

PORTFOLIO



Client: Fruit 66

Role: Project Leader, Designer, Production

Skis: Problem Solving, Creative Thinking, Time Management, Social Media Campaign Design, Logo Design, Illustrator, Photoshop, HTML



Project: Online Contest

Within BTI, I have led an interactive advertising campaign promoting Fruit 66 commitment to the community. The concept was built around the 'Pay It Forward' approach which made this ad blitz quite successful. The objective was to engage the consumer by accepting contest entries proposing 'a good cause' for a chance to win Fruit 66 products that were to be sold to raise funds for the winning cause.

I have been directly involved in every stage of the design process from concept, logo design, HTML coding and Facebook campaign page.