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Portfolio

Michael James Tenorio

MYCOOL

Michael James Tenorio

ABOUT

I am a visionary and communicative graphic designer who is technical with Adobe Creative Cloud such as Photoshop, Illustrator, Acrobat, InDesign, and Premier Pro. I am also an experienced web developer using HTML and CSS in Visual Studio Code. I am receptive to new ideas and adaptive to a unique outlook. I am a problem solver by presenting simple solutions and effective designs with a sprinkle of coolness.

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Proco

FOOD BRANDING

Proco is an organic protein biscuit that is an easy-to-go snack for morning people. The mission of Proco is to prioritize healthy alternative snacks for people and help reduce global waste with their made-from-recycled packaging. They value a healthy lifestyle and an organic energy snack made from simple cocoa and flour. It is a branding project that includes documentation such as brand research, logo naming, and a brand guide. It showcases their colour theme, typography, logo variation, mockups and a WordPress site.



CHALLENGES

I was task to create a meaningful and powerful logo. I experience the hard challenge of finding inspiration and research that fit the design for the Proco brand. I redid my logo a bunch of times and made changes to the color palette.

SOLUTIONS

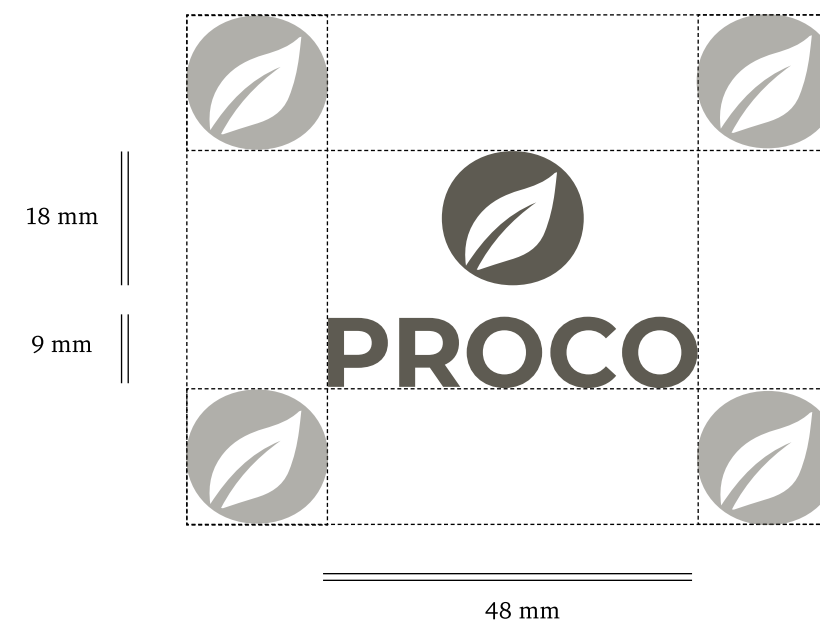
I achieved building an official logo by making sketches of cookies, gym equipment, and leaves with the Proco that fit the brand identity. I end up with a logo with a leaf on top of the name that creates the design appear direct and minimalistic.

APPLICATIONS



KEYWORDS

- | | | |
|-----------|---------------|------------|
| Chocolate | Organic | Boost |
| Protein | Environmental | Fitness |
| Energy | Cookies | Healthy |
| Friendly | Delicious | Vegetarian |
| Morning | Biscuit | Snack |



<p>#5E5B52 RGB 94-91-82 CMYK 0-3-13-63 Protein Brown</p>
<p>#000000 RGB 0-0-0 CMYK 0-0-0-100 Neat Black</p>
<p>#FFE45E RGB 255-228-94 CMYK 0-11-63-0 Organic Cream</p>
<p>#FAFAFF RGB 250-250-255 CMYK 2-2-0-0 Clean White</p>

PROCESS

The creation of a brand design document took about half of the semester. It was a compelling and exciting project. I learned the essential parts of designing a brand and keeping a consistent design throughout the graphic elements and mockups.



WEB DEVELOPMENT

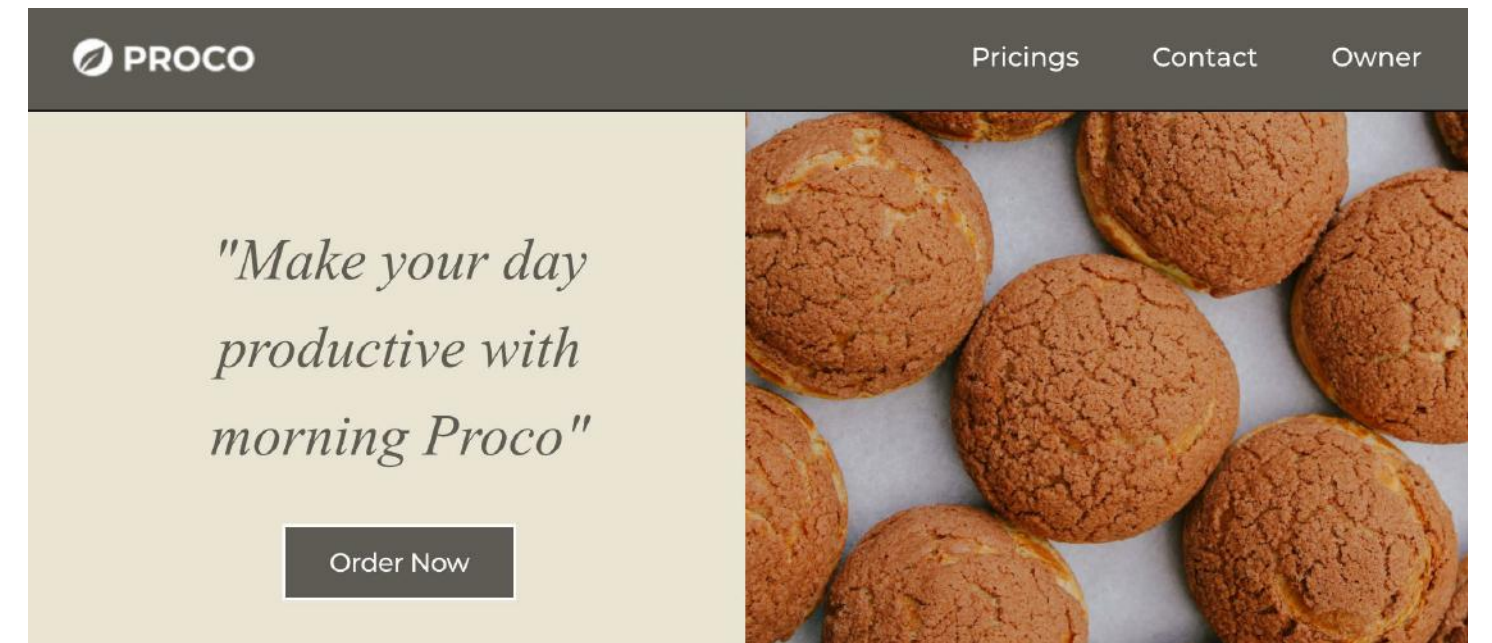
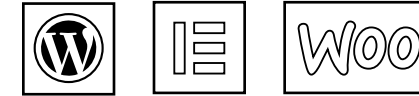
The Proco site is a fictive e-commerce that is built in WordPress and Elementor. The website includes home, pricing, contact, and owner pages. The design is consistent with the product brand design and information. I used various templates, transitions, and custom post types. I also integrate a Woocommerce section with shop, cart, and checkout pages.

WEBSITE

Proco Link:
<https://mycool.monkeysatwork.dev>



APPLICATIONS



Why buy a Proco?

Proco cookies offer several benefits that make them a worthwhile purchase. Firstly, they are a convenient and delicious way to increase your protein intake. Protein is essential for muscle repair and growth, and it also helps you feel fuller for longer, supporting weight management goals. Additionally, cocoa provides a rich chocolate flavor and contains antioxidants that can benefit your overall health. It has been associated with improved mood and cognitive function.



Animal Awareness

SPCA CAMPAIGN

The "ANIMALS ARE NOT TOYS" is to raise awareness of animal cruelty for SPCA advertising. The design is the head of an animal on a stuffed body of a stuffed toy with an effective slogan and concerning facts about animal abuse. These mockups use many using layers of masks, blending modes, and adjustment layers in Adobe Photoshop. It is uniformed to promote a serious message and an eye-catching image to the appropriate market.



CHALLENGES

I edited the image of the face of a real animal to the body of a stuffed toy. I also struggled to Photoshop blend mode the face and bodies of the animals. I had a hard time finding the perfect photos.

SOLUTIONS

I constantly ask for feedback and try different Photoshop techniques to match the images. I also tried using many pictures to fit with the composites which took a lot of time. I am happy with the outcome. I am passionate in making posters.

APPLICATIONS



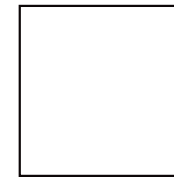
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HELVETICA

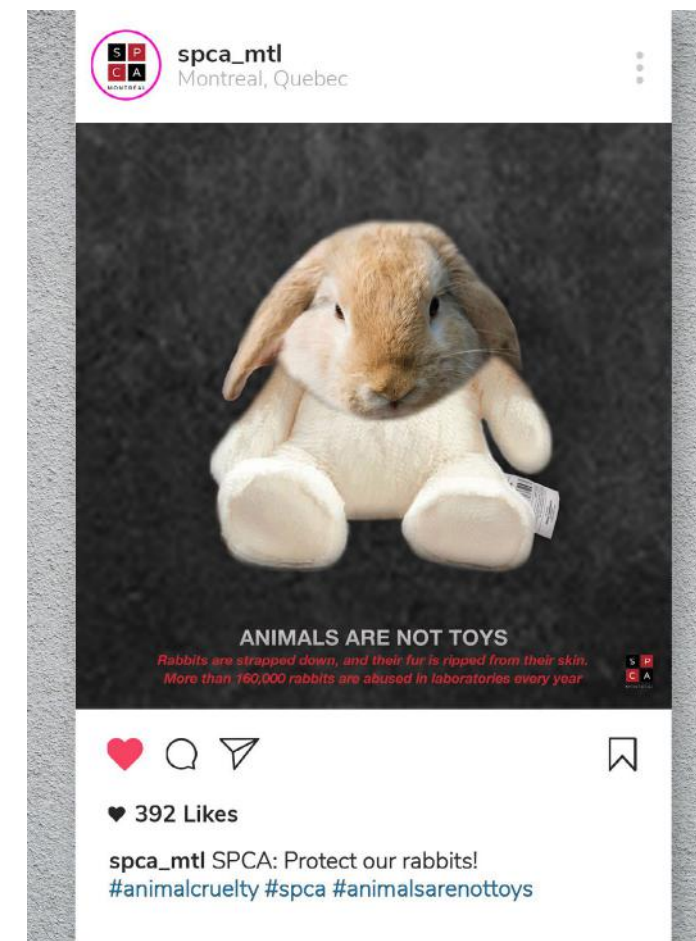
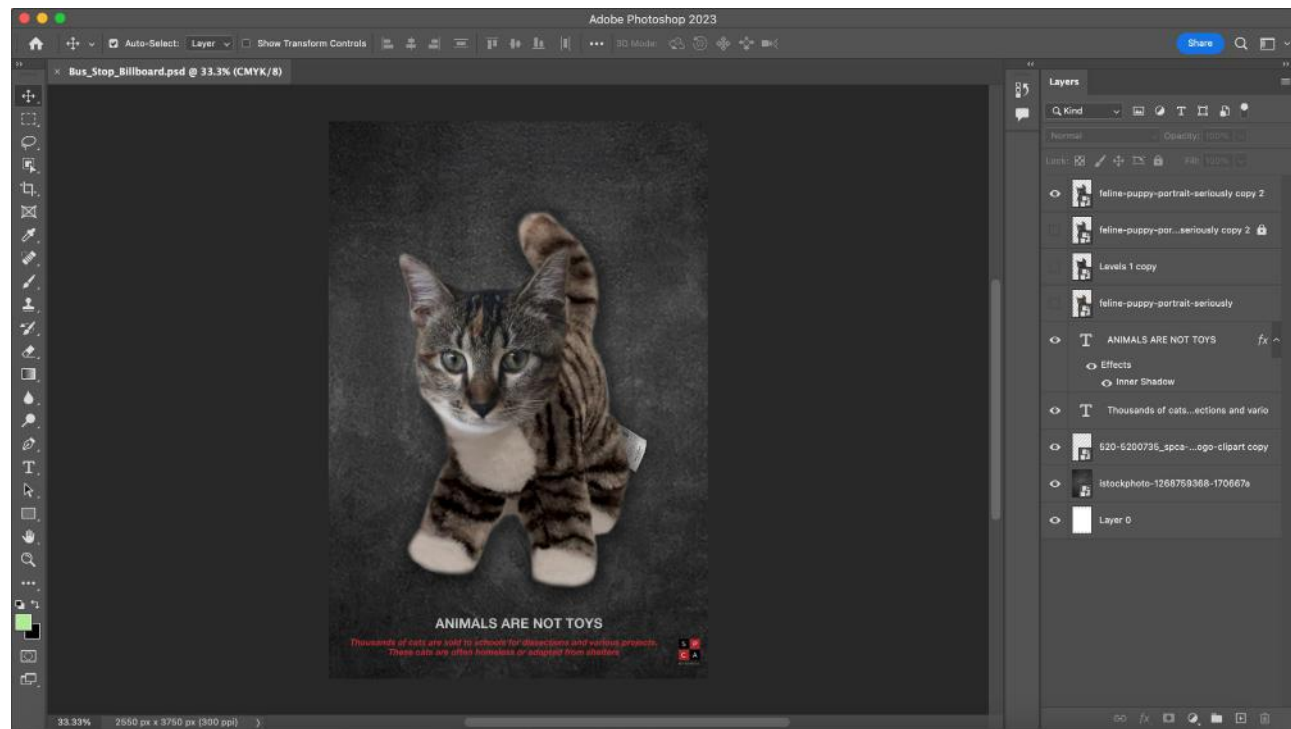
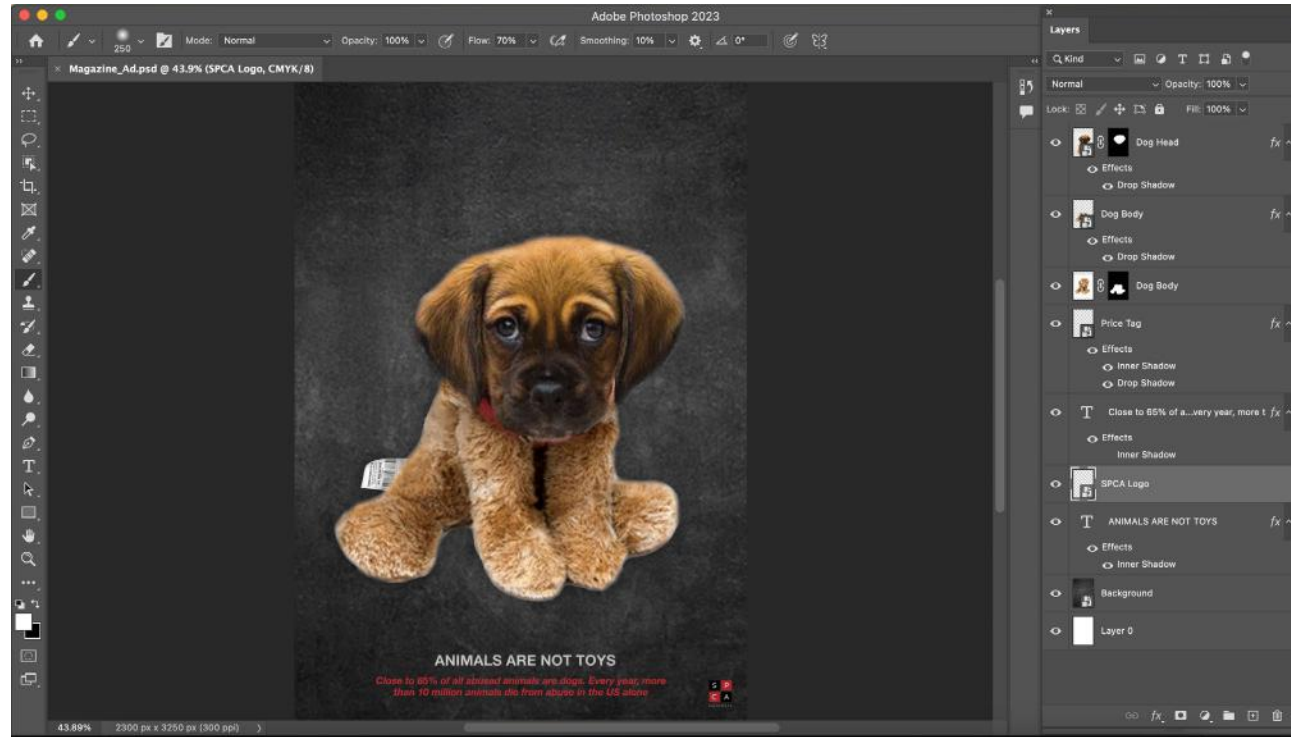
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SsTtUuVvWwXxYyZz
1234567890



PROCESS

I ask for many feedback from different people on this project. I wanted to make the Photoshop of the animals to the stuffed toys look realistic and seamless. I enjoy learning more about new techniques and experimenting with the composite.



Monkeys At Work

REBRANDING

The rebranding project is for the Monkey at Work company. The client projects comprise creating web icons, business cards, sales documents, and Instagram posts such as client portfolio templates and testimonials. These promotional materials are playful, illustrative, and dynamic. They provide a consistent design that fits the client's existing brand identity. The icons are crucial to visualize the document information and the client's outlook. In conclusion, the rebranding is a success. The client likes the design and will be in contact once the projects are ready to be posted in public.



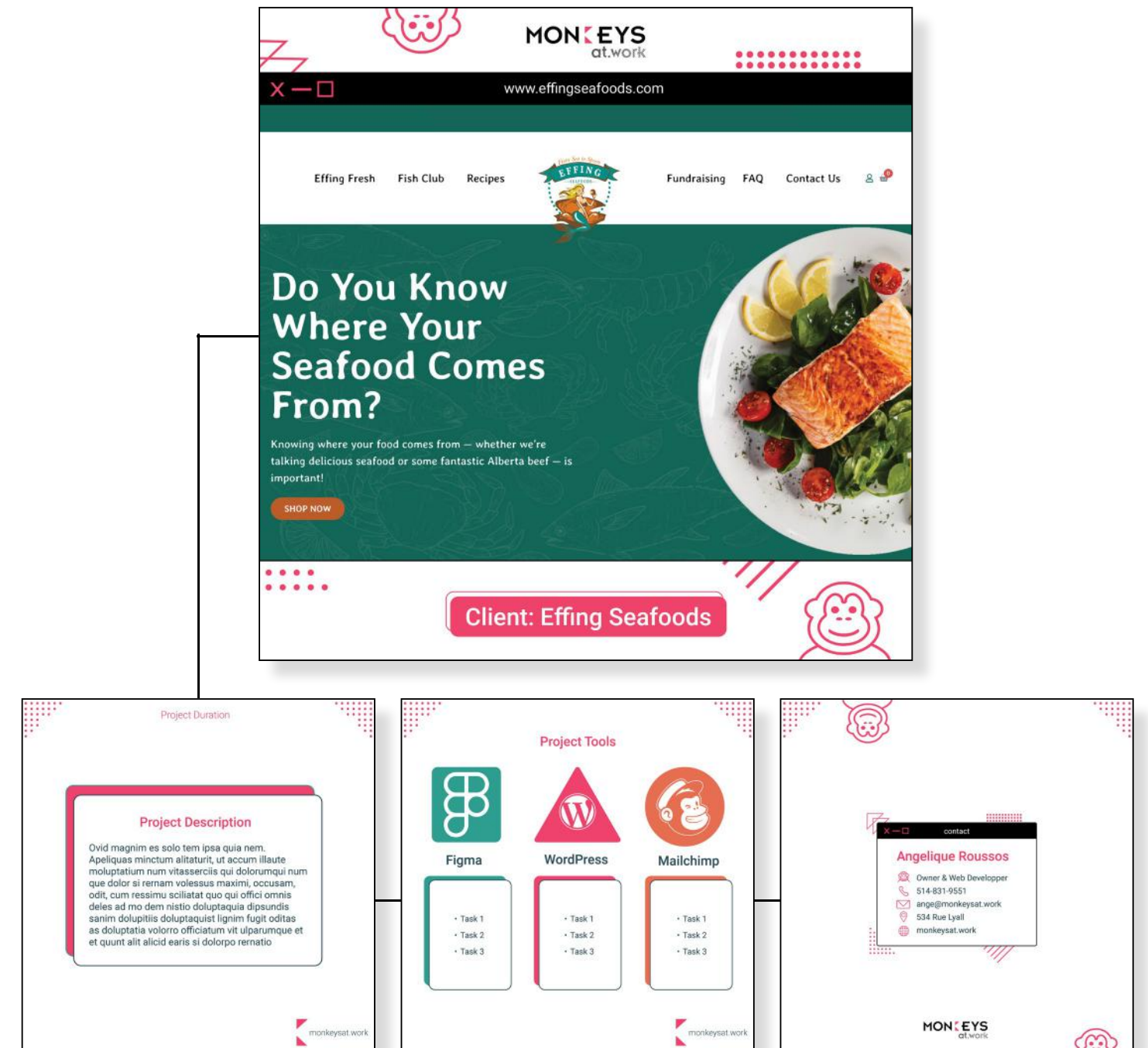
CHALLENGES

I find it difficult to understand and implement the current brand design of their company. I had to do in-depth research on their competition and replicate their design. I also struggled with illustrating simple icons and integrating them into the materials.

SOLUTIONS

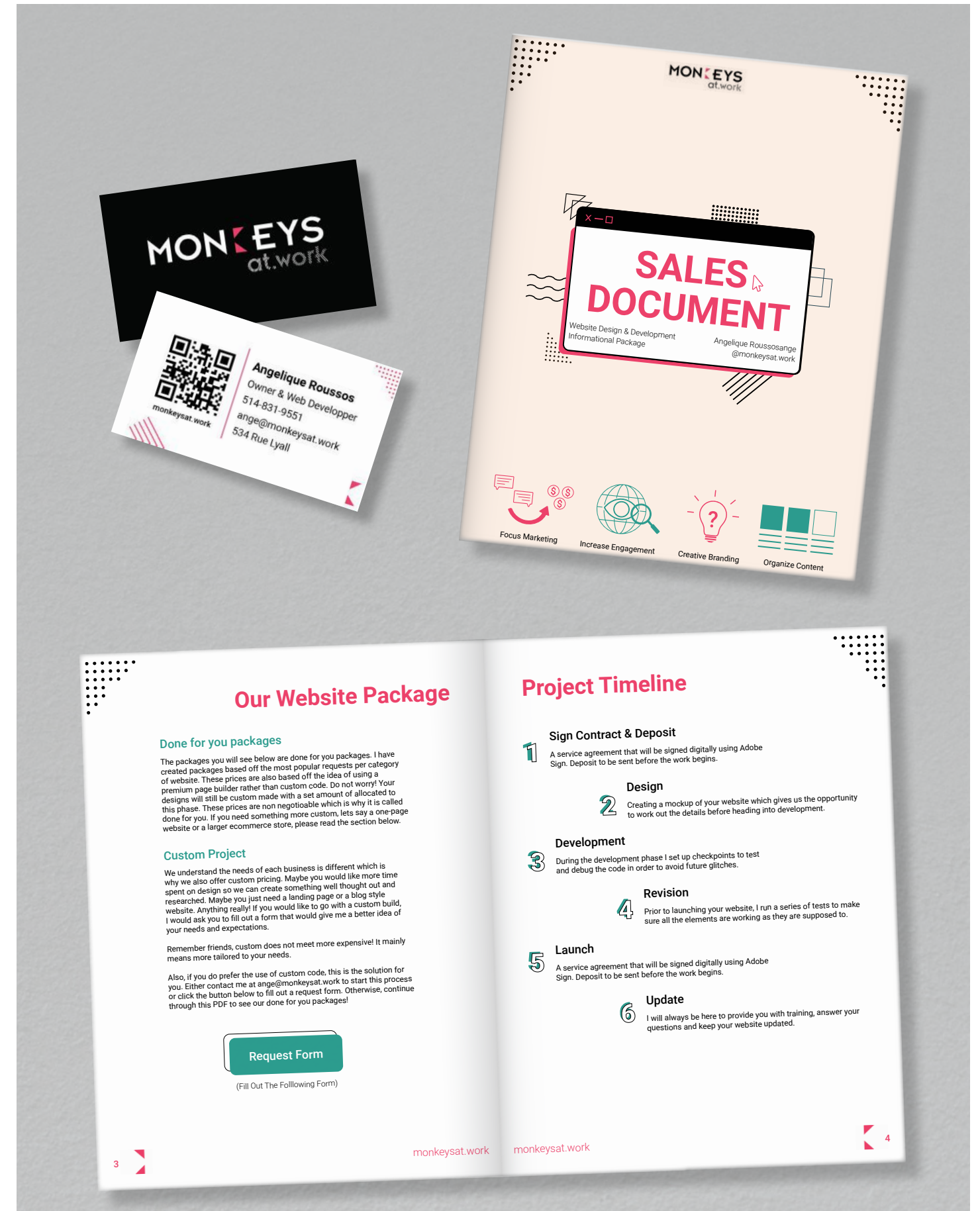
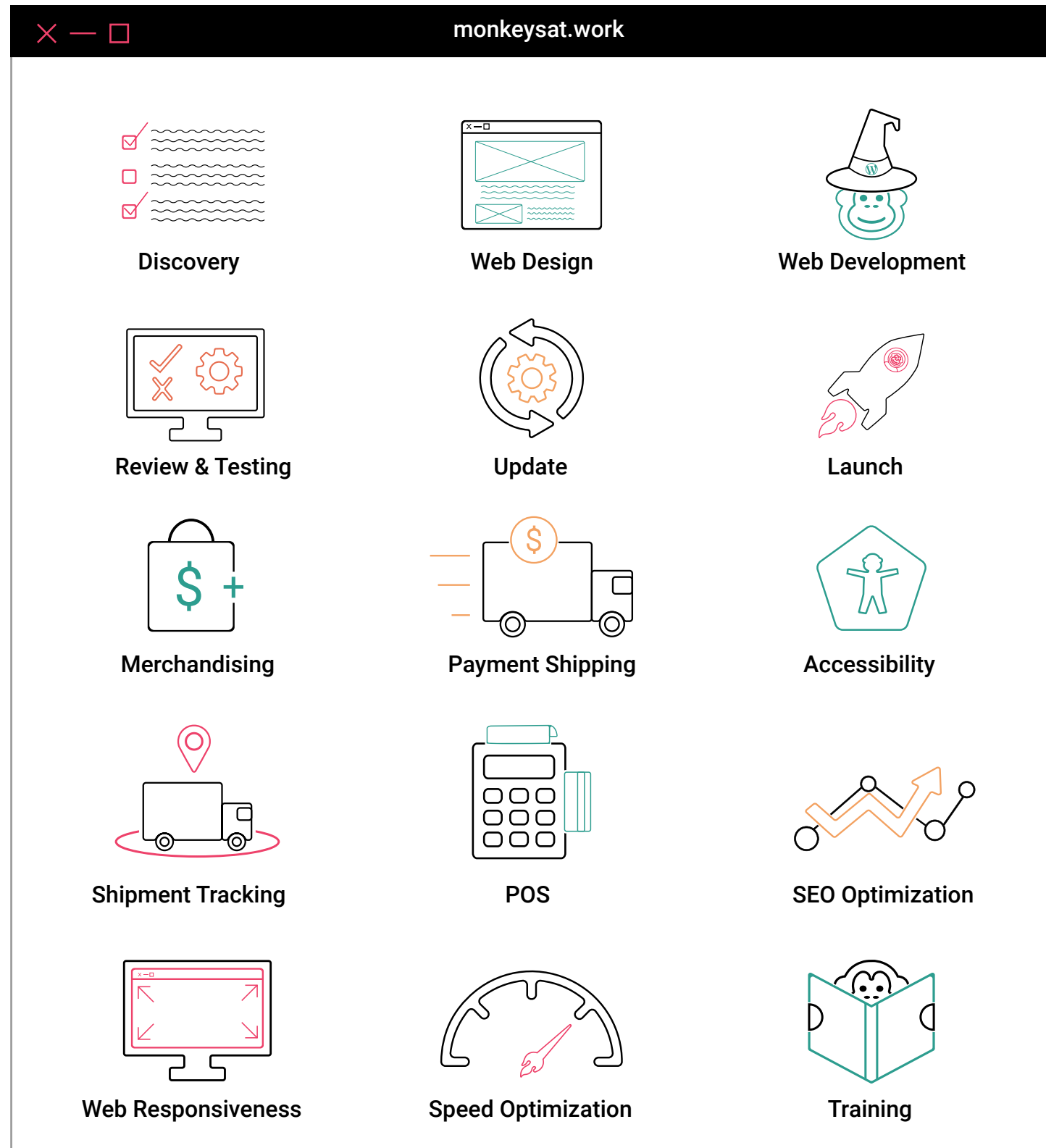
I practice several times with pen tools and watch video Illustrator tutorials that help me better understand strokes and lines. Overall, I think personal research and exchanging design ideas with my client helps me refine the icons and finalize the sketches.

APPLICATIONS



PROCESS

The process includes design research, draft feedback, and finalization. The client is involved and informed through all the new designs and ideas. This freelancing project takes four weeks.



How to Create a Social Media Profile?

TRAINING MANUAL

The multiple-page booklet “How to create a social media profile?” shows step-by-step instructions on building social media accounts such as Facebook, Instagram, and Twitter. This book is a simple and informative design using a single color and readable font. Its style makes it easier for the reader to follow and navigate through an online profile. The project includes working with page 22 layouts with a table of content, master pages, index, glossary, and other features in Adobe InDesign.



CHALLENGES

I had a difficult time thinking of what to write for my content. I also had a hard time setting up a simple and making layout and easy steps to follow manual for the readers. I research many education training manuals.

SOLUTIONS

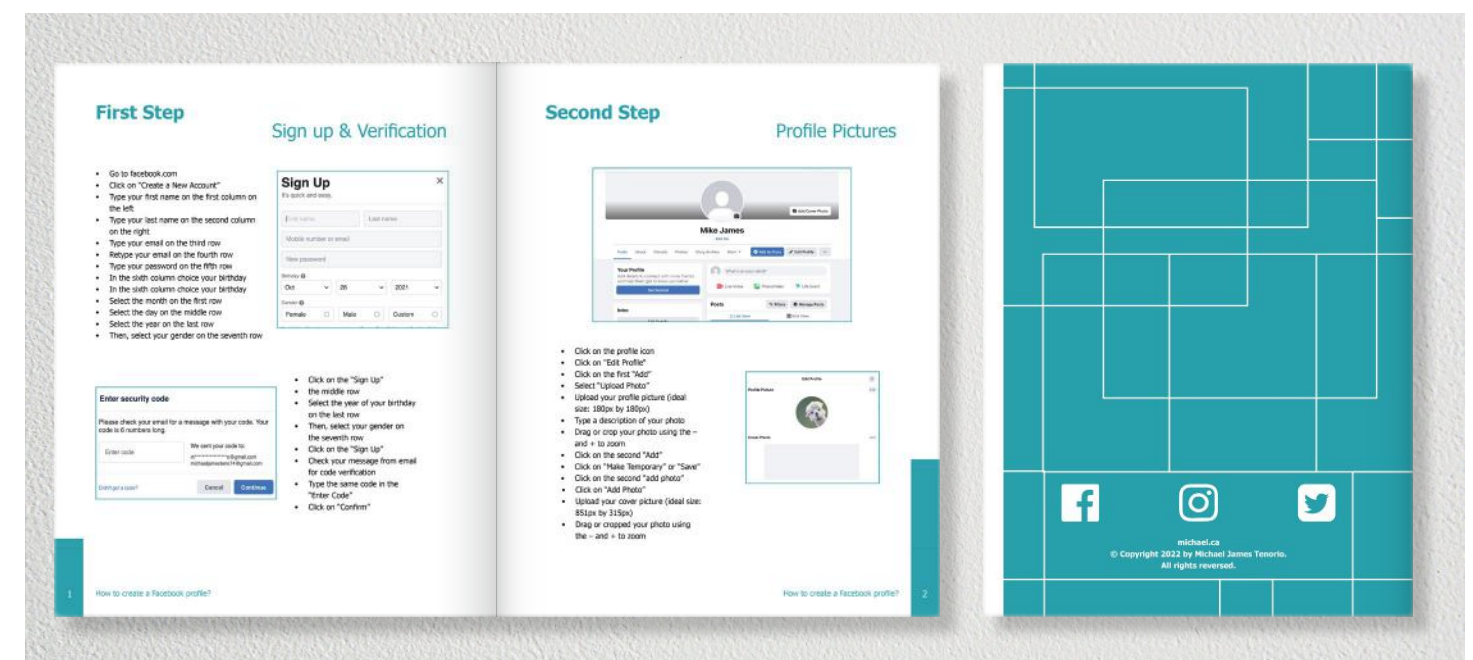
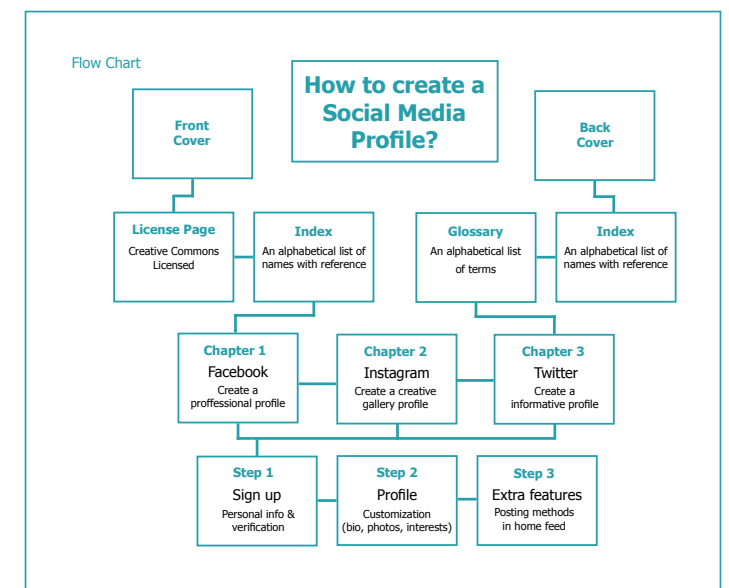
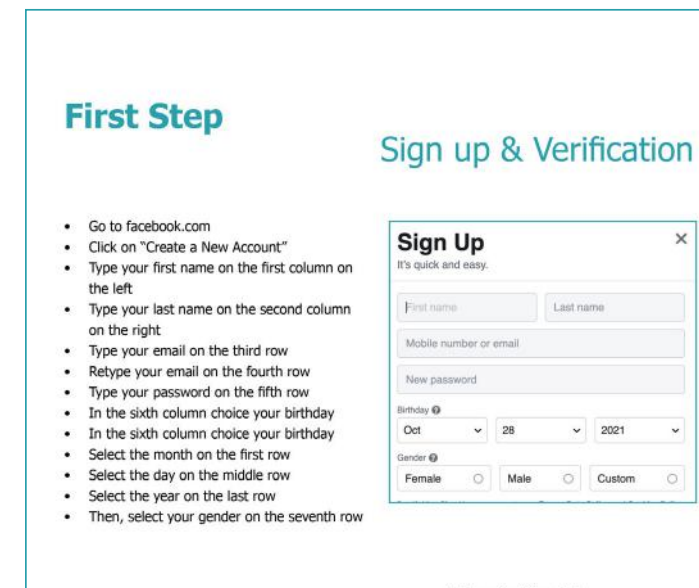
I research by creating accounts and profile to ensure that I have the proper steps for the readers to follow and learn. I organize my content by creating a table of content with chapters, pages, and names for every stage of profile management.

APPLICATIONS



DIGITAL BOOKLET

Training Manual PDF Link:
https://itsmycool.com/work/social_media_guide/img/Training_Manual.pdf



Green Convo

CHAT APPLICATION

Green Convo is a communication platform that encourages people to raise awareness about the environment and social issues. This application is a chat site where users create an account, see the list of users, and message them. This application provides a communication platform for users to connect and conversate on any device. For the designs, I choose friendly green colour palette, large forms, and bold fonts. For this project, I worked individually. I enjoyed learning new essential codes, designing the interface, and how everything turned out with my Green Convo app.



CHALLENGES

I found the huge challenge on implementing my special feature of login time. It needed a JavaScript section for users to see each other's last login. It took me good amount of time to make it work.

SOLUTIONS

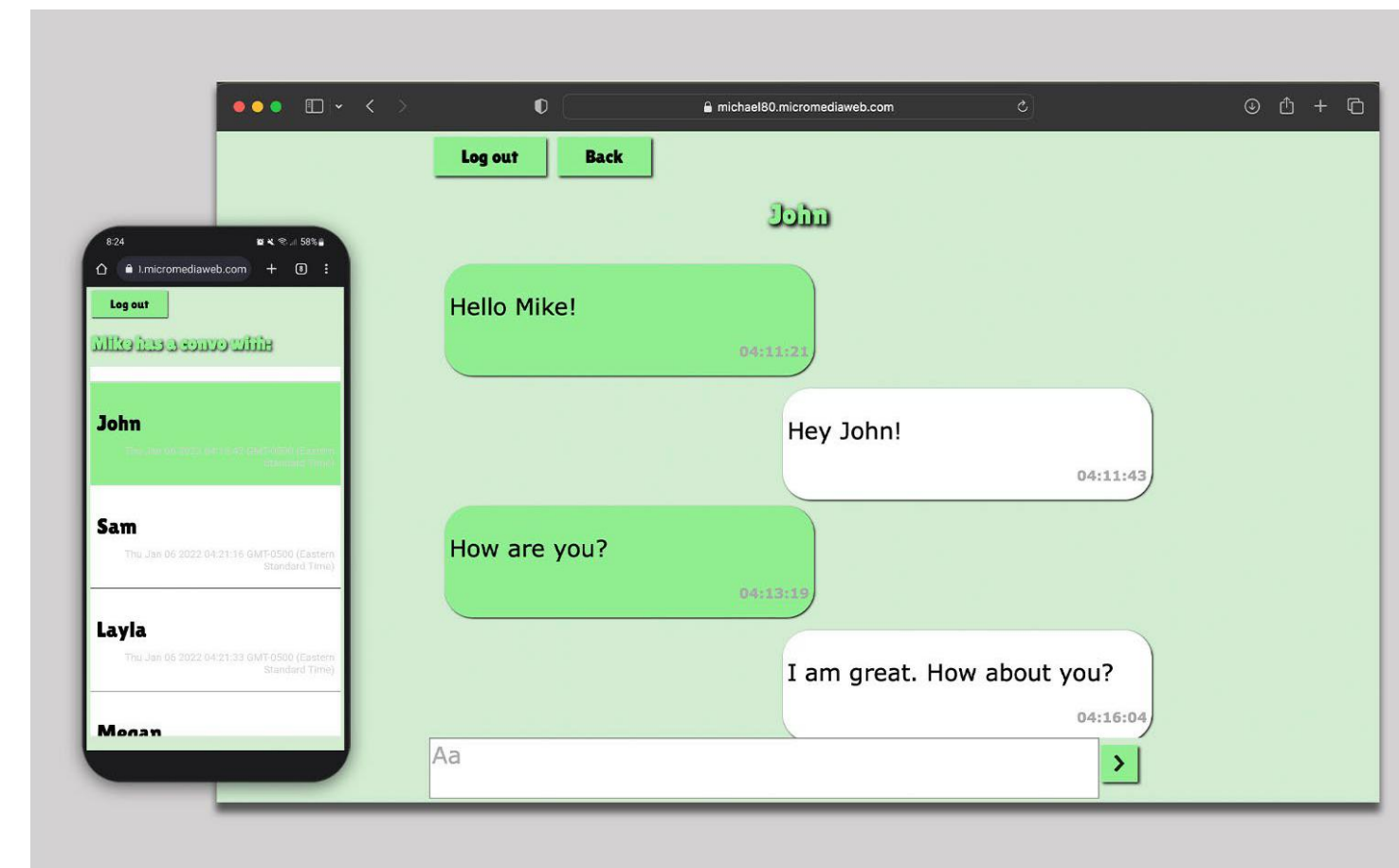
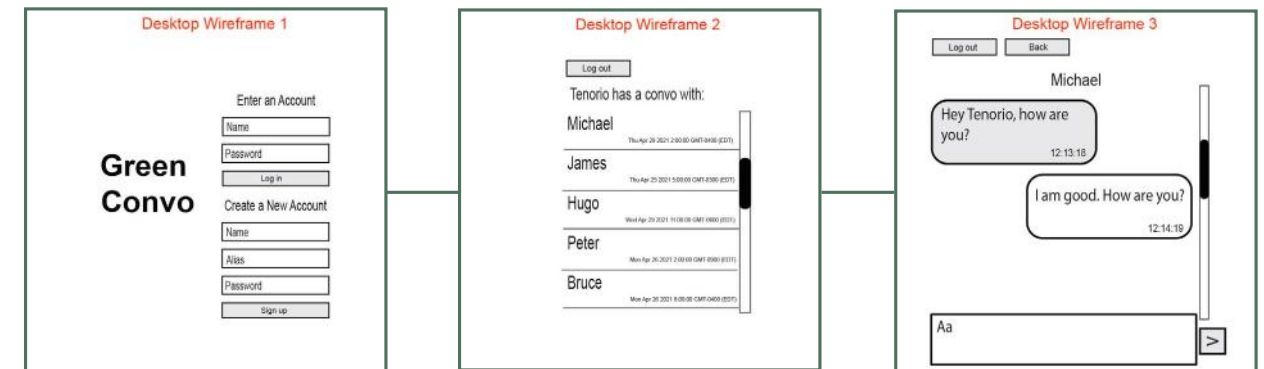
I change the table about the date and timestamps. I match the table names with the queries and missing PHP and JavaScript. I design the new feature in the list of user pages under their names.

APPLICATIONS



WEBSITE

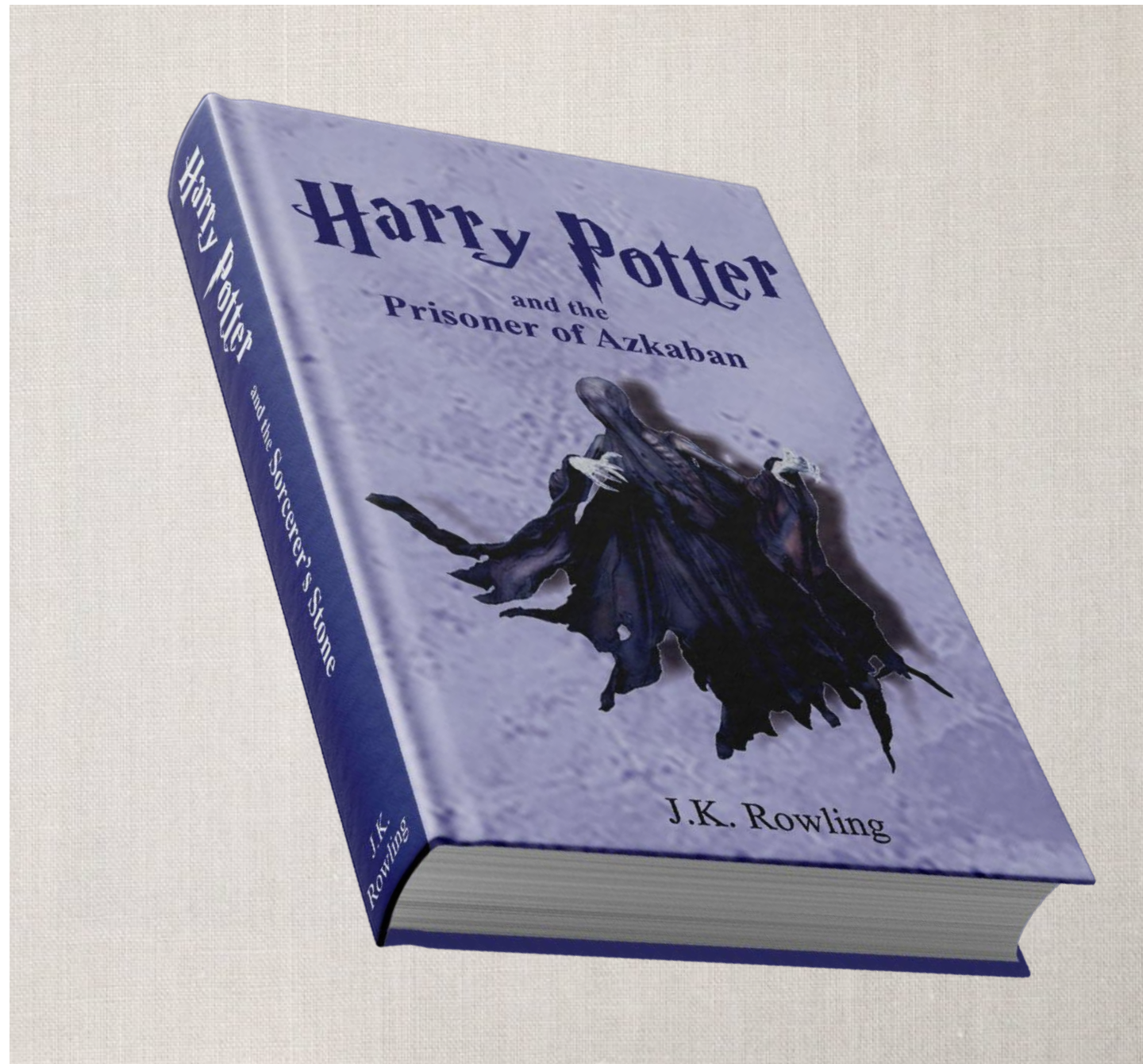
Chat Application Link:
https://michael80.micromediaweb.com/commit2/green_convoy/index.html



Harry Potter Series

BOOK COVER DESIGN

This Harry Potter Series collection is redesigned and inspired by their famous best-selling books. My goal is to make the metaphors of their stories the main elements of each novel. I achieved this by reading the book, doing in-depth design research on other cover versions of the series, and improving my old design version. It consists of adjusting the layout, enhancing the color palette, fixing technical issues, and correcting grammar mistakes. This project helps me reflect on how I constantly improve my design and learn from my mistakes.



CHALLENGES

I felt that the difficult part of this project is making the book series relatable and creative to my perspective and the fans of Harry Potter. They told me to change and have a better layout, improve the color and add creativity to the design.

SOLUTIONS

Their reviews of my previous design are helpful. I took account of their ideas and put the changes. Overall, I am pleased with the result. The graphic elements are eye-catching on the covers. The colors make the layout pop out.

APPLICATIONS



Harry Potter



Outer

BOTTLE BRANDING

Outer is a water bottle brand that is for outdoor activities. This project consists of branding the logo, bottle mockups, pamphlet content, and design. The brand has a fun and corporate tone. The graphic elements represent the bright and natural outdoors. The typography and colors are playful and simple to identify. The Outer tri-fold pamphlet consists of the cover and back pages, the about section, the description of each bottle, and printings. The layout includes the bottle features and drawings that make it fun and informative to read.



CHALLENGES

I find that the branding is the difficult part of the project because I struggle to great water design for inspiration. So I had to spend a lot of time experimenting with names, fonts, elements, and colours that fit together and make a solid identity.

SOLUTIONS

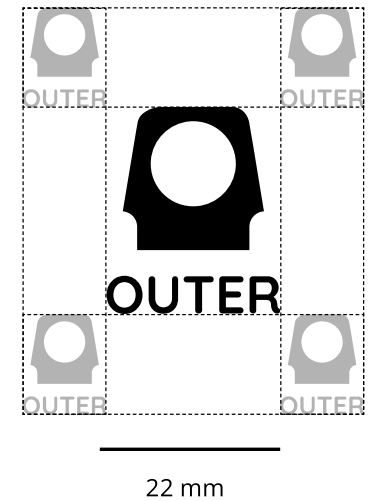
I finalize the Outer logo with recognizable font and creative design. I used Quicksand font and illustrated the cup of the bottle to be the logo. The name Outer is a combination of the words outdoors and water. This bottle branding has unique and effective style.

APPLICATIONS



KEYWORDS

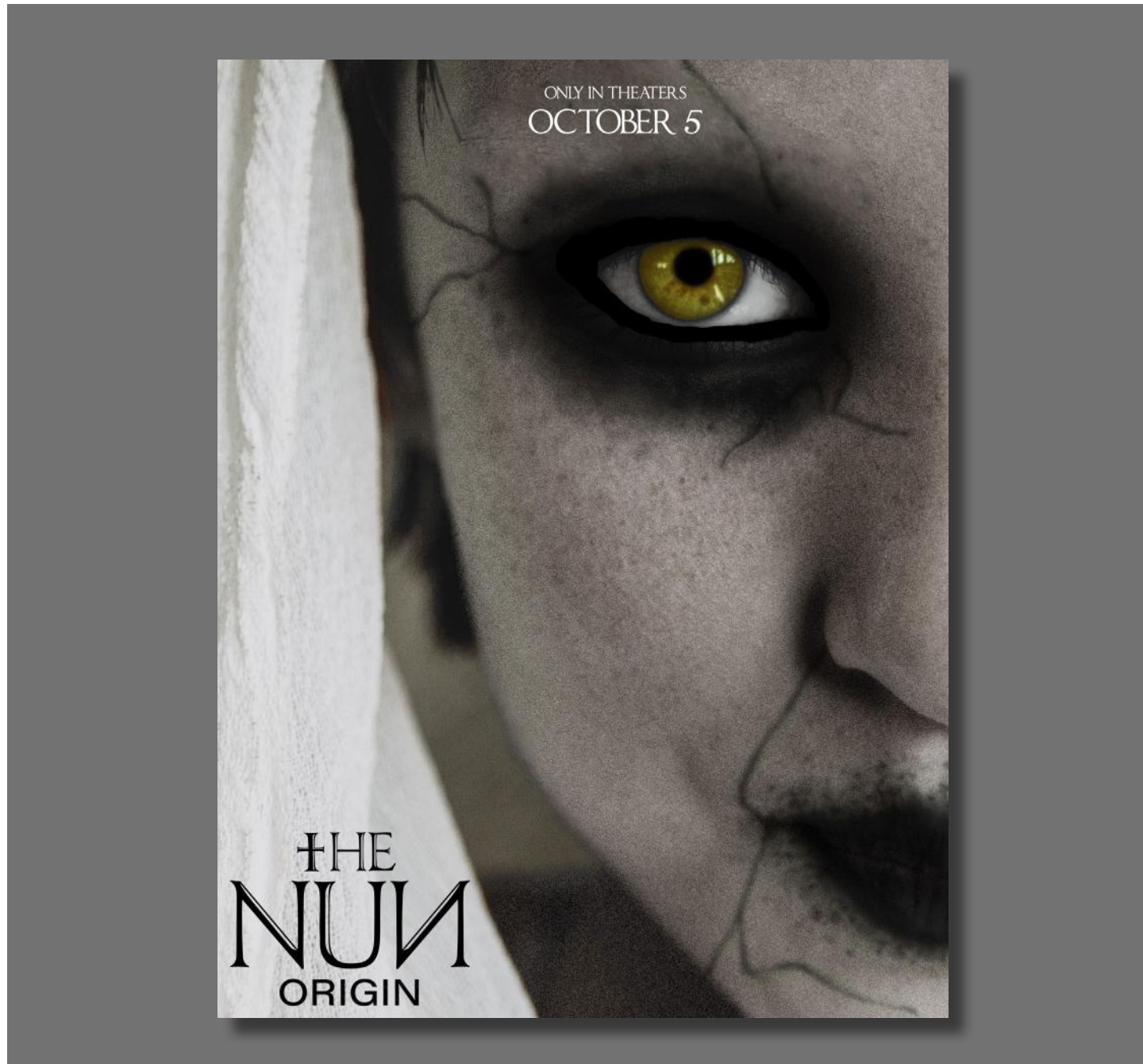
Bottle	Water	Outside
Tumber	Thermo	Fresh
Drink	Nature	Weather



Horror Poster

MAKEUP PERSONAGE

The makeup project is a fictive prequel of a the Nun movie. The girl is the Nun when she was younger. The makeup take inspiration from the film with similar tone and amount of makeup. It uses advanced Adobe Photoshop techniques such masking eye-liner, blending mode for her lipstick and eyes and brushes for the scars. It also used many adjustment layers to mix all the makeup component together. At the end, the composite is in a movie poster.



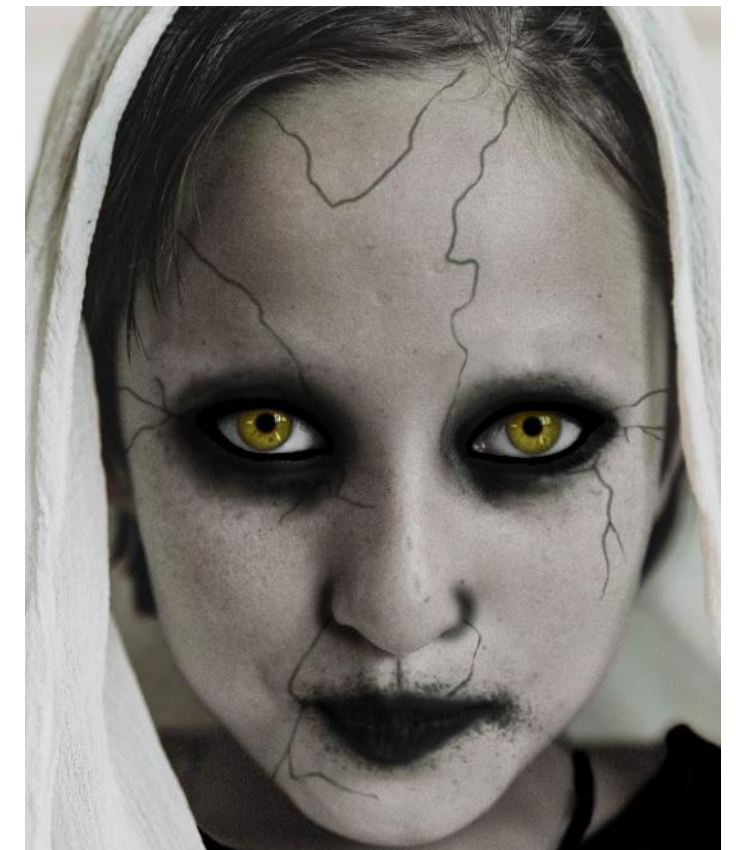
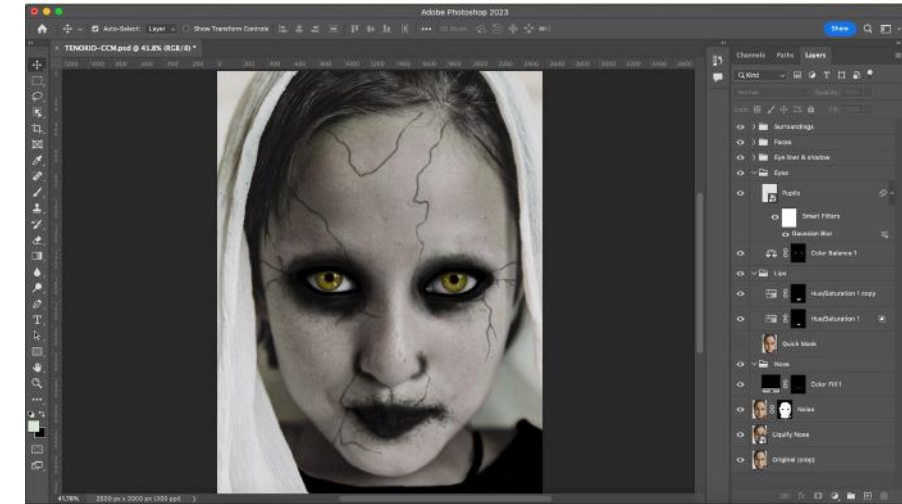
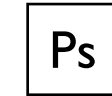
CHALLENGES

The challenge is to replicate the Nun makeup to the makeup of the girl. It took much experimentation for the face to make it realistic and believable. I use many adjustment layers and masking techniques that my teacher suggested.

SOLUTIONS

The answers are getting the professor's perspective and watching YouTube tutorials to implement and master my Photoshop skills. The result is amazing. I love how everything turned out because it looks scary to people. I had a blast working on it.

APPLICATIONS



Birthday Montage

VIDEO HIGHLIGHTS

The video montage is of my auntie's birthday celebration at Sawadika restaurant. In this video production process, I produce a shot list, set up camera gears, test filming, film scenes, and edit the video in Adobe Premiere Pro. I experienced going for retakes, communicating with video assistants, and asking for feedback on my film editing. I capture scenes of the aesthetic of the restaurant, the joyful atmosphere of people, and the celebrant's best moments. These steps were crucial in making a delightful and memorable highlight video of the party



CHALLENGES

It was a challenge to produce an engaging sequence of the event's happenings. I ensure to shoot as many great moments and creative camera shots of the event. It allows me to have plenty of clips to choose from for the final version of the montage.

SOLUTIONS

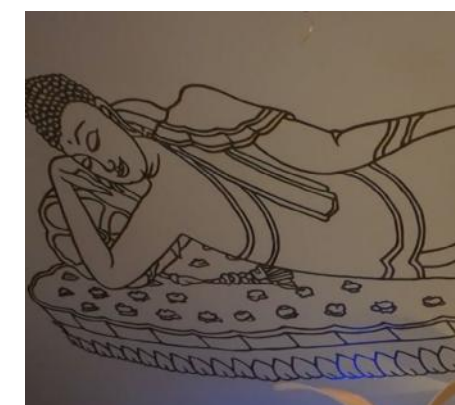
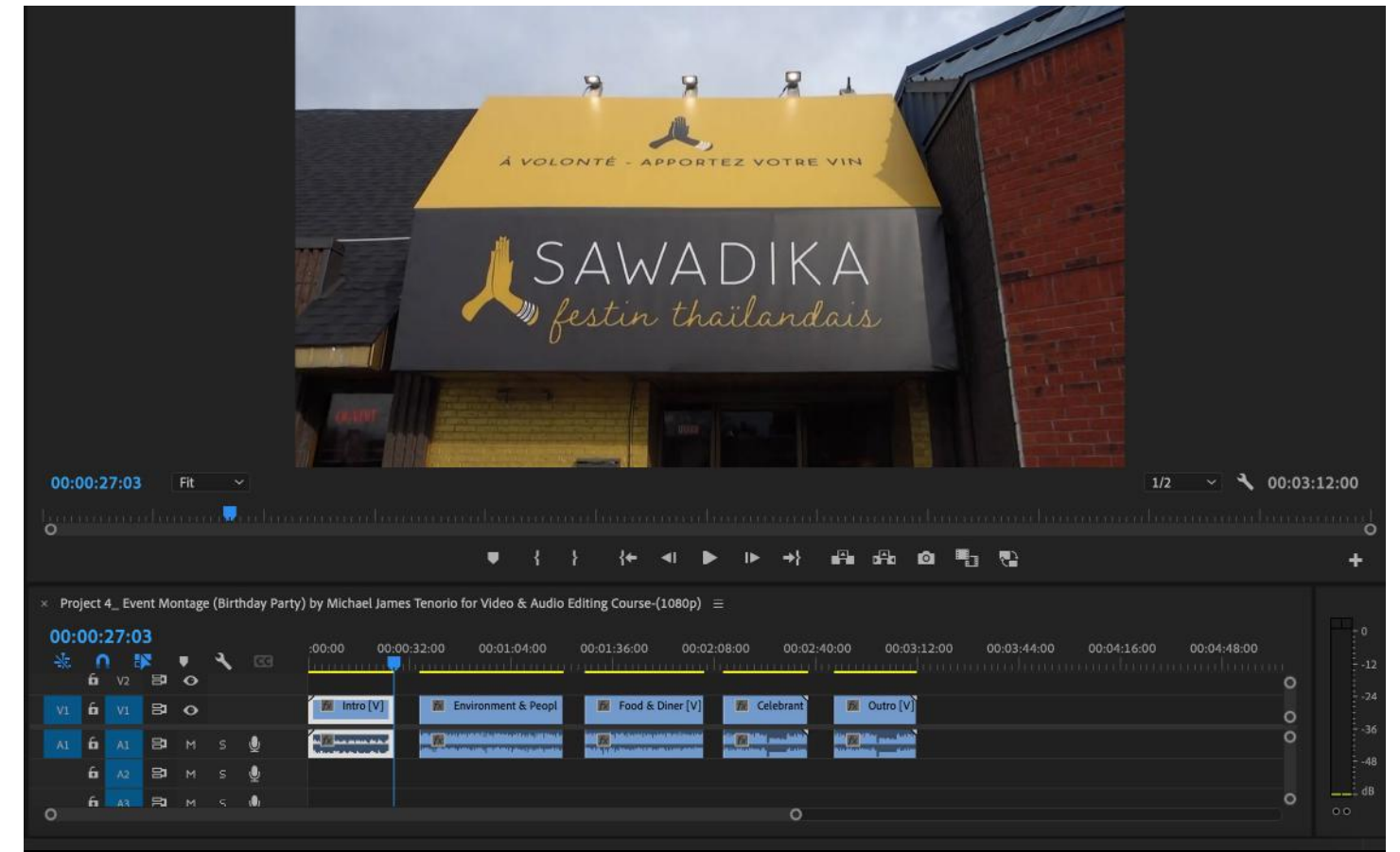
After organizing my videos, I asked for feedback from my professors and made an edit from it. I also added smooth transitions, happy music, and credits to my references. I love the final result of the video because it was heartwarming and thoughtful for the audience.

APPLICATIONS



WEBSITE

Youtube Video Link:
<https://youtu.be/x89lviGwOAs>



Amandla News

HEADLESS WORDPRESS

Amandla is an independent news blog of relevant happenings in African countries. The client project consists of a weekly meeting with the clients, building their website through headless WordPress, and creating an effective rebranded logo. The client meetup consists of knowing their needs, sketching wireframes, and feedback during the process. The headless WordPress includes making a responsive layout and informative pages such as home, shows, features, about, and contact. Branding the Amandla logo includes sketches, a mood board, and revisions. The Amandla rebranding takes four months for the website and a month for their logo.

CHALLENGES

I had to learn and practice being comfortable using the new mechanics of headless WordPress in a short amount of time. I was frustrated with organizing a huge amount of their content and designing many pages because it was repetitive and meticulous work.

SOLUTIONS

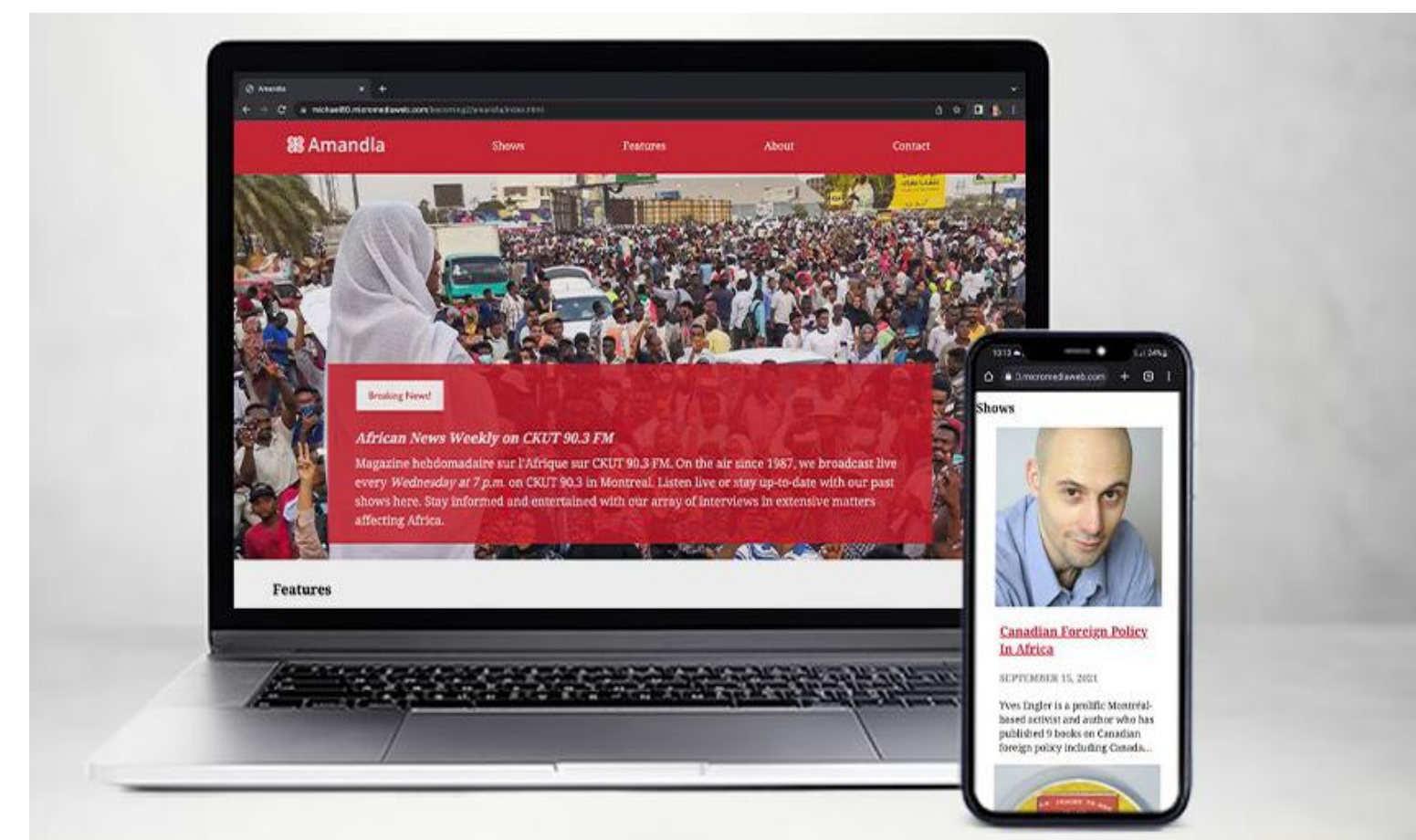
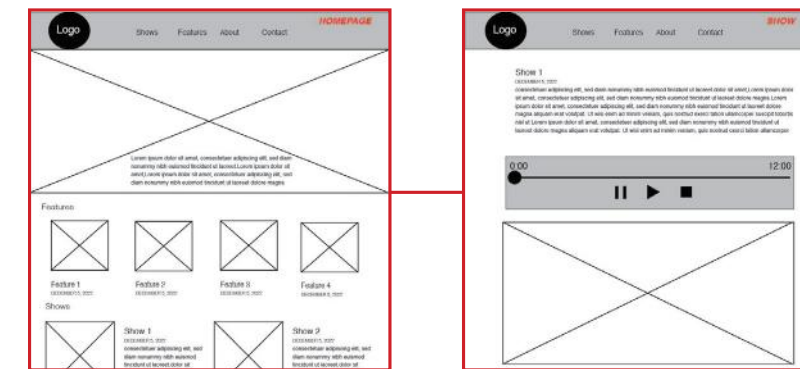
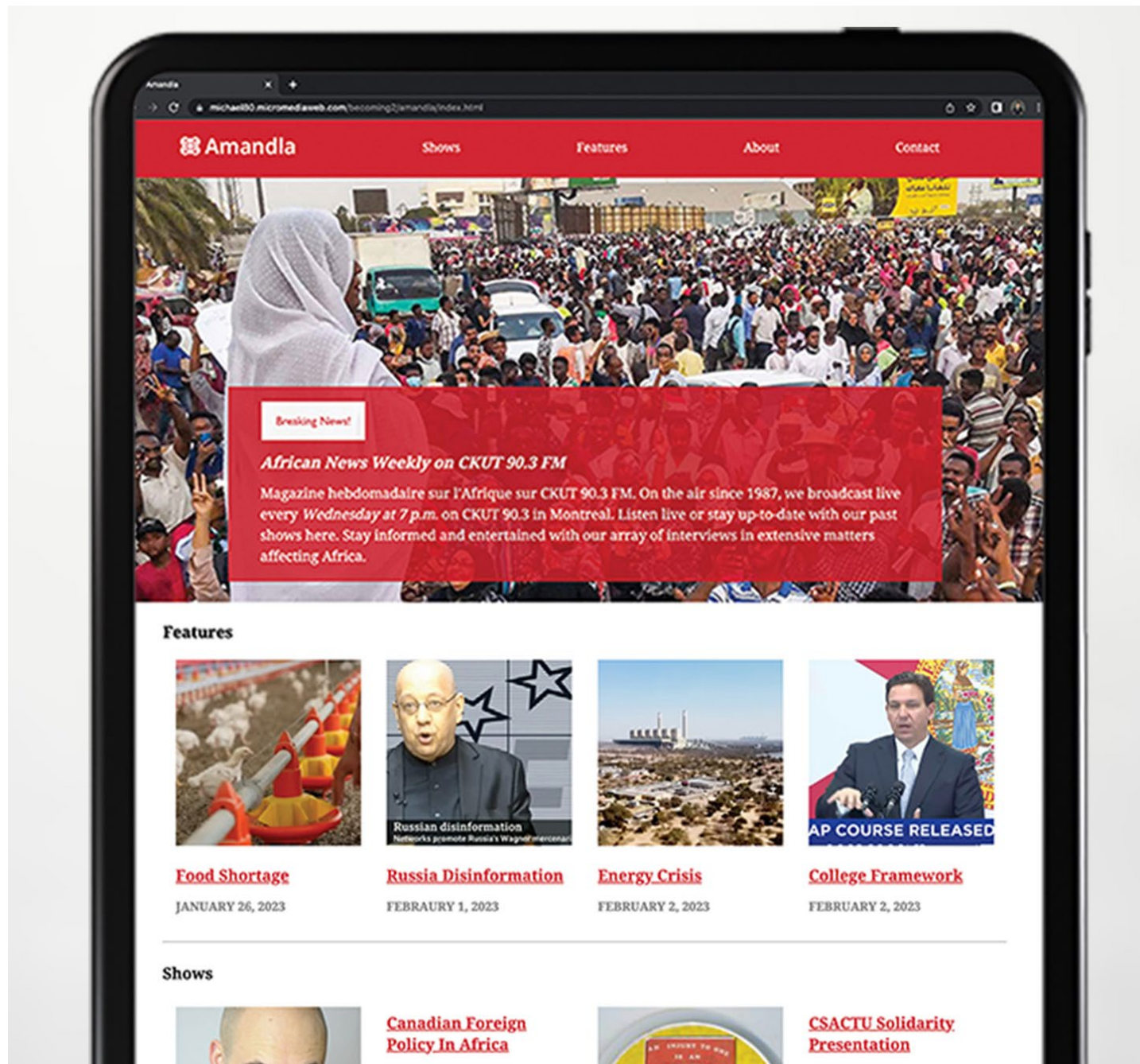
I was relieved about the results because it was a good learning curve using a headless WordPress and rebranding a client logo. I earned valuable experience working with great clients and understanding their perspectives. I am pleased with the result of projects.

APPLICATIONS



WEBSITE

Amandla Website Link:
<https://michael80.micromediaweb.com/becoming2/amandla/index.html>



Atwater Market

BILINGUAL ADVERTISING

The Atwater Market project is an advertising poster. The main goal is to present an effective and informative poster for commercial use advertisements. This poster will be put presented around the market and the city. The requirements of this ad are to use the necessary information such as the date, location, and descriptions. The information includes English and French. The poster used colors, font, and illustrations of the food. The design has to fit the style of the market.

CHALLENGES

The tasks are to show the necessary information about the event and include a colorful design. This is challenging because I have main drawing and bilingual information that needs to be shown in a legible font and easy for a reader to identify.

SOLUTIONS

The answer is to experiment with the colors and size of the typography. The English and French information are separated from the colors with shapes for the info to be readable and eye-catching.

APPLICATIONS

Id Ai Ps



Montreal Newsletter

GROUP PROJECT

The Montreal booklet is about the summer activities and events of May, June, and July. The newsletter shows the natural scenery in May, the musical concerts in June, and the delicious food in July. This project is teamwork where we are challenged to do individual research of the month, create master pages on Adobe InDesign, and build consistent design throughout the document. We separate the workload by having individuals design for their chosen month. I make the content and styling for July. I handle the technical part of building the file on InDesign.

CHALLENGES

We are three people working on this project and had a deadline to fulfil in a couple of weeks. We had one member who could not complete his part on time. The other member and I finished our part on time and had to inform our professor of the situation.

SOLUTIONS

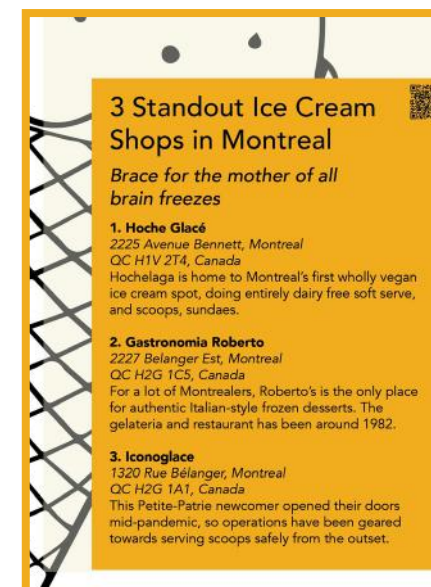
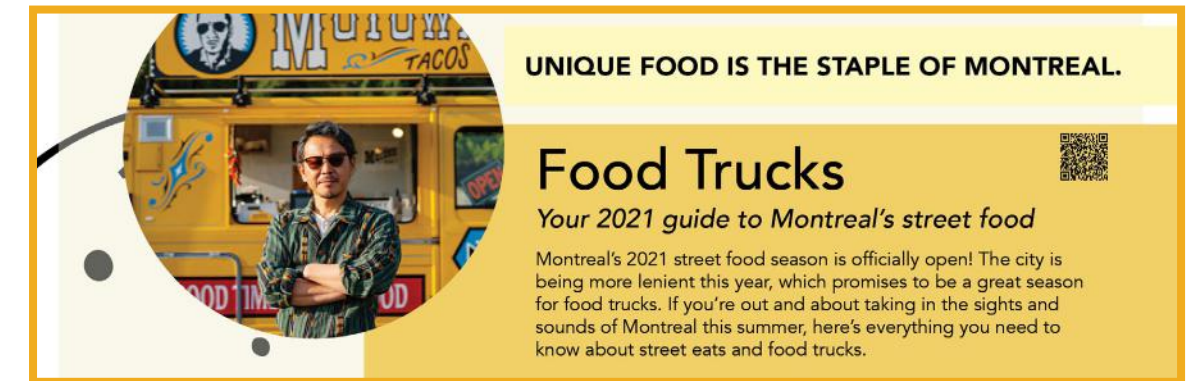
We end up working together to facilitate creating the content, layout, and design of the missing part. It was an unfortunate circumstance but rewarding because I end up learning working in a design team. I love the final result of the newsletter.

APPLICATIONS



DIGITAL BOOKLET

Newsletter PDF Link:
https://itsmycool.com/work/mtl_newsletter/img/Montreal_Newsletter.pdf





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MYCOOL