

A R T I S T & V I S U A L D E S I G N E R



Katie A Brust
P O R T F O L I O



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THE DESIGN. THE ART. THE VISION.

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Software

Adobe AfterEffects
Adobe Dimension
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe XD
R Studio

Skills

Organization
Research
Grant Writing
Leadership
Planning
Event coordination
Collaboration
Networking
Flexibility

Curatorial Work

“Reflections” 2019
“Modern Lifelines” 2021
“Collective Effervescence” 2022

Juried Exhibitions

“Gender & Women’s Studies” 2022
“Stilwell Student Exhibition” 2019-22
“Modern Lifelines” 2021
“Ms. Magazine USD” 2020
“(Un)Told Stories” 2019
“National Scholastic Awards” 2018

Katie A Brust

ARTIST & VISUAL DESIGNER

✓ Summary of Qualifications

Ambitious, goal-oriented designer who values integrity and hard work. Foundational design strengths include critical thinking skills, research, creativity, and contextual knowledge of the design industry. Abundant leadership experience, enjoys collaborating with other motivated artists and administrations.

✓ Education

The University of South Dakota

Bachelor of Fine Arts, Graphic Design, with Honors | May 2022 expected
Bachelor of Science, Molecular Biology, with Honors | May 2022 expected
Art History Minor, Chemistry Minor

✓ Experience

Freelance Artist | 2014–present

- Developed The Art of Illustration business and brand
- Skills ranging from illustration, visual design, 3D creation
- Extensive experience working with clients

Student Federation | 2020–present

- Communicated student concerns to the South Dakota board of regents
- Collaborating with university faculty, administration, students
- Lobbying for support of higher education

Student Government and Policy | 2019–present

- Serving as Student Body Vice President, Director of Communications
- Marketing the organization and priority projects to the student body
- Enhancing communication, understanding, cooperation

United States Collegiate Ski Association National Rep | 2019–present

- Established a network of communication between athletic conferences
- Advised rebranding of organization, solidified brand identity
- Excelled as a design and marketing intern

USD Housing SRA | 2019–present

- Strengthened skills including student development, accountability and policy referral
- Enhanced advertisement strategy and gained coordination skills for events
- Maintained a hall environment conducive to residents' success

USD Marketing Department | 2018–20

- Designed graphics for the campus International Office, diversity department
- Created content for social media platforms and website
- Conducted testimonial interviews

Research Assistant in the USD Biology Department | 2018–present

- Experimenting multiple hours per week on sustained investigations
- Developing a thesis for publication on the cooperative behaviors of an avian species
- Creating images for medical journals and publications

✓ Awards & Achievements

College of Fine Arts Outstanding Leader Award | 2022

Presidential Alumni Full Ride Scholar | 2018–22

Stilwell Exhibition Dean of Students Award | 2022

Kappa Alpha Theta National Scholar | 2021

Outstanding Undergraduate Research Grant | 2021

SD Scholastic Art Awards Guest Speaker | 2020

Stilwell Exhibition Office of Diversity Award | 2020

Udiscover Summer Scholar | 2020

Harvey & Alwayne Gunderson Art Award | 2019–20

Stilwell Exhibition Dean of Students, Merit Award | 2019

Student Leader of the Year Presidential Award | 2019

Hult Prize Regional Qualifier, Campus Director | 2018–19



About the Designer

FINE ARTS / VISUAL DESIGN

Katie Brust (she/her/hers) is a young professional currently seeking employment within a creative and motivated design firm. A Minnesota native, Katie enjoys the outdoors and working en plein air. She is nearing completion of a Bachelor of Fine Arts with a graphic design emphasis, and a Bachelor of Science in Biology, with a cell and molecular research emphasis. Both of these disciplines inform her work as an artist and visual designer.

Katie prides herself most on her strong research background, team building experience, and organizational leadership capabilities.

She looks forward to future networking and collaborating opportunities.

A large, white, cursive signature of the name 'Katie Brust' is centered on the page. The signature is fluid and elegant, with the 'K' and 'B' being particularly prominent.



01 Thesis Research

INFORMATION DESIGN

Scope

This project is the culmination of an extensive research project based in cellular and molecular fields of study, which is related to animal behavior, specifically defined as 'cooperative breeding'. The aim of this poster is to provide the general public with the scientific findings of this personal thesis, titled, "Measuring Biases; Provisioning rates compared to Sex Ratio of Broods in *Pomatostomus ruficeps*". Effective communication and supporting visual elements were critical components of this project.

Methodology

The design was created after an extensive data analysis of over 125,000 finalized data points, hundreds of hours testing within laboratories, and a series of literature reviews to establish context and a strong foundation. It combines recognizable illustration with statistics that have been converted from scientific jargon to commonly understood phrasing.

Results

Multiple versions of this design were rendered to produce the best representation possible, of both personal design preferences, and the statistical analysis performed across three and a half years of research. This proved successful, and overall this project will serve as an effective supplement to the traditional scientific posters presented at conferences.

Are Birds Like Humans?

A cooperative breeding + gender analysis.



Research shows that the Chestnut Crowned Babbler species is statistically more successful than humans at not only parental, but extended familial support in rearing chicks.



The breeding pair (Mom & Dad), along with their male extended family (helpers), mainly provide care for their chicks through provisioning (feeding).



61.3% of broods are male, vs. 38.7% female.

61.3% of broods are male, vs. 38.7% female.



85.9% chance that chicks in a majority female nest have of early death before juvenile flight.



27.4% of provisioning is provided by the breeding pair - predominantly, the mother. All additional care is provided by the helpers.



56.2% of native eggs laid are cross-fostered into foreign nests, affecting group dynamics.



02 Hestia Hospitality

IDENTITY & STATIONERY DESIGN

Scope

Hestia Hospitality is a fictitious hotel chain that aims to provide a luxurious experience for middle and upper-middle class customers. It is affordable, high quality, and conveys a welcoming atmosphere that mirrors that of the Greek mythological figure, Hestia.

Methodology

A research brief was completed, encompassing the ideological history of Hestia, and analyzing competitors including Hilton, Marriott, and Hyatt. A split complementary color scheme was implemented into the final brand identity and standards, and several applications were explored for the logo mark. The most successful applications are included here, with business cards, signage, and an example of toiletry accommodations.

Results

This process resulted in a successful compilation of deliverables for this client. Included in the final package is a complete brand identity manual, over 10 applications for the logo mark within this hotel system, and web design examples. Each of these fulfill the aim of this client to be represented as a welcoming and gracious host.



Brand Identity & Stationery. Various applications of brand standards, logo mark.

03 Printmaking

FINE ARTS & REPLICATION

Scope

The concept of physical printmaking and creation align strongly with the concepts of digital design and printing. The necessary attention to detail and good craft created another parallel between art and molecular functions. Therefore, this project was created to express the intricate workings within a human cell.

Methodology

Multiple printmaking techniques were implemented to create these images. After looking at tissue images under a microscope, and exploring commonly accepted schematics of internal cell systems, sketches were created to begin linoleum block carvings. Then, after research into the earliest models of microscopes in use, antique patent illustrations of multiple microscopes were etched into copper plates and printed as black ink intaglio prints. Through the use of stencils and gelli plates, a base color was printed around the image. Finally, returning to the linoleum block, a relief carving of the cell structures were printed over the base color and original print.

Results

The use of different techniques was satisfying. Perceptually these pieces were most successful based on use of space and attention to detail. Conceptually, each piece provided a sensible and strong correlation between the observation of intermolecular workings through a microscope, surrounded by the molecular processes themselves. This is how life truly is, as we live in an environment full of constant biological reactions.



Monotype prints. Techniques ranging from relief printing to copper etching. 8" x 10"

04 Micro Imaging

D I G I T A L P H O T O G R A P H Y

Scope

Digital photography is an essential component of design. It can enhance works as a primary source, while also providing the framework for illustrations as a secondary source.

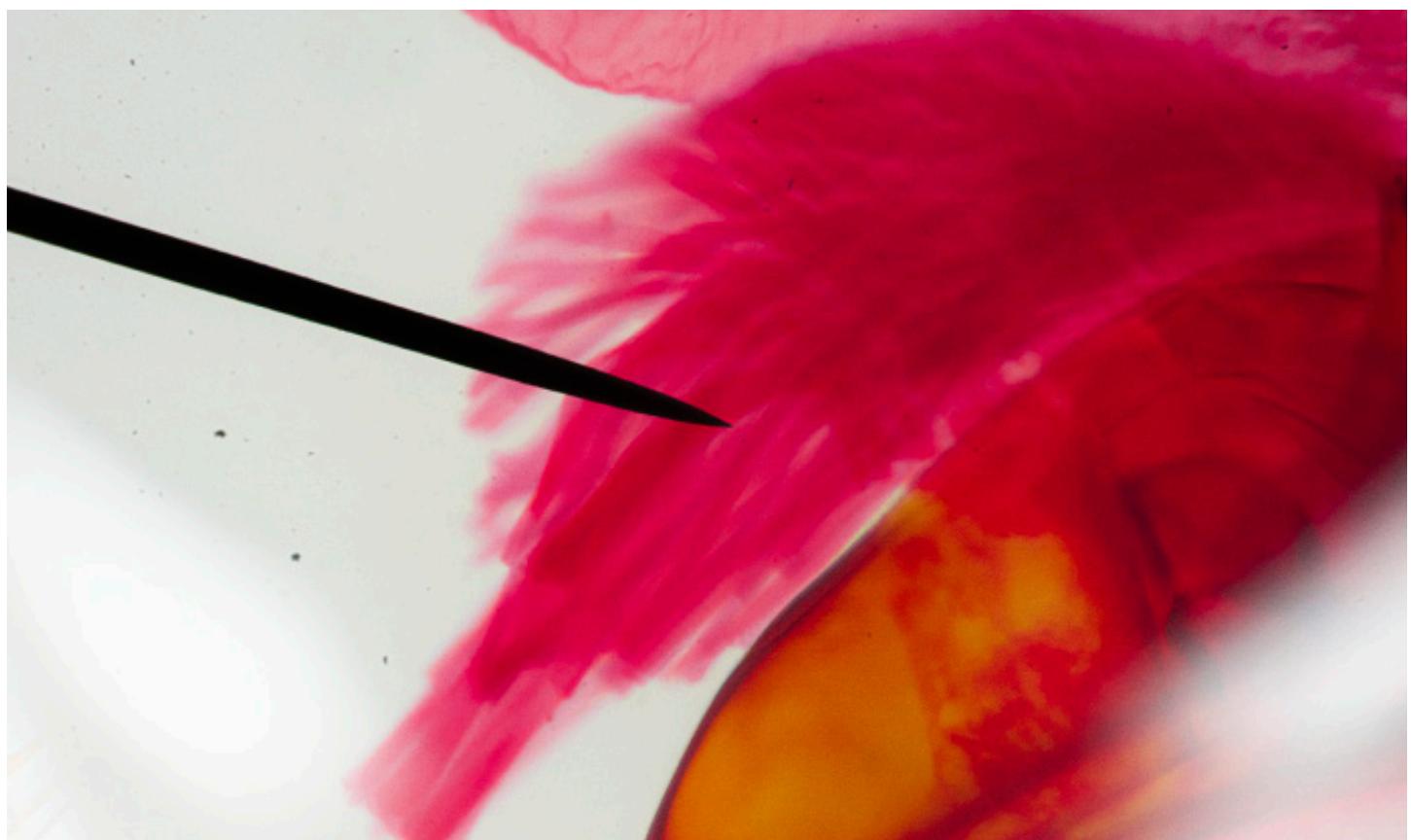
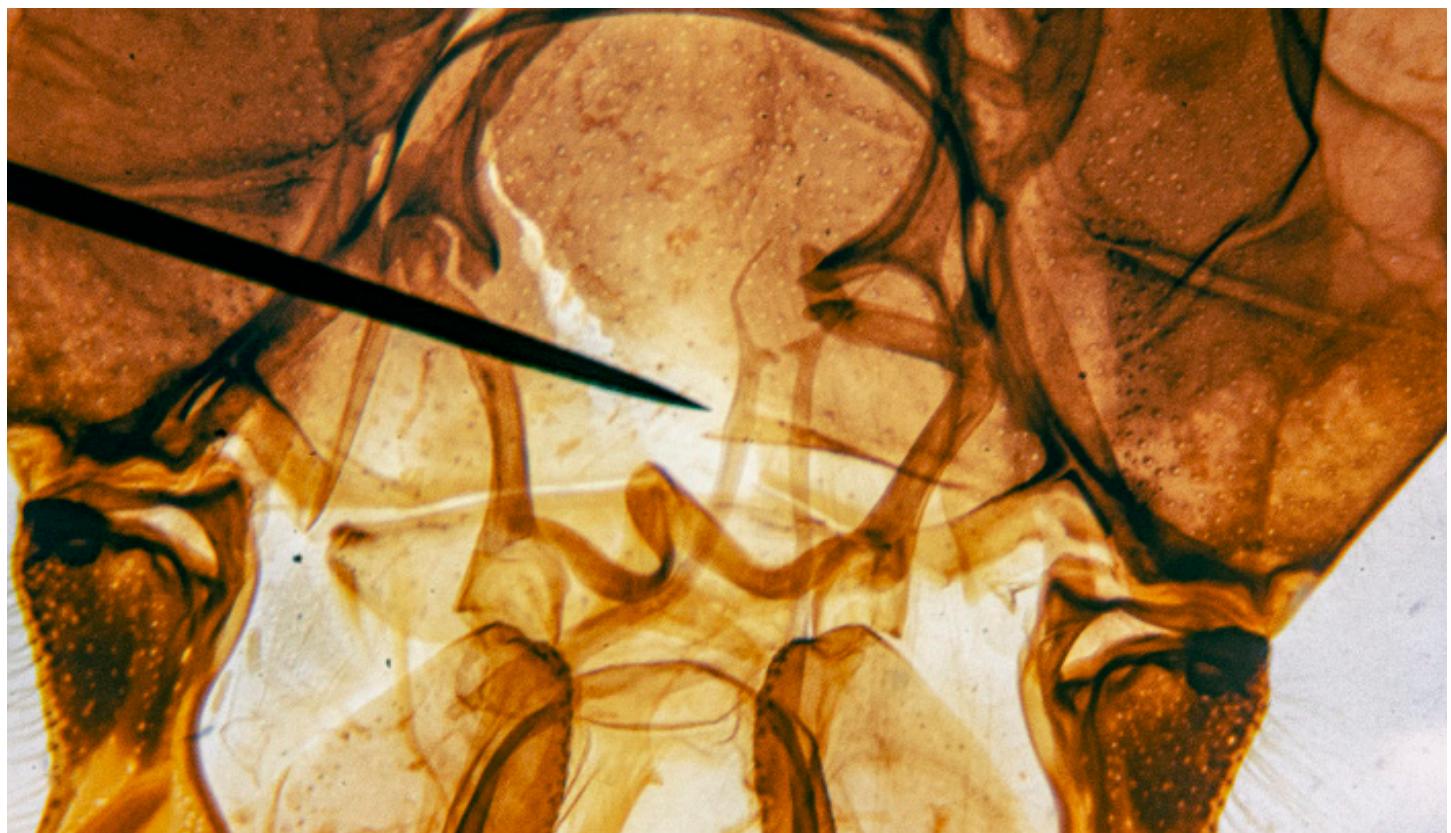
Methodology

After reviewing hundreds of prepared microscope slides, these images were selected for successful composition and interesting content.

Post processing included work in Adobe Photoshop and Lightroom to enhance the structures' color and staining.

Results

Ultimately the work with the digital camera and within post processing was informative and has served as a foundation for other projects within this portfolio. Visual research is necessary for growth as a designer and it is rewarding to work with images personally taken, rather than acquired online.



Digital Photography. Micro images of honeybee anatomy. 6" x 4"

05 The Visitor

FINE ARTS, OIL PAINT

Scope

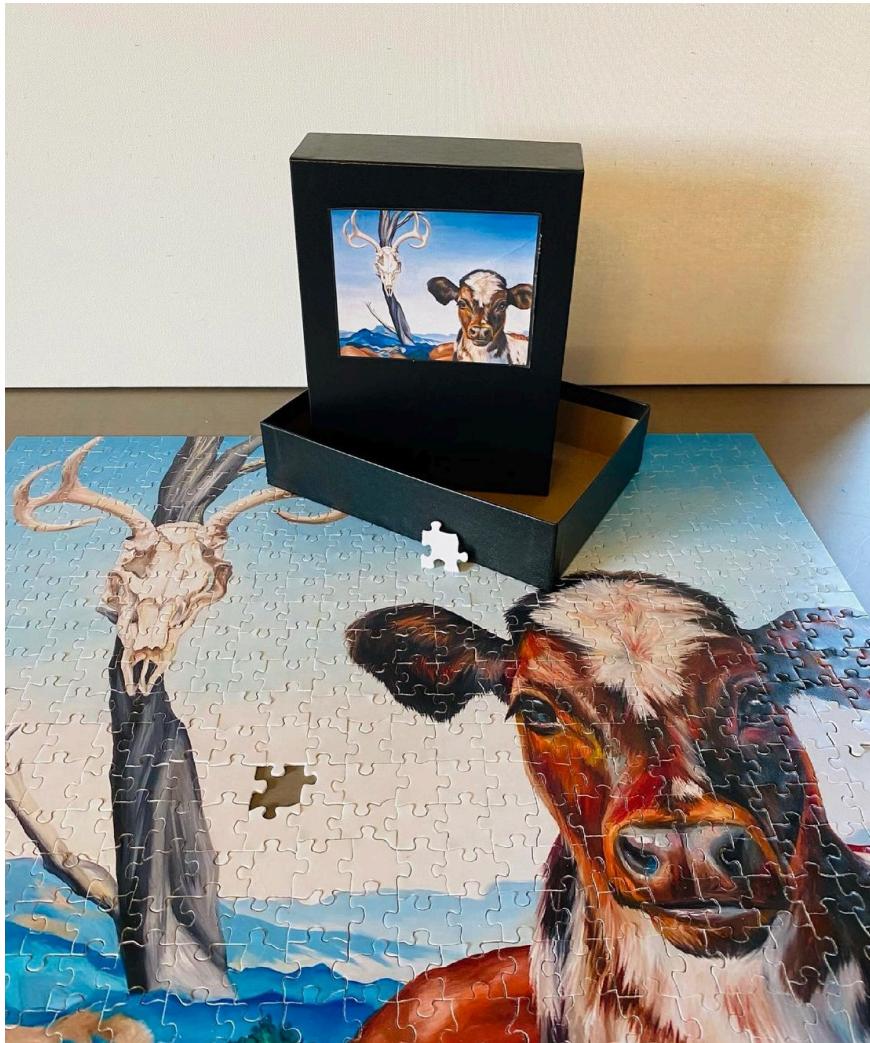
The Visitor addresses several narratives about immigration within America. It is a discussion about the impact of a foreign species on a native species, the life cycle of organisms, and particular motifs found within American Southwest artwork.

Methodology

Artists Georgia O'Keefe and Teresa Elliot were used as references for this composition. Selected from a long list of American artists, their work stood out in terms of techniques and realism with strong conceptual backgrounds. The young calf paired with the aged and sun-bleached deer skull are juxtaposed within an environment inspired by Arizona. Color theory was researched prior to painting, with mainly blue and orange hues incorporated for contrast and dramatic effect.

Results

This research and process resulted in a realistic final painting of the subjects. It was received well and awarded in juried exhibitions, and also sold in multiple applications ranging from posters and cards to puzzles. The Visitor is successful as both a conceptual work of fine art, and profitable image for consumers.



Oil Painting. Various techniques and applications. 32" x 24"

06 Diamond

PACKAGE DESIGN

Scope

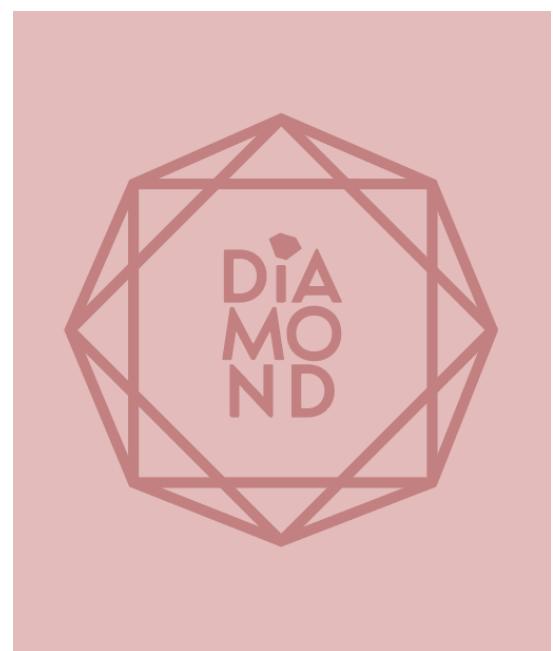
Diamond Wines is a company created on the premise of sophistication, elegance, and classy alcohol consumption. It has a target audience of young female and feminine-presenting professionals. The product proposal includes packaging for the wine bottle, as well as the diamond-topped wine stopper, which includes a secondary packaging use for conscious decisions towards sustainability.

Methodology

The research brief for this project was composed of an extensive competitor analysis for both wine and wine stopper producers. By breaking away from traditional script fonts and intricate logo designs, Diamond's logo separates from competitors while retaining an approachable presentation. Various typefaces and letter configurations were studied, with a final decision on Lequire with a vertical stack approach. The diamond pattern was implemented to echo the logo mark, while allowing white space to breathe. Additionally, the primary packaging was created in the shape of a diamond, while the secondary packaging was created as a stable holder for the stopper, and doubled as a game with "essential conversation starters". This game both protects the product, and creates incentive to save the secondary packaging, which is a feature overlooked by all other competitors examined within the field.

Results

Diamond's final packaging is a realistic approach to persuading the target audience to purchase this product, as well as retain the secondary packaging. This improves sustainability efforts within the industry while appealing to socialites who need conversation starters. Whether that's breaking the ice with new co workers or reconnecting with old friends, this final rendering of the Diamond brand works well, stands out on store shelves, and provides incentive to choose this brand.



Package Design. Ink on Neenah paper. Various applications of brand standards, logo mark. 1.5" x 4"

07 Beats By Dre

ADVERTISING DESIGN

Scope

Beats by Dre products are a staple for many young adults and studio artists. In this project, Beats as a brand was evaluated for quality of advertising, in order to determine if illustration could be successfully incorporated into their marketing, which is heavily dominated by digital photography.

Methodology

Even within animation, Beats used photographs instead of illustration for marketing approaches. After looking into the celebrity appearances in many advertisements by this company, and the demographic of listeners, a female model was illustrated for this publication. This decision was made to appeal to a female audience by mirroring and relatability techniques, since the majority of Beats users are male. Without these approaches, the company is risking the alienation of a large audience in their targeted marketing.

Results

Working with provided logos and products can prove more challenging than creating a brand from scratch. The results of this investigation into an established brand, while incorporating personal illustration into the final publication, proved difficult but rewarding.



08 Modern Lifeline

INSTALLATION & CURATION

Scope

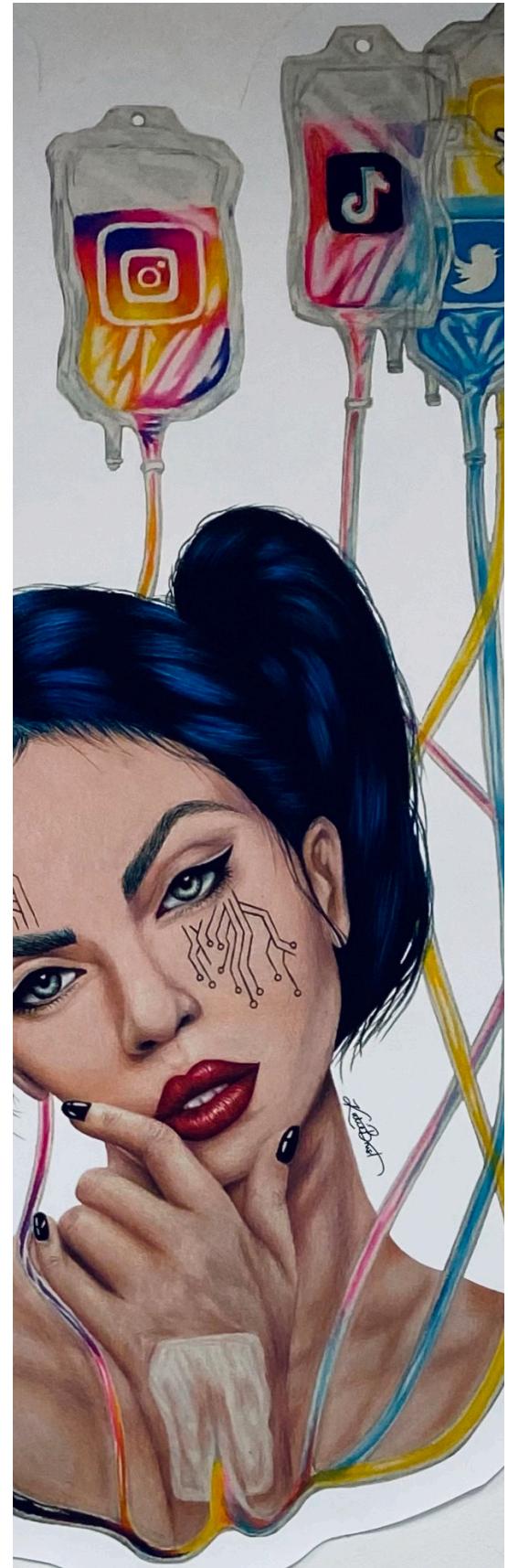
Modern Lifeline is a narrative about the reliance on technology, particularly regarding social media platforms. The duality of expensive medical treatments and equally expensive devices to access social platforms is emphasized through all components of the installation. It was created with juried exhibition entries in mind, but the original illustration was intrinsically inspired and motivated.

Methodology

Sketches and prototypes were a massive portion of this project. Research into the best types of medical plastics and interpretations of the term 'lifeline' were essential components of the preparation for this installation. Technology iconography from computer microchips were studied extensively, along with human models to inform the illustrated facial expression. Additional elements that are not yet included in the installation are iron and brass castings of human hands holding IV bags, which required a great deal of experimentation. These castings are nearly complete and will accompany the rest of the installation shortly.

Results

The interactive qualities of this installation set it apart from past installation projects by this designer. Further investigation will be explored via the aforementioned handcastings, but it was received well by the viewing audience and ironically, across social media.



Installation. IV Bags, dye, electronic devices, and colored pencil illustration. 7' x 3.5'

09

Veratridine Schematic

M E D I C A L , D I G I T A L I L L U S T R A T I O N

Scope

Veratridine is a chemical that has medical applications including, but not limited to, cancer treatment. This client is an M.D. PhD. researcher, who approached with an idea for several veratridine schematics. These visuals are critical to explain the research process to grant reviewers, publication editors, and other researchers within the field.

Methodology

After meeting with the client to establish the scientific context for the schematic, certain distinguishing factors including a characteristic green color and molecular formula were pulled for specific detail work within the design. Specificity was defined as the most important feature of this selective molecule, which was thus rendered as darts with targets for carcinogens and cancerous cells, represented in red.

Results

Overall the schematic was successful and is currently under review for publication in a research paper. It has already been published in a regional newsletter, and has been received well by the client's peers within the medical community. The vision was achieved successfully on both ends of this project.



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