

emily
✿ Jenkins

Table of Contents

Winery Branding

Client: Celestial Vineyards

The brand of Celestial Vineyards was based off the founder's childhood memories of star-gazing on her parent's vineyards. The labels created are for two of the wines (Lyra and Corona Borealis) from their latest release, the Constellation Series.



CELESTIAL Vineyards

Growing up on a vineyard in the Napa Valley Region, Genevieve loved clear skies and beautiful lush vines. She fondly remembers gazing up at the night sky from the vineyard. Under the canopy of stars, she learned about the cosmos. These moments and a passion for her craft fueled the desire to create Celestial Vineyards with the intention of capturing the beauty and wonder that she had experienced all those nights ago in the perfect sip of wine.

Lyra is a 2021 sweet moscato wine that goes down easy and is pleasing to everyone. Much like the story played on the lyre from which constellation gets its name.

750ML ALC. 7% BY VOL

CELESTIAL Vineyards

Growing up on a vineyard in the Napa Valley Region, Genevieve loved clear skies and the beautiful lush vines. She fondly remembers gazing up at the night sky from the vineyard. Under the canopy of stars, she learned about the cosmos. These moments and a passion for her craft fueled the desire to create Celestial Vineyards with the intention of capturing the beauty and wonder that she had experienced all those nights ago in the perfect sip of wine.

Corona Borealis is a 2021 sauvignon blanc that's bright and citrusy, yet grounded by herbal, grassy aromatics. The notes are inspired by the tale of Ariadne's crown being lifted to the sky.

750ML ALC. 7% BY VOL



CELESTIAL Vineyards

The Constellation Series

Lyra
Pink Moscato

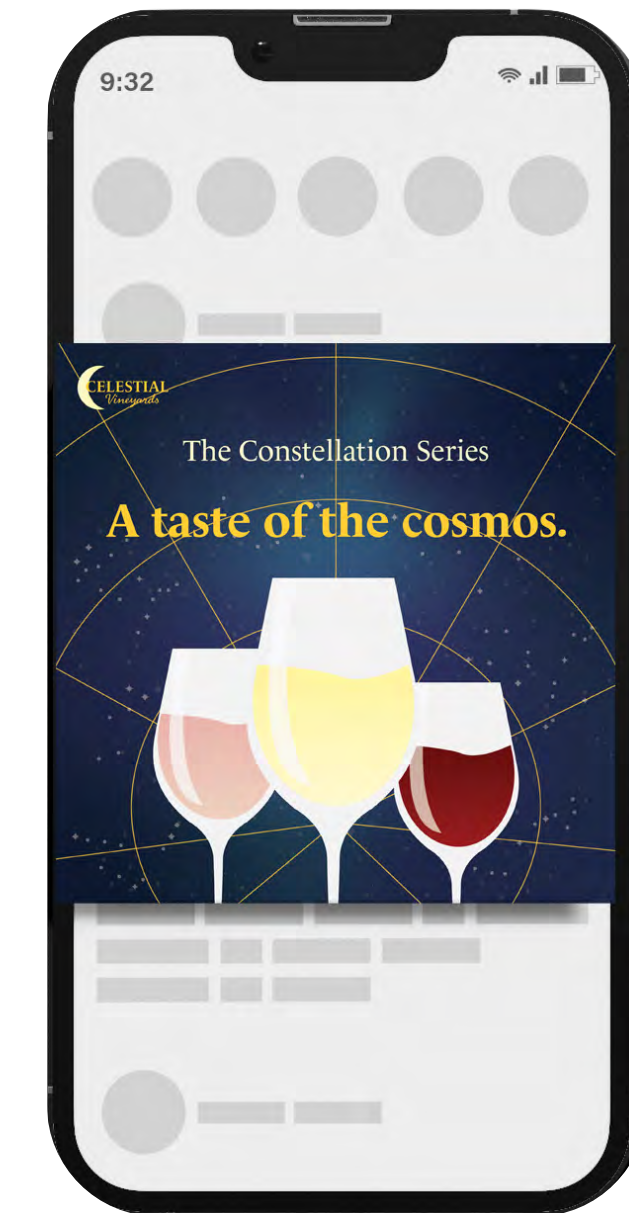
Sweet Light Aromatic

CELESTIAL Vineyards

The Constellation Series

Corona Borealis
Sauvignon Blanc

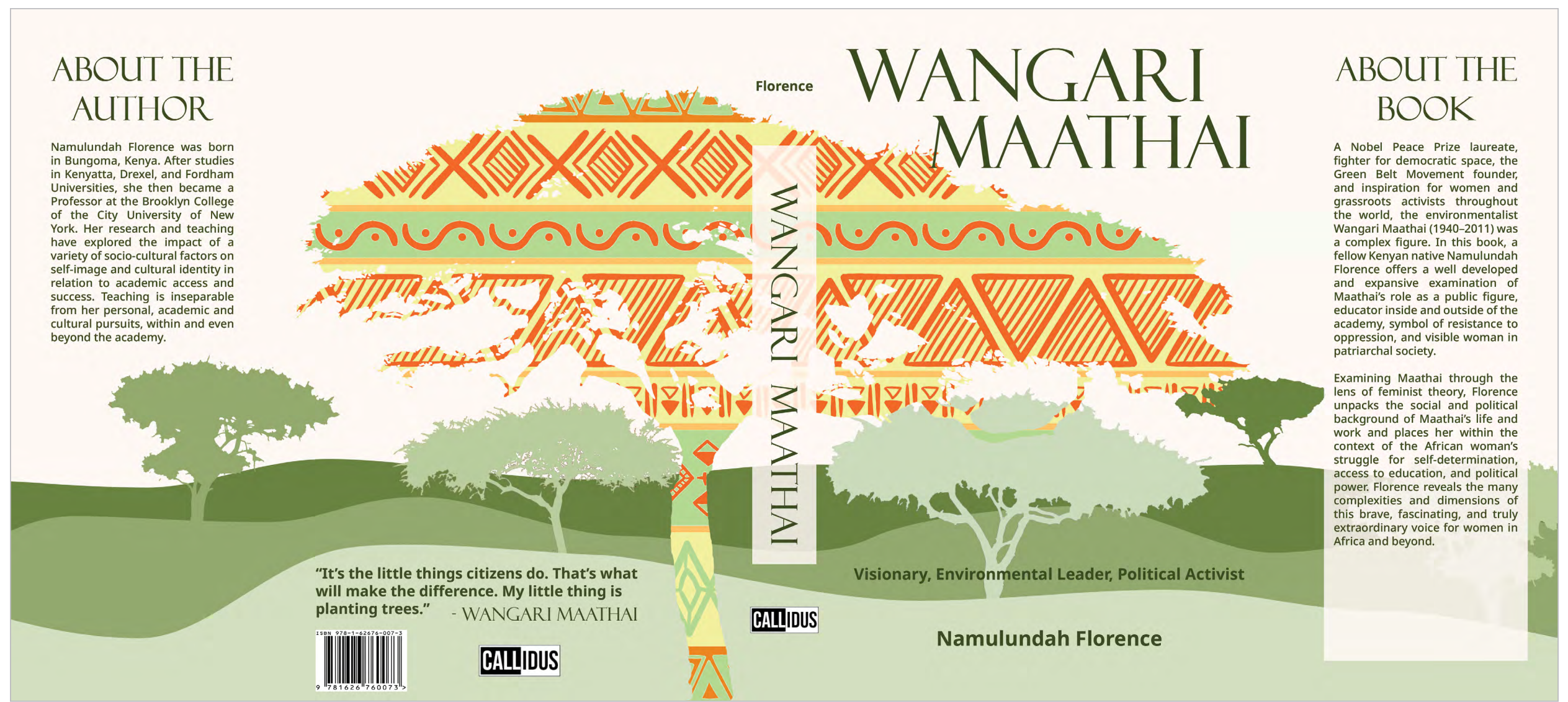
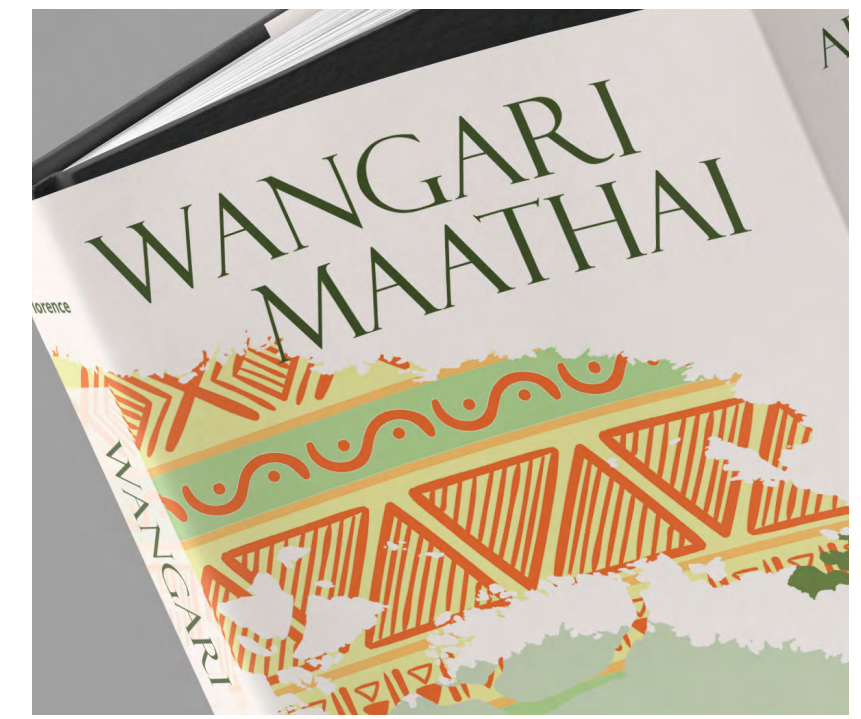
Citrusy Bright Crisp



Influential Woman Dust Jacket

Client: Callidus Publishing

The concept was to create a captivating book jacket inspired by the impactful life of environmentalist Wangari Maathai. By using African patterns, the design honors her heritage while symbolizing her renowned tree-planting initiatives.



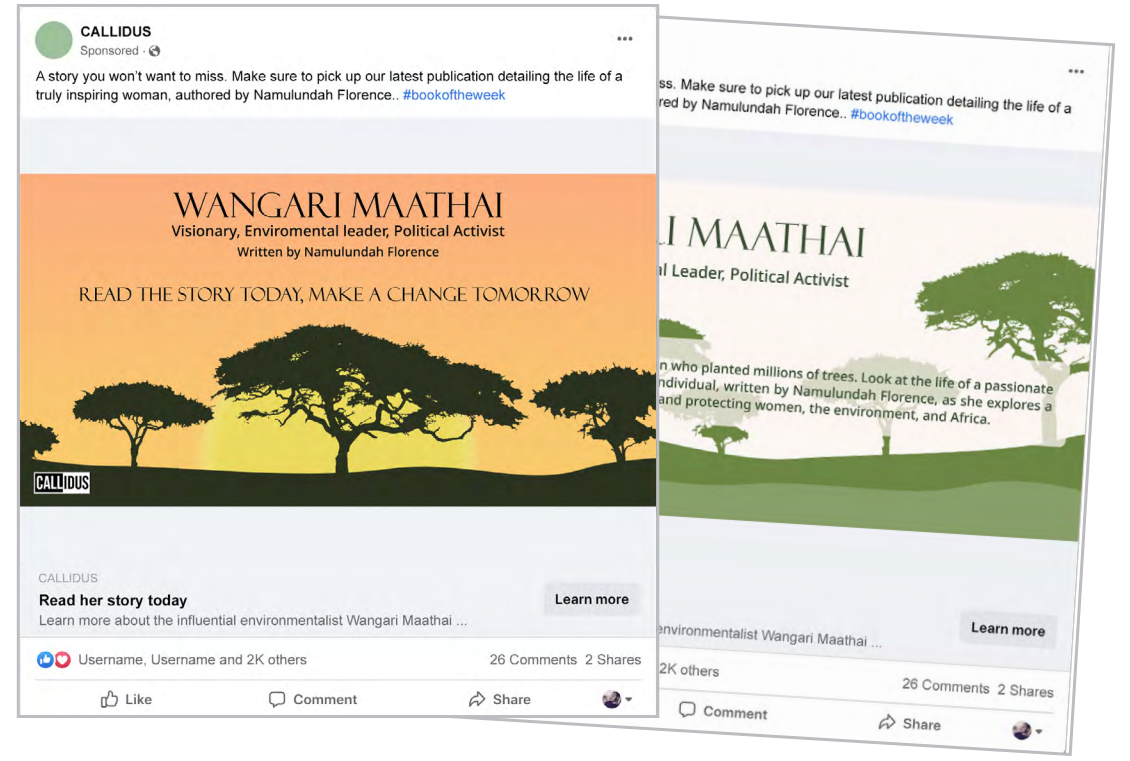
ABOUT THE AUTHOR

Namulundah Florence was born in Bungoma, Kenya. After studies in Kenyatta, Drexel, and Fordham Universities, she then became a Professor at the Brooklyn College of the City University of New York. Her research and teaching have explored the impact of a variety of socio-cultural factors on self-image and cultural identity in relation to academic access and success. Teaching is inseparable from her personal, academic and cultural pursuits, within and even beyond the academy.

ABOUT THE BOOK

A Nobel Peace Prize laureate, fighter for democratic space, the Green Belt Movement founder, and inspiration for women and grassroots activists throughout the world, the environmentalist Wangari Maathai (1940-2011) was a complex figure. In this book, a fellow Kenyan native Namulundah Florence offers a well developed and expansive examination of Maathai's role as a public figure, educator inside and outside of the academy, symbol of resistance to oppression, and visible woman in patriarchal society.

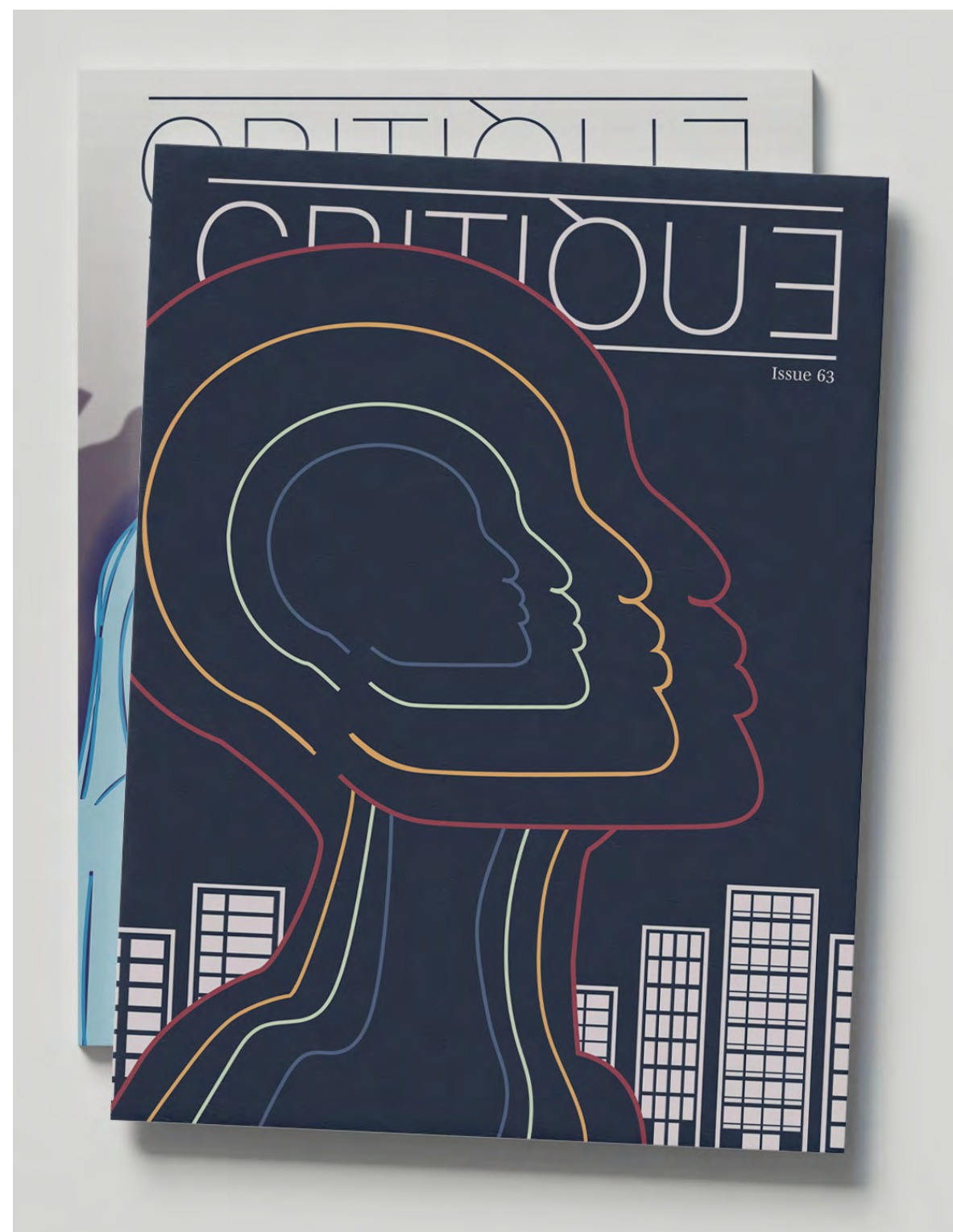
Examining Maathai through the lens of feminist theory, Florence unpacks the social and political background of Maathai's life and work and places her within the context of the African woman's struggle for self-determination, access to education, and political power. Florence reveals the many complexities and dimensions of this brave, fascinating, and truly extraordinary voice for women in Africa and beyond.



Magazine Cover and Article

Client: Critique Magazine

After reading an article about diversity in the workplace, a cover was designed to represent that theme. Two accompanying spreads were made as a practice in creating visual continuity.



Diversity Has Become a Booming Business So Where Are the Results

Pamela Newkirk

Facing backlash in February over a sweater that looked like blackface, Gucci followed a now predictable course. Company officials apologized for appearing to mine demeaning imagery from the past, hired a global diversity czar, who is African American, and vowed to create multicultural scholarships and a more diverse workforce. Burberry announced similar efforts after it showed a hoodie that looked like a noose the same month, and Prada did the same in 2018 after it had unveiled a line of figurines that also resembled blackface.

This is not just the playbook of the fashion industry. Dozens of companies and institutions have sought to deflect controversy over embarrassing missteps or revelations of homogeneous boards and workplaces by launching high-profile initiatives or enlisting a person of color for a prominent post.

In 2003, MIT professor Thomas Kochan noted that companies were spending an estimated \$8 billion a year on diversity efforts. But since Trump's election, and with the emergence of movements like #MeToo and Black Lives Matter, the industry has exploded.

A 2019 survey of 234 companies in the S&P 500 found that 63% of the diversity professionals had been appointed or promoted to their roles during the past three years. In March 2018, the job site Indeed reported that postings for diversity and inclusion professionals had risen 35% in the previous two years.

The lucrative industry shows few signs of waning—from the spike in well-compensated diversity consultants and czars; to online courses and degree programs at prestigious schools; to professional organizations as well as conferences; to the commissioning of ever more studies, task forces and climate surveys. The buzzword is enmeshed on blogs and books and boot camps, and Thomson Reuters, a multinational mass-media and information firm, even created a Diversity and Inclusion Index to assess the practices of more than 5,000 publicly traded companies globally.

But while business targeting diversity is flourishing, diversity is not.

“The term has become such a catchall that we’ve lost focus on the original intent of antidiscrimination efforts.”

People of color—who make up nearly 40% of the U.S. population—remain acutely underrepresented in most influential fields. From 2009 to 2018 the percentage of black law partners inched up from 1.7% to 1.8%. From 1985 to 2016, the proportion of black men in management at U.S. companies with 100 or more employees barely budged—from 3% to 3.2%. People of color held about 16% of Fortune 500 board seats in 2018. A 2018 survey of the 15 largest public fashion and apparel companies found that nonwhites held only 11% of board seats and that nearly three-quarters of constant CEOs.

Since 1978, for example, Regents of the University of California v. Bakke has prohibited institutions from using racial quotas or other remedies to address past discrimination. But while business targeting diversity is flourishing, diversity is not.

Because of this decision, says Columbia University president Lee Bollinger, who as president of the University of Michigan was named in two lawsuits in which white students who'd been denied admission claimed reverse discrimination, “we’re deprived of the context that gave it a sense of mission. Every college leader is told, ‘Do not refer to history.’”

In recent years, “diversity” has been touted as a feel good exercise that includes everything from gender to sexual orientation to body size. But while we should be concerned about discrimination against any group, the term has become such a catchall that we’ve lost focus on the original intent of antidiscrimination efforts. “There hasn’t been enough pushback on the abstraction of diversity,” Bollinger says.

“For diversity to become a reality in the nation’s workplaces, companies and institutions need to do more than recycle costly and ineffectual initiatives.”



What’s more, many whites now claim they are being discriminated against as others are afforded undue advantage. A 2017 NPR poll found that 55% of white Americans believe that white people are discriminated against, while, tellingly, a lower percentage said they had actually experienced discrimination. Moreover, renewed calls for diversity are playing out against the resurgent white nationalism; a rise in bias crimes; and a President who has denigrated Mexicans, Muslims and blacks, among other groups.

Although the worsening racial climate appears to power the diversity industry, a number of studies suggest that these initiatives can actually make matters worse by triggering racial resentment. Think of the Google engineer who was fired for writing a memo denigrating the company’s diversity efforts. He went on to file a class action claiming Google discriminates against conservative white men before ultimately moving to arbitration.

For diversity to become a reality in the nation’s workplaces, companies and institutions need to do more than recycle costly and ineffectual initiatives.

Cyrus Mehri, a civil rights lawyer who successfully litigated discrimination lawsuits against major corporations including Coca-Cola and Texaco, says companies need to analyze metrics related to hiring, pay, promotions and bonuses along racial and gender lines to detect and disrupt patterns of bias.

“Everybody is quick to do unconscious-bias training and not interventions,” says Mehri, who, with the late civil rights lawyer Johnnie Cochran, is credited with devising the NFL’s Rooney Rule, which requires a diverse slate of candidates for coaching and front-office jobs. “When you keep choosing the options on the menu that don’t create change, you’re purposely not creating change,” he says when asked about bias.

To wit, A Leader’s Guide: Finding and Keeping Your Next Chief Diversity Officer, a report published this year by the consulting firm Russell Reynolds Associates, stated that more than half of diversity professionals do not have the resources or support needed to execute programs and strategies.

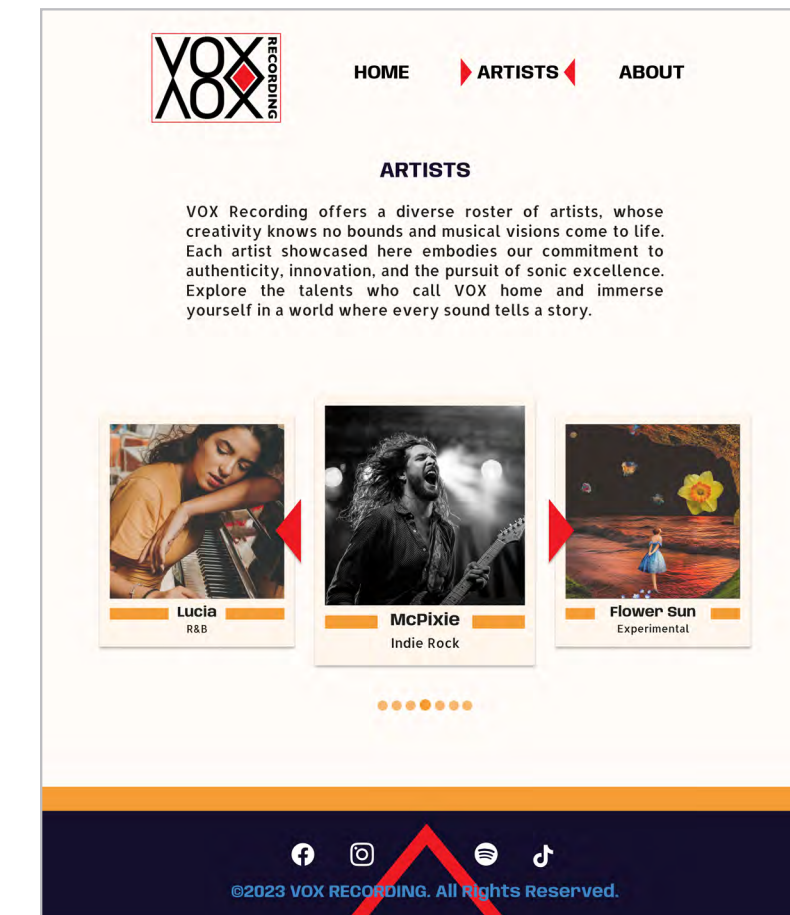
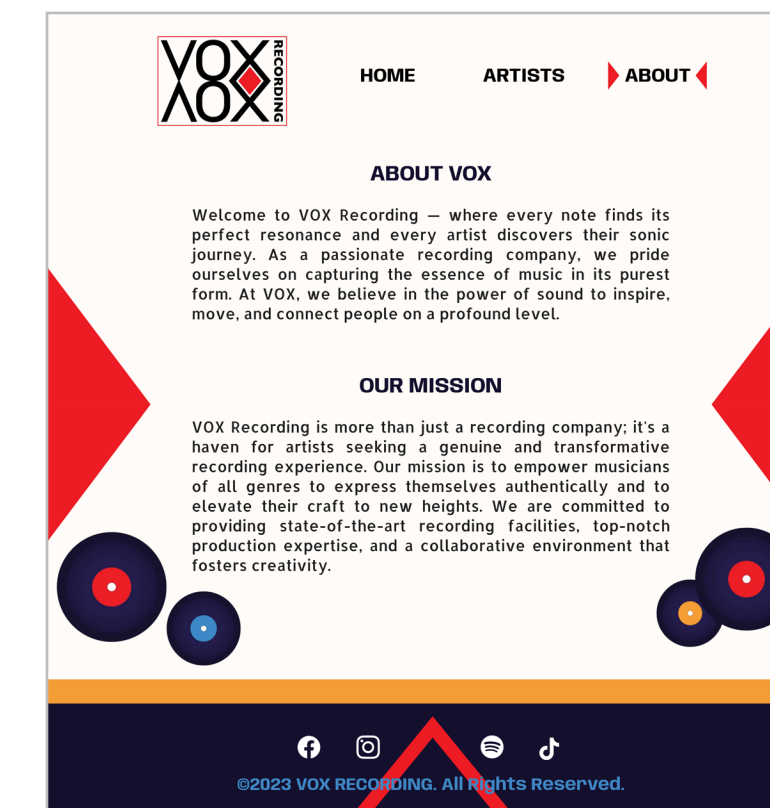
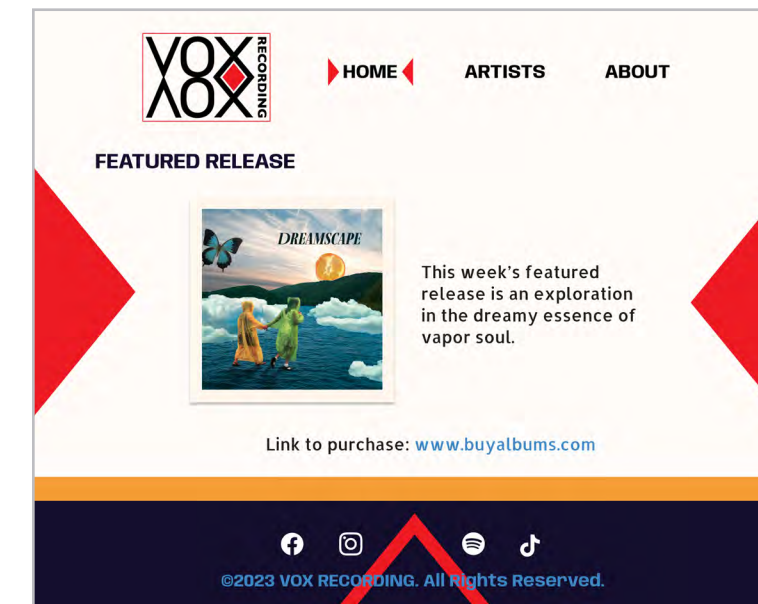
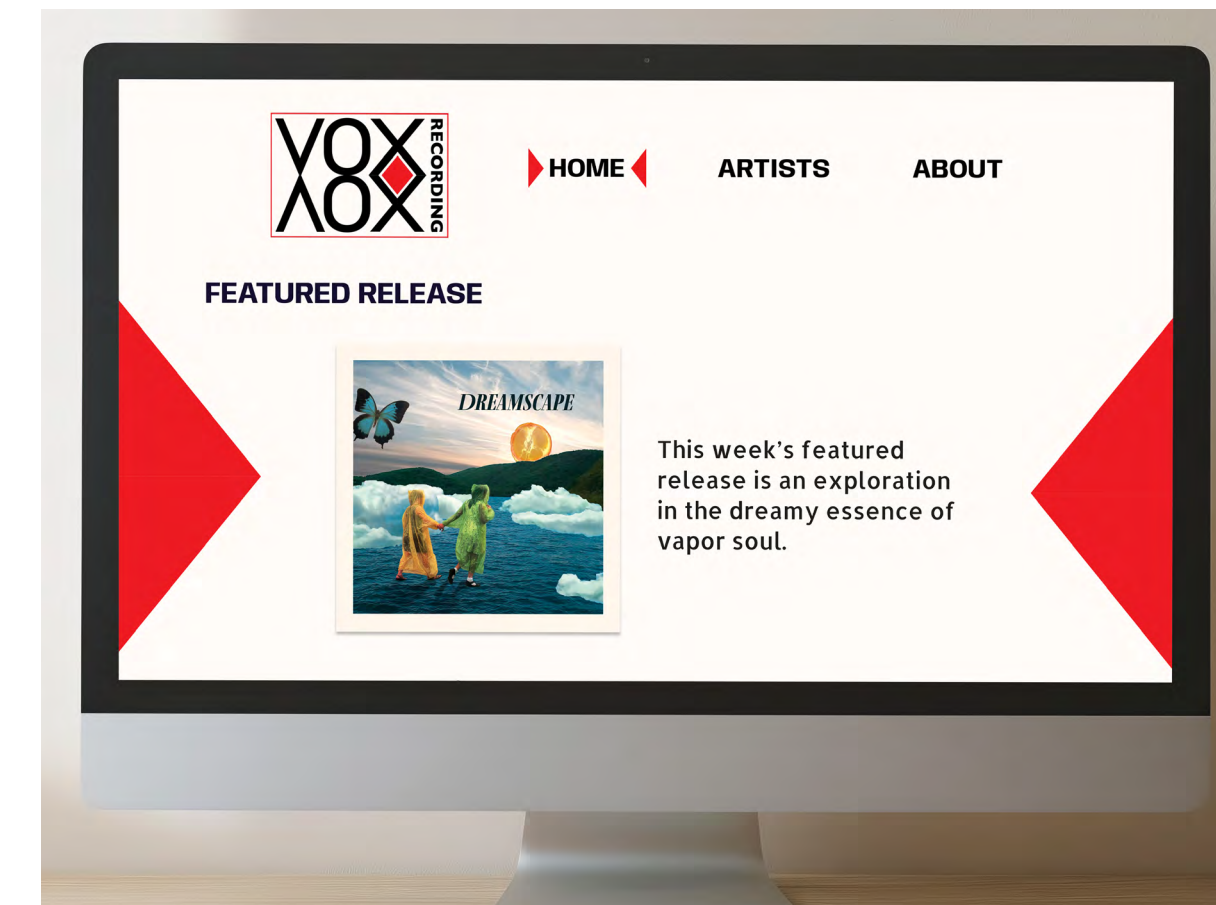
Continued on Page 30

Vapor Wave Album

Client: VOX Recording

For this project the idea was to create a vinyl cover, label, and poster print based on the vibe of the music genre Vapor Wave. In addition to the content for the album, a website was designed for the recording label using Figma.

Interactive web mock

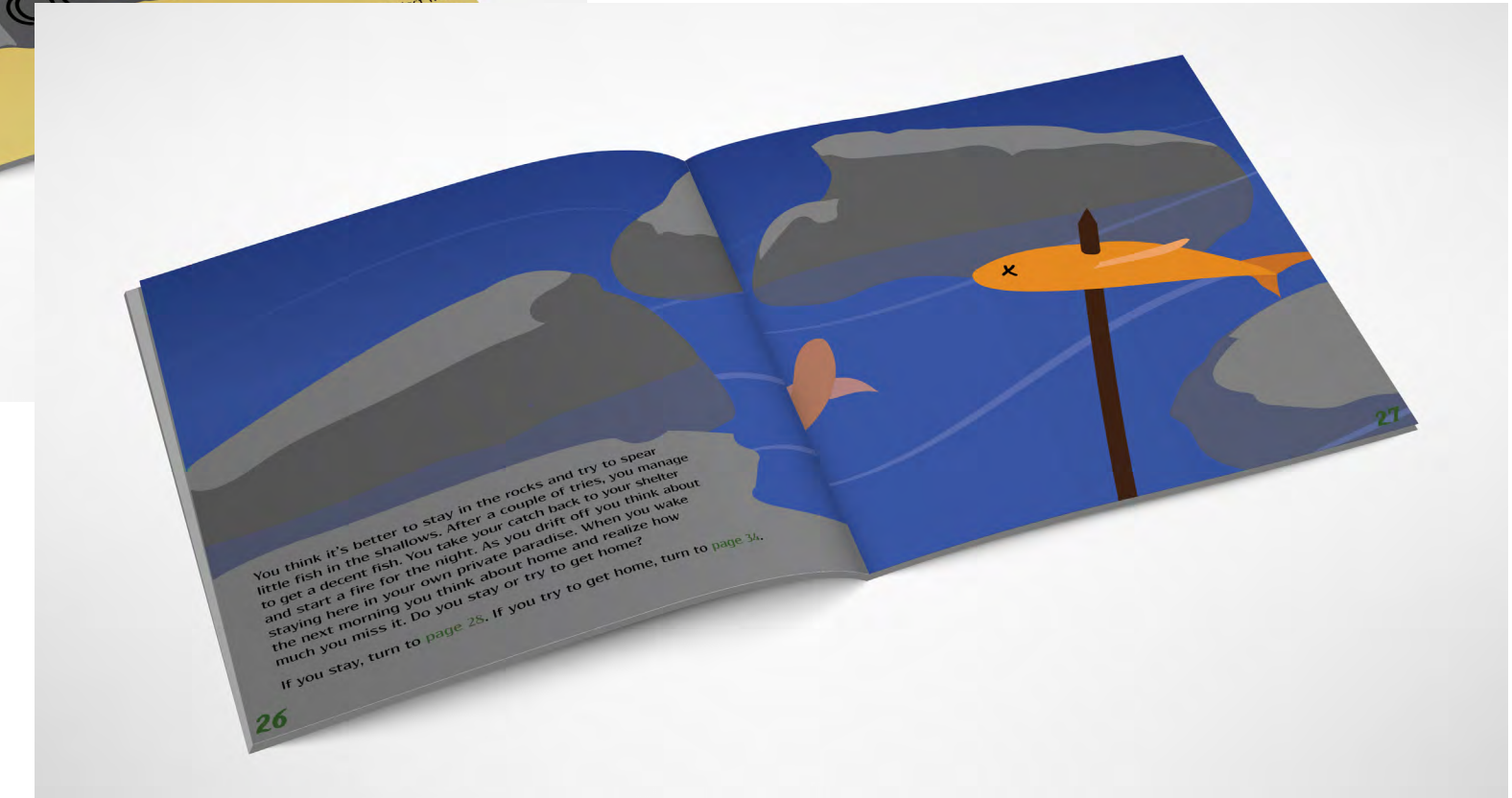
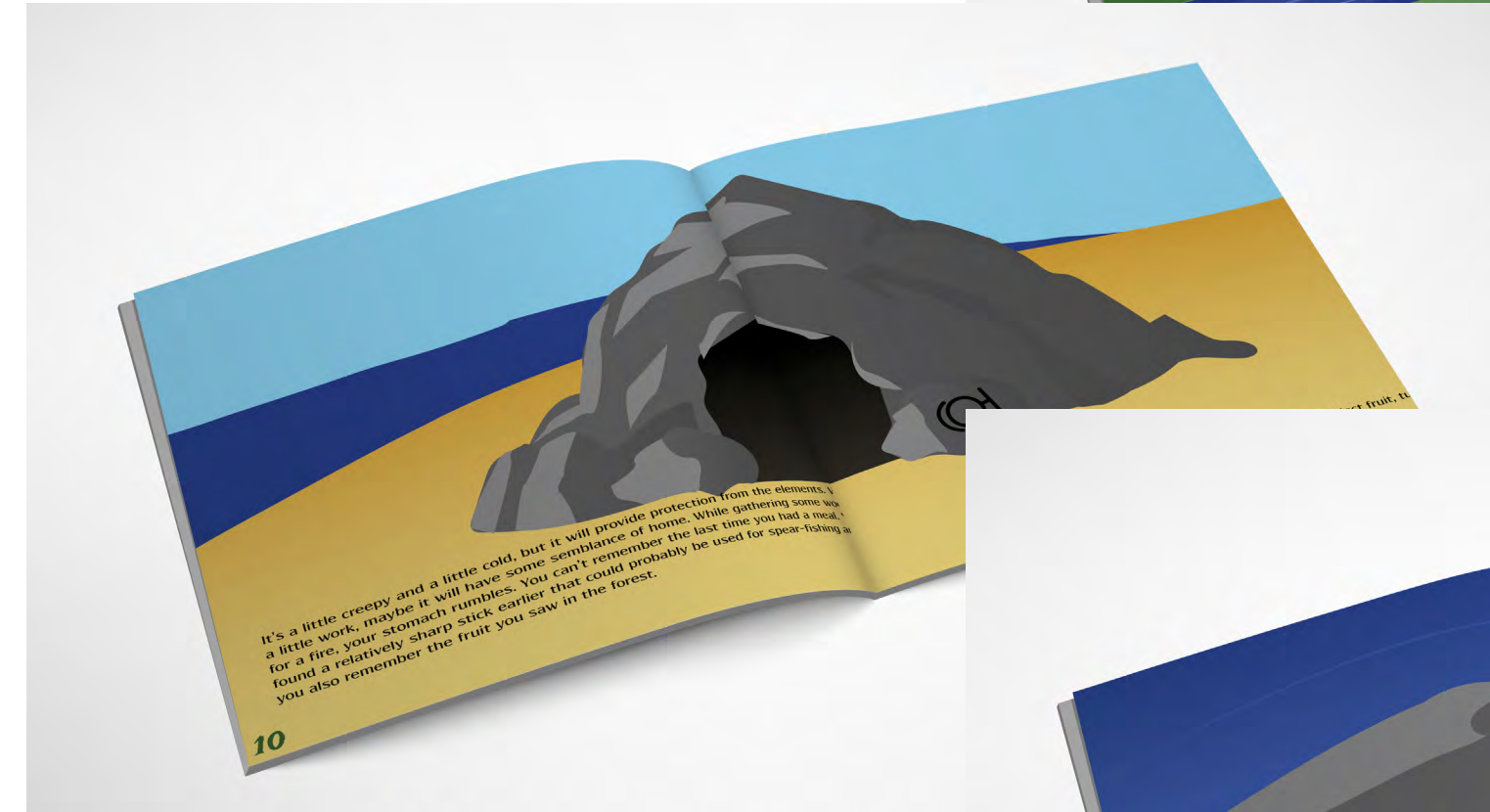
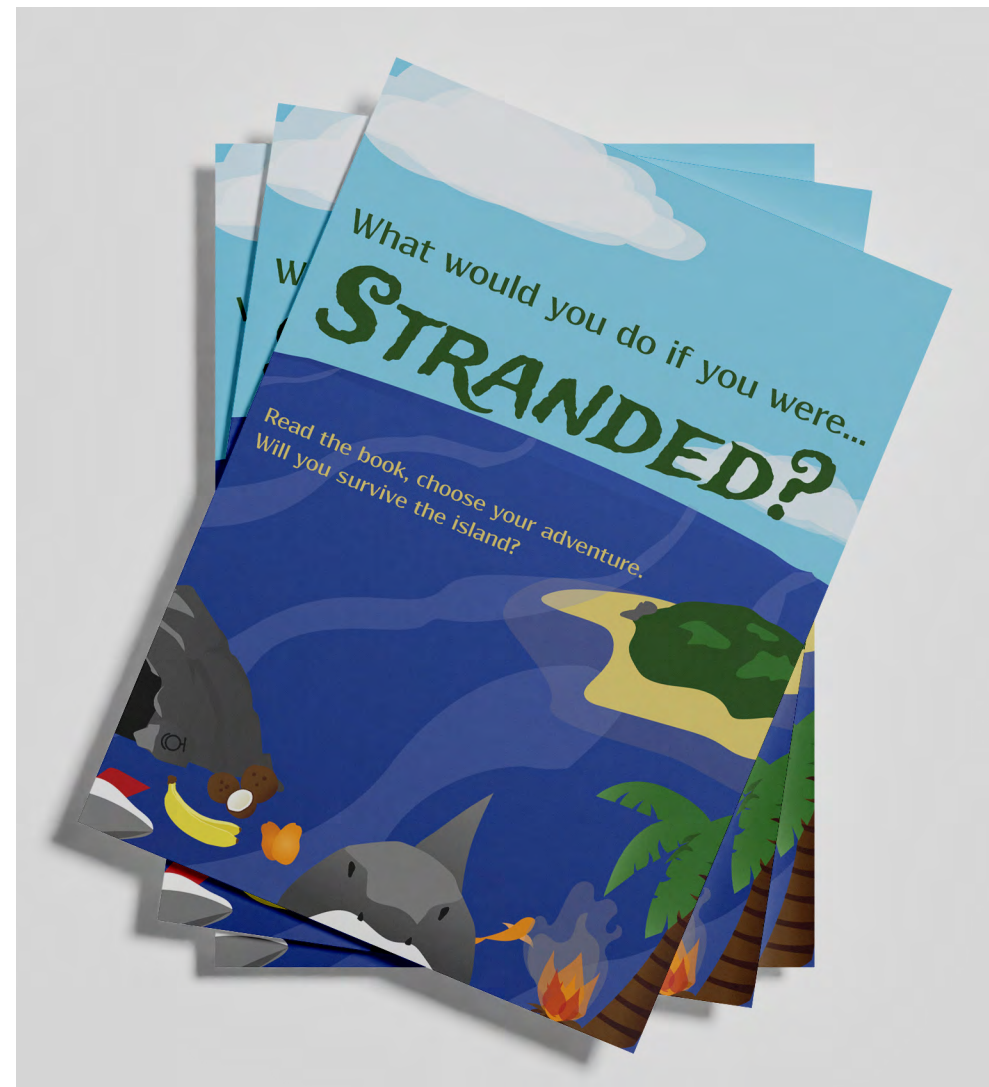


Children's CYOA Book

Client: WonderTales Publishing

Creating an interactive story brought back fond memories of choose your own adventure books that I use to read as a child. For this project, a choose your own adventure story was written and illustrated. A flyer for advertising was also designed.

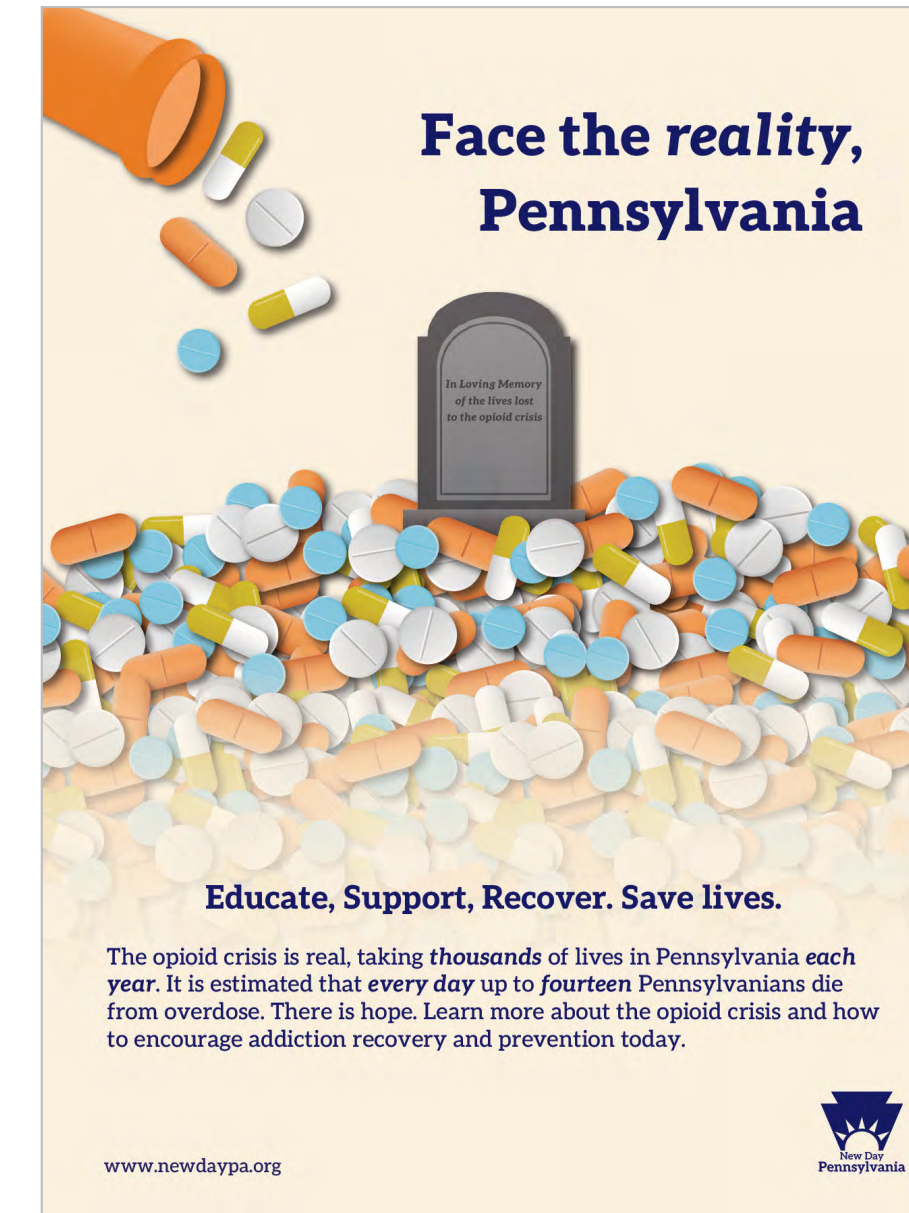
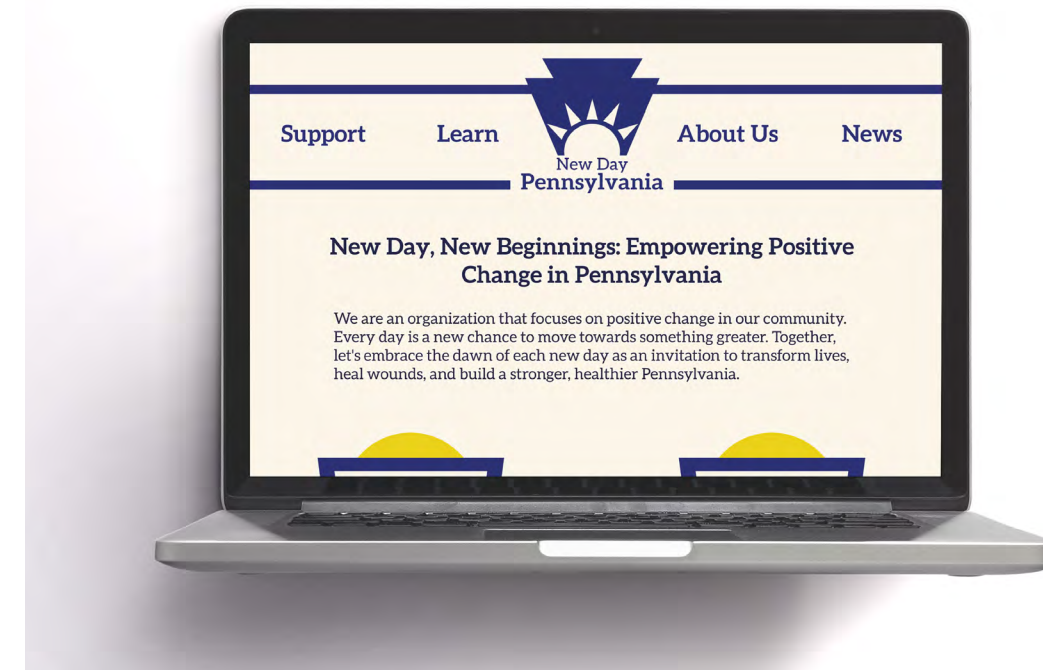
Interactive web book



Pennsylvania Issue Campaign

Client: New Day Pennsylvania

The purpose of this design is to draw awareness and attention to an ongoing issue in Pennsylvania. The logo was created for the client that seeks to foster a healthier, more positive community within the state. The poster and shirt campaign target opioid deaths in Pennsylvania.

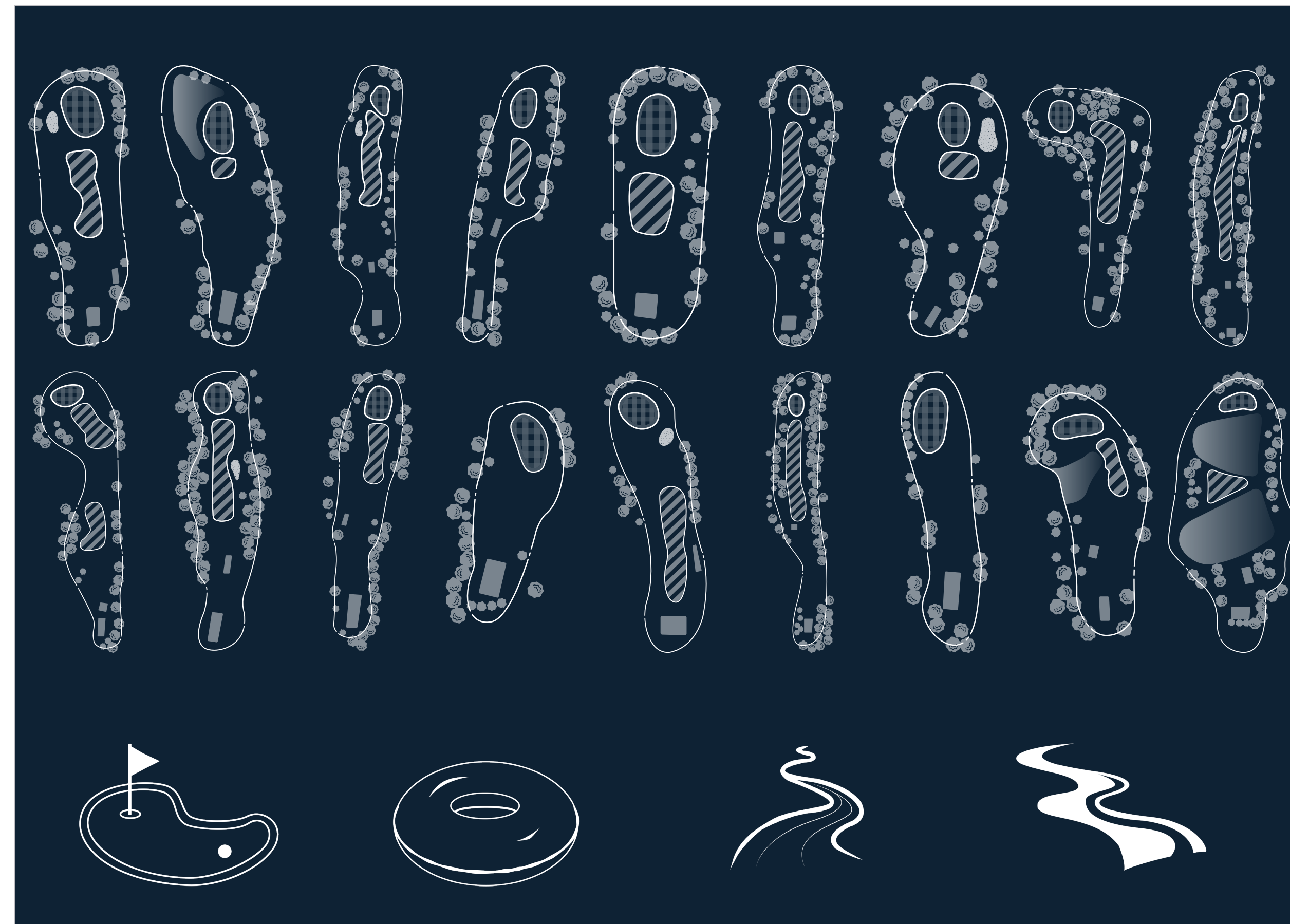




Liberty Forge Internship

Client: Liberty Forge

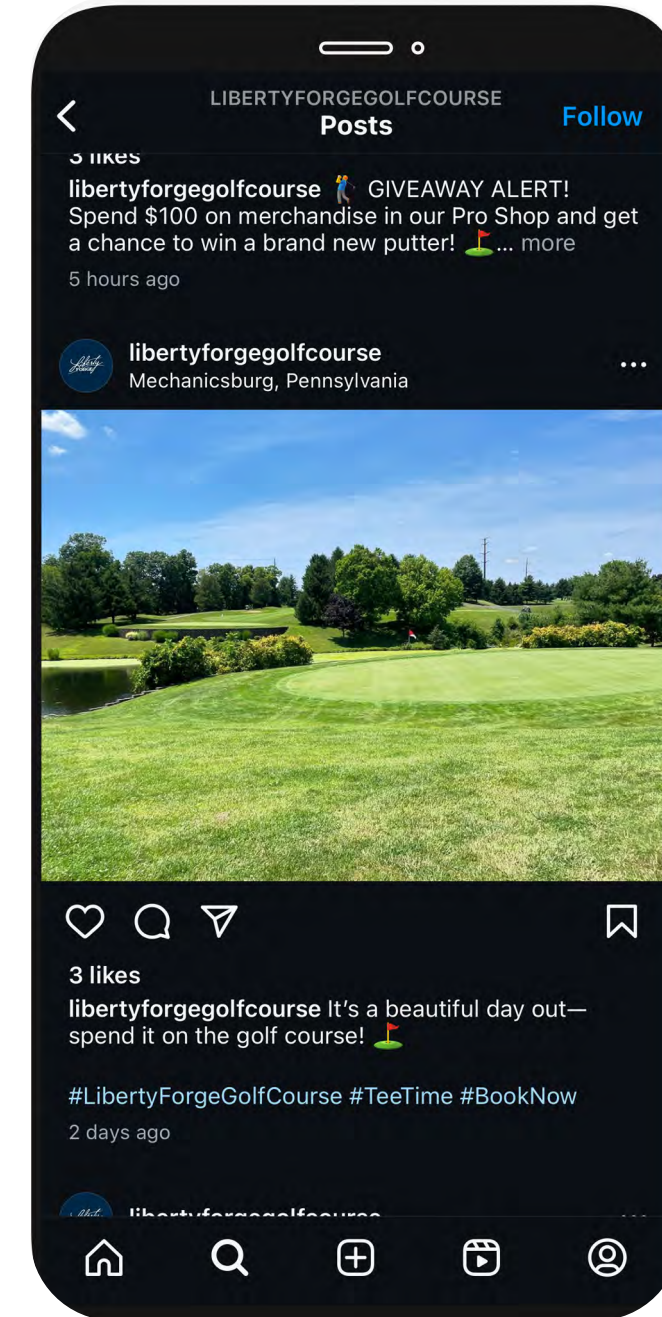
This spread contains work undertaken during at Liberty Forge as a graphic deisgn/marketing intern. Majority of the work was creating a resource bank withdigital icons and illustrations. The internship included some photography as well as work on social medias and the website.



Liberty Forge Internship

Client: Liberty Forge

The digital illustrations and icons include content for their event tent, driving range, creekfloat, mini-golf, and all 18 holes of the golf course. The photos were taken around the property and edited in lightroom; some were posted to social media accounts as feed posts or stories.





(717) 317-2341

Harrisburg, PA

emilyjenkinsdesign.com

erj84042@hawkmmail.hacc.edu

Personal Statement

A determined graphic designer who received an Associates degree in Applied Science for graphic and interactive design in a fast-paced, hands-on learning environment. Enjoys a collaborative and creative experience. Has a clean and personable style that is easily flexible and applicable to different projects and needs. Excited by the opportunity to refine skills, learn more, problem solve, and communicate creatively through visual design.

Work Experience

· Customer and Food Service Associate 3B's Ice Cream August 2017 — Present

- Managed time allocation effectively in a time-sensitive environment
- Easily built rapport with customers
- Worked independently, no supervision
- Highly flexible
- Built teamwork skills

· Liberty Forge Graphic Design/Marketing Intern May 2024 — July 2024

- Worked with print, digital, website and social media under marketing
- Used digital illustration for a resource bank of icons
- Received feedback on designs and made changes accordingly
- Photographed the property

Education

· Associates in Applied Science - May 2024
- Harrisburg Area Community College, Harrisburg, PA

Technical Skills

- Foundational knowledge in art and design
- Understanding of the grid
- Proficient in design programs Adobe Illustrator, Photoshop, InDesign, Figma
- Knowledgeable in After Effects, Premiere Pro
- Basic understanding of HTML and CSS
- Digital illustration

Soft Skills

- Significant experience in customer service
- Developed interpersonal skills
- Creativity
- Flexibility
- Teamwork and communication

Achievements

- Art presented in the Student Honors Show
- Made Dean's List every semester
- Invited to college's honors society
- Graduated with highest honors



RGB: 53 114 68
CMYK: 0.54 0.00 0.40 0.55
Hex: #357244



RGB: 1 58 35
CMYK: 0.98 0.00 0.40 0.77
Hex: # 013a23



RGB: 157 121 188
CMYK: 0.16 0.36 0.00 0.26
Hex: #9d79bc



RGB: 115 191 134
CMYK: 0.40 0.00 0.30 0.25
Hex: #73bf86



RGB: 204 204 153
CMYK: 0.00 0.00 0.25 0.20
Hex: #cccc99



(717) 317-2341
www.emilyjenkinsdesign.com
erj84042@hawkmmail.hacc.edu

