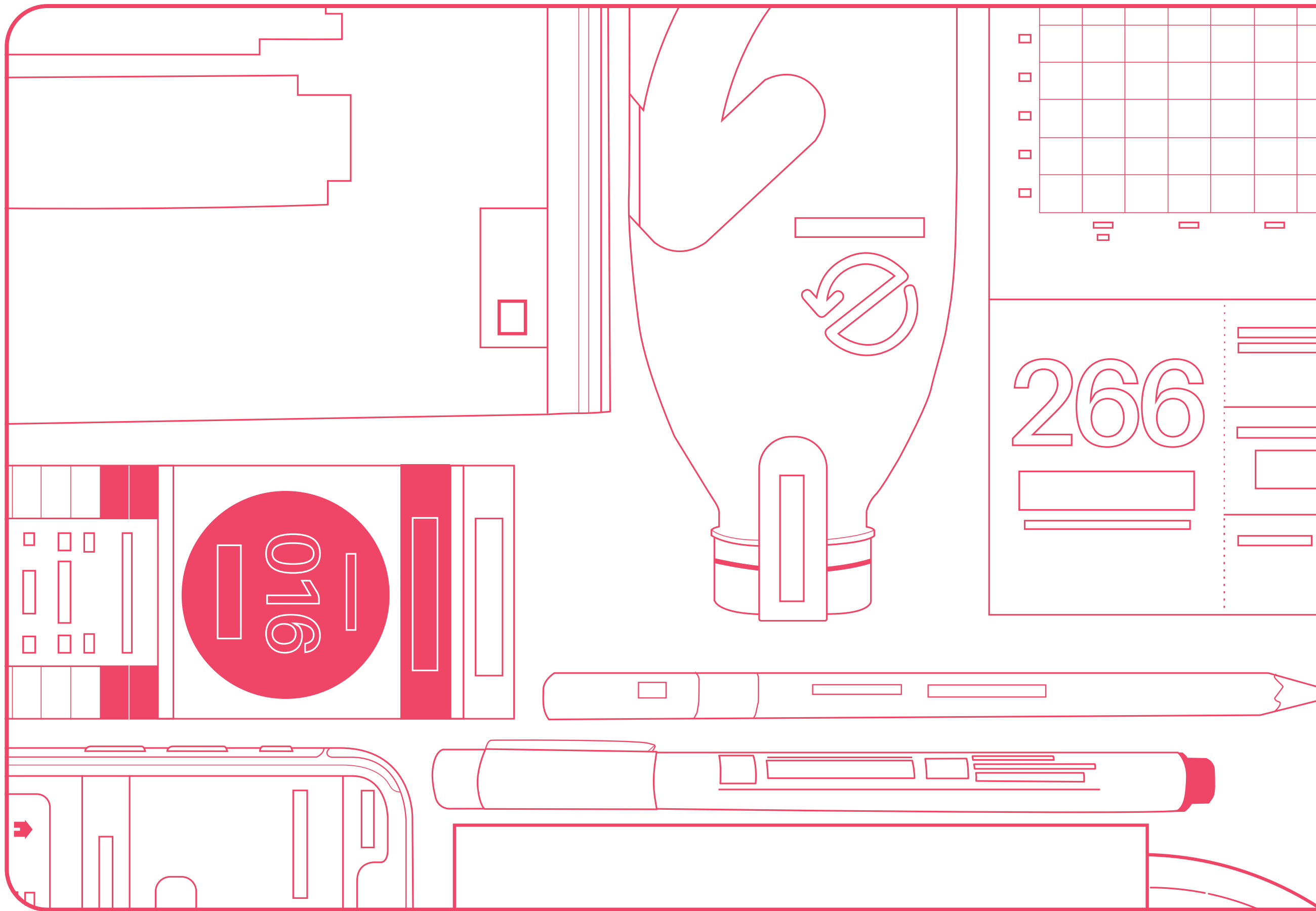
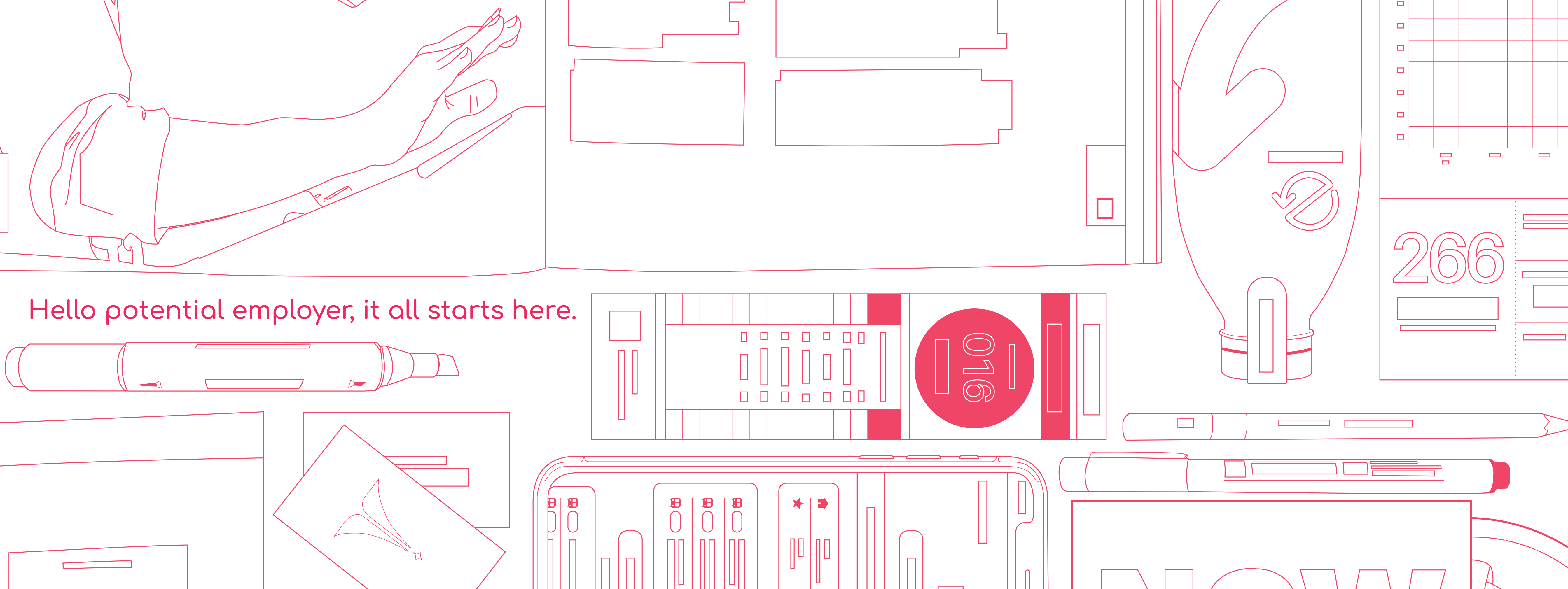
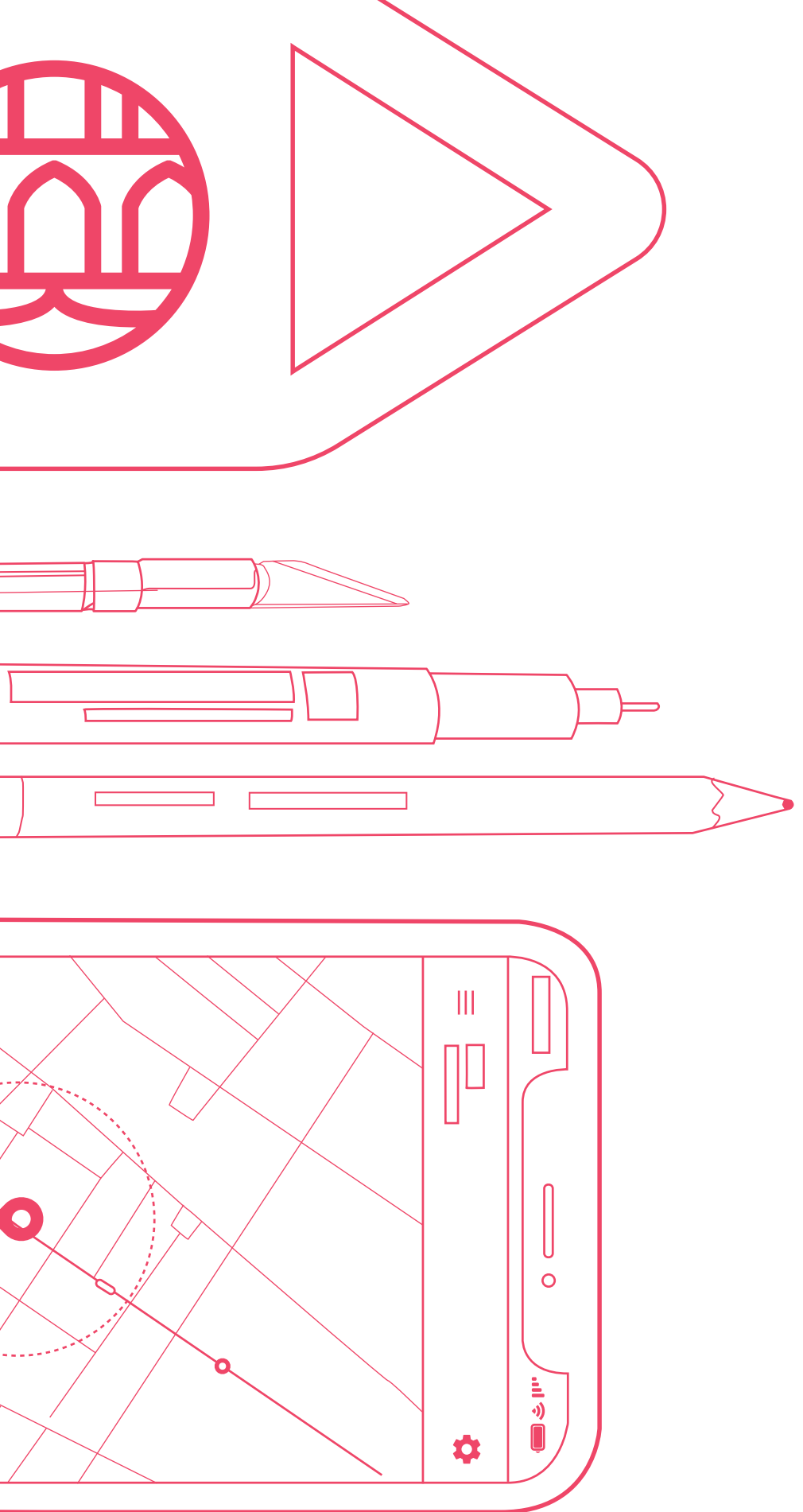






Hello potential employer, it all starts here.



6 SENECA ESPORTS
Logo redesign

7 ST JOAN OF ARC
Logo design

8 HALL OF FAME
Logo design

12 GOTCARE
Design report

14 HALF ASLEEP
Sleep infographic

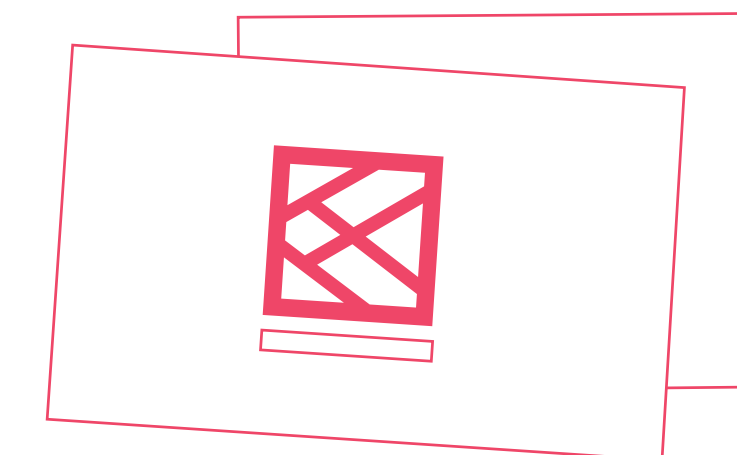
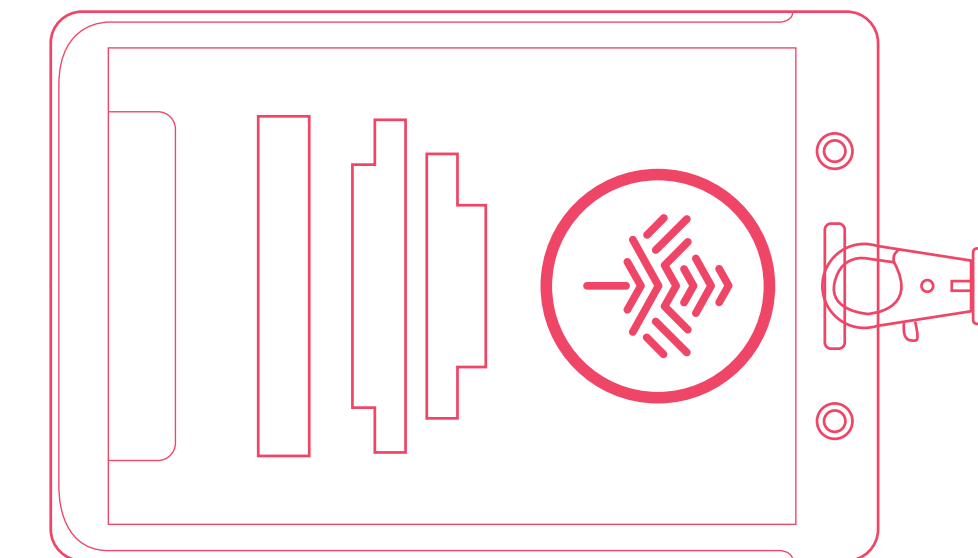
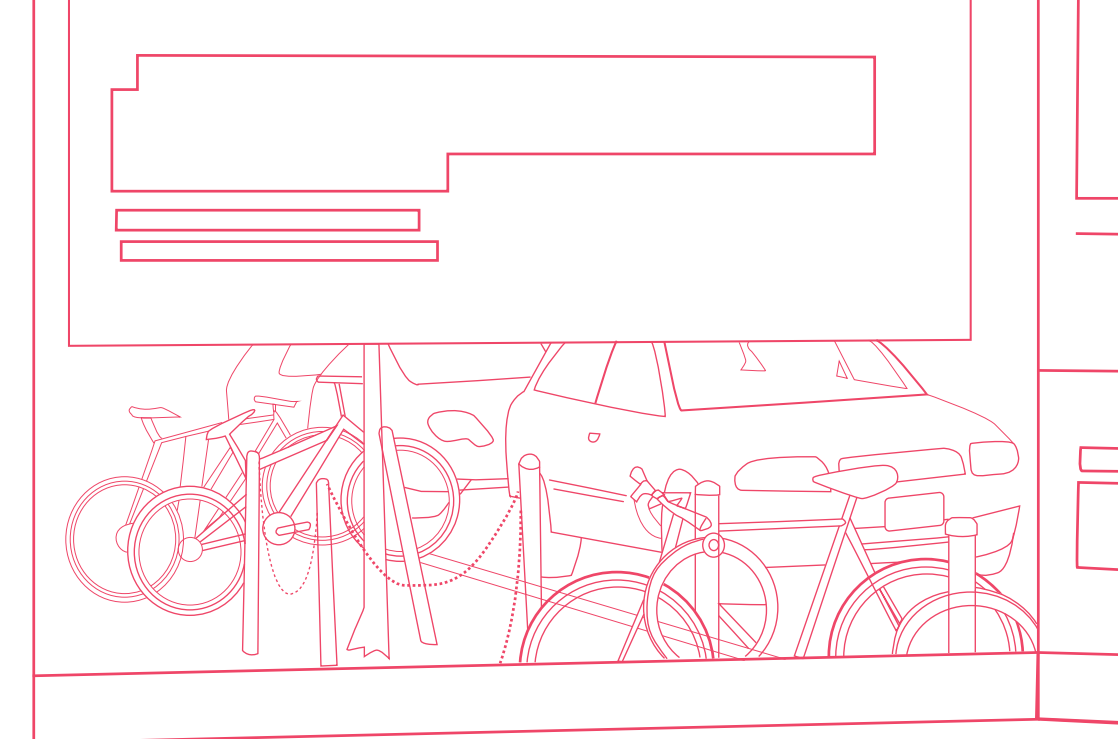
16 TTC TRANSFER
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26 GLASSNEST
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SENECA ESPORTS Logo Redesign

Programs used

Ai

This purpose of this piece was to create a new official logo for Seneca's Varsity Esport team using Seneca's preexisting colour palette. After research, it was decided that an animal based logo would be the most fitting as Seneca's Sports Team already has a suitable mascot. To

that end, the mascot was taken and retooled to be more aggressive by adding wind trails, focusing on the stinger using perspective and illustrating the Hornet to flow better but also have more sharp edges.



ST. JOAN OF ARC Logo Design

Programs used

Ai

This piece was a submission for St. Joan of Arc Catholic Academy's new logo. The requirements was that it would use some/all of the provided colours, relate to the motif of Joan of Arc and be legible when reduced to a small size. The logos that were created both derive their

look from the Banner that Joan of Arc would used during her times leading armies, the cross relates to the catholic church and serif typefaces were chosen for a tie it up with a more traditional look.



HALL OF FAME

Logo Design

Programs used

Ai

The purpose of this piece was to create a logo concept for the Canadian Accounting hall of fame. The requirements were that the logo bare a maple leaf, follow the provided colour scheme and have the name be in both

french and english. The logo itself was designed with a more contemporary and simple look in mind being mostly composed of arrows and lines that vary in key to help it from being too flat.



The Canadian Accounting Hall of Fame Le Temple de la renommée de la comptabilité du Canada



The Canadian
Accounting Hall of Fame
Le Temple de la renommée de
la comptabilité du Canada

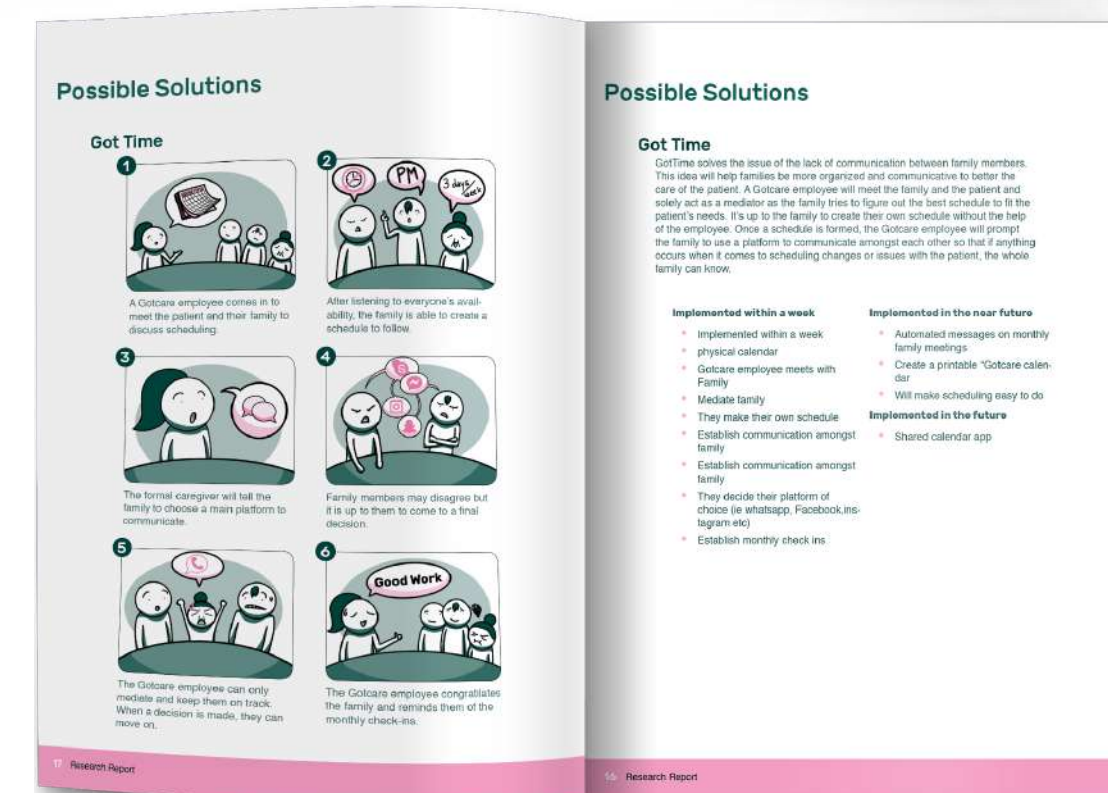
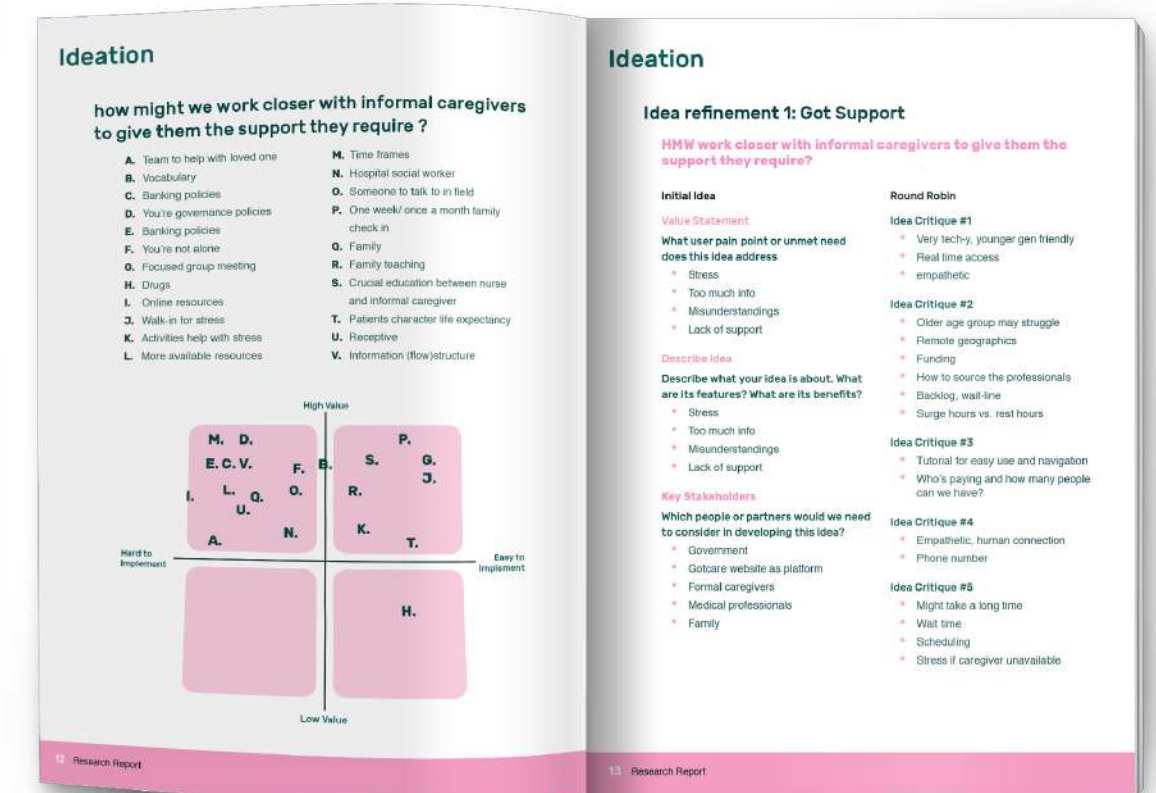
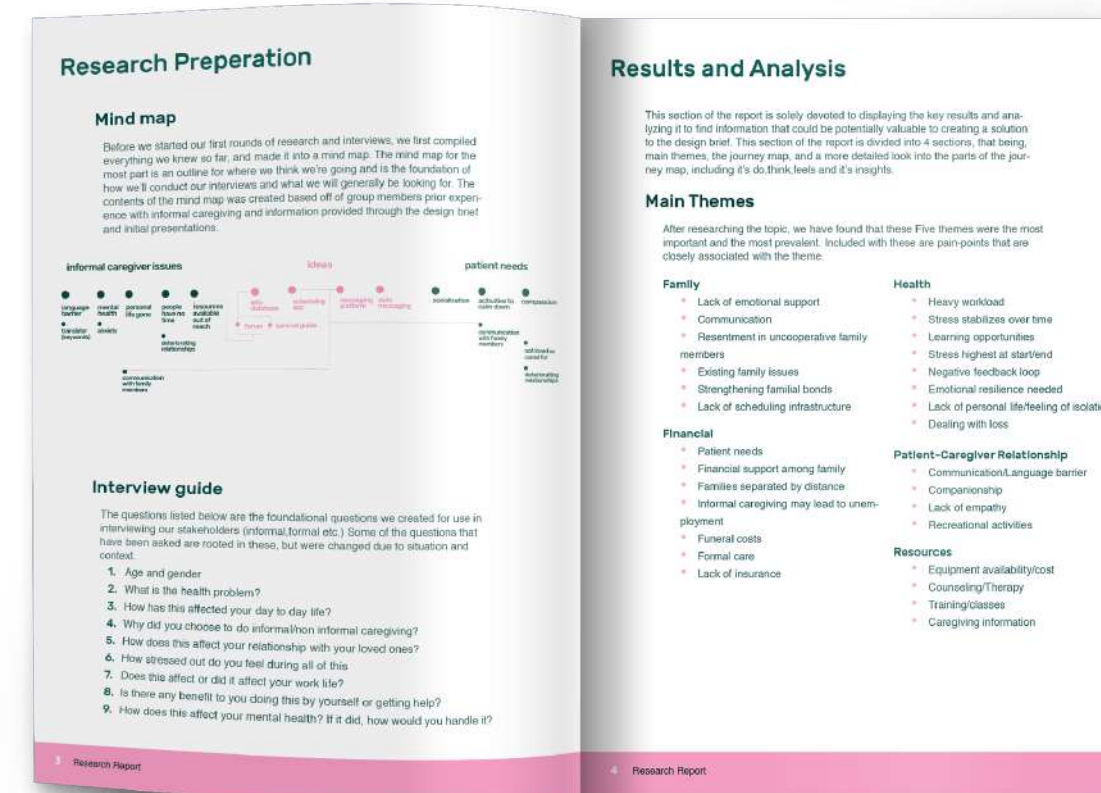
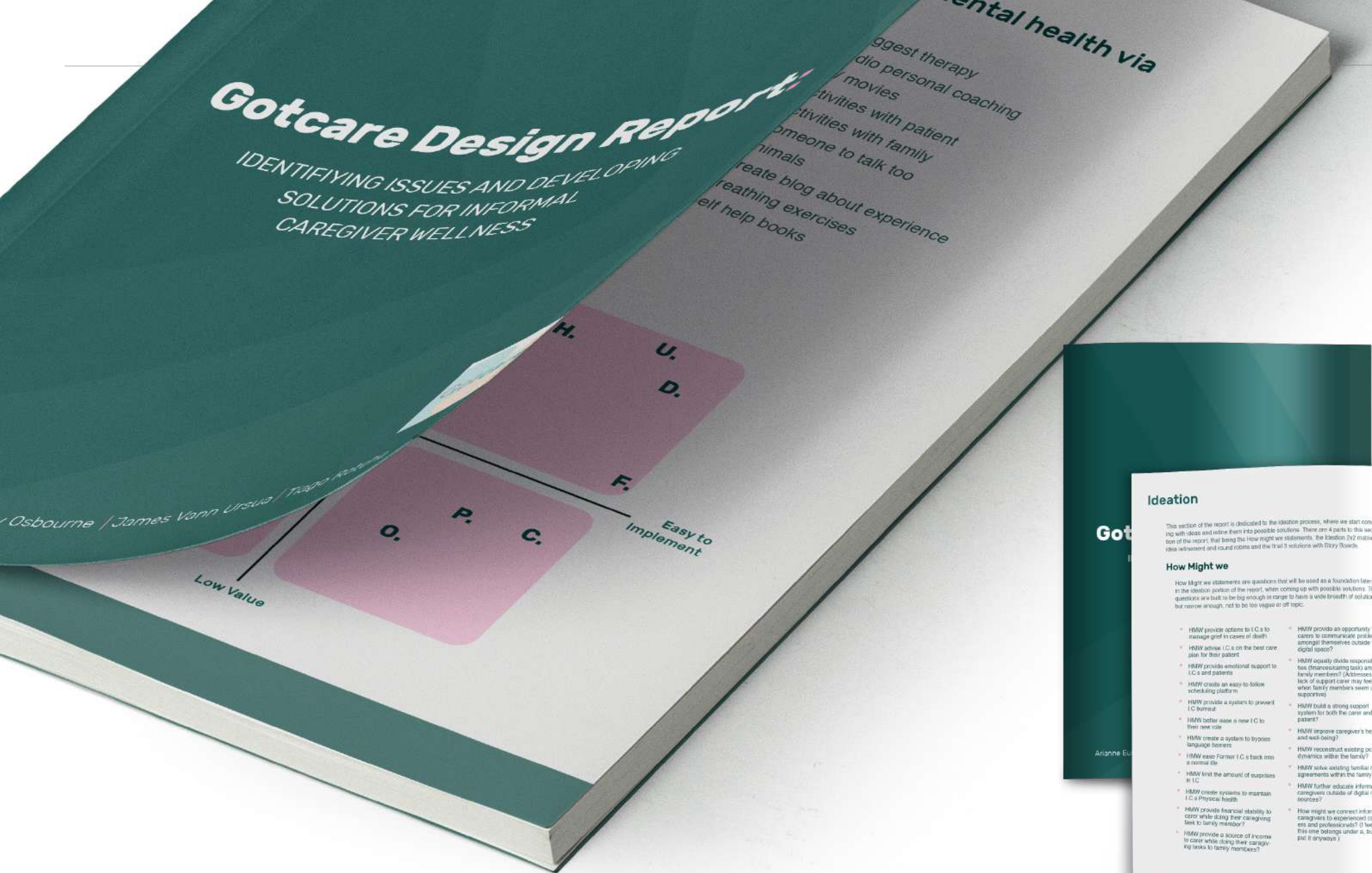


The Canadian
Accounting Hall of Fame
Le Temple de la renommée de
la comptabilité du Canada



In addition to the logo, mockups of advertising materials that would be used at the event were also made. The designed mockups include different variations on brochures standing banners and hanging banners.





GOTCARE Design Report

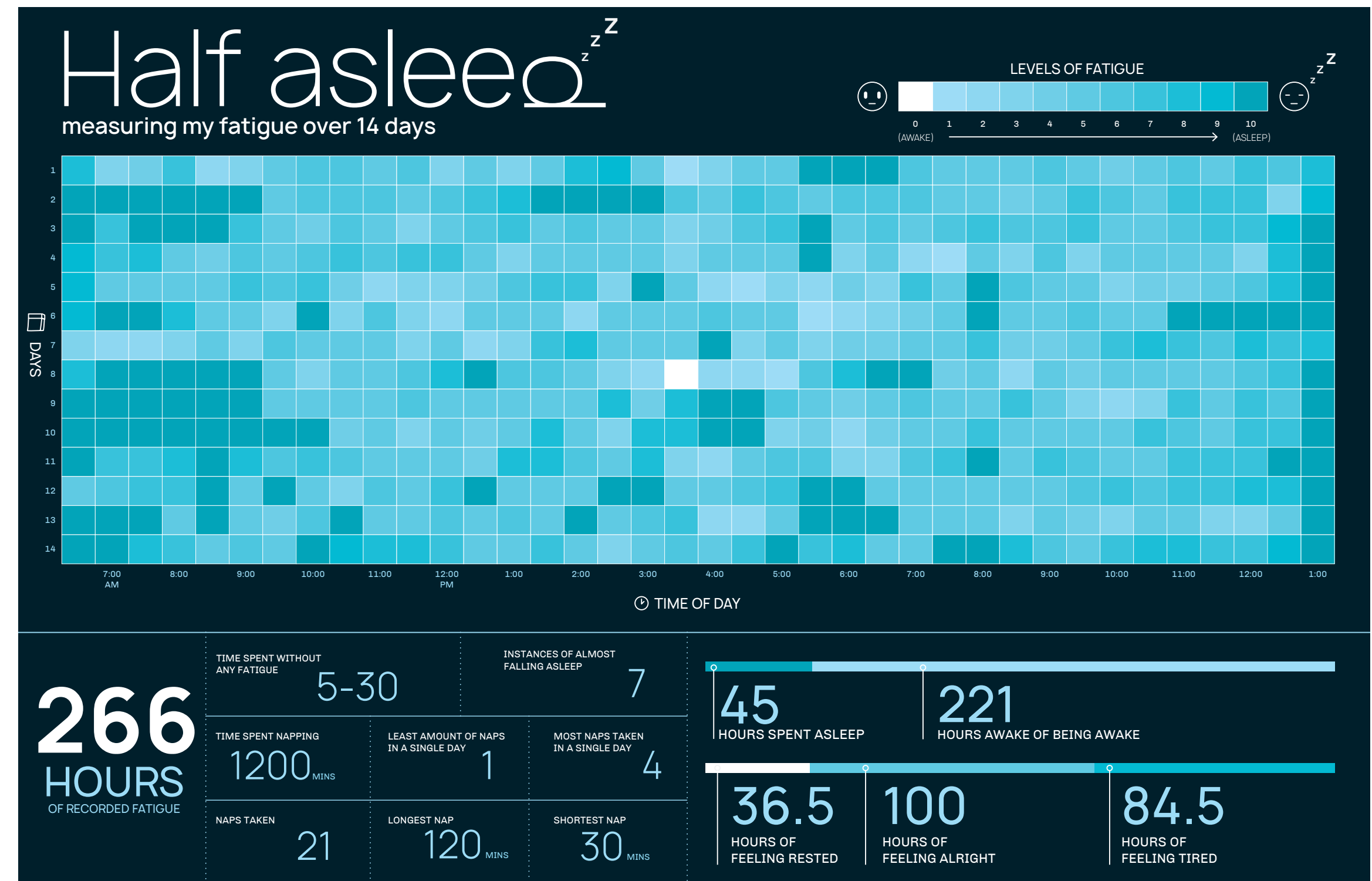
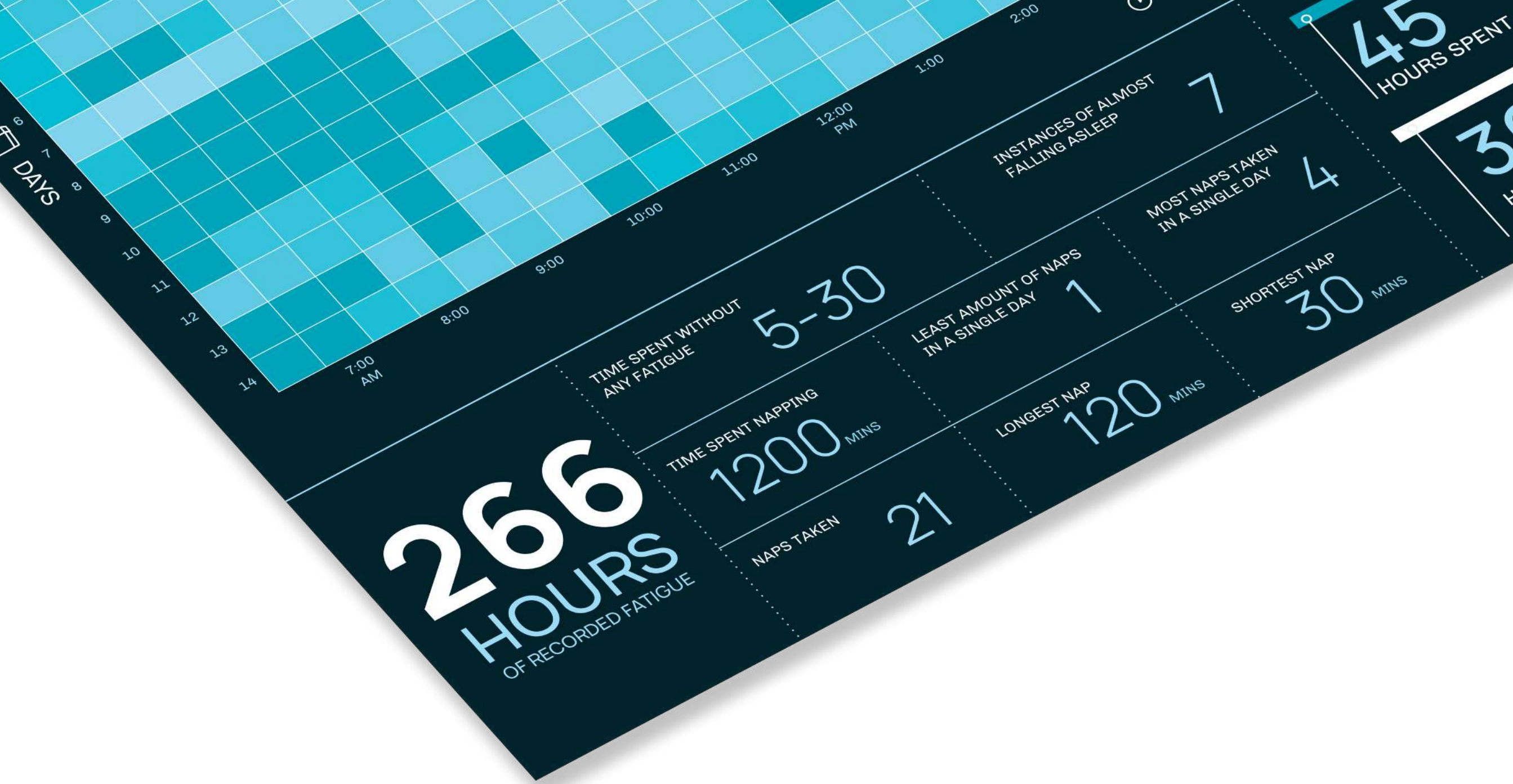
Programs used



The purpose of this group project was to research findings on Informal Healthcare and condense it down into a document for our client to read. The document itself consists of several things including information pertaining to problems in informal health care, charts

and graphs to help describe them, possible solutions and research with it's associated sources. The document itself was designed with a more relaxed medical look in mind using dark greens with an pink accent colour for levity, along with a legible San serif typeface.

Illustrations drawn by Tiago Rocha



HALF ASLEEP

Infographic

Programs used



The goal of this project was to document my own fatigue levels throughout 14 days, and display the results in an infographic. The infographic was designed to appear more on the colder, soothing and quieter end, by using thicker typefaces and various shades of blue, matching that of darkness found at night. The main infor-

mation itself is displayed in a box grid, due to the amount of information and it's visual appeal. Other methods were also experimented with but turned out to display too much information on first glance and filled people with people with an unintended feeling of confusion.

TTC TRANSFER

Information Redesign

Programs used



The objective of this project was to redesign the current TTC bus transfers found in Toronto. The new design gives the transfer a facelift by providing a more colourful and easier to navigate layout, using more dark colours, shapes, and labels then the previous. The style of ticket was designed to match that of the current TTCs way-finding found in Toronto’s subway lines.



NIGHT				
41 Keele				
DAY 016 WED JAN 16				
UP	ESTIMATED TIME			EMG
DOWN				SPC
HOURS	UP	DN	MINS	
05	55	Steeles 06	00	
06	47	Finch 08	05	
07	34	Wilson 19	10	
08	21	Eglinton 32	15	
09	15	St.Clair 38	20	
10			25	
12	00	Keele 53	30	
11			35	
01			40	
02			45	
03			50	
04			55	
 this is your proof of purchase				

NIGHT				
41 Keele				
DAY 016 WED JAN 16				
UP	ESTIMATED TIME			EMG
DOWN				SPC
HOURS	UP	DN	MINS	
05	55	Steeles 06	00	
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12	00	Keele 53	30	
11			35	
01			40	
02			45	
03			50	
04			55	
 this is your proof of purchase				

COMMUTER

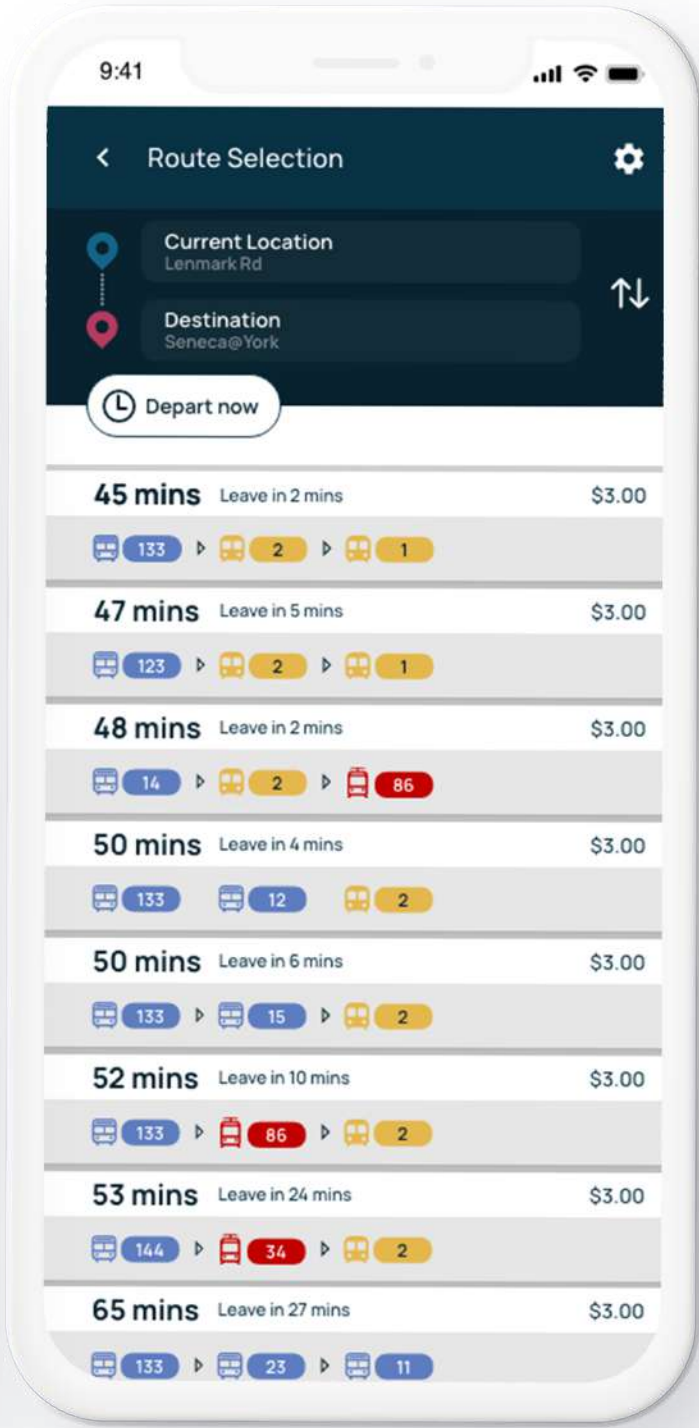
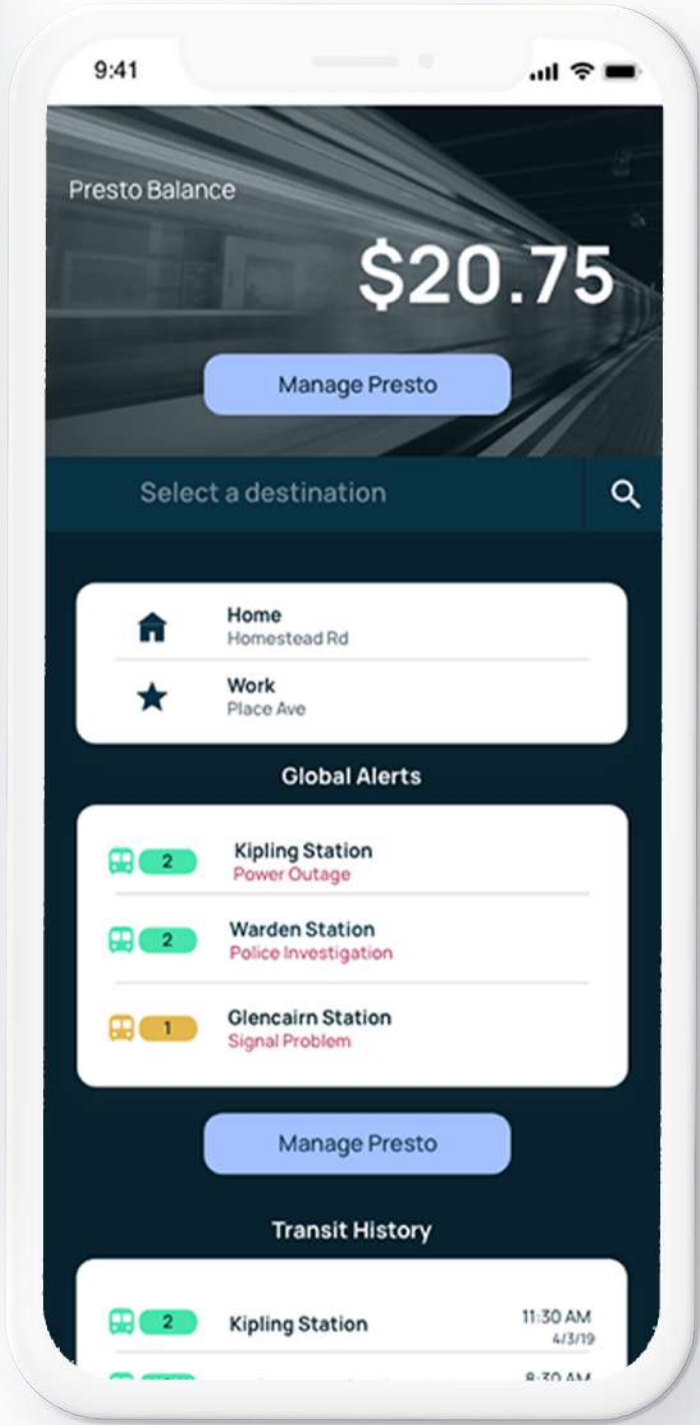
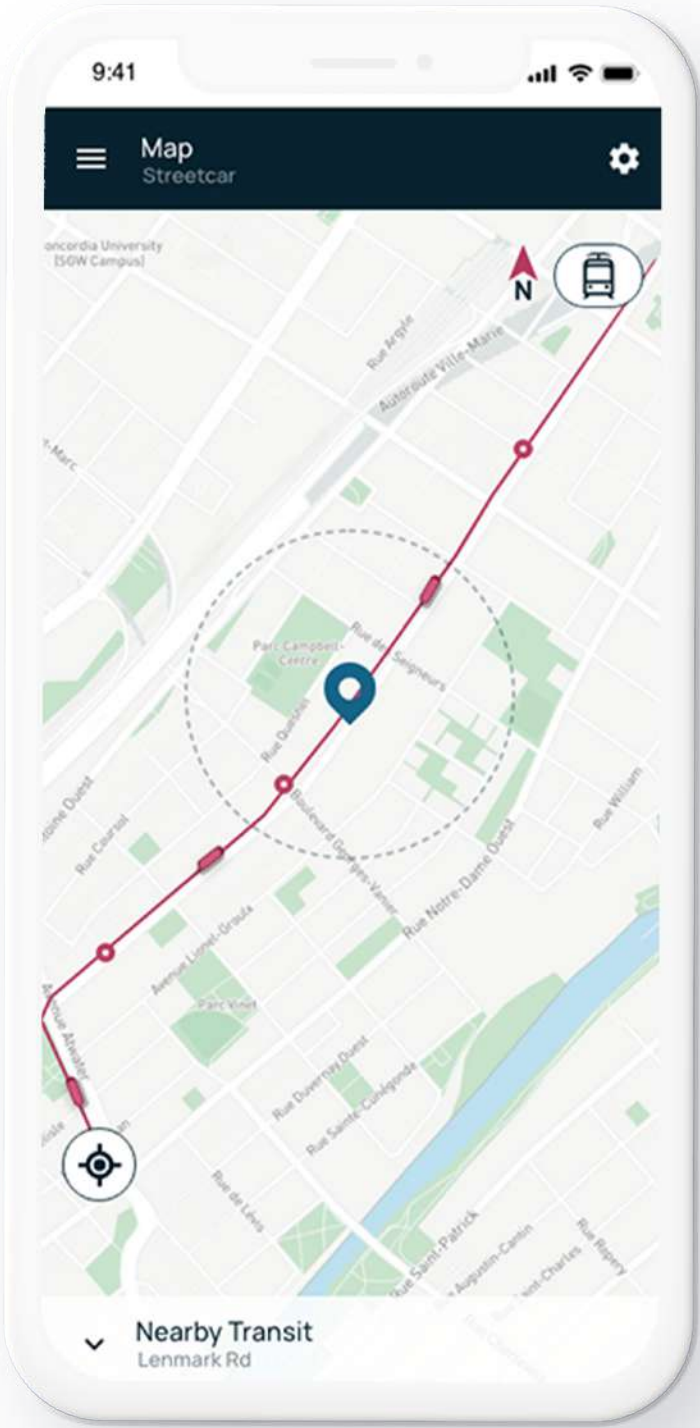
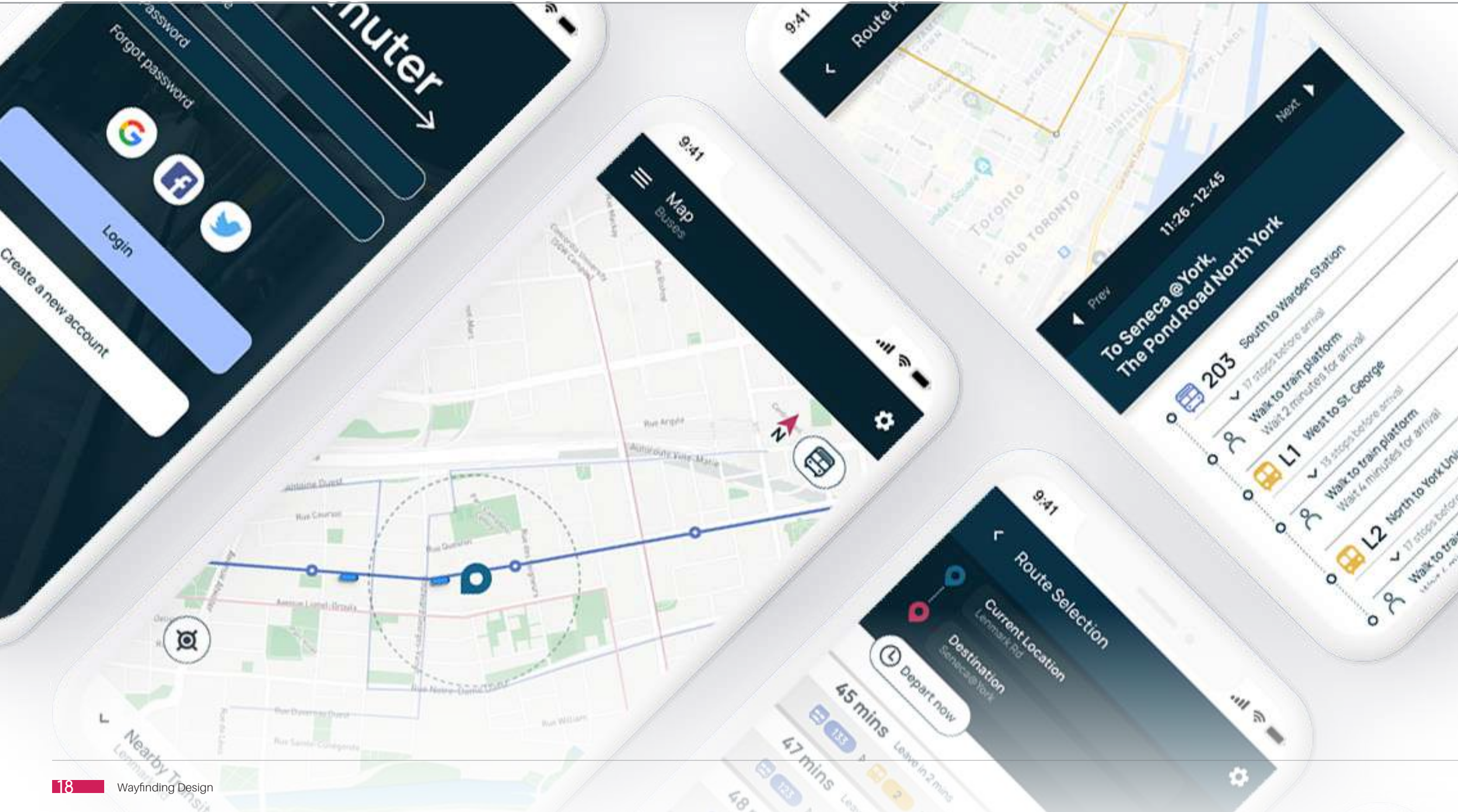
Transit Wayfinding App

Programs used

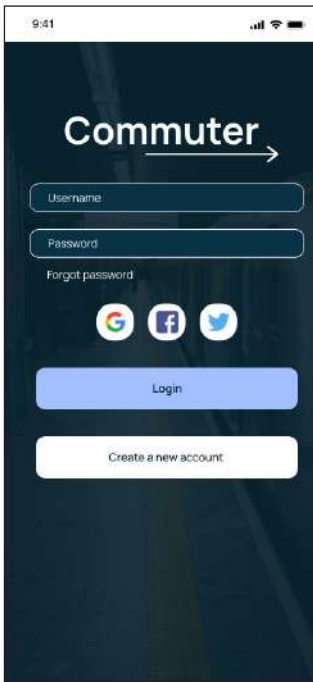


The purpose of this project was to develop a mock-up of a Transit app that would be used to traverse Toronto. The app uses a white and dark blue colour scheme in to separate itself from similar apps and its previous

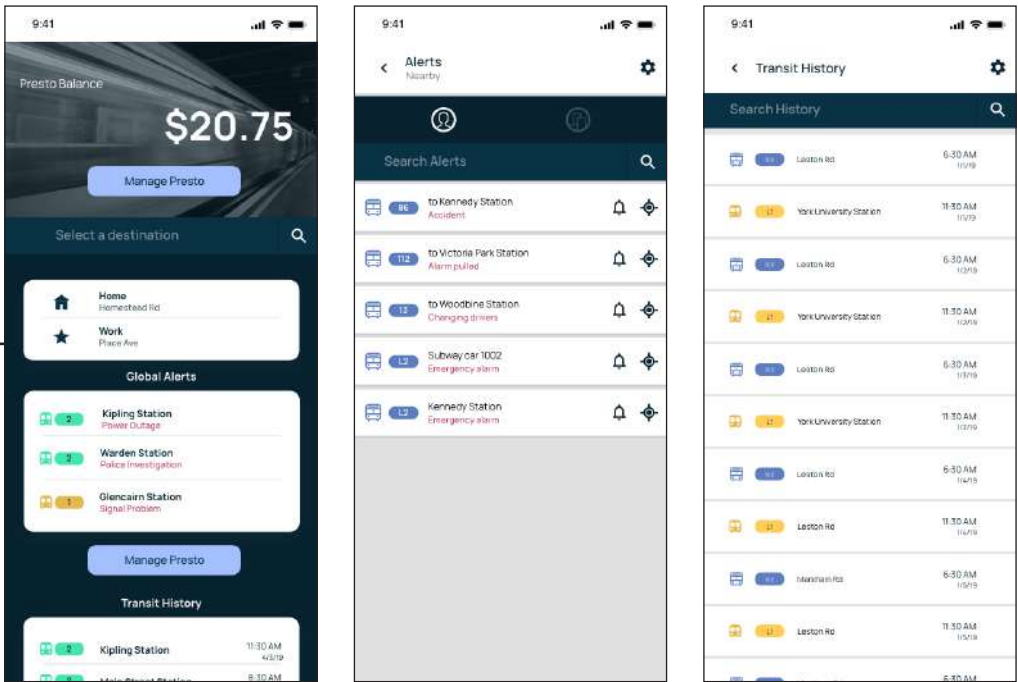
iteration. White is usually used as a base for most information with Dark Blue being used for bars, search bars and text fields.



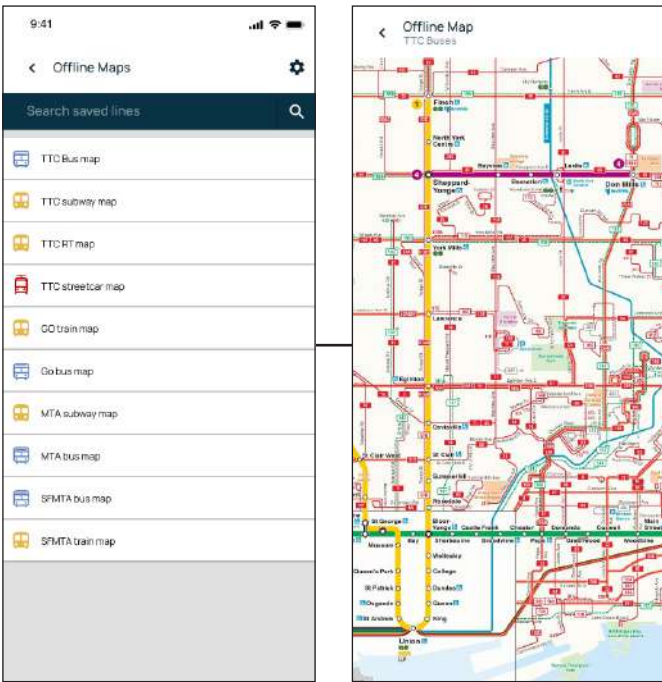
Login Screen



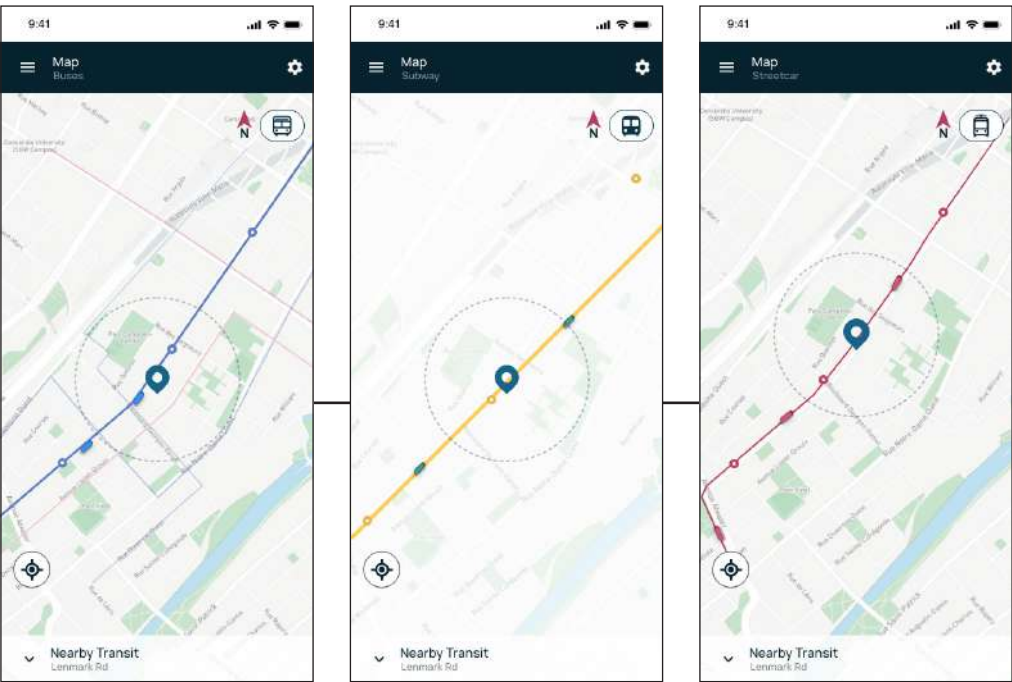
Programs used



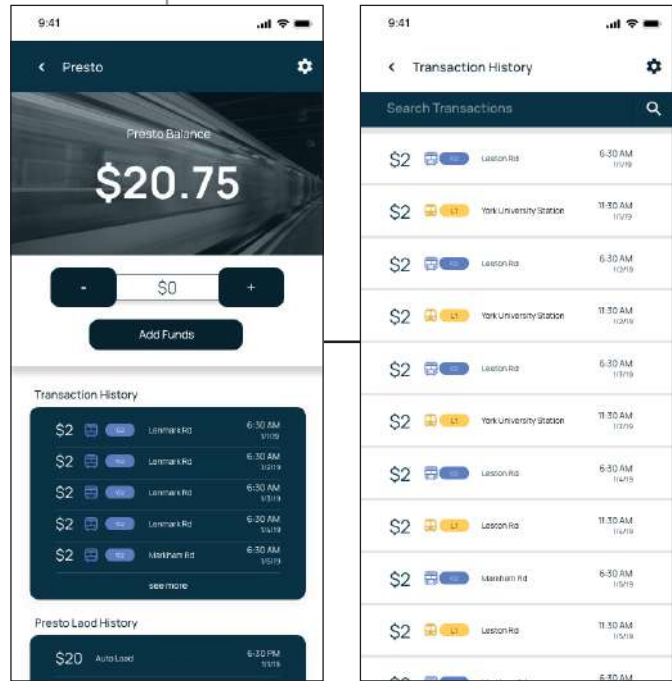
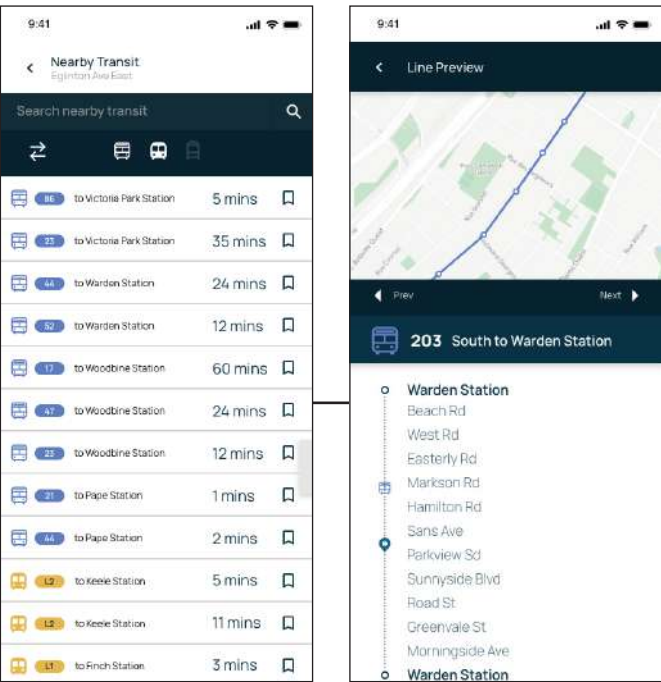
Offline maps Screens



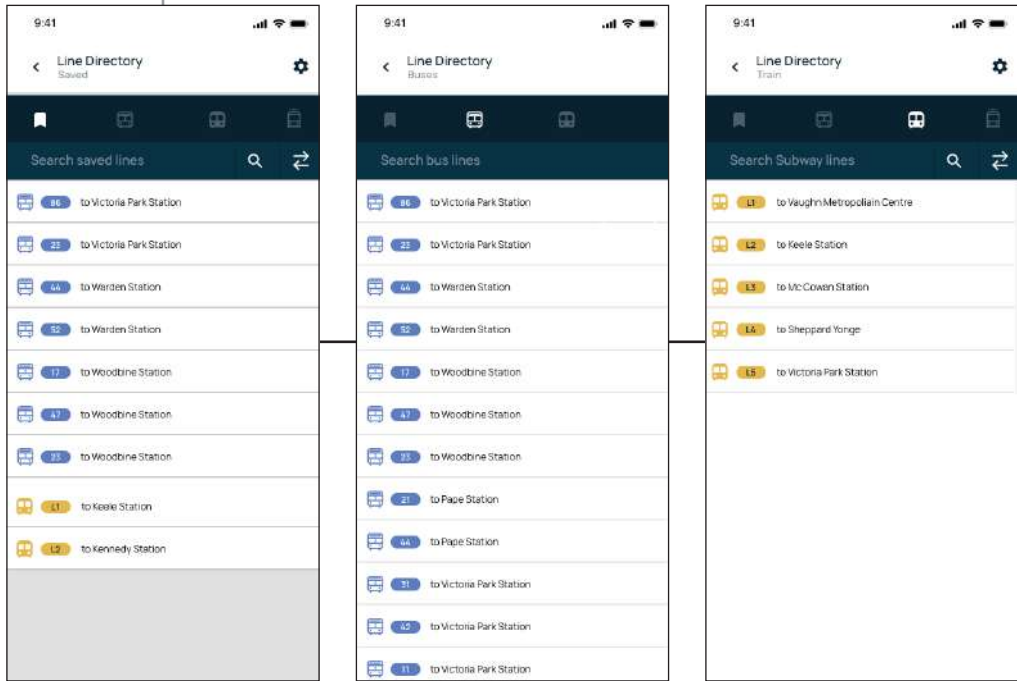
Map Screens



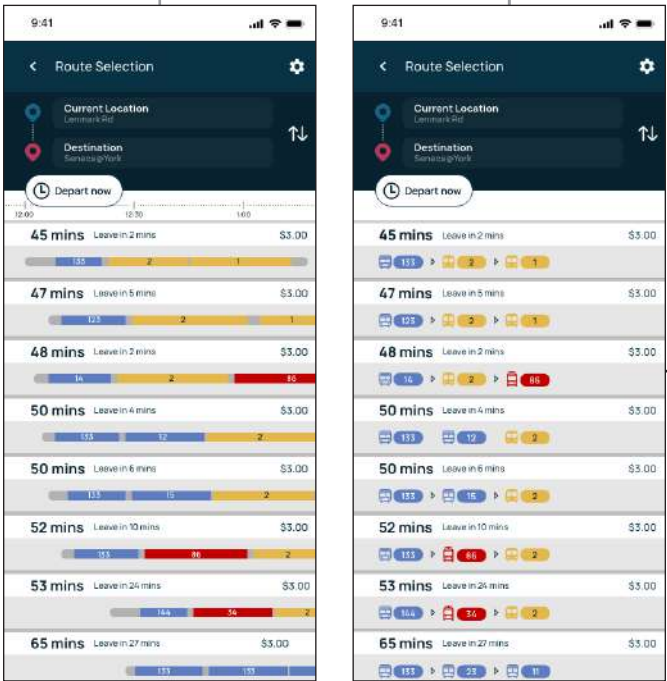
Nearby Transit Screens



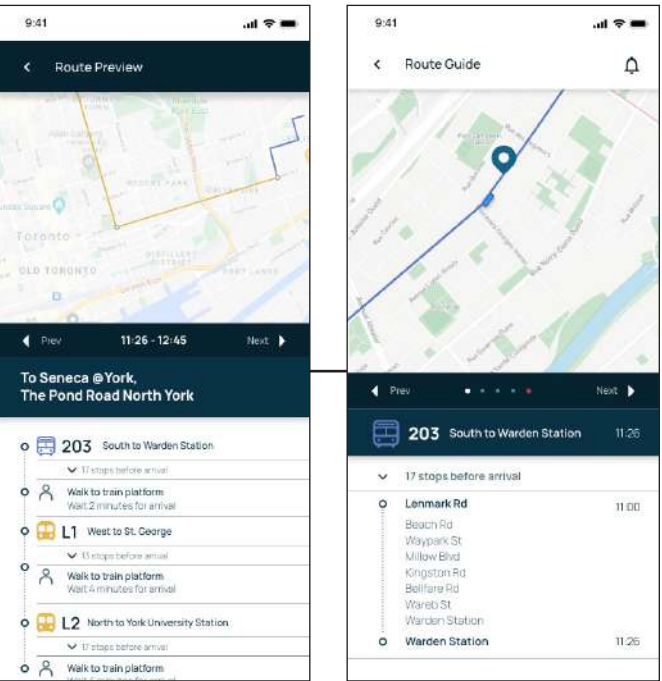
Presto Screen



Line Directory Screens



Route Selection Screen



Route Guide Screens

VENICE

Wayfinding Redesign

Programs used



The objective of this project was to design a wayfinding system for the city of Venice located in the Veneto region of Italy. The city itself has a simple wayfinding system consisting of Signs that vary in colour and size. To that end, the revised design includes an expanded and

unified system with colour coated districts, new iconography and new directories and banners. The new colour coated districts will feature heavily in the new designs, acting as accent colour for each sign.



City of Venice



District of Dorsoduro



District of Giudeca



District of San polo



District of Santa Croce



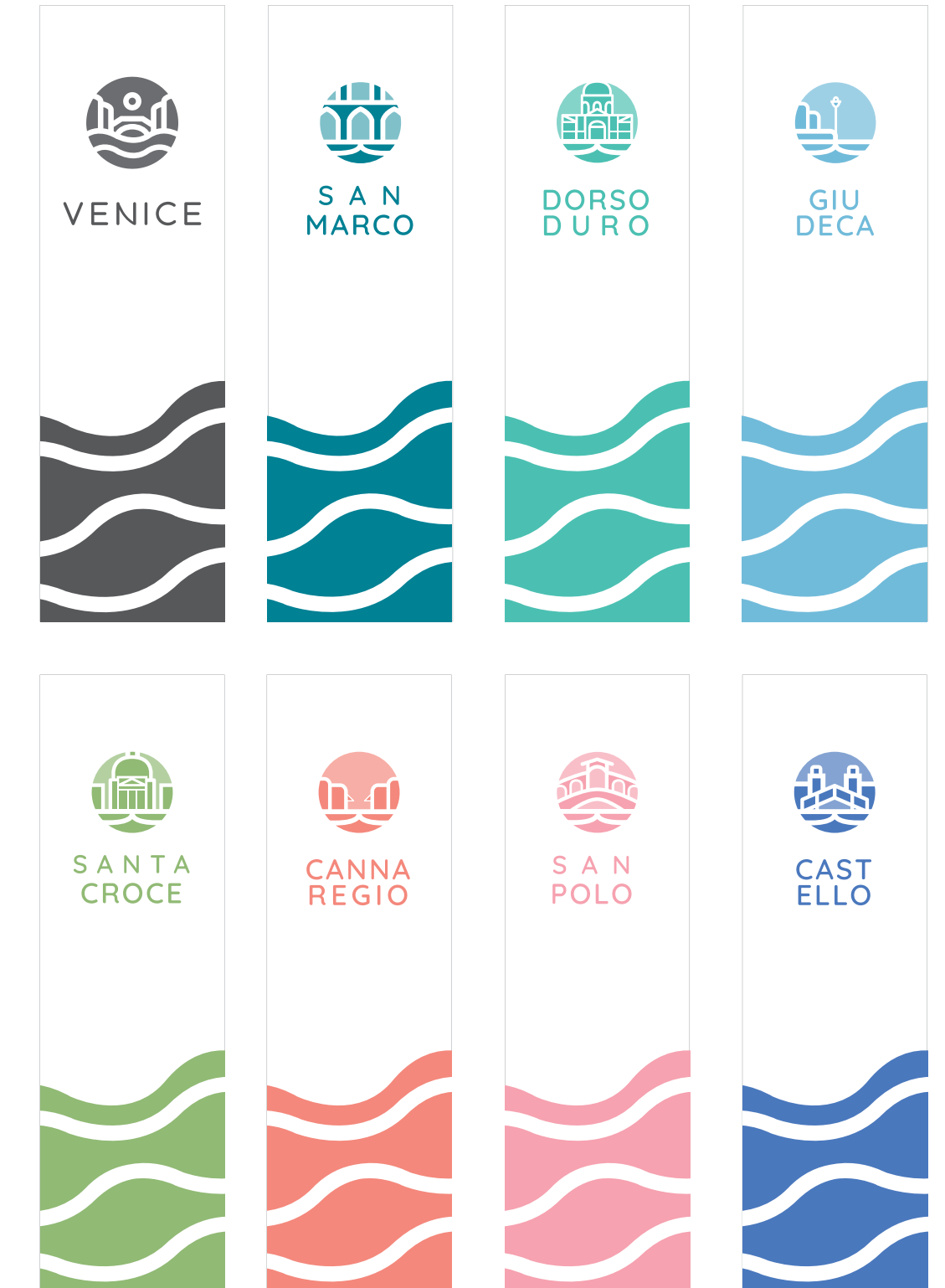
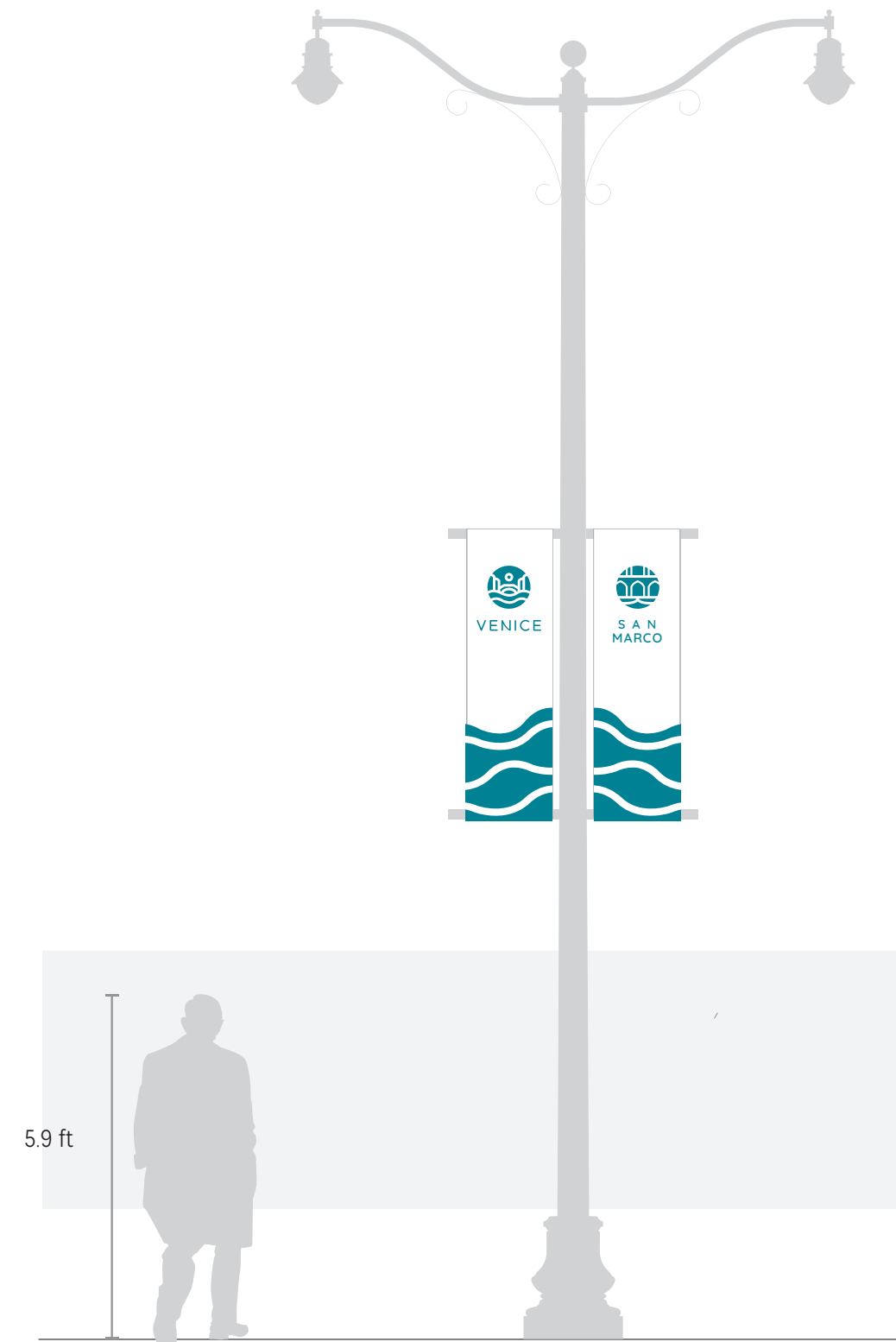
District of Castello



District of San Marco



District of Cannaregio



The signage was designed in a minimal yet modular fashion in order to not stick out in the streets and to allow ease when making repairs. Each sign is split into two to three layers, consisting of the outer layers where all the contents will be and the middle layer that shares the colour of the corresponding district. For the directory

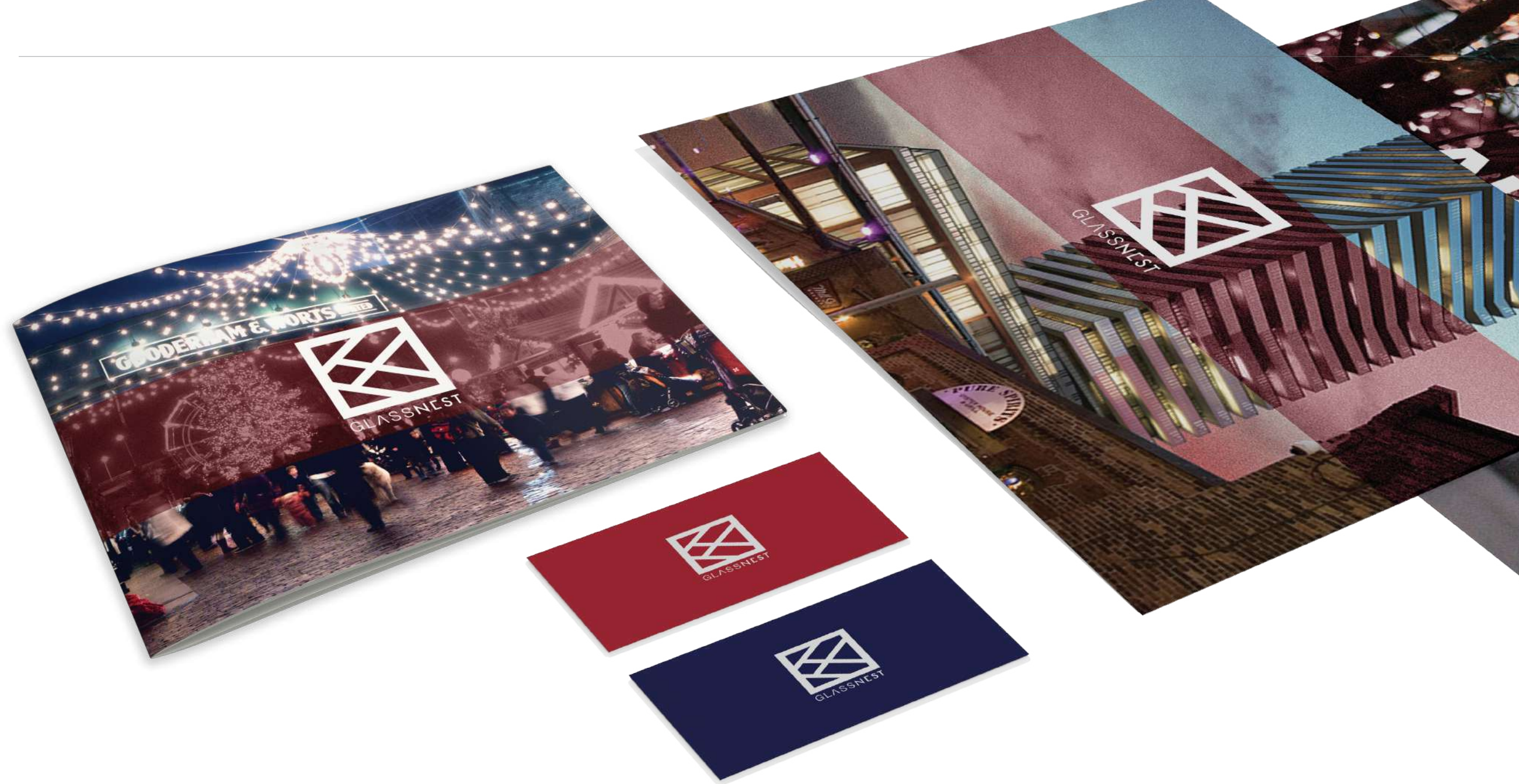
the outer layer will have a map of the whole city and the map of the corresponding district. The middle layer will be sandwiched by the two, and act as a marker contrasting the white outer layers while also being visible from the side.



The rest of the signs were designed mostly to be affixed on walls as most of Venice consist of narrow streets devoid of street posts to hang signs on. To that end, a larger directory was made in a similar fashion to the free-standing ones. The rest of the signs however were made

to be sort of a homage and a replacement for the old ones, being made to match the rest of the wayfinding system. Unlike the other parts of the wayfinding system, the accent colour is used to be more of an arrow to point passerbys in the direction they need to go.





GLASSNEST Condo Project

Programs used



The goal of this project was to design a brand and corresponding documents from scratch for a Condo located in Toronto's Distillery district. All materials for the condo follow a distinct set of rules, that being reoccurring ma-

room duotone rectangles that contrasted the clear and often dark and warm photography. This was all done in alignment to its sharp, spacious and contemporary style.

CONDOMINIUMS + LOFTS AT THE DISTILLERY

A unique destination unlike any other in North America, Distillery District is an enchanting village of brick-lined streets, inviting courtyards and extraordinary architecture. This vibrant area has become one of Toronto's hottest tourist attractions. An area of live theatres, galleries, fashion, design and jewellery boutiques, unique cafés, and

award-winning restaurants. Though a part of the bustling downtown core, Distillery District is an oasis of character and personality, a step back in time, a quaint and charming neighbourhood with a distinctly European flair. It is a magical place to live, work and experience everything that life has to offer.



STAY CONNECTED TO EVERYTHING YOU DESIRE

Enjoy living in one of the city's hottest locations, surrounded by great shopping, dining and nightlife, and just minutes to the lake and downtown core. Easily accessible via public transit, Glass Nest is just a short distance away from the Gardiner, Lakeshore and DVP. The St. Lawrence Market and the shops of Front Street are just a short stroll away, as are the

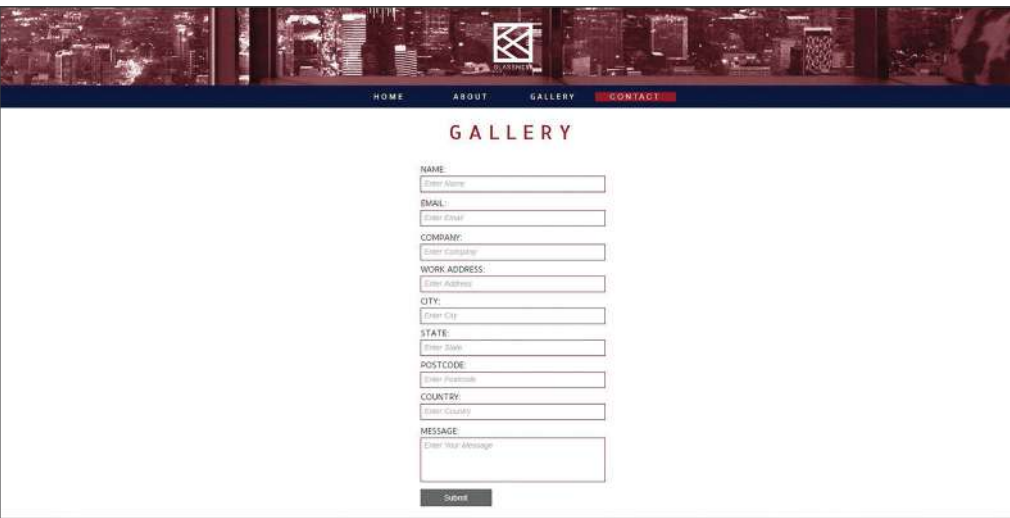
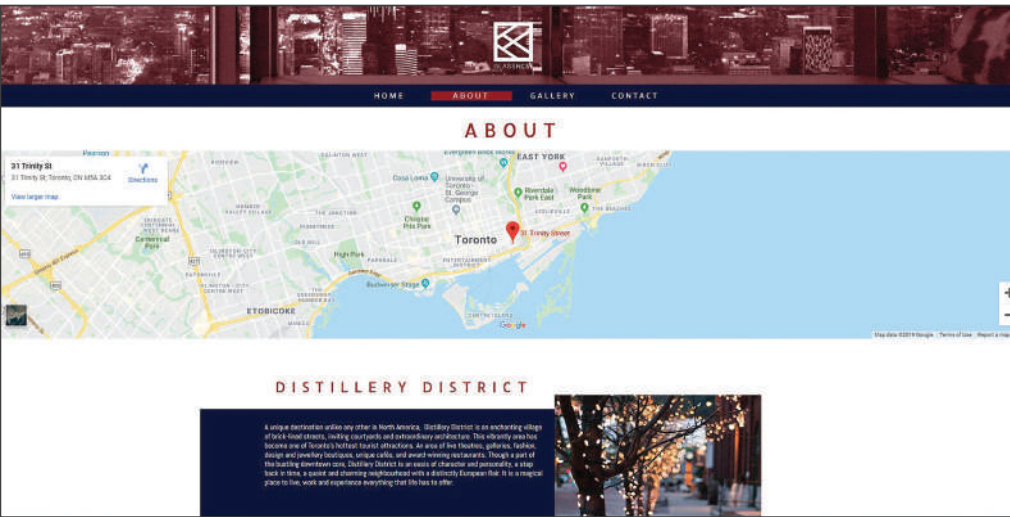
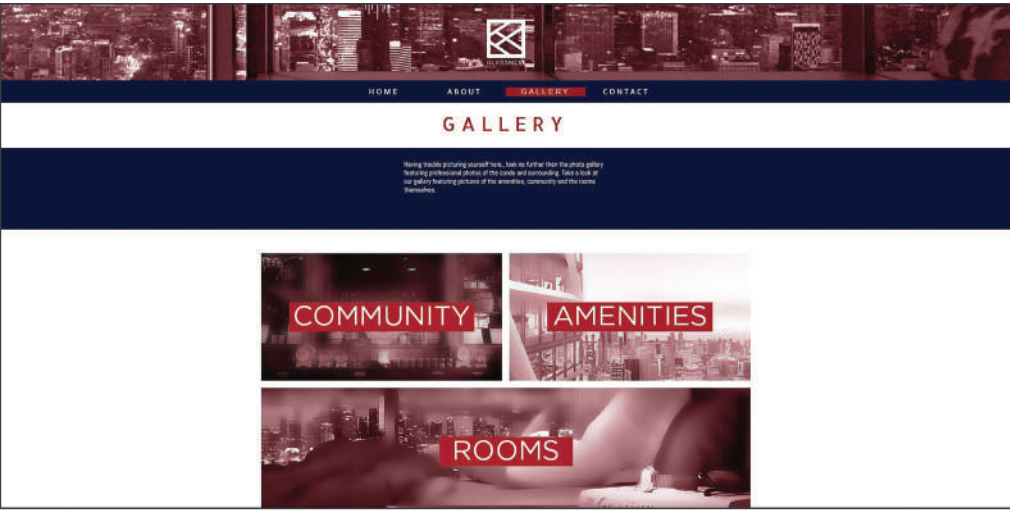
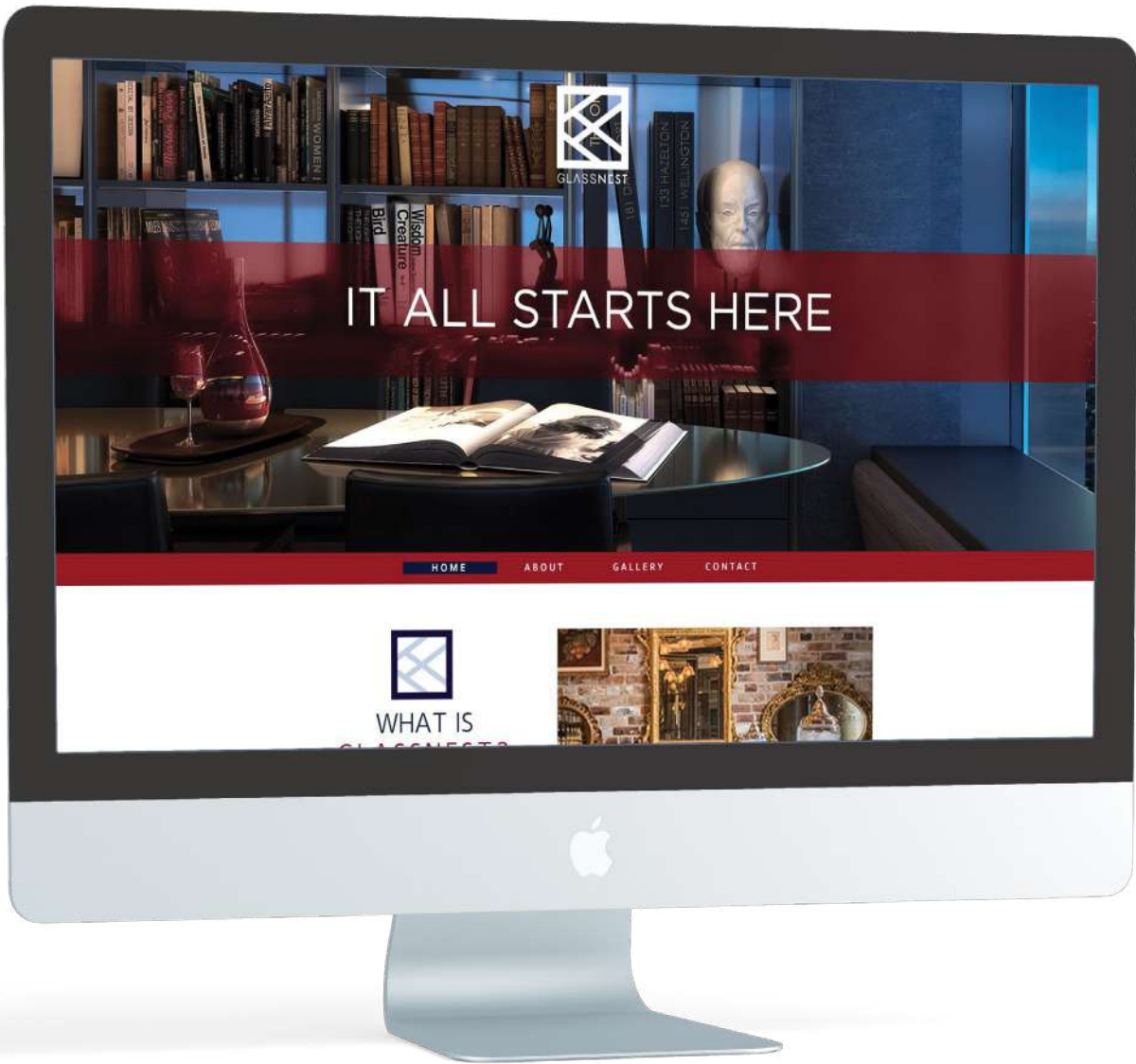
eclectic home furnishing shops of King & Queen Streets. A few blocks beyond you'll find the financial and entertainment districts, the Eaton Centre and soon, Glass Nest will be connected to the revitalized rolling green parklands, walkways and bike trails connecting to the waterfront.





The name Glass Nest was chosen for it's contrasting attributes; one being of the cold glass and steel the building is made of and the other being the warm and homely picture of a nest. To compliment this choice, the chosen colour palette was that of a maroon and dark blue, with there also being a pale blue to represent the windows. All in all, the reason everything was done they way it was, was solely due to the warm feeling the Distillery district inhibits through its brick and mortar.

The direction that website headed in was the same as the brochure, advertisement and folder. It to had a white background and the same colour scheme with it's differing point being the but-tons. A select few buttons were designed be like windows, with it's duotone off state acting like a blind, and it's on state being a open clear window to the picture.



ELEVATE

Intergrated Marketing Campaign

Programs used



The purpose of this project was to design in a group, an entire brand around a CBD based product, which in this instance was for a beverage called Elevate. The task itself was divvied up between group members and I was

responsible for multiple parts including the Brand manual. On the other hand, the logo was more of a collaborative project that I heavily worked on.

The final design for the packaging was only decided upon after many iterations. Originally the product would've consisted of 3 variants each differing in appearance and dosage of CBD. After receiving feedback from other people, the 3 variants concept was dropped for a simpler streamlined single variant.



BRAND MANUAL

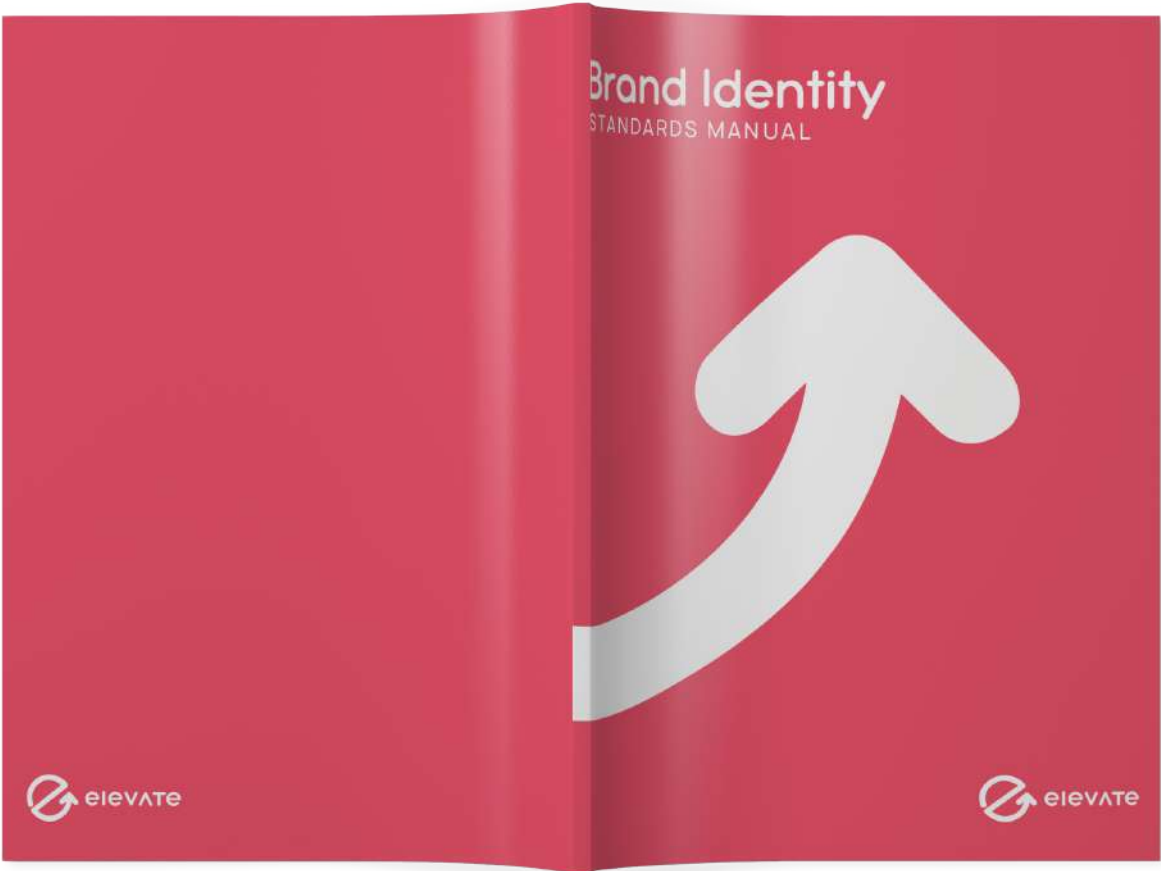
Elevate Brand Manual

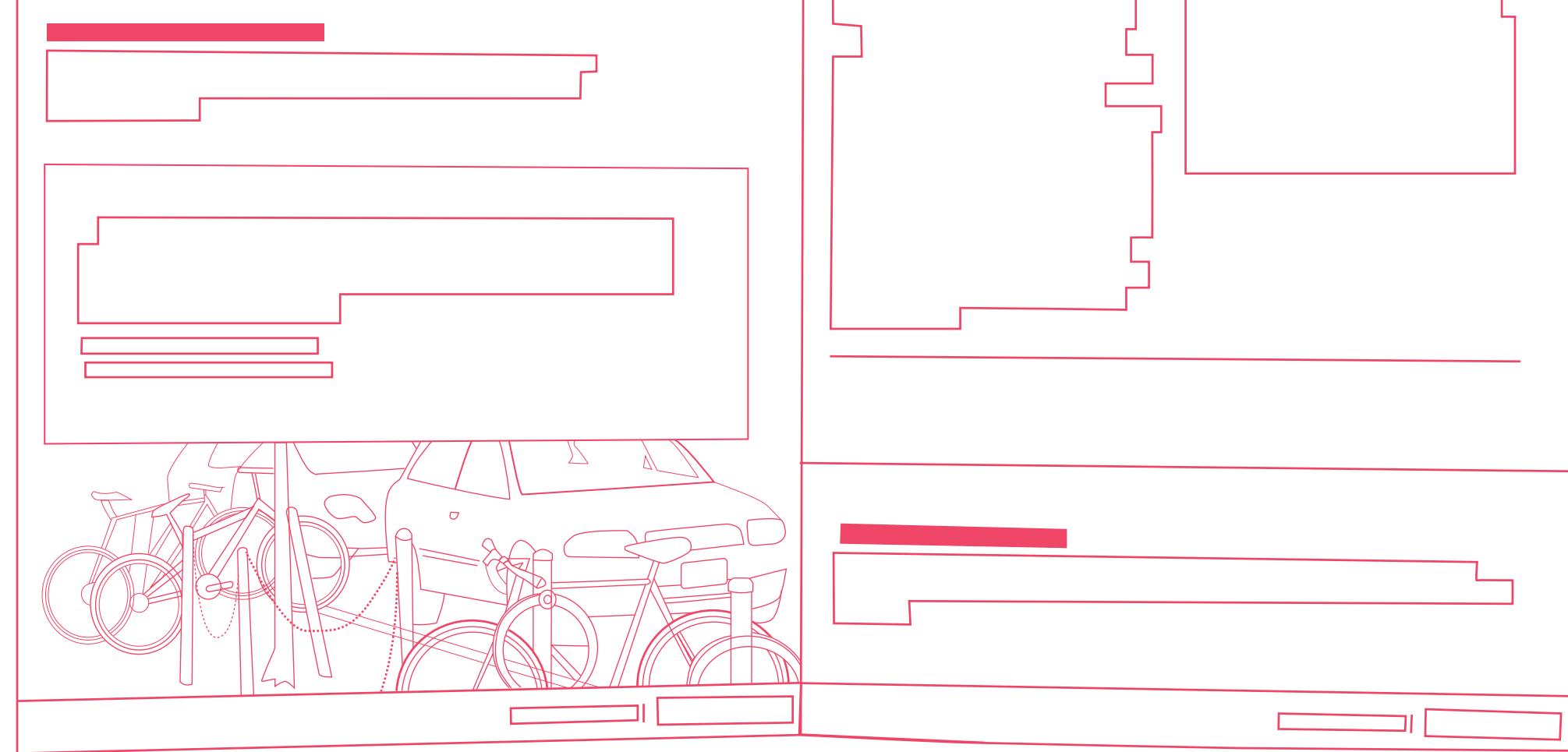
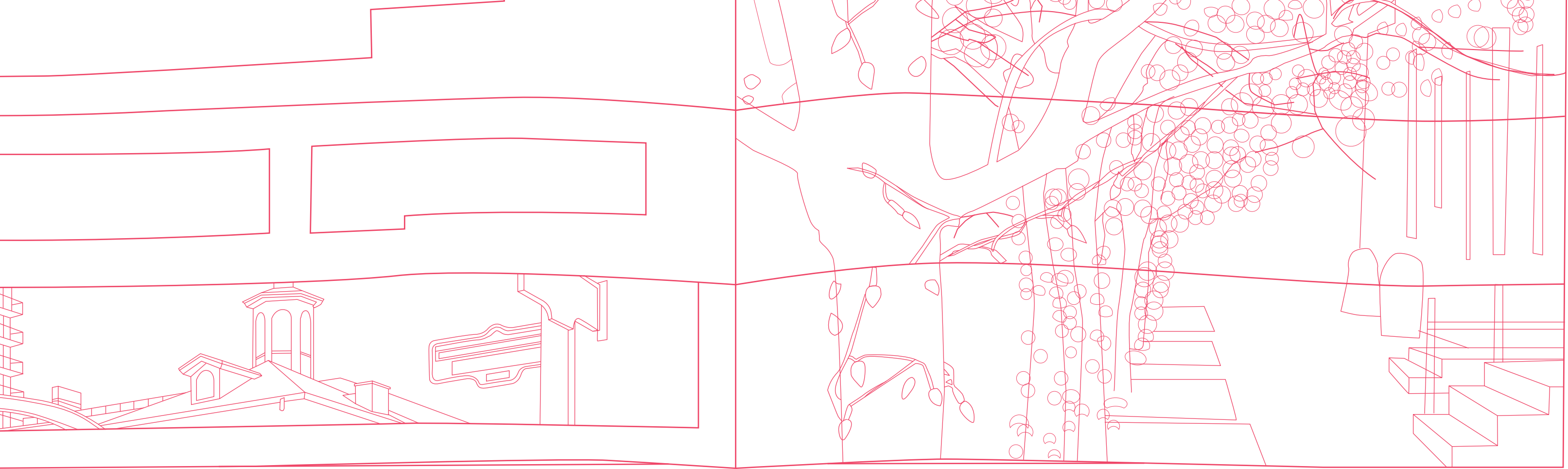
Programs used



The main goal for the brand was to have a nice bouncy, friendly yet energetic nature. With that said we opted for a more Bold and simplistic style shown through the wordmark's and logo's rounded corners, and bright red

and solid black for the colour palette. The Brand manual also opted for a similar look, with it having simple and clean in design.





Hello potential employer, it all ends here.

