

**JESSEE FISH**  
ART DIRECTOR



**SELECTED WORK**

**Jessee Fish** is a Chilean art director, designer, and human bean based in LA. She feels strongly about 80s synth-pop and the plight of the bees.

Don't be shy — say hi.

[JESSEEFISH@GMAIL.COM](mailto:JESSEEFISH@GMAIL.COM)



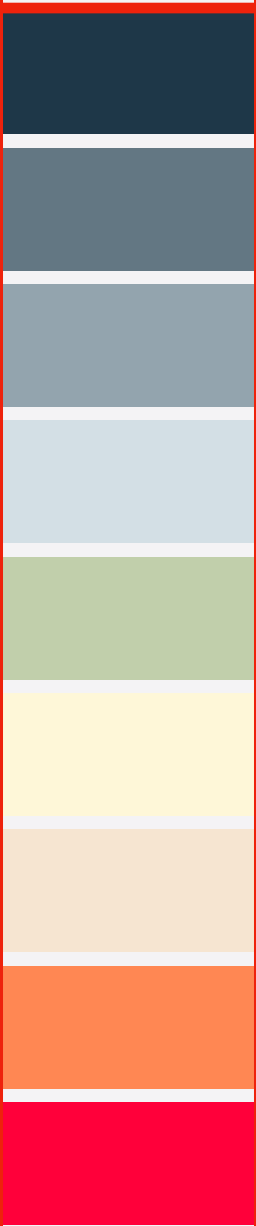
# BRAND IDENTITY SYSTEMS

LOGO MARKS

# HARPER WILDE



COLOR STORY

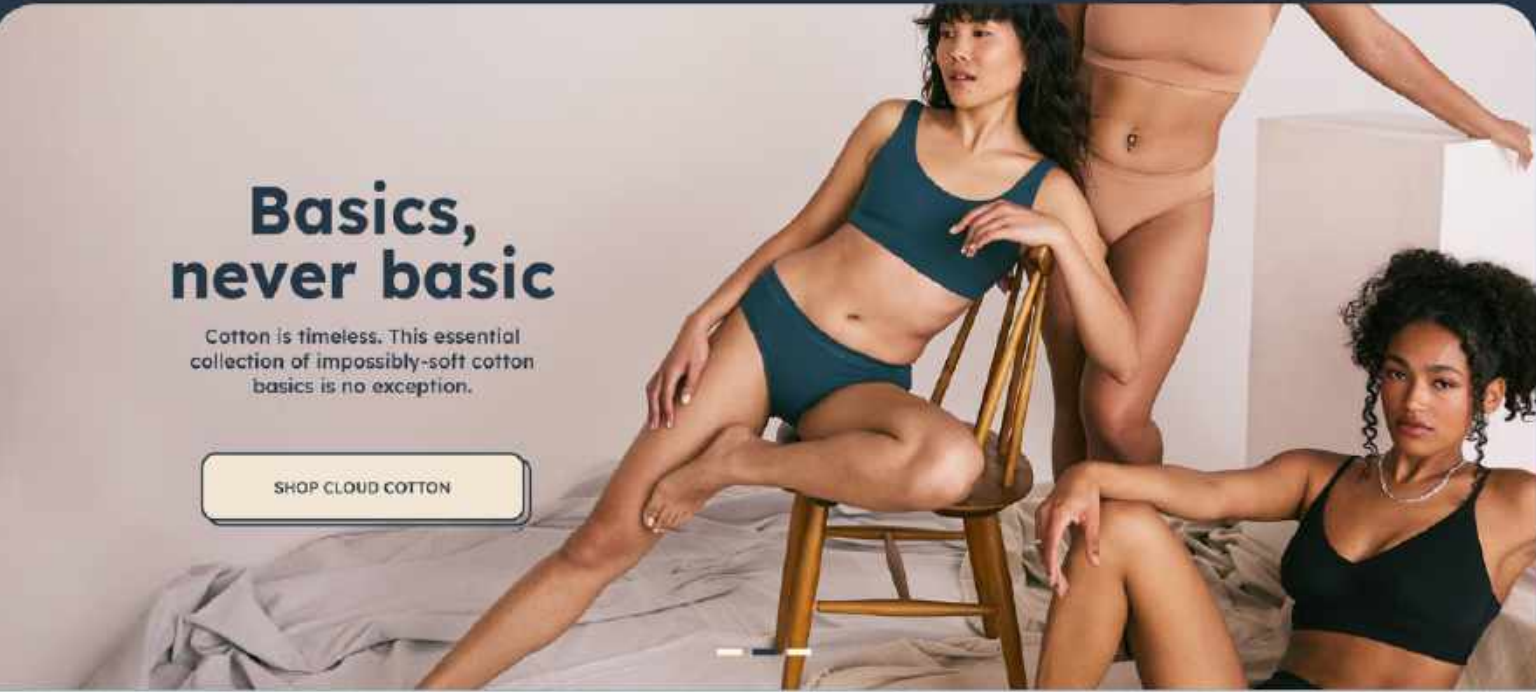


WEBSITE REDESIGN

FREE SHIPPING ON ORDERS \$75+ AND FREE RETURNS — ALWAYS

HARPER WILDE

BRAS UNDERWEAR COLLECTIONS MISSION



**Basics, never basic**

Cotton is timeless. This essential collection of impossibly-soft cotton basics is no exception.

SHOP CLOUD COTTON


We take the B.S. out of bra shopping with our collection of comfortable, quality basics.

TYPEFACE

## Lexend


**Bold**  
**Medium**  
Light  
Extra Light

Meet your new basics, never basic.



SHOP THE BLISS \$45

**Bliss Bralette**  
Our best-selling, buttery-soft everyday bralette



SHOP THE LOUNGE \$45

**Lounge Scoop**  
A velvety ribbed scoop perfect for a night in or a day out



SHOP THE BASE BRA \$45

**Base Lightly Lined**  
A supportive everyday t-shirt bra that feels like wearing air.

Not sure? The more, the comfier.



SHOP BUNDLES

EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY · EVERYBODY, EVERY BODY

**Lift up the ladies**

We want to build the next generation of leading ladies. A portion of each purchase goes to Girls Inc. to support mentorship and educational programming for girls.

LEARN MORE

**Recycle, bra**

Our commitment to a better future extends to environmental responsibilities. We created the industry's first bra + underwear recycling program.

We're cute on Instagram, too.

SAY HI @HARPERWILDE

H

**Get cool emails.**  
Sign up for offers and more.

Email address

- SHOP
  - BRAS
  - UNDERWEAR
  - BUNDLES
  - WILDE THINGS
  - FIND YOUR SIZE
- ABOUT
  - OUR STORY
  - LIFT UP THE LADIES
  - RECYCLE, BRA
  - REWARDS
  - CAREERS
- SUPPORT
  - ACCOUNT
  - FAQS
  - RETURNS & EXCHANGES
  - CONTACT & FITTINGS
  - CA PRIVACY NOTICE

Instagram Facebook YouTube Twitter TikTok

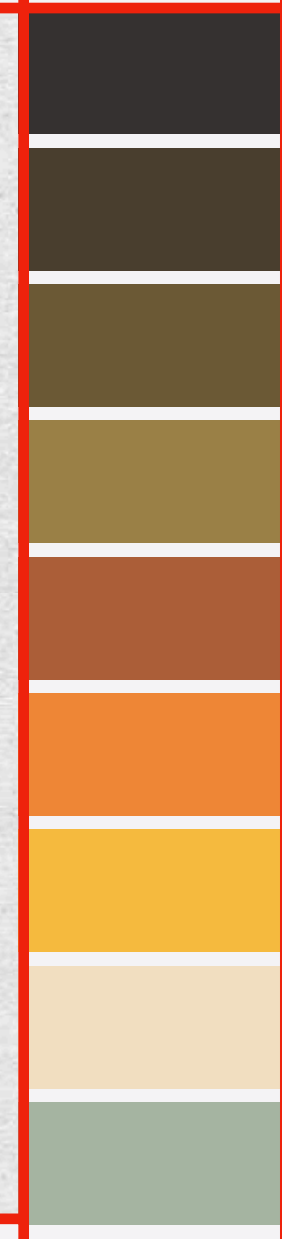
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LOGO MARKS

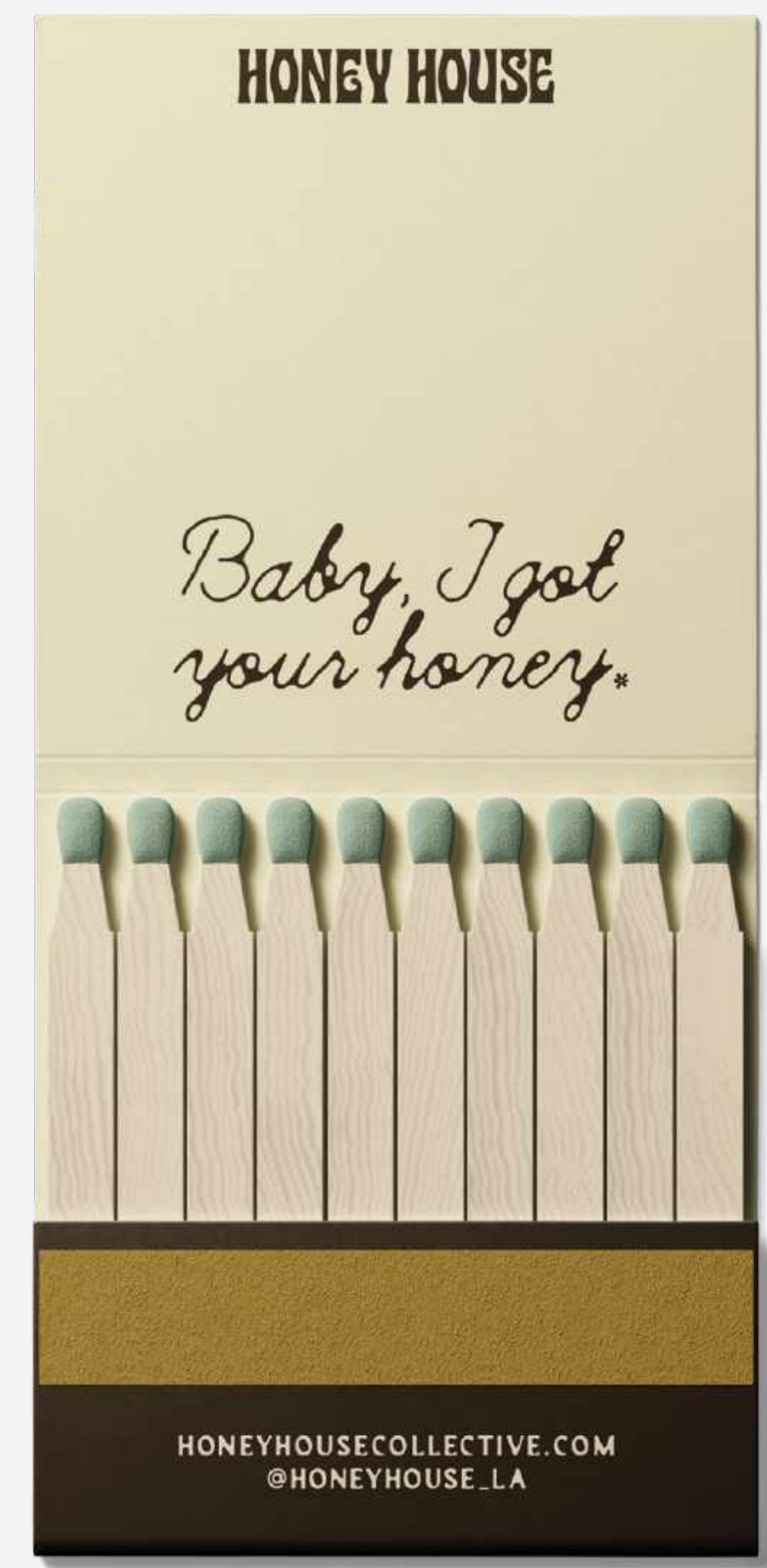
**HONEY HOUSE**



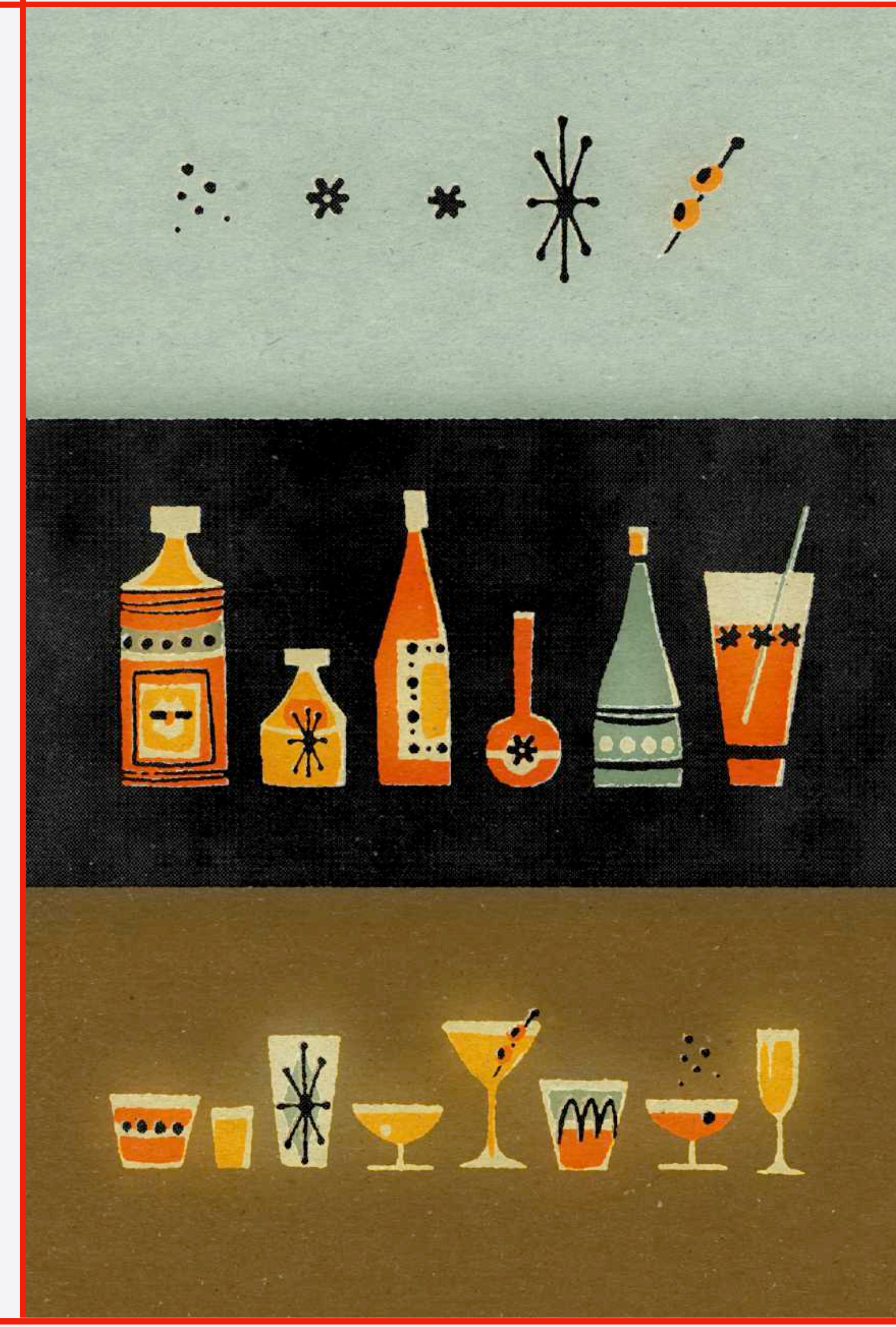
COLOR STORY



COLLATERAL



SYMBOLS + ICONOGRAPHY



TYPEFACE

**SOERIP REGULAR**

PRIMARY

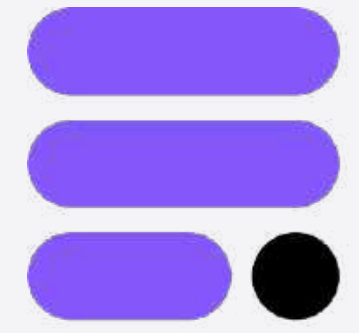
*Narto Script*

SECONDARY



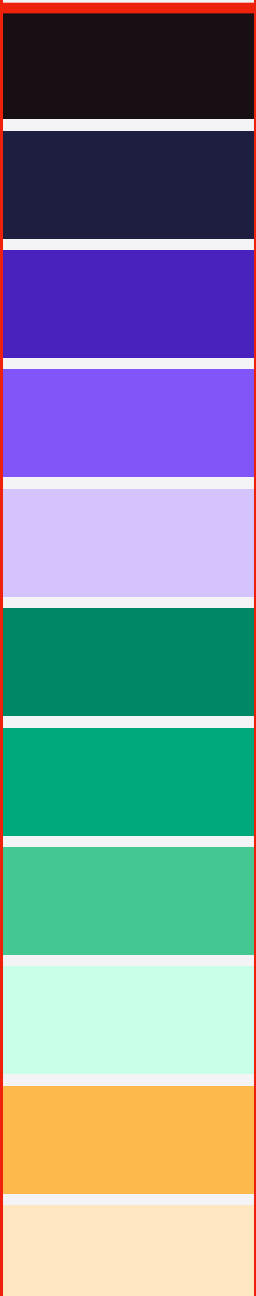
LOGO MARKS

# gavel



# ≡.gavel

COLOR STORY

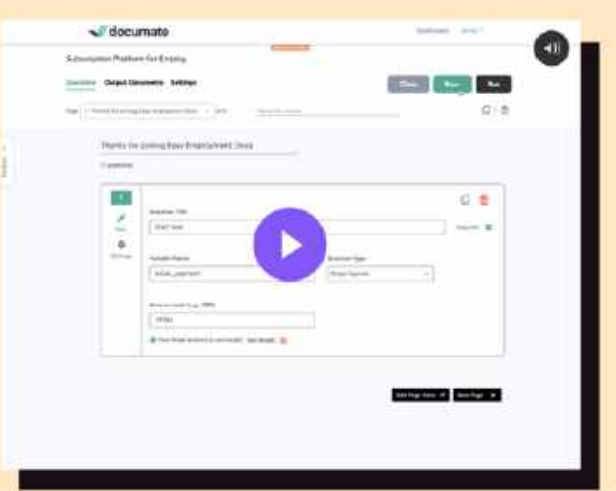


WEBSITE REDESIGN

# Automate and revolutionize your practice

Build your dream product with the Gavel toolkit — no developer necessary. We can handle any level of complexity. Book a free demo today.

Book a demo



### Guides and resources from the Gavel community

**Gavel Case Studies** CASE STUDY

Law firms, courts, and legal aid organizations around the world are building with the Gavel toolkit to serve their customers. We highlight some of the use cases here. [Learn more](#) →

**Data Manager Feature** NEWS

You asked for it, and now it's here! Our newest feature allows you to sort, filter, organize, and store your client data like never before. [Learn more](#) →

**Intro to Legal Products** GUIDE

Productizing is on the rise. Here are the market levers changing the future of legal service delivery. [Learn more](#) →

[Visit resource library](#) →

Start your free trial or chat with our team today.

Start a 7-day free trial

[Talk to our team](#) →

TYPEFACE

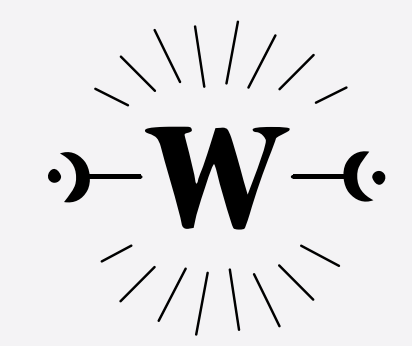
# Circular Std

Bold  
Medium  
Book  
Light

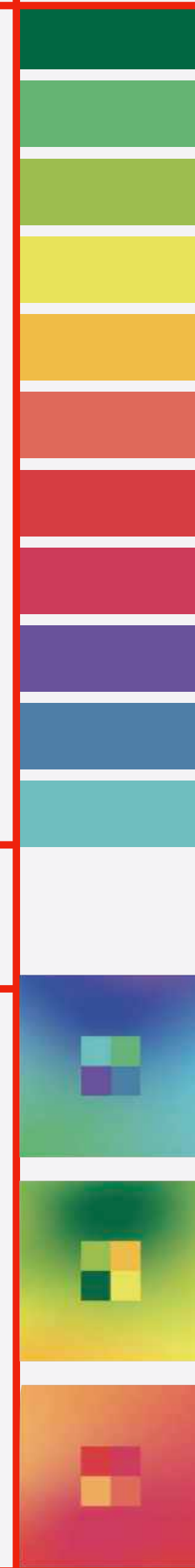
BRAND IDENTITY FOR GAVEL

LOGO MARKS

THE  
WONDERFUL  
WINE CO.



COLOR STORY



LABELS



SYMBOLS + ICONOGRAPHY



TYPEFACE

ASAP CONDENSED  
PRIMARY

Averia Serif Libre  
SECONDARY



LOGO MARKS

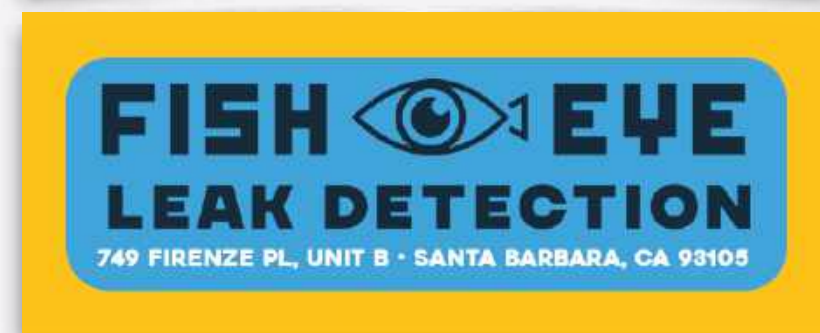
**FISH EYE**  
LEAK DETECTION



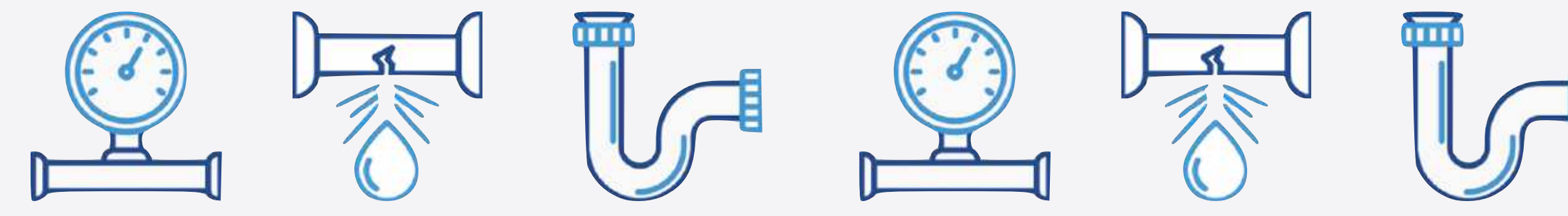
COLOR STORY



LABELS



SYMBOLS + ICONOGRAPHY



TYPEFACE

**CHANEY**  
**REGULAR**

PRIMARY

Source Code Pro

SECONDARY





PRODUCT TAGS



TYPEFACE

FUTURA

PRIMARY

Sorts Mill Goudy

SECONDARY

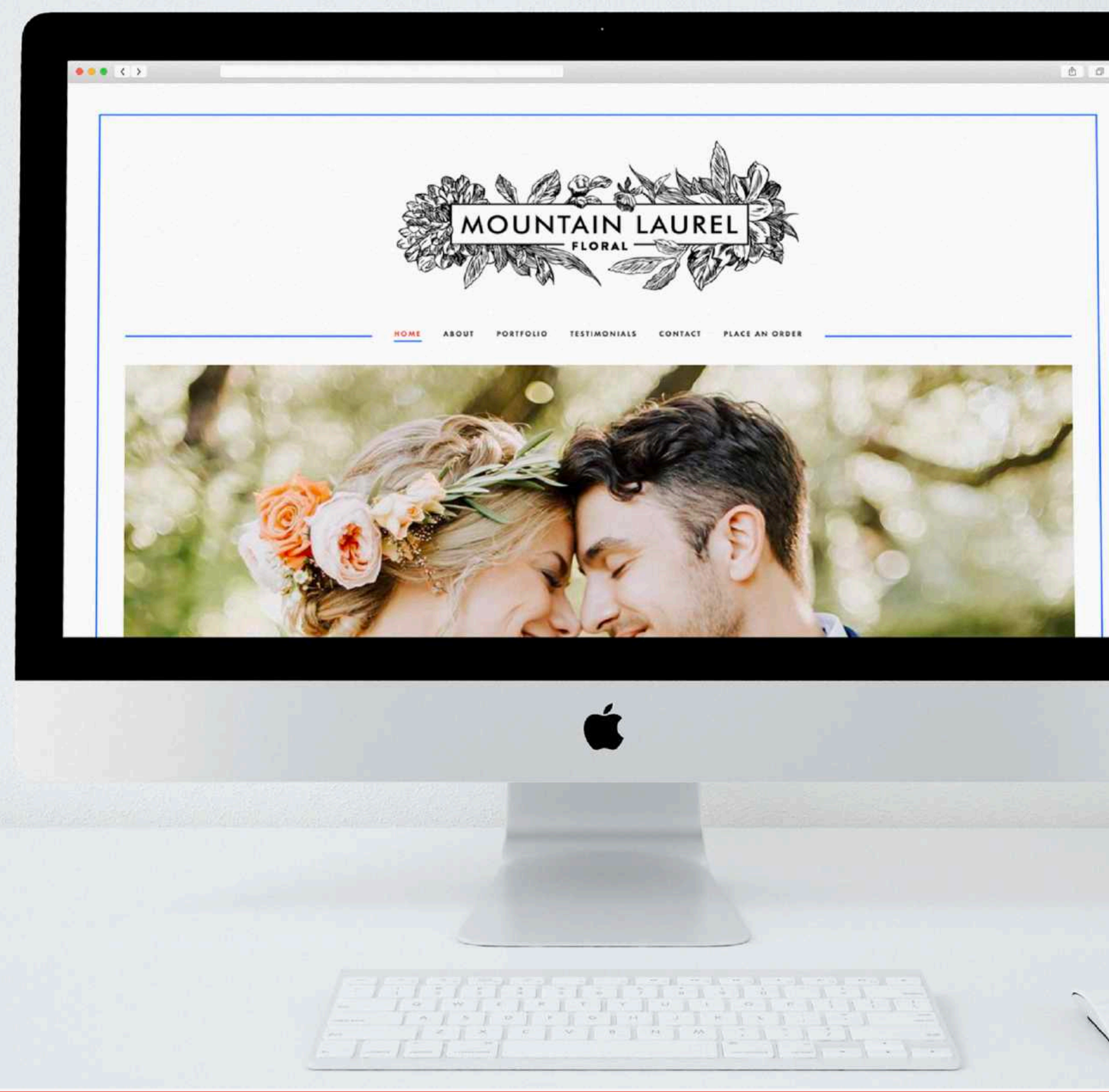
COLOR STORY



LOGO + BUSINESS CARDS



WEBSITE



LOGO MARKS



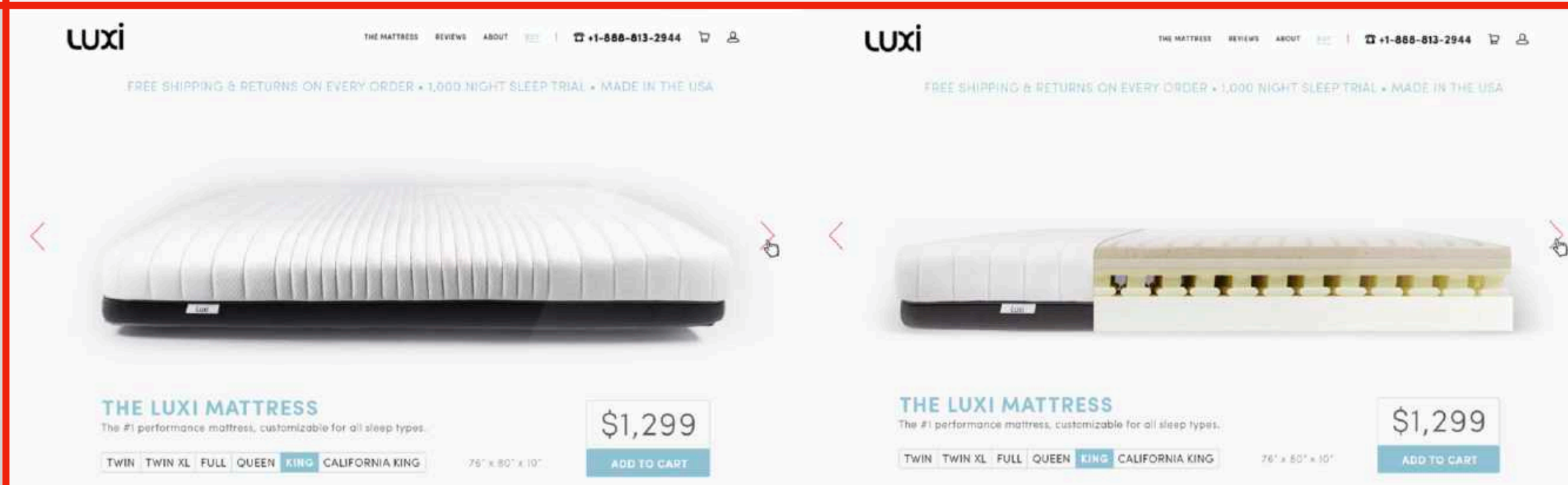
COLOR STORY



ASSEMBLY GUIDE



WEBSITE



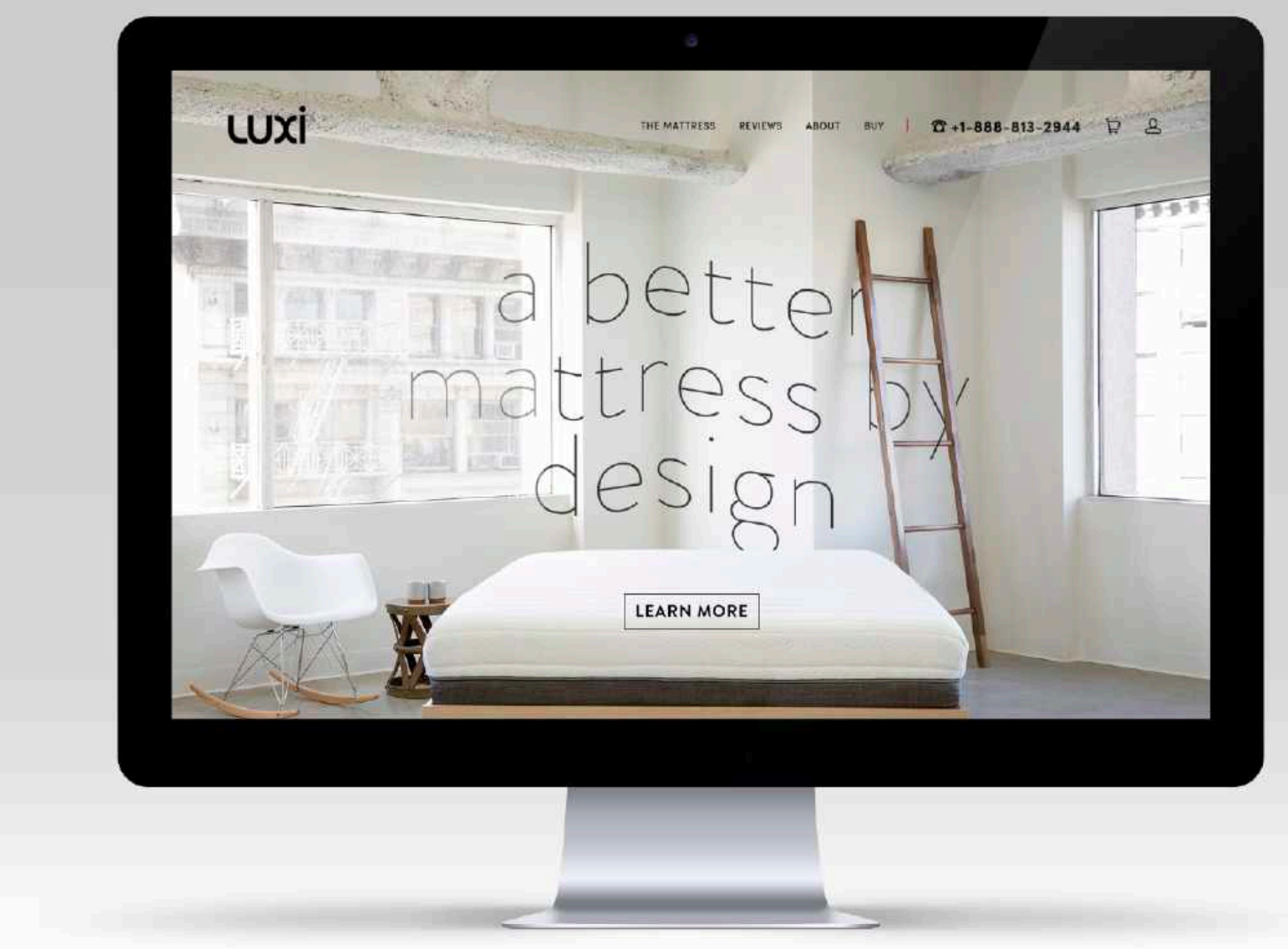
TYPEFACE

SOFIA PRO

PRIMARY

ITC Caslon 224 STD

SECONDARY



# PRINT + PACKAGING



EVERYTHING IS  
GONNA BE OK



HARPER  
WILDE



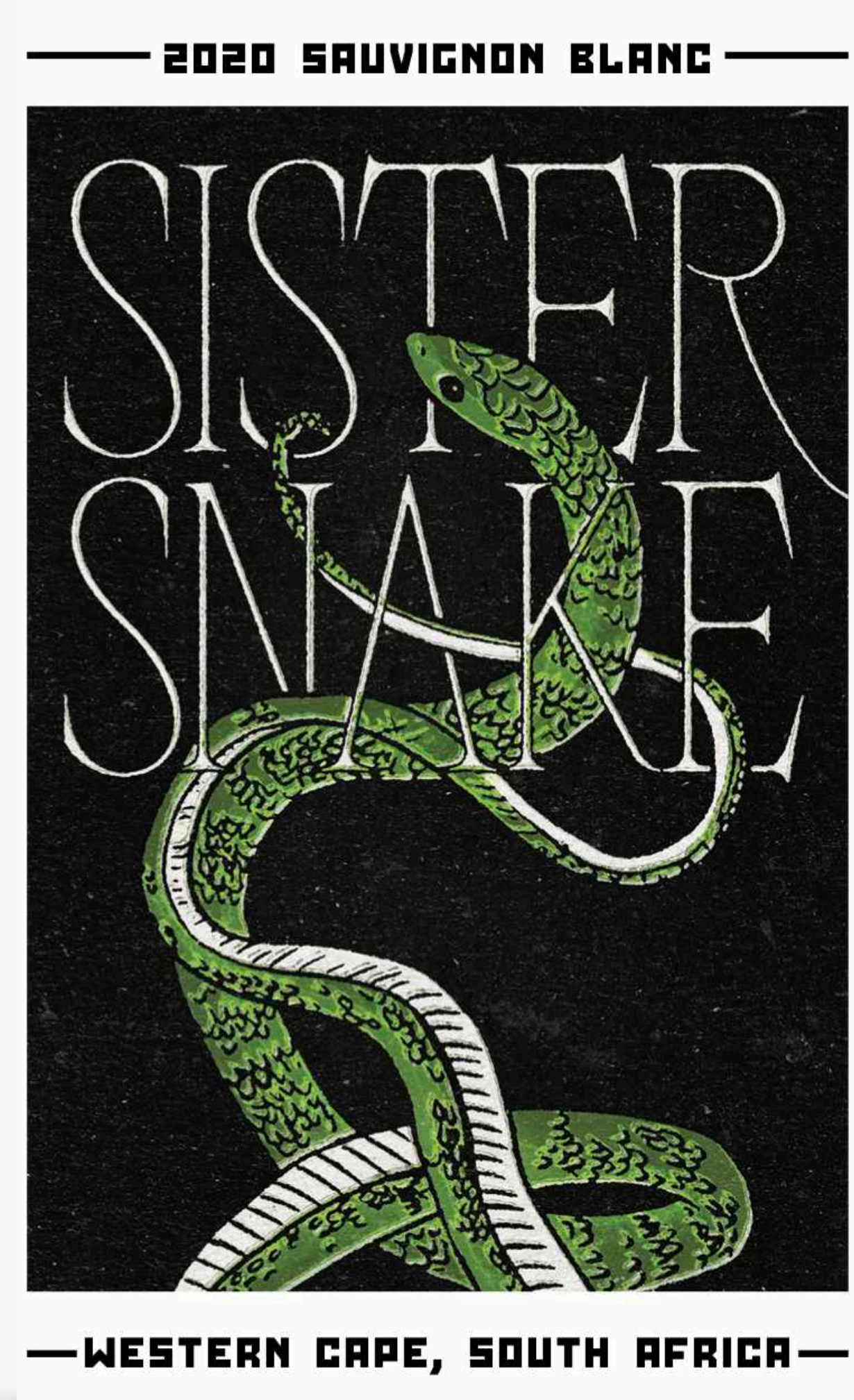
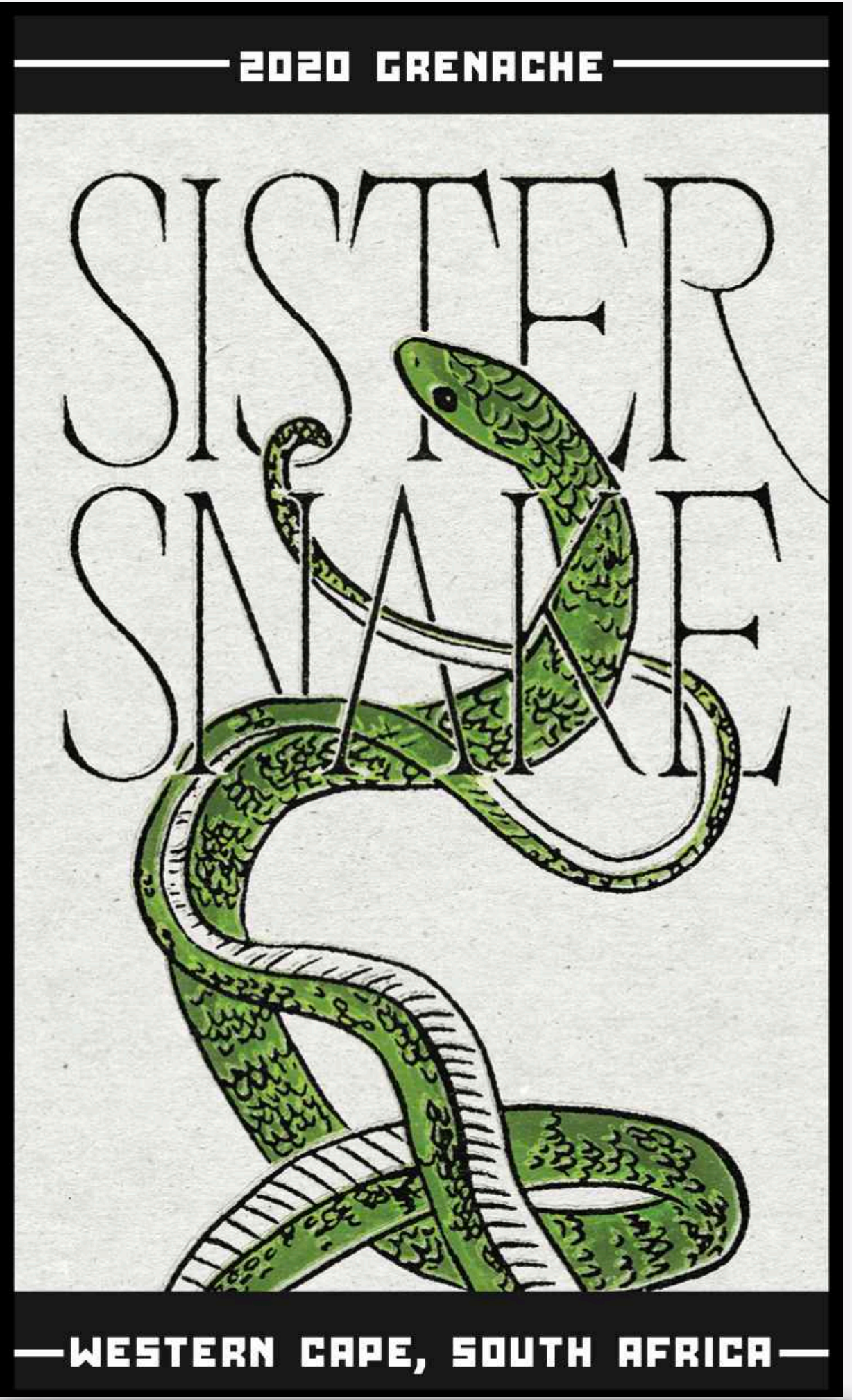
CUSTOM STICKER SHEET FOR HARPER WILDE

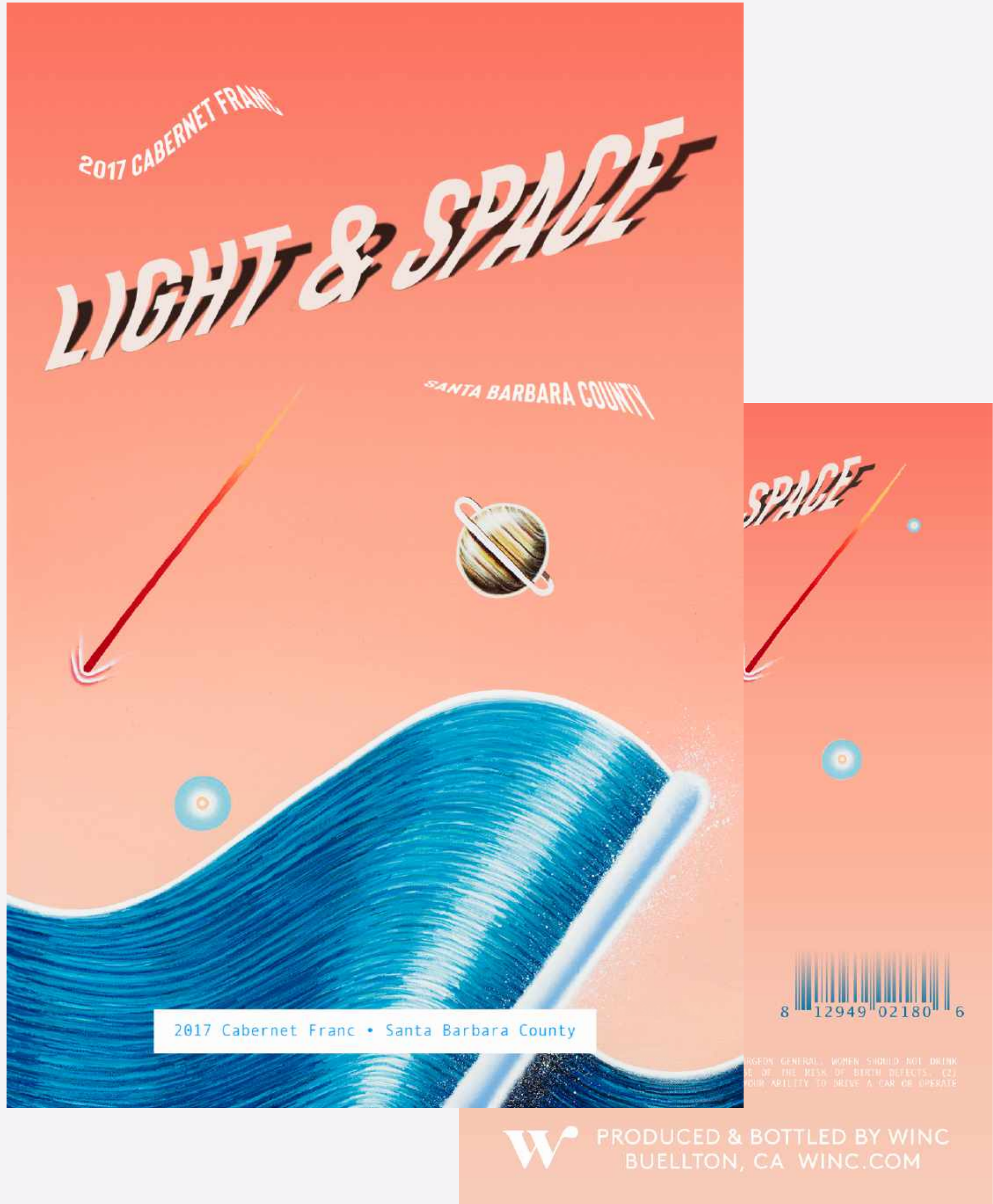


TEARAWAY VALENTINE CARDS FOR HARPER WILDE



TEARAWAY VALENTINE CARDS FOR HARPER WILDE





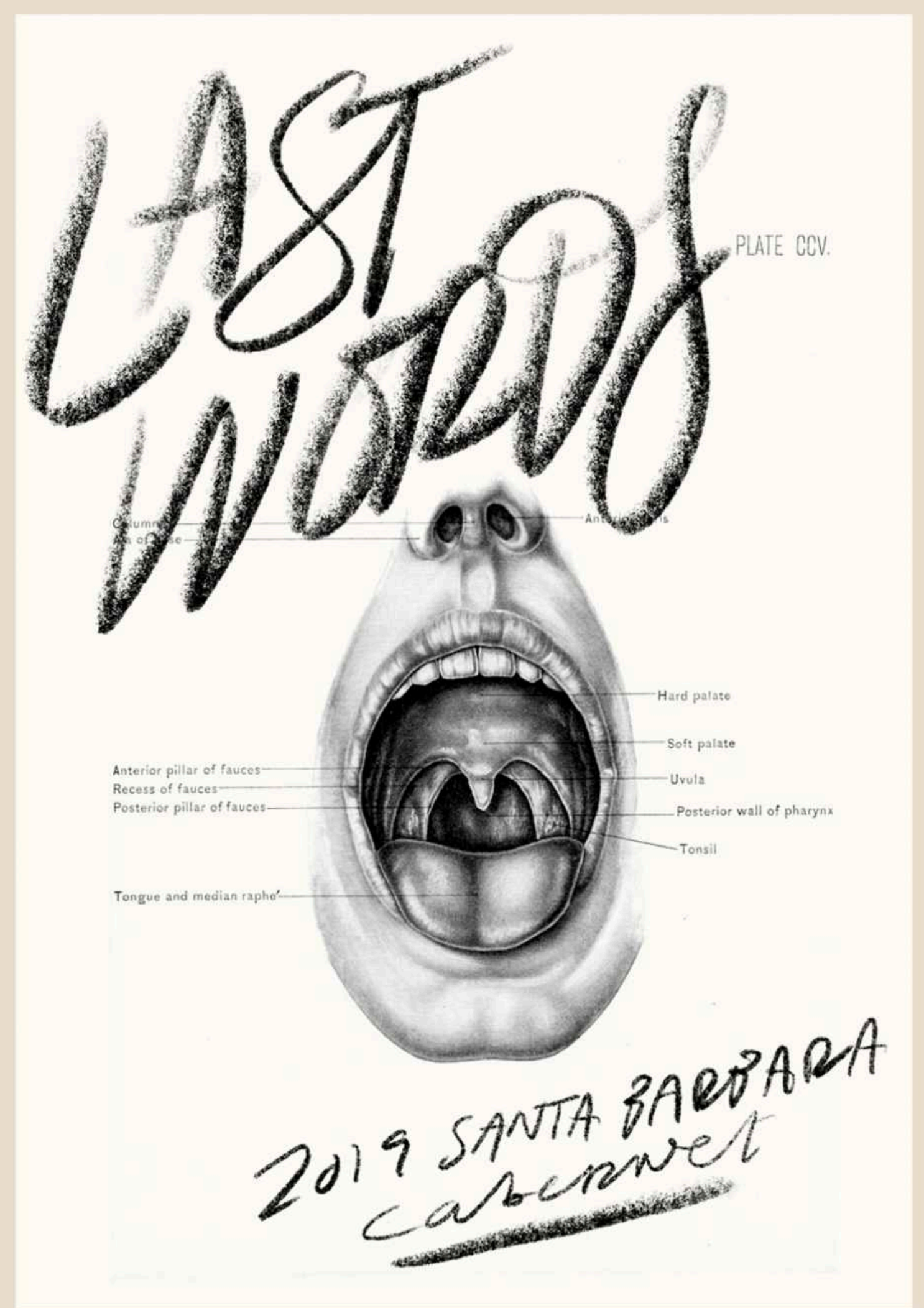








PACKAGING CONCEPTS COMMISSIONED BY WHOLE FOODS  
[CONFIDENTIAL]



PACKAGING CONCEPTS COMMISSIONED BY WHOLE FOODS  
[CONFIDENTIAL]



PACKAGING CONCEPTS COMMISSIONED BY WHOLE FOODS  
[CONFIDENTIAL]

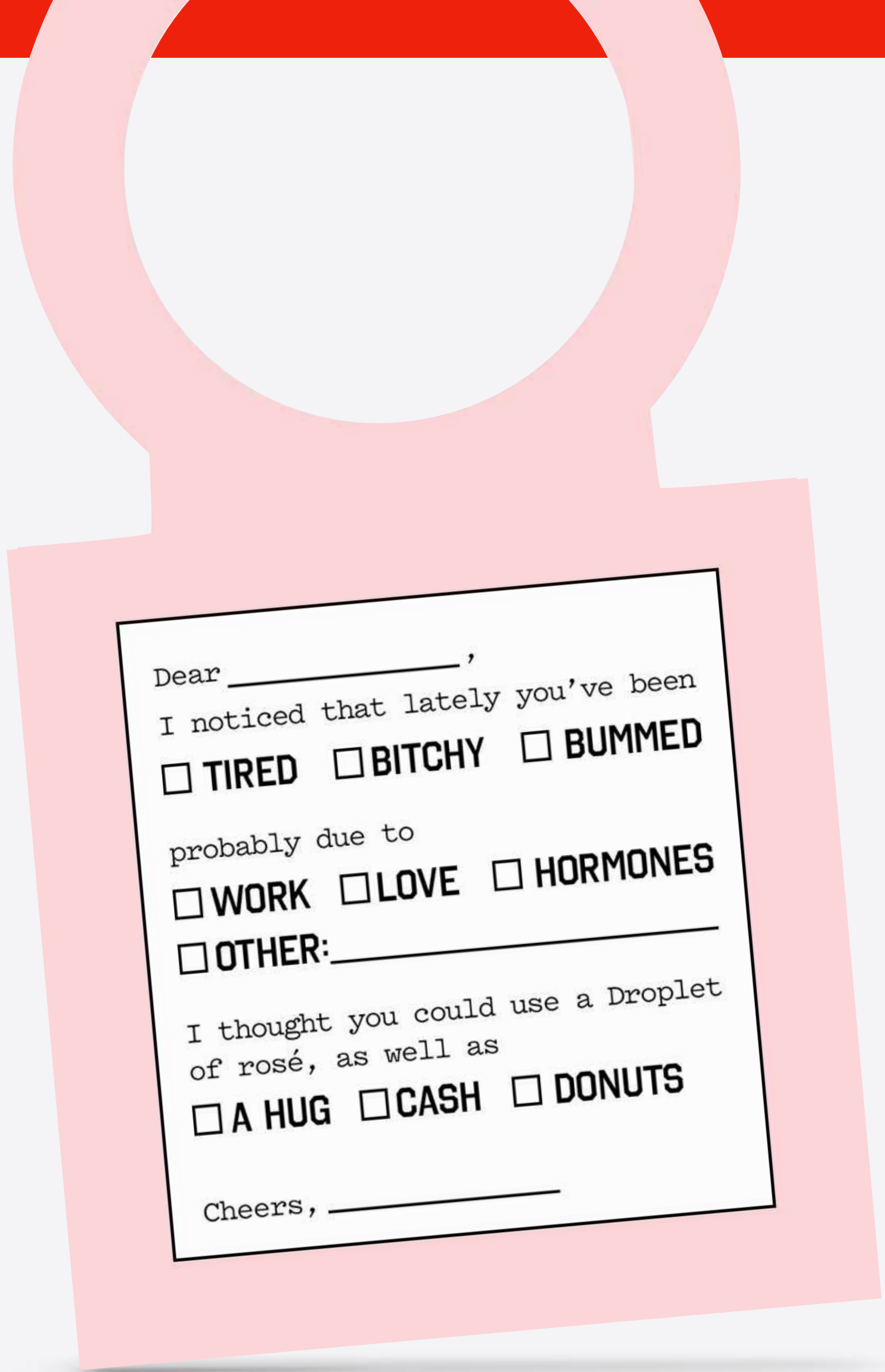
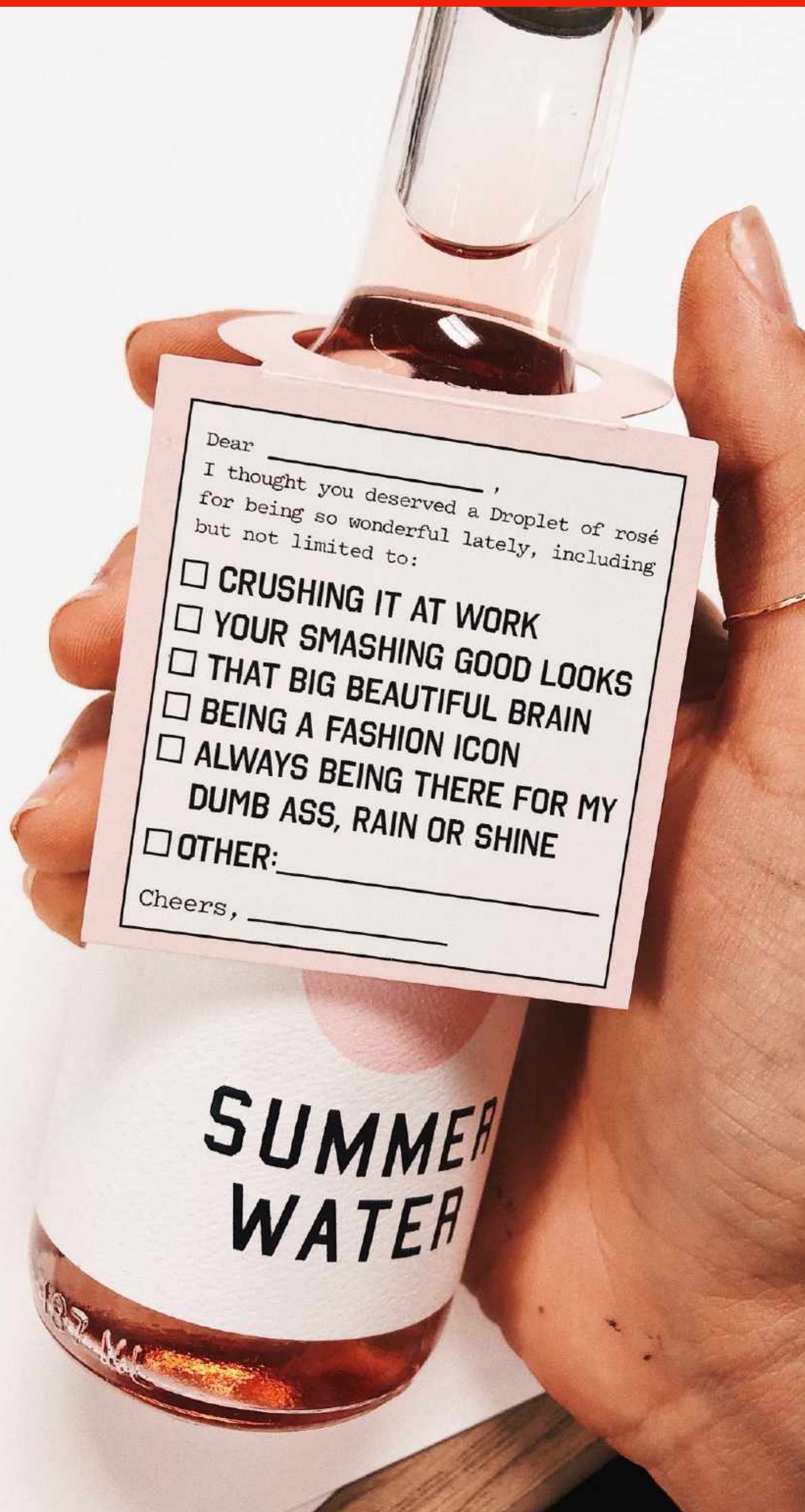


PACKAGING CONCEPTS COMMISSIONED BY WHOLE FOODS  
[CONFIDENTIAL]

*We had a hell of a lot of fun and I  
 enjoyed every minute of it. ERROL  
 FLYNN*



PACKAGING CONCEPTS COMMISSIONED BY WHOLE FOODS  
 [CONFIDENTIAL]



SUMMER WATER: DROPLET GIFT TAGS

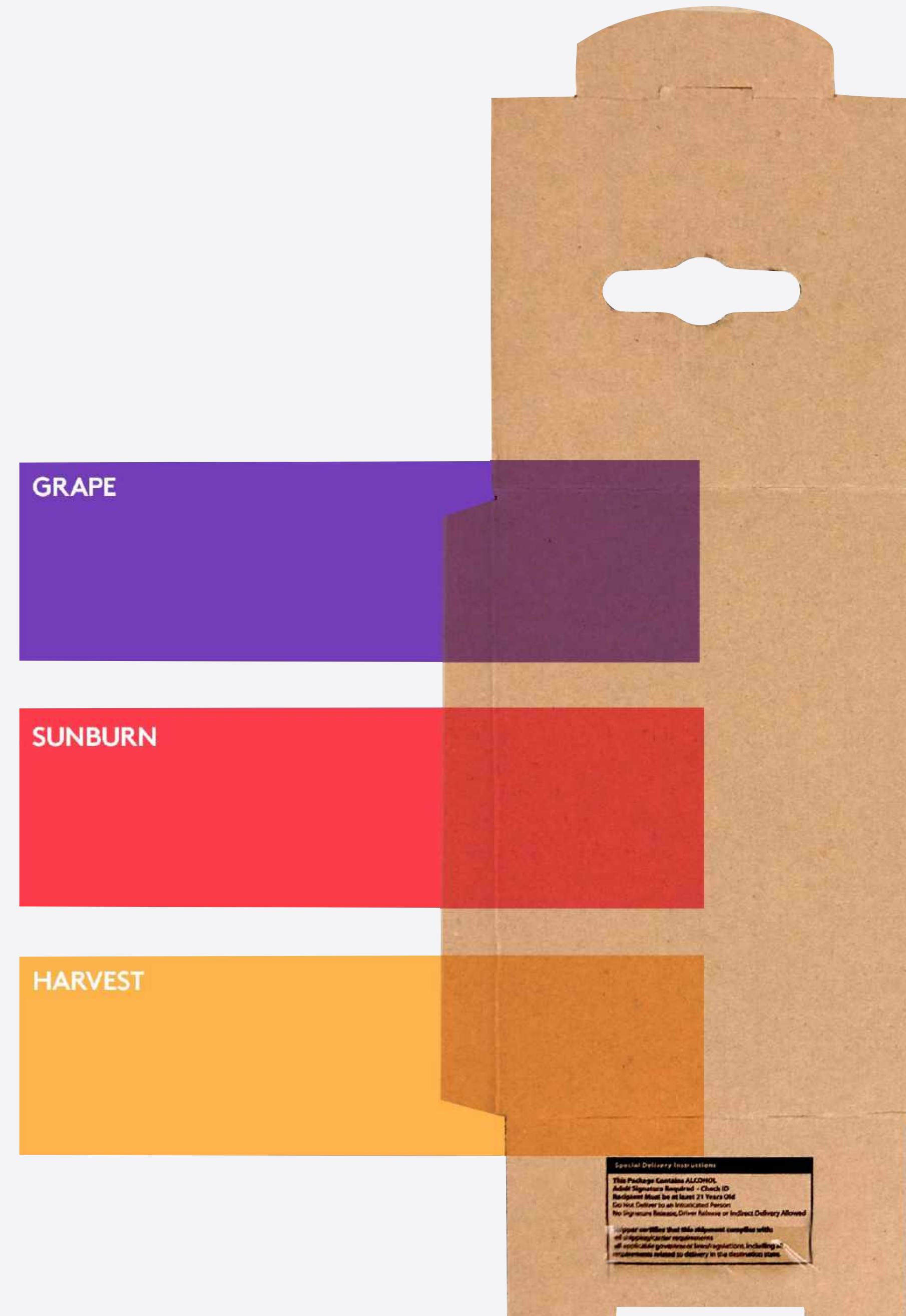


## CASE STUDY

# WINC BOX REDESIGN

Winc Wines tasked me with redesigning their packaging, a 4-bottle wine box that went out to over 50k subscribers monthly.

The three final designs consisted of a bold headline that felt both playful and elegant, wrapping around the side of the box in three thematic colorways. The vibrant colorblock wave pattern draws the eye and hints at the contents of the box. The unboxing experience was designed to be exciting and interactive, revealing a tagline word by word as the box flaps were opened.





↑  
PULL TAB IN  
CASE OF WINE  
EMERGENCY

decisions

make

pour

Winc

#drinkwinc

TC 016 US EXP LABELS JAN 12-CL-CL  
 RECIPIENT COMPANY  
 RECIPIENT ADDRESS 1  
 SHIP TO STREET ADDRESS LINETWO  
 QUEBEC PQ G 1R2L7  
 (CA)

FedEx  
**E**

7949 6933 7381 INTL PRIORITY B30  
 XQ YQBA 01R 2L7  
 7501 YMK



HANDLE  
WITH CARE

cancel all  
plans.

Or make them, because  
it's time to wine.

Winc

WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and during pregnancy, can cause birth defects. For more information go to www.DFSAustralia.gov.au



↑  
PULL TAB IN  
CASE OF WINE  
EMERGENCY

plans

cancel

all

Winc



#drinkwinc

sip, sip, hooray!

It's opening day.

Winc

SHIP TO STREET ADDRESS 1  
SHIP TO STREET ADDRESS 2  
SHIP TO STREET ADDRESS 3  
SHIP TO STREET ADDRESS 4  
SHIP TO STREET ADDRESS 5  
SHIP TO STREET ADDRESS 6  
SHIP TO STREET ADDRESS 7  
SHIP TO STREET ADDRESS 8  
SHIP TO STREET ADDRESS 9  
SHIP TO STREET ADDRESS 10  
SHIP TO STREET ADDRESS 11  
SHIP TO STREET ADDRESS 12  
SHIP TO STREET ADDRESS 13  
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SHIP TO STREET ADDRESS 15  
SHIP TO STREET ADDRESS 16  
SHIP TO STREET ADDRESS 17  
SHIP TO STREET ADDRESS 18  
SHIP TO STREET ADDRESS 19  
SHIP TO STREET ADDRESS 20  
 TC 016 US EXP LABELS JAN 12-CL-CL  
 RECIPIENT COMPANY  
 RECIPIENT ADDRESS 1  
 SHIP TO STREET ADDRESS LINETWO  
 QUEBEC PQ G1R2L7  
 (CA)  
 FedEx  
 E  
 P18  
 7949 6933 7381 INTL PRIORITY B30  
 D38 B30  
 G1R 2L7  
 15-01 YMK  
 XQ YQBA

WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and during pregnancy, can cause birth defects. For more information go to www.DRUGS.ca or www.fda.gov.



↑  
PULL TAB IN  
CASE OF WINE  
EMERGENCY

hooray

sip

sip

TC 016 US EXP LABELS JAN 12-CL CL  
 RECIPIENT COMPANY  
 RECIPIENT ADDRESS 1  
 SHIP TO STREET ADDRESS LINETWO  
 QUEBEC PQ G1R2L7 (CA)  
 FedEx  
 E  
 7049 6933 7381 INTL PRIORITY 950  
 XQ YQBA DSR 950  
 G1R 2L7  
 PQCA YMX

Winc



HANDLE  
WITH CARE

#drinkwinc

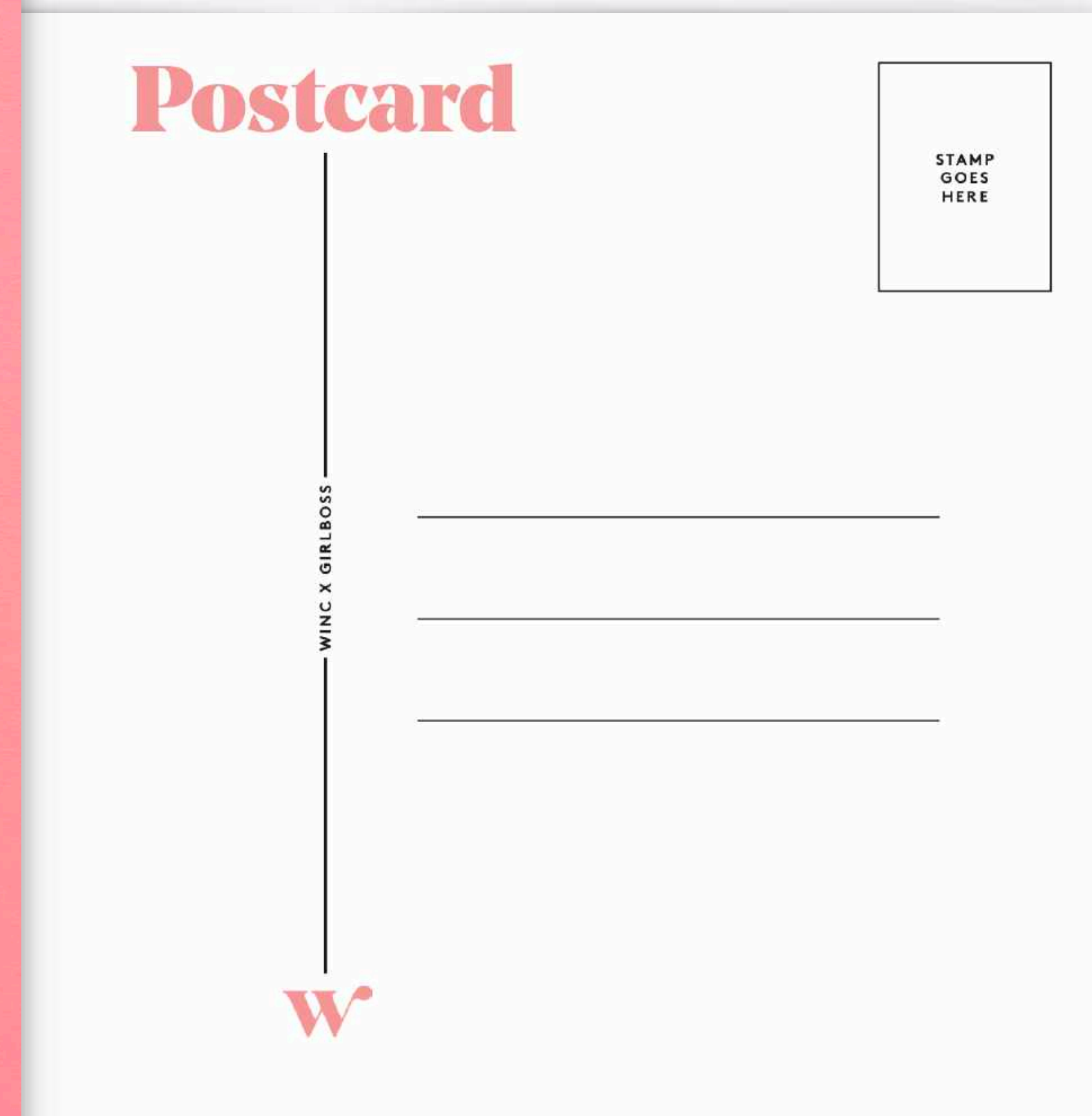
thirsty is no  
way to live.

Make pour decisions.

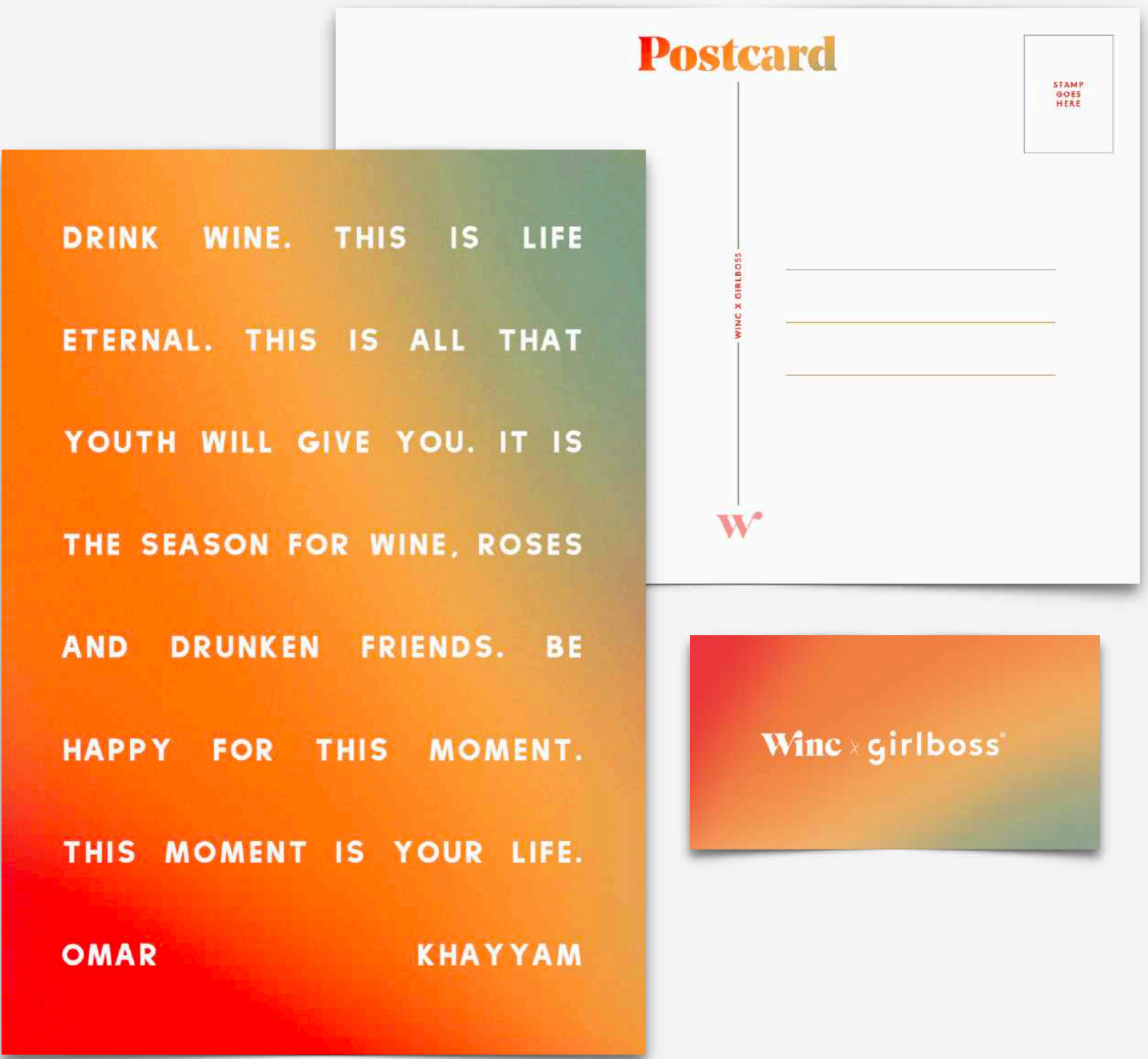
Winc

WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and during pregnancy, can cause birth defects. For more information go to www.DFSA.gov

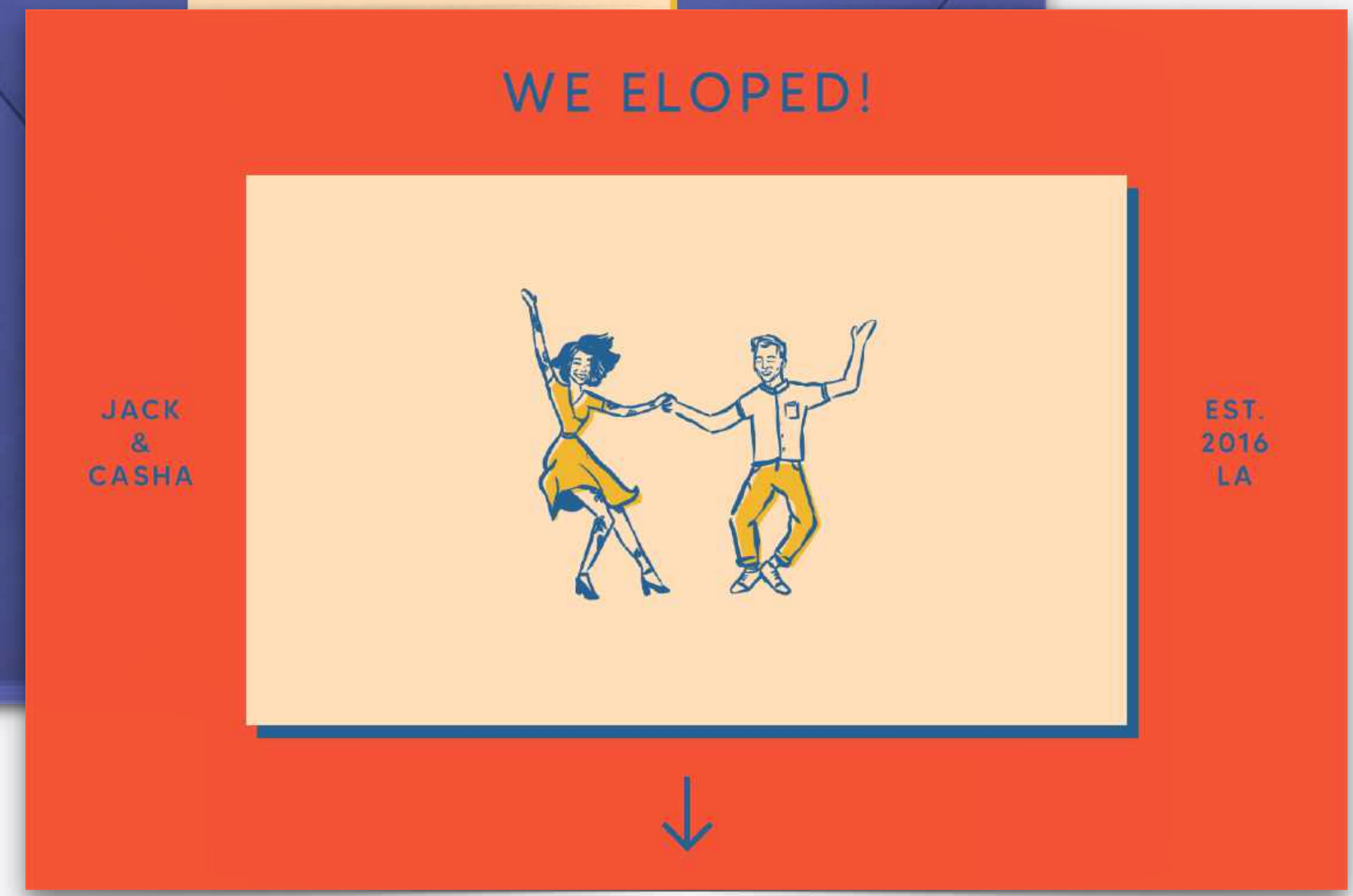
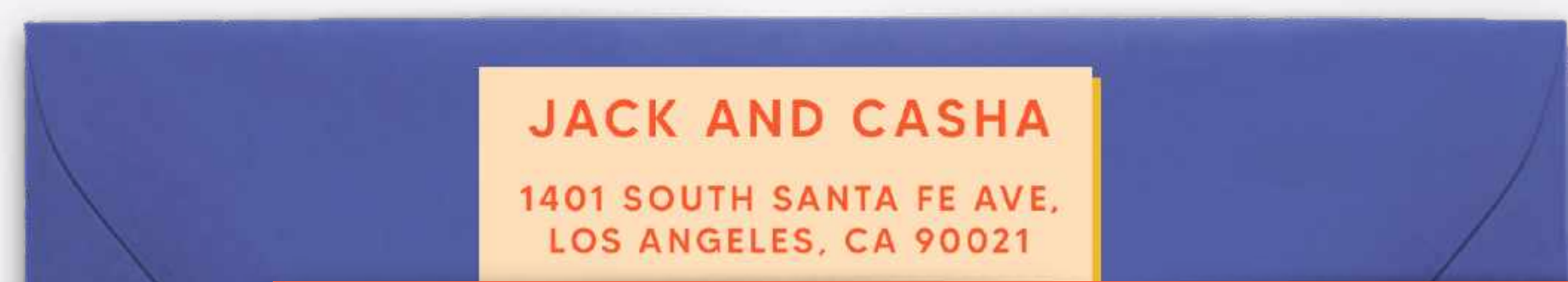




SERIES OF POSTCARDS + GIFT TAGS DESIGNED FOR A VALENTINE'S DAY WINC X GIRLBOSS EVENT



SERIES OF POSTCARDS + GIFT TAGS DESIGNED FOR A VALENTINE'S DAY WINC X GIRLBOSS EVENT



WEDDING SUITE





COVER ILLUSTRATIONS FOR THE DESIGN ISSUE OF THE AMERICAN MARKETING ASSOCIATION MAGAZINE

# EMAIL

A last-minute gift your wine-lover will love. **SHOP NOW** for your digital Winc gift card.

*there's still time*

We've got that last-minute gift for your Valentine, Galentine, sister, boss, cousin's dog\* and everyone in between.

**Get Gifting**

\*Please be sure the dog is age 21 or older.

Valentine's Day comes at you fast. **SHOP NOW** for a printed or digital gift card.

*be mine wine*

Wine: it lasts longer than flowers or chocolate, and it's a little more sophisticated than a teddy bear. Show your loved one you care with a Winc gift card.

**Get Gifting**

\$60, \$100, \$150 Winc gift cards for your Valentine. **SHOP NOW** to get yours by the 14th.

*keep the magic alive*

Give that special someone the gift of expertly curated wines — perfect for any occasion, but extra-perfect for February 14th.

**Get Gifting**

PHOTO AND EMAIL CAMPAIGN FOR WINC: VALENTINE'S GIFTING

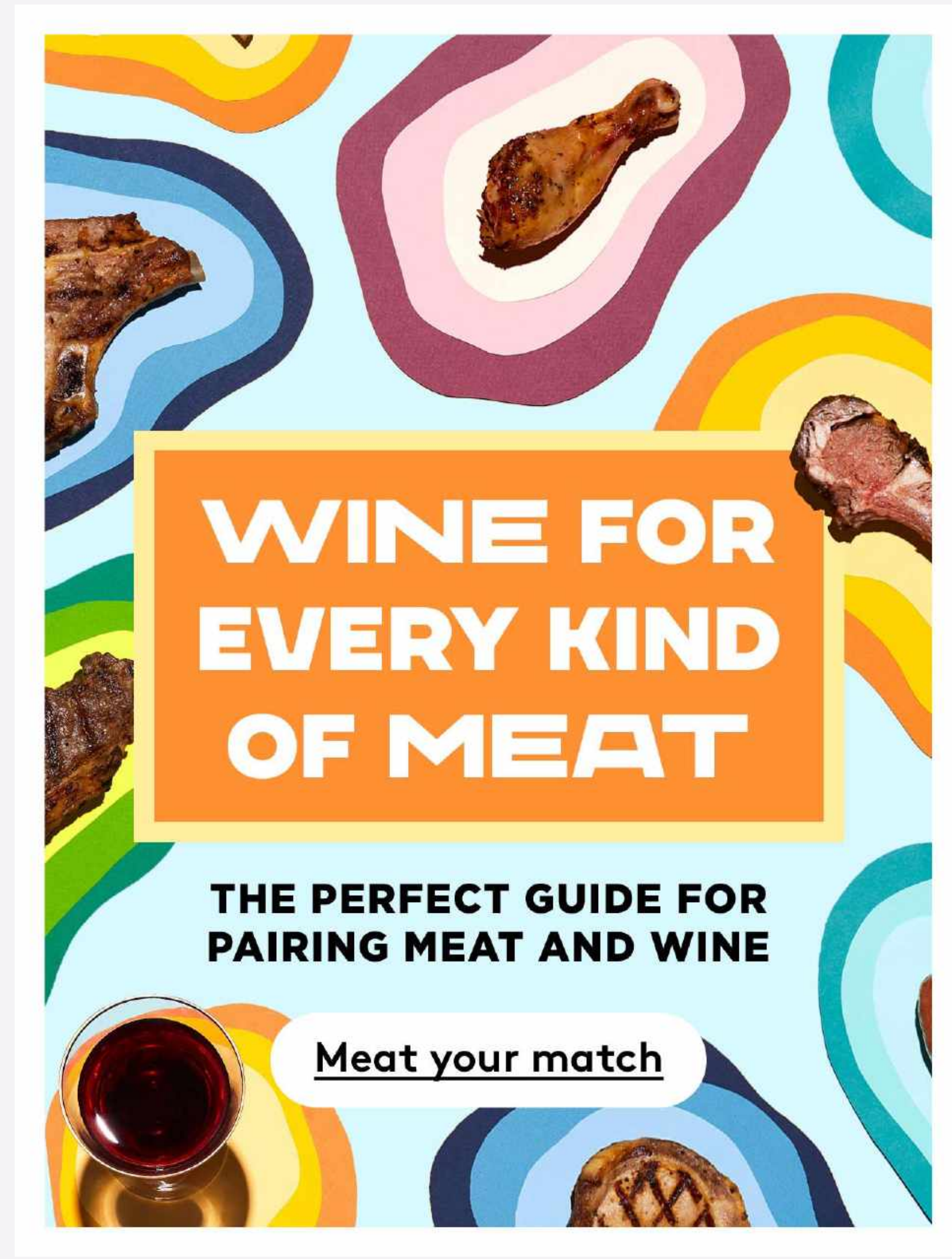
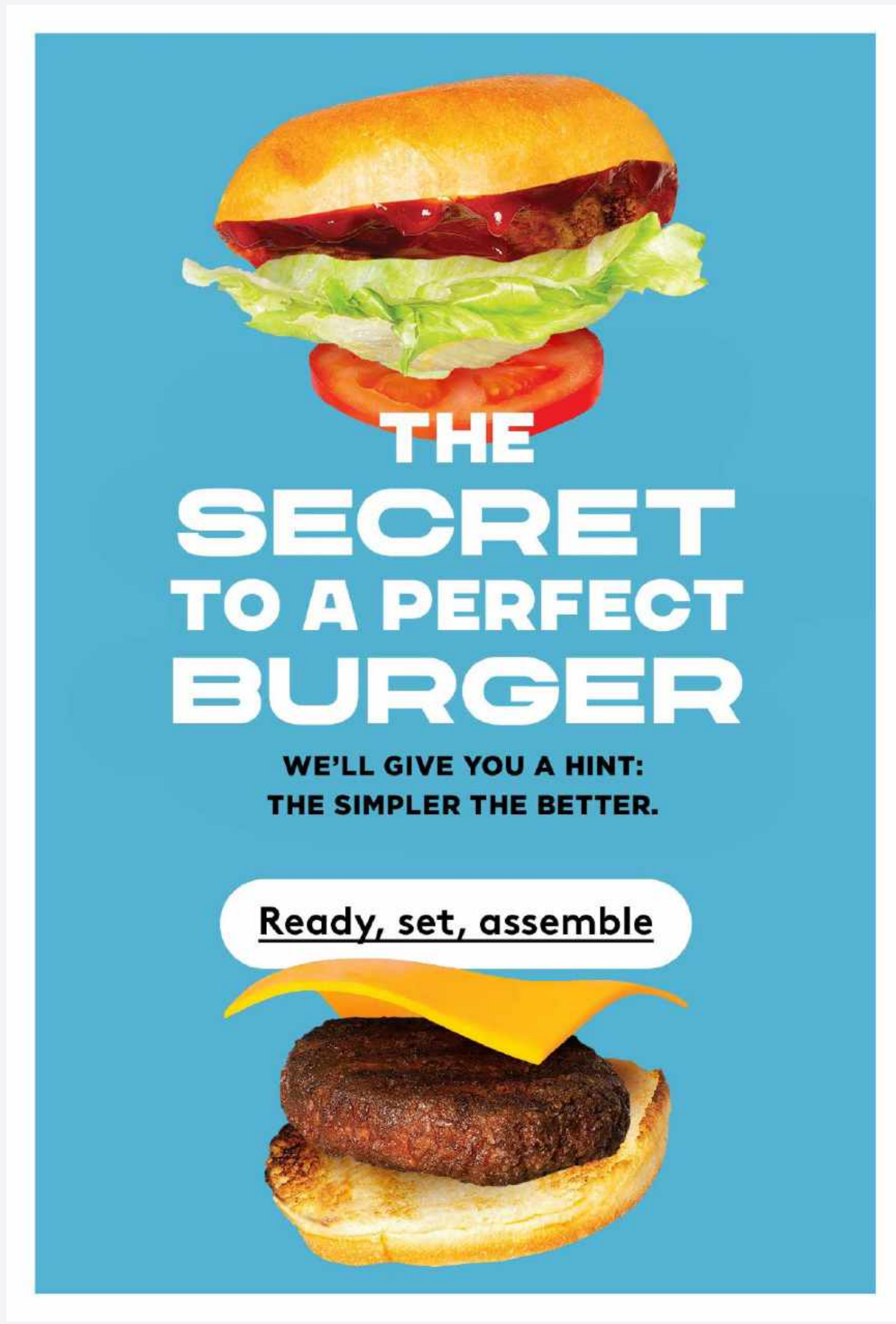


PHOTO AND EMAIL CAMPAIGN FOR WINC: SUMMER PAIRINGS



## 1% FOR THE PLANET

We're committed to preserving this incredible planet we call home. **When you drink Pacificana, 1% of sales go towards sustainable environment initiatives.** That means every time you buy a bottle of Pacificana, you're helping us make the Earth a better place.



## RESPONSIBLE WINEMAKING

Sustainability is in our roots. Pacificana grapes are sustainably farmed and crafted with low-sulfur and **minimally-invasive winemaking methods**, meaning we spend 90% of winemaking in the vineyard and only use what's necessary.

## TASTING NOTES

Embodying the bold, pioneering spirit of California, this 100% barrel-fermented wine is **the perfect balance of oaky, buttery richness, and fruity elegance.** Pacificana pairs well with poultry, fish, and creamy pasta.

So this Earth Day, fall in love with our classic Chardonnay and breathe in all the beauty our planet produces.

[Try Pacificana](#)



PHOTO AND EMAIL CAMPAIGN FOR WINC: PACIFICANA

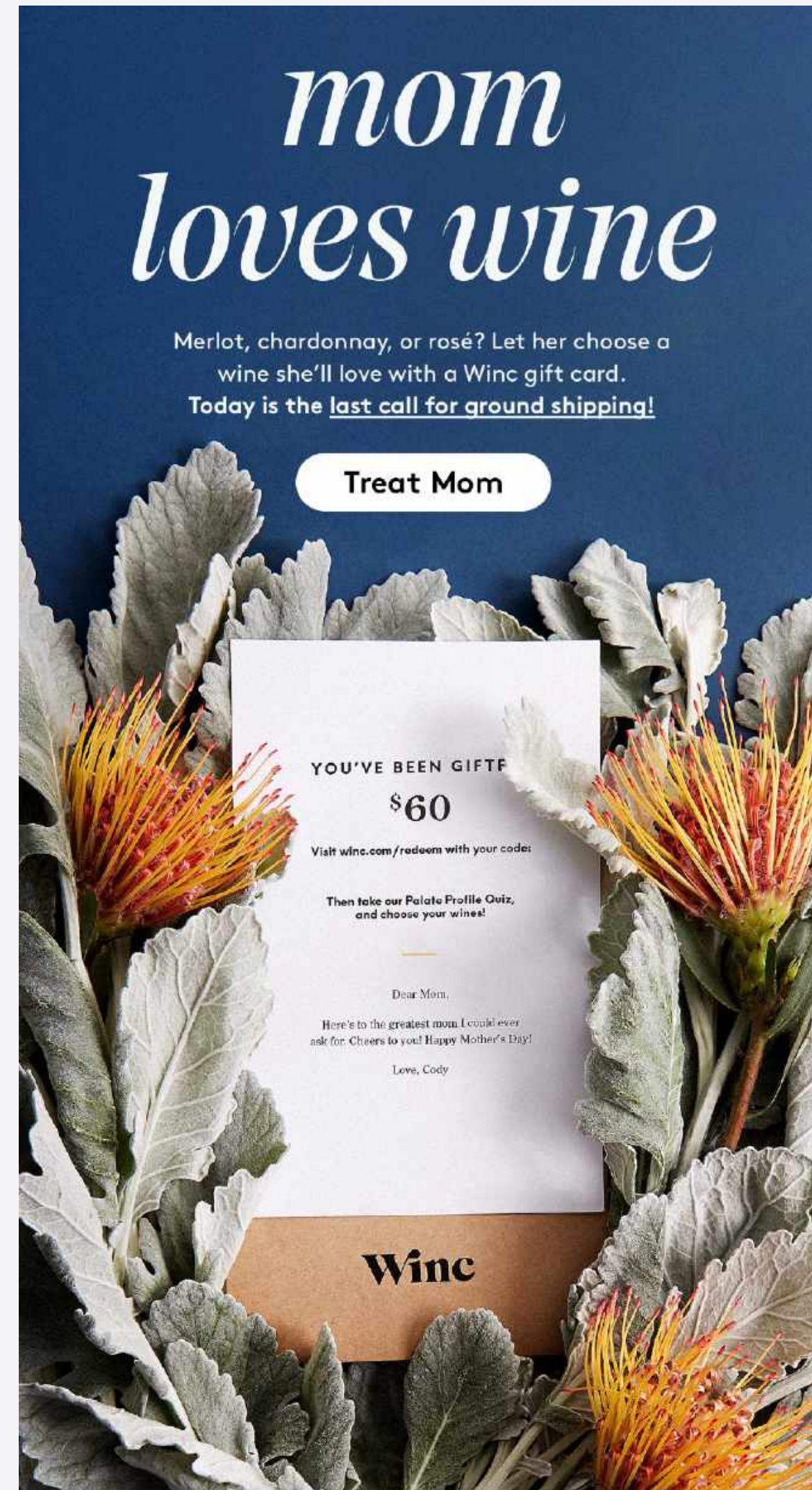
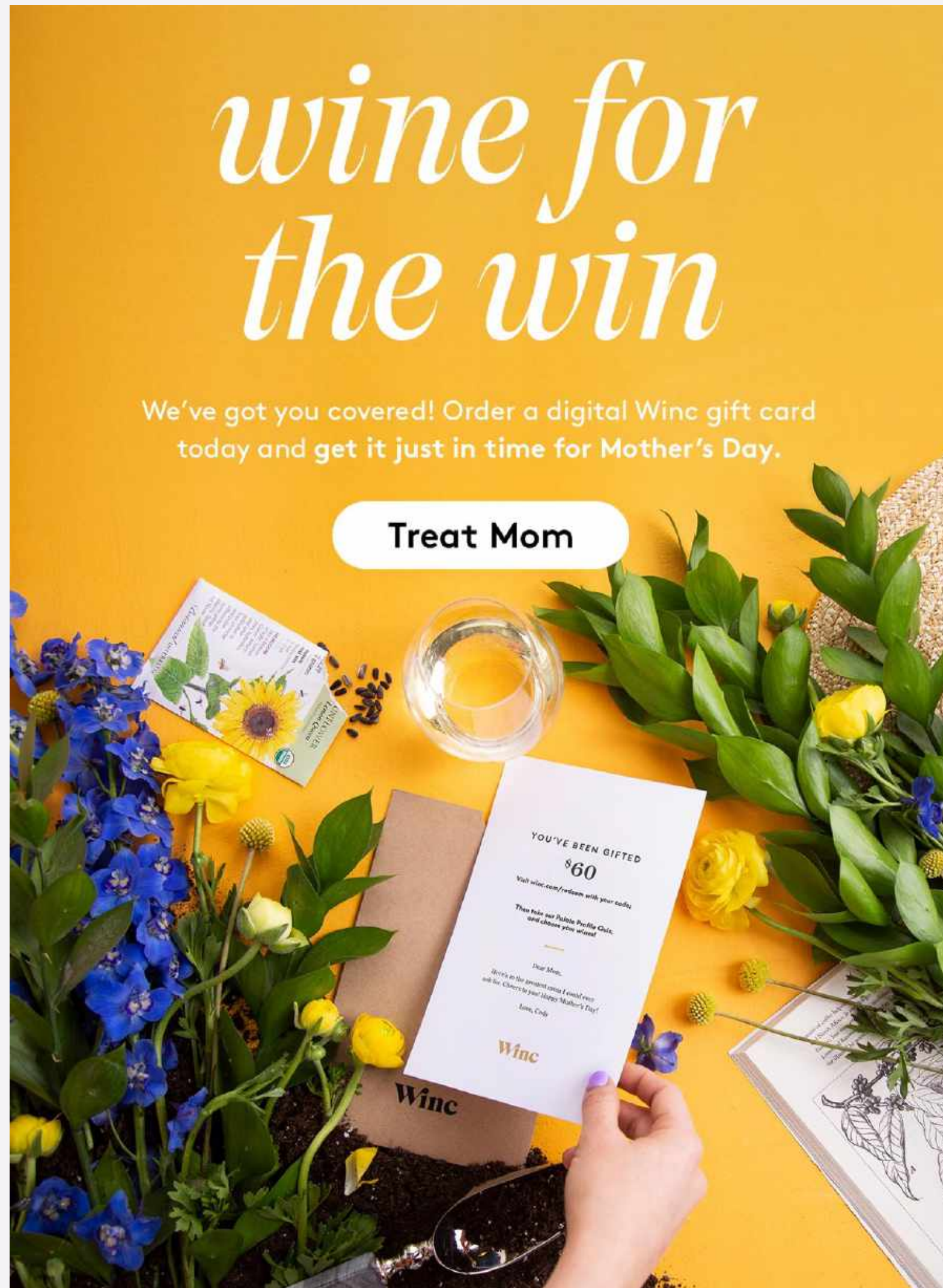


PHOTO AND EMAIL CAMPAIGN FOR WINC: MOTHER'S DAY



Winc

**PACK IT  
POP IT  
LOVE IT**

## DESIGNED WITH ADVENTURE IN MIND

Containing a hint of spritz and a splash of spontaneity, this fizzy rosé was made for warm nights, summer soirées, and beach days.

## FRUITY, FIZZY, REFRESHING

Abundant aromas of strawberry, cherry, and raspberry meet bubbly brightness to create a uniquely contemporary rosé designed for on-the-go enjoyment.

## COOL, CANNED, CONTEMPORARY

Ruza unites the craft of winemaking with the format of the moment—the can. Lightweight and recyclable, Ruza cans are bound for adventure.

PHOTO AND EMAIL CAMPAIGN FOR WINC: RUZA WINE

Winc

# grill & chill

We're heating up your Memorial Day weekend with some sizzling savings on your first box.

**Get \$26 Off**  
USE CODE MEMORIALDAY19

CALIFORNIA  
**CHOP SHOP**  
CABERNET SAUVIGNON  
Superior Grade  
2017

Winc

# hello, summer

If you want your holiday weekend to look like this, take \$26 off your first order.

**Shop Now**  
USE CODE MEMORIALDAY19

SUMMER WATER  
2020 WINE, DISTILLED WATER

Winc

# chill, sip, repeat.

Make it a memorable Memorial Day weekend with \$26 off your first box!

**Shop Now**  
USE CODE MEMORIALDAY19

CHARDONNAY  
PACIFICANA  
CALIFORNIA WINE  
2018  
BARREL FERMENTED

Winc

# here's to the holiday

Treat yourself to \$26 off your first box, because you deserve this.

**Shop Now**  
USE CODE MEMORIALDAY19

OUTER SOUNDS  
WATERSOUND, NEW ENGLAND

PHOTO AND EMAIL CAMPAIGN FOR WINC: MEMORIAL DAY



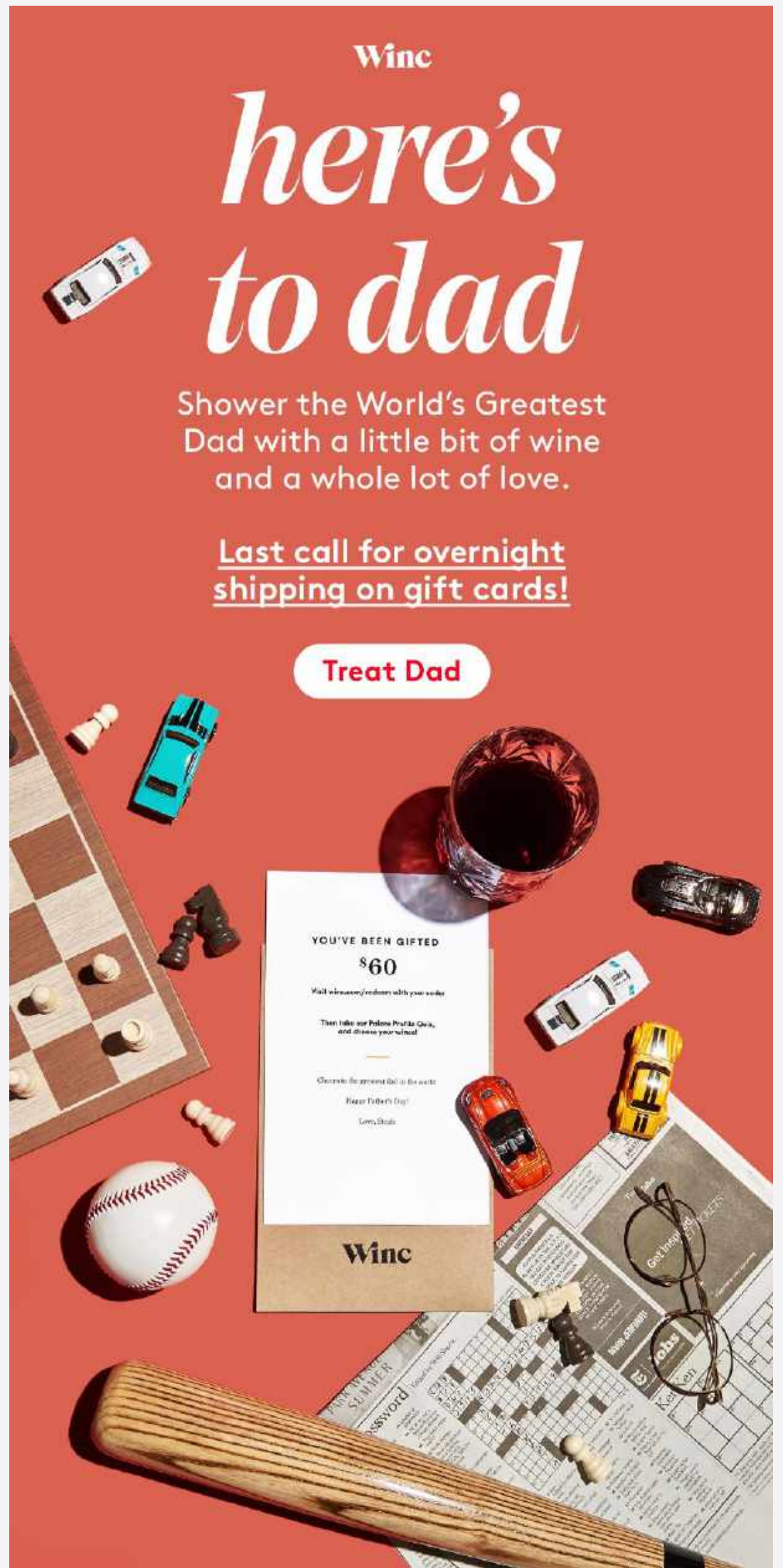
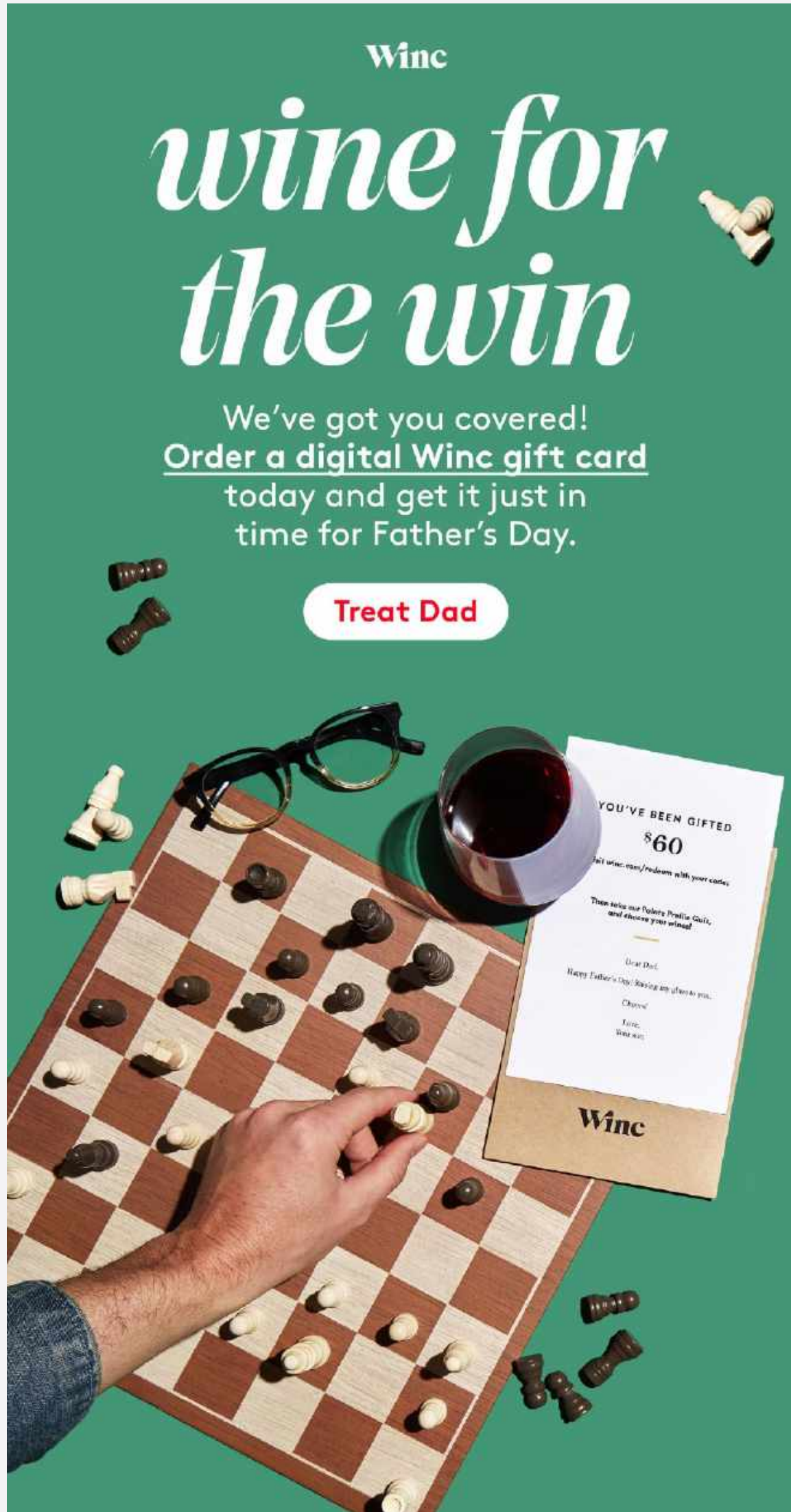


PHOTO AND EMAIL CAMPAIGN FOR WINC: FATHER'S DAY

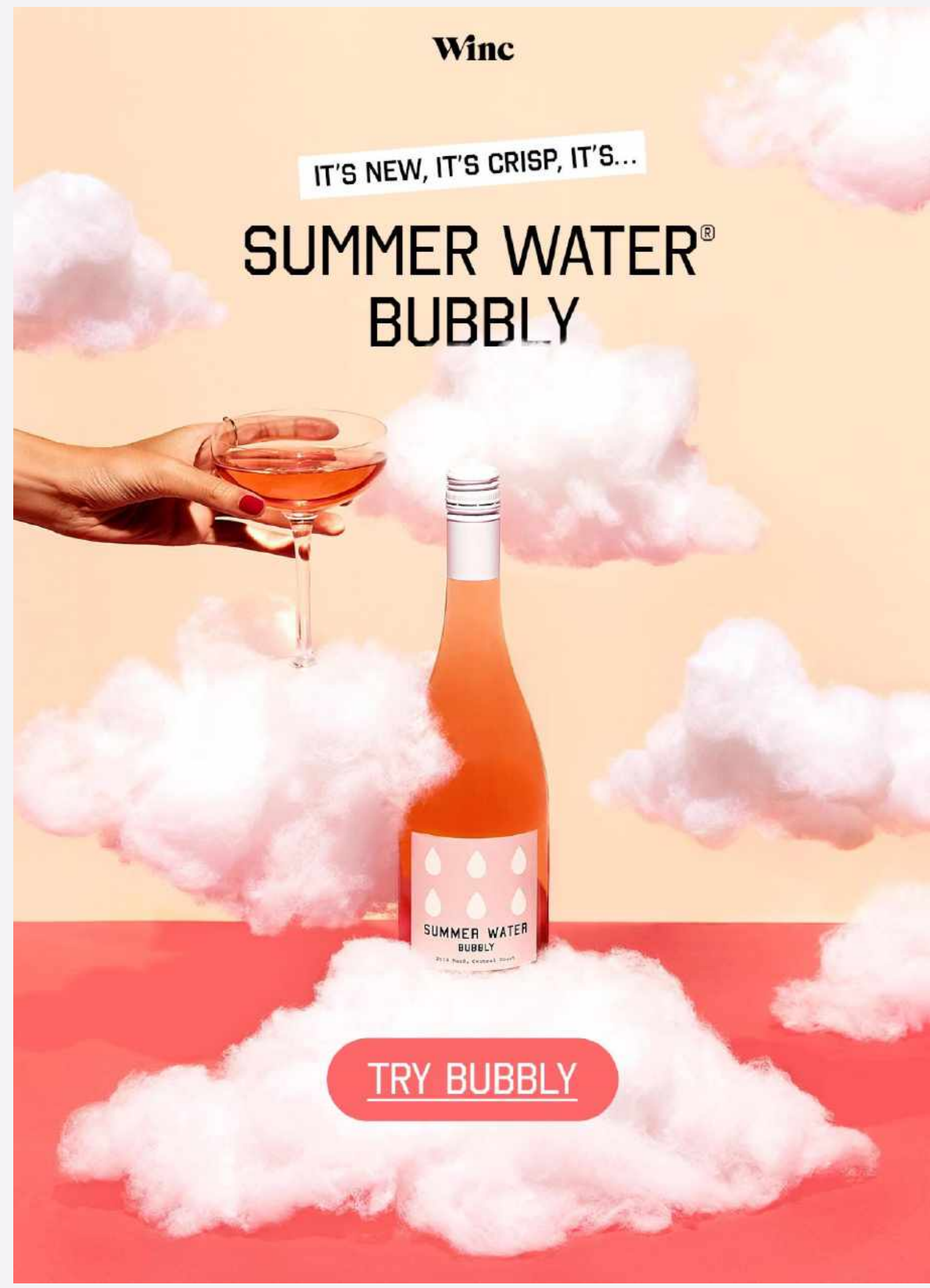


PHOTO AND EMAIL CAMPAIGN FOR WINC: SUMMER WATER BUBBLY

# WEB

FREE SHIPPING ON ORDERS \$75+ AND FREE RETURNS — ALWAYS

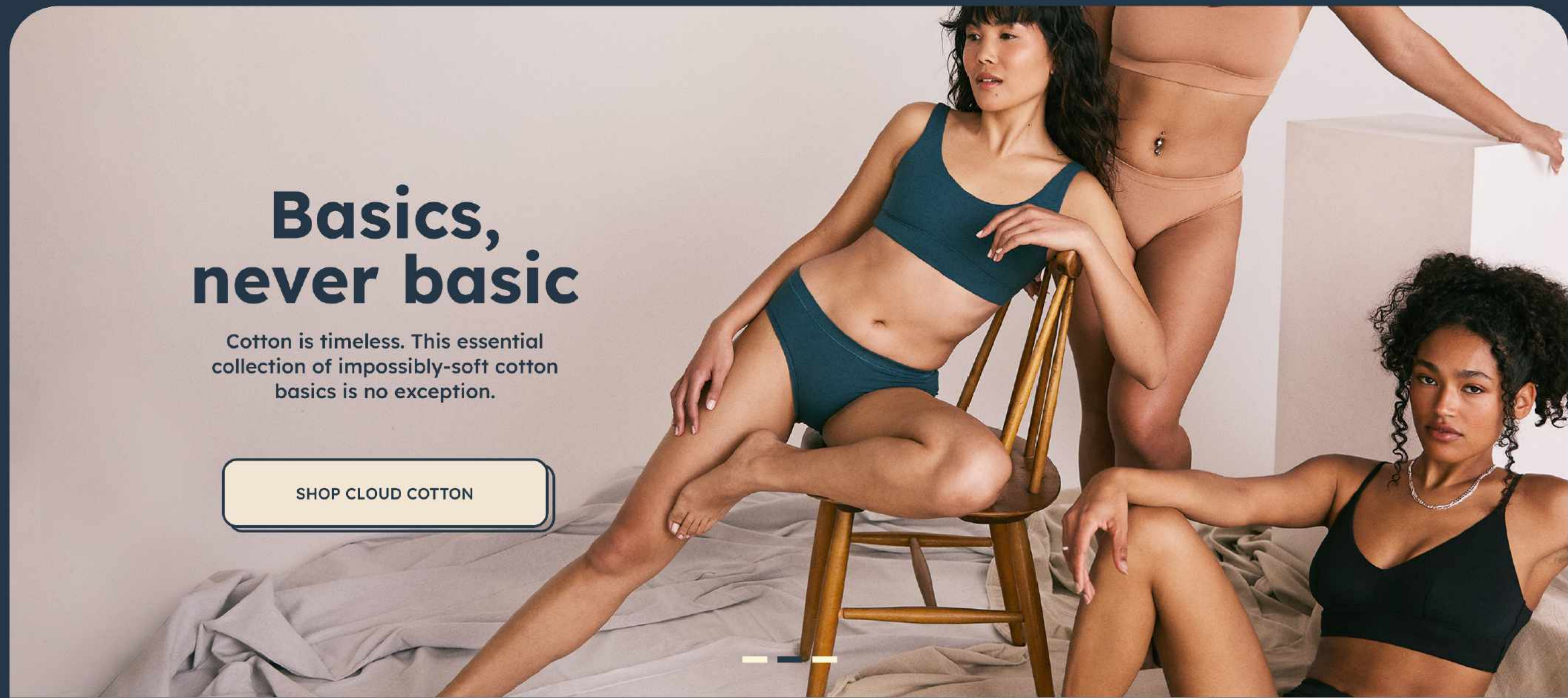
# HARPER WILDE

- BRAS
- UNDERWEAR
- COLLECTIONS
- MISSION

## Basics, never basic

Cotton is timeless. This essential collection of impossibly-soft cotton basics is no exception.

SHOP CLOUD COTTON

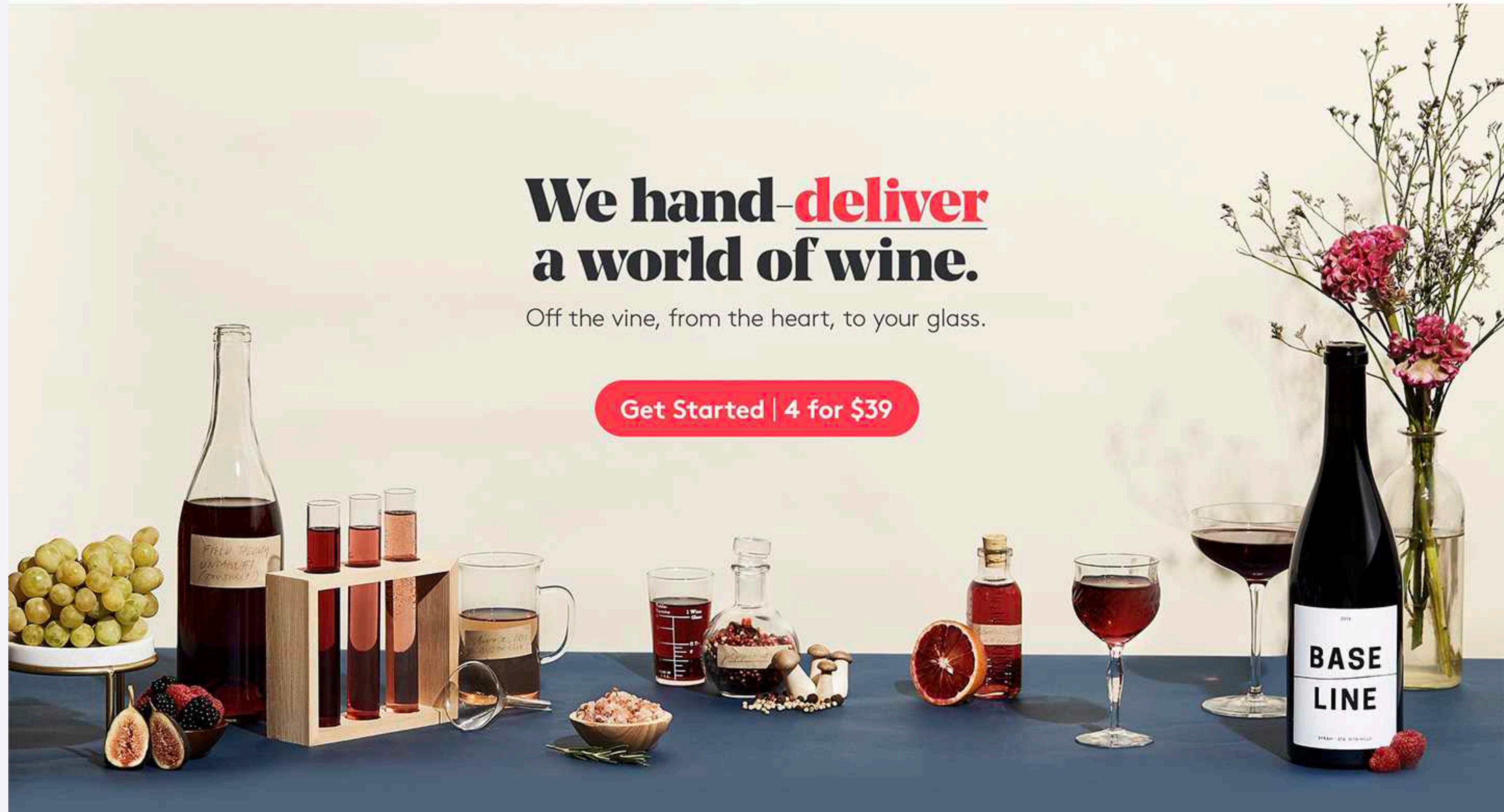


**HOMEPAGE REDESIGN FOR HARPER WILDE**  
PLEASE REACH OUT FOR FULL PROTOTYPE

## We hand-deliver a world of wine.

Off the vine, from the heart, to your glass.

Get Started | 4 for \$39



HOMEPAGE REDESIGN FOR WINC WINES  
→ [WINC.COM](https://winc.com)



# An LA-based *digital design and technology agency* delivering world-class products and experiences

EXPLORE  
▼

EXPLORE  
▲

WEBSITE REDESIGN: STELLAR AGENCY  
→ [VISIT PROTOTYPE](#)

# RESOURCES FOR ANTI-RACISM

I AM A... I WANT TO... SEE ALL ABOUT GET IN TOUCH

The paradox of education is precisely this – that as one begins to become conscious, he begins to examine the society in which he is being educated. But no society is really anxious to have that kind of person around. What societies really, *ideally*, want is a citizenry that will simply obey the rules. If a society succeeds in this, that society is about to perish.

*The obligation of anyone who thinks himself responsible is to examine society and try to change it and to fight it – at no matter what risk. This is the only hope society has. This is the only way societies change.*

**JAMES BALDWIN, 1963**

WEBSITE: RESOURCES FOR ANTI-RACISM  
→ [TOBEANTIRACIST.COM](https://tobeantiracist.com)

# ILLUSTRATION

PLEASE VISIT [JESSEEFISH.COM](https://jesseefish.com) TO NAVIGATE  
TO MY ILLUSTRATION PORTFOLIO



THAT'S ALL SHE WROTE



**IG** @JESSEEFISH

**WEB** JESSEEFISH.COM

**CONTACT** JESSEEFISH@GMAIL.COM