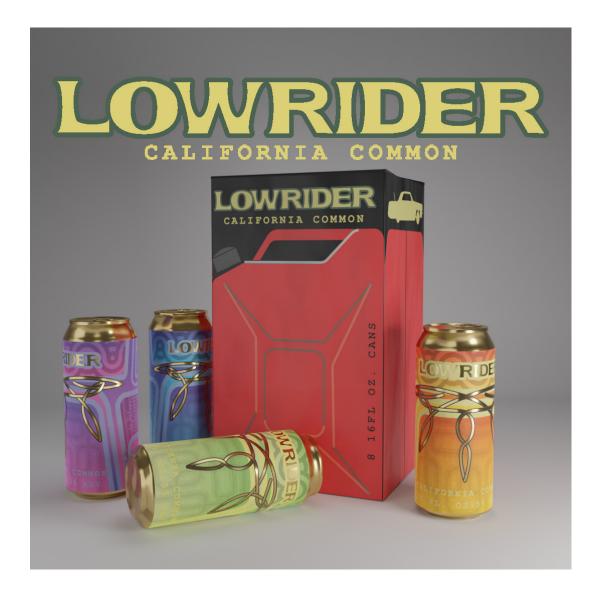
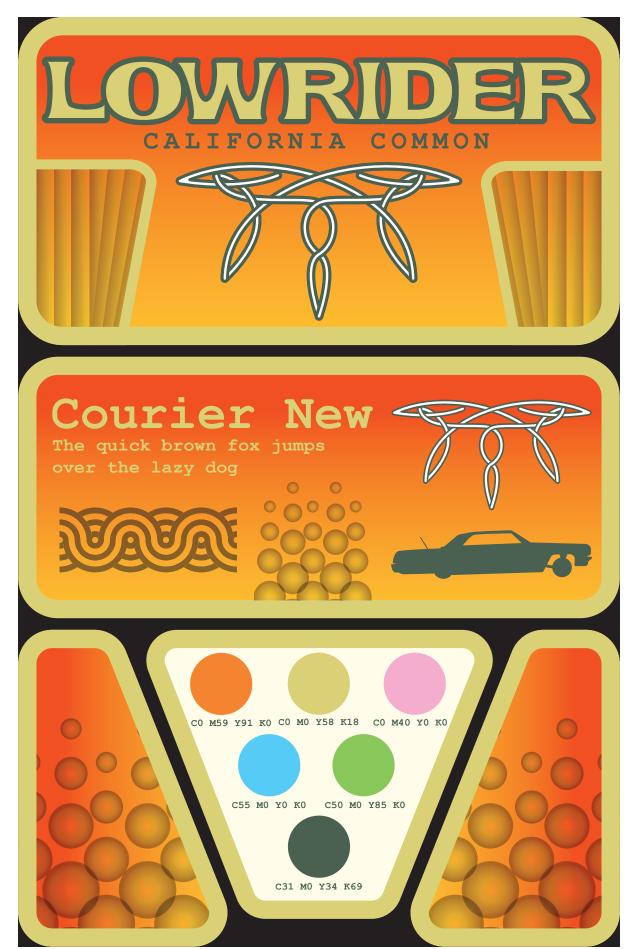
Lowrider



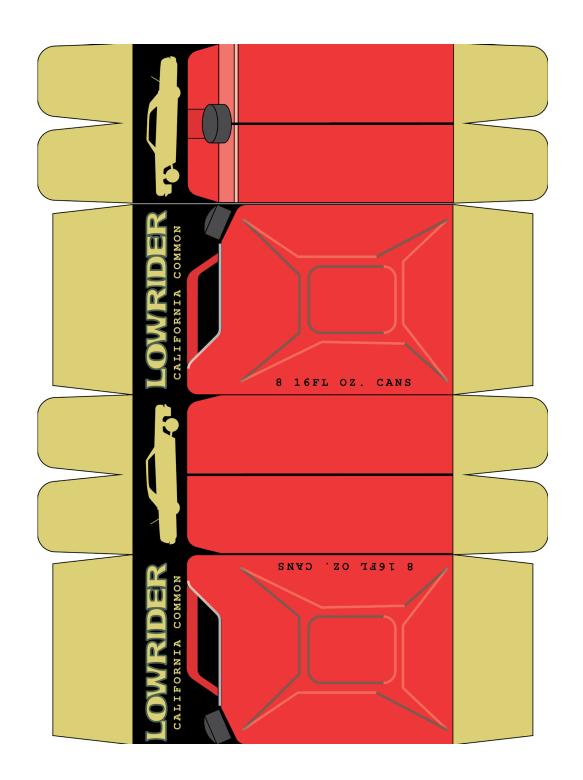
Inspired by custom lowriders of California, this branding utilizes fine detail and patterns to create an energetic and elevated style while remaining sophisticated and accessible. The design also makes use of the material of the can itself in order to mimic chrome or gold plated elements of lowriders. This design was part of a competition to design branding for a beer brewed at Colorado State, and was selected for printing using traditional stone lithography techniques.







Lowrider



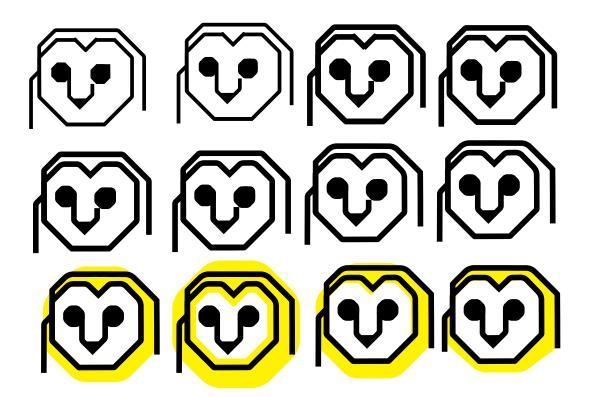


Lowrider



A restraunt brand based on the majestic barn owl. A brand was created that would be both sophisticated and stylish, without being stuffy. Bright yellow helps to brighten up every application, from menus to take-out boxes. All the while a simple logo and classy, contrasting typography elevates the brand above a typical chain.





Barn Owl

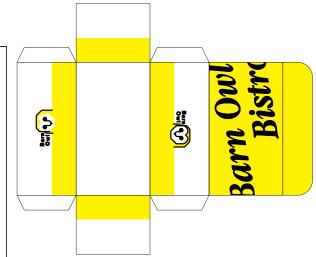
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Menu

Appetizers

Escargots 11,0
Garlic butter, Bread

Veal Carpaccio 17,0
Parmesean, Arugula

Walnut Salad 13,0 Starberries, Gorgonzola

Main Course

Baked Halibut 31,0 Parmesean, Lemon zest

Black Cod 32,0 Frisee, Champagne butter Roast Duck 26,0 Wild mushroom, Leek oil

Short Rib 23,0
Fried onion, Demi-glace

Pesto Pasta 21,0
Bucatini, Sun-dried Tomatoes

Bolognese 20,0 Hand-rolled Pici

Dessert

Panna Cotta 8,0
Mixed Berries, Mint

Creme Brulee 9,0
Vanilla or Chocolate

Lemon Tart 8,0
Strawberry Coulis

Wine

Caramel Road 12,0 Pinot Noir, California

Siduri 15,0 Pinot Noir, Victoria St Urbans Hof 10,0 Reisling, Rhine Valley

Diatom 13,0 Chardonnay, California Klinker Brick 12,0 Petite Sirah, California

Elk Cove 16,0 Pinot Blanc, Oregon

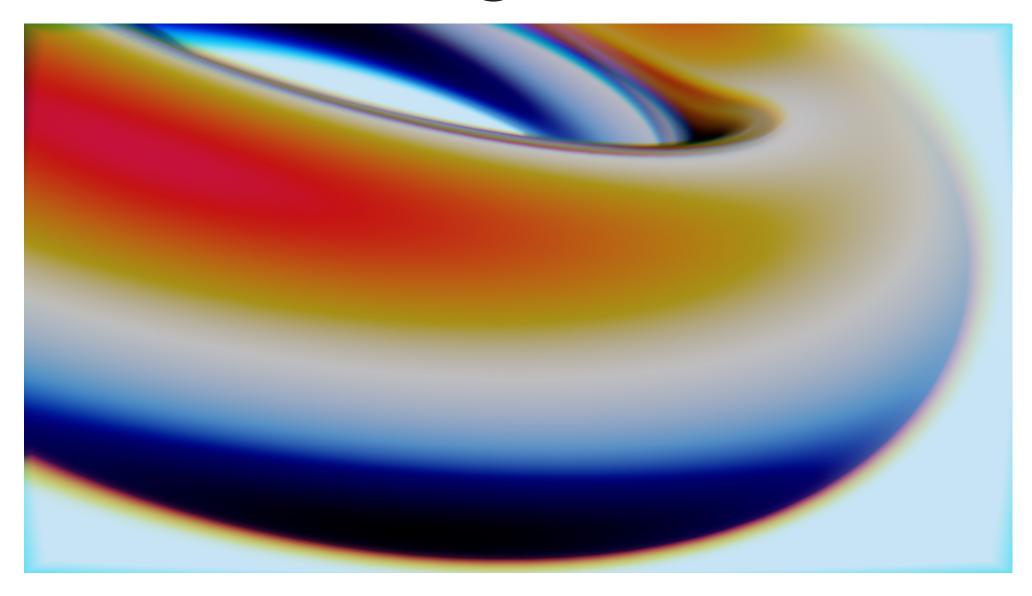
Wine priced by the glass. The chef politely declines any modifications.

Spring Menu 2023

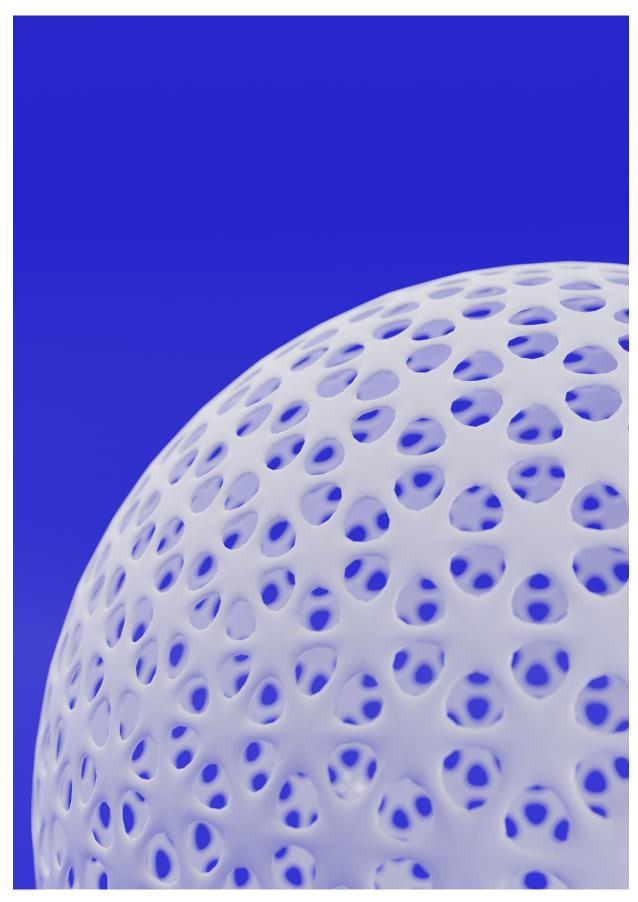


Barn Owl

Ponder Magazine Renders



Because this magazine was made for philosophy - and discerning readers - I decided to keep the layout as open as possible. Both to create open, flowing, and meditative spreads, as well as leaving room for readers to pencil in their own notes.





This project really allowed me to expirement with 3D rendering. Because the images did not have to be representational, I could experiment with unconventinal techniques to create abstract renders. However, I learned a lot of techniques that I am able to apply now to create more realistic renders.

Ponder Magazine 8

Monthly Columns

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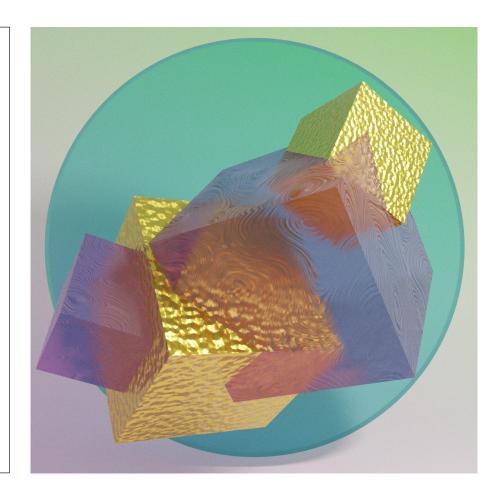
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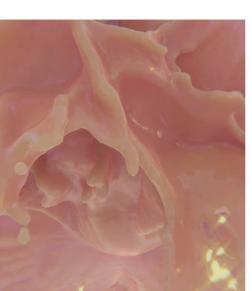
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Ponder Collective **Integration** *Imagine* (This) Minds

Ponder Magazine

Healthy Aging



Created to promote better habits at CSU's center for healthy aging, this posterzine functions as both a small publication and a poster. Creating layouts, image treatments, graphs, and illustrations was crucial to producing an impactful and informational design.



Interview with Dr. Lodha

Dr. Lodha is the Director of the Movement Neuroscience and Rehabilitation Lad at CVI's Department of Health and Exercise. Her research aims to understand the impact of impaired cognition and movement on execution of everyday function including bimanual coordination, over-ground walking and driving.

Caleb Coppin: What initially sparked your interest in studying healthy aging, and what are the key areas of research you find most fascinating in this field?

Neha Lodha: I initially began my studies to become an engineer but I didn't enjoy the work as an engineer. I began to work with the elderly and the disabled and liked that much better. My work centers around developing ways to facilitate recovery from movement impairments. I find this the most interesting because my research can focus on helping people directly.

CC: Could you share any insights or findings from your research that have the potential to contribute to healthier aging or extend the human health span?

NL: Working on the mechanisms of motor function seems to have the biggest impact on our patients' lives. Targeted interventions and movement training programs can help people like stroke victims recover their muscle strength and control. Kineseology and Physical Therapy have shown us that while strength is vital to regain, fine control is needed for healthy living.

CC: In the context of driving, what do you believe are the most promising directions for improving the quality of life for older adults in the future?

NL: I think targeted interventions focusing on fine muscle control can improve quality of life the most. Most tasks don't require full force, especially when driving a car. Fine control over the ankle is needed to modulate the gas and brake pedals without being jerky. Targeted physical therapy can help to gain control over these movements, which also happen to be the same exercises used to assist walking.

CC: What are some challenges or disparities you've encountered within your field that impact the social justice and equity of older adults, and how do you believe these challenges can be addressed or mitigated through your work?

NL: The biggest disparity related to my work is between those who have access to the therapy and those who do not. The demographic I work with is very specific. Most are highly educated, have access to email communication, and have an above average socio-economic status. Additionally, Fort Collins is 80% white, meaning that most of my patients are white too. However, aging can affect different races in different ways. That is why it is important to create continued representation of minorities within our research



Driving is a crucial aspect of independence and mobility for individuals of all ages. However, as individuals reach the age of 65 and beyond, there is an increased awareness of the potential risks associated with driving. While age alone does not determine one's driving abilities, certain age-related factors contribute to an elevated risk on the roads.

One significant concern is the natural decline in cognitive functions that often accompanies aging. Memory lapses, slower reaction times, and reduced attention spans are common cognitive changes in older adults. These changes can affect a driver's ability to process information quickly, make split-second decisions, and react promptly to unexpected situations on the road. Consequently, older drivers may struggle to navigate complex traffic scenarios, increasing the likelihood of accidents.

Physical health also plays a pivotal role in driving safety, and aging can bring about a range of health issues. Diminished vision, for instance, is a prevalent concern among older drivers. Conditions like cataracts, glaucoma and macular degeneration can compromise visual acuity, depth perception, and peripheral vision—all essential for safe driving. Impaired hearing, another common age-related issue, can hinder a driver's ability to detect sirens, horns, or other auditory cues crucial for navigating traffic.

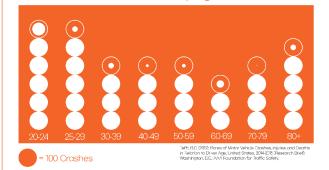
The impact of medications is another factor that heightens the risks for older drivers. Many seniors take medications for various health conditions and some of these medications can cause drowsiness, dizziness, or other side effects that impair driving abilities.

Despite these challenges, it's crucial to approach the issue with sensitivity and balance. Not every older individual will experience a decline in driving skills, and many can continue driving safely with the right adjustments. Regular health check-ups, vision and hearing tests, and an open dialogue between older drivers, their families, and healthcare professionals are essential in mitigating the increased risks associated with driving in the later stages of life.

In conclusion, while age alone does not determine one's ability to drive safely, it is imperative to acknowledge the age-related factors that can contribute to increased risks on the road. Implementing supportive measures, such as regular assessments and adaptive technologies, can help older individuals maintain their independence while ensuring road safety for expresses.

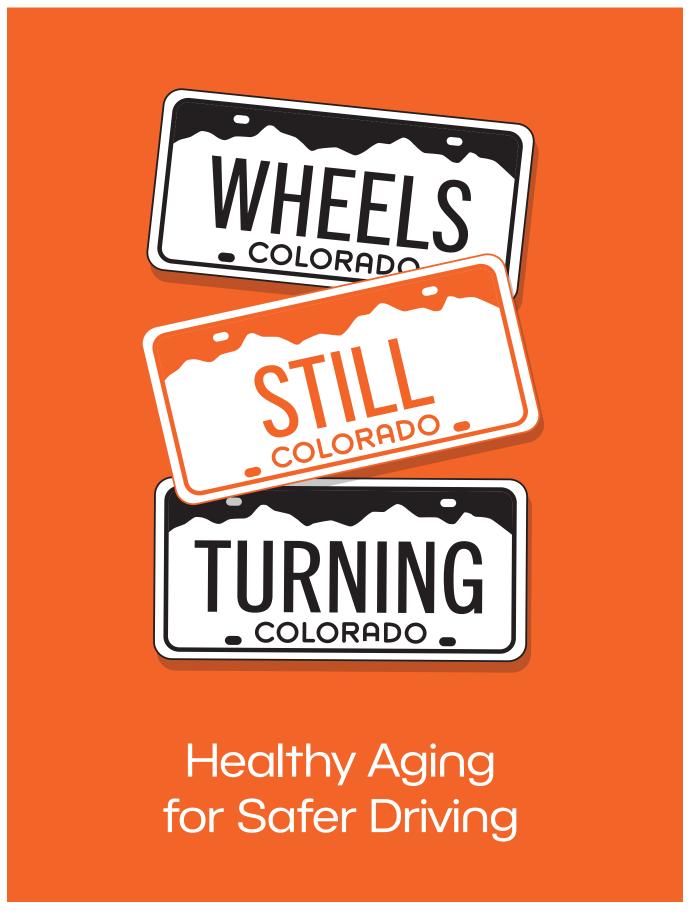
Data & Findings

Rate of Involvement in Car Crashes Per 100 Million Miles Driven by Age



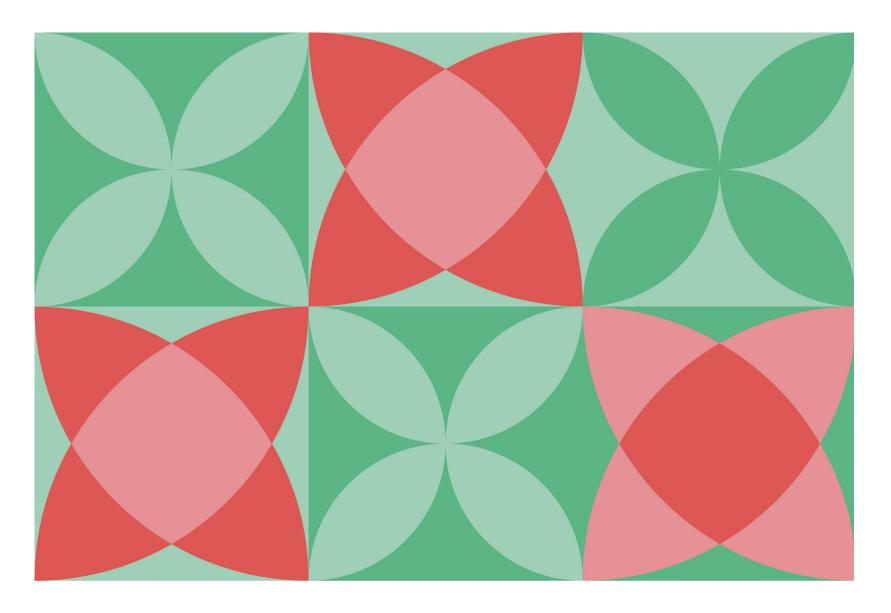
The AAA Foundation for Traffic Safety's data from 2014-2015 reveals noteworthy trends in motor vehicle crashes in the United States concerning driver age. The study indicates that drivers aged 20-24 had the highest crash rates, followed closely by those aged 25-29. The crash rates then steadily declined with increasing age until reaching a plateau in the 60s. However, a notable increase in crash rates was observed among drivers aged 70 and above. While older drivers generally experienced fewer crashes than their younger counterparts, the severity of the crashes tended to be higher, resulting in more significant injuries and fatalities. This highlights the importance of addressing age-specific risk factors in road safety initiatives.

Healthy Aging 11

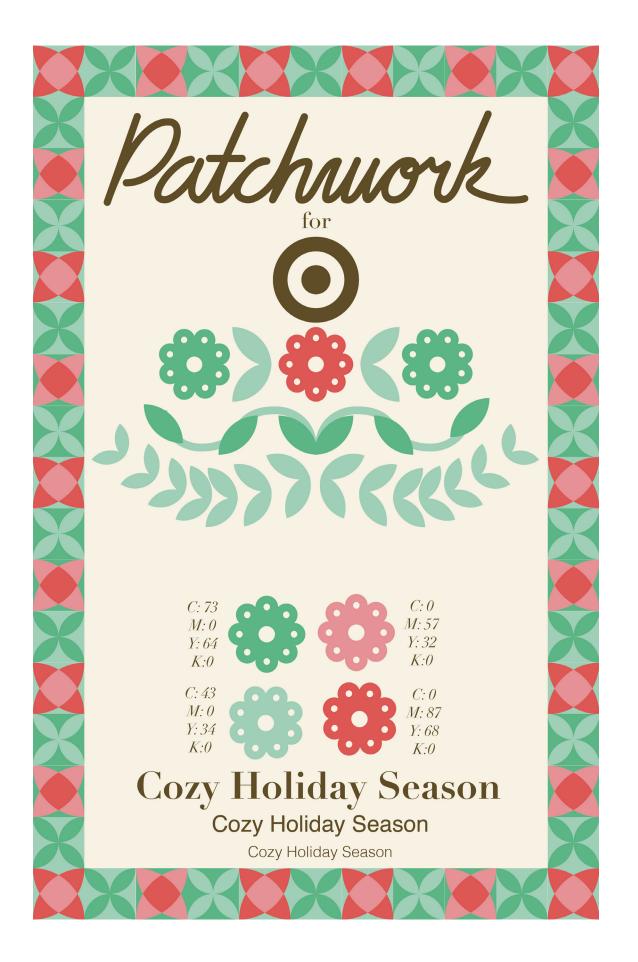


Healthy Aging 12

Patchwork



The Patchwork holiday campaign for Target considers global wintertime traditions to create a fun and inclusive holiday theme for Target stores. Using pattern, symettry and classic quilting techniques, Patchwork emphasizes the coziness of the holiday season and the joy it can bring. Typical 2D applications were considered, as well as 3D product design, to help visualize a more complete campaign.

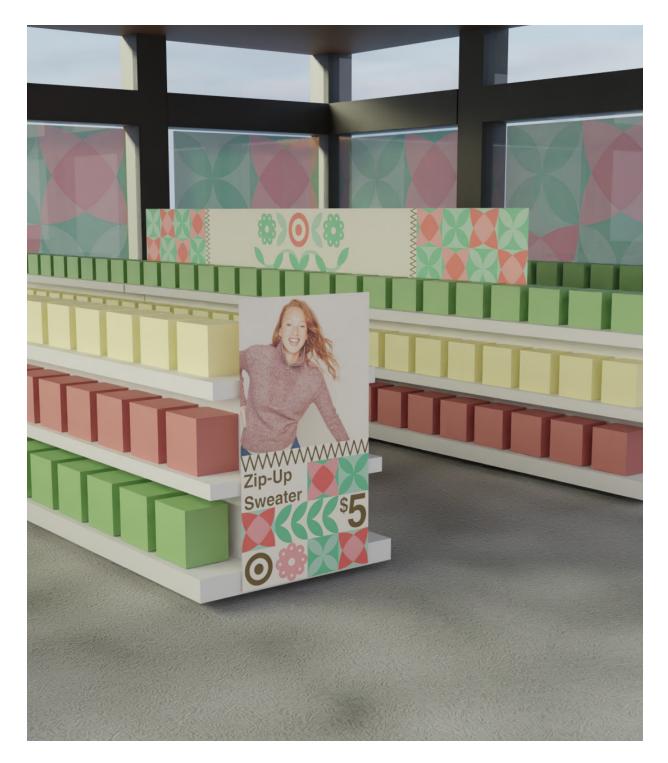






Patchwork 14











Patchwork 15

2024 CSU Juried BFA Show

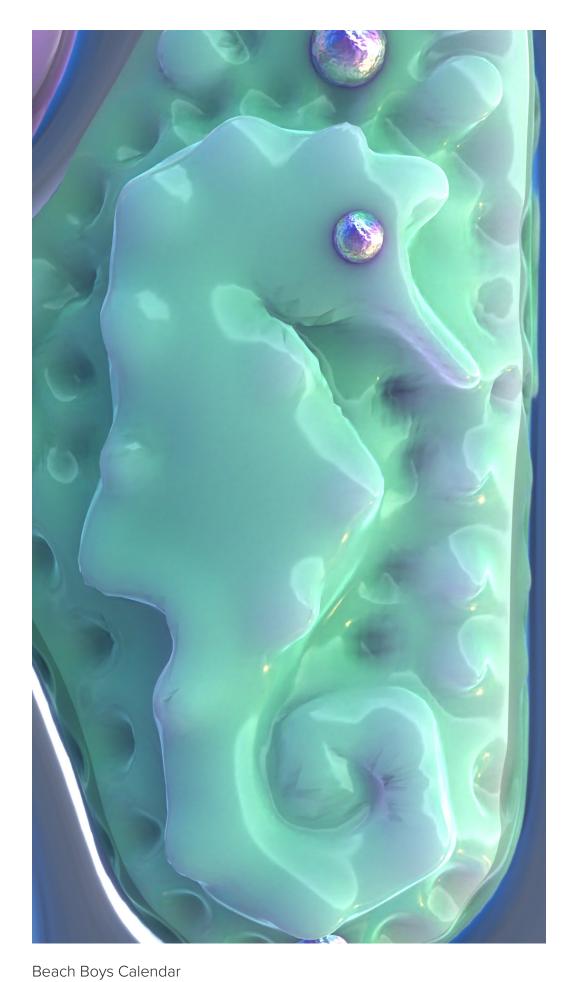


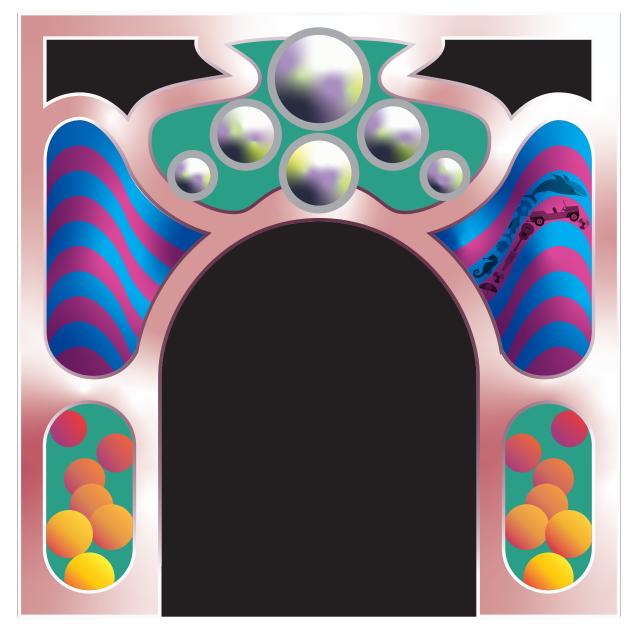
My submission to the Juried BFA Graduate Show at Colorado State University, *Bouquet 1*. For this piece, I developed a procedural flower generator and used it to develop flowers seen in the final render. In addition to generating the featured flowers, the inputs can be manipulated to produce endless varieties of virtual flowers.

Beach Boys Album Art



3D render created in blender for use in a collaborative calendar. The concept for the design is based on the classic Beach Boys hit "Good Vibrations" I used nautical motifs to suit the Beach Boys' aesthetic, while also giving a nod to their forays into psychedelia.





Original Sketch/Illustration

Beach Boys Calendar