Room to grow.

Xerophyte Creations

Visual concept and launch photography for a handcrafted cactus and succulent venture in Cooper City, Florida, with Mother’s Day as its key occasion.

APRIL - MAY 2023

Visual concept · Social media design
Product and opening-event photography



A warm, botanical world

Greens and pinks, light backgrounds and botanical details give each arrangement its own personality within a shared visual world.







COLOR + BRAND ELEMENTS

Brand elements provide the starting point for the social media compositions.

INSTAGRAM VISUAL CONCEPT

Designs developed in April 2023. The visual concept was partially implemented.

Different products. A shared language.

A flexible composition brings together product photography, arrangement names, botanical accents and brand presence.







VISUAL CONTINUITY

The layout adapts to different planters and plants while keeping the designs recognizable as a family.

Selected design work.
Not a record of the published feed.

Shaping a voice. Capturing a beginning.





A PERSONAL VOICE

Two lifelong friends, brought together by a personal cause, found a shared creative outlet in handcrafted arrangements and thoughtful gifts. Mother's Day became the central occasion for this warm, personal venture.

My creative contribution supported that spirit of care. The brand's voice moves naturally between English and Spanish.

Instagram / @xerophytecreations

MY CONTRIBUTION

April 2023

Developed a visual concept and designed content for the brand's Instagram presence.

May 2023

Joined the founders at their Cooper City opening and photographed them and their products, including their outstretched hands holding plants.

A selection of these photographs appears on the brand's public account.