Ana Tejeda

graphic design portfolio

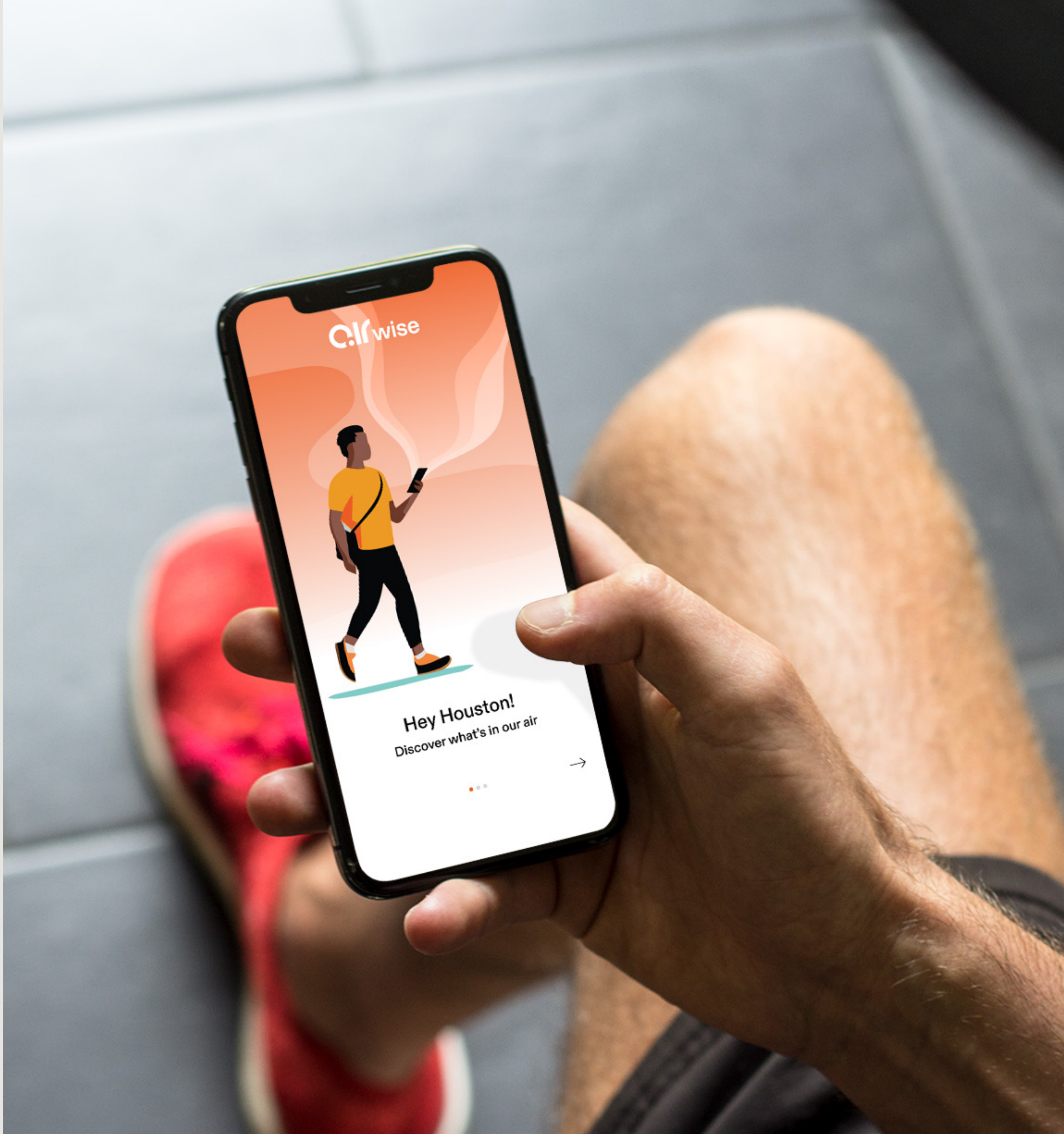
2024

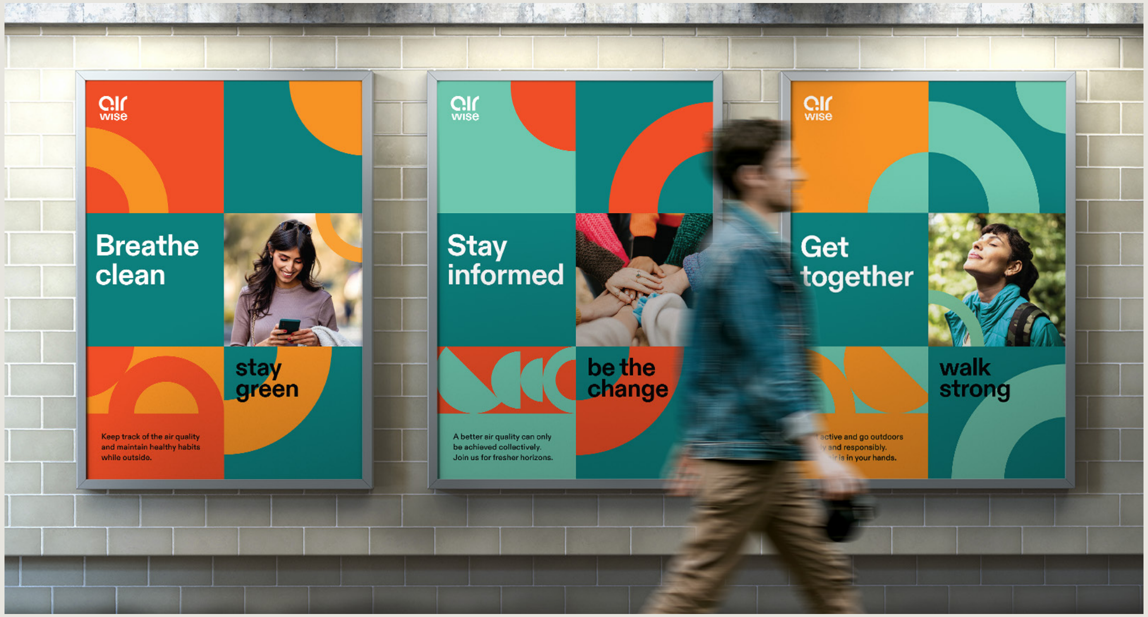
Originally from Cuba, Ana Tejeda recieved her B.F.A degree in Graphic Design at the University of Houston. She is a multi-disciplinary artist with a music background, and is interested in combining her knowledge and exploring media that includes analog methods, photography, illustration, brand identity, print, and UI/UX design.

air wise
social campaign

2024 | IDENTITY, UI/UX

Airwise is a social awareness campaign empowering Houstonians to embrace and take action towards improving air quality in the city. It also inspires people of all ages to be active, get informed, and become part of social change.


airwise
Hey Houston!
Discover what's in our air
→


air wise
Breathe clean
stay green
Keep track of the air quality and maintain healthy habits while outside.
air wise
Stay informed
be the change
A better air quality can only be achieved collectively. Join us for fresher horizons.
air wise
Get together
walk strong
active and go outdoors
and responsibly.
is in your hands.

brand usage
air wise

air wise
Houston
let's breathe
green!

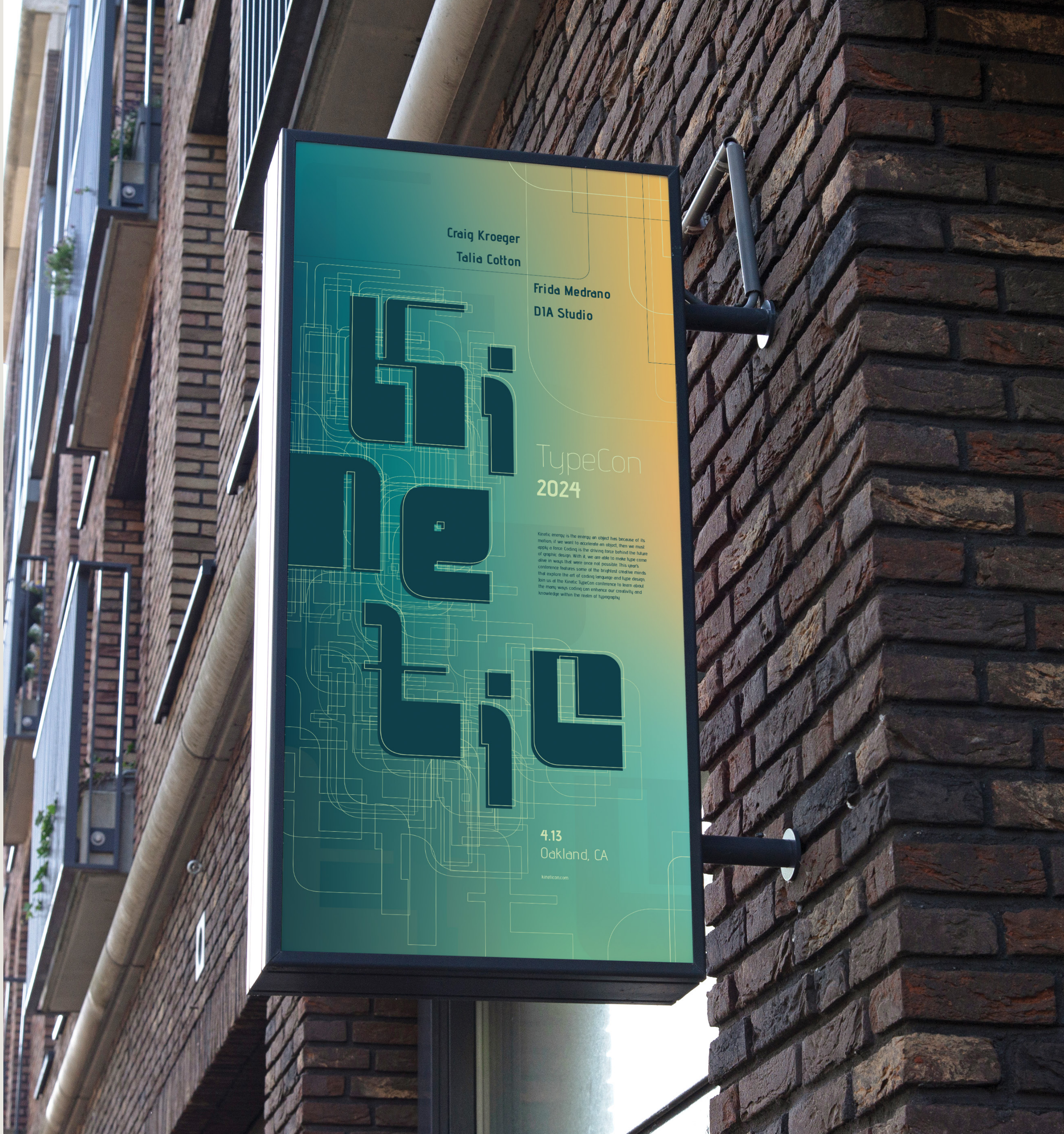
air wise
let's breathe
green!

kinetic typecon

2022 | BRAND IDENTITY

An identity system concept created for TypeCon, an annual conference presented by the non-profit Society of Typography Aficionados and dedicated to the promotion and support of typography and related arts.

Teamwork was used to curate a series of interrelated speakers. Hierarchical text and grids create a visual system based on experimental type. The identity includes collateral pieces to explore algorithmic typography.



Kinetic energy is the energy an object has because of its motion; if we want to accelerate an object, then we must apply a force Coding is the driving force behind the future of graphic design. With it, we are able to make type come alive in ways that were once not possible This year's conference features some of the brightest creative minds that explore the art of coding language and type design. Join us at the Kinetic TypeCon conference to learn about the many ways coding can enhance our creativity and knowledge within the realm of typography

TypeCon
2024

TypeCon
2024
Talia Cotton
Speaker

TypeCon
2024

Craig Kroeger
Pixel Based Type
Frida Medrano
Contemporary Branding
Talia Cotton
Designing With Code
DIA Studio
Autonomous Design

Talia Cotton
Designing With Code
TypeCon 2024

ibn sina foundation

2022 | BRAND IDENTITY

The IBN SINA branding project focuses on the rebranding for a non-profit organization. The foundation provides integrated, preventive and primary care to low income and indigent families in a clinical setting throughout the Houston area and Port Arthur, Texas.

The deliverables include a target audience report showing statistics and general information, and three brochures for patients, volunteers, and donors.

Target Audience Report
IBN SINA FOUNDATION

for patients
Get the health care you can actually afford
IBN SINA FOUNDATION
donor
Give back to your community
Benefits of Volunteering
1. Be a part of the community
2. Learn and improve your skills
3. Get practice and gain experience
4. Meet new people & make friends
Why volunteer?
Who is eligible?
Make a difference

Services we provide
Your Health is our Priority
96%
40%
80k+
Perks of being a donor
give back & volunteer
Be the change you want to see

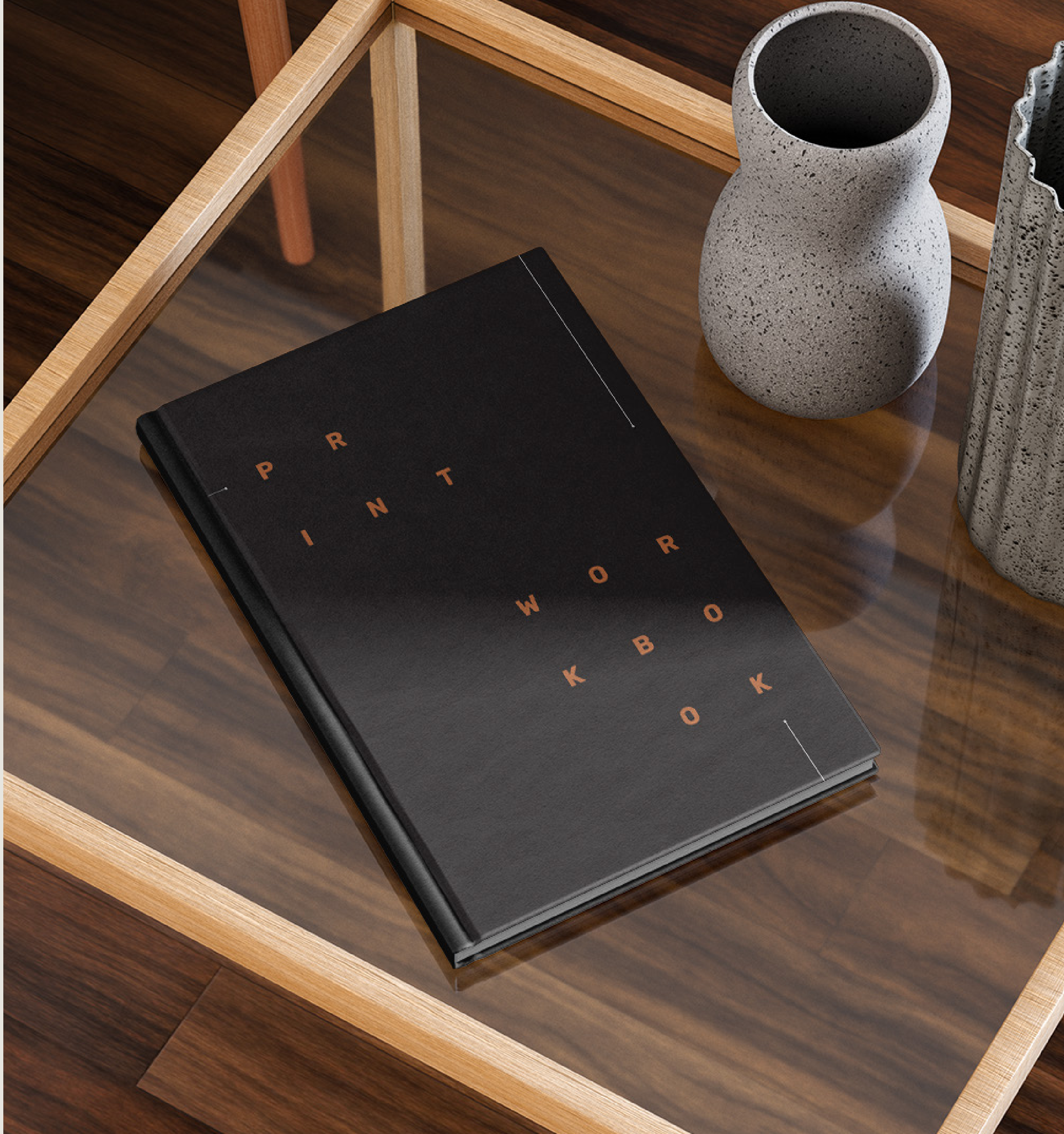
for patients
Get the health care you can actually afford
give back & volunteer
Be the change you want to see
become a donor
Give back to your community
IBN SINA FOUNDATION

Who We Are
Our Mission
Our Vision
Our Goals
partners in promoting
Community Health
Target Audience
Donors
Patients
Volunteers
Government
Affiliates

print workbook

2022 | PRINT & ILLUSTRATION

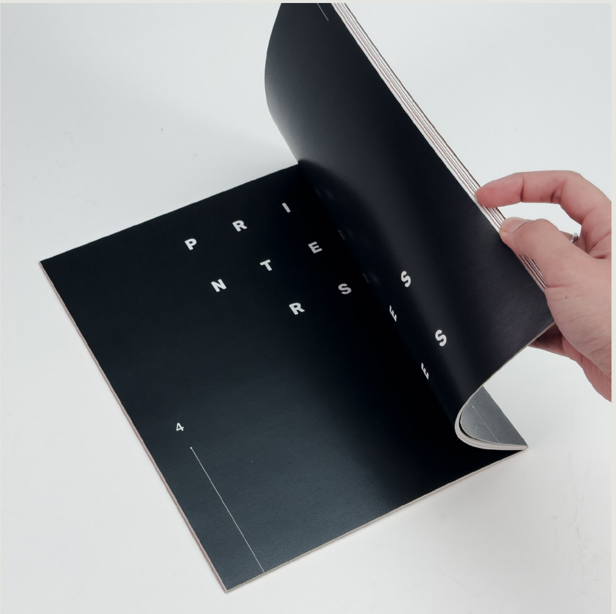
A book about the techniques and tools of print production. Print Workbook is designed based on the ambivalence of two adjectives: honest and meek. With a minimalist and reserved style it's meant to offset the technical contents of the printing process form start to finish.



PUNCTUATION
Quotation Mark
Ellipses
Hanging Punctuation
Smart Quote
Prime Mark
Straight Quote
Hyphen
Em Dash
En Dash
5'
4"

CONTENTS
06.
12.
18.
22.
28.
36.
40.
46.

PAPER TYPES
Cover
Writing
Coated
Text


4

Standard Black
Color Elements
Spot Color
Process Color
3

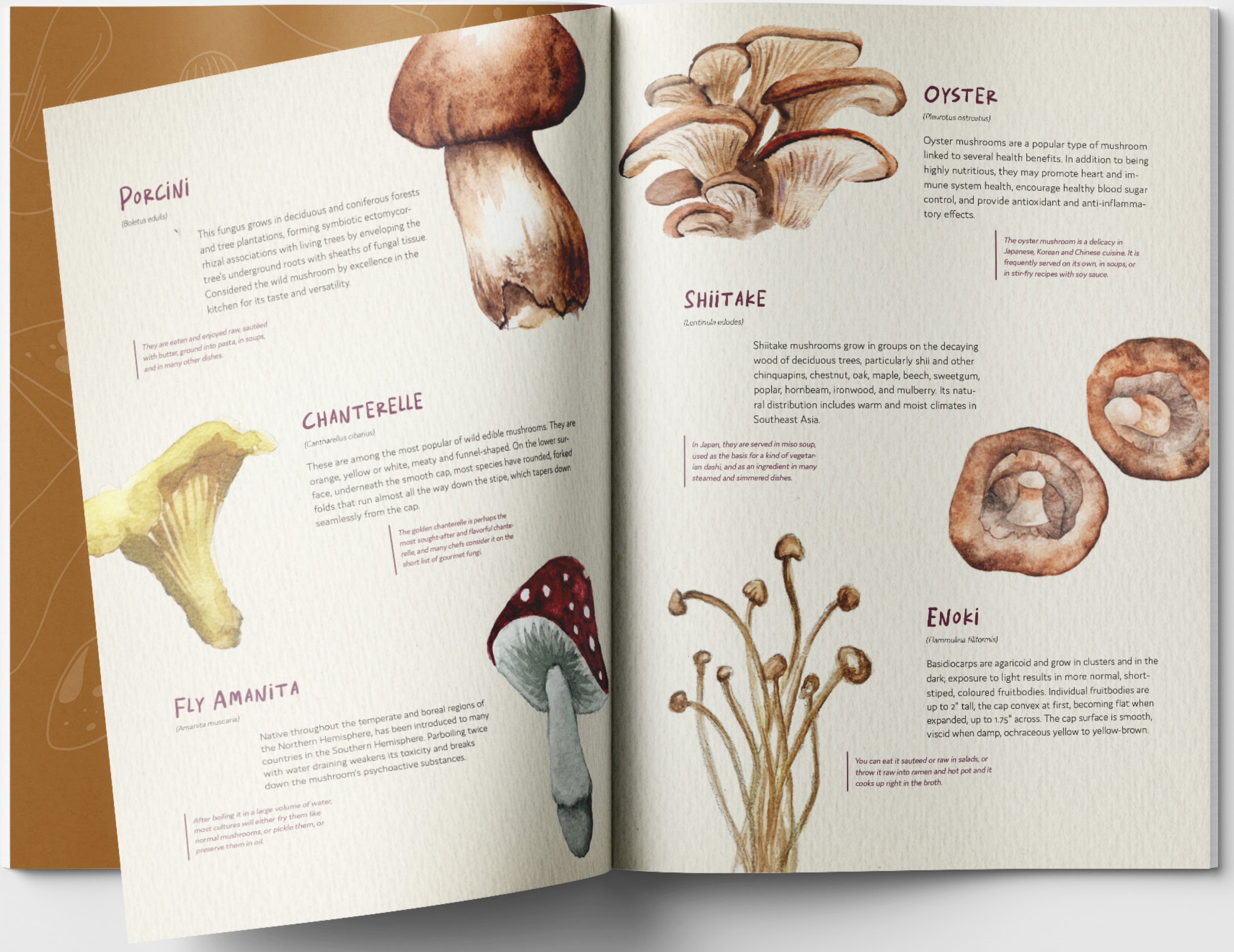
Ligatures
Pairs or trios of characters t
a unity, commonly made from ch
acters that naturally overlap when
used together.

field guides

2022 | PRINT & ILLUSTRATION

A clean and detailed illustrated series of booklets that delve in the realm of mushrooms. With an overview of their cultural history, a curated watercolor field guide of edible ones, and a modular layout of those that are poisonous and should be handled with care.

As part of the project, this series goes along with a website using HTML and CSS knowledge.



PORCINI

(Boletus edulis)

This fungus grows in deciduous and coniferous forests and tree plantations, forming symbiotic ectomycorrhizal associations with living trees by enveloping the tree's underground roots with sheaths of fungal tissue. Considered the wild mushroom by excellence in the kitchen for its taste and versatility.

> *They are eaten and enjoyed raw, sautéed with butter, ground into pasta, in soups, and in many other dishes.*

CHANTERELLE

(Cantharellus cibarius)

These are among the most popular of wild edible mushrooms. They are orange, yellow or white, meaty and funnel-shaped. On the lower surface, underneath the smooth cap, most species have rounded, forked folds that run almost all the way down the stipe, which tapers down seamlessly from the cap.

> *The golden chanterelle is perhaps the most sought-after and flavorful chanterelle, and many chefs consider it on the short list of gourmet fungi.*

FLY AMANITA

(Amanita muscaria)

Native throughout the temperate and boreal regions of the Northern Hemisphere, has been introduced to many countries in the Southern Hemisphere. Parboiling twice with water draining weakens its toxicity and breaks down the mushroom's psychoactive substances.

> *After boiling it in a large volume of water, most cultures will either fry them like normal mushrooms, or pickle them, or preserve them in oil.*

OYSTER

(Pleurotus ostreatus)

Oyster mushrooms are a popular type of mushroom linked to several health benefits. In addition to being highly nutritious, they may promote heart and immune system health, encourage healthy blood sugar control, and provide antioxidant and anti-inflammatory effects.

> *The oyster mushroom is a delicacy in Japanese, Korean and Chinese cuisine. It is frequently served on its own, in soups, or in stir-fry recipes with soy sauce.*

SHIITAKE

(Lentinula edodes)

Shiitake mushrooms grow in groups on the decaying wood of deciduous trees, particularly shii and other chinquapins, chestnut, oak, maple, beech, sweetgum, poplar, hornbeam, ironwood, and mulberry. Its natural distribution includes warm and moist climates in Southeast Asia.

> *In Japan, they are served in miso soup, used as the basis for a kind of vegetarian dashi, and as an ingredient in many steamed and simmered dishes.*

ENOKI

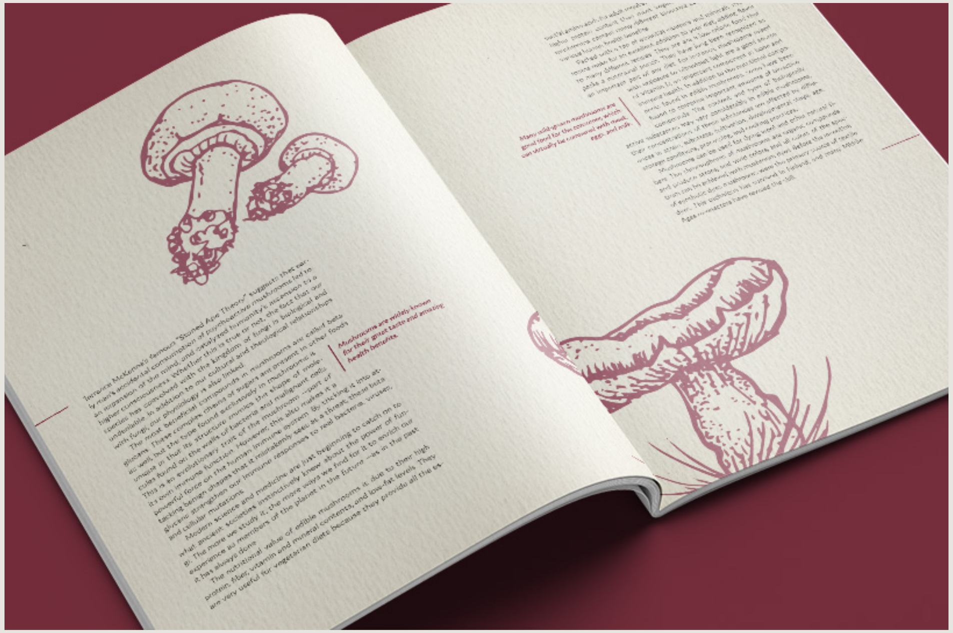
(Flammulina filiformis)

Basidiocarps are agaricoid and grow in clusters and in the dark; exposure to light results in more normal, short-stiped, coloured fruitbodies. Individual fruitbodies are up to 2" tall, the cap convex at first, becoming flat when expanded, up to 1.75" across. The cap surface is smooth, viscid when damp, ochraceous yellow to yellow-brown.

> *You can eat it sauteed or raw in salads, or throw it raw into ramen and hot pot and it cooks up right in the broth.*

ANATOMY
OF MUSHROOMS
CHECK CAP SHAPE AND THE PRESENCE OF SCALES OR WARTS TO HELP YOU WITH THE CLASSIFICATION
FEEL THE CAP AND SEE IF IT FEELS DRY TO THE TOUCH, OR IF IT FEELS WET OR STICKY.
CAP
GILLS
Spores or seeds are released from here so that the mushroom can reproduce. Some fungi have different surfaces under the cap.
MYCELIUM
Like roots, this is a web of thread-like filaments that absorb nutrients, and it's the main growing structure of the fungus.
SCALES
Loose flakes that are remains of a universal veil.
RING
Remnants of a partial veil that protects young gills.
CUP
The remainder of a universal veil that enveloped the young mushroom.
STEER CLEAR OF THOSE THAT HAVE A RING AROUND THE STEM AND/OR A BULBOUS BASE.
IN GENERAL YOU SHOULD AVOID MUSHROOMS THAT HAVE WHITE GILLS.

CREMINI
TURKEY TAIL

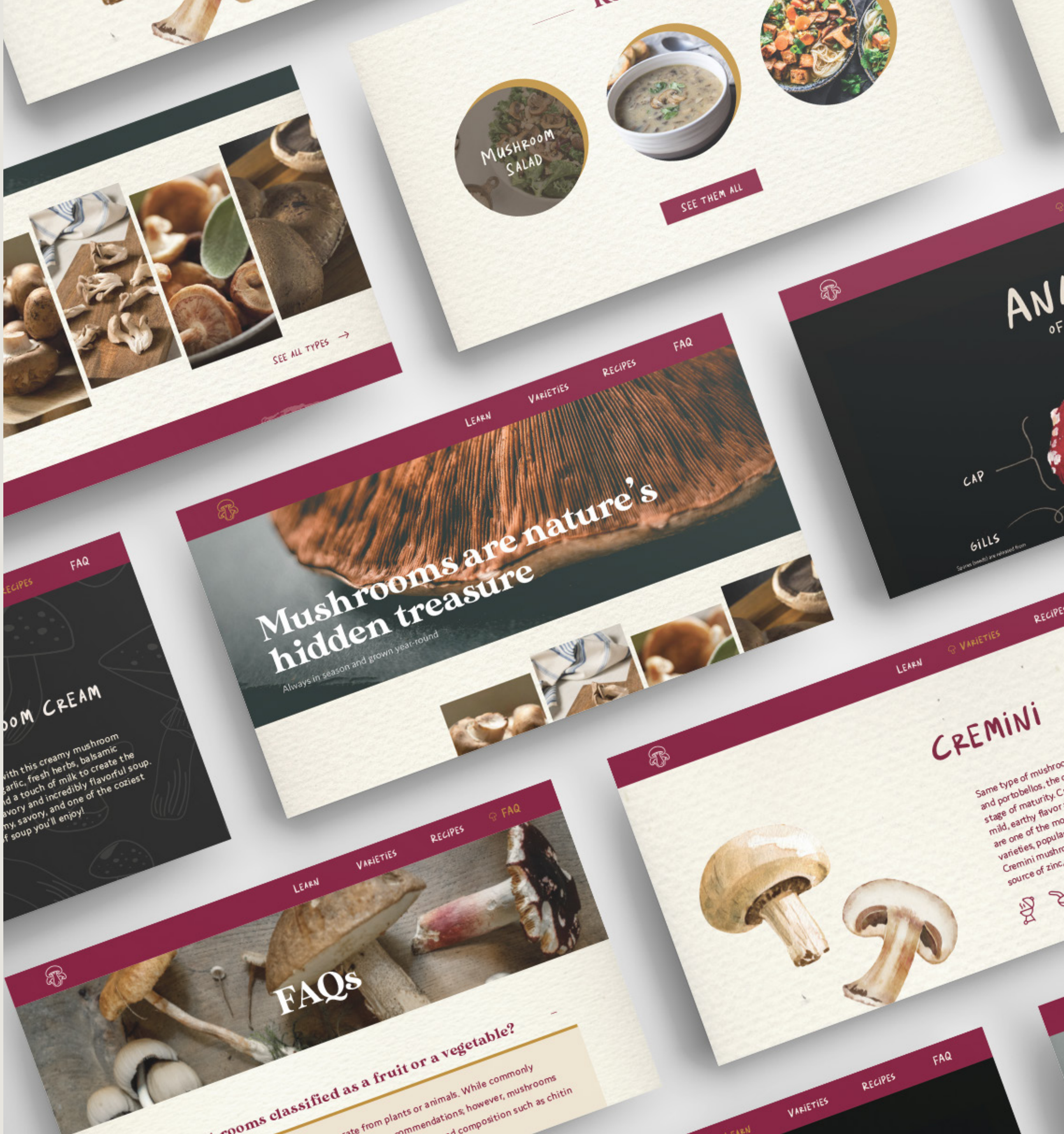

Mushrooms are widely known for their great taste and amazing health benefits.

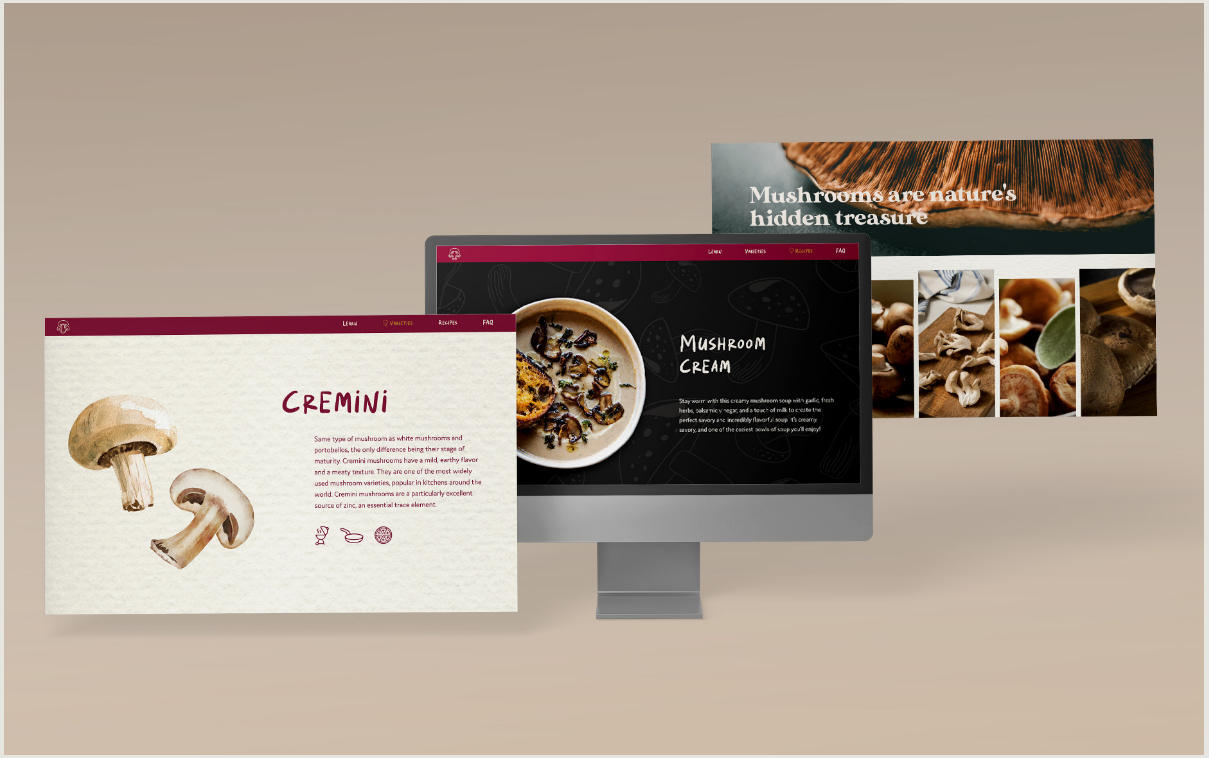
EDIBLE MUSHROOMS FIELD GUIDE

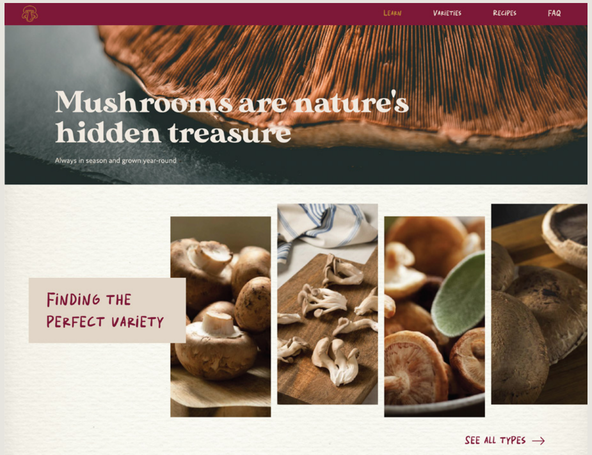
mushrooms

2022 | UI/UX DESIGN

A website based on the Mushrooms Field Guide booklets, made using code and designed to be informative and fun with the use of illustrations and images. The interface presents a clean and handmade feel, using multi-column layouts and hovering effects to make it interactive.


Mushroom Salad
See them all
See all types
Learn
Varieties
Recipes
FAQ
Mushrooms are nature's hidden treasure
Always in season and grown year-round
Cap
Gills
Cremini
FAQs



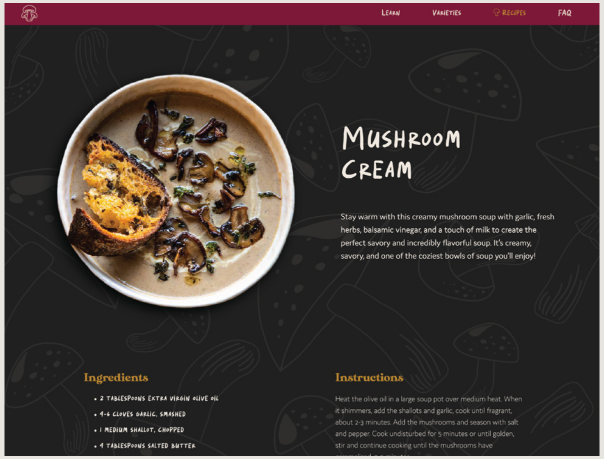


Mushrooms are nature's hidden treasure

Always in season and grown year-round

Finding the perfect variety

See all types →



Mushroom Cream

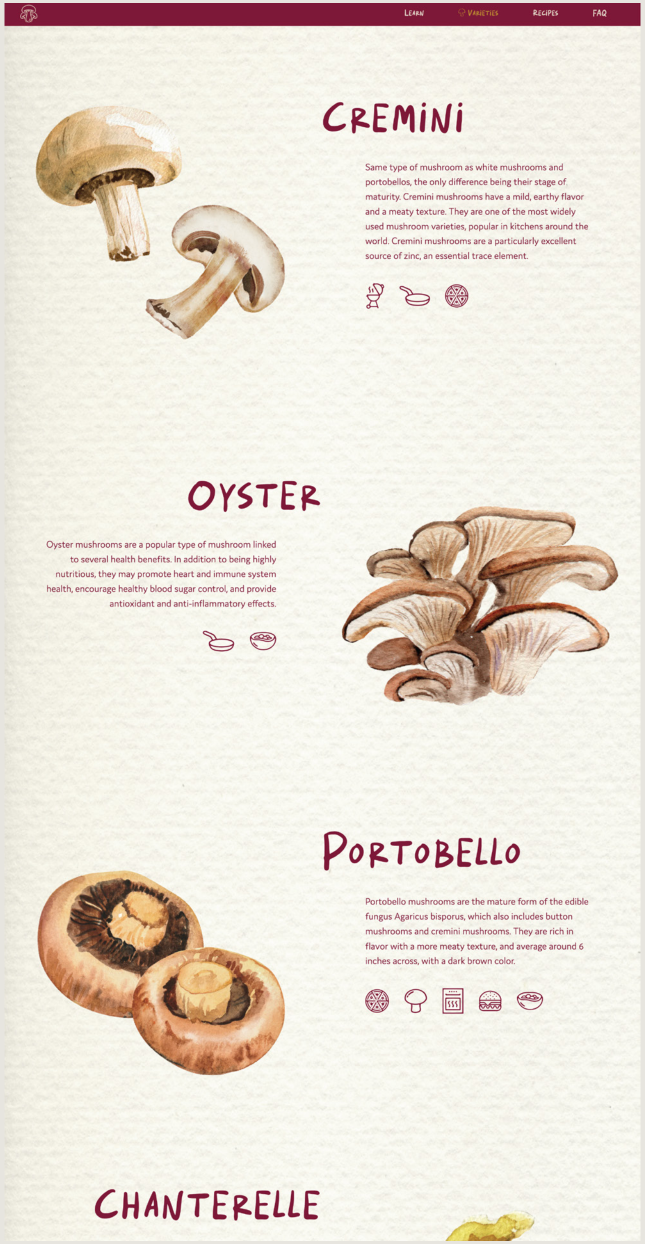
Stay warm with this creamy mushroom soup with garlic, fresh herbs, balsamic vinegar, and a touch of milk to create the perfect savory and incredibly flavorful soup. It's creamy, savory, and one of the coziest bowls of soup you'll enjoy!

Ingredients

- 2 tablespoons extra virgin olive oil
- 4-6 cloves garlic, smashed
- 1 medium shallot, chopped
- 4 tablespoons salted butter

Instructions

Heat the olive oil in a large soup pot over medium heat. When it shimmers, add the shallots and garlic, cook until fragrant, about 2-3 minutes. Add the mushrooms and season with salt and pepper. Cook undisturbed for 5 minutes or until golden, stir and continue cooking until the mushrooms have



Cremini

Same type of mushroom as white mushrooms and portobellos, the only difference being their stage of maturity. Cremini mushrooms have a mild, earthy flavor and a meaty texture. They are one of the most widely used mushroom varieties, popular in kitchens around the world. Cremini mushrooms are a particularly excellent source of zinc, an essential trace element.

Oyster

Oyster mushrooms are a popular type of mushroom linked to several health benefits. In addition to being highly nutritious, they may promote heart and immune system health, encourage healthy blood sugar control, and provide antioxidant and anti-inflammatory effects.

Portobello

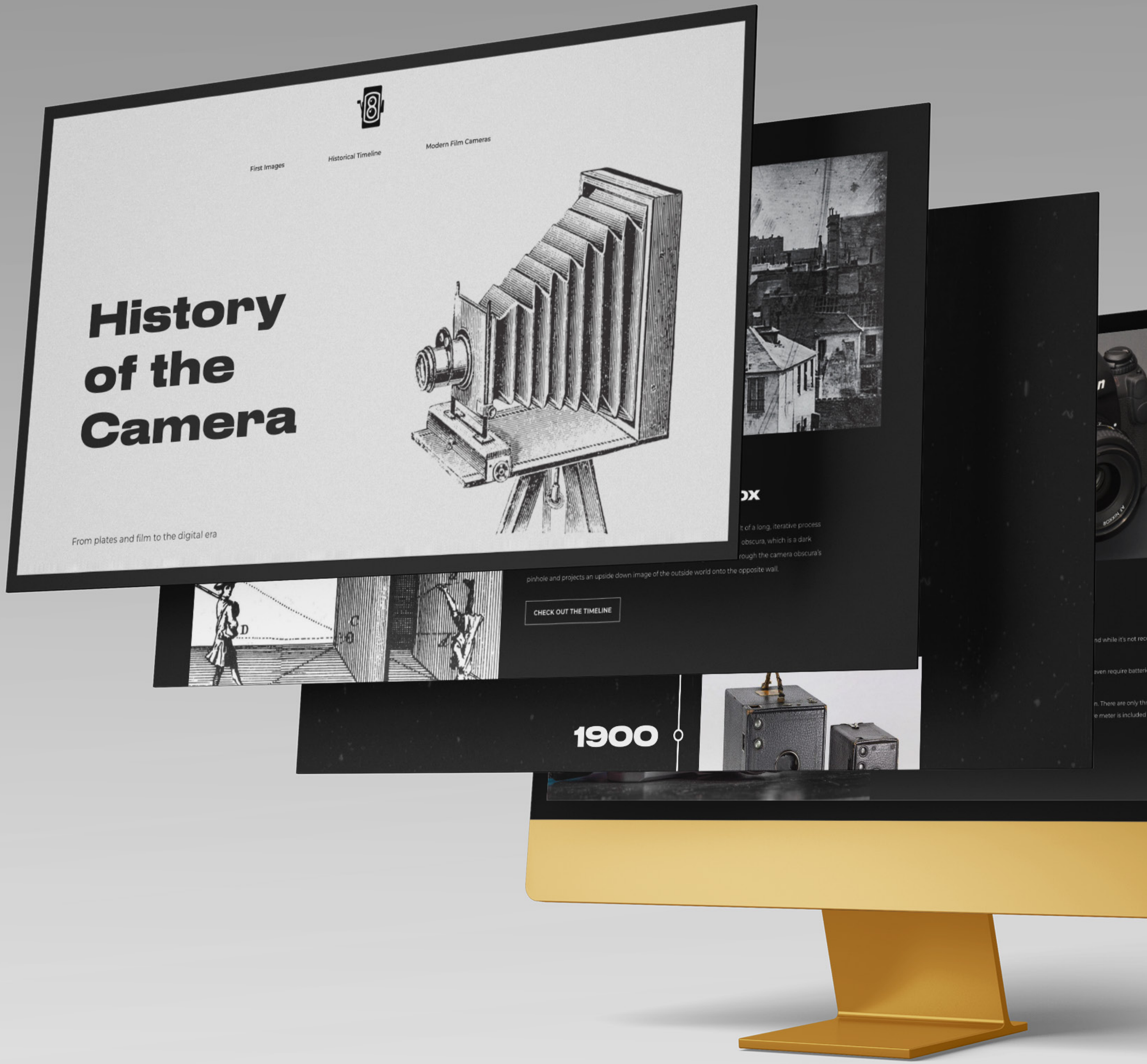
Portobello mushrooms are the mature form of the edible fungus Agaricus bisporus, which also includes button mushrooms and cremini mushrooms. They are rich in flavor with a more meaty texture, and average around 6 inches across, with a dark brown color.

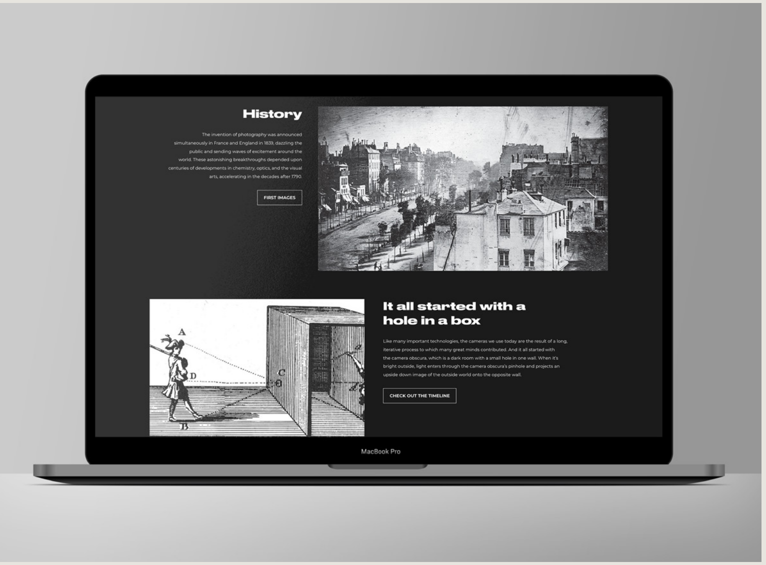
Chanterelle

invention of the camera

2022 | UI/UX DESIGN

A website about the history of cameras, the first photographic inventions and processes, and the first images. The target audience are photography and film aficionados that are looking to expand their knowledge on this medium.


First Images
Historical Timeline
Modern Film Cameras
History of the Camera
From plates and film to the digital era
CHECK OUT THE TIMELINE
1900

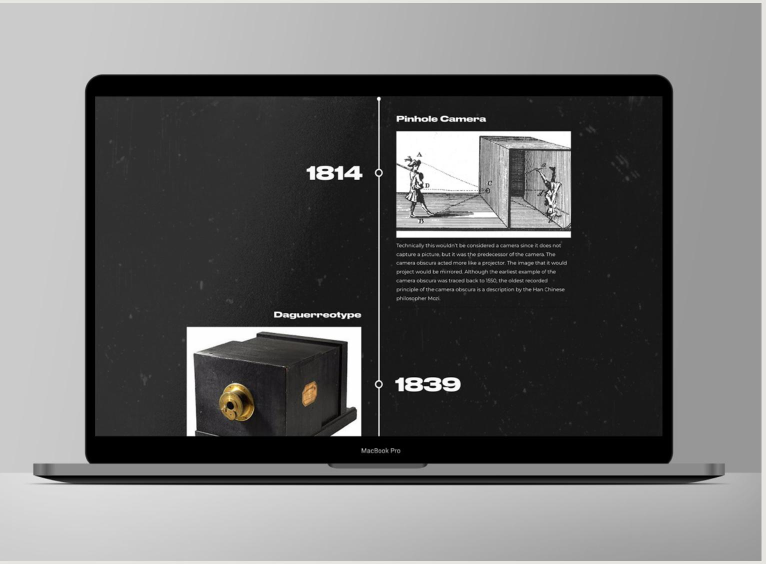


History

The invention of photography was announced simultaneously in France and England in 1839, dazzling the public and sending waves of excitement around the world. These astonishing breakthroughs depended upon centuries of developments in chemistry, optics, and the visual arts, accelerating in the decades after 1790.

It all started with a hole in a box

Like many important technologies, the cameras we use today are the result of a long, iterative process to which many great minds contributed. And it all started with the camera obscura, which is a dark room with a small hole in one wall. When it's bright outside, light enters through the camera obscura's pinhole and projects an upside down image of the outside world onto the opposite wall.



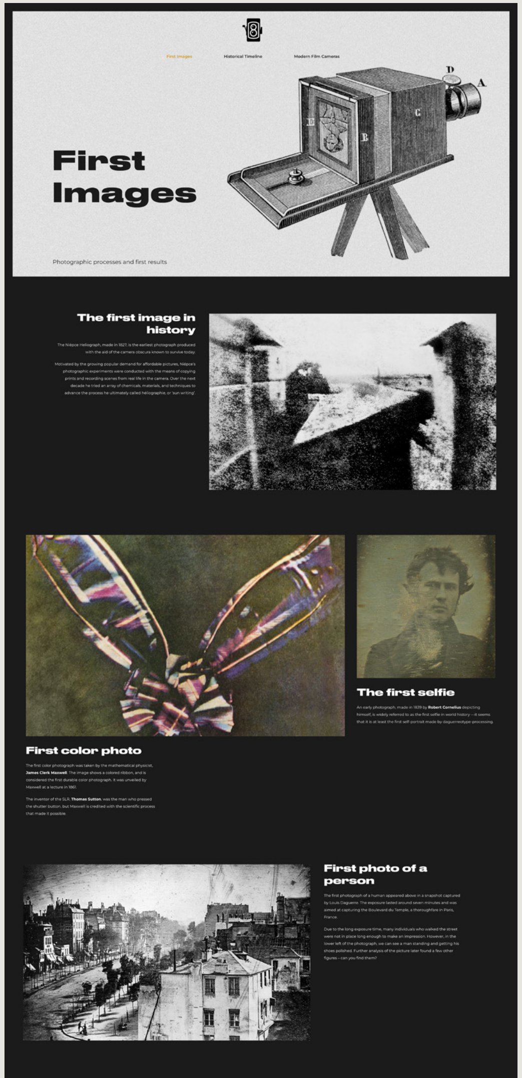
1814

Pinhole Camera

Technically this wouldn't be considered a camera since it does not capture a picture, but it was the predecessor of the camera. The camera obscura acted more like a projector. The image that it would project would be mirrored. Although the earliest example of the camera obscura was traced back to 1550, the oldest recorded principle of the camera obscura is a description by the Han Chinese philosopher Mozi.

Daguerreotype

1839



First Images

Photographic processes and first results

The first image in history

The Niépce Heliograph, made in 1827, is the earliest photograph produced with the aid of the camera obscura known to survive today.

Motivated by the growing popular demand for affordable pictures, Niépce's photographic experiments were conducted with the means of copying prints and recording scenes from real life in the camera. Over the next decade he tried an array of chemicals, materials, and techniques to advance the process he ultimately called heliographie, or 'sun writing'.

The first selfie

An early photograph, made in 1839 by **Robert Cornelius** depicting himself, is widely referred to as the first selfie in world history —it seems that it is at least the first self-portrait made by daguerreotype-processing.

First color photo

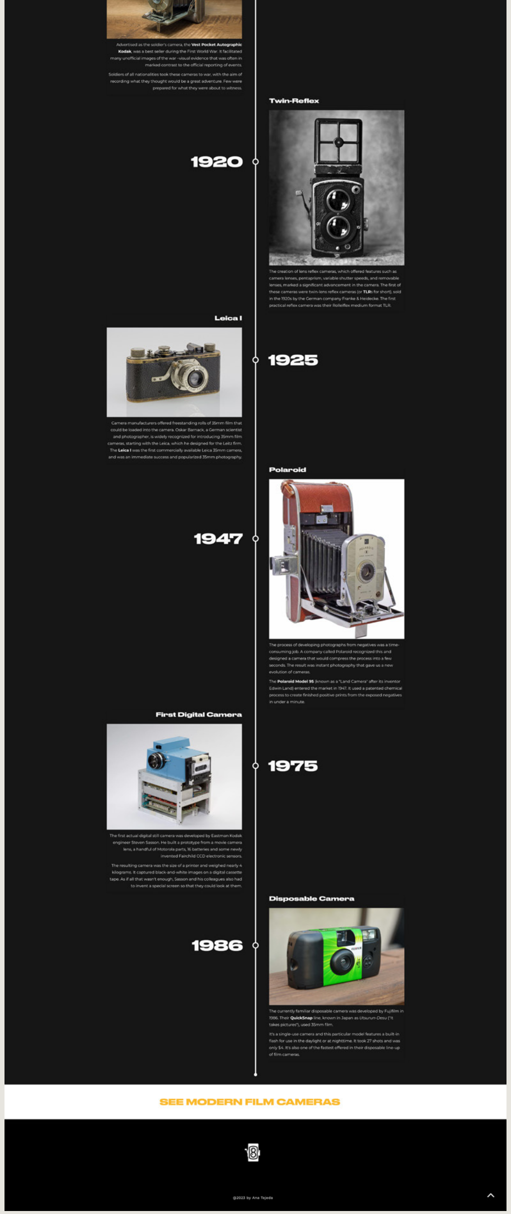
The first color photograph was taken by the mathematical physicist, **James Clerk Maxwell**. The image shows a colored ribbon, and is considered the first durable color photograph. It was unveiled by Maxwell at a lecture in 1861.

The inventor of the SLR, **Thomas Sutton**, was the man who pressed the shutter button, but Maxwell is credited with the scientific process that made it possible.

First photo of a person

The first photograph of a human appeared above in a snapshot captured by Louis Daguerre. The exposure lasted around seven minutes and was aimed at capturing the Boulevard du Temple, a thoroughfare in Paris, France.

Due to the long exposure time, many individuals who walked the street were not in place long enough to make an impression. However, in the lower left of the photograph, we can see a man standing and getting his shoes polished. Further analysis of the picture later found a few other figures – can you find them?



Advertised as the soldier's camera, the **Vest Pocket Autographic Kodak**, was a best seller during the First World War. It facilitated many unofficial images of the war –visual evidence that was often in marked contrast to the official reporting of events.

Soldiers of all nationalities took these cameras to war, with the aim of recording what they thought would be a great adventure. Few were prepared for what they were about to witness.

1920

Twin-Reflex

The creation of lens reflex cameras, which offered features such as camera lenses, pentaprism, variable shutter speeds, and removable lenses, marked a significant advancement in the camera. The first of these cameras were twin-lens reflex cameras (or **TLR**s for short), sold in the 1920s by the German company Franke & Heidecke. The first practical reflex camera was their Rolleiflex medium format TLR.

1925

Leica I

Camera manufacturers offered freestanding rolls of 35mm film that could be loaded into the camera. Oskar Barnack, a German scientist and photographer, is widely recognized for introducing 35mm film cameras, starting with the Leica, which he designed for the Leitz firm. The **Leica I** was the first commercially available Leica 35mm camera, and was an immediate success and popularized 35mm photography.

1947

Polaroid

The process of developing photographs from negatives was a time-consuming job. A company called Polaroid recognized this and designed a camera that would compress the process into a few seconds. The result was instant photography that gave us a new evolution of cameras.

The **Polaroid Model 95** (known as a "Land Camera" after its inventor Edwin Land) entered the market in 1947. It used a patented chemical process to create finished positive prints from the exposed negatives in under a minute.

1975

First Digital Camera

The first actual digital still camera was developed by Eastman Kodak engineer Steven Sasson. He built a prototype from a movie camera lens, a handful of Motorola parts, 16 batteries and some newly invented Fairchild CCD electronic sensors.

The resulting camera was the size of a printer and weighed nearly 4 kilograms. It captured black-and-white images on a digital cassette tape. As if all that wasn't enough, Sasson and his colleagues also had to invent a special screen so that they could look at them.

1986

Disposable Camera

The currently familiar disposable camera was developed by Fujifilm in 1986. Their **QuickSnap** line, known in Japan as *Utsurun-Desu* ("It takes pictures"), used 35mm film.

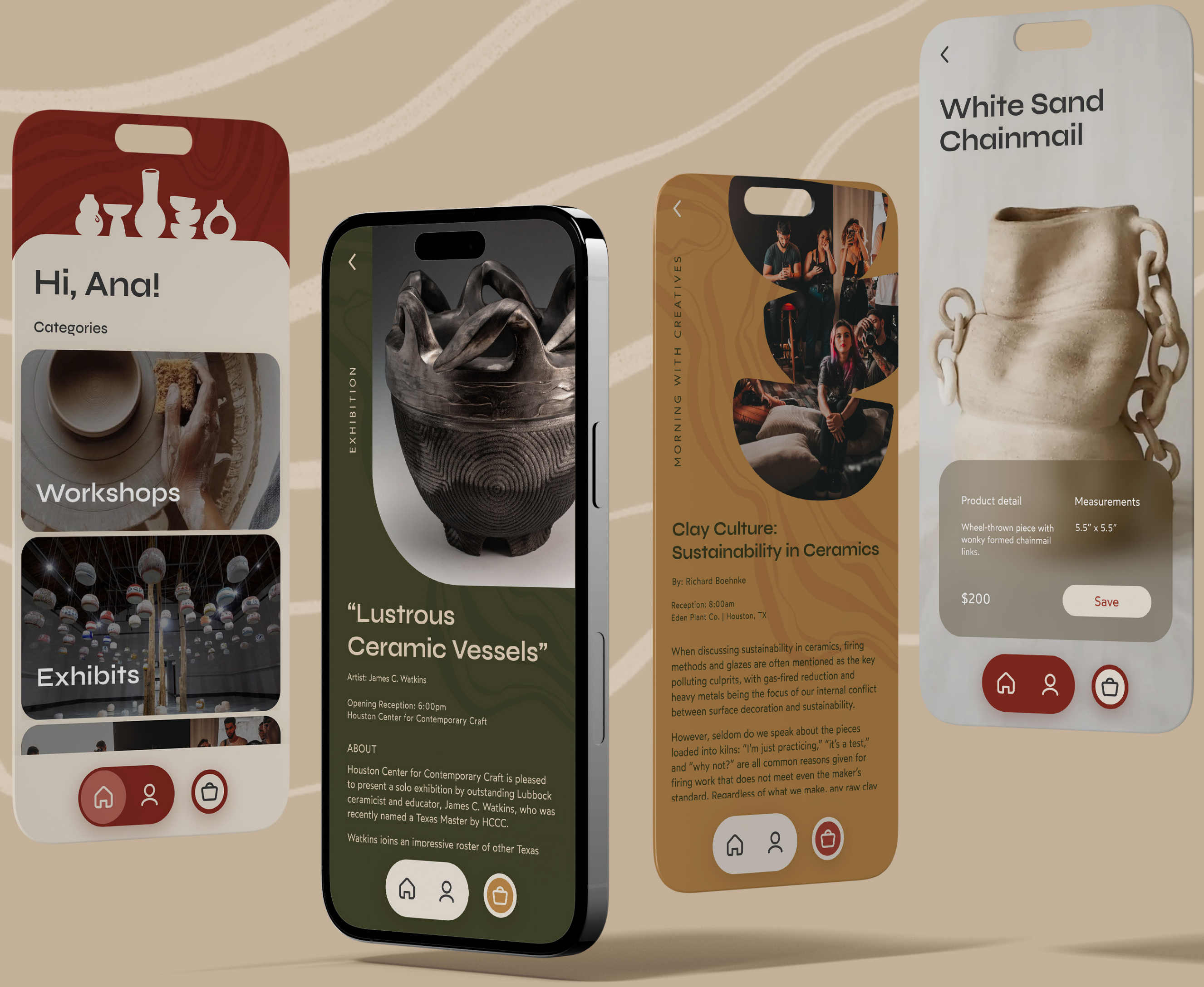
It's a single-use camera and this particular model features a built-in flash for use in the daylight or at nighttime. It took 27 shots and was only $4. It's also one of the fastest offered in their disposable line-up of film cameras.

@2023 by Ana Tejeda

the mud room

2023 | APP DESIGN

An app designed to bring together, connect, and educate the pottery and ceramics enthusiast community. Its layouts provide informative content and serve as a space for artists promotion and e-comerce possibilities. The style combines organic colors with the warm and friendly feel of images and type.



“Lustrous Ceramic Vessels”

Artist: James C. Watkins

Opening Reception: 6:00pm
Houston Center for Contemporary Craft

ABOUT

Houston Center for Contemporary Craft is pleased to present a solo exhibition by outstanding Lubbock ceramicist and educator, James C. Watkins, who was recently named a Texas Master by HCCC.

Watkins joins an impressive roster of other Texas

Clay Culture: Sustainability in Ceramics

By: Richard Boehnke

Reception: 8:00am
Eden Plant Co. | Houston, TX

When discussing sustainability in ceramics, firing methods and glazes are often mentioned as the key polluting culprits, with gas-fired reduction and heavy metals being the focus of our internal conflict between surface decoration and sustainability.

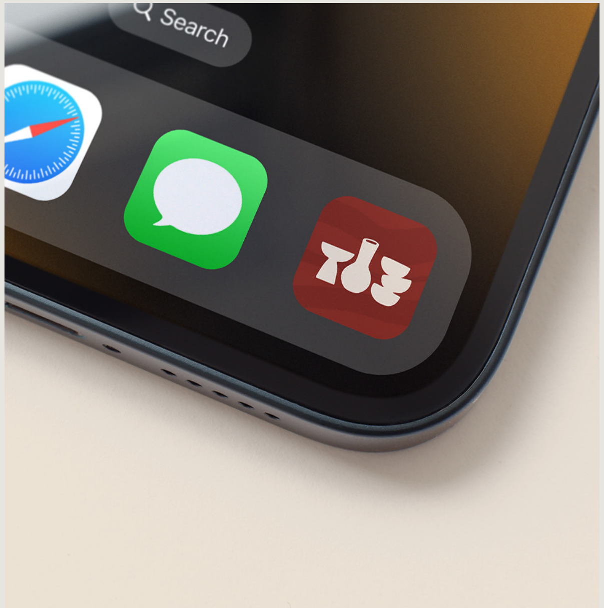
However, seldom do we speak about the pieces loaded into kilns: “I’m just practicing,” “it’s a test,” and “why not?” are all common reasons given for firing work that does not meet even the maker’s standard. Regardless of what we make, any raw clay

White Sand Chainmail

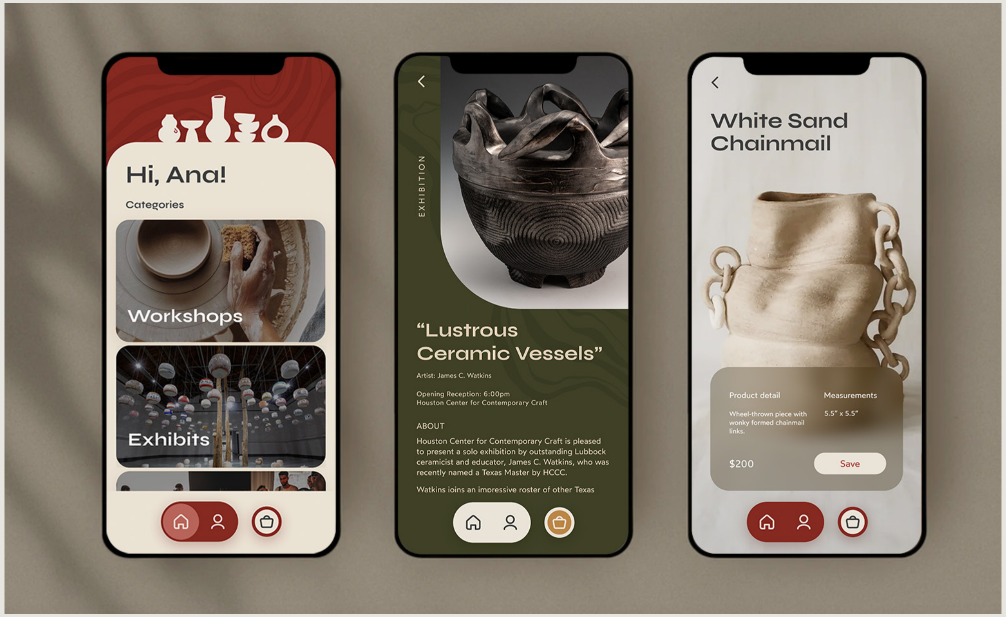
Product detail	Measurements
Wheel-thrown piece with wonky formed chainmail links.	5.5” x 5.5”

$200

The Mud Room



Sustainability in Ceramics
The Mud Room
Log in
Sign up
"The Heart's Eye"
PJ Mug
Hi, Ana!
Categories
Workshops
Exhibits
My Items


Hi, Ana!
Categories
Workshops
Exhibits
EXHIBITION

"Lustrous Ceramic Vessels"

Artist: James C. Watkins

Opening Reception: 6:00pm
Houston Center for Contemporary Craft

ABOUT

Houston Center for Contemporary Craft is pleased to present a solo exhibition by outstanding Lubbock ceramicist and educator, James C. Watkins, who was recently named a Texas Master by HCCC.

Watkins joins an impressive roster of other Texas

White Sand Chainmail

Product detail
Wheel-thrown piece with wonky formed chainmail links.

Measurements
5.5" x 5.5"

$200

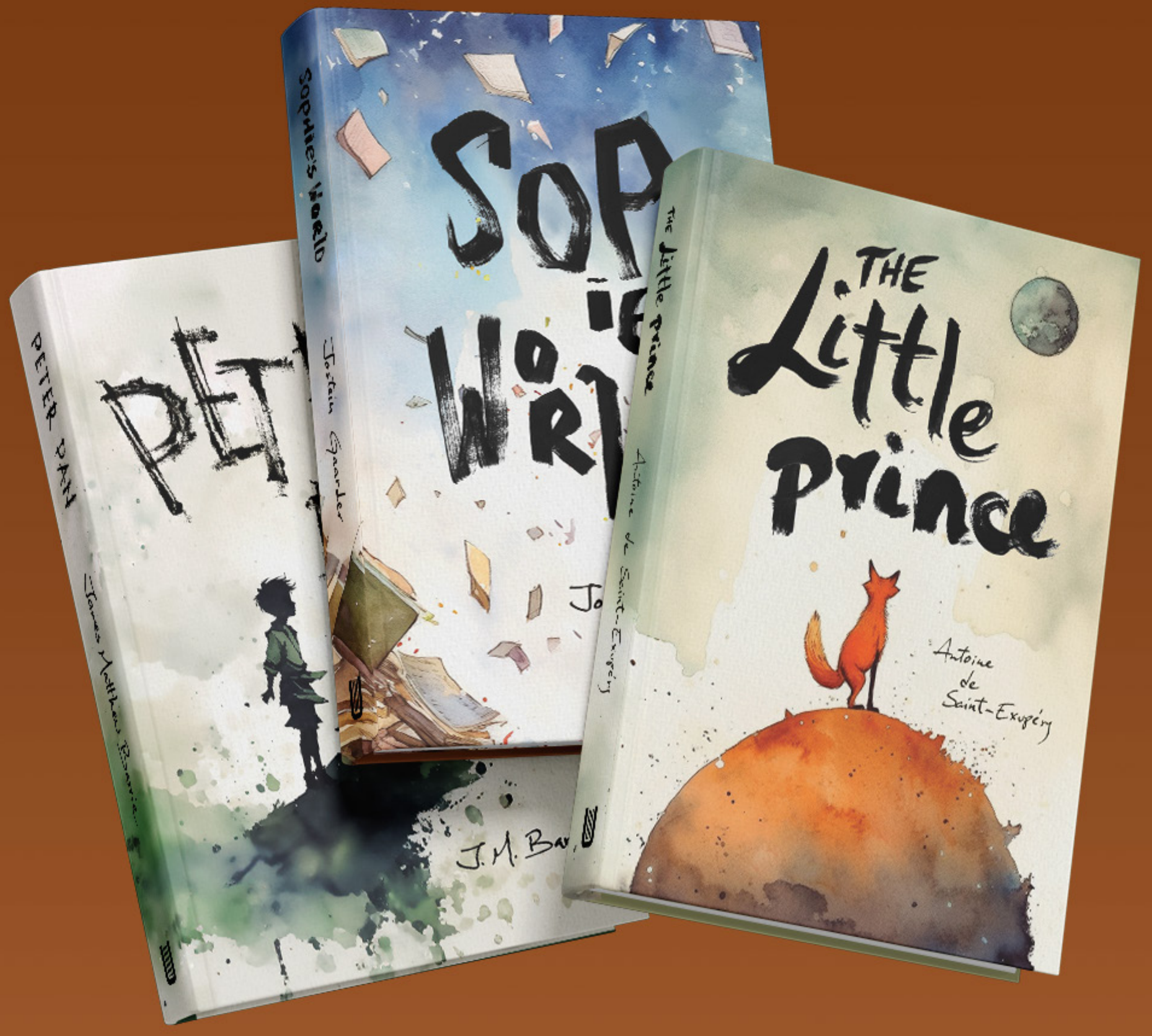
Save

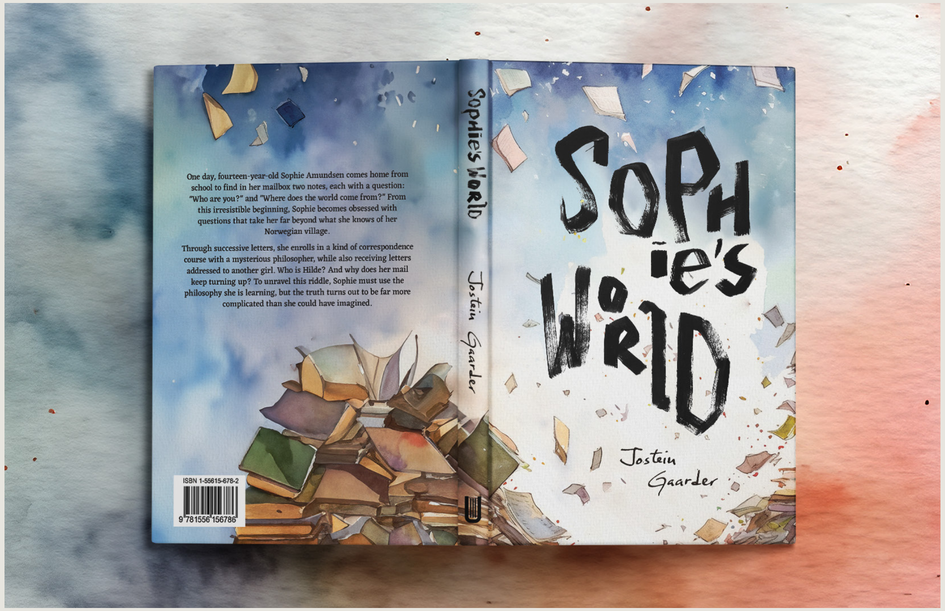
Hi, Ana!
Categories
Workshops
Exhibits
White Sand Chainmail
Product detail
Measurements
$200
Save

lettering
book covers

2023 | ILLUSTRATION

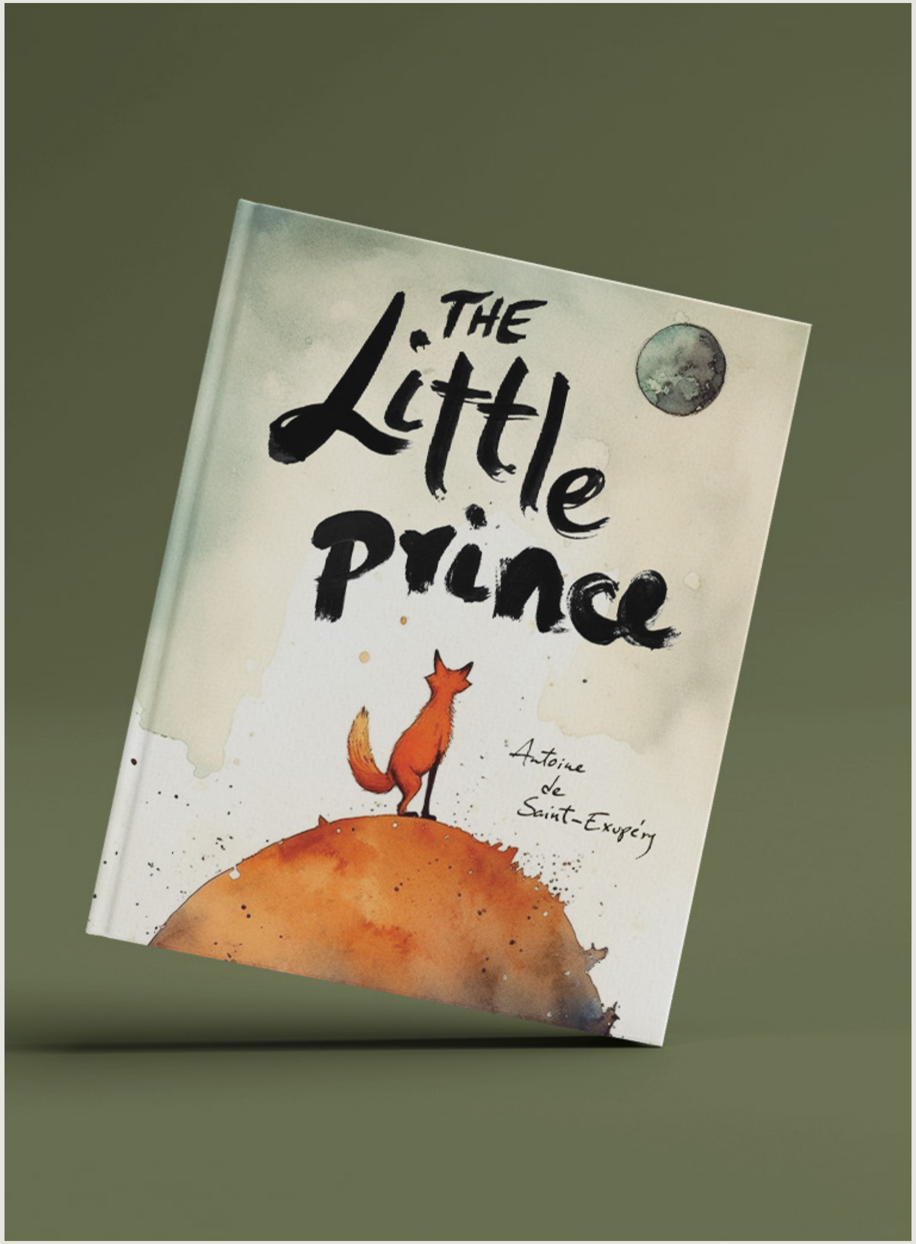
A series of booik covers that share a common and very important element: in each story there is a very young main character who refuses to grow up. The points of view of each author even a bit different all revolve in showing the world they live in through a child's eyes and in an amusing way what's beautiful and cherishable teachings in life.

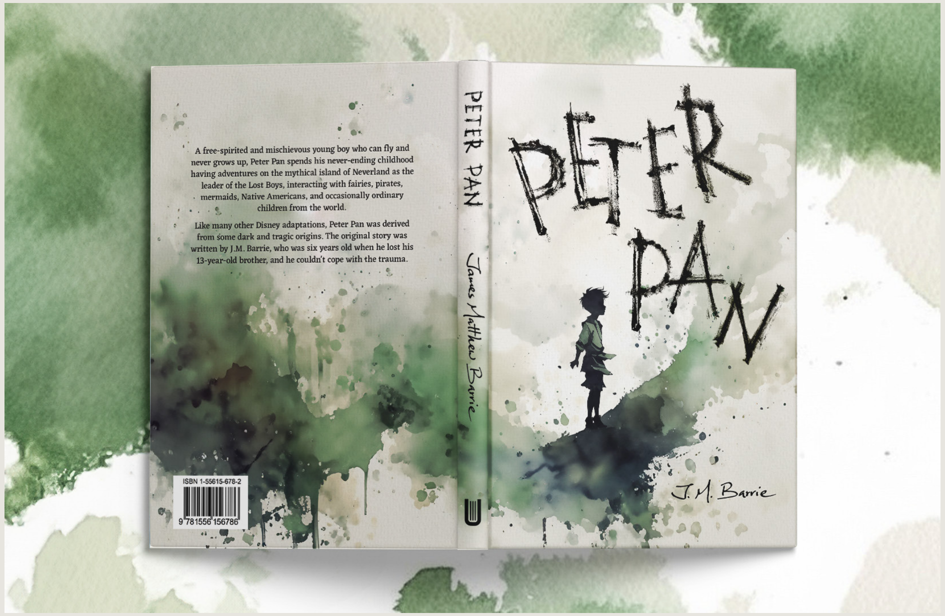

PETER PAN
PET
James Matthew Barrie
J.M. Ba
Sophie's World
SOP
WORL
Jostein Gaarder
Jo
The Little Prince
THE Little Prince
Antoine de Saint-Exupéry


Sophie's World
Josteín Gaarder
Sophie's World
Jostein Gaarder
ISBN 1-55615-678-2
9 781556 156786

One day, fourteen-year-old Sophie Amundsen comes home from school to find in her mailbox two notes, each with a question: "Who are you?" and "Where does the world come from?" From this irresistible beginning, Sophie becomes obsessed with questions that take her far beyond what she knows of her Norwegian village.

Through successive letters, she enrolls in a kind of correspondence course with a mysterious philosopher, while also receiving letters addressed to another girl. Who is Hilde? And why does her mail keep turning up? To unravel this riddle, Sophie must use the philosophy she is learning, but the truth turns out to be far more complicated than she could have imagined.


The Little Prince
Antoine de Saint-Exupéry


PETER PAN
James Matthew Barrie
PETER PAN
J.M. Barrie
ISBN 1-55615-678-2
9 781556 156786

A free-spirited and mischievous young boy who can fly and never grows up, Peter Pan spends his never-ending childhood having adventures on the mythical island of Neverland as the leader of the Lost Boys, interacting with fairies, pirates, mermaids, Native Americans, and occasionally ordinary children from the world.

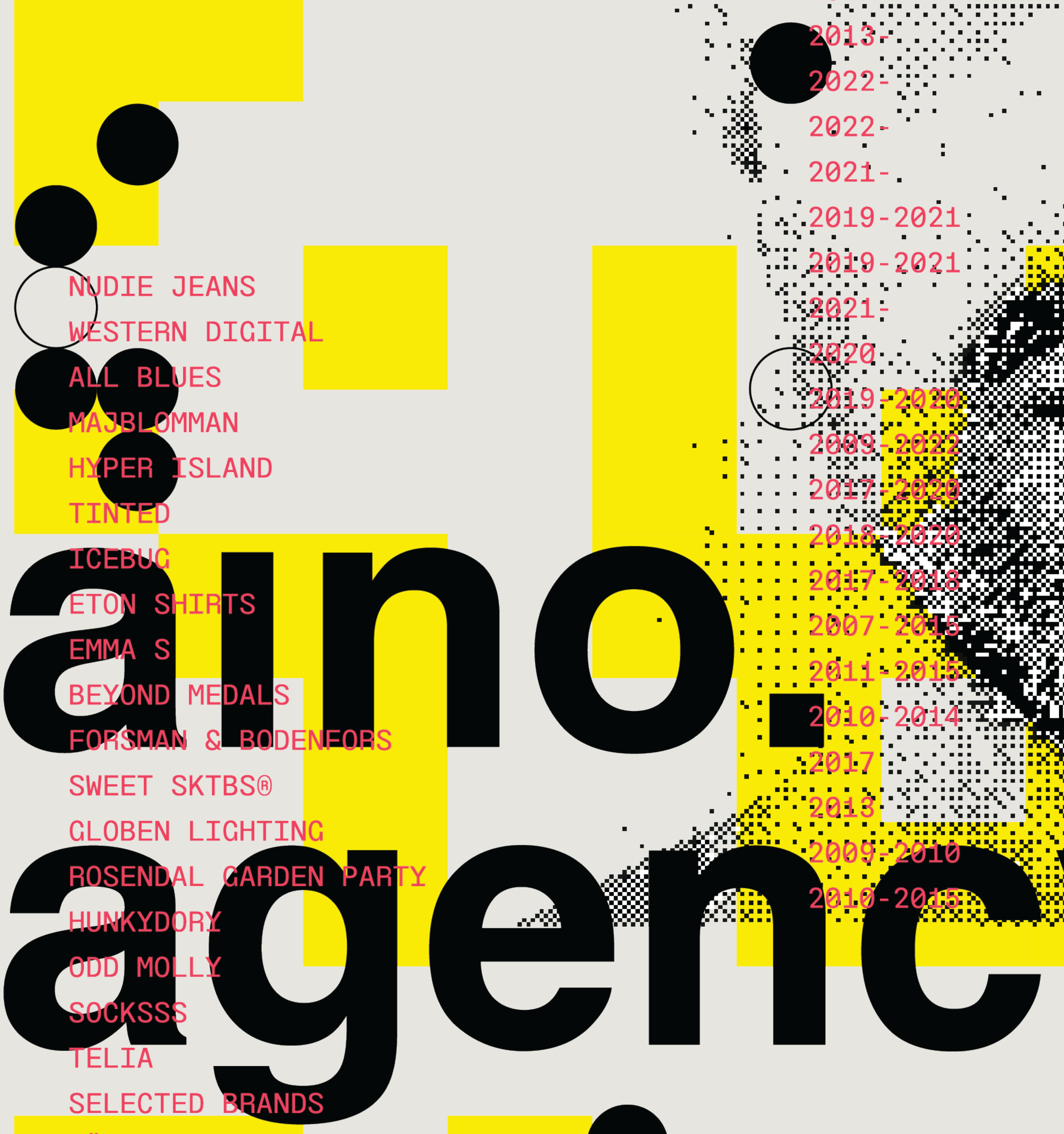
Like many other Disney adaptations, Peter Pan was derived from some dark and tragic origins. The original story was written by J.M. Barrie, who was six years old when he lost his 13-year-old brother, and he couldn't cope with the trauma.

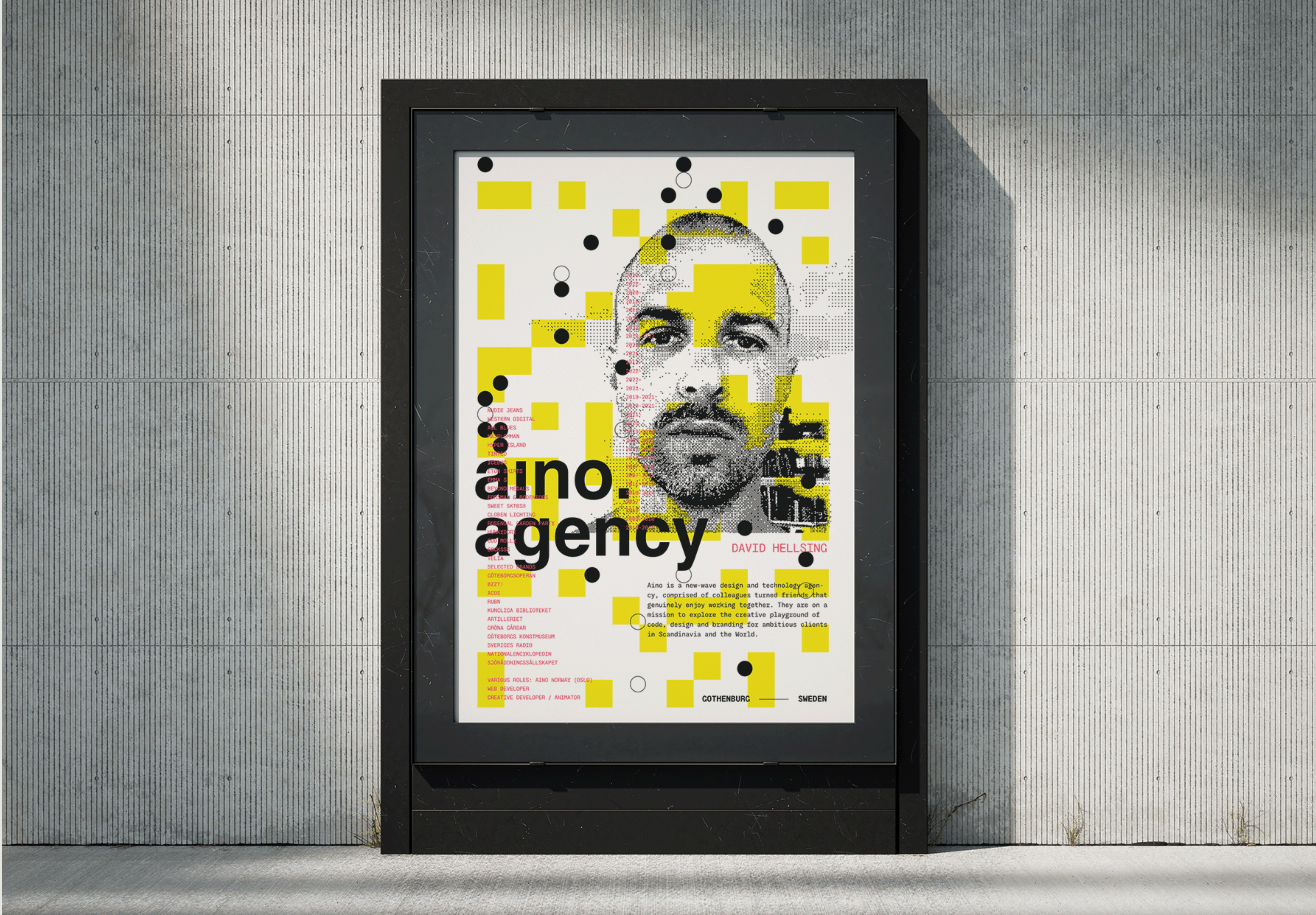
aino poster

2023 | RISOGRAPH PRINT

Aino is a Sweden new-wave design agency on a mission to explore the creative playground of code.

This poster was designed based on artist research, using a modular grid, a stylized photograph, and elements from the designer’s work.


NUDIE JEANS
WESTERN DIGITAL
ALL BLUES
MAJBLOMMAN
HYPER ISLAND
TINTED
ICEBUG
ETON SHIRTS
EMMA S
BEYOND MEDALS
FORSMAN & BODENFORS
SWEET SKTBS®
GLOBEN LIGHTING
ROSENDAL GARDEN PARTY
HUNKYDORY
ODD MOLLY
SOCKSSS
TELIA
SELECTED BRANDS
2013-
2022-
2022-
2021-
2019-2021
2019-2021
2021-
2020
2019-2020
2009-2022
2017-2020
2018-2020
2017-2018
2007-2015
2011-2015
2010-2014
2017
2013
2009-2010
2010-2015
aino.
agenc



NUDIE JEANS
WESTERN DIGITAL
ALL BLUES
MASBLOMMAN
HYPER ISLAND
TINTED
ICEBUG
ETON SHIRTS
EMMA S
BEYOND MEDALS
FORSMAN & BODENFORS
SWEET SKTBS8
GLOBEN LIGHTING
ROSENDAL GARDEN PARTY
HUNKYDORY
ODD MOLLY
SOCKSSS
TELIA
SELECTED BRANDS
GÖTEBORGSOPERAN
BZZT!
ACOS
RUBN
KUNGLIGA BIBLIOTEKET
ARTILLERIET
GRÖNA GÅRDAR
GÖTEBORGS KONSTMUSEUM
SVERIGES RADIO
NATIONALENCYKLOPEDIN
SJÖRÄDDNINGSSÄLLSKAPET

VARIOUS ROLES: AINO NORWAY (OSLO)
WEB DEVELOPER
CREATIVE DEVELOPER / ANIMATOR

2019-
2022-
2020-
2018-
2022-
2022-
2022-
2018-2022
2021-
2021-
2013-
2022-
2022-
2021-
2019-2021
2019-2021
2021-
2020
2019-2020
[illegible]
2017-2020
2018-2020
2017-2018
2007-2015
2011-2015
2010-2014
2017
2013
2008-2010
2010-2015

aino. agency

DAVID HELLSING

Aino is a new-wave design and technology agency, comprised of colleagues turned friends that genuinely enjoy working together. They are on a mission to explore the creative playground of code, design and branding for ambitious clients in Scandinavia and the World.

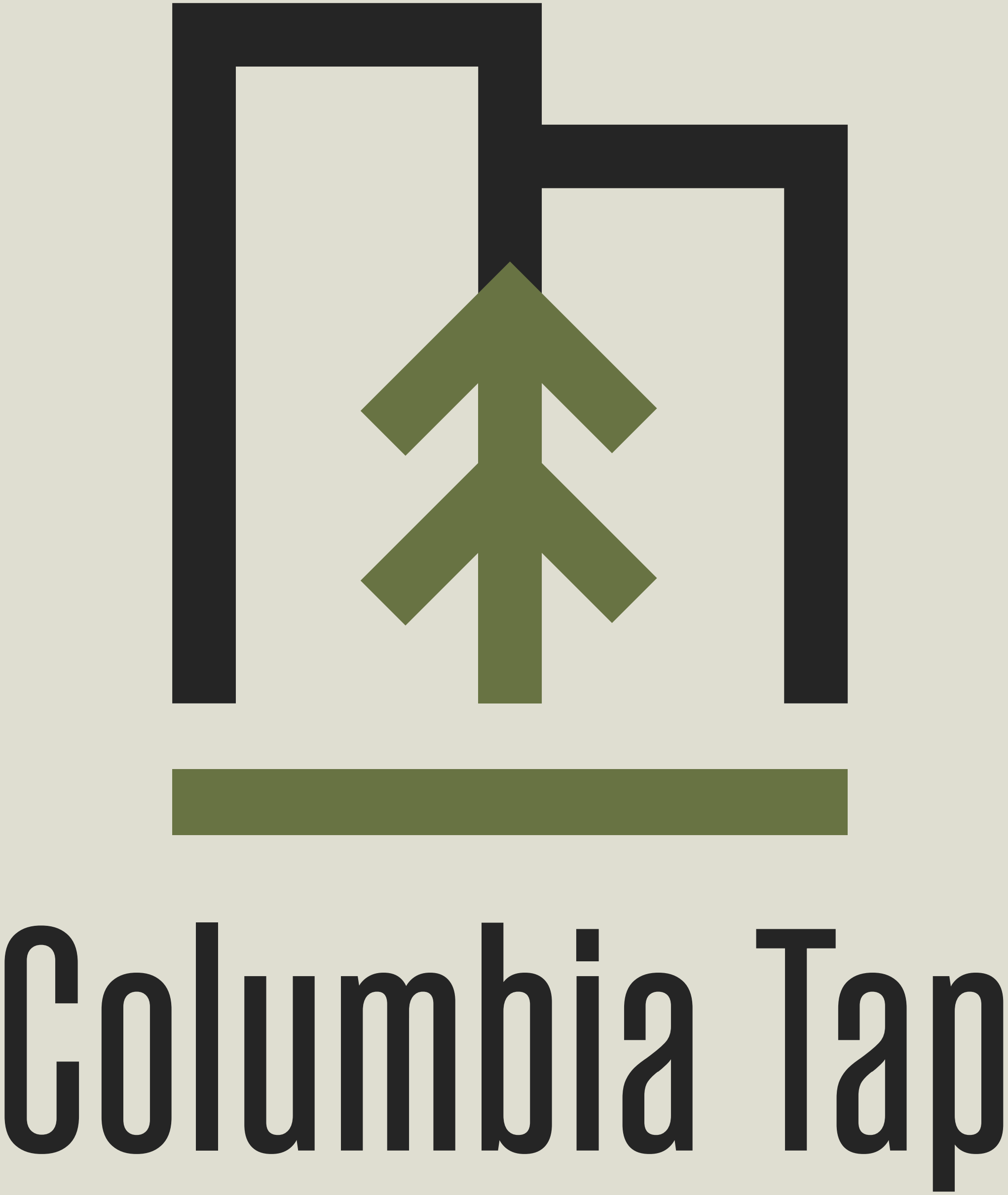
GOTHENBURG —— SWEDEN

columbia tap signage

2023 | ENVIRONMENTAL DESIGN

The Columbia Tap trail is a multidimensionl communial space, representative of its rich cultural heritage, green spaces, and community.

In developing the signage system for the trail, the intention was to foster community engagement by incorporating historical facts on the side of each sign while maintaining a cohesive identity.



GREEN SPACES

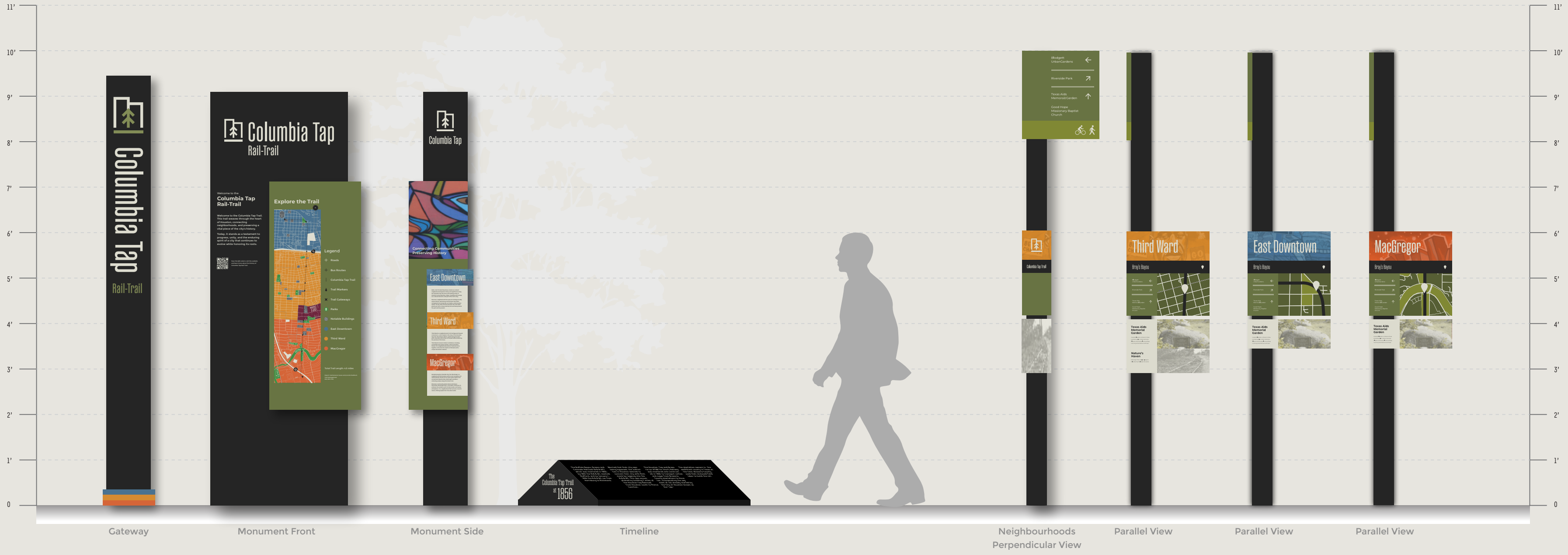
"Green spaces" for the lush, natural surroundings along the trail and the environmental importance this public route has on the community.

COMMUNITY DIVERSITY

"Community and culture" for the three super neighborhoods that remain interconnected along the trail, by the trail, each contributing a unique part of this trail's identity.

HISTORY & HERITAGE

"History and heritage" for it's deep cultural significance and the reason it exsist today.

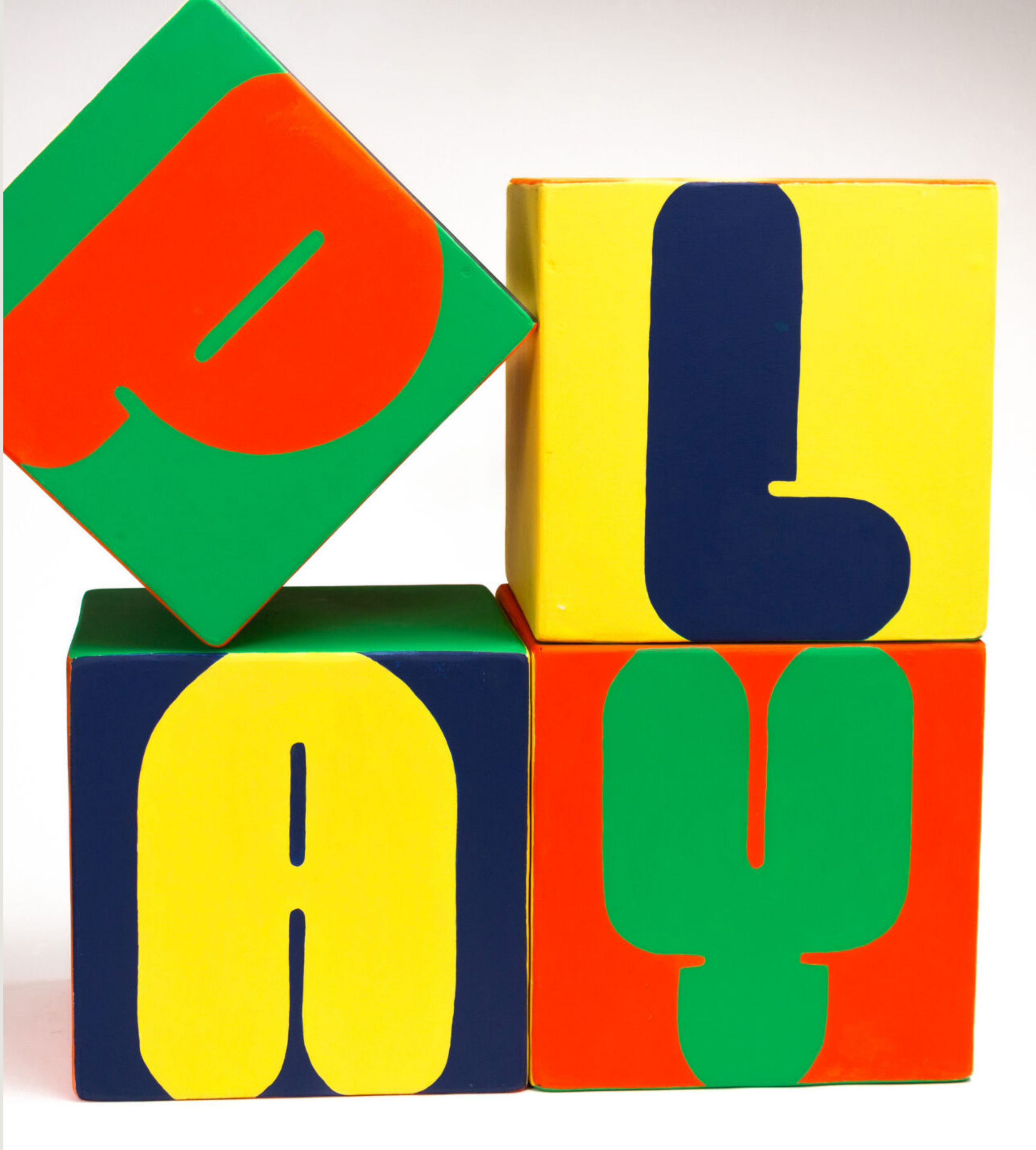

11'
10'
9'
8'
7'
6'
5'
4'
3'
2'
1'
0
Columbia Tap
Rail-Trail
Columbia Tap
Rail-Trail
Columbia Tap Rail-Trail
Explore the Trail
Legend
Columbia Tap
Connecting Communities Preserving History
East Downtown
Third Ward
MacGregor
The Columbia Tap Trail
1856
Third Ward
East Downtown
MacGregor
Gateway
Monument Front
Monument Side
Timeline
Neighbourhoods Perpendicular View
Parallel View
Parallel View
Parallel View

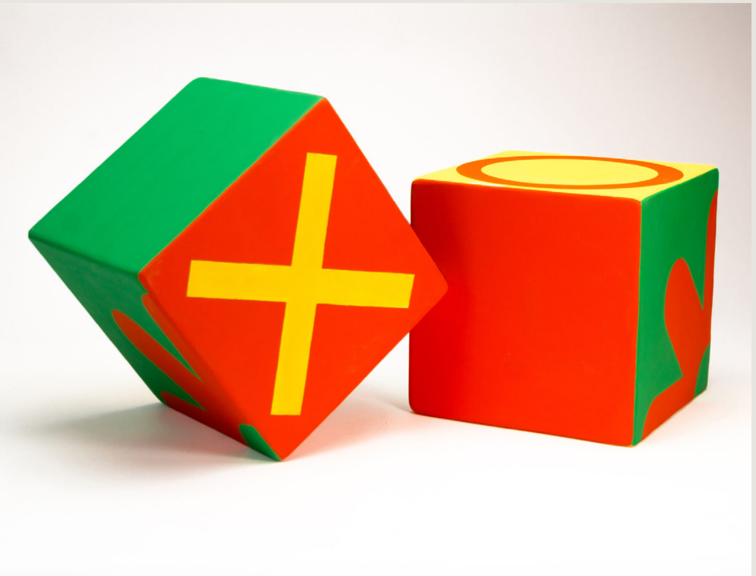
on tap

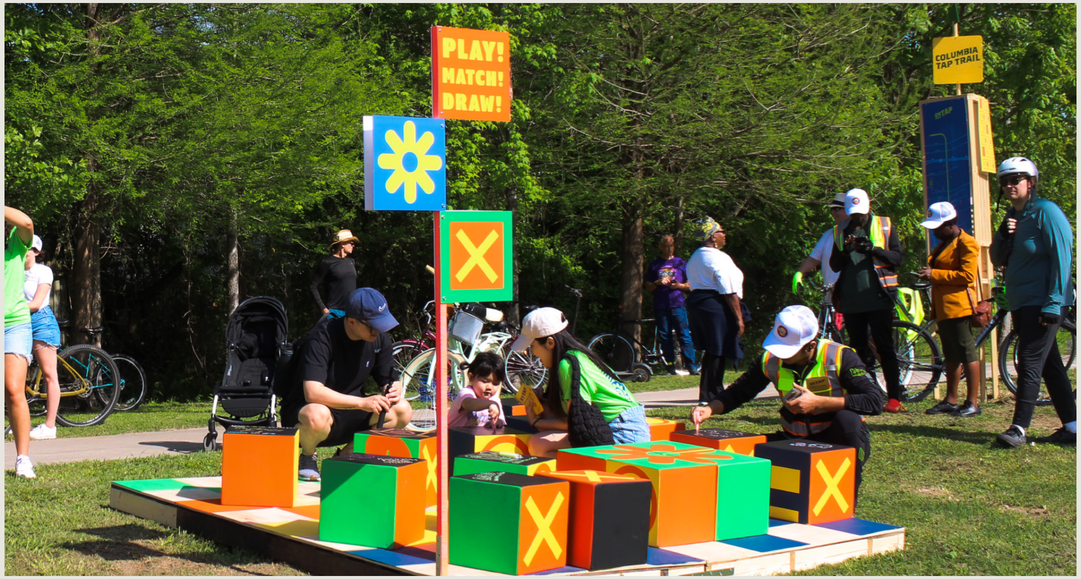
2024 | ENVIRONMENTAL INSTALLATION

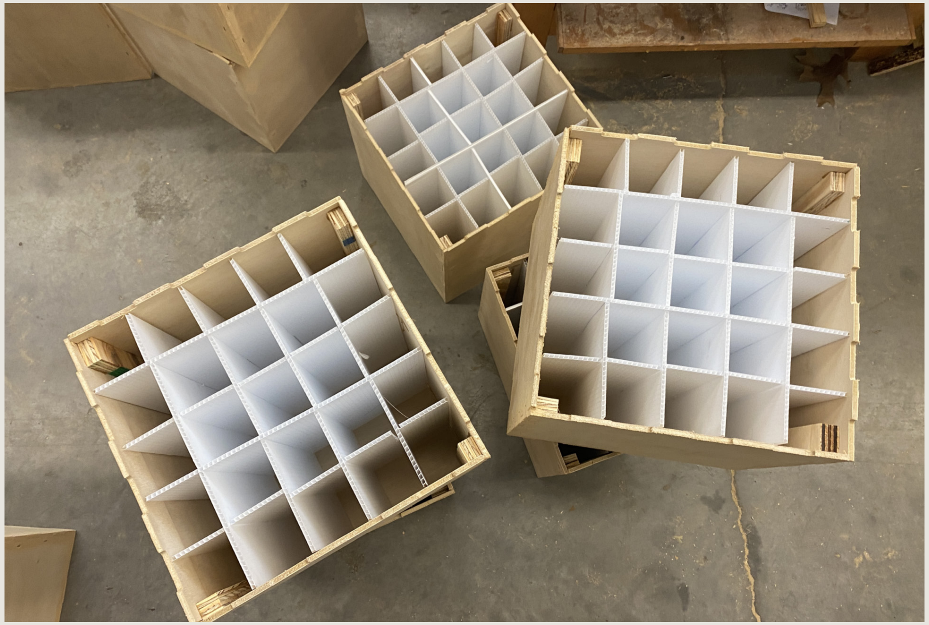
Play is an installation that celebrates the ongoing transformation of the Columbia Tap Trail and the community that has been at the heart of it throughout. This installation encourages children to interact with the space in enriching, imaginative, and fun ways.

The vibrant, durable building blocks can be easily assembled and rearranged, creating an ever-changing play space.






PLAY!
MATCH!
DRAW!
COLUMBIA TAP TRAIL



contact

phone

832.407.2153

email

info@anatejeda.com

website

anatejeda.com