

Welcome to Patrick Lacson's

Portfolio



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Patrick Lacson

DESIGN & WEB DEVELOPMENT

As a versatile graphic and web designer, I delight in the process of transforming abstract creative concepts into tangible, captivating designs. My passion lies in aiding others to realize their creative dreams, serving as the bridge that connects imagination and reality. I firmly believe that every project holds untapped potential, and I am committed to discovering and highlighting this potential in each piece of work I undertake.

With a wealth of skills in numerous creative tools at my disposal, I am adept at navigating and thriving in a multitude of design styles. I am receptive to a vast array of ideas and am always intrigued to learn about the unique stories of others. I subscribe to the notion that everyone has a compelling story to narrate, and it is my pleasure to illuminate these narratives through the medium of design.



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TROPICAL BREEZE

Branding | Fall 21

Project

The objective of this project was to craft a compelling and unique brand identity for the beverage company, Tropical Breeze. This organization specializes in producing hard seltzer beverages, innovatively packaged in a juice box format. Their primary target demographic consists of Millennials aged 18 and over, who are seeking a refreshing, invigorating beverage experience.

Challenge

The primary challenge in this project was to create a captivating design that distinguishes Tropical Breeze from other brands, making it a must-have at any event or gathering. The objective was to cultivate a fun, youthful vibe while maintaining a tropical ambiance with every sip of their beverage.

Given that their product is packaged in a juice box format, typically associated with children’s drinks, I had to direct the design towards an older demographic. This required careful design considerations to ensure the product appeals to adults and doesn’t come across as being intended for a younger audience.

Solution

The solution involved creating a robust and distinctive visual identity for the brand, ensuring instant recognition upon viewing the beverage. I crafted patterned designs that resonate with the brand’s tropical and youthful essence, making each flavor distinct. Recurring design elements, like the waves at the bottom and the beach umbrella, serve as consistent visual cues, reinforcing the brand’s identity and setting it apart in the market.





PIXEL ART

Illustration | Fall 21

Project

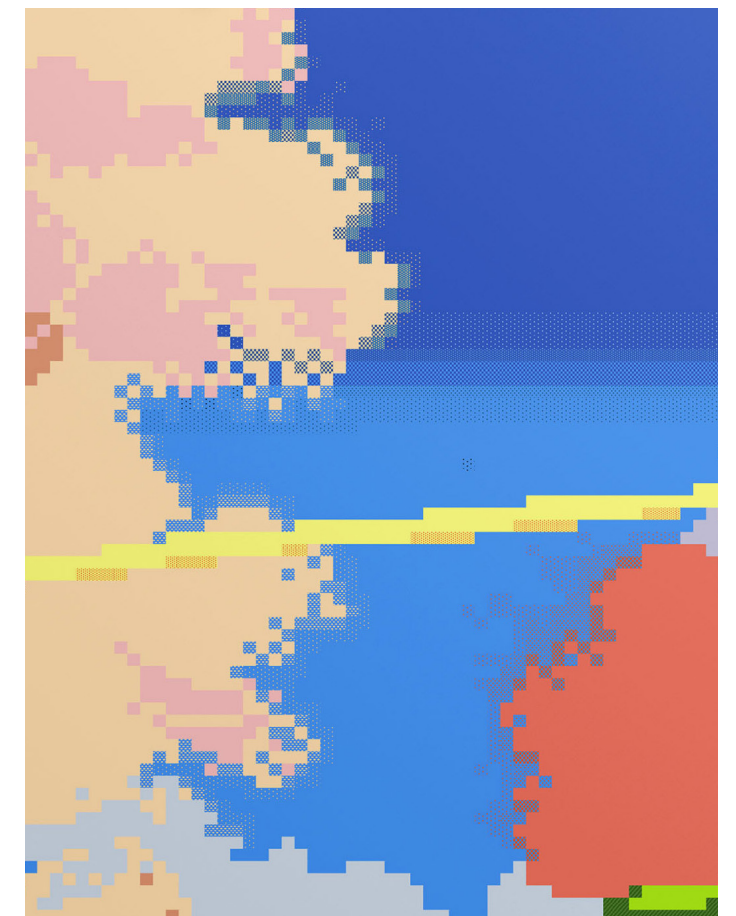
Create a pixel art illustration based on a image.

Challenge

The program I had to use was Microsft Exel. So, needed a huge amount of cells in the table to create this illustration.

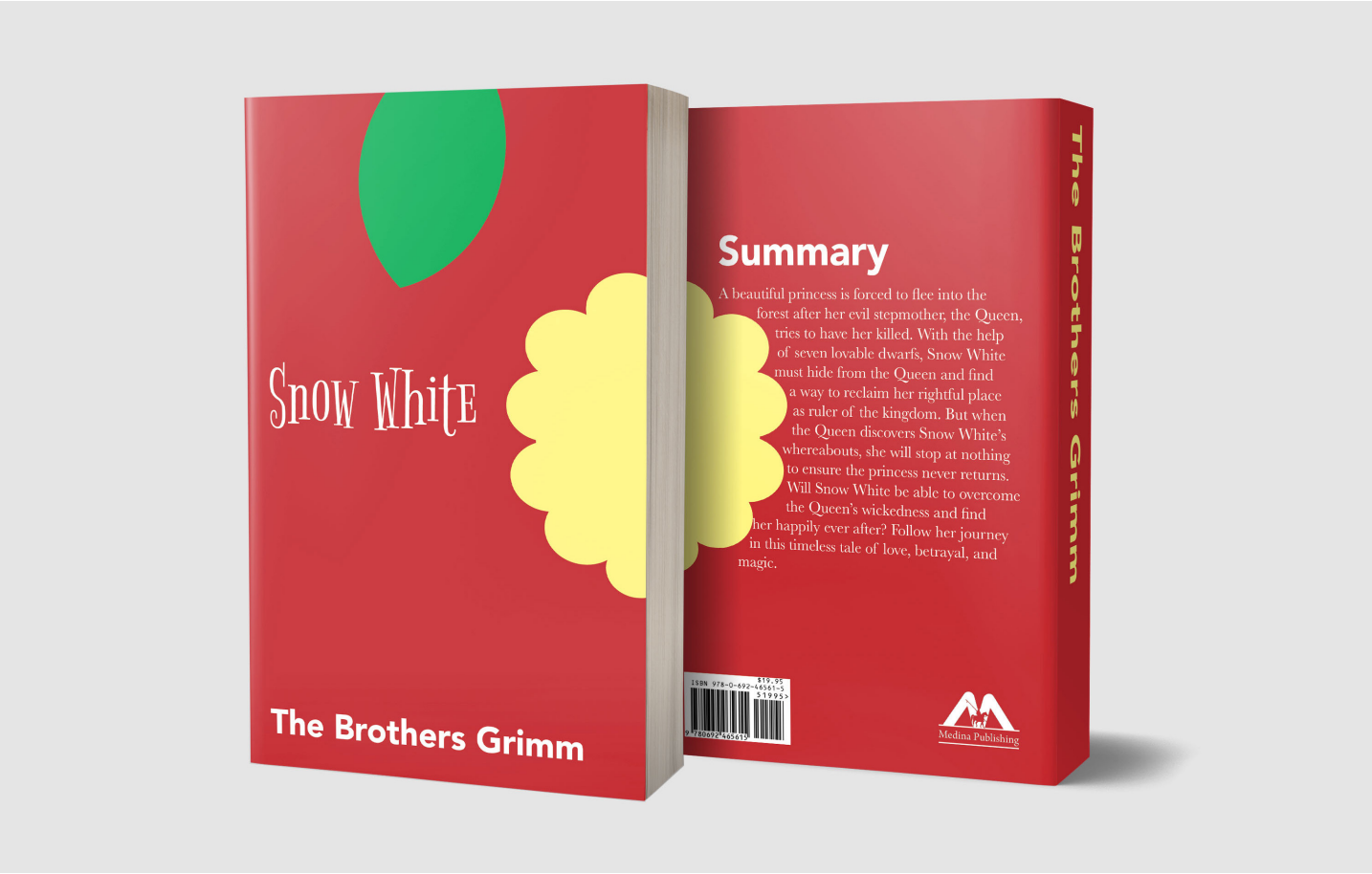
Solution

I used the different cell styles to create the details and dimension of the image to bring it to life.



BOOK SET

Book Cover Design | Winter 23



Project

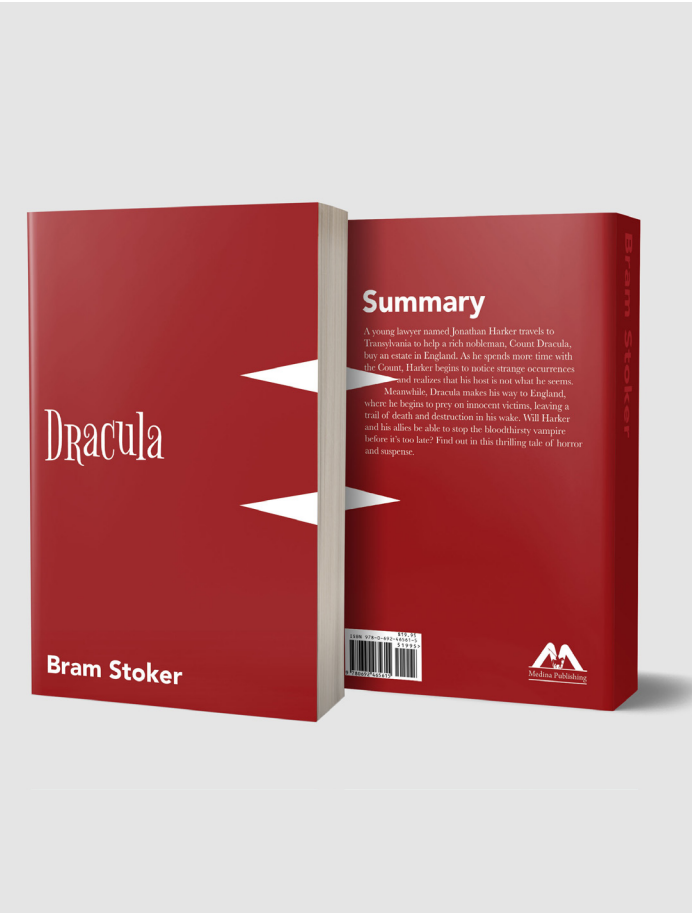
The goal of this project was to design an engaging and visually appealing book set, encompassing three distinct narratives, each with its unique charm and appeal.

Challenge

The challenge entailed skillfully uniting the covers of the three distinct books under a cohesive design umbrella. Each book needed to retain its unique elements that narrate its individual story, yet harmoniously blend with the overarching design theme to form a unified set.

Solution

The solution involved capturing the unique aspects of each story while maintaining a minimalist design approach. The aim was to construct a simplistic yet striking design that is instantly identifiable through the visual elements on the cover, independent of the title.





THE WALKTHROUGH

Magazine Layout | Winter 23

P

Project

The project entailed designing a captivating magazine cover and an engaging page layout for the indie gaming publication, "The Walkthrough". This publication serves as a lighthouse in the indie gaming world, spotlighting indie games, industry shifts, and breakthrough technologies.

"The Walkthrough" strives to keep its readers informed about the cutting-edge innovations in indie games and the emerging technologies that are reshaping the gaming landscape.



Challenge

The challenge was to establish a compelling brand identity for the magazine that could become a home for the indie gaming community. The design needed to captivate the gaming audience, while simultaneously preserving the authentic "indie" ambience.

Solution

The idea was to design a versatile cover that could be easily adapted for each issue, thereby fully highlighting the featured game of the week. The logo, embodying a "walkthrough", serves as a guide in the indie gaming industry. This theme is echoed in a layout inspired by the Bauhaus movement, through the use of geometric shapes. The page layouts, while vibrant, maintain simplicity to ensure the content remains the focus.



Project

The objective was to create a second cover for the indie gaming magazine, “The Walkthrough”, with a special spotlight on the game “Sea of Stars”. “The Walkthrough” is a trusted source of insights into indie games and emerging tech trends, keeping its readers on the pulse of the gaming world.

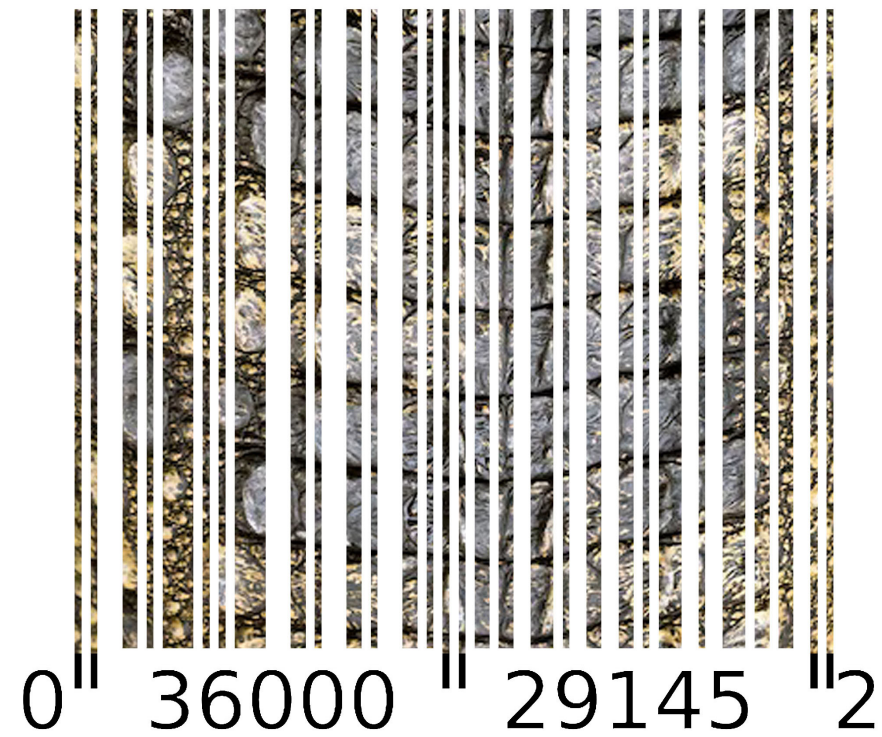
Challenge

The task presented the challenge of crafting a captivating second cover that would feature “Sea of Stars”. The design had to engage the gaming community, while also preserving the unique, authentic vibe that indie games are cherished for.

Solution

The resolution involved creating a dynamic, visually stunning cover that was specifically catered to showcase “Sea of Stars”. While creating an engaging visual appeal, it was vital to maintain an element of simplicity, ensuring that the spotlight remained firmly on the game. This cover reinforced more its brand identity by really using the elements of the logo throughout the design.





WILD LIFE AWARENESS

PSA Campaign | Fall 23



Project
 The project’s mission was to conceptualize and execute a compelling and thought-provoking ad campaign for the globally recognized conservation organization, the World Wildlife Fund (WWF). The campaign’s pivotal aim was to spotlight the pressing issue of animal endangerment, a disturbing byproduct of rampant consumerism, and its detrimental environmental repercussions. This initiative was designed to stir public consciousness and ignite a discourse on responsible consumer behaviour to safeguard our planet’s biodiversity.



Challenge

The key challenge was to create a design that was versatile for different settings. It needed to be straightforward to quickly catch people's attention, and simultaneously potent to leave a lasting impact and effectively communicate the campaign message.



At What Cost?

The illegal trade in wildlife products, including animal skins, is estimated to be worth billions of dollars annually. This trade is responsible for the poaching and killing of millions of animals each year, including iconic species such as tigers, rhinoceroses, and elephants. The demand for animal skins is driven by the fashion industry and traditional medicine practices in some cultures. It is crucial that we take action to combat this illegal trade and protect these vulnerable species from extinction.



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Be Part Of The Healing.

Solution

To address this challenge, the solution I devised was to utilize easily recognizable objects as potent symbols. These symbols served a dual purpose: to immediately attract the viewer's attention and to effectively communicate the campaign's key message.

This message highlighted the alarming impact of uncontrolled consumerism on wildlife, a pressing issue often overlooked amid rampant materialism. Drawing on the universal language of familiar objects, the campaign aimed to stir public consciousness and provoke critical thought about our consumer habits and their far-reaching effects on the world's wildlife.

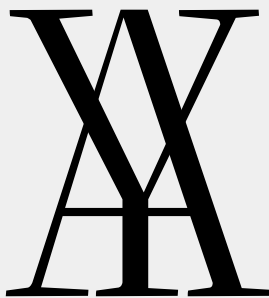


Animal poaching is responsible for the loss of thousands of animal lives every year. In 2020, it was estimated that over 35,000 elephants were killed by poachers for their ivory tusks alone.



REAL ESTATE AGENT

Brand Identity | Fall 23



Monogram

Project

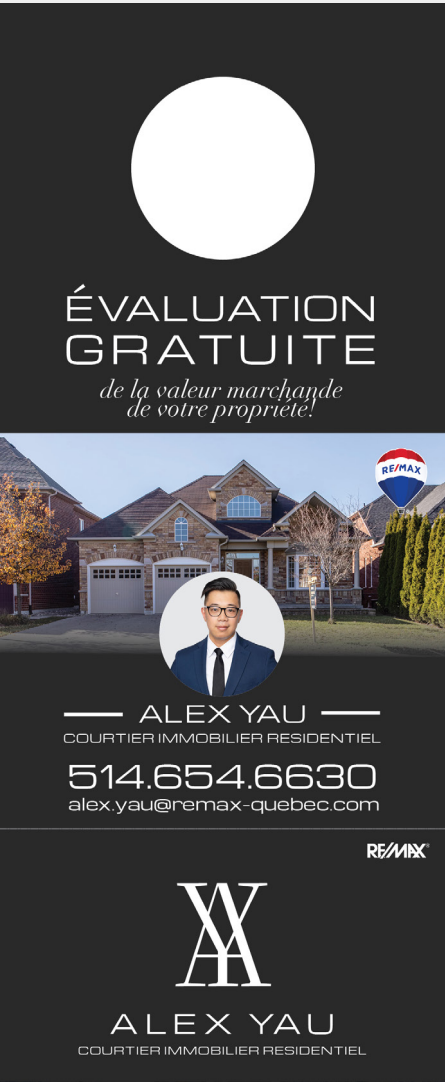
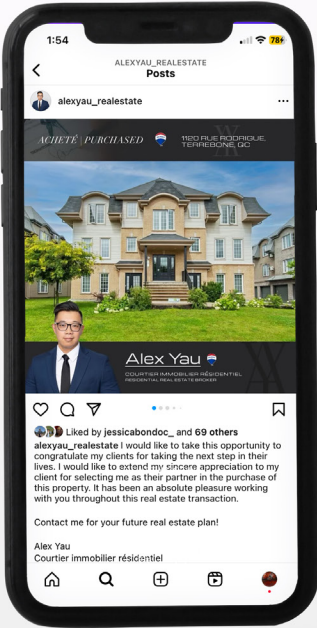
The client, a real estate professional associated with Remax, sought to establish a distinctive brand identity.

Challenge

The desired design needed to strike a balance between professionalism and approachability to appeal to potential homeowners. In addition, he expressed a desire for a personalized monogram to uniquely represent his brand across his advertising campaigns and merchandise items.

Solution

In the real estate project, I utilized shades of black to reflect the elegance and sophistication that the agent brings to his work for his clients. By blending serif and sans-serif fonts, I created a design that harmoniously merges traditional and modern aesthetics, mirroring the agent's unique personality and professional approach.



I prioritized a minimalist design to ensure that the key information stands out as the primary focus. The door hanger was innovatively designed to also function as a detachable business card, adding a versatile element to the branding materials.





Project

The objective was to develop a distinctive and compelling brand identity for Paradiso, a coffee brand that innovatively packages their premium coffee beans in a box.

Challenge

The challenge was to devise a design in the distinctive and intricate styles of Art Deco and Art Nouveau, both of which require a high level of detail and a deep understanding of their historical and cultural significance.

Solution

The design, inspired by Art Deco and Art Nouveau, incorporated organic forms and intricate, nature-inspired patterns for a timeless appeal. The box's palette of rich browns and golds symbolized coffee, joy, and elegance, enhancing the product's premium nature. The fonts used in the design are also derived from these art movements.





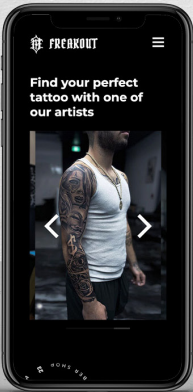
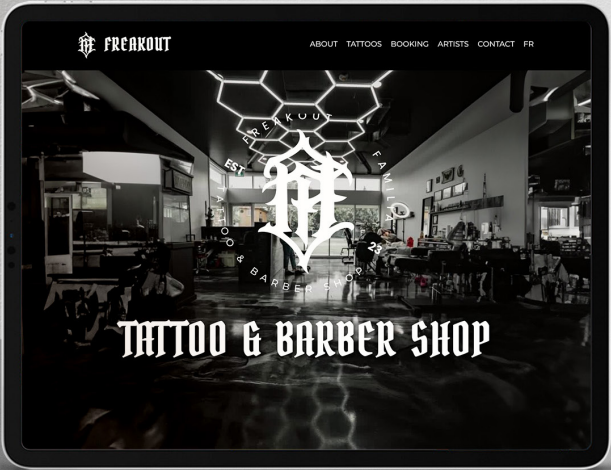
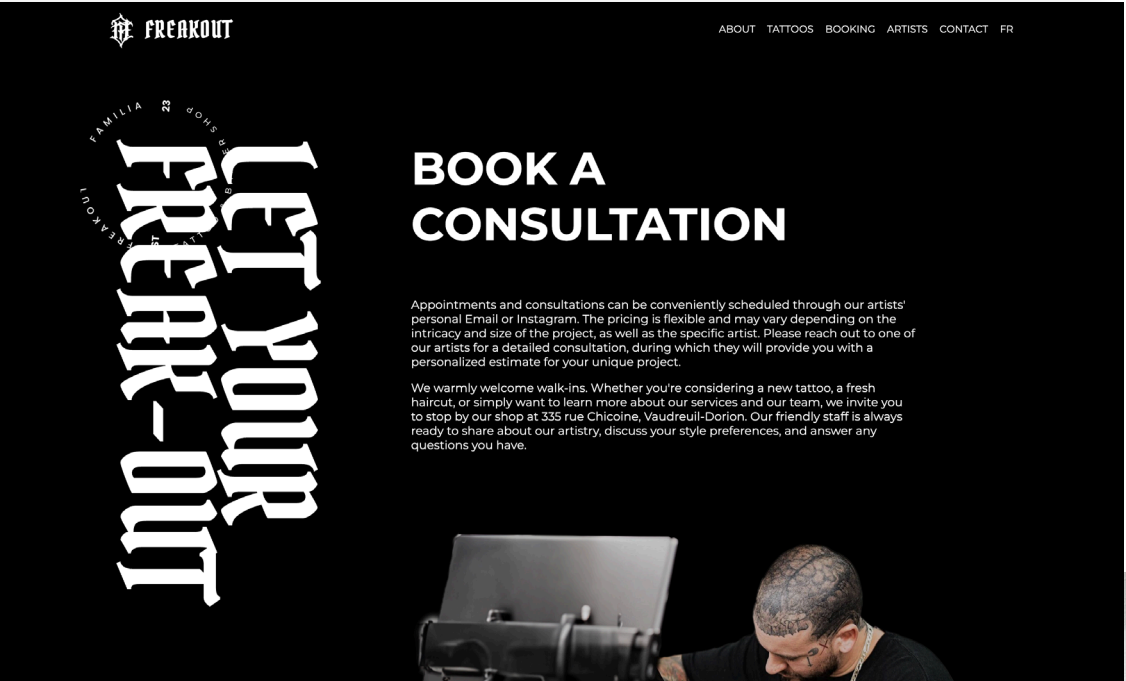
Project

The client required a comprehensive and intuitive website for their new tattoo & barber shop. This website's primary purpose was to facilitate potential customers in discovering the shop and obtaining detailed information about its offerings and services.

Challenge

The challenge was to create a distinctive website layout that separates the new tattoo and barber shop from competitors. As a new venture, the shop lacked a defined visual identity, which I was tasked to establish.

The website needed to be mobile-friendly and responsive across devices to cater to a broad audience. The shop, while modern in its approach, also incorporated traditional elements, creating a unique fusion that needed to be adequately reflected in the website design. Thus, the task was to encapsulate and highlight these distinct characteristics in the design, creating a visually engaging and user-friendly digital platform. The shop already had a logo so the design needed to be based around it.



Solution

The solution was to design an all-encompassing landing page that provided comprehensive information for clients to understand the shop's ethos and its artists. The layout was carefully curated to mirror the shop's distinctive, vibrant personality while maintaining a modern appeal. The use of black

and white in the design served as a representation of tattoos. Additionally, subtle animations were integrated into the design to inject energy and dynamism, mirroring the lively atmosphere of the shop.

PEAK PERFORMANCE

Logo & Brand Identity | Winter 23



Challenge

The challenge was to design a unique and compelling brand identity and logo for Peak Performance that would encapsulate its commitment to eco-friendly, innovative fitness solutions. The design needed to convey the brand's dedication to high-quality materials and technology for optimal performance, while also

reflecting its commitment to minimal environmental impact. The task was to create a design that would resonate with the target audience of fitness enthusiasts who also value sustainability, and distinguish Peak Performance in a competitive market.



Logo Sketches



Project

Peak Performance is a fitness brand dedicated to eco-friendly, innovative solutions. They use technology and high-quality materials for prime performance, helping customers achieve fitness goals with minimal environmental impact.

Solution

The logo creation process was rooted in the concept of sustainability, symbolized by a leaf. By utilizing a grid system, I transformed the letter "P" to mimic a leaf, employing organic curves for a natural feel. Sharp edges were integrated to signify the 'peak', aligning with the brand's name and ambition.

The choice of black and white was intentional to convey sophistication and strength, which are the cornerstone values of the brand. The accent colors, orange, green, blue, and beige, represent prevalent colors in nature, visually reinforcing the brand's commitment to the planet's health.







*Let's Get In
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