



# SPENSER WEEKS

PORTFOLIO  
2019-2024



# PORTFOLIO

## 2019-2024

### Spenser Weeks **here.**

Reflecting on my journey as a graphic designer brings to mind a pivotal moment from my childhood: winning a coloring contest at the age of five. The prize, a \$25 gift card to our local art store, might have seemed modest, but it ignited a spark within me that has grown into a roaring fire. My artistic vision has always been deeply inspired by the dreamy atmospheres, stark contrasts, and noir themes prevalent in certain films and photography. These elements have a way of seeping into my work, whether I'm holding a pen, a pencil, a camera, or embarking on a personal design project. It's as if these influences are woven into the very fabric of my creative DNA, guiding my hand and shaping my aesthetic sensibilities.

This inherent creativity has driven me to test my mettle across various mediums, leading to notable achievements along the way. I've won awards for my print and web ads in my college newspaper, a testament to my ability to blend visual storytelling with effective communication. My passion for sharing knowledge led me to teach painting classes, where I could inspire others with the joy of creating. My endeavors in photography have not gone unrecognized, as I've placed in professional contests, further validating my skills and vision. Additionally, my foray into filmmaking culminated in winning first place in an open division amateur short horror film contest, showcasing my ability to craft compelling narratives visually.

Being a graphic designer for me is not just a profession; it's a continuous exploration of how dreamy and contrasting elements can be melded into visually compelling narratives that speak to the viewer on a profound level. My journey is a testament to the power of creativity, the importance of diverse experiences, and the impact of storytelling through design, photography, and film.



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**BRANDING + CORPORATE DESIGN**



**Park Seed**<sup>®</sup>  
Let's GROW Something GOOD

**print  
email  
web  
social  
branding**

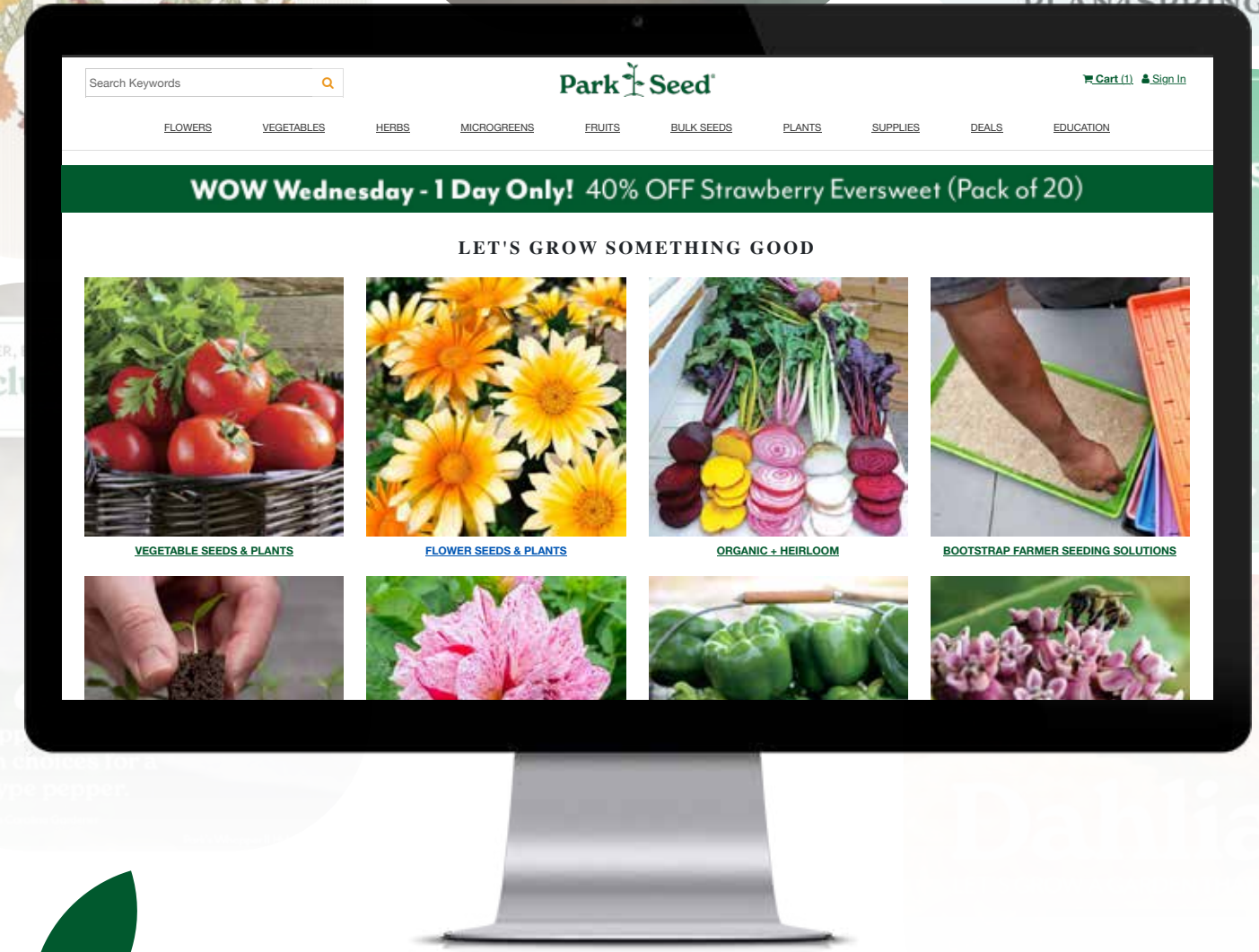
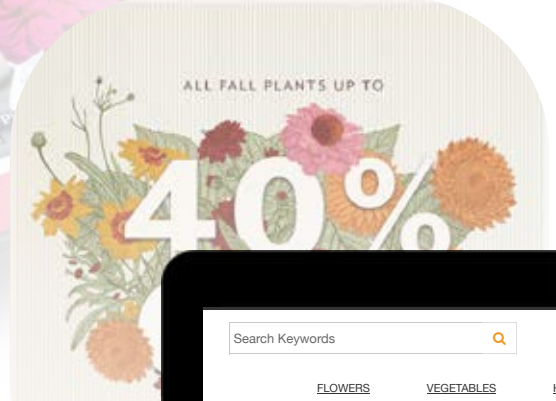


SCAN TO VIEW THE ONLINE CATALOG



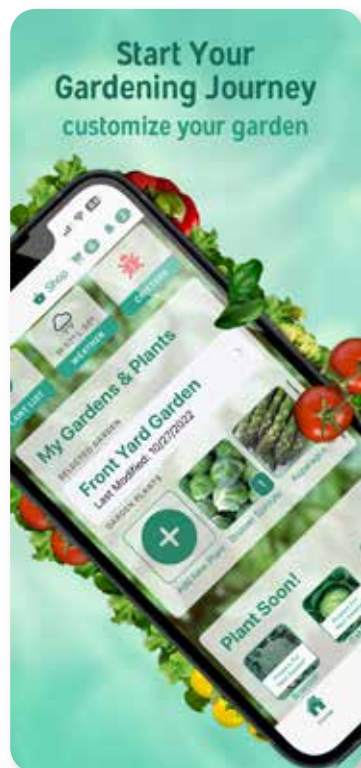
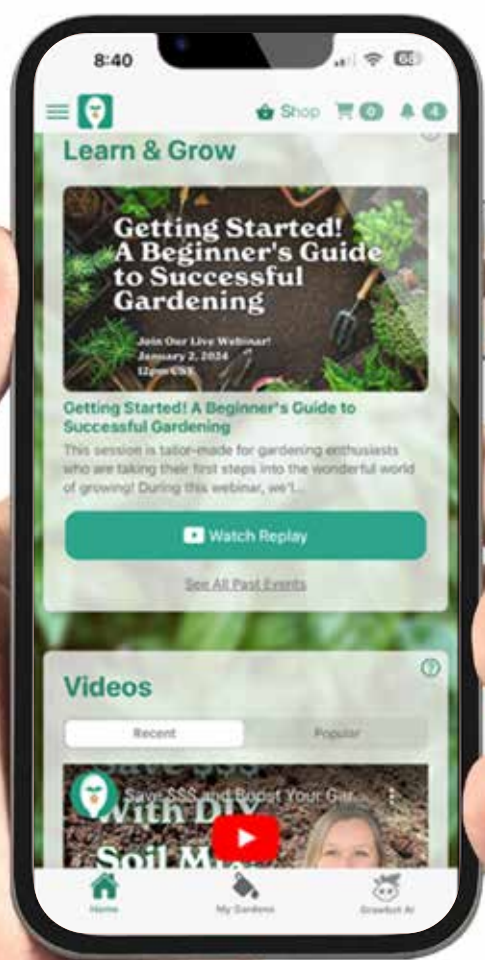
# Let's Grow Something Good

Park Seed is guided by quality, integrity, and innovation. Our dedication to excellence and sustainability ensures we provide only the finest seeds and gardening products. We prioritize strong relationships with customers, exceptional service, and a commitment to environmental stewardship. At Park Seed, we aim to be more than a seed company—we strive to be a partner in cultivating beautiful, productive gardens that enrich both lives and the environment.





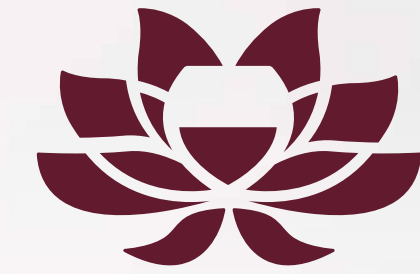
Dale & Carrie Spoonemore began a journey into agriculture in 2015, driven by the aspiration to lead healthier lives. Embracing the cultivation of crops and the associated lifestyle transformations significantly enhanced their well-being. This inspired them to conceive the "From Seed to Spoon" garden planner app, a resource dedicated to facilitating personal journeys for others in cultivating food. The logo process began by taking their original logo & refreshing the typeface to represent a modern farmers market feel. The spoon was modified to a more stylized version to balance well with the text. Turquoise tones complimented by orange allows the logo to feel fresh, revitalizing, and inviting. Growing food can be easy & fun!



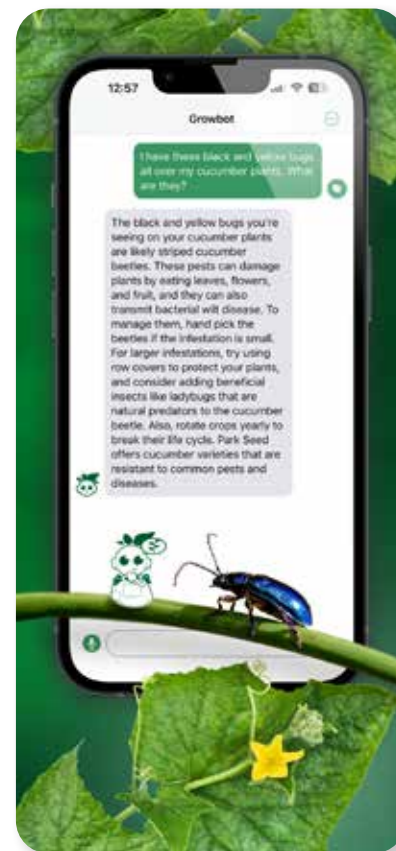
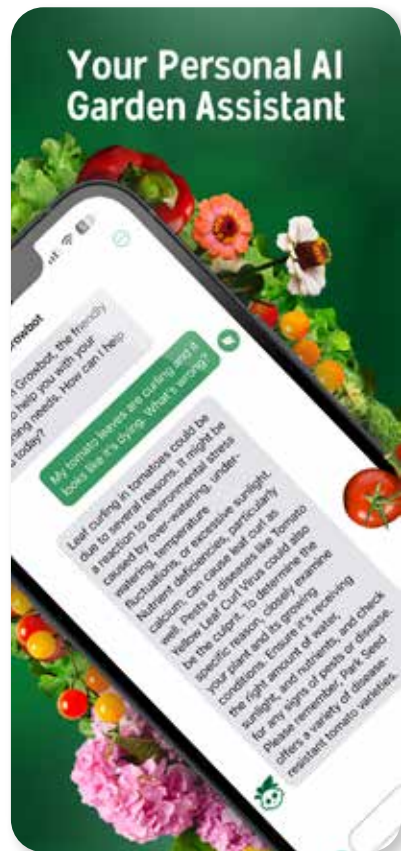
SCAN TO VIEW THE APP



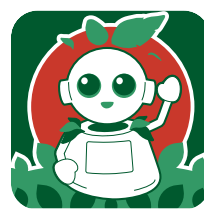
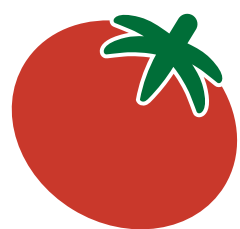
# grow bot



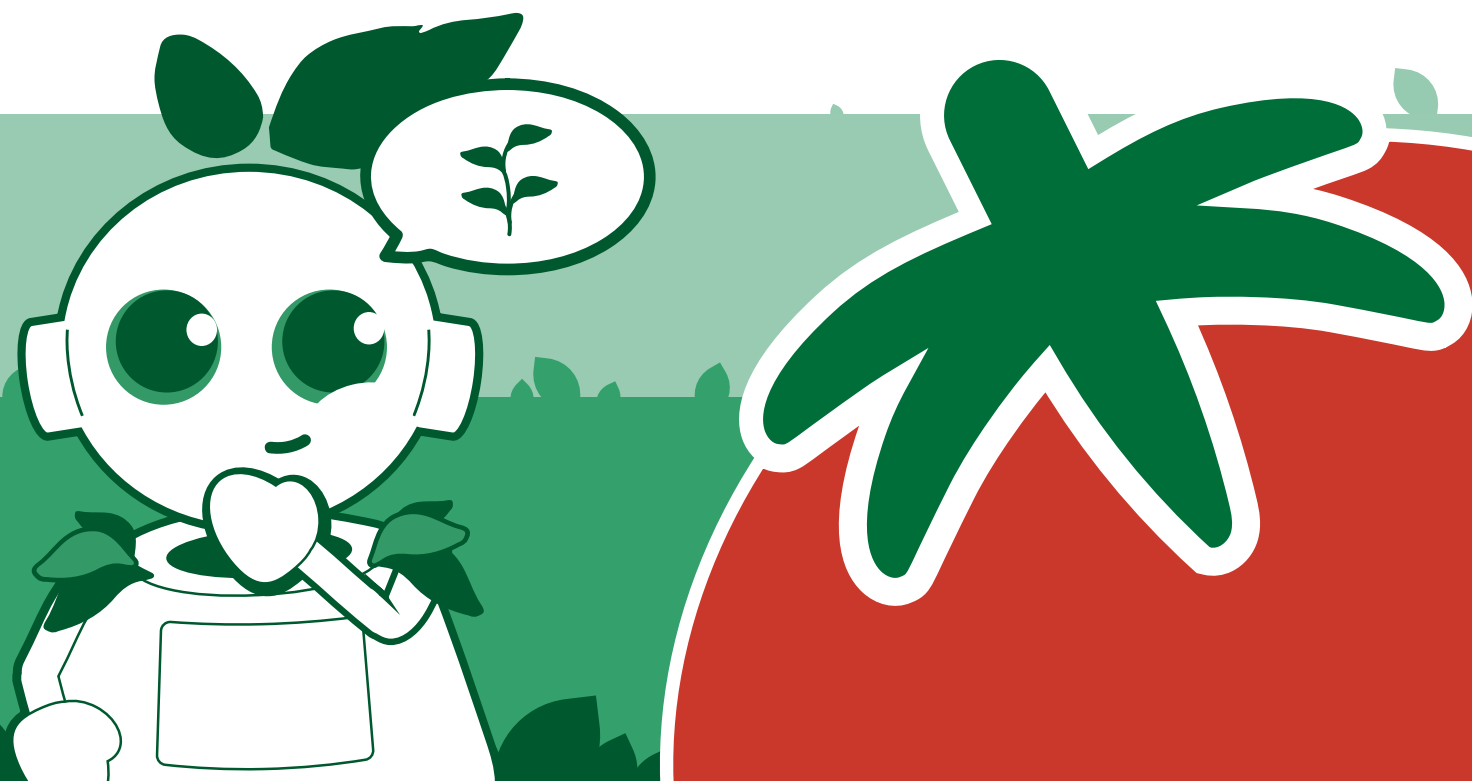
LOTUS WINE & SPIRITS



Growbot is an extension of From Seed to Spoon's company. Utilizing the modern power of AI(chatgpt), Growbot answers any questions you have about gardening with easy-to-understand directions. The initial design was created by AI, and with direction from the From Seed to Spoon team on additional colors to add for a blend of robotic & human characteristics, the logo was born.



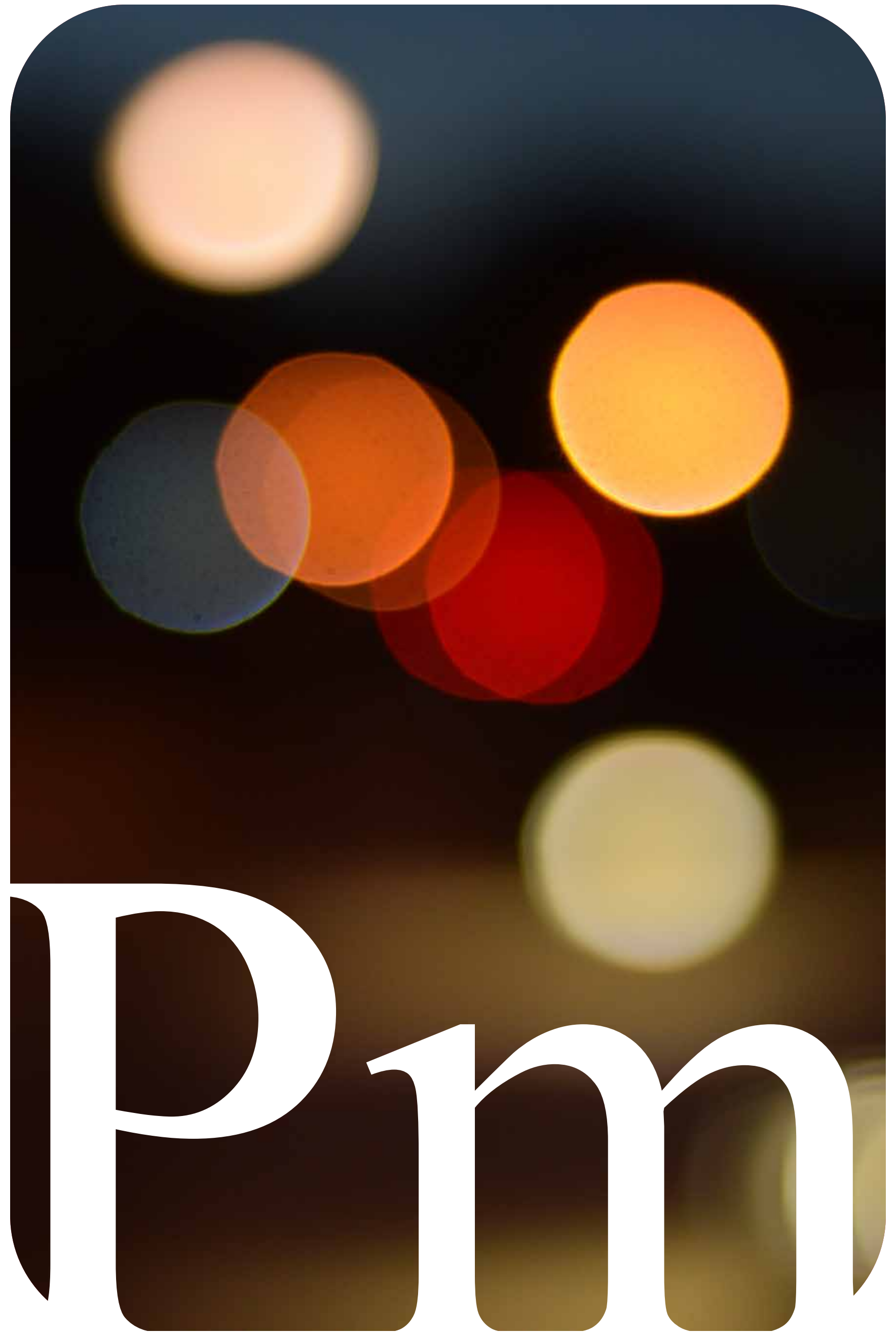
SCAN TO VIEW THE APP





## Wine & Spirits With *Aloha!*

At Lotus Wine and Spirits our mission is to work with and represent artisan, family-owned producers who are connected to their land and represent the highest expression of their terroirs. Our goal is to place their production in the most discerning restaurants, hotels and fine wine retailers in Hawaii with the utmost care, humility and integrity. With a Master Sommelier representing your wine you can expect gracious promotion and elevated representation with the utmost respect and appreciation for your work throughout the market.



**PHOTOGRAPHY + MANIPULATION**

# GYPSEY QUEEN



BEACHRUNNER



# PANCAKES & LOVE

# BEACH JUMPER



GERMAN ANGEL



IN THE MOUNTAINS

PORTRAIT OF AN INDIAN MAN



*MOLTEN OCEAN*

BEACHRUNNER 2





*foodie*

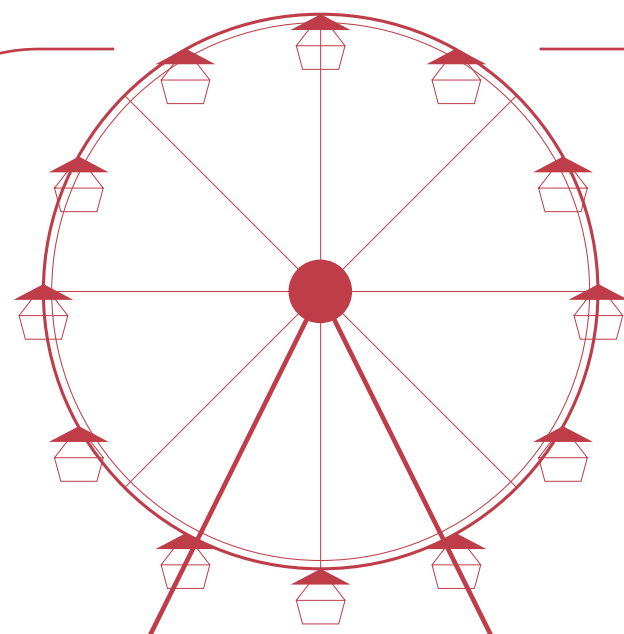


*friends*

**ILLUSTRATION + PLAYFUL DESIGNS**

**N TV**

**ITS NOT TELEVISION**



*fun*  
*at the fair*

*good times*  
BREWING

ONE 12 OZ. CAN OF  
**BEER**  
YOU'VE EARNED IT.

Red Ale | 5.6%



PLEASE RECYCLE GOVERNMENT WARNING: (1) ACCORDING TO THE STATEMENT BREWERED, A.D.: (2) ONLY DRINK RESPONSIBLY. (3) DRINKING ALCOHOLIC BEVERAGES CAN BE DANGEROUS TO YOUR HEALTH. (4) DON'T LITTER. (5) DRINK RESPONSIBLY. (6) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEAVY PENALTIES. © 2014



# MARKERS

PRINT MAKING



# PEN & INK





# Thank You

## Pick Me

All joking aside, thank you for your time. My portfolio is a reflection of my creative adventure—a testament to creativity, diversity in skills, and the power of visual storytelling. Again, thank you for considering my work and the passion that drives it. I hope it inspires you as much as it has inspired me to create it.

