



JACOB SMITH

GRAPHIC DESIGN | WEB DESIGN | BRANDING | ILLUSTRATION
PORTFOLIO



EDUCATION

- Graphic Design, Advanced Diploma | Fanshawe College
- Interactive Media Design, One Year | Fanshawe College

VOLUNTEER DESIGN EXPERIENCE

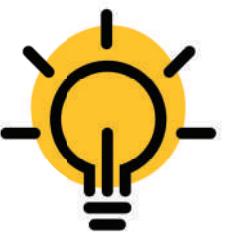
- Mothers With a Heart for Ethiopia (Non-Profit Organization)
- Woodstock Naval Veterans Association

SKILLS

- Adobe Creative Suite
- Branding
- Motion Graphics
- Digital Illustration
- Photography
- Wordpress & SquareSpace

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PROJECT GUIDE



ORIGINAL IDEA



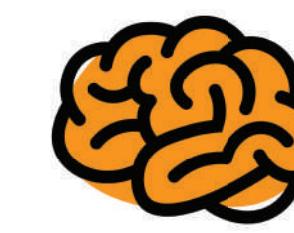
BRANDING



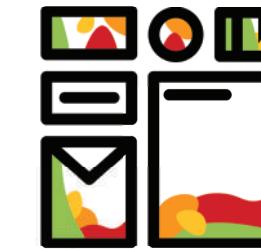
REFINE & REDESIGN



WEB



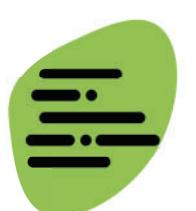
LEARNED A NEW SKILL



PRINT



ILLUSTRATION



CONTENT CREATION



PHOTO & VIDEO



ANIMATION



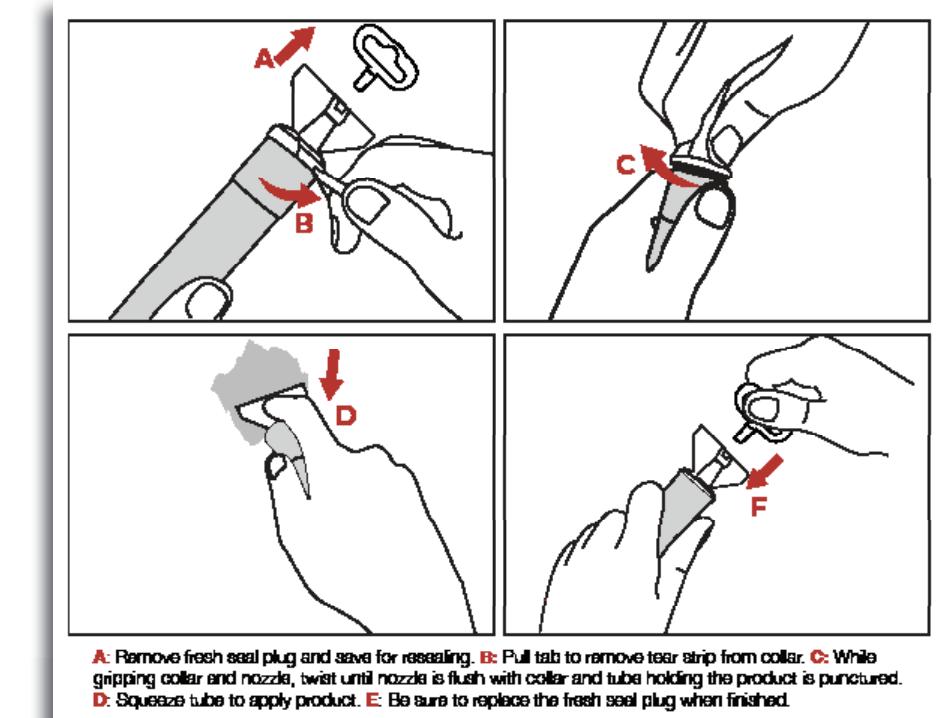
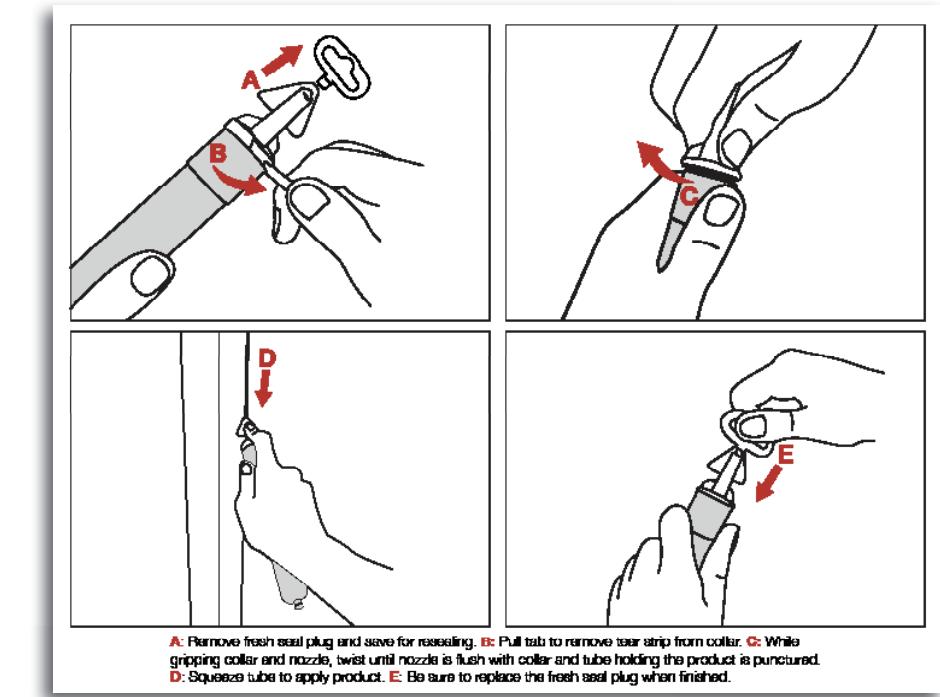
PERSONAL FAVORITE

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INGERSOLL PRODUCTS Woodstock, ON

Product packaging including detailed instructions for caulking tubes.

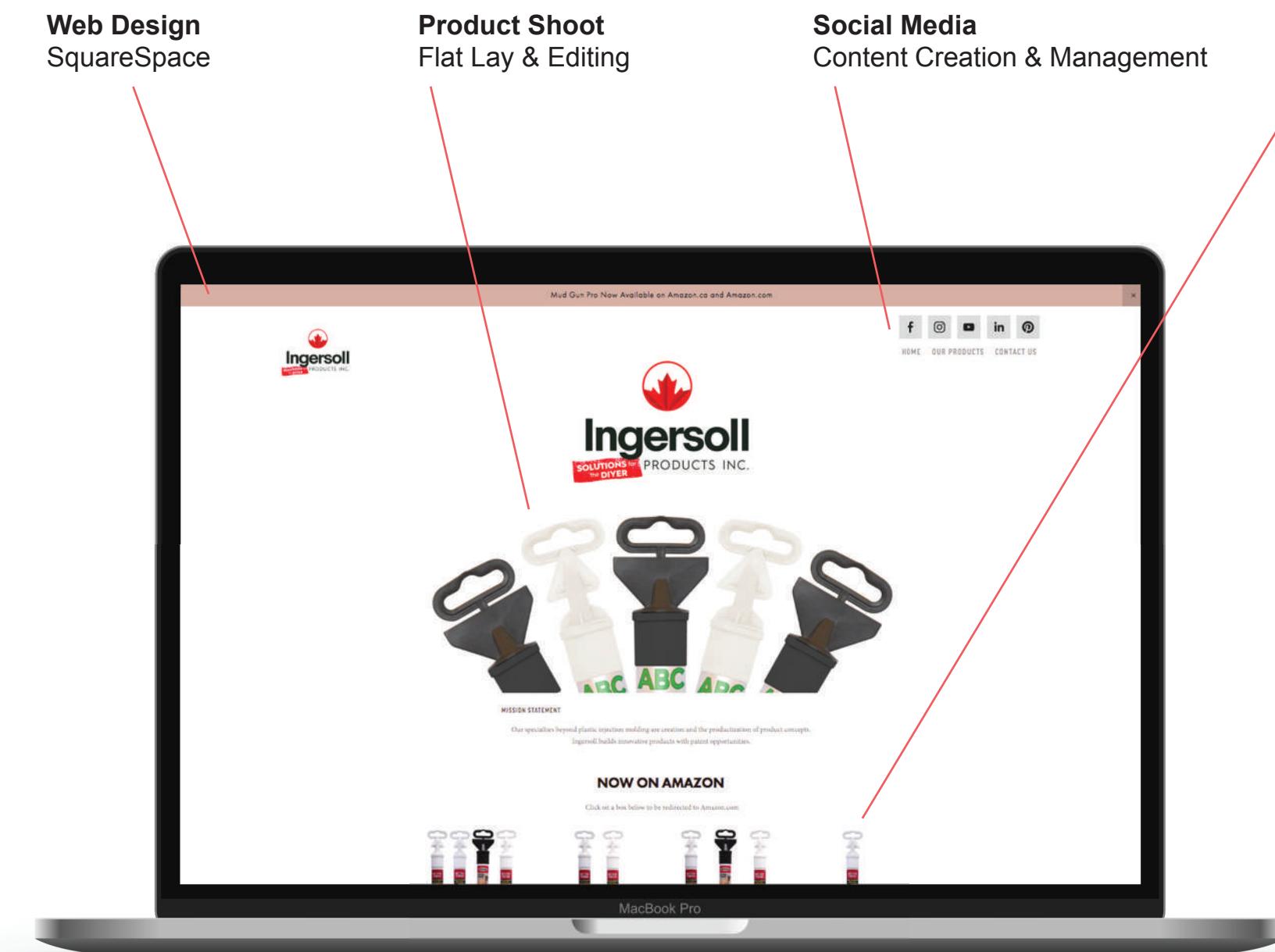
The instructions had to be intuitive but not too lengthy as the product is less than 1' tall. This design has been kept as a template for future resellers of the product.



INGERSOLL PRODUCTS Woodstock, ON

Ingersoll Products needed an updated website, able to showcase all of their products and where to buy them.

SquareSpace was used to design the website, including multiple pages. Product shots of every item were taken, edited and displayed on the site. The Amazon store for the company was also accessible from this site.

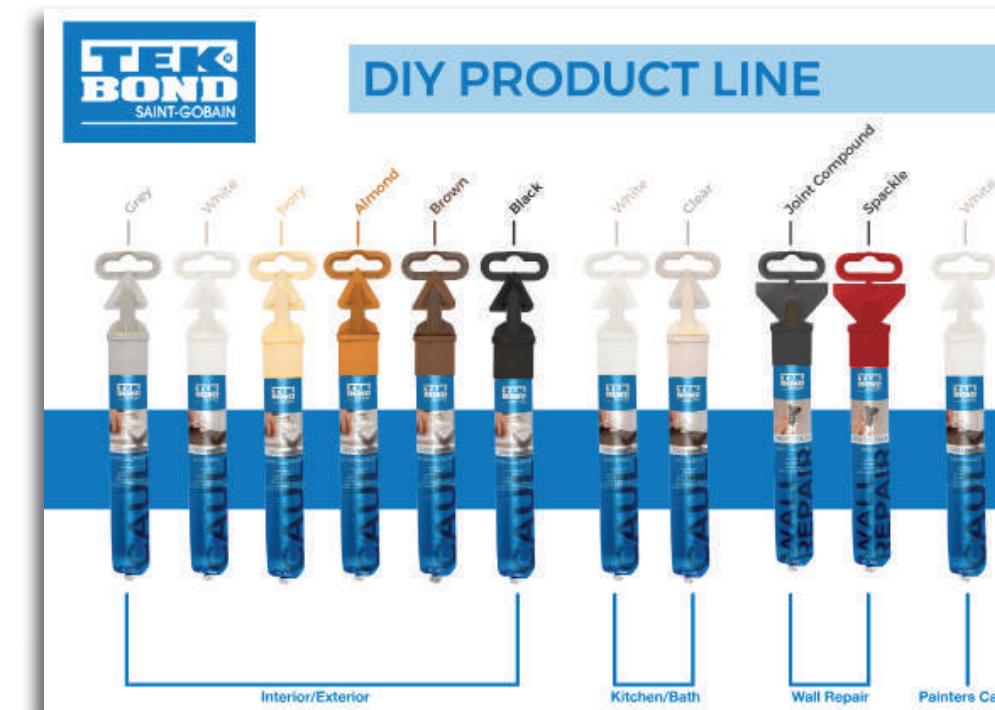
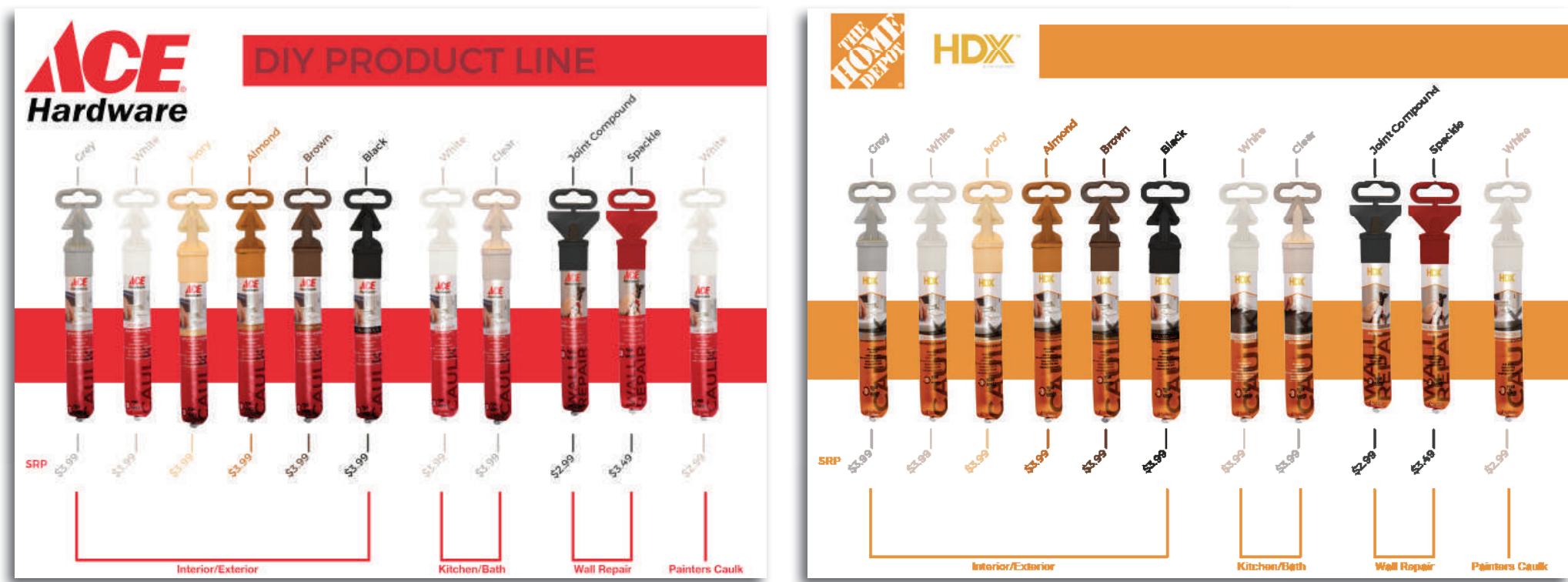


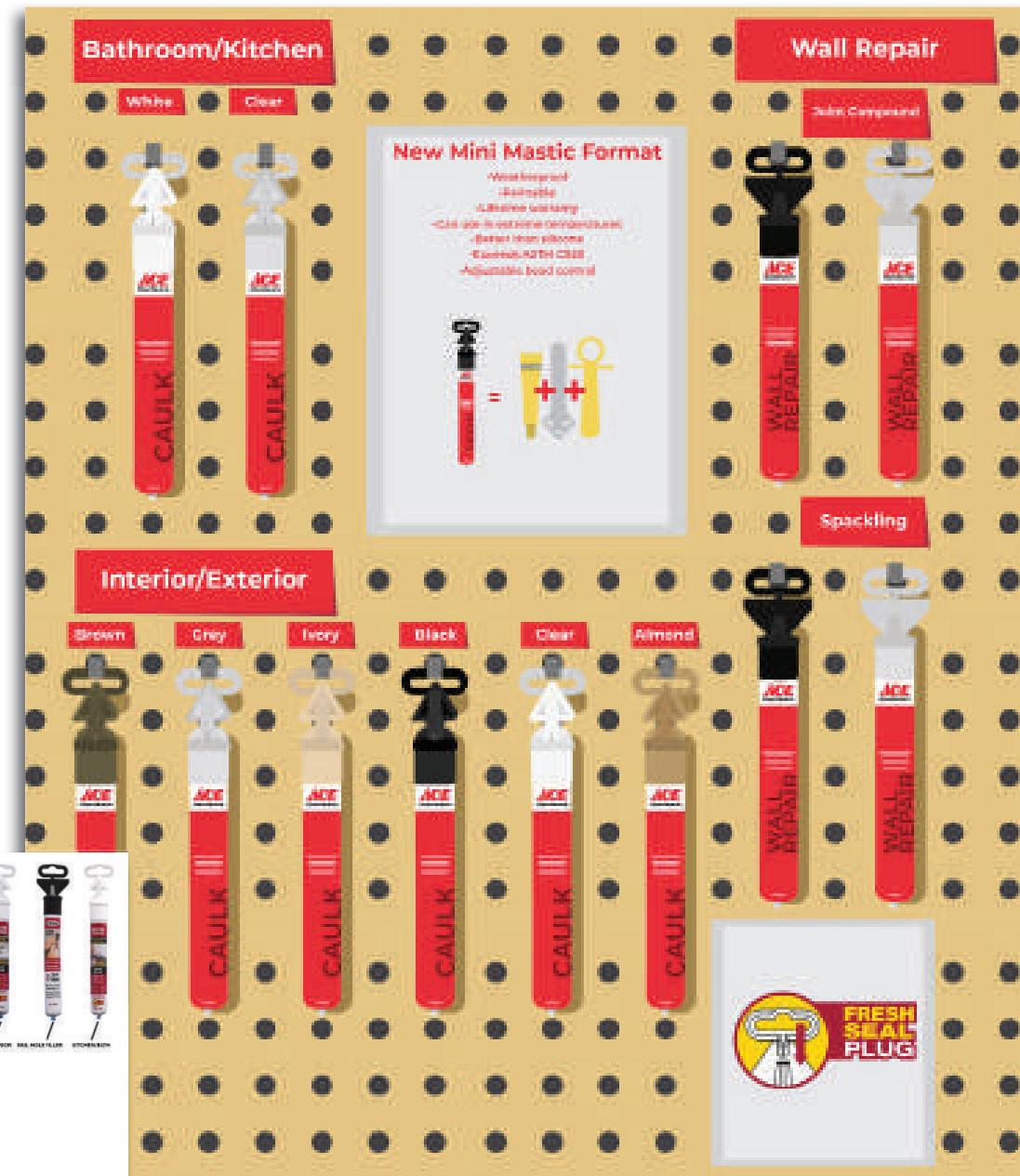
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INGERSOLL PRODUCTS Woodstock, ON

Ingersoll Products required various mock-ups of one of their products with other companies logos for sales purposes.

For another company, having an idea of what their logo looked like on a product made selling the item easier. Product mock-ups and layouts were used here, as well as illustrations showing how they could brand and showcase the items.





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INGERSOLL PRODUCTS Woodstock, ON

After designing the packaging for Hyde, the caulking tubes made by Ingersoll Products were sent to local retail locations for sale. Here they are on display.

These images, as well as the “Weekly Tips” graphic, were posted on the Ingersoll Products social media pages. These types of post increase customer engagement and interest, as they often appreciate seeing local businesses being highlighted by the company.

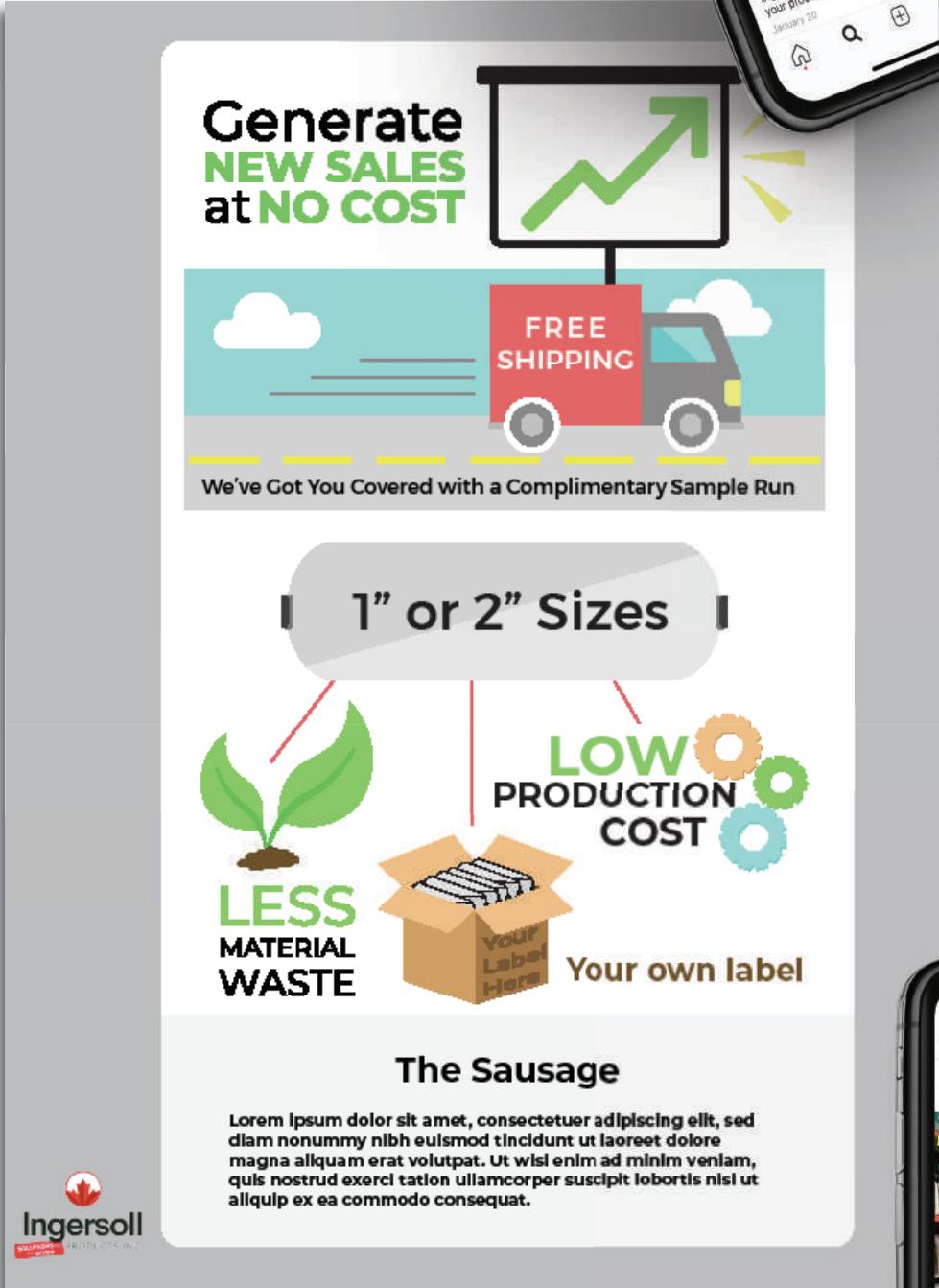


WEEKLY TIPS: CAULKING

- Choose the right caulk for the job
- Clean surface and prepare surrounding area
- Apply caulking with steady pressure
- Smooth it out and wait 24 hours for curing

ingersollproducts.com





INGERSOLL PRODUCTS Woodstock, ON

These graphics were created for social media purposes, as well as emailing to potential and current sellers. Highlighting the sustainability and easy-to-use features of the product were key in designing these images.

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INSIDE U Woodstock, ON

Inside U is a Naturopathic health food and supplement store in Woodstock, Ontario. They recently purchased a new building for their new location. They needed a sign outside of the new location to let people know they were moving there.

As this large sign was to hang along a fence, size and the order of importance for the information had to be considered foremost. Colors were chosen to be bright enough to read in the evening light, but also interesting enough to look at while driving by in the day.



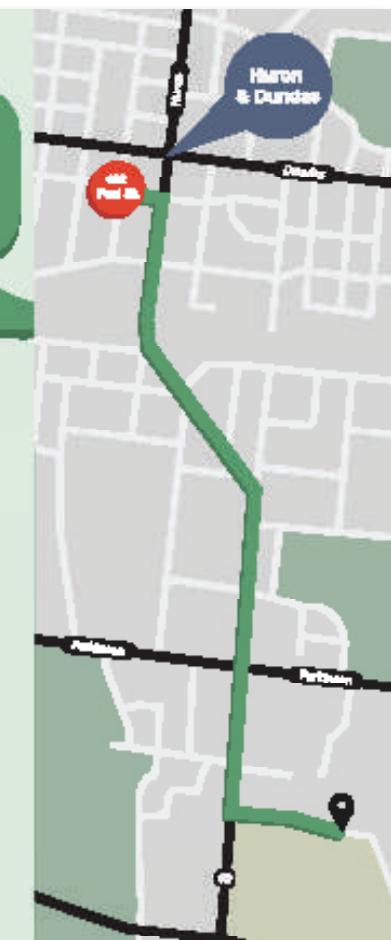
Check Out Our Current Location
682 Peel St

This Location Opening

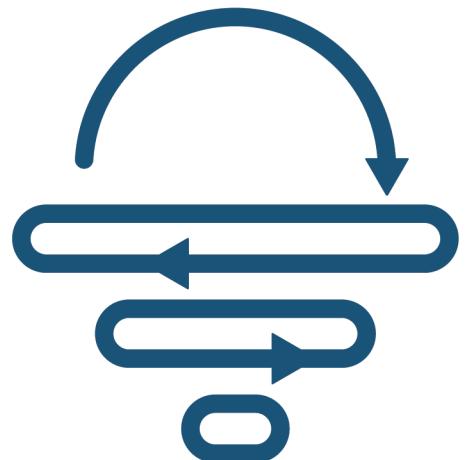
Early 2019

- Naturopathic Doctors
- Cosmetics
- Supplements
- Healthy Food
- Friendly Staff

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● **519-536-7477**







**lead
flow
media**

LEAD FLOW MEDIA **Woodstock, ON**

LeadFlow Media is an E-Commerce Consultant based in London, Ontario. They needed a new logo and stationery designed.

The logo created represents the generation of leads and clients through bright ideas. The light bulb and funnel are used to visually solidify the concept of strong guidance resulting in increased revenue on-line.



Ryan Cunningham
E-Commerce & Marketing Consultant

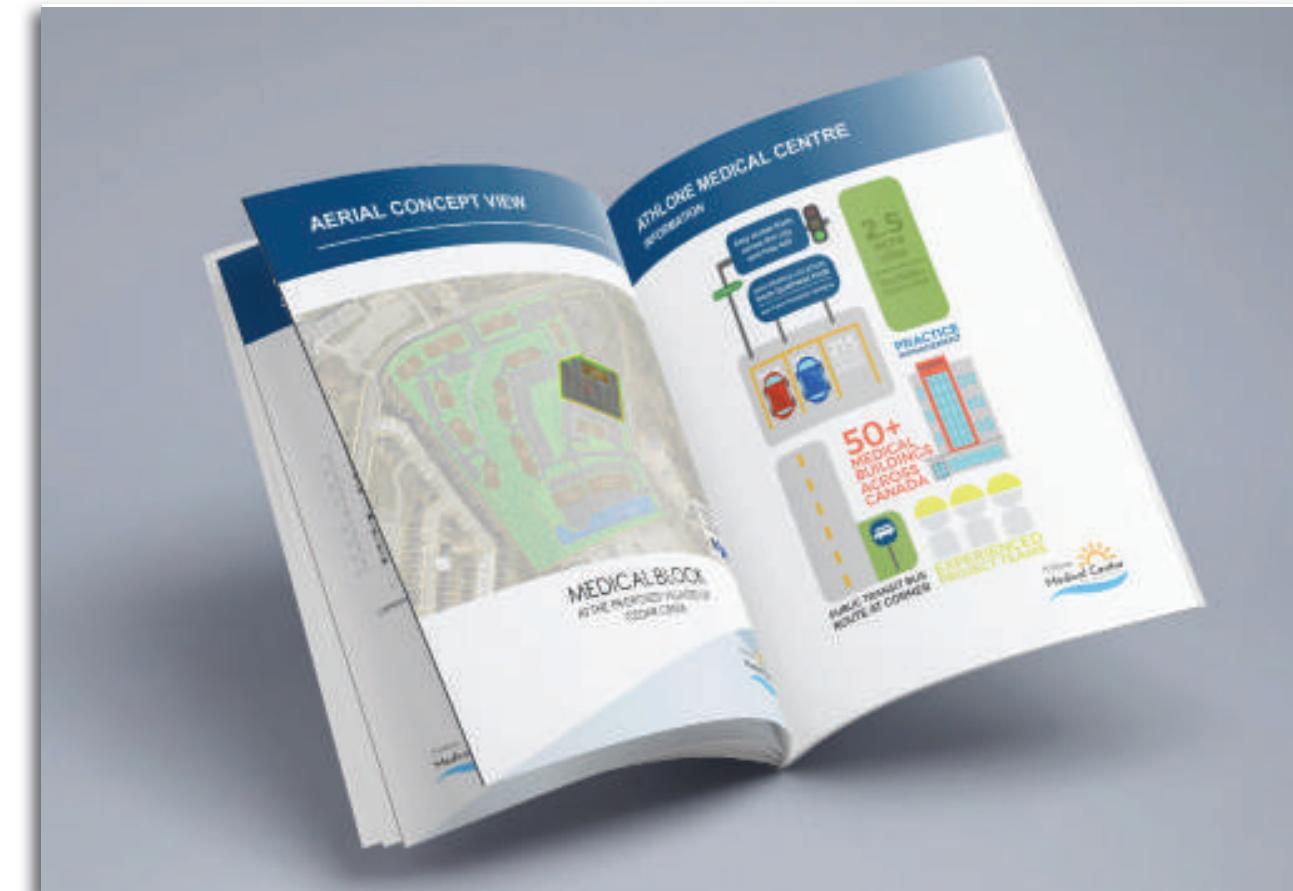
- 1-226-228-3329
- leadflowmedia.com
- leadflowmedia@gmail.com
- london, ontario



SIERRA CONSTRUCTION Woodstock, ON

Sierra Construction needed proposals done for two of their new buildings to be built in Woodstock, Ontario. They were competing with companies much larger than they are, so they wanted designs that would make them stand out. They also wanted booklets that would act as a template for future proposals so they could solidify that into their brand.

Both completed booklets had custom info-graphics highlighting the key components of the buildings they were proposing. Consistency and flow of importance were major components to the success of this project.



BUILD TO SUIT - COMMERCIAL DEVELOPMENT



**20,000 - 40,000sqft
Multi Use Land**

**FOR SALE
OR LEASE**
519-421-7413

SIERRA
CONSTRUCTION GROUP

Retail • Office • Service • Hotel • Dealership www.sierraconstruction.ca

**BROKER
INFORMATION
HERE**
555-555-5555

C21
CENTURY 21

BUILD TO SUIT - COMMERCIAL DEVELOPMENT



**20,000 - 40,000sqft
Multi Use Land**

**FOR SALE
OR LEASE**
519-421-7413

SIERRA
CONSTRUCTION GROUP

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INFORMATION
HERE**
555-555-5555

C21
CENTURY 21

SIERRA CONSTRUCTION Woodstock, ON

Sierra Construction needed signage designed for two plots of land they were selling. They wanted the designs to advertise the space as well as their construction services they offer.

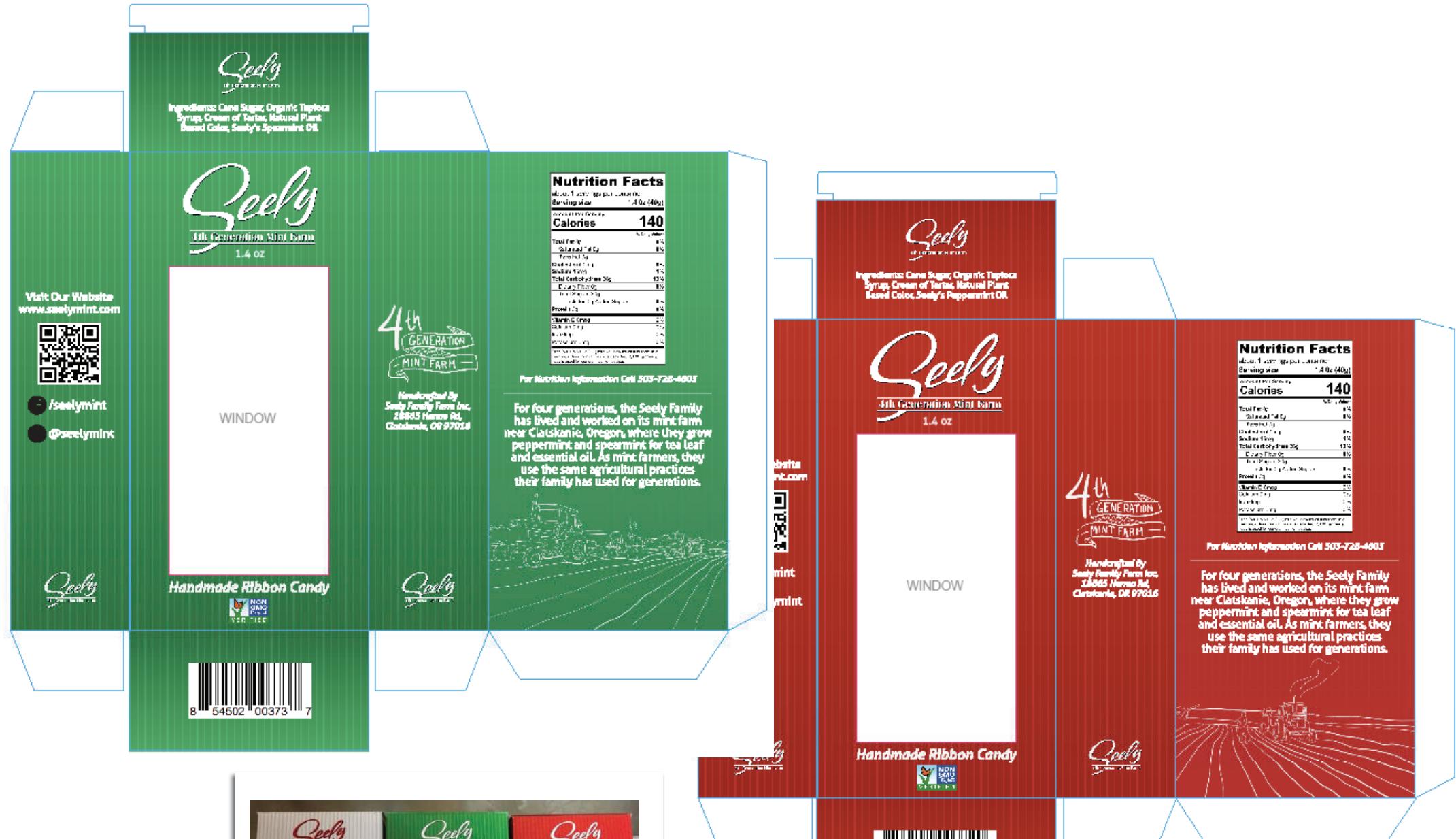
White space and organization of information were key elements for this project, in order to ensure the signs were readable. These designs were posted on billboards in Woodstock, Ontario.



SEELY MINTS Oregon, USA

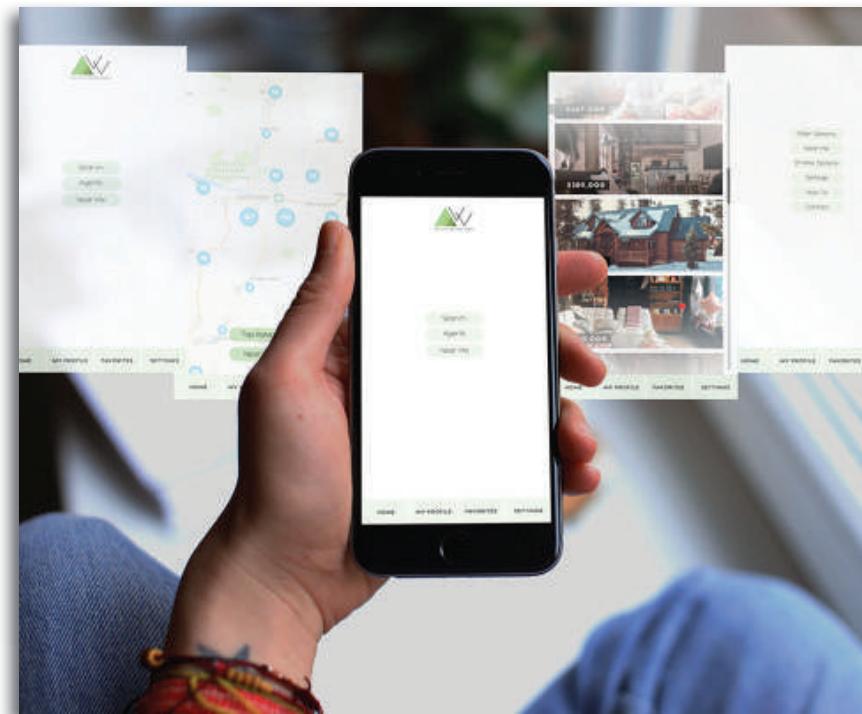
Seely Mints is a 4th generation mint farm based in Oregon, USA. They needed packaging designed for their Christmas mint products that are displayed in Whole Foods across North America. The product line consists of three flavors and they required a box for each one.

A clean layout for the information was created, as well as custom illustrations of the family farm. Colors were chosen to reflect the flavors, as well as new fonts.



Follow Up: This picture was taken by Seely Mints once they had the product packaged and in-store. They were pleased with the designs, and enjoyed the illustrations of their farm - they felt it was a lovely personal touch for the family.





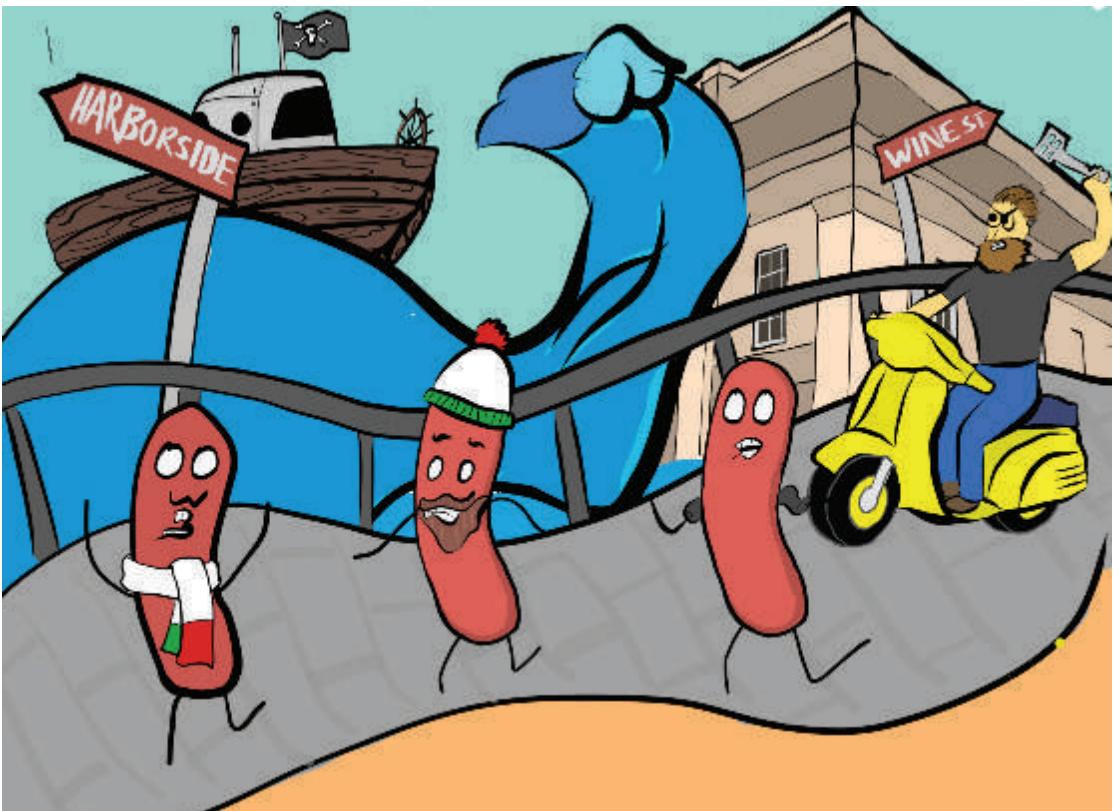
VALLEY VIEW REALTORS Woodstock, ON

For this project, the Real Estate group of agents from Valley View were looking for a brand design for their company. They needed a logo, stationery, as well as an app interface. They specialized in loft and luxury style homes in the wooded areas of Ontario.

Shades of green are used in the logo to consider the area in which the company is selling in. The app design and email blast are clean and direct, to avoid clutter and stress for the user.



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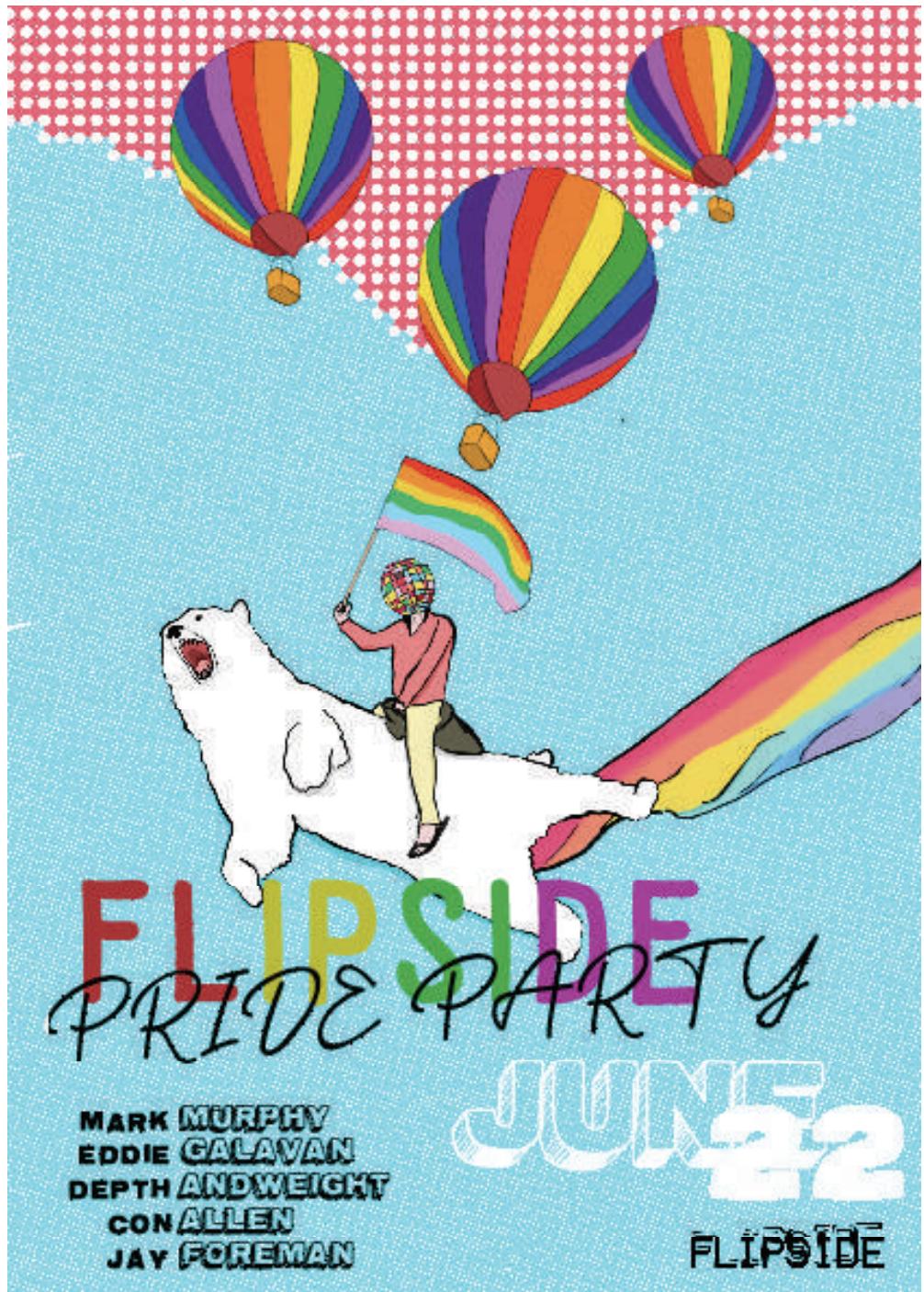


THE ITALIAN SAUSAGE Bristol, UK

The Italian Sausage is a local food truck in Bristol, UK. Working at the Harbor side market and the Wine Street food market.

A new logo, stationery, and promotional posters were all made for The Italian Sausage, including food photography. These two illustrations were used across their social media platforms, keeping in mind their cheeky attitude.





MARK MURPHY
Dublin, Ireland



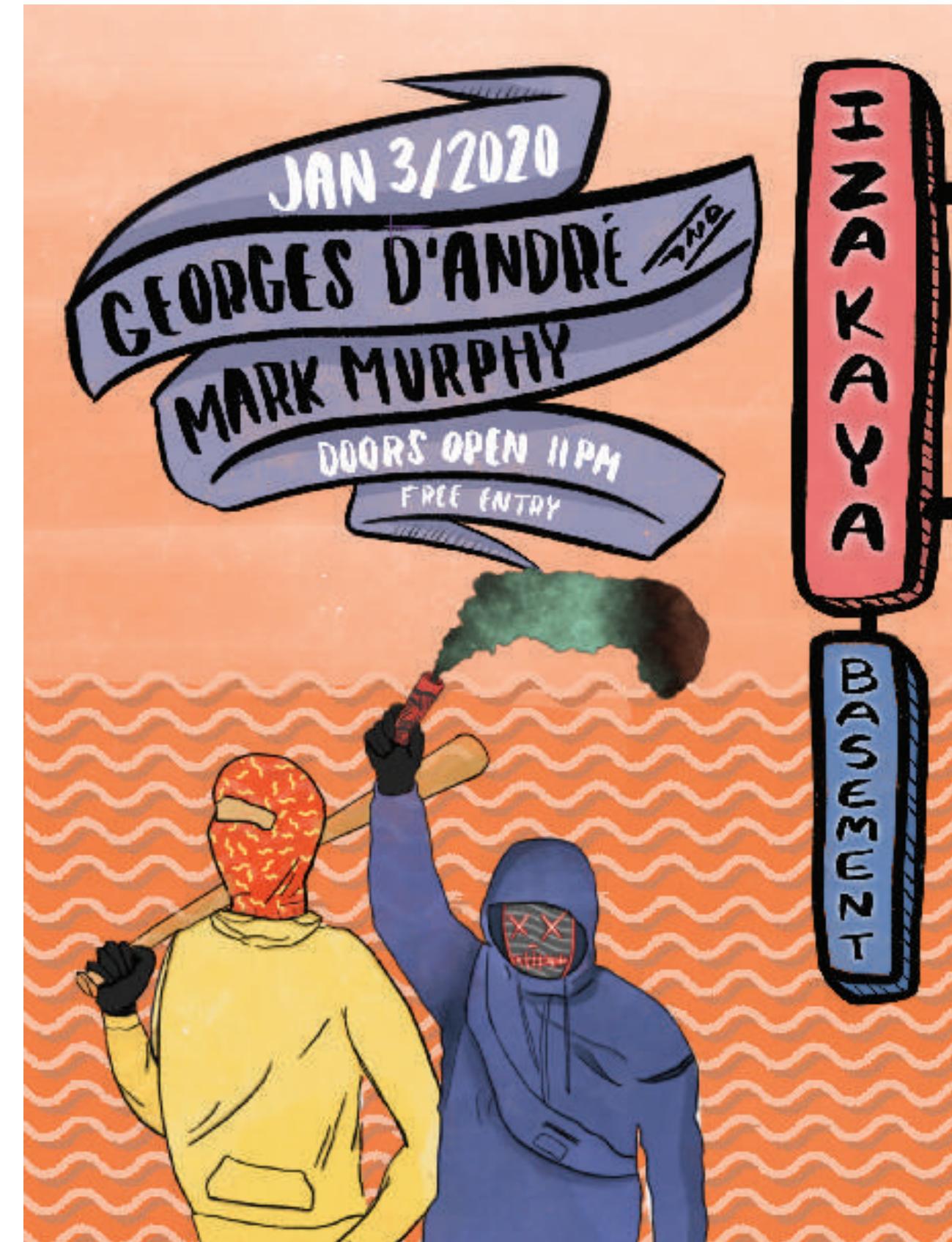
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MARK MURPHY Dublin, Ireland

Mark Murphy (Flipside) is a DJ and Event Organizer in Dublin, Ireland. He hosts music and party events, and requested illustrated pieces to promote his work.

With total creative freedom, the final graphics were used in print and web, with posters, banners and social media artwork. Colors and typography are top priorities when making these pieces, to make sure they stand out from other artwork.





MCLAREN ILLUSTRATION

Fanshawe College

For this project, a limited set of tools was allowed to be used in order to illustrate a vehicle from scratch. The car illustration shown below was done completely in Adobe Illustrator. An info-graphic was created to go along with the car, giving specs and details of the McLaren p1 performance car.



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Woodstock, Ontario

