

DESIGN PORTFOLIO



skylarsmithdesign.myportfolio.com



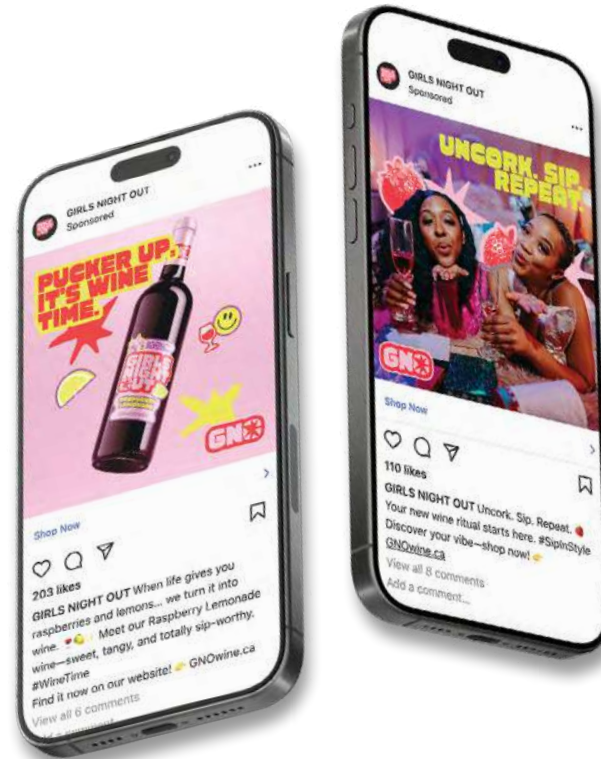
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**SKYLAR
SMITH**



Clear Organic Market - Advertising, Branding

A cohesive brand identity and promotional campaign targeting health-conscious consumers who prioritize affordability and locally sourced organic foods. Using Illustrator and Photoshop, I designed a series of direct mail pieces, a transit shelter ad, and digital assets that feature bright, fruit-inspired visuals and bold typography.



Girls Night Out - Branding, Advertising, Packaging

A new proposed identity, packaging re-design, and social media advertising to better align with the young adult target audience of Girls Night Out wine. Using Illustrator and Photoshop, I designed playful illustrations with the aesthetic of vibrant nightlife and playful, modern typography. This identity translates into GNO's bright, friendship oriented social advertising.



Mighty Morsels Cat Treats - Packaging, Branding

An energetic, comic-book inspired packaging and brand identity for Mighty Morsels that aligns with the brand's focus on superfood treats for active cats. Using Illustrator, I designed a print-ready dieline for the stand-up pouch that uses bold typography and high-impact visuals to highlight flavor varieties.



JM's Gourmet Haven Style Guideline - Branding

A full brand identity and style guide created for JM's Gourmet Haven to appeal to an upscale clientele in Southern Ontario seeking high-end, personalized catering for weddings, corporate events, and intimate gatherings. Using Illustrator, I laid out brand guidelines with custom illustrations and content that details correct brand application.



JM's Gourmet Haven Website - Web Design

Expanding on JM's Gourmet Haven's brand, I designed a website landing page that showcases their unique services, responsive for both desktop and mobile. Using Adobe XD, I aimed for an online presence that reflects the brand's commitment to luxurious quality and detail.



Ignus Music Festival - Branding, Advertising, Illustration

A bold, desert-inspired brand identity for Ignus Music Festival, blending retro rock aesthetics with modern design. Using Illustrator and Photoshop, I designed posters, tickets, merchandise, and social advertisement featuring a skeletal logo, bold typography, and a warm, sunset-hued palette.



Logo Work

A collection of logos used in a variety of projects.

JM's Gourmet Haven, Purple & Green, Clear Organic Market, Ode, Iconoclast, Alameda



Iconoclast
Our coffee is 100% organic and fair trade, brewed to perfection, and served hot or iced.

Coffee & Espresso

ESPRESSO \$3.00
A bold shot of rich, smooth espresso, perfect on its own or as a base for any coffee creation.

AMERICANO \$3.75
A shot of espresso mellowed with hot water, delivering a strong yet smooth coffee experience.

LATTE \$5.00
A harmonious blend of espresso and steamed milk, topped with a light layer of foam. Comfort in a cup.

CAPPUCCINO \$4.50
Equal parts espresso, steamed milk, and foam, creating a balanced and velvety coffee experience.

MACCHIATO \$3.50
A shot of espresso "stained" with a touch of frothed milk for a more intense, yet smooth sip.

AFFOGATO \$6.00
A scoop of creamy vanilla gelato, drowned in a hot shot of espresso. A perfect blend of sweet and bold.

MOCHA \$6.00
A blend of espresso, steamed milk, and silky chocolate, topped with whipped cream.

FLAT WHITE \$3.50
Equal parts espresso and steamed milk with no foam, balancing the bold coffee flavor.

Teas & Infusions

EARL GREY \$3.50
A classic black tea with delicate notes of bergamot citrus.

CHAMOMILE \$3.25
Naturally caffeine-free, this soothing herbal blend is perfect for relaxation.

JASMINE GREEN \$4.00
Fragrant and refreshing jasmine with a gentle floral aroma.

MASALA CHAI \$4.50
A spicy, aromatic blend of black tea, cinnamon, cardamom, and ginger, served with steamed milk.

MATCHA \$3.50
Whisked to perfection, this vibrant green tea offers a smooth, creamy texture with a touch of sweetness and an energizing boost.

PEPPERMINT \$6.00
Crisp and invigorating, this herbal tea provides a refreshing minty flavor, perfect for rejuvenation and relaxation.

Pastries & Desserts

CHEESECAKE \$5.50
A rich, creamy slice of indulgence with a graham cracker crust.

LEMON TART \$4.75
Tangy and sweet with a buttery shortbread crust, this dessert is a taste delight.

CROISSANT \$3.25
Flaky, golden layers of airy pastry with a hint of buttery indulgence in every bite.

PAIN AU CHOCOLAT \$4.00
A tender, buttery croissant folded around a rich dark chocolate center.

ALMOND BISCOITI \$2.75
Crisp, twice-baked biscotti studded with toasted almond.

OATMEAL COOKIE \$2.00
A rustic, chewy cookie with hearty oats and a touch of cinnamon.

Sandwiches & Light Bites

CAPRESE SANDWICH \$8.00
Fresh mozzarella, tomatoes, and basil with a drizzle of balsamic glaze on rustic artisan bread.

PROSCIUTTO BAGUETTE \$9.00
Savory prosciutto paired with creamy brin, served with arugula and fig jam on a French baguette.

SMOKED SALMON BAGEL \$7.50
A classic combination of smoked salmon, cream cheese, and red onion on a toasted bagel.

SPINACH & FETA \$7.75
A flaky puff pastry filled with spinach, feta cheese, and herbs.

VEGGIE WRAP \$7.00
Hummus, roasted red peppers, cucumbers, and spinach in a whole wheat wrap.

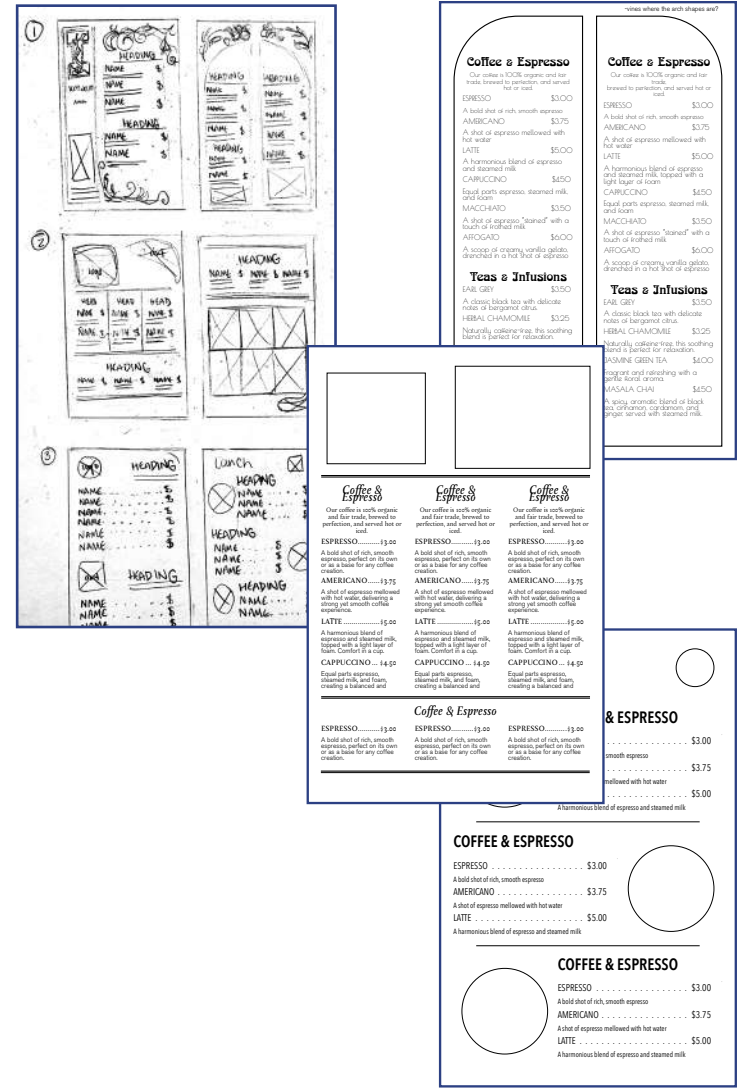
CHICKEN PESTO \$7.00
Grilled chicken breast, pesto sauce, sun-dried tomatoes, and baby arugula on ciabatta.

Beverages & Refreshers

ORANGE JUICE \$3.50
Bursting with vibrant citrus, our fresh orange juice is hand-pressed to house.

SPARKLING WATER \$3.00
Crisp and refreshing, our sparkling mineral water offers a perfect palate cleanser.

LAVENDER LEMONADE \$3.00
A refreshing twist on classic lemonade, infused with a subtle hint of lavender syrup.



..... where the arch shapes are?

Coffee & Espresso

Our coffee is 100% organic and fair trade, brewed to perfection, and served hot or iced.

ESPRESSO \$3.00
A bold shot of rich, smooth espresso.

AMERICANO \$3.75
A shot of espresso mellowed with hot water.

LATTE \$5.00
A harmonious blend of espresso and steamed milk.

CAPPUCCINO \$4.50
Equal parts espresso, steamed milk, and foam.

MACCHIATO \$3.50
A shot of espresso "stained" with a touch of frothed milk.

AFFOGATO \$6.00
A scoop of creamy vanilla gelato, drowned in a hot shot of espresso.

Teas & Infusions

EARL GREY \$3.50
A classic black tea with delicate notes of bergamot citrus.

HERBAL CHAMOMILE \$3.25
Naturally caffeine-free, this soothing blend is perfect for relaxation.

JASMINE GREEN TEA \$4.00
Fragrant and refreshing with a gentle floral aroma.

MASALA CHAI \$4.50
A spicy, aromatic blend of black tea, cinnamon, cardamom, and ginger served with steamed milk.

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AMERICANO \$3.75
A shot of espresso mellowed with hot water, delivering a strong yet smooth coffee experience.

LATTE \$5.00
A harmonious blend of espresso and steamed milk, topped with a light layer of foam. Comfort in a cup.

CAPPUCCINO \$4.50
Equal parts espresso, steamed milk, and foam, creating a balanced and velvety coffee experience.

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Iconoclast Cafe Menu - Editorial

A double-page menu for the busy European style café Iconoclast that uses subtle Art Nouveau style influence to align with the café's target audience of young professionals, students, and creatives/artists. I used InDesign to develop a menu layout with effective hierarchy and legibility of items, categories and prices.



Inhale Website - Web Design

A high-contrast, immersive website re-design for Inhale, reflecting their newest album's bold aesthetic. Using Figma, I designed a dynamic scrolling layout with striking visuals, bold typography, and clear, engaging buttons. The website features tour dates, a shop, a fan signup section with a user-friendly form, and CTA's to various Inhale content.



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SMITH**

Skateboard Deck Line - Illustration

An art-driven project in which my goal was to design a cohesive, collectable set of 3 skateboard decks with minimal negative space and a chaotic energy. Using Photoshop, I illustrated these boards to tell an abstract story about life, death, and space.

**THANK YOU
FOR VIEWING
MY PORTFOLIO!**



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