



Art Director / Designer
PORTFOLIO

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

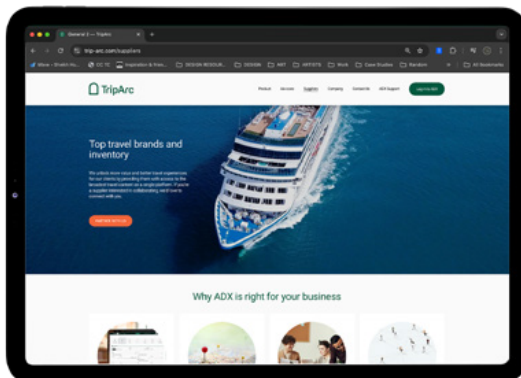
Some highlights of my most recent work. Primarily focused in re-branding and corporate design. These pieces show how I rethink a brand's identity from the ground up and experiment my way towards a clear, modern look and feel.



Re-brand, corporate design, marketing and art direction.

TripArc is a travel technology company whose industry-leading booking solution unlocks the potential of travel professionals providing more pathways for revenue generation.

They've gone through a re-brand and my responsibilities were to help them in their transition by unifying and updating their internal communications, and commercial / marketing collateral. This included presentations, icons etc. to social banners, their website and interactive displays to name a few.



Branding and concepts

Mizan is a scale in arabic. This up coming cafe / bakery in Nairobi, is a place to relax and find balance in the city.

I designed the logo drawing on the imagery of a coffee drop and working it into the shape of a traditional arabic coffee pot to emphasize the arabian theme. The arabic calligraphy spells out Mizan.



The Sweet Spot

Re-brand and packaging design

The Sweet Spot is a popular bakery with over 40K followers, serving cakes and cupcakes across Nairobi. They reached out for a re-brand as they look to start the next stage of growth by opening their first stores and collection depots.



Veritas 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

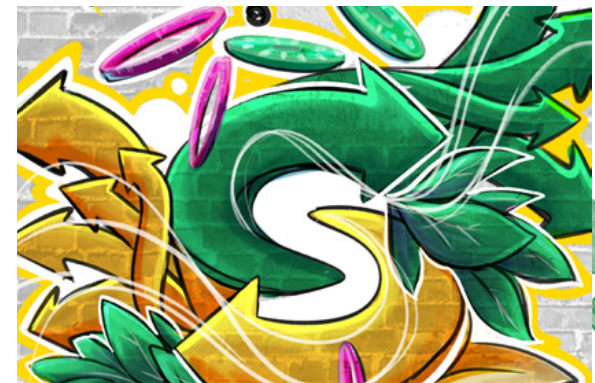
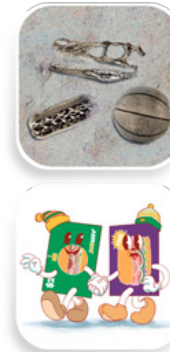
On Subway's Refresh campaign, we worked with Scottie Barnes to create an evening out to promote the new Subway bowls. I helped with visual asset creation, social post design and photo editing. Mailers, postcards and other print assets were also designed.





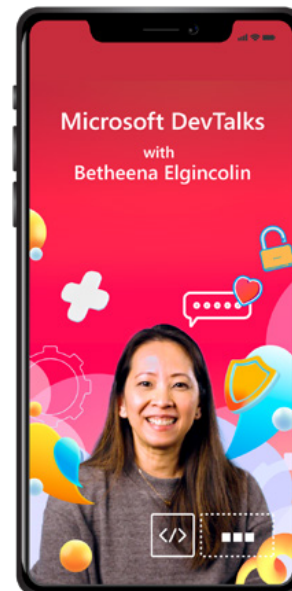
Artwork, photography,
illustration, social posts...

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



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.

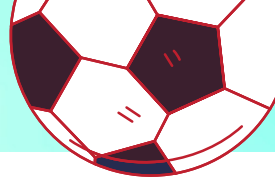


brand activation, illustration,
vehicle wrap, editorial design

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



Note: Folding Tray Can Be Wrapped



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.



Icon and Brand Design

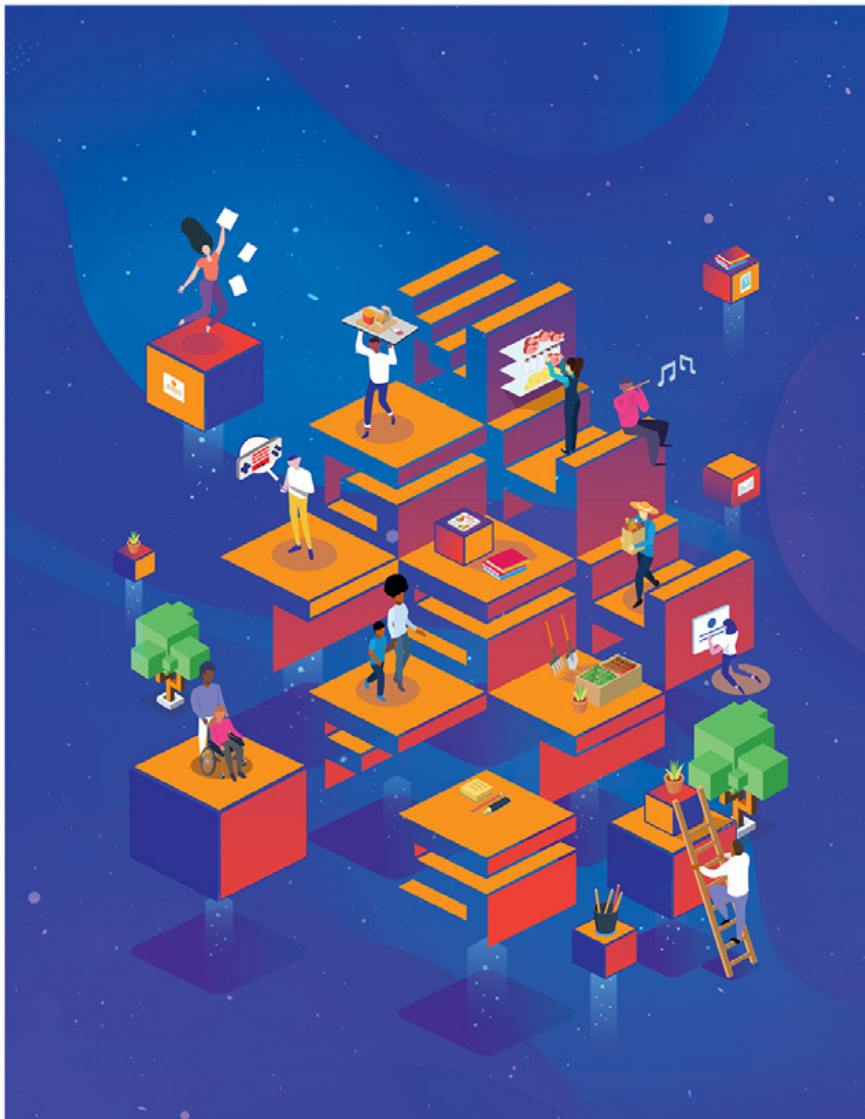
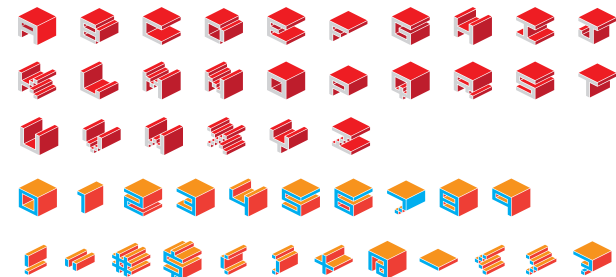
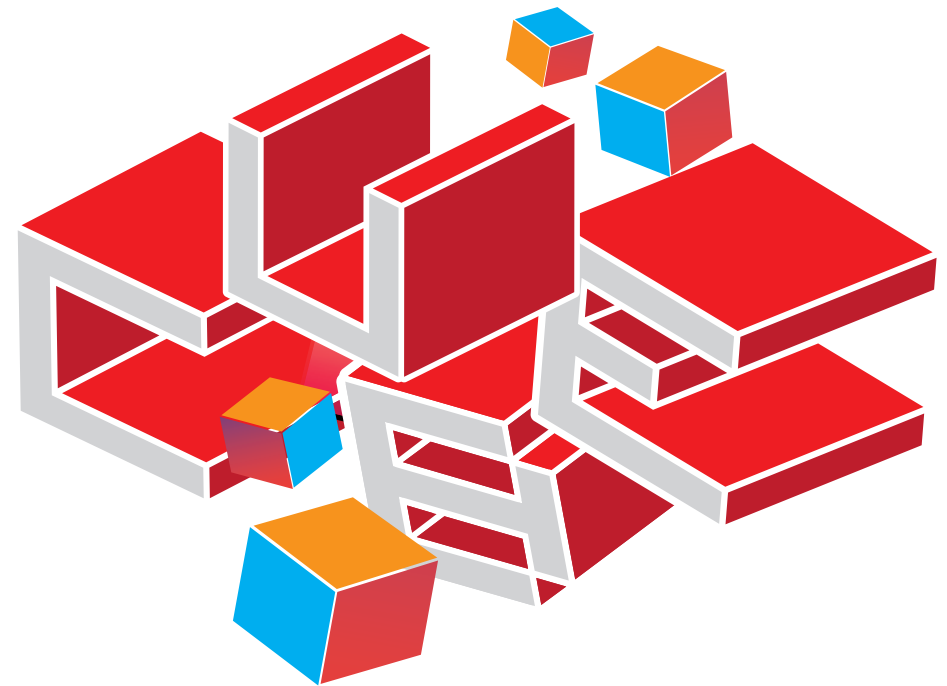
It was awesome to see, and be part of growth while we were in quarantine. The library is large but here's a sample of some identities I helped realize in this period. Most Notable are the first two in **MEDNOW** and **Planeterra**.





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.



legacy



G Adventures



Sail South America
Save big on the cruise of a lifetime

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Sail South America
Save big on the cruise of a lifetime





January SALE

Save big on your adventure in 2016

LEARN MORE >



Sail South America
Save big on the cruise of a lifetime

LEARN MORE >



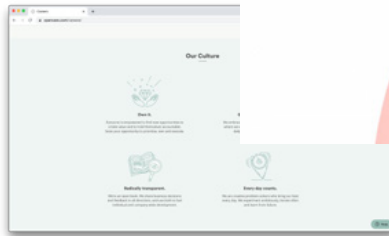
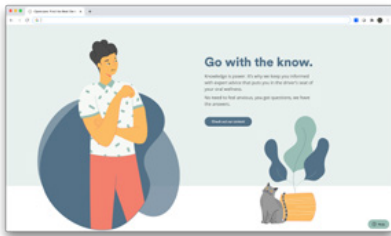
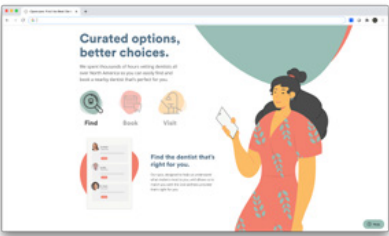
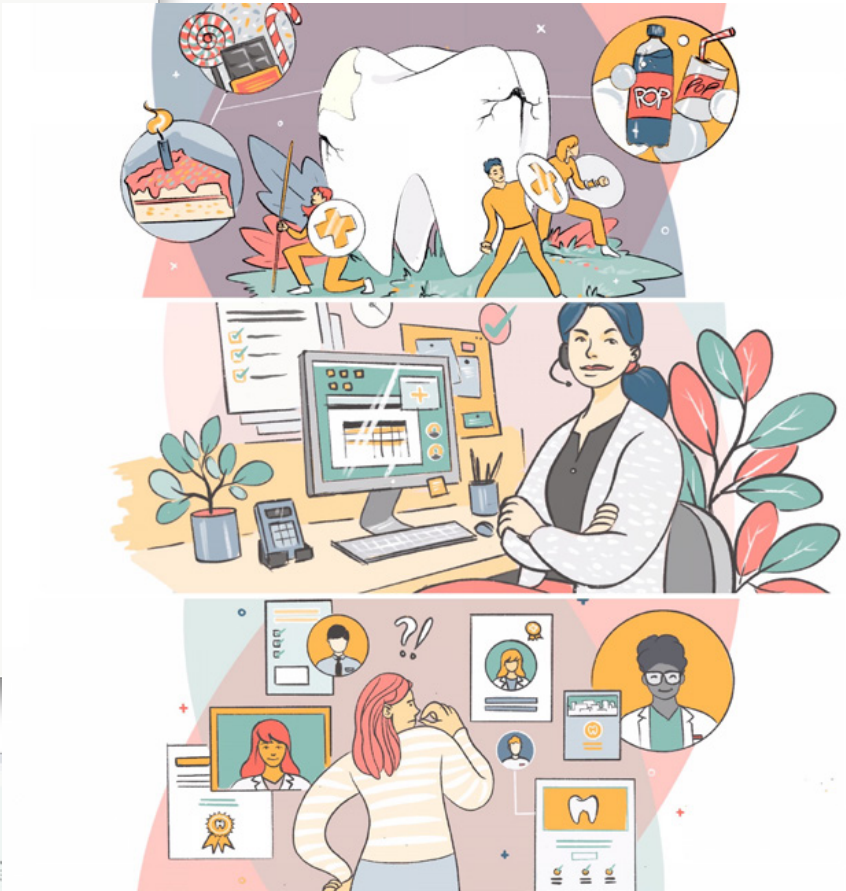
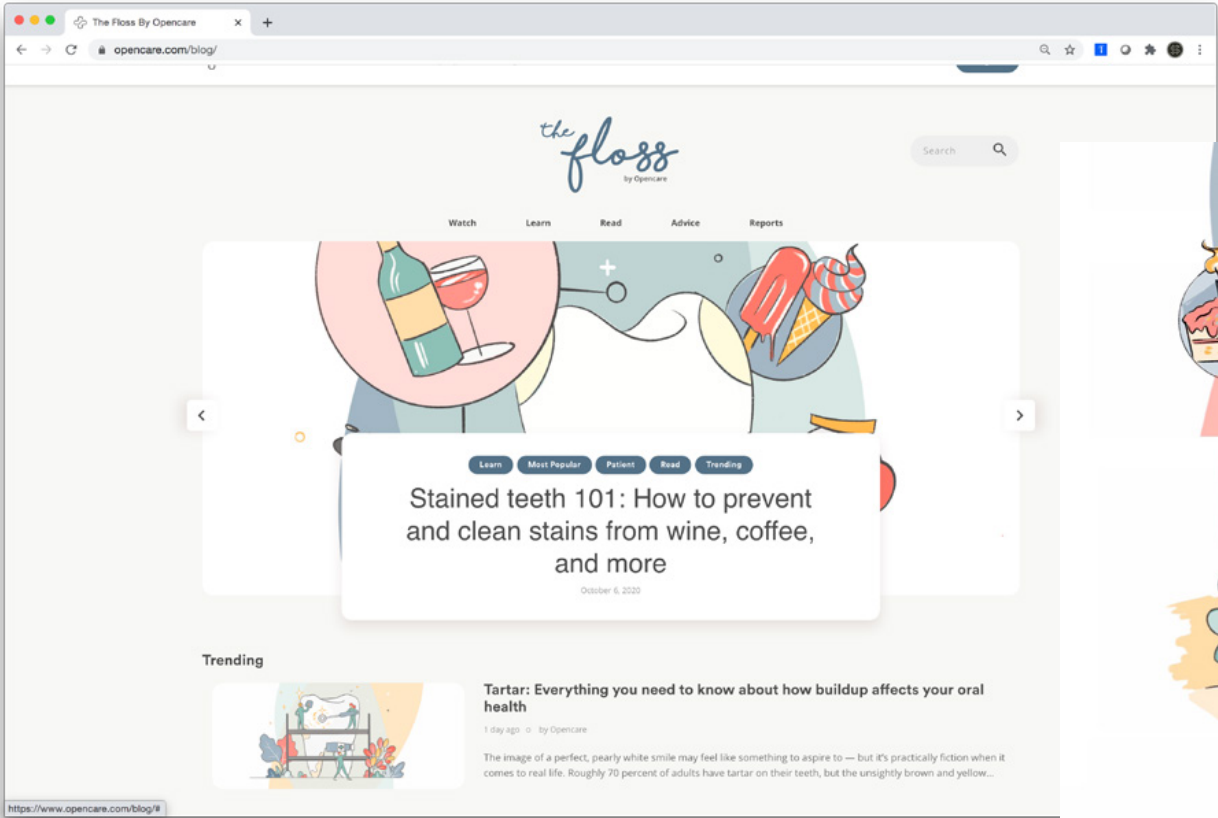


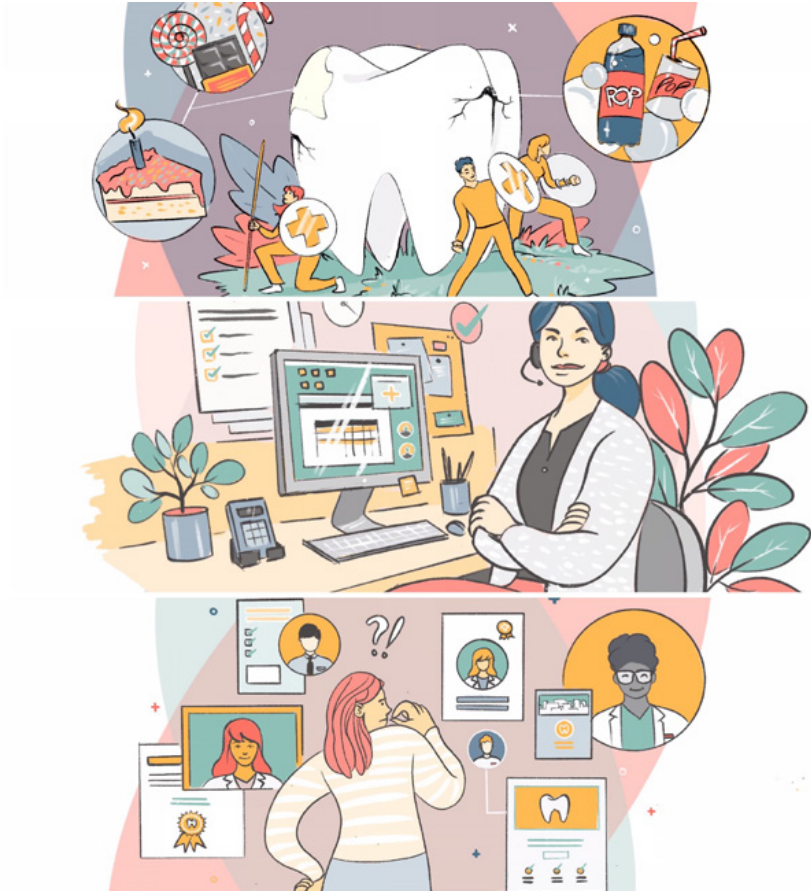


G-NORMOUS





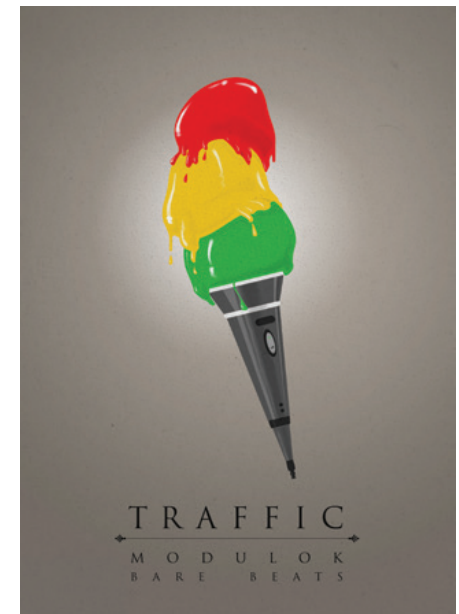
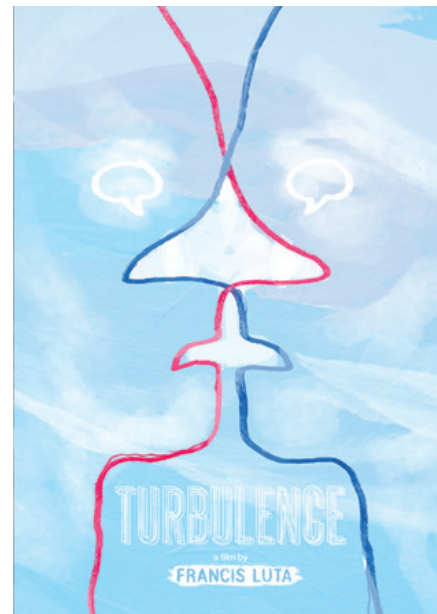




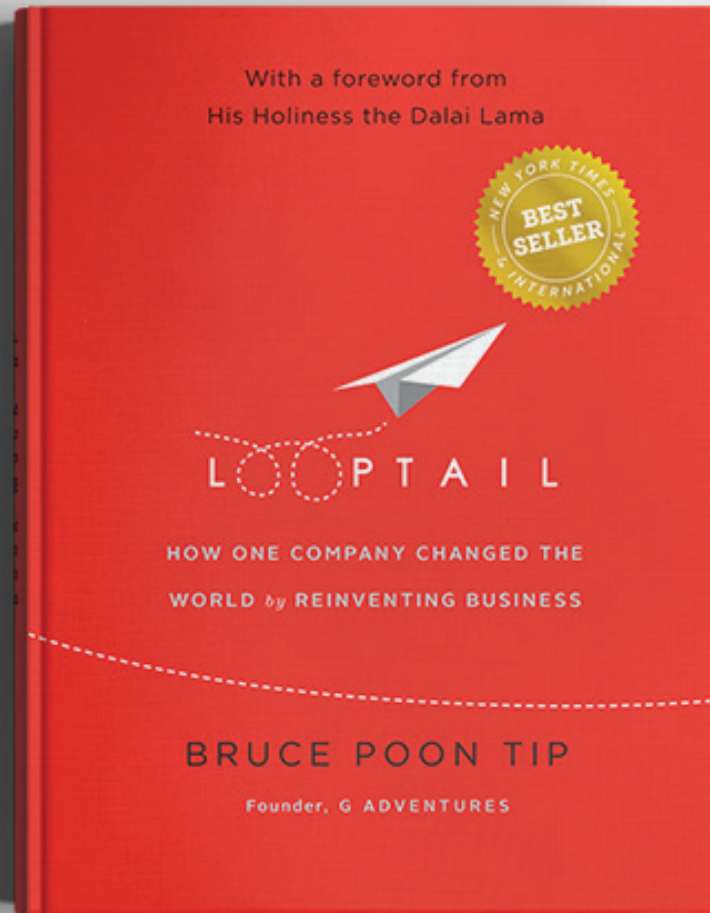




POSTERS



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

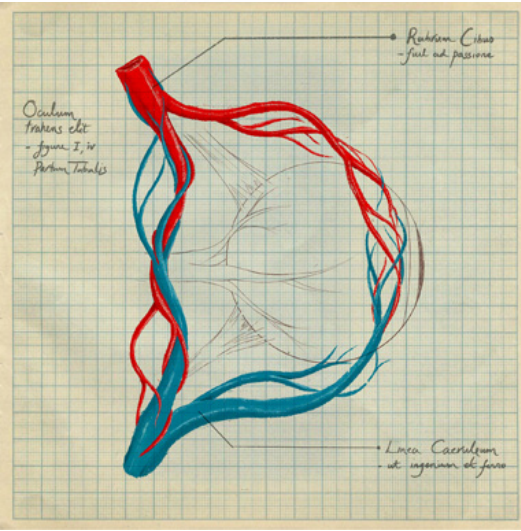
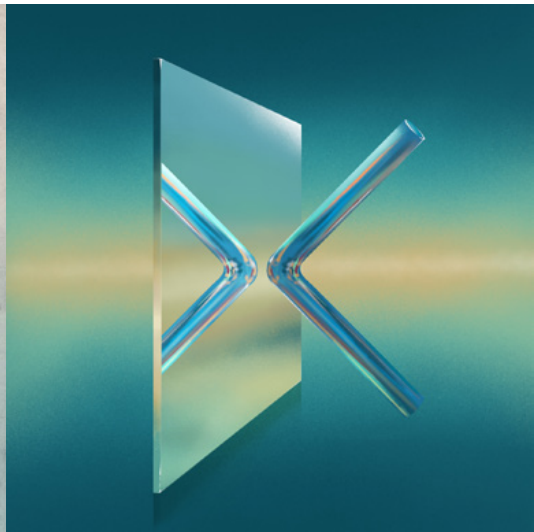


Worship

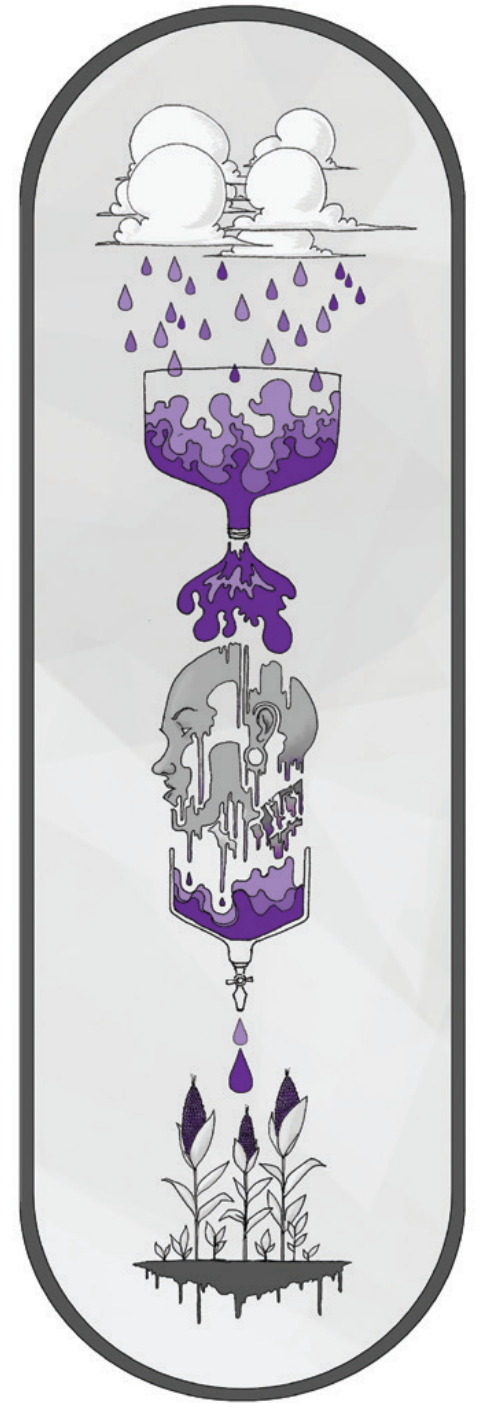


DNA

DAYS OF TYPE











thank you !