

# Professional Design Portfolio

.....

Ruby Baek // 2023

# What you'll see:

Here are a few examples of my personal favorite designs I created (that I can show) for the clients I worked with over the years.

I hope you enjoy viewing them as much as I did working on them.

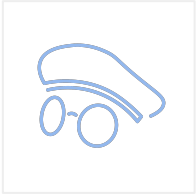
# Artist Playhaus

2021

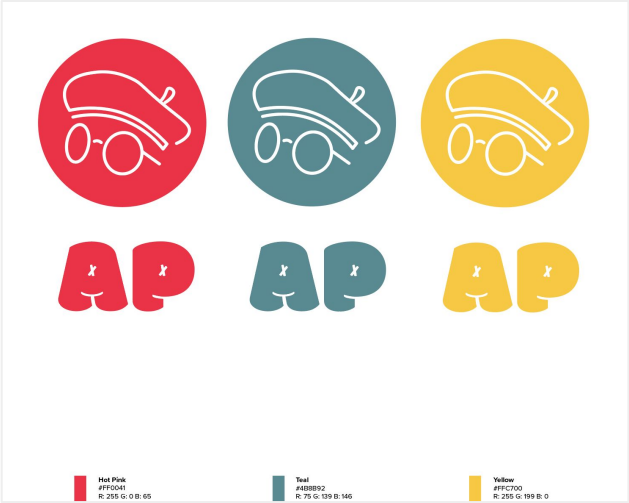
Logo Design & Branding



Designed Logo & Type



Color Explorations



# KCommunications LLC

2019

# Branding

## Business Cards

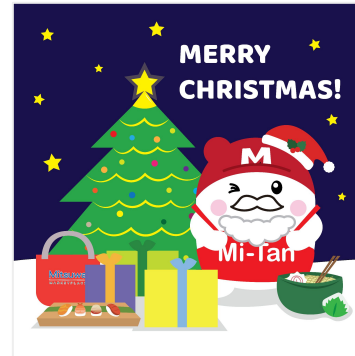


## Letterheads



# Client Work - Mitsuwa Marketplace

## Instagram & Illustrations



# Client Work - Yoshi's Cafe

## Menu - Designed & Illustrated



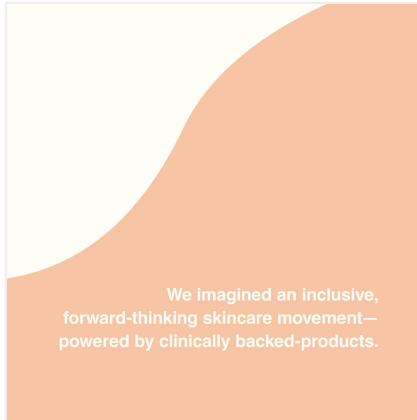
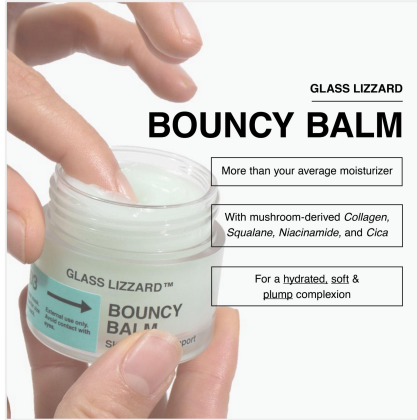
<b>STARTERS</b>		
GREEN BEAN TEMPURA pickled ginger, peanut, scallion, bonito flakes, tahini jalapeño sauce, miso-yuzu-honey buttermilk	9.5	
FOIE GRAS-DUCK LIVER MOUSSE PÂTE amazake jelly, spiced macerated strawberries, brown butter snow, pickled mustard seed, basil, toasted milk bread	15.95	
YOSHI'S CAFÉ ORIGINAL TUNA TARTARE rice crisp, ginger, soy sauce, sesame oil, yuzu, wasabi dressing, guacamole, oyster shooter with salsa, yuzu ponzu, jalapeño	14.95	
DIY SALMON TEMAKI SUSHI salmon, sushi rice, tamago, shiso, shibazuke, nori	13.95	
OISHI ZUSHI (PRESSED SUSHI) umeboshi jam, furikake, nori, crushed wasabi peas, shibazuke, fried shiso	8.95	
TATSUTA-AGE (JAPANESE STYLE FRIED CHICKEN) honey butter, honeycomb	10.95	
SPICY TUNA OISHI ZUSHI (PRESSED SUSHI) spicy tuna, spicy mayo, soy sauce, cucumbers, scallions, tobiko, nori	12.95	
SHISHITO PEPPER (GRILLED / TEMPURA) see salt, grilled lime, soy sauce bonito dipping sauce	9.5	
<b>SOUPS &amp; SALAD</b>		
ROSEMARY & CHICKEN DUMPLING SOUP chicken consomme, osembe dumplings, crispy onions, carrots, celery, togarashi spice	9.5	
MIXED GREEN SALAD heirloom tomatoes marinated in sando-zechuan peppercorn, fennel, arugula, red onion, plum wine vinegar, milk bread crouton	10.95	
ROASTED BUTTERNUT SQUASH & BURRATA CHEESE arugula, honey, puffed rice, chili flakes, apple cider vinegar	14.95	
GRILLED RADICCHIO SALAD roasted pumpkin seeds, Canadian goat cheese, white wine vinaigrette	10.50	
<b>MAIN</b>		
GRILLED VEGETABLES & TOFU seasonal vegetables, beet hummus, red pepper puree	23.95	
MISO-ROASTED CHICKEN BREAST (MILLER'S AMISH CHICKEN) miso butter sauce, crema diabla, celery root, charred cabbage, carrot, kale	27.95	
HOUSE SMOKED SALMON SALAD charred romaine, arugula, pickled shallots, grapefruit segments, spicy bonito kewpie, pea tendrils, patsou, puffed rice	26.95	
PAN SEARED TROUT cannellini bean puree, coconut ponzu, sautéed swiss chard, mataake nuoc-cham conserve	28.95	
BRAISED DUROC BUTA NO KAKUNI (JAPANESE PORK BELLY) grits, yuzu compressed cucumbers, zucchini ribbons, sautéed brussel sprouts with pork jus	27.95	
N.Y. STRIPLOIN STEAK AU POIVRE (ALLEN BROTHERS) onion beef jus, horseradish compound butter, arugula powder, seasonal vegetables, charred shishito green tomato relish	42.95 (8oz) 64.50 (12oz)	
CHEESE BURGER (8 oz ALLEN BROTHERS) cheese trio (quattro di bullela, taleggio, American cheese), arugula, garlic pickles, caramelized onion, kewpie sauce (Worcestershire, onion, smoked & pickled garlic), french fries	17.95	
<b>SIDES</b>		
EDAMAME WITH SEA SALT	8	<div>OUR FOODS ARE LOCALLY SOURCED TO SUPPORT SUSTAINABLE AND LOCAL FARMING.</div> <div>CHEF KEN KATSUMURA</div>
FRENCH FRIES	5.5	
STEAMED WHITE RICE	3.5	
ASPARAGUS	12.5	
SIDE SALAD	6	
MIXED VEGETABLES	9.5	
SHIBAZUKE Japanese red shiso pickled vegetables	4.5	



# Glass Lizard

2021

## Social Media Posts (Design & Illustration)




# **Anna Sui**

2020

## Emails - Designed & Illustrated

**ANNA SUI**  
BEAUTY FRAGRANCE SS20







**WELCOME TO  
THE WORLD OF  
ANNA SUI**

You're now on our list —  
and will be the first to know about our  
newest styles, exclusive offers, and more!

Thanks for joining! Here's  
15% off your first purchase

use code:  
WELCOME15

**SHOP NOW**



Copyright © Anna Sui

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).




**ANNA SUI**  
BEAUTY FRAGRANCE FW19



**ANNA SUI  
CLASSIC IS BACK**

We've reissued this signature, bestselling Anna Sui fragrance  
for a limited time. The classic fragrance evokes nostalgia for  
the innocence, sensuality, and fantasy of the rock with a  
sophisticated blend of bergamot, raspberry, desert jasmine,  
and sandalwood.

**SHOP NOW**



**ANNA SUI**  
BEAUTY FRAGRANCE SS20



**IN NEW YORK?  
TRY BEFORE YOU BUY**

We are launching complimentary at-home  
concierge services powered by **TO SHI**



**1. SHOP ON ANNASUI.COM**

Select **TO SHI** services at checkout  
before processing your payment



**2. BOOK A HOME DELIVERY & ADD SERVICES**

Select your 30 minute window for  
same day/next day/third day delivery.  
Mon - Sat: 11am - 8pm

Add your preferred complimentary services:

- ✓ Size up/size down
- ✓ Fitting & Pinning
- ✓ Inspire Me with Similar Items



**3. ON THE DAY**

A **TO SHI** stylist will arrive with your order and  
provide your selected services. We will  
manage your return immediately, hassle free.



Copyright © Anna Sui

Want to change how you receive these emails?

# FreyDesign

2020 - 21

# Client Work - GPF Foundation

## Print Design

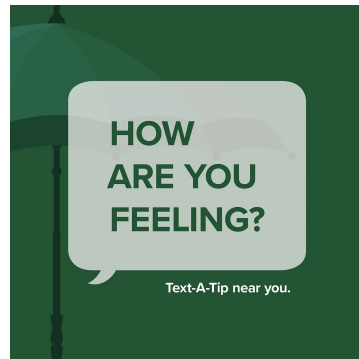
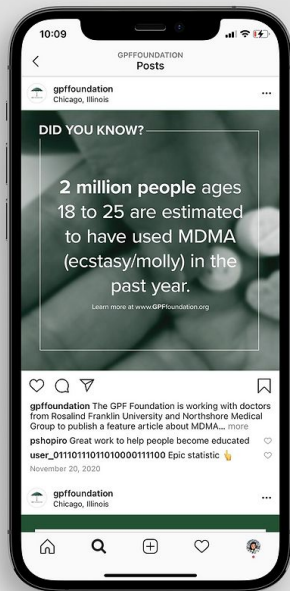


GPF Foundation Awareness Brochure

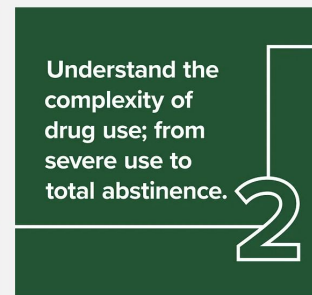


# Client Work - GPF Foundation

## Social Media Design



[GPF Foundation Instagram](#) -  
Nov 16, 2020 - March 23, 2021



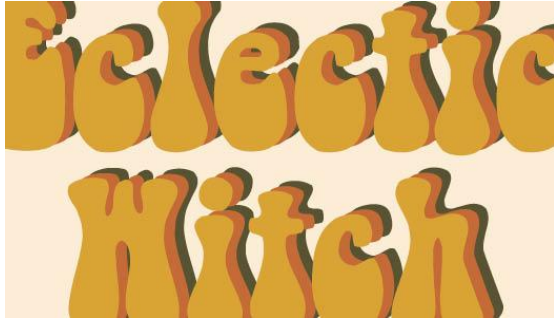
# **Eclectic Witch**

2022



## Business card & Branding for Eclectic Witch

Client wanted a groovy, 80s theme to their tone and feel using a muted color palette.



Exploration 1



Exploration 2



Exploration 3

**theLab**

2021 - Present

# Client Work - Sealy®

## Promo & Non-Promo



**AMERICA'S #1 MATTRESS BRAND**

Save up to **\$500\***  
on select adjustable mattress sets

\*Select mattress sets only. Lesser savings may apply. Learn more at Sealy.com.  
\*Based on Sealy's family of brand elements, including Posturepedic® and Posturepedic®.



**AMERICA'S #1 MATTRESS BRAND**

Save up to **\$500\***  
on select adjustable mattress sets

\*Select adjustable mattress sets only. Lesser savings may apply. Learn more at Sealy.com.  
\*Based on Sealy's family of brand elements, including Posturepedic® and Posturepedic®.



Save up to **\$200\***  
on select mattresses

**#1 MOST TRUSTED**

\*Select mattresses only. Lesser savings may apply. Learn more at Sealy.com.  
\*Based on Sealy's family of brand elements, including Posturepedic® and Posturepedic®.



Save up to **\$200\***  
on select mattresses

**#1 MOST TRUSTED**

\*Select mattresses only. Lesser savings may apply. Learn more at Sealy.com.  
\*Based on Sealy's family of brand elements, including Posturepedic® and Posturepedic®.



Save up to **\$400\***  
on select adjustable mattress sets

\*Select adjustable mattress sets only. Lesser savings may apply. Learn more at Sealy.com.

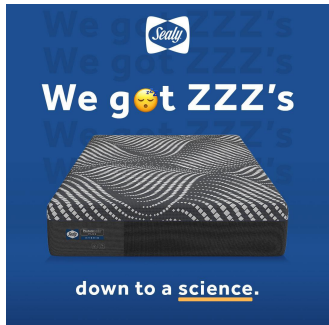


**SAVE UP TO \$200\***  
on select mattresses

\*Select adjustable mattresses only. Lesser savings may apply. Learn more at Sealy.com.



Wake Up to **Happier** Mornings



We got **ZZZ's**  
down to a **science.**



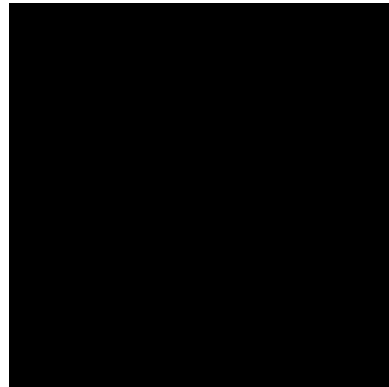
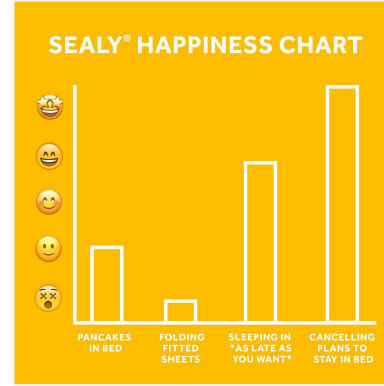
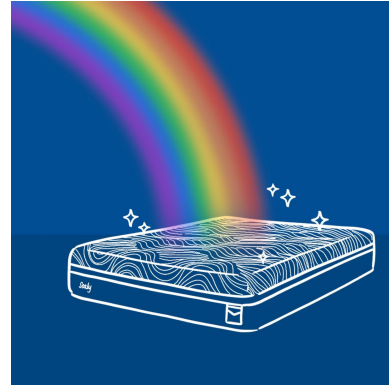
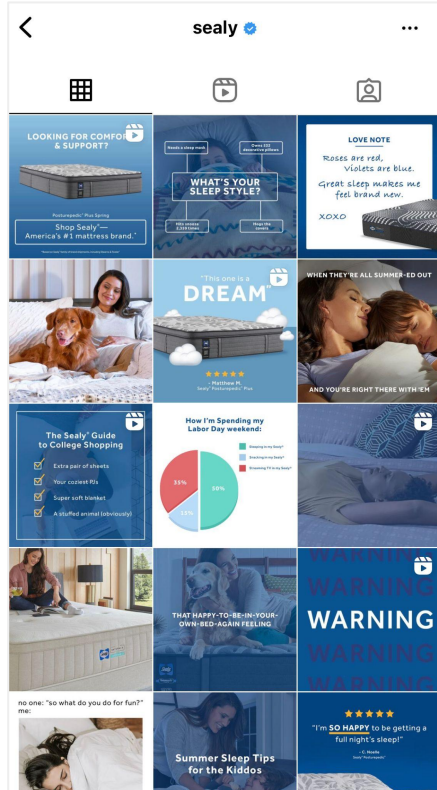
**THE MOST**  
**AMAZING BED**  
I've ever had."  
- Jill  
Sealy® Posturepedic® Plus



**GREAT BUY.**  
**BETTER ZZZ's**

# Client Work - Sealy®

## Social Media - Designed & Illustrated



**Find more of my personal work at:**  
[www.rubybaek.com](http://www.rubybaek.com)