

MAN

MARY KATE MCCLARAN

graphic design portfolio

COWPOKE TATTOO STUDIO

Cowpoke Tattoo Studio is a fictional tattoo shop that fuses
old-western charm with modern tattooing techniques.

naming, branding, social media + merch



COWPOKE TATTOO STUDIO
9020 Garland Rd, Dallas, TX 75218
www.cowpocketattoo.com
817.362.9972



FOX HEALY
TATTOO ARTIST

817.634.8723
@foxhealytat



REAL PUNCHY. REAL PROFESSIONAL.





ASHTON
TATTOO ARTIST



**FLASH TAT
FRIDAY**
\$**60** PER TATTOO

LIMIT TWO PER CUSTOMER
cowpoke tattoo studio / 1-9pm



CASEY
BODY PIERCER



**WE ARE !
HIRING ***

COME WORK IN AN BRIGHT,
MUSIC-FILLED & INSPIRING ENVIRONMENT





HOLY SIP!

Holy Sip! is a fictional holistic seltzer brand that
nourishes both body and soul with natural flavors
and sustainable ingredients.

naming, branding, packaging, social media + merch

**HÖLY!
SIP!**

STRAWBERRY

**HÖLY!
SIP!**

CHERRY

**HÖLY!
SIP!**

ORANGE

**HÖLY!
SIP!**

PINEAPPLE





Sly Sip!

**sip.
revive.
thrive.**

**6
CANS**

STRAWBERRY

PREBIOTICS + PROBIOTICS + GLUTEN FREE

NATURALLY FLAVORED

70 CAL

PREBIOTICS + P

BIOTICS + PROBIOTICS + GLUTEN FREE

ve. thrive

AWBERRY

BERRY

Sly Sip!

PREBIOTICS + GLUTEN FREE

70 CAL



sip.
revive.
thrive.



holysipseltzer



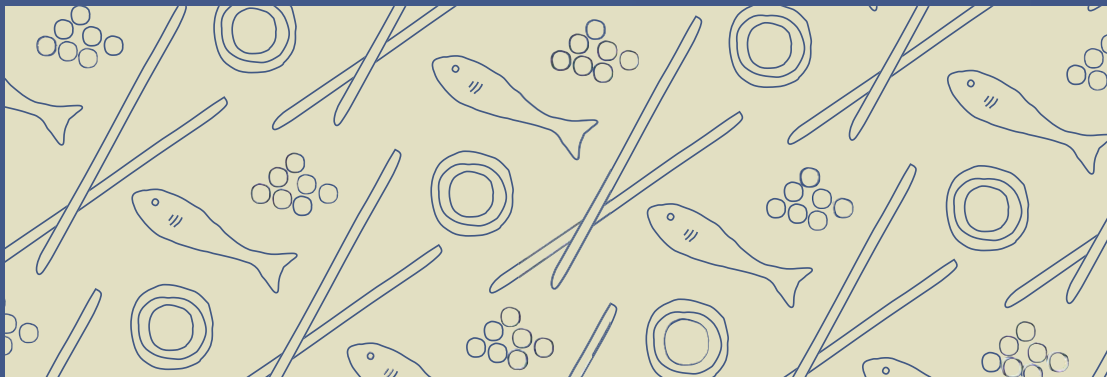
NORI + SAKE

Nori + Sake is a fictional and casual sushi restaurant
that serves fresh and tasty Japanese cuisine.

naming, branding, packaging + signage

NORI
+ SAKÉ

NORI
+ SAKÉ



NORI + SAKÉ

APPETIZERS

- EDAMAME** steamed soybeans seasoned with sea salt 5
- GYOZA** pan-fried pork + vegetable dumplings with dipping sauce 8
- TEMPURA SHRIMP** crispy battered shrimp served with tempura sauce 10
- SHUMAI** steamed shrimp + pork dumplings with soy-ginger dipping sauce 9
- TAKOYAKI** fried octopus balls with savory sauce + mayo 8
- TUNA TATAKI** seared tuna with garlic ponzu sauce + microgreens 12
- HAMACHI KAMA** grilled yellowtail collar served with ponzu sauce 14
- AGEDASHI TOFU** deep-fried tofu in tempura sauce with grated daikon and scallions 7
- SOFT SHELL CRAB** crispy fried soft-shell crab served with ponzu sauce 12
- SALMON SKIN ROLL** grilled salmon skin + cucumber + avocado + tobiko rolled in nori 8



SUSHI ENTRÉS

- CALIFORNIA ROLL** crab meat + avocado + cucumber, topped with tobiko 7
- SPICY TUNA ROLL** spicy raw tuna mixed with mayo + sriracha, topped with scallions + tobiko 8
- PHILADELPHIA ROLL** smoked salmon + cream cheese + cucumber, topped with scallions + sesame seeds 9
- VEGETABLE ROLL** cucumber + avocado + carrot served with soy sauce and wasabi 6
- DRAGON ROLL** grilled freshwater eel + cucumber + avocado, topped with tobiko + eel sauce 14
- RAINBOW ROLL** california roll topped with slices of tuna + salmon + avocado, drizzled with spicy mayo 13
- SPIDER ROLL** crispy fried soft-shell crab + cucumber + avocado, served with ponzu sauce 12
- CRUNCHY ROLL** tempura shrimp + cucumber, topped with tempura flakes + eel sauce 9



SPECIALTY ROLLS

- THE GODZILLA** crab meat + cucumber + avocado + sweet eel sauce 7
- THE FIRECRACKER** spicy tuna + avocado, topped with seared tuna, jalapeno, + spicy mayo 8
- THE SUNSET** tempura shrimp + asparagus rolled in soy paper, topped with salmon, avocado, and tobiko 9
- THE PINK LADY** crab meat + avocado rolled in pink soy paper, topped with tobiko + spicy mayo 6
- THE LUCKY** shrimp tempura + cucumber, topped with sliced avocado + drizzled with sweet eel sauce 14
- THE COWBOY** grilled beef + avocado + jalapeno, topped with seared salmon, scallions, + spicy mayo 13
- THE DANCING EEL** grilled eel + cucumber + avocado, topped with sliced tuna + eel sauce 12



DRINKS

- OLD FASHIONED 12
- COSMOPOLITAN 12
- MOJITO 10
- MOSCOW MULE 14
- SPARKLING WINE 15
- SOFT DRINKS 5
- ICED TEA 3
- LEMONADE 3

SWEET TREATS

- MOCHI ICE CREAM 6
- TEMPURA FRIED ICE CREAM 8
- MANGO STICKY RICE 7
- GREEN TEA CHEESECAKE 8







THE 512 COFFEE CRUISE

The 512 Coffee Cruise is a fictional coffee walk and the ultimate event for coffee lovers. The event includes tastings, workshops, and expert-led demonstrations.

naming, branding, social media, web + merch

the 512[®]

coffee  cruise

AUSTIN, TX



the 512 coffee cruise

Festival
oct. 15 & 16 | atx
specialty roasters. live music. art vendors.
www.the512coffeecruise.com



about



tickets



shop



music



merch



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[map](#)



[specialty roasters](#)

[live music](#)

[art vendors](#)

october 15th & 16th / auditorium shores @ town lake

welcome to the 512!



the 512
coffee ☺ cruise
AUSTIN, TX

specialty roasters live music art vendors

october 15th & 16th / auditorium shores @ town lake

the 512[®]
coffee ☺ cruise
AUSTIN, TX

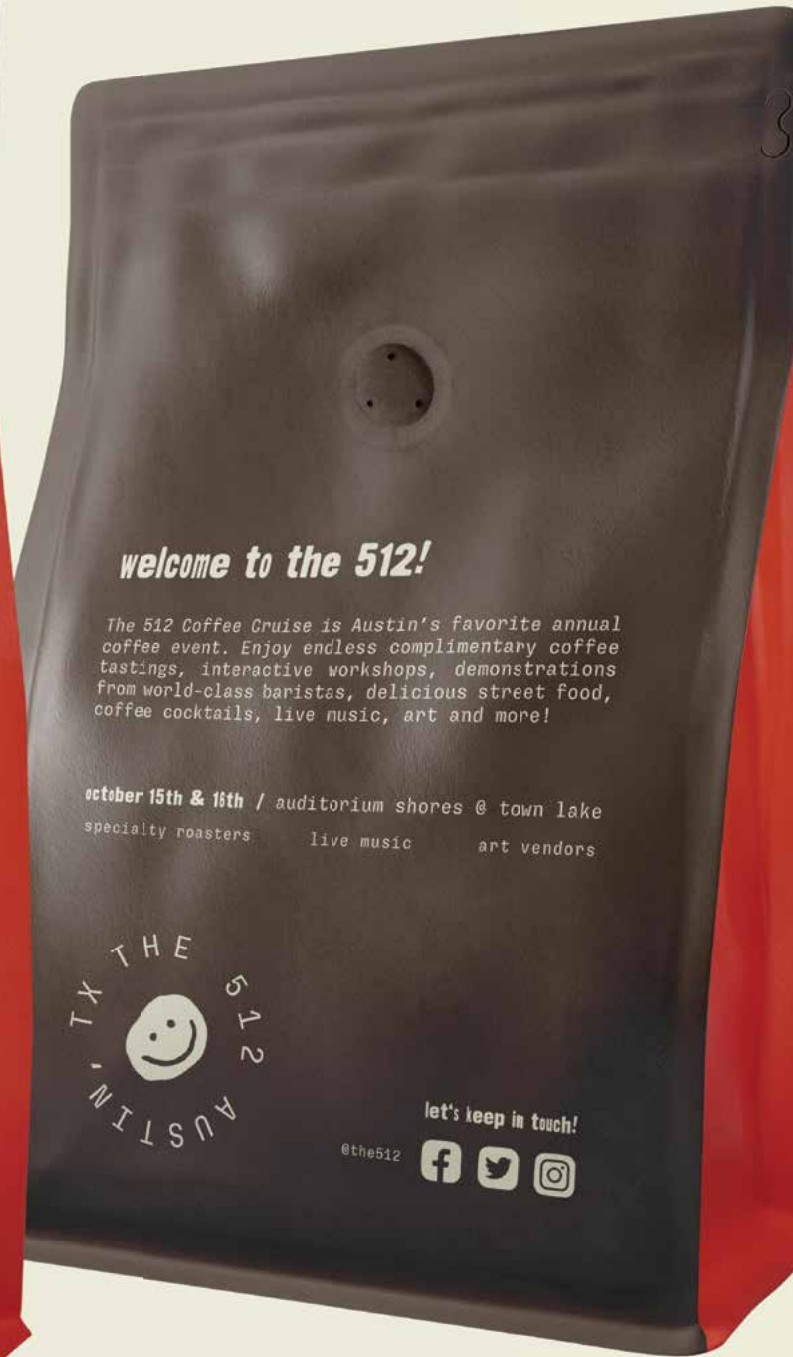
specialty roasters live music art vendors

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the 512[®]
coffee ☺ cruise
AUSTIN, TX

specialty roasters live music art vendors

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NIKE X BILLIE EILISH

A catalog designed for the 2023 Nike Air Force 1
x Billie Eilish collaboration.

logo redesign, catalog, signage, social media + website



NIKE®

"The challenge and opportunity with this collection was to respect the originals, but make them my own."

- Billie

SPRING 2023
COLLECTION



NIKE DUNK LOW RETRO PRM

This Nike Dunk Low features a Pale Ivory, Medium Soft Pink, and Night Maroon colour combination. Constructed with the typical leather build while mesh drapes the tongue, Pale Ivory adorns the overlays and midsole, and Maroon covers the base.



NIKE AIR FORCE 1 LOW 'GORGE GREEN'

The Nike Women's Air Force 1 Low 'Gorge Green' dresses the hardworn icon in a vintage-inspired color scheme that complements the shoe's heritage design. Cream-colored laces secure the aged white leather upper, accented with extra side stitching that nods to the original 1982 release.



AIR FORCE 1 LXX "VACHETTA"

This Low Air Force 1 model features Vachetta Tan tones across its leather base and foam midsole. Overlays around the toe, along the tongue, and across the heel are made of a light brown suede construction while profile Swooshes and upper heel panels feature a dark brown leather build.



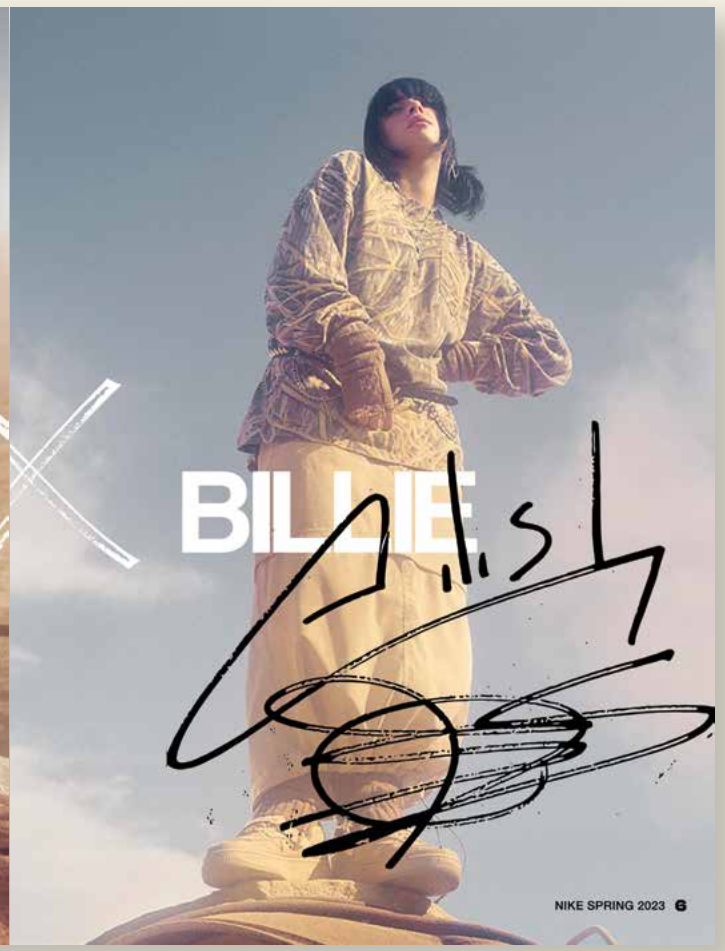
NIKE X JACQUEMUS

The partnership between Nike and Jacquemus is built on the belief that sport lifestyle extends beyond performance. Merging Nike's sport appeal expertise with Jacquemus' distinct style and approach to fit, this collection redefines women's sportswear for the contemporary athlete.



AIR FORCE 1 LOW
RELEASE DATE 1.13.23
nike.com/airforce1

NIKE



BILLIE

AF1 LOW IN SEQUOIA NIKE x Billie Eilish

AF1 LOW IN MUSHROOM NIKE x Billie Eilish

RECYCLED TEXTILE BASE
 ADDED RECYCLED TEXTILE WEBBING TO THE RAND OF THE AF1
 NEW AF1 MIDSOLE FEATURING NIKE REGRIND AND SOLID RUBBER OUTSOLE PERIMETER
 METAL DUBRAE FEATURING BILLIE'S BLOSHH LOGO
 HIDDEN LYRICAL MESSAGING ON STROBEL, READING: "IT'S HARD TO STOP IT ONCE IT STARTS."
 SOCKLINER MADE OF ZOTE SCRAP FOAM
 NIKE X BILLIE LOGO ON SOCKLINER

"The challenge and opportunity with this collection was to respect the originals, but make them my own. It was also important for me to mix in environmentally preferred materials where we could and present them in a way that felt fresh."
 - Billie

NIKE SPRING 2023 9

SEQUOIA T-SHIRT NIKE x Billie Eilish

HEAVYWEIGHT COTTON HAS A STIFF DRAPE FOR A MORE PREMIUM, STRUCTURED LOOK AND FEEL ROOMY THROUGH THE SHOULDERS, CHEST AND BODY FOR EASY MOVEMENT AND CASUAL COMFORT. SILICONE PRINTED GRAPHICS ON THE LEFT CHEST AND BACK HEEM.

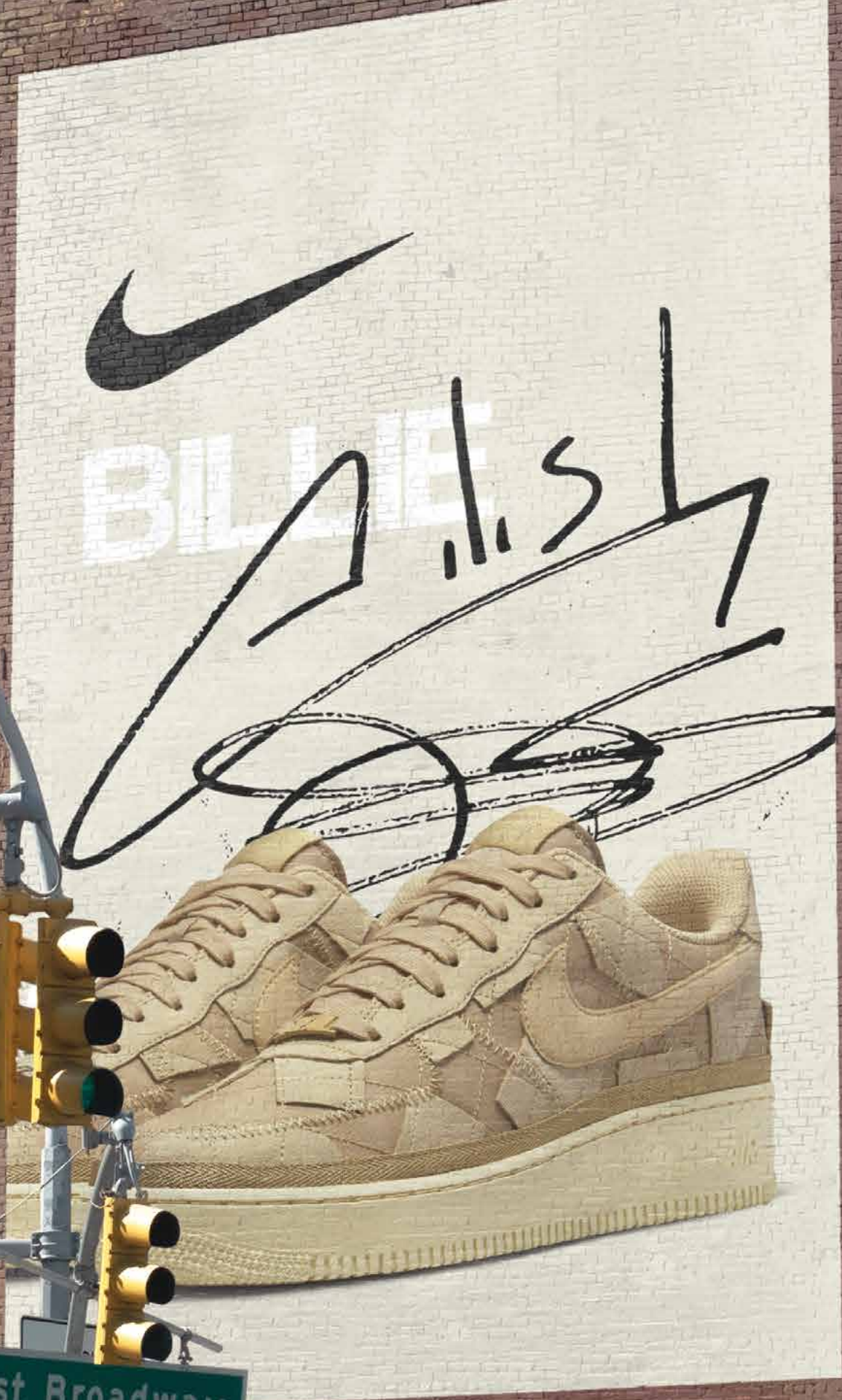
INSPIRED BY BILLIE'S SIGNATURE OVERSIZED STYLE, A SELECTION OF MATCHING TONAL HOODIES, TROUSERS AND TOPS ARE MADE FROM HEAVYWEIGHT COTTON FLEECE—EACH PROVIDING A ROOMY, COMFORTABLE FIT FOR HER SIGNATURE PRINTED GRAPHICS.

MUSHROOM TROUSERS NIKE x Billie Eilish

SILICONE "BILLIE EILISH" GRAPHICS ARE PRINTED ON A MUSHROOM-COLORED HEAVYWEIGHT COTTON BRUSHED-BACK FABRIC FOR SOFT WARMTH AND A PREMIUM FEEL. A SET OF DROP-IN POCKETS CREATE EASY-ACCESS STORAGE.

BILLIE EILISH

NIKE SPRING 2023 12



West Broadway





RIDLEY SURFWEAR

Ridley Surfwear os a fictional surf company
that specializes in producing sustainable
and unisex surf apparel.

branding, hang tags, signage, social media + merch



RIDLEY
SURF Co.

RID
SURF Co.
LEY

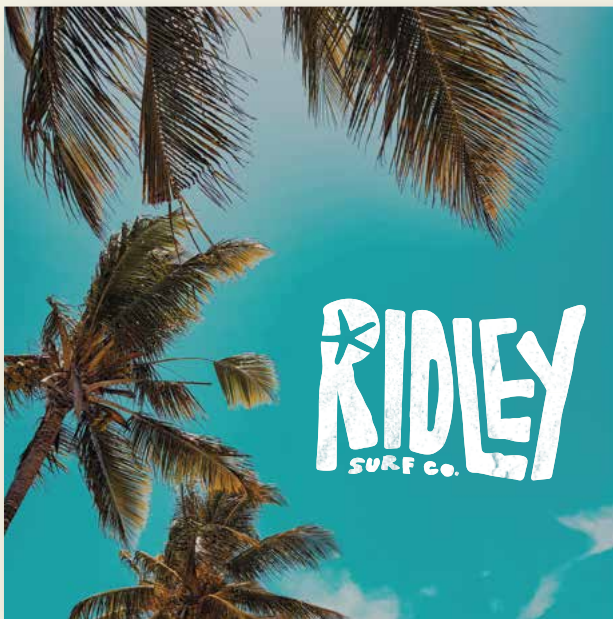




where sustainability
meets style



ridleysurf.com



MINDMEDIC

MindMedic is a fictional case study for a leading mental health company that specializes in addressing and offering solutions to common challenges of the military community.

naming, branding, social media, merch, app + web design

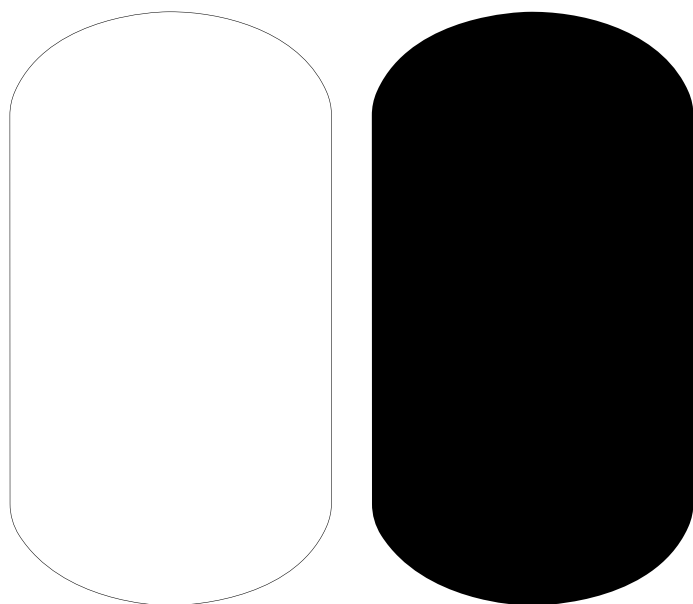
MIND MEDIC



MM

MINDMEDIC

SERVING THOSE WHO SERVE



MM

MINDMEDIC

SERVING THOSE WHO SERVE

Greycliff CF Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Neuzeit Grotesk Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz



CODY LLOYD

age 27

gender male

location austin, tx

years enlisted 10

employment engineer

current status
newly returned from active duty

education
college graduate, construction engineer

“

I wish I could find
a community that
understands what
I'm going through.”

needs

help adjusting back to regular civilian life
to feel understood and heard
specialized reintegration therapy
community

goals

improve their mental health
find community and resources
implement and maintain healthy routine

frustrations & challenges

feels misunderstood
difficult time expressing feelings
wants to relate to others

SERVING THOSE WHO SERVE

MINDMEDIC



Download the MindMedic App to help you on your way to a better emotional wellbeing.



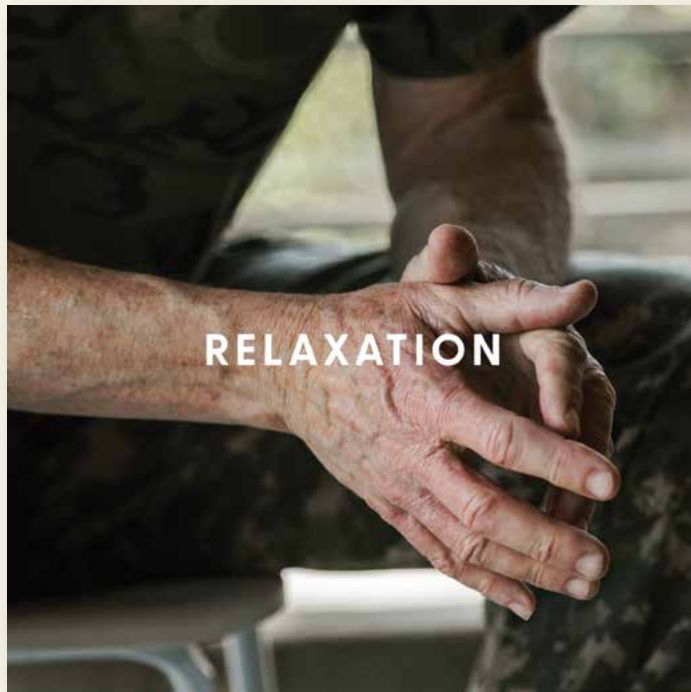


SERVING THOSE WHO SERVE

MINDMEDIC.COM



mindmedic



RELAXATION



MM



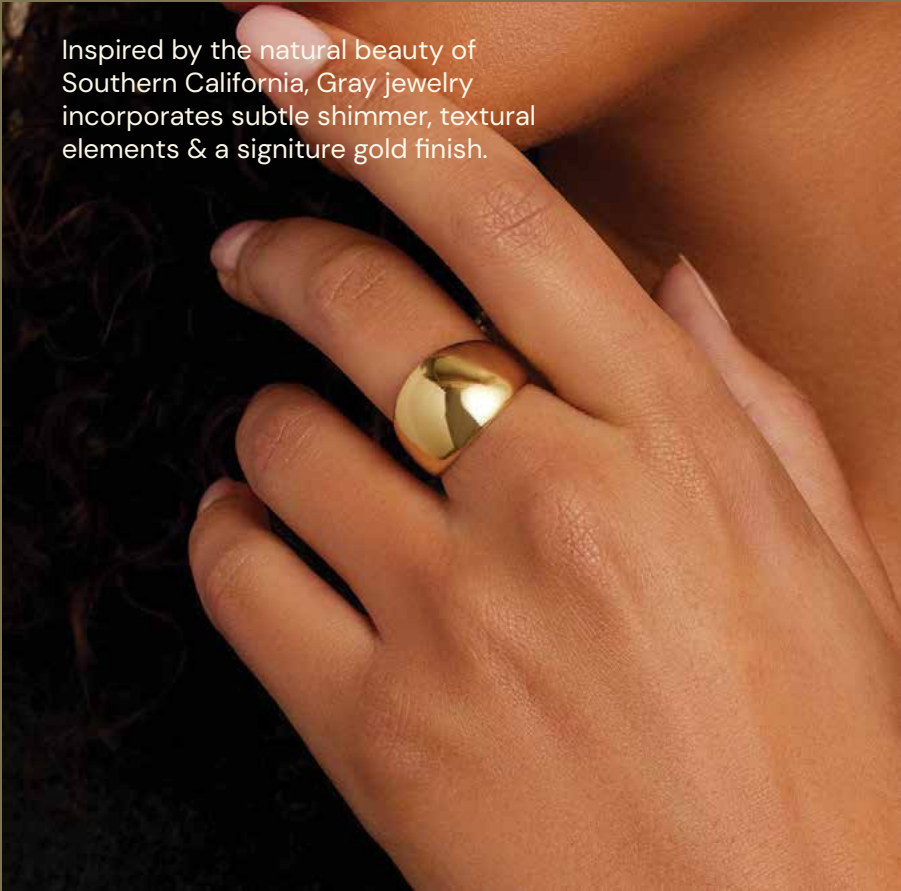
SGT. GARCIA'S STORY



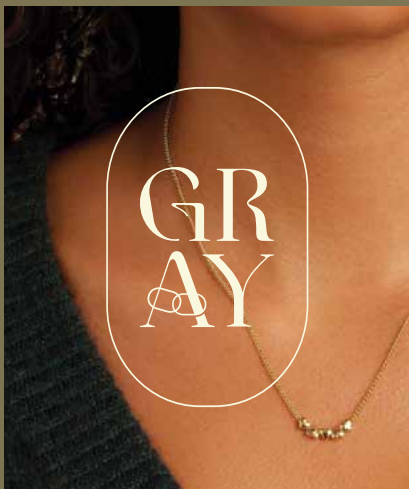
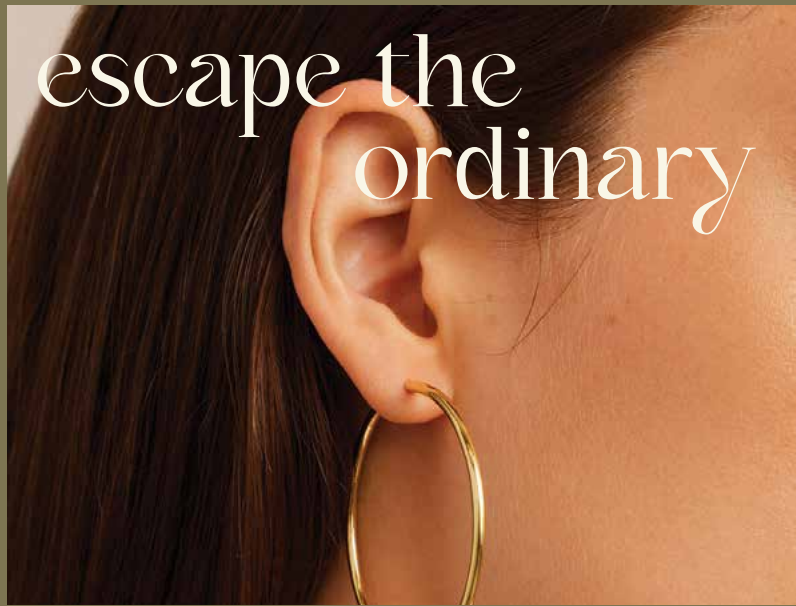
GRAY JEWELRY

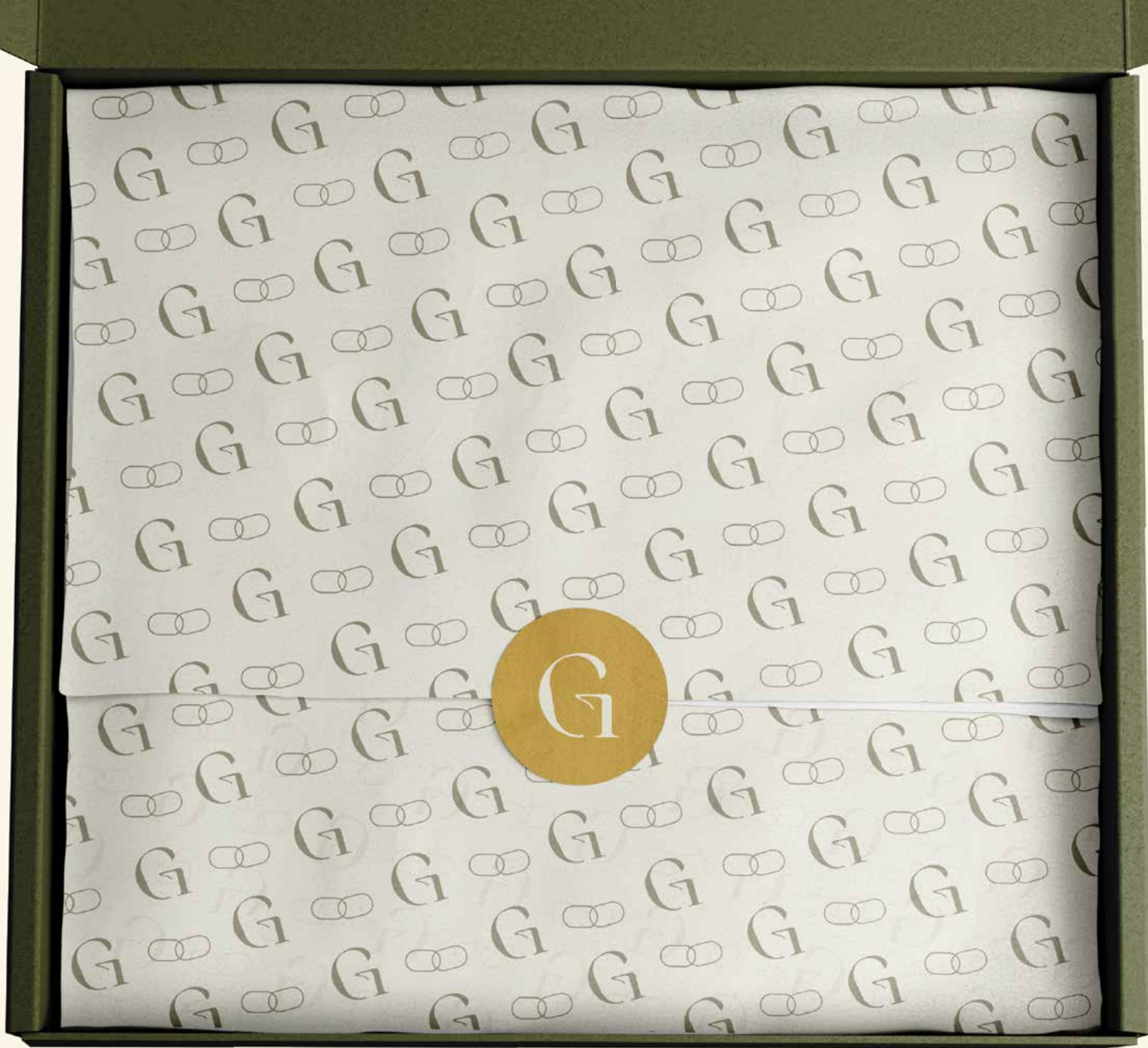
Gray Jewelry is a fictional luxury jewelry company based in Southern California. Their pieces are designed to be classic and elegant, with a focus on quality and craftsmanship.

naming, branding, packaging, catalog, web + signage



Inspired by the natural beauty of Southern California, Gray jewelry incorporates subtle shimmer, textural elements & a signature gold finish.







Maeve Elliot
founder & designer
817.264.7721



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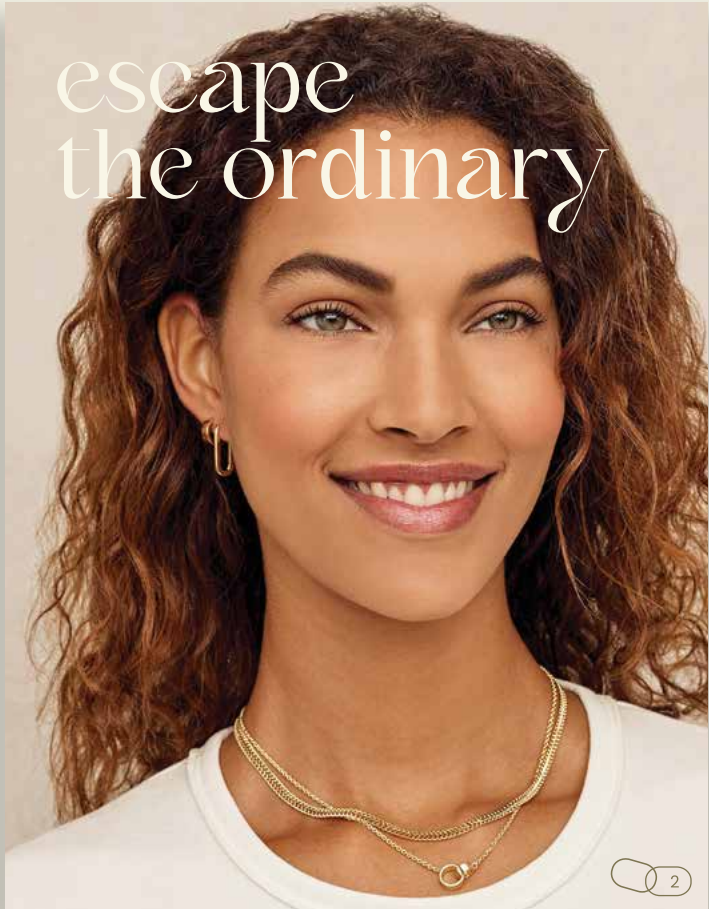
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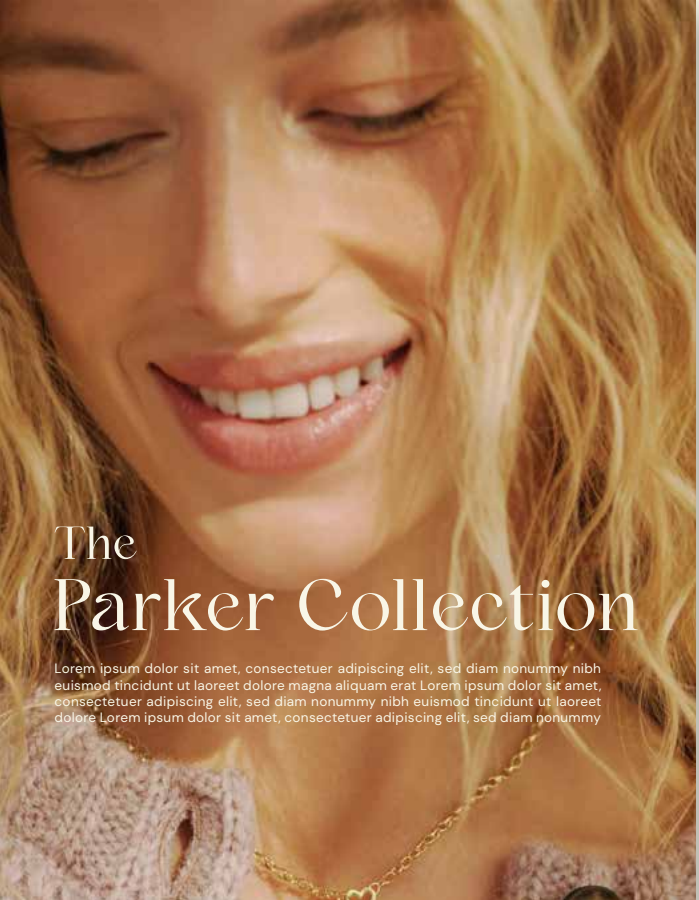


who we are

Inspired by the natural beauty of Southern California, Gray jewelry incorporates subtle shimmer, textural elements & a signature gold finish. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



escape
the ordinary



The Parker Collection

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14k Gold Parker Link Huggies \$220

Inspired by our best-selling Parker Huggie Hoop Earrings, these 14k gold earrings are perfect for everyday wear. Wear them solo for a sleek, simple look, or stack with other everyday favorites.



Parker Rose Ring Set \$60

Inspired by David Rose of Schitt's Creek, this ring set features three bands that feel both timeless and on trend. Wear it stacked or across your fingers mixed with diamonds.



Parker Layering Set \$108

This best-selling ring paper clip chain necklace looks good styled down with jeans and a t-shirt or dressed up for evening.



Parker Link Bracelet \$110

This bold, modern-link bracelet adds instant sophistication.

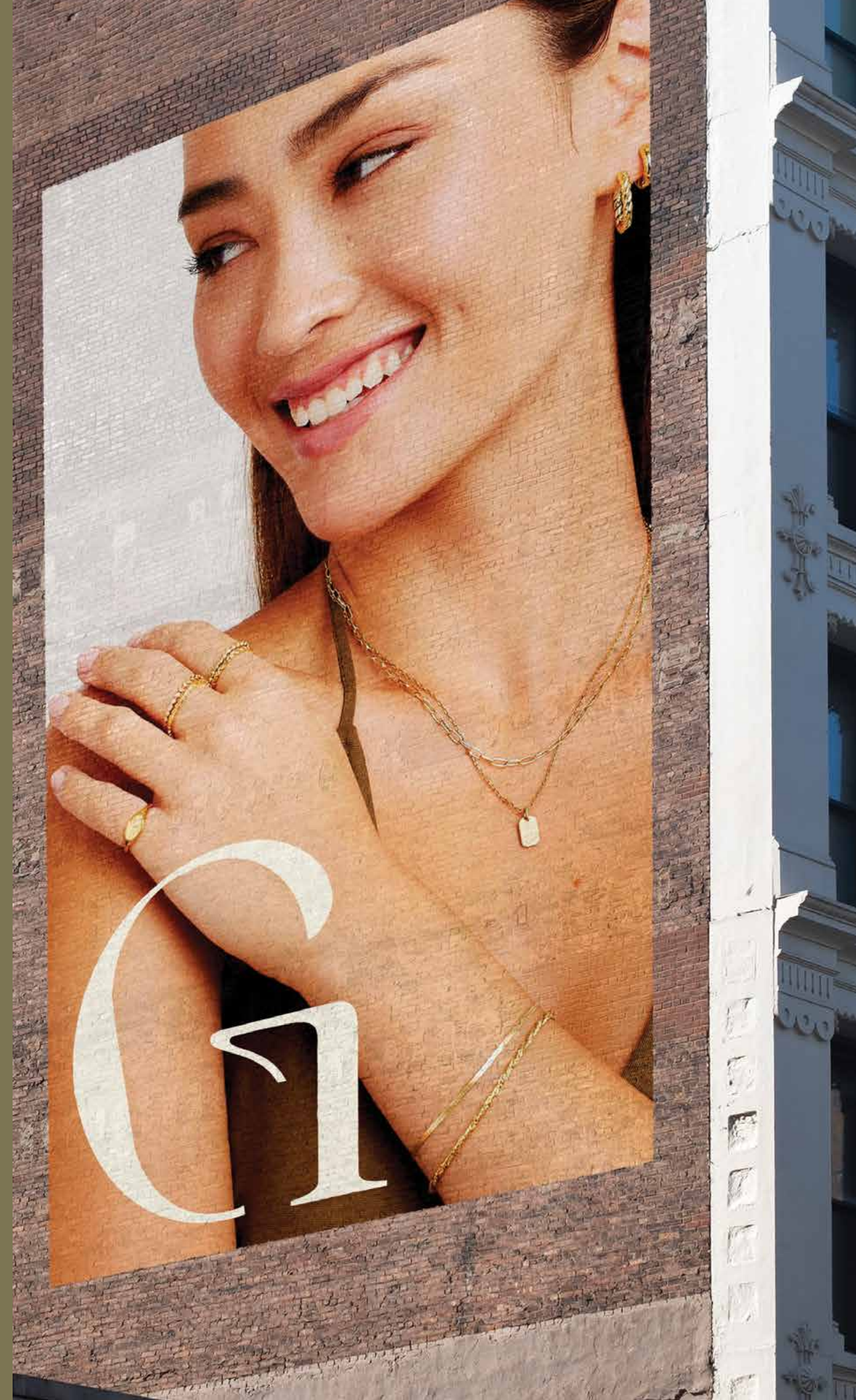
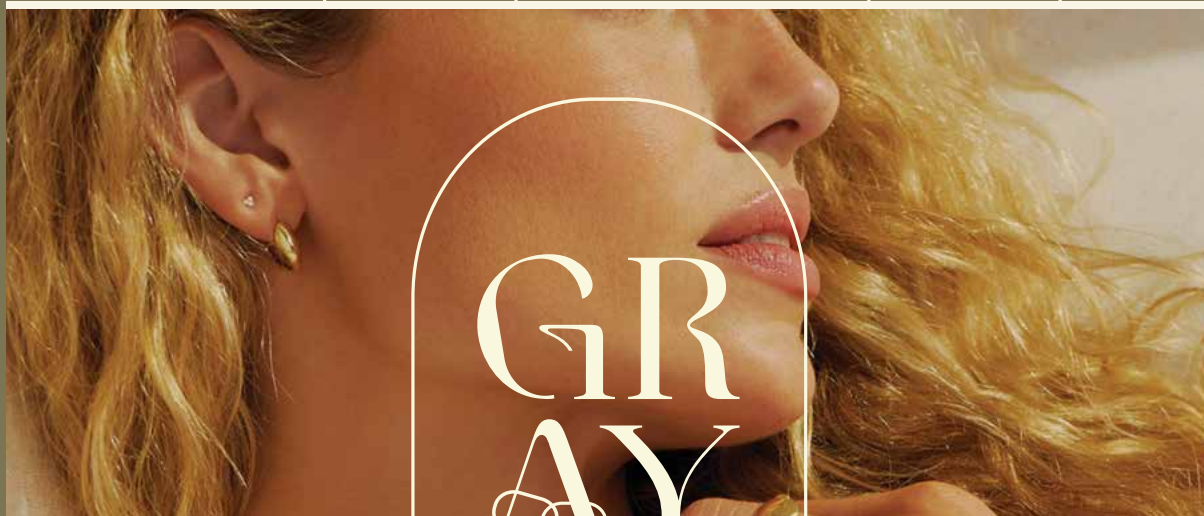




G



escape the ordinary



**THANKS FOR TAKING THE TIME
TO LOOK AT MY PORTFOLIO!**

MARY KATE MCCLARAN

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marykatemccclaran2018@gmail.com