

PORTFOLIO



Client: Whirlpool Canada

Role: Project Leader, Designer, Production

Skills: Problem Solving, Creative Thinking, Time Management, Brochure Design, Floor Stand Design, Photoshop, InDesign



Project: Brochure Design

During my experience with BTI, I have been approached to develop promotional materials to broaden the retail list for the Amana brand. The objective was to design a high impact, 3-fold brochure communicating the brand history and market positioning.

I have been directly involved in every stage of the design process from strategy to concept, design process and production.