

ellyn.

hi, i'm ellyn!

Welcome to my professional portfolio. I am a designer living in Chicago with a BFA in Graphic Design from Miami University in Oxford, Ohio and currently making pretty things as a packaging designer at Kaleidoscope, a branding and packaging firm. I'm a lover of all things print design, typography, hand media, packaging, fashion, patterning, aesthetics and motion graphics.

My passion for design drives many parts of my life. I'm a free thinker yet detail oriented. I love a great movie line. And, I'm inspired by music, my surroundings and the people I admire.

I believe in life, love, and pixels.

ellyn bordoshuk



us playing card: bldz

The US Playing Card Company is in the midst of developing a new building toy, called BLDZ. Intended for children aged 8-12, this toy comes with a set of illustrated cards and plastic connectors to build various structures and characters. The sets are intended to be collectible, with many different themed sets to master.

This project was multi-faceted in that I had to consider package structure as well as package design. With each concept, I played up a different advantage of BLDZ. One design features the toy's its the larger-than-life essence, while the next promotes the collectible nature of the toy through modularity, while the last simply shows the unique portability of the toy.

Although USPC ultimately decided to go with another concept, I was very proud of the range I provided within my concepts, both graphically and structurally. This project taught me to utilize all possible avenues to best solve a design problem.







5 • To showcase the many collectible packs of BLDZ, the structures fit together like a puzzle, making storage easy and convenient.



6 • Although BLDZ is technically a building and engineering toy, USPC wanted to retain the creative, imaginative aspects of playing with the simple cards and connectors.

coho creative rebrand

Coho Creative, a brand strategy, innovation and design company based in Cincinnati, was looking for a fresh look. The creative directors encouraged their team of talented designers to submit their ideas. After serious contemplation, the Coho partners chose to move forward with my submission.

The redesigned logo is meant to express the unique duality Coho brings to its clients. Coho prides itself on delivering the exceptional caliber of design of large consultancy firm with the flexibility and personal touch of a boutique firm. This is expressed in the juxtaposition of the precise letterforms precision and the single blue "o" and curved corner.

The proposed brand refresh leans heavily into a cornerstone of Coho's new values: betterment. Coho hopes to continue fostering relationships with responsible brands and working to solve problems in the community. This may even take shape in a non-profit organization called Cohope. Every design decision made in this project stems back to the simple question: "what if?"

This brand refresh of Coho Creative is available at the [website](#).





previous logo



new logo





10 • Application of the design system to various brand touchpoints.





jane iredale haircare

Jane Iredale Mineral Makeup is an all-natural makeup brand that focuses on sustainability. This project was a collaboration with Interbrand to help expand the product line into haircare.

I designed a logo refinement, ad series and packaging consistent shampoo, conditioner and finishing spray in a variety of scents. Capitalizing on the natural, handmade quality of the brand, I created a hand-lettered pattern and fresh and vibrant color scheme.

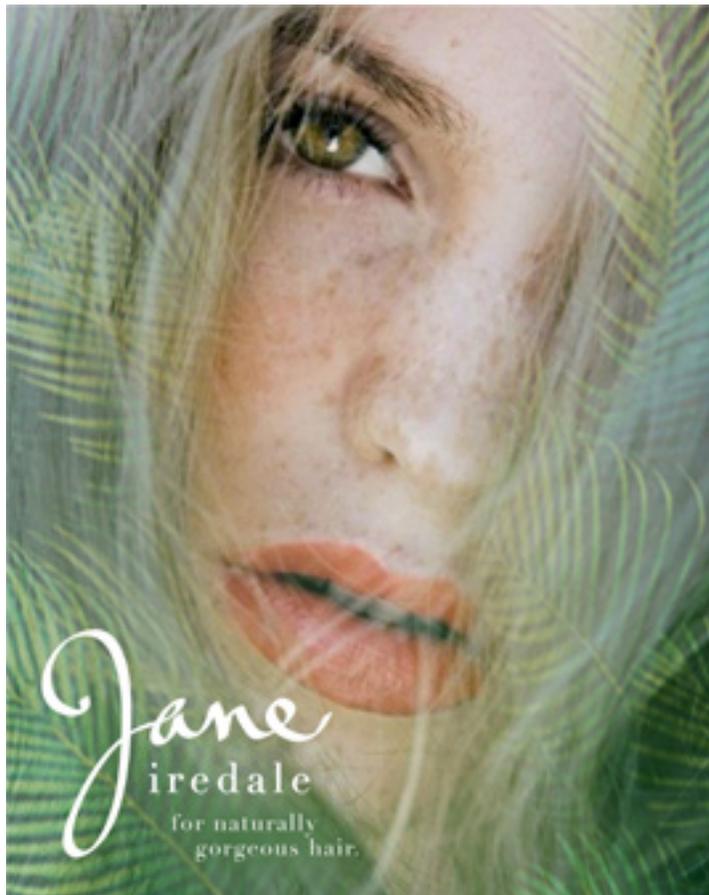
At the close of the project, I presented my design and facilitated discussion with the designers at Interbrand's Cincinnati offices. This project was a great opportunity to design for a real-world client and garner feedback from design professionals.











forth chicago rebrand

In the fall of 2017, I became involved in Forth Chicago, an organization focused on creating intentional events that celebrate Chicago's creative community and connect women entrepreneurs. I currently sit on the executive board as the in-house designer, managing pro-bono graphic projects and social media.

Given that the organization was started in 2012, the brand needed an update. The members felt that they had outgrown their crafty, homespun visual identity and wanted the new design to feel empowering while highlighting the unique blend diversity and sisterhood.

The three concepts I delivered experiment with these qualities in different ratios. The first concept, Approachable Elegance honors the tight-knit community, while the final concept, Mess & Moxie showcases their individuality. Forth ultimately chose Women Warriors as its new identity – it best embodies the fierceness and go-getter attitude of the Forth community.

View the full presentation [here](#) and find out more about Forth Chicago at their [website](#).





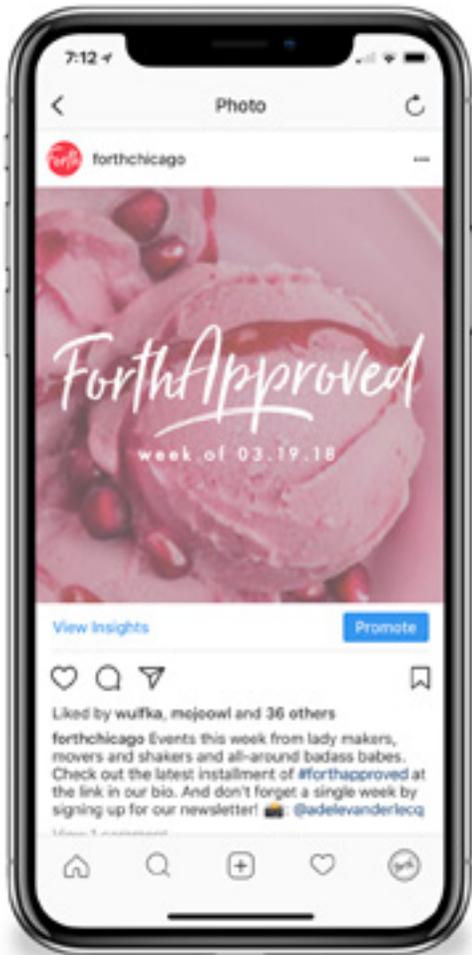
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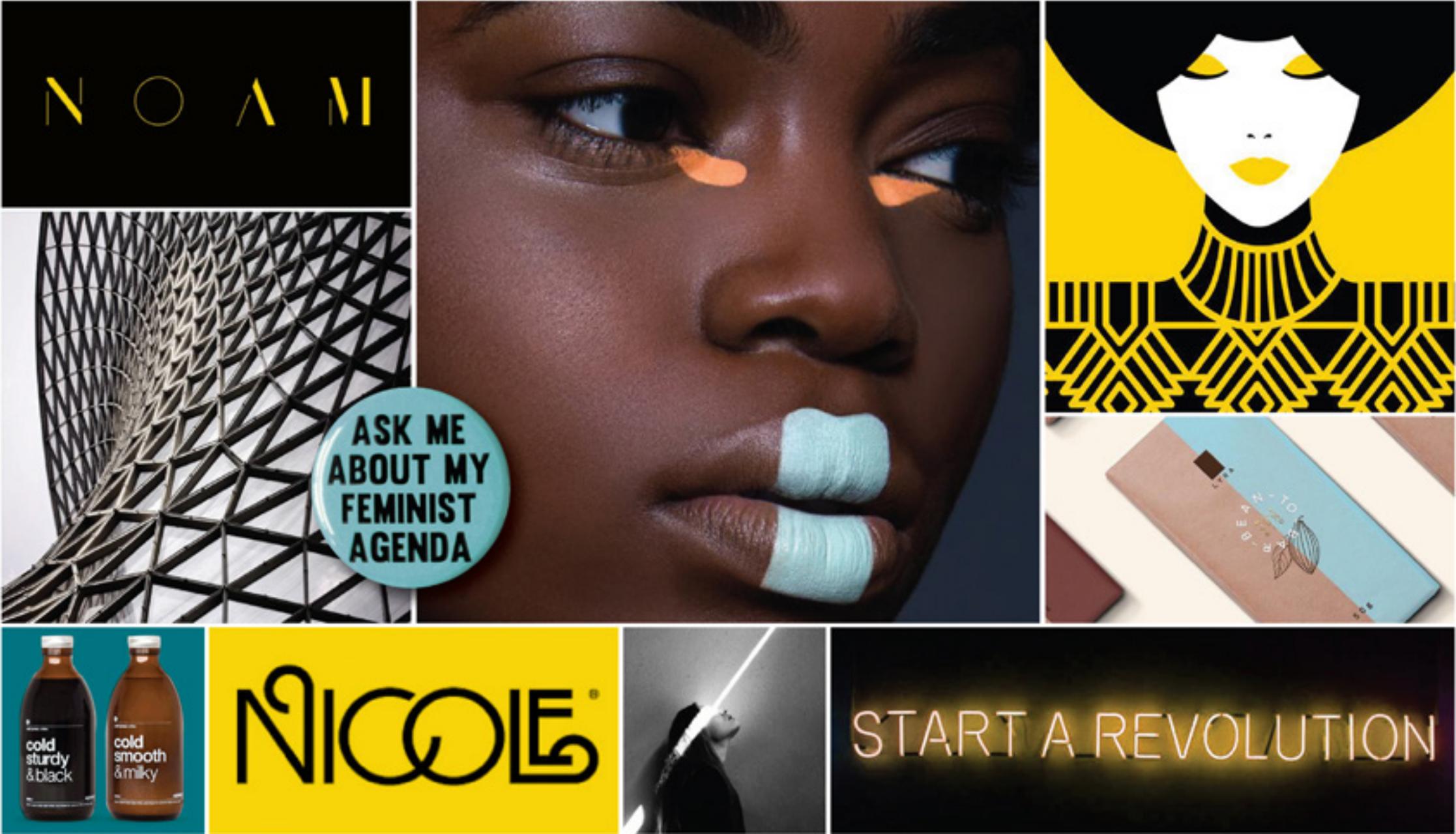
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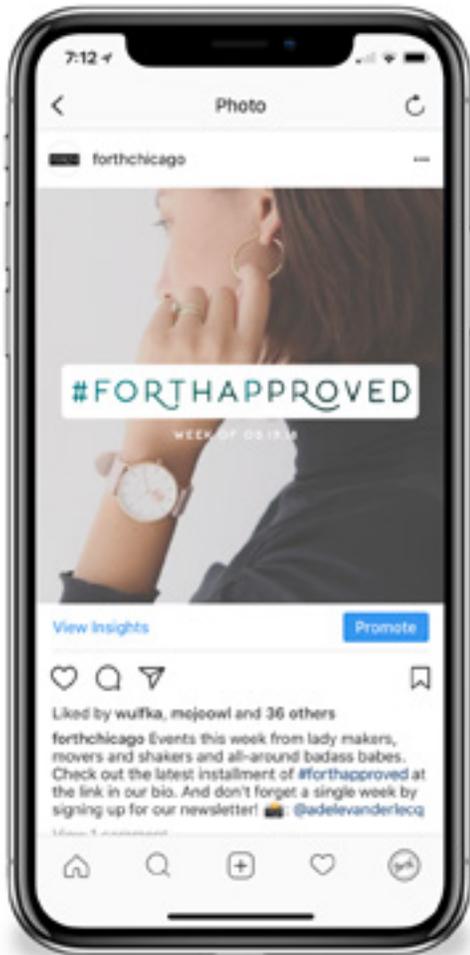
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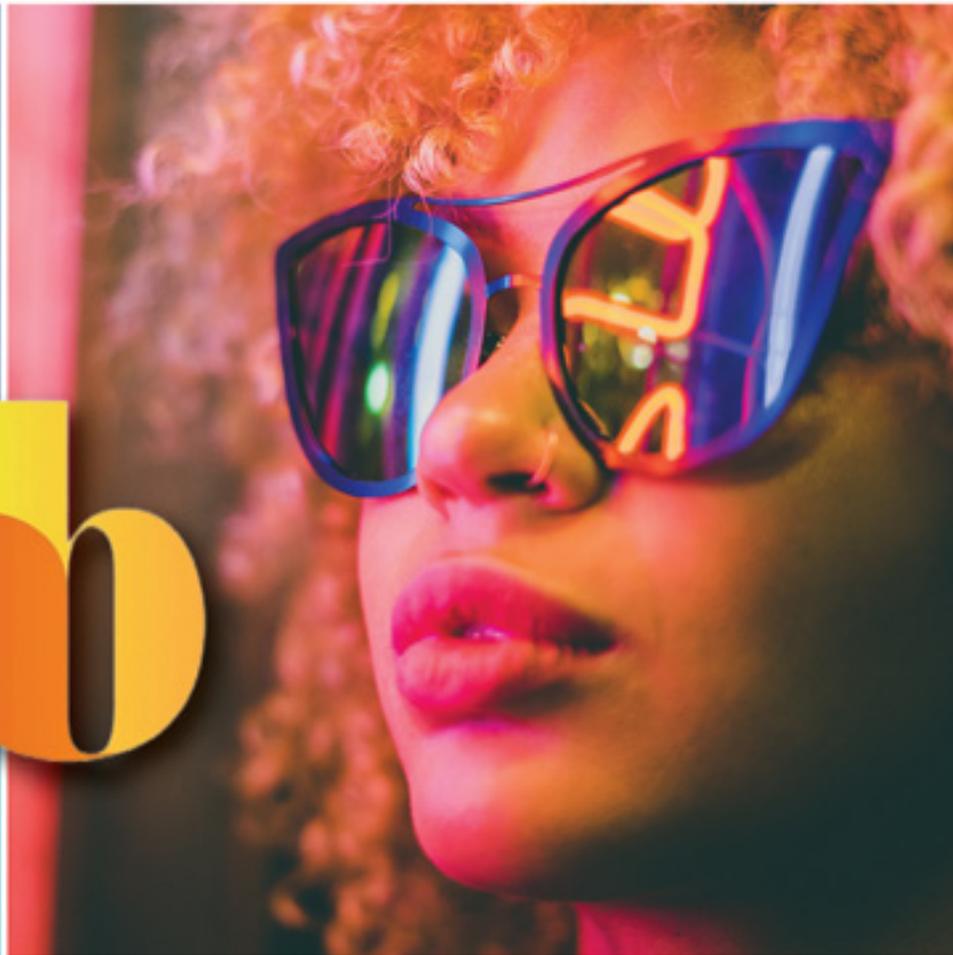


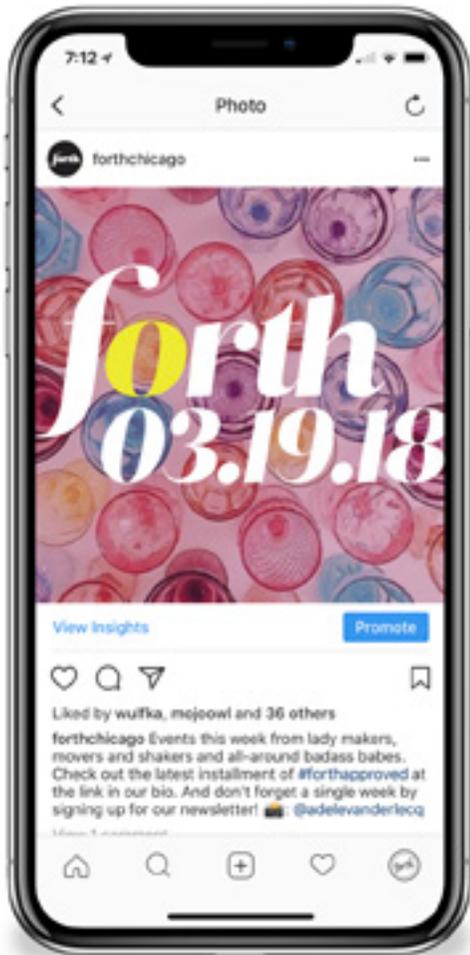
FORTH





S^orth







Previous Logo



Final Logo

avon: be all

In the midst of declining sales and a decreasingly relevant product offering, Avon was looking to reinvigorate its business. To better compete with an increasingly health-centric target consumer group, a line of vitamins, supplements and other wellness-based products was developed.

Be All is based on the direct relationship between beauty and our bodies: all bodies are beautiful because they allow us to do anything and everything we want. In applying this thinking to the logo, I juxtaposed a clean sans-serif with hand-lettering to give the brand warmth and personality. On pack, the brand takes this idea further, mixing clean white space with colorful textures reflecting the purity of product ingredients.

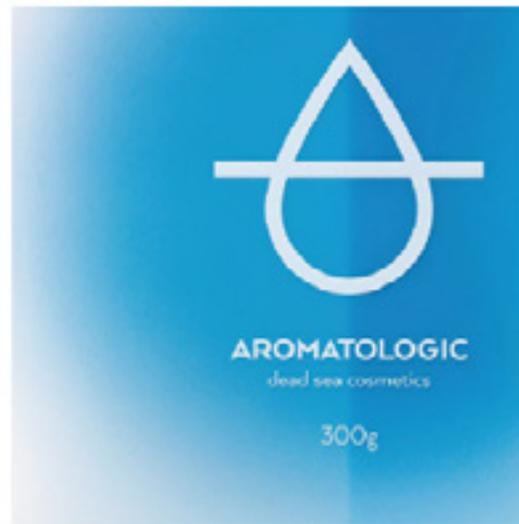
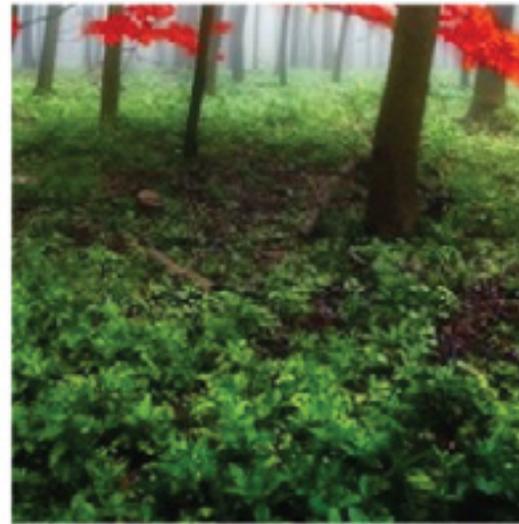
I enjoyed this project not for the many design-based lessons it afforded me (creating a strong brand, application to diverse SKUs and structures, etc.) but also because it aligns so perfectly with my own values: determination, confidence and self-love.



be all.

be all.

be healthy. be beautiful. be your best.





keep in touch!

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