



VIVIAN CRISTECHE

MULTIMEDIA GRAPHIC DESIGN PORTFOLIO

SELECT SAMPLES

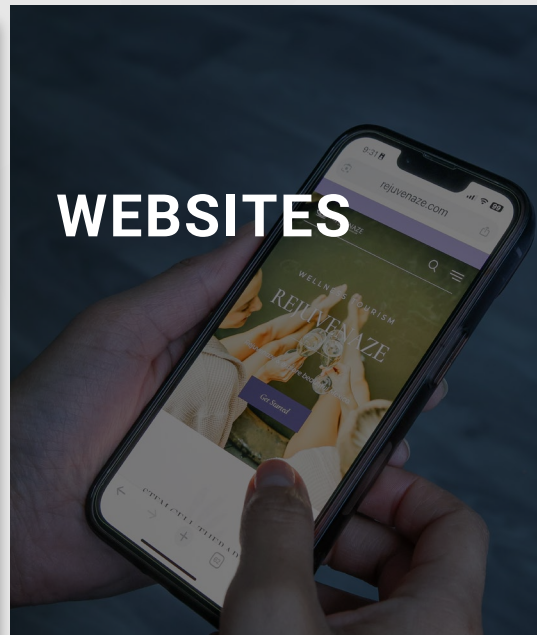
UI/UX



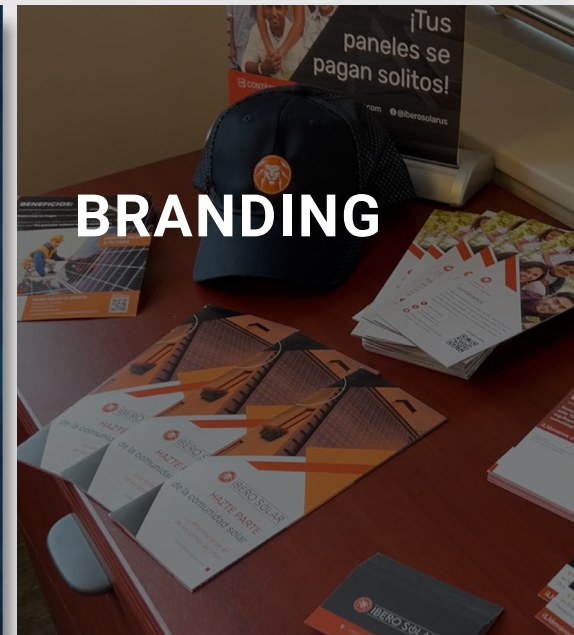
LOGOS



WEBSITES



BRANDING



All images displayed are original works of mine and are NOT stock images nor AI. The images are either taken by me, screenshots of my work, or are Photoshop mockups of finalized designs that were delivered to legit clients and organizations with full rights and permission to display my work on this portfolio.

CLIENT: US JOURNEY

LOGO, BRANDING / 2024

Summary

Marlene, an immigration lawyer and now a dear friend, approached me to create branding for her firm. She requested a logo, business cards, an email signature, and a letterhead. I delivered all of these digital assets along with a one-page branding manual to ensure the visual identity could be maintained consistently.

Behind the design

The main characteristic in this logo is the sun which yellow stands for optimism, hope, awareness and power following three people-like shapes, symbolizing the individuals she serves. They are colored in red, white, and blue to reflect the U.S. flag which connects directly to her work in immigration law. Here I aimed to capture the hope and opportunity she brings to her clients.

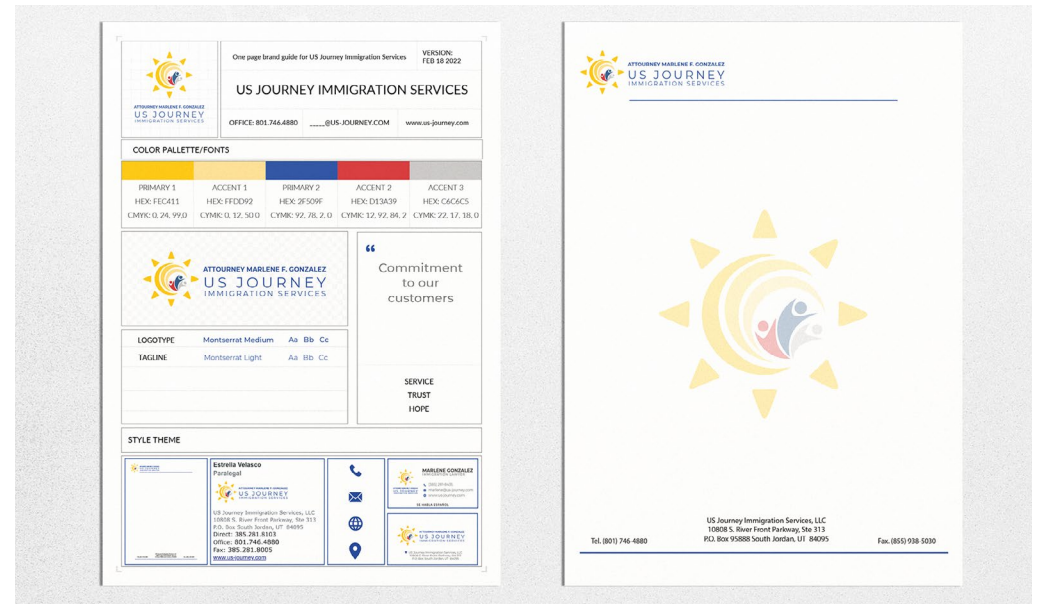
Initially, the logo displayed only “US Journey” with “Immigration Services” beneath it, but after discussion, we added her professional title to emphasize her credentials and authority.



Logo - Rectangle version



Logo - Square version



Featured printed materials designed by me, photos of materials in Marlene's office in West Jordan, Utah captured by me.

CLIENT: CLARK PLANETARIUM

MAIN TICKET SCREEN AND CONCESSION SCREEN REDESIGN / 2026

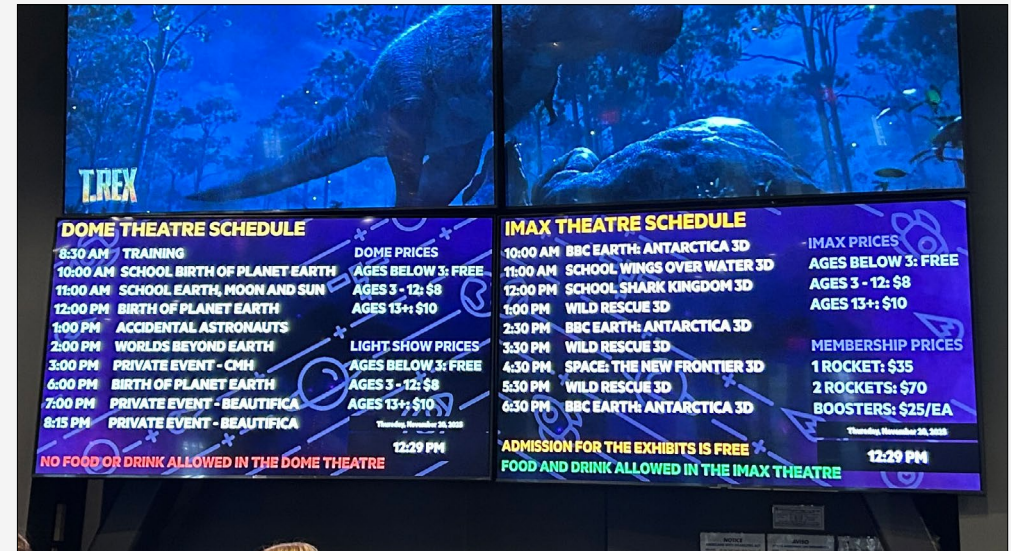
Summary

Clark Planetarium was in need of a redesign for their main lobby ticket screens and concessions screens. I lead these project by creating a design that worked in harmony with the vinyl wraps being installed on the windows of the Planetarium. This was done under a tight deadline to ensure both the exterior vinyl and interior digital designs would display at the same time.

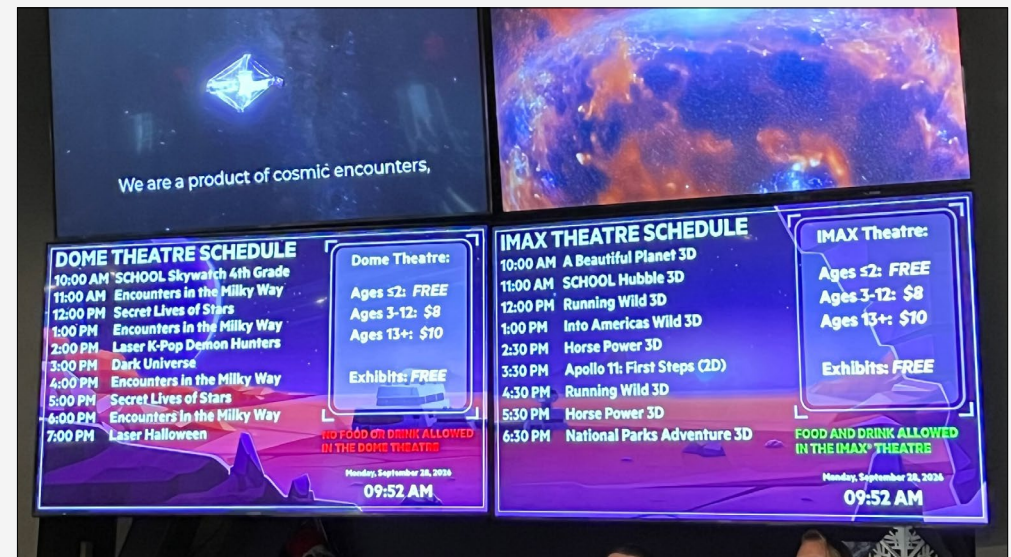
Behind the new design

The ticket desk in the lobby at Clark Planetarium has four 65" TV displays making it the first screens you see upon entering the Planetarium.

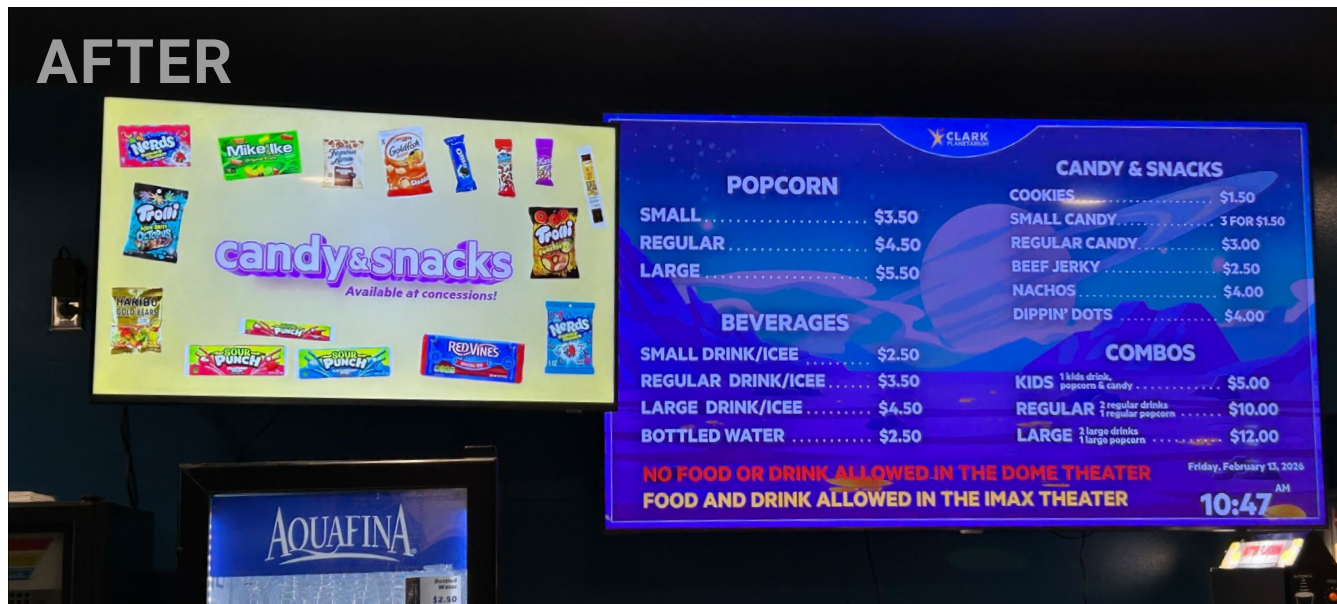
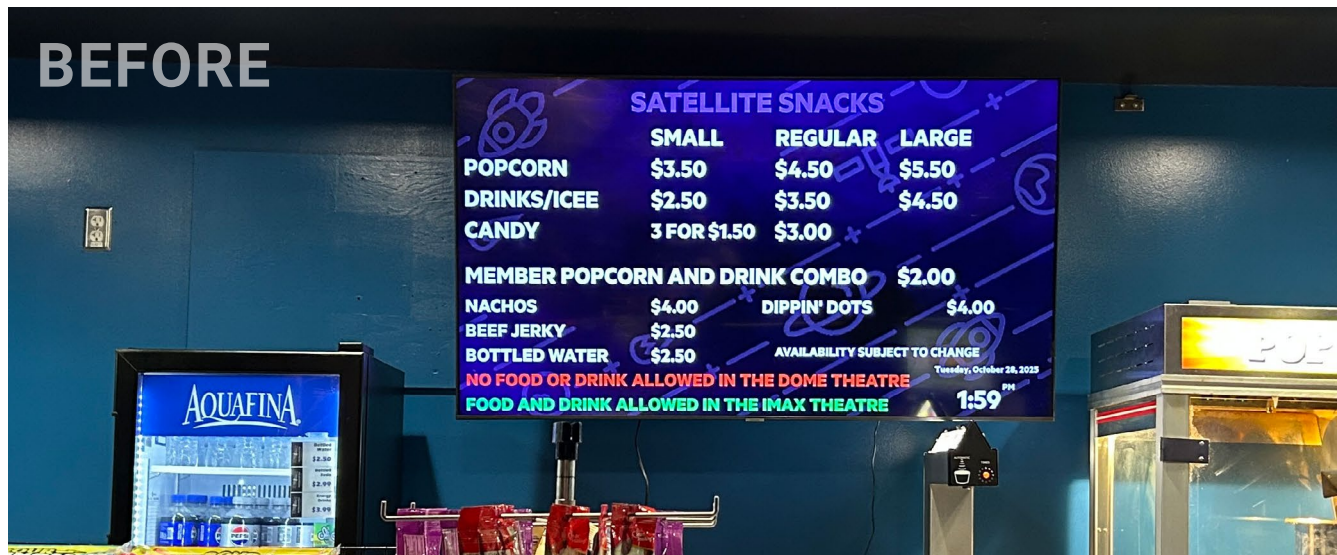
Since 2015 the design for both the ticket screens and the concessions stand had stayed the same, I proposed a redesign to best fit the new vinyl wraps that were being installed on the windows of the building. For the background I based the design, colors, and added space objects that were found on the wraps to create a cohesive design with the exterior. I was inspired by futuristic HUD screens found in Sci Fi video games such as Death Stranding, Detroit Become Human, also theme park and theme park rides such as Space Mountain and Epcot Space 220. I would go on to designing the concession screens in a similar manner but showcasing a different planet that related to the exhibits that were on that floor.



Original design



Redesign by Vivian Cristeche



The top left image features the original concessions screen design, the bottom left image features the redesign plus my proposed candy display sign that was added. The image on the right displays an additional large screen next to the concession stand that rotates my designs of featured food items to try.

CLIENT: IBERO TAX AGENCY

LOGO REDESIGN, BRANDING / 2024

Summary

Ibero Tax Agency was opening a new store in Valley Fair Mall in WVC, Utah. I was given the responsibility to lead the logo redesign and coordinated all branding materials to meet the November 2024 grand opening deadline. I collaborated with vendors on storefront signage, designed banners, posters, directed a junior web designer on the design of the website, produced photo and video content for the promotion of the grand opening.

Behind the new design

This client has a strong personal connection to the lion symbol, hence why the lion icon remains, only now it no longer lacks symmetry, depth and dimension.

The hexagon shape represents structure and stability. I removed the additional wording from the previous version and altered the three extending branches surrounding the hexagon to be sharper and more precise. These symbolize the agency's redefined core values: "Quick, Fast, Convenient." These principles guide the company's commitment to delivering efficient and reliable service.

I chose navy blue to convey trust and professionalism, the lighter blue adds a sense of peace of mind by filing your taxes with Ibero Tax Agency. The green tones reference financial growth and stability, appealing directly to the agency's focus on helping clients thrive economically.



Client's original design



Redesign by Vivian Cristeche



Photos of the storefront at Valley Fair Mall in West Valley City, Utah. Printed materials and signage designed by me. Large posters and one-page brochure designed by a junior designer under my supervision and approval. Photos captured by me.

CLIENT: SOLASUS

LOGO DESIGN, BRANDING / 2025

Summary

This client is a licensed general contractor who launched his own business after more than eight years in the solar and electrical industry. With a background as an electrician, he set out to combine his technical expertise into a single, high-standard contracting company. I developed and established his full brand identity, including the logo, business cards, email signature, letterhead, and web icons.

Behind the new design

The client referenced trusted brands as inspiration both visually and philosophically, valuing innovation and quality. My research focused on homeowners along the Wasatch Front, primarily English-speaking professionals in their mid-30s and older who prioritize reliability and peace of mind while also personalizing the design to fit the business owner's personality.

This design focuses on a custom "S" with a lightning bolt built in, representing solar power and the electrical side of the business. The color palette was inspired by brands like ASUS, the modern bold typeface takes cues from the brands shown above. The slight italic angle gives the logo a sense of movement suggesting progress and swiftness. The chrome-style outline adds a futuristic tech feel. The logo was created to work well in black and white so it remains legible on different backgrounds and materials, while still featuring the full company name. The simple design keeps embroidery in mind, helping avoid added production costs for a complex design.



Client's original inspiration



Final logo design by Vivian Cristeche

Logo in color



Icon in color



Logo in B&W



Icon in B&W



Brand identity assets created for Solasus Contracting LLC, including mockups of the the logo, business cards, email signature, letterhead, and web icons. All branding and design work shown was created by me.

CLIENT: CLARK PLANETARIUM

DESIGN, PRODUCTION AND INSTALLATION / 2026

Summary

Clark Planetarium was in need of several large banners that explained more in depth about each type of telescope available for purchase at the Planet Fun store. I was originally approached to design four banners, I proposed to redesign them and to make an additional banner explaining how telescopes work. I handled the design, printing, ordering of materials and installation for this job.

Behind the new design

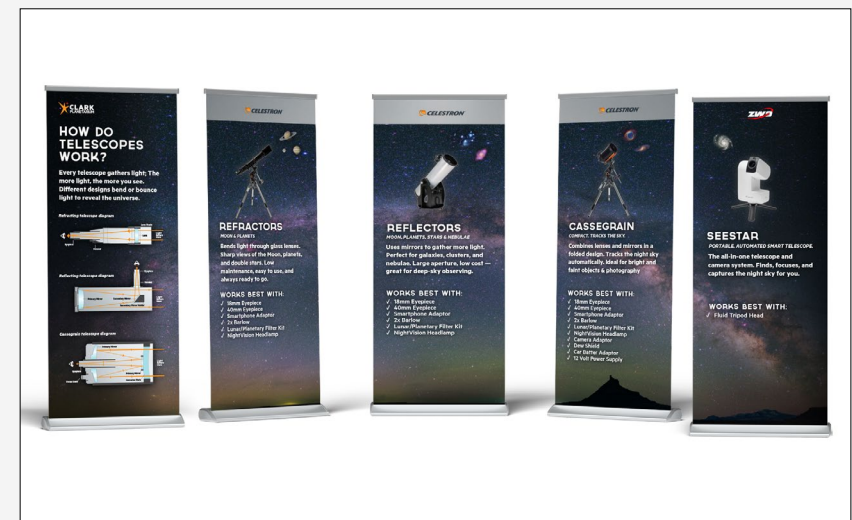
Originally this would be just a backdrop for the telescopes, however after researching, I realized that Clark Planetarium has many events surrounding telescopes, inviting the community to look at space from industry standard equipment and teaching those interested in how to use them.

I wanted to take their signage a step further to educate those interested in purchasing their own telescope on the variety of technologies and types of telescopes offered and what each one is best used for.

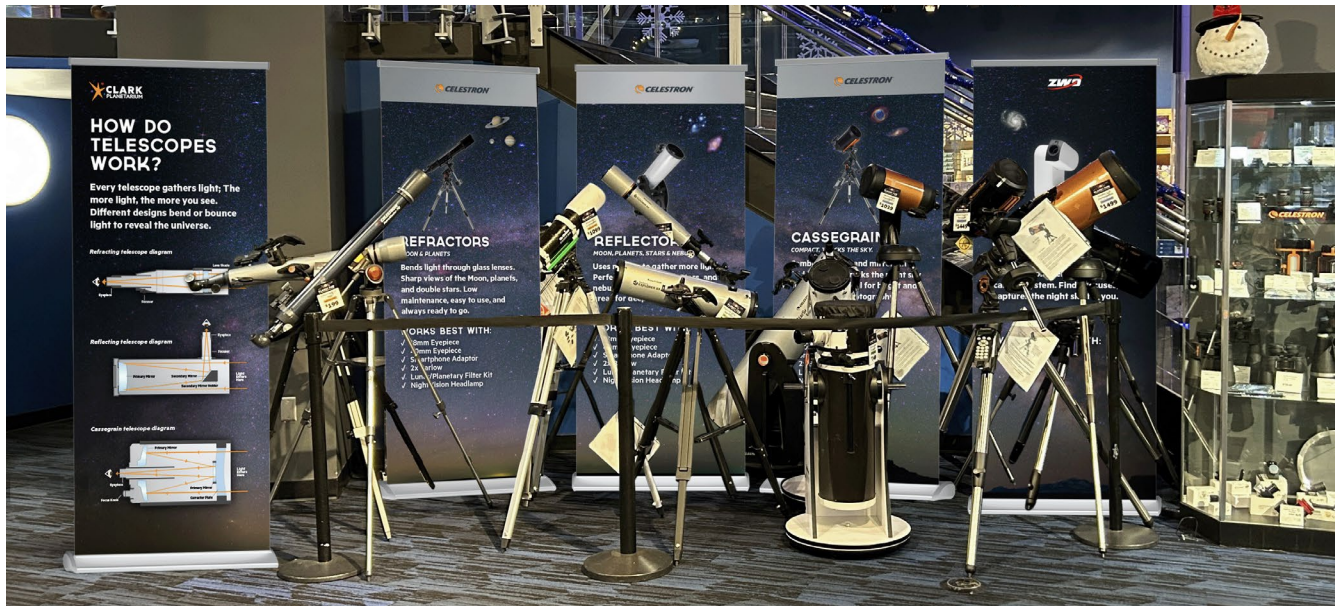
In the end I ended up designing five banners, I collaborated closely with the Director of the Planetarium to ensure that all details and visuals on each telescope were 100% accurate. I also took care of the physical installation of each banner.



Original design



Redesign by Vivian Cristeche



Photos of the banners displayed in the lobby of Clark Planetarium located in Salt Lake City, Utah. Featuring the production process of grommet installation and vinyl printing. Printed materials and signage designed by me. Photos captured by me.

CLIENT: IBERO MARKETING & DESIGN LLC

BRANDING, CATALOG DESIGN / 2025

Summary

I designed, conceptualized, and photographed the content for this catalog for my agency, Ibero Marketing & Design LLC. Since 2021, I have created three versions of our catalog, but this is the latest edition and the version that I'm most proud of.

Behind the design

We underwent many changes in the business, we decreased significantly the amount of services and products that we offer to simplify our agency for clients to better understand what our focus was on: essential branding. This meant removing offerings that were either nonessential or too costly without delivering consistent results.

My goal was to create a catalog within two months, allowing enough time for thoughtful planning. I wrote all of the copy, structured and ordered the content, and condensed our service menu to clearly reflect our new focus. To avoid using any stock images, I opted to photograph products myself and created Photoshop mockups to display our digital services.



2025 Catalog & Index for Ibero Marketing & Design



CATÁLOGO DE IMPRESOS 1.3



Pancarta para mesa 6' diseño en 3 lados.
(estilo suelto, no ajustado)

MANTELO 90"x132"

Los manteles están impresos en poliéster premium ignífugo de 9 oz y se fabrican con equipos de sublimación de tinta de calidad superior para obtener los colores más duraderos disponibles. Los dobladillos están cosidos con hilo blanco o negro. Pregunte por nuestros manteles ajustadas, disponibles en 4', 6' y 8'.

TARJETAS DE IDENTIFICACIÓN

Tarjetas de ID de alta calidad en el formato estándar 3.375" x 2.125" con un grosor resistente de 30 mil. Fabricadas con plástico duradero, son impermeables, resistentes al desgaste y perfectas para uso diario. Se imprimen a todo color con opciones como código QR, banda magnética, chip RFID o barra de seguridad. Ideales para empleados, estudiantes, eventos o control de acceso. Sin mínimo de orden.



Pancarta para mesa retráctil
11'x 17"

Pancarta retráctil 33"x80"

PANCARTAS RETRÁCTILES (DE MESA Y DE PISO)

Promociona tu marca de manera profesional con nuestras pancartas retráctiles impresas en vinilo premium para interiores de 10 milésimas de pulgada. Disponibles en dos formatos: de Mesa (11" x 17") Ideal para exhibiciones en ferias comerciales, orientaciones universitarias y eventos en interiores. Compacta y perfecta para clientes que se desplazan con frecuencia De Piso (33" x 80"): Montada en una base de aluminio resistente, este modelo de tamaño completo es fácil de ensamblar, desmontar y transportar. Incluye funda de transporte y pesa aproximadamente 11 libras.

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Mockups of featured pages in the digital catalog, including a close-up of a single page design. Catalog & catalog contents created by me.

CLIENT: CLARK PLANETARIUM

PLANET FUN SEASONAL APPAREL & SOUVENIR DESIGNS / 2025

Summary

For the Planet Fun store I have lead several projects since I began at the Planetarium by creating original key art that best represents various campaigns throughout the seasons ensuring that the designs are easily translated to different souvenir forms. Relating all designs to the Planetariums mission, “to inspire and engage curious minds by connecting people to the wonder of the universe.”

Behind the designs

Throughout the year there are different campaigns taking place, requiring the Planet Fun store to be constantly in stock with relevant items that have up-to-date designs. My task was to create key art for most of the apparel and several souvenir items such as stickers and mugs. This includes permanent items as well as seasonal or campaign supporting items.

The three space ships displayed on an accurate plane is a simple yet educational approach to demonstrate scale of these incredible ships that are often overlooked. The children’s t-shirt, while inaccurate to real-life space living, is meant to inspire small children to get them thinking about space and how great it would be to share with a furry friend. “Explore what’s out there” echoes throughout the Planetarium, so I decided to display that on these t-shirts.



Main Key art design for Planet Fun Store children's shirts



Main key art design for Planet Fun store items and apparel



The image on the left shows the key art on the previous page that was adapted to two different designs displaying on the front and back of a t-shirt as well as on the middle top image displaying a mug. The top right image shows a prize wheel that I designed for an event that distributed this apparel. The two standing displays on the bottom middle and right are regularly needed 24"x36" poster banners that I design which are meant to highlight Planet Fun items.



CLIENT: LUONNI

LOGO DESIGN, BRIEF BRANDING / 2025

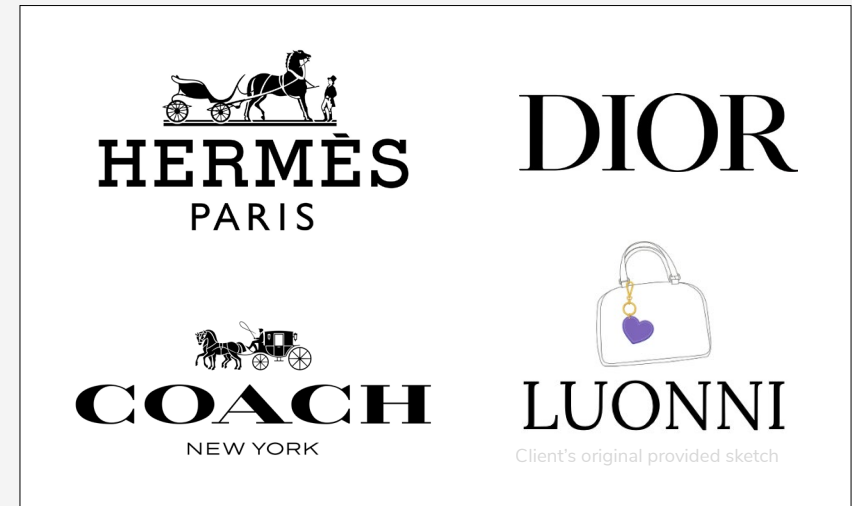
Summary

Luonni is a women-owned small business selling bag accessories. I created the brand's logo, black and white versions, and a web icon. The goal was to develop a feminine, stylish, and expressive identity that reflects the owner's personality while appealing to a youthful, fashion-loving audience. During the design process, the client expressed that it helped her better define her target audience based on the style she ultimately selected, helping clarify the brand's direction and visual tone.

Behind the new design

My research focused on Luonni's primary audience: young adults—primarily women, fashion lovers, rave-goers, and members of the LGBTQ+ community—who enjoy expressing their personality through accessories. This audience gravitates toward brands that feel trendy, expressive, and affordable. I analyzed fashion and accessory brands this demographic already connects with, such as Coach, Loewe, Chanel, Kate Spade, and Etsy creators, all of which emphasize individuality and personal style.

The logo is an elevated reinterpretation of the original concept (pictured), featuring a refined serif typeface and a straighter, more structured bag icon paired with a charm to emphasize self-expression through accessories. Inspired by high-fashion brands (as pictured) the design maintains a chic style feel while remaining approachable. The beige and brown color palette was chosen to convey inclusion, warmth, elegance, and familiarity. Balancing sophistication with accessibility to reflect Luonni's brand values.



Client's original inspiration

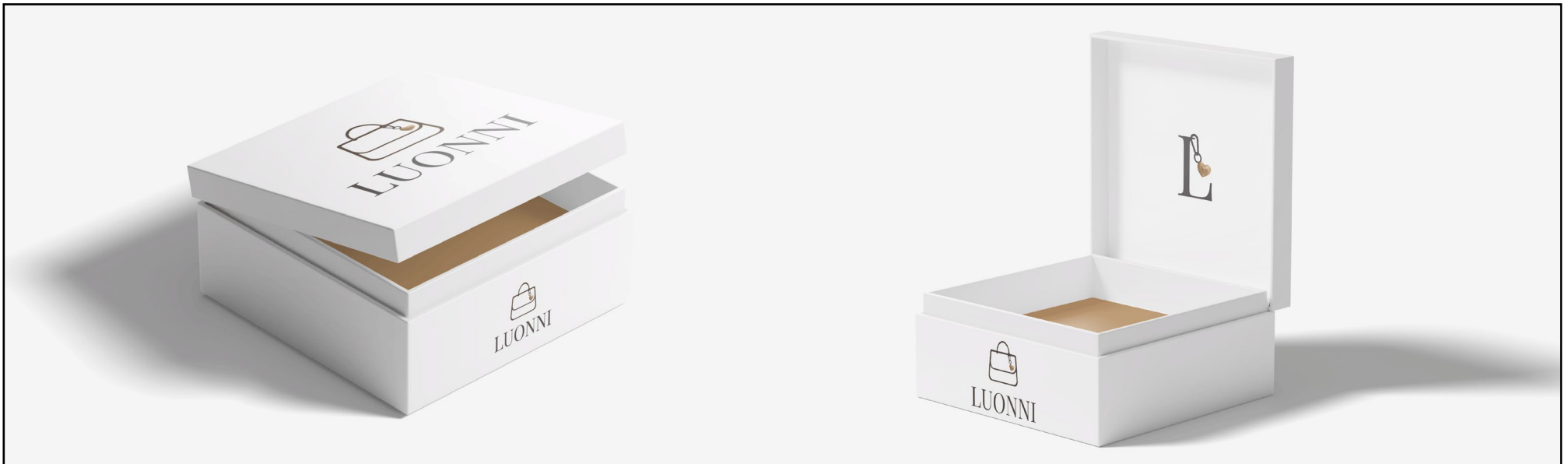


Final logo design by Vivian Cristeche

Logos in B&W



Logo icon



Logo concepts and mockups created for Luonni, including color variations, black-and-white versions, and a standalone icon. All logo design and branding elements shown were created by me.

UI/UX SOLUTIONS: MI LINDO NAYARIT

WEBSITE REDESIGN, PROMOTIONAL MATERIAL MOCKUPS / 2021

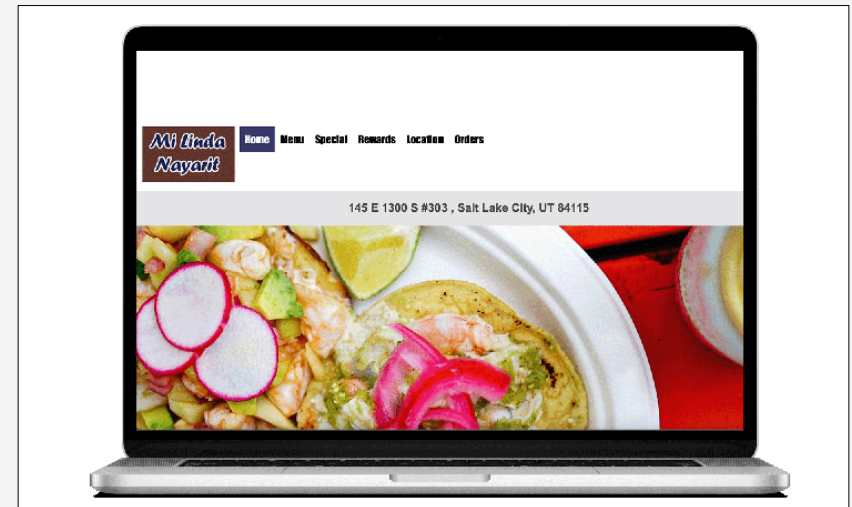
Summary

I worked with a local restaurant, Mi Lindo Nayarit, to enhance their marketing through various methods. My approach focused on expanding creativity, improving the UI/UX and implementing a rewards program to strengthen customer loyalty.

Behind the new design

The owner of this business allowed me to propose a transformation of their website with the exception of a few rules; I would use the same colors, font style and I could not change the logo. I began by including their logo on the website, the style was inspired by similar restaurant websites I researched. I highlighted the best dishes as mentioned in 5-star reviews left on their Google My Business. I added more contact information, more CTAs with hyperlinks, and a chat bubble that would ideally setup a to-go or catering order.

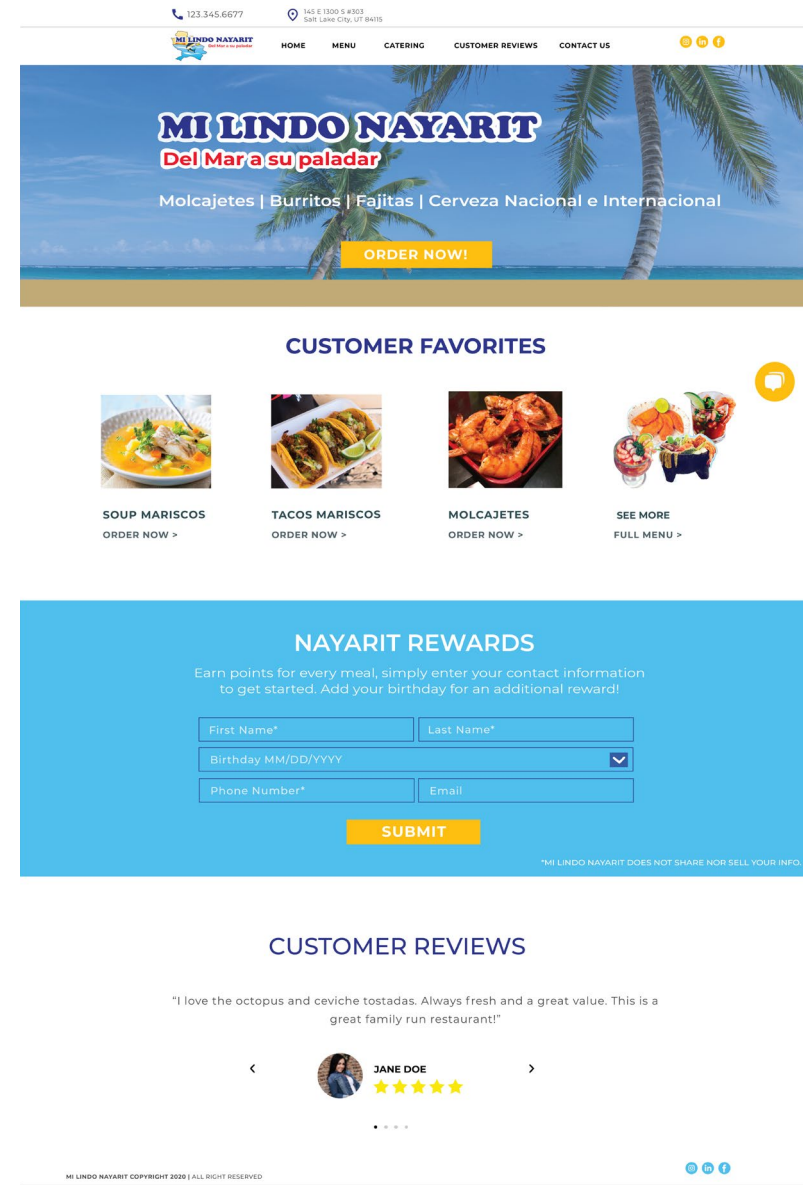
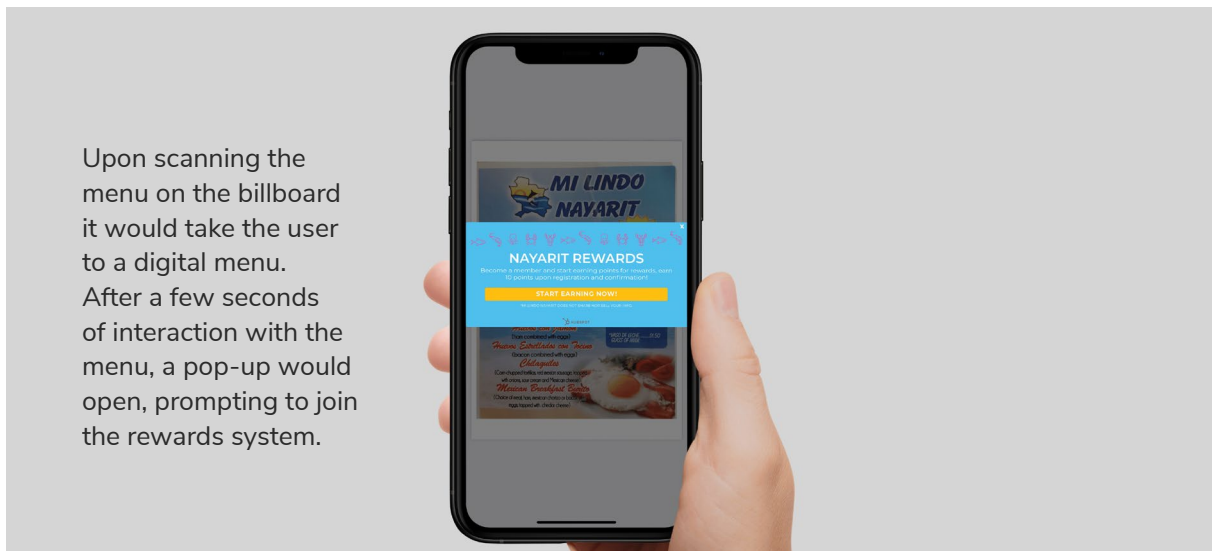
Gaining inspiration from their Instagram page, I used their own images of their locally famous plates, and chose the background image based on their beautiful state located in Mexico that they are so proud of. The idea with using imagery like the local beach is to transport the people of Utah to a tropical taste of the business owners' beloved hometown in Nayarit.



Client's original design



Redesign by Vivian Cristeche



Digital mockups for the restaurant including a new full homepage website, highlighting customer favorites, a rewards program, and customer reviews, designed by me.

UI/UX SOLUTIONS: OTTER

LOGO DESIGN, WEBSITE & APP MOCKUP / 2022

Summary

OTTER is an app designed to connect artists in the film industry. It allows verified users to watch movies and short films while easily accessing and contacting the professionals behind them. For example, a filmmaker inspired by a costume design in a short film can reach out to that designer through the app to collaborate as well as see other films they were apart of. My role was to design the logo, UI of the website, and phone app.

Behind the new design

I was given full freedom to design the logo. Knowing it would be seen on an app, I knew the logo had to be simple and clean. Perhaps a play on typography. The font is Bahnschrift, a popular German typeface which was intended for use on road signs and technical implementations. I attached the T's as to symbolize a simple connection between two collaborators, OTTER acting as the sign where two paths meet.

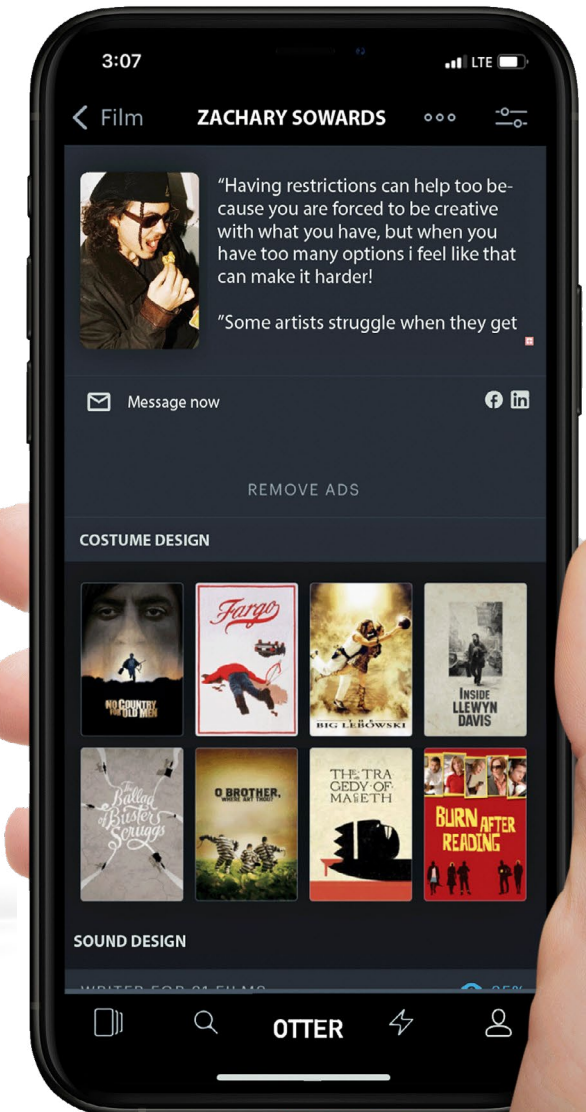
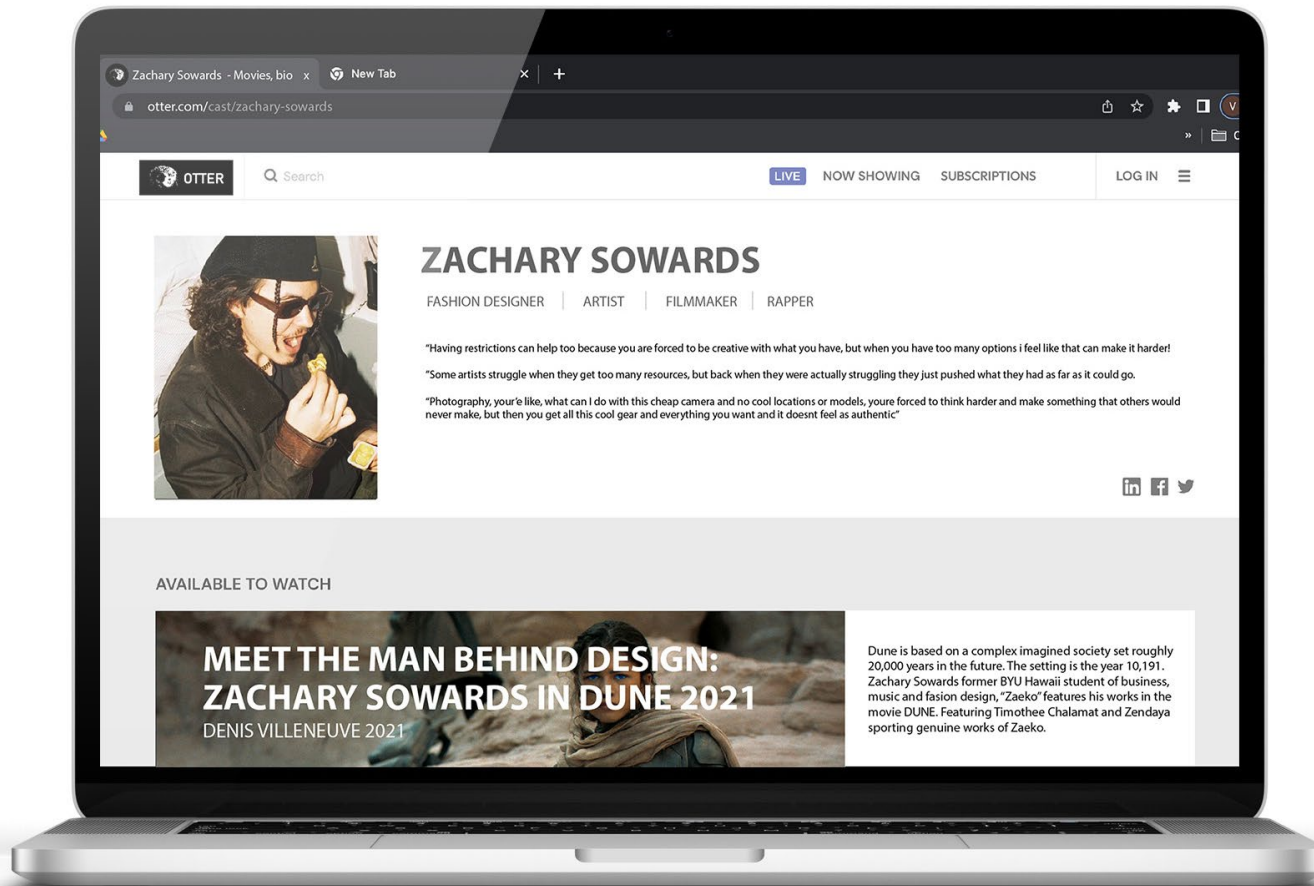
For the wireframe website and app, I based the visual design off of various apps that are used within the film and entertainment industry. The menu options, buttons, and wording were inspired by insights from my friend, a true connoisseur of the film industry. This guidance helped me design the layout and a user experience that sets OTTER apart, providing its users with features that other film platforms lack.



Logo design by Vivian Cristeche



Website design profile example



Digital mockups of the website and mobile app interfaces for OTTER, designed by me.

PROJECT: ENSIGN COLLEGE BUSINESS CLUB

LOGO REDESIGN, PRINTED PROMOTIONAL MATERIALS / 2020

Summary

During my time in the business club for Ensign College I assisted in projects ranging from redesigning the club logo to creating flyers, and handouts for students and college leadership. All materials required approval from the college's marketing department, I collaborated closely with campus leaders to ensure designs met strict brand guidelines.

Behind the design

The original logo had a symbol that was outdated and even often mistaken for another group, so when I joined the club it became an urgent priority to redesign it. The program chair requested that the new design lean more toward an illustrative style to better reflect the club's identity and it would keep some of the original elements. These elements being the colors and words "Learn", "Develop" and "Exceed". I got inspired by Ensign Peak and illustrated a range of hills to symbolize the prominent hill near the College that overlooks Salt Lake valley.

As for the additional printed materials, the focus was primarily on creating educational and informative designs with the goal of enticing college students to join the Business Club or participate in our activities. Oftentimes these design projects were requested under tight deadlines due to the amount of ongoing activities and events that competed for students' attention.



Logo redesigned - Green version



Logo - Yellow version



Photo of me with Business Club materials designed by me, with creative input from the team and college leaders specifically on the large banner and the flyer displayed in the elevator.



THANK YOU

GET IN TOUCH

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