

Zachary K. Ruffin

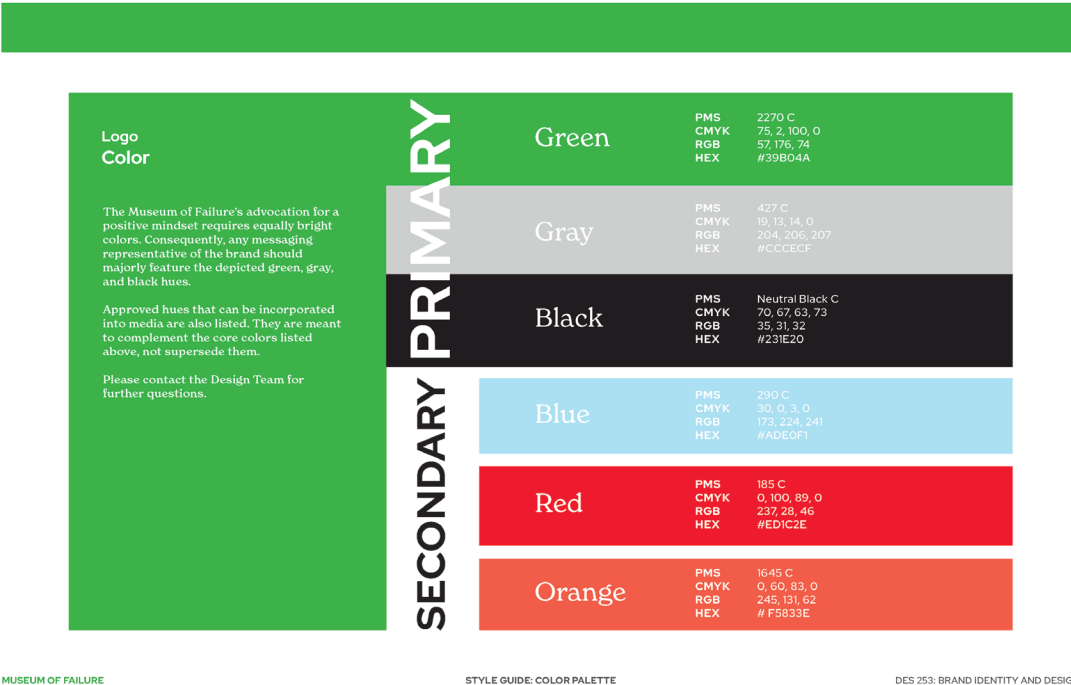
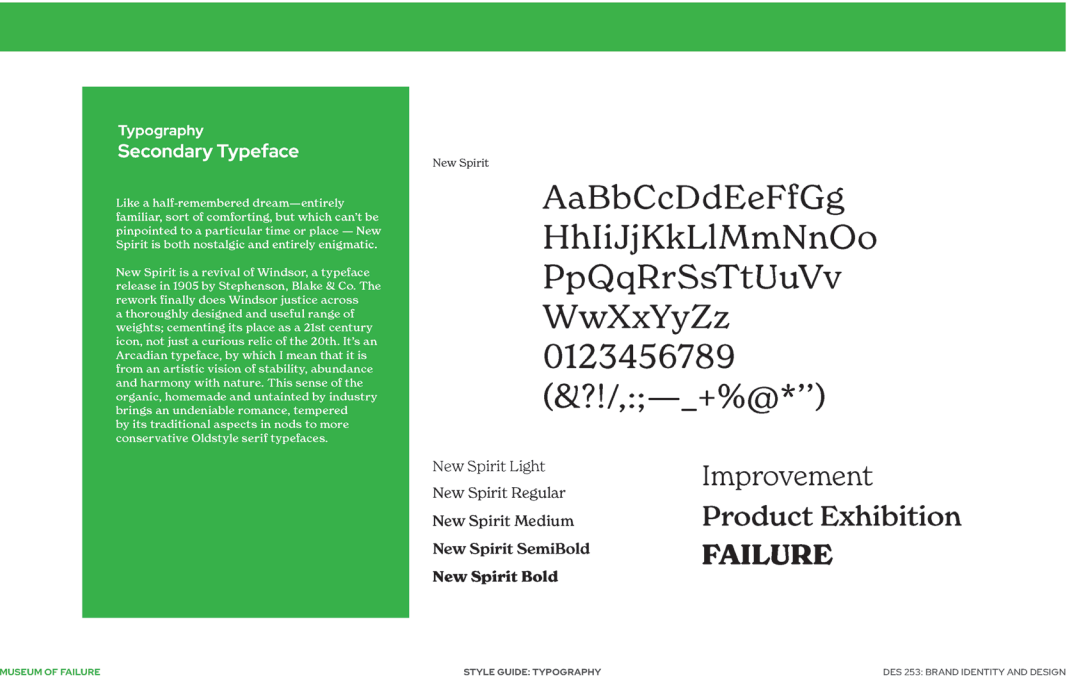
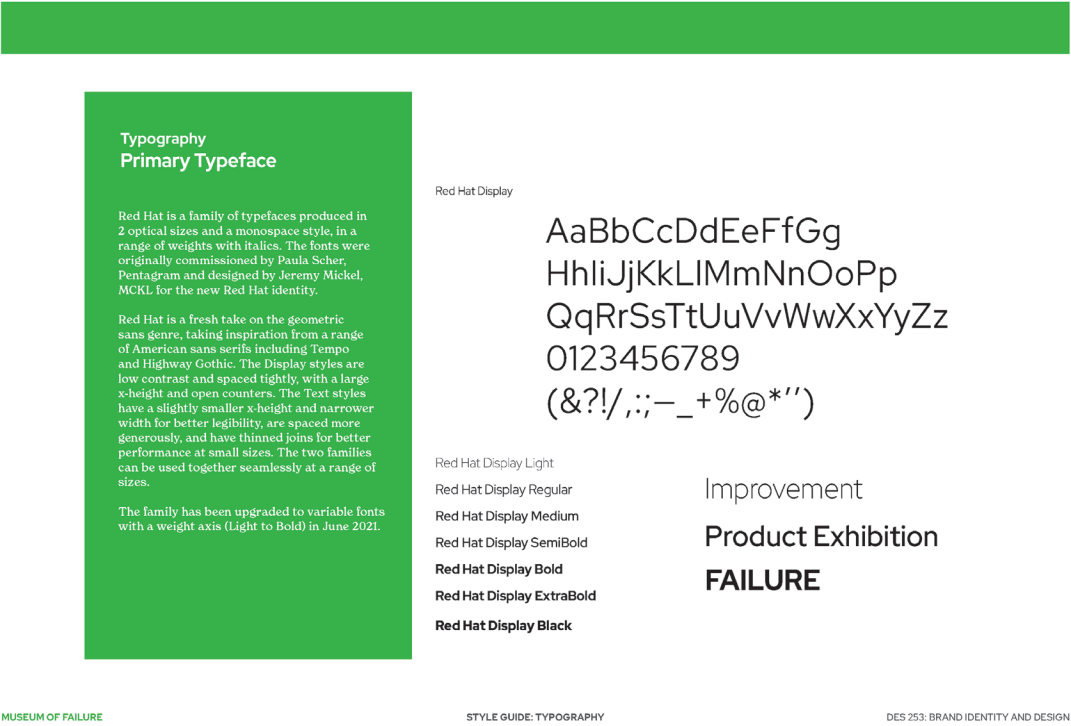
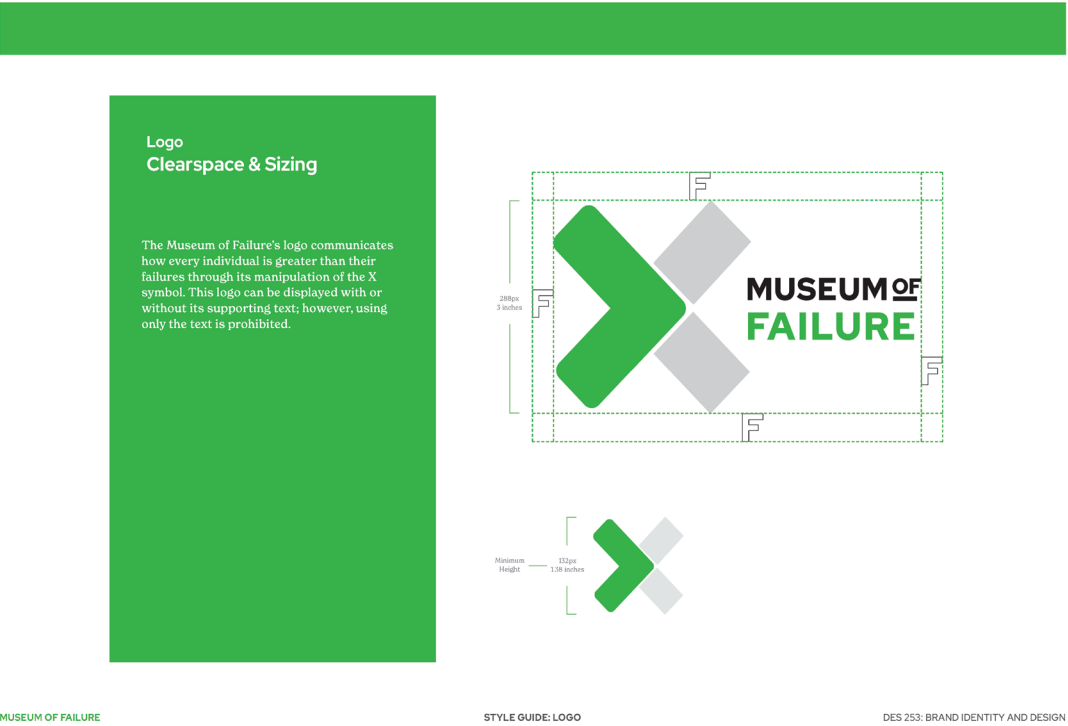
DESIGN PORTFOLIO

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BRAND IDENTITY

The Museum of Failure is a pop-up exhibit founded by psychologist Dr. Samuel West that aims to inspire onlookers to acknowledge and learn from failure through its showcase of over 100 failed innovations; in doing so, they would grow such that they could achieve future success. Through analyzing the museum’s digital presence, I theorized that its lackluster branding and marketing was the reason for poor online engagement in spite of its unique value proposition.

Consequently, I designed a new brand strategy with novel visuals, typography, and style that would emphasize the museum’s mission to inspire while attracting a wider audience.



MERCHANDISE

To increase the museum’s revenue, I designed several items of merchandise for patrons. Each product is intended to either highlight the existing items featured in the exhibit or spread the messaging of continual growth in the face of failure.



MARKETING

This ad campaign concept emphasizes some of the infamous design choices from products that were once synonymous with pop culture. The nostalgic quality behind these items would make these advertisements ideal for digital subway kiosks and wall banners, where they could be seen by countless families and millenials on a regular basis.



ECOCOIN

I partnered with Lehigh’s Office of Sustainability to reduce plastic waste found in the campus bookstore. I designed a service centered around a wooden token called an EcoCoin. When chosen over a plastic bag, this token incentive raised money for student organizations. The campaign also included marketing and branding assets such as business cards.

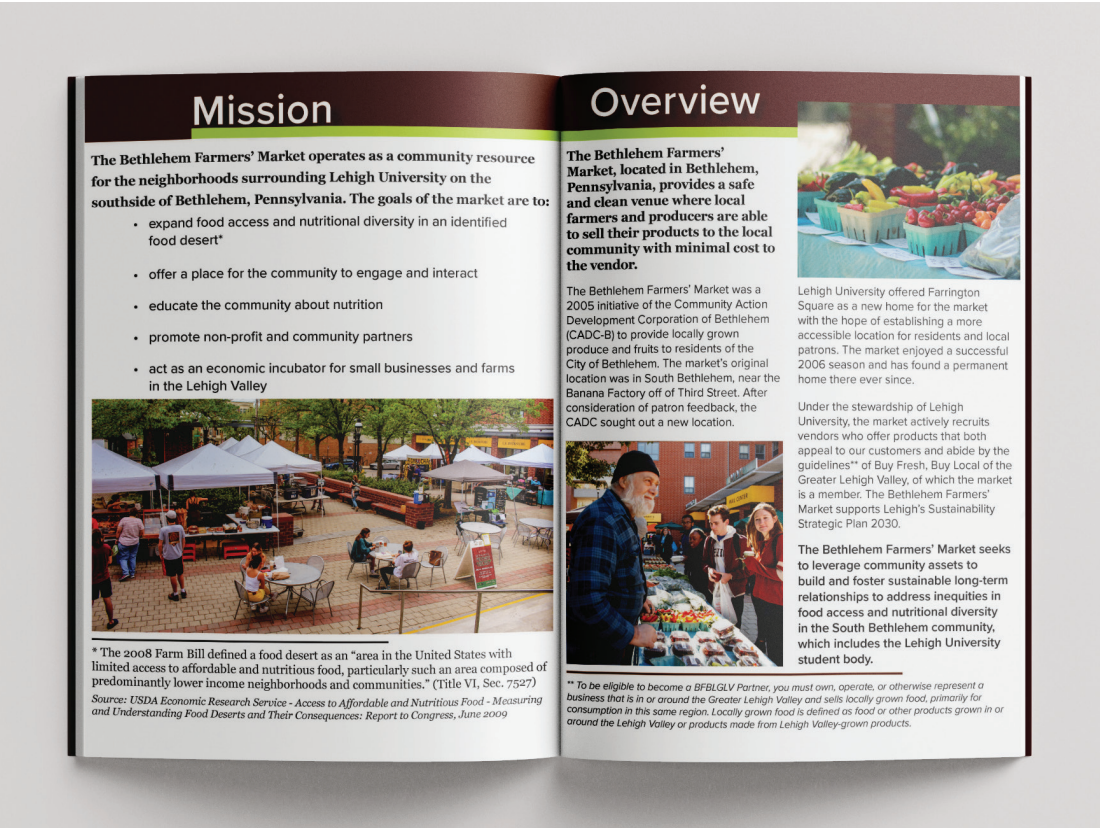
The creation of these design assets resulted in increased awareness of campus sustainability initiatives as well as two student organizations each earning over \$500 in funding; additionally, the bookstore reported a 15% decline in the use of plastic bags.



SUSTAINABILITY PLAN

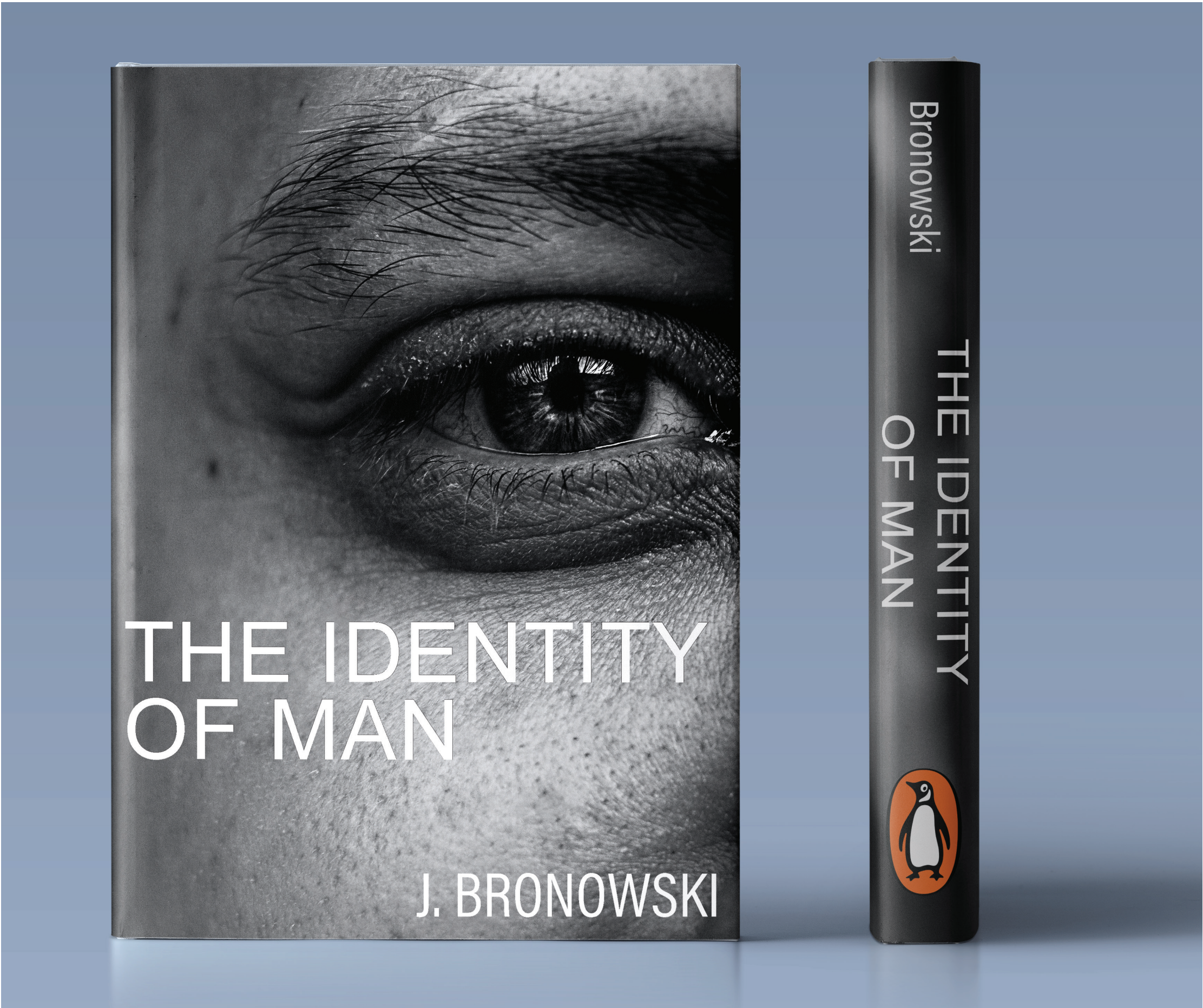
I also partnered with the Bethlehem Farmer's Market to create a booklet that could inform audiences about the organization and their current initiatives, as well as their future plans for strengthening the local community and improving the environment. This, in turn, would bring more attention to the brand and increase the amount of participants for their regularly scheduled events.

Alongside other promotional materials I designed for the market, my redesign generated an increase in the attendance of students and vendors.



THE IDENTITY OF MAN

To attract new readers, I redesigned the cover of a philosophical novel published in the 1960s by Jacob Bronowski called The Identity of Man. Bronowski's novel analyzes the complex nature of human identity and relationships through the lens of science.



MAGAZINE DESIGN

During the pandemic, it was easy to forget about the beauty present in areas we couldn't immediately experience. As such, as travel started to become a viable option again, I felt it was necessary to remind audiences about why they should visit foreign destinations like Japan—a location that's also on my travel list. This led me to conceptualize a travel magazine that promoted several aspects of Tokyo's scenery and culture in an attempt to stimulate global tourism.



Thank you for your consideration.