



Lookbook

Ryleigh Fearn

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Sports Graphics

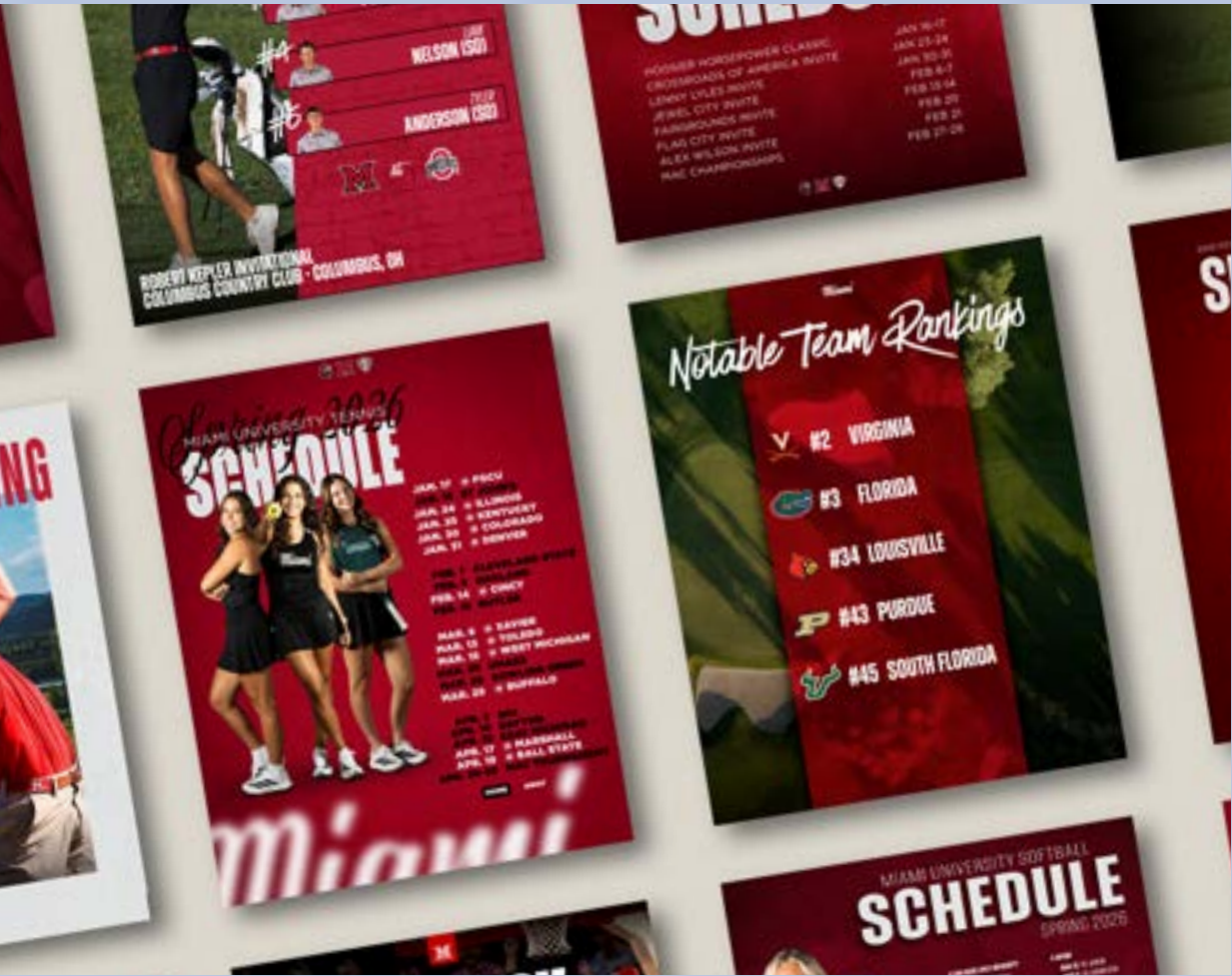
Date: August 2025 - Present

Program: Adobe Photoshop & Illustrator

Summary: Through my internship with Miami University Athletics I got the opportunity to design sport specific graphics. This experience gave me hands-on experience designing professionally in a fast-paced environment. The goal was to focus on maintaining brand consistency in typography, color, and layout while also ensuring that information was presented in an engaging format. This project strengthened my ability to design with multiple deadlines and with a brand identity in mind.

- Skills Learned:**
- Typography & Layout
 - Adaptability
 - Attention to Detail
 - Brand Consistency
 - Fast-Turnaround Content Creation

[Link to Portfolio](#)



Cincinnati Museum Center Rebrand Styleguide

4

Date: May 2026

Program: Adobe InDesign

Summary: The rebrand of the Cincinnati Museum Center focused on creating a foundational tool that could be used to help create a cohesive and adaptable visual identity that reflects the institution as a historical landmark and educational space. The styleguide helps to highlight my development of a comprehensive guide that establishes clear standards for typography, color, and imagery. It also was built to ensure accessibility for a wide audience and to easily be used for digital and physical applications. This project has helped strengthen my ability to design based off an existing brand and present my designs to a client.

Skills Learned:

- Design Consistency
- Brand System Thinking
- Audience Awareness
- Art Direction

[Link to Portfolio](#)

TYPEFACES & STYLE

Primary:

TT MODERNOIR

TT Modernoir serves as the primary typeface for Cincinnati Museum Center. Its geometric forms and Art Deco character reflect the architectural history of the building that houses the institution, Cincinnati Union Terminal. This typeface should be used for headlines and prominent messaging where being bold is necessary. It is recommended for H1 headlines, exhibition titles, promotional materials, and large graphic text.

Secondary:

Futura PT

Futura PT serves as the secondary typeface for Cincinnati Museum Center. Its clean, modern lines ensure that it can be legible across all applications while also complementing the primary typeface. It is recommended for use with subheadings, informational copy, and captions.



Clearwater Marine Aquarium App

5

Date: April 2025

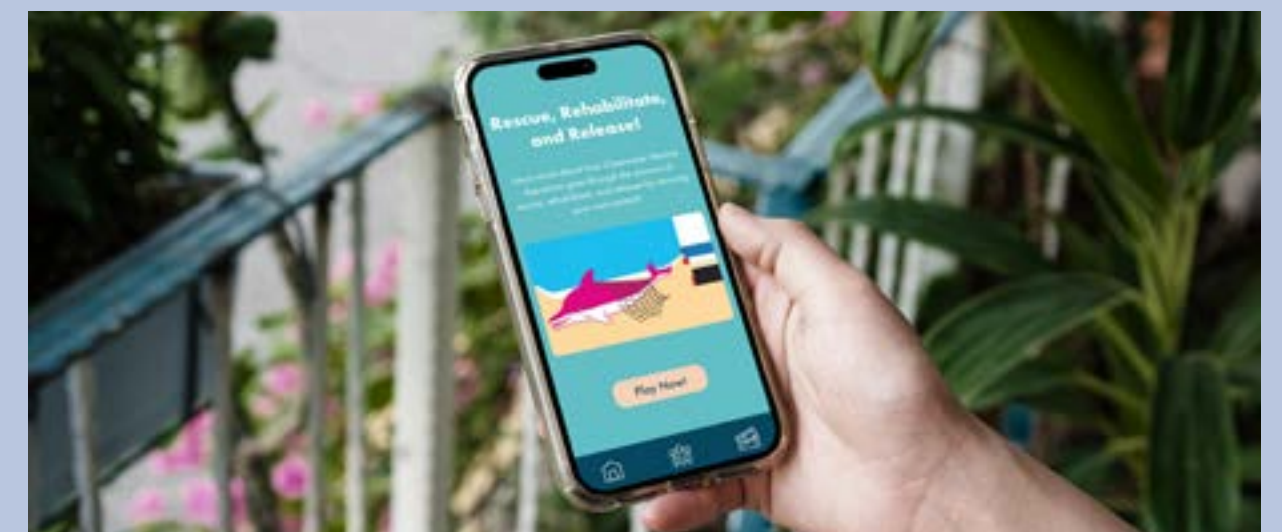
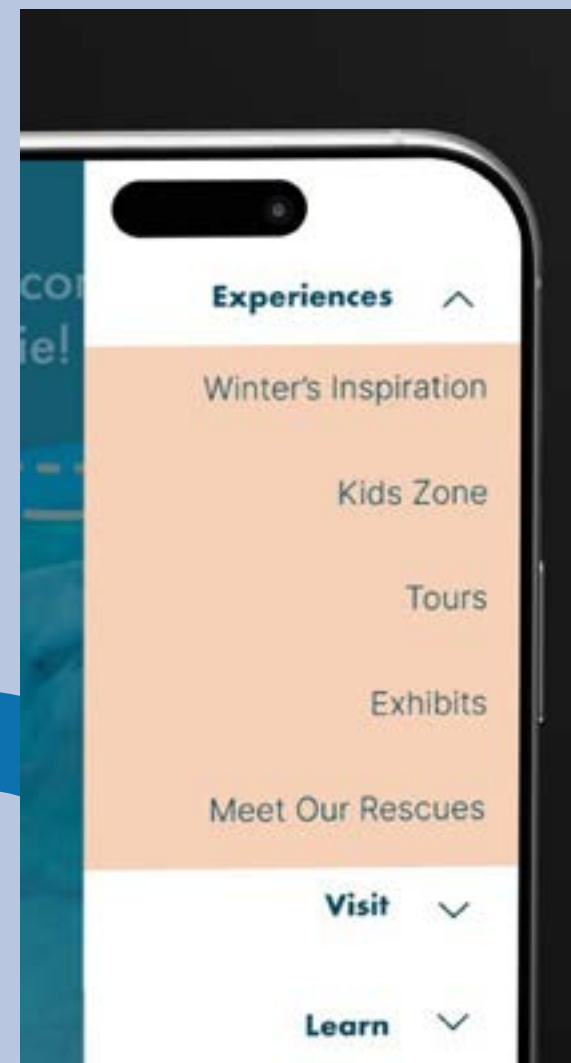
Program: Figma, Adobe Illustrator, & Adobe Photoshop

Summary: This project designed for the Clearwater Marine Aquarium, focused on creating meaningful and engaging digital experiences for a large audience. The app I developed for the aquarium featured two distinctive interactive features that were design to further engage visitors with the institution. One an interactive game for a younger audience and the other designed for fans of the dolphin, Winter, to write letters to. This project helped me to demonstrate my understanding of how digital platforms can extend a physical space into an interactive and story-driven experience,

Skills Learned:

- UX & UI Design
- Information Architecture
- App Development & Hierarchy
- Brand Integration

[Link to Portfolio](#)



Song Poster

6

Date: February 2025

Program: Adobe Illustrator

Summary: The problem to solve for this project was how can we design a poster to feel and convey to the viewer the feeling and meaning of a specific song without any strong imagery? Through this project, I was able to design a poster that visually represents the song “Good Vibrations” by The Beach Boys through intentional use of color, typography, and overall composition. I focused on the upbeat and energetic tone of the song by selecting a vibrant color palette and typographic styles that reflect the rhythm of the song. This piece demonstrates my ability to translate audio into a thoughtful visual design that communicates movement and emotion

Skills Learned:

- Conceptual Thinking
- Color Theory
- Typography as Expression
- Interpretive Design

[Link to Portfolio](#)



Fictional World Currency

7

Date: May 2024

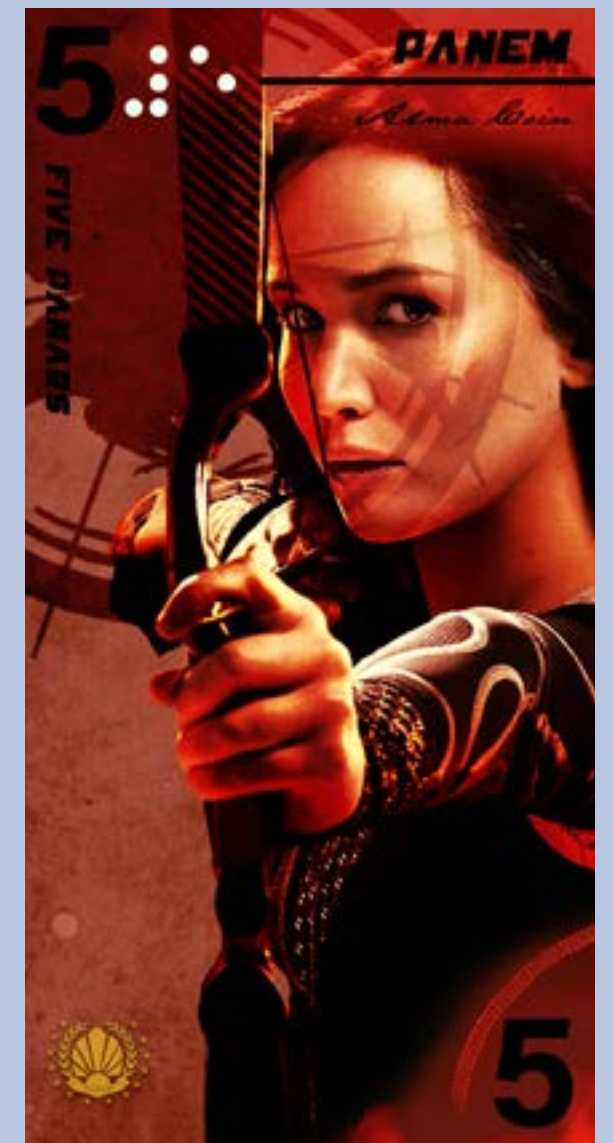
Program: Adobe Photoshop

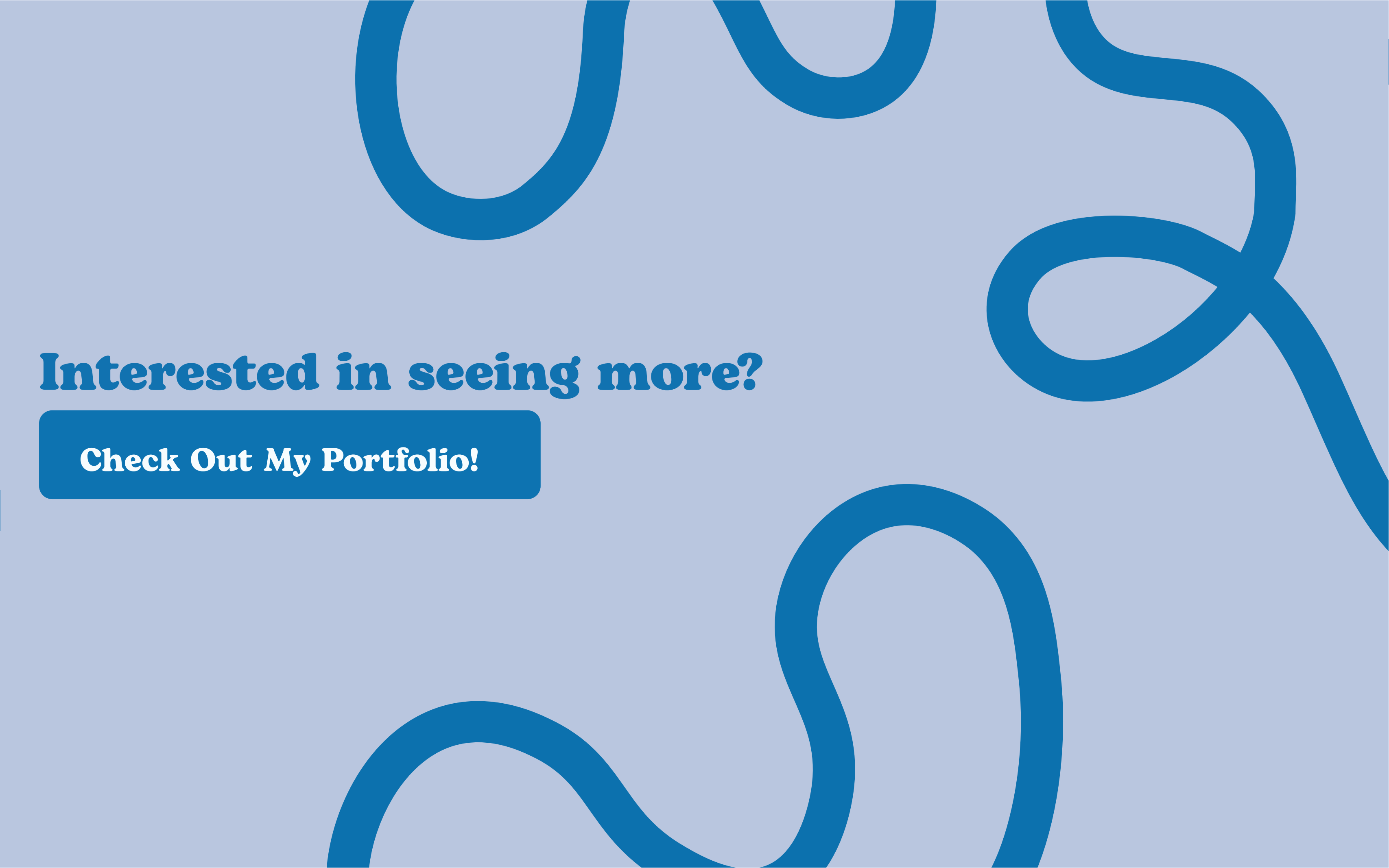
Summary: This project explored the development of a fictional currency system inspired by the world of The Hunger Games. The development of the project is grounded in research of the fictional world's cultural, political, and economic structures. By exploring the visual identity of the districts and Capitol within this fictional world, I created currency that could realistically exist within the world's narrative. It allowed me to combine world-building research with visual design, resulting in cohesive currency concepts that reflect the structure and identity of The Hunger Games world.

Skills Learned:

- Symbolism & Visual Language
- System Design Thinking
- Detail-Oriented Design
- Research-Driven Design

[Link to Portfolio](#)



The background is a solid light blue color. It is decorated with several thick, dark blue wavy lines that flow across the frame. One line starts at the top left, curves down and to the right, then loops back. Another line starts at the top right, curves down and to the left, then loops back. A third line starts at the bottom left, curves up and to the right, then loops back. These lines create a sense of movement and depth.

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