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Nikki Petrow

Nikki Petrow was born in Long Island, New York. Nikki currently lives and works in Kennesaw, GA. In 2020, she will be receiving her Bachelor of Fine Arts degree with a concentration in Graphic Communications from Kennesaw State University. She specializes in advertising publications, and branding. Nikki has built her portfolio with designed publications, branding and advertisements for places, events, and organizations, product packaging, user experience design, and motion graphics. Nikki is now working towards moving into her professional career as a graphic designer.

Meet Nikki



What to Expect:

Advertisements
Package Design
Publications
UX Design

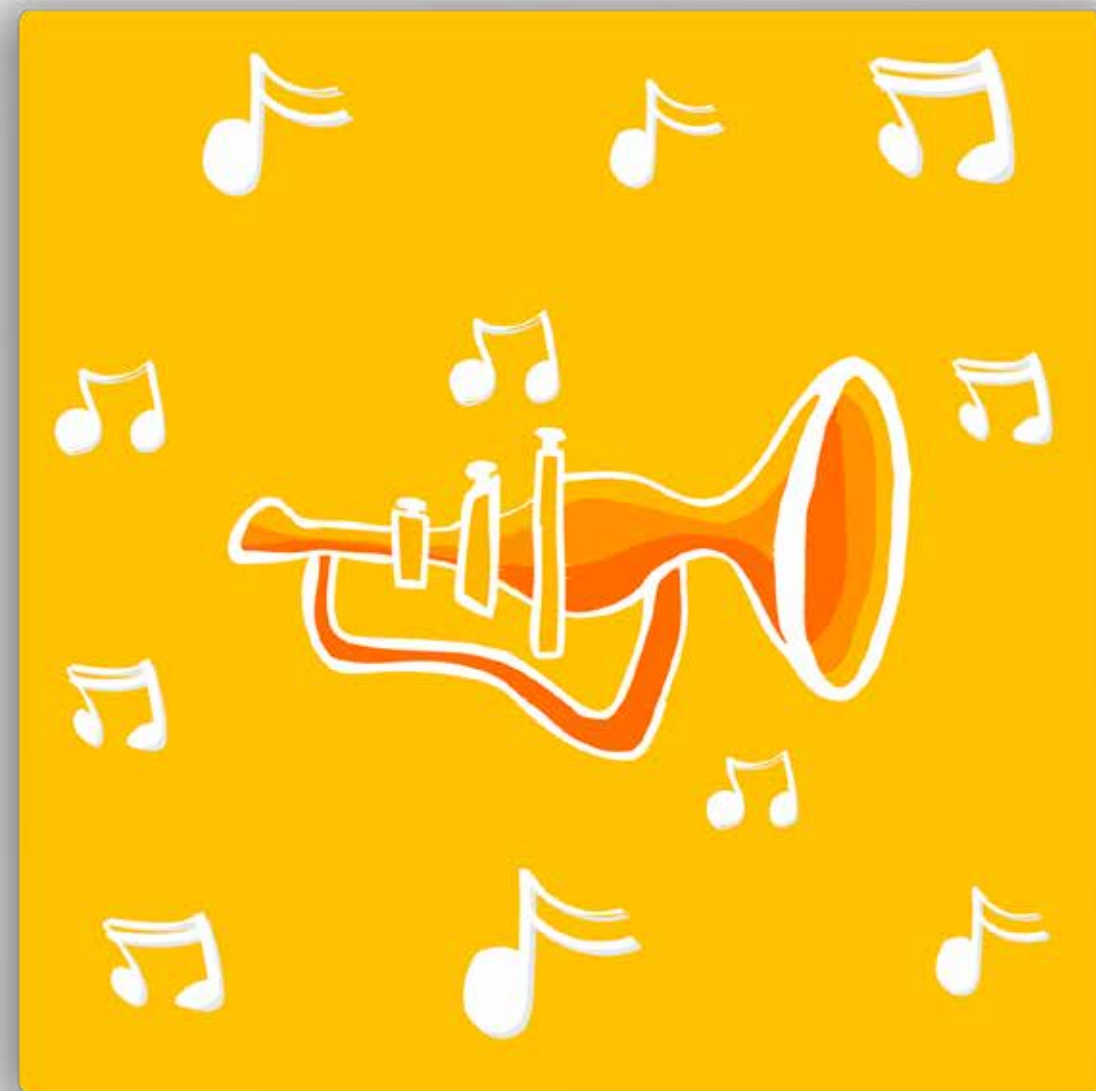
2019

Atlanta's Jazz Fest

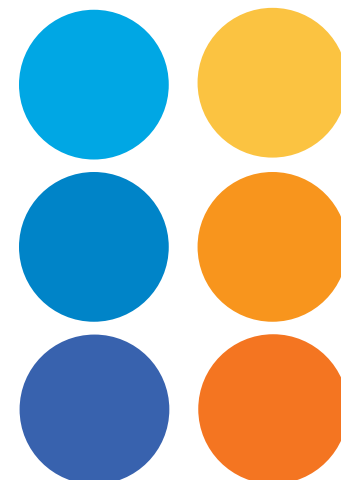
Advertisements

Motion Graphic, Poster, and VIP Pass

Atlanta's Jazz Fest is a mock jazz festival based in Atlanta. The main problem foreseen with jazz music is that people typically believe it is only meant for older generations to listen to. For this festival, the branding is meant for a younger target audience from 18-29 years old. Since these advertisements are directed towards a younger audience, the designs have to be bold and eye catching. The chosen colors consist of vibrant shades of yellow, orange, and blue. The yellow and orange portray elevated energy and happiness, and the shades of blue emphasize feeling, emotion, and movement of jazz music. The chosen design principles consist of movement, rhythm, emphasis, and contrast to portray a bold jazz feeling. The light and deep shades of color emphasize depth which is an important aspect of this design. The illustrative style is loose, bouncy, and playful to cater to the young target audience, and emphasize the movement in jazz music.



@np_graphics



TOMARIK

DISPLAY | DISPLAY SHADOW

Avenir Next

Bold | Medium | Medium Italic

Ae

Ai

Id



2019

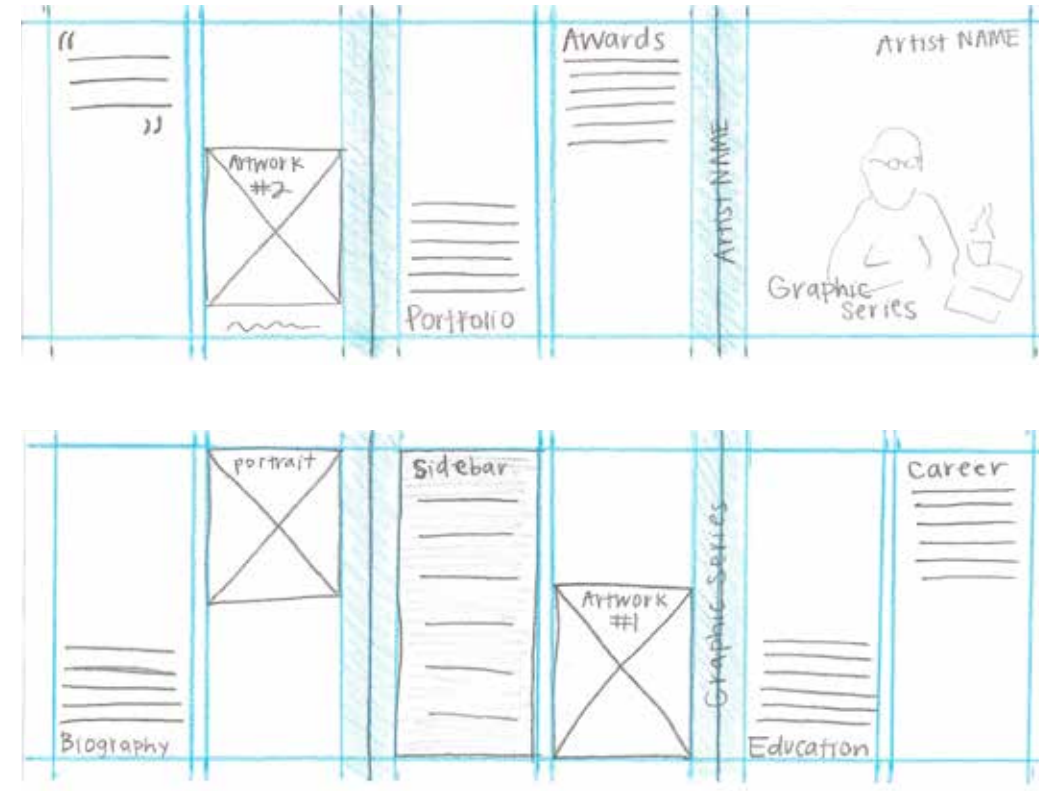
The Graphic Design Series

Z-Fold and Package Design

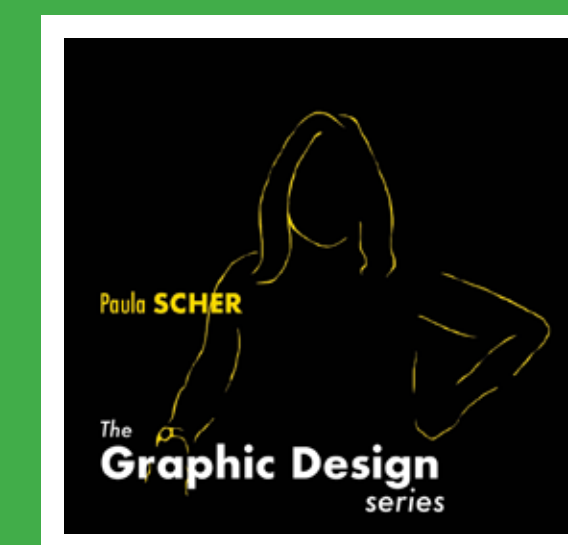
The Graphic Design Series consists of four square Z-fold booklets. Each booklet is about a different graphic designer. The target audience are people who have an interest in artists and designers. The cover illustrations are meant to be mysterious because designers and artists are often known more for their style of work rather than who they are. Therefore, once the users open the book they will learn about the lives and works of the designers. The color palette is based on each artist's most popular works. For Example, April Greiman often added a splash of green in her work, so the color for her booklet is green. The main goal for this series was strong consistency and unity between all four booklets. The typography, grid system, hierarchy, and layout all remain the same. The grid structure is clearly laid out, and easy to read and navigate through.

TOMARIK
DISPLAY | DISPLAY SHADOW

Avenir Next
Bold | Medium | Medium Italic



The Graphic Design series

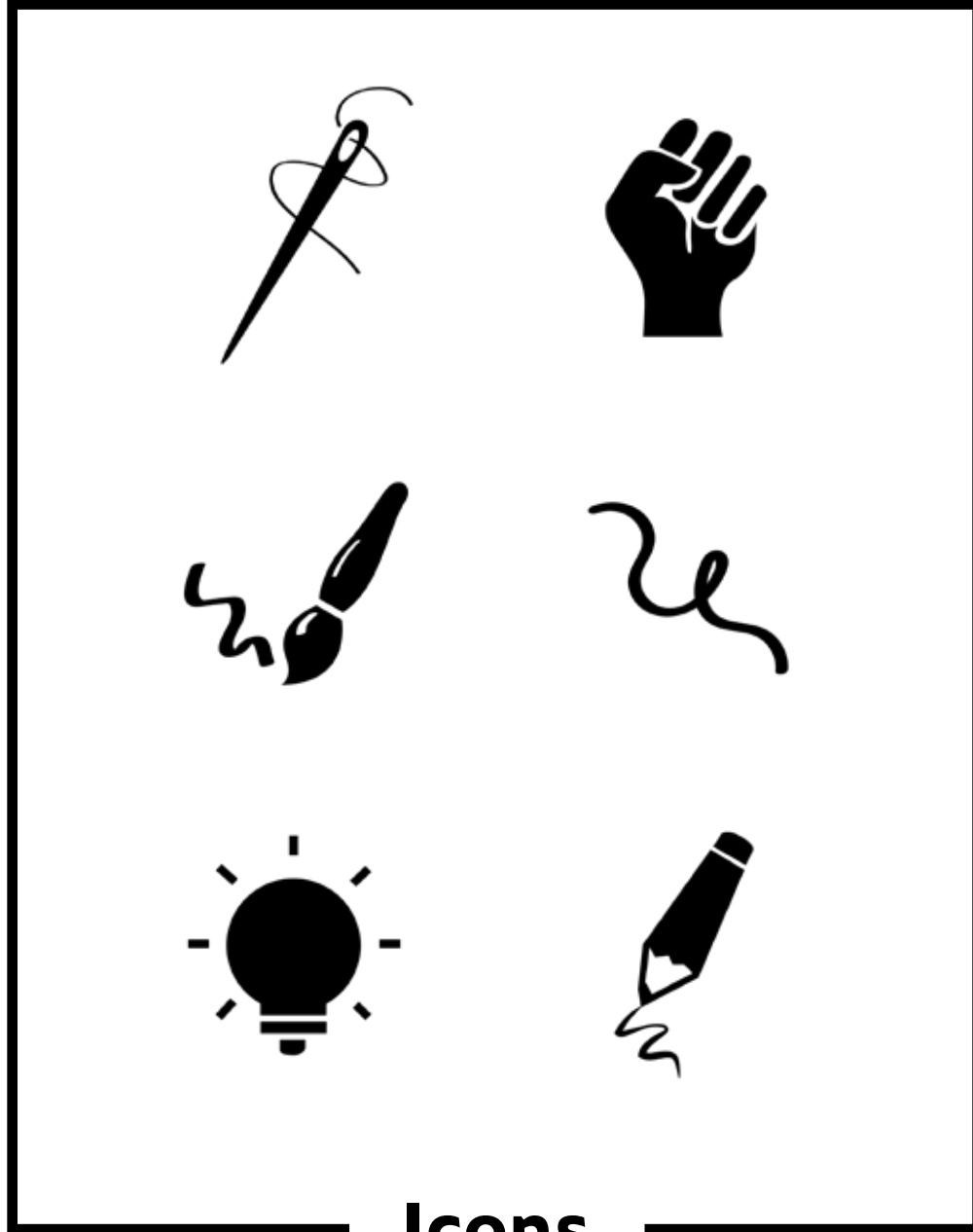


2019

Artist Block

Package Design

Artist Block is a mock subscription box for artists. Each month artists are sent a box that encourages exploration of creativity. The experience is enhanced through fun and mysterious packaging. The primary box is made of wood, and is meant to be a keepsake. Each secondary box contains the materials needed for a general task. The target audience are artists between the ages of 18-29 years old. The package design is simplistic so it does not overwhelm the users. The humble materials mixed with red create a bold sense of determination and passion. The icons on top of each secondary box reveal the main action of the task inside the box. For example, the light bulb correlates with design, and the hand correlates with sculpting.



 **Cheslea Market Pro**
Regular

Avenir Next
Demi Bold

artist
BLOCK
Monthly Subscription Box

6 exercises that explore creativity



2019

Metro Manhattan

Fragrance Package Design

Metro is a mock fragrance company that sells gender neutral fragrance. The concept of Metro is that each fragrance scent is based on a city in a large metropolitan area. This package design is based on their Manhattan scent. The challenge for this package design was to target all genders for a product this is typically only meant for one gender. The target audience are young adults between the ages of 18-29 years old who live an urban lifestyle. Since this product is based on large metropolitan areas, the design for the Metro Manhattan fragrance has to specifically reflect the lifestyle in Manhattan, NY. To emphasize this lifestyle, it was important to have a complex and intriguing design with photography, and illustration. Line, shape, texture, and color are major elements in this design. The incorporated design principles consist of proportion, emphasis, rhythm, and contrast.

Century Gothic Pro
Bold | *Italic*

METRO

Logo designed by Valeria Diaz



Ai

Id

Ps



2019

Skateboarding

Booklet Design and Packaging

Everything You Need to Know about Skateboarding is a 16-page booklet with information about boards, tricks, legendary skaters, and more. Each spread has different special effects like embossing, bump plates, UV coating, cross-overs, clipping paths, and die cuts. The color space consists of duo-tone, grayscale with one spot color, and 4-color process. Each spread specifically focuses on different design elements and principles. For example, the It's Tricky spread is focused on emphasis and line, and The Look spread is focused on space and balance. The target audience are those interested in skateboarding between the ages of 18-35 years old. The color palette consists of red and orange because those are both associated with skateboarding and they express energy, passion, and determination.

Prometo
Black / *Black Italic* | Medium | Regular

Avenir Next
Bold | Demi Bold | Medium | Regular



The Peak

Magazine Branding

Layout and Design

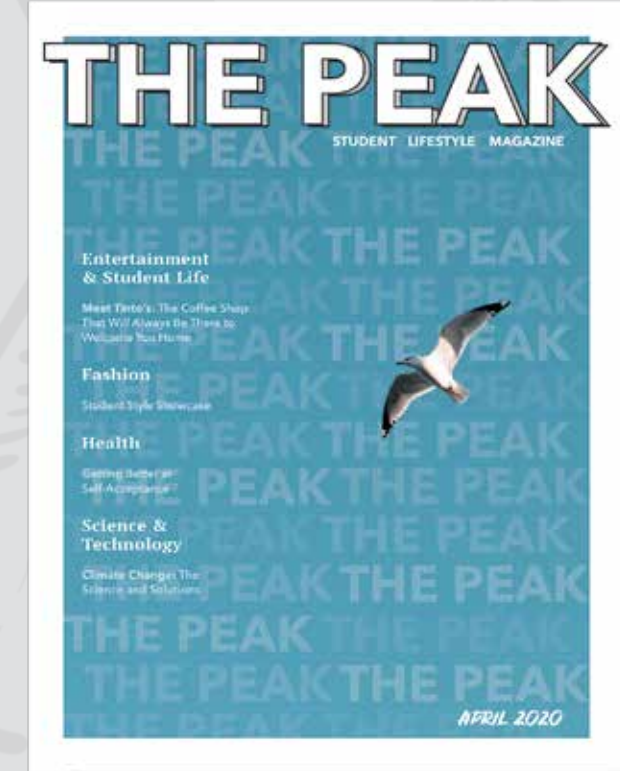
The Peak is Kennesaw State University's student lifestyle magazine.

The Peak focuses on Entertainment and Student Life, Fashion, Health, and Science and Technology. As the layout editor for The Peak, I took on rebranding the layout and design by creating unity between each bimonthly issue. The main design elements that are focused on are line, space, and color. The Peak requested a modern redesign, therefore line is used to frame images, white space is used to keep the layout breathable and clean, and one color is used throughout each issue to keep it minimal. Balance, contrast, unity, and harmony were the design principles that remained focus.



Nikki Petrow
Layout Editor

- PT Serif**
- Bold | Regular**
- Avenir Next**
- Bold | Demi Bold | Regular**



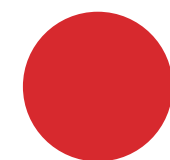
2019

Manga Kissaten

Restaurant Branding

Logo, Menu, Annual Report, and Recipe Book

Manga Kissaten is a mock authentic Japanese cafe. This is a trendy take on an authentic Japanese kissaten, or "tea-drinking shop" with the theme of manga, which are comics originating from Japan. Traditional kissatens have become rare in Japan, so to bring this concept back to life the audience is shifted to younger crowds. The target audience are young adults, 18-29 years old, who enjoy Japanese culture and manga. All of Manga Kissaten's publications are read from right to left to remain consistent with manga comics and Japanese reading style. Manga comics impacted the designs of these publications heavily with strong diagonals, blocked sections, and illustrations. Color, line, and shape were important elements of design in maintaining contrast, balance, and unity throughout each publication and Manga Kissaten's branding.



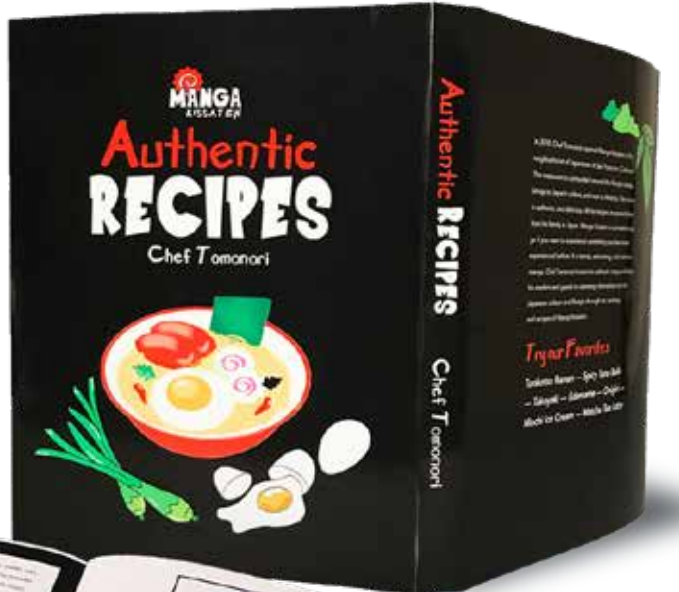
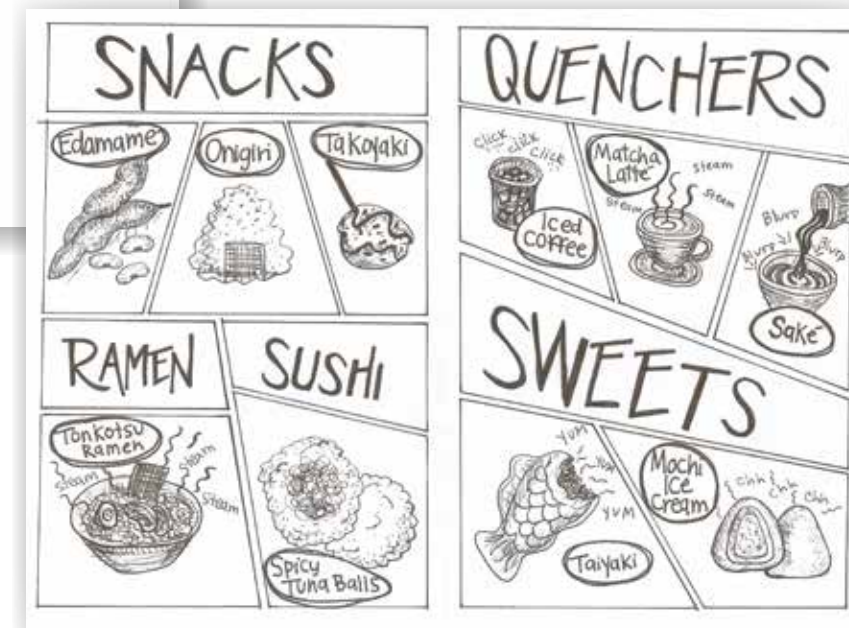
SAIYAN SANS
REGULAR

Manga Speak

Bold | Regular

Avenir

Heavy | Book | Light



**GD
USA**

AMERICAN GRAPHIC DESIGN AWARDS
2019 WINNER

2020

Twinbrook Resort

User Experience Design

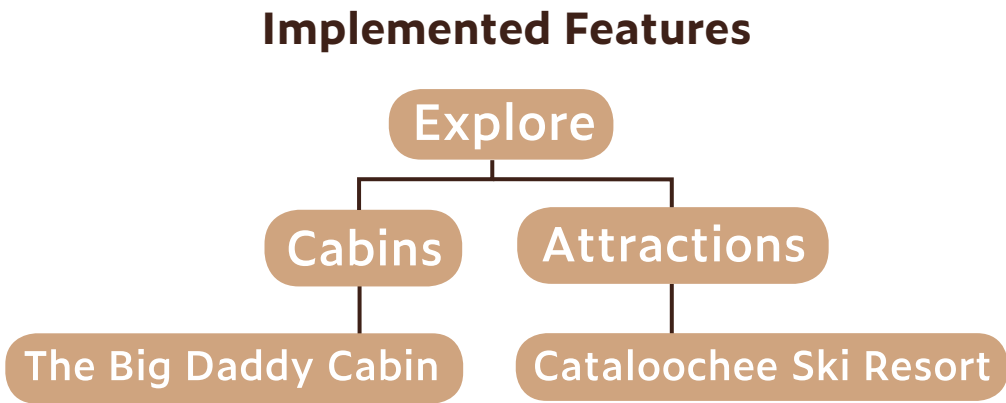
Desktop, Tablet, and Mobile

Twinbrook Resort is a resort that offers cabin rentals, campsites, and amenities located in Maggie Valley, NC. The user experience design consists of their website in desktop, tablet, and mobile versions. The established goals for this redesign were to be more enjoyable, easy to navigate, professional and aesthetically pleasing. The target audience includes adults from the ages of 18-55 years old who travel regularly and are active online. The main features for these applications include Cabins, Camping, Attractions, Amenities, and a Plan your Trip search engine. The established designs are based on the user based scenario, and their tasks.

- Bagatela**
Bold | Regular
- Savoye let*
Plain
- Century Gothic Pro**
Bold | Regular



Watch the app live!



User Based Scenario

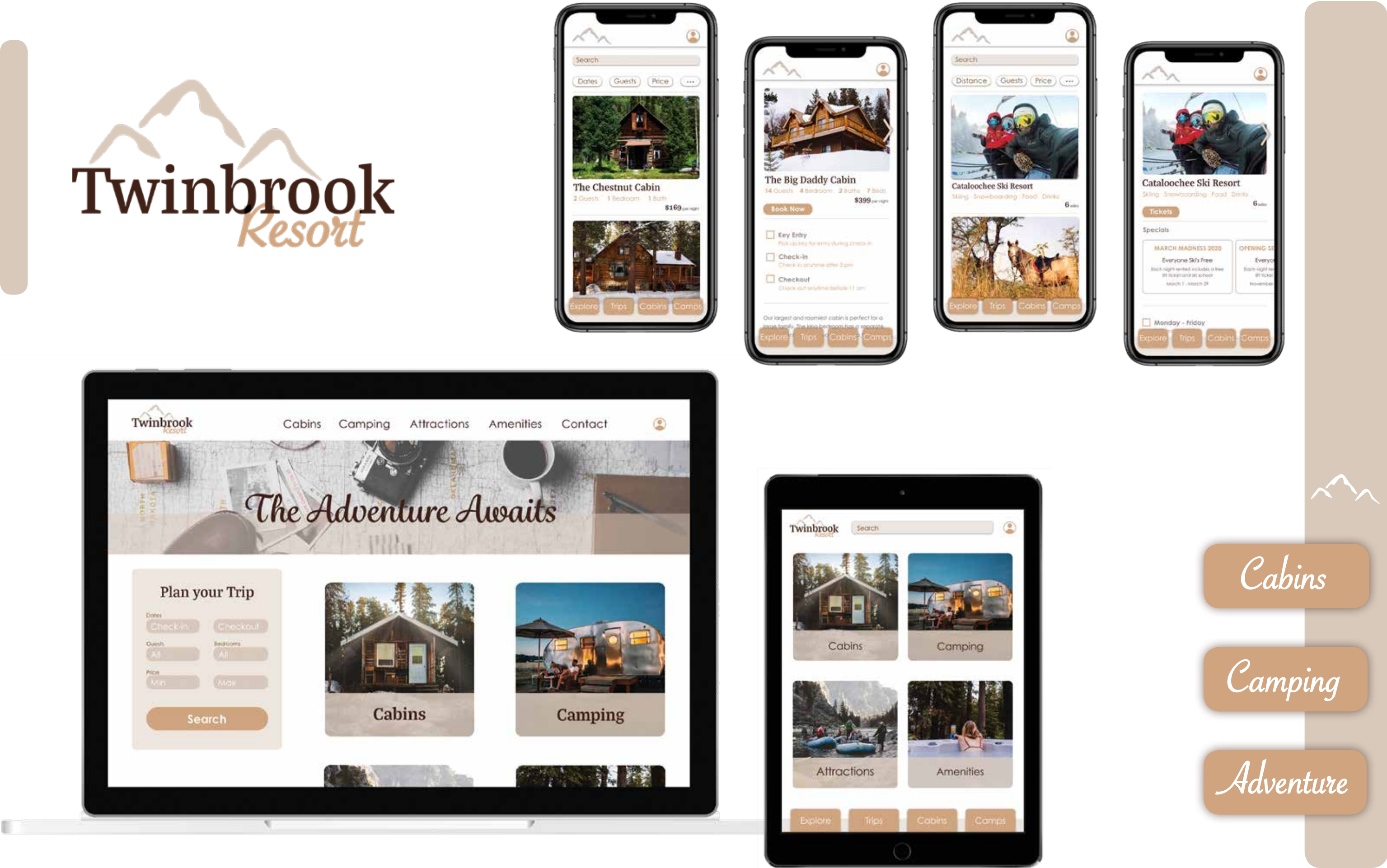
Chris has a group of friends that want to make plans for Spring Break. They want to find more information about renting a cabin. They heard from a friend that Twinbrook Resort is the perfect place.

Task 1

Chris and his large group of friends want to go on a weekend getaway to Maggie Valley, NC. On the Twinbrook Resort mobile app, find the largest cabin they offer.

Task 2

Chris wants to know what the local attractions are by Twinbrook Resort. His friends like to ski and snowboard. Find out more information on if there are any local ski resorts.



Let's Connect

 @np_graphics

 Nikki Petrow

 nikipetrow.com



nikipetrow.com