WALL / MURAL DESIGN

Stratix Systems

This project was a wall design for a brand new, state-of-the-art technology center for Stratix Systems. The client wanted to showcase their Core Values within the space. From start to finish, the project involved measuring the wall (including placement of outlets, monitors, etc), deciding what the design should look like to compliment the space, creating to-scale mock-ups of the design, color-matching for the vinyl prints, and management of the installation with the print vendor.

I loved working on this project because there was so much involved in the process, so many moving parts and people, but the end result came out beautifully.

StratixSystems.com



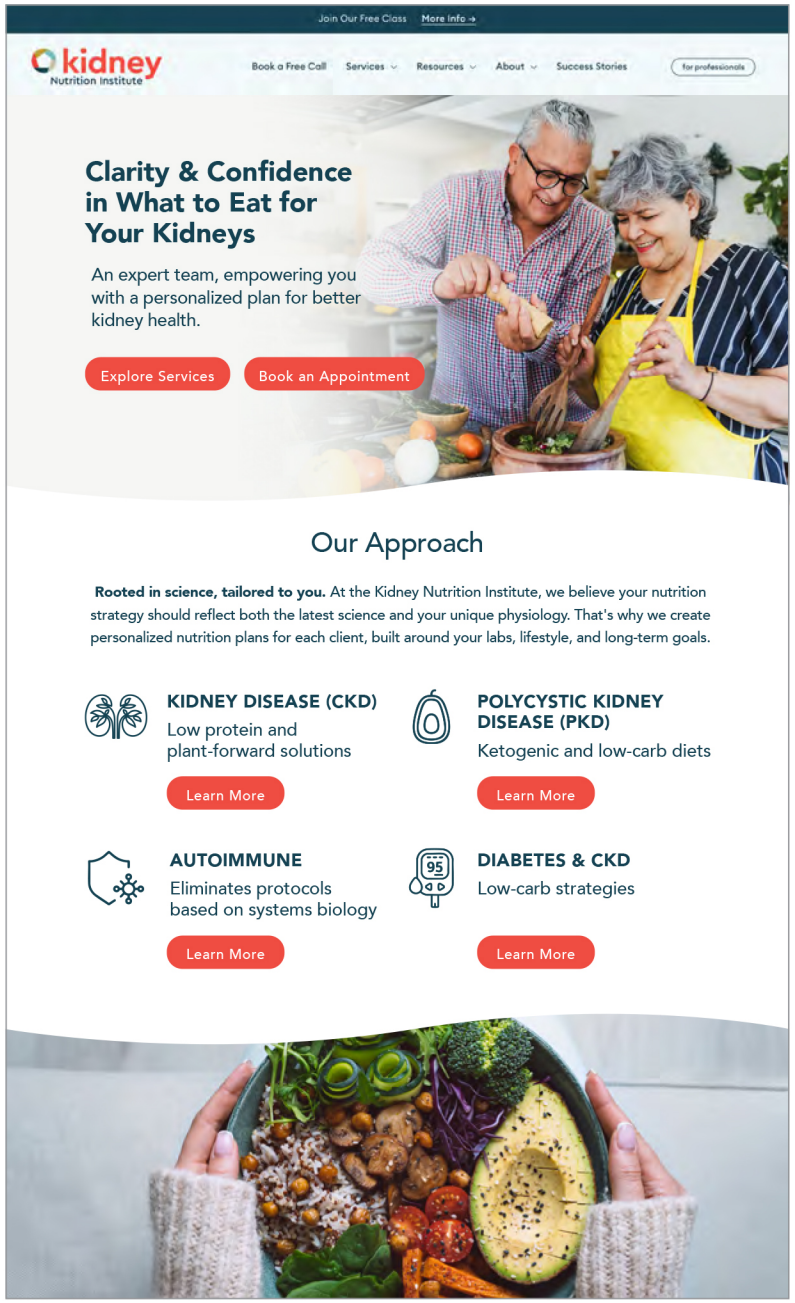


WEBSITE DESIGN

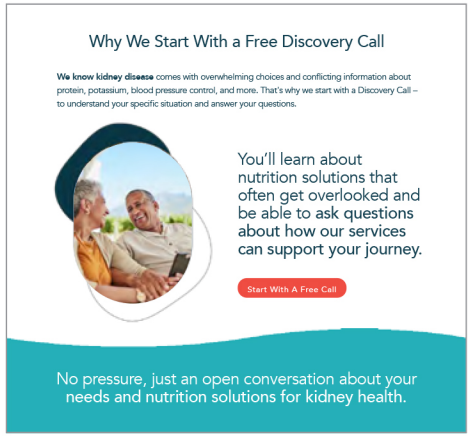
Kidney Nutrition Institute

This ongoing project is a redesign of multiple webpages. There are existing brand standards and aesthetics that need to be followed in addition to being able to speak to a very specific audience. This includes appropriate photography, graphics, and organizing information in a visually compelling but user-friendly way. I worked with the client as well as the web developers for this project.

KidneyNutritionInstitute.org





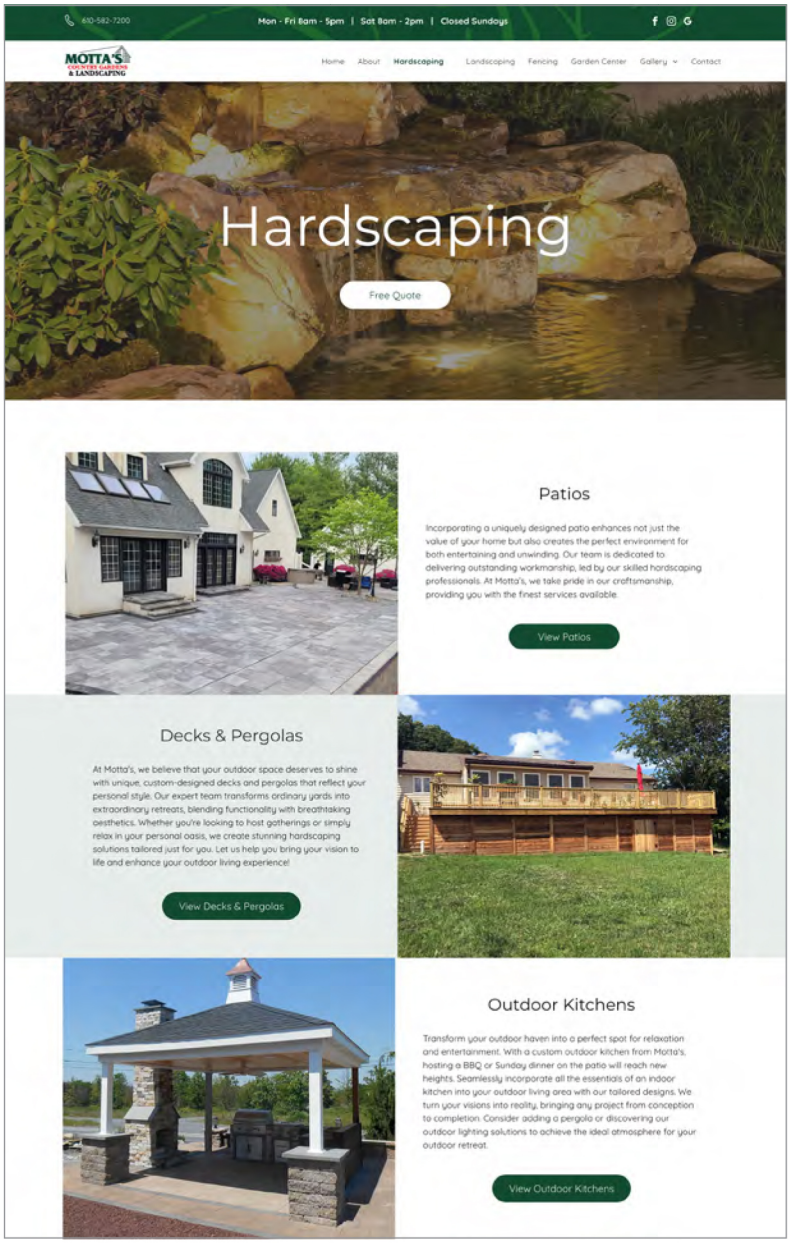


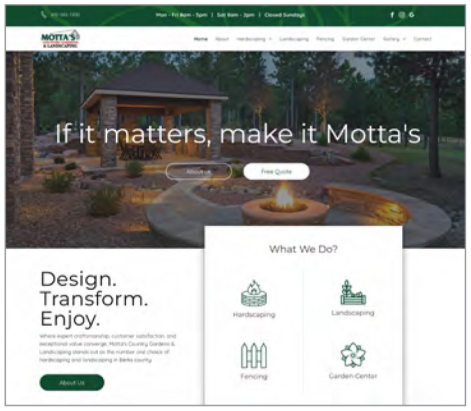
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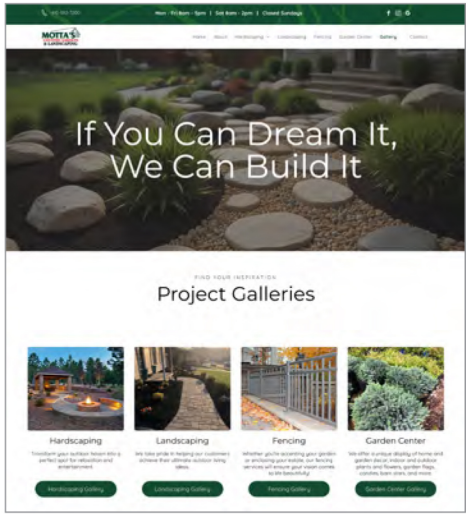
Motta's Country Gardens & Landscaping

Motta's needed an updated website that was highly-organized, above anything else. Their previous website was disorganized and repetitive, making it difficult to navigate. I designed and created a new website for them that is not just highly-organized, clean and versatile but also highlights and showcases their beautiful work.

MottasLandscaping.com







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ANGELA DIPAOLO
PORTFOLIO

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50 YEARS CAMPAIGN: PRINT + DIGITAL ADS + BILLBOARD

Eye Consultants of Pennsylvania

Eye Consultants of Pennsylvania celebrated 50 years with an advertising campaign focused on their retina specialty. The campaign included a full set of digital and print ads, billboards and social media content that followed their brand standards but needed a more elevated look.









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PROGRAM COVERS

Shriners Hospitals for Children
East-West Shrine Game

I enjoyed working on the East-West Shrine Game marketing material annually for over 5 years. Each year, I created game programs, tickets, flyers, posters, billboards, and calendars using different imagery while maintaining brand consistency. The two program covers here, using photographic manipulation, showcase the meaning and purpose behind the East-West Shrine Game, which is: "more than just a game."

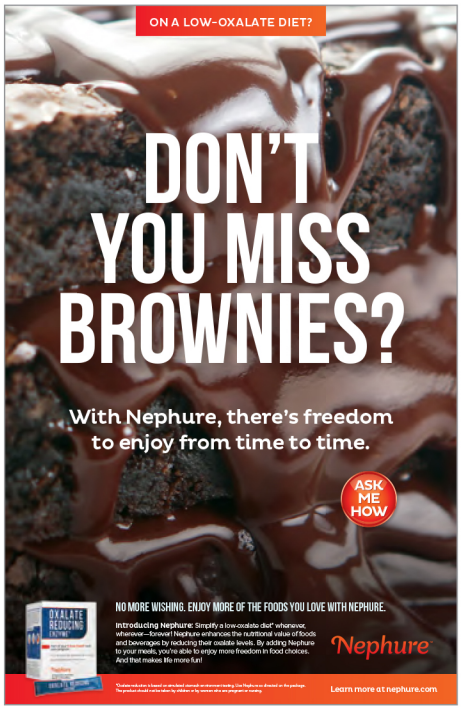


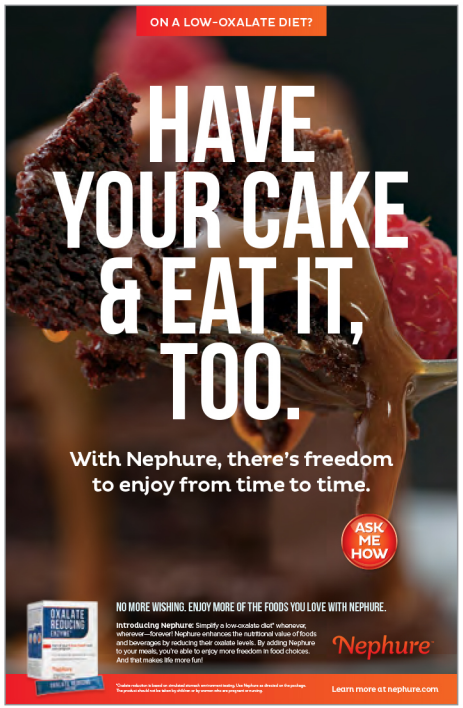


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CONSUMER-FACING POSTERS
Nephure

The client developed a dietary supplement that they wanted to bring to market for people who could not, because of their health, eat certain foods we all enjoy. We were tasked with creating a campaign that spoke to consumers on an emotional level, creating a deeper connection based on comfort and trust with the consumer.









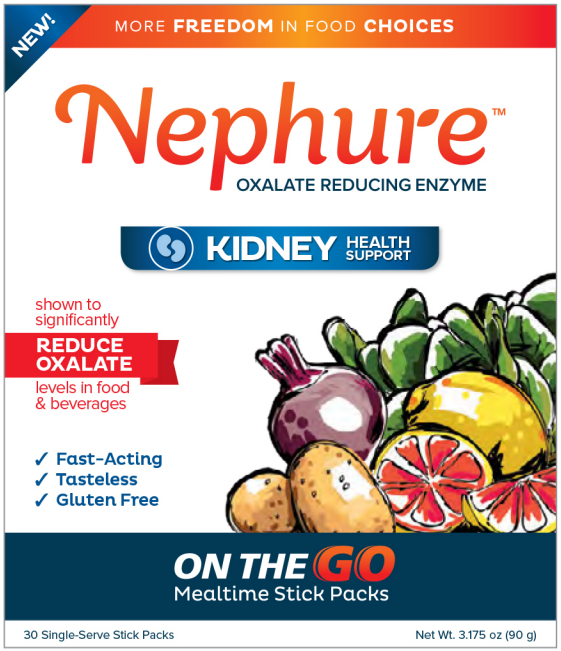
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CONSUMER PACKAGING

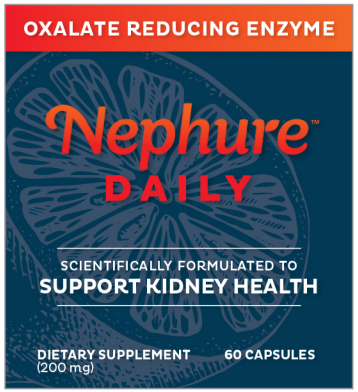
Nephure

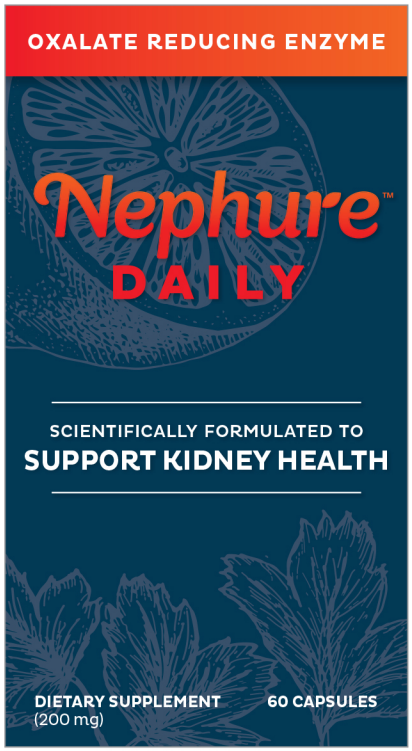
The aesthetic for the packaging created for the Nephure dietary supplements was based on their existing brand standards, like colors, fonts and graphic style. We elevated the look of their product while integrating their natural approach to health by juxtoposing sleek graphics with hand-made illustrations, giving their product a professional, yet relatable, look and feel. This was meant to create a feeling of comfort and trust.





Packet + Box Label





Bottle + Box Label

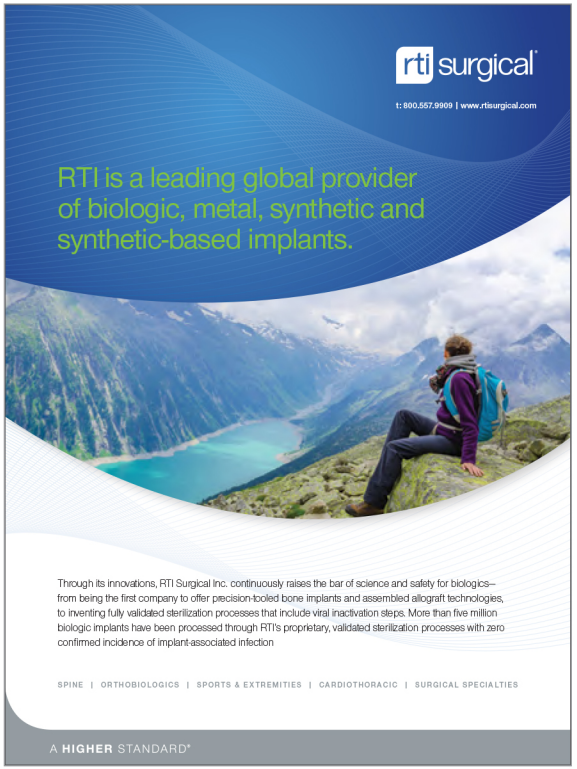
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MARKETING MATERIALS

RTI Surgical

These are examples of tradeshow booth materials and marketing collateral that were regularly produced for RTI Surgical, a company who designs and manufactures medical devices and implants.





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COMPANY BROCHURE

EHD Insurance

How do you make something like insurance, interesting and eye-catching?

We used engaging photography, along with a bold, colorful layout and aesthetic, to make EHD Insurance stand out from the rest. In such a competitive field, we needed to elevate their brand, and make them relatable and engaging.







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