



# GRAPHIC DESIGN PORTFOLIO

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RESUME:

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# Terrace

Terrace is a retail store for locally crafted wood furniture, located in Canadian cottage country, with an affluent target audience.

To bring in the idea of handmade wood furniture I made the illustration a wood joint, while keeping the lines thin and clean to keep it classy. I chose Lora as the typeface to bring in that cozy feeling. For the website I also continued the classy and cozy look with clean organisation, continuing the Lora typeface throughout, and bringing in minimal wood grain assets.



# Battery Disposal Bag

The target audience is family's interested in educating their children

Since the idea of using a battery bag is not a fun thing I chose to make a battery eating monster. It is a game that helps parents teach their kids about proper battery disposal. As you dispose of more batteries, the more full the monster gets. I added assets around the design to further play into this idea like "Do not feed the monster" text on the back.



# Do It Right

Event branding for Design Thinkers, with the theme Do It Right.

The theme made me realize there is no one right way to design, so with that I wanted to combine multiple styles. On the bottom is a very clean style with a black background and sans serif font. On top I showed a grunge design, sitting on top of shreds of colourful paper is a mix of display and sans serif fonts, along with the drawn on text that represent graffiti on the clean design.



Podium



Pull-up banner



Name Tag



Digital Ad



# Hopeberry Soap

The client is a sustainable toiletry company who is looking to a rebrand couple of their products. The target audience are people who focus on and are interested in sustainability.

They were inspired by the body shops packaging, and wanted something similar. I took inspiration from each word in the scent and made an illustration to represent that. The rounded edges of Nunito work well with the sustainable look. I then utilized different layouts to differentiate the products, along with making the name of the product purple.



# Notes

This project was for a new cafe with a jazz theme. They needed branding, a logo, a menu, and some socials. The target audience is a younger demographic who have an interest in older times.

To target a younger demographic I took a modern take on jazz, including vibrant colours and modern illustrations. The logo kept a modern look while taking on the theme by using a whole note as the O. During my research orange appeared to be the most common colour in jazz art, so I chose that vibrant orange along with the teal which is a complementary colour. Then for the assets I used elements from instruments, and a subtle sound wave pattern in the background.



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# Hockley

The target audience is new young snowboarders.

To target new young snowboarders I made the brand very fun, using elements of grunge design. Along with giving the brand a welcoming message, of inclusivity. The poster is going to be in a window on a busy street so I chose to make it very eye catching. I also continued elements of grunge design into the website, but I toned it down a lot to focus on legibility.





# Infographics

Infographics that pull from the style of the information.

In the Gustav Klimt infographic, I incorporated elements of his paintings, by adding organic elements like the header typeface to represent his abstract style. Dada has a lot of art that looks like a collage, so I went with that idea while incorporating specific elements from famous art pieces, like the big heads inspired by Raoul Hausmann's "The Art Critic".





# Cacho

The target audience is sustainable people.

Ecuador is the producer because they have sustainable processes. The word chaco is a Ecuadorian slang word, which means take a break/chill, which works since you break a chocolate bar to eat it. I played further into the word by illustrating a break in the logo with flavour bursting out of it. To continue with the brand story I used the vibrant blankets seen in Ecuadorian culture as the assets, making it look like the products are being wrapped up by the blankets.



# Thank You

for using your valuable time to look through my design work. If you have any inquires please feel free to email me.

