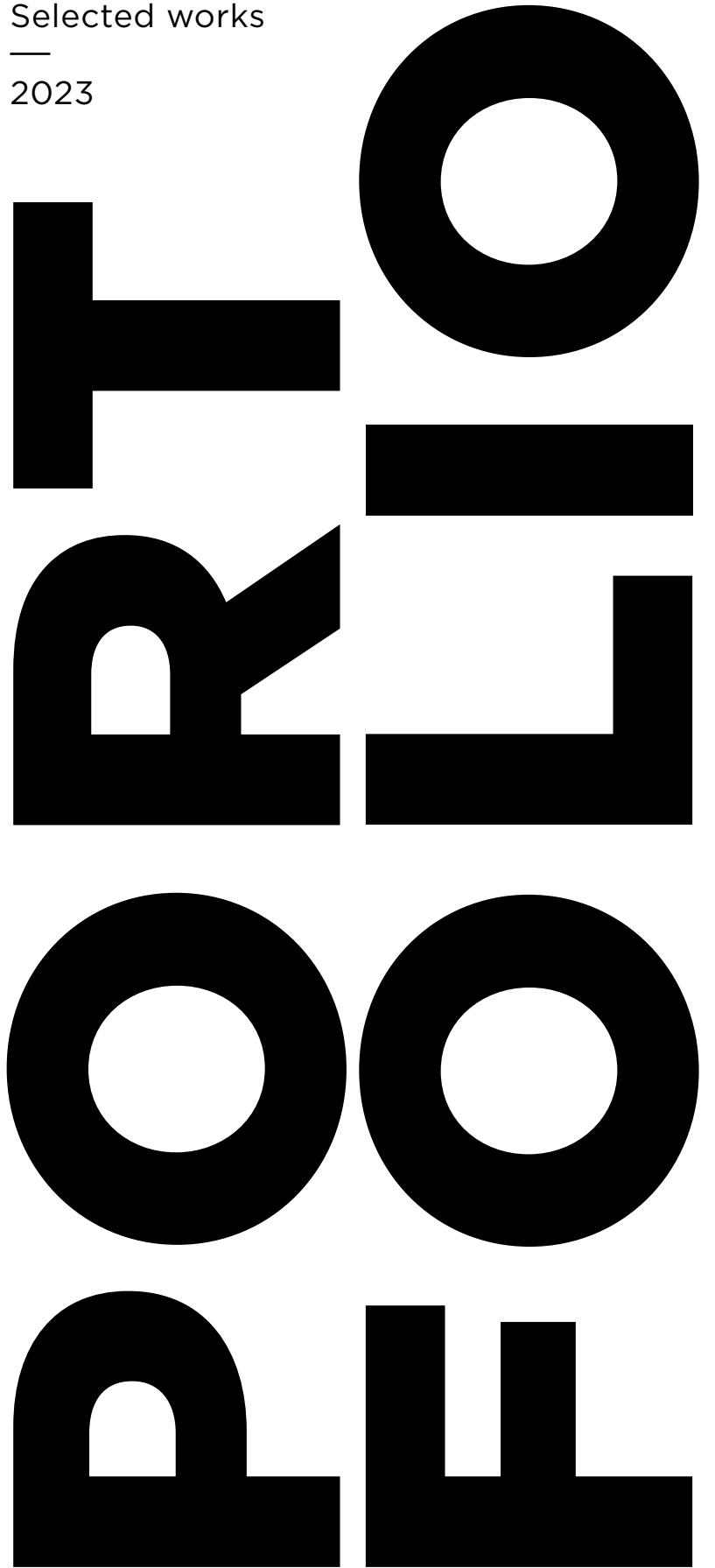


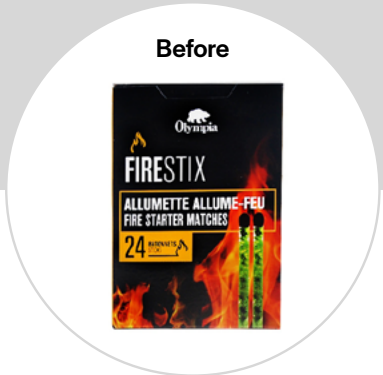
Selected works

—  
2023



**Charlene Roth**

Graphic Designer



### Firestix

Print

Firestix is a subdivision under the Olympia brand that specializes in fire starter products. This project was assigned as a packaging redesign for their fire starter matches. Since this item is very original in its category, I was advised that the most important facts about this product were that it was environmentally safe & waterproof. I used contained icons and different colors to make these features stand out. I also chose a brighter yellow to contrast more with the black.



### Makeup by Jessliv

Logo / Branding

Makeup by Jessliv is Montreal based professional makeup artist. She creates bold and dramatic makeup looks to inspire her followers on social media, as well as providing private services to her clients for special events. I developed the logo and branding around her personal style and bold use of her favorite colors.



**Harvey Tools**

Logo

Re-brand logo design for a tool company.



**iPLAY**

Logo

Logo design for a toy company that sells toys for small children.



**AutoBasics**

Logo

Logo design for an automotive tool company.



**Sir Gregory**

Logo

Logo design for a wallet company.



**Sunfun**

Logo

Logo design for outdoor toys.

*\*In collaboration with Nikky Haikalis.*



**Aesthetic Glo Medspa**

Logo

Logo design for an aesthetic medicine company.



**Outdoors by Olympia**

Logo

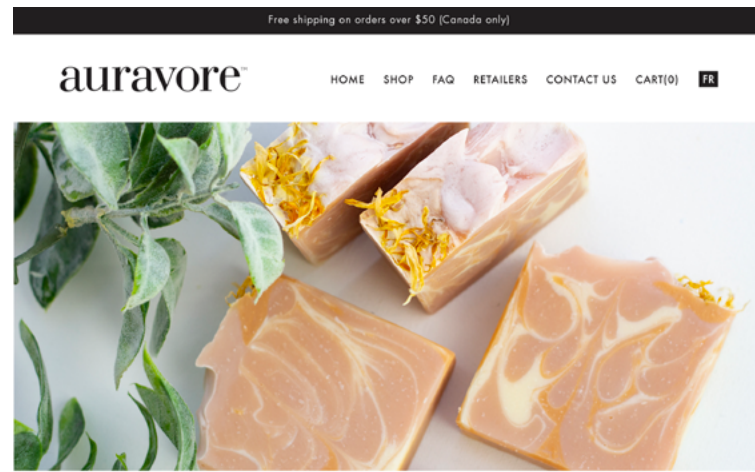
Logo design for basic outdoor products for a subdivision of the Olympia brand.



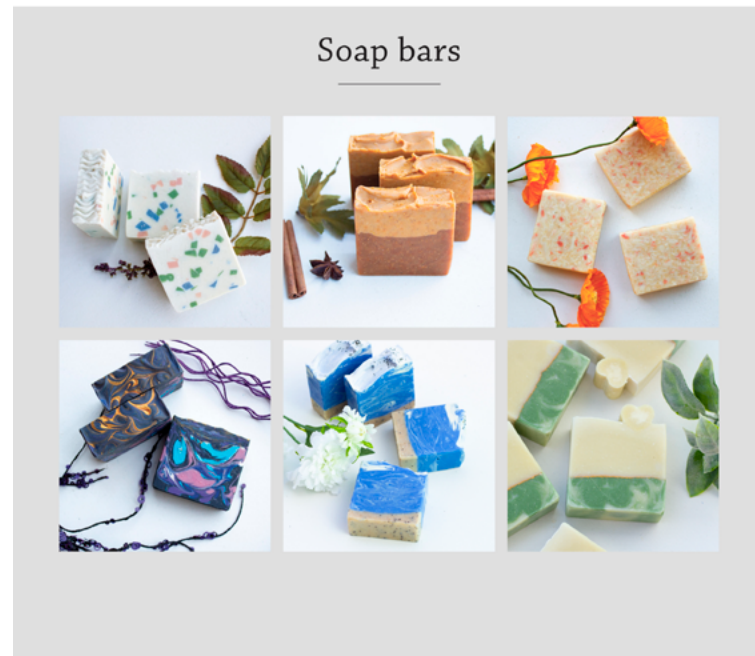
**Mini Mode Boutique**

Logo

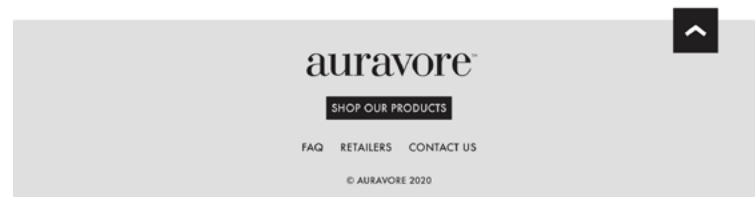
Logo design for a retail store that sells upcycled clothing for children.



All natural small batch soaps  
handmade with care in  
Montréal, Québec.



All of our soaps are 100% plant based  
and never tested on animals.



### Auravore Soap

Branding / Photography / Website

Auravore is a Montreal based small-batch handmade soap company that uses all natural ingredients. I designed their branding, website and took photographs of their products. The logo was kept clean and simple to reflect the simplicity of their ingredients, which allows their products to take the spotlight.



### Danse à la Carte Program

Print

Danse à la Carte supports and engages professional dancers and choreographers from a variety of dance communities. The intention of this pamphlet was to inform individuals about their yearly program plan. I put together the layout and chose the colors for this project.



### Arbonne and CST Thank You Cards

Print

This thank you card was designed for Arbonne's collaboration with the CST. Arbonne is a holistic skincare and beauty company, and the Canadian Scholarship Trust Plan focuses on education savings plans. Together they wanted a personalized thank you card to give to their clients, mainly mothers, to thank them for their support.



### Olympia Cast Iron

Branding / Print / Photomanipulation

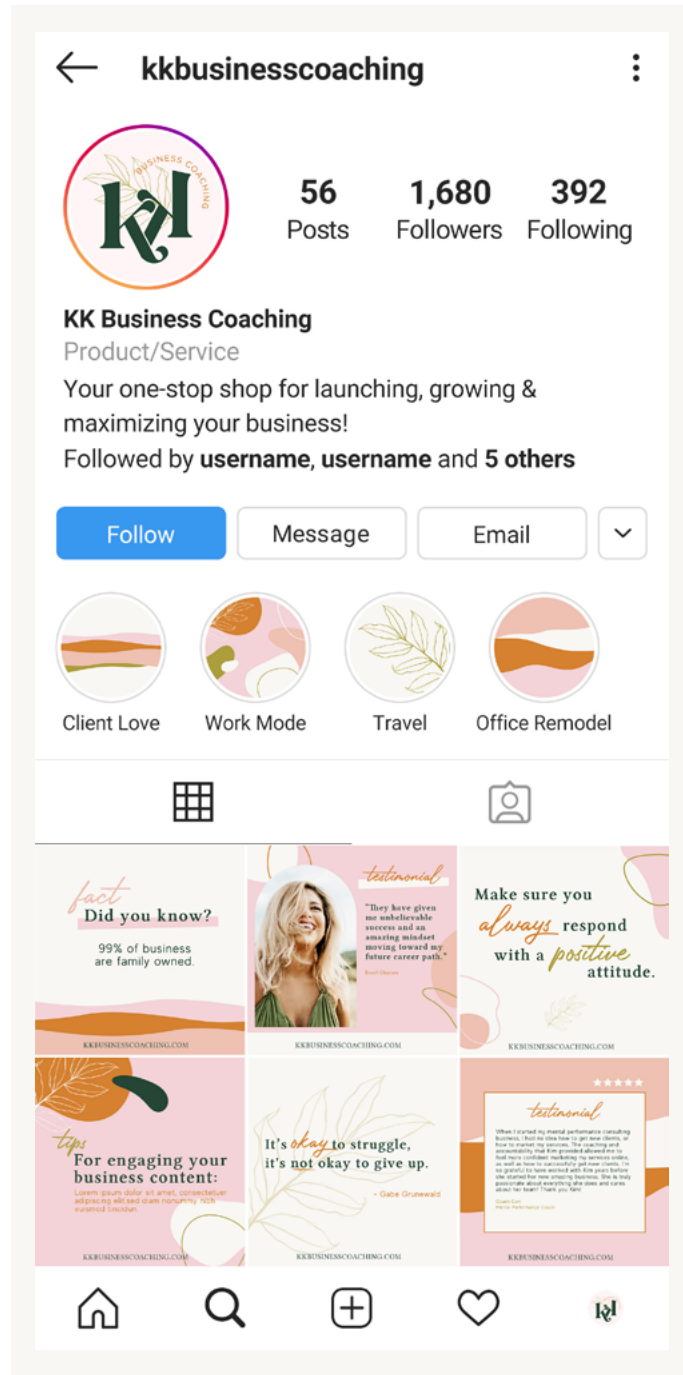
Olympia is a brand that specializes in outdoor emergency and camping gear. I designed the branding for their cookware division, which was inspired by their original logo and colors. I pieced together stock imagery and manipulated images to show the products in use, and display that they can withstand high heat.



### Goodfood Smoothie

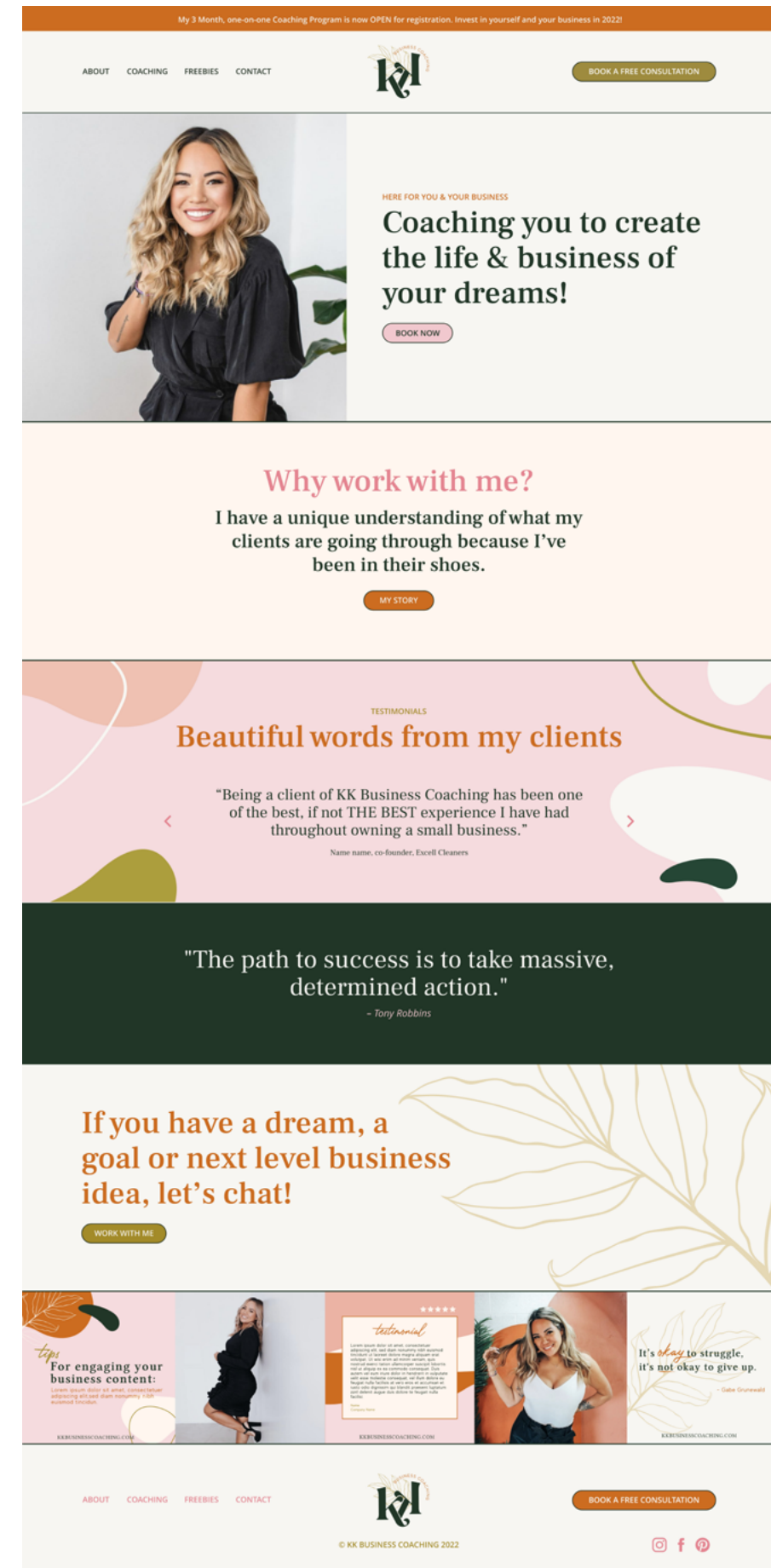
Print

Goodfood is well known for their meal kits, and needed new designs with the expansion of their grocery line. Following brand guidelines, I designed a sticker for goodfood's smoothie line.



**KK Business Coaching**  
Logo / Branding / Website

KK Business Coaching is a women run company with a team of business experts that thrive on helping others reach their entrepreneurial endeavours. They wanted to showcase that they are young female professionals that value work/life balance. I designed their logo, branding, website and social media graphics.



KPI DIGITAL

# ASK ME ANYTHING WITH RICHARD LANGLOIS

Drop in for a live Q&A session

Wednesday, November 17<sup>th</sup>  
12pm - 1pm EST

**Richard Langlois**  
Vice President Data,  
Analytics & Ai

KPI DIGITAL

# ASK ME ANYTHING WITH RICHARD LANGLOIS

Drop in for a live Q&A session

Wednesday, November 17<sup>th</sup>  
12pm - 1pm EST

**Richard Langlois**  
Vice President Data,  
Analytics & Ai

**Ask Me Anything Campaign**  
Social Media

KPI Digital provides solutions around Digital Transformation, Data, Analytics, AI, Performance Management and Application Development. Following the brand guidelines and brief, I created these digital assets for LinkedIn and Instagram to promote an event for a Q&A session.

Can't see the email? View in Text Browser

KPI DIGITAL

Virtual Panel Event  
**Disruption as a Trigger for Innovation**

REGISTER NOW

Join the conversation on  
March 17, 2022 from 9:00am - 10:30am ET

Charlene,

What if you could turn disruptive change into a source of untapped opportunity? How do we capture and leverage innovation as the engine for change?

Disruption is occurring all around us at dizzying speed, and companies that fail to address and adapt quickly risk profound challenges. The good news is that identifying and addressing the disruptions that are likely to lead to vulnerability have the power to become the engine for change.

On March 17th, join Nicole Whittle, Vice President of Application Development at KPI Digital, with guests Dany Meloul, General Manager Television for Radio-Canada, David Willows, EVP, Digital, Innovation and Brand Experience of Green Shields Canada (GSC) and Nastaran Bisheban, Chief Technology Officer of KFC Canada, for an interactive discussion.

You'll get a first look at how disruption can benefit organizations looking to radically innovate.

**The session will highlight:**

- Trends, business cases and the disruptive forces that drive decision-making.
- Best practices around methodologies used to harness ideas and track progress.
- Technology's role in the final solution.
- Outcomes, impact and specifically how we measure innovation success.
- Realities, roadblocks, challenges, and risk mitigation.

\*This panel event will be presented in English only.

**Host**

**Panelists**

**Nicole Whittle**  
VP Application Development,  
KPI Digital

**Dany Meloul**  
General Manager Television,  
Radio Canada

**David Willows**  
EVP, Digital, Innovation  
& Brand Experience,  
Green Shield Canada

**Nastaran Bisheban**  
Chief Technology Officer,  
KFC Canada

Join the conversation on  
March 17, 2022 9:00am - 10:30am ET

REGISTER NOW

in f @

DATA, ANALYTICS & AI - DIGITAL TRANSFORMATION  
APPLICATION DEVELOPMENT - PERFORMANCE MANAGEMENT

Lois Cohen - Vice President of Marketing  
Lois.Cohen@kpigital.com | 1.877.241.2618 | KPIDIGITAL.COM

No longer want to receive these emails? [Unsubscribe](#)  
KPI Digital 2800 boul Alfred Nobel Saint Laurent, Quebec H4B 3A9

**Disruption as a Trigger for Innovation**  
It's time to leverage disruptive change! Hear from our panel of experts.

**Host**

**Panelists**

**Nicole Whittle**  
VP Application Development,  
KPI Digital

**Dany Meloul**  
General Manager Television,  
Radio Canada

**David Willows**  
EVP, Digital, Innovation  
& Brand Experience,  
Green Shield Canada

**Nastaran Bisheban**  
Chief Technology Officer,  
KFC Canada

REGISTER NOW March 17, 2022 9:00am - 10:30am ET KPI DIGITAL

**Disruption as a Trigger for Innovation Virtual Panel Event**  
Social Media / E-mail Campaign

Following KPI Digital's brand identity, I designed all social assets and email campaigns for this virtual event. This included organic and paid promotions, any post event emails, as well as any visuals needed for the event itself.



KPI DIGITAL

## Best Practices in 2022 for Creating a Data-Driven Marketing Strategy.

Our marketing experts discuss Data-Driven Marketing trends and share some valuable first-party insight sources.

## Data-Driven Marketing

Know these statistics before building a successful data-driven strategy

- Marketers are tapping into more first party data.** As restrictions on third-party data continue to tighten, first-party data will only become more important.
- 80%** of customers are more likely to purchase a product or service from a brand that provides a personalized experience.
- Today's consumer journey can have between 20-500 touchpoints** depending on the complexity of the purchase.
- 32% of customers** said they stop doing business with a brand they love after only one bad experience.
- AI and Marketing Automation are more important than ever.** If you're not investing in AI now, you'll soon be left behind.

KPI DIGITAL [www.kpidigital.com](http://www.kpidigital.com)

### Data-Driven Marketing Strategy

Social Media / Blog Infographic

Keeping on brand, I designed the infographic for KPI Digital's blog post about data-driven marketing, as well as the graphic they would use to share on LinkedIn. I also wrote the copy text for the social post, inspired by the blog post itself.

# Jingle & Mingle

Holiday Event

December 8, 2021

With a year filled of "You're on mute" and poor internet connections, it brings us great joy to host our holiday event in person with so many of you this year!

So, let's get into the holiday spirit and celebrate our successes and accomplishments together!

**Town Hall 2021 Year in Review**  
Join the team for a recap of all the big accomplishments we have achieved in 2021. Learn about what's in store for the new year.

**Lunch & Employee Gift Giving**  
Lunch is on us! Come hungry and prepared to nosh & schmooze (aka eat and chat)! Don't forget to don your "ugly holiday sweater"!

**Games, Games & Games!**  
Get to know more about your coworkers with fun team building activities!

**Honourable Mentions**  
Shout-out time, but with a twist! We're acknowledging those who have stood out this year (spoiler: thanks to our stellar team, this may take a while!)

**Cocktails & Gift Exchange**  
Have a cocktail and plan your strategy to "steal" the best gift! Powder your nose and get dressed for dinner. Think "Party chic" attire. (Gift exchange value: \$30)

**Dinner & Dancing**  
Time to unwind with dinner and dancing at La Verita. Come ready to wine, dine and dance! Taxi vouchers will be provided for your ride home.

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## Agenda

Breakfast 8:30 AM - 9:00 AM	Honourable Mentions 3:15 PM - 4:30 PM
Town Hall 9:00 AM - 12:15 PM	Cocktails & Gift Exchange 4:30 PM - 6:30 PM
Lunch & Employee Gift Giving 12:15 PM - 1:15 PM	Dinner & Dancing 7:00 PM - 11:00 PM
Games! 1:15 PM - 3:15 PM	

### Jingle & Mingle Holiday Campaign

Email / Landing Page

I designed the 2021 holiday campaign for KPI Digital. After exploring a few different themes, we decided to move forward with a 'neon' theme. I added custom elements to the event title's font, and created custom icons to represent the planned activities. With these elements, I then designed the email and landing page.

digital course  
**ACADEMY**

WHAT'S YOUR THING?

## 3 Steps to Uncover Your 'Secret Sauce' for Making an Impact and Generating Revenue

Amy Porterfield  
Certified Instructor,  
Digital Course Academy



NEW  
FREE GUIDE!

What's Your Thing?  
**3 Steps to Uncover Your 'Secret Sauce' for Making an Impact and Generating Revenue**  
BY AMY PORTERFIELD

## Uncover Your 'Secret Sauce' for Making an Impact and Generating Revenue

GET THE FREE GUIDE!

digital course  
**ACADEMY**

**Amy Porterfield**  
Social Media

Following existing brand guidelines, I created these social media graphics for Amy Porterfield – an online marketing expert.



**Nevada 60 in. Double-Sink Vanity in White or Dove Grey**  
The Nevada 60-inch vanity by OVE Decors combines an elegant fit, premium materials and finishes with easy installation. Its durably constructed cabinetry, classic white Art-Deco inspired design and streamlined chrome handles are topped by an easy to clean white cultured stone countertop with matching backsplash and undermount sinks. Open the two two-door cabinets and five drawers to reveal an absolute goldmine of thoughtful bathroom storage, including handy dividers, two clever tilt-down drawers for smaller items and a spacious deep bottom drawer.



**Premium cultured stone countertop with ceramic sinks**  
This smooth countertop in white perfectly pairs with integrated ceramic sinks. The superb quality of this material will keep its glossy shine for years to come.

**Plenty of storage space**  
Storage that satisfies all your needs, including 2 drawers with adjustable dividers, 1 deep drawer, 2 tilt-down drawers and 2 two-door cabinets with adjustable shelves.

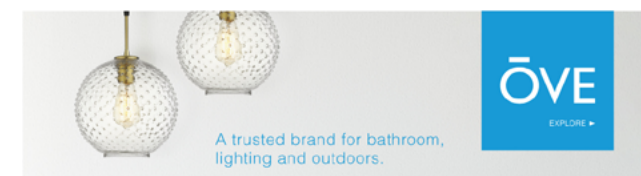
**Available in White or Dove Grey**  
These two light and neutral tones will brighten the rest of the space and are also a perfect choice to complement tile or wood floors.

- Additional features:**
- Durable double bathroom vanity in White or Dove grey finish.
  - White cultured stone countertop plus a matching 3-inch backsplash.
  - Two undermount ceramic sinks.
  - Pre-drilled for 2 x 8-inch faucets (not included).
  - Chrome hardware bar handles.
  - Soft-close drawer glides and door hinges.
  - 2 tilt-down drawers, 2 regular drawers with dividers, 1 deep bottom drawer, 2 two-door cabinets with adjustable shelves.
  - Solid rubberwood and plywood cabinet.
  - Pre-assembled cabinet for easy installation.



**Specifications**  
Dimensions (L x W x H) and weights:  
152.4 cm x 53.3 cm x 88.4 cm  
(60 in. x 21 in. x 34.8 in.)  
117 kg (257.9 lbs.)  
Packaging dimensions (L x W x H) and weights:  
162 cm x 62.5 cm x 114.5 cm  
(63.75 in. x 24.63 in. x 45.06 in.)  
145 kg (319.7 lbs.)

**Finish Options**  
WHITE DOVE GREY



**Before**



**After**



**OVE Decor**

Landing Pge / Photomanipulation

OVE Decor sells a variety of home decor products, including bathroom, lighting and outdoor items. Following their brand guidelines, I redesigned the page layout for one of the products they sell on the Costco.ca website. By cropping, adding light, and superimposing their product into a photographed scene, I created a lifestyle image.



**KPI Mining Solutions**  
Logo / Branding / Illustration / Web Design / Marketing

KPI Mining Solutions is a stochastic & simultaneous optimization software for mineral value chains. For this project, I designed their logo, branding, brand guidelines, website, as well as all additional assets such as infographics, in-app icons, print and digital marketing assets.

