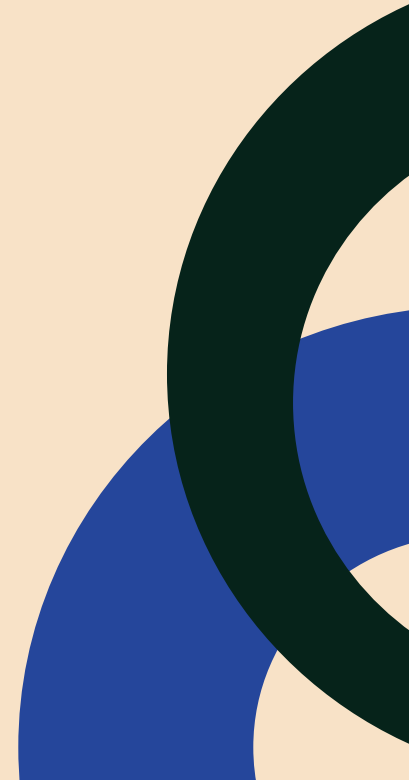
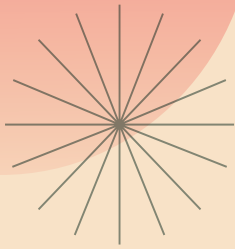


Where Creativity
Knows No Bounds



JP Gieser

2025 Fall

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My work as a designer centers on the idea of elegant utility. I transform complex digital interactions into smooth, intuitive human experiences. I specialize in end-to-end product design, focusing on research, information architecture, and creating interfaces that meet business goals while keeping users happy. I strongly believe that the best design goes unnoticed, allowing tasks to be completed easily and building user trust.

My approach is based on data-informed and iterative methods. I start by turning user needs, behavioral data, and technical constraints into clear design requirements. My process includes ongoing cycles of prototyping, user testing, and refinement. This ensures the final product is both accessible and high-performing. I use visual design not just for looks but to support usability, hierarchy, and consistency across every part of a digital product.

Key themes in my work focus on accessibility, efficiency, and emotional design. I aim to include micro-interactions and thoughtful visual feedback that give the product personality and lighten the cognitive load. I draw inspiration from the psychology of interaction and the layout of everyday life, striving to create digital spaces that feel familiar and trustworthy. Ultimately, I want to design digital products that not only solve problems but also genuinely enhance the quality of daily interactions for millions of users.

Title**Original Format**

Figure 1: ACT: Human Rights Film Festival

Illustrator, 11 in x 17 in

Figure 2: Boots & Biscuits

Illustrator, 8.5 in x 4 in

Figure 3: Shawnee Sauce

Illustrator, 7 in x 3 in

Figure 4: Pour Decisions

InDesign, 8.5 in x 11 in

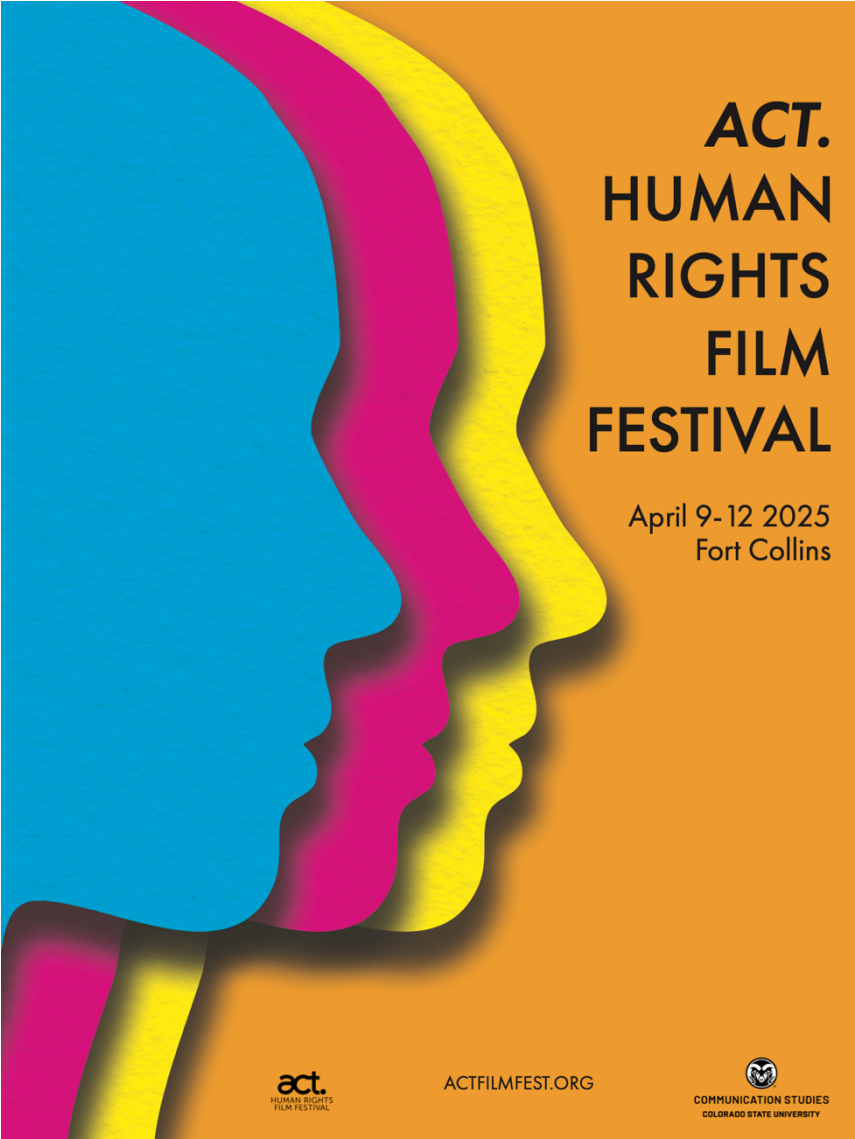


Figure 1: Act: Human Rights Film Festival



Figure 2: Boots & Biscuits



Figure 3: Shawnee Sauce

