



KWWD

PORTFOLIO

ADVERTISE- MENTS

SCOTCH TAPE

Scotch Tape advertisement with a playful solution to it. I decided to use the product in the actual typography of the design to get the idea of you can use it anywhere.



PROBLEMS
BUT A **FIX**
AIN'T ONE

STOCK UP ON SCOTCH
NO PROBLEMS IF YOU HAVE SCOTCH TAPE.
BE SMART, GET SCOTCH.

Scotch

Se n D

m E

M i r e

t A P



STOCK UP ON SCOTCH
NO PROBLEMS IF YOU HAVE SCOTCH TAPE.
BE SMART, GET SCOTCH.

Scotch

ADVERTISE- MENTS

RITZ CRACKERS

As the scotch tape advertisements, I also wanted to make these Ritz ads playful using the product in the actual design and using the word cracker in each headline.

FIRE CRACKER



RITZ

Explosive flavour!

Every Ritz Cracker is filled with
a flavour like no other!



ritzcrackers.com

WISE CRACKER



Make the smart choice!
Choose Ritz for the best tasting
cracker around!



ritzcrackers.com

POSTERS

NEW BEGINNINGS

This was a poster I made before the tenth season of Toronto FC. I decided to make this based on Toronto FC's past seasons being disappointments. In the tenth season, we made the MLS Cup Finals. (Left)

MAD MAX

This was a poster I made for fun in the summer of 2013. I enjoyed making this because I like the style as well as the colours. (Right)



WINE BOTTLE CONCEPT

WOLF RUN

Wolf Run is a winery out of the Niagara region. Each bottle accosiates with the type of wine based on the colour of the label. Wolf Run was a fun bottle to make as it has wolves running all the way around the bottle.



MLS EAST REDESIGN

BADGES

Some badges of the MLS Eastern Conference are poorly made with awful colour that doesn't represent the city. Time for a change.

KITS

Lots of the kits have had cliché designs and many looked similar to their rivals. Time for a change.



ATLANTA



CHICAGO



COLUMBUS



ATLANTA



CHICAGO



COLUMBUS



DC



MONTREAL



NEW YORK



DC



MONTREAL



NEW YORK



NYCFC



ORLANDO



PHILADELPHIA



NYCFC



ORLANDO



PHILADELPHIA



NEW ENGLAND



TORONTO



NEW ENGLAND



TORONTO

PACKAGING

MICROWAVE-A-BOWL

This was a fun little project for a microwavable popcorn corn cob. This was to show the printing capabilities of Tempo Plastics. I decided to show the colour capabilities on the front and ability to print colour on a window on the back.



MAGAZINE CONCEPT

ALL FOR ONE

Magazine covers for a lifestyle magazine. I decided to use a quality image with just some white type on top. Something simple and would be easy to recognize in the future. Added a border for an extra touch.



PUBLIC SERVICE ANNOUNCEMENT

TECHNOLOGY

Technology is a part of us now. It controls us in a way that effects our every day routines. Banksy-esque graffiti.

