

LEO VELAZ

Graphic Design Portfolio, 2021



Tommy Chachki: Pony Boy

Pony Boy is a vinyl concept for a fictional album that consists of a lot of my skills. Every aspect of Pony Boy including photography, styling, and layout was all conceptualized and executed by me.

LEO V&S

Pony Boy



20/20 Vision.

Mixed Media | Adobe Photoshop

When it comes to design, I want to have my own flare with everything I do. The concept of having eyes open and then closed for the two side of a picture disc is something that is, at the end of the day, really fun! I sewed some gloves, styled a wig, and then directed a short photo shoot to produce visuals for the vinyl. Even though it is a fictional musical artist's fictional album, I wanted to show that this album art and vinyl has the true potential to become apart of an actual artist's era.



Moire Nina: Is it Cold in the Water?

Minimal colors, but big impact.

Is it Cold in the Water? is a concept for an album that consists of a lot of my skills. Is it Cold in the Water? highlights skills like type work and digital illustration.

LEO VEGAS

Is it Cold in the Water?



Pearl Out of the Oyster.

Procreate | Adobe Photoshop

I love designing album art. This was a very different take on cover design than what I usually do. I loved the idea of illustrating something that is reminiscent of a fine art painting. Since I have a very extensive training in fine art, bringing in some of my old skills in a refreshing way was something that I adore.



Immaterial Magazine

A love letter to my inspirations.

During my last year of college I created a short magazine in which I praised a few things that provided a lot of inspiration for me. Immaterial Magazine is an anthology of work that highlights my ability to layout things on a page thoughtfully.

LEO VERA

Immaterial Magazine



The Rebirth Issue

Photography | Sewing | Adobe Photoshop | Adobe Indesign

During the last year of my college experience, an assignment that was given to us was to make 20 iterations of... something. It was then that I thought about developing a short zine. At its core, it is a love letter to everything that was inspiring me that week. It was an ambitious project that was developed in only a matter of days: from sewing garments, photo shoots, writing articles, and so much more. It is definitely a project I would love to revisit and develop sometime soon. With the lost of conventional schooling during my last terms, I felt like I had experienced a personal renaissance when producing this work.



Scotty Skin

Individuality is the key.

When inclusivity is kept in mind, people feel better about using a product. Everyone loves to feel seen.

LEO V&S

Scotty Skin



Category is: Face

Procreate | Adobe Indesign | Adobe Photoshop

This project came to mind after having a moment to reflect on packaging in the world of beauty and skincare. I think that there is a very big impact on the scene when a brand is as inclusive as possible with their products. I had an thought of producing a packaging idea for a foundation that would display a variety of skin colors on the outside. Not only would garishly displaying different shades on the outside help people easily distinguish which shade matches them best, but it would also proudly show just how many different colors the company produces. Though Scotty Skin is only a concept for a brand, seeing more and more makeup companies take a bigger appreciation to different skin tones is amazing.



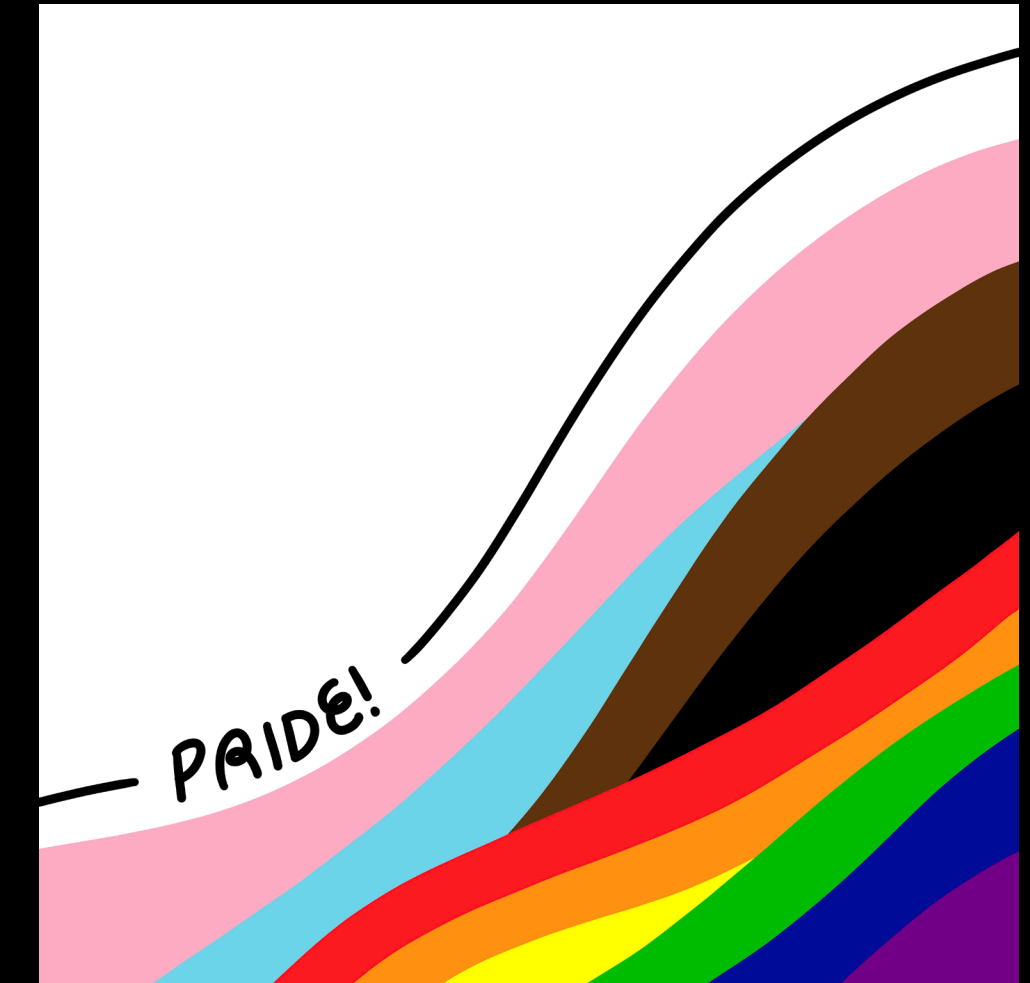
Pride!

The LGBTQ+ community is a family.

As a queer person, I have been able to experience and witness so much. Every member of the LGBTQ+ community needs to be celebrated for who they are.

LEO VERA

Pride!



A Fight For Love

Procreate | Adobe Indesign

The LGBTQ+ community is one that has always had to face many struggles throughout history—and as a matter of fact, they still do. Pride! is a short form, accordion style brochure in which I communicate some of the feelings I sometimes have. Queer people have so much culture and influence and it is heart-breaking to see how we are treated and how some are being killed daily for just trying to live their lives. Many queer people inspire me, so one whole side of the brochure consists of queer people that have impacted me during the last couple months. An ode to queer people that inspire me and an effort to raise awareness.



St. Vincent

Visuals are always a big part of your show.

Touring is a big part about being a musician and being able to brand your tour into something that creates attention for yourself is important.

LEO VEGAS

Pride!



See it as You Hear it.

Adobe Illustrator

When designing for albums or promotional material that needs to be heavily intertwined with sound, it is vital that what you design actually aligns the subject matter. For this promotional concept, I have decided to use very bold colors that create an interesting interaction between themselves. The colors I chose were a deliberate effort to create chromostereopsis in the design—the feeling of having the colors “vibrate” when being looked at.



Avant Grooming

Shaving tools for everyone.

Grooming is something that is so important for self care and health. Avant Grooming is an inclusive brand for all.

LEO V&P

Avant Grooming



Shave with Pride.

Adobe Illustrator

When it comes to selecting items for personal grooming, it can be a little disheartening to see that most products are forcefully marketed exclusively to men or woman. The concept for Avant Grooming was to develop a brand that is easy for all to feel comfortable with. Many people don't just like pink or blue, so why not make your products more marketable to a bigger audience?



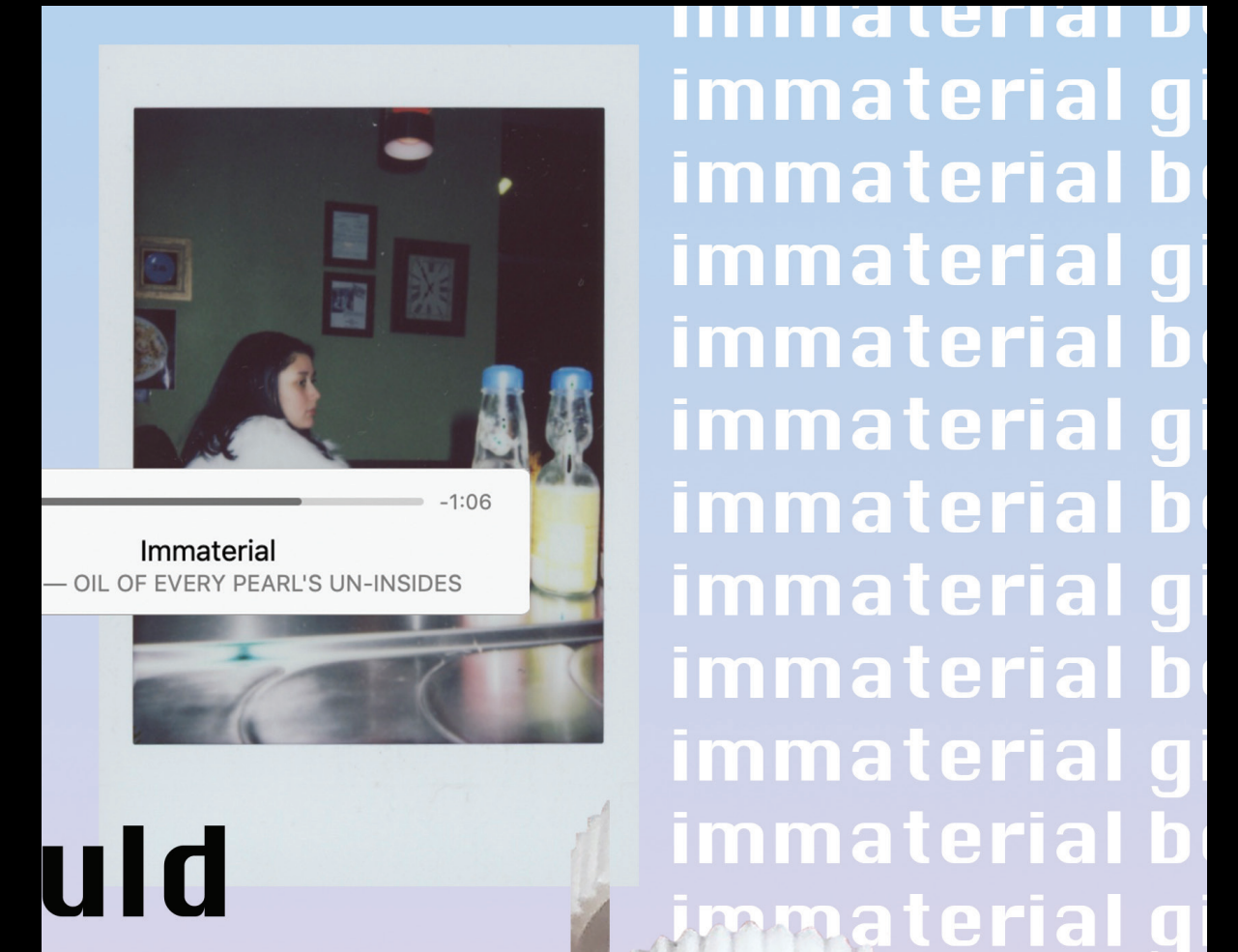
April Greiman: A Study.

An Ode to a Legend.

An exploration of April Greiman's work and just how much of an impact she made on the world of design.

LEO V&P

Pride!



Changing Design.

Photography | Layout Design | Digital Collage
Writing | Copy Editing

Knowing your history and having a vast point of reference when it comes to designing anything is extremely important. I personally think it is important to know what people have done in the past—and how that work affected all the work that came after it. To say that April Greiman changed the game would be an understatement, and getting to research her work was amazing. A big part of this project was to produce an artwork that combined the student's art style and our researched designer. So along with my paper, Immaterial was produced.

LEO VELOUR

Bio

Design with Ambition.

Leo Velour is still a young designer, but there is so much stuff he has already accomplished. As a young creative he obtained an Associates Degree in Graphic Design from Chemeketa Community College after his time studying in Oregon's Capital. Known as the "queen of ambition" by some, Velour is known for always going all out with everything that he puts his mind to.

He has displayed visual art twice in Linfield University's Lou Gallery and has won an award while displaying work in Chemeketa Community College's annual Spring Gallery show. His fashion construction has been also shown at The Art Institute of Portland's Keep Portland Creative show, garnering Velour with his first fashion award.

When it comes to his personal life, Leo enjoys collecting vinyl and going to concerts. He has enjoyed running a vinyl collection instagram and has caught the attention of artists such as Aly & Aj who actually used his photography in promotion for their vinyl sales. Sonikku, London based DJ, has also been attracted—even sending Velour a personally signed limited test pressing, an edition out of only ten in the world.

Get in Touch.

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