



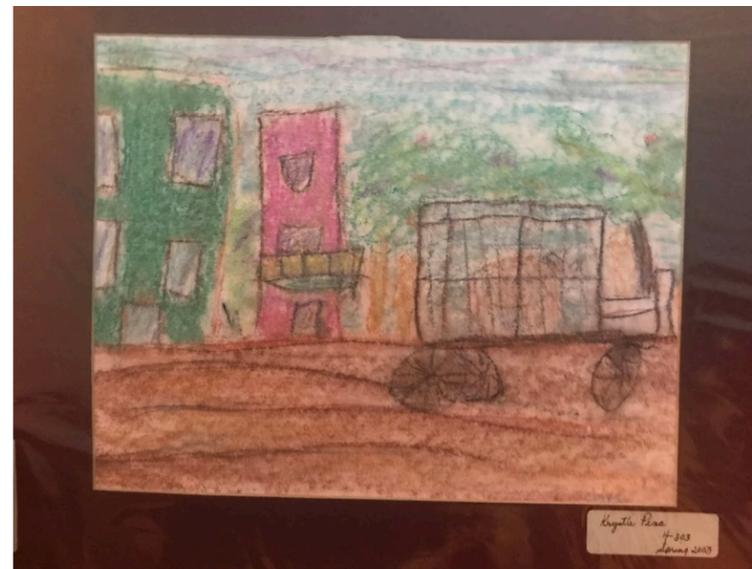
Krystle Lee Pena
Graphic Designer

WHERE I'M FROM

Born and raised in Bronx, NY.

Fell in love with the arts in 4th grade.

Focused only on Photography and video in HS.



WHERE
I AM
NOW

Introduced to Advertisement and Graphic Design in City Tech.

Currently studying communication design.

Expected graduation in June 2018

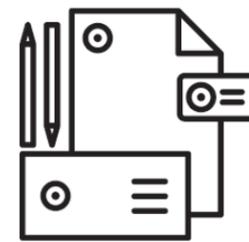
STRONG SUITS



Conceptualizing



Photography

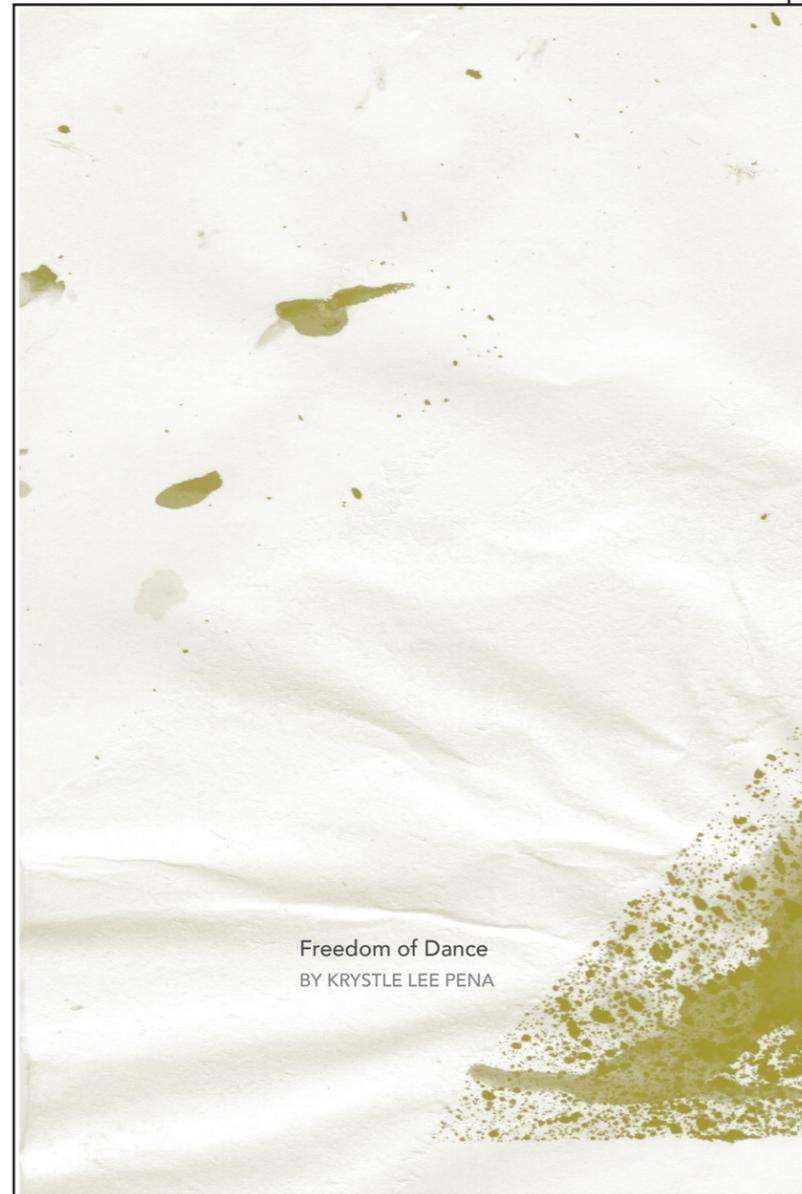


Brand Identity

CONCEPT- UALIZING

I enjoy coming up with concepts and seeing them come to life. Using my creativity and making connections based on experiences and inspirations.





I created the zine book from scratch and actually have a printed version. I also created real textures and scanned them in to include them in my 12 spread book.

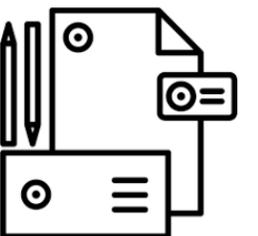
This is the Freedom Cover and inside Title page.



These are some spreads i designed inside of the freedom zine book.

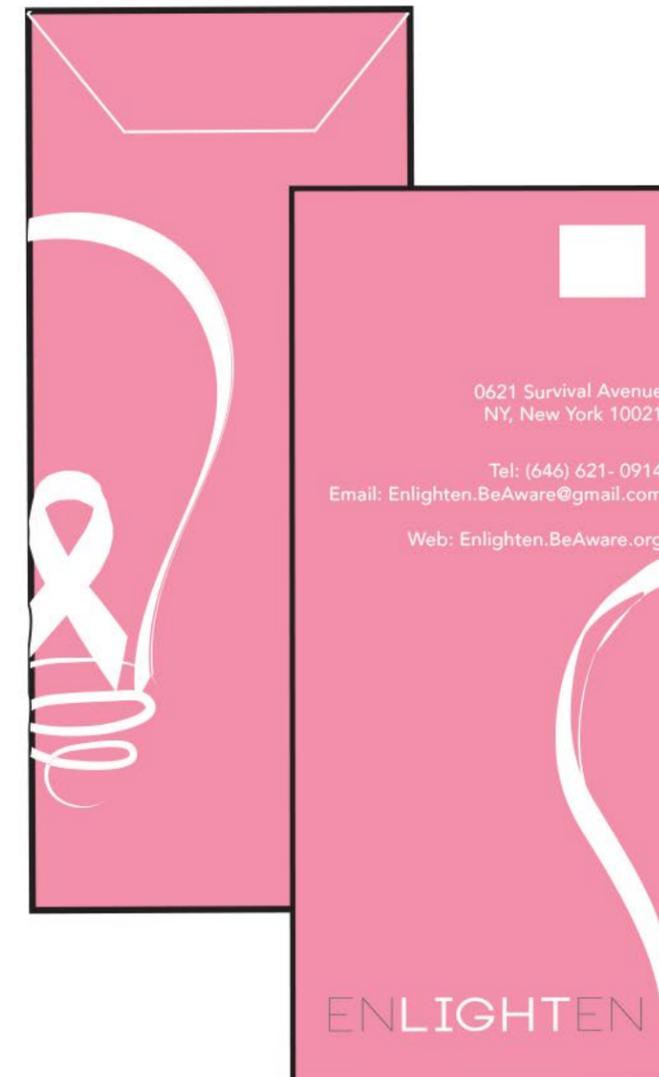
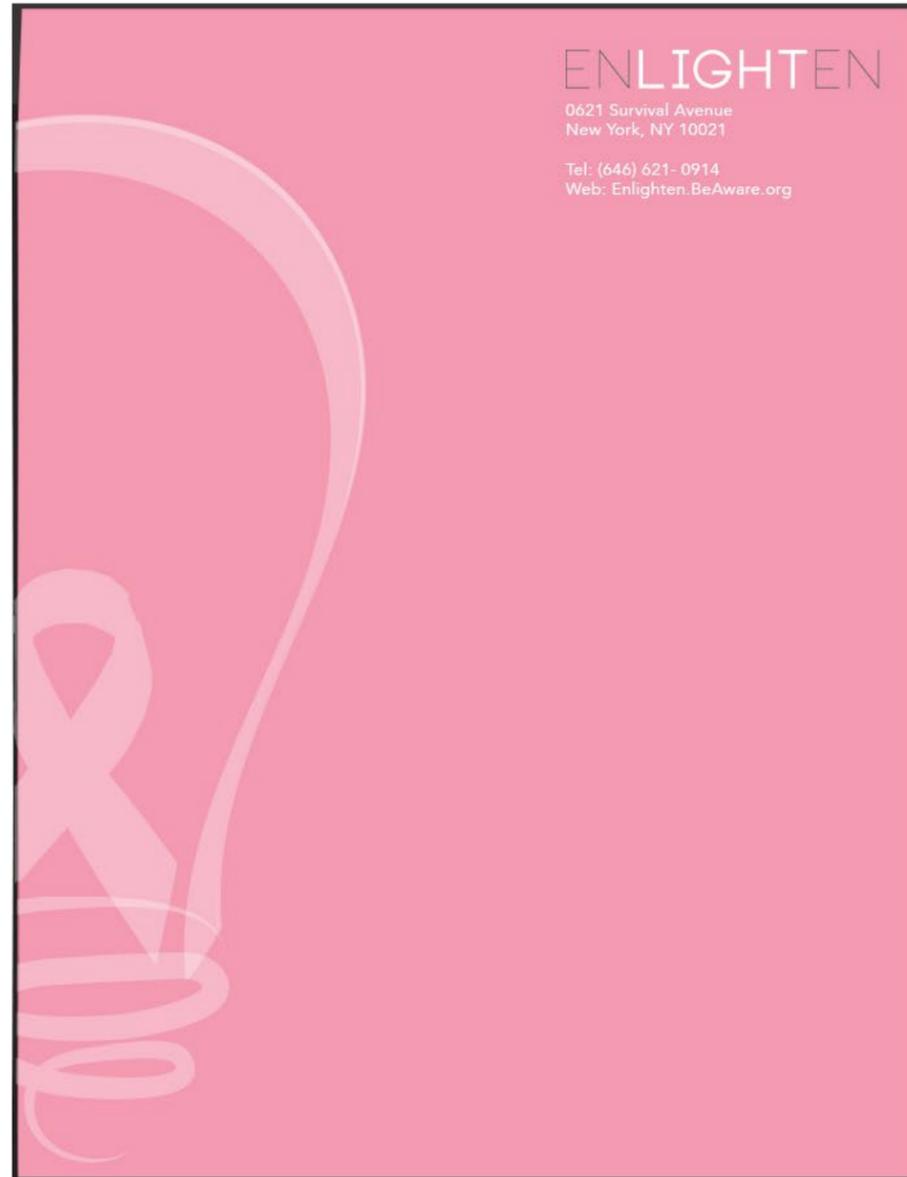
BRANDING IDENTITY

I truly enjoy making a brand instantly recognizable and unique. A creative well executed brand identity represents the conversation that customers along with fellow designers are having with each other. I would like to start those conversations.





Full editorial magazine I designed, this is the K Magazine Cover.



Enlighten is a great cancer awareness company I created and this is its stationary.

H.W.
 Texty paper of
 Directly important &
 changes on top of original
 5-10
 Start working on names.
 Cues
 Heat
 security insurance
 At least 50 words!
 prompt.

NOTES:
 more weight to bulb line
 Simplify bottom
 Bulb up rather than lateral about 5-10%
 HW: look up things for Breast Cancer Research Awards find symptoms check names
 reverse-cut out when you change things from black to white.
 start with all words word describe

look up new words that you can.
 Cues
 Heat
 security insurance
 At least 50 words!
 prompt.

Reverse-cut out when you change things from black to white.
 start with all words word describe

web site layout, grid, mockup
 Alert, Alive Attention
 Aware & Alert & Alive
 ENLIGHTEN
 Enlighten
 Breast Cancer Awareness
 Realize & recognize Breast Cancer Awareness
 Breast Cancer Awareness
 Be Alert, Be Alive
 Breast Cancer Awareness
 BREAST BEAT
 TEXT
 NEON
 Resting
 Beba S.

web site layout, grid, mockup
 Alert, Alive Attention
 Aware & Alert & Alive
 ENLIGHTEN
 Enlighten
 Breast Cancer Awareness
 Realize & recognize Breast Cancer Awareness
 Breast Cancer Awareness
 Be Alert, Be Alive
 Breast Cancer Awareness
 BREAST BEAT
 TEXT
 NEON
 Resting
 Beba S.

Color palette:
 C-60
 M-50
 Y-20
 K-20
 Dark pink
 C=25
 M=89
 Y=28
 K=24
 C=0
 M=66
 Y=5
 K=16
 Light pink
 C=0
 M=39
 Y=14
 K=0
 Medium pink
 C=0
 M=56
 Y=14
 K=0

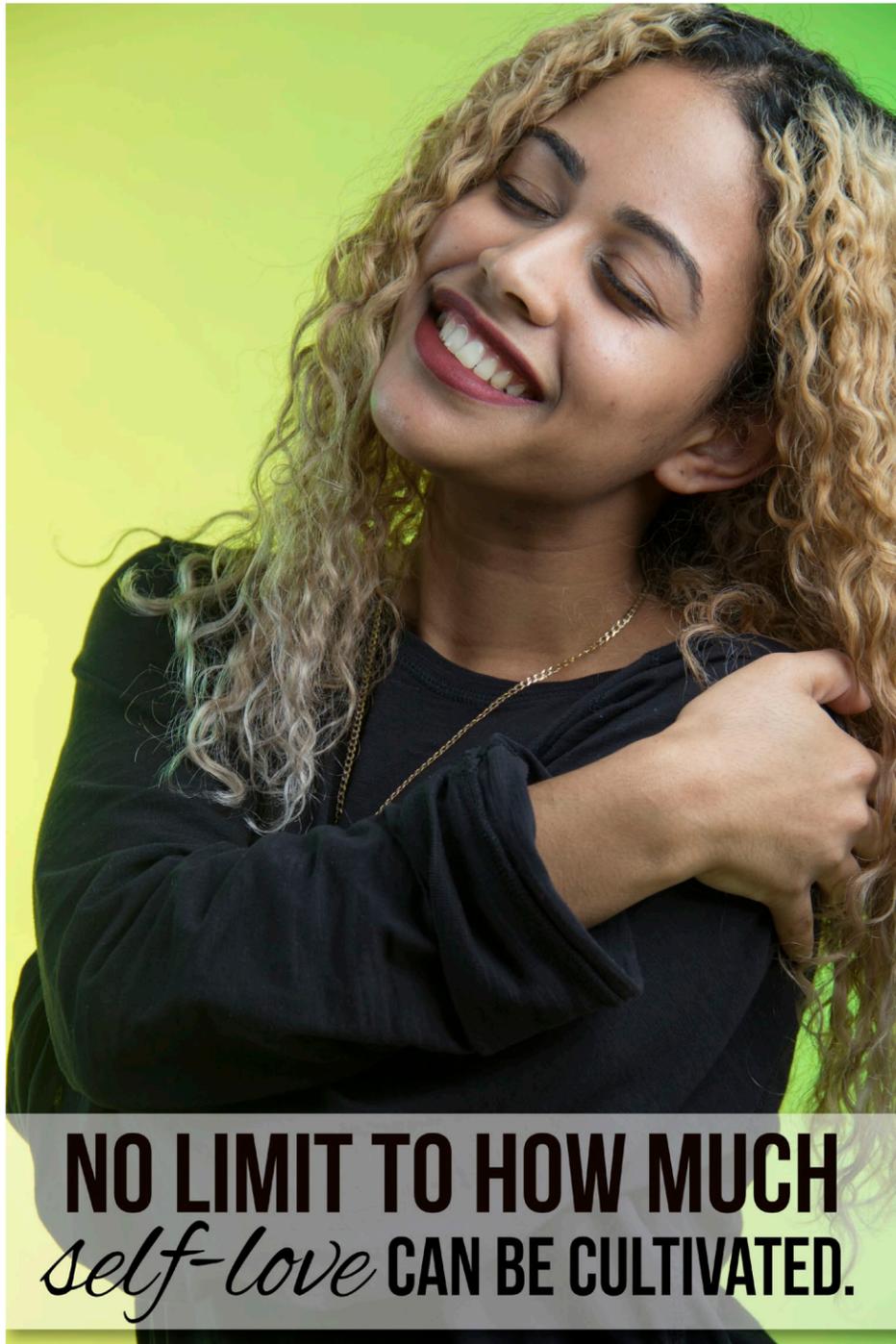
Enlighten thought process and sketches.

PHOTO- GRAPHY

There is no better feeling than exploring a world through the lens of my camera. It's the ability to change perspective and to view life through a different lens. Our perception is completely unique. You also have the ability to capture a life long memory.







NO LIMIT TO HOW MUCH
self-love CAN BE CULTIVATED.



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self-love CAN BE CULTIVATED.



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self-love CAN BE CULTIVATED.



I took this photo's composition, lighting, and product to fit beats brand.

WHERE I'M GOING



City Tech



Graduate 2018



Intern



GREY
Pentagram

Generalist Studio
Ad Agency