

**JAYLEN HUNTER**  
GRAPHIC DESIGNER

# Portfolio<sup>00</sup>



# Jaylen Hunter

Graphic Designer

Hello! I'm Jaylen Hunter, a well-rounded graphic designer with a passion for creating illustrations, professional spreads, booklets, presentation books, logos, hand lettered typography, UX/UI interface, style guides, and etc. My work reflects a blend of creativity, precision, and attention to detail.

This portfolio focuses more on my professional and company-oriented work, For a more extensive look into my personal and creative projects as well as a more detailed review on some of the projects here, be sure to check out my website and instagram listed below. I look forward to sharing my work with you!

My Site - <https://www.jaysportfolio.net/>

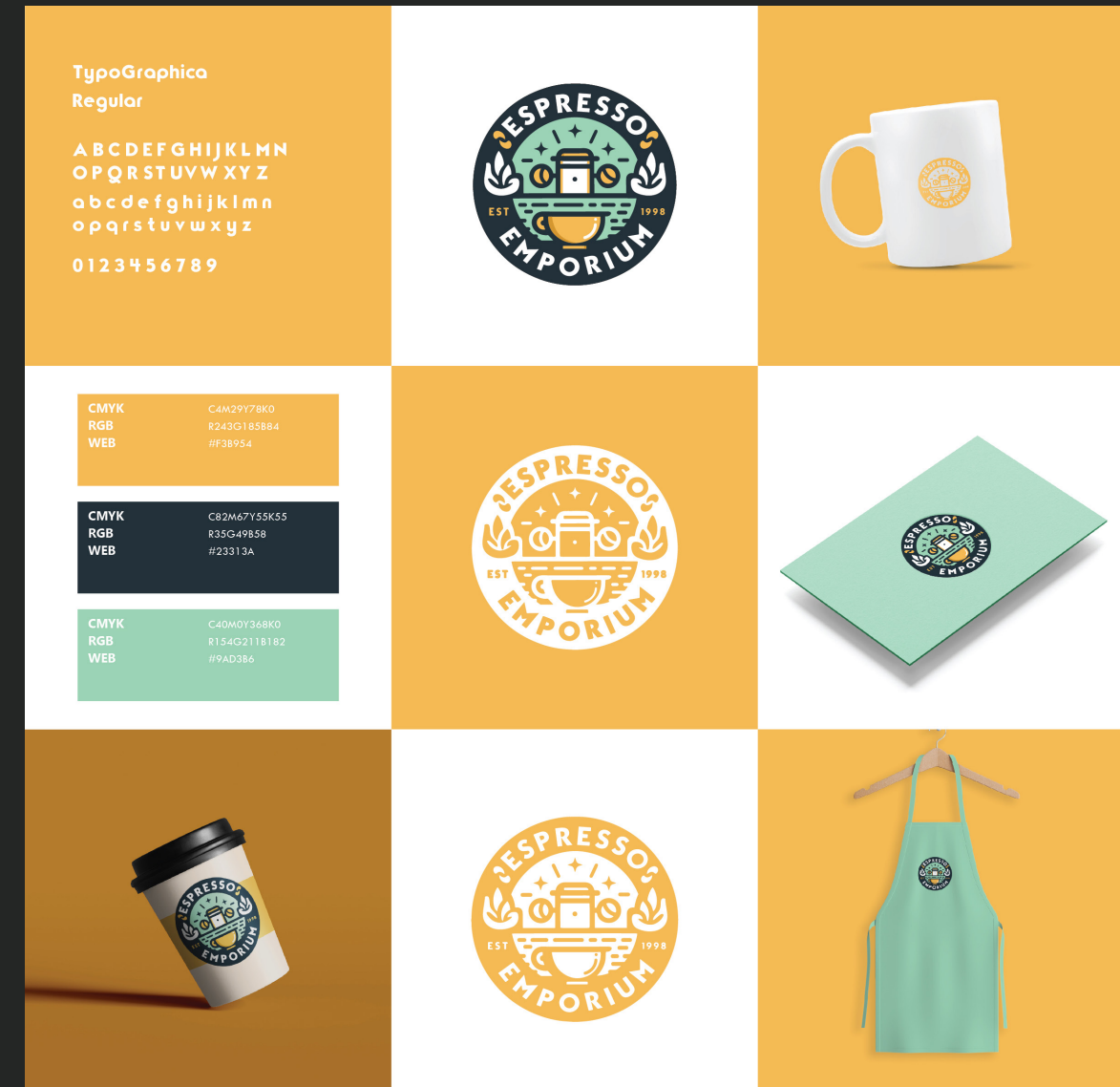
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# Espresso Emporium

Coffee Brewing

Espresso Emporium's brand identity is minimal yet refined, showcased through key elements like a sleek coffee cup, clean business card, and branded barista apron. The brand image balances modern day design alongside a fun vintage look. The goal was to reinforce the brand's premium yet welcoming feel. Every detail creates a familiar yet fresh coffee experience.



Category Branding

Year 2025

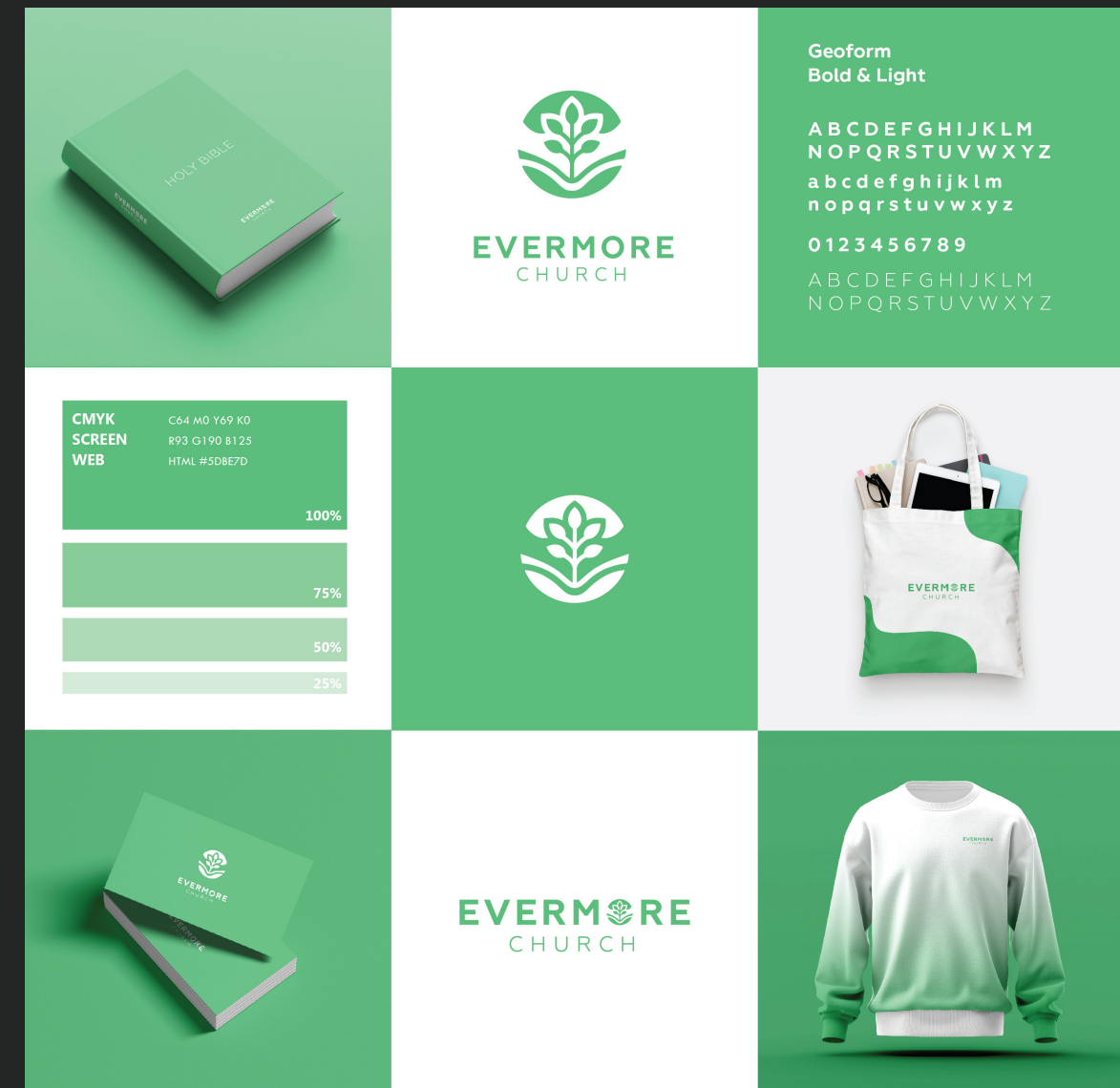




# Evermore Church

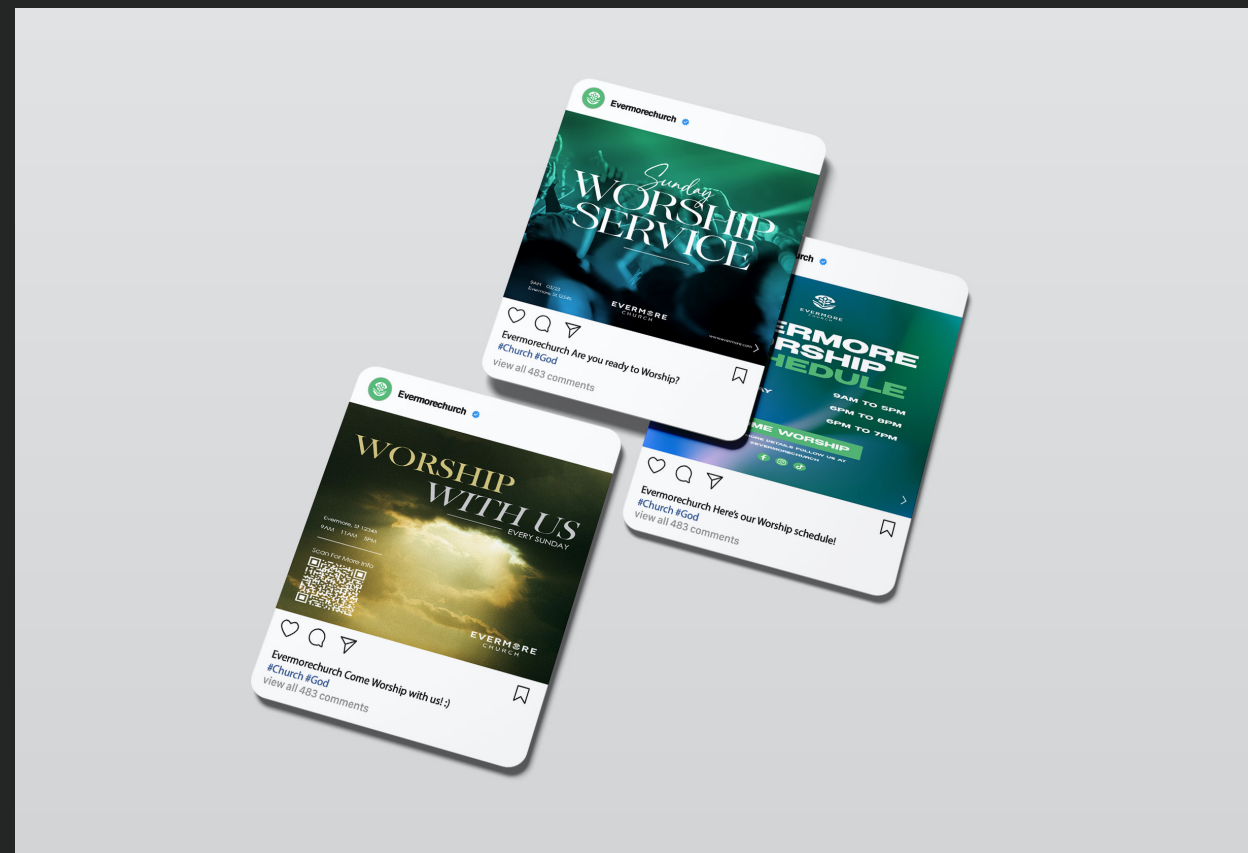
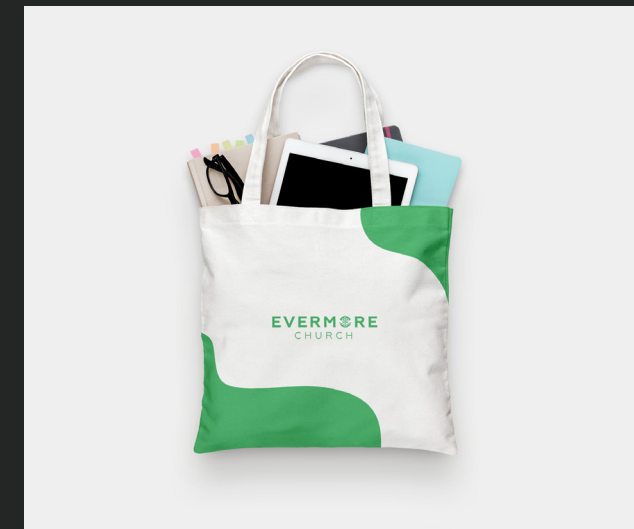
## Modern Church Branding

Evermore Church's logo features a growing fern, symbolizing continuous growth, faith, and renewal. The fern represents Evermore's mission an enduring journey of spiritual development and an everlasting connection to faith. Its clean and minimal design reinforces the church's modern and welcoming approach.



Category Branding

Year 2025

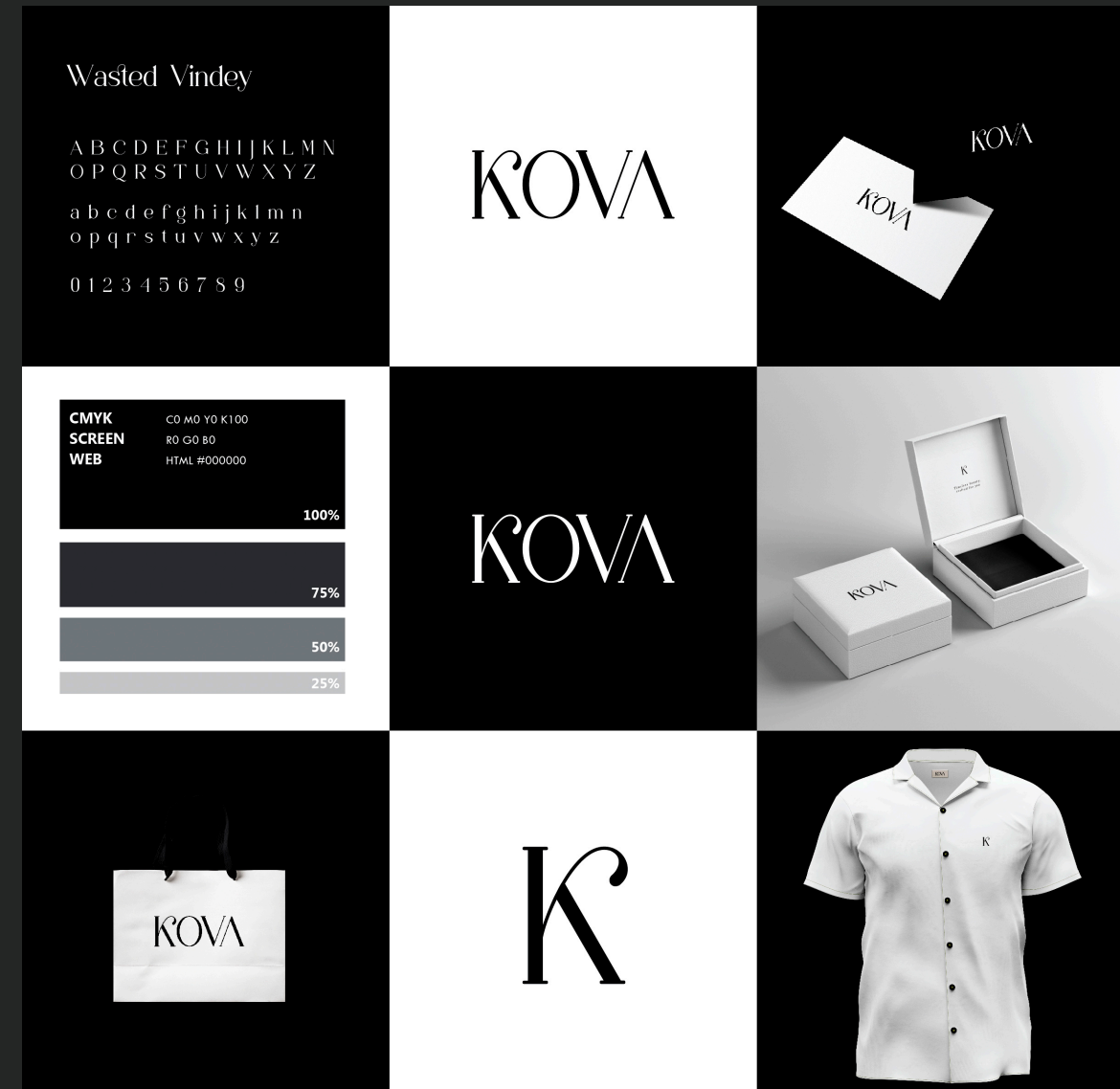





# Kova Fashion

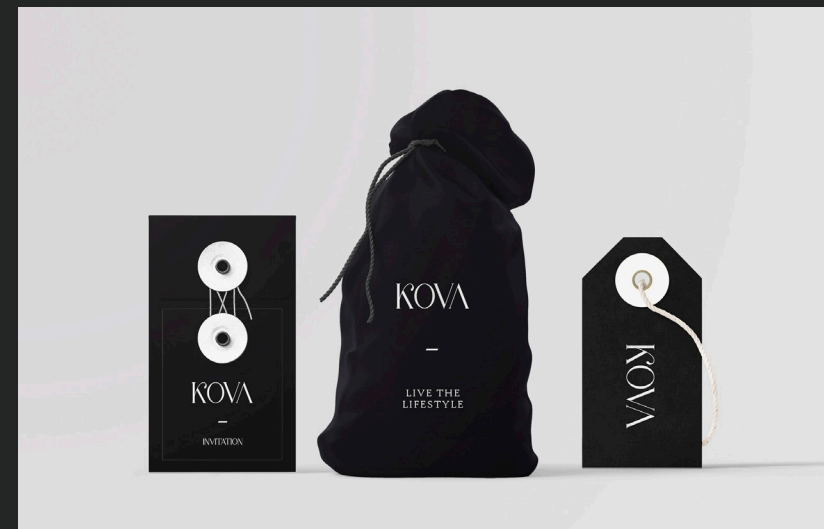
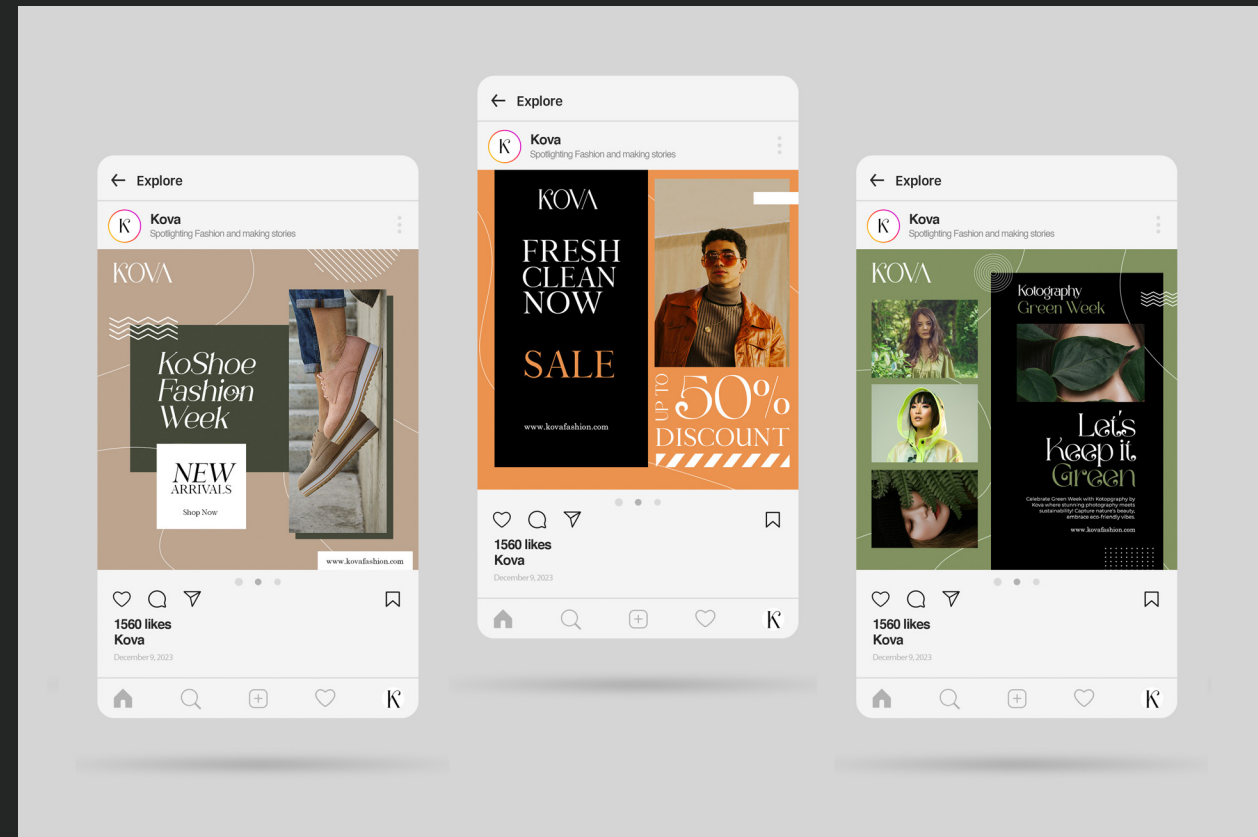
Fashion Design

Kova Fashion is a high-end brand that blends simplicity with sustainability, offering eco-friendly luxury in a sleek black-and-white aesthetic. With its refined wordmark logo, Kova embodies modern sophistication with a conscious approach.



Category Branding

Year 2025





# GoLinks Landing Page

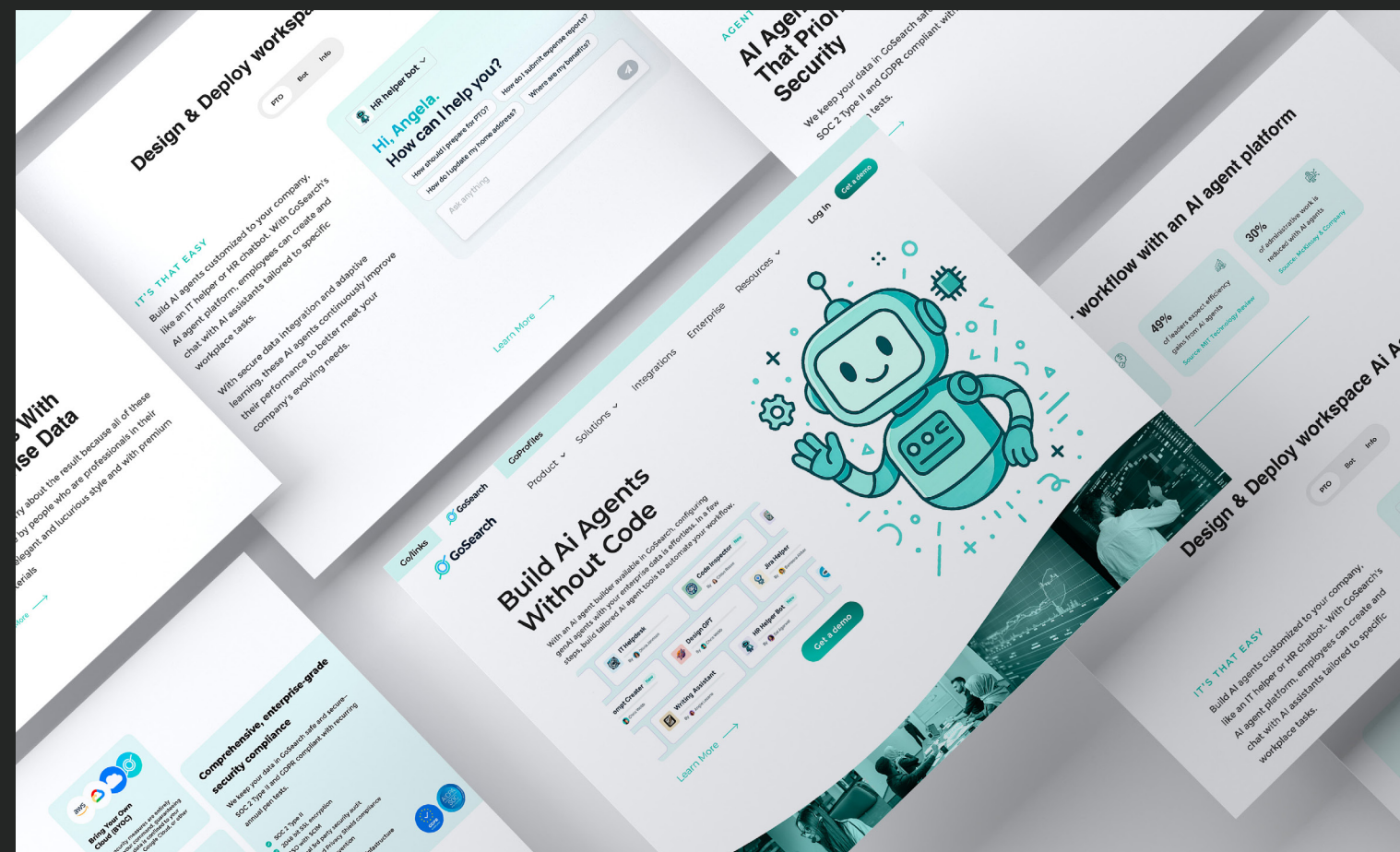
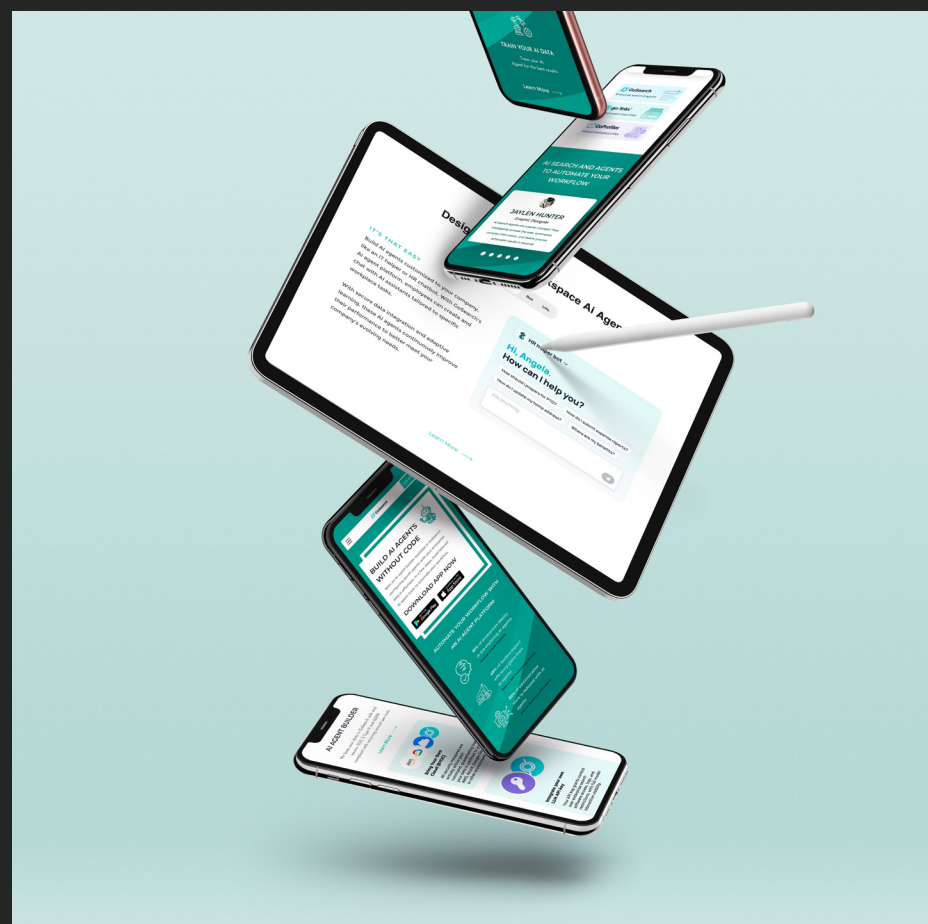
Web Development

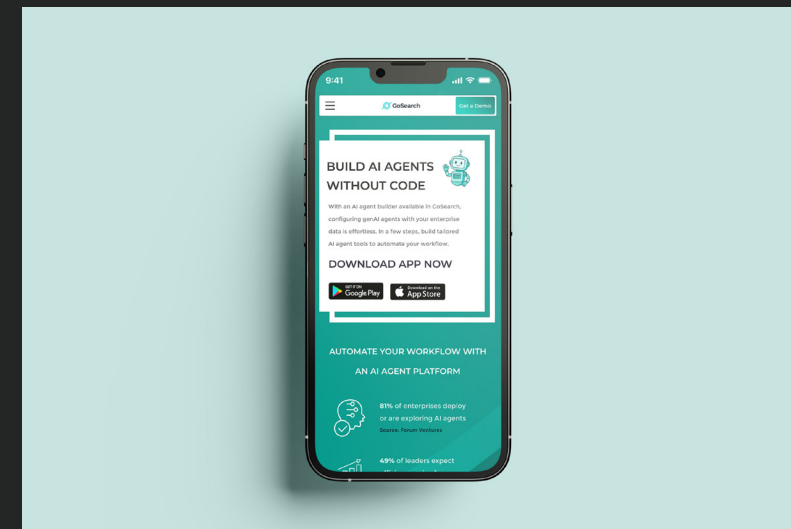
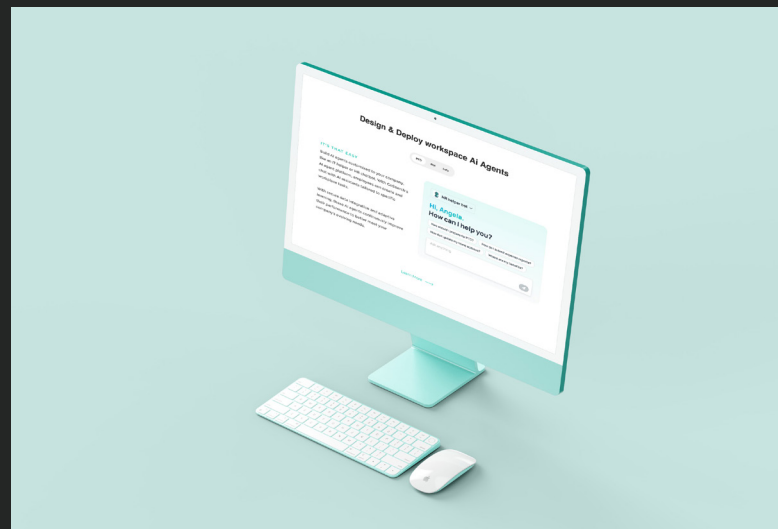
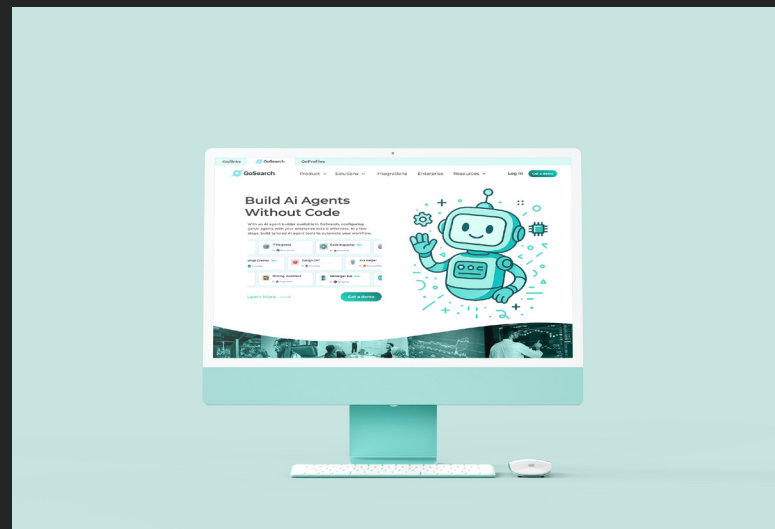
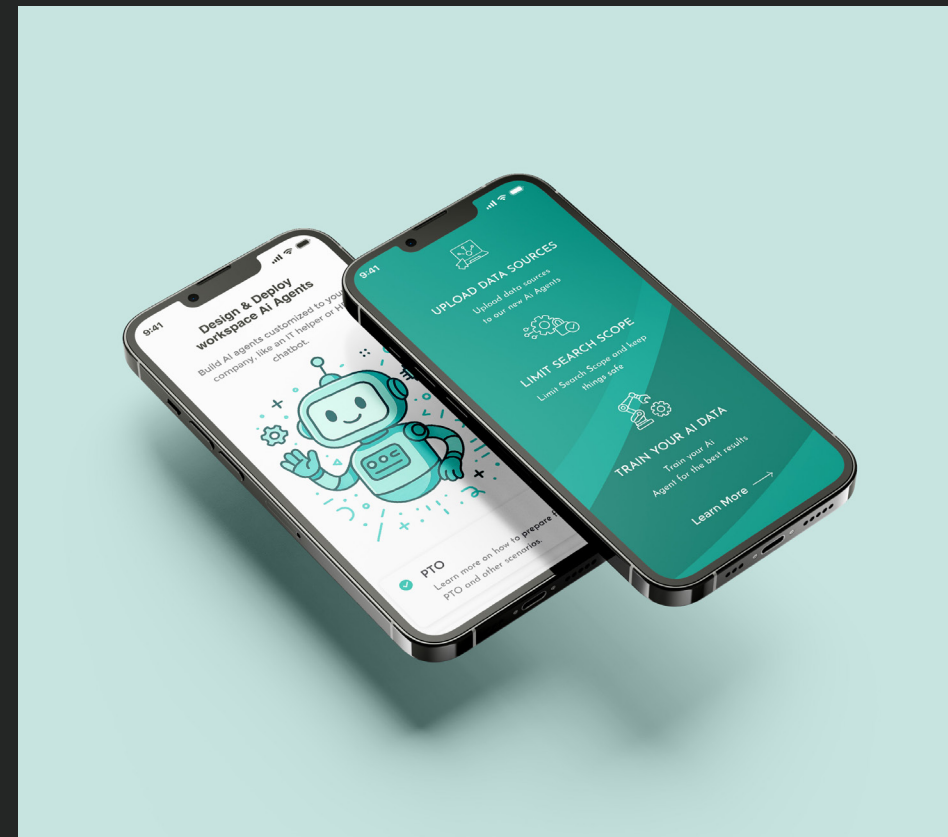
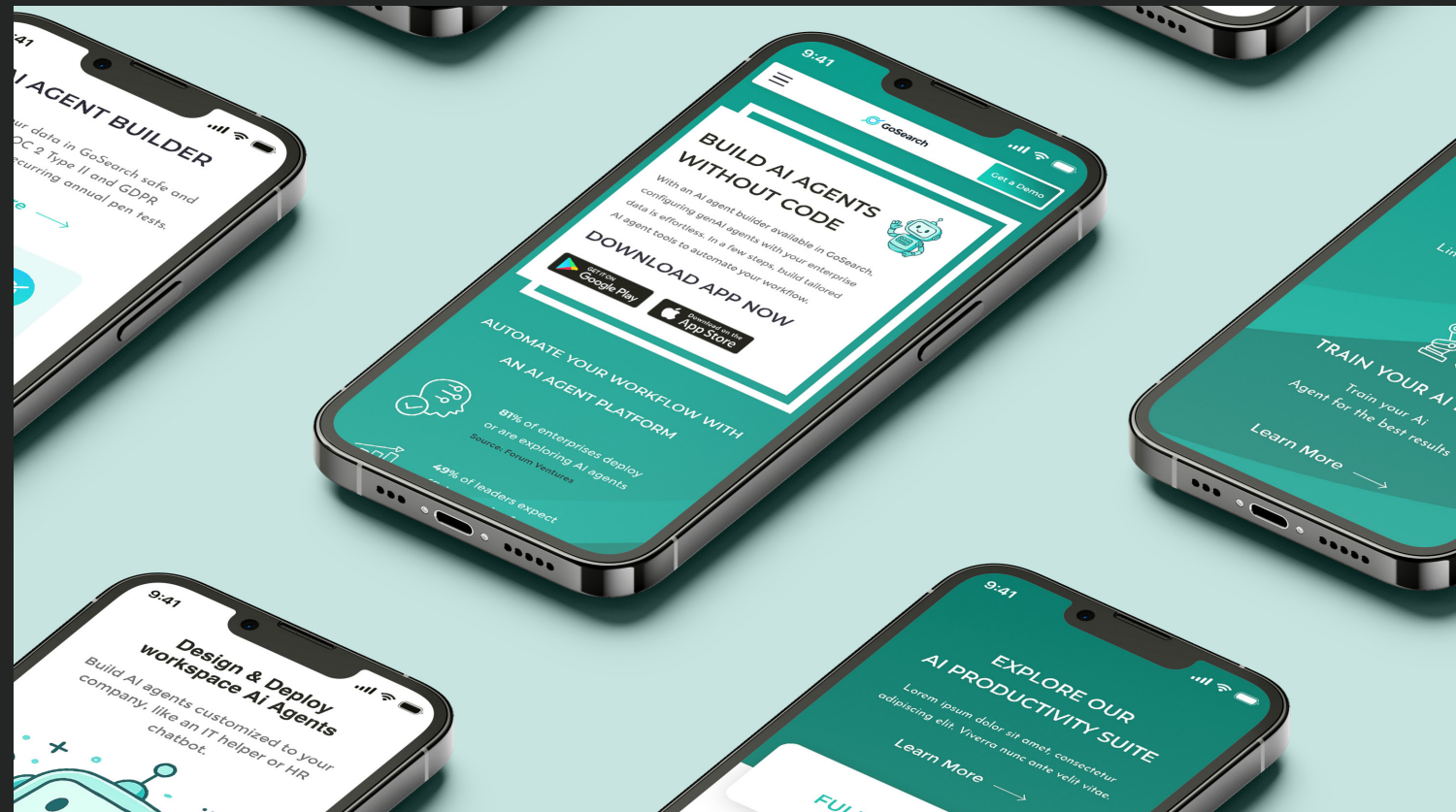
My GoLinks Landing Page project features a carefully reimagined interface emphasizing intuitive navigation and a sleek, professional aesthetic. Every section was strategically structured to lead users through a clear visual hierarchy, with well-organized content blocks,

clean layouts, and purposeful negative space. My design approach prioritized usability and visual clarity while retaining a polished, modern feel. The objective was to create a landing page that feels both dynamic and accessible.

Category UX/UI Design

Year 2025







# Nube Airlines Mobile App

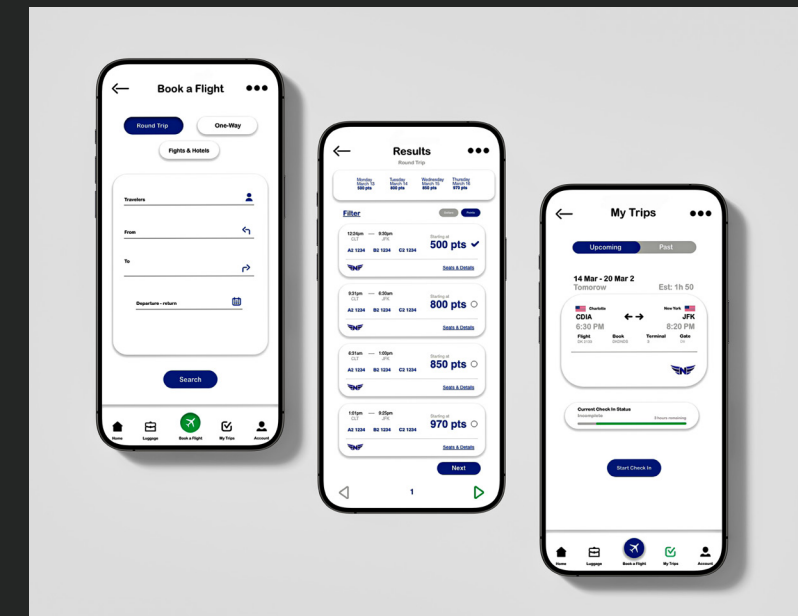
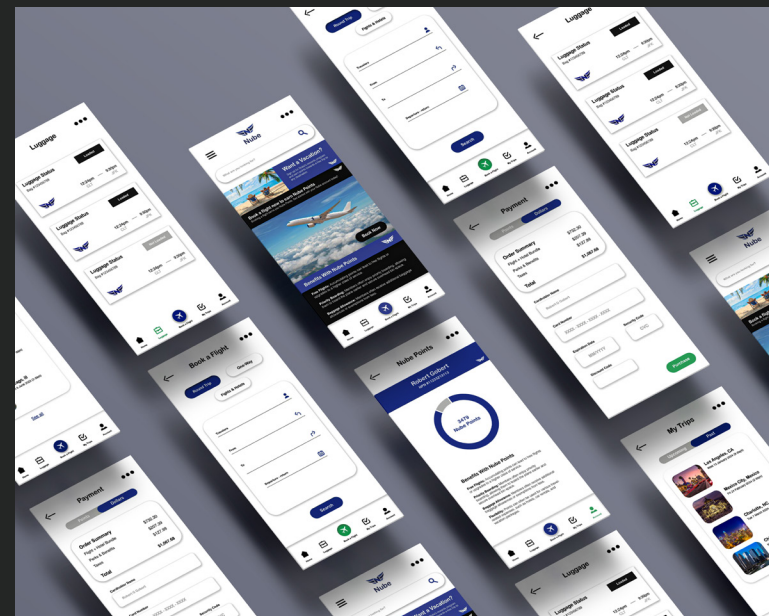
## Mobile Applications

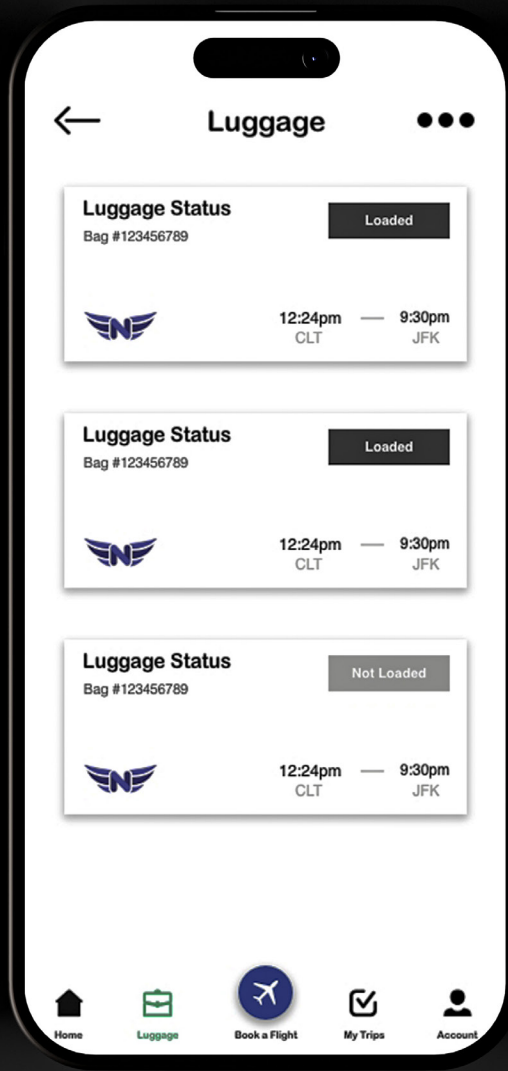
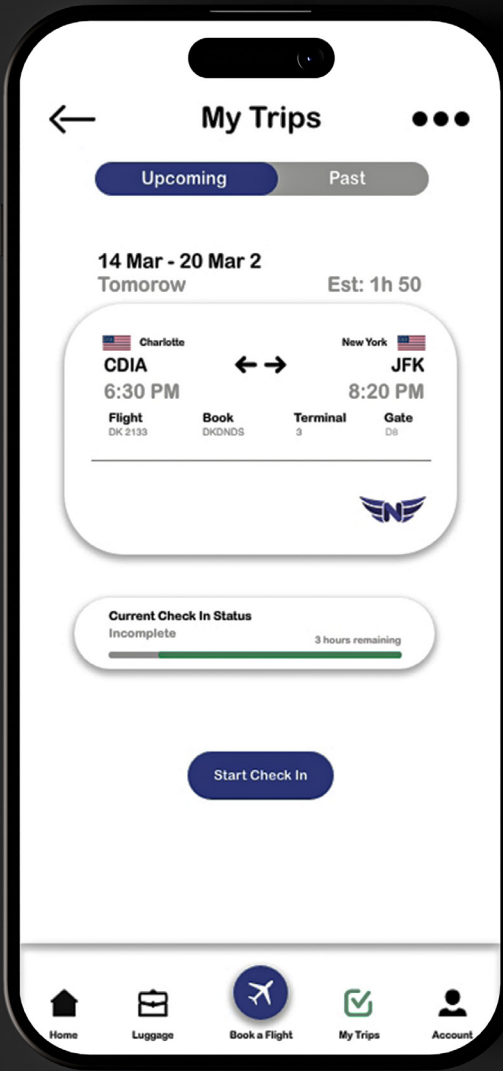
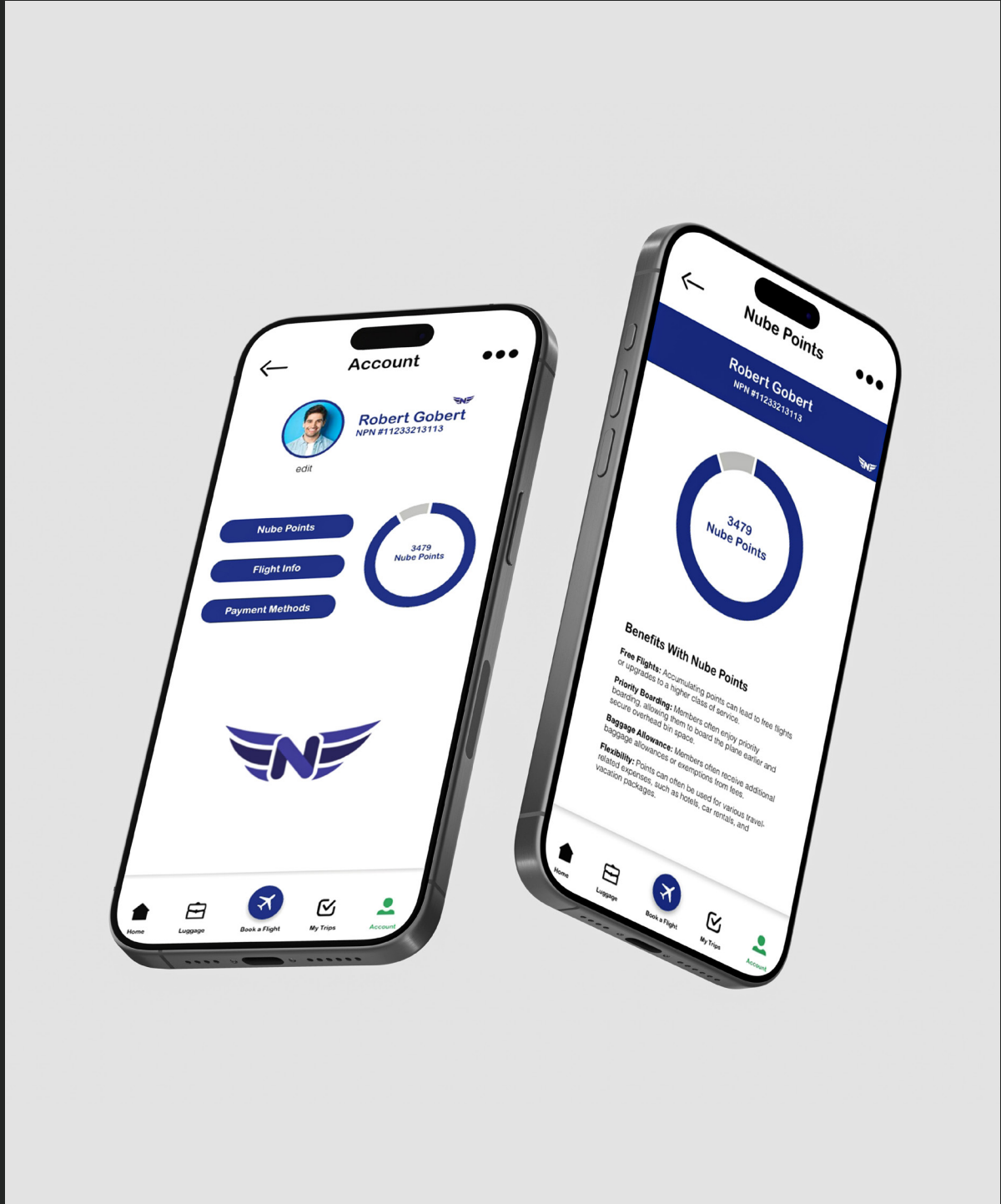
Nube Airlines UX/UI design features a sleek, modern interface with a color palette of deep purple, white, dark blue, and soft gray. The design focuses on ease of navigation, with intuitive elements that guide users through booking and information access smoothly. Eye catching visuals emphasize Nube's commitment to an eco friendly environment, incorporating

natural, purple inspired imagery that aligns with sustainable travel. The interface is clean, user-friendly, and visually appealing, ensuring an enjoyable experience while highlighting the airline's dedication to both innovation and sustainability. For more detail and screens for this project please visit my website!

Category UX/UI Design

Year 2024







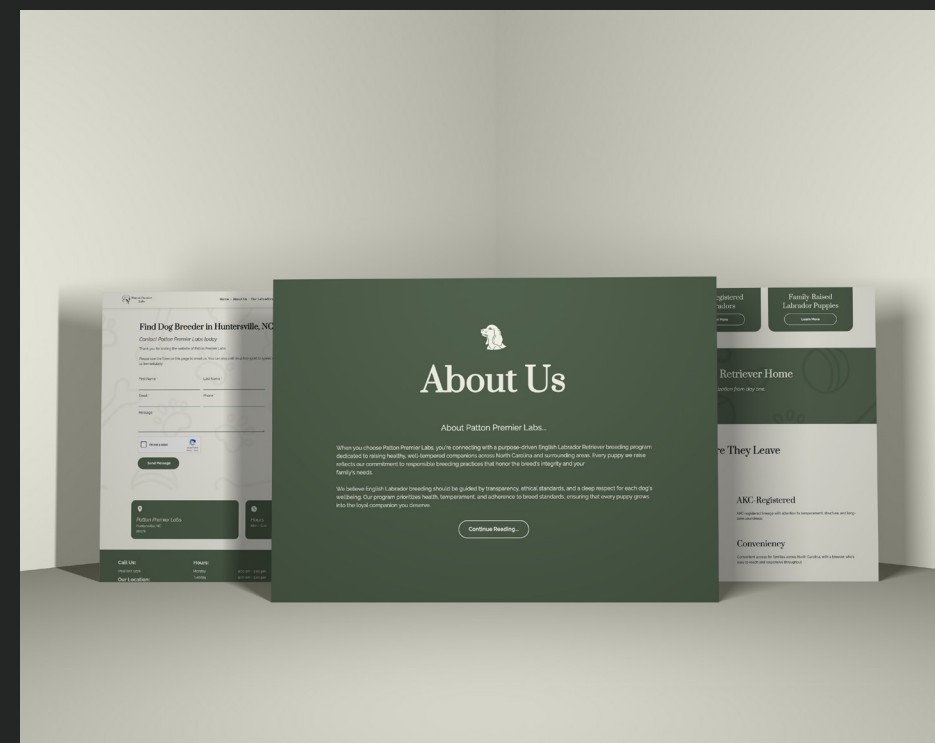
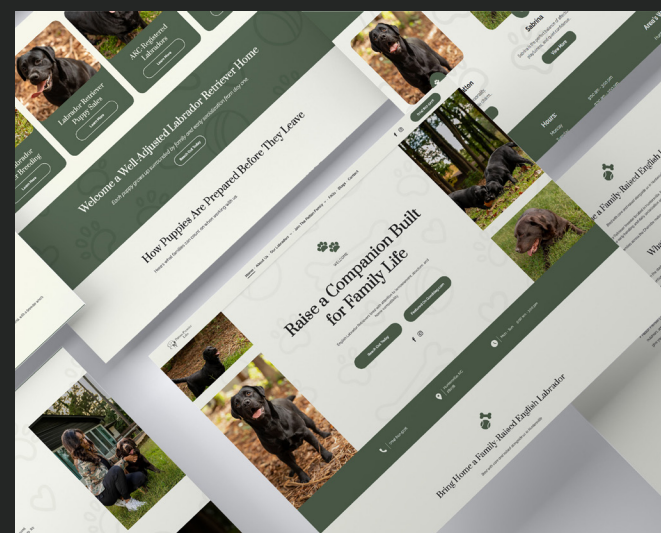
# PPL Website

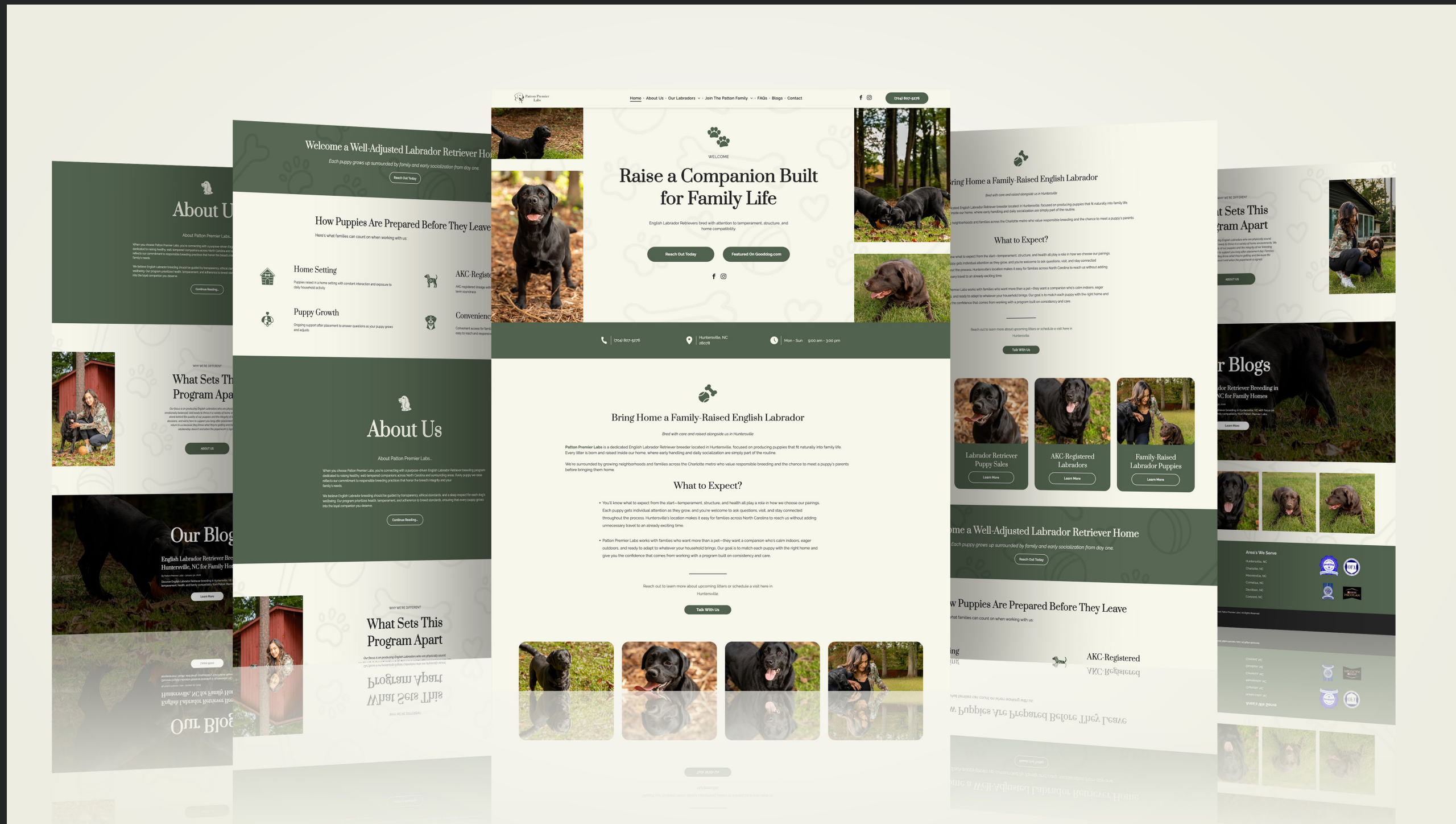
## Modern Site Design

This project showcases my redesign of the Patton Premier Labs website, created to deliver a premium yet fun service experience while keeping the brand approachable and engaging. The design emphasizes strong visual hierarchy, intuitive navigation, and a refined yet energetic aesthetic that reflects both quality and personality. Careful attention to layout, typography, and visual balance enhances usability while strengthening the brand presence. Balancing creativity with functionality, the site was built to support real business goals through a thoughtful, user-focused approach, resulting in a seamless and visually compelling digital experience.

Category Web Design

Year 2026







# Vira Face Oil

Beauty Cosmetics

Vira is a premium face oil packaging project designed to exude elegance and sophistication. Using a black and white color palette, the design emphasizes a sleek, high end aesthetic that aligns with the brand's luxurious identity. Minimal illustrations and refined typography were incorporated to maintain a clean, modern look while reinforcing the product's exclusivity.

Every detail from the packaging structure to the subtle design elements was crafted to enhance the sense of premium quality and timeless sophistication. Vira is more than skincare, it's an experience in luxury.

Category Packaging

Year 2023





# Shorevine

Luxury Alcohol

Shorevine is a refined and atmospheric wine label design that evokes a sense of place and elegance through painterly visuals and minimal typography. The label features a custom watercolor seascape accented with subtle gold brush strokes and splatters, creating a tactile, immersive experience that blends tradition with modern sophistication. The design is grounded in a harmonious layout, balancing the brand mark, varietal information, and location with ample negative space and intentional spacing. The result is packaging that feels both timeless and expressive an artisanal design rooted in narrative and visual restraint.

Category Packaging

Year 2024





# Foodish Magazine

Healthy Lifestyle

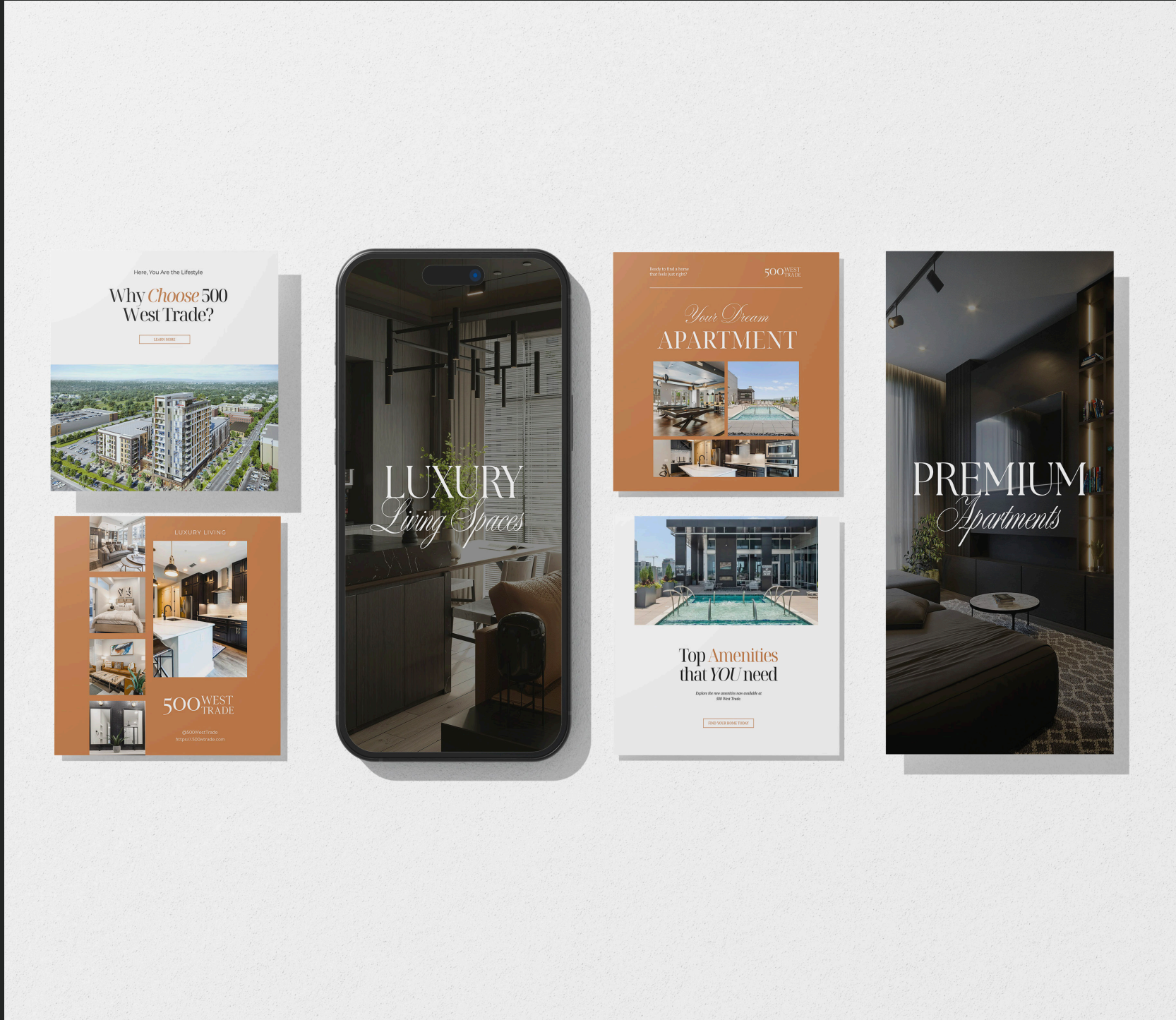
Foodish Magazine is a premier lifestyle publication dedicated to promoting health and well-being through nutritious recipes, expert tips, and mindful living. With a focus on balance and sustainability, it inspires readers to cultivate healthier habits while enjoying delicious, wholesome meals. Designed for those passionate about wellness, Foodish combines stunning visuals with insightful content to create an engaging, informative experience. From seasonal meal plans to fitness and self care strategies, every issue is a guide to achieving a more vibrant, nourished life.

Category Editorial

Year 2025







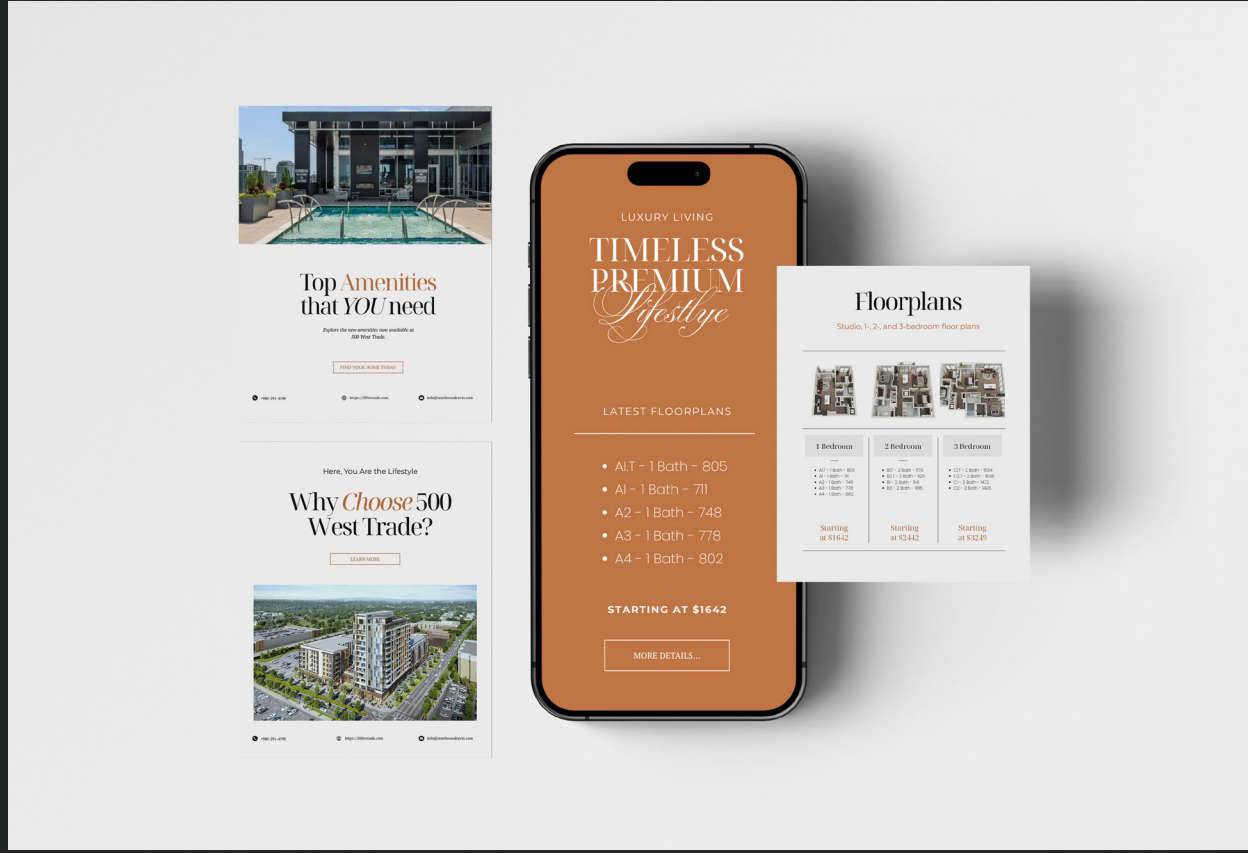
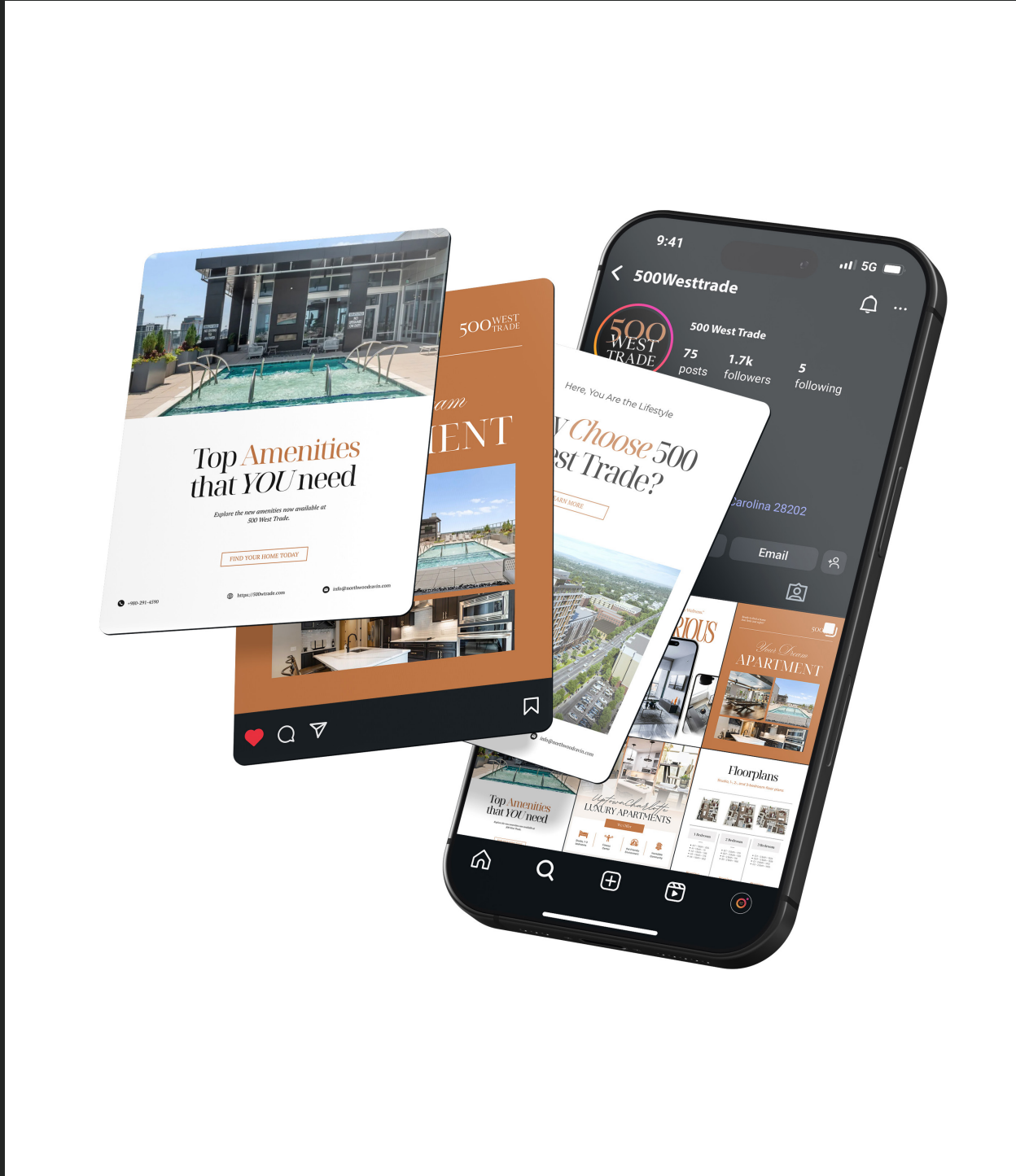
# 500 West Trade

## Property Management

500 West Trade was a cohesive social media campaign that captures the essence of Charlotte while establishing a refined brand identity for the property. The ads reflect the city’s energy and modern character while maintaining consistency across all visuals. Clean compositions, thoughtful typography, and balanced spacing create a polished, high-end aesthetic. Subtle details and a restrained color palette enhance the overall sense of sophistication. The result is a unified body of work that feels contemporary and aspirational, delivering a premium visual experience aligned with the brand’s identity.

Category Social Media

Year 2026





# Movie Poster Advertisement

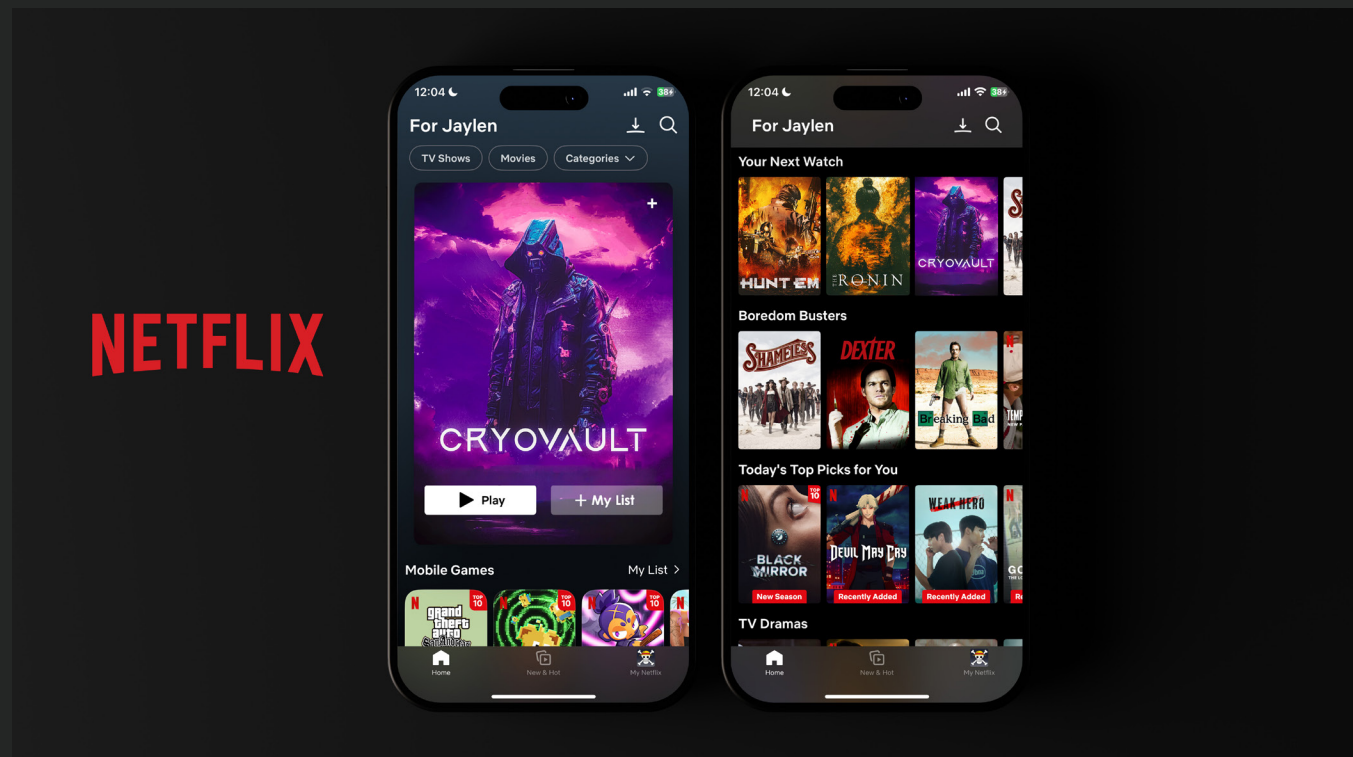
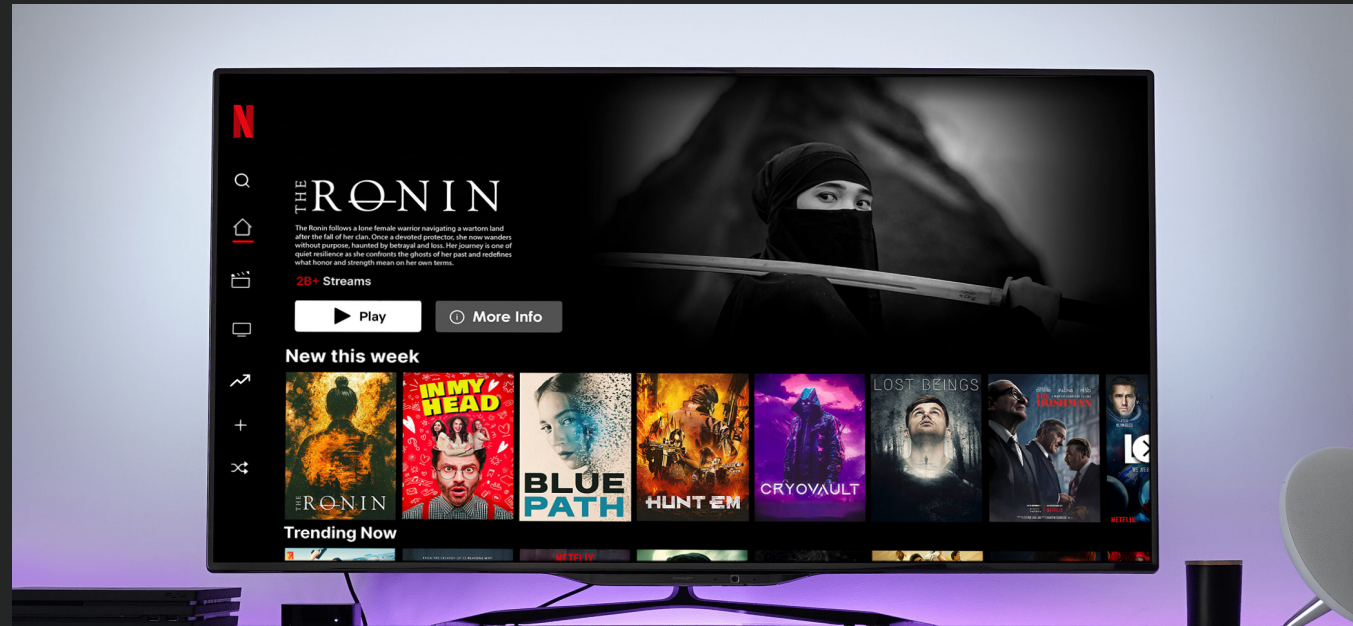
Entertainment

This collection of movie posters showcases a range of original concepts, blending strong illustration, bold typography, and cinematic storytelling. Each design captures the mood and essence of a fictional story, using color, composition, and texture to create a striking, immersive experience. From dramatic transformations to lighthearted adventures, every poster reflects a unique visual narrative crafted to spark imagination and emotion. For a closer look at the full collection, visit my website!

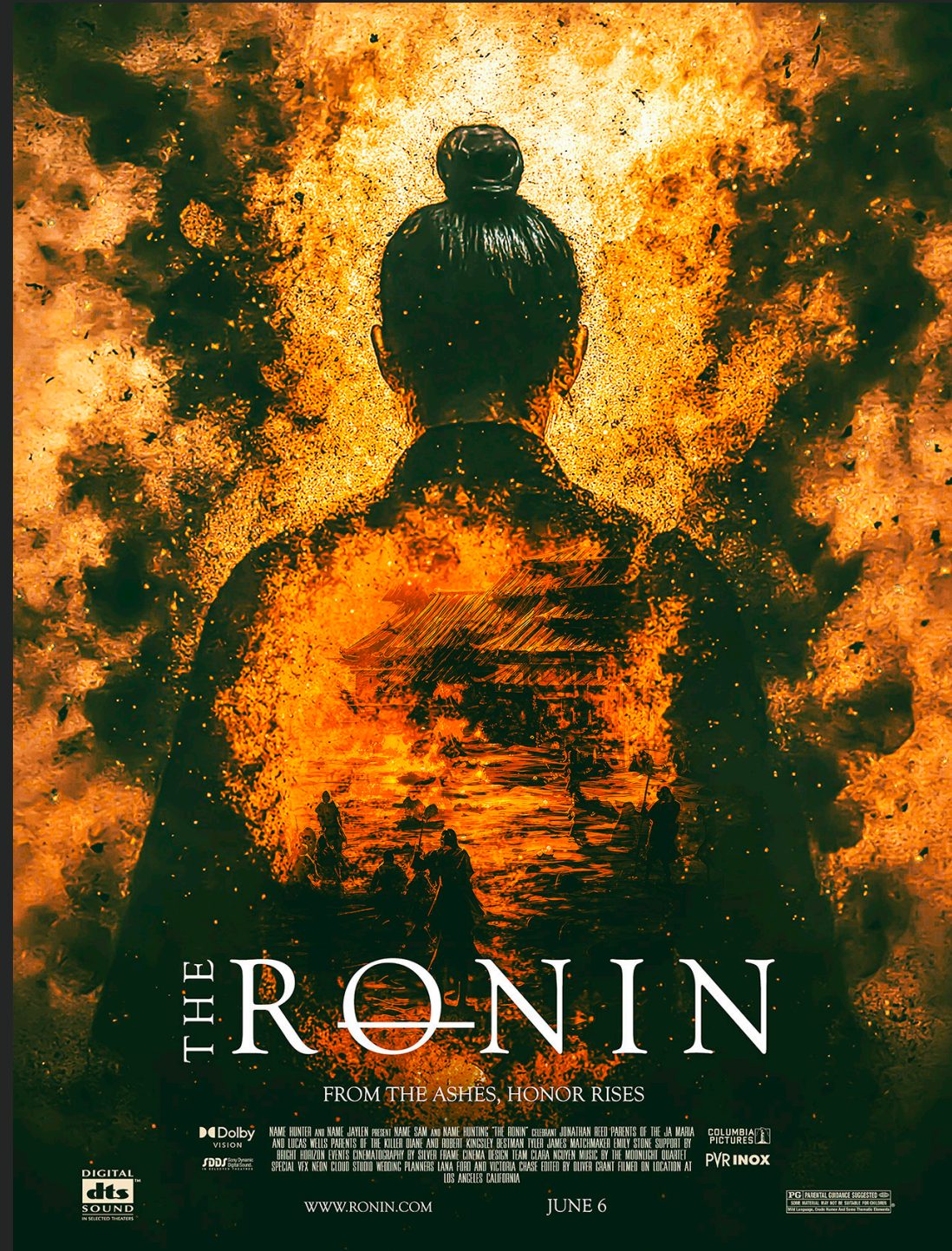
Category Advertisement

Year 2025





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# Thank You

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980 - 208 - 8124



Jaylensocials@gmail.com



[www.linkedin.com/in/jayillustrationli](http://www.linkedin.com/in/jayillustrationli)



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