

Hey There!

Hey There,

My name is Kailyn Jane. I am a graphic designer in PDX (who loves to travel for work). In my free time I like talking on the phone with my friends who are far away, using hair masks, and shopping online. In my design work I enjoy collaborating with cool and considerate people, building new brands from the ground up, and creating sincere relationships with my clients!

I hope to hear from you soon!
Kailyn :)

1 Roseway Yoga + Movement

Branding

2 Queensfest

Branding

3 Vasily Klyukin

Press Kit Design

4 That Dude's A Lady Card Deck

Packaging

5 Bay Point Landing

Branding

6 Camadas Chocolates

Packaging

7 Raquel Divar

Website Design

8 CAPDX

Branding & Page Layout

9 Keeper's Secret Honey

Packaging

10 Featured Article: Mykki Blanco

Page Layout Design

Roseway Yoga + Movement offers a variety of movement classes for all in Portland.



What we did

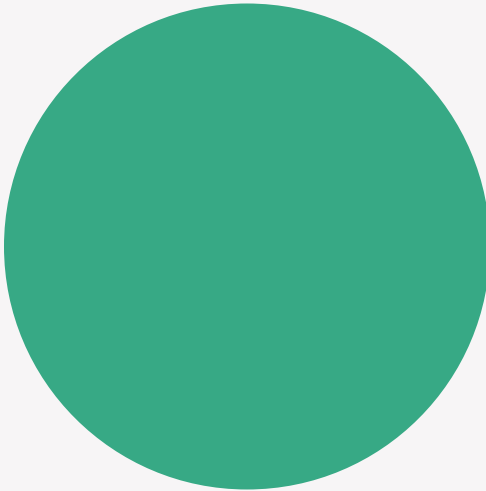
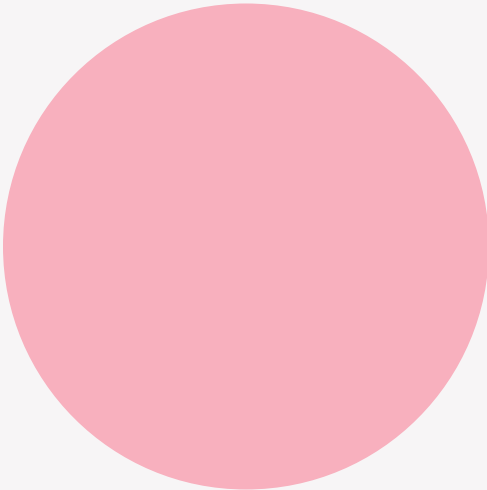
Ingrid, the owner of Roseway approached myself and Lydia Buessler, looking for an update to her brand. She wanted branding that was modern, fun and relatable for her clients.

I created the Brand Identity and built the Brand book with Lydia Buessler who wrote copy and provided strategy.

LOGO VARIATIONS



PALETTE



Queensfest is a communal celebration of women of color in art, music + film.



Queensfest

What we did

Queensfest wanted branding that evoked pride and joy for women of color in the arts. I worked closely with the founders to create a brand they were proud to show during their Queensfest 2019 event.

I was the Lead Designer and Creative Director for this project alongside Event Producer Caroline Keska.

MISSION

QUEENSFEST IS AN
INTERGENERATIONAL
COMMUNAL CELEBRATION
OF WOMEN OF COLOR IN
ART, MUSIC & FILM.

LOGO

Queensfest

OSWALD

DES NIS CUS VOLORIBUS

GARAMOND

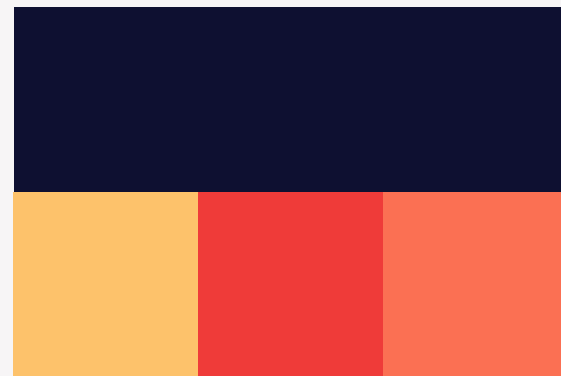
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PREFERRED PALETTE COMBOS



PROMO PHOTO DIRECTION



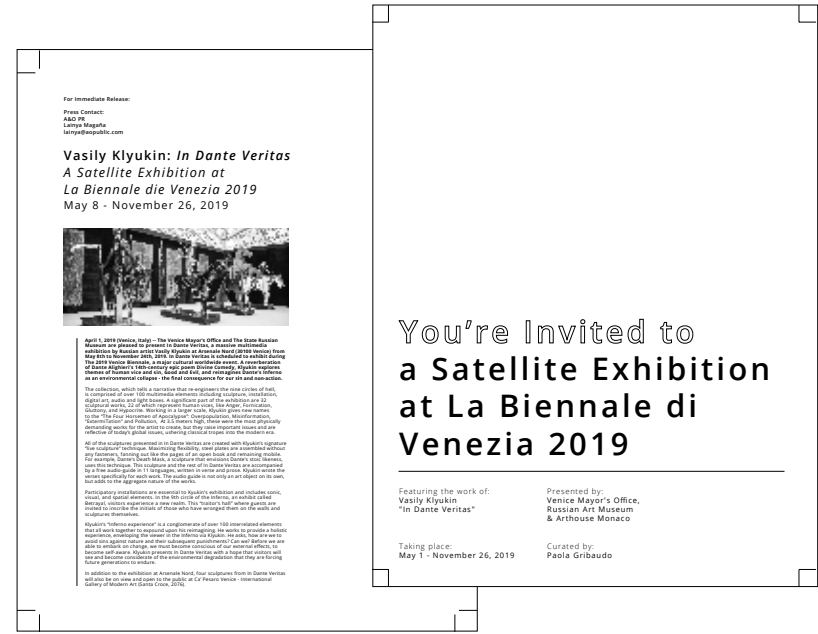
DAY OF PHOTO DIRECTION



ART DIRECTION



Vasily Klyukin is an artist, interested in architecture and the environment.



Please join us for a special media tour on the occasion of the 2019 Venice Biennale. The Venice Mayor's Office and Russian State Museum are hosting a preview of *In Dante Veritas*, a massive multimedia exhibition of 100 elements by Russian artist Vasily Klyukin at Arsenal Nord on April 26, 2019 and we'd love to host you for the VIP opening.

Please RSVP by Thursday, April 11 to maddison@public.com, we look forward to having you join us!

About the State Russian Museum
 The State Russian Museum is the world's largest collection of Russian art, housed in a unique architectural complex in the historical centre of St. Petersburg. It was the first museum of Russian art, initiated by Emperor Alexander III. The basis of the collection are objects and works of art donated by the Winter, Gatchina and Alexander Palaces, the Hermitage and the Academy of Arts, as well as from private collections. The museum collection contains over 400,000 exhibits covering all major periods and trends in the history of Russian art.

About the Venice Biennale
 The Venice Biennale was founded in 1895 and is now one of the most famous and prestigious cultural organizations in the world. Since 1998, the Art Biennale and the Architecture Biennale are no longer simply exhibitions organized with the contribution of National Pavilions, but rest instead on three pillars: The exhibitions by National Pavilions, each with its own curator and project; The International Exhibition by the Biennale curator, chosen specifically for this task; and Collateral Events, approved by the Biennale curator. The Art Biennale has been recognised as the world leader in contemporary art exhibitions and the countries participating have increased from 59 (in 1999) to 86 in 2017.

Vasily Klyukin:
In Dante Veritas
 May 1 - November 24, 2019

What I did.

A&O PR approached me to create a Press Kit for Vasily Klyukin's Biennale debut in Italy. The kit was sent around the world, and brought in articles from major publications like Hype Beast and The Guardian.

I took it upon myself to be inspired by his Brutalist spirit and had fun creating a Press Kit that was designed to reflect his art.

That Dude is a Lady! Card Deck tells the story of women pretending to be men in order to get shit done.



What I did.

This project is one of my favorites and is something I sell locally.

In the next pages you can see a small part of my process, where I illustrated and built my own typeface from scratch to show 52 women in history who pretended to be dudes in order to get shit done.

ILLUSTRATIONS



Sammy Blalock
Malinda Blalock

Jack Williams

Toback Simpson

Alant
Casher

TRAVELERS

Simpson

Sammy Blalock
Malinda Blalock

Jack Williams

TRAVELERS

Catalina de Sauer

ROBERT GALBRAITH

MARGARET
KAZIMIERZ ZUCHOWITZ
FRIDA BELIN PASTE
CHARLOTTE
ELEANOR PROCHÉŃKA
AUGUST REISE
THEODORE HESSEL
JULIENNE COUNTESS
OF HANOUT

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Isam Jan
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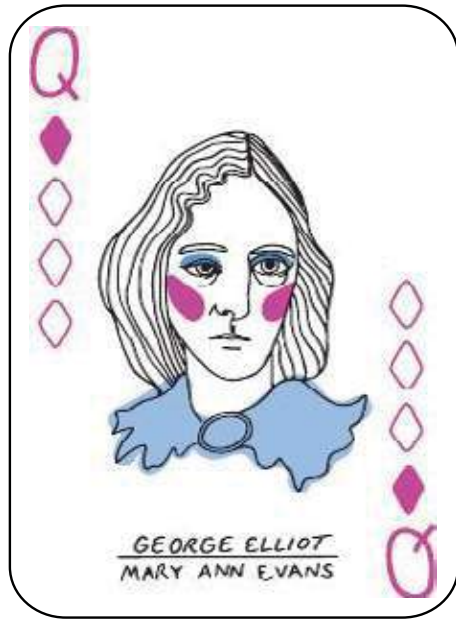
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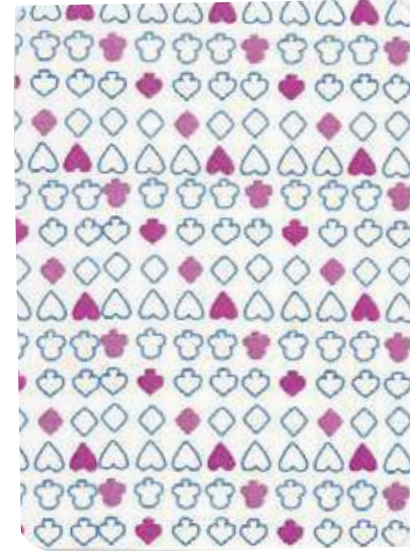
3 ROUNDS



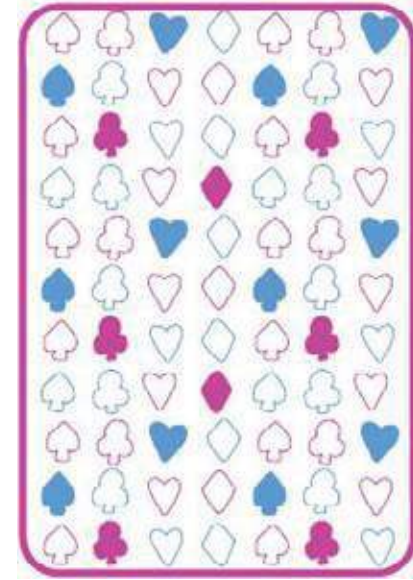
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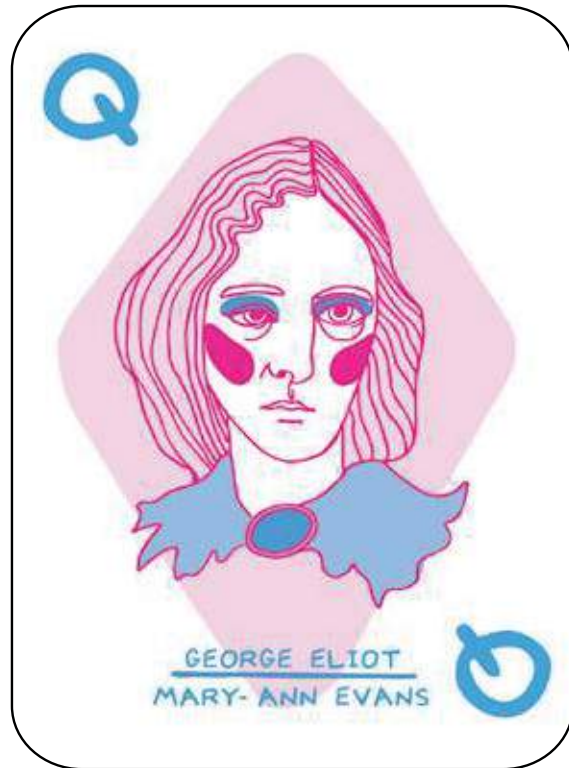
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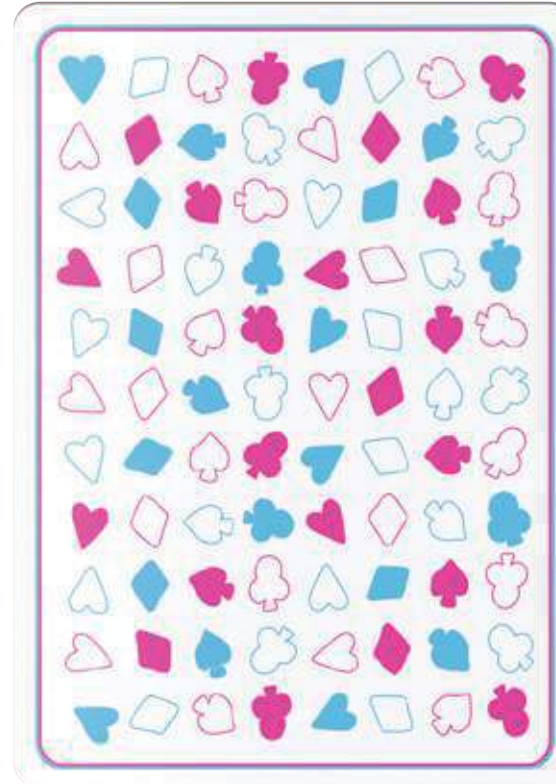
R1



R2



FINAL



FINAL

FINAL PRODUCT



Bay Point Landing is a
modern camping resort
on the Oregon Coast.



BAY POINT
LANDING



MODERN CAMPING RESORT

What we did.

Bay Point Landing wanted their brand to exude luxury and modern minimalism. They hired Plastic Sunshine to portray this through branding and content creation. My team and I designed all deliverables necessary to make their brand shine, which led to them being sold out during their first official summer opening.

I was Lead Designer for this project, building and concepting the Brand Book, along with creating and concepting print deliverables at Plastic Sunshine.

baypointlanding.com

TAGLINE

YOU ARE HERE.

LOGO

BAY POINT

LANDING



MODERN CAMPING RESORT

HEADLINE
JOSEFINA SANS BOLD

SUB-HEADLINE
CENTURY GOTHIC PRO

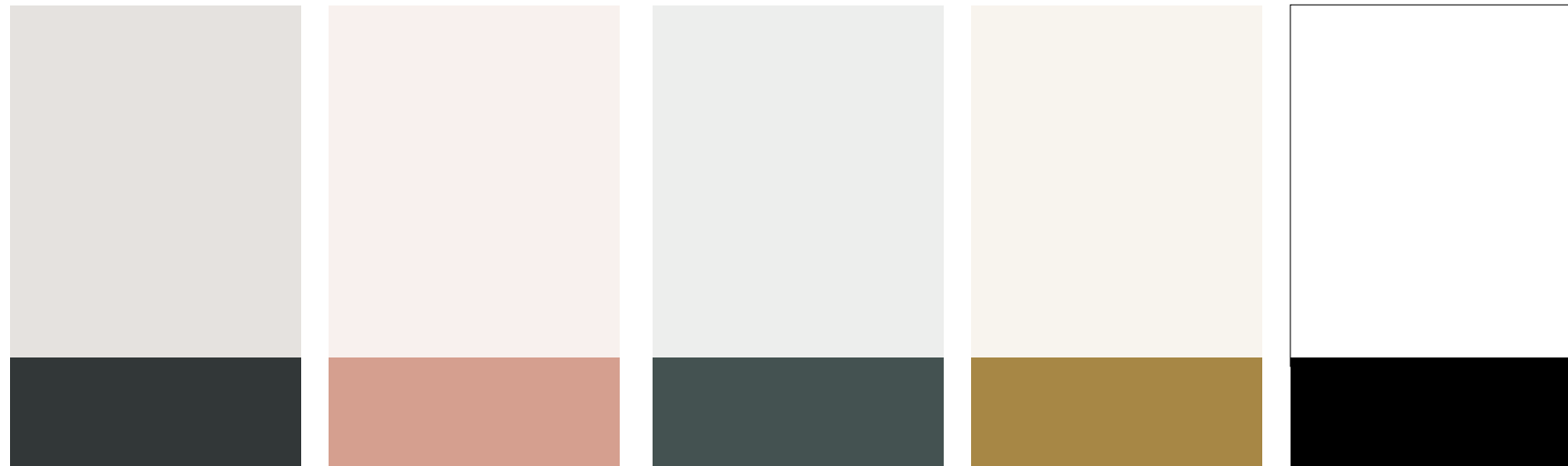
BODY
GARAMOND PREMIER PRO

PRIMARY HEADLINE

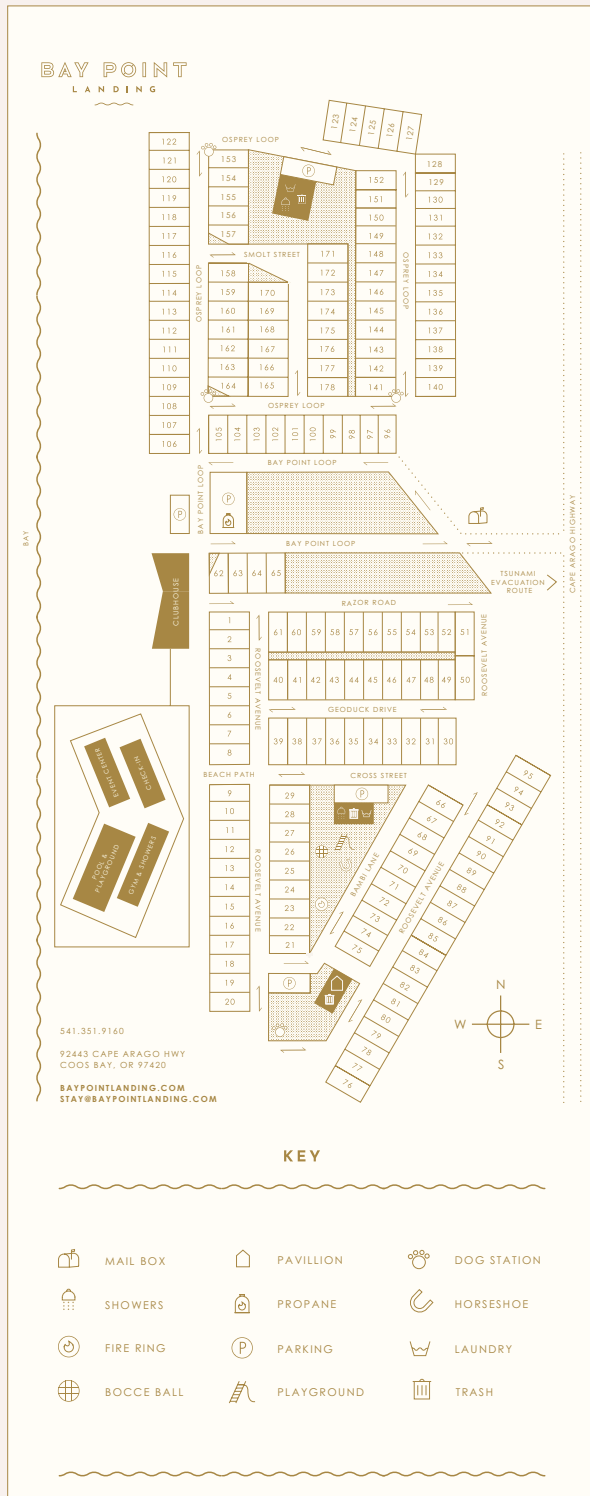
THIS IS A SUB HEADLINE

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PALETTE



RESORT MAP



BAY POINT LANDING

RESORT MAP

WELCOME

Bay Point Landing is a modern camping destination where adventurers, modern nomads and sanctuary seekers come to let the salt-filled air and seascape views soak their worries away. Surrounded by the lush beauty of Oregon's wildest coast, our visitors can take an architectural journey and find refuge in our charming accommodations and amenities carefully chosen for you to hurry up and slow down.

ACCESS CODE

NETWORK:
BAY POINT LANDING

WIFI CODE

ROOM NUMBER

YOU ARE HERE.





ADVENTURE SEEKER

The Adventure Seeker lives an active lifestyle that includes outdoor experiences in nature. They crave excitement, and although they are not afraid to sweat and get dirty, they still appreciate a warm shower and a bed. Often travelling as a couple or in groups, the Adventure Seeker craves a good coffee to start their day and a cold beer at the end of their day. Activities: Trail running, hiking, mountain biking, fat biking, road biking, kayaking, SUPing, fishing, surfing, hanging out.



CREATIVE CLASS

The Creative Class guest seeks curated, inspired experiences and accessible natural moments. Their aesthetic is elevated and minimalist. And while they typically only gets away for long weekend, they are seeking refuge from their demanding work life. The Creative Class guest actively shares things on social media that reflect their aesthetic preferences. Activities: Nature walks, hikes, solo activities, relaxing, napping, reading, meeting interesting people.



MODERN NOMAD

The Modern Nomad is a road tripper, travelling from here to there. Whether traveling the PCH or exploring the PNW, they are actively looking for a place to get out of the van for a bit, and get a real shower. If a spot captures their attention, they will stay for a while. Many of them are working from the road, and they appreciate wifi, coffee, and a quiet place to Skype. Activities: Hiking, lounging, reading, cooking/grilling, interactive learning activities like cooking class or crafting, surf/water lifestyle.

**Raquel Divar is a lyricist +
rapper from San Francisco
living in Portland.**



raquel
divar

What we did.

Raquel Divar wanted a website that showcased her music and videos, as well as linked her fans to her music across multiple platforms.

I conceptualized and designed this site, alongside Lydia Buessler who provided strategy.

raqueldivar.com

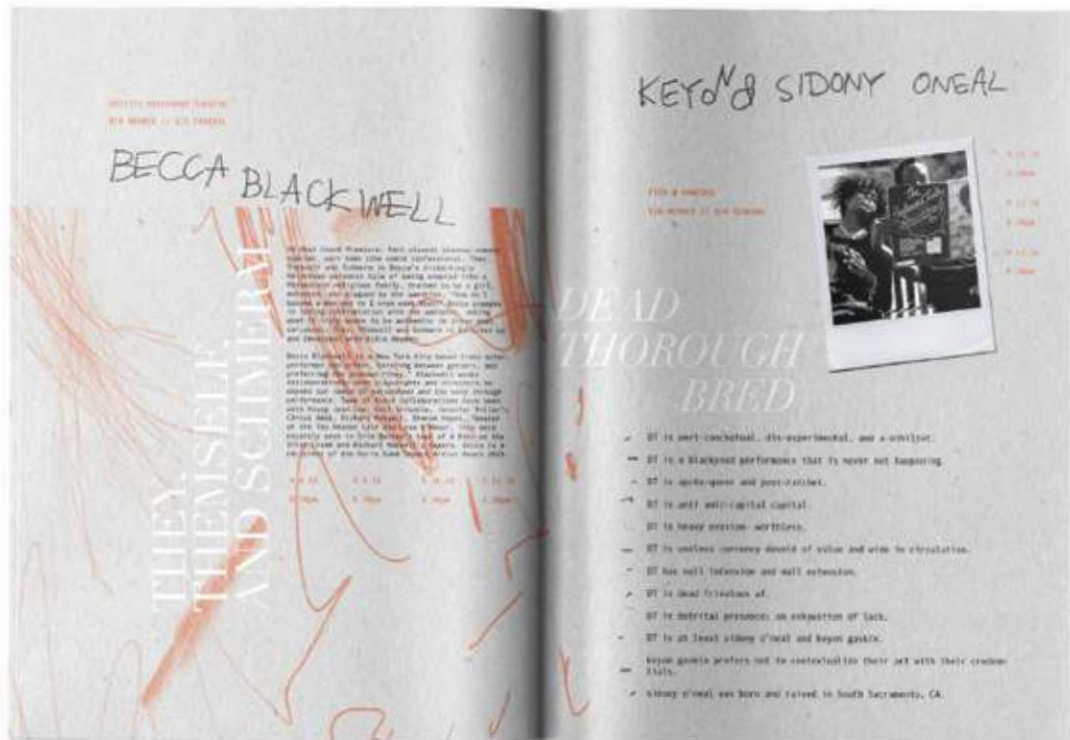
Camadas Chocolates is a brand that is here to help the Amazon.



What I did.

Camadas Chocolates was a fun project built from a simple system. Each chocolate bar is representative of an Amazon Rainforest layer and the lives that live within each of them. On each chocolate bar you will find specific animals and critters that relate to the layer, going from closest to the sun to the forest floor.

CAPDX is a contemporary art festival celebrating the expression of the artist.



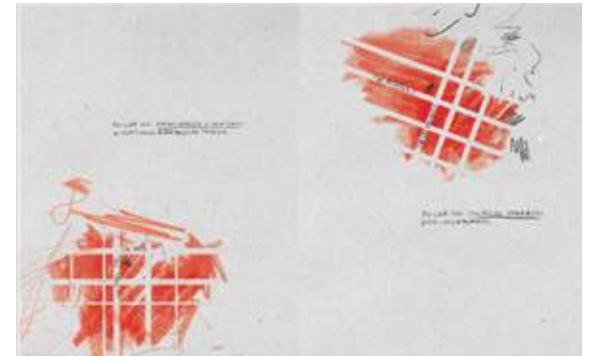
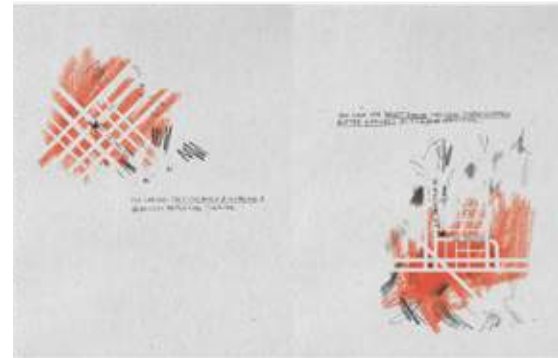
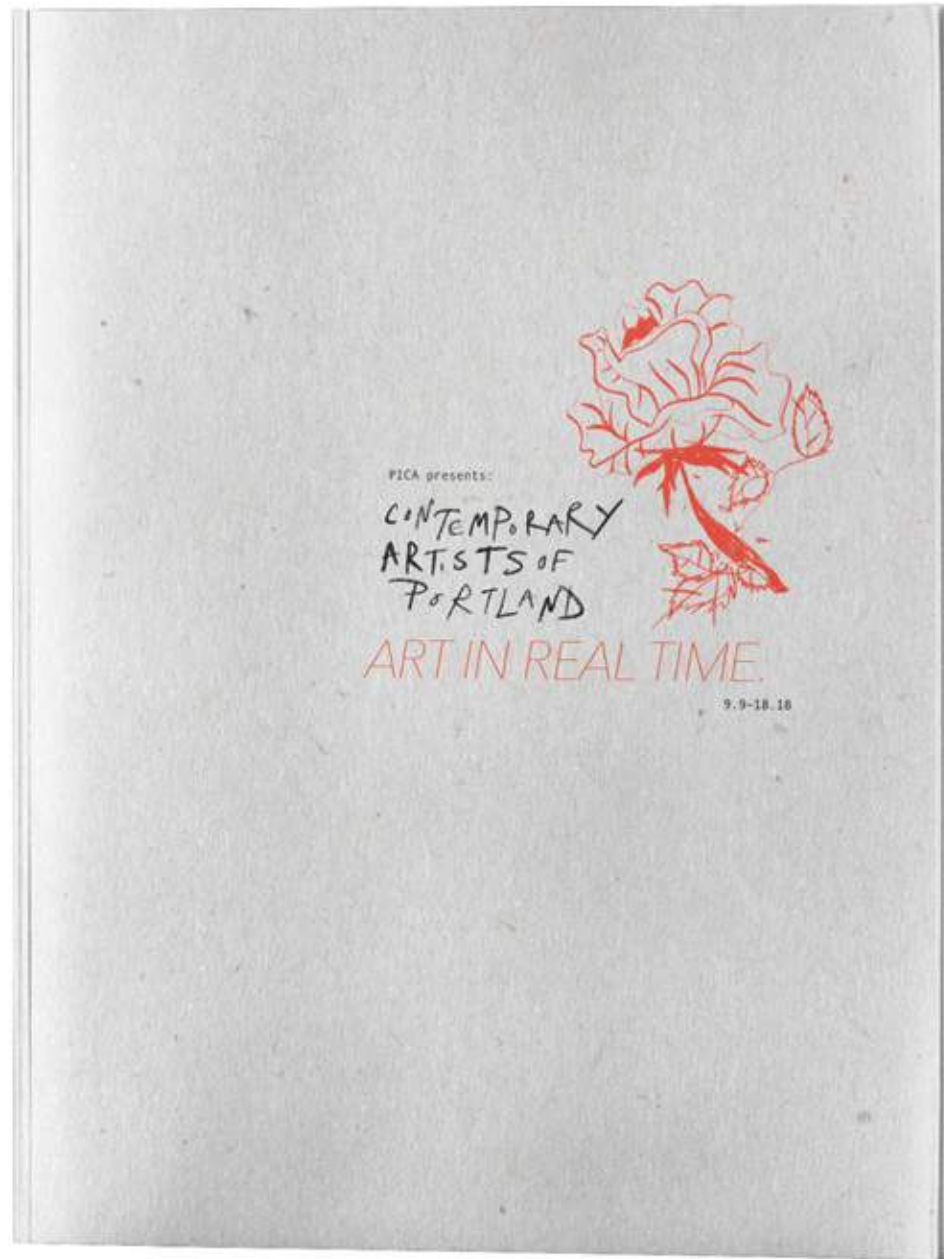
What I did.

Inspired by the local TBA festival, I wanted to design and create my own festival. I did this by combining analog elements and assets into a brand, and built deliverables that are unique to the expression of the Artist in Portland, Oregon.

POSTER



BROCHURE



Keeper's Secret is a honey brand that celebrates the history of beekeeping.



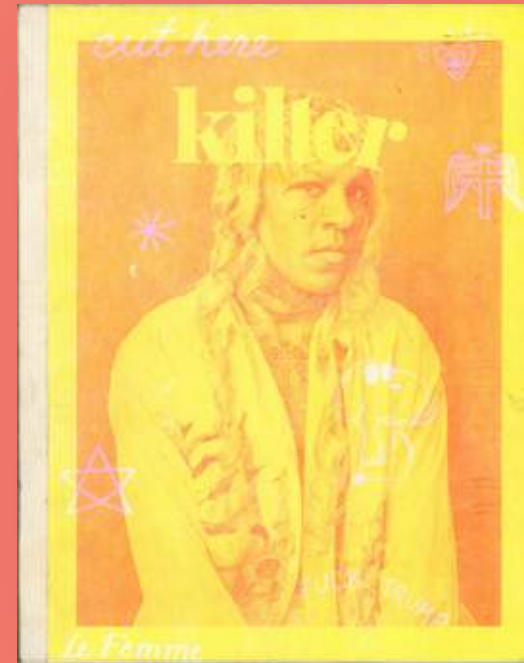
What I did.

Keeper's Secret was a packaging project that was more focused on the art of beekeeping. Using odd old photography of beebarding beekeepers, I paired the imagery with a relatively modern spin and used bright and playful colors that mimicked the flavors and created a strong and playful grid for the pertinent information on the backs of the labels.

LABEL DESIGN



Mykki Blanco is a drag rapper, artist and activist from New York City.



What I did.

As a personal prompt to explore texture and the printing process, I redesigned an article featuring a Mykki Blanco interview. Taking advantage of a riso I had access to and a photoshoot that inspired me, I played with layers and created a textural effect against a simple page layout.

♡
fuck it!



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I feel like with Mykki, we're getting to see a much more vulnerable side to you. How did you go about writing this record and opening up more about yourself and your feelings?

Mykki Blanco: I was going through some stuff in my personal life, so I was actually sober for a large chunk of writing this album. That wasn't supposed to coincide (laughs). To be honest, it created a different kind of record. Let me put it like this: it was awkward. There were definitely some super, super awkward moments, thinking, 'Do I need to have a joint to know if this is good or not?' Then it was like, let me understand my own self, my actual authentic self, the self that doesn't need any kind of outward validation, not even from friends. Is this truly good enough? Is this good enough for me? Am I doing my best work? It was honestly a change of lifestyle - I wasn't on the road, I was in North Carolina. I was literally in the country in the forest for three months writing a majority of the songs. Before that, a lot of the material had been written in Paris, and I wasn't sober then, but I wasn't rapping. That three-month period at the beginning of 2016, it did have a large influence on what is an undertone to what people hear on this record that even I myself can't hear yet.

Was there an intentional shift towards more accessible sounds with this record?

Mykki Blanco: Honestly, one of the most important things when I began to even create an album was 'What is the next step that an artist goes through when they want their fans to have a more intimate idea of who they are?' Because one of the things that I realized was (that with) other artists that I admire and listen to, there comes a point where if you're really into someone's work, you want to know more about them and get more than just a party track or a club track. I knew that I had people who really supported and liked Mykki Blanco, and for me to get to the next place that I wanted to be in my artistry and creativity, I needed to come clean. I didn't know how to do that because I'd never done it before. I didn't do that on any of my mixtapes. If you listen to any of my work before Mykki, I never talk about myself at all. This was the first time that I was writing about my emotions and romance. It was super uncomfortable at the beginning because I didn't know how to do it. It was also coming from this place of being afraid that if I did that I didn't want to be corny or cheesy.

Did you become more in touch with romance and love in your personal life?

Mykki Blanco: One of the only reasons that the world knows that I'm HIV positive is because of love. I got to a point in my personal life where I was like, fuck performing, fuck entertaining people, fuck trying to be famous. I want to have a boyfriend and not have to ask them to keep a secret about my personal life. Do you know what kind of feeling that is to like someone and immediately ask them if they can keep a secret? That's no way to live. Quite honestly, I'm not trying to say this to be dramatic - I was willing to risk my career to have a real life.

Your videos always feel really cinematic and surreal, and very intricately created. It feels quite fitting that 'High School Never Ends' has these tear-jerking, orchestral strings by Woodkid.

Mykki Blanco: So when (video director) Matt Lambert and I were conceptualizing the idea, the song was actually not complete, but it did have its original structure. With all of my videos I try to create a scenario that I feel has never been seen before on film, so one of the first things I said to Matt was, 'I really want to show queer anarchists on film.' So that was the base idea. (Because of) Matt's creativity, and us exchanging ideas over four months, we ended up creating this plot. One of the reasons why I always work with really strong directors is because I really do believe in that collaboration. I definitely like being able to hand over the ingredients to (someone) who has skills in production and direction that I don't have, who can create these visions that I do have. The aesthetic language to Mykki Blanco is super important - it's been instrumental in people understanding my music. Also, like I said, it's been one of the main ways I've been able to slowly infiltrate the mainstream with radical queer ideas.

On Cosmic Angel: The Illuminati Prince/ss, you referenced Gregg Araki's *The Doom Generation* on 'MF's First Freestyle'. I know that you said you didn't identify with mainstream queer culture when you were growing up, but I was wondering how important a figure like Gregg Araki was to you as someone also operating on the fringes.

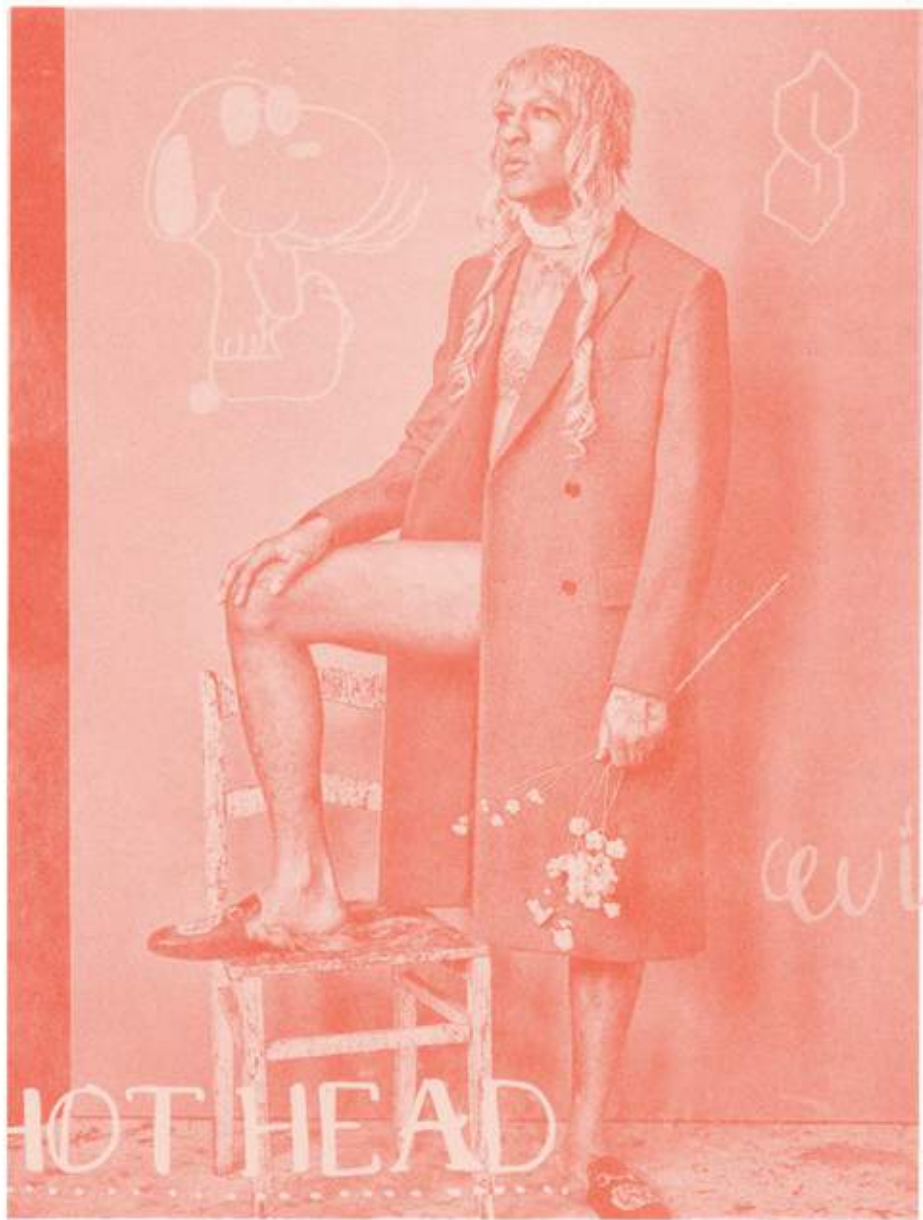
Mykki Blanco: I didn't discover Gregg Araki until I was in college - that's still pretty formative. God, I remember when I first discovered Araki. I felt like my mind was going to explode! Because it was finally seeing these visual representations of queer people that I could relate to, that were like my friends or (people) that I knew. It was this reflection of American queer dystopia that was way more representational of the world that I understood.



G



LO



The song 'Loner' is your first experience making a direct pop song. Has it encouraged you to make more music in that vein?

Mykki Blanco: 'Loner' was a hurdle for me because I'd never done anything like that. To be honest, I'm excited. I don't necessarily want to completely go in a pop direction, but to no longer put limitations on myself. 'Loner' has freed me. I'll be honest about it with people. I didn't start making music until I was 25. I wasn't some kid at 18 being like 'I want to be a rapper,' so a lot of what I've learned creatively in the last four or five years is that I'm a performer who's really had to learn how to be a musician.

You said that you had difficulties in learning how to sing instead of rap. How was that?

Mykki Blanco: The only reason I sing on this album is because Woodkid made me! I don't necessarily think it's the best singing, but I think it works for the songs. I'm glad that I was pushed to do it. One of the things I like the most about my journey - even though sometimes I wish I were further ahead, or that I've got the short end of the stick - (is that) everything has always happened organically. Things have happened for me in such an unconventional way. When I first came out in 2012, I got a lot of attention and in a way, it propelled me into the indie world. Then Gay Dog Food hit under the radar, but a lot of my hardcore fans spoke to me about that project. Now it feels like with this album, the establishment is taking notice in a way where it's more than just an article or a photoshoot. It's surreal in a way, but also it's one of those things where I've always had to really ground myself in the fact that I'm doing what I dreamed, I'm a working artist who is making a living off of their work. And I think that, more than anything - more than this idea of celebrity - I just want to continue to thrive.

FUCK TRUMP

Last year, you said that you might not even be involved with music at all, and you would take up journalism. How did you get from being in that place emotionally from wanting to quit this entirely to the point where you're at now when you've released Mykki?

Mykki Blanco: It was MK7 coming to me and saying 'Would you like to start your own label? Me starting Dogfood Music Group had a lot to do with it, as well as this encouragement from Woodkid. He sent me this email that was so simple but touching. It was like 'I think you're too talented to quit being a musician.' He didn't even know me well when he wrote that. To be quite honest, after I came out as HIV positive, I felt like, 'You know what? I want to prove to people that I'm not going to let everything I did before get swallowed up in this diagnosis.' To a certain extent, I still feel like I'm having to prove that I'm more than that diagnosis. The first part of my career was proving that. I wasn't just this gay rapper and was actually an artist with integrity that could create a visual language that would speak to people and that was way more than just some queer rap title. Now I'm proving to people that I'm so much more than some HIV diagnosis.

I definitely got the impression with Mykki that you want people to be talking about the music and that experience.

Mykki Blanco: One of the things that I've had to accept is that when you enter the public eye, you don't get to pick and choose your perception anymore. As much as I think that I've been good at being in control of my narrative, I know that I want to really get to a place where my notoriety can create a dialogue in my community to make change. I can see myself opening an LGBT centre one day and doing all of these things to help people. I know that it's going to get to a point where I can't go on Gaiety! People are going to create their own narratives. To be quite honest, I always thought I was an okay person with good morals, but with the increased notoriety, I should live nice. I would want to be an example. I want to not be a cliché of someone who wasted it all.

Have you thought of any kind of plans yet to establish anything like an LGBT centre?

Mykki Blanco: Give me like... 20 million pounds and then it'll happen (laughs). These are the kind of things that I see myself doing - an LGBT centre, creating local work programmes for trans people so they don't have to engage in sex work. I'm not trying to make generalisations - these are communities that I've lived through and have been a part of.

wise up



U.F.O

Thanks!