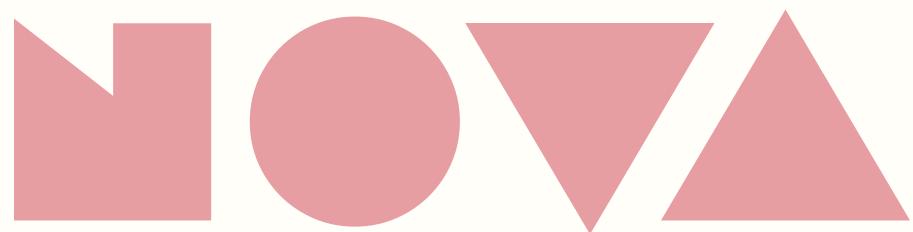


graphic design portfolio

noah shafir



noah shafir

graphic design portfolio



exterior signage

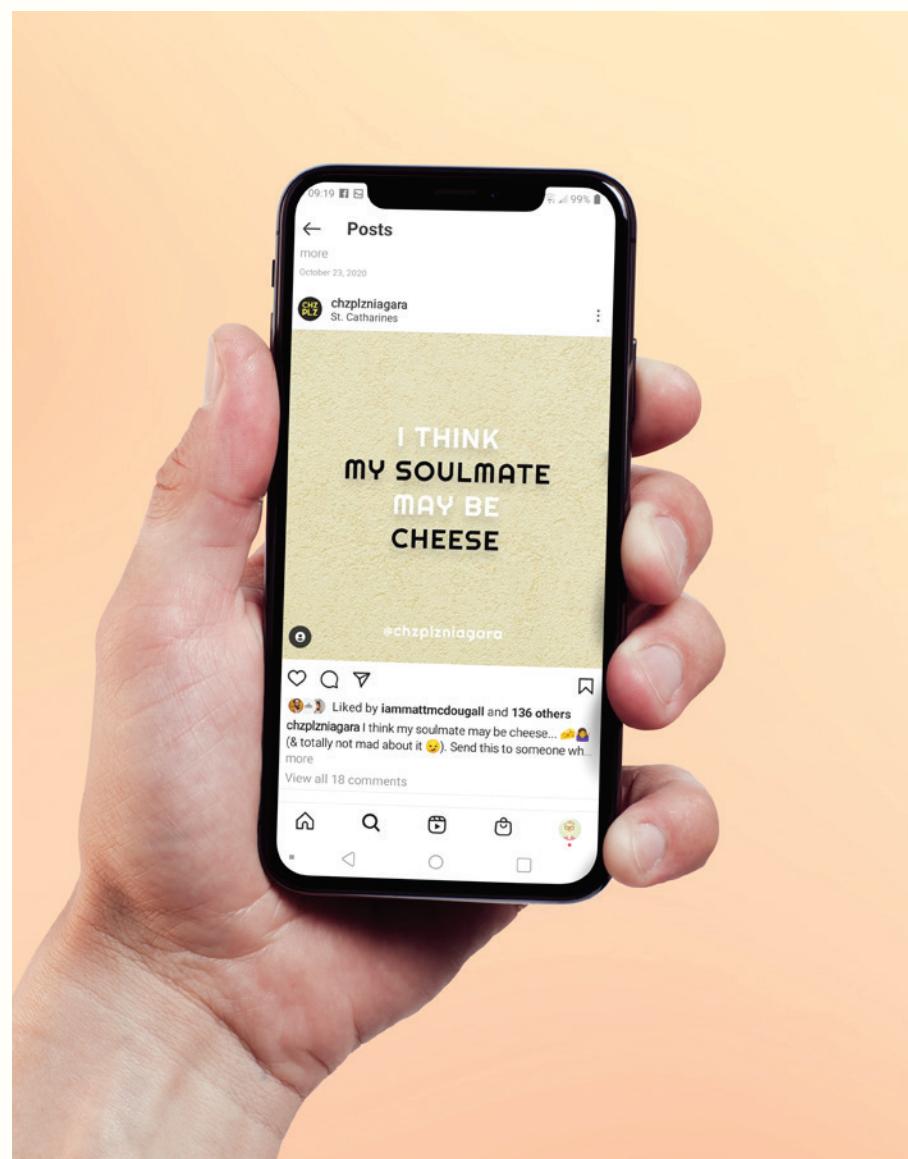
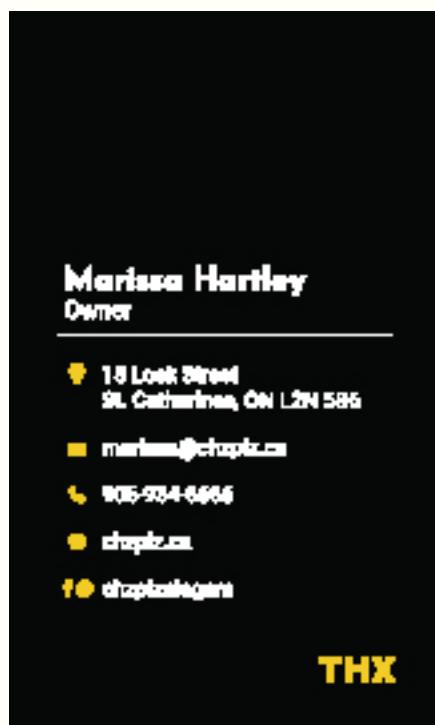
trent university

aug 2023

various sizes

I had the opportunity to work with Trent University to develop exterior signage for their "Momentous" campaign. They wanted to use this campaign to showcase how exciting and groundbreaking the experience is at their campuses. Given a strict brand guideline, I developed these pieces to let the brand stand for itself, and let the large text and cutouts speak well for themselves.

These ads developed for billboards, and lamppost signs to be shown in Peterborough and Oshawa city centers.



rebranding/social media

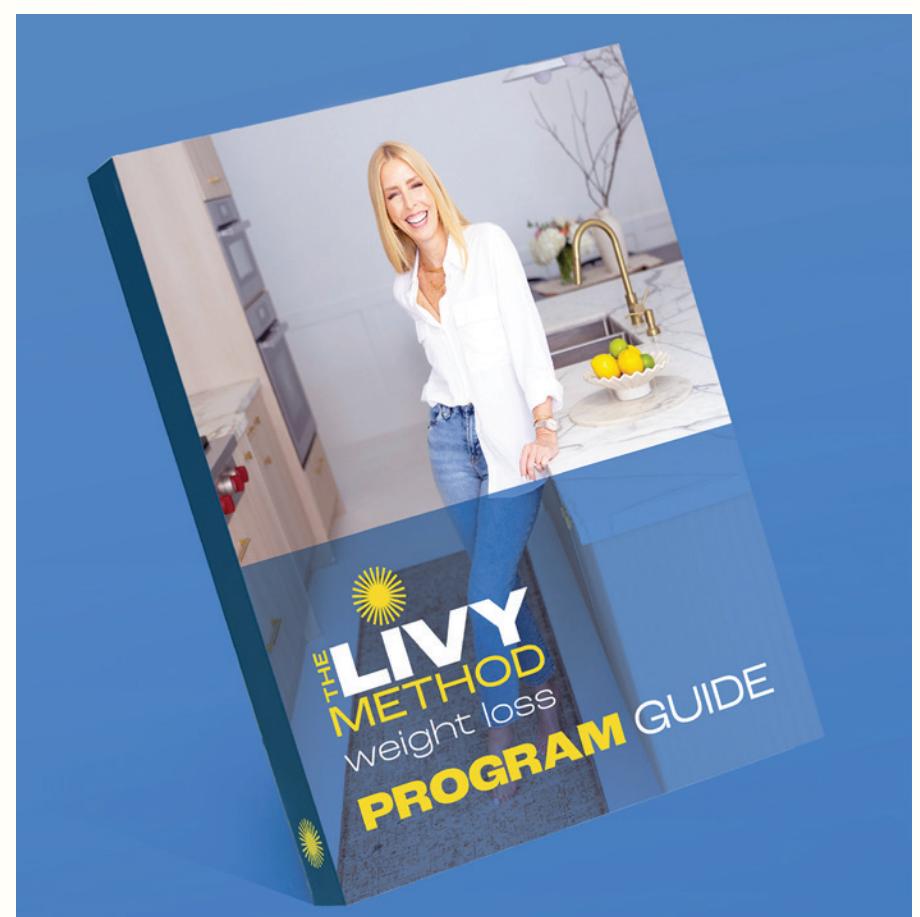
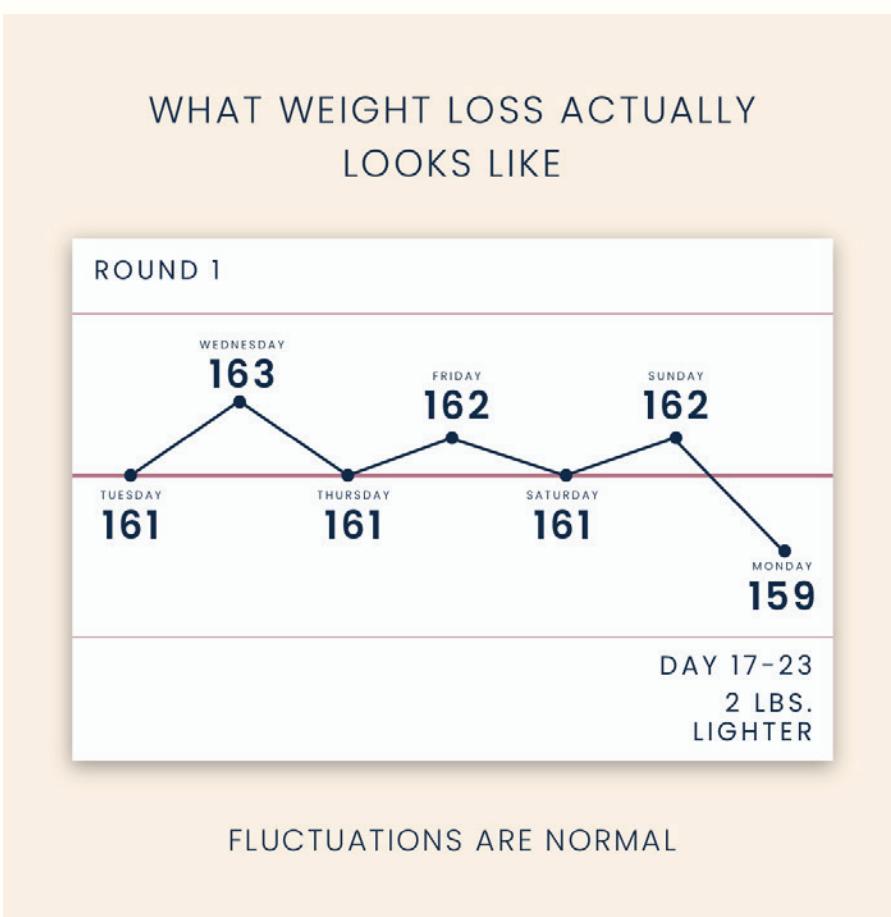
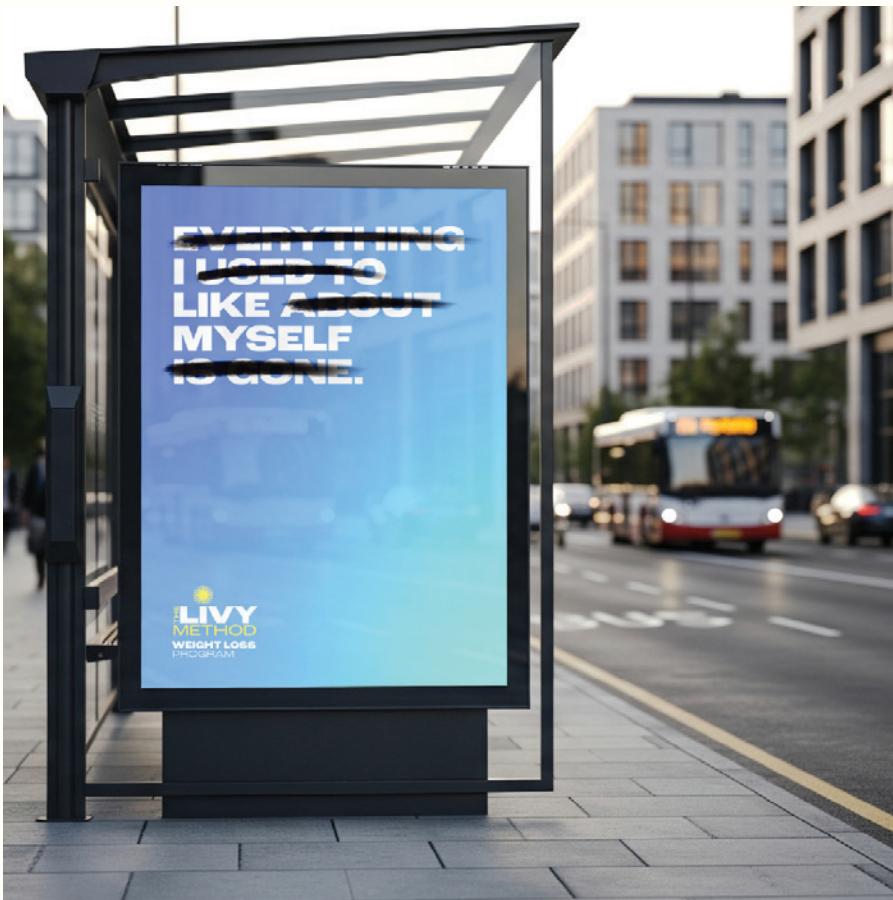
chz plz

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.

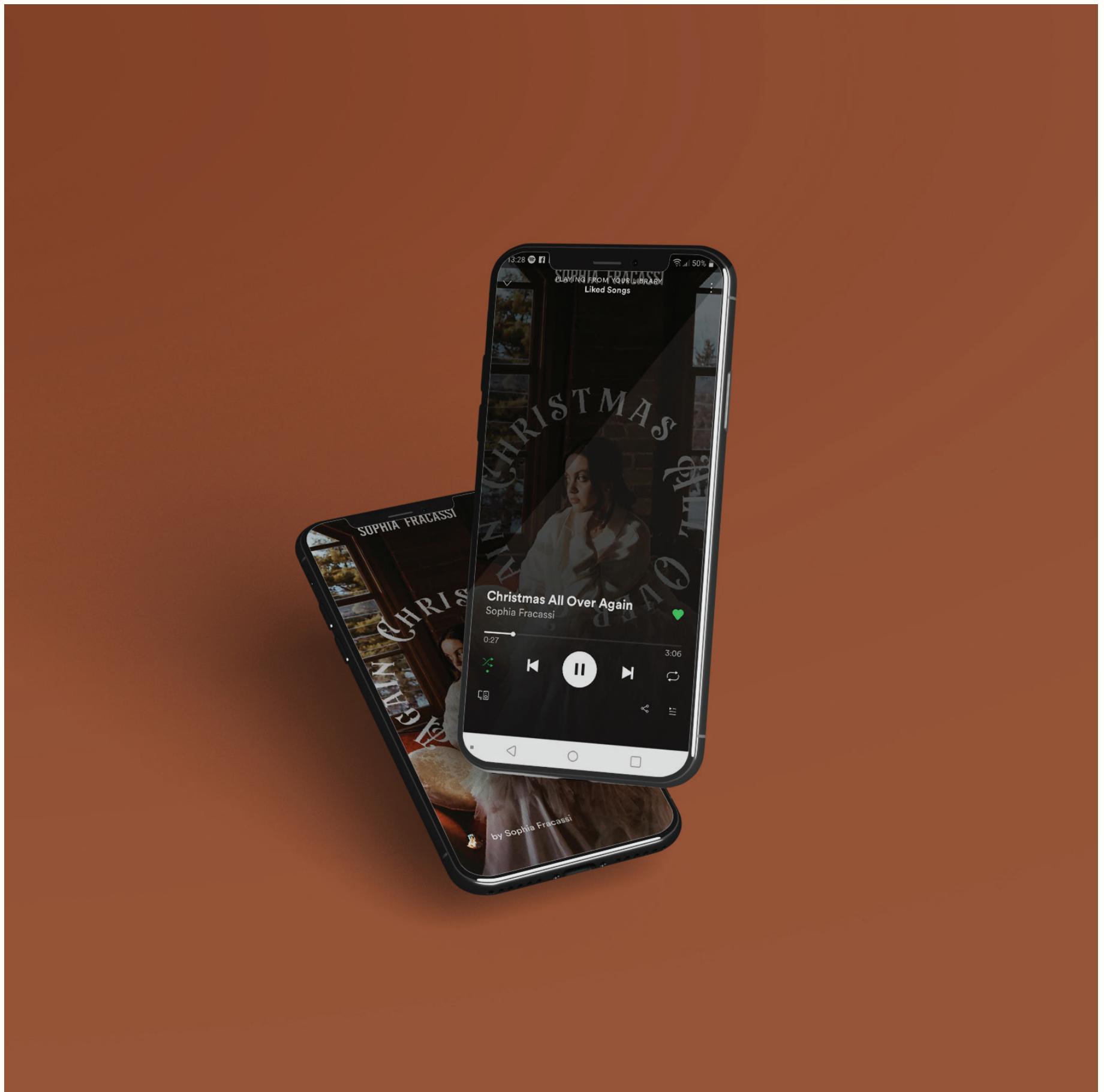


rebranding/graphic production

weight loss by gina
apr 2022 - present
various sizes

Introduced and brought on to this client by another freelancer building a team, I was faced with many tasks of varying degrees to have the Spring/Summer weight loss materials ready on time.

This project then opened the door to further work, including a full-time salaried position as the company's sole graphic designer, working on shaping a cohesive and functional brand for Weight Loss By Gina Inc., doing work such as merchandise design, digital marketing, website design, app design, product redesigns and more.



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.



podcast cover

so have you heard of...?

apr 2025

1080px x 1080px

When briefed on this branding, they were looking for a unique and retro style, almost that of a vintage game show. I took that and looked to examples while also coming up with imagery that evoked the title. What I came to was using the question marks, in a way that could also evoke an ear to feed into the title of the show. Each question mark represents a member of the podcast, with the colours chosen to evoke that retro vibe while keeping each one distinct from the others.



ERIC PUNZO ALL IN MY HEAD

single cover artwork
coalition music (eric punzo)
may 2022
12" x 12"

Another artist at Coalition Music, Eric Punzo, was in need of artwork for his new single, *All In My Head*, and was hoping for something new and different to help him create more of an impact with his work. With the marketing team and him, we created a logo to call his own, as well as come up with the core idea for the maze of a mind that became this single artwork. The maze elements are used to showcase the confusion that can be looking into someone's mind, being reminiscent of folds in the human brain.



logo illustration and design

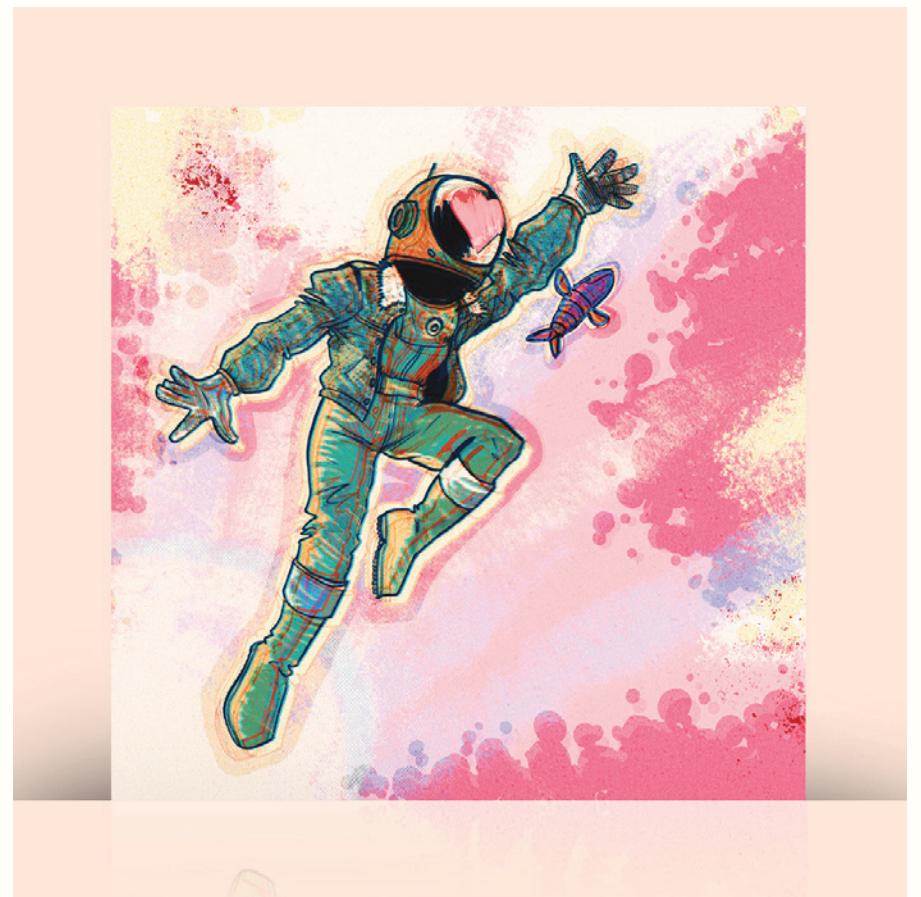
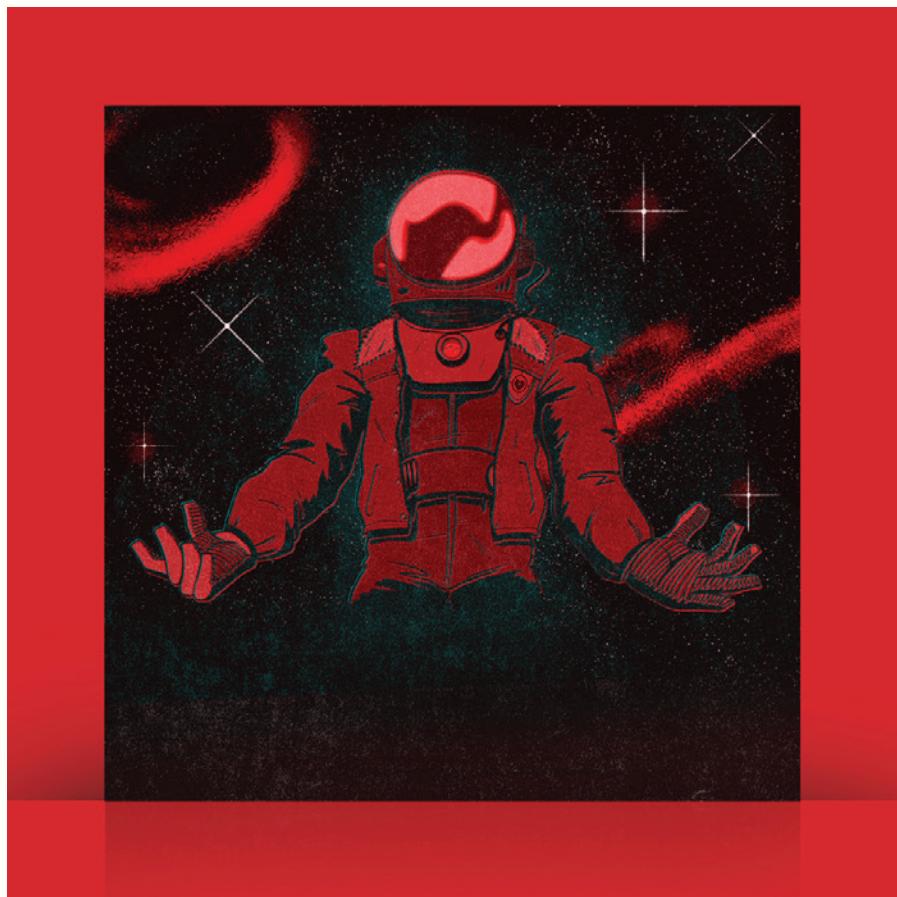
supper time management

jun 2022

1080px x 1080px

For a pair of musical artist managers, who were looking for a new brand to include on their emails and invoices, and were inspired by classic style cartoons. They approached me with the name of “Supper Time” and had the idea of having their dogs included as their “mascots” for the logo.

I took the style of older Hanna-Barbera style cartoons to have a clear difference in the characters, and decided to go with a kind of vintage feeling colour scheme and fonts to almost feel similar to classic handpainted signs.



single cover artwork

velvet whale records (ryan gazzola)
jan 2024 - present
1080px x 1080px

Working with independent musician Ryan Gazzola, I have been a consistent artist for his single releases. We worked together to create the visual language of the astronaut character with the whale robot, and from there, we have worked closely to create the scenarios that he would be in, for each single release. Alongside with these static versions, various have animated companion pieces on Spotify Canvas & Instagram Reels for marketing.