

Amanda Anderson

# Design Portfolio

## About

Explore a selection of my  
favorite work.

## Contact

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[amandaanderson.art](http://amandaanderson.art)

# The next generation of cannabis.

Urb is a premier cannabis brand made for the enthusiast and connoisseur. Striving to be an industry leader with hemp-derived products and beyond, Urb values ingenuity, constant innovations and the highest quality cannabis.

“Urb is focused on making life better through the power of hemp derived cannabinoids.”

Managing Urb’s creative department, I’ve worked on a variety of projects, leading a team of designers focused on email marketing, e-commerce/frontend design, and print/digital marketing design.



# Product Ads



# Misc. Product Photography



# Limited Edition 3mL Disposable Package Design



**urb**<sup>TM</sup>  
DISPOSABLE VAPE

LIMITED EDITION

**THC ∞+**  
Δ8 | THCA | THCP | THCH  
+ CBDA LIVE RESIN

**CALI LEMON**

SATIVA / HYBRID

LIMITED EDITION

**THC ∞+**  
Δ8 | THCA | THCP | THCH  
+ CBDA LIVE RESIN

**CALI LEMON**

A Sativa Hybrid strain renowned for its vibrant aroma and invigorating effects. Cali Lemon tantalizes the senses with distinct notes of zesty lemon, tangy citrus, and hints of refreshing lime, creating an uplifting and energizing experience. An ideal choice for daytime use.



LIMITED EDITION

# Mushroom Edible Package Design



BeeYond Honey Logo Design

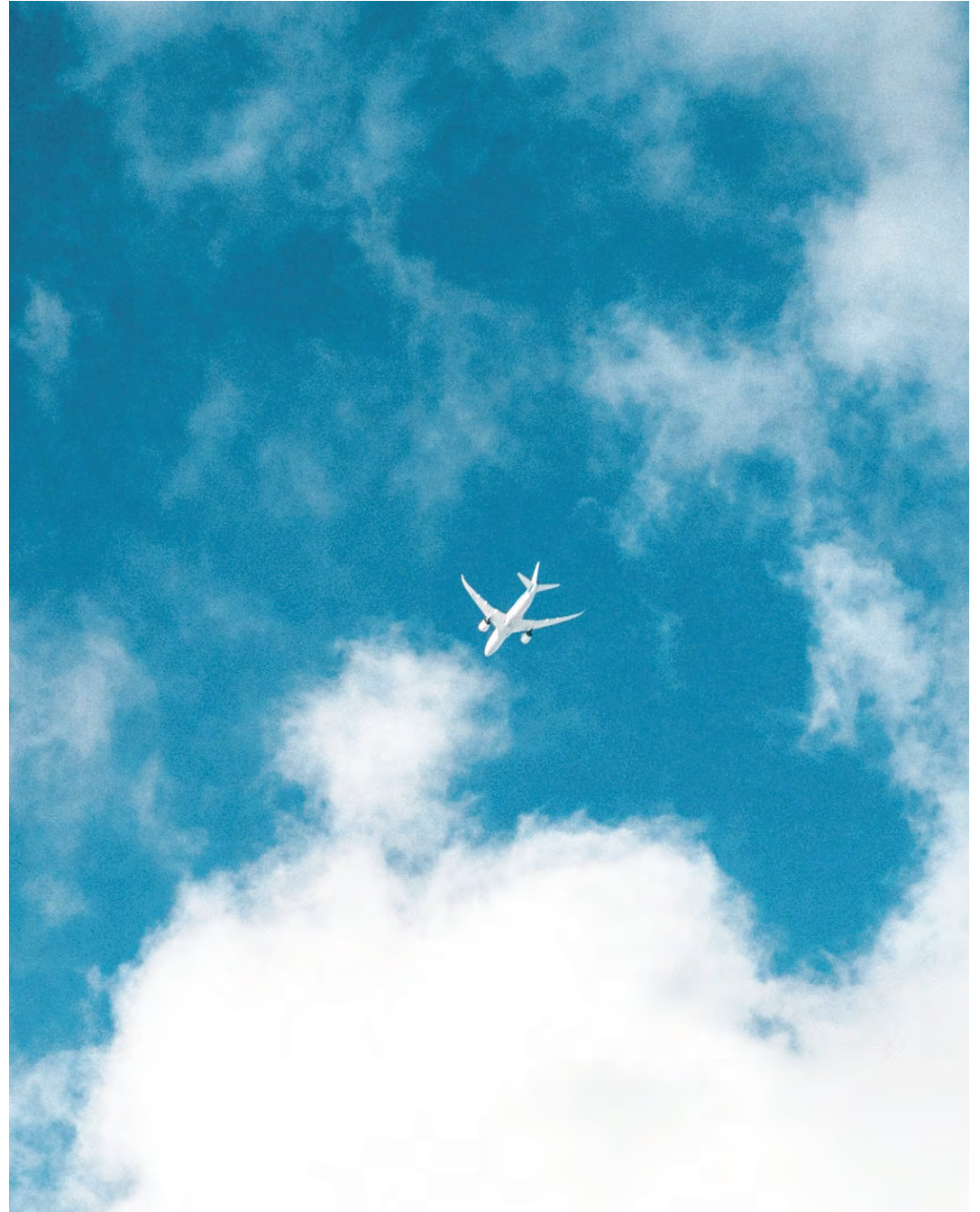


# 2024 Urb rebrand

Urb underwent a brand revamp in 2024.

“At Urb, we provide all passengers with a first-class cannabis experience. Because when you’re sky-high, everything is better than when you’re on the ground. The convos. The movies. The snacks.”

I took Urb’s new brand guidelines and applied it to projects like new product package design, marketing print and digital ads, and supplemental product photography.





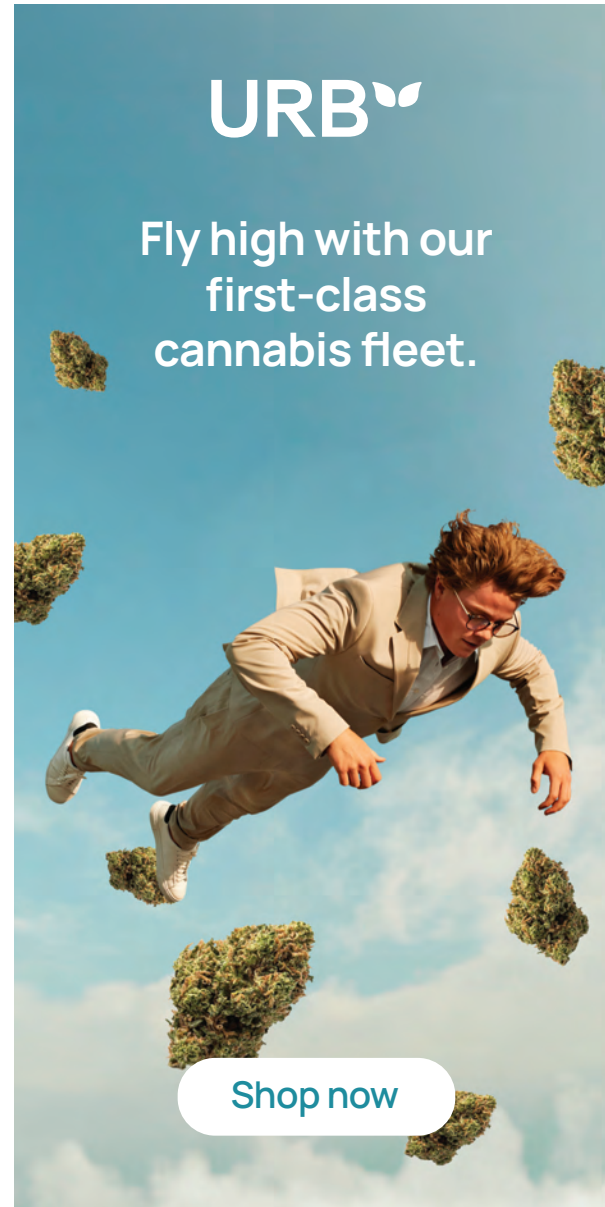
# Programmatic and Retargeting Ads



**URB<sup>ly</sup>**  
**Skybites**

Choose  
your cannabis  
destination

Shop now



**URB<sup>ly</sup>**

Fly high with our  
first-class  
cannabis fleet.

Shop now



**URB<sup>ly</sup>**

**Lulla Berry  
Skybites**

Triple action  
cannabis  
sleep relief

- 1) CBN, CBD, and Delta 9 THC
- 2) Linalool & Myrcene Terpenes
- 3) Melatonin

Shop now

# THCA Flower Package Design

<b>Aroma</b> /Orange /Dank /Bright	 <b>Attention Passengers</b>	/Hybrid		<b>URB</b>
<b>Taste</b> /Black Pepper /Citrus /Sweet	Welcome to this expertly picked, hybrid premium hemp flower strain. As you board, you may experience a subtle, relaxed feeling. Whether you prefer to roll your own or pack your pipe, just remember to enjoy your flight. Don't forget to recap your flower after use.	<h2>Diamond Dust</h2> pairs well with watching a movie		  
		An artisan blend of premium indoor hemp flower expertly trimmed and packaged by hand	<b>3.5G Flower</b>	<b>Fly high</b>

# Marketing Materials

THE NEXT EVOLUTION FROM THE CANNABIS PIONEERS

## Elevate Your Buzz With

# Aerovape 000

THC TOXINS WORRIES



**Compliant In Every State • One-Of-A-Kind • Revolutionary**

Attention passengers, the Aerovape 000 is ready for takeoff. Featuring a full THC free Terp Sauce blend, a few puffs will get you elevated quickly with a soft landing. We hope you enjoy the flight.

**Fly high** [urb.shop](http://urb.shop) @fly.urb



# Rediscover energy, redefined.

Rebel Energy Gummy is crafted with a powerful blend of caffeine, taurine, B vitamins, and terpenes for the perfect portable pick-me-up. Whether at the gym, on the road, at the club, or in a mid-afternoon meeting, Rebel Energy Gummy fuels your day with sustained energy and focus – without the jitters or crashes that come from traditional energy drinks.

I assisted with photography and marketing material creation.



# Marketing Materials

LESS CALORIES • LESS SUGAR • SAME RUSH



**Rebel**  
Energy Gummy  
TERPENES • TAURINE • CAFFEINE • B VITAMINS

**3G SUGAR PER SERVING**   **13 CALORIES PER SERVING**

## JOIN THE REBELLION

Introducing the new and innovative **Rebel Energy Gummy**. This gummy encapsulates the potent blend of energy-boosting ingredients found in traditional energy drinks, while being skillfully crafted into a delicious, easily transportable form. Experience the exhilarating surge of energy with reduced sugar and calories, all encapsulated within a convenient and flavorful gummy.

*Rediscover energy, redefined.*

PROUDLY MADE IN AMERICA 

### DISPLAY/PRICE

Each energy packed pouch contains 8 gummies. Available in gravity displays containing 25 pouches, sold in sets of 2 (total 50 packs).

Contact [sales@rebelenergygummy.com](mailto:sales@rebelenergygummy.com) for more information and visit [rebelenergygummy.com](http://rebelenergygummy.com)

**MSRP: \$4.99**   **WHOLESALE: \$2.50**



 **1 BAG IS THE SAME AS 4 ENERGY DRINKS**

 **POTENT ENERGY**  
2 gummies are the equivalent of a 12 fl. oz energy drink

 **12X LESS SUGAR THAN AN ENERGY DRINK**

 **LOW SUGAR**  
Only 3g of sugar per gummy

 **1/8 THE CALORIES OF AN ENERGY DRINK**

 **LOW CALORIE**  
Only 12 calories per gummy



# The first 'true infused' health supplement.

Introducing Mielos, the natural, functional gummies transforming health. Derived from the latin word 'mellis', Mielos represents the sweet melody of health and vitality. This line of terpene-infused gummy products pairs the naturally occurring terpenes found in plants with wellness ingredients like Melatonin, B12, and more.

I created Mielos' package design, copywriting, photography, and social media content.

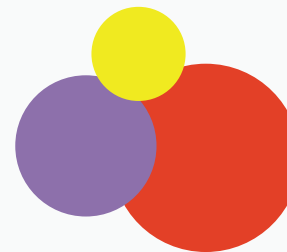


# Package Design and Copywriting






**Say goodbye to restless nights.**

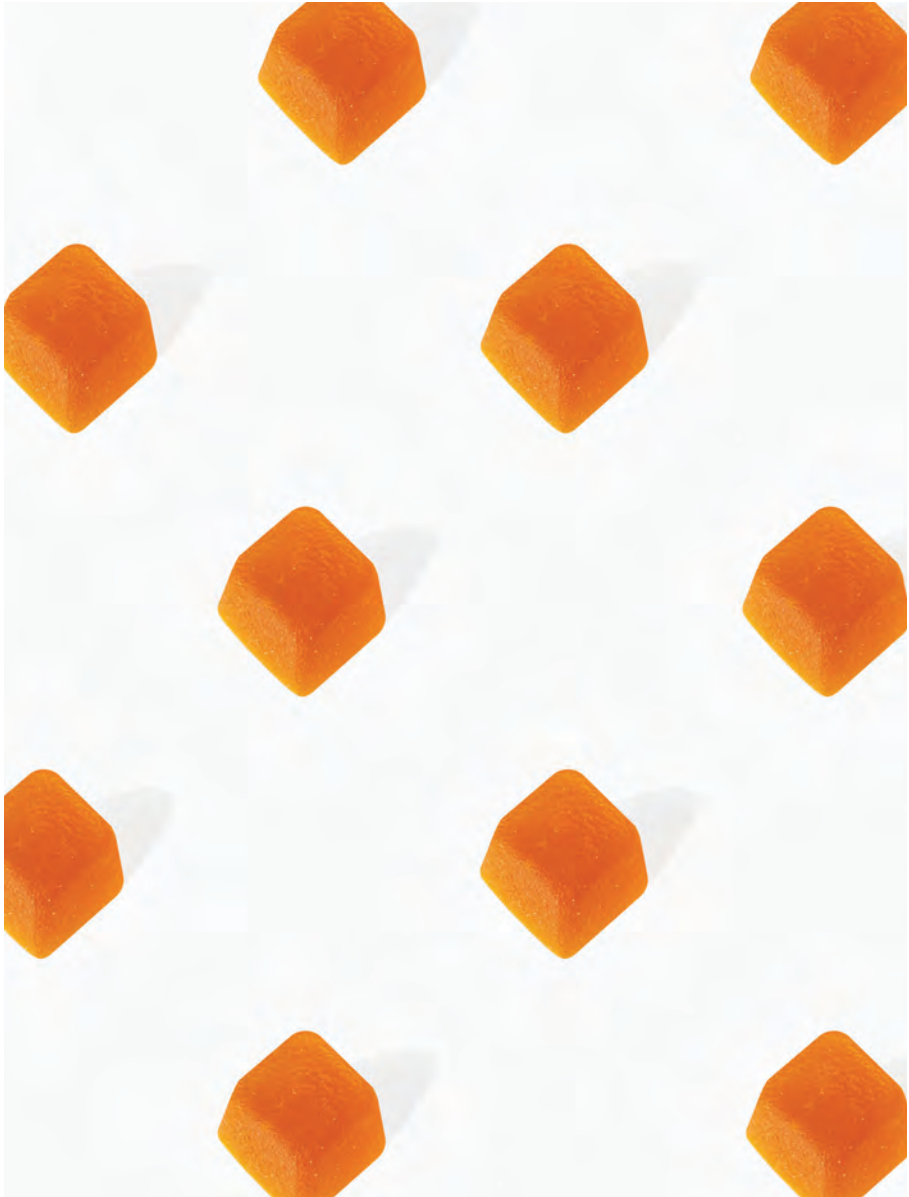
A carefully crafted blend of essential ingredients designed to promote restful sleep and overall well-being.



## Botanical Terpene Blend

	<b>Myrcene:</b> May help support better sleep*
	<b>Linalool:</b> Shown to promote relaxation*
	<b>β-Caryophyllene:</b> May help relieve stress*

# Photography



Mielos



# Thank You!

## Contact

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