

Mary Evenou

VISUAL GRAPHIC DESIGN PORTFOLIO

ABOUT ME

My name is Mary Evenou. I am a creative visual Graphic Designer with Corporate and Communication Design majors from George Brown College.

My design expertise ranges from UX Visual Design, Visual Brand Design, Print Design to Web Responsive Design. In addition, I enjoy Experimental Typography and Illustration.

I have worked closely with marketing team members, project and communication managers, as well as web developers, focusing on corporate editorial, advertising and digital design.


I have a successful track record in developing and executing numerous print & web design projects, as well as being a part of online marketing campaigns from inception to completion. I have always applied best UX/UI practices eliminating flat or cluttered designs by promoting simplicity through crispness of design that brings clarity to complexity.

CONTACT INFORMATION

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FORESTERS FINANCIAL INSURANCE

Foresters is an international insurance provider with a difference. They have a wide range of life insurance products, all designed with user needs in mind.

THE BRIEF

At Foresters, I was asked to design the creative portion of emails and other marketing materials to inform sales agents about different sales tools available to their disposition, so that they could utilize right information.

WHAT I DID

I researched and selected the right images, backgrounds as well as designed typography and style for each and every campaign following strict branding rules.

KEY TOOLS

Pencil and paper
Illustrator
Photoshop
InDesign

THE RESULTS

Creating engaging email postcards with a specific link to inform each sale representative of promotional tools that resulted in increased participation and interaction.



TORONTO RELIEF LINE ALLIANCE (TRLA)

TRALA is an organization advocating for the construction of the Relief Line and to direct the Toronto Transit Commission to begin environmental assessments work for the Relief Line subway line.

THE BRIEF

The objective of this project was to design a logo and website that would visually reflect the organization's dedication to advocating for a better and more user friendly public transportation system for the city of Toronto.

WHAT I DID

I commenced with the research and then with sketching and drawing ideas for the logo and the website. I created wireframes and subsequently developed the website in WordPress.

TOOLS USED

Pencil and paper
Illustrator
Photoshop
Dream weavve
Adobe InVision Prototypes
Word Press Content Manager

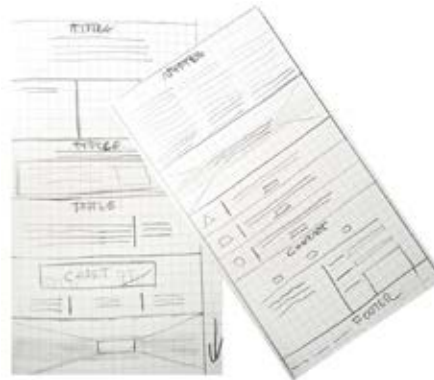
THE RESULTS

The website is informative in nature and educates people about the transit challenges. Strong calls to action give users an opportunity to learn more about the different ways they can contribute, donate or volunteer their time.

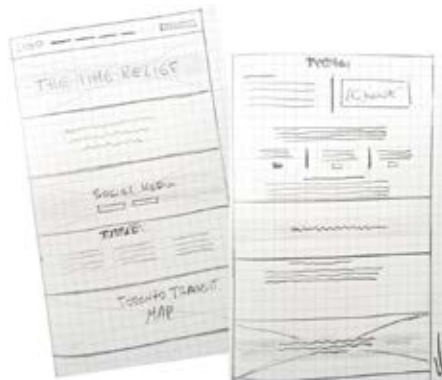
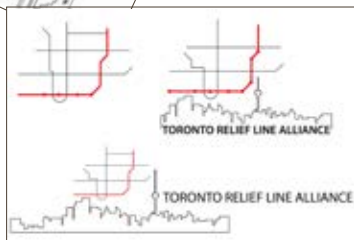
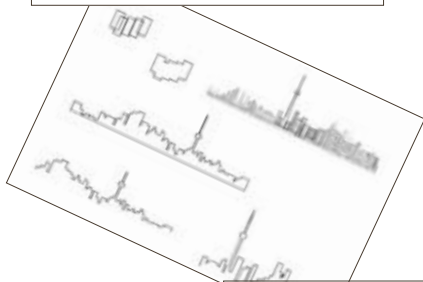
Logo Design Process



Wireframe



Logo Design



Web Site Design



CUPITORCONSENTIA MANAGEMENT CONSULTING

CupitorConsentia is a management consulting and service corporation that believes technology should adapt to the way people think and provide clear benefits.

THE BRIEF

The main objective of this project was to evaluate the existing logo and Cupitor Consentia website and redesign it to reflect the company's unique management consulting approach to global audiences.

WHAT I DID

Through competitive analysis I evaluated client's position in the market and developed personas that helped in visualize logo as well as other graphical elements.

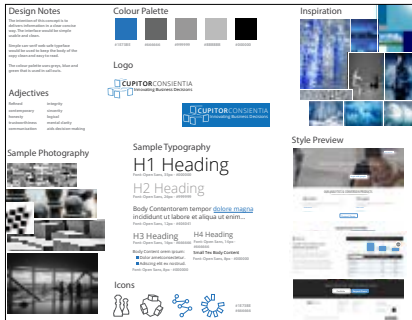
TOOLS USED

Pencil and paper
Illustrator
InDesign
Photoshop
Axure RP Pro wireframing
Adobe InVision Prototypes

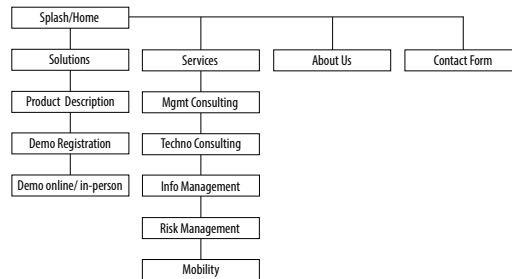
THE RESULTS

The Creative Brief and UX recommendations were used by the client to present it internally to get budget buy-in to proceed with the website build and design.

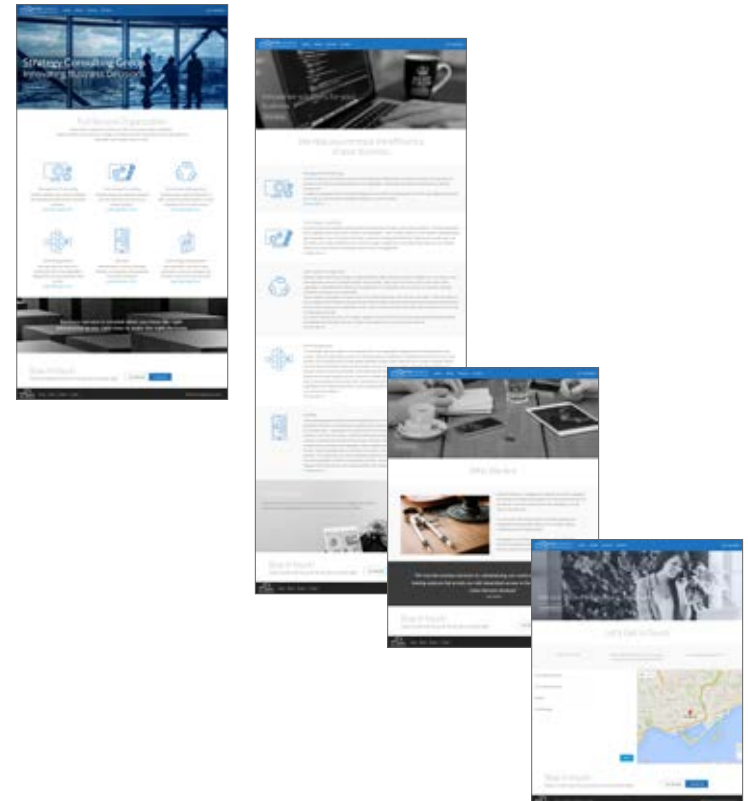
Mood Board



Site Map



High Hidelity Wireframe



Logo Design



Wireframe



Business Card Design



CAD/CAM FX DENTAL LABORATORY

CAD/CAM FX Dental Laboratory is an industry leader that employs the latest innovative techniques such as 3-D scanning, 3-D milling, and 3-D printing.

THE BRIEF

CAD/CAM FX Dental Laboratory came to me in search of a visual identity for their company. They wanted the new logo and identity to target Dental Offices, Dental Implants specialist and Dental surgeons students.

WHAT I DID

I researched my client's competitors and the market. I visualized my ideas by sketching them. The challenge was to capture the 3-D scanning in a simple graphic design that it could be used for logo.

TOOLS USED

Pencil and paper
Illustrator
Photoshop
InDesign

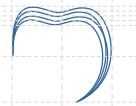
THE RESULTS

The design achieved a good balance between shape, typography and colour. The simple letterhead worked great for my client.

Mood Board



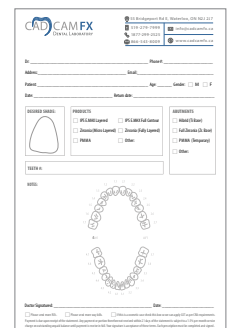
Logo Design



Logo



Visual Brand Identity



Logo Sketching



Mary Evenou

VISUAL GRAPHIC DESIGN RESUME



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EDUCATION

2005 – 2008 George Brown College
Graduated with Honours as a Graphic Designer — Major in Corporate and Communication Design.

Currently, I am taking UX Design courses at George Brown College.

SOFTWARE TOOLS

Knowledge of the following applications in both a Mac and PC environment:

InDesign
Photoshop
Illustrator
Acrobat Pro
After Effects
Microsoft Word
Power Point
Outlook
Azure PR Pro
Word Press

ACHIEVEMENTS

Entered The Dean's Honour List at George Brown College consecutively from 2005 – 2008.

I was selected to exhibit at the 3rd year Design Show, Le Coupe Gallery as one of Best Thesis of the School of Design.

REFERENCES

Available upon request.

WORK EXPERIENCE

2016 – VISUAL DESIGN CONTRACT CAD/CAM FX DENTAL LABORATORY

- CAD/CAM FX Dental Laboratory approached me to design a visual identity for their company. This critical step was of paramount importance since it would identify CAD/CAM FX Dental Lab in the dental industry. I developed logo, business stationery and all promotional materials and started web designing process.

2016 – VISUAL DESIGN CONTRACT TORONTO RELIEF LINE ALLIANCE (TRLA)

- The objective of this project was to design a logo that would represent TRLA and a website that would reflect the organization's dedication to advocating for a better and user friendly transportation system for the city of Toronto.

2015 – 2016 VISUAL DESIGN CONTRACT CUPITORCONSIENTIA MANAGEMENT CONSULTING SERVICES

- The main objective of this project was to evaluate the existing logo and CupitorConsientia website and redesign the Logo and the website to reflect the company's unique management consulting approach to global audiences.

2012 – 2015 GRAPHIC DESIGNER FX VENEERS DENTAL LABORATORY

- Designed corporate stationery as a part of branding process that included Produced Artistic Brief outlining colour, fonts, background colour and paper thickness.
- Designed corporate logo, letterhead, business cards and envelopes.
- Responsible for scanning 3D dental models and design of 3D dental crowns using 3-Shape Implant Studio Software and Scanner.

2010 – 2012 GRAPHIC DESIGNER ARASSARI TREK EXTREME SPORT AND ECO COMPANY

- Designed corporate stationery that included logo, letterhead, business cards and envelopes
- Created layouts for e-mails ads & animated banners as a part of email advertising campaigns.
- Designed website's graphical elements including online reservation forms.
- Created advertising materials for print including brochures and flyers.
- Created promotional video on CD.

2009 – 6 MONTH CONTRACT GRAPHIC DESIGNER FORESTERS FINANCIAL INSURANCE SERVICES

- Developed marketing materials for the Foresters' Internet & Intra-net websites.
- Created Adobe Flash presentations, as well as print materials including brochures and weekly newsletters.
- Prepared files for print, and data storage.
- Respond to internal/external inquiries about design/production, time lines.
- Review and present final layouts to the Senior Designer and editors for approval.

2006 – 2008 GRAPHIC DESIGNER STUDENT AFFAIRS DEPARTMENT GEORGE BROWN COLLEGE

- Responsible for numerous design projects including flyers, logos, posters, NCR forms and information brochures.
- Strategically planned & developed three concepts for selection and managed the projects from inception to completion.
- Organized activities for students that involved the developing of print & online activities materials, registration forms brochures and posters as well as scheduling and sending confirmation about the seminars.