SENIOR MULTIDISCIPLINARY DESIGNER

JOMANDA BOLIVAR

DESIGN PORTFOLIO

DESIGN WITH PURPOSE

BRAND

Creating cohesive visual systems across consumer touchpoints.

STRATEGY

Translating business and marketing objectives into visual solutions.

CRAFT

Balancing typography, imagery, composition and production requirements.

EXECUTION

Taking concepts from initial direction through final production.



MASTERED TECHNIQUES

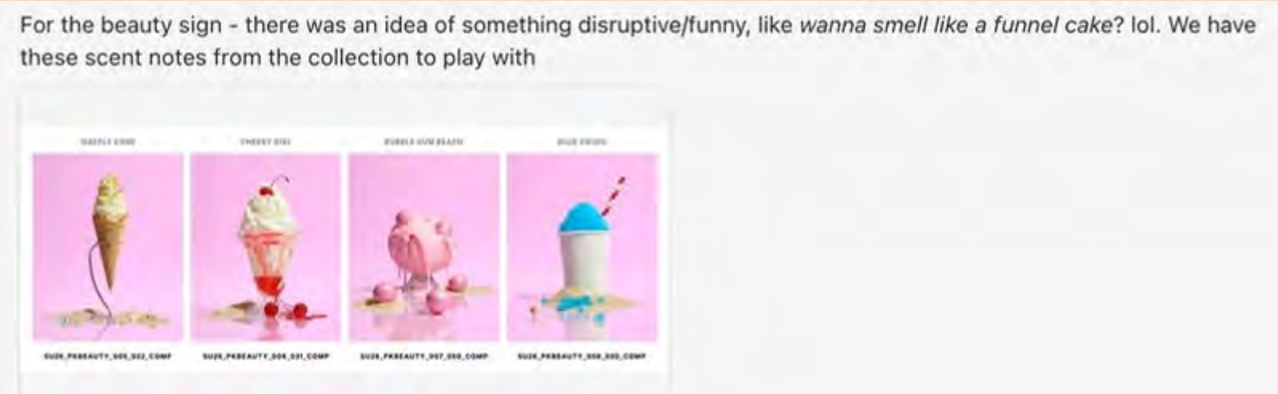
- BRAND + RETAIL
- APPAREL GRAPHIC DESIGN
- FASHION ILLUSTRATION AND HANDS-ON SEWING

BRAND & RETAIL



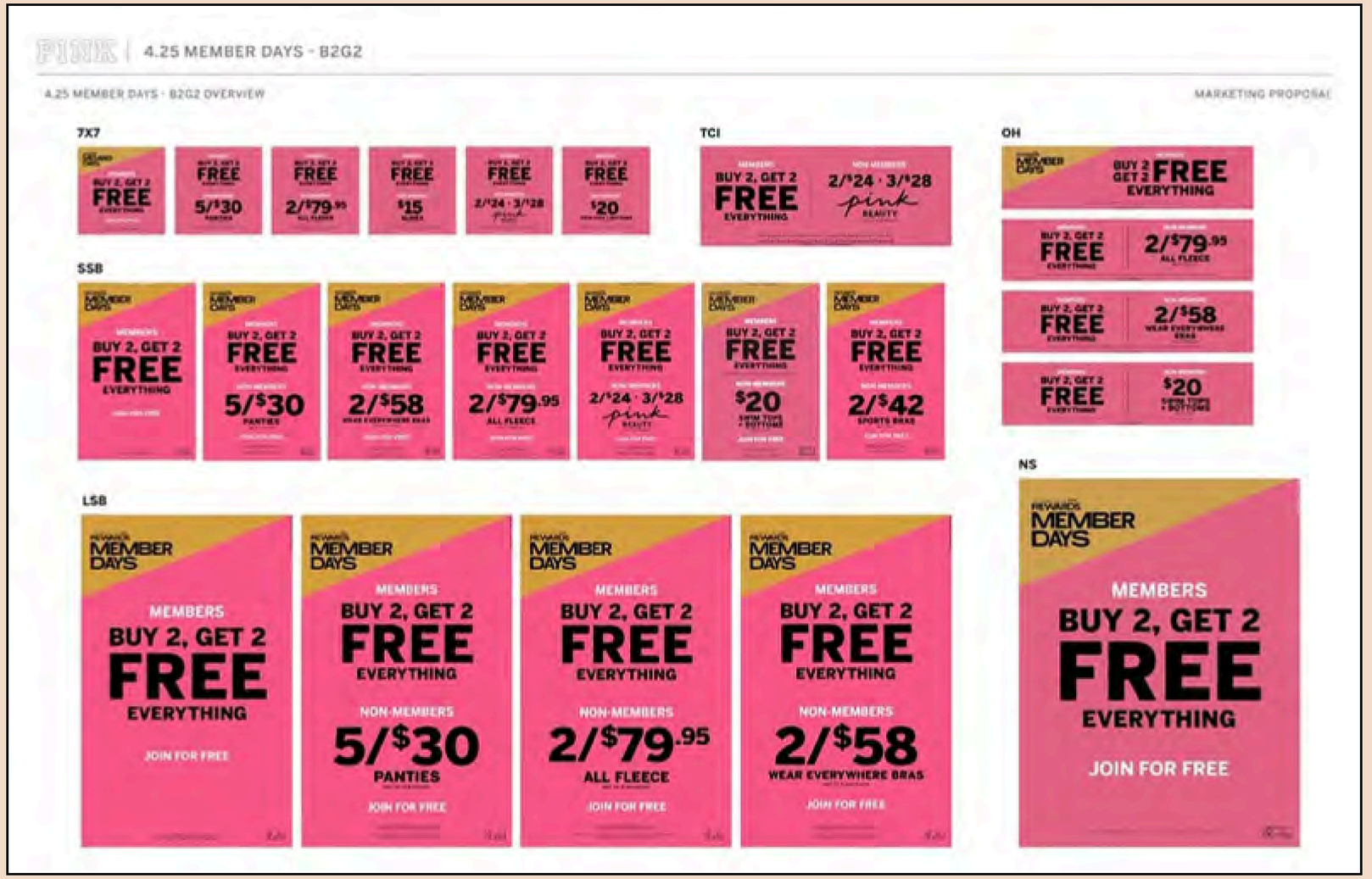
PINK BEAUTY SIGN

Role: Lead Design (via Pink)
The Project: Create composition using PDP representing scent notes from the collection.





PINK MEMBER DAYS CAMPAIGN



Role: Lead Design (via Pink)

The Project: Spearheaded the multi-channel visual assets and environmental retail signage for the national "Member Days" marketing activation.

ASTORIA ACTIVEWEAR EMAIL







Role: Lead Design (via Astoria Activewear)

Email Brief: We are sending an email highlighting “Summer Sets” and calling out “Shades of Blue” as the color of the Summer. We want to feature multiple shades of blue from prior collections and lean into the ocean, beach and vacation vibes. The hero image should either be a mix of the blue colors or a gif. The body should feasture all 3 shades of blue as sets.

HAUTE SWIMWEAR SOCIAL POST





Role: Lead Design (via Haute Swimwear)

Email Brief: Highlight the zodiac sign of the month and build out a corresponding key swim look and accessories collage that ties back to that zodiac sign. This month we are highlighting Leo (July 23 - August 22). Leos are bold, charismatic, creative and protective. For this sign we will highlight our Strawberry Red color way from our American Honey collection.

THE JOMI SERIES EVENT PACKAGING



WATER LABELS



GUEST GIFT BOXES



GUEST NOTEPADS

Role: Lead Design (via Jomi the Label)
The Project: Extend a cohesive event identity across custom packaging, labels, gifts and branded collateral.
The Impact: Created a polished unboxing and gifting that strengthened the events visual identity and guest experience.

FOREVER 21 × SELENA CAPSULE



Role: Lead Identity & Trim Design (via C-Life Group)
The Project: Developed the primary branding, custom hangtag labels for a national retail capsule honoring the legacy of Selena Quintanilla.
The Impact: Navigated a rigorous corporate pipeline to secure direct design sign-off from the artist's estate (Suzette Quintanilla) for nationwide retail rollout.



APPAREL
GRAPHIC DESIGN

DESIGN PROCESS

TREND RESEARCH

Conduct market research to identify current consumer preferences and demands.

MATERIAL SELECTION

Choose fabrics and materials that align aesthetically while also ensuring quality, durability and sustainability.

DESIGN DEVELOPMENT

Refine concepts through sketching, prototypes and testing to create wearable art.

TECH PACK:

NASA

CONCEPT & EXECUTION

Transformed licensed NASA assets and premium archival imagery into a cohesive, high-demand commercial graphic collection. Utilized advanced digital manipulation and specialized saturation techniques to create a distinct, high-energy visual identity.

PERFORMANCE

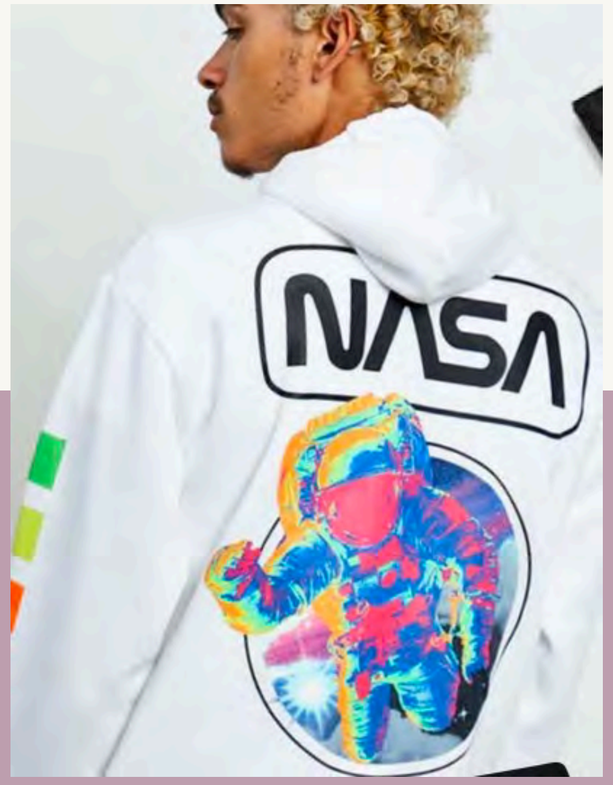
Successfully positioned the collection for mass-market appeal, driving high-volume wholesale acquisition and consistent replenishment cycles from top-tier youth culture retailers.



NASA



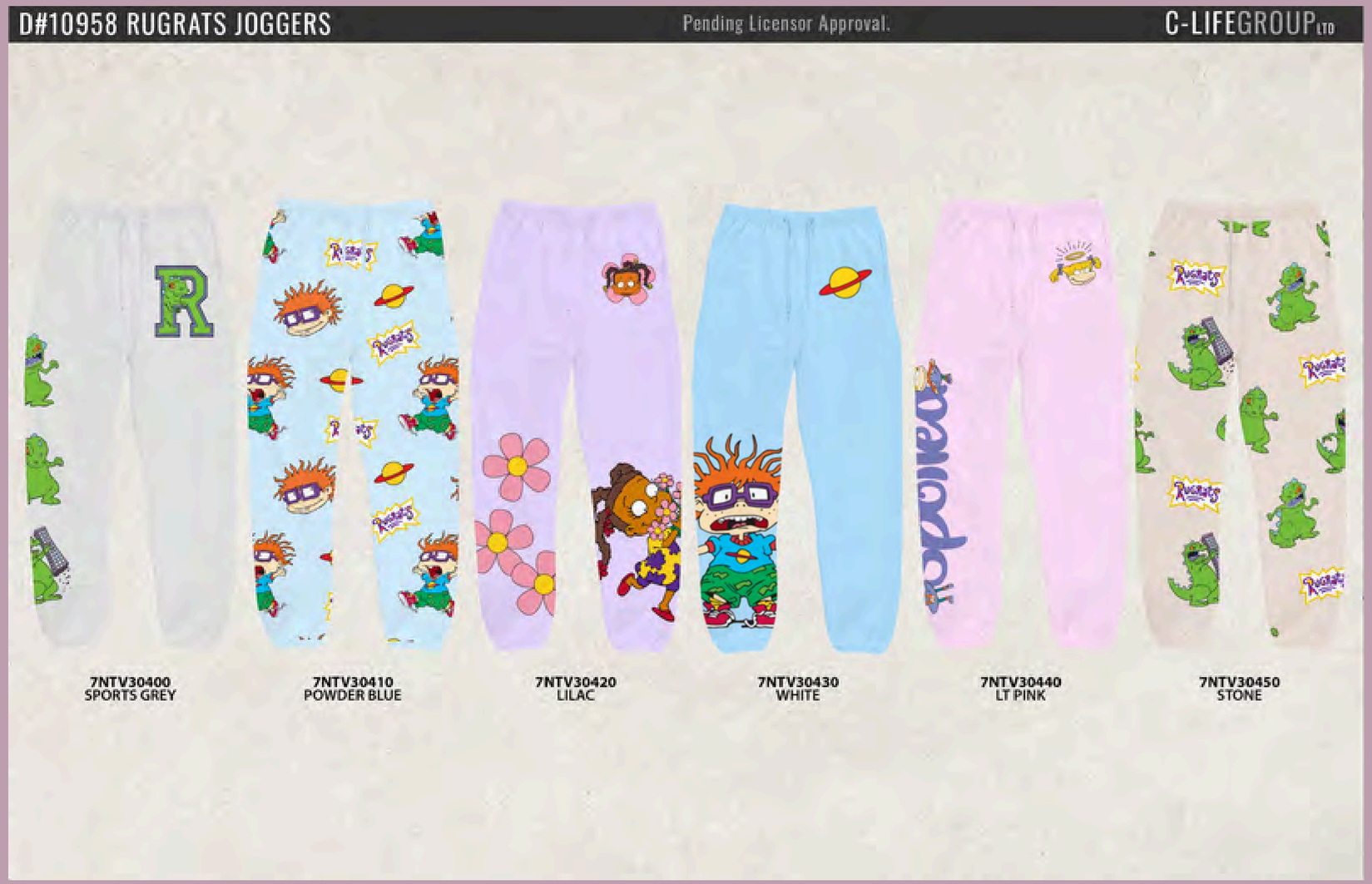
SOLD BY
FASHION NOVA



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PACSUN



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FOREVER 21



TECH PACK:

RUGRATS

CONCEPT & EXECUTION

Curated a trend-responsive loungewear program utilizing licensed Rugrats assets tailored for the contemporary juniors/women's segment. Blended vibrant retro color theory with minimalist design principles to capture an authentic, understated 90s aesthetic.

PERFORMANCE

Demonstrated strong commercial alignment by securing immediate retail adoption of 4 flagship jogger styles from a 10-option design matrix, ultimately generating sustained multi-order velocity across major retail distribution channels.

RUGRATS



SOLD BY
FASHION NOVA



SOLD BY
FASHION NOVA



SOLD BY
FASHION NOVA

TECH PACK:

BETTY BOOP

CONCEPT & EXECUTION

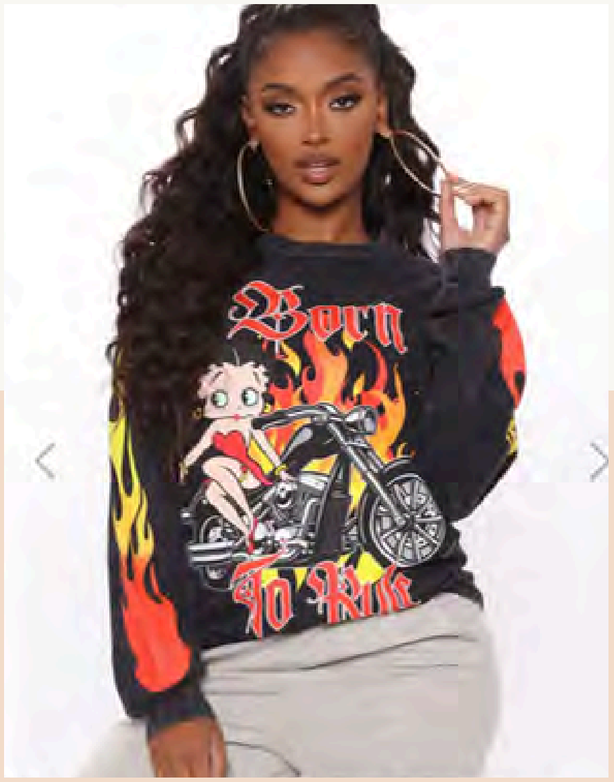
Conceptualized and executed a trend-driven apparel capsule utilizing licensed Betty Boop IP, blending iconic character graphics with an edgy motorcycle-heritage and "rocker" aesthetic. Developed a balanced product mix featuring juxtaposed contemporary cropped and oversized long-sleeve silhouettes, executed across premium vintage-washed and solid fabrication bases.

PERFORMANCE

Successfully captured high-demand youth culture trends, securing multi-style retail adoption across prominent fast-fashion networks, most notably achieving high-volume placement and commercial success with Fashion Nova.



BETTY BOOP



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FASHION NOVA



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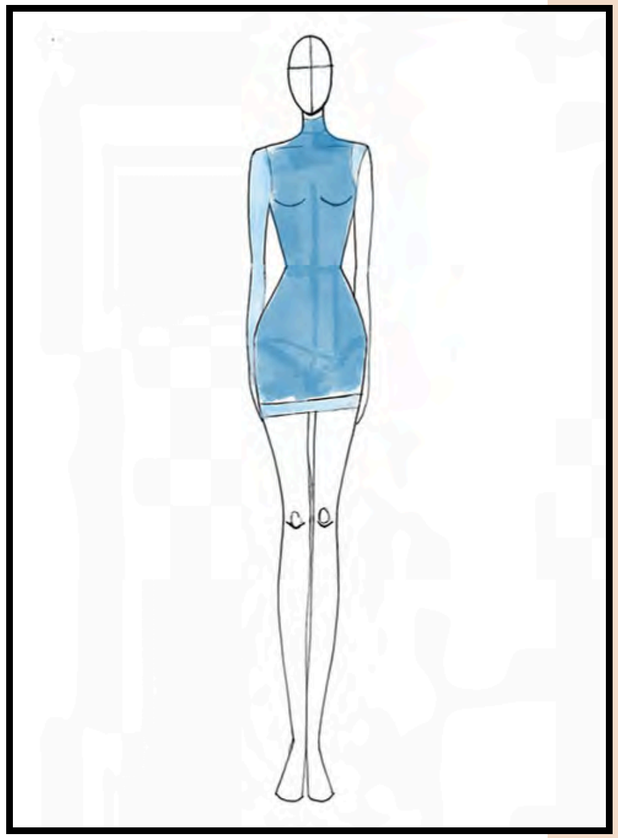


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FASHION ILLUSTRATION & SEWING



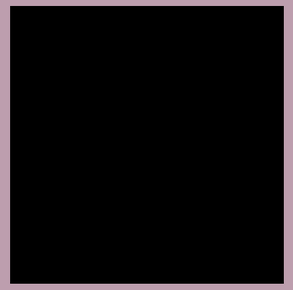
CONCEPT TO CREATION





COLOR PALETTE

CONCEPT TO CREATION





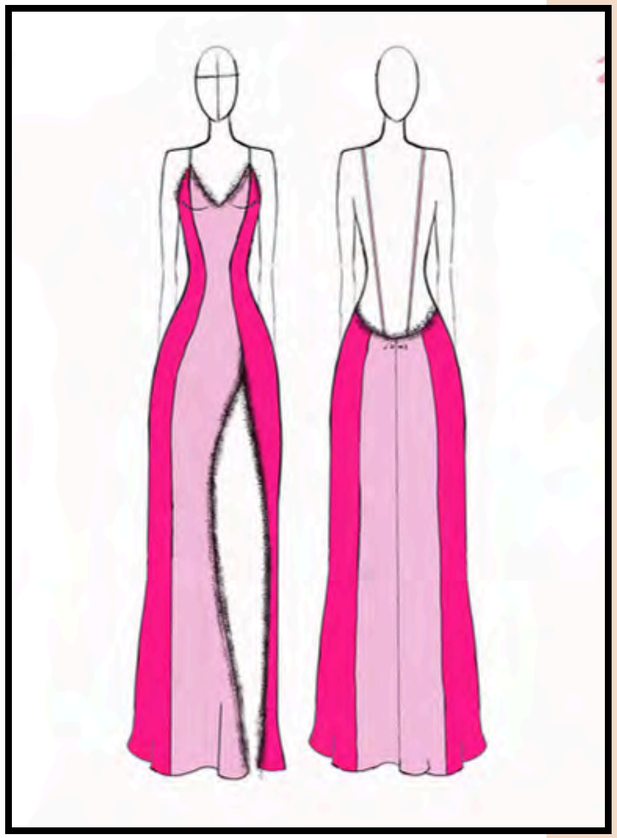


COLOR PALETTE





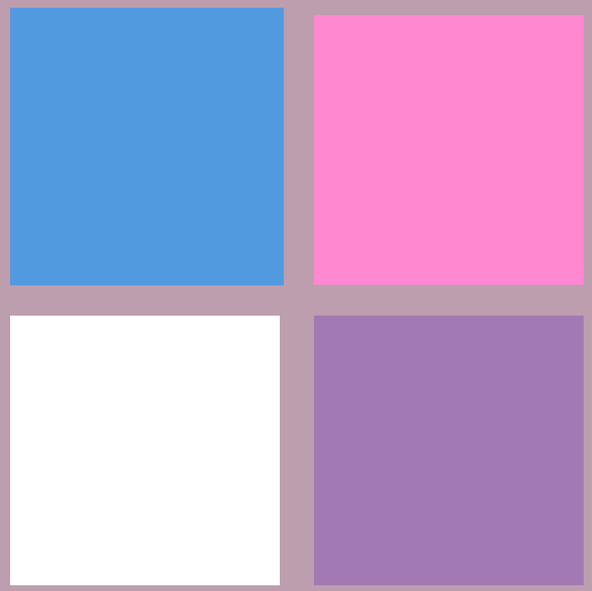
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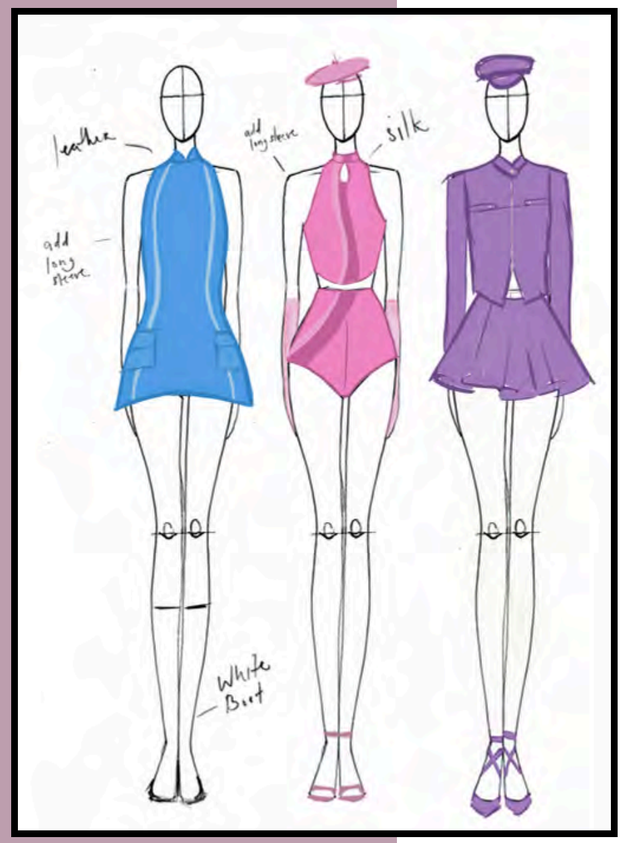


COLOR PALETTE

CONCEPT TO CREATION

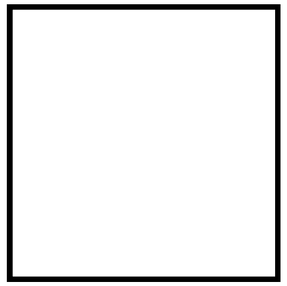


COLOR PALETTE

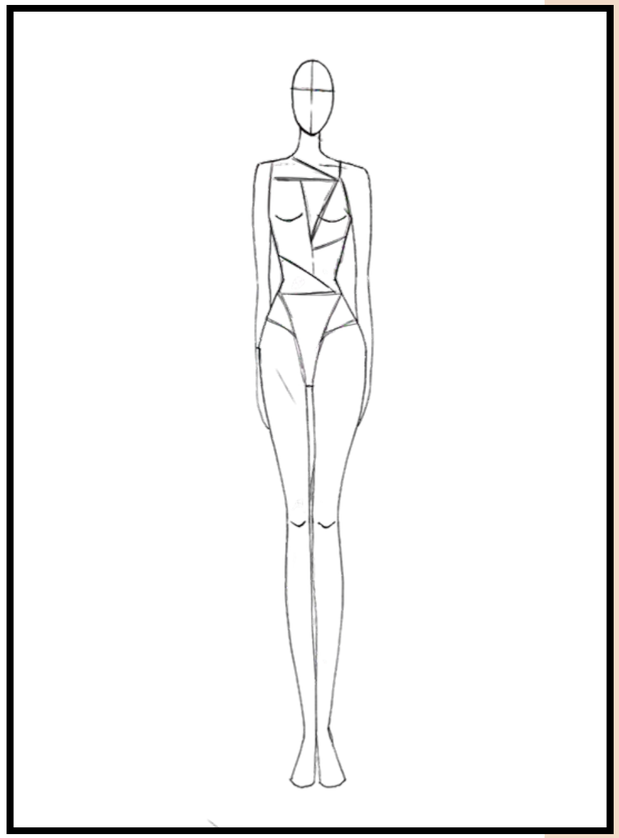




CONCEPT TO CREATION



COLOR PALETTE





SEWING PROJECTS







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LOCATION
Relocating to Miami