



Jessica Spann

Creative + Photographer

Design & Photography Portfolio





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I'm Jessica Spann.
I'm a designer, illustrator,
and photographer based
in Vermont.

I specialize in brand identity,
editorial design, and
documentary-style photography. My work is
shaped by clarity, warmth, and thoughtful storytelling.

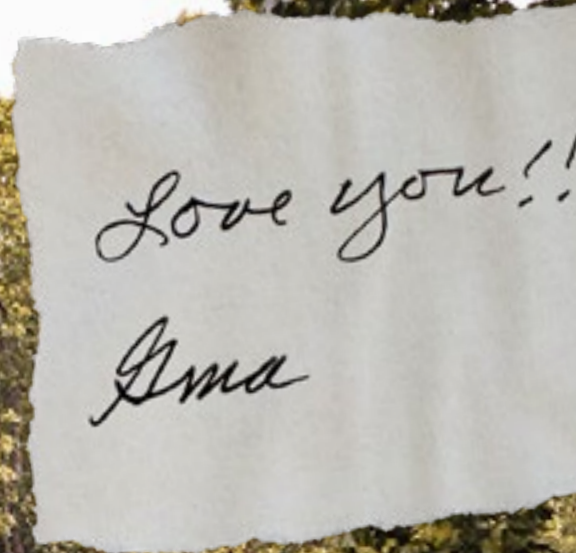
My creative background spans sports branding, print
production, and public-facing design for libraries and
nonprofits. These experiences strengthened my ability
to build cohesive visual systems, manage multi-phase
creative projects, and collaborate across teams. Over
time, illustration and photography became integral parts
of my work.

I'm drawn to wildflower palettes, soft textures, and
visuals that feel lived-in and authentic. No matter the
project, my goal is to create design that feels intentional,
grounded, and true to the story behind it.

Thank you for taking the time to explore my work.

Core Disciplines:

Environmental Design, Editorial Layout, Book Design,
Narrative Design, Illustration, Photography, Product Design



Giant Bugs AT MAIN

Environmental, Illustration, & Exhibit Design

2026 PR Xchange Award Winner



Design Decisions

I created a set of bright, expressive illustrated bugs designed to match the playful tone of the physical installation. Each character was crafted with high-contrast colors, friendly shapes, and kid-forward visual cues to ensure clarity at large scale. The illustrations were adapted across multiple formats — posters, directional signage, exhibit labels, and media assets — creating a cohesive visual system throughout the Main Library.



Bright, high-contrast illustration crafted for clarity at large scale.



Fun, easy-to-read fact signage created to spark curiosity and help kids learn about real insects.



The Outcome

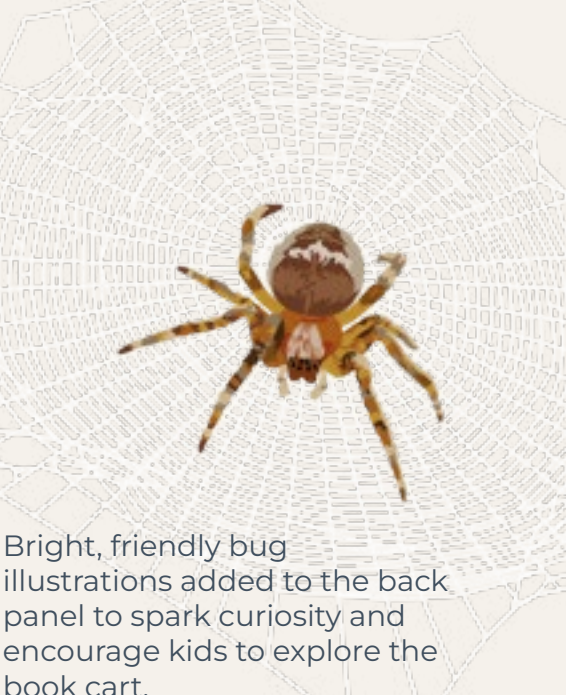
The exhibit became a community favorite, drawing families into the Main Library and creating an immersive, joyful experience. The project earned a 2026 PR Xchange Award in the Exhibits/ Virtual Exhibits category, recognized for its strong visual impact and cohesive storytelling. The illustrated bugs were also featured on a local TV news segment, expanding the reach of the exhibit and highlighting the playful visuals to an even wider audience.



Illustrated, kid-friendly fact signage installed alongside the giant grasshopper.



Playful, immersive exhibit moment designed to spark curiosity for young visitors.



Bright, friendly bug illustrations added to the back panel to spark curiosity and encourage kids to explore the book cart.



Illustrated bugs featured on local TV, expanding the exhibit's reach beyond the library.



NEXT

A GENEROSITY ADVENTURE

Editorial Redesign & Photography

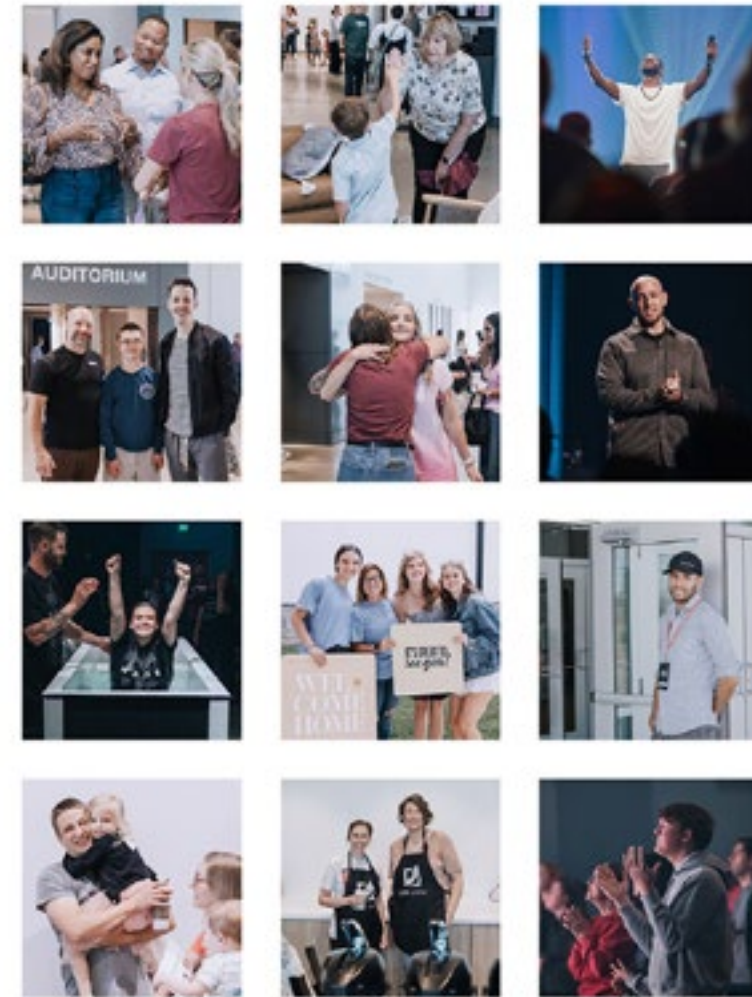
Adventure Church Annual Publication



We're deeply grateful for all that God did in 2025. It truly was a year of breakthrough — a year where we saw His faithfulness at work in powerful ways. We couldn't have done it without the heart, service, and generosity of so many who make Adventure Church what it is.

As we look ahead to 2026, our hearts are full of expectation for all that God has in store. The vision before us is bigger than any one of us, but together, we believe we'll see Him move in even greater ways. We hope this magazine stirs your faith and inspires you to be part of the incredible story God is writing through Adventure Church. We are humbled and honored to lead this amazing church family and can't wait to see all that God has NEXT. We know the best is still yet to come!

We love you,
Pastor Kyle and Jess Hammond



Design Decisions

I redesigned the magazine with intentional white space, bold color moments, and layouts that guide readers through each section. I incorporated several of my own photographs using a polaroid-inspired treatment and custom masking-tape textures. Key elements include the Giving Ladder, global outreach map, and annual letter. All were refreshed to feel more personal, modern, and story-driven.

The Outcome

The redesigned NEXT Magazine is clearer, more inviting, and more enjoyable to explore. The new layouts strengthen visual hierarchy, elevate storytelling, and bring warmth through photography and custom textures. The publication now reflects the energy and mission of Adventure Church with a modern, editorial voice.



Polaroid-style photography integration



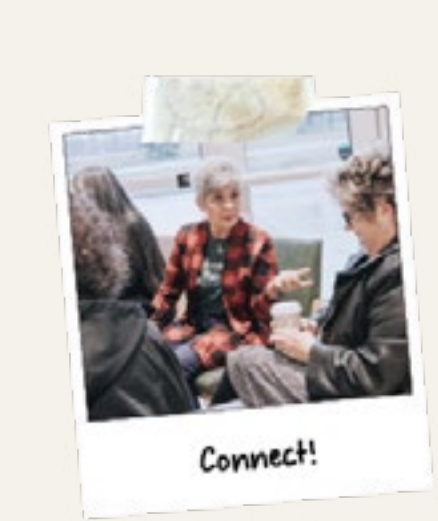
Custom masking-tape textures



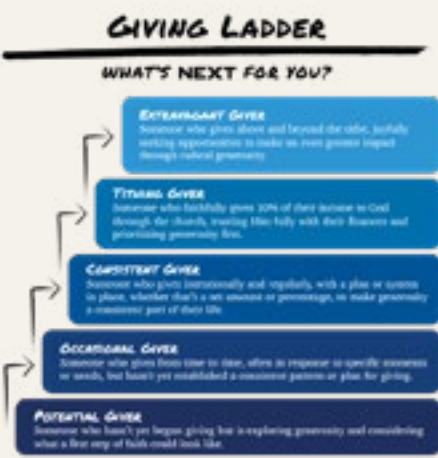
Warm, modern visual identity



Story-driven editorial redesign.



Modernized editorial pacing.



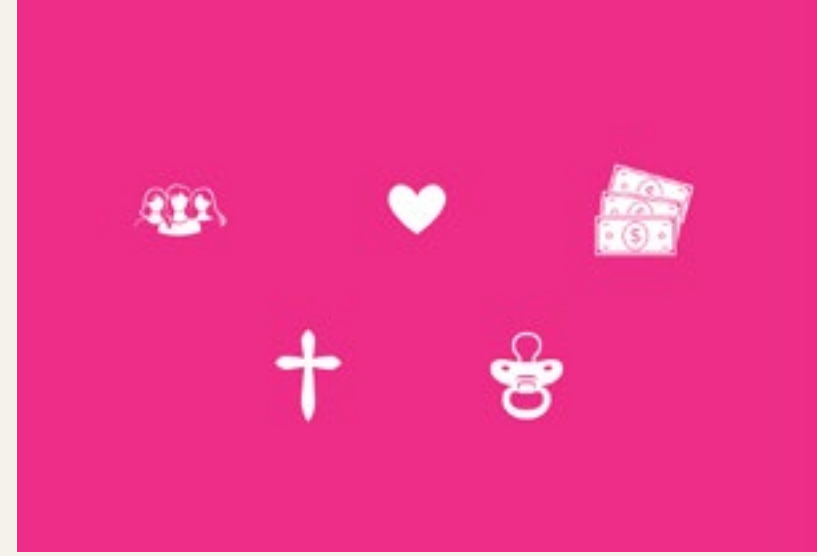
Improved readability across sections.



When Hope Breaks Through

Book Design & Branded Collateral

A complete book design created from cover to cover, including a full editorial layout system, typographic hierarchy, pacing, and production-ready files. The project expanded into branded collateral, including a custom t-shirt and sticker design that visually align with the book's message and aesthetic.



Design Decisions

I designed the book with a warm, structured editorial layout that supports each testimony with clarity and consistency. Soft, hopeful colors and approachable typography create a gentle reading experience, while grids, paragraph/character styles, and master pages maintain cohesion across more than 100 pages. The five custom illustrated icons serve as simple visual anchors throughout the book. To extend the visual identity, I created a matching t-shirt and sticker using the same typography and style.

The Outcome

The final book is a heartfelt, cohesive collection that honors each woman's story with clarity and intention. The design blends photography, illustration, and structured typography into a unified visual experience that reflects the mission of Moms in the Making, hope, encouragement, and deeply personal. The accompanying t-shirt and sticker strengthened community engagement and demonstrated the flexibility of the visual system across print and merchandise.



WELCOME TO THE FAMILY

Children's Book Illustration &
Family Storytelling



The Concept

Welcome to the Family is a personalized children’s book created to introduce a new baby to each member of the family. The goal was to craft a warm, joyful narrative that celebrates belonging, connection, and the unique personalities that make up a family.



Warm, character-driven introduction.



Soft, child-forward textures shaping the story’s world.

The Outcome

The finished book became a heartfelt keepsake for the family, celebrating their love and welcoming their newest member with joy. The personalized illustrations and gentle storytelling created a meaningful gift that will grow with the child and remain a cherished part of their early memories.



Joyful family moment illustrated with warmth.



Heartfelt welcome celebrating connection and belonging.



Real family moments reimagined through illustration.



Personalized keepsake created to capture a moment in time with each child.



SOLAR ECLIPSE VIEWING GLASSES

Product Design, Promotional Photography & Event Documentation

A custom-designed pair of solar eclipse glasses created for Columbus Metropolitan Library's 2024 eclipse celebration. The project combined product design, promotional photography, and event coverage, culminating in two local newspaper features.



Design Decisions

The eclipse glasses were designed to be bold, accessible, and visually aligned with the library’s event branding. I created a clean, high-contrast illustration style that photographed well in both indoor and outdoor settings. The promotional images were crafted to highlight the glasses’ design while capturing the excitement of the upcoming eclipse.



Bold, high-contrast design for clarity.



Promotional photography crafted for daylight visibility.



Documentary-style coverage capturing authentic moments.



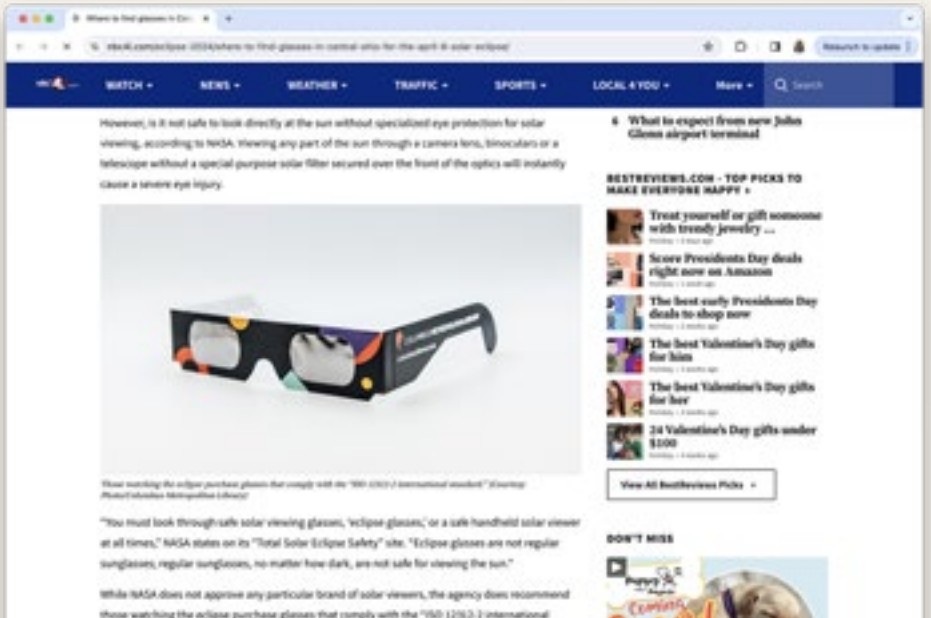
Promotional graphic created to elevate anticipation for eclipse day.



Final print layout crafted to ensure the glasses reproduced accurately and consistently across batches.



Photography featured in two Columbus news articles.



Fruitful



in every season

Conference Branding & Illustrated Identity

Fruitful in Every Season is a global conference identity inspired by Psalm 1:3, created for Moms in the Making. The visual system blends bold, faith-centered illustrations with a warm, nature-rooted palette to celebrate growth, resilience, and community. The branding extended across conference materials, merchandise, digital graphics, and a full suite of illustrated assets used by women around the world.



Design Decisions

I built the identity around a series of custom illustrations symbolizing *Fruitful in Every Season*. A rich, earthy palette and expressive linework created a visual language that felt both grounded and hopeful. The system was designed to scale across print, digital, and merchandise, using consistent typography, and organic shapes to maintain cohesion. Each deliverable from signage to apparel reinforced the theme.



Custom keychain designed as an extension of the Fruitful identity.



Verse card featuring the Fruitful illustration and theme, created for attendees to keep and display.



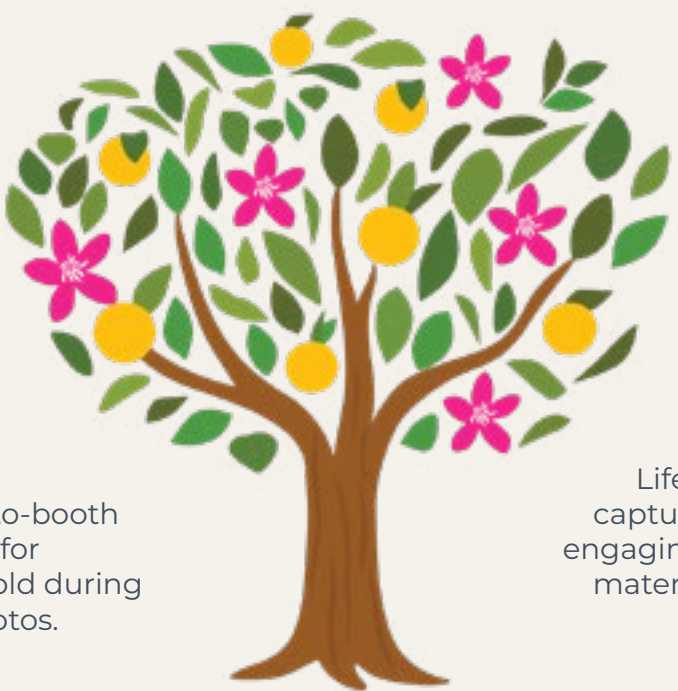
Sticker design using the core Fruitful illustration and palette for easy, everyday brand touchpoints.



Speaker announcement graphic framed with a custom Fruitful border for digital promotion.



Handheld photo-booth prop designed for attendees to hold during conference photos.



Lifestyle moment capturing attendees engaging with Fruitful materials during the conference.



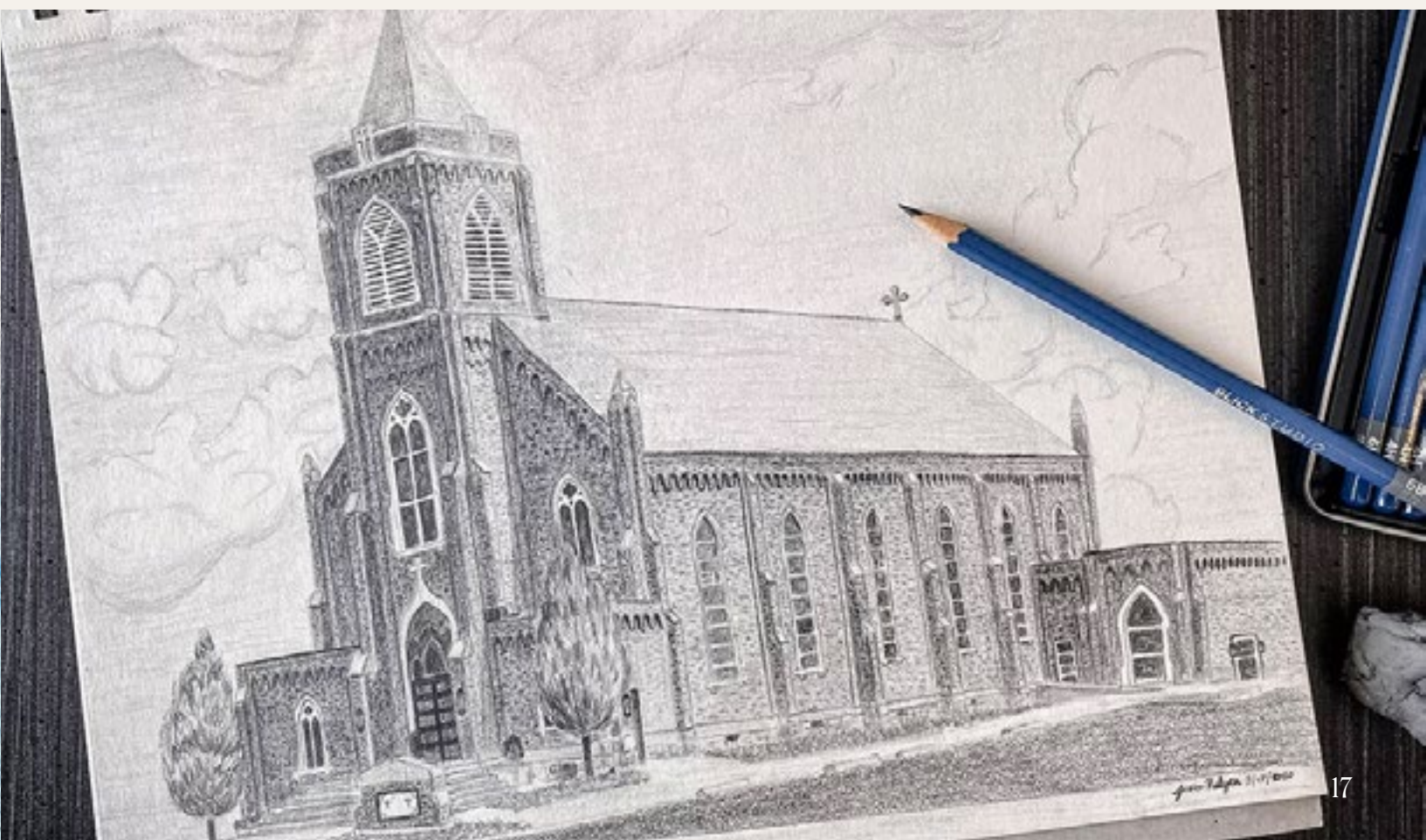
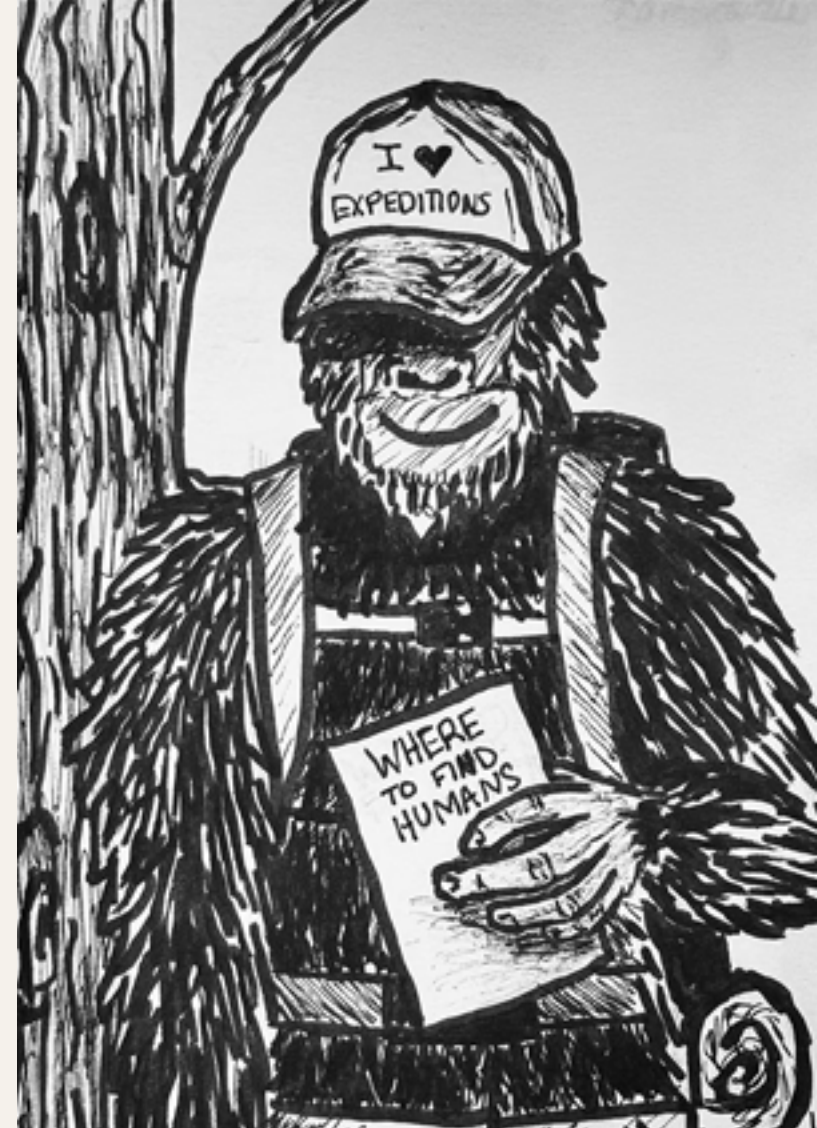
The Outcome

The final identity became a recognizable visual anchor for the conference. The cohesive system strengthened brand consistency, elevated the event experience, and provided flexible assets for future gatherings. The project highlights my ability to concept, illustrate, and execute a full visual identity across multiple formats.



Sketchbook Studies







Photography Integration

Documentary & Promotional Photography





Thank you for viewing my work.

Every project in this portfolio represents a story, a challenge, and an opportunity to create something meaningful.

Jessica Spann

Designer + Photographer

Bennington, Vermont

jessicaspann.com

jessicaspann26@gmail.com

[linkedin.com/in/jessica-spann](https://www.linkedin.com/in/jessica-spann)

@jessicaspann

419.438.1988