



Andrew Melville

CREATIVE PORTFOLIO

BASED IN WESTERN CANADA

2024



ANDREW MELVILLE

ILLUSTRATOR . GRAPHIC DESIGNER . PHOTOGRAPHER

Welcome to my digital canvas, where creativity meets precision. As an accredited graphic designer and accomplished web designer, my journey is one of passion, dedication, and a relentless pursuit of excellence. Specializing in Squarespace and boasting extensive e-commerce experience with Shopify, I craft digital experiences that are not just visually stunning but also intuitively functional.

My love for colors, fonts, form, and functionality is the cornerstone of my design philosophy. Each project is an opportunity to explore the harmony between aesthetic appeal and user experience, ensuring that every design not only captivates but also communicates effectively. Join me in exploring a portfolio where each piece is a testament to the power of thoughtful design in the digital age

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ADDRESS

680 Old Meadows Road
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Canada

Resume

My resume is a curated reflection of my professional path, emphasizing my expertise in graphic and web design. It showcases my specialization in Squarespace and Shopify, illustrating my ability to craft visually engaging and functional digital experiences. I bring a fervent passion for design elements such as color and typography, marrying aesthetics with usability. This document not only details my technical skills and notable projects but also embodies my creative ethos, serving as a key asset in my career progression.

Skills

Through hands on experience along with extensive training and education I have procured a wide range of valuable skills.

- + Graphic Design
- + Website Design
- + Brand Management
- + E-Commerce
- + Adobe Apps
- + Digital Marketing
- + Copywriting
- + CSS & Styling
- + AI Expertise

Portfolios

- + behance.net/andrewmelville
- + andrewmelville.myportfolio.com
- + bardamuconsulting.ca/web-design-portfolio

Education

2019-2021 | Toronto Film School

Graphic Design and Interactive Media

2023 | Coursera

Google Digital Marketing and E-Commerce Professional Certificate

Experience

2020 - Present | Bardamu Consulting Services

Owner of boutique web and graphic design firm.

2020 - Present | Cultivate + Evolve Financial

Client Care Manager, Social Media, Digital Management

2020 - 2022 | Terrabella Wineries

Sales + Digital Marketing, Social Media, Brand Creation and Management

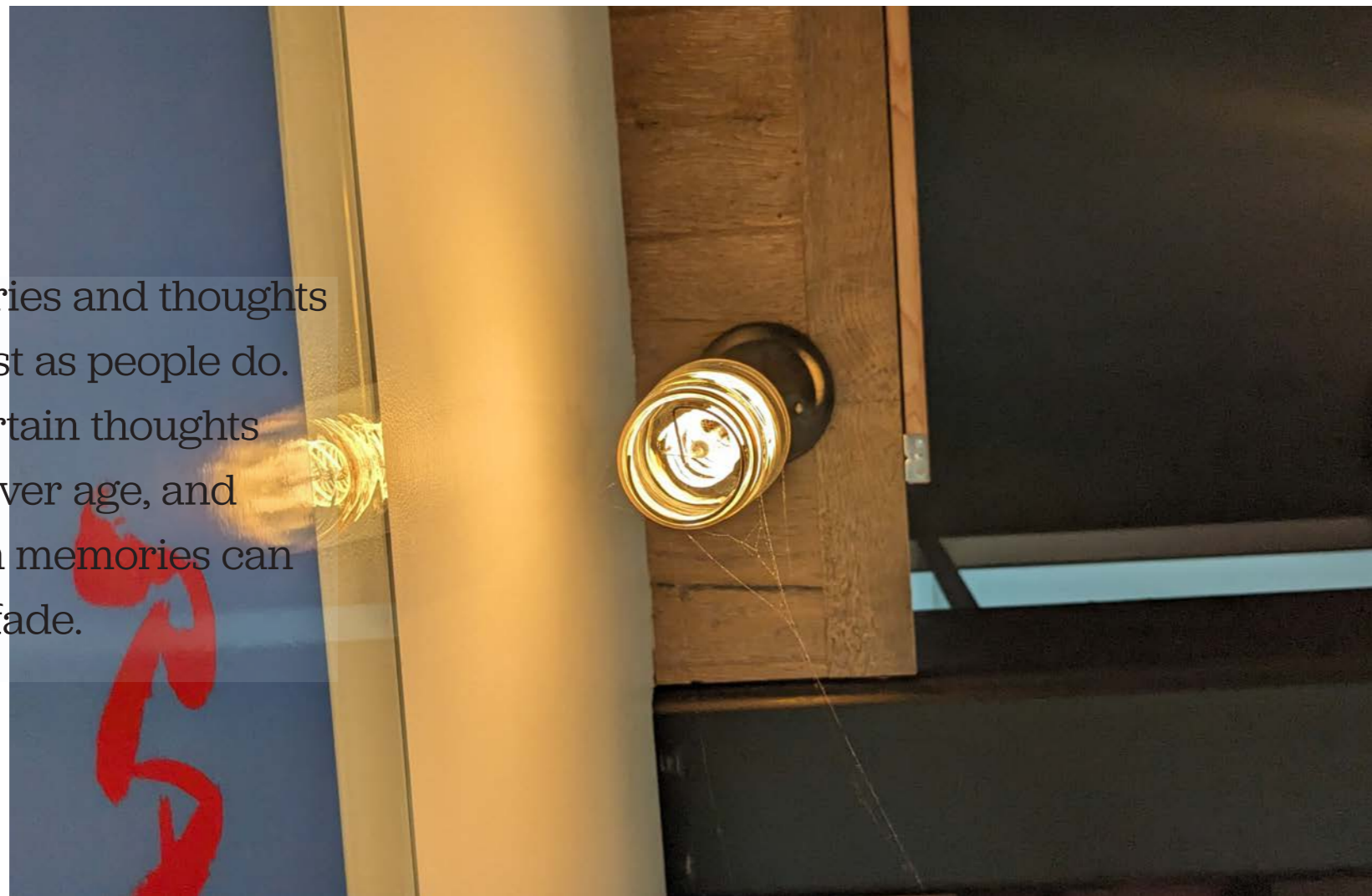
Certifications

- + Squarespace Circle Member
- + Career Essentials in Generative AI by Microsoft and LinkedIn
- + Adobe Certified Expert



Memories and thoughts age, just as people do. But certain thoughts can never age, and certain memories can never fade.

- Haruki Murakami



Content

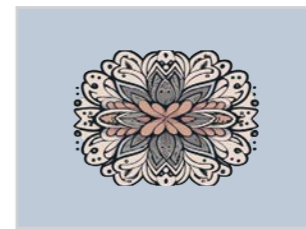
Dive into a world where compelling narratives unfold through a blend of words and visuals. This section showcases the art of storytelling, with each piece designed to engage, inform, and connect.



01

Website Design . 06-07

CULTIVATING CONVERSATIONS . 08-09
BARDAMU CONSULTING . 10-11
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01

Website Design

In crafting websites with Squarespace, my philosophy intertwines beauty, functionality, and user-friendliness. Each site is a unique narrative, where elegant design meets intuitive navigation. My focus is on creating spaces that not only captivate visually but also provide seamless user experiences, ensuring every interaction feels natural and effortless.

This approach, rooted in understanding the user's journey, transforms digital spaces into engaging, accessible, and memorable destinations.



Pudandipsame dolupta.

Cultivating Conversations

The “Cultivating Conversations” website, a project for a local professional coach in Kelowna, drew its inspiration from the serene beauty of the Pacific Northwest, embodying a sense of holistic care and nurturing. The design reflects the tranquility and natural elegance of the region, with a color palette and imagery that evoke its lush landscapes and calming waters. In creating the logo and brand identity, I focused on capturing the essence of holistic wellness and the coach’s caring approach. This theme seamlessly flows throughout the site, offering a digital sanctuary that mirrors the coach’s commitment to personal growth and mindful conversation.



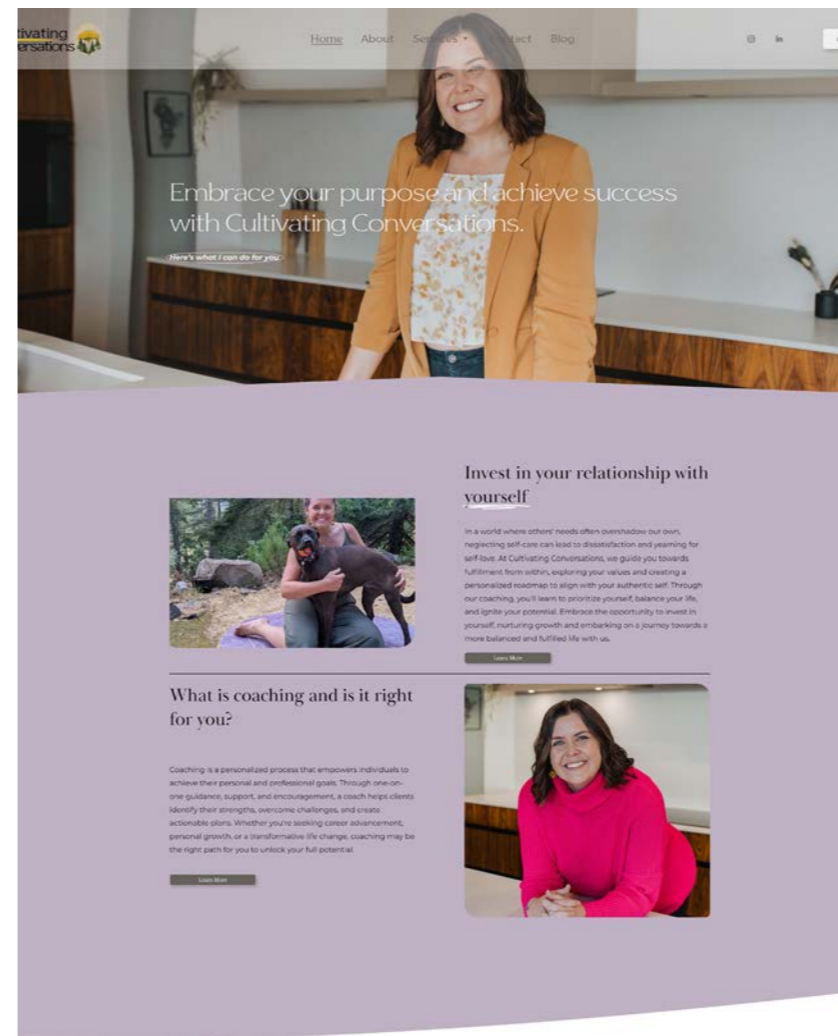
Responsive Design

CLIENT
CULTIVATING CONVERSATIONS

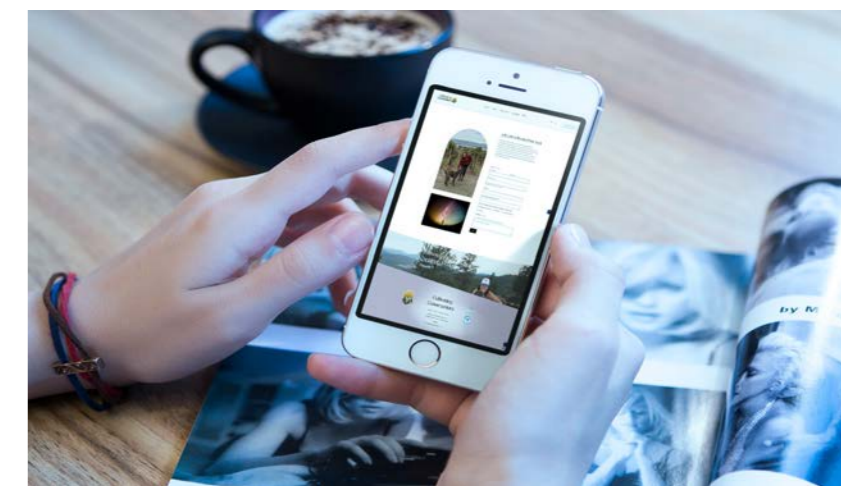
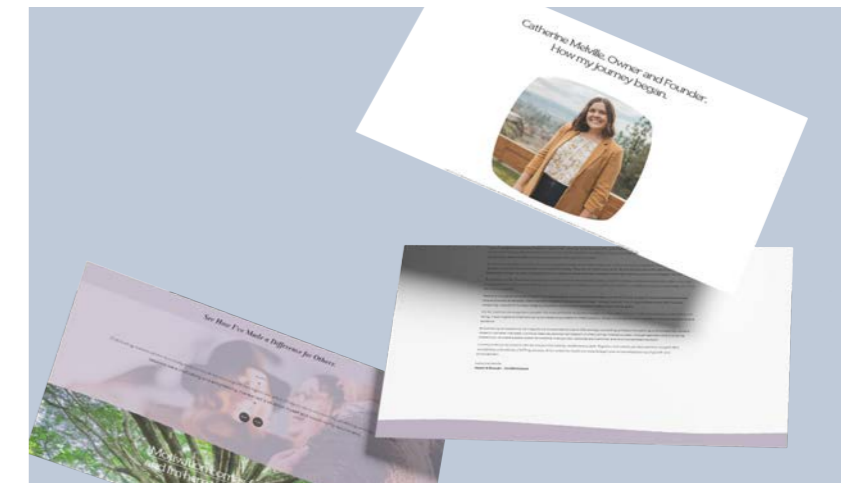
PROJECT DATE
NOVEMBER 2023

APPS USED
SQUARESPACE, ILLUSTRATOR,
MID JOURNEY

PROJECT SITE
CULTIVATINGCONVERSATIONS.CA



Homepage



Form & Function.

Blackberry The Cat



In crafting my website, I fused functionality with a distinct aesthetic flair, reflecting my journey in design and web development. It's a space where visual elegance meets user-centric design, embodying my professional ethos and passion for creating engaging digital experiences.



Bardamu Consulting Services

In designing my own website for Bardamu Consulting Services, I embraced a philosophy that marries aesthetic elegance with functional simplicity. Drawing from my diverse experiences in graphic design and web development, I crafted a site that reflects my personal style and professional ethos. The design is a blend of clean lines and engaging visuals, ensuring ease of navigation and a compelling user experience. This website is a personal testament to my commitment to creating spaces where design and usability coexist in perfect harmony, embodying my journey and passion as a designer.



CLIENT
BARDAMU CONSULTING SERVICES

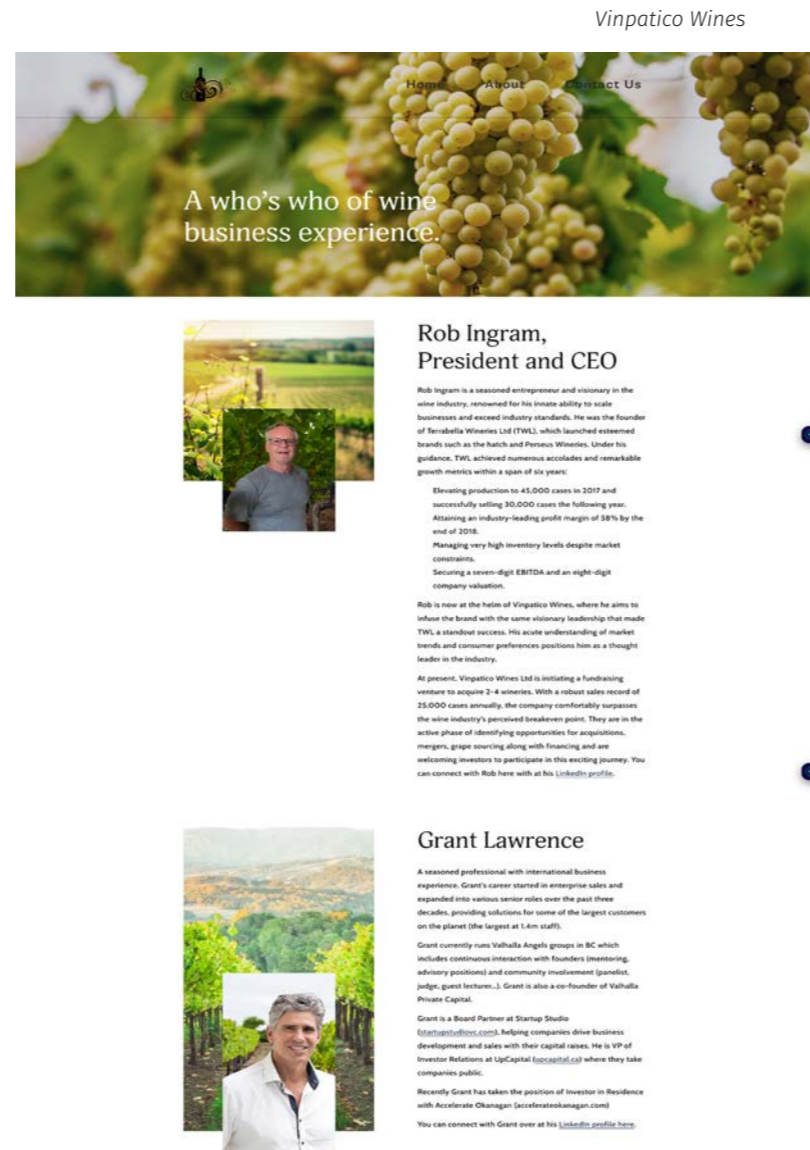
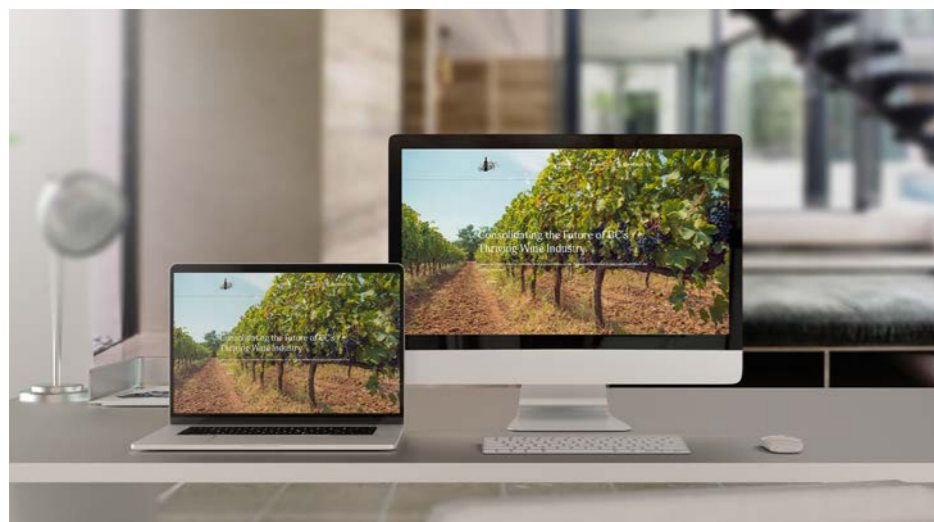
PROJECT DATE
JULY 2023

APPS USED
ADOBE INDESIGN, MID JOURNEY,
SQUARESPACE, CHATGPT

PROJECT SITE
BARDAMUCONSULTING.CA

Vinpatico Wines

For the Vinpatico Wines website, I embraced the essence of the vineyard, intertwining elegance with the rich narrative of wine. The design mirrors the sophistication of winemaking, offering users an immersive journey from vine to glass, blending visual allure with seamless functionality.



CLIENT
VINPATIO WINES

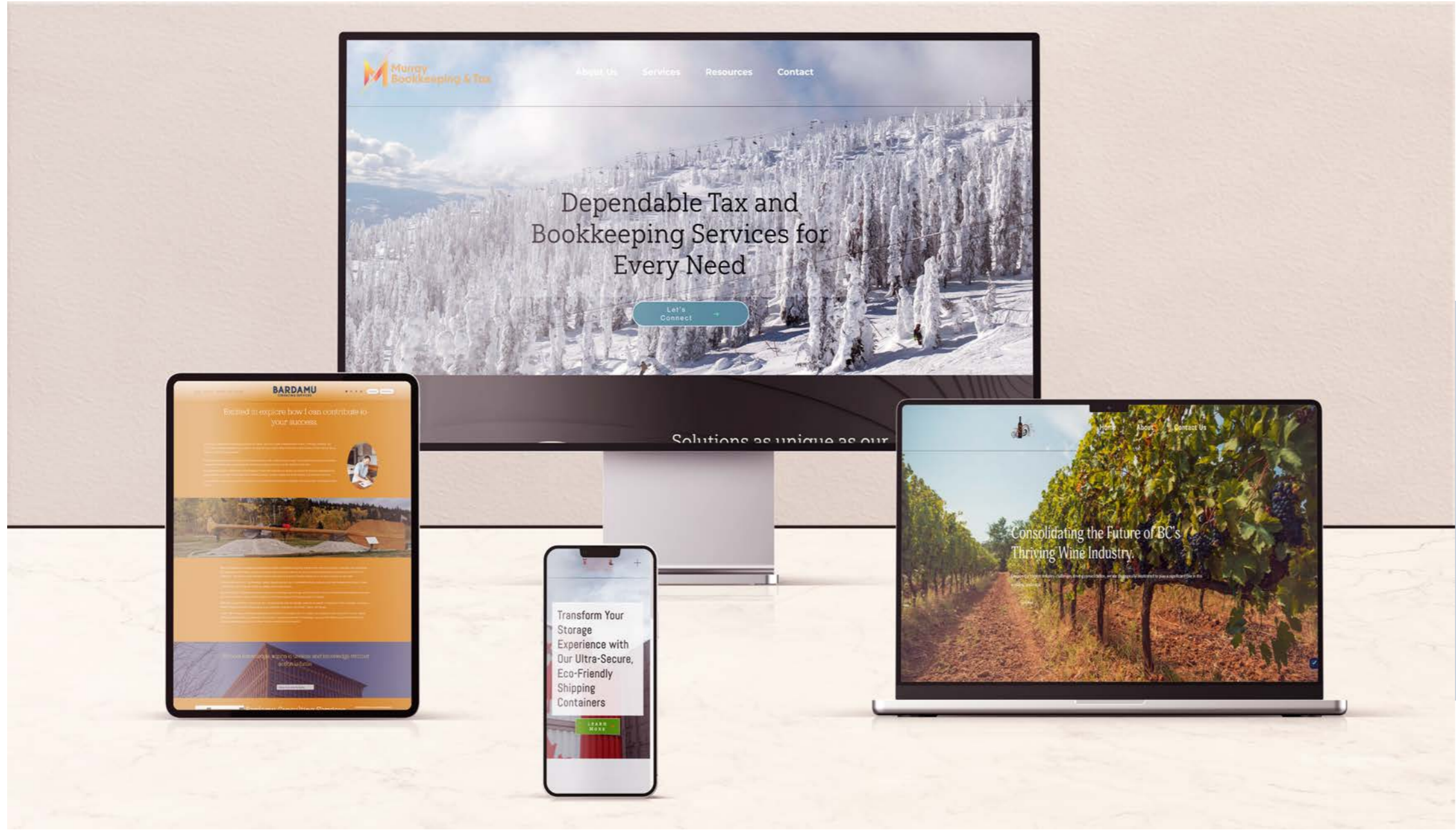
PROJECT DATE
AUGUST 2021

APPS USED
SQUARESPACE

PROJECT SITE
VINPATICOWINES.CA

My expertise in creating an engaging online presence for brands shines through, showcasing why I am the go-to designer for those seeking to blend storytelling with impactful, user-friendly web design.





Style & Substance

My passion lies in creating websites that are true reflections of the people and places they represent, where form meets function, and style intertwines with substance. I delight in weaving the unique stories and characteristics of each client into the fabric of their digital presence, ensuring that every design not only looks stunning but also resonates deeply and functions seamlessly.

02 Graphic Design



CLIENT
CULTIVATING CONVERSATIONS

PROJECT DATE
SEPTEMBER 2023

APPS USED
ADOBE ILLUSTRATOR, MID JOURNEY

PROJECT SITE
CULTIVATINGCONVERSATIONS.CA

Logo Design

The logo for “Cultivating Conversations” was designed to complement the essence of the web build, encapsulating the spirit of meaningful dialogue and connection. The logo merges organic elements with a conversational motif, symbolizing the growth and flow of ideas. Its simplicity and elegance echo the website’s design, creating a cohesive and recognizable brand identity that perfectly embodies the project’s core values.



Cultivating Conversations

Magis Motors

For Magis Motors, I developed a series of logo concepts designed to mirror the brand’s dynamic personality and underscore my versatility as a designer. Each concept, while distinct, shares a commitment to embodying the essence of innovation and motion intrinsic to Magis Motors. From sleek, modern typography to abstract representations of speed and precision, these designs showcase a spectrum of creative approaches, reflecting both the brand’s identity and my adaptive design capabilities.



CLIENT
MAGIS MOTORS

PROJECT DATE
DECEMBER 2022

APPS USED
ADOBE ILLUSTRATOR
DALLE-E 3

PROJECT SITE
MAGISMOTORS.CA



Bardamu Consulting Services

The 2024 logo refresh for Bardamu Consulting Services marks an exciting evolution in our brand's visual identity, reflecting the natural growth and transformation of the brand over time. Embracing a 1920s aesthetic, the new logo pays homage to the elegance and vibrancy of that era, incorporating a modern twist that aligns with our love for colors. This design evolution has been a rewarding journey, showcasing the dynamic nature of branding and the importance of a logo that evolves alongside the business. The updated logo is not just a change in style but a deeper alignment with our brand's core values and aesthetic preferences, making it a true representation of Bardamu Consulting Services as it stands today.



A versatile Wordmark



A stylish icon mark

CLIENT
BARDAMU CONSULTING SERVICES

PROJECT DATE
JANUARY 2024

APPS USED
ADOBE ILLUSTRATOR
MID JOURNEY

PROJECT SITE
BARDAMUCONSUTLING.CA



BARDAMU
— CONSULTING SERVICES —

Full Lockup



For the Ontario Container Supply logo, the brief was simple yet challenging: create a minimalist design combining black initials with a container truck motif. The final logo strikes a balance between simplicity and identity, marrying sleek initials with a distinct, container-shaped truck. This project highlights the art of minimalism, achieving a memorable and elegant design that perfectly encapsulates the brand's essence.

**ONTARIO
CONTAINER
SUPPLY**

OCS

CLIENT
ONTARIO CONTAINER SUPPLIES

PROJECT DATE
DECEMBER 2023

APPS USED
ADOBE ILLUSTRATOR, MID JOURNEY

PROJECT SITE
ONTARIOCONTAINERSUPPLY.COM

Vinpatico Wines, BC



Miscellaneous Projects

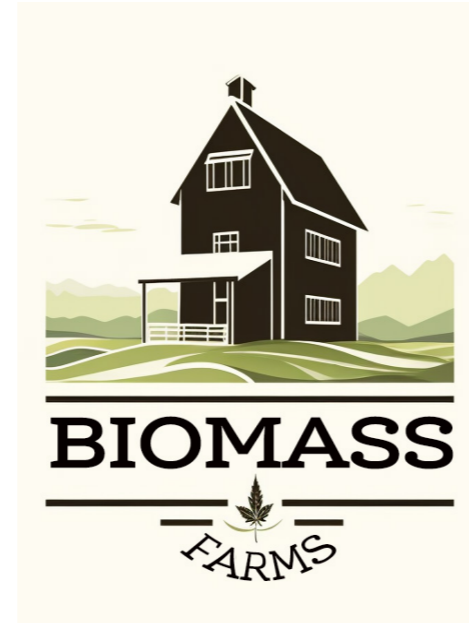
This section of my print portfolio presents a selection of logo designs, ranging from finalized projects to those still in the conceptual stage. Each logo is a testament to my passion for exploring the vast landscape of design possibilities. These pieces not only demonstrate my versatility as a designer but also my commitment to pushing creative boundaries. Whether brought to life for clients or born from personal inspiration, each design reflects a moment in my evolving journey, showcasing the diverse and dynamic nature of my work in logo creation.

CLIENT
VARIOUS

PROJECT DATE
2023-2024

APPS USED
ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
MID JOURNEY
DALL-E 3

PROJECT SITE
WWW.COMPANY.COM



Biomass Farms, Ontario



Krebs Realty, Kelowna BC

Mock-ups

The “Mock-Ups” page showcases my logos in real-world settings, demonstrating their versatility and impact beyond the digital realm. From storefronts to product packaging, this section highlights the practical application of my designs, offering a glimpse into how they enhance and define the visual identity of businesses in tangible ways.

CLIENT
COMPANY, INC

PROJECT DATE
JUNE 2017

APPS USED
SKETCH

PROJECT SITE
WWW.COMPANY.COM



“Turning coffee into code, designs into dreams, and every pixel into a story worth telling.”- Andrew Melville



About



At the heart of every design and every line of code lies a story waiting to be told. I'm Andrew Melville, a storyteller at heart, with a canvas that spans the realms of graphic design and web development. My journey began in the vibrant landscapes of Saskatchewan and has since woven through the dynamic world of wine, culminating in a passion for creating digital experiences that resonate.

With over two decades of diverse experience, I've honed my craft in Squarespace web design and Shopify e-commerce, blending functionality with aesthetic elegance. My work is a testament to my belief that good design is more than just visual appeal; it's about creating an experience, a connection, a moment.



As I continue to explore the ever-evolving landscape of design and technology, I remain committed to learning, growing, and pushing the boundaries of what's possible. Each project is an opportunity to bring a vision to life, to tell a story that's as unique as the individuals behind it.

Thank you for joining me on this journey. Let's create something remarkable together.

Testimonials



"The possibilities are endless with this man of excellence. I've worked on numerous projects with Andrew over the years and will continue to for years to come. He's always guided me down the right path with his years of experience. I've even come to him with a bad idea and he turned it into a great one!"

Ryan Hooper
COO OF HOOP CO.



We had an awesome experience getting an update to our business' logos so that we could make some great merch. Andrew took some of our older outdated logos and my new inspiration and was able to make some great graphics and give us a refresh that was desperately needed.

Samantha Lindsay
ONTARIO CONTAINER SUPPLIES



"Fantastic planning, execution, design, strategic outlook and detailed. He has done a number of projects for me and always exceeded expectations."

Catherine Ellis
OWNER, CULTIVATING CONVERSATIONS

Thank You

ANDREW MELVILLE

GET IN TOUCH

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