



erin  
dobell

# portfolio.

2024

## about me.

I am a passionate graphic designer and illustrator. My work combines creativity and technical expertise to produce compelling visual identities, engaging illustrations, and innovative digital solutions.

I love learning and pushing my skills by exploring different mediums and software, constantly seeking new ways to enhance my craft. Beyond my professional life, I am a nature lover and avid star gazer, drawing inspiration from the beauty of the world.

## honours & awards.

**May 2023**  
Bronze Medal | Graphic Design PSE  
*Skills Compétences Canada*

**May 2023**  
Gold Medal | Graphic Design PSE  
*Ontario Skills Competition*

**April 2023**  
Associate Dean's Award of Excellence  
*Niagara College of Applied Arts & Technology*

**April 2023**  
Design With Empathy Award  
*Niagara College of Applied Arts & Technology*

**February 2017**  
Most Creative Use of Materials  
*Juried Exhibition of Niagara Secondary Student Artworks*

**February - March 2016**  
Technical Drawing Displayed  
*DSBN - Off the Wall Art Show*

## experience.

### Civiconnect

Beamsville, ON, Canada (hybrid)  
September 2023 - Present

### Graphic Designer & Illustrator

- Branding, social media, web, animations, and print design
- Produced brand guides and graphics for clients
- Facilitated graphic design camp
- Mentored associates

### Freelance Work

Ontario, Canada (remote)  
January 2021 - Present

### Graphic Designer & Illustrator

- Branding, web, and print design
- Custom illustrations
- Coordinate with print shops

## qualities.

Creativity  
Problem-solving  
Detail-oriented  
Quick learner

Time-management  
Teamwork  
Communication  
Organized

## skills.

Branding, Social Media, Web & Print Design,  
Editorial, Typography (hand-rendered),  
Photography, Motion Graphics, HTML/CSS  
& Mixed Media Projects

## education.

### Niagara College

Welland, ON, Canada (Hybrid)  
January 2021 - April 2023

### Advanced Diploma | Graphic Design

Associate Dean's Award of Excellence  
Design With Empathy Award

### Niagara College

Ontario, Canada (Remote)  
May 2024 - Present

### French as a Second Language

Course 1 in progress (of 5)

## software.



## contact me.

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@designsby.erin

Hi there! I'm erin.



**my work.**



## civiconnect rebrand.

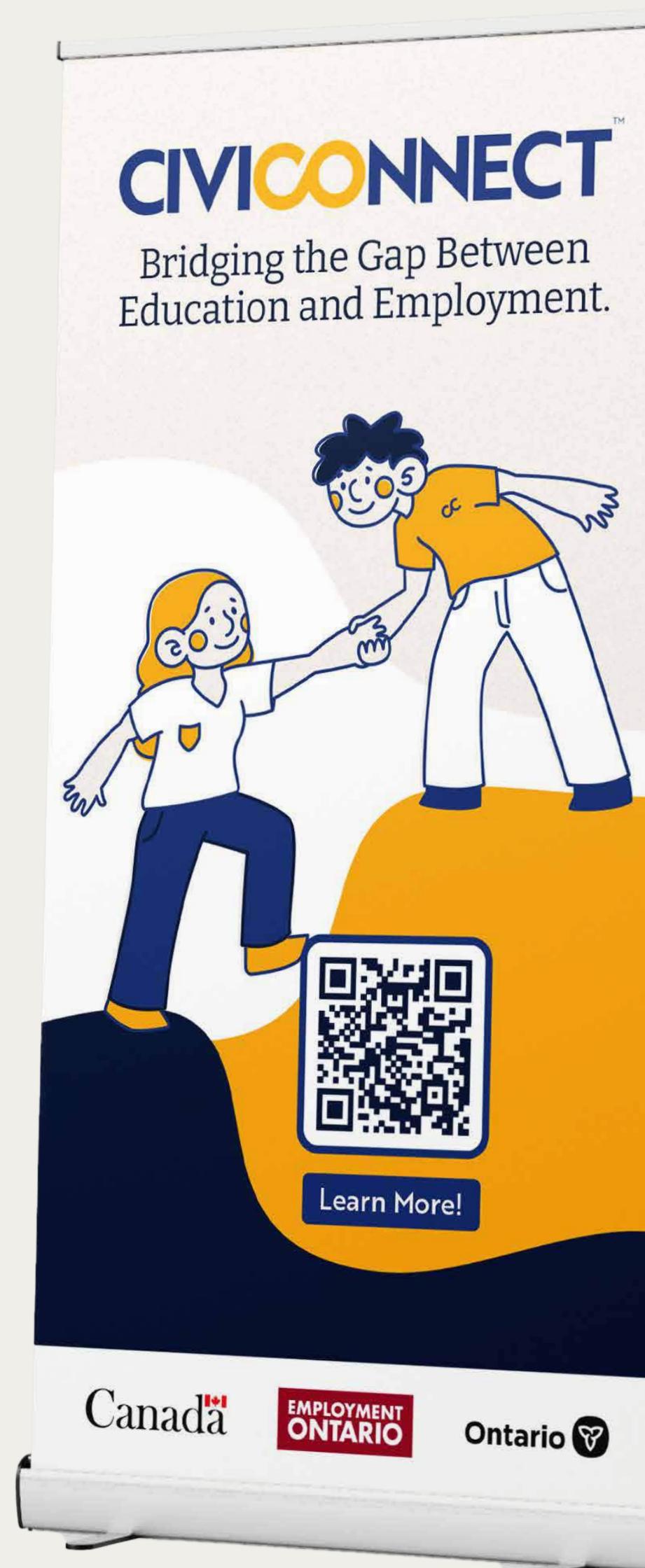
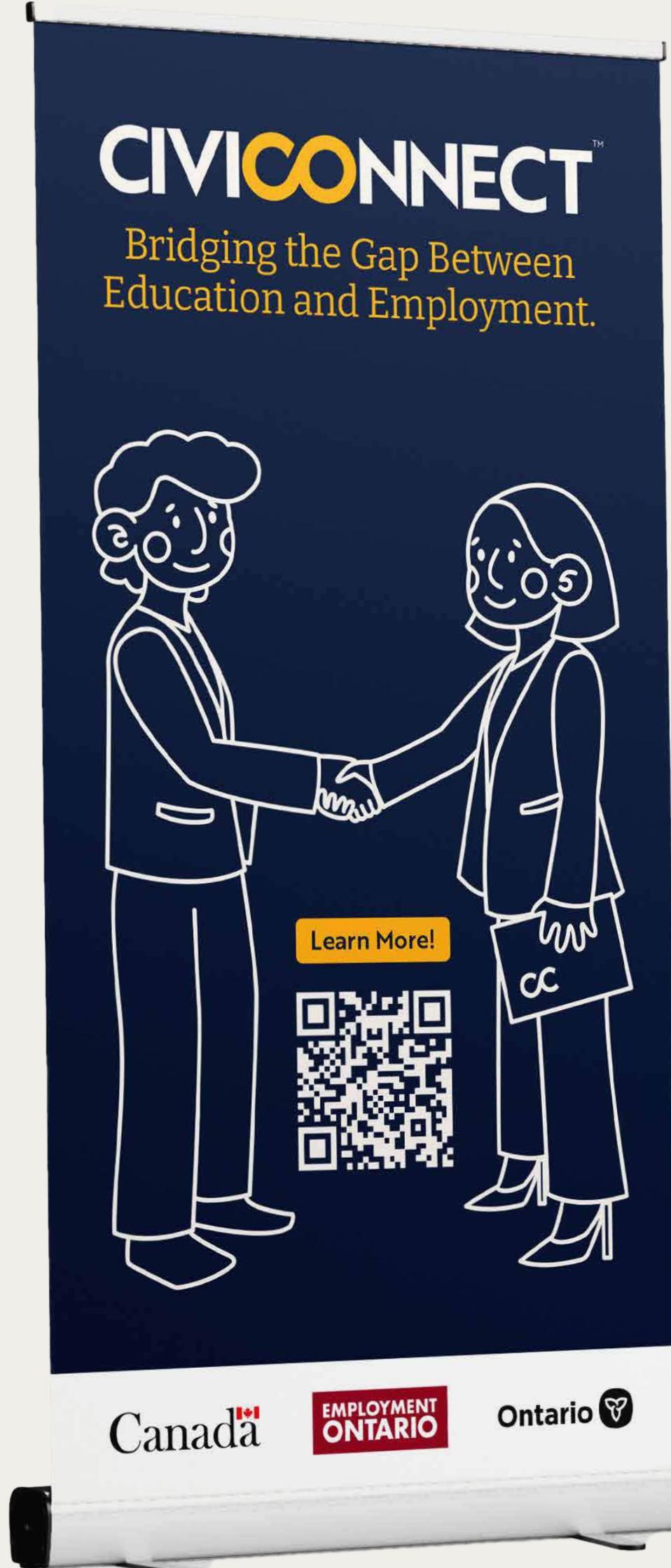
**Ai** **Ps** **Ae**

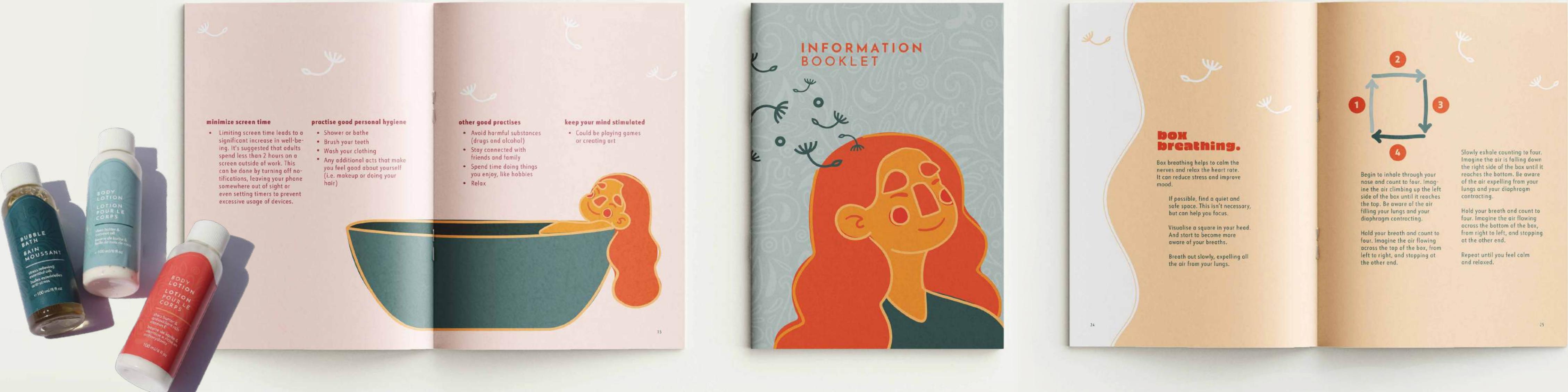
Civiconnect's rebranding was a collaborative effort that involved my contributions in key areas. I led the website overhaul, enhancing user experience and adding vibrant illustrations and animations. I also designed new collateral pieces like business cards, letterhead, and documents for a cohesive brand identity. Additionally, I created banners, mugs, updated presentation materials, and revamped their social media platforms for consistent and engaging communication.



View the complete website featuring my custom animations and illustrations at [civiconnect.ca](http://civiconnect.ca)

2023-2024





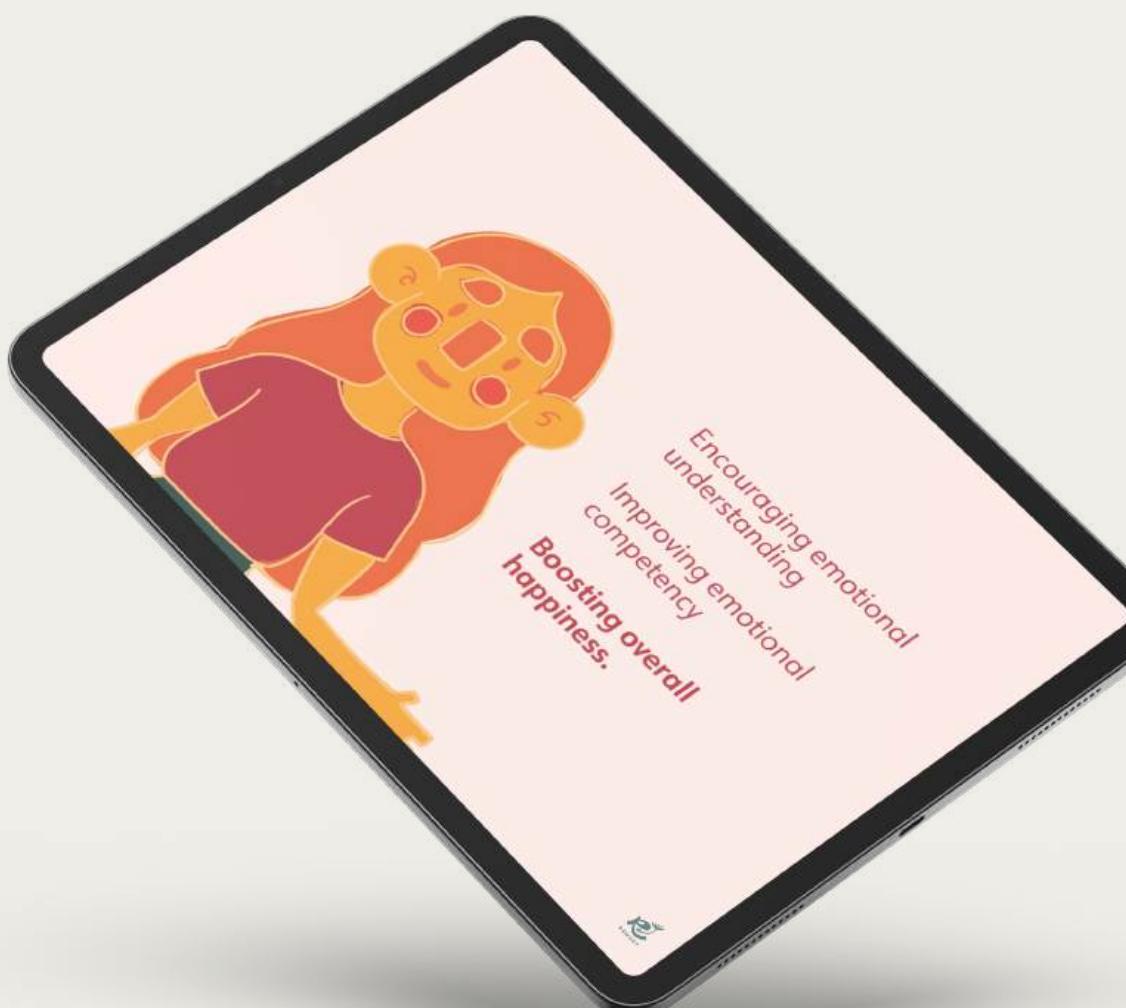
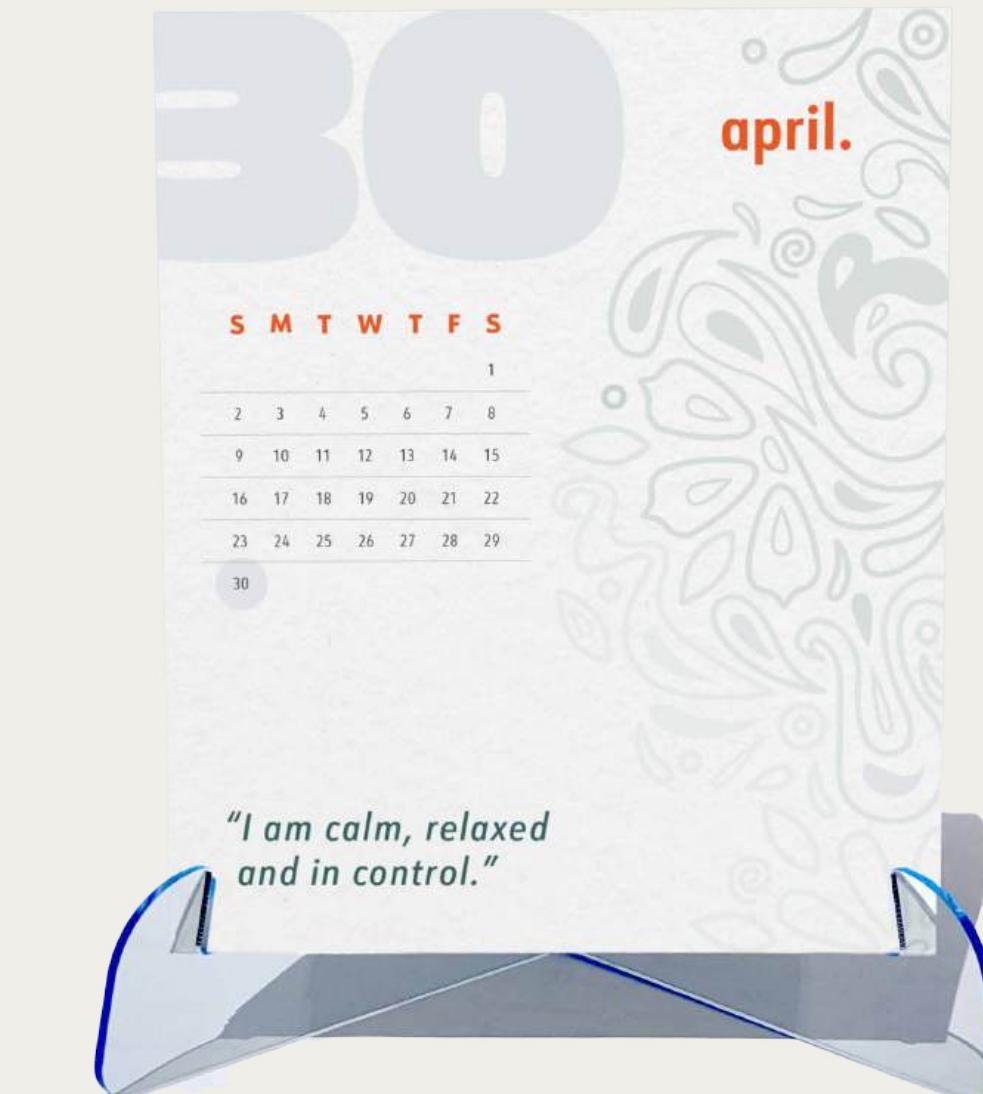
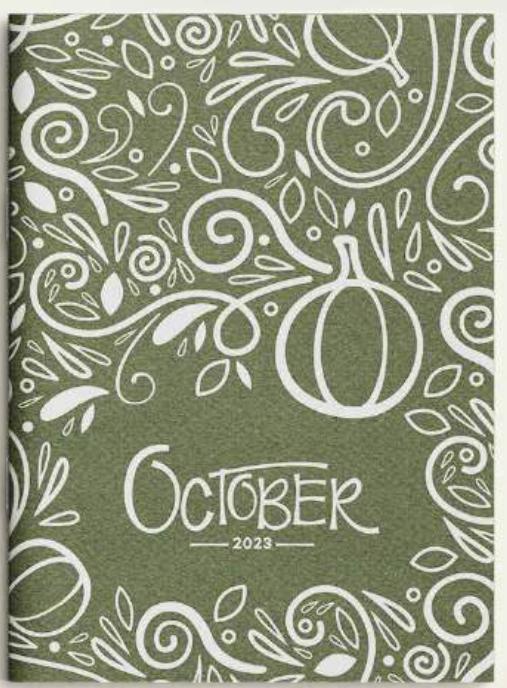
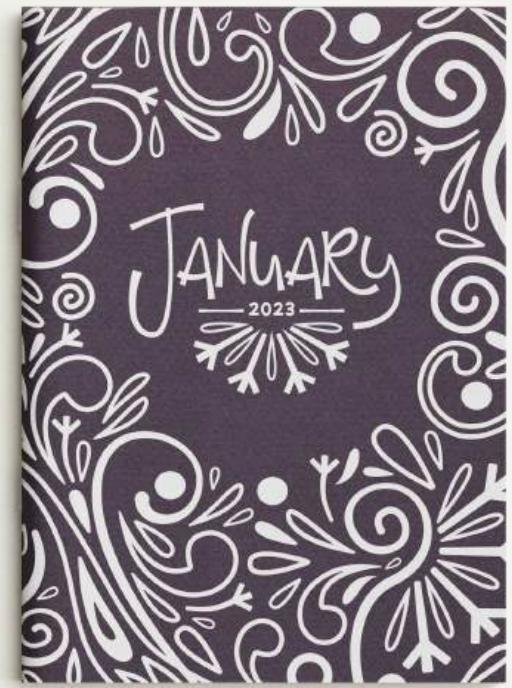
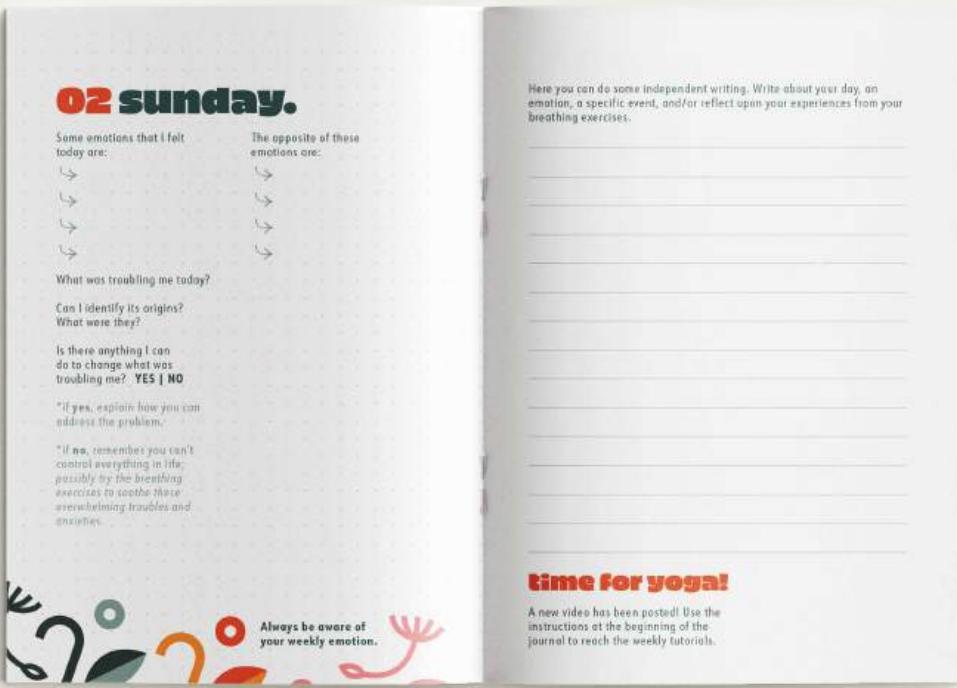
## remedy care-package.

Ai   Id   Ps   Ae

For my college thesis project, I created Remedy, a brand providing affordable monthly care-packages to support those overcoming childhood emotional neglect. These packages include informative booklets, self-guided journals (mindfulness, creative, and active), self-care items, and a positive affirmations calendar. The design is warm and sincere, with carefully chosen colours, typography, and illustrations to create a safe and encouraging environment for emotional healing.

[Click here for an informative animation!](#)

2022 - 2023



Watch the full  
video here!



## the lost world book redesign.

Ai Id

For this mock project, I redesigned Sir Arthur Conan Doyle's "The Lost World," creating a new cover and inside pages with custom hand-rendered typography to enhance its adventurous spirit. I also developed an Epub version, ensuring the design's seamless transition to digital devices. This project revitalizes a classic novel and showcases my ability to blend traditional design with modern digital solutions, crafting a unique and engaging reading experience.

2022



## national ballet of mexico poster design.

Ai Ps

For a mock project, I designed a poster for the National Ballet of Mexico, incorporating painted characters created in Procreate. The design draws inspiration from Mexico's Day of the Dead and traditional Mexican attire, blending vibrant cultural elements with the elegance of ballet. The result is a visually striking poster that celebrates both the rich heritage of Mexican traditions and the artistic expression of the ballet.

2024



## ok orchestra album cover redesign.

Ai

Ps

The revamped "Ok Orchestra" album cover by AJR blends acrylic, watercolor, and vector graphics. Acrylics craft the characters, while watercolors create a fluid backdrop. This minimalist design reflects the album's message, conveying the emotional rollercoaster of adulthood. A custom-made typeface enhances the album's themes and artistic direction.

2022

The image displays a variety of Niagara Nutrition Partners' branding assets. On the left, two smartphones show Instagram posts from the account @niagaranutritionpartners. The first post features a yellow background with a fruit illustration and the text "available to everyone! all students, teachers & faculty.". The second post is a "did you know?" card with a blue background, showing various fruits and vegetables, and facts about meal costs. In the center, there are three square social media cards: one with a yellow background and a red apple slice labeled "eat.", another with a blue background and a green pear slice labeled "learn.", and a third with a blue background and an orange slice labeled "succeed.". On the right, a laptop screen shows the Niagara Nutrition Partners website with a blue header and a yellow footer. The website features illustrations of various fruits and vegetables, and sections for "donor today", "volunteer today", and "find a program near you". Below the website, a desktop version of the site is shown, featuring a similar design with a blue header and a yellow footer.

## Niagara Nutrition Partners.

Ai Ps Ae

Collaborating with a fellow graphic designer, I had the privilege of revamping both print and digital materials for Niagara Nutrition Partners, a non-profit dedicated to fostering success through nourishment. Central to this rebranding effort was the powerful message that good food is the foundation of success. By ensuring children have full stomachs, we enable them to focus on their studies, paving the way for a healthier, more prosperous future. This message influenced every design decision and was reflected in every aspect of the project.

2022





**sustainable packaging  
redesign.**

**Ai**

**Ps**

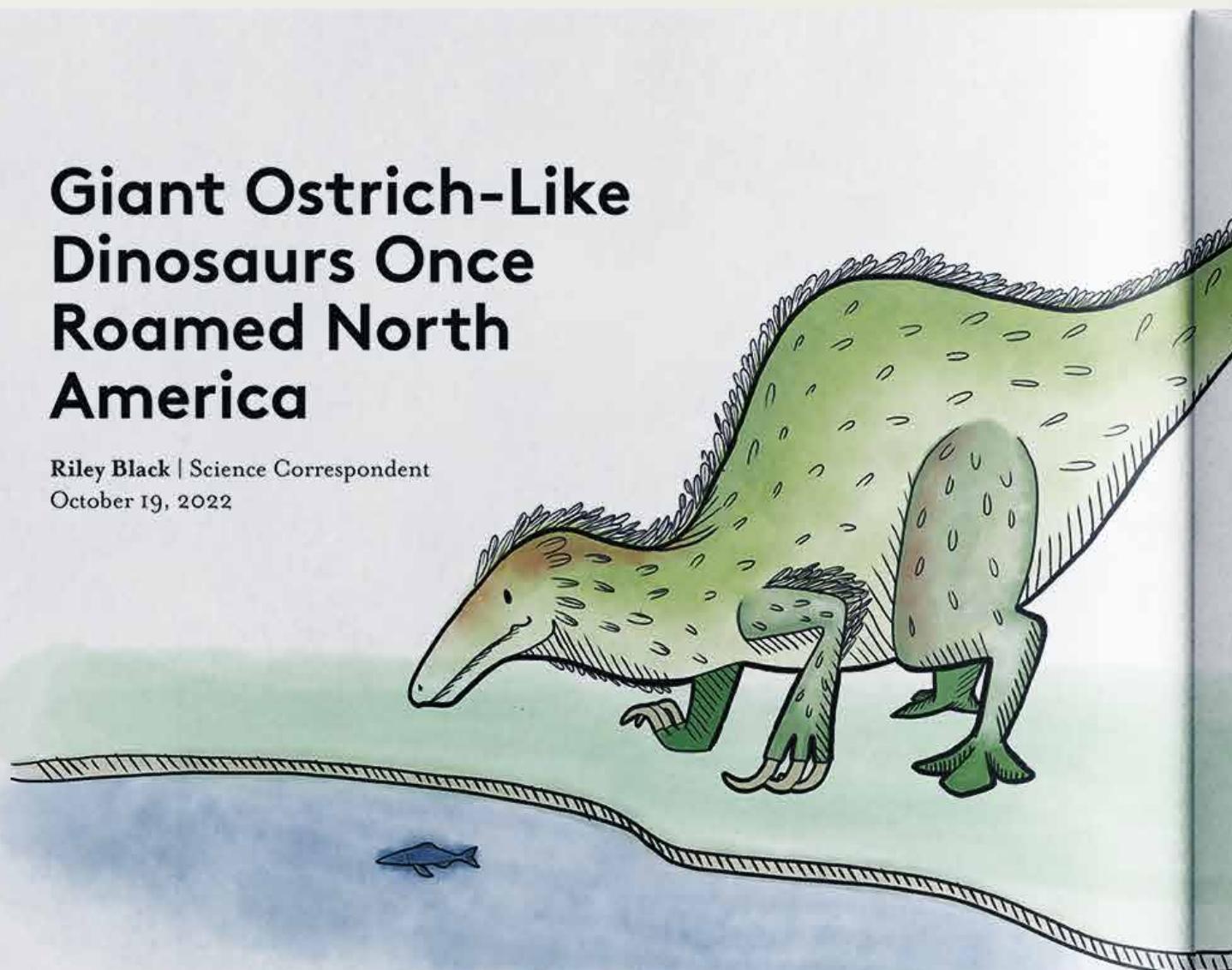
This eco-friendly redesign of 5 Gum packaging utilizes recycled paper and minimal ink to reduce environmental impact while integrating Braille for inclusivity. This approach appeals to socially conscious consumers, setting a new sustainability standard and signaling a promising shift towards inclusivity and environmental responsibility.

2022

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# Giant Ostrich-Like Dinosaurs Once Roamed North America

Riley Black | Science Correspondent  
October 19, 2022



Enormous, birdlike dinosaurs strutted across ancient Mississippi around 85 million years ago. The precise appearance of these saurian behemoths is as yet unknown. Paleontologists have only found a smattering of leg and foot bones from these massive reptiles. Yet that small collection of fossil remains hints at a little-known realm of dinosaurs that roamed the eastern half of North America during the Cretaceous. The haunts of *Tyrannosaurus* and *Styracosaurus* to the west are familiar to experts, but paleontologists are only just beginning to piece together the world of the dinosaurs east of the Mississippi River.

The new fossils were found along Luxapallila Creek in Mississippi. The collection of bones belong to dinosaurs called ornithomimosaurs—"bird mimics" that often resembled ostriches with tails and clawed hands. What makes these bones special, North Carolina Museum of Natural Sciences paleontologist Chinzorig Tsogtbaatar and colleagues propose, is that they represent two as-yet-unknown dinosaur species, one of which attained sizes far larger than any ornithomimosaur found on the continent. The researchers have published their research today in PLOS One.

Despite only representing a few parts of the body, the bones from Mississippi still contain some telltale clues about the dinosaurs those remains belonged to. By comparing those bones to other better-known ornithomimosaurs, as well as studying the microscopic structure of the bones to estimate the growth patterns of the dinosaurs, Tsogtbaatar and co-authors were able to calculate size and age estimates for the dinosaurs in the sample.

Rather than just one species, the paleontologists propose, the collection from the banks of Luxapallila Creek represent two different ornithomimosaurs. One of them was similar in size to *Gallimimus*—a dinosaur that has had cameos in the Jurassic Park films and could grow to be 20 feet long and weigh nearly half a ton. At least one of the bones from this ornithomimosaur indicates that the dinosaur was about 14 years old when it died, with the age and body size being similar to other large ornithomimosaurs found elsewhere. But the new study also proposes that an even bigger ostrich-like dinosaur roamed ancient Mississippi.

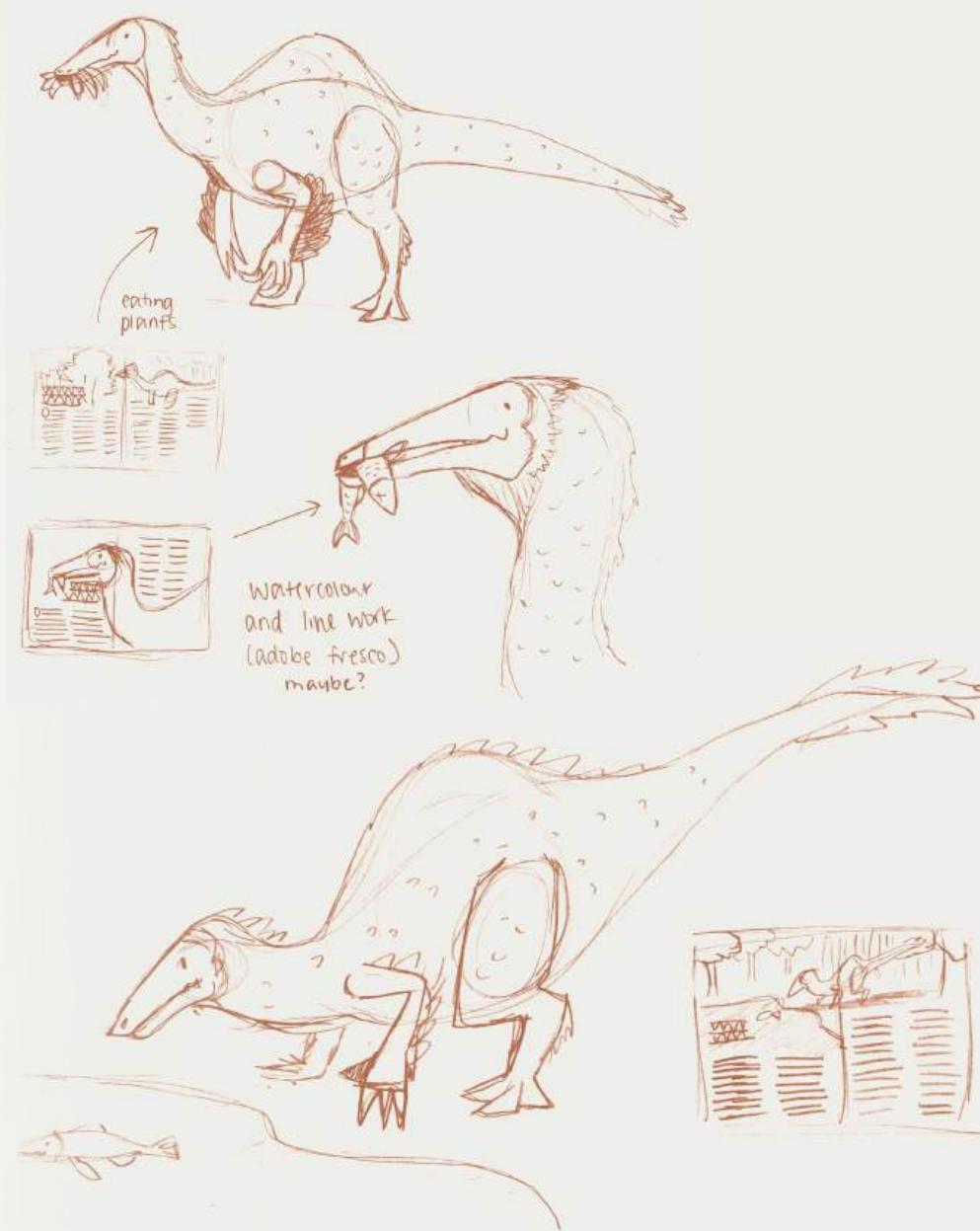
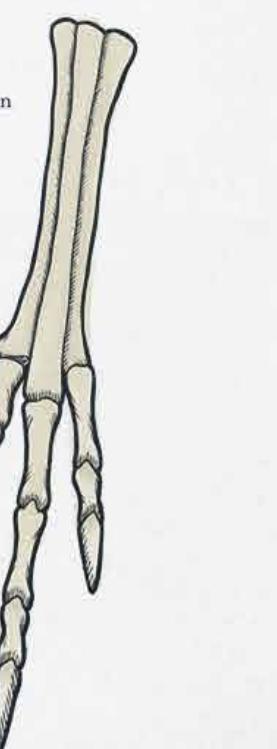
Some of the foot bones found in Mississippi look comparable in size to one of the strangest dinosaurs ever found. *Deinocheirus*, the "terrible hands," was an ornithomimosaur roughly the size of *Tyrannosaurus* that roamed Cretaceous Mongolia. The duck-billed dinosaur had immense arms, large claws and a small sail along its back. The larger bones from Mississippi suggest that the creature like *Deinocheirus* would be the largest ornithomimosaur yet found in North America. "It's a bit of a surprise to learn that *Deinocheirus*-sized ornithomimosaurs were also living in North America back in the Cretaceous," says University of Calgary paleontologist Darla Zelenitsky, who was not involved in the new study. Why such giants have turned up on the eastern half of the continent, rather than in the fossil-rich rocks of the western side, is one of the new questions paleontologists will dig into.

So far, the bones from Mississippi aren't complete enough to reliably name new species. Nevertheless, Zelenitsky says, "multiple ornithomimosaur species living side by side is interesting." In other geological formations in western North America, she notes, multiple species of these dinosaurs have been found from the same rock layers and may indicate that ornithomimosaurs preferred different food sources or other habitat requirements to coexist. Future discoveries will help researchers compare how the dinosaur communities differed across the continent. "Hopefully more fossils will be discovered from the east," Zelenitsky says.

Such discoveries are hard-won. "It's hard to put into words just how much more we know about dinosaurs in the western U.S. versus the east," says Smithsonian National Museum of Natural History paleontologist Matthew Carrano, who was not involved in the new paper. Even though some of the earliest major dinosaur discoveries in North America were made on the East Coast, not far from Philadelphia, paleontologists have been focused on the fossil-rich outcrops of western North America for more than 150 years. Scientists have an easier time finding dinosaurs in the west as a result of both natural and human factors.

The fossil record for dinosaurs across North America isn't even. Where dinosaurs lived was shaped by a now-vanished ocean. Around 100 million years ago, a warm, shallow sea split North America in two. Known as the Western Interior Seaway, these salty waters divided the continent into a subcontinent known as Laramidia to the west and Appalachia to the east. Wet, lowland habitats along the coasts of these subcontinents generally stood a better chance of preserving dinosaurs than areas that were more inland—until the seaway receded by 66 million years ago. To find dinosaurs, paleontologists working toward the East Coast have to trace the outline of these vanished coasts and hope that vegetation or human construction have not covered up or otherwise obscured the rocks that might contain dinosaurs.

"Most of the rocks are just not very accessible," Carrano notes. Where forests and vegetation don't cover over the right rocks in the east, cities and towns do. Even then, he notes, during the last Ice Age immense glacial sheets extended far south and scoured off many of the rocks that formed during the heyday of the dinosaurs. Even when paleontologists in the east find rocks that could preserve dinosaurs, they often locate them on road cuts, construction projects and stream banks. And yet, now and then, eastern fossil hunters come across these rare dinosaurs. Each one is part of a prehistoric tale that is only just beginning to come into focus, surely full of new species that will hopefully be unveiled as paleontologists continue their search.



## editorial spread & illustration.

Ai Ps Fr

For an editorial spread about a groundbreaking scientific discovery on dinosaurs, I created a digital watercolor illustration using Adobe Fresco, capturing the essence of the ancient creatures. I then laid out the article's copy in InDesign, ensuring a visually cohesive and engaging presentation that complements the fascinating content.

2023



bear infographic.

Ai

I created an infographic on bears, focusing on data that compares various factors influencing their population size. The data reveals that bears' survival rates are not solely dependent on their offspring reaching maturity. Instead, their population is significantly affected by other factors including climate change, human expansion, and access to food. The infographic visually presents these findings, highlighting the complex interplay of environmental factors that dictate bear survival.

2021



## firefrogs rebrand exploration.

Ai Ps

For a mock project, I redesigned the logo for the Florida Firefrogs, a minor league baseball team, and created new jerseys, helmets, and spirit wear. The goal was to modernize the team's visual identity while retaining its unique character. After researching the team's history and analyzing successful logos from other teams, I developed several design concepts. The final logo features a dynamic frog mascot with fiery elements, using vibrant reds, oranges, and purples to capture the team's energy.

2023

