams.

Touch's Malcolm Story



Touch's Malcolm Story returned for his fourth year having won two championships this season, the United States Open and the North Carolina Quail Championships, in addition to three other placements. Big has finished a three hour run here twice before. This seven year old, white, orange, and ticked pointer dog was bred by

Keith Wright. Big was sired by Touch's Knight Rider and is out of Blackhawk's Sunflower. Big's owners, Alex and Brianna Rickert, will have Mark McLean handling.

Touch's Knight Rider and Blackhawk's Sunflower should by now be familiar from the other profiles. To give the extent of the influence here; either of the brothers Touch's Knight Rider and House's Ring Of Fire, and either of the sisters Sparkles and Blackhawk's Sunflower appear in the pedigrees of one third of this year's contestants.

Owner:

Alex Rickert

Handler:

Mark McLean

Scout:

Ike Todd



Pictured:

(L to R) Touch's Malcolm Story's handler Mark McLean, owner Alex Rickert, scout Ike Todd

ARCTIC AVENUE LOGO

Arctic Avenue is a brand I envisioned selling outdoor-inspired products targeted toward students. I started by sketching out a mono-line silhouette of a polar bear, which perfectly represents the Arctic element the brand draws inspiration. I then experimented with different fonts, looking for a sans-serif font that captures Arctic Avenue's clean and modern aesthetic. I used Adobe Illustrator to combine the polar bear silhouette and font to create a cohesive logo that effectively represents the brand. The color I chose for the logo is pale blue, which conveys a sense of calmness that is perfect for a brand focused on the great outdoors. To showcase the logo, I put it onto merchandise and created an Instagram page for display. The logo looks great on various products, including water bottles, backpacks, and clothing.







