

CIARA HYLARIDES

CONTACT

chylarides@gmail.com | twitter.com/chylarides | 311 W Smith St. Seattle, 98119 | 360.540.0455

SKILLS

Ability to develop an identity system, including logo type, marks, and collateral.
In-depth understanding of typographic hierarchy, legibility, and interpretation.
Experience in brand creation and implementation through various media.
Website designing and developing including non-profit and e-commerce.
Proficiency in Adobe Design Suite, Dreamweaver, and Macintosh platforms.
Proficiency in Microsoft Office Suite, including PowerPoint and Excel.
Interpersonal communication, including customer service and email composition.

EDUCATION

**B.A. in Visual Communication
Business Administration Minor**
Magna Cum Laude
Trustees' Scholarship Recipient
Ames Minority Scholarship Recipient
Seattle Pacific University 2010

WORK

Web Design Intern
Design, maintain, and update websites
Research new media, web standards, and trends
Winner of CASE Award Web Design
Fall 2007 - Spring 2010
Seattle Pacific University

AIGA Vice President
Coordinate meetings, schedules, and events; and provide leadership
Plan and host recognized community events, such as "Reality Check"
Fall 2009 - Spring 2010
Seattle Pacific University Chapter

Freelance Web Designer
Design and develop new websites for e-commerce clients
Survey and research technology and user needs
Summer 2009
Pull Tab Warehouse.com
Hyland Scientific

Human Resources Assistant
Interact with personnel and database systems
File, fax, FedEx, and compose emails
Fall 2006 - Fall 2007
Poniard Pharmaceuticals

BRAND CREATION

Eat Green Conference



A hand-drawn sketch of the words "eat green" in a cursive, lowercase font. The letters are connected and have a fluid, organic feel. The "eat" is on the top line and "green" is on the bottom line.

A hand-drawn sketch of the words "eat green" in a cursive, lowercase font. The letters are surrounded by a dense, intricate pattern of small, overlapping shapes that resemble leaves or a textured background.

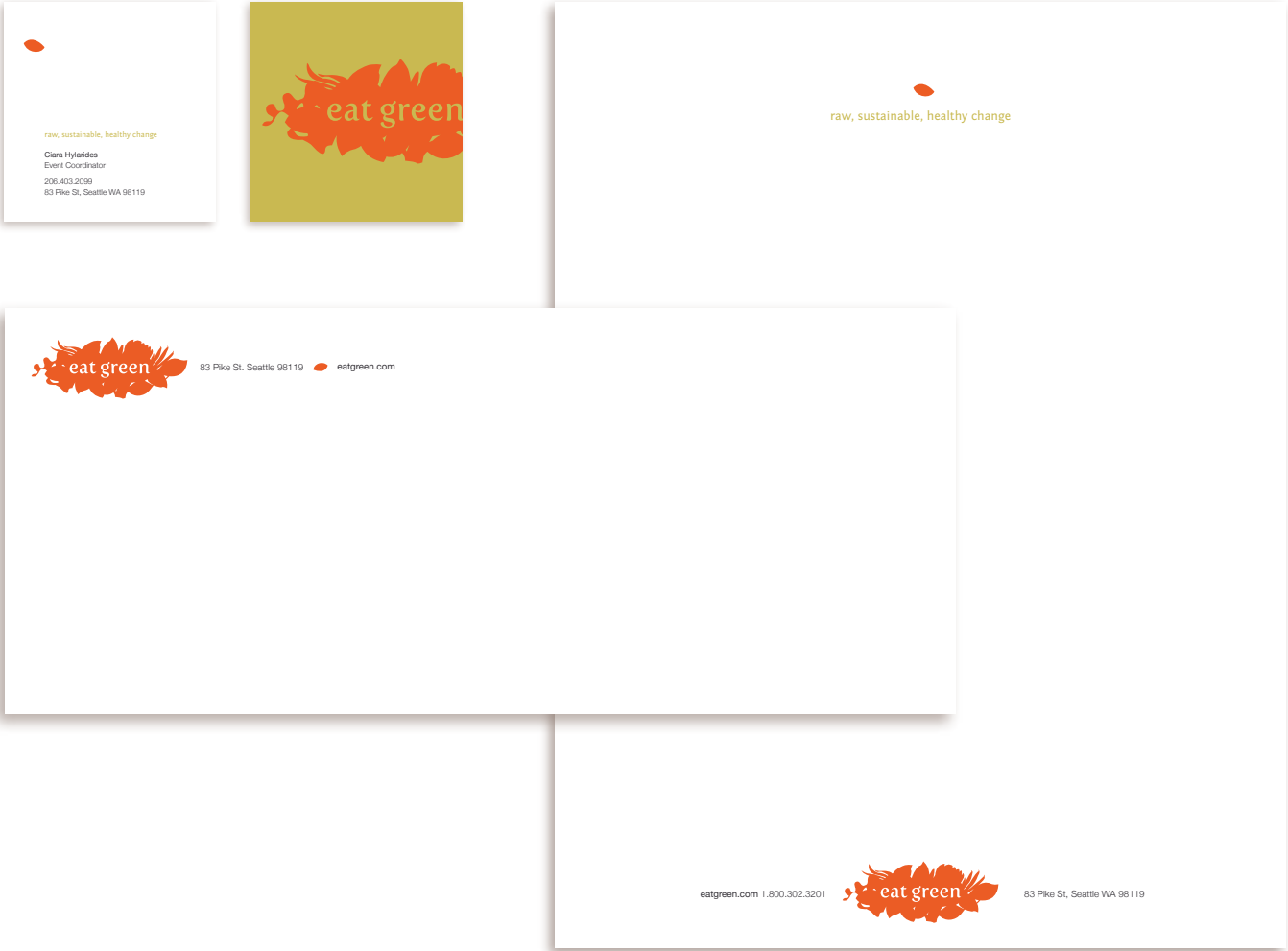
A hand-drawn sketch of the words "EAT green" in a cursive, lowercase font. The letters are integrated with a vertical, stylized plant or tree structure that has a trunk and some foliage at the top.

Brand Concept and Logo

The conference's mission was to bring sustainable and healthy foods into the hands of businesses and consumers. Inspiration for this logo came from the intricacies found in nature and in art. The complexity in the final logo reflects the relationship between nature, food, health, and the human body.

BRAND CREATION

Eat Green Conference



Brand Assets
Creating unity in brand messaging in print and web material is important for consistency and clarity. Some of the unifying elements for Eat Green's assets include white negative space, bold color, iconography, and clean typography.

BRAND CREATION

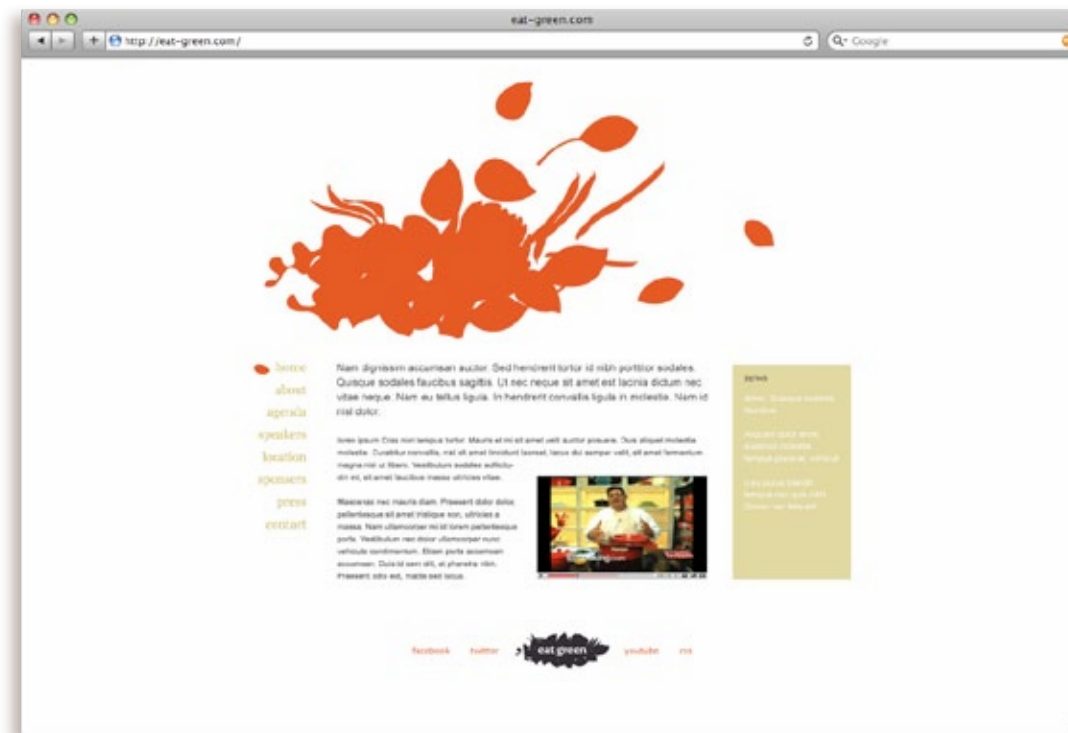
Eat Green Conference



Promotional Posters
 Eat Green posters were designed with bold colors to attract attention and set them apart. Displayed are the front and back, along with a repeated series in context.

BRAND CREATION

Eat Green Conference

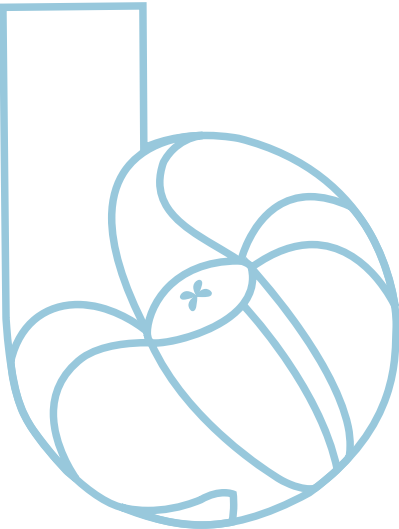


Eat Green Conference Materials

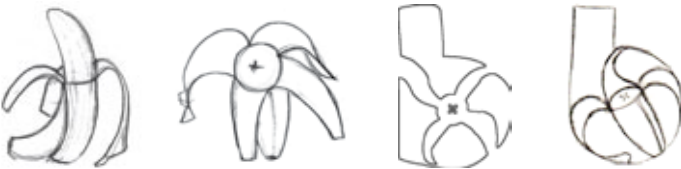
The booklet outlines the conference and become a main source for event information. It displays information in a convenient size for conference attendees. The earth-friendly shopping bag reduces waste and reminds carriers of Eat Green's message.

IDENTITY DESIGN

Café Belize Restaurant



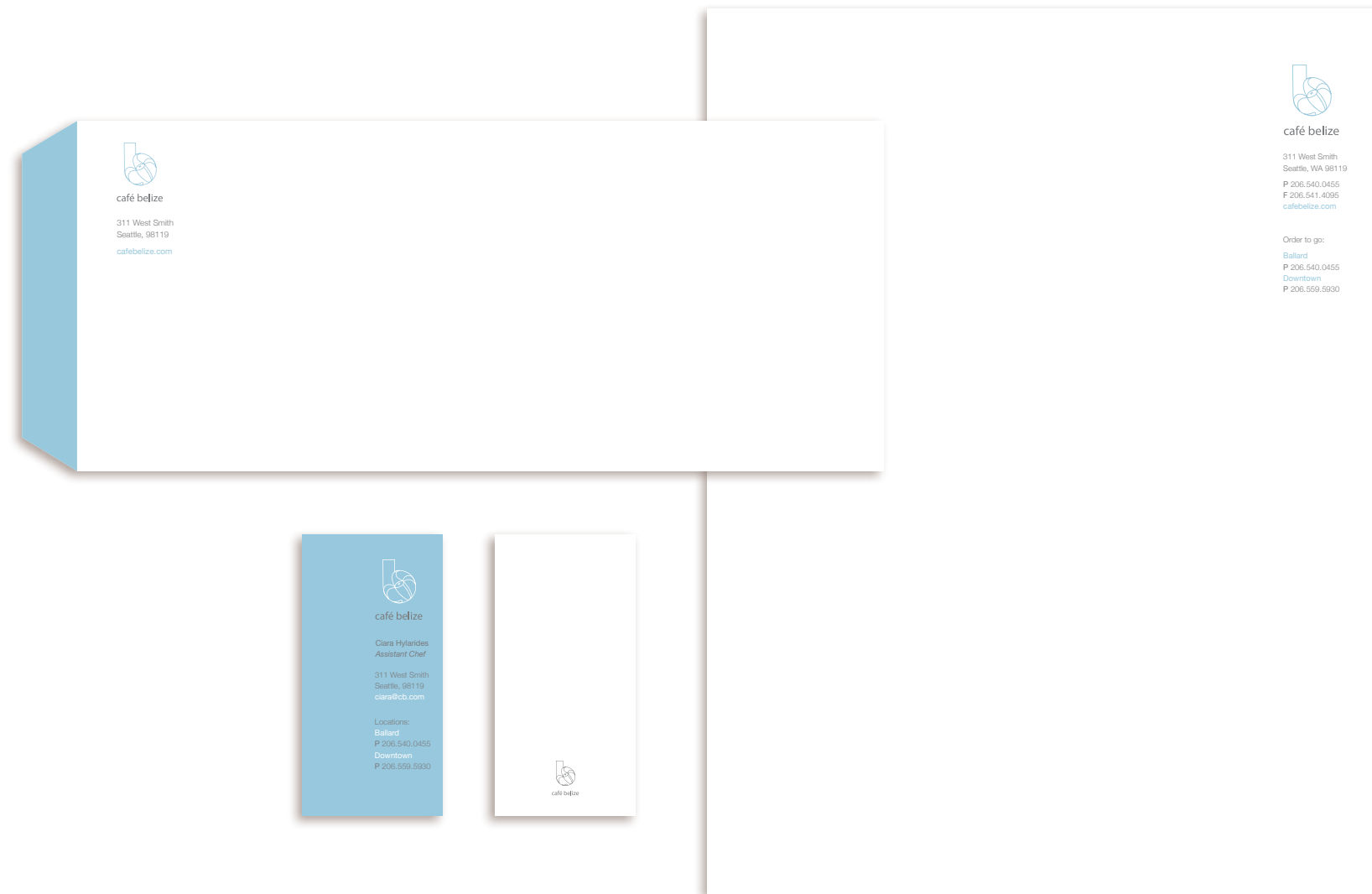
café belize



Identity Design
Café Belize is a fictitious company whose restaurant is located near the Seattle waterfront, and reminiscent of tropical, central American food.

IDENTITY DESIGN

Café Belize Restaurant



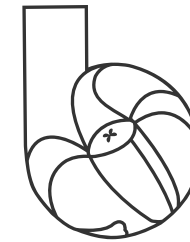
Collateral Design

Visual processes and form building were employed during the creation of a logo, letterhead, and business cards. This system incorporates the brand's mark and color palette through these materials.

IDENTITY DESIGN

Various Marks and Logos

A
PRODUCTION
OF
ANDY
WARHOL
**THE
FACTORY**



café belize

 **PULL TAB** **WAREHOUSE** **COM.**



12branded
Hours. Idea to Identity.

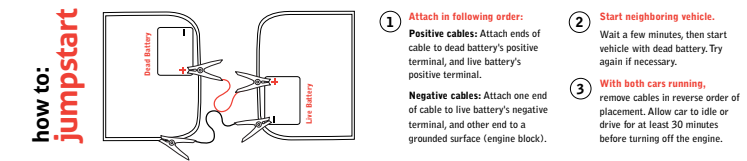
unleashed

Identity Design

Research and form building are the fundamentals of logo design. Each design takes into account the nature and meaning behind these brands.

PRODUCT DESIGN

Cell Car Battery



Sealed Rechargeable AGM Battery 12 V85Ah/20Hr SLC85-12

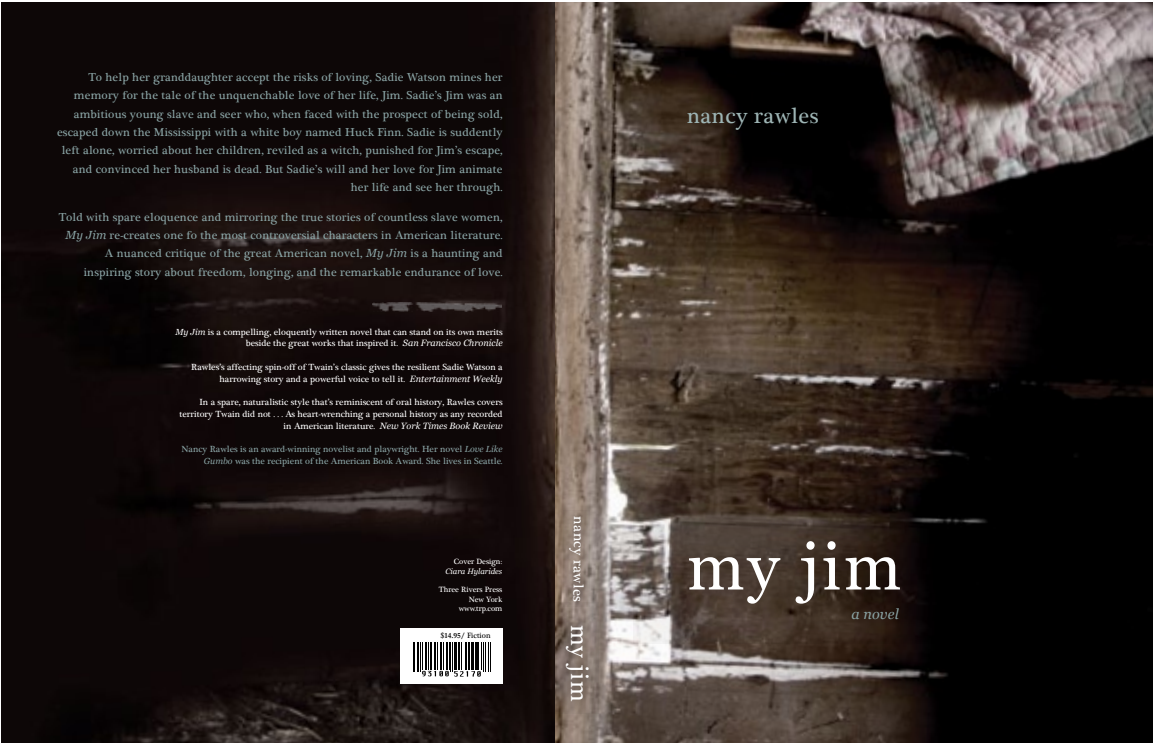
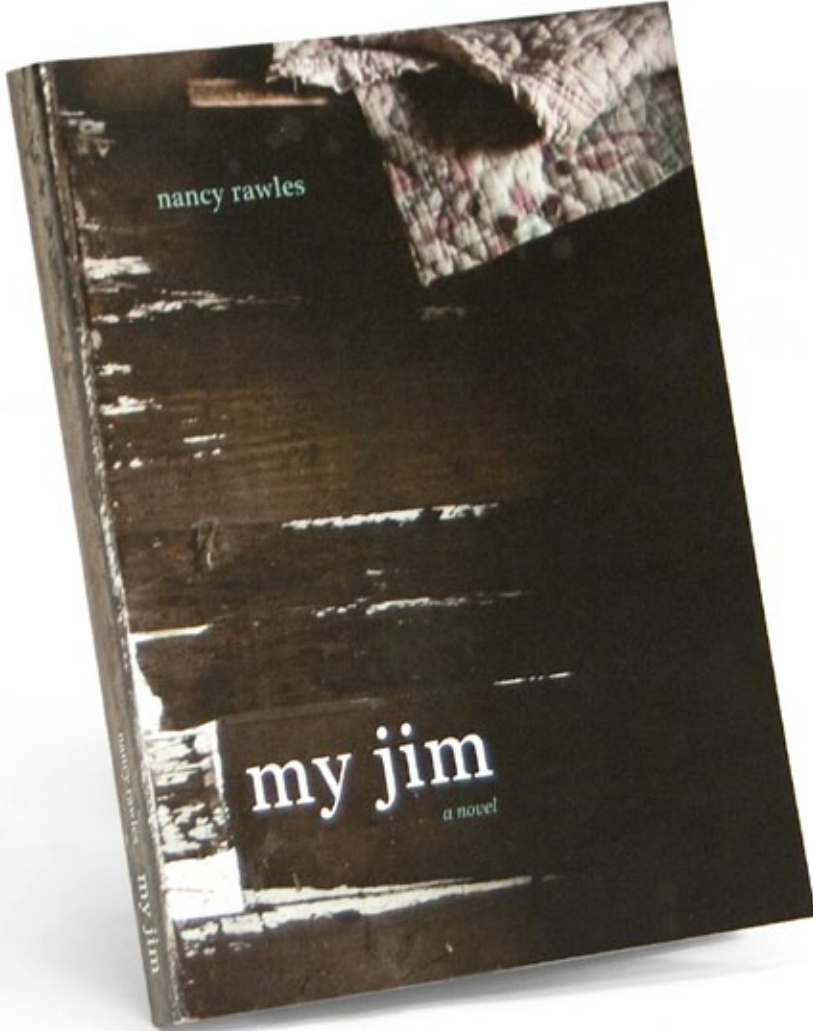


Product Design

Using a Swiss design influence, this ubiquitous automotive part was redesigned. This concept of the battery would not only stand out on a shelf, but also become user-friendly by including jump start directions visible directly on top of the battery.

BOOK COVER DESIGN

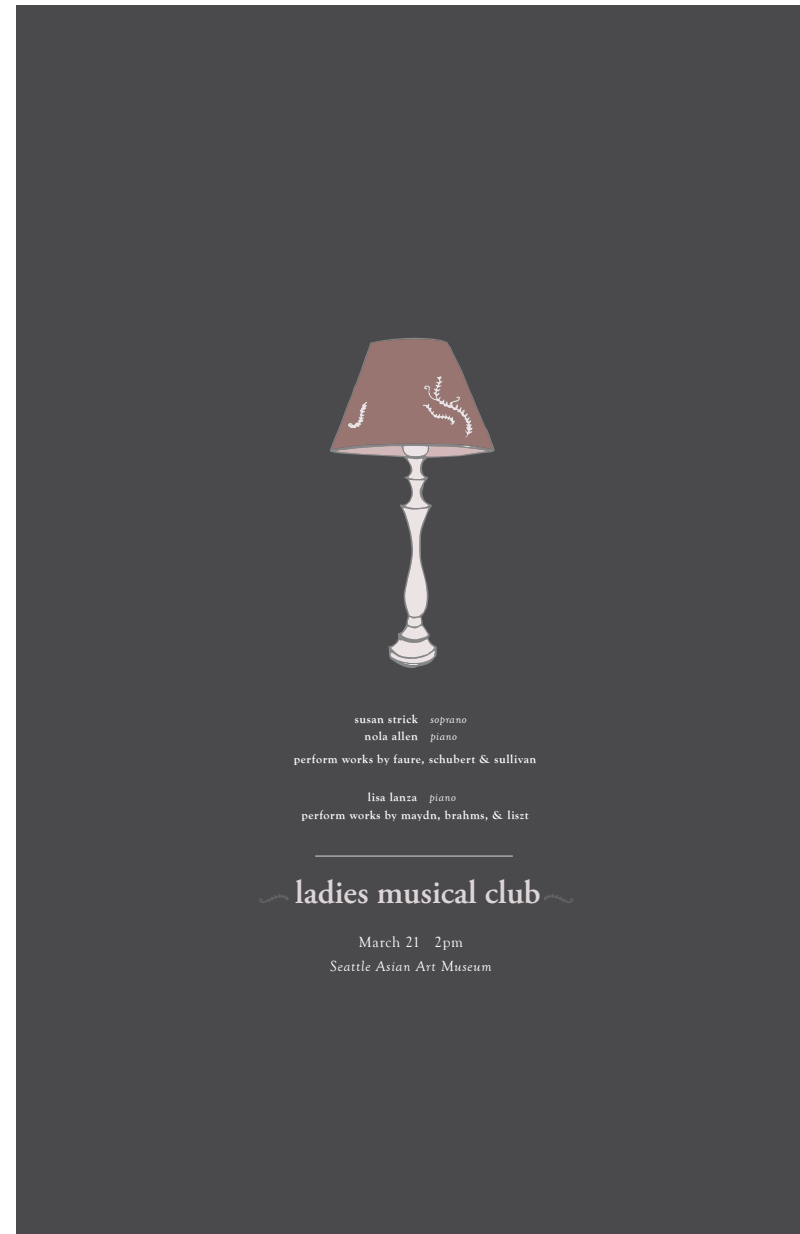
My Jim, by Nancy Rawles



Book Cover Design
My Jim recreates one of the most controversial characters in American literature: *Huckleberry Finn's* Jim. The cover design was inspired by the shack that the narrator Sadie tells much of her story from, with a glimpse of a quilt she sews to weave her tale.

ILLUSTRATION

Ladies Musical Club & Sigur Rós

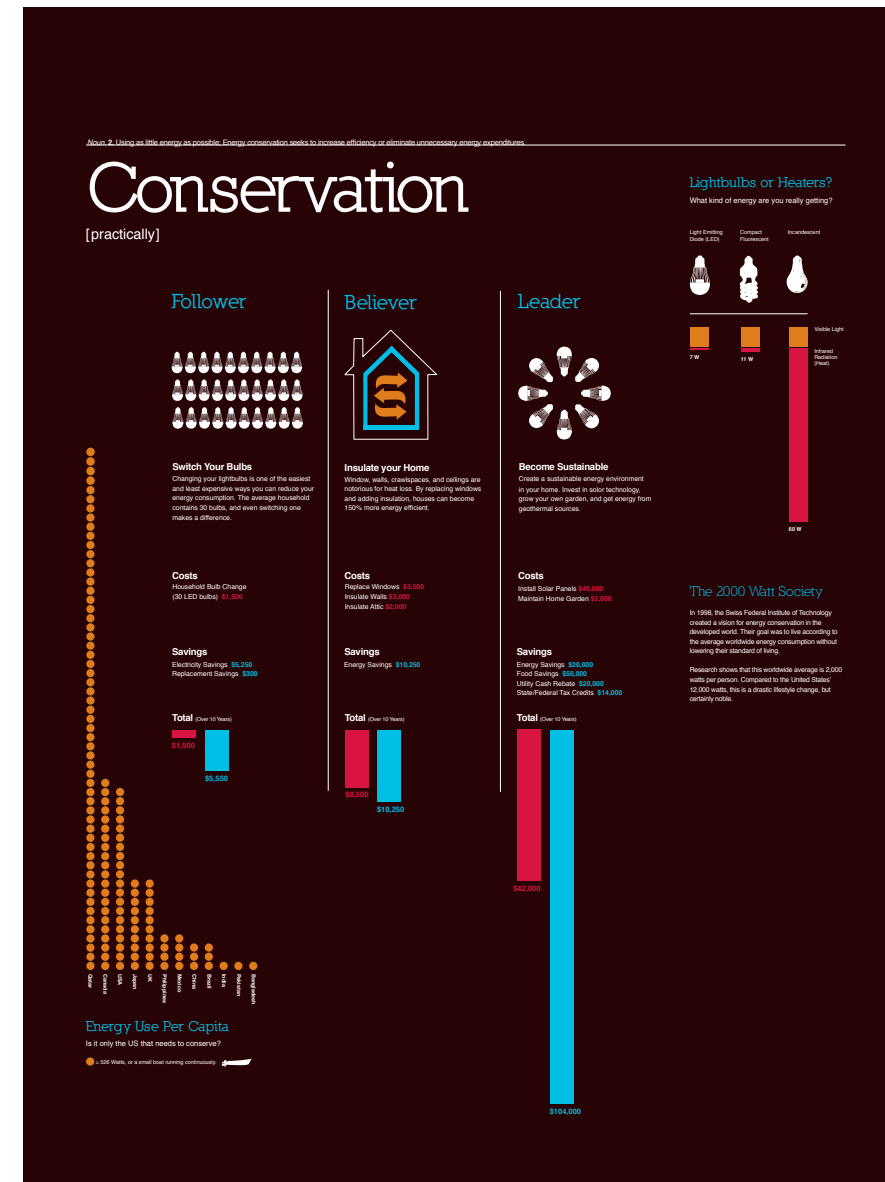


Illustrated Posters

The goal of this project was to create two posters using a similar illustrated style. These posters showcase two separate musical events, tying their design together with layout and focal point.

INFORMATION GRAPHICS

Conservation of Energy

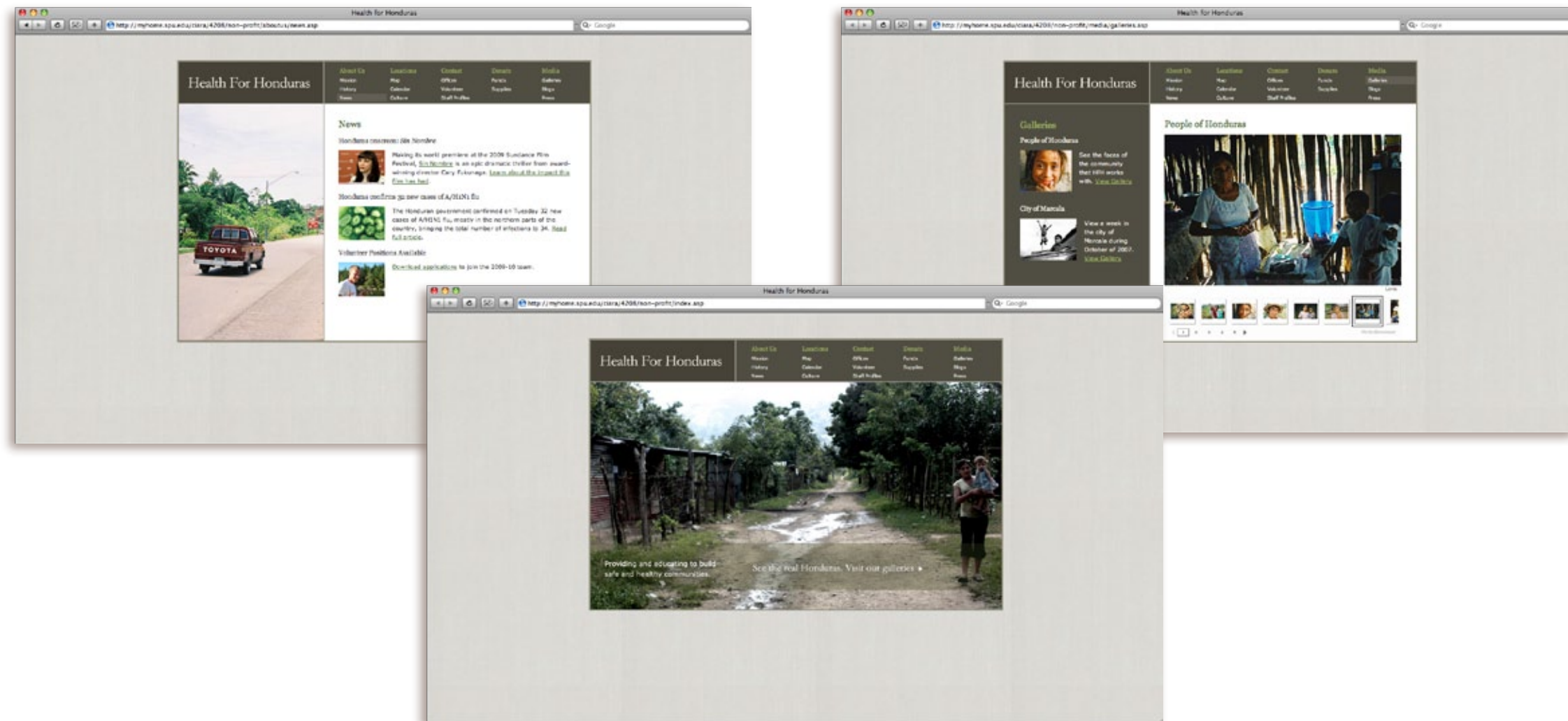


Information Design

Armed with the topic of "conservation of energy," information graphics posters were made to promote understanding of physics on campus.

WEB DESIGN - HTML/CSS

Health for Honduras

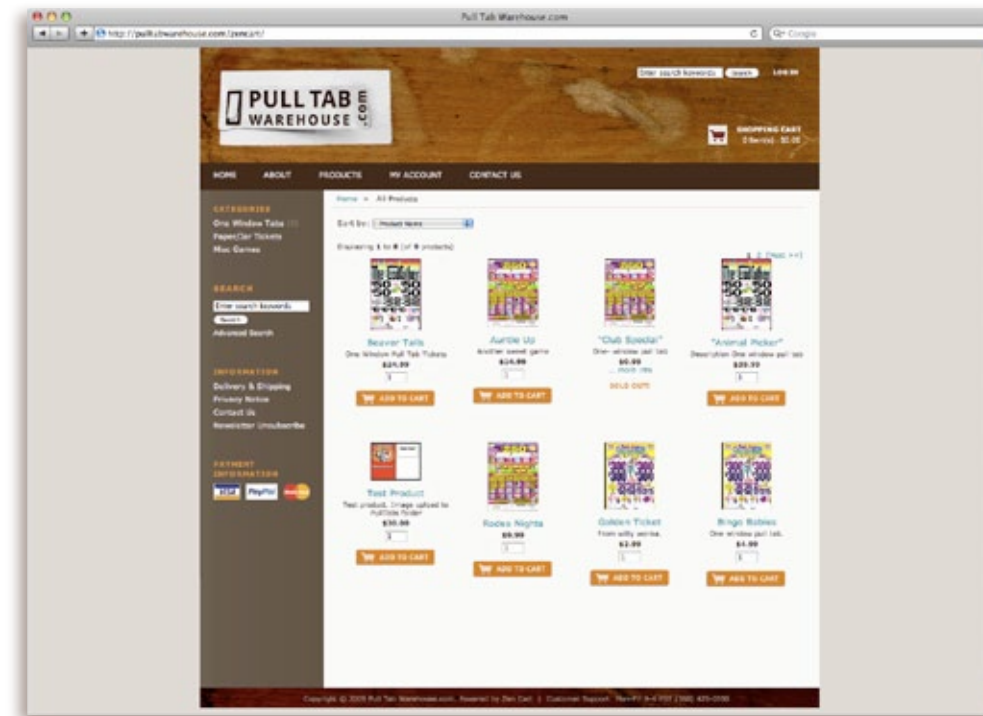
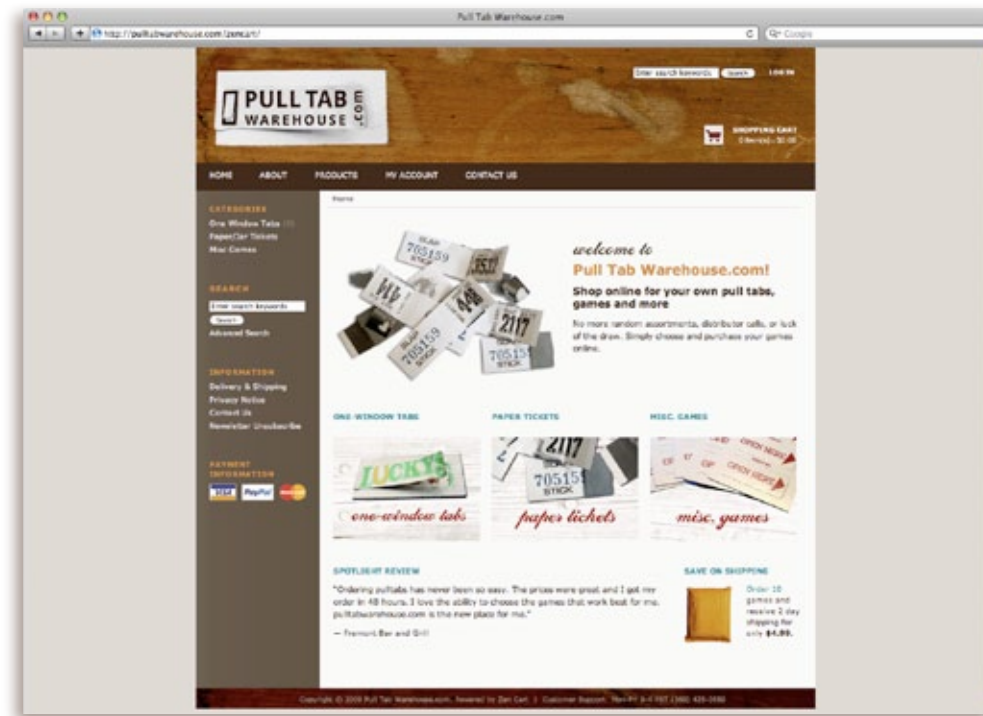


Non Profit Website

The goal of this website was to provide resources and information about Health for Honduras, a non-profit organization dedicated to medical care and treatment for the people of Latin America. The website includes photo galleries and accessible design.

WEB DESIGN - ECOMMERCE

Pull Tab Warehouse.com



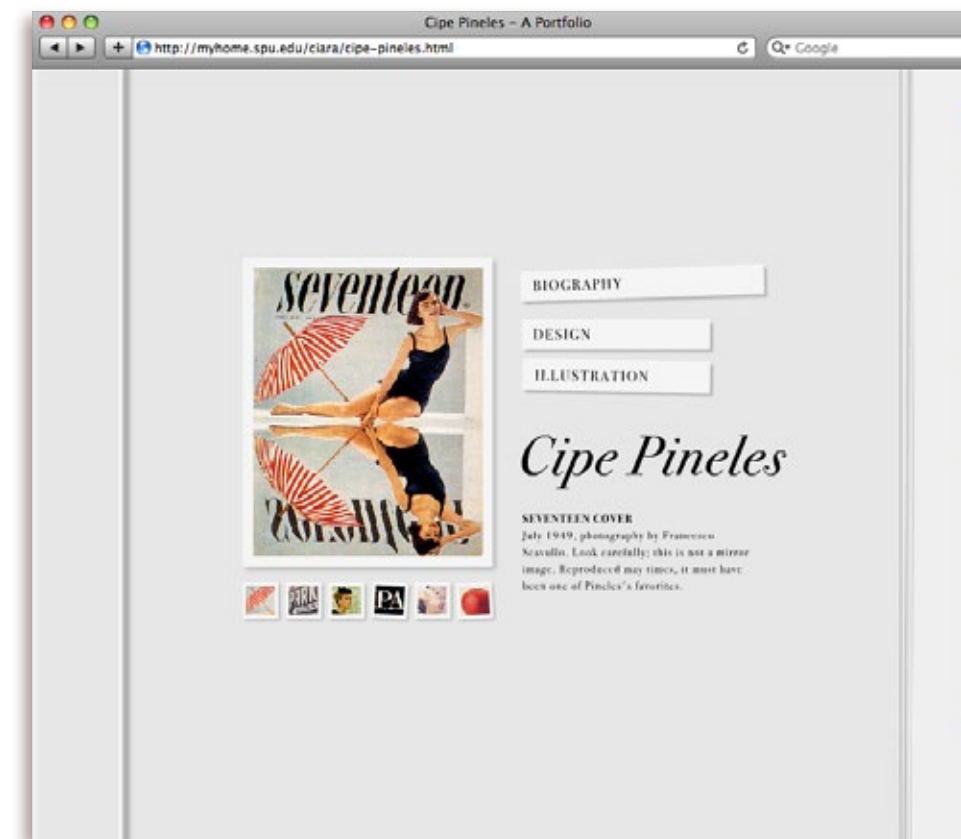
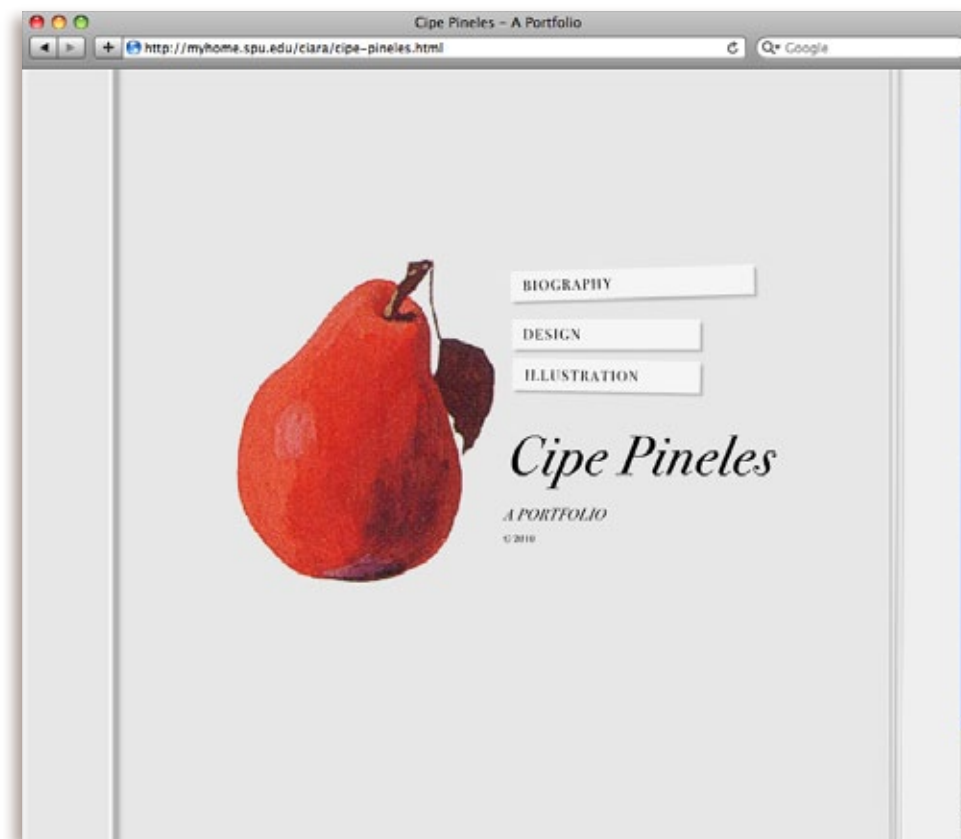
 **PULL TAB**
WAREHOUSE **.COM**

E-Commerce Website and Logo

This is a website specializing in selling pull tabs commonly found in bars and bowling alleys. The logo emulates an actual pull tab form and the website strives to create an familiar environment for visitors.

WEB DESIGN - FLASH

Cipe Pineles Portfolio Website





Flash Website

This is a Flash portfolio site showcasing the work and life of designer Cipe Pineles. The site's design was informed by her work and style.

WEB DESIGN - EMAIL MARKETING

www.spu.edu



welcome to
hill hall

Dear New Hill Hall Resident,

We welcome you to Seattle Pacific University and especially to your new home away from home, [Hill Hall](#). Many amazing opportunities are in store for you to grow personally and academically during your time here. The Residence Life staff has been busy preparing for your arrival and making plans to involve you in this exciting community.

As your live-in residence life coordinators (RLOs), we are deeply committed to Hill Hall. We advise and supervise the peer advisors (PAs) and are confident that your PA will be a great resource and friend to you. We are proud to introduce Hill's PA staff for 2009-10:

Peer Advisor	Floor	Peer Advisor	Floor
Kaitlyn McCranie	1st Women	Amin Jahr III	3rd Men
Alyssa Meyer	2nd Women	Bubba Baker	4th Men
Amanda Houston	3rd Women	Carl Jones	5th Men
Lauren Begun	4th Women	Allen Klein	6th Men
Stephanie Friesen	5th Women		

The PAs work together with other hall leaders, including student ministry coordinators (SMCs) and hall council officers, to serve and assist you. We encourage you to actively participate in hall activities and to consider serving in a leadership position.

As you familiarize yourself with Hill, please take a few minutes to read through your [Residential Student Guidebook](#) (sent with your [Room and Meal Plan Contract](#)). It has many helpful details about safety and security, community standards, room guidelines, and more. Please contact your PA or one of us if you have questions or concerns.

We look forward to meeting you personally when you arrive to campus and settle into our residence hall. If we don't have a chance to be introduced during the busy [Orientation schedule](#), there will be many opportunities during the beginning of the quarter and throughout the year. Please stop by our office in the lobby or feel free to contact us for an appointment.

We look forward to getting to know you and learning how we can help you make the most of your SPU educational experience!

Sincerely,

Zach Hartman Residence Life Coordinator Hill and Moyer Halls 206-286-7262 zhartman@spu.edu	Deyspring Schlachter Residence Life Coordinator Hill and Moyer Halls 206-286-7246 dschlach@spu.edu
---	---



Monday, February 22, 2010 | Winter Quarter, Week 7

Announcements

National Eating Disorder Awareness Week.
February 22-26. Various locations.
"Alter-ations"—alter how you see, not how you look. Listed below are weekly events including an art exhibit in Water Hall, educational exhibit in Emerson, film viewing, and documentary discussions! **Closest giveaway (Water Lounge):** students can donate their too small or too big clothes and let go of unrealistic size expectations and embrace their bodies for the beautiful creations they are!

Experience Moyer Project.
Sunday, February 28, 7-11 p.m., Moyer Hall. Come experience the music, the spectacle, of EMP! Tour elaborately decorated rooms portraying "engaging" themes. Hear Moyer residents perform live music, and end the evening with a dance party in "Club X" (aka Lower Moyer). Refreshments and homemade snacks for sale in lobby, so bring a few dollars! Contact Amanda Hough, Moyer Publicist.

Senior Survival: The Next Adventure.
Thursday, February 25, 6:30-9:30 p.m., Cost \$5, Fine Center FFAC. Prepare for life after graduation! Guest speakers will share tips on finding a great job, creating a balanced life, getting your finances in order, and building strong relationships. Enjoy refreshments and learn what you need to do before you graduate and how to plan for what's next. [Pre-registered online](#) or at Unicom and receive a leather portfolio. Co-sponsored by Student Programs, Center for Career & Calling, Alumni Center, and Student Financial Services.

Resume Blitz!
February 22-25, Center for Career & Calling, 2nd floor, SUB. Create your resume and bring it to the career center for a professional review! You can make an appointment or stop by the office for a 15-minute review. [Tips for resume writing.](#)

Lectures

C. May Marston Lecture: Owen Ewald, Ph.D.
Tuesday, February 23, 7:30 p.m., Demarey Hall 150. Dr. Ewald, Assistant Professor of Classics, will discuss why Vergil matters. Over two millennia of writers, painters, scholars, and even preachers have drawn inspiration from his poetry. Dr. Ewald has published many articles, and since 2001, has taught Latin, Greek, classical literature, ancient history, and art history at SPU. He was named to the C. May Marston professorship in 2005.

Thursday Food for Thought: Al Erlaman.
Thursday, February 25, 12:30-1:15 p.m., Library Reading Room. "Joseph, The Accidental Executive" Thoughts on business and faith from the life of Joseph. This is a brown bag event—bring your lunch!

Respond

- Submit Info
- Submit Ad
- Give Feedback

Helpful Links

- SPU Classfests
- The Falcon Online

Follow SPU

- Twitter
- Facebook
- My.SPU
- Friendster/My.SPU

Scholarships

For scholarship information, visit [Student Financial Services](#).

Deadlines

Spring Registration.
All continuing undergraduate students have been assigned an appointment time, available in the Student Menu of Banner. Graduate student registration will begin Monday, March 1. Contact [Student Academic Services](#).


Undergraduate Academic Counselors Accepting Drop-In Appointments.
First come, first served basis. These meetings are for Spring Quarter scheduling and registration issues, or for those on academic probation. Students should have already met with faculty advisors. Check in at the front desk in Demarey Hall 120.

Feb. 24: 12:30-4:30 p.m.
Feb. 25: 9:30 a.m.-4:30 p.m.
Feb. 26: 8:30 a.m.-4:30 p.m.

Falcon Edillon-in-Chief Applications.
Friday, March 5, 5:00 p.m. Applications are now being accepted for Edillon-in-Chief of the student newspaper, The Falcon, for 2010-11 academic year. Applications should be turned in to faculty advisor, Rick Jackson, Marston 204.

Quick Notes

Tell Us A Story.
Know a good story about SPU faculty, staff, student, or alumni? [Submit your story](#) (less than 100 words).



SPU Home | President | Giving

A MESSAGE TO FRIENDS

FROM PRESIDENT PHILIP EATON

Dear Alum, Parent, or Friend of SPU,

Each one of you is in some way a friend of Seattle Pacific University. And because I regard you as "insiders," I want to keep you up to speed about what is happening at SPU.

Specifically, I want to talk with you about the economy. We are in a mess, aren't we? As a nation. As a word. And the biggest question for us is this: Where is all of this headed? Where is the bottom? When will the values of our homes and our retirement accounts return to something not so scary? When will the jobs of so many people be more secure again? When will our companies begin again to see opportunities for investment and growth, willing again to take the risks necessary for the economy to move out of this stagnation?

I've been thinking a lot about what we are learning through all of this, as individuals and as a nation. Will there be cultural shifts possible as we regroup beyond this crisis? At a later time, I will send you some of my thoughts on this question.

We know that one of the most important variables for economic health is some sense of certainty, some kind of clarity about the future, some kind of solid ground that allows us to have confidence about moving forward. We are, of course, stuck in too much uncertainty at the moment. And that's not good. We all feel it, don't we?

You surely have been reading about all of the consternation and turmoil this economic crisis is causing for higher education across the nation. Endowment values of our universities are plummeting, some 30 percent at Harvard, for example. Budgets are being slashed, at times up to 15 percent. The University of Washington is facing a 13 percent cut in their operations. That is huge, and very difficult for that institution. Many others are facing this kind of challenge as well.

Tuition increases for most public universities will skyrocket for next fall, some predicted to be 12 percent to 13 percent. There are some dire predictions that any number of our weaker institutions may have to close their doors. None of this is a pretty picture for our American colleges and universities, and just I might add, when our universities are needed more than ever for our nation to remain competitive across the globe.

1 of 3 | [Next](#)

Copyright © 2010 Seattle Pacific University. Web Content Disclaimer: 206-281-2000, 3387 3rd Avenue West, Seattle, WA 98119-1997, U.S.A.
[Apply](#) [Give Feedback](#) [Email this Page](#) [Print](#)

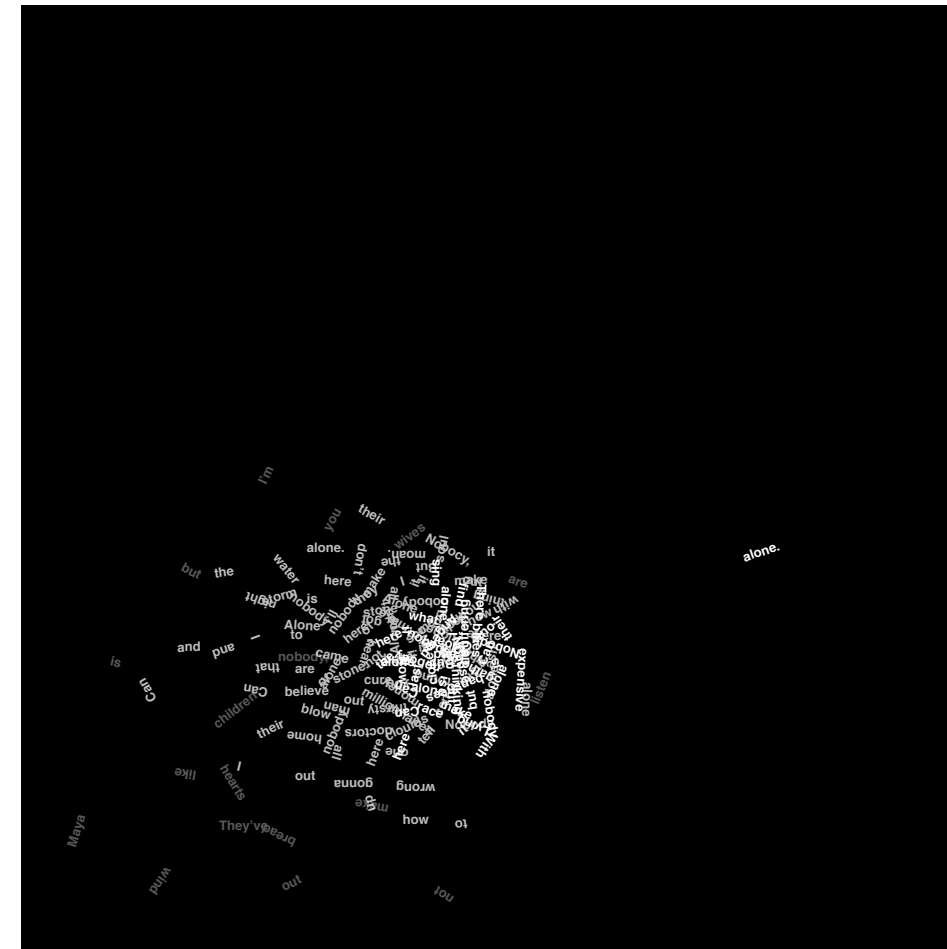
Founded in 1887, Seattle Pacific University is a premier Christian university that equips people to engage the culture and change the world.

HTML Email Design

Email communication is integral to Seattle Pacific University, disseminating information to students, parents, faculty, and staff. Email templates were redesigned for the web, as well as hand coded and tested on various email clients to ensure consistency.

EXPERIMENTAL

Typographic Exercises

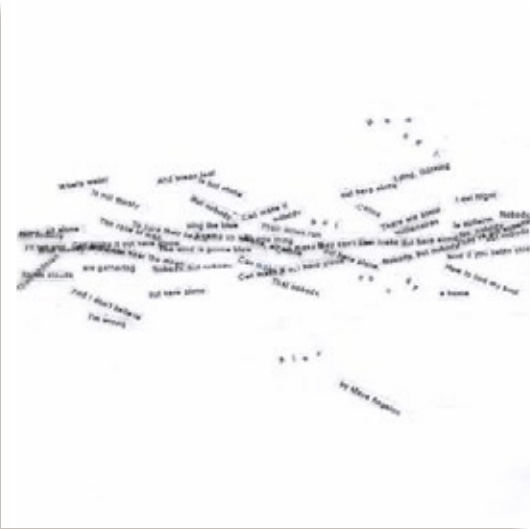
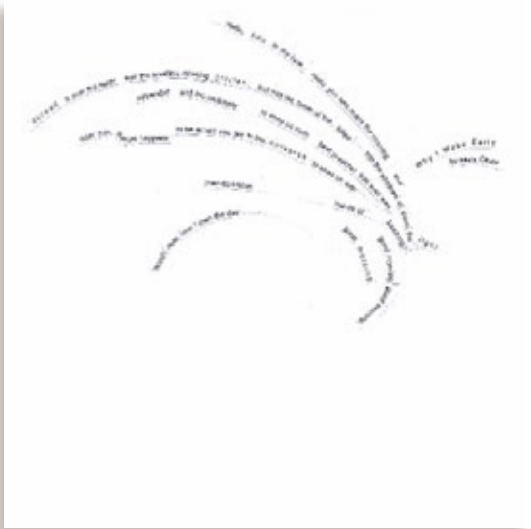
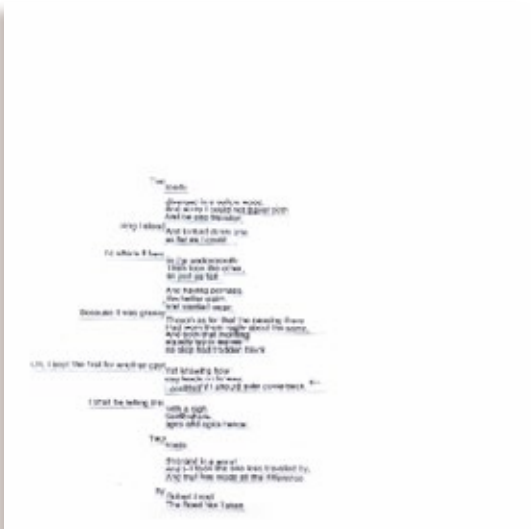


Typographic Exercises

Experimental typography created using photocopied transparencies and the computer.

EXPERIMENTAL

Typographic Hand Sketches



Typographic Sketches
A collection of sketches done by hand with the aid of scissors, x-acto knives, rubber cement, and patience.