

MIMI NGO PORTFOLIO



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CHANGE ADVENTURE CAMP

CLIENT: CHANGE ADVENTURE CAMP

DATE: AUGUST 2016

PROGRAMS: ILLUSTRATOR, INDESIGN

This sponsorship brochure communicates the causes and risks of metabolic syndrome and the benefits that Change Adventure Camp can provide to children, helping them move towards a healthier and more active lifestyle.



GLOW APOTHECARY

CLIENT: GLOW JUICERY

DATE: SEPTEMBER 2017

PROGRAMS: ILLUSTRATOR

Glow Apothecary is a collaborative product line between three local businesses: Glow Juicery, PLANTful and Herbologie. With the goal of fusing Glow Juicery's current brand and the 7 healing directions together, I prepared a simple logo, product icons and an array of vibrant product labels for the Apothecary line.



LIBERTY TRIP SHIRT

CLIENT: LIBERTY SECURITY

DATE: OCTOBER 2018

PROGRAMS: ILLUSTRATOR, PROCREATE

Every year custom Liberty branded t-shirts are designed for the Sales team's to sport on their celebratory trip. For their 2018 trip to the Dominican Republic, I used the inspiration of the Dominican's lively and tropical culture to letter the main focus of the t-shirts.



UNIVERSITY OF ALBERTA

CLIENT: SCHOOL OF RETAILING

DATE: APRIL 2016

PROGRAMS: ILLUSTRATOR, INDESIGN

Incorporating the University's crest shape and colours as the main elements, I created an engaging visual piece for the School of Retailing to effectively communicate their proposal for the University of Alberta.



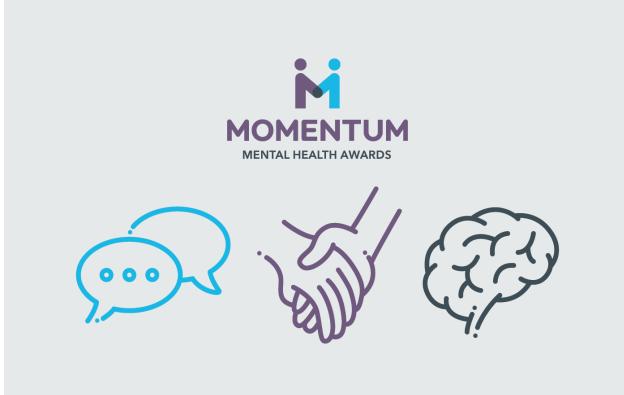
MOMENTUM AWARDS

CLIENT: MOMENTUM WALK-IN COUNSELLING

DATE: APRIL 2018

PROGRAMS: ILLUSTRATOR, INDESIGN

Momentum Walk-In Counselling needed a brand identity and various deliverables for the 2018 Momentum Awards, the inaugural celebration of Edmonton's mental health community. The awards brand plays off of Momentum's existing colours, and focuses on three main images: the brain, the helping hand and the speech bubble.



LIBERTY RECRUITMENT

CLIENT: LIBERTY SECURITY

DATE: JANUARY 2017

PROGRAMS: ILLUSTRATOR, INDESIGN

With a new concept and brand in mind for Liberty's recruitment campaign, I utilized Liberty's hexagon "house" shape and darker colours to target a more youthful and adventurous demographic with this sharp recruitment brochure.

