

ProjectPortfolio

Branding : Packaging : Experiential Design

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Hi! I'm Ronnie!

At 1991 Design, I specialize in branding, packaging, and presentations that resonate. Every brand has a unique story to tell, and my goal is to bring those stories to life through designs that are as strategic as they are stunning. Whether it's creating cohesive visual identities or designing packaging that turns heads, I'm passionate about the people behind the brands and connecting them with their audiences through thoughtful, purposeful design.

With over nine years of industry experience, I've had the privilege of partnering with renowned brands like OkayPlayer, Mixed Chicks, Hello Sunshine, Taliah Waajid Brand, Coca-Cola and Fashion Bomb Daily. These collaborations have refined my expertise and reinforced my belief that exceptional design is not just about aesthetics—it's about telling stories that captivate, engage, and inspire.



Spotlight

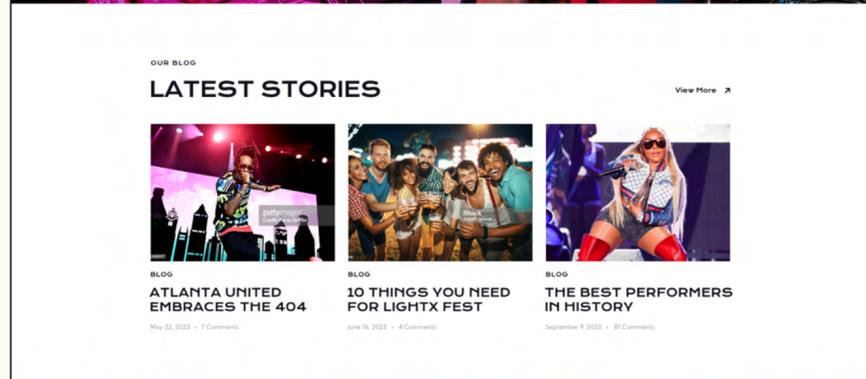
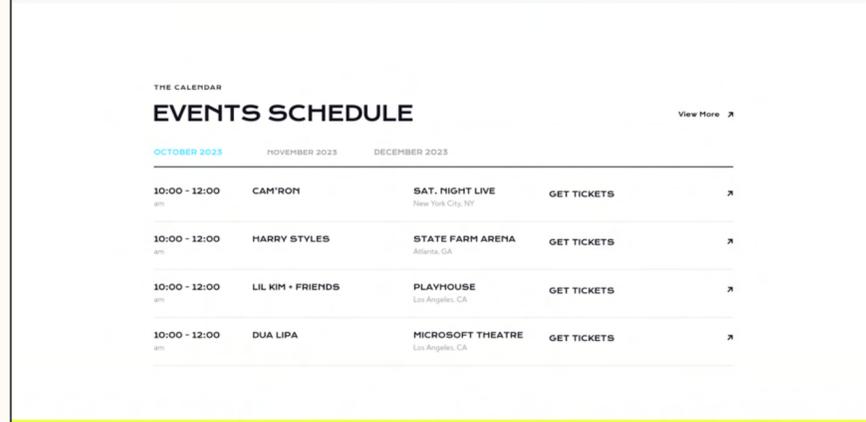
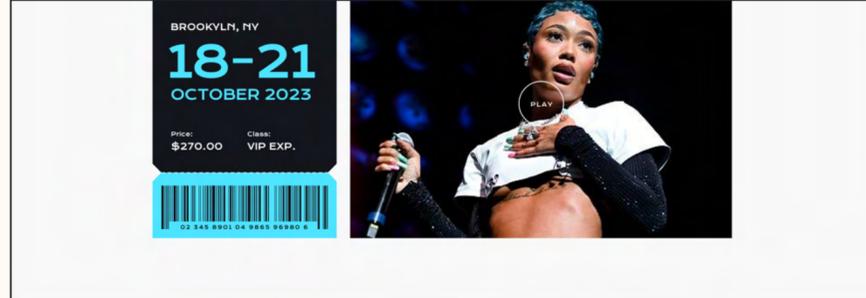
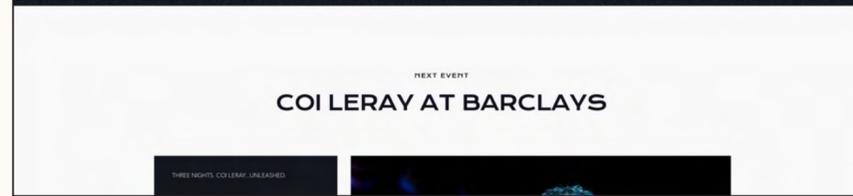
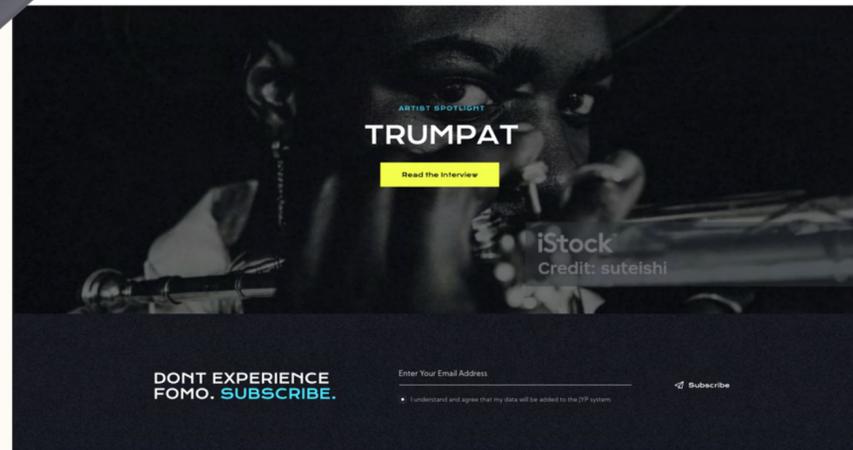
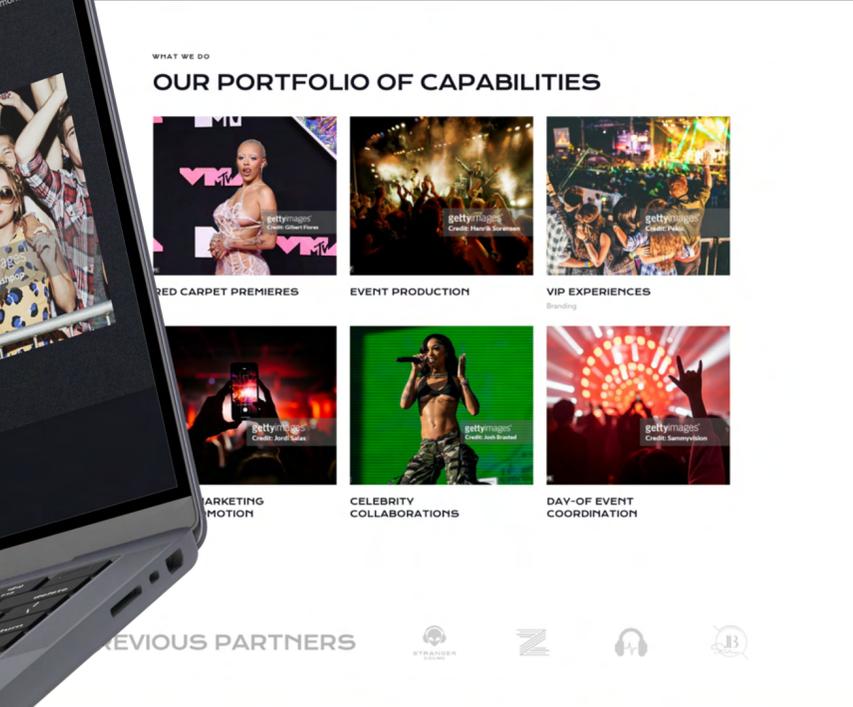
Hotel Courte Claire

Branding & Collateral Assets



Spotlight

Jacob York Presents
Event Website

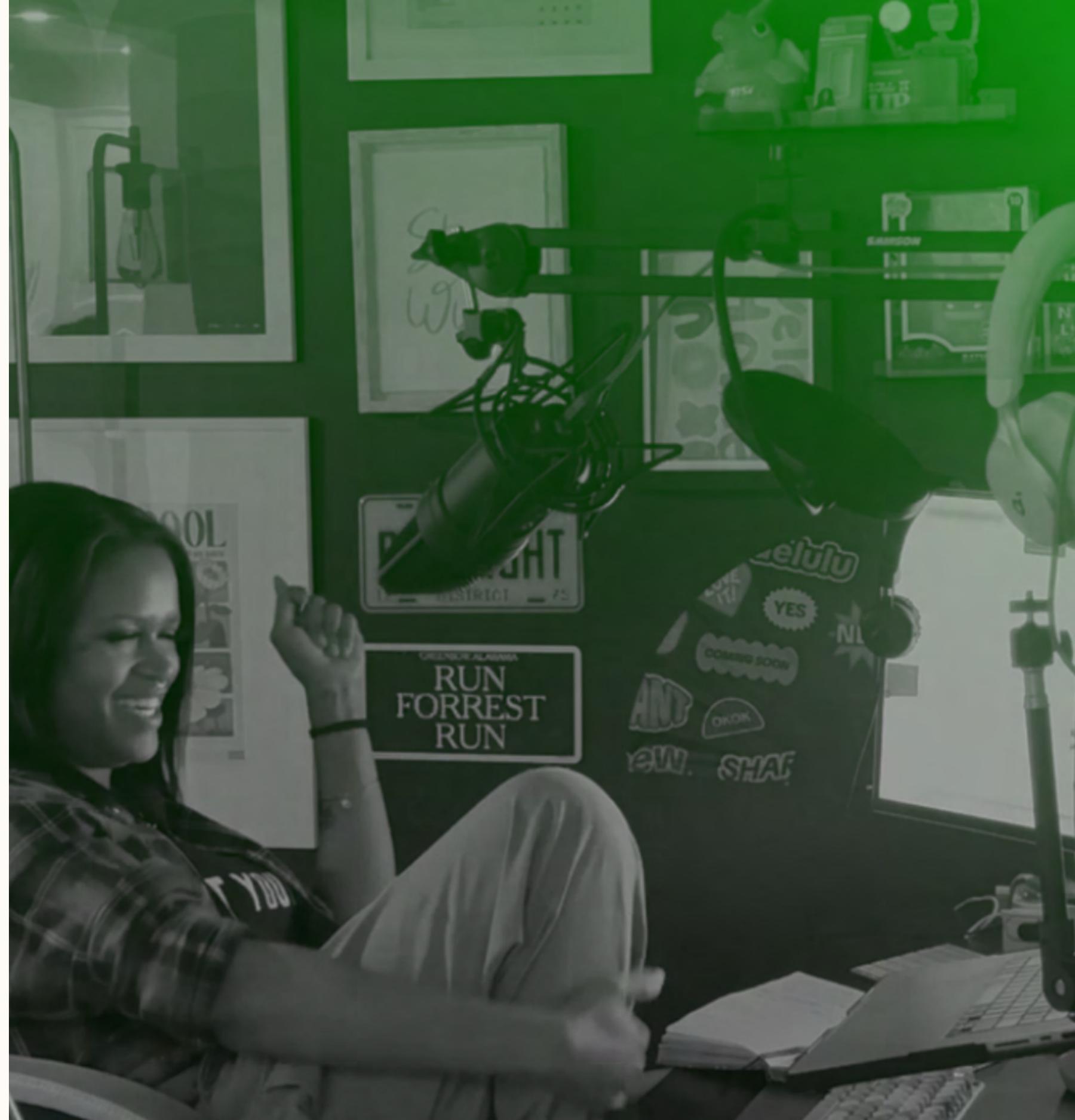


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Why Work With Me?

When you work with me, you're not just hiring a graphic designer—you're partnering with a problem-solver who combines technical expertise with creative vision to craft strategic, innovative solutions. I take the time to listen, meticulously organize details, and deliver designs that stand out while serving a clear purpose. My process is built on thoughtful communication, attention to detail, and a commitment to fostering strong, lasting relationships that grow alongside my clients' success.

Whether leading a project or collaborating as part of a team, my goal is simple: to make your life easier and help you scale your business, knowing your design needs are in capable hands. Let's embark on this journey together and create something impactful.



The Process

My approach goes beyond creating something beautiful — it's about building a clear, strategic path that guides every step of the project. From onboarding to offboarding, each phase is designed to keep things organized, collaborative, and purposeful. Together, we'll uncover your goals, translate them into creative direction, and develop deliverables that work across every touchpoint.

■ Onboarding

Every project begins with a smooth setup. You'll receive access to a client portal — a central hub for timelines, presentations, calls, and feedback. This keeps everything organized and transparent from day one.

■ Discovery & Strategy

We'll start with a strategy session to dive into your goals, audience, challenges, and vision. From these insights, I'll create a strategic foundation and creative direction to guide the work ahead.

■ Design & Develop

With strategy in place, I'll move into creating the core deliverables — visuals, content, layouts, or campaigns. This is where ideas begin to take shape and align with your objectives.

■ Presentation

You'll be presented with a clear, streamlined concept or solution supported by visuals and context. We'll review together, and any refinements will be made to ensure the work feels aligned and effective.

■ Touchpoints

Once approved, I'll extend the work across the agreed-upon touchpoints — this may include print, digital, packaging, collateral, or campaigns. Each piece will be delivered for review and adjusted as needed.

■ Offboarding

At project completion, you'll receive all final files and documentation, plus any guidelines needed to keep everything consistent moving forward. This ensures you have the tools to confidently maintain and use the work.



Testimonial

Ta'Ron at 1991 Design is an absolute gem to work with! She's incredibly knowledgeable, highly professional, and communicates effectively every step of the way. We had a tight deadlines for a major retail launch and she delivered exceptional packaging designs that exceeded our expectations. I highly recommend her for anyone seeking a talented, reliable graphic designer who truly understands the importance of quality and collaboration.

Marsha J.L., Sinerji Beauty

Case Study

Mixed Chicks @ 2025 WNHS

Lenticular Wall Design

The Result

The finished booth was both functional and unforgettable. As attendees moved through the show floor, the lenticular wall created a striking visual effect that stopped traffic, invited interaction, and elevated the Mixed Chicks brand presence at WNHS 2025.

Key Takeaway

Pushing design boundaries often means stepping into the unknown. With no blueprint for this lenticular execution, I relied on curiosity, precision, and trusted collaboration to turn a spark of inspiration into a show-stopping reality. The result proved that bold ideas, backed by research and the right partners, can transform a booth into an unforgettable brand experience.

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The Challenge

Mixed Chicks wanted their booth to stand out with a high-impact, lenticular design. The only problem? There were no real guides, templates, or tutorials available on how to achieve this effect for a booth environment.

The Process

I started with research, digging into how lenticular printing works and what it would take to scale it up for a trade show build. I collected precise measurements of the booth wall and consulted with a trusted print partner, Trinh Tran of Elevate Graphics, to make sure the concept could be executed flawlessly. Together, we problem-solved the technical aspects, from file setup to print specifications, ensuring the design would shift seamlessly as attendees walked by.

Real-life structure on show site



Concept in Adobe Illustrator



Watch the Video

Spotlight

Reese's Book Club x Taco Bell

SplashThat RSVP Page



You're Invited!

Join us for some books and bites as we celebrate the countdown to Reese's Book Club's 100th pick and Taco Bell's new Cantina Chicken Menu! Come for the food, stay for the opportunity to connect with your favorite RBC authors, talent, and content creators through fun programming, surprises, and swag.

The Details

Saturday, May 25th

12:00PM to 4:00PM

Casita Hollywood
1323 Highland Avenue
Los Angeles, CA 90028

Exciting Panels and Interactive Experiences To Be Announced!

RSVP Required Below

18+

Limited Capacity. First Come First Served.

What's On The Menu?



Cantina Chicken Soft Taco

The Cantina Chicken Soft Taco is made with a warm flour tortilla filled with slow-roasted chicken, Avocado Ranch sauce, lettuce, shredded purple cabbage, freshly prepared pico de gallo and cheddar cheese.



Cantina Chicken Quesadilla

The Cantina Chicken Quesadilla is made with slow-roasted chicken, Creamy Chipotle sauce, three-cheese blend grilled inside and out. Served with a side of guacamole and reduced fat sour cream.



Cantina Chicken Burrito

The Cantina Chicken Burrito is made with double the slow-roasted chicken*, Avocado Ranch sauce, Creamy Chipotle sauce, lettuce, shredded purple cabbage, freshly prepared pico de gallo, and cheddar cheese inside a grilled flour tortilla.

*As compared to the Cantina Chicken Soft Taco.

To check out the full Cantina Chicken Menu, visit the Taco Bell app and make sure to also sign up for a Taco Bell Rewards account!

LEARN MORE

Scheduled Program

12:00 PM

Doors Open

About Our Partnership

We're bringing together two communities who share a passion for delicious stories and spices (aka book lovers and foodies), to create a midday lunch moment that'll help you channel your main character energy. You won't want to miss it!



Know Before You Go

EVENT REGISTRATION

Please Note: This event has limited capacity, and entry will be granted on a first come, first served basis. Once capacity is reached, no additional ticket holders will be admitted to the event venue. Registering for a ticket does not guarantee entry if capacity is reached before your arrival. Please note, only the first 60 people who are confirmed as RSVP'd in line will be guaranteed admission. The first 100 will receive swag from Reese's Book Club & Taco Bell. We recommend arriving early to secure your spot. Thank you for understanding.

All events, personalities, appearances, venues, dates and times are subject to change without notice. Upon arrival, you will be asked to show proof of registration for entry (present your Splash email confirmation) and proof of being a Taco Bell Rewards Member by simply showing your Rewards dashboard in the Taco Bell app at the door. Not a Taco Bell Rewards Member? [Download the app for free and sign up today.](#) We ask that you use the same email address to register for both. Event organizers reserve the right to refuse admission and to revoke the ticket at any time.

RSVPS CLOSED

FAQ

PARKING

We highly recommend ride-sharing whenever possible. However, there is complimentary limited valet and metered street parking for attendees on a first come, first served basis.

IS FOOD PROVIDED?

Complimentary Taco Bell Cantina Chicken menu items will be provided as well as festive mocktails, while supplies last.

ADMISSION

Upon arrival, please present your Splash confirmation email as well as proof of being a Taco Bell Rewards Member by simply showing your Rewards dashboard in the Taco Bell app. We ask that you use the same email address to register for both.

Please note, the first 60 in line will be guaranteed admission. The first 100 will receive swag from Reese's Book Club & Taco Bell.

BAG POLICY

Yes, security will be checking all bags thoroughly, so please plan accordingly and arrive with ample time to check in. To avoid waiting, clear bags are always helpful.

LIMITATION OF LIABILITY

Event organizers and all their affiliates, including but not limited to Hello Sunshine and Taco Bell, assume no responsibility and shall have no liability for any injury, damage to or loss to ticket holder's person or property in connection with the event and while on the premises, including but not limited to a ticket holder's vehicle. Holder voluntarily assumes all risks and dangers incidental to the event for which the ticket is issued, where occurring prior to, during or after the event.

INCLEMENT WEATHER / OTHER LOSS

Event organizers shall have no responsibility, financial or otherwise, for event cancellation or interruption due to inclement weather or other acts beyond its control. Event organizers will not be liable to refund travel expenses in case of cancellation due to inclement weather or other acts beyond its control. Event organizers are not responsible for lost or stolen articles at the event.

RIGHT TO USE YOUR NAME, VOICE, IMAGE AND LIKENESS

For good and valuable consideration, by registering, holder grants Event organizers and their affiliates and licensees the irrevocable, transferable, perpetual right and license to publish, print, display, record and use (by photograph, film, tape, aural devices and any other method or device) the Holder's name, voice, image and likeness while at the Event (the "Recordings"), and use such Recordings for any and all purposes, in any and all media now known or hereafter devised. Holder waives all rights to any claims for payment or royalties in connection with any use of the Recordings and any right to inspect or approve the use of Recordings.

Holder is hereby fully informed of holder's consent, waiver of liability, and release before registering for or entering the Event and that the Event will be an area where photography, audio, and video recording will occur. If holder does not agree to any of the foregoing, holder must not enter the Event.

HEALTH + SAFETY

An inherent risk of exposure to COVID-19 exists in any public space where people are present. By attending this event, you expressly agree to comply with any and all rules and safety guidelines put in place by the event organizers, and voluntarily assume all risks related to exposure to COVID-19, waiving all claims and potential claims against the event organizers and their affiliated companies & parties relating to such risks.

Spotlight

Blasphemy Wines

Label Design & Landing Page



Spotlight

NCNW Tradeshow
Entrance Unit Design



Spotlight

Braidcation

Brand Identity & Label Redesign



Services

Investing in your creative is more than just an aesthetic choice—it's a strategic decision that drives business growth. Great design establishes credibility, enhances brand recognition, and creates a lasting impression on your audience. It helps communicate your values, differentiate you from competitors, elevate your brand and contribute to increased revenue.

Business Branding

- Brand Strategy & Positioning
- Logo Design & Visual Systems
- Typography & Color Palette Development
- Style Guides & Brand Books
- Brand Refresh & Rebranding

Event Branding

- Comprehensive Event Visual Identity
- Custom Signage & Wayfinding
- Stage & Backdrop Graphics
- Event Collateral (Badges, Tickets, Swag)
- Digital & Social Media Graphics for Events

Packaging

- Product Packaging Strategy
- Custom Packaging Design & Mockups
- Label Concept & Design
- Limited Edition & Seasonal Packaging
- Print & Production Coordination

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xoBeauty by Joseline Hernandez
Label and Packaging Design

Case Study

World Natural Hair, Health & Beauty Show Rebranding the 'Face' of the Show

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The Challenge

The World Natural Hair Show needed a refreshed face for its identity — one that could represent a vast, diverse audience. In the past, real models were used, but this approach often created logistical issues and limited inclusivity. The show required a timeless image that could evolve year after year.

The Process

During a personal exploration into Afrofuturism and surrealism, I designed an abstract image I called the “mystery woman”: an unrecognizable, yet confident figure with geometric shapes emerging outward. She symbolized infinite possibilities — she could be anyone, and anyone could be her.

I shared the concept with designer Jason Nelson of Metro Ad Men, whose creative execution and mentorship elevated the design to the next level. Over the next few years, Jason and I collaborated to adapt her styling with each season's theme while maintaining her essence.

The Result

The “mystery woman” became the enduring face of the World Natural Hair Show. Instantly recognizable, she embodies the creativity, diversity, and confidence of the women who attend. Her presence has anchored the show's identity, offering a face that is universal, iconic, and ever-evolving.

Key Takeaway

Strong design is both visionary and collaborative. What started as a personal experiment transformed — through partnership, iteration, and cultural resonance — into the lasting symbol of a global brand.



Original Concept



1st Transformation



Later Version



Current (2026) Version

Spotlight

The Mark Jackson Show
Brand Identity & Media Deck



Testimonial

The banners for our stage were absolute art pieces that elevated the event in every way. The details within the imagery felt intentional and artistic. I couldn't have pictured it better myself. The banners truly set the tone for the entire event and the design perfectly complemented the vibe. She also turned the work around quickly and was responsive. This was not my first and won't be my last time calling T.

Ais Y., R&B Soul Picnic



Ready to Work?

Thank you for taking the time to review my portfolio—I truly appreciate it. Every project in there reflects not only the work I've done but also the thought, strategy, and creativity I bring to every collaboration.

If you are ready to work with me? Just click the button below to complete my inquiry form! I'll respond via email within 48 hours.

Looking forward to hearing from you!

Let's Rock & Roll!



Ta'Ron 'Ronnie' Joyner

taronjoyner.com

404.947.1174 (c)