



P Portfolio

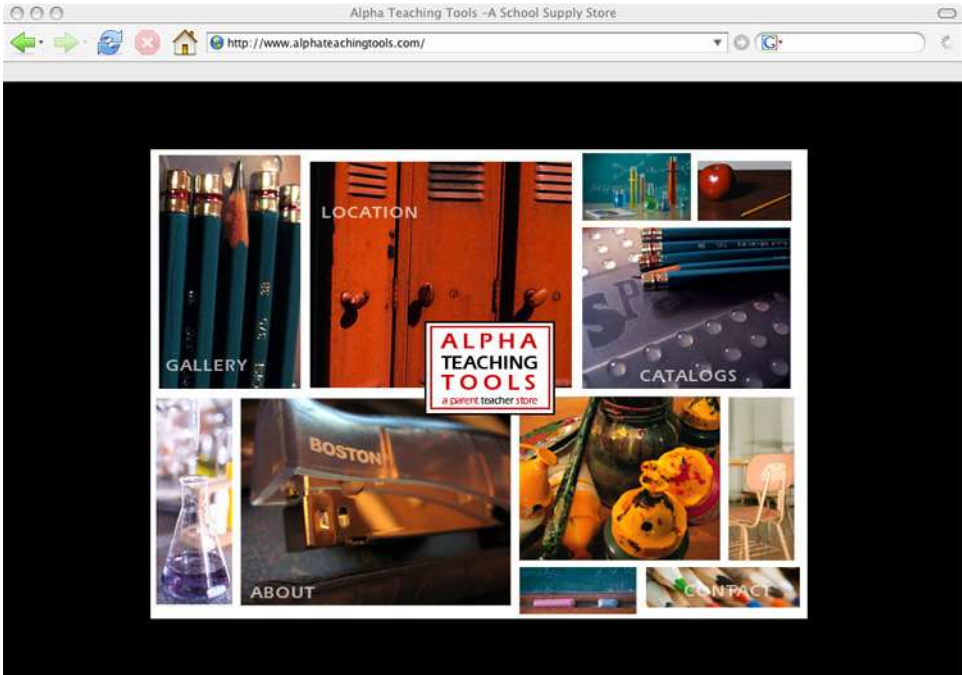
The logo features the word 'Portfolio' in a bold, sans-serif font. The 'P' is light blue, while the rest of the letters are white. The text is set against a dark olive green background. A large, red, diamond-shaped graphic element is positioned behind the letters 'ortFoli'. Above and below the diamond are small red circles, each with a four-petaled flower-like symbol above and below it.

A condensed version of designs created by Elisabeth Aguirre-Huereque



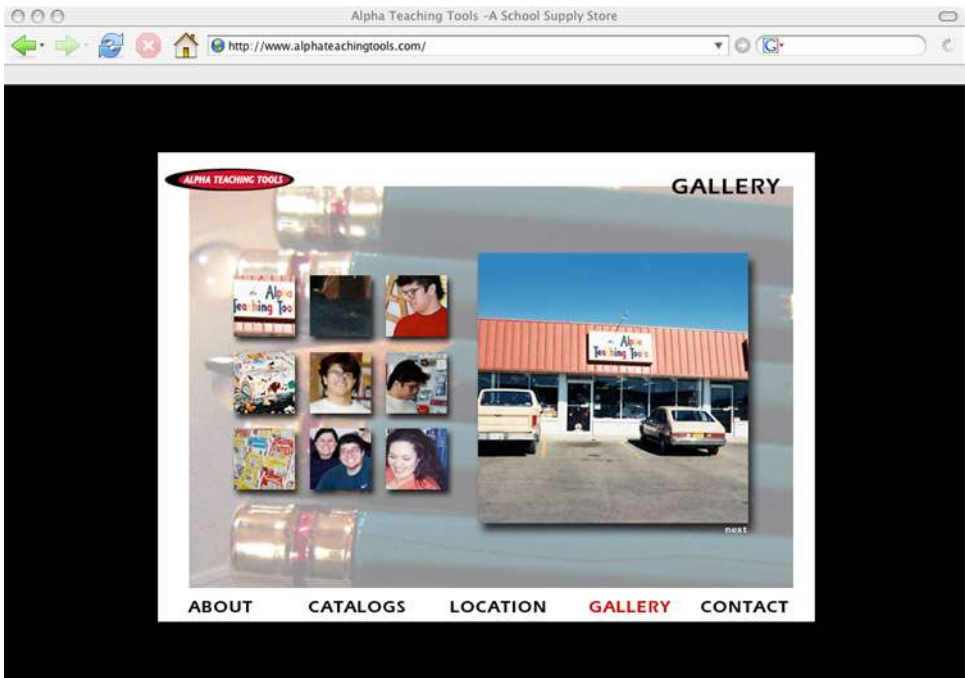
	web	3
	print	9
	photography	16
	résumé	18
	contact	19

www.alphateachingtools.com

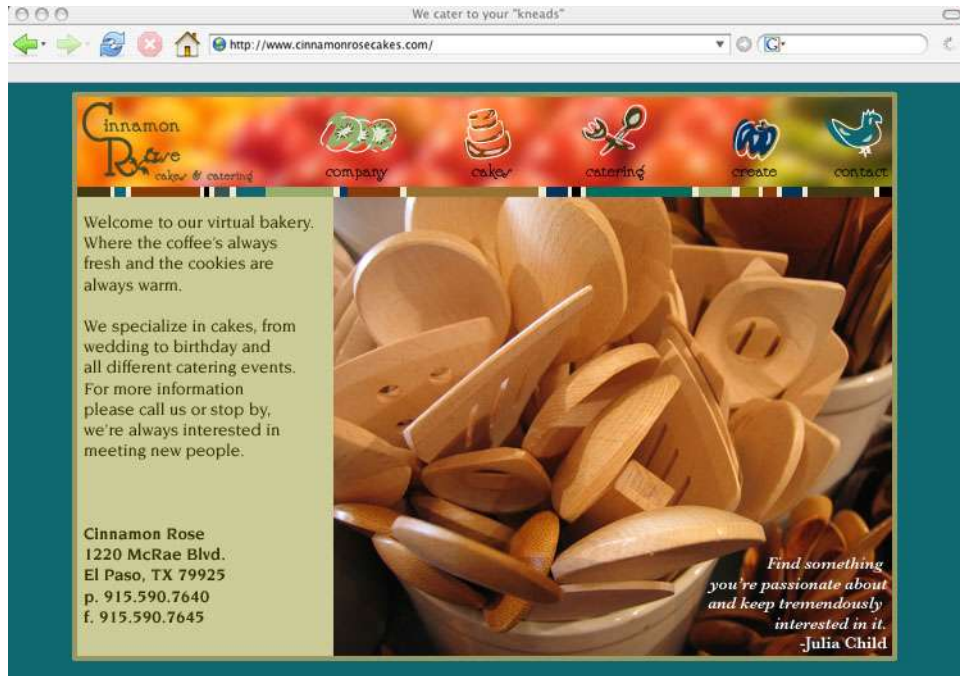


Most photos used for the opening page courtesy of Elisabeth Aguirre-Huereque. The rest courtesy of Corbis. All images ©2006.

ALPHA TEACHING TOOLS, 2006 (website redesign)
 Alpha Teaching Tools is an educational supplies store in Las Cruces, NM. The site was first designed in 2004 using Dreamweaver, but it was in desperate need of a redesign. Using Flash, the redesign gave a presence that communicated effectively the dedication it had to bringing in product for educators, parents and the community. After visiting other educational supplies store web sites, it clearly stood out above the rest.



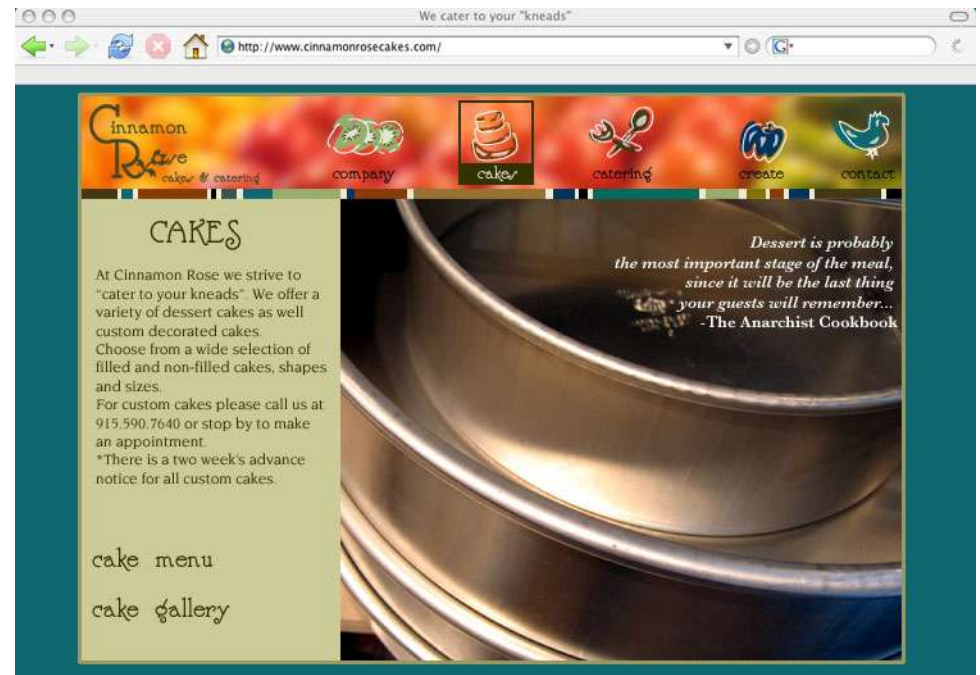
www.cinnamonrosecakes.com



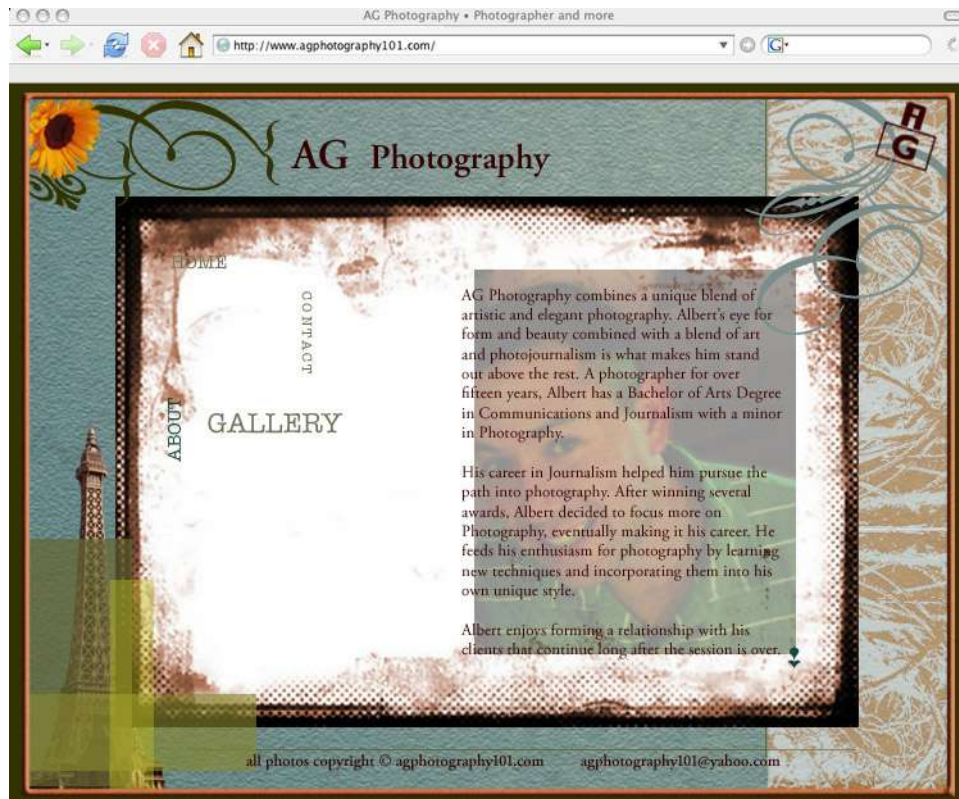
All images courtesy of Elisabeth Aguirre-Huereque ©2006.

CINNAMON ROSE, 2006 (website redesign)

In 2002, when Cinnamon Rose first opened, along with their entire print and environmental design, they decided on having a web site. After a year the company felt that having a site, although it was productive and effective, was just too much. After several customer requests and upon seeing that the site was beneficial to them, they've decided to relaunch in January 2007. Because the site was being relaunched, it called for a redesign. Wanting to use more of my photography skills, I took photos that pertained to the company and used them for the final redesign. I also used Flash and gave the site a more modern approach yet keeping the warm and inviting feel of the entire identity .



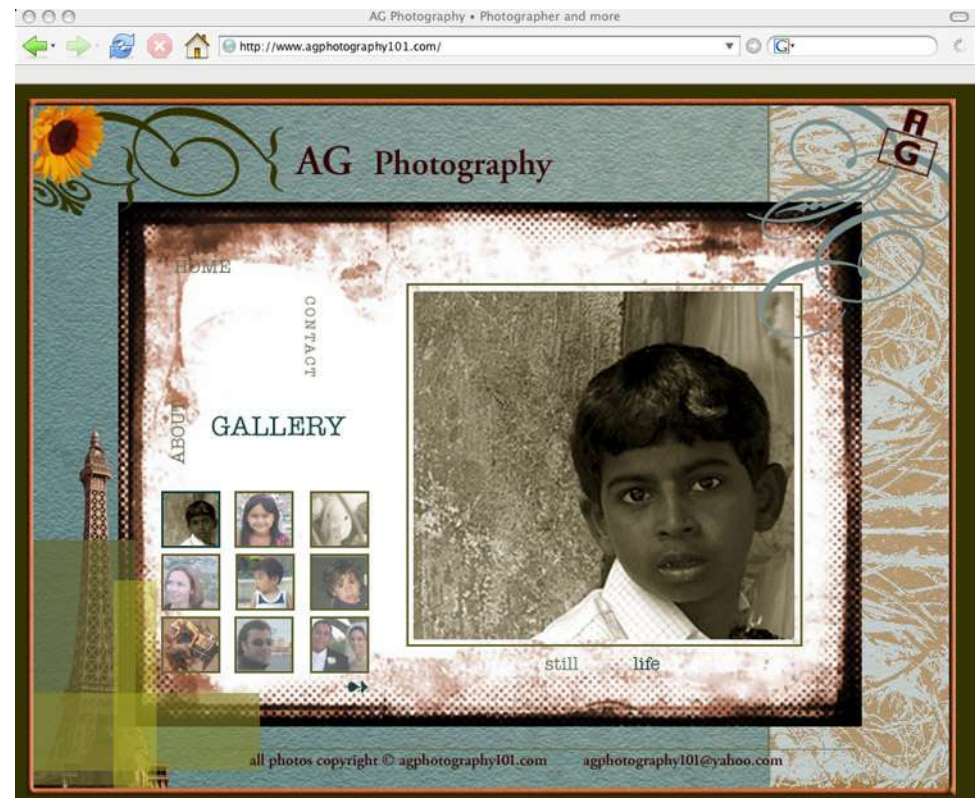
www.agphotography101.com



All photos courtesy of AG Photography ©2006.

AG PHOTOGRAPHY, 2005-2006 (website)

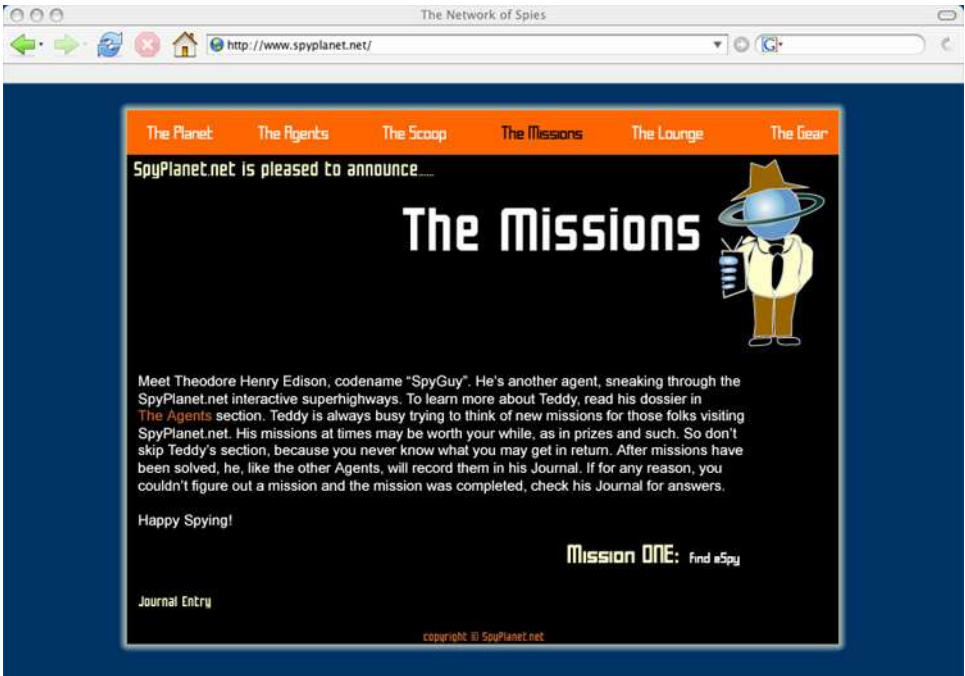
Photographer Albert Gutierrez wanted a site design that would showcase his photos. He asked for "something different, yet not modern, more of a classic European look". Although not knowing what he thought was "European looking", I chose to create the site in Flash and designed it with what I believed was a classic European look. Having taken a simple approach, this site is able to showcase his photos and give them the spotlight they deserve.



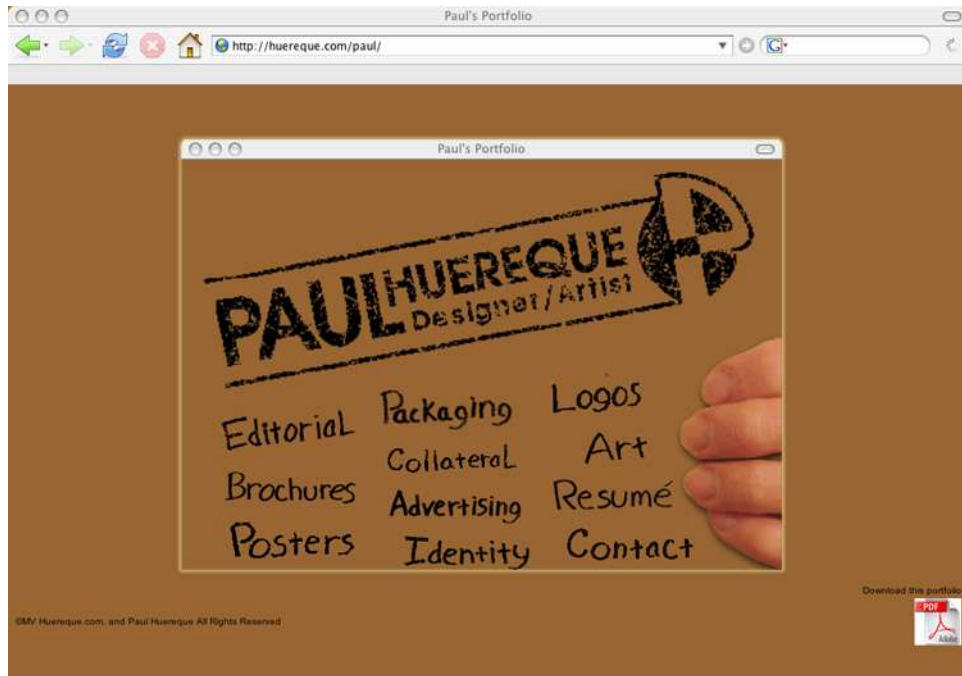
www.spyplanet.net



SPYPLANET.NET, 2001-2006 (website)
SpyPlanet.net is an interactive, informative, as well as an e-commerce site that's main goal is to create a “totally engrossed” online enviroment for fans and casual visitors alike. Complete with “missions” and journals and regular character specific features, SpyPlanet.net provides much more than tasks and anticipated missions. It's meant to be a destination that combines design, copy writing, storytelling and illustration in a way that surprises and delights the viewer. Beyond the interactive experience, SpyPlanet.net offers other venues such as merchandising and additional product. The launching of SpyPlanet.net is yet to be determined.

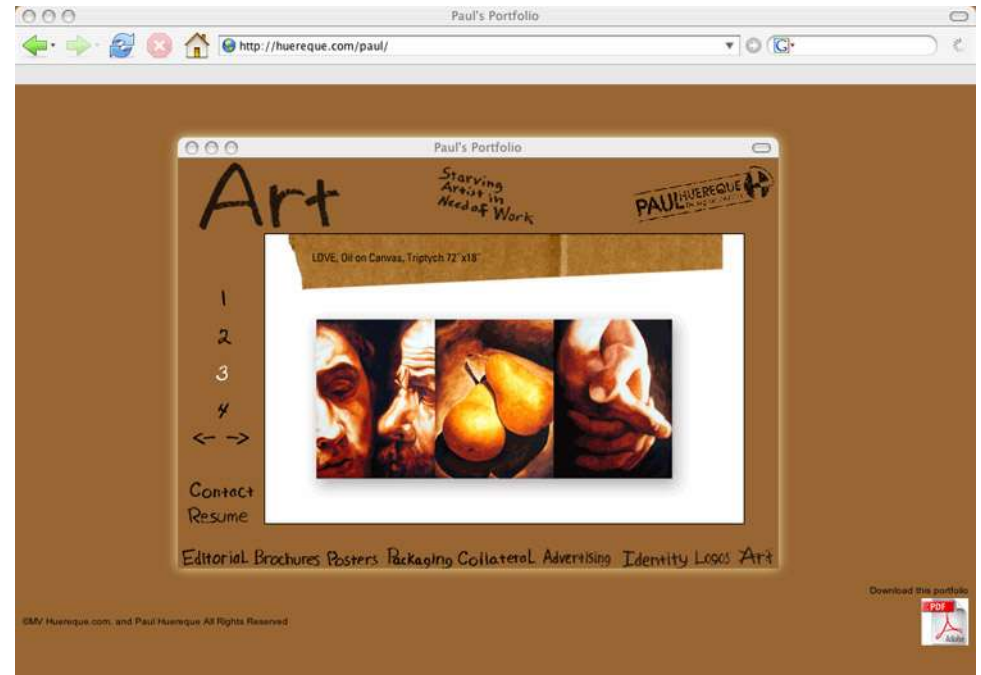


PH Design portfolio (www.huereque.com/paul)

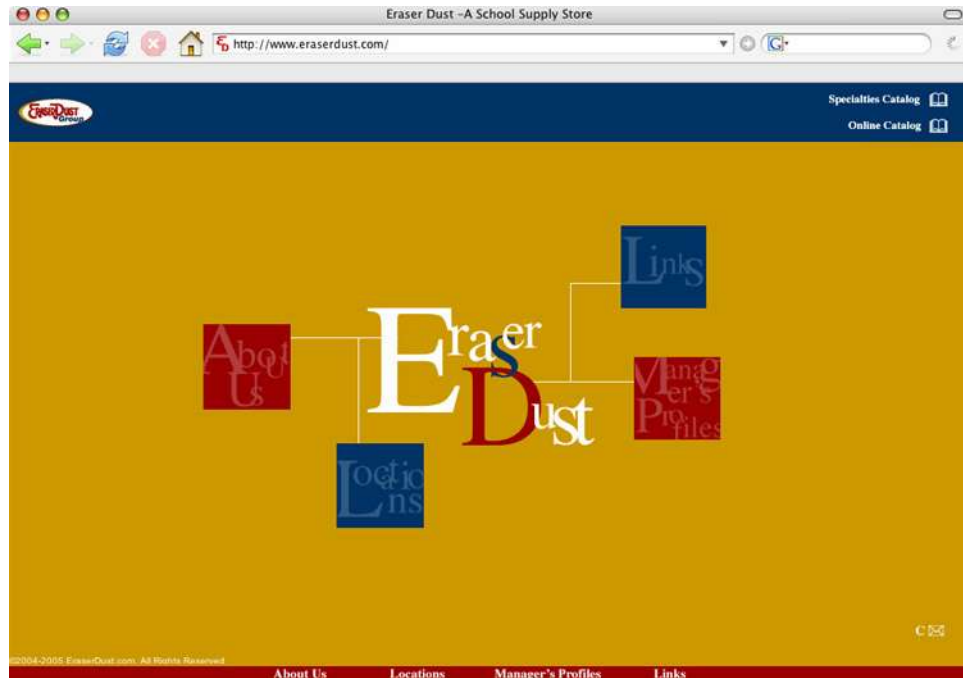


PH DESIGN, 2004 (online portfolio)

Paul Huereque was in need of an online portfolio to present his work as a print designer. Because Paul was basically asking for someone to hire him, I took the whole “begging for work” approach and gave the site a “cardboard box sign” look. The simple Flash design was suited to perfectly showcase his work as a designer.

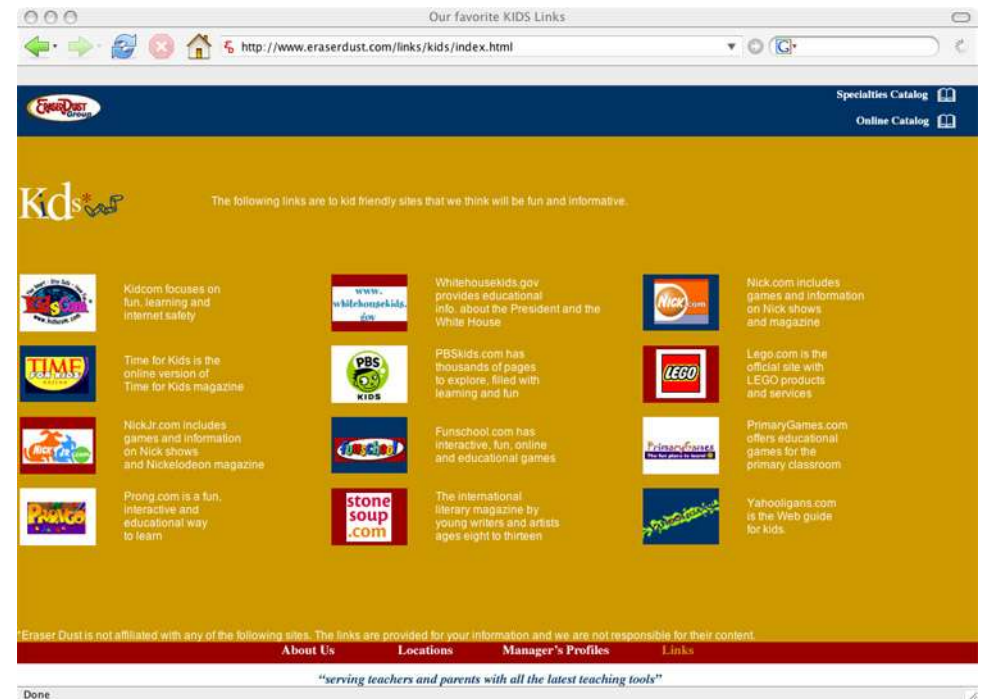


www.eraserdust.com



ERASER DUST, 2004 (website)

Eraser Dust is an educational supplies store in El Paso, TX. They needed their already established identity translated online. The site is designed to reflect the sensibility that is characteristic to their branding. The site features HTML driven content for ease of interactivity and navigation. The result of this design effort has been well received by the community and educators alike.





CINNAMON ROSE, 2002
Designed for a local shoppe in El Paso, TX who specializes in cakes and catering.



AG PHOTOGRAPHY, 2003
Created for a local photographer in El Paso, TX who specializes in travel and nature photography.



EH ARCHITECTS 2004
Devolped for a local architect firm in El Paso, TX who specializes in architectural and industrial design.

Sarah Castro

SARAH CASTRO, 2003
Created for a pharmaceutical rep who distributes her product throughout the El Paso area.



MARTIN LANDSCAPING

MARTIN LANDSCAPING, 2005
Designed for a local landscape artist who specializes in unique landscaping design throughout El Paso and New Mexico.



EL PASO CITY-COUNTY HEALTH DEPT, 2006
Two different proposal designs for the El Paso City-County Health Department future logo.



identities



AG PHOTOGRAPHY, 2005-2006 (identity)

Albert Gutierrez loved taking photos and after realizing that his passion was more than a hobby, he made the leap and changed careers, becoming a photographer. Because of the love for his work, the final product had to convey this feeling. Using his photos as part of the print collateral gave this identity a more personal feel. Also, his initials and work equipment inspired the final iconic logo.



AG PHOTOGRAPHY print collateral.

Letterhead, envelope, front and back business card design.

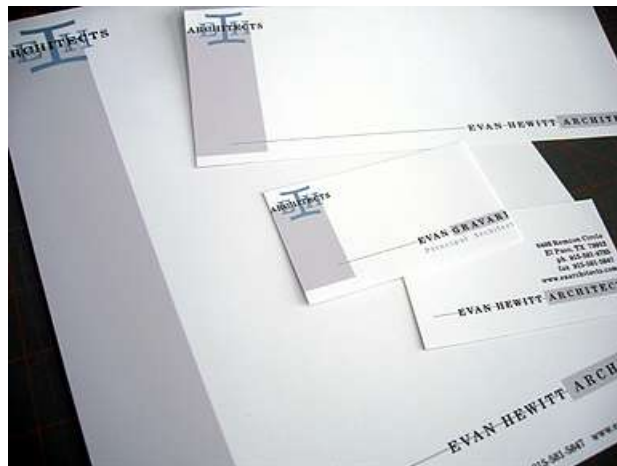


CINNAMON ROSE, 2002-2006 (print collateral)
Cinnamon Rose of El Paso, TX were in desperate need of identity, print collateral, packaging and environmental design. From menus and invoices to signage and labels, this local catering and bakery needed a design that was warm and inviting without being too kitschy. The final product sparked the design for the general shoppe as well as part of the environmental and interior design.

The design mockup shows three pieces of print collateral for Cinnamon Rose, all featuring a warm, earthy color palette of browns, greens, and blues, accented with a multi-colored striped bar at the top.

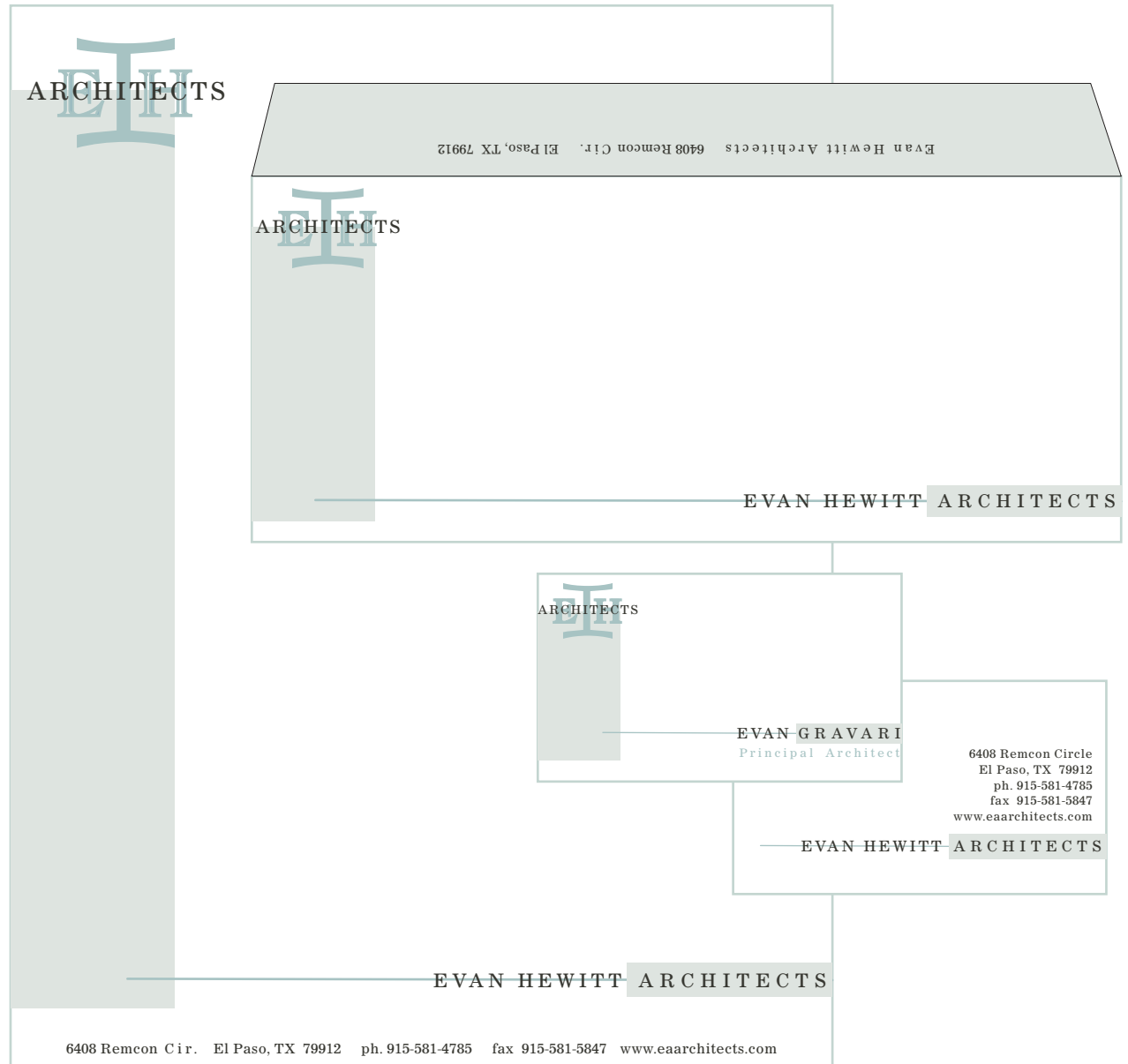
- Letterhead:** Features the Cinnamon Rose logo, address (1220 Mcrae Blvd. El Paso, TX 79925), phone/fax numbers (915-590-7640 / 915-590-7645), and the tagline "we cater to your kneads." Below the text are five icons: a cake, a bird, a heart, a pair of glasses, and a fork.
- Invoice:** Includes a header with the logo and address. The main body contains fields for "Client" and "Date", followed by two large boxes for itemized charges. Below these are checkboxes for "No. of" (with a person icon) and "\$ per" (with a person icon). A section for "Extra Things" and "Special Instructions" is provided. At the bottom, there are fields for "Delivery" (with a person icon), "Tax", and "Total".
- Business Card:** A smaller version of the letterhead, including the name "Lillian Aguirre" and the same contact information and tagline.

CINNAMON ROSE print collateral.
Letterhead, envelope, and business card design.



EH ARCHITECTS, 2004 (print identity)

EH Architects, a local architectural and industrial design firm, needed an identity that clearly branded them as an architectural firm. To do this, I chose a color palette of muted blues and grays, mimicking concrete and stone, also giving the identity a clean, simple and structural look by using geometric and linear forms.



EH ARCHITECTS print collateral.

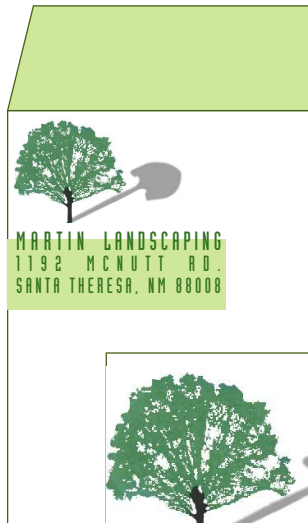
Letterhead, envelope, front and back business card design.




MARTIN LANDSCAPING



MARTIN LANDSCAPING, 2005 (print identity)
 Martin Landscaping is a local landscape artist who specializes in unique landscaping and design. Because Martin Landscaping offers unique designs, they wanted an identity unlike their competitors. To achieve this, I created an unusual invoice, used a color palette of various shades of greens and designed a work equipment inspired logo.





MARTIN LANDSCAPING
 1192 MCNUTT RD.
 SANTA THERESA, NM 88008
 ph. 505-525-9652

INVOICE

no. _____

date _____

client _____

address _____

city _____ state _____ zip _____

yardwork _____ landscaping _____ trees/bushes _____ estimate _____

needed/requested _____

finish date _____

price _____

total estimate _____

deposit (40%) _____

subtotal _____

total due _____

MARTIN LANDSCAPING print collateral.
 Letterhead, envelope and business card design.

invites

EMILY AND CHRIS WEDDING INVITE, 2005

The couple wanted a simple and contemporary wedding invitation. They also had a very limited budget. To keep the invite within their budget, I designed the invite using a one color spot color on an inexpensive glossy paper. Because it was a one sided invite, two fit per sheet, which lowered the cost considerably.



Photos of Emily and Chris's wedding invite.

A Wedding Celebration



Wedding design of Emily and Chris's wedding invite.

EILEEN AND JASON'S WEDDING INVITE, 2002

The couple wanted a unique and chic wedding invite that conveyed their "two" theme. To do this, I used the color scheme of the wedding party and designed the invite as a square 5X5 card, with information printed on the front and back of each card. The end result was well received by all their wedding guests, prompting them to keep these invites as souvenirs.

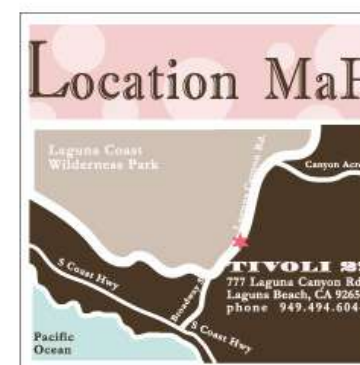


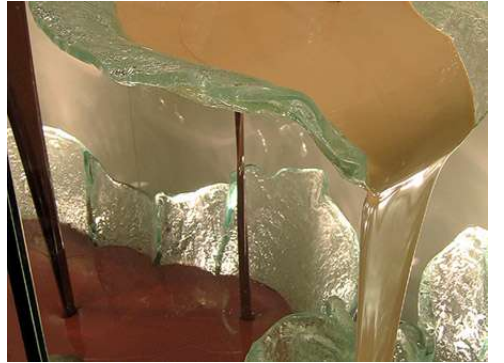
Front and back design for card number one of Eileen and Jason's wedding invite.

Front and back design for card number two of Eileen and Jason's wedding invite.



Front and back design for card number three of Eileen and Jason's wedding invite.





All photos taken by Elisabeth Aguirre-Huereque ©2006



All photos taken by Elisabeth Aguirre-Huereque ©2006

SUMMARY

Hard-working, energetic, self-motivated, web and print designer with a thorough knowledge of web and interactive technologies, who is comfortable with all design elements as well as project management. Has the unique ability to perform multiple tasks and create the unexpected. Can also stay up really late.

EXPERIENCE

2001-2006 *LAPHdesign* Web/Print Designer/ Developer
El Paso, Texas

- Lead in the production and design development, as well as the conceptual and strategic development of several web/interactive projects.
- Researched and developed different ideas and concepts that met the client's needs.
- Took an existing e-commerce site and redesigned it, resulting in profit gain and more traffic.
- In charge of the interface and layout design of several web sites.
- Responsible for design and production of a wide variety of print material, from concept to completion.
- Produced creative identities, packaging design and invitations on tight budgets and short timelines.
- Presented several ideas and designs to clients.
- Ensured timely delivery of final product(s) to clients.

1998-2001 *Freelance* Designer/Content Developer
Brooklyn, New York

- Assisted in updating content of an email newsletter for the Upper Northside, a web site and email newsletter for Canadian's living in NYC.
- Edited copy and layout of Upper Northside's web site and newsletter.
- Combined forces with programmers and project leaders to ascertain project time lines, priorities and application specifications.
- Prepared reports and records for project designs along with application support.
- Updated spreadsheets for Pfizer's online database.
- Designed, developed and produced interface and layout design as well as content and execution of SpyPlanet.com, an interactive web site.
- Maintained both PC and Mac platforms.

KNOWLEDGE AND COMPUTER SKILLS

- Excellent skills in Adobe Photoshop®, Macromedia Freehand, Flash and Dreamweaver
- Thorough knowledge of HTML, and some ActionScript, CSS and Javascript
- Strong communication and troubleshooting skills
- Supervisory and managerial skills
- Great organizational and creative problem-solving skills
- Work well independently as well as with a team
- Possess a big picture mentality as well as a sense of humor
- Constantly meeting hectic schedules and deadlines
- Bilingual (English and Spanish)
- Can draw more than just stick figures

EDUCATION

December 1996 THE UNIVERSITY OF TEXAS AT EL PASO
Bachelor of Arts in Psychology, Minor in English Literature

Elisabeth Aguirre-Huereque (Liz)
5622 20th AVE NE
Seattle, WA 98105
p. 206.384.4740
c. 206.883.6753
e. liz@huereque.com

15 reasons why you should hire me

15. Because I know what `<ahref="mailto:liz@huereque.com">` means in HTML, and I know what `"on (release) {getURL("http://www.huereque.com/lizsportfolio", "_blank");}"` will do in Flash ActionScript.
14. Because I'm a girl and there needs to be more girl web designers.
13. Because I have a BIG DVD collection.
12. Because I've been doing this since "Gore invented the Internet".
11. Because I lost money in the whole dot com craze.
10. Because I'm really nice.
9. Because I can stay up super late.
8. Because I love Star Wars and I'm really good at Star Wars trivia.
7. Because I'm really creative and I'm not color blind!
6. Because I like corny "Top Ten" lists like this.
5. Because I really want to work in Seattle.
4. Because I work well with others, I work well alone, I'm good at solving problems, I work well under pressure, I'm a good communicator, I can see the "big picture", I have a good sense of humor and all that other good stuff.
3. Because I really want to work somewhere exciting and new. (insert Loveboat theme there.)
2. Because I can design sites as well as make them work.
1. And finally...Because I really need a paycheck!

View the entire portfolio @ www.huereque.com/lizsportfolio or get to know the real liz @ www.huereque.com/liz