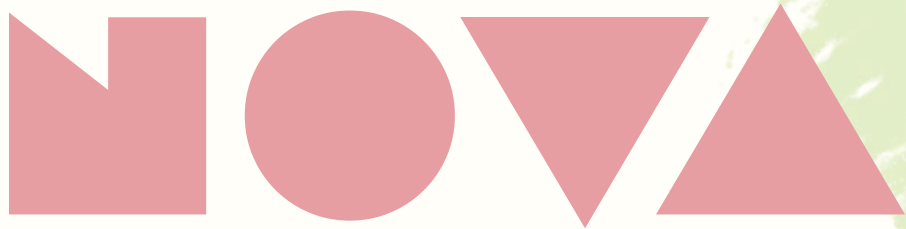


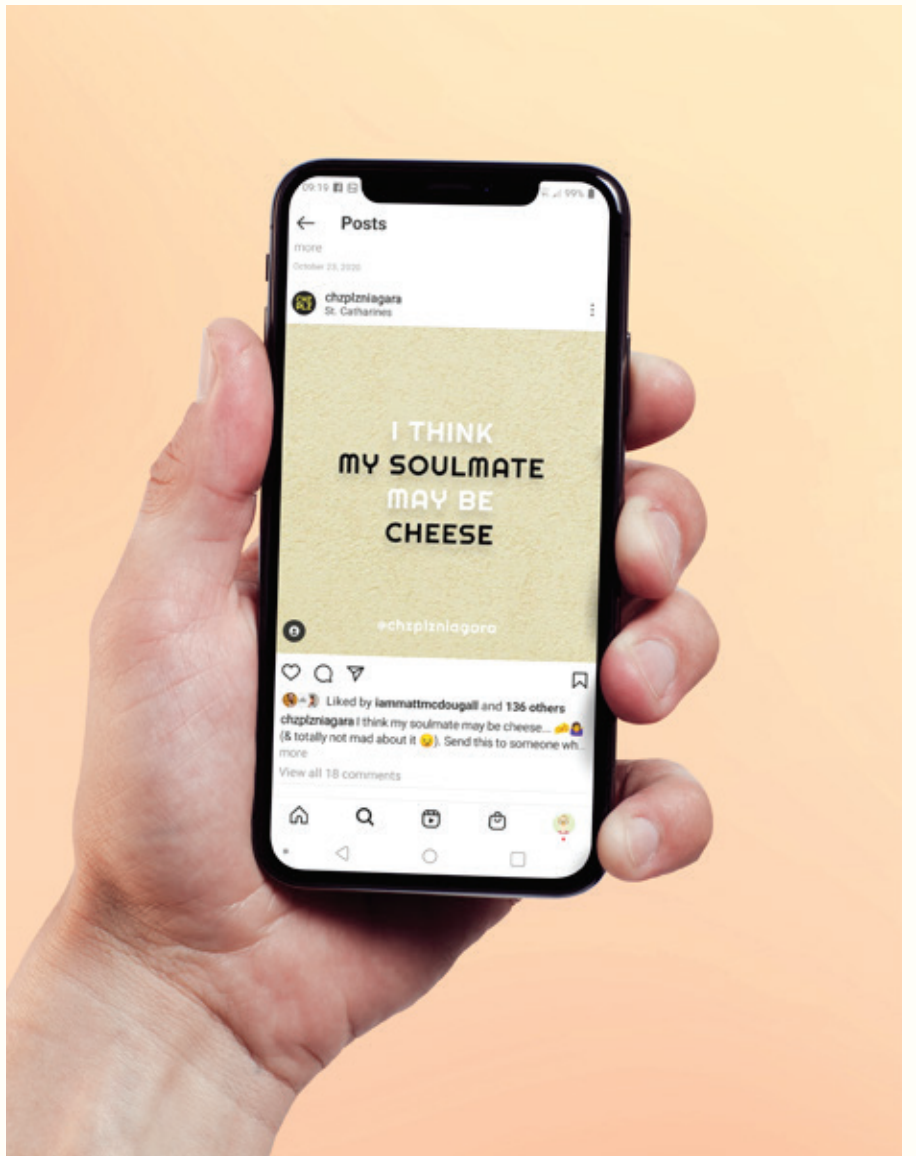
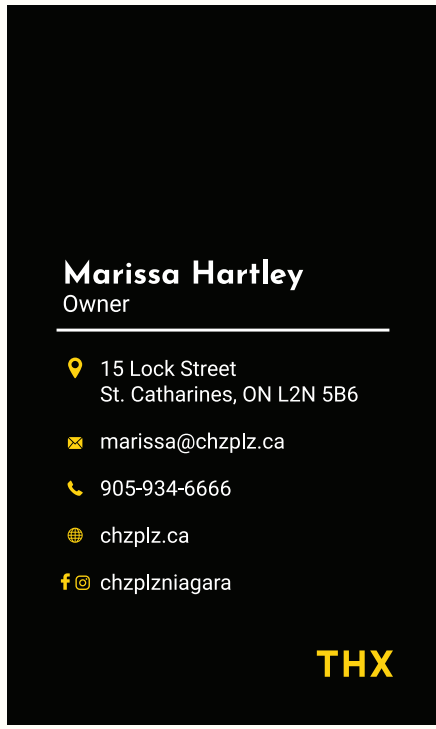
graphic design portfolio

noah shafir



noah shafir

graphic design portfolio



rebranding/social media

chz plz

dec 2019 - oct 2020

various

As a contractor with Giant Shoe Creative Agency, I helped rebrand a small start-up catering company, CHZ PLZ. Their audience is the “Web 2.0” crowd, so the use of strong contrast between the black and the yellow, as well as a very bold wordmark to set them apart from most traditional catering companies. After the rebranding was completed, later work on social media designs were made.

Various pieces were mocked-up, presented and executed during this project, as demonstrated above.



single cover artwork

coalition music (nice horse)

oct 2021

12" x 12"

Working with Coalition Music, I was brought on to complete the artwork for the new single *Trampoline*, as well as create promo material for the release, including an animated social media video. I was provided with the original photo, as well as the Trampoline sign, and the idea of a Vegas night best forgotten, so an old dirty photograph felt like a good way to go. None of the signage existed in the original photo provided, so each element was created for the final imagery.



*rebranding/merchandise design/
thumbnail design*

weight loss by gina livy
apr 2022 - present
various sizes

Introduced and brought on to this client by another freelancer building a team, I was faced with many tasks of varying degrees to have the Spring/ Summer weight loss materials ready on time, including creating a new design language for thumbnail set-ups while fitting the existing brand guidelines, and general new brand designs to go along with it, including social media posts, merchandise design, and more.



rebranding/packaging design

70 below freeze-dried snacks

dec 2019

various

Leaning into the survivalist audience in the logo design, creating the shape of a mountain and a sun behind. The shapes chosen harken to the shapes of the name, creating a stylized “70”.

The packaging, utilizing a difference in colour and icon to demonstrate the different varieties available. The elements were also given a cooler colour and quality to tie into the idea of “freeze”.



single cover artwork

coalition music (eric punzo)

may 2022

12" x 12"

Another artist at Coalition Music, Eric Punzo, was in need of artwork for his new single, *All In My Head*, and was hoping for something new and different to help him create more of an impact with his work. With the marketing team and him, we created a logo to call his own, as well as come up with the core idea for the maze of a mind that became this single artwork. The maze elements are used to showcase the confusion that can be looking into someone's mind, while being reminiscent of folds in the human brain.

YOUR
PARANORMAL
STORIES

YOUR
PARANORMAL
STORIES

YPS

YPS

podcast show branding

big coat media

apr 2021

12" x 12"

I was given the chance to do work for Big Coat Media to set up branding for a new podcast show they are working on.

The idea going into this, with what the show is hoping to be, was to not be outright "terrifying", but to deliver a more mysterious and intriguing tone to it. The show hopes to invite people who have found comfort or calmness from their experiences. The blurred figure of the icon can indicate a humanoid figure, or a candle's flame, with that mystery being a core concept of the show.



spotify canvas animation

coalition music (sophia fracassi)

oct 2021

1920px x 1080px (7 secs)

Working with Coalition Music, using the existing single artwork created for the Sophia Fracassi, "Christmas All Over Again", I created a Spotify Canvas animation for the release. A 7 second loop that plays as you have the Spotify page open while listening to the song, it has the "Christmas All Over Again" text rotate over the imagery, the cyclical nature referencing the idea of All Over Again.



supreme coffee

photography

jun 2021

12" x 12"

Working with Brent Kore, a Toronto-based photographer, with his photo concept, I was given the initial photograph, with the ask of cleaning it up and adding in the actual coffee pouring.

Giving it a kind of kinetic energy, the splash was added to give the image a more impactful appearance, it calls the attention, as you follow the coffee stream down.