



Jasmine is an accomplished North Carolina based artist and owner of RIADA ADAIR. A few of her distinct skills include: surface design, brand identity development, creative direction, calligraphy and font creation, laser cut product design, and public art.

Inspired by nature and storytelling, Jasmine Flood’s work is a culmination of vibrant color, compelling text with custom fonts, and illustration to create work across a variety of mediums. Jasmine is a North Carolina based artist and the owner of RIADA ADAIR. She focuses on creating sustainable products, teaching creative workshops, and working on commissioned artwork.

True to her competitive and creative nature, Jasmine competed in a wide range of design competitions. Winning first place in the National Geoffrey Beene Merit Scholarship Design Competition is one of many accolades worth mentioning. The grand prize included a monetary award and mentorship from leaders in the design industry. After graduating from North Carolina State University (2012), in Textile Technology and Art + Design as a Park and Centennial Scholar, Jasmine chose to follow her dream of owning and operating a business that would offer an array of creative services.

Jasmine’s laser cut, eco-friendly, wooden, tie bars and cufflinks have been featured on ABC’s Good Morning America, Zulily, and were in over 40,000 subscription boxes for BirchBox Man. Her accessories and stationery products are in stores throughout the United States. She has designed fabric prints for Nickelodeon, Sanrio, and Disney sold in stores such as Jo-Ann Fabrics and Walmart.

One of her most meaningful public art projects thus far includes a hospital memorial honoring organ donors and their families at Vidant Medical Center in Greenville, NC. Jasmine has also been commissioned to paint murals in businesses and residential properties. Hand lettering and calligraphy play an integral role in the development of her designs and fonts.

Please contact Jasmine Flood at [creative@jasmineflood.com](mailto:creative@jasmineflood.com) for further design samples, a formal resume, and or professional references.

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# IDENTITY DESIGN

Client: Various

Year: 2014–Current

The design process for logo and brand design clients include the following phases: exploration, concept design, revision, and delivery. During the exploration and concept design phase original designs and custom fonts are used to create unique and on-target design to fulfil the requests of clients.

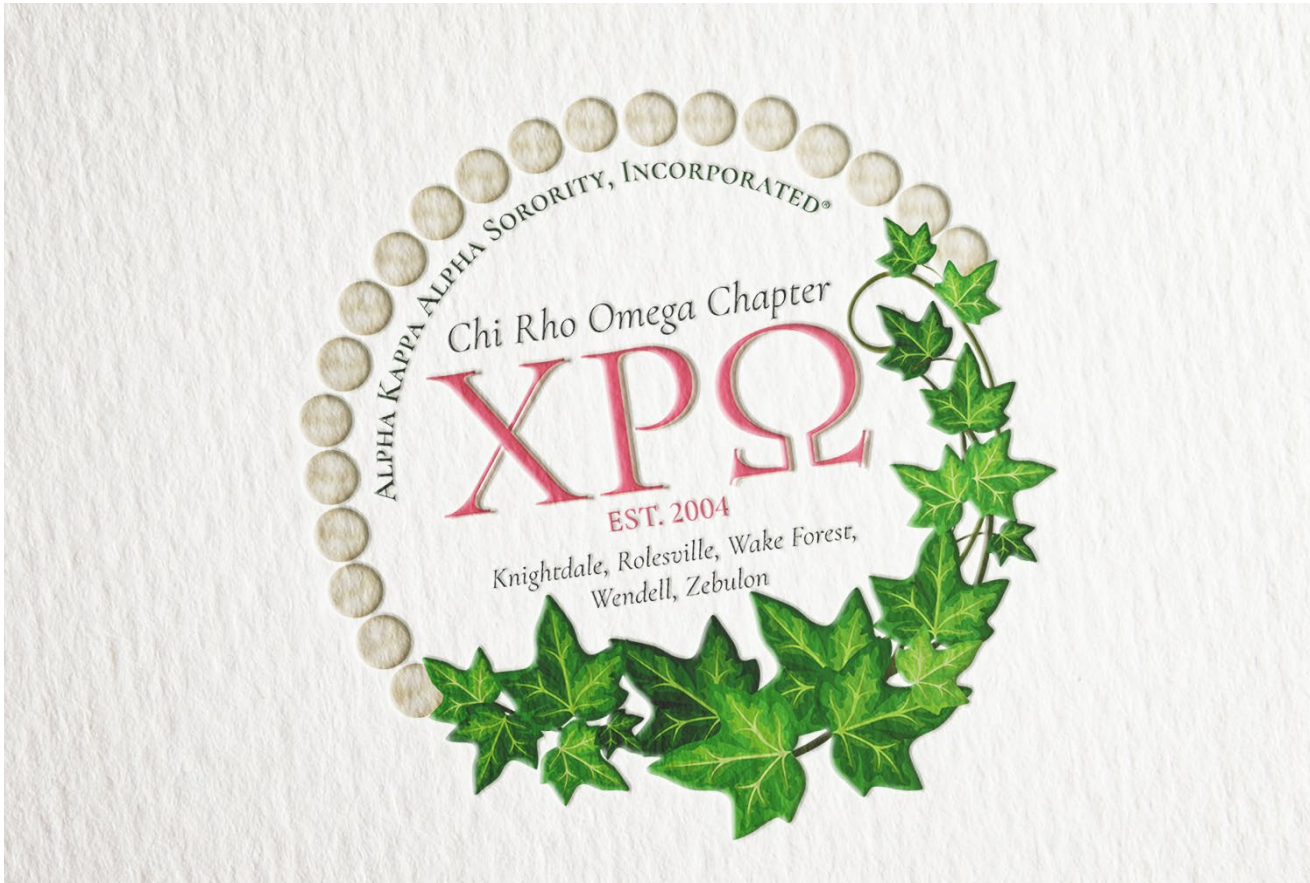


THE **DISRUPTIVE** LAB  
accelerating curiosity

 **THE  
DISRUPTIVE  
LAB**  
accelerating curiosity



IDENTITY DESIGN (CONTINUED)





Black  
entrepreneurship  
W • E • E • K

## IDENTITY DESIGN

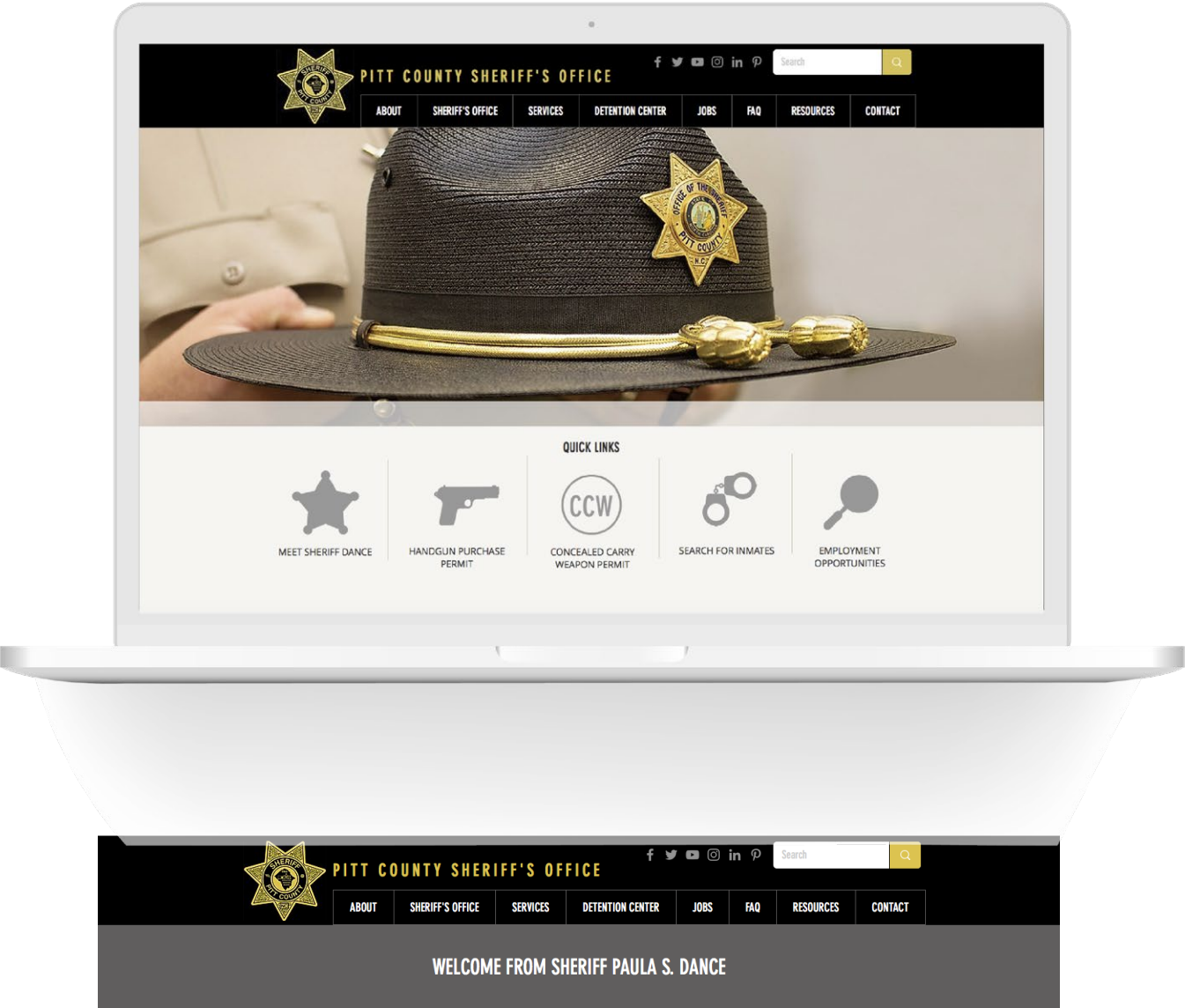
Client: Carolina Small Business Development Fund (Raleigh, NC)  
Year: 2017

Pictured is a logo that was designed for an annual conference for entrepreneurs in Raleigh and Charlotte, NC that was bold, easily recognizable, and clean. The goal was to create a clean, yet bold design that could be easily recognized. The primary font was a custom hand lettered.





# WEBSITE DESIGN + PHOTOGRAPHY



I have spent my entire adult life serving my community. I learned about the law, about right and wrong, about the challenges faced by so many that go unnoticed by the world. I learned about myself, who I was and who I wanted to be. More importantly, I learned about our citizens, who they are, what struggles they face, and how I can best serve each and every person in both the short term and the long term.

I am humbled and so honored that the citizens of Pitt County heard my vision as I campaigned and showed their trust in me by casting their vote in 2018. Not everyone supported me and that is to be expected in any democratic election. But, regardless of who you are or whether you supported my candidacy or my opponents, please hear and understand this. If you are a citizen of Pitt County, a visitor, or just passing through, I am proud to serve you and will do so honorably to the best of my ability. I expect the same from every deputy and every staff member under my direction. Every citizen deserves full and fair support from their local sheriff's office and I will not fail you in that regard.

I hope you find our website useful. We are always open and interested in your thoughts and needs. Reach out to us and let your voice be heard. I have a vision for how to best serve our citizens' needs, but I remain open-minded and dedicated to hearing your thoughts so we can continue to evolve over time. Thank you for your support.

In your service,  
Sheriff Paula S. Dance

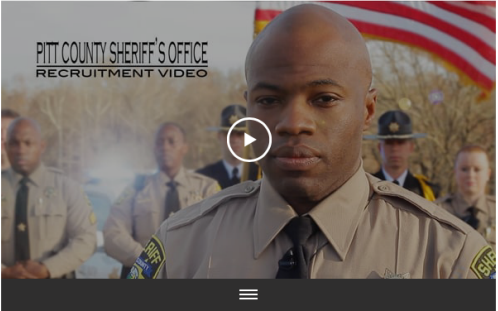
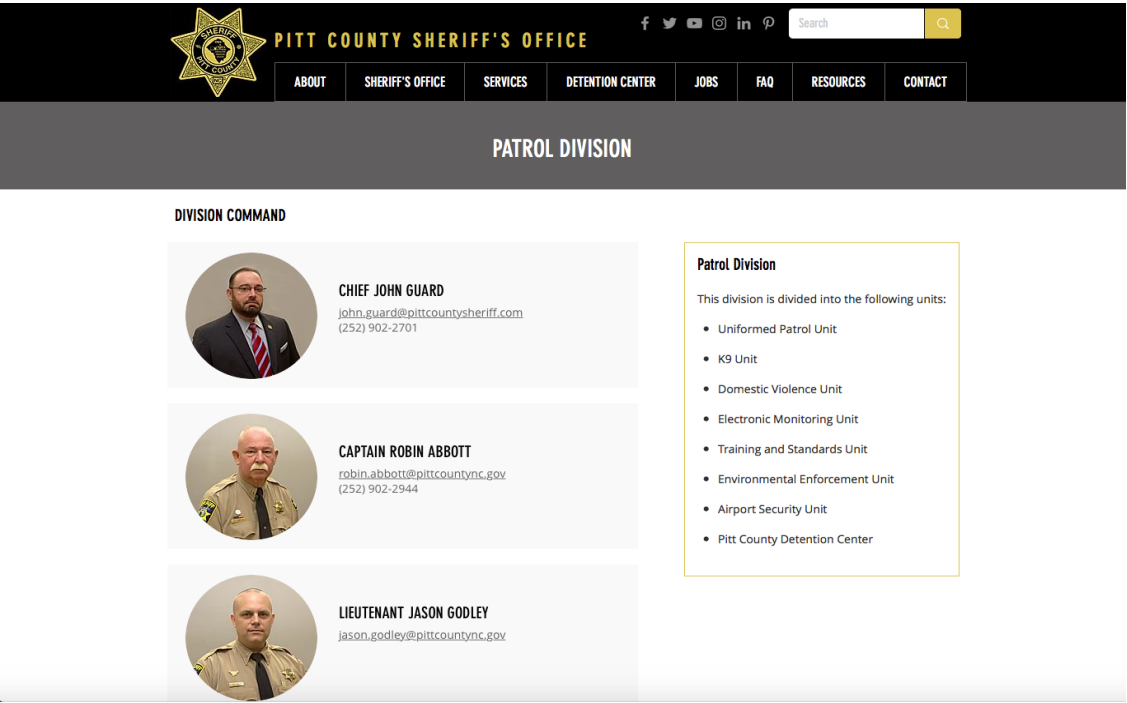
*It is an honor and a privilege to serve the citizens of Pitt County.*



Client: Pitt County Sheriff's Office

Year: 2019

This project included photography services for the Pitt County Sheriff's Office department and images for the home page sliders as well. In addition to photography, a complete revamp of the county's site was completed to update the brand, make the look consistent across platforms, increase user experience, and enhance security. Online job applications and additional search features were also added to make the administrator's case load more convenient.



**We employ a variety of sworn and non-sworn positions.**  
We only hire the very best. The citizens we serve are our friends and families and deserve the very best. Our coworkers are also family. Knowing that the man or woman beside you is competent when your life's on the line is a big deal.

What we do isn't just about knowing the law, shooting accurately, or being physically fit. Our staff has to have emotional intelligence, empathy and a true calling to serve others is a must. It takes a special person to do what we do. If you think that is you, then please step up and let's talk about options.

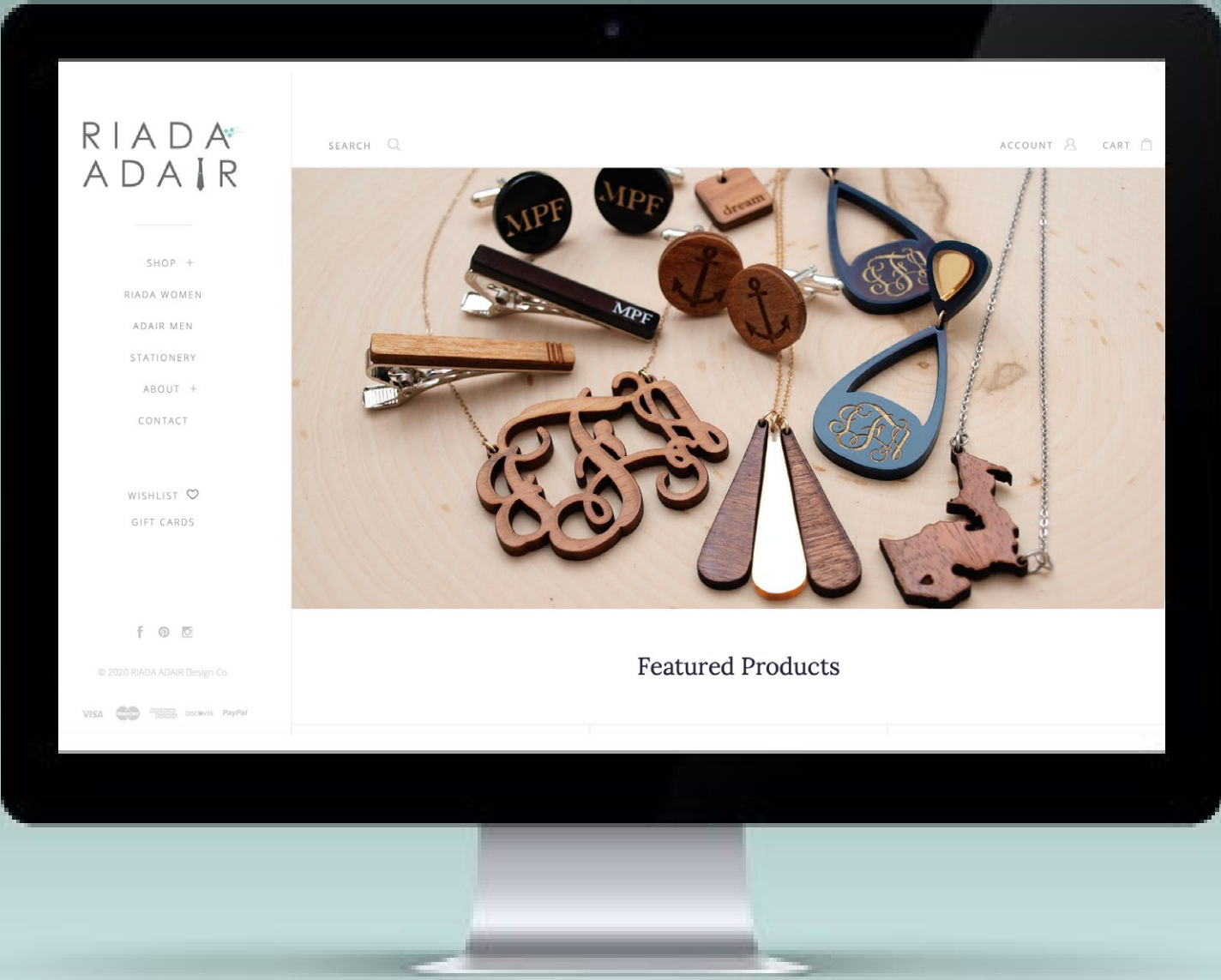


# WEBSITE + LOGO DESIGN

Client: Various

Year: 2017 – Current

Web design and logo design services were completed for each project.



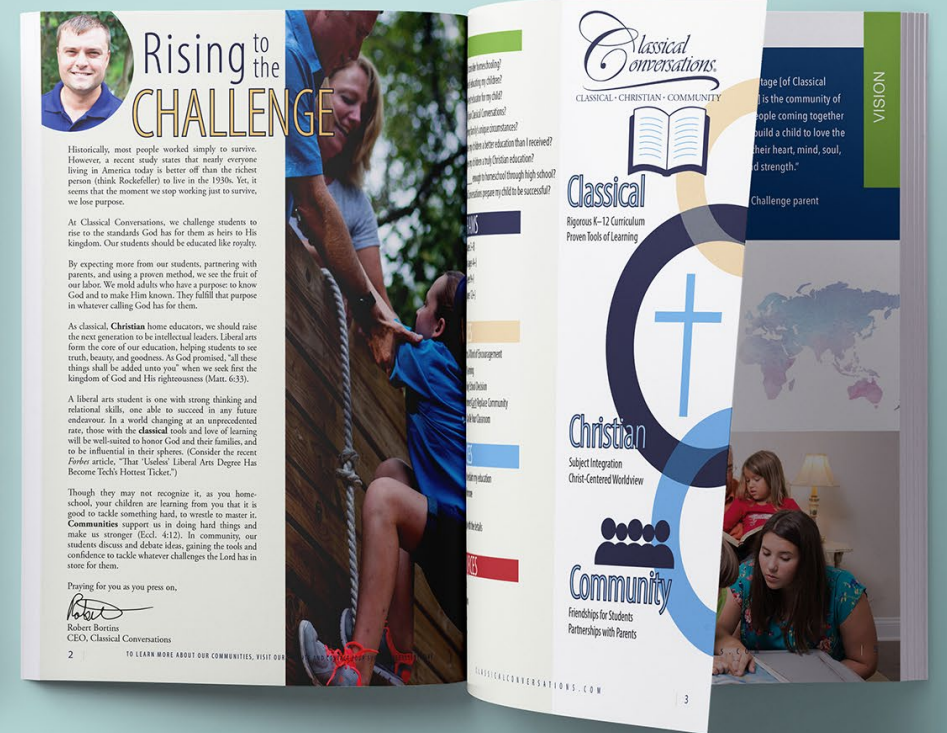
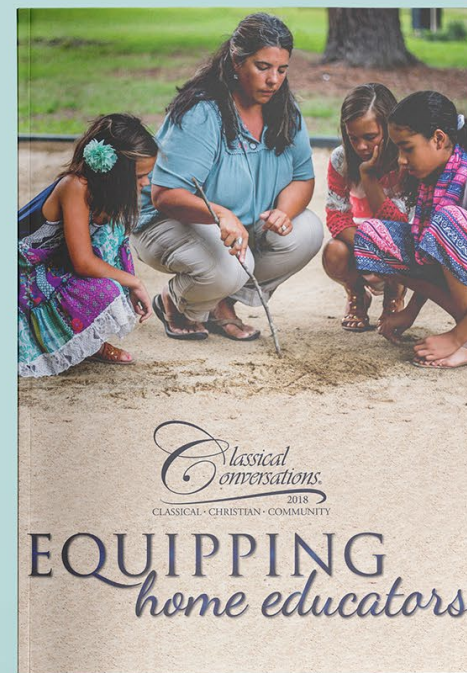




# CREATIVE DIRECTION + LAYOUT DESIGN

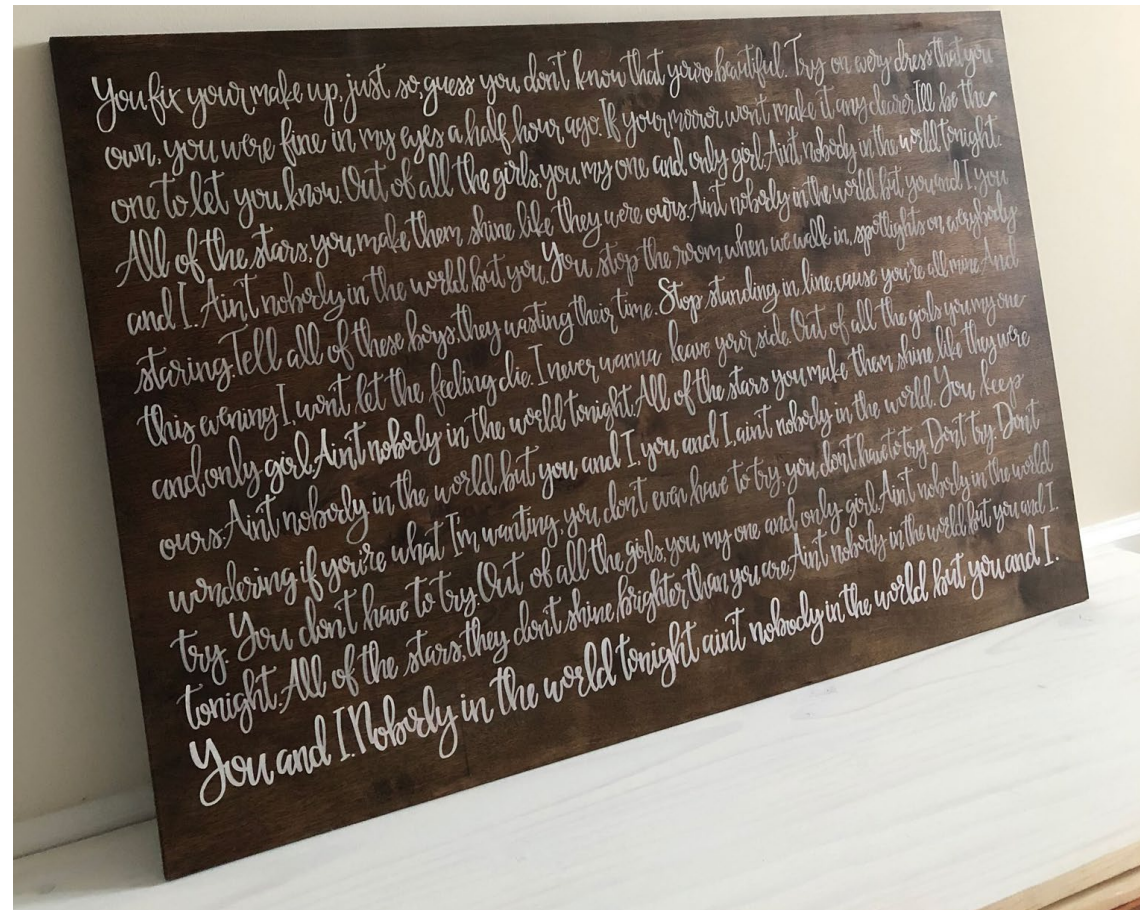
Client: Classical Conversations Multimedia (Southern Pines, NC)  
Year: 2015-2017

The Classical Conversations annual catalog is the company's primary resource for attracting new customers and retaining existing customers. The client requested a design update to the catalog to establish a more appealing and modern layout. Tasks included: art direction, photo shoot directing, print vendor relations and design layout of the full 100-page catalog. Over 300,000 copies of the catalog are printed each year and the catalog is also published online.





# INTERIOR COMMISSIONS



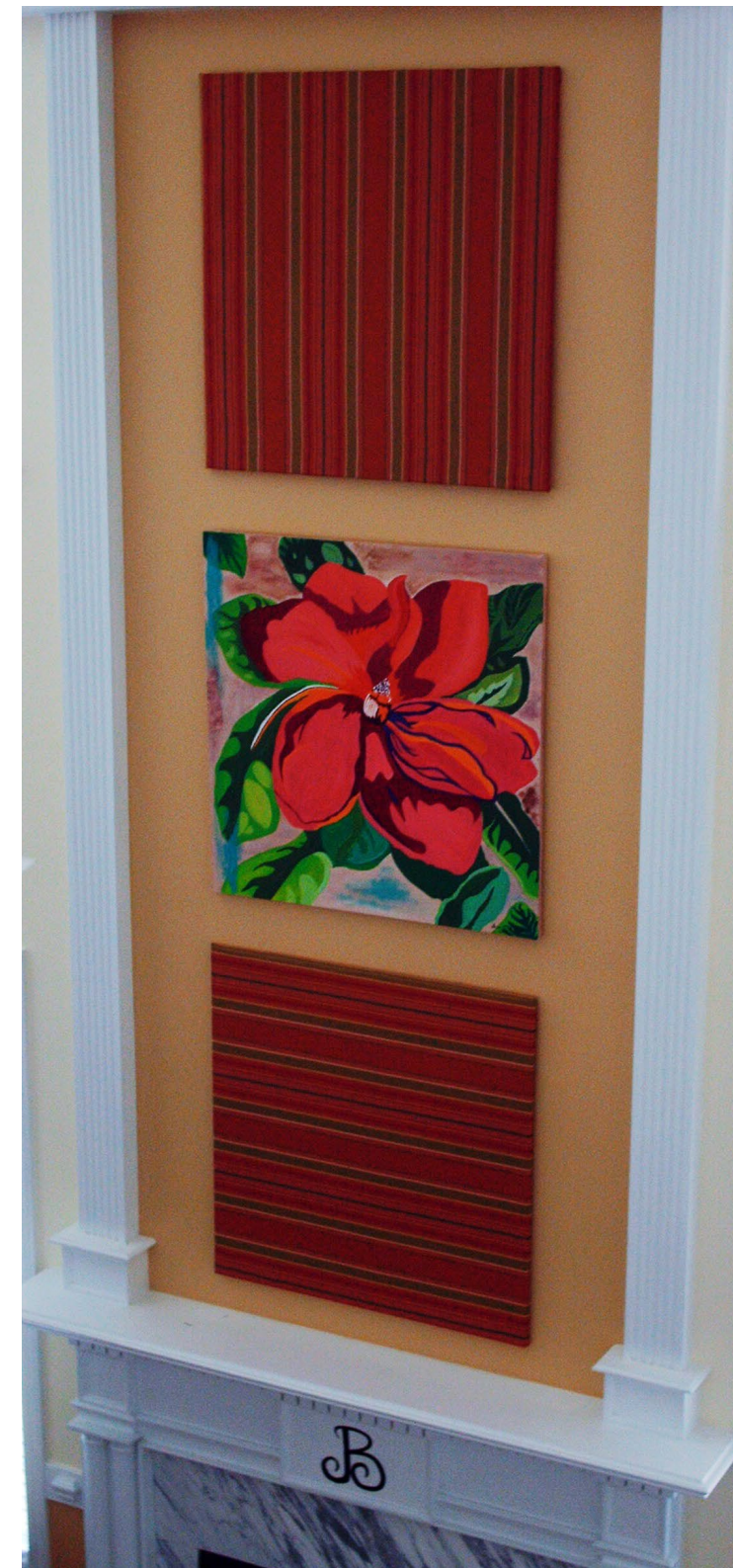
Client: Private Residence  
Year: 2018

Handlettered Wooden sign with  
song lyrics for client bedroom.

Client: Private Residence  
Year: 2013

Whimsical floral hand painted  
scene for creative studio.

# INTERIOR COMMISSION



Client: Private Residence  
Year: 2013

Custom painting and fabric  
stretched frames for a living room.  
Family initial was also painted on  
the fireplace mount.





# PUBLIC ART

Client: Carolina Donor Services,  
Vidant Medical Center  
Year: 2014-2018

The organ donor memorial represents a celebration of life with butterflies fluttering to and from a lush tree. Attention was placed on the butterflies as they were designed to invite viewers to take a closer look.

The installation measures 11'3" W x 3'2" L and consists of 3form™ high resolution pressed glass mounted on stand-offs in front of textured panels with a printed wood design. Materials were manufactured by 3form™ and installed by American Builders based on renderings that were provided with digital illustrations.



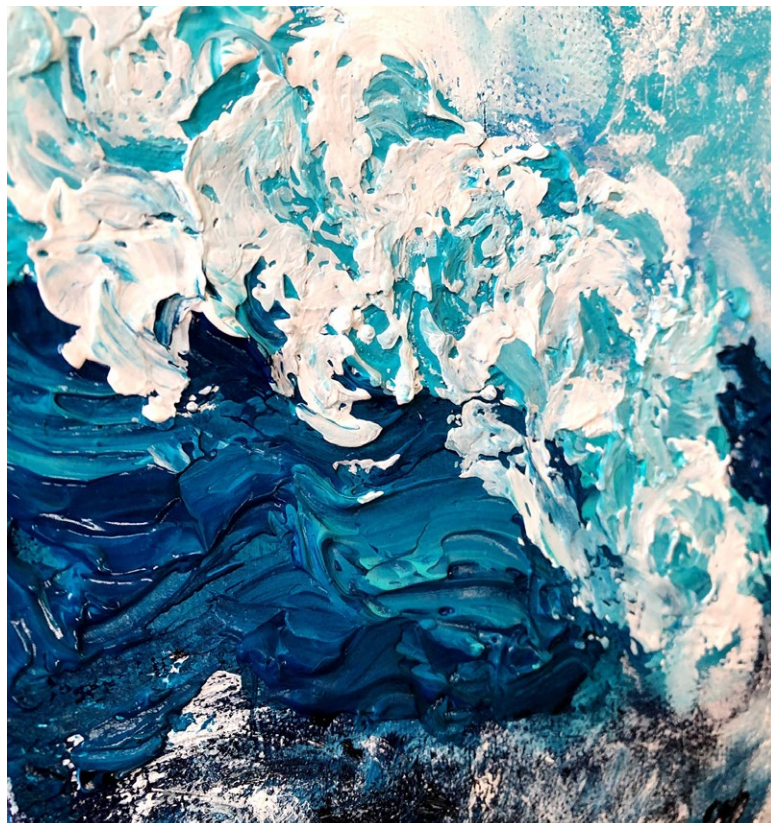


# PUBLIC ART COMMISSION

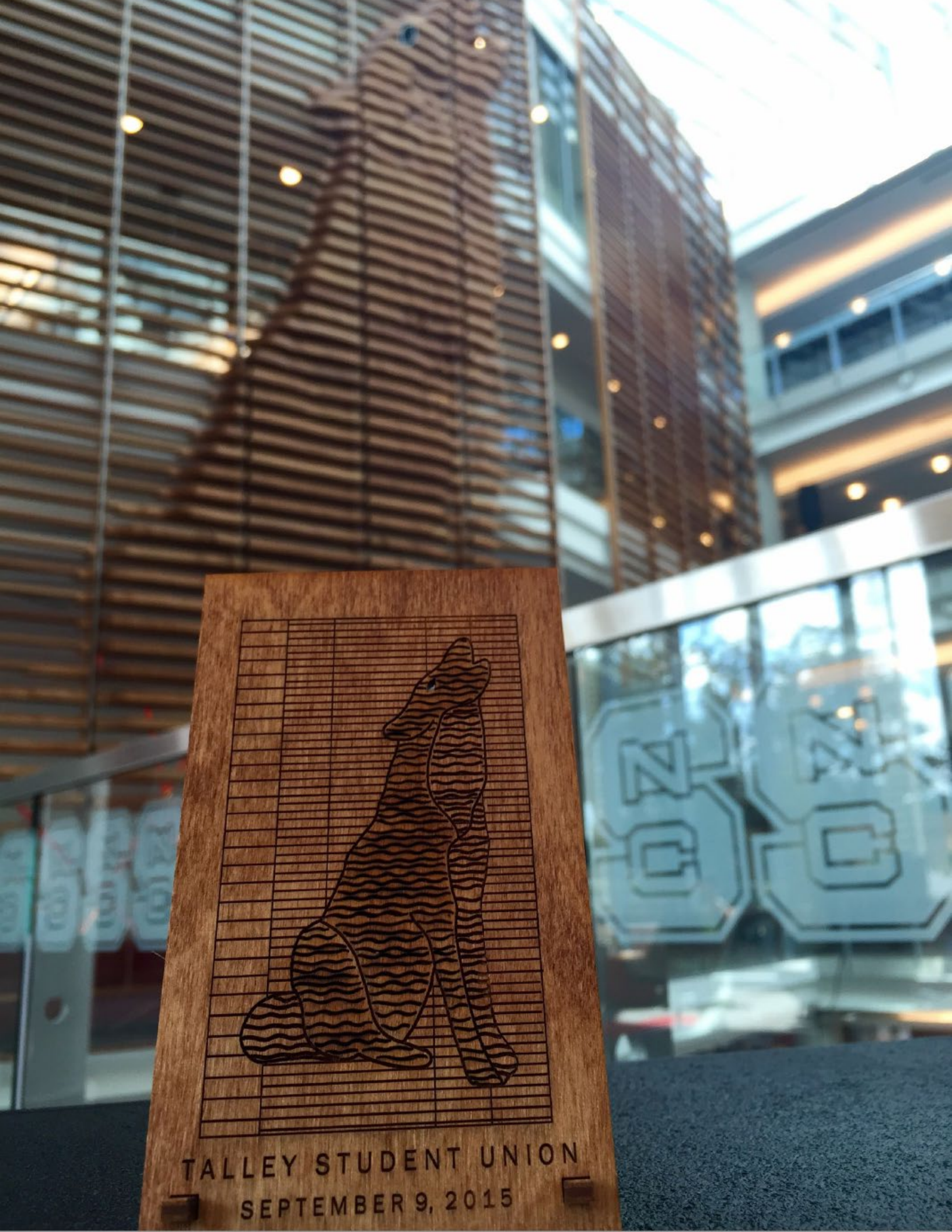
Client: Physicians East Medical Group (Winterville, NC)

Year: 2018

This painting depicts a photograph that was provided by the client. Final product measures 8' W x 3' L.







## PRODUCT DESIGN COMMISSION

Client: North Carolina State University (Raleigh, NC)

Year: 2015

The marketing team at NC State needed a creative commemorative gift for attendees visiting the grand opening of Talley Student Union. This commemorative engraved and laser cut product mimicked the large-scale wolf located in the Student Center. The birch wood product was created to serve as a decorative memento that could be used as a cell phone or notepad stand.



# PRODUCT DESIGN + CREATIVE DIRECTION

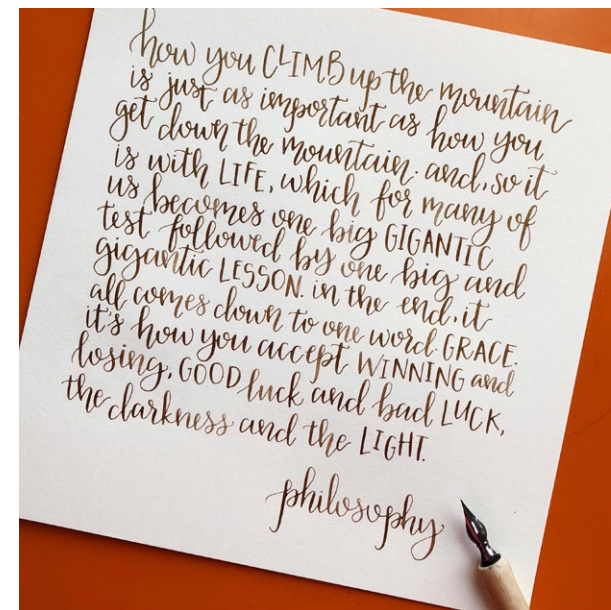
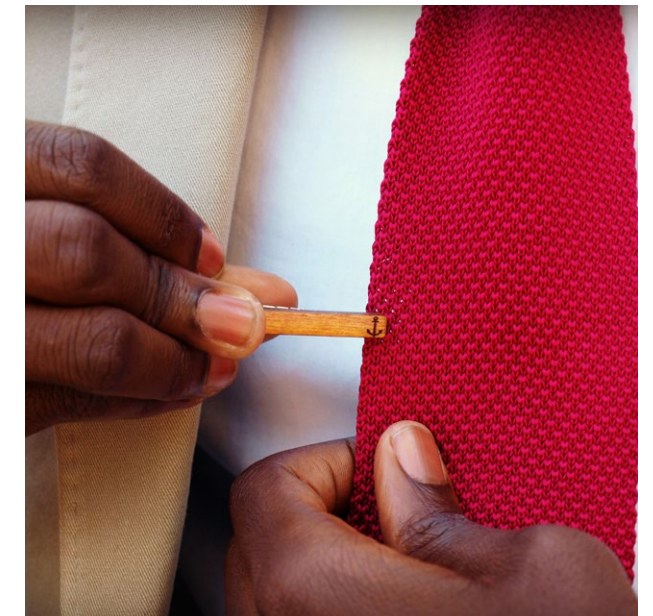
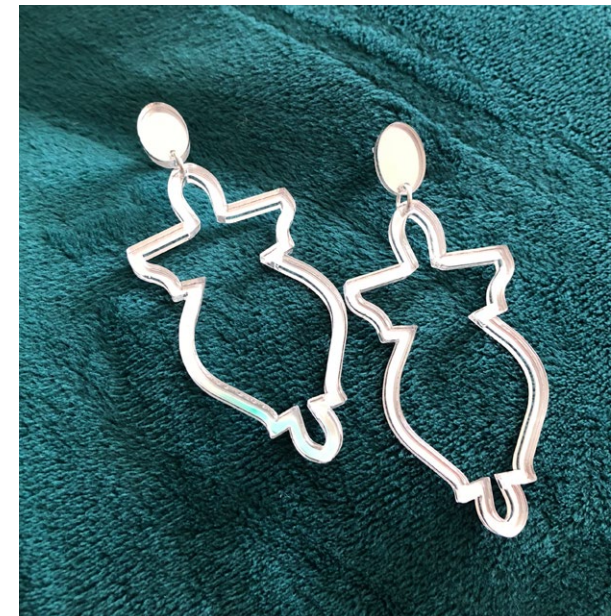
Client: RIADA ADAIR (Raleigh, NC)

Year: 2012-Current

RIADA ADAIR was established in 2012, as a jewelry company. Over the course of a year, the business transcended into an accessories company focusing on eco-friendly products for men, women, and the home. Sustainable Forest Initiative Certified woods and other materials are used to create jewelry, tie bars, and cuff links with laser cut designs. Most designs are inspired by nature with an emphasis on the ability to add personalization to many of the products. Stationery products are accentuated by original, hand drawn illustrations, as well as, hand lettered designs.

In 2014, Birchbox Man approached RIADA ADAIR to become a supplier for their monthly subscription boxes. The first order was for 40,000 "Between the Lines" tie bars. In 2015, the wooden men's accessories were featured on ABC's Good Morning America® during a Father's Day segment. Top picks from the RIADA ADAIR stationery line are frequently featured on Zulily®.

In an effort to empower and bring creative women together, hand lettering, calligraphy, and craft workshops were added as a component to the business.





# ENTERTAINMENT LICENSED FABRIC PRINT DESIGN

Client: Springs Creative (Rock Hill, SC)

Year: 2013-2014

This contract consisted of the creative development of print designs for Sanrio's Hello Kitty, Disney's Tinkerbell, and Nickelodeon's Dora the Explorer. Prints were requested for the following fabric mediums: flannel, fleece, cotton, no-sew fleece, and mock smock. The fabrics designed are sold in JoAnn Fabric, Hobby Lobby, and Walmart Stores throughout the United States. Fabric swatches are available upon request.







## FABRIC PRINT DESIGN

Client: Southern Charm Retail Shop (Holly Springs, NC) Year: 2014-2016

Custom designs and illustrations were developed for illustrations and custom designs for a line of home soft goods products, customized with initials or monograms. Selected designs featured include a custom hopscotch shower curtain for children and a preppy clover and chevron throw pillow for the tween market.

