



the first indication I got
that this is my course in life
was when I began to open
the ALMIGHTY BIG PRESENT
under the christmas tree.

much to santas disappointment,
no toy could ever stand up to the
CRAYONS STUFFING MY STOCKING.

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Character Logo & Poster

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The Fox

mascot design & poster

Use	Student Work
Class	Illustrator II
Date	2011

Using an angled, exaggerated perspective to get 'in the viewers face' boldly illustrates a confident, aggressive nature while creating a visual energy for the brand. This excites the fan in ways that mimic the musical experience, playing up the connection between the sensations of sight and sound. The bold letter forms create a resounding powerful voice which grounds the piece, adding strength to the fox's final step forward. **STOMP.**

eyes on me

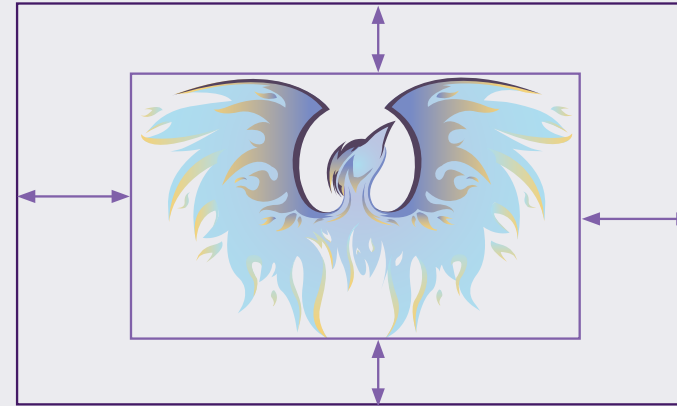


TATTOO PARLOUR BRANDING

Tattoo art is sought after by many people, not just the ones who are covered in tattoos from head to toe. This company will be appealing to a target market opposite to those who typically visit tattoo shops.

TARGET AUDIENCE

- Suburban Homebodies
- All ages 18+
- Both Genders
- Mall Shoppers
- Next door neighbor types
- Do not fit the REBEL profile
- Mid-High income bracket



allow 25% of width or height around logo in all uses

Celtic Garamond the 2nd
abcdefghijklmnopqrstuvwxyz 0123456789

ITC Garamond Std Book
abcdefghijklmnopqrstuvwxyz 0123456789

ITC Garamond Std Light
abcdefghijklmnopqrstuvwxyz 0123456789



Eyes on Me

tattoo parlour branding

Use Student Work
Class Conceptualization
Date 2011

The exciting process behind tattooing ones skin has typically been packaged with negative connotations of ominous, dark and worn down establishments. The decision to rid tattoo's of this dangerous shell inspired the crafting of a clean, medically inspired design for Eyes on Me. Once the painful feeling is dismissed, a brilliant creative voice is captured through a common symbol of rebirth, the Phoenix.



4

valerie ryan portfolio www.tazmaa.com

www.tazmaa.com valerie ryan portfolio



5

customize yourself

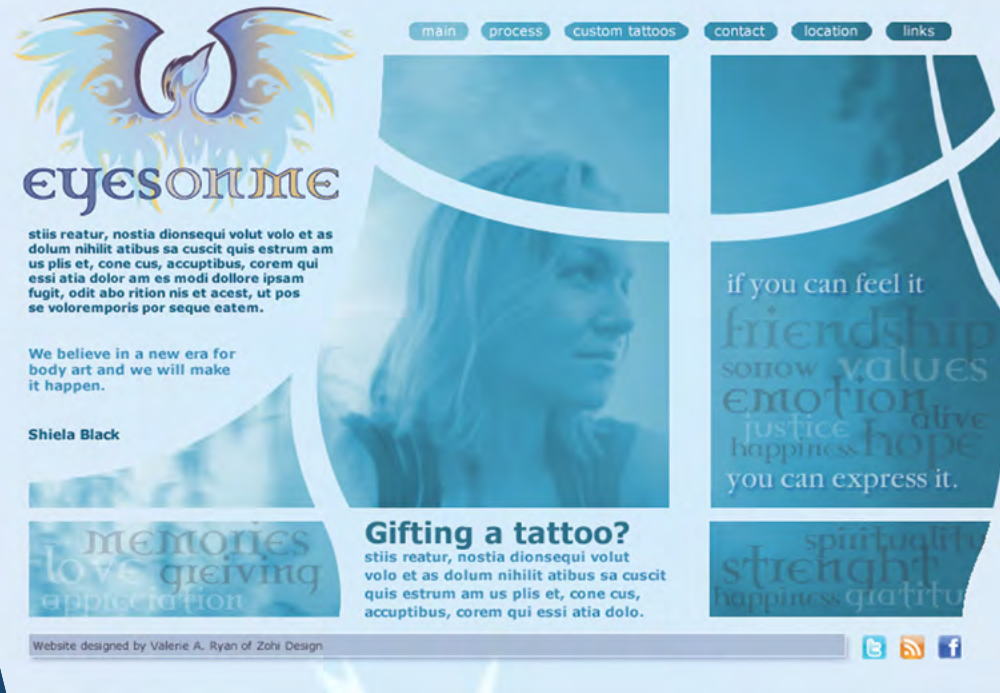
a tattoo speaks your language.
it says something about you.
it means something to you.
it becomes part of you.

604 543 4433 www.eyesonme.com
#31-5402 Fake Ave. Langley BC V2S Y70

A NEW FACE FOR TATTOO ART

Even grandma may like to get a tattoo celebrating the life of her dear departed pet, with Eyes on me she can rest assured that it is a safe and acceptable procedure.





WEB PRESENCE

Online presence helps to reach the target audience and the use of social media will allow people to show off their new tattoos while linking with us.



AN ANIME GUIDE TO MAGICAL MAIDENS

Magical Maidens

miniature fictional book

Use Student Work
Class Electronic Design I
Date 2011

Tying the book together with an anime theme, the large dramatic eyes of these magical characters seem to glow in contrast to their surroundings.

An important aspect to any mythical figment is mystery. To this end, there contains very little information in this instructive manual. Instead, only a modest amount of space is dedicated to the text speaking only in cautious, playful and questioning tones.

Despite the fairy dust, this book is a playful addition to any shelf or office space, adding a touch of magic to life and encouraging care-free imagination.



12 PAGE MINIATURE BOOK
An Informative guide to the magical maidens of folklore. Each maiden illustrated with an anime flare.

TIPS & TRICKS

If you ever meet an angel you are truly a fortunate one! Their guidance is a gift and their intentions are always in your favour. Follow your gut, but also beware of demons who pose as angels.



THE ANGEL

Angels are astonishing, brilliant winged guardians of the humans. Living in the heavens to keep a watchful eye on the choices we make, they whisper softly to the clouds in order to sway humans in the right direction.

HABITAT

Heavens, far above the clouds. Angels have spent time among humans and will in some cases live among us under the guise of a human in order to guide.

PERSONALITY

Patient, wise & understanding.

SIZE

Any human size or larger.

DIET

They digest any human foods but eat mostly vegetarian food. They are also fond of fruits.

ALIGNMENT

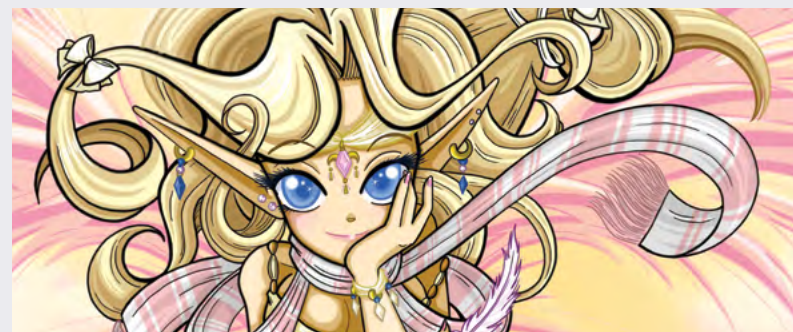
Righteously good. They are seekers of justice and balance.

INTELLIGENCE

Genius Level. Angels live long and develop amazing insight.

CREATING AN ANGEL

Angels demand center stage.
Even when sketching.



My Little Pony

website & web application

Use Student Work
Class Web Design
Date 2012

Youthful and fun, the pony character is inspired by the new versions of My Little Pony along with a touch of the classic look. The website was built to accommodate all screen sizes including phones or tablets, and the focus is on... you guessed it! Games! Games for adult and children alike, they can be downloaded and even played together with a group of friends.



IPHONE TOUCH GAMES

The website includes games to appeal to children and adults alike. This gives the users a reason to continuously come back and share their high scores. Multiplayer functions will allow players with linked accounts to play the games together.



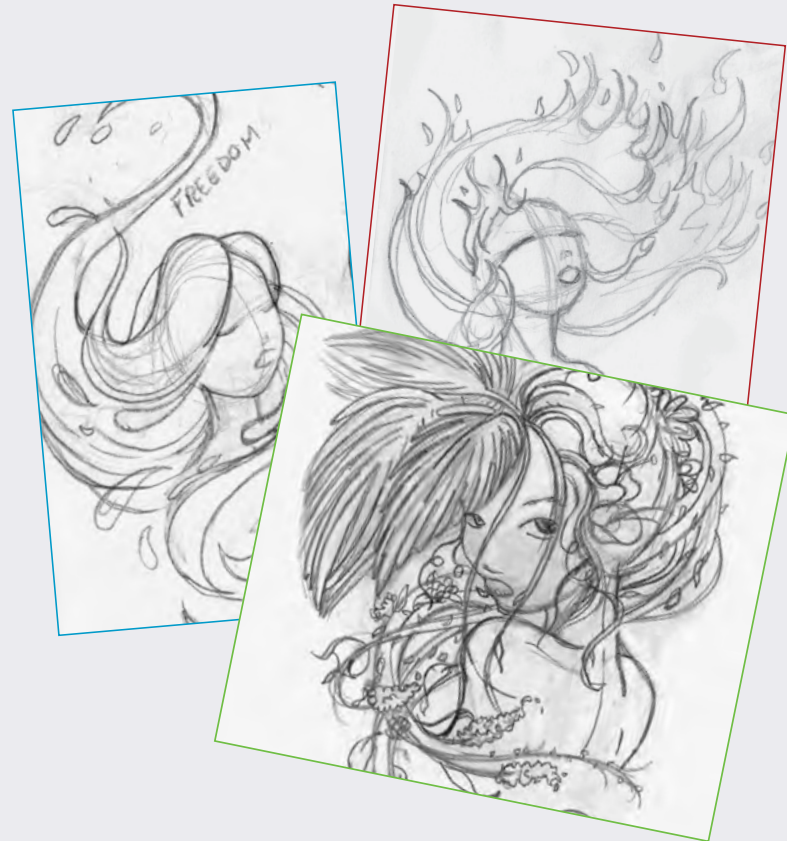
cupcake bake



MULTIPLE SCREEN VISIBILITY

Be it on a monitor, a mobile phone or even a tablet, this website is built to accommodate all screen sizes.

L'OREAL PARIS



800ML PLASTIC BOTTLES
Decorated with the elements of
earth, air, fire and water.



L'Oreal Products

illustrative package design

Use	Student Work
Class	Package Design
Date	2011

Using the basic elements of earth, fire, water and air to decorate a range of hair care products brings a natural appeal to the product line. Together the bottles stand tall, balanced through the primary colours of blue, green, yellow and red to present a package that sparks as well as soothes, giving L'Oreal a friendly and organic face lift.

2012 Calendar

12 month fantasy calendar

Use Student Work
Class Illustrator II
Date 2011

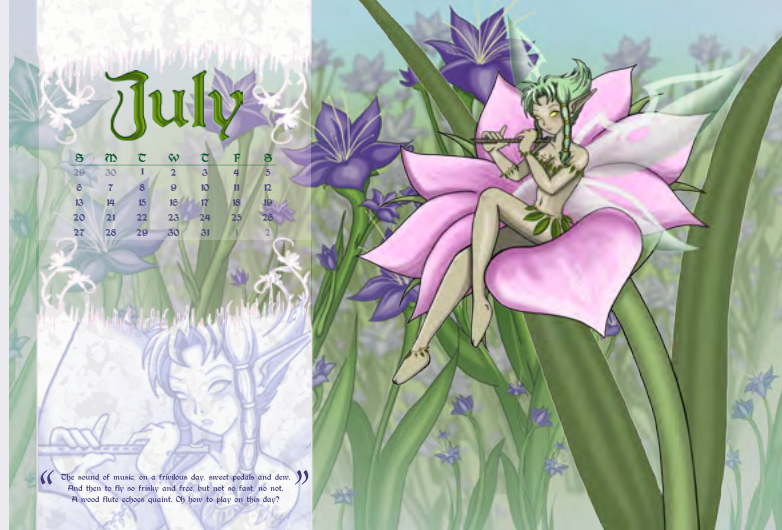
Based around the magical maidens book, this calendar was created to showcase the artists best illustrations and introduce her lovable characters. The line work offers us a peek at art styling reminiscent of the Art Nouveau Era, while the short descriptions echo the voices behind each character creation.



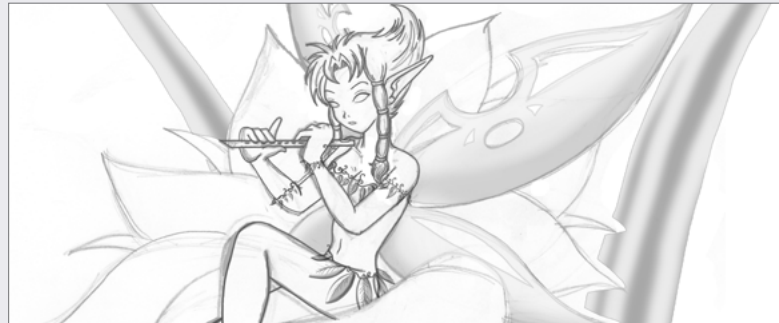
FULLY ILLUSTRATED 2012 CALENDAR

Each page contains a quote from the characters perspective.

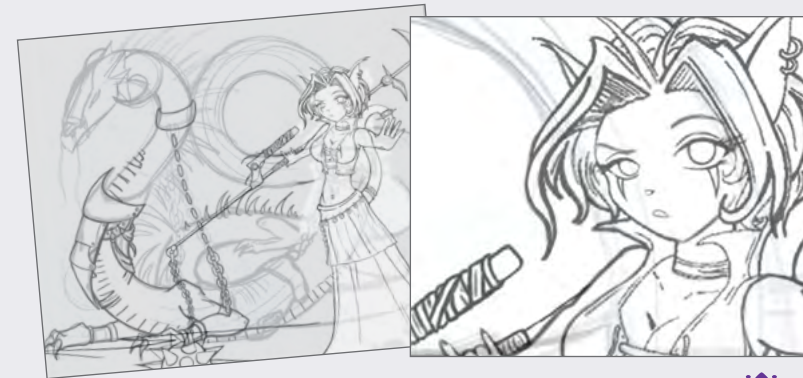




“ The sound of music, on a frivolous day, sweet pedals and dew. ”
 And then to fly so frisky and free, but not so fast, no not.
 A wood flute echoes quaint. Oh how to play on this day?



“ We fought for hours that day, my beloved companion and I. ”
 And it was only when he was captured and bound by enemies,
 that I realized I could go on fighting forever, if only to save him.



May

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



“ We fought for hours that day, my beloved companion and I. ”
And it was only when he was captured and bound by enemies,
that I realized I could go on fighting forever, if only to save him.



Energy Therapy

Private practitioner

Use Branding
Client Daphne Derry RN
Date 2011

As well as being a semi-retired registered nurse, the client is certified to practice Cranial Sacrum, Reflexology, Energy Work, Instruct Yoga classes and do Colour Therapy.

It is important to the client that the collateral be affordable and as such the budget was restricted. Choosing 1 sided digital printing for the stationery package was to adhere to this tight budget.



bellerose

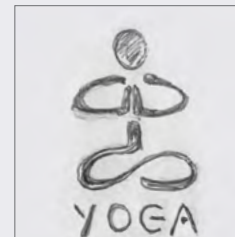
Akzidenz Grotesk CE Light
Akzidenz Grotesk CE Roman

00 C
20 M
50 Y
00 K

20 C
50 M
50 Y
00 K

00 C
40 M
40 Y
00 K

50 C
35 M
95 Y
10 K



CONCEPTUAL PROCESS

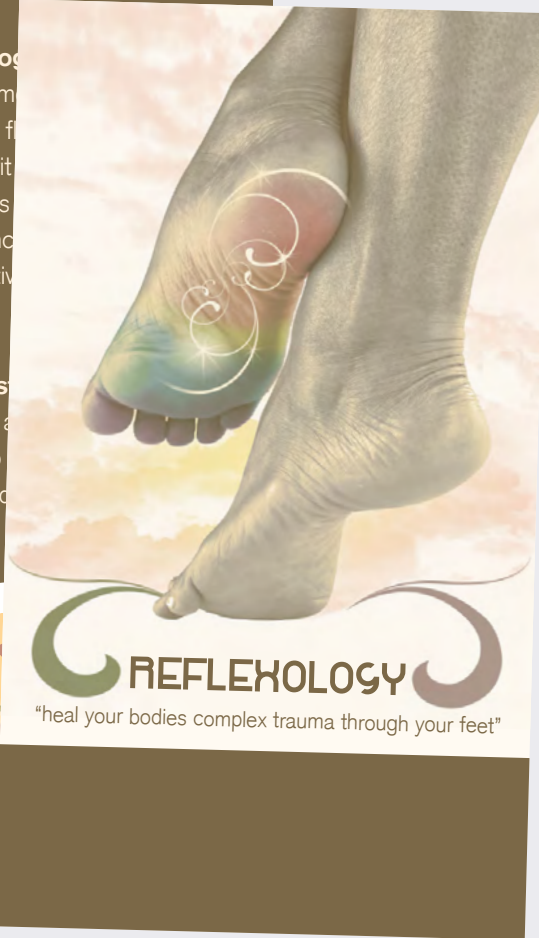
After a lengthy interview and a brain-storming process, the sketches begin. In order to capture a meditative aura along with the feeling of self acceptance, the sketches remain center justified which creates balance and grounds the material.

What can reflexology

heals physical ailments
promotes energy flow
focuses your spirit
calms your nerves
builds body balance
encourages positive
soothes trauma

Are you ready to start

Call us for a free
help guide you to
your specific needs



daphne derry 555 • 555 • 5555 dde

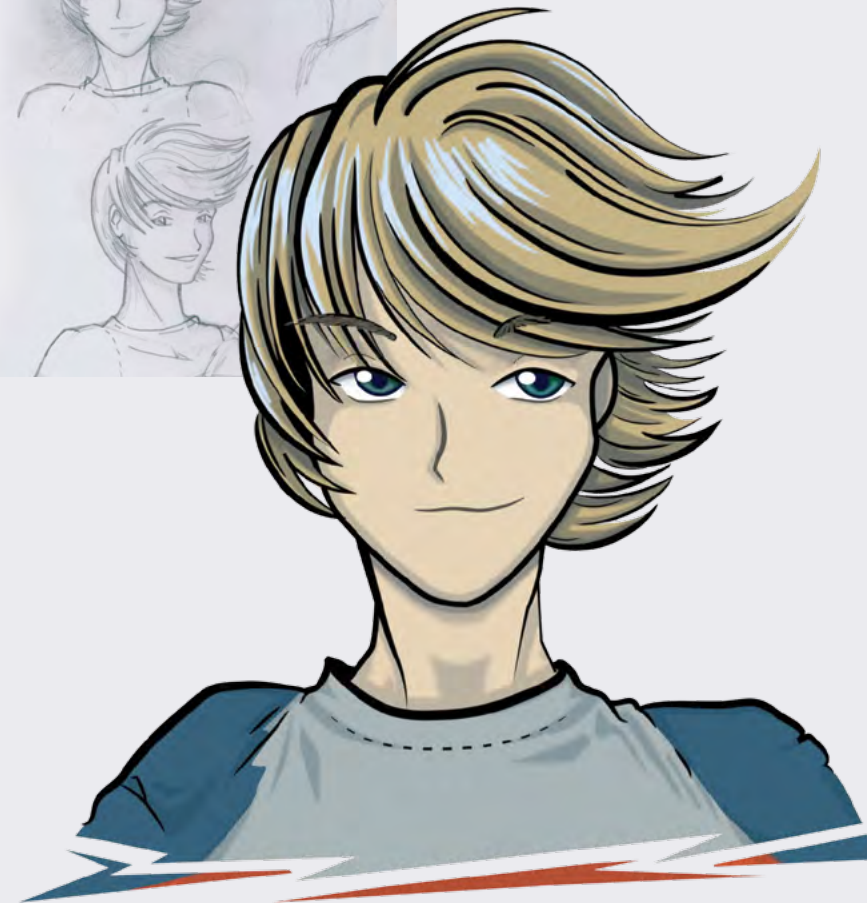
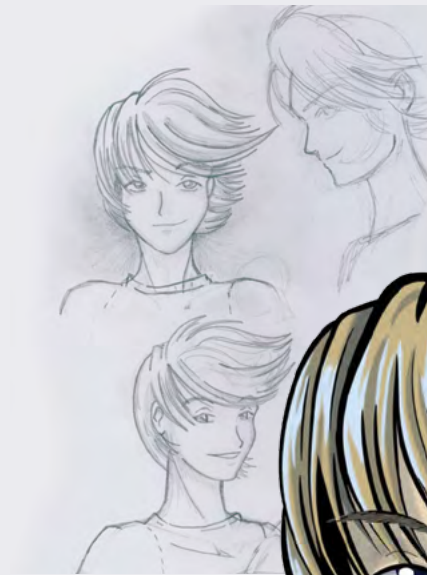


Nick Mizuki Line

professional squash equipment

Use Client
Client CRR Solutions
Date 2011

The design was created based on the popular squash shot 'The Mizuki Shot' and an anime style personality symbol representing the clients son 'Nick'. Using strong perspective adds an energy and sense of motion to the piece while the diagonal positioning further drives the physically active styling. Edgy colours boosts the canvas, working with the art to provide a pleasant sting to the products which accentuates the concept of athletic competition.







Silverline Kennels
miniature schnauzer dog breeder





Minature Schnauzer:
[min-e-ah-cher, sh-now-zer]

noun

German breed of sturdy wired-haired terriers who don't realize they are of the miniature class.

Prone to knowing better then you and overall holier then thou attitudes.



PANTONE 612 U

Using a two tone colour scheme with yellow for the playful side.



PANTONE 2766 U

Using a royal theme of contrasting colours creates tension and arrogance.

Minature Schnauzer:
[min-e-ah-cher, sh-now-zer]

noun

German breed of sturdy wired-haired terriers who don't realize they are of the miniature class.

Prone to knowing better then you and overall holier then thou attitudes.



Silverline Kennels

www.silverline.com (555) 632-7009

104 Gate Cr. Ottawa, ON H5R 6YH



SILVERLINE CARD

Bold commentary adds a playful attitude to this intense design.



ENVIRONMENT FRIENDLY
Encouraging the recycling of the printed material shows environment pride. Animal lovers value sustainable marketing practices.



why me?



**affection
confidence
protection
intelligence**

I am incredibly affectionate.
(responsibility of you have trained)

I am pretty awesome overall.
(responsibility of you have trained)

I will warn you of impending doom.
(responsibility of you have trained)

Of course I'm intelligent!
(from 120 let you believe you are more intelligent)

Lifestyle

A Mini Schnauzer is a wonderful household dog that loves to socialize with family members and is very loyal. Owing a miniature schnauzer requires time to love and bond with your pet. There are high maintenance dogs that love lots of attention. Due to their size and their devotion, the miniature schnauzer is a good choice for a family dog.

Appearance

The miniature schnauzer is a very distinctive breed characterized by its square shoulders and full facial hair. This particular breed has very bushy brows, beard and mustache. The miniature schnauzer comes primarily in salt and pepper, white, black or black and silver coats. The ears stand up straight with the tips curving slightly forward. The miniature schnauzer averages around a foot or slightly higher in height and weighs in between 10 and 15 pounds when full grown. A cropped tail is common. The tail also signifies it as a working class dog. Ear cropping is also popular because of standards for the American Kennel Club. The full length ears fold and cover the ear canal.

Socialization

You will find that the mini schnauzer is a social breed of dog. He loves to play with children and other family pets. The miniature schnauzer is extremely loyal and makes an excellent guard or watch dog for your family. The key to a successful miniature schnauzer is to establish yourself as the pack leader while the dog is still young. Miniature schnauzers that consider themselves the pack leader can be a little aggressive and don't tolerate other family pets unless they are brought up together. They also tend to be very protective of their territory and can be prone to barking should the dog not be properly socialized. This is common to the terrier class of dogs but should be taken seriously when you decide to train your schnauzer.

Dwellings

The miniature schnauzer is great indoors. It doesn't mind going without a yard, provided you give it a brisk walk or two during the day. You can keep a mini schnauzer in an apartment, condo or small house that doesn't have a yard as long as you play and socialize with your canine family member.

PEE ON IT!

my terms

regulations

Forbidden

you have seen the hell you go to!

you have seen the hell you go to!

you have seen the hell you go to!

you have seen the hell you go to!

affection confidence protection intelligence

I am incredibly affectionate.
(especially if you have treats)

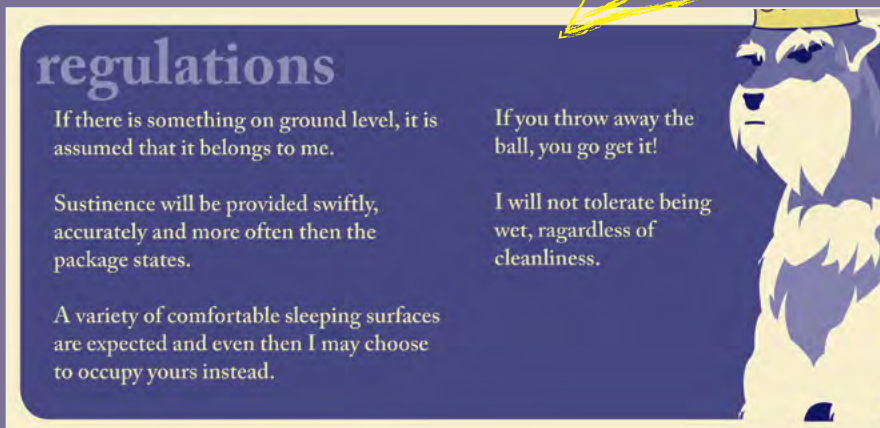
I am pretty awesome overall.
(especially if you have treats)

I will warn you of impending doom.
(even if you do not agree that there is a danger)

Of course I'm intelligent!
(but I'll let you believe you are more intelligent)

CHEEKY BROCHURE

Juxtaposing informative copy with the arrogant 'voice' of the overseer schnauzer connects the viewer with the animals fun but stubborn persona.



Silverline Kennel

grrr.. bark. bark. bark.

Use Student Work
Class Electronic Design II
Date 2011

This piece illustrates the military-like, stubborn appeal that is typical of the breed. A sharp, vertical composition holds the tense atmosphere while the use of two competing pantone colours further offers a sense of the power struggle present in owning a schnauzer. To lighten the mood, the artist adds playful illustration & witty commentary throughout the copy under the guise of the dogs voice, highlighting the character of the subject while using humour to simulate the love-hate connection of family. Overall the message playfully puts you at the mercy of this strong willed terrier, posing the inevitable question: "Will you own a schnauzer, or will the schnauzer own you?"

Outdoor Outfitters

advertising campaign

Use Student Work
Class Advertising II
Date 2012

"It's better together".

This is the statement behind each portion of the Outdoor Outfitters redesign.

Fusing the spirit of humanity with the spirit of nature, the logo carries imagery of fish and the arrows we use to hunt in a form that mimics the yin yang. This strikes a balance between human and animal. The single most important aspect of the great outdoors.

OUTDOOR



OUTFITTERS

PRIMARY TARGET AUDIENCE

56+ retired male (baby boomer)
Canadian, High Income
Married with adult kids

ACTION PLAN

Encourage family connection,
group outdoor sporting events.

MISSION STATEMENT

Focusing on our instinctual
connection to nature, we strive
to enhance our services to better
the enjoyment of our customers
on family outings.





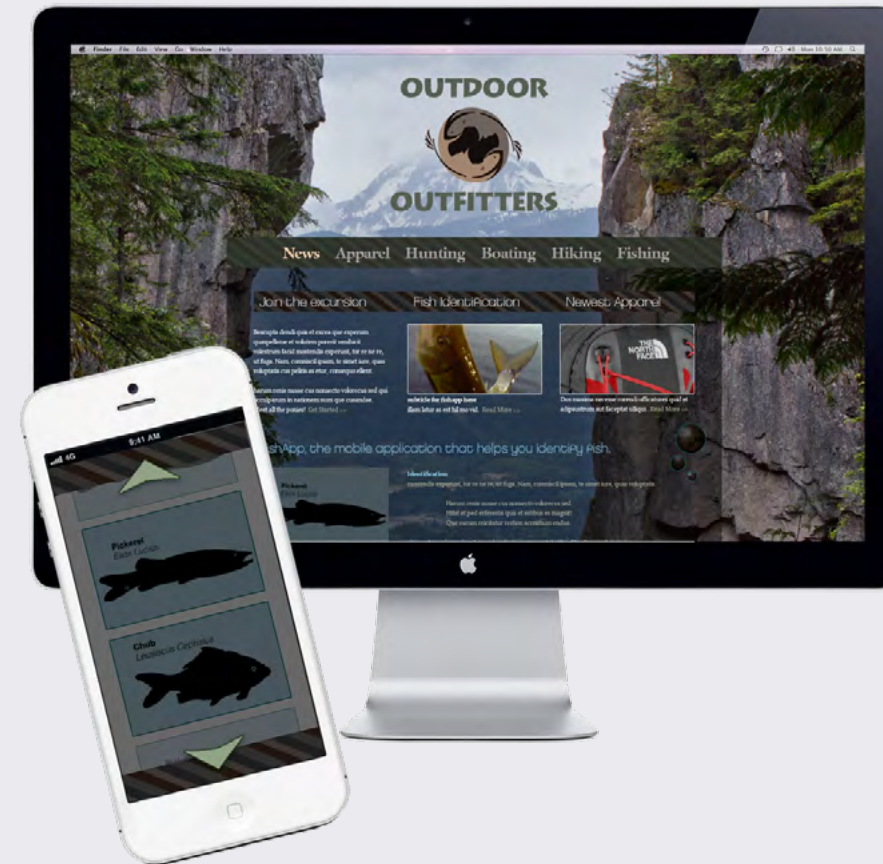
BILLBOARDS

Carrying the message across through billboard ads.

WEBSITE AND MOBILE APP

A website that has a listing of the inventory, an option to buy online plus discussion forums for our customers to review products or exchange secrets.

The mobile app: Fish Identifier serves our customers without the need for an internet connection. It identifies fish & lists fishing laws based on location.





it's better, together
FAMILIES OF 4 OR MORE
ARE ELIGIBLE FOR GROUP SAVINGS



OUTDOOR OUTFITTERS
WWW.OUTDOOROUTFITTERS.COM

MAGAZINE ADS

Showing the viewer where they fit into the outing, highlighting how empty it would feel not to have friends with you.



it's better, together
JOIN WITH A FRIEND
GET A \$50 GIFT VOUCHER



it's better, together
GO HIKING AS A GROUP
REFER A FRIEND, SAVE 30%



MONTHLY MAGAZINE

A monthly free magazine
available at the store, to give
customers a reason to come back
every month.

Alcoholics Anon
advertising

Use Student Work
Class Advertising I
Date 2011

Alcoholism is an escape from the grueling expectations of life as perceived by the user, not just from others. Typically alcoholics are faced with a low sense of self worth paired with unreasonably high expectations from themselves to function beyond human capabilities. The imagery catches both the numb state of being drunk alongside the tormented half, where the alcoholic feels unable to cope. Speaking in understanding tones gives the viewer what they need most. Acceptance and hope.



THE REALITY OF ALCOHOLISM
Bouncing between the numbness of alcohol or the torment of abstinence. This die-cut postcard literally illustrates the two-faced effects of an alcohol addiction.

If I could clean up this side — I wouldn't need the other. AA
If I could clean up this side — I wouldn't need the other. AA



It's always sunny here.
But why's it so dark?

I've got a great job, steady income, a large happy family who spend a lot of time together. I've been promoted recently, and I get to spend time with my wife. Even distant, come to think of even brought in the winning run at the company baseball game. It so have the kids. I didn't even get a call on my birthday. I got Yeah, things are going well. My daughter's getting married next the promotion, but it's probably because no one else wanted it. I year. She's caught herself a good one, that's for sure. They're very always get stuck with all the shitty jobs. Now I also have to worry happy and I may even be a grandfather soon. The stocks are up. about how my grandson will be raised. I'm not made of money. Even in this poor economic state. I guess I just have it made. The I can't help them. Now I have to deal with this barbeque we do weather is great lately, the days are longer, the trees are starting to every year. What if I burn the burgers? Won't people have fun bud. I'm going to have to get everyone together for that barbeque laughing at me. Everyone always laughs at me. Of course I laugh soon. It'll be a good time to tell my daughter how proud of her I am. along, otherwise I'd look pretty stupid. I hope they don't notice me Yeah. Everything's just great. Really, I'm doing fine. escaping to the liquor cabinet, they just don't understand.

It gets more and more difficult to ignore the negative messages.

There is hope.



It's always sunny here. But why's it so dark?

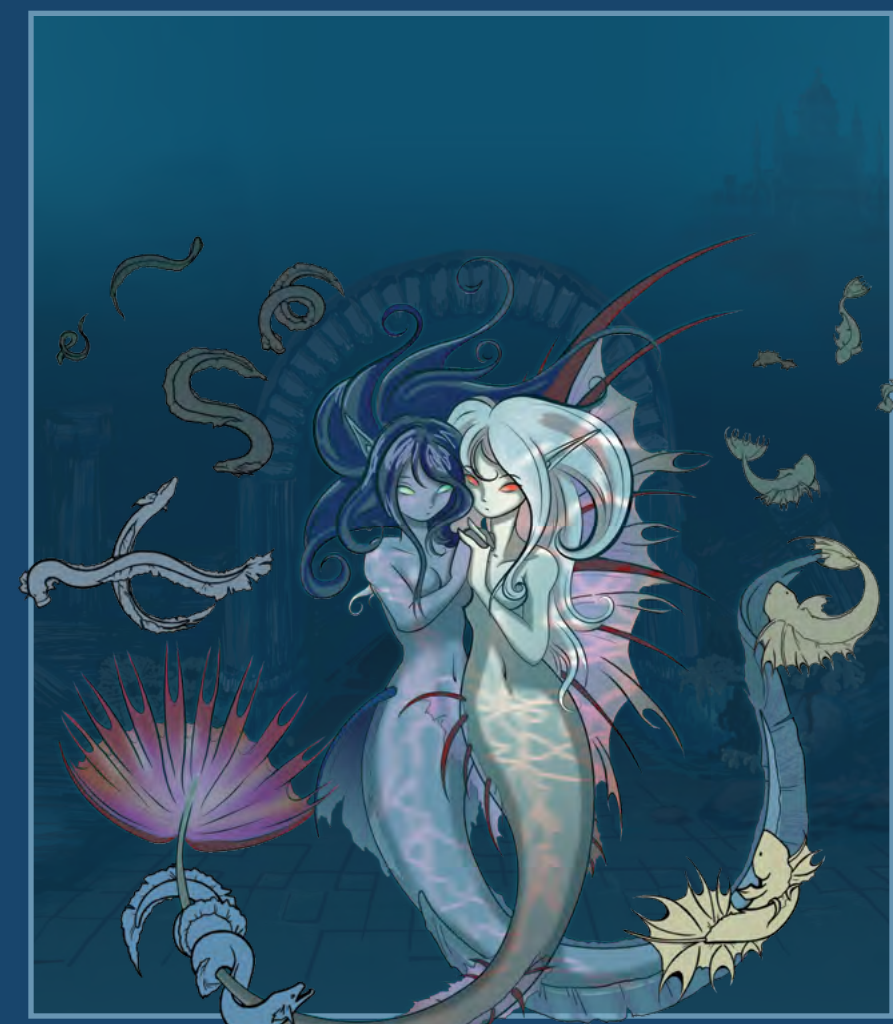
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Yeah. Everything's just great. Really, I'm doing fine.
escaping to the liquor cabinet, they just don't understand.

It gets more and more difficult to
ignore the negative messages.



“ A freelance artist branching into the graphic design realm,
seeking employment as a junior graphic designer and illustrator.
Passionate, skilled and motivated with a flexible schedule.
Eager to expand experience and knowledge in the field. ”

education			
2012	GRAPHIC DESIGN	DIPLOMA VCAD	VANCOUVER, BC
2009	BARTENDING	CERTIFICATE Bartending	SURREY, BC
PRE 1999	ST. THOMAS	HIGH SCHOOL St. Thomas	POINTE CLAIRE, QC
experience			
SINCE 2002	TAZMAA’S STUDIO	Freelance illustration	WORLDWIDE
2009–2010	DUKE OF WELLINGTON	Bartender & server	LANGLEY, BC
PRE 2009	RETAIL WORK	Cashier, customer service, stock	BC & QC
PRE 2009	PC ASSEMBLER	Assembling computers	BC & QC
languages			
ENGLISH		Mother tongue	
FRENCH		Secondary language	



skills

Technical	Proficient	Mac & PC platforms	
	Advanced	PC hardware skills	
	Advanced	Adobe Creative Suite	
	Proficient	Pantone or spot colours	
Coding	Intermediate	CSS and HTML	
	Basic	Javascript, JQuery	
	Intermediate	Wordpress	
	Intermediate	Use of SEO	
Design	Colour theory		
	Layout hierarchy		
	Typographic grids		
	Adherence to budget		
	3D design for packaging		
	Producing die-cut templates		
	Web design, Social media interaction		
	Branding & logo development		
Illustration	Advertising & marketing campaigns		
	Variety of mediums and styles.		
	Specialized	Figure drawing	
		Fantasy Art	
		Cartoon Characters	
Children's themes			
Impressive use of creative perspective and intriguing colour palettes to convey a variety of moods or atmospheres. Proficient with vector or raster illustration & adept at combining the two. Experienced with illustrating freelance.			



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