

GRAPHIC DESIGN  
PORTFOLIO



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LOADING...

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# Iconoclast

***Program: Adobe Illustrator & Photoshop***

Iconoclast is a European style cafe where I was given the task to design a brand logo. I gave it a colourful cheery style with hand drawn illustrations to incorporate the organic style they were going for in their brand.



# Snakes Playing Cards

*Program: Procreate & Photoshop*

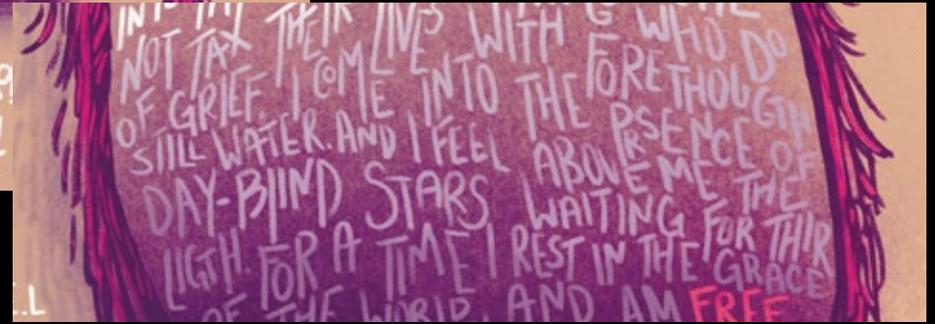
Snakes Playing Cards is a card set I designed to give off a vintage Victorian vibe with the rough paper texture and detail snakes illustrations. With my love of snakes I wanted to shed some light on them and make them the focal point of this project to shine them in a more positive light.



# Skullies Hot Sauce

*Program: Procreate, Photoshop, & Illustrator*

Skullies Hot Sauce is a brand up brand for you guessed it hot sauce. Using the common phrase its so hot it'll melt your face of I illustrated three skulls with different levels of flames bursting out them to symbolizing what hot sauce is spicier then the other. Making this a extra hot design.



# The Peace of The Wild Things

**Program: Procreate**

I believe the target audience for this poster design would be kids this poster would most likely be displayed in an elementary school library. One of the key challenges I faced when illustrating this design was doing the poem justice I was struggling with how I can use this poem to design an effective poster that reads the same way as the poem itself, I wanted to add to the poem and not just illustrate around it metaphorically. I was able to illustrate a key aspect of the poem which was the phrase "wild things" and I took that literally and came up with this the monster character to take that role of "The Wild Thing".



# Tripped Out Club

## ***Program: Illustrator & Photoshop***

The target audience for this design is I believe young adults that would consume cannabis, in a high-end dispensary. One of the challenges I faced was competing with other cannabis brands since many cannabis package designs are very unique in their own way and have very well designed and distinct looks, it was a challenge to compete with such creativity. The solution I had for this issue was designing a very visually chaotic design that was still easy on the eyes in the sense that there isn't a ton of colours and no overlapping. In my experience, the number one reason why a design is hard to look at is colour wise so I tried to use that to my advantage and design something with little to no colours and high contrast with the bright green and black all the elements shown are easily distinguish yet the overall design is very unique, in the sense that there is multiple type used and many different elements.



# Agaric

**Program: Adobe Illustrator & Photoshop**

This was a brand name I came up with for a wine company. With natural earthy tones and colours. With hand drawn mushroom designs it 's give a very homemade feel while staying modern and easy to look at.



# Jellies Craft Beer

*Program: Adobe Illustrator & Photoshop*

The target audience is craft beer lovers that are drawn to a more minimal craft beer can design. With that professional quality feel without the high illustrative look most craft beer brands go for. A challenge faced was trying to incorporate colours into the design since any colours I tried to use in the logo design didn't work and washed out the design. I was able to use contrast to my advantage and use an off-black colour with a soft sea blue to bring more colour into the design that didn't impact the logo in a negative way. Giving the design a dark sea feel that highlights the logo perfectly.



# Toxic Dragon Skateboard

*Program: Adobe Photoshop & Procreate*

This is a three part series of dragon skateboard designs. This one being the first addition “Toxic” where I illustrated a mutant toxic waste dragon, researching skateboarding designs I knew I had to make it very detailed and edgy. I also had in mind that I would sell this design to “Zumiez” and skateboarding and street wear store.

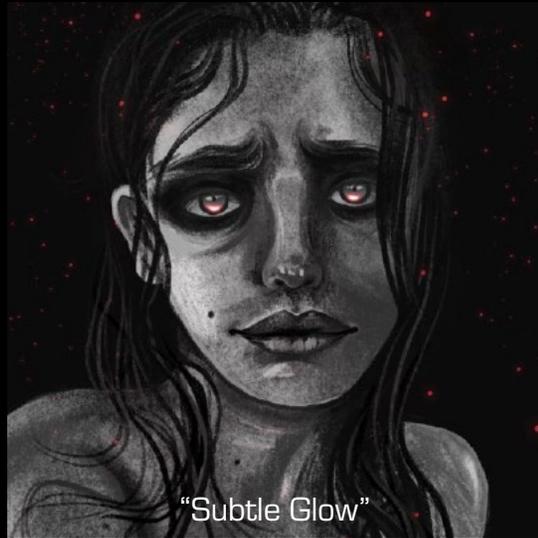
# Illustrations



"Friend Erin Portrait"



"Bruised"



"Subtle Glow"



"Pumpkin Head"



"oOps"



"Blood Spilled"

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COMPLETED ✓

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