

# PORT FOLIO



LARA  
RINALDI  
2025

## HEY THERE, I'M LARA.

I'm a Graphic Design student at Vanier College, set to graduate in June 2025. I value what works but also love exploring new concepts and pushing ideas further. Collaboration is a big part of my creative process. I enjoy sharing ideas, refining concepts, and finding innovative ways to bring designs to life. I am someone who is organized, adaptable, and always up for a challenge. I'm excited to apply my skills as a Graphic Designer and continue growing in the field.

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# ZENERGY MATCHA ENERGY DRINK

Year: 2024

Project Type: Branding

Tools Used: Adobe Illustrator, InDesign, After Effects

Zenergy is a matcha energy drink brand designed to energize with organic ingredients while spreading positivity and fun. The challenge was to create a cohesive visual identity that could be applied across different mediums, ensuring each element felt playful and connected to the brand's core message.



Scan the QR code below to see the animated logo!







## CHALLENGE

The primary challenge was to develop a versatile graphic element that could be used playfully across a variety of mediums. The design needed to reflect the brand's personality which is energetic, positive, and fun, all while maintaining a sense of balance and harmony, aligning with the idea of "zen energy."

## PROCESS

I began by brainstorming key elements and symbols that resonated with the brand's identity. Through mood boards, I explored keywords and imagery that captured the essence of Zenergy. This helped define the visual direction and tone of the project.

## SOLUTION

The solution emerged in the form of two interconnected circles, symbolizing balance and harmony. This simple yet versatile graphic element became the foundation of the brand's identity. The final design system included a custom brand guide, ensuring consistency across all applications, positivity stickers, a 3 poster advertising campaign and the brand's packaging design.





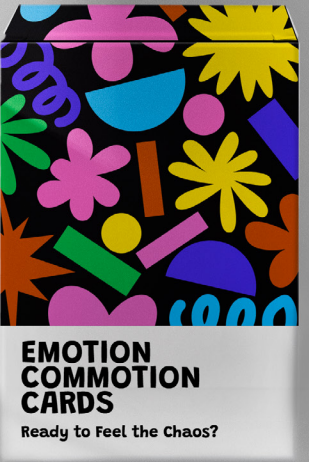
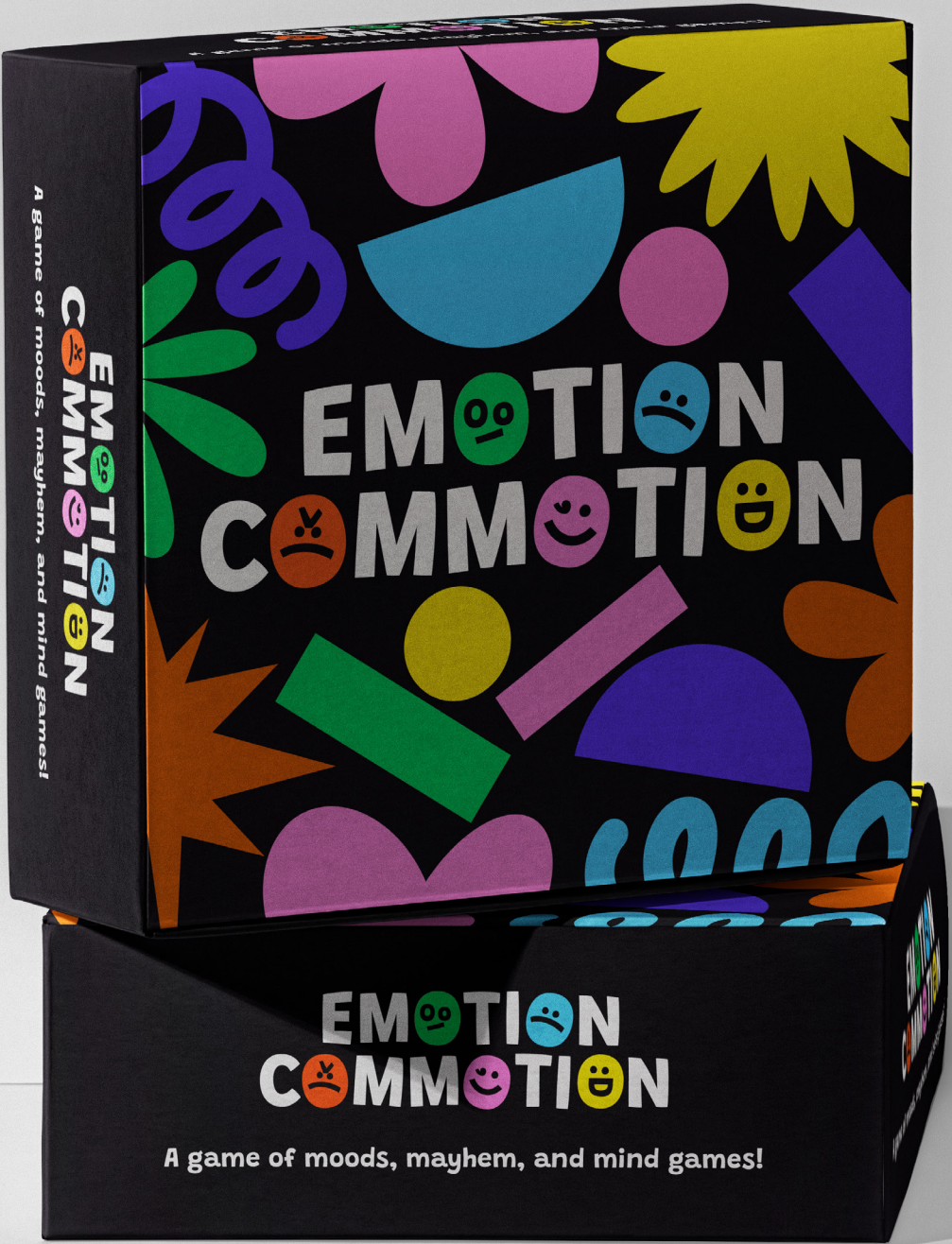
# EMOTION COMMOTION BOARD GAME

Year: 2025

Project Type: Branding, Packaging Design

Tools Used: Adobe Illustrator

This project involved designing a game that teaches the psychology of emotions and moods through interactive play. I was responsible for the packaging design and logo, leading the design process and ensuring a cohesive visual identity. Within a tight three-day time frame, our team produced a complete board game, card designs across five categories, and the branding elements. The result is an engaging and visually appealing educational tool that combines design with learning.





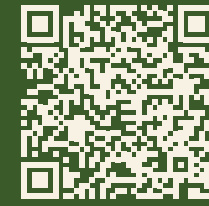
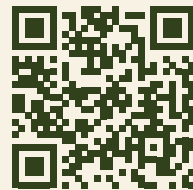
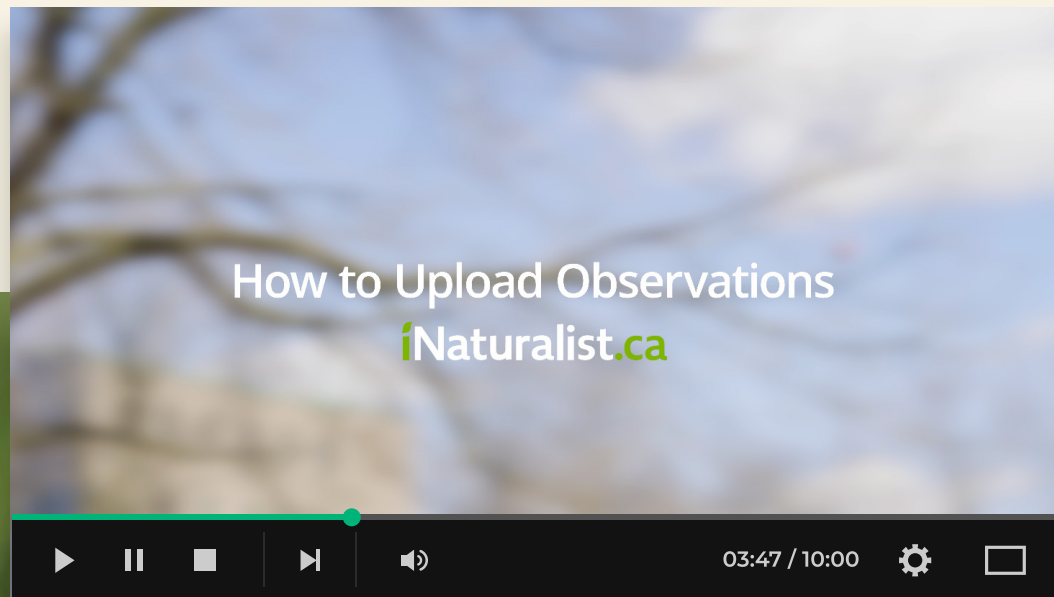
# CAMPUS BIODIVERSITY NETWORK

Year: 2023–2024

Project Type: Photography, Video Editing, Branding

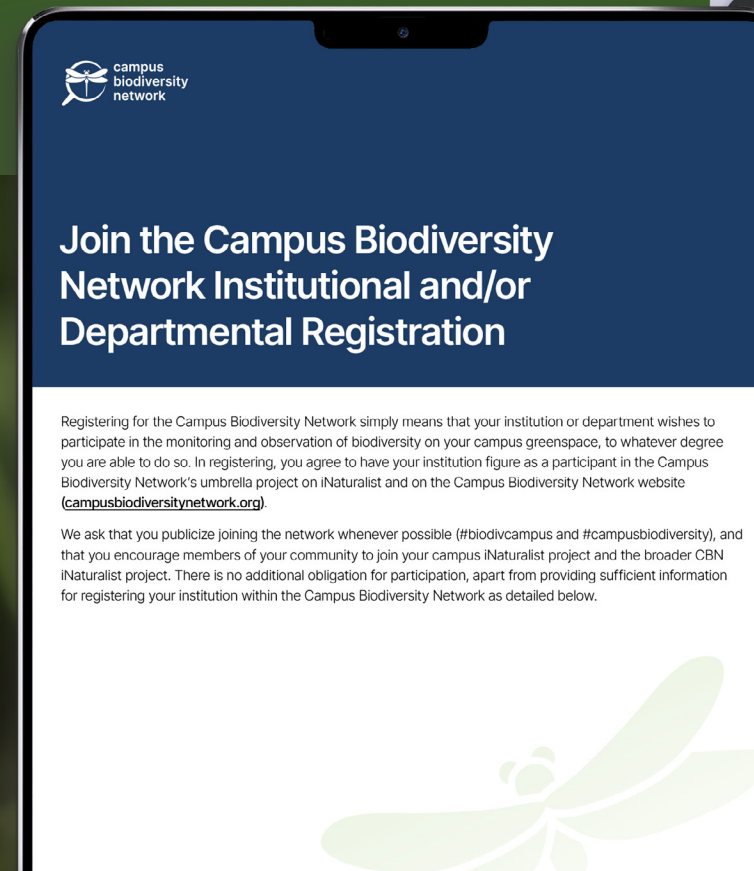
Tools Used: Adobe Lightroom Classic, Creative Suite

As a photographer for the Campus Biodiversity Network, I specialized in macro-photography to document campus wildlife, contributing to iNaturalist.ca to increase biodiversity observations. My work supported the network's mission to promote green space awareness and conservation efforts. In addition, I produced an instructional video featuring screen recordings and a voiceover to guide students through the process of uploading their own observations.



Scan to see more of my biodiversity observations!

To streamline community participation, I also designed an interactive, professional registration form to simplify the lengthy departmental sign-up process. Additionally, I created a branded feather flag for BioBlitz, enhancing the network's visibility at events.





# PEONY VINTAGE SOAP BOX

Year: 2024

Project Type: Packaging Design

Tools Used: Adobe Illustrator

Inspired by the Art Nouveau era, this packaging design captures the elegance and intricate detailing of the period. This project challenged to push me to explore a new style I had never worked with before, blending historical artistry with modern packaging needs. The result is a design that feels both timeless and fresh, showcasing my ability to adapt and innovate within unfamiliar creative territory.





# CHILDREN JUICE BOX SERIES

Year: 2022

Project Type: Packaging Design

Tools Used: Adobe Illustrator

Harvest Delight was a first year project that was later redesigned and improved on. The project involved designing a trio of children's juice boxes that could stand out individually while maintaining a cohesive brand identity. The brand name was provided, and the goal was to create an engaging, youthful design that would appeal to kids and parents alike.



## CHALLENGE

In my first-year version, the main challenge was establishing a strong visual hierarchy. The logo, character illustrations, and text competed for attention, making the design feel unbalanced. Additionally, the color contrast needed improvement to enhance readability and vibrancy.

## PROCESS

When revisiting this project in my third year, I focused on refining the composition by adjusting the placement and scale of elements to create a clearer visual hierarchy. I reworked the typography to improve legibility, refined the character illustrations to make them more dynamic, and adjusted the colors to enhance contrast and vibrancy.

## SOLUTION

These changes made the packaging more engaging and youthful while ensuring each juice box remained visually connected as part of the same brand. The characters feel more playful, and the contrast makes the design more eye-catching.



Nutrition Facts Valeur nutritive	
Per 250 mL / par 250 mL	
Amount Montant	% Daily Value % valeur quotidienne
Calories / Calories	120
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 10 mg	1 %
Potassium / Potassium 240 mg	7 %
Carbohydrate / Glucides 29 g	10 %
Fibre / Fibres 1 g	4 %
Sugars / Sucres 25 g	
Protein / Protéines 0.3 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	150 %
Calcium / Calcium	2 %
Iron / Fer	2 %

INGREDIENTS: FRUIT JUICE FROM CONCENTRATE (WATER, MANGO AND PINEAPPLE PUREES, CONCENTRATED ORANGE, APPLE, PINEAPPLE AND LEMON JUICES), NATURAL FLAVOUR, VITAMIN C.



# BOOK COVER SERIES DESIGN

Year: 2024

Project Type: Packaging Design

Tools Used: Adobe Illustrator, InDesign

This project re-imagines the covers for Frank Herbert's Dune series, creating a unified yet distinct visual identity for each book. Inspired by the series' rich symbolism, I used a lino-cut style to craft bold, handcrafted illustrations. The lino-cut technique's historical ties to storytelling and propaganda reflect the books' themes of power, religion, and myth-making, while its textured, organic quality mirrors the tactile essence of Arrakis and its lore. The result is a series that honors the depth and complexity of the Dune universe.





# CASSIS MONNA & FILLES RE-BRAND

Year: 2023  
Project Type: Packaging Design and Motion Graphics  
Tools Used: Adobe Illustrator, After Effects

This trio of redesigned wine labels pays tribute to the rich history of Cassis Monna & Filles, tracing the family's wine-making legacy from 19th-century France to modern day Quebec.

Drawing inspiration from their journey, the design incorporates key historical elements, including a recreated map that visually connects the brand to its roots. The result is a refined yet storytelling-driven re-brand that honors tradition while bringing a fresh perspective to the packaging.



Scan the QR code below to see the animated advertising video!





# CAFE CIOCIARO WEBSITE

Year: 2024

Project Type: Website Design

Tools Used: HTML, CSS, JAVASCRIPT, Headless WordPress

A staple in the St. Leonard Italian community, Café Ciociaro has long been a go-to spot for great coffee and good company. Despite its strong local presence, the café never had an online platform to showcase its offerings. Without a website, catering services and merch sales relied solely on word-of-mouth, limiting their reach. To bridge this gap, I designed a website using headless WordPress, allowing the client to easily update content while ensuring a seamless and modern digital experience.





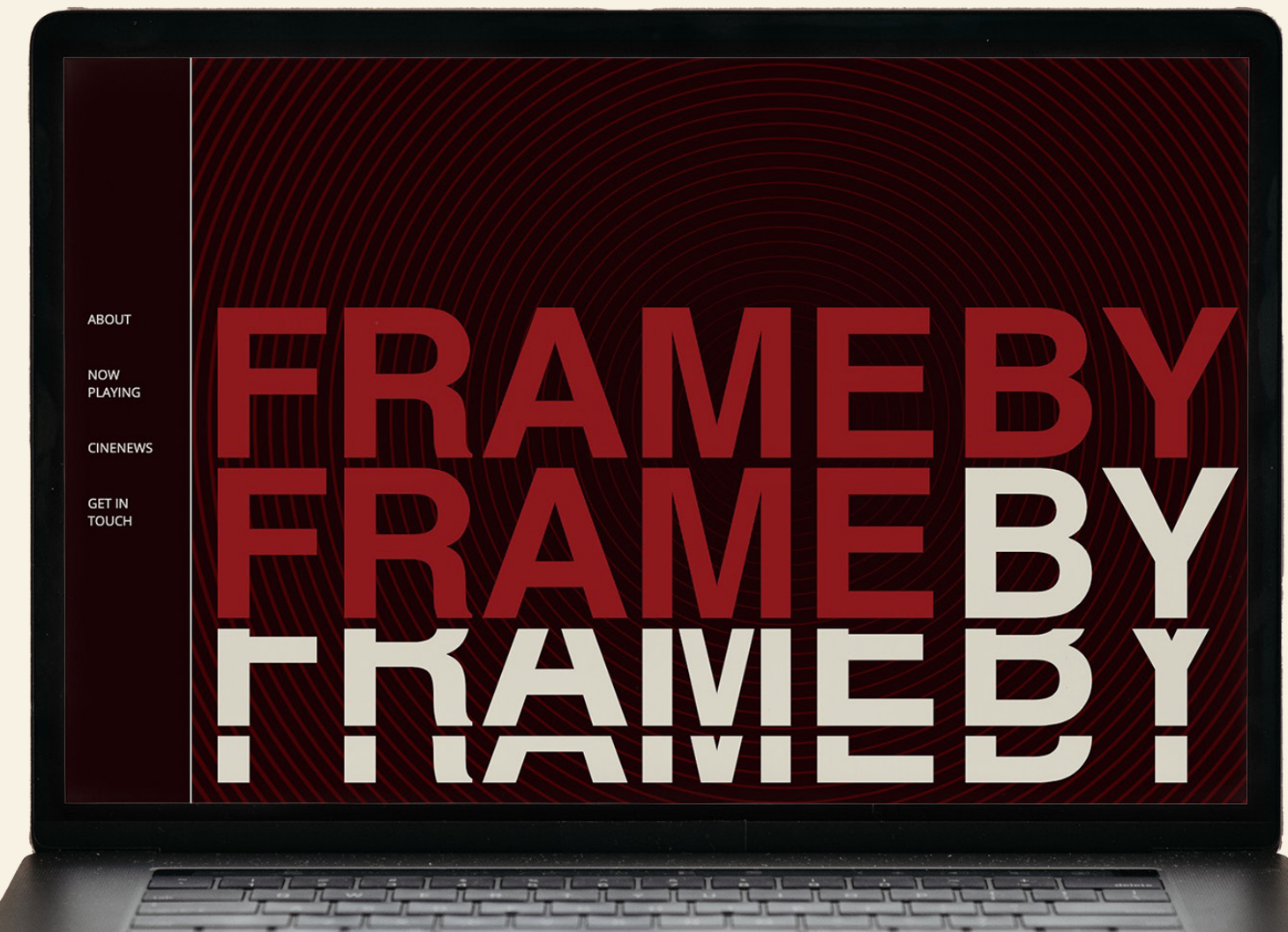
# FRAME BY FRAME CINEMA ZINE & WEBSITE

Year: 2025

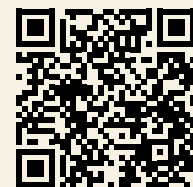
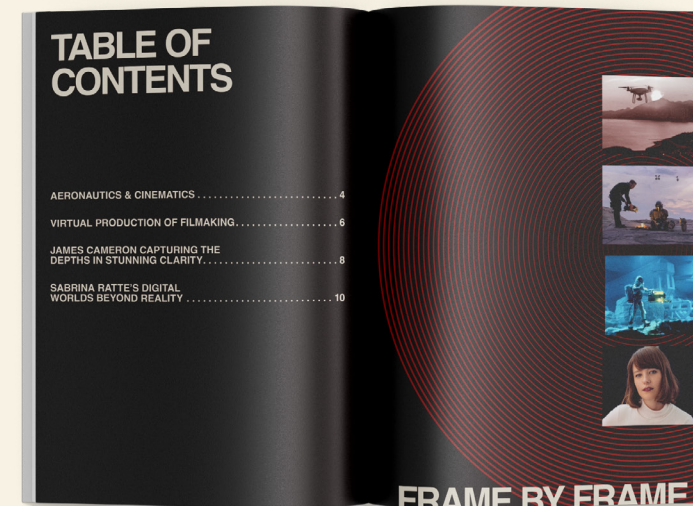
Project Type: Publication & Web Design

Tools Used: Adobe InDesign, HTML, CSS

Built as a digital extension of the Frame by Frame cinema zine, this website brings the original print project to life. It features a Now Playing section, along with individual pages for each article, creating an interactive and dynamic experience for film enthusiasts. The goal was to translate the zine's visual identity into a seamless web experience.



The Frame by Frame cinema zine was a group project centered around film culture and industry insights. My contributions included designing the front and back covers, the table of contents, and a featured spread. The challenge was to create engaging layouts that maintained a cohesive aesthetic while making the content visually compelling.





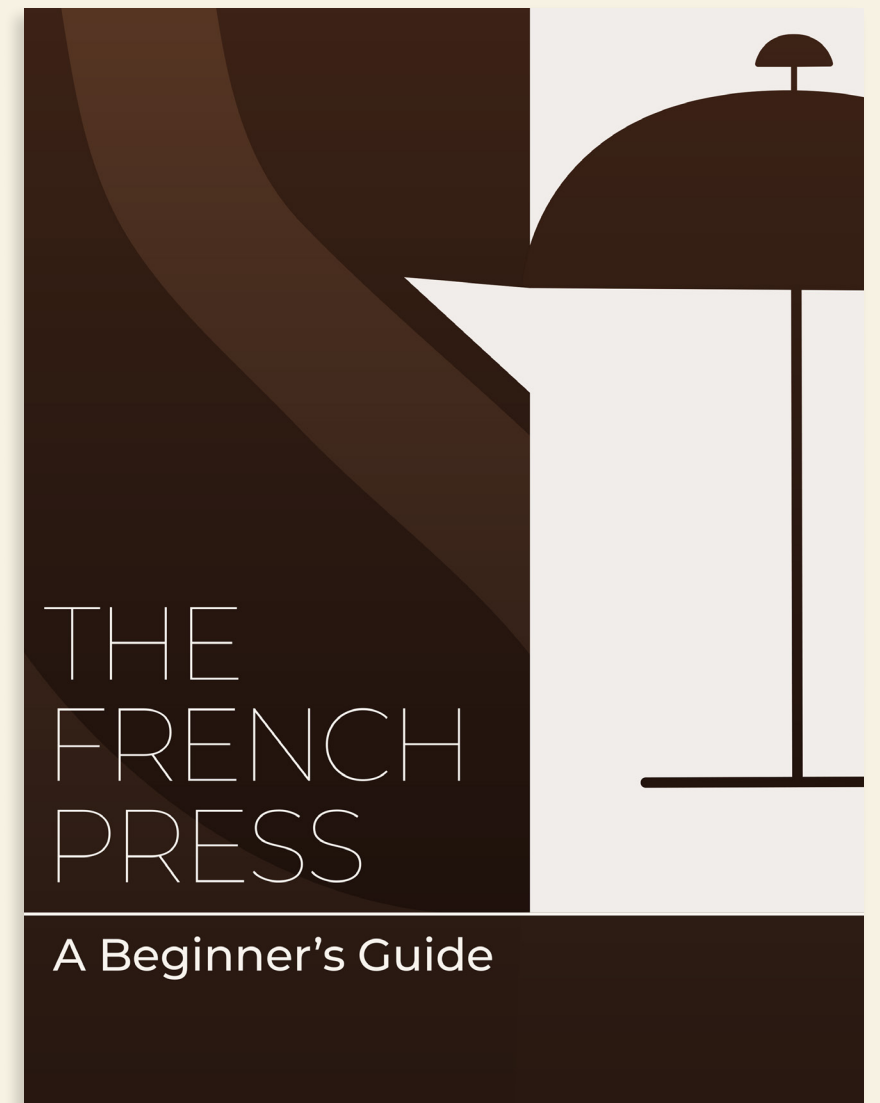
# FRENCH PRESS TRAINING MANUAL

Year: 2023

Project Type: Publication Design

Tools Used: Adobe Illustrator, InDesign

This project involved designing a French press training manual in InDesign, incorporating endnotes, an index, and a glossary for easy reference. The manual includes custom illustrations to guide users through the process, making it visually engaging and simple to follow. It also provides informative info-graphics to enhance understanding. The goal was to create an approachable and visually appealing guide that both educates and simplifies the French press experience for users.





# FAMOUS DESIGNERS ZINE

Year: 2023

Project Type: Publication Design

Tools Used: Adobe InDesign, Photoshop

This 16-page zine highlights renowned graphic designers through dynamic and engaging layouts. The project focused on transforming provided information into visually compelling spreads, balancing typography, imagery, and composition to enhance readability and visual interest. The goal was to create a zine that not only informs but also reflects the creativity and influence of the designers it showcases.





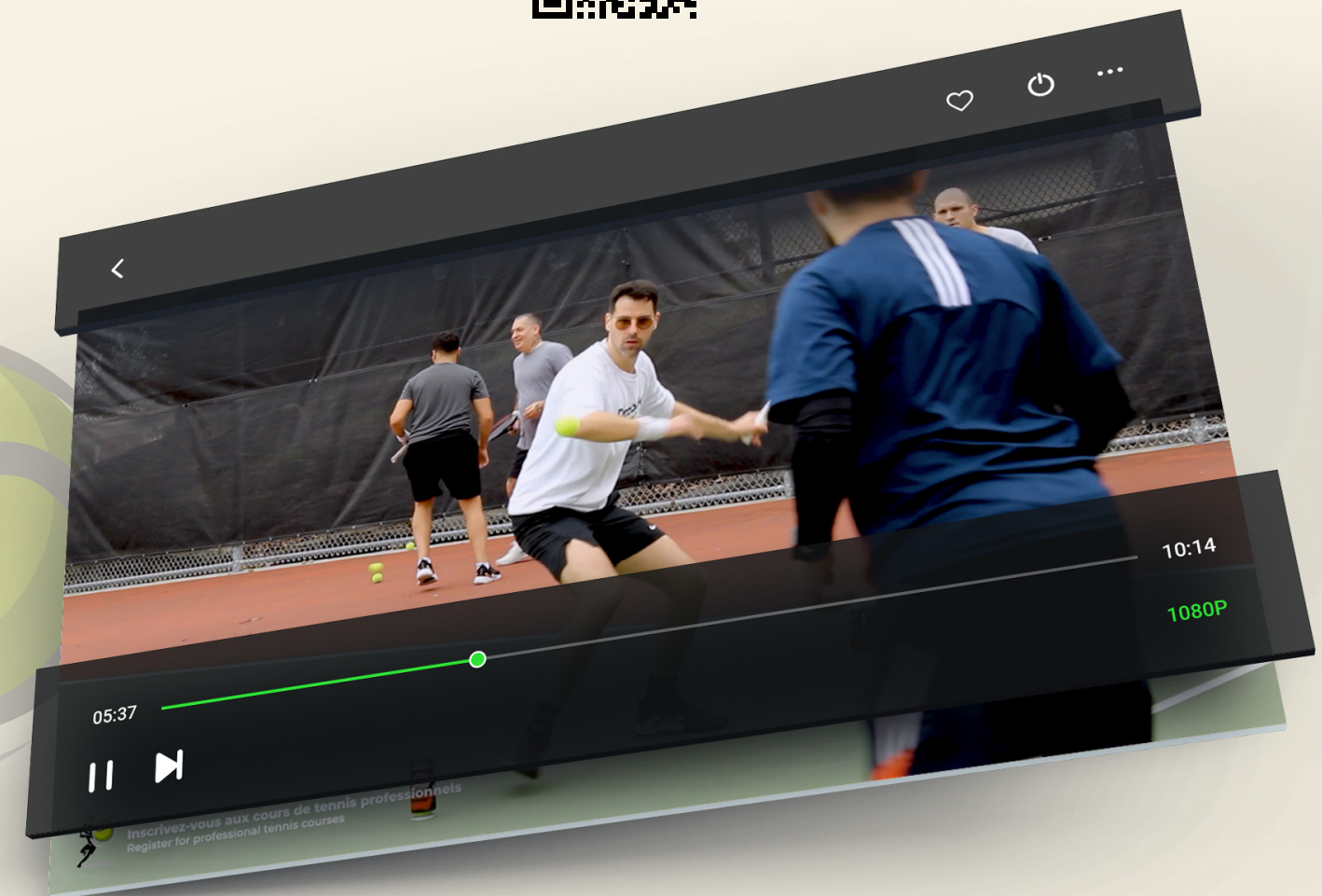
# TENNIS ACERS PROMOTION

Year: 2024

Project Type: Video editing

Tools Used: Adobe Premiere Pro, After Effects

Tennis Aces needed a promotional video to showcase their tennis lessons and give potential clients a glimpse into the experience. I handled the entire production from filming to editing and crafting a dynamic and engaging video that highlights the energy and skill-building of their sessions. To reinforce brand identity, I also adapted their existing logo into a custom animation featured at the end of the video.

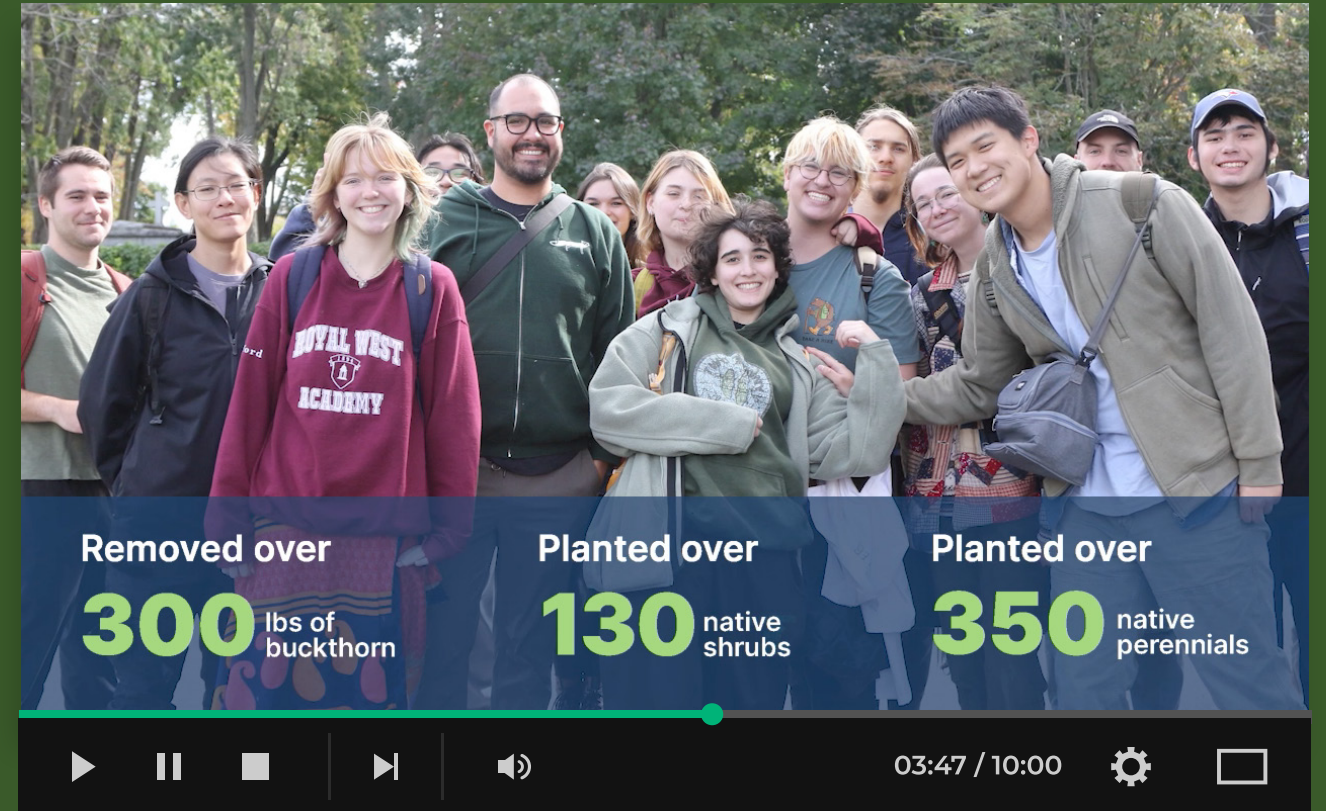




# VANIER COLLEGE WWF LIVING PLANET

Year: 2024  
Project Type: Video Editing  
Tools Used: Adobe Premiere Pro, Illustrator

I edited a video documenting Vanier College's involvement in Living Planet at School, WWF-Canada's initiative promoting student-led environmental action. Using a mix of footage from different phones and landscapes, I crafted a cohesive narrative, integrating custom pull quotes and graphics to enhance clarity and engagement. The video was created to showcase our campus biodiversity efforts and was shared with WWF-Canada as well as the broader Vanier community





# THE GAZETTE CONCEPTUAL POSTER SERIES

Year: 2024

Project Type: Poster Design

Tools Used: Adobe Photoshop, InDesign

For this project, I developed a three-poster series for The Montreal Gazette. The concept centers around the idea of storytelling and community, with Montreal's landmarks re-imagined using newspaper clippings. The posters, featuring the caption "Where stories flourish, communities thrive," emphasize the newspaper's role in fostering local connections and supporting Montreal's growth. The goal was to visually capture how The Gazette contributes to both the city's identity and its ongoing development.







# POUR UN MONDE SANS ARMES

Year: 2025

Project Type: Social Poster Design

Tools Used: Adobe Illustrator, InDesign, Photoshop

This poster will be submitted for the 2025 annual poster contest for graphic design students at UQAM Centre du design. The theme this year was "pour un monde sans armes."

I aimed to create a visual representation of peace through the combination of faith and unity. I designed a pattern in Illustrator, featuring symbols from various religions, and transformed it into a crane which is a symbol of peace, particularly inspired by Sadako Sasaki's Hiroshima peace cranes. The concept underscores the universal desire for peace, emphasizing that despite our different religious backgrounds, we all share the same hope for a world free of violence. The poster reflects the importance of unity and collective action in the face of global violence.







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