

Lygli's



Portfolio

Lyli

Hello my name is Lyli. I am an illustrator and graphic designer based in New York City. As a young child I always loved to draw and create. What inspired me to pursue my design career was album covers. I did some research to know who creates the artworks. I wanted a career that dealt with drawing. My passion is mostly illustration but I do some design aspects on the side such as logos. My illustrations are a huge mixture on what interests me. I do pet portraits which are fun, as well as conceptual art.



Lyli

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Advertisement

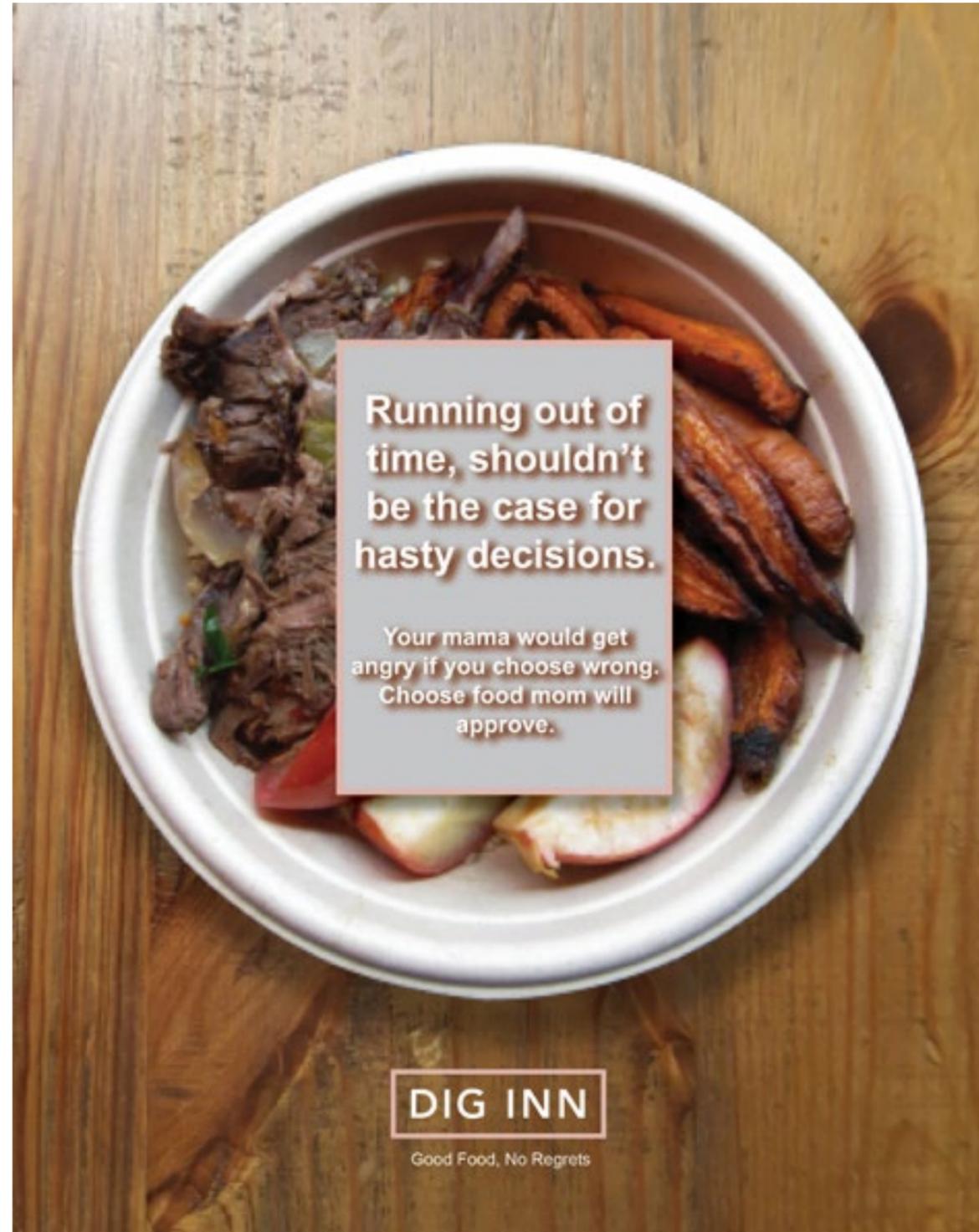
Client: Flying Tiger

This ad was a group project for a company called Flying Tiger. Flying Tiger a store similar to Ikea but has sells kitzch items ranging from candles to mini shopping carts to hold items on your desk. The ads are based on having a child like feel. When you step into the store it makes you feel like a child again with the outrageous items the store sells. My partner and I used construction paper to create the visuals for the ads.



Client: Dig Inn

A healthy food chain that wanted to show their food options. The company wanted to differentiate how their food is a better option than fast food. Fast doesn't always mean unhealthy and their food is slow cooked but ready for hungry customers to come and order. Dig Inn wants people to choose better options such as their food that is made fresh and use organic ingredients picked from local farmers.



Client: Sephora

Sephora a globally known cosmetic company. The company showcases makeup artists creativeness. I wanted to embrace that trait in my ad. The headline for my ads was the “power of artistry”. The theme for my ads was art and different styles.



ClassWork

A cover to showcase celebrity portraits. Each student from the class had to make their own. I chose a singer I admire and used a triangle from the few shapes we had to use. I had to create intricate designs using the triangle for different areas of the person. The project showed us using simple shapes to create an art piece.



Logos

Client: Mother Earth

A logo made for a starting up environmentalist company. They wanted a logo that was playful, masculine and had a specific color palette. The thought process was to include to icons such as the earth symbol and recycle symbol. I replaced the letter "O" with earth and "A" with recycle icon. The logo is simple to be used for apparel and other products the company wishes to create.

Classwork

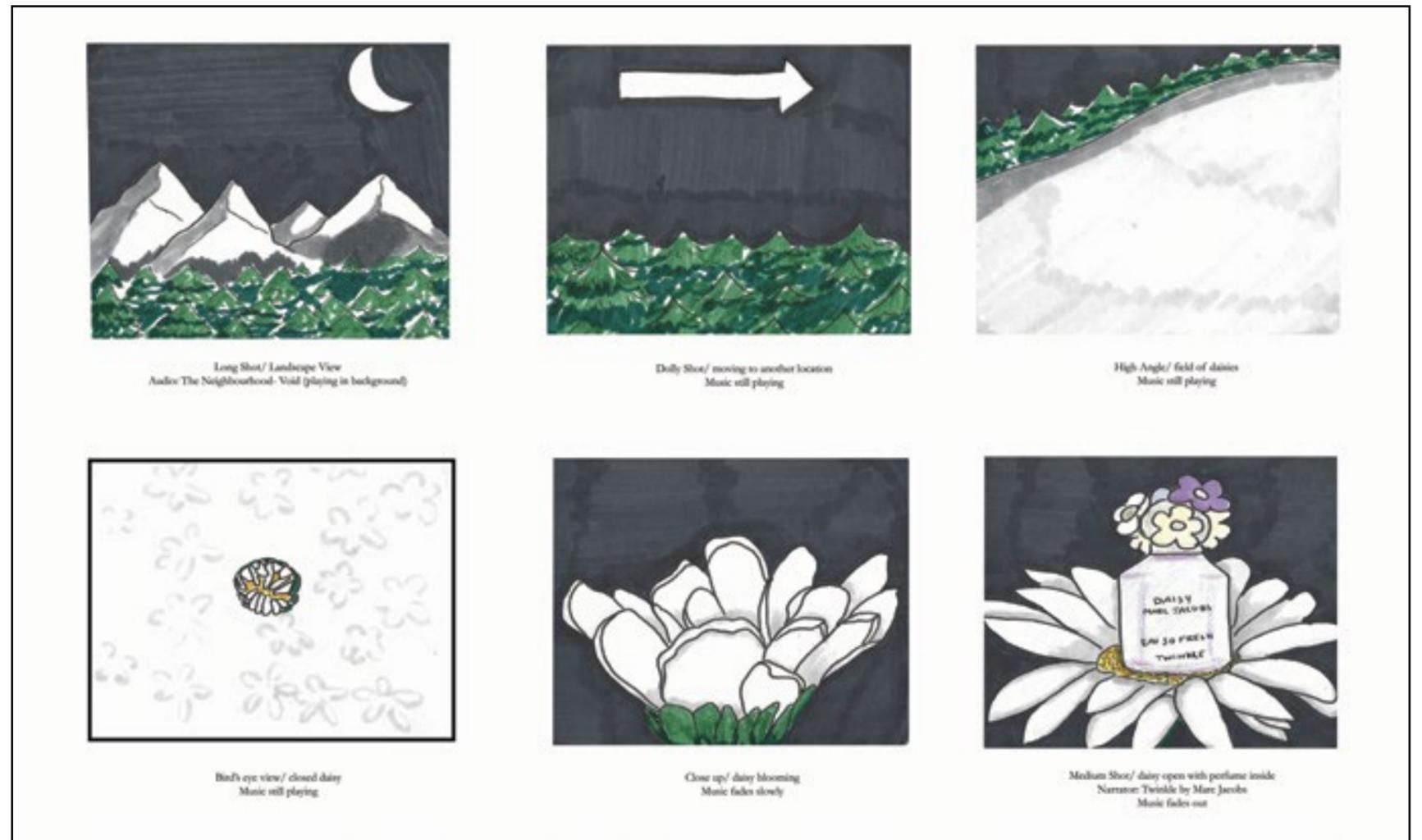
The logo was a project to create an animal using organic shapes. I chose a hummingbird. The hummingbird was a difficult to create bc I felt it should be angular figure. I used white ovals to create the spaces on the wings.



Storyboard

Client: Daisy Marc Jacobs

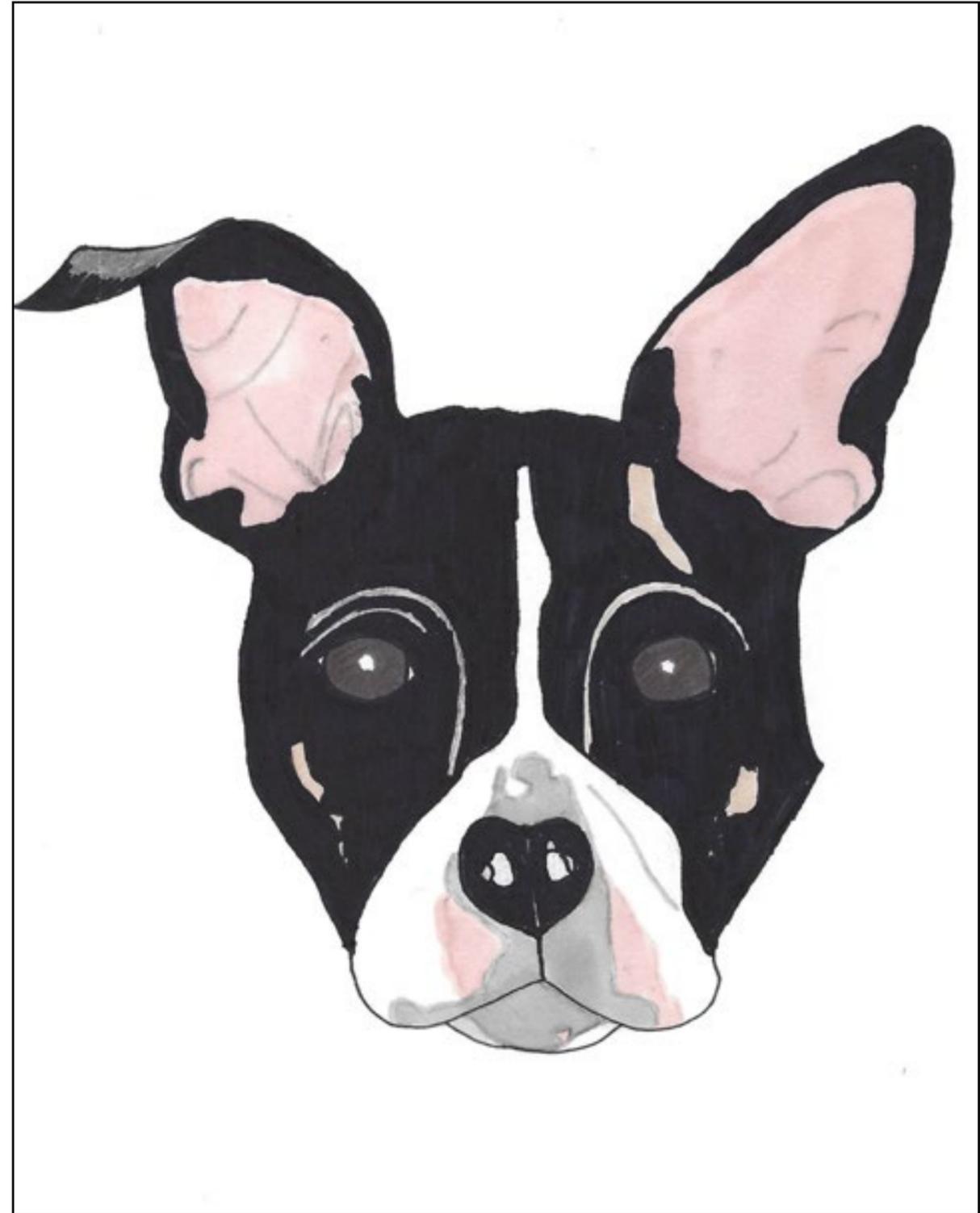
The storyboard is based on a perfume from the designer Marc Jacobs. The name of the perfume is Twinkle and I wanted the scenario to be during the night, in a forest/ meadow area with a bed of daisies.



Illustrations

Title : Kairi (Pet Portrait)

I draw people's pets as a side hobby and this is my brother's dog. I have passion for animals and I enjoy drawing different animals. Each pet is unique and see their personalities come to life on paper.



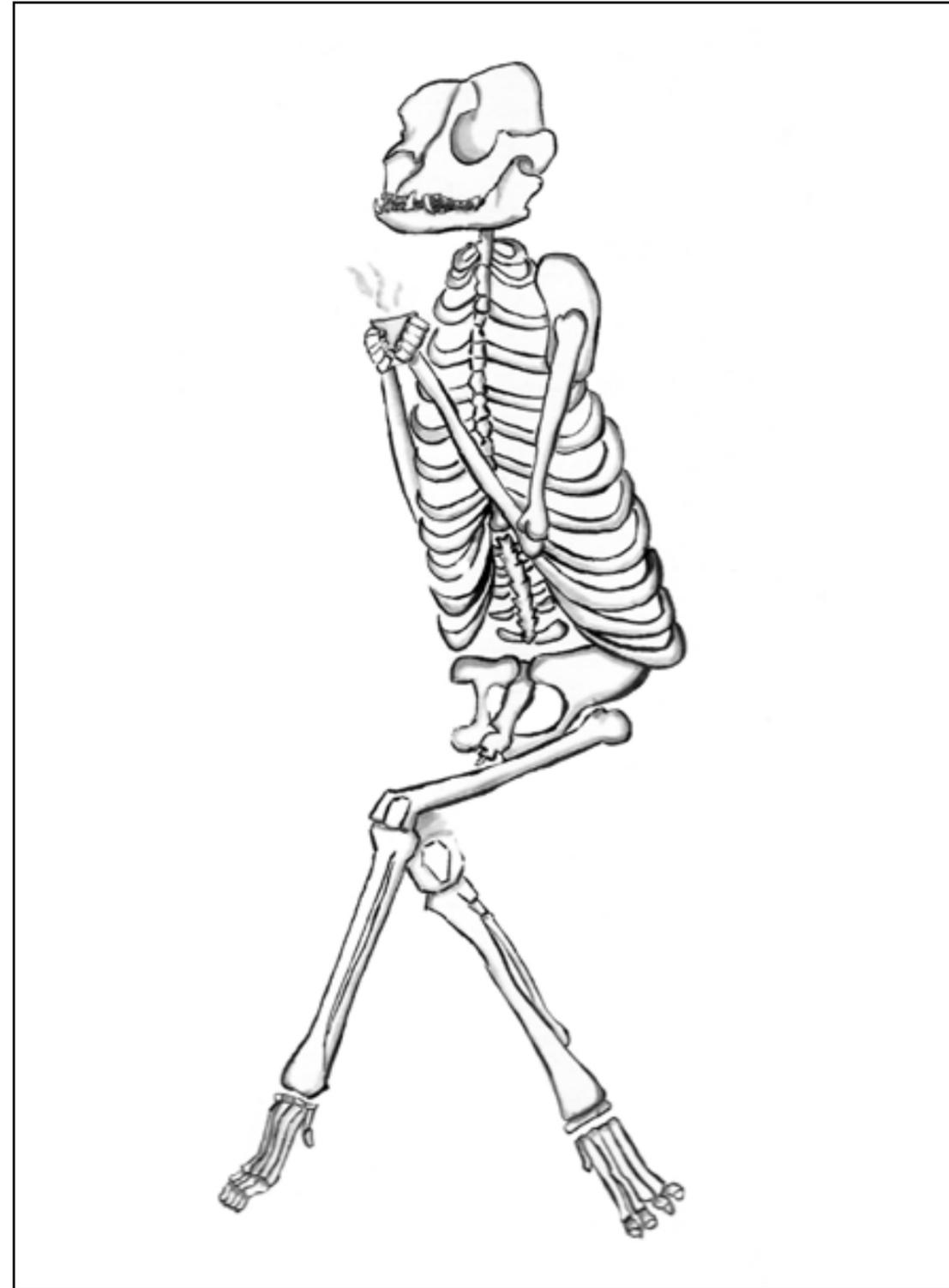
Title: LoveBird

This piece is based on my personal life. When I was younger I had a small lovebird who I had for three years. I wanted to show with many years that has passed I still love him dearly and every day I think about him. On how much he impacted my life and I hope it shows in my art piece.



Title: Anamorphic Animal

For my character design class we had to draw an animal of our choice with human properties. I chose my dog because I always wondered how she would be as a human. We had to draw the skeleton and that's what is shown. It was difficult to draw the dog skeleton into a human form. I feel the composition itself shows a bit of the character's personality.



Title: Lady of the Dead

The character is inspired by the Aztec goddess of the underworld. I love to incorporate my culture in my drawings. I drew her based on the descriptions I was given. I wanted to show her beauty and how different she was from the god of the underworld. On her head she has thorns coming out to remind people she is a deadly force to be reckon with.



Title: Frida Lemon

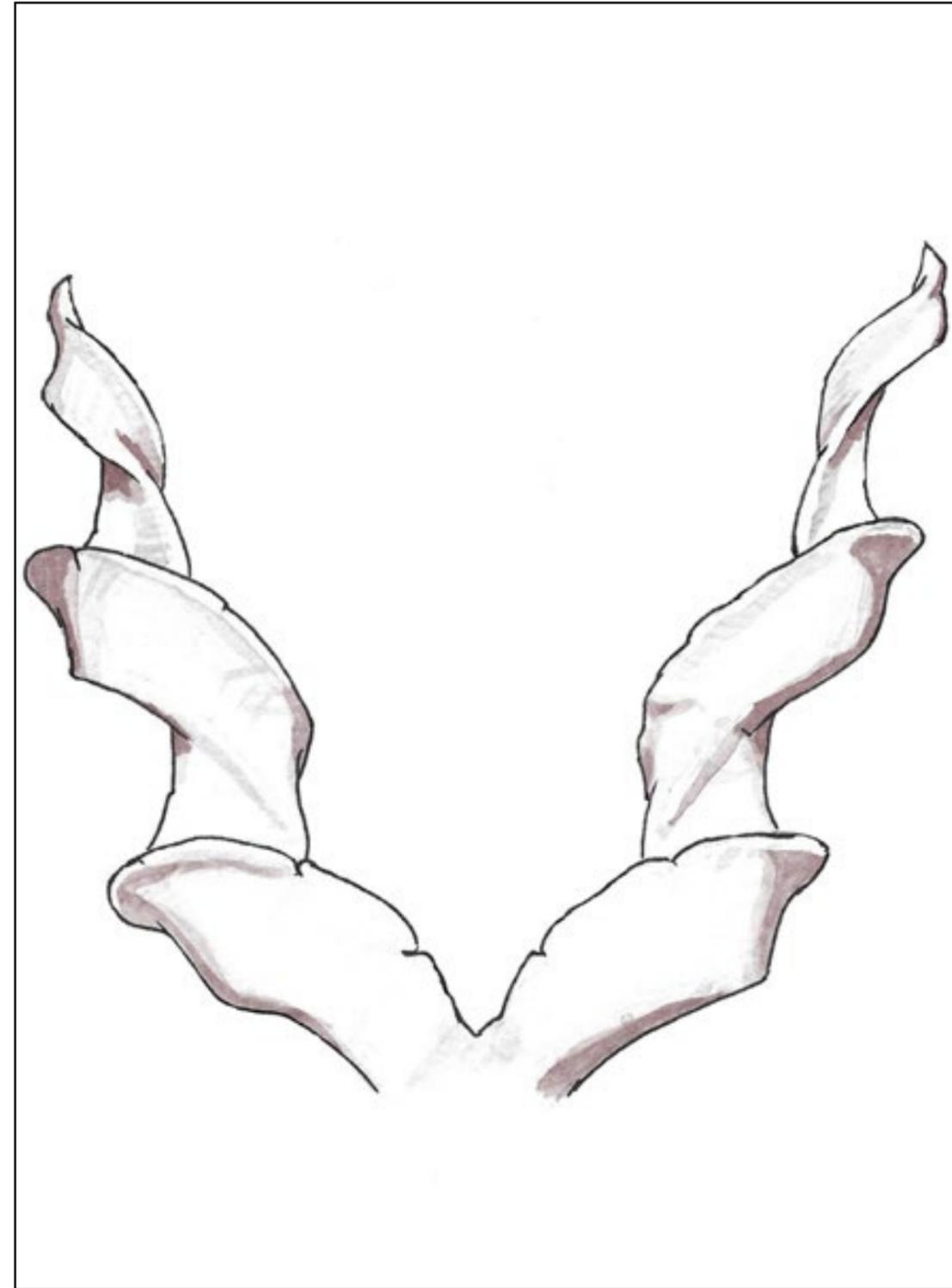
The poster showcases the iconic Frida Kahlo as a lemon. It was supposed to be for a Mexican beverage label but I decided to use her name instead of the brand. I did the illustration traditionally using ink and washes. The paper I used gave a texture that is shown in the ink washes.



Sketches

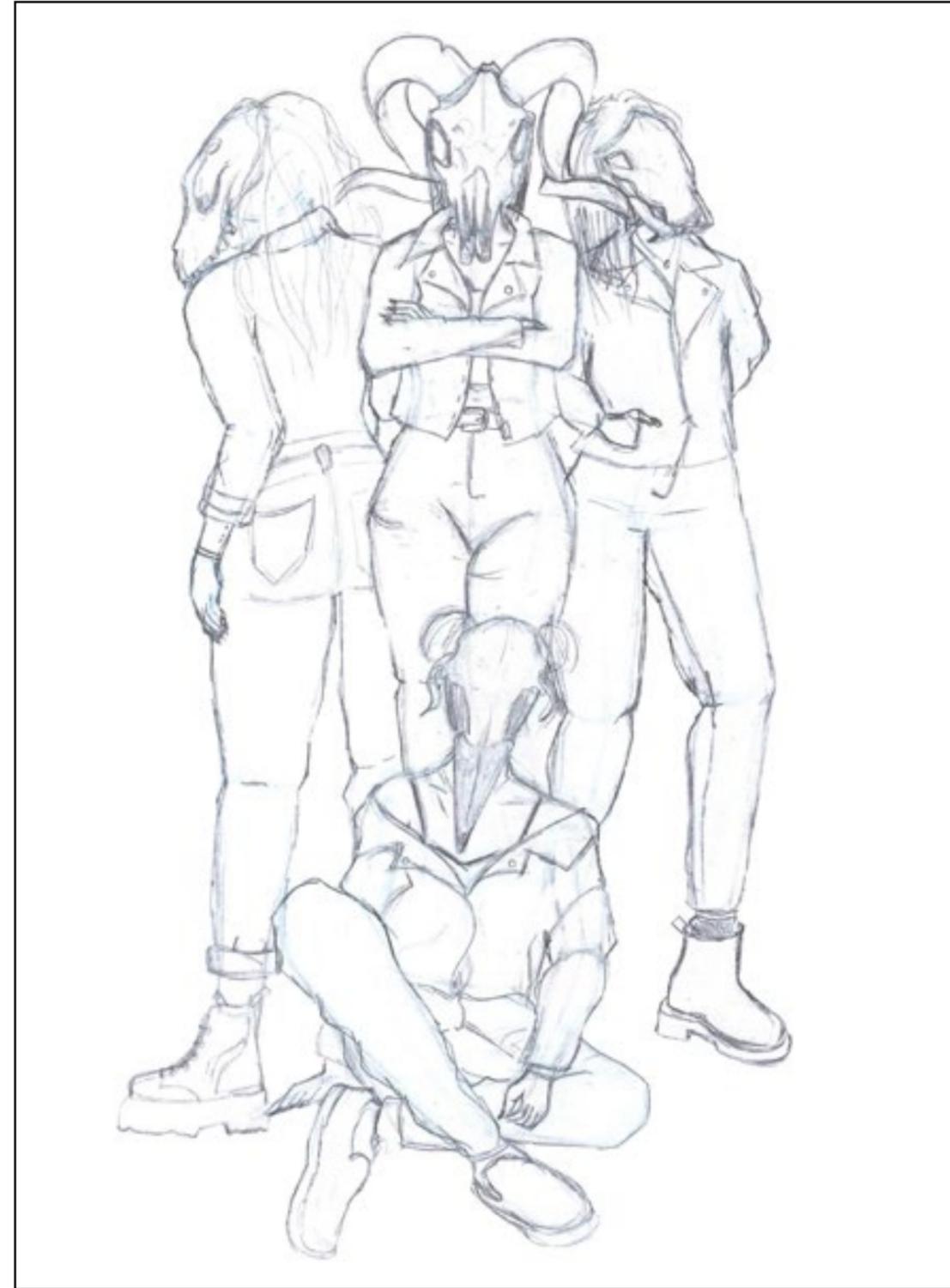
Title: Goat Horns

I was doing a sketch study based on different horns for an upcoming project. I inked the final drawing to show dimension and how the horns would look like when inked.



Title: Naguales

The sketch is based on Mexican mythology of shapeshifters that supposedly in Aztec history it has bad and good connotations. I wanted it to look dark and creepy. I didn't want the characters to be transformed but wear animal skulls based on the animal they are chosen.



Resume

LYLIANNA VELAZQUEZ

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OBJECTIVE

- Seeking a position where I can utilize and further strengthen my customer service skills, as well as grow in the artistic environment.

SKILLS & ABILITIES

- Bilingual (Spanish & English)
- Adobe Suite
- Stocking inventory
- Customer Service Experience
- Register Experience
- Illustration

EXPERIENCE

Sales Associate, DII Woodhaven Queens Enterprises Dec 2015 – Oct 2018
Woodhaven, NY

- As a sales associate, I have multiple responsibilities. In terms of customer service, I handle the register and help checkout. I greet at the entrance and help customers on the sales floor. In addition, as one of a few bilingual sales associates, I provide help to Spanish-speaking customers. I'm also responsible for keeping inventory stocked and setting up seasonal displays. At the end of my shift, I make sure the sales floor is organized and ready for the next day.

Sales Associate, Uniqlo Nov 2018 – Present
New York, NY

- As a sales associate, I help create a wonderful shopping experience for customers. I welcome customers and offer them a bag for items. I make sure to assist customers with the size they need. I recommend products; also tell them what is on promotion.

EDUCATION

Long Island City High School – Long Island City, NY – High School Diploma

- Class of 2015
- Focused in culinary studies throughout high school career
- Part of a small group of students hired to work in school's catering program

New York City College of Technology – Brooklyn, NY – BA Communication Design

- Aug. 2015 - Present
- Striving to become a graphic designer and illustrator.