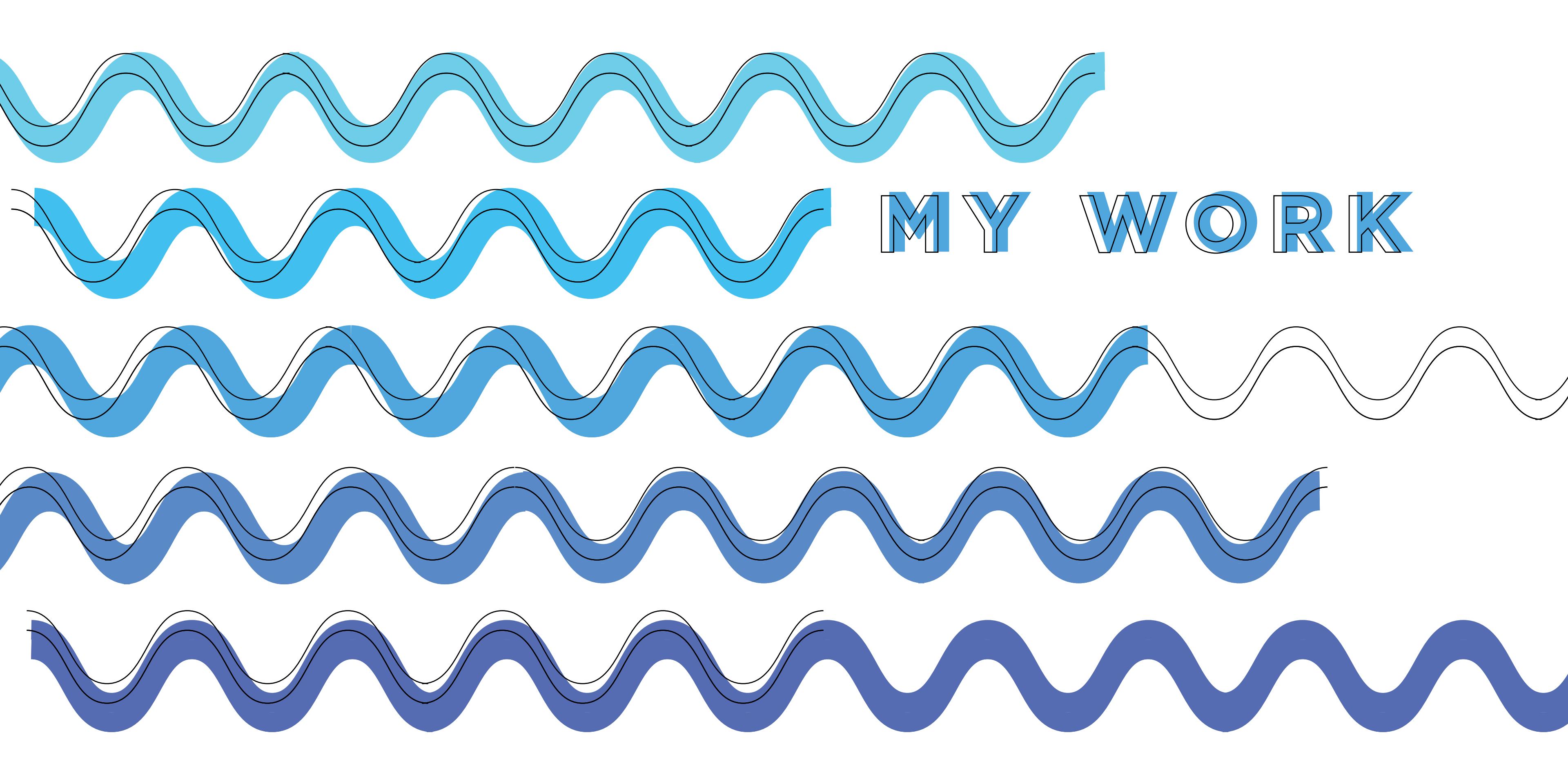


**TONI CATER**

Visual Designer | Illustrator | Video Editor



MY WORK

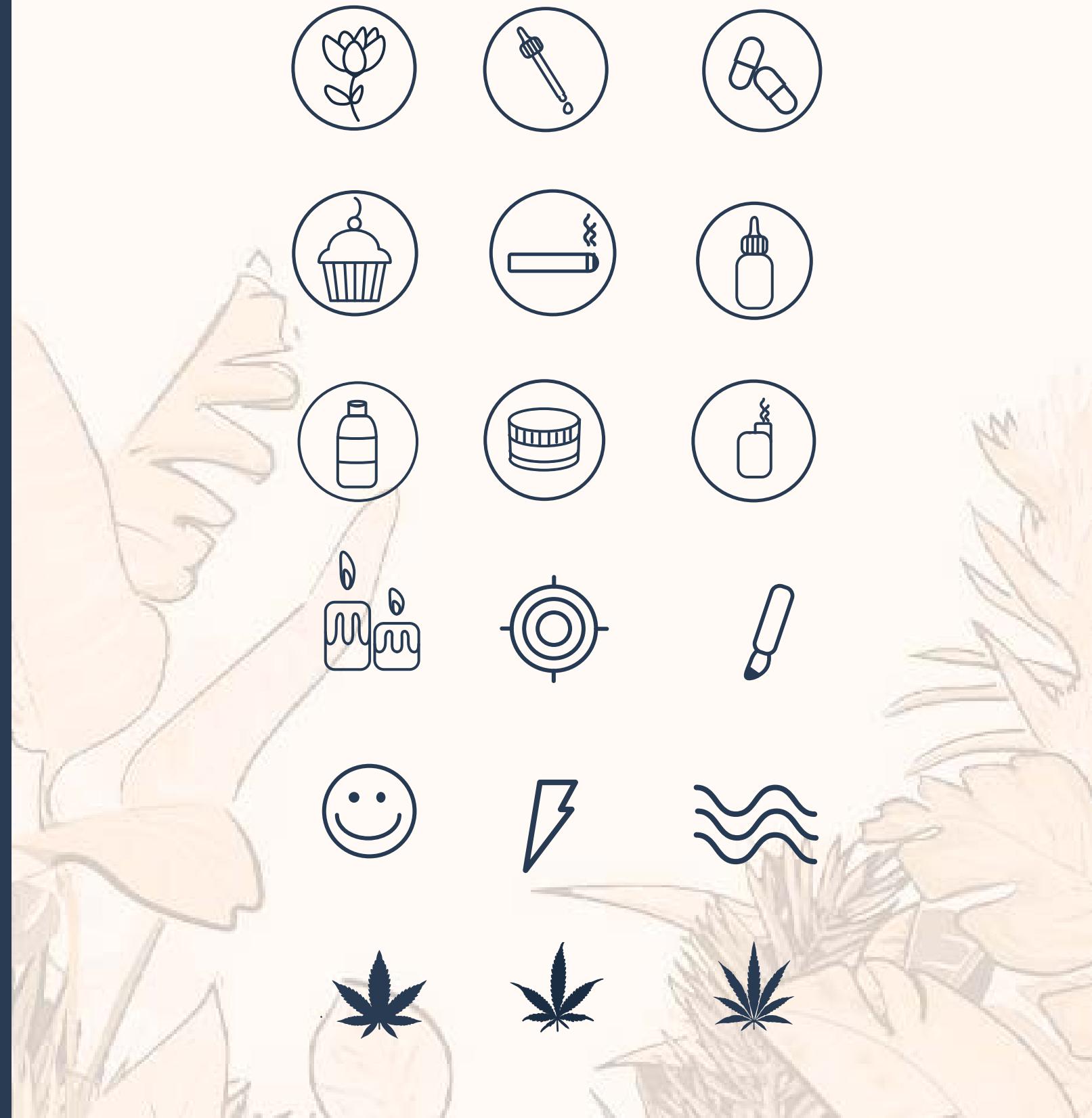
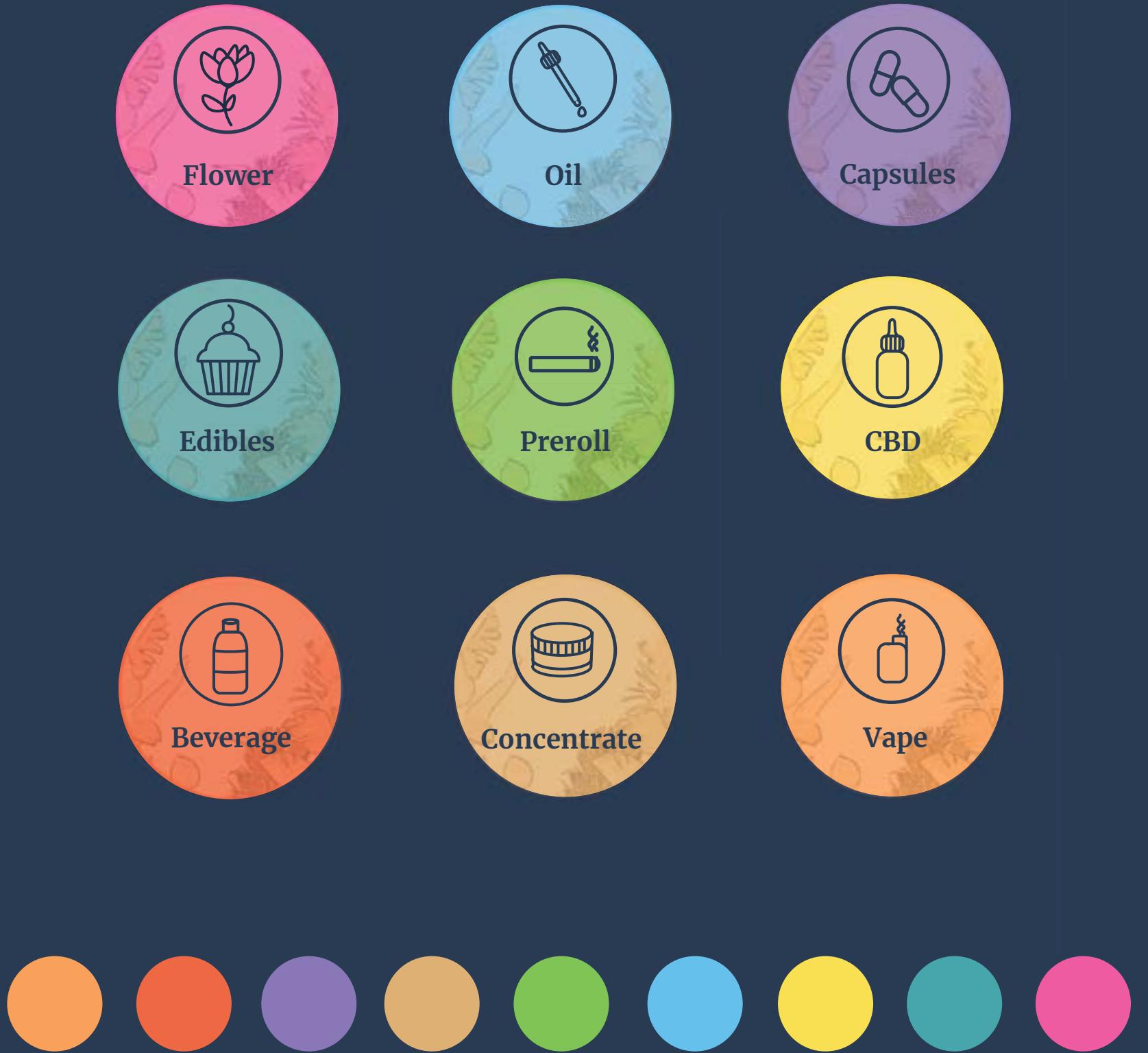
# UI/UX DESIGN

## GANJIKA HOUSE...

Ganjika House is one of Canada's largest marijuana dispensaries that offer a variety of different products. They requested my services to produce a custom user interface and user experience that would showcase their brand and streamline their customers' experience to find their desired products more efficiently.

While working with Ganjika House, I was able to design a user flow for their thousands of customers and created all of the custom graphics, icons, and illustrations for their Point of Sale (PoS) system that was aligned with their branding.

# Icons



All Products  
Results 1-15 of 188

View 15 per page Sort By Most Relevant First

Filters

Categories Suppliers Price Range Sizes

**Broken Coast- Savory**

3.5 g | 45.00

**Broken Coast- Savory**

1.5 g | 45.00 3 g | 45.00 5 g | 45.00

**Broken Coast- Savory**

3.5 g | 45.00

**Broken Coast- Savory**

3.5 g | 45.00

**Broken Coast- Savory**

3.5 g | 45.00

**Broken Coast- Savory**

1.5 g | 45.00 3 g | 45.00 5 g | 45.00

**Home** **Discovery** **About** **Testimonials** **Contact** **Email** **Stay in touch with us!** **GH**

**Broken Coast- Savory**

3.5 g | 45.00

THC:16% | CBD:19%

Type: Flower Strain: Hybrid

Quality: 0

**Recommendations**

**Broken Coast- Savory**

3.5 g | 45.00

**Broken Coast- Savory**

3.5 g | 45.00

**Broken Coast- Savory**

3.5 g | 45.00

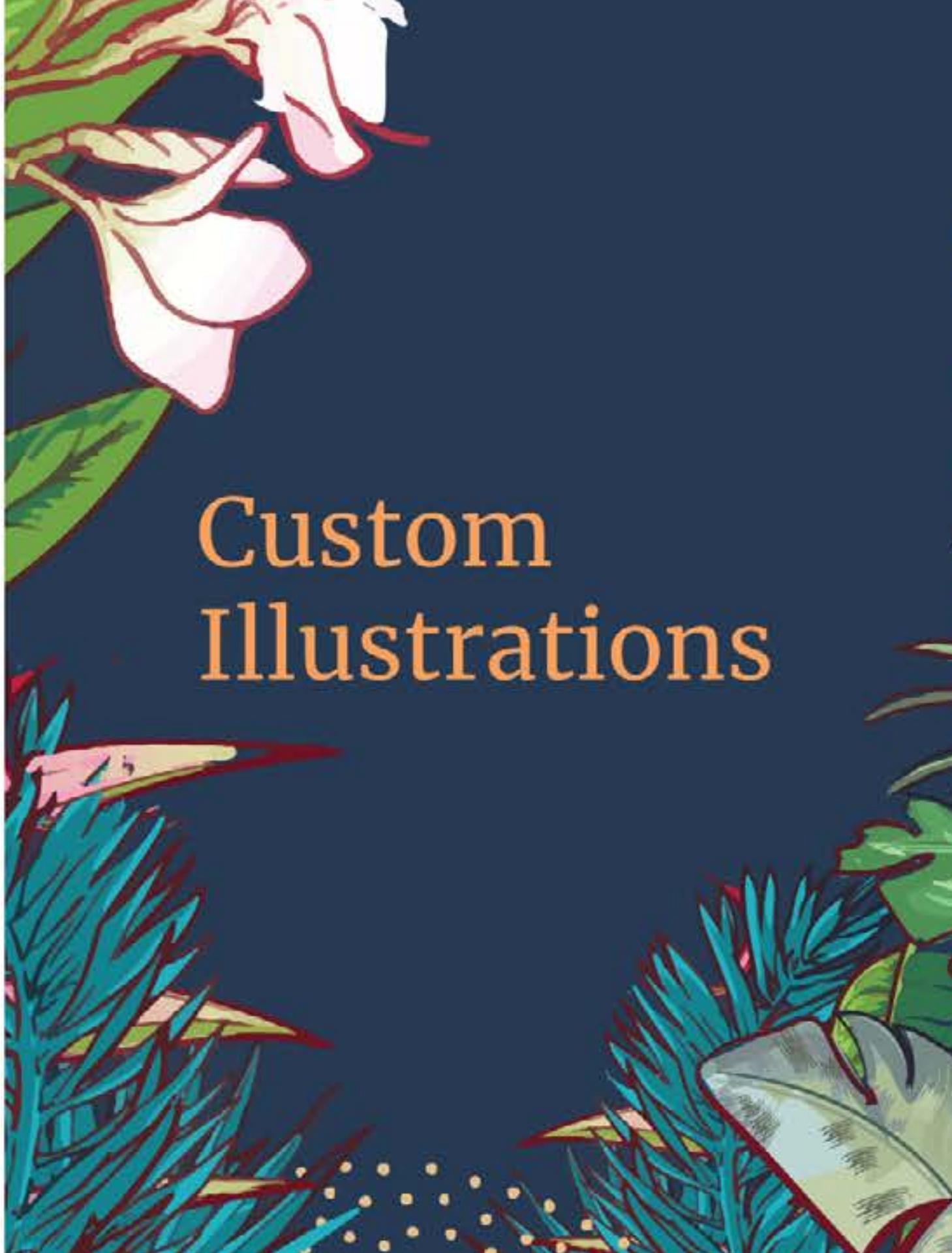
**Home** **Discovery** **About** **Testimonials** **Contact** **Email** **Stay in touch with us!** **GH**

**35**

Please have your Order Number ready when you get to the cashier.

Thank you!

**GH**



# Custom Illustrations



# BOOK DESIGN

## IF YOU MET A YETI...

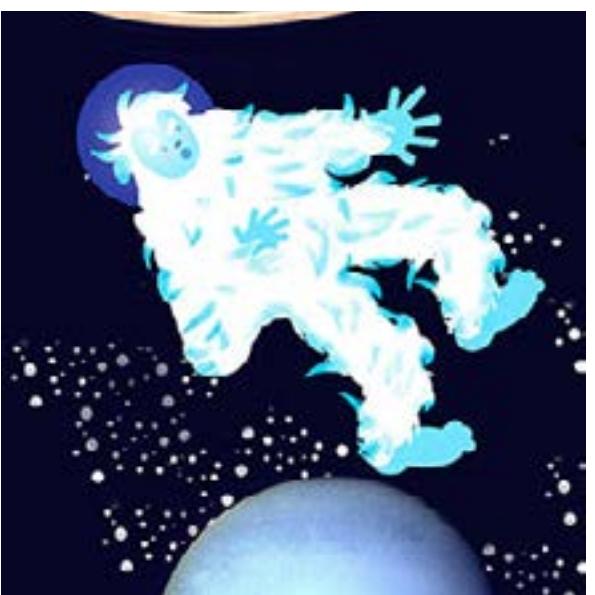
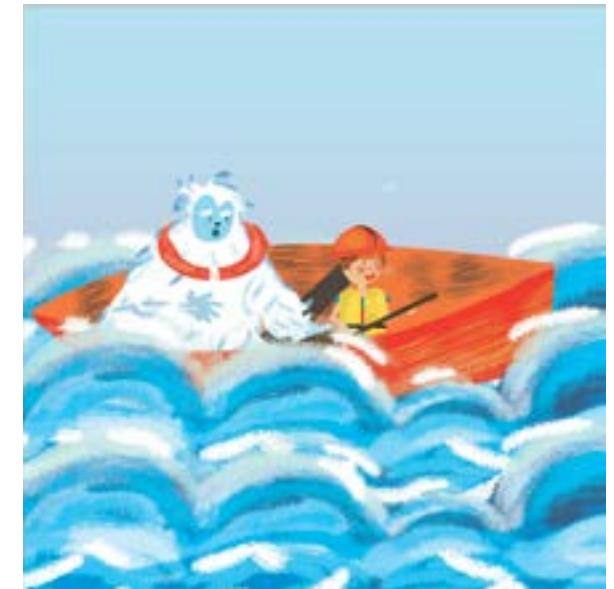
I like to stick to clean vector illustrations with added textures. I come from a traditional background when it comes to designing my characters, motion design projects, and layouts. You can find If You Met A Yeti... on Amazon, Google Play and the App Store. This book has received that received the 2019 Nautilus Award (Silver Medal), and the 2019 Independent Publisher's Award (Bronze).

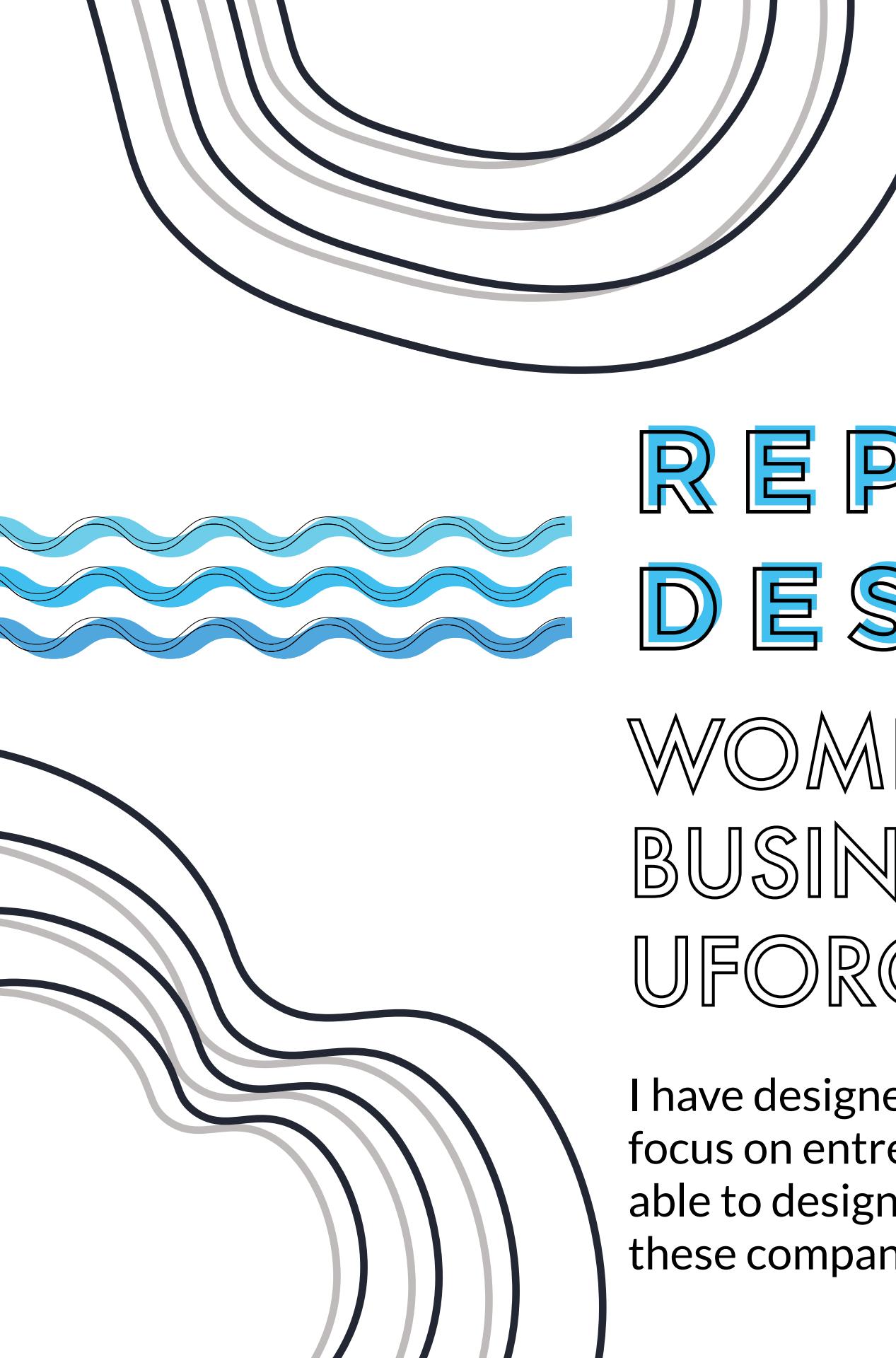
Also mentioned in the [Huffington Post](#), and [CBC.ca](#)



# If You Met A Yeti...

By Amy Leask  
Illustrated by Sheniece Toni Cater





# REPORT DESIGN

## WOMEN IN VIEW BUSINESS IN THE STREETS UFORCHANGE



I have designed reports for not-for-profit organizations that set their focus on entrepreneurship, the arts, and community wellness. I was able to design infographics, icons, charts, graphs and illustrations for these companies to help communicate their data and success.



# WOMEN IN VIEW

Women in View is a not-for-profit organization that sheds light on women's involvement in film and lack of access to opportunities in the Tv/Movie industry.

## Deliverables:

80-page Report  
Custom icons, illustrations, graphs and visual data  
Responsible for 70% of the visual layout design

To see the link to the official On-Screen report.  
please click [here](#).

# UFORCHANGE

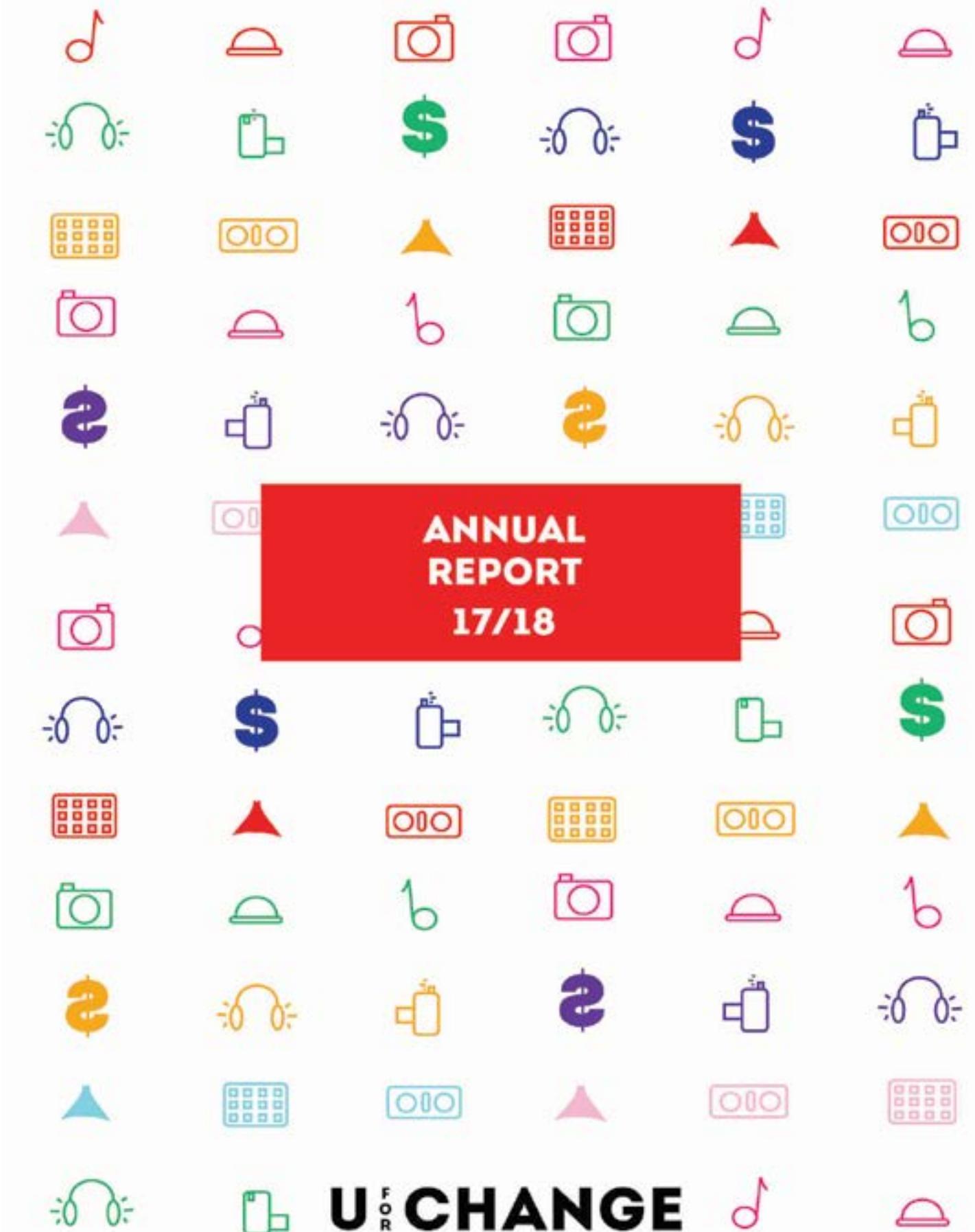
UforChange started in 2009 as a response to the increasing need for youth arts programs in the St. James Town neighbourhood.

Since then, UforChange has been mentoring young people in the pursuit of their artistic passions through a spectrum of arts programs and workshops.

## Deliverables:

- 40-page annual report
- 30 icons
- 10 illustrations
- Print layout

To see the link to the official Annual Report. please click [here](#).

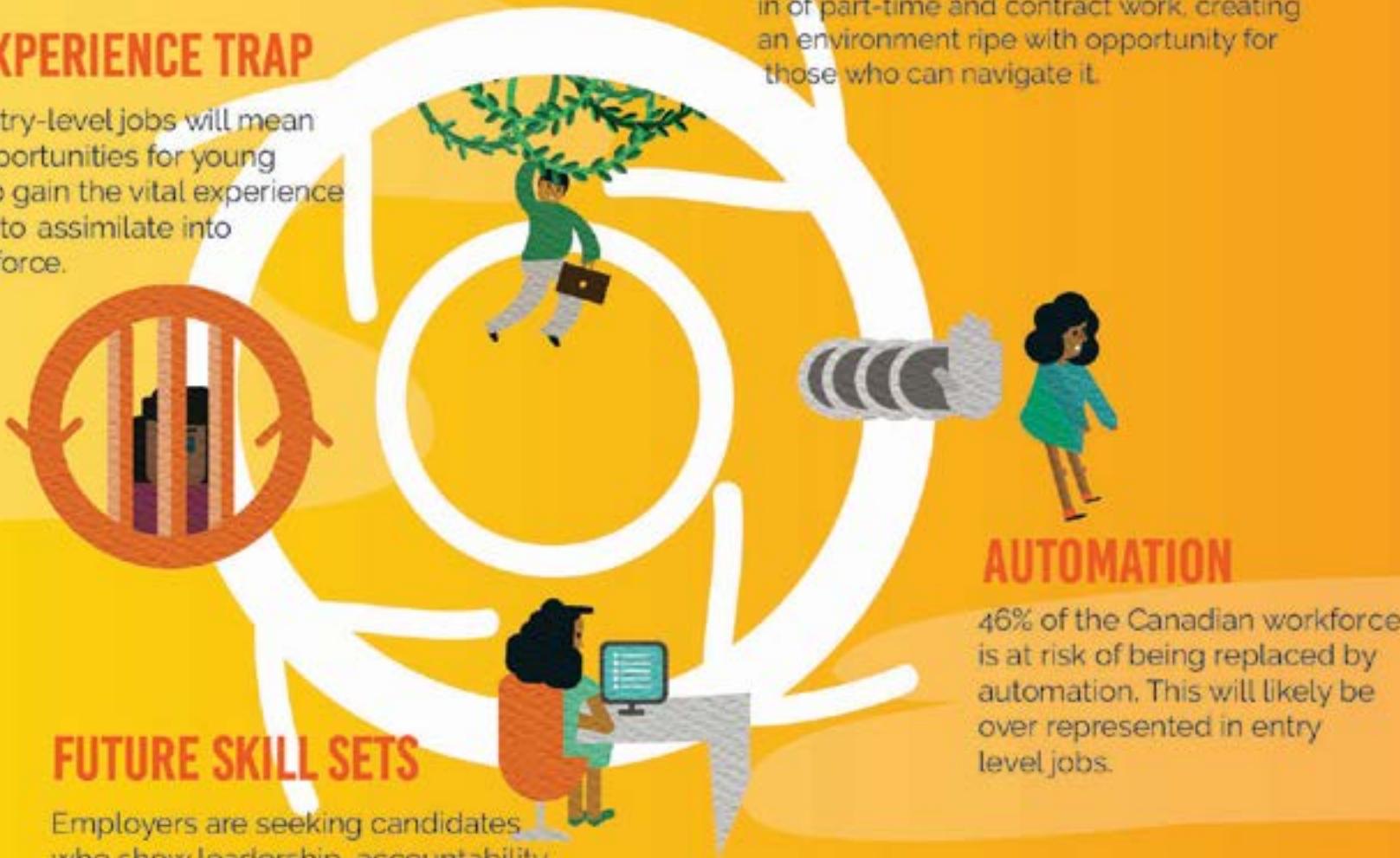


# WHY BITS?

THE STATE OF WORK IN 2017

## THE EXPERIENCE TRAP

Fewer entry-level jobs will mean fewer opportunities for young people to gain the vital experience required to assimilate into the workforce.



## THE GIG ECONOMY

The gig economy represents an ushering in of part-time and contract work, creating an environment ripe with opportunity for those who can navigate it.

## AUTOMATION

46% of the Canadian workforce is at risk of being replaced by automation. This will likely be over represented in entry level jobs.

## FUTURE SKILL SETS

Employers are seeking candidates who show leadership, accountability, persuasiveness, and the ability to set goals and take risks.

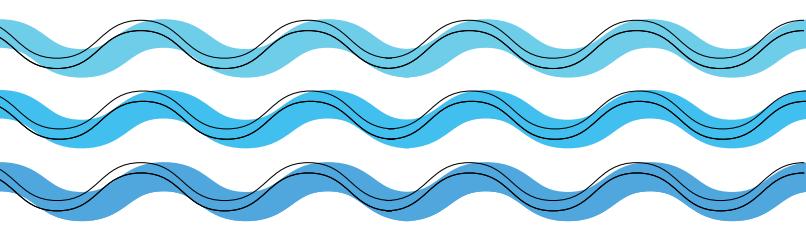
# BUSINESS IN THE STREETS



Business in the Streets (BITS) is a not-for-profit organization providing youth facing barriers access to a top-tier business training, peer mentorship, micro-financing, and ongoing business supports. BITS was created to help young people from disadvantaged, marginalized and underserved communities access quality entrepreneurial programs, mentorship and networking opportunities.

### Deliverables:

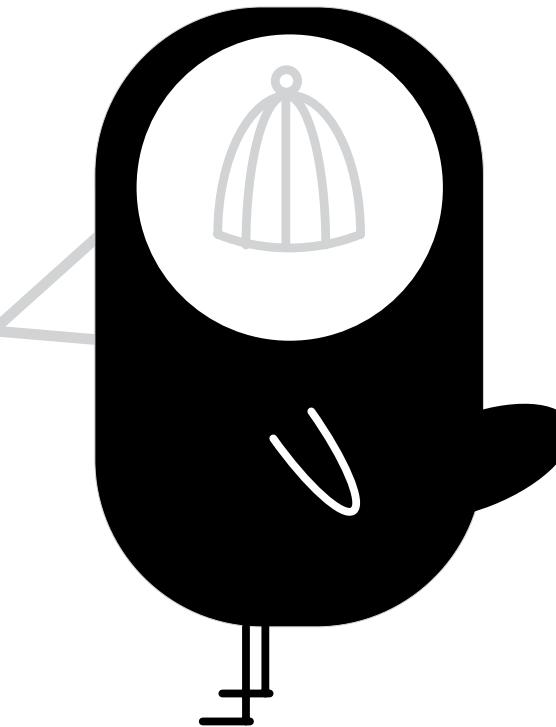
36-page annual report  
Print layout  
Infographic



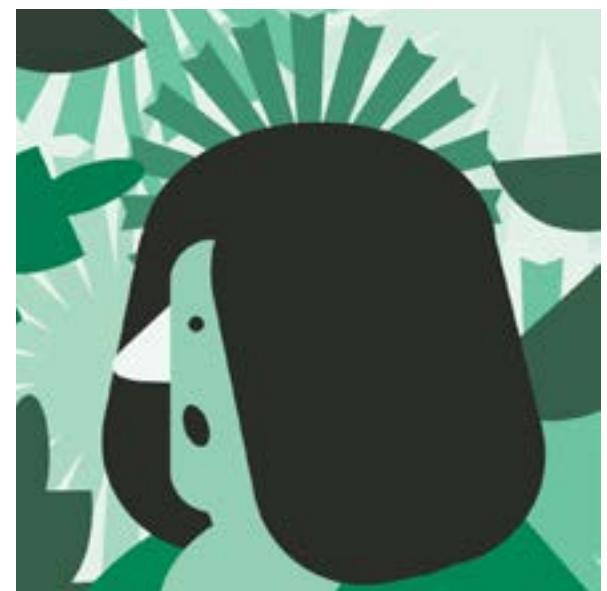
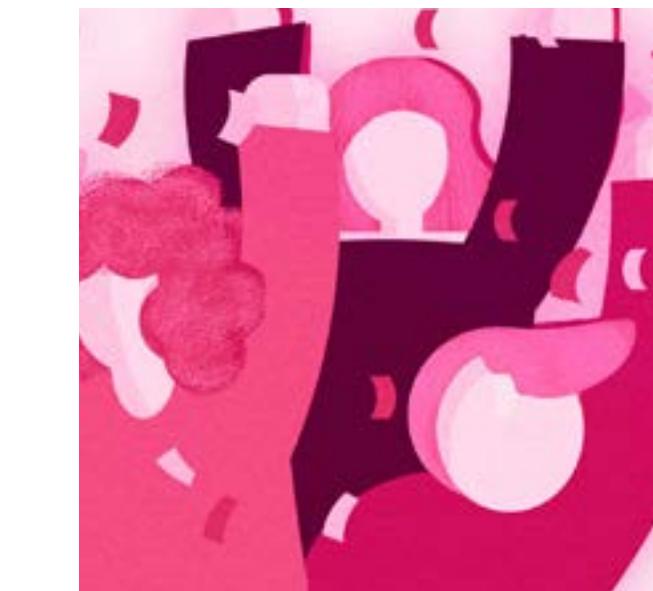
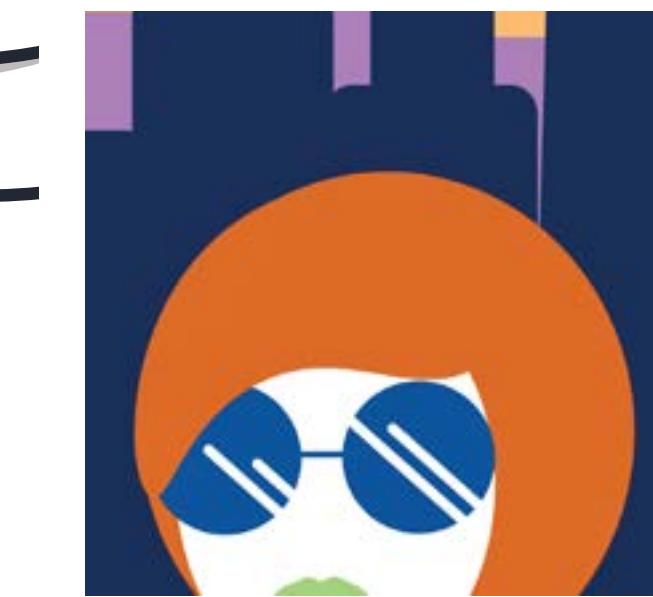
# ILLUSTRATION

Illustration design is incorporated in most of the projects that I've done over the course of 5 years. I went to OCAD university majoring in Illustration, minoring in communication design.

My style has seen great change over the years but I like to stick to an exuberant style of illustrative work.



# VECTOR GRAPHICS





# MIXED MEDIA



# EDITORIAL

I have designed editorial illustrations for personal projects, as well as blog posts written by Enable Education.

## REAL LIFE VS. THE LAB

MARCH 15, 2016

By AmyLeask

Whether it's in secondary school, higher education or professional training, the purpose of the lab has always been to allow learners to go beyond just theory. For many, the promise of a hands-on approach is a big part of the appeal of being in a STEM-related field. But do labs deliver on this? Does the learner's experience in Continue...



[READ MORE](#)

## WHAT DO NEXT-GEN LEARNERS NEED FROM STEM EDUCATION?

OCTOBER 24, 2018

By AmyLeask

Every new batch of learners is a little bit different from the one before. However, given the pace at which new media and technology are changing, 21st century students really stand out in terms of what they need to succeed in school and beyond. Continue Reading

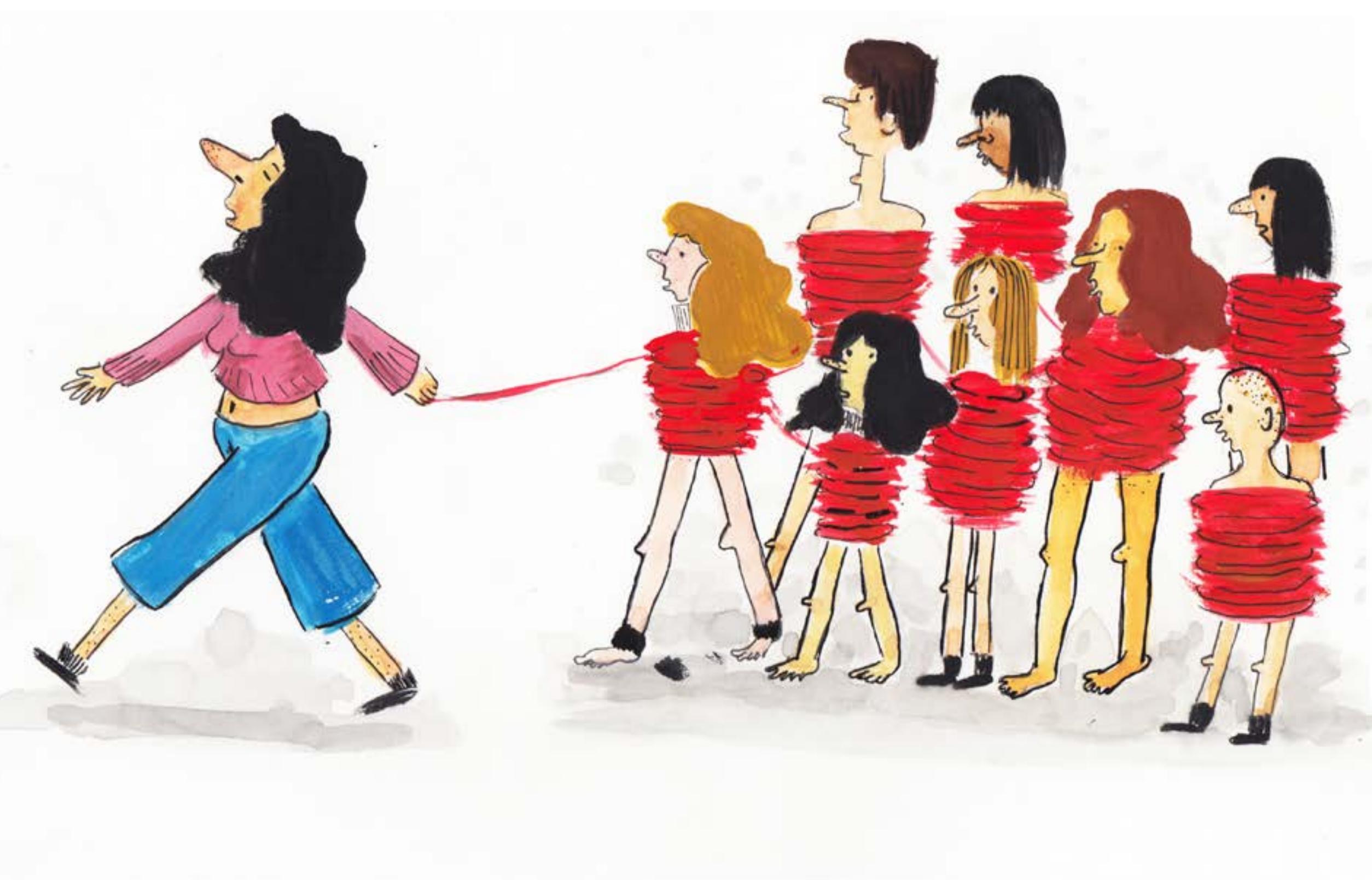


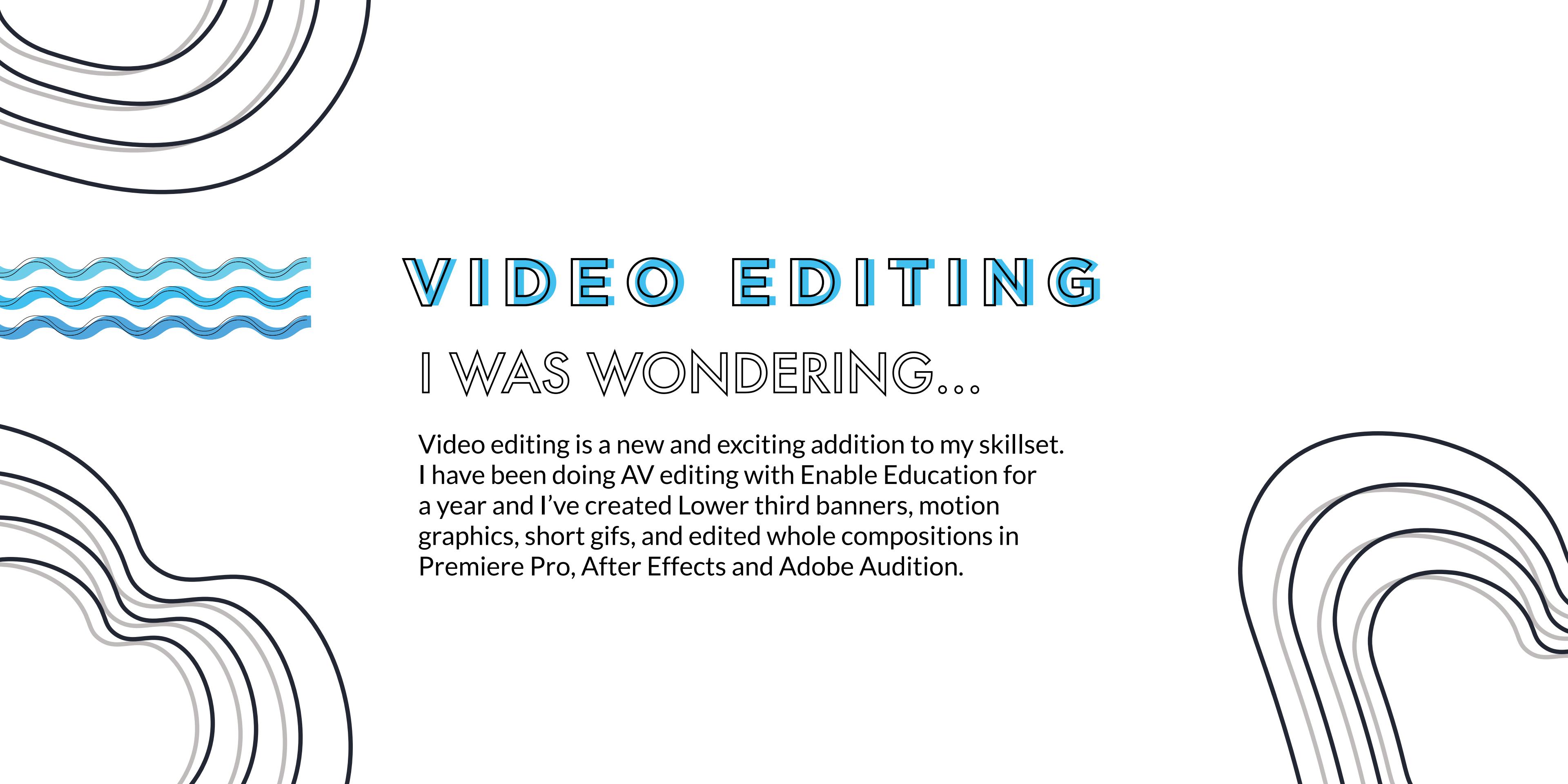
[READ MORE](#)

# CHILDREN'S ILLUSTRATION

Children's illustration was one of my specialties in university.

My thesis was a children's book that educates them on thinking for themselves in a world that bombards children with pressure to conform to social ideals.





# VIDEO EDITING

## I WAS WONDERING...

Video editing is a new and exciting addition to my skillset. I have been doing AV editing with Enable Education for a year and I've created Lower third banners, motion graphics, short gifs, and edited whole compositions in Premiere Pro, After Effects and Adobe Audition.



## I WAS WONDERING...

Red T Media's I Was Wondering... is a Youtube series released in 2019 that asks speakers from a variety of different specialties on philosophical questions.

### **Deliverables:**

AV editing and post production  
Motion graphics creation

To watch I Was Wondering... , please click [here](#).