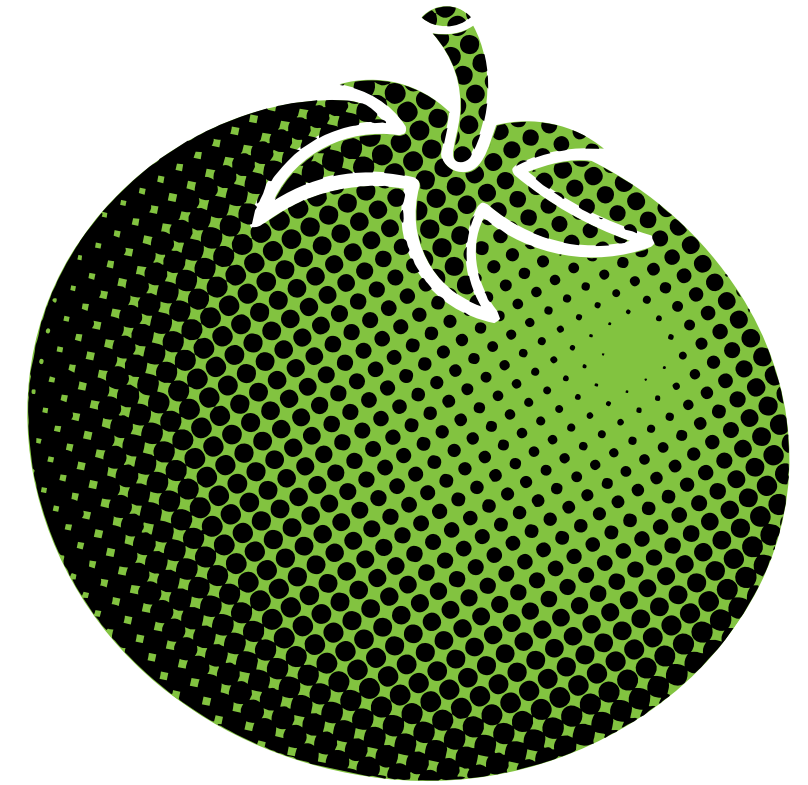
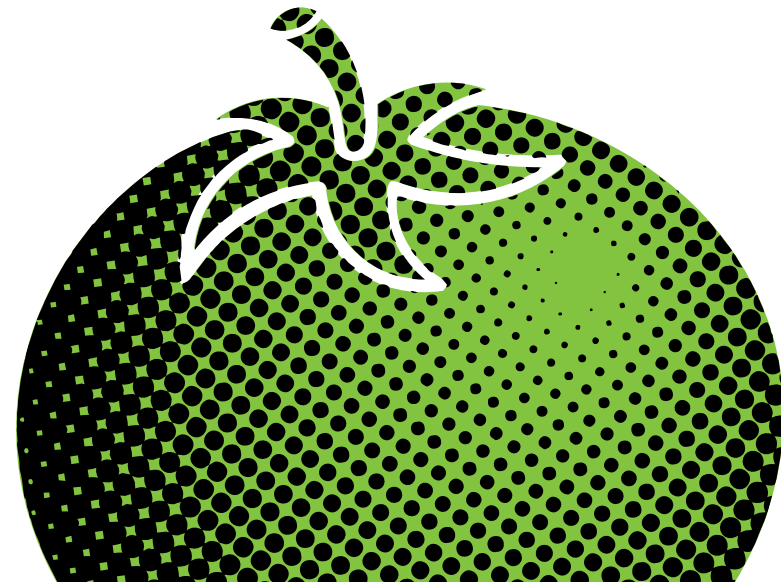
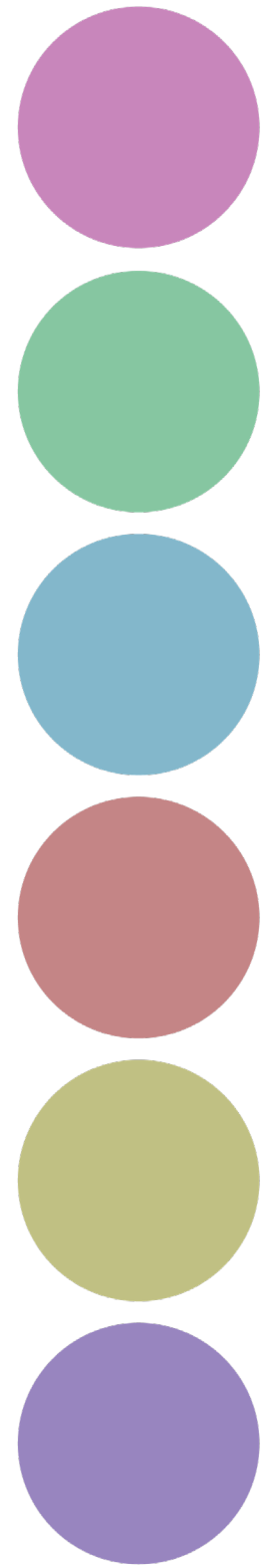


gigi design.



Hi! I'm Gigi Ruggiero, a multi-medium designer who has a passion for striking graphic design, strong motion pieces and fresh photography.

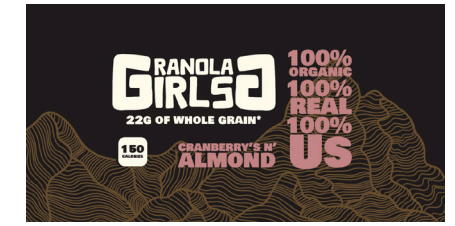




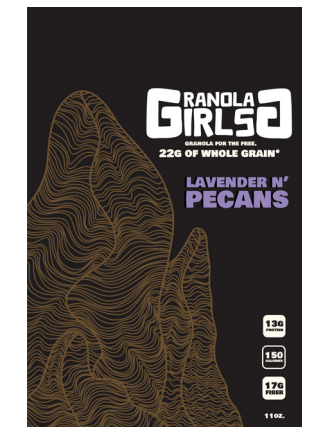
GRANOLA GIRLS

Granola Girls is an earthy granola brand inspired by the west coast backpacking crunchy lifestyle. The packaging visual identity features illustrations that mirror the terrain of the geological areas. This project highlights my ability to create packaging that uses real-world elements to connect with a specific audience.

granola bars

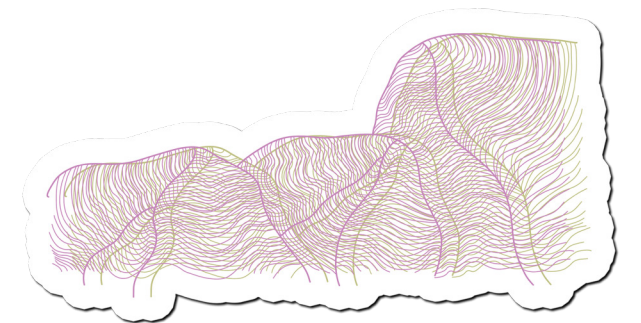
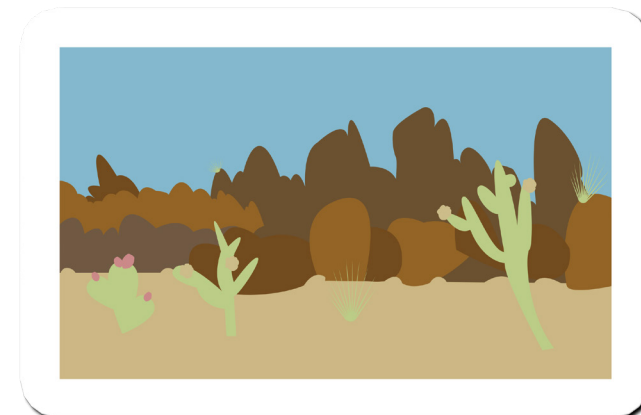
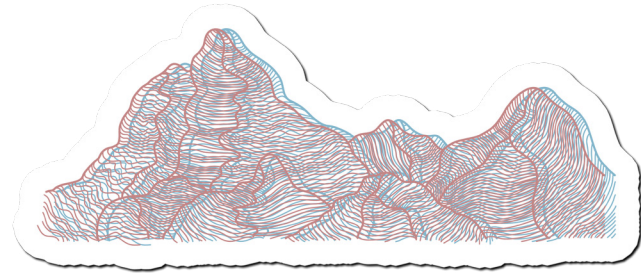


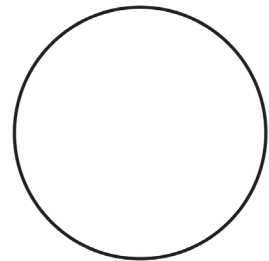
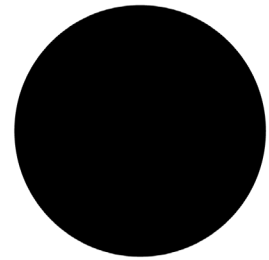
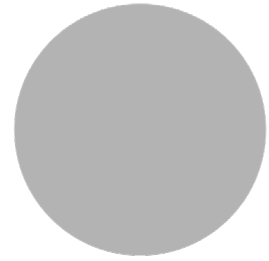
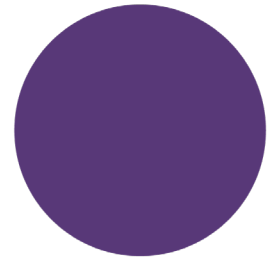
granola bags



granola girls

stickers





Wisp is a gothic coffee shop inspired by the contrast of darkness and elegance that reflects the gothic culture. This brand's identity hinges on ornate, fine line designs and flourishes while showing restraint in its limited color palette. The chosen imagery, colors and overall theme reflects a unique identity while staying within the confines of the style.

store front



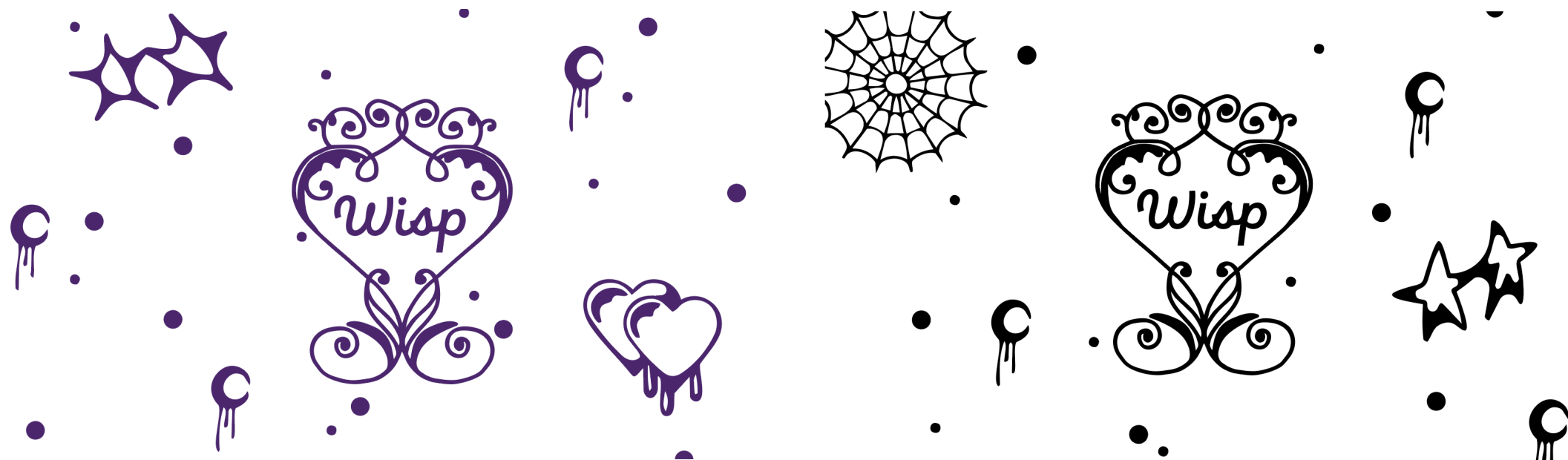
preliminary



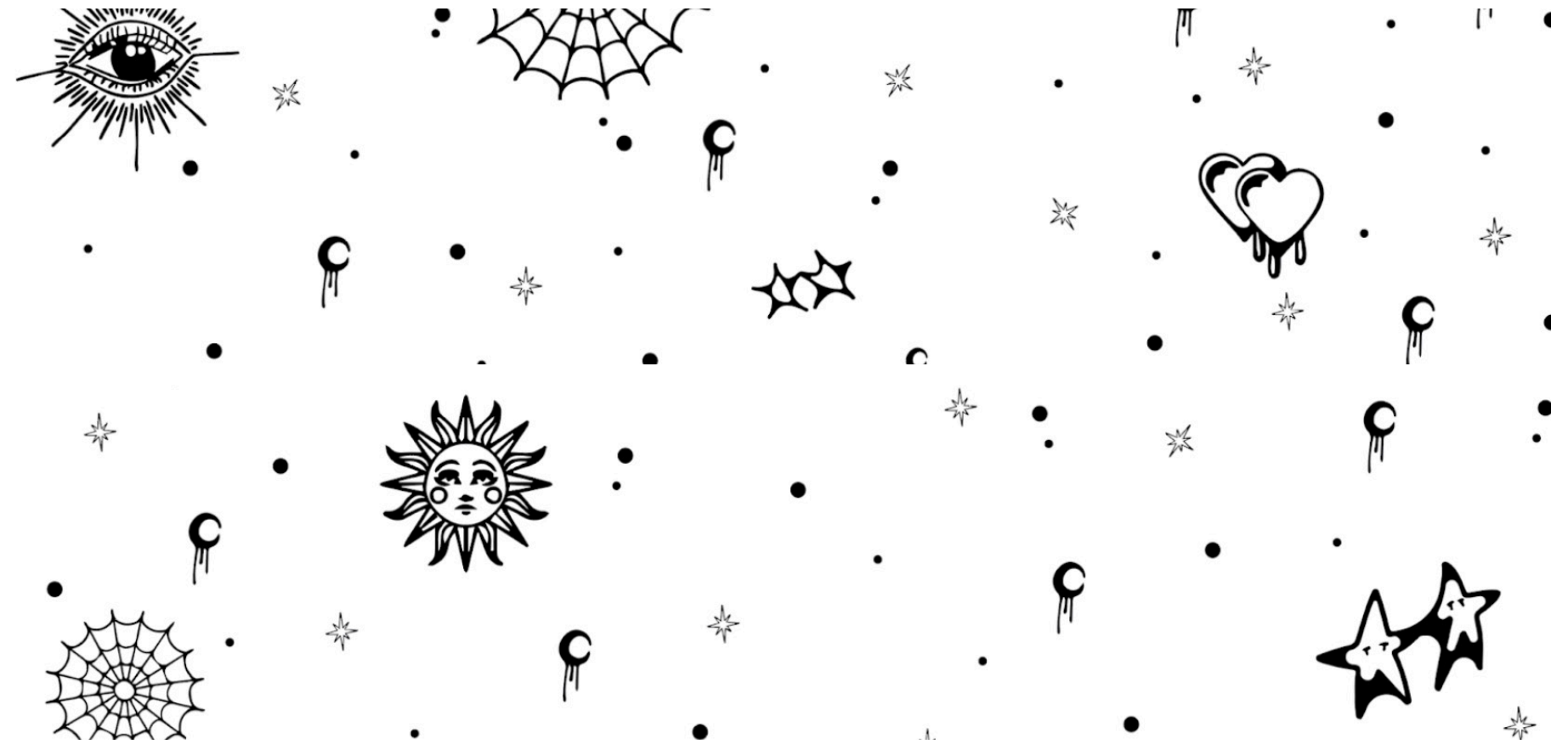
napkin



coffee mug



coffee cup



menu

Drinks Menu

hot

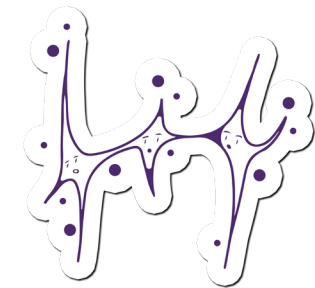
	Small	Medium	Large
Latte	\$3.5	4.5	5.0
Cappuccino	\$4.5	5.5	6.0
Americano	\$4.5	5.5	5.5
Espresso	\$2.5	3.0	3.0
Double Espresso	\$3.5	4.0	4.0

cold

	Small	Medium	Large	Ex-large
Cold Brew	\$3.5	4.0	4.5	5.0
Cappuccino	\$4.5	5.5	6.0	6.5
Americano	\$4.5	5.5	5.5	6.0
Green Tea	\$2.0	2.5	3.0	3.5
Fruit Tea	\$2.5	3.0	3.5	4.0

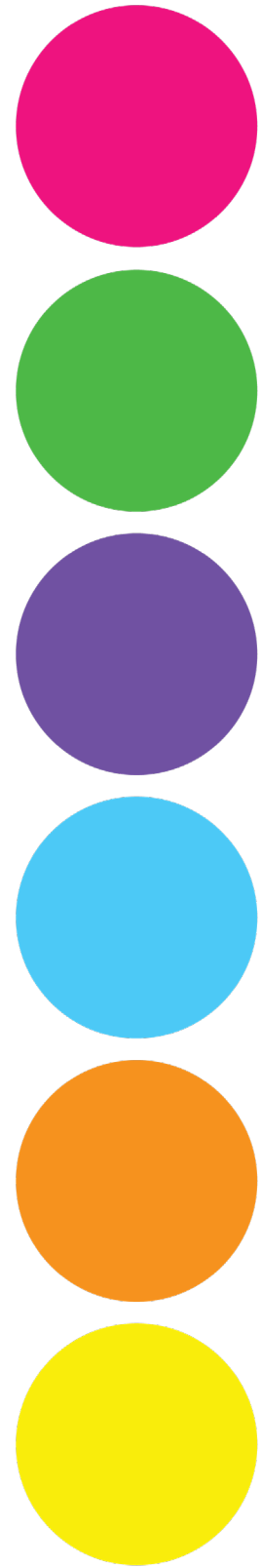
Wisp

stickers



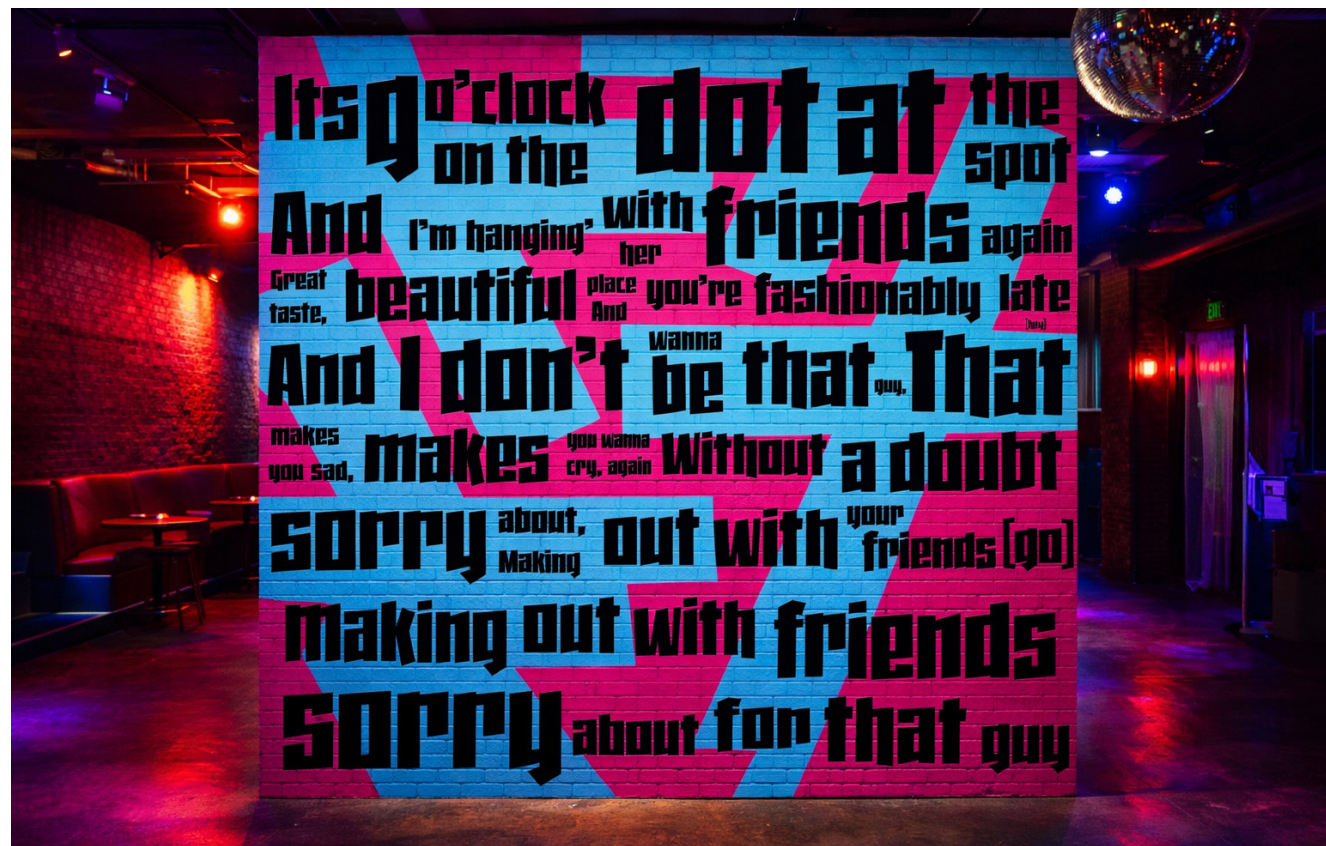
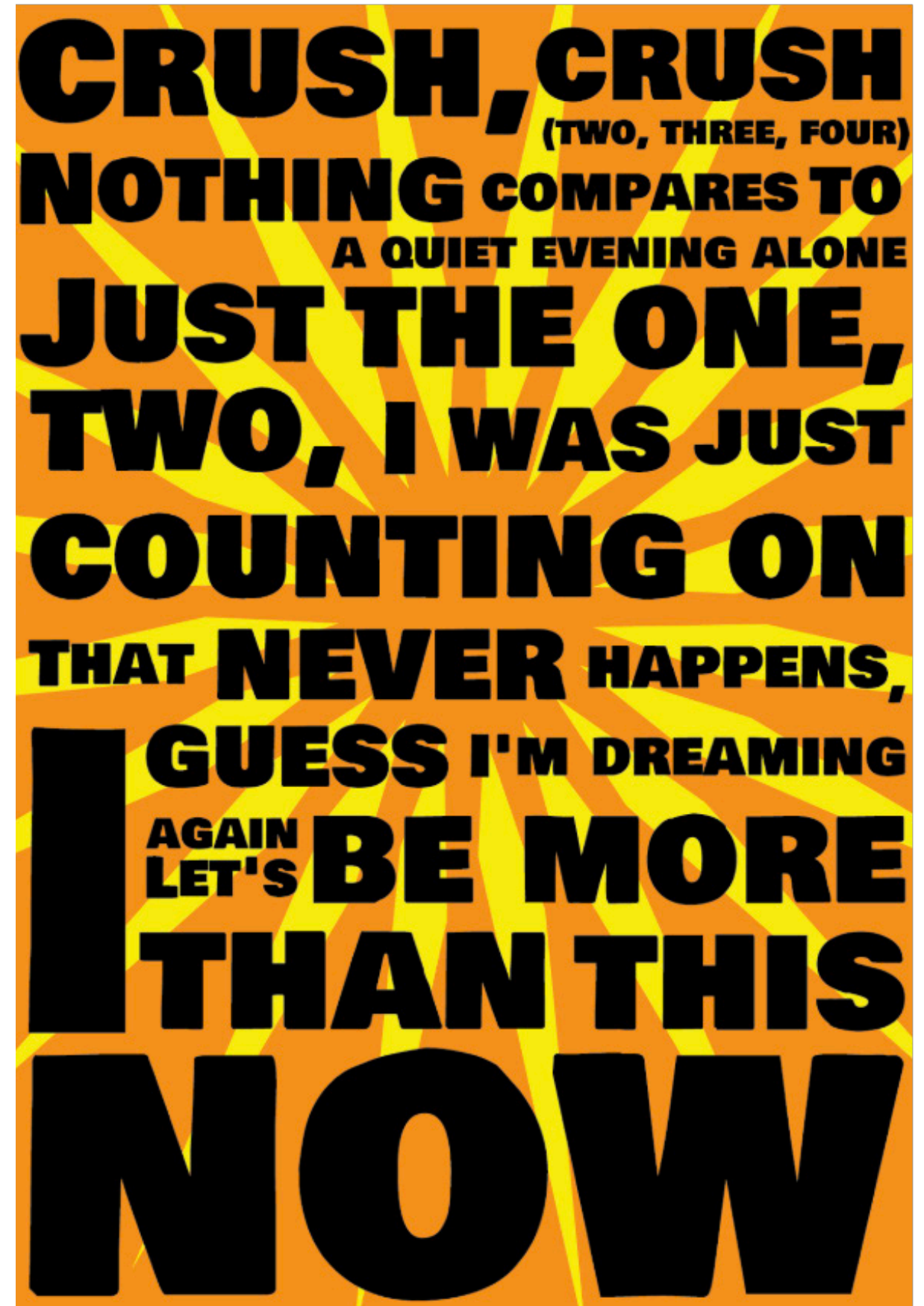
animation





SPLAT

Splat is an early 2000s Scene Queen club inspired by early scene music and culture. The brand draws heavily from the time-period, leveraging familiar icons and marks to reinforce the retro strategy. This project demonstrates my ability to build a cohesive brand while combining bold designs within an identity that simultaneously shows bold attitude and striking patterns.



wall decals

X S ON THE **BACK**
OF YOUR HANDS WASH
THEM IN THE
BATHROOM TO **DRINK**
LIKE THE **BANDS**
AND YOUR **THE**
SET LIST (SET LIST) **YOU** **STOLE**
OFF THE **STAGE** **HAD RED** **AND**
PURPLE
LIPSTICK ALL **OVER** **THE**
PAGE **BRUISES** **COVER** **YOUR** **ARMS**

DANCE
DANCE
HERE FALLING APART = HALF TIME
DANCE DANCE **AND**
WARRE **LIVES**
DO **WARRE** **YOU** **LOVE**
WHAT **ME** **TO LEAD**
ER **THIS IS THE WAY**
THEY **LOVE** **IF**
THEY **KNEW** **HOW** **MISERY**

wristbands



neon sign



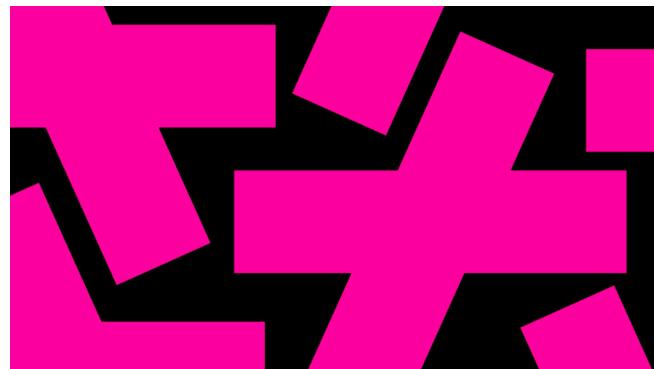
coasters



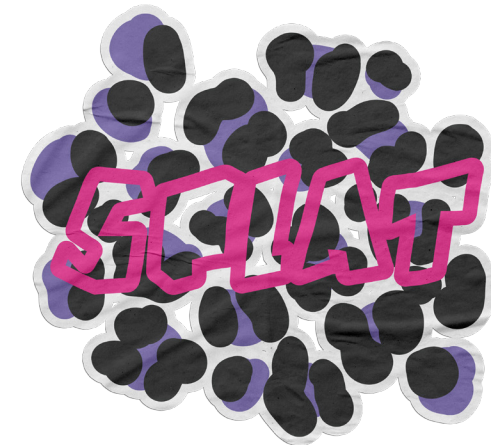
hand stamps

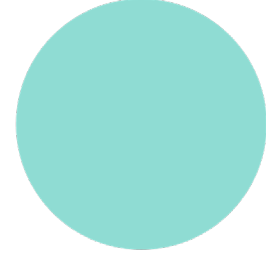
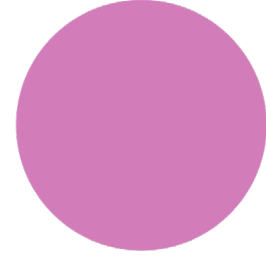
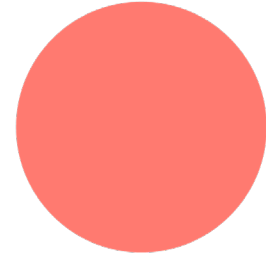
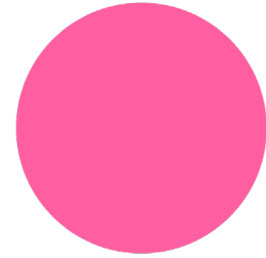
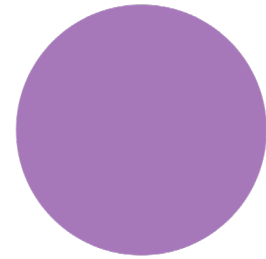
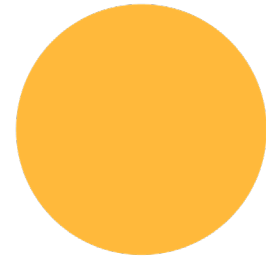


club animation



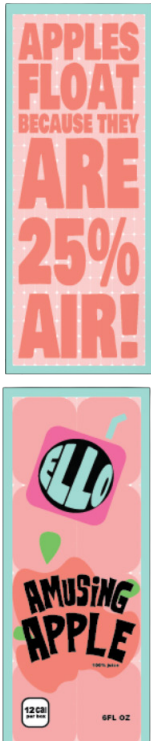
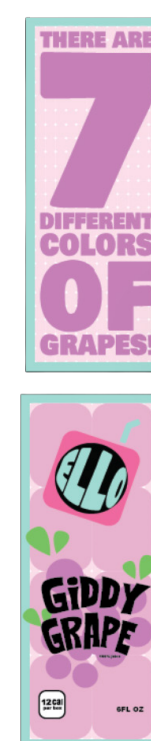
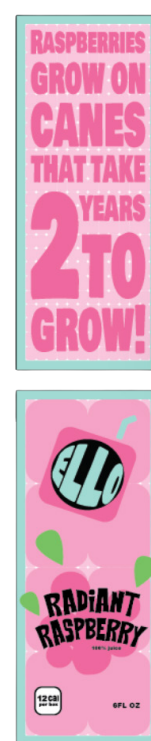
stickers



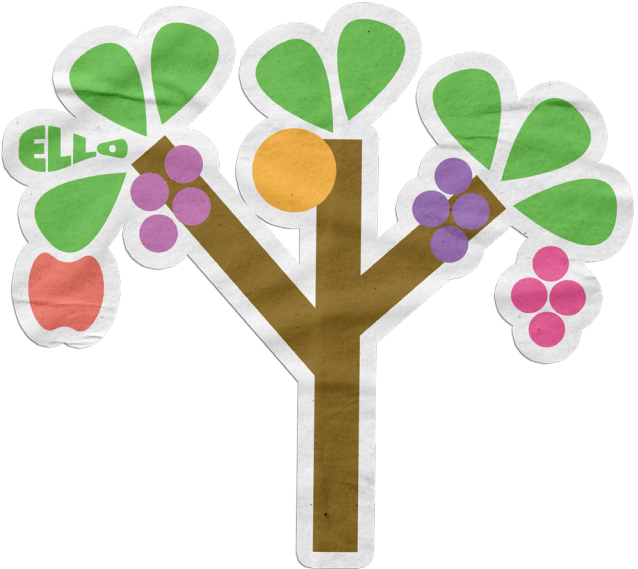
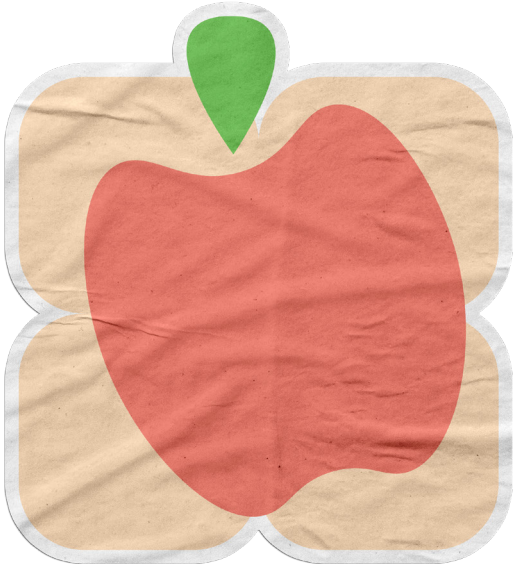
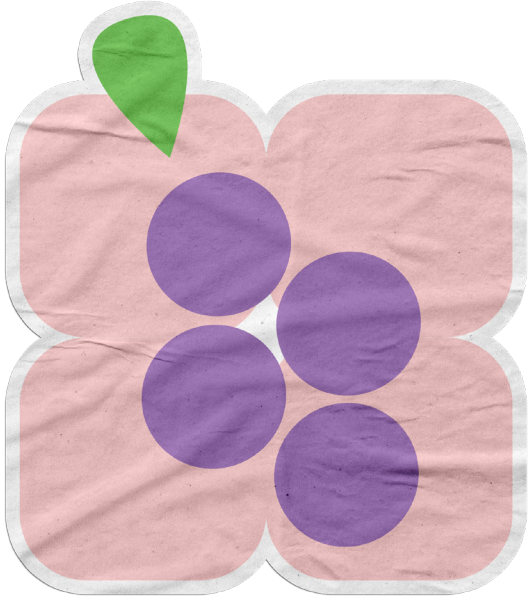
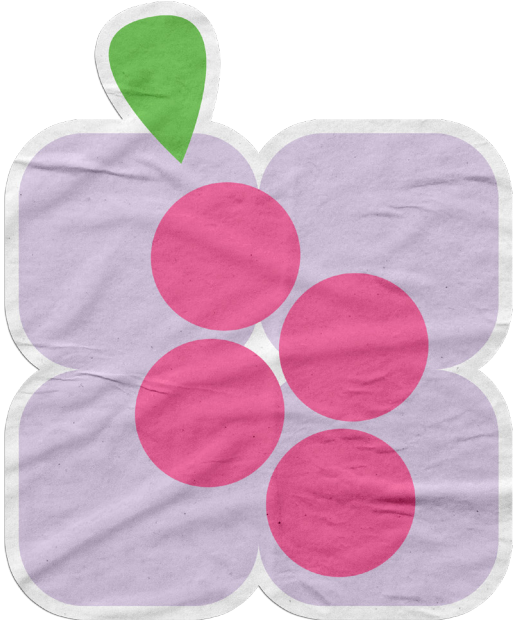


Ello is an organic kids juice brand that showcases an inviting and playful attitude while maintaining a prominent shelf presence. This project demonstrates my ability to create an expressive design while maintaining functional packaging, bold typography and striking promotional motion.

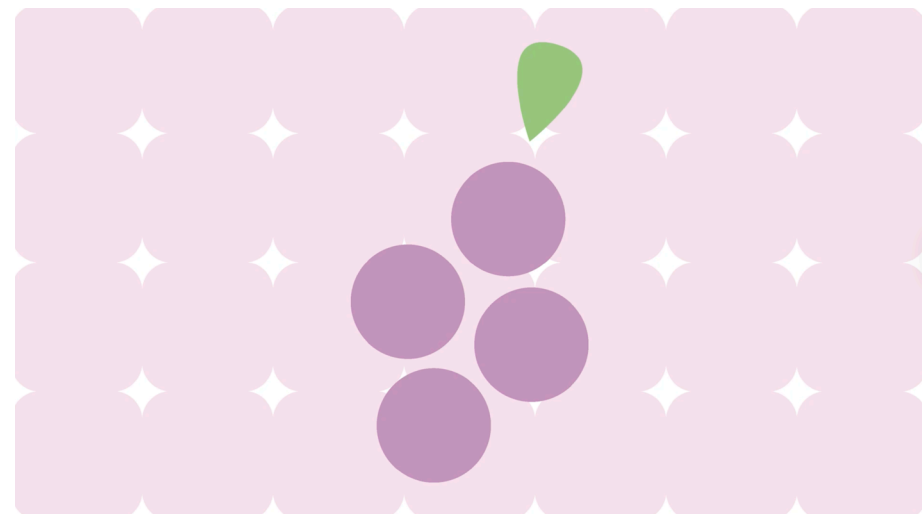
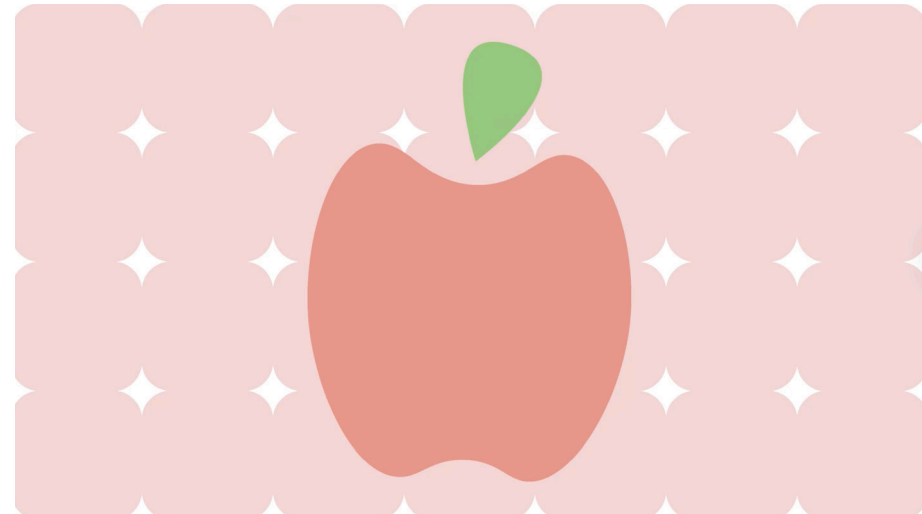
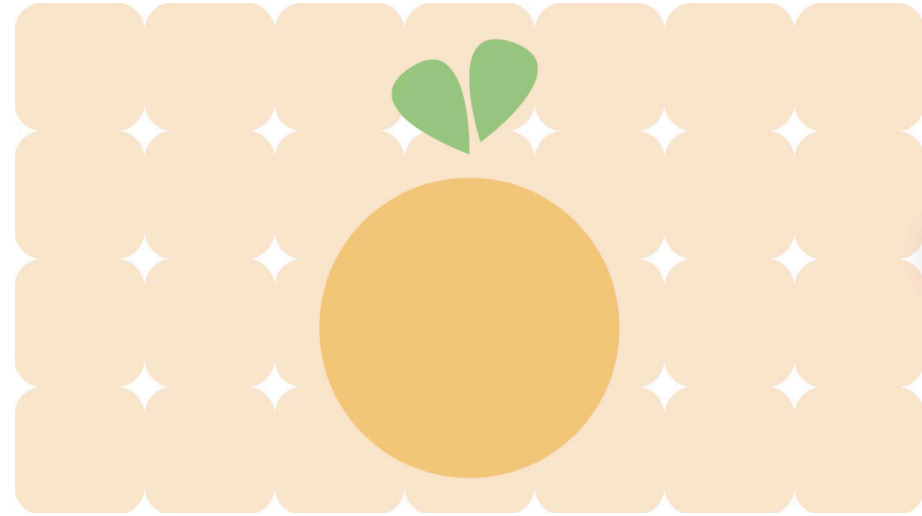
juice boxes

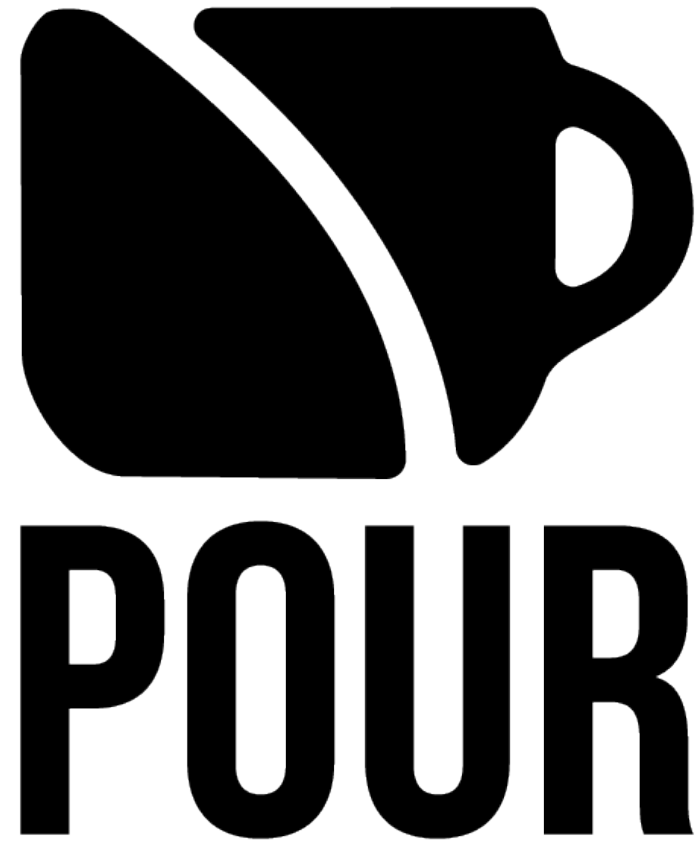


stickers



advertisement





Through 2025- 2026 I had the opportunity to work as part of social media production for Pour Coffee House. I used my knowledge of marketing promotion to integrate both static and motion pieces for the company. This allowed me to work for a live business that pushed for creativity within the college community, drawing on inviting marketing to draw customers into the business.

HOW TO START UR MORNING ☹️



PUMPKIN SPICED LATTE



ESPRESSO, HOUSE PUMPKIN SAUCE, CINNAMON, & MILK

POUR

COME & TRY SOMETHING NEW!



LATTE



TRY OUR BRAND NEW MENU ITEMS

MACAROONS & PECAN TARTS



GIFT CARDS ARE BACK!!

(ASK UR BARISTA FOR MORE INFO AT THE COUNTER)

WINTER MENU

GINGERBREAD HOUSE CHAI -WHITE CHOCOLATE AND GINGERBREAD

SNICKERDOODLE COLD BREW -BROWN SUGAR CINNAMON + VANILLA

PEPPERMINT MOCHA -PEPPERMINT

SPICED VANILLA COFFEE -CINNAMON, VANILLA & NUTMEG

CARAMEL APPLE LOTUS -CARAMEL SAUCE, APPLE SYRUP & RED LOTUS



CHAI

is

BACK

social media posts

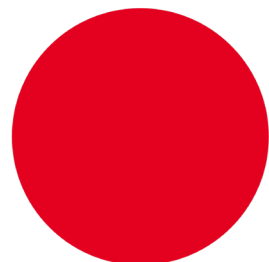
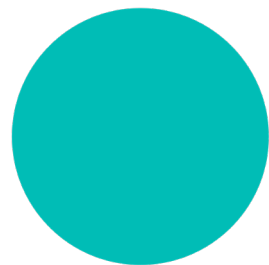


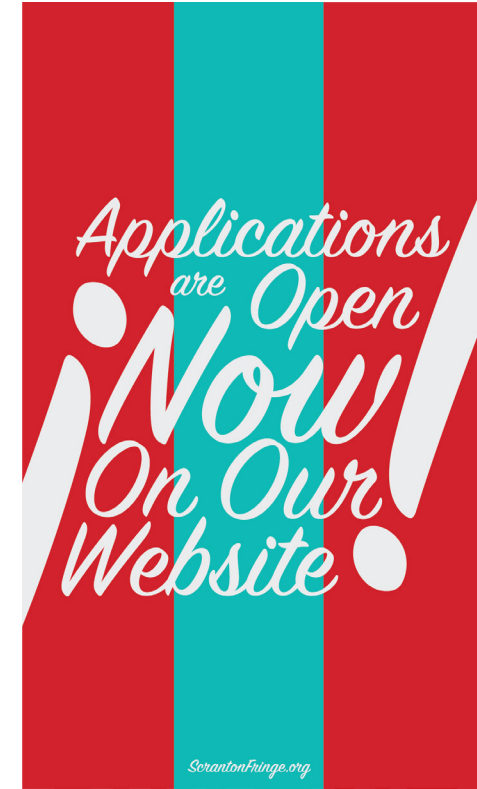
social media posts



Scranton FRINGE Festival

During the 2024-2025 academic year, I had the opportunity to intern at the Scranton Fringe Festival. The Scranton Fringe is a non profit organization that celebrates creative expression with an annual festival showcasing dynamic performances, thought provoking discussions and innovative art installations. I worked with existing branding to create promotional social media pieces as well as working hands on in the field at events. This role helped me strengthen my creative problem solving and real world execution of my design skills.





promotional video

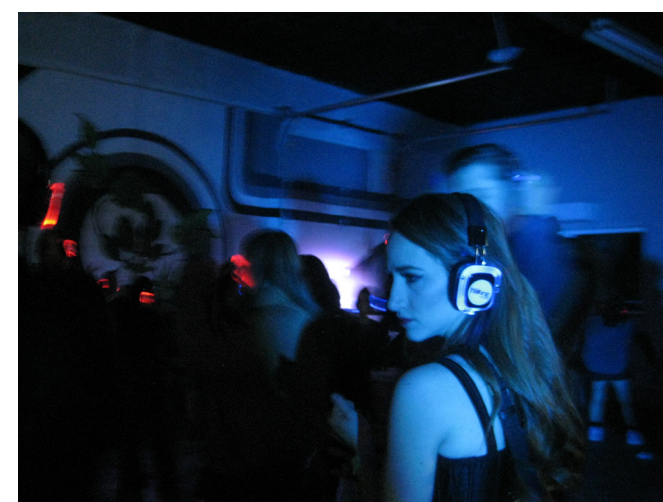
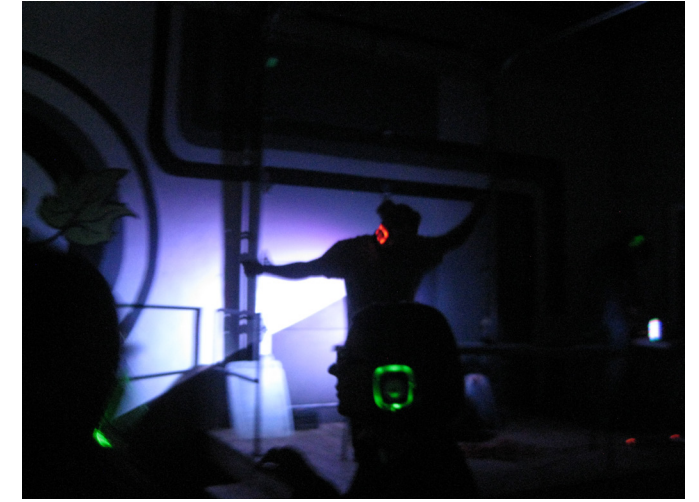
**THIS IS
SCRANTON FRINGE.**

CREATIVE

TOGETHER

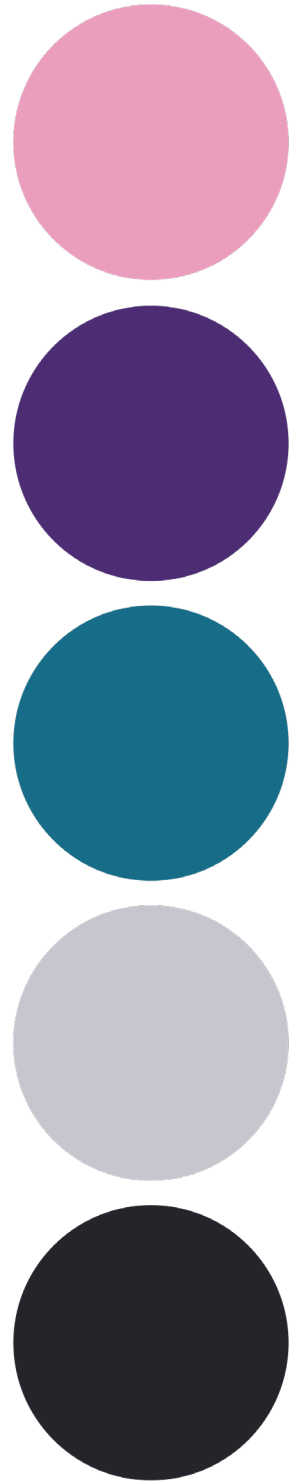
BOLD

silent disco photos



promotional video





Silver Tab

Silvertabs is a non profit thrift store driven by community building and upcycling clothes. This organization prides itself on self-expression, and encourages creativity and craft in addition to simply selling thrifted clothes. Reflecting traditional retro patterns while bringing in street and skate culture from the early 90s, the brand reflects the craft, DIY nature of the shop and mission.

posters



skateboards



tote bags

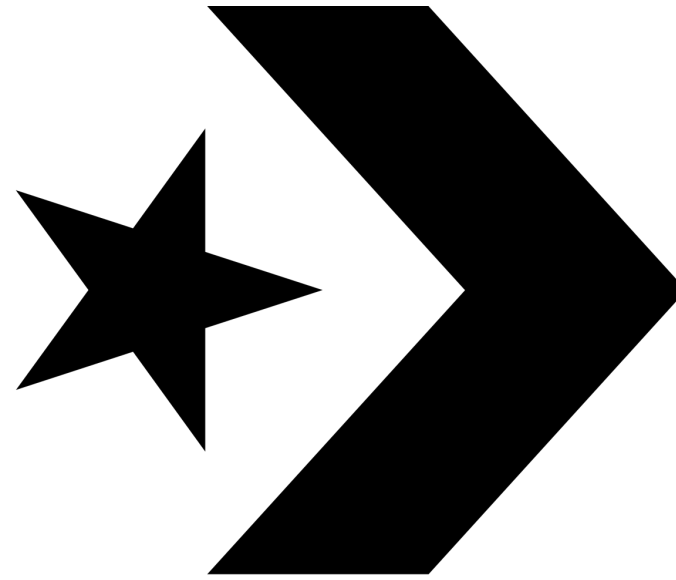


merch



tags

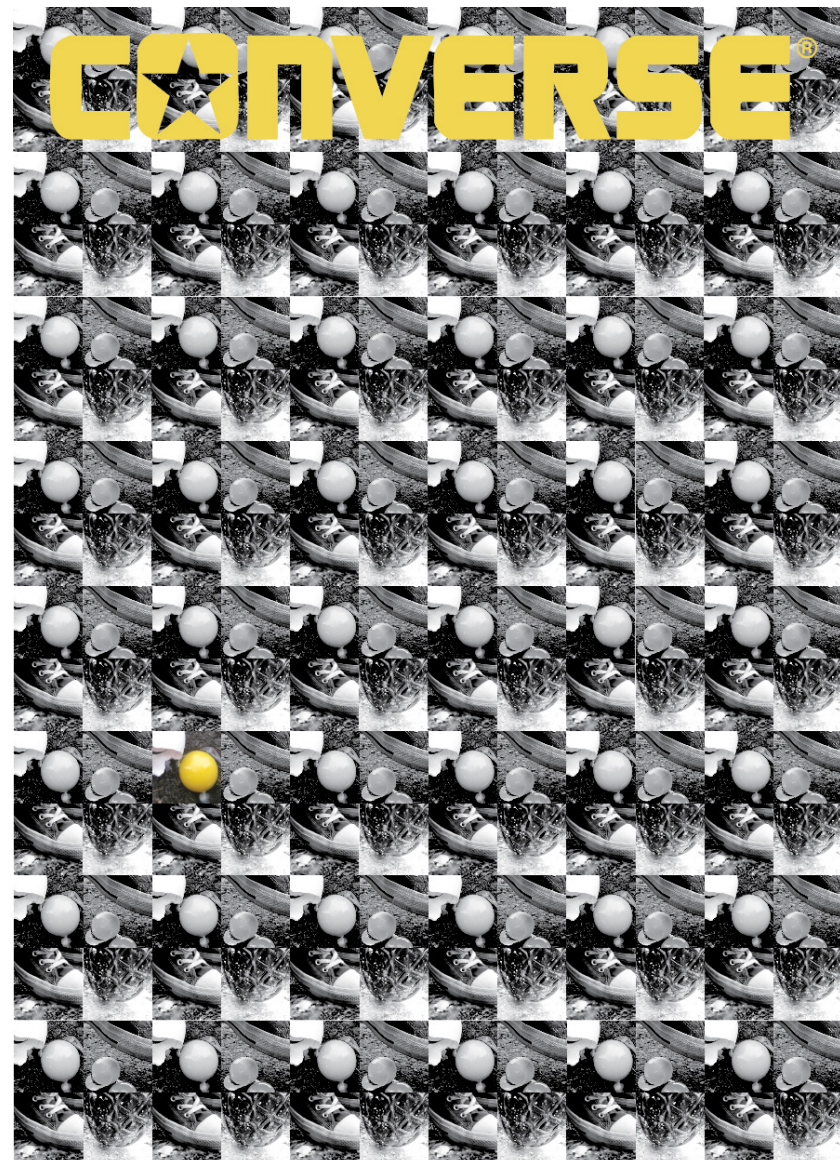
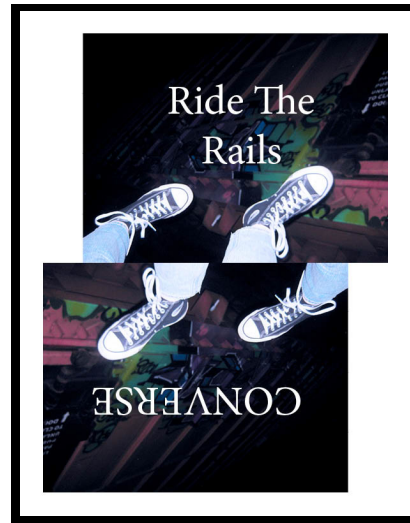




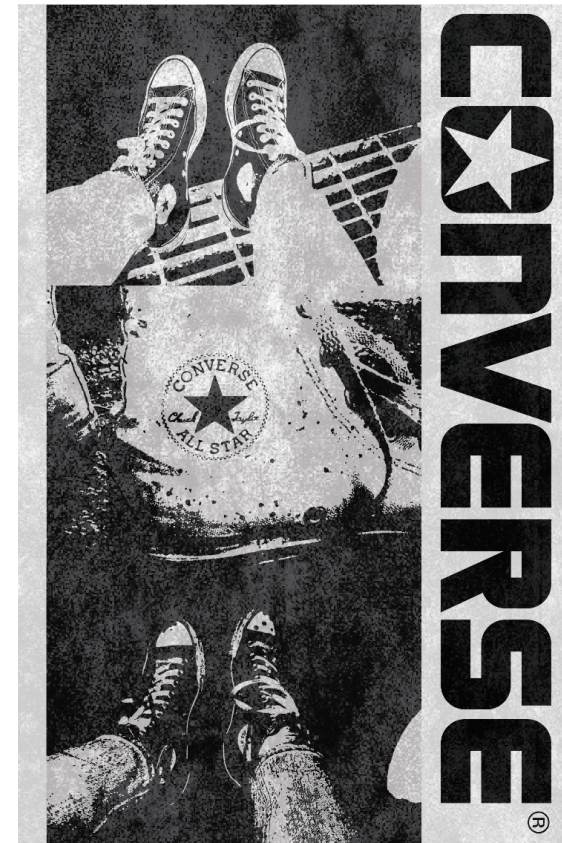
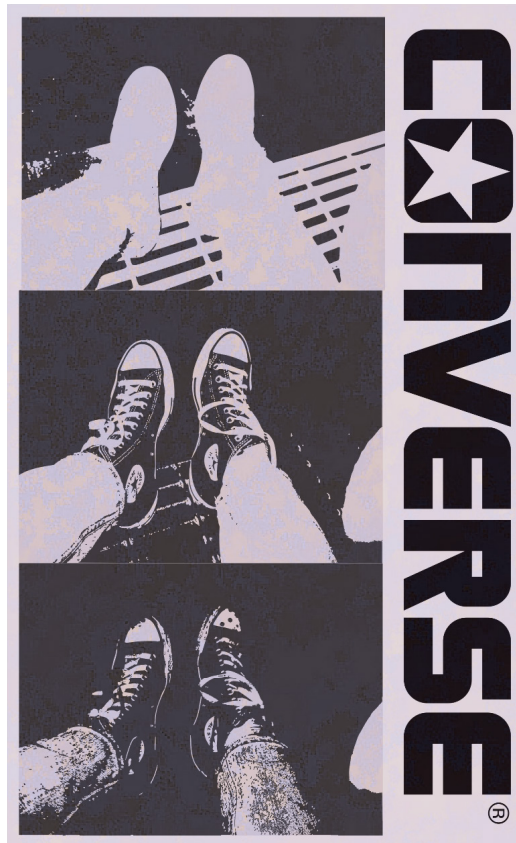
CONVERSE

For this project, it was necessary to acknowledge decades of equity already built into the brand. I worked through each style change of Converse while remaining true to the original brand. I explored the visual impact and recurring themes that can be seen through the decades. These images showcase my ability to shoot and edit while maintaining distinct aesthetics that still work within a unified brand.

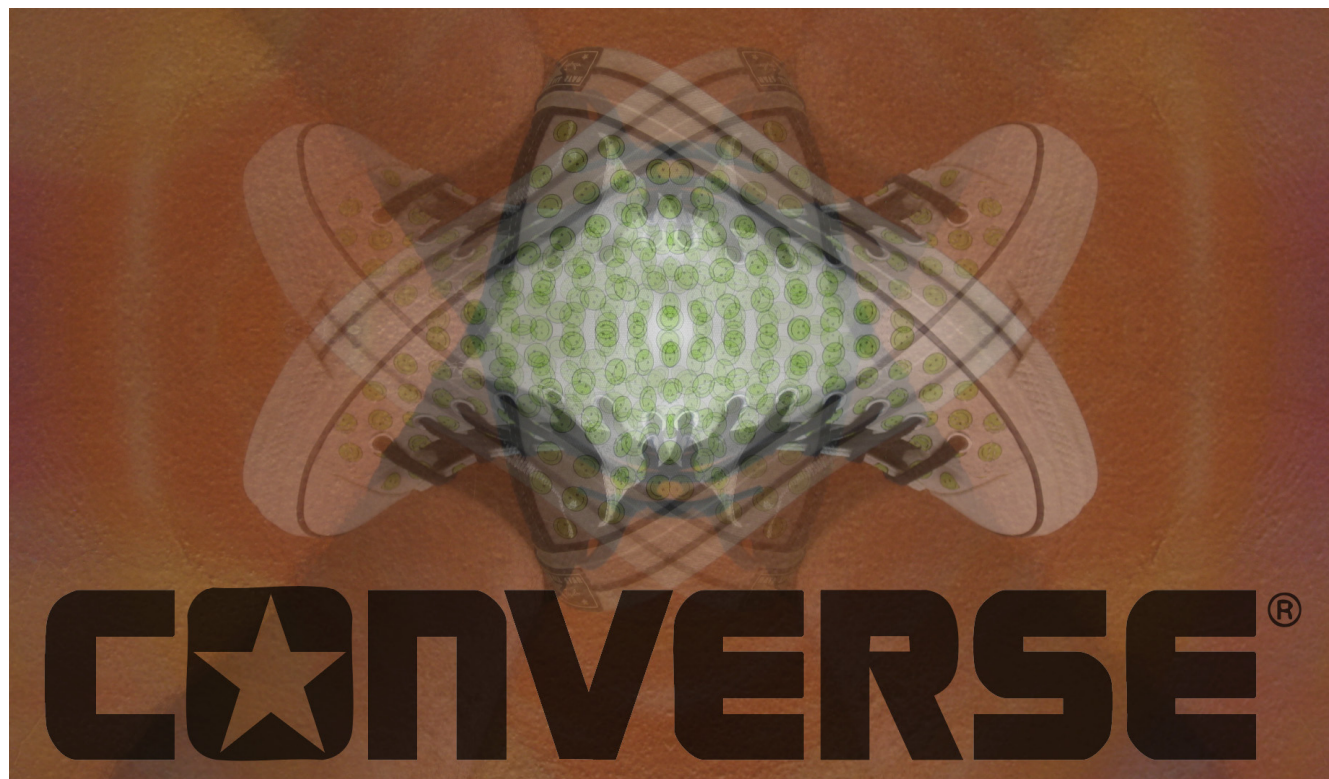
preliminary



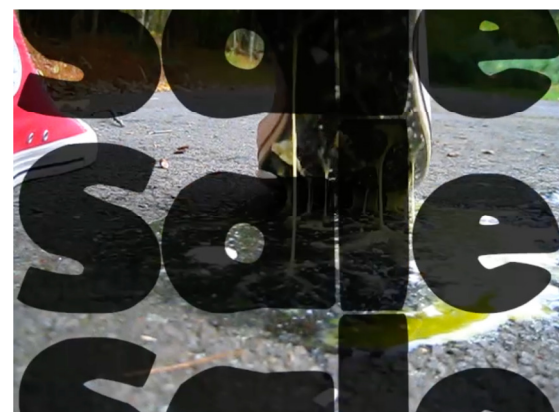
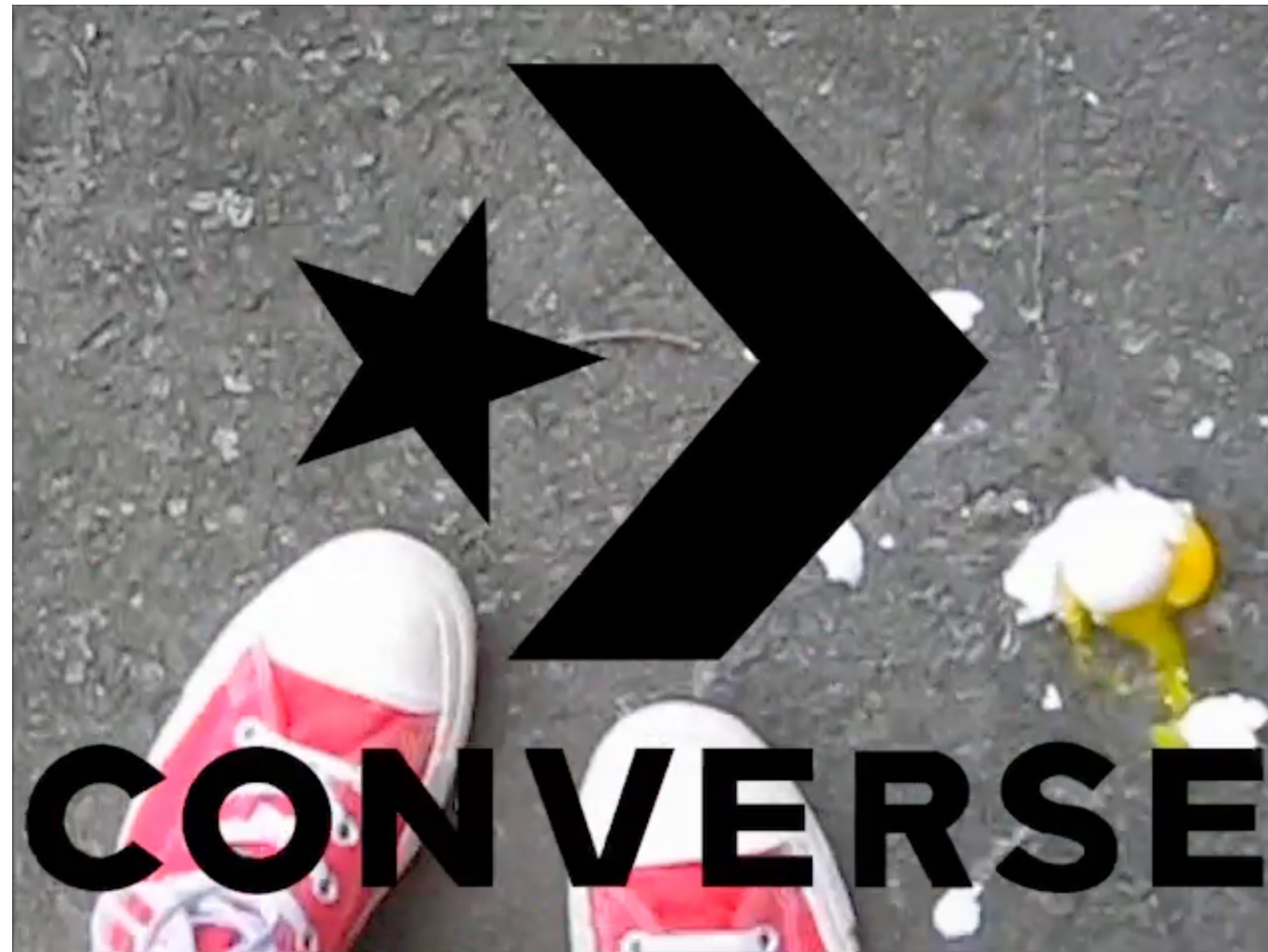
retro posters



modern posters



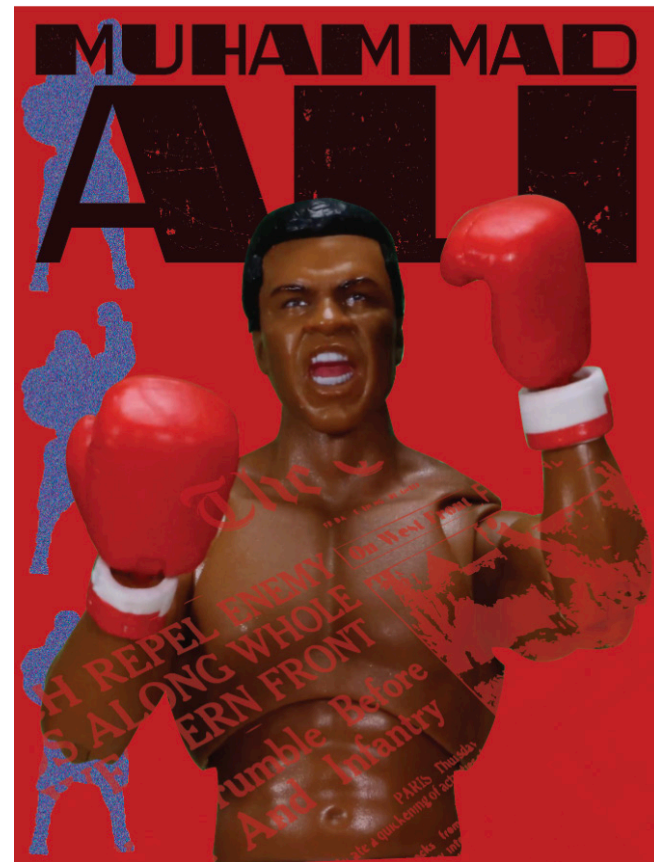
advertisement



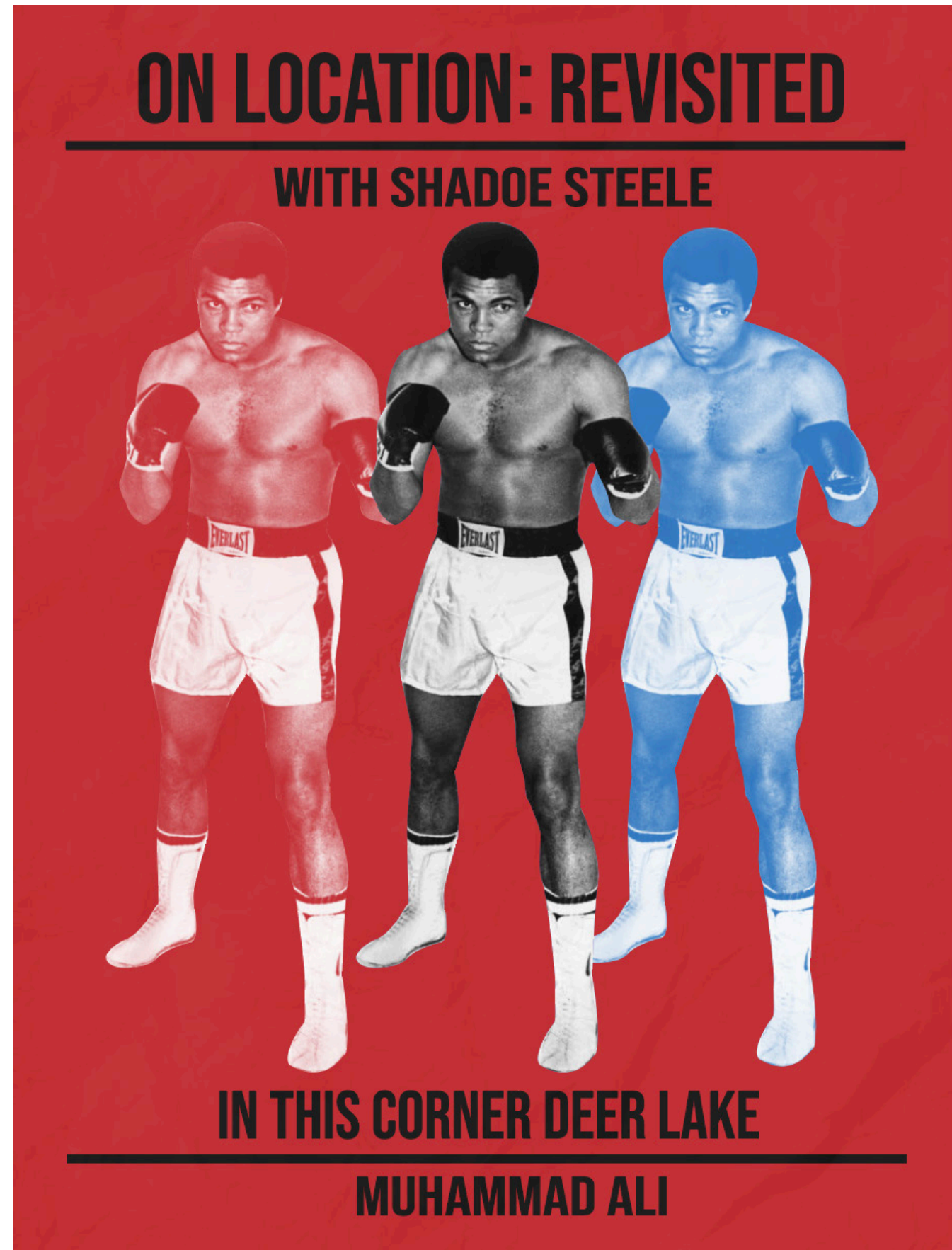
MUHAMMAD ALI

I had the opportunity to create a dynamic poster and promotional video for a published documentary revolving around Muhammad Ali and his accomplishments. This project showcases my ability to work with live clients' expectations for a seamless final product. Using my ability to edit and execute and maintain clean cut designs within the boundaries of a vintage aesthetic and historical accuracy.

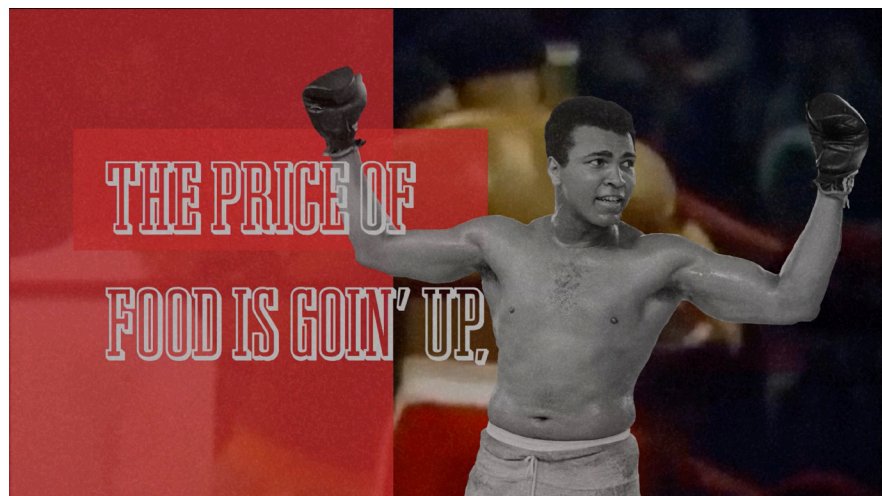
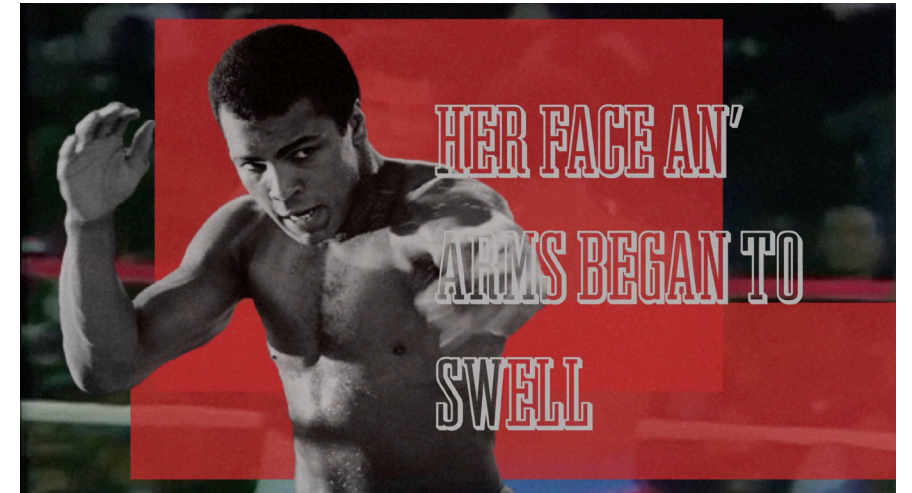
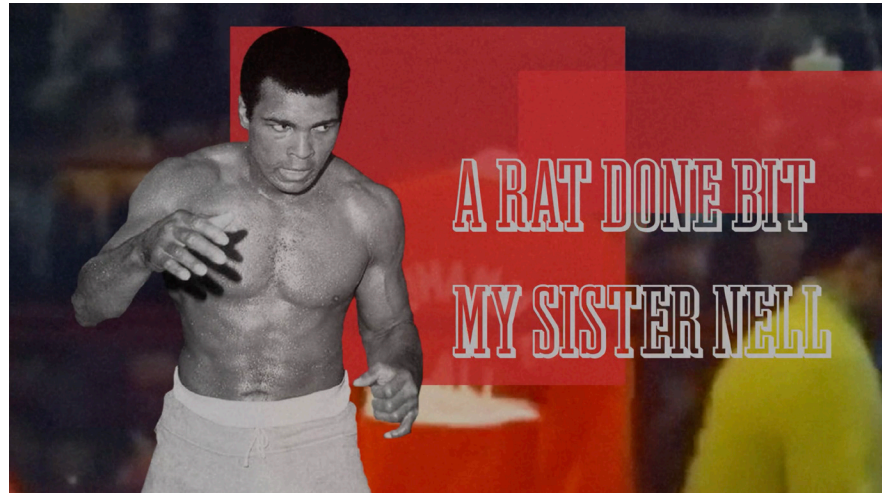
preliminary



poster



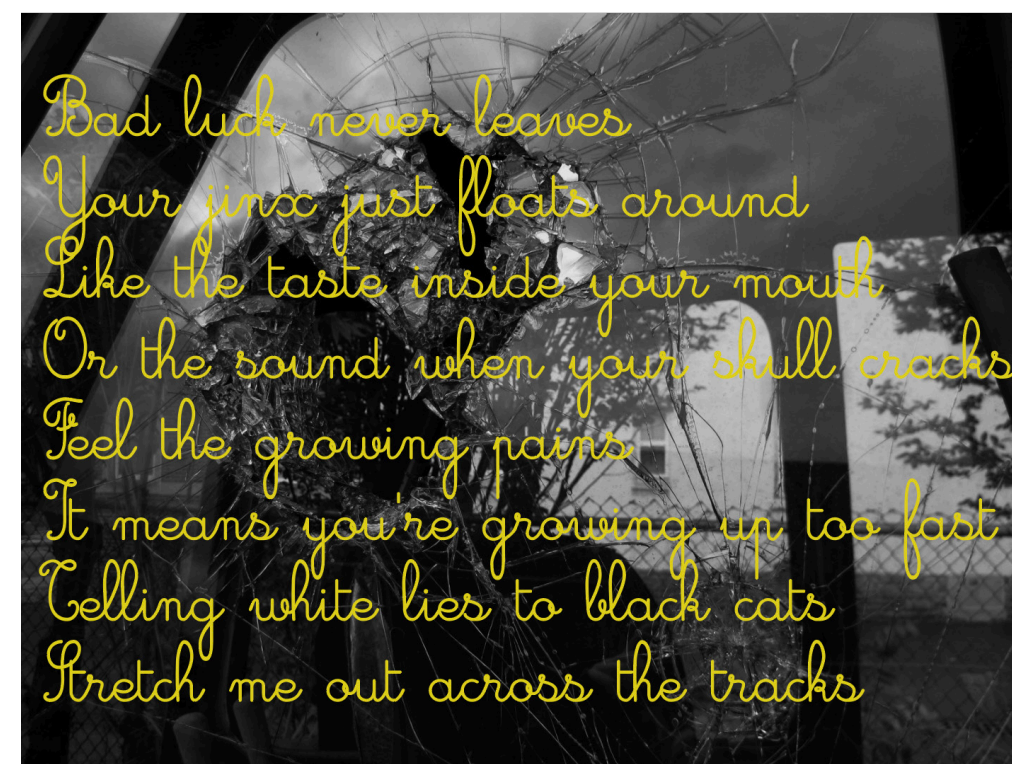
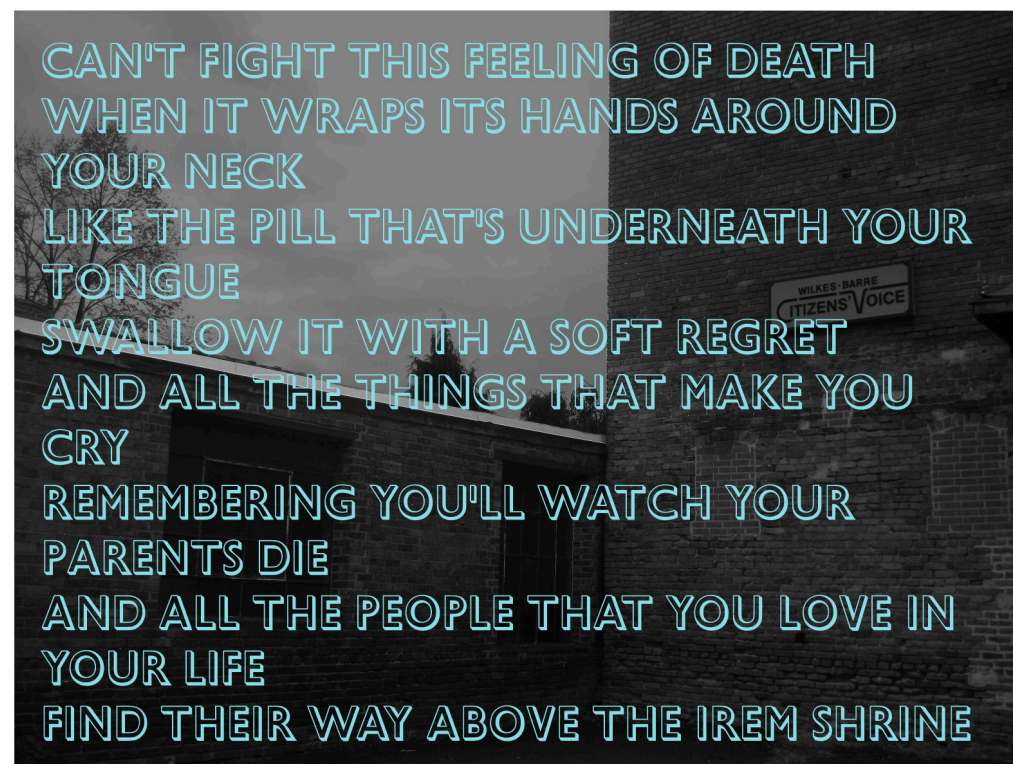
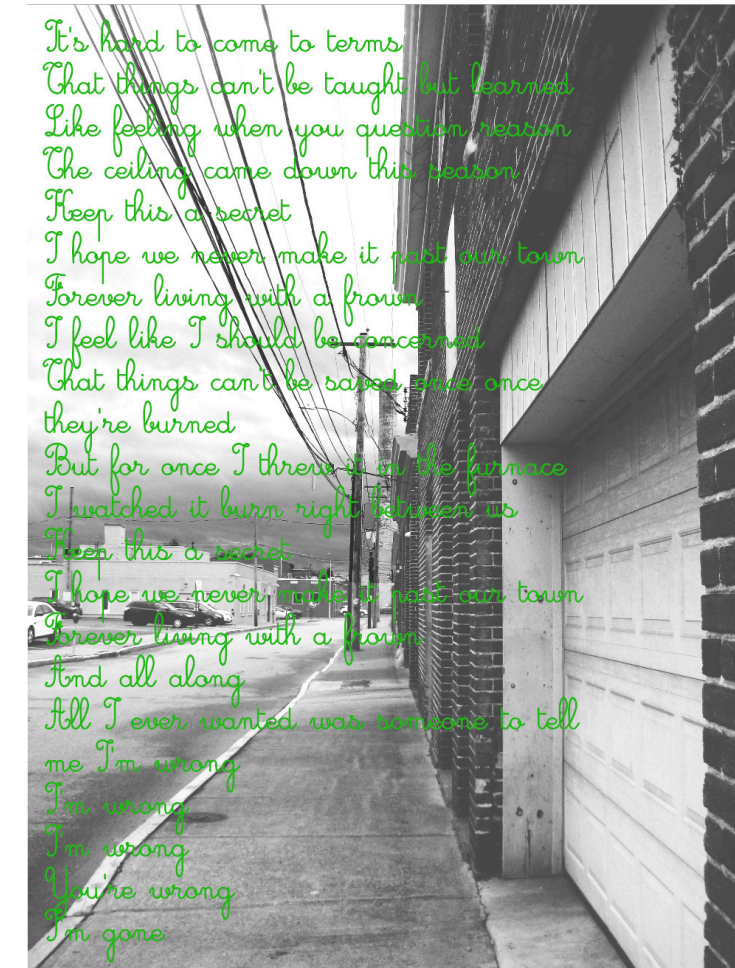
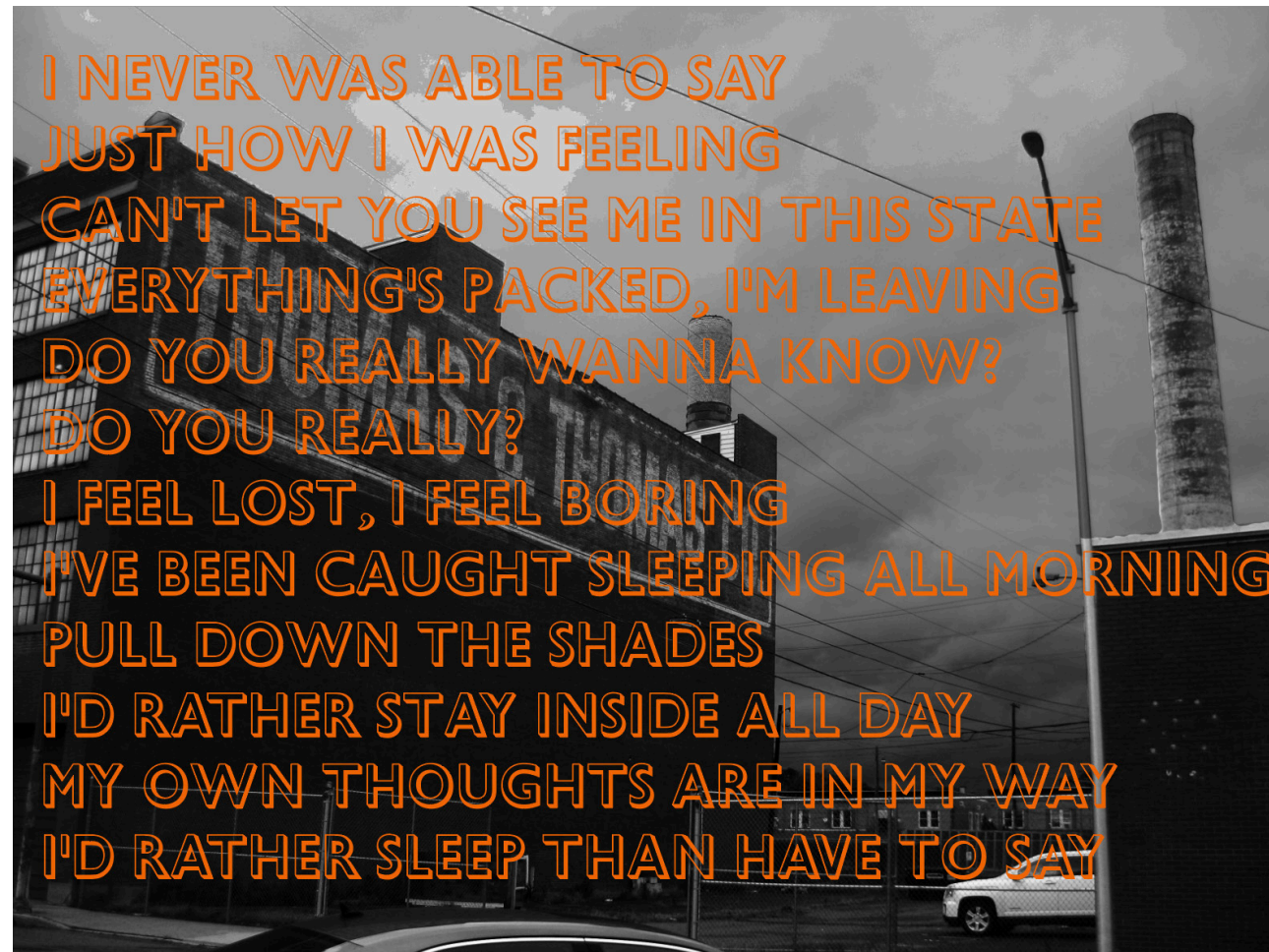
lyric video





TITLE FIGHT

This project is inspired by the band Title Fight, combining their post hardcore musical aesthetic with imagery of Wilkes-Barre, the band's hometown. This blend of lyrical type and photography showcases my ability to work within a limited scope of assets. This project highlights my skills in motion, typography and creating a distinct feeling out of this era of music.

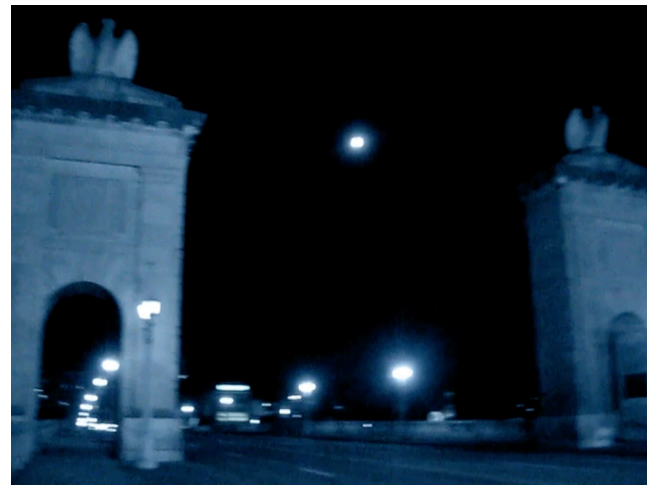


music video



title fight

music video



lyric video



THANK

YOU

