

Kirsten Ullrich is a graphic designer with experience creating a broad range of digital and print design materials and a background in fine art.

This portfolio PDF is high resolution. Those who zoom in are rewarded with with crisp images!



GROUNDWORKS COLLABORATIVE 2024 CAPITAL CAMPAIGN MATERIALS

Fall appeal to donors for a Brattleboro, Vermont area nonprofit that provides ongoing support to families and individuals facing housing and food insecurities. Design from concept to execution, including campaign branding, a 16-page brochure, donor pledge form, and donation tracking form.

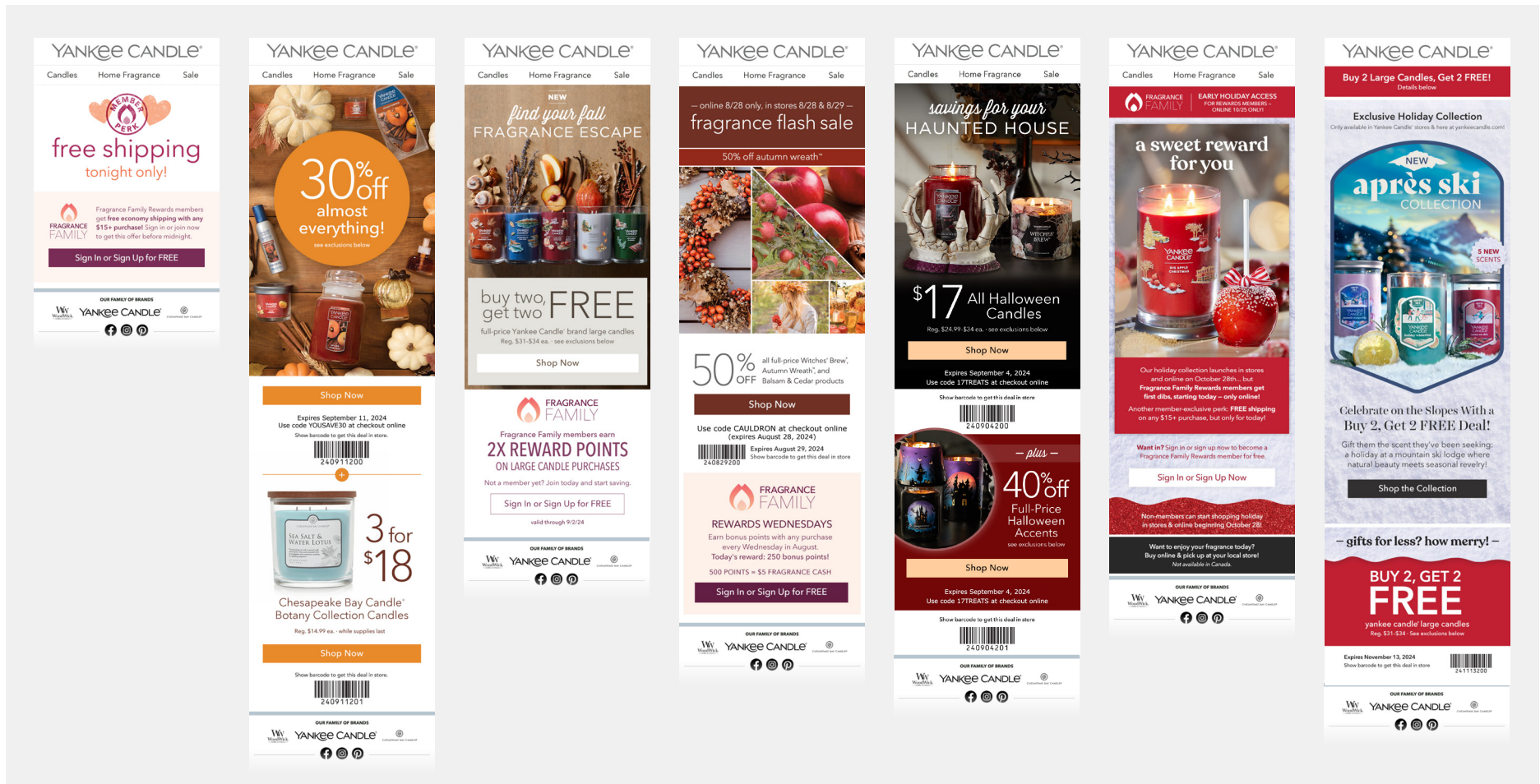
Shown, from left: Campaign brochure cover and interior spread examples, donor pledge form



YANKEE CANDLE 2019 SANTA POPUP DISPLAY

To promote personalized candles, Yankee Candle placed popup podiums with signage and promotional offer postcards near Mall Santa setups. Digital signage extended the advertising elsewhere in the mall. A mini accordion booklet outlining personalized candle options was available inside Yankee Candle stores. Materials built on the store's holiday signage design system.

Shown, clockwise from left: Digital mall display, podium with designed wrap supporting 16" x 20" sign and stack of postcards, accordion booklet, promotional postcard with coupon



YANKEE CANDLE 2024 FALL-WINTER EMAIL SELECTION

A selection of near-daily HTML emails for Yankee Candle using design systems established for seasons and collection on website and in store. Some designs utilize animated GIFs. Emails often include Rewards program and other special messaging elements along with main creative.

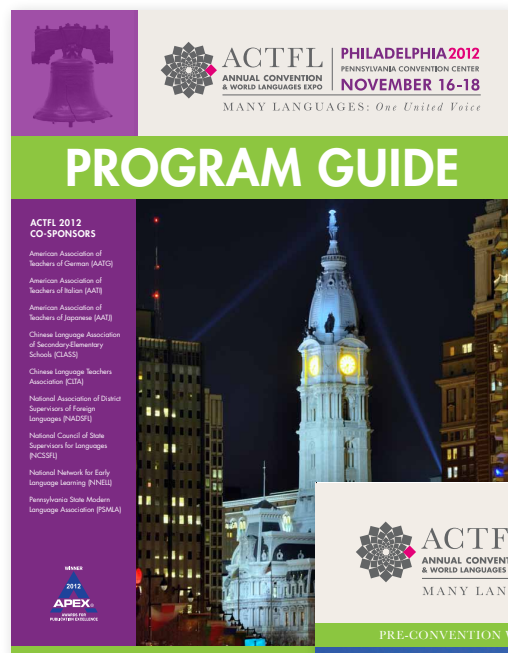
Shown, from left: Animated reward program email, three fall seasonal promotional emails (two with animation), Halloween promotional email, holiday reward program email, holiday promotional email



ACTFL 2014 CONVENTION

American Council on the Teaching of Foreign Languages 2014 Annual Conference materials. Primary designer on the project. Co-creator of convention branding that works within ACTFL main brand but differentiates by year and location.

Shown, clockwise from top left: promotional ad, informational Program Guide book for attendees (cover), promotional postcard, self-mailer Convention Preview with conference and registration information that unfolds to a poster on the reverse side (poster and folded mailer).




ACTFL 2012 CONVENTION

American Council on the Teaching of Foreign Languages 2012 Annual Conference materials. Primary designer on the project. Co-creator of convention branding that works within ACTFL main brand but differentiates by year and location.

Shown, from left: Informational Program Guide book for attendees (cover), promotional postcard, hotel registration form, in-conference scavenger hunt handout (cover), and promotional ad.



CORE FLOW YOGA IDENTITY

Logo, studio signage, and business cards for a local yoga studio featuring the green-golds of high summer in Vermont. Design from concept to execution.

Shown, from left: Business card front and back, studio hanging sign

S W A C H H  P R O



SWACHHPRO IDENTITY AND BRANDING

Design of company and product logos, on-product graphics and packaging design, and company business cards from concept to execution. The business sells bidets in The United States and India (swachh = "clean") so materials needed to have a self explanatory quality and broad appeal.

Shown, clockwise from top left: Horizontal logo, business card front and back, product package, product with customized decals



STRONG COFFEE STAGE IDENTITY DESIGN

Logo, business cards, and presentation materials for a local theater duo pitching performances to potential venues. Design from concept to execution.

Shown, from left: Promo card, business card front and back, folder for informational materials

The screenshot displays three overlapping pages from the Ullrich-Birchler Family Genealogy website. The top page is the home page, featuring the site's logo and navigation links. The middle page shows a family tree sub-page with a circular diagram of the Ullrich and Birchler families. The bottom page shows a pedigree sub-page with a detailed five-generation chart.

Home Page: The header includes the site title "ULLRICH & BIRCHLER families" and navigation links: HOME, GENEALOGY VOLUMES, ACKNOWLEDGEMENTS, CONTACT. A sidebar on the right lists "ANCESTORS AND DESCENDANTS", "PEDIGREE CHART", "PHOTOS", and "REFERENCES".

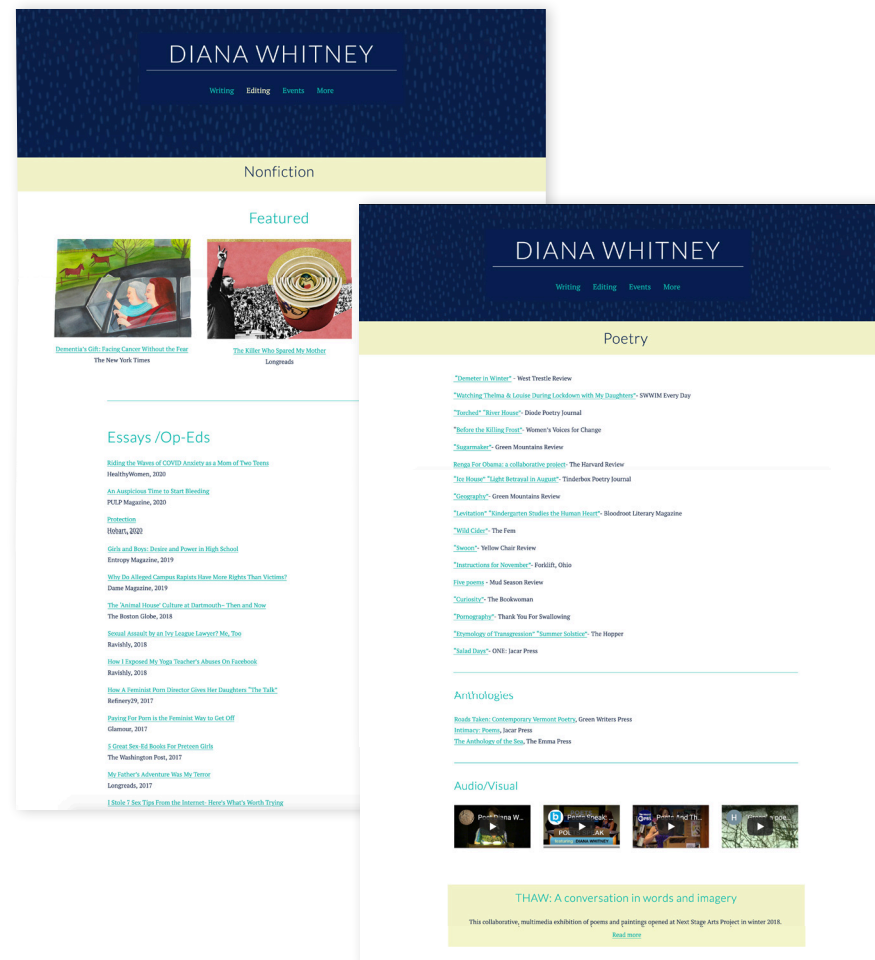
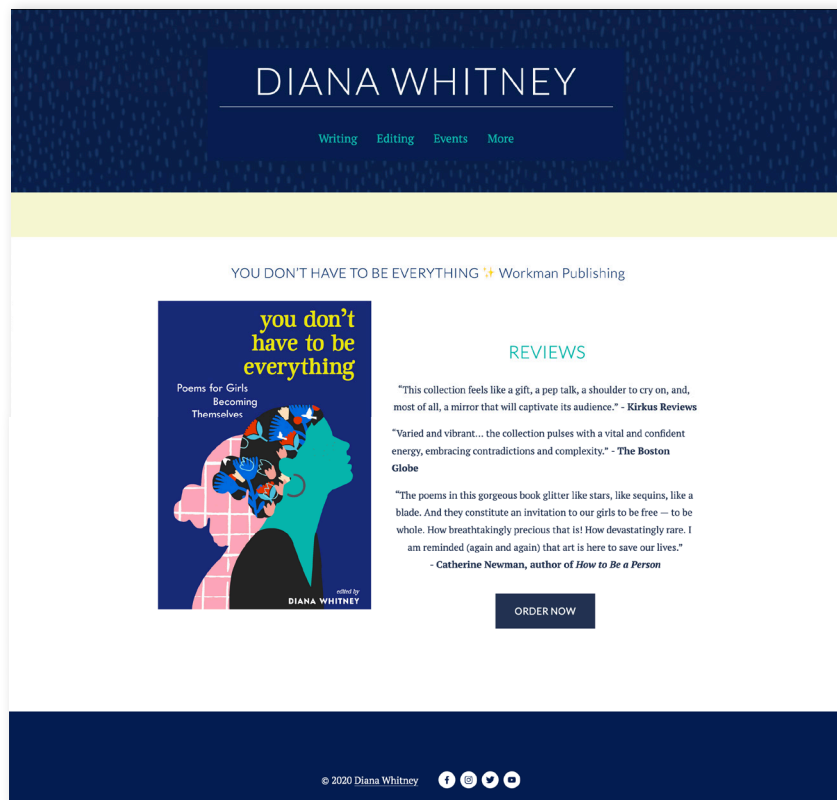
Family Tree Sub-page: The header includes the site title and navigation links. A sidebar on the right lists "ANCESTORS AND DESCENDANTS", "PEDIGREE CHART", "PHOTOS", and "REFERENCES". The main content area shows a circular diagram of the Ullrich and Birchler families, with a central circle labeled "CHARLES ROBERT ULLRICH III VICTORIA ANN BIRCHLER Ancestors through six generations".

Pedigree Sub-page: The header includes the site title and navigation links. A sidebar on the right lists "ANCESTORS AND DESCENDANTS", "PEDIGREE CHART", "PHOTOS", and "REFERENCES". The main content area shows a detailed five-generation chart, with a central circle labeled "FIVE-GENERATION CHART".

ULLRICH-BIRCHLER FAMILY GENEALOGY SITE

Design and coding of Wordpress website with custom child theme to present ever-growing ancestry research findings in a logical and engaging fashion.

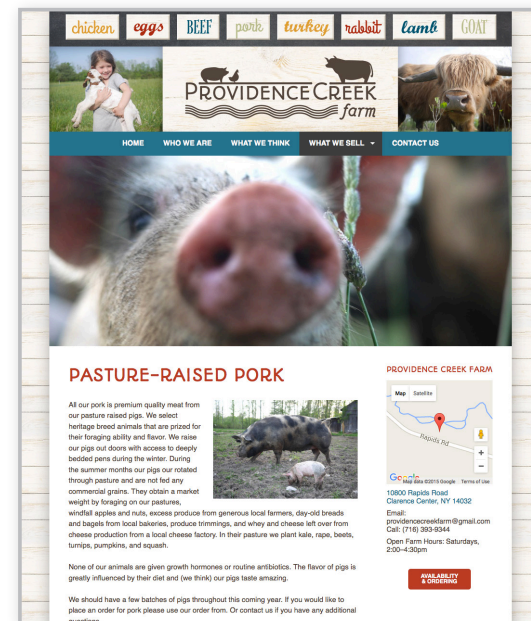
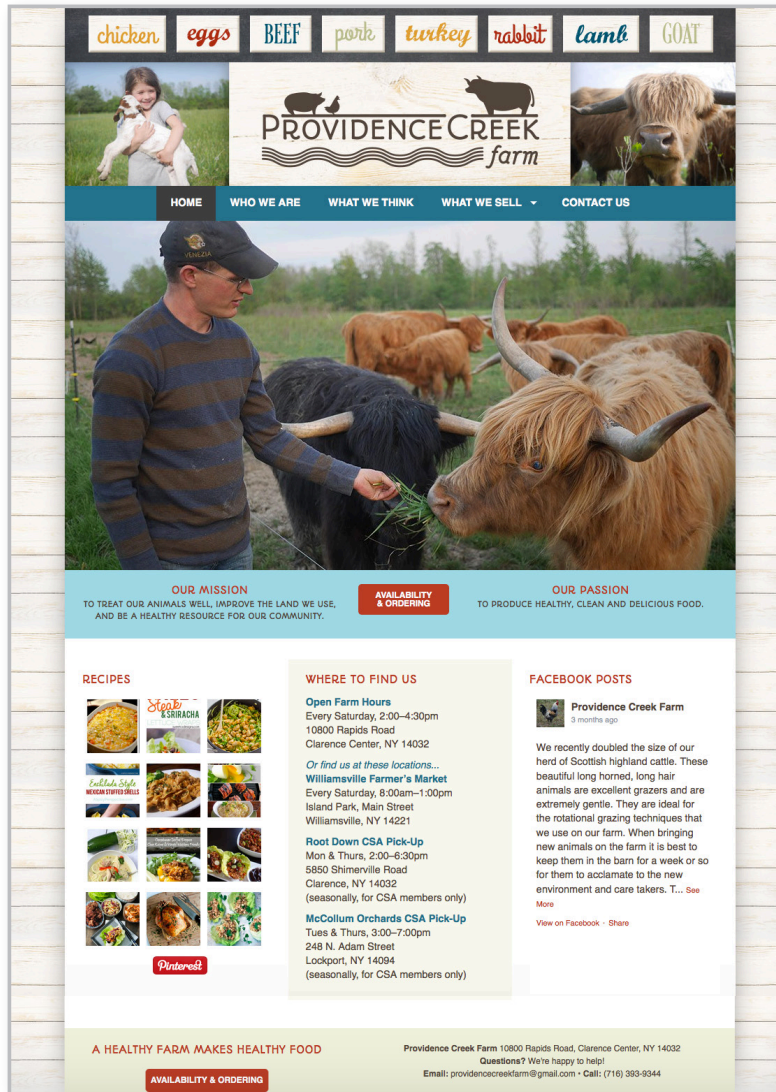
Shown, from left: Home page, family tree sub-page, pedigree sub-page



DIANA WHITNEY AUTHOR SITE

Design and first implementation of Squarespace website to promote writer Diana Whitney's poetry and essays.

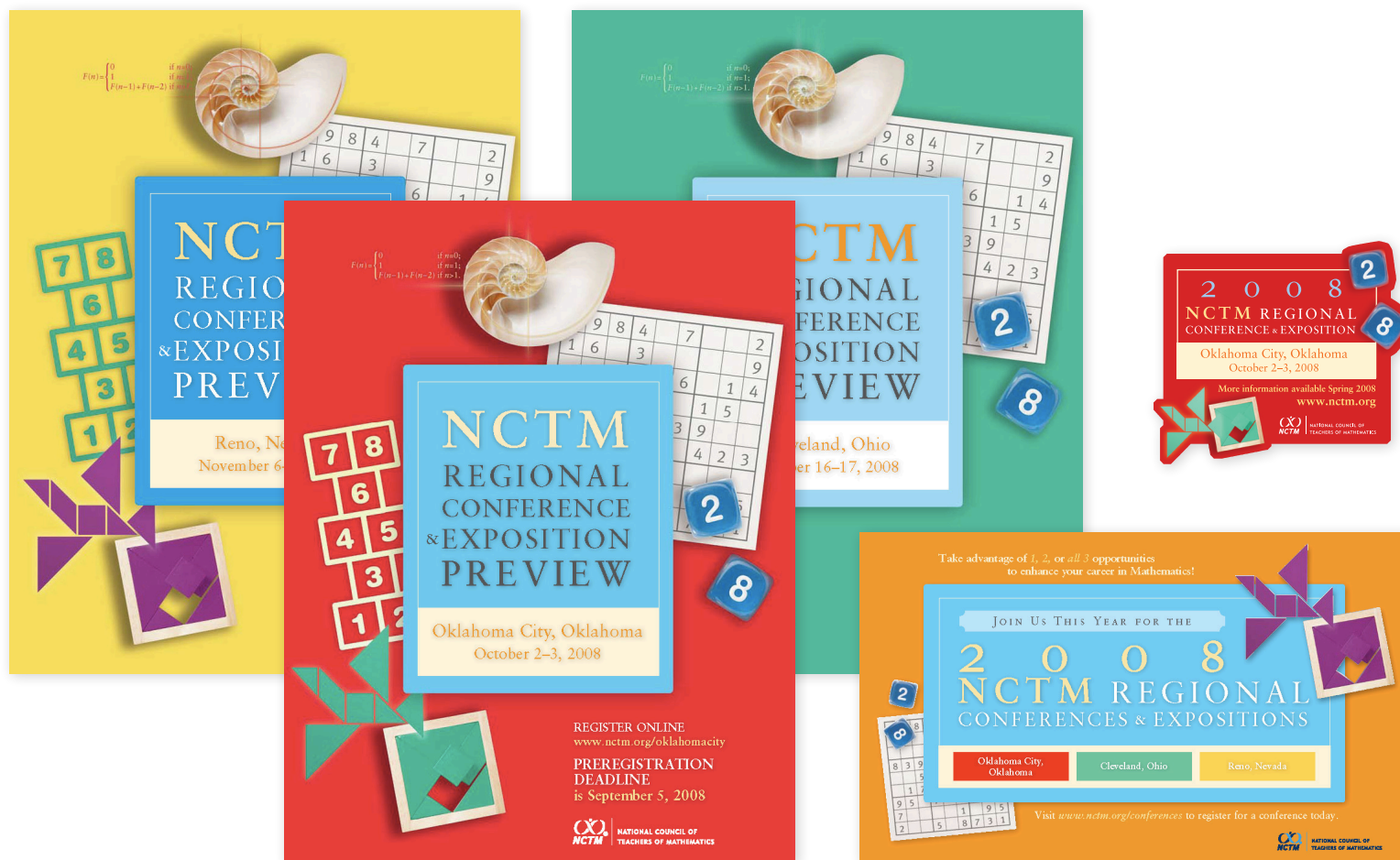
Shown, from left: Home page, nonfiction sub-page, poetry sub-page



PROVIDENCE CREEK FARM BRANDING

Branding including logo and Wordpress website with custom child theme for a sustainable Upstate New York meat farm. Primary designer from concept to execution.

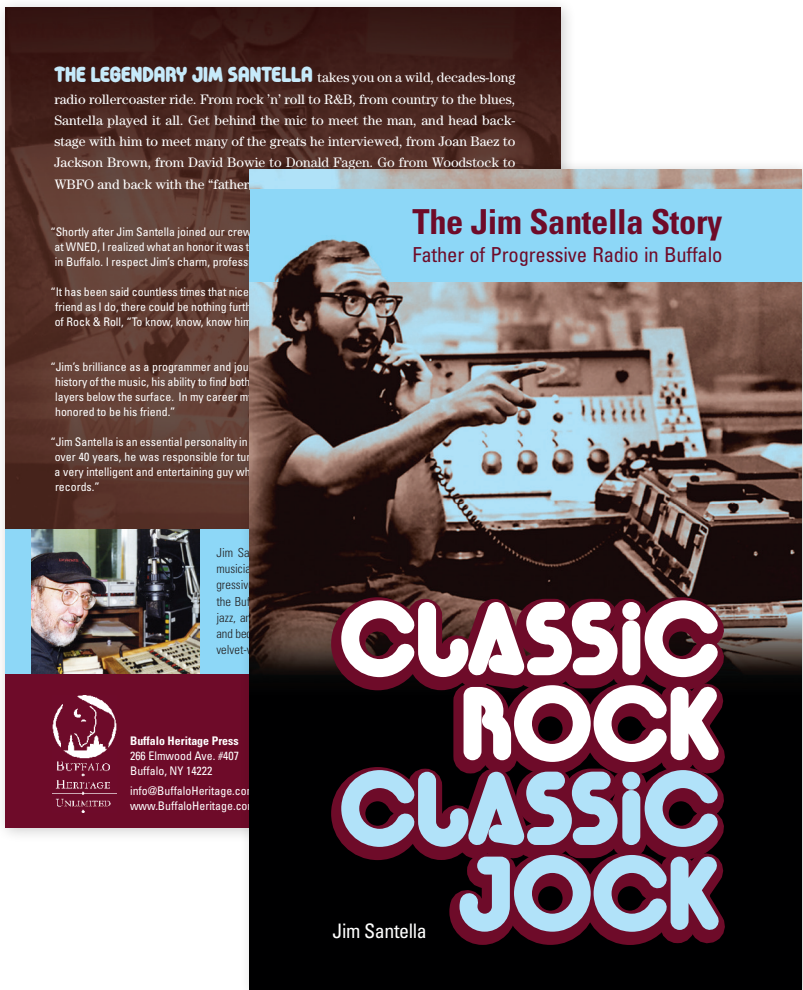
Shown, from left: Website homepage and pork sub-page, logo



NCTM 2008 REGIONAL CONFERENCE

National Council of Teachers of Mathematics 2008 Regional Conference materials. Primary project designer and co-creator of conference design system.

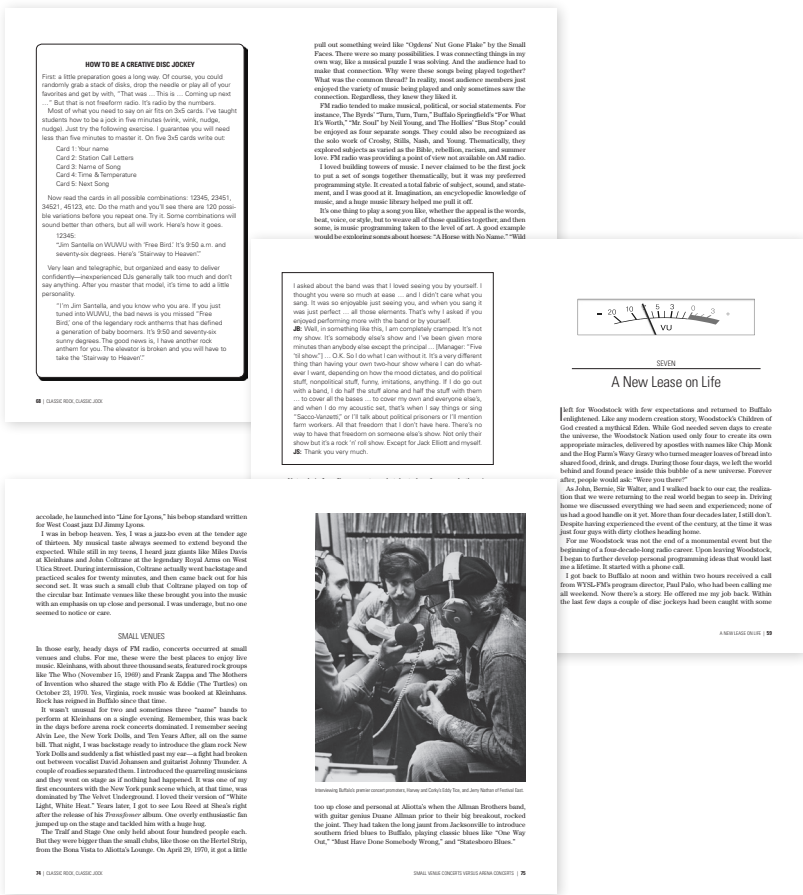
Shown, from left: Three conference preview brochure covers color coded by location, promotional postcard for all conference locations, refrigerator magnet handout for Oklahoma City location

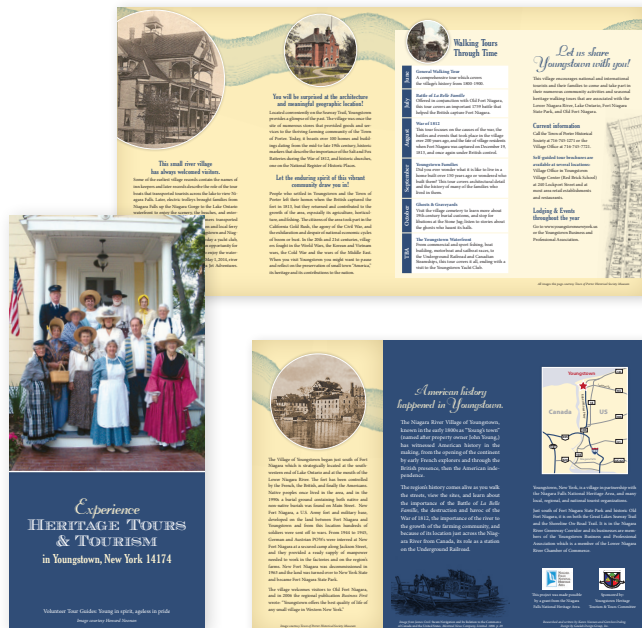


CLASSIC ROCK CLASSIC JOCK BOOK DESIGN

Concept through execution of cover and interior design for a Buffalo Heritage Press memoir by Buffalo, New York radio legend Jim Santella.

Shown, from left: Book cover front and back, book interior sample spreads





HISTORIC YOUNGSTOWN BROCHURE AND SIGNAGE

Informational brochure for Historic Youngstown promoting warm-season walking tours and a 44-inch square self-guided walking tour park kiosk sign. Materials use historical maps and artwork; self-guided tour places special emphasis on Underground Railroad locations. Primary designer from concept to execution.

Shown, from left: Brochure front and two unfolded brochure states, kiosk sign



LOGO SELECTION

Logos for: a local counselor who integrates exercise into the therapeutic practice, an annual convention theme that piggybacks onto a standard yearly convention lockup; a boutique drum maker based in Louisville, Kentucky and a brand for a specific line of drums; a Buffalo, New York café; and an agency that matches rescue animals with seniors in need of companionship.