

GRAPHIC DESIGN

# PORTFOLIO

## Info

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Taya Dronzek  
2024 Portfolio





## Contact

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## Socials

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[@tayamgraphic.design](https://www.instagram.com/tayamgraphic.design)   
[@tayamdesigns](https://www.twitter.com/tayamdesigns)   
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Social Media

# HARMONY AVENUE



## DESIGNING A SOPHISTICATED SOCIAL MEDIA JOURNEY

The Harmony Avenue social media and branding project aimed to craft visually captivating assets that communicate Harmony Avenue's brand identity and offerings to our affluent audience.

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Within each stitch, meticulously crafted, lies the embodiment of *luxury and refinement*.

It's a fusion of unparalleled *softness and timeless elegance*, transcending the material to offer an experience of *pure sophistication*.

HARMONY  
AVENUE

## HARMONY AVENUE

Our goal was to evoke feelings of luxury and sophistication, driving engagement, conversion, and brand loyalty.



### Self-Care Sunday

Indulge in Harmony Avenue's luxurious self-care essentials, from rejuvenating facial masks to delicate gold jewelry that sparkles with timeless elegance.

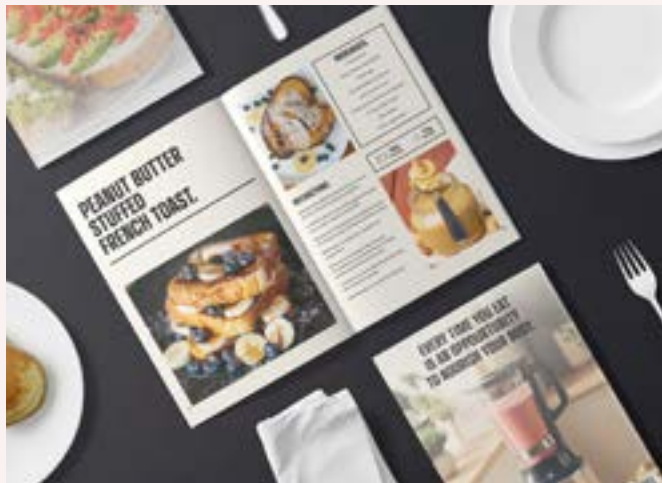
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AVENUE



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# Print / Editorial COOKBOOK



## CRAFTING A HIGH-CALORIE CULINARY ADVENTURE

The High-Calorie Breakfast Cookbook project aimed to create a visually captivating editorial design that doubles as an online or downloadable cookbook.

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# CONTENTS.



# SMOOTHIES.

- 3-4 Chocolate Banana Peanut Butter Smoothie.
- 5-6 Bursting Blueberry Shake.
- 7-8 Chocolate Milkshake.
- 9-10 Fresh Orange Smoothie.
- 11-12 Pink Sherbet Shake.

# GOOD EATS.

- 15-16 Blueberry Muffins.
- 17-18 Peanut Butter Stuffed French Toast.
- 19-20 Avocado Toast 3 Ways.
- 21-22 Fluffy Protein Waffles.

# FLUFFY PROTEIN WAFFLES.



### INGREDIENTS.

- 1 cup nonfat Greek yogurt
- 1 cup milk
- 2 large eggs & 2 large egg whites
- 1/4 cup honey
- 1 tsp. vanilla extract
- 2 tbsp. melted butter
- 2 cups whole wheat flour
- 1 tbsp. baking powder
- 1/4 tsp. salt

### INSTRUCTIONS.

In a large bowl, mix together the Greek yogurt, milk, eggs, egg whites, honey, vanilla and melted butter until well combined.

Scrub held in the whole wheat flour one cup at a time along with the baking powder and salt.

Allow the batter to rest while you heat up your waffle iron.

Grease your waffle iron with cooking spray. Fill your waffle iron and cook until you do not see steam and the waffle doesn't stick when you lift the iron up. (2-3 minutes depending on your iron. Most modern waffle irons have a light that tells you they are done.)

Top however you'd like & enjoy!

**284** CALORIES **20g** PROTEIN



# HIGH-CALORIE BREAKFAST COOKBOOK

The challenge was to cater to individuals seeking to increase their calorie intake while prioritizing nutrition and flavor.

# Social Media

# SOURCORE

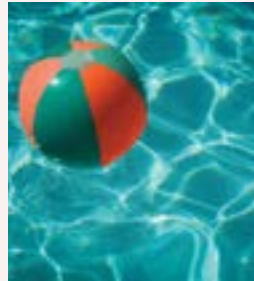


## CRAFTING A COLOURFUL SOCIAL MEDIA EXPERIENCE

Crafting a vibrant social media experience, I addressed the challenge of engaging SourCore's target demographic with compelling visual content.

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## SOURCORE

By creating cohesive posts that seamlessly integrated the brand's identity and storytelling elements, I provided a solution to effectively capture the audience's attention and foster engagement with the brand.

Print / Direct Mail

# CLEAR ORGANIC



## DESIGNING A FRESH ORGANIC EXPERIENCE

The Clear Organic Market project focused on delivering clarity and accessibility in affordable organic food through print and direct mail design.

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11.15.23  
9:00AM-7:30PM

## GRAND OPENING

123 Green Meadow Lane, Barrie ON.



A clear choice for your organic lifestyle

# Clear Organic Market



Introducing Barrie's  
Freshest Destination!

Good Food, Good Vibes, Good Life.



## JOIN US FOR A WHOLESOME CELEBRATION!

You're invited to the grand opening of Clear Organic Market,  
your new one-stop destination for affordable, organic goodness.

### WHAT TO EXPECT

#### Fresh & Local

Discover a bountiful selection of locally-sourced meats, dairy, and farm-fresh produce from nearby communities.

#### Convenient Delivery

Can't make it to the store? No problem! We offer home delivery so you can enjoy the best in organic living at your convenience.

#### Exclusive Discounts

Enjoy special grand opening discounts and offers on a wide range of organic products.

#### Eco-Friendly Shopping

Our commitment to sustainability means you're making a positive impact on the environment with every purchase.

Come meet your neighbors, celebrate good food, and support local farmers. We can't wait to share this journey with you! Follow us on social media @ClearOrganicMarket for sneak peeks and updates.

Let's grow, thrive, and eat well, together.



## CLEAR ORGANIC MARKET

Emphasizing freshness, local sourcing, and a distinct organic identity, the design approach aimed to guide consumers toward healthier choices in an accessible way.

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Print / Layout / UX/UI

# ICONOCLAST



## CRAFTING A BREW-TIFUL CAFFEINATED CANVAS

The IconoClast project aimed to infuse European charm and bohemian allure into every design aspect, from sourcing captivating images to crafting compelling copy and designing menus and digital app layouts.

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## ICONOCLAST

The logo design served as the cornerstone of the brand's identity, embodying simplicity and artistry.



# Poster Design

# ELEVATE POSTERS



## ELEVATE - SOARING BEYOND DESIGN LIMITS

Embracing the challenge of inspiring emerging designers, Elevate Poster Design breaks conventional norms to foster creativity and empowerment.

By reimagining design elements and pushing boundaries, this project aims to invigorate students' perspectives, leading to innovative and impactful design solutions.

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**THANK YOU**



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