



Cassandra Elizabeth Owings

Portfolio 2026



Melted Logo Design

Illustrator | Photoshop

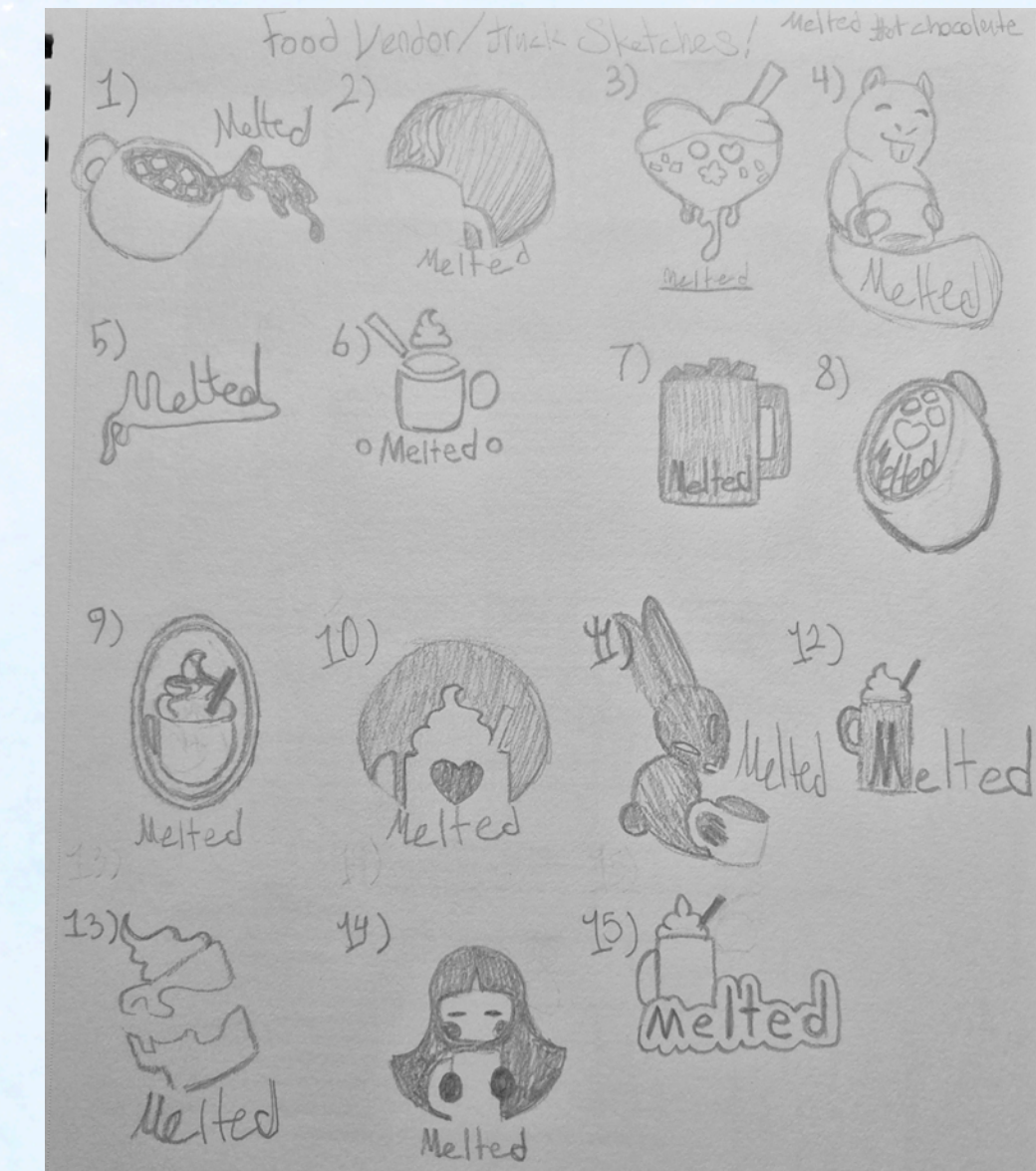
Melted Logo Design

Challenge

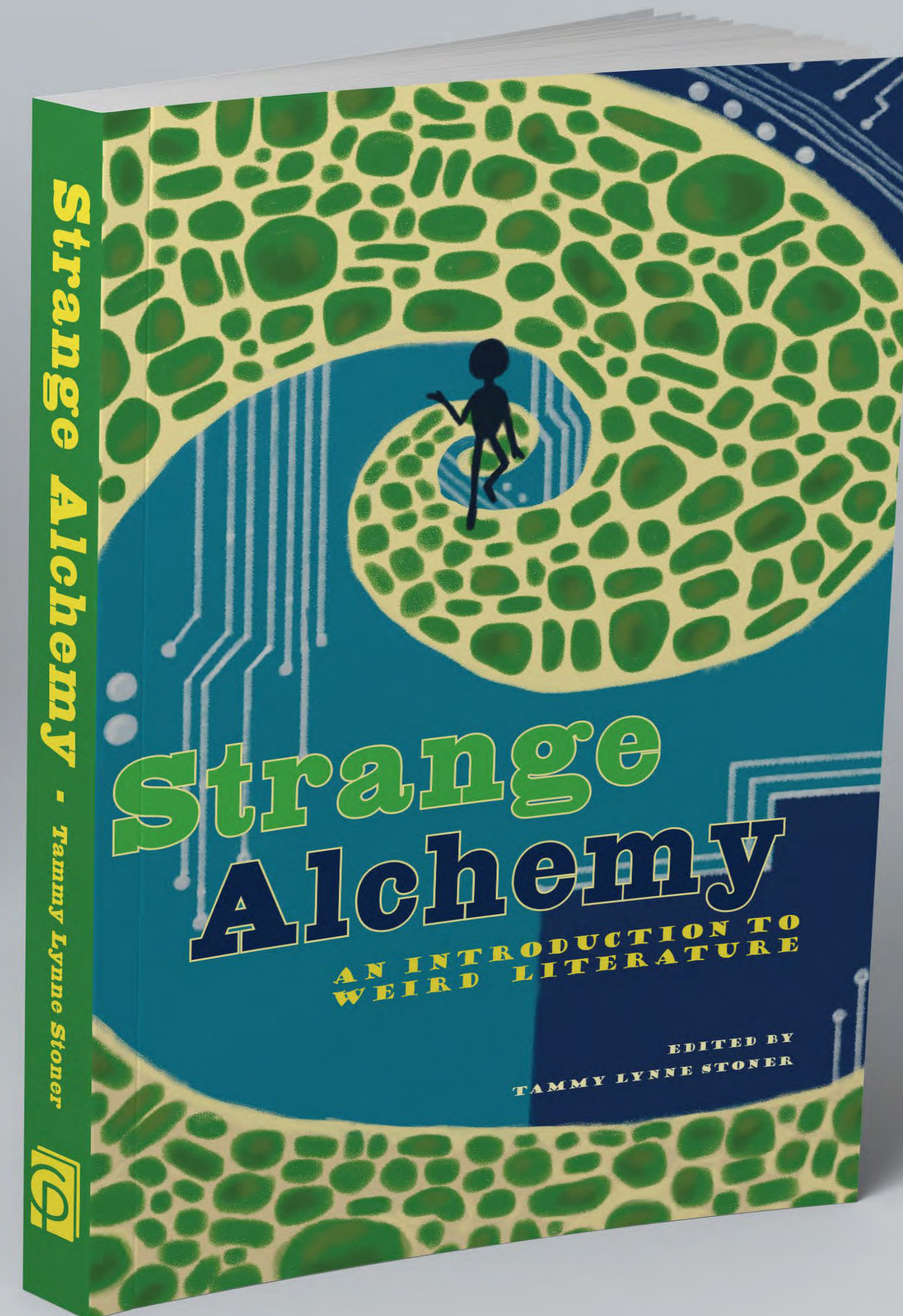
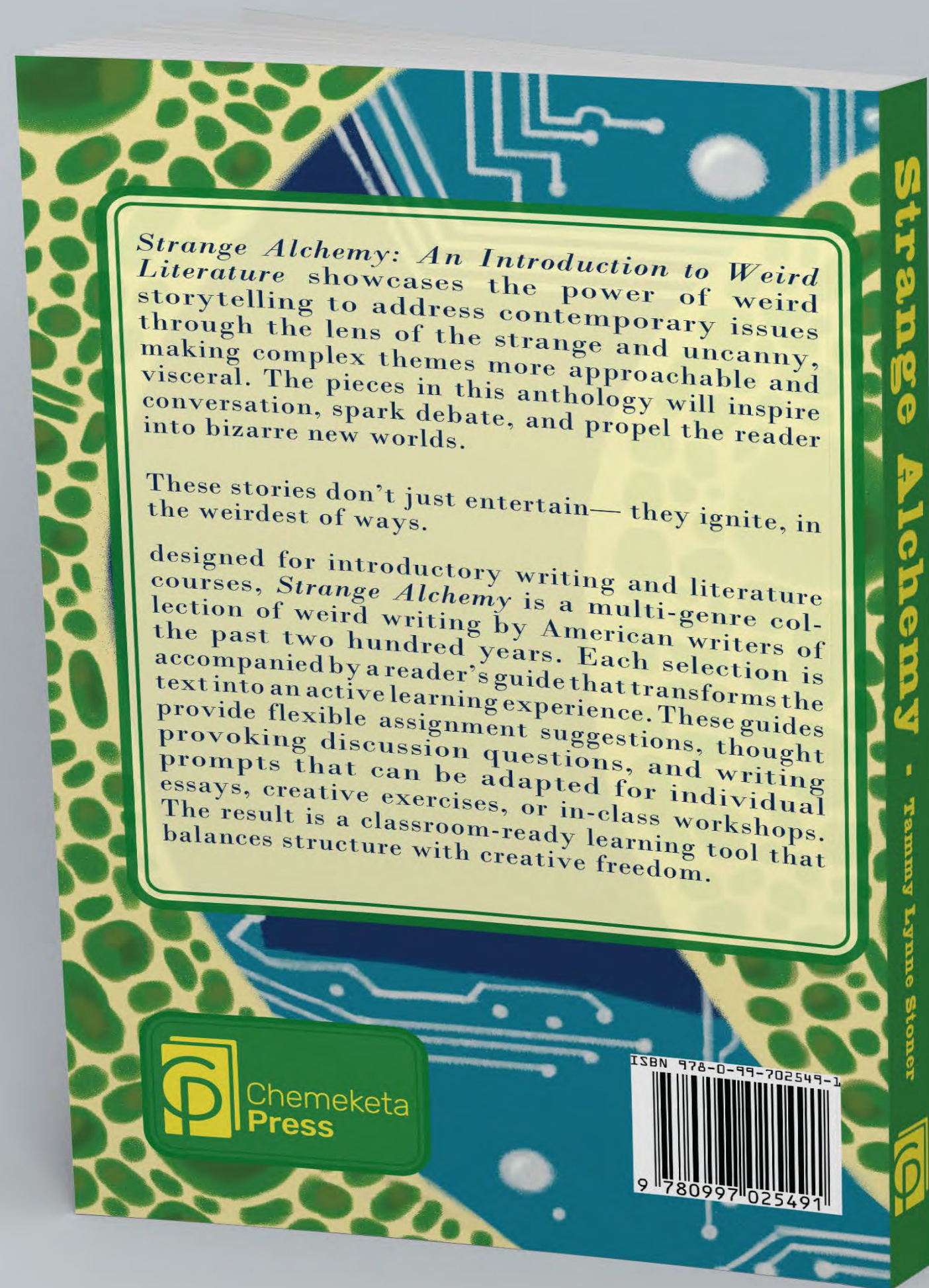
Design a logo for the Melted Hot Chocolate food truck located in Sisters, Oregon.

Solution

This project began with research, finding various visuals and possible color palettes that would fit the business before creating an assortment of sketches. After picking a sketch to continue working on, I vectorized the logo, pairing it with complimentary art that further supported the food truck brand on the final mockup. The overall design gives off a sense of warmth befitting of hot chocolate from both the color palette, alongside a softer design with toppings calling back to the truck's selling point of multiple toppings.







Strange Alchemy Book Jacket

Photoshop | InDesign

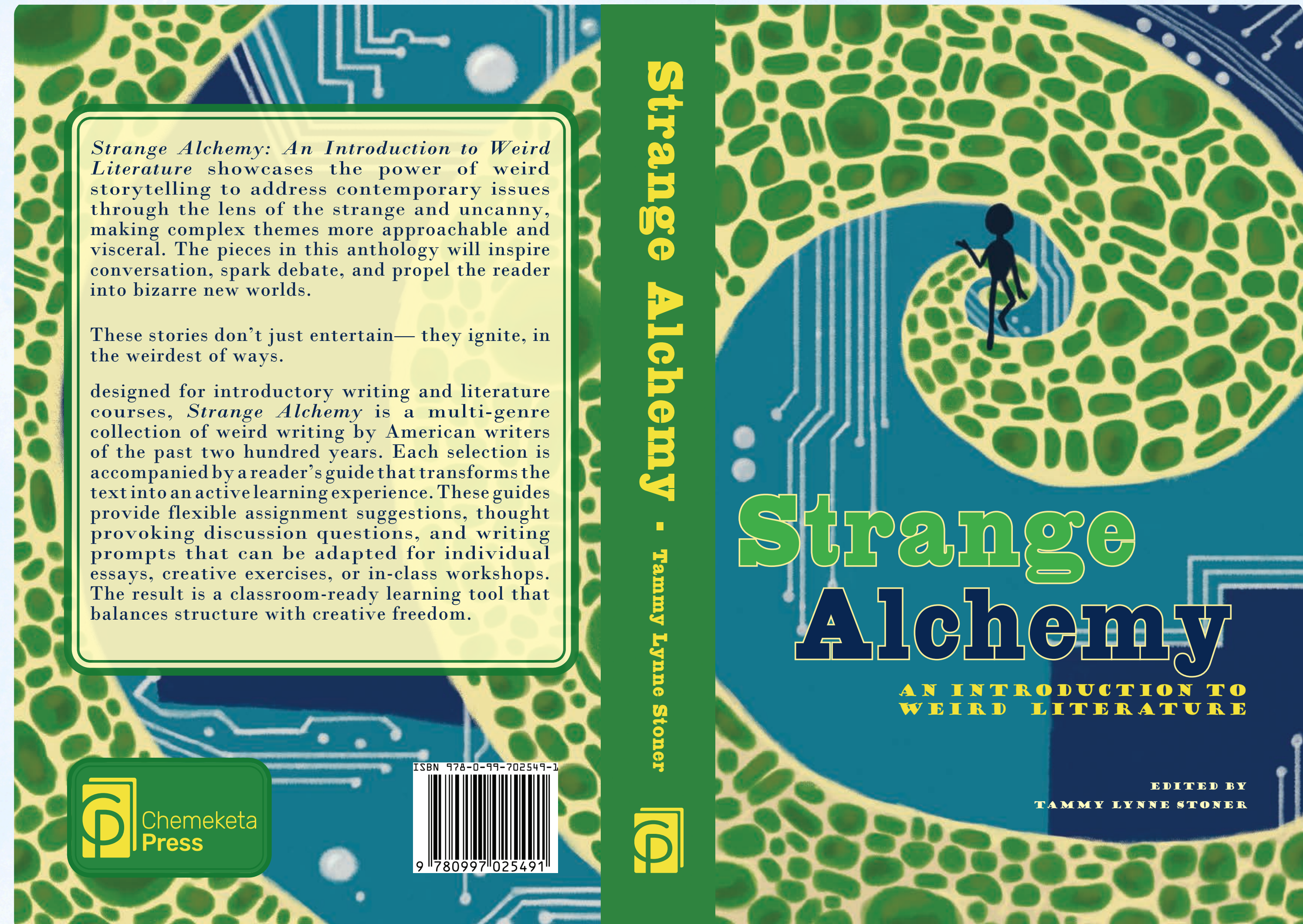
Strange Alchemy Book Jacket

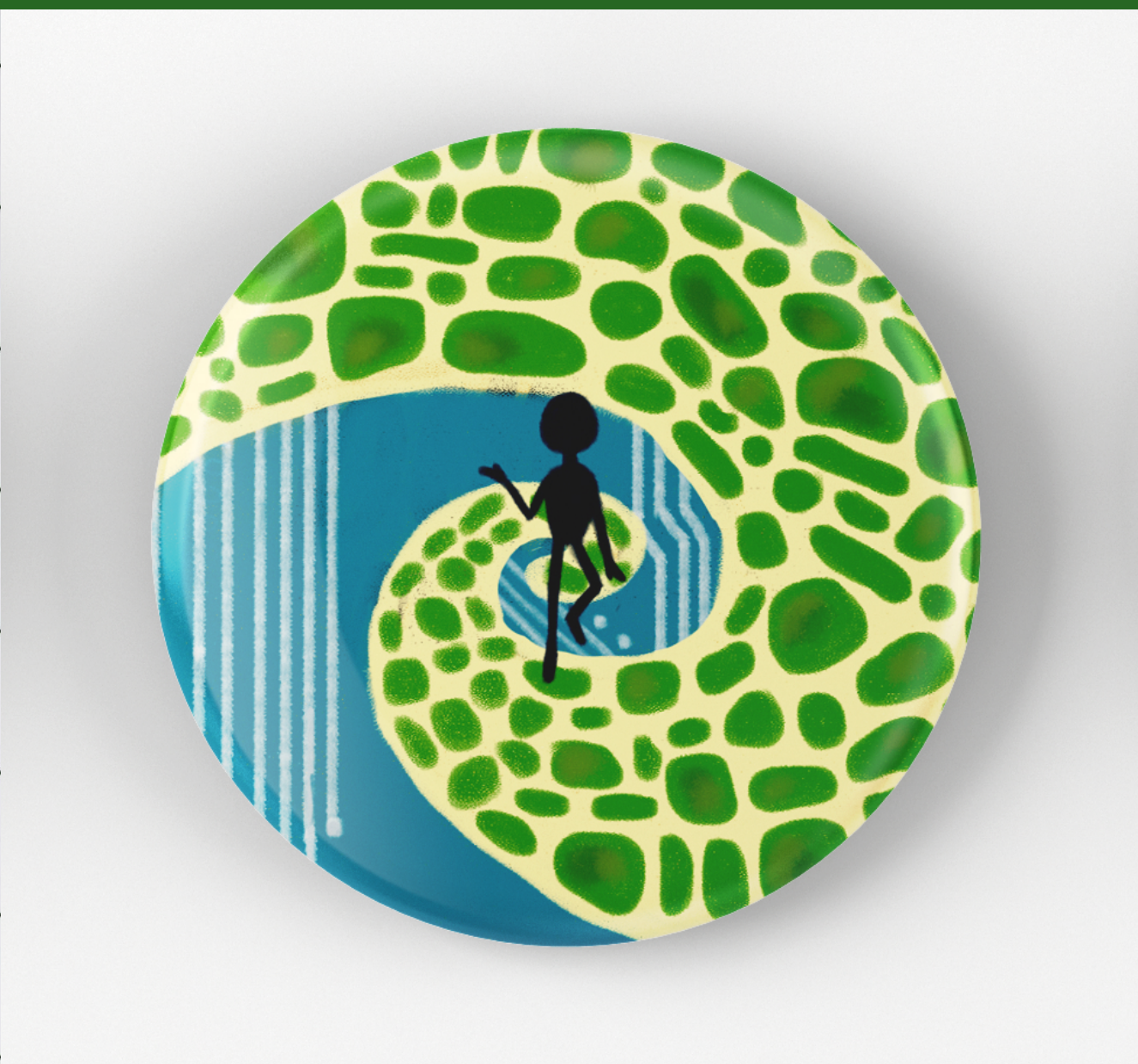
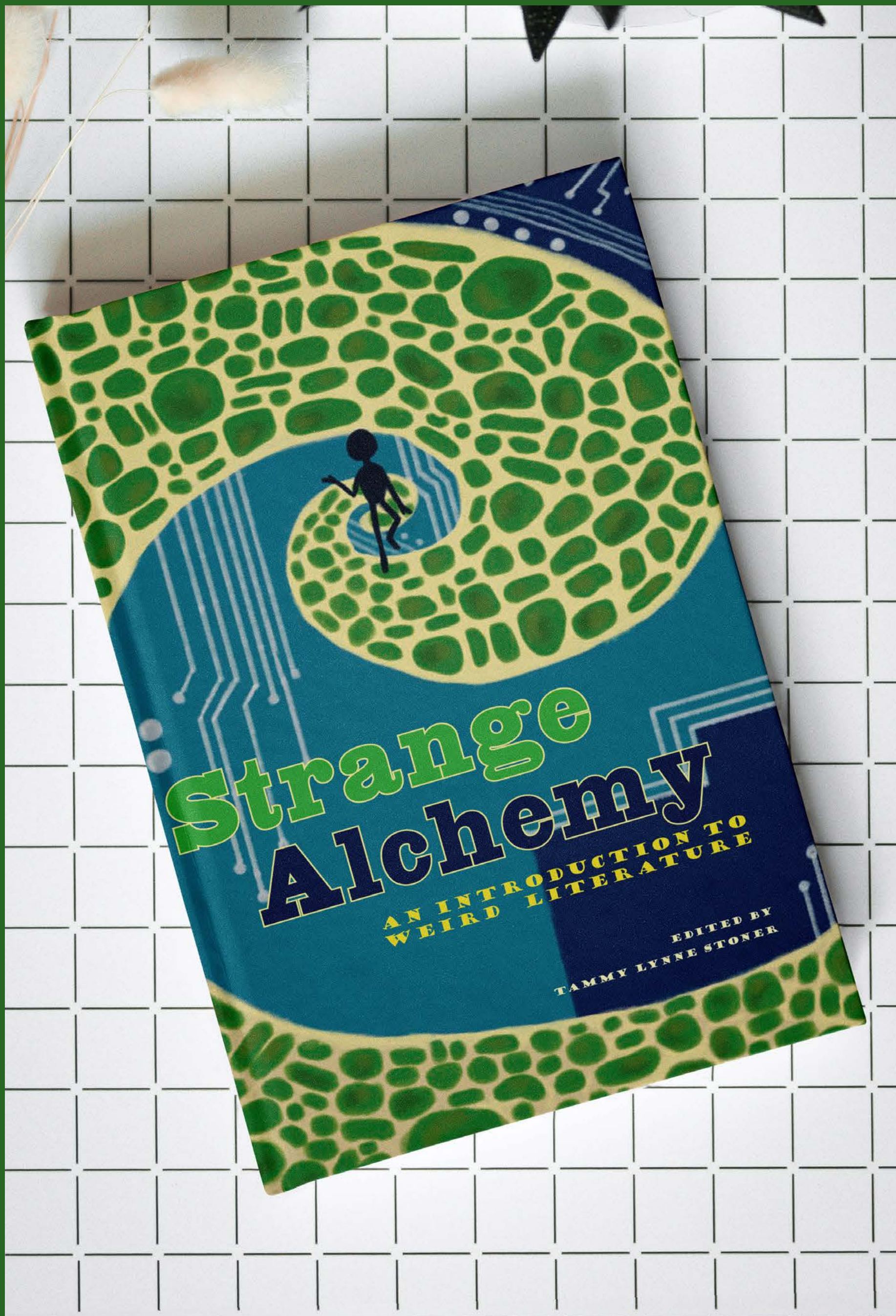
Challenge

Design a book jacket for the anthology "Strange Alchemy: An introduction to weird literature".

Solution

For this specific project, I had gone through the process of coming up with and executing an illustration that would best fit the subjects the book discussed. With the book focusing on various topics such as transhumanism, ecoism, and feminism, I created a design that displayed a person being caught in the metaphorical center of nature (Plant cells) and technology (motherboards) in an abstract form.





Storm Guide Project

Illustrator



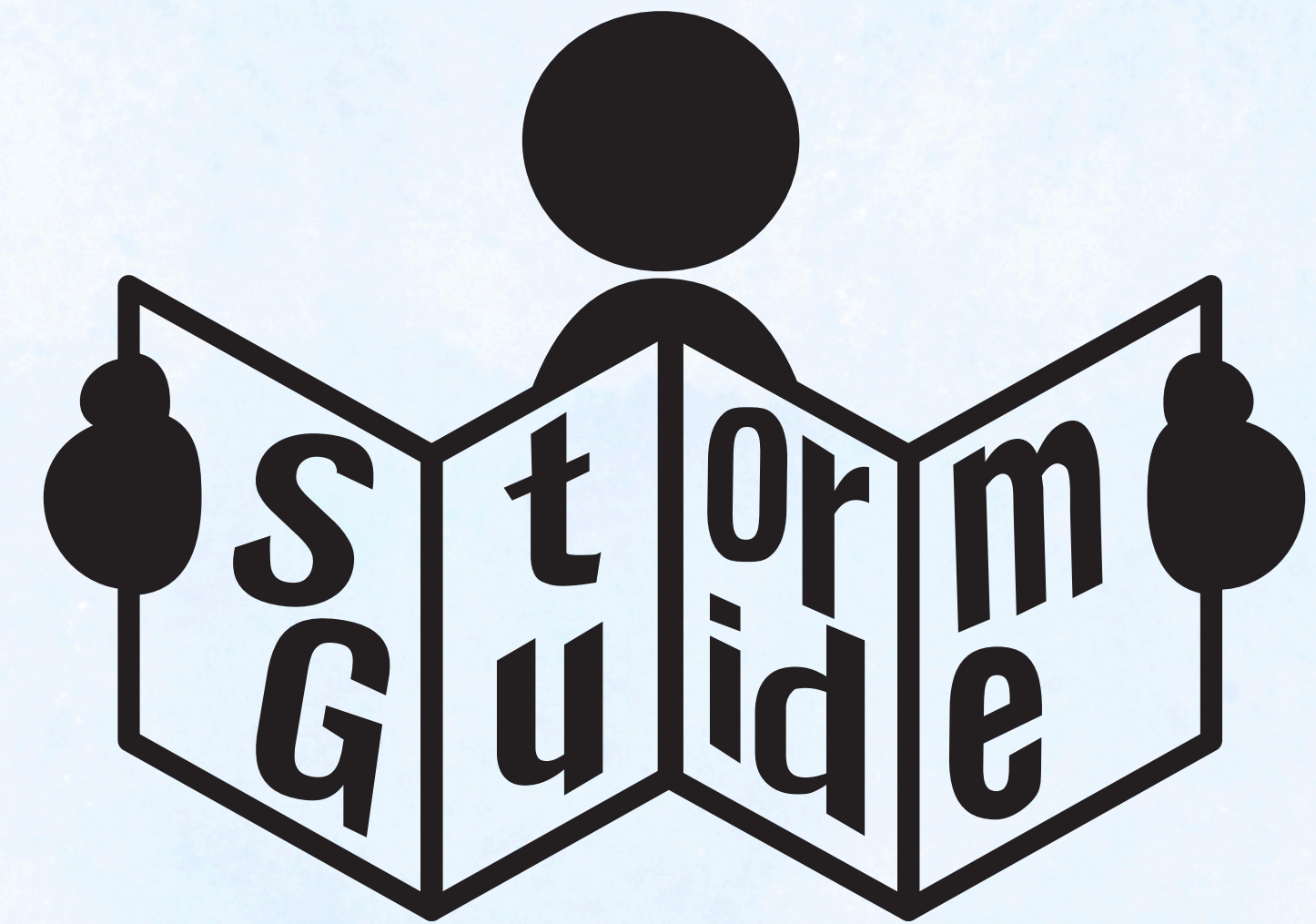
Storm Guide Project

Challenge

Design a functional assortment of ten icons to represent different locations and or functions of Chemeketa Community College within the chosen theme of Storm Guide, then turn those into a informational piece students could use.

Solution

I began solving this long project by first creating sketches for each of the icons assigned to the various services Chemeketa provides for the guide, then vectorizing them in color and in black & white for overall visual flexibility. After that, the main logo for the Storm Guide went through a similar process of sketches into final vectorization, going from three logo choices to one before combining them into a cohesive information card.





 Info Desk Building 2/210 Where to go when you ever have a question about the campus.	 Library Building 9, 2nd floor From going to tutoring appointments to checking out books, the library is a perfect location for studying.
 Acessability Resources Building 2/174 For when you need accommodations and other services to thrive to your best potential.	 Counseling Building 2/230 From free short term personal counseling to career guidance, counseling is here when you need it.
 Medical Services Building 2/173 If you ever get injuries or need any other health assistance, go here.	 Public Safety Building 38 For if you ever need assistance with transportation or to report crimes, go here.
 Bathrooms Building 2 When duty calls, never forget our bathrooms to ease your bodily needs.	 Food Building 2, 8 and 42 Different food options and locations are here on campus for when you need a meal.
 Bookstore Building 1, 1st floor If you need to buy supplies and other adjacent goods for classes, the bookstore is here for you.	



This QR code takes you to Navigate, where you can make various appointments.



100
years

ELSINORE
THEATRE

Elsinore Logo Design

Adobe Illustrator

Elsinore Logo Design

Challenge

Design a new logo celebrating the Elsinore Theatre's 100th anniversary.

Solution

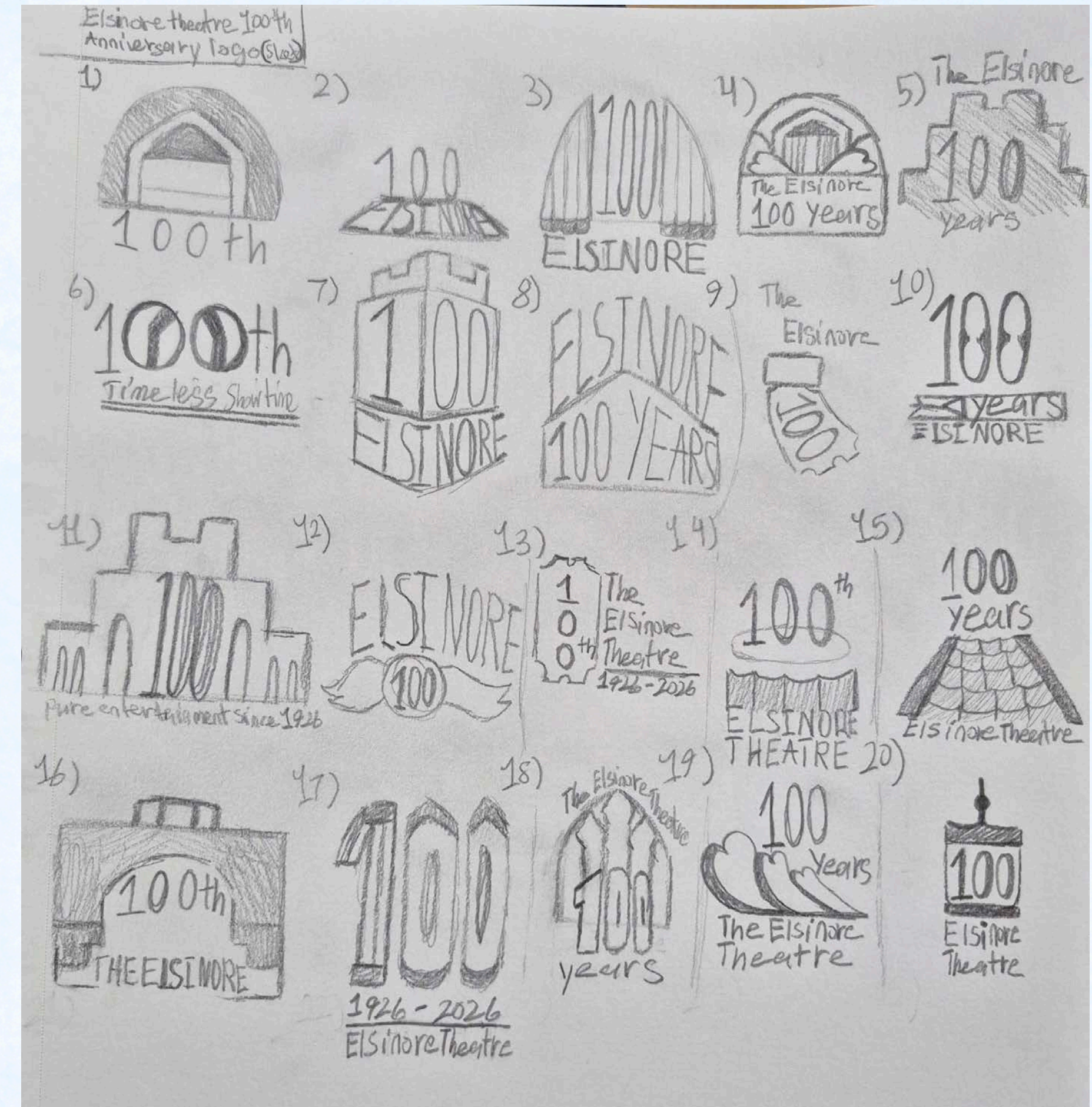
Using both field research at the theatre itself and into other anniversary logos with an accompanying moodboard, I had created twenty different sketches of possible designs. Once I chose one to continue, I vectorized and continuously revamped the design of before landing on the final product.



**ELSINORE
THEATRE**



**ELSINORE
THEATRE**





Lisbon Lemonade Design

Photoshop | Illustrator | InDesign



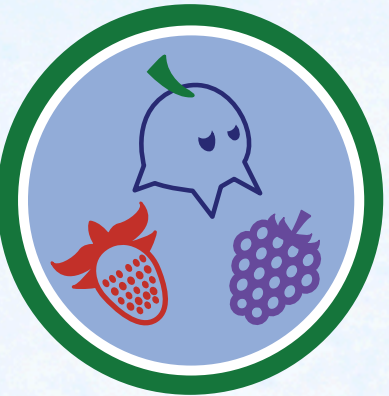
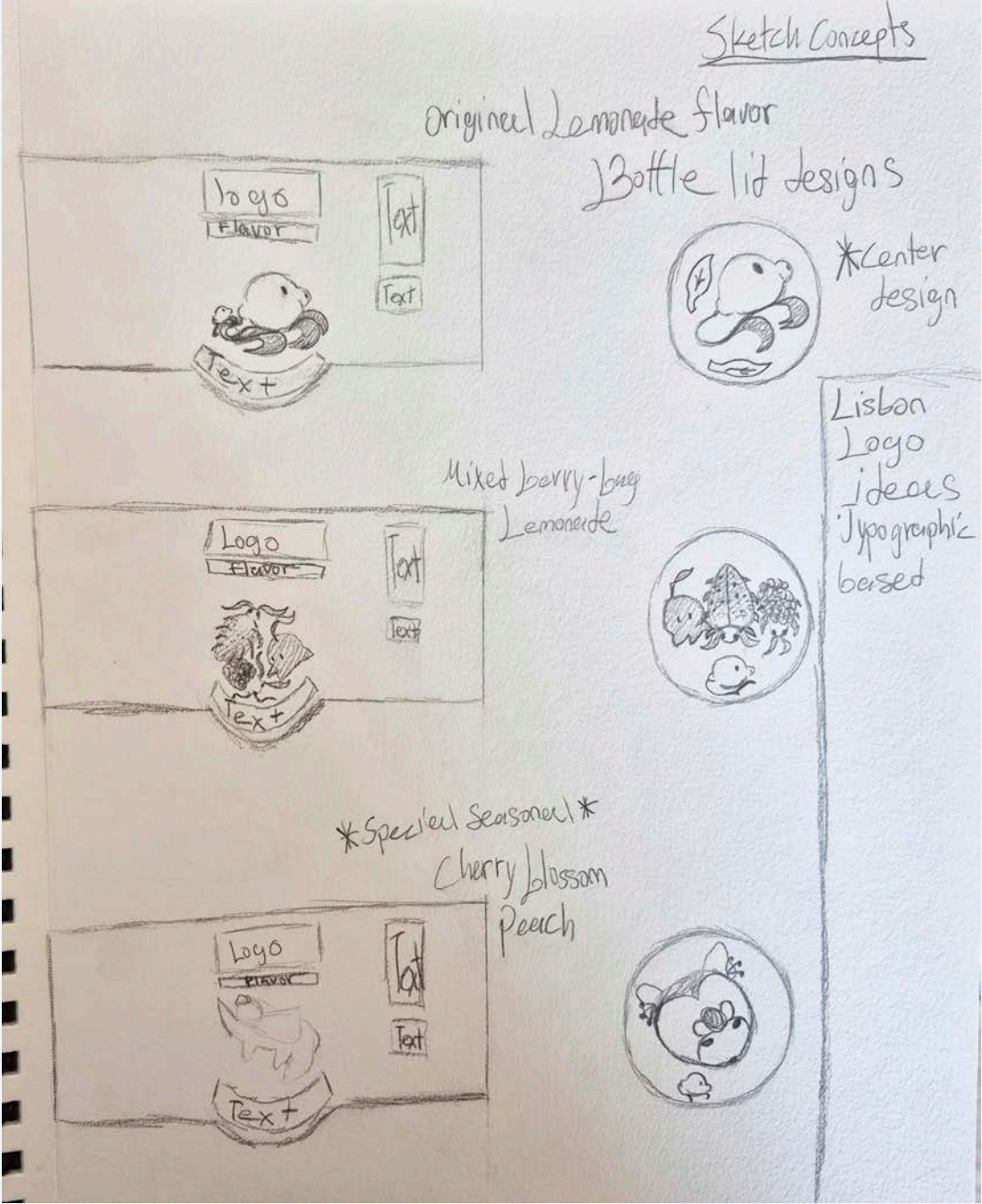
Lisbon Lemonade Design

Challenge

Design a family of beverages, with two being regular flavors and one of a special edition flavor, all being cohesive with each other.

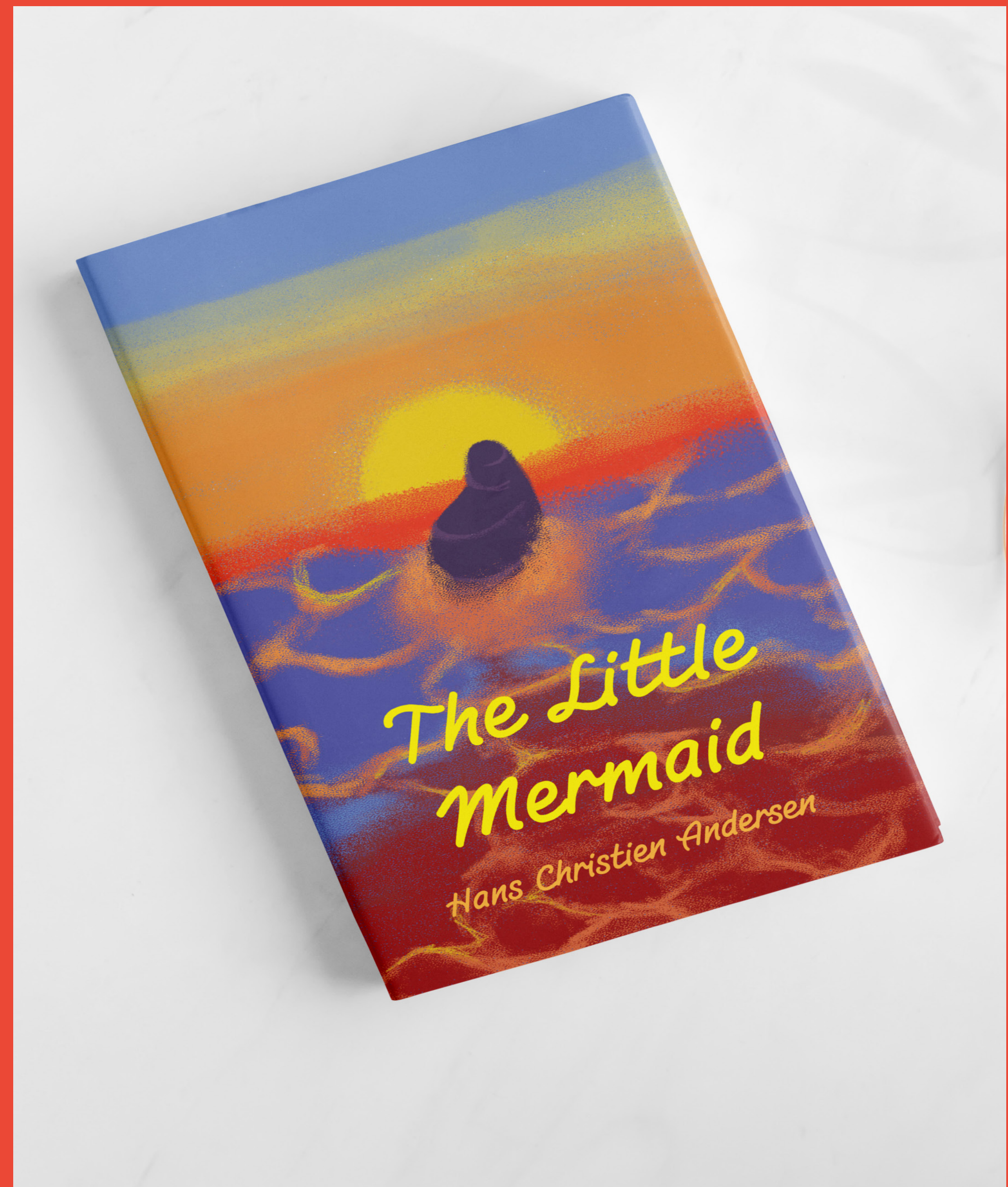
Solution

For this project, I was first juggling between lemonade and bottle tea before settling on the ladder for the main beverage family. I was able to use characters I have previously created (called fruitimals), using the main one named a lemonton (adult) and lemonling (baby) to be the unnamed ‘mascots’ of the brand. Through further research and sketching, I had further refined the ideas and came up with the brand name of Lisbon, after a species of lemon. The three flavors on display for the final designs are original lemonade, mixed berry, and the seasonal flavor of cherry blossom peach.



The Little Mermaid Book Design

Photoshop | Illustrator | InDesign



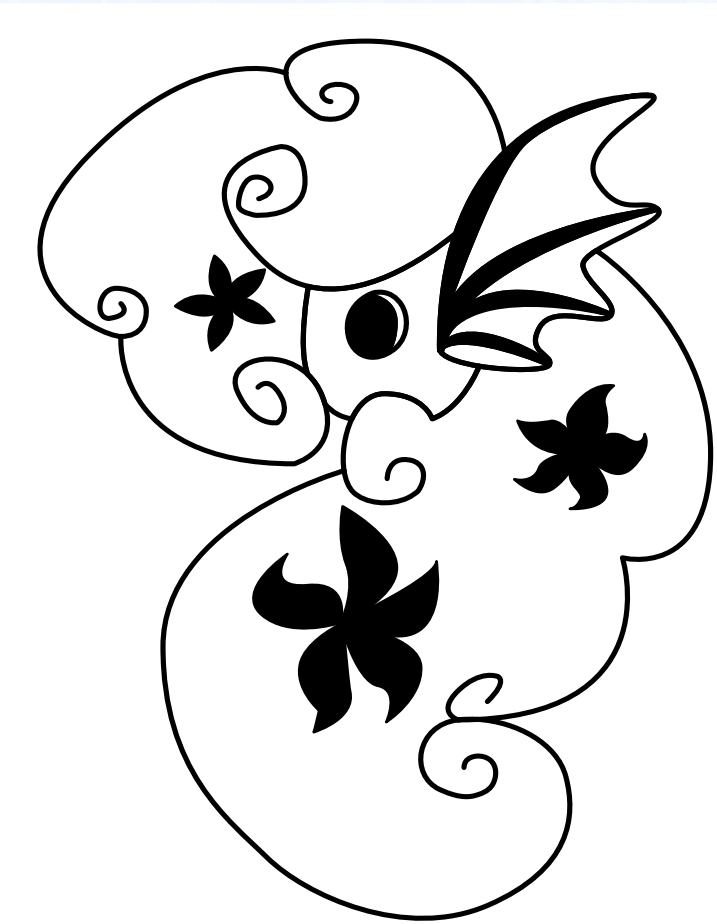
The Little Mermaid Book Design

Challenge

Design and format a public domain short story into a functional book, including book flaps and cover art.

Solution

For this project, I had first sifted through the various possible public domain novels that I could adapt and redesign into a proper book layout, landing onto the original "The Little Mermaid". After learning about the overall story, I sketched, changed, and eventually landed on the final book cover befitting of the short novel with information about it and the original author. As for the main text of the novel, I had designed and structured all of the text into a legible and fully functional manner for ease of reading.



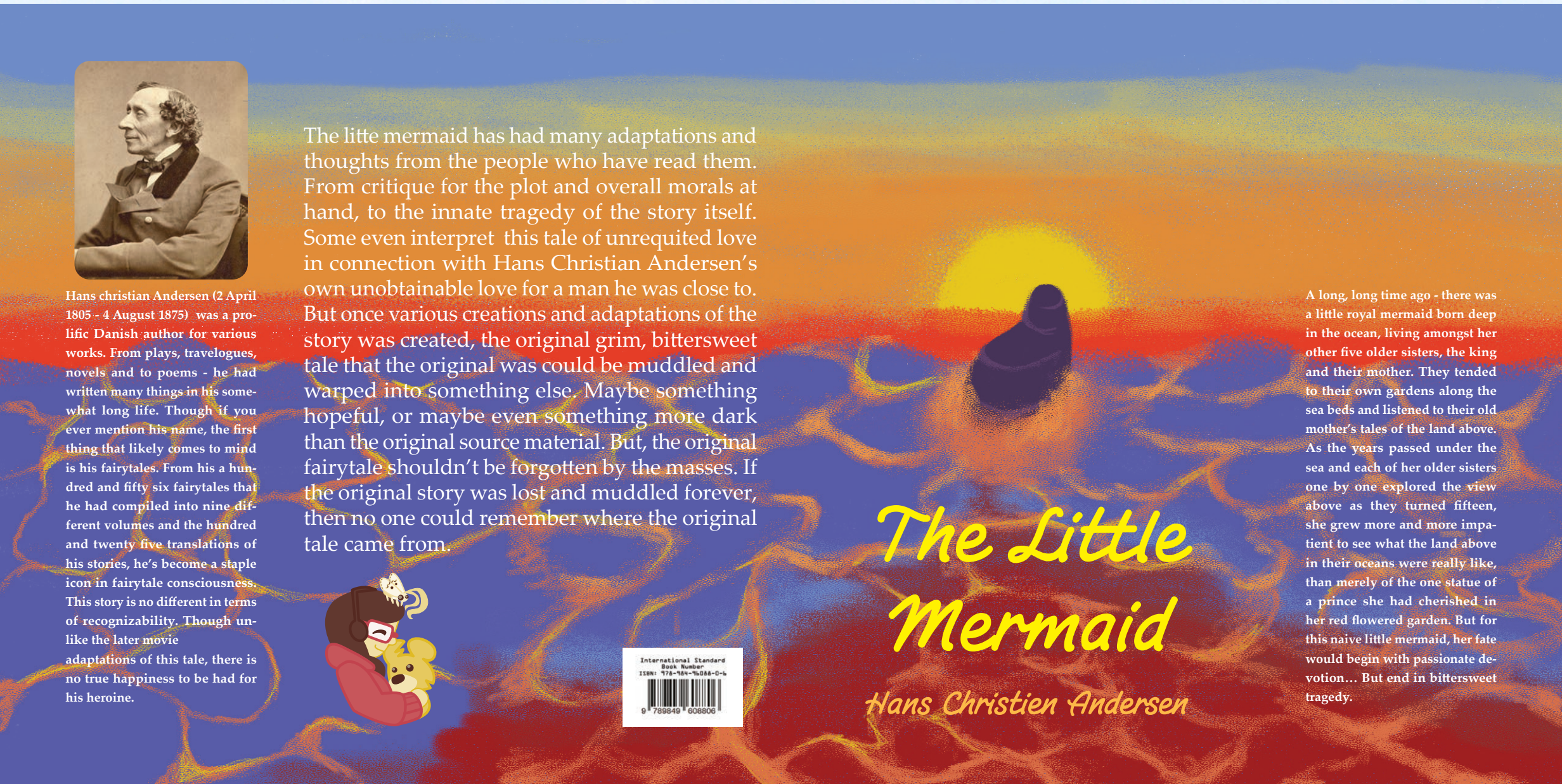
The Little Mermaid
By Hans Christian Andersen

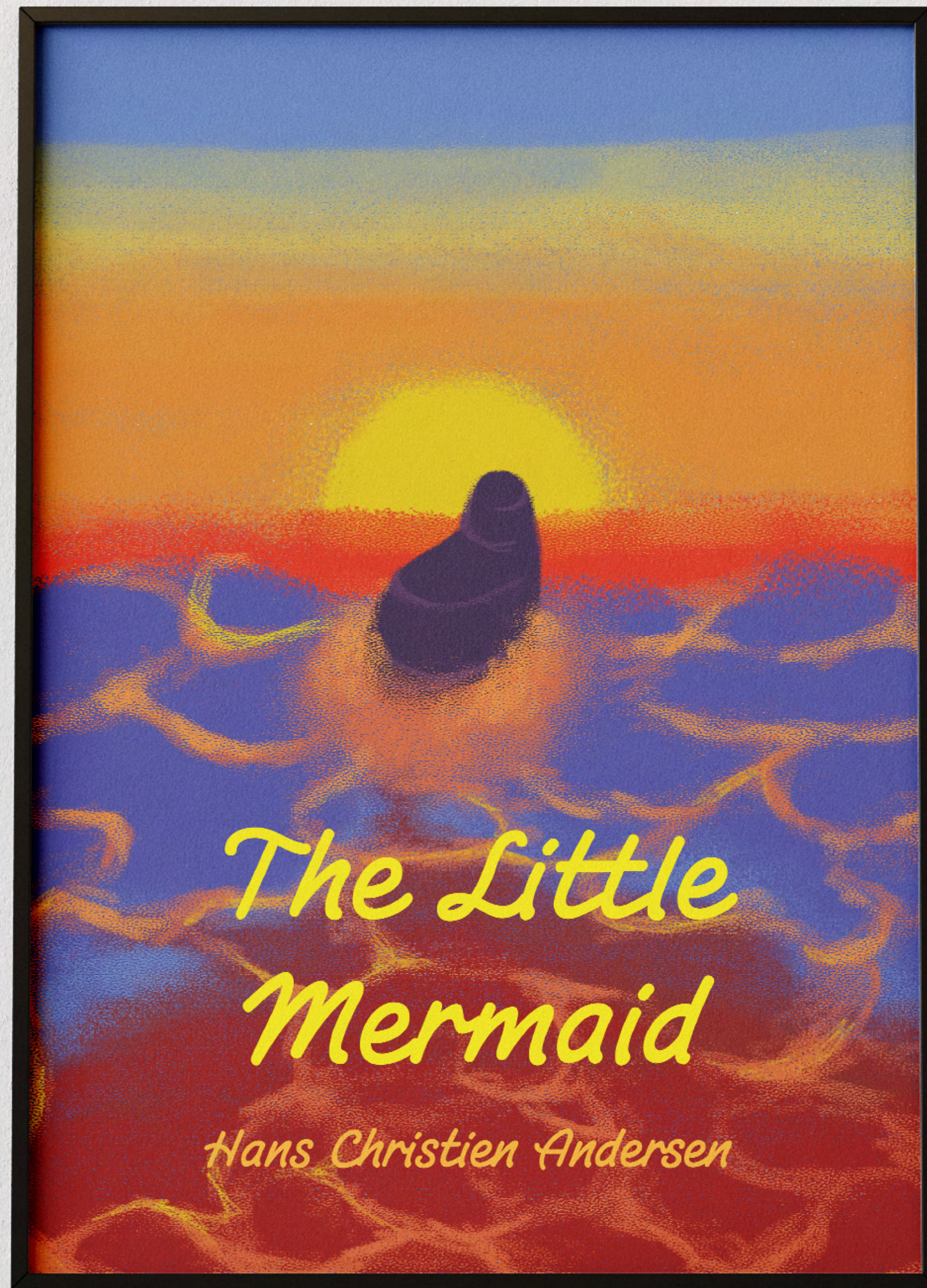
Act I - The Littlest Mermaid

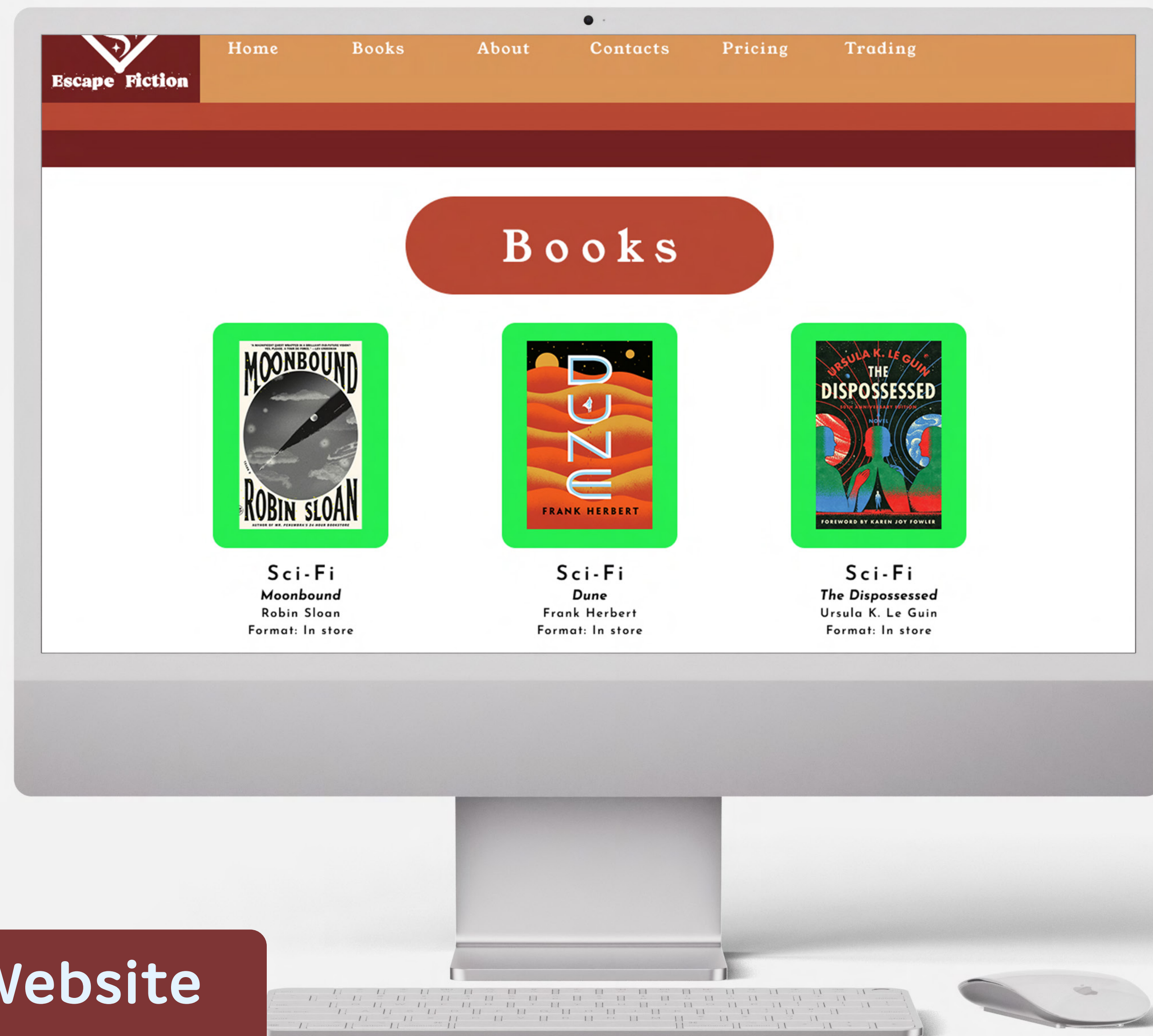
Far out in the ocean, where the water is as blue as the prettiest cornflower, and as clear as crystal, it is very, very deep; so deep, indeed, that no cable could fathom it: many church steeples, piled one upon another, would not reach from the ground beneath to the surface of the water above. There dwell the Sea King and his subjects. We must not imagine that there is nothing at the bottom of the sea but bare yellow sand. No, indeed; the most singular flowers and plants grow there; the leaves and stems of which are so pliant, that the slightest agitation of the water causes them to stir as if they had life. Fishes, both large and small, glide between the branches, as birds fly among the trees here upon land. In the deepest spot of all, stands the castle of the Sea King. Its walls are built of coral, and the long, gothic windows are of the clearest amber. The roof is formed of shells, that open and close as the water flows over them. Their appearance is very beautiful, for in each lies a glittering pearl, which would be fit for the diadem of a queen.

The Sea King had been a widower for many years, and his aged mother kept house for him. She was a very wise woman, and exceedingly proud of her high birth; on that account she wore twelve oysters on her tail; while others, also of high rank, were only allowed to wear six. She was, however, deserving of very great praise, especially for her care of the little sea-princesses, her grand-daughters. They

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Escape Fiction Website

Illustrator | Figma

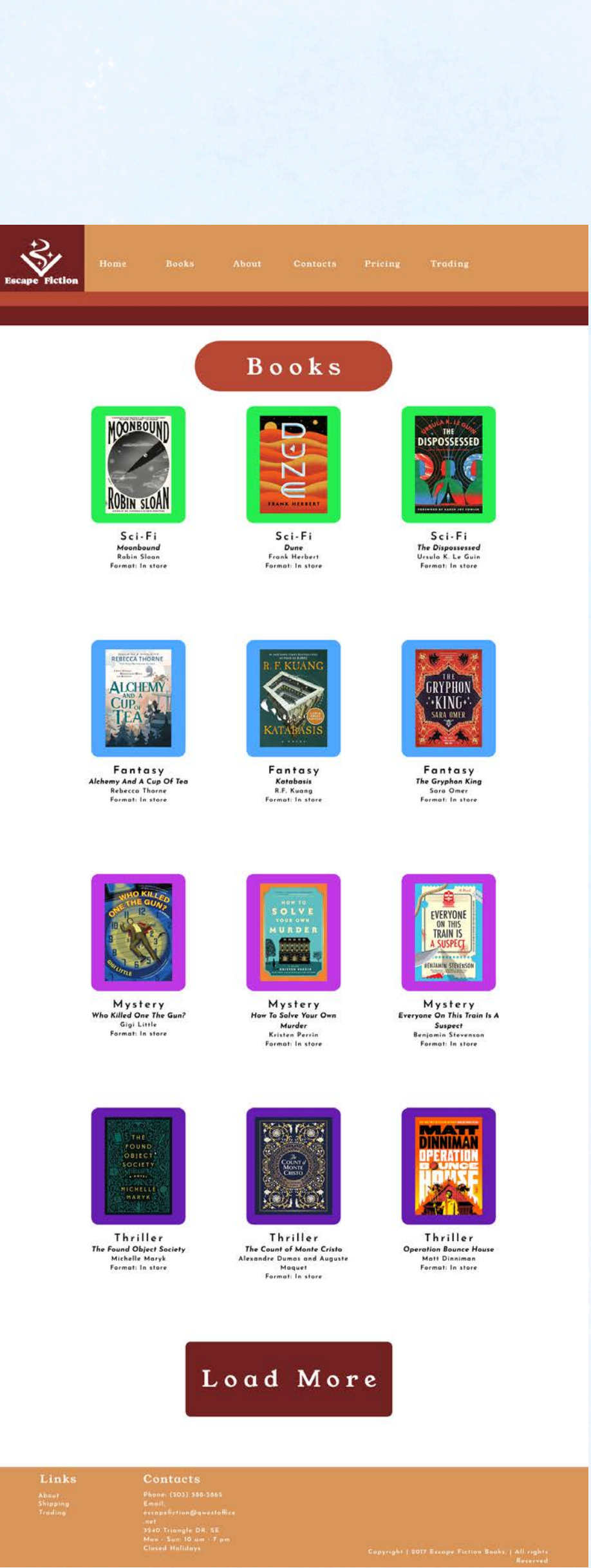
Escape Fiction Website

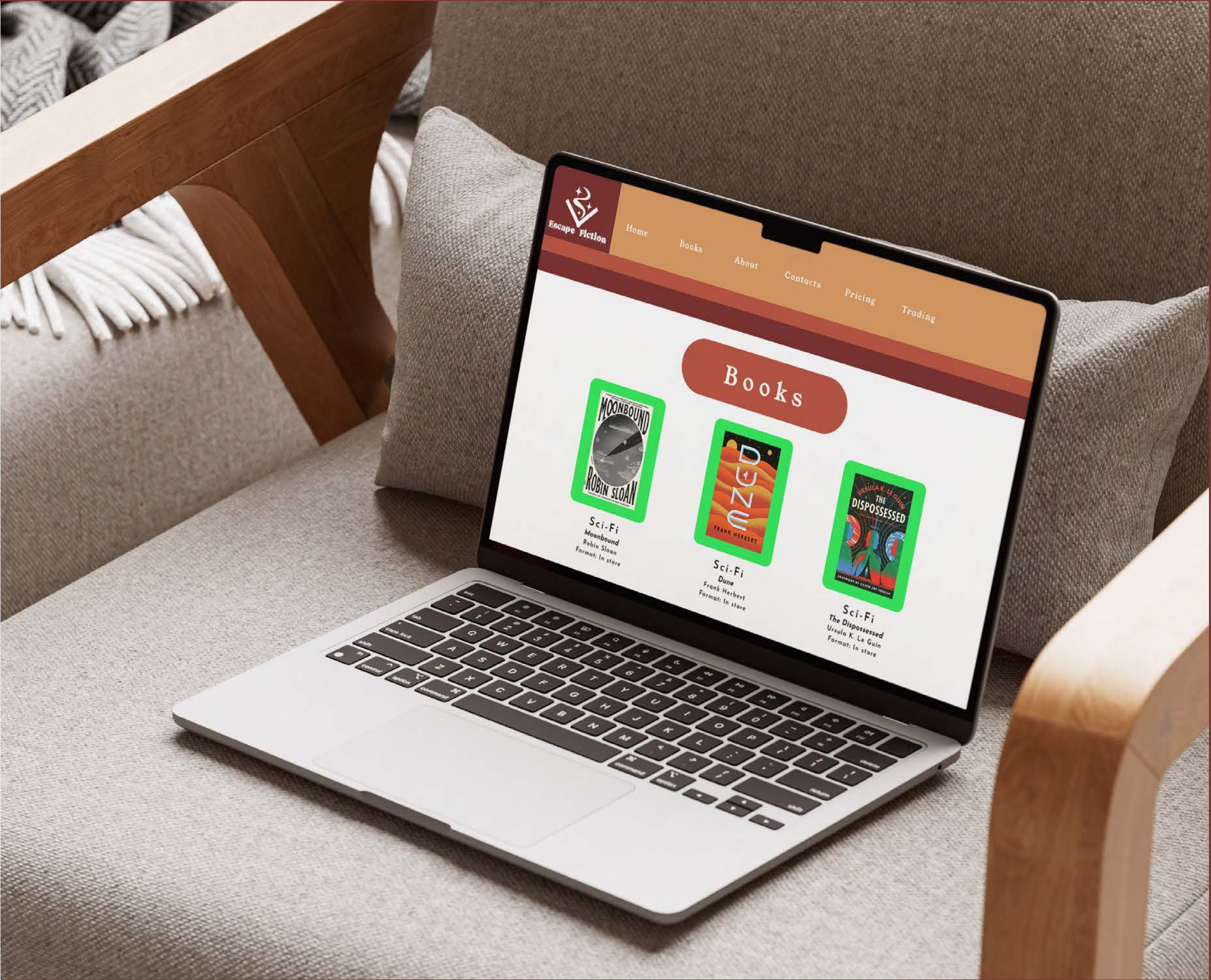
Challenge

Design and prototype an improved website layout for the Oregon bookstore Escape Fiction.

Solution

Beginning with competitor research from two other bookstores in Oregon, I created rough layout sketches before combining elements from a few designs. After that, it was all structuring and designing the final pages in figma, including functionality to demonstrate how the design itself would function in actual use.





CRAFTER QUESTIONNAIRE

Here in Crafter Questionnaire, we interview various crafters of all walks of life – from independent professionals in their chosen field to the more subdued hobbyist merely enjoying the creative process undeterred. But what is the reason, you may ask? Well, it's pretty simple: we want to know the mind of the variety arts and crafts provide humanity. We want to learn of what makes an individual tick, of the comforts and struggles that the act of creating can give to anyone – and of what crafts provide to each person. From being a main passion in their life to a calming pastime,

knowing the different values each person can get from doing things like this can make us personally understand the gravity that crafts can possibly have in our lives. No matter how simple or complex, cheap or expensive, big or small – there could always be value in what you create.

For this season's interview, this independent Knitter dabbles herself in various crafts while also demonstrating just how impactful Knitting has been for both her, as well as the people she teaches.

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THE QUESTIONS

What is your full name, pronouns, and current job?

My name is Marie Greene. My pronouns are she/her. I am an author of six books and a knitwear designer. I also run an online knitting community called Knit Camp and help knitters expand their skills and boost their creative confidence.

How long have you been doing your crafts?

I've been creative for as long as I can remember. My grandmother taught me to knit when I was about 10 years old, but I was also interested in many different kinds of crafts around the same time. I love embroidery, sewing, watercolor, block printing, and many other random crafty things. I think the main thing is that I love to keep my hands busy; when I'm waiting, watching TV, or really just any time I'm sitting, I usually have a project in my lap. These days it's mostly knitting, because it's portable and I usually have knitting deadlines for my business.

What got you interested in your craft?

I think I was born crafty, but knitting, in particular, was thanks to my grandmother. I think she could tell that I liked to keep my hands busy, so she gave me some needles and yarn and taught me the basics. I've been knitting (and teaching others to knit) ever since. I definitely didn't expect this to become a career path, so that's been a fun surprise. I've been doing this full time for 13 years.

Do you have a favorite design/craft that you've made?

That's a hard one to answer. I've designed hundreds of patterns over the years, but there are definitely some I like more than others. The funny thing is that the designs I love most aren't the ones the customers love most; I tend to like the classic styles that look like something you might buy at the store. My customers have very different preferences. Their favorites tend to be the ones I like least. Go figure!

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Beads & Buttons Magazine Section

Indesign

Beads & Buttons Magazine Section

Challenge

Write and design a main and short article for a group magazine project.

Solution

I had originally struggled with this project from how broad the possible article topics could be alongside my lack of experience in many kinds of crafts, but solved the issue by finding both a professional artist (knitwear designer & writer Marie Greene) and researching into my interest towards keychain creation to write about shrinky dinks. After getting the articles written, I had to utilize the style guide and size requirements my group had agreed to and format all of the information in a cohesive, visually clean manner.



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MAKE YOUR OWN SHRINKY DINKS!

MATERIALS

*A metal hole punch - machine or handheld works

*Scissors/embroidery scissors

*Sharpies, colored pencils, acrylic paint, or other chosen material for drawing

*Polystyrene plastic sheets

*Keychain rings

*acrylic spray bottle

*A cookie sheet covered with aluminum foil/parchment paper

*Oven

Shrinky Dinks are arts and craft toys originally invented in 1973 by Betty Morris and Kathryn Bloomberg in Brookfield, Wisconsin while working together on a Cub Scout project with their sons. The invention — and subsequent brand — reached the height of its overall fame in the 1980s, but remains an identifiable and rather simple craft for anyone to participate in to this day. The Shrinky Dinks in question involve thin polystyrene (a common polymer material) that you can create designs on. When the decorated material is heated at around 325 degrees fahrenheit in the oven, the polystyrene shrinks to around a third of its original design and thickens considerably at nine times the beginning thickness — all the while preserving the design drawn onto it. Now that you know the backstory of Shrinky Dinks, why not learn about how to make them yourself?



STEPS



1) Pre-heat your oven to 325 degrees fahrenheit and line a baking sheet with parchment paper/aluminum foil nonstick and even heating.

2) Cut a section of the Polystyrene plastic to your desired size before or after creating a design, recommended to be drawn around three times bigger than the size you want the final design to be given the plastic's earlier mentioned shrinking behavior.

3) Create your design using your chosen supplies - colored pencils, markers, sharpies and the like work as long as they're drawn on the more rough side of the plastic film. Use extra film to test how color shifts and changes on the material [deepening after further steps, shrinking].

4) Cut out your designs from the plastic and punch out a hole for the future keychain, since the material will be too thick to punch a hole into after baking.

5) Put the cut out design onto the baking sheet and put it into the oven for 2-3 minutes, taking it out before it begins to yellow.

6) Press the baked design with parchment for ten seconds before letting it cool to keep its shape.

7) Apply acrylic film to protect design from scratches, then attach keychain loops to the hole earlier punched into the plastic.

8) Now you're done! Enjoy your finished keychain and wherever you decide to hang them.

— Cassandra E. Owings



Personal Branding

Illustrator



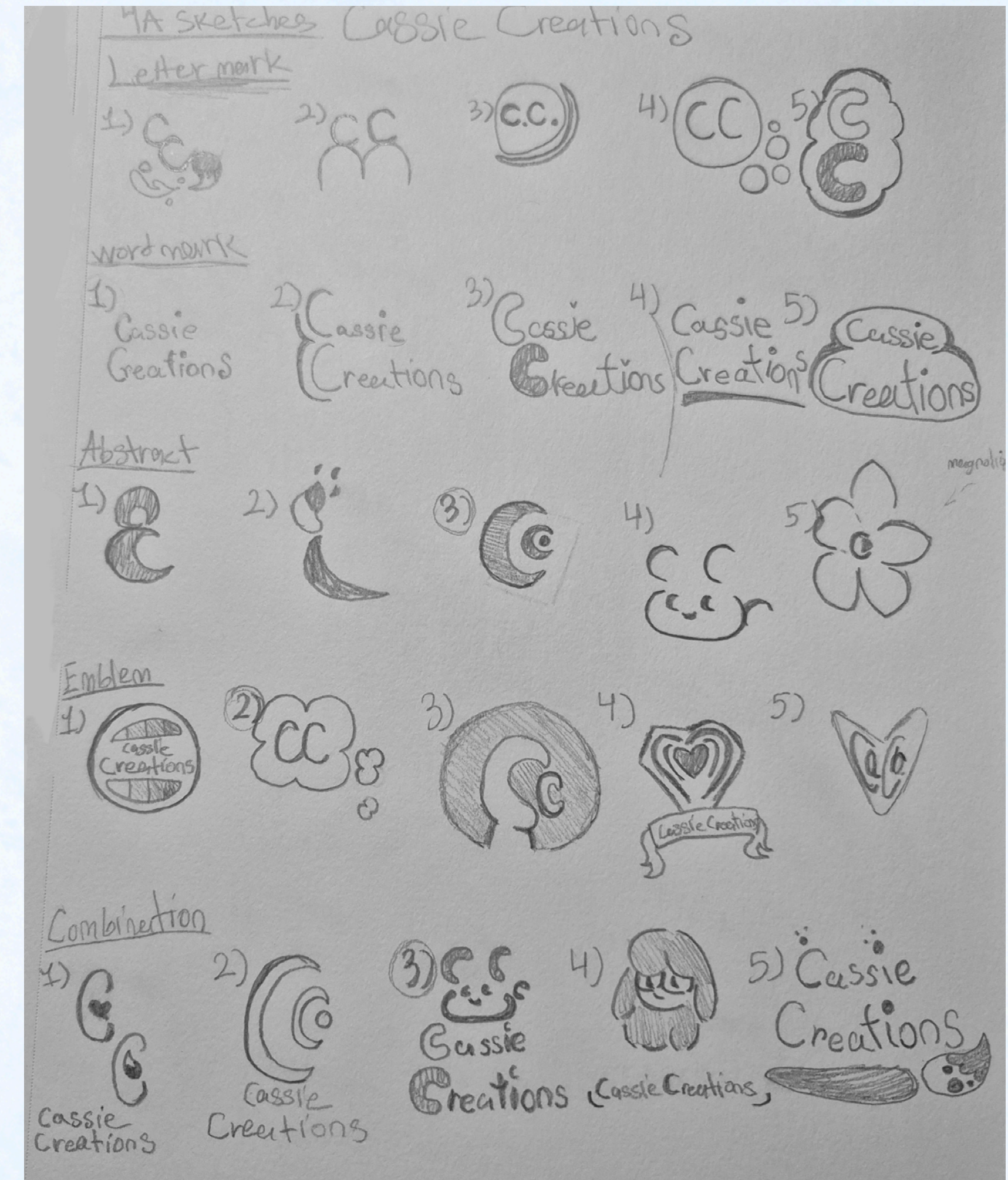
Personal Branding

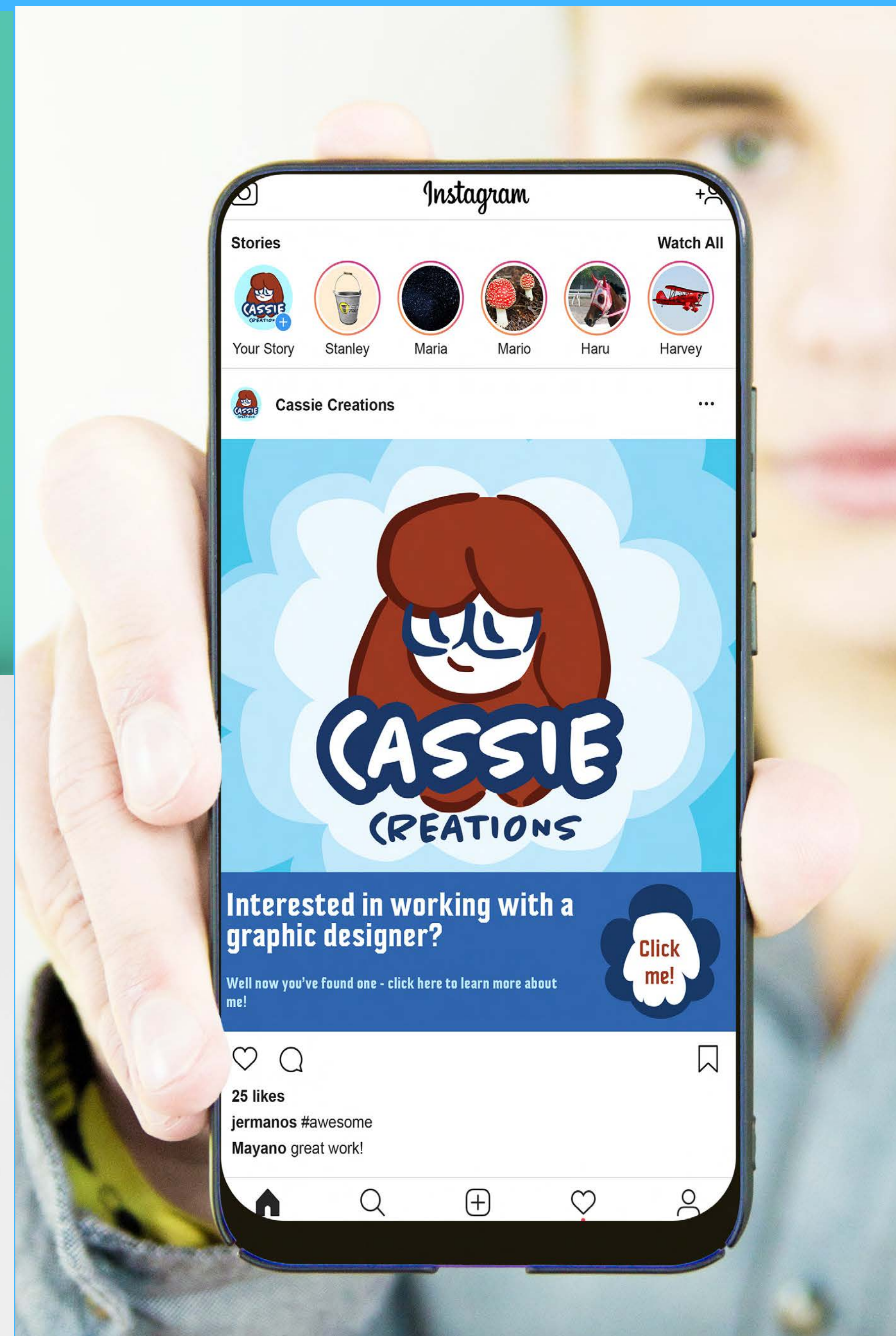
Challenge

Design a logo and subsequent branding that best represents myself as a graphic designer.

Solution

This project began with researching examples of other artist's logos while filling out a worksheet that would lead me to the theming/emotions that would fit myself and my graphic design work the best. After that, I vectorized three possible choices in both color and in black & white, before settling on my final logo design. Lastly, I had to create branding that matched the overall feel of my personal brand in multiple ways through the form of mockups.





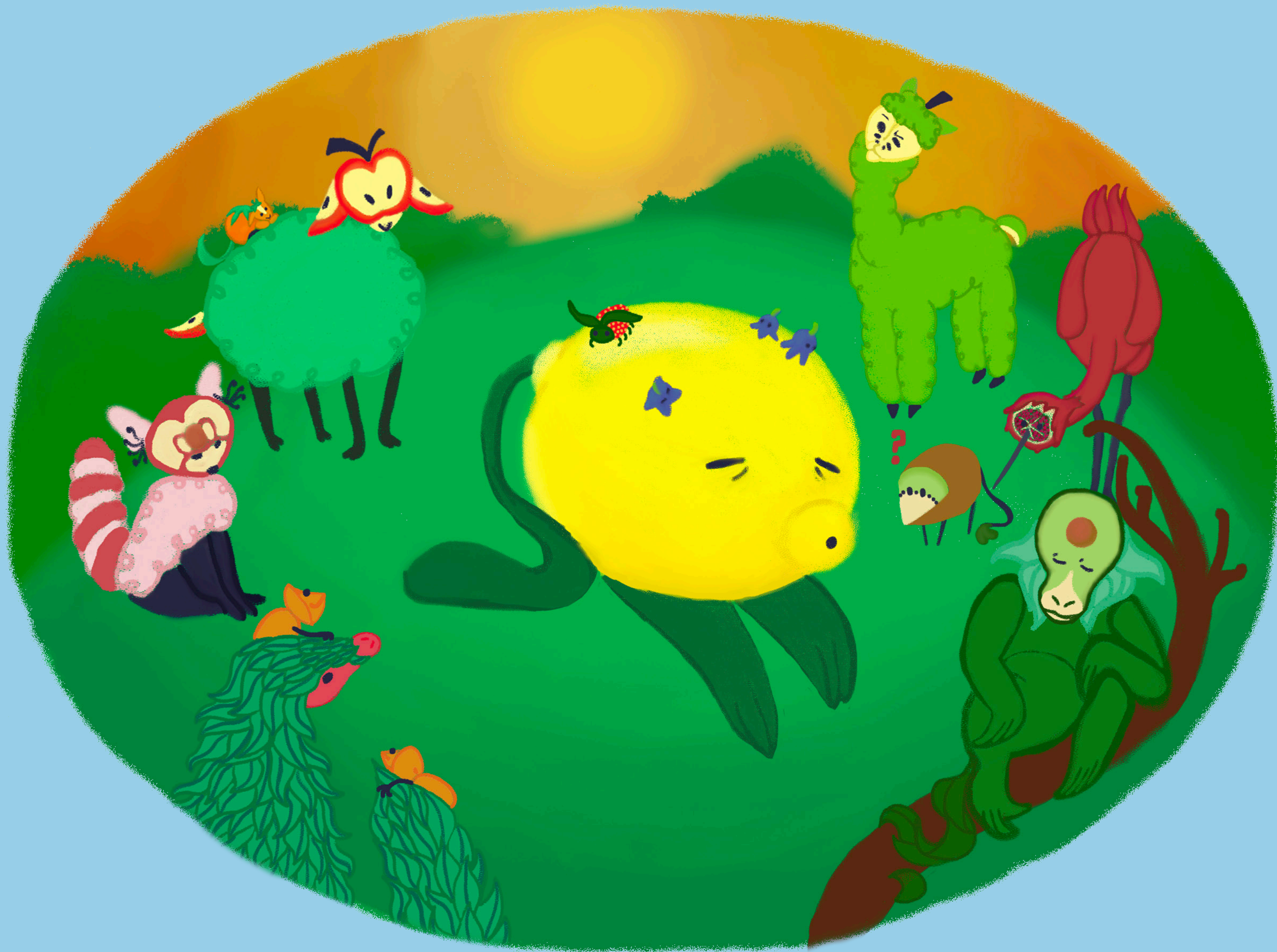


Illustration Gallery

Photoshop



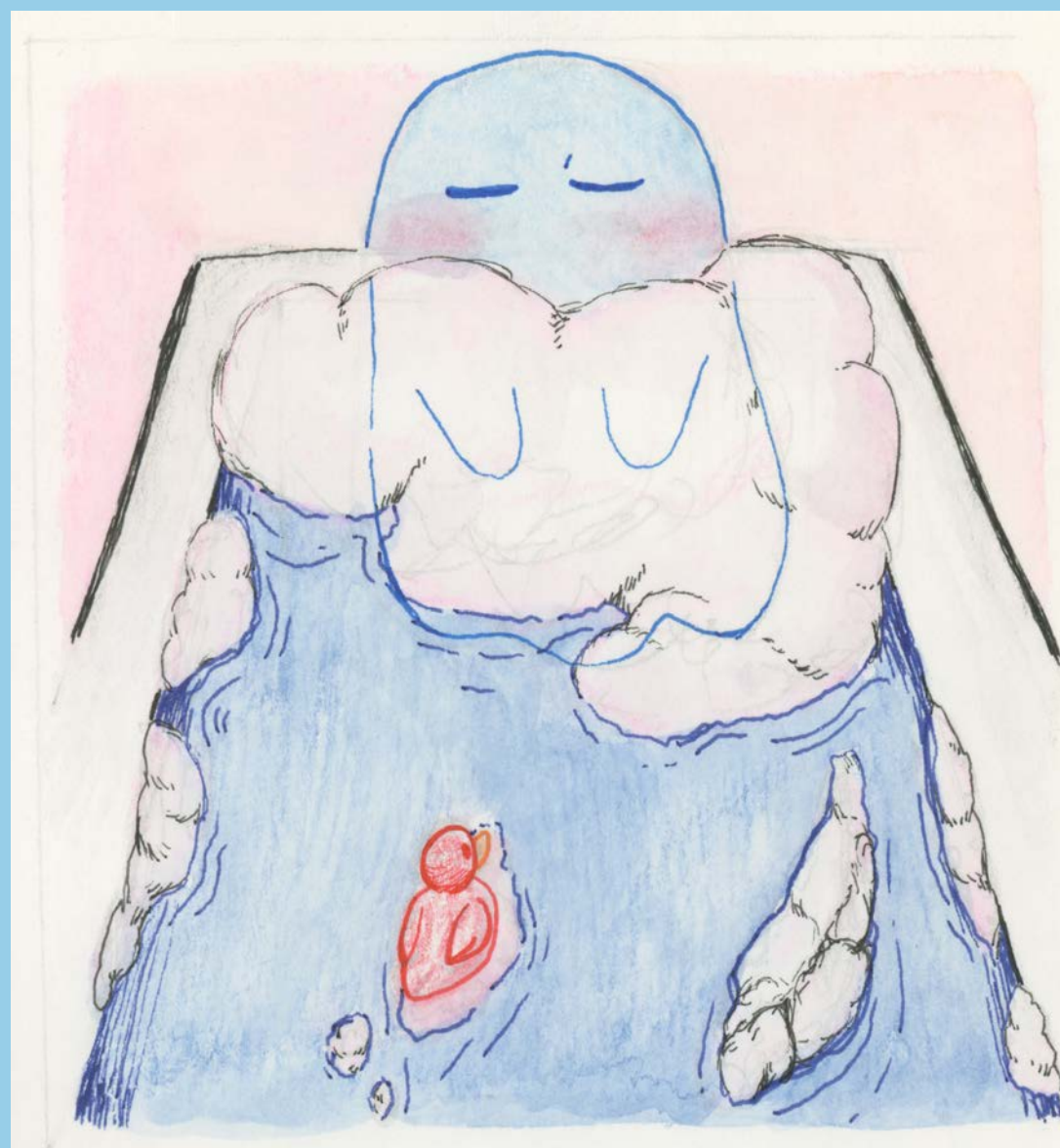


Illustration Gallery

Photoshop

Thank You!