Chloe Watson

Hello,

I am a Graphic Design graduate from the University of Illinois at Chicago. Through my process of project designs and internships, I have found my passion for product design. When I am at the check out at a store or in a movie theater, I am paying close attention to the designs I see around me. From popcorn bins to soda lables, I enjoy seeing thegraphic art on each and question how could I do that, but better

My Goal,

As a designer is to provide an elevated experience for my clients through quality work, collabortation, and expertise

Spotify Your Way

In a Zine called, WeUs, featured in The Silverroom in Chicago, my spread is in celebration of Black artists that have made history and will be legends in the music industry forever. The Silverroom celebrates and focuses on the Black community, therefore this Zine was geared towards the audience in which the business reflects. I enjoy R'n'B music and believe focusing on prominent Black artists in history would be a unique feature to have included amongst the heavier reading pieces showcased in the Zine. The scannable code in the bottom left corner brings the reader to a collaborative playlist on Spotify. I wanted this to be inclusive and interactive, readers can add music and listen to the already existing playlist I curated while reading the Zine or going about their everyday lives.

Software Used: Adobe Illustrator, InDesign

Designed and Organized by
Chloe Watson

Spotify Your Way

A Collaborative Playlist
For All To Enjoy

Add To It.

Dance To It.

Jam To It.

Michael Jackson
Prince
Ray Charles
Beyoncé
Erykah Badu
Alica Keys
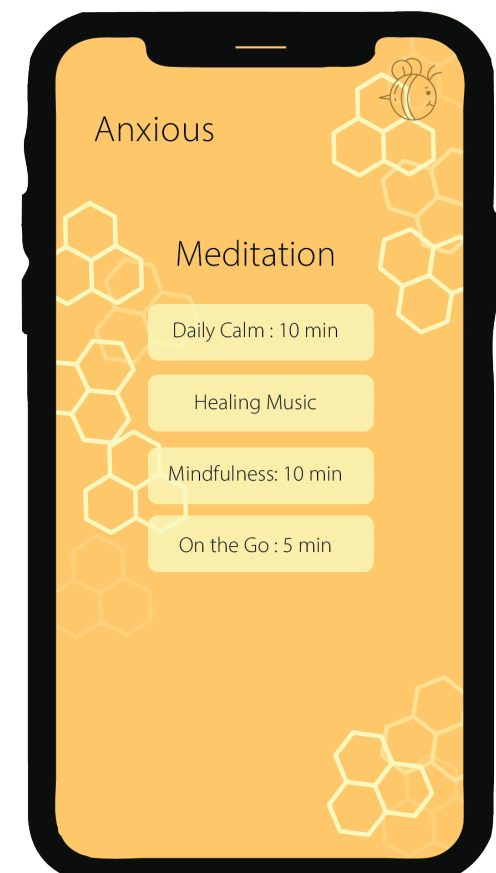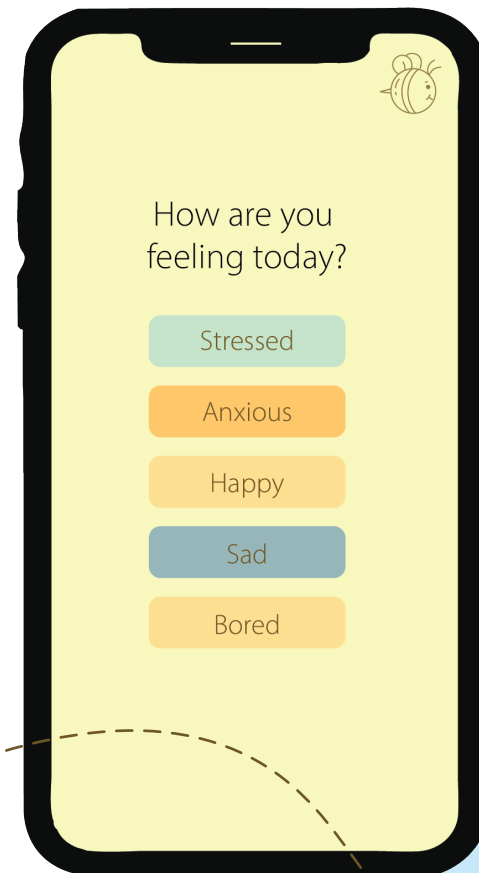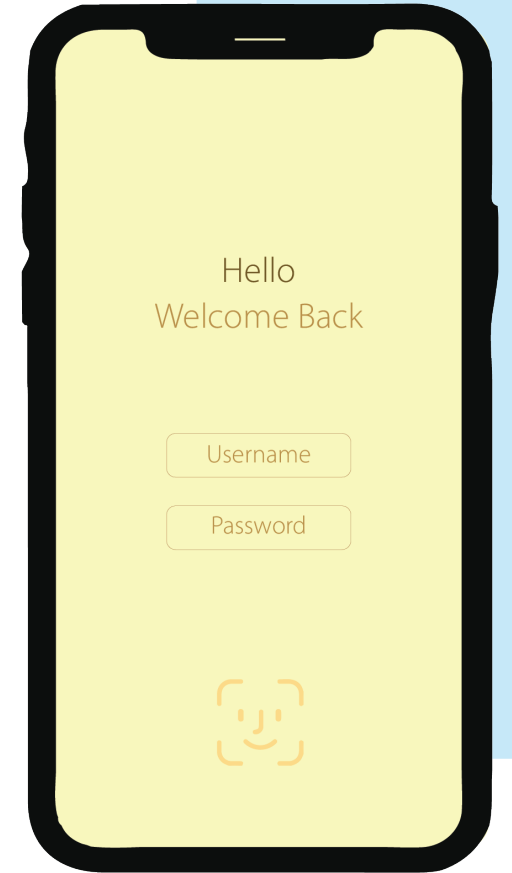**Stevie Wonder**
Usher
And More

Scan this with your Spotify app!

02 Bee Well

There are people of all ages that experience mental health problems. Specifically, since COVID hit, there has been an increase in diagnoses due to the isolation and tragedy many faced. COVID brought to light pre-existing issues for many people, and wellness checks can be vital. Bee Well provides daily check-ins, supports emotional wellbeing, offers healthy distractions from negative self-talk, and helps manage one's mental health in a simple way. The user can choose from a range of emotions: happy, sad, bored, anxious, and stressed. The option to choose "happy" allows one to recognize the good days, of which there may be more than one might think.

Software Used: Adobe Illustrator, InDesign

Bee Well

Hello
Welcome Back

Username

Password

How are you feeling today?

Stressed

Anxious

Happy

Sad

Bored

Anxious

Meditation

Daily Calm : 10 min

Healing Music

Mindfulness: 10 min

On the Go : 5 min

03 Club Bed

During my summer internship with the start up company Club Bed, I was given the opportunity to create boxes for merchandise to be sent to social media influencers. The criteria was simple, a logo, mostly black and white, and I was given set text. I got to learn how to assemble a 3D box through a site called Packola and adapt sizing and quality of my images for a flawless outcome on each panel. 50+ of these boxes were sent out, this is one of my favorite projects due to the fact that I was given the creative freedom with minimal boundaries to design!

Software Used: Adobe Illustrator, Packola
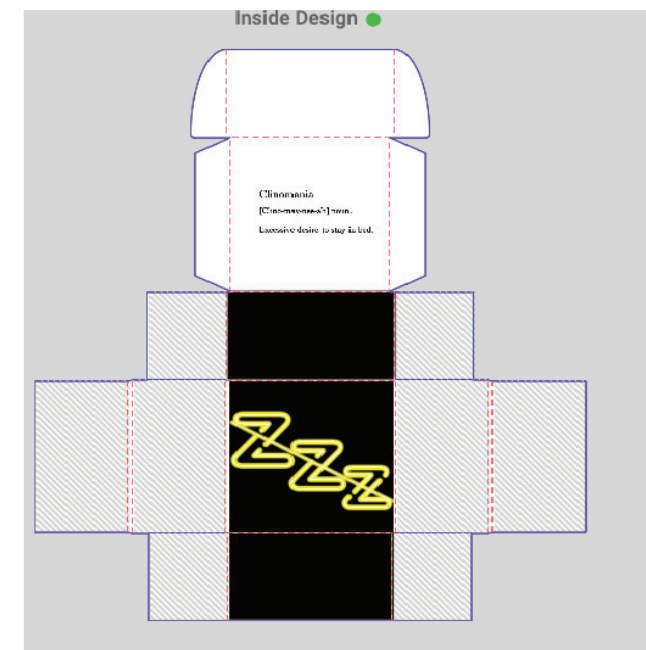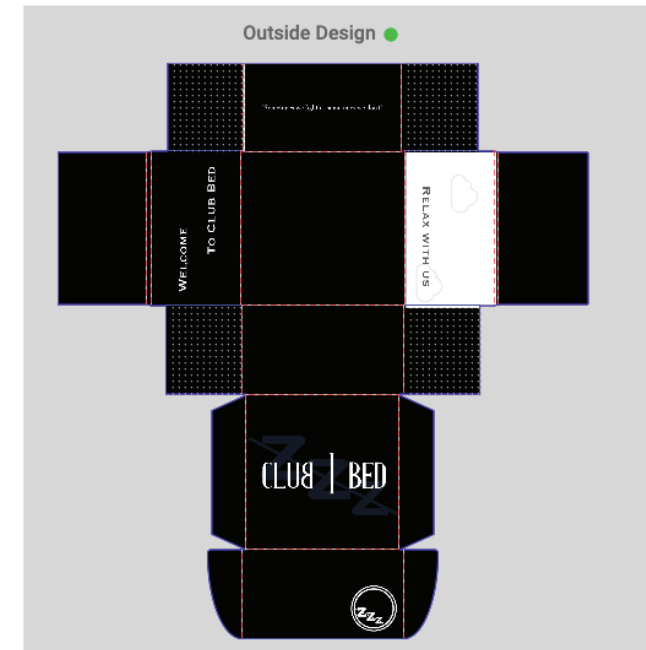
Target Concept

In day-to-day life many individuals face social anxiety that can often times be debilitating. This can drive some to avoid shopping in settings that are overwhelming or trigger decision paralysis, my example here is Target. The Target concept I introduced for this project is called "Arrows", a system of both floor decals and posters that would help those feeling overwhelmed have an outlet to remain focused and calm. To get what they need in a way that allows them to avoid talking to people, making eye contact, or having those uncomfortable moments that can be anxiety inducing.

Software Used: Adobe Illustrator

A Time.

At.

Step.

One.

Smile.

Because you're Worth it.
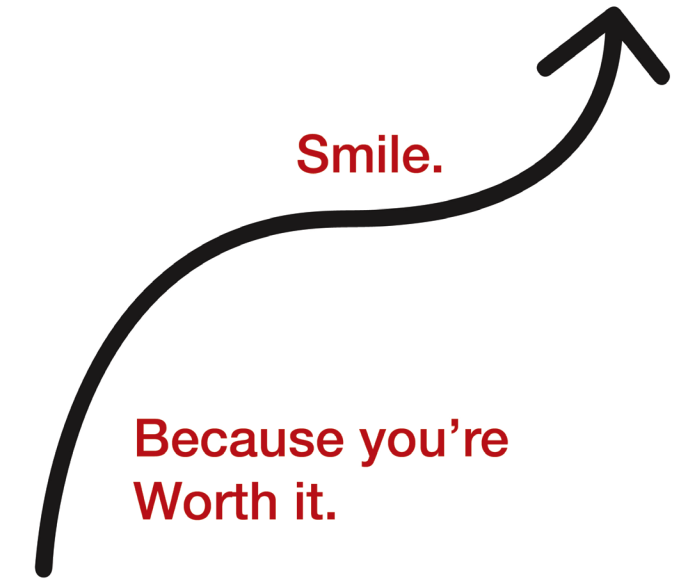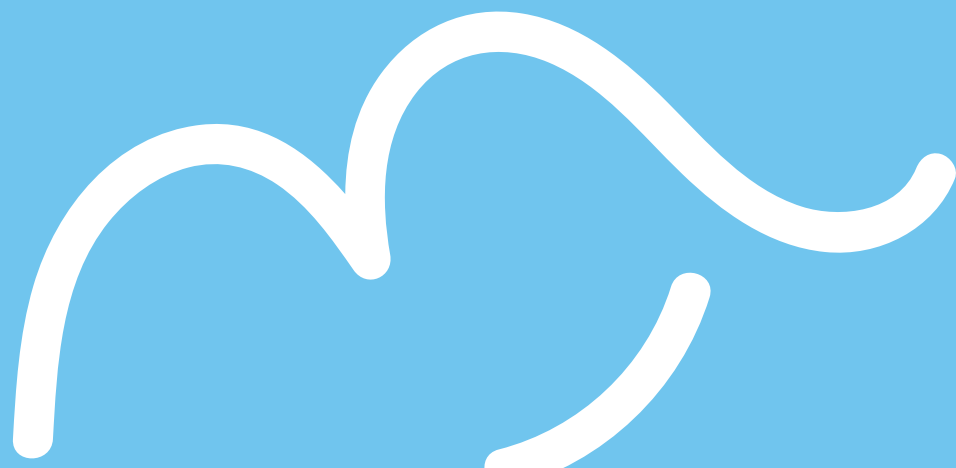
Welcome.

Introducing Arrows,

Our new way Of getting around.

Your shopping, Stress free.

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Look for the hidden faces on each blue page!