

PORTFOLIO



Carlos Vasquez

Bachelor of Science in Design

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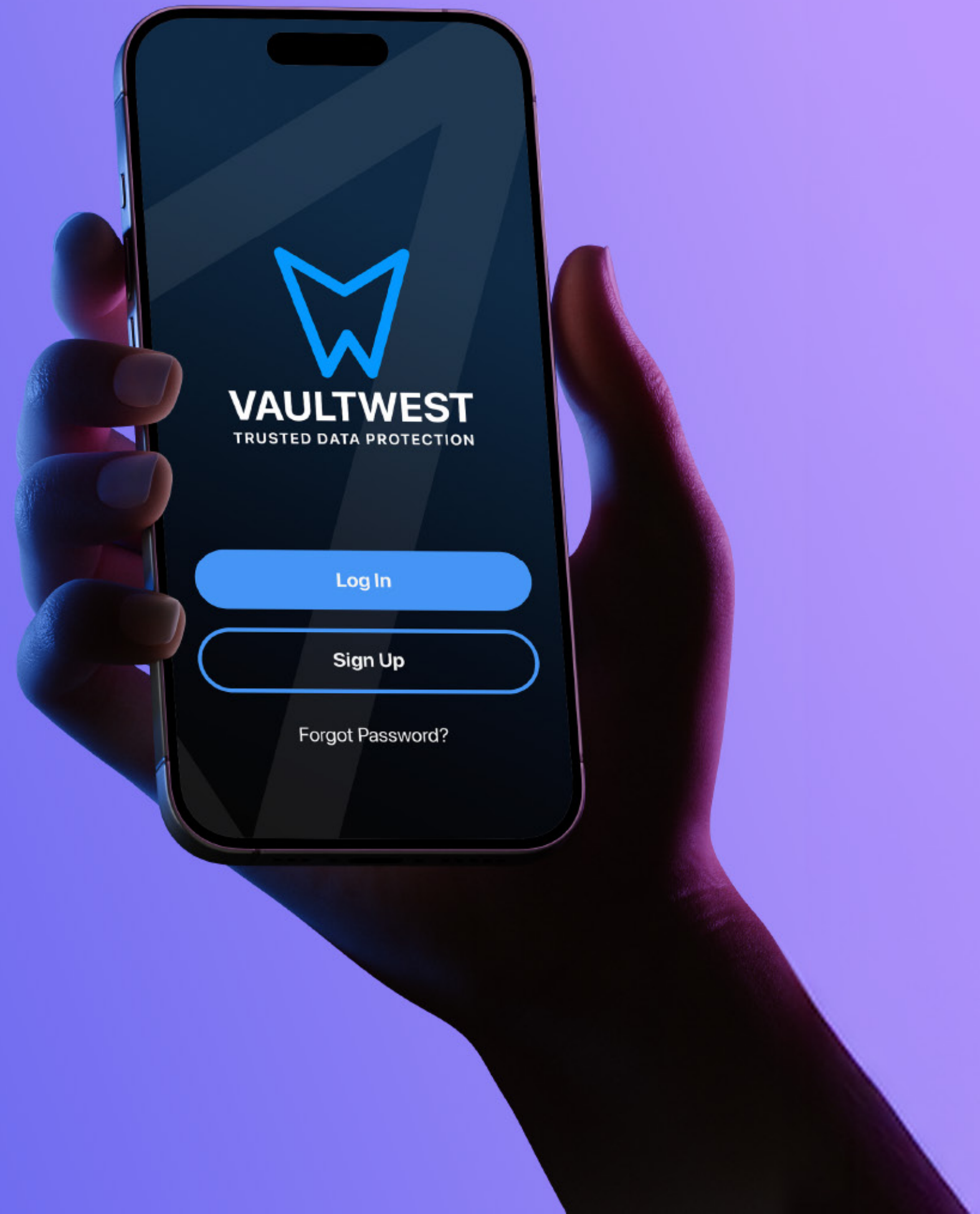


BRAND IDENTITY DESIGN

VAULTWEST



Brand identity development
Logo design and visual systems
Strategic thinking
Consistent application across media





Kelly Anderson
Marketing Director

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10 September, 2025

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VAULTWEST
TRUSTED DATA PROTECTION





CAMPAIGN & VISUAL COMMUNICATION

SEMIOTIC POSTERS



- Series-based design systems
- Advanced typography
- Visual consistency and variation
- Print design fundamentals

*There must be some kind of way
outta here*



said the joker to the thief.

*There must be some kind of way
outta here*



said the joker to the thief.

*There must be some kind of way
outta here*

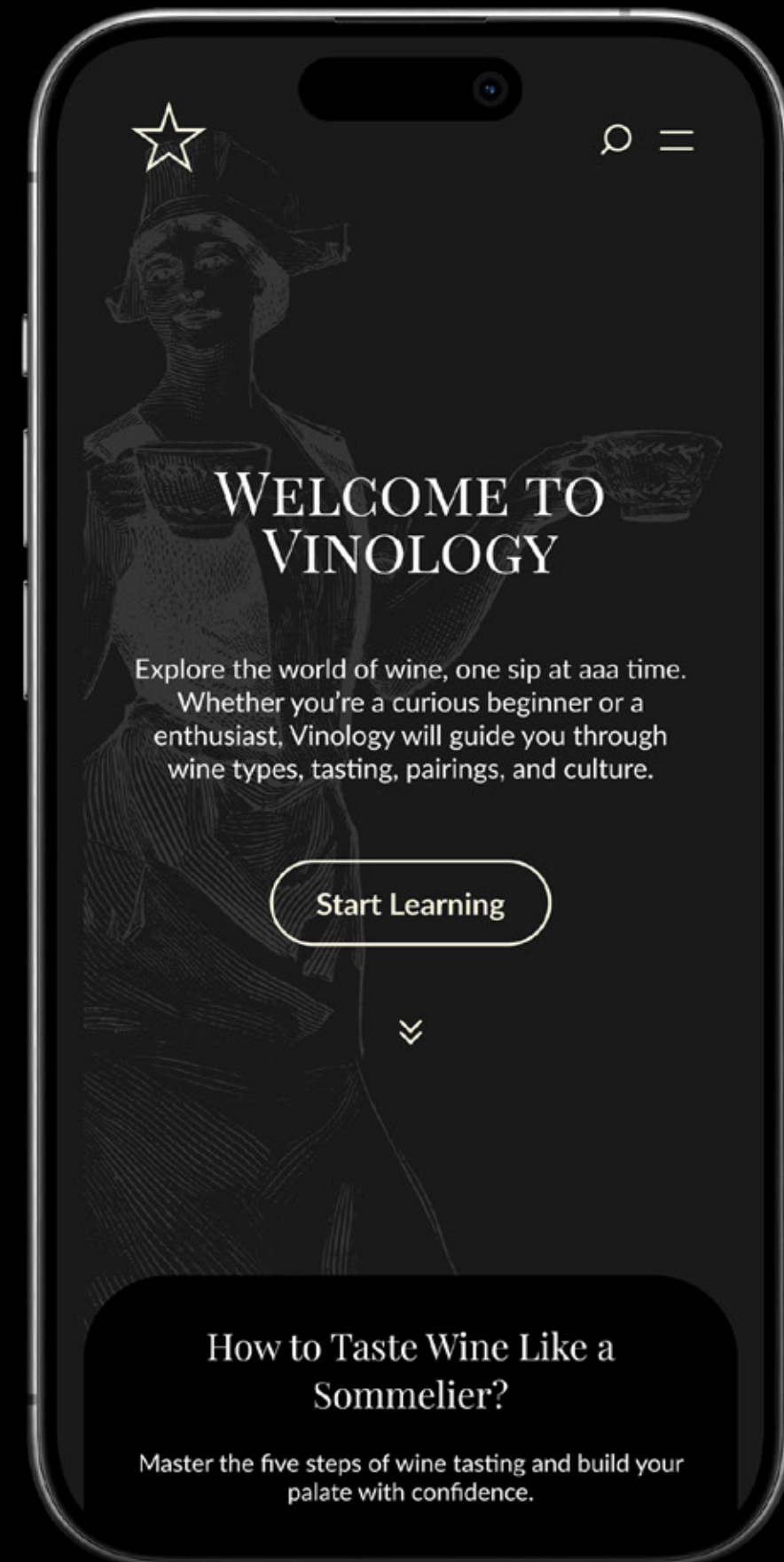


said the joker to the thief.

WEB & DIGITAL DESIGN

VINOLOGY

Web and UI design
Layout and grid systems
UX-focused thinking
Digital typography



Personal Cellar

Curated list of your favorite wines, organized by region and vintage.

Pairings

Personalized food pairing suggestions based on your preferences.

Member

Save ratings and tasting impressions for future reference.

Secure

Your data stays personal—only you can access your wine cellar.

Pairing

Glossary

Profile

© Vinology 2025

Savor

Reflect on the finish, how long do the flavors linger?

Discover the World of Wine Flavors

Hidden in every sip. Hover over a flavor category to reveal its unique palette of sensory details.

Download the full tasting wheel for offline use? Use the flavor wheel to guide your next tasting session.

Download

Pairing Made Simple

A refined glossary for beginners and enthusiasts alike.

The Language of Wine

A refined glossary for beginners and enthusiasts alike.

Pairing Made Simple

A refined glossary for beginners and enthusiasts alike.

WELCOME TO VINOLOGY

Explore the world of wine, one sip at a time. Whether you're a curious beginner or a seasoned enthusiast, Vinology will guide you through wine types, tasting notes, pairings, and culture.

Start Learning

Pairing Made Simple

A refined glossary for beginners and enthusiasts alike.

Pasta

Seafood

Dessert

Pairing Principles

Balance Intensity: Match bold wines with bold foods.

Complement or Contrast: Use acidity to cut through fat or sweet to soften spice.

Mirror Flavors: Herbaceous wines with herb-based dishes, etc.

How to Taste Wine Like a Sommelier

Master the five steps of wine tasting and build your palate with confidence.

See

Observe the color and clarity of the wine.

Swirl

Gently swirl to release aromas and observe legs.

Smell

Inhale deeply to detect fruit, spice, or earthy notes.

Sip

Savor

Wines of the World

Discover the places behind the flavors. Explore the regions that give wine its identity.

VISUAL SYSTEMS & PROCESS DESIGN

SQUARE KNOT

Systems thinking
Illustration and vector design
Visual sequencing and hierarchy
Precision and attention to detail

2
Tuck the right lace under and
pull both ends tight.

3
Hold one lace in each hand,
crossing the right lace over the
left.

Wrap the
loop.

HOW TO
MAKE A
SQUARE KNOT



1

Hold one lace in each hand,
crossing the right lace over the
left.

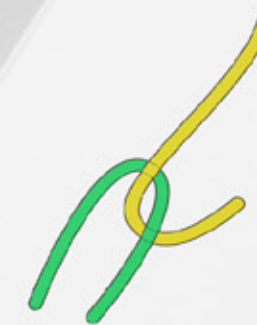
SQUARE
KNOT



2

Tuck the right lace under and
pull both ends tight.

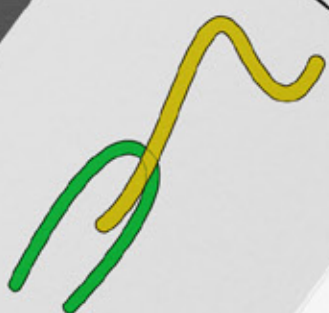
SQUARE
KNOT



3

Hold one lace in each hand,
crossing the right lace over the
left.

SQUARE
KNOT



2

Tuck the right lace under and
pull both ends tight.

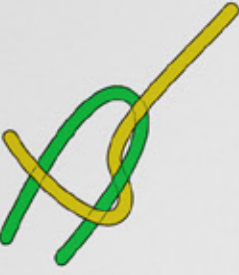
SQUARE
KNOT



3

Hold one lace in each hand,
crossing the right lace over the
left.

SQUARE
KNOT



4

Wrap the right lace around the
loop.

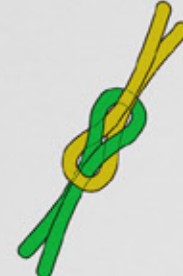
SQUARE
KNOT



5

Push the right lace through the
opening to create a second
loop.

SQUARE
KNOT



6

Tighten to form a secure square
knot.

PACKAGING & PRODUCT SYSTEMS DESIGN

BABY WIPES

Original packaging deconstruction & analysis
Dieline creation and precision layout
Print production knowledge
Material and structural understanding



SOCIAL CAMPAIGN

THIS IS NOT

Campaign development
Strategic visual storytelling
Typography and hierarchy systems
Cross-platform design consistency



thisisnot
New Jersey, NJ

Follow



THIS IS NOT A MANGO
FOOD IS NOT WHAT IT USED
TO BE



EXTREME HEAT, FLOODS, AND DROUGHT ARE RESHAPING
AGRICULTURE WORLDWIDE. [LEARN MORE AT WHATTHEFOOD.COM](https://www.whatthefood.com)



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thisisnot 84% of farmers in USA use
[#antibiotics](#) for growth our food.

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THIS IS NOT A **PINEAPPLE**
FOOD IS NOT WHAT IT USED
TO BE



EXTREME HEAT, FLOODS, AND DROUGHT ARE RESHAPING
AGRICULTURE WORLDWIDE. [LEARN MORE AT WHATTHEFOOD.COM](http://WHATTHEFOOD.COM)

THIS IS NOT AN **APPLE**
FOOD IS NOT WHAT IT USED
TO BE



84% OF FARMERS IN USA USE ANTIBIOTICS FOR
GROWTH OUR FOOD. [LEARN MORE AT WHATTHEFOOD.COM](http://WHATTHEFOOD.COM)

THIS IS NOT A **MANGO**
FOOD IS NOT WHAT IT USED
TO BE



EXTREME HEAT, FLOODS, AND DROUGHT ARE RESHAPING
AGRICULTURE WORLDWIDE. [LEARN MORE AT WHATTHEFOOD.COM](http://WHATTHEFOOD.COM)



Sticker
(2"x2")



Pin
(0.5"x0.5")

