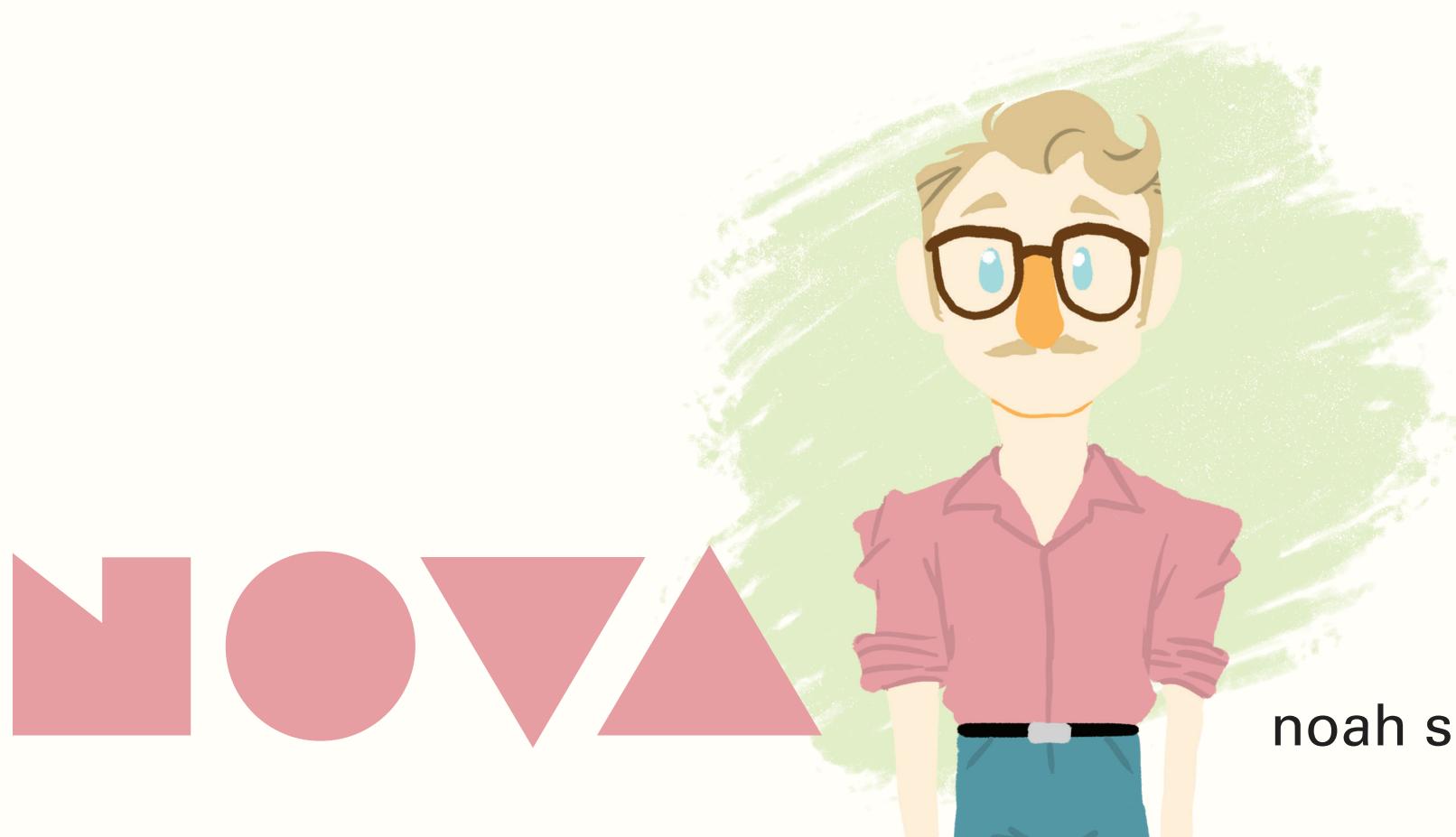
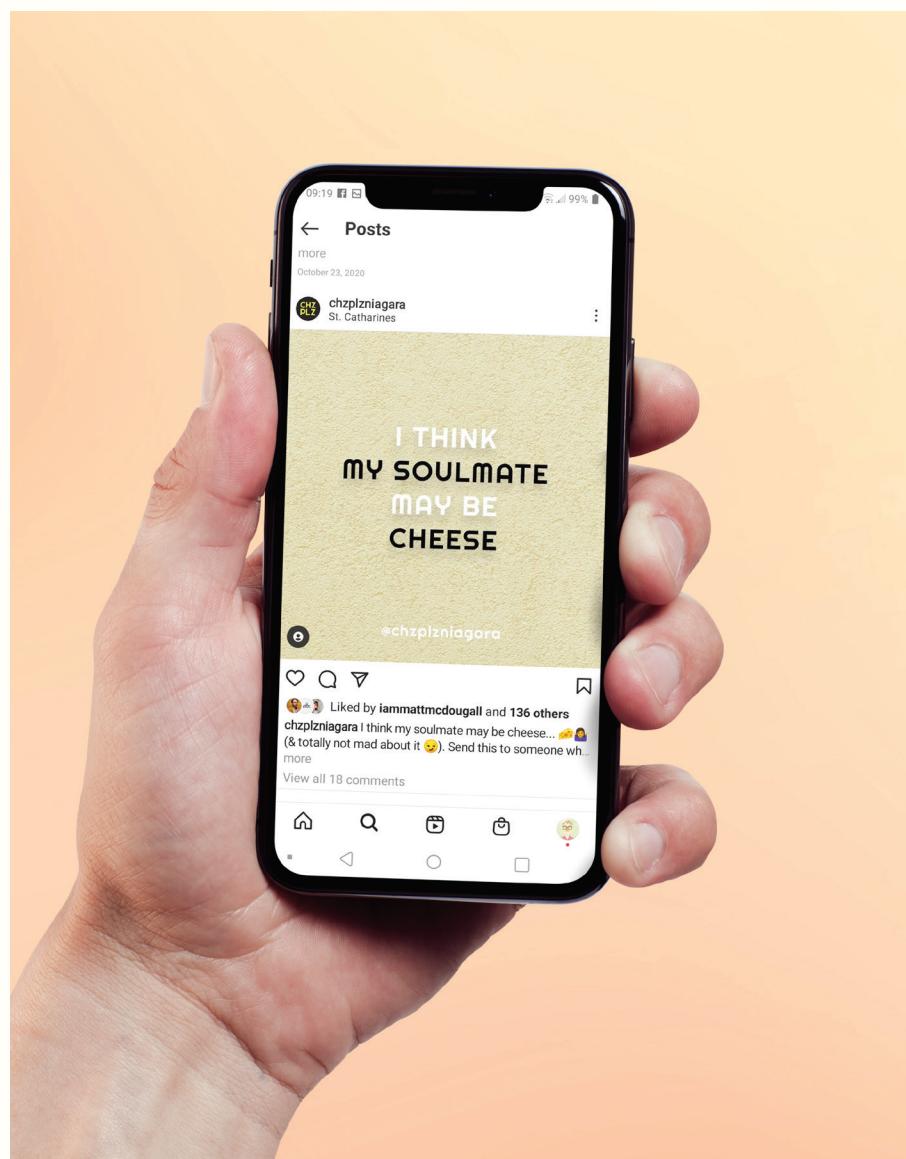


# graphic design portfolio

noah shafir



graphic design  
portfolio



## *rebranding/social media*

chz plz  
dec 2019 - oct 2020  
various

As a contractor with Giant Shoe Creative Agency, I helped rebrand a small start-up catering company, CHZ PLZ. Their audience is the "Web 2.0" crowd, so the use of strong contrast between the black and the yellow, as well as a very bold wordmark to set them apart from most traditional catering companies. After the rebranding was completed, later work on social media designs were made.

Various pieces were mocked-up, presented and executed during this project, as demonstrated above.



*single cover artwork*  
coalition music (nice horse)  
oct 2021  
12" x 12"

Working with Coalition Music, I was brought on to complete the artwork for the new single "Trampoline", as well as create promo material for the release, including an animated social media video. I was provided with the original photo, as well as the Trampoline sign, and the idea of a Vegas night best forgotten, so an old dirty photograph felt like a good way to go. None of the signage existed in the original photo provided, so each element was created for the final imagery.



*the science behind  
hollywood's movie monsters*

digital illustration

nov 2019

10" x 10"

Inspired by an article in the Smithsonian Magazine, which refers to four specific film monsters; being Dracula, Frankenstein, The Mummy, and Gill-Man (*The Creature From The Black Lagoon*). Using that as a basis as well as the idea of a dissection similar to a mad scientist, a voodoo doll character that is representative of the four monsters was created to highlight the content of the article



## *rebranding/packaging design*

70 below freeze-dried snacks

dec 2019

various

Leaning into the survivalist audience in the logo design, creating the shape of a mountain and a sun behind. The shapes chosen harken to the shapes of the name, creating a stylized "70°".

The packaging, utilizing a difference in colour and icon to demonstrate the different varieties available. The elements were also given a cooler colour and quality to tie into the idea of "freeze".



*store catalog*  
critelli's fine furniture  
apr 2020  
9" x 9", 7 pgs.

As a contractor with Giant Shoe Creative Agency, I was tasked with creating a Spring/Summer catalog for Critelli's Fine Furniture.

When creating this piece, it began from the content created months prior for their 2019 Fall catalog, which I also worked on, but replacing and changing over to new product, while keeping the same tone and flow throughout.



YOUR  
PARANORMAL  
STORIES

YOUR  
PARANORMAL  
STORIES

YPS

YPS

## *podcast show branding*

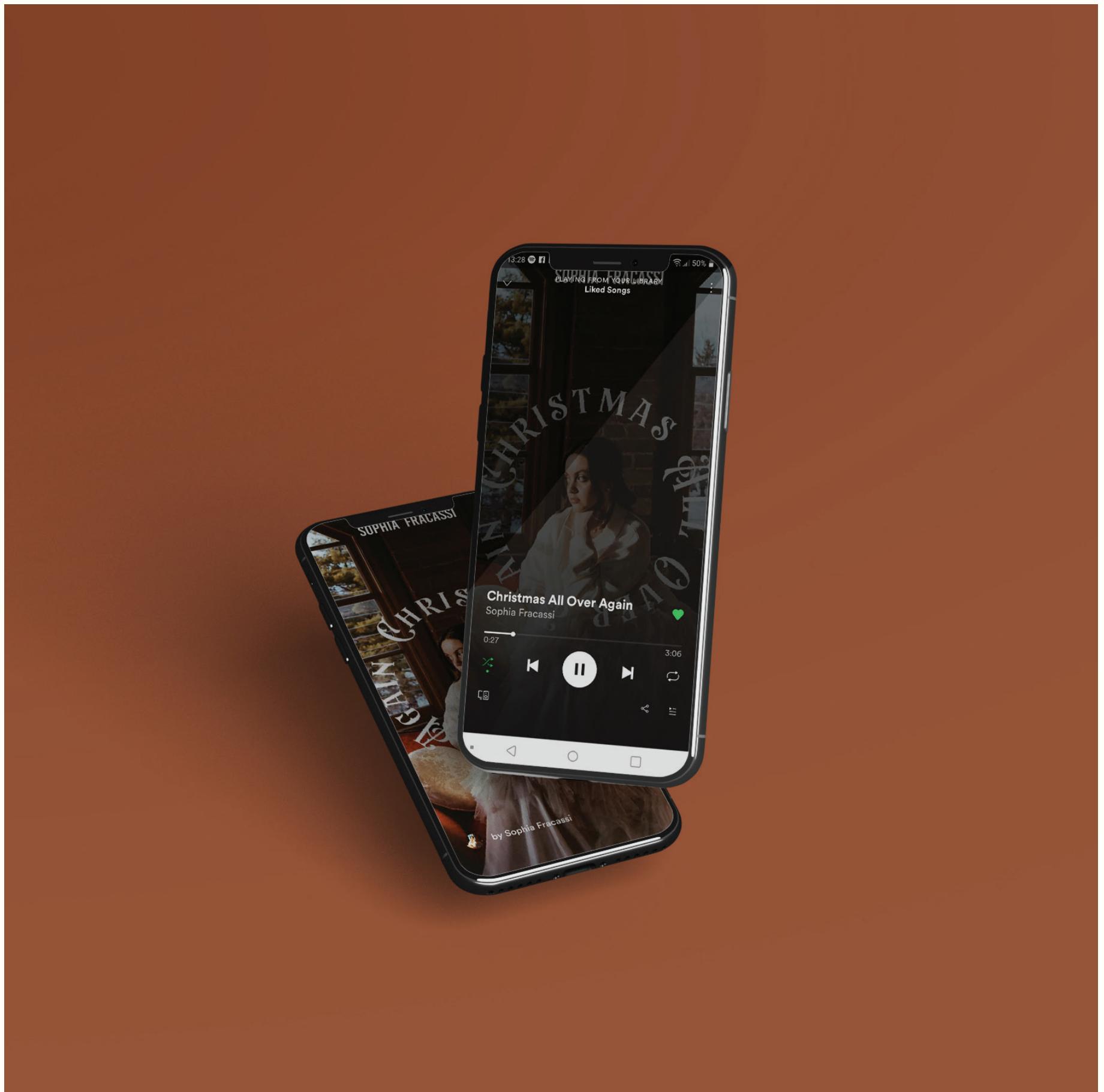
big coat media

apr 2021

12" x 12"

I was given the chance to do work for Big Coat Media to set up branding for a new podcast show they are working on.

The idea going into this, with what the show is hoping to be, was to not be outright "terrifying", but to deliver a more mysterious and intriguing tone to it. The show hopes to invite people who have found comfort or calmness from their experiences. The blurred figure of the icon can indicate a humanoid figure, or a candle's flame, with that mystery being a core concept of the show.



*spotify canvas animation*  
coalition music (sophia fracassi)  
oct 2021  
1920px x 1080px (7 secs)

Working with Coalition Music, using the existing single artwork created for the Sophia Fracassi, "Christmas All Over Again", I created a Spotify Canvas animation for the release. A 7 second loop that plays as you have the Spotify page open while listening to the song, it has the "Christmas All Over Again" text rotate over the imagery, the cyclical nature referencing the idea of All Over Again.



## *supreme coffee*

photography

jun 2021

12" x 12"

Working with Brent Kore, a Toronto-based photographer, with his photo concept, I was given the initial photograph, with the ask of cleaning it up and adding in the actual coffee pouring.

Giving it a kind of kinetic energy, the splash was added to give the image a more impactful appearance, it calls the attention, as you follow the coffee stream down.