

HELLO,
I AM
ROB HOLODY
AND THIS IS WHY
YOU SHOULD



HIRE ME

TOPIC





01. ABOUT THE DESIGNER



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The Focus
Graphic Design
Branding and Identity
UX/UI Design
Web Design
Web Development

**"IF YOU WANT TO UNDERSTAND
HOW A LION HUNTS, DON'T
GO TO THE ZOO, GO TO
THE JUNGLE!"**

JIM STENGEL



**"You can't connect the dots looking forward,
you can only connect them looking
backwards.**

**So you have to trust that the dots
will somehow connect in your future."**

– Steve Jobs

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SOCIAL MEDIA MARKETING

MY SERVICES



BRANDING + IDENTITY



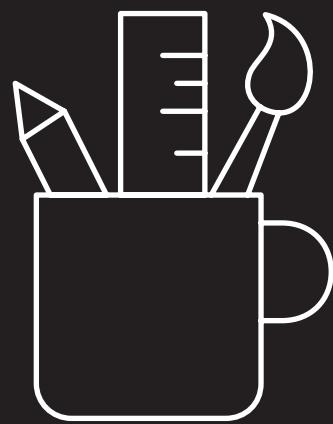
SOCIAL MEDIA MARKETING



WEB DESIGN



DIGITAL + PRINT DESIGN/ ILLUSTRATION



BRANDING + IDENTITY



Windmill Lake

Wake & Eco Park

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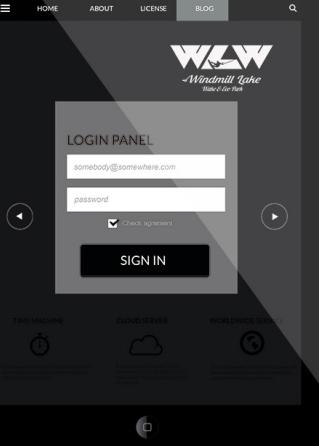
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John Smith
Chief Executive Officer

John Smith



Windmill Lake
Wake & Eco Park



WINDMILL LAKE WAKE & ECO PARK



WLW Branding

Windmill Lake Wake & Eco Park is a unique outdoor recreation center in the heart of Huron County, Ontario. It is Canada's first bi-level cable watersports park, with two more phases opening soon.

The Goal was to brand the company in a way that tied together both the aggressive roots of the wakeboarding scene as well as the beautiful nature surrounding the many acres of adventure. The WLW was constructed using the same geometry as that of a wakeboard tow rope handle. This triangular shape also represents the System 2.0 cable system that is used throughout the park to tow riders past the many beginner to advanced riding features.



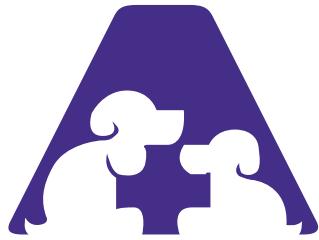
WINDMILL LAKE
WAKE & ECO PARK

VIN ROUGE BRANDING



Vin Rouge is a local luxurious wine company. The goal was to create a brand presence that was luxurious and sophisticated, which would in turn increase sales and revenue to the local stores. The use of rich blacks and reds gave way to a very intriguing brand identity. The branding was used across an entire corporate branding package, as well as apparel and store merchandise.

A.R.F. ONTARIO BRANDING

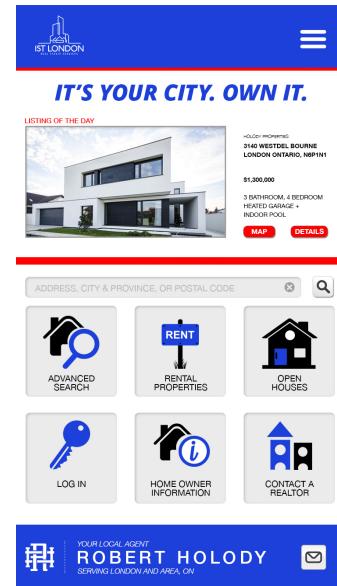


**ANIMAL RESCUE FOUNDATION
ONTARIO**

The Animal Rescue Foundation of Ontario works with First Nations and Rural communities in Ontario to rescue, rehab, and re-home stray dogs and cats. They are 100% volunteer run and foster home based. The branding called for a re-design of the existing logo, as well as the creation of a advertising campaign.



1ST LONDON REAL ESTATE BRANDING



1st London Real Estate is a brokerage situated in London Ontario. They focus on both residential and commercial real estate and have 35+ years of broker/agent experience. The rebrand called for a new logo representing both the residential and commercial areas but breaking more into a modern simplistic look. A mobile app mockup was also created for possible new app creation.



DIGITAL + PRINT DESIGN

POSTER DESIGN

These are 3 posters in a current series working alongside FLOH Entertainment and Coda Toronto. These posters are done with the permission of the artists involved as well as their managers and managing companies. These posters have garnered international attention from DJs and producers big and small.



**ADRIAN
HOUR**
-CODA-

SATURDAY
9.5.15

**ADDY
JAY FORCE
MARKATAN**

WWW.ADRIANHOUR.COM
ADVANCED TICKETS AVAILABLE AT FLOTORONTO.WANTICKETS.COM • 10PM-5AM • KITCHEN OPEN LATE
CODA • 794 BATHURST STREET • TORONTO • WWW.CODATORONTO.COM • TWITTER.COM/CODATORONTO



andhim



FRIDAY SEPTEMBER 11

SUPER FLU
MIKE GIBBS + TED KASPROW + TAKEN

-CODA-

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MASCOT CREATION

LEPRECHAUN STUMBLE



HOMECOMING/ MUSTANG STUMBLE



THE SANTA STUMBLE



This was a Leprechaun mascot creation for the 2015 Leprechaun Stumble presented by CDN Entertainment. This logo was used across all mediums including social media marketing, pub crawl apparel and print posters

This was a Mustang mascot creation for the 2014 Mustang Stumble presented by CDN Entertainment. This logo was used across all mediums including social media marketing, pub crawl apparel and print posters

This was a Santa mascot creation for the 2014 Santa Stumble presented by CDN Entertainment. This logo was used across all mediums including social media marketing, pub crawl apparel and print posters

DIGITAL ILLUSTRATION



CRUSH THE CAN

This project was a study into vector illustration

The purpose was to fully illustrate a crushed can (Rockstar is great) and then properly insert that can into a magazine print advertisement. Having such a large background in action sports I chose to go the way of the energy drink. This project was both frustrating and amazing. It taught patience and determination, and of course the end result was amazing

This project also gave me a chance to dive into both photography and creative layout. Since (at the time) I was working alongside many Rockstar representatives, I took inspiration from their print ads at the time, and tried to tie all of the elements together into a advertisement for not only Rockstar, but also for Windmill Lake Wake and Eco Park on their opening weekend

Photography: Robert Holody

Athlete: Kirby Kostuk

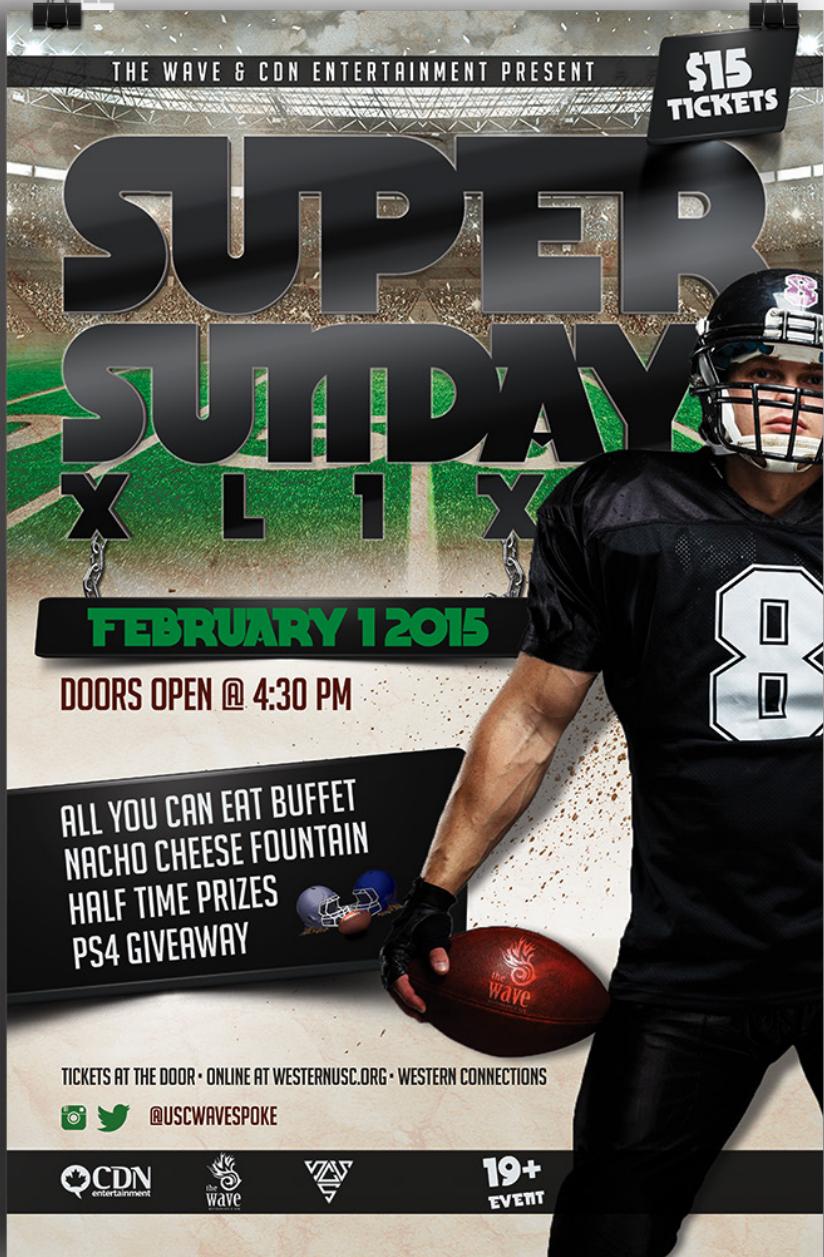
Location: Windmill Lake, Bayfield ON

ROCKSTAR
ENERGY DRINK



CRUSH THE COMPETITION

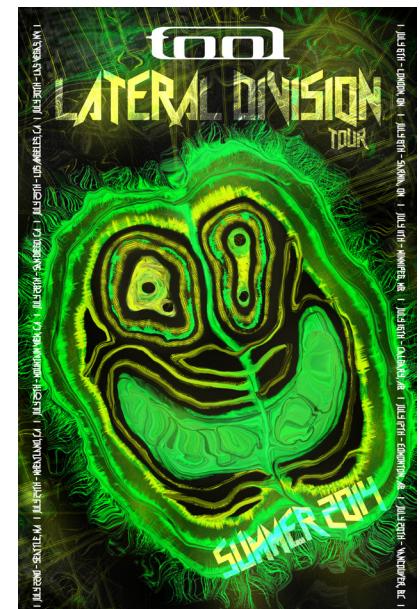




SUPER SUNDAY

This event, Super Sunday, was an event held in organization with Western University, The Wave & Spoke, The Social Science Student's Council and CDN Entertainment. The goal was to create an eye catching poster that would draw in patrons to the campus' Super Bowl party, however it could not show affiliation with either NFL teams nor their sponsors. This poster was used throughout social media both on campus and off, as well as hung across campus and affiliate businesses.

Poster for Tool's upcoming Lateral Division Tour, created in Corel Painter

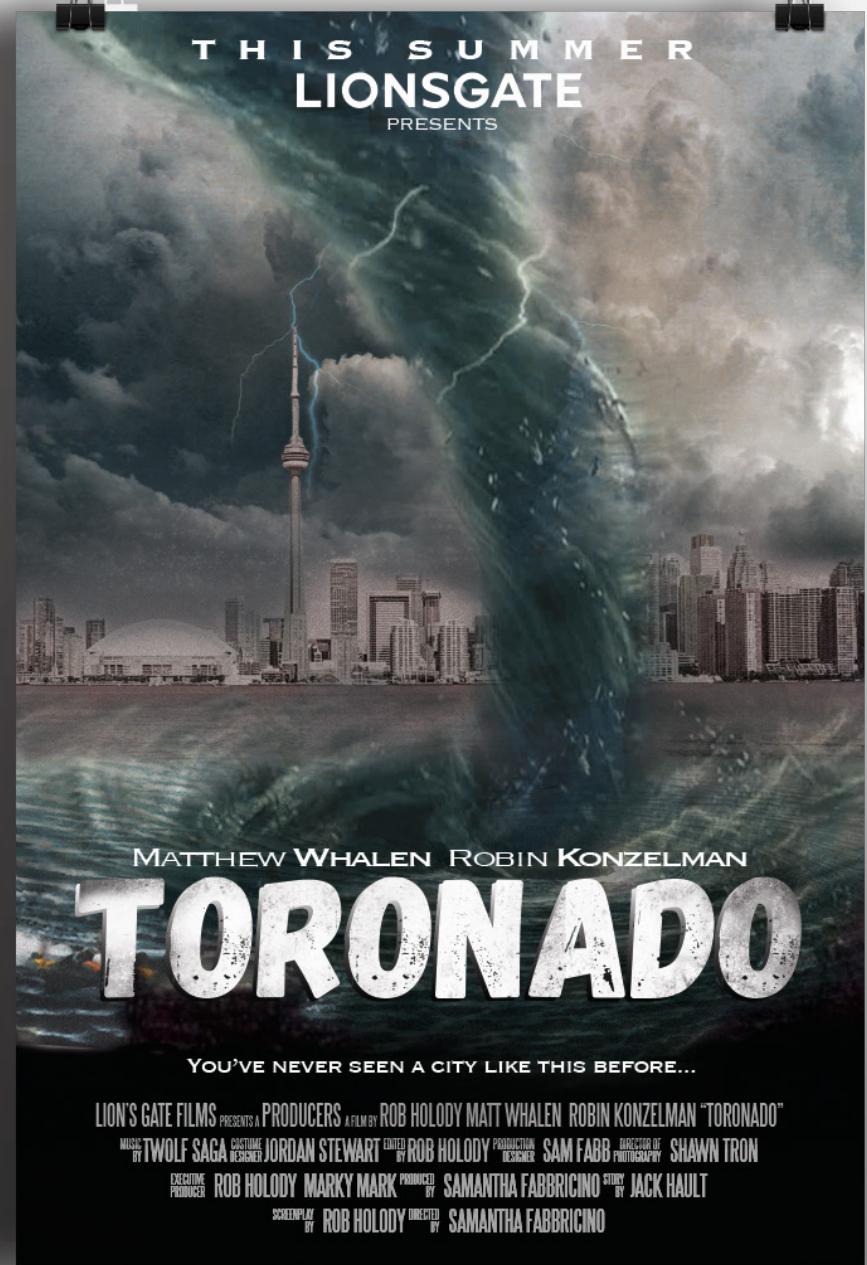


TORONADO

The idea behind the Toronado poster was that of a natural disaster blockbuster hit movie. Our challenge was to create a movie poster in Photoshop, that was either a totally different spin on an already produced movie, or an original movie we came up with. This move had to be one with natural disaster and destruction, or horror etc, You've never seen a city like this before

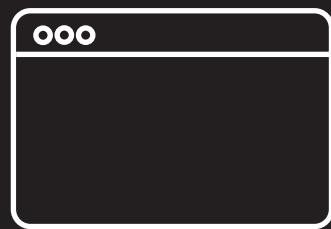


Poster for The Purge: Anarchy





+



+



WEB DESIGN

ROB HOLODY WEB DESIGN

A large, detailed illustration of a green lizard with a brown patterned underbelly, positioned above a grey rectangular area containing text.

I AM ROB HOLODY

I CARE.
From conception to completion I focus my energy on the finished product. I care about great design, and I care about the client.

I DELIVER.
Whether it be a small or large project, I put everything I have into creating a finished graphical masterpiece.

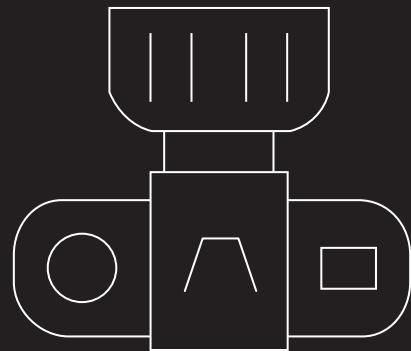
I AM CREATIVE.
I take a different look at projects than most. My time spent in proper research and techniques allow my mind to wonder in the most creative way possible.

A grid of nine thumbnail images showcasing various web design and graphic projects:

- Top-left: A collage featuring a cartoon character, a hand-drawn style logo for "VOLMIC", and a poster for "The Leprechaun STUMBLE".
- Top-middle: Two black and white portraits of men.
- Top-right: A black and white photograph of a lizard with the text "RELEASE YOUR BEAST" overlaid.
- Middle-left: A logo for "AL RESCUE FOUNDATION ONTARIO" featuring a stylized elephant head.
- Middle-middle: A graphic for "EST! 2010" featuring a kettlebell.
- Middle-right: A black and white illustration of two men.
- Bottom-left: A graphic for "MOUNTAIN DEW" featuring a bottle and a can.
- Bottom-middle: A graphic for "WINDMILL LAKE WAKE & ECO PARK" featuring a wooden sign.
- Bottom-right: A graphic for "CIRQUE DU SOLEIL" featuring a bottle and a can.

LANDING PAGE

WORKS GALLERY



SOCIAL MEDIA MARKETING



CDN ENTERTAINMENT PRESENTS THE
LONDON LOCALS HOLIDAY PARTY
**HO HO HO
DOWN**

FRIDAY DECEMBER 19
JIM BOB RAYS • 585 RICHMOND ST • 19+ EVENT
FREE COVER WITH **CANNED FOOD ITEM UNTIL 11:30PM**



CDN ENTERTAINMENT PRESENTS JIM BOB RAY'S

MARCH MADNESS
WEEKEND WARRIORS

GUESTLIST: CONTACT@CDNENT.CA | 585 RICHMOND ST | 19+ ID



FRIDAY SEPTEMBER 11

SUPER FLU

MIKE GIBBS + TED KASPROW + TAKEN

-CODA-  PLATFORM  the bullittagency 

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ADRIAN HOUR

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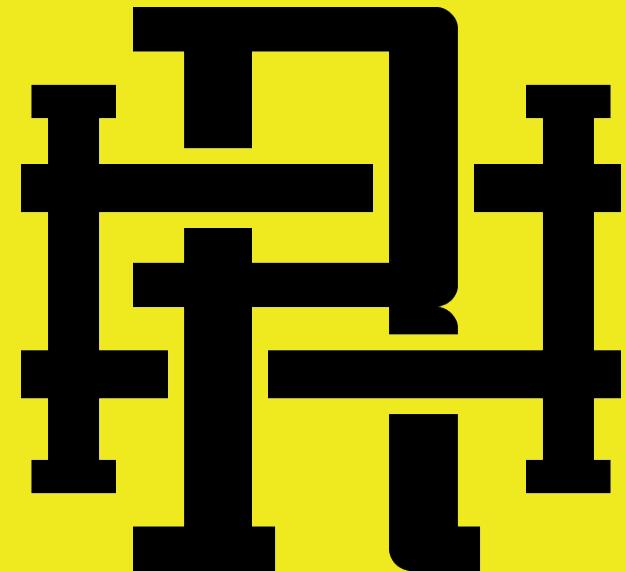
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