ERRICCA
DeGraffenreidt

Creative Production & Brand Designer

Thoughtfully Designed.
Strategically Executed.

A PERSONAL POINT OF VIEW

“The projects I’m most proud of are the ones where people stop and say, ‘That’s nice’ — the projects that are seen by many.”

I believe great design begins with understanding people. Whether I am developing a statewide visual identity, simplifying complex research into meaningful infographics, creating environmental graphics for luxury automotive brands, or leading projects from concept through installation, my goal remains the same:

Create thoughtful solutions that strengthen brands, simplify experiences, and make a lasting impact.

I believe the best work happens when strategy, creativity, and execution work together.

CREATING PREMIUM BRAND EXPERIENCES FROM CONCEPT THROUGH INSTALLATION.

Design that moves from idea to real-world experience.

BRAND & CREATIVE

Brand identity
Campaign development
Creative direction
Presentation design

ENVIRONMENTAL

Wayfinding
Signage systems
Vehicle graphics
Showroom experiences

INFORMATION

Infographics
Data visualization
Reports & publications
Training materials

PRODUCTION

Large-format printing
Prepress & fabrication
Vendor coordination
Installation & quality control

INDUSTRY EXPERIENCE

Luxury Automotive / State Government / Higher Education / Healthcare / Nonprofit / Small Business

Selected Work

01	**Volvo XC90**	Retail Brand Experience
02	**Construction Fence**	Environmental Graphics
03	**Lexus QR Experience**	Customer Experience
04	**Lexus Wayfinding**	Wayfinding
05	**State Reentry Council Collaborative**	Brand Identity
06	**MEASURE Evaluation**	Information Design
07	**Hyundai Construction Branding**	Construction Branding
08	**Porsche Patch Bar Experience**	Event Experience
09	**Empower Dance Studio Branding**	Environmental Branding
10	**Additional Selected Work**	Cross-Disciplinary Projects

01

Volvo XC90

CATEGORY

Retail Brand Experience / Automotive

MY ROLE

Creative concept
Vehicle decal design
Production direction







CHALLENGE

Volvo Cars needed a fresh way to introduce the new XC90 inside its dealerships and help the vehicle stand out on the showroom floor.

SOLUTION

I developed a set of original vehicle decals for the launch, balancing clear product messaging with Volvo's restrained visual style.

IMPACT

Volvo representatives visiting the dealership selected the concept for use across dealerships nationwide.



02

Construction Fence

CATEGORY

Environmental Graphics / Production Strategy

MY ROLE

Production planning
Vendor sourcing
Hands-on installation



CHALLENGE

A 2,500-linear-foot chain-link fence around dealership construction required branded mesh graphics. A previous outsourced version cost about $40,000.

SOLUTION

For the next project, I sourced the printing through an online vendor, coordinated the banner production, and installed the mesh panels myself.

IMPACT

The finished project cost about $10,000 — a savings of roughly $30,000, or 75%.

03

Lexus QR Experience

CATEGORY

Customer Experience / Retail Display

MY ROLE

Creative concept
Display design
Implementation





CHALLENGE

Lexus stores relied on paper brochures for every model, creating recurring print costs and a dated customer touchpoint.

SOLUTION

I replaced them with custom acrylic QR-code displays mounted on silver standoffs, giving each model a clean, permanent information point.

IMPACT

Guests can scan for current model details while the dealerships reduce paper use and repeat printing.



04

Lexus Wayfinding

CATEGORY

Wayfinding / Customer Navigation

MY ROLE

Design
Procurement
On-site installation



CHALLENGE

At Lexus of Durham, guests needed clear direction to key destinations while preserving a premium showroom experience.

SOLUTION

I designed a coordinated wayfinding system combining suspended interior signage with portable directional signs for showroom and service areas.

IMPACT

The system improved guest flow, reduced confusion, and reinforced the polished Lexus brand experience throughout the dealership.

05

State Reentry Council Collaborative

CATEGORY

Brand Identity / State Government

MY ROLE

Logo design
Visual identity
Launch-ready brand assets









CHALLENGE

The State of North Carolina was launching the State Reentry Council Collaborative and needed a visual identity for the new program.

SOLUTION

I created the program logo and visual direction to represent its work supporting local reentry councils and people returning from correctional institutions.

IMPACT

The identity gave the statewide initiative a clear, recognizable foundation for launch communications.



06

MEASURE Evaluation

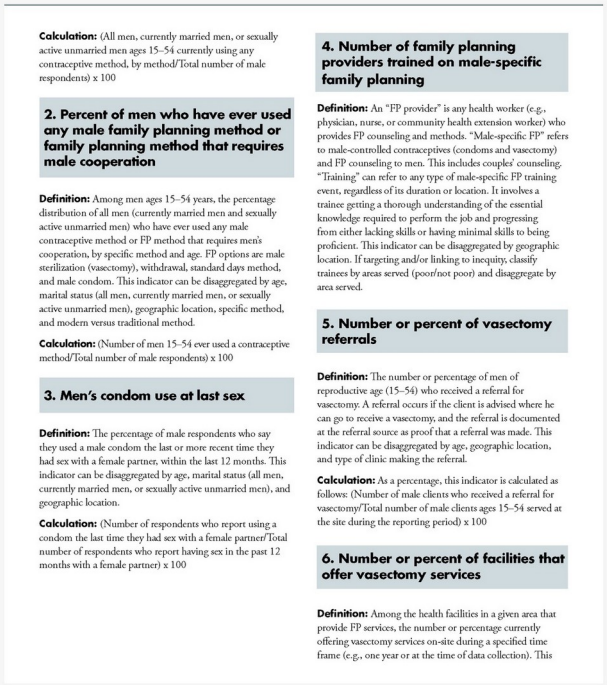
CATEGORY

Information Design / Public Health Research

MY ROLE

Data visualization
Infographics
Editorial design





Calculation: (All men, currently married men, or sexually active unmarried men ages 15–54 currently using any contraceptive method, by method/Total number of male respondents) x 100

2. Percent of men who have ever used any male family planning method or family planning method that requires male cooperation

Definition: Among men ages 15–54 years, the percentage distribution of all men (currently married men and sexually active unmarried men) who have ever used any male contraceptive method or FP method that requires men's cooperation, by specific method and age. FP options are male sterilization (vasectomy), withdrawal, standard days method, and male condom. This indicator can be disaggregated by age, marital status (all men, currently married men, or sexually active unmarried men), geographic location, specific method, and modern versus traditional method.

Calculation: (Number of men 15–54 ever used a contraceptive method/Total number of male respondents) x 100

3. Men's condom use at last sex

Definition: The percentage of male respondents who say they used a male condom the last or more recent time they had sex with a female partner, within the last 12 months. This indicator can be disaggregated by age, marital status (all men, currently married men, or sexually active unmarried men), and geographic location.

Calculation: (Number of respondents who report using a condom the last time they had sex with a female partner/Total number of respondents who report having sex in the past 12 months with a female partner) x 100

4. Number of family planning providers trained on male-specific family planning

Definition: An "FP provider" is any health worker (e.g., physician, nurse, or community health extension worker) who provides FP counseling and methods. "Male-specific FP" refers to male-controlled contraceptives (condoms and vasectomy) and FP counseling to men. This includes couples' counseling. "Training" can refer to any type of male-specific FP training event, regardless of its duration or location. It involves a trainee getting a thorough understanding of the essential knowledge required to perform the job and progressing from either lacking skills or having minimal skills to being proficient. This indicator can be disaggregated by geographic location. If targeting and/or linking to inequity, classify trainees by areas served (poor/not poor) and disaggregate by area served.

5. Number or percent of vasectomy referrals

Definition: The number or percentage of men of reproductive age (15–54) who received a referral for vasectomy. A referral occurs if the client is advised where he can go to receive a vasectomy, and the referral is documented at the referral source as proof that a referral was made. This indicator can be disaggregated by age, geographic location, and type of clinic making the referral.

Calculation: As a percentage, this indicator is calculated as follows: (Number of male clients who received a referral for vasectomy/Total number of male clients ages 15–54 served at the site during the reporting period) x 100

6. Number or percent of facilities that offer vasectomy services

Definition: Among the health facilities in a given area that provide FP services, the number or percentage currently offering vasectomy services on-site during a specified time frame (e.g., one year or at the time of data collection). This



CHALLENGE

MEASURE Evaluation produced complex global public-health research that needed to be accurate, readable, and useful to varied audiences.

SOLUTION

I translated data and technical content into graphs, infographics, publications, reports, and presentations, working closely with researchers and project teams.

IMPACT

The visual systems helped make dense information easier to understand and use while maintaining editorial consistency.

07

Hyundai Construction Branding

CATEGORY

Environmental Graphics / Construction Branding

MY ROLE

Trailer wrap design
Vendor coordination
Temporary wayfinding





CHALLENGE

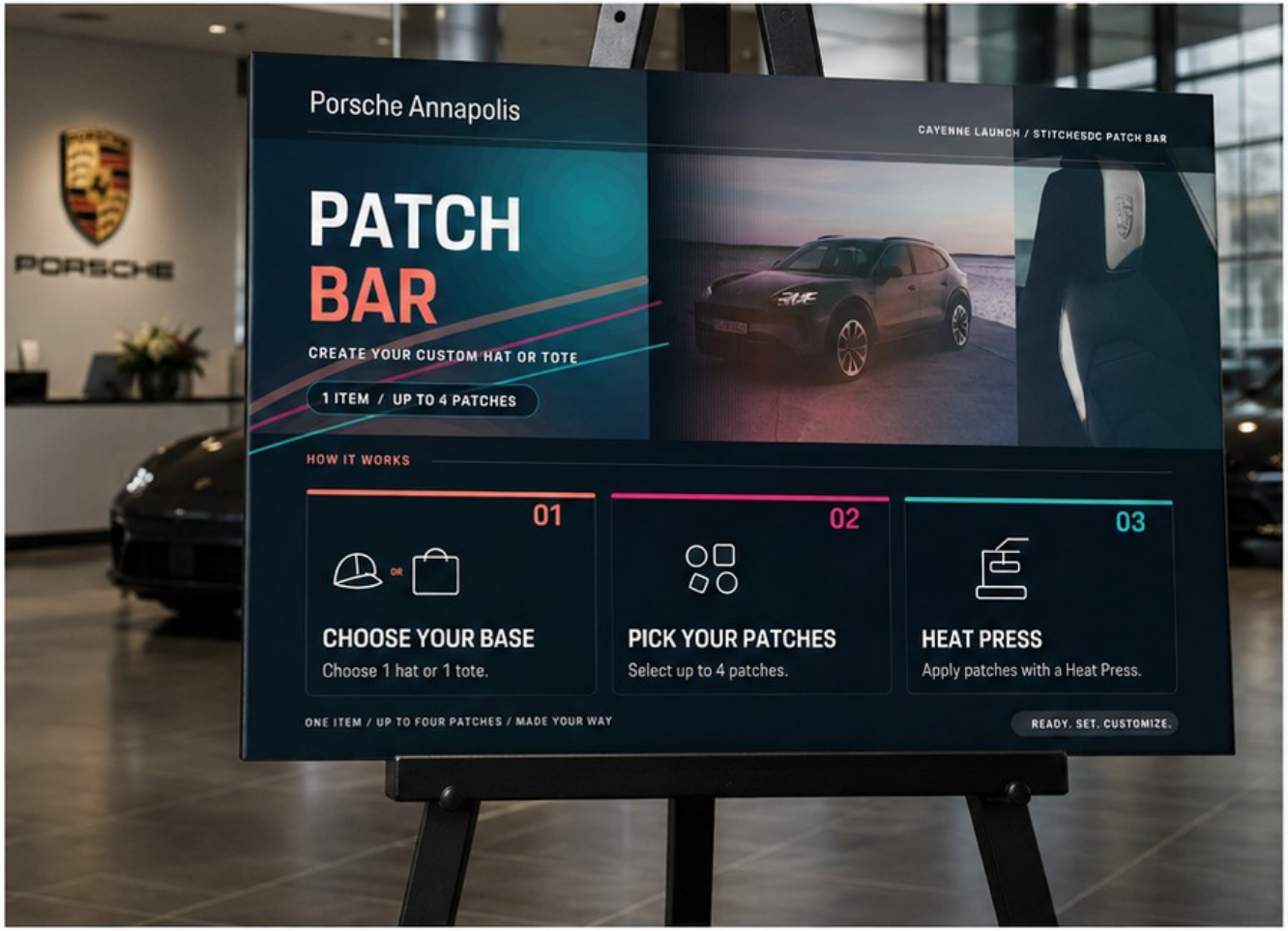
Construction disrupted the normal dealership experience, so temporary customer spaces needed to feel branded, comfortable, and easy to navigate.

SOLUTION

I designed the exterior graphics for the temporary Hyundai trailers, coordinated the wrap production, and created interim wayfinding signage for the changing site.

IMPACT

The branded trailers and signage made the temporary environment feel more intentional and helped guests find Sales and Service throughout construction.





CHALLENGE

Guests at the Cayenne Launch needed quick, clear instructions for the Patch Bar station so they could customize merchandise without confusion or delays.

SOLUTION

I designed a branded instruction board that explained the process step by step, using Porsche-aligned visuals, clear hierarchy, and an engaging event-ready layout.

IMPACT

The signage helped guests understand the station instantly, improved event flow, and elevated the experience with a polished, premium presentation.

09

Empower Dance Studio Branding

CATEGORY

Environmental Branding / Studio Signage

MY ROLE

Branding elements
Store hours
Vinyl graphics
Signage design





CHALLENGE

The studio was visually bare and needed branded touchpoints throughout the space to make the environment feel polished, welcoming, and intentional.

SOLUTION

I designed branded signage, store hours, vinyl graphics, and recognition pieces that brought the Empower identity into key studio areas.

IMPACT

The finished pieces strengthened the studio experience, improved visibility, and gave students, families, and donors a more cohesive branded environment.

More ways I bring brands into the real world.



Bluebird Bio Asset Tags

Residue-free identification tags designed for specialized biopharma equipment and labeling needs.



Beyu Cafe Window Graphics

Storefront graphics created to promote menu offerings and add visual presence from the street.



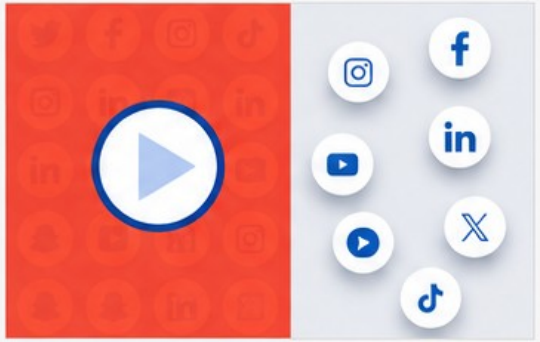
PIERSCO Fleet Graphics

Clean, bold fleet branding designed to create strong visibility and recognition on the road.



Restoration Blueprint Book Cover

A polished book cover concept designed to support a motivational brand and publication launch.



Social Graphics & UI Elements

Digital assets and interface elements designed for engaging social content and online experiences.



all2UNow Branding

Logo and branding materials created for a mental health company with a fresh, approachable identity.

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THANK YOU