



Jae Moore-Gayles

Design Portfolio

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Metro made easy

EXPLORE THE METRO

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**DC
VIRGINIA
MARYLAND**

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**made
easy**

WMATA Metro Guide Brochure (Front Cover)

Adobe Illustrator, Adobe Photoshop

2022



1

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- BL** FRANCONIA-SPRINGFIELD / DOWNTOWN LARGO
- SL** ASHBURN / DOWNTOWN LARGO
- OR** VIENNA / NEW CARROLLTON
- RD** GLENMONT / SHADY GROVE
- YL** HUNTINGTON / GREENBELT
- GR** BRANCH AVE / GREENBELT

2

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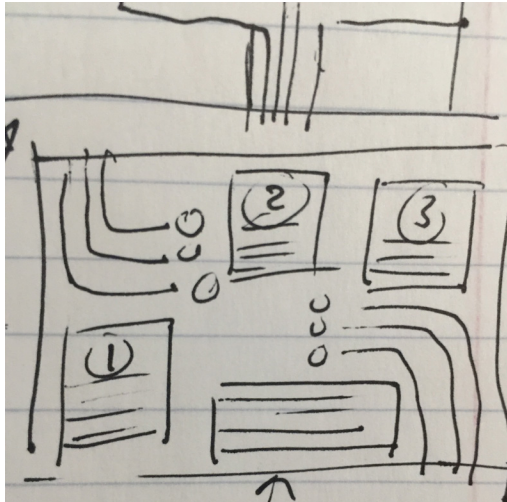
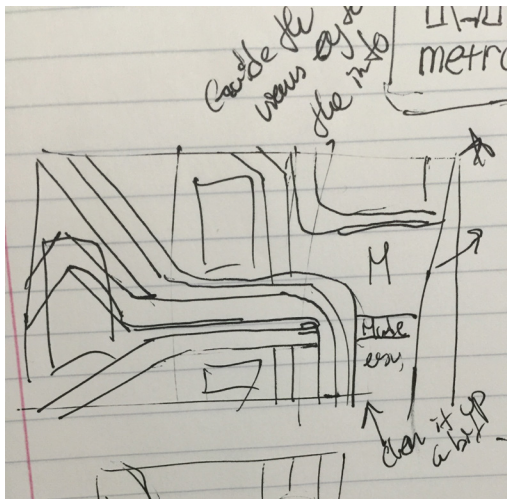
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WMATA Metro Guide Brochure (Inside Cover)

Adobe Illustrator, Adobe Photoshop

2022



Sketch drafts of Brochure
(Front and Back)



WMATA Official Metro Map

The WMATA or the Metro is a Metro rail system that services the DMV: The District of Columbia, Maryland, and Virginia. The brochure was made for new travelers in order to get familiar with the railway. The design was inspired by the original metro map, as it has a more artistic interpretation of the metro rail. I arranged the lines similarly in order to guide the reader's eyes to the information at the front of the brochure. I framed the lines around the M in the front of the brochure in order to mimic the Metro Logo, an M framed in a rectangle. For the inside, I grouped the metro rail lines by which area they originate from. The Orange, Blue, and Silver lines all originate from Virginia, and the Red, Yellow, and Green Lines all originate from Maryland. I formatted it in an angular way to guide the reader's eye to the legend in the middle. This way, the reader becomes familiar with the names of each line and where they go. I used a black, bold font on top of a creame background in order to lessen the harsh contrast of black and white. The text is large and easily readable for travelers who have difficulty reading.



Drop App Logo Design
Adobe Illustrator
2022

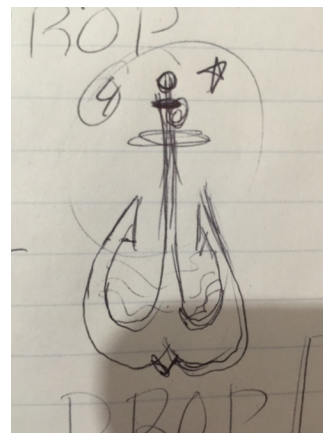
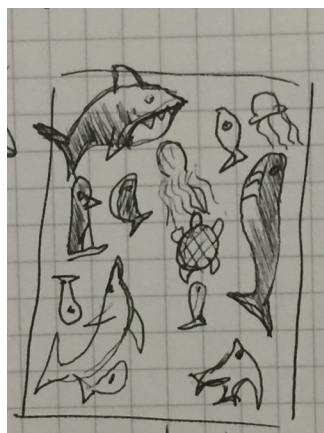


Drop App Bussiness Card
Adobe Illustrator
2022



Drop App iPhone Loading Screen
Adobe Illustrator
2022

IPhone Screen
Illustration Sketch
Pen and Paper
2022

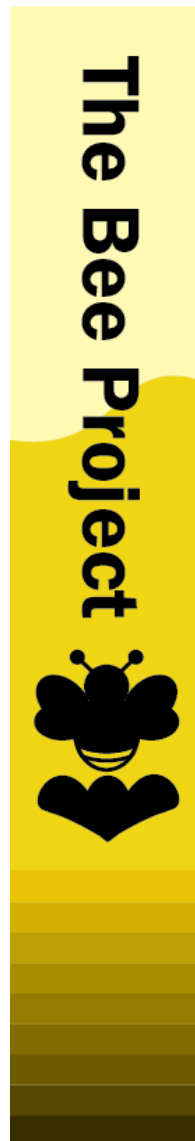




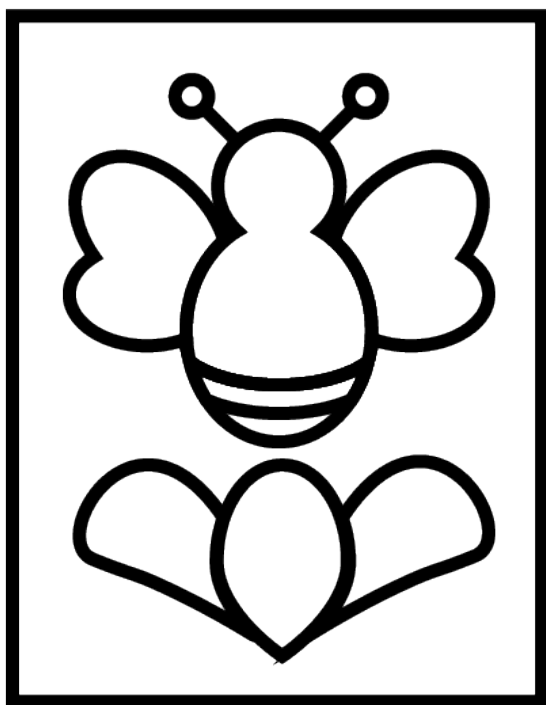
Drop App Mock Ups

Adobe Photoshop Adobe Dimensions
2022

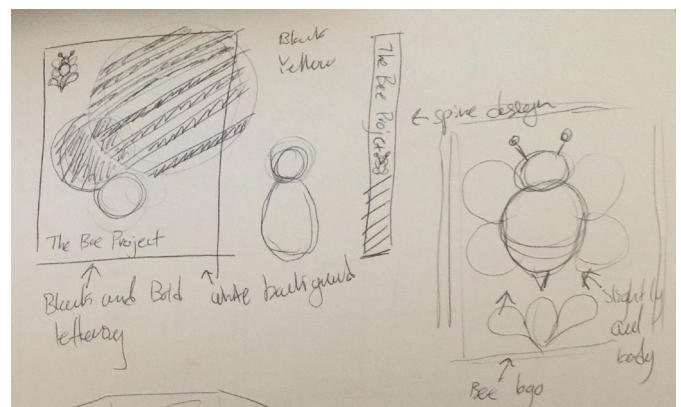
I designed an app logo for a water conservation project called Drop. Drop was made to raise awareness for water conservation efforts. It would encourage users to drink more water and log their progress into the app. The more water they drink would reveal new information on endangered ocean animals. That's why the design for the app's loading screen is a minimalist pattern of endangered ocean animals. I also created mock-ups for some items that would go along with the app. A reusable metal water bottle with the same pattern from the app's loading screen, and business cards for the project use. The logo is an anchor over top wavy lines. The lines mimic the ocean, and the anchor was designed to look like a water droplet, while also referring to its use in fishing boats. The colors were meant to reflect the ocean, a calm sea green that would encourage mindfulness from its users. The minimal yet cute pattern would attract younger users to the app. And it's easily reusable for any other product the company would want to make.



The Bee Project
Book Cover
Adobe Illustrator
2022



The Bee Project
Logo Design
Adobe Illustrator
2022



Book Cover Sketch
Pen & Paper
2022



The Bee Project Book Mock up
Adobe Photoshop, Adobe Dimensions
2022

A book cover and spine design for The Bee Project, a book about beekeeping and bee conservation. The design is minimal, yellow circles and striped black circles represent the form of a honey bee. Yellow is the primary color used to represent not just the honey bee, but also the honey they produce. The “Bee” in the title of the cover is larger than the rest of the text in order to draw attention to the subject of the book. The logo is of a honey bee hovering over a flower. A simple design that fits with the overall look of the book cover. The spine has a different font, this is to increase readability for consumers who have difficulty reading.



VAPO WAVE

ON JUNE 20TH

DJ GALAXY | DJ GALAXY

DJ ROB | DJ MIN

DJ XOXO

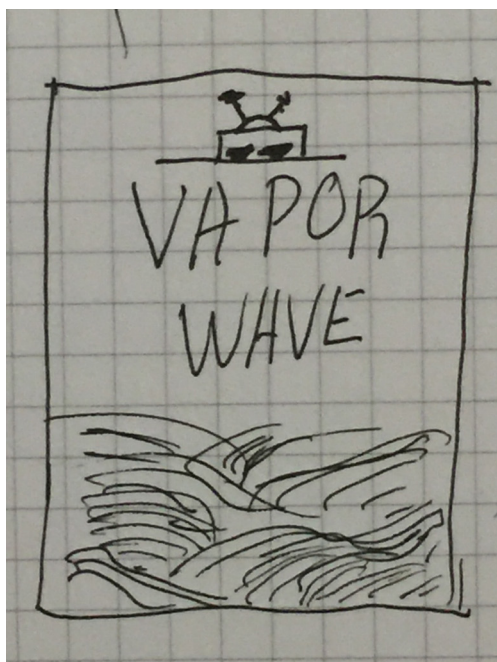
BUY YOUR TICKETS AT [EVENTBRITE.COM](https://www.eventbrite.com)

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Vapo Wave Poster
Adobe Illustrator
2022



Vapo Wave Poster Mock Ups
Adobe Photoshop, Adobe Dimensions
2022



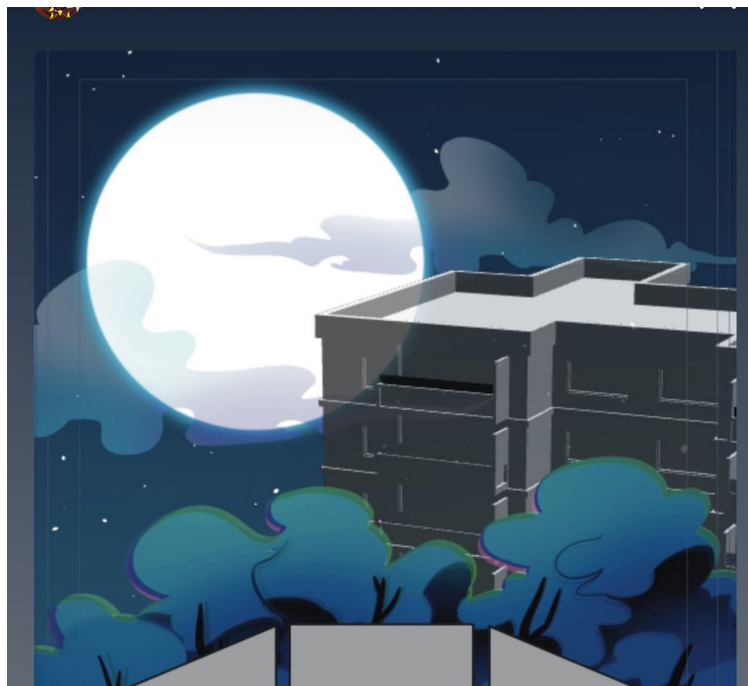
Vapo Wave Poster Sketch
Pen & Paper
2022

Vapo Wave was a poster design project, where we chose a genre of music and designed a poster that best fits that genre. I designed a colorful background with abstract shapes to represent the style of Vaporwave. A genre of music known for its electronic beats and its dreamy tones. The logo, located at the top of the poster, represents a robot, furthering the theme of futuristic Vaporwave. The text is futuristic and stylish, and the amount of text is kept minimal in order to showcase the most important information to the viewer. I created a mockup for the poster to show its versatility on handheld tech. Since the concert would be aimed at a younger and more tech-savvy audience.



Thumbnail sketch of page

Clip Studio Paint
2022



Progress shot of Night Scene

Clip Studio Paint
2022



This is the first page of the comic Triple Moon. In order to draw this first page, I had to read the script and design the key elements in the scene. Then I created a very rough thumbnail of the page. Organizing the panels and arranging them in order to keep the flow. Then I drew a more refined/final sketch, and once satisfied with the sketch, I moved on to the line art. Once the line art was completed I moved to coloring the page, I kept the mood by using deep blues and muted reds. I would mess around with the colors and the blending modes to get the effect I wanted. I use every tool available in Clip Studio Paint in order to maximize the look of the page. With everything finalized, the last thing to add is the speech bubbles. Finalizing the page for publishing.