

PORTFOLIO

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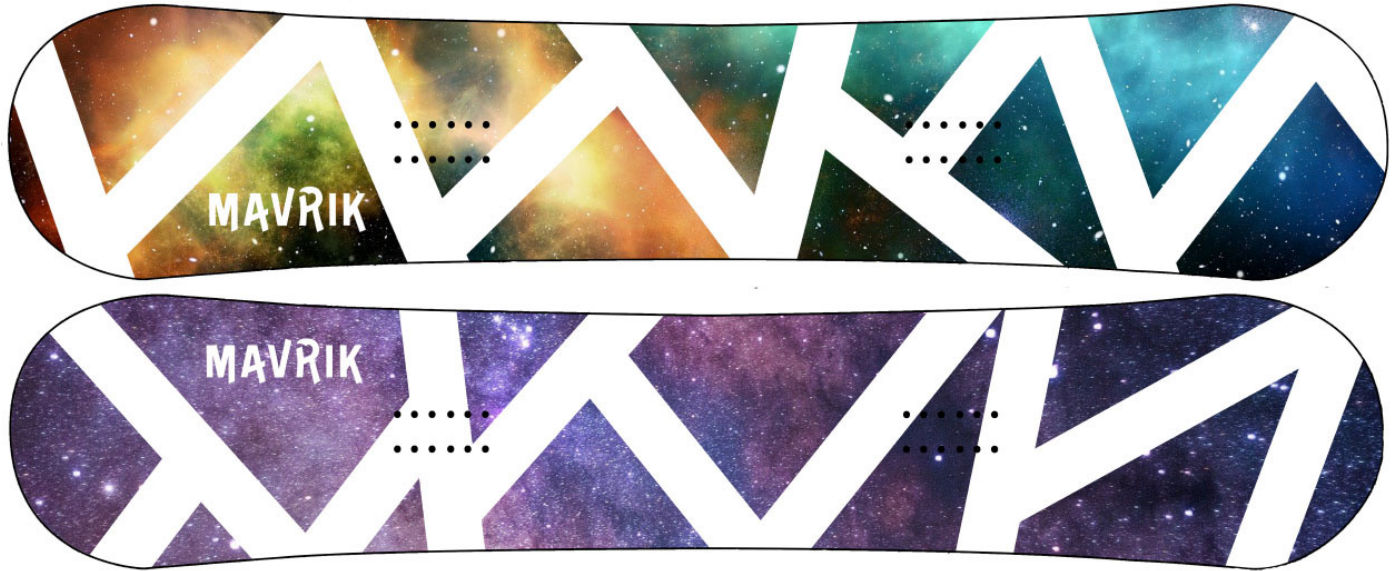




Business Card Design

Created with illustrator and InDesign.

DragonWorks is a fictional toy company that specializes in figures for games like Dungeons and Dragons and other tabletop games. Red dragons are common in Dungeons and Dragons, one of the first dragons my party went up against was a red dragon. Thus when I created the company logo I went with the red colour for the dragon and the scales. The white and black are used as a contrast to make the red stand out.



Snowboard

Created with illustrator and Photoshop.

A snowboard design for a fictional company, these are part of the 'series one. That would be released after their Kickstarter. I kept the designs mostly unisex to target a wider variety of people, while still keeping the same vibes through both. The name of the company is the creators social identity, as well as a play on the word "maverick". I chose white for the lines due to the contrast on the space themed boards. White also ties in with snow, and as these are snowboards I found it fitting and believe they will look interesting on the hills.



Record

Created with procreate, illustrator and Photoshop.

An album cover design for the movie Princess Mononoke's Soundtrack. The idea was to take a movie and create a cover as though the movie was a vastly different genre. Princess Mononoke is a historical Japanese animated film, I designed a cover as though it were part of the horror genre. I took inspiration from movies posters I have seen for Cujo, Cabin in the Woods and The Birds. The black and red are supposed to be the focal point with the white and gold as accents to fill in the character.



Logo and Business Card Design

Created with Illustrator and InDesign.

This card was created for a fictional organ donation service. People who sign up and agree receive a card that indicates that they have been approved to be and are organ donors in their death. The blue and cream are supposed to be calming colors, that bring little attention to the card in daily life unless you were looking for it. For the logo I decided to go with something similar to a laurel wreath. I did this for two reasons, 1) the idea is that you're a champion even in death because you're helping to save someone else, and 2) the wreath forms a sort of circle, which is a call to the circle of life.



AMIGIRL
AMIGIRL

Illustration

Created with procreate and illustrator and photoshop.

These were for a hot sauce company. We had to design a company and three bottle of mild, medium and hot hot sauce. I named the company AMIGIRL and targeted a group of people who had an interest in anime, and animated media. I named the three flavors 'tame', 'lewd' and 'hentai' based off common themes in anime.



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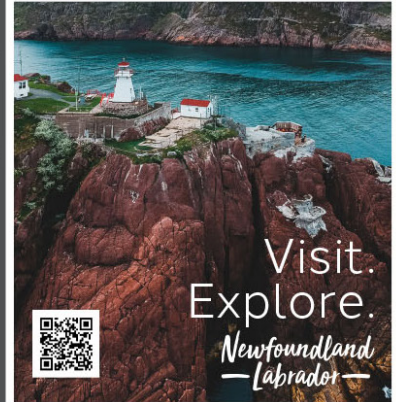
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Instagram Ads

Created with Indesign

These Instagram ads were for a travel campaign for Newfoundland and Labrador. They were part of a larger campaign that incorporated the QR codes. Each QR code would lead to coupons for hotels, flights, or excursions in Newfoundland and Labrador to promote travel to the destination. The idea was to have posters in airports that would give a list of coupons for restaurants and other local places.