



THE HOLIDAY PARTY

ONLY AT TARGET 

CAMPAIGN CONCEPT:

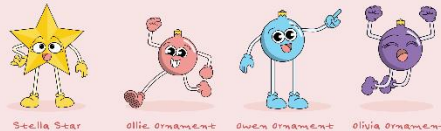
- FAMILY FUN
- HOLIDAY CHAOS
- UNIVERSALITY OF TARGET
- DUSTING OFF HOLIDAY OBJECTS
- FUN APPEARANCE
- LOVABLE PERSONALITIES



MEET THE HOLIDAY PARTY!

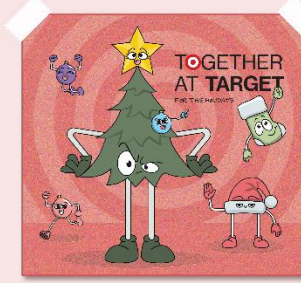


Finnecus Fir Santa's Hat, Harrison Sammy Stocking



Stella Star Ollie Ornament Owen Ornament Olivia Ornament

LET'S GET TO TARGET



GIFTCARD DESIGNS



- DESIGN PER CHARACTER
- OPTIONS FOR FAMILIES & FRIENDS
- PERSONALIZATION

TOTEBAGS & PLASTIC BAGS



Tiana Sigg-Brown

2022 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My name is Tiana Sigg-Brown and I am a graphic designer. Graphic design to me represents the use of both logic and creativity. My work allows me to come up with visual solutions to abstract problems. Being able to bring thoughts and ideas into the world is one of my greatest passions in life. I use my talent as a visual artist to bring people together to achieve a common goal because when people come together to work towards something, the creativity is boundless. I find inspiration all around me, but particularly from the people around me. I believe that I am the culmination of those that I've met and the people I love are a direct reflection of myself. My friends, my family, and those that I've met along my way have left lasting impressions on not only my creative process, but the person I am today.

I use my work as a vessel for communication and representation. I believe in bringing everyone to the table and ensuring that they feel included and safe to let their voices be heard. I will never hesitate to step in to help someone who is struggling because bringing people together is the only way to enact true results and change. I would not be the artist I am today if I didn't have the everlasting support from my community and I believe in paying it forward. My decisiveness and determination in my tenacity for life are what give my work its personal flare. Through my love for my craft and my will to succeed, I will continue making art that centers around supporting and lifting up others, chasing my goals, and bringing a creative approach to all aspects of my life.

Title**Original Format**

Figure 1: "STICK WITH ME, KID, AND WE'LL GO PLACES" STICKER SHEET	Illustrator, 11 in x 17 in
Figure 2: "STICK WITH ME, KID, AND WE'LL GO PLACES" INSTAGRAM MOCKUP	Illustrator, 11 in x 17 in
Figure 3: HIT THE TARGET: THE HOLIDAY PARTY MOCKUP	Illustrator, 11 in x 17 in
Figure 4: HIT THE TARGET: THE HOLIDAY PARTY GIFTCARDS	Illustrator, 11 in x 17 in
Figure 5: HIT THE TARGET: THE HOLIDAY PARTY BAGS	Illustrator, 11 in x 17 in
Figure 6: HIT THE TARGET: THE HOLIDAY PARTY INSTAGRAM MOCKUP	Illustrator, 11 in x 17 in
Figure 7: SOUTH AFRICA COLLAB: DAUGHTERS OF LITEMA MAIN POSTER	Illustrator, A1
Figure 8: SOUTH AFRICA COLLAB: DAUGHTERS OF LITEMA INDIVIDUAL POSTER	Illustrator, A1
Figure 9: PORTFOLIO REWORK: THE JASMINE DRAGON	Illustrator, 11 in x 17 in
Figure 10: PORTFOLIO – A NEW CHAPTER STYLE GUIDE	Illustrator, 11 in x 17 in
Figure 11: PORTFOLIO – A NEW CHAPTER RESUME, COVER LETTER, BUSINESS CARD	Illustrator, 11 in x 17 in

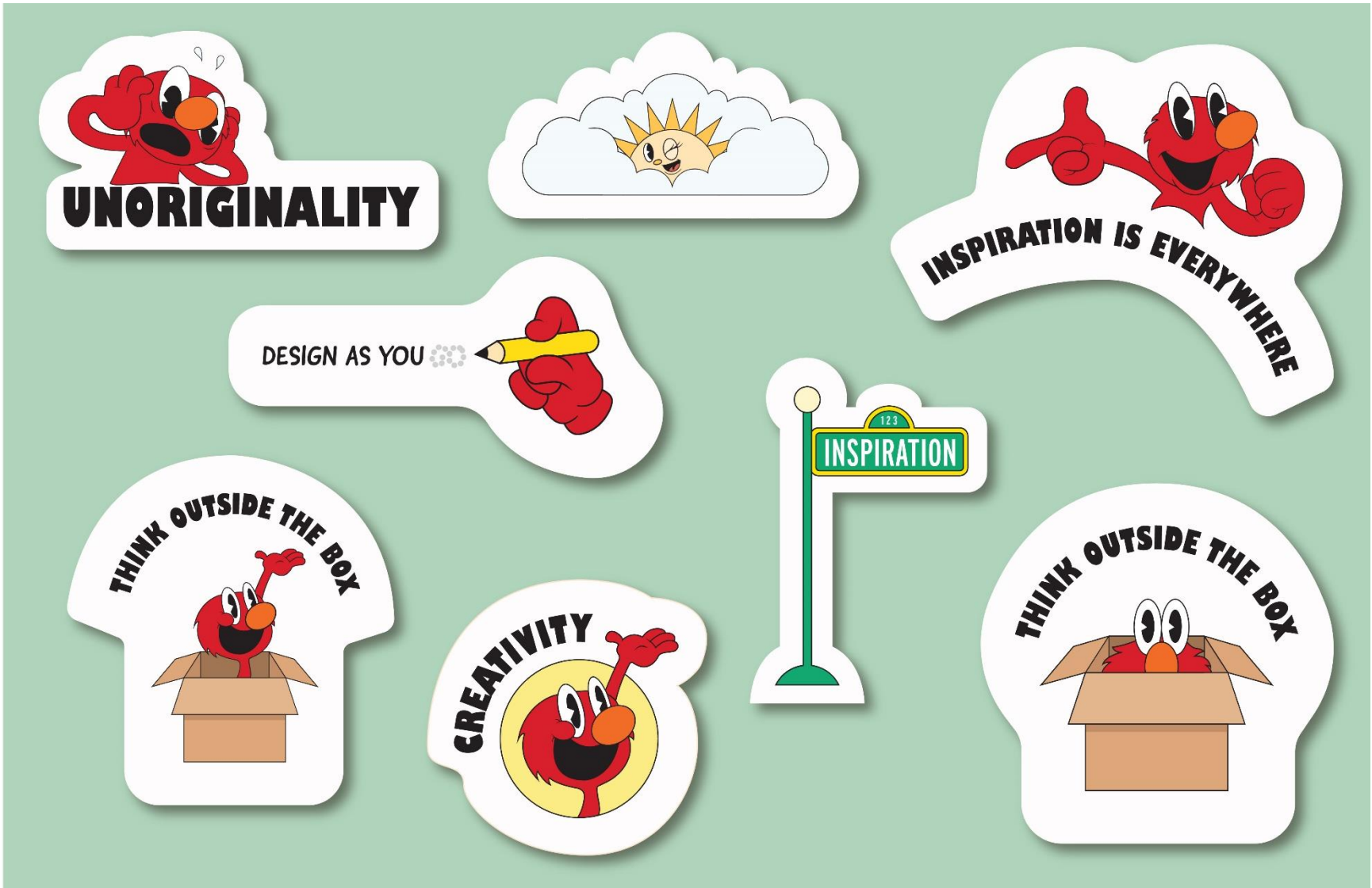


Figure 1: "STICK WITH ME, KID, AND WE'LL GO PLACES" STICKER SHEET

INSTAGRAM

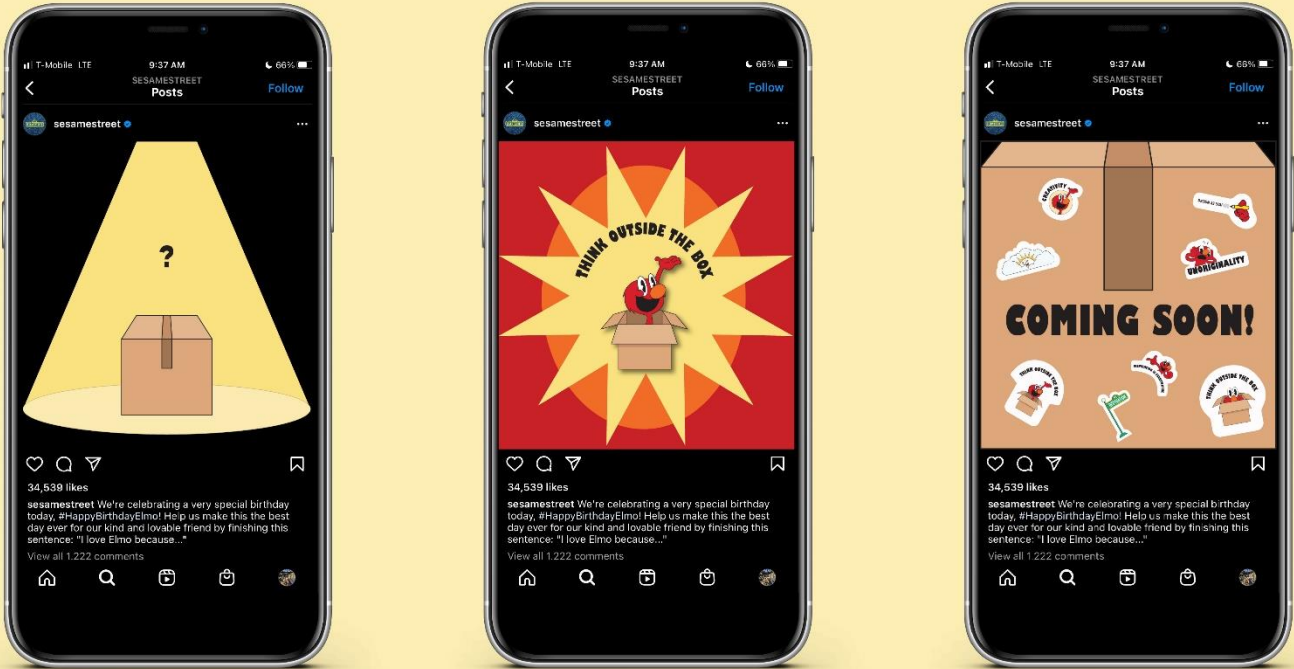


Figure 2: "STICK WITH ME, KID, AND WE'LL GO PLACES" INSTAGRAM MOCKUP



THE HOLIDAY PARTY

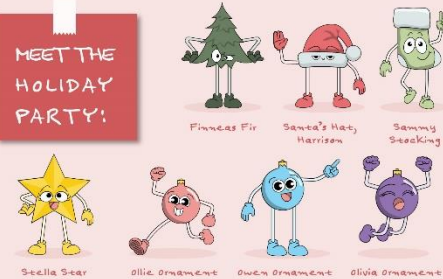
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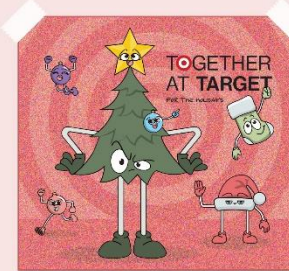
- FAMILY FUN
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GIFTCARD DESIGNS



- DESIGN PER CHARACTER
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TOTEBAGS & PLASTIC BAGS



Figure 3: HIT THE TARGET: THE HOLIDAY PARTY

GIFTCARD DESIGNS

- DESIGN PER CHARACTER
- OPTIONS FOR FAMILIES & FRIENDS
- PERSONALIZATION

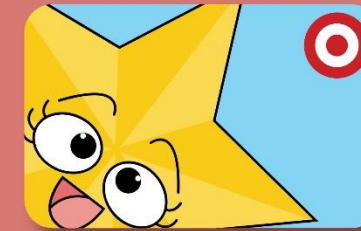
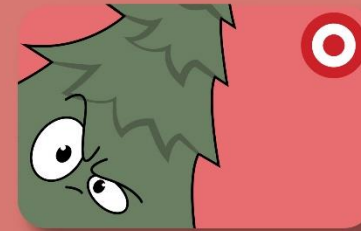


Figure 4: HIT THE TARGET: THE HOLIDAY PARTY GIFTCARDS



Figure 5: HIT THE TARGET: THE HOLIDAY PARTY BAGS

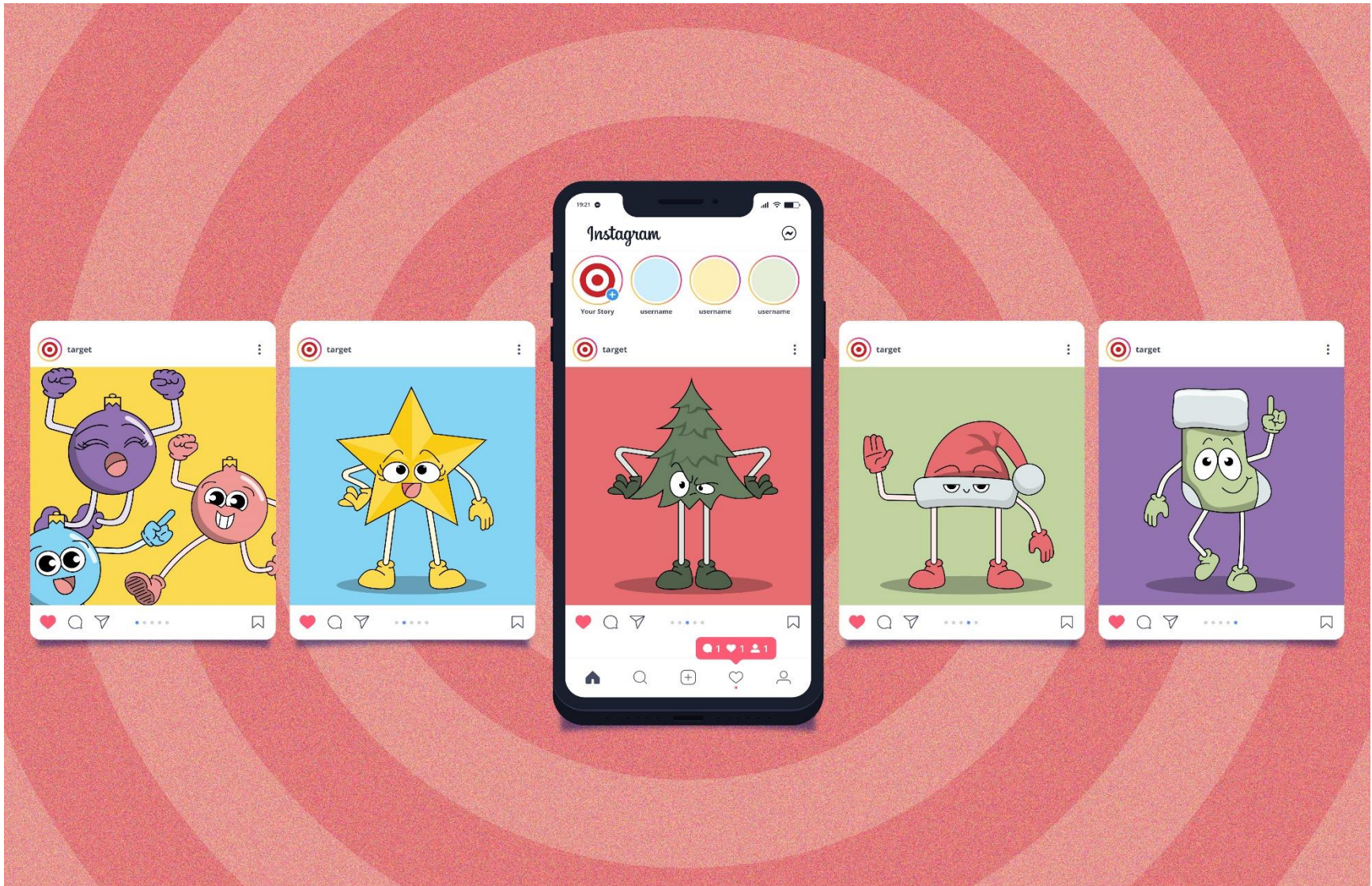
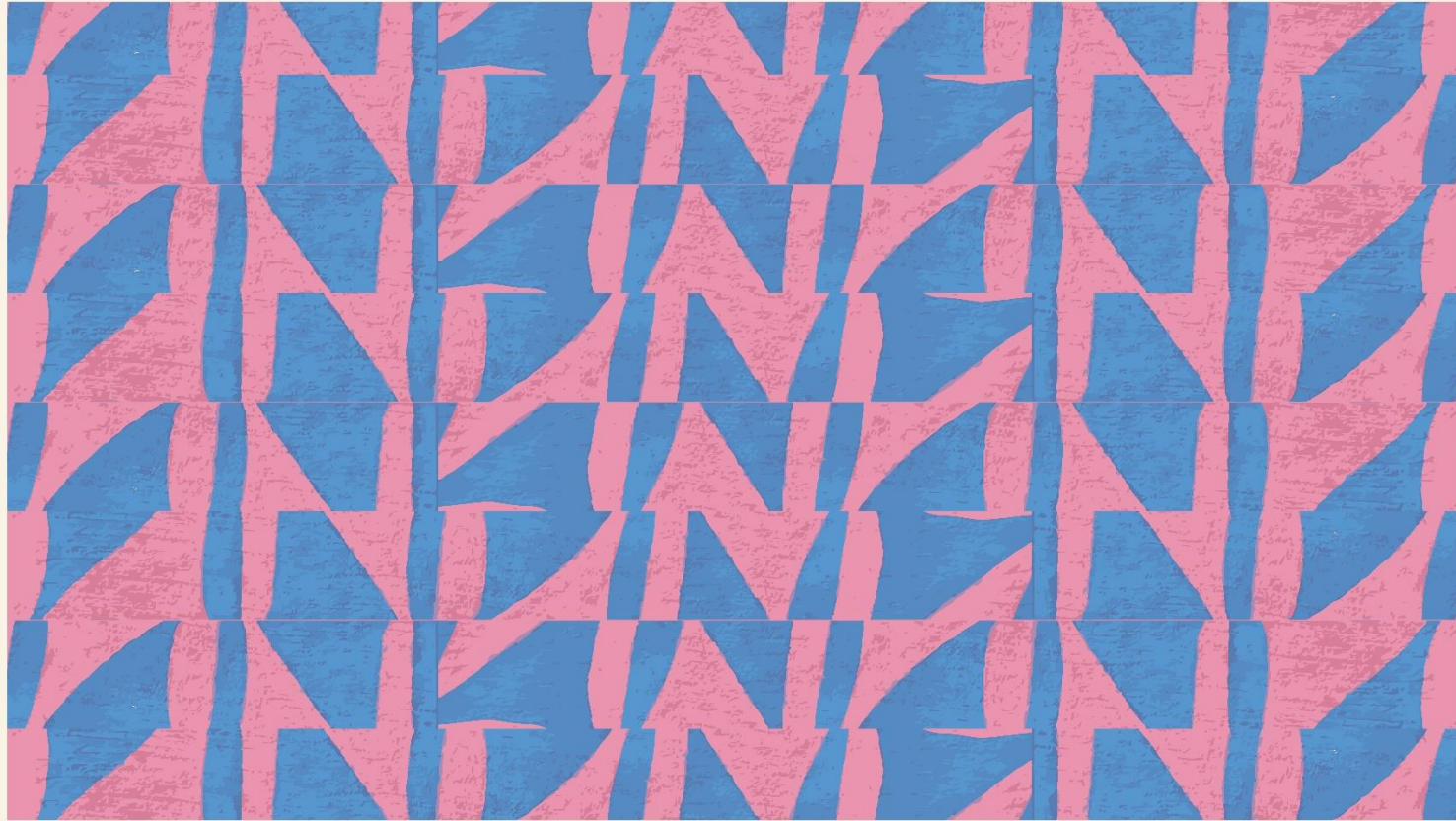


Figure 6: HIT THE TARGET: THE HOLIDAY PARTY INSTAGRAM MOCKUP

SEPTEMBER 2022 X GREGORY ALLICAR

REVERING TEMPORAL RURAL EARTH ART

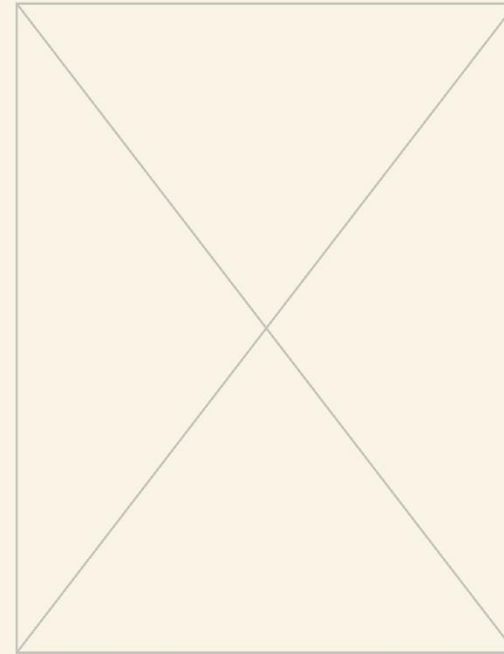
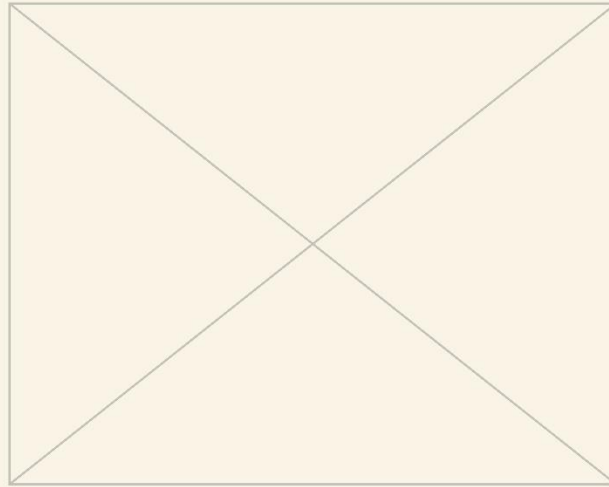


ACROSS THE FREE STATE IN SOUTH AFRICA

• DAUGHTERS OF LITEMA •

Figure 7: SOUTH AFRICA COLLAB: DAUGHTERS OF LITEMA MAIN POSTER

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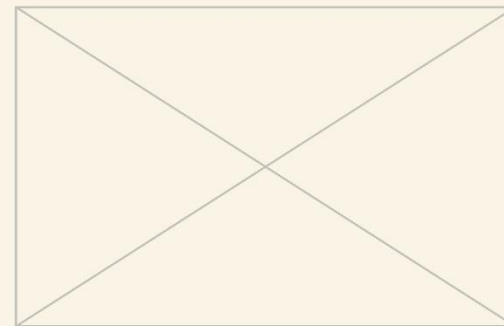
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Figure 8: SOUTH AFRICA COLLAB: DAUGHTERS OF LITEMA INDIVIDUAL POSTER



EUPHORIGENIC

CAMBRIA

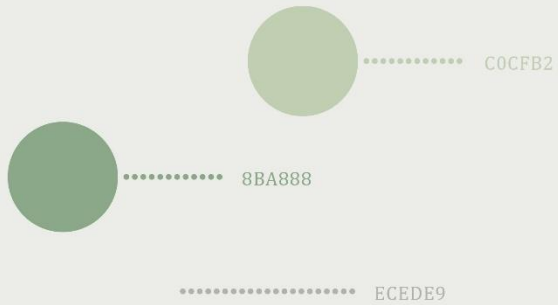


Figure 9: PORTFOLIO REWORK: THE JASMINE DRAGON

ECKMANNPSYCHER SMARTE

FUTURA PT CONDENSED MEDIUM

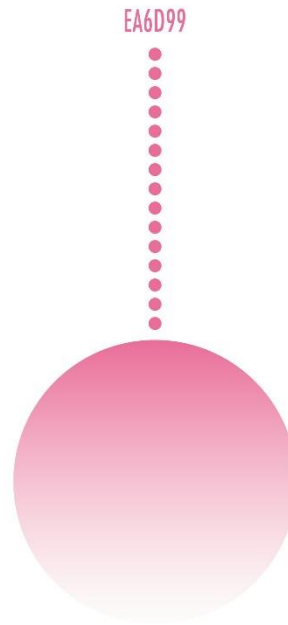
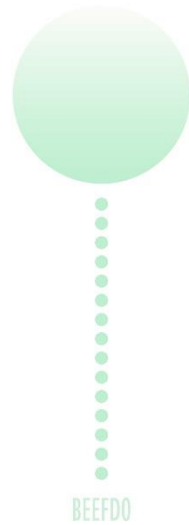


Figure 10: PORTFOLIO - A NEW CHAPTER STYLE GUIDE



TIANA SIGG-BROWN

GRAPHIC DESIGNER & ILLUSTRATOR



ABOUT ME

My name is Tiana Sigg-Brown. I'm a graphic designer and illustrator based out of the Denver area. My specialties range from branding and conceptual to character illustration and design. My favorite types of projects to work on are ones where I'm able to bring the thoughts and ideas of others into the physical space while working together to create visual solutions to abstract problems.

720 - 745 - 0597
 tiana.sigg22@gmail.com
 @tianasiggbrown_art
 www.linkedin.com/in/tiana-sigg-brown-01530a207

EDUCATION

Bachelor of Fine Arts in *Graphic Design*
 Colorado State University

SKILLS

- Adobe Creative Suite
Photoshop, Illustrator, InDesign, XD
- Designing for web & print
- Branding
- Logo creation
- Color theory
- Layout
- Typography

DESIGN EXPERIENCE

Art Director Intern 2021
 Biolumina through the Multicultural Advertising Internship Program

Design Intern 2019
 Hanley Flight & Zimmerman Intellectual Property Firm

OTHER EXPERIENCE

Canine Coach 2020
 Dogtopia of Fort Collins

Dog Daycare Attendant 2017-2019
 Bowhaus Dog Daycare and Boarding

Hostess 2016-2017
 Southside Walnut Cafe



TSB
 GRAPHIC DESIGN & ILLUSTRATION



TIANA SIGG-BROWN

GRAPHIC DESIGNER & ILLUSTRATOR

PASSIONS

- Advocating for human rights
- Collaborating with others
- Exploring different art mediums
- Making a difference
- Protecting the environment
- Visiting new places

I am seeking a position as a creative in the field of advertising that allows me to think outside the box to come up with client-oriented solutions. My background in both graphic design and marketing allows me to better understand the client and produce work that satisfies their needs while bringing a creative quality to the solution. I'm proficient in Illustrator, Photoshop, Indesign, and Excel. I have experience with logo design, product mockups, sketching/brainstorming, and group conceptualing. I work well with both already established brands as well as up-and-coming brands that need help developing a foundation.

My biggest asset I bring to a team is my ability to bring people together to work as a cohesive unit where everyone feels heard and respected. I value getting results, making decisions, persistence, problem solving, taking charge, being self-reliant, and stepping up to new challenges.

My ideal working environment is one that actively creates a space for diversity, equity, and inclusion.

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Learn more about me at iamtianasiggbrown.myportfolio.com



TIANA SIGG-BROWN
 GRAPHIC DESIGNER & ILLUSTRATOR

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Figure 11: PORTFOLIO - A NEW CHAPTER RESUME, COVER LETTER, BUSINESS CARD