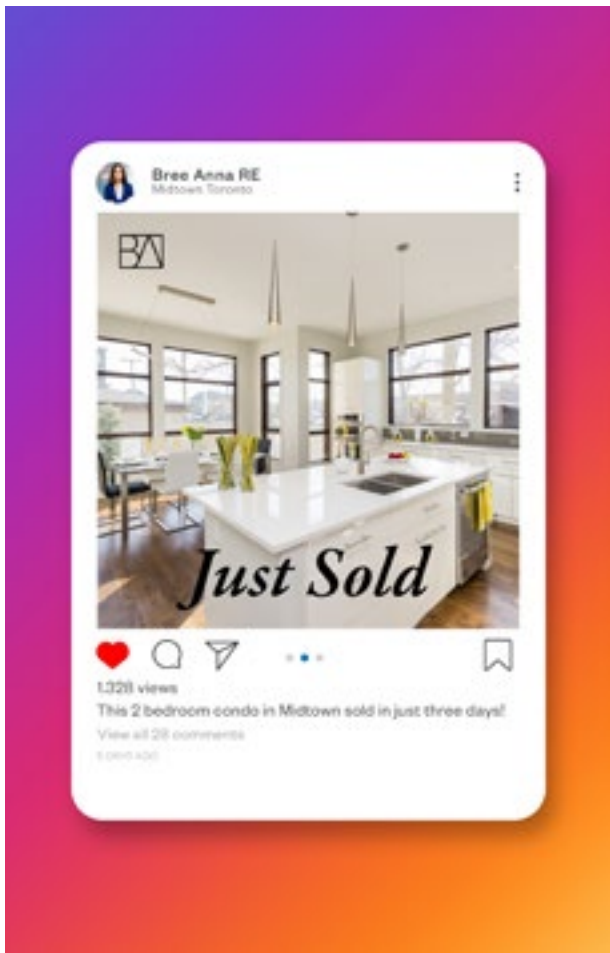
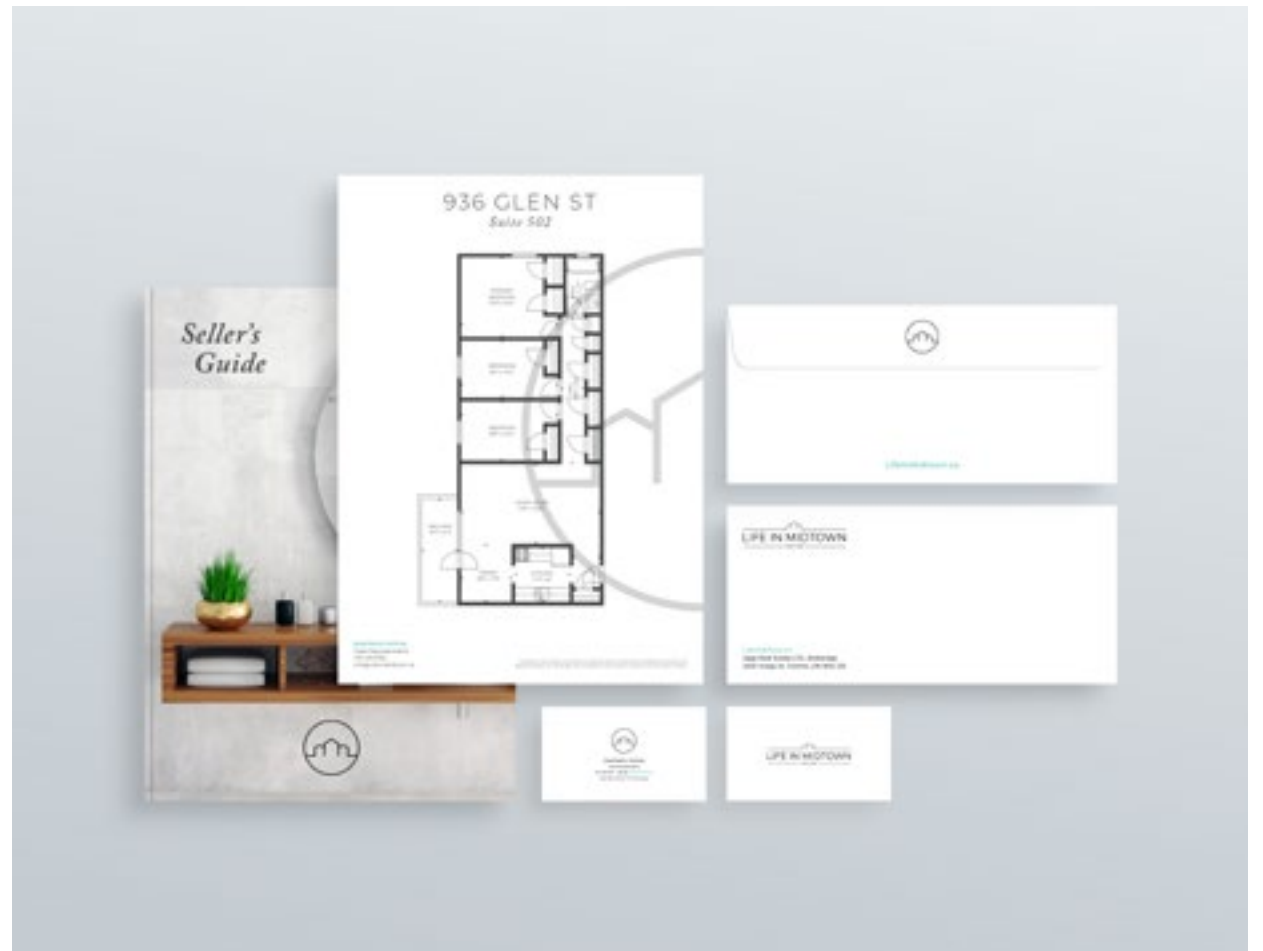


DAVE
DOES
DESIGN

PORTFOLIO





REALTOR BRANDING

Realtor branding and marketing materials not only advertise their client's properties, but the Realtors themselves.

While working for Sage Real Estate, a brokerage with 150+ Realtors under contract, responsibilities included working closely with Realtors to develop brands individually tailored for them. This includes conception and planning, logo and style development, execution of an all-encompassing branding package, and maintaining established brand guidelines for future pieces.

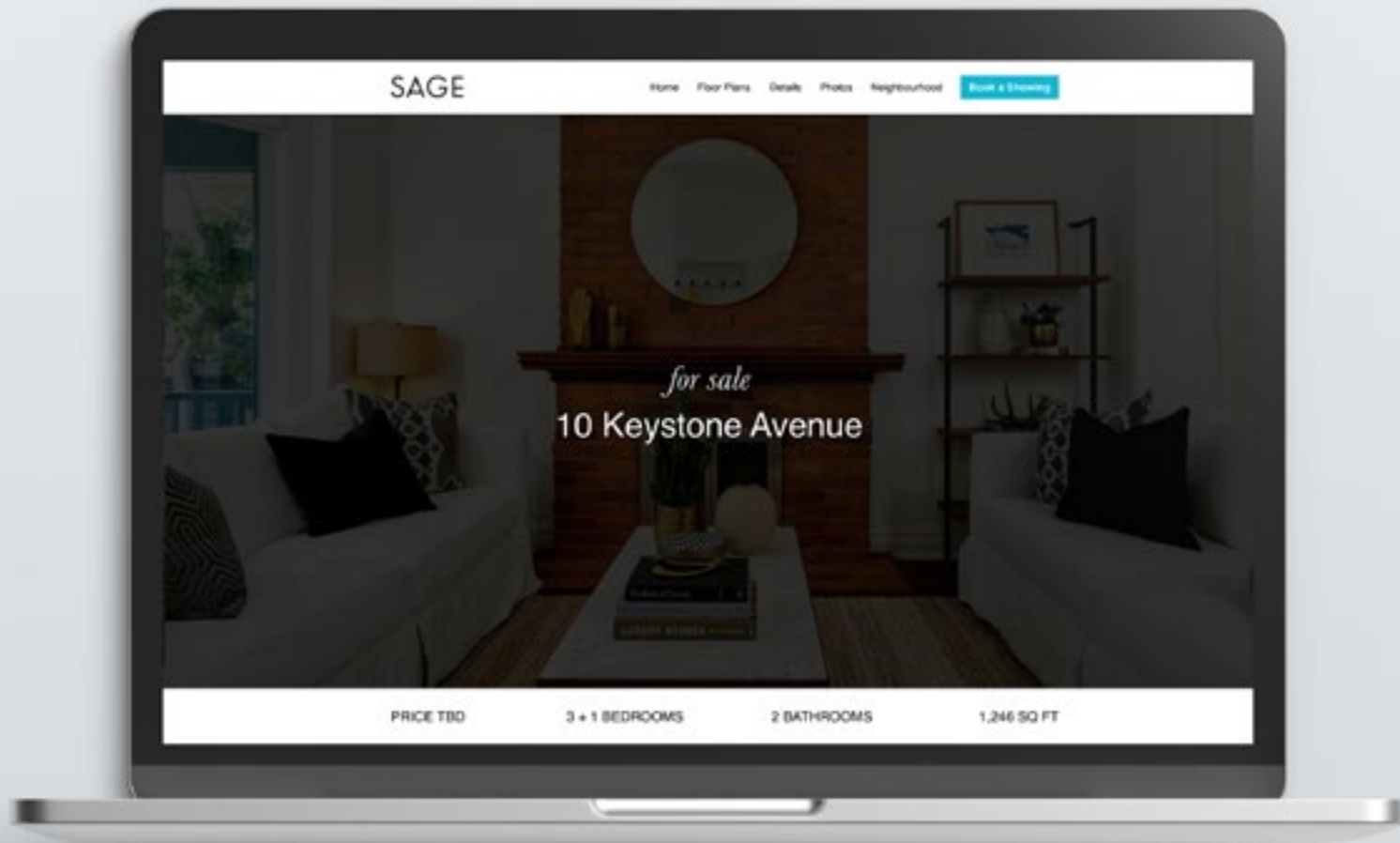


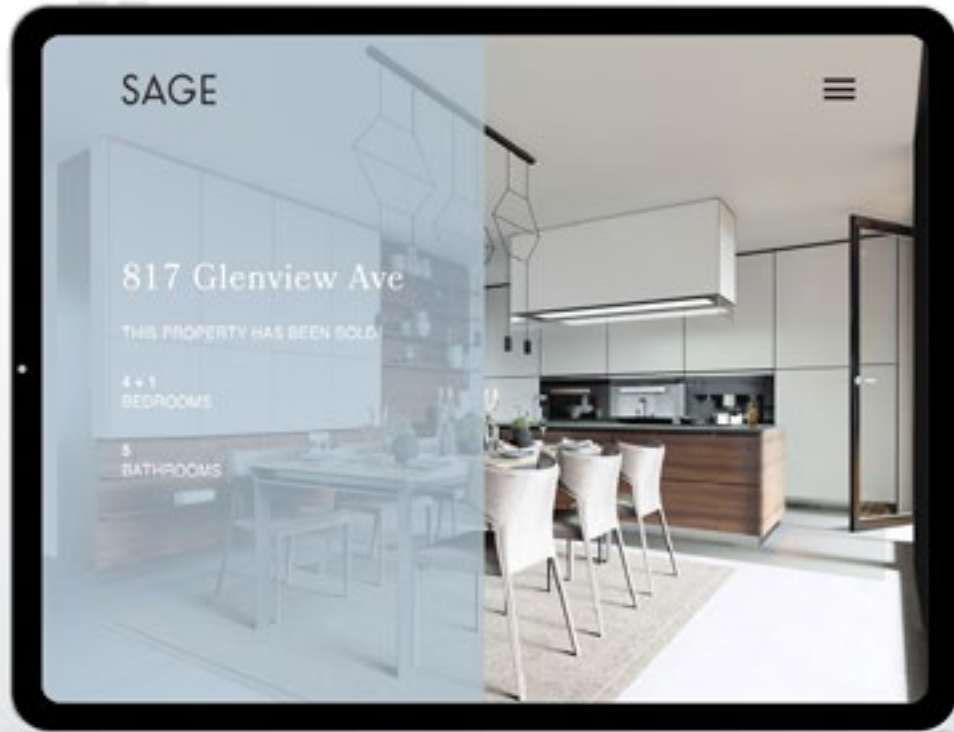


PILOTI TRAILER & STAGE

Piloti's mission is to combine the performance of professional race-wear with the comfort and casual style of our favourite pair of shoes.

This stage doubles as a trailer to travel to different events to exhibit the latest of their high-end products. I designed the wrap around the custom trailer specs to ensure strong style and brand representation in both trailer and stage configurations.



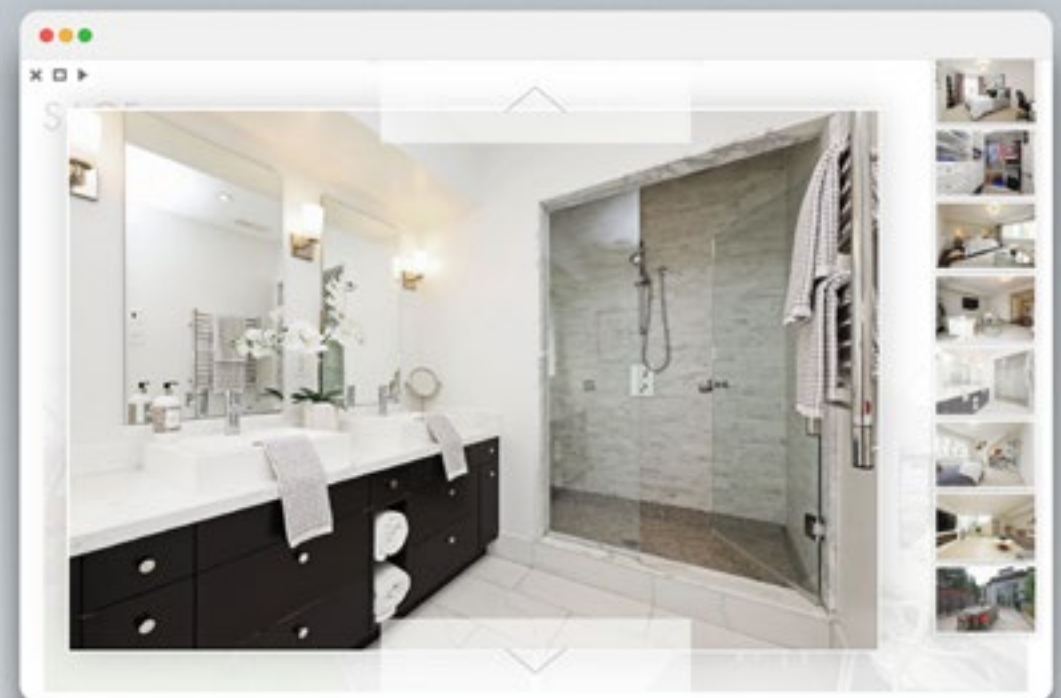


LISTING WEBSITES

With buyers increasingly turning to online resources to search for potential new homes, having a dedicated site to highlight the property's features is important for sellers. Having a professional and clean looking website not only helps an agent sell their client's property, it also promotes the agent themselves.

For Sage Real Estate, I developed and maintained a WordPress network to create websites for each property listing. After creating a set of templates I built a Multisite Network that allowed efficient site generation for thousands of properties.

View template sites [here](#).





CANADIAN TIRE DEALERS' ASSOCIATION

The Canadian Tire Dealers' Association does an annual trade show which requires many accompanying print pieces such as signing and product lists. As part of Canadian Tire's Creative Services team, I worked on a number of many supporting materials for the event. Shown here is the CTDA Convention Guide which is distributed to each guest and contains messages from key executives, as well as a schedule of important events for the convention.

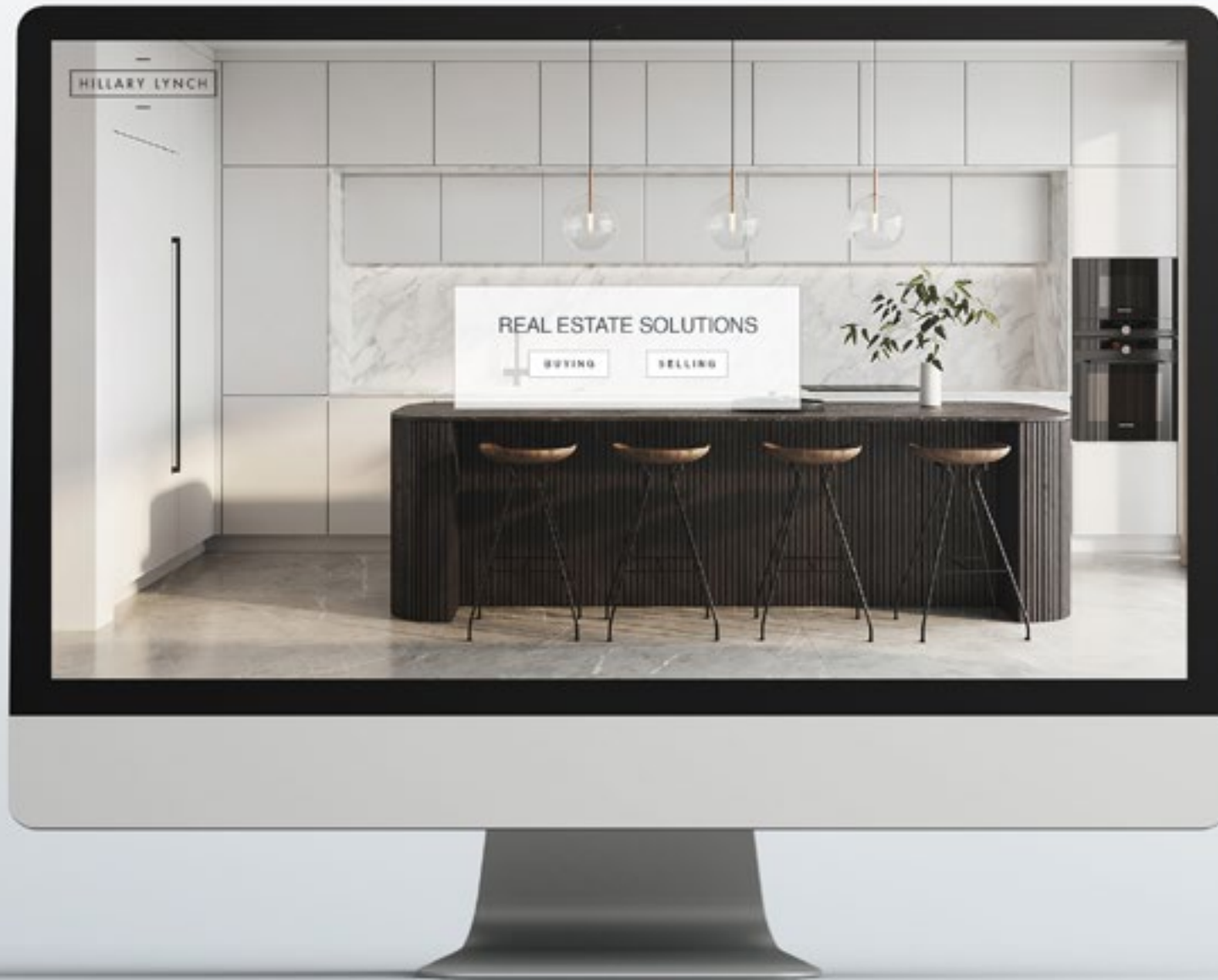


'WE ALL PLAY FOR CANADA' RIO OLYMPIC CAMPAIGN

'We All Play for Canada' was Canadian Tire's marketing campaign and partnership with the Rio 2016 Summer Olympics. The primary campaign was created by Cleansheet Communications with our internal Creative Services team generating supplementary materials. As a member of Creative Services, I worked on a number of projects, generating new art and designs that closely followed the guidelines established by the primary ad campaign.

Some of the projects I was responsible for are seen here; vertical banners (art also used for in-store wall vinyl), a trailer wrap, and athlete autograph cards.







REALTOR WEBSITES

A realtor's website is useful for accomplishing many of their needs including brand reinforcement, advertising of properties under contract, and lead generation. Having a clean and presentable website is an important factor in establishing professional credibility in an increasingly digital world.

View example sites: [Realtor Site 1](#), [Realtor Site 2](#)



DAVE
DOES
DESIGN