



art by
DEENA



Experience:
In-house/Agency roles: 2018-2023
Freelance roles: 2021-current

Hi, I'm Deena!

I'm a passionate graphic designer, digital artist, video editor, and aspiring marketing manager, eager to help your brand shine.

I specialize in creating visually compelling media tailored to elevate your business and convey your message in a distinctive way.

My design style blends vibrant colors with a clean, minimalist approach, striking a balance between industry trends and a unique creative touch. I'm adaptable, versatile, and committed to understanding your vision to deliver results that exceed expectations.

Let's bring your ideas to life!

Some of my favourite software:



Additional skills:
Traditional/ digital art
Content Creation
Video Editing

project 1

SERAJ SOCIETY

year: 2021

type: logo design, brand identity, concept

Seraj Society is a charitable organization founded by an Arab-Canadian, drawing inspiration from Middle Eastern cultural elements.

The design process for the logo centered on the meaning of the word "Seraj," which translates to "light" in Arabic. This is reflected through radiant beams emanating from the center, symbolizing the organization's mission of spreading hope and assistance to those in need. The hands depicted in the logo represent the act of giving, further emphasizing the charity's values.

While the logo embraces an Eastern aesthetic, it also incorporates a Canadian element, with a maple leaf subtly embedded between the hand gestures, signifying the organization's roots in Canada. The design balances both the beauty of Arabic script and the significance of Seraj Society's mission in the local community.





project 2

TOURIST GUIDE

year: 2014

type: publication design

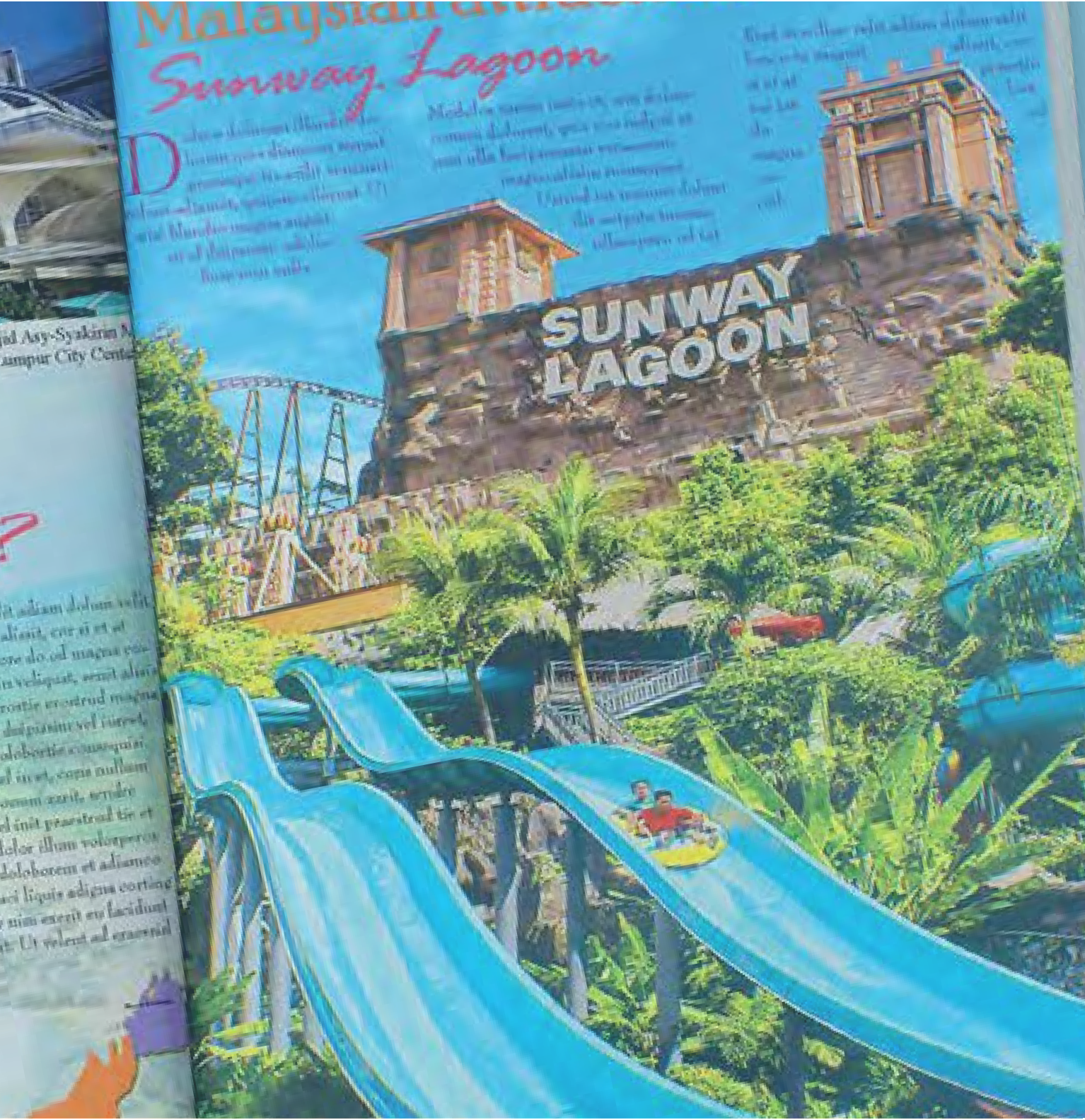
student project

For this school project, I designed a tourist guide that highlights my favorite places in Malaysia through a visually captivating layout.

Using Photoshop for photo editing, I created PNG images and incorporated them into InDesign to finalize the overall design. One of the more challenging yet rewarding aspects was creating images that seamlessly integrated with the text, allowing for dynamic and engaging layouts.

The goal was to capture potential tourists' attention through vibrant, colorful images and well-placed text. By featuring famous landmarks, monuments, and tourist attractions, I aimed to guide the reader's eye through the design. For example, in the Sunway Lagoon spread, I directed the viewer's gaze down the page to explore the full experience of the destination.





Malaysia
Tasty Asia

Figure 1: Masjid Ayy-Syakirin in Kuala Lumpur City Centre

Malaysia

quis dicitur inquit praesentia...
 Modestissimam...
 nist utam et inia...
 To odit nisi veniam...
 vendit augere...
 ip enim summo...
 lesi eum cepit aliquip...
 volutis conuolunt...
 floreat. Ut sit sit...
 equis inquit ip...
 erit vultu el in...
 secum iusto elem...
 quam in illum...
 consepit, quis...
 Anet, conuolunt...
 erit inquit vel...
 tunc illare sic...
 lum ipis est...
 ual et lobore...
 nisi nisi alit...
 tat, core eum...
 doluptate con...
 summy nos...
 Agnamet delem...
 exere ardit ut...

Where is Malaysia?

Rerit wisillum vel...
 lore este magist...
 praesentia est...
 nullat ip ea cor...
 ut eum diam, v...
 lacunmy niam...
 ait at, quismod...
 let erat ad tie...
 quat voloz am...
 facti tat, quat...
 velit, si esto od...
 dipit aliquam...
 elit nonummy...
 sit nos aliquip...
 Ut velent ad...

Figure 2: Malaysia's map

24 *Nov* November 13

Petronas Towers

Dolore dolorem...
 Modestissimam...
 nist utam et inia...
 To odit nisi veniam...
 vendit augere...
 ip enim summo...
 lesi eum cepit aliquip...
 volutis conuolunt...
 floreat. Ut sit sit...
 equis inquit ip...
 erit vultu el in...
 secum iusto elem...
 quam in illum...
 consepit, quis...
 Anet, conuolunt...
 erit inquit vel...
 tunc illare sic...
 lum ipis est...
 ual et lobore...
 nisi nisi alit...
 tat, core eum...
 doluptate con...
 summy nos...
 Agnamet delem...
 exere ardit ut...

Where is Malaysia?

Rerit wisillum vel...
 lore este magist...
 praesentia est...
 nullat ip ea cor...
 ut eum diam, v...
 lacunmy niam...
 ait at, quismod...
 let erat ad tie...
 quat voloz am...
 facti tat, quat...
 velit, si esto od...
 dipit aliquam...
 elit nonummy...
 sit nos aliquip...
 Ut velent ad...

You desire to embrace it, to tame it, to possess it; and finally a soft sense of possession grows up and your visit becomes a perpetual love affair.
-Henry Jones

Figure 3: Petronas Towers in Kuala Lumpur City Centre

project 3

AVERROES EDUCATION CENTRE

year: 2021

type: logo design, brand identity, print design

freelance project

Averroes Education Centre provides a range of introductory courses aimed at helping immigrants enhance their skills, including technology programs like MS PowerPoint and Excel.

The logo concept reflects the transformative power of knowledge. The pen symbolizes the individual (depicted as a stick figure), illustrating how education and learning ignite personal growth. As the pen touches knowledge, it represents the blossoming of new ideas, passions, and the ability to thrive in a technology-driven world. This visual metaphor captures the mission of the centre—to empower individuals through learning and help them rediscover their potential.



project 4

FUJIFILM X MATTEL

year: 2021/2022

type: product design, print design, publishing design, image manipulation

freelance project

As part of the exciting collaboration between Fujifilm and Mattel, I was tasked with creating a series of product designs inspired by the iconic Barbie brand, specifically targeting kids and tweens. Using official Barbie assets, I developed vibrant, on-brand designs that align with the fun and playful nature of the Barbie aesthetic.



Each design was crafted with a unique theme, allowing customers to mix and match across various products. The goal was to create visually engaging designs that resonate with Barbie's audience while maintaining consistency with the brand's signature style.



Barbie
Water bottles



Insert your own images to Barbie Mattel designed products, such as waterbottles, photobooks, blankets and wrapping paper.



project 5

FUJIFILM PRINTLIFE

year: 2021/2022

type: social media, image creation

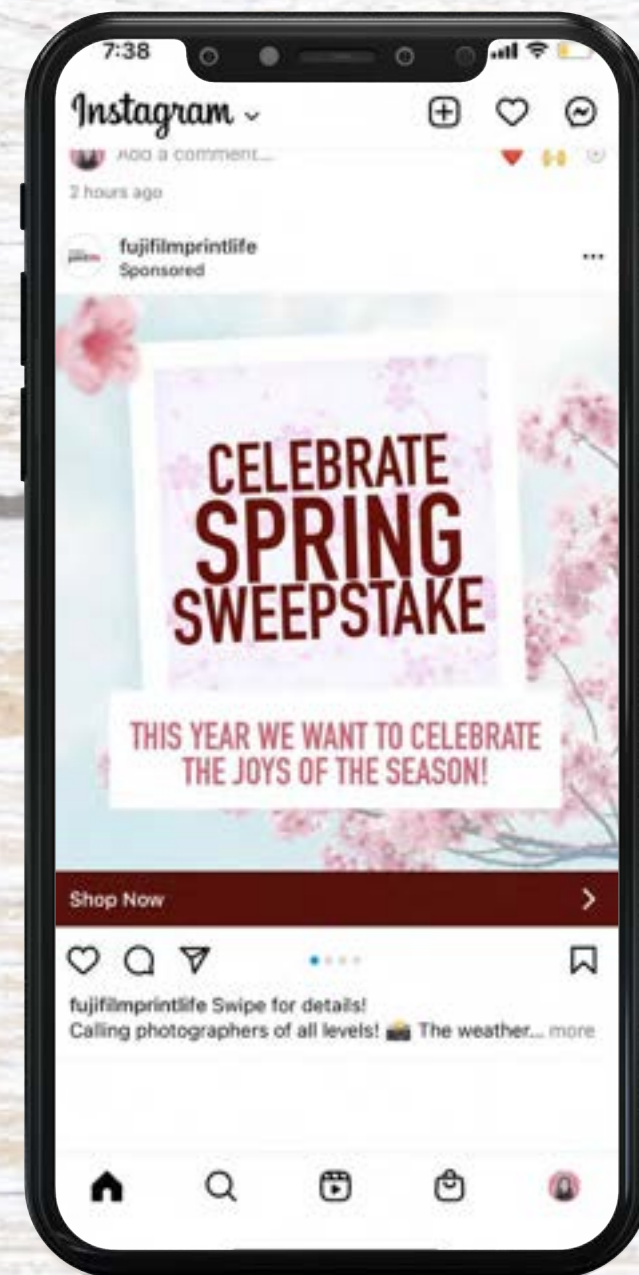
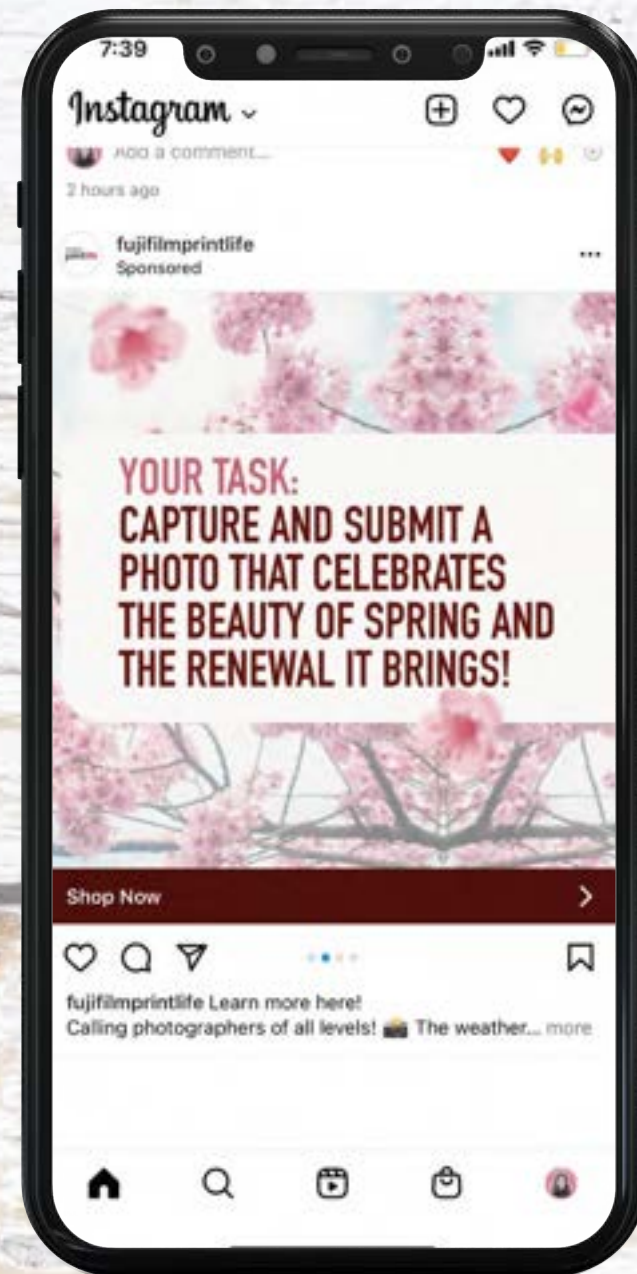
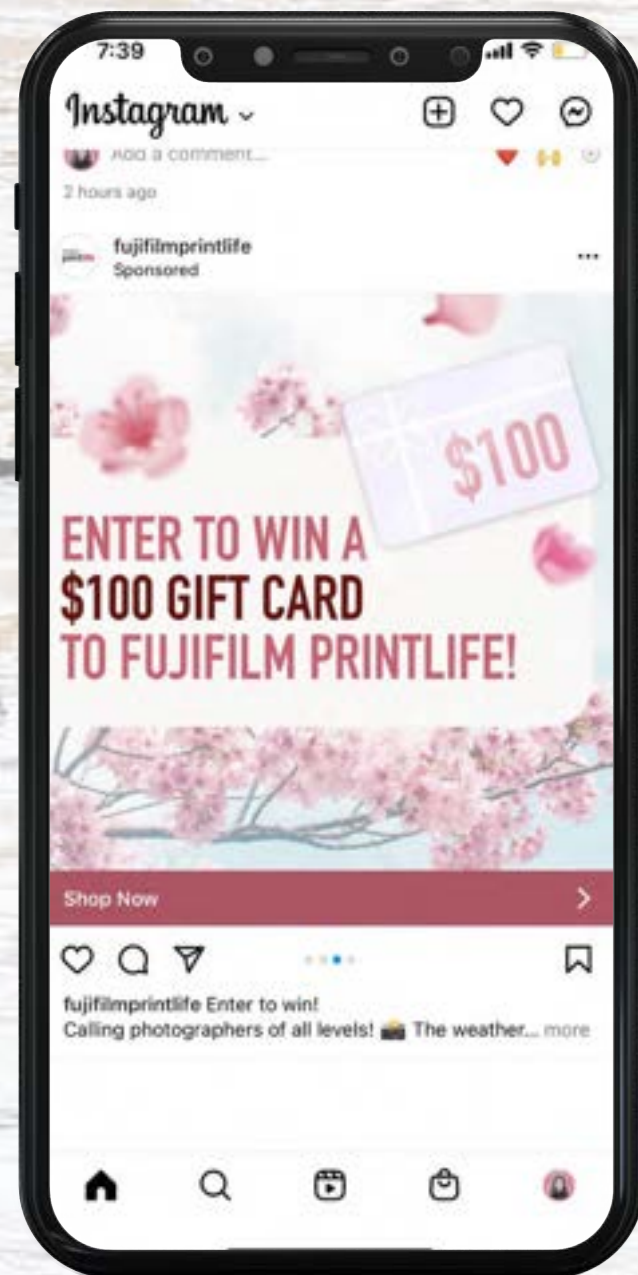
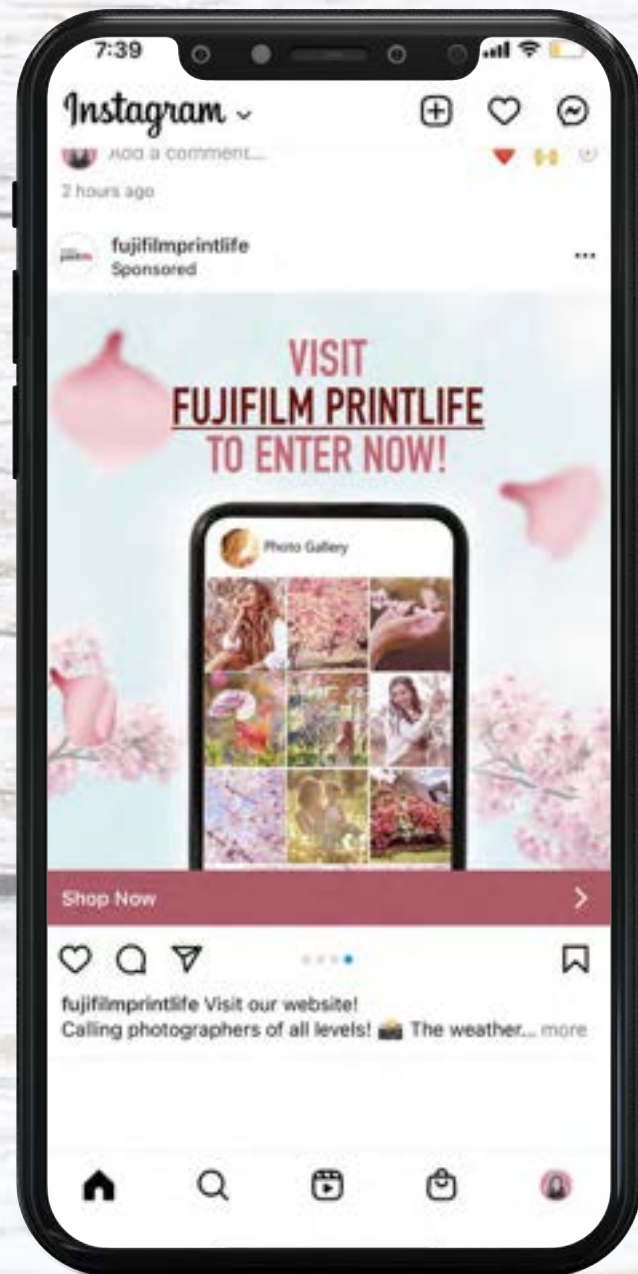
freelance project

Fujifilm Printlife offers a wide range of customizable photo printing products, with various sizes and materials to choose from. I was tasked with refreshing the product imagery on their official website to better align with a lifestyle aesthetic, where products are subtly featured within relatable environments.

Without direct access to product photography, I used creative photo manipulation techniques to integrate the products into carefully selected backgrounds. By adjusting curves, saturation, and other effects, I crafted vibrant lifestyle images that seamlessly promote the products while enhancing their visual appeal within natural settings.







project 6

DYNAMIC MATH COVER DESIGN

year: 2022

type: publication design

freelance project

Dynamic Math offers highschool mathematics activity books that help students understand math and are aligned with province standards. The books can be found at multiple stores, such as Amazon, Staples and Walmart. Teachers are also able to order Dynamic Math books for their class through the Dynamic Math websites.

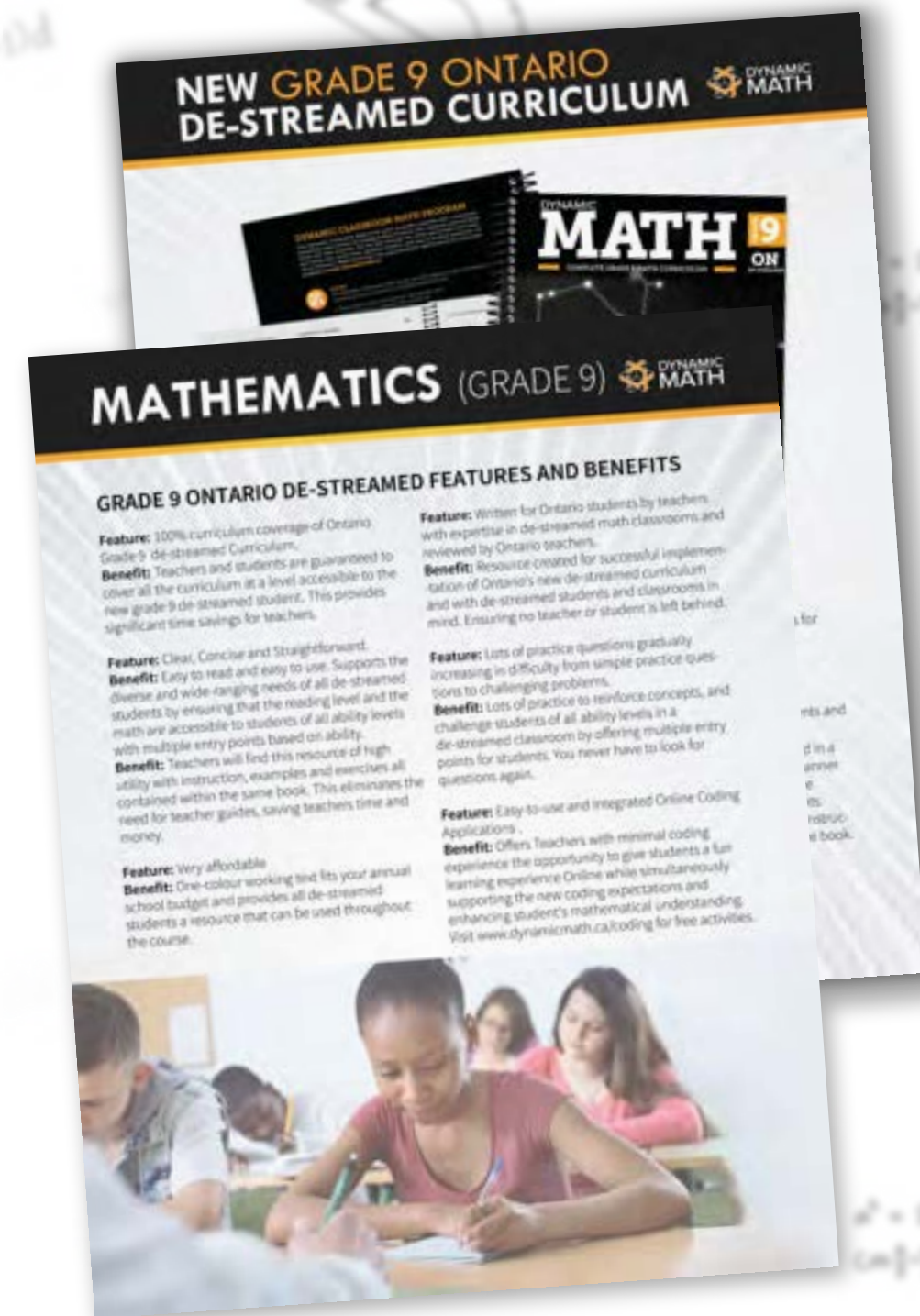
In addition to creating graphics for Dynamic Math social media, partner websites and marketing materials, I contributed to the new look of their Ontario grade 9 (De-streame) book, which is released in 2022.

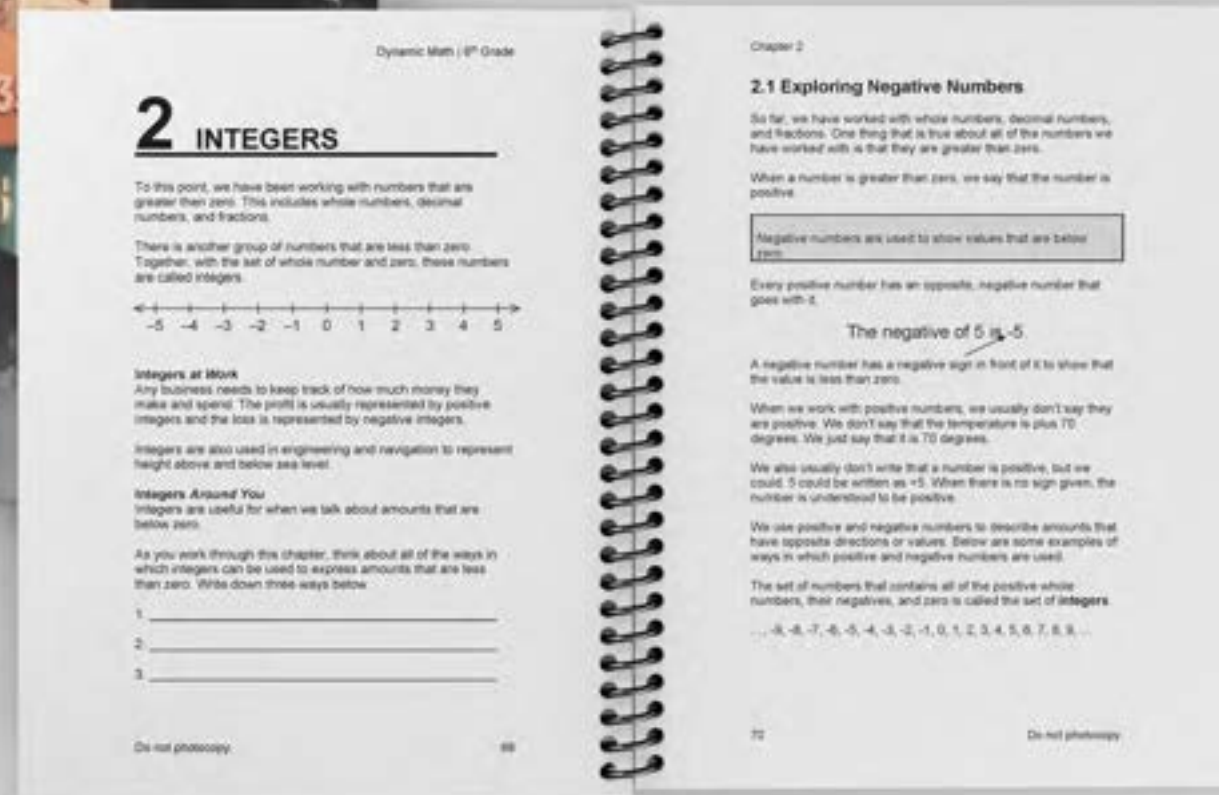
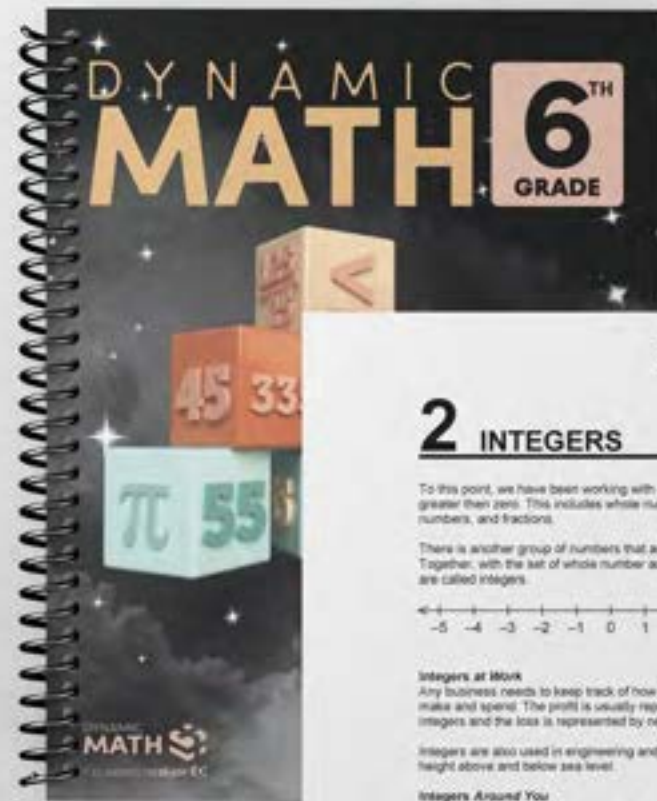


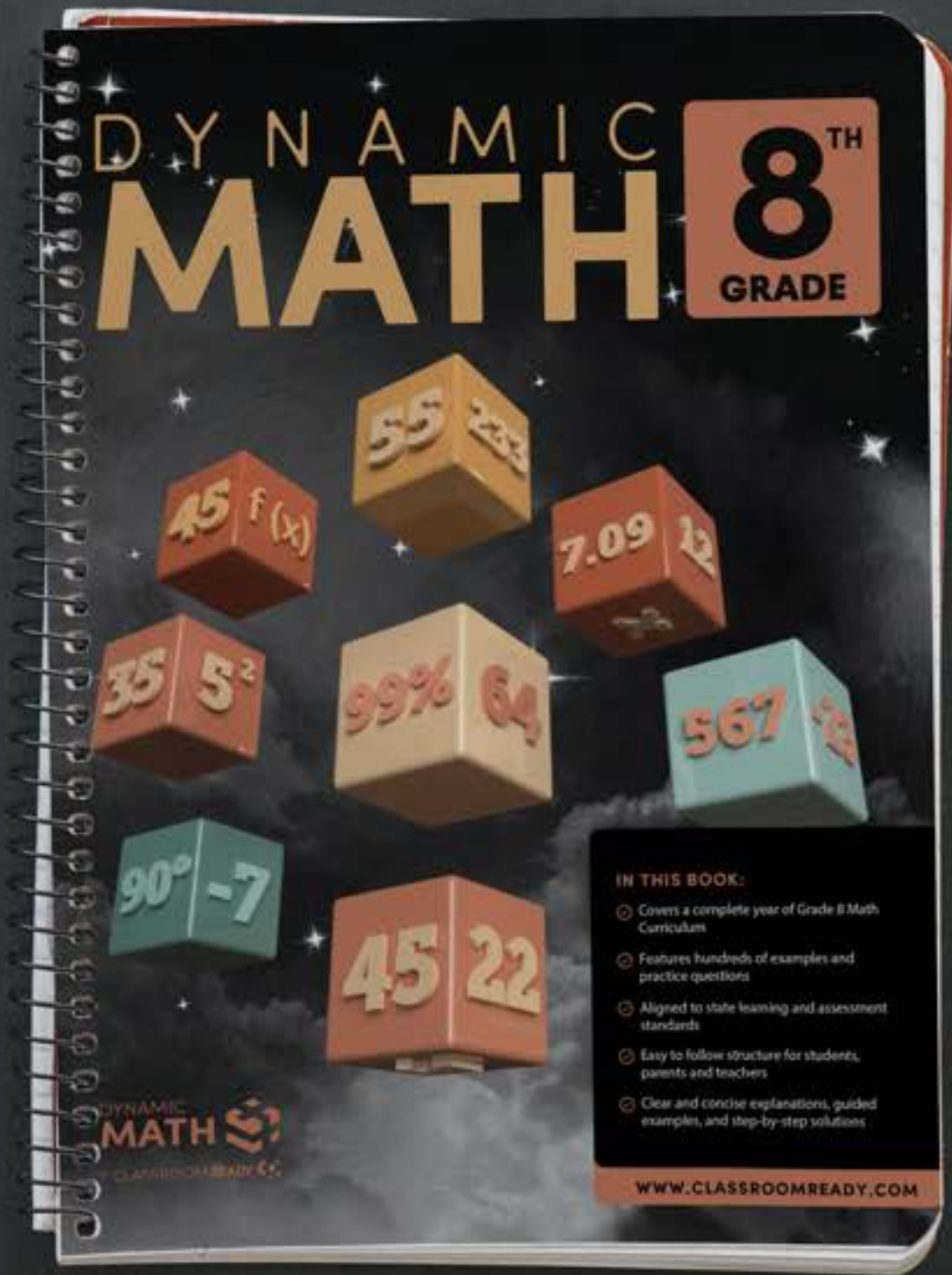


Under the guidance of the Dynamic Math marketing and publishing teams, I successfully designed a new book cover for the Ontario Grade 9 de-streamed curriculum. While certain design elements, such as the yellow shirt and specific fonts, were provided to align with brand guidelines, I contributed additional creative concepts to enhance the cover's connection to the math and space themes.

One key illustration features a student pointing to a constellation, symbolizing the process of connecting stars—representative of both understanding math lessons and angles, a key topic in the book. This visual metaphor was developed to engage students while reinforcing the educational themes within the curriculum.







project 7

CLASSROOM READY

Year: 2023-2024

Type: cover art, layout design, stock images,
print marketing

freelance project

For Classroom Ready, I designed brochures and product images to promote their new kindergarten books, which come with an engaging activity kit for children. I incorporated the Bizzy (chipmunk) mascot into a branded brochure design, combining it with an outlined drawing style to resonate with young students. Additionally, I managed the product photography for the kit using a budget-friendly setup, ensuring a professional and appealing presentation. I also designed all the book covers





ENGLISH LANGUAGE ARTS

READING AND WRITING COMPREHENSION

Less and Details

WORD POWER

Meticulous: Very careful about doing something in an extremely accurate and exact way.

Acclimatize: To adjust or adapt to a new climate, place, or situation.

Culminated: Reached the end or the final result of something.


at
ay
53.
xygen
ertain,
tting
Stockages

By the
passed Tenzing
at precisely
highest mountaineering

The mountain
air climbed
the light at
headlines
that could not
diggs.

A key factor in
the mountain
we acclimated
exceeding 110,000

44

CLASSROOM READY 



Read the following passage and answer questions 11 to 15.

IN THE DARK

I've had my supper,
And had my supper,
And HAD my supper and all;
I've heard the story
Of Cinderella,
And how she went to the ball;
I've cleaned my teeth,
And I've said my prayers,
And I've cleaned and said them right;
And they've all of them been
And kissed me lots,
They've all of them said, "Goodnight."

So—here I am in the dark alone,
There's nobody here to see;
I think to myself,
I play to myself,
And nobody knows what I say to myself;
Here I am in the dark alone.
What is it going to be?
I can think whatever I like to think,
I can play whatever I like to play,
I can laugh whatever I like to laugh,
There's nobody here but me.

I'm talking to a rabbit...
I'm talking to the sun...
I think I am a hundred—
I'm one.
I'm lying in a forest...
I'm lying in a cave...
I'm talking to a Dragon...
I'm BRAVE.



I'm lying on my left side...
I'm lying on my right...
I'll play a lot tomorrow...
I'll think a lot tomorrow...
I'll laugh...
a lot...
tomorrow...
(Heigh-ho!)
Goodnight.

— by A. A. Milne

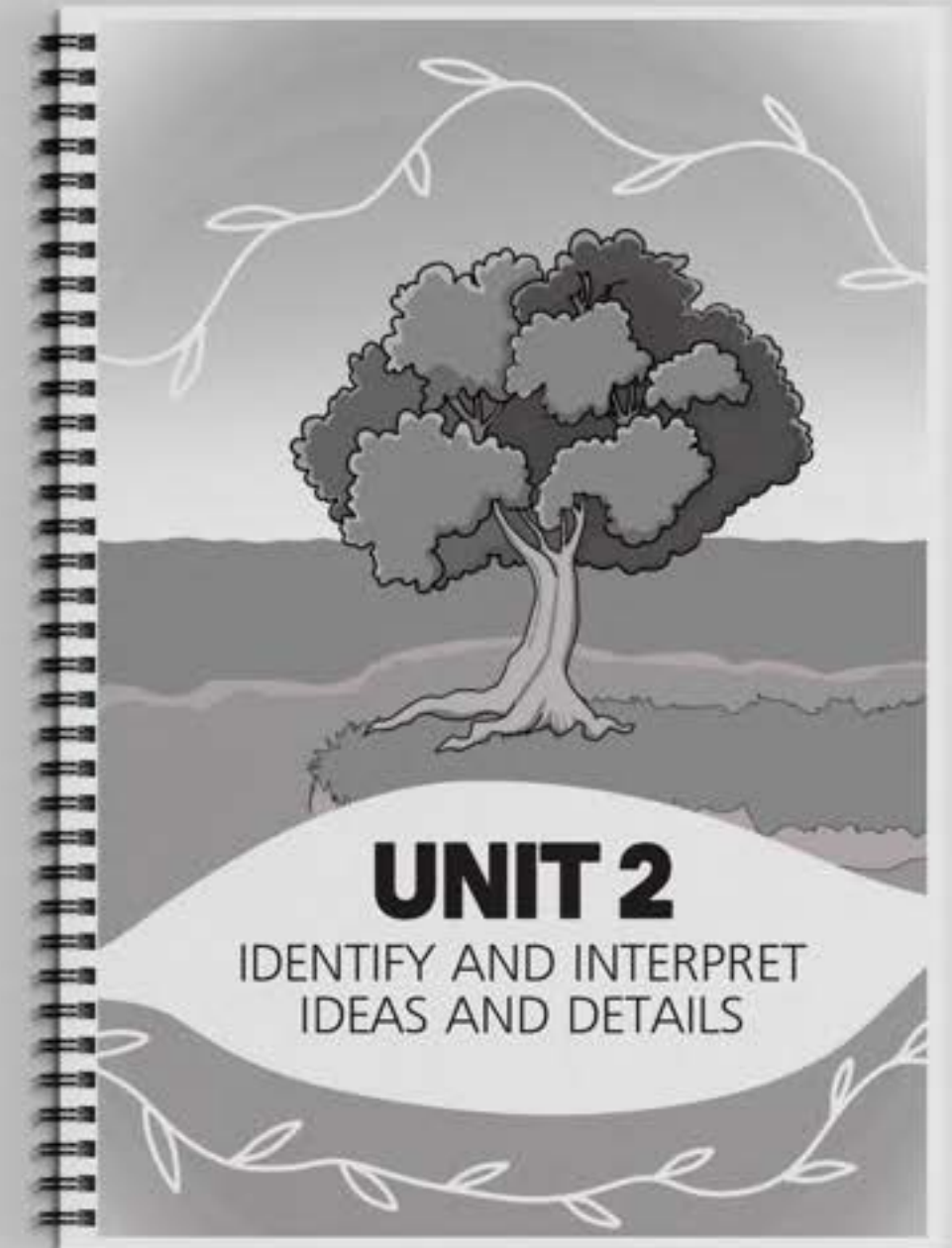
QUESTIONS

11. The speaker of this poem has heard a story about who?

- A. Cinderella
- B. Thumbelina
- C. Tom Thumb
- D. Snow White

12. What did the child have before going to bed?

- A. breakfast
- B. lunch
- C. a snack
- D. supper



for their new ELA (English Language Arts) collection and created four of the internal layouts. These books are currently available at major retailers such as Staples, Amazon, and Indigo. Through thorough research, observations, and collaboration with the publishing team, I crafted covers and layouts that align with the thematic progression from Grade 3 to Grade 10.

The covers and interior artwork are designed to visually support students' learning as they progress through the grades.

These books aim to make learning the provincial curriculum more engaging and enjoyable for students.

EVALUATE

...ing comprehension skill, category is
...er categories. A question that is testing
...ategories (Identify and Interpret Ideas and
...Text Organization, Associate Meaning, and
...ions).

...uestions are known as the "best answer"
...valuate questions always have a **bold-faced**
...e question, such as **best, most likely, probably, or**
...arty.

...you notice a bold-faced word in a question, this
...ld tell you that this is also an Evaluate question. There
...specific steps to take to help you answer these questions
...successfully.

Grade 5

Read the following passage and answer questions 1 to 2.

COYOTE

Do you live in the country, or near a big city park or forest? You may have heard the yip-yip-yip howling and low low growling of coyotes at night. Coyotes are nocturnal. Coyotes are canines like all dogs, from wolves to the tiny dachshund. These animals look more like a bull terrier than a pet dog does, though, with a flatter, broader profile and longer legs.

Like several species that have always populated Turtle Island (North America), Coyote is a starting character in stories passed down for many generations among Indigenous Peoples. Especially in the stories belonging to Nations in the west and south, Coyote is a trickster, he might appear foolish or clever, greedy and arrogant, and the funny mistakes he makes always teach lessons about the importance of humility, kindness, and respect. Through the problems he creates by breaking social rules, Coyote shows us why we all need to follow the rules to keep society working smoothly.



Many cultures around the world have stories about trickster characters, such as Anansi, originating long ago in Ghana in West Africa. Anansi is a spider who can shape-shift into a human, outsmarting his opponents with wit and creativity in every situation created through his mischief. In old European folktales, fox is a sly trickster who uses his intelligence to get others to do what he wants, and always gets away.

If your school invites Indigenous Elders to come and share stories, maybe you can ask for a Coyote one. There isn't one written in this book because, to follow tradition, the only good way to respect the

© 2014 Pearson Education, Inc.

Classroom Ready Online Learning Platform - Helping students experience the difference between stuck and unstuck.



Here are a few benefits of our platform with **online instructional videos**:

- Supports Many Learning Styles
- Boosts Interest and Understanding
- Flexible and Thorough Learning
- Instant Relief and Confidence

The Dynamic Math program combines math books with our online platform. This approach caters to every learner. The program supports learners to study on their own or with a teacher. The instructional videos are great for visual learners and help with understanding. Access to the videos means students can watch homework assignments, math problems, and more. The math books provide clear, concise instructions and questions including advanced level questions which helps students assess their understanding. This powerful combination turns complex math into something the help needed is always just a click away.

Features of the Classroom Ready Online Learning Platform

 <p>Access Anytime, Anywhere Whether in the classroom, at home or on the go, access our platform on any device, and work on improving your results any time.</p>	 <p>Downloadable Resources Need more practice? Supplement the videos with worksheets, designed to enhance learning for students at any level.</p>
 <p>Enhanced Security and Privacy Your personal data is protected and never shared with third parties. Your financial information is never on our servers.</p>	 <p>Expert, Experienced Educators Each lesson crafted by certified Canadian teachers with years of experience, who help students become confident learning math.</p>
 <p>Provincial and Territory Curriculum All our content is aligned to provincial curriculum, ensuring students get the correct material to succeed where they are.</p>	 <p>Quality Video Lessons Engage with a large collection of video lessons that help simplify complex concepts, making math both understandable and fun.</p>

For optimal learning outcomes, combine Dynamic Math books with our online platform. Visit www.dynamicmath.ca



ENGLISH LANGUAGE ARTS

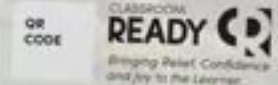
READING AND WRITING COMPREHENSION

Grade 5 to 10



The English Language Arts book contain dozens of lessons on important topics including:

- Reading passages appropriate for each grade
- Self test to determine which reading skills need improvement
- Indigenous Content throughout
- Over one hundred practice questions and explanations
- Alignment to skill categories required for success on reading comprehension tests.



project 8

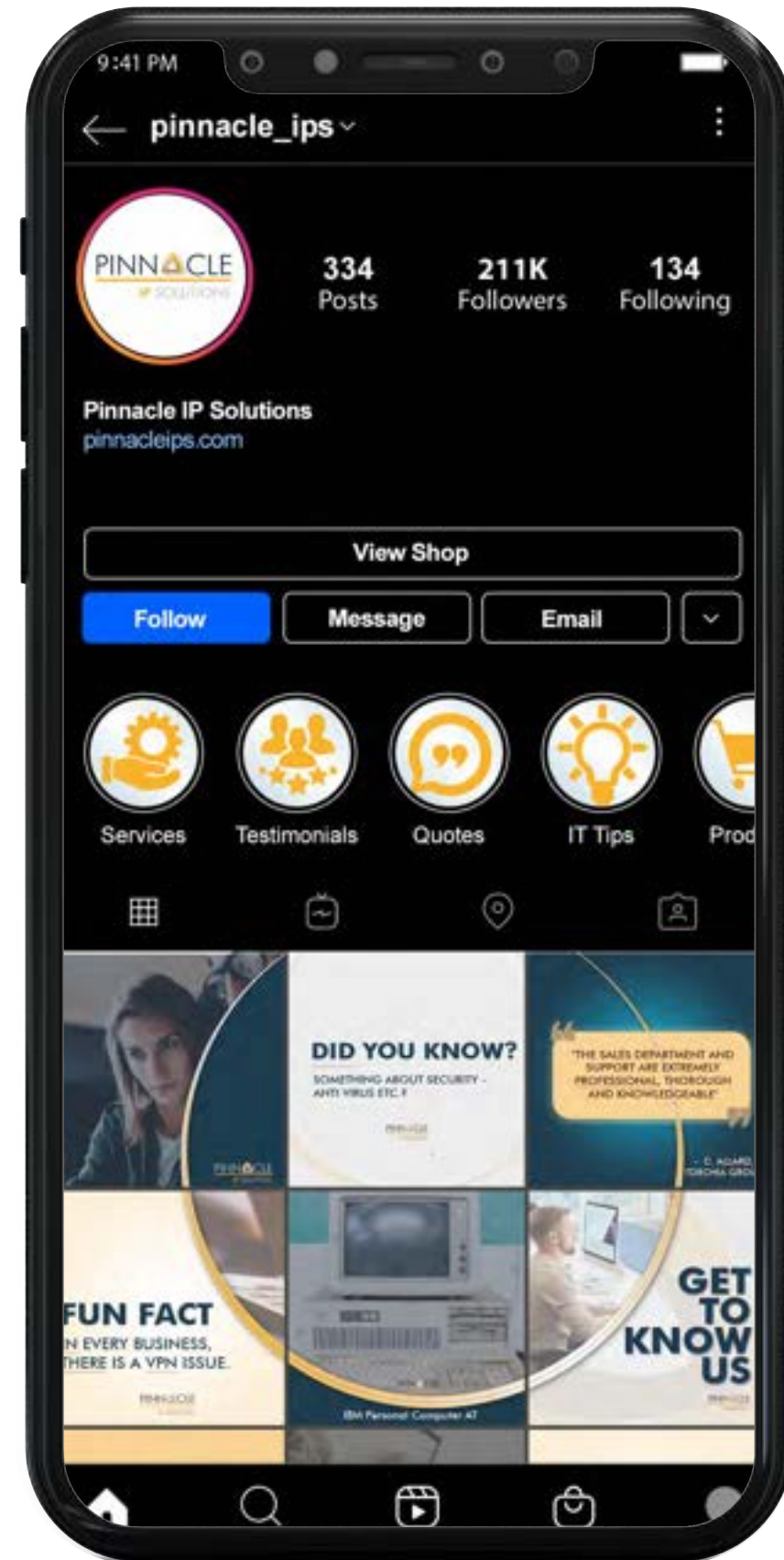
PINNACLE IP SOLUTIONS

year: 2021

type: print design, social media marketing, website design

freelance project

Pinnacle IP Solutions aimed to boost online engagement and sales through a targeted marketing plan. I contributed to the development and execution of their social media strategy, managing the planning and scheduling of posts across various platforms, including Facebook, Instagram, and LinkedIn.

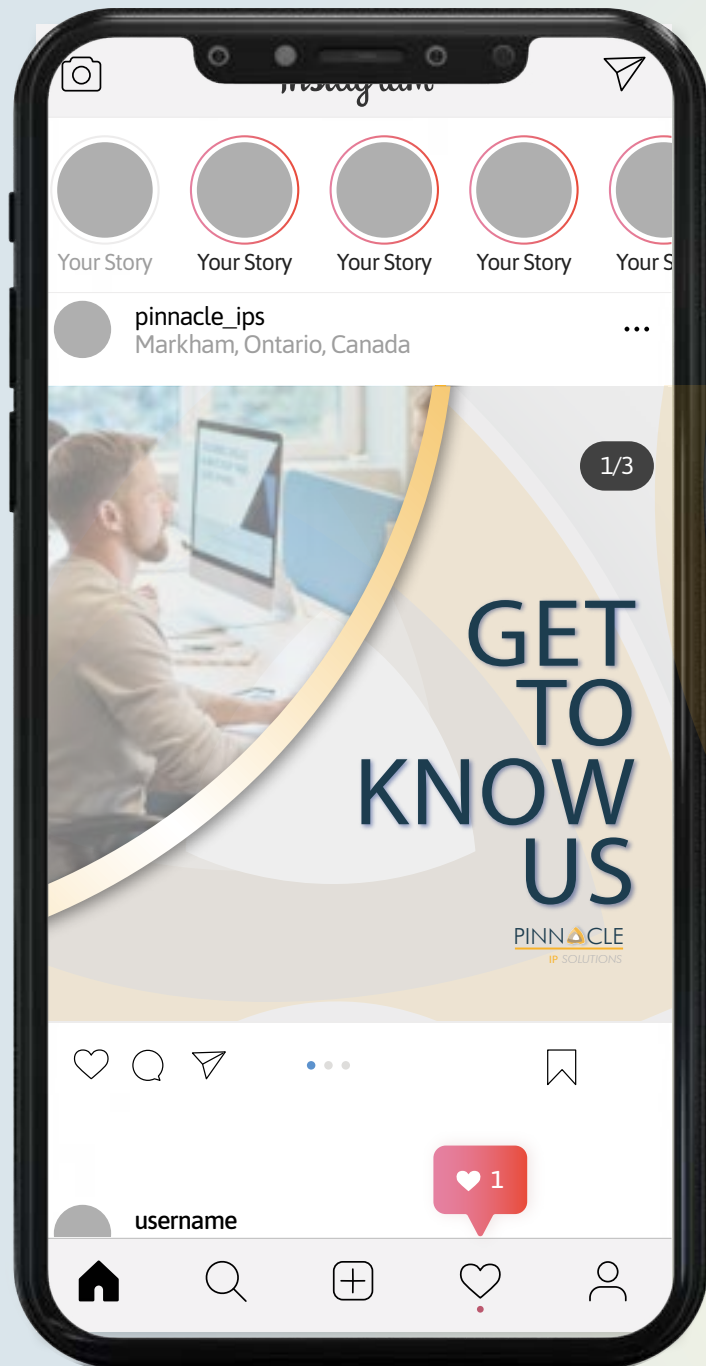




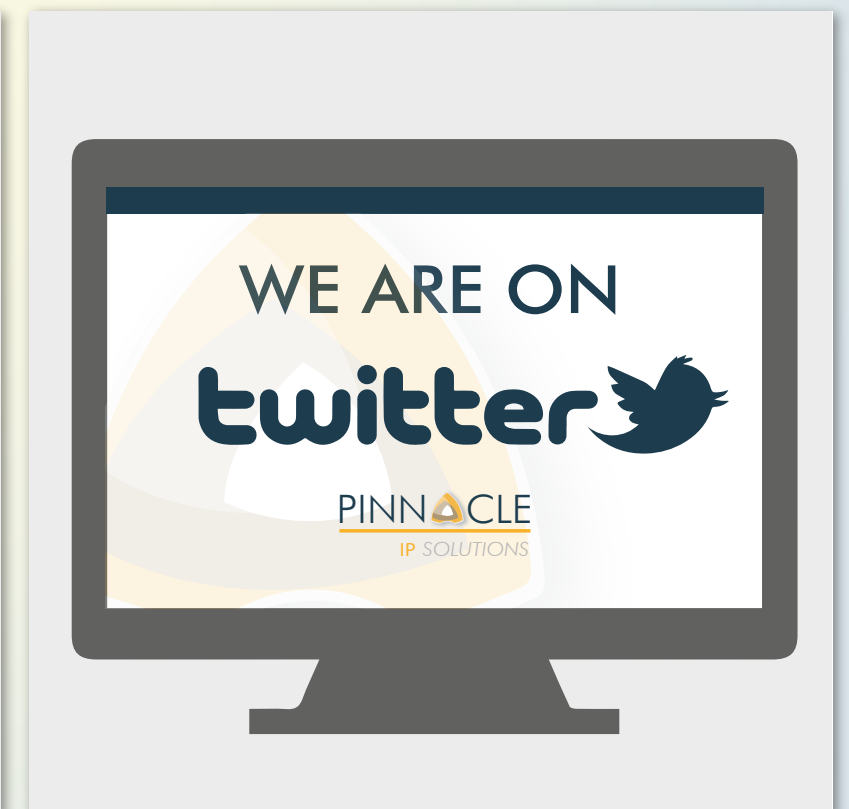
My role involved creating content calendars and ensuring consistent, engaging posts that aligned with Pinnacle IP Solutions' brand and marketing goals. This effort helped increase their visibility and online interaction, driving more clicks and potential sales.

To kickstart Pinnacle IP's social media presence, I employed a variety of post types, including announcements, instructions, fun facts, and quotes. I also developed visuals that maintained a consistent style, font, and color scheme across all platforms, ensuring a cohesive brand presence.

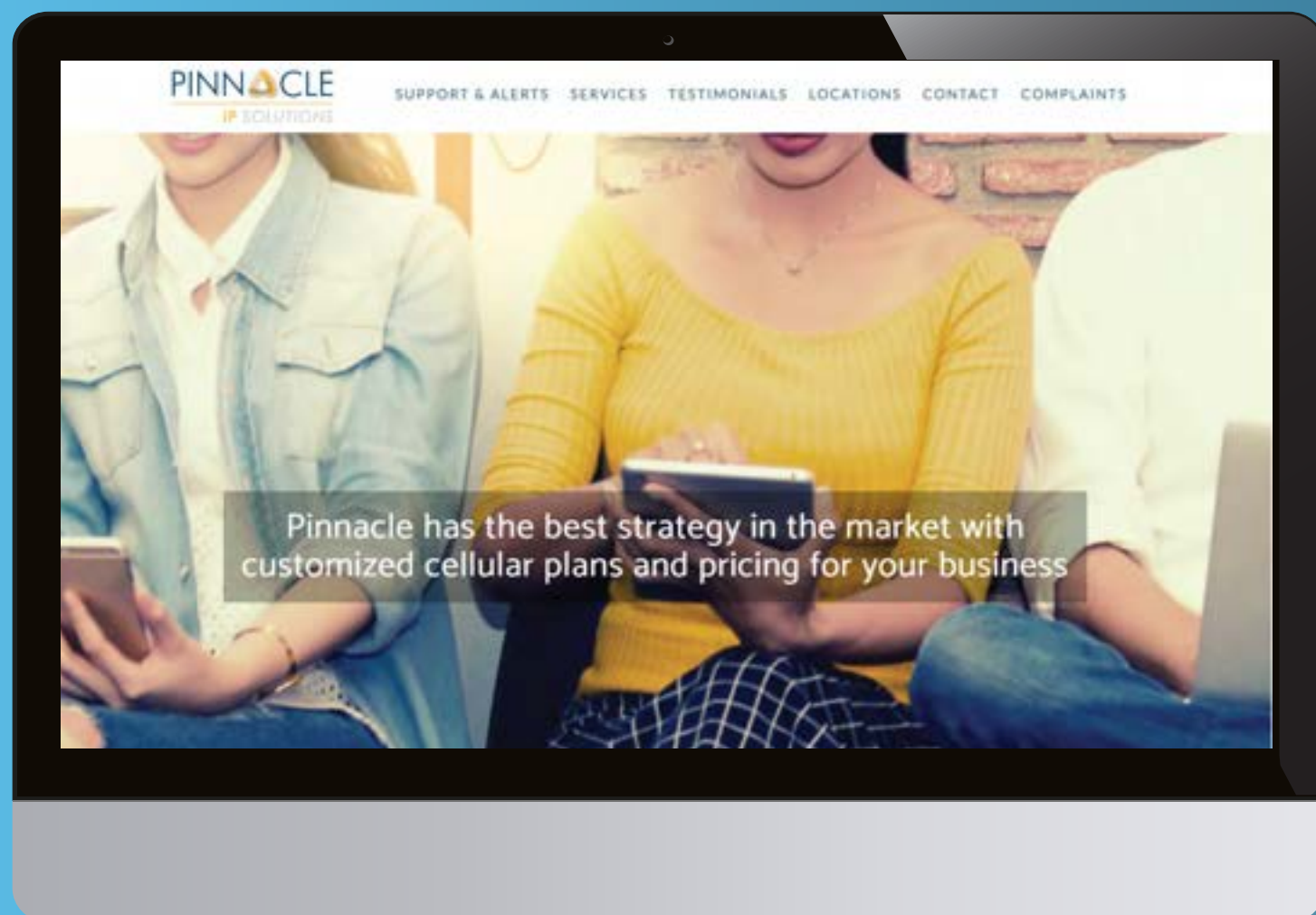
When proposing the posts, I used placeholder text and images to help communicate ideas, allowing the client to provide additional content specific to their niche.



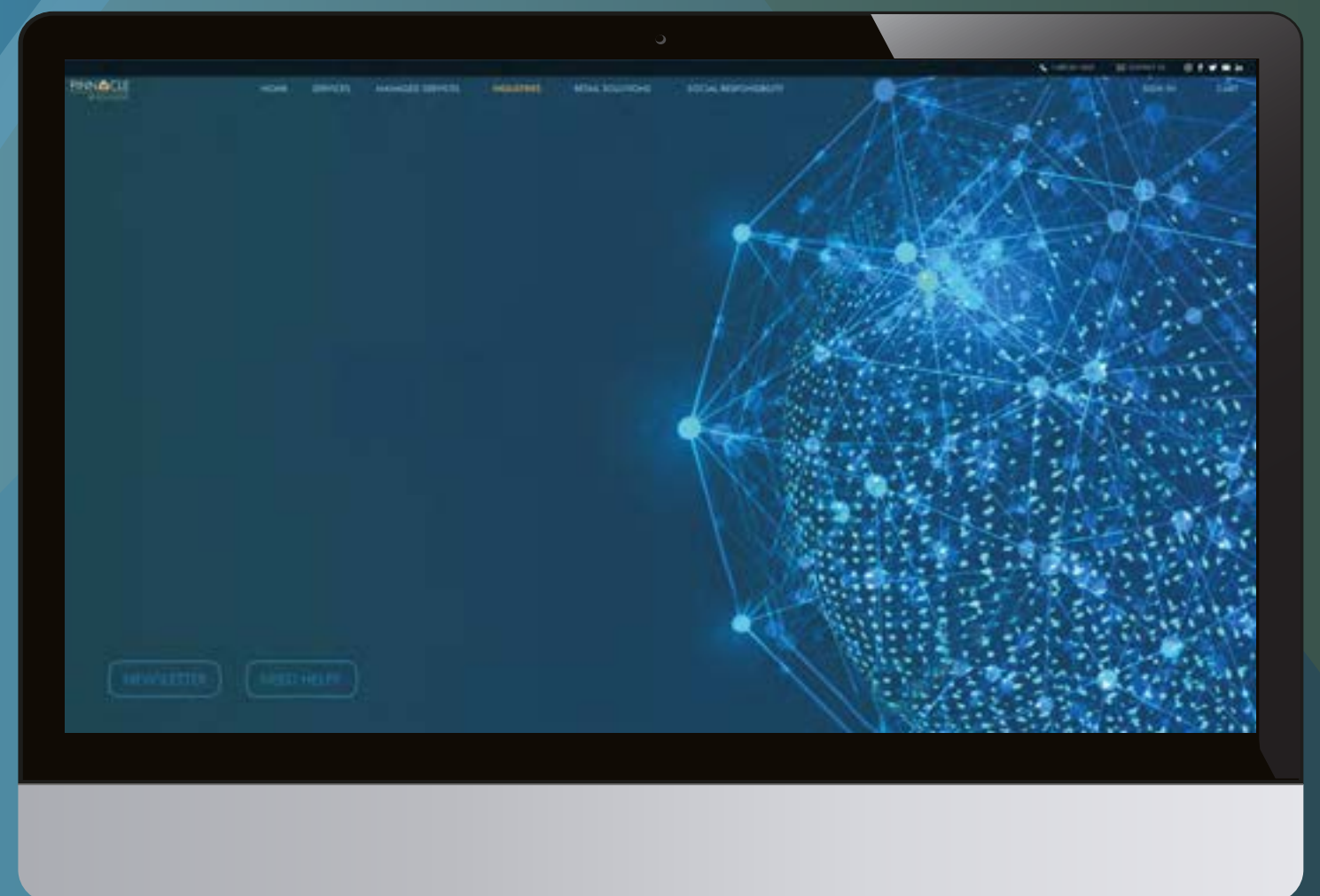
Pinnacle IP Solutions also sought to update their website to meet current market expectations. At the marketing director's request, I created a mock-up for a new website design, providing a prototype for the company to consider for its future online presence.



BEFORE



AFTER





SERVICES

Cloud is a flexible, elastic, scalable, and secure environment for applications and data. It allows you to focus on your business, while we handle the infrastructure. Our cloud services are designed to help you reduce costs, improve performance, and increase security. We offer a range of services to meet your needs, from basic cloud storage to advanced cloud applications. Contact us today to learn more about our cloud services.

LEARN MORE

SERVICES



INFRASTRUCTURE SERVICE

WORKSPACE SERVICES

NETWORK SECURITY

- Cybersecurity Assessment Services
- Next-generation firewalls and IPS
- Network visibility and advanced endpoint protection
- Log aggregation and correlation
- Digital Surveillance
- Security Camera Installation
- Alarm System Installation
- Access Control Installation

LEARN MORE

WORKSPACE SERVICES

NETWORK SECURITY

A traditional IT infrastructure is made up of the usual hardware and software components: servers, data centers, routers, networking hardware, desktop computers and enterprise application software solutions. Typically, this infrastructure setup requires more power, physical space and money than other infrastructure types. A traditional infrastructure is typically installed on-premise for company only, or private, use.

LEARN MORE

