

LOLA'S PIZZERIA

IDENTITY
CAMBRIDGE, ON, CA - 2011

Lola's Pizzeria is a old, family-run, takeout restaurant in downtown Cambridge having trouble attracting new customers. With a convoluted menu and a cluttered storefront, the brand was in dire need of an update to return to its essentials. Referencing the store's own original handpainted signs, the identity uses a simple palette and everyday materials to highlight the homemade and personable qualities of the business while offering a cost-effective solution for its owners.



PACKAGING



MENU BOARD



WEBSITE

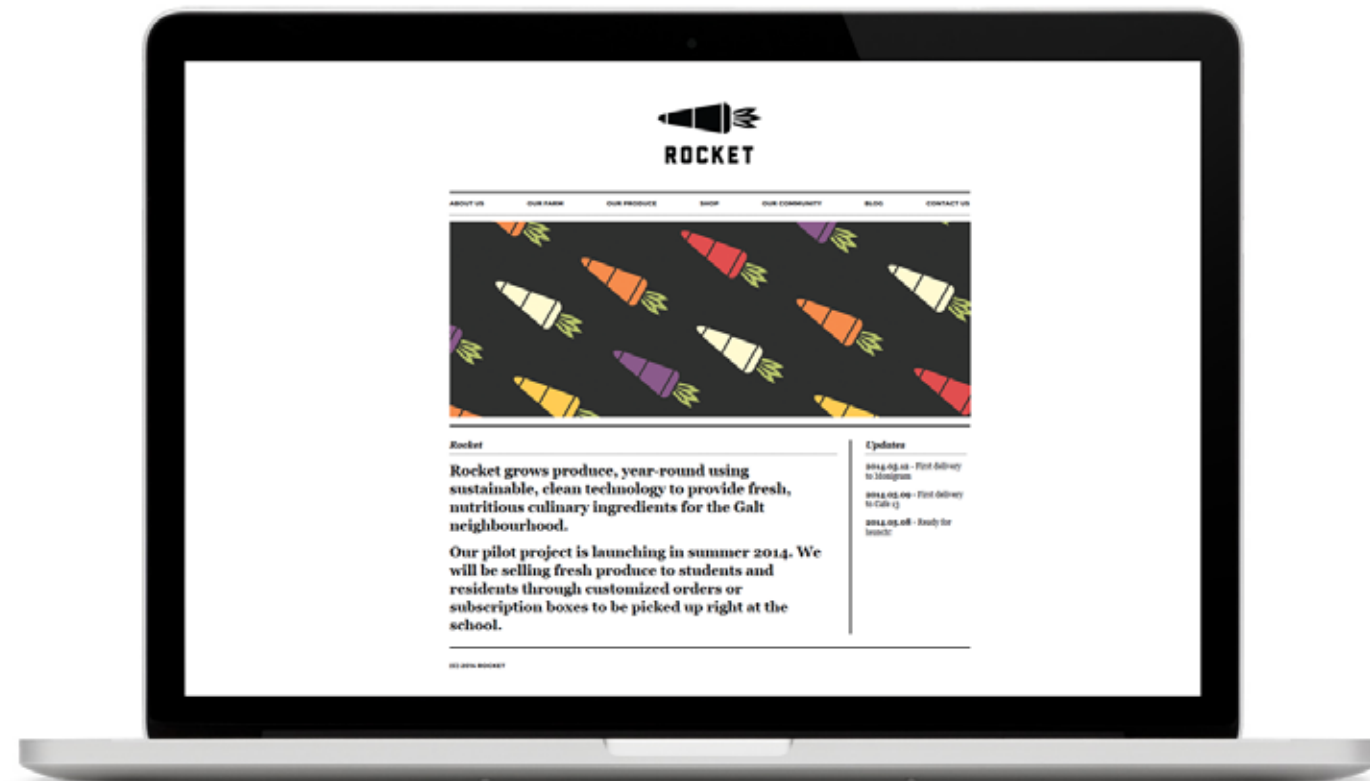


STOREFRONT

ROCKET

IDENTITY
CAMBRIDGE, ON, CA - 2014

Rocket was founded by Victoria Suen, Carrie Cheng, and myself to provide fresh and affordable microgreens to the local community. By using hydroponic systems, produce could be grown with limited resources in underutilized spaces of the city. As the Lead Designer, I was responsible for the design and production of the identity and all communication materials. The playful identity reflects the company's passion for both gardening and technology. To place more emphasis on the freshness of the produce and to lower operation costs, the strategy across all media uses simple graphic elements and standardized sizes for DIY production.





Produce Orders

	PRICE	QUANTITY	TOTAL
ORIENTAL MUSTARD	\$3		
CHINA ROSE RADISH	\$3		
BROCCOLI SPROUTS	\$3		
PEA SHOOTS	\$3		
SKYROCKET ARUGULA	\$3		
DRAGON'S TONGUE ARUGULA	\$3		
TENDER RUSSIAN KALE	\$3		
REDBOR HYBRID KALE	\$3		
TYEE HYBRID SPINACH	\$3		
4 WEEK SUBSCRIPTION	\$10		
TOTAL PRICE			

Contact Information

FULL NAME:

EMAIL:

PHONE:

SUBMIT FORM TO HELLO@GROWROCKET.CA

*Order must be placed by Wednesday 12am to be received the following Thursday

*Payment is due upon first delivery (Cash only)



RED ZEBRA TOMATO



CHINA ROSE RADISH



SWEET BASIL



TENDER RUSSIAN KALE



CHINESE ZEBRA TOMATO



ORIENTAL MUSTARD



RED BASIL



REDBOR HYBRID KALE



DR. CAROLYN TOMATO



RED CABBAGE



DILL



DRAGON'S TONGUE ARUGULA



BLACK PEAR TOMATO



PEA SHOOTS



CHIVES



SKYROCKET ARUGULA



RED PEAR TOMATO



BROCCOLI SPROUTS



MESCULIN LETTUCE



TYEE HYBRID SPINACH



THE **ROCKET** FAM

MONOGRAPH 2014

RETROSPECTIVE PUBLICATION
CAMBRIDGE, ON, CA - 2014

The Monograph captures five years of memories at the University of Waterloo School of Architecture for the Class of 2014. As the director of the Monograph committee, I managed the overall concept of the book, designing the graphic standards and base templates of the pages and guiding the work of the team. I also developed an extensive data collection system to ensure each student's experience would be properly accounted for in the infographics of the publication.



66

INVENTORY OF ESSENTIALS
LAUSANNE, CH - 2012

66 - an inventory of essentials - is a book documenting everything packed for a move from Toronto to Lausanne in relation to the airline baggage standards, examining a life packed into 66 kilograms. An exercise in photography, data collection and analysis, visual communication, and book binding, the process of cataloguing allowed me to examine what was important in my life.

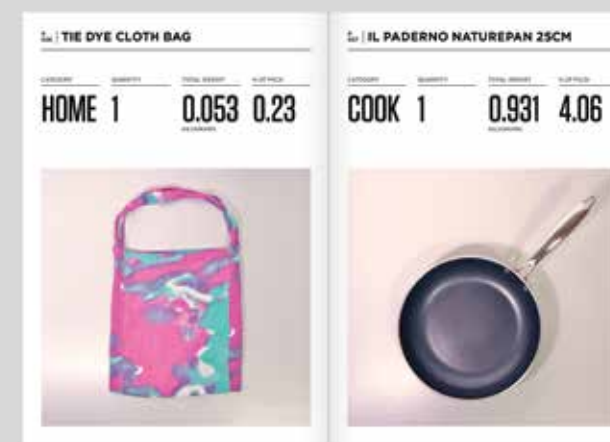


PHYSICAL COPY



THE INVENTORY

BAGGAGE A	BAGGAGE B	BAGGAGE C	BAGGAGE D
DELSEY HELIUM FUSION SPINNER 29	SAMSONITE B-LITE 28	UNIQLO CANVAS BACKPACK	FRENCH CONNECTION ADELE SATCHEL
ITEM	ITEM	ITEM	ITEM
QUANTITY	QUANTITY	QUANTITY	QUANTITY
WEIGHT (kg)	WEIGHT (kg)	WEIGHT (kg)	WEIGHT (kg)
WEIGHT (lb)	WEIGHT (lb)	WEIGHT (lb)	WEIGHT (lb)



PHYSICAL COPY

WEIGHT

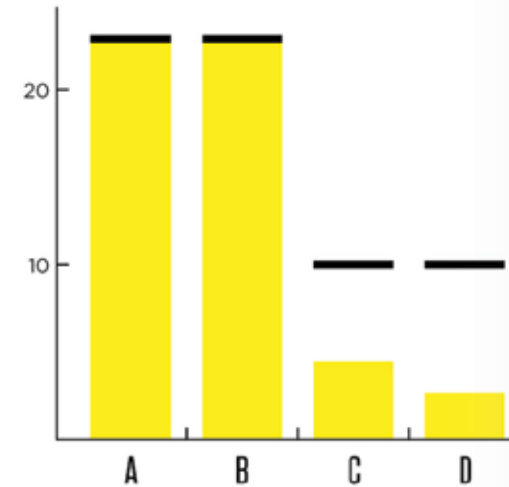
TOTAL WEIGHT A

22.97
KILOGRAMS

TOTAL WEIGHT B

22.86
KILOGRAMS

DIVISION OF BAGGAGE WEIGHT



TOTAL WEIGHT C

4.49
KILOGRAMS

TOTAL WEIGHT D

2.70
KILOGRAMS

TOTAL WEIGHT

53.02
KILOGRAMS

OBJECTS PACKED

919

TOTAL WEIGHT DISTRIBUTION



WEIGHT LIMIT

66.00
KILOGRAMS

% OF WEIGHT LIMIT

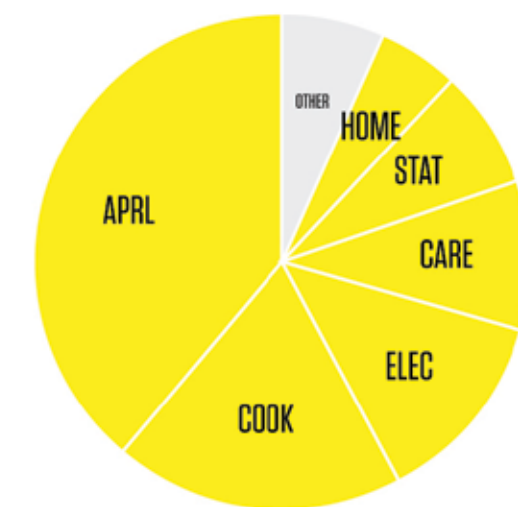
80.33

CLASSIFICATION

CATEGORIES DEFINED

ACSY ACCESSORIES
APRL APPAREL
CARE CARE
COOK KITCHENWARE
DCMT DOCUMENTS
ELEC ELECTRONICS
FOOD FOOD
FUND FINANCES
HOME HOMEWARE
IDTY IDENTITY
MEDI MEDICINE
MKUP MAKEUP
SHOE SHOES
STAT STATIONARY

DIVISION OF WEIGHT BY CATEGORY



HEAVIEST CATEGORY

APRL

% OF TOTAL

33.58

DIVISION OF APPAREL WEIGHT BY SUB-CATEGORY



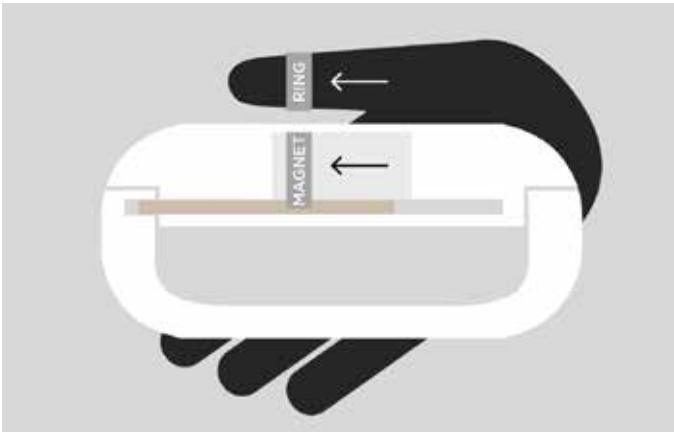
MOST ABUNDANT ITEM

BODY SHOP COTTON PAD

CAILLOU

SECRET BOX
LAUSANNE, CH - 2012

Caillou is a familiar object with a size and texture that references the enjoyment of playing with river rocks. What seems to be a simple pebble is in fact a secret box. A hidden magnetic locking system embedded in the lid requires a metal object - such as a ring on the finger - to slide across the surface to unlock the container, encouraging the user to interact with the box in order to open it. The prototype was 3D printed using ABS plastic and future production of the object intends to utilize ceramic as the printing material in order to further realize the weight and texture of stone.



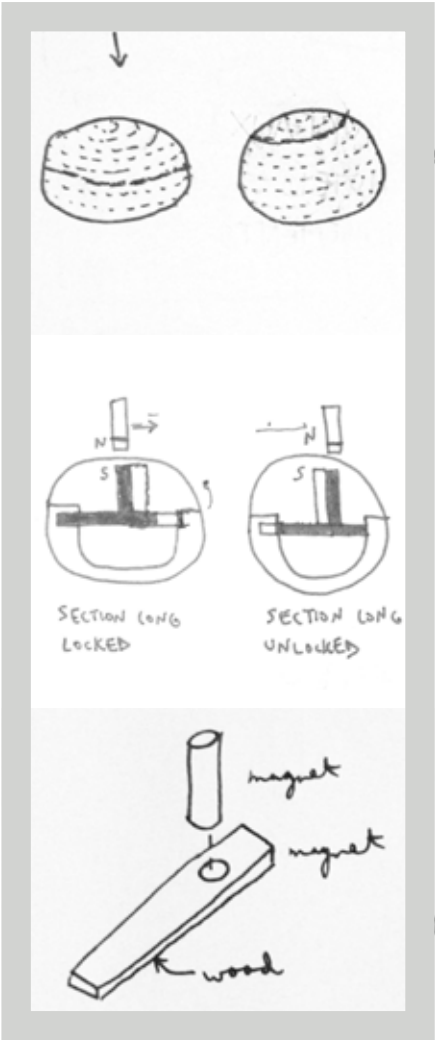
CONCEPT



HIDDEN LOCKING MECHANISM



SEAM EMBEDDED IN STRATA



PROTOTYPING

