





First things first.



Hi, I'm Nikkey, welcome to my portfolio.
The selection of works you're about to view are a few
of my favourites from the last year.

I've been working in graphic design for almost a decade
and freelancing for half of that time. Many of my
previous in-house roles combined design with
marketing duties which helped shape me into the
strategic creative I am today.

Creating not just beautiful but effective designs is what
gets me out of bed in the morning (well, that and my
very loud cat). I find inspiration in the outdoors, from
travel and of course, in brand stories. I love being able
to pull out the juicy bits and turn them into visual
representations. I also love to learn and experiment, I
usually have at least one passion project on the go.

I'm a purpose driven person and 100% of
my job satisfaction comes from knowing I've helped a
business thrive and a community grow.

Happy viewing.



Graphic Design.



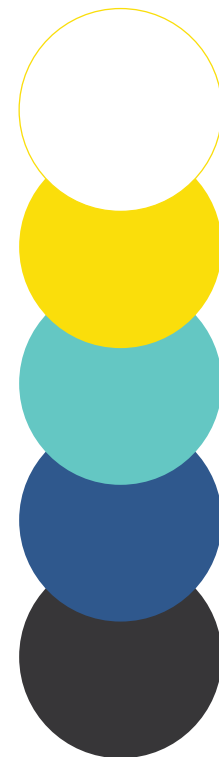
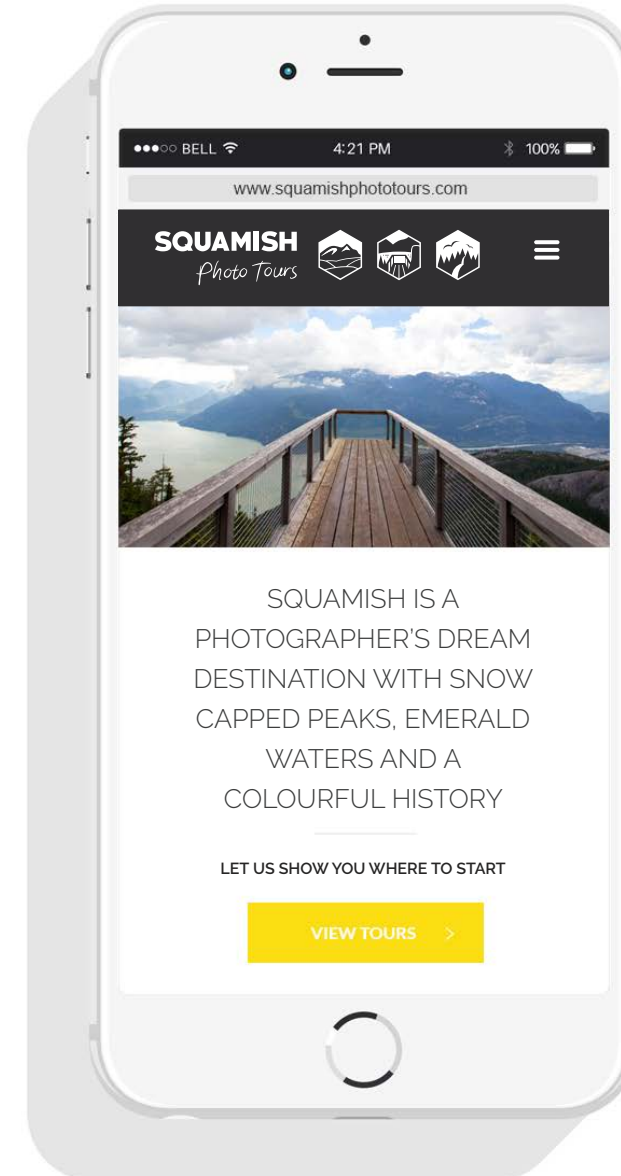
web, print, identity

Capture Squamish.

Squamish Photo Tours are focused on demystifying photography principles while having fun and experiencing Squamish. Guests don't have to choose between an activity that is fun or educational, they can have it all in one.

As the logo needed to represent Squamish, I designed three icon illustrations that are easily recognizable at any size and represent Squamish landmarks and the tours. At the same time, I kept them general enough that if the tour offerings should change in the future the logo will not need updating. The branding needed to have the refinement of professional photography but the excitement of a tour company. I achieved this on the website by using big, inviting images with a bright colour palette and in the logo by pairing a modern font with a hand written one.

SQUAMISH
Photo Tours





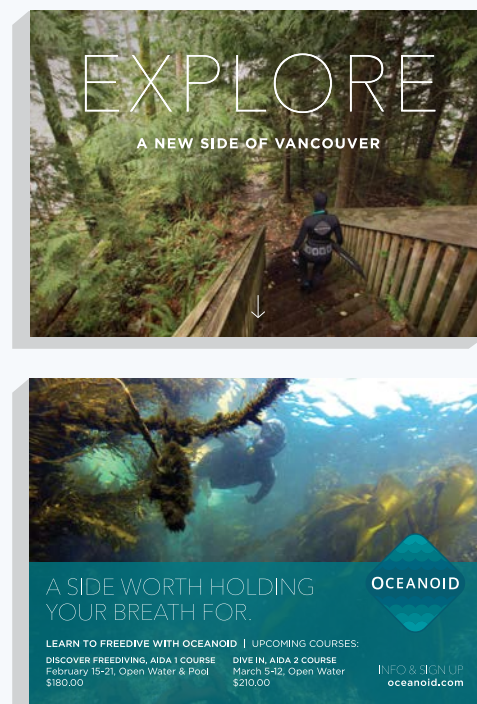
We are ocean people.

Oceanoid is a Vancouver based freediving school that puts respect for safety and the environment in the forefront of everything they do. Roberta, owner and operator, wanted a logo that would connect with their growing community. It had to be something freedivers would want to wear on their wetsuits and brand themselves an oceanoid too.

In addition to identity and print design I've worked with Oceanoid on re-designing sections of the website and implementing a SEO strategy. One of their biggest hurdles was the poor ranking of the website. Since the re-design and strategy implementation her websites now ranks 1st for the search term *Vancouver freediving*.



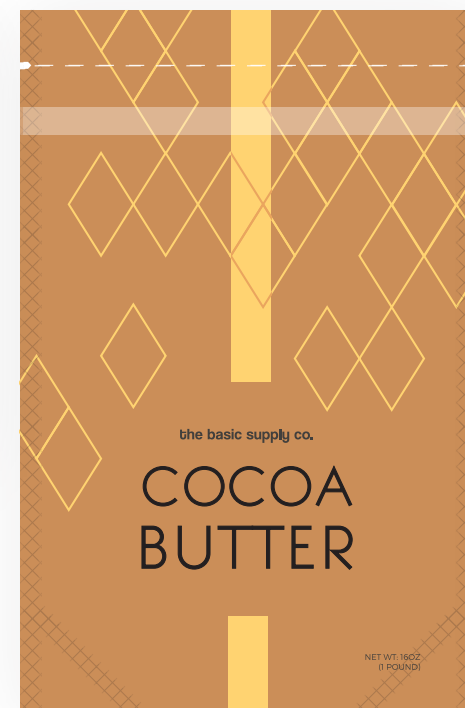
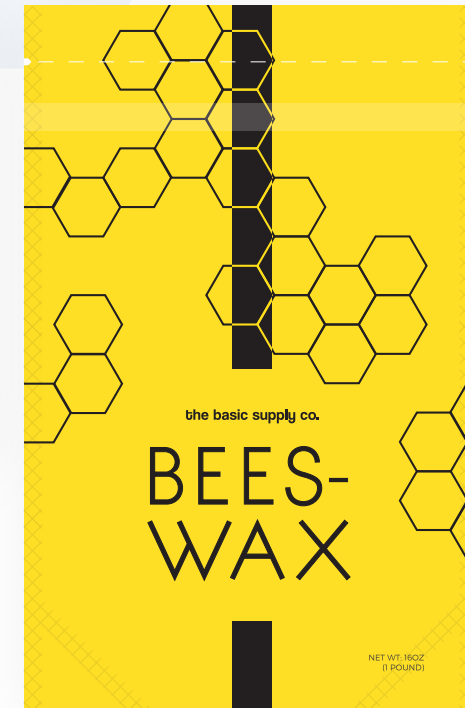
competition banner



promotional postcard

Basic supplies.

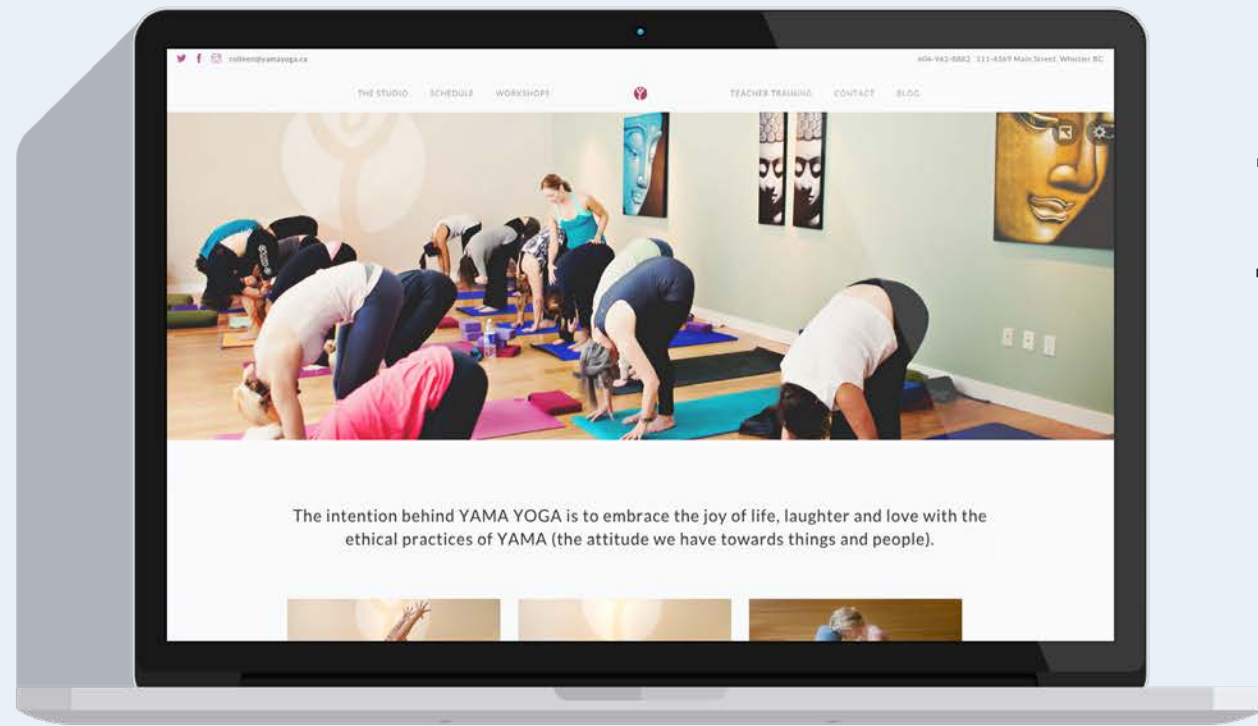
The Basic Supply Co. was founded when the owners realized the packaging of raw materials on shopping sites like Amazon were all similar and outdated. They wanted to give shoppers the option of raw organic materials in a visually pleasing package. We set out to create designs that appeal to the modern, health and ethically conscious DIY woman while staying 'basic'. The simple geometrical designs across the packaging represent the raw ingredients in how they form or grow.



Practice the yamas.

Yama Yoga began as a yoga studio and is now transitioning into a signature style of teaching yoga by Colleen Felgate. Her goal is to bring light, laughter and anatomy awareness into her student's practice. To represent all of this in her materials I balanced her grounding brand colours with simple, bold images, tension free layouts and clean typography.

I went through Yama Yoga's teacher training program as I designed the manual (in-part) so I could understand how the manual was to be used and make it as effective of a tool as possible. The manual flows through the sections as Colleen teaches them and becomes a teachable series. I've received great feedback from teacher trainees that the manual ends up their most utilized tool both during and after the course.



A personalized 10 class program designed to guide students towards establishing and developing their own committed practice.

This journey will integrate the "Three C's"; Commitment, Consistency and Compassion. This progressive program is designed for the student wanting their specific needs to be met.

In a small class environment, individual cues, variations and hands on adjustments will be offered. Along with the classic fundamental poses and flows there will be a break down of certain postures that students want to explore further such as; backbends, arm balances and one legged postures.

JOIN US

YAMA YOGA at Alpenglowl Lodge 111-4369 Main St.

START DATE:
MARCH 1st

INCLUDES:
10 CLASSES

COST:
\$150 plus tax

SIGN UP ONLINE:
YAMAYOGA.CA

YAMA YOGA

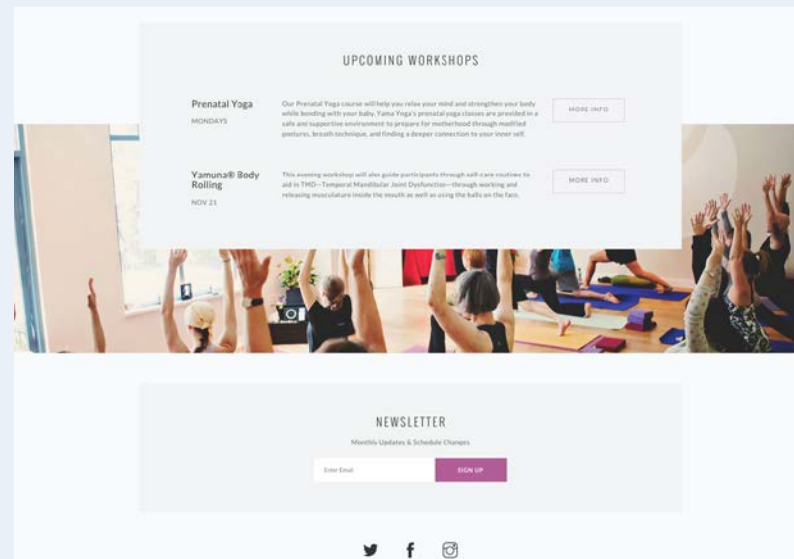
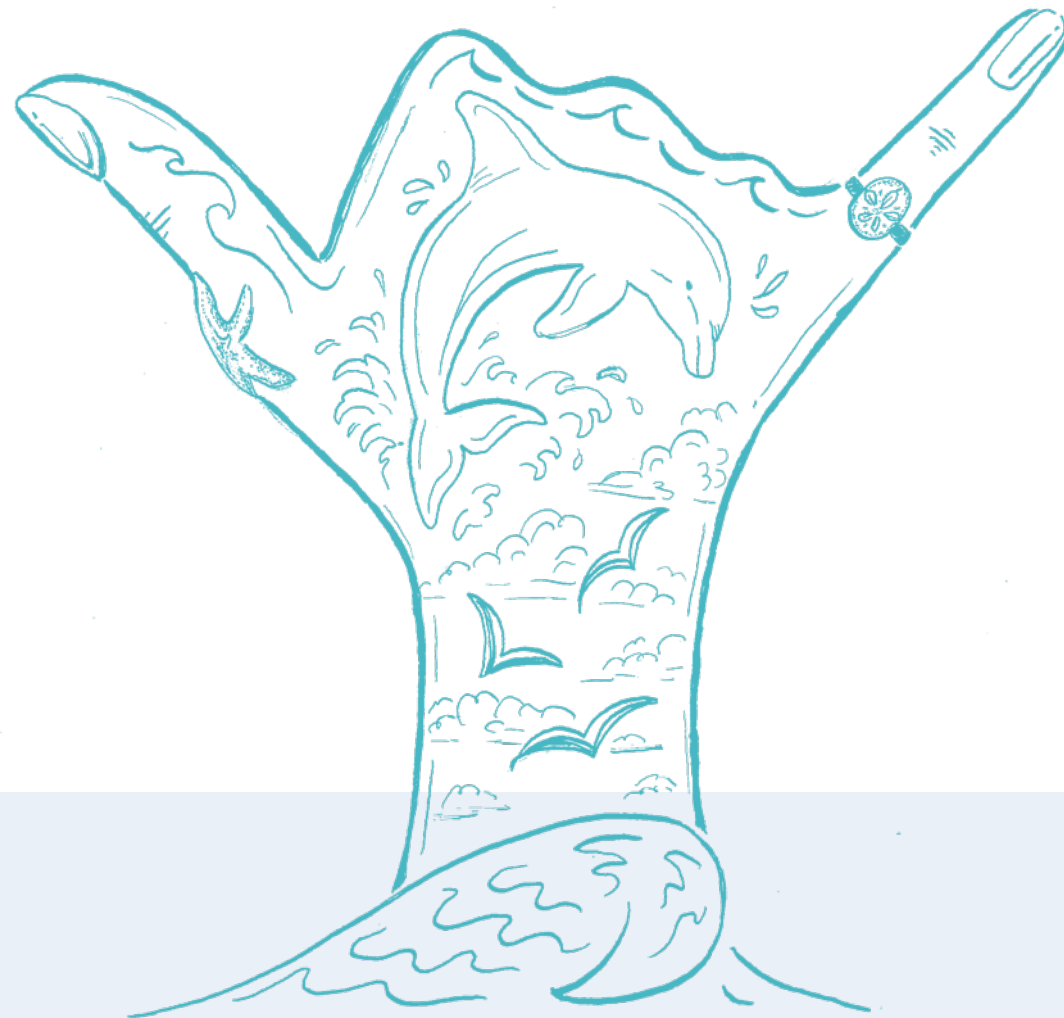


Illustration.



apparel, maps + more



Get salty.

This illustration was created for T-shirts of an all-female surf camp. I wanted it to reflect the playfulness of the camps teaching style as well as the nature that draws many women to the sport in the first place. Catching your first wave may just be the closest we can get to the way a dolphin feels leaping in the air.

1871



The Hollow Tree.

Hollow Tree, an outdoor inspired candle company, hired me to illustrate Vancouver's infamous Hollow Tree as it would've looked approximately 200 years ago. The challenge? This tree has not had a top since before settlers with camera technology arrived in Vancouver to document it.

I researched and consulted with arborists to calculate how dense to forest canopy would've been, what direction the wind would've been strongest from and growth patterns of Western red cedars in order to create the most accurate depiction possible.

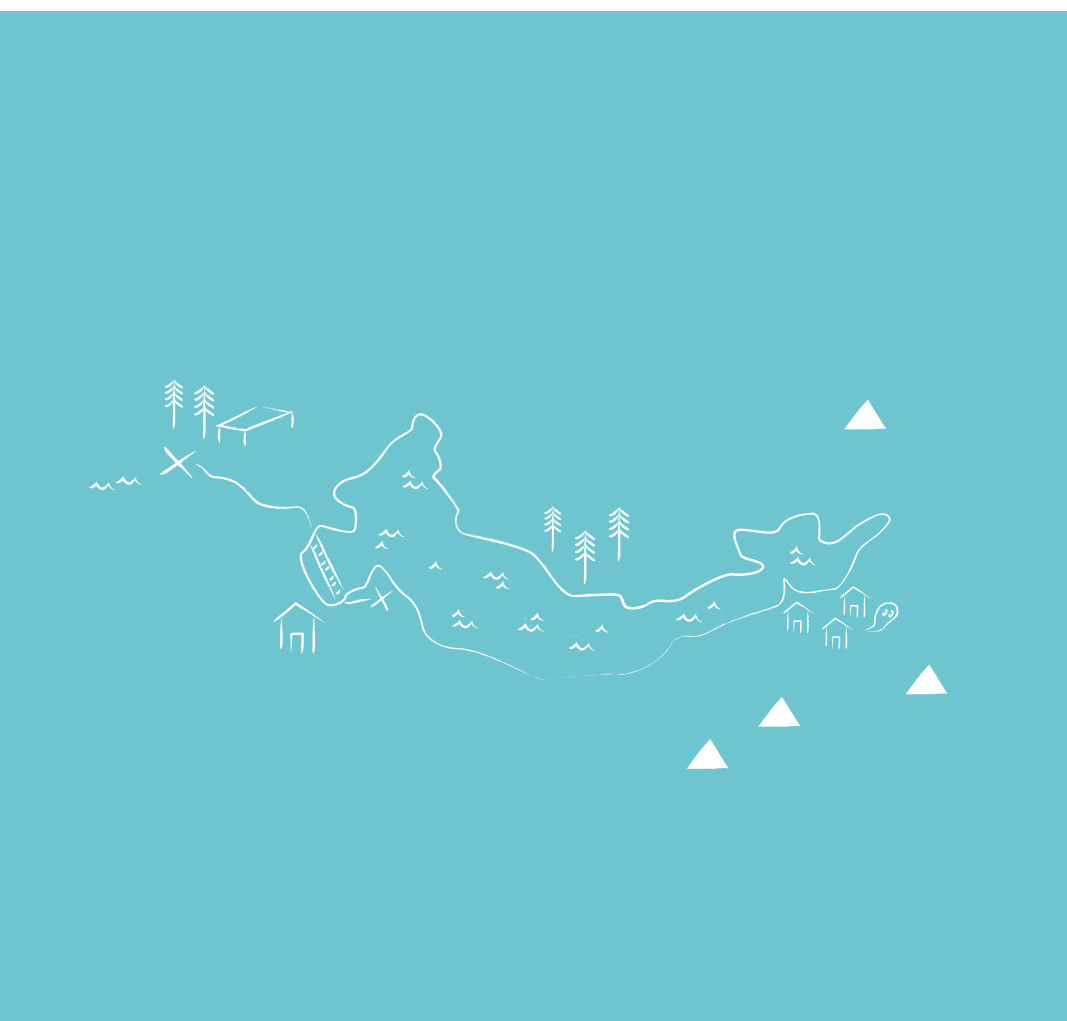
Tobias, the owner of Hollow Tree, was overjoyed with the results. Bringing this tree to life knowing how much this tree means to her and so many other people made this one of my favourite projects to work on- ever.

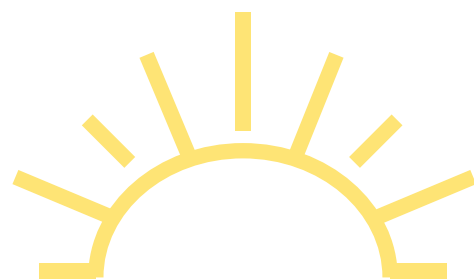


Only in Whistler.

While working in house at Tourism Whistler the team began to put my illustration skills to use for social media and the blog. We had many successes with the content performance so when I transitioned back into freelancing they began to contract out to me for content creation.

In the competitive digital landscape eye-catching content that grabs and holds attention is paramount. Knowing our audiences interests we've used hand drawn maps and illustrated highlights to communicate key messages.





Thanks for viewing!



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