

# PORTFOLIO

GABRIELA  
GÜTIERREZ

GRAPHIC DESIGNER & ILLUSTRATOR



# GABRIELA GÜTIERREZ

## GRAPHIC DESIGNER & ILLUSTRATOR

Hi, I'm Gabriela, a graphic designer and illustrator based in Tampa, Florida. With a background in art and illustration, I create thoughtful design that helps brands and ideas come to life across branding, print, social media, and web. I'm especially drawn to projects that let me refine, elevate, and bring a stronger visual identity to something.

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### SKILLS

Brand Identity

Logo Design

Packaging Design

Illustration

Adobe Creative Suite

Print & Editorial Design

Web & Digital Assets

Procreate

Canva

Content Creation

Video Editing

Marketing Strategy

Social Media Graphics

Photography & Photo Editing

# BROOK'S BREW

LOGO REDESIGN · PACKAGING & CAN DESIGN · CONCEPT BRANDING · ILLUSTRATION

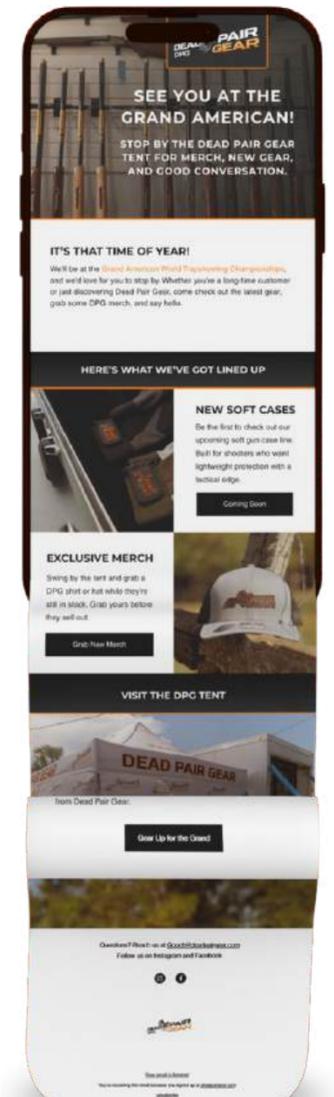
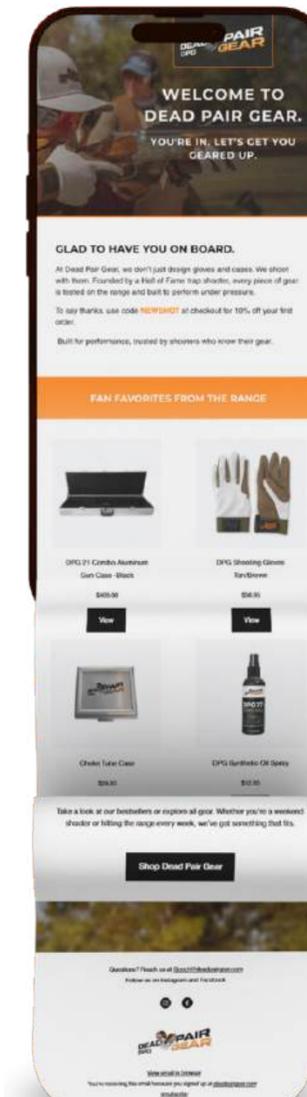
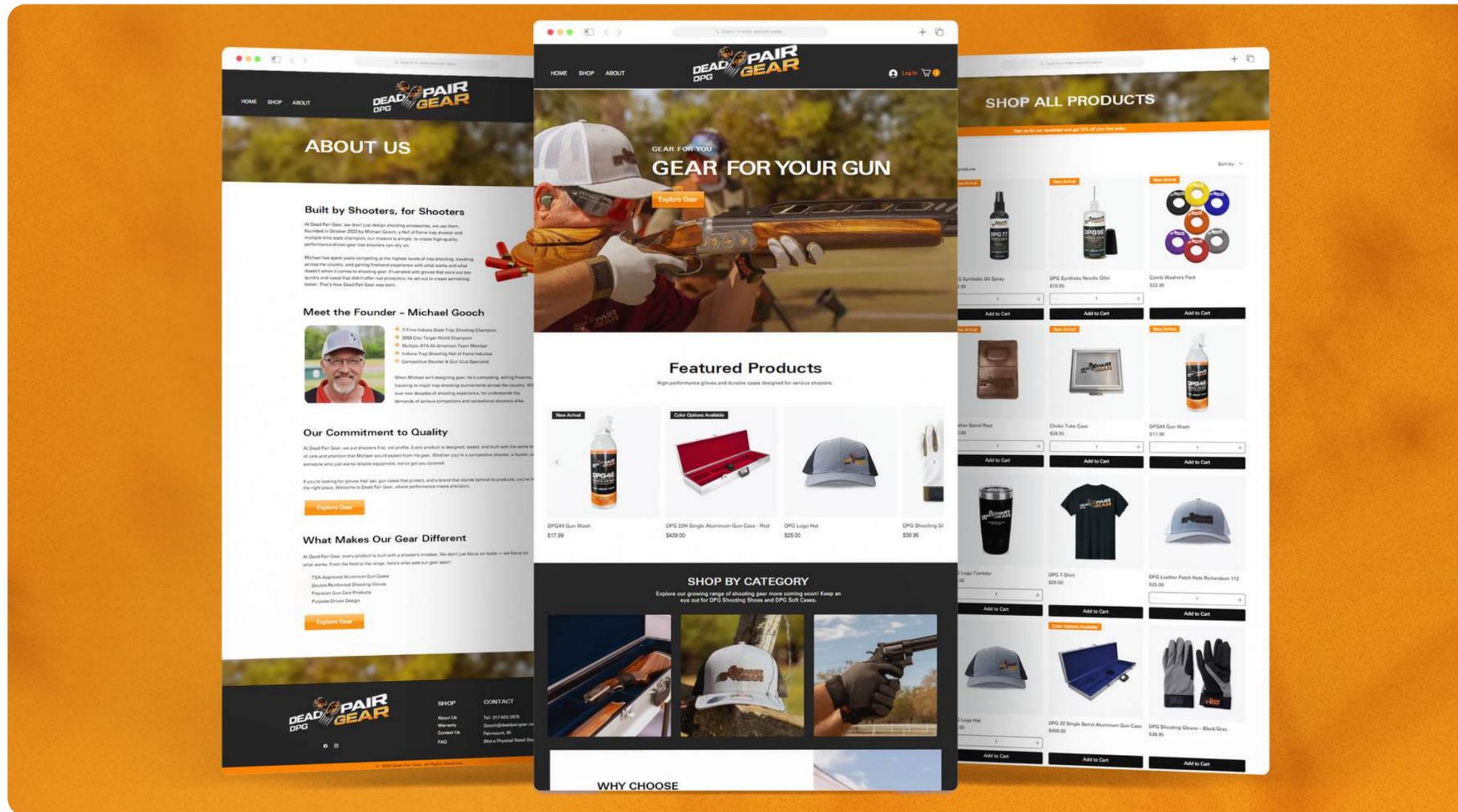
Brook's Brew is a passion project imagining a collaboration between Liquid Death and the anime One Piece. I redesigned Brook's character logo and applied it to a custom beverage can design to explore branding in the entertainment crossover space.



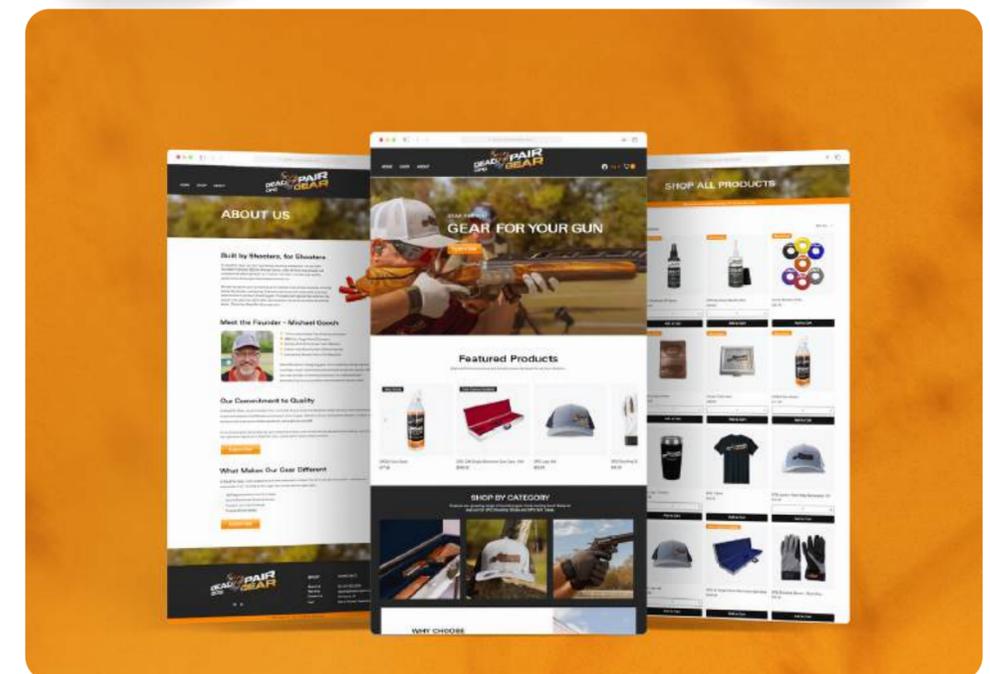
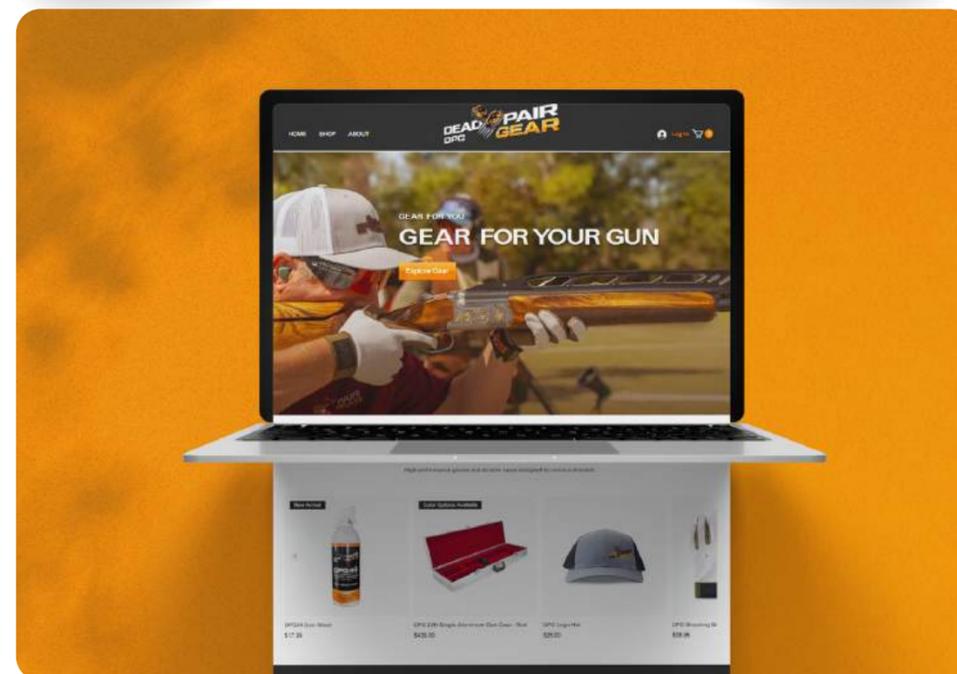
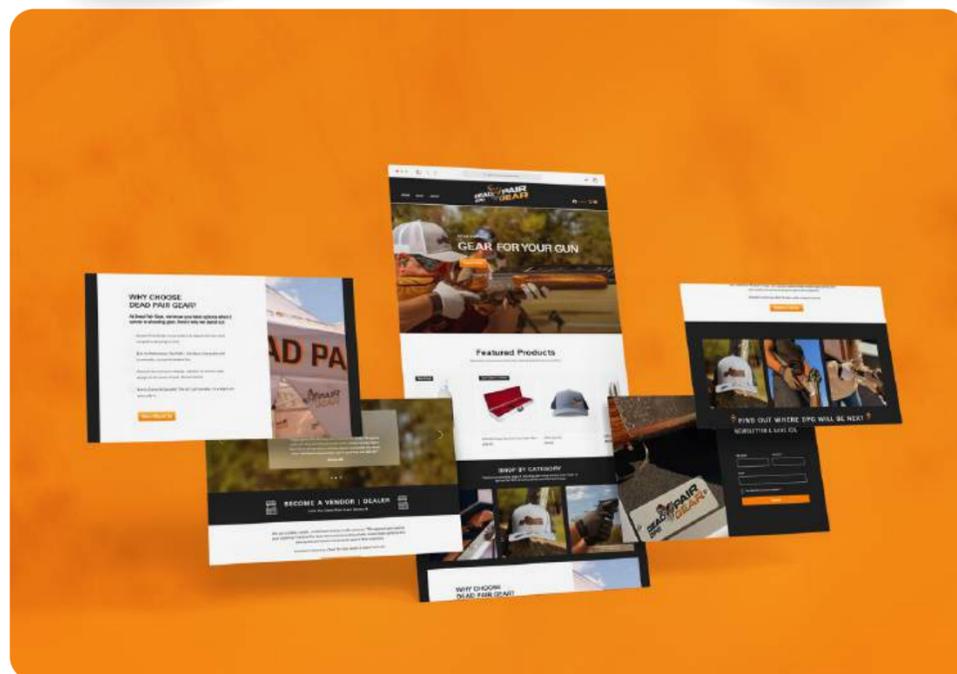
# DEAD PAIR GEAR

WEBSITE DESIGN · PRODUCT PHOTOGRAPHY & EDITING · PACKAGING DESIGN · MAGAZINE ADVERTISEMENT

Dead Pair Gear is a performance brand created by a decorated world champion trap shooter. I was responsible for designing the e-commerce website, packaging, and promotional materials, ensuring the brand looked as sharp and professional as its founder's reputation. Beyond design, I personally shot and edited the majority of the product photography, giving the brand a cohesive visual style across online and print.



# DEAD PAIR GEAR



# NATUROMA

LOGO DESIGN · PACKAGING DESIGN · CONCEPT WEBSITE & SOCIAL MEDIA

Naturoma is a small business focused on natural skincare and wellness products. I developed the logo, packaging, and brand concepts, highlighting the brand's clean, organic values through modern visuals and mockup applications.



# NATUROMA



# CAPYBAR

LOGO & BRAND IDENTITY · MENU DESIGN · POSTER ADVERTISEMENT

Capybar is a conceptual project combining the idea of a themed bar with capybaras, similar to animal cafés. I developed the brand identity, menus, and promotional materials to give the bar a fun, welcoming personality.



# VALUE VISION

LOGO DESIGN · BRAND IDENTITY SYSTEM · PACKAGING & STICKER DESIGN

Value Vision is a children's eye care brand with a playful yet professional identity. I created the logo, brand system, and packaging, along with sticker concepts to connect with kids and make the experience approachable and fun.



# VALUE VISION



# TACUBAYA

LOGO DESIGN · BRAND IDENTITY SYSTEM · APPAREL & MERCHANDISE DESIGN · ENVIRONMENTAL BRANDING

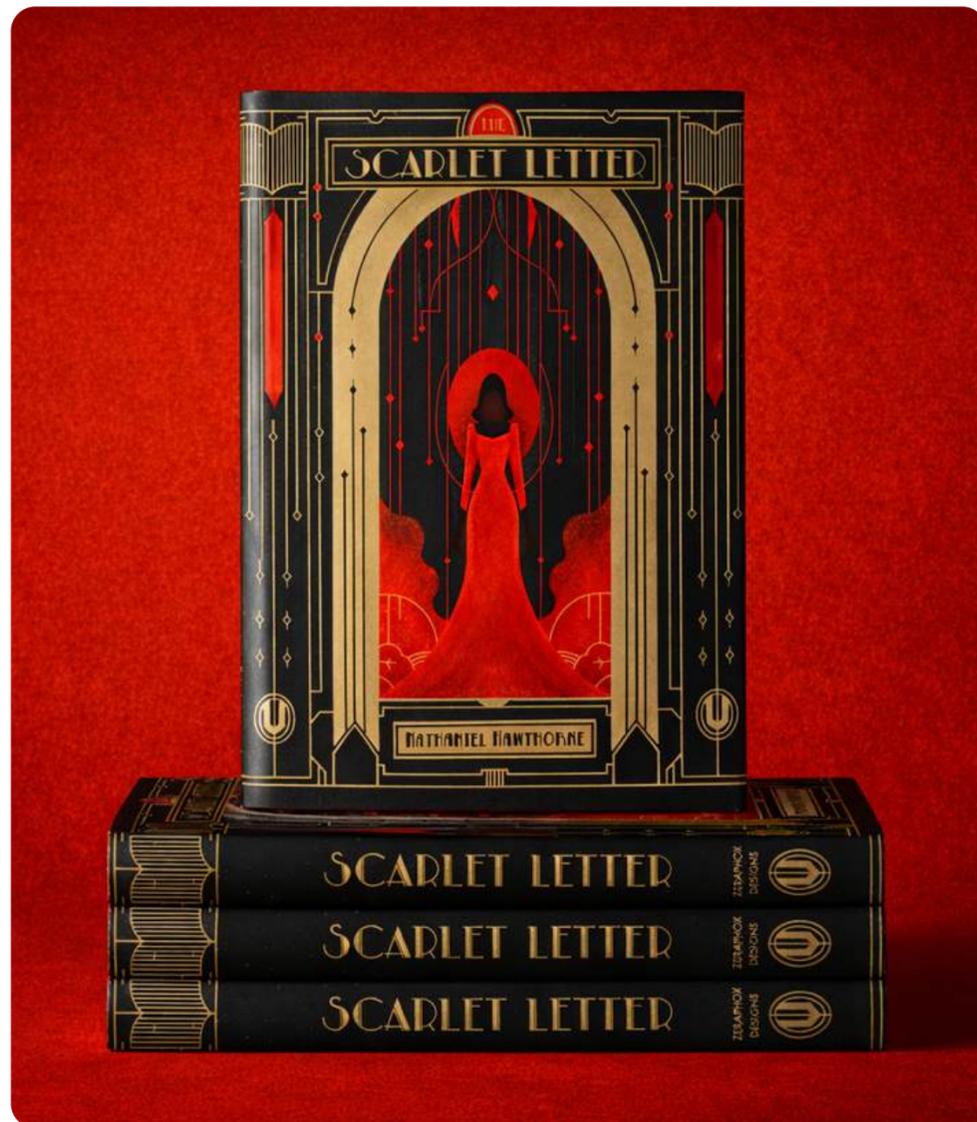
Tacubaya is a Cuban family-owned restaurant in Nicaragua. I developed a brand identity inspired by the vibrant tile patterns found in Cuban homes, creating an authentic and welcoming aesthetic. The system included logo design, apparel, and branded materials that capture the restaurant's warm, traditional atmosphere.



# SCARLET LETTER

ILLUSTRATION · BOOK COVER DESIGN · STYLE FUSION (ART DECO + LITERATURE)

This project reimagines Nathaniel Hawthorne's *The Scarlet Letter* through the lens of Art Deco design. The concept merges a cornerstone of American literature with the bold geometry, symmetry, and ornamental elegance of the Art Deco movement. The resulting cover presents a visual reinterpretation that honors the novel's classic roots while offering a fresh, strikingly modern perspective.



# ZERAPHOX

CUSTOM TYPOGRAPHY · LOGO & ICON DESIGN · BRAND IDENTITY SYSTEM · ILLUSTRATION

Zeraphox is my personal branding project, designed to embody creativity, boldness, and gaming-inspired energy. I developed a custom logotype and fox icon, refining them into a versatile system that works across digital, print, and merchandise applications. The design reflects my personal design voice and serves as the foundation for my creative presence online and professionally.

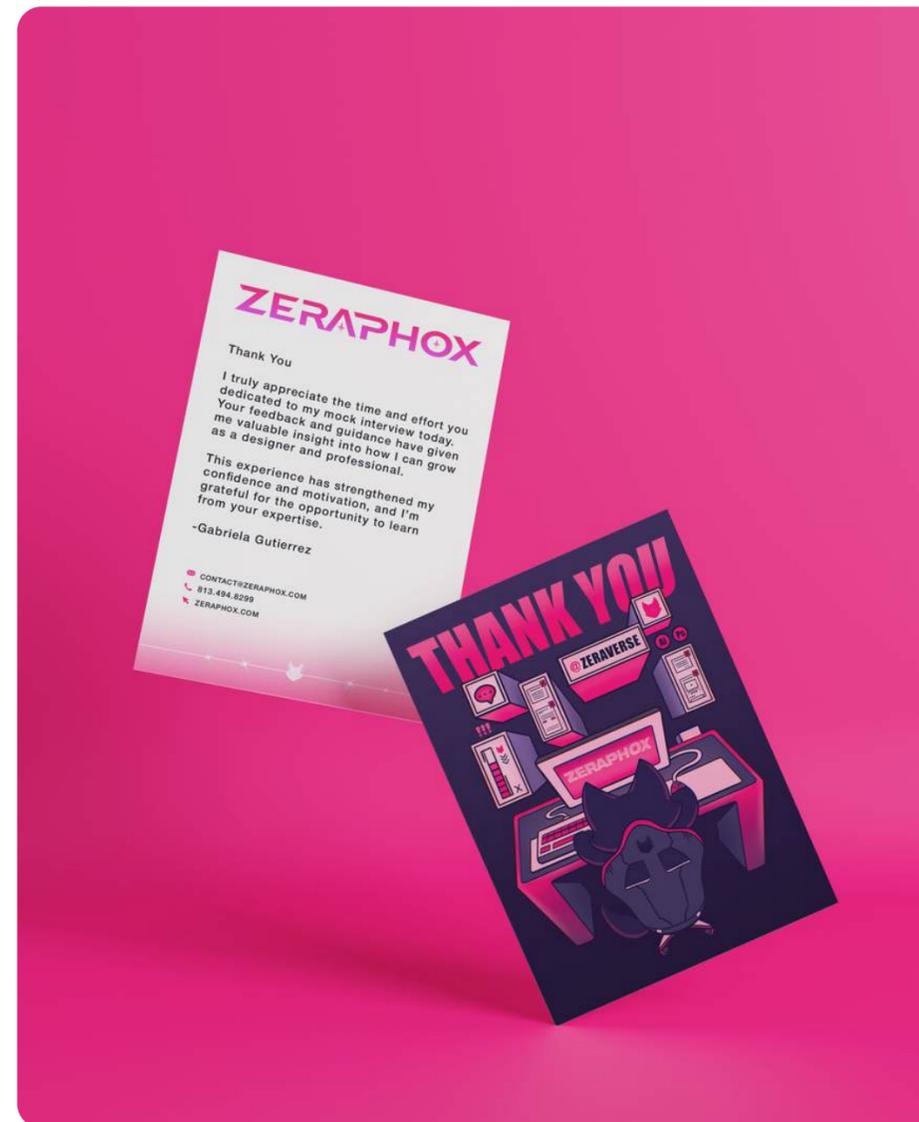


## ZERAPHOX

PRIMARY TYPEFACE  
USED FOR LOGO AND HEADINGS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ZERAPHOX

SECONDARY TYPEFACE  
USED FOR BODY COPY  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# THANK YOU ✨

GABRIELA  
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[CONNECT WITH ME](#)



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[WWW.ZERAPHOX.COM](http://WWW.ZERAPHOX.COM)

813-494-8299

[HELLO@ZERAPHOX.COM](mailto:HELLO@ZERAPHOX.COM)