

# HELLO!

I AM
ADESIGNER
WITH

ENTHUSIASM

am enthusiastic about harnessing design to improve the world.

UNDERSTANDING

I am a designer who empathizes with and understands global and personal issues. HANDCRAFT

I blend handcrafting with digital designs for enhanced quality.

SUBTLE

I have a keen eye for subtlety, particularly in the nuances of color.

INTERACTIVE

Tactively create interactive designs that engage and connect people.

DYNAMIC

I thrive on exploring dynamic and new design approaches.

# **PROCESS**

RESEARCH

Research to understand the background.

DEATE

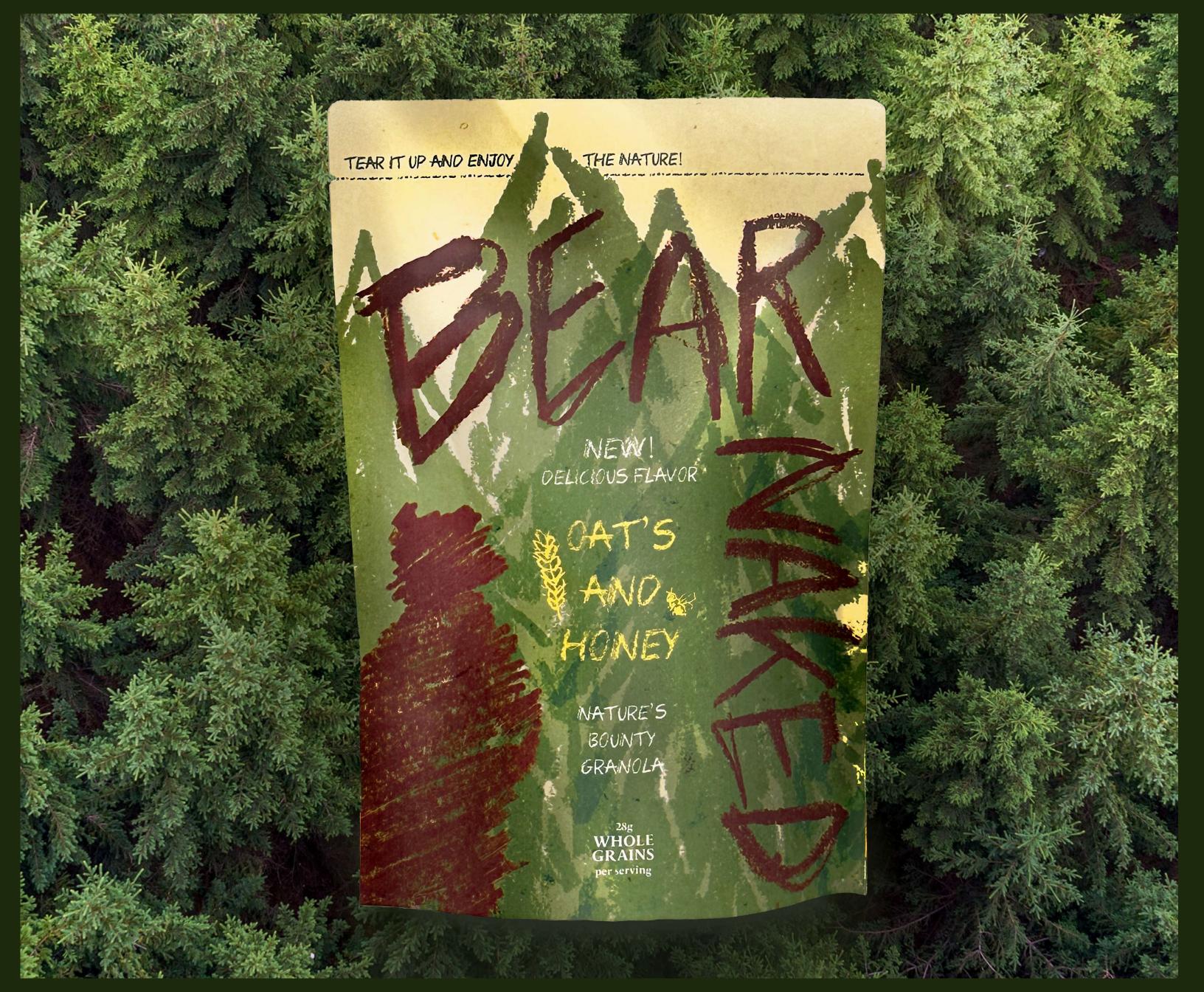
Exploring new directions to connect with the world and people.

EXPLORE

Create and explore variety of designs for the optimal result.

FINAL TOUCH

Create and refine final work.



# BEAR NAKED GRANOLA

# Packaging Design

Branding, Visual identity

Tool: Hand drawing, Adobe InDesign, Photoshop, Illustrator

# TEAR IT UP AND ENJOY THE NATURE! TEAR IT UP AND ENJOY THE NATURE! TEAR IT UP AND ENJOY DELICIOUS FLAVOR NATURE'S GRANCLA

# BEAR NAKED GRANOLA

# **GOAL**

Refresh Bear Naked's granola brand and packaging to appeal to health-conscious target, emphasizing natural ingredients.

# **TARGET**

People in their 20s and 30s who are interested in healthy eating.

# CONTEXT

A redesign was needed to meet millennials' growing demand for healthy food. Emphasize natural ingredients to strengthen brand recognition and appeal to target audiences.



- STUDY CURRENT DESIGN
- RESEARCH CONTEXT
- BREAKING DOWN CONTENT





# **CURRENT DESIGN**

# **STORY**

We're just going to come out with it.

Bears make the decisions around here.

# **SOLUTION IDEATION**

The current design is **playful**, **bold**, and **vibrant**, with pops of color, simple but clear bear illustrations, and photos of ingredients.

It's great for conveying an energetic vibe, but it does not highlight the "no artificial ingredients" claim and the unique story of "all-natural granola with a bear picking out the ingredients."

I wanted to create a design that would convey the theme of "natural granola" by emphasizing the unique features of this granola.

# **GOAL**

# **AUDIENCE**

# **CONTEXT**

# **CURRENT MARKET**

# Emphasize the brand's unique story.

: Refresh Bear Naked's granola brand and packaging to appeal to health-conscious target, emphasizing natural ingredients.

# People in their 20s and 30s who are interested in healthy eating.

: Targeting the existing younger people (20s, and broadly, up to the 30s), while further refining to target those interested in a "healthy diet" more specifically than before.

With millennial demand for healthy food on the rise, emphasize the brand's unique feature of using natural ingredients to strengthen brand recognition and appeal to the target audience.



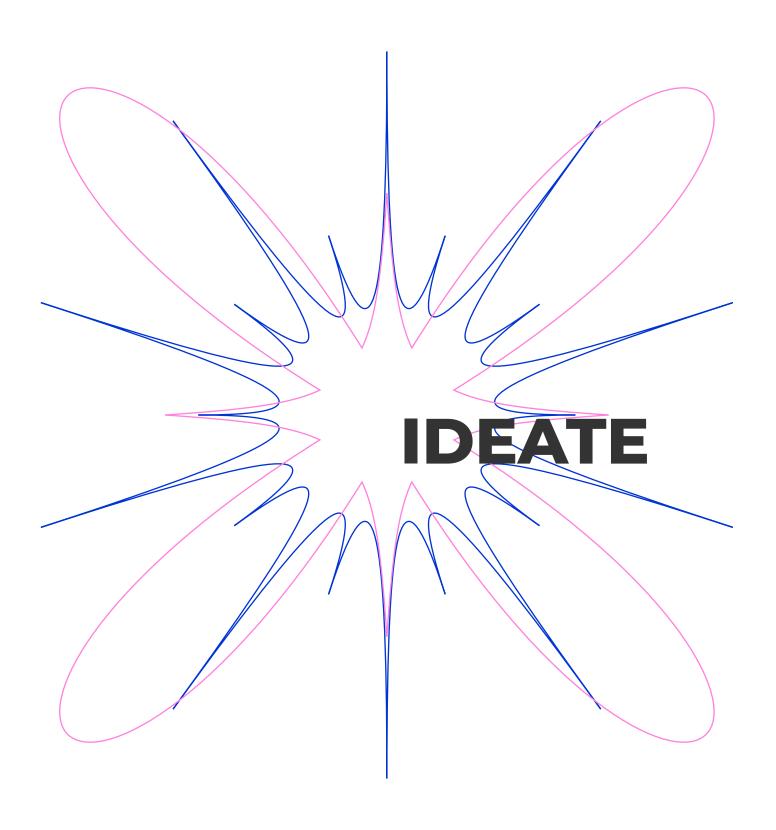




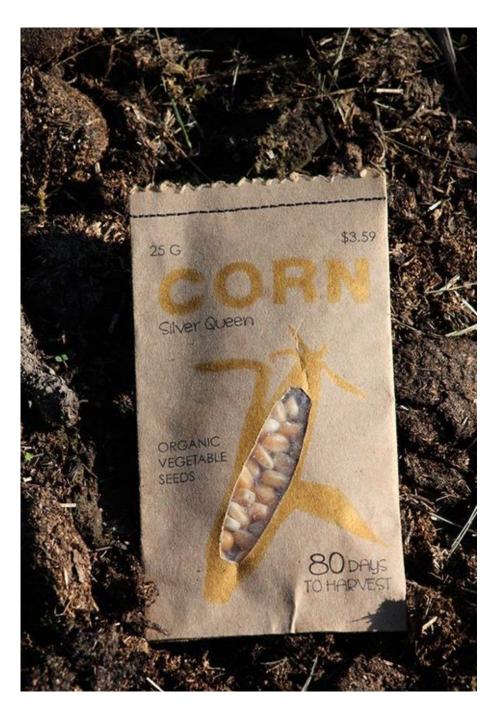








- CONCEPT RESEARCH
- CONCEPT DEVELOPMENT







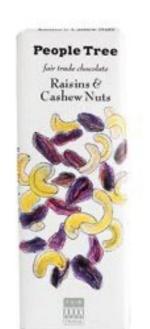
















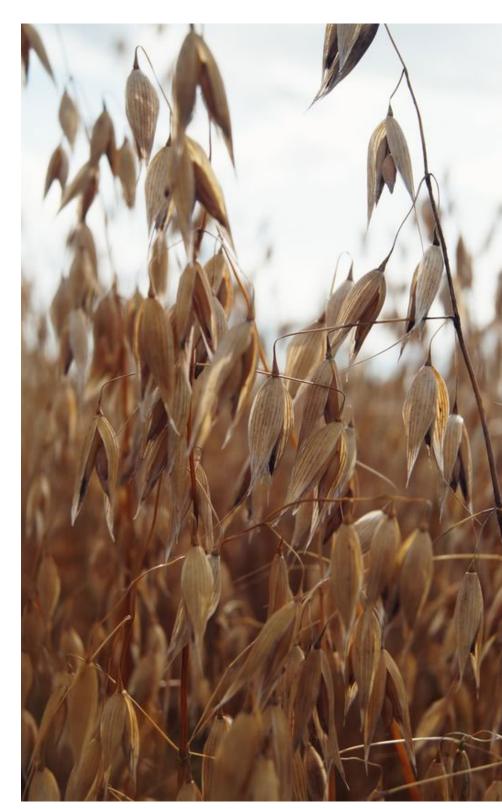
# **CONCEPT RESEARCH**

Searched designs that could serve as references. Considered how to create a design that feels natural and not artificial.











# **COLOR MOOD**

The color palette reflects the colors of nature, with most colors having natural tones of beige, brown and green. But not too dark color because this is food.

# Tear it up and enjoy the nature!

Granola with the wildness of nature and the choice of bears.

- 1. Naturalism / Naturalness: 100% all-naturalingredients withoutartificial additives
- 2. Bear-picked ingredients
- : Granola made with ingredients picked by bears from nature.
- : Bears are the ones who best understand the sensations and flavors of nature. Their choice ensures the taste is as natural as possible.

### **SLOGAN**

Created a new slogan that emphasizes the naturalness of the product.

#### BEAR NAKED

**DELICIOUS FLAVOR** 

BEAR'S PICK!

Our craveable, non-GMO project verified, good-for-you oats & honey is layered with mouthwatering flavor & DATS + HONEY crunch you'll find unapologetically amazing.

Clustered with

out the door before it gets their bear stamp of approval. Now you may be thinking, why? The truth is, the bears keep us honest. Their instincts always point them to the highest quality foods found in the wild. Newfangled food science and unfamiliar ingredients scare and confuse our

Bears make the decisions around here.

They pick out the ingredients, create new flavors and

taste-test every batch of granola we make Nothing goes ENTAY IN A RAWI

bears, turning them from jovial, happy-go-lucky granola

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar. honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness: CONTAINS ALMOND, CASHEW AND COCONUT INGREDIENTS.

28G WHOLE GRAINS PER SERVING

Find more tasty ideas at makers into the scary bears. So we are also doing this for or @bearnakedgranola

SNACK FROM THE BAG

Don't hibernate, get your paws in it before this date: Jan 31 2024

> Distributed by: Insurgent Brands Sales Co. 412 N. Wells Street, Chicago, IL 60654 ®, TM, © 2023 Bear

Bear Naked

OATS & HONEY

Roasted Almonds Creamy Nut Butters

Bears make the decisions around here. They pick out Coconūt the ingredients, create new Toasted Pumpkin Seeds Sea Salt

project verified, good-foryou oats & honey is layered with mouthwatering unapologetically amazing.

Find more tasty ideas at Snack from the bag

Sprinkle as a topping

Enjoy in a bowl

Don't hibernate, get your paws in it before this date: (Jan 31 2024)

flavors and taste-test every batch of granola we make. Nothing goes out the door stamp of approval.

Now you may be thinking,

why? The truth is, the 28g whole grains bears keep us honest. Their them to the highest quality foods found in the wild. Whole grain oats, brown and unfamiliar ingredients sugar, whole oat flour, cane turning them from jovial, almond butter (almonds) happy-go-lucky granola cashew butter (cashews) makers into the scary bears. So we are also doing this for pumpkin seeds, almonds,

coconut flour, coconut, coconut sugar, sea salt, pretty good ideas. Like who would think to mix CONTAINS ALMOND cacao and cashew butter? CASHEW AND COCONUT That's classic bear blue-sky thinking.

Bear's Pick!

Oats & Honey

Clustered with

COCONUT

ROASTED ALMONDS

CREAMY NUT BUTTERS

TOASTED PUMPKIN SEEDS

Our craveable, non-GMO project verified, good-for-you oats & honey is layered with mouthwatering flavor & crunch you'll find unapologetically amazing

They pick out the ingredients, create new flavors and taste-test every batch of granola we make. Nothing goes out the door before it gets their bear stamp of approval.

Now you may be thinking, why? The truth is, the bears keep us honest. Their instincts always point them to the highest quality foods found in the wild. Newfangled food science and unfamiliar ingredients scare and confuse our bears, turning them from jovial, happy-go-lucky granola makers into the scary bears. So we are also doing this for

Sprinkle as a topping Bake into treats

oat flour, cane sugar. honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness: CONTAINS ALMOND, CASHEW AND COCONUT INGREDIENTS.

Don't hibernate, get you paws in it before this date: (Jan 31 2024)

Find more tasty ideas at

or @bearnakedgranola

Insurgent Brands Sales Co. 412 N. Wells Street, Chicago, IL 60654®, TM, Bear Naked

Oats & Honey

Creamy Nut Butters

Coconut Sea Salt

Bears make the decisions around here. test every batch of granola we make. Nothing goes out the door before it gets their bear stamp of approval.

Now you may be thinking, why? The truth is, the bears keep us honest. Their instincts always point them to the highest quality foods found in the wild. and confuse our bears, turning them from jovial, happy-go doing this for the bears.

Plus, they have some pretty good ideas. Like who would think to mix cacao and cashew butter? Beat's Pick!

Our craveable, non-GMO project verified, good-for-you oats & honey is layered with mouthwatering flavor & crunch you'll find unapologetically amazing.

> 28a whole arains per serving

Snack from the bag Find more tasty ideas at Enjoy in a bowl @bearnakedgranola

Sprinkle as a topping Don't hibernate, get your paws in it before this date: Bake into treats Jan 312024

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar. honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness: CONTAINS ALMOND, CASHEW AND COCONUT INGREDIENTS.

> Brands Sales Co. 412 N. Wells Street, Chicago, IL 60654

°, TM, © 2023 Bear Naked, Net wt 11 oz (311g)

NEW! Delicious Flavor Clustered with Roasted Almonds, Creamy BEAR Nut Butters, Coconut & Sea Snack from the bag NAKED Enjoy in a bowl Sprinkle as a topping Bake into treats Our craveable, non-GMO project verified, good-for-you oats & honey is layered with mouthwatering flavor & crunch Find more tasty ideas at you'll find unapologetically amazing. @bearnakedgranola CREAMY NUT BUTTERS COCONUT SEA SALT TOASTED PUMPKIN Ingredients: Whole grain Bears make the decisions around here. oats, brown sugar, whole oat flour, cane sugar. honey They pick out the ingredients, create new flavors and tastedoor before it gets their bear stamp of approval canola oil, almond butter (almonds), cashew butter Now you may be thinking, why? The truth is, the bears keep us honest. Their instincts always point them to the highest almonds, coconut flour, quality foods found in the wild. Newfangled food science and coconut, coconut sugar, unfamiliar ingredients scare and confuse our bears, turning them from jovial, happy-go-lucky granola makers into the

think to mix cacao and cashew butter? That's classic bear

scary bears. So we are also doing this for the bears.

28g whole grains Net wt 11 oz (311g)

Don't hibernate, get your paws in it before this date:

Whole grain oats, brown

sugar. honey, canola oil,

almond butter (almonds),

pumpkin seeds, almonds,

INGREDIENTS.

sugar, whole oat flour, cane

CONTAINS ALMOND,

CASHEW AND COCONUT

#### BEAR NAKED Wildly Delicious Granola

NEW! Delicious Flavor OATS & HONEY

Clustered with Roasted Almonds

Coconut

Sea Salt

mouthwatering flavor

highest quality foods found in the wild. Newfangled food science and unfamiliar ingredients scare and confuse our bears, turning them from jovial, happy-go-lucky granola GMO project verified, makers into the scary bears. So we are also doing this for good-for-you oats &

think to mix cacao and cashew butter? That's classic bear

Bears make the decisions around here.

They pick out the ingredients, create new flavors and

taste-test every batch of granola we make. Nothing goes

out the door before it gets their bear stamp of approval.

Now you may be thinking, why? The truth is, the bears

Snack from the bag Enjoy in a bowl

Sprinkle as a topping

Bake into treats

Net wt 11 oz (311g)

(Jan 31 2024)

& crunch you'll find unapologetically amazing. blue-sky thinking. Find more tasty ideas at

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar. honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness: INGREDIENTS.

BEAR NAMED Wildly Delicious Granola

Bear's Pick!

Snack from the bag

Sprinkle as a topping

Enjoy in a bowl

per serving

Net wt 11 oz (311g)

Creamy Nut Butters

Coconut Togsted Pumpkin Seeds

Our craveable non-GMO project verified, & honey is layered flavor & crunch uou'l find unapologetically

Find more tasty ideas at @bearnakedgranola

Bake into treats paws in it before this date: (Jan 31 2024)

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar. honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds nonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness: CONTAINS ALMOND, CASHEW AND COCONUT **INGREDIENTS** 

Bears make the

decisions around here

ingredients, create new

every batch of granola

we make. Nothing goes

gets their bear stamp of

out the door before i

NEW! Delicious Flavor

28g whole grains

Oats & Honey

Toasted Pumpkin Seeds

Our craveable, non-GMO project verified, goodfor-you oats & honey is layered with mouthwatering flavor & crunch you'll find unapologetically amazing.

Find more tasty ideas at bearnaked.com or Sprinkle as a topping

Don't hibernate, get your naws in it before this date: Bake into treats Jan 31 2024

Insurgent Brands Sales Co. 412 N. Wells Street, Chicago, IL 60654 Net wt 11 oz (311g)

28g whole grains

They pick out the ingredients, create new flavors and taste-

test every batch of granola we make. Nothing goes out the door before it gets their bear stamp of approval. Now you may be thinking, why? The truth is, the bears keep us honest. Their instincts always point them to the highest unfamiliar ingredients scare and confuse our bears, turning them from jovial, happy-go-lucky granola makers into the

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar. honey, canola oil, almond butter (almonds), ashew butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary

extract for freshness: CONTAINS ALMOND, CASHEW AND

scary bears. So we are also doing this for the bears.

COCONUT INGREDIENTS.

Net wt 11 oz (311g)

Sprinkle as a topping Bake into treats

Wildly Delicious Granola

412 N. Wells Street, Chicago,

Jan 31 2024

28g whole grains Bears make the decision around here.

They pick out the ingredients, create new batch of granola we make Nothing goes out the door before it gets their bear

Sea Salt stamp of approval. Our craveable, non-GMO project verified, good-for-Now you may be thinking you oats & honey is layered

Oats & Honey

Creamy Nut Butters

Coconut

with mouthwatering bears keep us honest. Their flavor & crunch you'll find instincts always point unapologetically amazing. them to the highest qualit foods found in the wild. Newfangled food science and unfamiliar ingredient bearnaked.com or turning them from jovial.

happy-go-lucky granola Don't hibernate, get your makers into the scary bears paws in it before this date: So we are also doing this for

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar. honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds, almonds, coconu flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness: CONTAINS ALMOND, CASHEW AND COCONUT INGREDIENTS.

# BEAR NAKED

NEW! DELICIOUS FLAVOR OATS & HONEY

Roasted Almonds Creamy Nut Butters

coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract CONTAINS ALMOND, CASHEW AND COCONUT

GMO project verified, good-for-you oats & honey is layered with mouthwatering flavo

Net wt 11 oz (311g)

Sea Salt

Bears make the decisions around here. They pick out & crunch you'll find the ingredients, create new flavors and taste-test every unapologetically amazing. batch of granola we make. Nothing goes out the door before it gets their bear stamp of approval.

SNACK FROM THE BAG Find more tasty ideas at ENJOY IN A BOWL

SPRINKLE AS A TOPPING BAKE INTO TREATS

Don't hibernate, get your paws in it before this date:

BEAR'S PICK!

keep us honest. Their instincts always point them to the highest quality foods found in the wild. Newfangled food science and unfamiliar ingredients scare and confuse our bears, turning them from jovial, happy-go-lucky granola makers into the scary bears. So we are also doing this for

bear blue-sky thinking.

Now you may be thinking, why? The truth is, the bears

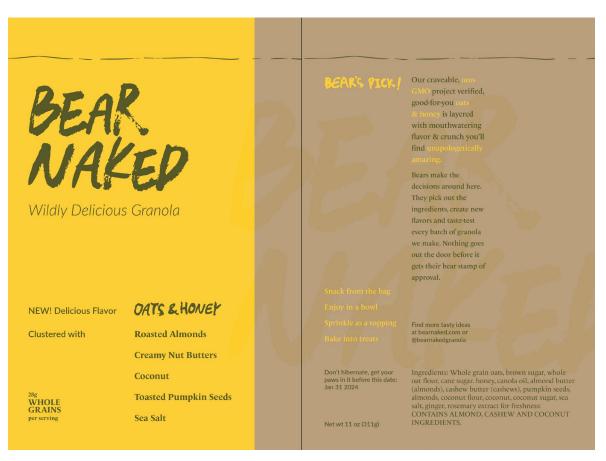
Plus, they have some pretty good ideas. Like who would

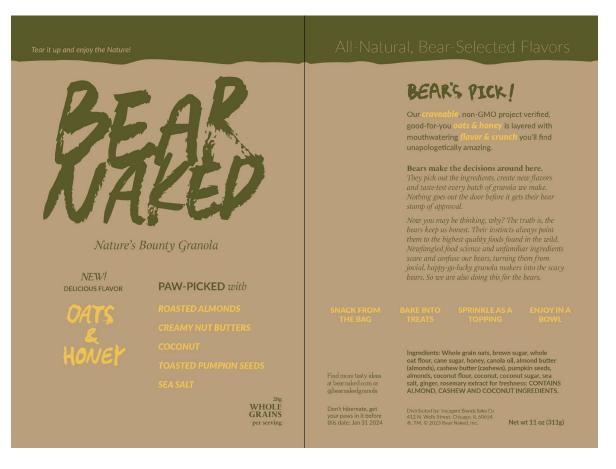
Explored fonts that felt natural and

# **LAYOUT**

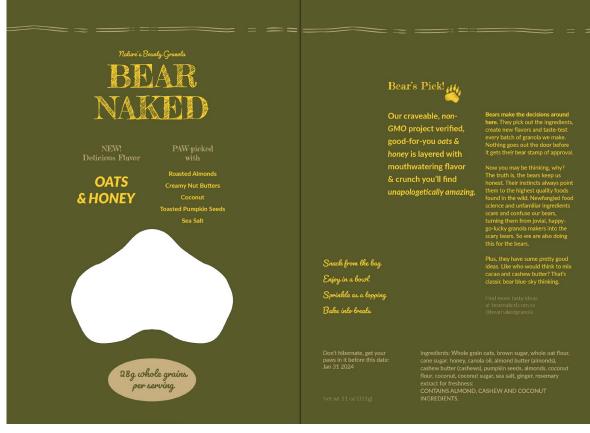
consumer-readable.



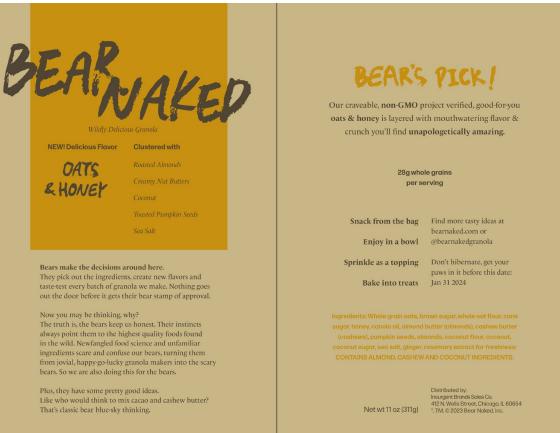














# **LAYOUT**

Adjusted the layout and colors to fit the actual pouch size. Realized that the colors were dull and the fonts needed further adjustment to fit the theme.

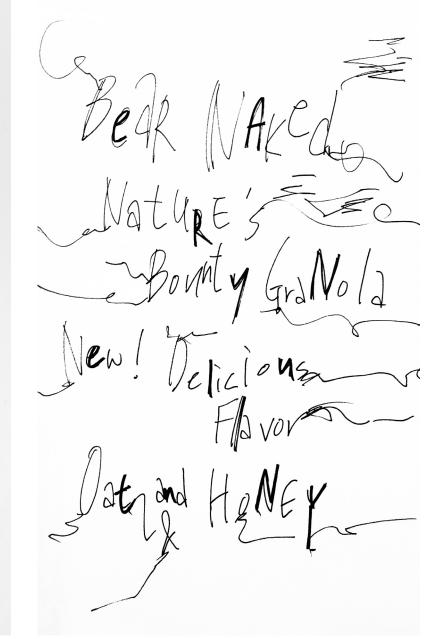


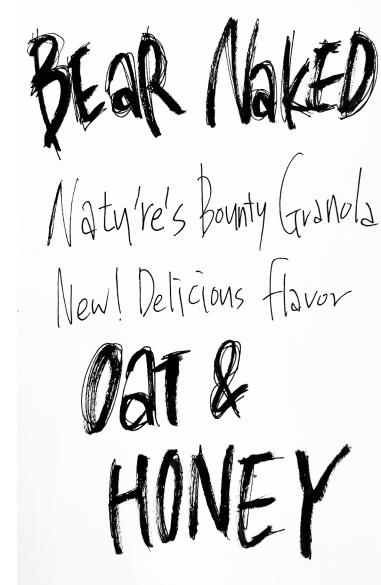
- CREATE ELEMENTS
- EXPLORE VARIOUS WAYS

BEORS PERSONE

BCACO OPLACO OPLAHOVEY BEAR BEAR BEAR NI Nakeh
BEAR NI Nakeh
MAKED PRODUCY
HONEY

BEAR NAHED OAT AND HONEY

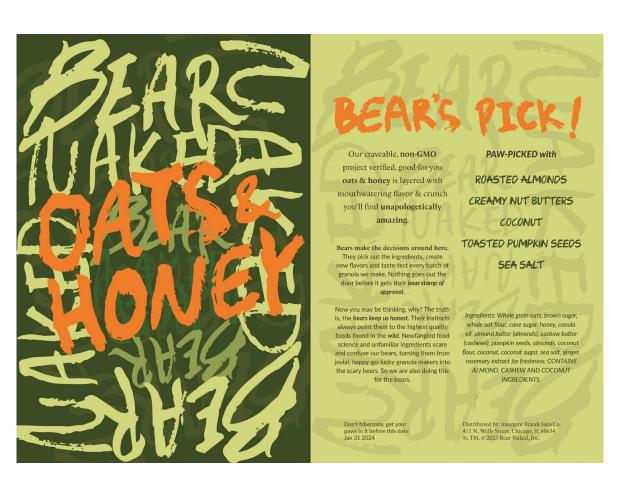


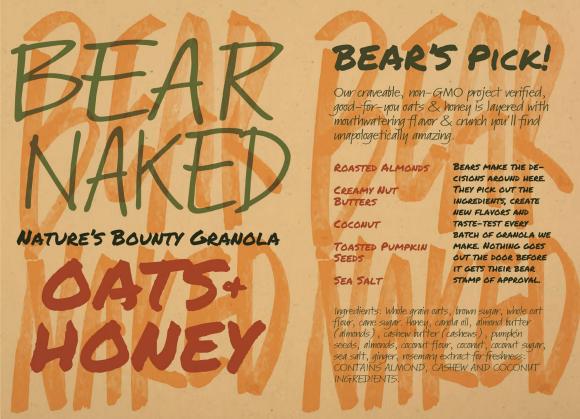


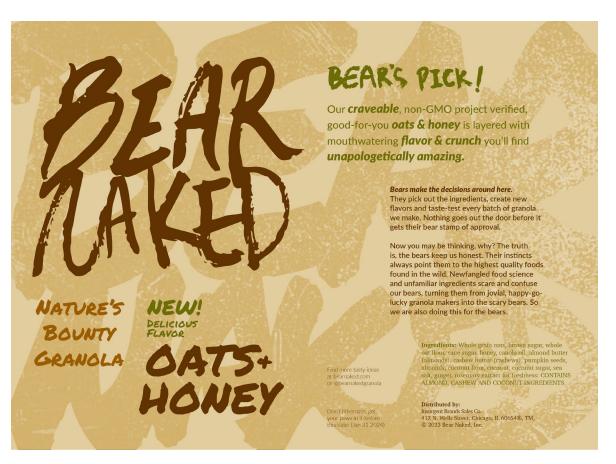


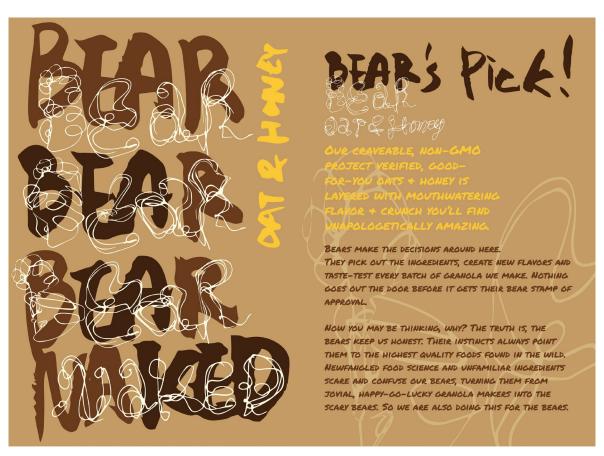
### CREATE ELEMENTS

Realized that existing fonts weren't enough to convey a natural vibe in a way that felt appealing, so the main text was handwritten.

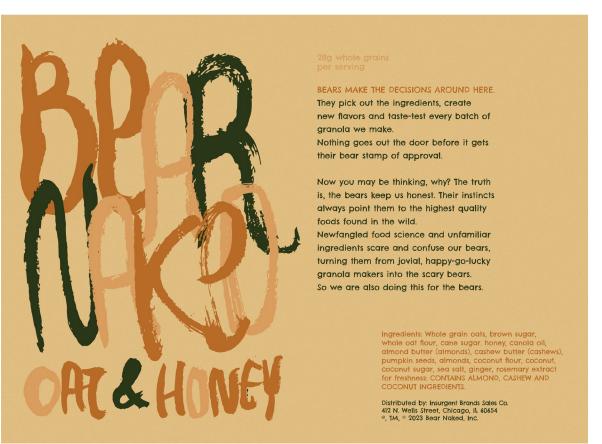


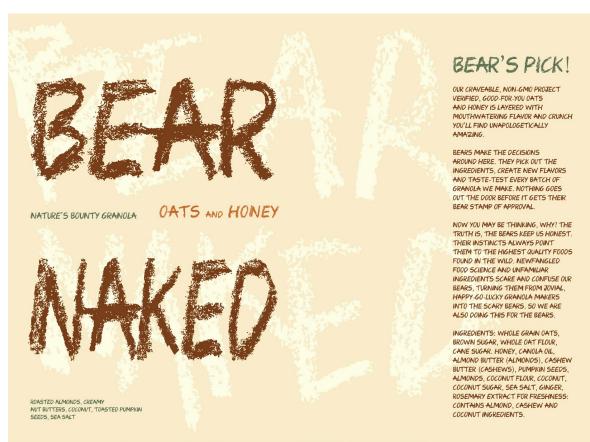


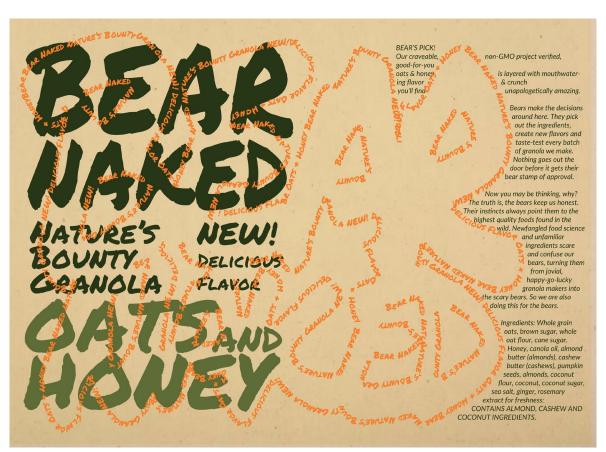






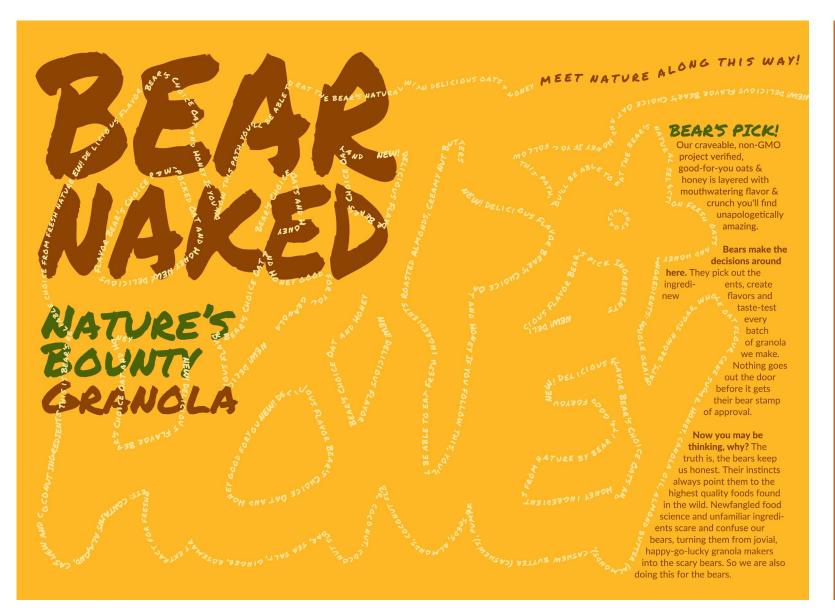


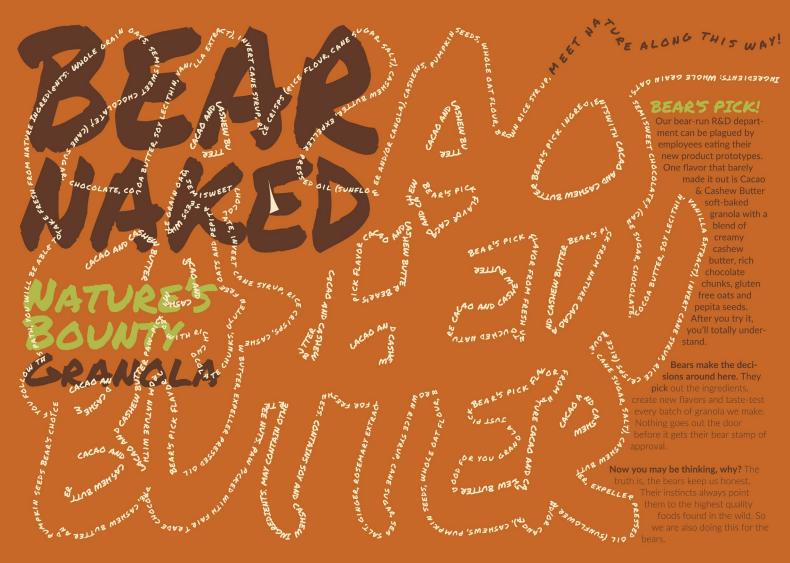




# **EXPLORATION**

Tried a brighter, more lively vibe.









# **EXPLORATION**

A good approach for a younger audience, but found that a more natural vibe was needed.





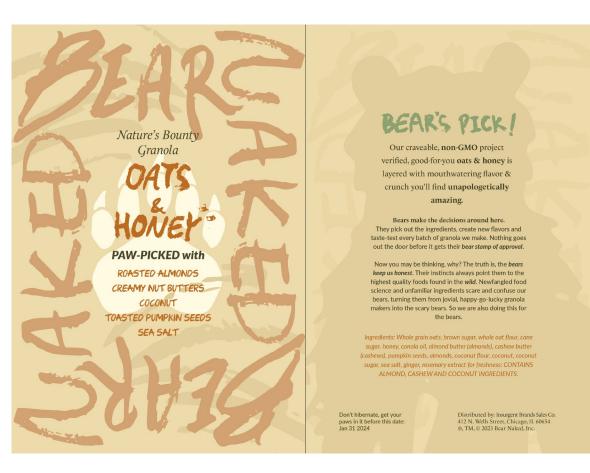


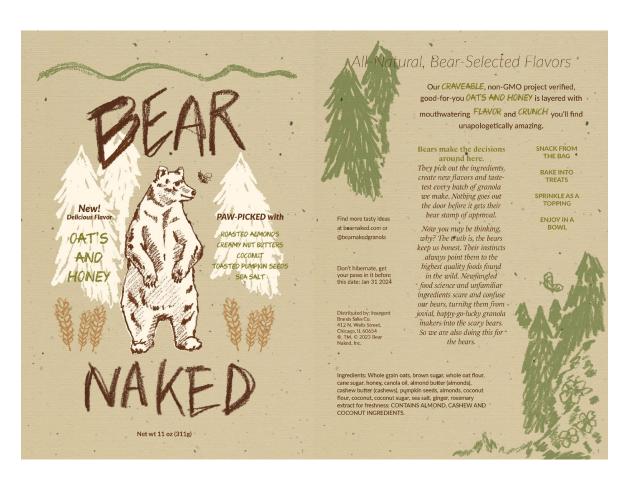
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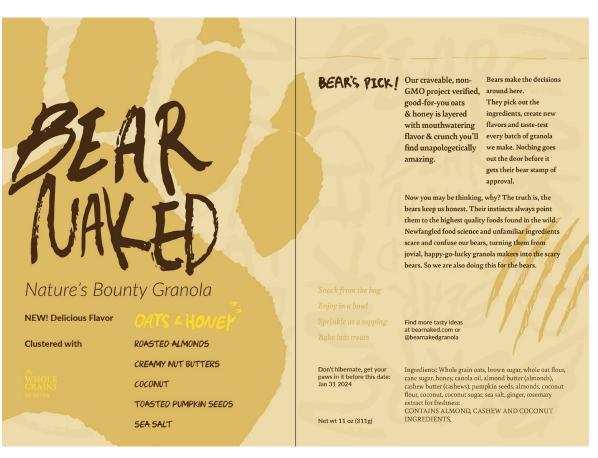
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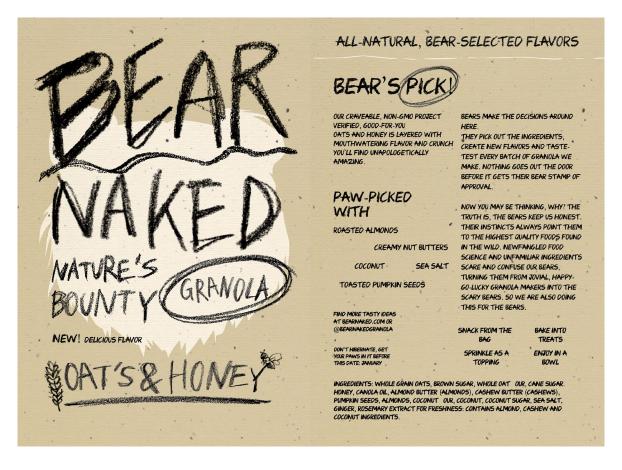
# **CREATE ELEMENTS**

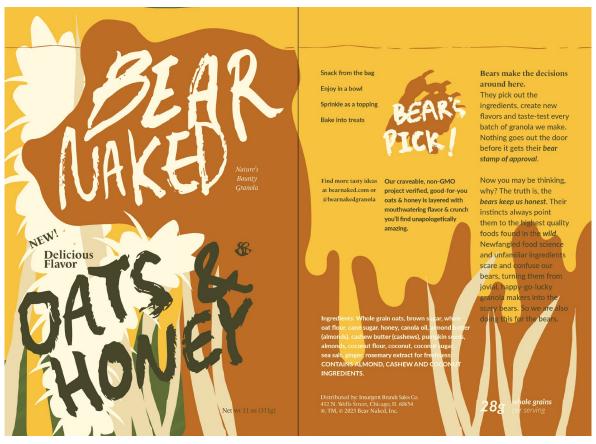
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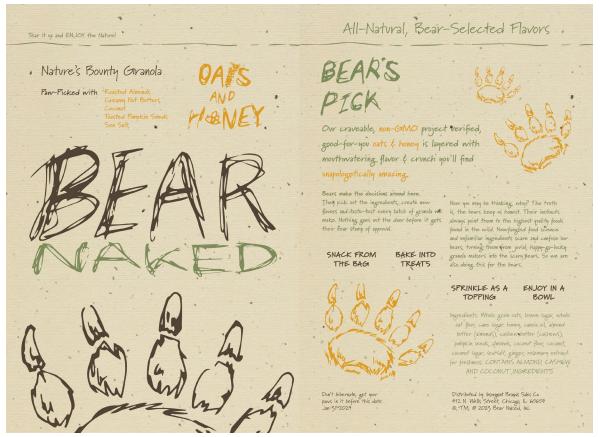


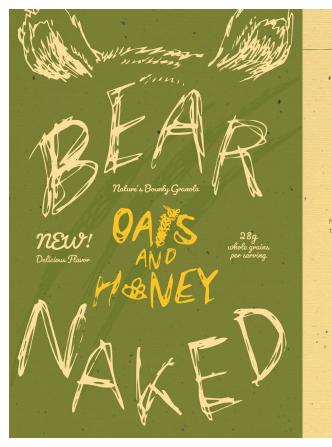




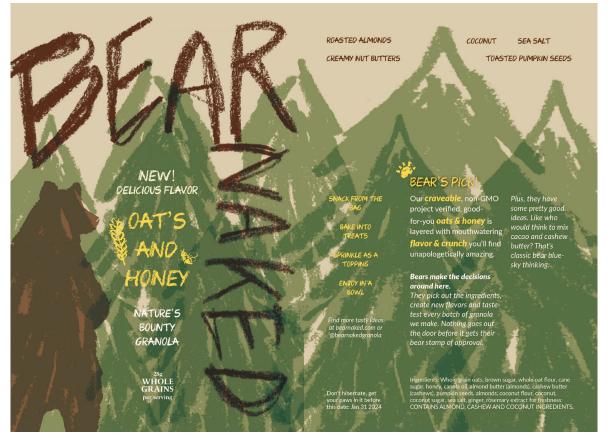












# **EXPLORATION**

Added graphics to emphasize the bear and that it came from nature.

# **HAND DRAWING**

The main text or graphics are handwritten and hand-drawn to emphasize the non-artificial touch.

# **COLORS**

The color palette reflects nature. It focuses on browns, beiges, and greens, the colors found in nature. The color reflects the ingredients that change based on the flavor, so for honey granola, it's yellow.

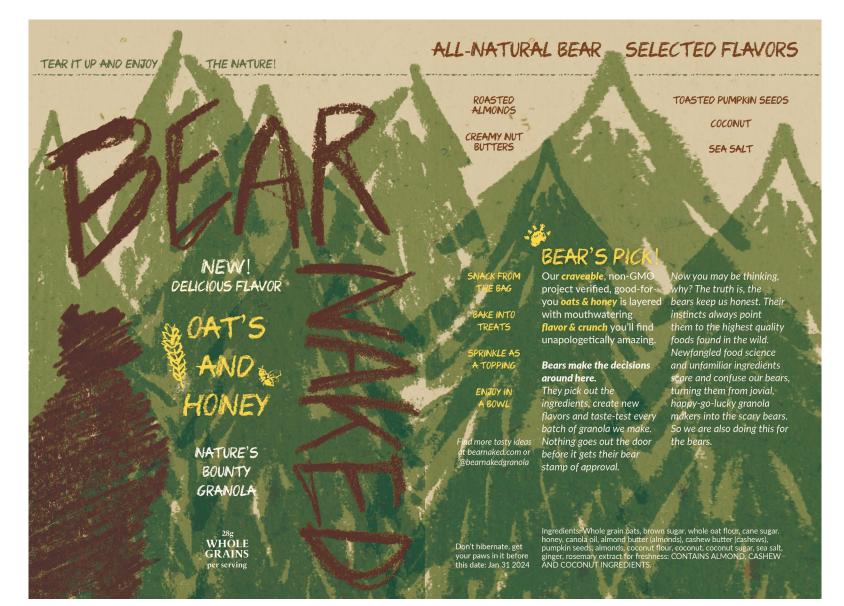


# **TEXTURE**

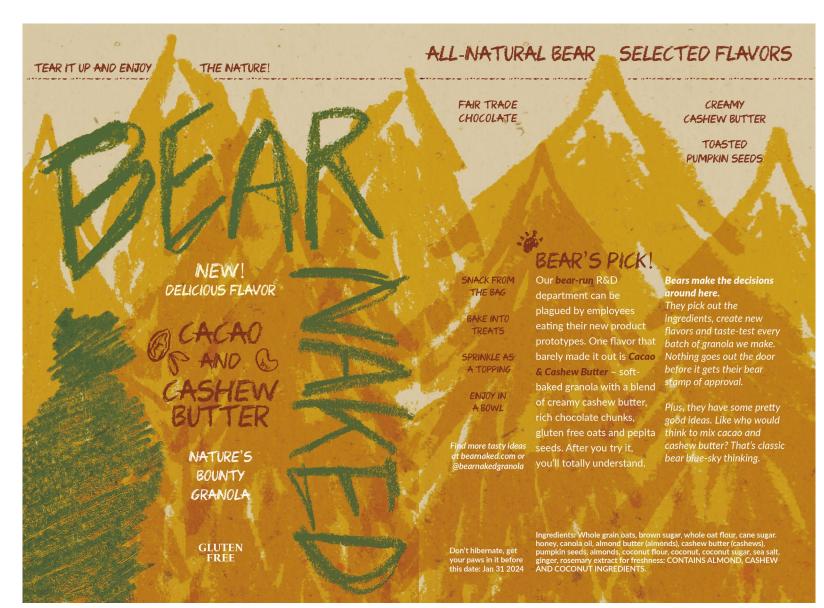
Keeping the rough texture of the pen for naturalness.

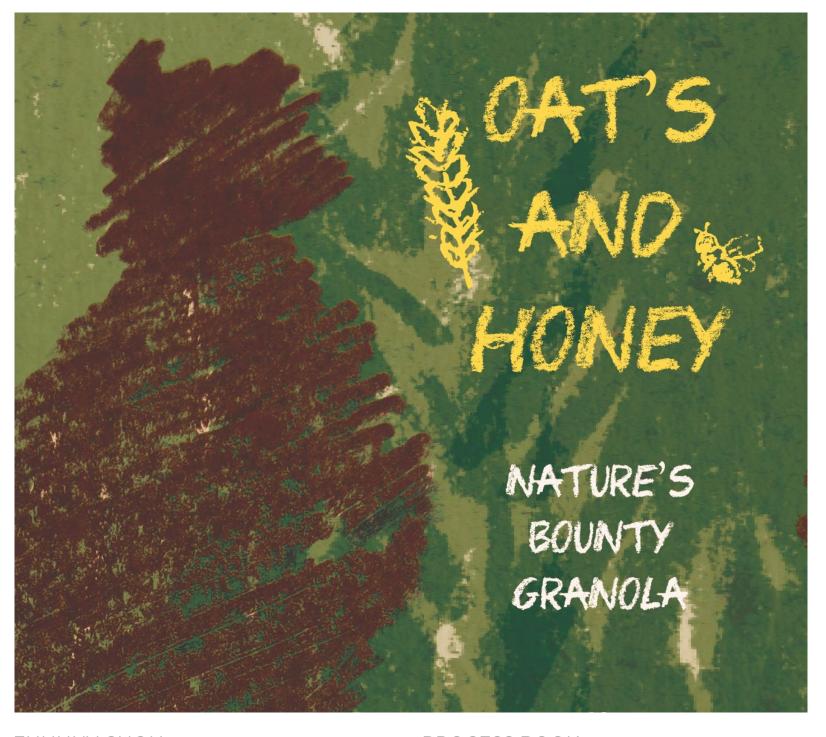
# **ELEMENTS**

Created graphic elements featuring handwritten text and drawings to achieve a more natural look.





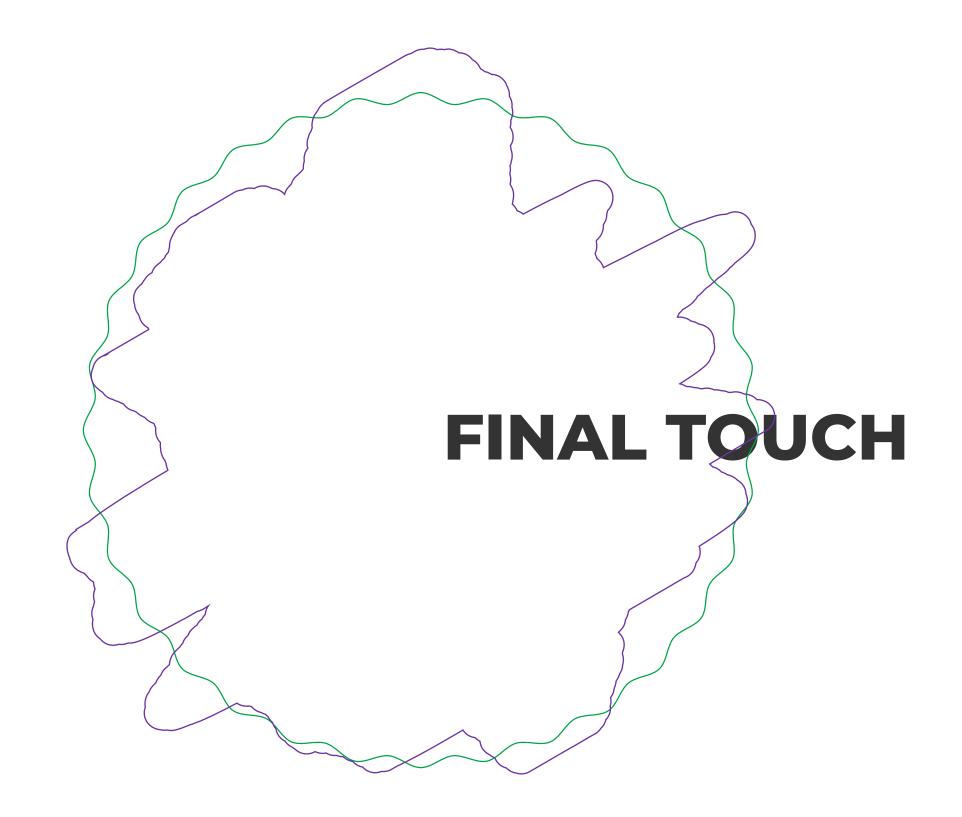






### **FINAL EXPLORATION**

Hand-drawn graphics and kraft paper were used to enhance the natural feel. Varied the colors for each flavor to match the ingredients.







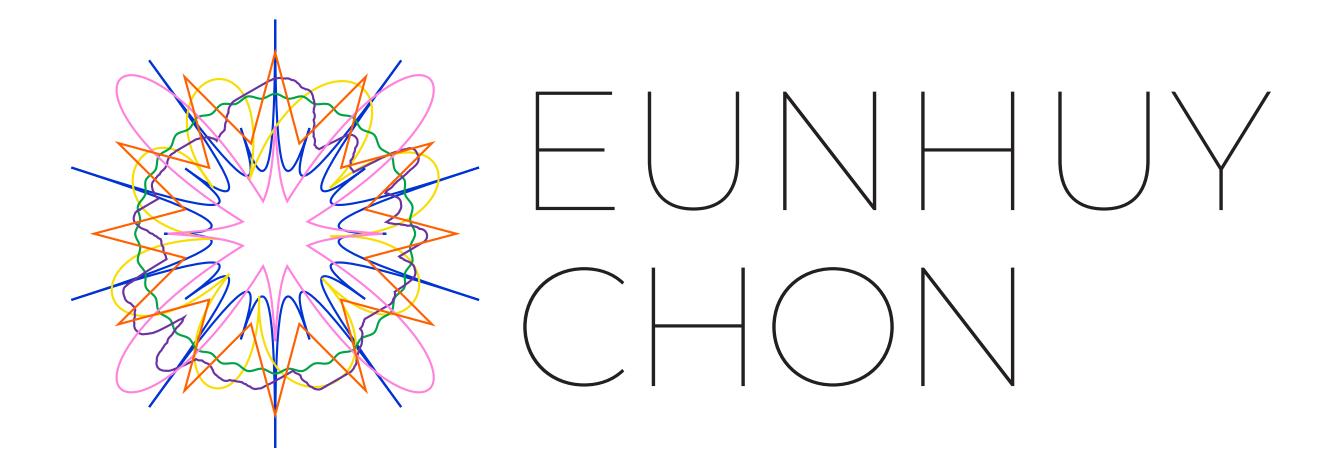












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