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Graphic Designer

MY
PORTFOLIO



This was a logo design that I developed during my final year in college. The company that I designed this logo for is known as Iconoclast, which is a coffee shop and cafe franchise where teens, grown-ups and young

adults are all welcomed to hang out outside of work hours. The cafe credits itself with being a all-around inviting location for people of all ages to relax and communicate; this overall relaxed vibe is what I wanted to

emphasize in the logo design, using a mixture of soft, dark shades of orange and brown and the imagery of a coffee bean floating in a brew of brown, milky coffee. I also opted to use a unique and unorthodox font

to add additional flair to the overall look of the logo without compromising its legibility. I originally had a brown stroke wrapping around the logo from both sides, but I chose to remove it.



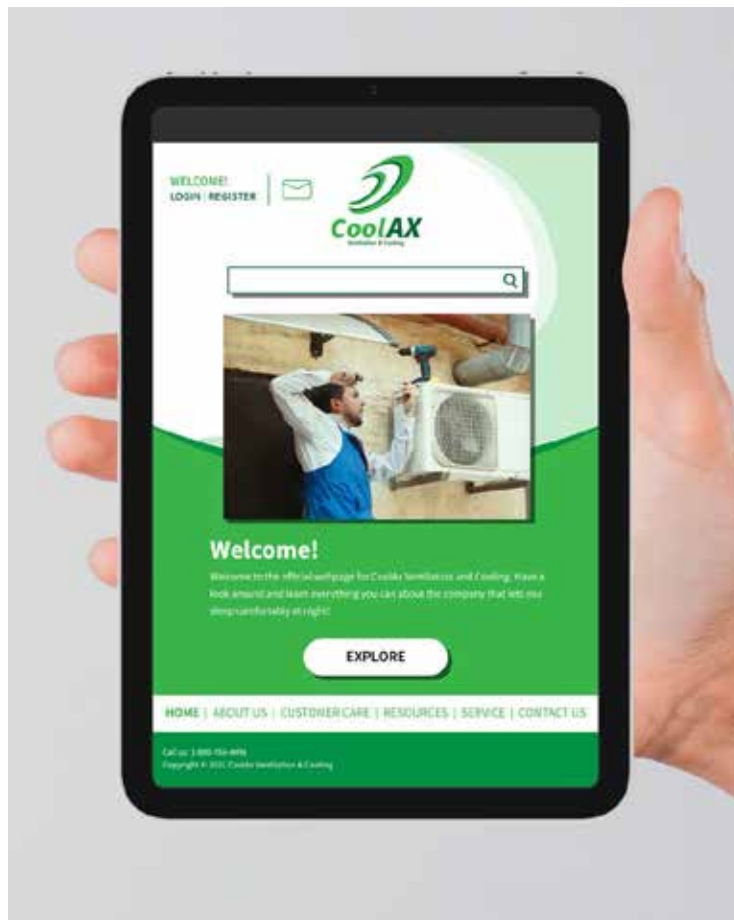
To go along with the new logo design for Iconoclast, I also developed a menu design, showcasing a number of delicious delicacies; coffee, cakes, sandwiches, breakfast meals, etc. I chose to keep to the orange and brown color scheme that the logo possessed, but I also added a number

of different shades of brown and orange. I also changed the text from white to black halfway through the backside of the menu to better suit the change in background color.



CoolAx Ventilation & Cooling is - as the name would imply - a cooling company that I developed during my penultimate semester of college. They provide various reparation and installation services for heating and cooling systems. When designing their logo, I kept in mind the customers that would

likely seek out the company's services - especially during the hot Summer months - and chose to predominantly use the color green in two distinct shades, which is both a cool and refreshing color. The light bit of imagery I used for this logo consists of two streams of wind, emphasizing blowing air.



I also designed a simplistic yet intuitive mock-up for the company's website, both on mobile devices and computer screens. Both versions of the site have somewhat distinct layouts and designs, but all of the information present on the homepage remains the same between both versions. The logo is present at

the top of the site, as well as a search bar, notification box and login/sign up information, as well as a quick introduction to the site for all visitors to see.



This logo was designed for a company known as Cat's Eye Car Insurance, a company that I created as part of a project during my penultimate semester of college. Cat's Eye is a car insurance company who provides cheap, yet high quality services to their customers while also donating many of

their proceeds to charity. With the logo, I chose to design it after the company's namesake; that being a cat's eye.



To go along with my design for Cat's Eye Car Insurance's logo, I also developed a postcard design to promote the company. It predominantly uses the red color used in the logo - as well as a lighter shade of that color - a photographic of a speeding car, a brief call to action, the copyright line and a

link to the company's website below the call to action. I wanted to strike a balance of imagery and information when designing the front of the postcard.



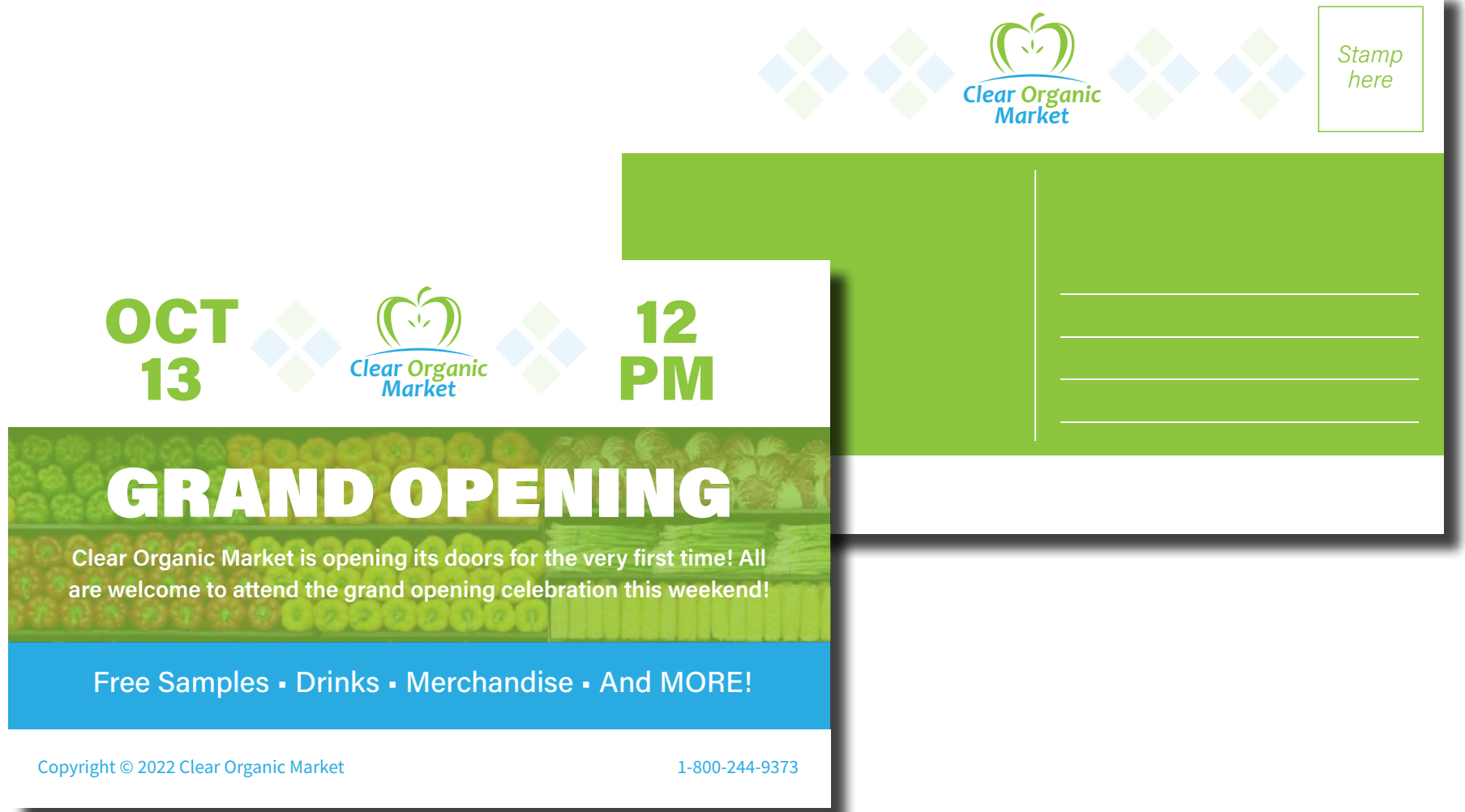
This logo was designed for a company known as Clear Organic Market, and organic food store that sells purely organic products. This company was designed as part of a project that I was given during my penultimate semester of college. When designing the logo, I wanted to try and design something that would appeal to those looking to eat

healthier; as a result, I designed the logo using an abstract apple as the primary image, as well as using the colors blue and green, which are two colors often associated with nature.



Continuing with the designs I created for Clear Organic Market, here we have a design for a bus shelter ad. The poster sticks to the overall color scheme that I used for the logo design, as well as images of fruit in the very center of the poster. As extra decoration, I also included

four multi-colored squares behind the fruit. Finally, I incorporated the company's slogan "savor the freshness" above the fruit.



Going along with my logo design for Clear Organic Market and my bus shelter ad, I also developed a postcard design advertising the grand opening of Clear Organic Market, including what visitors can expect to receive while attending the opening celebration, the time and date when

the grand opening will be occurring, and a brief invitational description.



What you see before you is a mock-up for a Halloween card that I developed during my penultimate semester of college as part of an assignment. I wanted to go above and beyond making a simple rectan-



gular card design, so I opted to create something unique; and that's when the idea to create a skeleton-themed card came from. It still fit well with the Halloween theme, and it still managed to function as a card.

The card features a typical skull design on the outside, and on the inside a number of ghostly figures reside. The bottom jaw of the skull card acts as a carrying pouch for various items such as money, candy, etc.

THANK YOU!

I hope you liked what you've seen!