

Email



Hello@MartinWhelan.com

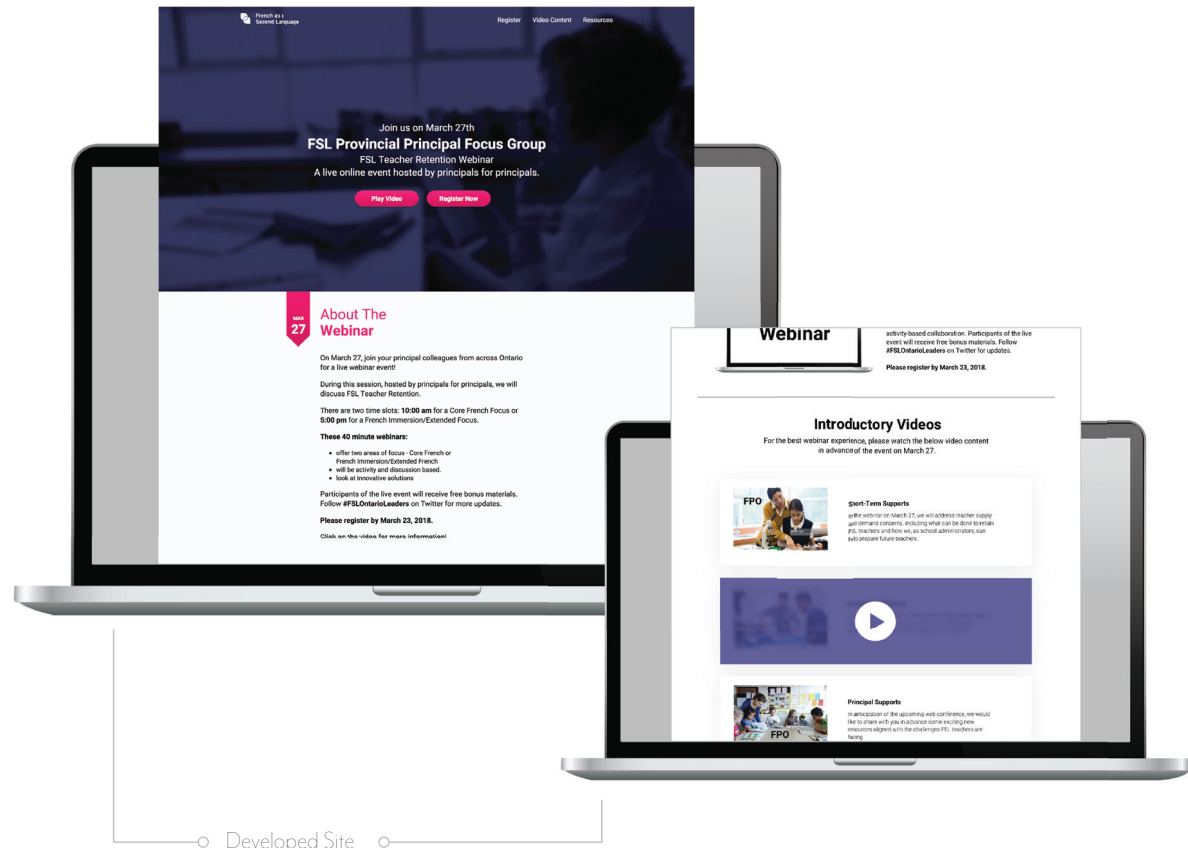
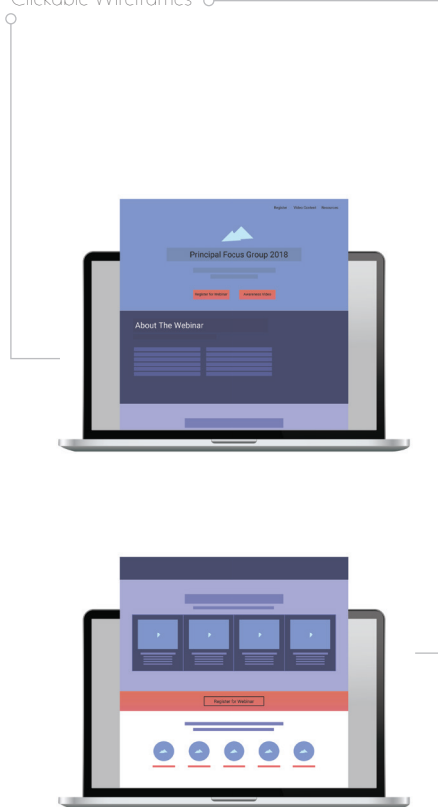


Website

Design Portfolio

Please visit my website for more portfolio examples and further detail about each project.

Clickable Wireframes ○



Client: French as a Second Language

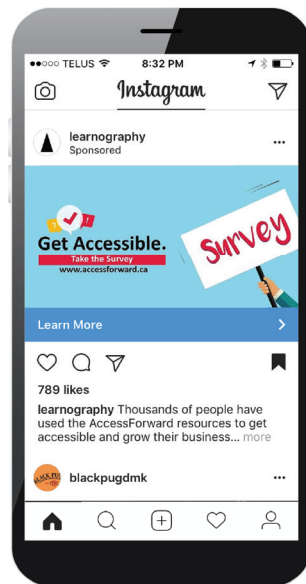
The Challenge

Create an online resource for the French as a Second Language department of the Ministry of Education. It needed to supply pre-requisite information for a live online training session and drive traffic to the site.

The Approach

We took a minimalist approach to the online resource and developed an email in order to facilitate sign-ups to the event, leveraging pre-existing email lists. I wanted to keep the user journey as simple as possible.

Sponsored Social Media Posts



Bilingual Digital Awareness Collateral

Client: Get Accessible Awareness Campaign

The Challenge

Increase awareness of the already existing Employment Standard digital training module housed on the AccessForward website.

The Approach

Utilizing a variety of social media platforms, a strategic mobilization plan was executed with a trifold goal: to expand the number of resource users, increase the total length of time users spend with the resource, and improve the likelihood of social sharing of the resource among community members.



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Framed Art Print



Laptop Case



Throw Pillow

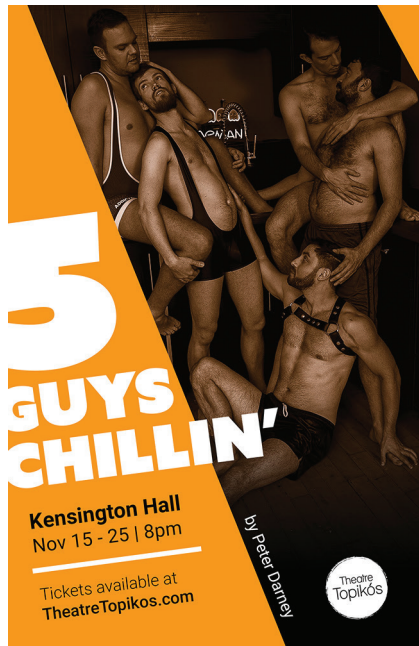
Client: Personal Society6 Store

The Challenge

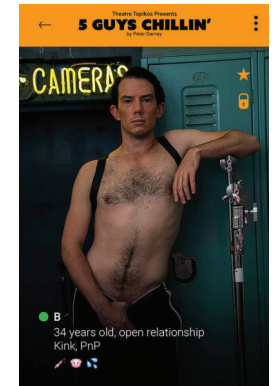
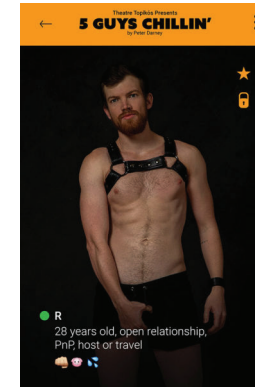
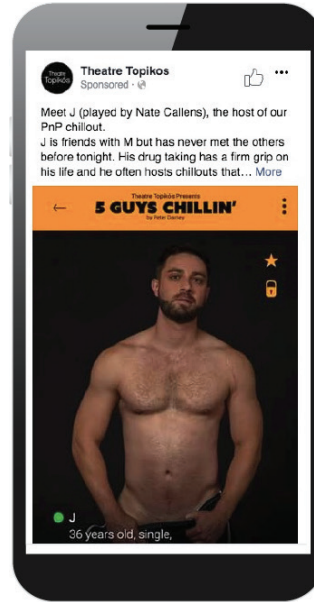
Create illustrations to be used on my personal Society6 store <https://society6.com/martinwhelan>

The Approach

These were created by hand using a variety of coloured felt tip pens before being scanned and digitally retouched. The illustrations are created using thousands of dots to show value and tone.



Promotional Poster



Dating App UI Inspired
Promo Images

Sponsored Social Media Posts

Client: Theatre Topikos

The Challenge

To provide the overall visual look of the production, including all marketing materials, website assets and set design.

The Approach

Creating a campaign that was referential of the original UK production while considering the tone of the environment in which the show takes place. Leveraging the experiences of local health care workers to ensure a sense of realism coupled with visually appealing design for the target market.