

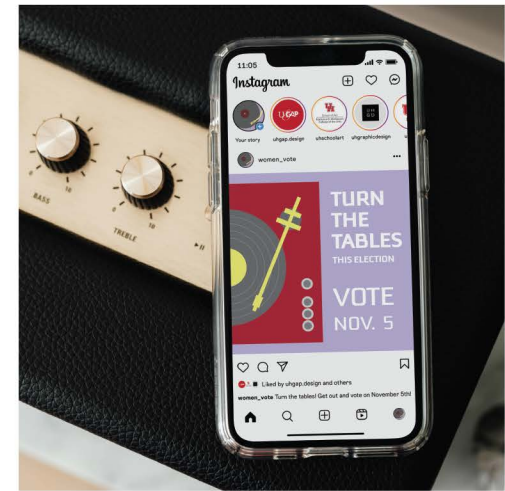


**Kian Ramirez**  
Design Portfolio

# Amplify Your Voice

Visual Identity | Motion | Print

“Amplify Your Voice” is a get-out-the-vote campaign dedicated to empowering women to participate actively in the electoral process. The campaign draws inspiration from vinyl records, symbolizing the enduring and impactful voices of women throughout history. Through this creative approach, “Amplify Your Voice” seeks to inspire women to make their voices heard and exercise their right to vote.



# Urban Flora

## Visual Identity

Urban Flora is a mobile greenhouse designed to bring nature closer to those living in bustling urban environments. The mobile business not only provides high-quality flora but also promotes accessibility, convenience, and sustainability, inspiring a deeper connection to nature in the heart of the city.

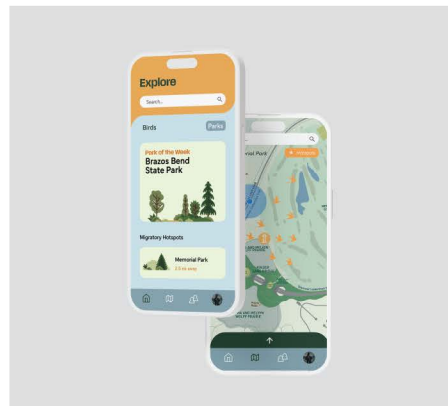
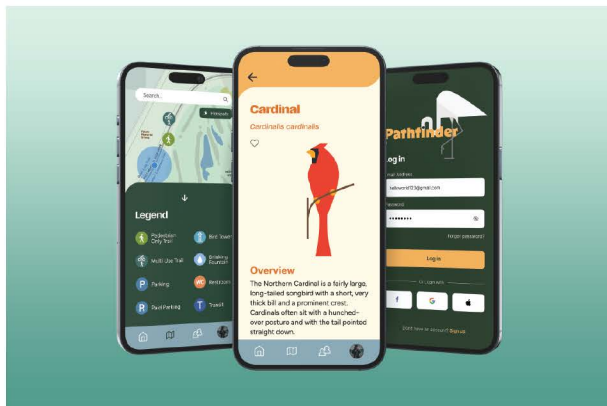
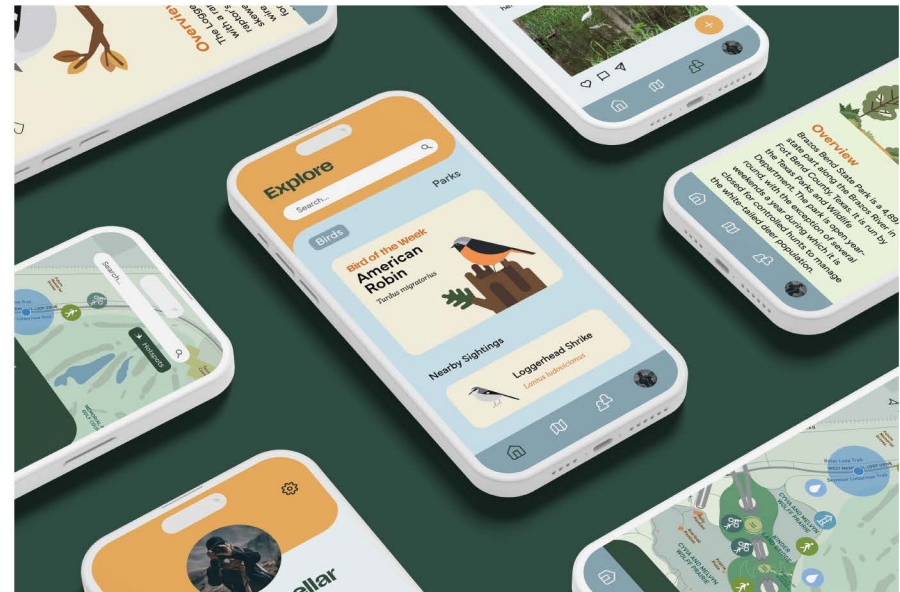




# Pathfinder

## UI/UX

Pathfinder is a nature trail and bird finder app designed to connect users with the natural world through interactive maps and navigable information. The app helps users discover parks and trails while identifying the birds that can be found within them.



# Coexist

## Visual Identity | Print

Coexist is a social awareness campaign geared toward the most vulnerable users of the road—cyclists. The campaign aims to bring awareness to drivers to pay attention to their surroundings and take preventable actions to lower the collision rate between cars and cyclists.





# HAPTIC

## Visual Identity | Print

HAPTIC is a fictional design conference celebrating the tactile and physical artistry of book design. This conference establishes a cohesive brand identity that emphasizes the sensory experience of books—objects to be felt as much as read. The conference explores the craftsmanship behind creating books that resonate as tangible works of art.

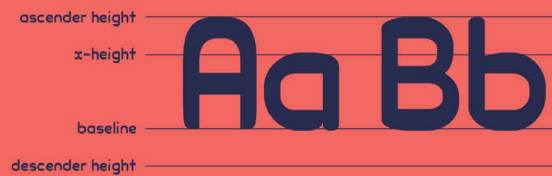


# Torque

## UI/UX

Torque is a custom-designed font that embodies strength and precision, inspired by the form of a wrench head. This unique typeface features a distinctive horizontal weight, emphasizing stability and industrial elegance. Every detail in the font showcases its connection to its mechanical inspiration, resulting in a typeface that is as innovative as it is striking.

### Anatomy



### Glyphs

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
0123456789  
.,“”‘?!@#~\*{—}+ - :: [/] (/)



The quick brown fox...

Torque

TECHNO+FUTURISTIC+MODERN



# How Can I Say It Was Not Enough?

Print  
6 in. x 9 in.

A poetry book by Ann Kaier, brought to life through a delicate interplay of hand-drawn shapes and imagery. This project focuses on visually enhancing the emotional depth of the poems, using abstract and organic forms to echo the themes and tone of the text. Through its thoughtful design, the project seeks to amplify the poetic voice and create a harmonious connection between word and image.

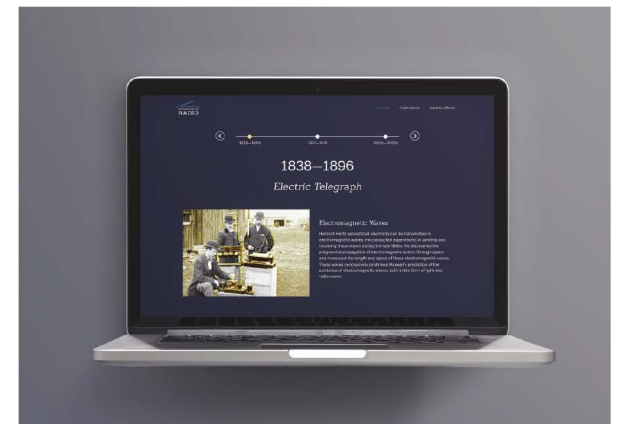
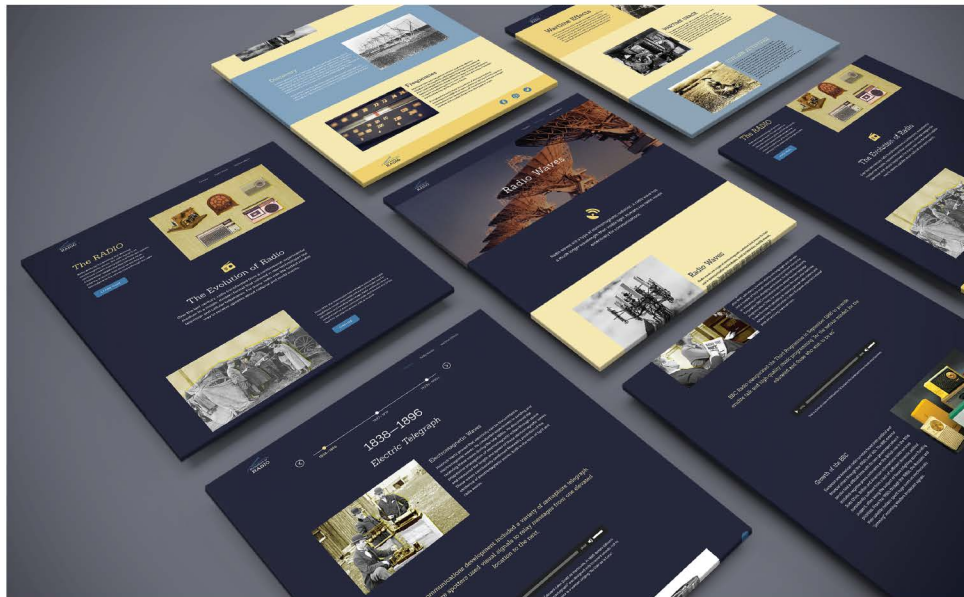




# Evolution of Radio

## UI/UX

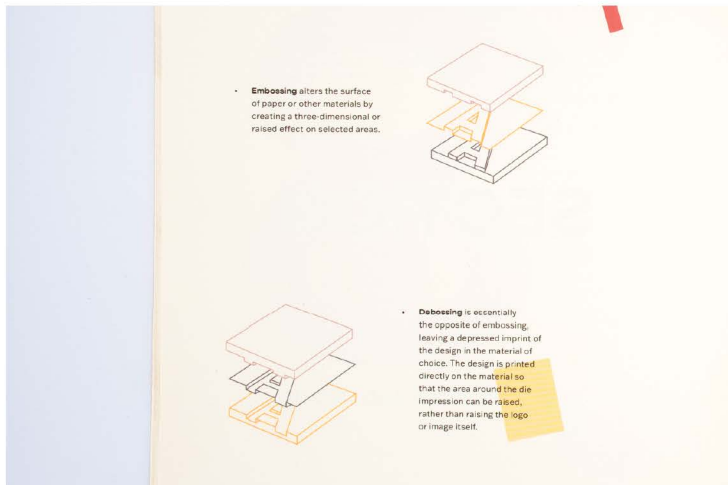
This timeline-focused website delves into the evolution of the radio, showcasing pivotal moments and technological breakthroughs that have defined this transformative medium. From its invention to modern innovations, the site explores the profound impact radio has had on communication and culture.



# Print Workbook

Print  
8.5 in. X 10.75 in.

This workbook serves as a guided exploration of the rules and principles of print production, balancing a tonal ambivalence that feels both soft and constructed. Its color palette and geometric forms evoke a sense of calm, while the underlying adherence to a strict grid system reinforces a sense of order and structure.



# Graphic Design Identity

## Visual Identity

This project is an environment design system proposal for the University of Houston's School of Art Graphic Design Block Program. The system includes conceptual designs for window graphics and a large-scale schedule poster, aimed at informing and engaging prospective students.







**Thank you**

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