



# Design Portfolio

## Heather Parker

Graphic Designer | Photographer

I am a creative professional with experience in graphic design, photography, and communications. This well-rounded background gives me unique insight of the interplay between clear content, engaging design and cross platform consistency.

I am a photographer, a font junkie, ice cream aficionado and a jigsaw puzzle snob.

### Contact

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[www.hgpconcepts.com](http://www.hgpconcepts.com)  
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# Contents

## BRANDING

01

### **Poblano's**

Full Page Magazine Ad | Web Banner  
One-Sixth Ad | Menu Design

04

### **Lotus Spa & Retreat Center**

Logo | Brand Guide | Gift Voucher

07

### **Direct Mail & Logos**

Eastland Dental | Stone Luxury Realty | Cubcare  
Sitters | Nimbus Aeronautic Solutions | Luminare  
Solutions | Benjamin's Pizza Parlor | Moonbeam  
Granola

02

### **JuiceBabe**

Logo | Menu Design | Insta Templates

05

### **Beacon Nutrition**

Logo | Business Cards | Sales Sheet |  
Promotional Tote

03

### **Luke Dean by Hornsby**

Brand Guide | Product Packaging | Logo

06

### **Sales Sheets & Flyers**

Tailored Living | Aware+





# CATALOGS & MENUS

08

Millenial Motherhood  
Magazine

09

The Poke Company  
Trifold Menu Design

10

The Grady  
Menu Design

# PRODUCT & PACKAGING

11

Natalie's Sweets & Eats  
Packaging Design | Logo

12

Vibe Soda  
Product Design

# PHOTOGRAPHY

13

Photography  
Personal photography



# 01 POBLANO'S

Full page magazine ad | Web Banner | One-Sixth ad | Menu





**p**  
**POBLANO'S**

**HAPPY HOUR**  
 MON-FRI  
 5-7 PM

**p**  
**POBLANO'S**

352 WEST 5TH STREET, AUSTIN 512.555.7891

**HAPPY HOUR** MON-FRI  
**5-7 PM**

**p**  
**POBLANO'S**  
352 WEST 5TH STREET, AUSTIN 512.555.7891

**p**  
**POBLANO'S**

**APERITIVOS** .....

<b>FAJITA NACHOS</b> 8.75 grilled steak or chicken, black beans & cheese.	<b>QUESO FUNDIDO</b> 11.95 melted Jack cheese topped with chorizo & roasted poblano.	<b>SHRIMP COCKTAIL</b> 14.75 shrimp cocktail & fresh pico de gallo.
<b>TABLESIDE GUACAMOLE</b> 9.95 Haas avocados, tomatoes, onions, cilantro & jalapeños.	<b>QUESADILLA</b> 10.75 grilled steak or chicken, cheese & caramelized onions.	<b>TAMALES POBLANOS</b> 9.65 stuffed with pork, red & green sauce.

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<b>ENSALADAS</b> .....	<b>SOPAS</b> .....
<b>MEXX COBB</b> 17.50 greens, bacon, tomatoes, pickled red onions, candied pepitas, avocado, tortilla strips, chicken or steak & blue cheese dressing.	<b>SOPA DE TORTILLA</b> 17.50 traditional tortilla soup served with chicken & tortilla strips. Cup   5.75 Bowl   12.25
<b>SOUTHWEST TACO</b> 15.50 crisp iceberg lettuce, tomato, cheese, black bean relish, avocado & cilantro-blue cheese dressing. Add steak, chicken or shrimp +2.00	<b>SOPA DE AVOCADO</b> spicy broth poured over fresh avocado with Jack cheese. Cup   7.45 Bowl   11.00

**POLLO & MARISCOS** .....

<b>CARNE ASADA</b> 16.95 tender sirloin steak, marinated & grilled to perfection. Served with guacamole, pico de gallo, rice & beans.	<b>CHICKEN CON HONGOS</b> 13.95 seared chicken breast served with mushrooms, onion & poblano rice.
<b>POLLO A LA PARRILLA</b> 14.20 grilled chicken breast topped with avocado cream sauce. Served with pico de gallo, sour cream & fresh flour tortillas. Served with rice & beans.	<b>CAMARONES A LA PLANCHA</b> 17.35 six fresh grilled shrimp with butter, onions & red bell peppers. Served with beans guacamole, pico de gallo & tortillas.

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**TACOS & ENCHILADAS** .....

<b>ENCHILADAS TRADICIONALES</b> 11.65 cheese, beef or chicken with chile gravy & cheese.	<b>TACOS VEGETARIANOS</b> 10.20 seasoned fresh roasted vegetables sautéed in corn tortillas with jack cheese.	<b>TACOS DE PECHUGA</b> 13.75 slow roasted beef brisket in corn tortillas with sautéed onion, poblano peppers, melted jack cheese & cilantro.
<b>ENCHILADAS VERDES</b> 12.35 beef or chicken fajita with Monterrey cheese & green sauce.	<b>TACOS DE PESCADO</b> 12.35 lightly breaded & fried tilapia in fresh flour tortillas with chipotle jicama, pickled red onion, lime crema & pineapple salsa.	<b>TACOS DE CAMARONES</b> 10.20 sautéed shrimp, smoky bacon and jalapeño in a rich guajillo chile sauce served in corn tortillas with melted cheese.

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<b>DE LA PARRILLA</b> .....	<b>PLATILLOS TEJANOS</b> .....	<b>LOS NINOS</b> 5.95
<b>FAJITAS</b> BEEF 22.95 CHICKEN 18.95 SHRIMP 23.95 MIXED GRILL - (CHICKEN & BEEF) 19.35 VEGETARIAN 16.95	<b>PLATO MEXICANO</b> 12.75 beef taco, cheese enchiladas, tamale, refried beans & rice.	<b>SOFT OR CRISPY TACO</b> CHEESE QUESADILLA HAMBURGUESA CHEESE ENCHILADA all items served with choice of french fries or apple slices.
<b>MIXED FOR 2</b> 33.85 <b>VEGETARIAN FOR 2</b> 31.25 plates are served with rice, beans, guacamole, pico de gallo, sour cream & corn or flour tortillas.	<b>PLATILLO YUCATAN</b> 13.25 enchilada with chile con carne, cheese enchilada with zesty ranchero sauce.	<b>POSTRE</b> .....
	<b>CHIMICHANGA</b> 14.45 flour tortilla filled with beef or chicken, cheese, fried & topped with ranchero sauce.	<b>DULCE DE LECHE CHEESECAKE</b> 5.25 dulce caramel-infused cheesecake with pockets of dulce & marble on top.
	<b>CHILE RELLENO</b> 13.55 poblano pepper stuffed with ground beef & cheese, lightly fried topped with ranchero sauce.	<b>SOPAPILLAS</b> 4.95 golden puffed, cinnamon-sugared Mexican pastry served with butter & honey.

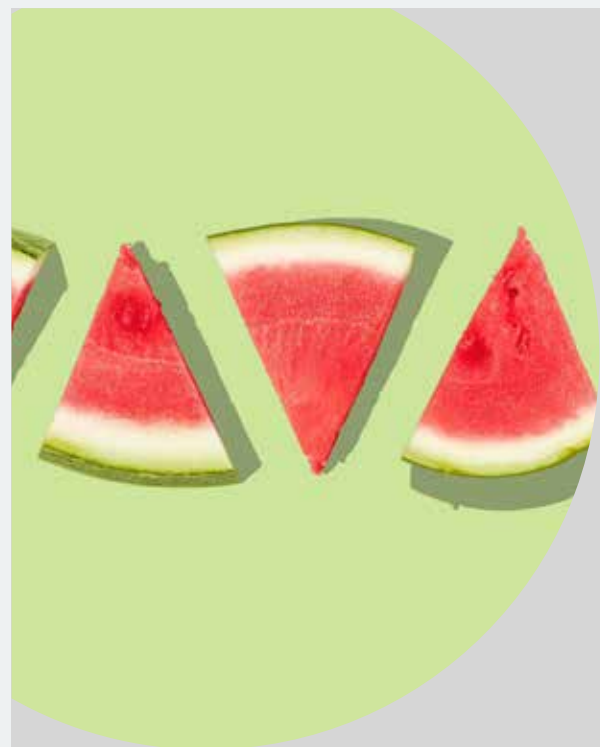
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**BEBIDAS** .....

Coca-Cola, Diet Coke, Sprite, Perrier, iced tea, lemonade, Topo Chico







QUICK. CLEAN. CONSCIOUS  
**JUICEBABE**

**JUICES**

	8 oz	12 oz
<b>MEAN GREEN</b> Kale   Lemon   Ginger   Celery   Cucumber   Apple	5.75	7.50
<b>GREEN MACHINE</b> Kale   Romaine   Parsley   Lemon   Ginger   Celery   Cucumber   Pear	7.15	9.25
<b>PINEAPPLE EXPRESS</b> Pineapple   Lime   Pear   Apple	6.25	8.25
<b>PINK LEMONADE</b> Red Cabbage   Lemon   Pear   Apple	5.25 / 4.99	7.25 / 5.99
<b>SQUARE ROOT</b> Beet   Sweet Potato   Carrot   Cinnamon	7.25 / 8.25	8.25 / 9.25
<b>THE HULK</b> Kale   Spinach   Parsley   Lime   Pineapple   Fennel   Celery   Cucumber   Wheatgrass	8.15	9.15



**SHOTS**

<b>FILTHY SHOT</b> Ginger   Lemon   Cayenne   Turmeric   Black Pepper   Garlic	3.75
<b>SQUEAKY CLEAN</b> Ginger   Activated Charcoal   Lemon	4.25
<b>DIRTY GINGER</b> Ginger   Lemon   Garlic	5.15



**BOGO EVERY TUESDAY!!**  
TEXT CLUB & AP ONLY  
CODE BOGOTUES

QUICK. CLEAN. CONSCIOUS  
**JUICEBABE**

**FREE DELIVERY WEEK**

March 22 - 29  
on orders \$25+

**JUICE TIME**

QUICK. CLEAN. CONSCIOUS  
**JUICEBABE**

join our juice club for  
freebies and more!

**SUMMER MENU DROP**

NEW SEASON.  
NEW FLAVORS.

**A LITTLE SWEET A LITTLE SOUR**

Introducing the Citrus Powerhouse. A refreshing mix of blood orange, lemon and lime that adds a zesty tang and subtle sweetness to your day.

QUICK. CLEAN. CONSCIOUS  
**JUICEBABE**

**WILD FOR WATERMELON**

Available through August 11

**GREEN MACHINE**

Strengthen your immune system, enhance digestive health and get more energy with a blend of kale, romaine, parsley, lemon, ginger, celery, cucumber and pear.

**02 JUICEBABE**

Logo | Insta Post Templates | Menu





# LUKE DEAN BY HORNSBY SOAP

## 03 LUKE DEAN BY HORNSBY

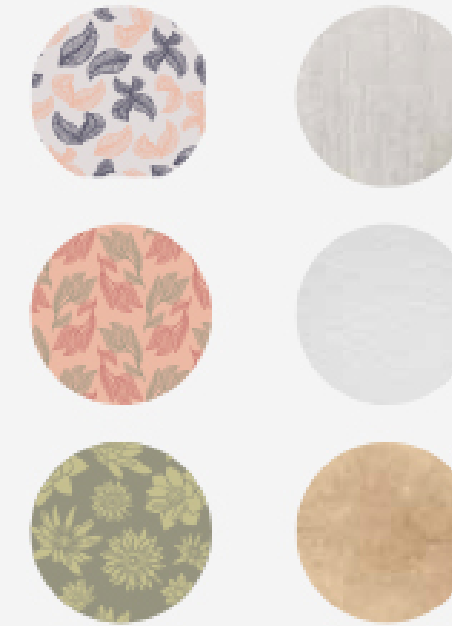
Product Packaging | Logo | Brand Guide



LOGO VARIATIONS



PATTERNS



TYPOGRAPHY

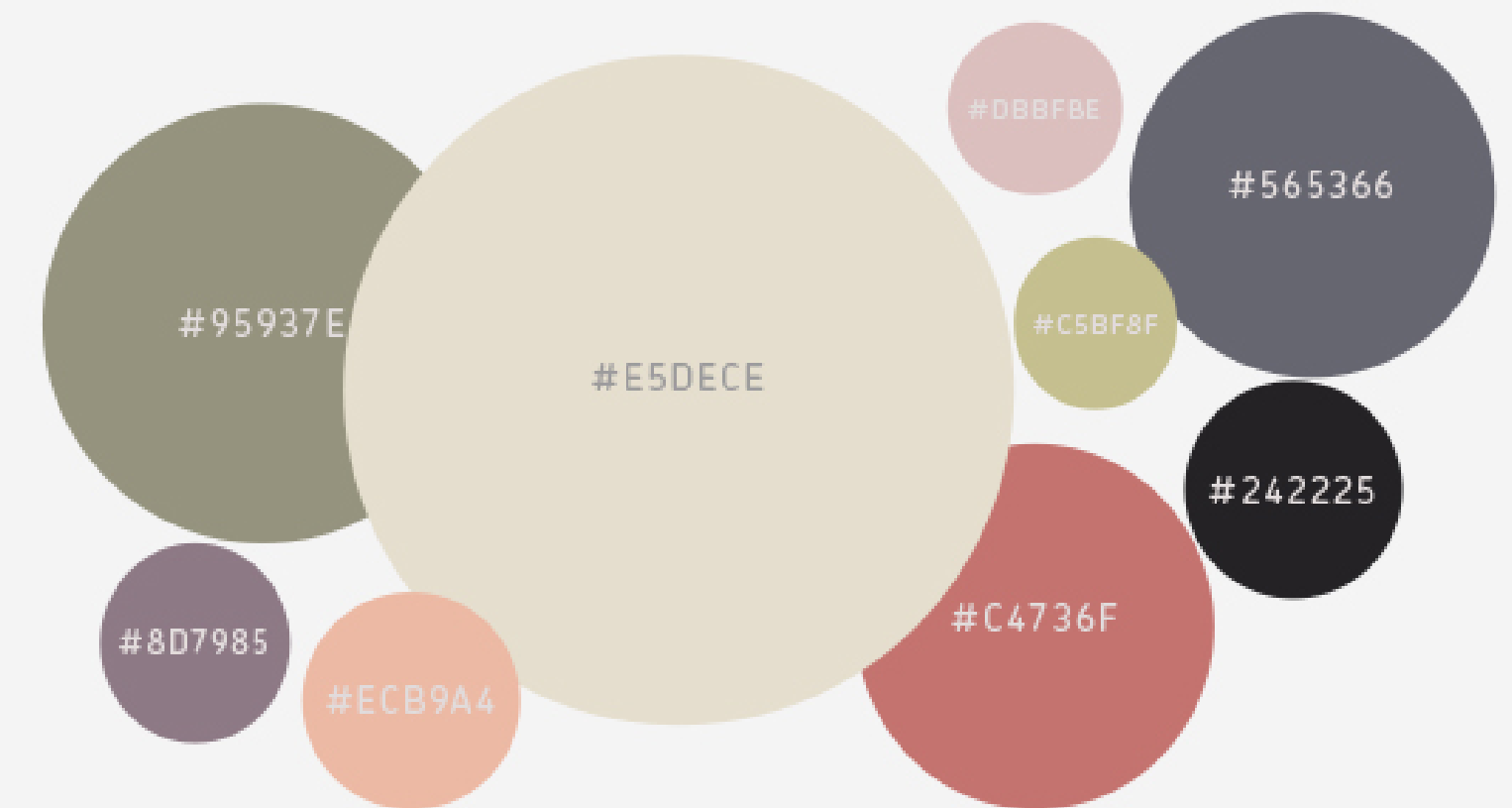
CHEVIN PRO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

**RIG SHADED BOLD FACE**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

*SantElia Bold Rough*  
QaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUu  
VvWwXxYyZz

COLOR PALETTE





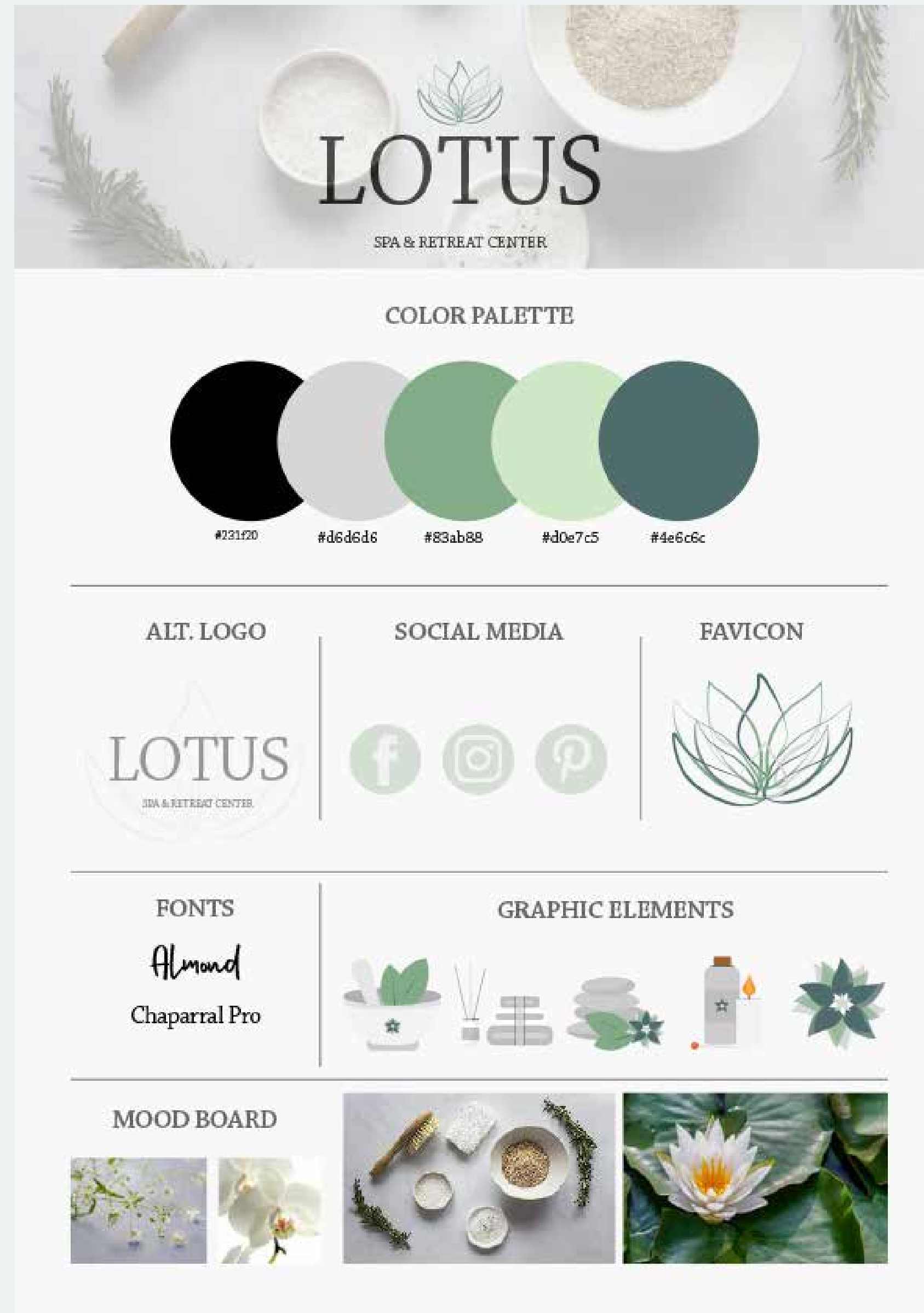


# LOTUS

SPA & RETREAT CENTER

## 04 LOTUS SPA & RETREAT CENTER

Logo | Brand Guide | Gift Voucher




**LOTUS**  
SPA & RETREAT CENTER


**COLOR PALETTE**

- #231f20
- #d6d6d6
- #83ab88
- #d0e7c5
- #4e6c6c


**ALT. LOGO**



**SOCIAL MEDIA**




**FAVICON**




**FONTS**

Almond  
Chaparral Pro

**GRAPHIC ELEMENTS**



**MOOD BOARD**





# 05 BEACON NUTRITION

Logo | Flyer | Business Card | Promotional Tote



## BEACON NUTRITION

### ABOUT US

We are an innovative nutrition consulting practice composed of dietitians who deeply care about helping people become healthy, fit and strong. It is a safe place where your questions are cherished, knowledge is shared, curiosity is rewarded with wisdom, thoughts and self-talk are challenged to enrich your activity of positive change.

### SERVICES

#### TELENUTRITION

Virtual nutrition counseling services to those in Texas using a HIPPA compliant platform

#### COUNSELING

We start by finding out what is behind the food choices you make, what is driving you to get stuck in unhealthy habits.

#### ADDITIONAL SERVICES

Resting metabolic rate testing | Diabetes management | Nutrition plans | Eating disorder assessment

### WHY BEACON NUTRITION?

- Convenient telehealth options so you don't have to take off work or school.
- Individualized plans, we tailor our approach to meet you where you are at.
- Weight inclusive and body neutral environment.





# 06 TAILORED LIVING + AWARE3

Sales Sheets



**ORGANIZING SERVICES**  
**TAILORED LIVING**  
SERVING SOUTHLAKE, KELLER, ROANOKE, AND TROPHY CLUB

**OUR SERVICES**

- 3D DESIGN SOFTWARE**  
See your design come to life with our software. Make color and finish changes to your closet system instantly, until it's just right.
- PERSONAL DESIGN**  
We will custom-design a storage storage solution that fits perfectly in your home and help you stay organized!
- START TO FINISH SERVICE**  
We take care of all the details: measuring, design, ordering, tear down, installation & clean-up.
- INSTALLATION**  
Pantry  
Murphy Bed  
Closet  
Garage  
Home Office  
Laundry Room

**“**  
Tailored Living was very professional, honest and detailed in discussing our options. The installation crew was on time, courteous and their workmanship was great. We couldn't be happier with the end product and customer service.  
**”** David W.

**CONTACT US**  
questions@livingtailored.com  
817.591.0021  
www.tailoredliving.com



**Who Are We?**  
Aware3 was founded in 2010 with a mission to help church communities mobilize their mission. Over the years, we grew – in size, impact, and vision. Today, we're proud to offer customizable digital tools that help churches and nonprofits strengthen communication and engagement, as well as connect donors, partners, and volunteers to better serve their communities.

**Our Mission**  
Easy-to-use tools to help modernize outreach + connect with your members right where they're at.

**Our Tools**  
Our tools make it easy for your members to engage, connect and take next steps anytime, anywhere.  
» Church mobile app  
» Text messaging  
» Forms & registrations  
» Multi-channel giving  
» Website

**What We Do**  
By offering customizable digital tools, we can help your church engage its congregation and enable giving – or help your nonprofit to more efficiently connect partners to better serve the community.

913.398.0913 | hello@aware3.com | https://aware3.com/

## Our Services



**Mobile App**

From virtual church to sermon notes to small groups, your people can view it all and do it all from your church-branded app.

KEY FEATURES  
Video + Podcasts | Announcements



**Forms & Registrations**

Getting signed up feels so good when forms and registrations are this easy and accessible.

KEY FEATURES  
Registrations | Payments | Surveys | Prayer Requests | Check Ins



**Multi-Channel Giving**

Multi-channel giving lets members and visitors give, easily and securely, in the way that feels right for them.

KEY CHANNELS  
In-App Giving | Text Giving | Online Giving



**Text Messaging**

With a 98% open rate, members receive the messages they need to hear—loud and clear.

KEY FEATURES  
Text-to-Give | Text-to-Act | Announcements | Links + Forms

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# 07 CORPORATE

Direct Mail | Logos



**EASTLAND DENTAL**

- ✓ Full Exams & X-ray
- ✓ Dental cleanings
- ✓ Fillings, Root Canals & Extract
- ✓ Crowns & Bridges
- ✓ Dental Implants
- ✓ Full & Partial Dentures

NOW OPEN IN  
EASTLAND MARKETPLACE

NOW WELCOMING NEW PATIENTS  
315.524.1221




**EASTLAND DENTAL**



**ALEX RICHARDS, DMD**

\*\*\*\*\*ECRWSS\*\*\*\*

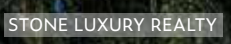
Local  
Postal Customer

**NEW PATIENT SPECIAL**

\$49 (reg. \$299)  
Consult, Exam & X-Rays  
\*cash-pay only\*

This was by far the best Dentist I've been in a long time. The staff will bend over backwards to take care of you. Dr. Richards and his team definitely have the touch that made me feel right at home.  
-Shelly West

[WWW.EASTLANDDENTAL.COM](http://WWW.EASTLANDDENTAL.COM)



**JUST LISTED**

674 STERLING RIDGE | LA JOLLA



**Benjamin's  
PIZZA PARLOR**  
WOOD FIRED • HAND TOSSED

**WEEKNIGHT SPECIALS**

**OAKRIDGE VILLAGE**  
632.817.2376  
12002 CARNABY BLVD. | SARASOTA, FL

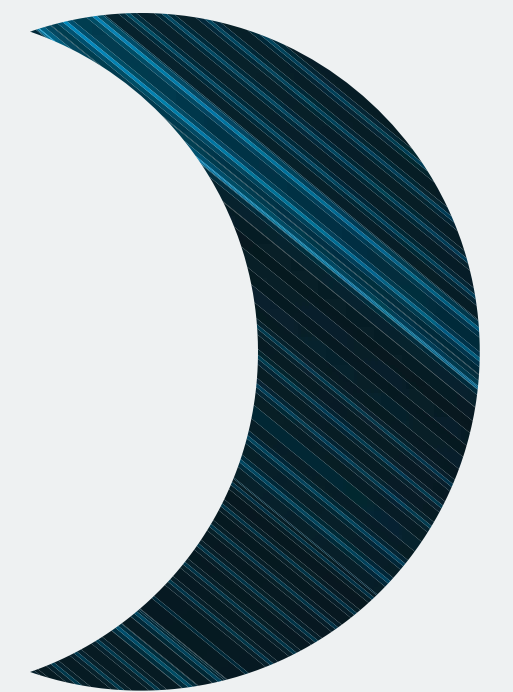
ORDER ONLINE: [benjaminsspizza.com](http://benjaminsspizza.com)

**\$5 OFF ANY ORDER**  
MINIMUM \$25 PURCHASE REQUIRED.  
ONE IN ONE MUST PRESENT THIS OFFER AT TIME OF ORDERING. CANNOT COMBINE WITH OTHER OFFERS. EXPIRES 12/31/23.

**BUY 1 MEDIUM PIZZA GET 1 FREE**  
OF EQUAL OR LESSER VALUE  
ONE IN ONE MUST PRESENT THIS OFFER AT TIME OF ORDERING. CANNOT COMBINE WITH OTHER OFFERS. EXPIRES 12/31/23.

**Family Deal \$65**  
2 LARGE 2 TOPPING PIZZAS  
10 PIECE WINGS  
2 SALADS  
1 CHEESE BREADSTICK ORDER  
ONE IN ONE MUST PRESENT THIS OFFER AT TIME OF ORDERING. CANNOT COMBINE WITH OTHER OFFERS. EXPIRES 12/31/23.

**10% OFF ONLINE ORDERS**  
CODE: BP10PR



**MOONBEAM  
GRANOLA**







# 08 MILLENIAL MOTHERHOOD

Magazine Design





# 09 THE POKE COMPANY

Trifold Menu Design

## POKE BOWLS

### STEP 1: PICK YOUR BASE

White Rice, Brown Rice, Spring Mix

### STEP 2: PICK YOUR PROTEIN

Ahi Tuna, Salmon, Chicken, Spicy Tuna, Octopus, Shrimp, Tofu

### STEP 3: PICK YOUR MIX-INS

Edamame, Radish, Corn, Jalapeno, Sweet Onion, Cabbage, Avocado, Mango, Cucumber, Cilantro, Carrot

### STEP 4: CHOOSE YOUR SAUCE

Poke Classic, Spicy Mayo, Unagi, Teriyaki, Ponzu, Cream Salad

## SIGNATURE BOWLS

### POKE CHEF CLASSIC

Ahi Tuna, Sweet Onion, Cilantro, Mango, Umami Shoyu, Spicy Mayo, Green Onion, Sesame Seeds, Nori, Masago

### SKINNY GIRL

Tofu, Spring Mix, Edamame, Honey Teriyaki, House Ginger, Wontons

### CHICKEN LOVER

Grilled Chicken, Sweet Onion, Spring Mix, Edamame, Honey Teriyaki, Wontons, Volcano Flakes

### DEEP DIVER

Spicy Tuna, Spicy Salmon, Sweet Onion, Cucumber, Edamame, Avocado, Spicy Mayo, Unagi Sauce, Daikon, Volcano Flakes

**SUSHI BURRITO**

### SHAGGY DOG

Shrimp Tempura, Snow Crab, Cucumber, Cream Cheese, Avocado, With Spicy Mayo, Eel Sauce

### CALIFORNIA STYLE

Snow Crab, Shrimp, Masago, Cucumber, Avocado, Sweet Miso Sauce

### THE NINJA

Grilled Curry Beef, Shrimp Tempura, Cucumber, Green Onion, Crunch, Eel Sauce



**DELIVERY SERVICE**

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952.333.1898

**ORDER ONLINE:**  
[WWW.THEPOKECO.COM](http://WWW.THEPOKECO.COM)

Serving Edina, Falcon Heights & Bloomington



### ABOUT US

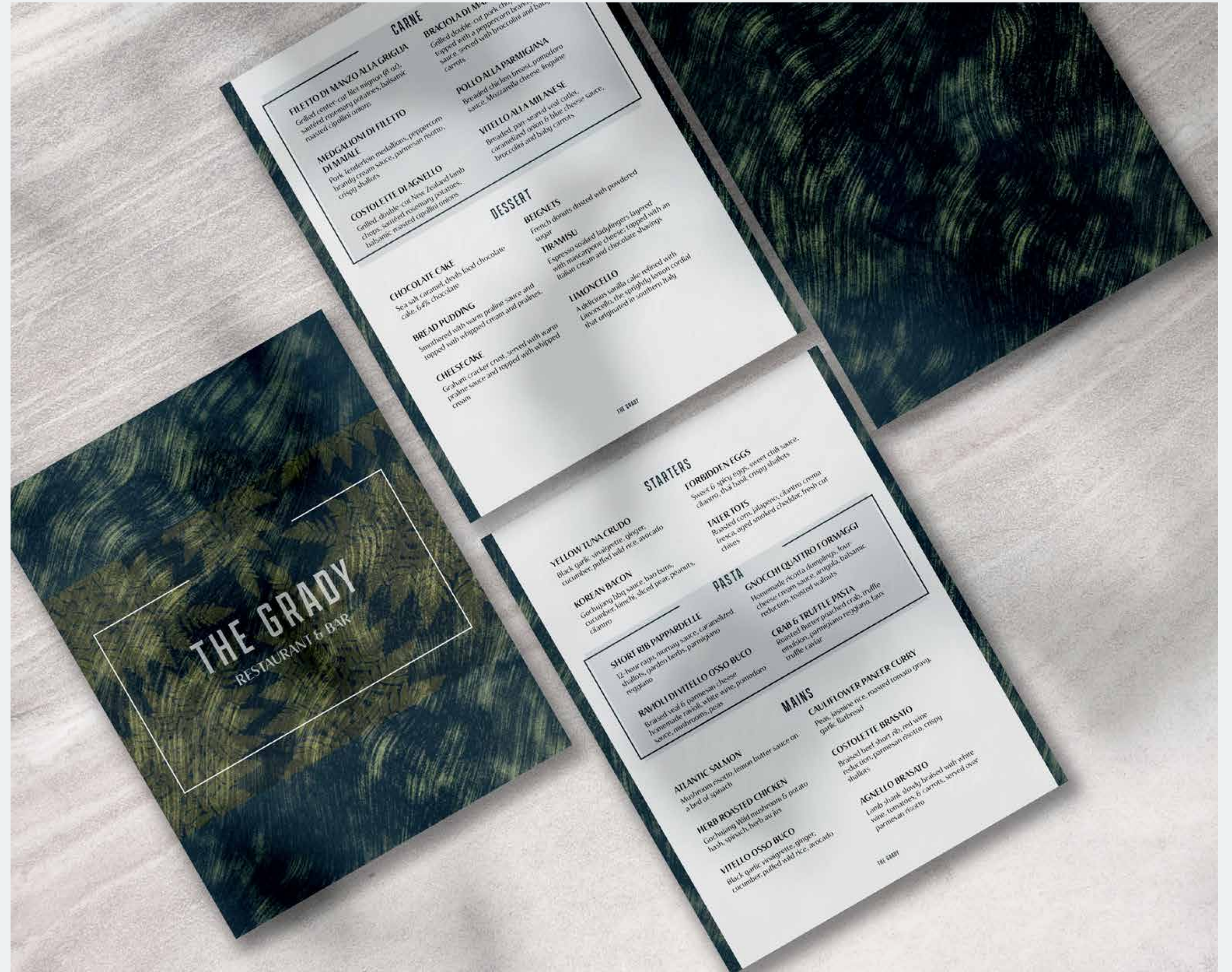
We bring together the freshest boat-to-bowl and farm-to-fork ingredients to create the perfect bowl for any level of experience.





# 10 THE GRADY

Menu Design





# 11 NATALIE'S SWEETS & EATS

Product Packaging | Logo





# 10 VIBE SODA

Product Packaging | Logo





# 13

## PHOTOGRAPHY

Personal photography showcase. Skillset includes ability to work with strobe or natural light.





