

10

TENTHS

DESIGN +
COMMUNICATION



At Posh Hair Online we offer 100% human Remy clip-in hair extensions. Our product ensures you are getting the best Remy hair on the market for the best price. When choosing us, you are not only making the sensible choice, but you will have a product you can feel confident about. We are here to help you find the hair extension that's right for you — a refreshingly honest company based in Whitby, ON, Canada



RESEARCH

Extensive market research conducted to find the best quality for the best price



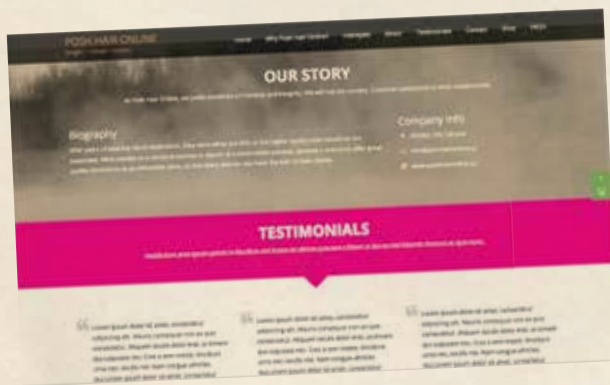
100% HUMAN HAIR

Our hair extensions use 100% human hair.



AFFORDABLE

These prices are very competitive. We go to great lengths to keep costs down for the consumer.



PROJECT

Website

CLIENT

Posh Hair

SPECS

full screen desktop and mobile

SOFTWARE

Illustrator, Photoshop, Wordpress, Shopify

RATIONALE

This is a website and branding strategy that I had designed and developed. I had lent my expertise in marketing and production, to ensure a well polished look and professional image. This website provides the client a secure online channel for sales.





PROJECT

Website

CLIENT

Interactive Toy Concepts

SPECS

980 x 768px

SOFTWARE

Dreamweaver, Photoshop, Javascript, JQuery PHP, osCommerce

RATIONALE

This website was re-built entirely from scratch. I was asked to create a custom version to replace the previous Flash based site in order to cater more towards the iPhone and iPad users particularly. This was written using Javascript and JQuery. Each graphic was produced in conjunction with the development of this new site as well. I also rebuilt the e-commerce portion of this website environment, bringing it over to a newer server technology.



PROJECT

Website

CLIENT

Upside Energy Management Inc.

SPECS

full screen desktop and mobile

SOFTWARE

GoDaddy Website Builder, Photoshop, Dreamweaver

RATIONALE

This website was put in place to introduce a web presence in advance of an upcoming tradeshow event and to help establish my client as the primary Canadian Distributor for Aircosaver. The business cards were also designed in conjunction.





PROJECT

Website

CLIENT

Montessori Innovations

SPECS

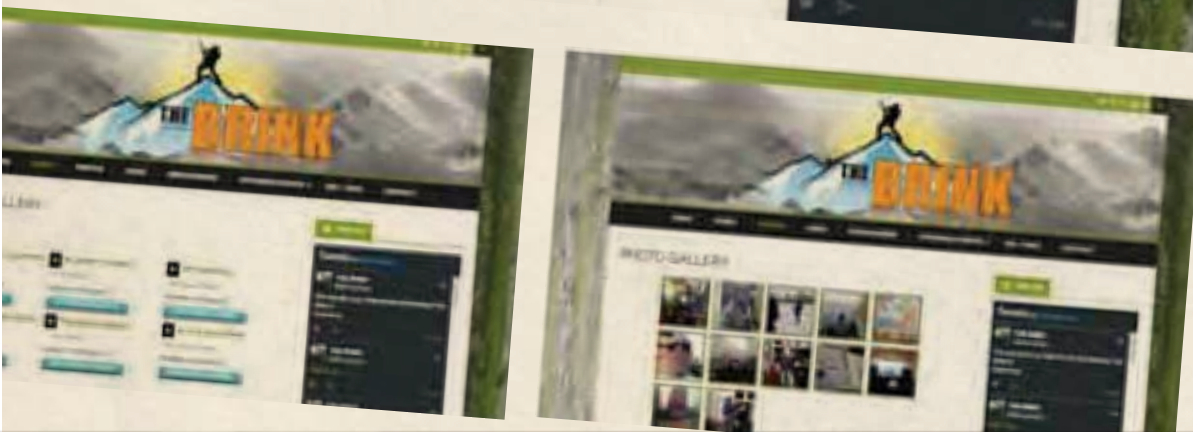
full screen desktop and mobile

SOFTWARE

Wordpress, Photoshop, Dreamweaver

RATIONALE

This website was built as a platform for a client who acts as a liaison to administrators, teachers and parents within the Montessori school system. It was designed with secure portals in mind for administrators to see other administrator profiles; teachers to see other teacher profiles and match these educators up to the parents more easily.



PROJECT

Website

CLIENT

The Brink Canada

SPECS

full screen desktop and mobile

SOFTWARE

Wordpress, Photoshop, Dreamweaver

RATIONALE

This website was built as a platform for this musician/music producer/recording artist to house a library of tracks for sale. This also provides a window into the individual's history, experiences and live events. After a crash course in coding, this client was granted some admin access, so design varies slightly from time to time. The site was moved over to better hosting and rebuilt after initial servers were compromised.



PROJECT

Website

CLIENT

Eleon Olive Oil

SPECS

full screen web and mobile

SOFTWARE

Illustrator, Photoshop, Dreamweaver

RATIONALE

This website was completely rebuilt to divert away from the previous Flash based version. One of the key focuses was to ensure seamless navigation. As a developer I try and approach it as a user and provide a solid web interface. The end result is something customized and unique.





PROJECT

Website

CLIENT

Avanti Massage Therapy

SPECS

1024 x 768 px

SOFTWARE

Photoshop, Dreamweaver, Flash

RATIONALE

This is a website designed for a high profile Massage Therapy clinic based out of a 5-star hotel in Downtown Toronto. This project was built entirely from the ground up, including the creation of a new logo which has been applied throughout the client's new branding strategy. This was my first official website build, long before I was introduced to the realm of CMS environments.





PROJECT

Emoji Illustrations

CLIENT

DIG Insights

SPECS

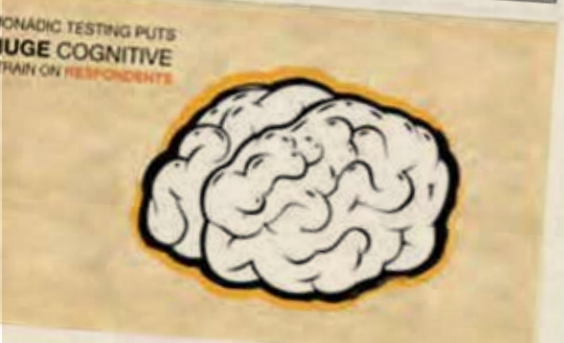
n/a

SOFTWARE

Illustrator

RATIONALE

A series of 22 illustrations I was asked to produce for a market research company. Each of these characters represent the corresponding member of their team. This is definitely one of the most fun paid creative projects that has hit my desk. There was a lot of collaboration between the client and myself, during the entire creative process to ensure these people were being well represented.



PROJECT

Digital Presentation

CLIENT

Coca-Cola

SPECS

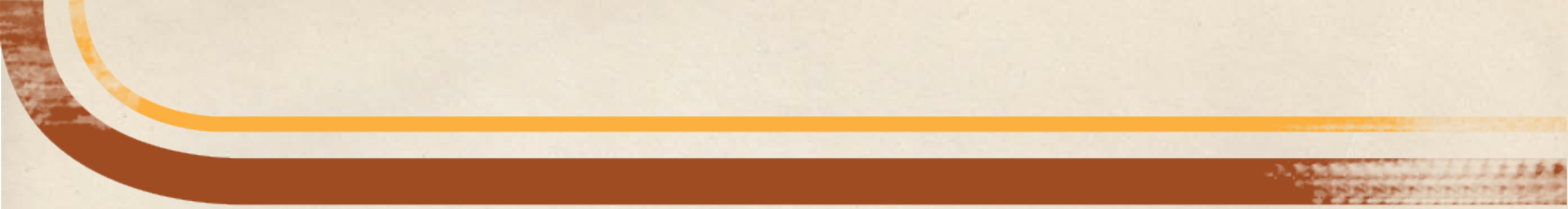
16:9 aspect ratio

SOFTWARE

Illustrator, Photoshop, Powerpoint, iMovie HD

RATIONALE

These are 6 stills (out of 20 slides) from 1 of 3 Powerpoint presentations I was asked to design and animate in preparation of an upcoming conference. This presentation was handled by DIG (my client) and Coca Cola (DIG's client), and was very well received on both sides.



PROJECT

Card Deck (swag)

CLIENT

DIG Insights

SPECS

n/a

SOFTWARE

InDesign, Illustrator

RATIONALE

These are sets of custom playing cards I designed as swag for a conference. There was a tight deadline on these but I made sure that production was on schedule every step of the way. The final product resulted in a really cool hand out for the attendees.



PROJECT

Icons for alcohol study

CLIENT

LCBO

SPECS

11" x 8.5"

SOFTWARE

Illustrator

RATIONALE

This is a series of illustrations I had produced for an alcohol study. These did not get used in the end (beyond my control) but were designed to represent different types of alcohol: whiskey; vodka; wine; spirits; tequila; gin; rum; beer; cognac; and scotch





PROJECT

Augmented Reality

CLIENT

James Kinney, BSc; MTs; Adobe Education Leader;
🍏 Distinguished Educator

SPECS

n/a

SOFTWARE

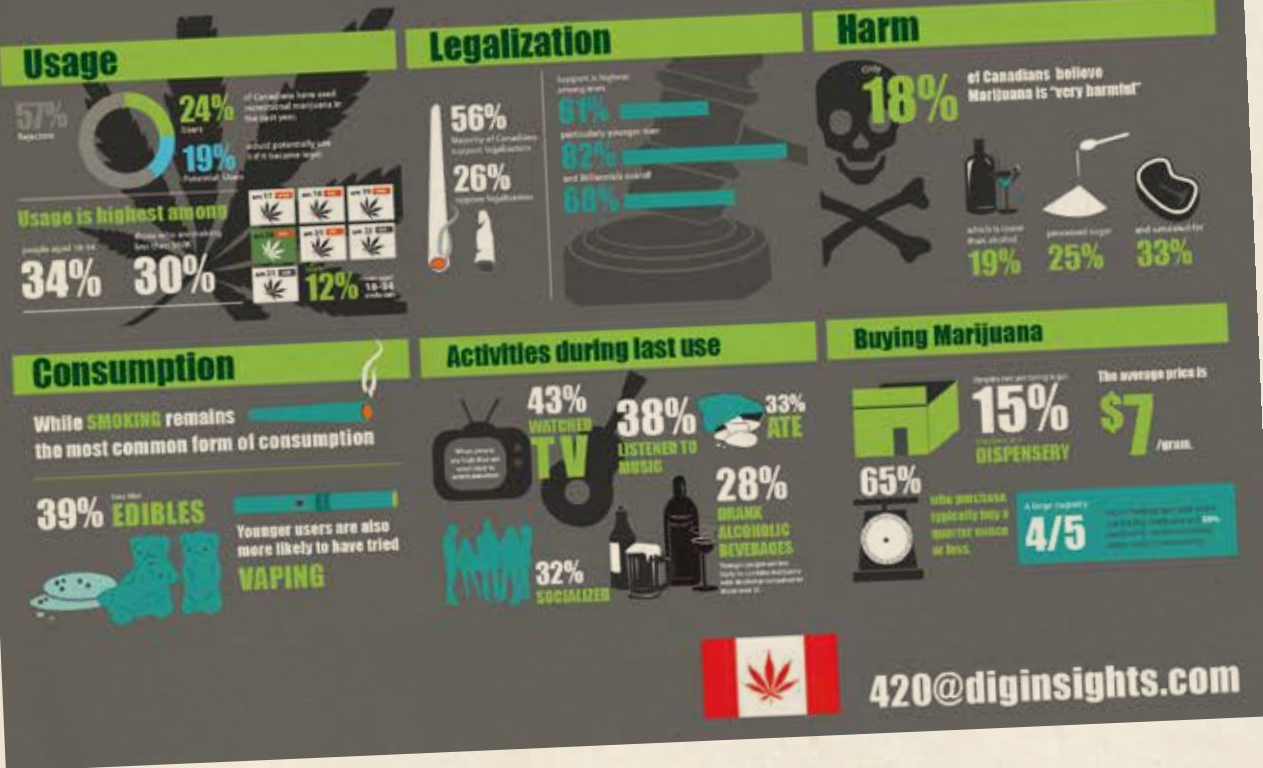
Illustrator, Photoshop, After Effects, iMovie HD

RATIONALE

These are a few stills from a 1 minute animation I produced for an augmented reality project. This was a collaborative effort and was to become a published piece in the form of an educational book that teaches us about the different elements of graphic design in a whimsical way.

CANNABIS CULTURE REPORT

Canadians Believe Sugar And Saturated Fat Are More Harmful Than Marijuana



PROJECT

National Study for Recreational Cannabis

CLIENT

DIG Insights

SPECS

11" x 8.5"

SOFTWARE

Illustrator, InDesign

RATIONALE

I produced this series of infographics in line with a national study on recreational marijuana users across Canada and the US. This material reached various media outlets.



PROJECT

Digital Applications II — Car Render

CLIENT

George Brown College, 1st year • 2nd semester

SPECS

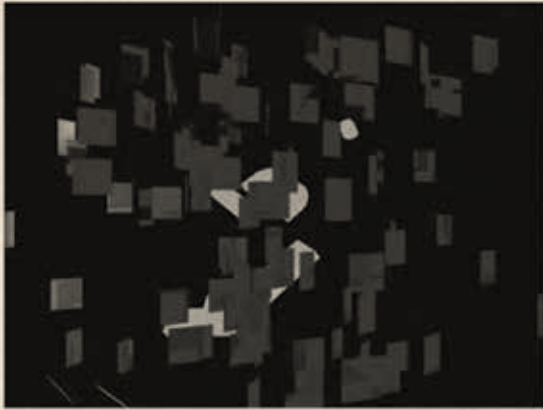
17" x 11" print size

SOFTWARE

Illustrator

RATIONALE

The following piece was an intensive exercise in advanced vector graphics. Techniques included using the gradient mesh tool, and was entirely constructed using the pen tool, and various layer effects.



PROJECT

Multimedia — HBO TV station ID

CLIENT

George Brown College, 3rd year • 5th semester

SPECS

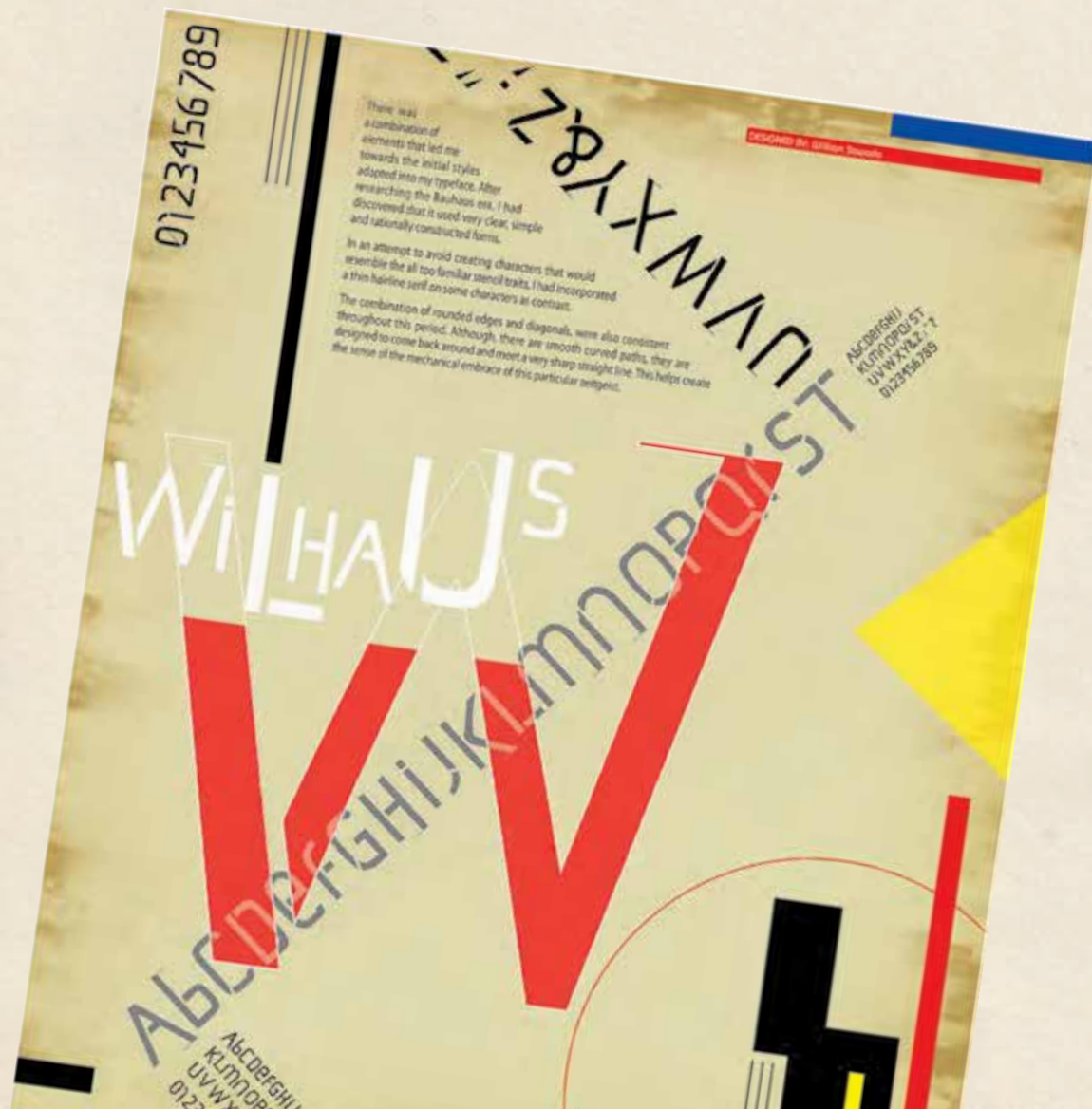
720 x 480px NTSC DV standard

SOFTWARE

After Effects,

RATIONALE

These frames represent still shots of a TV station ID concept I produced as a pseudo mockup for HBO. The 3D objects were also created within After Effects, then sound and light was introduced. This sequence was designed with a fractal and futuristic style in mind.



PROJECT

Typography III — “Unicase Alphabet” Poster

CLIENT

George Brown College 2nd year • 3rd semester

SPECS

18” x 22” cut size

SOFTWARE

Illustrator

RATIONALE

This was one of a number of selected pieces, which was displayed in the School of Design display cabinet. {typeface rationale is integrated as part of graphic content}



PROJECT

Typography III — “Flip Book”

CLIENT

George Brown College 2nd year • 3rd semester

SPECS

8” x 8” finished size

SOFTWARE

InDesign

RATIONALE

The following series of images are samples of various spreads within a book, that was created with the Bauhaus influence in mind. This was also used to showcase the Unicafe alphabet which was developed alongside.



PROJECT

Guache Painting

CLIENT

College Project

SPECS

n/a

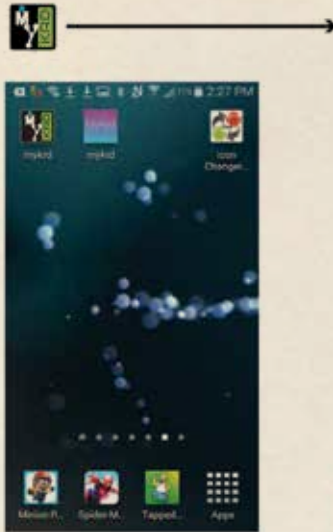
SOFTWARE

n/a

RATIONALE

This painting was an exercise in using gouache. This is where I developed a strong affinity for this medium. The image of the woman is based on a magazine photograph as reference, which I transposed into a monochromatic graphic representation with a greyscale background.

APP ICON - mockup

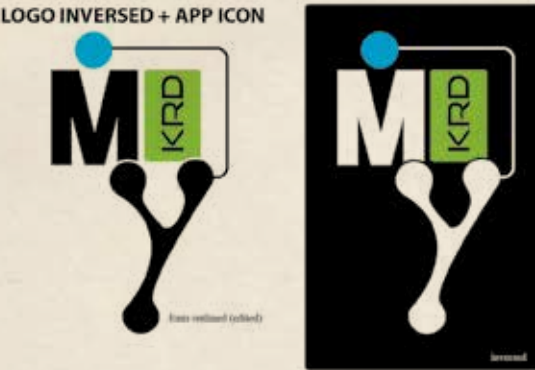


This app icon was designed in a way to maintain the integrity of the accompanying logo. Rather than using a related symbol, I felt if the logo could still be legible and recognizable at this size, that would be ideal.

The position of the elements have been altered slightly to ensure the KRd stands out.

I ran multiple tests on my Samsung Galaxy phone and this was the final result.

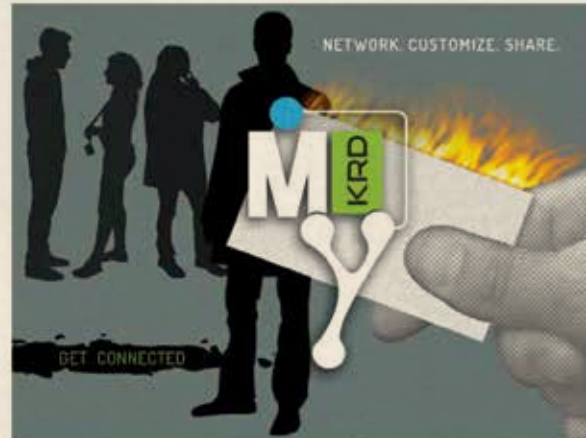
LOGO INVERSED + APP ICON



I am presenting two versions, to show that the logo is adaptable without losing away from the overall impact. It provides the option of putting the logo against a darker background depending on the other marketing collateral that comes into play. The colour palette for this logo is essentially 3 colours with white being the odd man out in the case of the inversed version.



SPLASH PAGE



Actual size: 1024 x 768

FONTS
(license agreements for commercial use included in packaged folder)

Dosis-Light
Dosis-Semibold

PROJECT

Logo Design + Splash Page

CLIENT

MyKRD

SPECS

splash page 1024 x 768 px

SOFTWARE

Illustrator, Photoshop

RATIONALE

This is a proposal I put together for a logo design competition. Unfortunately, it did not win but was definitely in the running among a few hundred entries.

