



Hi, I'm Gabriella!

I'm a graphic designer who loves bringing ideas to life through bold visuals, thoughtful layouts, and a bit of playful personality. Whether it's building brand identities, designing merch, or crafting user-friendly apps, I'm all about creating work that connects. Fueled by creativity (and probably coffee), I'm always looking for new ways to make design feel human, joyful, and impactful.

Project Overview

About Me

Project 1 - The Growing Together Characters

Project 2 - Stress Relief Kit

Project 3 - Infant Teacher Shirt

Project 4 - Stride App

Project 5 - Jazz Fest

The Growing Together Characters

Illustrative work

Roles

Illustration, Photography, Book Layout, Typesetting

Programs used

Illustrator, Photoshop, Procreate, InDesign

Summary

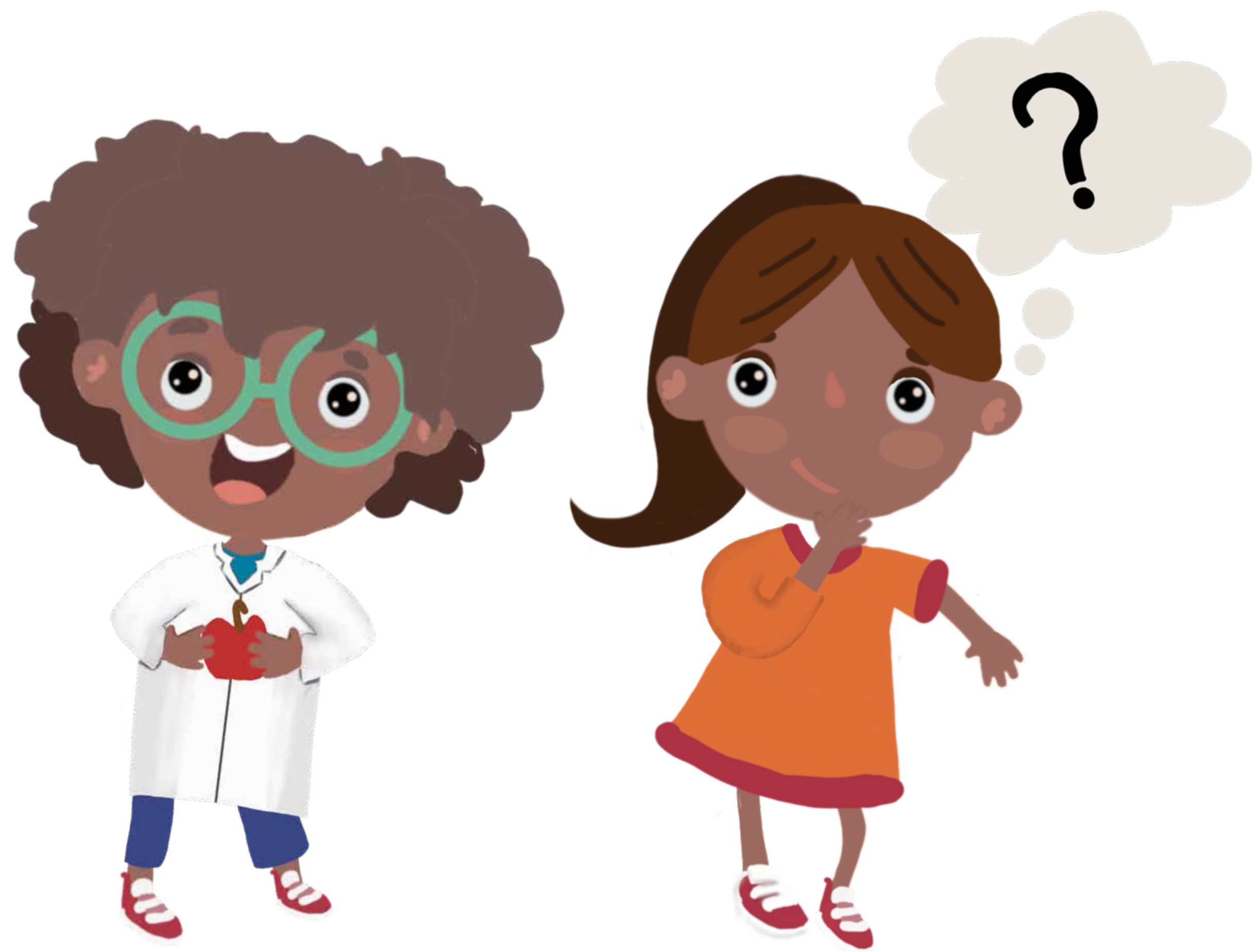
Meet the Growing Together Squad, Kind Kim, Safety Steve, Thoughtful Thea, and Healthy Helen. In collaboration with the directors and staff, the Growing Together Squad was developed to create a fun way for the children to learn the center-wide expectations while having diversity on the front line.



All the characters put together from left to right. Kind Kim, Safety Steve, Healthy Helen, and Thoughtful Thea.



Variations on the characters were created such as Kind Kim holding a heart and Safety Steve holding a stop sign.



Healthy Helen holding an apple and
Thoughtful Thea with a thought bubble.



The characters were also used in a
bulletin board display.



Once each character was developed, they got their very own book designed to be read aloud to the children.



Augmented reality was added to bring the stories to life and keep things extra fun.

Stress Relief Kit

Product design

Roles

Project Manager, Planning, Budgeting, Delegating Resources, Assembly, Illustration

Programs used

Illustrator, Procreate, InDesign, Google Sheets, Google Docs

Summary

For this project, I was tasked with creatively repurposing silverware containers into take-home kits for families at the daycare. I managed the full process—from budgeting and selecting the kit items to designing a custom illustrated cover. Working closely with the director, we assembled and distributed 150 kits to support the families in our care, giving the containers a meaningful new purpose.



Cover illustrations to enhance the Stress Relief kit's aesthetic promoting its use for high emotion moments and self-care.



Implementation of the packing of the kits.



Lotion, essential oils, and tea were amongst the few things that went into the kit.



Essential oils were bought in bulk and distributed into smaller bottles to stay within budget.



Close up of the roll on oil bottles that were used to make sure they fit into the small kit container.

Infant Teacher Shirt

Illustrative work

Roles

Project Management, Material Management, Planning, Illustration, Assembly

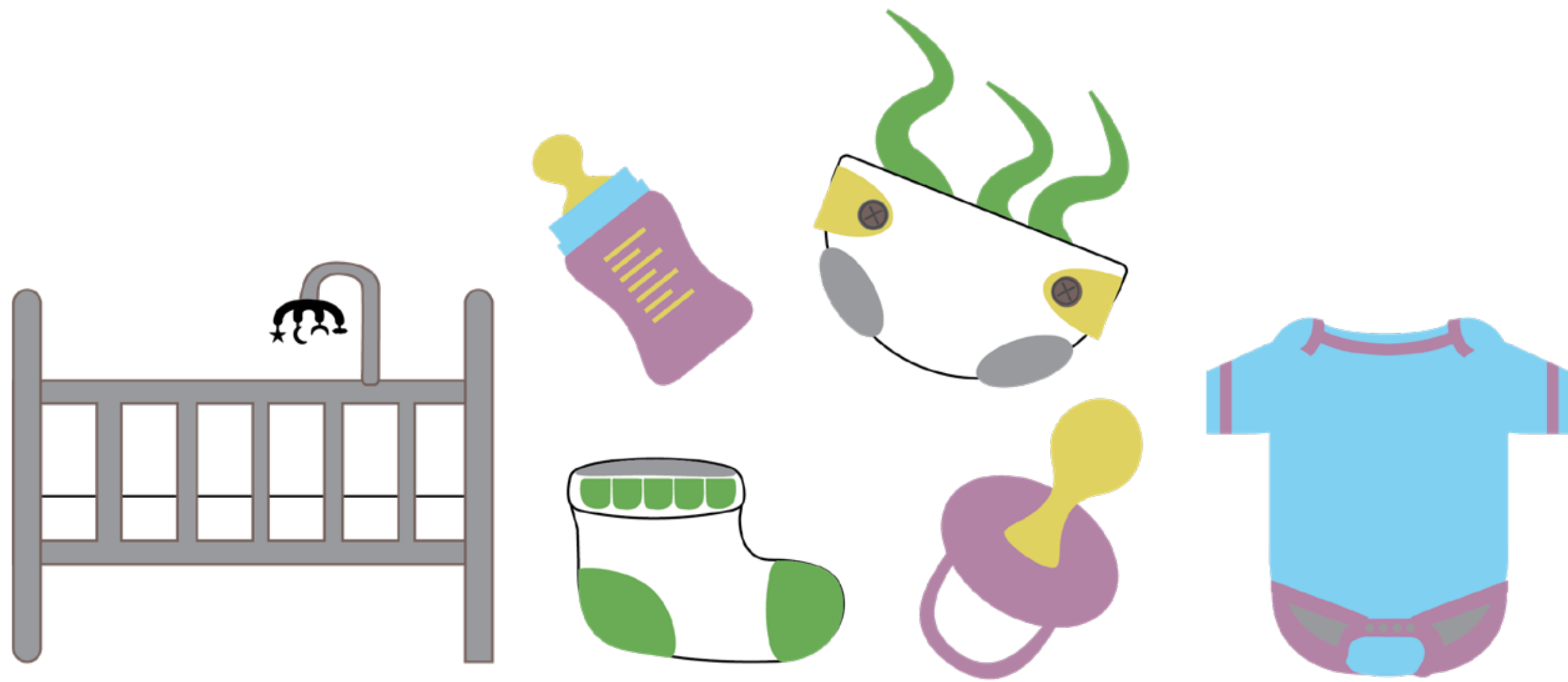
Programs used

Illustrator, Cricut Design Space

Summary

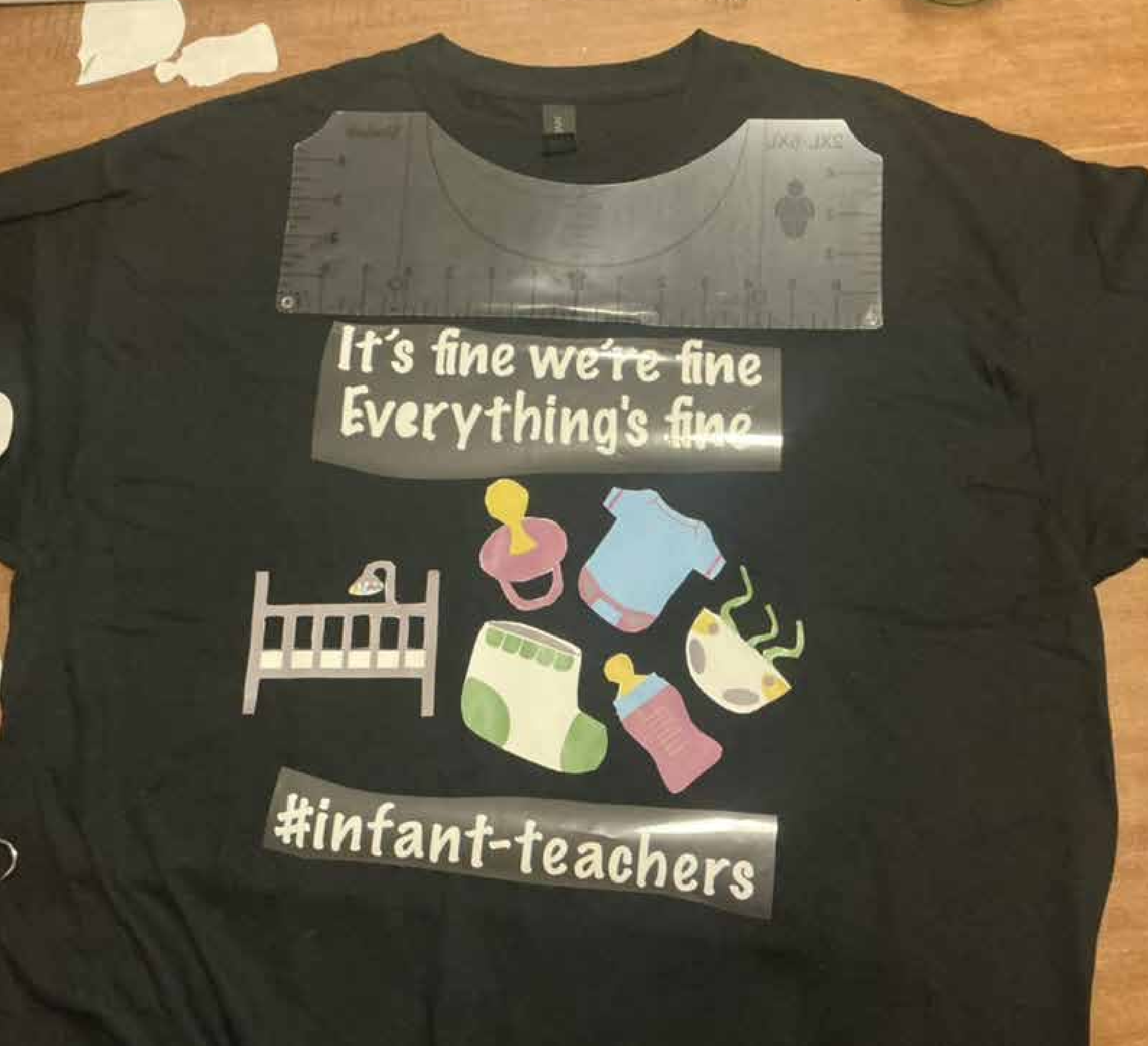
For this project, I created a custom shirt design for a client. I used Illustrator to create the illustrations and typography then uploaded the designs in SVG format into Cricut Design Space where the design was printed and cut. The design was then heat-pressed onto the shirts for the client.

*its fine, we're fine,
everything is fine.*



#Infant teachers

A lighthearted shirt design made for infant teachers, featuring colorful baby item illustrations like bottles, pacifiers, and onesies, paired with the relatable phrase “it’s fine, we’re fine, everything is fine”—a humorous nod to the everyday chaos and care in the infant classroom.



Each illustrated element—like the diaper, bottle, and onesie—was cut with a Cricut and heat-pressed onto the shirts. This hands-on process created vibrant layers and a handmade look that celebrates the humor and heart of infant teachers.

Stride App

User experience/user interface

Roles

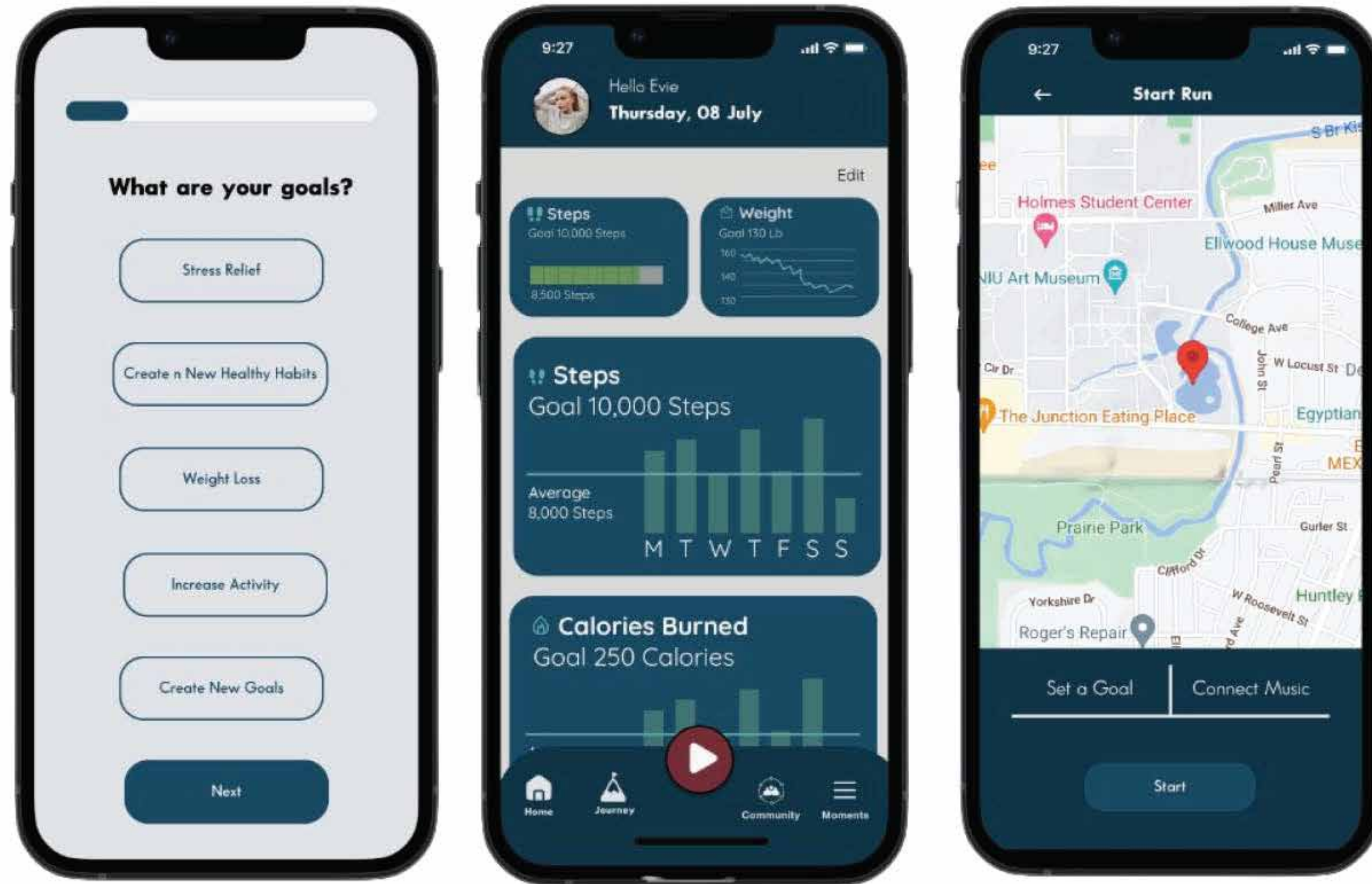
Researcher (Interviews, Surveys), Data Analyst, Ux/UI Designer

Programs used

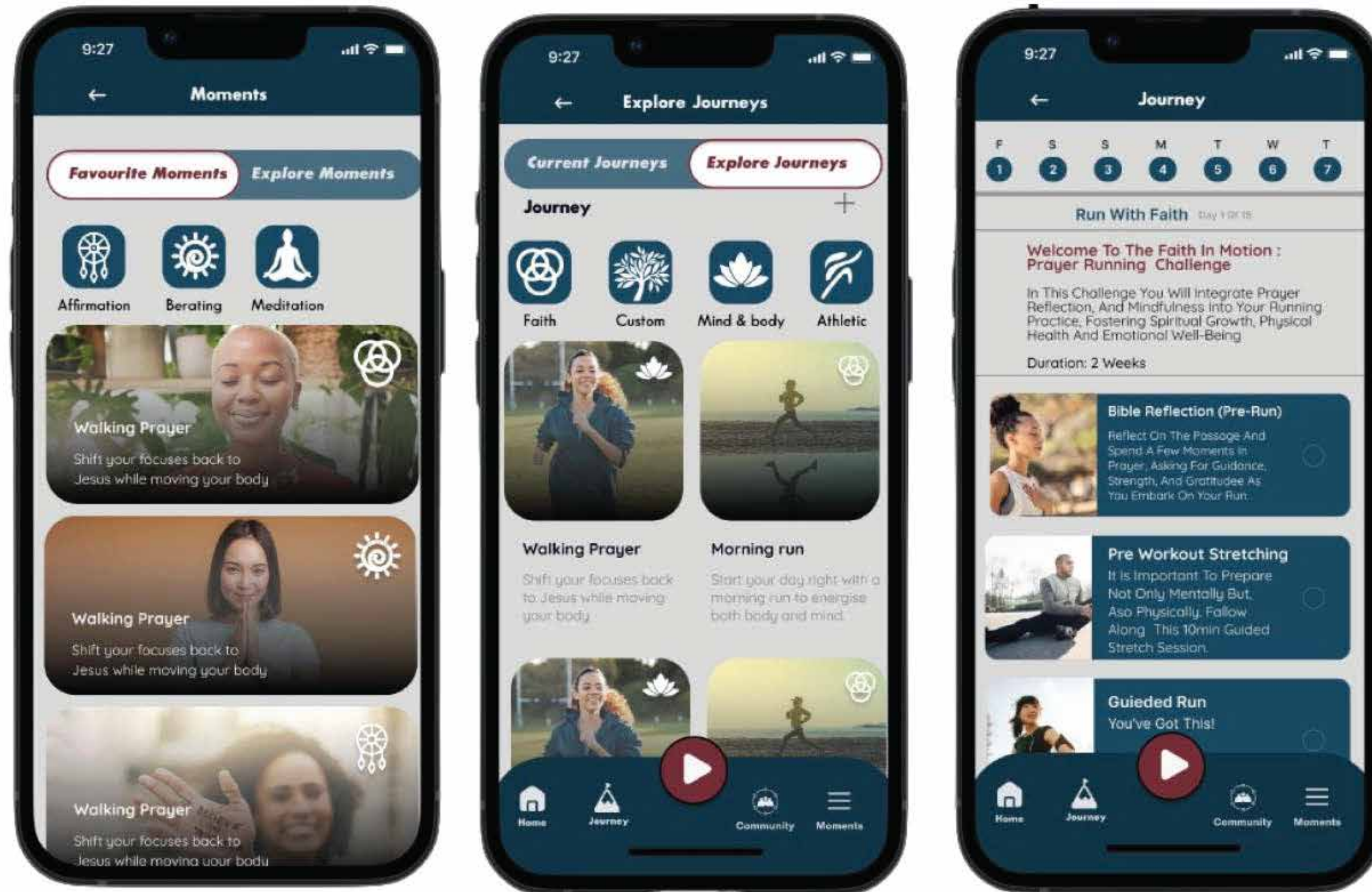
Illustrator, Photoshop, Procreate, InDesign, Figma, Google Surveys, Excel

Summary

Stride is a wellness app that helps users track goals related to fitness, mindfulness, and overall health. The design was guided by user research, including interviews and surveys, which informed wireframes and interactive prototypes. Final deliverables included the app interface, marketing materials, and branded merchandise.



Stride app mockups featuring goal selection, progress tracking for steps, calories, and weight, and a run-start screen with live map integration.



Three-screen Stride app mockup showcasing user moments, personalized wellness journeys, and a daily workout flow including reflection, stretching, and a guided run.



Promotional visuals for the Stride app, designed for use across platforms like Google, Instagram, and Facebook to encourage downloads and goal setting.

YOUR Journey
Speed
Stride



Stride mantra —“Your Journey, Your Speed, Your Stride”—was applied to athletic merch like a drawstring bag, promoting inclusivity across all fitness levels.

Jazz Fest

Typography

Roles

Designer, Typesetter

Programs used

Illustrator, InDesign

Summary

This project focused on designing a pamphlet and poster for the Chicago Jazz Festival, with the challenge of organizing a large schedule of performances by time and location. A playful dot-based layout was used to visually guide viewers through the information in a clear and engaging way. The cohesive poster and pamphlet design work together to promote the event while making details easy to navigate.

Chicago can't lay claim to being the jazz capital of the world, nor was it the birthplace of jazz, though as the place where Louis Armstrong and other seminal New Orleans artists came after New Orleans, and as the birthplace of Benny Goodman 100 years ago, it can be considered the second chapter in the story of the music's evolution.



CHICAGO JAZZ
FESTIVAL 2023
44TH ANNUAL

AUGUST 31 –
SEPTEMBER 3

**FREE
ADMISSION**

C. G. Della Porta et al.

Schedule of Performances

200 pm
Tribute To Joseph Jarman, Akir
Fielder And Saalik Ziyad
Preston Bradley Hall

(Tribute To Nat King Cole)
Jay Pritzker Pavilion

Figure 1

Anniversary Tour
Jay Pritzker Pavilion

●

100

Roof Top Jazz: NextGenre
is Theater Rooftop Terrace

Jay Pritzker Pavilion



Gabriella Franzone



Coordinating poster design for the Chicago Jazz Festival, using the same vibrant dotted pattern as the pamphlet to create a cohesive and eye-catching visual identity.

Thanks for Taking a Look!

I appreciate you taking the time to explore my work. This portfolio reflects my passion for thoughtful design, creative problem-solving, and making ideas come to life.

Skills Overview:

- Branding & Visual Identity
- UI/UX Design & Prototyping
- Illustration & Merch Design
- Layout & Print Design
- User Research & Strategy
- Adobe Creative Suite, Figma, Cricut Design Space

I'm always excited to learn, grow, and collaborate on meaningful projects.