Portfolio

Landen Saunders

Profile

Portfolio Content

PORTFOLIO LANDEN SAUNDERS

graphic design portfolio

apparel
branding
illustration

APPAREL DESIGN

Created in Adobe Illustrator and designed as front (eye) and back (landscape) graphics for a shirt. The content and color palette took inspiration from retro art. The design attempts to tell a story of enduring adversity in life (the desert) to reach personal goals (the oasis) and do so by maintaining the vision of those personal goals.

JUSTICE

JUSTICE

Created in Illustrator and Photoshop for a two-color shirt screenprint design. The halftone image is of a young Johnny Depp. This design was created during the Depp-Heard case and was used to raise money for the Joyful Heart Foundation. The design choices were inspired by streetwear while maintaining the seriousness of the topic being addressed.

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and faith.

this garment is a combative action against domestic violence and a protective action for those that have suffered from its effects

WAGE
FASH
CLUB

JUSTICE

JUSTICE

JUSTICE

Domestic violence also referred to as domestic abuse is used to describe a set of behaviors that one partner uses to damage another partner. These damages may be known or unknown to the doer and experiencer of the behaviors. It is certain that from the outside view of a rational person these behaviors are to be defined as un-healthy. The resulting damages may be physical, mental, or spiritual. They may appear instantaneously or develop over a lifetime. Domestic violence acts with no biases. It attacks people of all gender, race, age, class, and faith.

this garment is a combative action against domestic violence and a protective action for those that have suffered from its effects

WAGE
FASH
CLUB

The separate screen printing designs. Registration marks were added as well for printing alignment.

BRANDING

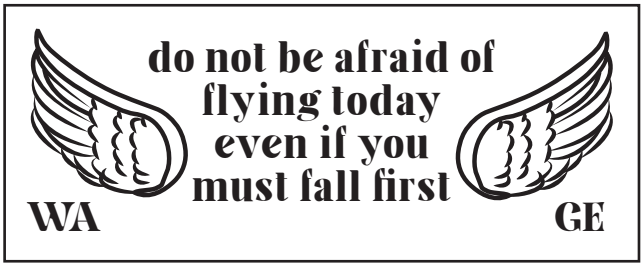
I created branding assets for a streetwear brand (Wage Fashion Club) that I was working on using the color palette below. This includes the following assets which are an upper center chest logo, a neck tag, and a shirt graphic.

color palette

090C08 42BFDD CFC9CC FFFFFF

upper center chest logo

neck tag



WAGE

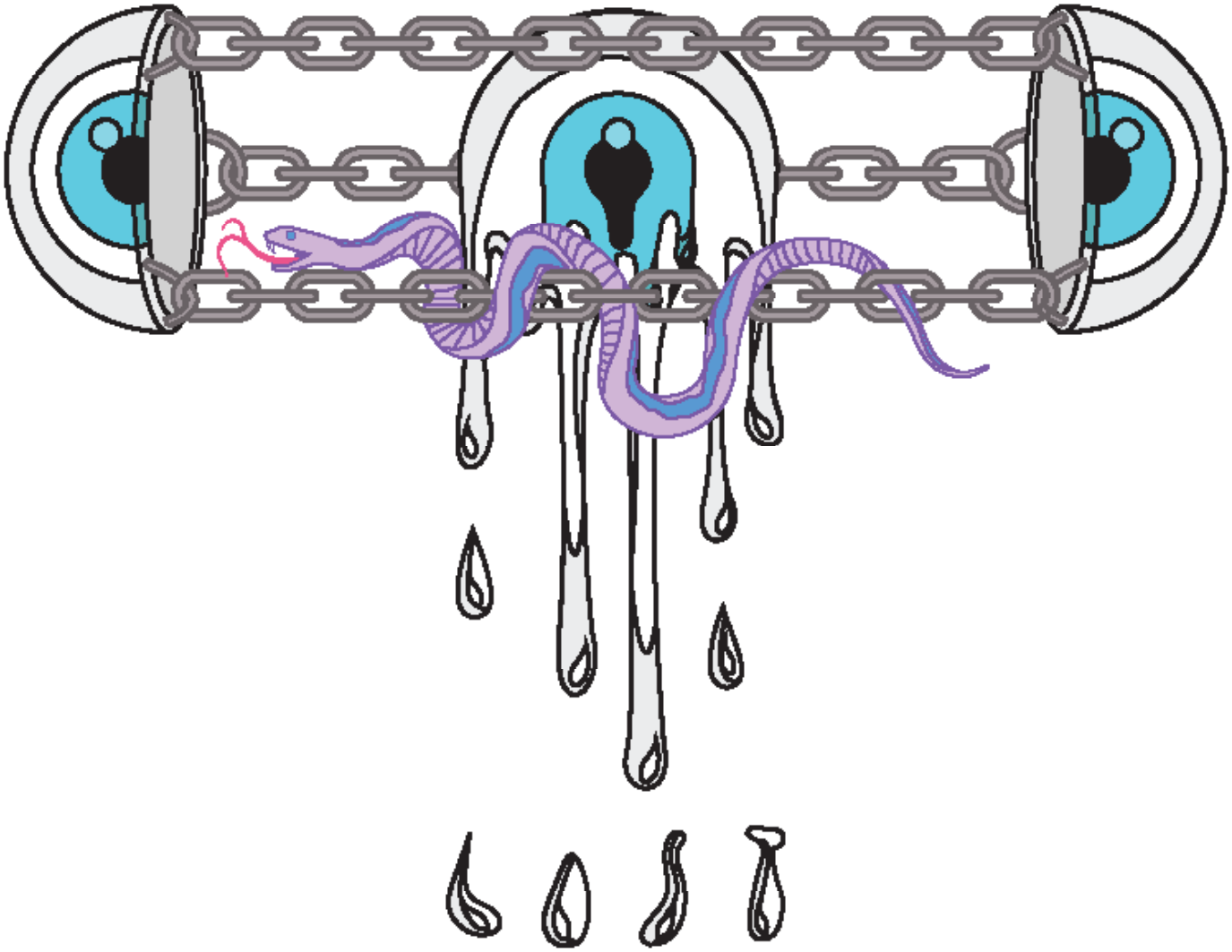
FASH. CLB.

graphic shirt print

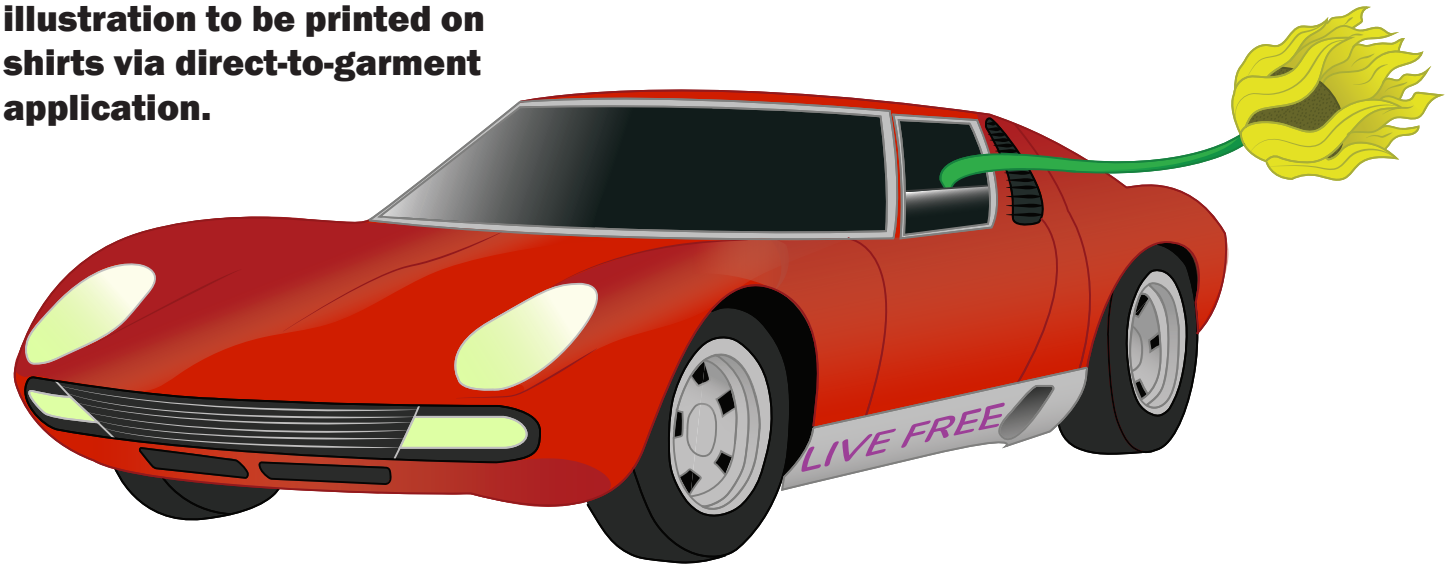
ILLUSTRATION

SNOWDROP NURTURING CARNATION: **Commisisoned illustration that is depicting growth. Used client's brith flowers with snowdrop flower as an older persona helping to nurture and grow the carination. This was reflected of the client's coming to age during his current life stage, and the introduction of his new identity.**

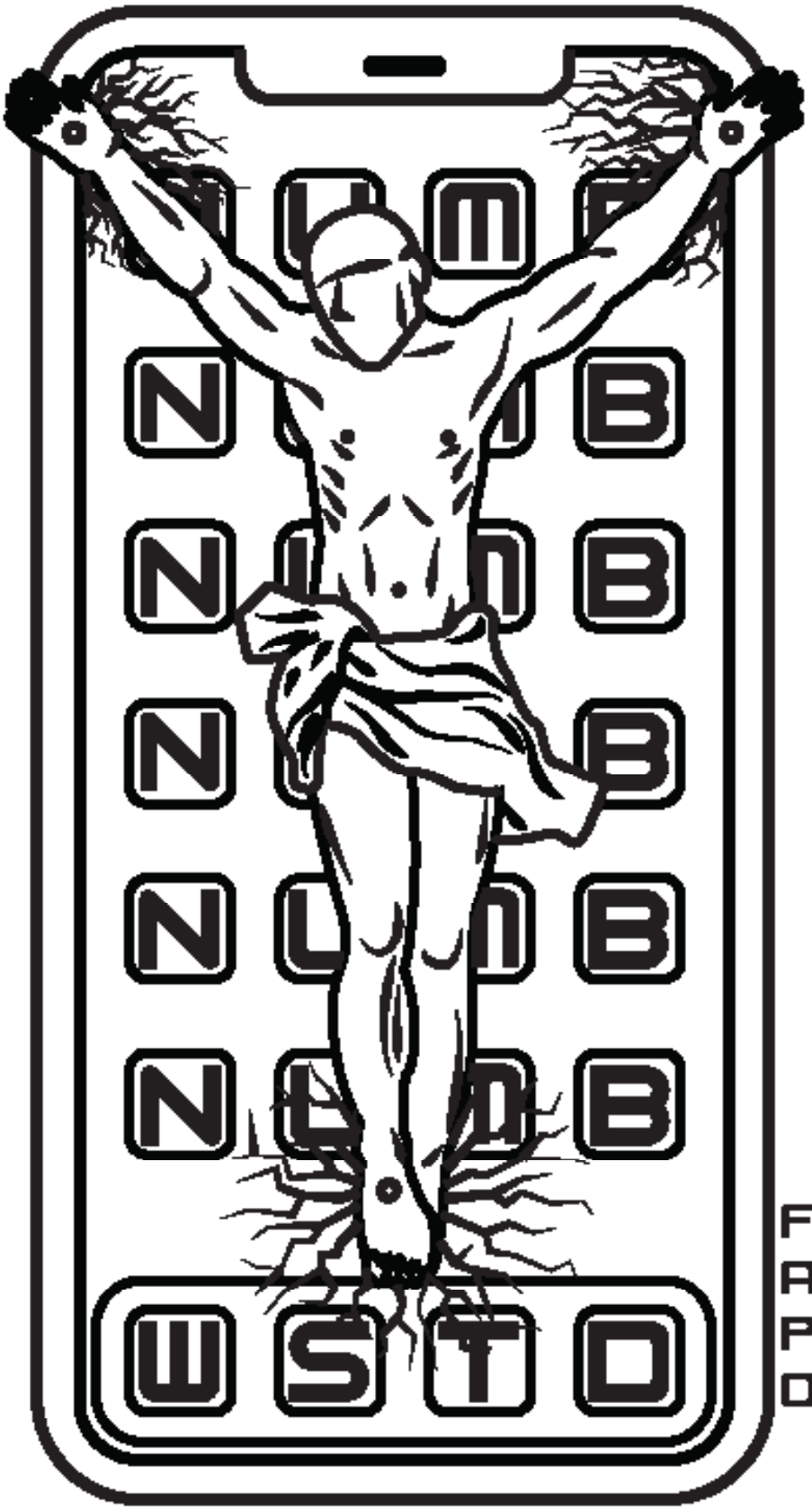
DRIPPING EYE: **This was a commission illustratuion. The client had seen other eyes that I had done and had wanted something similar. This piece attempts to communicate the loss of present moment when shackled by the fear of the future or dwelling on the past. The shading and highlights are harsh because this was to be applied to surfaces as a sentcil.**



RACING CAR: **I designed this illustration to be printed on shirts via direct-to-garment application.**



PHONE CRUSIFICTION: **This illustration was intended for use on a graphic shirt, applicatation via screen printing. The design was attempted convey the cost of digial living. At sometimes it seems that you are sacrificing your life.**



PORTFOLIO LANDEN SAUNDERS

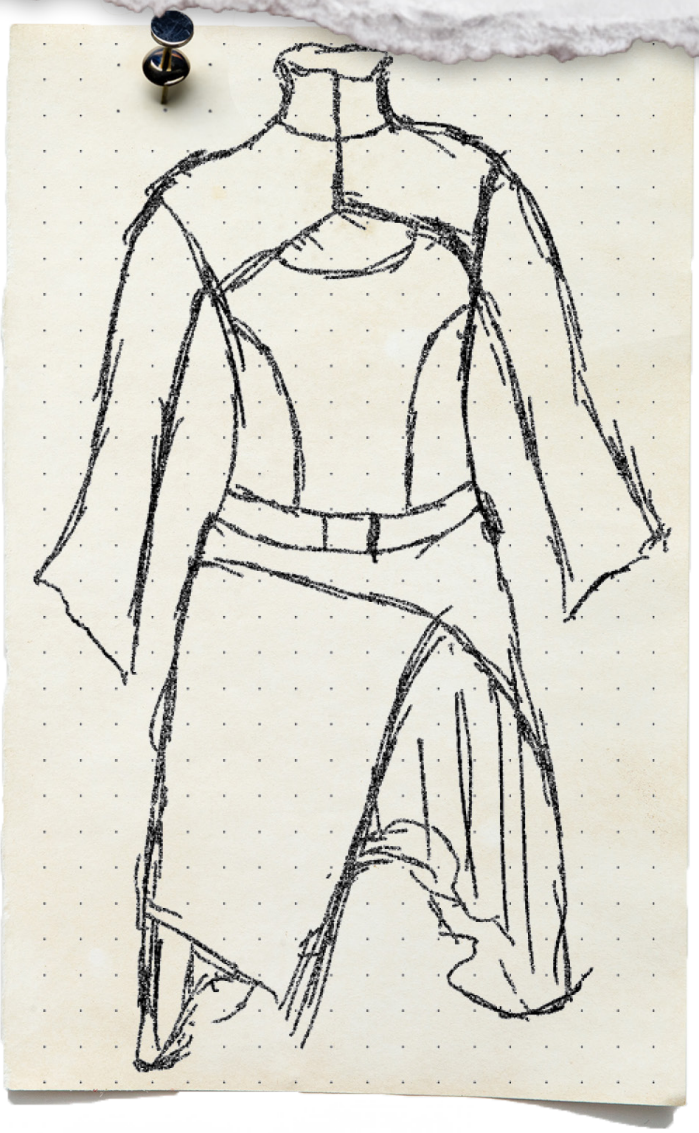
garment portfolio

design
sketching
pattern making
cutting + sewing

DRESS DESIGN

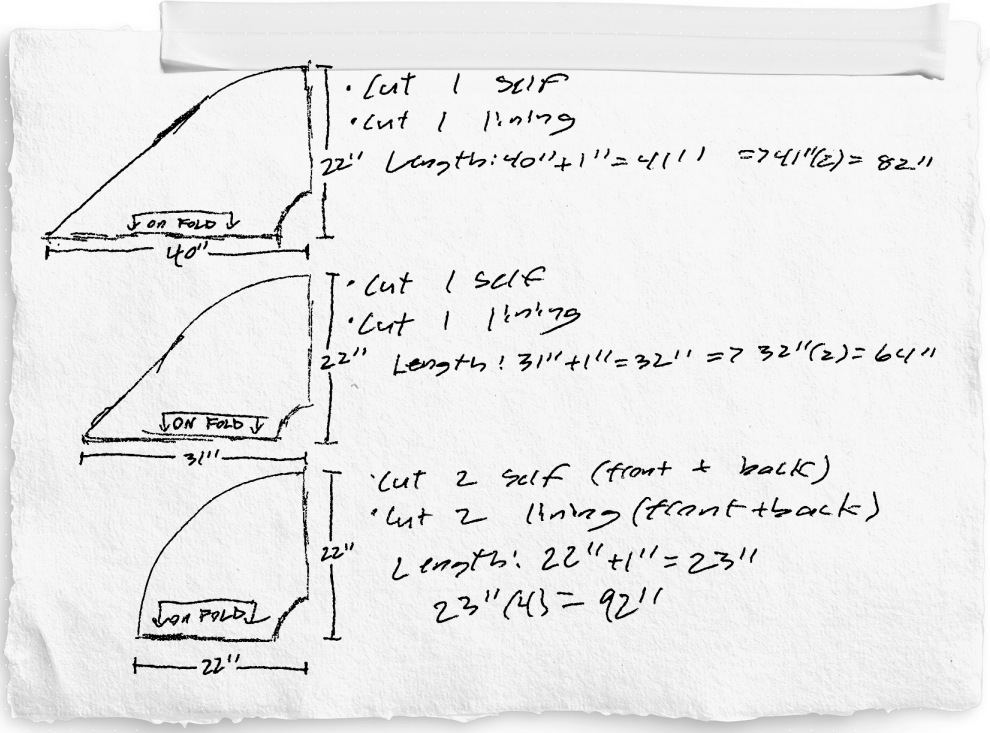
asymmetric double circle skirt with princess bodice and open back.

Inspiration

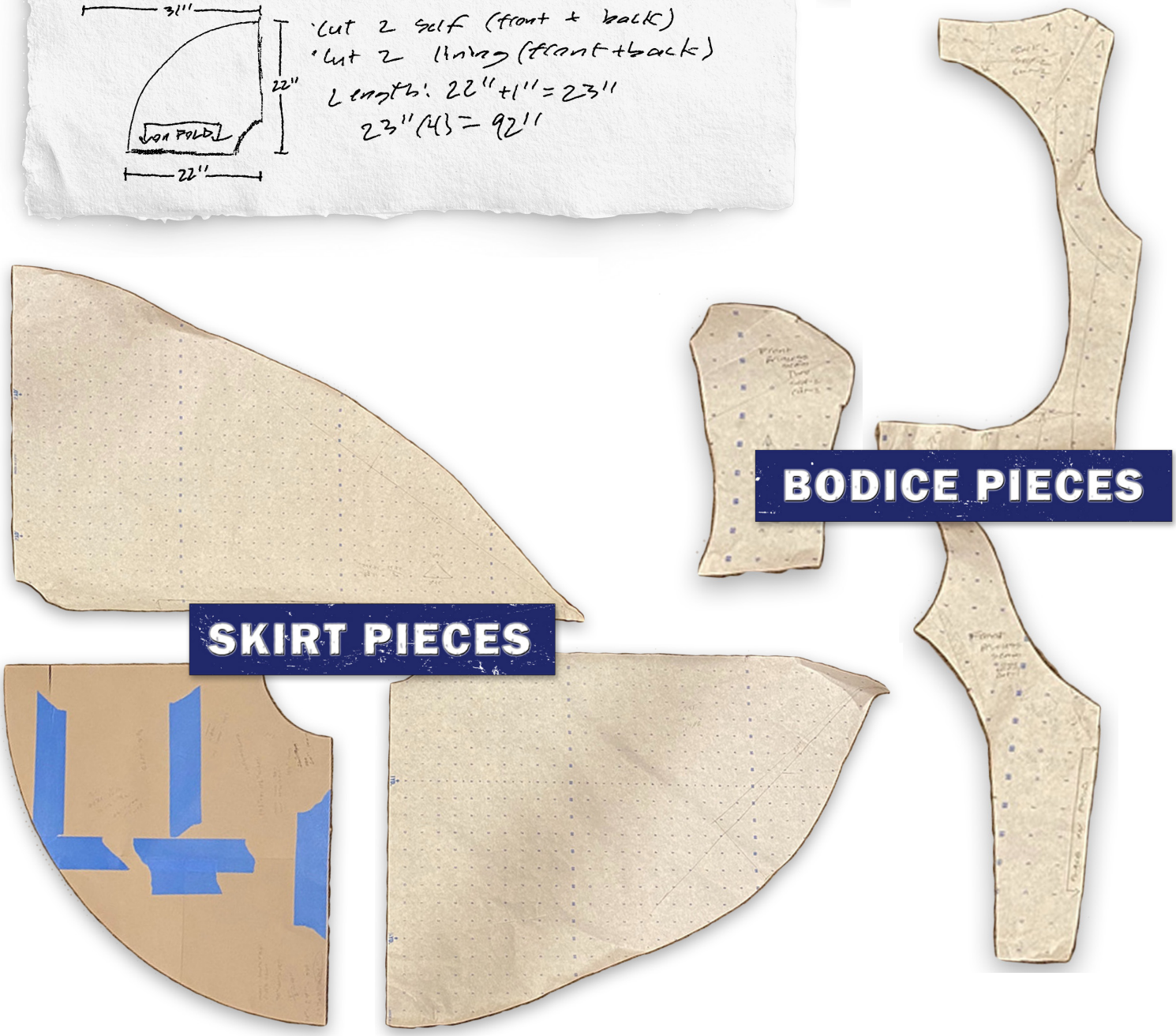


The main design focus was the skirt. This skirt needed to have a lot of drape, fluidity, and movement. To accomplish this design desire, the fabric choice would be imperative. I chose to use Habotai, more commonly known as Chinse Silk. Due to Habotai's lightweight characteristics and high drapability, it would allow me to create the necessary silhouette of a double-circle skirt.

PATTERN MAKING

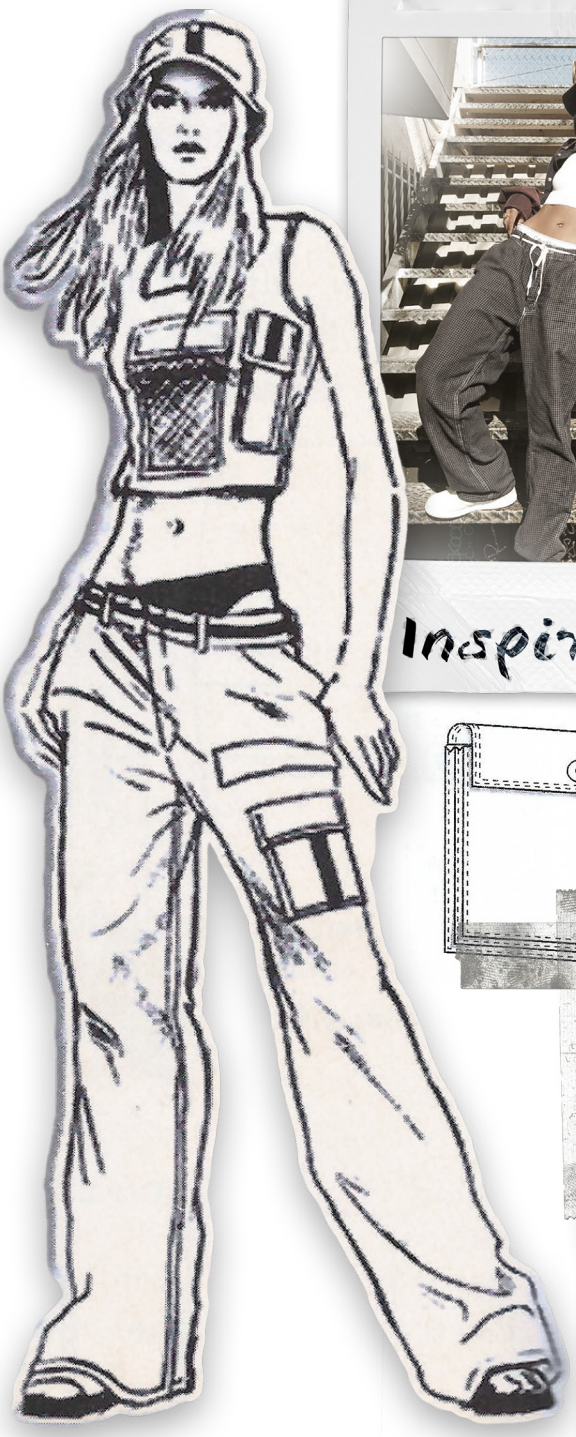


The pattern pieces were altered from a basic dress sloper.



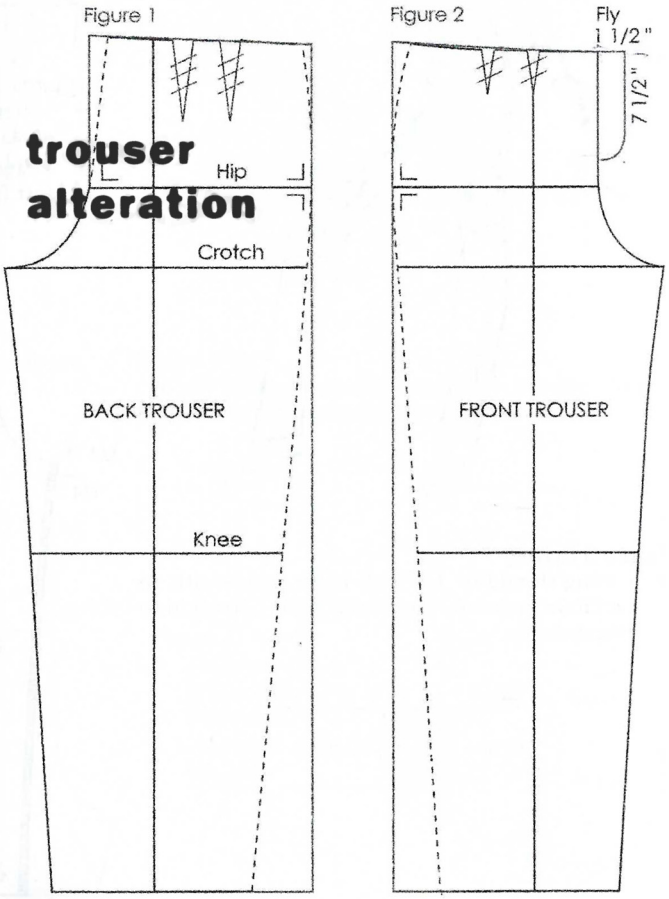
FINISHED DRESS

DENIM OUTFIT DESIGN



Inspiration

trouser alteration



accordion pocket

The juxtaposition of baggy jeans with a tight-fitting top. The pattern was made by altering a basic pant and bodice pattern. Multiple accordion pockets were used on the pants to increase the volume of the garment. I used denim as the textile as it provided heft and structure to the outfit.

FINISHED OUTFIT

SEWN GARMENTS

button up


button
down


baby
knit
set

pencil
skirt

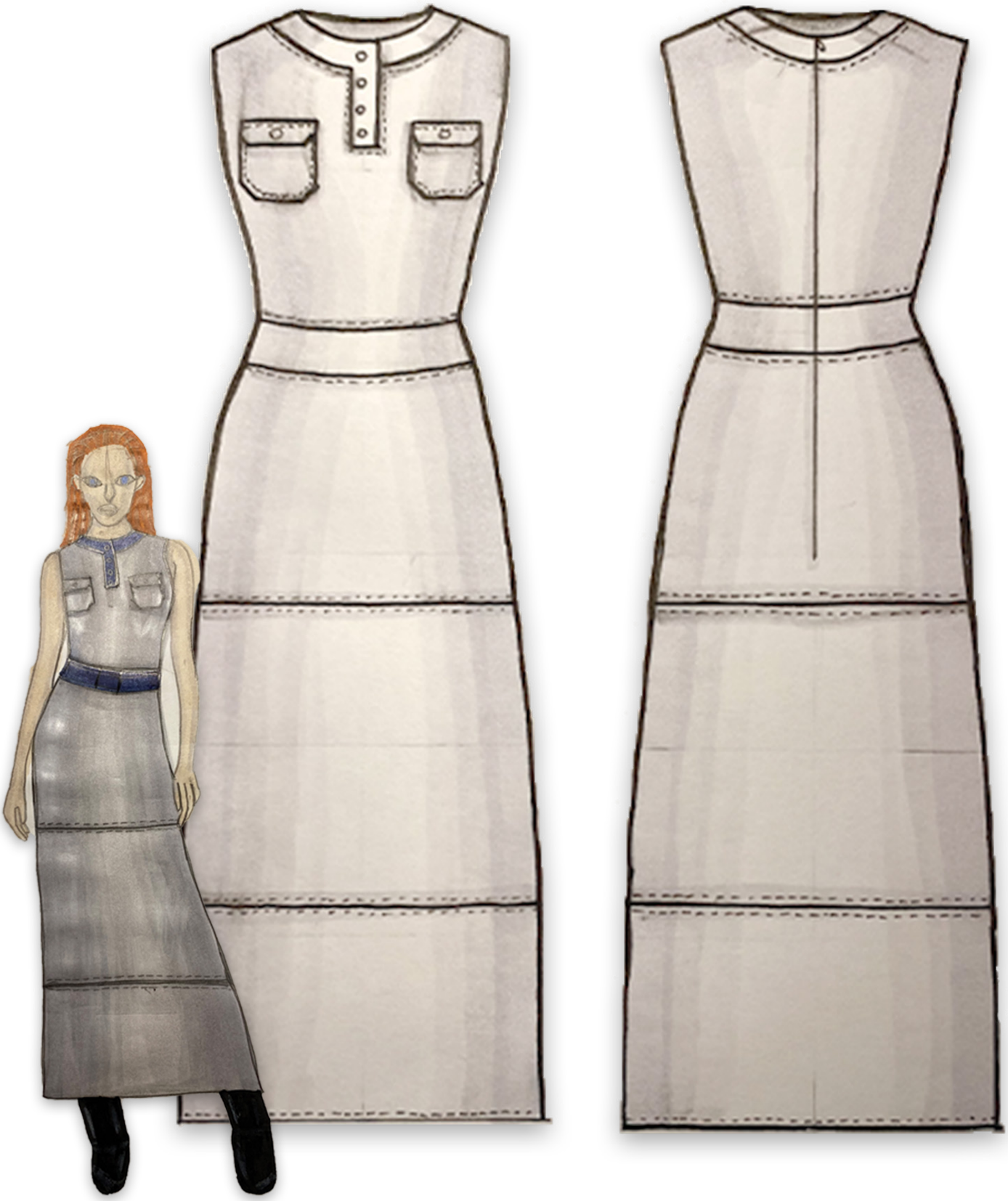
FASHION SKETCHING
workwear line

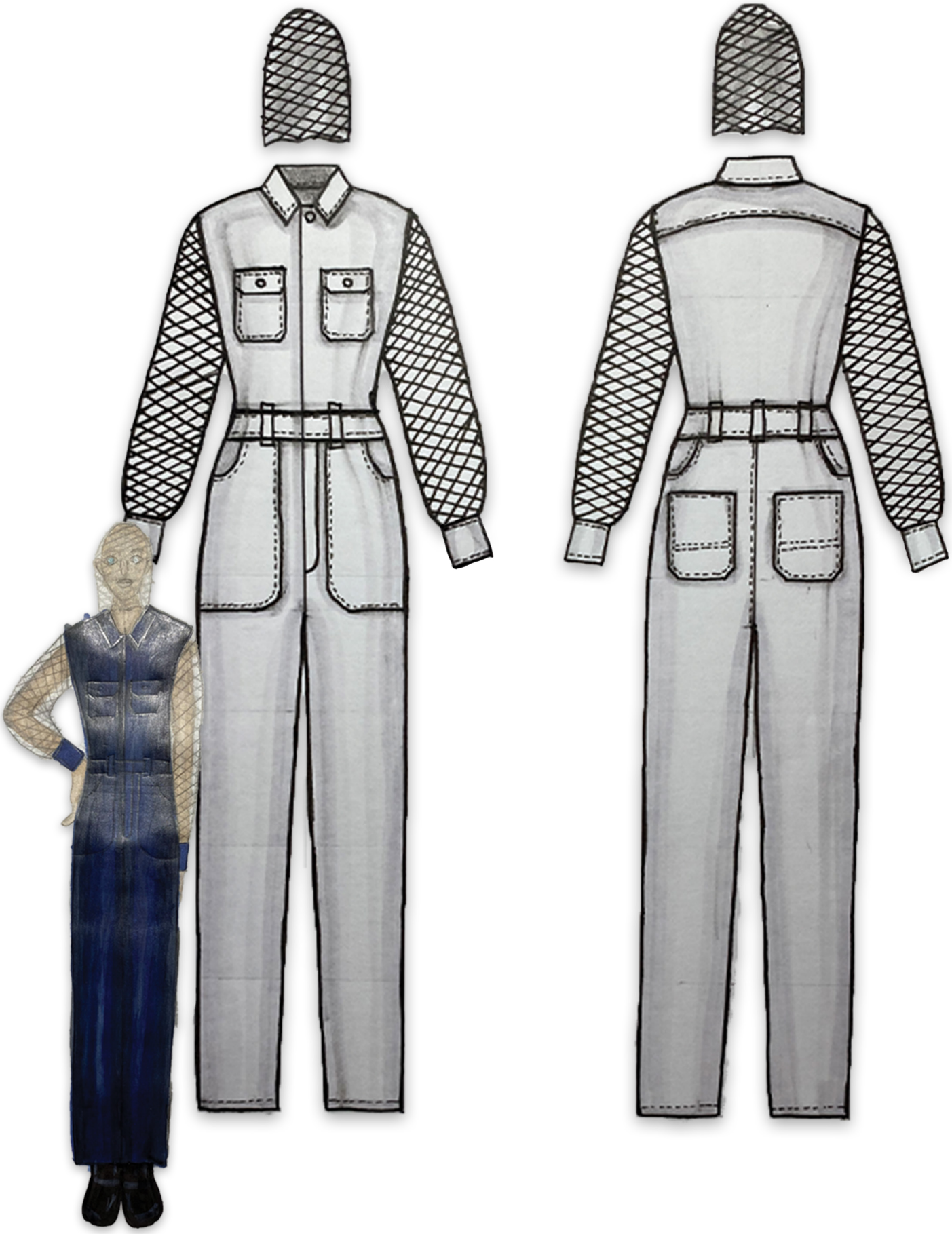
color palette

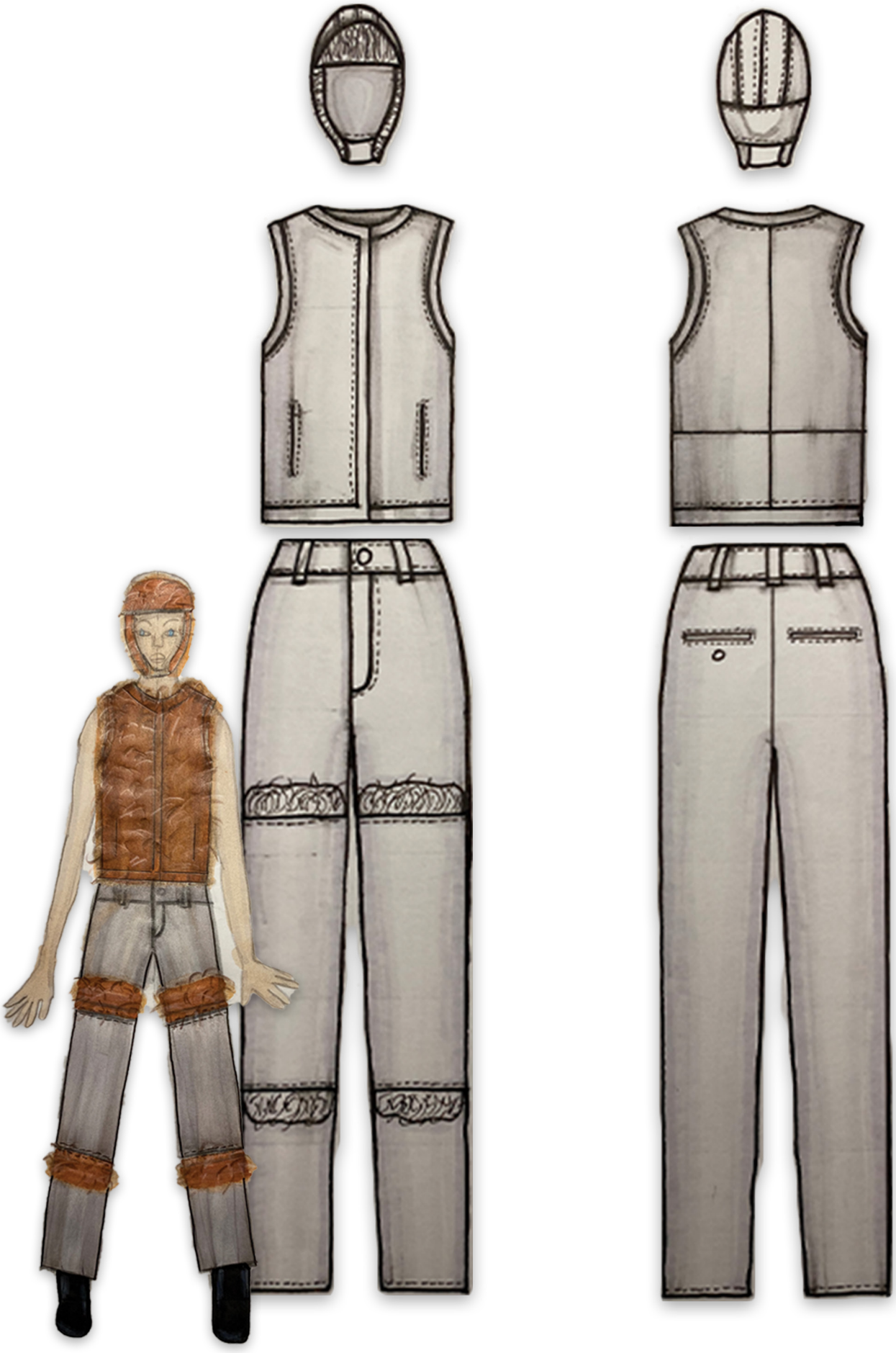
This line is targeted towards women and features designs, silhouettes, and materials inspired by workwear. The following are four original illustrations for this line. Accompanied by technical flats to further communicate the granular detail of the garments.

ILLUSTRATIONS

TECHNICAL FLATS







PORTFOLIO LANDEN SAUNDERS

marketing portfolio

seo
branding
analytics
targeting

SEO - BLOG POSTS

increased google search ranking through blog writing and publishing.

During my time at university, I was able to intern with a local business to help the business grow through digital marketing. I worked with a team of fellow digital marketing interns. My main duty was to improve the search ranking of the business through SEO via blog posts. Additionally, I also aided my team in content creation and digital asset generation.

Strategy:

Address the target market with value offerings in the blogs. Use titles, quality content, links, and keywords.

Target Market:

Working professionals in their 50s to 60s with parents who are bedridden of having difficulty commuting.

Hair Taxi Background

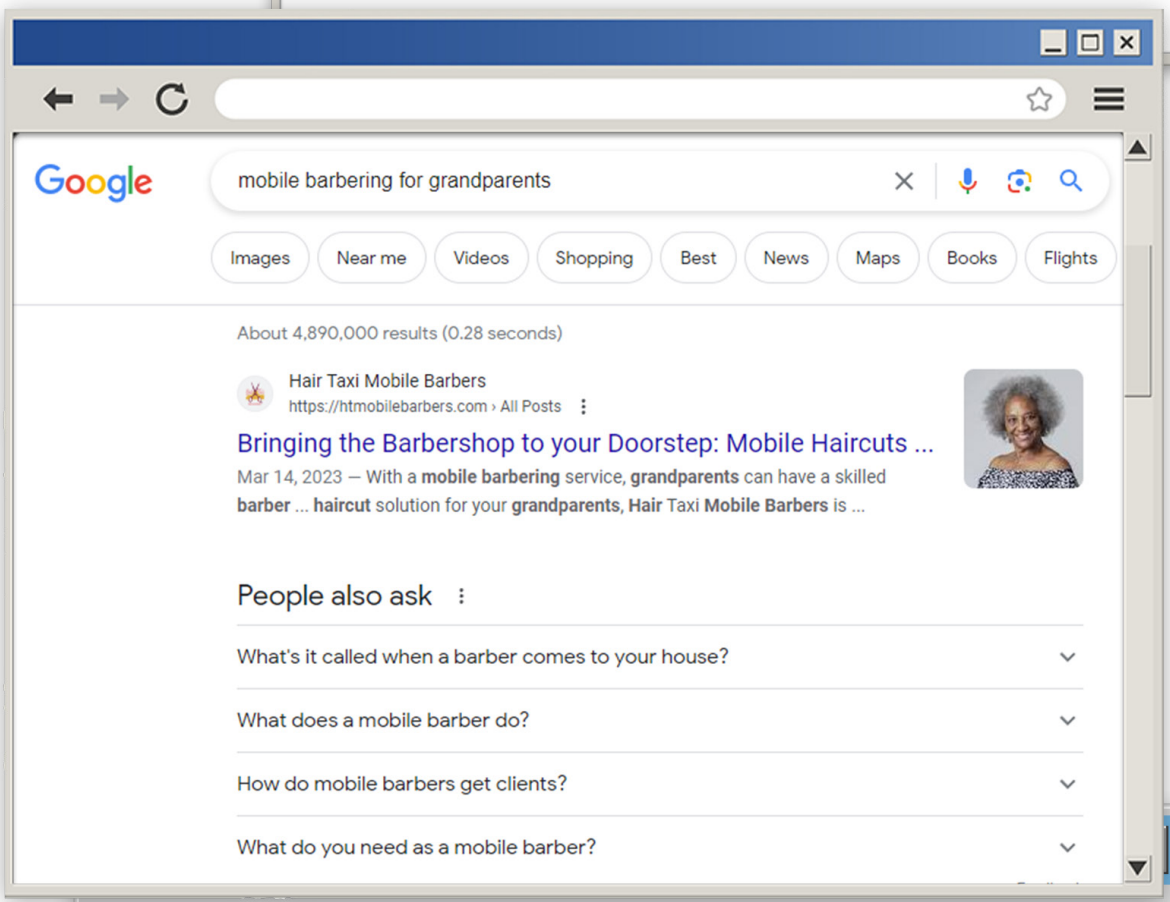
Hair Taxi is a haircut service founded by Tahesia Hall that specializes in nursing and hospital group haircuts with the objective of helping those in need such as the bedridden, senior citizens, and sick communities. The business was in the expansion stage with the primary objective of driving traffic. My role was to improve Google SEO organically through blog posts to increase brand awareness, which would lead to the end-of-funnel desire to drive traffic.

Value Proposition: “Save time for the things that matter”

RESULTS

Blog posts:

- **Disability-friendly Hair Care: The Convenience of Mobile Barbering Services**
- **Innovative Haircutting: How Mobile Barbers are Redefining the Industry**
- **Convenient Cuts: Mobile Barbering at your Convenience**
- **Bedside Barbering: Mobile Barbering Service for the Bedridden**
- **Bringing the Barbershop to your Doorstep: Mobile Haircuts for Grandparents**



Hair Taxi ranks #1 for the keyword search “mobile barbering for grandparents”. This demonstrates that the posts were serving their purpose to increase SEO.

BRANDING

aided in the communication of value through icons.

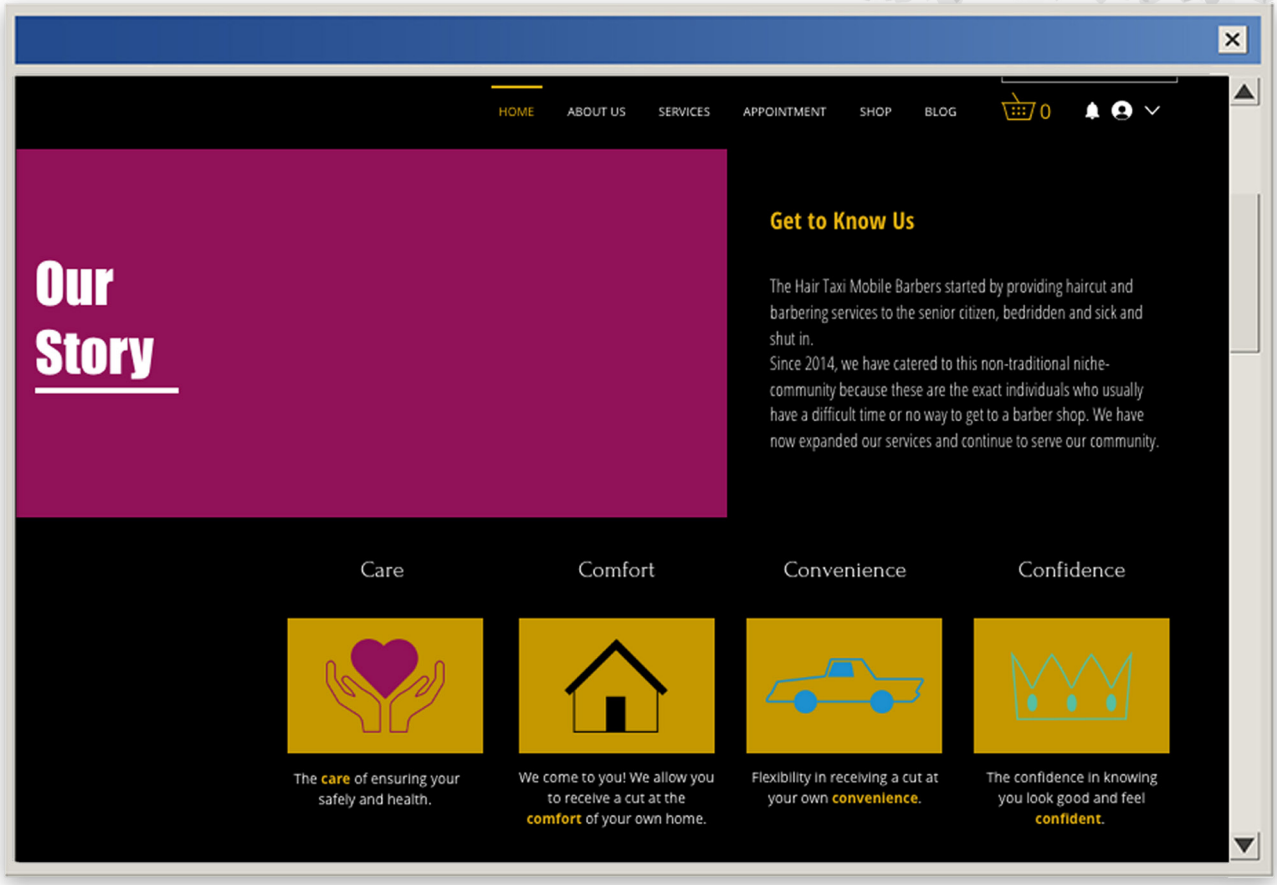
confidence

comfort

convenience

care

I created a heuristic for the target market to remember the value the business provides. These were the 4Cs, the primary values of care, comfort, convenience, and confidence that Hair Taxi was providing. With the 4Cs I created vector icons for each of them to be used as a communication tool on several different media. One place of use was the website redesign that my team and I worked on.



ANALYTICS

building a predictive model using a linear regression.

For my Marketing Analytics capstone, I chose to build a linear regression model that would predict the best pitcher(Cy Young) for the American League and National League of MLB. Although the model was used for baseball. Similar methods can be applied to marketing to determine purchase likeness or create segmentation clusters.

All work was done in Excel. This prediction model was for the 2022 MLB Season. The model was built with 2021 pitching data and the previous Cy Young winners since 2000 data.

CORRELATION ANALYSIS

	W	L	W-L%	ERA	G	GS	GF	CG	SHO	SV	IP	H	R
W	1												
L	0.497199	1											
W-L%	0.455613	-0.13941	1										
ERA	-0.36429	-0.1148	-0.47542	1									
G	0.252051	0.189608	0.251237	-0.37611	1								
GS	0.778217	0.720512	0.15208	-0.1922	-0.11306	1							
GF	-0.09816	-0.07823	0.074425	-0.17366	0.651534	-0.41384	1						
CG	0.639567	0.246552	0.191929	-0.1812	0.016394	0.488794	-0.15551	1					
SHO	0.584355	0.223217	0.180959	-0.17933	0.006231	0.452084	-0.14744	0.907176	1				
SV	0.01317	0.027663	0.057333	-0.17236	0.473905	-0.21349	0.882191	-0.07556	-0.07172	1			
IP	0.907787	0.704739	0.284488	-0.34052	0.234519	0.913858	-0.16324	0.599397	0.544267	-0.03869	1		
H	0.832759	0.769115	0.209453	-0.24568	0.183764	0.919418	-0.2096	0.532844	0.470813	-0.09261	0.963581	1	
R	0.706762	0.829977	0.112047	-0.12433	0.173991	0.875705	-0.20291	0.384846	0.327385	-0.1055	0.88147	0.95142	1
ER	0.691014	0.820959	0.10687	-0.10267	0.147771	0.877246	-0.22418	0.363594	0.313344	-0.12068	0.870343	0.942695	0.995273
HR	0.65634	0.754784	0.125236	-0.13272	0.116638	0.829541	-0.20476	0.329304	0.281883	-0.09503	0.814746	0.856296	0.90516
BB	0.72735	0.698271	0.219855	-0.27287	0.310215	0.787266	-0.09169	0.356313	0.328807	-0.0135	0.851352	0.829783	0.841764
IBB	0.166312	0.204647	0.080921	-0.16872	0.431215	0.034914	0.263206	0.024592	0.016448	0.175277	0.175001	0.172068	0.181029
SO	0.893342	0.625931	0.310454	-0.36387	0.263061	0.851074	-0.09961	0.590984	0.553836	0.02554	0.955918	0.871346	0.782021
HBP	0.498097	0.470909	0.160017	-0.1829	0.181664	0.572418	-0.10374	0.303072	0.276543	-0.04105	0.608937	0.586379	0.599885
BK	0.267762	0.202405	0.096731	-0.1173	0.144558	0.218999	0.066017	0.231872	0.193897	0.073572	0.282552	0.264023	0.247548
WP	0.460145	0.375834	0.163548	-0.19172	0.328327	0.389927	0.08298	0.236141	0.221504	0.079984	0.493259	0.449439	0.452006
BF	0.892697	0.730146	0.26791	-0.32111	0.233947	0.920721	-0.16904	0.575644	0.520367	-0.04754	0.997566	0.976178	0.907981
ERA+	0.299352	-0.0481	0.416353	-0.67416	0.265185	0.088426	0.179505	0.220917	0.232935	0.230347	0.226679	0.091269	-0.07418
FIP	-0.37712	-0.16653	-0.36397	0.698492	-0.38699	-0.21586	-0.17631	-0.20405	-0.2026	-0.17984	-0.36804	-0.29378	-0.19549
WHIP	-0.40716	-0.16655	-0.42819	0.857102	-0.35209	-0.25387	-0.15767	-0.21311	-0.21146	-0.17986	-0.39756	-0.28417	-0.1944
H9	-0.27411	-0.04086	-0.39911	0.784563	-0.35945	-0.09914	-0.20832	-0.12275	-0.12933	-0.1999	-0.24244	-0.10158	-0.04731
HR9	-0.23956	-0.08492	-0.28761	0.581591	-0.31238	-0.11166	-0.13162	-0.12644	-0.12576	-0.10961	-0.23384	-0.18197	-0.10608
BB9	-0.37386	-0.26119	-0.22588	0.474711	-0.13915	-0.34152	0.010327	-0.22565	-0.21247	-0.04625	-0.40318	-0.39641	-0.30506
SO9	0.165564	-0.00022	0.191439	-0.21054	0.301428	0.003333	0.262644	0.062673	0.079314	0.265635	0.114966	0.003007	-0.0115
SO/W	0.418321	0.151128	0.279754	-0.37432	0.176332	0.277293	0.112468	0.317474	0.306286	0.195332	0.379588	0.301691	0.186703
Cy Young	0.689917	0.183065	0.226476	-0.20845	0.035363	0.495771	-0.12045	0.705316	0.622024	-0.02116	0.620096	0.515473	0.351093

The data was first cleaned and combined. Then a correlation analysis was used to determine what variables have a high correlation with winning the best pitcher

COMBINED DATA

									I	J	K	L	M
									G	GS	GF	CG	SHO
9	Jacob DeGrom	30	NYM	NL	10	9	0.526	***1.7***	32	32	0	1	
10	Corey Kluber	31	CLE	AL	***18***	4	**0.818**	***2.25***	29	29	0	***5***	3
11	Max Scherzer	32	WSN	NL	16	6	0.727	2.51	31	31	0	**2**	
12	Rick Porcello	27	BOS	AL	***22***	4	0.846	3.15	33	33	0	3	
13	Max Scherzer	31	WSN	NL	**20**	7	0.741	2.96	34	**34**	0	1	
14	Dallas Keuchel	27	HOU	AL	**20**	8	0.714	2.48	33	33	0	3	
15	Jake Arrieta	29	CHC	NL	***22***	6	0.786	1.77	33	**33**	0	***4***	3
16	Corey Kluber	28	CLE	AL	**18**	9	0.667	2.44	34	***34***	0	3	
17	Clayton Kershaw	26	LAD	NL	***21***	3	***0.875***	***1.77***	27	27	0	***6***	
18	Max Scherzer	28	DET	AL	***21***	3	***0.875***	2.9	32	32	0	0	
19	Clayton Kershaw	25	LAD	NL	16	9	0.64	***1.83***	33	33	0	3	
20	David Price	26	TBR	AL	**20**	5	**0.8**	**2.56**	31	31	0	2	
21	R.A. Dickey	37	NYM	NL	20	6	0.769	2.73	34	**33**	1	**5**	
22	Justin Verlander	28	DET	AL	***24***	5	**0.828**	**2.4**	34	***34***	0	4	
23	Clayton Kershaw	23	LAD	NL	**21**	5	0.808	***2.28***	33	33	0	5	
24	Felix Hernandez	24	SEA	AL	13	12	0.52	***2.27***	34	**34**	0	6	
25	Roy Halladay	33	PHI	NL	***21***	10	0.677	2.44	33	33	0	**9**	4
26	Zack Greinke	25	KCR	AL	16	8	0.667	***2.16***	33	33	0	6	
27	Tim Lincecum	25	SFG	NL	15	7	0.682	2.48	32	32	0	**4**	
28	Cliff Lee	29	CLE	AL	***22***	3	***0.88***	**2.54**	31	31	0	4	

The data was then reduced to only include the variables with a high correlation (about .60 and above). A linear regression was then run on the data with the winning the Cy Young Award being the dependent variable and the other correlated variables being the independent variables. The regression statistics showed a good fitting model and that the correlations and model were statistically significant.

REDUCED VARIABLES (HIGHLY CORRELATED)

Name	W	CG	SHO	IP	SO	BF	Cy Young
Robbie Ray	13	0	0	**193.1**	***248***	773	1
Corbin Burnes	11	0	0	167	234	657	1
Shabe Bieber	***8***	0	0	77.1	***122***	297	1
Trevor Bauer	5	***2***	***2***	73	100	278	1
Justin Verlander	***21***	2	1	***223***	300	847	1
Jacob DeGrom	11	0	0	204	**255**	804	1
Blake Snell	***21***	0	0	180.2	221	700	1
Jacob DeGrom	10	1	0	217	269	835	1
Corey Kluber	***18***	***5***	***3***	203.2	265	777	1
Max Scherzer	16	**2**	0	200.2	**268**	780	1
Rick Porcello	***22***	3	0	223	189	890	1
Max Scherzer	**20**	1	0	**228.1**	***284***	902	1
Dallas Keuchel	**20**	3	**2**	**232**	216	***911***	1
Jake Arrieta	***22***	***4***	***3***	229	236	870	1
Corey Kluber	**18**	3	1	235.2	269	951	1
Clayton Kershaw	***21***	***6***	2	198.1	239	749	1
Max Scherzer	***21***	0	0	214.1	240	836	1
Clayton K							
David Pri							
R.A. Dick							
Justin Ve							
Clayton K							

LINEAR REGRESSION SUMMARY OUTPUT

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.804
R Square	0.647 How well the model fits the data
Adjusted R Square	0.644
Standard Error	0.143
Observations	722.000

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*	
Regression	6.000	26.734	4.456	218.440	0.000	Shows if the model is significant or not
Residual	715.000	14.584	0.020			
Total	721.000	41.319				

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*
Intercept	-0.017	0.009	-1.826	0.068	-0.035	0.001
W	0.012	0.003	4.307	0.000	0.007	0.018
CG	0.119	0.013	9.111	0.000	0.093	0.145
SHO	-0.079	0.025	-3.212	0.001	-0.128	-0.031
IP	0.013	0.002	7.160	0.000	0.009	0.017
SO	0.001	0.000	2.524	0.012	0.000	0.001
BF	-0.003	0.000	-8.284	0.000	-0.004	-0.002

From here the coefficients of variables could be used to create a predictive model equation following the standard linear regression formula. Lastly, the data of all the pitchers from the 2022 season were run with the prediction equation to give a likeliness of winning the best pitcher award.

linear regression formula:
$y = a + b1(x1) + b2(x2) + b3(x3) + b4(x4) + b5(x5) + b6(x6)$

prediction equation:
$y = -0.017 + 0.012(x1) + 0.119(x2) - 0.079(x3) + 0.013(x4) + 0.001(x5) - 0.003(x6)$

sandy alcantara's prediction:
$y = -0.017 + 0.012(14) + 0.119(6) - 0.079(1) + 0.013(228.2) + 0.001(207) - 0.003(886)$

predictions:

= correct

= out of order

= wrong

CY YOUNG PREDICTIONS

Name	League	W	CG	SHO	IP	SO	BF	Cy Young Predicti
Sandy Alcantara	NL	14	6	1	228.2	207	886	1.045
Framber Valdez*	AL	17	3	1	201.1	194	827	0.554
Aaron Nola	NL	11	2	1	205	235	807	0.509
Carlos Rodon*	NL	14	1	0	178	237	710	0.473
Justin Verlander	AL	18	0	0	175	185	666	0.469
Shane Bieber	AL	13	1	0	200	198	791	0.453
Miles Mikolas	NL	12	1	0	202.1	153	805	0.387
Gerrit Cole	AL	13	0	0	200.2	257	793	0.375
Shane McClanahan*	AL	12	0	0	166.1	194	641	0.367
Julio Urias*	NL	17	0	0	175	166	689	0.366
Nestor Cortes*	AL	12	1	1	158.1	163	615	0.363
								0.363
								0.360
								0.360
								0.360
								0.357
								0.350
								0.343
								0.328
								0.324
								0.320
								0.313
								0.304
								0.302

PREDICTIONS VS. ACTUAL

	National League Results	Points		Our Results for National League	Position Difference
1	Sandy Alcantara	210	1	Sandy Alcantara	0
2	Max Fried	72	2	Aaron Nola	2
3	Julio Urias	66	3	Carlos Rodon	3
4	Aaron Nola	48	4	Miles Mikolas	N/A
5	Zac Gallen	45	5	Julio Urias	-2
6	Carlos Rodon	30	6	Corbin Burnes	1
7	Corbin Burnes	20	7	Zac Gallen	-2
8	Yu Darvish	7	8	Yu Darvish	0
9	Edwin Diaz	6	9	Tony Gonsolin	N/A
10	Kyle Wright	3	10	Kyle Wright	0
11	Logan Webb	2	11	Max Fried	-9
12	Ryan Helsley	1	12	Max Scherzer	N/A

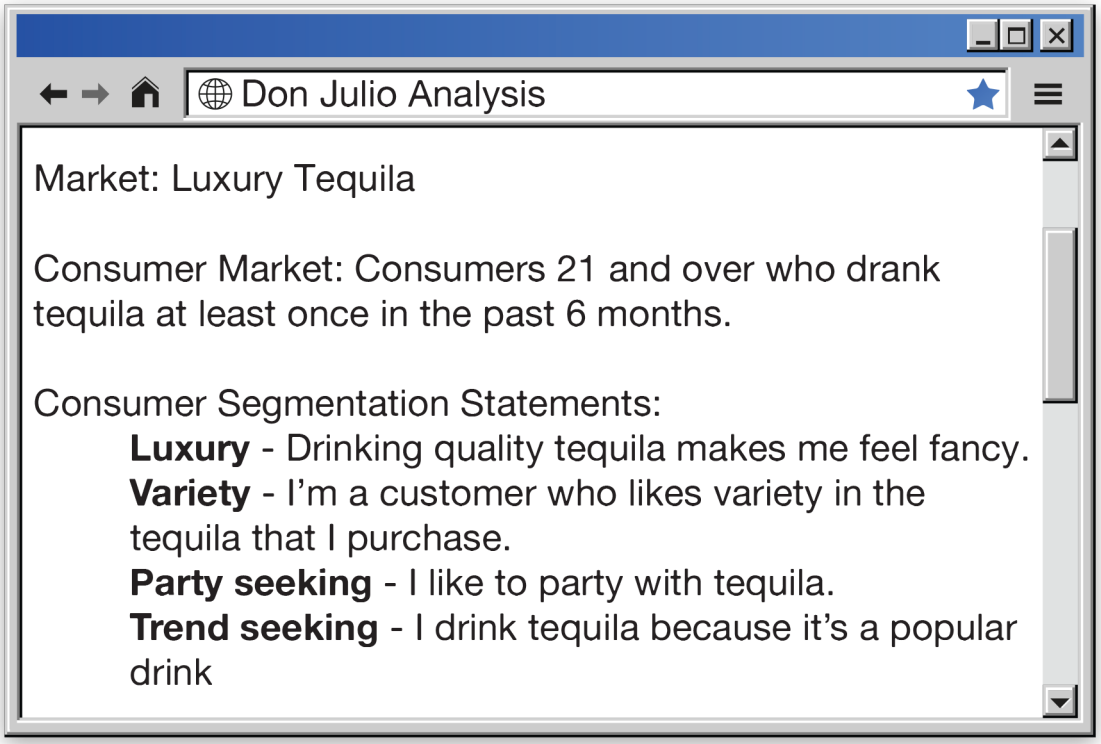
	American League Results	Points		Our Results for American League	Position Difference
1	Justin Verlander	210	1	Framber Valdez	4
2	Dylan Cease	97	2	Justin Verlander	-1
3	Alek Manoah	87	3	Shane Bieber	4
4	Shohei Ohtani	82	4	Gerrit Cole	5
5	Framber Valdez	14	5	Shane McClanahan	1
6	Shane McClanahan	10	6	Nestor Cortes	2
7	Shane Bieber	5	7	Shohei Ohtani	-3
8	Nestor Cortes	3	8	Triston McKenzie	N/A
9	Gerrit Cole	1	9	Dylan Cease	-7
10	Kevin Gausman	1	10	Alek Manoah	-7

TARGETING

designed, implemented, and analyzed a survey to target the most viable segment

An upper-division course of mine had a semester-long project in which a team and I were supposed to act as marketing consultants for a company of our choice. We were to design, implement, and analyze a survey. This would be done to segment the industry and then choose the most viable one to target.

My team and I chose the luxury tequila brand Don Julio. A marketing analysis was performed on the company. We covered their marketing mix, defined the industry consumer market, and segmented the industry into four benefits: luxury, variety, party seeking, and trend seeking.



My team and I then drafted our survey design. We used a convenience sampling method. A convenience sample is a form of a nonprobability sample in which researchers select the most accessible population members to survey. It is accessible, inexpensive, and convenient; making the most sense with our limited timeframe and lack of budget. We surveyed CSULB students online.

The survey began with a binary screening question. This was to screen out all respondents that weren't in the market that we were attempting to segment (the tequila industry).

SCREENING QUESTION

Are you over 21, and have you consumed tequila in the past 6 months?

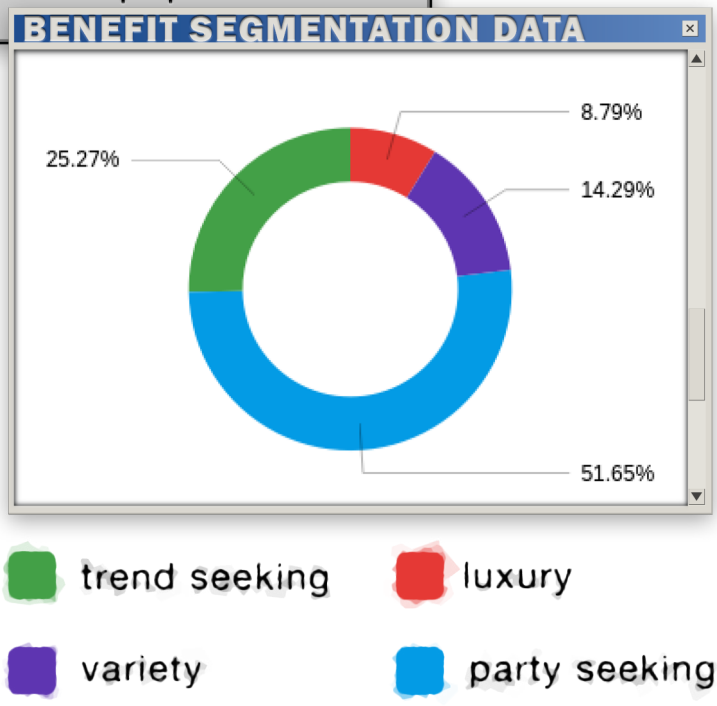
- [ ] Yes
- [ ] No

SEGMENTATION QUESTION

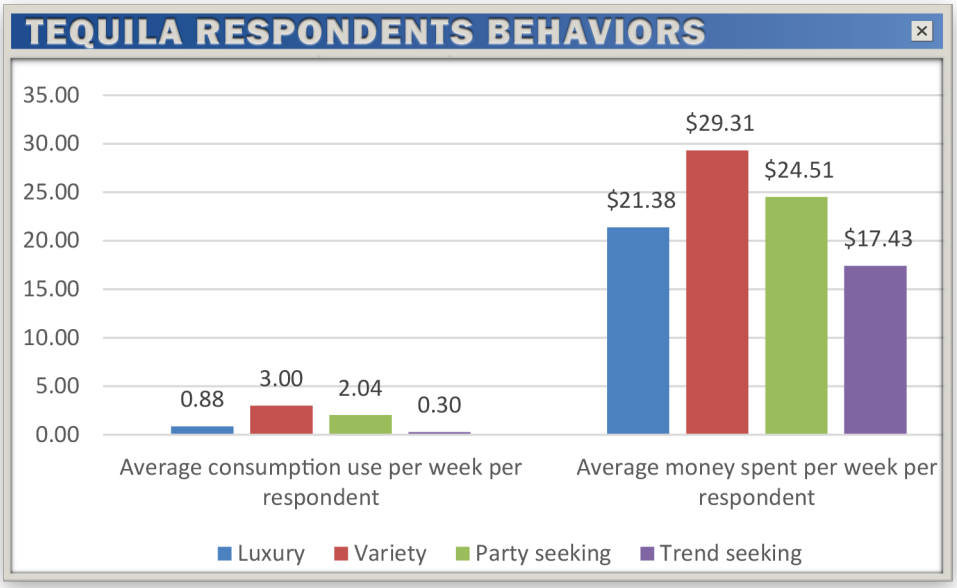
Which of these most applies to you?

- [ ] Drinking quality tequila makes me feel
- [ ] I'm a customer who likes variety in the tequila that I purchase
- [ ] I like to party with tequila
- [ ] I drink tequila because it's a popular drink

The second question on our survey was a segmentation question. This was to segment all the respondents within our market into one of the benefit segments that we had previously defined from our market analysis. The supermajority of our respondents (47 of 91) belonged to the "party-seeking" segment.



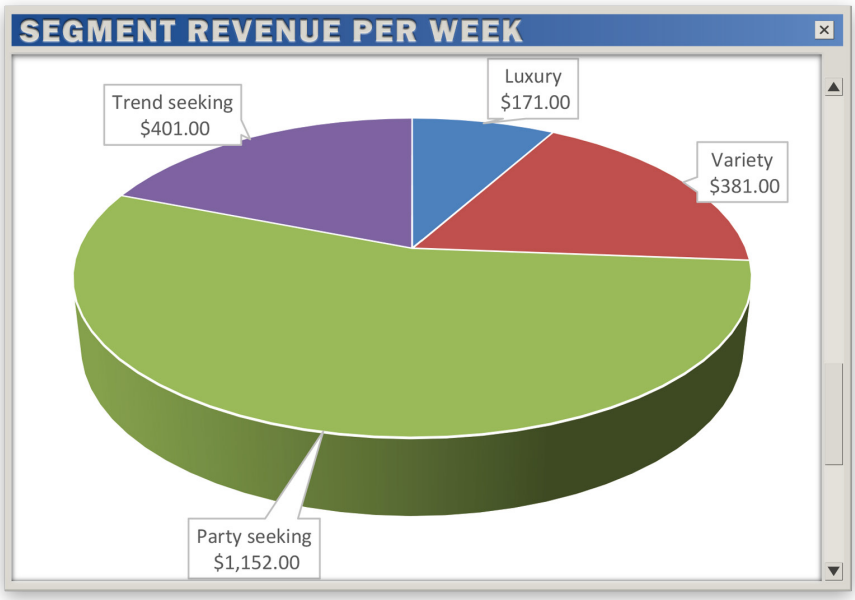
Following the segmentation question were two behavioral questions to determine which segment would be most profitable to pursue. Although the raw data at a glance suggested that the "Variety" segment would be the most viable to pursue due to it having the high average in both behaviors (consuming 3 per week and spending $29.31 per week). When segment size is factored in, the "Party Seeking" segment becomes much more appealing, as the segment's revenue per week is $1,152 making it the most lucrative segment. For this reason, the rest of the data presented will only focus on the "Party Seeking" segment as it is the most viable benefit segment to pursue. Data visualizations are presented on the next page.



Behaviors studied:

1. Frequency of consumption per week of tequila
2. Spending per week on tequila

The revenue per week of each segment is calculated with the average spending per week and the size of the segment.



Knowing the benefit segment that should be targeted (Party seekers), a consumer profile could then be created with the data from the rest of the survey. Which includes psychographics, demographics, and media habits. This information becomes extremely useful for advertising targeting in terms of placement and lifestyle that should be communicated to align brand and consumers. The consumer profile is on the next page.

CONSUMER PROFILE

Demographics:

- Female
- College student
- 21 or older
- Lower-middle class

Tequila Drink Behavior:

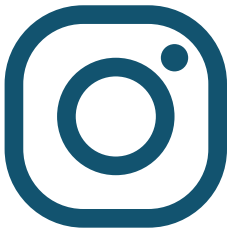
- Drinks tequila to party
- Drinks tequila twice per week
- Spends $24.51 on tequila per week

$24.51

X2 per week

Media Habits:

- Primarily uses Instagram for social media
- Spends an average of 3 hours per day on social media
- Enjoys listening to Hip-Hop and R&B
- Enjoys watching comedy shows and movies



hip-hop music

Psychographics:

- Perceives herself as young, adventurous, and searching for good times
- Success is the most important factor of self-image
- Motivated by achievement
  - Enhancing personal position
  - Accomplishing tasks
  - Overcoming obstacles
- Carefully evaluates the aspects of products before coming to a purchasing decision