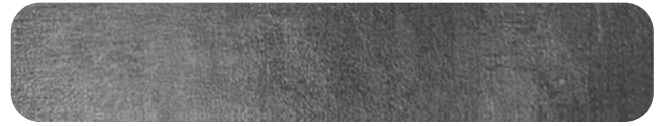


KUANCHAN



Graphic Design // // // //

PORTFOLIO

ABOUT KUAN

With great pleasure, I present my portfolio and introduce myself. My name is Kuan Chan, born and raised in Macau and Hong Kong.

I have been passionate about the arts from a young age. I moved to Canada during my high school years to continue my education, where I studied Fine Arts and Graphic Design. These studies laid the foundation for my design approach—a balance between fine art and commercial design. Designs that are visually engaging while maintaining practicality and clear communication. My experience spans both design studios and in-house environments, giving me a versatile perspective on the design process and the needs of different clients.

Today, I work as a freelance designer based in Collingwood, Canada. Outside of design, I enjoy skiing, mountain biking, and spending time with my daughter.

COMPETENCIES:

-  **EXPERIENCE** inspires confident designs, prioritizing clear direction and purpose over pure aesthetics.
-  **VISION** is about seeing the key details. Understanding the finer points helps set the mood and informs the choice of elements.
-  **CURIOSITY** is essential. Continuous learning and exploring new ideas keep the design process fresh, engaging, and enjoyable.
-  **ADAPTABILITY** allows me to navigate different strategies and approaches, responding to the unique needs of different projects.

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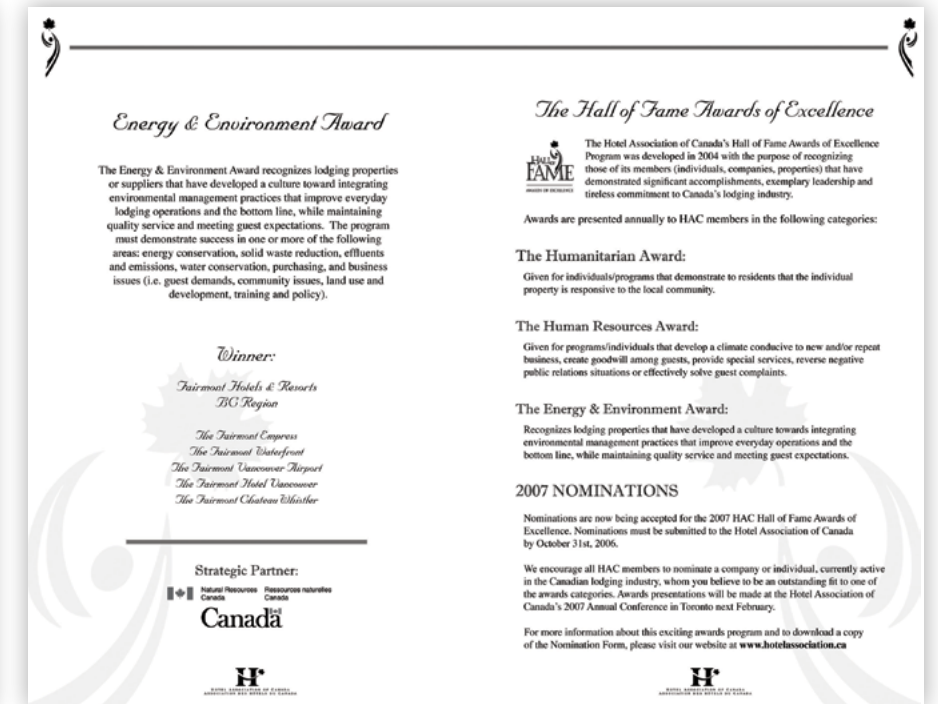


LOGOS



Understanding a client's needs is key to creating meaningful design. Effective communication helps establish the message they want to convey, their target audience, and how they want to present themselves to that demographic. These insights are essential to creating a meaningful logo design.

EVENT PROGRAM



AWARD PROGRAM - HAC (In collaboration with Fire Engine Inc.)

Less is more. This award event layout demonstrates how the client's existing logo and visual elements can be used to create a clean, refined design. By keeping the layout simple and incorporating elegant serif fonts, the focus remains on the awards and their winners—the key content of the event.



CATALOGUES

PRODUCT CATALOGUE - PRECIDIO DESIGN

A catalogue designed to showcase high-end tableware, with a strong emphasis on photography and art direction. A clean, refined layout was used to complement the product-focused photography, allowing the imagery and tableware to remain the primary focus throughout the catalogue.

CATALOGUES

PRODUCT CATALOGUE - PRECIDIO PROMO

A catalogue designed to showcase a range of promotional drinkware. While the products themselves may be familiar, Careful attention was given to image and layout placement to elevate their presentation and create a more refined, luxury feel.

PROMOTIONAL PRODUCTS



PRECIDIO EVERYDAY Ceramic Dinnerware NEW



Our ceramic dinnerware is dishwasher and microwave safe.

TAIPAN

13.25" Platter/Cover pack 2 pcs. 30210904
10.75" Dinner plate/Cover pack 4 pcs. 30109004
8.5" Salad plate/Cover pack 4 pcs. 30109004
13.25" Serving bowl/Cover pack 1 pc. 30309004
8" Bowl/Cover pack 4 pcs. 30159004
16 oz Mug/Cover pack 6 pcs. 30109004



MARIPOSA

13.5" Platter/Cover pack 2 pcs. 30270905
10.75" Dinner plate/Cover pack 4 pcs. 30209005
8.5" Salad plate/Cover pack 4 pcs. 30209005
13.25" Serving bowl/Cover pack 1 pc. 30309005
8" Bowl/Cover pack 4 pcs. 30159005
16 oz Mug/Cover pack 6 pcs. 30209005

DELPHINE

13" Platter/Cover pack 4 pcs. 30150903
10.5" Plate/Cover pack 4 pcs. 30150903
8.5" Salad plate/Cover pack 4 pcs. 30150903
12.5" Serving bowl/Cover pack 1 pc. 30140903
6.5" Bowl/Cover pack 4 pcs. 30150903
16 oz Mug/Cover pack 6 pcs. 30150903

CERAMIC MUGS



**PLEASE REFILL
NOT LANDFILL**

CERAMIC, THE VERY BEST EXAMPLE OF RE-USE.
EVERY 500 CERAMIC MUGS CAN REDUCE 300,000
PAPER CUPS FROM OUR LANDFILLS, EVERY YEAR.

MUGS

05 CERAMIC MUGS
36 GLASS MUGS
39 ACRYLIC MUGS
51 STAINLESS STEEL MUGS

All mugs are available
with the following services:



LONDON NEW

- 15 oz premium ceramic mug
- The next generation in ceramic design
- Unique reactive glaze exterior finish
- Comfortable handle

setup \$450 per colour
- repeat setup \$350 (c)
additional colour \$55 (c)
imprint area:
1. in/outboard 2 1/2" x 2 1/2" w
2. wraparound 2 1/2" x 7 1/2" w

72	144	576	
\$5.00	\$4.75	\$4.50	6(c)
1200	2500	5000	
\$4.20	\$4.10	\$4.00	



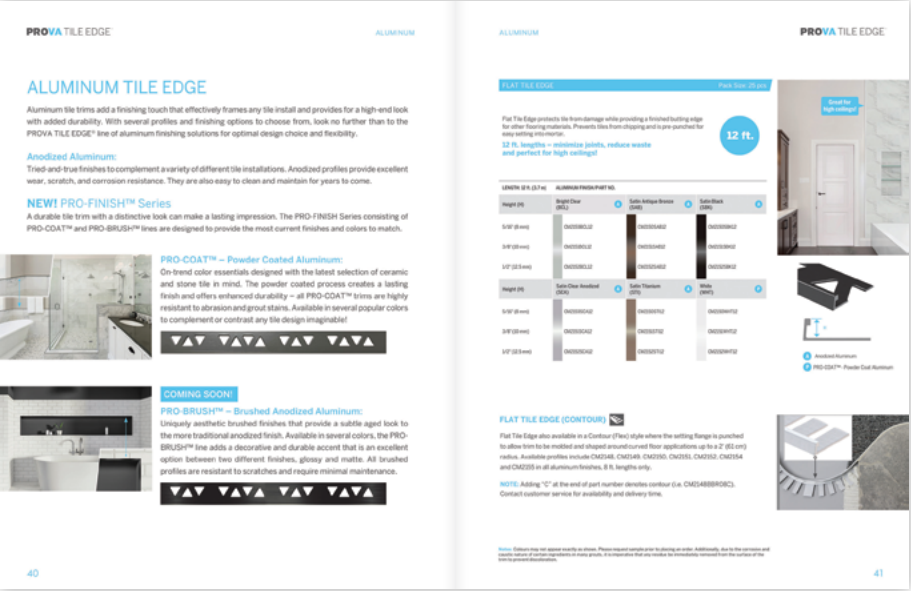
CATALOGUES



Two Product catalogues designed for M-D Canada



PRODUCT CATALOGUE - PROVA



PRODUCT CATALOGUE - SHUR-TRIM



Two examples demonstrating how product catalogues can do more than showcase products—they can also serve as effective sales tools. Product information is organized clearly and intuitively, allowing customer service representatives to quickly find key details, make informed recommendations, and provide relevant suggestions to customers.

SERVICE PROMOTION



SIGNAGE & MARKETING CARDS - FIRE ENGINE INC.

Fire Engine Inc. was a Toronto-based marketing and design studio with a strong and established brand presence among its clients. One of my first projects as a collaborative designer was to develop a promotional package for the studio. My approach was to build on its strong branding foundation by introducing a touch of playful graphic elements. These additions gave the brand a little more energy while maintaining the recognition and character it had already established.

EVENT PROMOTION

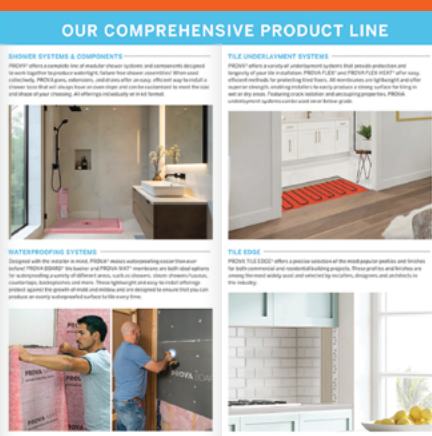
PROMOTIONAL COLLATERAL - MARIPOSA CRUISES (In collaboration with Fire Engine Inc.)

A collection of design collateral, including a brochure, marketing card and cardboard binoculars, created as handouts for a promotional event. The materials were designed using the client's existing branding elements, with image selections focused on creating a pleasant and festive atmosphere. The result is a cohesive set of promotional pieces that reinforces the brand while adding a sense of energy and celebration.



PRODUCT

PROMOTION



PROMOTIONAL COLLATERAL - PROVA

A series of brochures designed for PROVA's diverse product range. Flexible layouts, typography, brand colors, and imagery placement are incorporated to create a balanced presentation of product information and visuals without a congested feel.



SERVICE PROMOTION

PROMOTIONAL COLLATERAL - LOVE NEST PHOTOGRAPHY

(In collaboration with Fire Engine Inc.)

A marketing card and DVD case designed for a studio specializing in maternity photography. Using the studio's existing branding elements and imagery, the design creates a balance between showcasing their portrait photography and communicating their guiding principles. The layout allows the imagery to remain the focus while supporting the studio's message and brand identity.



PRODUCT

PROMOTION

TO-GO-TUMBLER

DRINK IT UP!

Our double wall insulated TO-GO-TUMBLER keeps cold drinks cold without your hand knowing the difference. Its twist off cap makes it easy to get refills of which ever drink tickles your fancy, and secure enough to take it on the go. Each cup comes with a matching colored straw to keep you sipping along!

P5000 TO-GO-TUMBLER

- Double-Wall insulated acrylic (keep your drink cold, and hands dry)
- Screw on lid with matching colour straw

Price: 4(c)

72	144	576	1200
\$5.50	\$5.34	\$5.12	\$4.95

Matching colour straw, ribbed on the bottom so you can't lose it.

P5000RE P5000CL P5000BL

DezineCorp
ADBLOCK | HYDEPORT | PRECIDIO PROMO
TOGETHER WE ARE STRONGER

WWW.DEZINECORP.COM

DezineCorp

ADBLOCK | HYDEPORT | PRECIDIO PROMO
TOGETHER WE ARE STRONGER

THE ULTIMATE

IN STOCK!!
Another first from
DezineCorp Hydration
Collection

The ULTIMATE - New!

The market is full of water bottles. Along with them, an array of questions: Does the aluminum leech? Is BPA dangerous? What is the grade of the stainless steel? Does the bottle smell? Is there an aftertaste? Am I SAFE?

Meet THE ULTIMATE from DezineCorp's Hydration Collection. **Made from glass.** The Ultimate is a blend of fashion and utility. Odorless. Free from harmful contaminants. A blend of 3,000 year old common sense and 'dezine'.

Proper hydration guidelines suggest we drink 8 to 10 glasses of water per day. If we used the 20 oz Ultimate glass water bottle to replace the 4 to 5 plastic bottles or water cooler cups per day we would be keeping about 1,800 pieces of plastic out of the landfill a year - for every bottle used.

When the Ultimate is used in a promotion of any kind it delivers the message: that the advertiser cares about the recipient, cares about making a little bit of a difference everyday, and wanted to give a product that will be valued, cherished and used again and again delivering the message, delivering the brand.

The 'ULTIMATE' in style, environmental awareness & health! Glass is 100% reusable, recyclable and BPA free.

G01536CL The Ultimate
Setup: \$50(g) per colour - repeat setup \$40(g)

Price 4(c)

72	144	576	1200
7.69	7.46	7.15	6.92

ECO FRIENDLY

OUR NEW WATER BOTTLE IS NOT UNBREAKABLE. YOU NEED TO BE CAREFUL WITH IT. JUST AS YOU NEED TO BE CAREFUL WITH YOUR HEALTH AND THE ENVIRONMENT.

www.dezinecorp.com

PRODUCT AD CAMPAIGN - DezineCorp (Precidio Promo)

Promotional products can often feel predictable, so rather than relying on the typical "Product of the Month" template, I took a more creative approach. Working closely with the Marketing Manager, we developed a unique concept around each product's model name, giving every ad its own character, theme, and visual identity.

From the themes and logos to the mockups and supporting graphics, every detail was thoughtfully and strategically considered to transform everyday products into something more distinctive and memorable. The campaign received positive feedback demonstrating how strong storytelling and intentional design can elevate even the most familiar promotional products.

BUILD YOUR BRAND WITH ...

... the power of NITRO

NITRO

Setup \$45(g) one colour only
repeat setup \$35(g)
Imprint area:
Inboard 1.5"x2.5" Wraparound 1.5"x9"

PRICE:

72	144	576
\$12.75	\$12.65	\$12.55
1200	2500	5000
\$12.45	\$12.35	\$12.25

6(C)

Precidio
WWW.PRECIDIO.COM

Kick Start Your Sales with a JOLT!

JOLT P0950

16 oz Marketing Desk Mug
Setup \$45(g) per colour
- repeat setup \$35(g)
Imprint area:
In/outboard 1-3/4" x 4"

PRICE:

72	144	576
\$7.25	\$7.15	\$6.95
1200	2500	5000
\$6.85	\$6.80	\$6.75

6(C)

www.precidio.com Precidio

PACKAGING



PACKAGING - ZIZZ

ZIZZ is a shirt product designed to aid sleep. The design concept was simple: create a pillow-shaped package that reflects the product's purpose. While the concept requires a custom die-cut, the client also asked me to develop a more cost-effective tube option as an alternative.

PACKAGING



PACKAGING - PROVA

PROVA's target customers are builders and contractors who value function, quality, and price. The challenge was to communicate each product's features and benefits clearly on-pack, while accommodating trilingual content for distribution across North America. With a large and diverse product range, each package presented its own challenge. My strategy was to use subtle graphic elements as a recurring design motif, creating a cohesive visual language that ties the entire PROVA product line together.



GRAPHICS



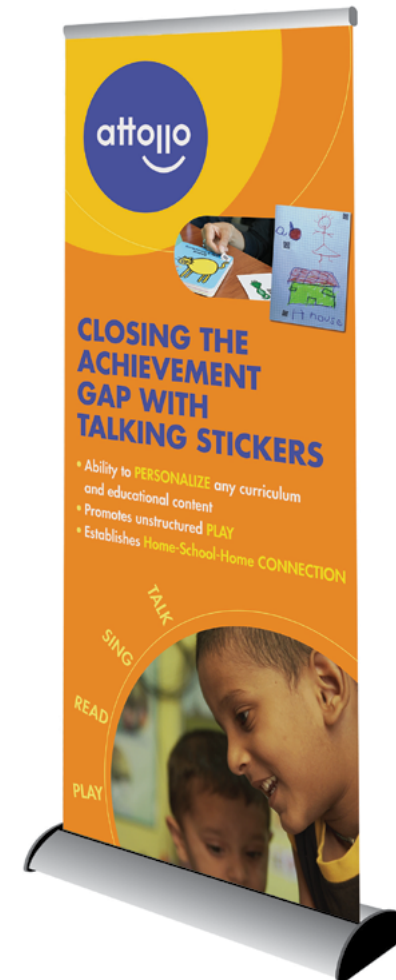
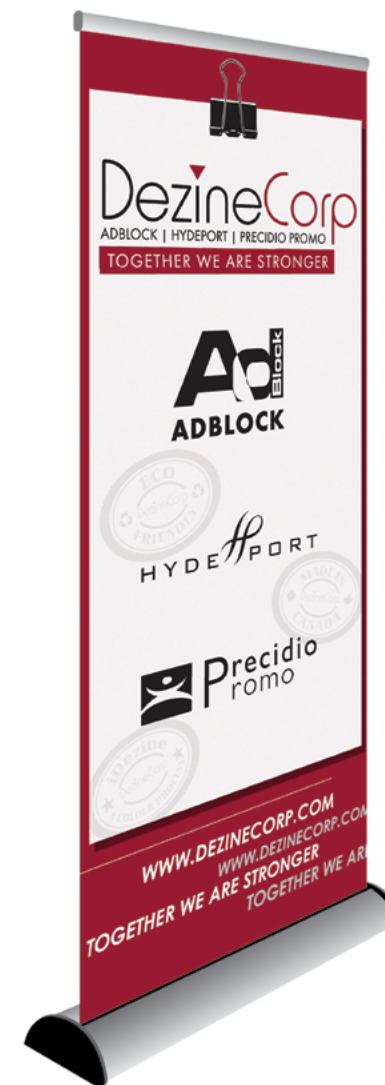
PRODUCT GRAPHICS - PRECIDIO RETAIL & PROMO

A selection of product graphics created for Precidio's Retail and Promotional Products divisions. The work explores a range of visual directions, drawing inspiration from current design trends, cultural influences, and global aesthetics.

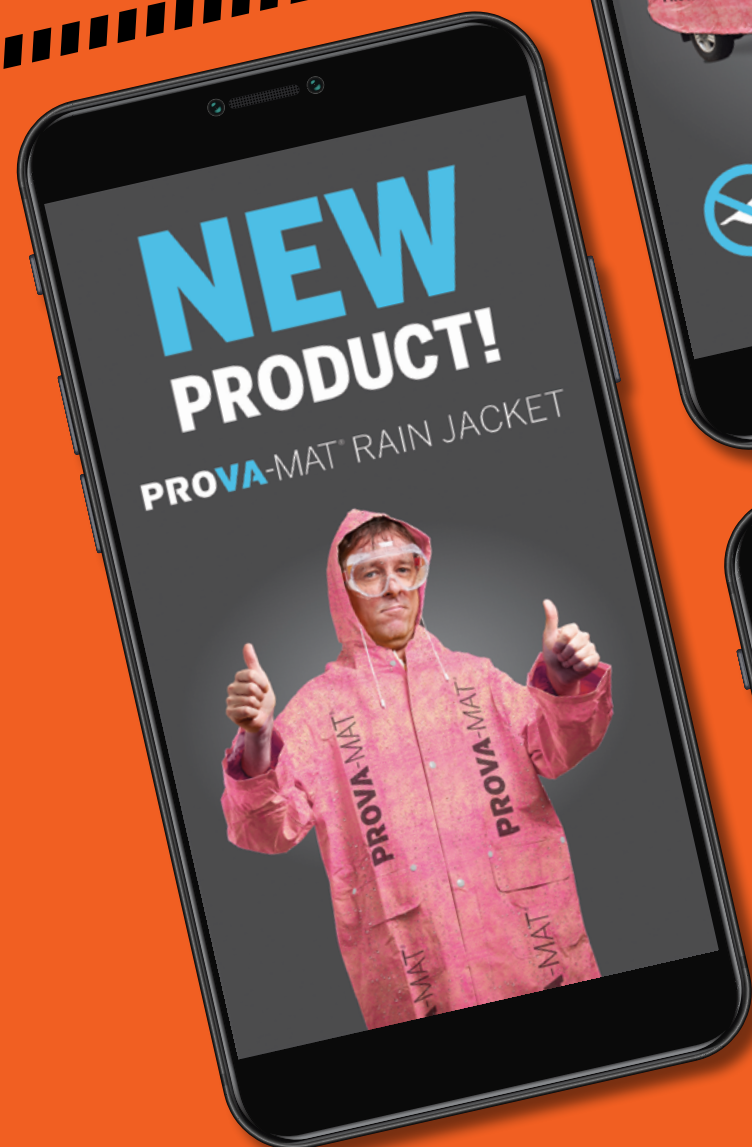
DISPLAY GRAPHICS

FEW EXAMPLES OF DISPLAY GRAPHICS CREATED FOR FORMAL EMPLOYERS & CLIENTS

Displays often come down to setting the right mood through typography and color, establishing a clear visual hierarchy, and understanding the message the client wants to communicate are key. Keeping the message concise allows the available space to focus on the most essential information, creating greater clarity and visual impact.



SPECIAL GRAPHICS



SPECIAL GRAPHICS

PRINT AD - CONCEPTUAL PROJECT

A successful concept doesn't need to come from somewhere new. The idea can already be within the product itself. Looking at a product's heritage and history can reveal strong creative directions. Rather than forcing a concept onto the product, sometimes the most authentic ideas are the ones that were there all along.



Good design is more than aesthetics,
it's about creating meaningful visual
experiences that connect with audiences,
tell powerful stories, and drive success.

KUANCHAN



GRAPHIC DESIGNER

kcgrafix.ca