



2021 PORTFOLIO

The opportunity to solve problems in a constructive, and creative way is what gets me out of bed in the morning. Graphic Design provides me these opportunities and I love every day I am able to practice my profession. It drives me to better myself, and the world around me.

I have always loved art, but I wasn't able to simply make something attractive just to ask a question. Through graphic design I am able to make something, not only more attractive, but to solve a problem and help improve the world around me!

I was raised in the country in a beautiful rural town outside of Ottawa. I went to a high school with a strong visual arts program, which led me to obtaining my first degree. I went to Ottawa University and received a Bachelor of Arts in Visual Art with a Minor in Classical Studies.

It was then that I found my greatest passion, Graphic Design and enrolled in a three-year Graphic Design Program at Algonquin College.

I love how a great design can not only improve the usability of the product and its environment, but also challenges the next designer to enhance it further. Graphic Design is my passion, and this passion makes my life better and I hope helps others as well.

When I am not designing I love to read mystery/fantasy novels, watch all different genres of movies, hangout with friends or just stay at home and hangout with my dogs. My greatest passion outside graphic design, and something I wish I could do more of, is travel! I have been to New York, Dominican Republic, Italy, France and England and, had it not been for Covid-19, Iceland, I hope post Covid I will be able to do more.

- Tessa Shein-Snidal

B A C K

N E X T

ABOUT ME





INFOGRAPHIC



INFOGRAPHIC

RIF MANITOBA

- HELPING FRENCH IMMIGRANTS AND PROMOTING MANITOBA'S FRENCH COMMUNITIES.



B A C K

N E X T



FOURNISSEURS DE SERVICES EN FRANÇAIS OFFERTS AUX NOUVEAUX ARRIVANTS D'EXPRESSION FRANÇAISE

RÉGION RIVIÈRE-SEINE MUNICIPALITÉ DE LA BROQUERIE

**ACCUEIL FRANCOPHONE
RIVIÈRE-SEINE**
Service pré-départ
accueilfrancophonerbs.com/pre-depart/
Accès à l'établissement
204-422-7024
rbs.ca/man.php?p=72

AIGUILLAGE, RÉFÉRENCES ET RÉSSOURCES

Municipalité de la Broquerie
204-422-7024
rbs.ca/
Centre de services bilangues (CSB) – Service gouvernemental
204-422-7022
rbs.ca/gov/csbs.cs

Santé Sud - Bureau régional

204-424-9890
southernhealth.ca/

Centre médical La Broquerie

204-424-5072
southernhealth.ca/regions/sud

Centre de bien-être communautaire La Broquerie (Dépôt bilangue)
204-424-5072
southernhealth.ca/regions/sud

Centre d'entreprises communautaires

La Broquerie (Dépôt bilangue)
204-424-5072
southernhealth.ca/regions/sud

Plastique Manitoba Inc.

Winnipeg
1-800-257-0874
plastique.mb.ca

Infojustice Manitoba

204-632-8232
infojustice.ca



EMPLOYABILITÉ/ ENTREPRENARIAT

CEBM Francophilie
204-222-2320
rbs.ca/man.php?p=72
Corporation de développement
La Broquerie
204-371-0379
cdbl.org/cdblcc02/

LOISIR, ART, CULTURE ET CENTRES COMMUNAUTAIRES

Département de l'activité sportive (DAS)
204-938-9642
rbs.ca/das.cs

Pointe à la rivière francophone (PARF)
204-426-7516
lafrance.ca/parf-centre

Club Soutien La Broquerie Sports Club
204-479-4502
soutien.sportsclubs.ca/

Comité culturel La Broquerie
204-352-0041
facebook.com/comiteculturelrb

École Saint-Jean-Baptiste
204-424-5371
saintjean.rbs.ca/accueil/75561.html

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École Saint-Jeanne-de-l'Acadie
204-424-5451
<a href="http://saintjeanne.rbs.ca/accueil/



ANNUAL REPORT



Canada's Horizons
A look into the Canada of 2040

Brock Carlton, CEO,
Federation of Canadian Municipalities
David Coletto, CEO Abacus Data

FCM THE FEDERATION OF CANADIAN MUNICIPALITIES

New Canadians, including refugees, will continue to arrive in larger numbers.

People

This is a snapshot of what we heard from our interviews with a diverse group of Canadians across the country, as well as an analysis of dozens of research studies, projections, and commentaries. This report summarizes what we heard and learned through this process, and it does not contain predictions about the future, but a signal of trends that will affect us in significant ways. This report serves as a starting point for a meaningful conversation about the opportunity and challenges Canada will face in the next two decades. It's critical for all of us to work together, as early as now, to address these challenges and capitalize on those opportunities with clear and reliable information, informed debate, and productive dialogue. The Federation of Canadian Municipalities is doing this by engaging citizens and leaders across Canada to embrace and respond to the changing world together. This report aims to do the same.

So let's start the discussion.

New Canadians, including refugees, will continue to arrive in larger numbers.

34%

1 in 3 people will be born outside Canada

This is a snapshot of what we heard from our interviews with a diverse group of Canadians across the country, as well as an analysis of dozens of research studies, projections, and commentaries. This report summarizes what we heard and learned through this process, and it does not contain predictions about the future, but a signal of trends that will affect us in significant ways. This report serves as a starting point for a meaningful conversation about the opportunity and challenges Canada will face in the next two decades. It's critical for all of us to work together, as early as now, to address these challenges and capitalize on those opportunities with clear and reliable information, informed debate, and productive dialogue. The Federation of Canadian Municipalities is doing this by engaging citizens and leaders across Canada to embrace and respond to the changing world together. This report aims to do the same.

So let's start the discussion.

New Canadians, including refugees, will continue to arrive in larger numbers.

Our energy sources will be more sustainable and clean

While this transformation is taking place, many Canadians will be aging. The number of baby boomers will be entering long-term care facilities and senior homes (the youngest of the boomers will be in 2040). Health care will be dramatically as new treatments are developed and there is a greater demand for geriatric care. Today there are approximately 700,000 Canadians aged 85 and older. In 2040, the number will be more than triple to approximately 2,200,000. How we manage this demographic shift must be a critical part of our public policy debate over the next 20 years.

Beyond sharp demographic shifts, inequality can quickly grow if left unchecked. The economic gains or project-related opportunities, will continue to replace permanent full-time employment, putting downward pressure on wages. Already, some temporary workers are surpassing full-time, increasing on average 2 per cent faster and accounting for more than 40 per cent of new jobs in 2016. Today, 30 per cent of the workforce is made up of freelance or term-position workers. Some of these are as early as 2020, and others will be temporary or permanent.

In addition, global warming will force us to retrain employees in different skills (and some, particularly in agriculture, may never have seen before).

Across the economy, the rapidly evolving pressures of the market require people to develop with change with relevant or programming. In addition, it is important to make sure that young men and women are taught the skills required for the next generation.

One of the key growth pockets will be Indigenous. First Nations will comprise 1 in 10 of the population by 2040, and 1 in 5 of the population by 2060. The number of children being born in First Nations communities is expected to increase by 2040. Improvements, that young man or woman could have much greater quality of life and access to clean water, health care, education and employment opportunities.

67%

67% of Canada's power will be renewable energy

As we increase our reliance on electrical energy, we could reduce the resiliency of our energy supply.

Canadians are other modes

Despite pressure on public finances, dual-purpose infrastructure will be built for both climate and commerce will need to become standard practice.

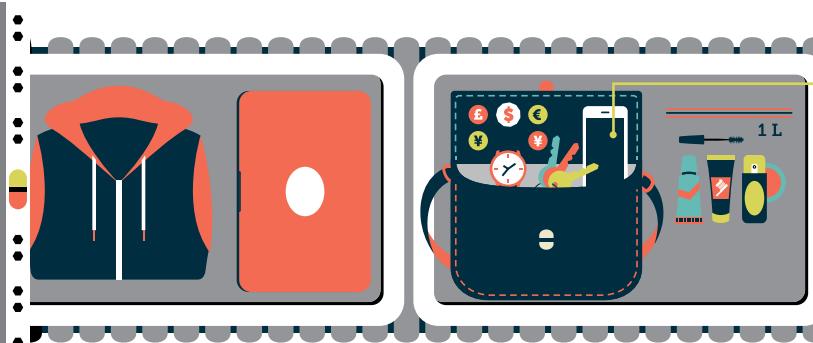
"We need to rethink how infrastructure is built," says Murtaza Hader, president at SNC-Lavalin. "The reality is that our old infrastructure is expiring and is unable to cope with future demands. We need strategic investment in projects that have an environmental footprint but are built to sustainably enhance economic activity and individual wellbeing."

Significant investments in communications networks are required to fulfill the demands of the next generation.





INFOGRAPHIC
**CANADIAN AIR TRANSPORT
 SECURITY AUTHORITY**
 —————
**ESSENTIAL INFORMATION FOR AIR
 TRAVELERS IN THE COVID-19 AGE**



Essential Information for Essential Air Travel

Before you leave:

Ensure you have a multi-layer face covering to bring to the airport.




Follow the rules for liquids, aerosols and gels. You can now bring one bottle of hand sanitizer up to 355 mL in addition to any 100 mL containers in your carry-on bag.

When you arrive:

DO NOT enter the checkpoint if you exhibit known COVID-19 symptoms.

Wear a face covering.



Sanitize your hands if you can. Extra hand sanitizer dispensers have been placed at the checkpoint.



If you're flying out of one of Canada's 15 busiest airports, you will have your temperature taken before entering the screening line.

While in line:

Maintain 2 metres from others.



You'll be asked to scan your own boarding pass or other document of entitlement.



Place small electronics and loose items in your carry-on or purse instead of a bin to reduce touchpoints.



During screening:

All screening officers will be wearing gloves and face coverings.



Gloves are changed when soiled, torn, before a physical pat-down or bag search, and upon request.



Explosive trace detection swabs are changed with every use.



Checkpoint cleaning:

We have put enhanced cleaning procedures in place, including increased bin-cleaning frequency and the use of strong anti-viral cleaning products throughout the checkpoint.



For more information about our COVID-19 measures, go to catsa-acsta.gc.ca/covid19-response. You can also download our app at catsa-acsta.gc.ca/mobile-app, or find us on Facebook (facebook.com/catsa_gca) or Twitter (twitter.com/catsa_gc).

Safe travels!

Canada



B A C K

N E X T



B A C K

N E X T

MARKETING COLLATERAL



B R O C H U R E SCOUTS CANADA

PROMOTING SCOUTS AND
THEIR WAY OF ENRICHING
THE LIVES OF CHILDREN

B A C K

N E X T

**A Scout is...
An Adventurer**

As Scouts youth discover new things and experience a world of firsts through outdoor activities & fun, trying to empower your youth with the confidence & self-esteem to take on the challenges life may throw at them.

**A Scout is...
A Community Builder**

Scouts allows you to make meaningful contributions to creating a better world as an active member of the community from food and cleaning up to encouraging kids to give back as you and adults.

**A Scout is...
Confident & Capable**

Scouts have fun youth-led adventures, discovering new things and experiences they hold to be lots of immediate fun while also learning leadership and critical thinking skills along the way that prepare them to be more successful, better prepared for success in the world.

**A Scout is...
A Friend**

At Scouts, youth work together to decide what they will do, the different ways to achieve goals, and will collect ideas from one another. As a result, great memories are made and friendships are forged.

**A Scout is...
An Environmental Steward**

At Scouts, youth have an opportunity to experience and build environmental stewardship with others. Playing an understanding role, Scouts embrace Canadian values, environmental stewardship is part of daily lives.

**A Scout is...
A Leader**

At Scouts, youth are able to discover the best in themselves - take on responsibilities, Scouts put their own path toward creating a better world.

**A Scout is...
A Lider**

Scouts have made many new friends, taken down walls, overcome fears, and inspired others by their actions. Scouts are appreciated.

**A Scout is...
Venture Scout**

I have become involved in leading my peers and those who are younger than me in learning new skills. I have become better global citizens and done my best to be good citizens as youth and adults.
— Emily Garner
Venture Scout

**A Scout is...
Scout**

I have become involved in leading my peers and those who are younger than me in learning new skills. I have become better global citizens and done my best to be good citizens as youth and adults.
— Oliver Flury & Mackenzie Morrison
Scouts

Learn more at [Scouts.ca/join](#)

Beaver Scouts
Boys and Girls [Ages 5–7]

Boys and Girls are the cornerstone of the Beaver Scouts program. Beaver Scouts is the first youth level of Scouting in the world. It's all about fun, making new friends, and being very independent and developing self-confidence.

Cub Scouts
Boys and Girls [Ages 8–10]

With weekend camps and regular activities, Cub Scouts (like the Cub Leader) Do their best with the help of their leaders. Doing their best is what Cub Scouts are all about. Cub Scouts are encouraged to try new and exciting activities including club projects and outdoor experiences.

Scouts
Boys and Girls [Ages 11–14]

Scouts is about having fun while gaining valuable leadership and self-confidence. They enjoy learning, adventure, and teamwork through meeting, hiking, camping, working together on projects, and working with other young people to contribute to their communities.

A SCOUT IS

an adventurer
confident & capable
a community builder
a friend
a leader

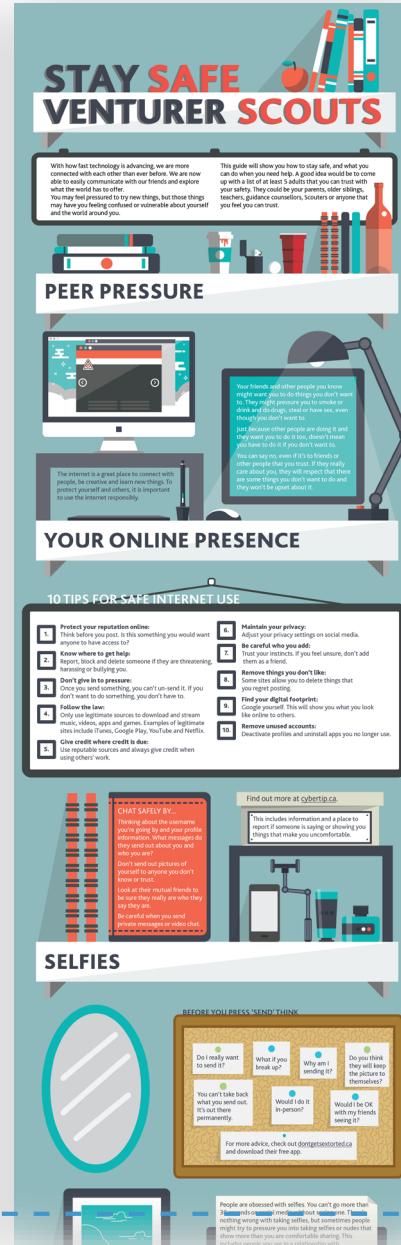
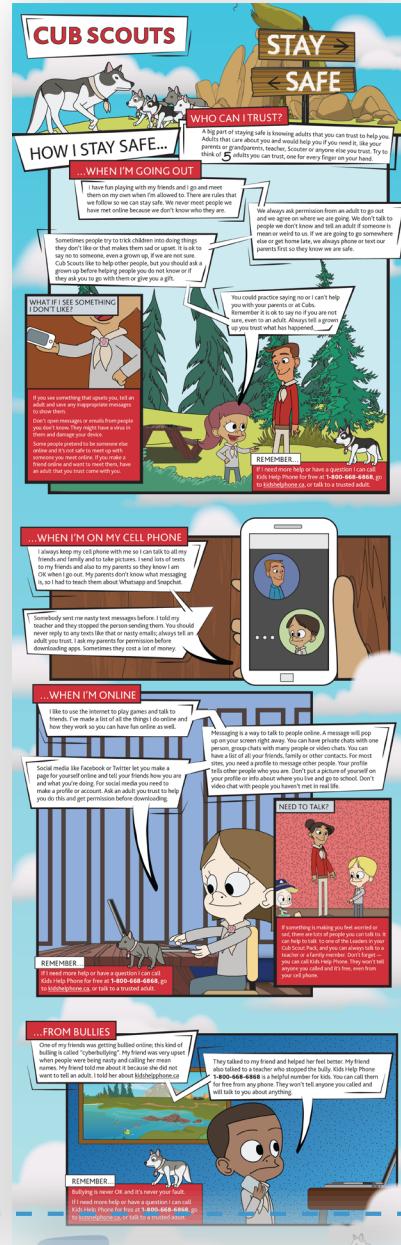
Scouts Canada



INFOGRAPHIC

SCOUTS CANADA

INFORM SCOUTS OF ALL
AGES THE CHALLENGES OF
THE WORLD THEY LIVE IN



B A C K

N E X T



LIFE JACKETS & PFD'S

Whether paddling, sailing or enjoying another kind of watercraft activity, being out on the water is fun for Scouting youth of all ages. One of the most important pieces of safety equipment for water-based adventures is your Personal Flotation Device (PFD) or lifejacket. Check out the tips below to choose the right PFD or lifejacket for your next outing on the water. And remember, a lifejacket or PFD only works if you wear it!

Lifejacket

What's the difference between a lifejacket and a PFD? A lifejacket will ensure your face is out of the water even if you lose consciousness. There are three approved types of lifejacket, including the rectangular "keyhole" design. All lifejackets are red, orange or yellow.

PFD Personal Flotation Device

Like a lifejacket, a PFD will help to keep you afloat if you fall into the water. However, if you are unconscious, a PFD does not ensure that your face is out of the water. PFD's are vests. A PFD may be designed to keep you both safe and comfortable for a specific boating activity, such as paddling, waterskiing or fishing.

Sizing a PFD or Lifejacket

- You should be able to comfortably zip and/or unzip your PFD or lifejacket
- Your arms and neck should be able to move freely
- The PFD or lifejacket should be comfortably snug so that it cannot ride up too much when you move
- If your PFD or lifejacket can be pulled up past your eyes when it's done up, it's too big
- If your PFD or lifejacket cannot be zipped or buckled and restricts your movement, or makes you feel uncomfortable, it's too small.

Features & Accessories

- Your PFD or lifejacket should be brightly coloured.
- Your PFD or lifejacket should include reflective elements.
- Securely attach a whistle to your PFD or lifejacket.
- Your PFD or lifejacket should have a clearly visible label stating that it has been approved for use in Canada.

Inspection Checklist

- Are there tears in the seam?
- Is the zipper broken?
- Are any of the buckles broken?

If you answered yes to any of these questions, then your PFD is likely not fit for use. It may require repairs or replacement.

Storing your PFD or Lifejacket

PFDs and lifejackets should be stored in a cool, dry, well-ventilated place, out of direct sunlight. Ensure your lifejacket is thoroughly dry before it is stored.

Visit [Transport Canada's website](#) to learn more.
[Scouts.ca](#)

INFOGRAPHIC SCOUTS CANADA

SHOW THE IMPORTANCE OF
PFD'S AND HOW TO WEAR

GILETS DE SAUVETAGE & VFI

Les jeunes ont toujours beaucoup de plaisir à participer à des activités aquatiques dans une embarcation comme le canot, le kayak, la planche à voile, etc. L'article d'équipement de sécurité le plus important lors de ces activités est votre vêtement de flottaison individuel (VFI) ou votre gilet de sauvetage. Et souvenez-vous qu'un gilet de sauvetage ou un VFI est seulement efficace si vous le portez!

Gilet de sauvetage VFI: vêtement de flottaison individuel

Qu'est-ce qui différencie un gilet de sauvetage d'un VFI? Un gilet de sauvetage vous garde la tête hors de l'eau même si vous perdez connaissance. Il existe trois types approuvés de gilets de sauvetage, dont un modèle rectangulaire universel. Tous les gilets de sauvetage sont rouges, orange ou jaunes.

Trouvez le bon VFI ou gilet de sauvetage

- Vous devriez pouvoir attacher confortablement votre VFI ou gilet de sauvetage
- Vos bras et votre cou devraient pouvoir bouger aisément.
- Le VFI ou gilet de sauvetage devrait être confortablement ajusté à votre corps afin qu'il ne puisse pas trop remonter si vous tombez à l'eau.
- Si vous pouvez soulever votre VFI ou gilet de sauvetage jusqu'à vos oreilles ou vos yeux lorsqu'il est attaché, c'est qu'il est trop grand.
- Si votre VFI ou gilet de sauvetage ne peut être attaché convenablement, restreint vos mouvements ou semble trop serré, c'est qu'il est trop petit.

Caractéristiques & accessoires

- Votre VFI ou gilet de sauvetage doit être de couleur vive.
- Votre VFI ou gilet de sauvetage devrait contenir des éléments réfléchissants.
- Attachez de façon sécuritaire un sifflet à votre VFI ou gilet de sauvetage.
- Votre VFI ou gilet de sauvetage devrait avoir une étiquette visible annonçant que l'article est approuvé au Canada.

Liste de vérification

- Les coutures où le tissu sont-elles déchirées?
- La fermeture éclair est-elle brisée?
- Les sangles sont-elles brisées?
- Le tissu est-il délavé ou plissé?

Si vous avez répondu oui à une de ces questions, votre VFI n'est sûrement pas sécuritaire. Vous devriez effectuer des réparations ou le changer.

Rangement de votre VFI ou gilet de sauvetage

Les VFI ou gilets de sauvetage devraient être rangés dans un endroit frais, sec et aéré, à l'abri de la lumière directe du soleil. Assurez-vous que votre VFI ou gilet de sauvetage est bien sec avant de le ranger.

Visitez le site de [Transports Canada](#) pour en savoir davantage.
[Scouts.ca](#)

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N E X T



B A C K

N E X T

WEBSITE DESIGN



FIRST PILLAR
LANDSCAPE MANAGEMENT

FIRSTPILLAR.CA
WEBSITE DESIGN
FIRST PILLAR
LANDSCAPE
MANAGEMENT



TAKE PRIDE IN YOUR PROPERTY

Increase property enjoyment, appeal and value with proper landscape management and maintenance.

RESIDENTIAL

Expand the enjoyment of your landscape and the impression you make.

LAWN CARE

Beautiful Lawns Start With Us

Expand the enjoyment of your landscape and the impression you make.

- FERTILIZATION AND WEED CONTROL
- LAWN TRANSFORMATIONS : seeding, power seeding and top dressing
- MOSQUITO CONTROL

LANDSCAPING

Delight Your Neighbors With a Landscape Makeover

Increase curb appeal and take pride in your property's appearance.

SOD INSTALLATION
GARDEN CONSTRUCTION
PLANTING

MAINTENANCE

Thriving Landscapes Through Seasonal Maintenance

Enjoy your business property to the fullest.

- LAWN AND GARDEN
- SPRING / FALL CLEAN-UP
- SNOW REMOVAL

PROPERTIES THAT REVEAL

- YOUR INDIVIDUALITY.
- YOUR INTEGRITY.
- YOUR ATTENTION.
- YOUR EXPERTISE.

YOUR PROPERTY TYPE.

Residential Cottage Commercial

YOUR PROPERTY NEEDS.

Maintenance Turf Management Sodscaping

YOUR NAME: _____ **YOUR PHONE:** _____

YOUR EMAIL: _____ **YOUR LOCATION:** _____

Tell us more about your property needs...



B A C K

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BRANDING IDENTITY



K A R S

M A S S A G E

T H E R A P Y

B R A N D I N G

I D E N T I T Y



Colour Breakdown

PMS 265	PMS 363		
C 108 Y 10 M 2 K 0	Y 32 M 20 C 0 K 0	100% CMYK	100% PMS
Y 32 M 20 C 0 K 0			
100% CMYK	100% PMS		

Logo Reduction

The Kars Massage Therapy logo must be used in its original form. It is not acceptable to reduce the logo to a size where it is illegible or where the colors are too faded to be discernible.

ACCEPTABLE	UNACCEPTABLE

When using the original logo the original size and aspect ratio must be maintained. The logo must not be stretched or distorted in any way.

6 7

Alternate Logo

The horizontal alternate logo is only for use in situations where the vertical logo is not appropriate, such as for legality, or readability, or the logo needs to be placed in the same area of the page as other text.

The primary logo must be used whenever possible. The alternate logo is only to be used when the primary logo is the only alternative in the original layout.

Symbol Only

If the logo is to be presented without the brand name, it must be used in white and green pastel colors, in reversed colors.

The symbol must be used whenever possible. It is only to be used from the background and a white outline. It is not to be used on a dark background or overlaid with another color.

The symbol must be used whenever possible. It is only to be used from the background and a white outline. It is not to be used on a dark background or overlaid with another color.

8 9

Digital Online Presence

When displaying the content when visualizing the digital presence, the Kars Massage Therapy logo must be used in its original form. It is not acceptable to use a smaller version of the logo or to use the logo in a different color.

ACCEPTABLE	UNACCEPTABLE

14 15

Stationery

16 17

Application

18

Photography

The photography must be allowed to be used in its original form. It is not acceptable to use a smaller version of the photo or to use the photo in a different color.

ACCEPTABLE	UNACCEPTABLE

19

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MAGAZINE MOCKUP



MAGAZINE MOCKUP

E S Q U I R E



B A C K

N E X T



SOCIAL MEDIA GIF



SOCIAL MEDIA GIF
SHERIN SNIDAL DESIGN



B A C K

N E X T



GRAPHIC T-SHIRT SLOGANS



G R A P H I C
T - S H I R T
S L O G A N S
VITA FITNESS

PROMOTE VITA FITNESS
WITH PERSONALIZED
GRAPHIC SLOGANS

VITA FITNESS
WHERE GREATNESS AWAITS EVERYONE



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WEBSITE



RÉSUMÉ



EMAIL

BACK

A decorative graphic element at the bottom left corner, consisting of several thick, dark blue horizontal bars that curve and overlap to form a stylized 'Z' or zigzag shape.

NEXT

A decorative graphic element at the bottom right corner, consisting of several thick, dark blue horizontal bars that curve and overlap to form a stylized 'Z' or zigzag shape.

CHEERS!