

EM GOROZA'S DESIGN Feature Portfolio

(I have a website in the making, but it's not quite ready yet - so hopefully this shall suffice!)



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DESIGN

These are some of my most recent *design-only* projects that I've worked on in the past year. For the following, design mock-ups were my only focus.

[Winnable Branding](#) →

[DNC Welcome Billboard](#) →

[DPI Website Redesign](#) →

[ForHarris Template](#) →

[Win the Era Designs](#) →

FULL CYCLE

My most recent full-cycle projects. For all of the following, I was responsible for project management, user research, design, development, and deployment.

[Underwood Redesign](#) →

[Northwest Bronx Timeline](#) →

[Panethnic Pourovers](#) →

[ElectED DC](#) →

NEED MORE?
“JUST FOR FUN”

These designs and projects were made purely for funsies/practice.

[Check it Out](#) →

CLIENT

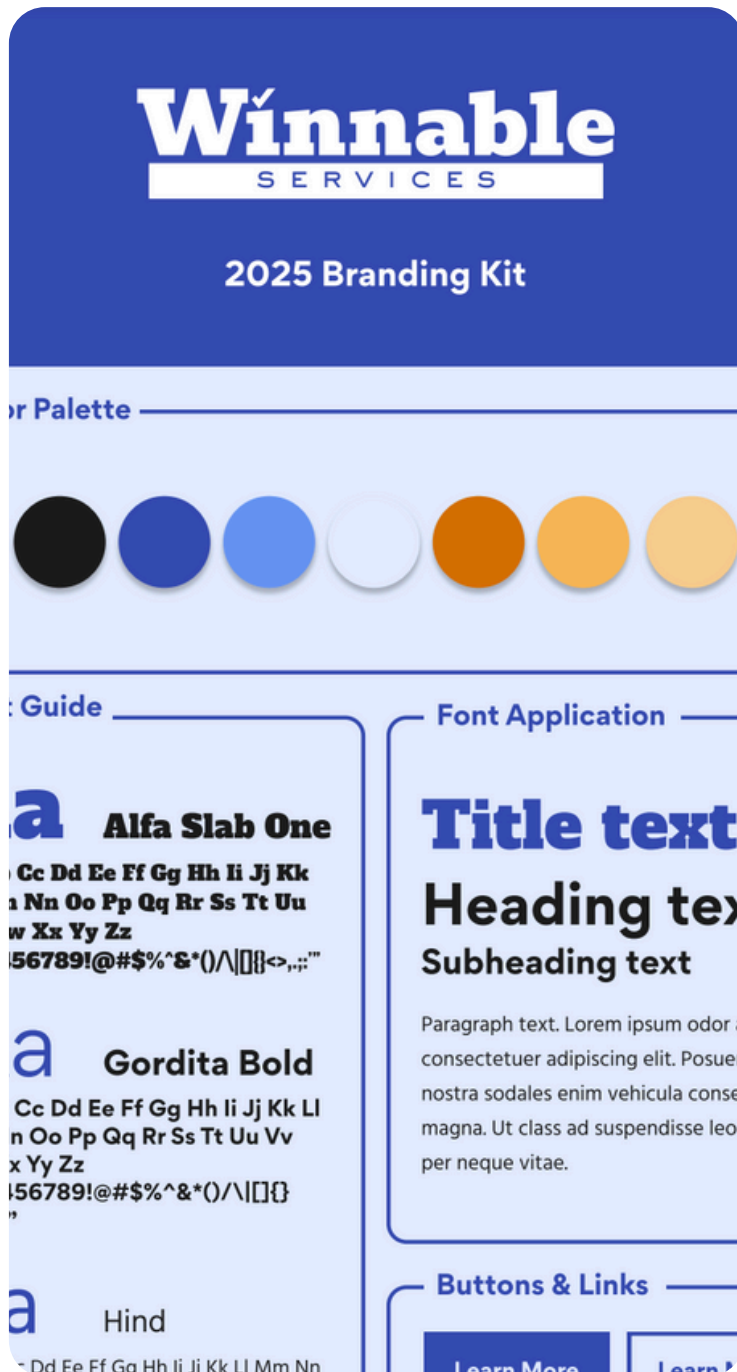
Winnable

ROLE

Design, Brand

After working at Winnable for a year I was tasked with creating a new branding kit for the company. My CTO didn't have any design experience; with lots of investment pitches coming up, we needed something that was **professional**, yet **modern** and **clean**.

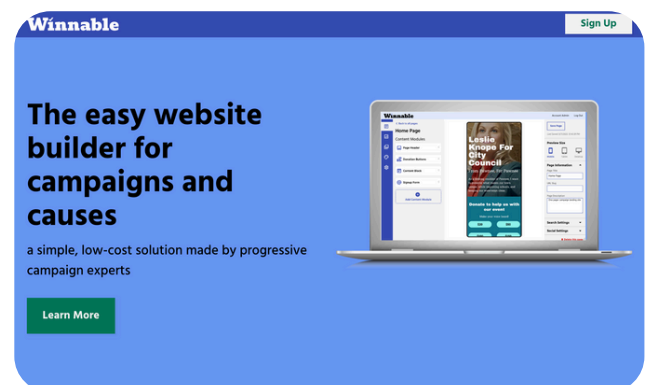
Most importantly, we needed to **portray a friendly affect**.



✨ HIGHLIGHTS

- ✓ Supported by direct user research surveying current Winnable client base
- ✓ Minimalist but unique and distinguishable
- ✓ **WCAG/Section 508/ADA** compliant
- ✓ Developed off the **5 P's: purpose, positioning, personality, perception, and promotion**

Below is a good example of the old branding; which we didn't really have much of.



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The Democratic Party of Illinois

ROLE

Graphic Design

I was super excited to take on the task of **designing the “welcome” billboard for the 2024 DNC**, which was held in Chicago, IL. The Democratic Party of Illinois (DPI) needed something fast, but they also needed it to be a high quality design that already fit their current branding.



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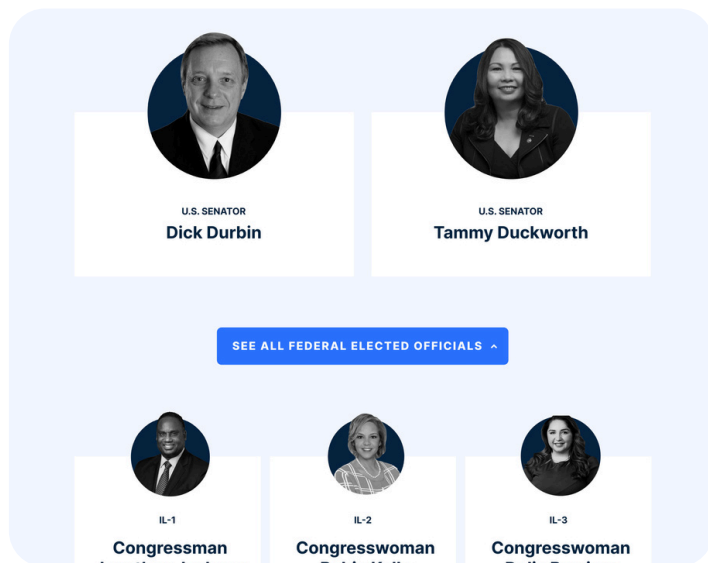
The Democratic Party of Illinois

ROLE

Design, Development

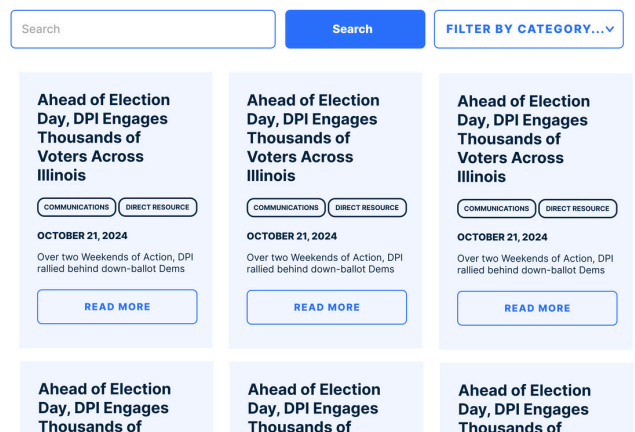
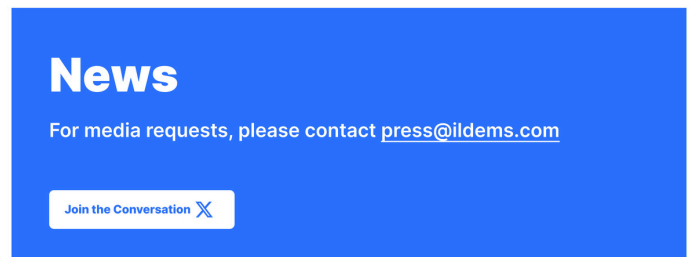
I was tasked with **completely redesigning the 2025 website for the Democratic Party of Illinois (DPI)**. I was responsible for “upgrading” their current branding, as it was very inconsistent, and creating desktop mocks for every page. **Design check-ins were provided to the client for the most seamless experience!**

Mobile mock-ups are not available at the moment due to project time constraints; this was confirmed with the client based on their needs.



✨ HIGHLIGHTS

- ✓ **WCAG/Section 508/ADA** compliant throughout
- ✓ Updates existing branding to **create a consistent message and user experience**



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ForHarris.org

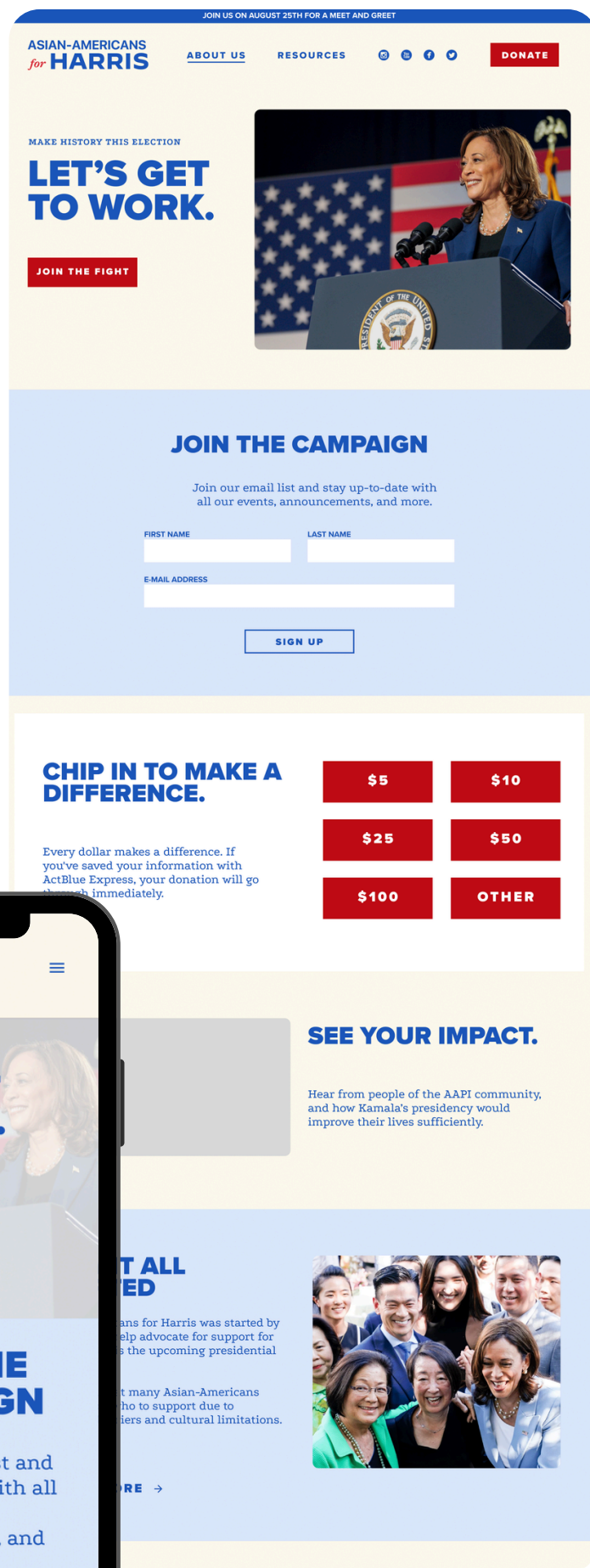
ROLE

Design

✨ HIGHLIGHTS ✨

- ✓ Create a **completely new brand**
- ✓ Flesh out high-quality designs within a **24 hour timeline**
- ✓ Provide and receive design **feedback** to groups using template and editing content/layout

The ForHarris.org campaign helped to spin up multiple groups in support of Kamala Harris when she ran for office in 2024. I was given the task of designing the website template design for these support groups.



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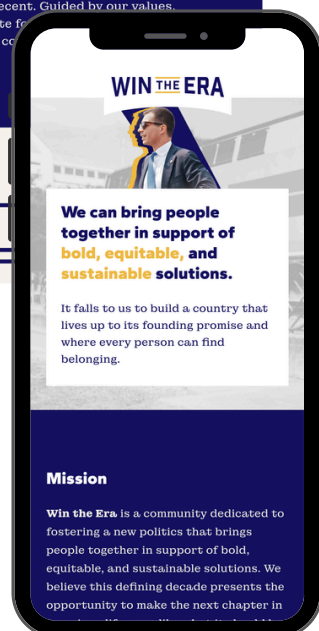
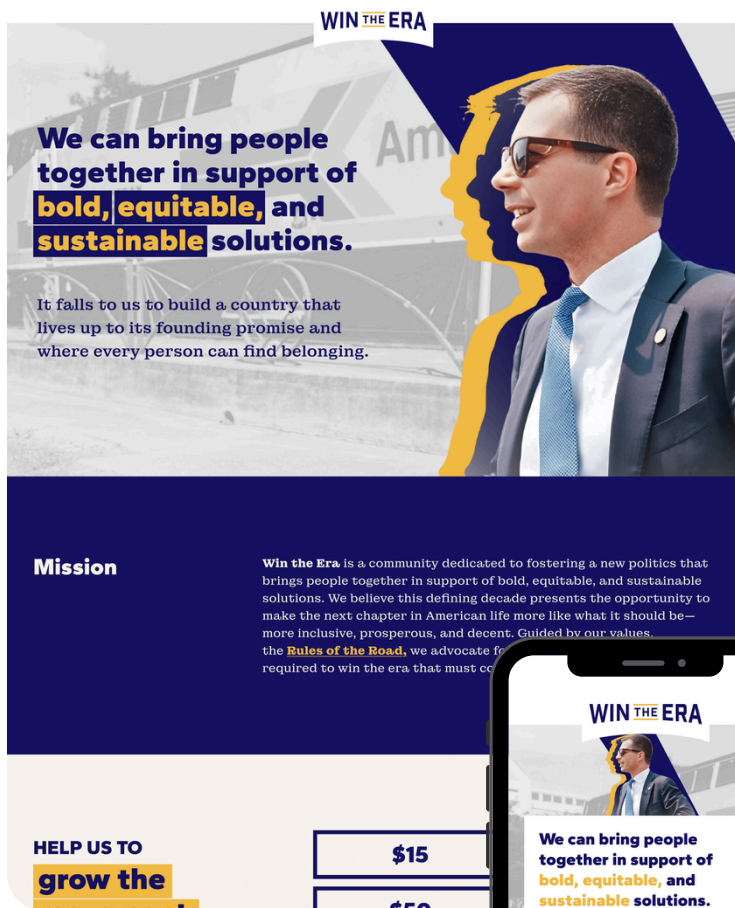
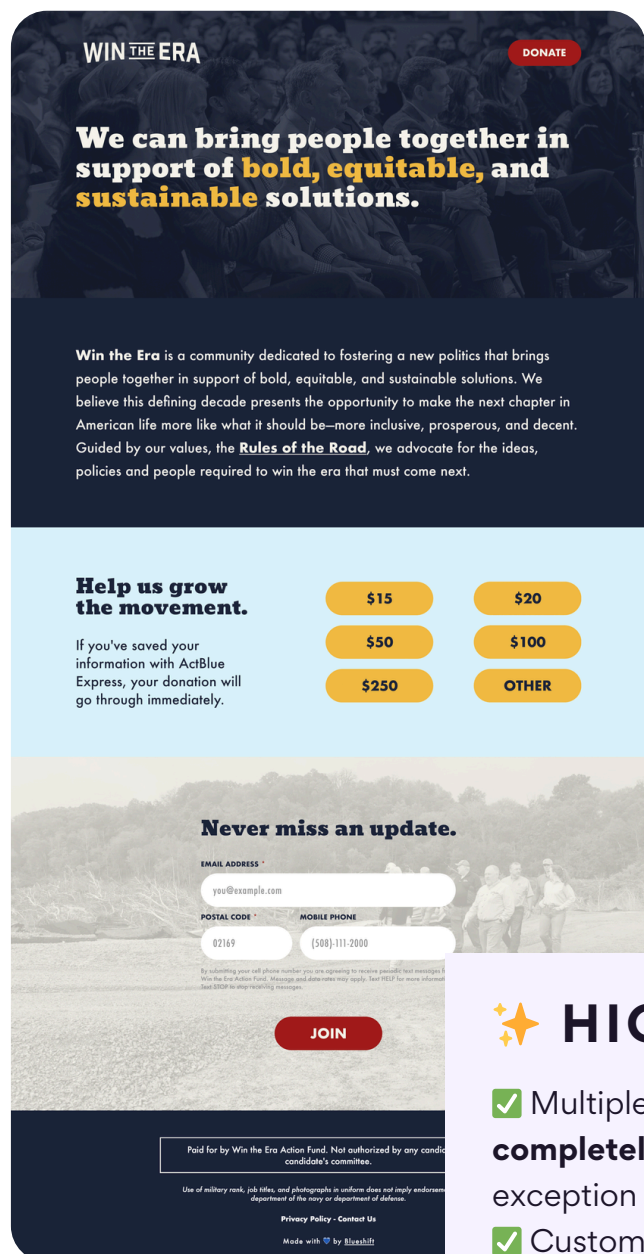
CLIENT

Win the Era

ROLE

Design

My client wanted an updated design and brand to replace their current site. Since they wanted a completely new brand, I designed multiple options combined with design check-ins, giving them full flexibility for revisions.



HIGHLIGHTS

- ✓ Multiple design options with **completely new branding** (with exception of current logo)
- ✓ Custom theme option that **directly matches the hero banner** to the design

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Congresswoman Lauren Underwood

ROLE

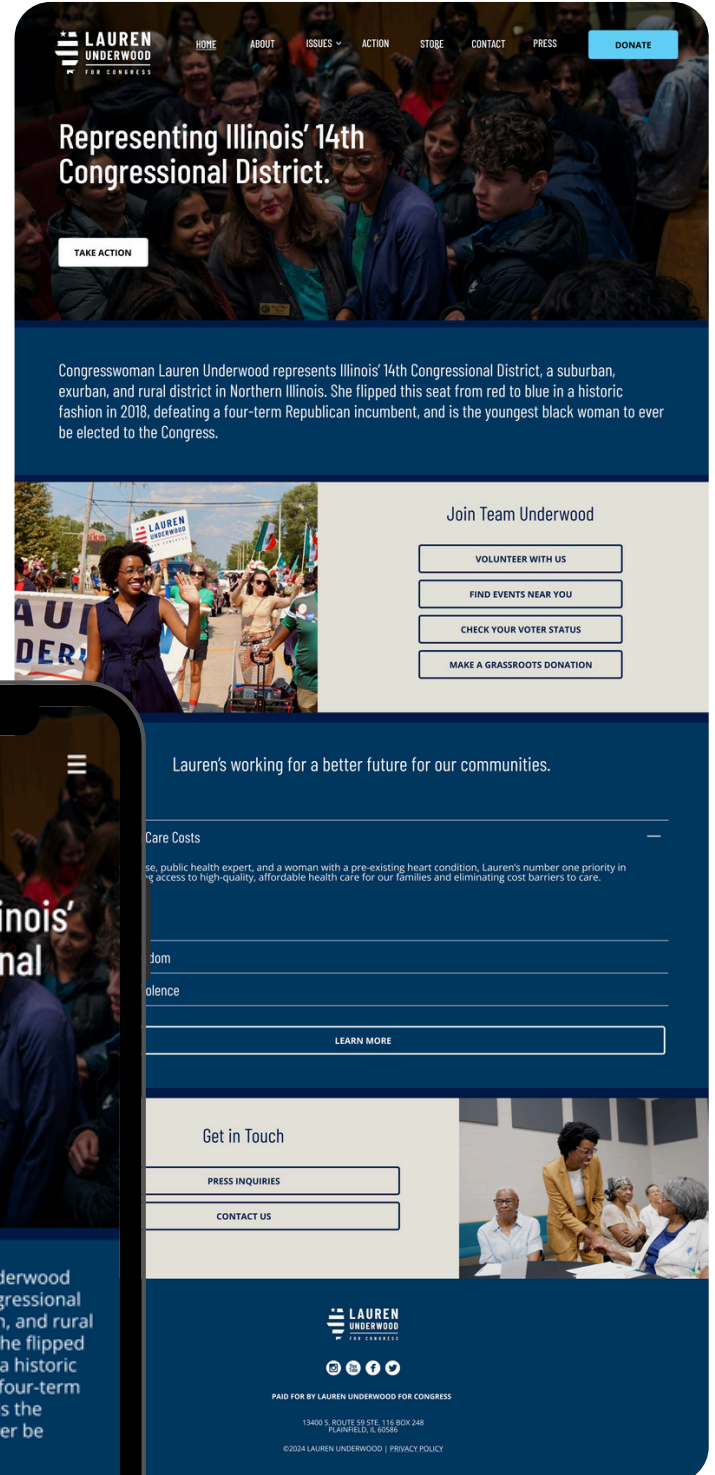
Design, Development, Project Management

This was truly a full lifecycle project! I even got my hands dirty with creating an in-house solution to interact with the **NGP/VAN API!** Government APIs are always a pain to deal with, but I was able to get their **volunteer form** to sync directly with the VAN API. This gave us more control over the design and overall infrastructure.

✨ HIGHLIGHTS

- ✅ **WCAG/Section 508/ADA** compliant throughout
- ✅ **Customizable** modules, creating the best experience for writing copy content and adding assets, while keeping the current branding
- ✅ Switching from Squarespace to an in-house WordPress solution not only improved the client experience but also **improved core web vitals from a poor to acceptable score**

My client wanted a complete redesign of her website. She was looking specifically for an accessible version of her site without changing her current branding.



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Northwest Bronx Community & Clergy Coalition

ROLE

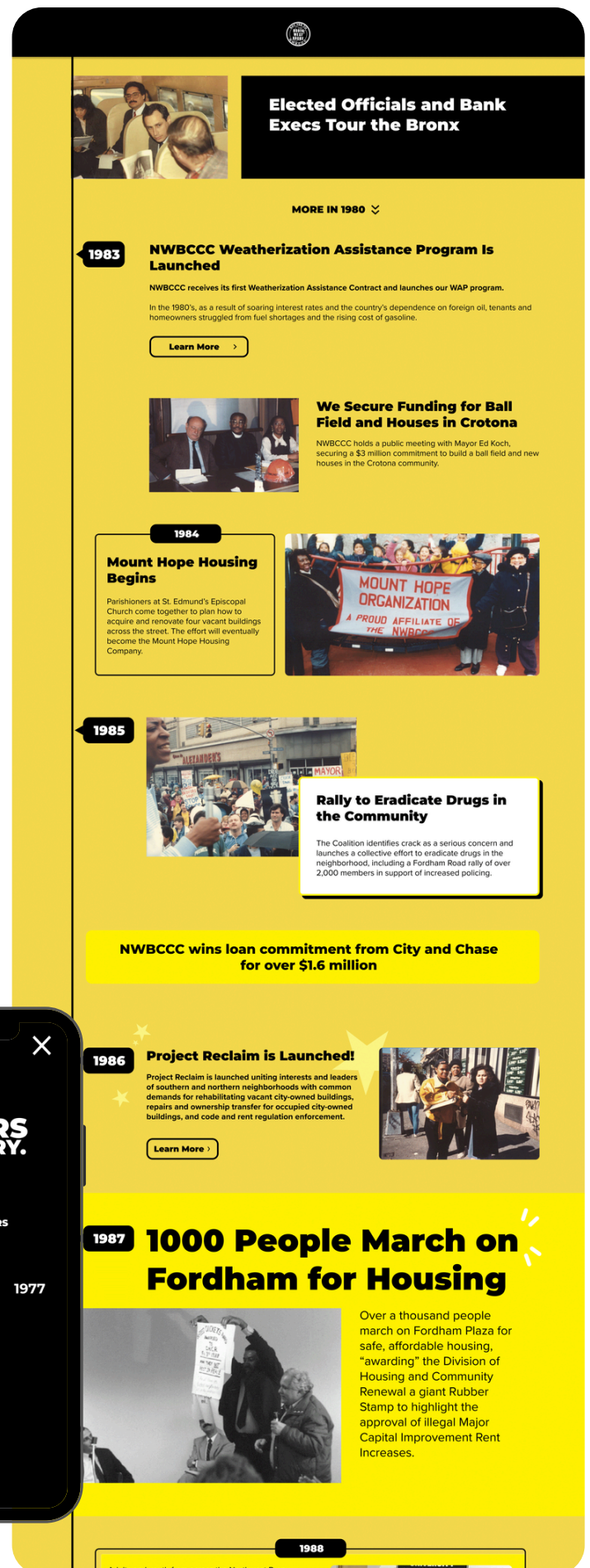
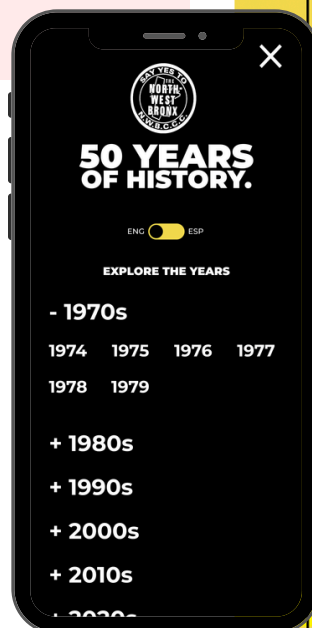
Design, Development, Project Management

✨ HIGHLIGHTS ✨

- ✓ Create a **timeline editor experience** for client to update in the future
- ✓ **Match NWB's current branding**, but also update designs with more consistent versions of the branding
- ✓ **Multi-language experience** and available for **logged in users/members only**

This is one of the most fun projects that I've had the pleasure of picking up. Not only was it packed with a lot of challenges, but I learned a lot, and I really got to know the Northwest Bronx staff!

This was presented at their annual 2024 Gala.



Visit In Progress Site

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Panethnic Pourovers

ROLE

Design, Development, Project Management

For context, I founded a non-profit called Panethnic Pourovers in 2023. As part of that, I also created our branding, website, graphics, and digital presence! This has been an amazing passion project turned into a reality.

In addition to our digital presence and website, I **hired a team of volunteer junior engineers to mentor and lead in an agile setting.** We created an awesome admin application for our internal administrative processes!

✨ HIGHLIGHTS ✨

- ✓ **Customizable modules and in-house events management** for easy use by Board members, staff, and volunteers
- ✓ **Lead a technical team of junior engineers** and provide code reviews, insight, and pair programming
- ✓ **Create custom branding** to portray a warm and home-like affect



☞ This Week's Café Space Hours ☞

Thursday, 2/13: 8am-5:30pm

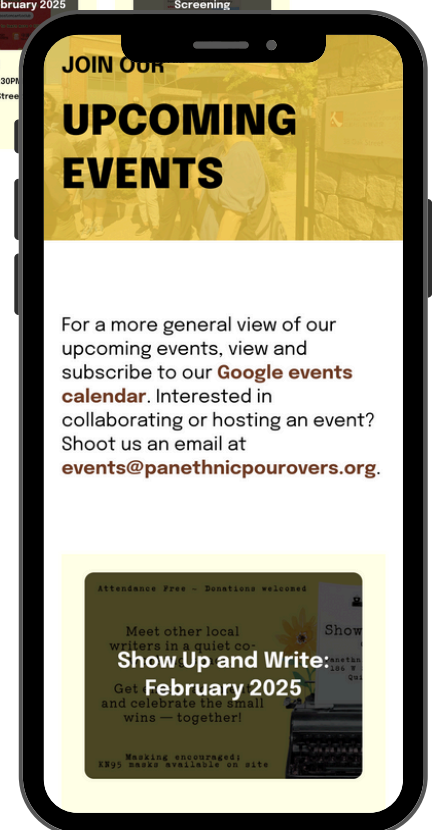
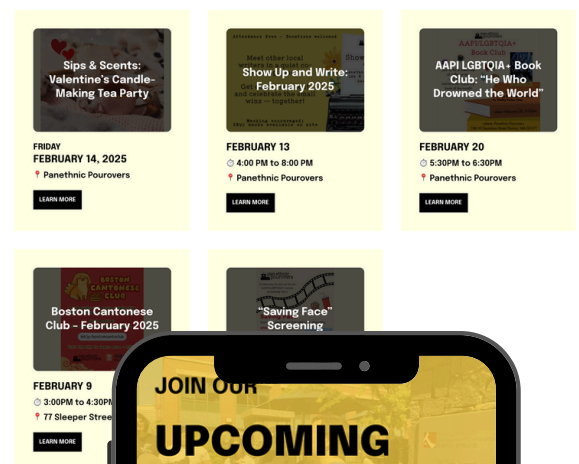
Friday, 2/14: 8am-4pm

Saturday, 2/15: 12:30pm-5:30pm

Sunday, 2/16: CLOSED, catch us at the QARI Lunar New Year Celebration

If you're looking to use the space outside of our operating hours, please reach out to events@panethnicpourovers.org. There is no cost associated with space rentals but donations are welcomed and encouraged.

Upcoming Events



Visit Production Site

View Admin Github Repo

CLIENT

Elect ED DC

ROLE

Design, Development, Project Management

My client was looking to update their site as well as give it a branding refresh. The site was created in two phases, the first being a landing page design, and the second being a full site redesign.

This was challenging for me as I received a lot of **pushback on certain design decisions I made for accessibility reasons**; but I managed to keep everything compliant and keep my client happy!



WHAT WE STAND FOR Our Core Values

Students are our first priority.

Quality public education is a right.

Justice matters.

Leadership is paramount.

Community is vital.

The Issues

Education Access and Quality

Children from low-income families, children with disabilities, and children who routinely experience forms of social discrimination are more likely to struggle with math and reading. Some children live in places with poorly performing schools, and many families can't afford to send their children to college. The stress of living in poverty can also affect children's brain development, making it harder for them to do well in school.

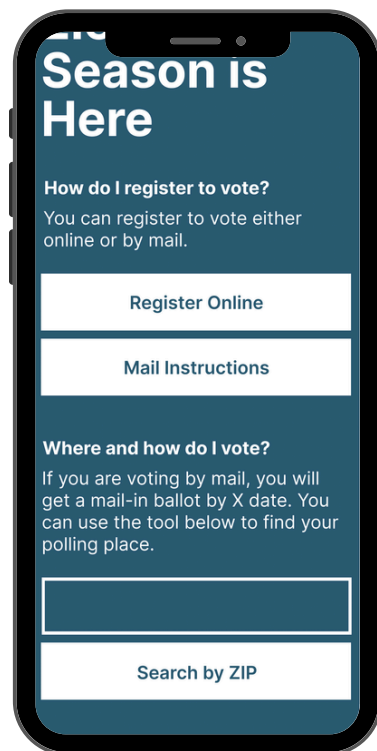
Interventions to help children and adolescents do well in charter and public schools and help families pay for college can have long-term health benefits.

Economic Stability

Health Care Access and Quality

Neighborhood and Built Environment

Social and Community Context



✨ HIGHLIGHTS

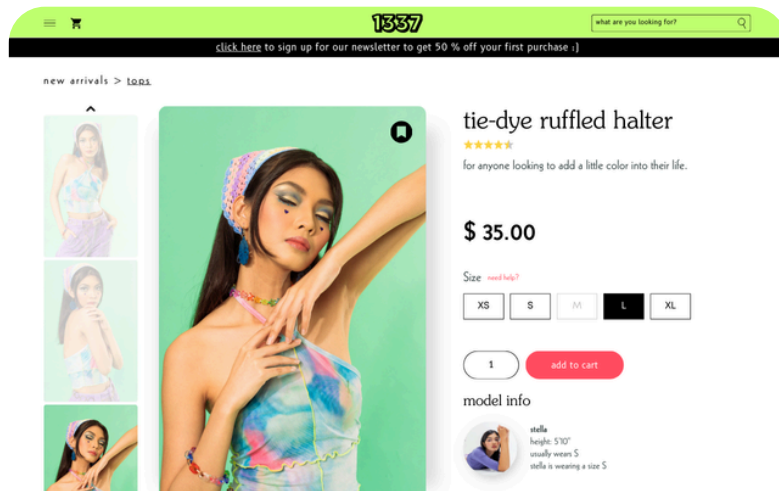
- ✓ Simple “**refresh**” of existing branding
- ✓ Update to be **WCAG/Section 508/ADA** compliant
- ✓ Full-stack functionality with **in-house solution for event management**

[Visit Production Site](#)

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“JUST FOR FUN” PROJECTS

These projects were just for fun, because ya know... I guess that I like what I do!



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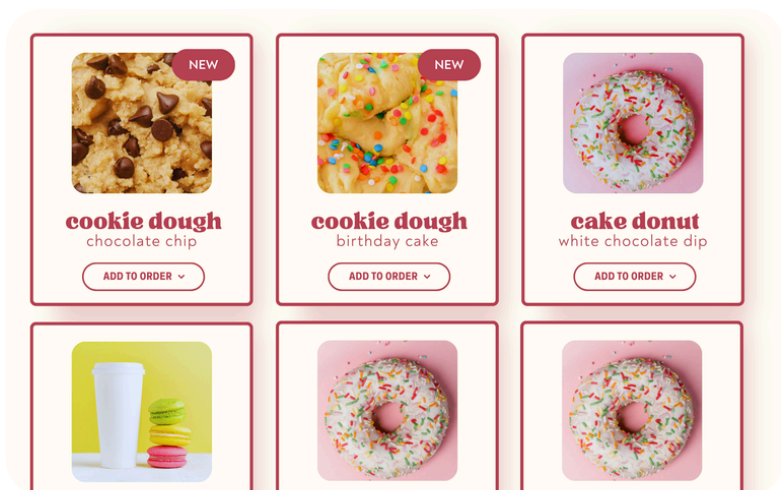
fashion company website design; reflects a retro and y2k aesthetic; appeals to younger audiences (particularly young women)

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the donut shoppe

admittedly this was part of a design prototyping exercise, e-commerce

[View Design PDF](#)



Sunshine Co.

designs for a line of several juice boxes in several different fruit flavors; a fun, cute, and calming affect

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THAT'S ALL FOR NOW.

**Thanks for
checking out my
work!**

Reach out directly to hi@itsemily.me