



DESIGN PORTFOLIO

Hello, I'm Nicole!

A holistic designer passionate about UI/UX design, logos & branding, layout and web- & web app-design.
Providing creative visual communication through functional, integrative print & digital assets, designed for people, not platforms. Who has experience with creating visual assets for made-up businesses during my time at Center for Arts & Technology as a student, as well as with real-world client projects.

LOGO | BRANDING | UI/UX DESIGN | WEB DESIGN | WEBAPP DESIGN | LAYOUT DESIGN | PRINT | DIGITAL MARKETING



MAKK Spa

LOGO | LAYOUT DESIGN | PRINT

Small nail spa needing a logo, business cards, gift voucher and loyalty card designed for her fast-growing business. Client wanted her main colour to be a soft pink and her logo be able to be transferred to a neon sign for her salon so I designed this beautiful, clean design so that her logo can not only be adapted to a neon sign but that can also have the look of a neon sign on other assets.

ILLUSTRATOR





OLD LOGO



NEW LOGO

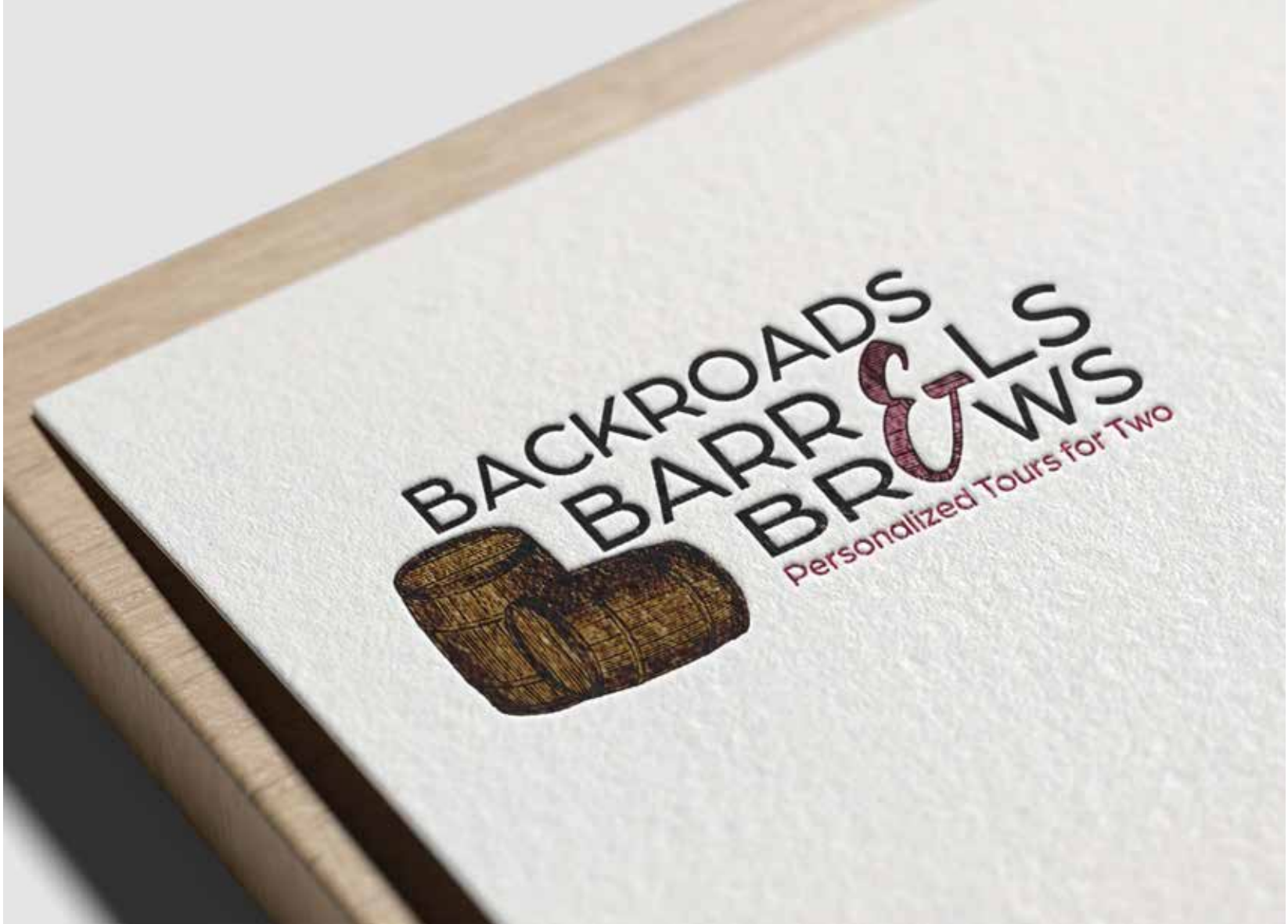


Scott Moore

LOGO REJUVENATION | BRANDING

I designed this logo to reflect Scott's affinity for Indian mythology, using the shapes of his initials to create the shape of an elephant, representing his preferred Hindu God, Ganesh. Blue was chosen for it's calming, relaxing effect, while also reflecting trust and loyalty. The circle csymbolizes unity, one of Scott's core values. The thin typeface helps create a clean, professional logotype.

ILLUSTRATOR



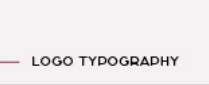
OLD LOGO



BACKROADS
BARR & LS
BR & WS
Personalized Tours for Two



— CLEAR SPACE



— LOGO TYPOGRAPHY

Autoria Book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*~&^()?

Kayhan Script

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1234567890!@#%&*~&^()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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— COLOURS

P 125 C 0 M 0 Y 0

C 44 M 85 Y 74 K 20

HEX: 7A5044

P 125 C 0 M 0 Y 0

C 44 M 85 Y 74 K 20

HEX: 7A5044

P 125 C 0 M 0 Y 0

C 44 M 85 Y 74 K 20

HEX: 7A5044

Backroads, Barrels & Brews

LOGO REJUVENATION | LOGO | PRINT DESIGN

Rebranding project for a personalized wine tour company in the Okanagan. She wanted to also add craft beer tours to the package, experimenting with a variation of the name 'Barrels, Backroads and Brews'. I chose to suggest rearranging the name in order to facilitate the more creative visual spin. Rose is used to represent wine, paired with the barrels and the barrel texture to give it a rustic feel.

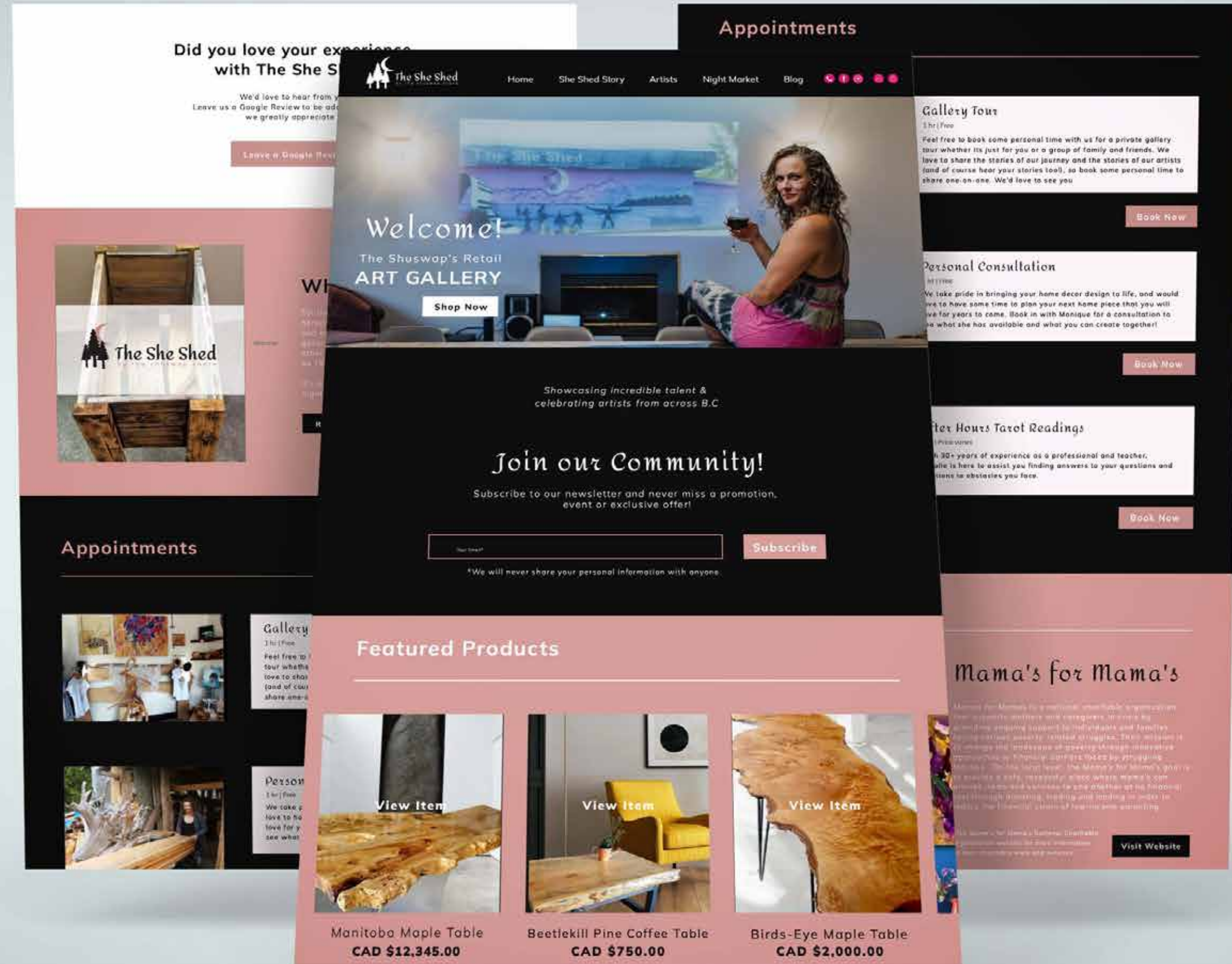
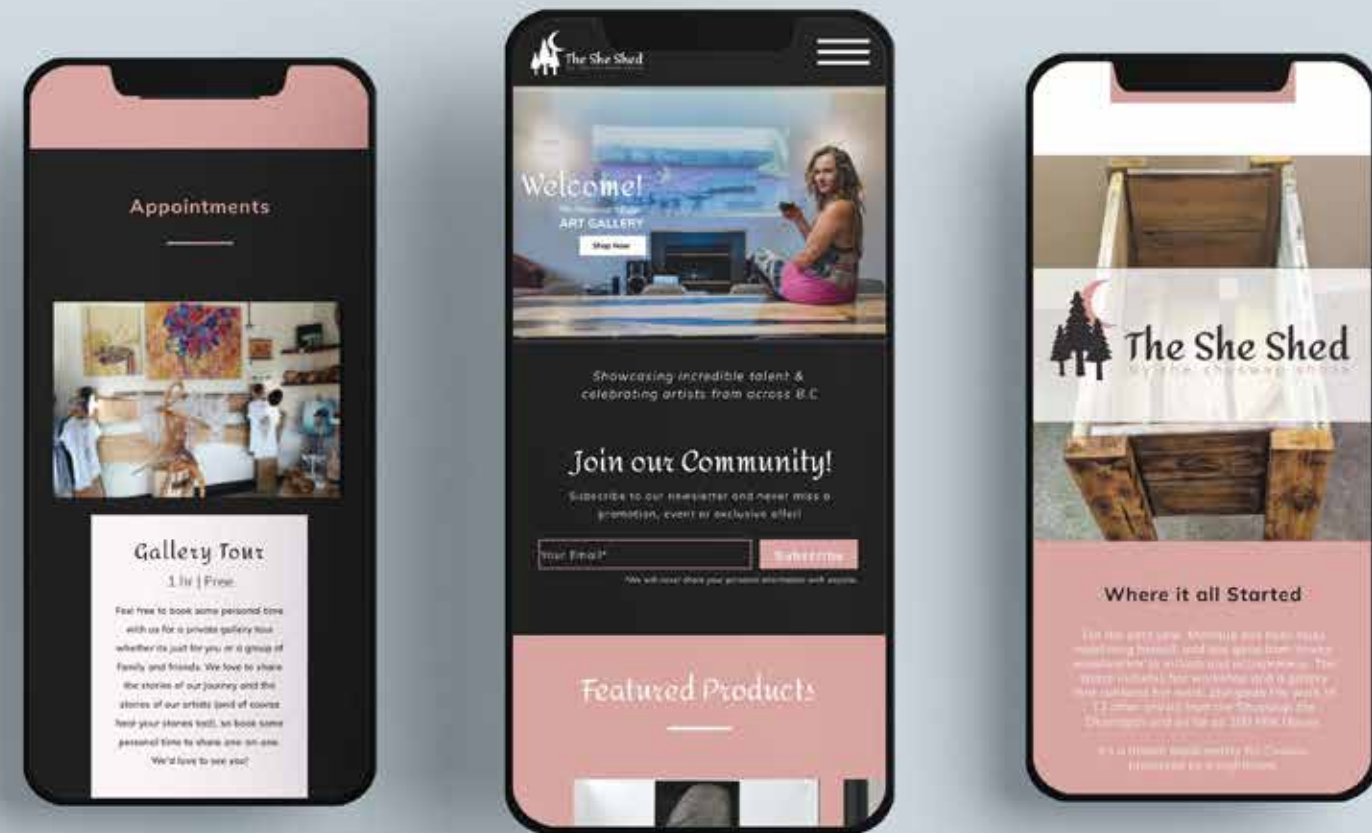
ILLUSTRATOR

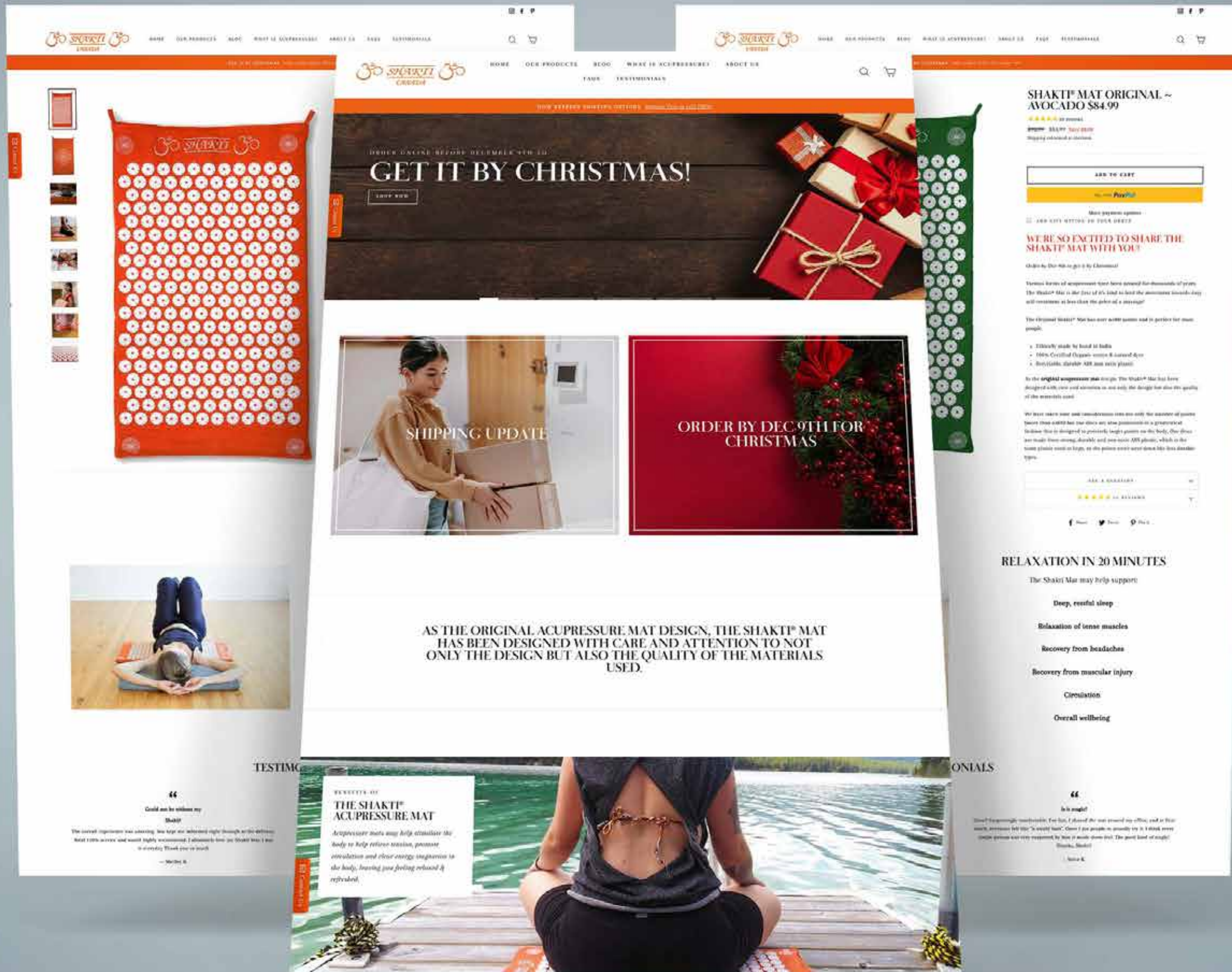
The She Shed

PROJECT MANAGER | LOGO REJUVENATION | LAYOUT DESIGN | WEB DESIGN

This rebrand project was a group project and, as head project manager of my group, my design tasks were to create the brand book and responsive web design assets for The She Shed by The Shuswap Shore. The company is a small, high-end woodworking business dedicated to giving back to her community along with also being a community space intended to help support fellow creative women artists. She wanted to reflect her luxurious product through regal colours of black, white and rose gold and so I created this website redesign to reflect her high-end products.

ILLUSTRATOR | XD



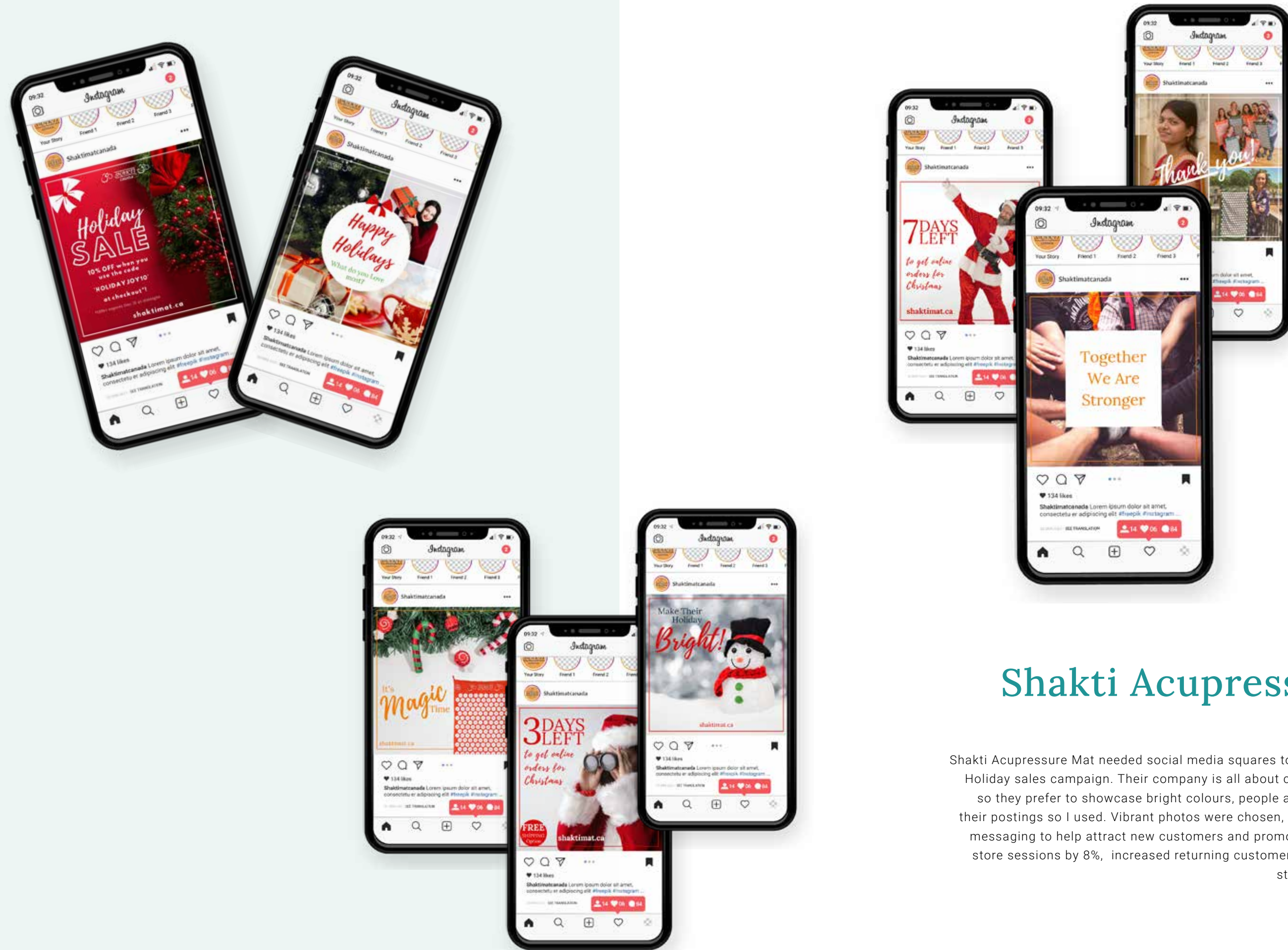


Shakti Acupressure Mat

LOGO | BRAND GUIDE | LAYOUT DESIGN | PRINT

Shakti Acupressure Mat needed product tags, web design and company branded booklets for their ambassador and wholesaler programs. The unique illustration design, called a mandala, is at the core of their branding along with bright photos of their products. Their website needs to be clean and easy to navigate with bright photos to showcase their unique product offering.

ILLUSTRATOR

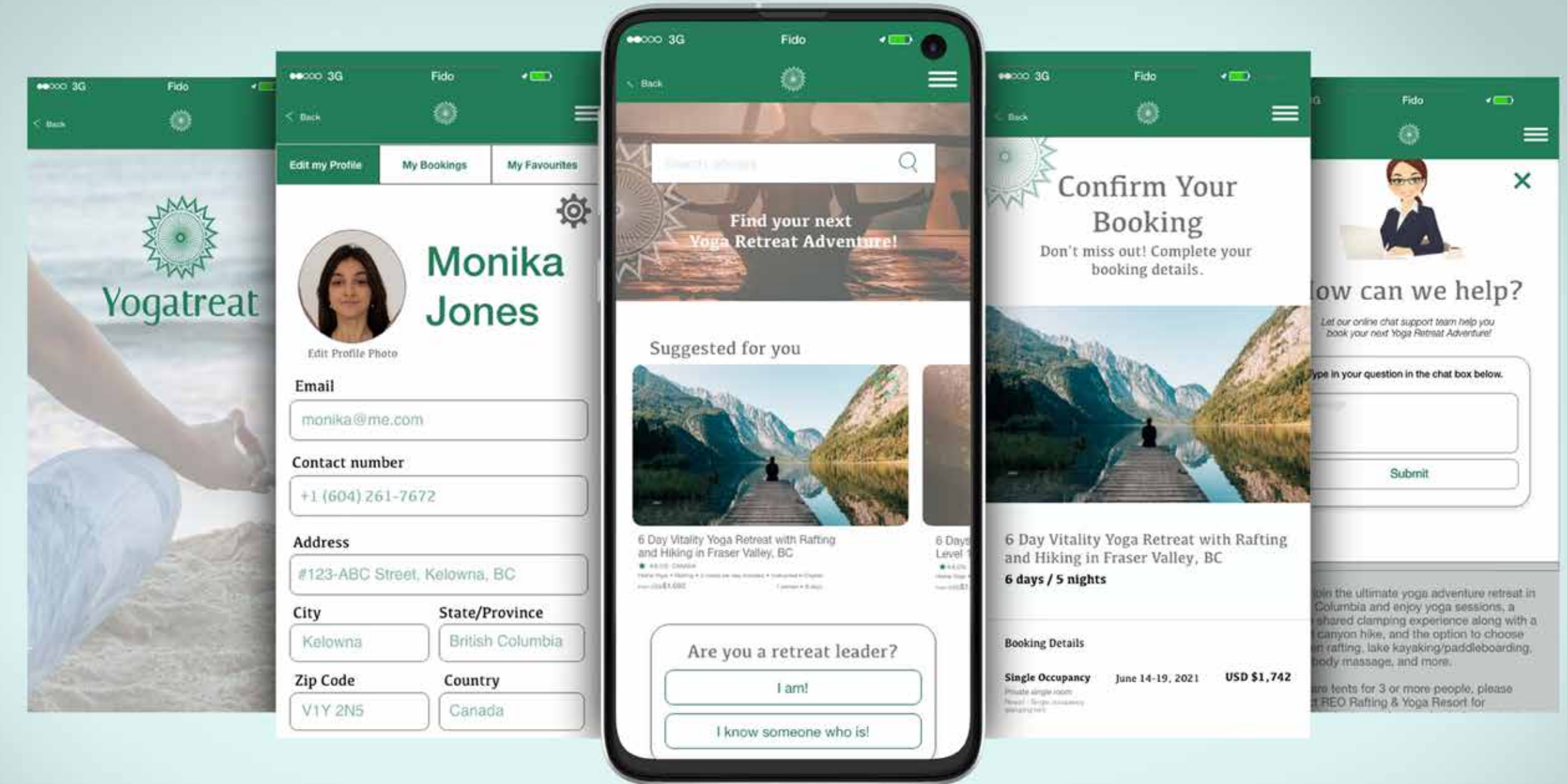


Shakti Acupressure Mat

DIGITAL MARKETING

Shakti Acupressure Mat needed social media squares to help them advertise their Holiday sales campaign. Their company is all about community and connection so they prefer to showcase bright colours, people and faces predominantly in their postings so I used. Vibrant photos were chosen, paired with key functional messaging to help attract new customers and promote sales. Increased online store sessions by 8%, increased returning customer sales by 4%, and boosted store conversion rate by 3%.

ILLUSTRATOR



Yogatreat

UI DESIGN | BRANDING | LAYOUT DESIGN | WEB APP DESIGN

Yoga travel application aimed promoting yoga travel retreats and teacher trainings to a wide range of budgets and interest levels. I reached this through a clean layout design with a good use of white space, friendly, inspiring and inviting colour palette and photography and easy-to-navigate user interface.

ILLUSTRATOR | XD

Harmony

LOGO | LAYOUT DESIGN | ILLUSTRATION | PRINT

This yoga festival brand's essence is unity, inclusivity, community and personal growth through yoga and a yoga lifestyle. I demonstrated this through sacred geometry and the Seed of Life symbol incorporated into the logo. In yogic philosophy, purple is the spiritual colour representing the bridge to the cosmos or enlightenment and so I choose this colour palette to help create unity throughout the design. The sans serif font helps keep everything feeling clean and organized. Finally, the soft mountain shape in the background represent Banff as the location for this festival, with the intention that it can be interchanged for different icons..

ILLUSTRATOR | INDESIGN





Diiorio

REBRANDING | LAYOUT DESIGN | PRINT | WEB DESIGN

Fragrance line creation, inspired by the Italian surname of my instructor, Diiorio means "of gold" in Italian. To me, the peacock is the essence of grace, beauty and elegance, so it became the central concept to this design. Gold and purple, teal and royal blue all help illustrate the concepts of luxury, royalty, and Haûte Couture. Graceful, elegant lines and points further emphasize this high-end brand concept creating a polished finish.

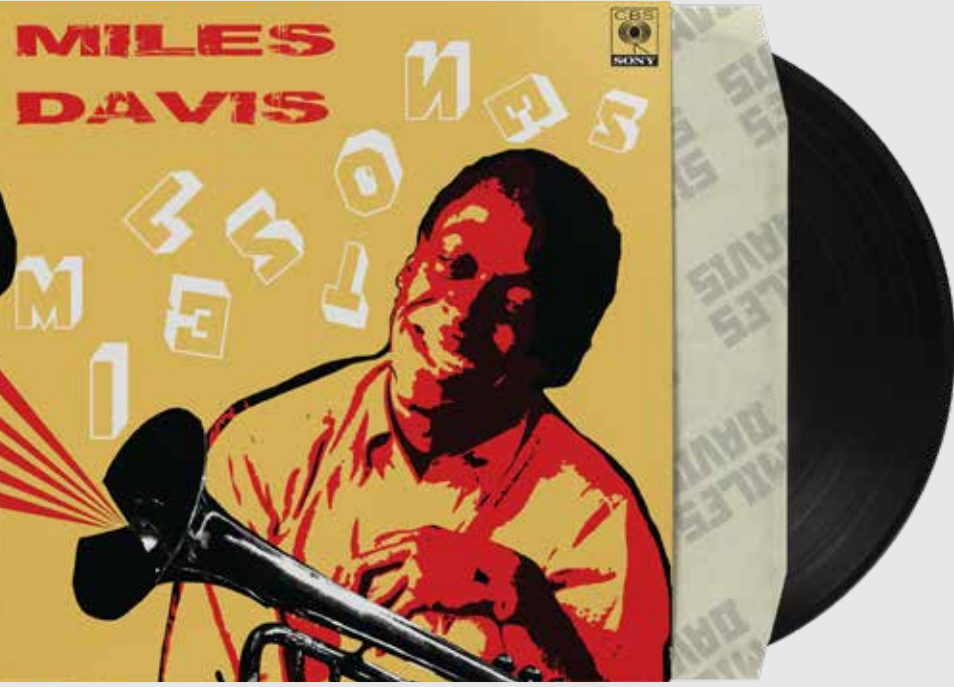
ILLUSTRATOR | XD

Miles Davis – Milestones

ALBUM COVER | LAYOUT DESIGN | PRINT

This album redesign is inspired by Constructivism. Big bold typography with the traditional black, red and yellow contrasting colours helps bring in the essence of this iconic art era, while also highlighting the flavour of Miles Davis - one of my favourite Jazz musicians. Multiple threshold layers help create the contrasting effect of Miles and his trumpet and I think pays homage to the soul of his music..

PHOTOSHOP

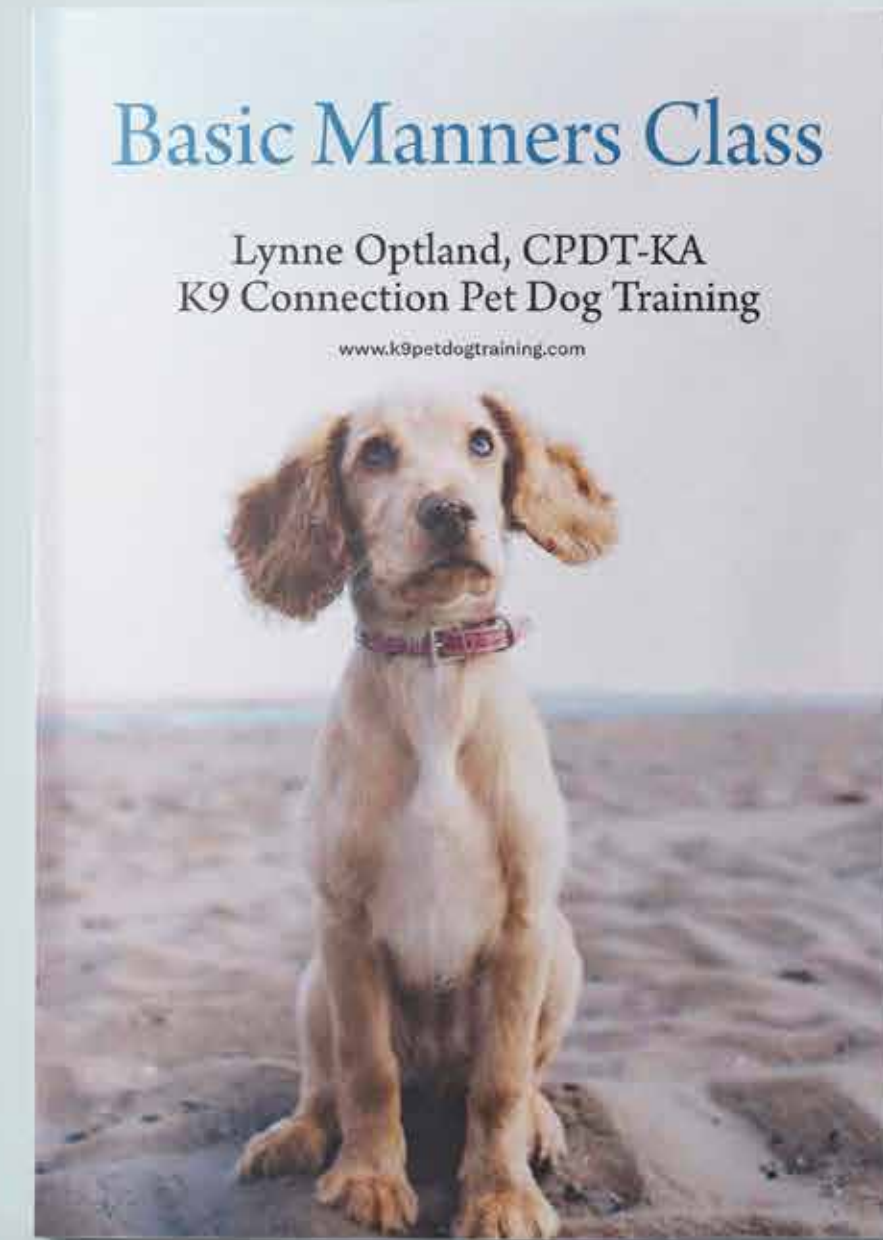


K9 Connection

LOGO | LAYOUT DESIGN | PRINT | ADVERTISEMENT

Professional pet dog trainer who needed a logo, training manual and print advertising materials to help promote her business and attract more pet owners needing training. Choose brand colours are 3 different shades of blue to represent calm, trust and intelligence yet also mean strength and trustworthiness, which are qualities she wants to portray to her target audience. I made sure to highlight her puppy classes in the print advertisement, since these are her signature programs and carefully highlighted her key offerings.

ILLUSTRATOR | INDESIGN





Armonia

LOGO | BRANDING | LAYOUT DESIGN | PRINT

Luxury Spa brand, located in the Amalfi Coast, Italy. I wanted the design to have a richness to it so I chose the beautiful look of agate, stones which were first discovered in Sicily to pay homage to Italian roots. I paired it with gold to enhance the feeling of luxury and classiness and thin, elegant fonts to help give that feeling of high-end indulgence.

ILLUSTRATOR | INDESIGN | PHOTOSHOP





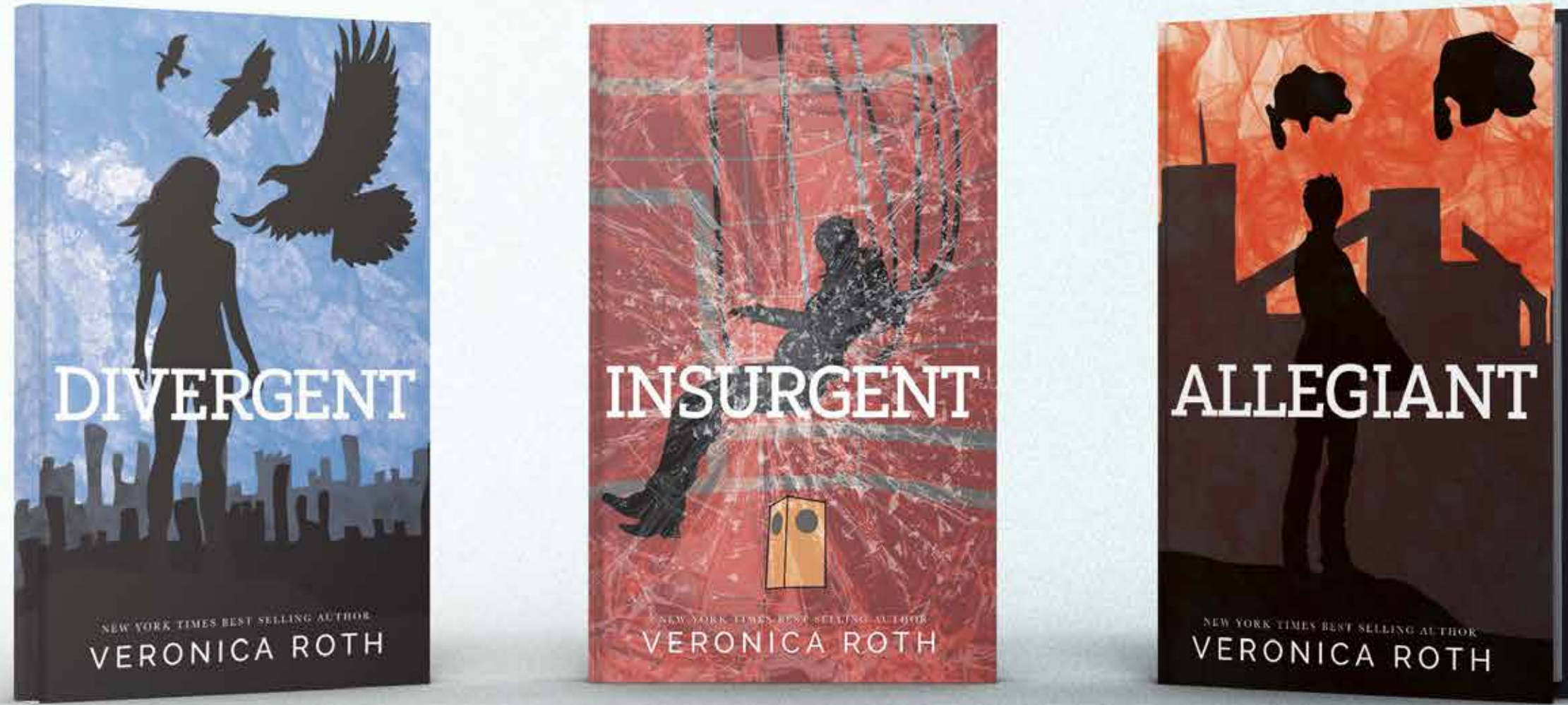
Breathe Magazine

MAGAZINE | LAYOUT DESIGN | PRINT

Mid-market yoga travel magazine aimed promoting yoga travel to a wide range of budgets and interest levels. I reached this through a clean layout design with a good use of white space, friendly and inviting colour palette and interesting layout structure. For the cover, I wanted it to be an iconic yoga pose with a bit of an upscale, bo-ho setting to help attract that mid-range travel budget. I made the yoga pose the focal point to catch the eye and minimal typography around the page so as not to feel too cluttered. Finally, I used the brand's bright colours to help highlight the important text.

INDESIGN | PHOTOSHOP





Divergent Series

BRANDING REJUVENATION | PRINT DESIGN | BOOK COVERS

Book cover redesign for the Divergent Triloggy, illustrated using photoshop and designed as a matching set. Cover illustrations are inspired by key characters and events in each book to help depict the story within.

PHOTOSHOP

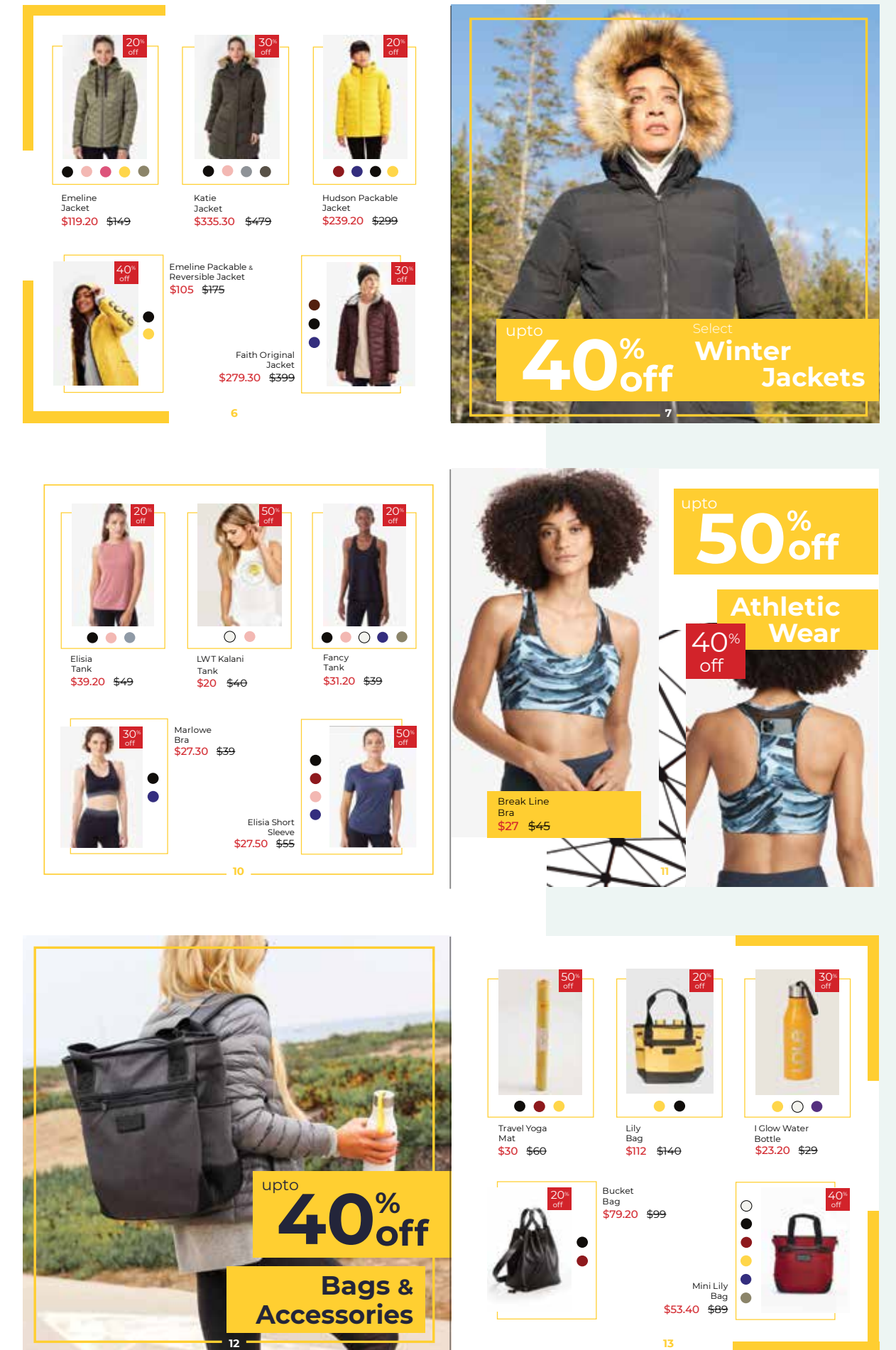


Lolë

LAYOUT DESIGN | PRINT | ADVERTISEMENT

Lookbook flyer for Lolë, an active lifestyle clothing brand. The brand has amazing photography and bright colours so I chose to use a crisp, white background to help the items, text and colours pop.

INDESIGN



History of Women in Aviation

1910 - 2021

Women's participation in the field of aviation has increased over the years. The formation of the Ninety-Nines in 1929 was the first organization for women pilots. Their members have included almost every female pilot of racing accomplishments. Forward when the first official women-only air race in the United States during the 1929 National Air Races. 99 women out of the 117 leading pilot licenses became founding members of the Ninety-Nines. Forward when the number of members. Within the United States, during 1930 there were around 200 women pilots but five years later were more than 700. [4] [5] [6] [7] [8] [9] [10] [11] [12] [13] [14] [15] [16] [17] [18] [19] [20] [21] [22] [23] [24] [25] [26] [27] [28] [29] [30] [31] [32] [33] [34] [35] [36] [37] [38] [39] [40] [41] [42] [43] [44] [45] [46] [47] [48] [49] [50] [51] [52] [53] [54] [55] [56] [57] [58] [59] [60] [61] [62] [63] [64] [65] [66] [67] [68] [69] [70] [71] [72] [73] [74] [75] [76] [77] [78] [79] [80] [81] [82] [83] [84] [85] [86] [87] [88] [89] [90] [91] [92] [93] [94] [95] [96] [97] [98] [99] [100] [101] [102] [103] [104] [105] [106] [107] [108] [109] [110] [111] [112] [113] [114] [115] [116] [117] [118] [119] [120] [121] [122] [123] [124] [125] [126] [127] [128] [129] [130] [131] [132] [133] [134] [135] [136] [137] [138] [139] [140] [141] [142] [143] [144] [145] [146] [147] [148] [149] [150] [151] [152] [153] [154] [155] [156] [157] [158] [159] [160] [161] [162] [163] [164] [165] [166] [167] [168] [169] [170] [171] [172] [173] [174] [175] [176] [177] [178] [179] [180] [181] [182] [183] [184] [185] [186] 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Early Beginnings

Women have been involved in aviation since the beginning of flight. Early pioneers like Mary Baker Eddy and others were not only pilots but also inventors. They were competing and racing against men in the early days of aviation.

When the first two female pilots of the United States were flying, they were competing and racing against men in the early days of aviation. They were competing and racing against men in the early days of aviation.



1910
Blanche Scott

Blanche Scott was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



1921
Bessie Coleman

Bessie Coleman was a pioneer in aviation. She was the first African American woman to become a pilot. She was also the first African American woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



1934
Helen Richey

Helen Richey was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



1953
Jackie Cochran

Jackie Cochran was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



1973
Emily Howell Warner

Emily Howell Warner was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



2021
Present day

Present day women in aviation are making a significant impact. They are breaking barriers and setting new records. They are also the first women to fly over the Atlantic Ocean. They are a member of the Ninety-Nines.



1911 & 1912
Harriet Quimby-Allen

Harriet Quimby-Allen was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



1932
Amelia Earhart

Amelia Earhart was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.



1940
Women entered Airforce as Pilots

Women entered the Airforce as pilots in 1940. They were the first women to fly solo in the United States. They were also the first women to fly over the Atlantic Ocean. They were a member of the Ninety-Nines.



1963
Valentina Tereshkova

Valentina Tereshkova was a pioneer in aviation. She was the first woman to fly solo in the United States. She was also the first woman to fly over the Atlantic Ocean. She was a member of the Ninety-Nines.

Women in Aviation

INFOGRAPHIC | LAYOUT DESIGN | PRINT

The goal was to create an eye catching infographic of the history of women in aviation, including some interesting facts of the key female aviators over the years. I achieved this by arranging the text & images into a timeline & using the color yellow to make it be striking.

PHOTOSHOP



Contact

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