



# PORTFOLIO

**Bella Bupp**

Graphic Designer



# RESUME

## EDUCATION

Bachelor of Fine Arts in Art and Design

Minor: Marketing

University of Michigan-Flint

Anticipated May 2025

## EXHIBITIONS

Take Care, Group Show – 2025 UM-

Flint Student Art Showcase

University of Michigan–Flint, Flint, MI

2023, Group Show

2022, Group Show

2021, Group Show

2020, Group Show

## PROFESSIONAL PROFILE

Motivated U-M Flint Art and Design student with more than six years of experience in graphic design, social media marketing, leadership, and team collaboration. Skilled in developing creative, visually compelling content for diverse audiences across print and digital platforms. Proficient in Adobe Creative Suite, Microsoft Office, and other industry-standard tools. Known for strong communication, problem-solving, and project management abilities.

## WORK EXPERIENCE

Social Media & Marketing Assistant

UM-Flint School of Management – Flint, MI

December 2022 – Present

Designer & Creative Director

Mya Pet Water – Grand Blanc, MI

August 2024 – Present

### Design & Communication

Create engaging visuals including logos, social graphics, branding kits, and print materials.

Apply digital metrics to refine and improve content strategy.

Collaborate with clients to develop cohesive branding across print, digital, and social media.

Use tools like Photoshop, Illustrator, InDesign, and Canva to produce high-quality assets.

Integrate photography and multimedia to enhance storytelling and brand identity.

The world  
is a  
better  
place  
because  
you are here;



# Bella Bupp

Hi, I'm Bella Bupp, a graphic designer with a passion for bringing words to life through bold typography and vibrant colors. I believe that design has the power to amplify ideas, and I love helping brands, artists, and nonprofits make their mark. Whether it's a big marketing campaign or a personal artistic project, I'm not afraid to explore what hasn't been done. I don't just work for you—I work with you—to create visuals that tell the stories words can't always capture.

Art and words have always helped me understand the world. Since I was young, I've found comfort in simple phrases that hold big meaning and in colors and shapes that express feelings when words can't. For me, being creative isn't just about making something pretty—it's about telling stories, sharing emotions, and helping people feel connected.

I've always been drawn to real, honest moments—the struggles, the strength, and the little changes that shape us. My art is about showing that life isn't perfect, but that's what makes it beautiful. Because of my dyslexia, I see words differently, but that has only made me love them more. Mistakes, messy handwriting, and broken letters all have their own kind of beauty.

A lot of my work focuses on mental health, identity, and what it means to be human. I'm inspired by projects like Humans of New York and the bold messages of Guerrilla Girls. Whether it's a design, a phrase on a poster, or a digital artwork, I want my work to make people think, feel, and know they are not alone.



# 01.

## **Client Project : Powerhouse Services**

**Year : 2025**

I rebranded Powerhouse Services to create a stronger, more modern identity. This included designing a fresh logo, refining their brand visuals, and developing cohesive print and digital materials. The new look reflects their professionalism and reliability, ensuring a bold and recognizable presence in their industry.

# COLOR LOGO



# PRIMARY LOGO



Hex Code:  
#af2b2e

Hex Code:  
#7c9b1c

Hex Code:  
#3294e6

Hex Code:  
#192430

Hex Code:  
#ffffff



Client Project : Powerhouse Services

Year : 2025



**Termina**  
**Aa**

Thin  
Regular  
Medium  
**Bold**



## Client Project :Mya Pets

Year : 2024-2025

For Mya Pets, I provided photography, print and digital graphics, and website consulting to refresh their brand. I captured high-quality product and lifestyle photos, designed engaging marketing materials, and helped revamp their website for a more user-friendly and visually appealing experience. My work ensured a cohesive and impactful brand presence across all platforms.

# 02.







# NEW ELECTIVE COURSE

## MKT 447 SALES MANAGEMENT WINTER 2025

Marketing, Finance,  
Entrepreneurship (EIM),  
Supply Chain and  
General Business majors!



Taught by **Dan Lake** who worked in both **sales and procurement for two Fortune 500 corporations.**

This course is **new**, so it is not listed as an elective on most students' program plans yet, **BUT contact your advisor about petitioning to get it added to your program!**

This course **teaches students to sell.** Whether it is selling themselves (many of these skills are transferable to interviewing), their company, their company's products, etc., **learning the traditional personal selling process is important for many business majors.** This course is a mix of lectures, small assignments related to the half-dozen or so step sales process, and then a final sales "pitch" to the professor instead of a traditional lengthy term paper.

MKT 447  
**SALES MANAGEMENT**  
WINTER 2025

**FLEX** (FACE-TO-FACE, ONLINE  
SYNCHRONOUS, ONLINE ASYNCHRONOUS)  
**TUESDAY NIGHTS 7:00-9:45 PM**

- **Marketing majors:** sales is a key promotional element
- **Finance majors:** wealth management is very tied to sales, in addition to managing money
- **Entrepreneurship majors:** you'll have to sell your idea to early investors and then eventually the market/customers
- **Supply Chain majors:** sales/operations planning mixes with procurement regularly in the supply chain world
- **General Business majors:** sales is one of the most commonly held jobs in the American economy.

➞ Please email **Dan Lake** ([danlake@umich.edu](mailto:danlake@umich.edu)) and/or see your advisor if interested as taking as an elective this Winter 2025.



# 03.

**Client Project : University of Michigan School of  
Management Year : 2023-2025**

As a social media designer and photographer for the University of Michigan-Flint School of Management, I create engaging visuals that highlight the school's initiatives, achievements, and events. My work ensures a fresh, inviting, and professional online presence that connects with students, faculty, and the community.



**Client Project : University of Michigan School of Management**  
**Year : 2023-2025**







# SOM Honors and Awards



**KAITLIN GARVEY**

I am currently enrolled in the Joint BBA/MBA program, pursuing a bachelor's degree in Organizational Behavior and Human Resources, along with an MBA in Organizational Leadership. Recently, I was hired as the HR Generalist at an Automotive Assembly plant, where I apply my knowledge and skills to foster a positive work environment and optimize employee performance. Outside of my professional endeavors, I enjoy staying active by playing coed soccer. I also find joy in spending quality time with my new Australian Shepherd, Rosic, exploring the outdoors and engaging in various activities.





# 04.

**Client Project : Spaced**

**Year : 2024**

For Spaces, a cannabis company, I developed a bold and cohesive brand identity. My work included logo design, brand styling, and print materials that reflected their modern and elevated approach. I also created text graphics that reinforced their messaging, ensuring a strong visual presence across all platforms. The result was a distinctive brand that stands out in the cannabis industry.







Client Project : Spaced  
Year : 2024



**ALL DELI STYLE FLOWER**  
**\*BUY 3 1/8THS GET 1 FREE**  
**(EQUAL OR LESSER VALUE)**

**OTD - \$30.00**

**B3 GET 1 - \$90.00 OTD**

**Includes 6% sales tax & 10% recreational tax OTD**

# **SHELF #1**

## **INDICA/SATIVA**

**80/20**

**Designer Runtz - 27%**

**Blueberry Muffin - 29%**

**White Wedding - 29%**

**70/30**

**Purple Pop Rocks - 29%**

**Sherb Cream Pie - 28%**

**Grape Cream Cake - 27%**

**Scarlett Johansson - 29%**

**Rainbow Sherbet - 28%**

**60/40**

**Black Truffle - 28%**

**Mandarin Zkittles - 30%**

**50/50**

**Caps Junky - 29%**

**Space Runtz - 30%**

**Sub Zero - 29%**





# 05.

**Client Project : Natural Beauty**

**Year : 2020**

I combined portrait photography with nature imagery, blending human features with natural elements to showcase the connection between people and the environment.













# 06.

**Client Project : U of M Flint Women Soccer**

**Year : 2024-2025**

For two years, I photographed media day for the University of Michigan-Flint Women's Soccer team, capturing team and individual portraits for promotional use.





# 07.

**Client Project : RD Boutique**

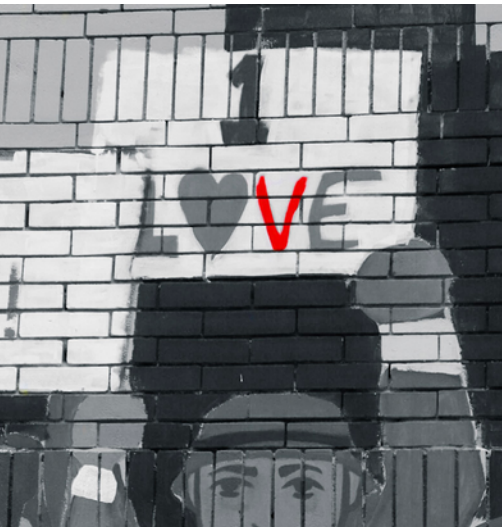
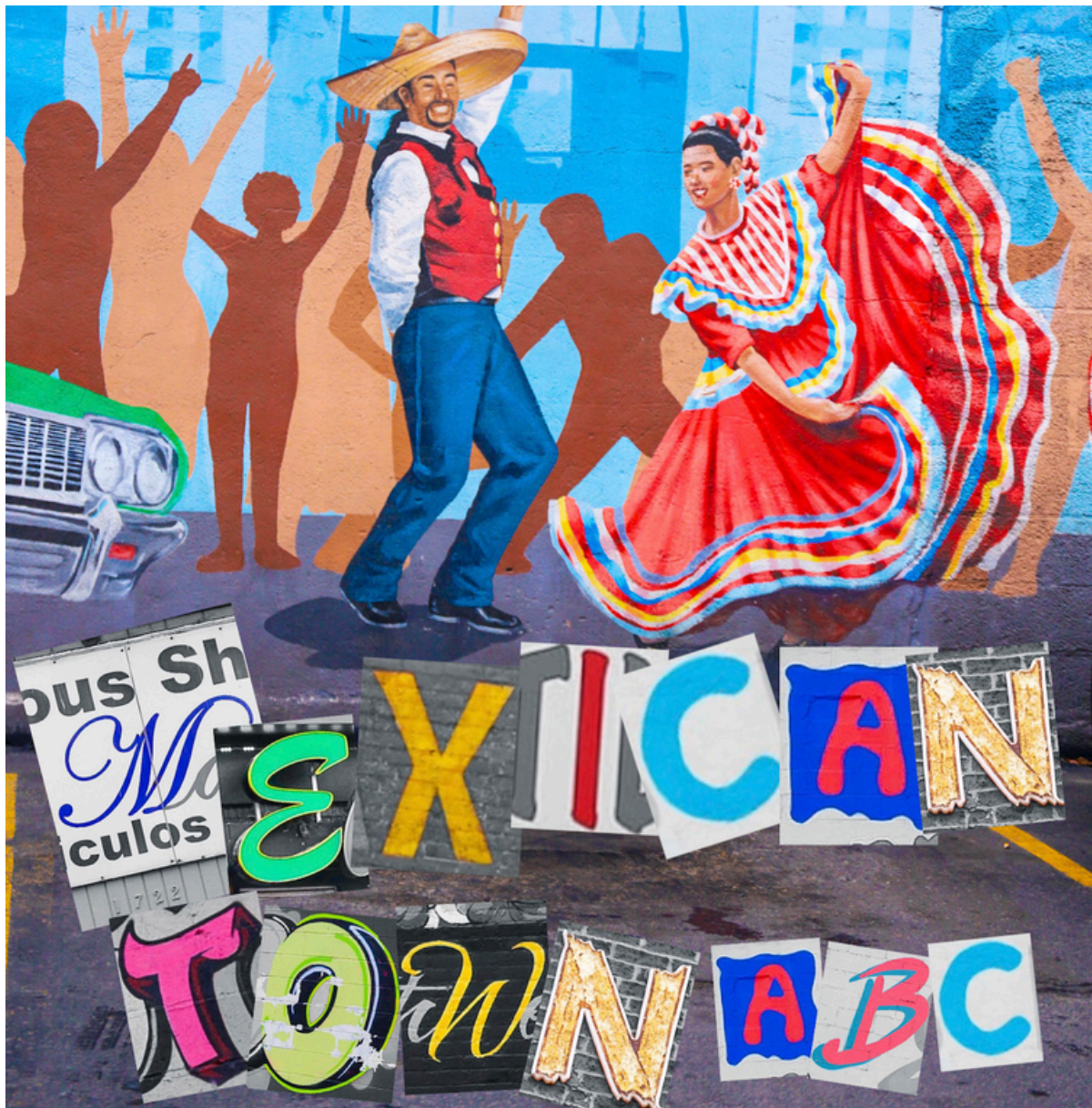
**Year : 2022-2023**

For RD Boutique, I developed branding, photography, and social media content to create a visually appealing and cohesive online presence. My work helped showcase the boutique's unique style while engaging customers through strong, consistent visuals.













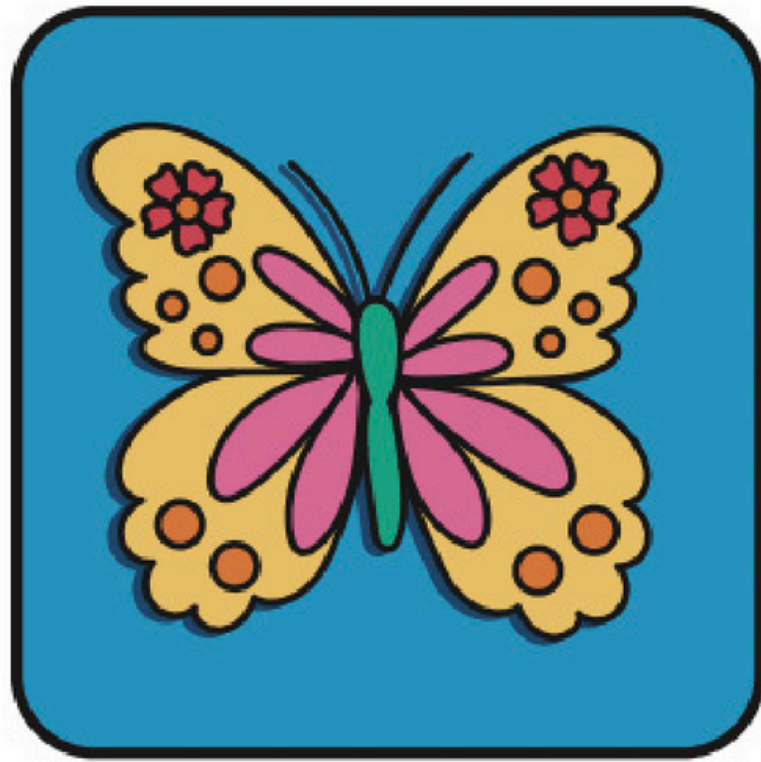
08.

**Client Project : Mexican Town ABC**

**Year : 2022**

I photographed every letter of the alphabet throughout Mexican Town in Detroit, keeping each letter in color while the rest of the image remained black and white, creating a visually striking and meaningful series.



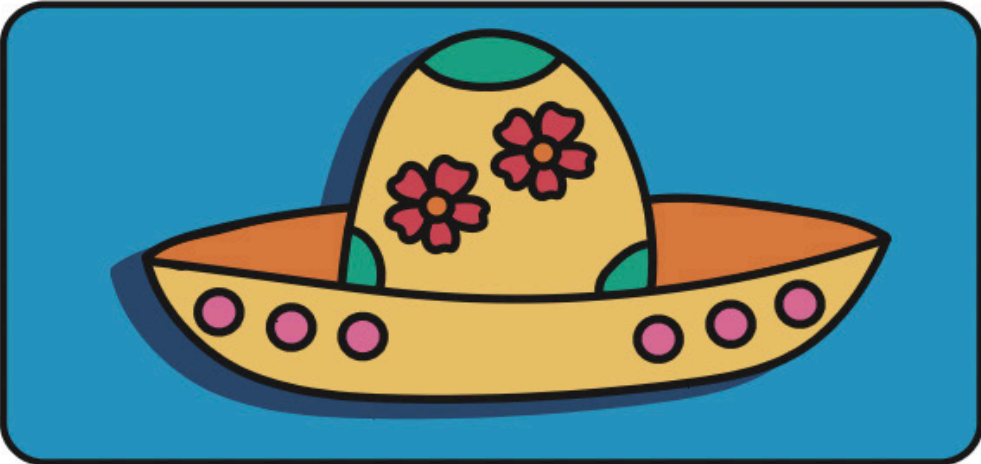
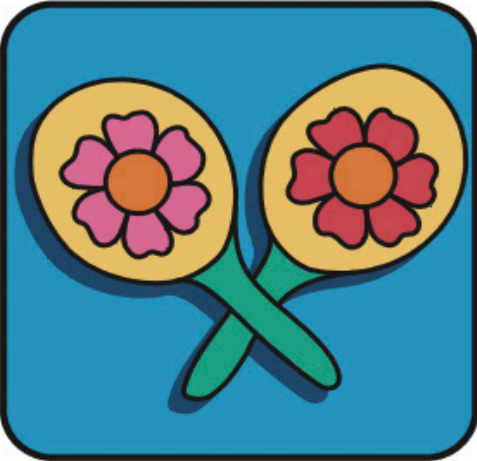
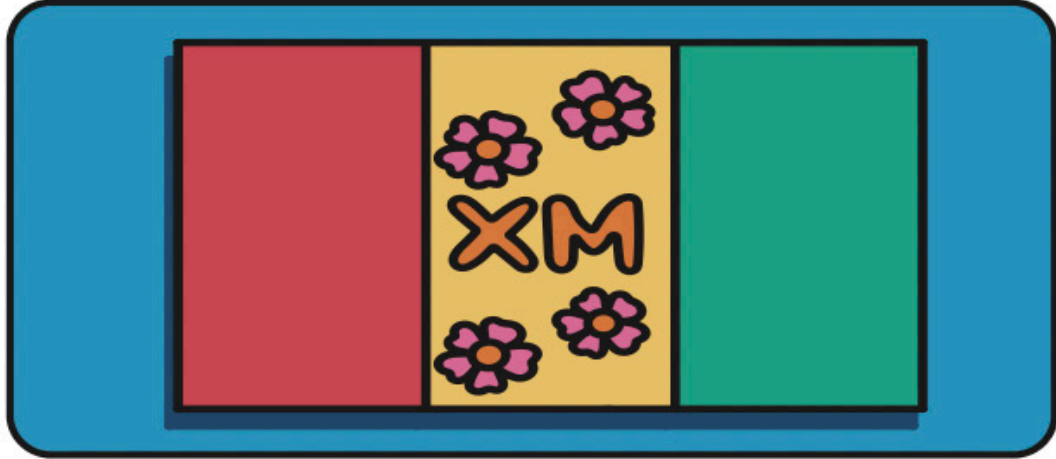


# 09.

**Client Project: Mexican Icons**

**Year : 2022**

I combined portrait photography with nature imagery, blending human features with natural elements to showcase the connection between people and the environment.



## **Client Project : Suicide and Butterflies30**

**Year : 2025**

Suicide and Butterflies is a mental health awareness initiative focused on suicide prevention within the type 1 diabetes (T1D) community. Through art, storytelling, and cultural expression, it sheds light on the emotional weight of T1D and the often-overlooked mental health struggles tied to the disease. This project aims to break the silence, offer hope, and create a world where diabetic mental health is recognized, supported, and prioritized.

# 10.



## **You are Loved.**



**Love yourself more, no matter  
the number on your dexcom.**







# PORTFOLIO



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