

MY FIRST PORT FOLIO BOOK

MINA SCHIAVO





SCHIAVOVISUALAPEX.COM



CHECK OUT MY
WEBSITE!!!

Art is never
finished, only
abandoned.

- LEONARDO DA VINCI

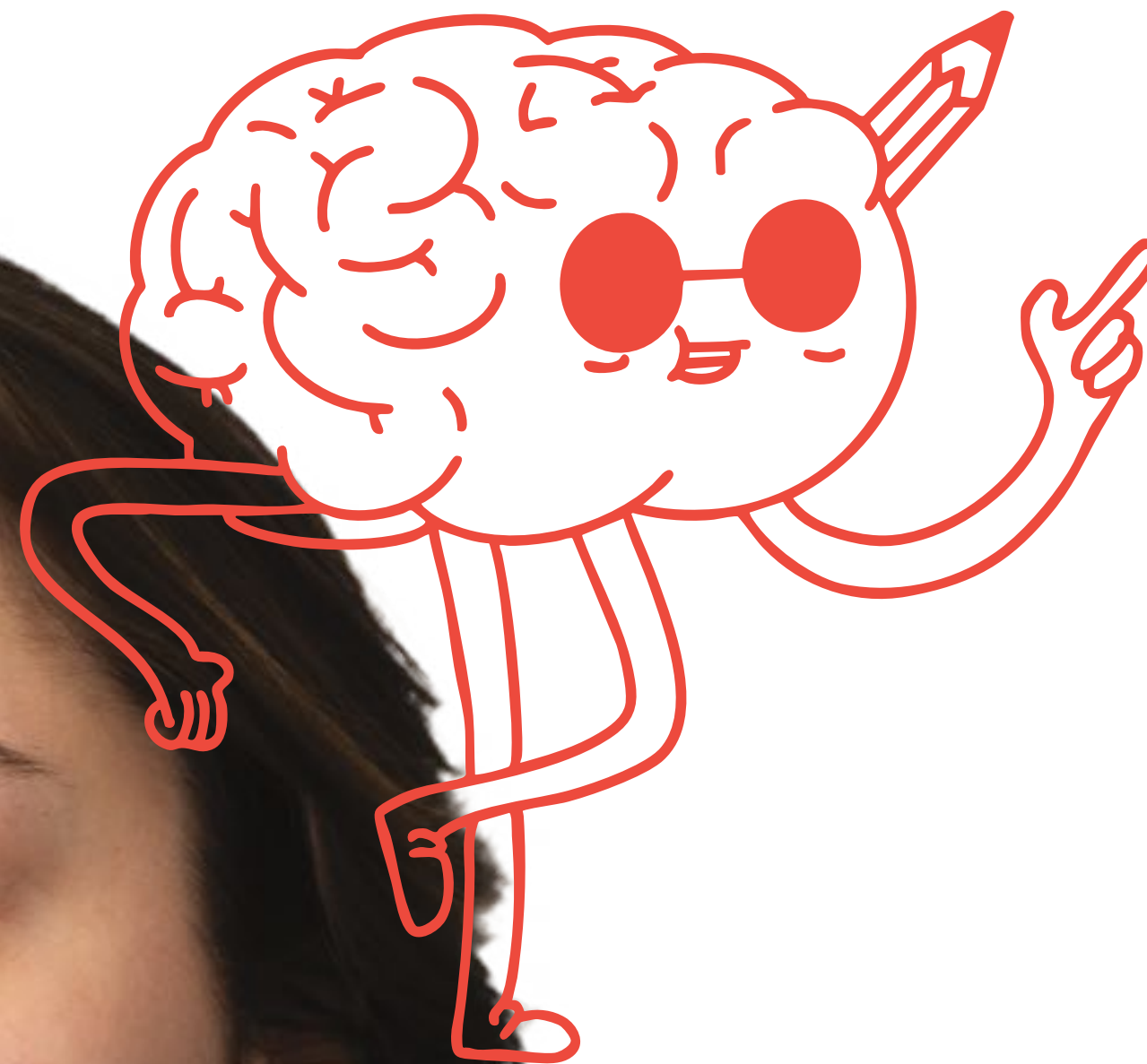
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ABOUT ME




WHAT'S
UP!
MY
NAME
IS



CONTACT INFORMATION

 SCHIAVOVISUALAPEX

 ADAMINASCHIAVO@GMAIL.COM

 (613) 204-9576

 SCHIAVOVISUALAPEX.COM



MINA
SCHIAVO

Hey! Im Mina Schiavo and don't worry, you're not the only one who can't pronounce that! Im a graphic designer that absolutely loves music, film and above all, being a proud dog mom. I studied at Algonquin College in Ottawa, Ontario, and my love for art has been a big part of me for as long as I can remember - It has really shaped my design work to this day. My personality reflects in my work and I am very proud of that. I specialize in motion graphics, advertising, branding, and illustrations, and I'm always looking to learn and grow. On my days off, you'll find me enjoying the outdoors or cozying up at home with my pup. If you're seeking to work with someone who thrives on adventurous challenges that create amazing results, I'm your girl.

BRANDING

02



PERSONAL BRANDING



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A personal brand is one of the most creatively challenging projects a designer can undertake. It's a reflection of personality, style, and values—a visual representation of who you are. Schiavo Visual Apex was born after countless iterations to perfect my brand. I wanted it to embody my name, my creative work, and the journey every designer takes to reach their peak, with the Apex of success as the core theme. The "SVA" logo came to

life after over 20 sketches and refinements. Drawing from the theme, I designed a mountain silhouette with a punched-out pen tool to mimic the letter "A," symbolizing the creative journey and reaching the pinnacle of achievement. After refining, I finalized the brand's bold, adventurous identity, perfectly capturing the essence of Schiavo Visual Apex.



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MILK LOGO REBRAND



PANTONE 2573C
#B095C6

PANTONE BLACK
#000000

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This project was a branding assignment from my Graphic Design IV course, and I'm proud of how it turned out. I chose MILK, a downtown clothing store with a young, millennial audience, and aimed to revamp their outdated logo while staying true to their aesthetic. I began by sketching over 30 concepts, refining them weekly until I narrowed it down to three. After digitizing and selecting colors, I finalized the logo, ensuring it aligned with the brand. I also created a comprehensive branding guide to showcase its applications and uses.

The process took about eight weeks, with constructive feedback from my professor helping me polish the design. The final result is a cohesive logo that reflects MILK's identity, and I truly enjoyed bringing it to life.

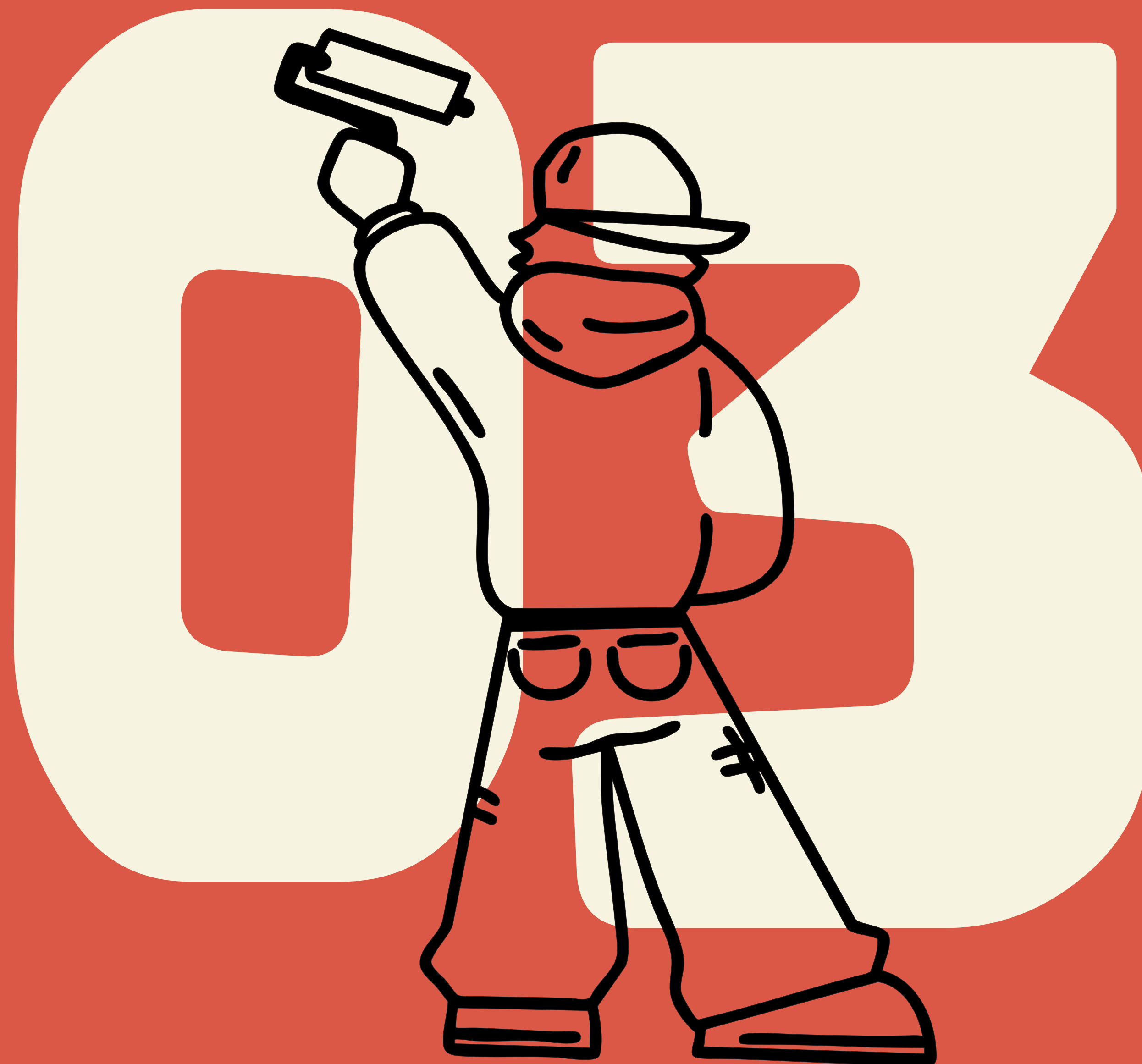


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2025
2024



ADVERTISEMENT



THE TREVOR PROJECT



The purpose of this fundraiser campaign was to raise awareness and support for important causes brought by a non-profit organisation. I chose the Trevor Project, a vital support line for LGBTQIA+ youth. As a person of that community, I am deeply passionate about protecting and uplifting young people. "Pride In Action" came from this mission, a fundraising event designed to educate people of LGBTQIA+ history and provide resources for those who may be silently struggling.

To keep an inclusive and accessible design, I created a set of characters representing a range of personalities, genders, and disabilities. This is translated through my design in a colourful yet simple aesthetic. The campaign included an informational pamphlet, two outdoor advertisement banners, and a motion ad for digital media. Over the course of several weeks, I refined the concept and design, ensuring every detail was perfectly finished.



TREVOR PROJECT FUNDRAISER CAMPAIGN

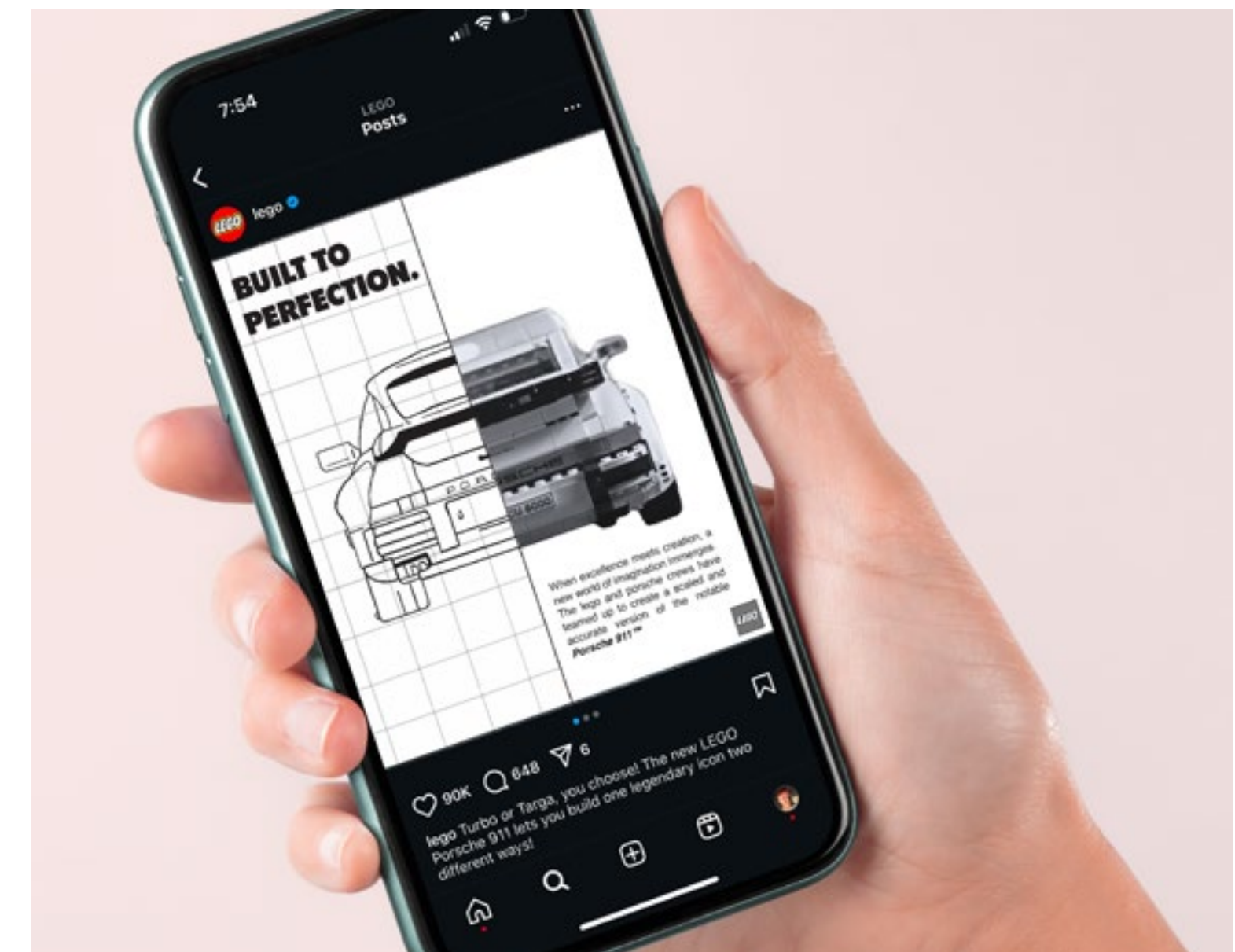


LEGO PORSCHE CAMPAIGN

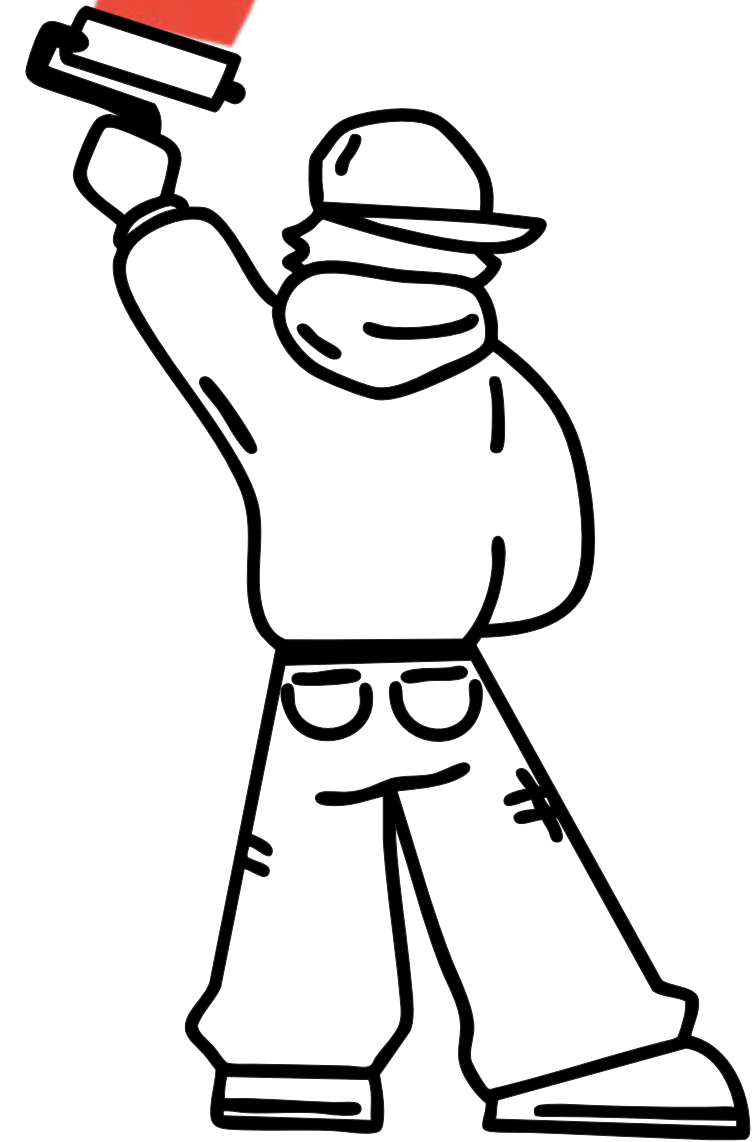


This Graphic Design III project introduced us to advertising, tasking us with creating a full ad campaign for a single product. I chose Lego's Porsche 911 set, targeting young adults due to its complexity. To highlight both the build process and the car, I incorporated a blueprint pattern. After exploring concepts, I opted for a blueprint split design, which tied the theme together.

Once the concept was set, the project came together quickly. My professor's only feedback was to refine alignment, which I adjusted for consistency. The final result matched my vision, though having the actual product for photography would have improved the visuals. This project gave me valuable insight into the detail and effort behind large-scale ad campaigns.



2024
2023



MOTION GRAPHICS



BARBIE MONOLOGUE

ANIMATED SHORT



With my given creative freedom, I wanted to explore an animation concept with a message that I am very passionate about: what it means to be a girl in today's reality. In the twenty-first century, we, as women, face many adversaries and critics. In the face of the patriarchy, we still find a way to overcome together. I felt that the monologue in the Barbie movie, recited by America Ferrera, represented this emotion perfectly. I ultimately chose to do this animation in a cut-out style. Starting with finding all my assets, I edited all of them in Photoshop.

Then, I started making each animation separately to focus on each detail. After many refinements, I added a pop of color to each scene to bring more attention to the eye. This project was the longest process I have gone through for an animation. I am happy that I was able to reflect the message being relayed. This has been my favorite project, and I am very proud of it.

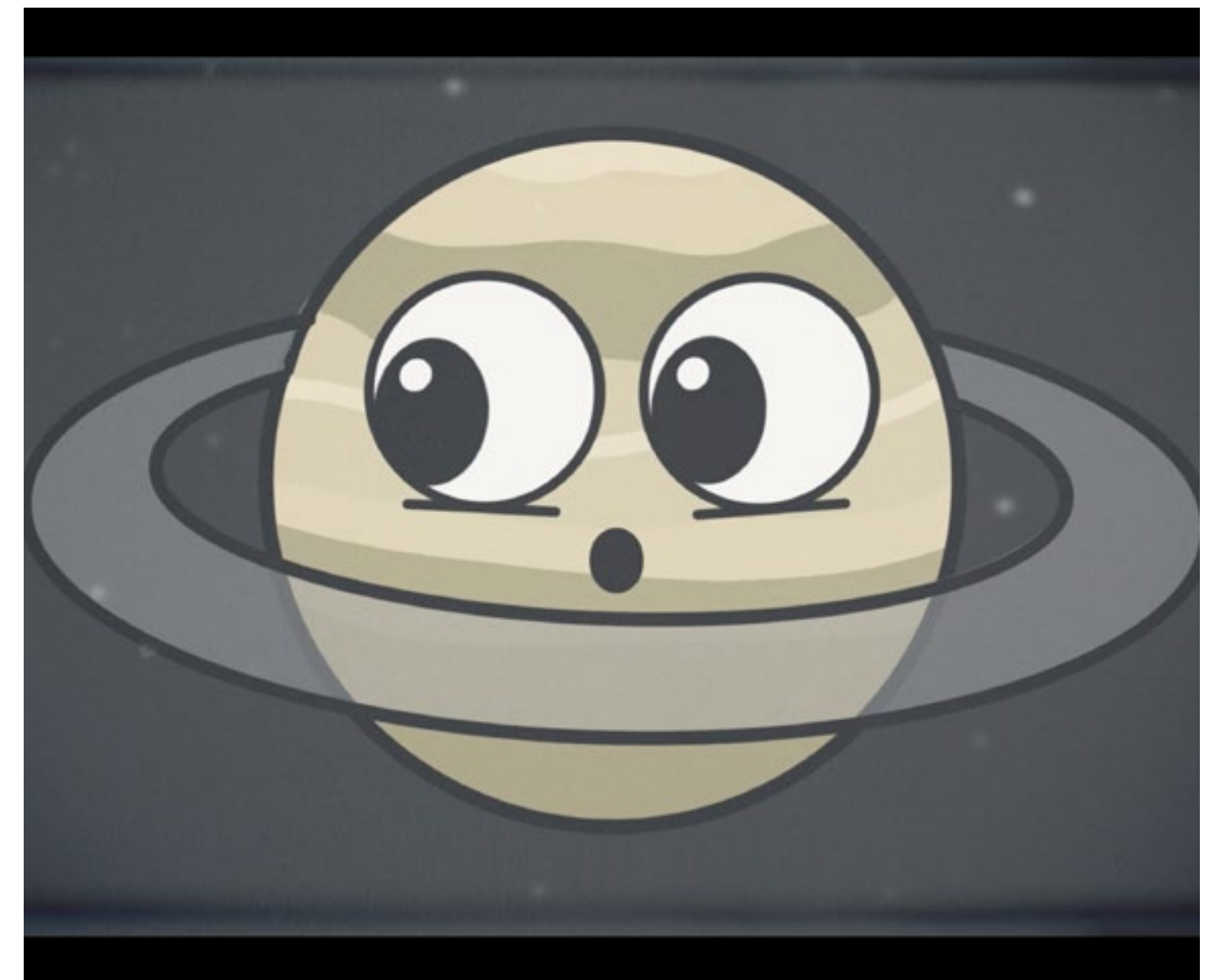
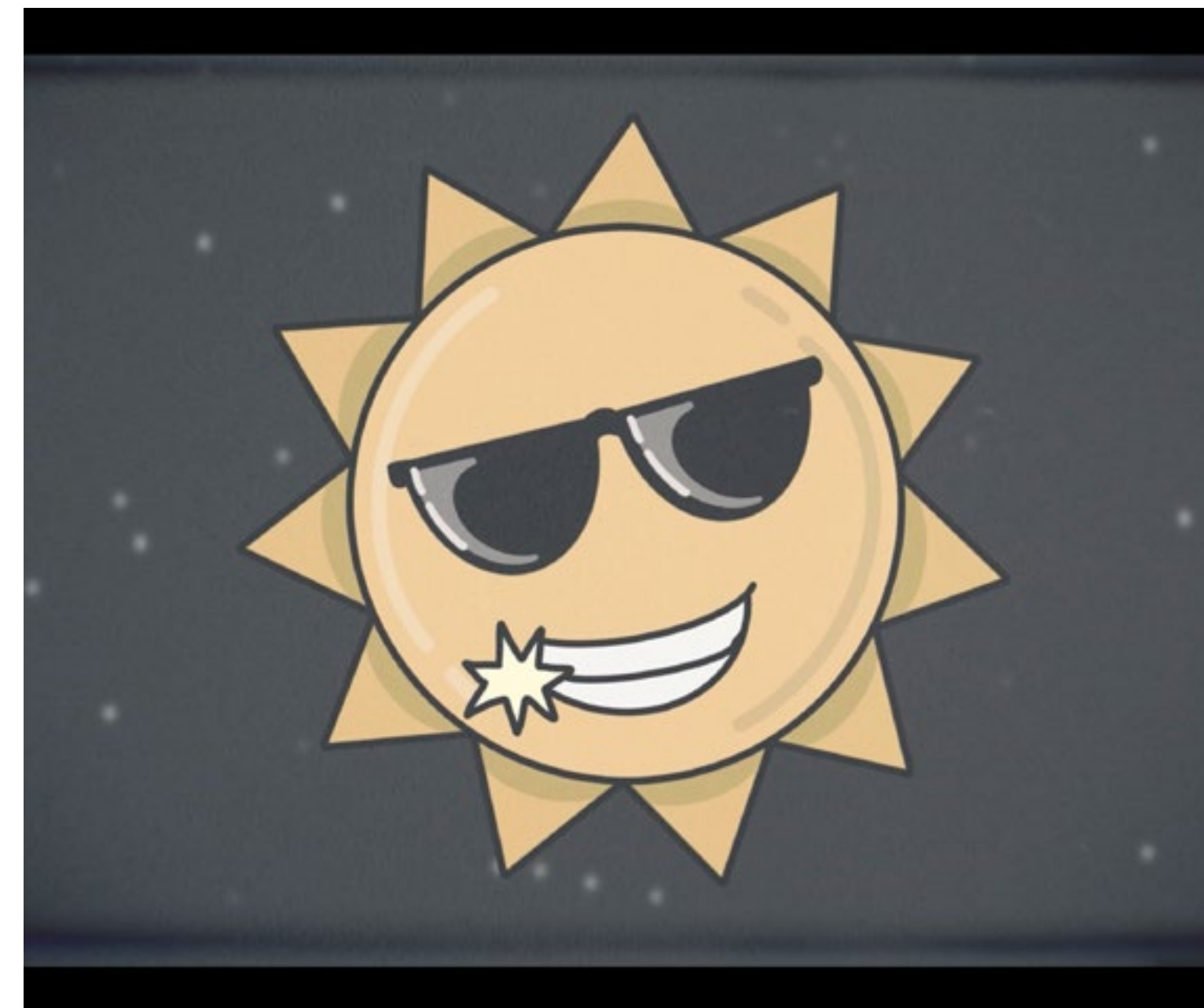




For this assignment, we were given the broad choice of creating an explainer video. I decided to animate a 30-second to 1-minute video in After Effects, with all illustrations designed in Procreate and finalized in Illustrator. The goal was to bring a concept to life through motion while maintaining clear and engaging storytelling. I chose the solar system as my topic and focused on making each planet visually unique and interesting to keep the animation dynamic. I started with research and simple storyboarding to map out the flow of the video. After multiple sketches, I finalized my planet designs in Procreate before refining them in Illustrator. The animation process was particularly challenging due to the sheer number of assets I needed to create and animate. Since there were no strict requirements beyond what we had learned in class, I pushed myself to experiment and improve, spending many nights watching tutorials to refine my skills. Despite the challenges, I was thrilled with how everything came together. The final video blended a vintage-inspired aesthetic with a modern touch, creating a unique visual style. It remains one of my most exciting and rewarding experiences.



THE SOLAR SYSTEM EXPLAINER VIDEO



MONEY TREES KINETIC TYPE

For my first motion graphics project, I was tasked with creating a kinetic type video. I chose Money Trees by Kendrick Lamar featuring Jay Rock, a song that has always resonated with me. As one of my favorite artists, I wanted to capture both the song's essence and Kendrick's artistic style. Since he is from Compton, I incorporated gothic typography and a subtle color palette to reflect the region's aesthetic and cultural influences. Being my first time using After Effects, the process was both challenging and rewarding. It required time, refinement, and experimentation to achieve the effects I envisioned. I had to familiarize myself with new tools and problem-solve along the way, but despite the learning curve, this project truly solidified my love for motion graphics. It allowed me to express my creativity on a much larger, more dynamic scale, opening up new possibilities for how I approach design and storytelling.



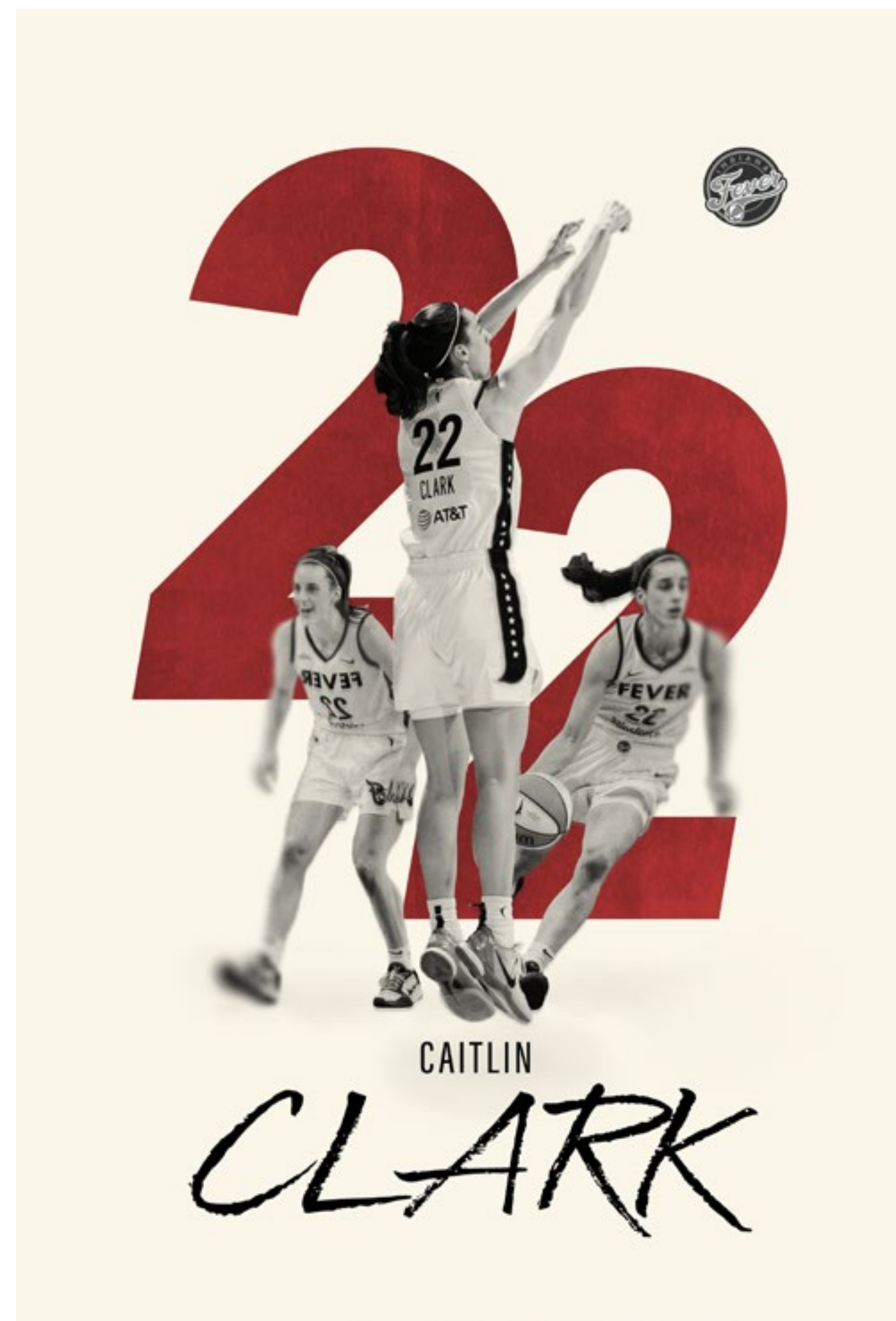
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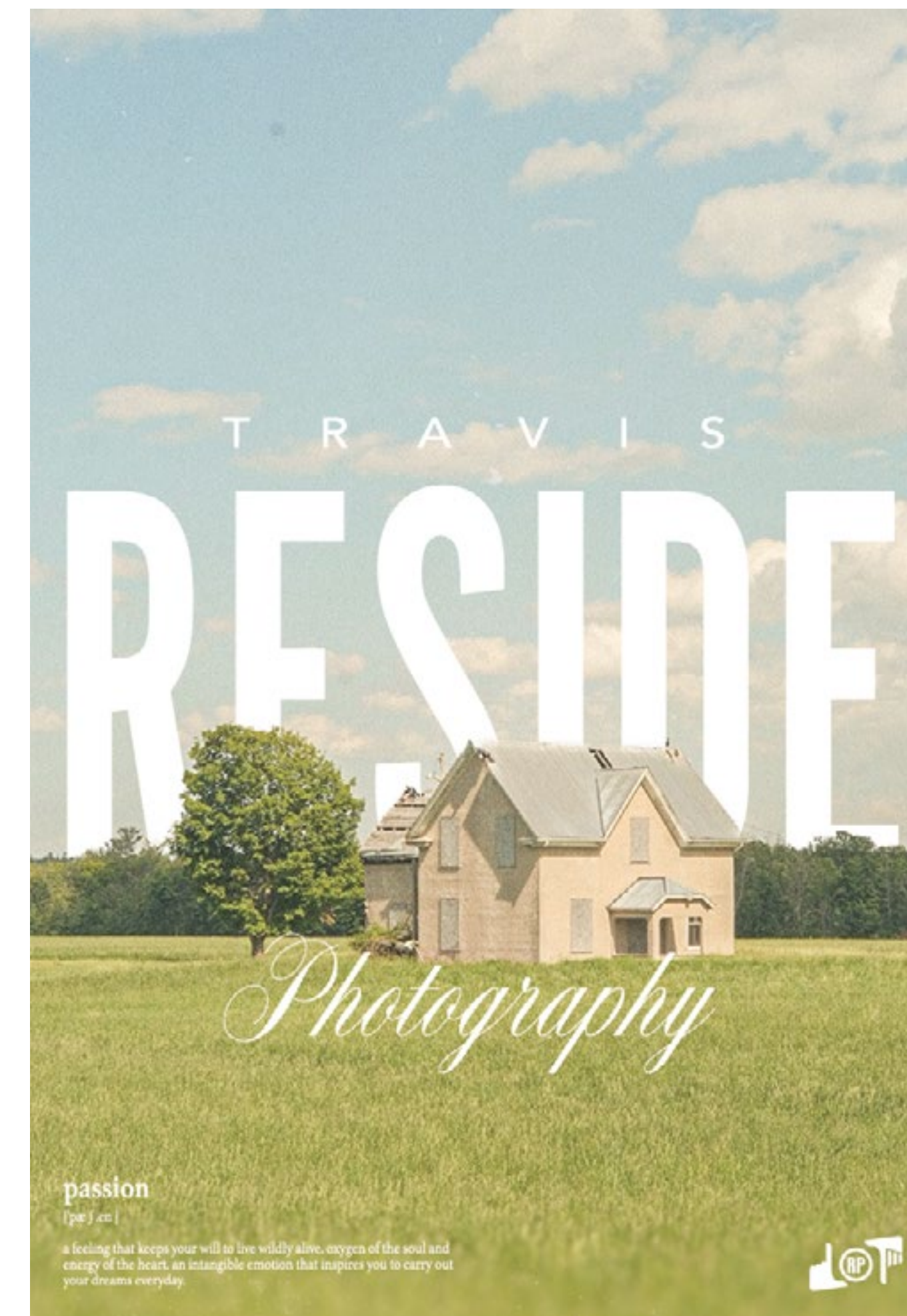
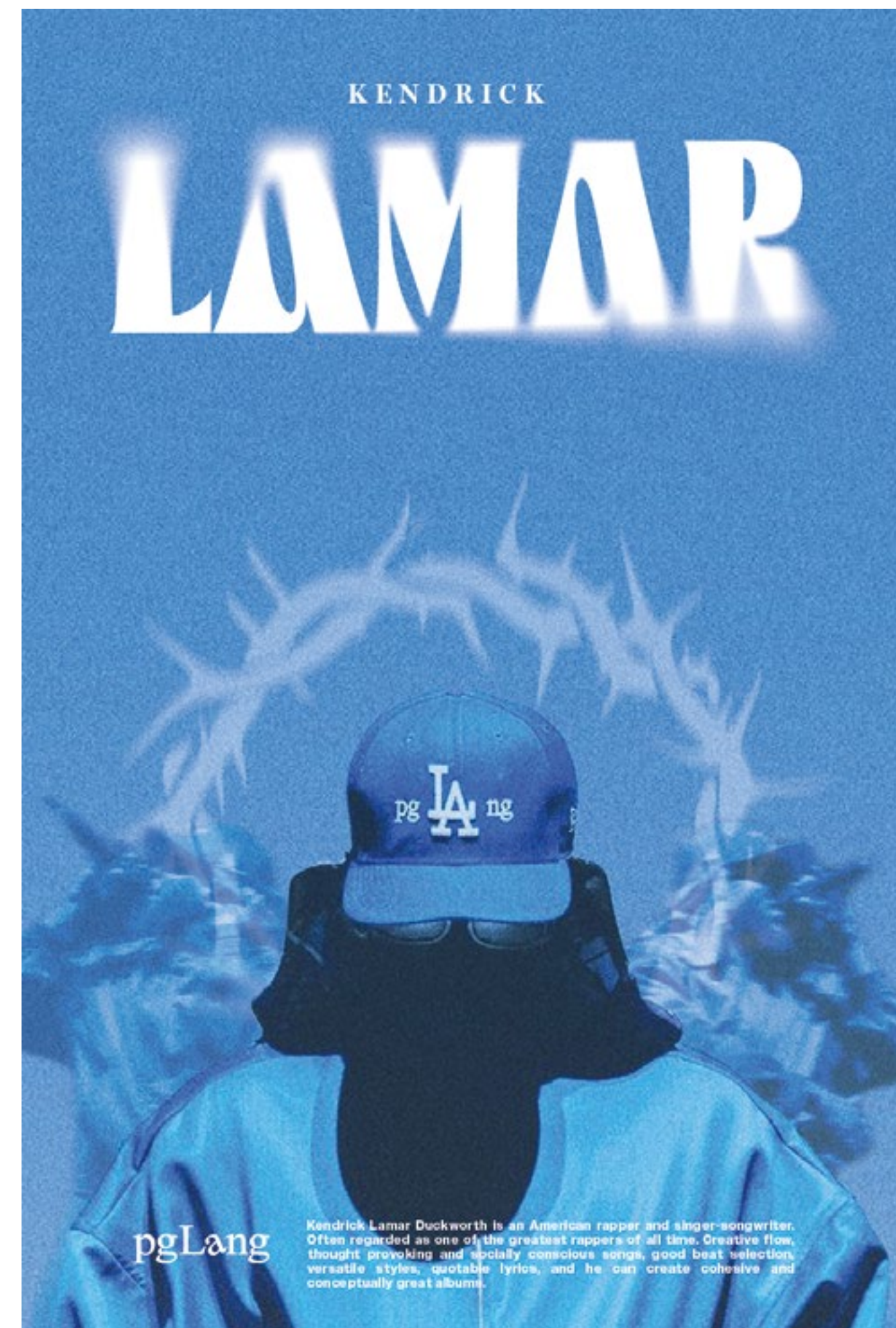
ILLUSTRATIONS



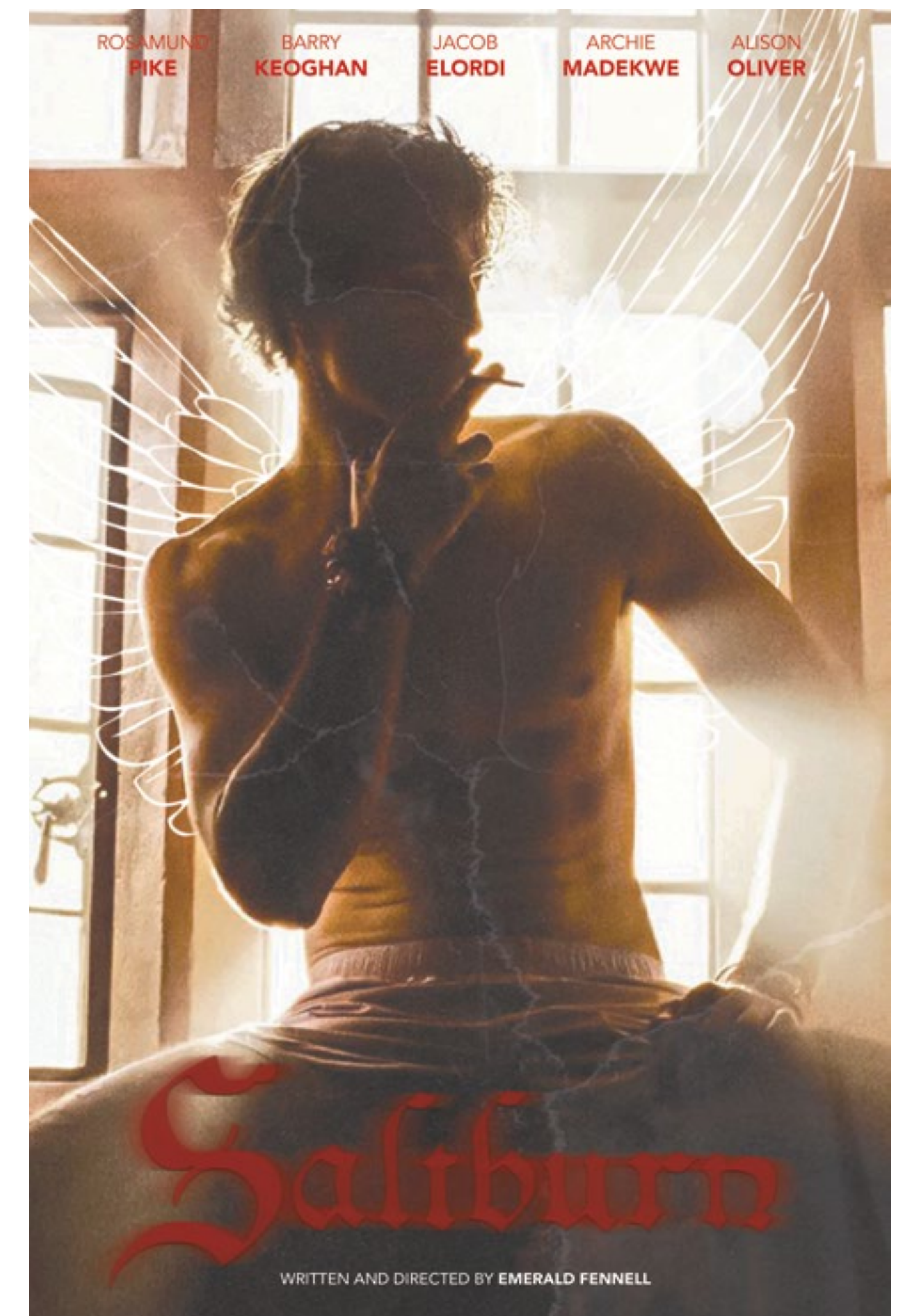
POSTER LAYOUTS

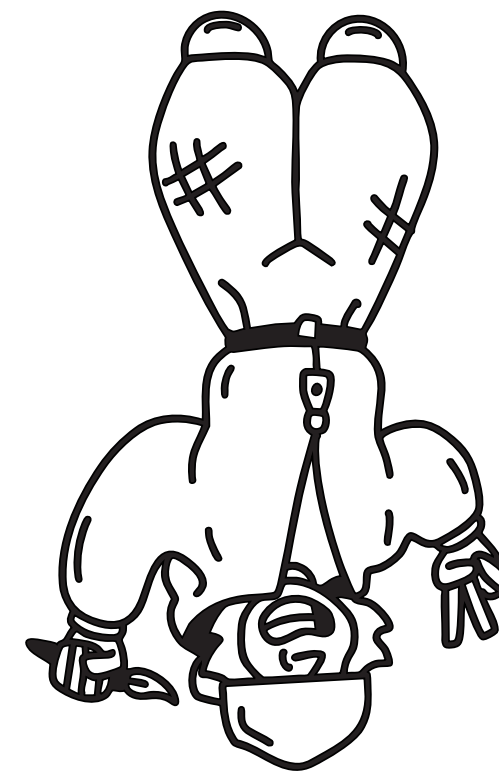
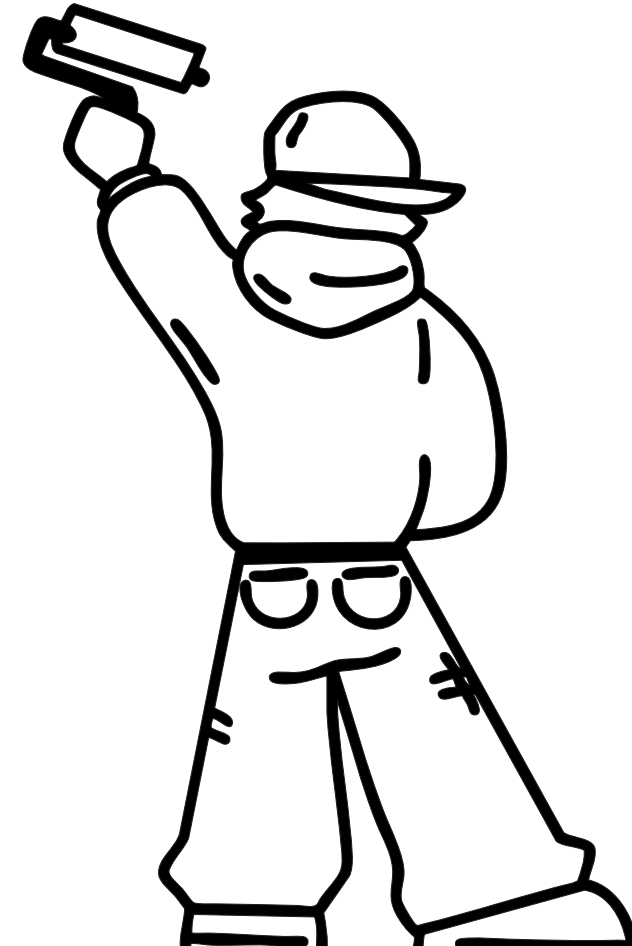


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DIGITAL DRAWINGS

*Thank you to my family
and friends for constantly
inspiring and challenging me
to grow as an artist. Your
support means everything, and
I'm excited to keep pursuing
my passion. Always ready for
the next chapter ahead.*

-MINA

