

Portfolio

Landen Saunders

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

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 unhealthy. 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.

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.

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

WAGE
FASH
GLUB



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WAGE
FASH
GLUB

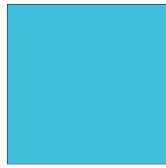
The separate screen printing designs. Registration marks were added as well for printing alignment.

BRANDING

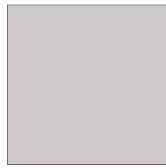
I created branding assets for Wage Fashion Club, a streetwear brand I was developing using the color palette below. This includes the following assets which are an upper center chest logo, a neck tag, and a shirt graphic.



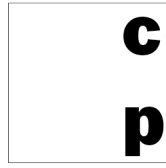
090C08



42BFDD



CFC9CC



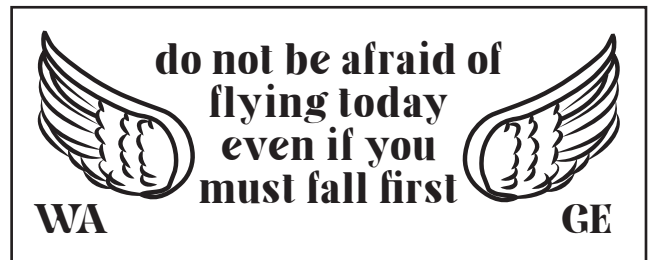
FFFFFF

**color
palette**

upper center chest logo



neck tag



WAGE



graphic shirt print

FASH. CLB.



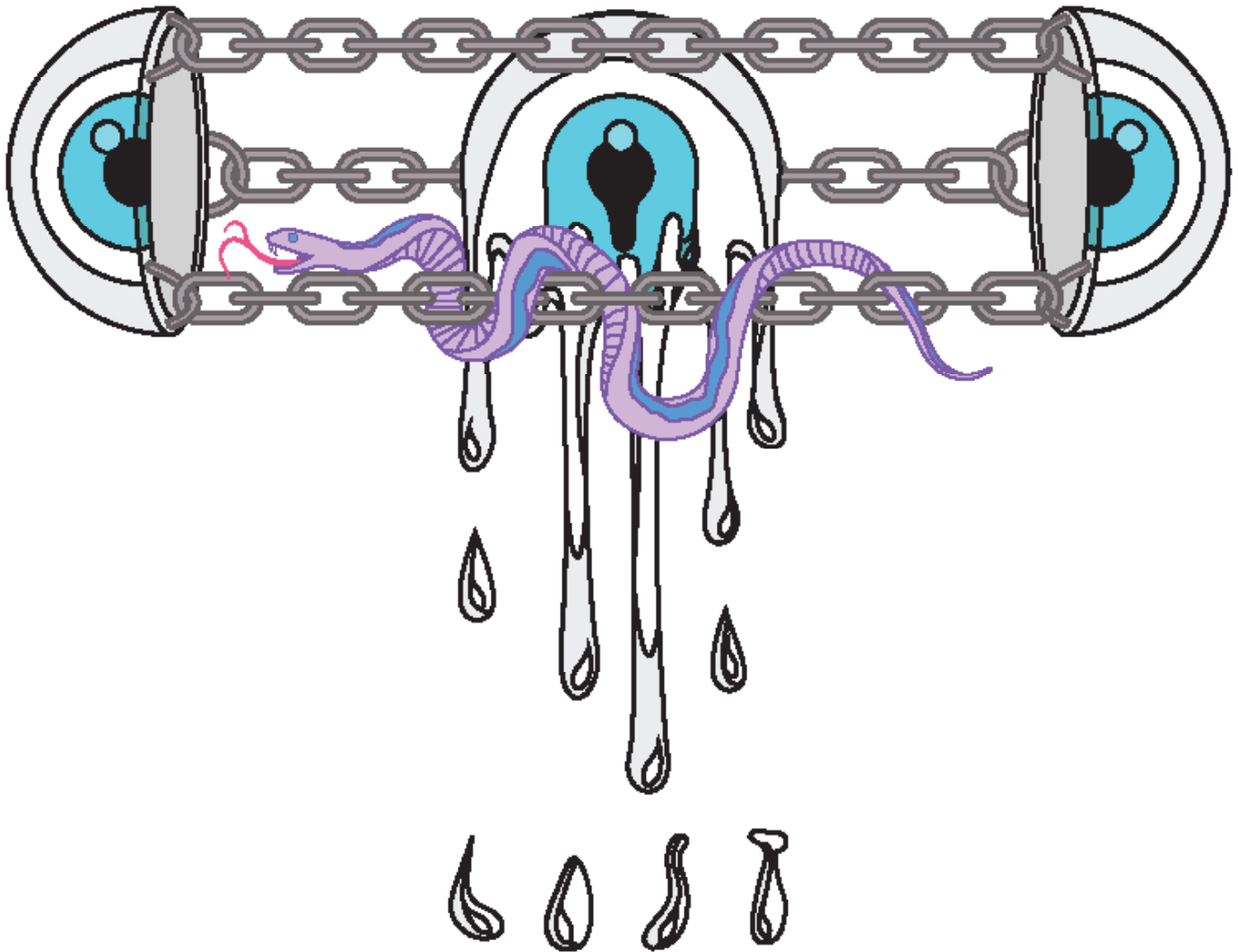
ILLUSTRATION

SNOWDROP NURTURING CARNATION:

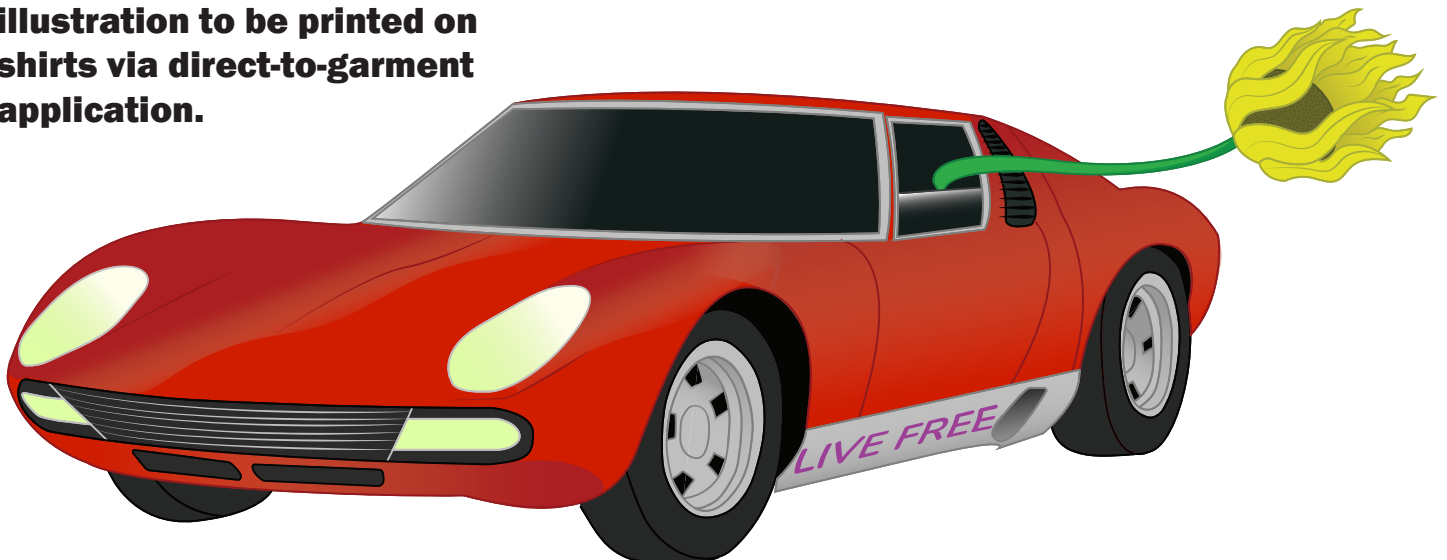
Commissioned illustration that is depicting growth. Used client's birth flowers with snowdrop flower as an older persona helping to nurture and grow the carnation. This was reflective of the client's coming of age during his current life stage, and the introduction of his new identity.



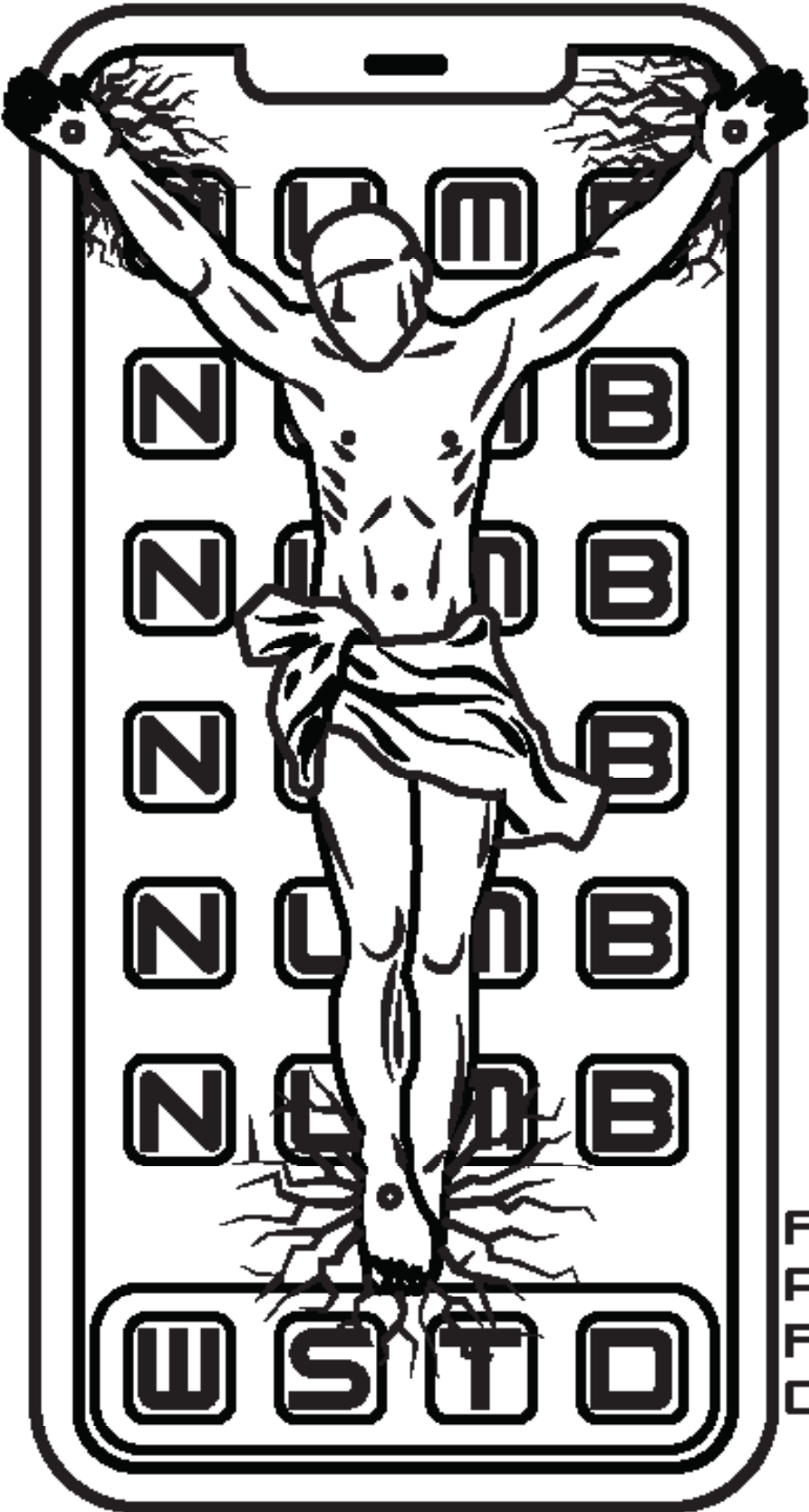
DRIPPING EYE: This was a commissioned illustration. The client had seen other eyes that I had done and had wanted something similar. This piece attempts to communicate the loss of present moment when shackled by the fear of the future or dwelling on the past. The shading and highlights are harsh because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



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



PHONE CRUCIFIXION: This illustration was intended for use on a graphic shirt, application via screen printing. The design attempted to convey the cost of digital living. At times it seems that you are sacrificing your life.



FOR
ARTISTIC
PURPOSES
ONLY.

PORTFOLIO LANDEN SAUNDERS

garment portfolio

design

sketching

pattern making

cutting + sewing

DRESS DESIGN

asymmetric double circle skirt with princess bodice and open back.



08704114522

POLAROID® 3

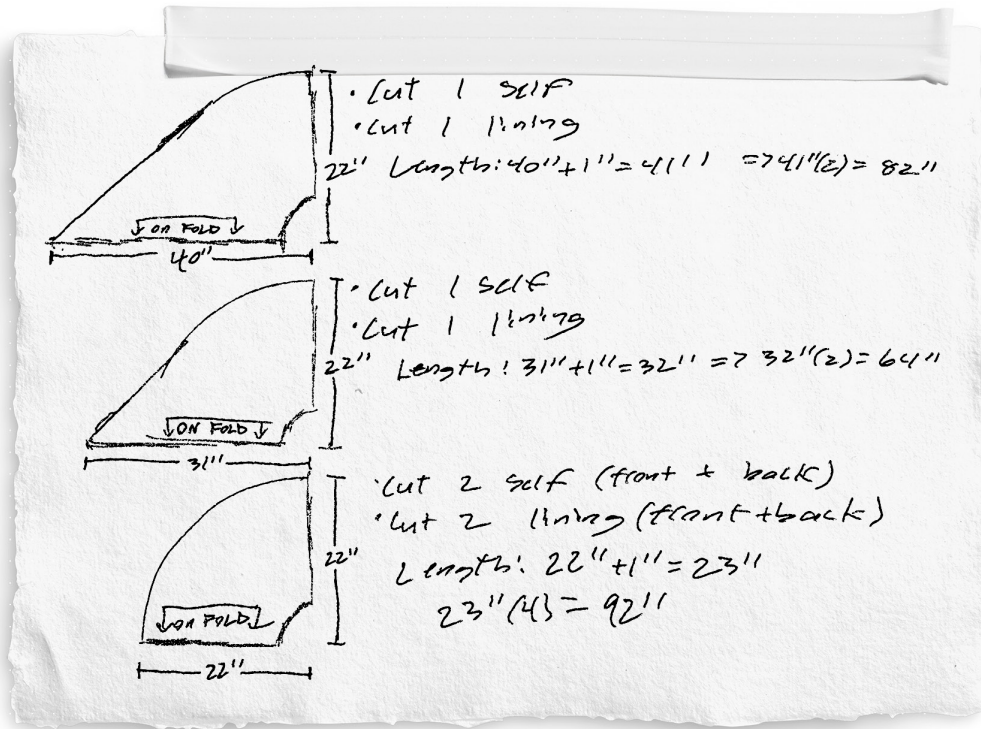
Inspiration

Habotai
Chinese Silk



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 Chinese Silk. Due to Habotai's lightweight characteristics and high drapability, it would allow me to create the necessary silhouette of a double-circle skirt.

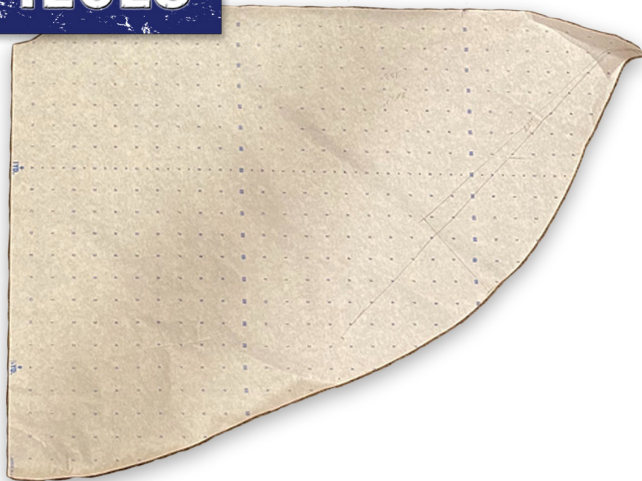
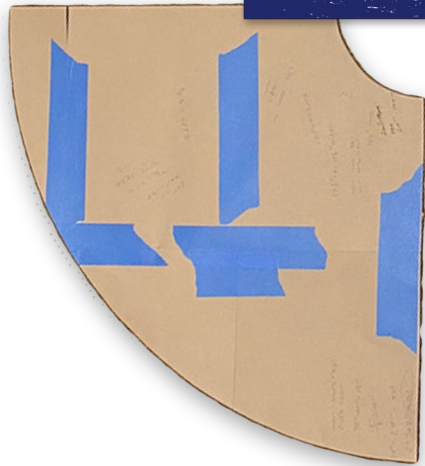
PATTERN MAKING



The pattern pieces were altered from a basic dress sloper.



SKIRT PIECES



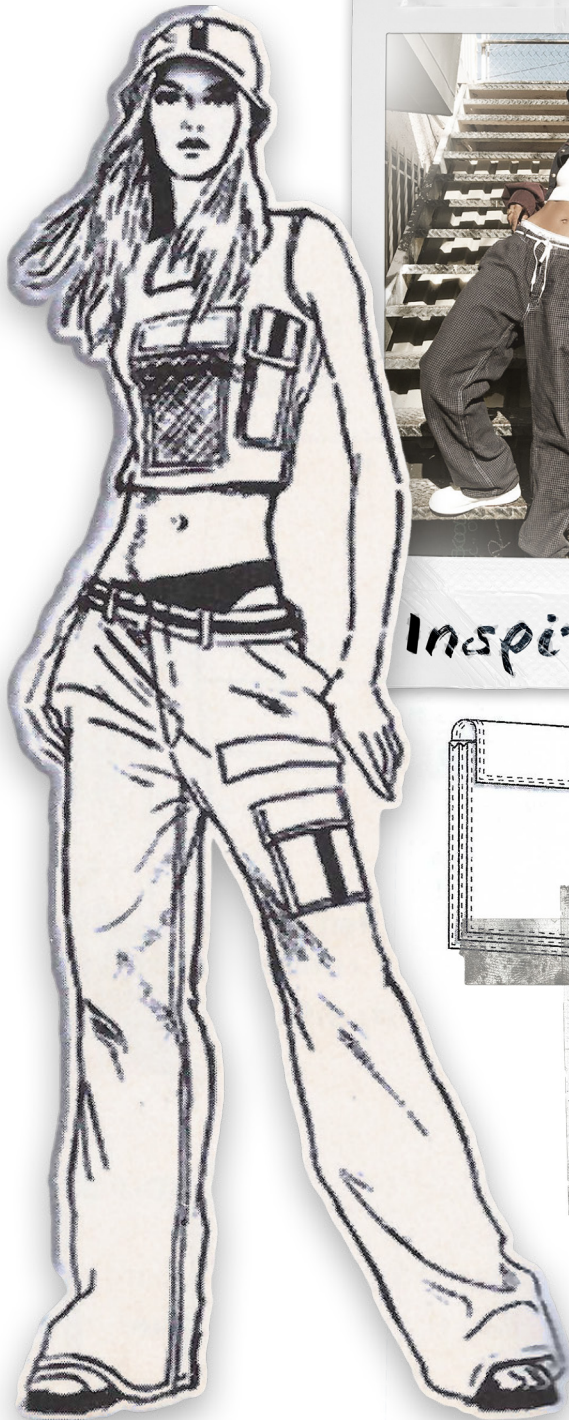
BODICE PIECES



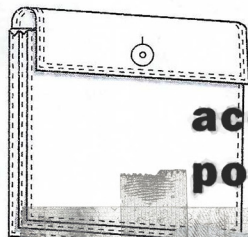
FINISHED DRESS



DENIM OUTFIT DESIGN

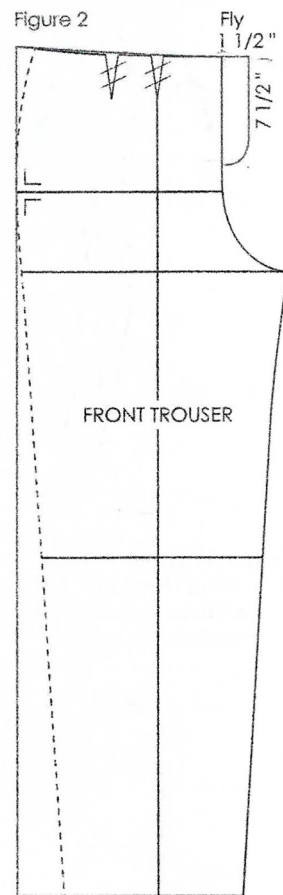
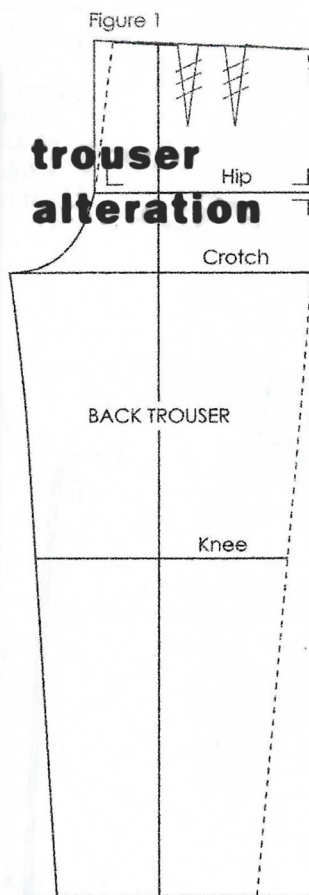


Inspiration



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



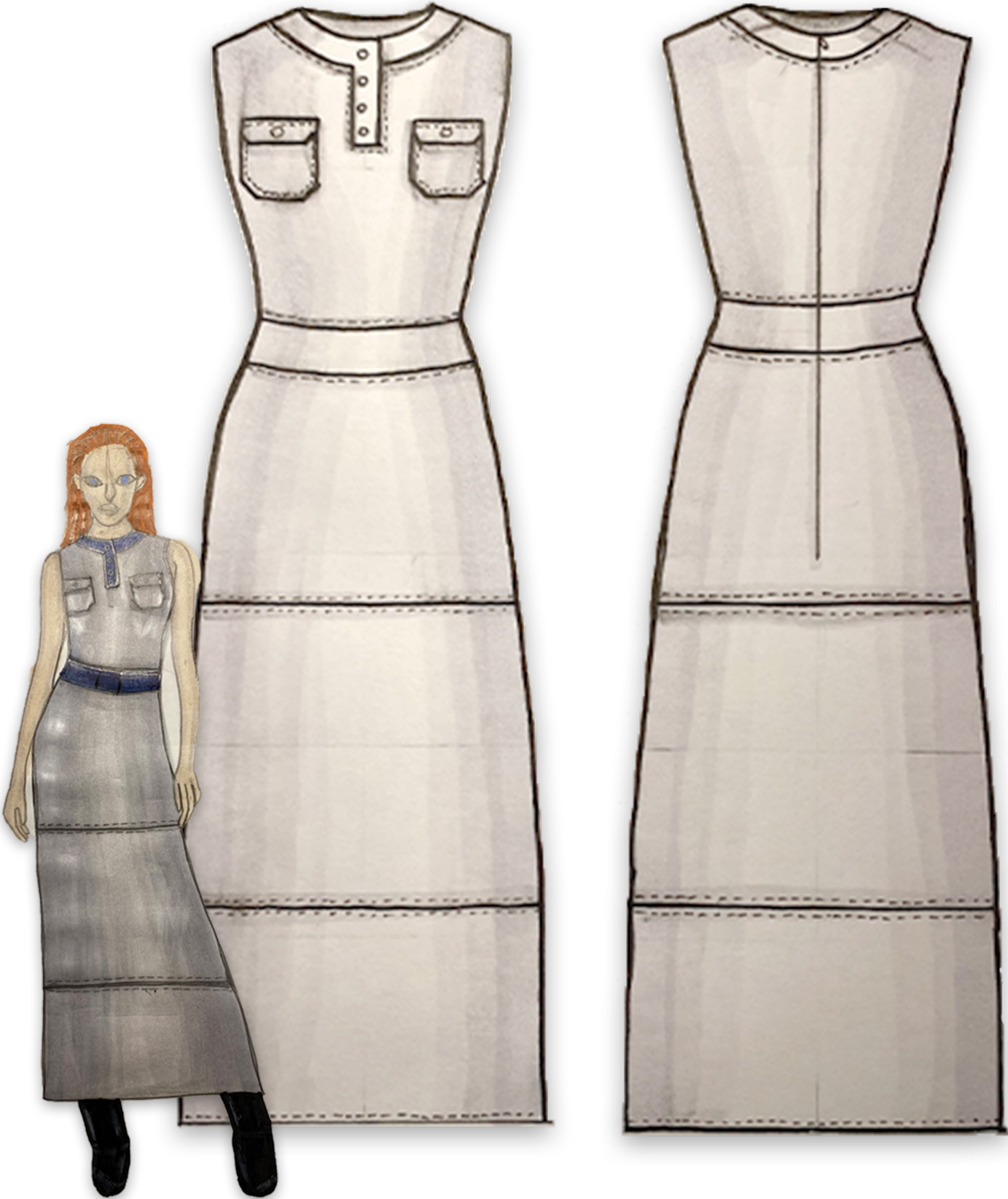
This line is targeted towards women and features designs, silhouettes, and materials inspired by workwear. The following are four original illustrations for this line.

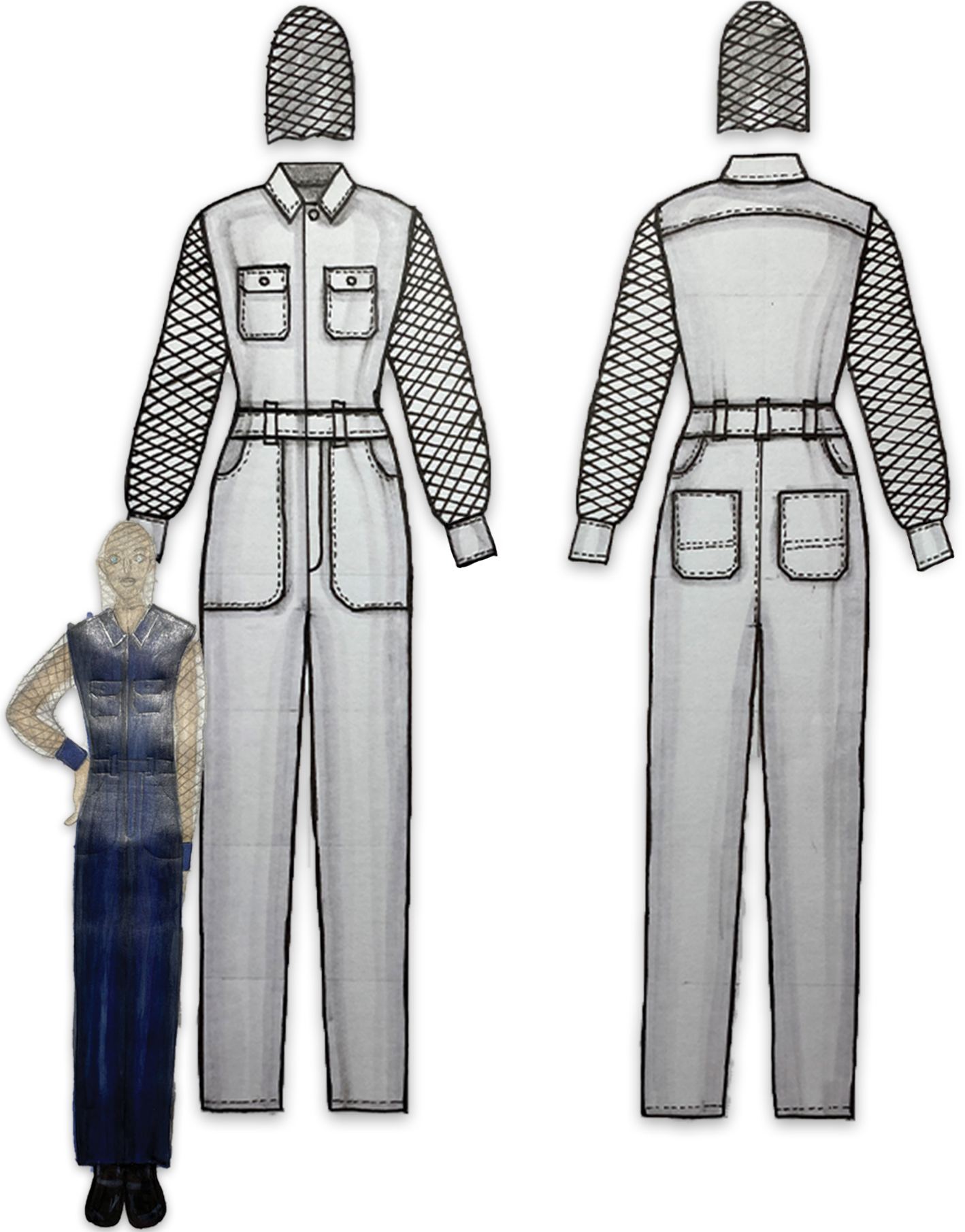
Accompanied by technical flats to further communicate the granular detail of the garments.

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.

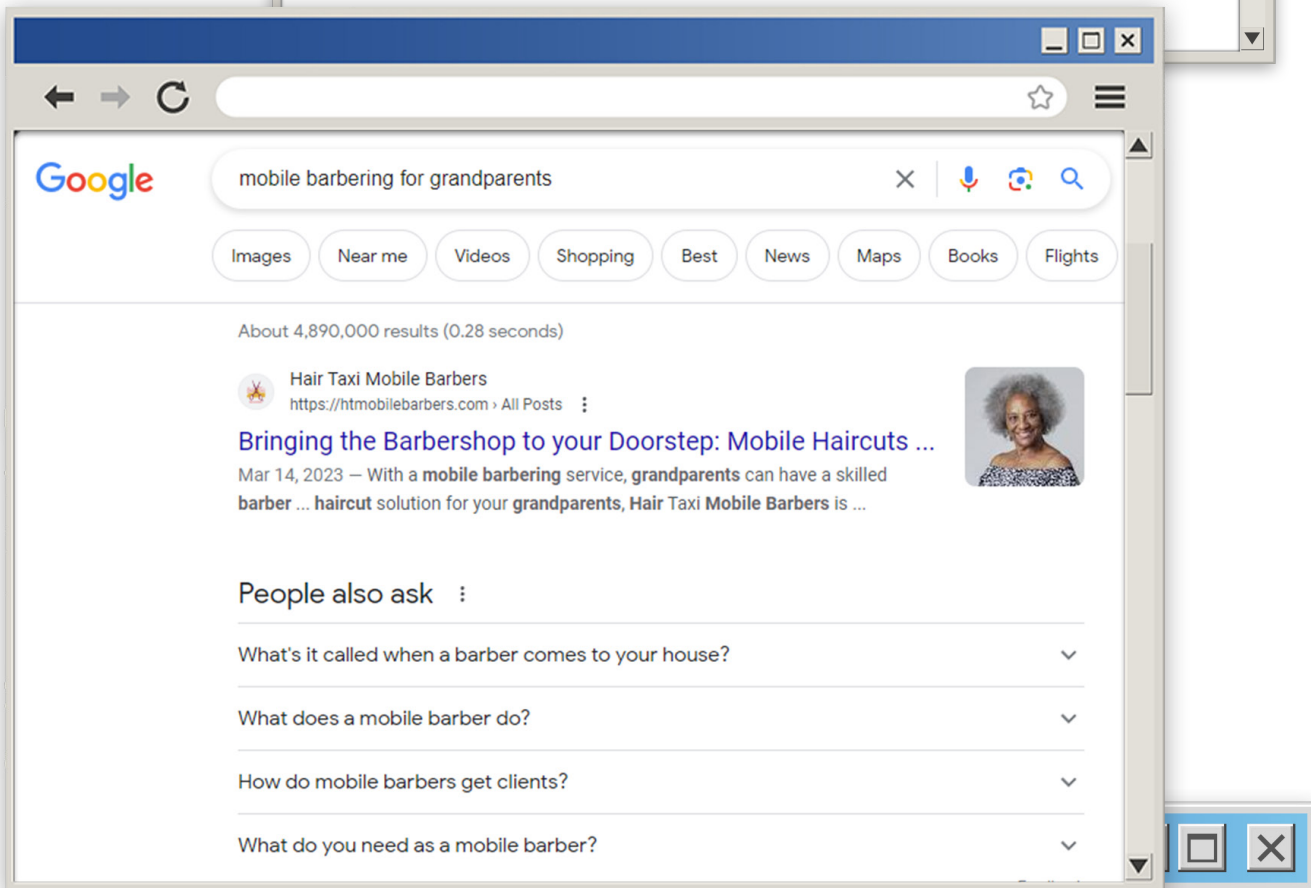


Value Proposition: "Save time for the things that matter"

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**



The screenshot shows a Google search results page for the query "mobile barbering for grandparents". The search bar at the top contains the text "mobile barbering for grandparents" and the Google logo is on the left. Below the search bar are navigation tabs for "Images", "Near me", "Videos", "Shopping", "Best", "News", "Maps", "Books", and "Flights". The search results indicate "About 4,890,000 results (0.28 seconds)". The top result is from "Hair Taxi Mobile Barbers" with the URL "https://htmoblebarbers.com" and the title "Bringing the Barbershop to your Doorstep: Mobile Haircuts ...". The snippet below the title reads: "Mar 14, 2023 – With a mobile barbering service, grandparents can have a skilled barber ... haircut solution for your grandparents, Hair Taxi Mobile Barbers is ...". To the right of the snippet is a small profile picture of a woman with grey hair. Below the search results is a "People also ask" section with four questions: "What's it called when a barber comes to your house?", "What does a mobile barber do?", "How do mobile barbers get clients?", and "What do you need as a mobile barber?".

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

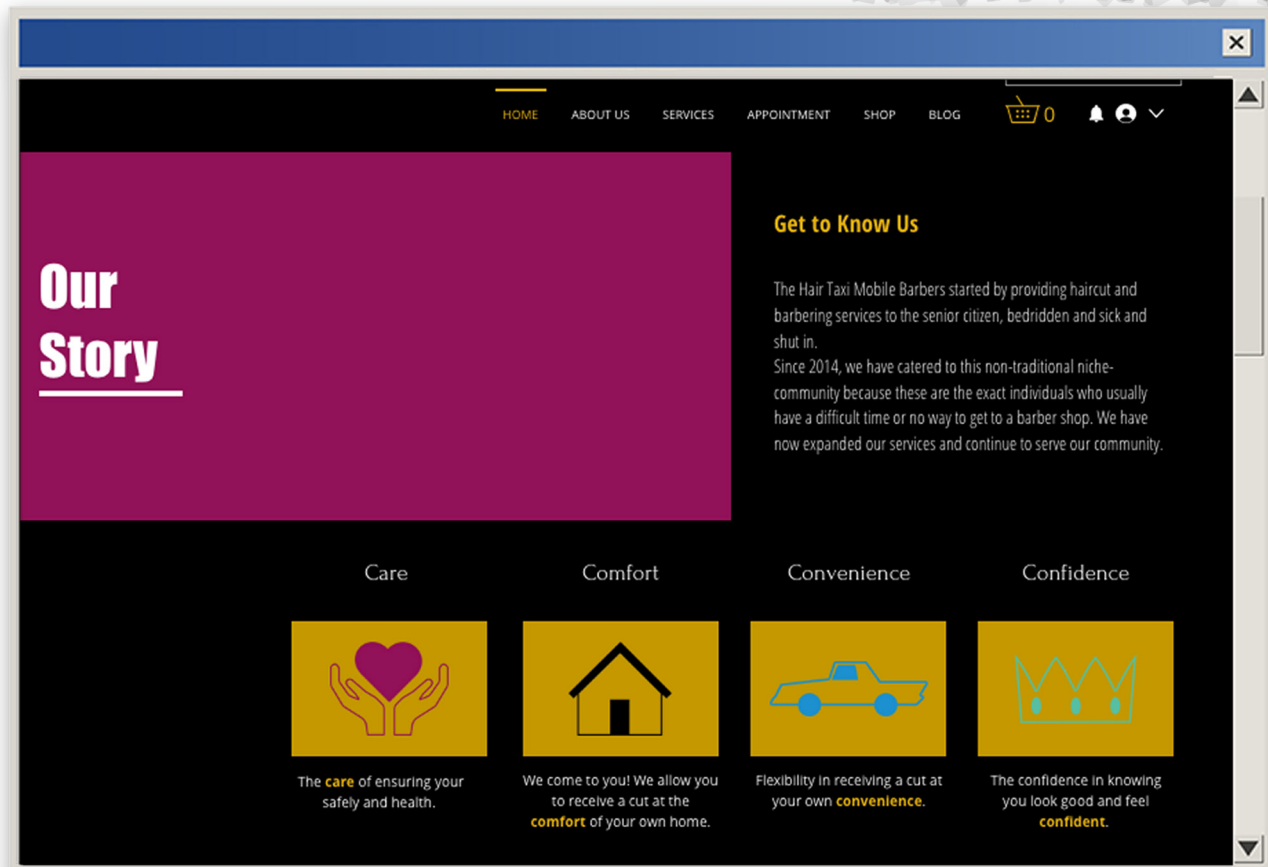


convenience



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.

	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
ERA	0.691014	0.820959	0.10687	-0.10267	0.147771	0.877246	-0.22418	0.363594	0.313344	-0.12068	0.870343	0.942695	0.99527
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	0.90514
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	0.84176
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	0.18102
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	0.78202
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	0.59988
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	0.24754
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	0.45200
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	0.90798
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	-0.0741
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	-0.1954
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	-0.194
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	-0.0473
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	-0.1060
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	-0.3050
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	-0.011
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	0.18670
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	0.35109

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

	I	J	K	L	M
G	GS	GF	CG	SHO	
32	32	0	0		
28	28	0	0		
12	12	0	0		
11	11	0	2		
34	34	0	2		
32	32	0	0		
31	31	0	0		
32	32	0	1		
29	29	0	5		
31	31	0	2		
33	33	0	3		
34	34	0	1		
33	33	0	3		
33	33	0	4		
34	34	0	3		
27	27	0	6		
32	32	0	0		
33	33	0	3		
31	31	0	2		
34	33	1	5		
34	34	0	4		
33	33	0	5		
34	34	0	6		
33	33	0	9		
33	33	0	6		
32	32	0	4		
31	31	0	4		

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

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.

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

	A	B	C	D	E	F	G	H	I	J
1	SUMMARY OUTPUT									
2										
3	<i>Regression Statistics</i>									
4	Multiple R	0.804								
5	R Square	0.647	How well the model fits the data							
6	Adjusted R Square	0.644								
7	Standard Error	0.143								
8	Observations	722.000								
9										
10	ANOVA									
11		<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>				
12	Regression	6.000	26.734	4.456	218.440	0.000	Shows if the model is significant or not			
13	Residual	715.000	14.584	0.020						
14	Total	721.000	41.319							
15										
16		<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>			
17	Intercept	-0.017	0.009	-1.826	0.068	-0.035	0.001			
18	W	0.012	0.003	4.307	0.000	0.007	0.018			
19	CG	0.119	0.013	9.111	0.000	0.093	0.145			
20	SHO	-0.079	0.025	-3.212	0.001	-0.128	-0.031			
21	IP	0.013	0.002	7.160	0.000	0.009	0.017			
22	SO	0.001	0.000	2.524	0.012	0.000	0.001			
23	BF	-0.003	0.000	-8.284	0.000	-0.004	-0.002			
24										

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:

$$y = a + b_1(x_1) + b_2(x_2) + b_3(x_3) + b_4(x_4) + b_5(x_5) + b_6(x_6)$$

prediction equation:

$$y = -0.017 + 0.012(x_1) + 0.119(x_2) - 0.079(x_3) + 0.013(x_4) + 0.001(x_5) - 0.003(x_6)$$

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 Prediction	
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 Bieber*	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							
	A	B	C	D	E	F	G
1	National League Results		Points		Our Results for National League		Position Difference
2	1	Sandy Alcantara	210		1	Sandy Alcantara	0
3	2	Max Fried	72		2	Aaron Nola	2
4	3	Julio Urias	66		3	Carlos Rodon	3
5	4	Aaron Nola	48		4	Miles Mikolas	N/A
6	5	Zac Gallen	45		5	Julio Urias	-2
7	6	Carlos Rodon	30		6	Corbin Burnes	1
8	7	Corbin Burnes	20		7	Zac Gallen	-2
9	8	Yu Darvish	7		8	Yu Darvish	0
10	9	Edwin Diaz	6		9	Tony Gonsolin	N/A
11	10	Kyle Wright	3		10	Kyle Wright	0
12	11	Logan Webb	2		11	Max Fried	-9
13	12	Ryan Helsley	1		12	Max Scherzer	N/A
14							
15	American League Results		Points		Our Results for American League		Position Difference
16	1	Justin Verlander	210		1	Framber Valdez	4
17	2	Dylan Cease	97		2	Justin Verlander	-1
18	3	Alek Manoah	87		3	Shane Bieber	4
19	4	Shohei Ohtani	82		4	Gerrit Cole	5
20	5	Framber Valdez	14		5	Shane McClanahan	1
21	6	Shane McClanahan	10		6	Nestor Cortes	2
22	7	Shane Bieber	5		7	Shohei Ohtani	-3
23	8	Nestor Cortes	3		8	Triston McKenzie	N/A
24	9	Gerrit Cole	1		9	Dylan Cease	-7
25	10	Kevin Gausman	1		10	Alek Manoah	-7
26							

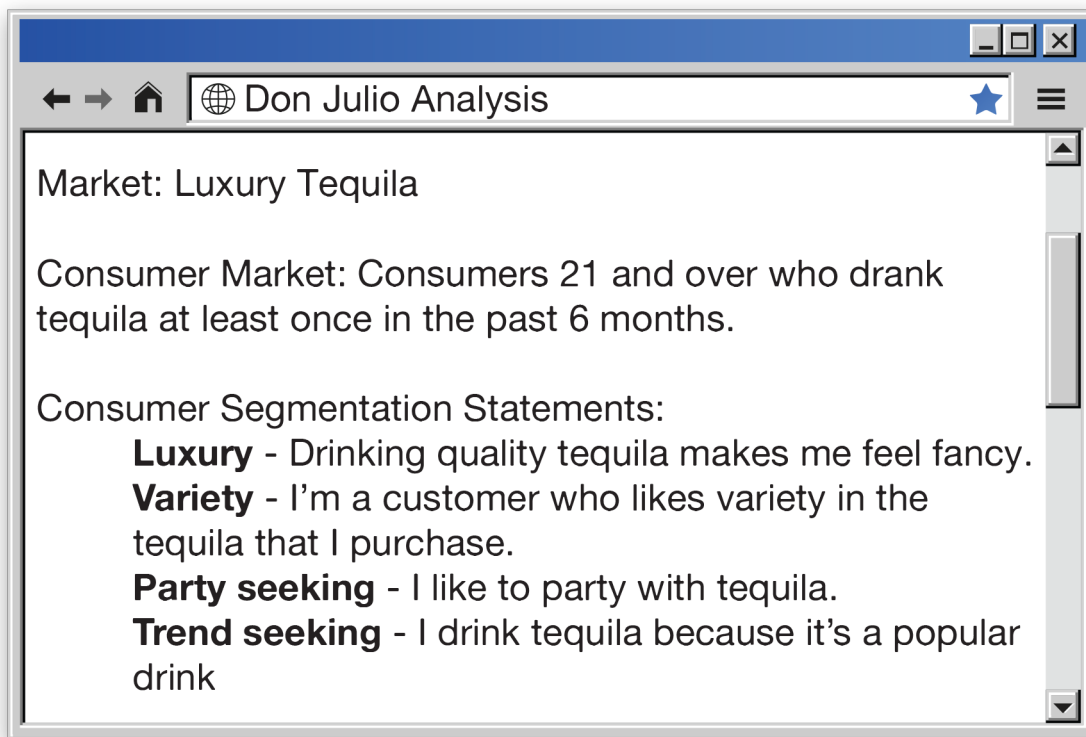


TARGETING

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 [X]

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

Yes

No

SEGMENTATION QUESTION [X]

Which of these most applies to you?

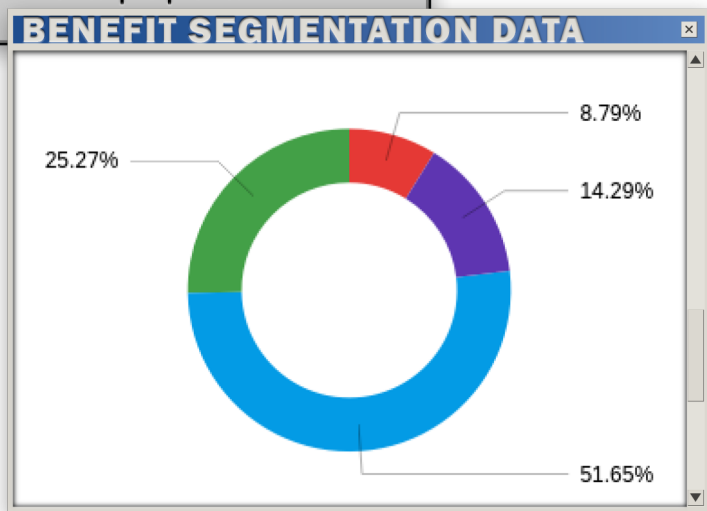
Drinking quality tequila makes me feel

I'm a customer who likes variety in the tequila that I purchase

I like to party with tequila

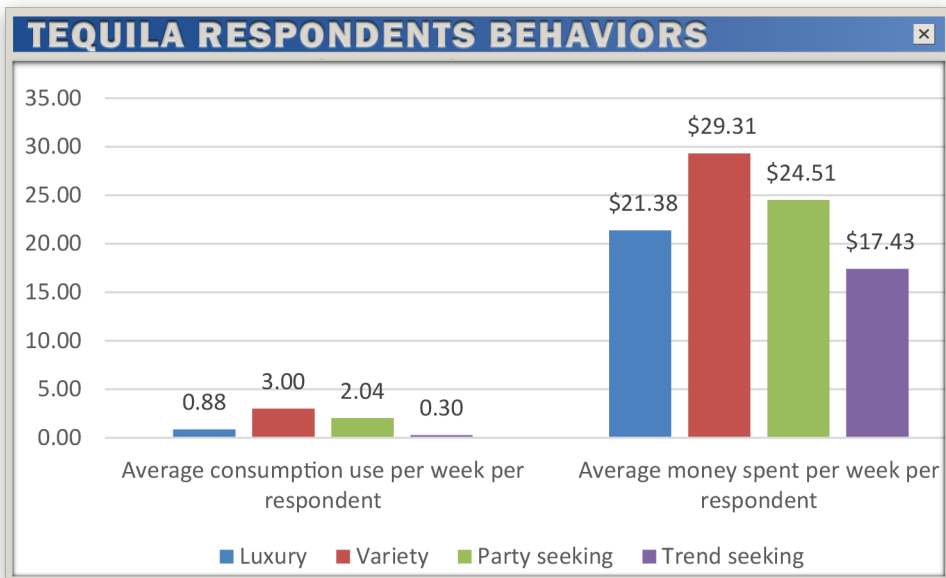
I drink tequila because it's a popular drink

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.



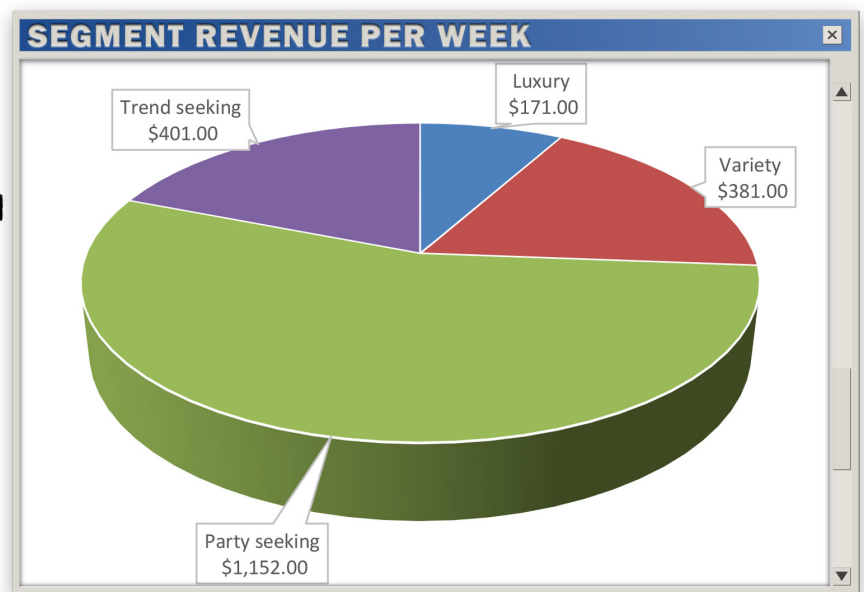
- trend seeking
- luxury
- variety
- party seeking

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