



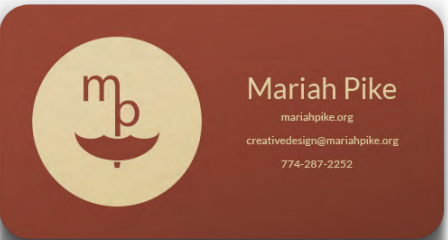
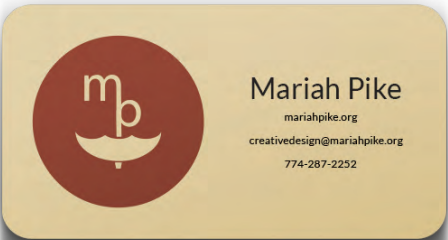
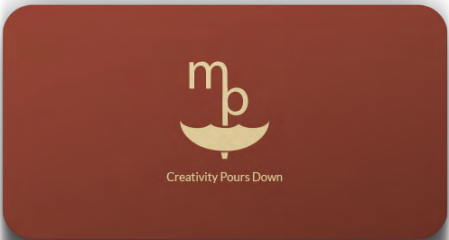
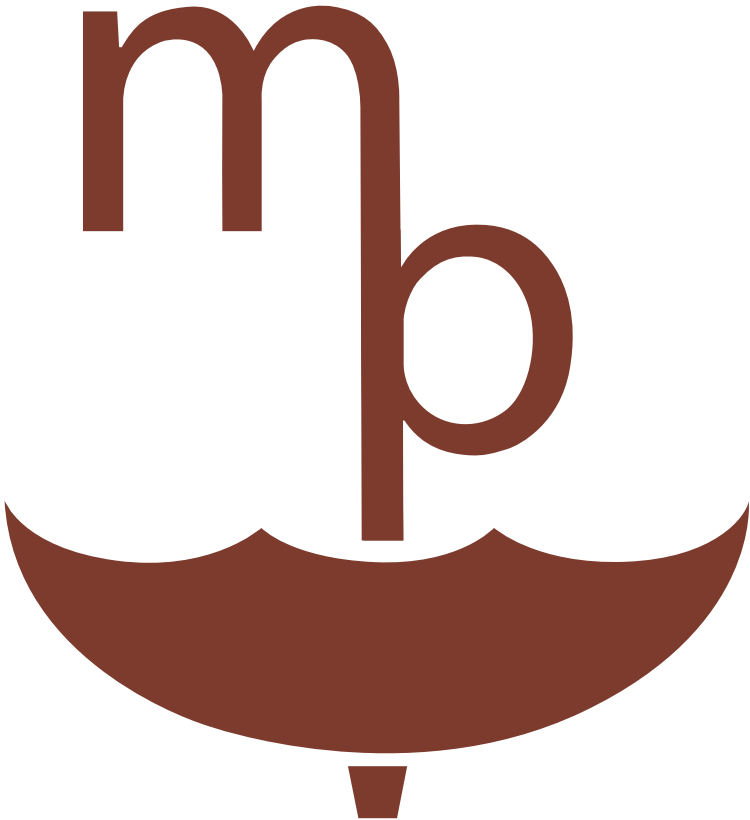
Mariah Pike

Portfolio 2016

# Personal Style Guide

## brand identity -2016

For my personal style guide I wanted to incorporate my initials with an umbrella. An umbrella usually protects you from the downpour, but I wanted it upside down to let the creativity pour down.



# Mariah Pike

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cell: 774-287-2252  
website: [mariahpike.org](http://mariahpike.org)

### Education

Salem State University: College of Arts and Sciences, Salem, MA  
Bachelors of Arts with concentration in Interactive Multimedia  
(2013-2016)

Quinsigamond Community College, Worcester, MA  
Associates of Arts General Studies  
(2011-2013)

### Design Solutions

**BeU Brand**  
(2016)  
D&AD was holding a contest for inspiring designers and artist where there were twenty-two prompts from different companies to choose from. I selected the Redesign Beauty brief from the company Design Bridge. The goal was to create a fictional makeup brand that redefined the standards of beauty. My work was focused on gender-neutral makeup and the idea that being you was being beautiful. I designed a website, mobile website, and product designs.

**#SSUGIVESBACK**  
(2015)  
Salem State University wanted to motivate alumni into participating in National Giving Tuesday, through the 10,000 Reasons campaign. I designed a gif and short animation in response to encourage users to use #SSUGIVESBACK, and donate back to the school. My work was featured online at [salemstateresons.com](http://salemstateresons.com) and selected for social media exposure.

### Awards/ Honors

22nd Annual Massachusetts Statewide Undergraduate Research Conference  
Presented Portfolio (2016)

National Re-Accreditation Exhibit  
(2016-2017)

Certificate of Excellence in Graphic Design and Interactive Multimedia  
(2016)

Winner of Salem State University Earth Day Student Juried Art Exhibit  
(2015)

Phi Kappa Phi Honor Society Member  
(2015-)

Certificate of Special Congressional Recognition  
(2011)

### Skills

Adobe Creative Cloud  
Logo Design  
Branding  
Website Design  
App Design  
Animation  
HTML and CSS



# BeU

## brand identity -2016

BeU is a brand I created for the New Blood Program from the company Design Bridge, which was organized by D&AD. The goal was to redefine beauty; I chose to go with the slogan “Be You Be Beautiful”. I designed a website, mobile website, and product designs.





# Your Cat Doesn't Hate You

brand identity -2016

Your Cat Doesn't Hate You is a theoretical organization whose ultimate goal was to prevent cats from being sent to shelters for behavior problems. I designed a reactive website, t-shirt designs, and promotional animation video. To view entire website and video go to [mariahpike.org](http://mariahpike.org).

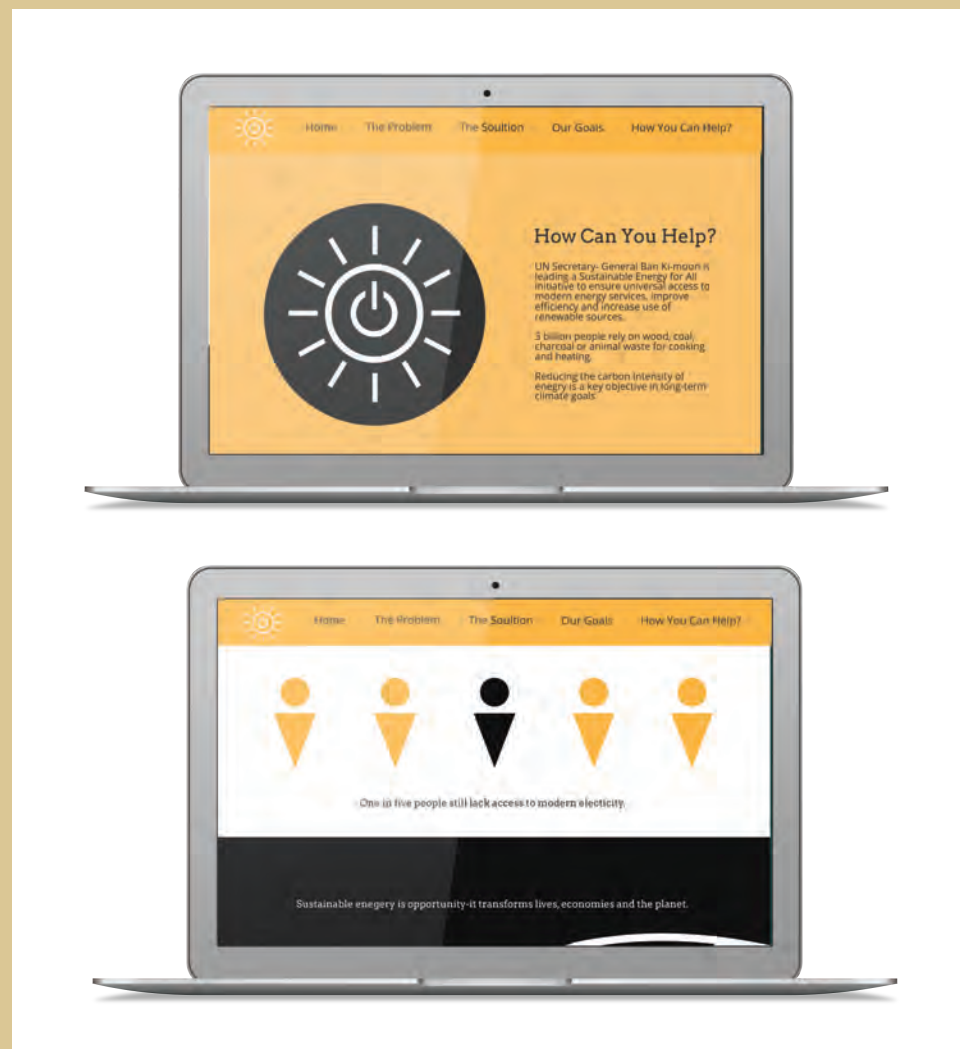




# United Nations

website -2015

The United Nation's website was designed to promote affordable and clean energy; one of the eleven Sustainable Development Summits topics. The goal was to provide a quick summary of the main points so that the viewer would ultimate go to the official page on the UN's website.



# #SSUGIVESBACK

video promotion -2015

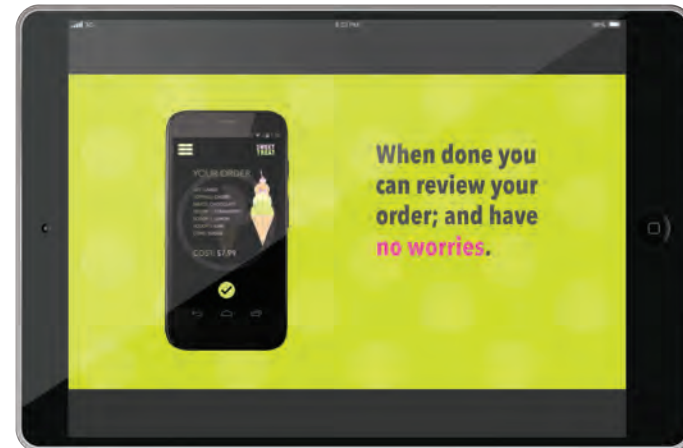
Salem State University wanted to inspire their alumni to participate in the National Giving Tuesday by using their 10,000 Reason Campaign. I designed a short animation and gif in response. My works was featured online at [salemstatereasons.com](http://salemstatereasons.com) and selected for social media exposure.



# Sweet Treat

## app and video design -2015

Sweet Treat is an app I designed to let a user preorder their ice cream without waiting in line. A demonstration of the app can be seen in the video promotion, which takes the user through a standard order. To view entire app and video go to [mariahpike.org](http://mariahpike.org).

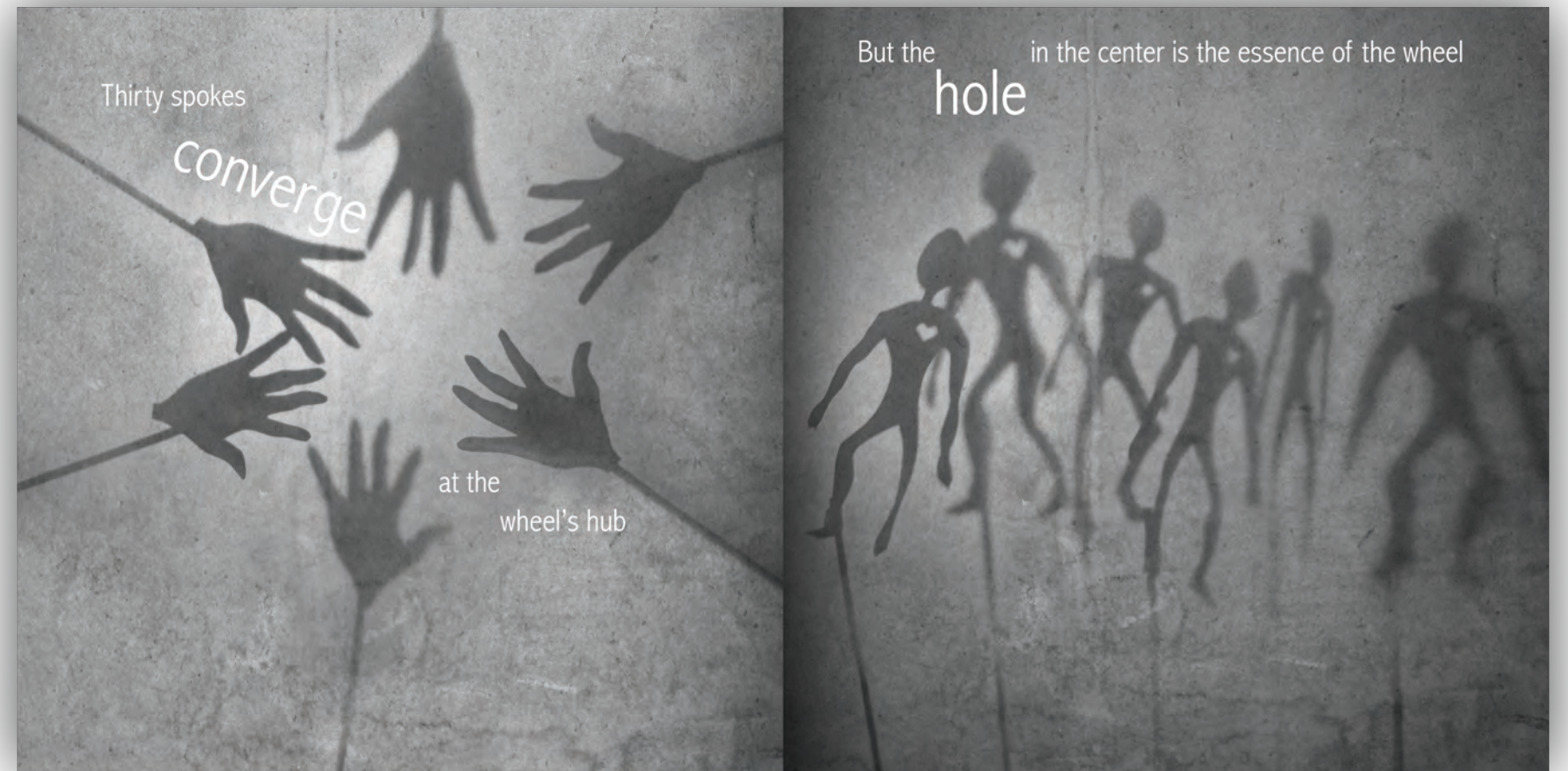




# Lao Tze

book -2015

I was assigned to create new visuals and text display for Lao Tze's 11th Aphorism. My goal was to have darker and mysterious feel to the visuals than what the text originally suggested. I constructed shadow puppets and then photographed them to produce the imagery.



# Visual Quote

poster and video -2015

The goal was to create a poster and animation based around a quote from a notable artist. I chose to use a quote from Jack Vettriano. The poster and video had to correspond to a theme similar to the artist's work, but with my own spin. To view entire video go to [mariahpike.org](http://mariahpike.org).

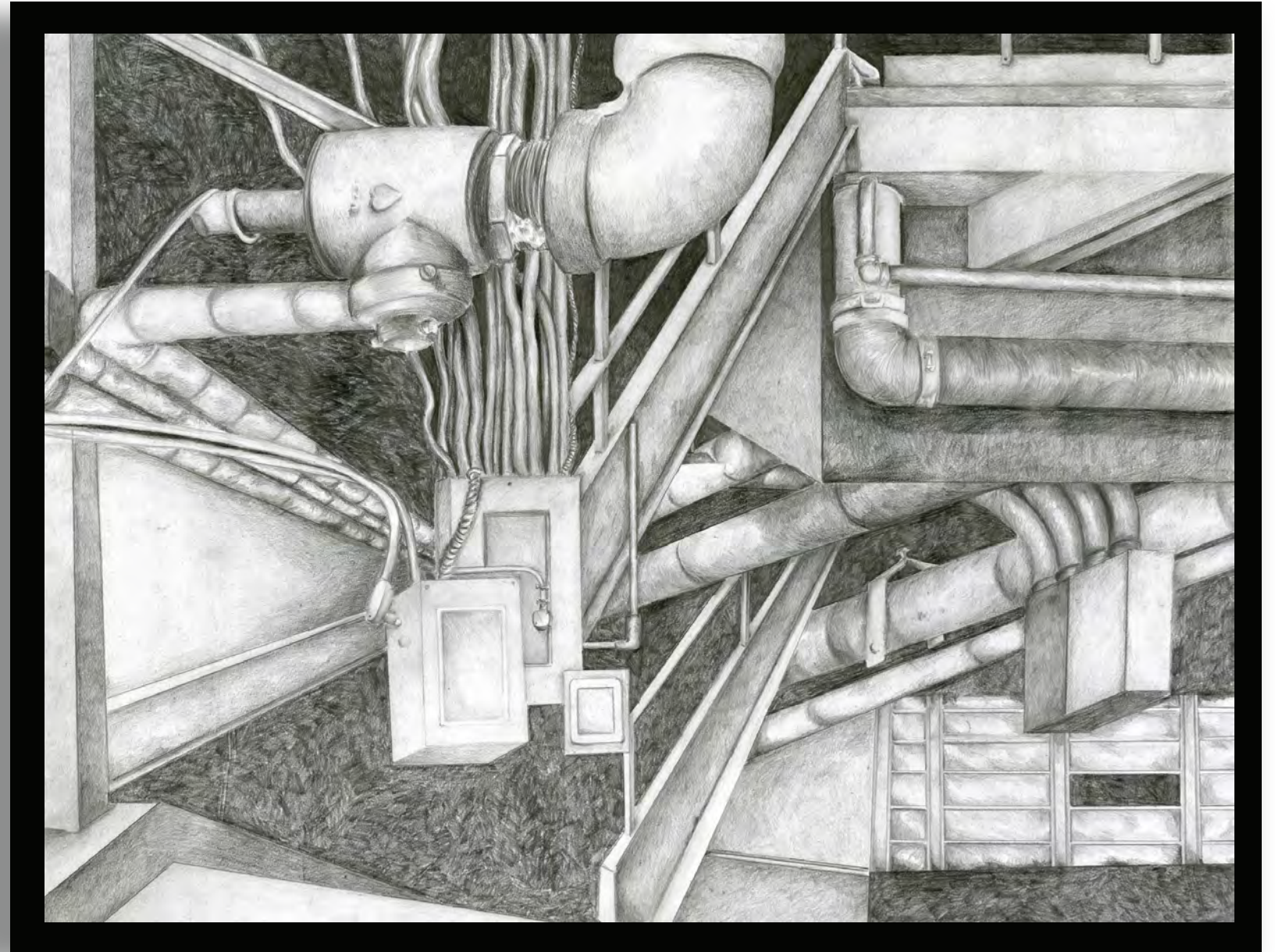




# Pipe Dream

pencil drawing -2014

Pipe Dream is a drawing made by observing various areas in the Sullivan building, and combining them together in a unique way. The picture's dimensions are three feet by two feet.

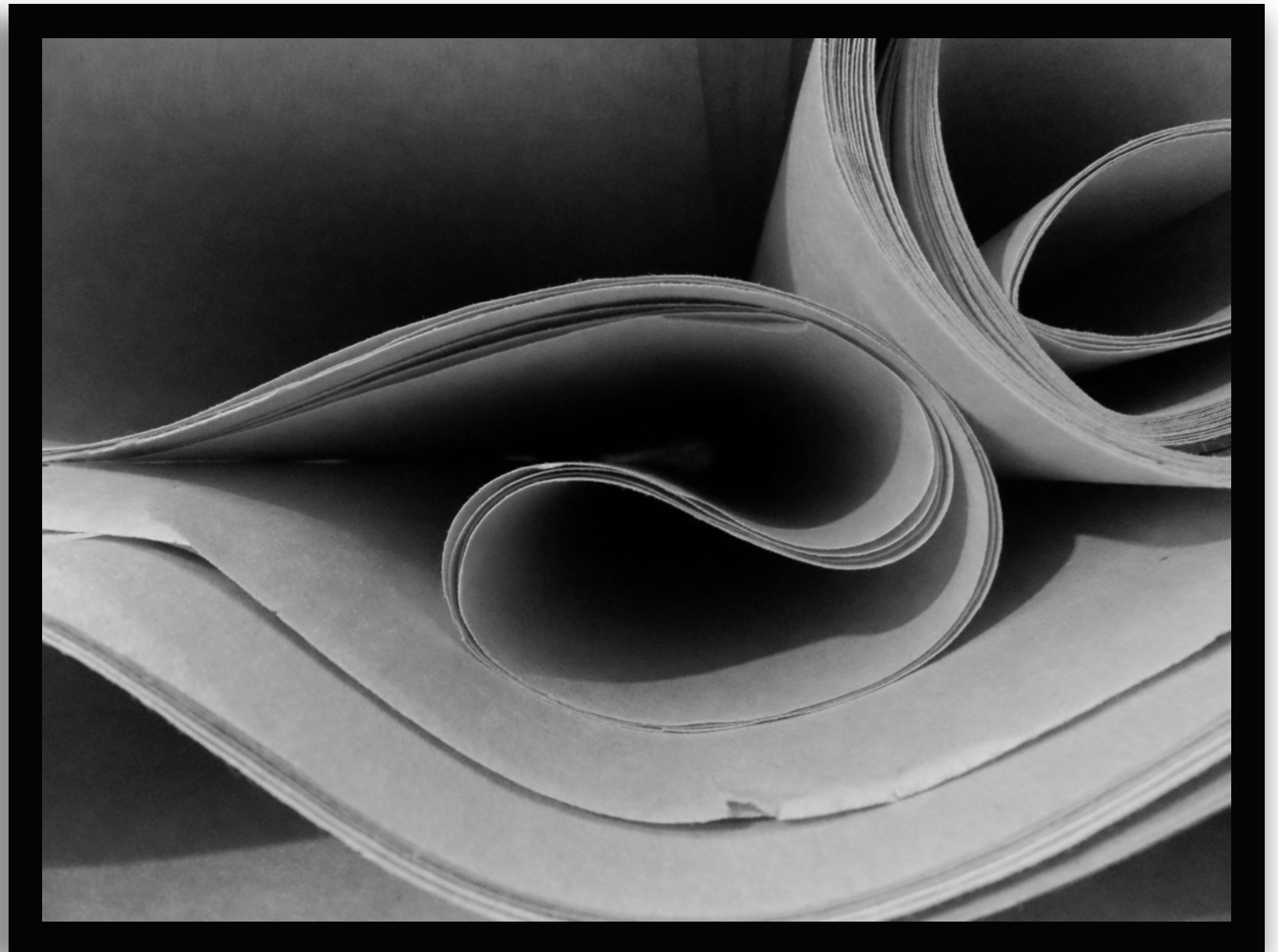
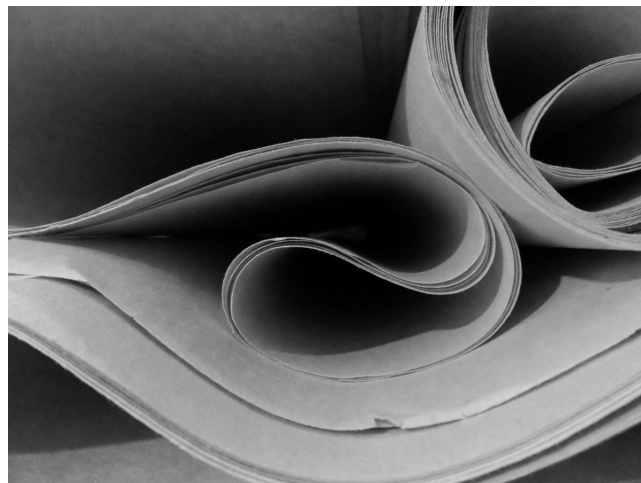




# Paper Scroll

photograph -2016

A black and white photograph of rolled up drawing newsprint. Original dimensions 10 inches by 7 and half inches or 4608px X 3456px with a resolution of 460 pixels/inch. Printed on Epson Professional Paper.



# BeU

brand identity -2016





# Your Cat Doesn't Hate You

brand identity -2016

