

GABRIELLE LYDON
GRAPHIC DESIGN

508.517.4767
gabrielle.lydon@aol.com
gabriellelydon.com

Dear Ms. Bertoldi,

My name is Gabrielle Lydon, and I am a senior currently studying Graphic Design at Framingham State University. I found your Graphic Designer position through the daily emails I receive from Glasdoor. I have also had the opportunity to observe your products through my fellow alumni Laura Robinson. I have always enjoyed the products that you provide, with the fruit smoothies being my absolute favorite. I also admire the typography of your logo, and how the letter forms bend and curve to remind me of a sailboat on a tropical destination. In addition to the logo the use of bright summer time colors is visually appealing to me.

I have worked on a variety of projects spanning from a few weeks to a few months, and these projects have given me the ability to work well with team members, outside clients, and under pressure. For example, when working with the Book Builders of Boston on their 57th Annual New England Book Show Catalog, I gained experience in presenting my ideas, developing the idea within the theme presented, and communicating with the printer to make sure all files are formatted correctly. I also delved into the world of package design with my redesign of AIM Toothpaste, with the concept of a camera lens so that people can "AIM for their brightest (photo ready) smile".

From book catalogs to package design, I encourage you to explore my recent projects and view my portfolio of work.

I look forward to hearing from you soon.

Sincerely,
Gabrielle