



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/graphic production

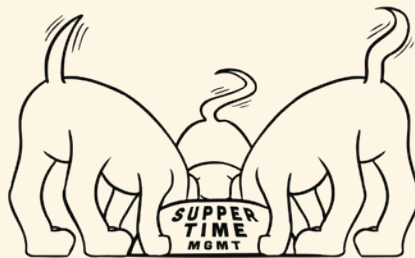
weight loss by gina
apr 2022 - jan 2026
various sizes

Introduced to this client through a freelance collaborator assembling a creative team, I was brought on to develop Spring/Summer weight-loss campaign materials under tight deadlines. The success of that initial project led to a full-time role as the sole graphic designer at Weight Loss By Gina.

In this position, I helped build and maintain a cohesive visual identity across merchandise, digital marketing, website and app design, product packaging, and other brand touchpoints. Managing these initiatives simultaneously allowed me to create a consistent design system that evolved alongside the company’s growth, ensuring a unified brand experience across print, digital, and physical products.



- We Serve The Best -



- We Serve The Best -



- We Serve The Best -

logo and character design

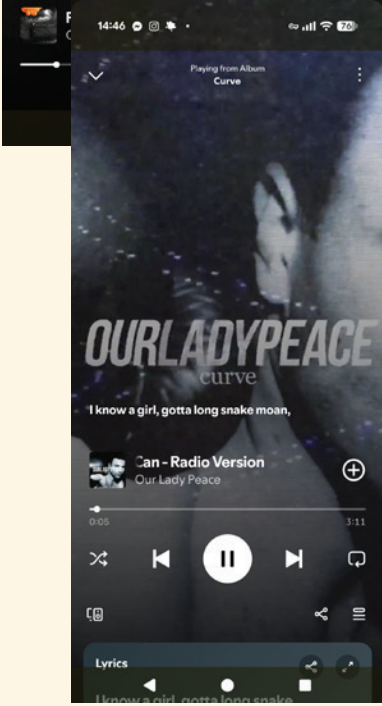
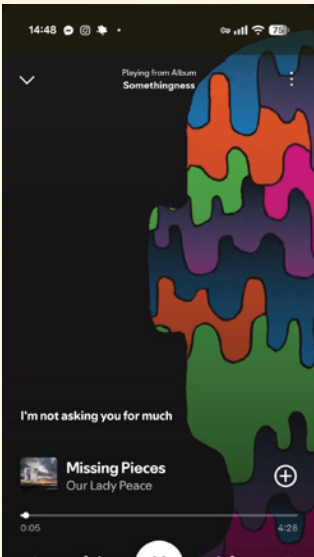
supper time management

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.



spotify canvas animation

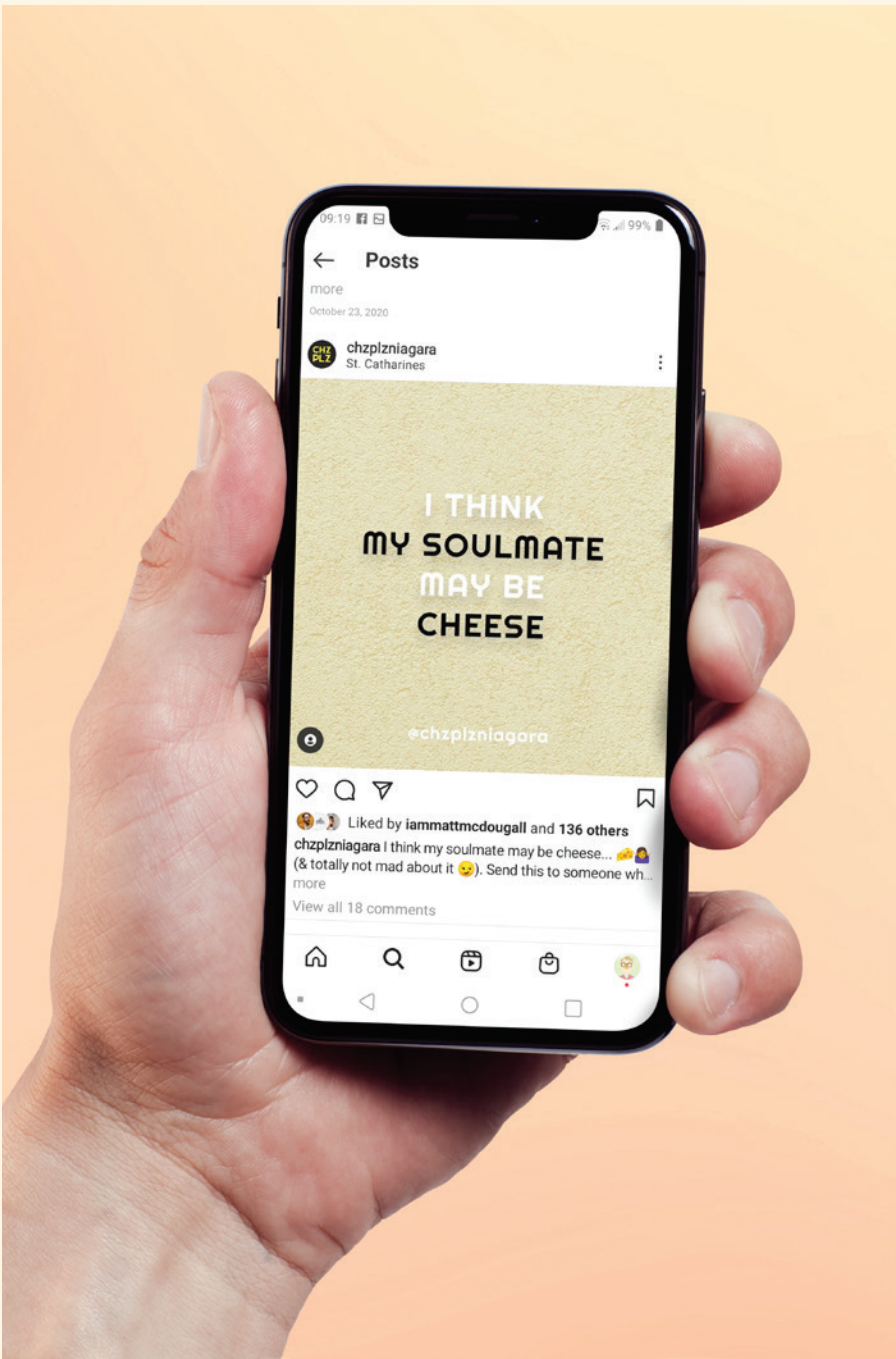
coalition music

2021-2022

1920px x 1080px (7 secs)

Working with Coalition Music, I transformed various existing single and album artworks into 7 second looping Spotify Canvas animations.

This included Sophia Fracassi, with “Christmas All Over Again, where the seven-second loop animates the song title over the imagery, reinforcing the idea of repetition implied by “All Over Again.” As well, I worked on various Our Lady Peace albums, including “Burn Burn”, where the man is blown around in a storm, “Somethingness”, with a face of slime continuously draining, and “Curve”, featuring old TV static to add in a “curve” to the overall look, fitting the aesthetics set out by the original covers, but adding in a level of life and story.



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.



podcast cover

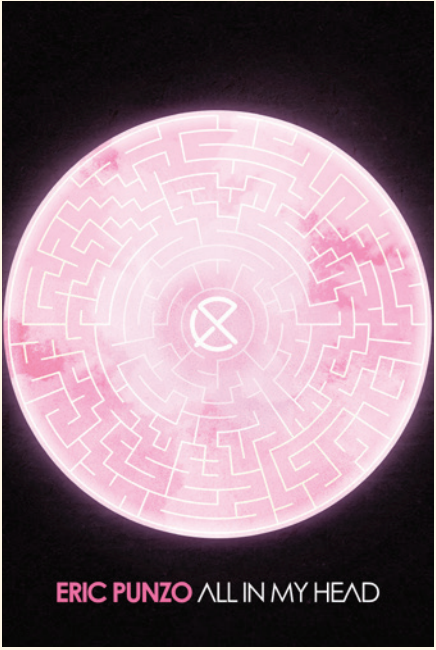
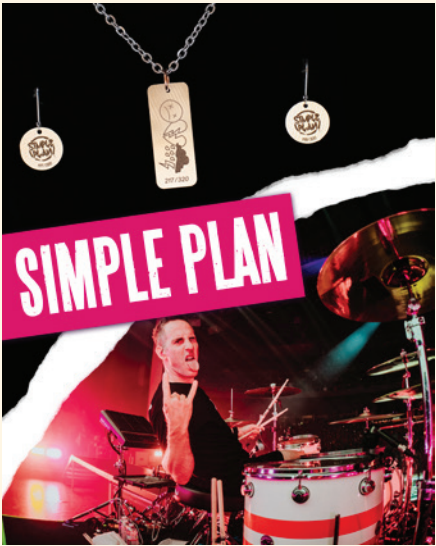
so have you heard of...?

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.



various
coalition music
2021-present
various

At Coalition Music, I design visual experiences for artists including Our Lady Peace, Simple Plan, and Classified, creating work that bridges strategic storytelling with bold creative execution.

Collaborating directly with artists and alongside the sister company Red Music Rising, I've developed culturally informed campaigns, immersive live visuals, single artwork and promotional assets that authentically reflect each artist's identity while strengthening audience connection. My work has been showcased across Canada, supporting performances and campaigns through cohesive, engaging design.



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.