

Lets tell
a story

intro.

hi there! my
name is
draken reeves!
(he/she/they)

I'm a graphic designer, illustrator, writer, and recent graduate from Oregon State University, eager to get there start in the design industry. With over four years of experience in graphic design, I have worked in television, radio, and entertainment, with a specialized focus in publication design. I love fashion, pop culture, drinking too much coffee, making video games, obsessing over vampires, and geeking out about fonts.



draken reeves.

**some of my
design awards**

**Pinnacle College
Media Awards
2023**

Best Multi-Media
Ad Campaign
3rd Place Division I
Best Recruitment Ad,
Nominee

**2023 CMBAM
Winner**

Best Self Promotion
Multimedia Ad
Third Place

**Pinnacle College
Media Awards
2022**

Best Online Main Page,
Second Place

**2022 Associated
Collegiate Press
Magazine Pacemaker
Award**

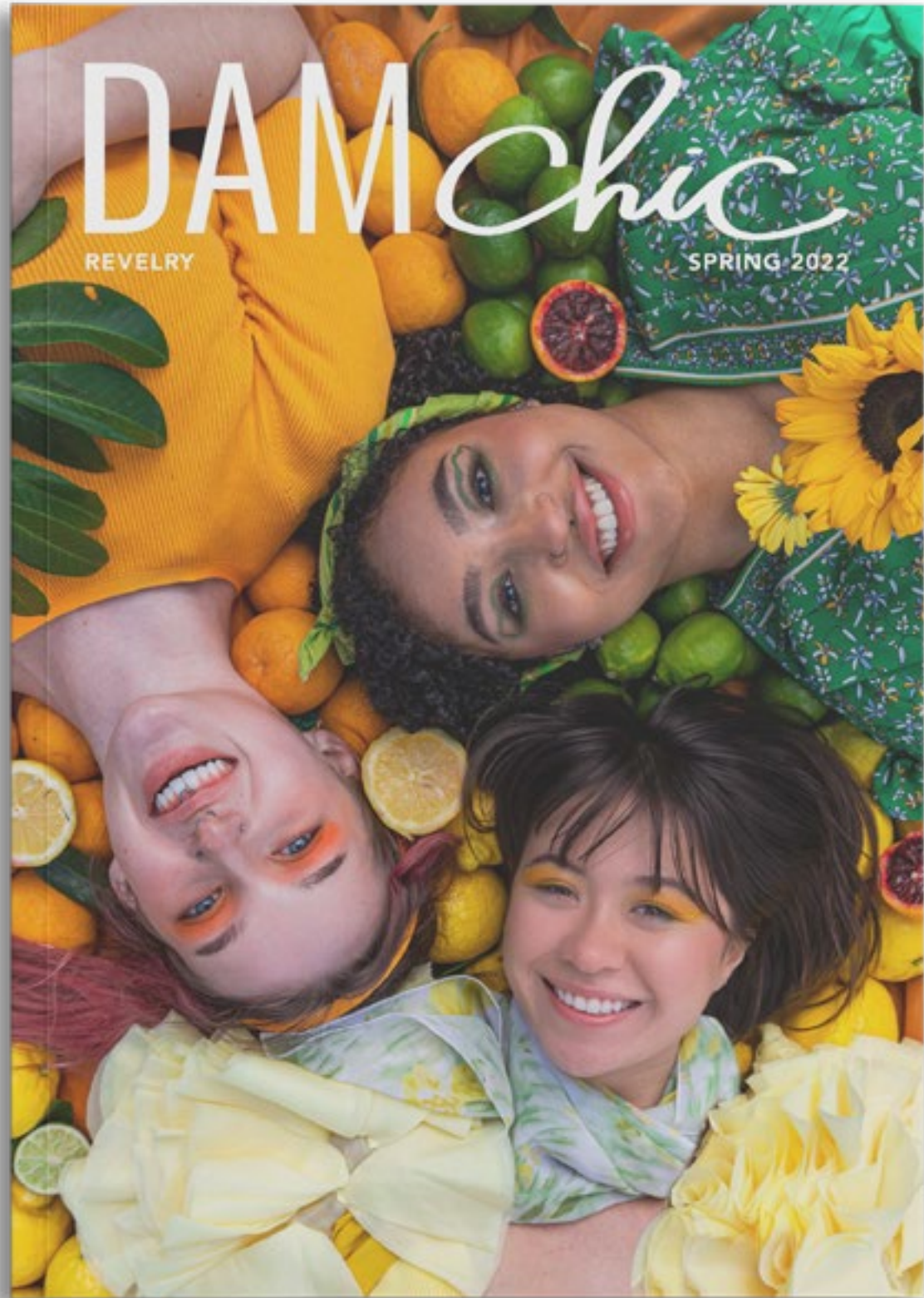
DAMchic

the client:

DAMchic Fashion Magazine

DAMchic Magazine is an award-winning student run and produced fashion magazine under Orange Media Network. The magazine produces three print issues per year with stories each based around a central theme. I served as Editor-In-Chief during the 2021-2022 run and designed spreads on seven issues from 2020-2023.





fashion,
beauty,
culture

DAMchic worked with Oregon Web Press to create each print issue, distrubiting 3000 copies through Corvallis and Portland, Oregon.

During my run as Editor-In-Chief, the magazine won the National Collegiate Press Pacemaker Award at the 2022 College Media Awards in Washington, DC

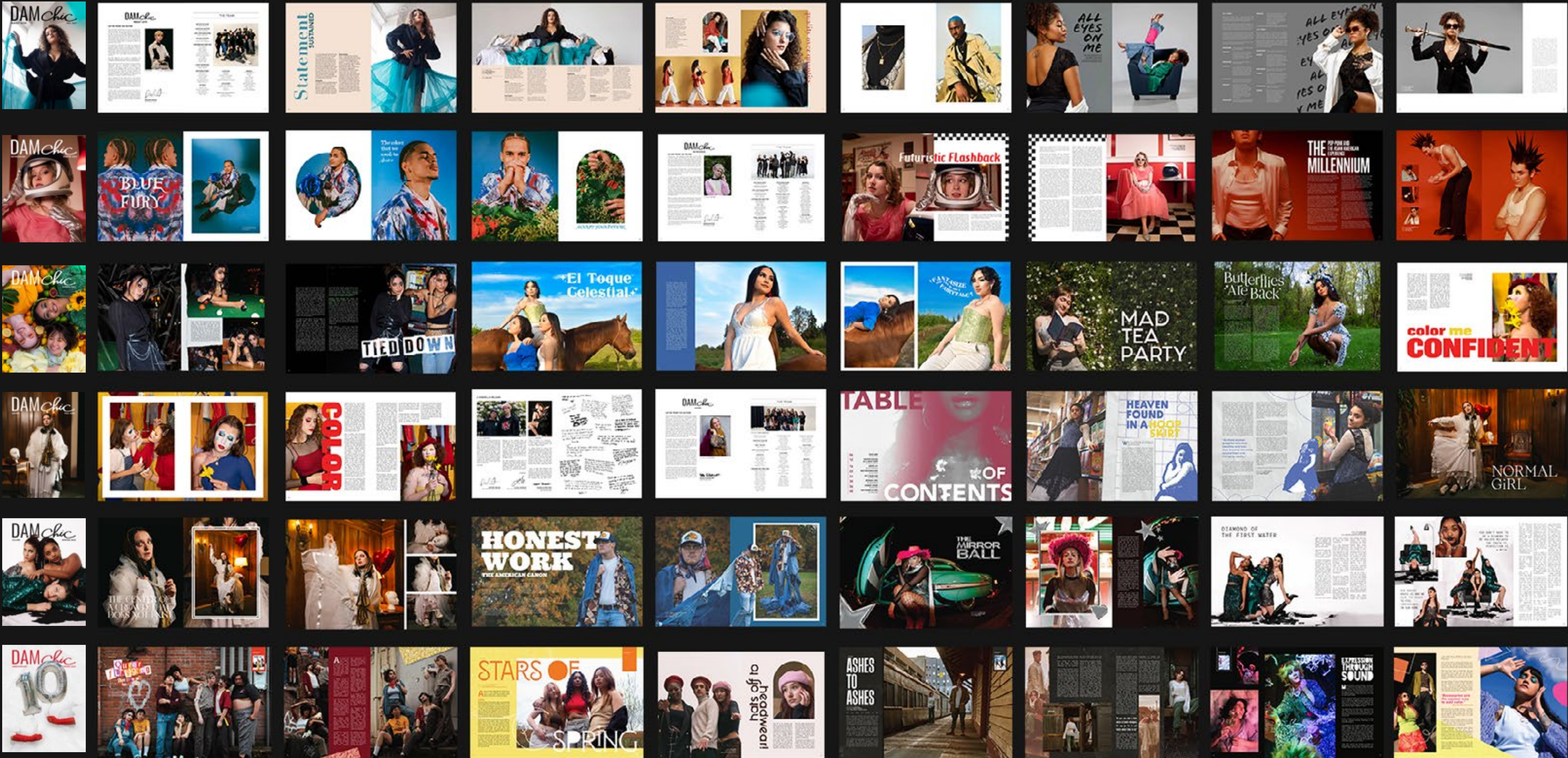
(left to right)
DAMchic Fall 2021:
Reboot Astir
Cover Shoot by Ashton Bisner

DAMchic Winter 2022:
Retrograde
Cover Shoot by Kayla Jones

DAMchic Spring 2022:
Revelry
Cover Shoot by Ashton Bisner

A sneak peek of every print layout i designed!

2021-
2022
Editorship +
Designer



2022-
2023
Junior
Designer



From Fall 2021 Reboot Astir
Spread Design by Draken Reeves
Photography by Sammy Palacio
+ Ashton Bisner



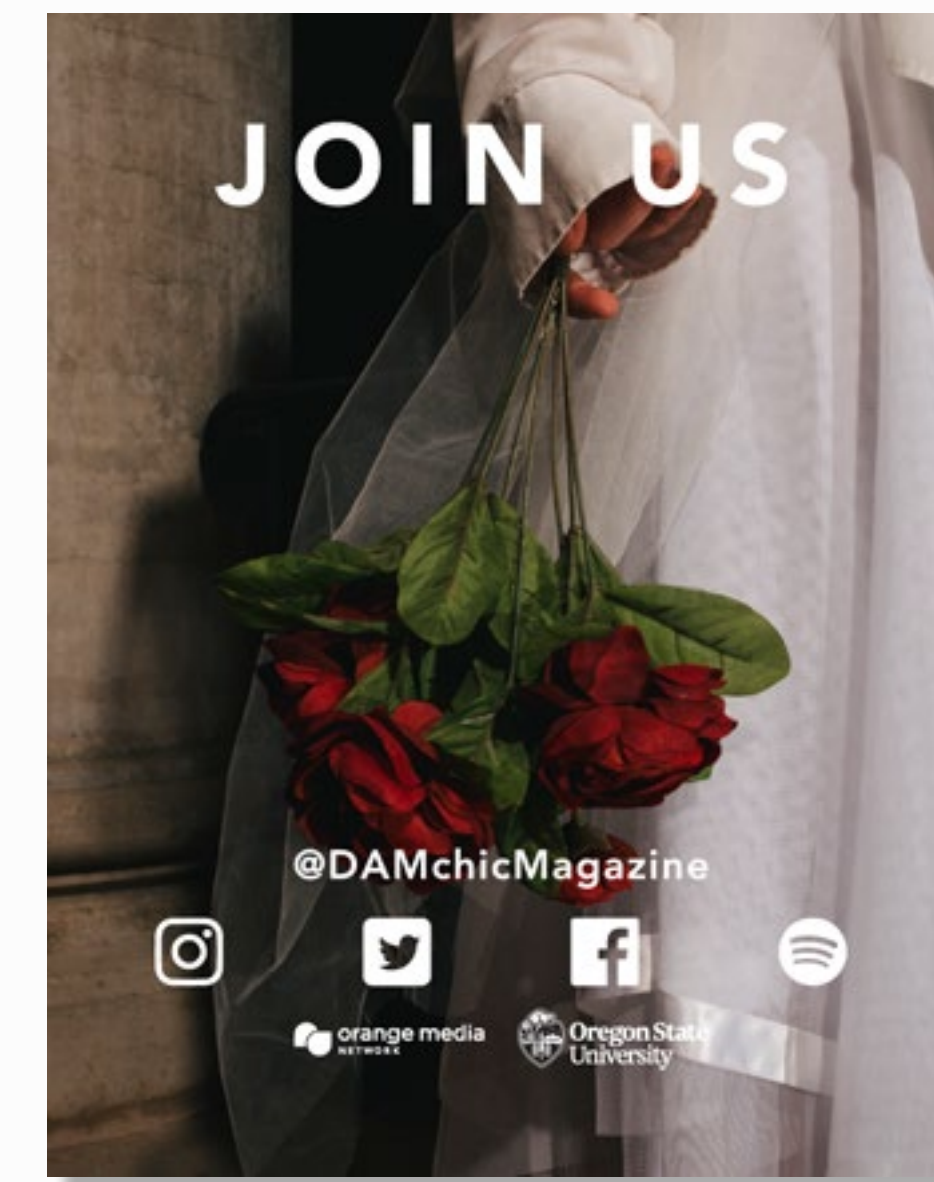
From Winter 2023 Allure
 Spread Design by Draken Reeves
 Photography by Madison Taylor

DAMchic

“the center of a crowd that does not exist”

Normal Girl is an fashion editorial I directed and deisgned, focusing on the concept of the overdresser, how dressing in a unique way is both freeing and isolating. The fashion is influenced by John Galliano and Simone Rocha, while the design elements and layout highlight the gorgeous photography and the decaying opulence of the typography. The editorial ultimately served as the cover shoot for the Fall 2022 Issue, Adorn.

draken reeves.



Directed by Draken Reeves
Photography by Jess Hume-Pantuso
Model: Willow Wasielewski

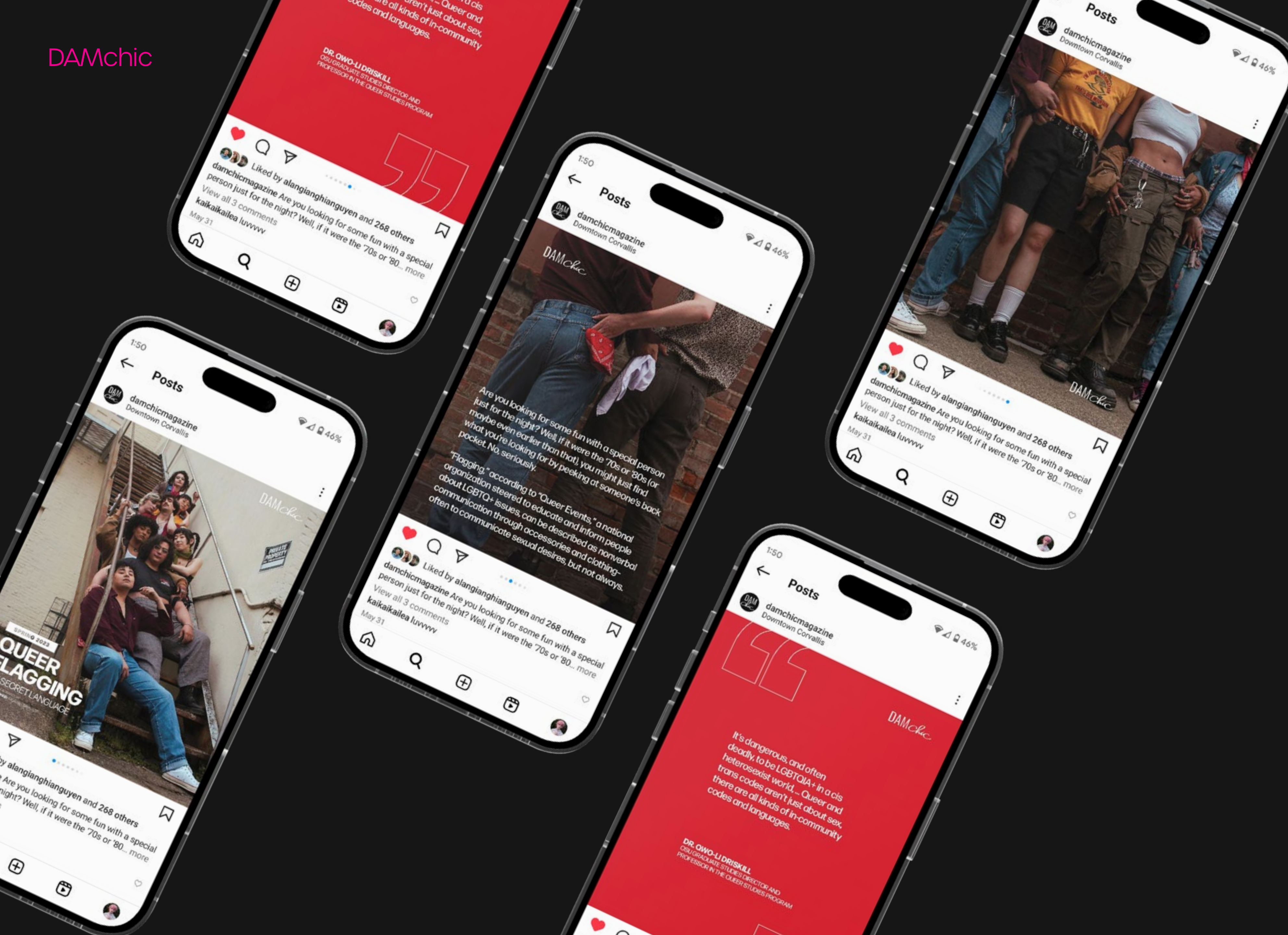
DAMchic

draken reeves.

Social Media

In Corvallis, Oregon, DAMchic's Instagram is the go-to hub for fashion news. With the creative growth over the last 4 years, there was a distinct need for standardization and promotion of web content.

During the conception stages of creating our social media templates, I created a minimalist reel layout paired with a bold but youthful sans-serif font.



EPIC

the client:

**EPIC
GAMES**

Epic Games is a worldwide video game software developer and publisher founded in 1991. Epic Games is most well known for games such as Fortnite and Rocket League, as well as the Unreal Engine, one of the gaming industry's lead software for video game development. Epic is a lead distributor of games in the market through their storefront, Epic Games Store. This is a fictional rebrand and case study for a college course.



design goals

1. Establishing brand principles

At the time of creating this case study, Epic had no published brand guide, mission statement, or clear About page. The goal of this study was to give Epic the basics: a new logo, a brand color using Pantone Color System, and a fresh typographic system more in line with their younger, technology-driven audience.

2. Designing for security

Unlike competitors such as Steam and Origin, Epic Games lacks a proper Two-factor authentication (2FA) mobile application, leaving user accounts and information unprotected.

The main application of the new brand guidelines is centered on an all-in-one storefront, games library, and 2FA app for iOS and Android.

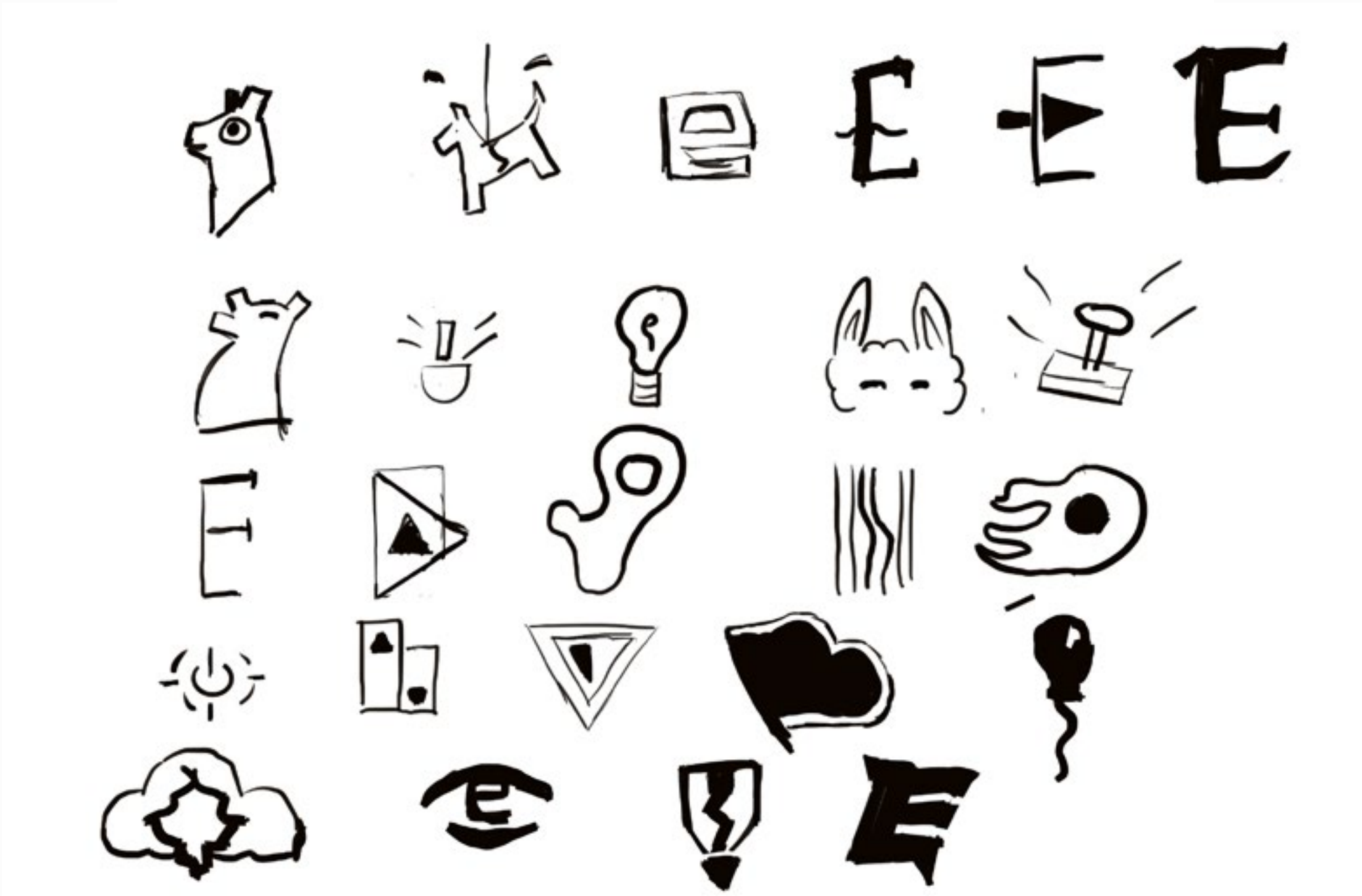
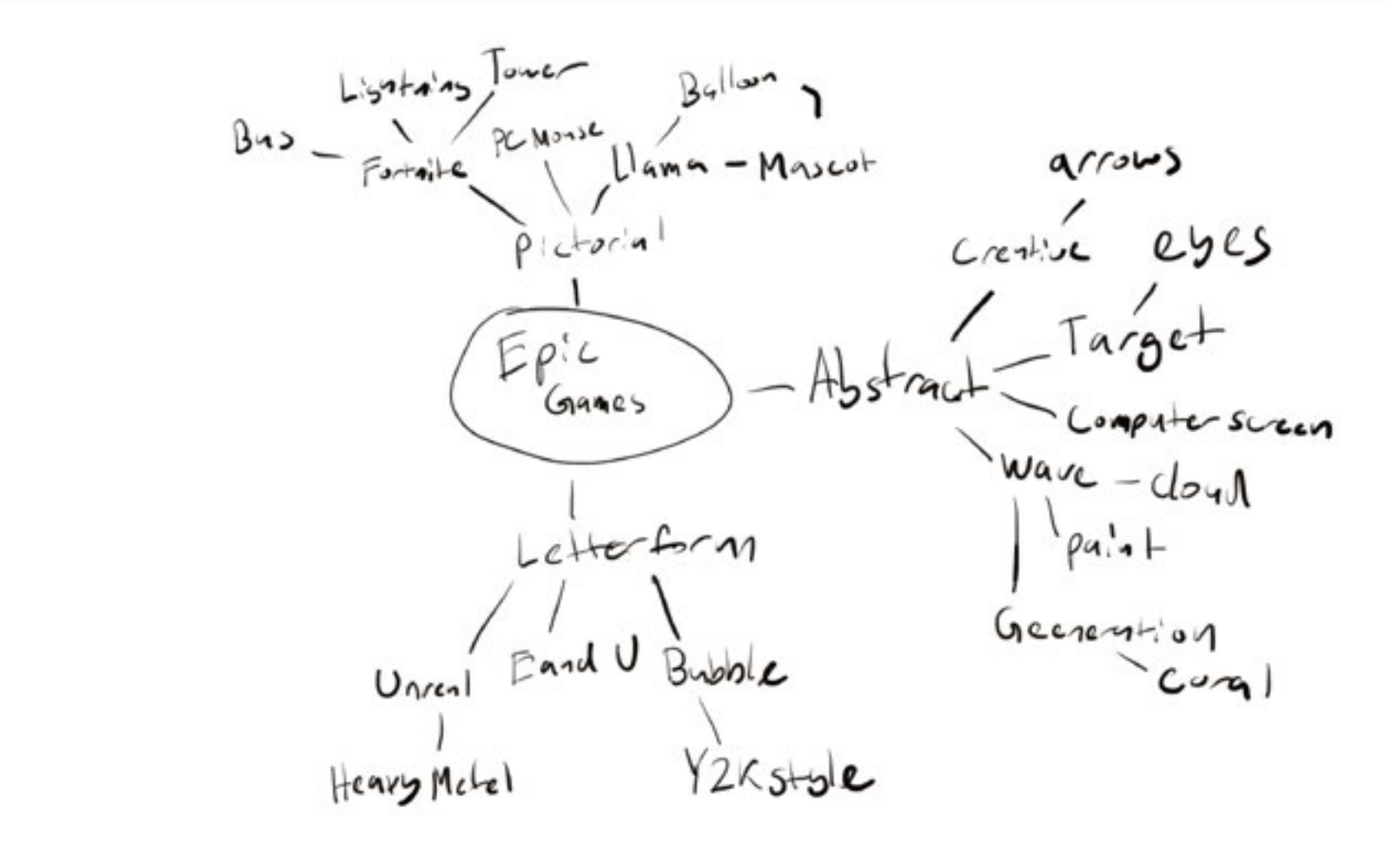
3. Being bold, being EPIC

With a name like Epic, you gotta think BIG! As one of the leading game software developers with a rich history dating back to the inception of computer gaming in the 90s, the brand is begging to tell its own story, at a much bigger, more epic scale.

play hard, play epic

Mind mapping

draken reeves.



Logo ideation



MAIN LOGO/HORIZONTAL



ALT LOGO/VERTICAL



BRAND MARK



Aa

Black/Black
Bold/Bold
Medium/Medium
Regular/Regular

BRAND TYPEFACE

TRANSDUCER

Used for headlines, quotes, and logo.

Aa

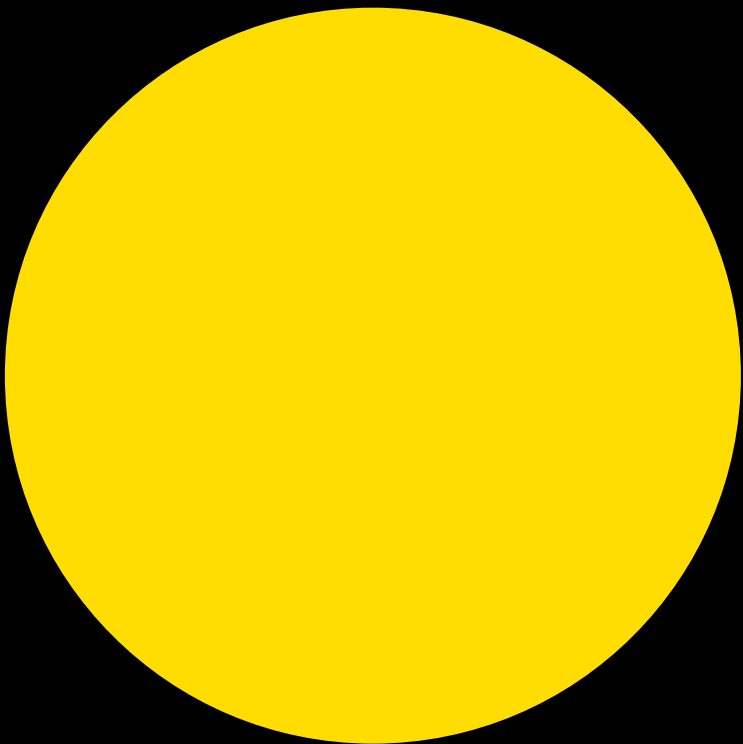
COPY TYPEFACE

GALVANI REGULAR

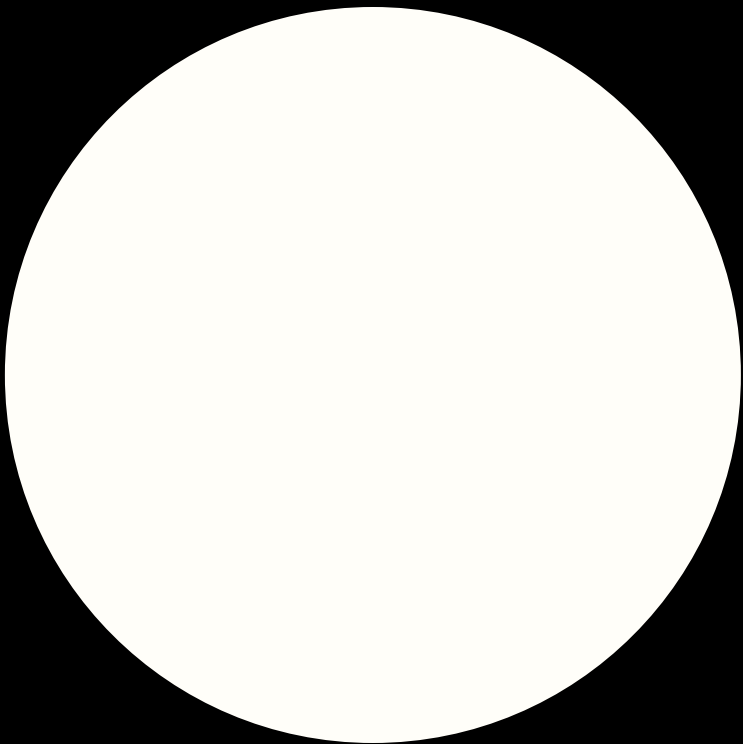
Used for body copy and product descriptions.

This is example copy of
what a paragraph might
look like using the font.

BRAND
COLOR



EPIC YELLOW
PANTONE Yellow C
RGB 253/21/0
CMYK 2/9/100/0
HEX #ffdd00



INFINITE WHITE
PANTONE P 1-1 U
RGB 255/254/249
CMYK 0/0/2/0
HEX #fffef9



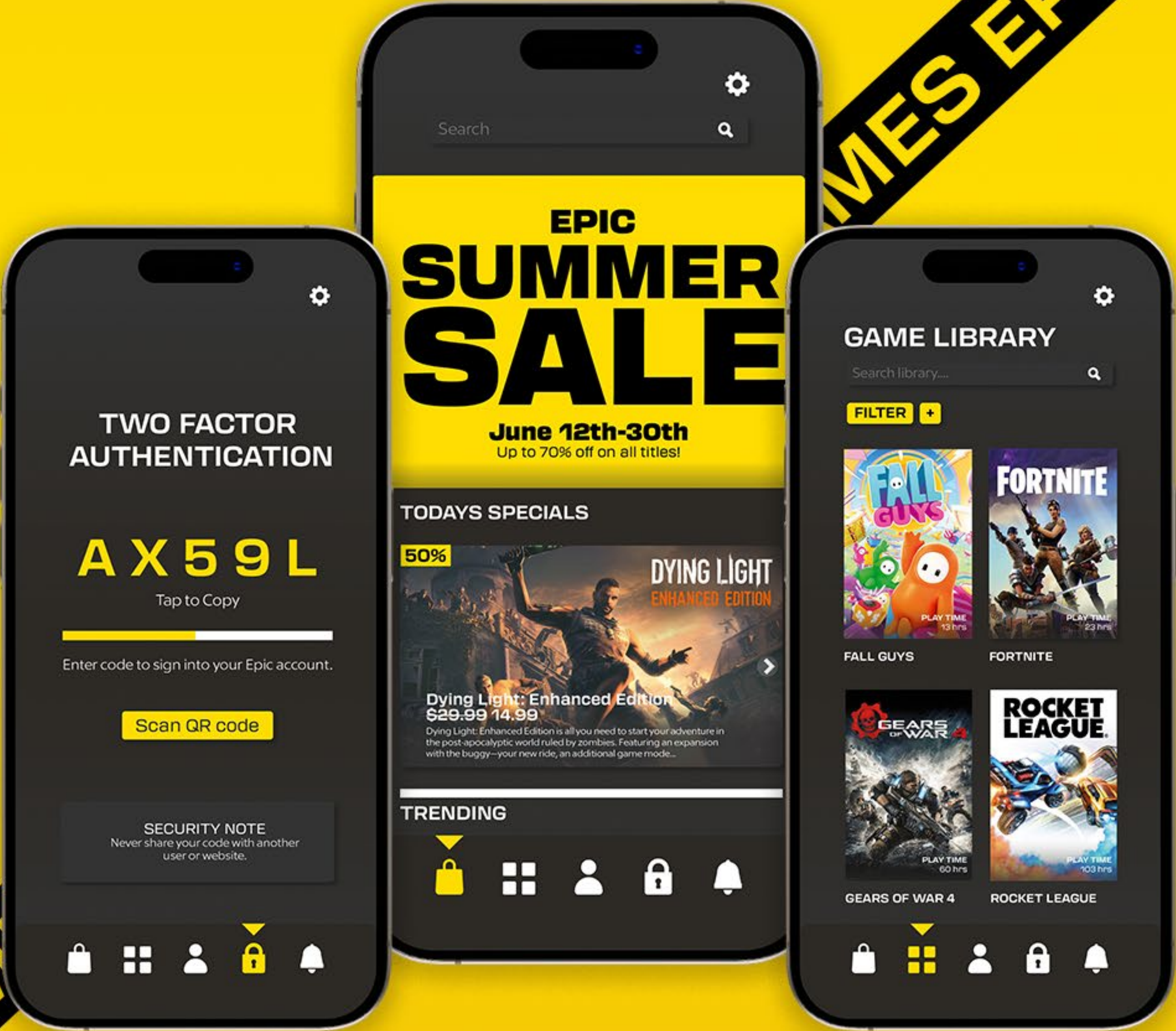
EPIC YELLOW
PANTONE Black C
RGB 45/42/38
CMYK 67/64/6767
HEX #2d2a26





THE EPIC APP

An all-in-one application for all your Epic Games needs! A mobile store front, ways to customize your profile, and access your games library anywhere, anytime. Protect your account with the new 2 Factor Authentication (2FA) feature.



OSU

the client:

Oregon State University

As a junior designer at Orange Media Network, I had the opportunity to work on many official university event ad campaigns, the following being just a handful of my personal favorites!



OSU

capturing the essence of Kerri Colby

Drag Bingo is an annual event held at Oregon State University by the OSU Program Counsel, who bring a queen from the reality competition show *Rupaul's Drag Race* to host bingo. This year the guest was Season 14's Kerri Colby, a drag queen of the legendary Colby family and trans activist. The concept for the poster was inspired by the art nouveau revival of the 60's and the bubblegum color palette recontextualized the colors of the Transgender pride flag.



process sketches



Flyers (4 in x 3.5in)

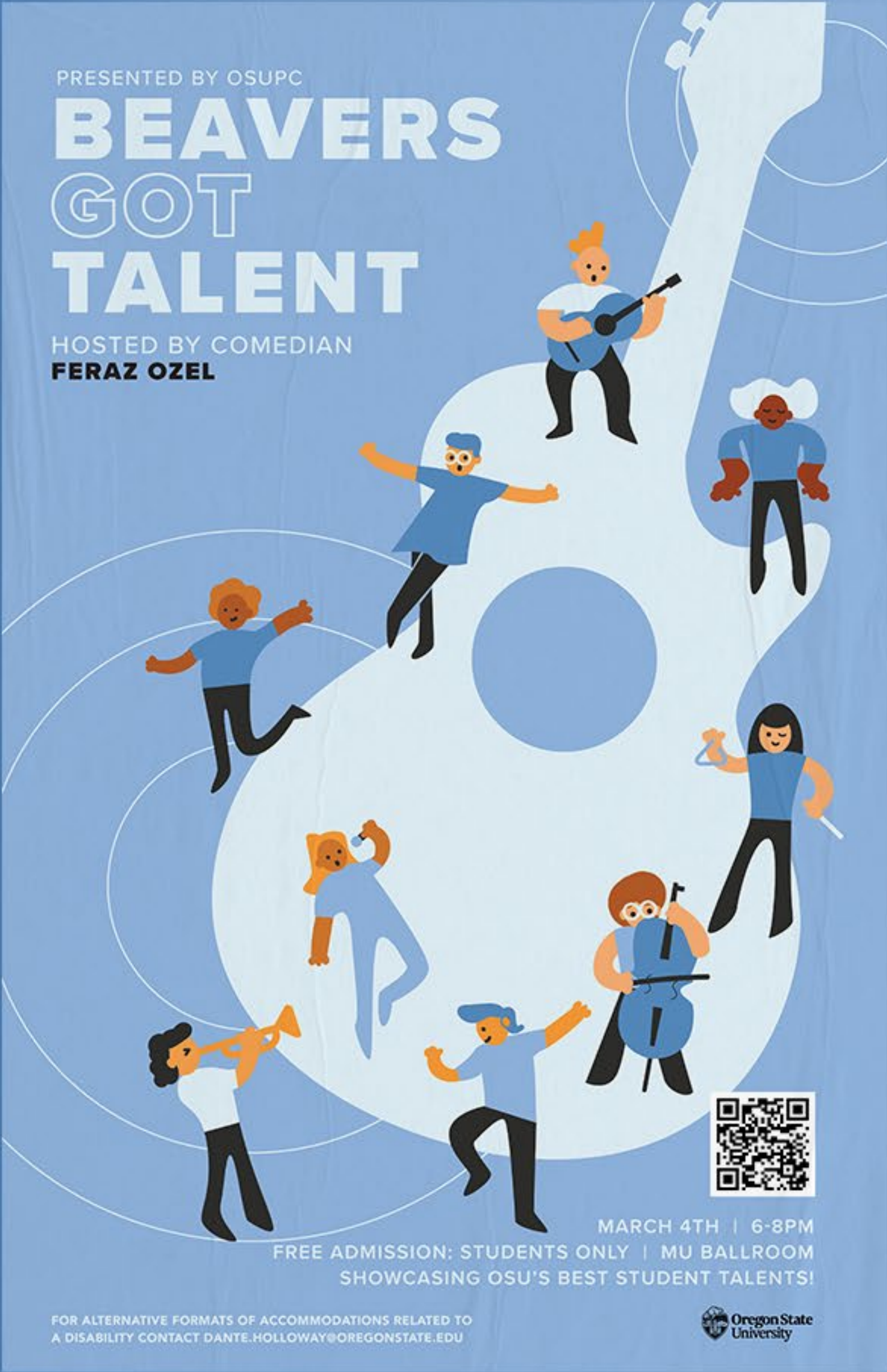


Event Badges

PRESENTED BY OSUPC



BEAVERS GOT TALENT

HOSTED BY COMEDIAN
FERAZ OZEL



MARCH 4TH | 6-8PM
FREE ADMISSION: STUDENTS ONLY | MU BALLROOM
SHOWCASING OSU'S BEST STUDENT TALENTS!

FOR ALTERNATIVE FORMATS OF ACCOMMODATIONS RELATED TO A DISABILITY CONTACT DANTE.HOLLOWAY@OREGONSTATE.EDU



15in x 26.5in

PRESENTED BY OSUPC

BEAVERS GOT TALENT

HOSTED BY COMEDIAN
FERAZ OZEL



MARCH 4TH | 6-8PM
FREE ADMISSION: STUDENTS ONLY | MU BALLROOM
SHOWCASING OSU'S BEST STUDENT TALENTS!

FOR ALTERNATIVE FORMATS OF ACCOMMODATIONS RELATED TO A DISABILITY CONTACT DANTE.HOLLOWAY@OREGONSTATE.EDU



11in x 17in

PRESENTED BY OSUPC

BEAVERS GOT TALENT

HOSTED BY COMEDIAN
FERAZ OZEL



MARCH 4TH | 6-8PM
FREE ADMISSION: STUDENTS ONLY | MU BALLROOM
SHOWCASING OSU'S BEST STUDENT TALENTS!

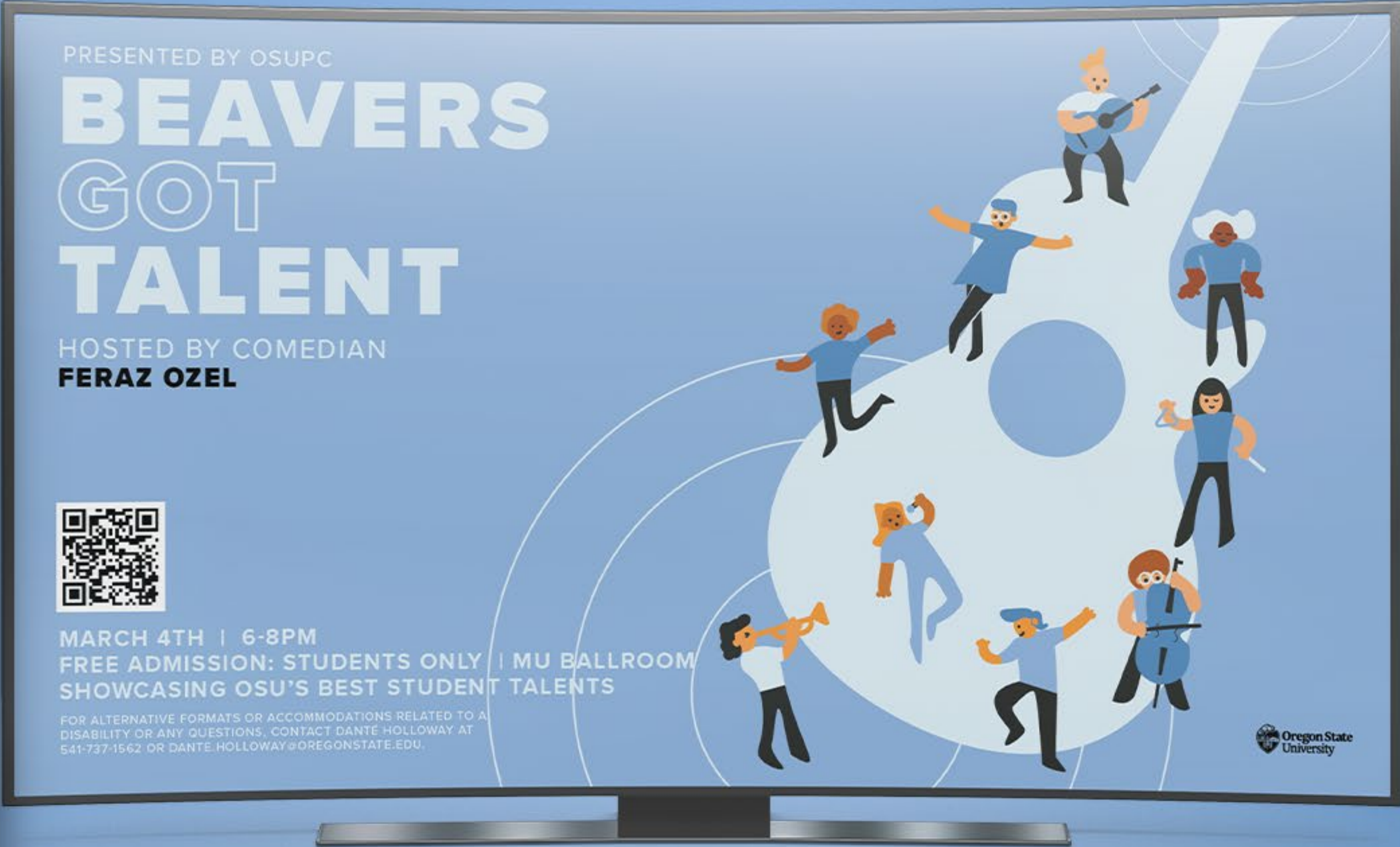
FOR ALTERNATIVE FORMATS OF ACCOMMODATIONS RELATED TO A DISABILITY CONTACT DANTE.HOLLOWAY@OREGONSTATE.EDU



Instagram

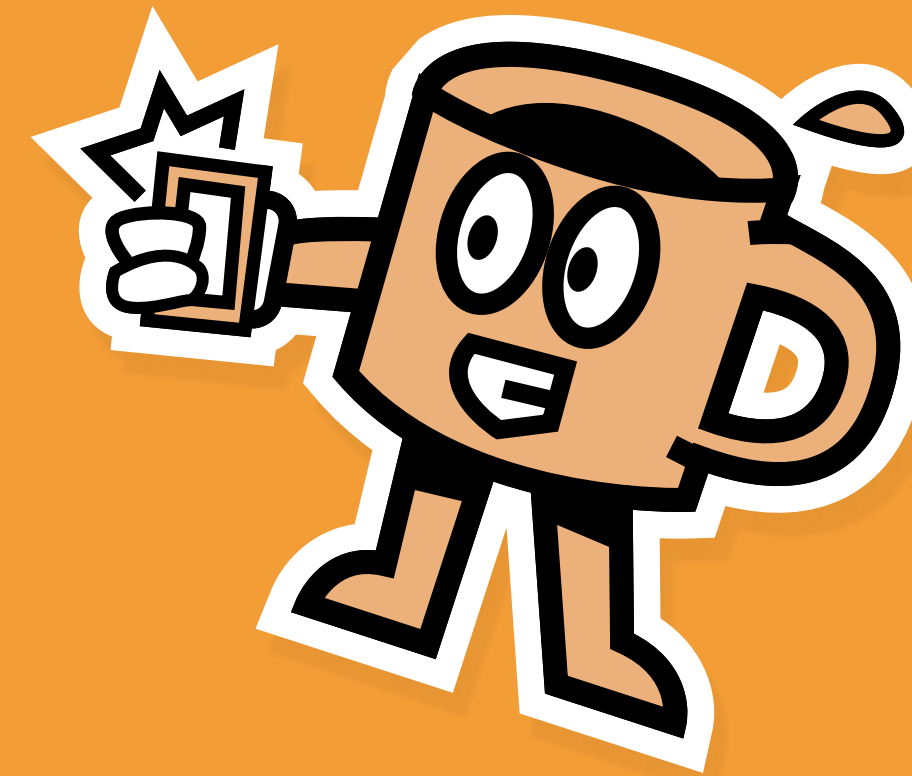
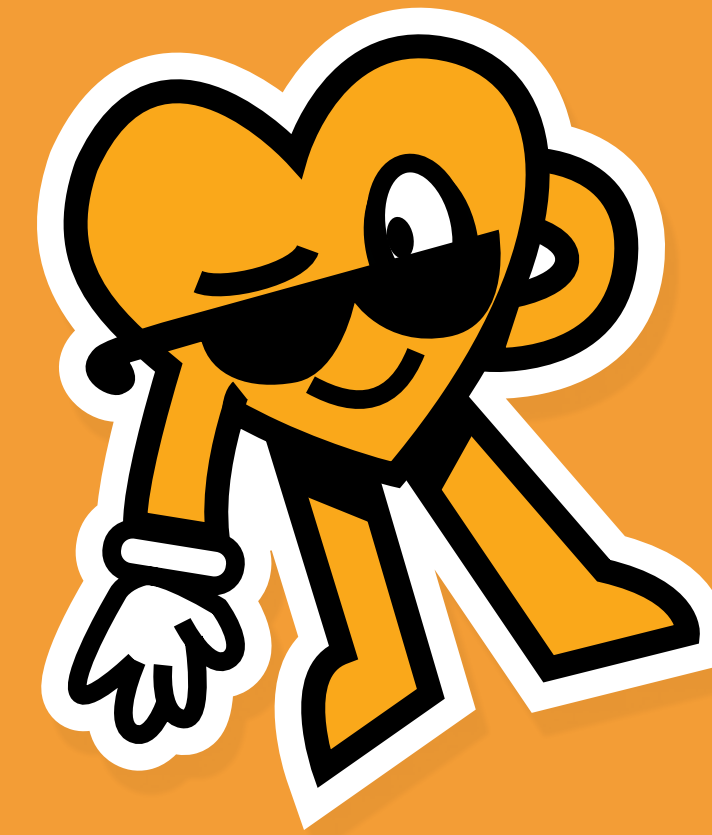
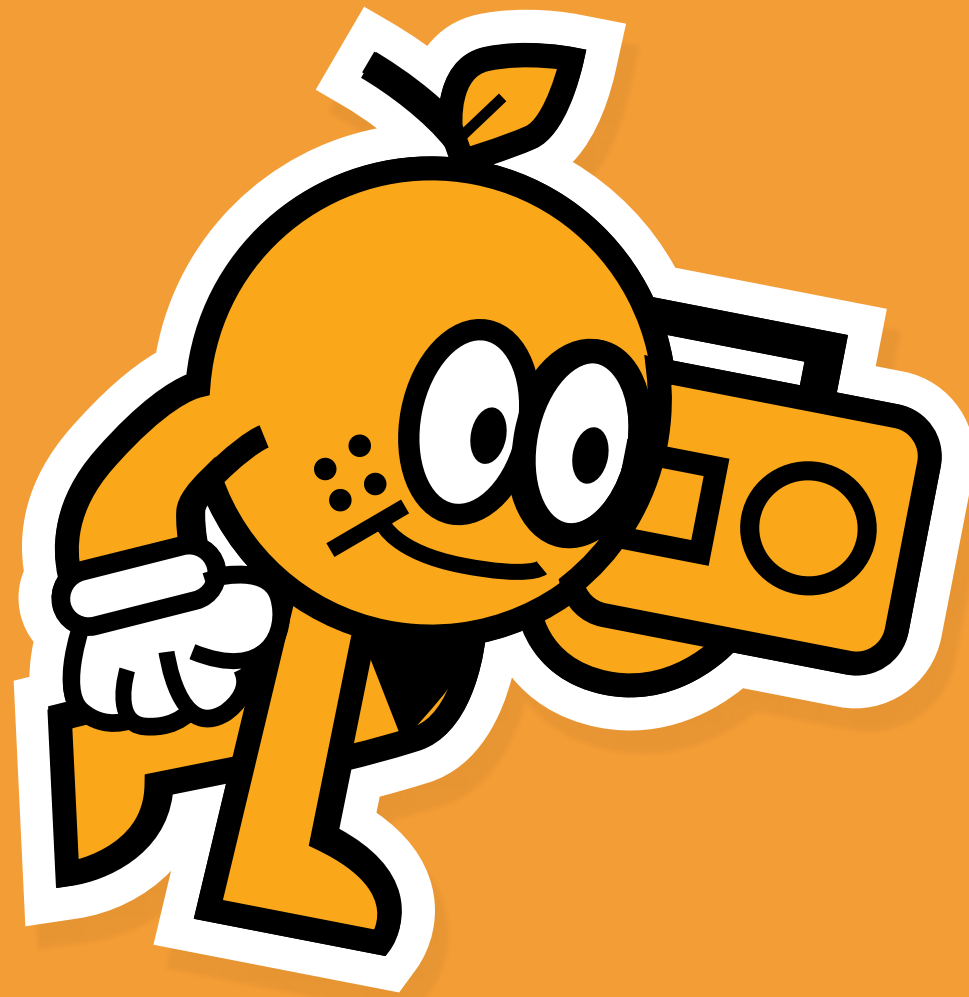


Screens



Digital Poster



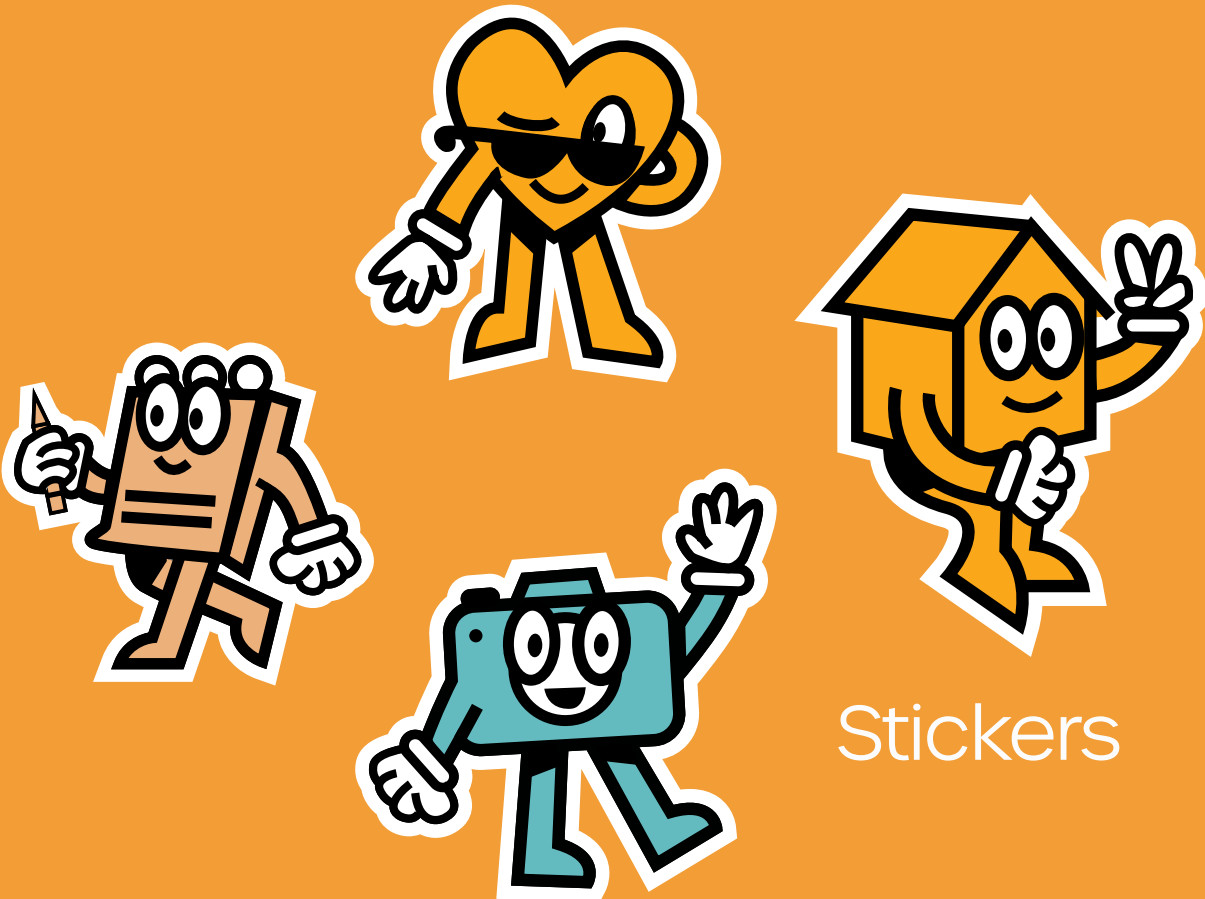


discover your career on campus

Open House is a recruitment event held by Orange Media Network every collegiate term at Oregon State University. Each character within the poster represents one of the four print mediums (news, art, fashion, and lifestyle) as well as the radio and television stations. This ad campaign placed third place at the College Media Business and Marketing (CMBAM) Awards 2023 in Washington, DC.



Coloring pages



Stickers

Instagram



Print Poster (11in x 17in)

whats your story?

draken reeves.

drakensreeves@gmail.com

[linkedin.com/in/draken-reeves](https://www.linkedin.com/in/draken-reeves)

drakenreevesdesign.com