

DIGITAL PORTFOLIO - 2026

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hello there.

I'm Lynn, a branding and storytelling-led graphic designer who believes every brand has a place and a story, and design is how we make it visible. I focus on creating visual identities and systems that clarify meaning, express purpose, and connect with people on a human level.

My approach begins with research and asking thoughtful questions to gain clarity before designing anything. I take time to understand what makes a brand distinctive, then translate those insights into visual work that feels intentional, grounded, and built to last.

I specialize in brand identity, visual storytelling, typography, and cohesive design systems across digital and print. I value collaboration, thoughtful problem-solving, and a design process rooted in empathy, clarity, and continuous learning.



CONTENTS

- | | | |
|----|------------------|---|
| 01 | Majestic Stays | BRAND STRATEGY & VISUAL
IDENTITY · HOSPITALITY |
| 02 | Garden of Dreams | EVENT BROCHURE & VISUAL SYSTEM |
| 03 | Inseng Taekwondo | BRAND STRATEGY · IDENTITY ·
PRE-LAUNCH SYSTEM |
| 04 | Focus | PRODUCT STRATEGY → LO-FI → HI-
FI · iOS |
| 05 | Selected work | IDENTITY · PRINT · CAMPAIGN |
-

CASE STUDY 01

Majestic Stays

A thoughtful guest experience

2025 · BRAND STRATEGY & VISUAL IDENTITY
DESIGN · HOSPITALITY



CLIENT

Majestic Stays

YEAR

2025

ROLE

Brand strategy
Visual identity
design

DELIVERABLES

Logo system
Typography & color
Brand guidelines
Environmental &
digital

A cohesive identity that could scale across properties without losing refinement.

Majestic Stays is a luxury hospitality brand centered on creating warm, memorable guest experiences across multiple properties. As the brand expanded, the challenge was to establish a cohesive visual identity that could scale while maintaining a sense of refinement, comfort, and storytelling.

I led the brand strategy and visual identity design, developing a flexible system that unified the brand across guest-facing touchpoints. The work included logo design, typography and color systems, brand guidelines, and environmental and digital applications designed to guide guests seamlessly from booking to arrival and throughout their stay.

THE IDEA

“Blend the elegance of high-end hospitality with the warmth of home.”

MAJESTIC STAYS BRAND GUIDELINES — 01 / CHECK-IN

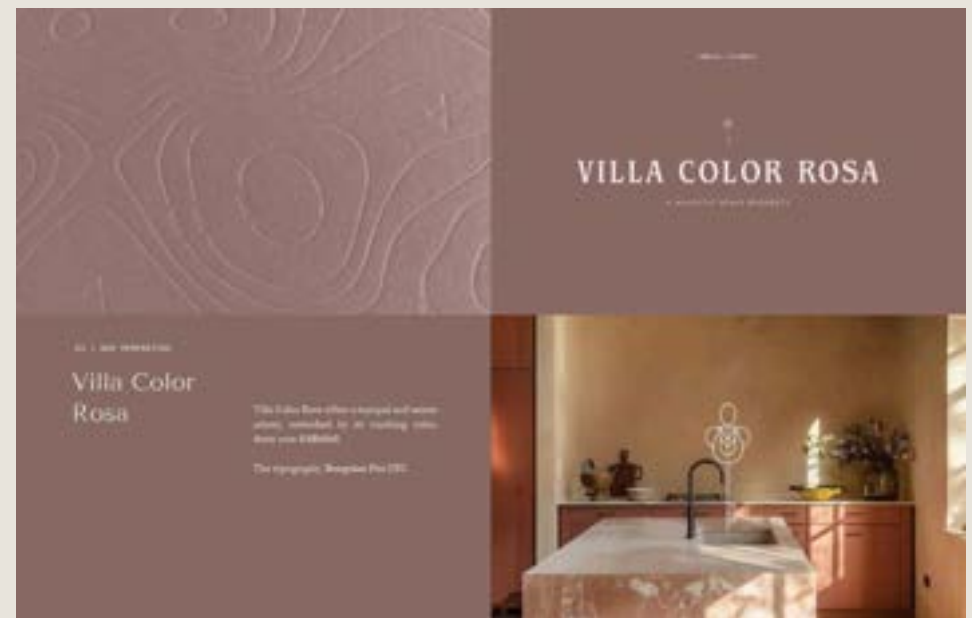
Applied across the stay

AMENITIES · IN-ROOM · SIGNAGE



One system, three personalities

THE LODGE · VILLA COLOR ROSA





From booking to arrival

WEB · MAJESTICSTAYS.CO

OUTCOME

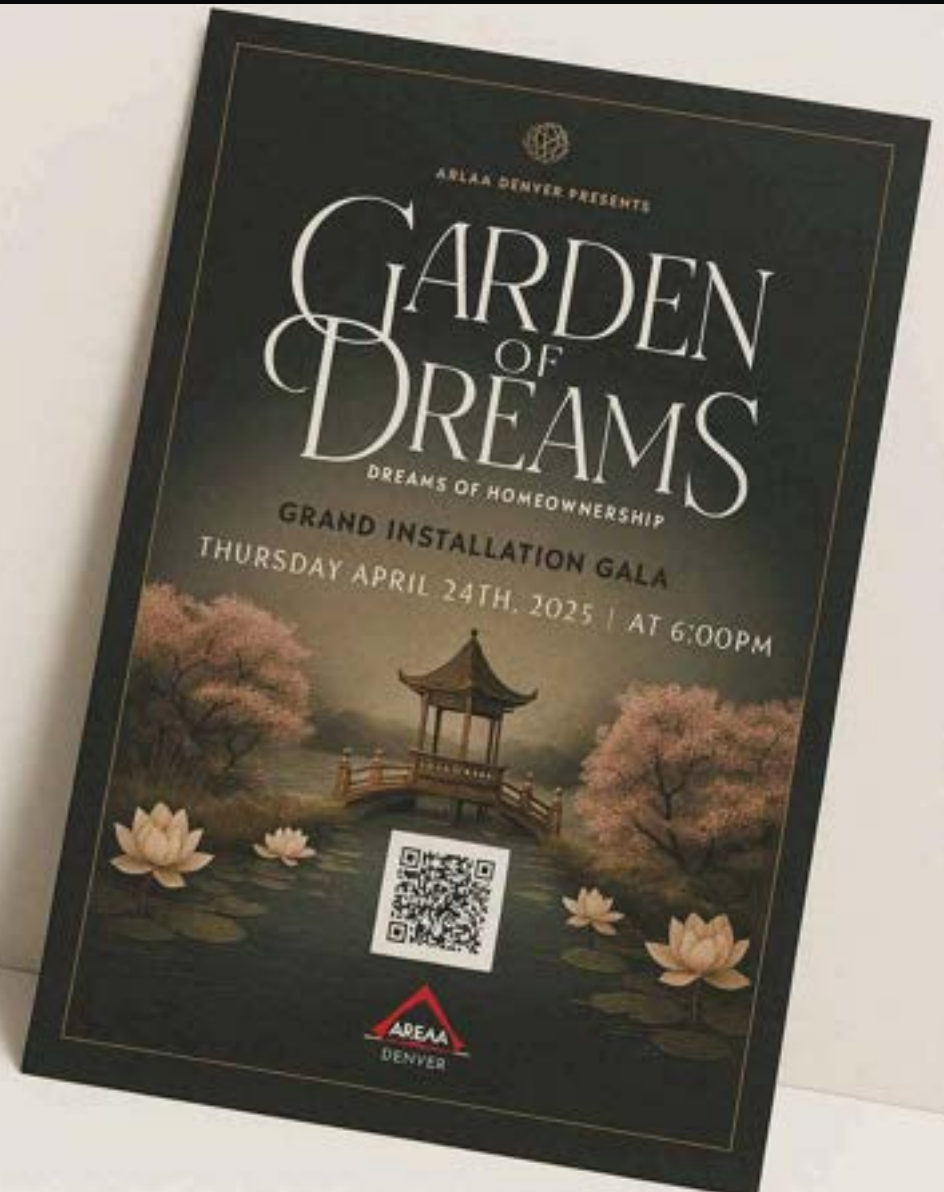
The result is a thoughtful, experience-driven brand that balances elevated aesthetics with warmth and clarity, ensuring each guest interaction feels intentional, welcoming, and consistent.

CASE STUDY 02

Garden of Dreams

An experiential event system

2025 · EVENT BROCHURE & VISUAL SYSTEM ·
AREAA DENVER



CLIENT

AREAA Denver

YEAR

2025

ROLE

Art direction
Editorial & layout
design

DELIVERABLES

Printed program
Email marketing
Social assets
Eventbrite page

One theme, translated into every format the night needed.

Garden of Dreams was a large-scale fundraising and community event designed to celebrate connection, culture, and impact. The goal of the project was to create a cohesive visual system that translated the event's theme into clear, elegant materials across print and digital touchpoints.

I led the art direction and design of the event brochure and supporting marketing materials, focusing on typographic hierarchy, editorial layout, and consistency across formats.



KEY ART

Grand Installation Gala

Display type, a single ornamental scene, and a fixed information block that repeats across every piece – so the event reads the same on a wall, in an inbox, or on a phone.

The printed suite

PROGRAM · RSVP · ENVELOPE · TAG



Applied across four touchpoints, on an event timeline.

01

Printed program

02

Email marketing

03

Social assets

04

Eventbrite page

Throughout the project, I collaborated closely with stakeholders to deliver polished, production-ready assets that balanced refinement with clarity in a fast-paced, real-world event environment.

CASE STUDY 03

Inseng Taekwondo

A modern martial arts brand built
on tough love with a smile

BOULDER, COLORADO · BRAND STRATEGY · VISUAL
IDENTITY · PRE-LAUNCH SYSTEM



INSENG TAEKWONDO

BOULDER, COLORADO

CLIENT

Inseng Taekwondo
Boulder, CO

TYPE

Brand strategy
Visual identity
Pre-launch system

TIMELINE

8 weeks
Brand sprint +
launch kit

MY ROLE

Brand strategist and
designer

A modern martial arts brand built on tough love with a smile.

At Inseng, Taekwondo isn't just a sport—it's a path to becoming your best self. Through traditional Korean roots and a modern training approach, we help students sharpen their discipline, embrace failure, and discover strength they didn't know they had.

인생 — “LIFE”

WHERE THIS STARTED

There are basically two kinds of martial arts schools.

The first one is the belt factory. Kid-focused, gimmicky, treats the dojo like daycare with kicking. The second is the traditional school – sterile, intimidating, mostly rules and not much warmth.

Neither is what most people actually want.

Inseng's founder had been coaching for over 15 years and could see the gap clearly. He wasn't trying to open another school. He was trying to open the third path – somewhere a kid could start, an adult could come back to themselves, and a serious athlete could chase real competition. All under one roof.

That's a brand challenge. Not just a logo.

THE QUESTIONS I KEPT ASKING

How do we look
welcoming to a
first-timer *and*
credible to a
competitive athlete?

How do we
differentiate from
the “belt factory”
without losing the
warmth that makes
families show up?

How do we say
accountability,
courage, tough as
shit without losing
play, community,
and joy?

The brand had to hold all of that at once. Tough love with a smile.

WHAT I LEARNED BEFORE I DESIGNED ANYTHING

I started where every good brand should – sitting across from the founder. What I heard was bigger than a business plan. He'd been carrying this idea for 15 years. He wanted people to achieve more than they believed possible – whether they were starting Taekwondo for the first time or chasing a podium. The brand had to deliver on that, not just describe it.

The insight underneath all of it: people aren't actually looking for a school. They're looking for real coaching, real connection, real challenge. Give them a brand that promises grit with guidance and they'll show up.

AUDIENCE

Families with kids, adult beginners looking for community, serious athletes hungry for real coaching

VALUES

Accountability. Courage. Legacy. Team first. Growth mindset. Tough as shit

MARKET GAP

Colorado lacks accessible, sparring-centric programs. Most schools live and die by belt attainment and forms

COMPETITION

Mytra in Green Valley Ranch was the closest direct competitor. Indirect competition was every other youth sport

HOW I SHAPED IT

Modern Taekwondo for real growth — beginner to elite — powered by coaching, community, and competition.

The voice followed the founder's actual cadence. Direct. Encouraging. Honest. Coach energy — clear standards plus high-fives.

The design language followed. Street meets tradition — brushstroke energy alongside disciplined geometry. Sparring colors, used purposefully. No pastels.

Grit over comfort.

Hard things, structured well. The brand should never apologize for the bar being high.

Team over ego.

Community, legacy, pass-it-forward culture. Nobody wins alone.

Process over outcome.

Habits, accountability, daily excellence. Wins are downstream of practice.

A seal, brushed by hand

STAMP · WORDMARK · HORIZONTAL LOCKUP



INSENG
TAEKWONDO

이승영

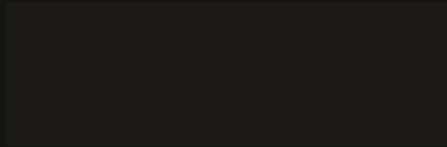
Built for both grounds

STONE WHITE · GRITTY BLACK



흑 홍 청 백

PRIMARY + ACCENT COLOR



GRITTY BLACK



COMBAT RED



BLUE CORE



STONE WHITE



Three voices, one hierarchy

CLASH DISPLAY · SOURCE CODE · NAUGHTY KLAN





PRE-LAUNCH SYSTEM

The brand, worn

Sleeve-set wordmark, seal at the chest. The identity had to survive a single-color print on black cotton and still read at a distance in a gym.

LAUNCH ASSETS

A frame that repeats

One square template: stone-white field, seal centered, name running the four edges. Swap the center art and the post is still unmistakably Inseng.



WHERE IT LANDED

The brand pulled cleanly away from “belt factory” associations and read as a real coaching brand from the first impression. Messaging tested well with parents looking for character plus competition – grit, standards, community.

The street-team collateral was built specifically to drive foot traffic to the open house and convert curious passers-by into sign-ups.

REAL LAUNCH METRICS – CLASS SIGN-UPS, OPEN HOUSE ATTENDANCE, RETENTION, COMPETITIVE RESULTS – WILL LAND HERE POST-LAUNCH.

“Tough, welcoming, and legit. This is the brand we wished existed when we started.”

WHAT THIS WORK TAUGHT ME

Designing for discipline and joy is a balancing act. The trick isn't picking one — it's finding the brand where both are true at the same time.

The biggest unlock was treating coaching as the product. The logo isn't the brand. The colors aren't the brand. The brand is what happens when someone walks in for the first time, finishes a hard class, and leaves wanting to come back.

That's what I want brand work to do. Not just describe what a place is. Set the bar for what it has to live up to.

CASE STUDY 04

Focus

An iOS productivity app for ADHD brains. Built so the next step always feels possible.

CREATIVEHALF LLC · PRODUCT STRATEGY → LO-FI → HI-FI



CLIENT

CreativeHalf LLC

TYPE

UX/UI – product
strategy,
lo-fi, hi-fi

TIMELINE

1 week for flows and
lo-fi
Hi-fi delivered
continuously

PLATFORM

iOS

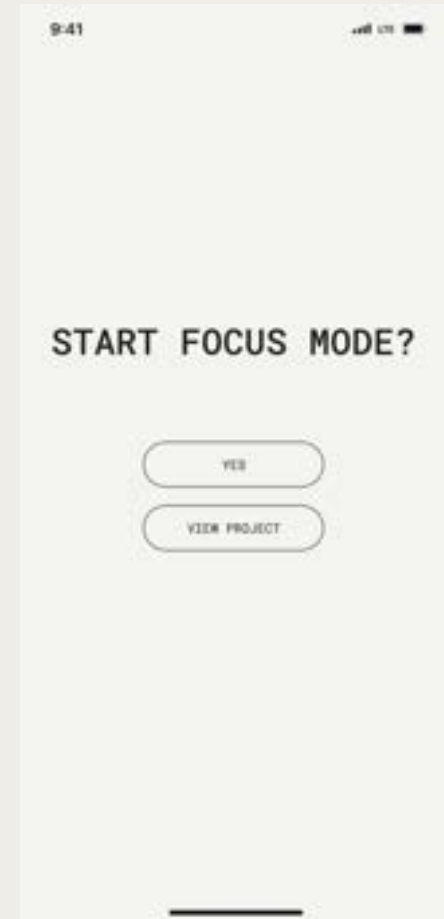
The app never shows more than one decision at a time.

Task apps fail ADHD users by putting the whole backlog on one screen. Focus splits the product into two modes: a quiet planning surface where projects and tasks are written down, and a full-screen focus mode that shows a single task with two ways out – done, or do later.

Every screen in the hi-fi set was designed to hold one question. Empty states speak in the user's voice, the countdown gives the brain a runway, and the loop asks after each task rather than assuming.

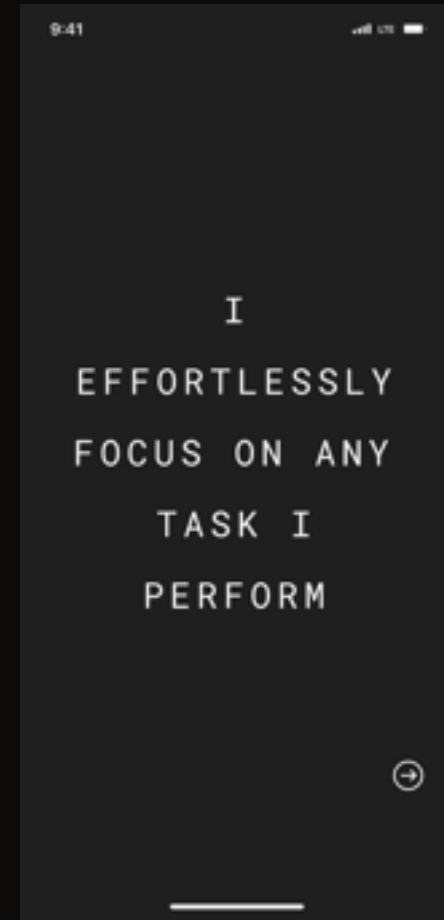
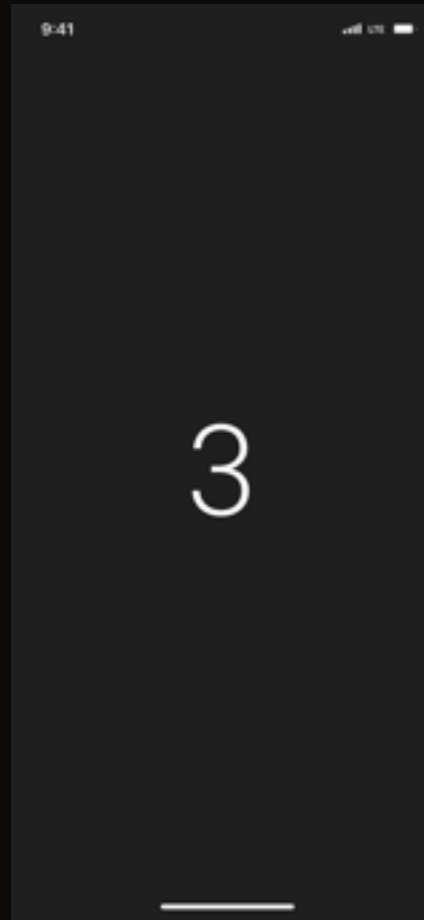
Starting from nothing

EMPTY STATE → PROJECT → HOME



Crossing into focus mode

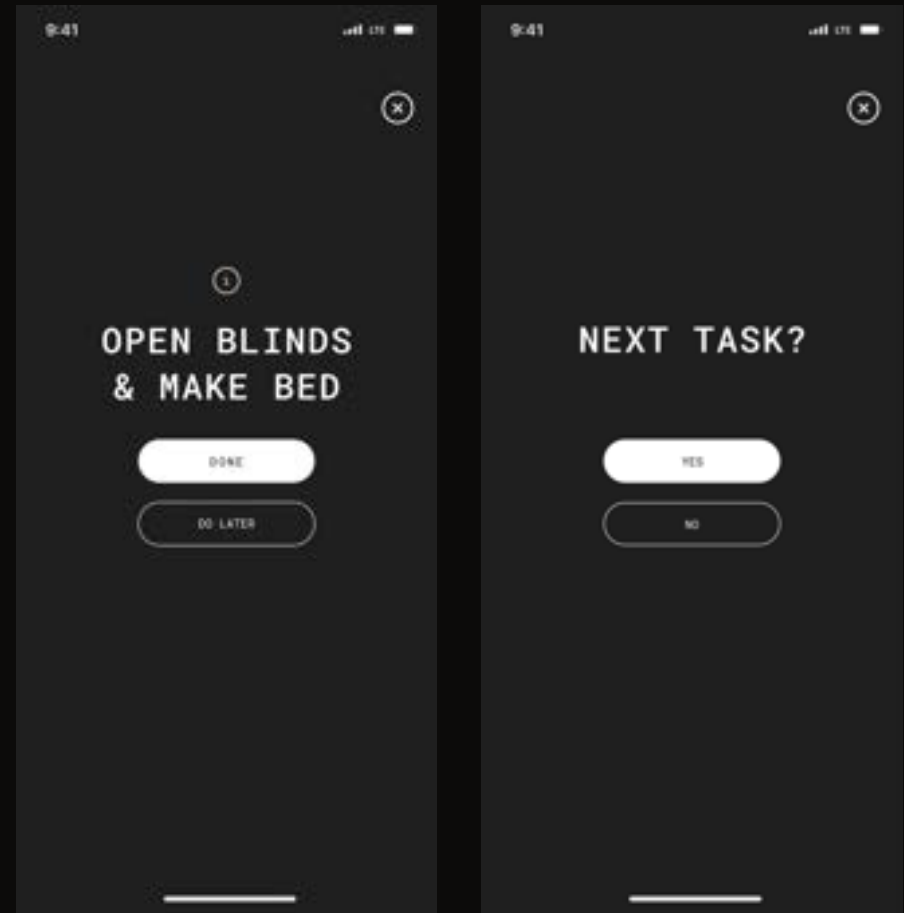
CONFIRM → COUNTDOWN → INTENTION



THE CORE LOOP

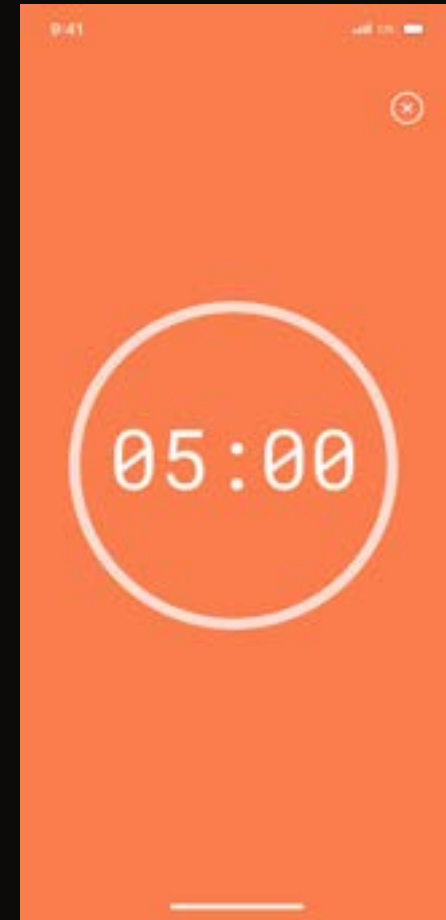
One task, two exits.

The task takes the whole screen at display size. Done advances the loop; Do later returns it to the list without penalty. There is no third option, because a third option is a decision.



Asking, not assuming

TAKE A BREAK? · NEXT TASK? · BACK TO THE LIST



Selected work

IDENTITY · PRINT · CAMPAIGN



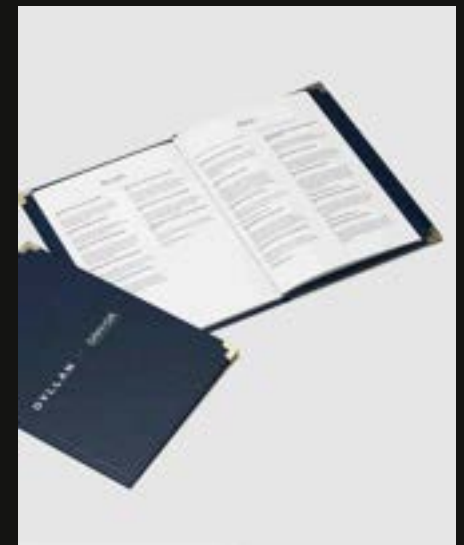
SONDER — IDENTITY



TEALEAF MORTGAGE — IDENTITY



AREA A DENVER — CAMPAIGN



DYLLAN × DAN DA — MENU

thank you!

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Design is how we make it visible.

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