



Art Director / Designer
THE BIG BOOK!

TAKE AWAY

ITS ALL ABOUT THE IDEAS!

If there's one thing I want you to leave with, it would be this...
Whether its logo design, marketing, presentations, the creative
solution is always about 'the idea' and I've got those in plenty.
Let's take a walk !



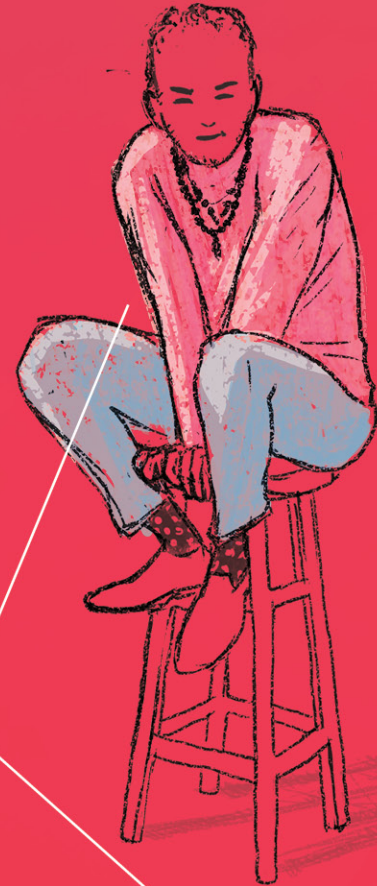
THE RECENT BUSINESS



Veritas Communications and M&P

'We Influence the Influencers'

Through innovative collaborations with influencers, the agency is a trailblazer in the realm of social, digital and influencer marketing. To name a few clients, Microsoft, Revlon, Canadian Tire, Subway, Huggies...



BOWLWAY with SCOTTIE BARNES

On Subway's Refresh campaign, we worked with Scottie Barnes to create an evening out to promote the new Subway bowls. I helped with visual asset creation, social post design and photo editing. Mailers, postcards and other print assets were also designed.



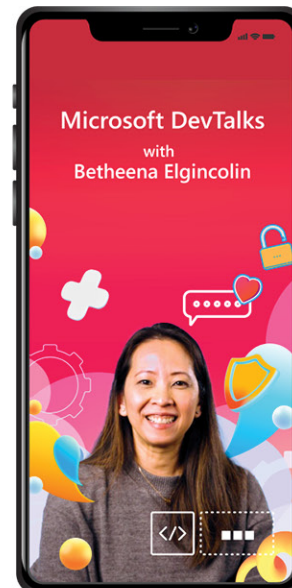
Artwork, photography,
illustration, social posts...

Bowlway was just the tip of the iceberg. Working on the Subway account, I created and helped on a plethora of deliverables for the many activations. Most of which can be seen on Subway's social page.



Corporate design, info graphics presentations, editorial and print

... and annual reports, social posts, web banners and marketing.
What a privilege it was to design for MICROSOFT CANADA !



MICROSOFT IS EMPOWERING EVERY PERSON AND EVERY ORGANIZATION ON THE PLANET TO ACHIEVE MORE



Microsoft's cloud services empower tens of thousands of Canadian organizations of all sizes

\$19B in revenue generated annually by Microsoft cloud customers



Local sustainability

Microsoft cloud is up to 93% more energy efficient and can result in 98% lower carbon emissions than traditional enterprise data centers.



We've supported nearly 3,500 Canadian startups through Microsoft programs



Empowering Communities

In 2021



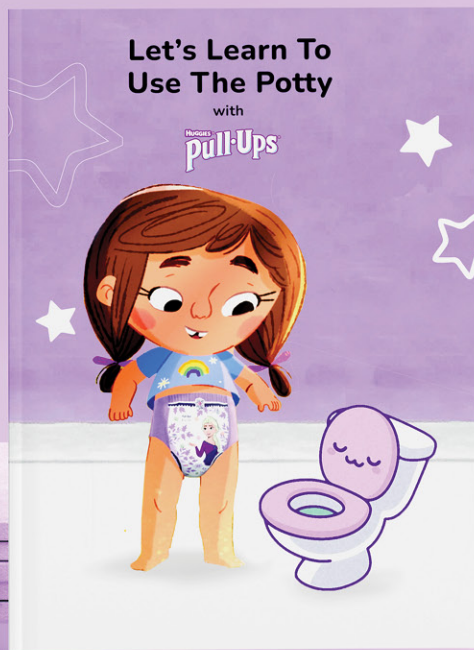
BY REPORT: <https://www.microsoft.com/en-ca/solutions/nonprofit/2021>

Microsoft



Artwork, photo editing,
illustration, social posts...

..for their three brands, Huggies, Pull Ups and Goodnites. In addition I helped with photography and being on set to film with influencers for social content. The highlight of the work was creating the logo for @GROWWITHUS and their social / instagram look.

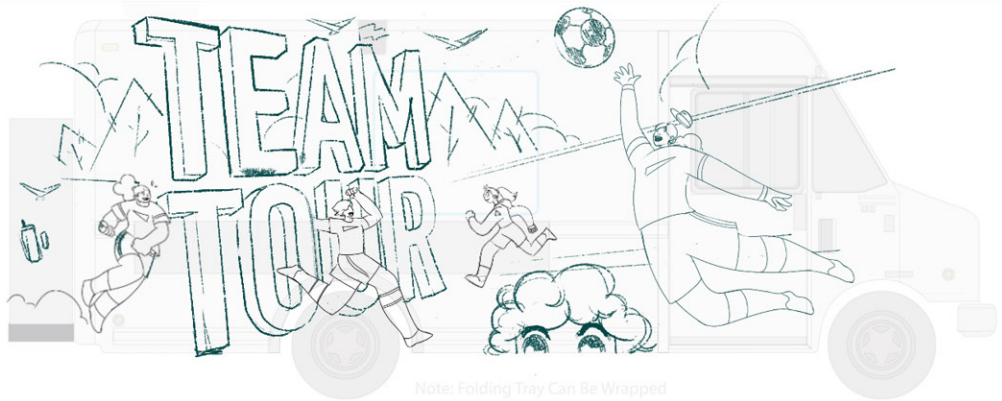


INSTAGRAM
STICKERS



brand activation, illustration,
vehicle wrap, editorial design

Created and illustrated the look and feel for the activation of the summer
tour of SportChek's Team Tour bus. From sketch to final.



brand activation, illustration, vehicle wrap, editorial design

Created and illustrated the look and feel for the activation of the summer tour of SportChek's Team Tour.



PITCH MOCKS

mock ups and concept art

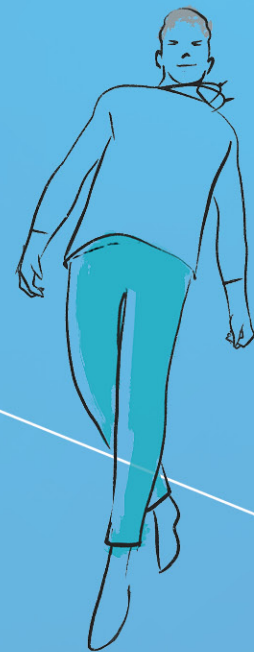
Some examples of concept art and mocks designed
as part of campaign and brand activation pitches.



BRANDING AND IDENTITY

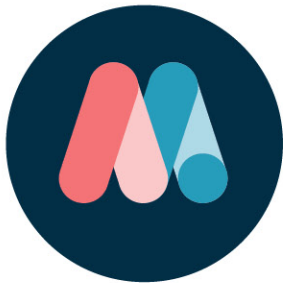
**SMALL BRANDS !! BIG BRANDS !!
ALL BRANDS !! I LOVE BRANDING!!**

I love everything about it. From creating logos and icons, to creating entire identities and brand books.



GROWTH IN QUARANTINE

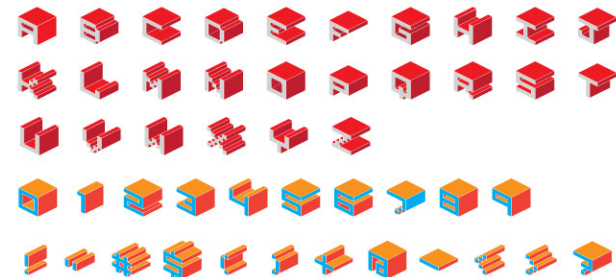
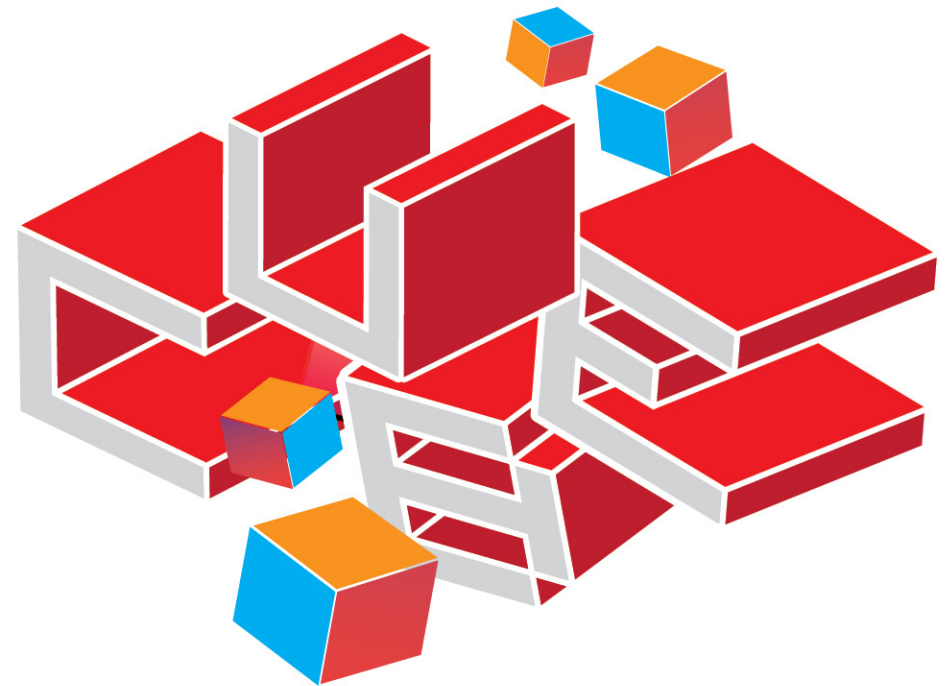
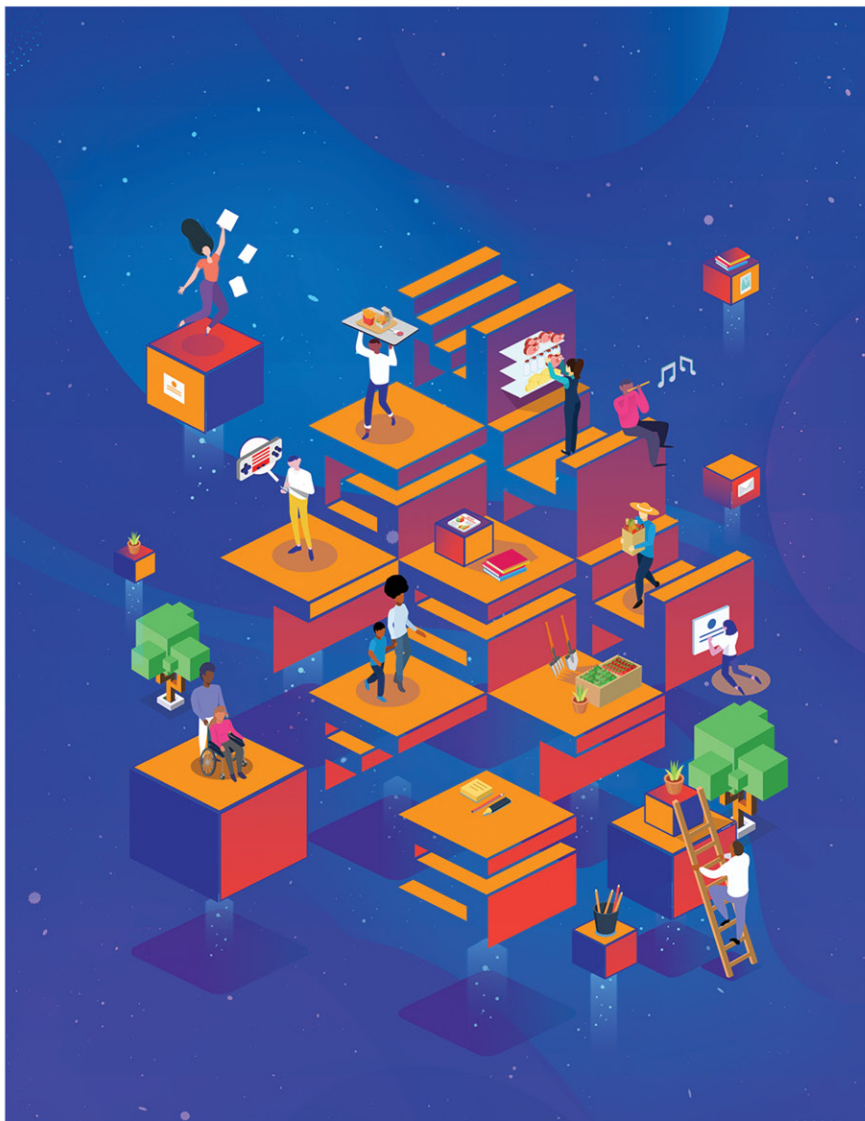
It was awesome to see, and be part of growth while we were in quarantine. The library is large but here's a sample of some identities I helped realize in this period. Most Notable are the first two in **MEDNOW** and **Planeterra**.





typeface design, poster art, logo, website, site illustration

A fun project where I got to create a 3D typeface that I then converted into a poster shown below. This was the look for the 2019 Maywork's festival for people and the arts.



THAT ROSE BRAND (PERSONAL)

fashion design, illustration

A personal project of fashion, and jewelry design.



RSE LOOKBOOK / 20-BEYOND

SAY IT IN **BLACK**

ABOUT
Black (medium) / Flame / Light
ONLINE
www.RSE.com/black
PRICE
\$100

COLORS AVAILABLE



DESCRIPTION

Black
Black
Black

Black (medium) / Flame / Light



CONCEPT LOOK BOOK

READY? SET! TWEENDE KAZI

Black (medium) / Flame / Light



LOCATION

Toronto

ABOUT

Gold

THE CONCEPT

Concept of a person

ABOUT

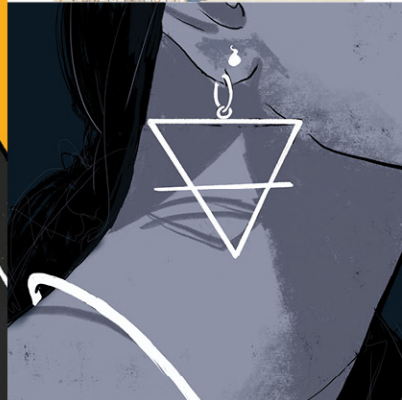
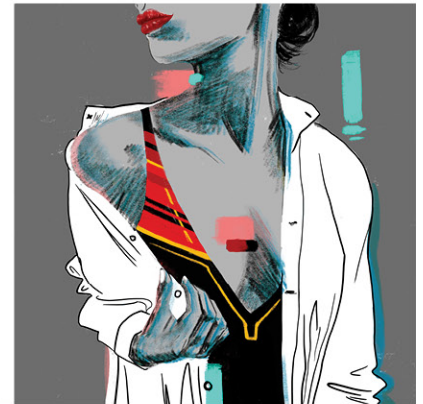
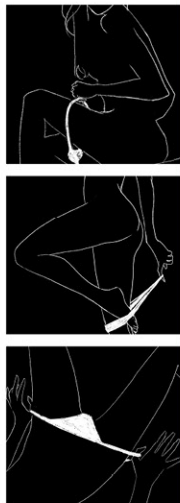
Gold jewelry inspired by art and

the spirit of social and community



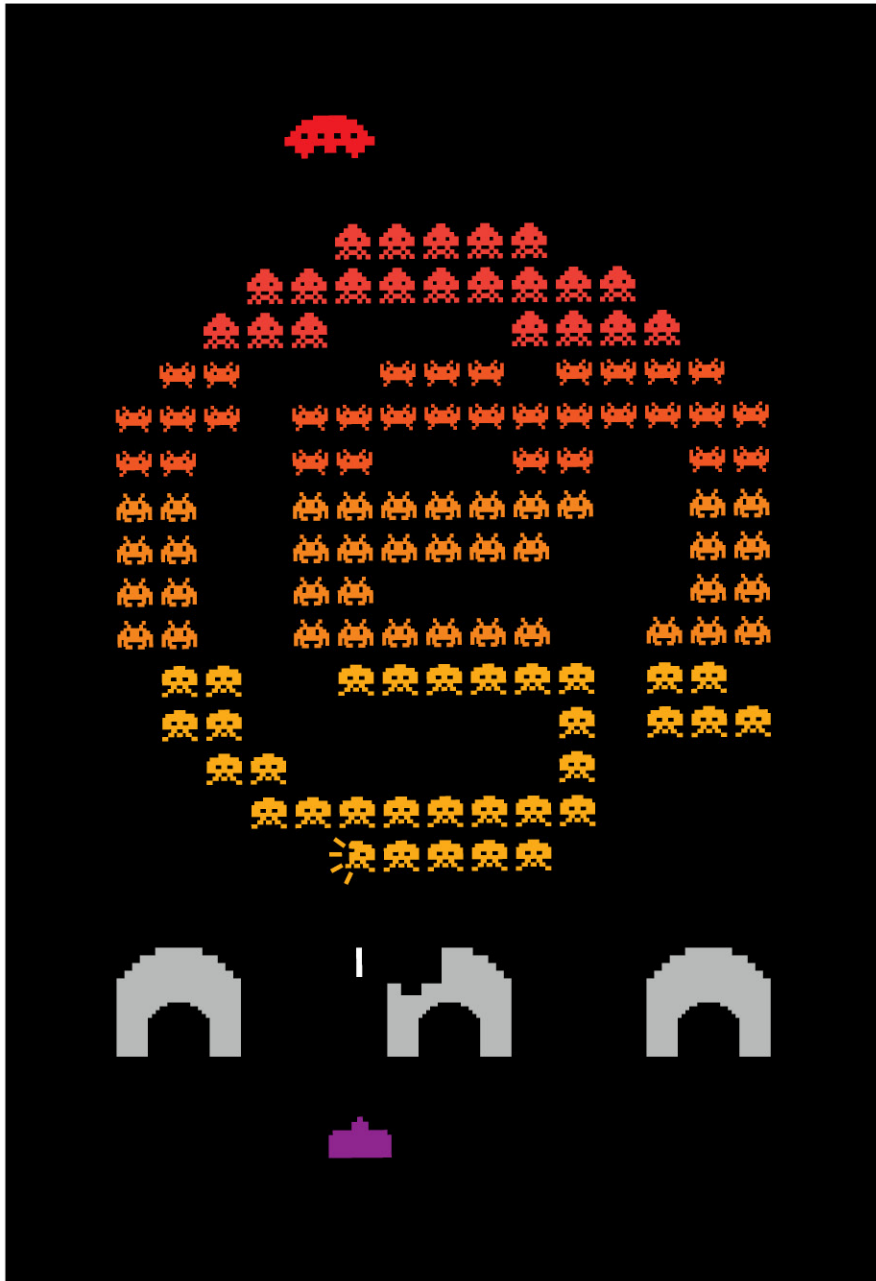
RSE LOOKBOOK / 20-BEYOND

MODE: **CAUSE & EFFECT**



legacy

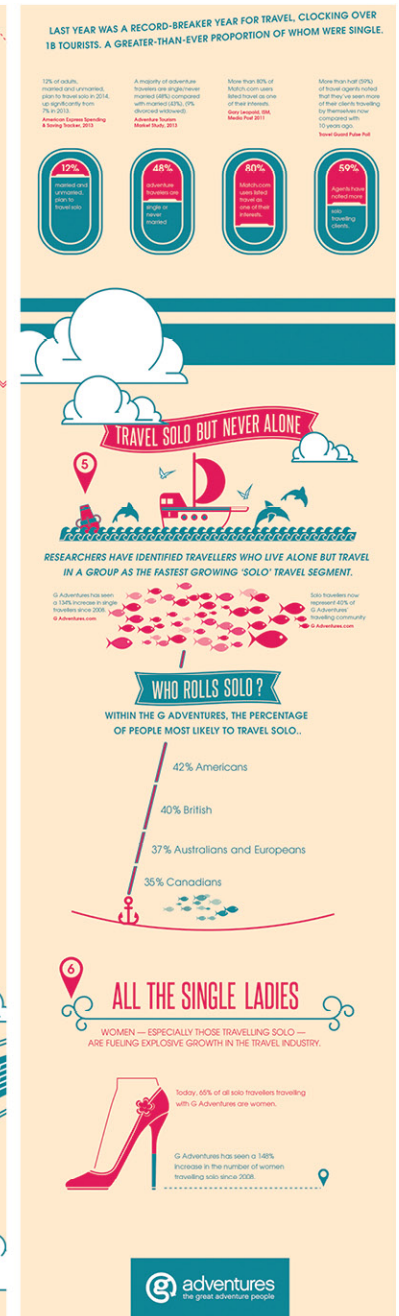
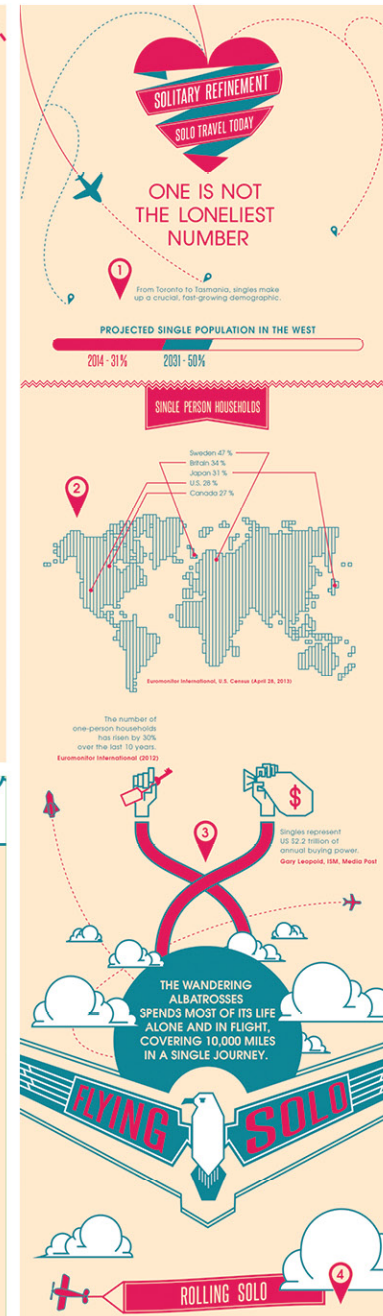
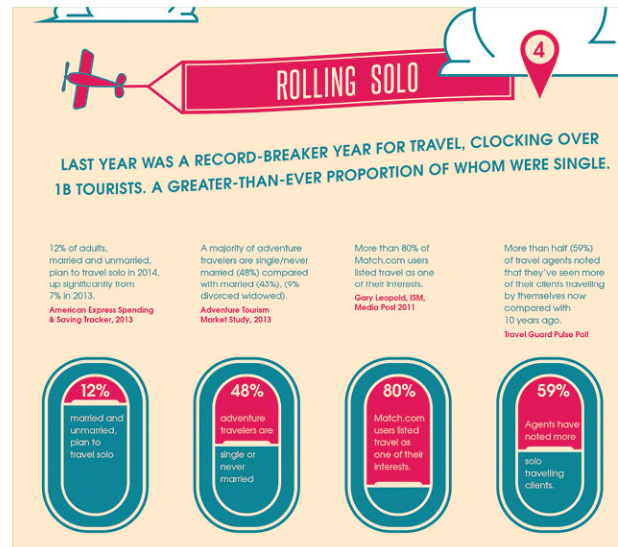
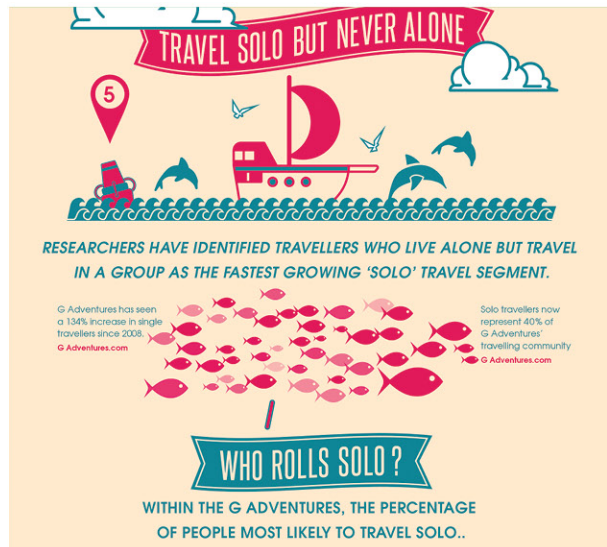




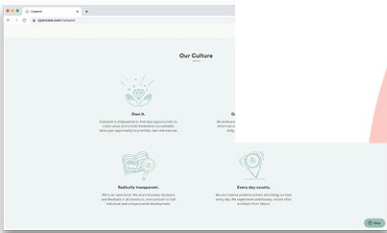
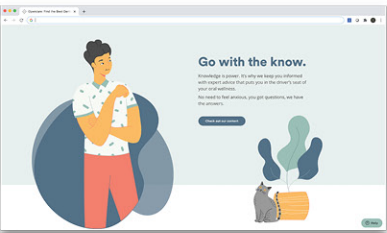
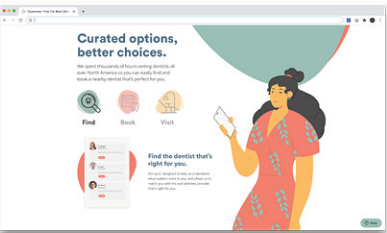
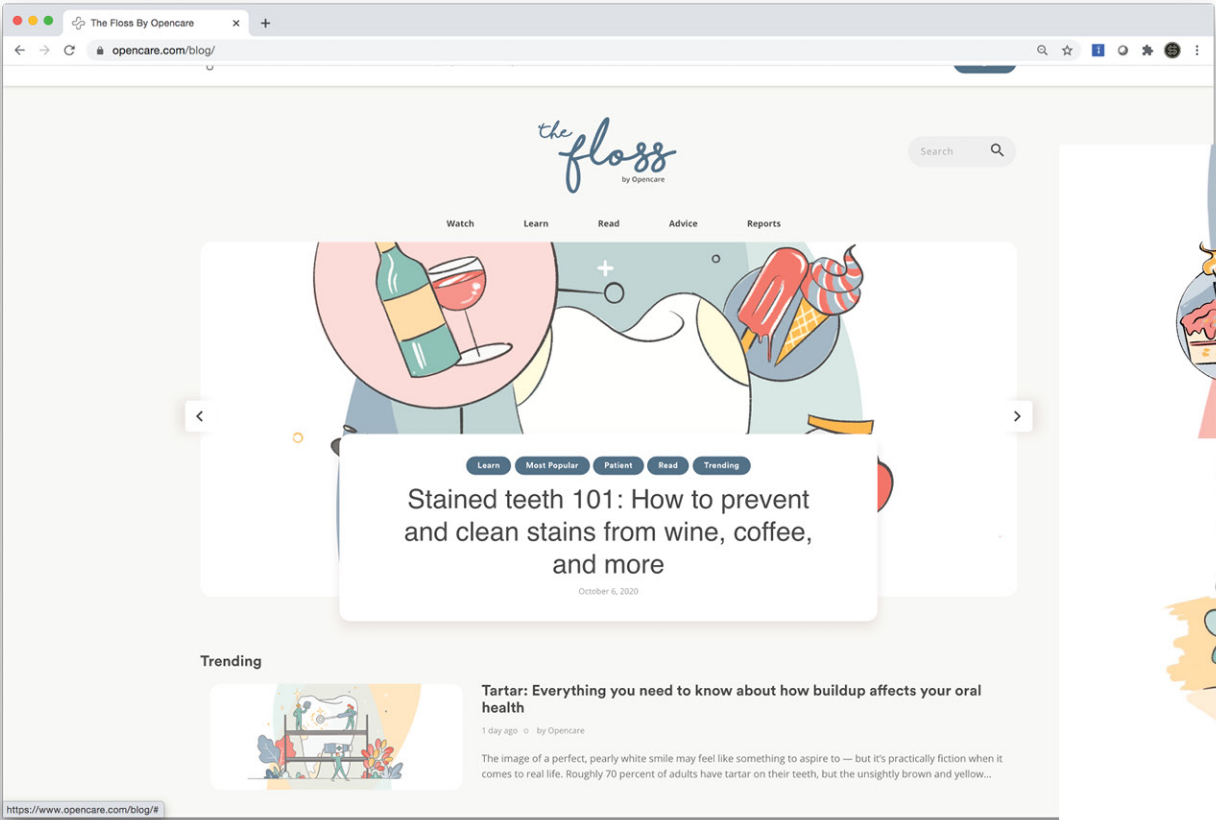


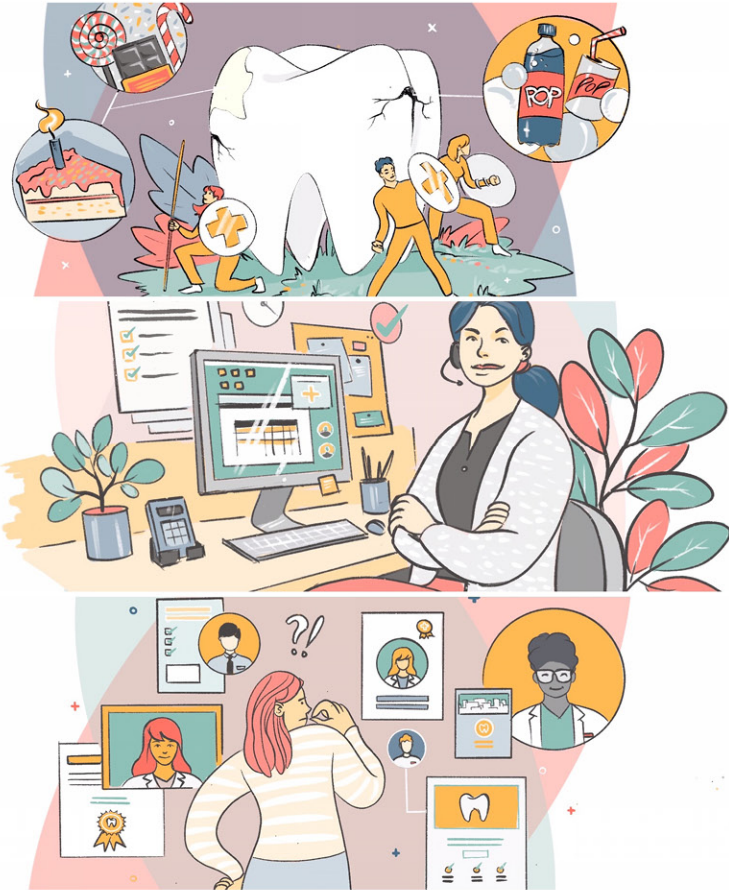
G-NORMOUS





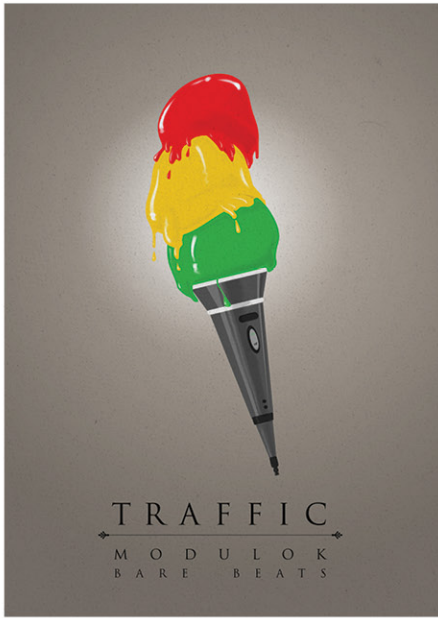
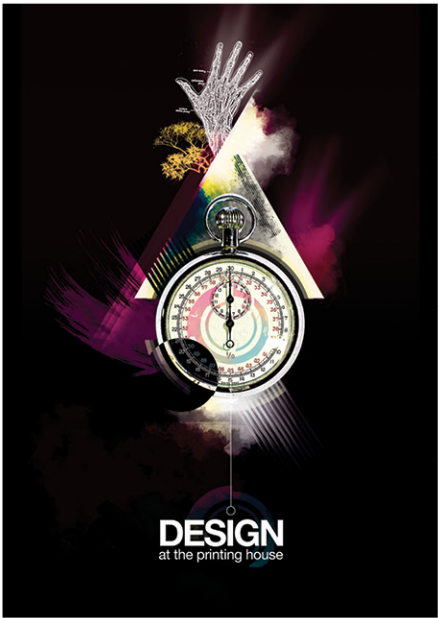




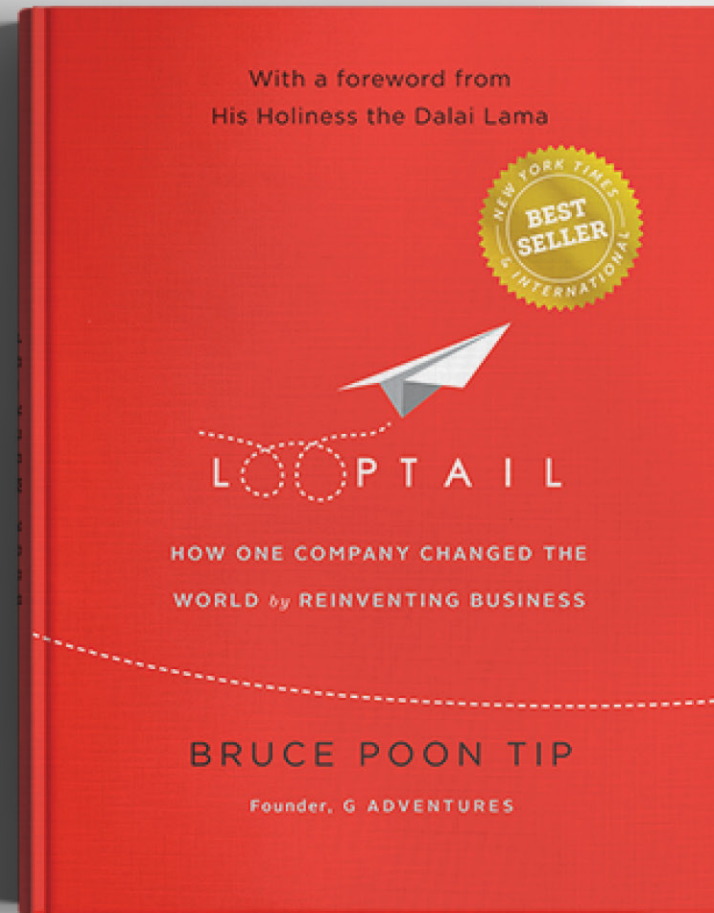








BOOK COVER DESIGN - LOOPTAIL (BEST SELLER !)



ALBUM COVER



type play /
illustration

LUCIO NON URO - I SHINE I DO NOT BURN



WORD-A-DAY



Reporting



Synthesis



Hindsight



Binary



Now



Power



Leader



Lock



Worthy



Grave



Stole



Mystic



Unity



Champion



Parrot



Divine

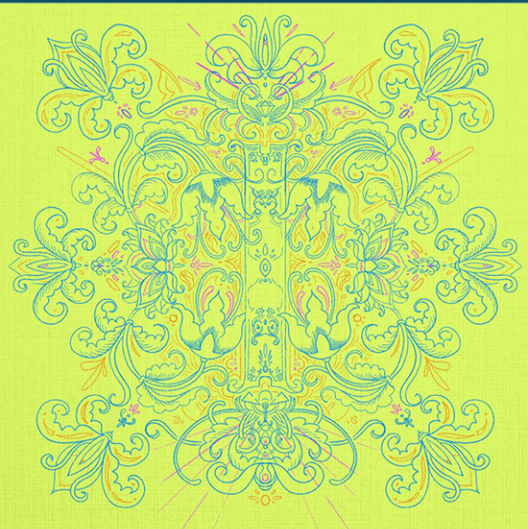
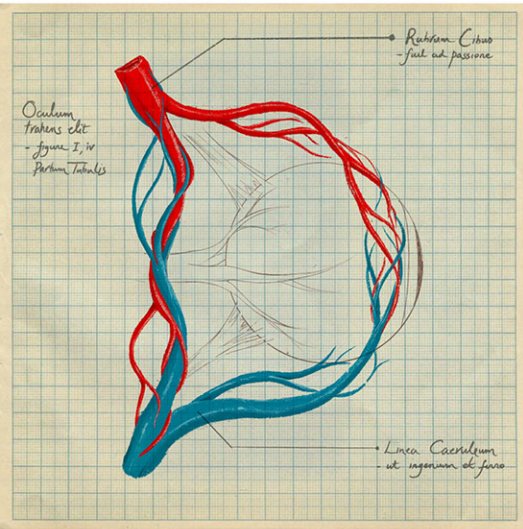
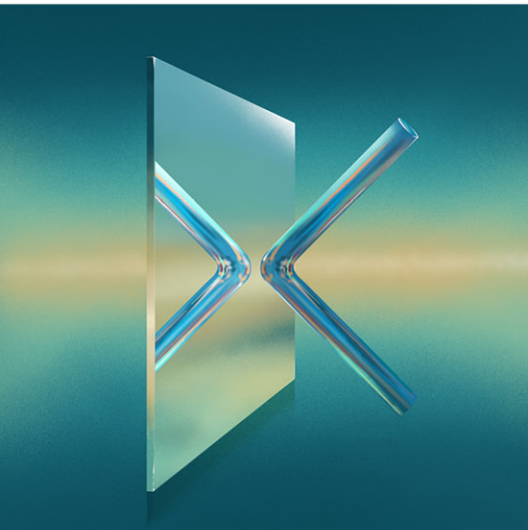
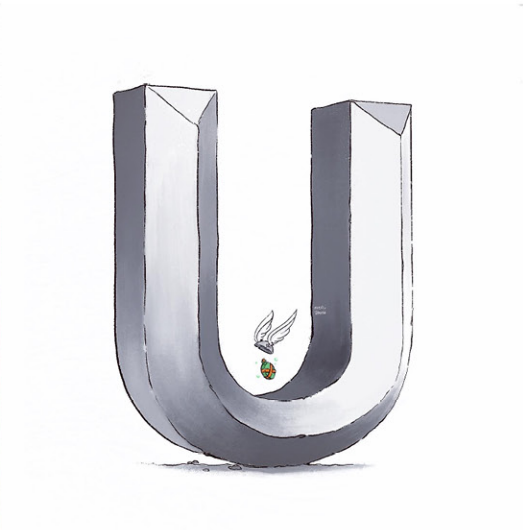


Worship

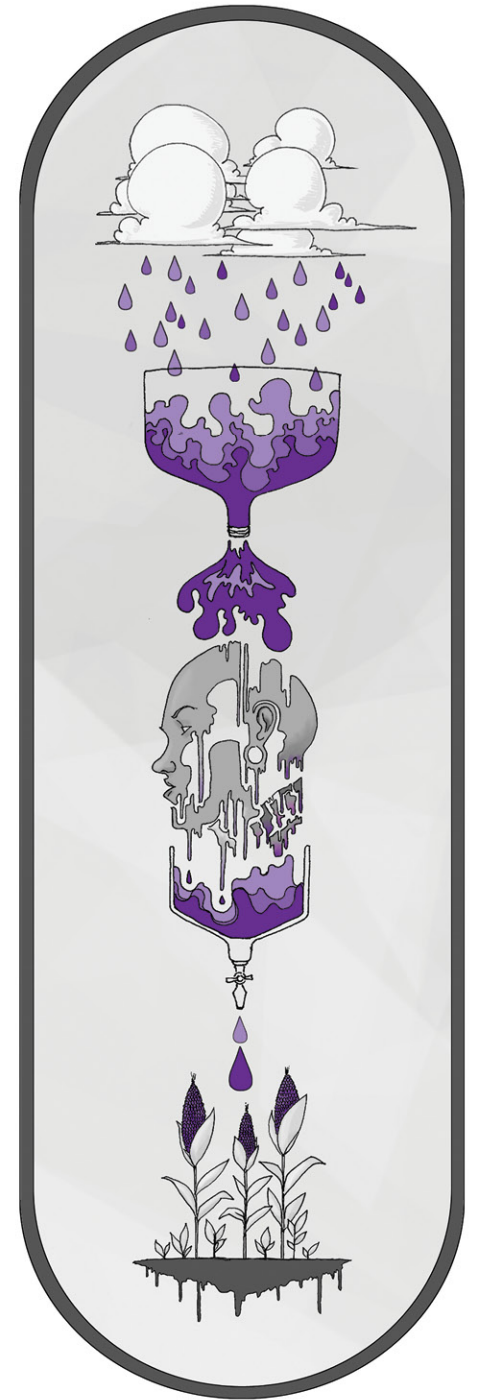
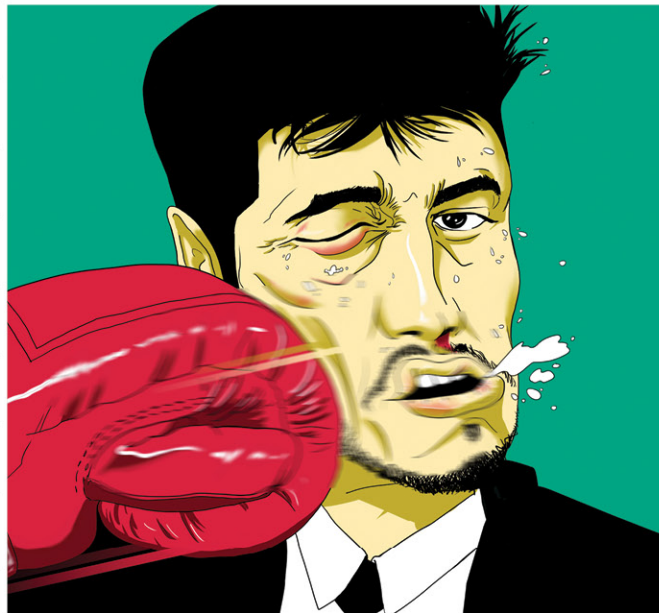


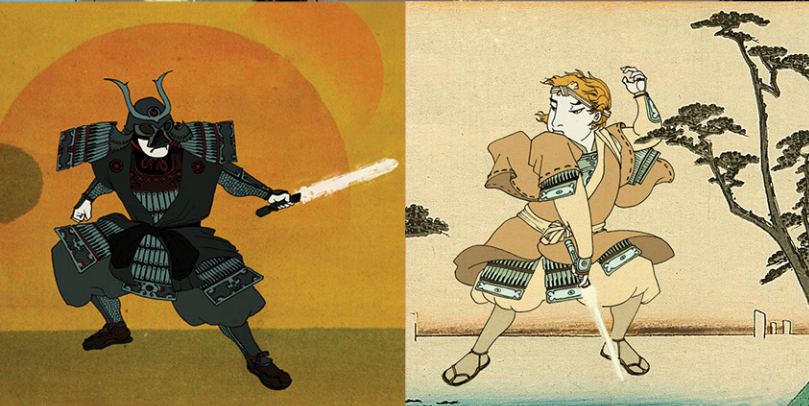
DNA

DAYS OF TYPE











thank you !