

HAZEL O'NEIL

PORTFOLIO 2019



Illustrator, Designer & Storyteller



Hi! My name is Hazel O'Neil.

I am a visual storyteller, specializing in illustration and stop-motion animation with a touch of whimsy. Fundamental to my design philosophy is the belief that media can be used as a tool for education and social good. As both a serial freelancer and as an agency designer, I have worked with clients large and small to deliver creative and compelling visuals with a smile. :)

I graduated from the University of Texas at Austin in 2018 with a dual major in Radio-Television-Film and American Studies. My experience includes: film production and preproduction (particularly storyboards and animation); editorial illustration, cartoons, and layout; writing for *Texas Monthly* and my own blog; cooking at different restaurants; volunteer farming, political canvassing, and reading to kids.

I am interested in bringing imaginative and diverse projects to life.

Thank you for flipping through my book!

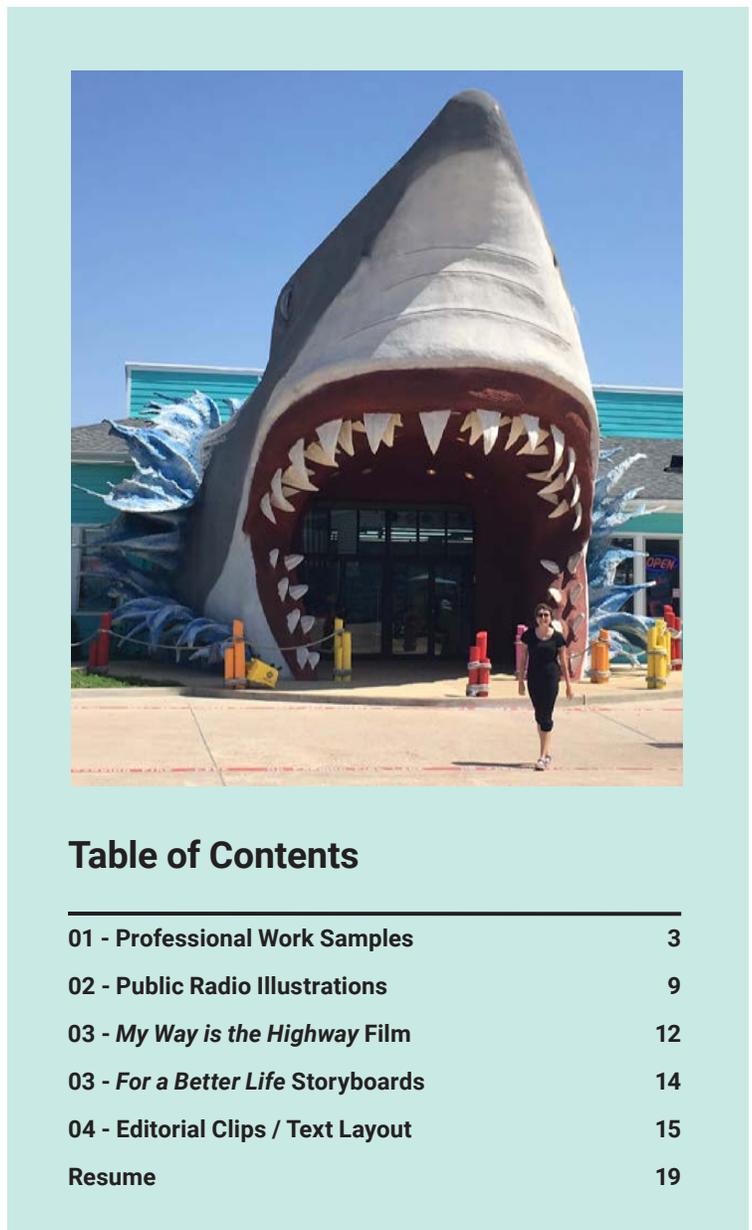


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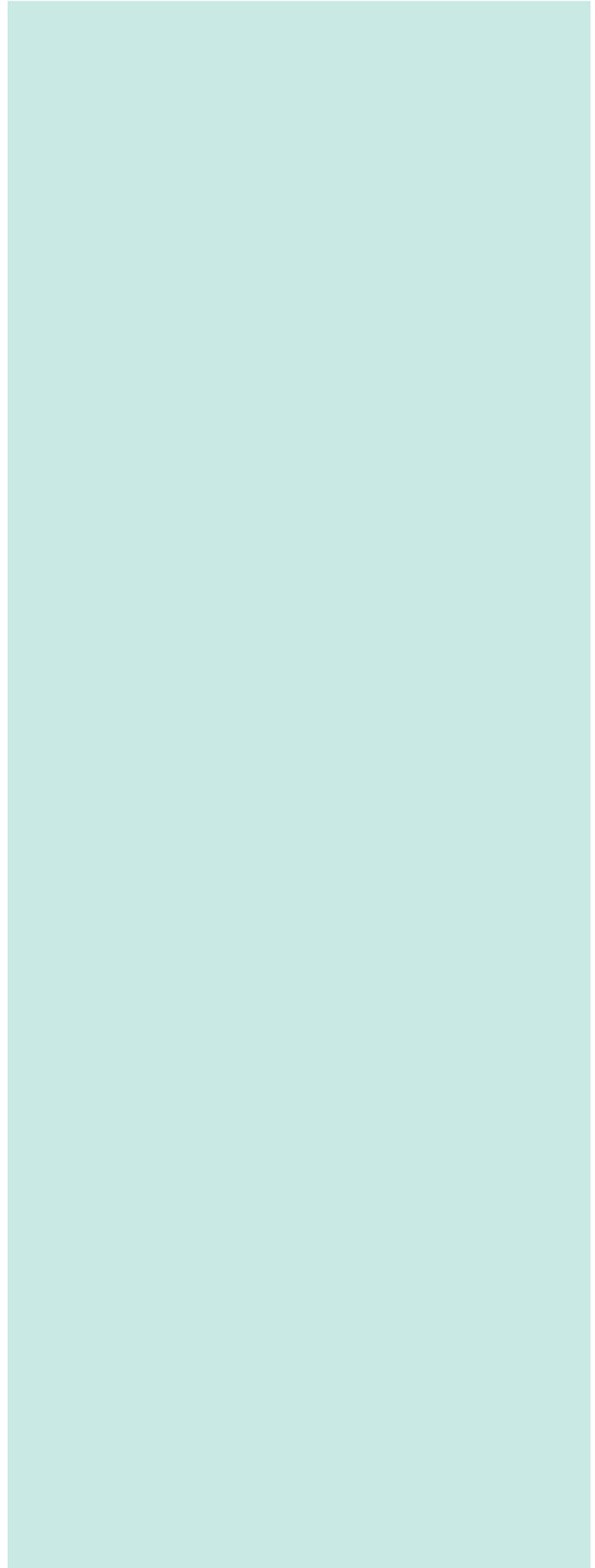
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01

Work Samples

Logos, banner ads, print documents: designs that show type and photography.

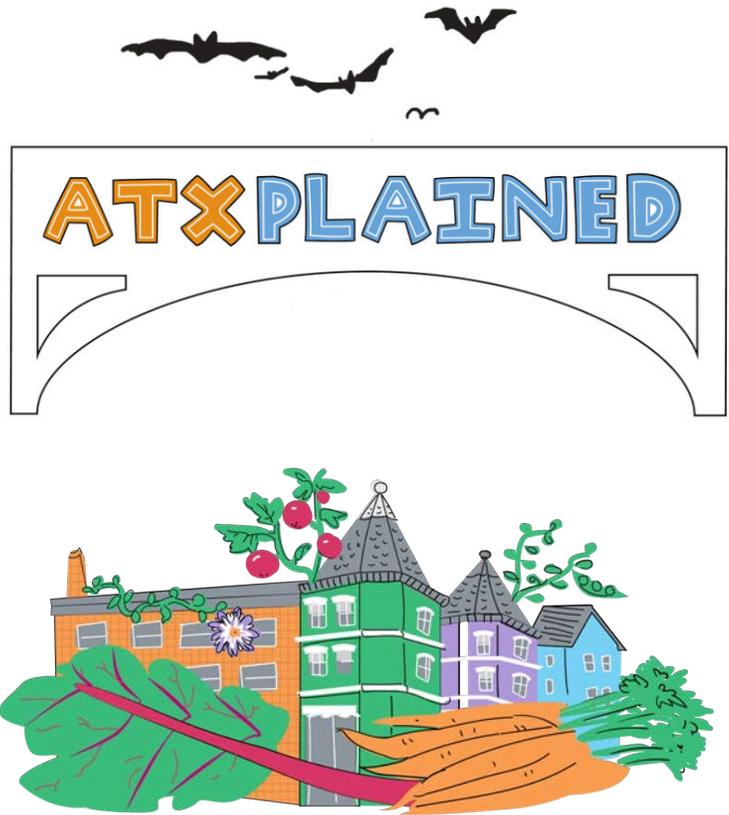
The following selection of work comes from my time as a graphic designer at PR Hacker (now TOP Agency), and as a freelance designer for the California Native Plant Society, KUT Austin 90.5, the Talking Tolkien Podcast, VVN Law firm, and Libros Matmón.



Logos

This page displays logos that I have designed for Libros Matmón, VVN Law, KUT's ATXPlained project (this logo is animated and the bats fly out from under the bridge on a loop), TOP agency, Common Good City Farm, a non-profit organization called Themis, and the Talking Tolkien Book Club podcast.

Next Page: an informational flyer for the California Native Plant Society's Yerba Buena chapter. This was a pro-bono project.



Common Good City Farm

Growing Food. Cultivating Community.

**VVN
LAW**

Vitale, Vickrey, Niro,
Solon & Gasey LLP



**LIBROS
מטמון**



ONE PODCAST TO RULE THEM ALL

BUTTERFLY HOST PLANTS



Pipevine Swallowtail
Pipevine



Painted Lady
Coast rock crest



American Painted Lady
Pearly everlasting, Mugwort,
Coyote brush, Coyote mint



West Coast Painted
Lady
Checkerbloom



Field Crescent
California aster



Green Hairstreak
Coast buckwheat



Umber Skipper
Carex



Woodland Skipper
Giant wild rye



Fiery Skipper
Bunch grasses



Mourning Cloak
Willow



California Sister
Coast live oak



Pale Swallowtail
Coffeeberry, Ceanothus



Anise Swallowtail
Coast angelica



Western Tiger
Swallowtail
Willow



Acmon Blue
Coast buckwheat,
deerweed



Echo Blue
Buckeye, Oak, Ceanothus

Plant native flowering plants.

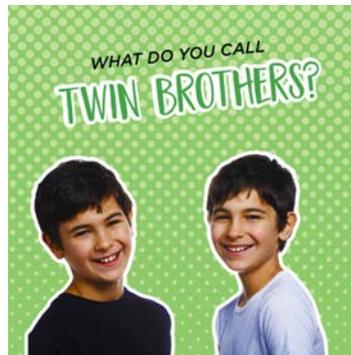
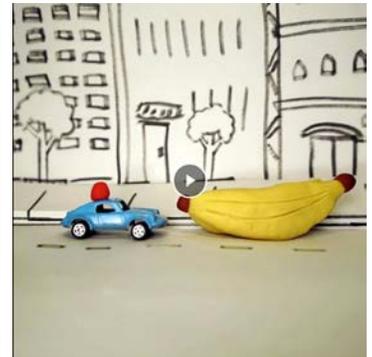
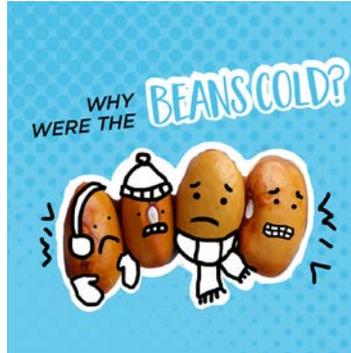
Because many butterflies and native flowering plants have co-evolved over time and depend on each other for survival and reproduction, it is particularly important to install native flowering plants local to your geographic area. Native plants provide butterflies with the nectar or foliage they need as adults and caterpillars. ❁

Laffy Taffy Social Media

Branding and whimsical visual content to launch and grow Laffy Taffy's social media following.

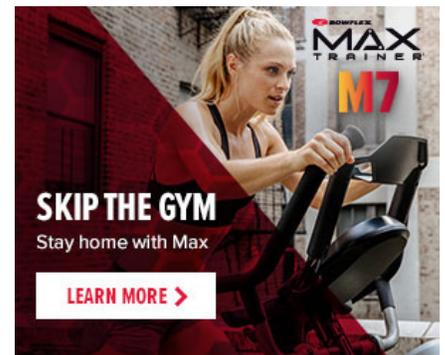
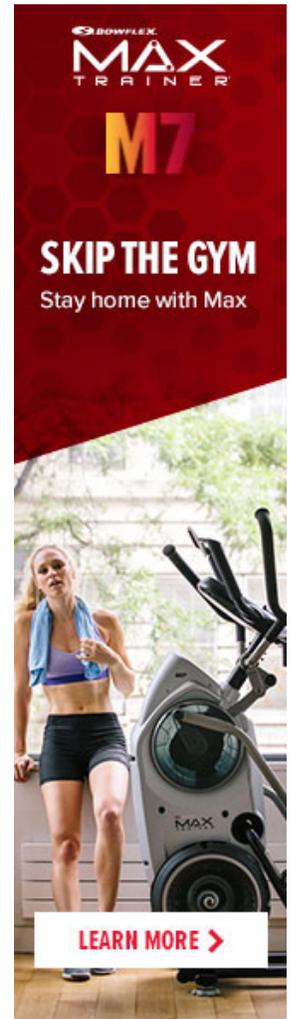
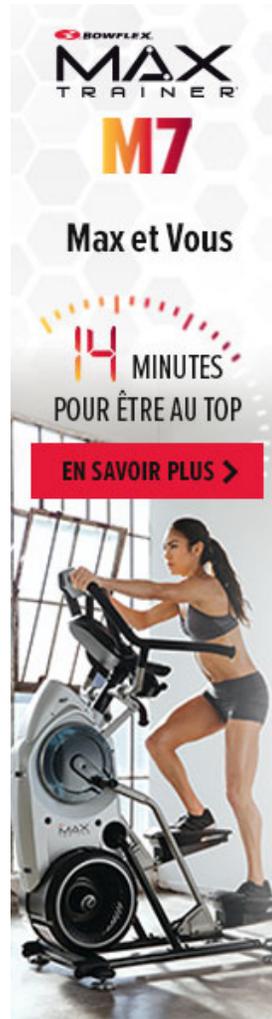
The beloved vintage candy, Laffy Taffy, joined social media in February 2019. Working with a team of two design-ers at National Today, I played a lead role in translating the candy's signa-ture colorful flavors and humor to the digital age. Much of our content was based on national holidays, so that Laffy Taffy could build a fanbase quickly by hopping on already-trend-ing hashtags. My special contribu-tion was to leverage my stop-motion animation skills to make fun stretchy videos for Instagram and Facebook, which performed with average CPE as low as a penny per click.

I also helped orchestrate Laffy Taffy's 2019 April Fools Day celebration. In order to build excitement and buzz around the candy's forthcoming release of an all-banana flavor bag, Laffy Taffy seeded a rumor on social media that the company would be discontinuing banana flavor altogether. We did this by sending family and humor social media influencers something to post about. I designed mock joke books, which opened to reveal candy—notably lacking banana flavor—inside. The influencers mentioned this omission in their posts, and the rumor spread from there. The prank generated **186,318 Facebook impressions** and an esti-mated **105.5M earned media cover-age views**.



Bowflex Digital Banner Ads

Created while at PR Hacker, these banner ads were also translated to French, Dutch, and German and ran in Europe over winter 2018-2019. The combined display ads performed well, with **19,500,000 impressions**, **96,000 clicks**, and ultimately, **5,600 conversions**.



National Today Infographics

At National Today, I created interactive digital infographics which translated survey data about national holidays into informational images.

NATIONAL TACO DAY

The National Today data science team surveyed 1,000 people about their taco-eating habits!

LA GENTE LES GUSTAN TACOS.

People love tacos.



95%

Over **nineteen out of every twenty** people surveyed are **down with tacos**. Taco 'bout a unifier!



26%

The most popular taco filling? **Carne asada** takes the cake, with more than **one-in-four** noting it as their go-to.

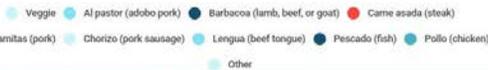
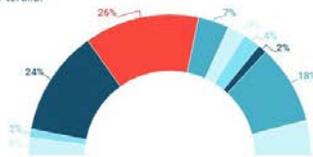


76%

This one's pretty impressive—more than **three-quarters** of people surveyed have tacos at least **every couple of weeks**.

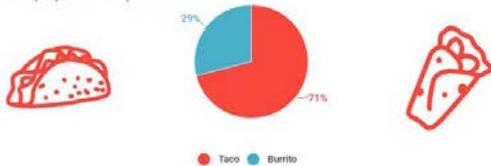
WHICH TACO TOPPING IS YOUR FAVORITE?

How do you fill your tortilla?



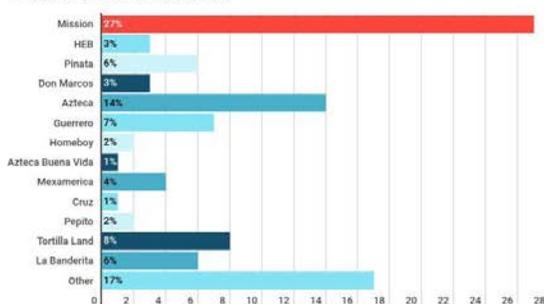
ROLLED OR FOLDED?

We asked people their taco preferences.



WHAT IS YOUR FAVORITE TORTILLA BRAND?

We asked people their tortilla preferences.



Source: <https://nationaltoday.com/national-taco-day/>



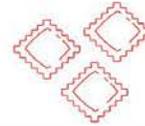
NATIONAL RAVIOLI DAY

The National Today data science team surveyed 2,000 people about everyone's favorite pasta.

RAVIOLI RULES

This extraordinarily popular dish has pleased diners around the world for centuries — especially in the U.S.

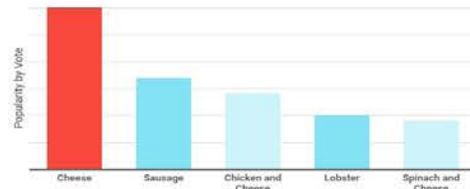
87% A whopping 87% of Americans **like ravioli**.



8% Nearly **1 in 10** even report it's their all-time **favorite food**.

CHEESE PLEASE

Ricotta, Romano, Asiago, Parmesan. And more. Americans choose **cheese** as their favorite ravioli filling.



QUICK AND CLASSY

This versatile pasta may seem simple, but it can also be high-class. **12%** of Americans consider ravioli to be one of the **fanciest types of pasta** and **6%** admit to having served ravioli to **impress someone**. Another **12%** say eating ravioli makes **THEM** feel fancy.



THERE'S NO WRONG WAY TO EAT A RAVIOLI

Americans eat their ravioli in as many ways as there are types of filling:

22% of Americans eat the whole ravioli in one bite.

28% Nearly **1 in 3** prefer to savor each ravioli one at a time.

8% confess to eating a whole box of ravioli in one sitting, which is impressive!

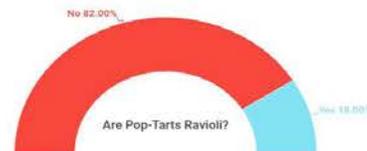
RAVIOLI IS A NATIONAL OBSESSION

Here are the 10 U.S. states that love ravioli most ranked by the percentage of state residents who eat ravioli at least once per month.



RAVIOLI POP TARTS? NOT YET

Remember the 2018 viral photo/meme featuring a man seated behind a sign that read "Pop-Tarts Are Ravioli — Change My Mind"? Challenge accepted. **82%** of Americans disagreed...



...Fortunately.

To learn more about chef-crafted healthy, filling ravioli meals, visit www.threebridges.com

Source: <https://nationaltoday.com/national-ravioli-day/>



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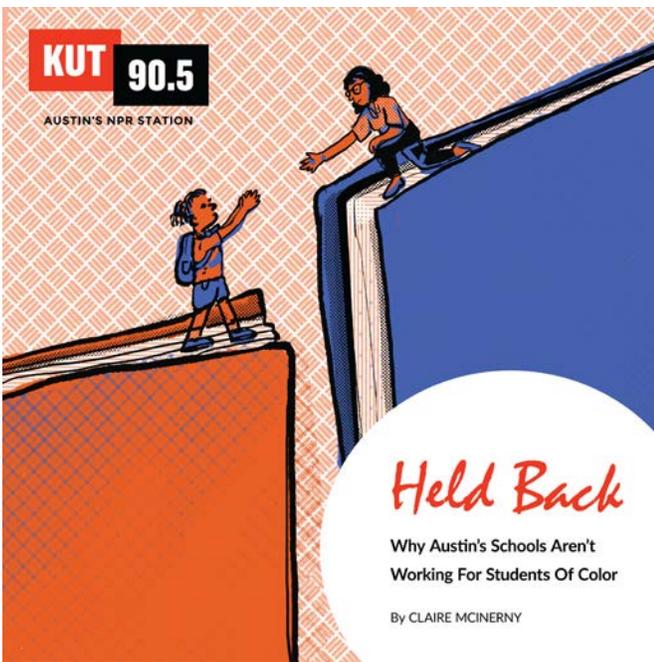
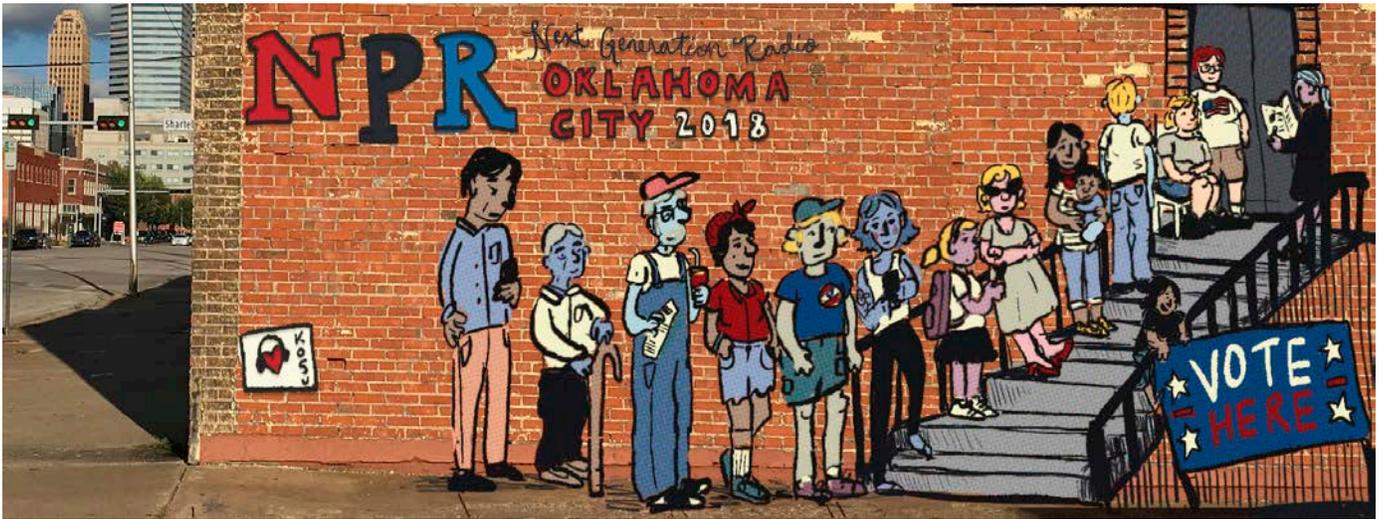
Public Radio Illustrations

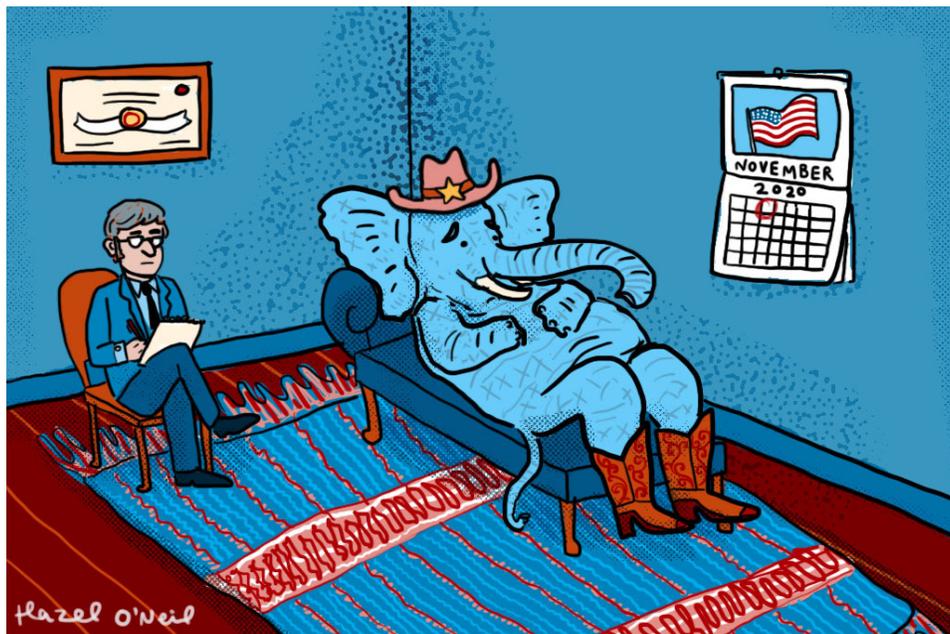
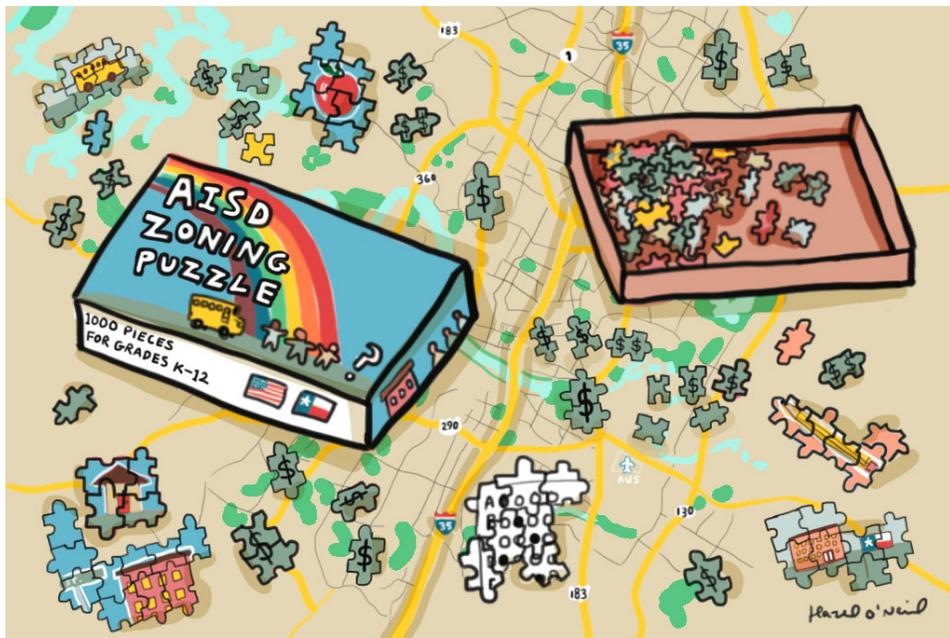
Editorial illustration for NPR Next Generation Radio and KUT Austin, 90.5 FM.

I am a self-taught illustrator. I have honed my craft by constantly producing drawings. I have been lucky to contribute cartoons, illustrations, and animated gifs to several incredible publications since high school, as well as working on independent commissions and personal projects.

In August 2018, I was selected for NPR's Next Generation Radio student incubator program as an illustrator. NPR Next Generation Radio is a week-long program for college students and recent graduates, in which students are paired with professional journalist mentors and produce a story to a theme during the week. I illustrated the lead header image for these stories during my week as a student illustrator, and at the end of the week I was asked to return for another program as a staff illustrator. I participated in another week with NPR Next Generation Radio as professional staff in September 2018.

During NPR Next Generation Radio in Austin, I met the digital editors of Austin's NPR station, KUT 90.5 FM. I have contributed illustrations, logos, live event background imagery, and podcast covers for KUT since August 2018.

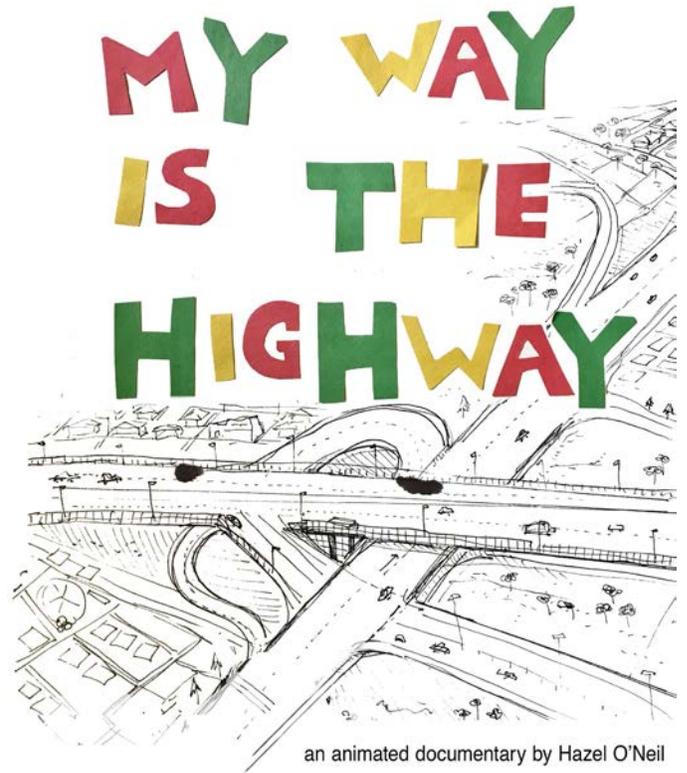




My Way is the Highway

An animated documentary about the history and impact of the US Interstate Highway system.

In the course of a year, I researched, wrote, storyboarded, produced, animated and released *My Way is the Highway*, a 32-minute animated documentary about the legacy of the highway in modern American life & culture. I have always been drawn to post-WWII communication and culture, especially in regards to architecture and planning. To bridge these themes, I deep dived into researching the US interstate highway network—the largest public works project in American history. I focused my research on Detroit, MI and Houston, TX—two highway cities with different looking interstates. I was able to visit both cities to take notes, visit archives, and shoot video after winning research grant funding. I told my story through film using skills from my Radio-Television-Film degree; I wanted to make my research accessible to a popular audience. I chose animation because it allows for cohesive storytelling across space and time. I also wanted to visually emphasize that the highway, like animation, is a constructed and explicitly unnatural experience. *My Way is the Highway* premiered at Suburbinale film festival in Austria in 2018, and is now publicly available online.



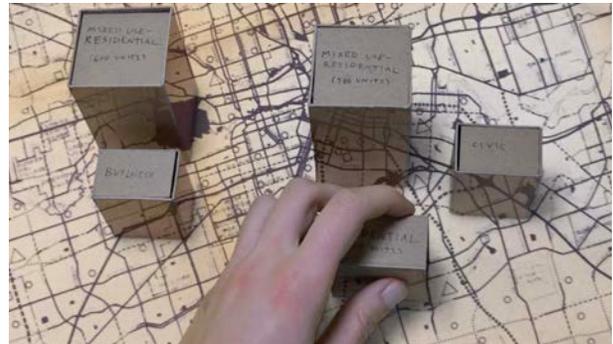
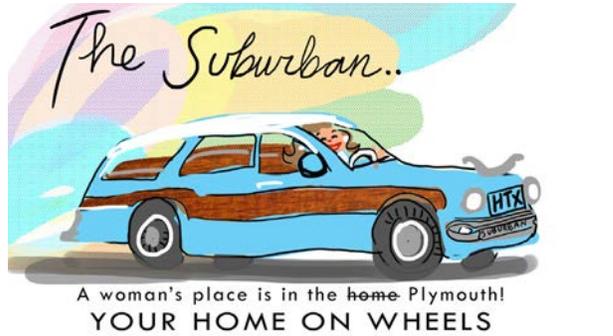
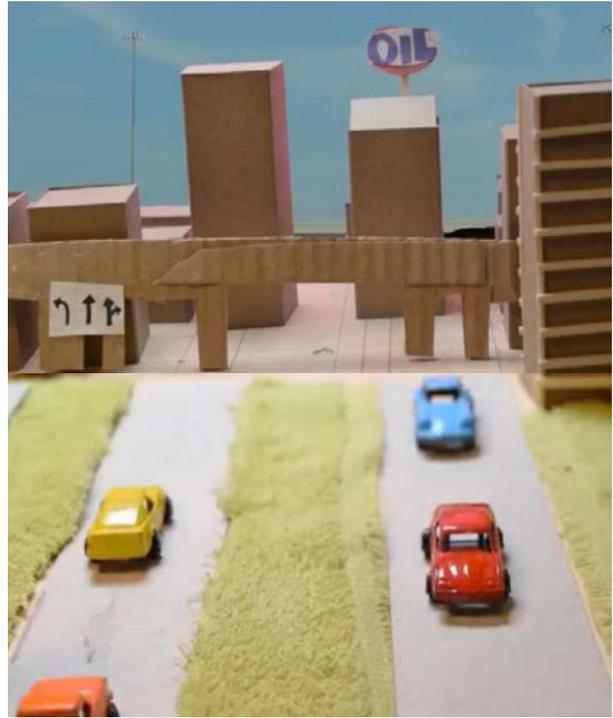
Awards

Suburbinale Film Festival
Festival Selection, 2018

UT Undergraduate Research Fellowship
Winner, 2017

UT College of Liberal Arts Outstanding Thesis Award
Department Nomination, 2018

UT Co-op/Mitchell Award for Academic Excellence
Department Nomination, 2018



For a Better Life Storyboards

Storyboards for a serious short animated biography about a foster child in New York.

Foster Care Film, a New York based nonprofit, reached out to me to create the visual framework for an animated biography of a foster kid named Fekri. Fekri was sold by his parents for \$100 when he was five years old, so that he could live a “better life,” and eventually found support and forgiveness towards his family in a group home after years of abuse. I worked remotely in contact with the film’s director and editor to create 300+ images that were conceptually powerful but could be animated with economic efficiency.



Awards

St. Louis Filmmaker's Showcase
Best Documentary Short, 2018

Chicago Feminist Film Festival
Audience Award: Best in Show, 2019

Lighthouse International Film Festival
Best Short Documentary, 2019

Rochester International Film Festival
Shoestring Trophy, 2019

Blackbird Film Festival
Black Feather Award, 2019

WiFi Film Festival
President's Award, 2019

LA Underground Film Festival
Honorable Mention, 2019

More awards listed on the film's website

Editorial Samples

How a San Antonio Chef Built a Texas Empire in Sweden

By Hazel O'Neil, published in Texas Monthly, May 2018

In 1987, when hair was big, pop culture was vibrant, and we were entering a new era of globalization, a young chef in San Antonio named Philip Huntzinger accepted an offer to travel to Sweden as an “American food” consultant. When Huntzinger arrived in cosmopolitan Stockholm, he found many American and British pubs, but not a single Texas-style steakhouse. Sensing a big opportunity, he became a permanent Swedish resident, and in 1994, Huntzinger opened his first Texas Longhorn Steakhouse, a 23-seat neighborhood joint in an artsy district called Södermalm. It was a true homage to his home state, with steak, ribs, and Tex-Mex dishes drawn from family recipes; his father even designed the logo. Twenty-four years later, Texas Longhorn has grown into a more than thirty-restaurant franchise and commercial retail line, and has introduced Texas hospitality, spicy jalapeños, and casual dining to Swedish culture.

During a recent trip to Stockholm, I sat down for lunch with Huntzinger at his new concept restaurant, Austin Food Works. The restaurant is tucked under a building about a half floor below street level.

Stockholm is close enough to the Arctic Circle that during the height of winter, the daytime sun barely crests the horizon for about six hours. The famed Scandinavian interior design is based around that darkness—indoor spaces emphasize comfort, light, and coziness. As I descend into the restaurant, I take in the deep windowsills lined with potted plants, the hanging mason jar lights, and the abundance of exposed wood and stone on the walls, tables, and floors. I feel as though I’ve entered a chic, Nordic cave version of a Texas barbecue joint. Huntzinger describes his inspiration for the design as “Rainey Street cool,” referring to

the hip entertainment district in Austin. Icons of Texicana stud the walls—a mounted cattle skull, American bottle tops, and license plates. I am served vegetarian tacos on house-made tortillas (they’re delicious)—the menu is built around Southern home-style staples like barbecue, fried chicken, mac-and-cheese. The centerpiece of the décor is a large mural of Austin-themed words that welcomes you as you enter the restaurant. As an Austin resident, I found it amusing, but then again, to what extent does the city define itself by Sixth Street, SXSW, and Stevie Ray Vaughan?

In a true Texas move, Huntzinger owns the trademark “Texas Longhorn” for all food, beverage, and restaurant-related industries throughout Europe. In trademarking Texas in this way, Huntzinger accepted the responsibility of international diplomacy—every new Texas Longhorn location and retail product has an impact on the state’s reputation abroad. Texas steakhouse chains in the U.S. are unflattering comparisons; the two largest and most nominally similar franchises to Texas Longhorn, Texas Roadhouse and Longhorn Steakhouse, were both started by entrepreneurs hailing from and based in different



states. The restaurants cater to stereotypes, and their culinary appeal is premised more on portion sizes than on quality and taste. A counter-example is IKEA; although IKEA is by no means the be-all-end-all representation of Swedish culture, the company is truthful to its heritage. Sweden values design and democracy. They eat lingonberries, meatballs, cinnamon rolls, and hot dogs. One could argue that the purchase of a Melltorp table teaches non-Swedish speakers a little about the language.

"[Longhorn Steakhouse] looks like someone who has never been in Texas opened up a Texas steakhouse—leather seats and a picture of a cowboy on the wall. There's no soul," Huntzinger responded when I asked him about how he approaches authenticity in his restaurants. He says that he based Texas Longhorn on memories of the Texas Hill Country, where he takes his partners and franchisees (many of them "mom-and-pop") on an annual trip. For a week, they eat barbecue, listen to live music, and get a sense of the Texas culture that Huntzinger is attempting to export. "A lot of sushi places here, you walk in and they don't even know that sushi came from Japan," he tells me. "I want all of my franchisees to say I've been to Texas, I've experienced it, I know what the Texas experience is."

Cultural adaptation is a dynamic push-and-pull between traditions and tastes. Texas Longhorn is representative of that hybrid. The Texpat's relationship with his Swedish clientele is playful—he pokes fun at their intolerance for spicy foods, and says that he struggles to get them to eat corn on the cob without silverware ("Put the fork down!" the Texas Longhorn menu proclaims). However, he has seen the Swedes embrace his model of casual dining.

"Longhorn Steakhouse looks like someone who has never been in Texas opened up a Texas steakhouse," says the Texas Longhorn founder. "There's no soul."

"Now there is a lot of hospitality and service in Sweden, but in '94 there wasn't. Every restaurant had a coat check, and you had to pay to hang up your coat. Servers would treat you like you should be happy you got a seat. But that started to change. People started traveling, especially in the U.S., and they saw how just a smile at the door can change your experience. If you come here at night you feel it—very easygoing, laid-back Texas ... you're happy when you leave."

The food makes a similarly compelling case for modesty. Texas Longhorn has flourished as an alternative to traditional Swedish meat and potatoes. Swedish meat preparation has its origins in formal French cooking—steaks are boiled sous-vide, and they are served with heavy cream sauces. Texas Longhorn follows the principle that high-quality meat doesn't need a lot of pizzazz. The only Swedish-inspired item on the menu is a chipotle béarnaise sauce. "They always have béarnaise sauce on

their steaks, and I would not give them a béarnaise. After 23 years, I compromised—you're gonna get a béarnaise sauce, but you're gonna get it spicy—it sells like crazy. I was wrong all this time," Huntzinger laughs.

Although Stockholm is consistently ranked as having one of the highest qualities of life in the world, Huntzinger misses mild Texas winters, "y'all," and tamales. The newest Texas Longhorn includes plans for a guacamole bar—"a passion project." On the Texas Longhorn website and on the menus at the restaurant is the following quote: "This place was founded on one man's longing for home." I ask Huntzinger if he gets a lot of Texans in, and the answer is all the time. Meanwhile, an entire generation of Swedes has grown up with Texas Longhorn as their neighborhood restaurant. "In Sweden, everybody knows Texas," Huntzinger tells me. "Besides California maybe, of all the travel shows, Texas is always number one. There is a love of Texas, and they enjoy the food." ❁



Editorial Samples

Take Your Sugar to the Bertram, Texas Oatmeal Festival

By Hazel O'Neil, published on porridge.blog, September 2018

Not long ago, porridge.blog was driving through the Texas Hill Country when we made an incredible discovery on Google Maps: between Austin and Lampasas, there is a town called Oatmeal! State highway TX-29 doesn't pass through Oatmeal, but it does go through Bertram, a few miles away. As we slowed for the town's main street, we saw posters for an Oatmeal festival. We marked our calendars, and on the following Saturday we returned to the Bertram-Oatmeal metropolitan area for a very special festival experience.

2018 was the 41st annual Oatmeal Festival in Bertram. It always takes place on the Friday and Saturday before Labor Day. The story of the festival is this: In 1977, Oatmeal was left off the statewide surveyor's map. Consider that maps are political: the act of naming and defining a space is what transforms land into nations, towns, identities – maps construct regions that travelers can picture and hold in their hands. Since maps make places real in this way, removing a place from a map is a somewhat malicious act: the surveyors were writing Oatmeal out of history and existence.

The 2007 Pixar movie *Cars* covers the topic well: the film's fictional town, Radiator Springs, was once a vibrant neon-lit tourist destination, but when a nearby highway was constructed, the town became depressed because the express road disincentivized visitors from coming. Radiator Springs may not be a real place, but it's true that in the mid 20th century, many local areas were erased from maps as a byproduct of highway construction. Many of these ghost towns still exist, hidden in plain sight several miles away from the beaten path. Bertram resident Ken Odiorne did not want this fate to befall the town of Oatmeal.

A Festival Recap

Odiorne wrote to all of the oat distributors in the country with a pitch for a local festival, which would capitalize on Oatmeal's unique name (side note: Oatmeal is not named for oats or porridge. Texas is too hot and dry to grow oats. Oatmeal was named after a German settler who owned the first gristmill in the county). Odiorne got a response from National Oats. The company's red and yellow tins of Three-Minute Oats became the festival's mascot (named Oaty) and the number three was worked into a tradition. At 8:03 AM on the Saturday morning of the festival, Oatmeal townspeople would mount horses and ride over to Bertram. Simultaneously, 8:03 is the start-time of the Run For Your Oats 3.3 mile race around Bertram's main street and surrounding neighborhood. A parade is held on the main street at 10:33.

The Oatmeal festival is goofily self-aware. There are pageant queens, but the winners are crowned Ms. Oatmeal Muffin, Ms. Oatmeal Cookie, Ms. Oats. Runners literally "run for their oats" – at the finish line they are encouraged to pick up a complimentary bag of rolled oats.





Porridge.blog won this year's overall first place!
#poweredbyporridge

In addition to Oaty, there is also a sneaky villain mascot, who is named The Grits Guzzler. Before the parade, he wanders around and hands out packets of instant grits. The parade is initiated when the Grits Guzzler is apprehended by Bertram police, handcuffed, and then has maple syrup and oatmeal poured on his head. While this tarring and feathering took place, the festival emcee denounces GG over the loudspeaker. "We don't want your grits! We're oatmeal folks!"

At the end of the parade, we complimented an old man sitting in front of us on his vintage Oatmeal festival tee shirt. His wife leaned over and proudly informed us that we were speaking to Mr. Ken Odiorne – the founder of the festival himself! This is the genius who came up with the slogan, "Take your sugar to the Oatmeal festival"! He was very humble. We learned that he played the Grits Guzzler for many years, and was mayor of Bertram for a stretch. An old friend joined the conversation to joke that when Odiorne was mayor, he wanted to pass a law that prohibited guns from being fired in Bertram – "can you imagine? He was the first one to break that law!" Odiorne told us that the festival hasn't changed much over the years, though

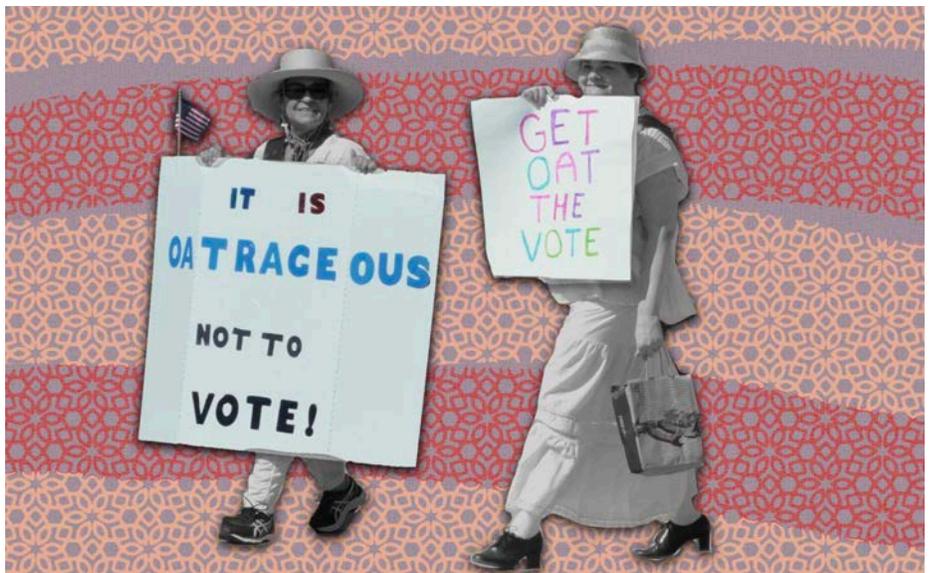
it's definitely gotten larger, drawing in more out-of-towners. All of the money raised from the festivities goes towards scholarships for local high school students. The student recipients all volunteer at the event. National Oats bailed on their sponsorship deal a few years ago, but this year Avelina provided the runners' oats. Maybe someday there will be a new mascot. The couple seemed happy to be out in the community, watching the town celebrate the holiday weekend.

Get Oat the Vote

It's nice to see a town come together. For city slickers like the team behind porridge.blog, it can be a little jarring to enter into the milieu of a small town festival. The community is more insular and more religious than we're

used to. The "Good Word" town newspaper dedicated a lot of coverage to defending "Columbus Day" as tradition, versus October 8th as a holiday celebrating "Indigenous Peoples Day." But don't paint Bertram with just one red brush – there is a hearty dose of patriotism and Texas pride. Likewise, Texas is changing. While the Grits Guzzler tempted the town's youth with instant corn meal packets, elderly women handed out pins and stickers supporting democratic senate candidate Beto O'Rourke. Some local heroines walked down the street in full suffragette costume carrying signs that read "Get Oat the Vote."

Oatmeal was almost taken off the map because people in power who lived far away decided that they didn't think Oatmeal or its folks were important enough to be recognized. Because those folks got organized and took action, today Oatmeal pops up on Google, and porridge enthusiasts passing by know to stop and check it out. The privilege of living in a small town, deep in the heart of Texas, USA, is that one can make their voice heard. As we head into election season here in the states, porridge.blog heartily endorses the following message: Get Oat the Vote! ✨



Hazel O'Neil

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Education

University of Texas at Austin

B.S. Radio–Television–Film, High Honors
B.A. American Studies, High Honors
2014–2018

Chinese University of Hong Kong

Exchange Semester, Fall 2016

Skills

Software: Adobe PS, IL, ID, AE, Premiere, and Audition; Sketch; Keynote; Airtable; Basic HTML & CSS

Production: 2-D & stop-motion animation; Videography and coordination of video shoots; Storyboards & presentation materials; Set design & prop fabrication; Image selection

Writing: Research; Fact-checking; Interviewing

Languages: Proficient spoken & written Spanish; limited French and Italian

Awards

SXSW Official Showcase

Animator: *Sweet Sweet Kink* and *First Generation*, 2019

Austin Design Week Design-A-Thon

Winner, 2018

Dean's List

Every Semester, 2014–2018

UT Undergraduate Research Fellowship

Winner, 2017

College of Liberal Arts Outstanding Thesis Award

Department Nomination, 2018

Volunteer Experience

Foundation Communities, 2017–2018

WWOOF Japan, 2019

Women's Resource Agency, 2016–2017

Experience

2018–2019 PR Hacker / National Today

Associate Graphic Designer

Communicated with clients from pitch to production to create low CPC social media content, digital banners, and short videos. Internal branding, UX, and logo design. Organized information across teams to create client-facing print and digital presentations. Led monthly planning sprints and oversaw interactive audience engagement campaigns. Wrote short and long form copy for NationalToday.com.

2015–present Freelance Illustration, Animation & Design

Clients: KUT Austin, California Native Plant Society, Foster Care Film, The Sunset Beacon

Communicated with clients to address their needs, while delivering creative and compelling graphics and videos on tight deadlines. Managed own time and resources for long-term remote projects. Founded, wrote and built porridge.blog—a culinary anthropology blog.

2018 NPR Next Generation Radio

Editorial Illustrator

Worked with student journalists to create digital editorial illustrations and animations for week-long themed programs in Austin and Oklahoma City.

2018 Texas Monthly

Editorial Intern

Researched and wrote four [published articles](#). Copy-edited, fact-checked, and transcribed interviews for senior writers.

2014–2017 Texas Travesty

Design Staff

Art direction for 14 original cover illustrations. Print design and layout, cartoons, social media content.

2016–2017 Heinsohn Images

Executive Assistant

Managed digital and physical databases. Edited and uploaded images. Answered phone calls and emails, scouted locations and procured props for photoshoots.