
MADIE
KEOGH

GRAPHIC DESIGNER

PORTFOLIO 2024

HI, I'M MADIE KEOGH

Welcome to my portfolio, a showcase of innovation, imagination, and undeniable passion. Here you'll discover a tapestry of designs that speak volumes. Each design is created with meticulous attention to detail and an unwavering commitment to excellence.

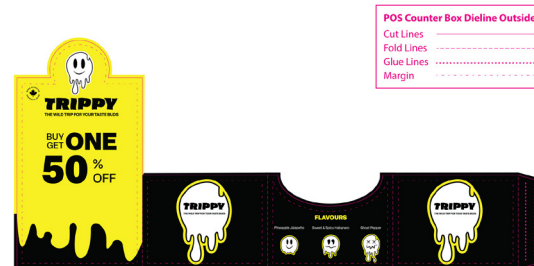
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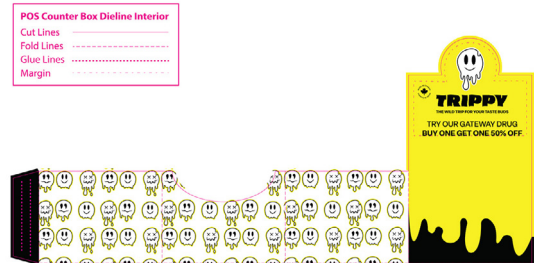
TRIPPY

ILLUSTRATOR AND DIMENSION

Package design centred around a new hot sauce company. The hot sauce branding aesthetic is an homage to 60's psychedelic art. They target young people who want a little more spice in their lives. Along with package design, a POS display, a billboard ad and a car wrap were created for advertisement.

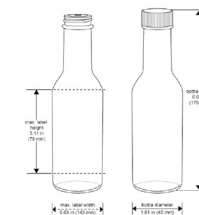


POS Counter Box Dieline Outside
 Cut Lines
 Fold Lines
 Glue Lines
 Margin

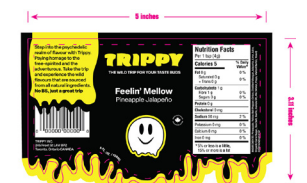


POS Counter Box Dieline Interior
 Cut Lines
 Fold Lines
 Glue Lines
 Margin

Woozy Bottle Label Dielines
 Cut Lines
 Margin



Nutrition Facts	
Per 1.5oz (42g) Serving	
Total Fat	100%
Total Sugar	100%
Total Spicy	100%
Total Heat	100%
Total Kick	100%
Total Buzz	100%
Total Mellow	100%
Total Out	100%
Total Trippy	100%



AMOREVOLE

ILLUSTRATOR AND DIMENSION

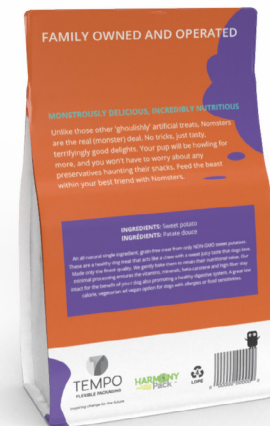
Branding and package design for a pasta company. The goal is to stand out from competitors at grocery stores. The majority of pasta companies use blue and red for their branding. Amorevole uses whites, pinks and purples to appeal to the target audience of women from ages 18-40.



NOMSTERS

ILLUSTRATOR AND DIMENSION

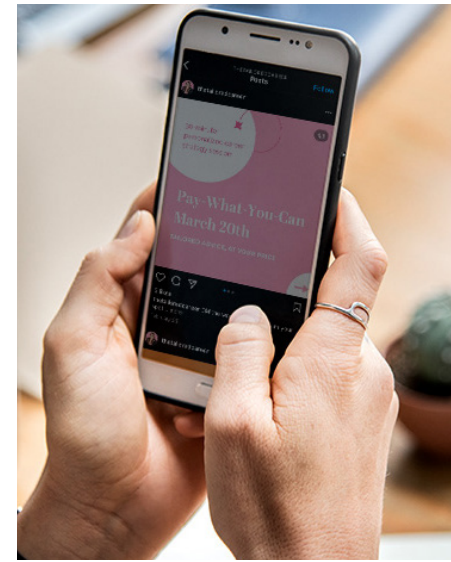
Developed a package and branding that allows for brand extension or line extensions in the future. The goal was to create a brand and packaging that stood out from all other competitors. This was done by utilizing bright colours and images not normally associated with dog treats.



THE TAILORED CAREER

CANVA

Social media carousels that allow for brand recognition by colour association. Select branding colours were applied to specific business promotions to allow brand recognition and to bring in the more playful and lively side of the business ideals. Star and circle designs were utilized to tie in the brand's celestial and feminine aesthetics.



Navigating the Job Market with Clarity and Strategy

With this webinar

You'll learn to cut through the job search noise and gain clarity about your ideal job. You'll get tools to understand yourself better and apply effective strategies to land the perfect role.

FREE WEBINAR

This is not just a job hunt

It's a journey to a career that truly fits you. Get answers to your career and job search questions from a Certified Career Strategist and Former Recruiter.

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30-minute personalized career strategy session

Normally priced at \$111

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One day a month I offer a 30-minute career strategy session at your price. Advancing your career is a major move. I want to make that move accessible for you.

DM or comment "ignite" to reserve your spot!

Why wait to get...

- Personalized advice, strategies, and insights aligned with your career goals
- Answers to your career and job search questions from a Certified Career Strategist and Former Recruiter

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JOIN THE SOCIETY FOR ONLY \$44/MONTH

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THIS IS FOR YOU IF...

- Burnt out from your job search.
- Great at your job but keep getting bypassed for promotions.
- Awkward at marketing yourself.
- Ready to take control of your career and happiness.

Magnetize

WHAT'S INCLUDED?

- Workshop & group coaching call
- Career resource Library
- Online community for support

Magnetize

JOIN TODAY & BE ABLE TO ...

- Confidently market yourself
- Navigate the job market strategically
- Attract opportunities that are right for YOU!

Magnetize

EFFECT

INDESIGN AND PHOTOSHOP

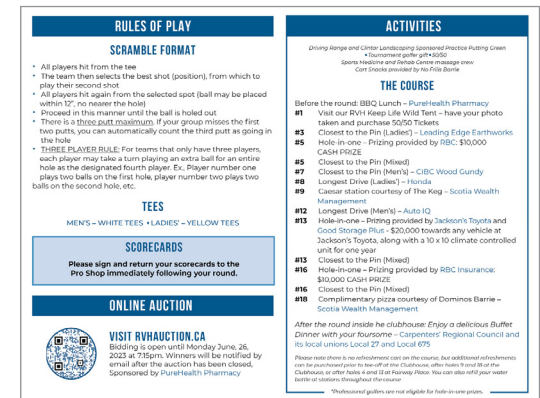
Printed magazine that appeals to all makeup lovers. Using black and white images to let the red stand out from the page and to catch the attention of onlookers. The limited colour allows the magazine to stand out from colourful competitors and lets the makeup speak for itself. Utilizing a collage-type layout to subtly display the artistic process that makeup artists go through.



ROYAL VICTORIA REGIONAL HEALTH CENTER CRYSTAL CLASSIC

INDESIGN AND PHOTOSHOP

Updating the signage, itinerary and other display items for the RVH Foundation Crystal Classic Golf tournament. While incorporating their new branding and update the sponsors. The task was to create an updated layout while still closely following the simplicity of the signage from the years prior.



CANADIAN OPIOID CRISIS

INDESIGN AND PHOTOSHOP

The point of this poster is to get the message across regarding the opioid crisis happening in Canada. Viewers of all ages are to look at this poster and be shocked by the number of people who have died due to the crisis. With the combination of facts and imagery, it will implore people to investigate safe consumption sites in their area and/or educate themselves on the opioid crisis in Canada.



CONNECTED POSTERS

PHOTOSHOP

Three posters; one with only text, one that is image heavy and one that is balance with text and imagery. These posters had to embody graphic design and market it to graphic design students. The concept was that graphic designers have a subtle power that is often forgotten.



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THANK YOU FOR VIEWING MY PORTFOLIO!

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