

# PORTFOLIO

kelsey mckenzie's

01	Table of Contents	14-15	30 Days of Reusable Bags
02	Meet Kelsey	16-18	Creative Aid
03-06	Zodiac Makeup Collection	19-20	BCM Logo & Merch Design
07-11	Burger Babes	21-23	Steps Magazine
12-13	Get Out the Vote	24-25	Where to Find Kelsey & End Page



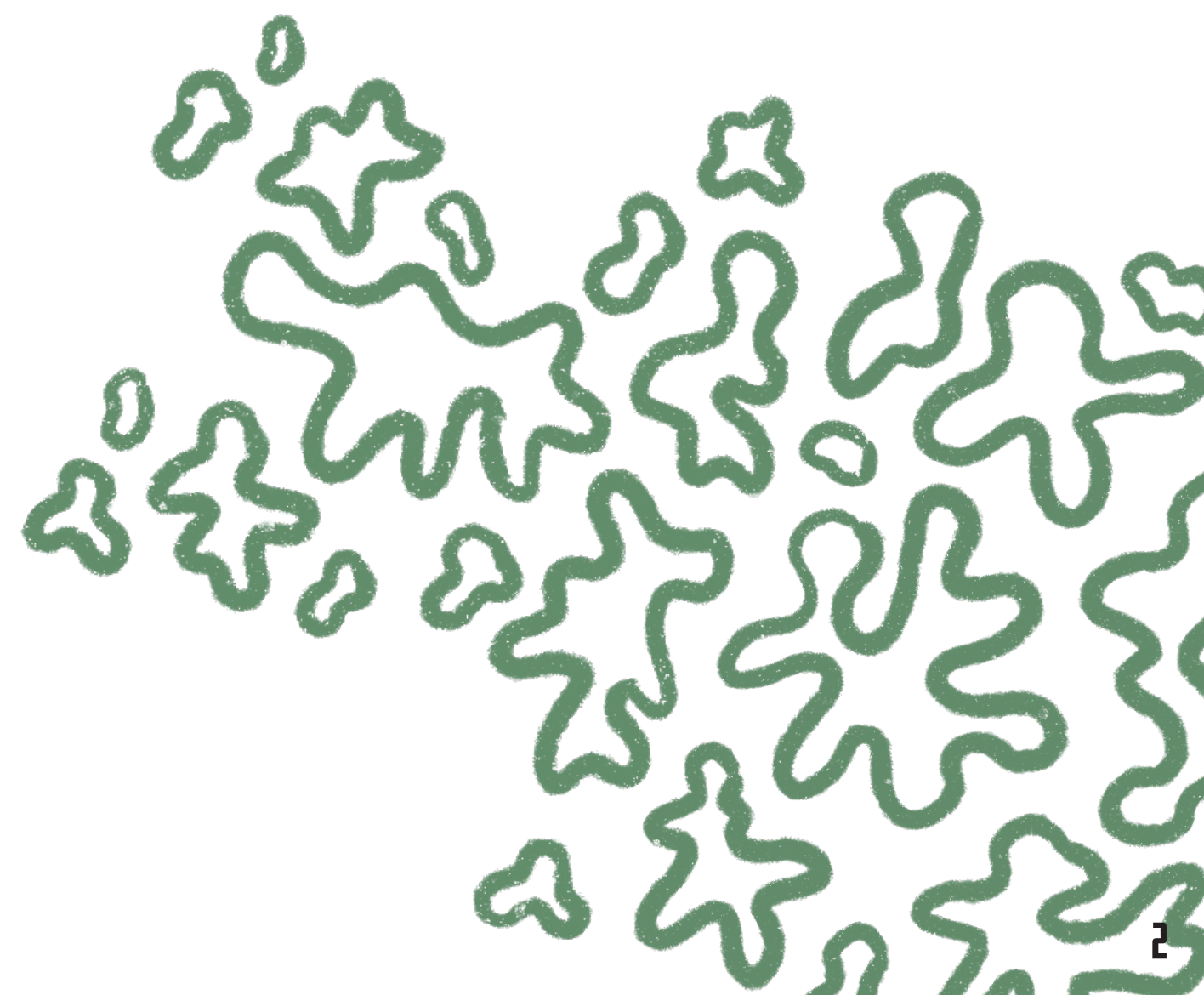
hello there



# KELSEY MCKENZIE

## GRAPHIC DESIGNER & ILLUSTRATOR

Kelsey McKenzie is a graphic designer and illustrator based in Los Angeles, CA. She received her Bachelor of Arts degree in graphic and interactive design at California State University Fullerton in 2021. Kelsey specializes in print media but has experience in illustration, lettering, motion graphics, web design, and app design. Currently, Kelsey is a freelance designer and illustrator. Additionally, she volunteers for Creative Aid, an organization that helps small businesses and nonprofits with their branding and social media outreach. Kelsey loves all forms of artistic expression. When she isn't designing, she enjoys painting, drawing, cooking, baking, photography, pyrography, gardening, and being a musician.





# ZODIAC MAKEUP COLLECTION

The Zodiac makeup collection was designed for young edgy adults interested in makeup. The entire collection consists of four lipsticks, an eyeshadow pallet, and two highlighters. This collection was inspired by the zodiac signs, space, and the celestial. Each zodiac sign has a personal shade, and each element has a corresponding lipstick shade. This collection is intended to be intriguing, eye-catching, and create an enjoyable experience for the customer.













side panel view

You'll be the most beautiful person on Earth wearing this! Wear alone or with an Urban Decay lip liner to add that extra pop! Flattering and bold for all skin tones.

How cool would you look with this water sign lipstick!? Wear alone or with an Urban Decay lip liner to add that extra pop! Flattering and bold for all skin tones.

Soar high in the sky with our gorgeous air sign lipstick! Wear alone or with an Urban Decay lip liner to add that extra pop! Flattering and bold for all skin tones.

Look absolutely fire with our ultra creamy matte lipstick formula. Wear alone or with an Urban Decay lip liner to add that extra pop! It's flattering and bold for all skin tones.



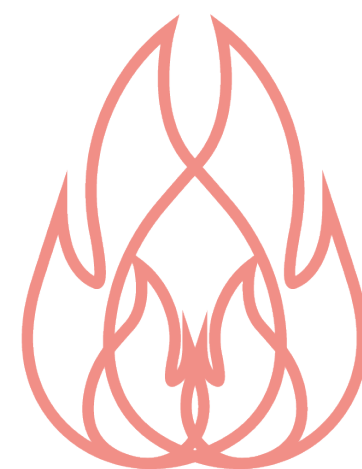
earth



water



air



fire



# ROALD DAHL BOOK JACKETS

Kelsey reimagined the wonderful stories of Roald Dahl using watercolor paints and hand-lettering to recreate book jackets for some of his most beloved stories. The intention of her designs was to appeal to children to spark their interest in his classic books. These illustrations were created to help children get a glimpse into the stories while still allowing them to imagine the characters and stories in their own way.









# BURGER BABES

Burger Babes was an invented brand by Kelsey in which an entire line of packaging was created to sell plant-based food. The brand focused specifically on sustainability, serving plant-based organic food in eco-friendly packaging. Its design showed consumers that sustainability can still be interesting, fun, and desirable. The materials for the packaging were compostable, using materials such as recycled cardboard, recycled paper, soy inks, wax paper, rice based straws, and soy-coated cardboards. Young adults were the target audience. Their avid use of social media is a facilitator for advertising when they snap photographs of unique packaging and post it to their feeds. This would boost the message of sustainability as well as business.







*That first bite feeling...*

**BIGGER BITES!**



100% vegan



100% compostable



100% organic

**MEAL BOX**



100% vegan



100% compostable



100% organic

**MEAL BOX**







# GET OUT THE VOTE

These posters were designed for the American Institute of Graphic Arts' (AIGA) Get Out the Vote campaign, encouraging fellow Americans to exercise their right to vote in the 2020 election. Kelsey used the images of fast food packaged in official voter documents to relate voting to something that American people find extremely desirable-fast food. She used this imagery to encourage the same craving for junk foods towards exercising the right to vote. Merchandise to go along with the campaign was designed featuring COVID masks and mugs.









# 30 DAYS OF REUSABLE BAGS

Over the course of 30 straight days, Kelsey made a hand-lettered and illustrated tote bag design every day. The focus of the designs was sustainability. Kelsey wanted to make fun designs that would promote sustainable living, educating people in an artistic way. This project was intended to make sustainability approachable, especially to younger generations. The challenge of this project was meeting that daily deadline, while juggling work and the demands of college courses.



Each design featured a hand-lettered quote or saying promoting helping the planet. Some topics covered in this project included saving water, respecting animal and insect species, reducing plastic waste, buying small or second-hand, and global warming.



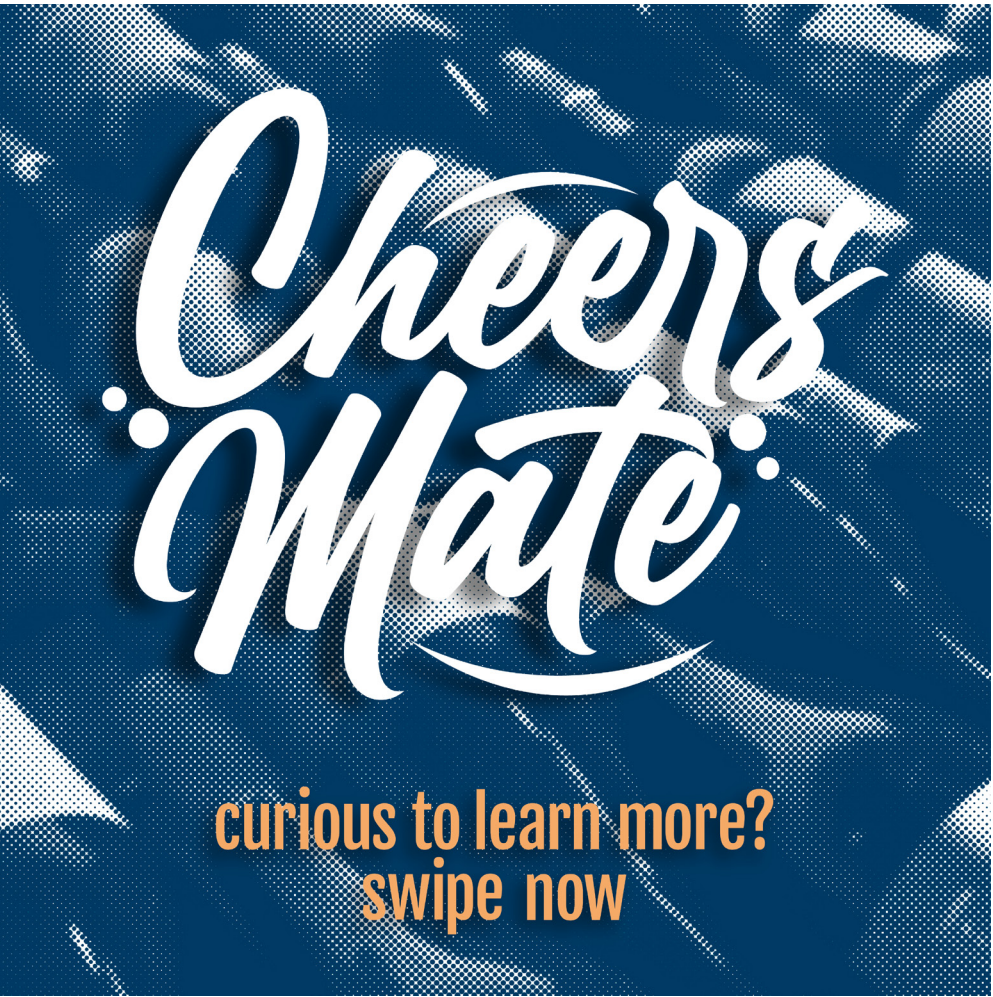




# CREATIVE AID

Creative Aid is a company that was developed during the COVID pandemic by Fernando Del Rosario in order to help small businesses and nonprofits with their branding or social media presence. The pandemic hit many businesses very hard and this team of junior designers and professionals came together to help them out. Kelsey was an intern for his company and worked on a creative team, designing any content that clients needed to boost their business during these challenging times.

Kelsey worked with a variety of different clients. Cheers Mate was a startup company appealing to young adults and getting them to download their app. Their app allows you to connect with others, find bars near you, and have tasting experiences. Bold Girls was an apparel company who appealed to teenagers and generation Z females. They push for female empowerment, being yourself, expressive, and bold. Uniforms for Hope was a charity company raising money to send children to school in areas of poverty. They had a serious tone to their branding, and wanted to get more donations with these social media posts to fund any expenses that the children needed. Lastly, Nohemi was a small artist who needed posts to promote her upcoming show at a local art gallery. Her work features butterfly specimens and dried flowers arranged in delicate compositions.



Instagram carousel post



join the  
**party**  
right at your  
fingertips

*Cheers  
Mate*

wine not  
download  
**cheersmate**  
today?

[cheersmateapp.com](https://cheersmateapp.com)

download  
cheersmate  
today,  
connections are  
only a click  
away

[cheersmateapp.com](https://cheersmateapp.com)

Uniforms for  
Hope Charity

LET'S GIVE  
THEM THE  
EDUCATION  
THAT THEY  
DESERVE.

[uniformsforhope.org](https://uniformsforhope.org)

AUGUST 14TH 12-8PM

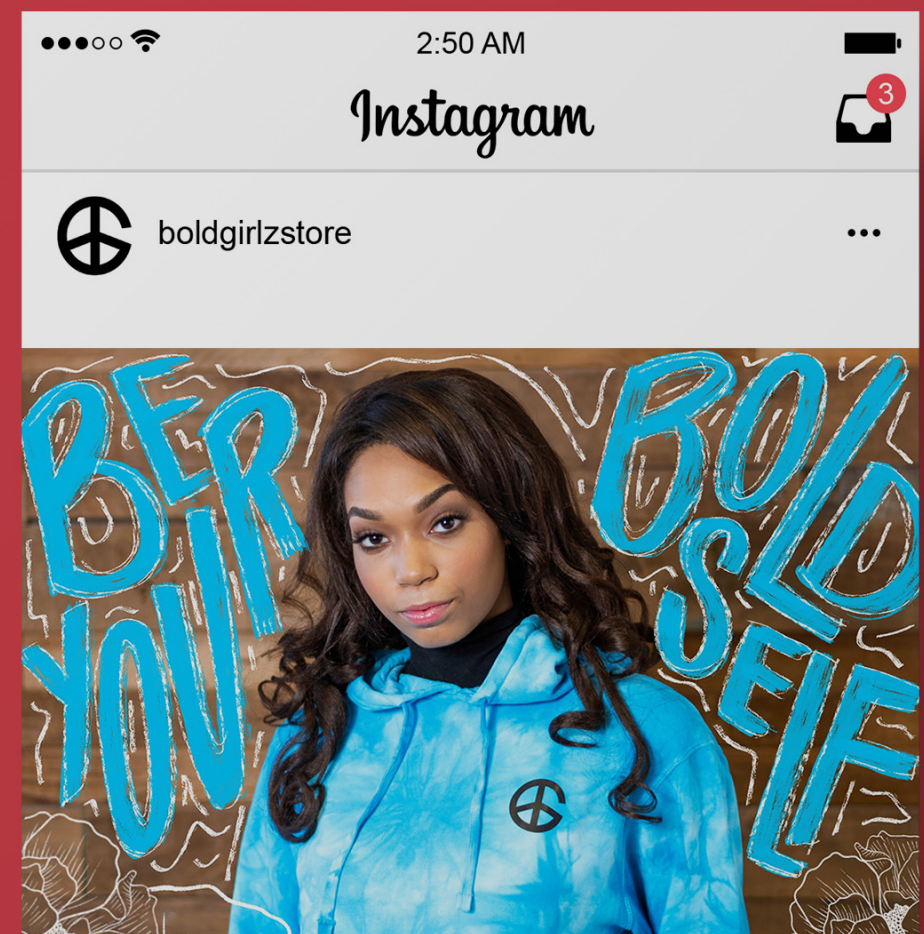
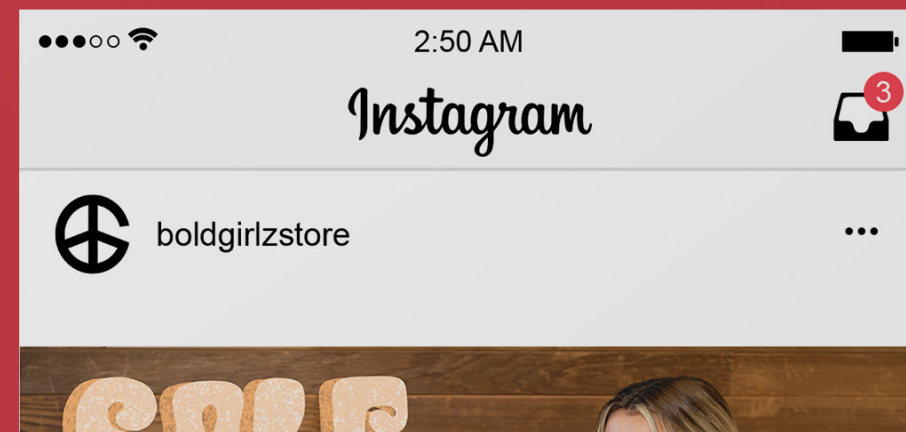
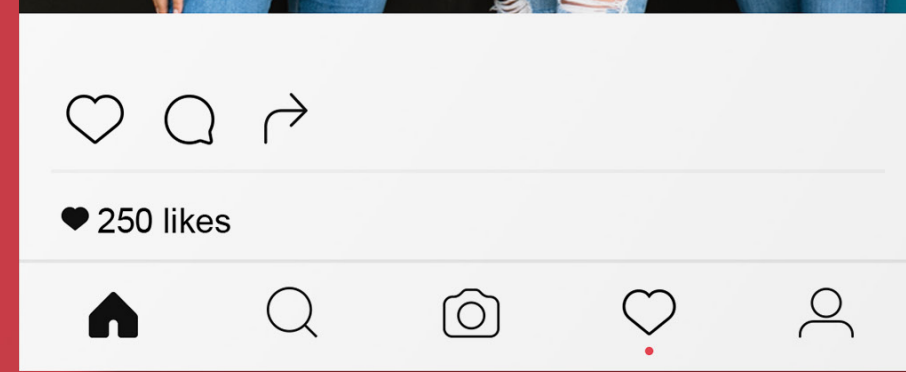
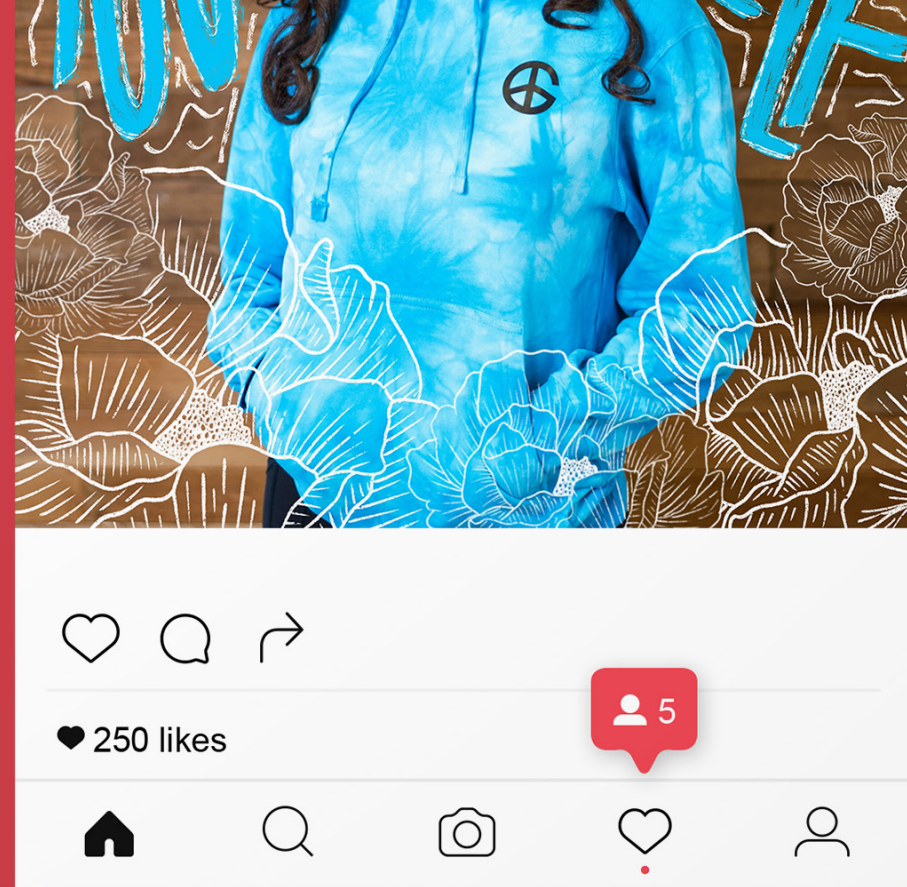
HOSTED BY SPACE IN THE GAP  
AT THE KALEIDOSCOPE MALL

CREATIVE  
AID  
PROUDLY  
PRESENTS  
A FEATURES  
BY ART EXHIBIT  
NOHEMI  
RAMOS  
SANTOYO  
KALEIDOSCOPE  
MALL 12-8PM!!

CREATIVE AID  
A CONCEPTZOMBIE PROJECT

Nohemi Ramos  
Santoyo Art Exhibition







# BCM LOGO & MERCH DESIGN

Bartimaeus Cooperative Ministries (BCM) is a non-profit organization promoting practices of church renewal, restorative justice and decolonization, sabbath economics, bioregional sustainability and social transformation. BCM focuses on collaborative work around liberation, nonviolence and mutual aid. Each year, BCM holds their Bartimaeus Kinsler Institute, and connected with Kelsey to design a graphic art piece. They wanted an expressive logo to be used on merchandise for their students to wear, featured on their website, and printed on various handouts for the event. The sacred tree of life symbolizes both the preciousness of our planet Earth, and how holy spaces are found everywhere. We are a community of winding branches and roots, the family of God gathered together in gratitude.



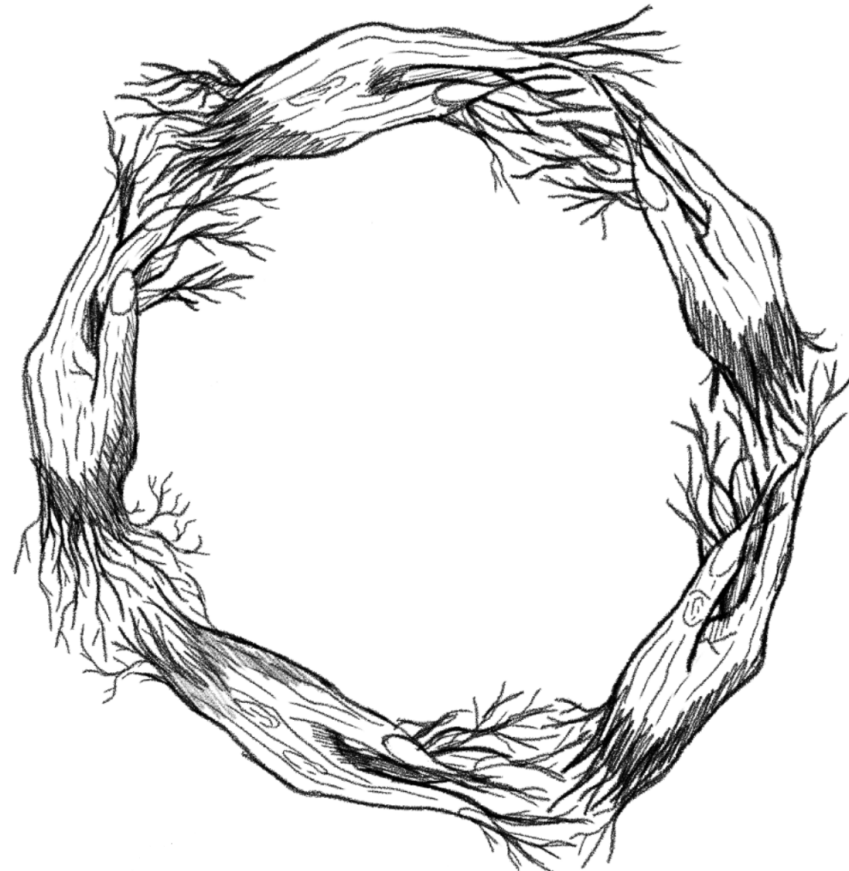


Logo ideas round one

12/9/21



logo 1



logo 2



logo 3



logo 4



THECREATIVEKEL

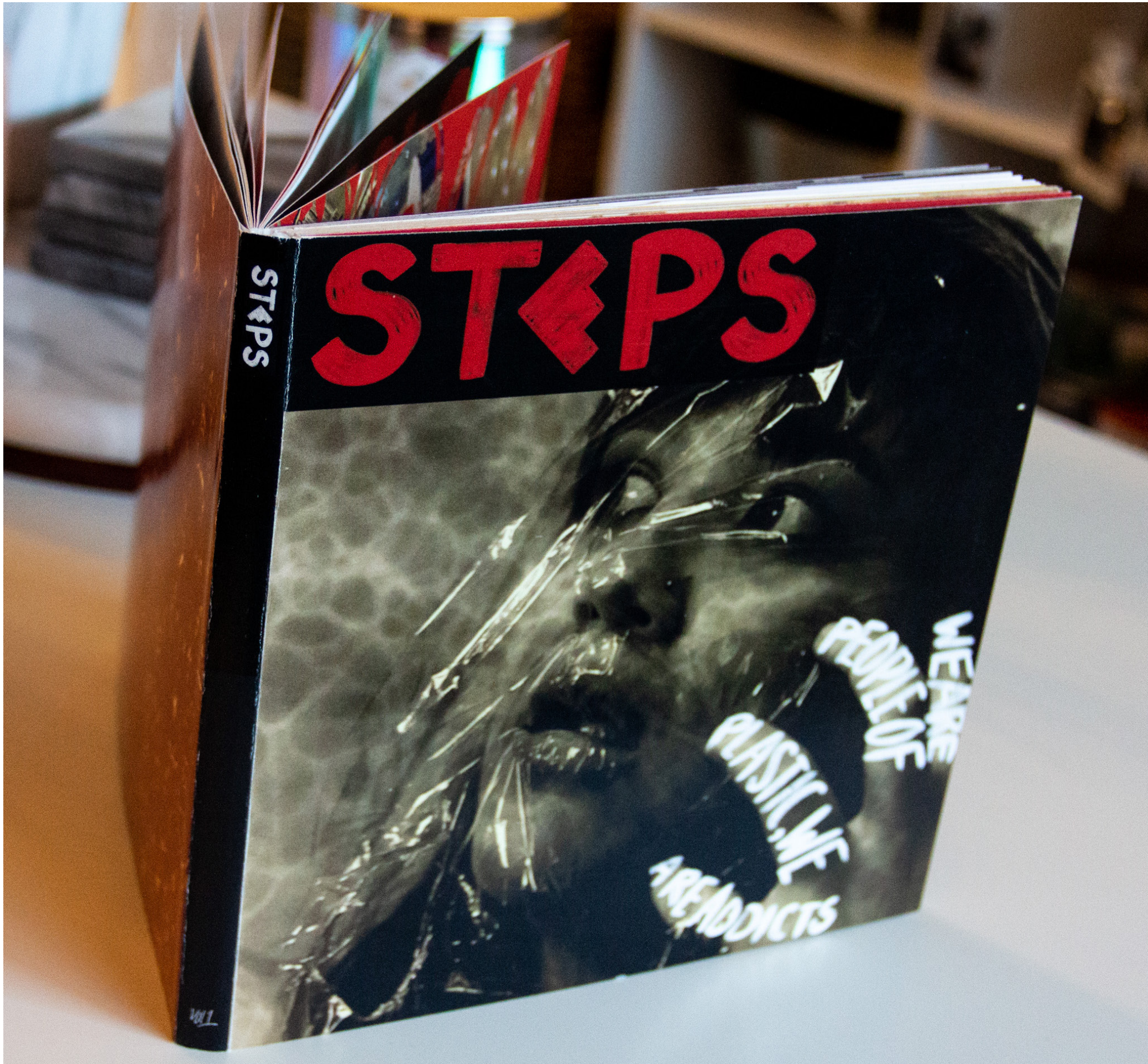
**BARTIMAEUS  
KINSLER INSTITUTE**

Final Logo Design



# STEPS MAGAZINE

Steps magazine was crafted entirely by Kelsey, including the photography, illustrations, design, and binding. The goal of the magazine was to bring awareness to issues with the environment and cater to readers who care about sustainability. The magazine included vegan recipes, articles on important ethical issues, and lifestyle tips. Some of the pages were interactive which added to the experience. A handcrafted ticket dispenser which produced positive messages for readers and interactive flaps in some articles brought a unique reading experience to users.







# THE ULTIMATE BEGINNER'S GUIDE TO ZERO WASTE GROCERY SHOPPING

BY: LIZ

Food packaging is probably a significant source of waste for you, like it was for me too! Going zero waste does NOT happen overnight! Instead, think of this as a process that takes time. Each change you make is a small step in a positive direction.

First, make a list of everything that you might normally purchase for the week or however often you go. Be thorough! List everything to your heart's desire. If you need to add another category, go for it! Try to distinguish between your grocery "must-haves" vs. your "wants". Get two different colored pencils or crayons and take a look at your list. Pick one color to indicate your "must-haves" and the other color to indicate your "wants". For example, coffee for me is a MUST HAVE. Either Earth Balance (vegan butter) or regular butter are MUST HAVES – one or the other. Fruits are pretty flexible on – we can work with what's available at the farmer's market or what's served loose at the store. Veggies we are also pretty flexible on. We prefer to have lettuce, carrots, cabbage, tomatoes, cauliflower, squash, and greens on a pretty regular basis, but as long as we get some variety, we are happy. We also get some veggies that work well in the kids lunches (think carrots, sweet peppers, cucumbers, or cherry tomatoes). We also have dried beans, but again we are flexible on the type of dried beans – pinto, chickpeas, lentils, kidney beans, etc. We love them all. Whole condiments, we are actually pretty flexible! We like all sorts.

Next, assess the bulk situation near you. What is available to you and where? Check out the bulk finder app (Bea Johnson has one on her website here) to see what's available near you! If nothing pops up, you might want to try stores you don't normally go to – call ahead and ask if they have any bulk bins! Health food stores often have bulk bins. Whole Foods is a definite option. Also, don't forget to look closely at what IS available at your favorite store. There might be more than you realize when you take a closer look!

You should also be sure to check for a farmer's market. The farmers market is an awesome spot to get fresh local veggies – often without stickers or packaging! There might even be fresh bread and other staples that you can purchase plastic free. Some staples you might be able to get in a glass jar that you can return to the farmer at our market, that includes honey and hot sauce! So, try to determine if there's a farmer's market near you this time of year, and if you can fit a visit into your schedule. If you've got a family, it might be a fun weekend event for the whole crew! Some weekly markets are after work – maybe you can swing by one day after work! Check out LocalHarvest.org for markets close to your area and get shopping!

How many of your must-haves are available in bulk? If everything is, say hi-ship HOORAY! And then skip ahead to step 7! But, chances are there are some items you can't find in bulk. Make a note of all of those must-haves that you can't find in bulk. Next, make a list of all of the wants that you can't find in bulk either. Assuming you can't find everything in bulk that is on your must-have or want lists, now is the time to make some decisions! Ask yourself a few questions. First, are there any must-have groceries that aren't really must-haves? If not, and you stand behind each must-have, that's fine! But it's always good to check what you might be willing to forgo, if even for a short time, to see how that feels. Here's another question: is there even one must-have that you would be willing to try making on your own? I am assuming you do NOT have the time to make everything yourself. Very few people do! But is there one item that you might try? Again, just food for thought. Could you set aside a little time on the weekend to make it? At my house, that's hummus and sometimes cashew cheese. We try to make it about once a week. Now turn to your wants. You might consider an experiment of foregoing all of them, at least for a little while. The great



- thing about grocery shopping is that you get another chance to do it again soon and change your mind! After you've made your decisions, revise your list so you know exactly what you are shopping for before you leave.
- Before you shop, collect your supplies. You probably have some of these items already, can make them yourself, or find them at a thrift store, and there are veggie and bulk bags for sale as well. I always make sure that my supplies are clean before laund. I want the stores to feel confident that I'm not mucking up their bulk goods. This helps stores continue to support folks bringing in their own containers. Here are the items that I take.
- Cotton bags for fruits, veggies, and bulk goods
  - Jars for any liquids
  - Jars for any fine, powdery, or sticky bulk goods
  - A marker or wax pencil for writing on jars
  - A scrap of paper and pen for writing down codes
  - Reusable shopping bags
  - Your list that you painstakingly put together!

When I go to pay, I line up my bags on the conveyor belt in order of my codes, just to speed up the process for the cashier. You don't need to do that at all! But if you're motivated, it helps move things along a little bit. Especially for items you can't see through the bag eliminates the guessing game. I like to move my bulk goods into jars and other air-tight containers once I'm home. I do try to take a picture first – if you want to capture the moment, do that first! I have those flat-lay grocery pics of a week in food. But then I just stuff away. Things like chips, oats, and pasta keep better in a jar or tupperware, so I'll take them out of the bag and put them into a different container at home. I usually keep my veggies in their bags and put them straight into the fridge. I usually take the fruit out of bags and set them on the counter top. Potatoes, onions, and garlic too – just into a bowl on the counter top. This takes about 10 minutes, but it's a nice chance to tidy up the cupboard a little and feel stocked up. Remember every step in the right direction of reducing waste matters, no matter how small! All changes matter and make a difference. Enjoy shopping with less waste.



# WE MADE PLASTIC. WE DEPEND ON IT. NOW WE'RE DROWNING IN IT!

BY: LAURA PARKER

The miracle material has made modern life possible. But more than 40 percent of it is used just once, and it's choking our waterways. If plastic had been invented when the Pilgrims sailed from Plymouth, England, to North America—and the Mayflower had been stocked with bottled water and plastic-wrapped snacks—their plastic trash would likely still be around, four centuries later. If the Pilgrims had been like many people today and simply tossed their empty bottles and wrappers over the side, Atlantic waves and sunlight would have worn all that plastic into tiny bits. And those bits might still be floating around the world's oceans today, sponging up toxins to add to the ones already in them, waiting to be eaten by some hapless fish or oyster, and ultimately perhaps by one of us. We should give thanks that the Pilgrims didn't have plastic. I was on my way to see a man who would help me make sense of the whole mess we've made with plastic, especially in the ocean.

Because plastic wasn't invented until the late 19th century, and production really only took off around 1950, we have a mere 9.2 billion tons of the stuff to deal with. Of that, more than 6.9 billion tons have become waste. And of that waste, a staggering 6.3 billion tons never made it to a recycling bin—a figure that stunned the

scientists who crunched the numbers in 2017. No one knows how much unrecycled plastic waste ends up in the ocean. Earth's last sink, Jenna Jambeck, a University of Georgia engineering professor, caught everyone's attention with a rough estimate: between 5.3 million and 14 million tons each year just from coastal regions. Most of it isn't thrown off ships, but is dumped carelessly on land or in rivers, mostly in Asia. It's then blown or washed into the sea. Imagine five plastic grocery bags stuffed with plastic trash. Jambeck says, sitting on every foot of coastline around the world—that would correspond to about 8.8 million tons, her mid-to-high estimate of what the ocean gets from us annually. It's unclear how long it will take for that plastic to completely biodegrade into its constituent molecules. Estimates range from 50 years to never.

Meanwhile, ocean plastic is estimated to kill millions of marine animals every year. Nearly 700 species, including endangered ones, are known to have been affected by it. Some are harmed visibly—strangled by abandoned fishing nets or discarded six-pack rings. Many more are probably harmed invisibly. Marine species of all sizes, from zooplankton to whales, now eat microplastics, the bits smaller than one-fifth of an inch across. On Hawaii's Big Island, on a beach that seemingly should have been pristine—no paved road leads to it—I walked ankle-deep through microplastics. They crunched under my feet. After that, I could understand why some people see ocean plastic as a looming catastrophe, worth mentioning in the same breath as climate change. At a global summit in Nairobi, the head of the United Nations Environment Programme spoke of an "ocean Armageddon." And yet there's a key difference: Ocean plastic is not so complicated as climate change. There are no ocean trash deniers, at least so far. To do something about it, we don't have to remake our planet's entire energy system.

"This isn't a problem where we don't know what the solution is," says Ted Siegler, a resource economist who has spent more than 25 years working with developing nations on garbage. "We know how to pick up garbage. Anyone can do it. We know how to dispose of it. We know how to recycle." It's a matter of building the necessary institutions and systems—ideally before the ocean turns, retroactively and for centuries to come, into a thin soup of plastic. Action is needed before it's too late.

In Plymouth, under the gray gloom of an English autumn, Richard Thompson waited in a yellow slicker outside Plymouth University's Coastal Marine Station, at the edge of the harbor. A lean man of 54, with a smooth pate rimmed with gray hair, Thompson was headed for an ordinary career as a marine ecologist in 1992—he was working on a Ph.D. on limpets and microalgae that grow on coastal rocks—when he participated in his first beach cleanup, on the Isle of Man. While other volunteers zoomed in on the plastic bottles and bags and nets, Thompson focused on the small stuff, the tiny particles that lay underfoot, ignored, at the high tide line. At first he wasn't even sure they were plastic. He had to consult forensic chemists to confirm it. There was a real mystery to be solved back then, at least in academic circles: Scientists wondered why they weren't finding even more plastic in the sea. World production has increased exponentially—from 2.3 million tons in 1950, it grew to 162 million in 1993 and to 448 million by 2015—but the amount of plastic drifting on the ocean and washing up on beaches, alarming as it was, didn't seem to be rising as fast. "That begs the question: Where is it?" Thompson said. "We can't establish him to the environment unless we know where it is."

In the summer of his first beach cleanup, Thompson has helped provide the beginnings of an answer: The missing plastic is getting broken into pieces so small they're hard to see. In a 2004 paper, Thompson coined the term "microplastics" for these snailbits, predicting—accurately, as it turned out—that they had "potential for large-scale accumulation" in the ocean. Microplastics have been found in daily items as essential as face wash. Small plastic beads are used for exfoliation on the face. The first plastics made from fossil fuels are just over a century old. They came into widespread use after World War II and are found today in everything from cars to medical devices to food packaging. Humanity has become dependent on fossil fuels. Their useful lifetime varies. Once disposed of, they break down into smaller fragments that linger for centuries.



When we met in Plymouth last fall, Thompson and two of his students had just completed a study that indicated it's not just waves and sunlight that break down plastic. In lab tests, they'd watched amphipods of the species *Ochotia gammaeus*—tiny shrimp-like crustaceans that are common in European coastal waters—devour pieces of plastic bags and determined they could shred a single bag into 1.75 million microscopic fragments. The little creatures chewed through plastic especially fast. Thompson's team found, when it was coated with the microbial slime that is their normal food. They spat out or eventually excreted the plastic bits. Microplastics have been found everywhere in the ocean that people have looked, from sediments on the deepest seafloor to ice floating in the Arctic—which, as it melts over the next decade, could release more than a trillion bits of plastic into the water, according to one estimate. On some beaches on the Big Island of Hawaii, as much as 15 percent of the sand is actually grains of microplastic. Kaula Point Beach catches plastic from the North Pacific gyre, the thickets of five swirling current systems that transport garbage around the ocean basin and concentrate it in great patches. At Kaula Point the beach is piled with laundry baskets, bottles, and containers with labels in Chinese, Japanese, Korean, English, and occasionally, Russian. On Henderson Island, an uninhabited coral island in the South Pacific, researchers have found an astonishing volume of plastic from South America, Asia, New Zealand, Russia, and as far away as Scotland. As Thompson and I talked about all this, a day boat called the Dolphin was carrying us through a light chop in the Sound, off Plymouth. Thompson reeled out a fine-mesh net called a manta trawl, usually used for studying plankton. We were close to the spot where, a few years earlier, other researchers had collected 501 fish of 10 species and given them to Thompson. Dissecting the fish, he was surprised to find microplastics in the guts of more than one-third of them. The finding made international headlines. This is now becoming an even more common occurrence with most sea life.

After we'd steamed along for a while, Thompson reeled the manta trawl back in, snatching up colored plastic content at the bottom. Thompson himself doesn't worry much about microplastics in his fish and chips—there's little evidence yet that they pass from the gut of a fish into the flesh we actually eat. He worries more about the things that none of us can see—the chemicals added to plastics to give them desirable properties, such as malleability, and the even tinier nanoplastics that microplastics presumably degrade into. Those might pass into the tissues of fish and humans. "We do know the concentrations of chemicals at the time of manufacture in some cases are very high," Thompson said. "We don't know how much additive is left in the plastic by the time it becomes bite-size to a fish. Nobody has found nanoparticles in the environment—they're below the level of detection for analytical equipment. People think they are out there. They have the potential to be sequestered in tissue, and that could be a game changer." Thompson is careful not to get ahead of the science on his subject. He's far from an alarmist—but he's also convinced that plastic trash in the ocean is far more than an aesthetic problem. "I don't think we should be waiting for a key finding of whether or not fish are hazardous to eat," he said. "We have enough evidence to act."

How did we get here? When did the dark side of the miracle of plastic first show itself? Since helping the Allies win World War II—think nylon parachutes or lightweight airplane parts—plastics have transformed all our lives as few other inventions have. They've eased travel into space and revolutionized medicine. They lighten every car and jumbo jet today, saving fuel—and pollution. In airbags, incubators, helmets, or simply by delivering clean drinking water to poor people in those now denigrated disposable bottles, plastics save lives daily. In the mid-1900s, many items were made with elephant ivory. With the elephant population at risk and ivory expensive and scarce, a company offered a \$10,000 reward to anyone who could come up with an alternative.











## WHERE TO FIND KELSEY

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Instagram: @thecreativekel

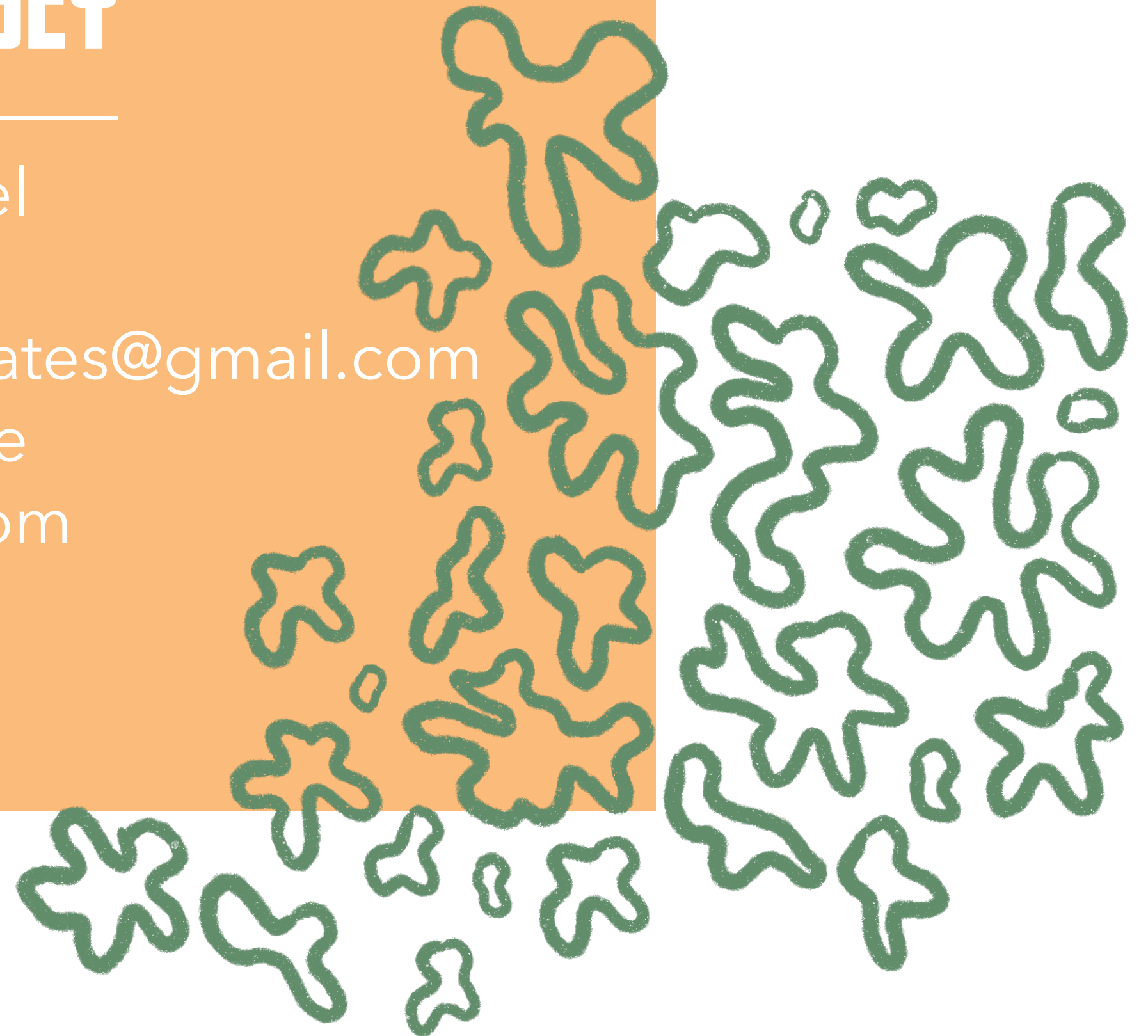
Phone: (626)664-3517

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Linked-in: Kelsey Mckenzie

Website: thecreativekel.com

Etsy: thecreativekel





*Handwritten signature*

Thank you so much for viewing!