



**Noah Shafir**

**design  
portfolio**

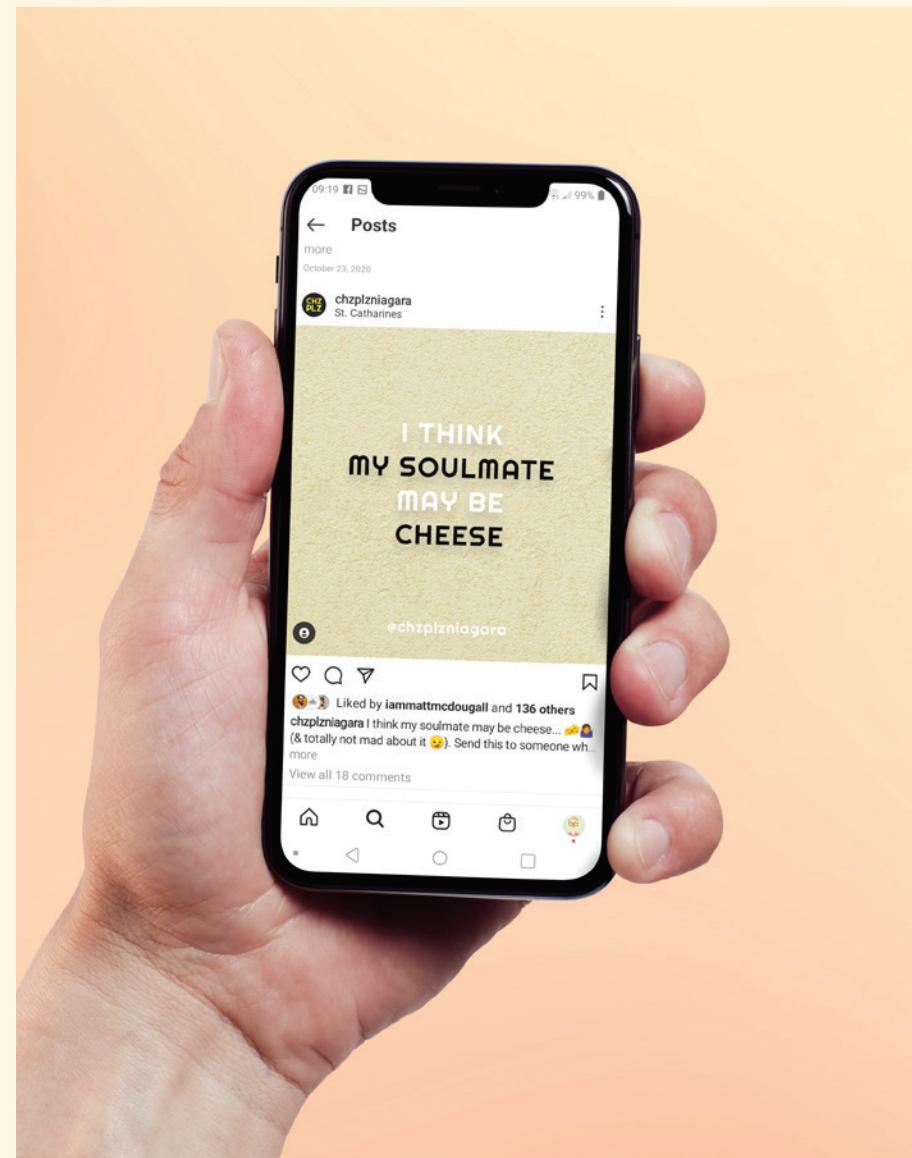
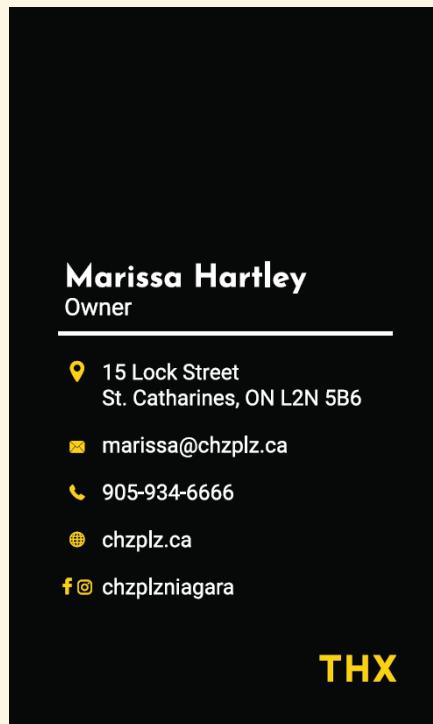


## exterior signage

trent university  
aug 2023  
various sizes

I worked with Trent University to develop exterior signage for their Momentous campaign, aimed at showcasing the exciting and groundbreaking experiences at their campuses. Working within strict brand guidelines, I designed pieces that let the brand speak for itself, emphasizing large text and cutouts for maximum impact.

The resulting ads were produced for billboards and lamppost signs in the city centers of Peterborough and Oshawa.



## rebranding/social media

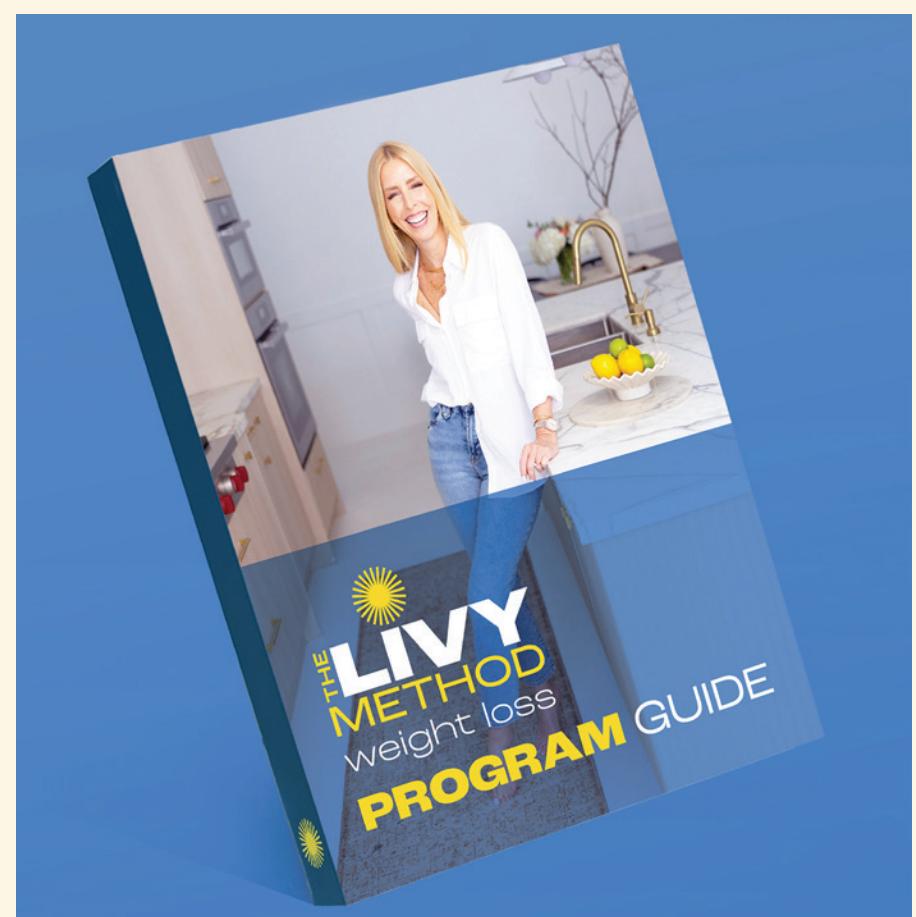
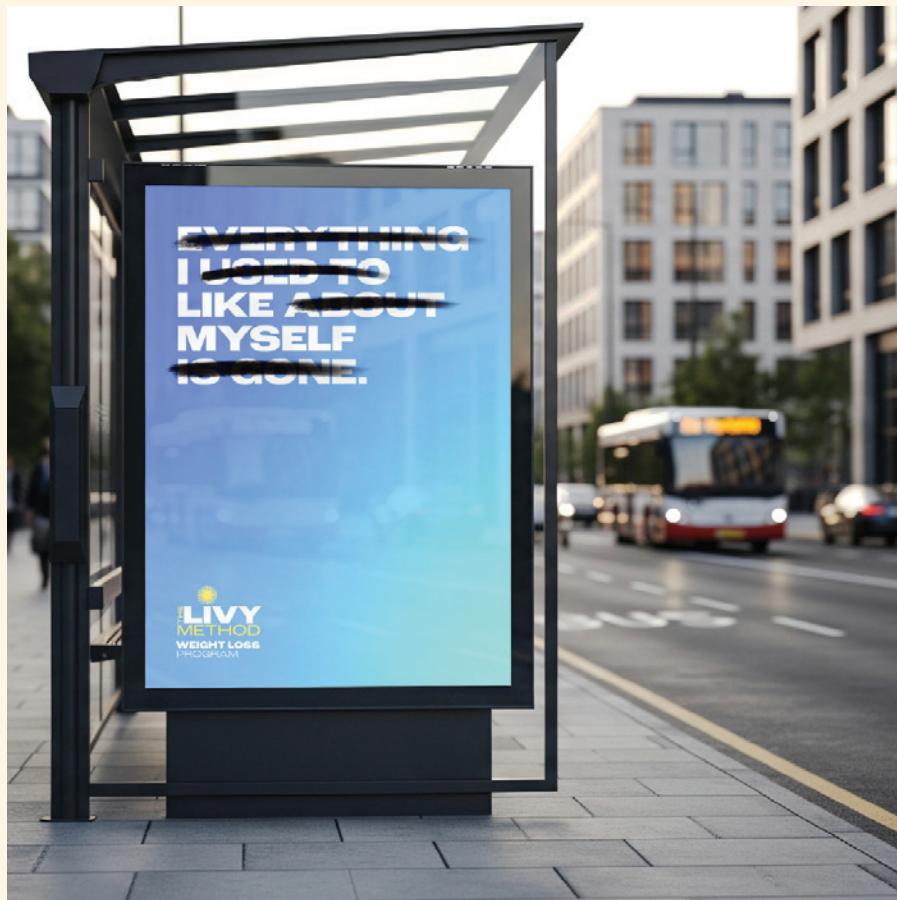
chz plz

dec 2019 - oct 2020

various sizes

As a contractor with Giant Shoe Creative Agency, I helped rebrand the start-up catering company CHZ PLZ. Targeting a "Web 2.0" audience, I used high-contrast black and yellow elements and a bold wordmark to distinguish the brand from traditional catering companies.

Following the rebrand, I also developed social media designs to extend the new visual identity. Various pieces were mocked up, presented, and executed throughout the project, as shown above.

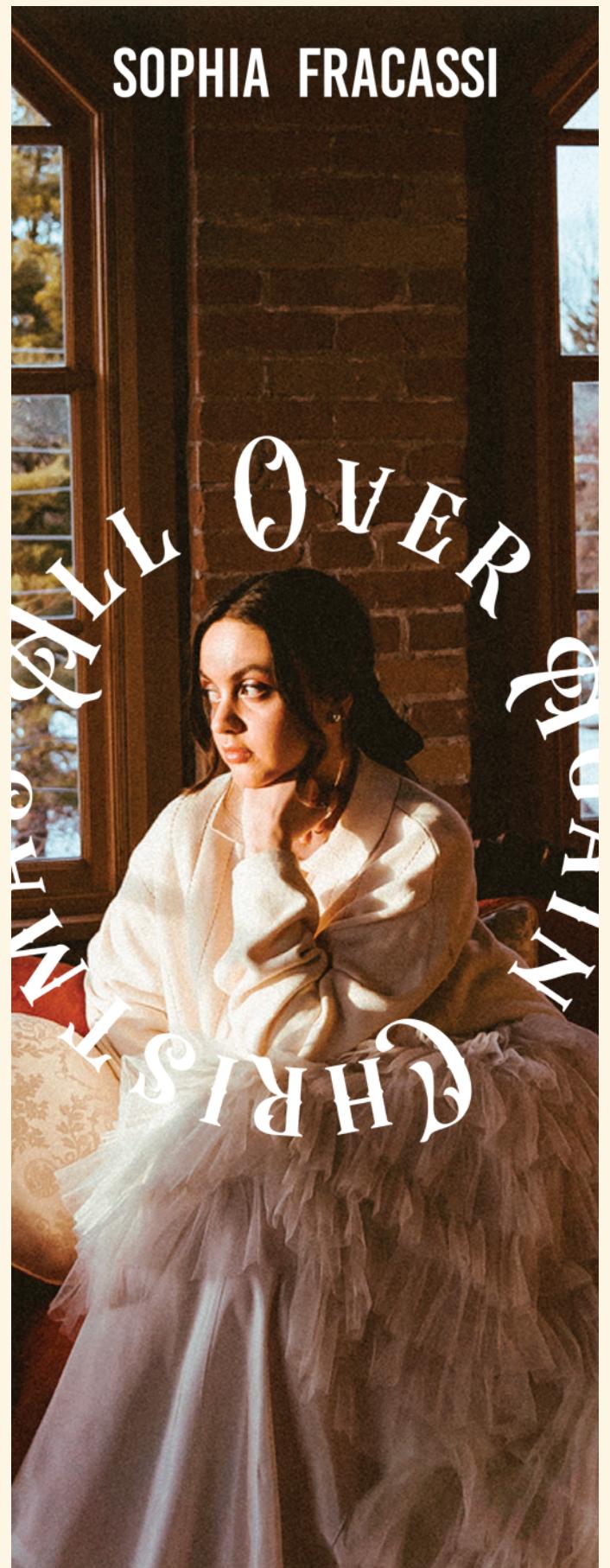
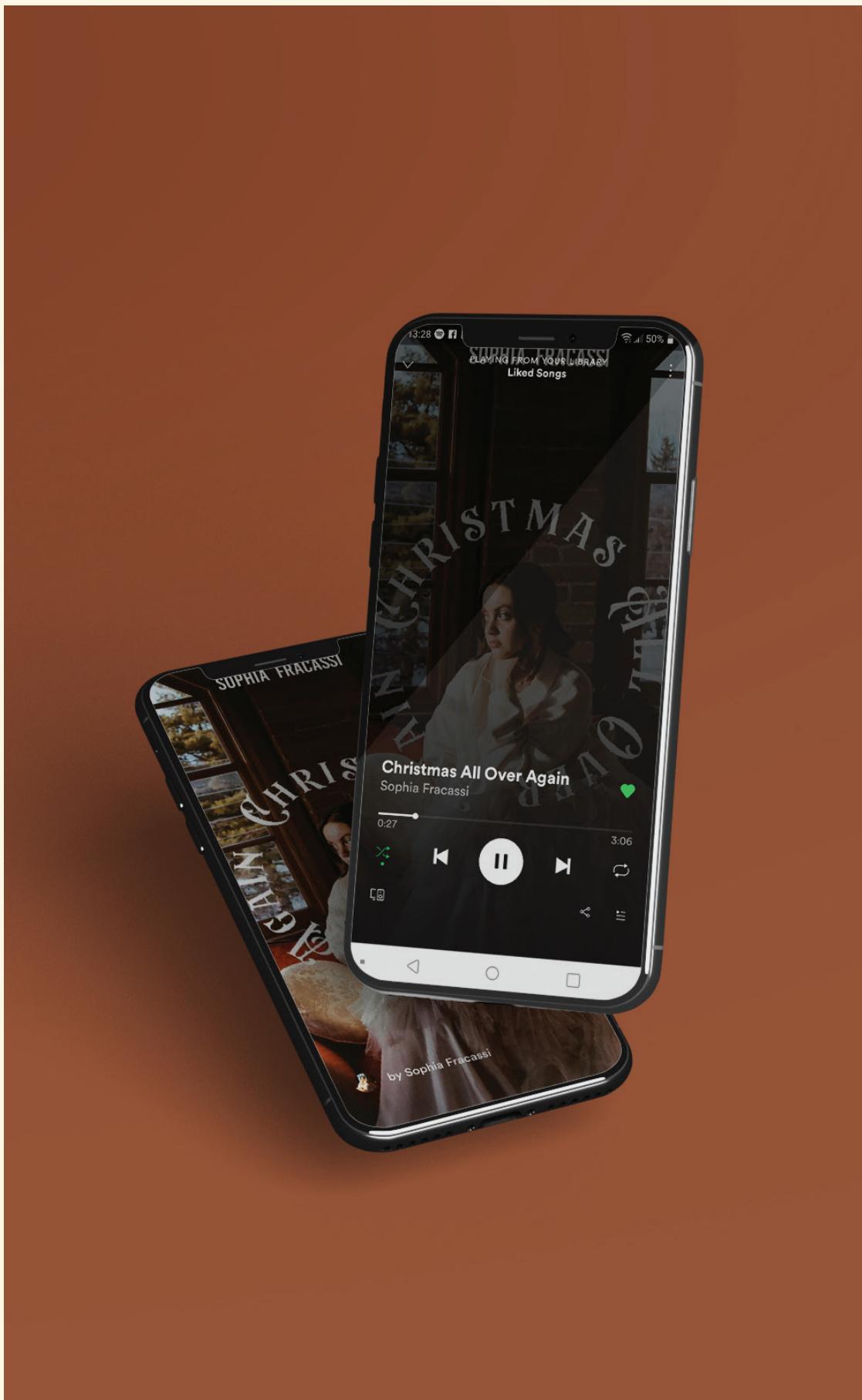


## rebranding/graphic production

weight loss by gina  
apr 2022 - jan 2026  
various sizes

Introduced to this client by another freelancer building a team, I was tasked with preparing Spring/Summer weight-loss materials under tight deadlines. This project led to further opportunities, including a full-time position as the company's sole graphic designer at Weight Loss By Gina.

In this role, I helped shape a cohesive and functional brand, working on merchandise design, digital marketing, website and app design, product redesigns, and more.



## spotify canvas animation

coalition music

oct 2021

1920px x 1080px (7 secs)

Working with Coalition Music, I transformed the existing single artwork for Sophia Fracassi's song "Christmas All Over Again" into a Spotify Canvas animation.

The seven-second loop animates the song title over the imagery, reinforcing the idea of repetition implied by "All Over Again."



## podcast cover

so have you heard of...?

apr 2025

1080px x 1080px

When briefed on this branding, the client requested a unique, retro style reminiscent of a vintage game show. I explored reference examples and developed imagery that connected to the show's title.

I chose to use question marks, designed to subtly resemble an ear, tying into the theme. Each question mark represents a podcast member, with colors chosen to evoke a retro vibe while keeping each distinct.



## ERIC PUNZO ALL IN MY HEAD

### single cover artwork

coalition music

may 2022

12" x 12"

A musician at Coalition Music, Eric Punzo, needed artwork for his new single "All In My Head" and wanted a fresh, impactful visual approach. Collaborating with him and the marketing team, we developed a personal logo and conceptualized the core idea of a "maze of the mind" for the single's artwork.

The maze elements were designed to reflect the complexity and confusion of peering into someone's mind, reminiscent of the folds of the human brain.



- We Serve The Best -



- We Serve The Best -



- We Serve The Best -

## logo and character design

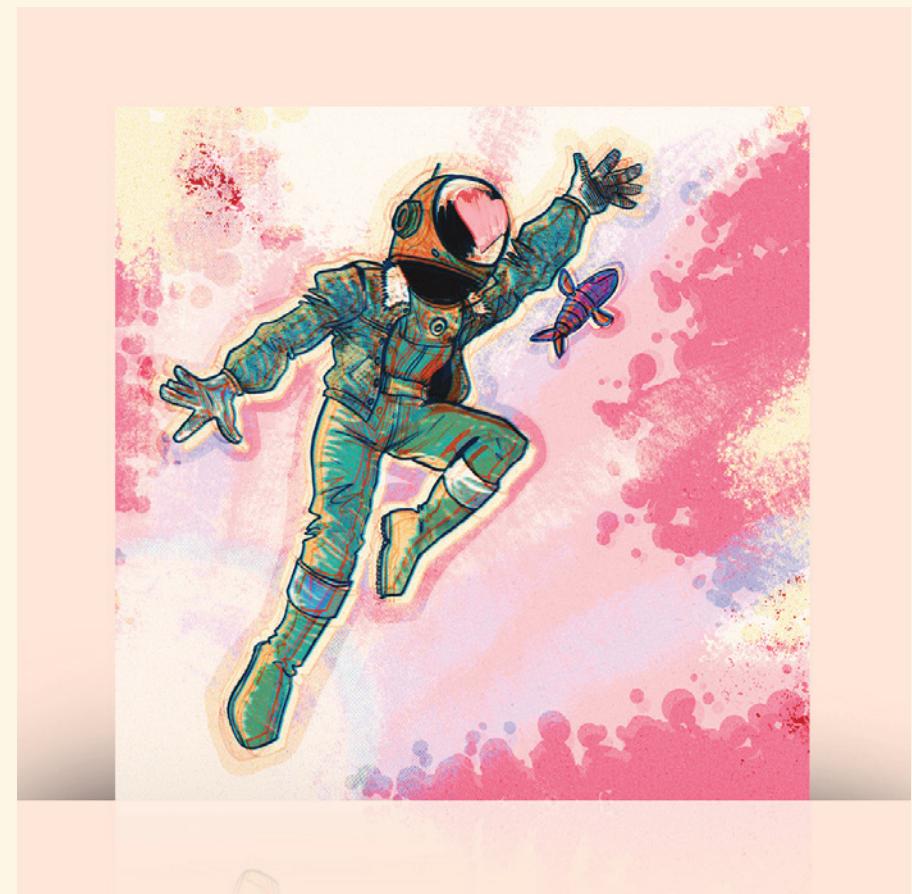
supper time management

jun 2022

1500px x 1500px

Two artist managers from Coalition Music commissioned me to create a retro-style logo for their independent management brand. Drawing inspiration from 1950s character designs, including Hanna-Barbera and Rankin-Bass, I developed unique dog characters based on the managers' own pets.

The final design combined these personalized characters with a 1950s diner aesthetic, creating a logo that was both distinctive and connected to the brand's identity.



## single cover artwork

velvet whale records

jan 2024 - present

4000px x 4000px

Working with independent musician Ryan Gazzola, I serve as the ongoing visual artist for his single releases. Together, we originally developed the astronaut and whale robot characters, and I continue to create unique visual storytelling scenarios for Ryan's singles.

In addition to these static designs, I produce animated companion pieces for Spotify Canvas and Instagram Reels to support marketing efforts.