SELECTED WORK

2026

CASSANDRA EDWARDS



01 
WILLIAMSON ASIA
PRODUCT + PRINT 01-03

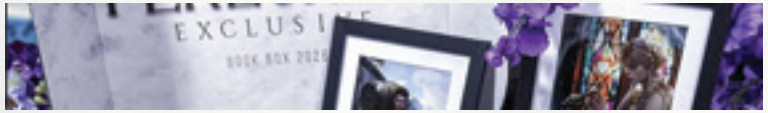
02 

PUERTO RICAN FESTIVAL
PRINT + CAMPAIGN 04-07

03 
SILKWORM + PYRA PROMO
APPAREL & PRODUCT 08-10

04 

PROMOSHAK
BRAND + CAMPAIGN 11-12

05 
OTHER APPLICATIONS
PACKAGING + OTHER 13-15

WILLIAMSON HOME

01

PRODUCT + PRINT PRODUCTION

CONCEPT DEVELOPMENT | ARTWORK | PRODUCTION

Developed products from initial concept through finished production, creating artwork and preparing designs for physical materials, finishing, and manufacturing.





BACK TO INDEX →

WILLIAMSON HOME

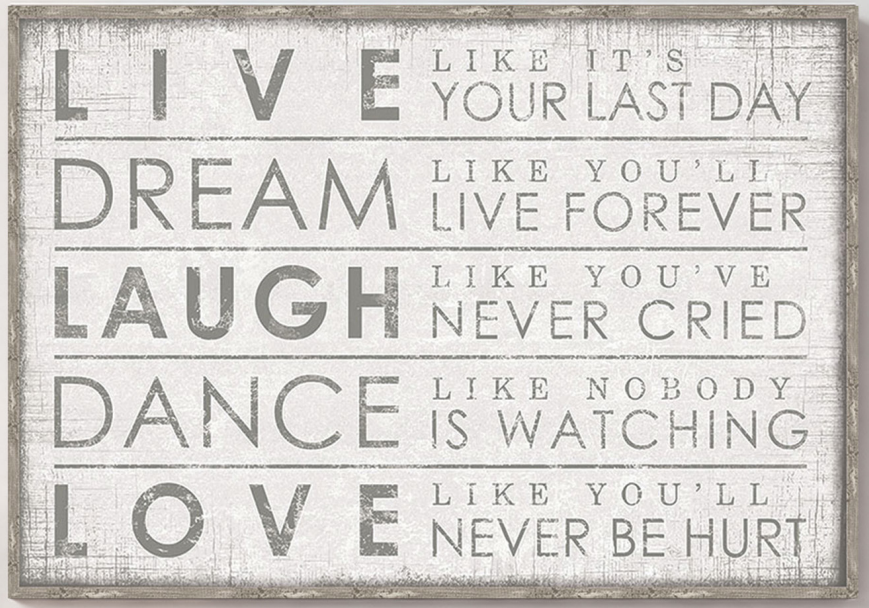
01

PRODUCT + PRINT PRODUCTION

PRODUCT DEVELOPMENT | PRINT PRODUCTION

Designed a range of home décor products across multiple formats and materials, carrying each piece from concept and artwork through final production.











BACK TO INDEX →

WILLIAMSON HOME

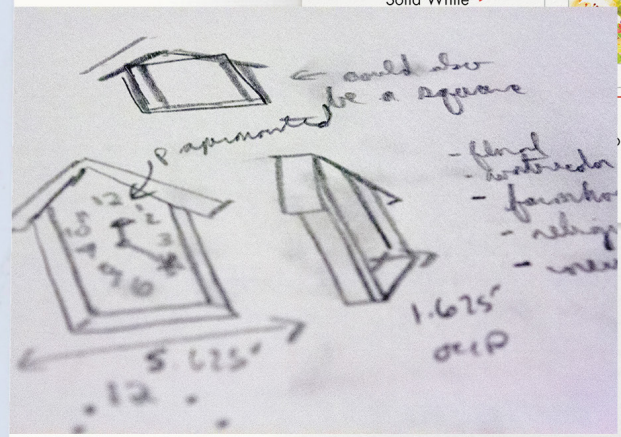
01

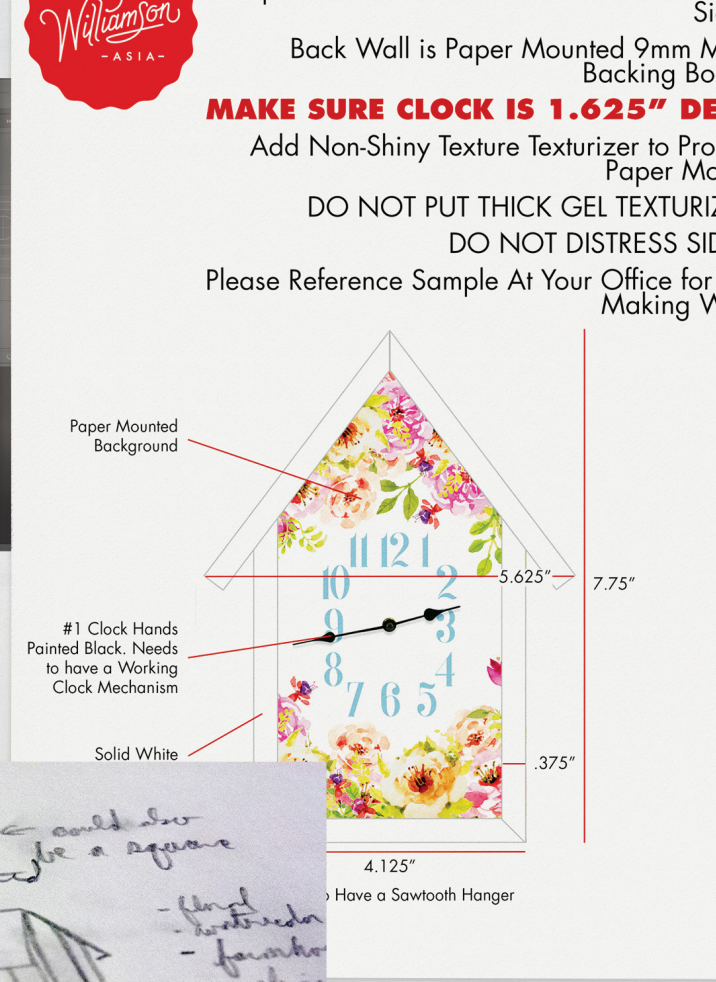
PRODUCT + PRINT PRODUCTION

CONCEPT | ARTWORK | PRODUCTION SPECS

Took this clock from an initial sketch through final artwork and production, developing the construction, dimensions, materials, hardware, and specifications needed to bring the product to life.







BACK TO INDEX →

PUERTO RICAN FESTIVAL

02

PRINT + CAMPAIGN PRODUCTION

CREATIVE DIRECTOR — APPAREL DESIGN + PRODUCTION

I led the development and production of the 2026 Puerto Rican Festival apparel program, translating the festival identity into wearable graphics for staff and attendees while balancing creative direction with production requirements.





BACK TO INDEX →

PUERTO RICAN FESTIVAL

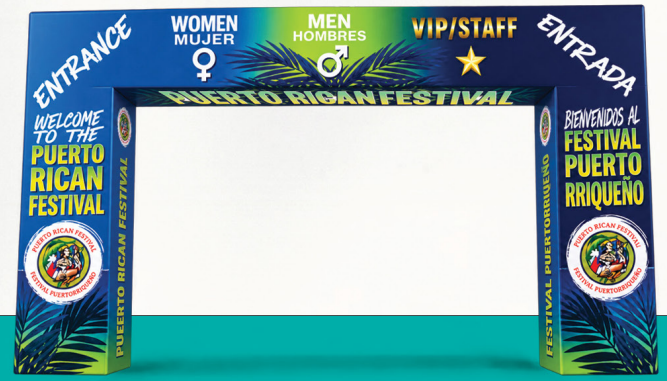
02

PRINT + CAMPAIGN PRODUCTION

CREATIVE DIRECTOR — ENVIRONMENTAL DESIGN

The entrance arch transformed the festival identity into a large-scale physical installation and became one of the event's primary points of arrival. I designed the complete artwork system and prepared the production files for a complex multi-panel structure, ensuring the graphics aligned across the assembled installation.







BACK TO INDEX →

PUERTO RICAN FESTIVAL

02

PRINT + CAMPAIGN PRODUCTION

CREATIVE DIRECTOR — ENVIRONMENTAL GRAPHICS

I extended the festival identity into large-format stage graphics and event signage, developing artwork for production at scale while maintaining a cohesive visual system across the event environment.







BACK TO INDEX →

PUERTO RICAN FESTIVAL

02

PRINT + CAMPAIGN PRODUCTION

CREATIVE DIRECTOR — CAMPAIGN SYSTEM + MULTI-FORMAT PRODUCTION

Beyond the festival's primary environmental pieces, I extended the visual system across a broad range of print, digital, promotional, and event materials. The work included social content, menus, maps, signage, credentials, wristbands, promotional pieces, and other production assets—creating a cohesive experience across the festival's many touchpoints.



BACK TO INDEX →

SILKWORM/PYRA PROMO

03

APPAREL + PRODUCT

DESIGN LEAD | APPAREL DESIGN + ILLUSTRATION

Developed apparel graphics and merchandise concepts for Southern Illinois University, balancing established brand standards with more expressive, illustration-led work. From the Saluki Takeover Tours campaign to campus-inspired merchandise, the work spans concept development, apparel applications, and production-ready artwork.



BACK TO INDEX →

SILKWORM/PYRA PROMO

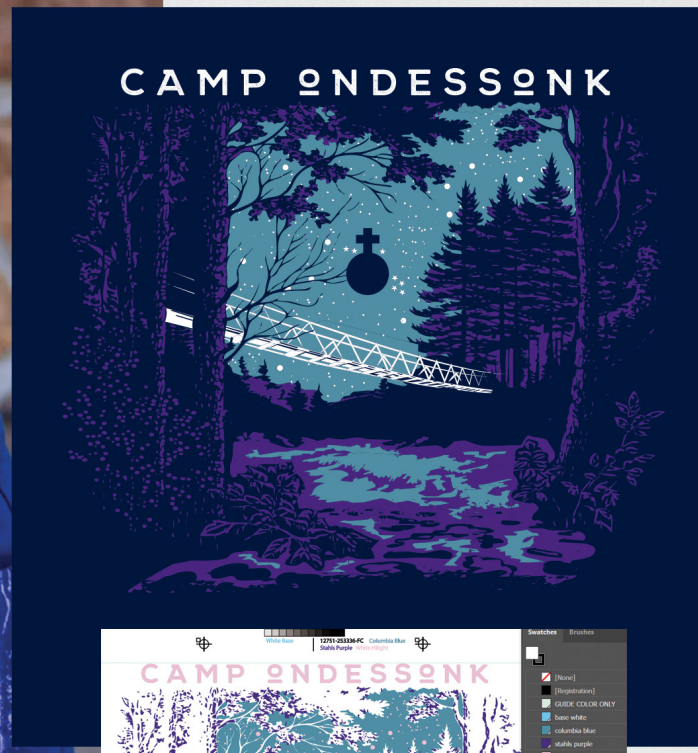
03

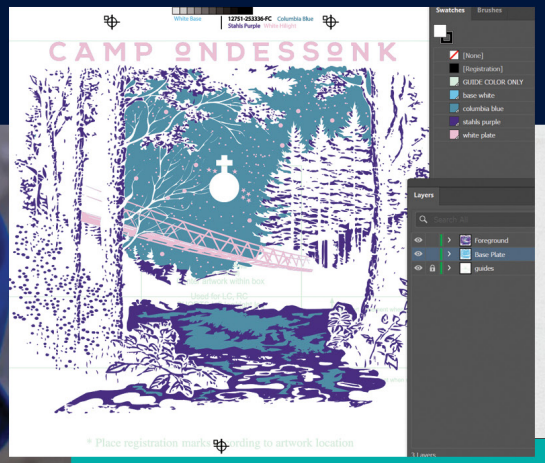
APPAREL + PRODUCT

DESIGN LEAD | ILLUSTRATION + APPAREL PRODUCTION

Created an illustrated apparel graphic inspired by Camp Ondessonk's landscape and identity, translating a hand-drawn concept into production-ready artwork for screen printing. The resulting design became one of the camp's best-selling apparel pieces.







BACK TO INDEX →

















BACK TO INDEX →

PROMOSHAK

04

BRAND + CAMPAIGN SYSTEMS

CAMPAIGN DESIGN | PRINT + PHYSICAL APPLICATIONS

Developed marketing and promotional materials for student housing, extending the Campus Vue identity across print collateral, leasing materials, and physical event applications.



BACK TO INDEX →

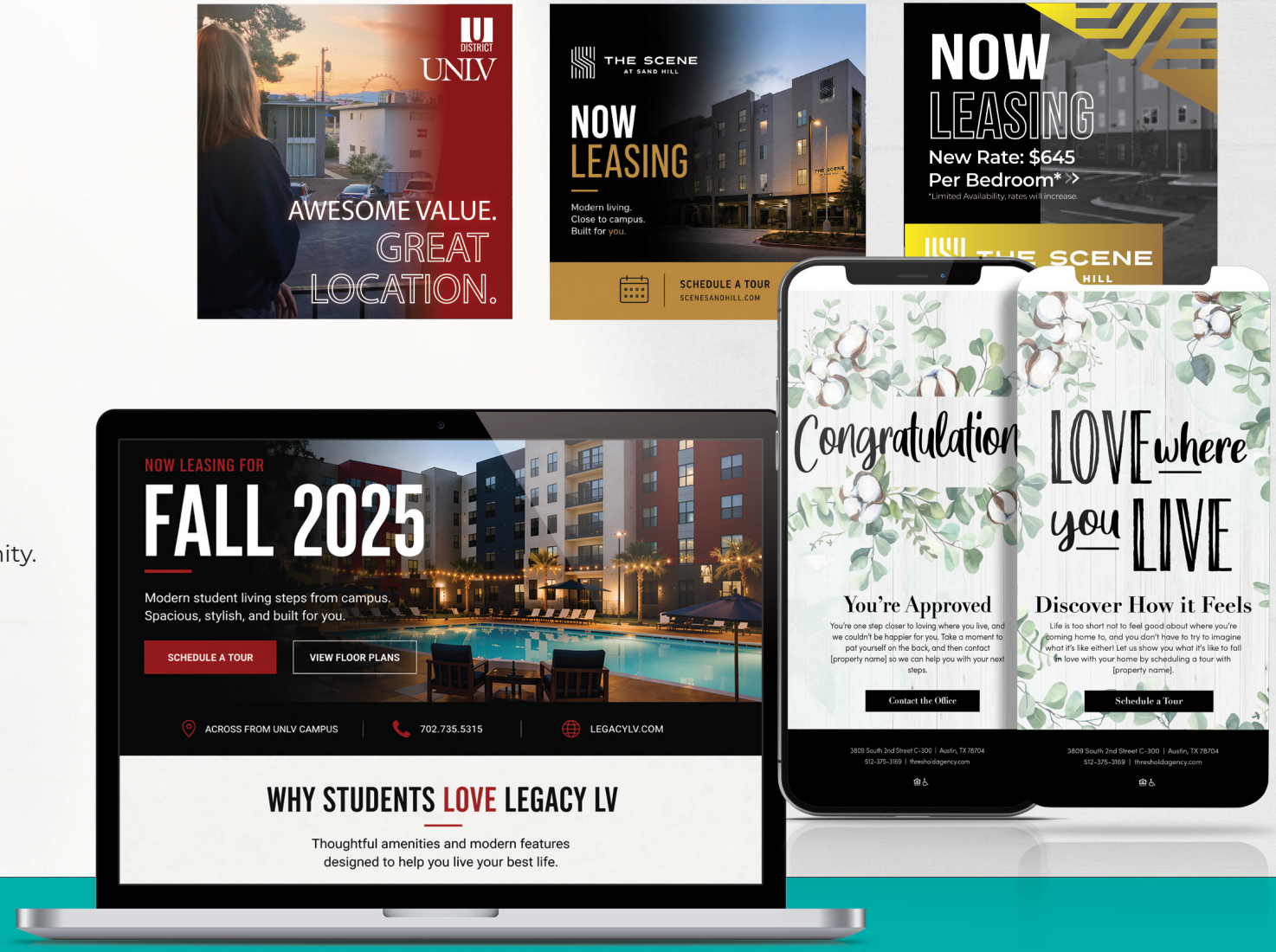
PROMOSHAK

04

BRAND + CAMPAIGN SYSTEMS

CAMPAIGN SYSTEMS | DIGITAL + PRINT

Developed adaptable marketing assets across multiple student-housing properties, maintaining a consistent campaign framework while adapting the visual language and messaging to each community.



BACK TO INDEX →

OTHER APPLICATIONS

05

PACKAGING + OTHER APPLICATIONS

EDITORIAL DESIGN | PRINT PRODUCTION

Developed the visual system for Inner Sanctuary across the book cover, interior pages, and supporting print materials. From page structure and typography to final production, the design was built to remain cohesive across every format.



BACK TO INDEX →

OTHER APPLICATIONS

05

PACKAGING + OTHER APPLICATIONS

DESIGN LEAD | VISUAL IDENTITY | PRINT + EVENT COLLATERAL

A custom visual identity developed across the full guest experience, from invitation suite and day-of collateral to signage, favors, and personalized details. The system was designed to feel cohesive at every scale while remaining distinctly personal to the couple.







BACK TO INDEX →

OTHER APPLICATIONS

05

PACKAGING + OTHER APPLICATIONS

PACKAGING DESIGN | BRAND IDENTITY | PRINT PRODUCTION

Developed the packaging system for a luxury membership box, from monogram and supporting graphics through production-ready box artwork and print materials. The work required translating the visual identity into a cohesive physical experience across multiple components and formats.







BACK TO INDEX →

CASSANDRA EDWARDS

SELECTED WORK | 2026

hello@cassandraedwards.com

cassandraedwards.com

linkedin.com/in/cassandra-edwards/