

# PORTFOLIO

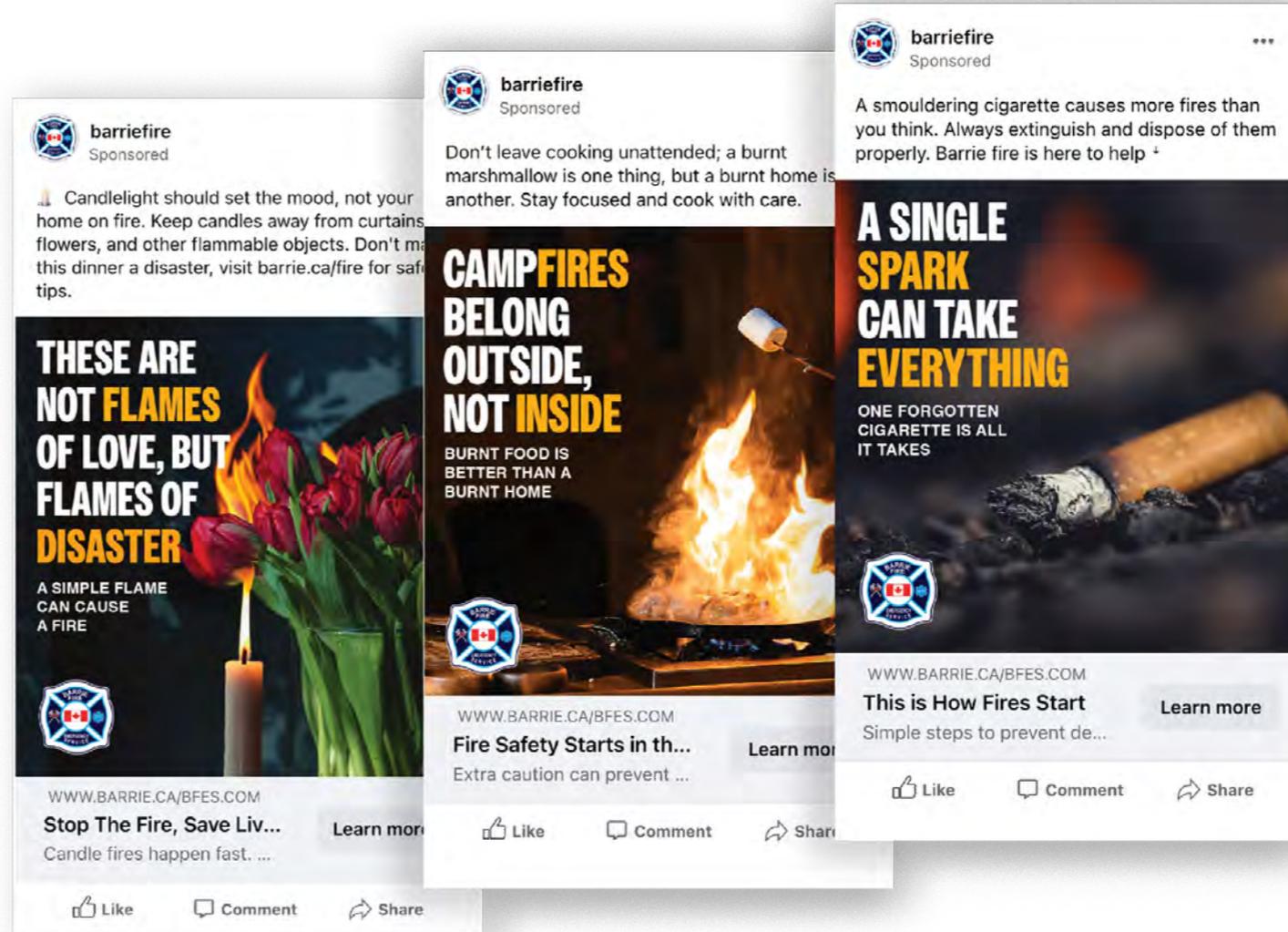
# COOK'S CUPBOARD CAROUSEL COCKTAIL AD

This piece is a bold, retro inspired carousel ad created for Cook's Cupboard. Textured surfaces, warm colors, and small details such as fruits and flowers establish a fun and summery tone. The design draws on current nostalgia trends while maintaining a clean, modern look. The carousel format encourages viewers to keep scrolling, which increases engagement and the likelihood of purchase. This project was created in collaboration with another designer at Avenue A Advertising in Owen Sound.



# BARRIE FIRE FIRE SAFETY AD WINNING DESIGN

This project is a fire safety campaign created for Barrie Fire and selected as the winning design. The goal was to engage Facebook users through approachable humour while maintaining a serious tone. Bold text, strong imagery, and dark colours, highlight the seriousness of fire safety issues such as candle hazards, cigarette disposal, and cooking fires. The simple layouts with humorous lines and high contrast visuals make the content clear, attention grabbing, and highly shareable, reinforcing the importance of everyday fire safety.



# LUCKY KITTY TEMPO PACKAGING

I developed a bold, playful look that appeals to younger cat owners while keeping the warm tones typical of treat packaging. The Lucky Cat theme, paired with the product name Lucky Kitty Katsu Coin Treats, brings in Asian inspired elements and suggests extra affection towards your cat. The window cutout reveals the treats and aligns with the coin the cat is holding. Red, gold, and gloss varnishes add visual interest and reinforce the theme. The result is a fun, modern package that stands out on shelf.



Tempo Flexible Packaging  
Georgian College Project 2024  
145mm x 254mm x 63.5mm (BG) w/zipper



Tempo Flexible Packaging  
Georgian College Project 2024  
145mm x 254mm x 63.5mm (BG) w/zipper

# MINI MATCHA COOKIES

This packaging design focuses on a cozy and trendy aesthetic inspired by popular matcha lattes. A palette of greens and creams creates a warm, delicious look, supported by the cutout elements against the background. I developed a simple and charming logo, along with a short story and ingredient list to reinforce the natural qualities of the product. Adobe Dimension and Photoshop were used to produce realistic mockups that showcase the package from all angles. The final design feels fresh, consistent with its ingredients, and visually appealing.



# HYPERFIZZ ENERGY SODA

HyperFizz is a retro inspired energy soda designed for teens and young adults, blending Y2K, graffiti, and psychedelic influences. The glass bottle and carrying case share a bold, textured aesthetic that highlights the fruit flavours and creates strong visual impact against the simple graffiti style logo. The social advertising follows the brand's slogan, "For the ones that never power down," with futuristic and grungy robot imagery that reinforces the energetic, youthful identity.



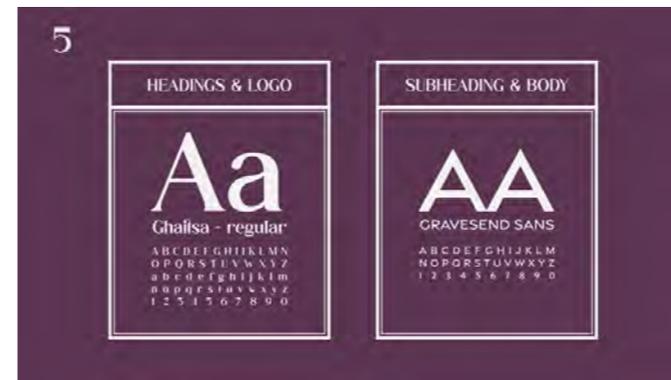
# PINK FÊTE SPARKLING WINE

Pink Fête is inspired by the idea of a playful, feminine celebration. "Fête" means "party" in French, which sets the tone for a luxurious and lively experience. The design is bold and distinctly pink, with a logo that features a candle in the letter "i" to demonstrate birthday parties and fun nights in. The colour palette reflects classic wine varieties such as red, white, and rosé, with the sparkling rosé positioned as the signature product. The bow element adds a trendy, gift-giving feel, while a diamond pattern brings glamour and sparkle. The overall branding feels festive and social, offering a fun alternative to a night out.



# SPRIG & STEM FLOWER SHOP

Sprig and Stem is a gender neutral flower shop brand designed to encourage gift giving for all occasions. The visual identity is simple, natural, and elegant, allowing the bouquets to remain the focus. The colours of purples, greens, and off white keeps the brand warm and floral while maintaining a clean, modern feel. The typography adds contrast and sophistication. The secondary and tertiary logos use the "&" symbol, paired with the S initials to create memorable icons for social media and pattern work. The overall branding feels dainty and luxurious, celebrating the act of giving rather than just buying flowers.



# ICONOCLAST CAFÉ

Iconoclast is a bohemian inspired café brand built around natural textures, warm tones, and handcrafted bohemian patterns. The visual identity features weaving motifs, brickwork, and florals, paired with a warm palette with a soft blue for contrast. The logo resembles a sun being lifted by two hands to bring forth the idea of morning coffee and gentle encouragement to start the day. Patterned elements bring personality to the coffee bags and mugs, creating a cozy and inviting feel. The red and cream tones evoke the smell of freshly made coffee.



**THANK YOU**