

PROFITABLE



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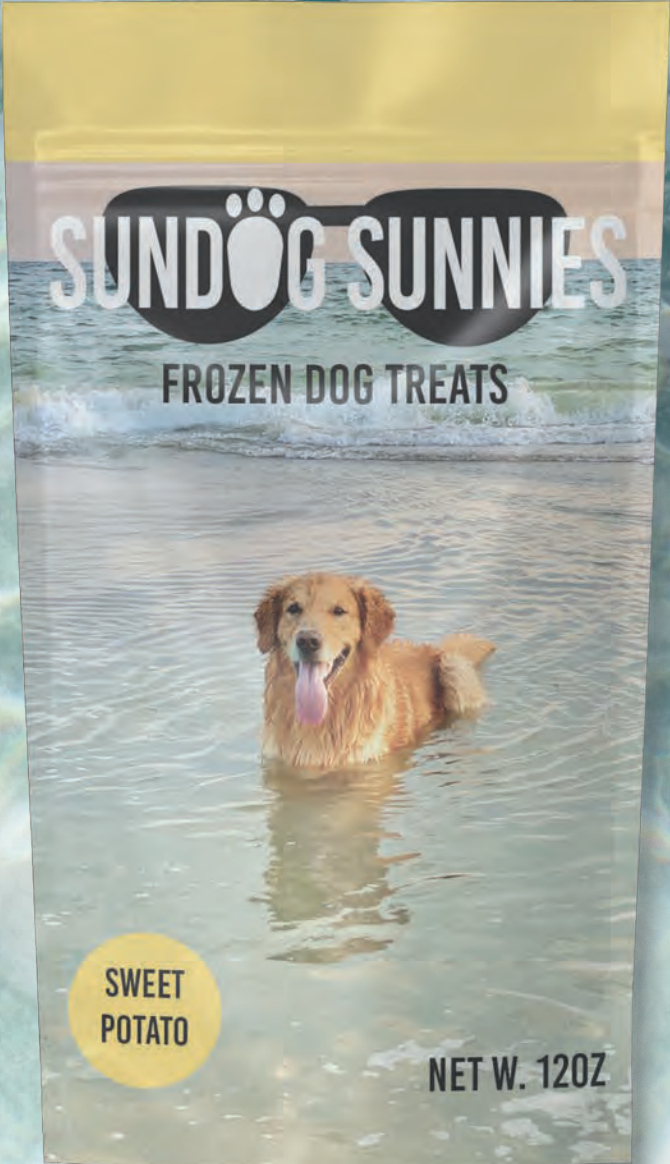
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Sundog Sunnies

Sundog Sunnies is a brand focused on frozen dog treats. They offer natural and healthy treats that can help dogs cool off during the summer. They have 3 available flavors: peanut butter, sweet potato, and chicken. The brand was looking for a design that was fresh, modern, and fun.



The thematic of the beach and summer is because the dog treats are frozen and are more enjoyable in hot weathers.



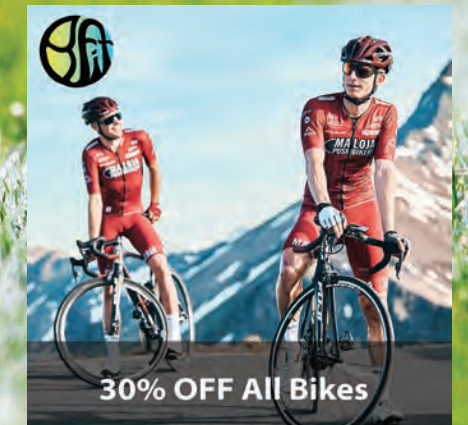
The color line at the top of each pouch help distinguish the flavors from one another.

Bfit Social Media Campaign

This campaign was designed to promote the sales of the sport store “Bfit”. The brand needed a logo update and social media templates for Instagram advertisements.



The brand's values are balance, discipline and perseverance.



David Clement-Davies Book Trilogy

These are redesigned covers for the tales of David Clement-Davies. All three of the stories take place in the same universe. The Sight and Fell are a series of books about wolves. The Fire Bringer tells the story about a deer named Rannoch. An inkblot technique was used to create abstract illustrations for each of the covers, while maintaining the essence of the stories.



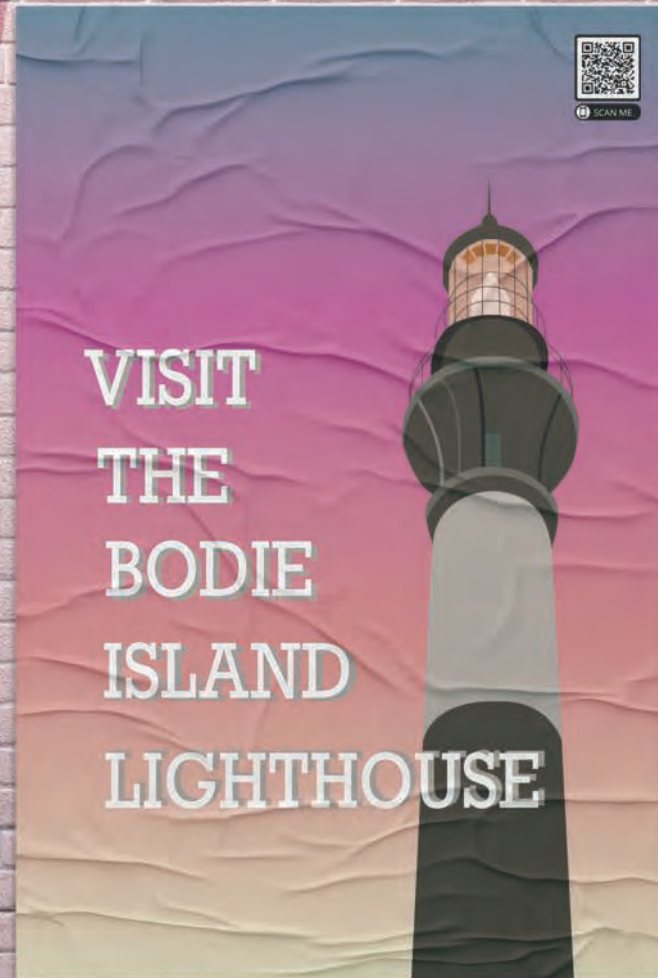
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Bodie Island Lighthouse

This campaign is a three poster advertisement and tote bag to promote the Bodie Island Lighthouse in North Carolina. I also added a QR code that directs the clients to buy tickets to tour the lighthouse.

I wanted to create illustrations that showcased the landscapes and views the touristic attraction can offer.



Think Big Conference

The project is for a conference specializing in the use of SFX in the film industry. It is a place for people who are just starting to learn about FX and are interested in a career in it. The result is a complete advertising and promotional campaign for the conference that is in tune with the target audience and the brand's statement.





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The Friendly Giant Skullequin

Character illustration for an age-appropriate, gender-neutral anthropomorphic monster character featured in a limited edition box. It contains a page of stickers, a water bottle, a t-shirt, and a personalized box. The monster is "The Friendly Giant Skullequin," a hybrid between an octopus, skull, and harlequin.



The Vegan Spoon Cookbook

This cookbook was designed for The Vegan Spoon brand to showcase their recipes and attract new clients. I wanted to make a simple, modern and colorful cookbook to display the information in a way that is intuitive and eye-catching.



The cookbook features a variety of recipes ordered by type and colors.



East Coast Game Conference

ECGC is the largest conference for Game Developers on the East Coast. For advertisement three platform were chosen: Email, Instagram and Twitter. The conference will take place on April of 2023 and tickets are sold in advance via their website. I wanted to create modern, unified designs that represented what the conference is about.



Thank you!

Feel free to contact me with your ideas. I will be happy to help you :)



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