Portfolio — 2026

ARMANDO LARA

Graphic Designer

Vancouver, WA (Portland metro)

English and Spanish

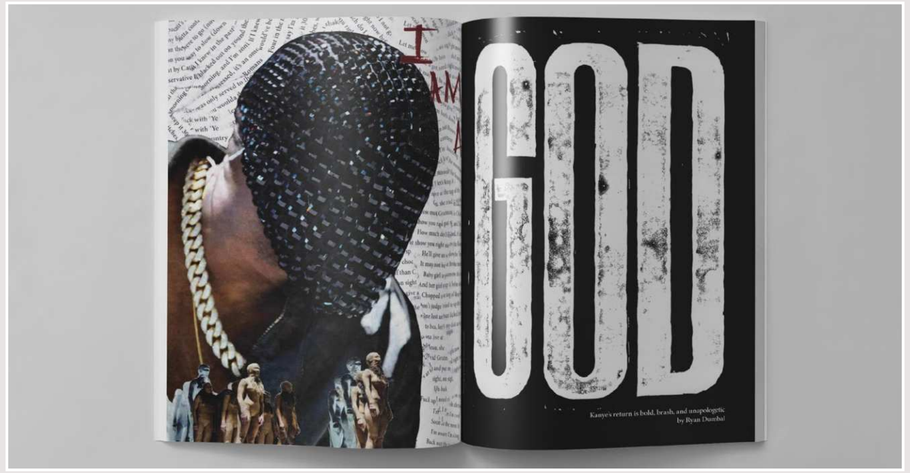
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In-house experience, with room for my own voice.

I spent four years in-house at iQ Credit Union designing for print, branch screens, social and motion, growing from intern to graphic designer.
I owned design and production for our Visa Balance Transfer and home equity campaigns, working with our print vendor through delivery. Before iQ, I handled prepress and complex print jobs at The UPS Store.
My student work explores identity, image-making and editorial design through music and culture.







In-house work · iQ Credit Union · pp. 3–9
Student work · PSU and PCC · pp. 10–15

Giving the “Path to Payoff” a sense of direction.

“Path to Payoff” came from a team brainstorm. I designed the winding-road and compass system and carried it from early type and icon studies to the final lockup.







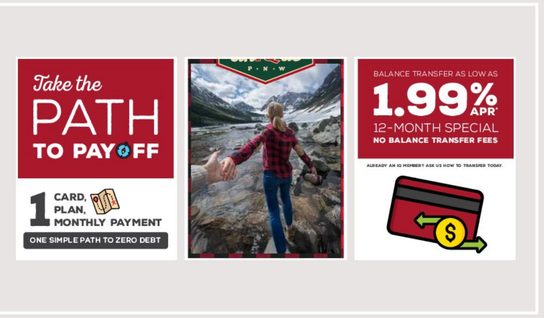


Compass-needle lockup · 2025–26 · Still from one After Effects animation, exported as a Lottie file and reused across four ad variants.

Visa Balance Transfer · 2025–26 · Key art, posters and campaign typography.



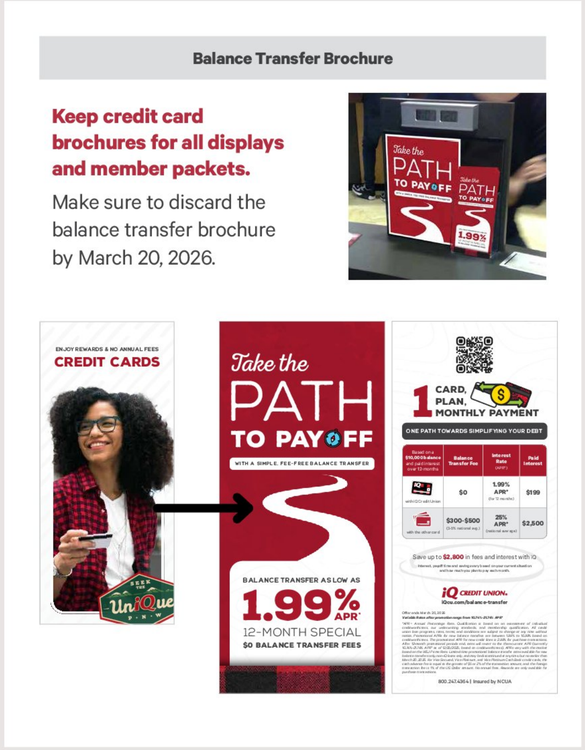




Development · 2025–26 · Selected type, icon and poster studies.

Following the road into every branch.

I designed the branch setup guide so staff could put the campaign in place, and turned my Adobe files into Canva templates so coworkers could update the copy. For rollout, I also produced the brochure, deal plate, branch TV screens and ads.



Branch setup guide · 2025–26 · Excerpt from the guide I designed for staff: poster configurations, counter displays and the brochure changeover.



Rollout · 2025–26 · Deal plate, branch TV screens, print ad and video-ad still. Watch the video ad.

A new branch deserves a proper parking-lot party.

I developed the event concept and designed all four pieces shown here. I restyled a licensed iStock speaker illustration with the plaid fill and offset.







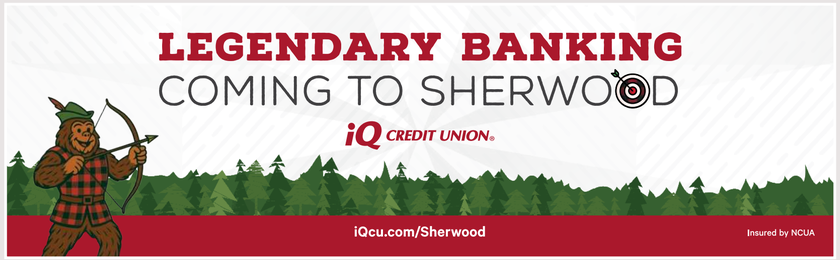


Party in the Lot · 2025 · Flyer, Facebook event banner, social post and print ad.

Taking the brand outside, from bus sides to billboards.



Transit ad · 2023 · I recomposed the artwork for King- and Kong-size bus sides. Shown in a mockup; base photo AI-enhanced.



“Coming to Sherwood” billboard · 2025 · Announced the new Sherwood branch ahead of the opening party on page 5. Robin Hood theme from a team brainstorm; I handled the visual execution. Shown as flat artwork.



Torn-corner billboard · 2023 · A peeled corner reveals the iQ logo. Ran as a digital billboard; shown here in a mockup edited with Photoshop Generative Fill.

Clear next steps for new members and young savers.



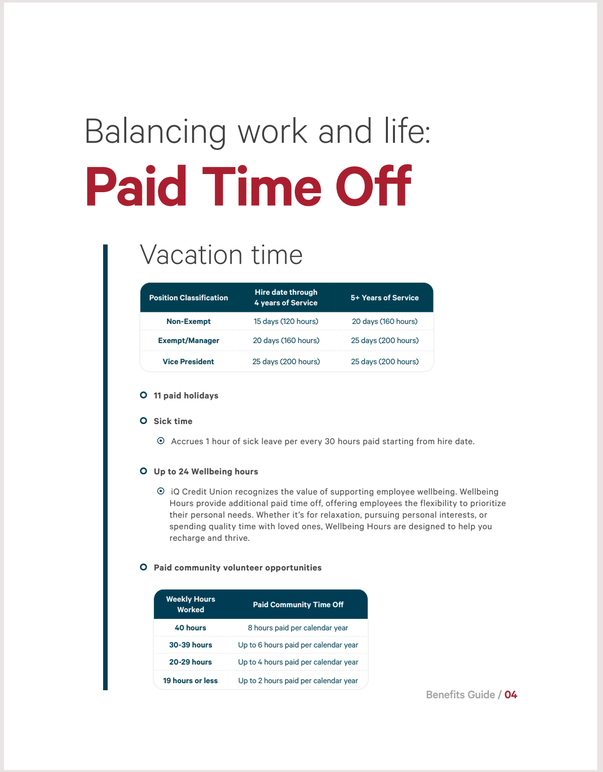
Happy Valley offer · 2026 · I designed the step-by-step brochure and a two-sided promotional banknote, with AI-assisted elements.



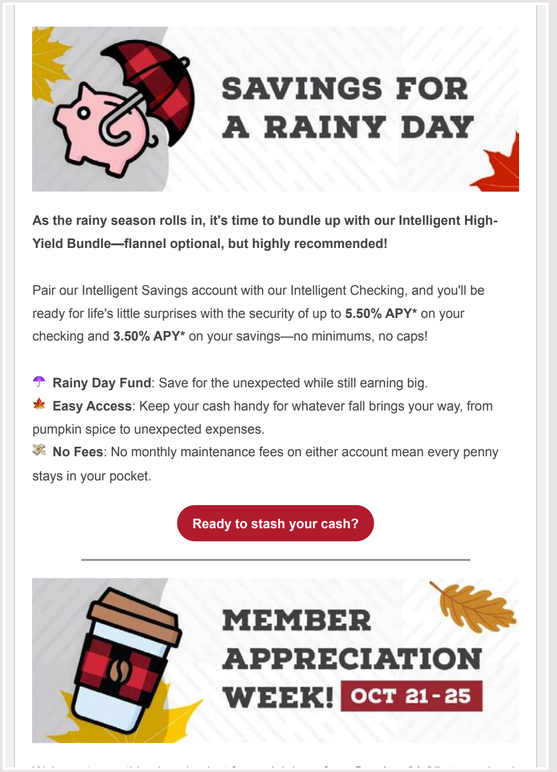
Youth Accounts / CashCamp · 2026 · I organized the brochure by age group. The phone shows iQ's app (not my design) with a fictional profile.

Benefits and news, made easy to find.





Employee Benefits Guide · 2026 · I designed the cover and interior layouts to sort coverage and time off into scannable sections and tables.



Member newsletter · October 2024 · I designed the monthly template and headers; teammates assembled each issue.

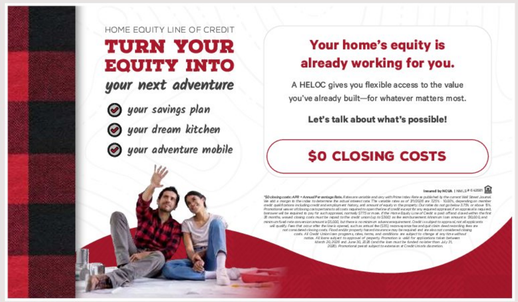
Turning home equity into the projects people dream about.

I owned design and production for the 2026 campaign, as I did in 2024. I edited photos to bring in the brand plaid and coordinated print with our vendor from pre-production through delivery.







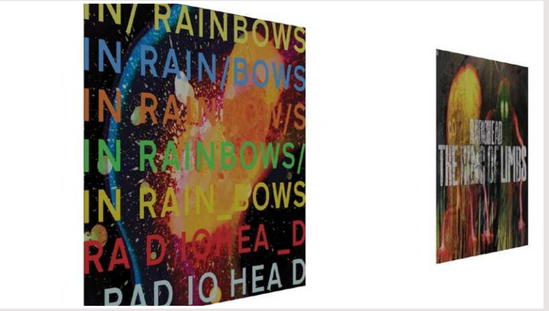




Home equity line of credit campaign · 2026 · Posters, brochure, deal plate and branch TV screens.

Nine albums, told through motion, 3D and data.





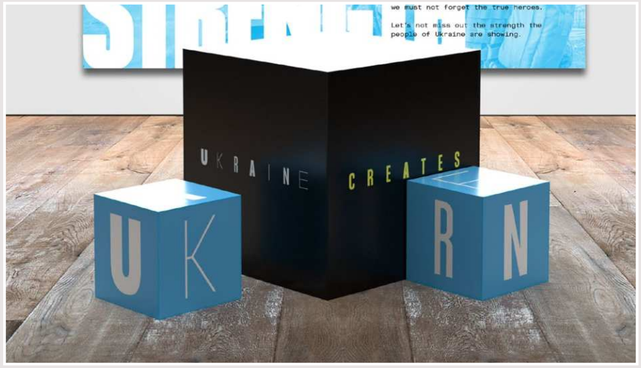


Radiohead: Nine Albums · 2022 · Stills from the motion project: The Bends data visualization in After Effects (left), and 3D camera moves across the album covers and the Kid A room in Cinema 4D (right). Album art, music and footage by Radiohead and their respective creators. Student project, Portland State University. **Watch the full piece.**

Building blocks for an exhibition's identity.



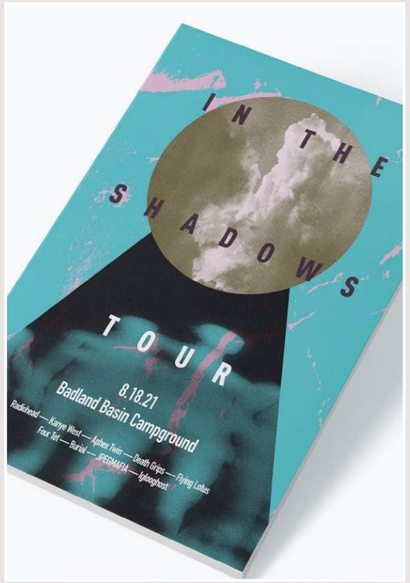




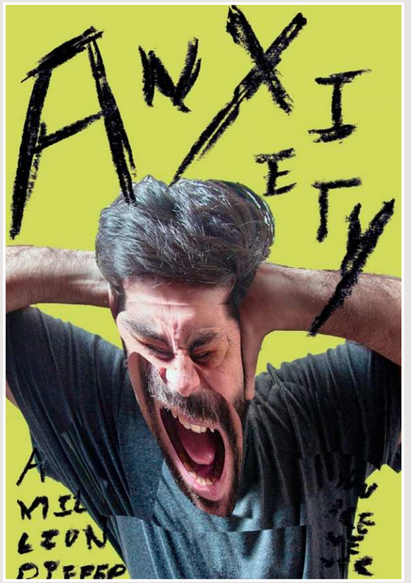


Ukraine Creates · 2022 · I designed the typographic identity, tickets and installation cubes for an exhibition concept proposed for the Portland Art Museum (unofficial; not affiliated). Shown in stock-photo mockups, edited with Photoshop Generative Fill; the photography is not mine. Student project, Portland Community College.

Four mediums, four ways to shape words.



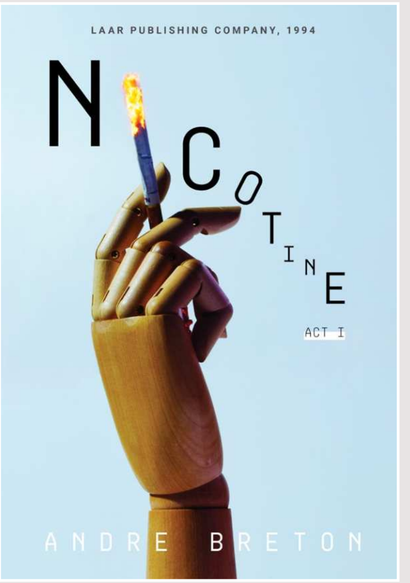
Set type · In The Shadows Tour · 2021 · Poster for a fictional music event; I set the letters to follow the circle and beam of light. Shown in a mockup. Student project, Portland Community College.



Hand-drawn type · Anxiety · Detail of brush lettering and photo manipulation for an advertising concept. Student project, Portland Community College.



3D type · WATER · “Hydrate!” lettering built as 3D water shapes for a fictional bottled-water brand, shown in a mockup. Student project, Portland Community College.



Type with photography · Nicotine · Book-cover concept with original photography; a lit cigarette stands in for the “i.” Student project, Portland Community College.

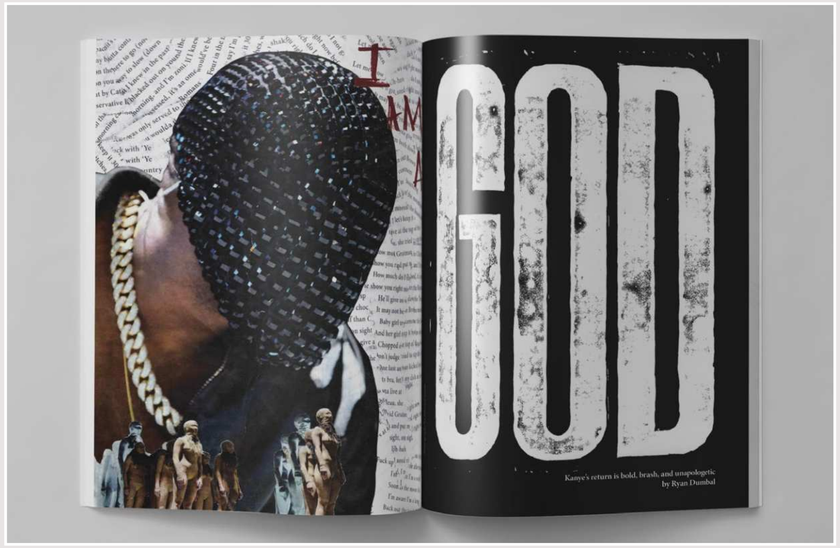
A magazine for the stories behind the music.





PHASE · I designed the cover, contents and "Virgil Lives Forever" special page for a music and culture magazine concept. Cover and contents shown in a mockup. Student project, Portland Community College.

Carving a song’s voice into the page.



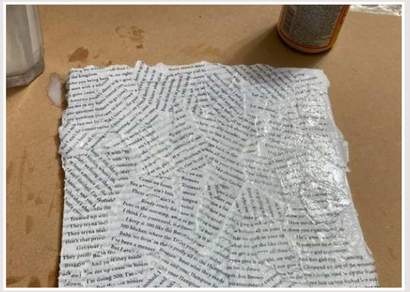


“I Am a God” feature · Opener and interior spread, pairing editorial typography with handmade image treatment. Opener shown in a mockup. Student project, Portland Community College.









Process · Linocut lettering and printed lyric textures, collaged, crumpled and scanned into the artwork.

A feature about sampling, built from samples.



Sampling feature · Opening spread built from collage, cut-out type and a waveform “F.”



Interior spread · I paired the sampler image with blocks of color and a pull quote with blacked-out words. Shown in a mockup. Student project, Portland Community College.

Contact

Let’s talk about working together.

I’m looking for a graphic design role in the Portland metro, with an in-house team, studio, agency or culture-driven brand.

Tools: Illustrator, InDesign, Photoshop, After Effects (with Lottie export), Premiere Pro, Canva and Jira.

Motion work: Vimeo Showcase

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