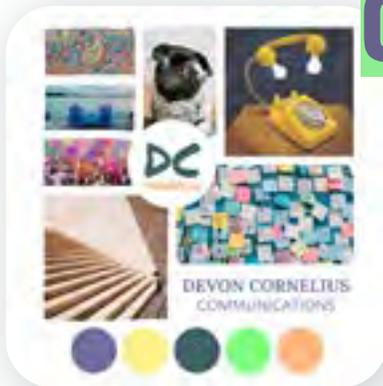


Challenge

Design the brand for my freelance business.



01 Approach



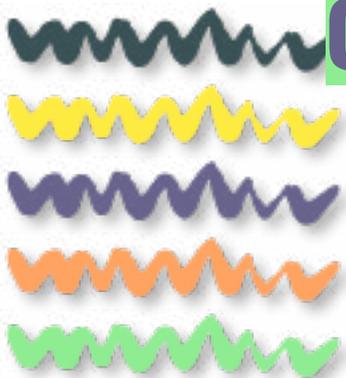
The brand had to echo my personality—fun but not childish, quirky yet relatable, and bold yet still curious, open, and teachable. It's not flashy but it still catches your eye.

Vision 02

A classic feel with a funky twist. Use colours and imagery to show the fun side while the typography keeps it grounded. I see a familiar face that strives to keep things fresh.



03 Ideation



I love the squiggle. It's like the underline when you misspell a word. But it also comes up when you're right and the computer hasn't seen it before. It represents new ideas.

Finalize 04

A custom-designed brand guide to capture the vision, voice, and brand assets. It's also an enduring personal reminder of my approach to writing and design. [See the full guide.](#)



Challenge

Create a website and brand identity for a life coach.



01 Approach



Exploration chat and questionnaire bring out the key themes and images: safe, unique, confident, creative, wise, fun, light, hopeful. Connected to nature, growth, and renewal.

Vision 02

Pretty but gritty. Blush pink speaks to the beauty and femininity of their target client but it's important to stay grounded. Like Brene Brown, she's a fighter with a playful side.



03 Ideation



Logo and design concepts steer toward minimalism. Clean and fresh. Hopeful, playful, and reliable—just like the coach they represent. The leaf icon emerges as a key design touch.

Finalize 04

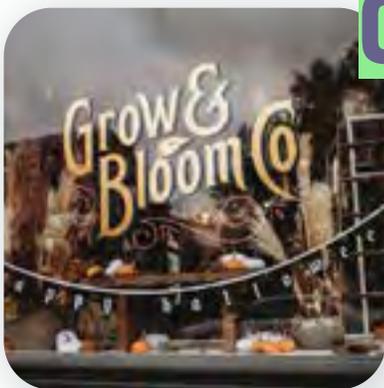
Freedom, the coach's promise to her clients, is key to their story. Airy designs, softness, and white space tie it all together. Check out the [brand guide](#) and [visit the website](#).



Challenge

Develop a communications strategy for a small business.

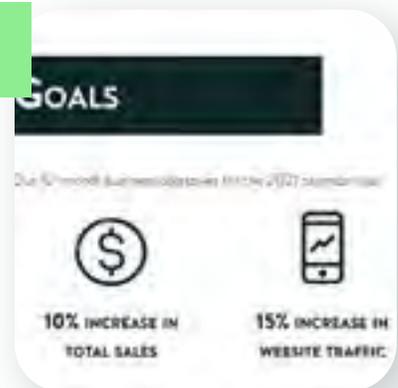
01 Approach



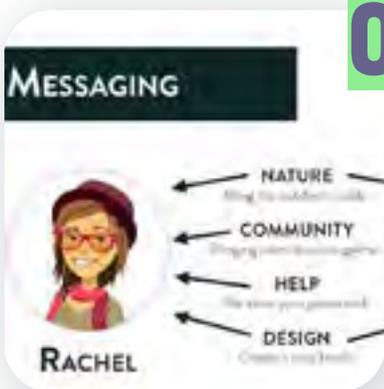
Understand the business, the market it operates in, and their competitors. A SWOT analysis and media audit start to tell their story and give insight into their audience.

Vision 02

Why are we crafting a strategy? What do we want to achieve? After setting goals, we identify opportunities and craft tactics that align with their strengths and objectives.



03 Strategize



Creating user personas is my favourite part. Knowing the target audience helps to craft the right message for the right channel. Give them names and faces and tell their stories.

Finalize 04

Time to put some meat on the bones. The plan includes: a situational analysis, goals, competitors, audience, messaging, tactics, budget, and timeline. Read the [full plan here](#).



**COMMUNICATIONS
STRATEGY**



Challenge

Design the brand for a startup leadership coach.



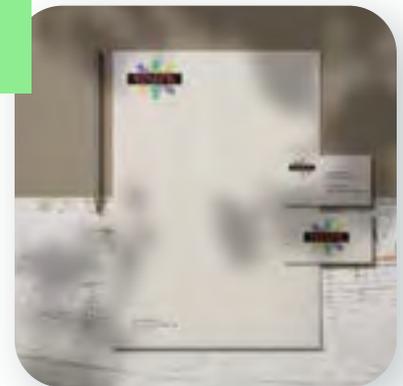
01 Approach



An intriguing battle between heart and head. A client who didn't know whether to be more formal or more fun. The head says it should be one way but the heart disagrees.

Vision 02

Coach the coach towards the vibe that spoke loudest to her soul. The business' mission is rooted in awareness and confidence. Deep down, she's about embracing one's true self.



03 Ideation



The header image above inspired everything. The spark. Passion, excitement, creativity. It's in the name, the logo, the overall aesthetic. Her goal is to ignite hope and belonging.

Finalize 04

In the end, the heart won. Bright colours, in-your-face logo, and modern typography. The confidence and freedom she wants for clients starts with her brand. [See the brand guide.](#)



Challenge

Build a website for the local chapter of a global movement.



01 Approach

A two-week timeline, limited content, beautiful photography, important cause. Not much time to capture the vision and build the site. But, of course, we found a way to get it done.

Vision 02

A single-page design with two primary functions: display the results from a survey and host a contact form. We didn't have much to work with and data isn't that exciting.



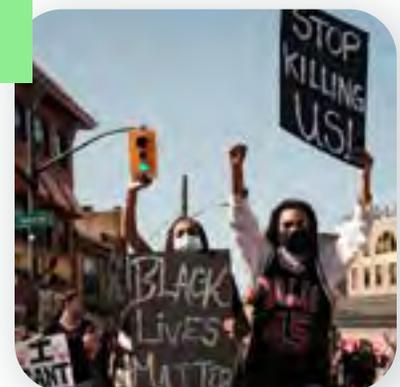
03 Ideation

Keep the copy short and snappy, organize the data into key headings, use icons and pops of colour. Most importantly, use the captivating photos from the local BLM march.



Finalize 04

Launched in time to celebrate Juneteenth—an annual celebration for Black people in North America. Bold colours, strong fonts, and a powerful message for all. [Visit the site.](#)



Challenge

Design the brand and website for a healthcare recruiter.



01 Approach

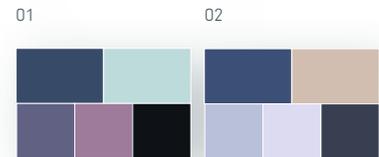


The client's vision was clear. They knew how they wanted their clients to perceive them. Safe, compassionate, ethical, caring, compassionate, and professional.

Vision 02

My favourite question in this process: "If your brand were a fictional character, who would they be?" Their answer: Denzel Washington as John Q. Brave, bold, determined. Got it.

Colour Palettes



03 Ideation



Blues and greens to signify reliability and integrity. A pale purple and pink to show the compassionate side. A clean, yet bold, single-page website to keep things efficient.

Finalize 04

A clean finished product. A business ready to launch with courage, a clear vision and a strong brand. This was a smooth-running project. View the [style guide](#) and [the website](#).

