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Jamie Lawson

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Graphic Design Portfolio
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100B7

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Direction, Graphic Design

Tasked to design promotional material for Olympian Lyne Besette's Cyclosporive 100B7.

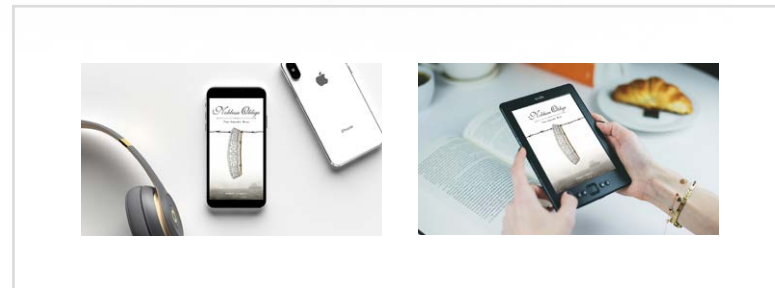
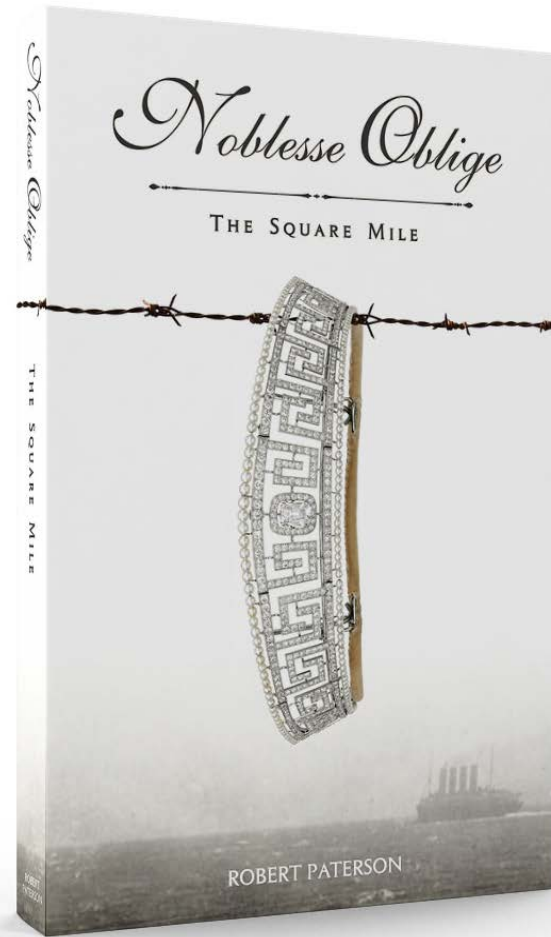
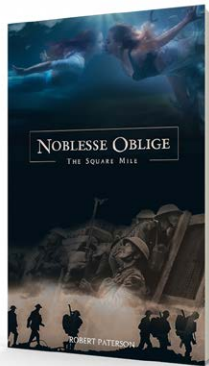
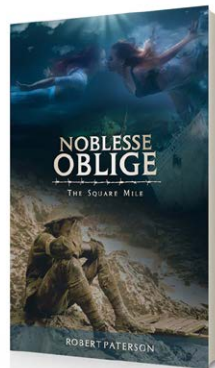
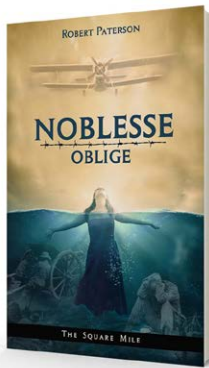


Noblesse Oblige

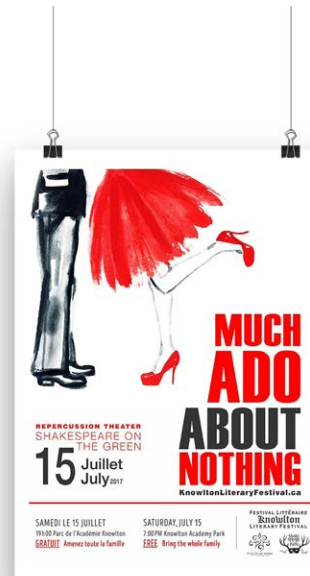
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Book Cover Design

The Noblesse Oblige book cover was explicitly designed to evoke intrigue and anguish. I applied my abilities as a designer to give voice to the soldiers of WWI and the families of The Square Mile. Their sacrifice knew no boundaries.



Knowlton Literary Festival

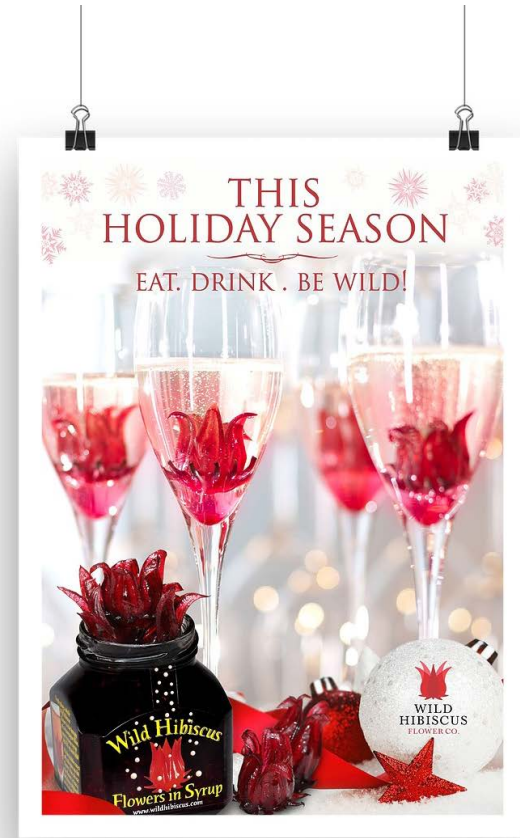


Wild Hibiscus Co.

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Direction, Branding,
Graphic Design, Photography,
Copywriting, Marketing

As head graphic designer for Wild Hibiscus Co. I created the Wild Hibiscus brand and produced a diverse collection of international print and electronic material. Wild Hibiscus relied on my keen Photoshop skills to produce product images for an array of applications. While creating a multitude of design material, my copywriting and marketing skills were also frequently called upon. I oversaw the efficient and effective day-to-day art direction of the Wild Hibiscus Co., provided the social media team with direction and often engaged directly with publicists. I worked closely with the Wild Hibiscus founder and executives of North America and Australia to formulate and execute successful endeavors.



Wild Hibiscus Co.



CiROC Celebration
1.5oz CiROC Ultra Premium Vodka
0.5oz Wild Hibiscus Syrup
1 x Wild Hibiscus Flower
Top with Champagne
Please drink responsibly



CiROC WILD HIBISCUS
www.ciroc.com
www.wildhibiscus.com

DELICIOUS WILD HIBISCUS FLOWERS
FLOWER CO.



www.wildhibiscus.com

WILDLY ROMANTIC HIBISCUS!
DELICIOUS. REAL. FLOWERS.




www.wildhibiscus.com

CiROC Blossom
CiROC Blossom
CiROC Red Berry
Wild Hibiscus Flower
Deliciously unique!



CiROC WILD HIBISCUS
www.wildhibiscus.com www.ciroc.com

BE WILD!
The ultimate, delicious garnish for cocktails, desserts and more.



www.wildhibiscus.com



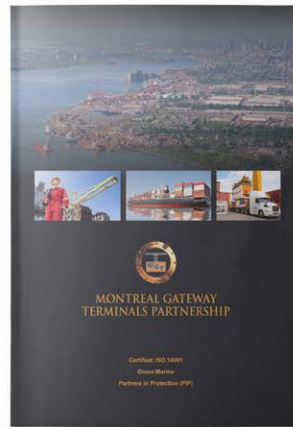


Montreal Gateway Terminal Partnership

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Art Direction, Graphic Design, Photography, Video, Production

The task was to design the corporate brochure, featuring terminals one and two. My roles were art director, graphic designer, videographer as well as on-site photographer #2. This was a sensitive assignment as it was a highly secured area, coinciding with the operation of heavy machinery. We were given clearance and escorted around the terminal, which enabled us to obtain the desired photography. In conjunction, I also produced a MGTP promotional video.



Beaulieu

Graphic Design

I was hired by Beaulieu Canada and Beaulieu America to produce vibrant store displays, new brand logos, promotional leaflets, warranty manuals and instruction manuals. I worked closely and effectively with the brand manager ensuring that mandates and expectations were met and surpassed. I was fortunate enough to receive accolades from Beaulieu America regarding my refreshing designs.



THERMALOC
BACKING




THERMALOC
BACKING

THERMALOC BACKING

Since 1978, Beaulieu has been seeking ways to enhance the human environment by coinciding responsibly with the global environment. Thermaloc™ backing connects both ideals without losing functionality or quality. The backing is heat-treated during our manufacturing process to safely secure the fibers in place. Unlike latex backings that can dull and distort the pattern, Thermaloc™ Backing maintains the non-woven contours for maximum definition. Thermaloc™ is perfect for both indoor and outdoor living spaces. You do not have to choose between the environment and quality products with Beaulieu Group's Thermaloc™ Backing.

- ✓ No Volatile Organic Compound emissions.
- ✓ Latex free.
- ✓ Colors are solution dyed and fade resistant.
- ✓ Locks in fibers to prevent fraying.
- ✓ Durable in high traffic areas.
- ✓ Stain and mildew resistant.
- ✓ Cutting to any size is effortless.
- ✓ Eliminates the possibility of delamination.
- ✓ Light weight for easy transportation and storage.

GREEN SMART CARPET

Beaulieu Specialty Fabrics 4977 Highway 76, Chatsworth, GA 30705-6383



b STAIN PROOF
POUR LA VIE



AUCUNE EXCEPTION



SOUTHERN SCENES
WILSON, THE MOST BEGGING CARPET FIBER

100% nylon
Solution dyed nylon
Durable premium carpet

Stain resistant
Easy to clean
Pet-Friendly

Magic Fresh
CARPET CLEANER




Magic Fresh
Color Enhancer... Built In!



Add a little **fleck**
to your home décor!

Alluring & Trendy
Luxurious Textures
Contemporary & Fashion Forward
Advanced Stain Resistance
Pet-Friendly

FLECK IT
Style and Elegance
to your home





THE BEST OF **b**

LUXURIOUS TEXTURES

Alluring & Trendy Advanced Stain Resistance Pet-Friendly

Magic Fresh
CARPET CLEANER

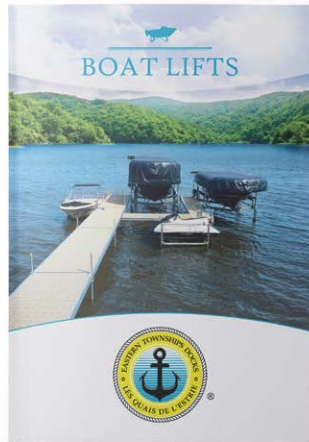
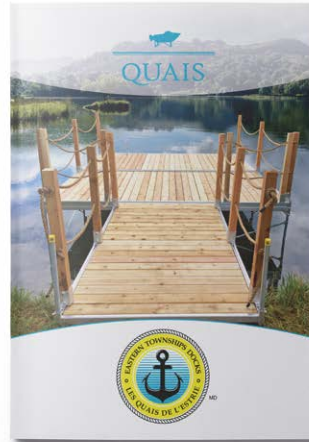


Eastern Townships Docks



Direction, Photography,
Graphic Design, Video

Annually produced, the Eastern Townships Docks catalogue in two languages. I also provided additional photography and produced a how-to video for the company's DIY Dock-Kit series.



Showa Best Glove

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Art Direction, Graphic Design, Exhibit Design, Photography, Marketing

I established an enduring and loyal working relationship with Showa Best Glove. As head graphic designer for the Canadian division I was tasked to design and implement a variety of engaging print and electronic advertisements. I worked closely with production houses in producing brochures, catalogues, leaflets and exhibits. I utilized my photography and copywriting skills for many Showa Best Glove projects. I worked closely with the Marketing Director to establish precision ad placement and successful user experience design.



THE BEST IN HI-TECH PERFORMANCE AND HAND PROTECTION

For every hi-tech application these polyurethane palm coated with silicon-insensitive film, consistently superior. Increase the factor for operations that cannot be compromised by using interior gloves.

FREE **AD520 Hi-Tech Polyurethane Coated Palm Coated Gloves**

Complete the form below and receive a FREE Showa Best Glove catalogue and one pair of AD520 Gloves.

Solution: Mr. Ms.

Company Name: _____

Address: _____

City: _____

Province: _____ PC: _____

Telephone: _____

Your Name: _____

No. Employees: _____

E-Mail: _____

Verify E-Mail:

YES, send me a FREE catalogue

YES, I would like a representative to contact me

Your information is confidential and will not be distributed. Show Best Glove will only deliver gloves to a business address.

AD520 HI-TECH GLOVES

SUBMIT FOR FREE GLOVES

SHOWA BEST GLOVE

This Nitrile coated glove offers a superior foam grip for working under the most slippery conditions. Comfortable to wear and long lasting with a durable finish.

FREE **377 Nitrile Coated Foam Grip Gloves**

Complete the form below and receive a FREE Showa Best Glove catalogue and one pair of 377 Nitrile coated foam grip Gloves.

Solution: Mr. Ms.

Company Name: _____

Address: _____

City: _____

Province: _____ PC: _____

Telephone: _____

Your Name: _____

No. Employees: _____

E-Mail: _____

Verify E-Mail:

YES, send me a FREE catalogue

YES, I would like a representative to contact me

Your information is confidential and will not be distributed. Show Best Glove will only deliver gloves to a business address.

GLOVES FOR THE CANADIAN OIL WORKER

SUBMIT FOR FREE GLOVES

SHOWA BEST GLOVE

Made in Canada, the Triple Insulated Big Orange 14" Gauntlet provides the wearer with a sure grip, comfort with a tough finish. Designed for the Canadian Miner with big "glove hands".

FREE **14" Gauntlet Big Orange Gloves**

Complete the form below and receive a FREE Showa Best Glove catalogue and one pair of Insulated 14" Gauntlet Big Orange Gloves.

Solution: Mr. Ms.

Company Name: _____

Address: _____

City: _____

Province: _____ PC: _____

Telephone: _____

Your Name: _____

No. Employees: _____

E-Mail: _____

Verify E-Mail:

YES, send me a FREE catalogue

YES, I would like a representative to contact me

Your information is confidential and will not be distributed. Show Best Glove will only deliver gloves to a business address.

GLOVES FOR THE CANADIAN MINER

SUBMIT FOR FREE GLOVES

SHOWA BEST GLOVE

GLOVES FOR AIRPORT CREWS AND MORE

Complete the form below and receive a FREE Showa Best Glove catalogue with more than 150 proven industrial gloves for every use and application possible.

Solution: Mr. Ms.

Company Name: _____

Address: _____

City: _____

Province: _____ PC: _____

Telephone: _____

Your Name: _____

No. Employees: _____

E-Mail: _____

Verify E-Mail:

YES, send me a FREE catalogue

YES, I would like a representative to contact me

Your information is confidential and will not be distributed. Show Best Glove will only deliver gloves to a business address.

SUBMIT FOR FREE CATALOGUE

SHOWA BEST GLOVE

Brome Lake Ducks Rugby

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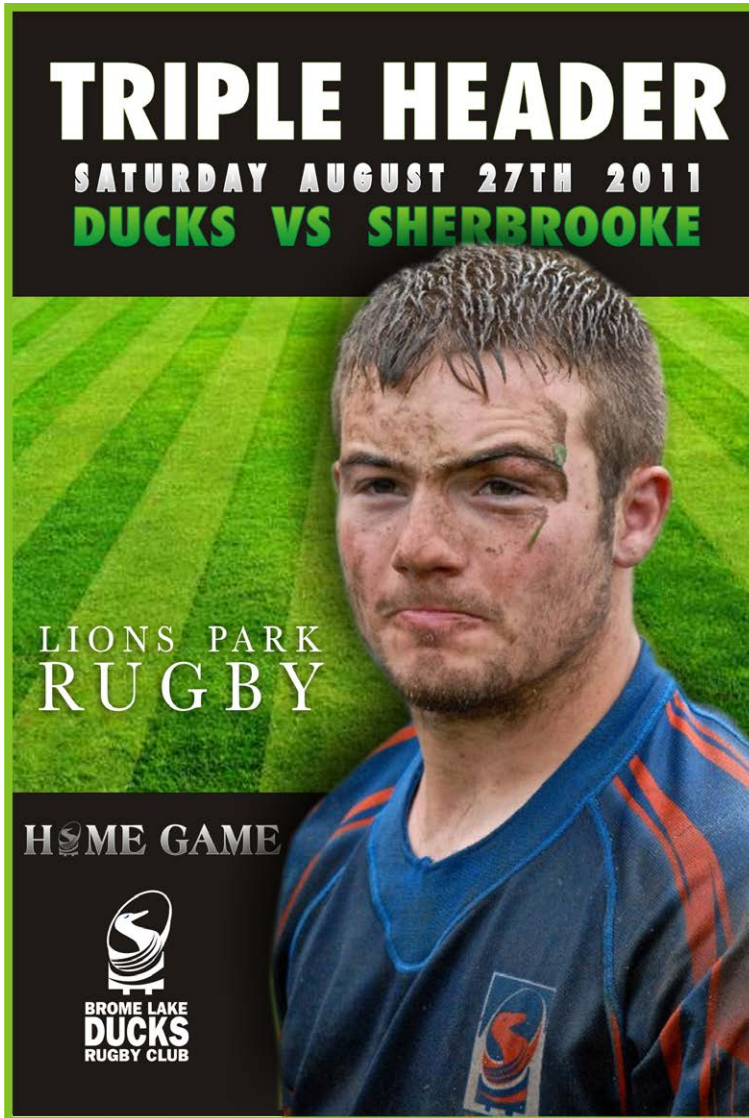
Art Direction, Branding,
Graphic Design, Photography,
Video, Marketing, Social Media

AS THEY PERCEIVE, SO SHALL THEY BELIEVE. By branding Brome Lake Ducks Rugby and promoting the team through formidable posters, banners, advertisements, clothing lines, video and social media, a following was born which lives on to this day. A community was brought together, the team thrived and diversified, giving way to Men's Divisions A & B, the revival of Women's Rugby and Junior's Rugby. The branding and marketing of Brome Lake Ducks Rugby instilled confidence and power in the players which led them to the top of their division. Swarms of fans gathered and purchased Brome Lake Ducks Rugby paraphernalia and dare I say... so did the opposing teams.




TRIPLE HEADER

SATURDAY AUGUST 27TH 2011
DUCKS VS SHERBROOKE



LIONS PARK
RUGBY

HOME GAME



BROME LAKE
DUCKS
RUGBY CLUB

RUGBY TRIPLE HEADER

SATURDAY AUGUST 06, 2011



USUS ANAS WOMEN DUCKS VS NOMADES
DUCKS VS BEACONSFIELD



Women 12:00pm
Men 2nd Division 1:30pm
Men 1st Division 3:00pm

RUGBY 7s SEVENS



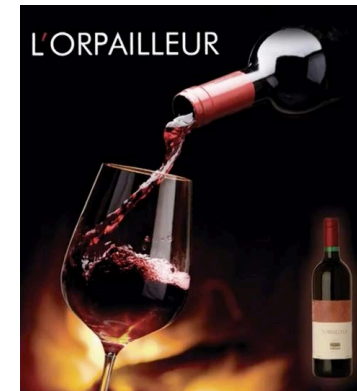
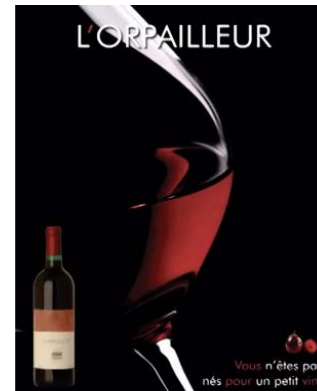
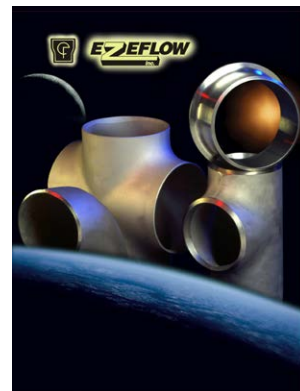
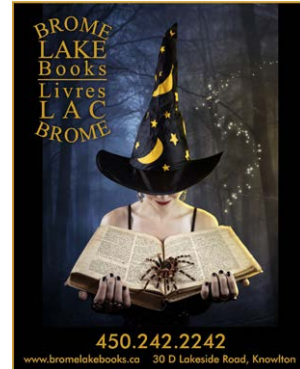
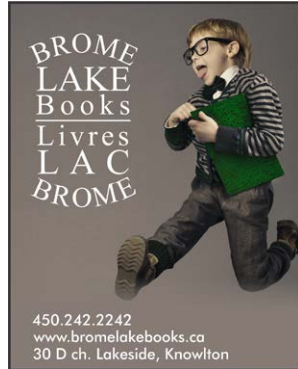
RUGBY BROME LAKE DUCKS RUGBY



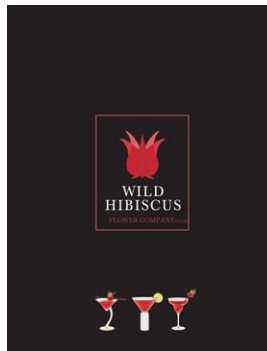
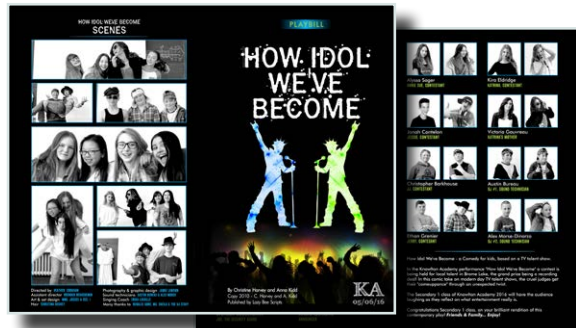
Print & Digital

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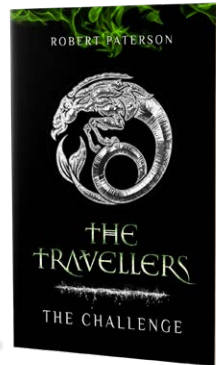
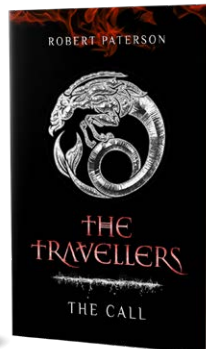
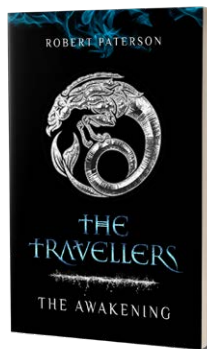
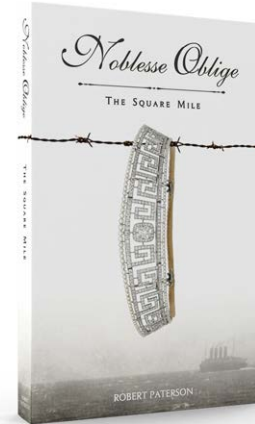
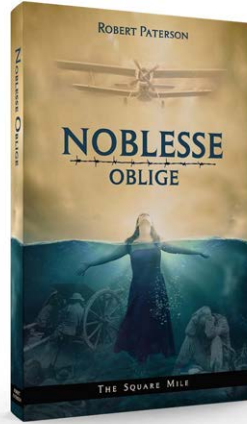
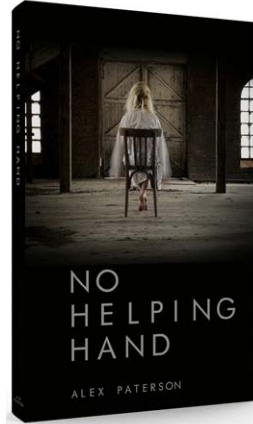
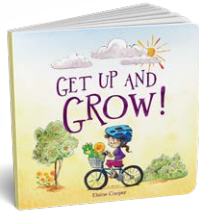
Graphic Design,
Photography, Copywriting



Print & Digital



Print & Digital



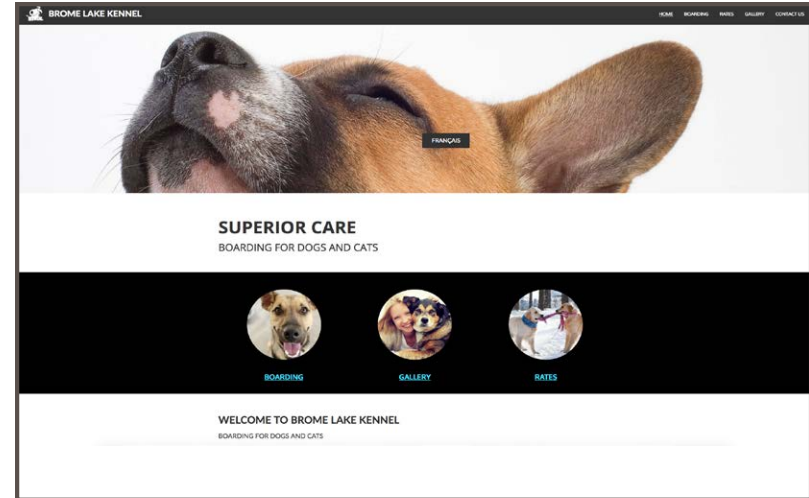
Web Design

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Art Direction, Graphic Design,
Web Design



<https://www.russellplumbing.ca/>



<https://www.chenillacbrome.ca/>

Video

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Art Direction, Graphic Design,
Video Production, Social Media
Placement



https://youtu.be/Y4V76mh_Z3U



<https://youtu.be/Cmzv8bbR7SkZ3U>



<https://youtu.be/Zvzyfgsafjw>



<https://youtu.be/68kXDrN58pc>

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