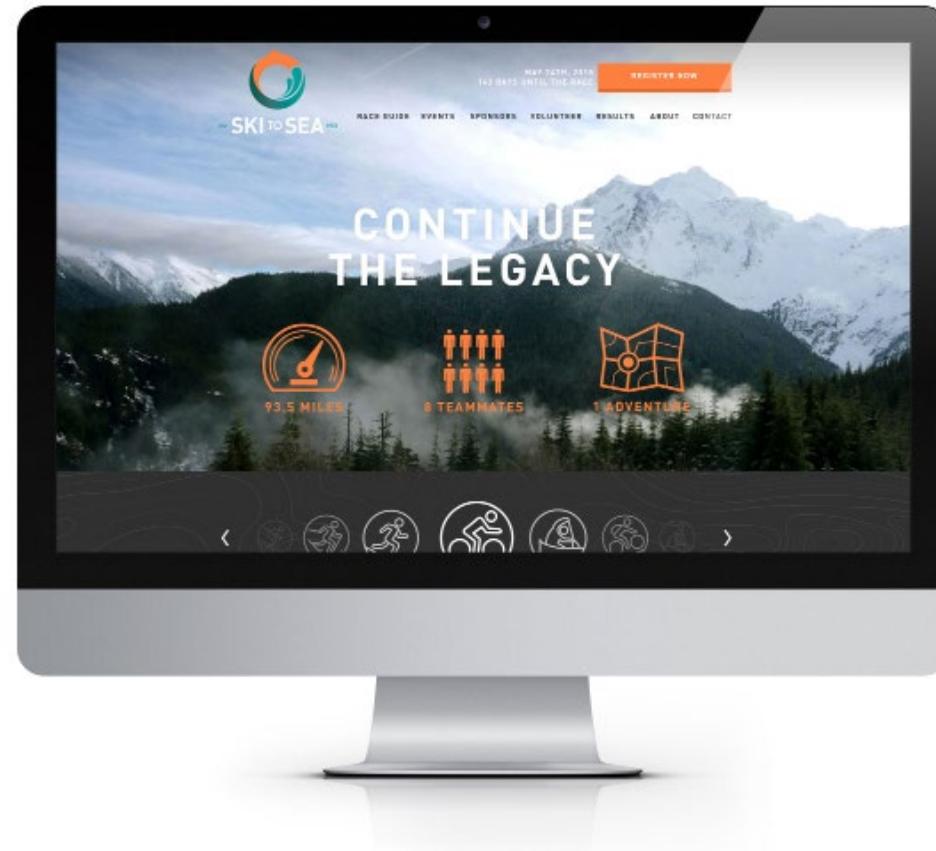


ERICA KUTZ MOUNTAINMIND

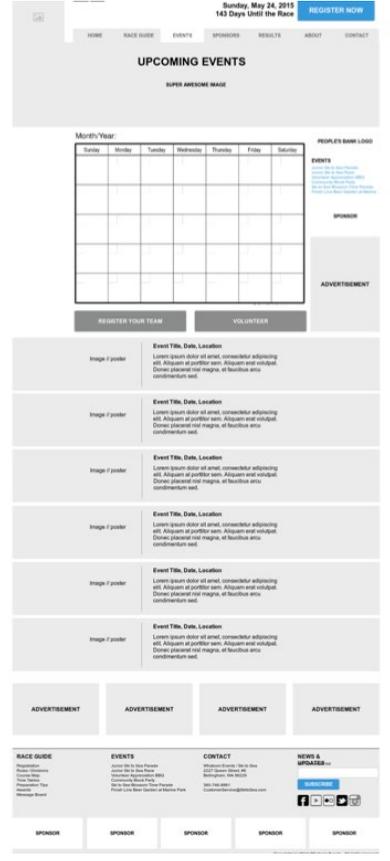
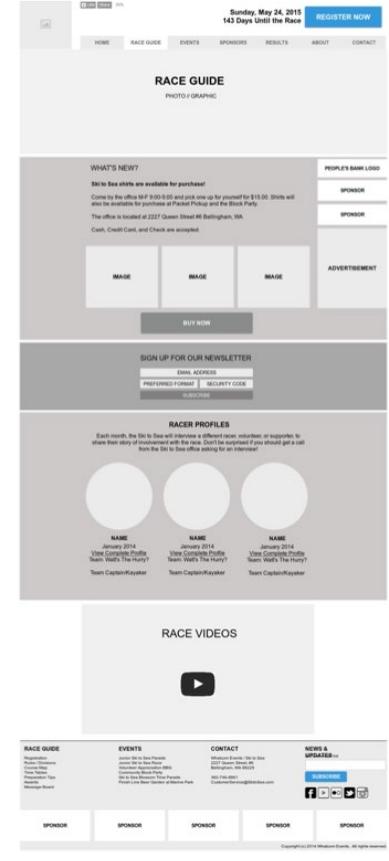
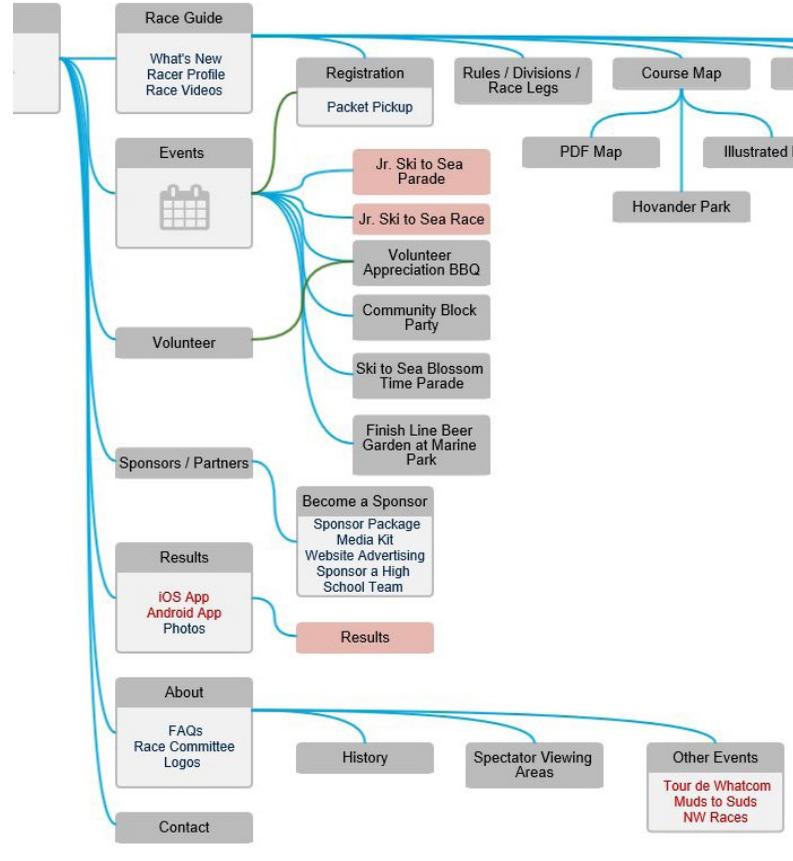
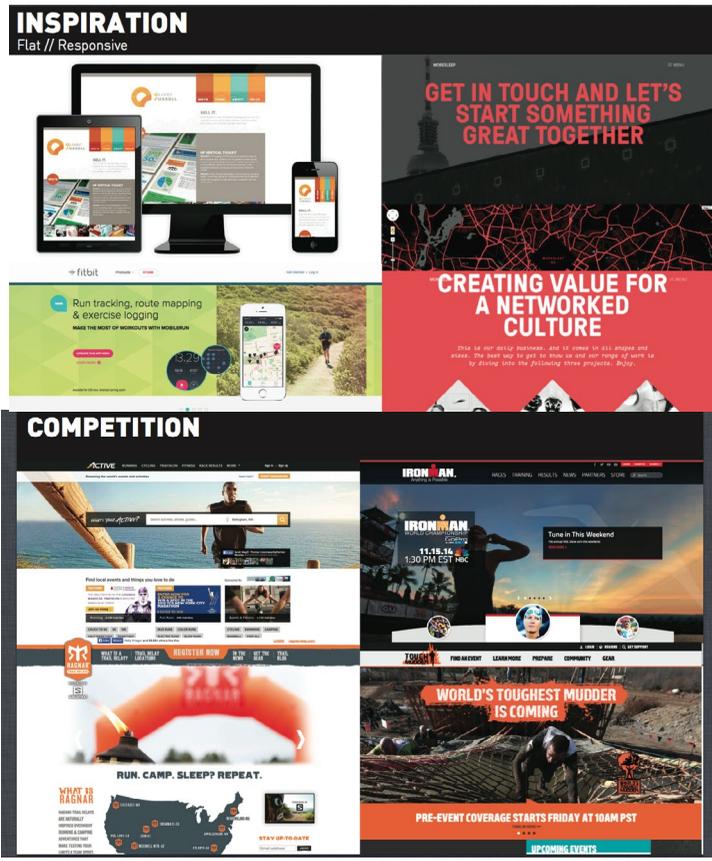




SKI TO SEA

| *Red Rokk Interactive* | skitosea.com |

This design was chosen for the re-branding of the Ski to Sea race in Bellingham, WA. The branding has changed almost every year of the race since the beginning in 1911. The clients wanted something that would represent the culture behind the race and withstand age.



CASE STUDY

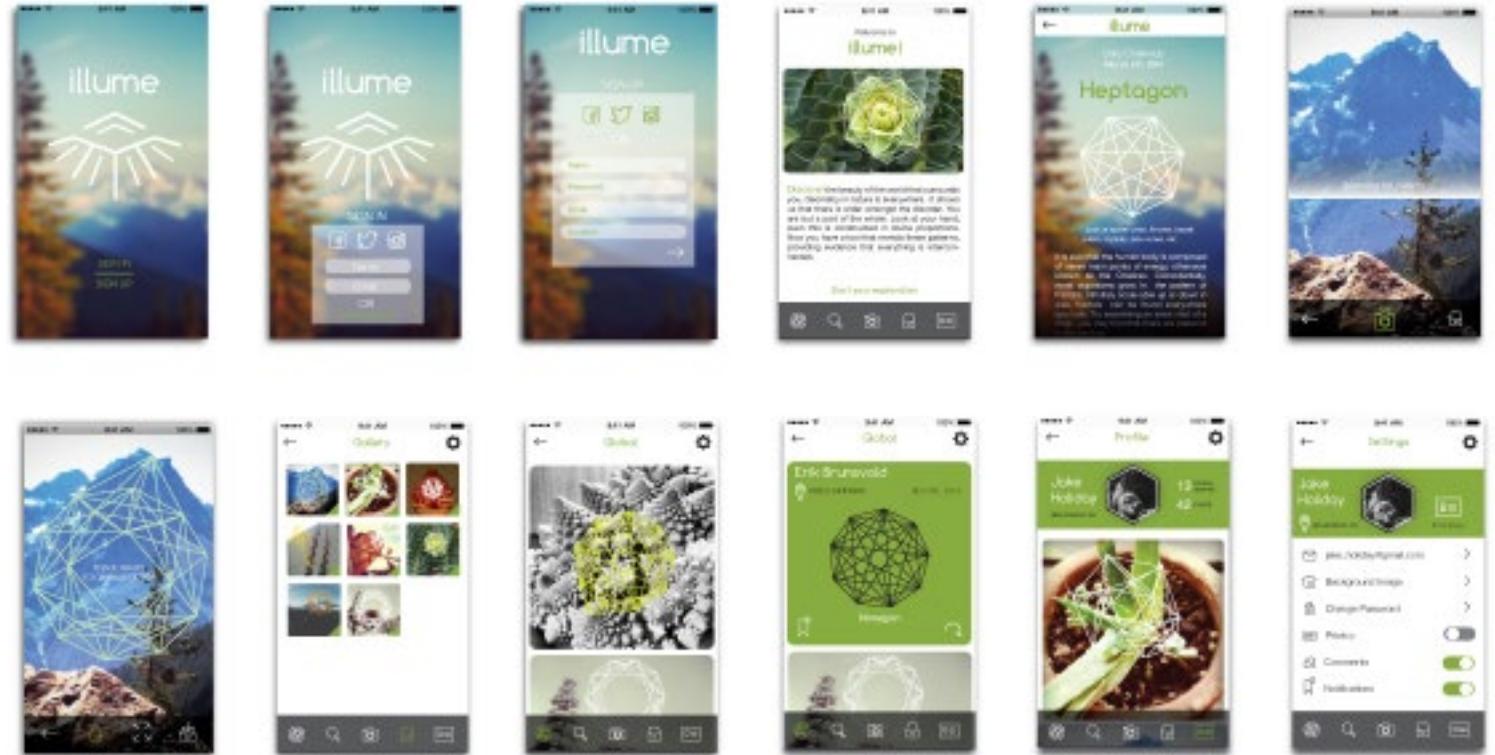
Chosen for the re-branding of the Ski to Sea race in Bellingham, WA. The branding has changed almost every year of the race since the be-

ginning in 1911. The clients wanted something that would represent the culture behind the race and with-stand time. My part in this specific

project was to research inspiration, create moodboards, design wire-frames, icons and the website itself.



illume
FOR IPHONE 5



ILLUME

| Sacred Geometry App | [youtube.com/watch?v=FAwkUXGN5Ww](https://www.youtube.com/watch?v=FAwkUXGN5Ww) |

Designed through a UX/UI class to recognize sacred geometry in nature, connecting users to nature at a subconscious level. Helping them recognize and move on from anxiety and depression, users will see that they are connected to something much greater than their internal struggles.



THE PLANET

AIR MONITORING STATIONS

The Duwamish River valley has a notorious smog problem. Higher concentrations of air pollutants are often measured in the valley than in surrounding areas. The map below shows the location of the Duwamish River valley and the Duwamish Valley Air Quality Monitoring Station.

AEROSOL CHEMISTRY

Global emissions of aerosols from the Pacific Northwest and other regions are increasing. The map below shows the location of the Duwamish River valley and the Duwamish Valley Air Quality Monitoring Station.

ROBUSTIC BIPHENYL HYDROCARBONE

Benzo[a]pyrene

- Carcinogenic
- Increased birth weight
- Respiratory problems

CARBON MONOXIDE

Carbon monoxide

- Causes dizziness
- High levels can be fatal
- Respiratory problems

QUINONES

1,4-naphthoquinone

- Eye and skin irritation
- It is a blood toxin

CLIMATE CHANGE AND AEROSOLS

Climate change and aerosols are both major drivers of global warming. The map below shows the location of the Duwamish River valley and the Duwamish Valley Air Quality Monitoring Station.

ASCENDING - Source: City of Seattle, Puget Sound Clean Air Agency

ASCENDING - Source: City of Seattle, Puget Sound Clean Air Agency

ASCENDING - Source: City of Seattle, Puget Sound Clean Air Agency

THE PLANET MAGAZINE

| Western Washington University | <http://theplanetmagazine.net/> |

The Planet Magazine is a quarterly publication of WWU, run and produced by students. Working closely and collaboratively with a team of editors, photographers, etc. My role is to design layouts and infographics as well as help direct the design for future layouts.



A BETTER LIVITY

| *Sustainably Harvested Herbal Products* | Bellingham, WA |

Livity is a Rastafari/Patois term for a lifestyle of freedom. Other services offered by A Better Livity include “Clairvoyant Readings, Healings, and Handmade jewelry.” Sold at the Everett, WA Farmer’s market. These products are created by the owner to promote clairvoyance and wellness.

54 HOUR STARTUP CHALLENGE

Friday, November 21st – Sunday, November 23rd
Calling all designers, developers, creatives, managers, and startup enthusiasts. Bring your skills to the table and launch the next big thing!

REGISTER AT
inventcoworking.com

STARTUPCHALLENGE
Powered by Invent



FREE YOGA

COME AS YOU ARE.

MONDAYS: VITAL @ 7am
TUESDAYS: MILLER HALL 112 @ 4-30PM

Join Erica in free weekly Ashtanga Vinyasa-style yoga. Focusing on the foundational postures of the Primary Series, these sequences are designed to build balance, flexibility, and strength at a deeper level. Perfect for sports conditioning, or simply to calm the mind, Ashtanga embraces all eight limbs of yoga. Come support the growing yoga community of Bellingham, WA!

GET MINDFUL.

CONNECT // TRANSCEND // DE-STRESS
Tuesday, November 25th, Sehome Hill Arboretum, 1pm

FREE YOGA

Mondays VU 565
Thursdays VU MPR
4:15 - 5:30 PM



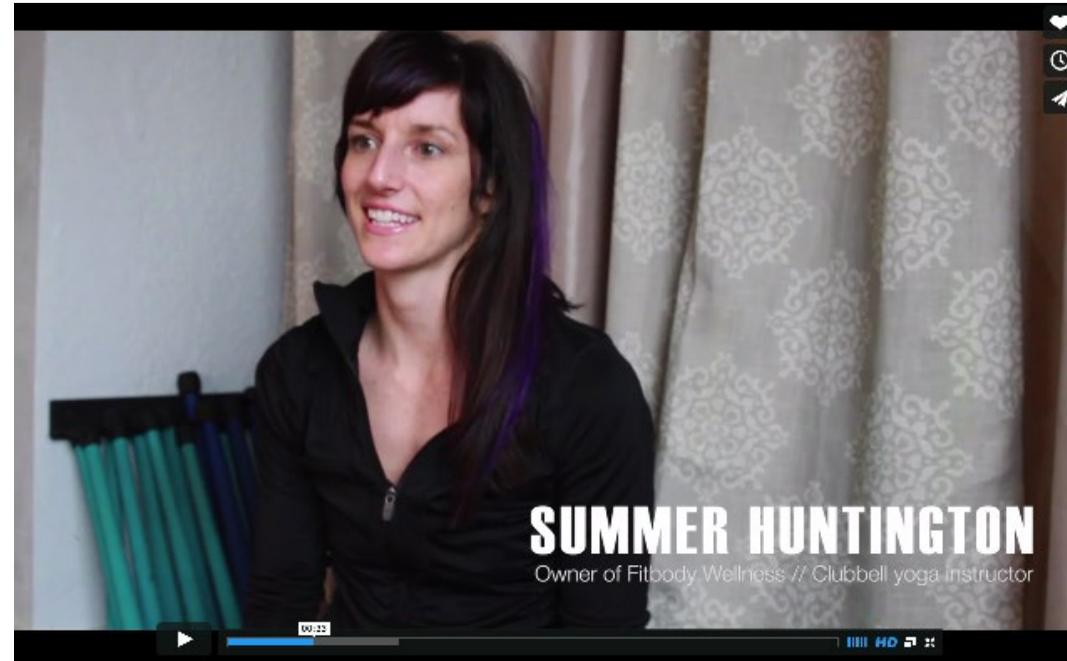
Check <https://www.facebook.com/wwwuoc> for updates.
..... Bring your own mat.
For disability accommodations, please call 360-650-7677.
Western is an Equal Opportunity Institution



PROMOTIONAL MATERIAL

| Bellingham, WA |

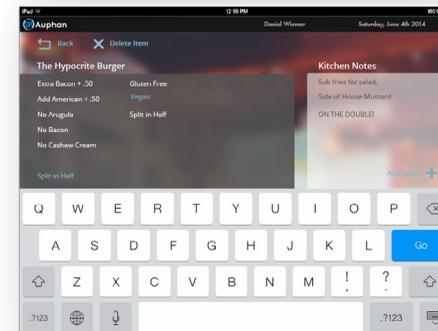
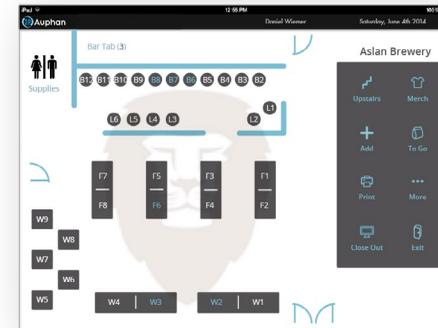
Posters for events and classes held around Bellingham, WA. Specifically, these events have been community-oriented. Focusing on collaboration, growing businesses, services offered to the public as well as environmental interpretation programs.



SUMMER HUNTINGTON

| Mini-Documentary | vimeo.com/120638238 |

Summer Huntington, an inspirational and lively community member of Bellingham, WA. Telling the story of how she became a yoga instructor and how she has developed her career over time. This was assigned for a class project, but was also used by Summer as promotional material.



AUPHAN

| Case study through Aslan Brewing Company |

Designed to keep restaurants organized inventory, orders, and sales. The overall experience of this app should provide one with a sense of ease and efficiency. The experience should not get in the way of face-to-face interaction with customers. Designed as an extra-credit assignment.



ART PRINTS

| Society6 | <http://society6.com/mountainmind> |

Applying designs and illustrations to surfaces that can be purchased online. Designed and inspired by the Pacific Northwest, Mountainmind is an identity created for the purpose of spreading an elevated state of awareness of our internal and external nature as humans on planet earth.



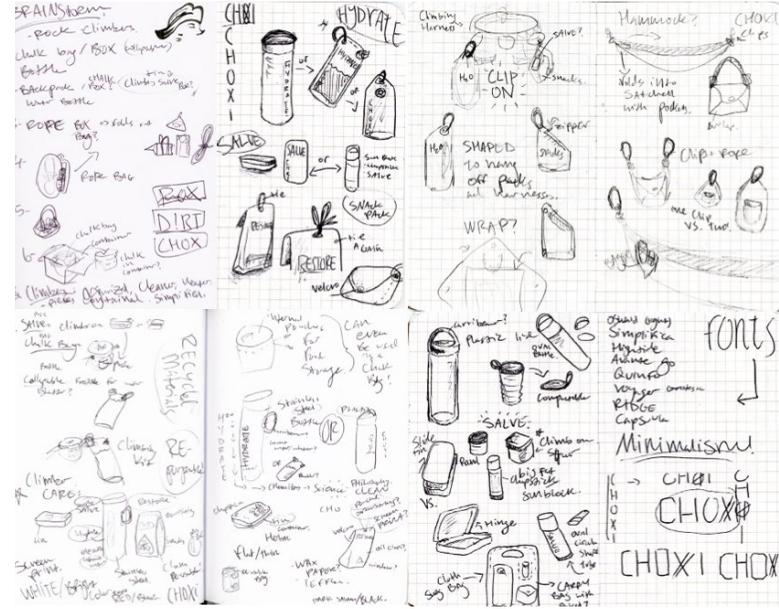
CHOXI

| Accessories for the female outdoor enthusiast |

Choxi is designed to appeal to the growing demographic of women in the climbing world, but also the environmentally savvy with materials constructed out of recycled textiles. Full scale prototypes and packaging created to encourage women to stay active and find their strength.

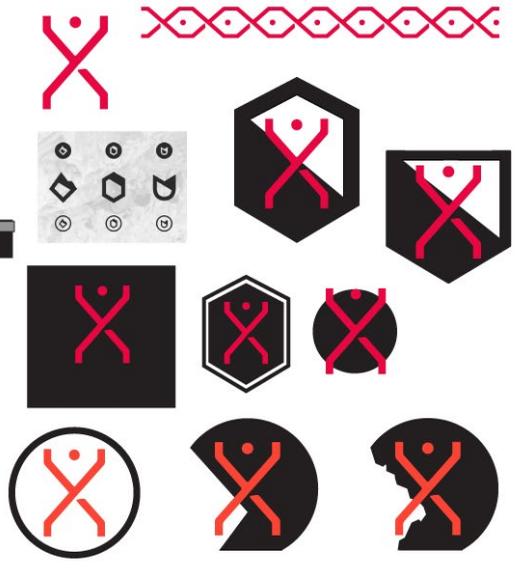
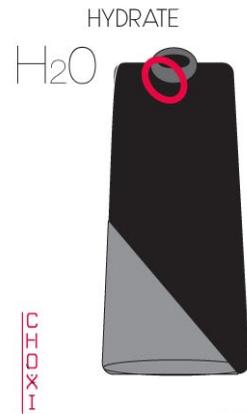


General vibe and look of brand.
MOODBOARD



CHOXI

CHOXI

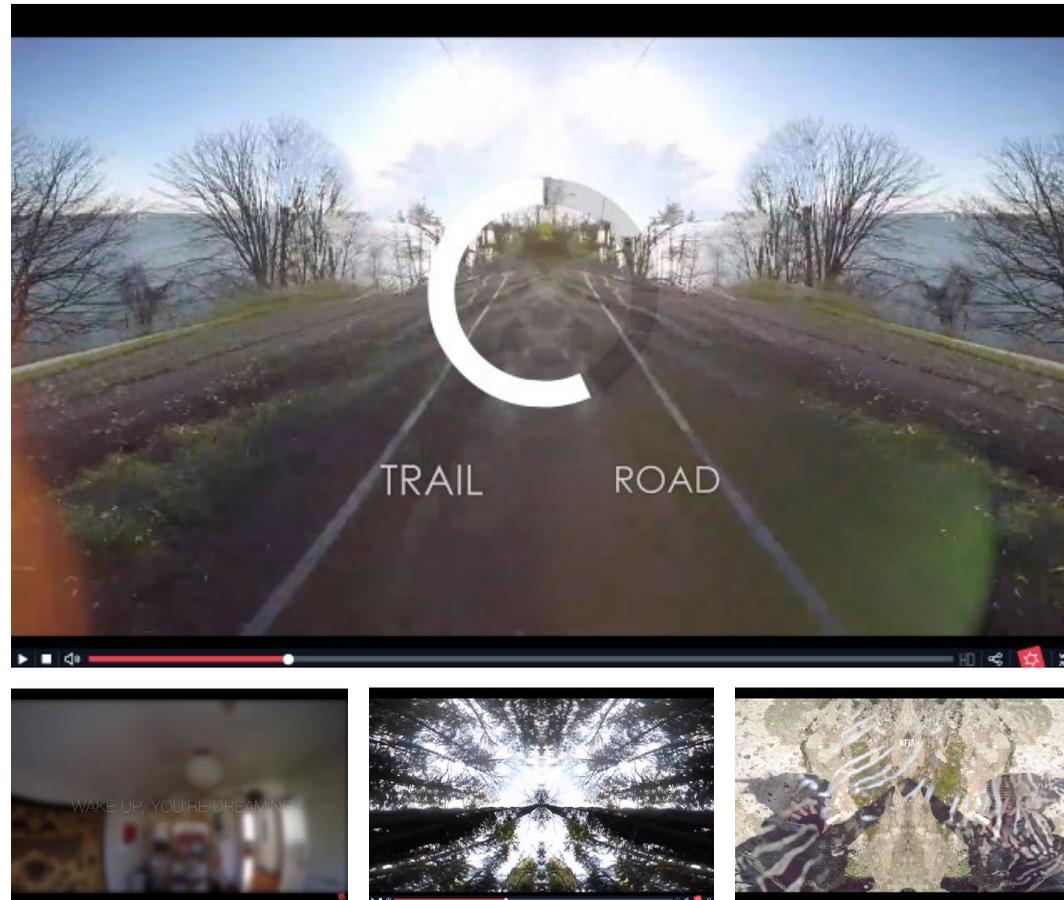


| PROCESS |

As a branding element, using this 'x' symbol not only symbolizes a climber, but stands for the constantly evolving velocity and motion of per-

sonal growth. These products were designed to help nourish the body in extreme climates and support an active lifestyle. Patterns for collapsable

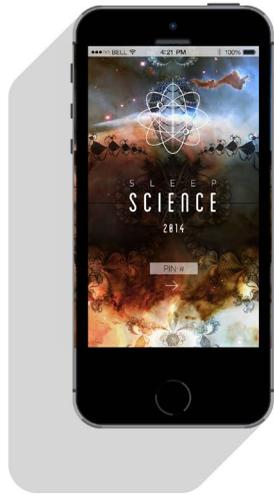
water bottle and bag were designed from scratch using recycled materials, created to be light weight, and to have a light footprint on the planet.



LIVE INSIDE A DREAM

| *Interlude, Treehouse* | interlude.fm/v/VI8nDV |

Exploring the concept of the human experience as it changes and evolves through daily shifts in consciousness. Navigating through 'dream-land', there is a sense of playfulness and uncertainty of what is around the corner in this interactive music video for Polish Ambassador.



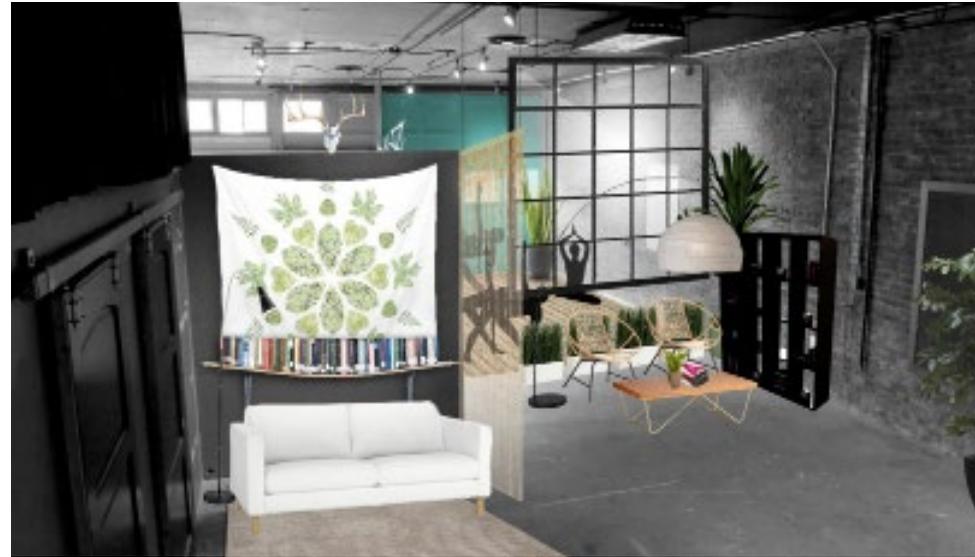
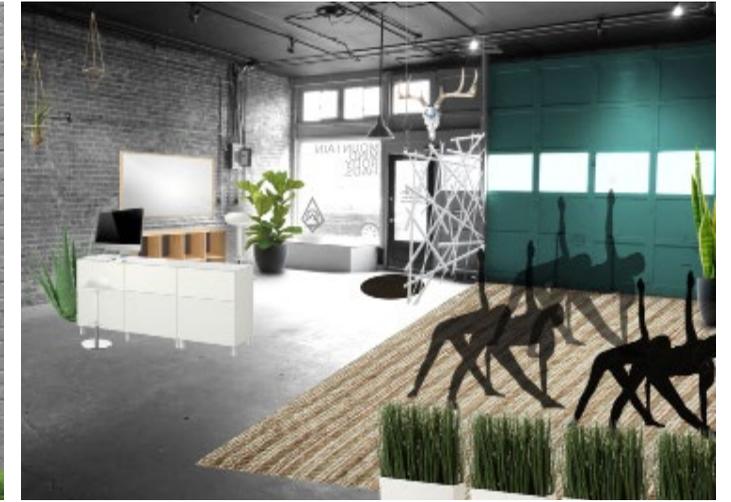
SLEEP
SCIENCE



SLEEP & DREAMS

| Branding for an informational conference |

The Conference of Sleep and Dreams is a hypothetical concept used to explore brand extension. Designed and built full-scale prototypes, logo design, screen printing of pillowcase, book-making, and user interface of an app to be downloaded upon arrival of informational conference.



MOUNTAINMIND

| Raising the public consciousness |

Transforming an old space into a healers and creators cooperative, this is my future vision for the brand, Mountainmind. Used for one purpose at a time, the open spaces would be used for the healing arts, cooking classes, education and life-coaching. Back offices are used for creative

services. Healing the community at the core level, focusing on the individual, Mountainmind's multi-purpose space would serve as a platform for those who seek to have their vision brought forth into the world.