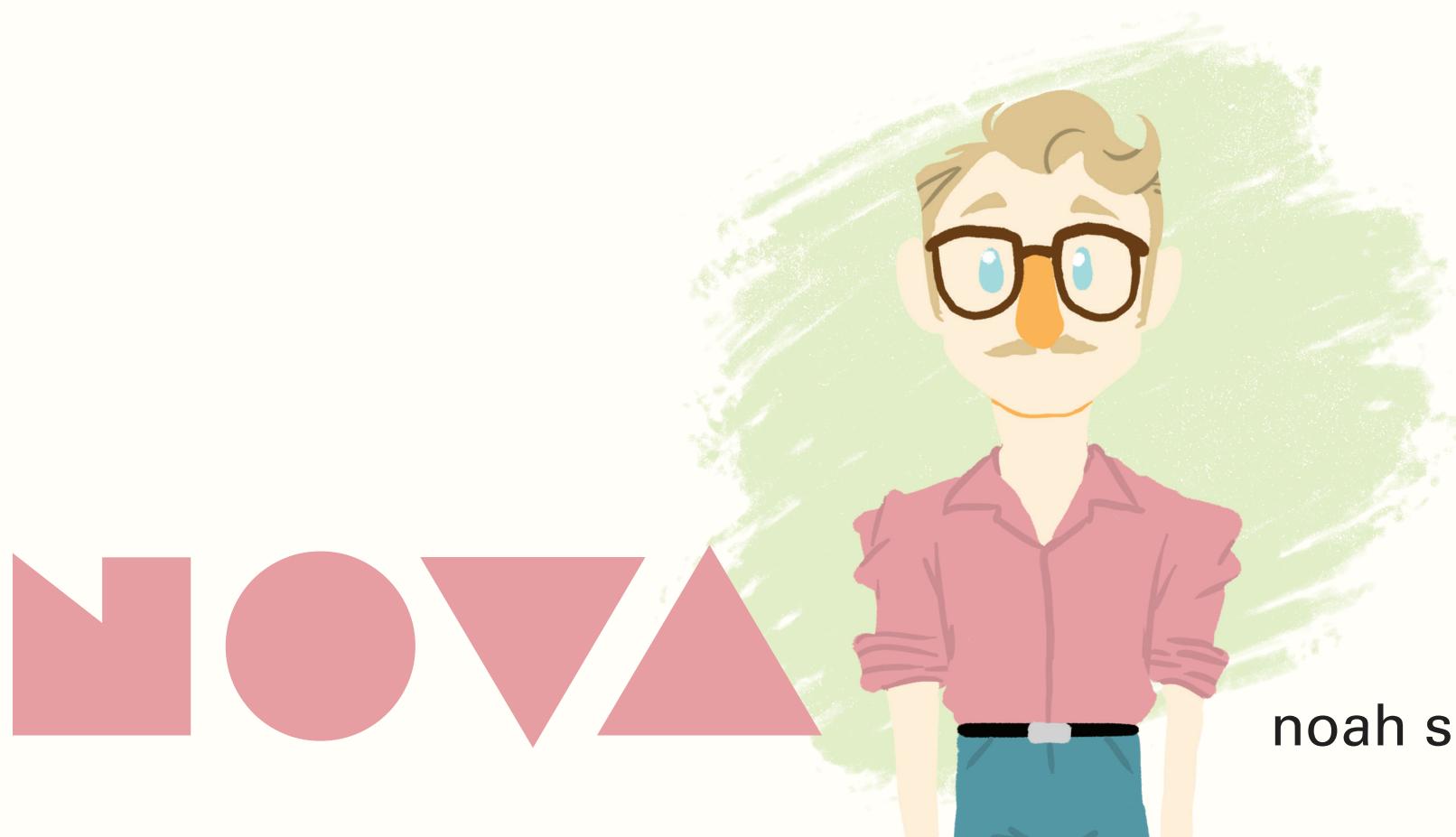
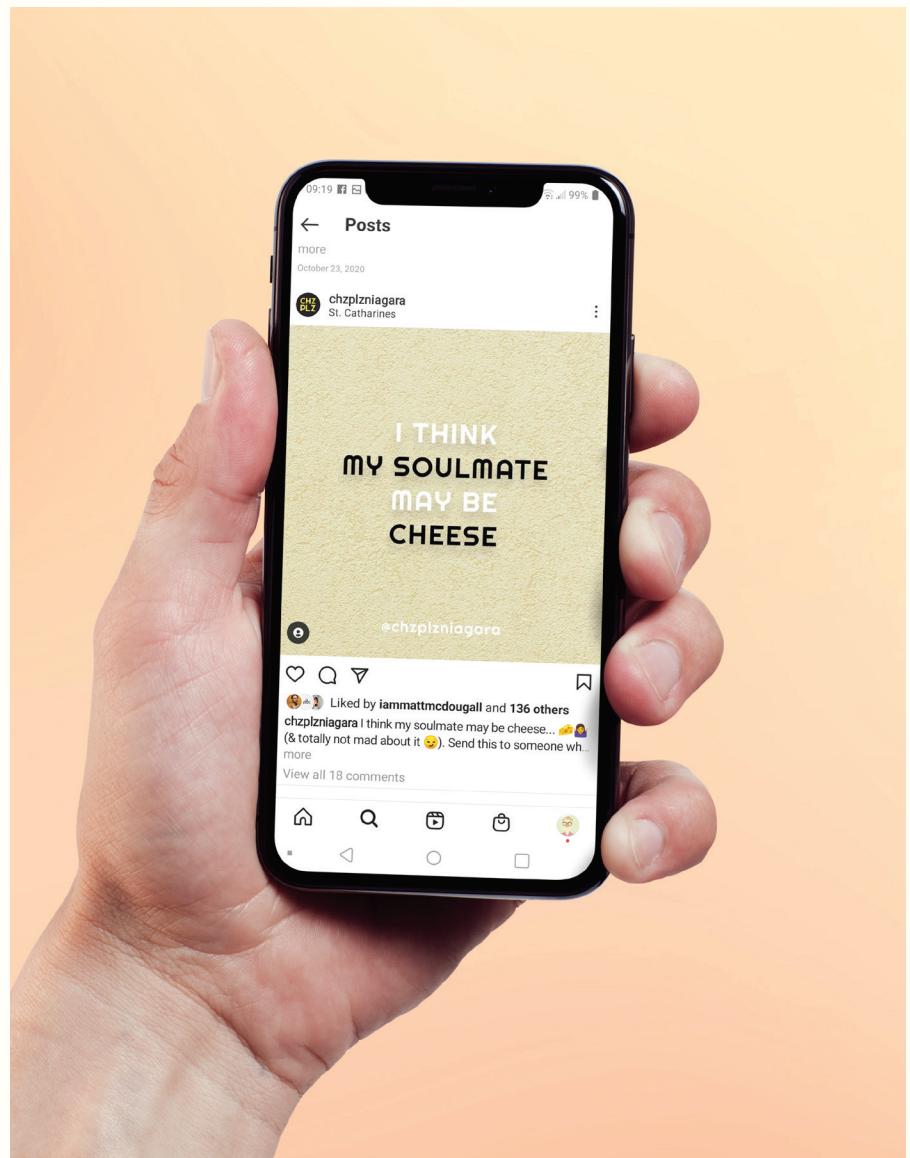
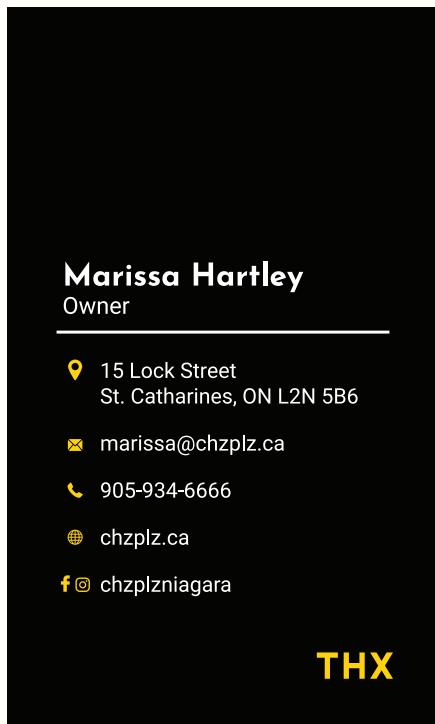


graphic design portfolio

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.



the science behind hollywood's movie monsters

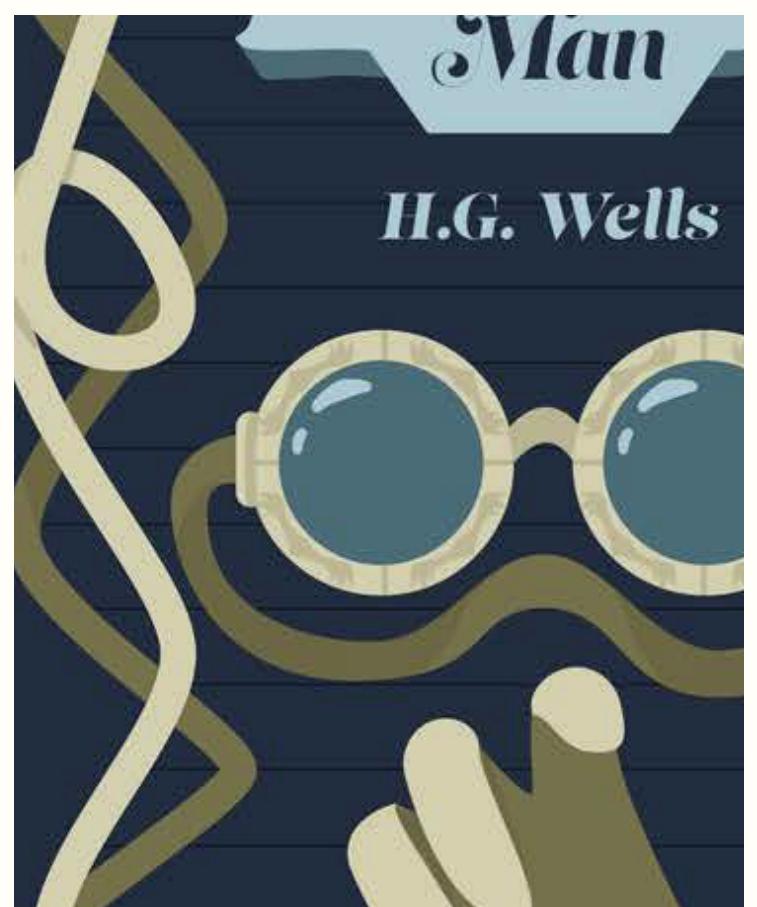
digital illustration

nov 2019

10" x 10"



The base article 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



illustrated book cover

digital illustration

oct 2019

18.5" x 8.25"

Given that the story of *The Invisible Man* is a classic, it was important to get the feeling of the novel in this cover piece. Framing the main imagery of the goggles and gloved hand allows the eyes to see what it wants to see, while the actual shape of the person doesn't actually exist. The subtle lines in the background also imply that you can look right through the "figure".



rebranding/packaging design

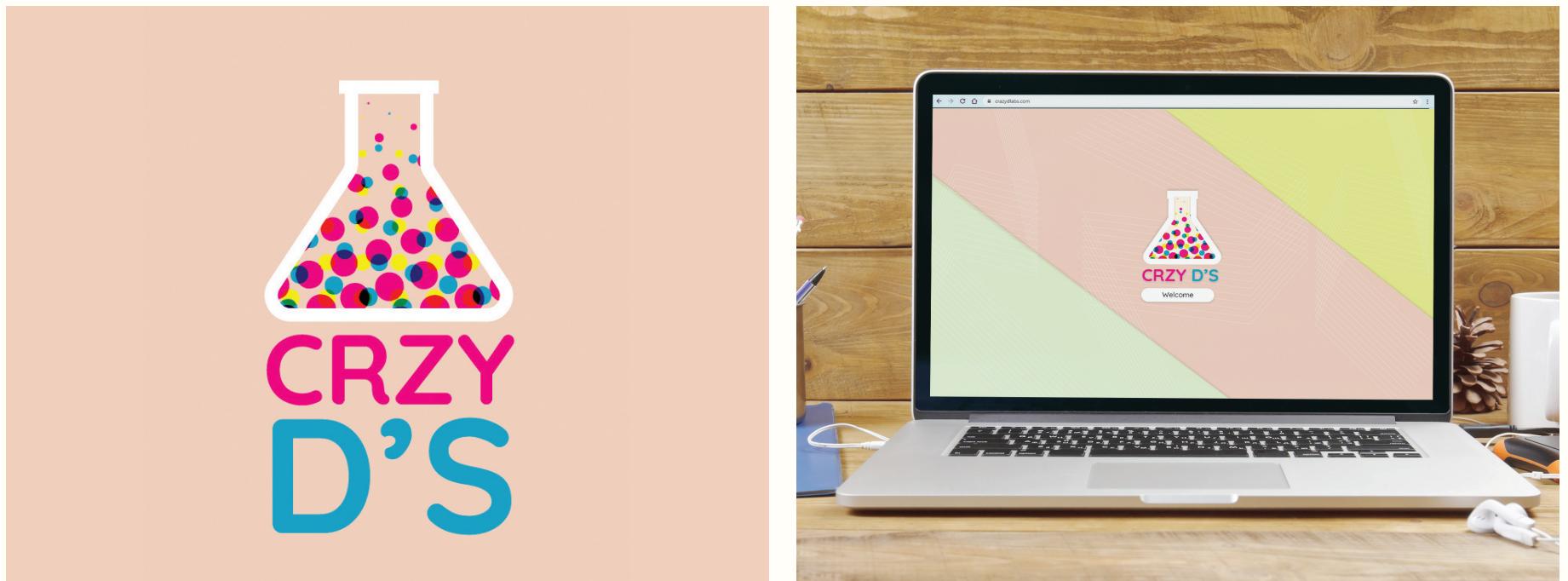
70 below freeze-dried snacks

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".



rebranding/packaging design/ web design

crazy d's prebiotic soda
nov 2019
various

Crazy D's was looking for a brand refresh as they were expanding their distribution to more of Canada. Working with a partner, we developed a look leaning into the "Crazy D's" name and the idea of "Crazy D" as a character in a lab, while also showing the sediment that is found within the drink, for the prebiotics.



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.



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.