## Alexa Reyes

Design Portfolio

I am a multimedia artist born and raised in New Jersey graduating with a BFA in design from the Mason Gross School of the Arts with a minor in Women's and Gender Studies.

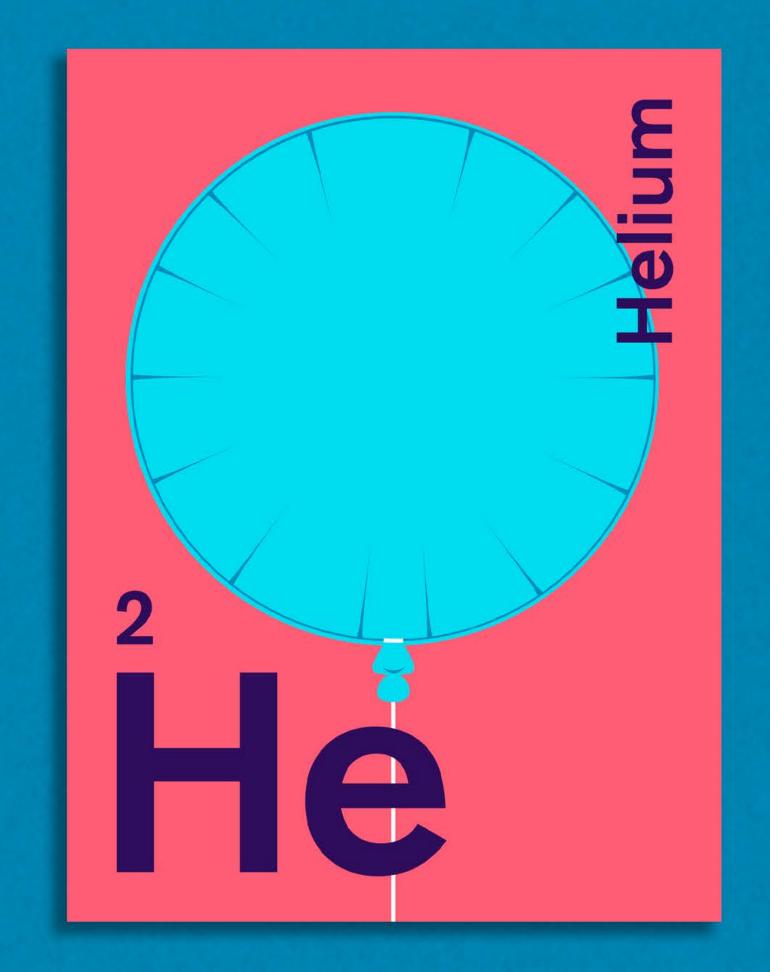
My work has come out of an exploration of my affinity to see from every perspective I possibly can in order to better understand where another person's point of view comes from. A lot of my work throughout the past 4 years can be summarized by themes regarding the shared experiences of marginalized people and how to speak up and about the issues within them through advocacy in art. I explore interpersonal connections, the dichotomy between empathy and capitalism, and the self-image. I'm inspired by my personal relationships with institutions and my ability to analyze them more deeply throughout my time studying at Rutgers.

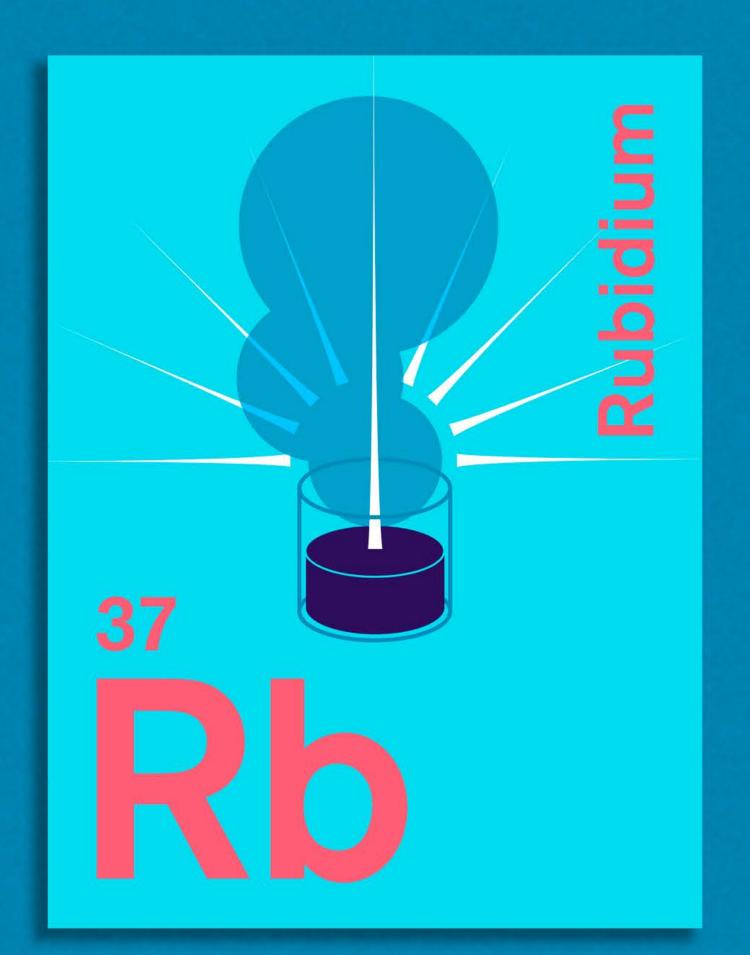
## Explosions

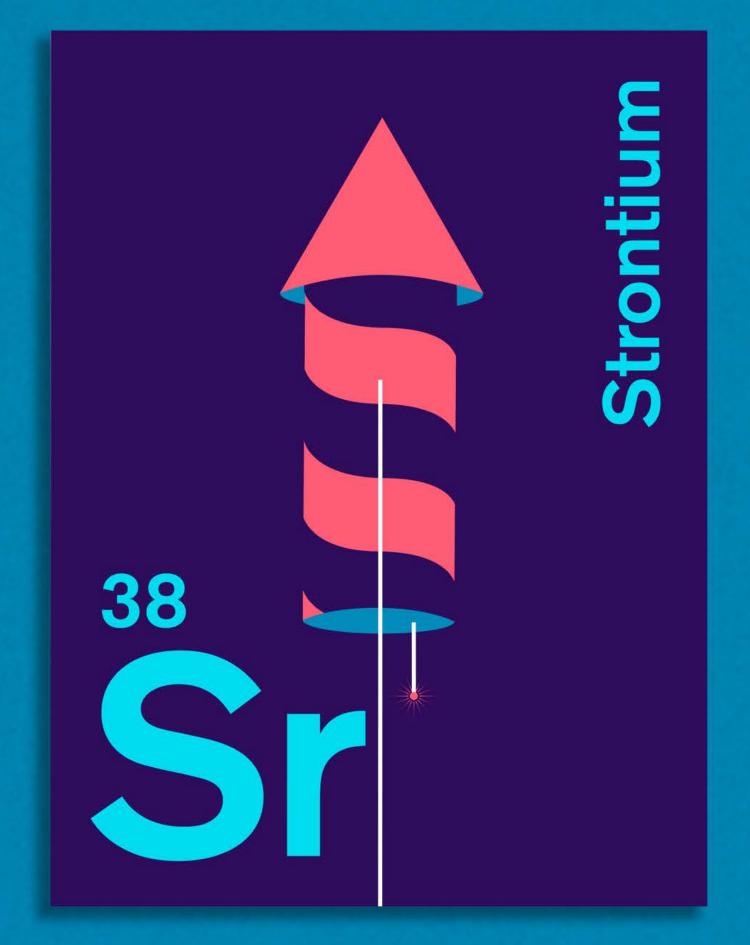
Poster Series
April 2019
18 × 24 in

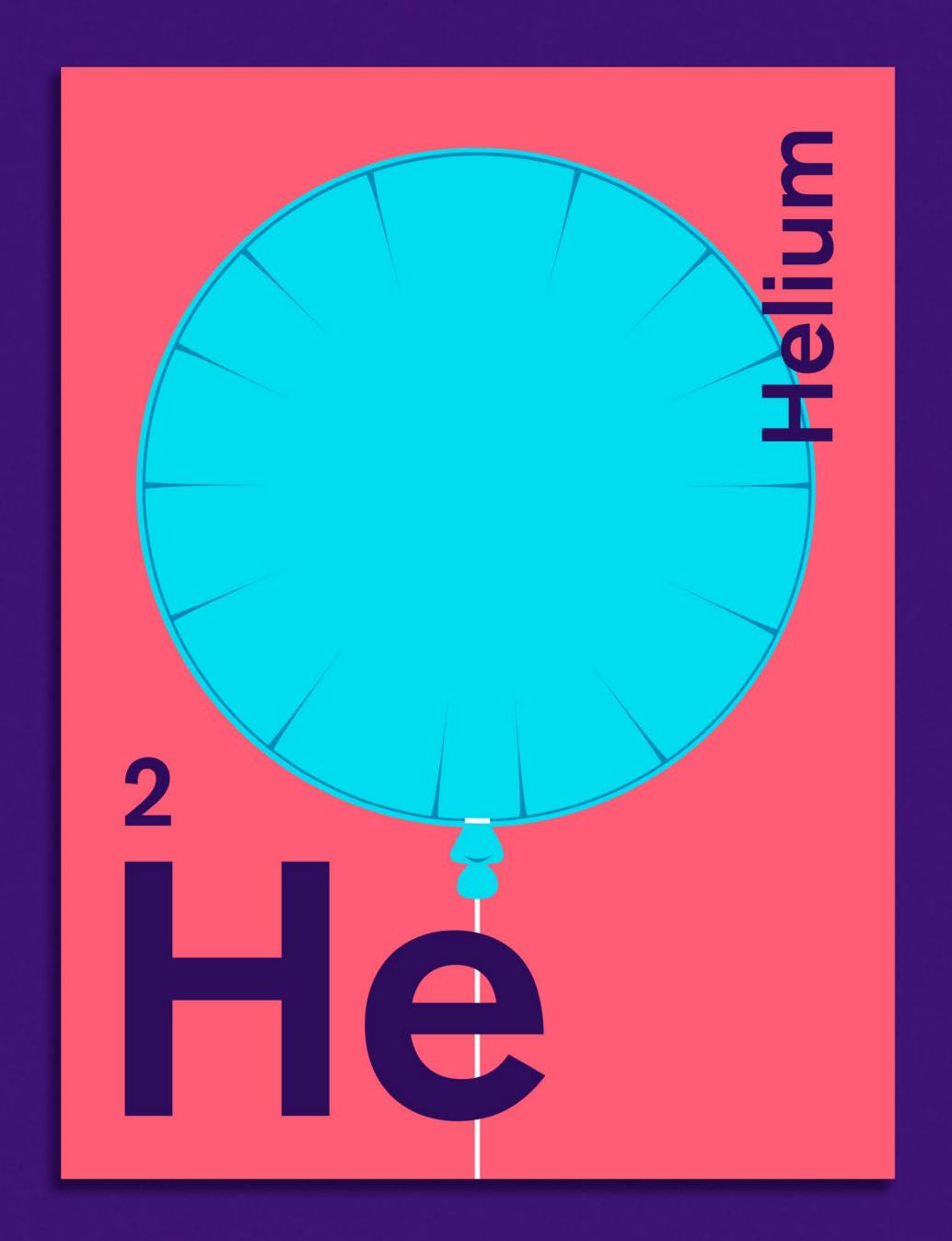
Prompted to gather a set of three elements related to each other, Explosions is connected by their reactive qualities; The three periodic elements helium, rubidium, and strontium are illustrated in a triptych of posters.

The posters illustrate simple geometric imagery of the easily recognizable objects the chosen elements could be found being used in or with, so to serve as a informational project as well.

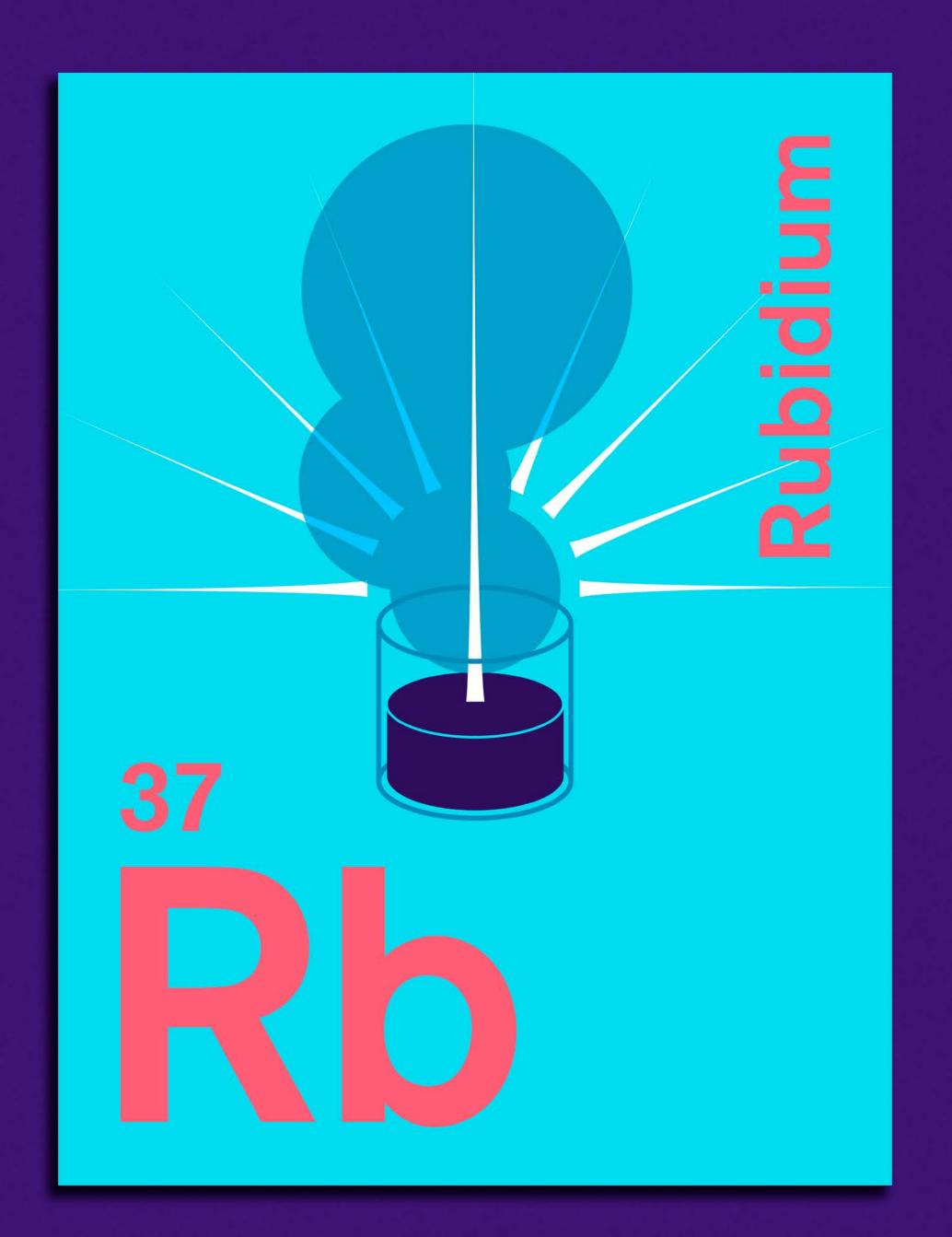










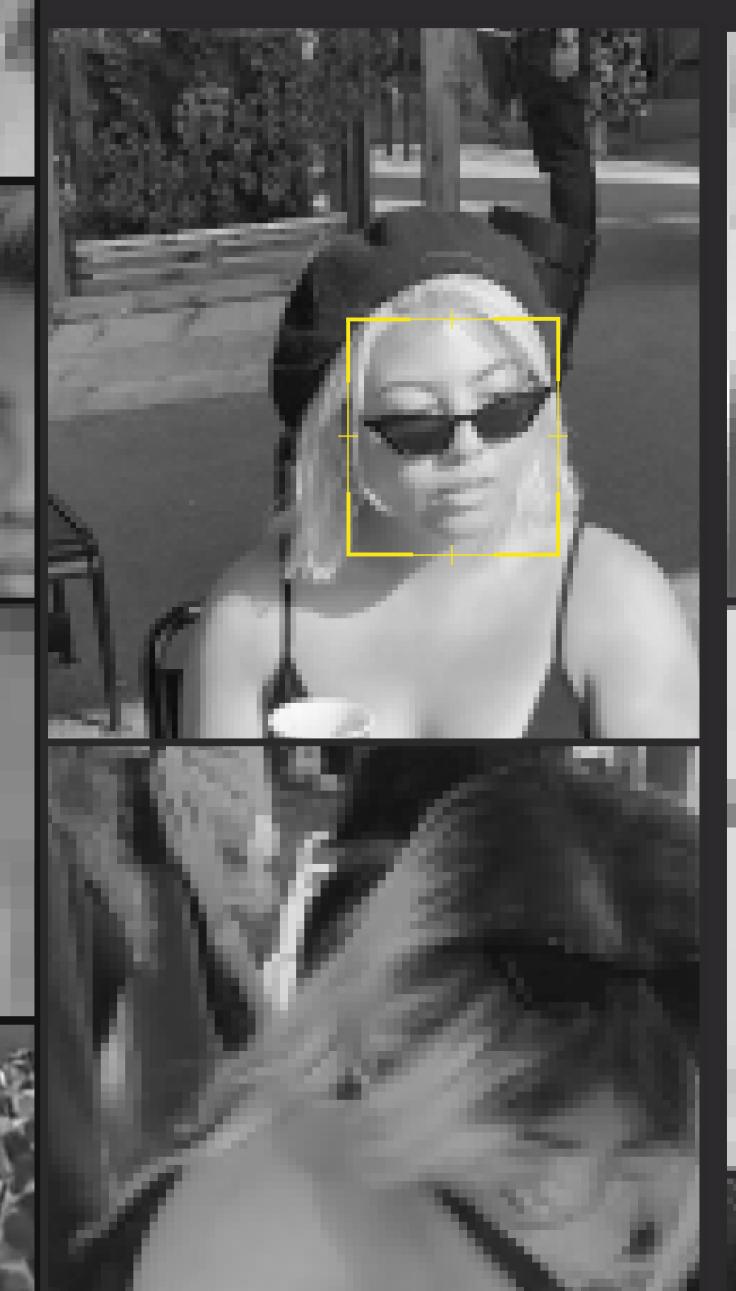


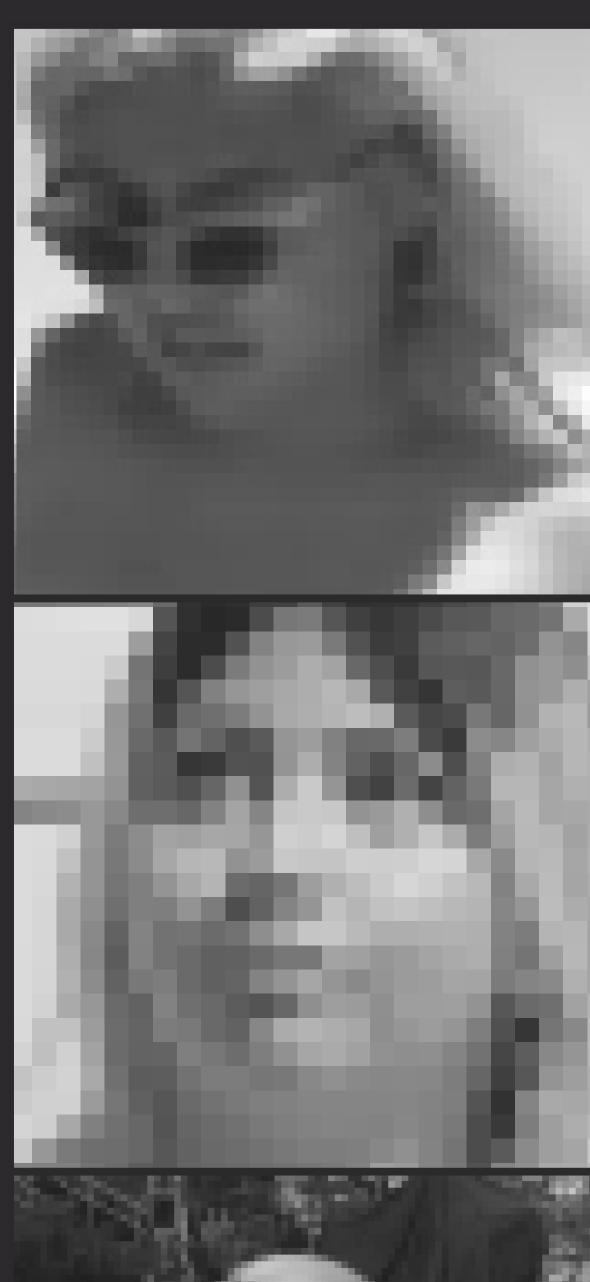
# Somebody's Watching Me

Infographic Poster September 2019 16 × 24in Using data collected from a single day in my life, Somebody's Watching Me visualizes the amount of surveillance cameras that I knowingly had seen and was seen by. This project was inspired by the conflict in Hong Kong regarding facial recognition cameras at the time of development.

## SOMEBODY'S WATCHING ME: 30 OVERHEAD DOME CAMERAS 4 BULLET CAMERAS 5 WALL-MOUNTED DOME CAMERAS There are an estimated 30 million surveillance cameras in use in the United States right now; As of 2016, there are 350 million worldwide. Currently there is one camera for every seven citizens, but the Chinese government hopes to have bring the ratio down to one camera for every two citizens by 2020 with advanced facial recognition. About 57% of those cameras are located in China alone.

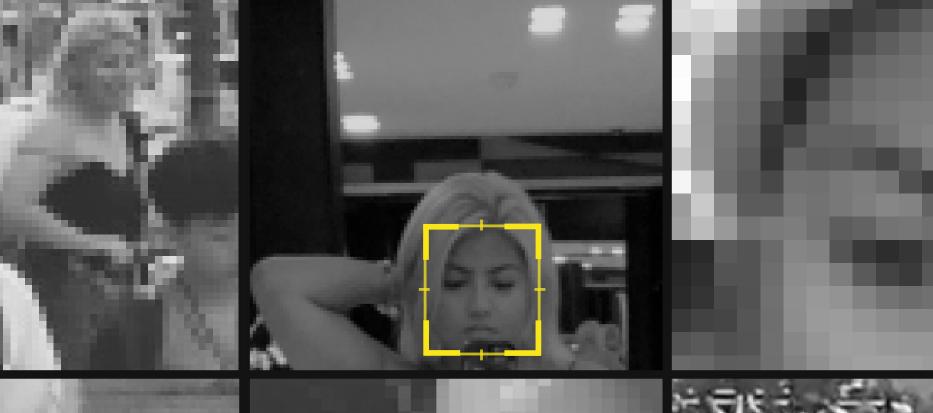






















30 OVERHEAD DOME CAMERAS

4 BULLET CAMERAS

5 WALL-MOUNTED DOME CAMERAS

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## Vatnajökull National Park Identity

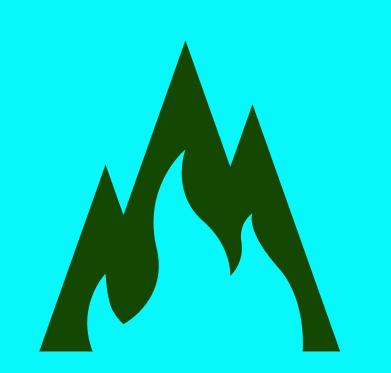
Location Branding Identity
October 2019

A World Heritage Site is a landmark or area with legal protection by an international convention administered by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Heritage List. The sites are designated as having "outstanding value" to humanity under the Convention Concerning the Protection of the World Cultural and Natural Heritage. To be selected, a World Heritage Site must be a somehow unique landmark which is geographically and historically identifiable and has special cultural or physical significance.

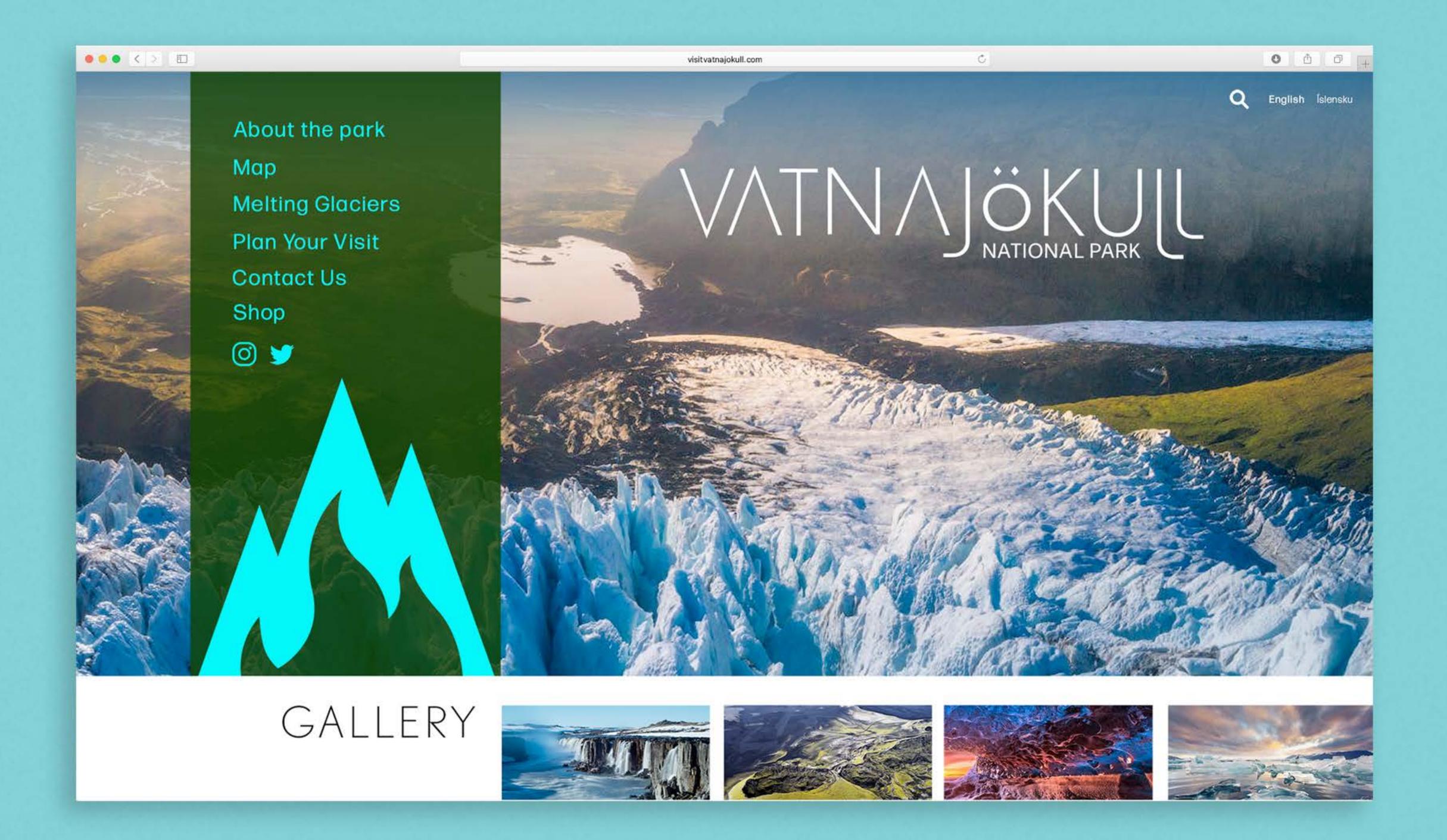
Known for its massive glaciers, ice caves, snowy mountain peaks, active geothermal areas, and rivers, Vatnajökull National Park is a protected wilderness area in south Iceland centered around Vatnajökull glacier. Its universal value as a place of indescribable natural beauty has secured its spot on the the UNESCO World Heritage List. My branding concept draws upon its sublime natural elements that fill its visitors with wonder and awe while still maintaining a graceful and polished personality.













Mr./Ms. Last Name Address City, State Zip Code

Dear Mr./Ms. Last Name,

V/TN/JÖKULL NATIONAL PARK

Vatnajökull National Park Skaftafellsstofa, 785 Öraefi, ICELAND

Jane Doe 65 Windfall Street Sewell, NJ 08080 United States e you to the grand re-opening ceremony of Vatnajökull National Park's ctober 26.

ation is for Members-only. Vatnajökull's cultural center has had the orking with MGSA Design to kickstart an exciting re-brand. On October results of this year-long collaboration. We invite you to celebrate with ember today and attend this exclusive Members-Only Event, which will less to the cultural center before it opens to the public, a cash bar, and nt. Bring your best moves and dance the night away with live music and Diggs, DJ Spinna, and DJ Dorrian Missick!

ilso enjoy a discounted ticket (or tickets, depending on your Membership mission to Vatnajökull and exclusive access all-year-round. Join now to ory discounts on our most popular Membership levels and receive a ft. Your Membership year promises perks like unlimited free admission tions, exclusive Members-only hours, and more.

Icoming you as a Member at Vatnajökull National Park on October 26.

Warmly,

Alexa Reyes Director of Graphic Design Vatnajökull National Park

Vatnajökull National Park, Skaftafellsstofa, 785 Öraefi, ICELAND Tel: +354 4708300 alexafreyes@vjp.is



#### **Alexa Reyes**

Director of Graphic Design alexafreyes@vjp.is +354 4708300

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#### Dead Malls

Book Design October 2019  $8 \times 5.5$  in The shopping mall has been a staple of American culture, peaking around the 1980s-1990s during a period rife with consumption. American success was embodied by the mall, booming with people meeting mass-produced product to create a moment of retail bliss as hundreds upon thousands of shopping centers would soon litter every suburban town in the country. As malls began to expand into areas of entertainment to accommodate the new demographic of teenagers, their efforts would soon be for naught, as an economic crash ravaged the United States during the retail apocalypse. Soon, the rise of online shopping and an eventual worldwide pandemic would drive the final nails of the shopping mall's coffin.

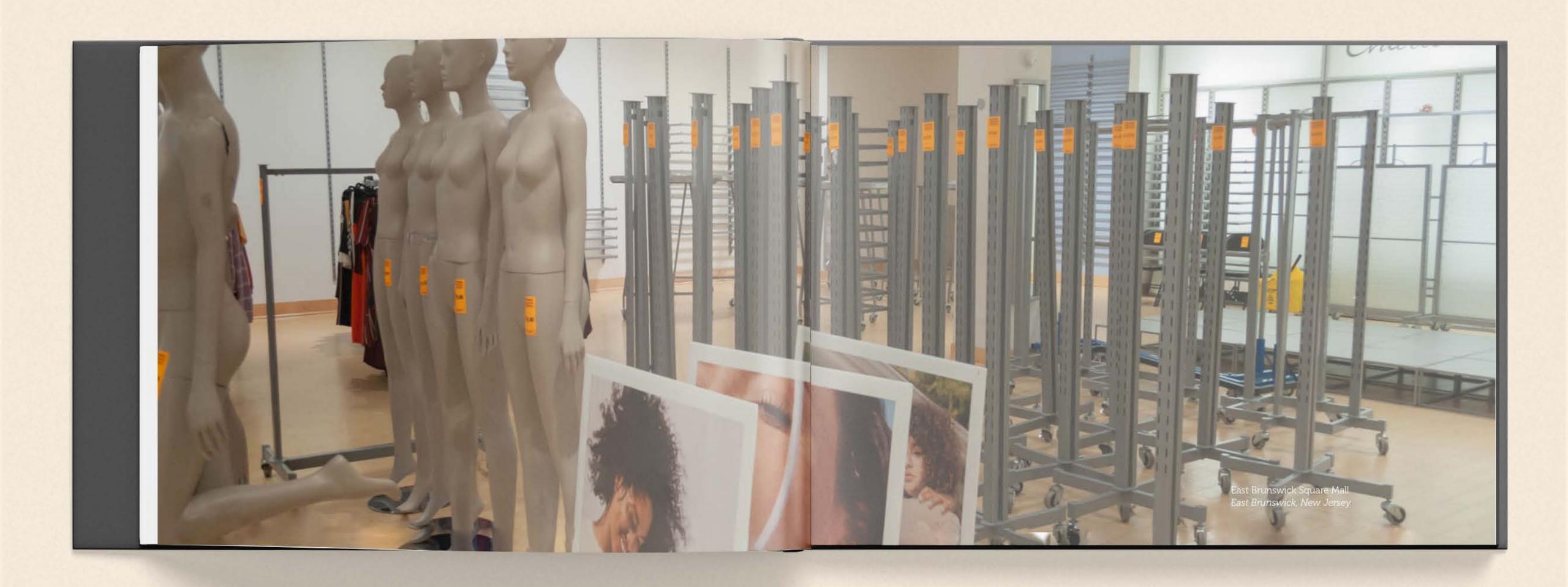
Inspired by the "Dead Mall" series by independent producer and filmmaker Dan Bell along with my own eperienced as a retail service worker, Dead Malls seeks to document both a collection and a moment in historty, as it encapsulates the exponential decline of the American mall and the evolution of capitalism in the 21<sup>st</sup> century.







Rolling Acres Mall Akron, Ohio

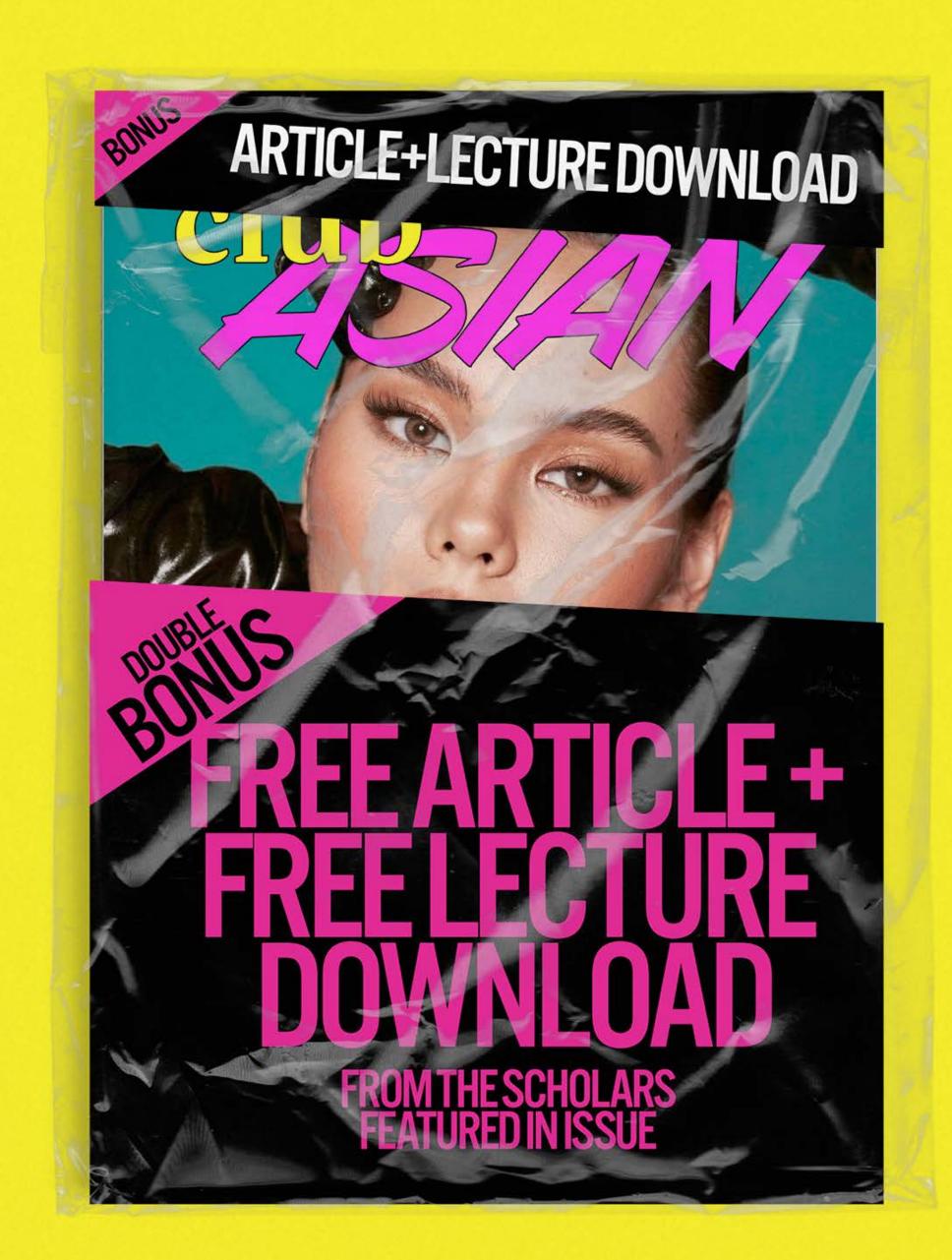




#### (new) Club Asian

Magazine February 2021  $8.5 \times 11$  in The Asian body has a very limited space it is allowed to occupy within Western media as a reault of tense intercontinental realtionships developed over hundreds of years in the contexts of war. Though Americans like to believe these harmful attitudes towards "Oriental" foreigners are a product of the past, it is more than obvious that these toxic sentiments linger within the modern everyday context of Western society.

(new) Club Asian aims to invite discussion and contront the long withstanding phenomenon that is the commodification of the Asian body in the global market. Its form draws from pornographic magazines that were extremely popular in the 1970s-2000s that would eventually evolve into the massive online porn archive, as they marked the beginning of the oversaturation of pornography in Western culture. Asian bodies have continually been perpetuated to be objects of White pleasure at the hands of Asian stereotyping avnd fetishization. Its satirical design is meant to subvert the expectations of a typical pornography viewer in an effort to confront one's own shortcomings as a consumer of persevering colonialism and thus inspire self reflection, education, and change.











## Souvenir Spoons Collected by The Fajardo-Reyes Family

Internet Archive and Poster September 2020 11 x 17 in In collaboration with Internet Archive, this growing collection of spoons is recorded to showcase a collection gathered over several years by a first generation Filipino-American family from New Jersey. Each souvenir utensil has its own story, own memory, and own journey from traveling anywhere between across the country or across the ocean.

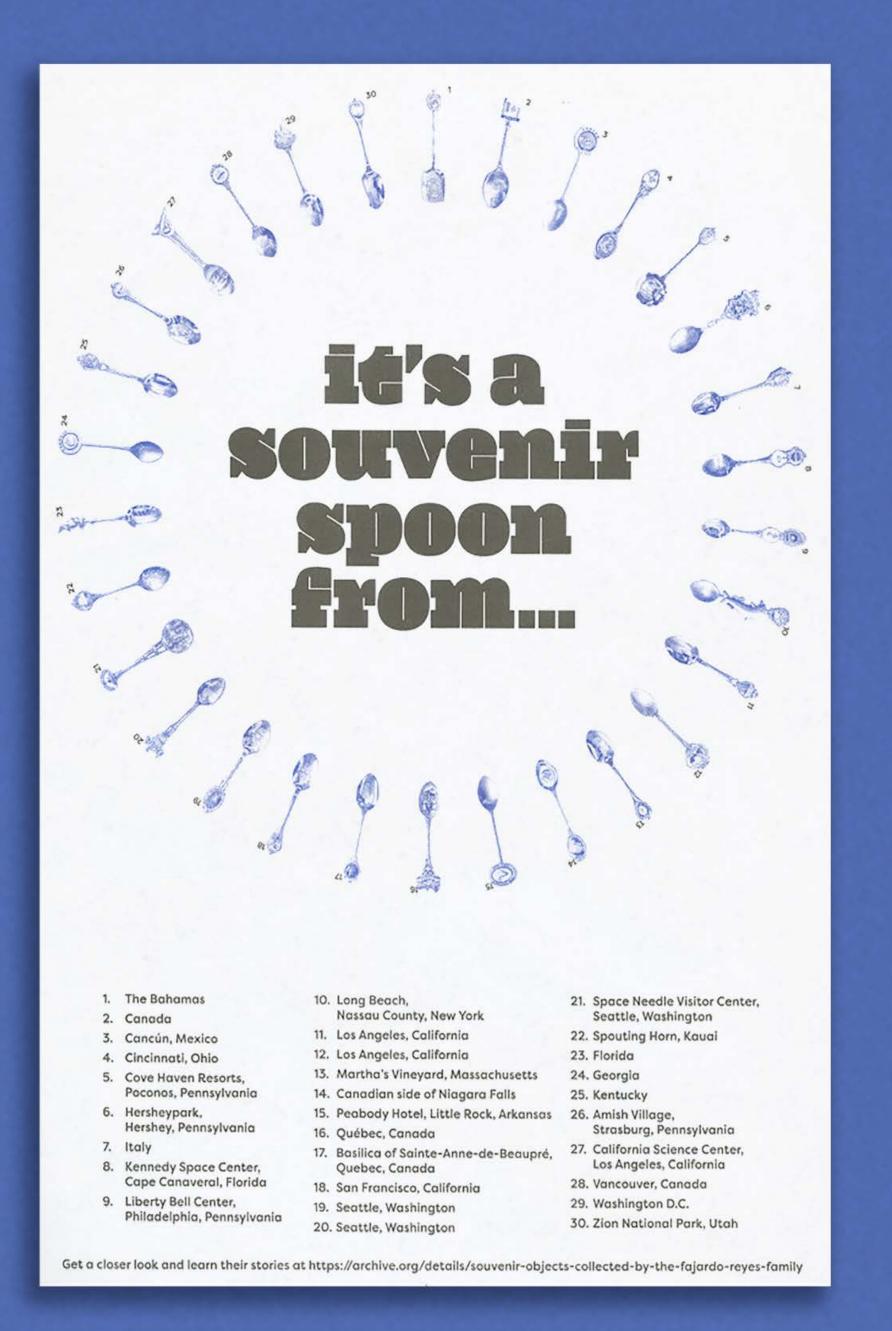
The poster is a risograph print promoting the archive and serves doubly as an index to easily view every spoon initally added to the collection.

# ie's mot

Souvenir Spoons Collected by The Fajardo-Reyes Family

A growing archive of the souvenir spoons collected over several years by a first generation Filipino-American family from New Jersey.

Alexa Reyes Rutgers University Fall 2020 Internet Archive



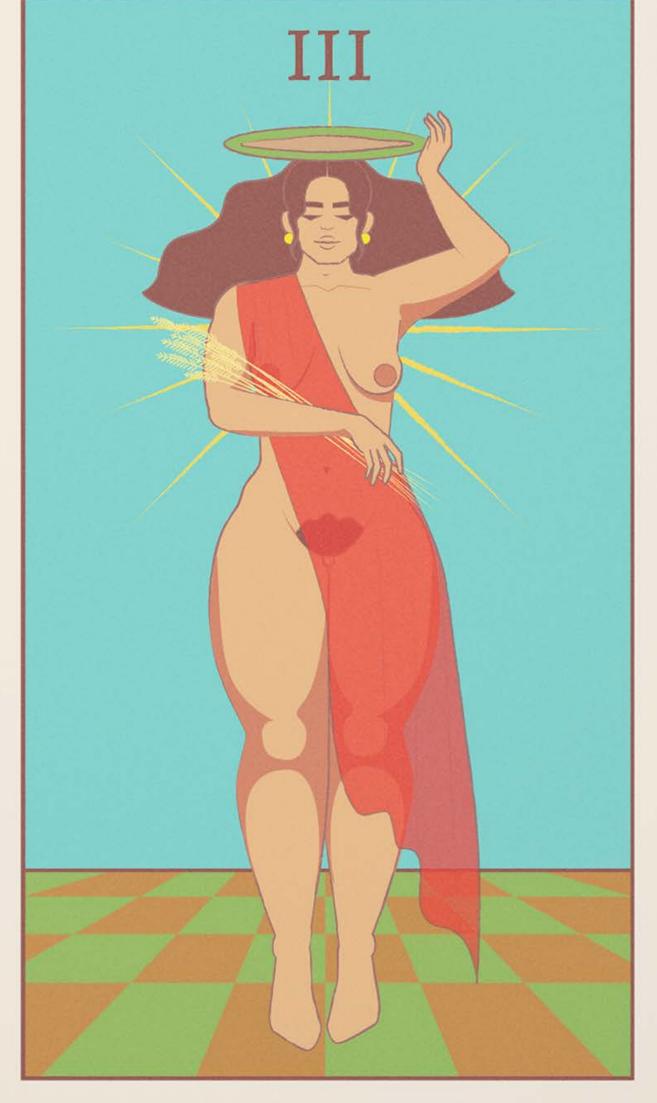
### Patnubay

Tarot Card Design Concept November-December 2020  $2.75 \times 4.75$  in I always struggled with my identity growing up as a first generation Filipino American because I was not taught my mother tongue, nor was I ever the stereotypical blonde-haired and freckled American girl the cartoons I watched and dolls I played with would idolize. As I grew up. I also came to realize that the way I understood and felt attraction was not the way my family necessarily outright advocated. This state of unending displacement in all aspects of my life festered for a long time, and my acceptance of those parts of me only came after much self research through queer communities online.

Patnubay stems from a lifelong struggle with two intersecting identities that felt like they would never cross paths: Filipino heritage and queerness. The space between them, caused by colonialist silencing efforts and loss of native culture due to immmigration, is closed by bringing queer narratives of indigenous Filipino mythology back into a modern contexts to be shared among future generations.



THE EMPRESS LAKAPATI
ANG EMPERATRIS GODDESS OF FERTILITY



ANG EMPERATRIS

THE STAR BATHALA ANG BITUON CREATOR OF UNIVERSE



ANG BITUIN

THE WHEEL OF FORTUNE ANG LIGID SA KATIGAYUNAN

THE BINUKOTS WARRIORS



ANG GULONG NG SUERTE

#### OUR STORY

ENGLISH

Long ago, there were grand stories of gods and warriors. The Indigenous people of the Philippines would look up to them for guidance and good fortune.

When the Spanish invaded their land, those stories were ripped from their tongues and silenced from their ears because they did not fit the Christian morals colonizers brought with them.

They hoped they would be lost to time, and for many, particularly Filipino-Americans, they were.

But not anymore.

#### KWENTO NATIN

TAGALOG

Noong una, may mga kwento ng mga diyos at mandirigma na may mahusay na kwento. Ang mga katutubo ng Pilipinas ay tumingin sa kanila para sa patnubay at magandang kapalaran.

Nang salakayin ng mga Europeo at Espanyol ang kanilang lupain, ang mga kwentong iyon ay napunit mula sa kanilang mga dila at pinatahimik mula sa kanilang tainga dahil hindi nila akma ang mga Kristiyanong moral na dinala ng mga kolonisador sa kanila.

Inaasahan nilang mawawala sila sa oras, at para sa marami, sila ay.

Pero hindi na ngayon.

#### **AMONG STORYA**

CEBUANO

Kaniadto pa, adunay daghang istorya sa mga diyos ug manggugubat. Ang mga Lumad nga katawhan sa Pilipinas maghangad sa kanila alang sa paggiya ug maayong kapalaran.

Sa pagsulong sa mga Katsila sa ilang yuta, ang kana nga mga istorya natangtang gikan sa ilang mga dila ug gipahilum gikan sa ilang mga dalunggan tungod kay dili kini angay sa mga Kristiyanong moral nga gidala sa mga kolonisador.

Gilauman nila nga mawala sila sa oras, ug alang sa kadaghanan, labi na ang mga Pilipino-Amerikano, sila mao.

Apan dili na.



## Chicago Humanities Festival Identity

Lecture Series Branding Identity February 2021 18 × 24 in The branding concept for the 2018 Chicago Humanities Festival draws from the theme of "Graphic!", where its definition goes beyond the typical visual association. Moments of disjointed and glitchy type call back to lecture topics such as the dark web and black market. The pairing of these elements along with bright, enticing colors reflects the bleak reality of what "graphic" can truly mean.

#### CH I CA GO H UMA NIT IE S F EST I VAL

R HIGHLY GRAPHIC MOMENT HAS WELCOMED EXCITING POSSIBILITIES OF INTRODUCED GREM REALITIES. WE HAVE IMMEDIATE, UNMEDIATED CASS TO EVENTS ACROSS THE WORLD-FROM THE TRACTO TO THE ANSCENDENT, EVEN-MORE-FREQUENTLY WE ARE EXPOSED TO THE TREMES OF CONTEMPORARY CULTURE, GRAPHIC LANGUAGE, GRAPHIC CLENCE, GRAPHIC SEXUALITY, EVEN GRAPHIC POLITICS ARE CREASINGLY THE NORM, SOME WORRY THAT THE NET EFFECTS OF IS OVERLOAD IS A COARSENING OF OUR BULTURE AND BEHAVIORS:

LEGAL JUST TOO MUCH, YOU OFTEN AND VERY, VERY LOUD.

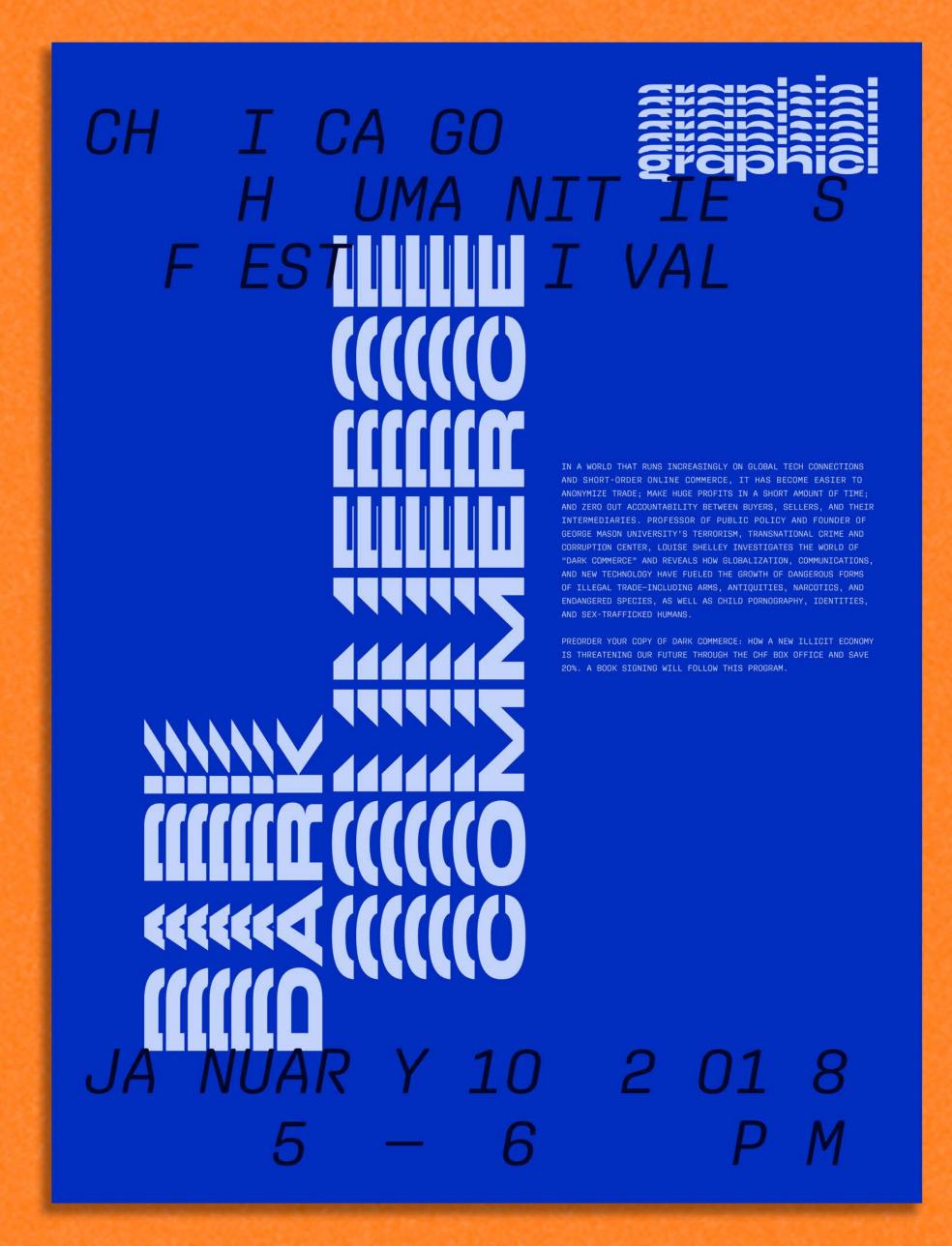
CRAPHIC: WELL SONSEDER DUR RAPIBLY EVOLVING VISUAL SOCIETY, CHARTING ITS EXPRESSIONS, FOTENTIALS, AND LIMITS, WE'LL LOOK AT HOW THE GRAPHIC IS REDEFINING COMMUNICATION AND RESHAPING BUSINESS AND TECHNOLOGY, WE'LL CELEBRATE NEW EXPLORATIONS ACROSS THE CRAPHIC ARTS: FROM PAINTING AND PHOTOGRAPHY, TO VIDEOGRAPHY, AND TYPOGRAPHY, WE'LL EXAMINE THE EXTREMES DE OUR MOMENT, AS WELL AS EFFORTS TO FUSH BACK AGAINST THE BARE-IT-ALL MINDSET OF GRAPHIC CULTURE. AND, WE'LL SEEK TO UNDERSTAND WHAT IMPACT ALL OF THIS IS HAVING BOUR BRAINS. BUR

T HE YEA R OF

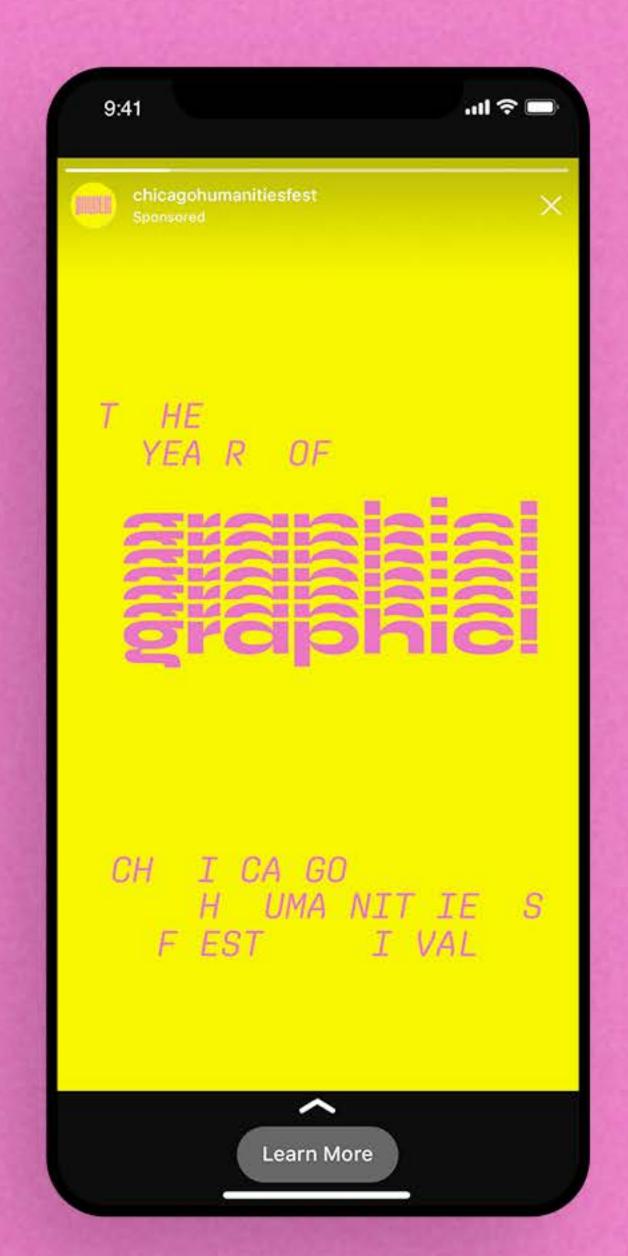
THE STATE OF THE S

WE ARE VISUAL CREATURES LIVING IN GRAPHIS TIMES. JOIN US ALL YEAR TO LEARN WHAT IT MEANS.









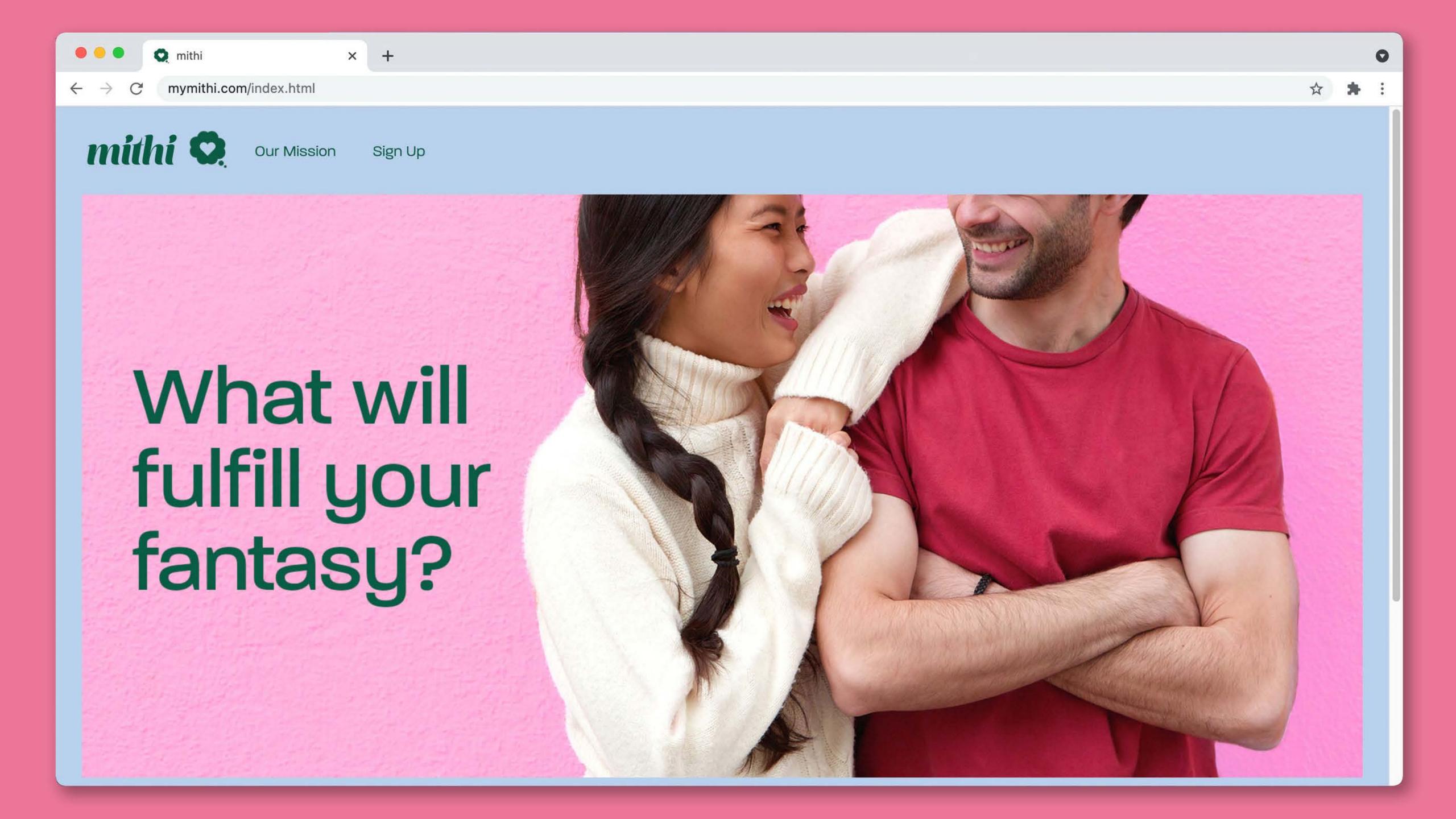


#### mithi

Dating Website
Concept and Design
November-December 2020

"mithi" is a satirical dating website inspired by and commenting on the practice of mail order bride services and the effects of colonialism that persist in normalized racism and sexism. "mithi" explores how the Asian American — and more specifically Filipino-American — experience is defined by struggles to conform to stereotypes such as caretakers and sex objects. As anti-Asian acts of violence run rampant amidst the global pandemic, simultaneously the Asian American is expected to maintain their role as the model minority, timidly accepting the treatment forced upon us and falling back into the hands of imperialism. Stemming from a wide range of systems, from the global market to the family, these limiting roles interact with one another and function like an ouroboros, a toxic cycle perpetuated by those closest to us so that we attract people who will fulfill the role of supervisors to keep us within our accepted boundaries. "mithi" is meant to show how these expectations manifest themselves within our family, social, and work life and the way it seeps into everything we do.

To further drive these concepts of unattainable perfection through stereotyping and racial biases, the program and project "thispersondoesnotexist.com" was used to source the profile pictures for the example matches. Other photos utilized in the site are similarly sourced from generic stock, again calling to the commentary of artificial relationships and states of existence.







Our Mission

Sign Up

×

#### Get everything you ever wanted.

#### **Our Story**

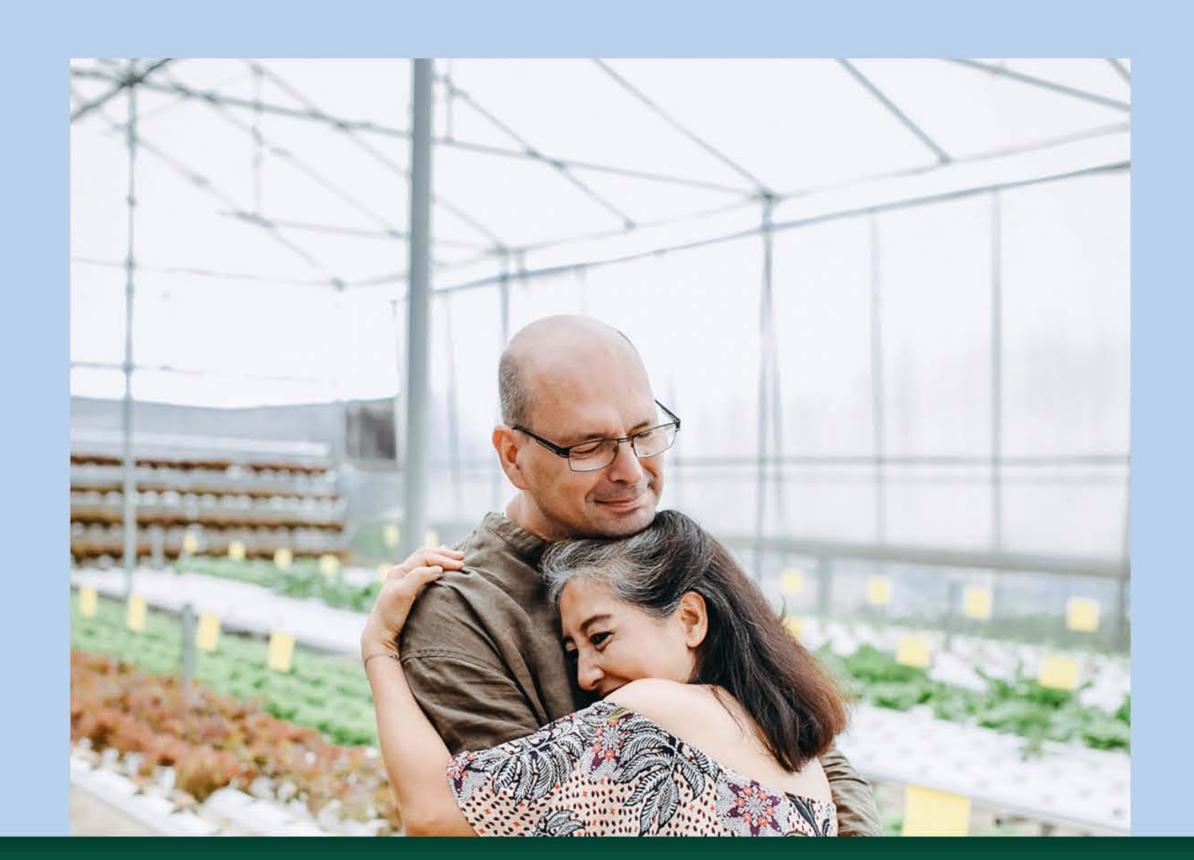
In a world where everything you could ever want is at the tip of your fingertips, it still seems so hard to find just the right person who checks off every box. *mithi* is a networking service that collects the perfect matches for your every need to fulfill your greatest desires.

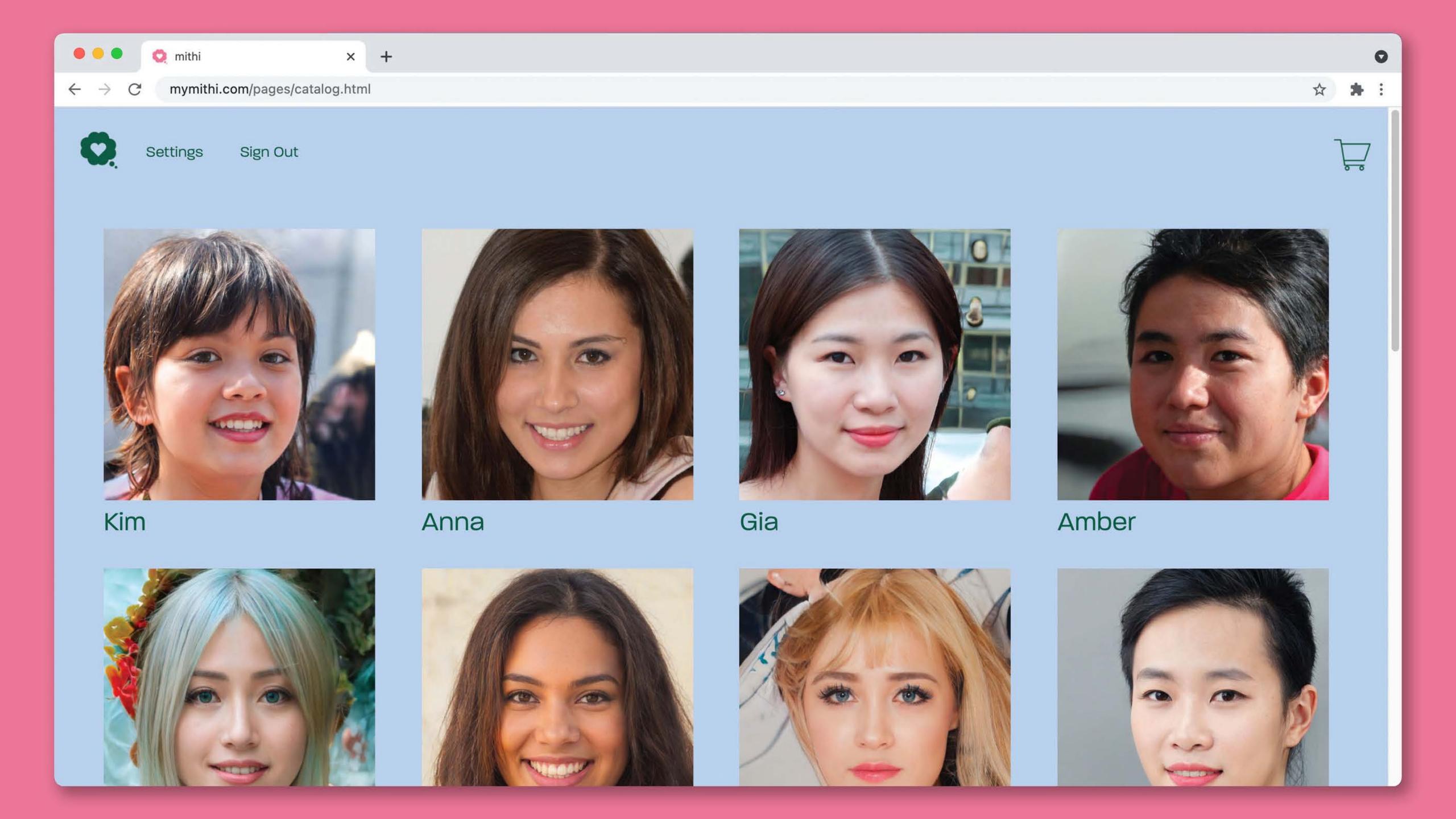
Founded by Alexa Reyes, *mithi* is a product of the exploration of the greatest desires from Asian women:

"Growing up as a Filipino-American woman, I found myself being blessed with the highest of expectations, because everyone around me knew of my true capability. My parents sacrificed so much and worked so hard to provide an incredibly privileged life, so the very least I could do was be the perfect daughter — the Facebook status brag of their dreams."

Things don't always go as planned though. "Growing up with the expectations to be beautiful, and smart, and happy, and sexy felt so unattainable when my peers around me were doing it all so effortlessly." That's why *mithi* is here to take away the uneasiness of that chance away from anyone else who is still yearning for that perfect person. "I knew I wasn't able to be their perfect match, so I decided to create a service that could find theirs."

Here at *mithi*, it's never enough to settle for less or just be grateful. You deserve the ideal





Thank you for choosing



Redefining mail-order companion service since 2021

## Thank you!