

ISABELLE CARROU

PORTFOLIO

AUGUST - DECEMBER 2024

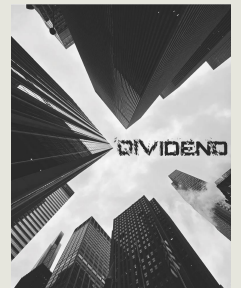
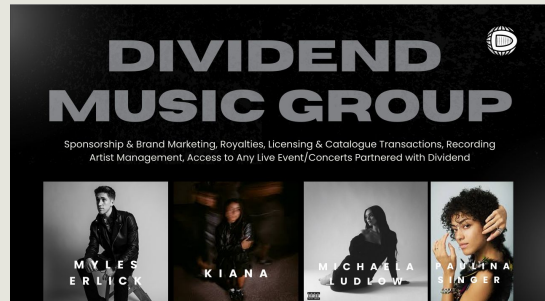
CREATIVE DESIGN INTERN.

During my internship at Dividend Management, I had the opportunity to collaborate with a creative team to design visuals for the company, as well as its signed music artists and athletes.

Our goal as designers was not just to make things look good, but to create work that elevated each artist's brand. We did this by drafting and exploring different styles to capture the unique vibe and message of each artist.

Some of the design projects included logos, wallpapers, presentations, and tour posters. My design of The Marisa Sardo Tour poster was featured on both Dividend and the artists' Instagram accounts.

I worked with **Adobe Photoshop**, **InDesign**, and **Canva** to develop and deliver these designs. Through this internship, I learned to adapt creatively and design with intention.



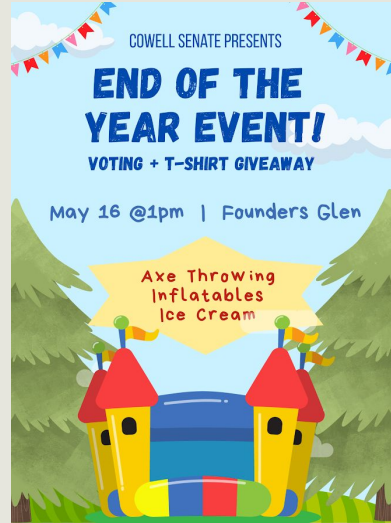
OCTOBER 2024 - JUNE 2025

SENATE PUBLICIST.

Our goal as UCSC Cowell College Senate, was not only to provide funding to clubs on campus, but to also increase student engagement and connect the campus community with what Cowell and UCSC has to offer.

As Senate Publicist, I managed Cowell College Senate's social media including Instagram and TikTok. Through tools, like **Canva**, I designed and published graphics and posters to promote events and share resources with UCSC students.

Some of the events that were posted were a Friendsgiving Dinner, Valentine's Bouquet Giveaway, and an End of the Year Celebration. My design goal was to ensure that each poster was clear, welcoming, and visually on-theme for the events.



AUGUST 2025 - CURRENT

CONTENT CREATION.

VIVIAN HEALTH

At Vivian Health, I create a variety of visual content, including **videos (Reels, TikTok's)**, as well as **posters and graphics for Instagram**. I work closely with professionals to understand their goals and help shape content that's engaging, on brand, and designed to connect with a younger audience. Vivian uses these deliverables across their **social media** platforms.

This experience has helped me strengthen both my creative design skills and my ability to communicate ideas effectively in a fast paced, real world setting.



PROJECT

ROOTS OF WASTE.

Roots of Waste is a personal project where I combined digital illustration, research, and storytelling to spotlight local environmental issues in the Bay Area. I designed a website to showcase three original pieces: a tree, a seal, and a California poppy. Each illustration was built in **Photoshop** by individually placing and layering pieces of trash to form these symbolic figures that represent the natural environment, local wildlife, and the specific environmental challenges facing the Bay. This project let me explore the impact of waste through research and showed me how through purpose these visuals can tell a deeper story.

To find out more information, check out the [Roots of Waste Website!](#)



PROJECT

L'ORÉAL BRANDSTORM: OVERGLOW.



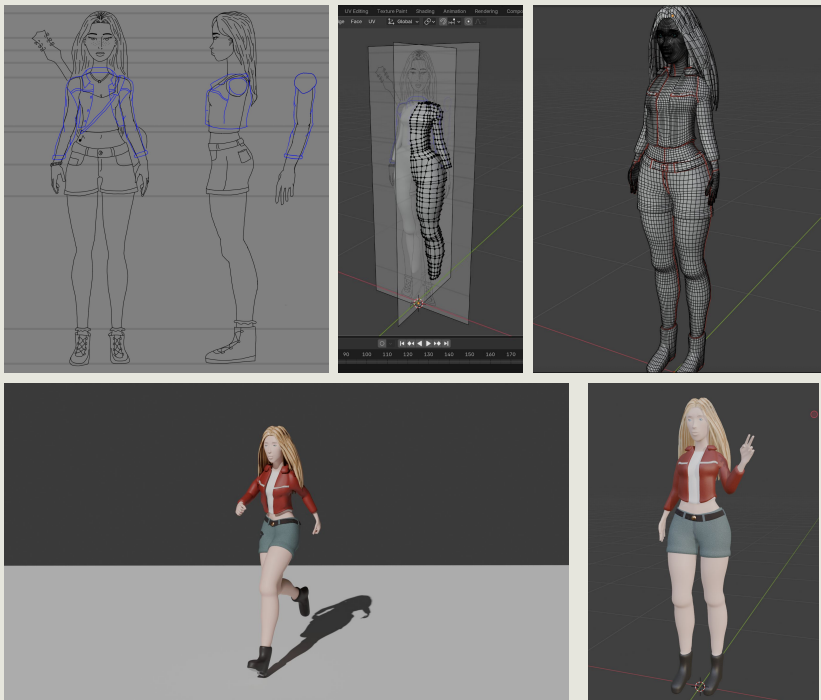
As part of the L'Oréal Brandstorm 2026 competition, I worked with a small team to develop **Overglow**, an original fragrance concept designed to inspire personal empowerment and environmental restoration. The challenge was to create a complete product and brand identity within a two-week timeframe, from researching fragrance ingredients and scent profiles to developing the brand's story and visual direction.

My role focused on the creative and design aspects of the project. Using **Adobe Illustrator**, **Photoshop**, and **Procreate** I designed the logo, developed promotional visuals, and created the presentation materials used in our final pitch. I also contributed to research and concept development, helping shape the overall vision of the brand and its messaging.

The final submission consisted of a three-slide pitch deck and an edited promotional video presented to L'Oréal. This project strengthened my skills in branding, visual storytelling, graphic design, video editing, and collaborative problem-solving under tight deadlines.

PROJECT

CHARACTER DESIGN.



Over a 10-week period, I created a fully original 3D character from concept to animation using **Blender**. The goal of this project was to develop a complete, animation-ready character while refining my skills in character modeling and production workflow.

I started with concept sketches before modeling the body, clothing, head, and hair. Once I had the bases of the character established, I **UV unwrapped** and textured/colored the model in **Substance Painter**, experimenting with materials and surface detail to enhance realism and style.

The final stage involved rigging the character with a full skeletal system, allowing for movement and animation.

This project challenged me to manage a long-term workflow and solve technical issues across multiple stages of character creation.

PROJECT

GAMES.

As part of my Art & Design: Games + Playable Media major, I took a course on Queer and Trans Art and Games, where I collaborated with a partner to create an interactive, narrative driven game in **Twine**. Our game was a queer spin-off of the reality TV show *Love Island*, reimagined through a unique storyline and inclusive design.

We co-wrote the characters and dialogue, designed different storylines and outcomes based on player decisions, and brought the experience to life through custom visuals, embedded music, and code; using **CSS** and **JavaScript** within Twine.

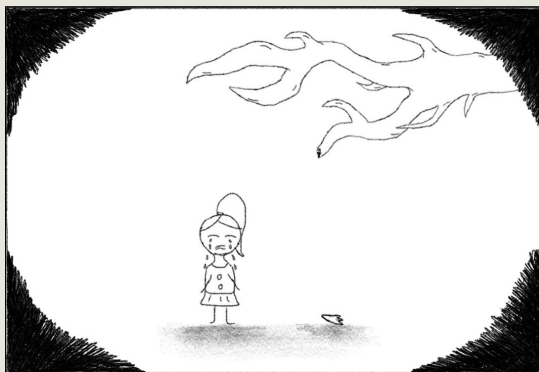
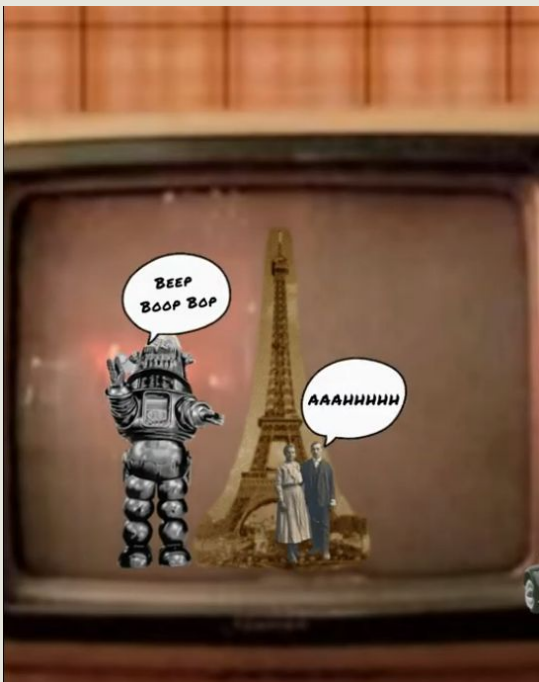
What made this project so meaningful was how collaborative and hands-on it was. We ran into some challenges with Twine's scripting limitations, but worked through them together by brainstorming, problem solving, and debugging as a team. In the end, we delivered a polished, engaging experience that reflects both of our voices and centers stories that are often underrepresented in games.



Check out [Love Island \(WLW\) Game!](#)

PROJECT

ANIMATION.



These are a selection of short animations I created while experimenting with different styles and storytelling approaches. Each one was a chance to play, problem solve, and learn something new both creatively and technically.

The first is a stop motion piece made with **InShot**, using traced, found images with a vintage aesthetic. The challenge, as well as the fun of this animation, was in remixing those visuals into something totally new. My goal was to create a slightly offbeat, but playful narrative with a bit of humor woven in.

The second and third are hand-drawn animations, created frame by frame and edited in **Adobe Premiere Pro** and **After Effects**. Each one tells a short story through expressive movement, pacing, and sound, and pushed me to think more deeply about timing and emotional rhythm in visual storytelling.

These projects helped me sharpen my skills in animation, editing, and narrative structure. More than that, they reminded me how much I enjoy bringing ideas to life.

[Click the images to see the animation!](#)

THANK YOU!

I appreciate your time looking over my portfolio.



If you would like to reach me my email is jsacarrou@gmail.com



[Resume](#)