



Sandy Nickel graphic design portfolio (2021)

Print Media | Packaging Design | Digital Media | Branding | Vector Illustration |
Motion Graphics | Product Photography | Photo Composition |
Photo Retouching | Real Estate Photography | Videography

Some programs I use include:





S A N D Y N I C K E L

PORTFOLIO

sandy@nickelgraphics.com
www.sandynickel.com

For a motion presentation of my portfolio,
please click here for my Youtube playlist:

[Motion Presentation](#)

For my online portfolio, please click here:

www.behance.com/snickel

W E L C O M E

Hi,

I am Sandy Nickel and I am a Graphic Designer with over 5+ years of experience including:

- print design
- packaging design
- digital design
- web design (Wordpress)
- video editing
- product photography
- real estate photography
- photo retouching

After career backgrounds in telecommunications, project management and sales, I decided to pursue a lifelong dream and move into a creative career.

I have never looked back and wish I had made the move much earlier. However, the previous careers provide complementary skills to my graphic design including experience in being able to manage multiple priorities; meeting deadlines and budgets; with excellent leadership, communication and people skills.

I graduated in 2015 with a Graphic Design College Diploma from CDI College, Calgary, AB with Honours earning an overall 99% grade average.

I enjoy continually upgrading my creative skills and keeping on top of current trends.

Warm Regards,



Sandy Nickel





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Animation / Motion Graphics

1

The following banners I created for my portfolio.

Video Link

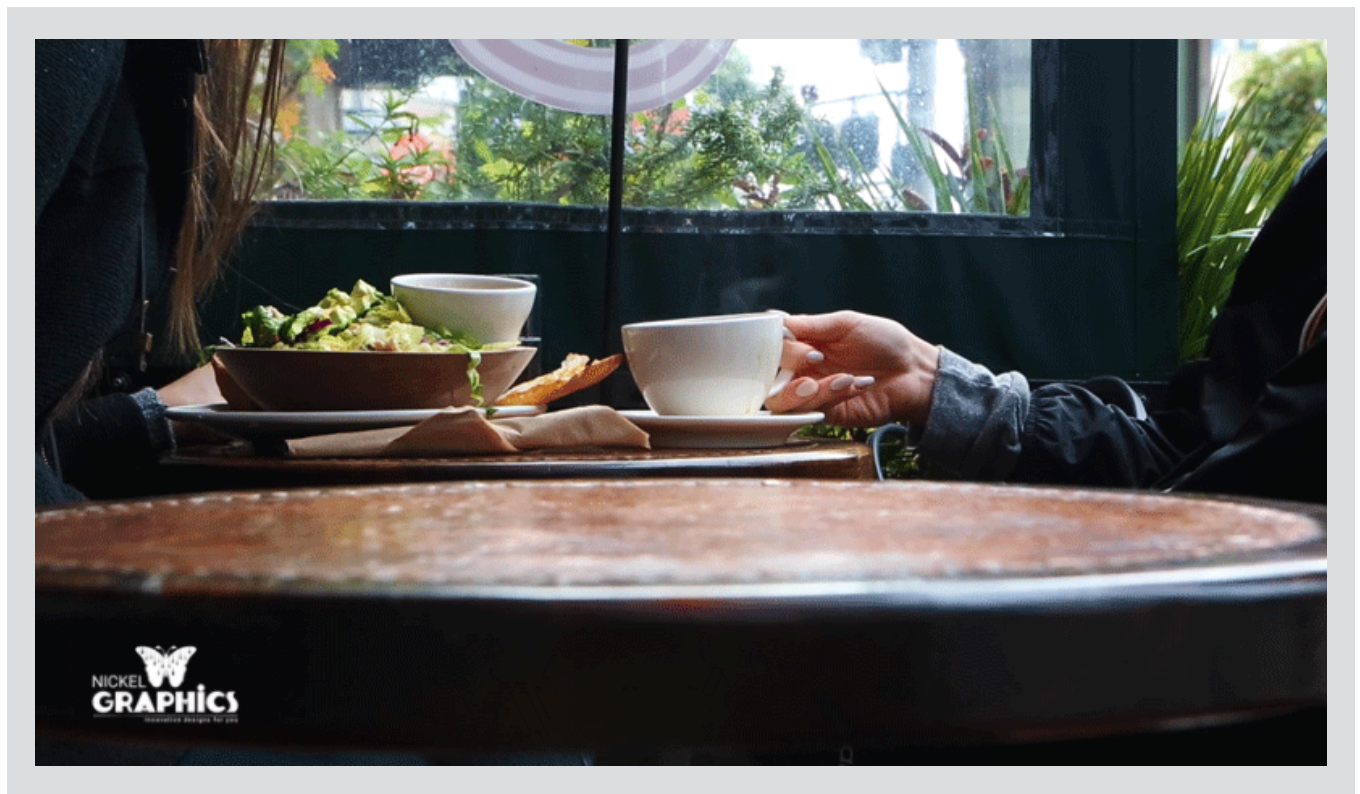


2

Glitch GIF (Converted to MP4 as GIF not supported in PDF format)

Made For : Portfolio
Year : 2020
Software : Photoshop
Concept : Produced a 'glitch' effect using the frame timeline in Photoshop.

This GIF was created in a frame by frame approach.



Video Link

Cinemagraph GIF

[Converted to MP4 as GIF not supported in PDF format]

Made For : Coffee
Year : 2020
Software : ,Photoshop
Concept : Created using the Photoshop video timeline

This GIF used a background video masked and synchronized with movement.

Banners - Print/Online

4

The following banners in digital and print format demonstrate the variety of designs I created for multiple clients.



Ebay Ad

Made For : Gyrobot
Year : 2016
Software : Adobe Illustrator

This was an ad I designed for Gyrobot advertising their hoverboards on ebay. The Social Media Manager advised me that ebay had commented to him on how professional this advertisement was in their estimation.



Website Banner

Made For : Speed Demon Lights
Year : 2016
Software : Adobe Illustrator

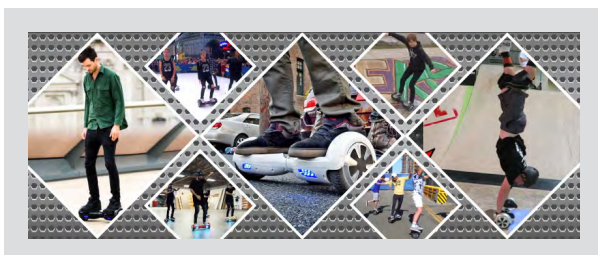
This was a banner advertisement I created for Speed Demon's website.



Email Marketing Ad

Made For : Speed Demon Lights
Year : 2017
Software : Adobe Illustrator

This was an advertisement I designed that was used in an email marketing campaign for their retail partners.



Facebook Cover

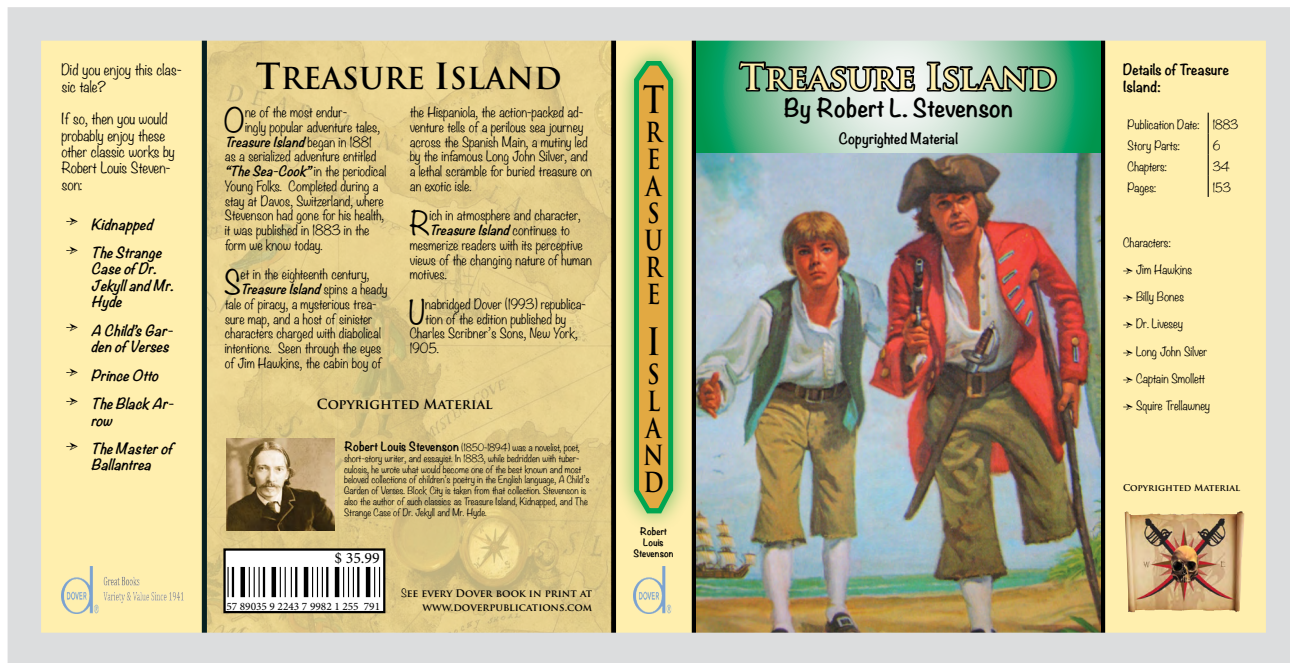
Made For : Gyrobot
Year : 2017
Software : Adobe Illustrator

This was another Facebook cover I designed.

Book Covers

6

The following are samples of book covers I designed for school projects and a client using Indesign and Photoshop.



Book Cover - Treasure Island

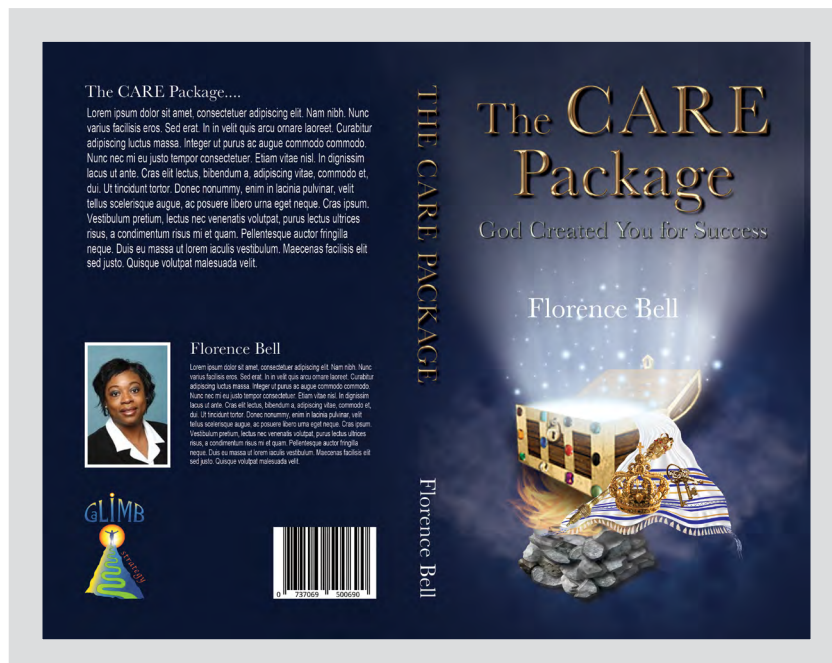
Made For : School Project
 Year : 2014
 Software : Indesign
 Concept : Design a book cover based on a real book but use elements other than the real book.

Book Cover - The Care Package

Made For : A Climb Strategy
 Year : 2015
 Software : Photoshop
 Concept : Design the cover to visually portray the core message of the book.

This was a school project to demonstrate our skills using Indesign.

This was a book design for a client starting her speaking and coaching business.



Brochures

8

The following are samples of brochures I designed for multiple clients.

BOAT ACCESSORIES

DESCRIPTION	PART #
Transom Wheels	20-20002
Bow Tent	20-20003
Replacement Oars	20-20004
Boat Cover	20-20005
Replacement Valves	20-20008
Pressure Gauge	20-20011

Here at Kodiak Boats, we are proudly Canadian! As Canadians, we pride ourselves in providing the highest quality products at the lowest possible price while still maintaining excellent customer service. All of our boats and accessories are manufactured using the most up to date technology and the highest quality products.

BOATS & ACCESSORIES

Manufacturer Warranty

Our boats and accessories are covered with the following: 5 year Material Warranty; 3 year Seam Warranty; and 1 year Warranty on all accessories.

Available at

BOATS

SPORTSMAN 9' DINGY IN A DUFFLE

20-10001

- Max Weight: 1,000 lbs
- Max People: 5
- Max HP: 10

SPORTSMAN 10' INFLATABLE BOAT

20-10002

- Max Weight: 1,200 lbs
- Max People: 5
- Max HP: 15

SPORTSMAN 11' INFLATABLE BOAT

20-10004

- Max Weight: 1,300 lbs
- Max People: 6
- Max HP: 15

SPORTSMAN 12' INFLATABLE BOAT

20-10006

- Max Weight: 1,500 lbs
- Max People: 8
- Max HP: 20

BOATS

SPORTSMAN 7' FISHING BOAT

20-10009

- Max Weight: 1,050 lbs
- Max People: 3
- Max HP: 10

ADVENTURE 12' INFLATABLE BOAT

20-10007

- Max Weight: 2,717 lbs
- Max People: 7
- Max HP: 20

ADVENTURE 14' INFLATABLE BOAT

20-10008

- Max Weight: 2,514 lbs
- Max People: 10
- Max HP: 40

TRAILER

3 WAY FOLDING FLAT DECK BOAT/UTILITY TRAILER

99-1103

- Rated for 1300 lbs
- 48" x 96" Deck with rolling brackets
- Folds for Easy Storage
- Easily adaptable to tow your equipment, motorcycle, boat, ATV and much more!

TRAILER ACCESSORIES

DESCRIPTION	PART #
12" Spare Tire	99-1136
Motorcycle Rails	99-1137

KodiakBoats.com 1-800-706-8209 KodiakBoats.com

Brochure

Made For : Kodiak Boats
 Year : 2017
 Software : Illustrator, Photoshop
 Concept : Show the complete product line with a water action theme.

This brochure design needed to incorporate a 'water' look to it. The image on the front was from one of their clients using their product.

BMX MINI BIKE



At Kobe Toy Company we believe in the value of play and the undeniable benefits it provides to our youth.

We provide affordable, safe, and innovative toys for active play.

Our wide array of toys are well built, well priced and backed by the best service and warranty in the business. We guarantee your kids will love their toys, and you'll love the price.

DRIFT TRIKE





KOBE TOY COMPANY



MONEY BACK GUARANTEE

Returns are easy with our no hassle, 30-day money back guarantee. Our industry leading warranty periods mean that your kids can count on many years of enjoyment.

Proudly Distributed by



SELF-BALANCING HOVERBOARDS 700 Watt




Tire Size:	6.5"
MAX Speed:	Approx. 13 km/h
Range:	Up to 25 km
Riding Angle:	10° - 15°
Motor Size:	700 Watt
Battery:	UL Certified 4.4 AmH Lithium Ion
Rider Max Weight:	220 lbs.
Rider Min Weight:	44 lbs.
Charge Time:	Approx. 2-3 hours
Unit Weight:	22 lbs.
Size: (L x W x H)	24" x 9.65" x 6.5"


kobetoys.ca
1-800-706-8209
kobetoys.ca

BALANCE BIKES

WOODEN BALANCE BIKE




STEEL BALANCE BIKE

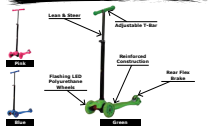


SCOOTERS

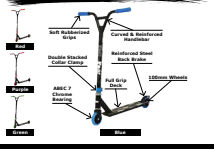
DIRT SCOOTER



JUNIOR PRO SCOOTER

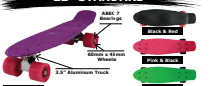


EDGE SCOOTER

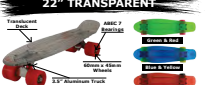


PENNY BOARDS


22" STANDARD




22" TRANSPARENT




22" ECONOMY




27" STANDARD



LONGBOARDS



UNICYCLES

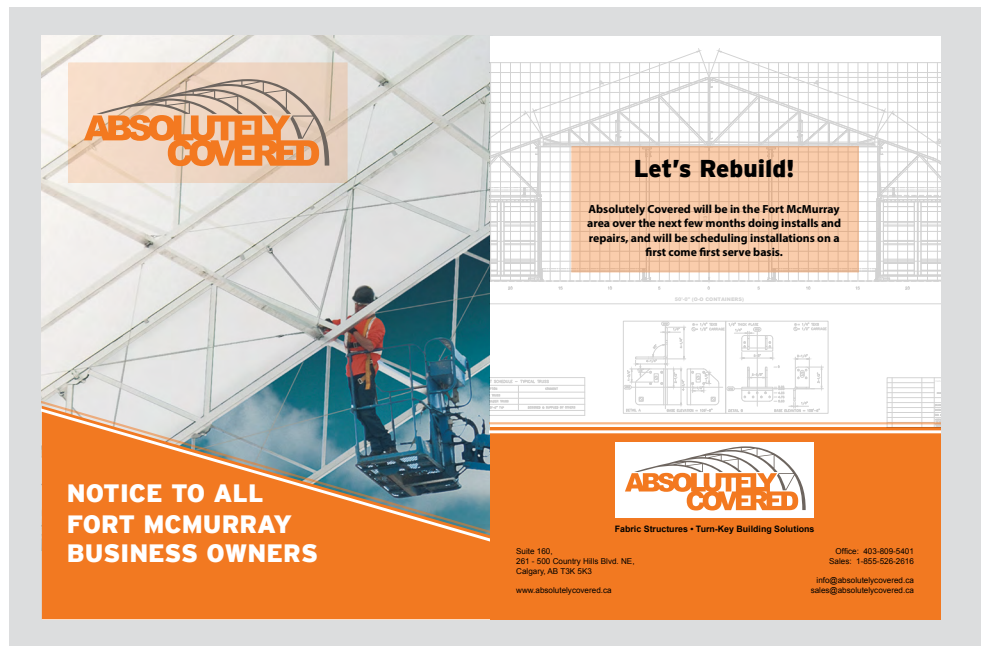


kobetoys.ca
1-800-706-8209
kobetoys.ca
1-800-706-8209

Brochure

Made For : Kobe Toy Company
 Year : 2017
 Software : Indesign, Illustrator, Photoshop
 Concept : Show the total product line yet keep visually appealing to children ages 4+ with white space.

This brochure design needed to include all of their product line which ended up in a quad-fold brochure.



ABSOLUTELY COVERED

Let's Rebuild!

Absolutely Covered will be in the Fort McMurray area over the next few months doing installs and repairs, and will be scheduling installations on a first come first serve basis.

NOTICE TO ALL FORT MCMURRAY BUSINESS OWNERS

ABSOLUTELY COVERED
Fabric Structures • Turn-Key Building Solutions

Suite 160,
281 - 500 Country Hills Blvd. NE,
Calgary AB T3K 5K3
www.absolutelycovered.ca

Office: 403-809-5401
Sales: 1-855-526-2616
info@absolutelycovered.ca
sales@absolutelycovered.ca



ABSOLUTELY COVERED'S BUSINESS BUILDING PACKAGE
for
Fort McMurray Fire-Impacted Businesses

As a service to our customers in the Fort McMurray area, Absolutely Covered is offering a Business Building Package to all Fort McMurray business owners who may have lost their building or business in the recent fires.

This package will allow any business to be up and operating within a few weeks and is completely portable.

We are offering Outright purchase, Lease, or Leases to purchase to any Fort McMurray business that has a local Fort McMurray postal code.

The complete package includes:

1	50' x 80'	Fabric Covered (galvanized) insulated, heated and finished building on sea containers
1	8' x 20'	Heated, insulated and finished Office module
1	8' x 20'	Insulated heated and finished washroom module (male/female combination)
2	8' x 20'	Storage Sea Containers
2	8' x 40'	Storage Containers
*** Shipped to site and installed ***		
TOTAL PACKAGE PRICE = \$141,000 (Fort McMurray address only)		

Other options available on request. Absolutely Covered has a number of different sizes and shapes of buildings to suit whatever requirements you may have.

Brochure

Made For : Absolutely Covered
 Year : 2016
 Software : Illustrator
 Concept : Send a clear message about their rebuilding offer and the product models clearly displayed.

This brochure design was created to help in rebuilding after the Fort McMurray fire.

Business Cards

13

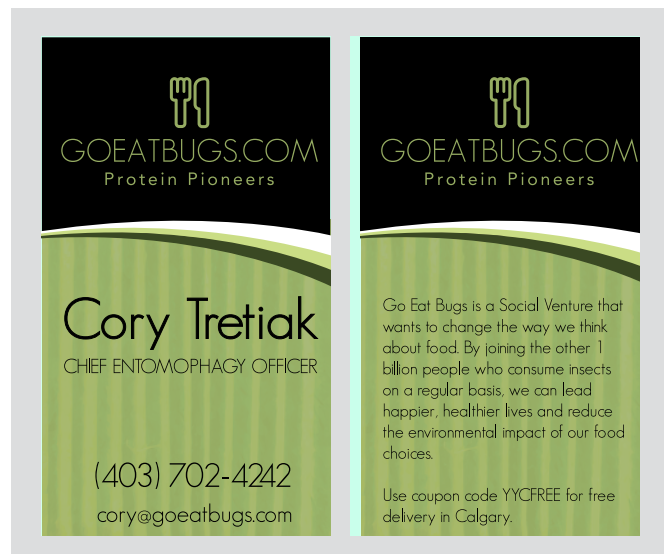
The following are samples of Business Cards I designed for multiple clients.



1



2



3

Business Cards

Made For : Multiple Clients
Year : 2017-2018
Software : Indesign

1. **ABSOLUTELY COVERED** This card design incorporated a 3D effect to represent the multi-dimensional aspect of a building.
2. **GOEATBUGS.COM** This card design incorporated an organic look with the subtle abstract grass background to provide an asthetic and palatable appeal to the product line.
3. **SPEED DEMON LIGHTS** This card design incorporated a bold look with solid clean leans to represent the branding of the company

Catalogs

15

The following are pages samples of two catalogs I designed for my client Adventure Warehouse for two of their subsidiary companies.



Catalog - RETAIL - 42 pages

Made For : Speed Demon Lights
 Year : 2017-2018
 Software : Indesign, Illustrator, Photoshop
 Concept : To give an action-packed them with visuals of products and installed in real-life applications.

This catalog was the first catalog produced for Speed Demon Lights and was a key marketing tool for their Retail Outlets. All photos used were chosen by me.

Catalog - RETAIL - 6 pages

Made For : Ultimate Grow
 Year : 2018
 Software : Indesign, Illustrator, Photoshop
 Concept : Display the product line with an organic appeal relating to plant growth.

This catalog was handed out to potential retail outlets and at trade shows.



CD Covers & Labels

The following are samples of some CD Covers and Labels I designed. The client provided the main image and photos for each design and the textual content.



CD Covers and Labels

Made For : Unquenchable Flames Music
 Year : 2017
 Software : Illustrator, Photoshop
 Concept : Design to help market the singer starting out in the Christian music industry.

These were a series of CD Covers and labels designed for my client to help her market herself. The main image was provided by my client for the design to be based on.

Flyers

19

The following are samples of some flyers I created for a client's subsidiary companies.



! NEW !

LED REPLACEMENT HEADLIGHT BULBS

FITS MOST VEHICLES FROM MODEL YEAR 2000 AND UP

Available in: 9004/9005/9006/9007/9012/H4/H7/H8/H10/H11/H13/H16

BULB MODEL	INPUT POWER	BRIGHTNESS	LED TYPE	MSRP
4K LED	22W	HI: 4000 LM / LO: 1800 LM	LUXEON ZES	\$139.99
6K LED	36W	HI: 6000 LM / LO: 2700 LM	CREE XHP50	\$199.99-\$219.99

**Up to 4X Brighter
Than Stock Lights!**

4K SERIES

6K SERIES

1 YEAR WARRANTY

2 YEAR WARRANTY

30 DAY MONEY BACK GUARANTEE

speeddemonlights.com

Flyer

Made For : Speed Demon Lights
Year : 2017
Software : Indesign, Photoshop, Illustrator
Concept : Present information details yet keep visually appealing.

This was a flyer to announce their new headlight bulb product line. The background image was of a client using their headlight bulbs.



KODIAK

MORE BOAT, LESS MONEY

LIGHT, COMPACT & EASY TO USE
Our boats are of the best quality, for the best price, anywhere in North America.

KodiakBoats.com

EXCELLENT MARGINS
Not only does our quality product come with excellent support, You can also expect excellent profit margins.

Make Money

FULL LINE OF ACCESSORIES
We have a full line of accessories available to complement all of our boats and trailers.

MONEY BACK GUARANTEE
To back these high quality products, we offer an unmatched 30 days no questions asked money back guarantee. Our boats and accessories are also covered with the following: 5 year Material Warranty; 3 year Seam Warranty; and 1 year warranty on all accessories.

MANUFACTURER WARRANTY

1.800.706.8209
KODIAKBOATS.COM

Flyer

Made For : Kodiak Boats
 Year : 2017
 Software : Illustrator, Photoshop
 Concept : To present call to action as visually foremost.

This was a sales flyer. The background image was from a client using their product.

ULTIMATE LIGHTS

We are a local Alberta business operating for 15 years and counting.

5 YEAR WARRANTY

- ✓ **Products qualify for Energy Efficiency Alberta rebates.**
- ✓ **Local Sales Rep**
- ✓ **Local Pick Up**
- ✓ **Competitive Pricing**
- ✓ **Direct Site Shipping**
- ✓ **Next Day Shipping**
- ✓ **Custom Ordering Available**

Zane@ultimatelights.ca 43 East Lake Cres. NE, #4, Airdrie, AB T4A 2H5 587-971-0533

Flyer

Made For : Ultimate Lights
 Year : 2018
 Software : Indesign, Photoshop
 Concept : To present product line used in real-life applications.

This was a flyer sent to their contractor client list.

Forms & Fillable Forms

23

The following are samples of corporate forms I created using InDesign, Acrobat DC Pro and MS Word.

Mark's

= CASUAL FOOTWEAR
= AGENT
= BUYER
= PACKAGE DESIGN

Brand Packaging Design

PK FORM
FOR CASUAL FOOTWEAR ONLY

NEW: ☐
REPEAT: ☐
REPEAT WITH CHANGES: ☐
DATE SENT TO AGENT: _____

SECTION 1
(to be filled out by Casual Footwear)

BUYER: _____
SEASON: _____
BRAND: _____
STYLE #: _____
STYLE NAME: _____
COLOUR (Eng/Frn): _____
RETAIL \$: _____
SIZE RANGE: _____
FIT: _____

#	SIZE	SKU #
1		
2		
3		
4		
5		
6		
7		
8		
9		

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NEW: ☐
REPEAT: ☐
REPEAT WITH CHANGES: ☐
DATE SENT TO AGENT: _____

BRAND: _____
STYLE #: _____

Mark's

Fillable PDF form designed for Mark's Retail Fotwear - 4 pages

Made For : Marks Retail Footwear Division
Year : 2019
Software : InDesign / Acrobat DC Pro
Concept : Created an interactive PDF form initially in InDesign, then tweaking in Acrobat DC Pro

I was given the challenge to help minimize the amount of email traffic between Mark's retail footwear division and their global agents, vendors and manufacturers during order processing and package design. Each section was colour-coded to simplify each stakeholder's input.

Feedback: Each stakeholder expressed great satisfaction in how much smoother and faster the order processing flow was between all parties including the package design component.



APPLICATION FOR WHOLESALE ACCOUNT

BUSINESS CONTACT INFORMATION			
Name			PST Exemption #
Company Name			# of Years in Business
Phone / Fax			# of Employees
E-mail			Annual Sales
Address			Accounts Payable Email (Required)
City / Province			Sole Proprietorship Corporation
Postal Code			Partnership Other
BUSINESS INFORMATION			
Type of Business	Truck Accessories	Auto Parts Sales	Auto Repair Motorsports Forestry
Reseller	Commercial Fishing	Custom Fabrication	Agriculture Supply Mining
End User	Other: _____		
CREDIT CARD AUTHORIZATION (OPTIONAL)			
Please fill out the section below if you would like Adventure Warehouse to keep your Credit Card on file.			
Cardholder's Name			
Card Number			
CVT		Expiry	
Billing Postal Code		Signature	
AGREEMENT			
1. Adventure Warehouse will provide 30 Day - No questions asked return policy on your initial purchase. 2. Adventure Warehouse will exchange any products within 30 days without restocking fee. Other exchanges subject to review. Return shipping costs are the responsibility of the reseller.			
Name		Title	
Signature		Date	
Toll Free: 1-800-706-8209		E-mail: zach@adventurewarehouse.ca	
Fax: (587) 287-0085		#4, 43 East Lake Crescent NE, Airdrie, AB T4A 2H5	



Credit Card Payment Authorization Form

Sign and complete this form to authorize Speed Demon Lights to keep your credit card information on file for future orders. One copy will be kept on file. If your account is at a \$0 balance, you may request at any time that we destroy the record of your credit card information.

By signing this form you give us permission to debit your account for the amount indicated on all invoices or phone orders placed with Speed Demon Lights. This form gives employees permission to use this credit card number for all transactions with verbal or electronic verification from your company.

Please Complete the following information:

I _____ authorize Speed Demon Lights to charge the noted credit card number for authorized payments starting _____ (Full Name) (Date)

Billing Address _____ Phone Number _____
City, State, Zip _____ Email _____

Card Type:	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
Cardholders Name	_____	
Card Number	_____	
CV Number	_____	
Expiration Date	_____	

Signature _____ Date _____

I authorize the above named business to charge my credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods & services described above, and is valid for the length of time the signer wishes the information to stay on file. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company: so long as the transaction corresponds to the terms indicated in this form.

Wholesale Account Application & Credit Card Payment Authorization Forms

Made For : Adventure Warehouse / Speed Demon Lights
Year : 2018
Software : MS Word / PDF
Concept : Created a Word document form

Replaced existing forms with a more formalized concept and adding all main and subsidiary logos where applicable.

Illustration

26

The following are samples of vector designs I created from scratch.



CAD Drawing for Messy Bun Toque Hangtag

Made For : Marks, Denver Hayes
Year : 2019
Software : Illustrator
Concept : Created a CAD drawing from the provided image on the left and the Hangtag used for the Toque

I was given the brand guidelines and the image to create a CAD drawing from to be used in the hang tag for the Messy Bun toque.



Baseball Shirt Design

Made For : Speed Demon Lights
Year : 2016
Software : Adobe Illustrator
Concept : Design based on 2 colours only for embroidery

This design was on the front of their company team's baseball shirt.



School Projects - 3D

Made For : CDI College Graphic Design Diploma program
 Year : 2014-2015
 Software : Adobe Illustrator
 Concept : Design in 3D

The top image is from the final end-of-year project in planning a start-up company, it's marketing plan and designing the branding and marketing material required. The bottom image was a school project. I added the light bars and beams as an extra effort.





School Project - Penguin

Made For : CDI College Graphic Design Diploma program
Year : 2014
Software : Adobe Illustrator
Concept : Create using tools in Illustrator

This design was created using the pen, shape and path-finder tools.

Logo Designs

31

The following logo samples demonstrate the variety of designs I created for multiple clients.



Logo

Made For : Ultimate Grow
 Year : 2017
 Software : Adobe Illustrator

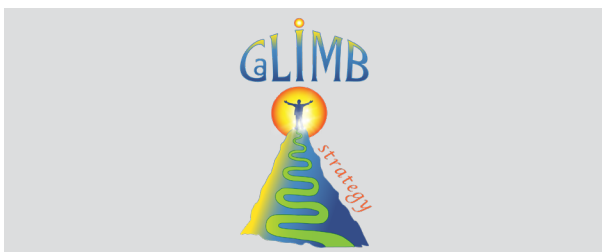
This was a logo I designed for a new start-up subsidiary company of Adventure Warehouse selling LED lights for plant growth.



Logo

Made For : Mild Bill's Seed Emporium
 Year : 2017
 Software : Adobe Illustrator

This was a logo I designed for a client who was starting a business in medical cannabis.



Logo

Made For : A Climb Strategy
 Year : 2015
 Software : Adobe Illustrator

This was a logo I designed for a client who was starting a coaching, speaking and mentoring business.



Logo - created in school

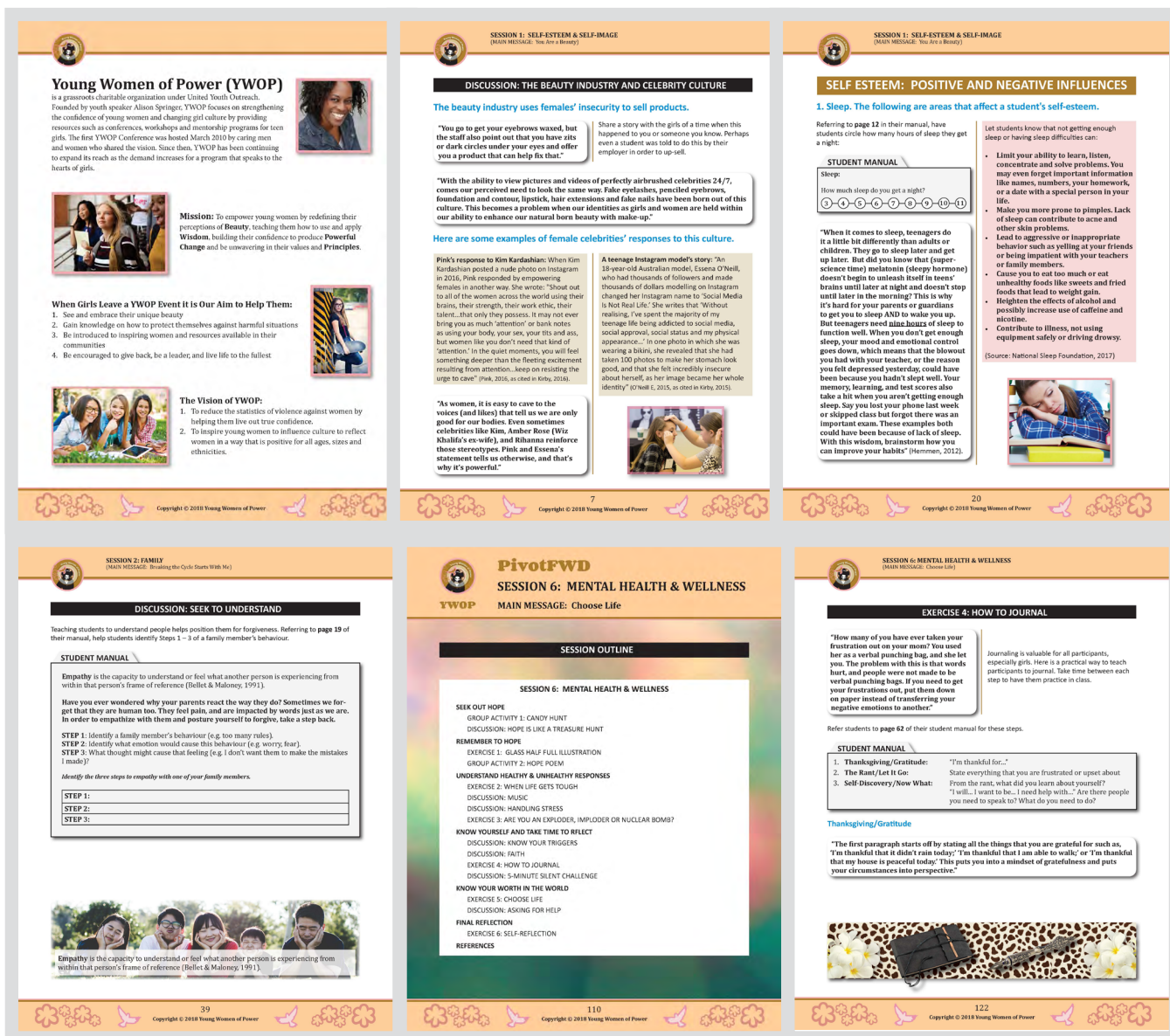
Made For : School Exam
 Year : 2014
 Software : Adobe Illustrator

We were given a 2 hour window to design a logo from concept to finished product for a Townhouse complex using green and brown in the background.

Manual - Instructor

33

The following are samples of some pages of the Instructor Manual consisting of 141 pages I created for my client. This was associated with the previous Student Manual as part of the resources for a YWOP Workshop geared for females between the ages of 12 to 18. This workshop is being rolled out to many schools and programs throughout Canada.



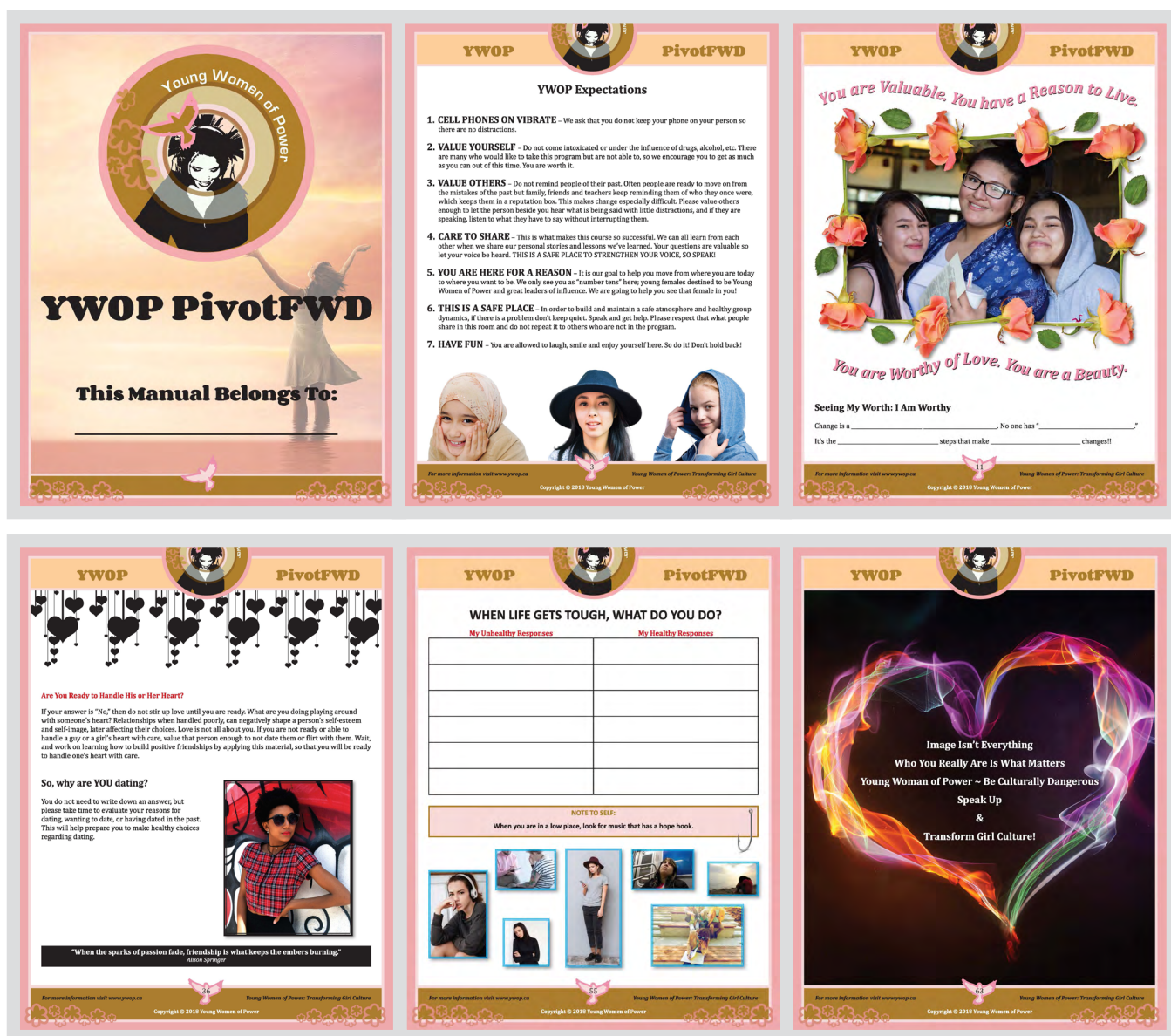
Instructor Manual - 141 pages

Made For : YWOP - Young Women of Power
 Year : 2018
 Software: : Indesign, Illustrator, Photoshop
 Concept : Design for audience of instructors ensuring the information flow is easy to follow, yet visually similar to the Student Manual.

Sample pages displayed. The layout and design of this manual was created from scratch by me given 100% artistic license. The textual content was provided via MS Word document. This workshop is being implemented in many schools throughout Canada.

Manual - Student

The following are samples of some pages of a 72 page Student Manual I designed for my YWOP client. This is associated with the following Instructor Manual as resources of a workshop geared to girls between the ages of 12 to 18. This workshop is being adopted by many schools and programs throughout Canada.



Student Manual - 72 pages

Made For : YWOP - Young Women of Power
 Year : 2018
 Software : Indesign, Illustrator, Photoshp
 Concept: : Design from scratch to appeal to a female audience between the ages of 12 to 18. I chose to use photo images so that the viewer can identify easier by looking into a human face.

Sample pages displayed. The layout and design of this manual was created from scratch by me given 100% artistic license. The textual content was provided via MS Word document. This workshop is being implemented in many schools throughout Canada.

Package Design

Mark's

While working for Mark's, as part of a rebranding process for their brands, I updated and created packaging designs including labels, hangtags, rolls, cascades and boxes for their apparel, casual footwear and industrial footwear divisions. I also compiled Brand Boards which itemized all packaging items for their different programs and brands.

I also designed and updated die lines for shoe boxes and other packaging material.

Adventure Warehouse

While working for Speed Demon Lights (subsidiary of Adventure Warehouse) initially and then for Adventure Warehouse I was responsible for all packaging design of their boxes; box sleeves; box labels and blister packs for their subsidiary companies.

The packaging design for Speed Demon encouraged more Retail Dealership sign-ups as a result of their retail customers being more willing to carry and display the Speed Demon LED light products.



Roll for Blanket

Made For : Marks, Wind River
 Year : 2019
 Software : Illustrator, Photoshop
 Concept : Created a roll appealing to the target market and highlighting the main feature of T-Max providing extra warmth

I was given brand guidelines to design from scratch, created the CAD drawing of the thumb in the blanket loop to show users the benefit of the loop.

BEFORE



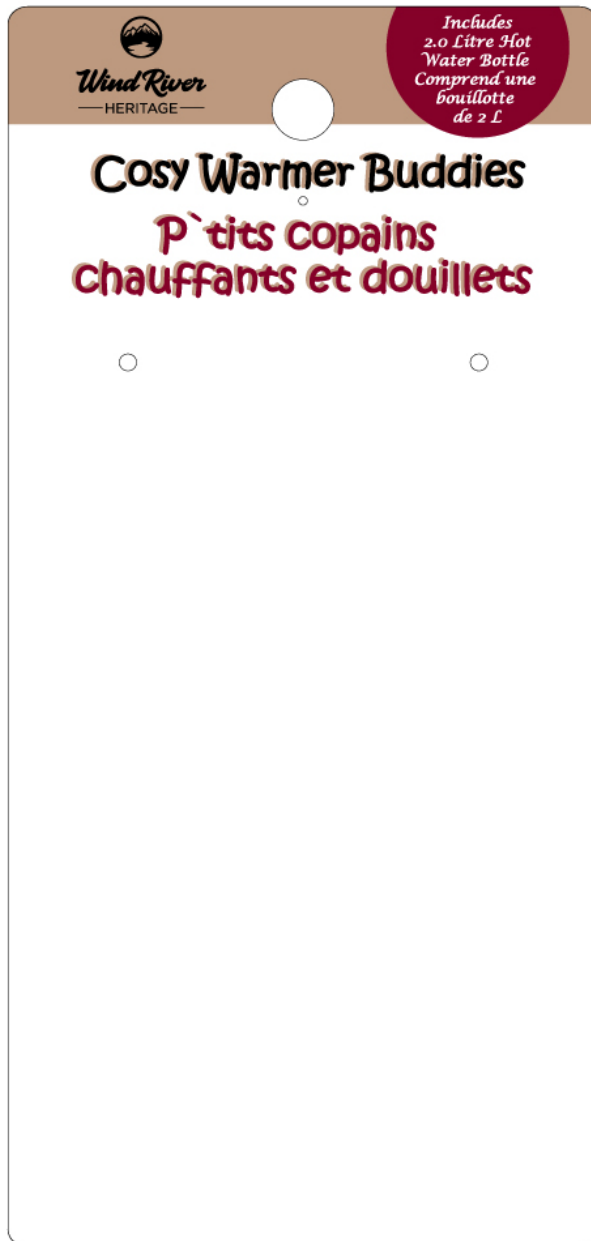
AFTER



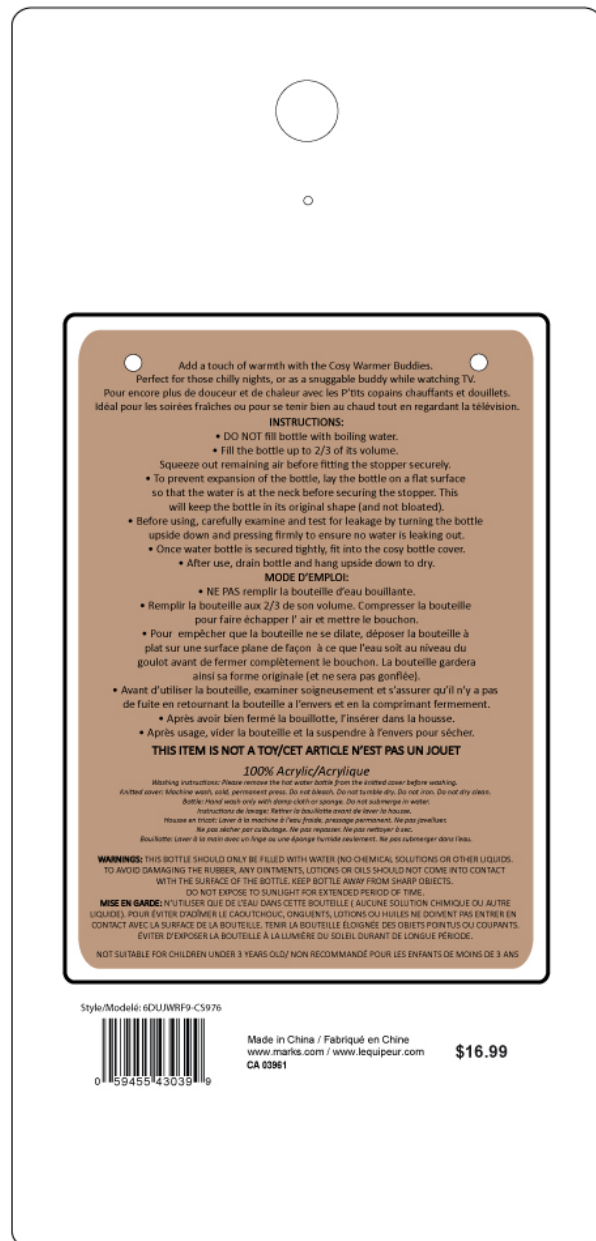
Cascade for Men's Underwear

Made For : Marks, Denver Hayes
 Year : 2019
 Software : Illustrator, Photoshop
 Concept : Updated a photo of older style cascade for men's underwear to reflect newest branding concept.

I was given guidelines to update the photo to reflect the new branding concept to be used for display purposes. I also changed the hanger to look like it was clear plastic.



FRONT

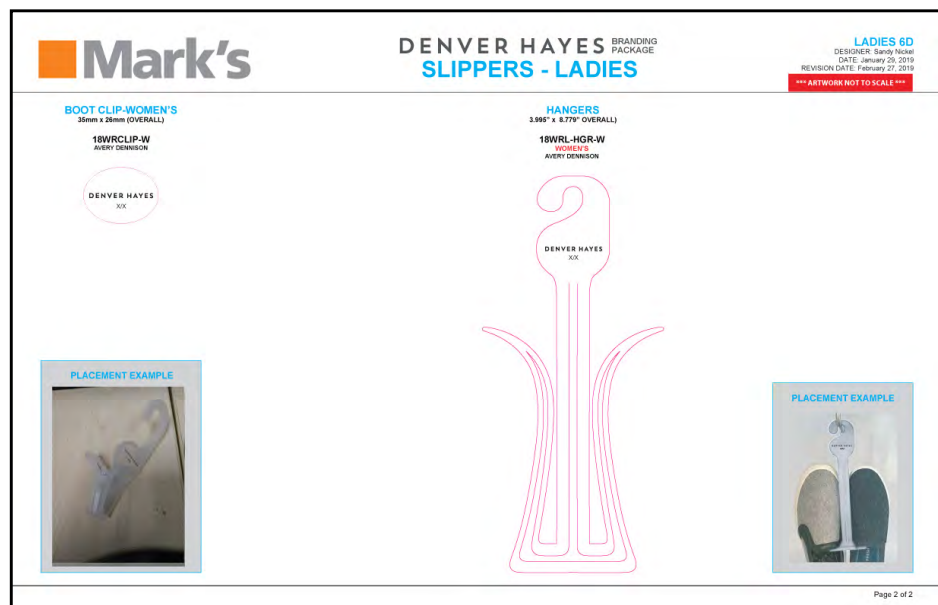
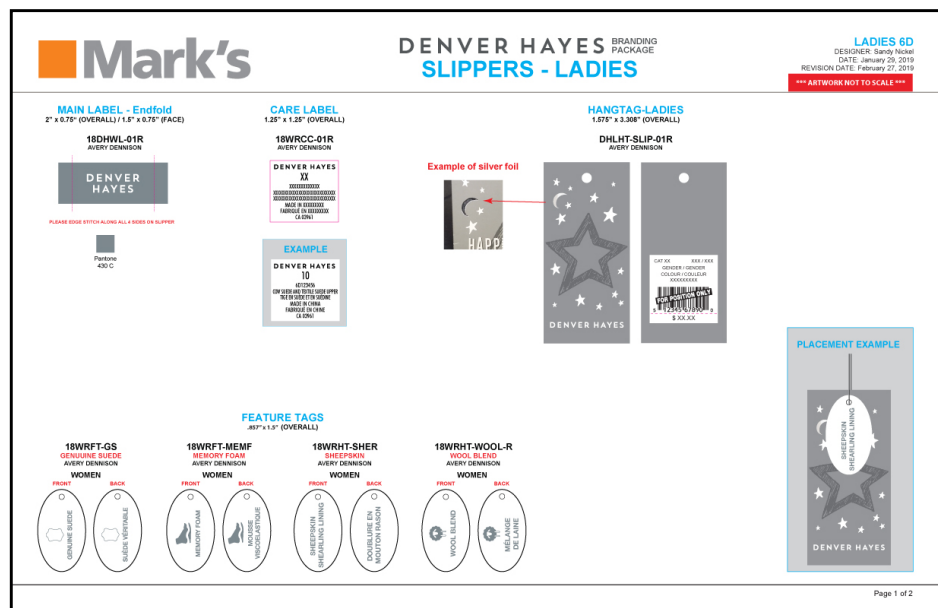


BACK

Package for Hot Water Bottle

Made For : Marks, Wind River Heritage
 Year : 2019
 Software : Illustrator
 Concept : Created a package appealing to the target market and using the Heritage branding

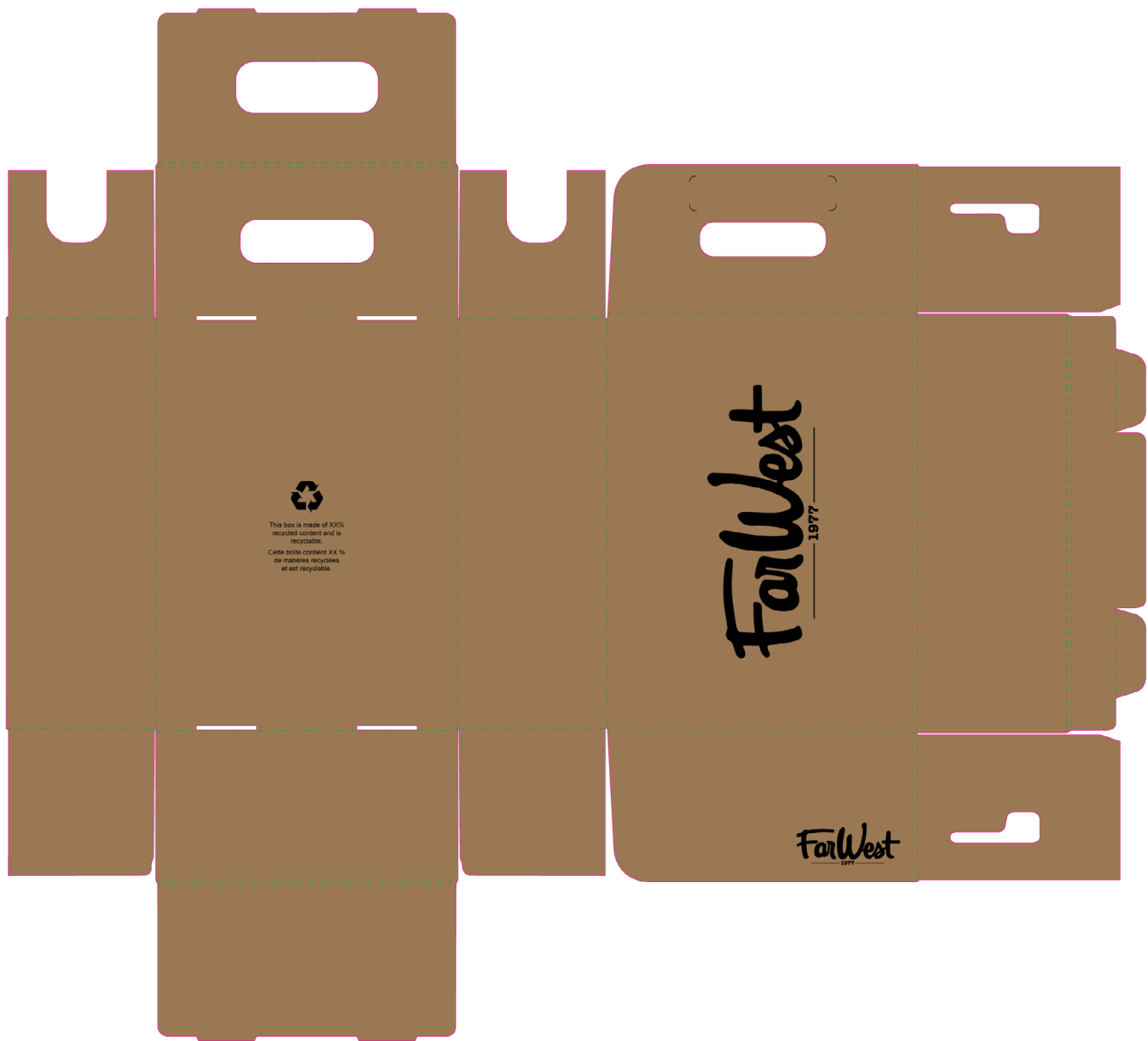
I was given brand guidelines and content to design the package for the hot water bottle.



Brand Board

Made For : Marks, Denver Hayes
Year : 2019
Software : Illustrator
Concept : Brand Board for Denver Hayes Slippers category

I was given the tasks to create multiple Brand Boards for multiple brands and programs for Mark's that was used by global vendors and Mark's buyers to order packaging against. This is an example of only one Brand Board.



Shoe Box

Made For : Marks, Far West
 Year : 2019
 Software : Illustrator
 Concept : Created a new die line for a shoebox
 incorporating elements from other
 shoebox die lines and a physical box

I was given a physical box to create the die line against and
 incorporate some elements from other existing box die lines.
 This was one of 3 boxes I created of differing sizes.



Edge Scooter Box Design

Made For : Kobe Toy Company
 Year : 2016
 Software : Indesign, Illustrator, Photoshop
 Concept : Create a design appealing to the age bracket of the target market

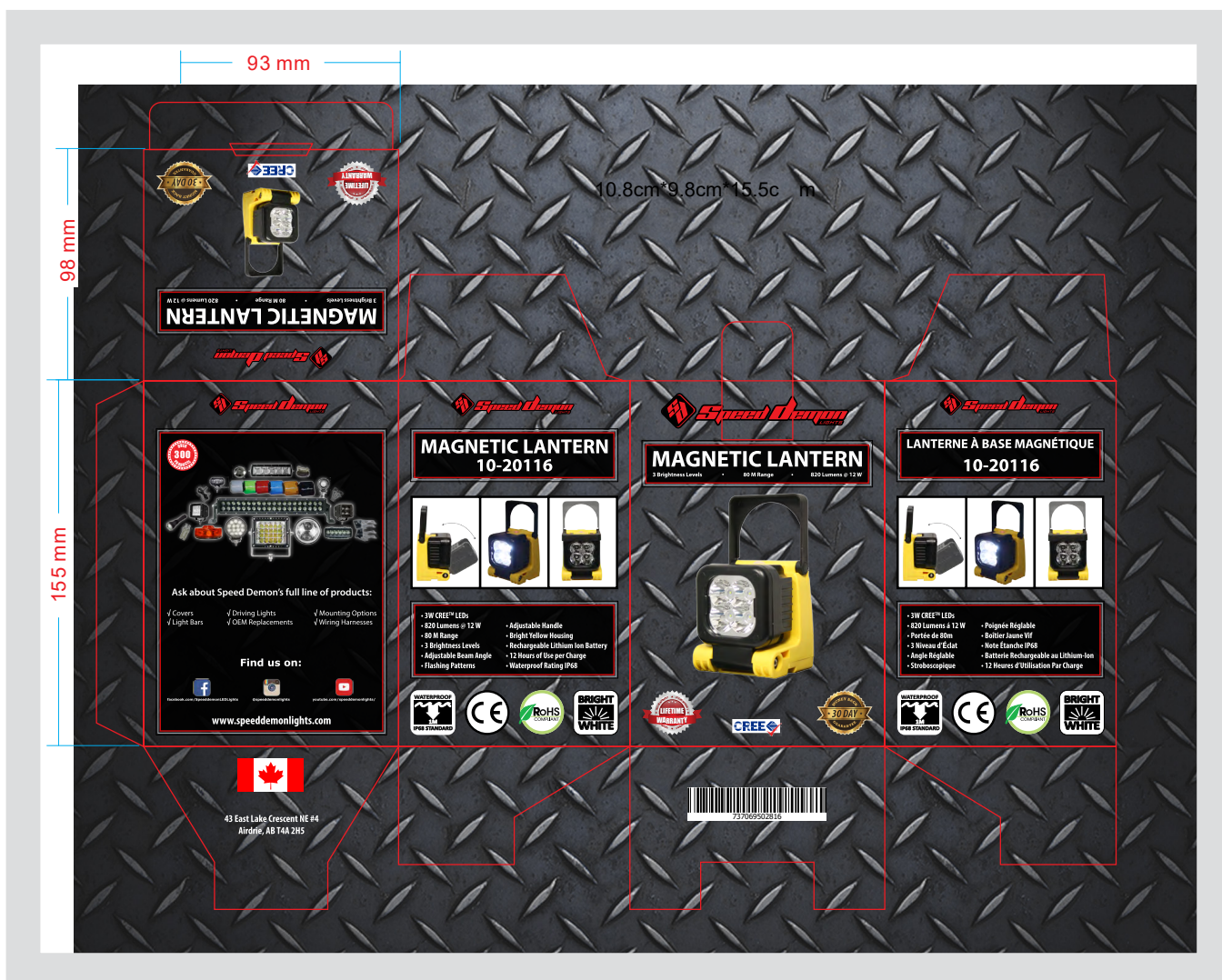
I was given 100% creative license to design from scratch appropriate to ages 5+ audience.



Box - Junior Pro Scooter

Made For : Kobe Toy Company
 Year : 2016
 Software : Indesign, Illustrator, Photoshop
 Concept : Design to ages 2+ audience

I was given 100% creative license to design from scratch.



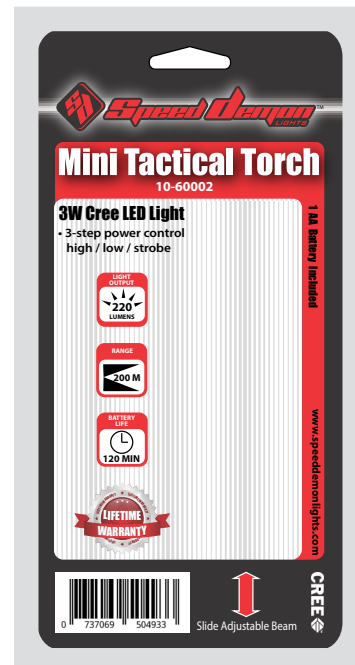
Box - Magnetic Lantern

Made For : Speed Demon Lights
 Year : 2017
 Software : Indesign, Illustrator, Photoshop
 Concept : Design with market appeal of the product and the company.

This image shows the box template file as provided to the printing company.

Made For : Ultimate Lights
Year : 2017
Software : Indesign, Illustrator, Photoshop
Concept : Design based on corporate colours.

This was one of the box designs for a start-up company with a window showing the product inside the box.



Blister Packs

Made For : Speed Demon
 Year : 2015-2018
 Software : Indesign, Illustrator
 Concept : Design fitting details into a small area yet still with visual appeal.

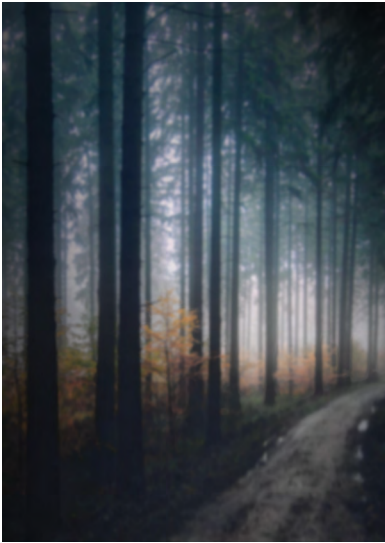
For the Tactical Torch design, it was up to me to come up with the final size keeping in mind to keep the design as small as possible to keep the costs down.

Photo Composition

47

The following samples are samples of Photo Compositions of multiple images into a new image manipulating colours, and effects to make the image look organic.

BEFORE



AFTER

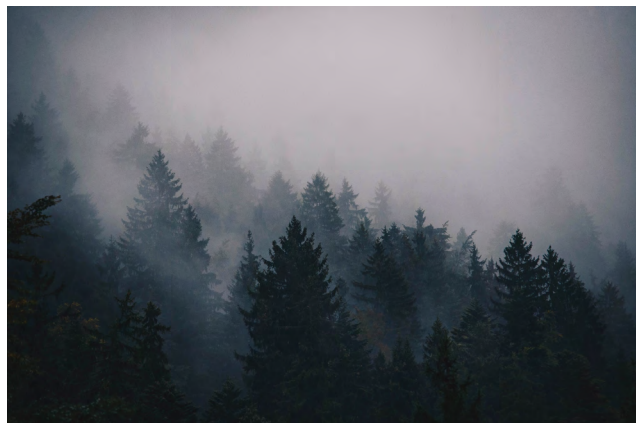


Girl with Fox & Butterflies

Made For : Self - Portfolio
Year : 2020
Software : Photoshop
Concept : Combine & colour grade

The separate images were combined using cropping, blending and colour grading techniques to make the final image appear to be one seamless image.

BEFORE



AFTER

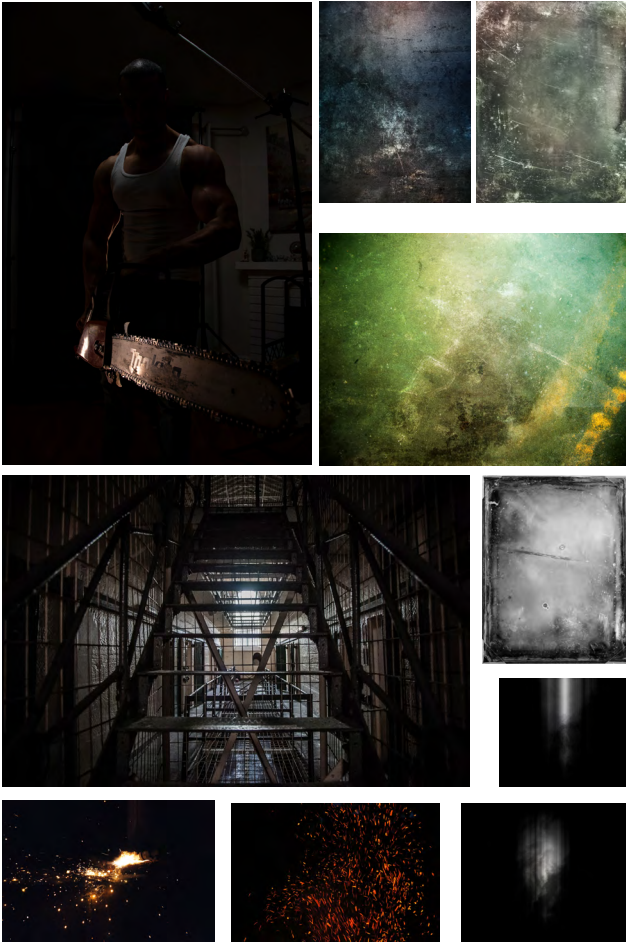


Man Superimposed with Mountains

Made For : Self - Portfolio
Year : 2020
Software : Photoshop
Concept : Combine & colour grade

The separate images were combined using cropping, blending and colour grading techniques to make the final image appear to be one seamless image.

BEFORE



AFTER



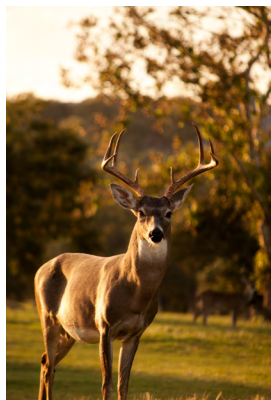
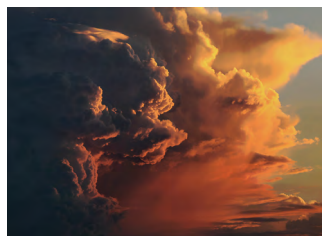
50

Horror

Made For : Self - Portfolio
Year : 2020
Software : Photoshop
Concept : Combine Images & Colour Grade

Using cropping, blending and colour grade techniques to combine images.

BEFORE



AFTER



Spirit Animal

Made For : Self - Portfolio
Year : 2020
Software : Photoshop
Concept : Combine & colour grade

The separate images were combined using cropping, blending and colour grading techniques to make the final image appear to be one seamless image.

BEFORE



AFTER



Water Colour Composition

Made For : Self - Portfolio
Year : 2020
Software : Photoshop
Concept : Combine Images & Colour Grade & Water Colour

Using cropping, blending colour grade and water colour techniques to combine images.

Photo Retouching

53

The following samples demonstrate my photo retouching, enhancing, manipulation and cropping abilities in Photoshop.

BEFORE



AFTER



School Project - Create Avatar

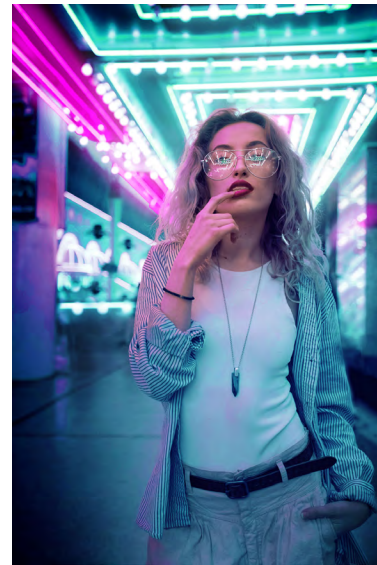
Made For : CDI College Graphic Design Diploma program
Year : 2014
Software : Photoshop
Concept : Create an avatar image from an image

This was a school project to utilize the different features and image manipulation ability of Photoshop as a learning experience.

BEFORE



AFTER



Neon Dream

Made For : Portfolio
Year : 2020
Software : Photoshop
Concept : Color Grade

Colour grade to give a neon effect.

BEFORE



AFTER



Truckee River

Made For : Self - Portfolio
Year : 2020
Software : Photoshop
Concept : Lighten & Colour Grade

Lighten & colour grade image for realistic landscape.

BEFORE



AFTER



Client's Truck Photo

Made For : Speed Demon Lights
Year : 2018
Software : Photoshop
Concept : Provide different effects for website

These images were to be used for website banners.

BEFORE



AFTER



Hockey Player with Hoverboard

Made For : Kobe Toy Company
Year : 2016
Software : Photoshop
Concept : Provide multiple effects for an image

These images were to be used for website banners and social media marketing.

BEFORE



AFTER



Light Covers

Made For : Speed Demon Lights
Year : 2016
Software : Photoshop
Concept : Provide multiple colour versions of the image

I needed to create multiple coloured versions of an existing image to represent new products arriving but not available for photo taking.

BEFORE



AFTER



Image used in website banner

Made For : Speed Demon Lights
Year : 2017
Software : Photoshop
Concept : Remove the background car

This was my client's customer's image that they wanted to use in their main banner on their website. The background car needed to be removed.

Motorcycle Headlight

Made For : Speed Demon Lights
Year : 2017
Software : Photoshop
Concept : Crop and Retouch

This was a picture taken by my client's customer with their product headlight installed. I cropped the image and adjusted the lighting and 'punched up' the headlight to highlight my client's product.

BEFORE



AFTER



Posters

58

The following are samples of posters I designed for multiple clients using Indesign, Illustrator and Photoshop.



School Practicum - Poster

Made For : Southside Victory Church
 Year : 2015
 Software : Photoshop
 Concept : Inclusion of church members in the design to foster a sense of belonging to the viewer.

This was a flyer I designed while on practicum with my Graphic Design school. The images on the bottom were of church attendees that I cropped from regular photographs. The paintings were created from artists from the church.



Poster

Made For : Airdrie Rotary Club
 Year : 2017
 Software : Indesign, Illustrator
 Concept : Client wanted to have a marine look.

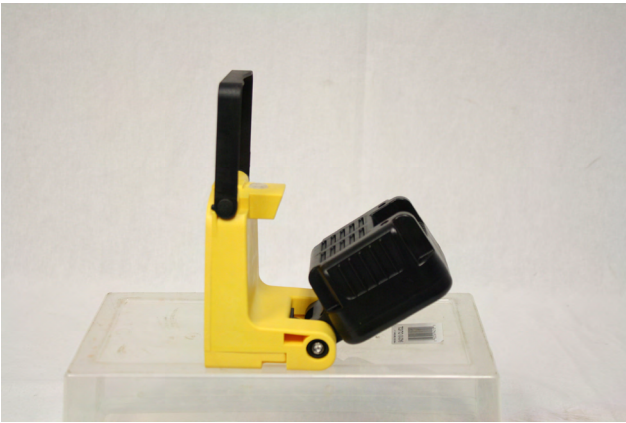
This was a poster to be hung at the sites of organizations that were part of the Airdrie Rotary Club and also in multiple public locations.

Product Photography

60

The following samples demonstrate my ability to take pictures of products to their best advantage and retouch them to eliminate any scratches, dust or blemishes with lighting and/or colour adjusted where necessary.

BEFORE



AFTER



61

Flashing Lantern

Made For : Speed Demon Lights
Year : 2017
Software : Photoshop
Concept : Capture photos and merge showing the adjustment angle

The cropped and compiled image was used in marketing, website and social media applications. There were many other angles taken of the Lantern.

BEFORE



AFTER



Motorcycle Dual Headlight

Made For : Speed Demon Lights
Year : 2017
Software : Photoshop
Concept : Capture photos and crop

The cropped image was used in marketing, website and social media applications. This was one of several angles taken. Due to the highly reflective nature of the light, I needed to angle the camera carefully to avoid reflections. I then adjusting the lighting of the headlight itself to bring out the details.

BEFORE



AFTER



Victory Headlight

Made For : Speed Demon Lights
Year : 2017
Software : Photoshop
Concept : Capture photos and crop

The cropped image was used in marketing, website and social media applications. This was one of several angles taken of the headlight.

BEFORE



AFTER



Drift Trike

Made For : Kobe Toy Company
Year : 2017
Software : Photoshop
Concept : Capture photos and crop

This was one of my angles taken of the Drift Trike. The cropped image was used in marketing, website and social media applications.

BEFORE



AFTER



Balance Bike

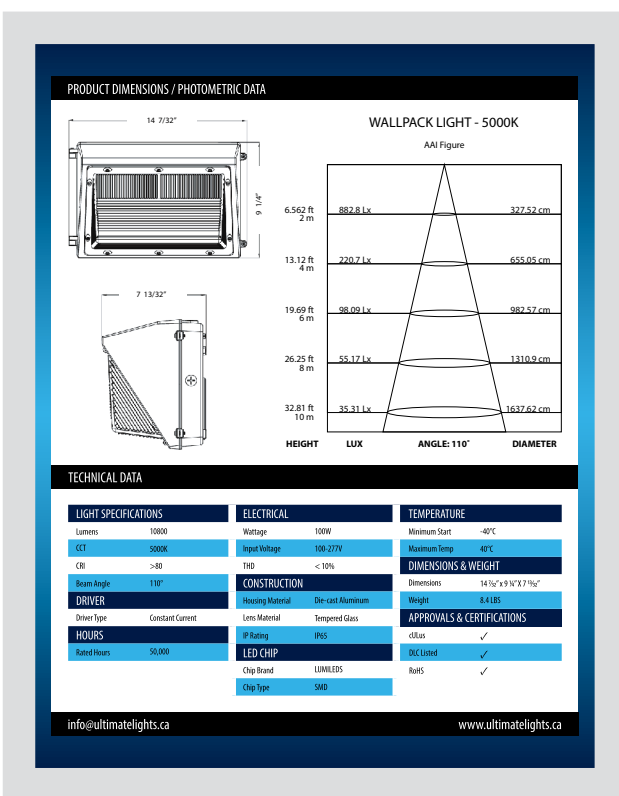
Made For : Kobe Toy Company
Year : 2018
Software : Photoshop
Concept : Take image and crop

I adjusted the image for better lighting due to poor light conditions during photo shoot. Multiple angles were taken. The cropped image was used in marketing, website and social media applications.

Product Spec Sheets

64

The following are samples of one of many Product Spec Sheets I created for my client's subsidiary company.



Product Spec Sheet

Made For : Ultimate Lights
 Year : 2017-2018
 Software : Indesign, Illustrator, Photoshop
 Concept : Provide technical product details in a visually appealing yet easy to read format.

This was a one of many technical spec sheets that were provided to my client's Retail Outlets to hand out to their customers. The Spec Sheets were also included with any corporate proposals and presentations.

Real Estate Photography

66

The following samples demonstrate my ability to take pictures of products to their best advantage and retouch them to eliminate any scratches, dust or blemishes with lighting and/or colour adjusted where necessary.

BEFORE



AFTER



Building Exterior

Made For : Kubitz Law
Year : 2021
Software : Photoshop
Concept : Capture building exterior for front cover of interactive digital brochure

This image was the classic dusk-to-dark shot showing off the building in a dramatic flair as this image was to be used for the brochure cover, and needed to capture the viewer's attention. The owner's wife had requested that flowers be added to the empty flowerpots. Lighting enhanced and sign lights 'turned on'. Photo taken by Samsung S9 cell phone.

BEFORE



AFTER



BEFORE



AFTER



Shared Office Space

Made For : Kubitz Law
Year : 2021
Software : Photoshop
Concept : Capture photos of shared office space for Office Rental Brochure

Some examples of shots take of shared office space to be used in their brochure to rent out some office space. Used Photoshop to enhance lighting. Images taken with Samsung S9 cell phone.



Office #2-01

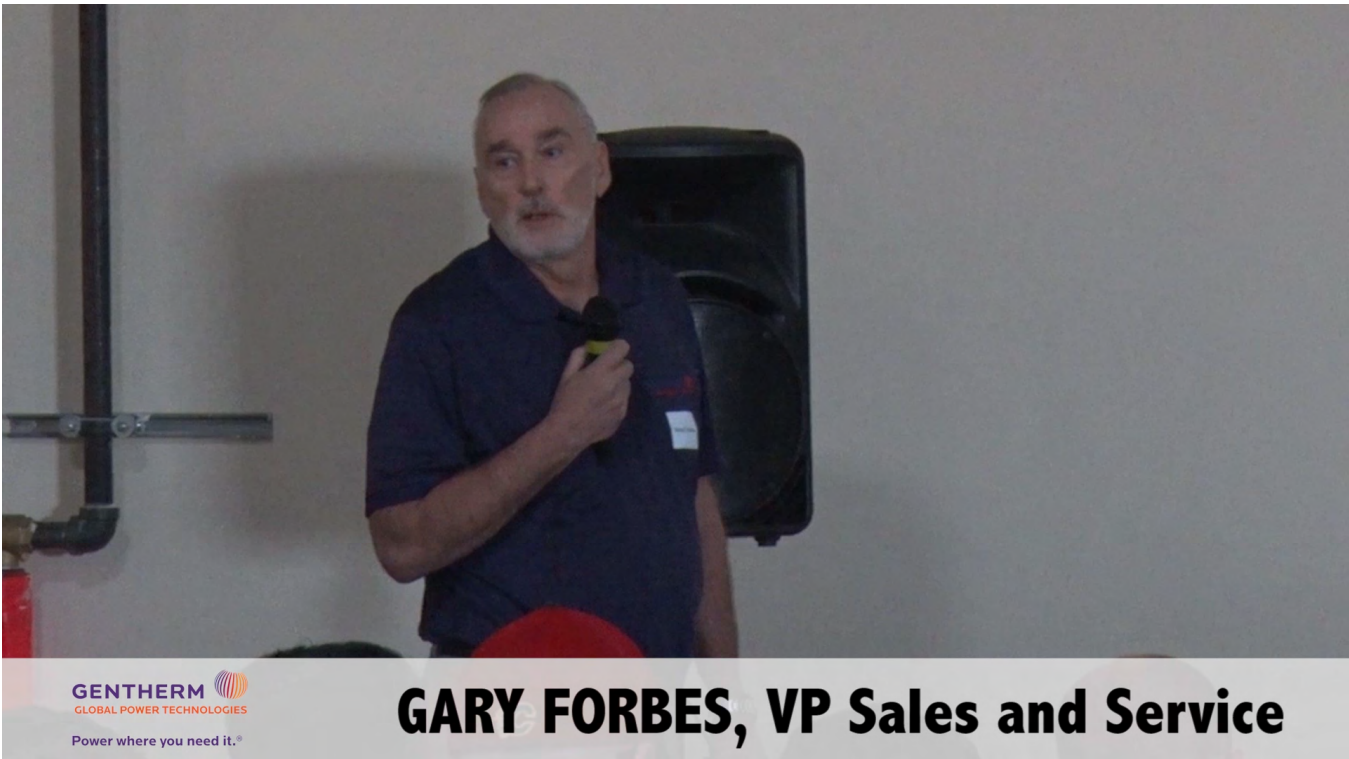
Made For : Kubitz Law
 Year : 2021
 Software : Photoshop
 Concept : Capture images of an office potentially for rent

A sample of photos taken of an office potentially for rent. This office was not listed in the brochure, but images required in case a client was interested in renting the office. Photos taken by Samsung S9 cell phone.

Videography & Motion Graphics

70

The following are examples of some videos that I filmed and/or did video editing of. The camera used was a Sony professional model.



[Video Link](#)

71

Speaker / Training Video

Made For : Gentherm
Year : 2016
Software : Premier Pro
Concept : Provide a basic in-house video to be used to train new employees.

This is a small section of a speaker / training video where I hired a video camera operator and I did the video editing.

The client wanted a very basic format for the final product while incorporating the Power Point Slides into the video itself.



[Video Link](#)

School Project - After Effects & Premiere Pro

Made For : CDI College Graphic Design Diploma Program
 Year : 2014
 Software : After Effects / Premiere Pro
 Concept : Create a promo video for a business

This is a video that I created as part of a school project to produce a promo video for a business shooting our own video footage in the process. I used my previous employer Total Communications Inc. as the 'business'. The audio content was sourced, written and narrated by myself except for the message from the Sales Manager.

72



[Video Link](#)

School Project - Premiere Pro

Made For : CDI College Graphic Design Diploma Program
 Year : 2015
 Software : Premier Pro
 Concept : Create a promo video for my fictitious shoe company as part of my final school project

This is a video I produced for my final school project as a promo for a fictitious company. I was given the business as a shoe company and from that formed a company with a marketing plan. I sourced all video footage used in this promo and wrote and narrated the audio message content.



[Video Link](#)

Music Video with Kinetic Typography

Made For : Unquenchable Flames Music
 Year : 2017
 Software : After Effects
 Concept : Create a music video from a sound track.

This is a small section from a sample video of a singer's audio performance I created for her. I was given only the audio track and the project was to put the audio to video adding lyrics. I decided to incorporate kinetic typography to the music. All videos were entirely sourced by me from royalty-free subscriptions.



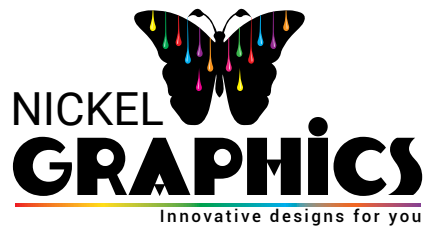
[Video Link](#)

Multi-Church Worship

Made For : Image Inventions
 Year : 2016
 Software : Premier Pro
 Concept : Video camera operator and 1st phase video editing

This is a small section of a 3 hour video composite where as part of a team, my role was threefold as follows:

- 1) One of the 4 video camera operators.
- 2) Sync all 4 camera video footages in Premier Pro.
- 3) Select the camera angles to be displayed throughout the video editing process.



NICKEL GRAPHICS (SANDY NICKEL D.B.A.)



NICKEL CREATIVE PRODUCTIONS (SANDY NICKEL D.B.A.)

LOCATION: **Calgary, AB**

PHONE: **403-305-6188**

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