



HK

Hayley.K Design

Graphic Designer/ Illustrator/ Animator

Graphic Design Portfolio

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Iconoclast Cafe

(Logo Design, Illustration, Product Design, Brand Elements)

A new cafe called Iconoclast has opened up, looking for some branding elements that evoke a European coffee shop, with hints of artistic flair and subtle Bohemian elements.



([Click here](#) to view animation in full view.)

“The Tailored Career” Logo Animation

(Animation,
Motion Graphics,
Marketing,
Branding,
Social Media)

As part of my Field Placement, I have designed this 5-10 second animation for **The Tailored Career**, a career coaching & on-demand digital resources designed for women who are seeking fulfilling careers.



Storyboard(s) Concepts:



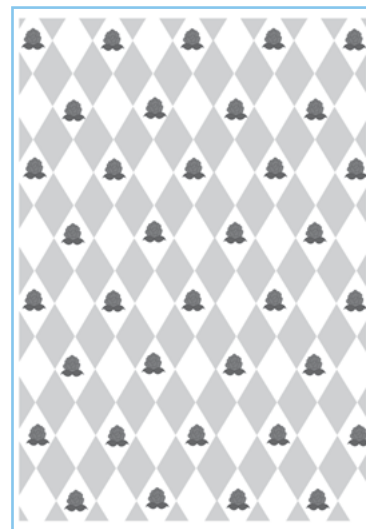
2024/Portfolio

Epub Book Design/ Illustration

(Ebook Design,
Illustration,
Editorial,
Brand Assets)

A personal favourite of mine,
I was to create an illustrated
cover, page design and
chapter icon for an epub book
of my choice.

I chose "Alice in Wonderland,"
by Lewis Carroll.



([Click here](#) to view animation in full view.)

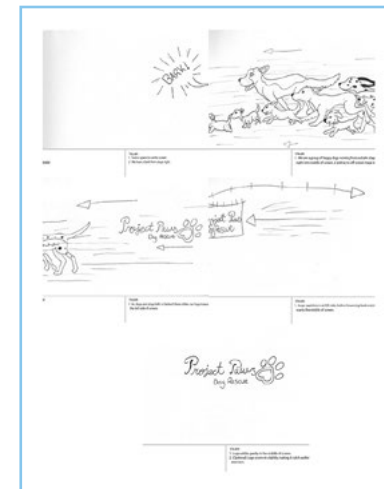
Nonprofit Client Work: Project Paws Dog Rescue

(Animation,
Motion Graphics,
Marketing,
Branding,
Non-Profit work)

This animation was created for Project Paws Dog Rescue, located in Barrie, Ontario. The client requested a 5-10 second animation to help promote the company through their website, plus social media platforms.



Storyboard(s) Concepts:



“The Butterfly Château,” Wine Brand

(Logo Design,
Branding,
Packaging
Product Design)

“The Butterfly Château” is a Canadian-based luxury wine brand that was inspired by the delicate yet bold designs of butterflies, and how unique each one is based on their own colours and details.



2024/Portfolio



“Once Upon a December” Lyric video

(Animation,
Motion Graphics,
Kinetic Typography)

A short 15-30 second video showcasing kinetic typography with song of choice (from the Anastasia Broadway Musical).

([Click Here](#) to view animation in full view.)



“Enchanted Chocolates” Brand Design

(Logo Design,
Illustration,
Product Design,
Brand Elements)

Enchanted Chocolates,
established in 1998 is an
elegant and whimsical
confectionery brand that is
locally-owned in Ontario,
and affordable prices.





“Name Animation”

(Animation,
Motion Graphics,
Marketing,
Branding,
Social Media)

This piece was just a small animation clip I was given to show how I would make a name reveal stand out with some unique creativity, utilizing special effects .

([Click Here](#) to view animation in full view.)

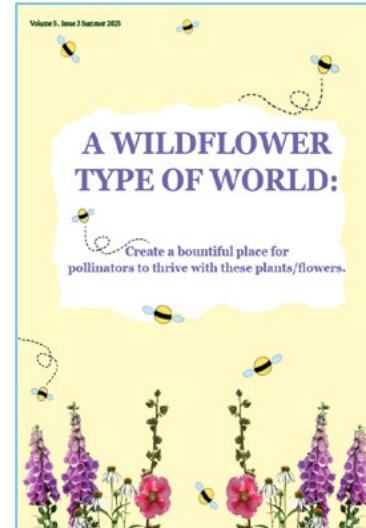




“GreenHearts Garden” Magazine Layout

(Editorial Design, Magazine Layout, Printing, Illustration.)

A fictional company whose focus was on gardening and eco-friendly choices for all ages, requested an brand-new editorial design (magazine article) to sell to their customers, with the focus on honeybees and wildflower cultivation.



2024/Portfolio



“Canary Kisses” Cat Treat Package Design

(Logo Design,
Branding,
Packaging
Product Design)

**“Canary Kisses Cat Treats:
Good to the very last flight!”**

(Submitted to
Tempo Packaging Company
for package contest (2024.)

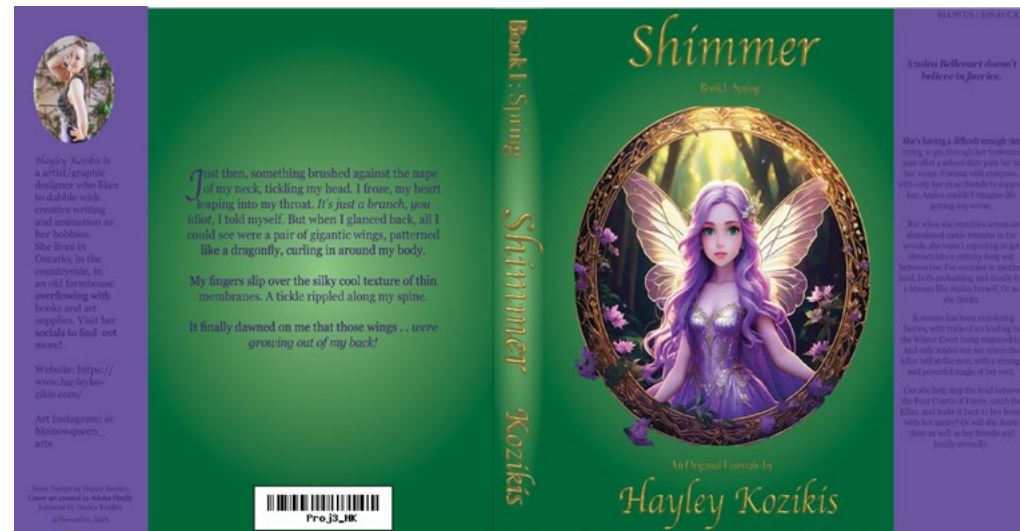


2024/Portfolio

Book Cover & Dust jacket Designs

(Illustration,
Printing
Hardcover Design,
Editorial Layout)

For an upcoming young adult book series, a local author requested some mockup book cover dust jacket designs with the use of Adobe Firefly. This example will be used as a rough template for a more traditional-based illustrations in future works.



Original Skateboard Art/Design

(Illustration,
Product Design,)

For a fictional client, they requested a line of skateboard illustrations for their upcoming store. The guidelines specified that it needed to be busy and chaotic, while still cohesive and eye-catching.





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Thank you!