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ELENA BARBOSA

ABOUT

Hi there, I am a designer with a penchant for learning and a big personality to offer. I have experience with illustration, graphic design, advertising, UX / UI, and video editing.



SKILLS:

Layout Design, Branding, Illustration, Marketing, Animation, UX / UI, Motion Graphics, Filmography



TOOLS:

Adobe Suite, Microsoft Office, HTML, CSS, Javascript, Invision, Blender, Wordpress, Social Media

CONTENT

PROFESSIONAL WORK, BRANDING, MARKETING, UX/UI

PROFESSIONAL WORK



2019 - 2020 Newsletter Banners


Banners for use in Mailchimp, placed at the top of daily, weekly and monthly newsletters.

PEN AMERICA
LITERARY AWARDS
 CEREMONY

AWARD

MARCH 2
 THE TOWN HALL

2020



PROGRAM ORDER

MUSIC BY
 Ulysses Owens, Jr. Band
 with special guest Alicia Olatuja

WELCOME
 Seth Meyers

**PEN/Nabokov Award for Achievement
 in International Literature**
M. NourbeSe Philip
 Presented by Paul Muldoon

**PEN Award for Poetry in Translation
 PEN/Edward and Lily Tuck Award for Paraguayan Literature
 PEN Translation Prize**
 Presented by Katrina Dodson

PEN/Voelcker Award for Poetry
Rigoberto González
 Presented by Deborah Paredez

READING
 Rigoberto González

PEN/Robert W. Bingham Prize for Debut Short Story Collection
 Presented by Elissa Schappell

PEN/Laura Pels International Foundation for Theater Award
Tanya Barfield
 Presented by Leigh Silverman

FICTION

**PEN/ROBERT W. BINGHAM PRIZE FOR DEBUT
 SHORT STORY COLLECTION, \$25,000**

To an exceptionally talented writer whose first book represents distinguished literary achievement and suggests great promise of a second work of literary fiction.

Judges: Aimee Bender, Jamel Brinkley, Samantha Hunt, Randa Jarrar, and Elissa Schappell

FINALISTS

Ayşe Papatya Bucak
The Trojan War Museum
 (W.W. Norton & Company)

Kali Fajardo-Anstine
Sabrina & Corina
 (One World)

Mimi Lok
Last of Her Name
 (Kaya Press)

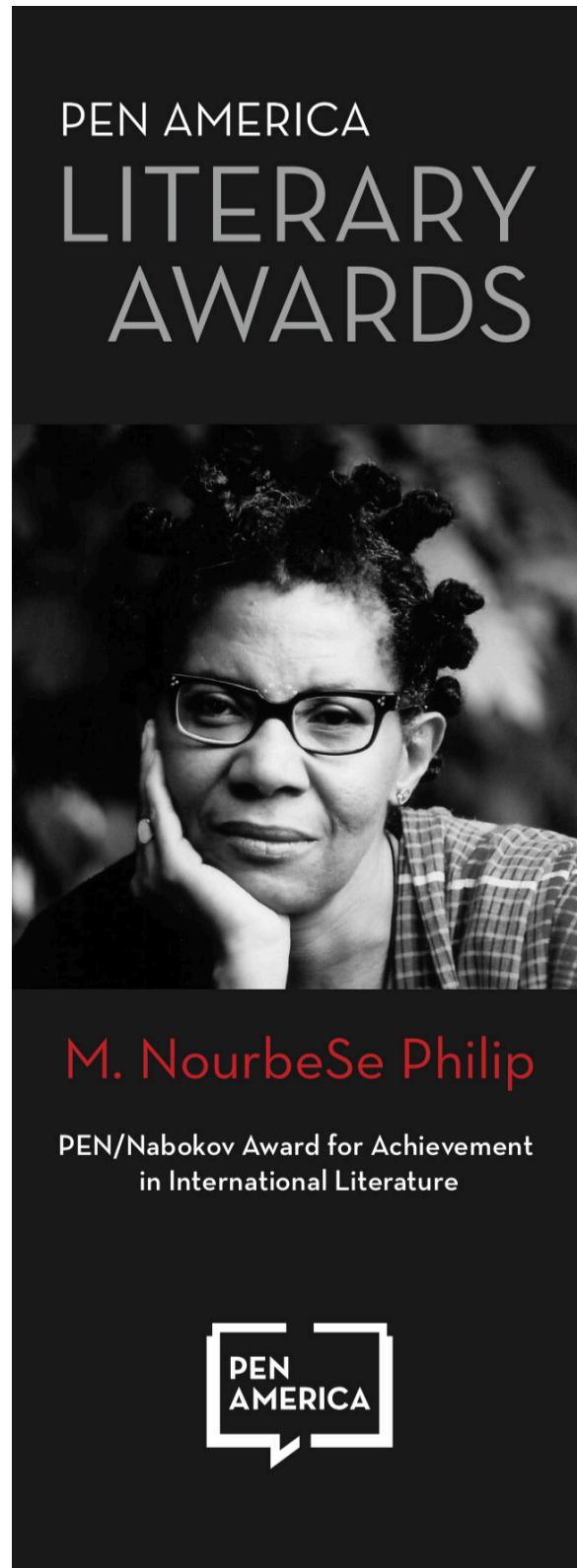
Xuan Juliana Wang
Home Remedies
 (Hogarth)

Bryan Washington
Lot
 (Riverhead Books)

THE WINNER OF THIS AWARD WILL BE ANNOUNCED LIVE.

PEN America Literary Awards 2020 (PROGRAM)

The PEN America Literary Awards honors many of the most outstanding voices in literature across diverse genres.



PEN America Literary Awards 2020 (SIGNAGE)

Photo credit: PEN America/Flickr



Free Speech 2020 Campaign Header

A campaign celebrating Free Speech in the U.S. Logo design by Hieronymus, Picture editing and composition by me.



PEN America Literary Awards 2019 (STEP AND REPEAT BACKDROP)

Photo credit: PEN America/Flickr

We the people believe in

M
We believe a free press underpins democracy, sharing stories that highlight injustice and corruption, fostering knowledge for holding the powerful accountable, and cultivating space for dialogue and participation.


R
We believe local journalists elevate our humanity through storytelling and inspires individuals to come together, identifying opportunities to engage with politics, culture, and each other, bringing together the unlikeliest of companions, and celebrating local heroes.

U
IT ALL STARTS WITH


M
We believe fact-based news reporting informs citizens, revealing important truths about our neighborhoods, bolstering our understanding of civic life from school boards and city council meetings to national elections, and enabling us to speak truth to power about the things that matter most.

I
In sharing this belief, we come together today and every day to defend a free press for all the ways it touches our lives.

the power of a free press



WE THE PEOPLE BELIEVE IN THE POWER OF A FREE PRESS




T R U T H

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World Press Freedom Day 2019 Campaign (CONCEPTS)

Celebrating press freedom and to elevating the voices of those who do not have it.

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WORLD PRESS FREEDOM DAY 2019



WORLD PRESS FREEDOM DAY

MAY 3rd ...is recognized in countries worldwide.

In 2019, join PEN America in standing up for a free press here in the United States.

... Because journalists are under threat

The U.S. was among the top 5 deadliest countries for journalists in 2018 behind Afghanistan, Syria, Mexico and Yemen¹

In 2018, there were 35 reported incidents in which a total of 42 members of the press were physically attacked²

... Because millions of us are losing access to local news coverage

In the last 15 years, the number of reporters, editors, photographers and other U.S. newsroom employees fell by 45%³

More than 1,400 communities across the country have lost a newspaper over the last 15 years⁴

... Because we can't take a free press for granted

The United States does not place among the top 30 countries ranked for Press Freedom⁵

The United Nations first proclaimed World Press Freedom Day as May 3 in 1993. It is a day to affirm the fundamental principles of press freedom, assess the state of press freedom worldwide, defend the media from attacks on their independence, and pay tribute to journalists who have lost their lives, been imprisoned, or come under threat in carrying out their work.


¹ "2018 World Press Freedom Index | Reporters Without Borders." RSF, Reporters without Borders, 2018, rsf.org/en/ranking.

² "All Incidents." U.S. Press Freedom Tracker, pressfreedomtracker.us/all-incidents/?categories=10&date_lower=2018-01-01&date_upper=2018-12-31.

³ Barron, Laignee. "U.S. Named Among Deadliest Places for Journalists." Time, Time, 19 Dec. 2018, time.com/5483773/us-deadliest-countries-journalists-deaths-2018/.

⁴ Bauder, David. "Decline in Readers, Ads Leads Hundreds of Newspapers to Fold." AP NEWS, Associated Press, 11 Mar. 2019, www.apnews.com/0c59cf4a0914238af55fe18e32bc454.

⁵ "Freedom in the World Countries." Freedom in the World Countries | Freedom House, FreedomHouse, 2018, freedomhouse.org/report/countries-world-freedom-2019?order=field_fw_aggregate_score&sort=desc.



WORLD PRESS FREEDOM DAY

NOSOTROS EL PUEBLO CREEMOS EN EL PODER DE LA PRENSA LIBRE

Creemos que los reportajes basados en hechos nos informan a todos, revelan verdades importantes sobre nuestras comunidades, refuerzan nuestro entendimiento de la vida cívica desde en nuestros consejos escolares y reuniones del ayuntamiento hasta en las elecciones nacionales, permitiéndonos decir "la verdad al poder" sobre los temas que más importan.

Creemos que la prensa libre cementa la democracia, destapando noticias que exponen injusticias y corrupción, fomentando el conocimiento que permite hacer responsables a aquellos en poder y cultivando espacios para el diálogo y la participación.

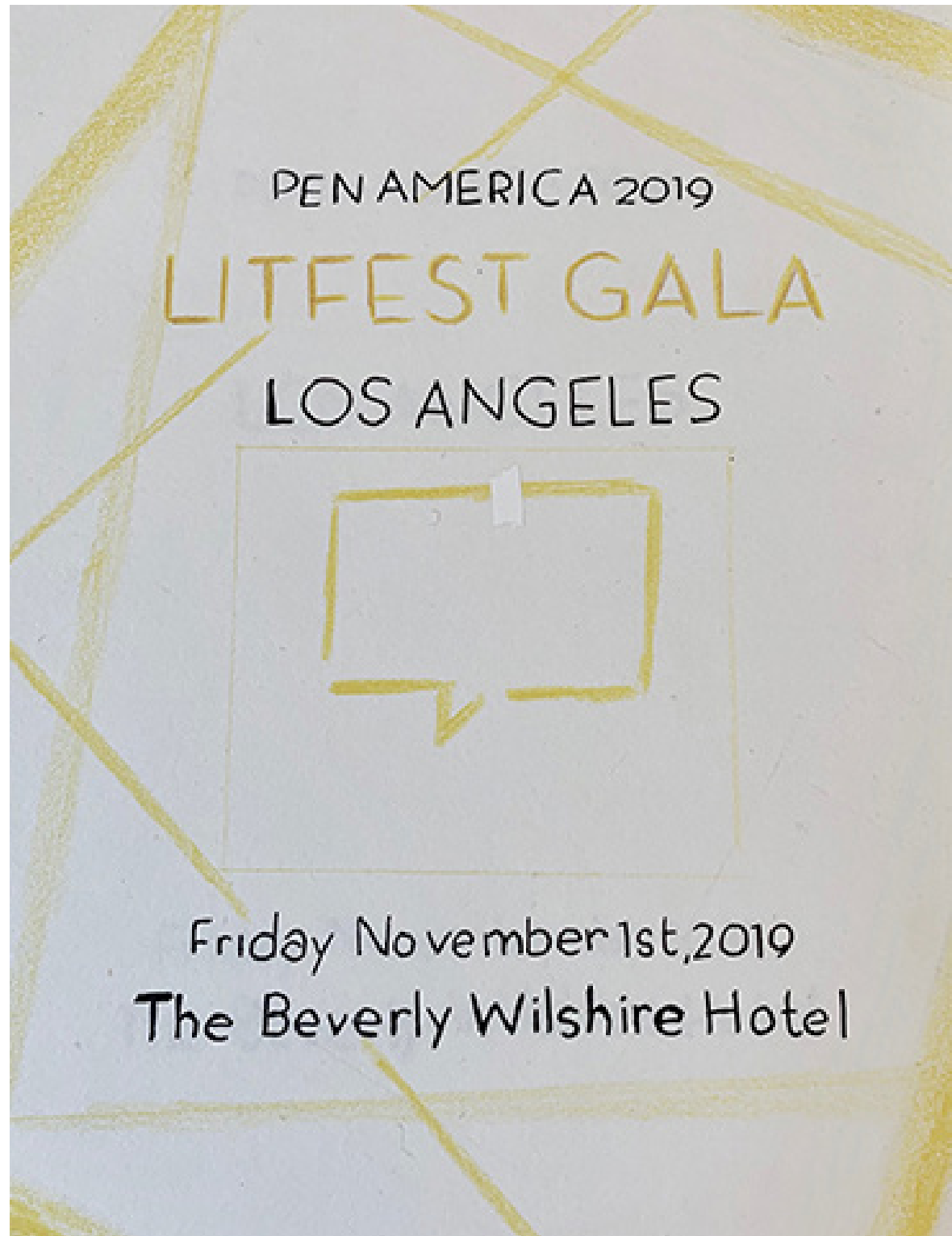
Creemos que los periodistas elevan nuestra humanidad a través de la narración, inspirando a individuos a acercarse el uno al otro, a celebrar héroes y a identificar oportunidades para trascender divisiones gracias a las ideas, política, arte y cultura.

Compartiendo esta convicción, nos unimos hoy y todos los días para proteger a los periodistas y defender la prensa libre por todas las formas en que tocan nuestras vidas.



The Freedom to Write

World Press Freedom Day 2019 Campaign (POSTER, INFOGRAPHIC, MANIFESTO)
I was in charge of Art Direction and all final asset creation.



Litfest Gala 2019 (CONCEPTS)

I was in charge of art direction for the PEN America Los Angeles Litfest Gala 2019.

#PENLITFESTGALA

f PENamerica

t @PENamerica

i @pen_america

**TAKE
ACTION
HERE**

**PEN
AMERICA**

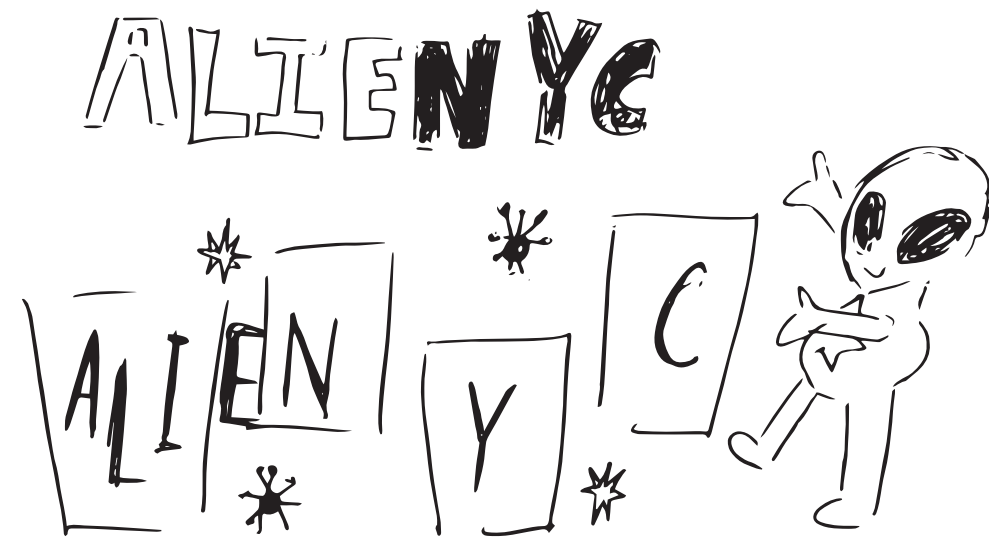


Litfest Gala 2019 (FINAL DRAFTS)

Final design completed by in house design team in Los Angeles, with guidance from me.

Photo credit: PEN America/Flickr

BRANDING



ALIEN NYC (SKETCHES + FINAL)

Logo for a website featuring an alien persona who goes around NYC reviewing hot spots for food, fashion, or entertainment.



Brooklyn Chocolate Factory (DRAFT + FINAL)

Done for a branding project for school, BCF is an ethically sourced chocolate company.



Youtube Pride (SKETCHES)

Logo for an imagined section of youtube featuring educational LGBT+ content

 PRIDE

 PRIDE



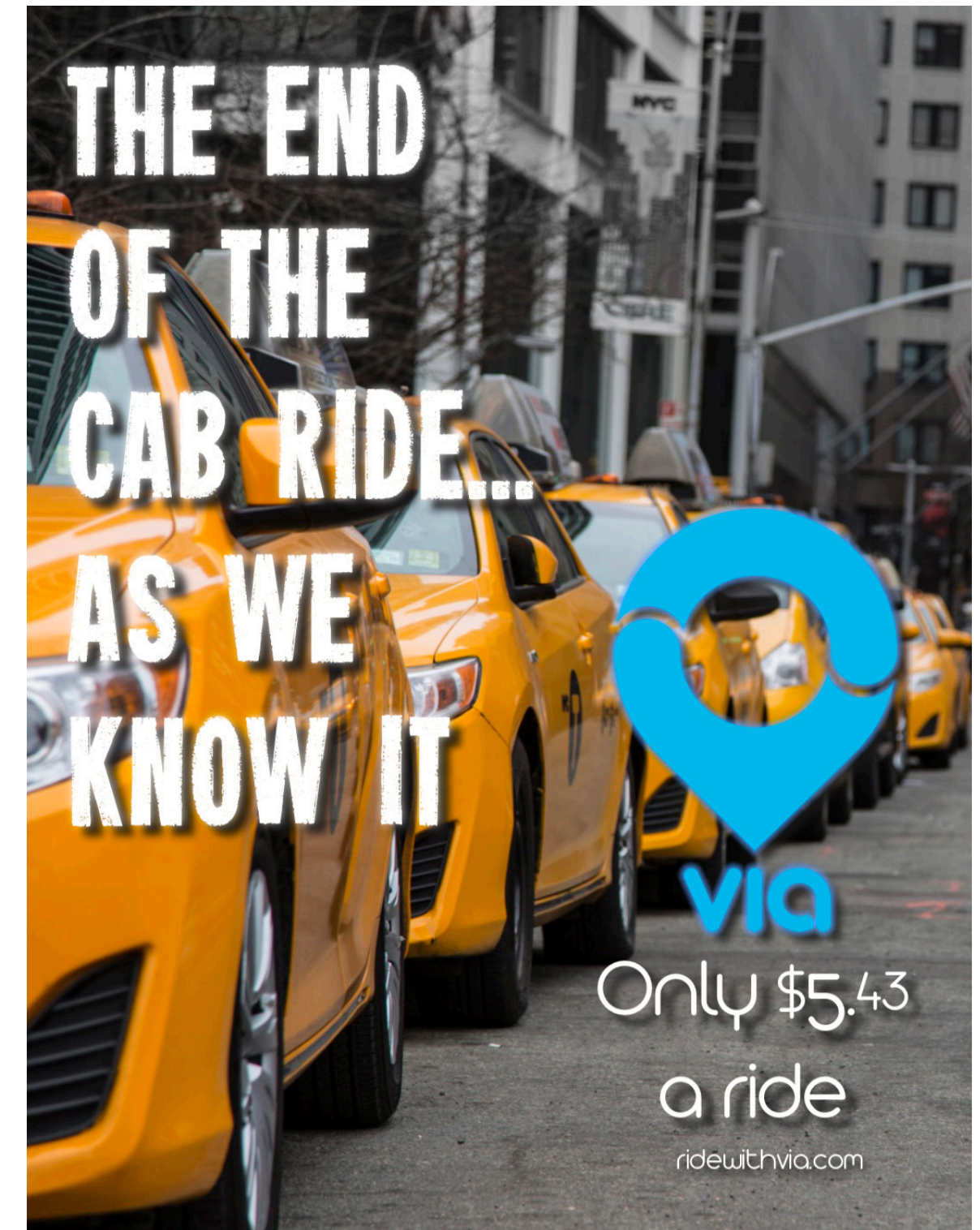
Youtube Pride (FINAL)

MARKETING

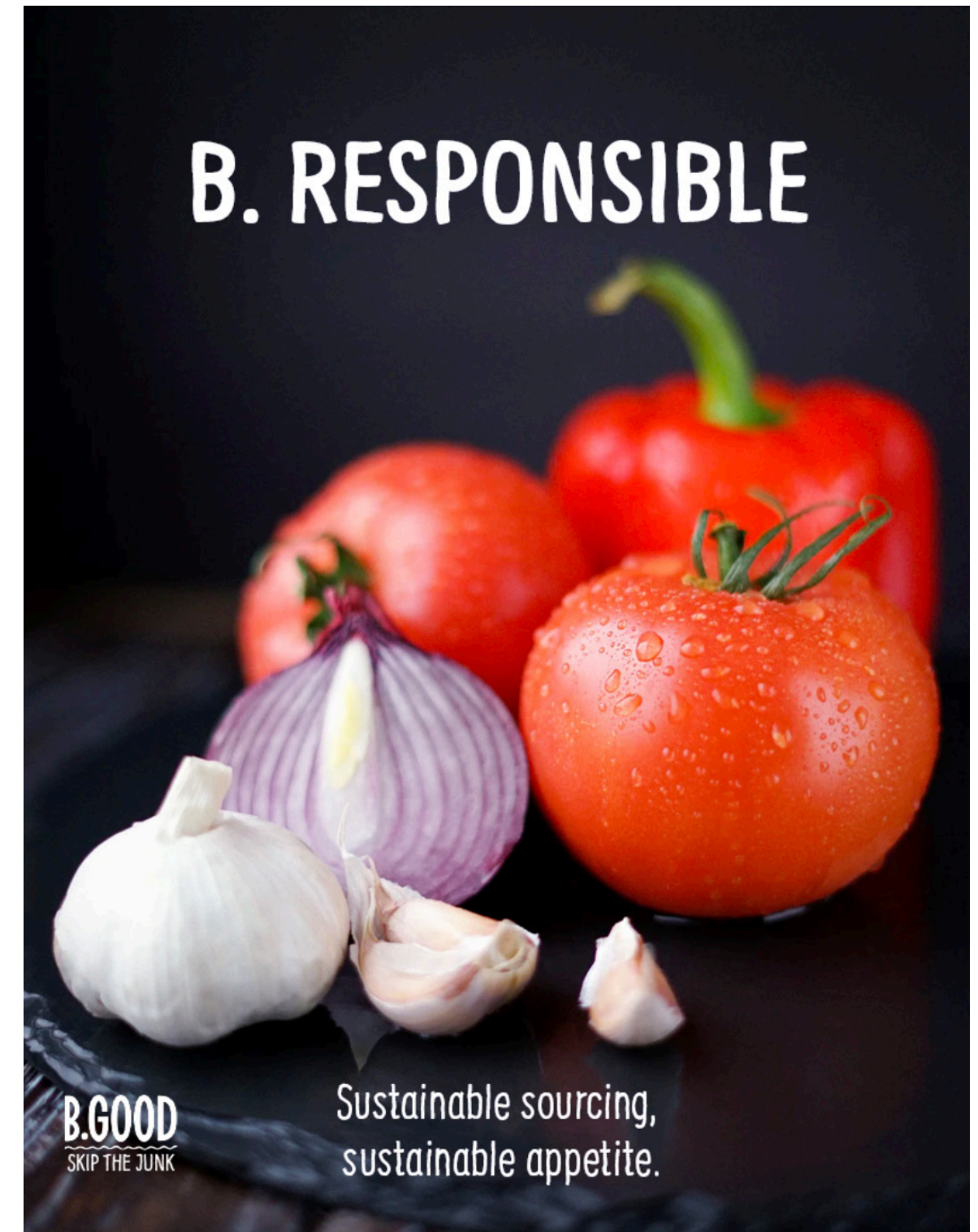
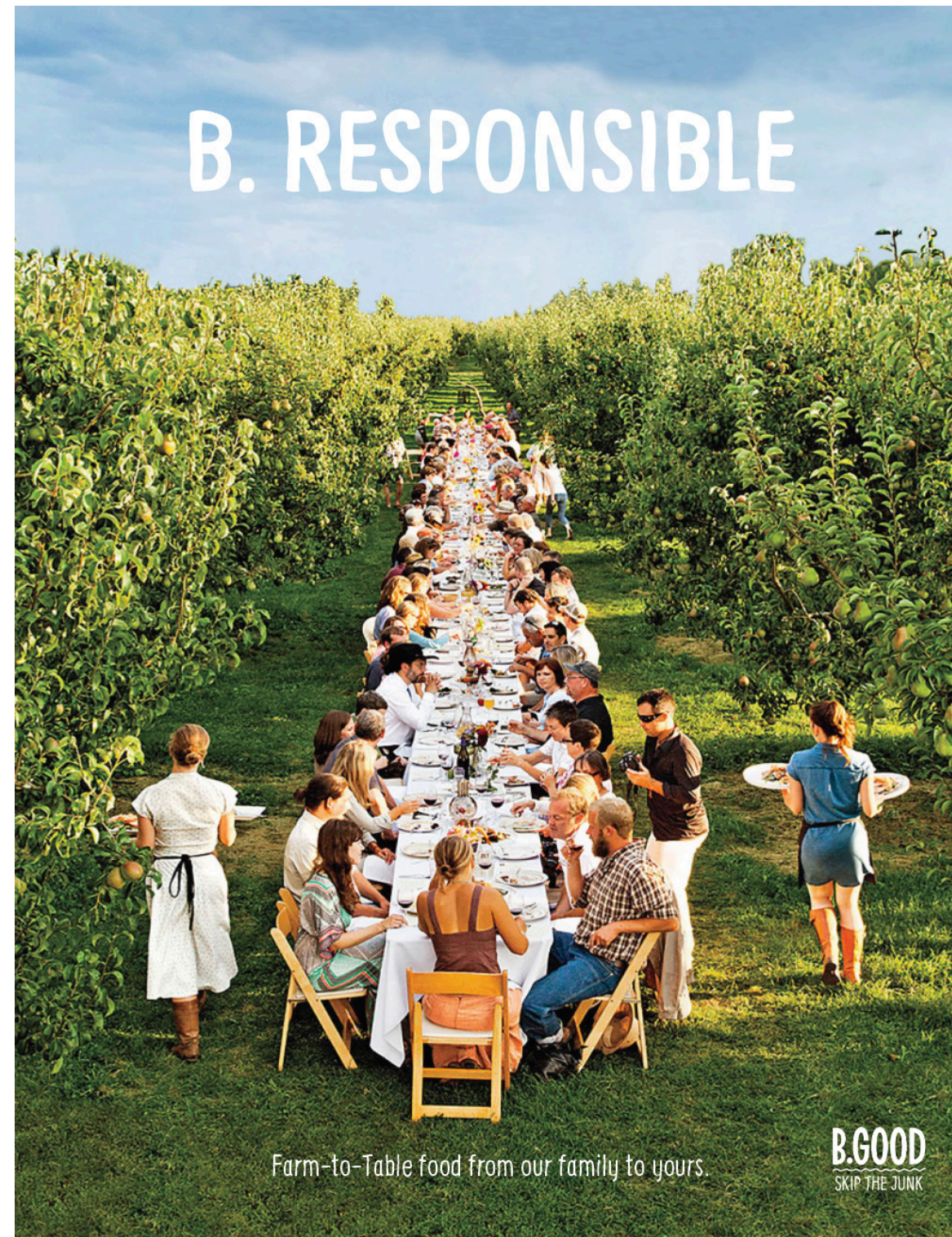


Kiwi Shoe Shine Campaign (BILLBOARD OOH)

Ads for Kiwi Shoe Polish, meant to reflect the “hot topic” at the time.



VIA Campaign (SUBWAY AND BUS OOH)
Ads for a carpool service promising comfort in NYC.



B.Good Campaign (PRINT)

Ads for a restaurant chain offering healthy alternatives to fast food.



B.Good Campaign (OOH SUBWAY AND BILLBOARD)

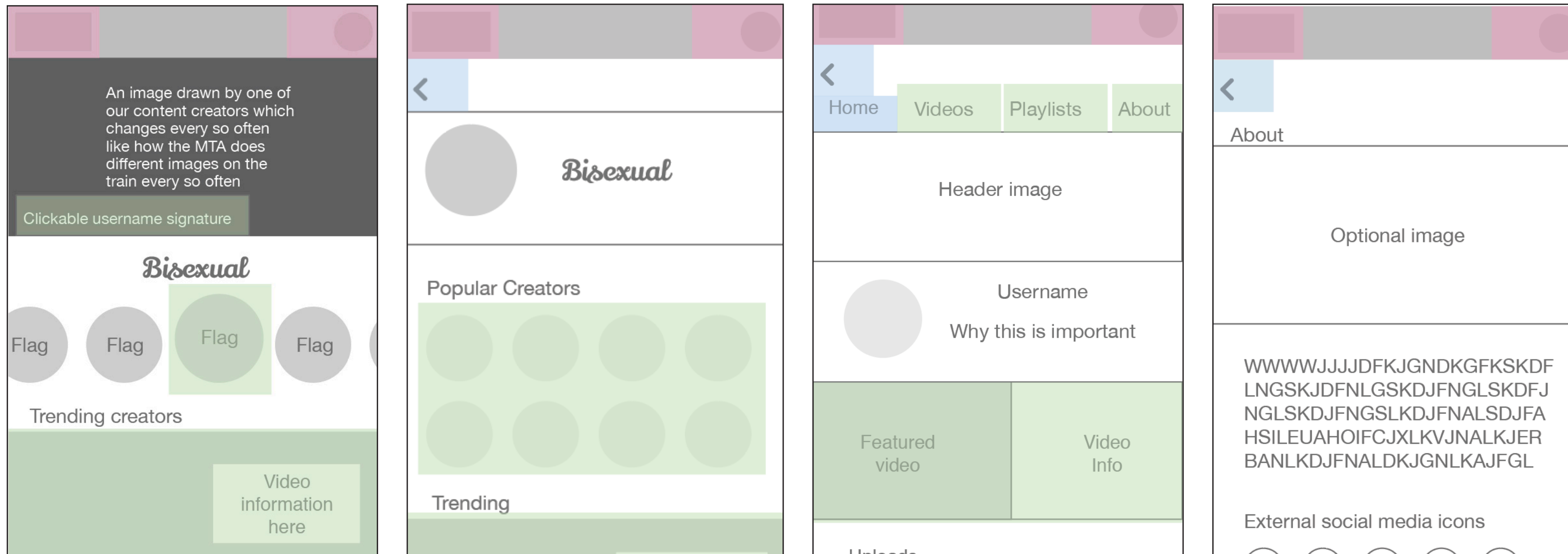
Ads for a restaurant chain offering healthy alternatives to fast food.



Youtube Pride Campaign (GUERILLA MARKETING)

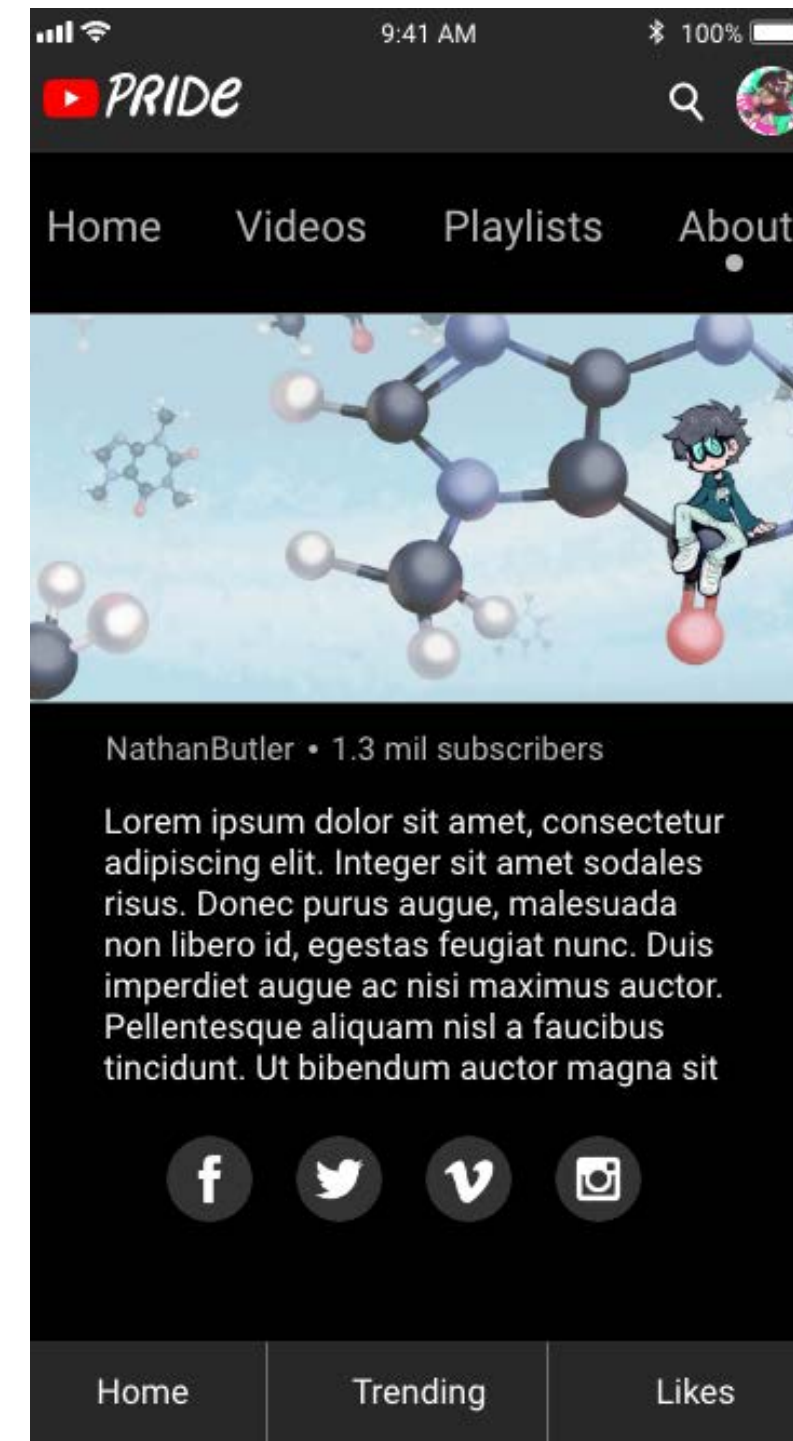
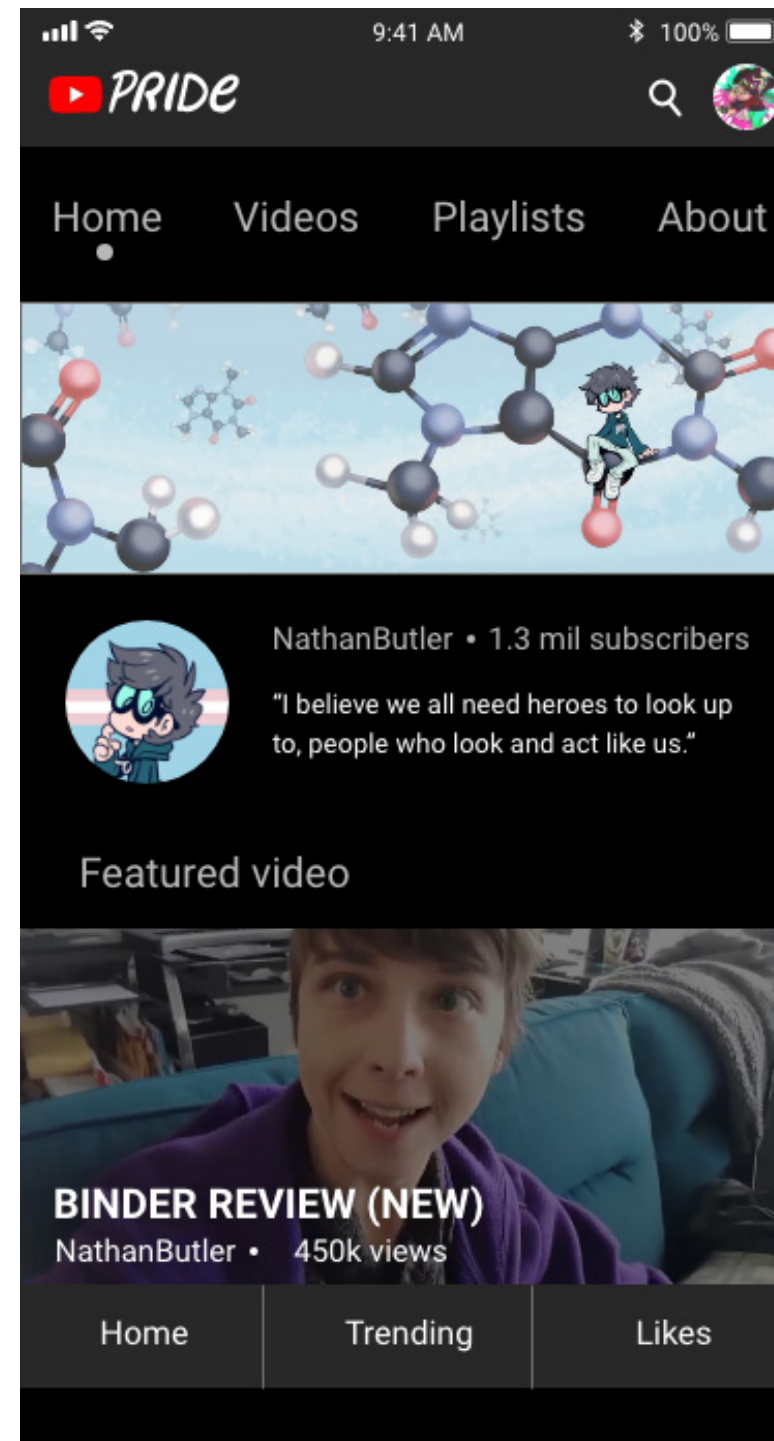
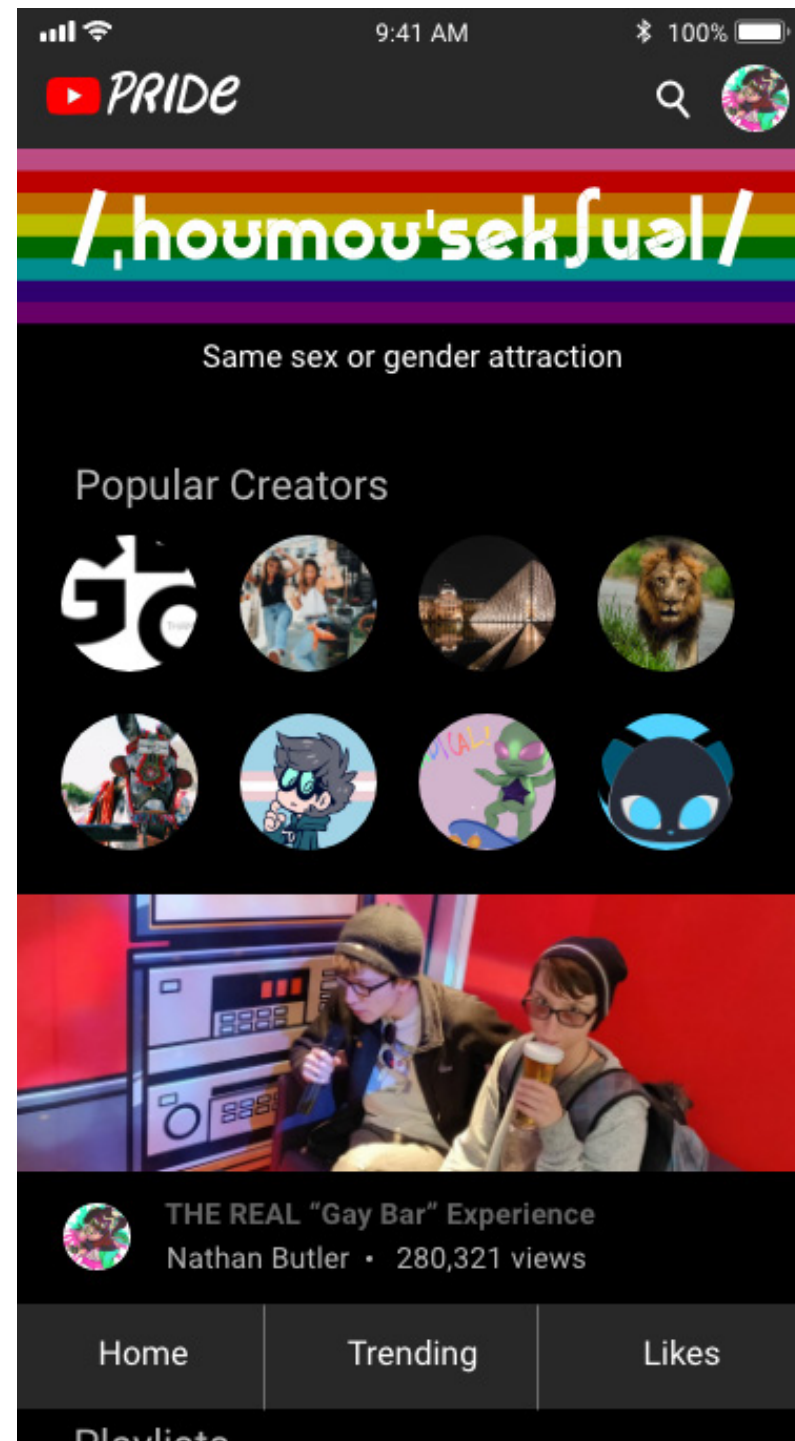
Guerilla advertising for an app by Youtube, designed for and by LGBT+ youth.

UX / UI



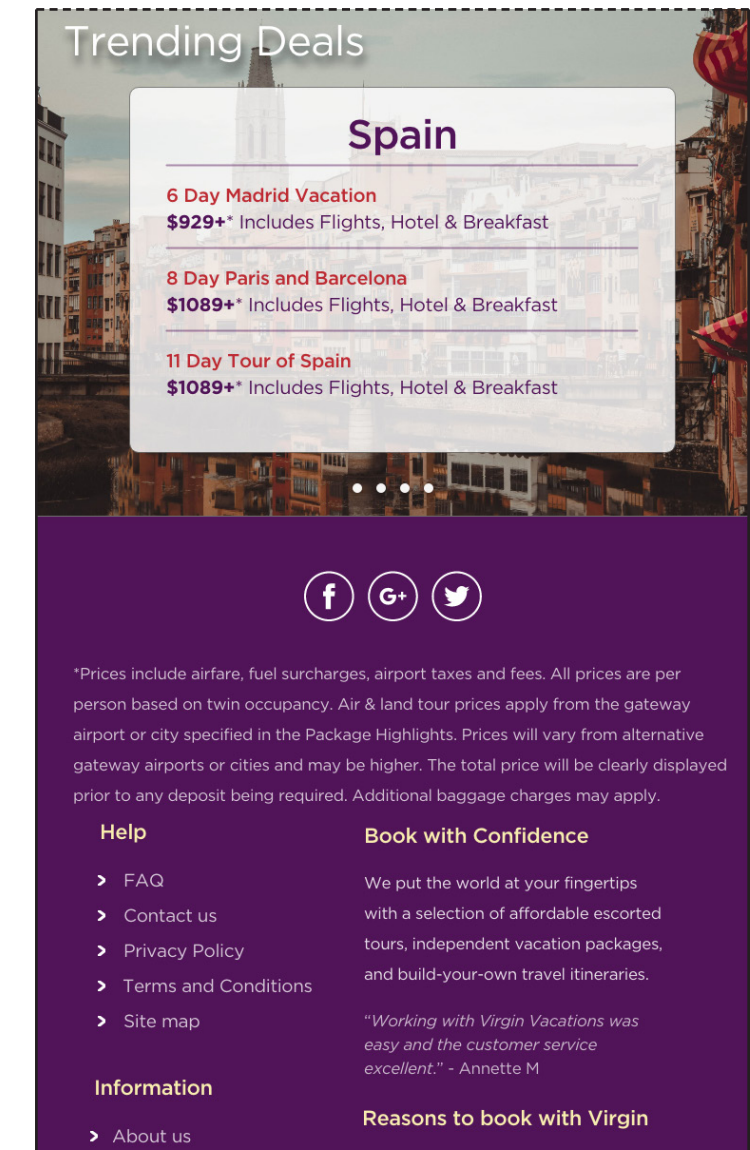
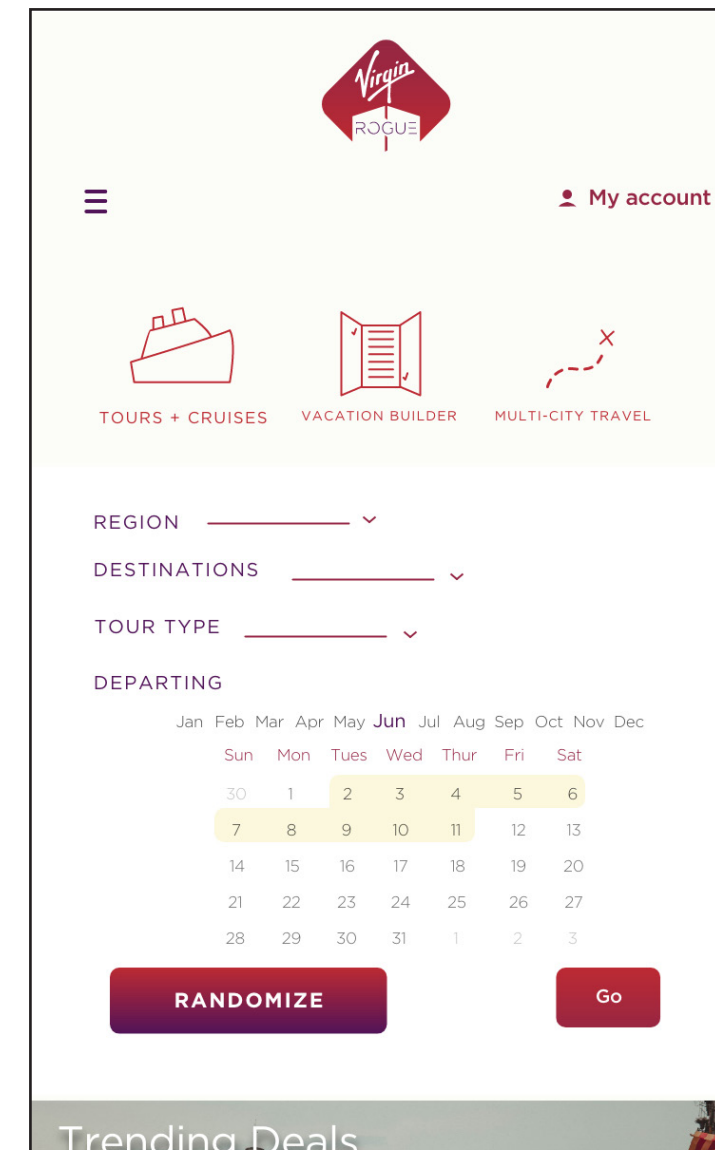
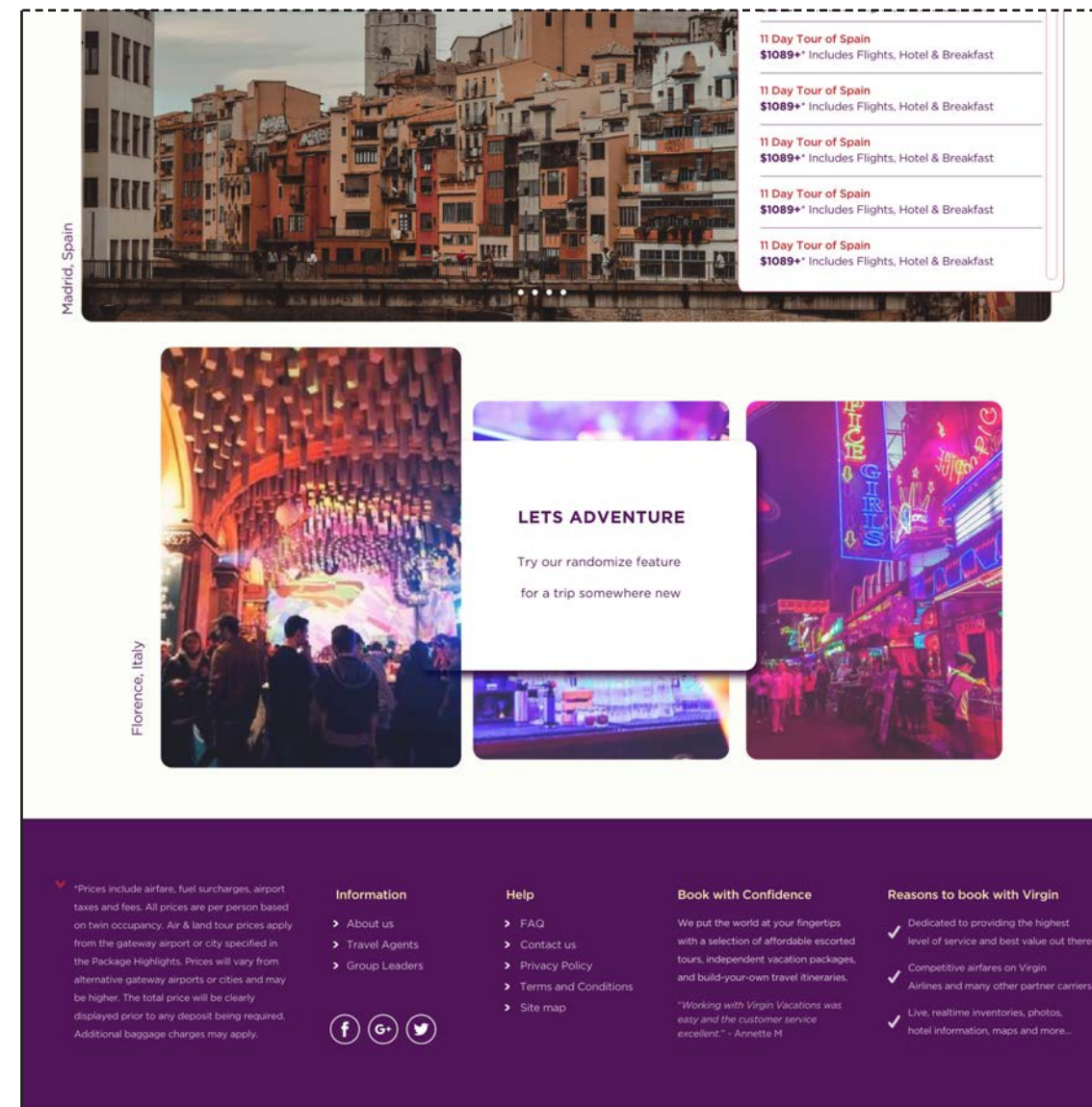
Youtube Pride (LOW-FIDELITY WIREFRAMES)

App design for Youtube Pride, content for and by LGBT+ creators on the Youtube platform.



Youtube Pride (HIGH-FIDELITY WIREFRAMES)

Home screen, Sexuality section, Creator page, Creator About



Virgin Rogue (WEB AND MOBILE HOMEPAGE)

A hotel and flight package sub-brand to Virgin Atlantic, our target was 24-35 year olds, especially influencers, who liked to explore and frequently go on vacation.

THANK YOU



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