

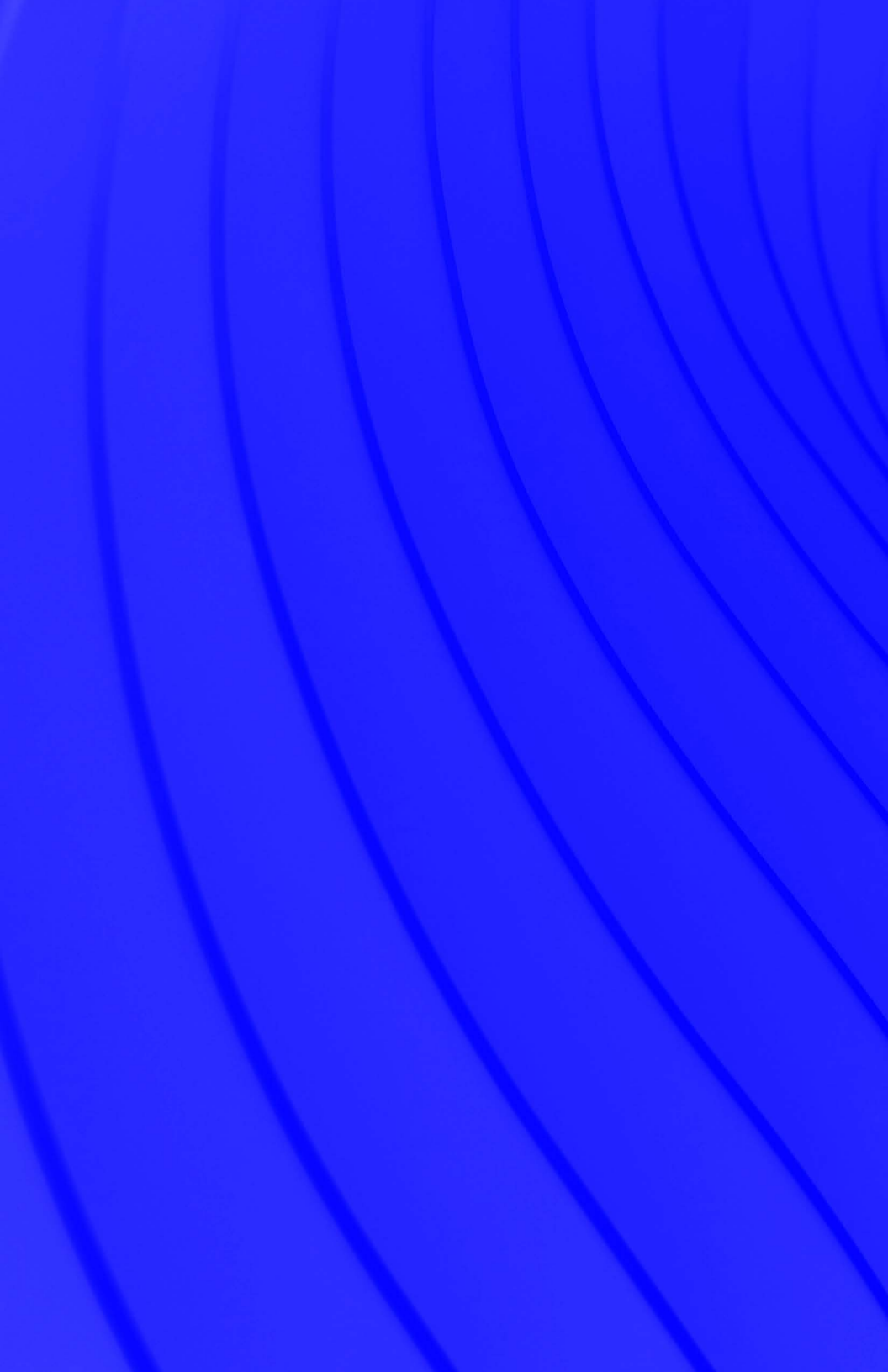
School of Art and Design  
Graduating Student Exhibition

# PACKAGING DESIGN



State University  
of New York





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Graduating Student Exhibition

# PACKAGING DESIGN

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Designing for consumer brands is strategic. Communicating a compelling narrative, brand voice, and product benefit against the backdrop of a competitive and complex marketplace is both challenging and rewarding. As the consumer landscape moves forward in a continuous state of flux, innovation, e-commerce, social globalism, brand loyalty, pervasive digitization, and the circular economy all play a critical role in the paths to purchase. New business models including customization, subscription, and direct-to-consumer delivery provide for a wealth of brand and packaging design opportunities. As the Packaging Design BFA moves into its 40th year, it remains the only BFA of its kind in the United States. Our graduates play a commanding role in the ecosystem of consumer brand companies around the globe.



[www.fitnyc.edu/gse](http://www.fitnyc.edu/gse)  
[@fitartdesigngse](https://twitter.com/fitartdesigngse)



# Jonathan Ang

www.jonathanjamesang.com  
jonathanjamesang@gmail.com  
@j\_angster



AKANORI



MAN WITH A MISSION  
- SURVIVOR

I never thought that I would one day become a designer, but here I am now. What started out as an interest in traditional art in high school has eventually led me to this point. Back then, I didn't see art and design as a career, but man, was I wrong. It would be hard to try and avoid the fact that we live in a world designed by

others, from the water bottle you use to that fancy new gadget you just got from Amazon. After realizing how vital art and design was to our lives, I knew that I wanted to be a part of it.

My goal is to contribute to this world of design and share my vision.

# Izabella Bruno

[www.izabellabruno.com](http://www.izabellabruno.com)

[izabellamiabruno@gmail.com](mailto:izabellamiabruno@gmail.com)

[@izabellabruno](https://twitter.com/izabellabruno)



**BITTER SEA**



**PETALUMA**

I'm an artist who was born and raised in Poughkeepsie, New York, and I have a love for all art, music, magazines, games, makeup ... anything that involves creating, provides me with a wealth of inspiration. My love of adventure helps bring my visions to life with passion and bold energy, whether it be on a computer or with a paint brush. Designing is more than

just digital work; being able to thoughtfully incorporate original, unique pieces of art in brand development and packaging design is something I feel honored and proud to do.

My goal is to share my passion and thoughts about the world we live in through the many different forms of media.

# Xavier Collazo

www.xvisuals.com  
xvisuals.design@gmail.com  
@xvisual.s



1863 PORTLAND



EKLO

I am a branding and packaging designer primarily focused on branding, logo design, structural development, as well as sustainability—but I love taking on any good design challenge. I was born in the Bronx where self-expression and creativity light up the borough. Nothing excites me more than using

my background and artistic skills to incorporate local aesthetics into my work. I gained a global perspective and a unique set of skills through my study abroad experience in London and Amsterdam and my recent internship with a brand design agency. I'm excited to build on these as a design professional.

# Victoria Emond

www.victoriaemondcreative.com  
victoriaemondcreative@gmail.com  
@victoriacreative



GAIA



MERAKI

I was born and raised in Massachusetts, growing up loving to paint, doodle, and play with makeup. I moved to New York City because I wanted to create unique experiences and tell memorable stories through branding. My design philosophy focuses

around storytelling and finding a unique approach for each brand to stand out. I especially love utilizing illustration as a way to bring out a brand's personality. I am inspired by bright colors, old architecture, fine arts, and my roller-skating adventures.

# Jerry Hsiao

www.weirdlefty.com  
weirdleftydesign@gmail.com  
@weirdlefty



HEAVENLY INFERNO



BAICHI

I'm a structural industrial and packaging designer with a focus on innovation. I'm the type of guy who can't go anywhere without inspecting everything (even the way the floors were constructed). Accessibility, sustainability, and innovation are my core ideals, and much of my work is in designing and engineering custom structures. When I'm not geeking out over material physics, I can usually be found on a dance floor or at a tattoo shop.



# Monica Kim

[www.immonica.kim](http://www.immonica.kim)  
[contactmonicakim@gmail.com](mailto:contactmonicakim@gmail.com)  
[@immonicakim](https://www.instagram.com/immonicakim)



DAZE DISTILLERY



NOIR PROJECT

As a born and raised New Yorker, I grew up surrounded by diverse people, cultures, and art. The unique experience of growing up in a culturally vibrant and eccentric city blossomed a passion for art and design. Nothing excites me more than smart and creative branding! I was able to accomplish becoming a designer in corporate settings like SoulCycle, and currently at the Tory Burch Foundation,

starting from my humble beginnings as an intern at a small design agency. Outside of my professional experience, I have fulfilled my love for hand-designed art by writing calligraphy for weddings to painting murals.

My goal is to be a thoughtful and impactful brand designer in many fields.

# J'aime Leblond

[www.jaimeleblond.com](http://www.jaimeleblond.com)

[jaimleblonddesign@gmail.com](mailto:jaimleblonddesign@gmail.com)

[@jaimleblonddesign](https://www.instagram.com/jaimeleblonddesign)



**BUZZED**



**MC1R**

Described by others as incredibly passionate, I utilize that passion in everything I do, especially design. As a designer, I am not locked in a little box or limited in any capacity—I am free to be wild or safe, bold or quiet, large or small.

Although I exercise my freedom to express my creativity, I obsess over every detail of a

brand story and its visual language. Many of my projects have plenty of personal research behind them, from ancient Roman beverages and traditions, to hereditary abnormalities. I always add a twist and bring something new to the table.

# Naeun Lee

[www.naeunerin.myportfolio.com](http://www.naeunerin.myportfolio.com)

[naeunerin@gmail.com](mailto:naeunerin@gmail.com)

@leenaeeun



OLENA



TUTTY FRUTTY

I was born and raised in South Korea, spent my high school years in Canada, and now am living in New York as a brand and packaging designer. I'm a lover of beauty, and passionate about digital illustration, branding, and design—especially logo design.

I strive to deliver a message and touch people's hearts through visual language no

matter what their spoken language and cultural background might be. I describe myself as small but mighty, a delicate and practical person willing to keep learning and experiencing the best in the creative industry, especially the world of branding and packaging design.

# Joyce Leong

www.joyceleong.me  
msjoyceleong@gmail.com  
@joyceybee



JING LAO



ONE LUP LUP

I am a brand and packaging designer with a special little place in my heart for structure. My fellow designer friends think I'm crazy for always trying to come up with new dielines—they're not wrong. But you should give it a real hard think because I'm one of those weirdos who likes veggies. In my spare time I like to do screen printing and make paper plants

(because I can't keep real ones alive). My preferred work music of choice is early 2000s Britney and Fall Out Boy because they give me the same effect I'd get from a five-hour energy shot.

My goal is to equate doing work with having fun.

# Lai Siu Fanny Lung

[www.fannylungnyc.wixsite.com/mysite](http://www.fannylungnyc.wixsite.com/mysite)

[fannylung@gmail.com](mailto:fannylung@gmail.com)

@fan\_nylung



**AIM PERSONALIZED  
HAIR CARE**



**REVERIE**

I'm a branding and packaging designer working in New York City. People describe me as hardworking, caring, and family-oriented. I love doing hand-crafted projects, illustrations, and discovering new worlds and cultures. I'm originally from Hong Kong

and as a child, I loved taking inspiration from the cultures around me to create beautiful things. Now in New York City, I have taken in other cultures here as well and I use my experiences in all my creative thinking.

# Jaden McMahon

www.jadenmcmahon.com  
jmcMahon578@hotmail.com



PYNK



SHII

I am an illustrator and a branding and packaging designer. I enjoy creating designs that bring joy to others in a unique and personal way. I've always loved to create art, using whatever materials I could get my hands on. My illustration background shines through my work. I often express a playful and whimsical style through pops of vibrant colors, quirky illustrations, and inviting brand stories.

# Michele Moloney

www.michelemoloney.com  
michelemmoloney@gmail.com  
@michelemoloneydesigns



COLDENHAM



TEDDY'S TRAIL MIX

I am a coffee enthusiast, travel addict, and design lover. I'm passionate about creating brands for social good and multi-layered storytelling. As I approach graduation, I'm looking forward to working for brands that are innovative and contribute toward a greener Earth.

# Hillary Muller

[www.hillarysmuller.com](http://www.hillarysmuller.com)

[hillarysmuller@gmail.com](mailto:hillarysmuller@gmail.com)

[@hillarym\\_designs](https://www.instagram.com/hillarym_designs)



PURPLE NECTAR



NINETEENNINETEEN

I'm obsessed with stories and the idea of taking someone to another world. Design, for me, is an escape from reality. My love of design has led me to travel internationally, and from those experiences, I've learned about myself as a person and a designer. I'm from a beach town in New Jersey, so deep in my heart I know I'm from the Jersey Shore, but I'll never admit it!

I find beauty in the details, I'm thoughtful to a fault, and to me, no story is too insignificant to be told.

My goal is to inspire people the way packaging inspires me. I want to share a new sense of creativity and connectivity with the world.



# Lauren Ng

www.laurentayloring.com  
laurentayloring@gmail.com  
@taylauring



LEO HAIRCARE



TWISTED TONGUE

I am a designer born and raised in Brooklyn. I was an artistic child growing up and would draw anything and everything. I explored a range of visual arts, from painting to sculpture to printmaking, until I found my love for design and branding in high school. I have a passion for telling stories. By combining my illustration skills with a strategic mindset and comprehensive process, my goal is to connect and impact people's lives by bringing these stories to life.

# Sarah Ondrush

www.sarahondrushdesign.com  
sarah@sarahondrushdesign.com  
@sarahondrushdesign



CELLO



GOOD ENDS

Born and raised on Long Island, I bring my lively presence, outgoing personality, and passion for branding to my design. I am excited by the ever-changing consumer marketplace and the link between marketing, brand strategy, and the design process. I have worked diligently to create many

connections in the professional world and advance my skills through my education and work experiences. I am driven—with no obstacle too tough to overcome. I am a diligent and motivated worker. I always wear a smile. Some describe me as “a ray of sunshine”!

# Christopher Peters

www.cjpetersdesigns.com  
cjpeters.designs@gmail.com  
@cjpeters.designs



KATINA'S KITCHEN



WY WY'S HOMEMADE VEGAN ICE CREAM

I am a brand and packaging designer, born and raised in New York City. I love to be bold and have fun with my work while making sure that each design solution reflects a unique and memorable personality. Through my study abroad experience in London and Amsterdam and site visits to design firms, I gained a new global awareness that I apply in my design thinking.

# Marko Radojevic

www.markoradojevic.com  
marko.radojevich@gmail.com  
@kormasoupa



## BLUE PEPPER

As an experienced designer and illustrator working within the graphic, motion, and experience design industry, I have a passion for brand development and creativity that has helped dozens of brands fine-tune their voice. When beginning my concept development, my goal is to understand the brand's message and creatively communicate it through high-quality graphics and symbolism. No matter how complex or simple, classic or new, I am always up for the challenge of helping each brand reach its full market potential by finding the right voice through design. My education coupled with my technical design skills, innate artistic vision, hands-on approach, and passion for the creative process has me looking forward to a lifetime of working with brands to support their marketing goals.



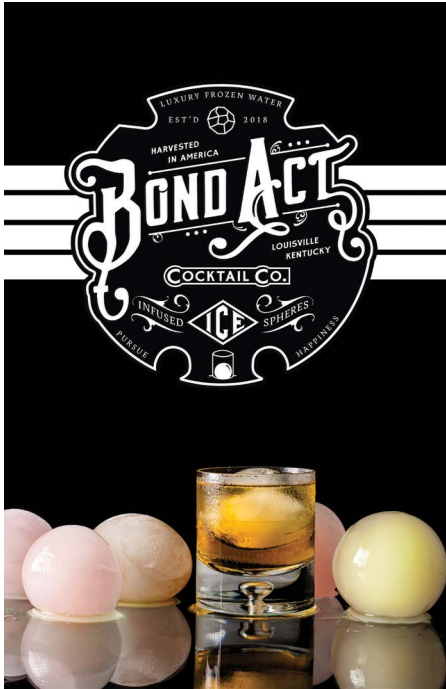
## THE WALRUS

# Cristhian Rodriguez

www.cristhiandesigns.com

crsthrdrg@gmail.com

@cristhian.not.christian



**BOND ACT**



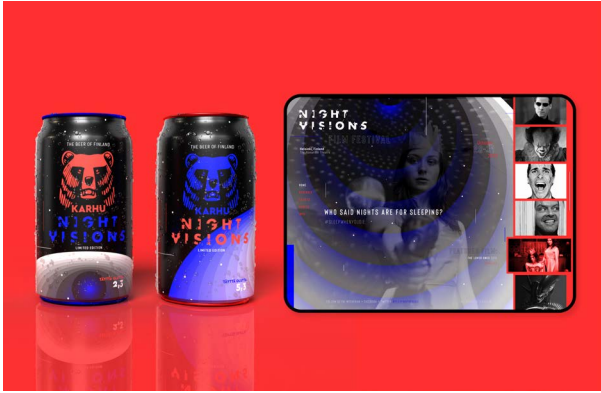
**CHALET**

I am a branding and packaging designer. Before FIT, I moved from Lima, Peru, to Miami, Florida, to study classic clarinet at the University of Miami. I consider myself an overthinker and lover of all things exceptionally crafted and obsessively imagined. I am a big believer in any form of art that brings an individual to an emotional point in life. During my time in New York, I have also worked as a bartender at fine dining and hospitality restaurants such as the NoMad Hotel & Bar and Eleven Madison Park Restaurant.



# Mahroo Sameen

www.mahroosameen.com  
mahroosameen93@hotmail.com  
@gridkween



**NIGHT VISIONS**



**NO DAIRY**

I grew up in the scorching deserts of the UAE and moved to the Big Apple six years ago to pursue my dream career in design. I've always been visually expressive. There is no feeling as glorious as creating. The goal is to focus more on meaningful work. Work that moves people. Work that better the environment we live in. Work that basically does good for the world. The dream is to design with Tesla or Blueland, or even the Bill & Melinda Gates Foundation!

# Sehej Singh

www.singhsehej.com  
singhsehej97@gmail.com  
@sehejsingh



TEAPSY



TIFFIN

I am a brand and packaging designer from New Delhi, India. Growing up I explored and enjoyed various artistic fields like photography, film, and makeup. My design aesthetic features a perfect blend of minimalism and quirkiness. In addition to my passion for all

things design, I love analyzing trends and consumer behavior. I love a challenge.

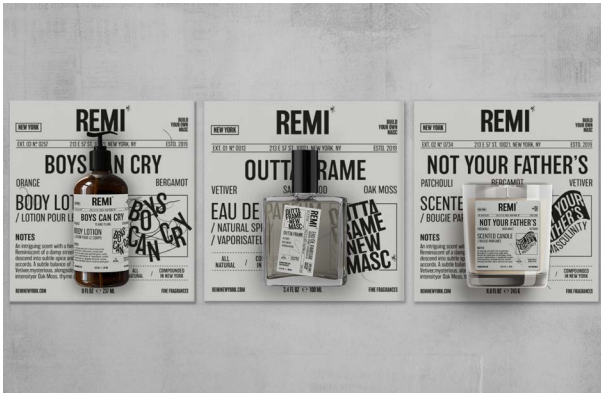
My goal is to be able to connect to as many people as I can through my creativity and storytelling skills.

# Jaeho Sohn

www.jaehosohn.com  
didiptaz@gmail.com  
@\_jaehos



TOMBSTONE COFFEE



REMI

I am a branding and packaging designer. Before I studied packaging design at FIT, I studied history at the university in Seoul, Korea. This experience enables me to approach research for brand development, packaging, and graphic design from a different perspective and to conceptualize unique brand stories

and design solutions. I can find a needle in a haystack. One of my design projects was recognized by Graphic Design USA, for the GDUSA American Graphic Design Awards, and appeared in the January 2020 edition.



# Mary Toscano

www.othermary.com  
hello@othermary.com  
@othermarydesign



ARTIGIANI



DOVES AND RAVENS

I am a Long Island native, an avid traveler, and a movie buff. I love the art of storytelling through any medium, but I like to tell stories by making meaningful connections through visual narratives, purposeful word play, and authentic points of view. Beyond packaging design, my proximity to the ocean and

perspectives I've gained through extensive travel have driven me to integrate sustainability into my creative process. Being a branding and packaging designer affords me a unique way to make a difference by informing and changing consumer behavior.

# Ana Yanes

www.analuisayanes.com  
analuisayanes@gmail.com  
@alya\_designspace



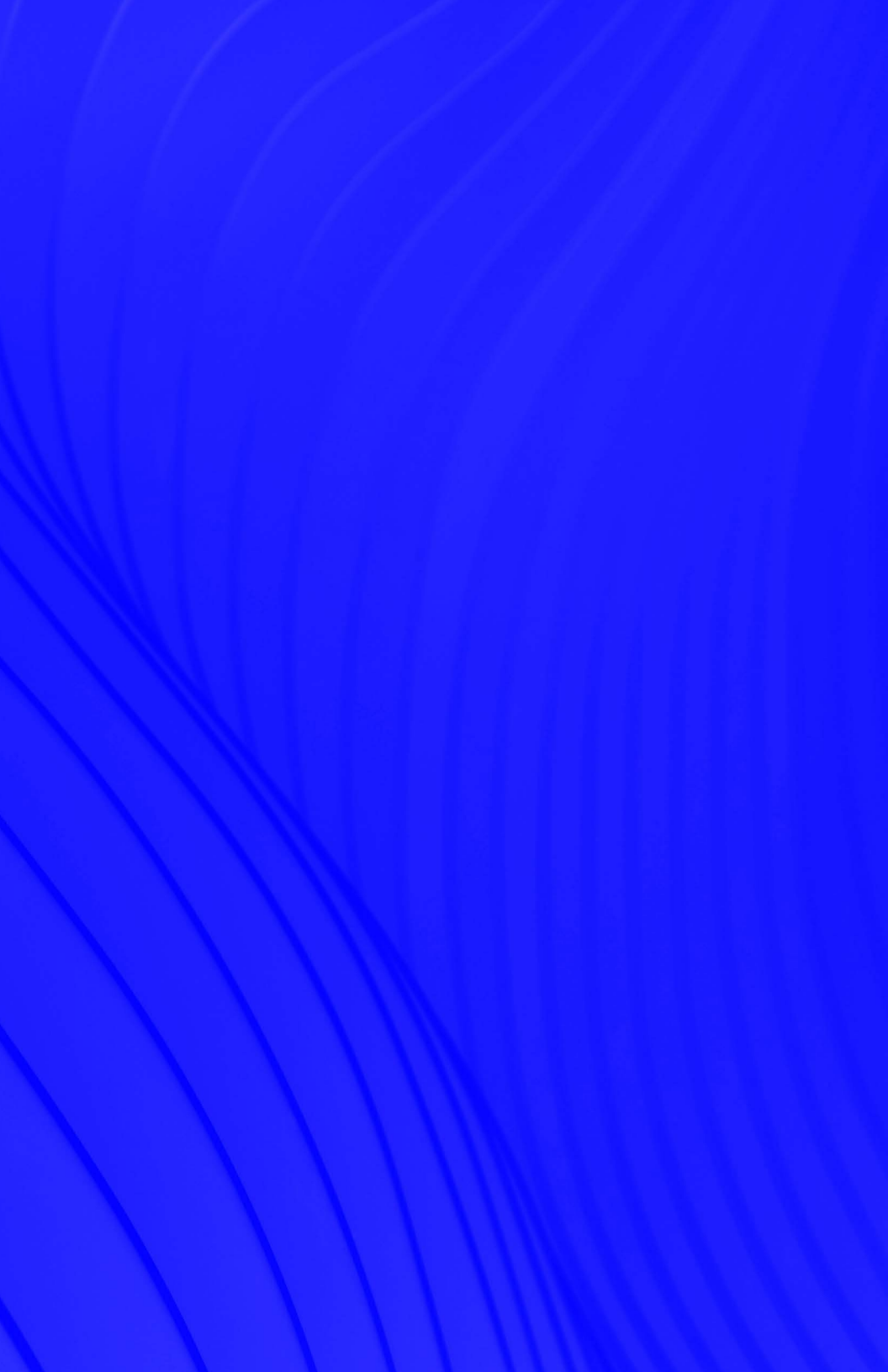
BUD



GUARITO

Born and raised in Venezuela, I grew up in a family immersed in art and travel. From early on I traveled around the world, discovering the world of art, culture, and color, developing into a first-class cultural junkie. This passion has inspired me to become a storyteller—crafting genuine experiences that I like to represent in bold, colorful and detailed designs. Intrigued by the unknown, I seek to take on different adventures in the world of branding, packaging, and product innovation,

designing for food and beverages to fashion brands. With a background in psychology and illustration, I like to dive deep into each project, creating concepts from branding strategies to consumer engagement, idea development, and brand imaging. When not designing or doodling, I'm probably reading, running, searching for a daisy to photograph, or continuing my longtime scavenger hunt for the best cacio e pepe in New York.





Fashion Institute of Technology  
School of Art and Design  
227 W 27th Street  
New York, NY 10001

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