

AMANDA MULLINS

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GRAPHIC DESIGN  
PROJECTS

## AMANDA MULLINS - JAWBREAKER CLOTHING CAMPAIGN

# JAWBREAKER

Jawbreaker Clothing is a London-based Young Contemporary brand distributed in stores internationally.

As the Senior Designer for this brand, it was essential to convey the punch, upbeat alternative style in our promotional materials without taking away from the clothing itself. To execute this effectively, I chose the simplicity of black and white descriptions placed in stars and hearts to add a fun edge to the alternative clothing market targets (seen in the next slide).



AMANDA MULLINS - JAWBREAKER CLOTHING MARKETING MATERIALS

# JAWBREAKER



  
**Dessert First**

100 Plant-Based Recipes  
by Amanda Marie



The Cookbook Dessert First is a personal project. Writing a cookbook had been on my list for a few years, and I loved fast, easy cooking and desserts. I was working on my health and started creating recipes with plant-based unrefined ingredients. Dessert First was born.



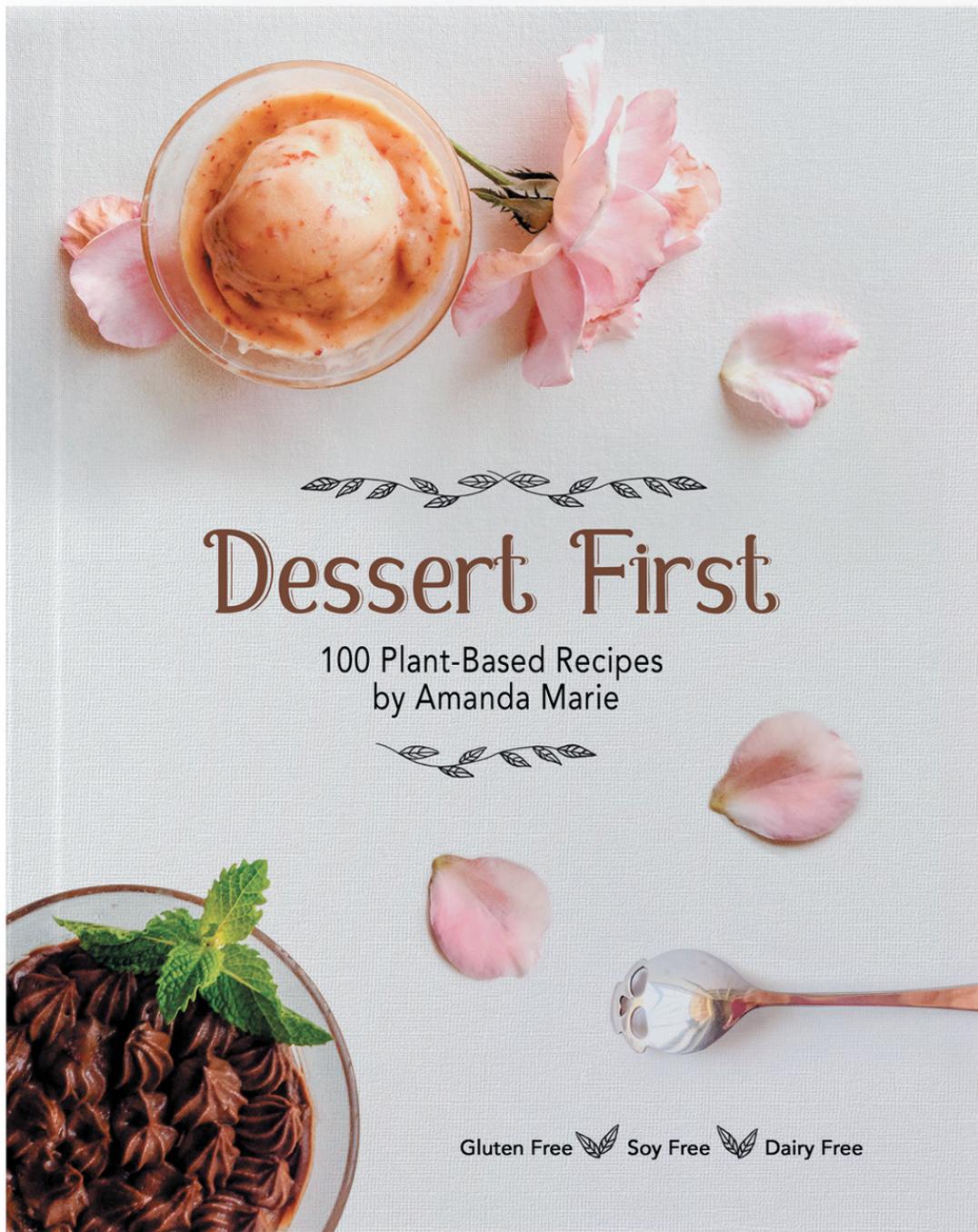


## DESSERT FIRST COOKBOOK DESIGN

I found a small publisher, and the real work began shortly after. I designed and produced everything from photography to the layout. It was paramount to get in touch with my vision for the book and have a minimalistic elegance while maintaining a strong sense of typography, color, and balance that uniquely showcased the food and recipes.

Since most of the recipes were adapted from family recipes and comfort food, design elements like hand drawings and recipes written on ripped paper came to life.

Working through this project from start to finish was one of the most significant accomplishments and learning experiences I continue to value today.



Gluten Free Soy Free Dairy Free

# AMANDA MULLINS - DESSERT FIRST PAGE DESIGN



## PEACH ROSEWATER SORBET



Yield: 1 to 2 servings ❄️ ⌚

This sorbet marries the delicate taste of roses with the sweetness of summer peaches. I have always loved rose ice creams and knew this would be a simple yet amazing flavor pairing.

Tools of the Trade: Measuring cup, measuring spoons, food processor with s-blade, spatula, ice cream scooper

### INGREDIENTS:

2 cups chopped frozen peaches  
2 tablespoons agave or 100% maple syrup  
1/2 teaspoon food grade rosewater

Freeze peaches for at least 3 hours. Put peaches into food processor and pulse until fruit is in pea-sized pieces. Add sweetener and rosewater, then process until smooth, scraping down sides with spatula as needed. Scoop into dishes and enjoy immediately.

Food for thought: Nothing in life is to be feared; it is only to be understood. Now is the time to understand more so that we may fear less. —Marie Curie

# AMANDA MULLINS - MAKOTO TAIKO, ANNUAL CONCERT

**Makoto Taiko**  
**2022** 真鼓音  
ANNUAL CONCERT  
始め! **Hajime!**

**MAKOTO TAIKO ANNUAL CONCERT**  
Saturday, June 18, 2022 at 7:00 PM  
**Aratani Theater**  
244 San Pedro Street, Los Angeles, CA 90012

Featuring

Koji Nakamura, Shoji Kameda, Sumie Kaneko, Isaku Kageyama, David Wells

TICKET INFORMATION: [WWW.MAKOTOTAIKO.ORG](http://WWW.MAKOTOTAIKO.ORG)

## HAJIME!

Makoto Taiko is a nonprofit organization that offers classes to people of all backgrounds. I have learned taiko at their studio since 2018 and have created promotional materials for them since 2019.

I was asked to design all marketing materials for the 2022 Annual concert. The Theme was Hajime! Meaning “Beginning” in light of the two years the group was unable to perform due to the pandemic.

**Makoto Taiko**  
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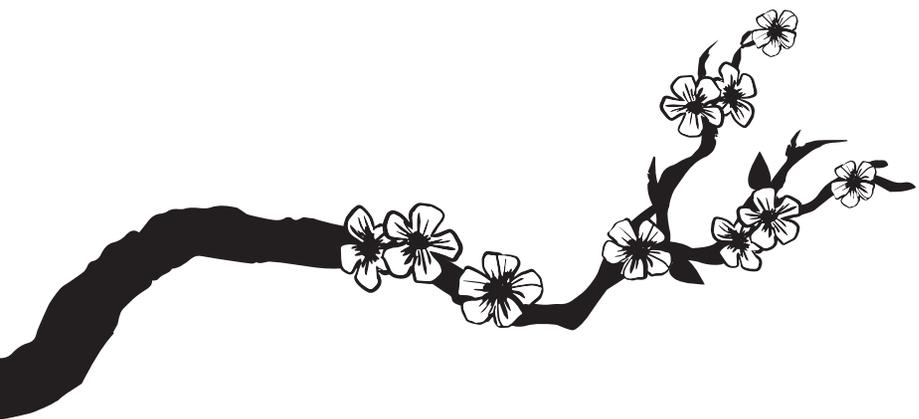
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## MAKOTO TAIKO, DESIGNING

The primary design would consist of several elements to be balanced without clutter. I created a cherry blossom element, a powerful symbol of rebirth and spring in Japanese culture that spoke to the message of “Hajime!” Japanese for “Beginning.” I consulted with more than one community source to ensure Kanji (Japanese characters) were correct and authentic for the word “Hajime.”

When the main design was complete, I could quickly move forward when creating flyers, banner ads, website updates, a 12-page program, and a concert T-shirt.



HAJIME! 始め!

M a k o t o T a i k o

真鼓音



# AMANDA MULLINS - MAKOTO TAIKO, CONCERT T-SHIRT



# AMANDA MULLINS - MAKOTO TAIKO, CONCERT PROGRAM

Good Evening,

On behalf of the Makoto Taiko board of directors, staff, and members, I'd like to welcome you to Makoto Taiko's first in person concert in three years. Being able to share the stage as an ensemble and perform before you tonight in person is an incredible privilege that we realize we should never take for granted.

When we last gathered together for our annual concert, in 2019, we marked Makoto Taiko's 20th anniversary, which was a significant milestone. Momentum was at an all-time high for us and we eagerly looked towards the future.

As we know all too well, the pandemic forced us to shift considerably just a few months later. I'm proud to say that Makoto Taiko never skipped a beat, quickly transitioning to virtual class offerings. Taiko continued to provide a sense of community and a much needed diversion as we took to practicing on pillows and drum pads safely from home. While Makoto Taiko was certainly not immune to the challenge and uncertainty that the pandemic caused, in some ways it also provided us with opportunities to look inward, reflect, and focus on redefining who we are—from our mission, to our repertoire, to our class offerings.

Tonight, we present our concert with the theme of "Hajime!," which translates to "Begin." It's particularly fitting as we see this moment symbolizing a new beginning for Makoto Taiko. As a reflection of this, we are debuting new compositions while performing some of our signature pieces in newly designed costumes, which positions us well to acknowledge our first twenty years while we look ahead to new beginnings.

Thank you for your continued support of Makoto Taiko.

And now... Hajime!

With sincerity,



Kristen Hayashi  
President  
Makoto Taiko Board of Directors

## HAJIME!

Hajime Opening Ceremony  
Koji Nakamura, Mikotomon

**Hitotsu**  
Composed by Wadaiko Kokubu, Performed by Kids 3 Class & Tuesday 7pm Class

**Hachijo**  
Traditional, Arranged by Koji Nakamura, Performed by Tuesday 6 pm Class

**Kame to Suzume**  
Composed by Hunter Loyd, Performed by Kids 1-3 Classes

**Neo**  
Composed by Dai Fujikura, Performed by Sumie Kaneko

**Ready Set kaDON**  
Composed by Shoji Kameda, Performed by Wednesday, 6 pm Class

**Midare (Bon Daiko)**  
Performed by Isaku Kageyama

**Makoto Ondo**  
Sumie Kaneko Composer & Lyricist, Produced by Isaku Kageyama  
Performed by Sumie Kaneko Vocals & Shamisen, Isaku Kageyama Taiko  
Dance choreographed by Bando Hidesomi

**Eleven**  
Composed by Kaoly Asano, Performed by Wednesday

**Shunpuu**  
Composed by Kodo, Performed by Makoto Taiko Performance Group

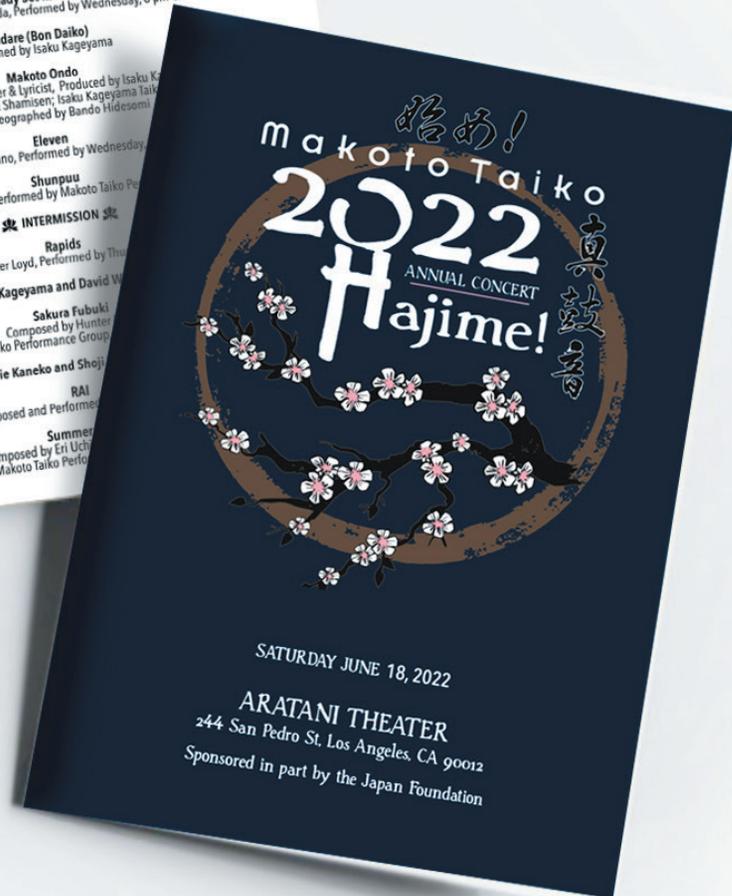
INTERMISSION 30分

**Rapids**  
Composed by Hunter Loyd, Performed by Thursday

**Isaku Kageyama and David Wada**  
Sakura Fubuki  
Composed by Hunter Loyd  
Performed by Makoto Taiko Performance Group

**Sumie Kaneko and Shoji Kameda**  
RAI  
Composed and Performed by Makoto Taiko Performance Group

**Summer**  
Composed by Eri Uchiyama  
Performed by Makoto Taiko Performance Group



# AMANDA MULLINS - THE HEALING WOODS



**Virtual Reiki and Tarot Sessions**

Together, we will meet via Skype or Zoom, and I will connect with you just as deeply as if you were sitting right in front of me.

Energy travels at the speed of light, and together, we can break through any emotional blockages or physical pain you may be dealing with.

Reiki and Tarot are not tied to any religious belief system, so their healing powers are limitless. My intention is for you to walk away from our session feeling physically and emotionally lighter, inspired, blissful, fearless, and glowing with radiance.

## Hypnotherapy

Our Subconscious Mind is 88% of our brain, which can sabotage our goals and desires we have to ourselves. Are you ready to take a deep dive of healing into your subconscious to finally release your mind of all that is holding you from biological, fear or addiction? Would you like to bring in feelings of peace, calm, strength and control over your life? Through Hypnotherapy, we can create healing and changes on the subconscious level so your conscious and subconscious minds are both focused on the same goal, therefore achieving it!

I have lost 100 pounds using Hypnotherapy, and specialize in weight loss as a result of living the way to get you to the desired weight you want to be.

Willpower is in the 12% of your brain which makes up the Conscious Mind, while eating habits are in the 88% that makes up your Subconscious Mind, therefore has the constant struggle to lose weight and keep it off. That 88% will always win until it is brought into alignment with what your goals in life are.

**CONSCIOUS LEVEL**

- Will Power
- Short Term Thinking
- Logical Thinking
- Critical Thinking

**SUBCONSCIOUS LEVEL**

- Beliefs
- Perceptions
- Emotions
- Habits
- Values
- Protective Reactions
- Long Term Memory
- Imagination
- Intuition

**Other specialties I have within Hypnotherapy include**

- Money Manifestation
- Calm Anxiety
- Deep Inner Child Healing
- Confidence
- Self Love
- Birthing
- Improving Sleep
- Stopping Smoking
- Money Manifest
- Weight Loss

## Soul Purpose Coaching

Are you asking what you were put on this earth to do? If you are anything you can do to make it a reality in your way of life. Do you even know where you want to be in 10 years?

Some the number age of 12 I have been coaching others within your subconscious and as I grow within my spirituality in the past 10 years, coaching has become an important part of my life. I have helped many clients to gain a new understanding of who they are and what they can do to make their lives more meaningful and successful. I have helped many clients to gain a new understanding of who they are and what they can do to make their lives more meaningful and successful.

Within my work with you we can look into your future and get a glimpse of what may be ahead. I want to see where you want to be in 10 years. I have a 15 year background in the advertising industry where I learned copy writing, branding, business building and marketing. I can also help you with your business and reach your marketing goals. I can also help you with your business and reach your marketing goals.

I'm not just your run of the mill spiritual who says 'oh well' either. I have a 15 year background in the advertising industry where I learned copy writing, branding, business building and marketing. I can also help you with your business and reach your marketing goals. I can also help you with your business and reach your marketing goals.

My coaching style is very nurturing, yet I can be strong when needed to help you break free from your barriers of fear, self-doubt and past pain hindering your present success.

We will go on a very private journey where you will be getting individualized coaching from me based on exactly what YOU as an individual need. I will not be a one size fits all. I will be a one size fits you. I will be a one size fits you. I will be a one size fits you.

**Kristin Dwan**  
Certified Hypnotherapist & Reiki Master

Your Subconscious Mind is 88% of your brainpower. Unless that 88% of your brain believes your goals are safe and good for you, it will 100% get in the way of those goals.

Allow me to help your Subconscious Mind be in alignment with what you consciously desire in life so you can actually achieve it.

Website: [www.thehealingwoods.com](http://www.thehealingwoods.com)  
Email: [kristin@thehealingwoods.com](mailto:kristin@thehealingwoods.com)

Go to my website to receive a free hypnotic journey: [www.thehealingwoods.com](http://www.thehealingwoods.com)



# THE HEALING WOODS

The Healing Woods, headed by Kristin Dwan, is a highly rated Reiki and hypnotherapy practitioner. She wanted a complete re-branding, promotional materials, and a website for her services.

Kristin wanted the new logo to include redwood trees and a whimsical feeling with shades of green. We discussed additional elements she enjoyed that were part of her practice as a healer and Reiki Master; the moon, crystals, and forest elements, including ferns, clover, redwood trees, and tree roots.

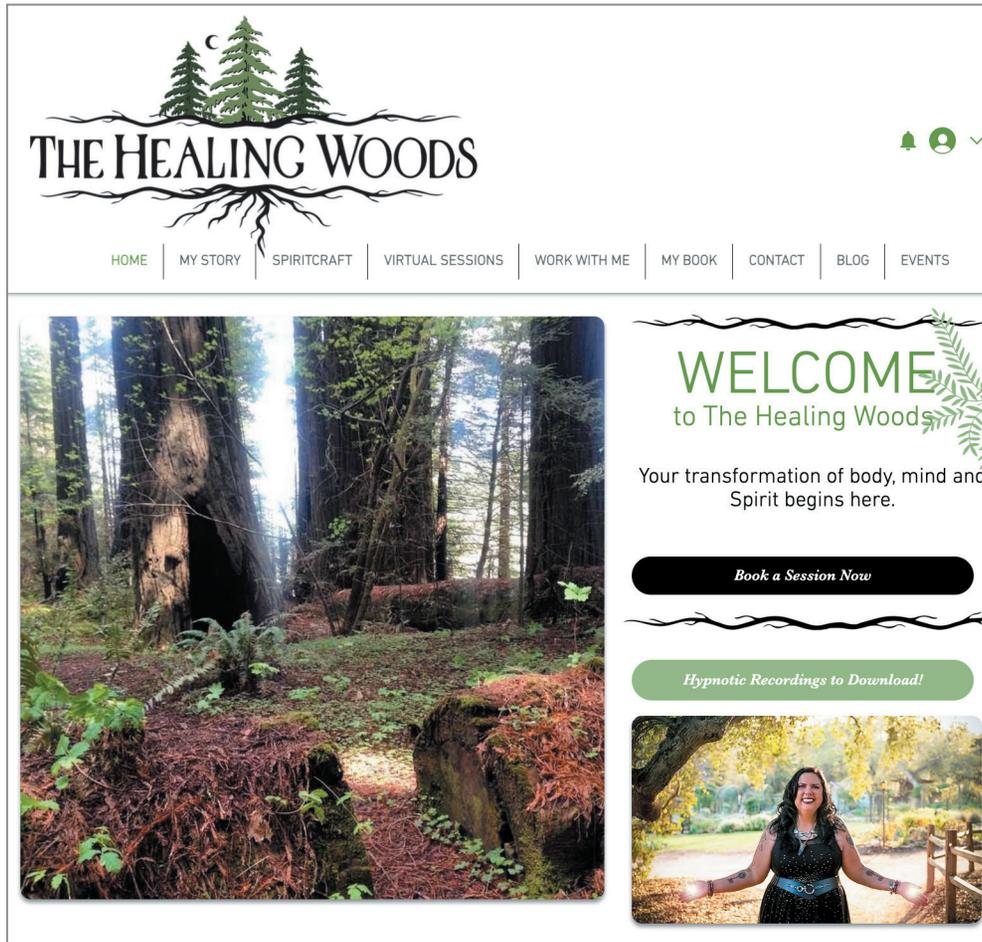
Once I had a clear picture of her vision, I created a logo set. A couple stood out immediately for her, and I made additional amendments until we had a three logo set that worked in a cohesive way to brand her materials and website.



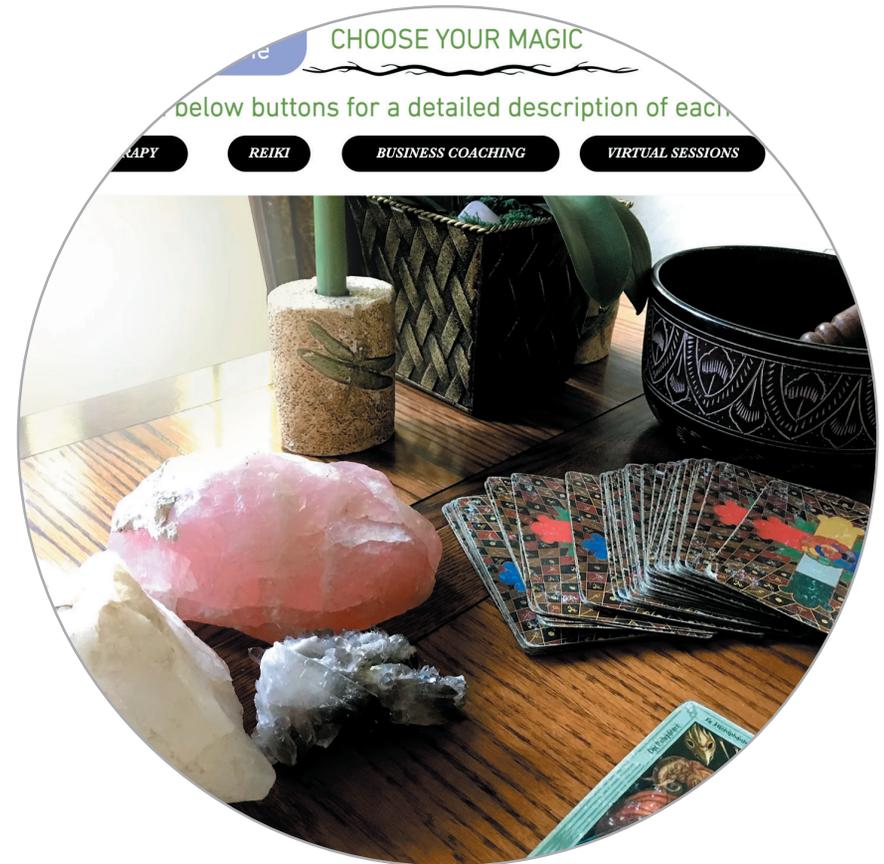
AMANDA MULLINS - THE HEALING WOODS LOGO SET



# AMANDA MULLINS - THE HEALING WOODS FROM THE WEBSITE



The screenshot shows the top portion of the website. At the top left is the logo for 'THE HEALING WOODS' featuring a stylized forest scene with trees and a crescent moon. Below the logo is a navigation menu with links: HOME, MY STORY, SPIRITCRAFT, VIRTUAL SESSIONS, WORK WITH ME, MY BOOK, CONTACT, BLOG, and EVENTS. On the right side of the header, there are social media icons for a bell, a person, and a checkmark. The main content area features a large image of a forest path on the left. To the right of the image is a 'WELCOME to The Healing Woods' section with the text 'Your transformation of body, mind and Spirit begins here.' Below this text are two buttons: 'Book a Session Now' and 'Hypnotic Recordings to Download!'. At the bottom of this section is a small photo of a woman, Amanda Mullins, standing in a field.



- Retreats
- Speaking Engagements
- Rituals



## Testimonials

- Stories
- Transformations
- Healing



## AMANDA MULLINS - GOLDFINCH BRANDING

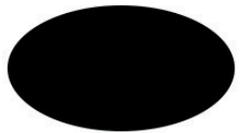
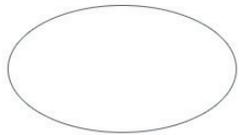
Goldfinch, based in Western Massachusetts, is run by Jessica Kern. She wanted to change the practice name from focusing on her to expanding, and she decided upon Goldfinch, a resilient and resourceful non-migratory bird in the area.

Jessica had a website but no logo or branding and wanted to begin from the ground up. We started with the logo to ensure everything cohesive throughout the project, from marketing materials to the website. For the logo, along with the name Goldfinch and came up with the tagline “Physical and Mental Wealth.”

We looked at her existing website, and she expressed it was not a reflection of her, and she wanted her site to have the warmth and character that embodied what she brought to the table as a practitioner. I used brighter colors and a quaint hand-drawn bird and font to bring the Goldfinch logo to life. Next, I created promotional materials and a website that Jessica is proud of because they reflect the woman behind the practice.



# AMANDA MULLINS - GOLDFINCH LOGO SET



# AMANDA MULLINS - GOLDFINCH MARKETING MATERIALS



# AMANDA MULLINS - GOLDFINCH FROM THE WEBSITE



bodywork & physical therapy with Jess Kern

[Home](#) [Client Resources](#) [Practitioners](#) [Results](#) [About](#) [Book Appointment](#)

[BOOK AN APPOINTMENT](#) →



## MAKE BETTER YOUR NEW NORMAL



### GOLDFINCH

*Jess Kern*

Guided by the principles of neuroplasticity - the science of how we age, learn, grow and adapt - Jess creates an environment of safety, non-judgment, and encouragement. These are necessary ingredients for change and improvement to be possible.

My job isn't so much to help fix people but to help them remember their greatness. Each person has a unique set of internal resources for health and resilience, and I believe that we can be wired to be well and that better is always possible.

**Your power to heal is limitless.**



Get the most out of your bodywork & physical therapy sessions.

[LEARN MORE](#) →

### CONTACT ME

Sign up with your email address to receive news and updates.

Name  Email

Subject

Type your message here...



[BOOK AN APPOINTMENT](#) →

AMANDA MULLINS  
FOR MORE INFORMATION

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