

**ME
KAB**

BRAND STRATEGY

MYST

Mission Youth Skills Training is a training program which helps unemployed at-risk young adults.

Their only successful marketing platform was Craigslist. To leverage their online presence I redesigned their website. Introducing a challenge which invigorates young adults. The new brand identity captivates them through the use of familiar streetwear aesthetics; building brand equity among 17-29 year olds.

Through research I found that target demographic is driven to Facebook and built a captivating motion graphic-based video for it.

MYST



BRAND STRATEGY

HUMPED JUNK

The City of Chilliwack tasked me with creating a new strategy to curb the issue of illegal dumping. Families were the key to change. I designed a booklet and infographic for young kids.

To ensure the booklet didn't simply become more trash the backside of each page had a different local endangered animal. Providing kids with a fun-fact about them and instructions on how to use the page to build it through origami. I was awarded their 2019 Design Sustainability award for my work.



Illegal Dumping

That's a strange phrase. What does it mean?



Every two weeks garbage-collectors pick up your bins and bring it to the local dump. They make sure it gets disposed of properly. Illegal dumping is when people drop their garbage out in the open. The trash will rot. Toxins infect the earth and sharp objects hurt animals.

So why is it happening?

People dump because they find it easier. They don't think about the consequences it causes the community and nature.

Encourage your family and friends to care for Chilliwack, and not to dump.



Over the March break Chilliwack pulled 6000kg of garbage from the Fraser River.

That's the weight of 7000 mountain beavers!



19% of BC communities find dumped stuff daily

31% of BC communities find dumped stuff weekly



Frequency

* Yearly cost to clean-up dumping across BC

Chilliwack \$65 thousand

BC Average \$132 thousand

Surrey

EVENT PROMOTION

CAMP FLOG GNAW

Camp Flog Gnaw is a Los Angeles music festival and carnival hosted by Tyler, the Creator.

This proposal was designed to have a unique identity which would be instantly recognizable in ads. The collage style gives every artist and attendee the opportunity to display their individuality; which listeners of the current musical landscape yearn for.

Competing events lacked identity and this positioned the event to be socially conscious.

CAMP FLOG GNAW



EVENT PROMOTION

NEXT SHOWCASE

Digital Design Director for the NEXT Showcase. An exhibition of Graphic Design graduates and continuing students at the University of the Fraser Valley.

I was brought on to extend an existing brand identity in digital promotion of the showcase. Designing a social media and email campaign to present the work of students.

Collaborating with and managing an incredible team of designers.

REBECCA
VANDENBERG



BIO

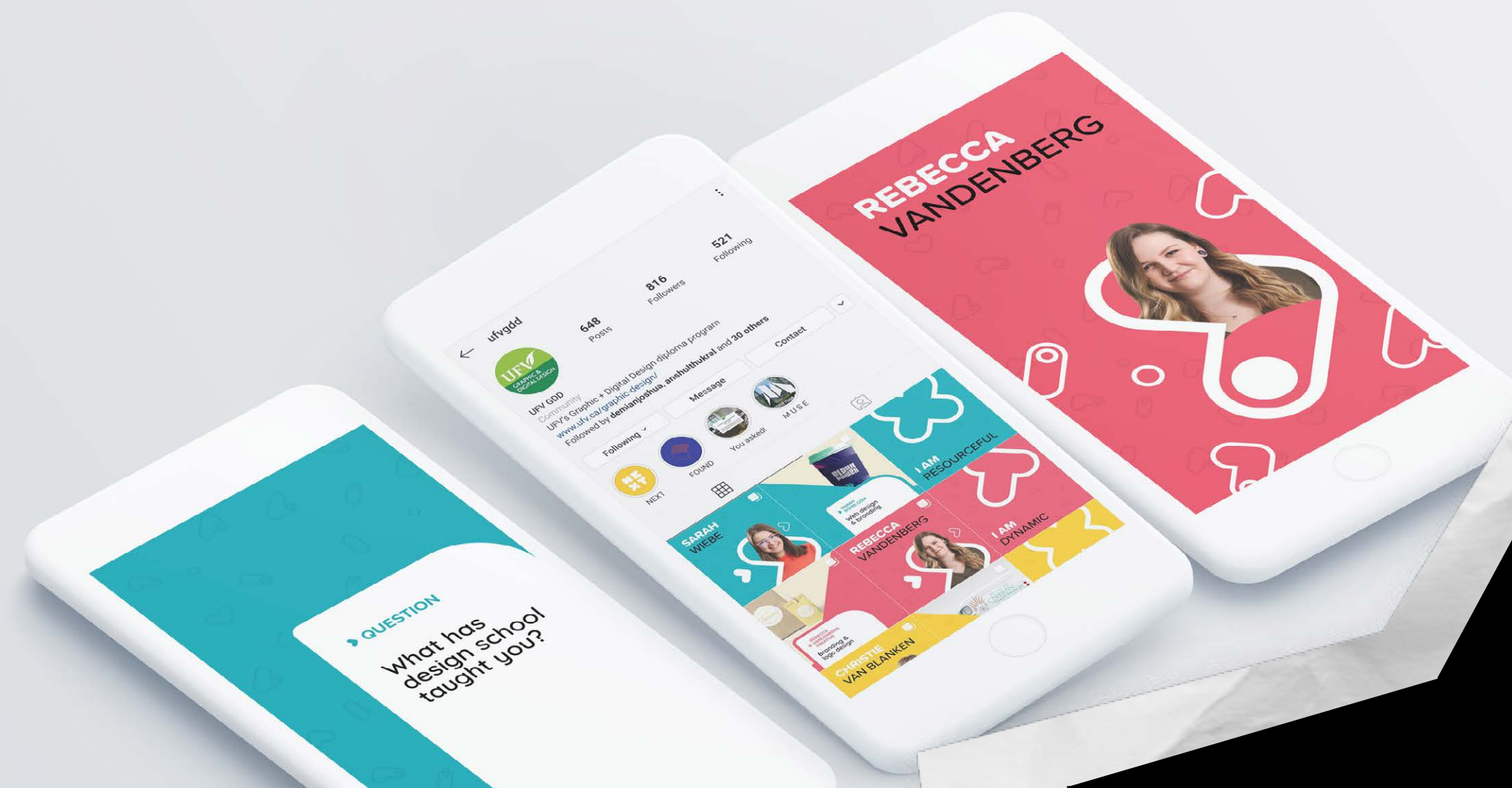
I always look for opportunities to learn and improve my skills. I hope to continue that once I graduate.

NEXT

@RENEECAMPBELL
DESIGN

Illustration
& packaging

NEXT



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MCKAGUE

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