2026

Graphic Designer

PORTFOLIO

WRISAWAYMER

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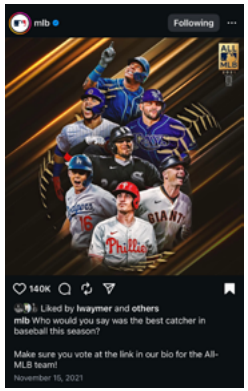
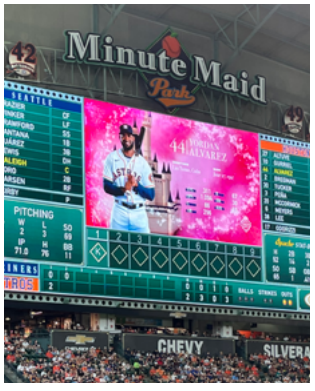










2026

Graphic Designer

About Me!



I'm Wrisa Waymer, a multidisciplinary graphic designer with over four years of experience building brand identities and design campaigns across digital, print, Environmental, and motion.
My background spans branding, typography, illustration, and motion design — developing visuals that connect with the people they're built for, whatever the client or category.

I've built brand identities from the ground up for independent clients, including a full logo and brand system for a consulting firm and original branding for an emerging clothing label. I've also worked at scale inside major organizations — Major League Baseball's League Office, the Atlanta Braves, and the Houston Astros — designing hundreds of campaign graphics, social content, and print materials across a single season.

Whether it's an original brand from scratch, a digital ad, or a stadium-scale campaign, my aim is to transform creative ideas into work that connects with the people it's built for.

350+ graphics/season | 30% ticket lift (Astros) | 25% ticket lift (Braves) | 20K+ social reach

Skills:

Adobe Creative Cloud
(Photoshop, Illustrator, InDesign, After Effects)
Microsoft Office Suite
(Word, Excel, PowerPoint)
Illustration
Branding
Advertisement Design
Apparel Design
Marketing Design
Motion Graphics
Figma
Canva
Print Production
Photo Manipulation/Photography
HTML & CSS
Presentation Design
Client Presentations

Illustration & Personal Voice

Graphic Designer





Harvest Goddess / Winter Goddess

(Personal Work)

The Brief

Self-directed. A search for seasonal-goddess imagery turned up almost no African American representation, across both winter and harvest themes.

My Approach

I portrayed both the winter and harvest goddess as African American women, researching seasonal iconography to keep each piece rooted in the tradition it draws from.

My Role

Full concept and illustration for both pieces using Procreate.

Graphic Designer

2026

Production File





FRONT OF ALL CARDS



HOW TO PLAY CARD



Actual Product



Ozzie Go Fish Card Deck

(Atlanta Braves — lead piece)

The Brief

Design an Ozzie Albies Go Fish card deck, featuring hand-illustrated fish.

My Approach

This meant designing a full illustrated set — each card needed to work individually and as part of a cohesive deck, translating a go fish game into concept into original character illustration and graphics.

My Role

Illustrated and designed the full deck using Adobe Photoshop & Illustrator

Marketing & Advertisement Design

Graphic Designer

2026









HBCU Night

(Atlanta Braves)

The Brief

Design the full theme for HBCU Night — incorporating a blue color palette, pendants, the HBCU logo, and band photography — to announce the event and inform fans about its components: the HBCU marching band, a bobblehead giveaway, and a pre-party.

My Approach

Rather than a single announcement graphic, I built the visual identity as a system that could travel across email, social, and in-game channels — pulling the color palette, pendant motif, and band imagery into one cohesive look so the campaign felt unified no matter where a fan encountered it while also ensuring the branding was aligned with the Atlanta Braves.

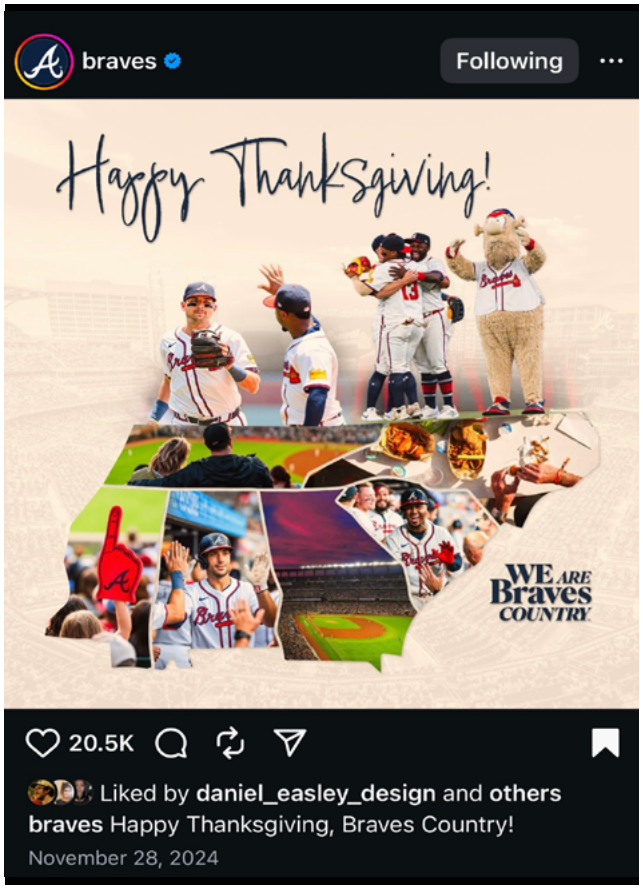
My Role

Full campaign concept and design across all channels using Adobe Photoshop.

Graphic Designer

2026







Happy Thanksgiving Graphic

(Atlanta Braves)

The Brief

A social media graphic celebrating Thanksgiving, built to represent the full breadth of "Braves Country" — including a Spanish-language version and a companion stats graphic.

My Approach

I designed a small family of graphics — the primary piece, a Spanish translation, and a stats-driven companion — so the campaign could speak to different segments of the fan base without diluting the core design.

Result: The post reached 20K+ people and drew sixty-one comments — one of the stronger-performing organic social pieces from that season.

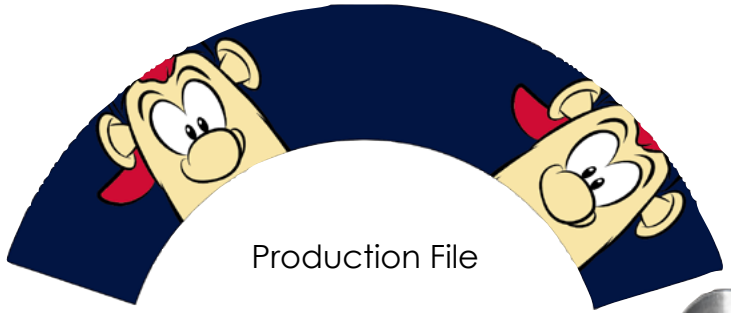
My Role

Graphic and design execution for the campaign using Adobe Photoshop.

Merchandise & Promotional Design

Graphic Designer

2026

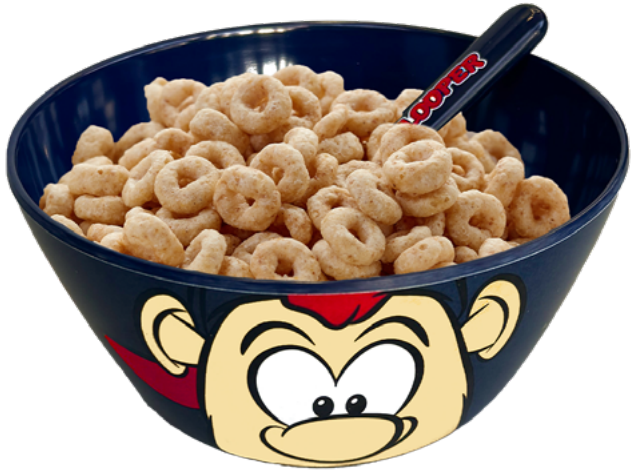


Production File



Mockup





Actual Product

Blooper Cereal Bowl

(Atlanta Braves — lead piece)

The Brief

Design a cereal bowl for Kids Club — with one major constraint: I couldn't see the physical item before it went into production.

My Approach

I built the design to align correctly on a bowl I'd never physically handled, developing several concept directions inspired by nostalgic cereal bowls from the late '90s. Marketing and ticket sales voted on the final direction, with minor tweaks incorporated afterward to ensure the design matches on the front and back.

My Role

Concept development and final design, refined based on internal team feedback using Adobe Illustrator.



Version 1

Final Approved Design



Final Printed Design

Batman Ticket Package

(Atlanta Braves)

The Brief

Create a Batman-themed ticket package that kept Batman's brand identity intact while integrating the Braves — designed to feel like a collector's item.

My Approach

The challenge was balance: lean too far into Batman and it stops feeling like Braves merchandise; lean too far into Braves branding and it loses the licensed IP's appeal.

My Role

Full design of the ticket package using Adobe Illustrator.

Graphic Designer

2026



T-Shirt Design

(Big Frog Custom T-Shirts & More)

The Brief

The customer wanted to get custom t shirts made to signify they are getting together for there annual reunion.

My Approach

Designed concepts directly informed by production realities from day one, so nothing needed to be re-worked once it hit the press. Built in client check-ins at key proof stages to keep approvals moving.

My Role

Designer, project coordinator, and production lead — handled the creative work end-to-end and oversaw pre-press and print production through final delivery using Adobe Photoshop.

Graphic Designer

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Jersey Design

(Big Frog Custom T-Shirts & More)

The Brief

Customer needed wanted jerseys that looked sharp and was able to get for FIFA games for his team. He used a screenshot or mockup of what he wanted which i replicated and sent over a new mockup for approval.

My Approach

Built a flexible template system so numbering and names could be swapped per player without compromising the design, then tested color and placement against the actual fabric before full production.

My Role

Designer and production coordinator — created the jersey artwork and oversaw the full print run to ensure consistent quality across every piece using Adobe Photoshop & Illustrator.

Graphic Designer

2026



Uvalde Tribute Campaign T-Shirt

(Houston Astros)

The Brief

Design a commemorative t-shirt honoring the Uvalde community in the wake of the tragedy, as part of the Astros' solidarity effort.

My Approach

Kept the design simple and restrained, letting a small number of symbolic elements carry the weight rather than over-designing the piece.

My Role

Designer — created the tribute t-shirt graphic for the campaign using Adobe Illustrator & Photoshop.

Graphic Designer

2026



Pride Night Campaign T-Shirt

(Houston Astros)

The Brief

Design a t-shirt for the Astros' Pride Night campaign that authentically represented the LGBTQ+ community while staying true to the Astros brand.

My Approach

Researched Pride Night campaigns across the league and leaned into color and iconography that felt inclusive without being generic, keeping the Astros' identity front and center.

My Role

Designer — developed the t-shirt graphic as part of the team's league-wide Pride Night initiative using Adobe Illustrator & Photoshop.

Publication & Environmental Design

Graphic Designer

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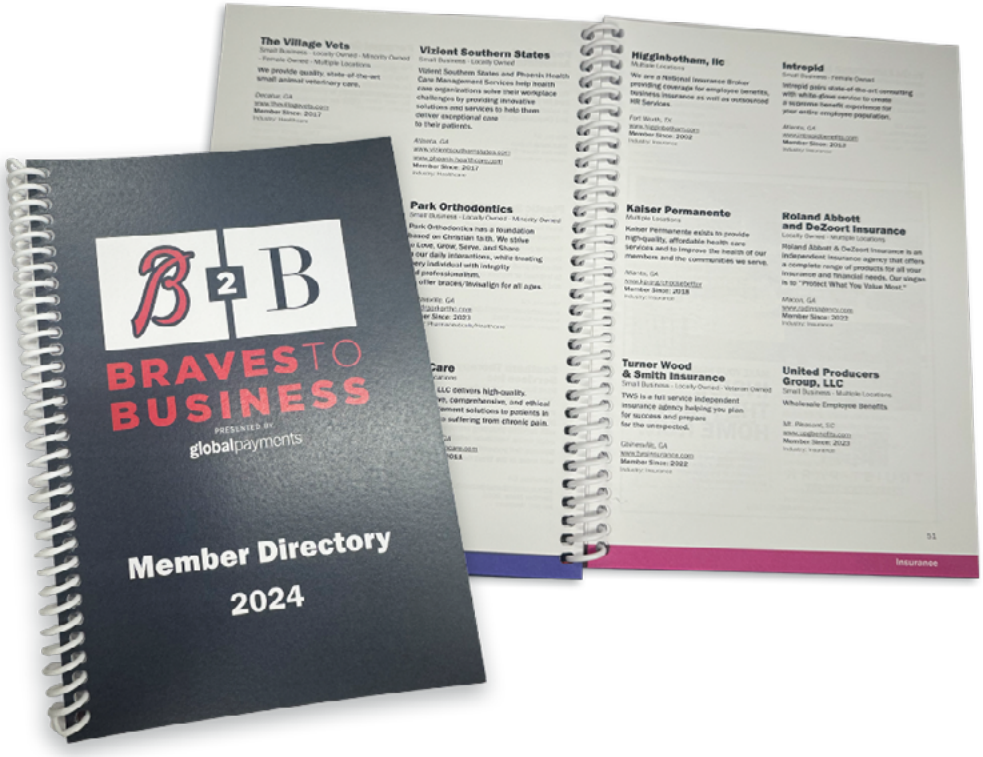





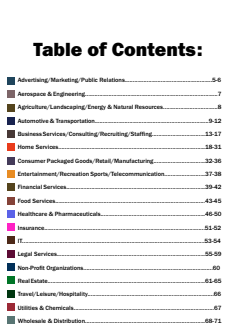



Braves2Business Directory

(Atlanta Braves)

The Brief

The sales team wanted a business directory showcasing Braves-partnered businesses at their annual networking event, categorized by industry.

My Approach

This meant organizing a large volume of partner information into a directory that reads clearly in both digital and print formats — prioritizing navigability by category over a purely decorative layout.

My Role

Designed the full digital and print directory of all Braves business partnerships using Adobe InDesign & Photoshop.

Graphic Designer

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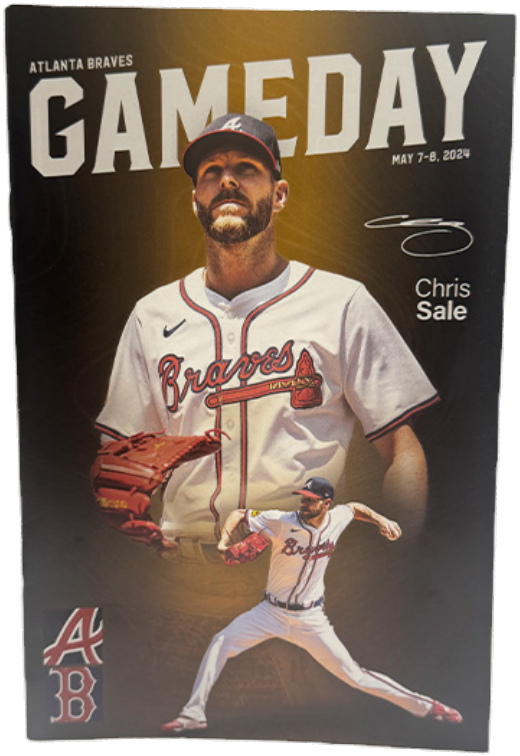




Atlanta Braves — Game Day Playbill Cover

The Brief

Guest Services distributes a playbill for every home game.
For each series, the cover features either the standout player from the week or a player tied to that series' theme.

My Approach

This meant making a fast, well-reasoned call on rotating content every series — reading recent performance or an upcoming theme and translating it into a cover concept
on a tight, recurring deadline.

My Role

Cover design and player/theme selection, across multiple issues including a Chris Sale cover using Adobe Photoshop & InDesign.

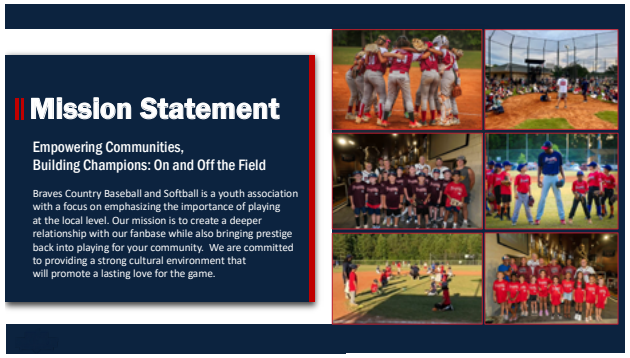
Story-Driven Presentation Design

Graphic Designer

2026













Braves Country Baseball & Softball Decks

(Atlanta Braves)

The Brief

The Braves Alumni Department needed two decks for their Braves Country Baseball & Softball community program — one focused on parks, the other on potential sponsorship and future opportunities.

My Approach

Since the two decks served different audiences and goals — community/parks information versus a sponsorship pitch — I built each with its own emphasis while keeping them visually consistent as a matched pair. Now, community parks have increased by twenty t0 40% of Braves Nation

My Role

Designed both decks using Microsoft Office & Adobe Illustrator.

Graphic Designer

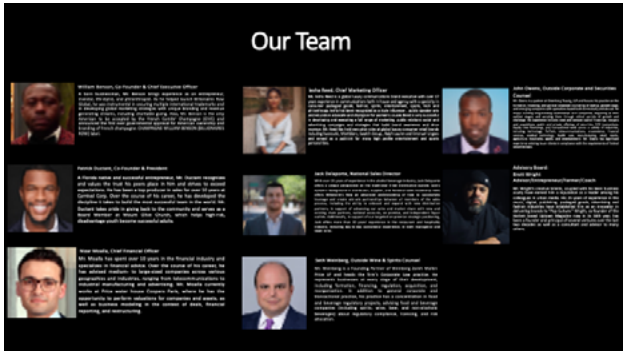
2026













Billionaires Row Sales Presentation

(Freelance — lead piece)

The Brief

Design a sales pitch deck for Billionaires Row, a spirits brand, that felt sophisticated and matched the brand's existing standards.

My Approach

The deck started as
a Canva slide, but the brand's standards called
for something more refined — so I rebuilt it to hit that bar while solving a practical constraint: the client needed to make internal revisions in Microsoft PowerPoint, not Canva.

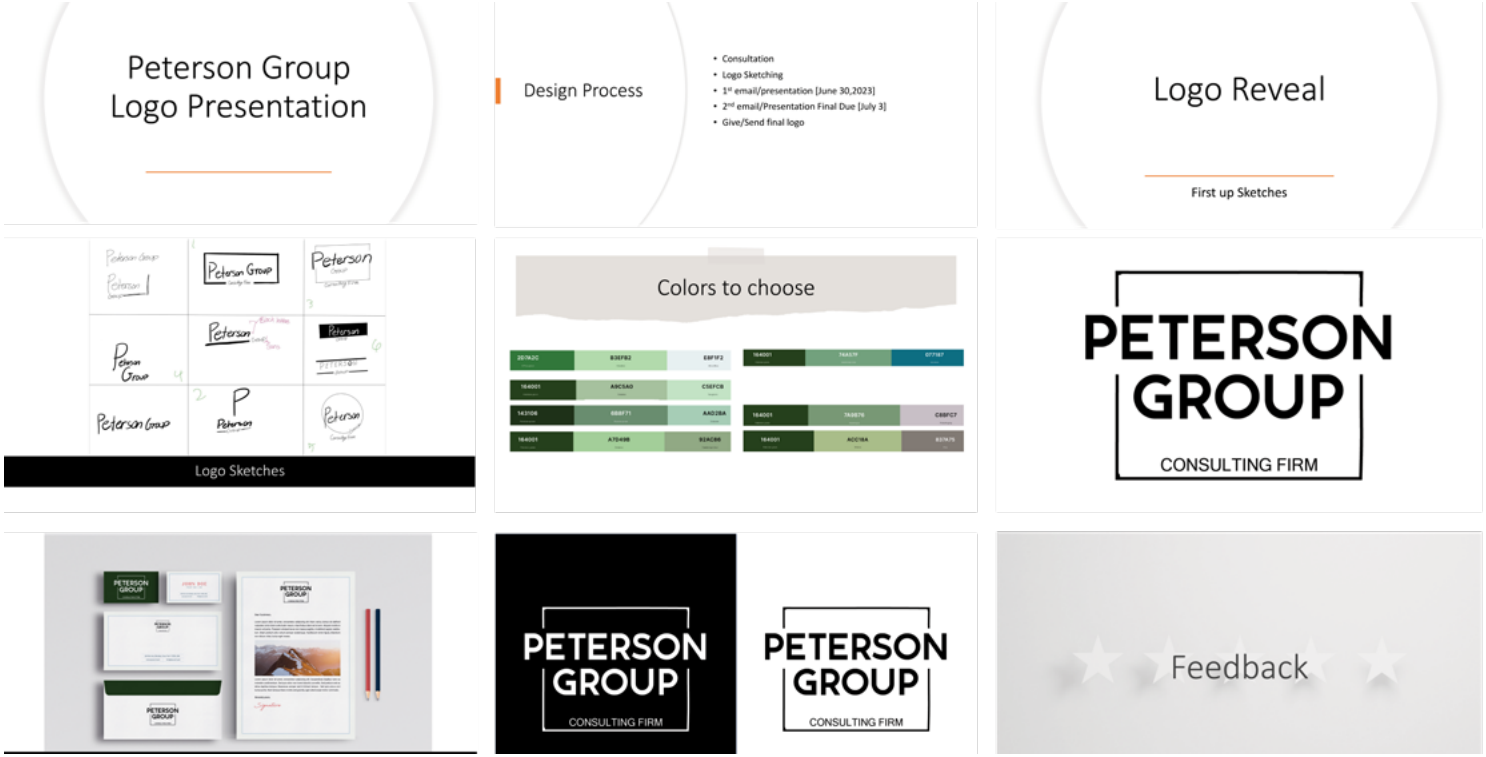
My Role

Designed the full deck independently as a freelance project using Microsoft Office.

Branding & Logo Design

Graphic Designer

2026



Peterson Group LLC — Logo + Branding

(Freelance — lead piece)

The Brief

Design a logo and full brand identity for Peterson Group LLC, a consulting firm, for use across their business and website. The client specified pink and green as their brand colors.

My Approach

Consulting firms live or die on trust and polish, so the challenge was building an identity that felt credible and professional while still standing out in an unconventional color pairing. I worked to make pink and green feel intentional and sophisticated rather than playful — developing a system, not just a mark, that could carry consistently across the logo, business materials, and the website.

My Role

Full logo and brand identity design, delivered independently as a freelance project using Adobe Illustrator, Photoshop & Microsoft Power point.

Graphic Designer

2026

PETERSON GROUP LLC

Brand Guidelines

Provided by Wrisa Waymer Media

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INTRODUCTION

Mission Statement

To empower organizations and leaders with strategic insight, transformative development, and trusted guidance that drives clarity, alignment, and measurable performance.

Vision Statement

To be the premier consulting partner known for elevating leadership, strengthening organizational capability, and shaping high-performing cultures across industries.

BRAND ESSENCE

Core Values

Integrity
We operate with honesty, transparency, and professionalism in everything we do.

Excellence
We set high standards and deliver exceptional outcomes for our clients.

Collaboration
We work side-by-side with organizations to build trust, alignment, and shared success.

Empowerment
We help leaders and teams unlock their strengths and grow with confidence.

Impact
We focus on solutions that create meaningful, sustainable change for people and organizations.

BRAND ESSENCE

Brand Personality

Strategic
We are thoughtful, analytical, and intentional in the way we assess challenges and design solutions.

Trusted
Clients rely on our credibility, experience, and steady leadership.

Empathetic
We listen deeply, understand organizational dynamics, and meet clients where they are.

Professional
We bring polish, executive presence, and a commitment to high standards.

Empowering
We uplift leaders and teams—strengthening confidence, capability, and collaboration.

BRAND ESSENCE

Tone of Voice

Clear & Confident
We communicate directly, with clarity and purpose. Our expertise guides the way.

Supportive & Encouraging
We speak in a way that strengthens confidence and inspires growth.

Insightful & Strategic
We highlight perspectives that help clients understand the "why," not just the "what."

Professional & Respectful
We maintain a tone that reflects executive-level experience and thoughtful leadership.

Human & Approachable
We connect with clients through warmth, understanding, and authenticity.

LOGO USAGE

Primary Logo

PETERSON GROUP LLC

Full Color

PETERSON GROUP LLC

Negative

PETERSON GROUP LLC

Positive

LOGO USAGE

Secondary Logo

Full Color

PETERSON GROUP LLC

Positive

PETERSON GROUP LLC

Negative

PETERSON GROUP LLC

LOGO USAGE - ICON

Primary Icon

PG

Full Color

PG

Positive

PG

Negative

COLOR PALETTE

Main Color	Primary Color	Accent Color 1	Accent Color 2
Black Forest	**Powder Blue**	**Imperial Red**	**Alabaster Grey**
HEX: #0B3500	HEX: #ACC6DC	HEX: #F45255	HEX: #E1E4E0
RGB: 11, 53, 0	RGB: 172, 198, 220	RGB: 244, 82, 85	RGB: 225, 228, 224
CMYK: 79, 0, 100, 79	CMYK: 22, 10, 0, 14	CMYK: 0, 66, 65, 4	CMYK: 1, 0, 2, 11

TYPOGRAPHY

Primary Font- Best use of Primary font for Headers, Titiles, etc

PEZULA REGULAR

ABCDEFGHIJKL NOPQRSTUVWXYZ
01234567890!$

Secondary Font- Best use of secondary font for body, subheaders, etc

Verdana

ABCDEFGHIJKL NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxxyz
01234567890

BRAND APPLICATION



Graphic Designer

2026









We Are Braves Country Campaign

(Atlanta Braves — secondary)

The Brief

Extend the Braves brand into an ongoing campaign highlighting the team's extensive fan base across the South and its televised history — deployed across a digital ad banner, social graphics, and video.

My Approach

Rather than a single asset, this meant building a sub-identity that stayed visually tied to the core Braves brand while working independently across very different formats — a horizontal ad banner, square and vertical social posts, and video.

My Role

Designed the campaign banner and associated cross-channel graphics using Adobe Photoshop.







Want to see more?

Check out my website!

Want to see something in particular?

Reach out via email or phone (404) 394-3793 to contact.