

portfolio.



Ahra Go

Ahra is a multidisciplinary designer based in Houston, TX, interested in the merge between clean and playful design. With a thoughtful and research-driven approach, she explores visual storytelling that balances structure and creativity. Passionate about both digital and handmade processes, Ahra enjoys integrating tactile elements into her work, creating engaging and meaningful designs.

Table of Contents

01. Print / Identity

Books Conference 07

02. Exhibition

Shape Garden 13

03. Print / Identity

HopeUp 19

04. Print / Identity / Motion

Vote, Identity System 25

05. Identity / Packaging

Houston First 29

06. Print

The Grid 33

07. Identity / Environmental / Motion

UHGD Environment 37

08. Print / Identity

Ebb & Glow 41

09. Typeface Design / Ui/Ux

Woofy 49

10. Ui/Ux

Taste of Hanguk 57

01.

Print / Packaging / Identity

Books Conference

- Poster 20x40
- Booklet 7x9
- Conference Ticket
- Badge
- Lanyard
- T-Shirt



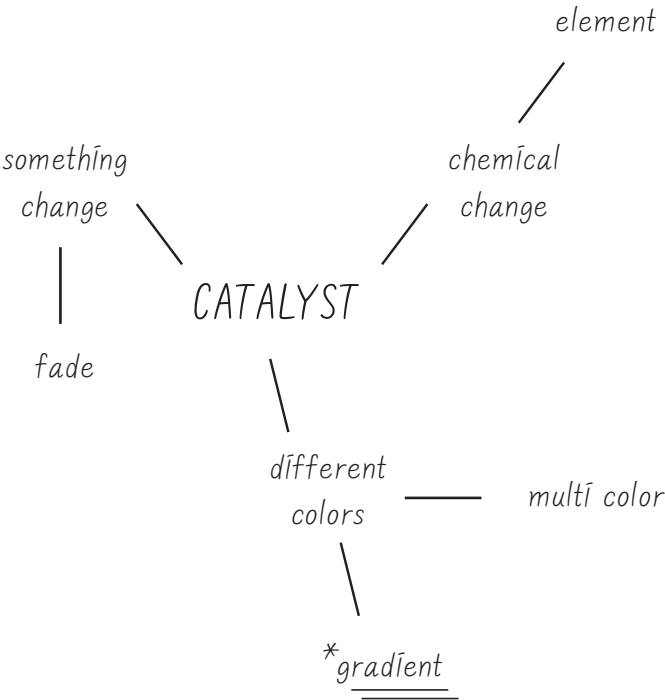
Book Conference, this project reimagines the role of books in a modern context by using a gradient color palette to evoke the sense of change and chemical reactions associated with a “catalyst.” The title, simple yet geometric, captures attention at first glance, while the dark background adds depth and intrigue.

The project aims to revitalize books, presenting them with a fresh perspective that aligns with contemporary design principles. Through this approach, it seeks to engage the audience in a conversation about the evolving relationship between books and modern society.

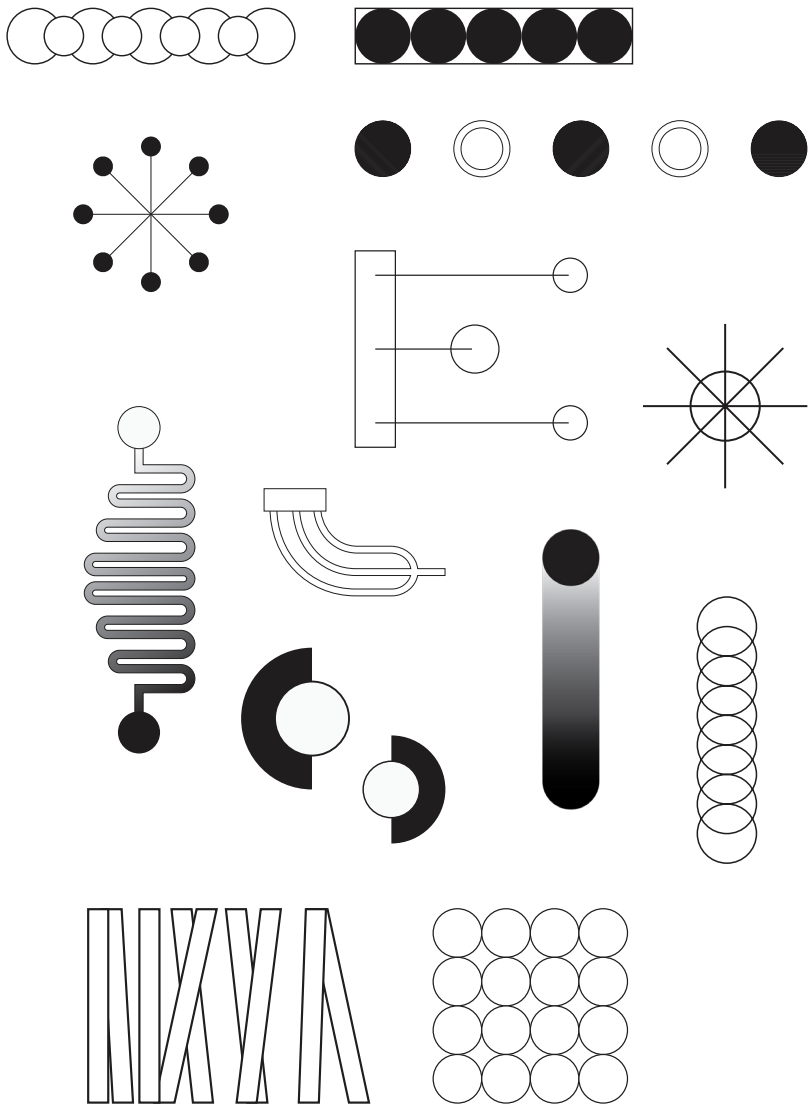




Brainstorming



Element Sketches



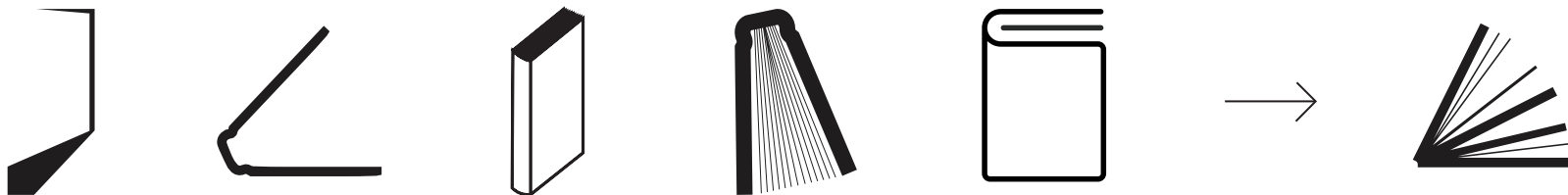
Poster Progress



Final Poster



Book Icon Progress



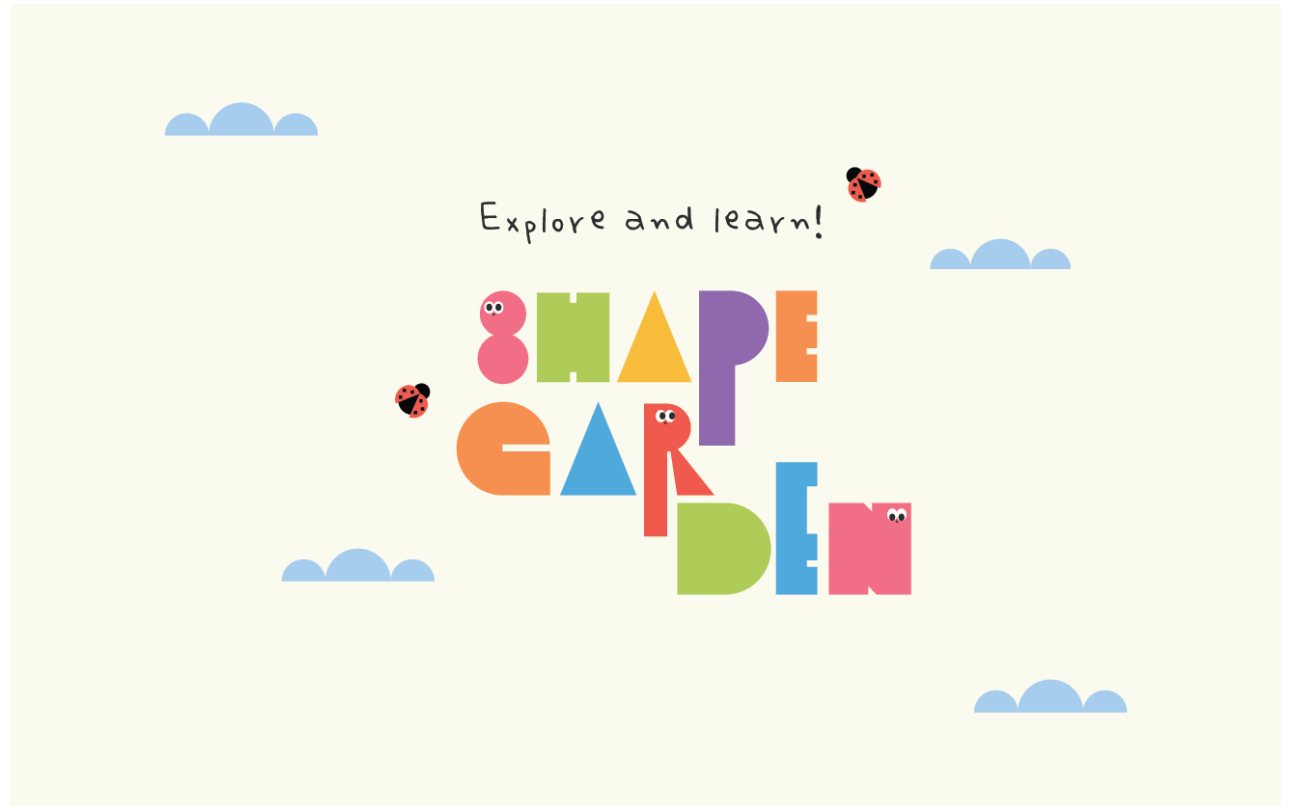
Final Book Icon



02.

Exhibition

Shape Garden



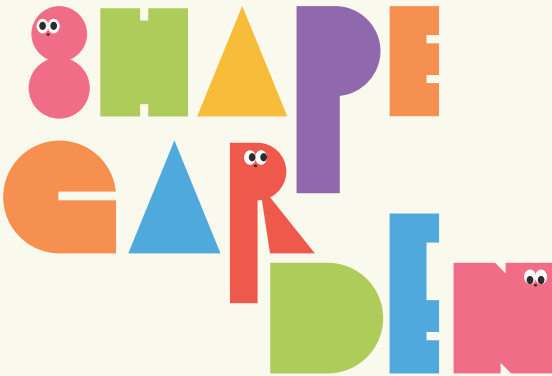
Shape Garden is an interactive exhibition where play and learning come together to spark children's curiosity and imagination. Designed to enhance memory skills through joyful activities, the exhibition invites kids to explore a vibrant world of shapes, colors, and objects.

Through hands-on games—like creating gardens filled with colorful flowers and tasty vegetables—children transform abstract concepts into lasting memories. Shape Garden encourages creativity, connection, and exploration, offering an unforgettable experience where education blossoms through play.

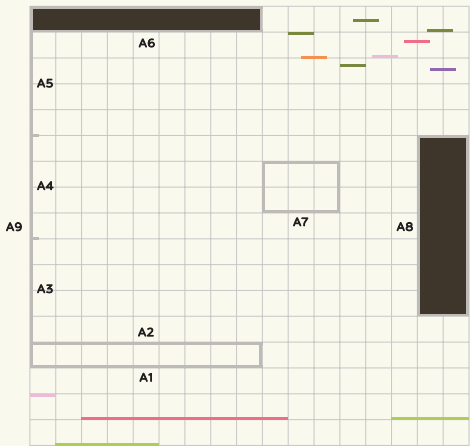




Logo

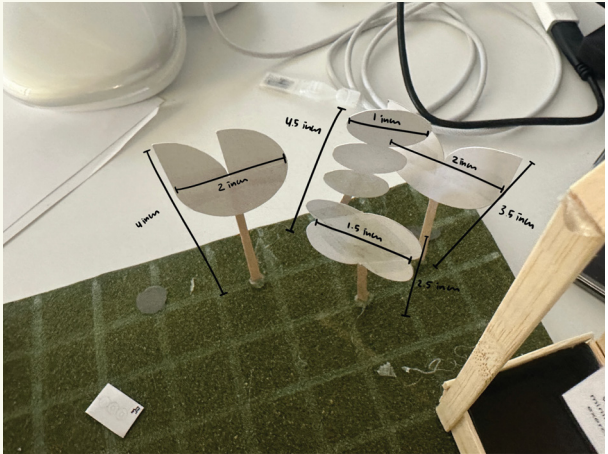
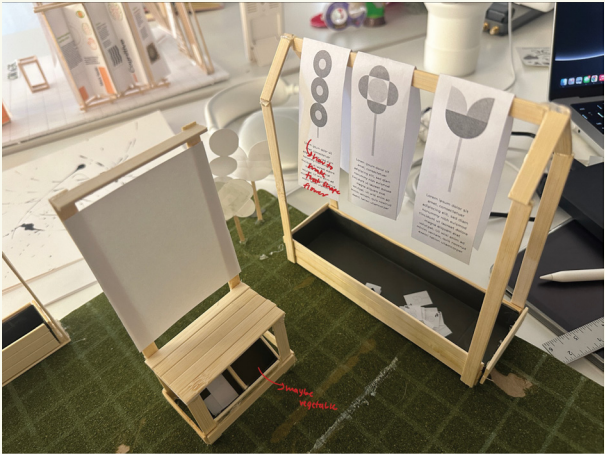


Floor Diagram/ Flow

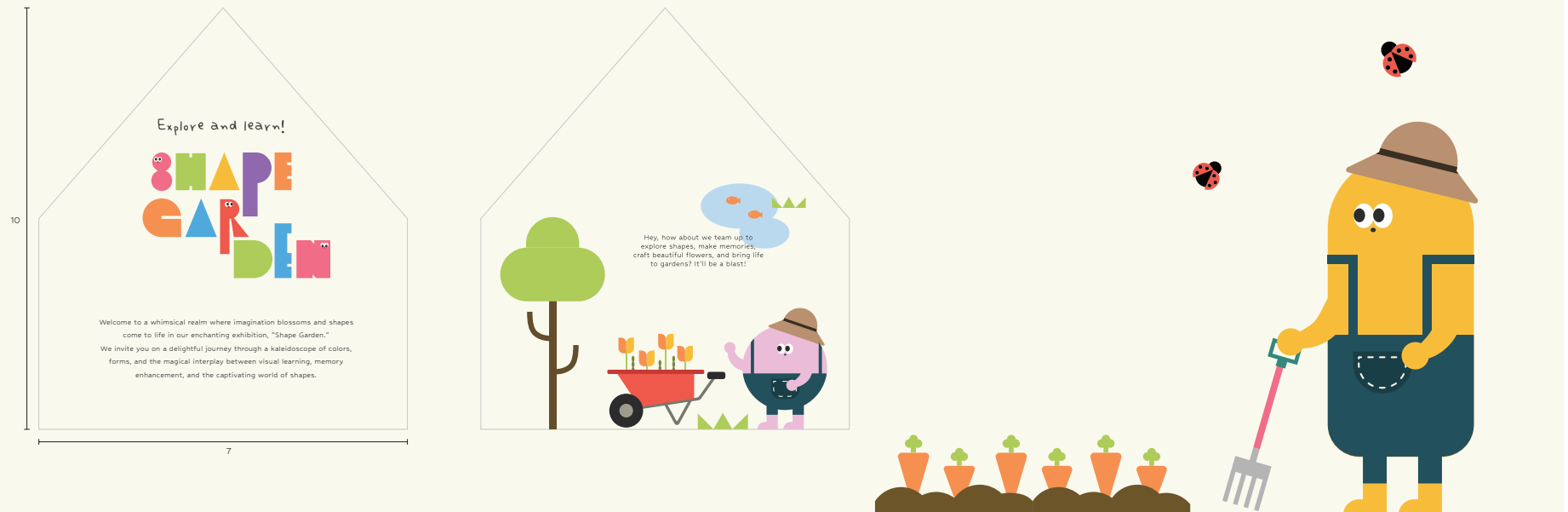
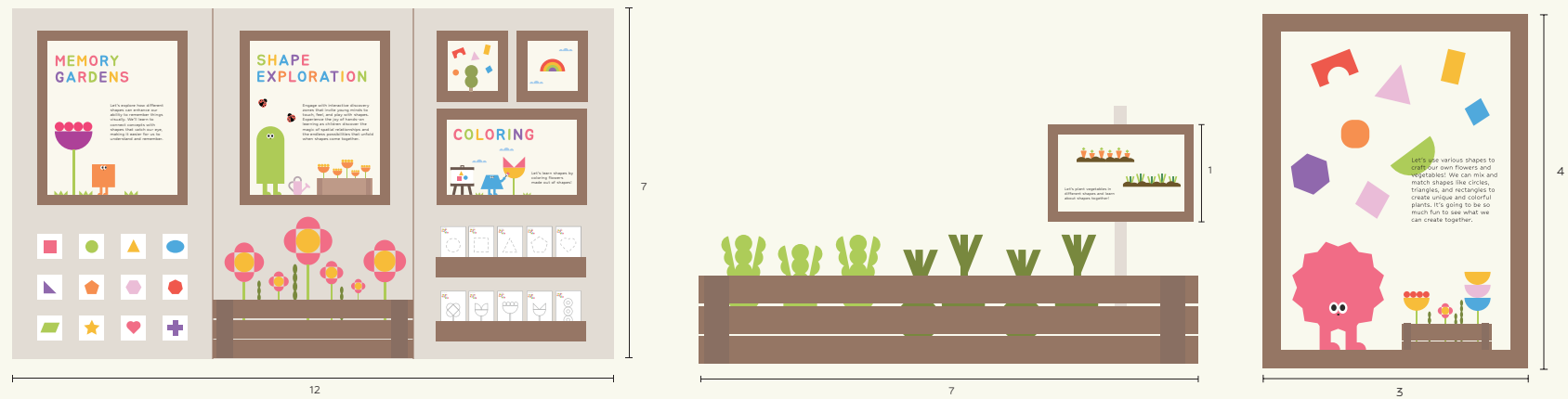


- A1. welcome
- A2. intro
- A3. memory gardens
- A4. shape exploration
- A5. coloring
- A6. shape harvest
- A7,A8. garden creations

Progress



Elevations



03.

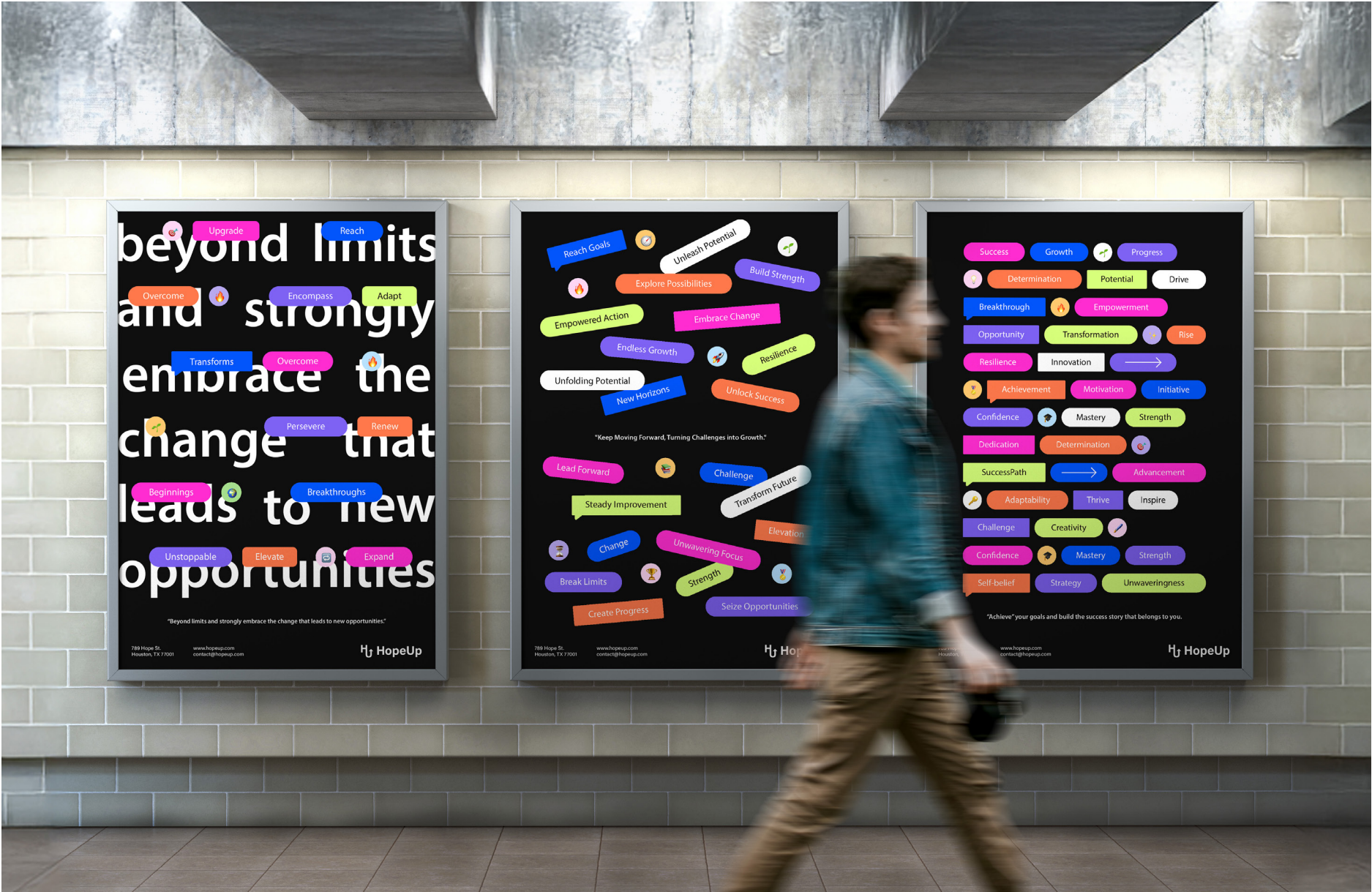
Print / Identity / Ui/Ux

HopeUp

- Poster 11x17
- Memo Pad Set 5x7
- App

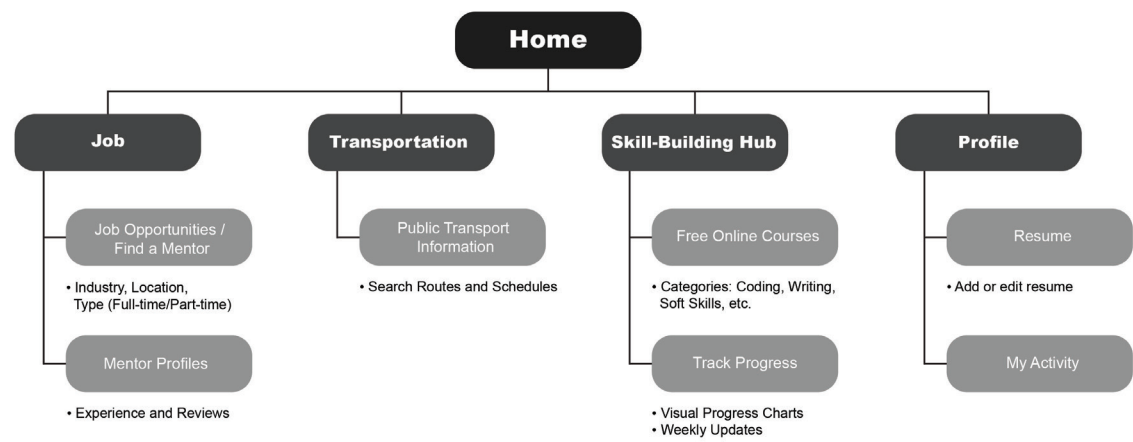


HopeUp is a campaign that connects 16- to 24-year-olds with education and job opportunities, supporting those who are not working or in school to take the first step toward a better future. By providing access to personalized education, career support, mentoring, transportation assistance, and health services, HopeUp helps young people find the resources they need. Through the app, users can navigate a step-by-step guide to create new opportunities and build a path forward.





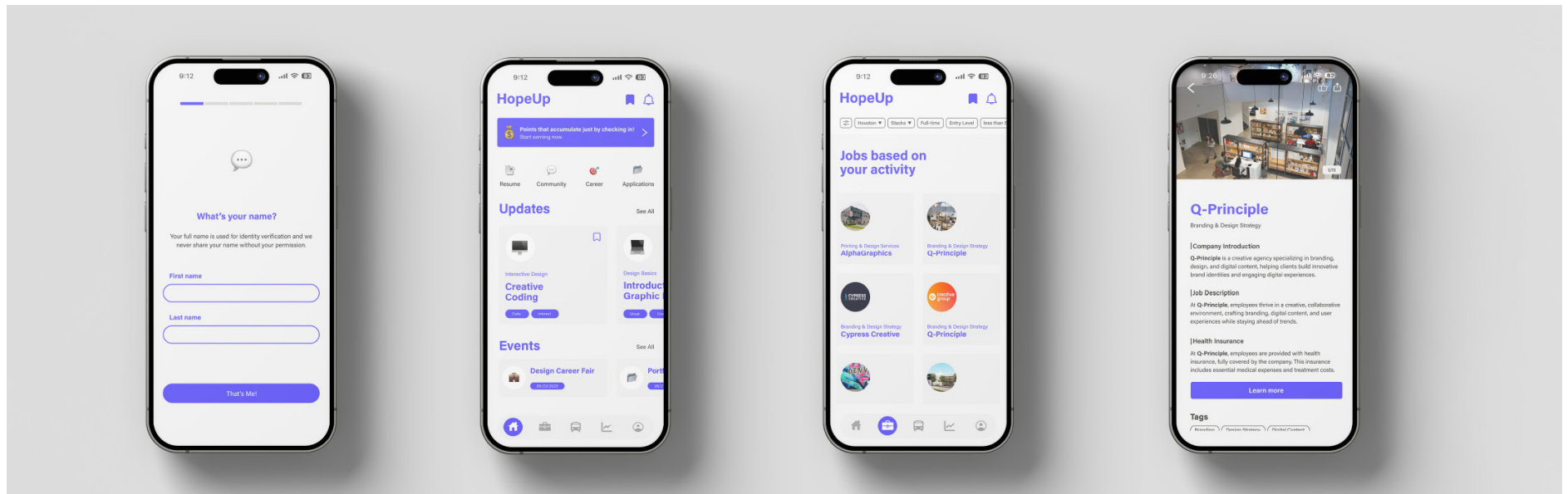
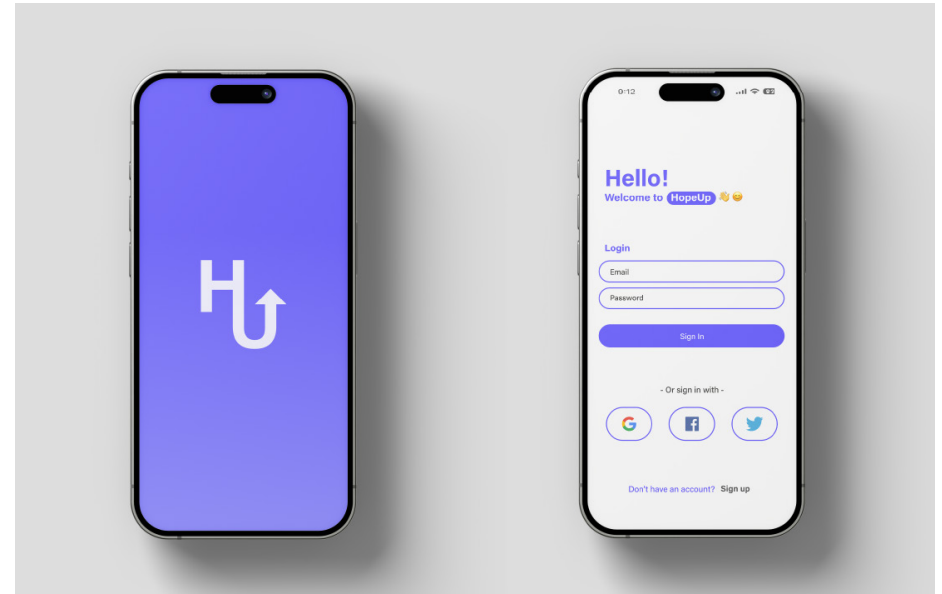
Sitemap



Wireframe



App



04.

Print / Identity / Motion

Vote, Identity System

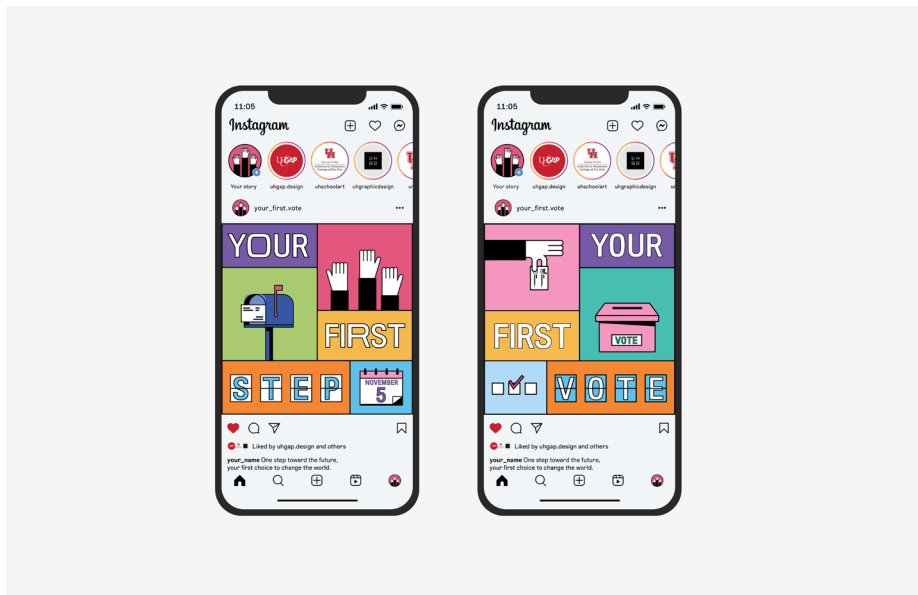
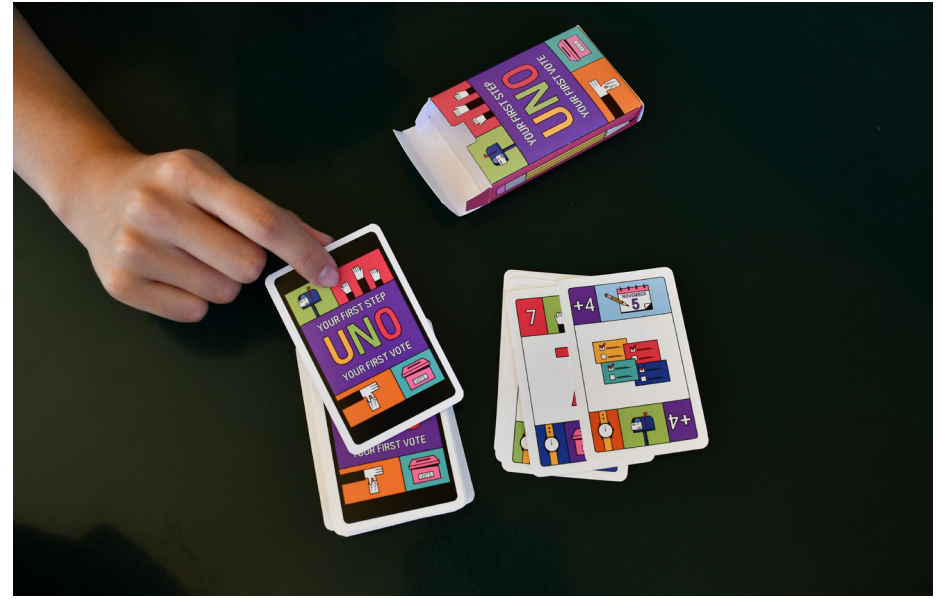
- Poster 11x17
- Uno Card
- Sticker
- Social Media



Vote / Identity System is designed to engage and inspire first-time voters aged 18 and above to participate in the voting process through a dynamic visual identity system. At its core is a kinetic poster, using bright colors and voting-themed icons to capture attention and foster excitement.

This poster forms the foundation for a complete identity system, including an “I Voted” sticker, a social media thumbnail, and a final analog item that reimagines voting in a playful and accessible context. By incorporating UNO cards, the project creatively merges education with entertainment, making the concept of voting more engaging and approachable.





05.

Print / Identity / Packaging

Houston First

- Proposal booklet 6.5x9
- First Aid Kit

The logo for 'Houston First AID + KIT' is centered on a light blue background. The word 'Houstonfirst' is in a dark blue serif font, with the '1' in 'first' colored red. Below it, 'AID + KIT' is written in a teal sans-serif font, with a large teal plus sign between the words.

Houston First focuses on promoting Houston as a global city and driving regional economic growth. This project aims to design a wellness package that supports AORN nurses working in Houston's leading healthcare sector.

The package includes a daily planner, stress ball, pill case, and hand sanitizer, addressing nurses' everyday needs for rest, organization, and hygiene.





06.

Print

The Grid

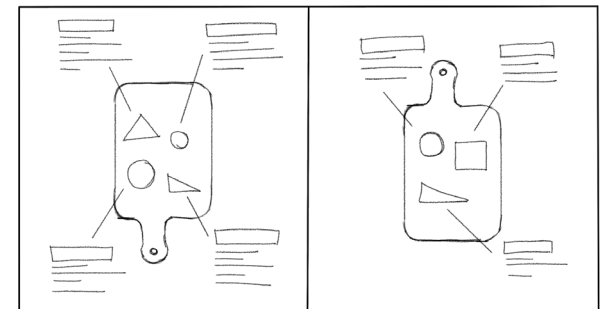
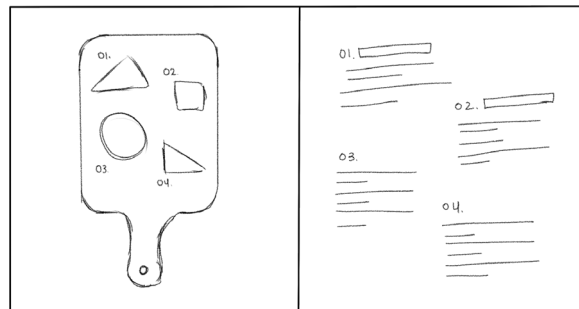
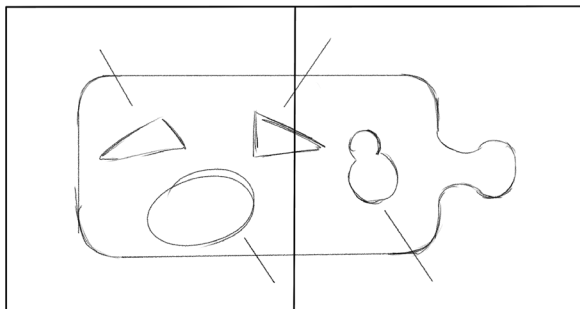


The grids delve into the world of Italian semi-hard cheese through the use of three distinct grid systems. The first grid, a manuscript style, traces the history of these cheeses, providing context and insight into their origins. The second grid, modular in structure, ranks the top 10 varieties of Italian semi-hard cheese, highlighting key details about each one. The third grid, a deconstructed layout, examines the significance of PDO (Protected Designation of Origin) and the “Stop Imitating Europe” campaign. Each folio is designed with a unique layout to present the information in both an effective and creative way, offering a comprehensive exploration of Italian cheese culture.





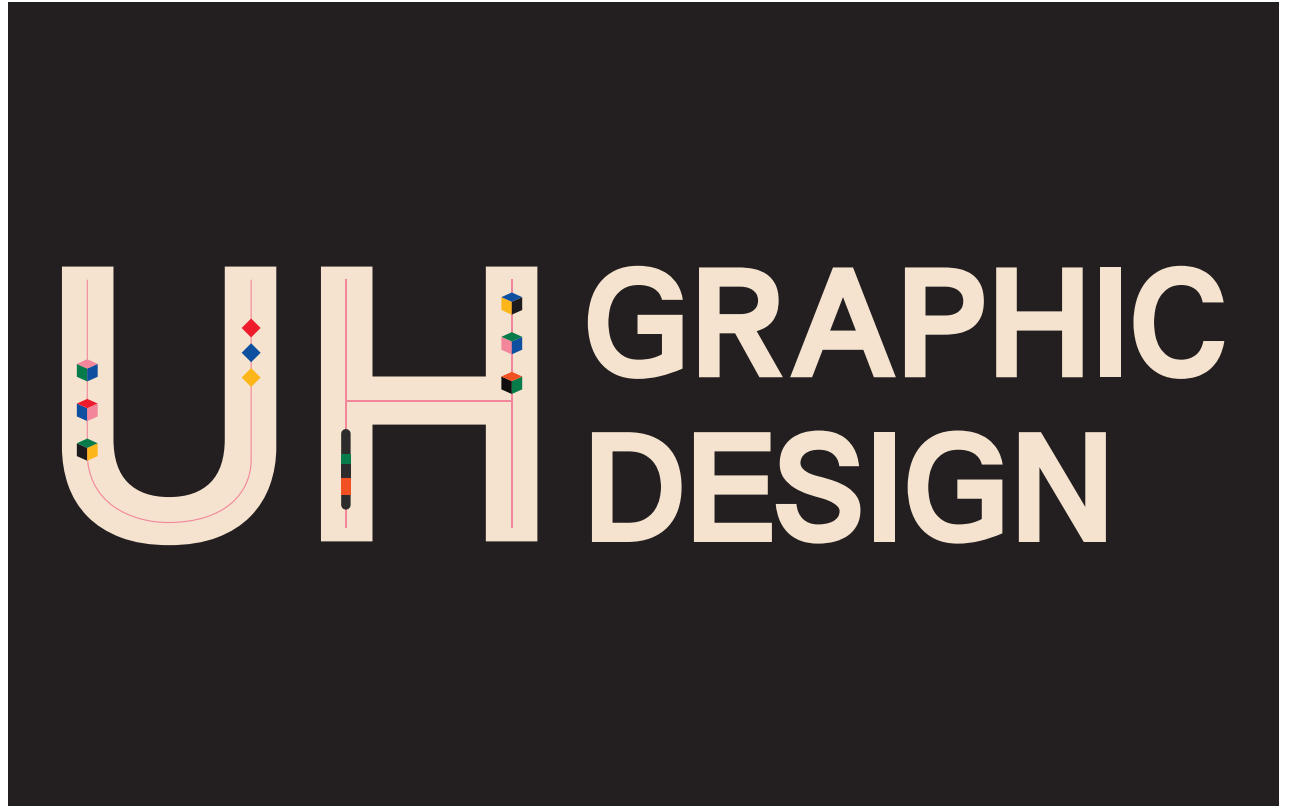
Sketches



07.

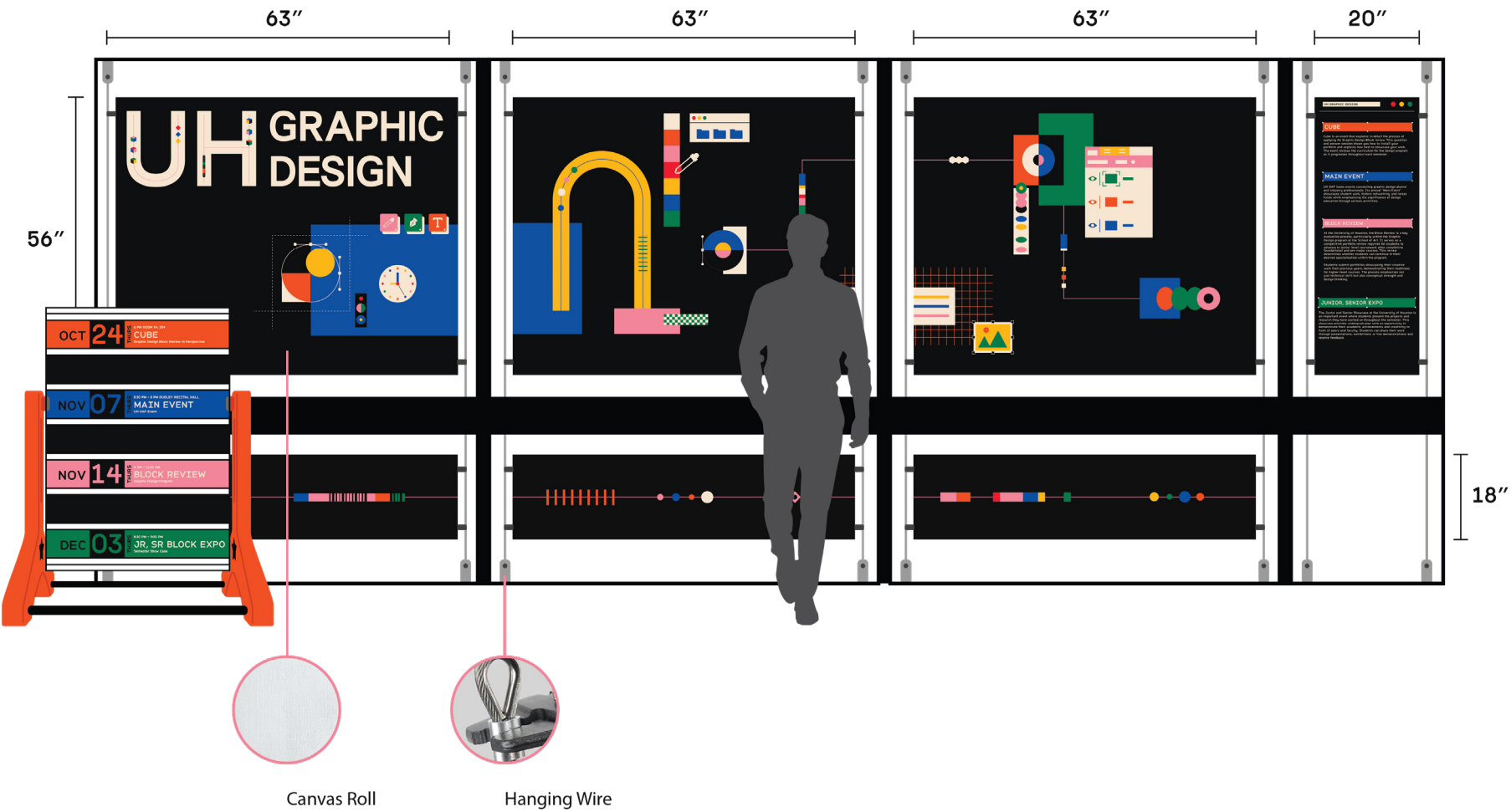
Identity / Environmental / Motion

UHGD Environment



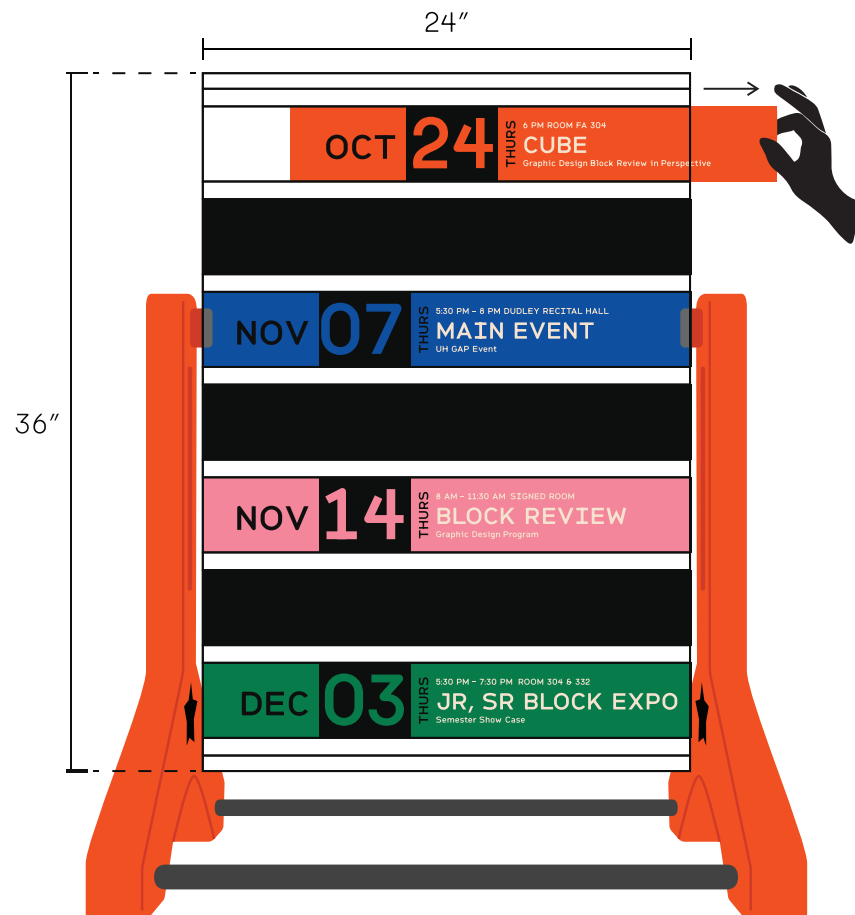
The Graphic Design Environmental Initiative proposes the development of a spatially transformative, cost-effective, and adaptable system for displaying UH School of Art graphic design events. The system is flexible for updating dates and durable enough for prolonged use. It strategically incorporates large windows facing the center courtyard, easels, and a digital screen to foster a cohesive and engaging visual presence throughout the building.

Window Design

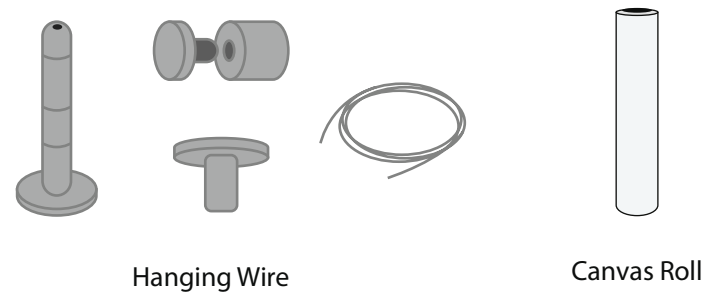


Schedule

*Swinging Changeable Message Sidewalk Sign



Materials



Elements

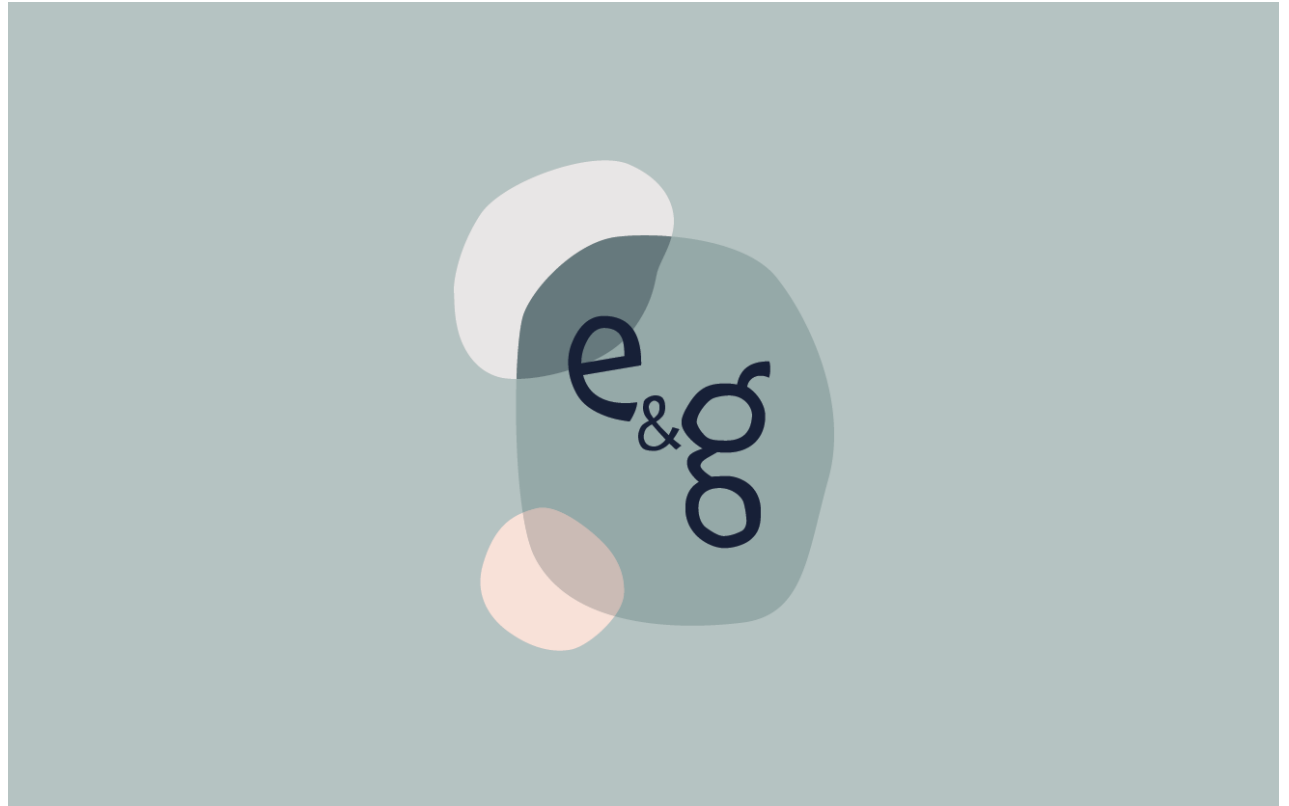


08.

Identity / Mobile Branding / Packaging

Houston First

- Webscroll 12x40
- Envelope
- Letterhead
- Business Card
- Trash Basket
- Earring



Ebb&glow is a mobile business that transforms sea glass collected from beach cleanups into beautiful accessories. As a traveling workshop, it offers customers hands-on creative experiences from the comfort of a custom-designed vehicle, while also promoting environmental protection efforts to keep our oceans clean. To reinforce their reuse materials, the identity system for ebb&glow gives new life to treasures from the sea, crafting them into unique creations. With designs that capture the beauty of nature and a warm, inviting feel, the brand is approachable and meaningful for everyone.

Vehicle Design (Front)



Vehicle Design (Back)







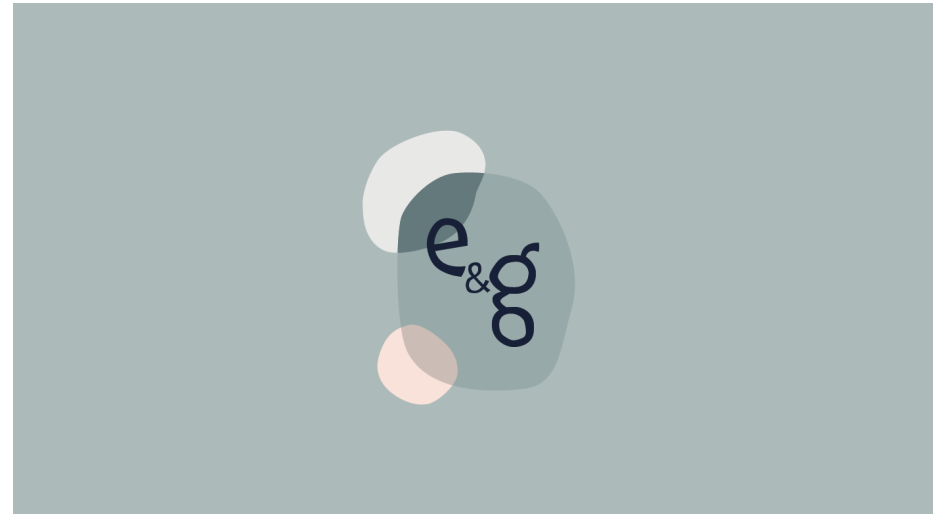
Stationary



Primary Logo



Secondary Logo



Logo Sketches

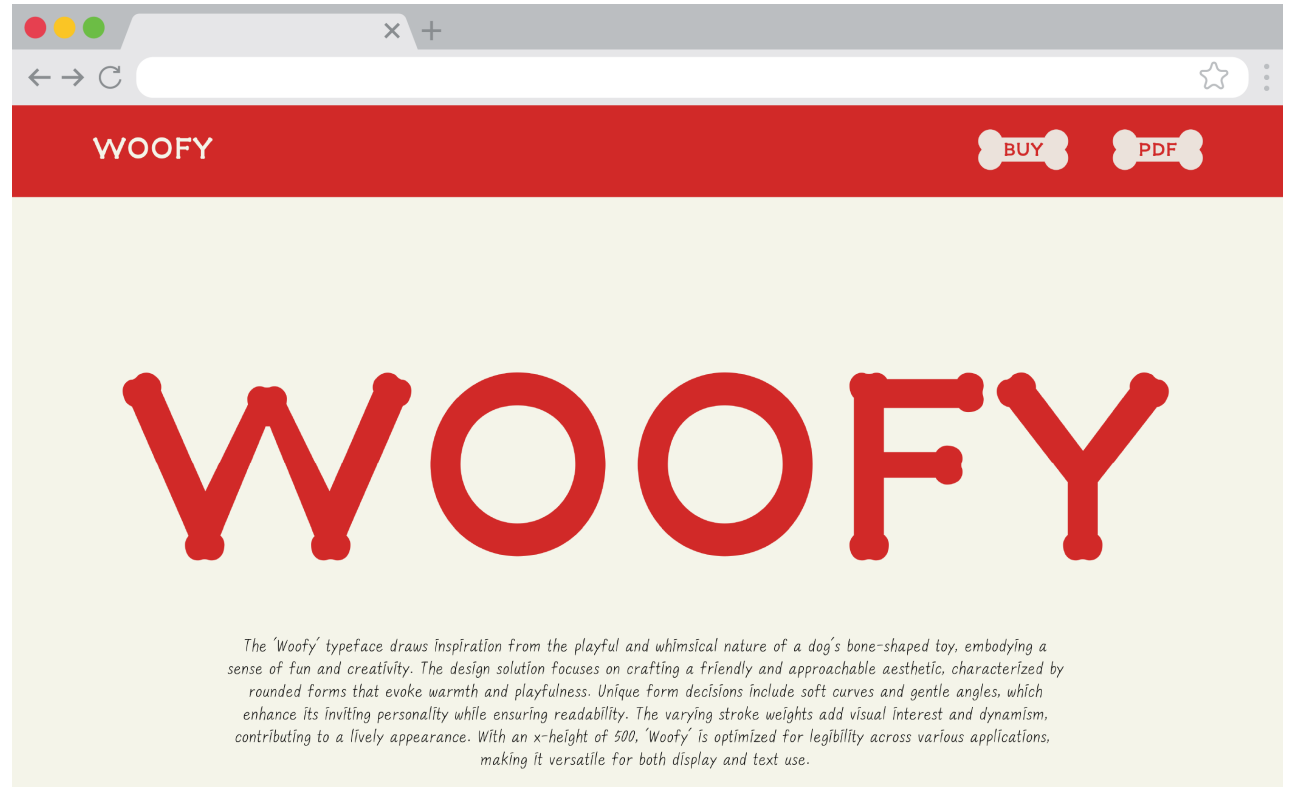


09.

Typeface Design / Ui/Ux

Woofy

• Website



Woofy is a playful typeface inspired by the quirky charm of a dog's bone-shaped toy. Featuring rounded forms, soft curves, and gentle angles, Woofy embraces a whimsical yet approachable tone that captures the joy and friendliness of canine companions. The typeface uses varied stroke weights and a high x-height (500) to ensure both legibility and personality across text and display applications. Woofy is designed not just as a typeface, but as a visual expression of warmth, curiosity, and the everyday delight of playful design.

Uppercase

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z

Lowercase

a b c d e f g h i j k
l m n o p q r s t u v
w x y z

Numbers and Special Characters

0 1 2 3 4 5 6 7 8 9



Punctuation

: ; * # ! / . , ? \

! ! " " () [] { }

- - -

Anatomy

Cap Line

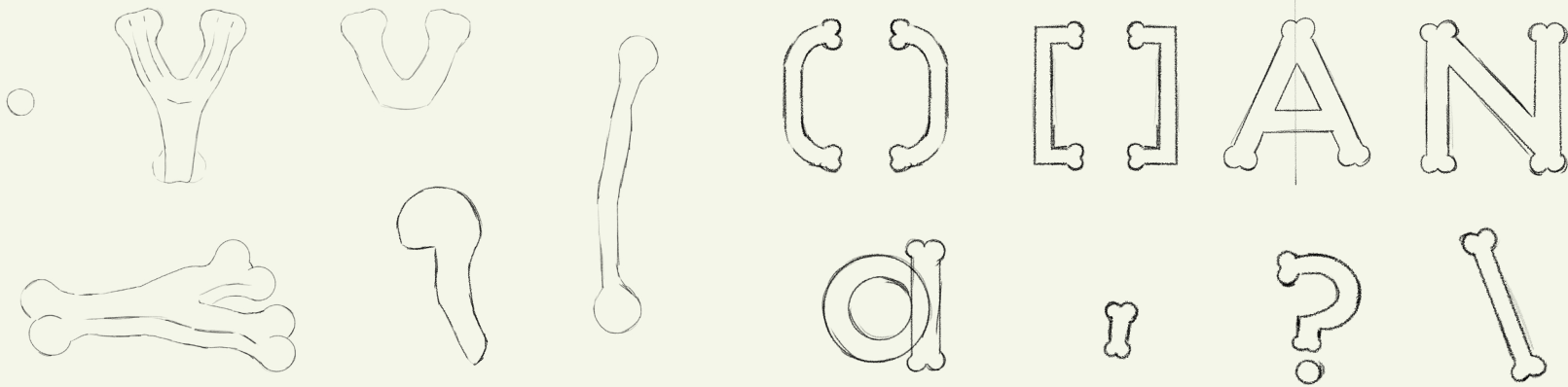
X Height

Base Line

Descent Line

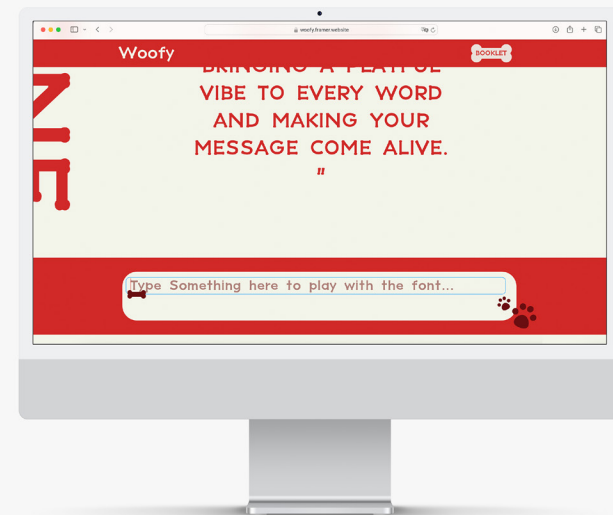
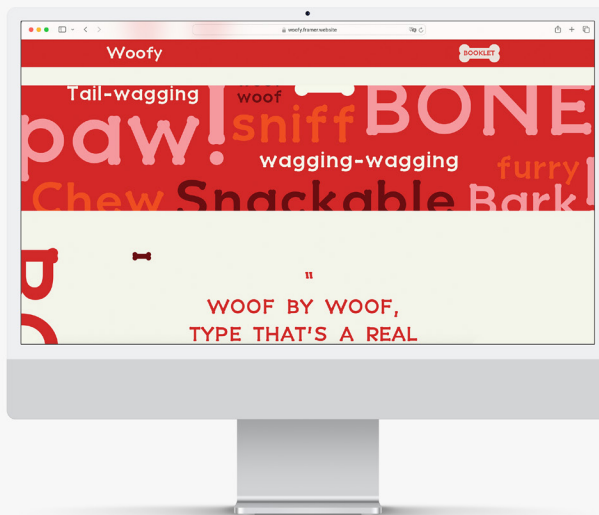
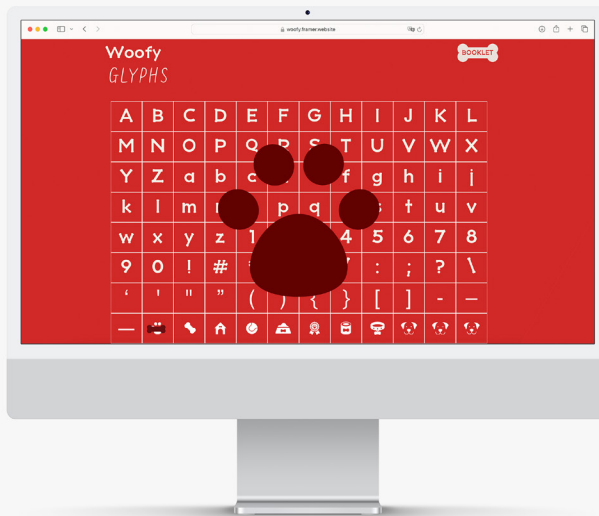
Buddy

Sketches









10.

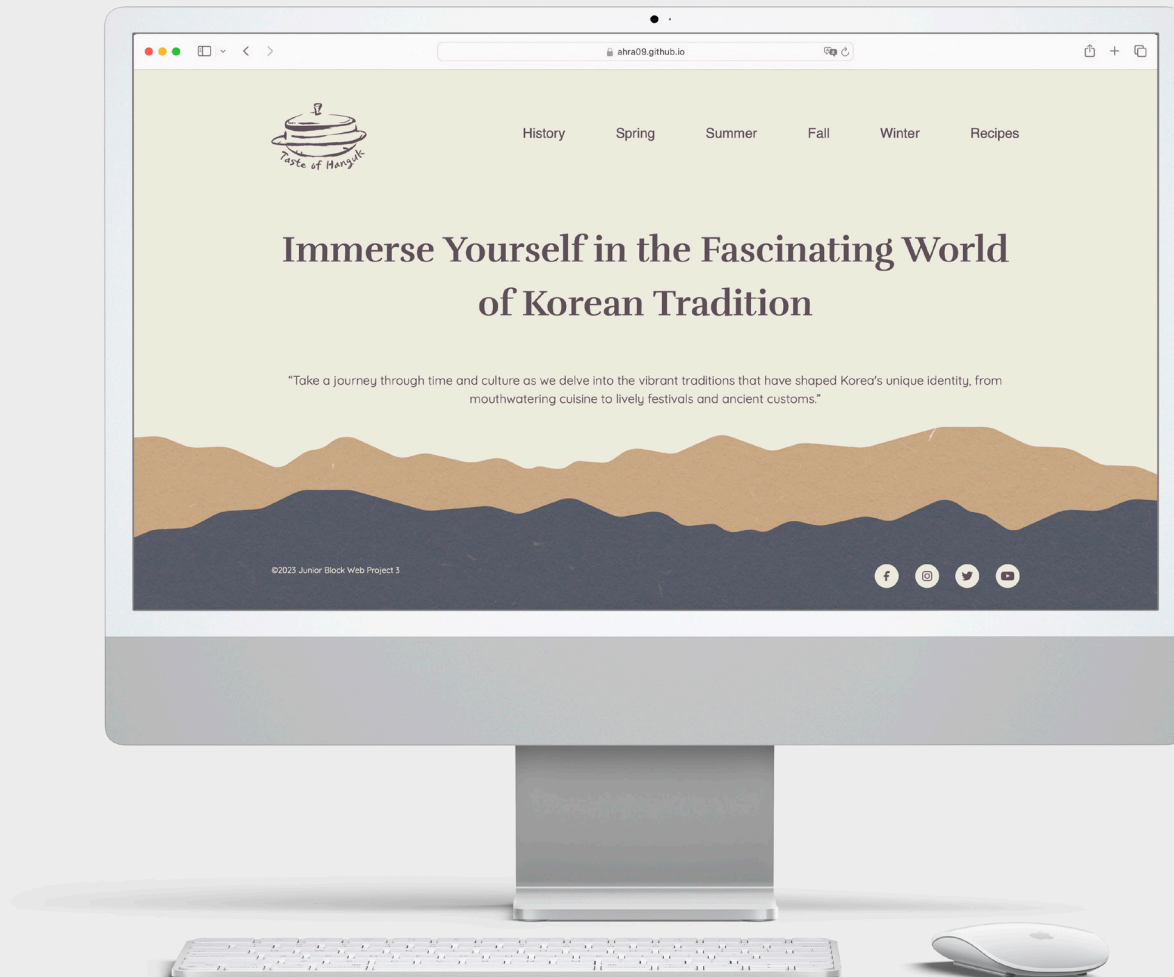
Ui/Ux

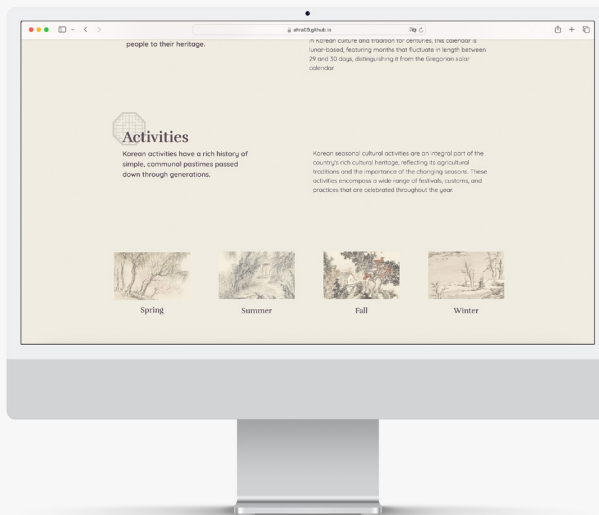
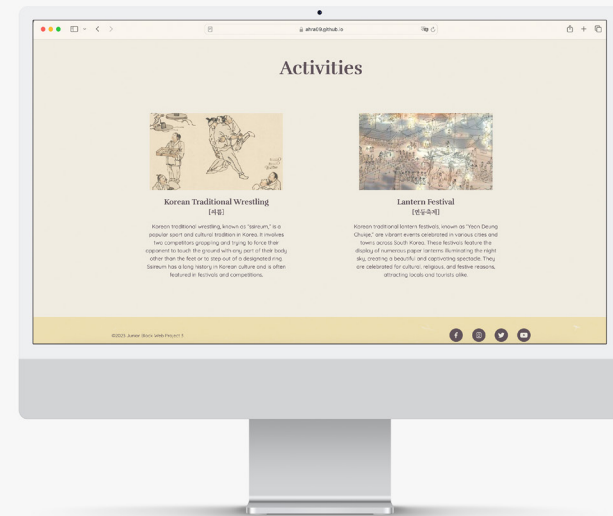
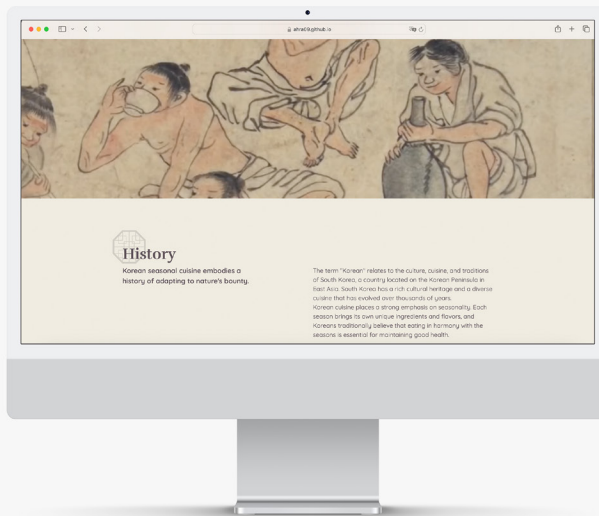
Taste of Hanguk

- Website
- App



Taste of Hanguk is a thematic cooking website that introduces traditional Korean recipes by season. It also explores seasonal activities and the cultural history behind the food. Designed with responsive grid systems using Flexbox and CSS Grid, the website includes videos, external links, and a prototype app to enhance accessibility and user experience.

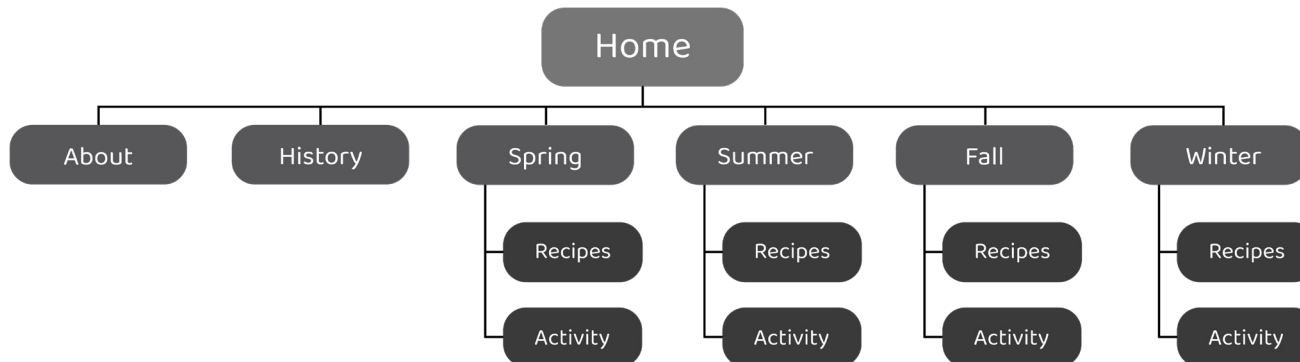




App



Sitemap



Wireframe



