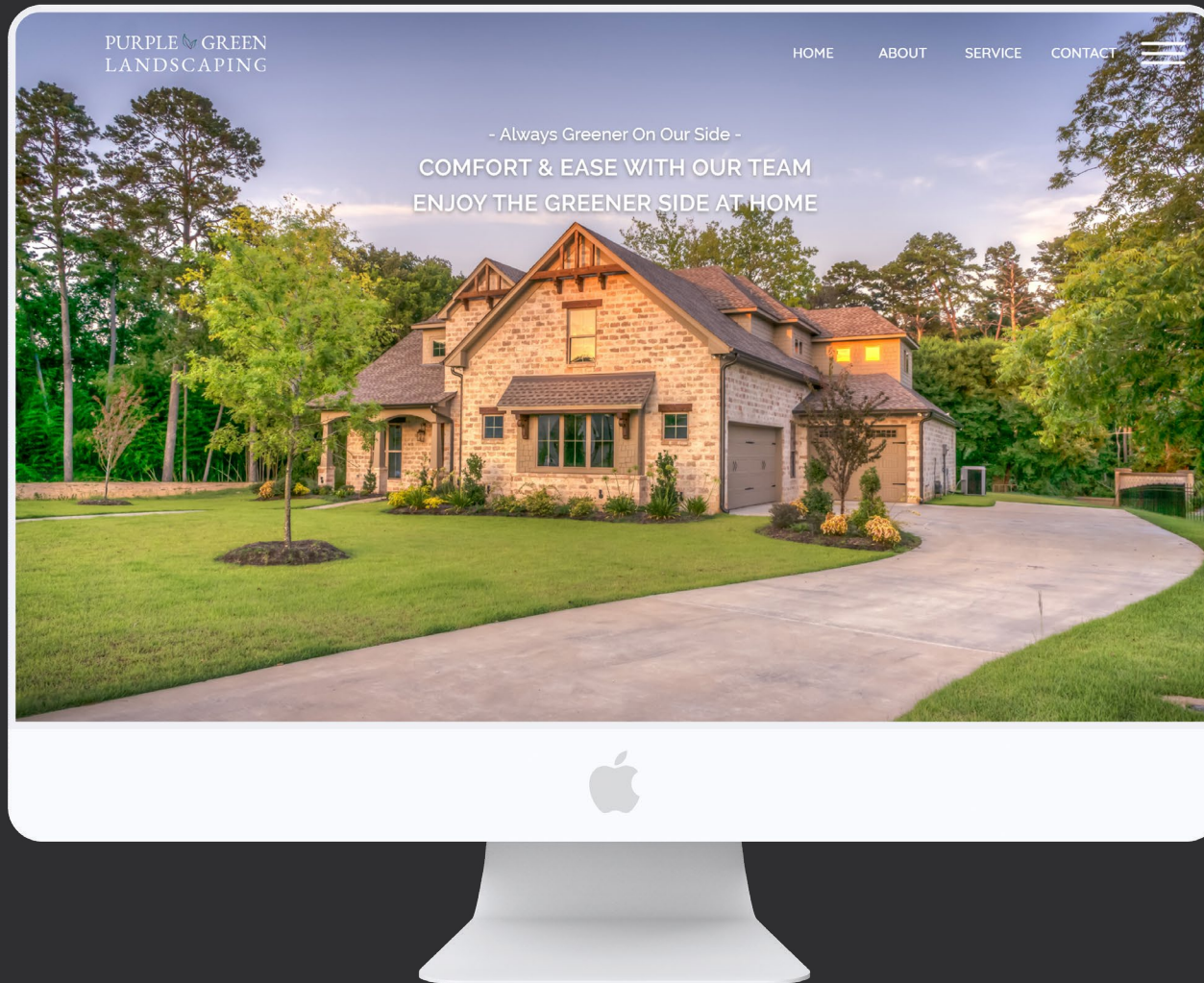


CLINTON  
**MCPHAIL**  
GRAPHIC DESIGNER



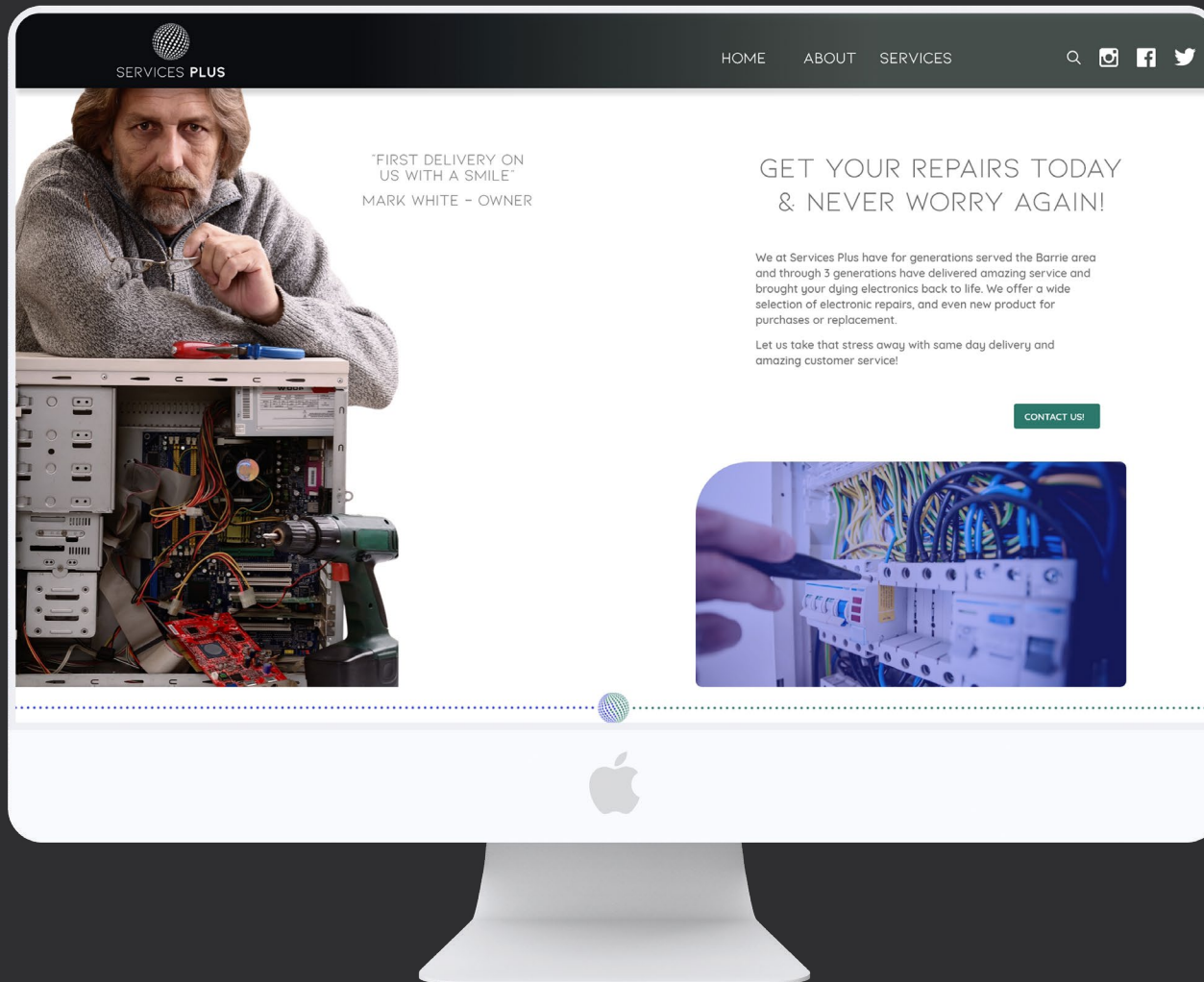


## PURPLE & GREEN LANDSCAPING - WEBSITE

This website design is based on E-Commerce style to increase potential clients and create awareness of a high end landscaping company. The approach taken is modern with an easy to navigate design.

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## SERVICE PLUS - WEBSITE REDESIGN

This website was expanded from a previous design, a printer repair website turned into a full technical service company. The design is modern with simple layout for easy accessibility with target audience in mind.

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## STRAY DOGS CAFE - BRANDING

Created branding based on trendy outdoors type audience, making the branding feel home like and comfortable. Keeping a minimalistic design I was able to create the brands own coffee bean and expanded a menu.

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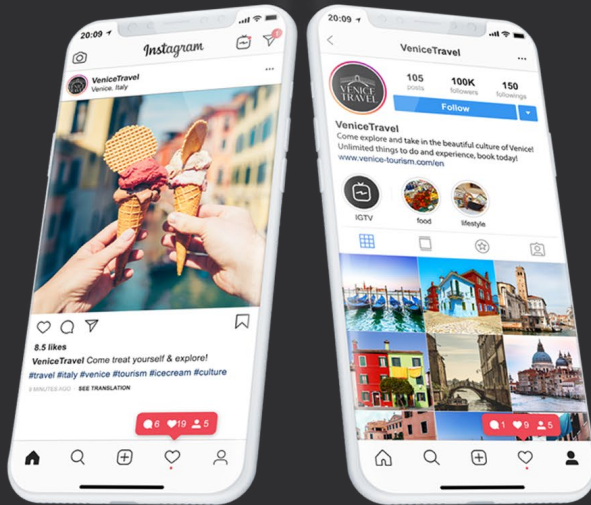




## HONEY INC. - PACKING & BRANDING REDESIGN

Previously One Root, I created a home & skin care brand that is expanding to more products, the packaging design was given a more modern look with highlight elements to excite consumers.

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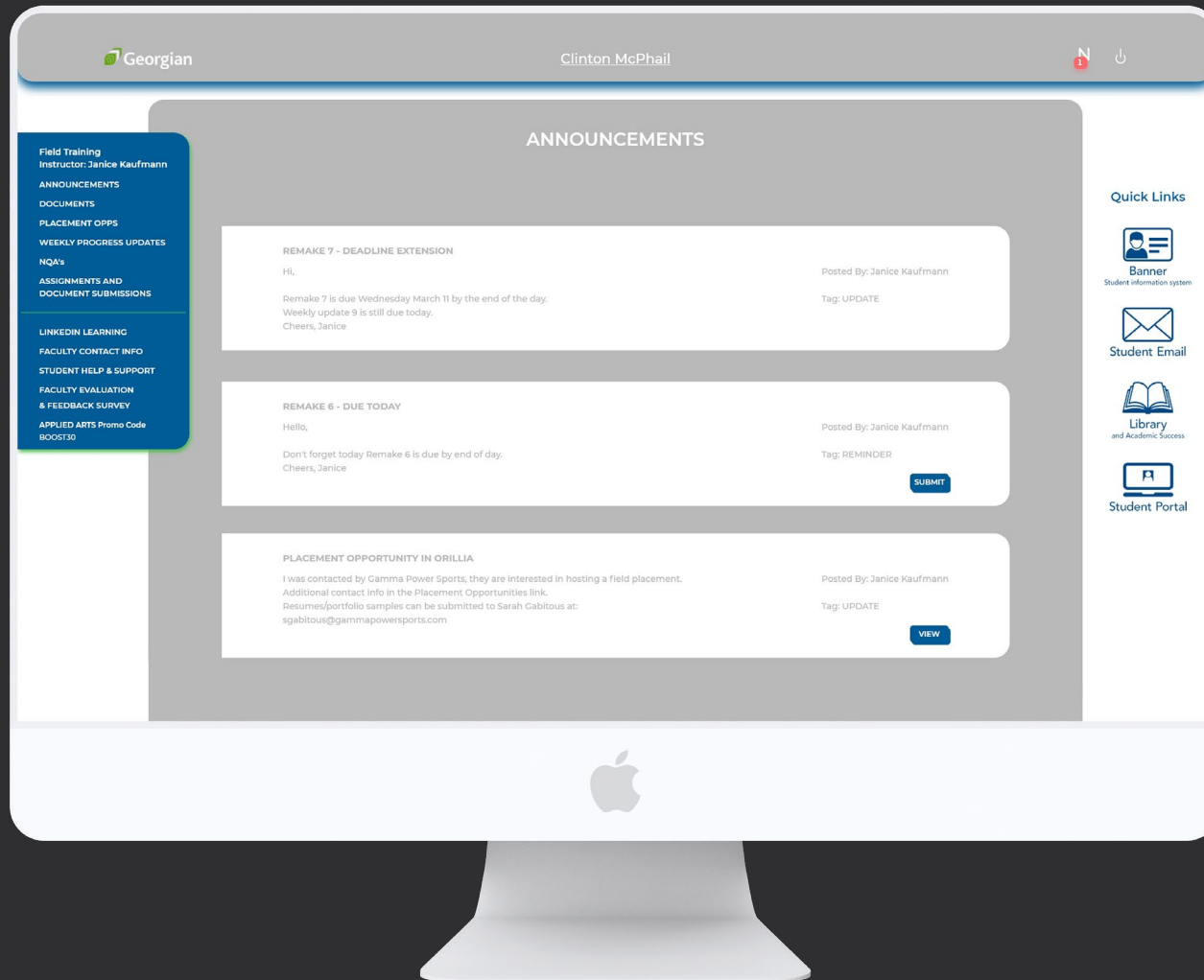


## VENICE MAGAZINE AD - REDESIGN

Originally an ad for Florence, I changed subject to bring awareness to Venice and then expanded for a full travel logo and social media campaign. The design is modern with strong use of colour and cultural elements of Venice, Italy.

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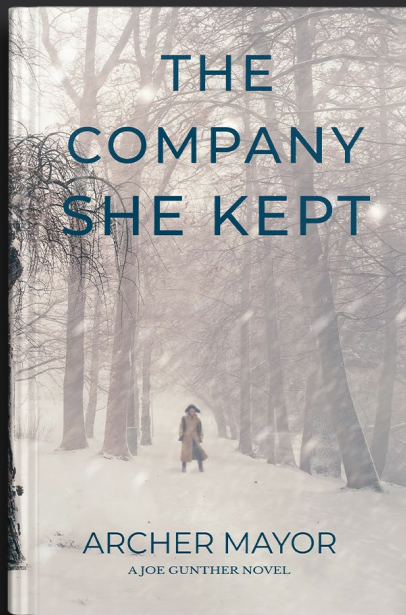


## BLACKBOARD - REDESIGN

This personal project was to clean up the clutter and give a more flat layout of the tool, Blackboard, this is an on going design as I am creating the design based off other education places that use Blackboard.





Small elements such as colour, will differ between colleges, this on going design will be updated till completion.

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## DUST JACKET - REDESIGN

This design is a modern style while using photographic elements that had roots within the book stories themselves. Keeping a strong photographic element combined with clean typography, helps increase the consumers interaction with these book titles.

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