

MR







# ALL OF ME

Welcome to my portfolio! Here you'll find pieces of my heart and my passion for all things design. Each piece you see as you flip through has been carefully created with everything I have learned thus far in mind.

My education at the University of South Carolina as a Visual Communications major, and minor in Women and Gender Studies, has built my creative abilities to where they are now. Along with each of my day-to-day experiences across the world and I am pleased to present them each to you.

*Mallory Rose*



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# PHOTOGRAPHY





# STUDIO



This backlit rim lighting project was one of my favorite projects to work on as I created uniquely lit photos of my models. This allowed me to bring grace and elegance to something so simple.







These artificially lit product shots were shot for the brand Pleasing. The products have great pops of colors and I wanted to bring that forward to stay in line with their brand. I also wanted to stay in line with their clean and simple aesthetic.





Here I shot food in the studio. I wanted to branch out from basic food images and wanted to capture food from a more artistic standpoint. I placed thin slices of fruit on a product table with a light underneath and wanted it to appear like it was under a microscope. This is one of my favorite art pieces of mine.



This is a collection of photos that I have taken over time to create a certain vibe. Each establishes a specific sense of mood that I was trying to convey. I wanted a rich, slightly somber mood to come across with each photo. I stuck to a very warm color scheme with hints of orange and green to create a cohesive collection.







# ACTION



I was the photographer for the Carolina Club Softball team, and I have done multiple projects with them. Overall, I just wanted to grab more unique sport photos that the girls could use to romanticize their own lives while still capturing their athletic talents.



# PHOTOJOURNALISM



I have also been a consistent photographer for the Ultra Runner, Rob Martin. Later in the portfolio you will come across the documentary I did on the long-winded races that Rob does throughout the year. I have shot many of his races including his 100-mile race to document his process.





DESIGN





# CONTENT CREATION

For this design project, I shot photos in the studio of Squishmallows to create content for their social media advertisements. This project included shooting photos, design typography, logo incorporation, and social media template layout. I created the *Guess The Squish* content to grab the attention of our young audience for a sense of excitement. Also, if you scan the QR code below you'll find an adorable little GIF animation of our squishy friends.





# MAGAZINE SPREAD



In my time in Barcelona, Spain, we worked on multimedia projects to document our experience. For our project, we created a magazine and video to compare the highest rated Yelp restaurants and the local recommendations. Scan the QR code to watch our video!



## Best of Barcelona: What Yelp Won't Tell You



Yelp is supposed to be the go to place for the best can't miss restaurants, bars and dessert recommendations, but for visitors in a new country, it doesn't always hit the mark. While the recommended locations are fine, there is an entirely different experience to be had in Yelp misses. By taking the opportunity to ask locals about their favorite places, we enjoyed delicious food and developed a newfound connection with Barcelona culture.

Yelp was created in 2004 as a program to help friends recommend their favorite places to each other. However, after almost 20 years, Yelp has become more unreliable with the increasing amount of reviews from people not from the area.

After visiting a few of their recommendations and not being satisfied, we decided to take on Yelp and find the best spots in Barcelona! So we sought out the top-rated restaurant, bar and dessert cafe on Yelp to compare with some of the locals' favorite hidden gems.

Our month-long journey in Barcelona taught us a lot about Spanish culture, tradition, and most importantly how to find the best food! We were hoping to find the best places Barcelona had to offer with the help of Yelp, but it was ultimately and perhaps unsurprisingly the locals' suggestions that were our favorites. You can't go wrong with any of the places we visited, but to have the true Barcelona food experience, the locals know best. When you book your next trip to Barcelona, take a chance on some of the people's favorites!

## yelp restaurant

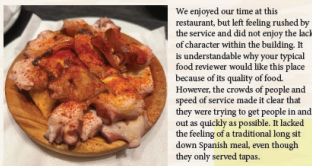
### CERVERERIA CATALANA



We began our journey at a tapas restaurant called Catalana. The first thing we noticed was the crazy line wrapped around the front of the building. The line was so long we didn't want somewhere else for dinner, but we decided to wait it out. Surprisingly, the line moved fast. Once we were seated, we ordered our drinks and the first round of tapas almost immediately.



The service was shockingly fast and reminded us of the pace of an American restaurant, except with the Spanish style of tapas. When the first round of food came out, everything looked incredible and nobody knew where to start. Everyone ordered the food except for a select few who refused to try the exotic seafood and we were left with no choice but to order a second round of tapas. The unanimous decision for the best part of the night was the burnt honey Tiramisu torrija dessert.



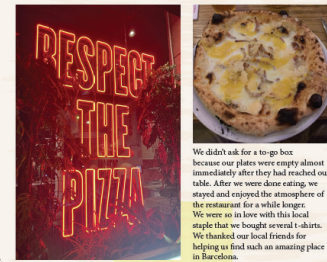
We enjoyed our time at this restaurant, but left feeling rushed by the service and did not enjoy the lack of character within the building. It is understandable that your typical food reviewer would like this place because of the quality of food. However, the crowds of people and speed of service made it clear that they were trying to get people in and out as quickly as possible. It lacked the feeling of a traditional long sit down Spanish meal, even though they only served tapas.

## CAN PIZZA

## local restaurant

Red neon lights illuminated the room, murals covered the walls and the ability to see the chef making your pizza through the open-air kitchen made this restaurant unlike anything we had seen so far on our trip. It was clear that the focus of this place was the experience it was giving its customers.

The menu featured Can Pina's "Terry Tiramisu" pizza which was an award for "Best Pizza in Spain," so naturally we had to try it. We ordered several other pizzas on the menu, including the most popular, and we were blown away by the taste. The pizzas were even better company. Can Pina was definitely a hit in our group.



We didn't ask for a to-go bag because our plans were empty almost immediately after they had reached our table. After we were done eating, we stayed and enjoyed the atmosphere of the restaurant for a while longer. We were in it here with this local night but we brought several others. We thanked our local friends for helping us find such an amazing place in Barcelona.



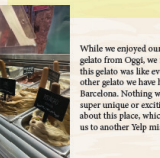
Overall, we were blown away with our dinner experience and it truly set the bar high for what a gem looked like. Not only was the food phenomenal, but the atmosphere added so much to the overall experience. The service of the restaurant made us feel comfortable, while still providing us with unique experiences that was different from all of the other places we have been. This restaurant was high on our list for the best restaurants we made in Barcelona, from great food to even better company. Can Pina was definitely a hit in our group.



The interior sported a bohemian feel with a display case showcasing 26 different ice cream flavors. Gelato is such a popular dessert in Spain, and every street you turn down has a gelato ice cream shop. We noticed this shop offered more unique flavors than other places in the city, which showcased its diversity.

## yelp dessert

### GELATO OGGI



While we enjoyed our gelato from Oggi, we did this gelato was like every other gelato we have had in Barcelona. Nothing was super unique or exciting about this place, which led us to another Yelp miss.



## local dessert

### DEMASIÉ BARCELONA

Demasié was recommended to us by Andriana Garcia, a local who has lived in Barcelona for 19 years, for their extraordinary cinnamon rolls with unexpected flavors. What we were not expecting were the cookies filled with nutella and candy bars sprinkled on top.



To our surprise there was even pizza covered in nutella, goat cheese, tomatoes, and so much more. This location highlights all of our favorite desserts and made us crave those desserts through the rest of our time in Barcelona.



"I think they have the best cinnamon rolls in Barcelona." - Andriana Garcia



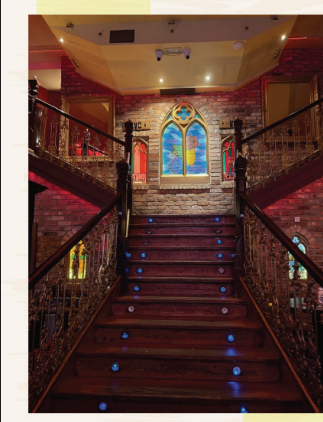
The shop was booming with excitement as the line continued to grow up. It makes sense because how can anyone be upset when ordering a cinnamon roll? Especially cinnamon rolls that cost less than \$5.



George Payne, a well known Irish pub at the Virginiana street stop, was our first destination after our shop glowing reviews on Yelp. Upon entering the restaurant, we were instantly greeted with a familiar American atmosphere, even including American sports on the TV.



It was a big night with food and drinks that we enjoyed, but it was tricky to see what we were experiencing many times in our Columbus, South Carolina bar. George Payne is an establishment that records what it is trying to be, and the American Irish spirit is clearly what it wanted to be. However, the bar lacked diversity that made it unique to Barcelona. George Payne provided us with a familiar experience, but ultimately it was a Yelp miss for what we were searching for.

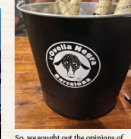


## local bar

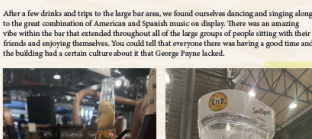
### L'OVELLA NEGRA MARINA



Barcelona is known for its beautiful nightlife and bars. It took us time to find the right one for us. We were in it here as we got lost. We enjoyed the nightlife and the people, but we were not expecting the bar to be so crowded. L'ovella Negra, a bar that was originally an industrial warehouse and is considered the largest pub in Barcelona.



So, we sought out the opinions of former Garcia, a local living in the same area as us to help us find a bar that was not too crowded. L'ovella Negra, a bar that was originally an industrial warehouse and is considered the largest pub in Barcelona.



After a few drinks and trips to the bar for us, we found ourselves dancing and singing along to the great combination of American and Spanish music on display. There was an amazing vibe within the bar that extended throughout all of the large groups of people sitting with their drinks and enjoying themselves. We could tell that our experience was being a great time and the building had a certain culture about it that George Payne lacked.



From the colorful 3-D murals on the walls to the unique style of the bar, this was a perfect place to enjoy some drinks with your friends and the chance to meet local people and different music. L'ovella Negra provided our expectations and provided us with a new experience on our night in Barcelona.

"It's a big big one, and really cheap drinks, really cheap cocktails, and there are plenty of drinks next to it." - Andriana Garcia



For this graphics project, I created and drew a magazine cover layout using photos taken in the studio. I used a reference photo of my model to illustrate her digitally using Illustrator and created type copy for the magazine title and headlines.



# GRAPHICS

## PICK YOUR POISON

Grab a drink and buckle up for the biggest Halloween to date! There is nothing like kicking back with friends and partying all night long in the most popular witch, vampire, and superhero costumes.

### Adult Supervision

More than 70% of adults are now celebrating Halloween

NOW the  
5th  
drinking  
holiday



This infographic was to show how

Halloween has changed over the years

and how it has become a more

sophisticated and "older" holiday. I

always try to keep a similar vibe to my

infographics, and this fits right in.

## fancy a CUPPA?

The love and addiction for coffee has skyrocketed through the last decade, especially within young adults. Americans crave their daily fix of caffeine through the most extravagant cup of joe they can find on the market these days.



### Who Wants Some?

66%  
of 18+ Americans drink coffee  
everyday and growing



What to Get  
Cappuccino  
Iced Coffee  
Espresso

### Grabbing a Cup To-Go



This infographic was for a client who

wanted very specific details included in

their design while still having the coffee

aspect come across well. I drew

everything and shot texture photos that

are also included in the product.



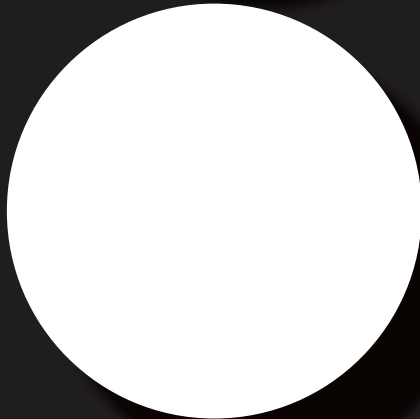
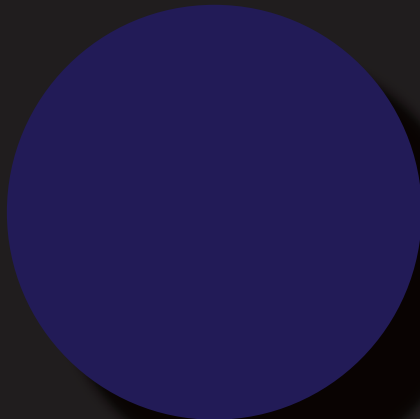
# IDENTITY SYSTEM

For this identity system, the cafe, Bistro 160, wanted a revamp in their logo and branding to bring more of a French vibe. They still wanted to keep some blue but did not care about the specifics. They wanted a more stereotypical look to their cafe that was otherwise too stiff for them. Bringing in the browns and navy blue brought a more rich and elegant feeling to the overall project.

before!



after!





# VIDEOGRAPHY





# NARRATIVE



This narrative video *The Hike* was one of my favorites to make because of our ability to show our creative thinking abilities. We created a short thriller styled video with a few twists and turns. We filmed and edited with the intention of a slightly eerie vibe to come across.



SCAN ME!



# DOCUMENTARY



This documentary covers the previously shown Ultra Runner, Rob Martin. In this mini-doc, I interviewed Rob during his training period while he built up to his second 100-mile race. He took me to the Clemson Experimental Forrest where he has a frequent trail he trains on. Scan the QR code to watch him train!

SCAN ME!





# JOURNALISTIC

As the photographer for the Carolina Club Softball team, I took it upon myself to create a short journalistic style video on the team and their first season in conference against some well-known teams. I went to a few of their practices, their game against Tennessee, and their game against our rival, Clemson.

SCAN ME!





UI/UX DESIGN



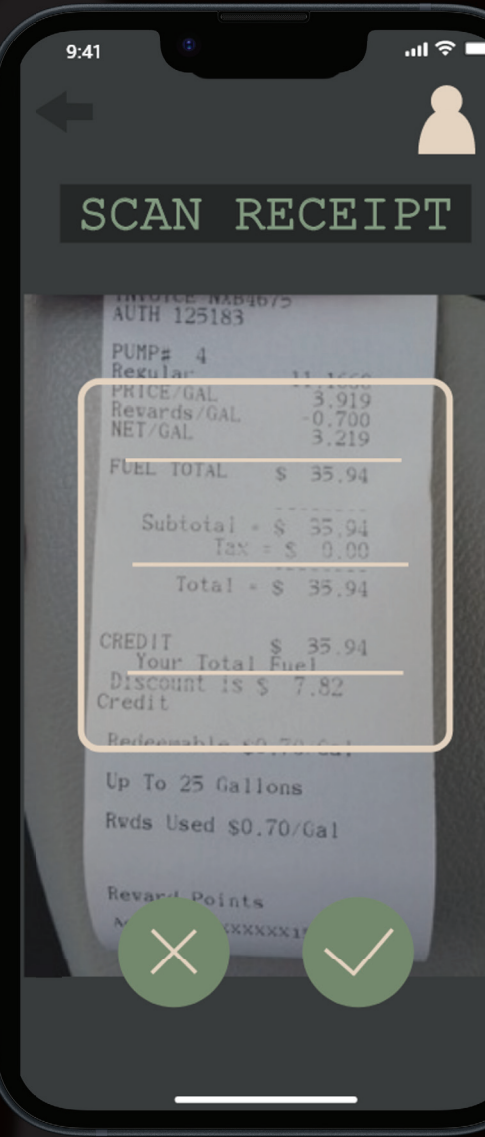
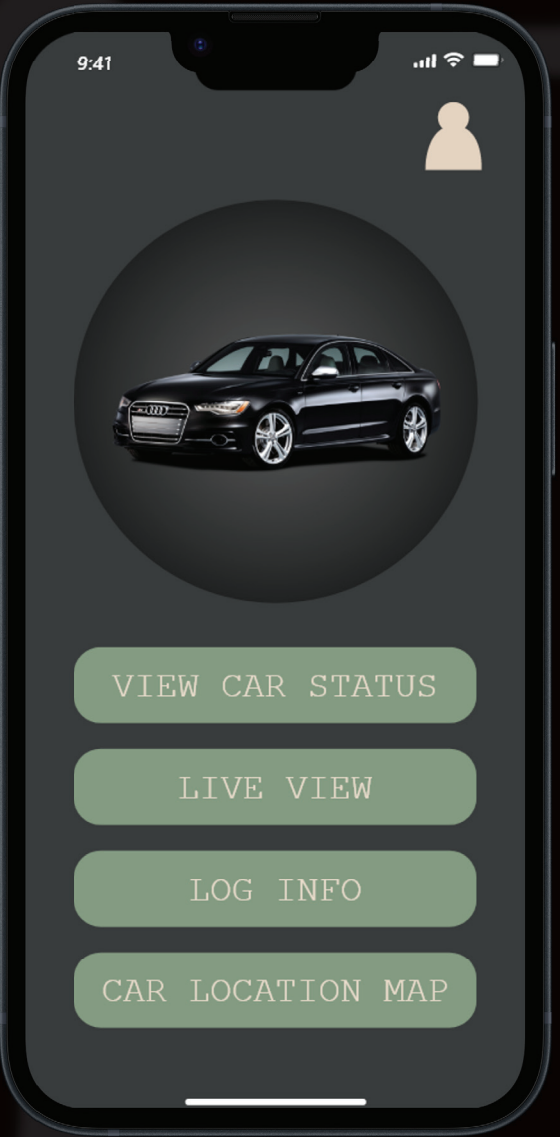
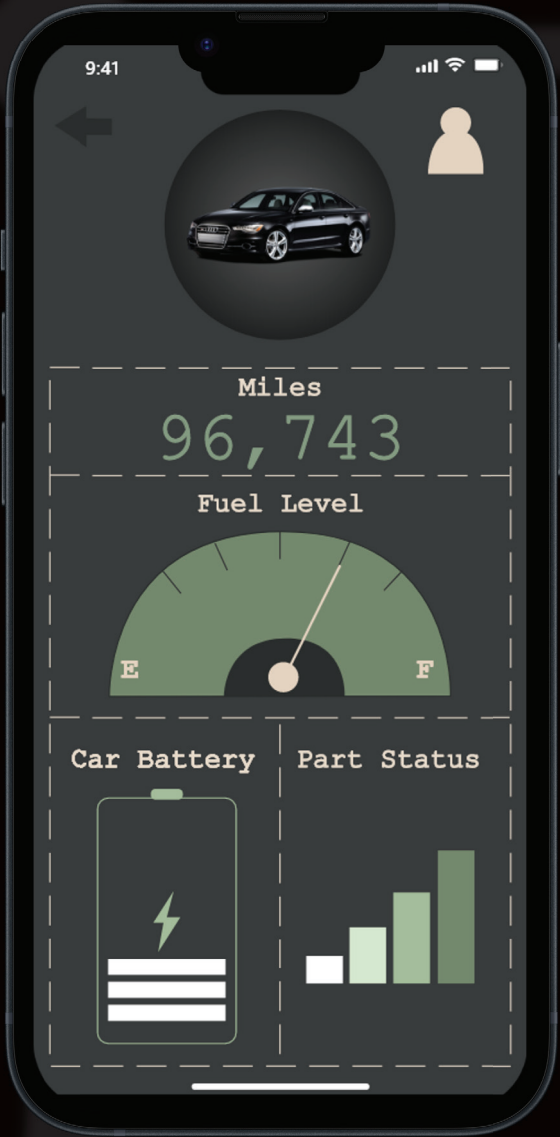
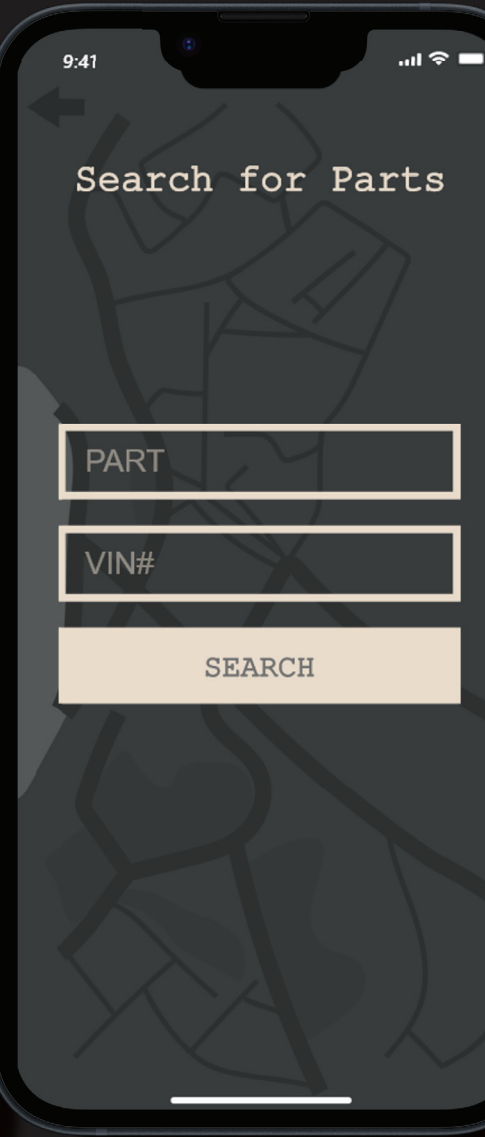
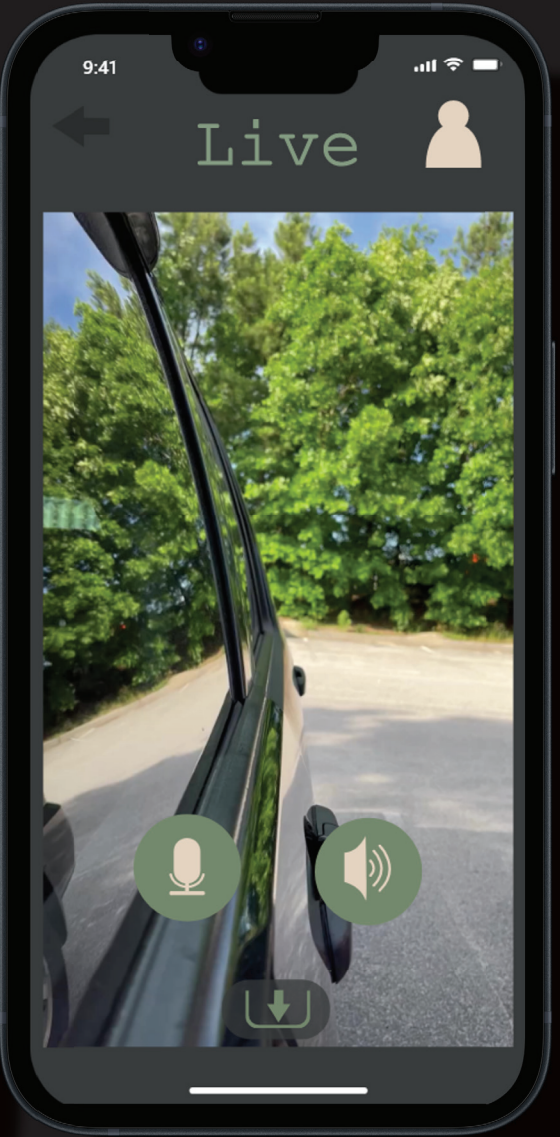
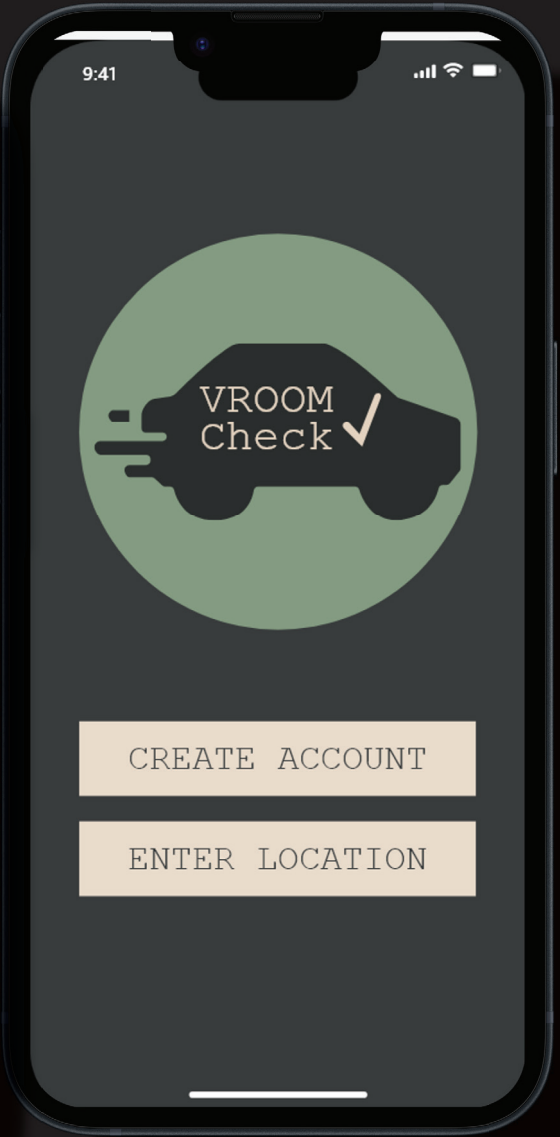
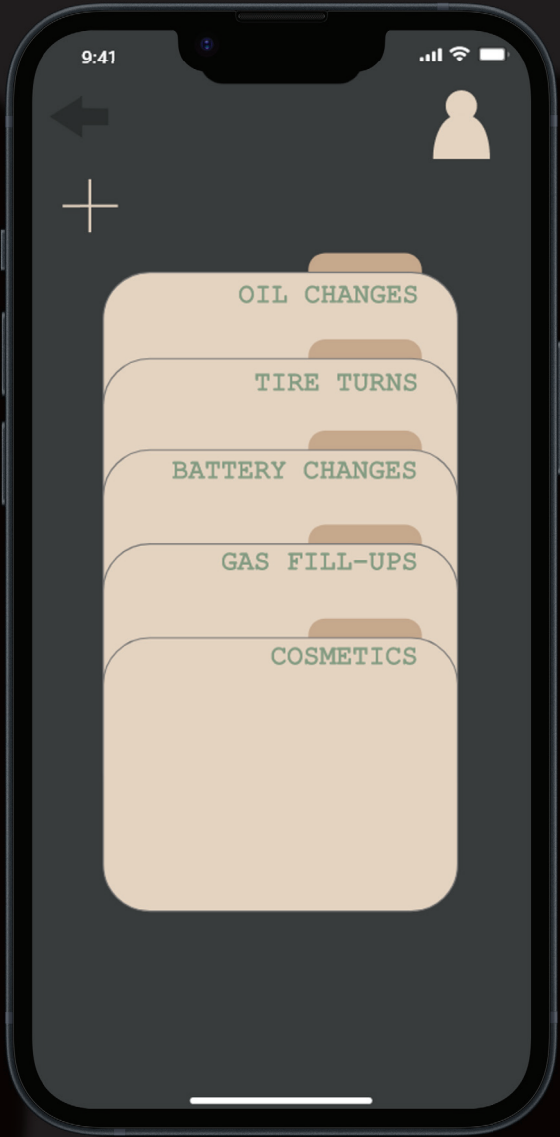


# VROOMCheck

SCAN ME!



For this UI/UX project, I created an app called VROOMCheck. My plan with this app was that I wanted a way to connect our phones to our cars the same way we do to our computers, televisions, and houses. With this app, you can track where your car is and if parts get stolen, the ability to track those as well. You can also check to see what your battery life looks like, your gas levels, and your milage all from your phone. You can also document any receipts and information from getting work done on your car like oil changes and maintenance upkeep. There is also the ability to watch the cameras on your car from your phone through past footage and live footage. Scan the QR code to see it in action!





*Thank You*



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