

**2019/2024**

# BILLY BISHOP AIRPORT

Seventyeight Digital was engaged by the Airport Authority to design and develop a responsive, visually engaging, user-friendly, interactive information and communications hub designed to effectively serve the needs of local, regional and international travellers.

[CLICK HERE TO VIEW 2019 DESIGN](#)

[CLICK HERE TO VIEW 2024 DESIGN](#)

I was the Lead Designer / Creative Director that designed the 2019 version of the website as well as the 2024 version.

2019

# ELEVATION PICTURES

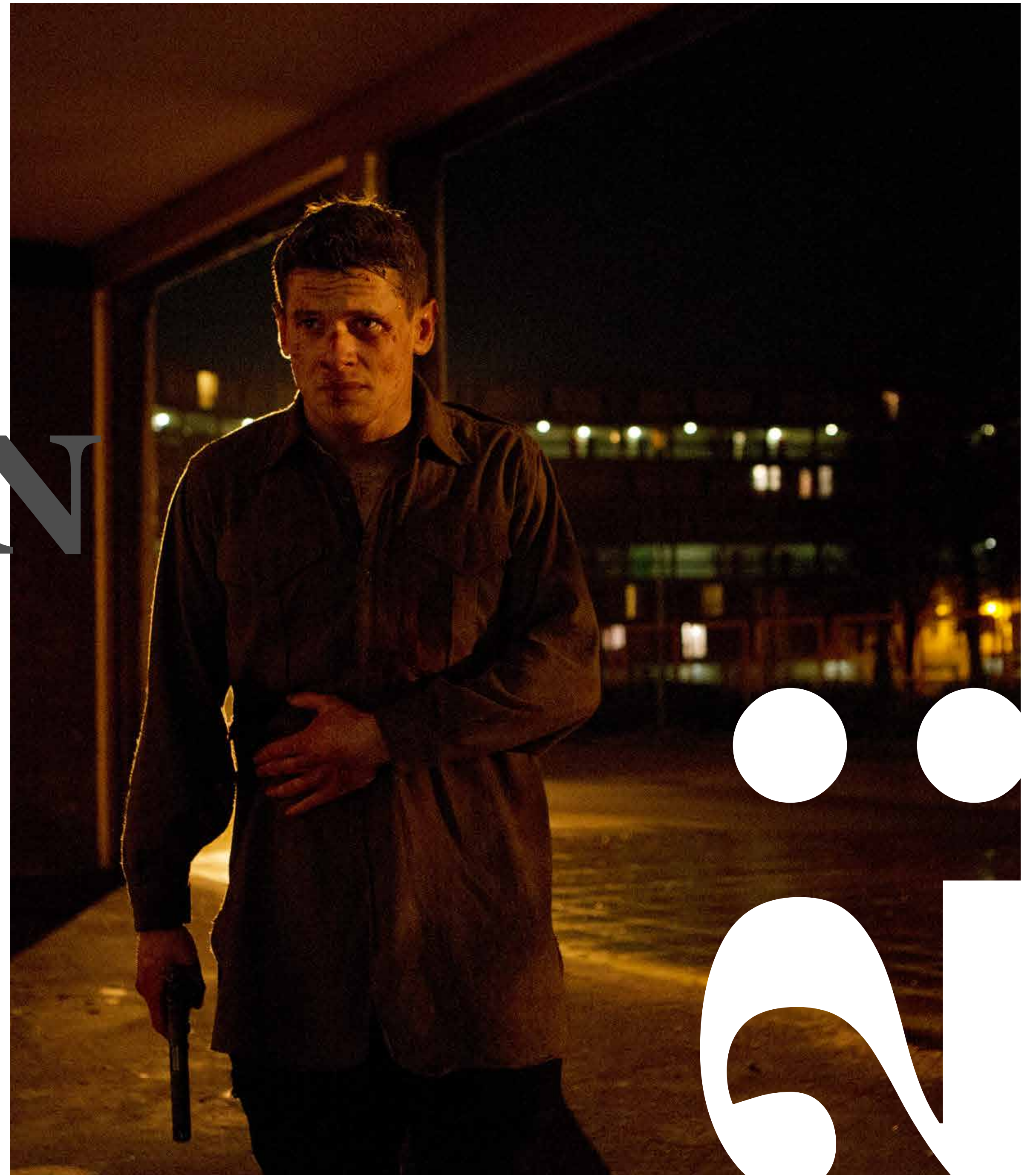
Elevation Pictures is a fresh and innovative entertainment company specializing in theatrical feature film release and home entertainment distribution.

Elevation Pictures commissioned Seventyeight Digital for the design and development of an engaging online platform to promote Elevation Picture's

VISIT WEBSITE

film offerings – one that is optimized for desktop, tablet and cross-device mobile compatibility.

As the Lead Designer, I was given the task to design a website that was budget focused and easy to implement.





**2021**

# INNERSENSE

Innersense is a high-performance system that restores the health to your hair. Innersense has a cumbersome ordering system for their distributors which consist of an excel spreadsheet and email. They approached SeventyEight Digital requesting for an

online portal to streamline their ordering system for their customers who order in bulk like resellers and salon.

I was task to create the landing pages and the UX design for the web app.

[VIEW DESIGN](#)

2024

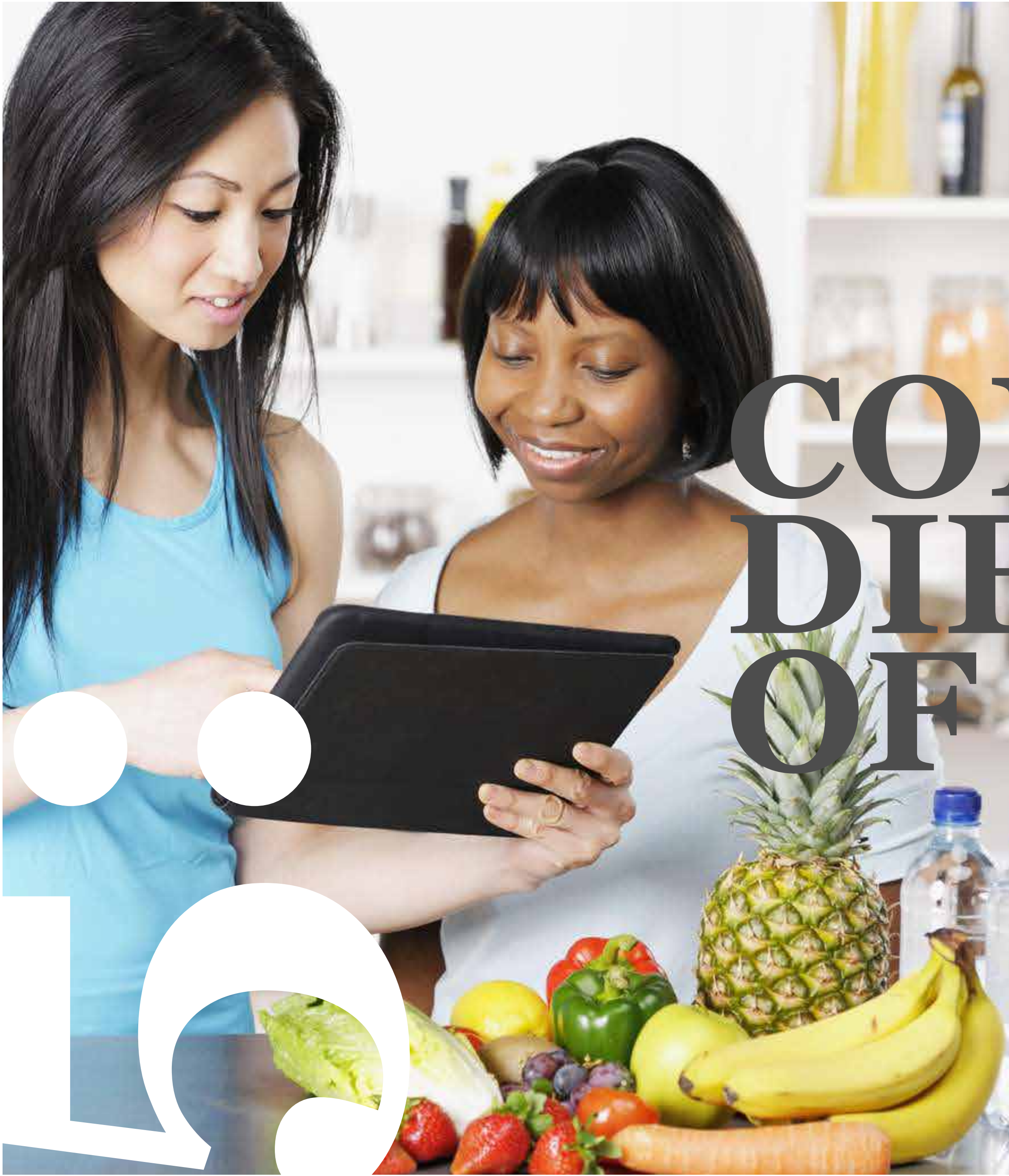
# LACTALIS CANADA

With the acquisition of Parmalat Canada, Lactalis enters the Canadian market and required a brand new website for their Canadian customers. Lactalis Canada approached us to create a world class website for their portfolio of dairy products and brands.

[VIEW DESIGN](#)

As the Lead Designer, I was tasked to design their online presence while maintaining their brand identity.





2018

# COLLEGE OF DIETITIANS OF ONTARIO

The College of Dietitians of Ontario is a regulatory body that ensure dietitians follow the laws and dietetic practice standards so the public can have access to safe, ethical and quality nutrition services.

As the Creative Director, I was incharged of the creative direction of the website redesign as well as a pixel perfect

implementation. I also need to frequently collaborate with the client to ensure all their needs are met. The project was so successful that other colleges praised the design and inquired about the agency that designed it, rewarding us more projects there after.

[VIEW DESIGN](#)

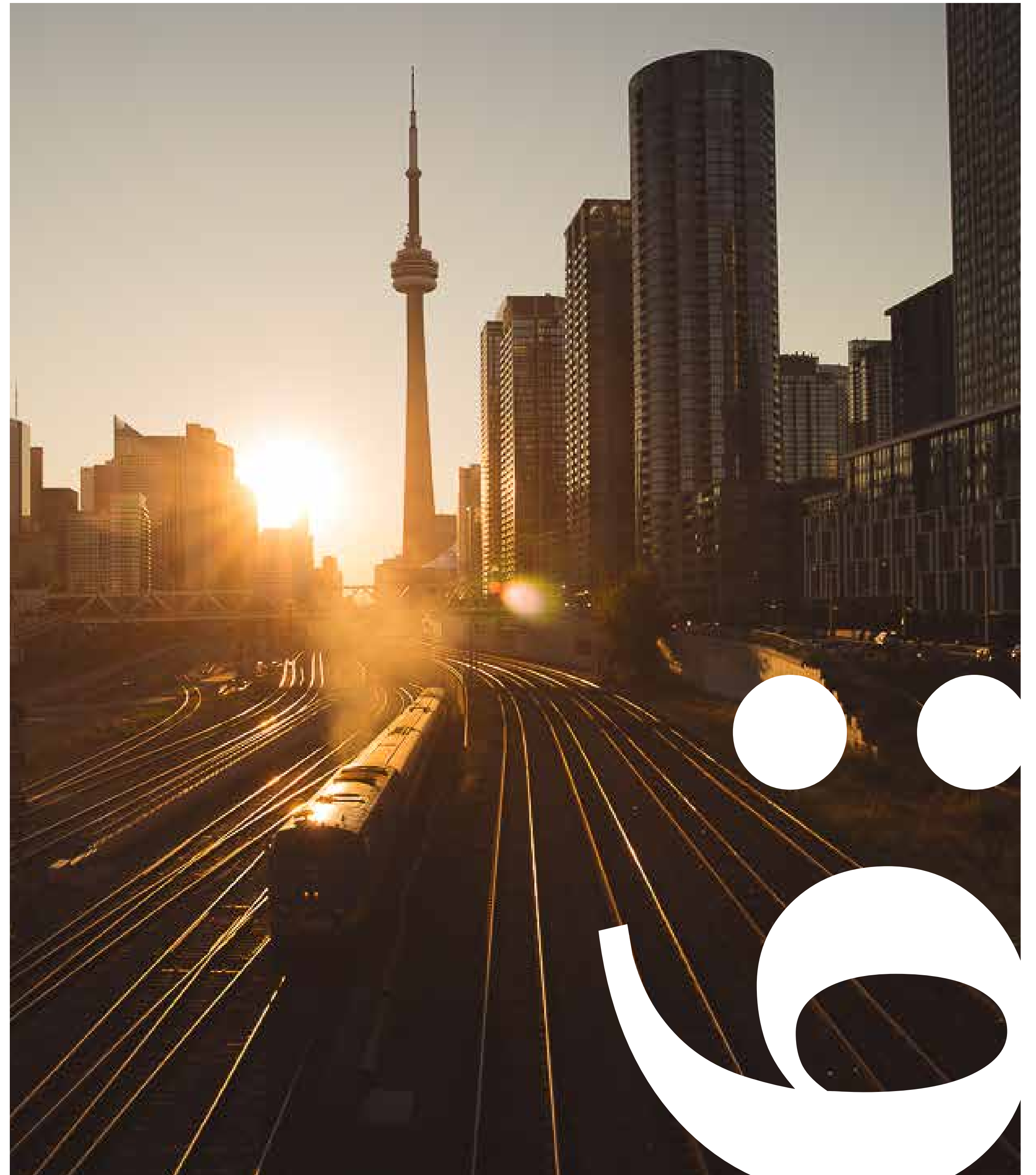
2019

# TORONTO GLOBAL - UXTO

In 2018 Toronto GLobal used the brand name "UXTO" (You Experience Toronto) to create a digital awareness campaign to promote Toronto as a favourable location for Amazon's HQ2, highlighting the unique experience of living and working in the city. Toronto Gloabl received the IEDC GOLD AWARD - 1st place for website and paid ad campaign.

[VIEW DESIGN](#)

I was in charge of the web portion of the campaign and built an interactive landing page as well as a quiz type game promoting Toronto.





2018

# BRUCE GREY SIMCOE

Seventyeight Digital was engaged to develop this consumer focused tourism website designed to promote the region overall, its activity clusters, destinations, attractions and events.

The hub serves as a jumping off platform where consumers can be directed to operators and organizations within the region based on their particular needs and interests. It augments marketing efforts of the individual tourism operator and creates new channels for these organizations to market through. The website is designed around a social platform that encourages user

generated content - adding a level of "authenticity" to the information provided.

As the Lead Designer, I redesigned their website by utilizing their brand element the "swoosh" to drive visual interest throughout the website. The use of captivating images were used to provoke excitement for travelers. I also met with clients to present and discuss their needs.

[VIEW DESIGN](#)

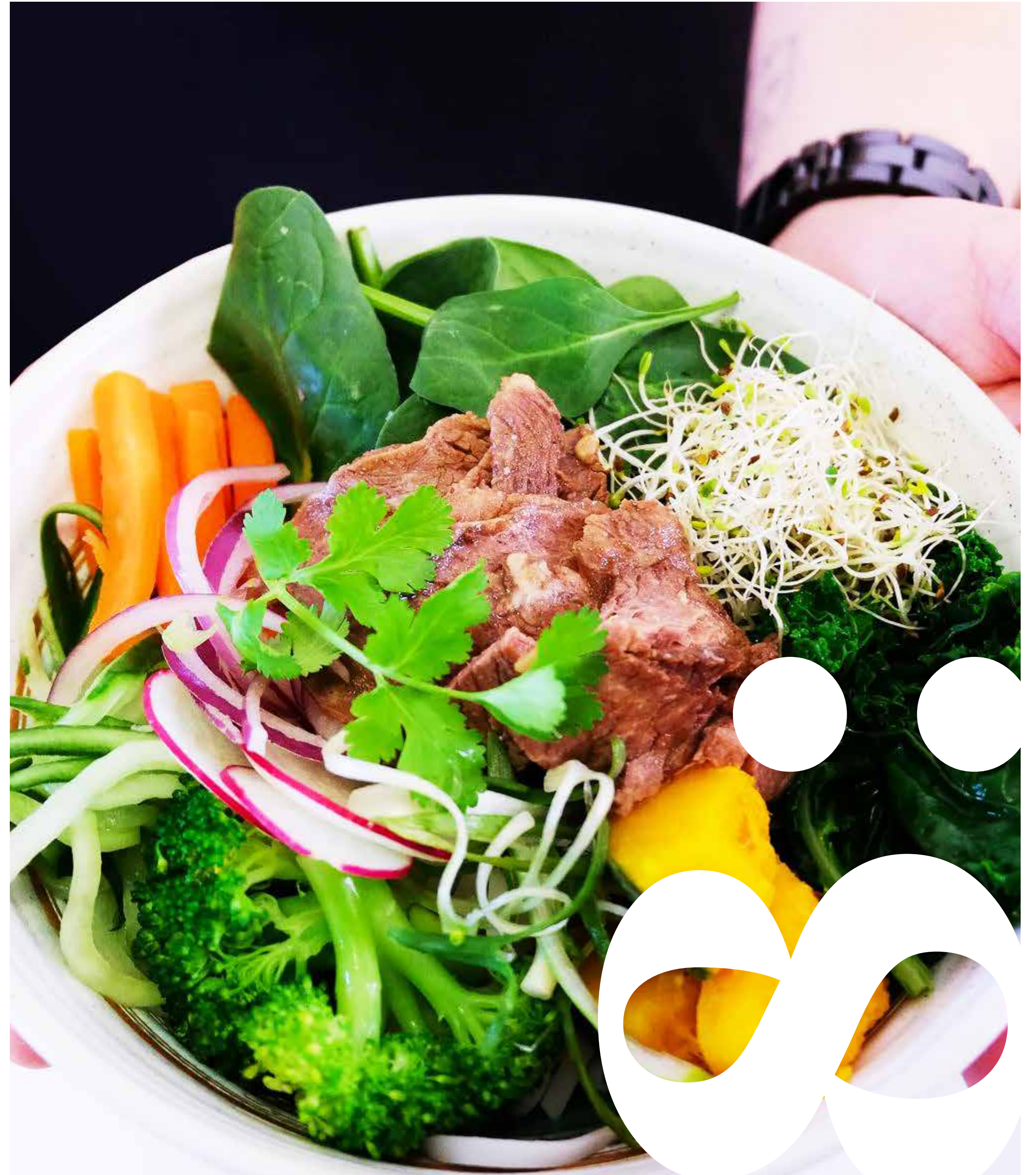
2022

# TONG MEIN

Tong Mein is a Toronto based restaurant franchise that serves nutritious soup broths and noodle soups to be eaten anywhere and anytime. Tong Mein

[VIEW DESIGN](#)

approached me to create a landing page for them as a gateway to promote their restaurant and a landing page linking to their online order channels.







**2020**

# TOXIC PANDAS

Toxic Pandalas is a streetwear brand that was created in the beginning of the pandemic. The brand carries a wide range of streetwear, activewear as well as accessories.

This was a pet project of mine where I took an idea from scratch and designed products, web design to social media marketing.

[VISIT WEBSITE](#)

2020

# ARTSY BOUTIQUE CONDO

A Realtor, May, approached me to create a landing page for a pre-construction lead generation page for the Artsy Boutique Condominium. Working with a SEO/Paid Ad Specialist, we crafted the best sales page for the project. The landing page was optimized for conversion and conversion only.

[VIEW DESIGN](#)

As a designer, I have inserted some of my flaires to the page while maintainng the brand identity of the project.

I went from doing extensive research on the project, financials, and investor returns of the project to crafting engaging sales copy to the final design.





2010

# CHEESY'S WINNING JOURNEY

Cheesy's Winning Journey is a joint promotion between Black Diamond Cheesestrings, Funcheez, Disney and YTV. This million dollar campaign was has a web element, social media as well as TV component to it.

As the Lead Designer, I developed the concept and pitched it to the client. I then managed a team of 3 developers, a social media specialist, a copywriter, an illustrator and 1 junior designer to help me complete this project.

This project was designed, illustrated, programed in a short 4 week time frame. I designed the website, the game design, all the in game illustrations as well as directing my team to put my vision to life.

This interactive campaign consist of a mario style game where the participant is Cheesy himself navigating space, city and sea to try and return home. Along the way, Cheesy will collect Funcheez shapes and Cheesestring packs within a given time. Each cheese shape Cheesy collects is a contest entry where the participant will have a chance to win prizes including iPads and a trip to behind the sceens of one of the Disney shows. There is also a leader board to see participant results. In a short 4 weeks, the campaign got 5 million content entries.



11:

2012 - 2016

# SEARS CANADA

## LANDING PAGES & BANNERS

At Sears Canada, I had the privilege of working on many national and international brands. Creating thousands of banners and landing pages. Leading promotions as well as

working with vendors create assets for weekly promotions on Sears.ca as well as campaigns/promotions on other promotional websites.

[VIEW LANDING PAGE DESIGNS](#)

# 12



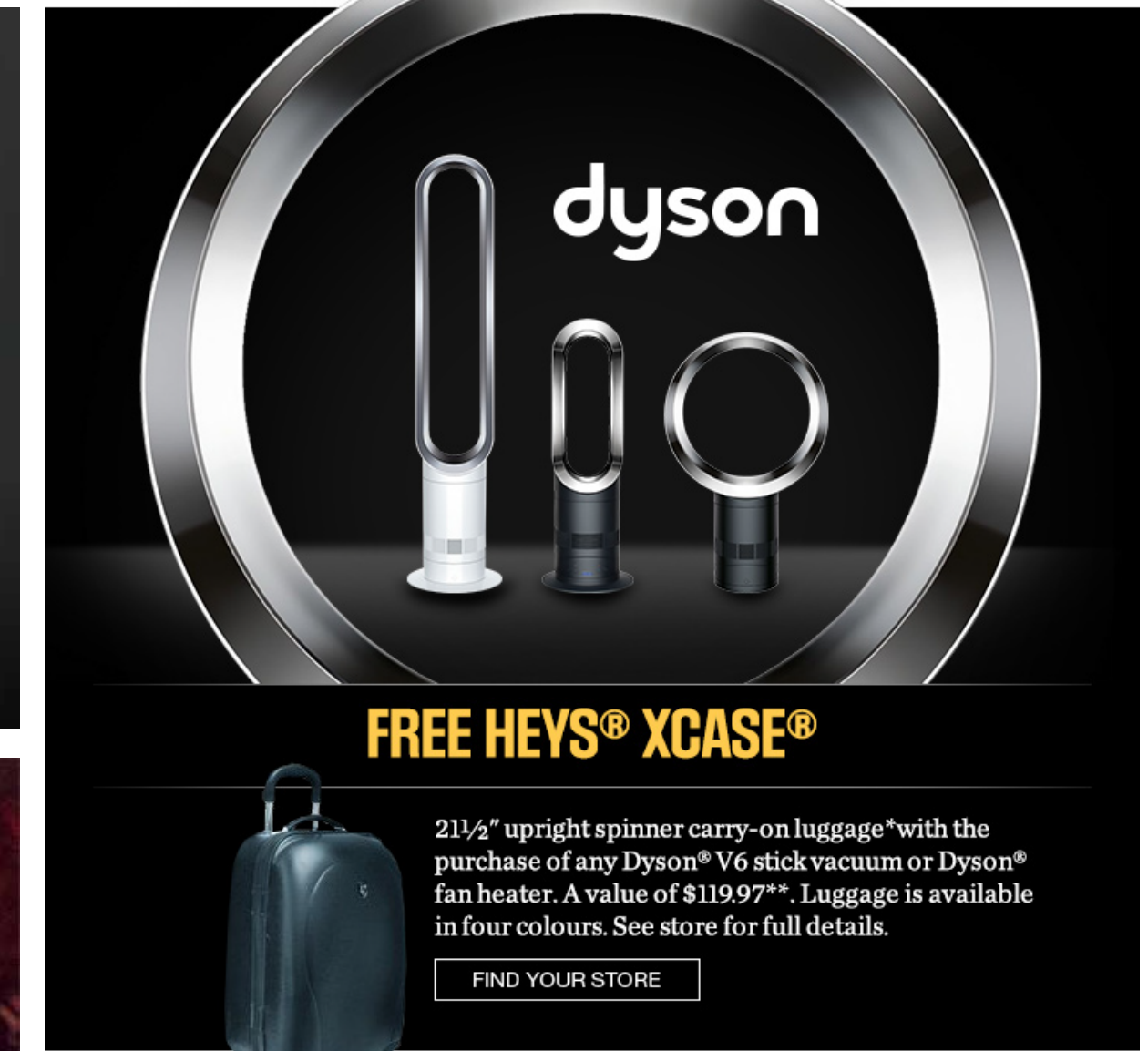
### Triumph

New at Sears! The Triumph® Shape Sensation Collection gives you fashion-flattering curves in all the right places. Enhance, support and define your natural shape, while radiating sensuality and style.

This ultimate curve creator can help you achieve unforgettable cleavage, a slim waist, a flat tummy, smooth hips, a perky bum and trim thighs.

[Details](#)

**SHAPE SENSATION**  
THE ULTIMATE CURVE CREATOR



### dyson

**FREE HEYS® XCASE®**

21 1/2" upright spinner carry-on luggage\* with the purchase of any Dyson® V6 stick vacuum or Dyson® fan heater. A value of \$119.97\*. Luggage is available in four colours. See store for full details.

[FIND YOUR STORE](#)



### ESTÉE LAUDER

#### MODERN MUSE LE ROUGE

*Be daring.  
Be an inspiration.*

[BUY NOW](#)



### Matinique

Matinique™ was founded in 1973 by Niels Martinsen, whose vision was to create comfortable, high-quality and fashionable clothing for men. Matinique™ is about clear and simple choices that give men the tools to create their own inventive and contemporary look.



### Levi's



### JESSICA

A WARDROBE OF POSSIBILITIES

Jessica has evolved to bring you seasonal trend pieces anchored by timeless styles. You can keep the look classic, or layer on bold