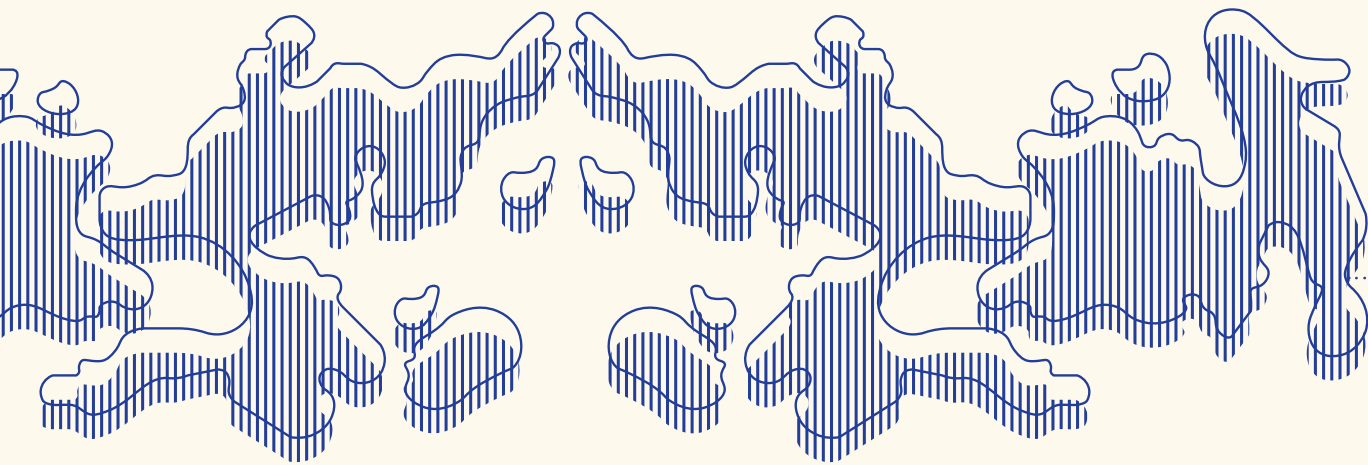




metanoia

● Bachelor of Design Graduate Catalogue 2024



• **bachelor of design '24**

University of Alberta




table of contents

06 About Metanoia

09 Message from the Chairs

10 Graduates

86 Group Projects

100 Closing Remarks

from (*meta* + *noien*) to think
from (*nous*) mind

means to change one's mind; to expand it
in such a way as to have a new perspective
on the world or one's self

it is a profound shift in someone's
thinking or understanding

a turning point

metanoia

everything we have
learned and experie
we have gained a ch
perception of design
but also a perspecti
of the way we view t
world. We found thi
be a great strength
program: how we ha
expanded our mind

Message from the Chairs



Metanoia (ancient Greek) means a profound shift in an individual's thinking or understanding, to change one's mind, or to expand perspectives on the world or oneself. Throughout our studies, we have gained new perspectives about design and shifted our worldviews. Our education and experiences have expanded our minds, thanks in large part to the Bachelor of Design program.

Metanoia's visual identity takes inspiration from psychology and the Rorschach inkblot test. The dynamic inkblot forms in the visual identity symbolize how our unique perspectives shape our interactions with the world, and represent our current journeys, paradigm shifts, and turning points, as we look towards the future.

@bdesgrad
thesda.ca



As Chairs, we are delighted to share the excitement of reflecting on our transformative undergraduate design journey. Our exploration in the Bachelor of Design program has been a dynamic experience, marked by shifts and turns shaping our perception and purpose in the creative realm. The theme of our grad show, Metanoia, poignantly reflects our shared journey of embracing change and growth. With deep gratitude, we celebrate the opportunities that have moulded us as individuals. Join us in commemorating this significant chapter, rich with creative exploration and design excellence.

We want to extend heartfelt thanks to everyone who made this show a reality: our professors, instructors, technicians, peers, the department chair, family, and friends. Working with a strong and driven committee was a gift. We are honoured to present this extraordinary group of designers and their collection of work.

In the following pages, we invite you to delve into our reflections and share them when celebrating Metanoia.

Senuda Wettasinghe
Industrial Design Grad Chair

Sydney Boyce-Fontaine
Visual Communication Design Grad Chair



Graduates

12 Adrielle Aquino

14 Sara Armstrong

16 Farhan Asif

18 Dree Beaudry

20 Sydney Boyce-Fontaine

22 Alexa Broen

24 Jade Chan

26 Mayra Chávez

28 Yizhou Chen

30 Henry Deng

32 Amie Doucette

34 Grace Futoransky

36 Denise Gama

38 Andrea Klapstein

40 Joyce Lee

42 Tracy Li

44 Teagan MacNeil

46 Hilary Meng

48 Alvina Mui

50 Maki Nichols

52 Evan Oliver

54 Sneha Pooranalingam

56 Joel Rodriguez Fajardo

58 Autumn Sanders

60 Katherine Shaw

62 Carla Soriano

64 Yimeng Tong

66 Michelle Wedel

68 Senuda Wettasinghe

70 Ian Wirtanen

72 Peilin Wu

74 Runze Xie

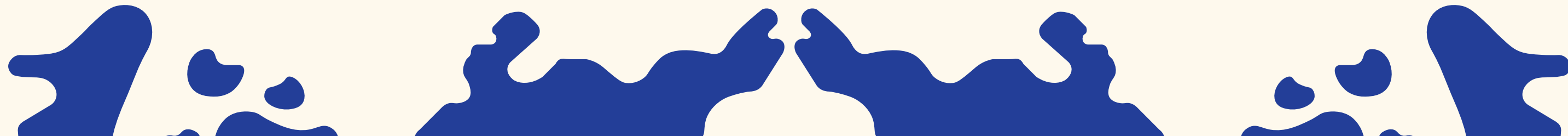
76 Yiwen Xu

78 Arina Yablokova

80 Shirley Yang

82 Leo Zhang

84 Stephanie Zhang





Adrielle
Aquino

akirno345@gmail.com

Industrial Design | Social Sciences Route Product Design, Furniture Design, Community Building

I'm Adrielle Aquino, a designer taking an interest in community engagement. During my degree, the Social Sciences Route of Industrial Design allowed me to participate in creative and social communities. Many people in these communities have businesses with great ideas that require structure and ongoing support for successful execution. My design work helps these businesses in planning and foresight, resulting in richer emotional investment toward their services from their communities.



Araw't Gabi

A kotatsu table combining traditional Japanese joinery with Filipino tropical aesthetics. Patterns can be found on the table inspired by traditional Filipino tattooing called "Batok". The floral pattern represents the day "Araw", while the full second floral represents the night "Gabi". The diamond pattern is a loose interpretation of symbols for time passing by.

Toph

There is beauty in combining materials that can interact with their surroundings. The reflectivity of aluminum can create interesting bounces of light, providing it with both a dynamic and living feeling. The main highlight of this table is the incorporation of a glass accent for its glides to slide out without the ottoman.





Sara
Armstrong

sara.armstrong@shaw.ca

Industrial Design | Engineering Route Furniture Design, Manufacturing, Printmaking

Howdy! My name is Sara Armstrong, and I am a graduate of the Industrial Design program in the Engineering Route. Most often described as playful, my designs tie my childhood love of creating things with the technical skills I have gained over the years. This transfers well into my love of creating physical prototypes and experimenting with new manufacturing processes.

Sintra Lamps

These lamps are based on *Marimekko: Finnish Design House*, incorporating the iconic poppy pattern with a twist. Routing from the inside makes the pattern visible only when the lights are on! To experiment with inlays and shading, black poppies were added to one lamp. This design's excitement comes from its customizability. Any pattern combination can be milled onto the insides and outsides of the lampshade.



Side Table

The inspiration for this piece came from the eye-catching forms of Murano glass. Made entirely out of maple, this table takes these traditional shapes and puts a modern spin on them. Each leg has been hand-turned with a unique pattern to contrast the symmetry of the machined top, while the underside of the table has a scalloped texture that adds a bit of personality.





f

Farhan
Asif

farhanmuasif@gmail.com
farhanasif.com

ID & VCD | General Route

Medical Design, Product Development, Service Design

Hello, I'm Farhan Asif, a Bachelor of Design graduate passionate about design's transformative role in health-care, social innovation, and strategic foresight. To me, design is about realizing desired futures, whether in products, spaces, services, or systems. It is a collaborative journey to achieve shared visions of the future. I'm driven by the blend of sustainable innovation, cutting-edge technology, and meaningful change.



Ava Audio Electroneek

Meet Ava, a design embodying futurism. Ava's elliptical body, suspended between frosted acrylic panels, creates a mesmerizing auditory and visual experience. Sculptural masterpieces and translucent electronics inspire the soft and floating aesthetic. Ava is designed to deliver exceptional sound quality and spark curiosity, showcasing the integration of art, technology, and manufacturing as a testament to futurism.

Arsh Accent Table

"Arsh," meaning "throne" in Sanskrit and Arabic, combines contemporary design with traditional Mughal and Arab styles. It features architectural cross vaults and motifs commonly found in Islamic architecture, modernized to suit current furniture trends in the Middle Eastern market. Inspired by Orient 499, the tabletop is an elaborate art frame that allows customization.





Dree
Beaudry

dreebeaudry@gmail.com
dreebeaudry.myportfolio.com

Industrial Design | General Route

Service Design, Experience Design, Furniture Design

Hi, I'm Dree! My design philosophy revolves around community and place-making. I am passionate about finding opportunities to facilitate better communication and improve our lived environment. I focus on Systems Design and User Experience. My interests are very multidisciplinary, and I tend to integrate approaches from many places into my design work.

Basknet – Under Cabinet Storage

Basknet is a versatile under cabinet storage solution that encourages the display of useful items. Its net-like organic form is inspired by produce bags, and designed to look at home in a kitchen by mimicking other common ceramic surfaces. The accompanying rubber-coated hardware protects hung objects and invites play by providing a satisfying hanging experience when interacting with the glazed ceramic surface.



Cloven Side Table

This design draws significant inspiration from Finn Juhl, a key figure in the Danish Modern design movement. The piece features a two-tier structure that offers a space for display items such as coffee table books without compromising usable surface area. The legs are arranged, shaped and finished to accentuate the flowing appearance of the cherry wood grain.





Sydney Boyce-Fontaine

boyce.yd@gmail.com
sydsstudio.ca

Visual Communication Design | Marketing Route Service Design, Experience Design, Furniture Design

Hello! I'm Sydney. My focus is on service design, user experience, and consumer behaviour. Fueled by an unwavering curiosity, my academic journey has honed profound research skills, reshaping my worldview. Challenging norms and questioning established practices, my design philosophy centers around empathy, championing the inclusion of lived experiences. My practice embodies a dynamic and meaningful design narrative by pushing boundaries and prioritizing inclusivity.

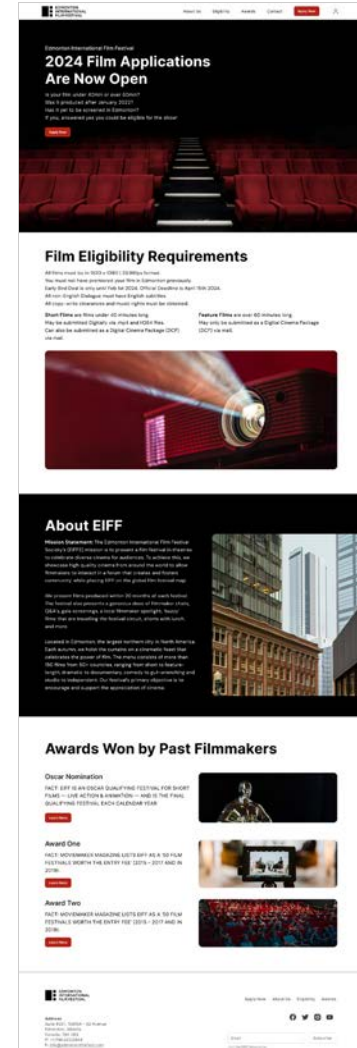
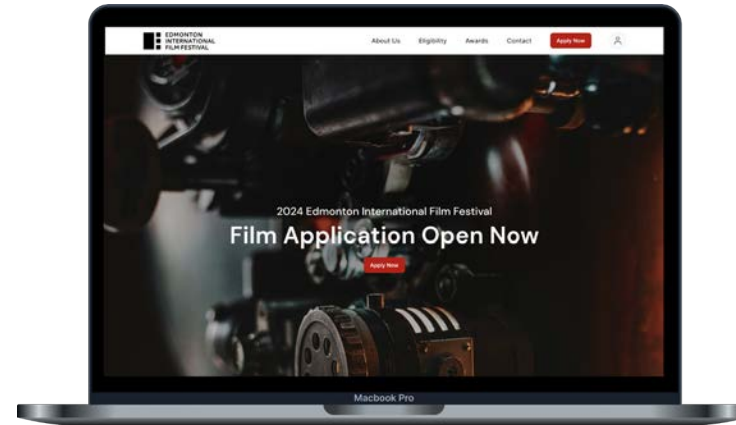
Styled for a Better World with Fashion Revolution

Styled for a Better World is an interactive digital tool crafted and designed to inspire positive change within the fashion industry. It refrains from fear-based tactics, instead highlighting accessible avenues for sustainability. Tailored for young adults, the tool elucidates the impact of fashion choices, fostering consciousness and mindfulness. It empowers users with tailored suggestions for incremental improvement, echoing the mantra "progress, not perfection."



Film Submission Application for EIFF

The EIFF Submission Portal is made to streamline the submission process for Edmonton International Film Festival (EIFF) entries. This project responds to EIFFS's aim to promote diverse cinema and foster community interaction by making the portal more accessible. The goal is to boost submissions and simplify the application process, ensuring EIFF's continued success on the global film festival stage.





Alexa
Broen

lexbroen@gmail.com

Industrial Design | Engineering Route

Healthcare Design, Service Design, Design Research

Hello! I am Alexa Broen, a Bachelor of Design, Engineering Route graduate. I enjoy the design process most when creativity, methodical problem-solving, and empathy converge. When approaching problems, I strive to distill complex knowledge in areas like healthcare, well-being, and sustainability. My designs express experimental intersections between engineering, love for making, and questions of how innovation enhances the human experience.

Balancing Mobile

Created out of an interest in balance and the inspiration of Alexander Calder, this mobile meticulously wobbles and rotates to create a dynamic home accessory. The balancing shapes and scaled wires create visual flow using counterweight calculations. The intentional physics behind this mobile playfully juxtaposes its existence as a product designed purely for intrigue.



Humble Throne

Inspired by nature, this structurally sound chair is made entirely from recycled paper products. Aesthetically, nature's inspiration translates into asymmetry, free-flowing yet intentional forms, and textural combinations. Since The Humble Throne takes inspiration from nature, it challenges alternative materials through an eco-conscious lens. This project exemplifies my process of investigating possibilities, exploring new ways of making, and embracing the chaotic learning that comes from this.





Jade
Chan

Industrial Design | General Route

Production Design, Product Design, Service Design

Hey there, I'm Jade! Over the course of my design degree, I've been interested in inspiring delight and fun in everyday spaces. Combining my experience in Production Design and Industrial Design, I aim to create experiences and products that engage all senses and give a sense of storytelling.

Knotty

In this design, I wanted to make something that was a delight to see and use. As a source of fun, customizability, and conversation for any living room. This tubular beanbag-inspired seat is adjustable for every position. Half the fun is wrestling this creature into configurations, give it a try!



jadechan780@gmail.com

Münster Childrens Film Festival Trailer

This group animation project was done during my 3rd year exchange in Münster, Germany. For the local children's film festival, Kinderfilmfest Münster, we created a promotional trailer including their mascot. Using frame-by-frame animation and photographed modelled sets. It was a unique creation process, young children's viewing habits and interests.





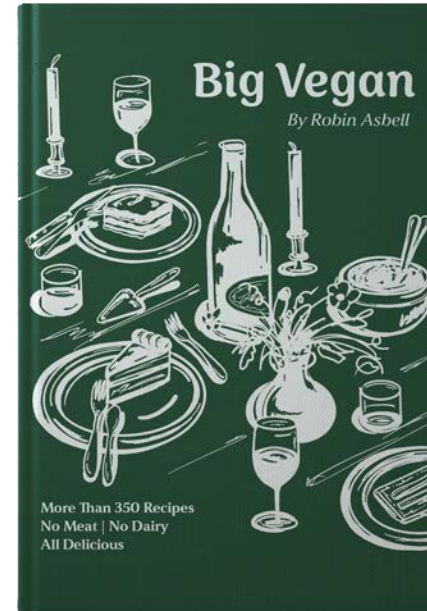
Visual Communication Design | Marketing Route UI/UX Design, Brand Identity, Illustration

Hi, I'm Mayra Chávez! I'm a visual communication designer with a focus on business and marketing and a thing for thoughtful, approachable design. I combine business strategy and design thinking to solve problems that improve user experiences. I strive to see the big picture and deliver refined solutions.

Mayra
Chávez

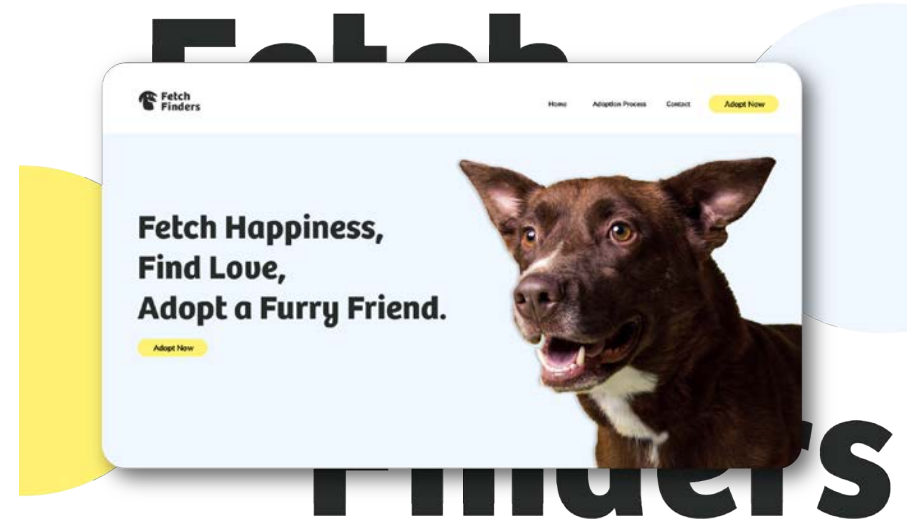
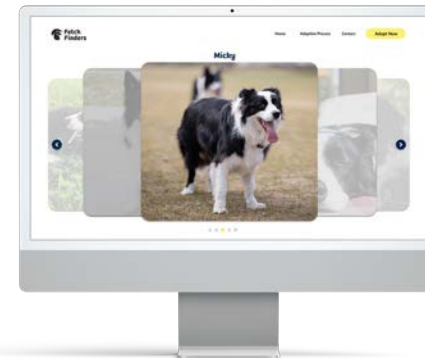
Big Vegan

When redesigning "Big Vegan" I aimed to portray vegan food as a refined dining experience accessible to all. Through this redesign, the goal was to convey the notion that vegan cooking is akin to a grand celebration, welcoming everyone to partake. I strived to create a cookbook that could seamlessly transition into a captivating coffee table book, further enhancing its appeal and usability.



Fetch Finders

Fetch Finders is a user-friendly website that aims to streamline the pet adoption process. The aim was to build a platform that stresses ease of use while providing extensive information to facilitate successful matches between pets and adopters. Fetch Finders seeks to significantly impact pet adoption by lowering surrender rates, in a playful and approachable tone.



madebymayrachavez@gmail.com
mayrachavez.myportfolio.com



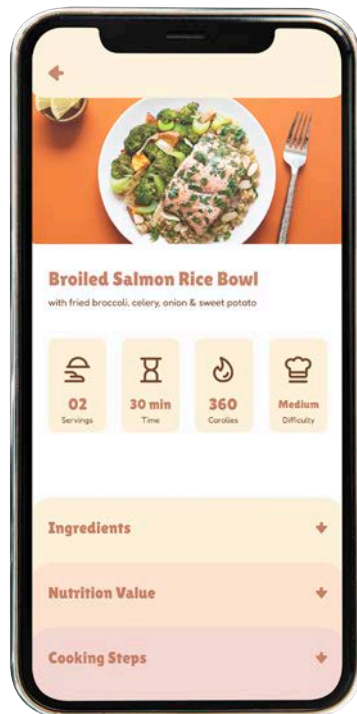
Yizhou
Chen

Visual Communication Design | General Route Illustration, UI/UX Design, Information Design

Hello, I am Yizhou Chen, a Visual Communication Designer passionate about illustration, UI, and information design. Due to my own health issues, many of my current design projects develop in food-related themes. My design goal is to create a cozy feeling through soft tones, aiming to create an emotional connection with the audience and make people realize the importance and connection of food through culture and social influence.

Food Surprise Weekly App

This is a project creating a mobile app that designs a sign-up experience for a new food startup that will deliver the user a fully prepared gourmet meal once a week. I also hope that using this app will make people pay attention to the diversity and fun of having food, making meals no longer monotonous and dull.



The Official Harry Potter Baking Book Redesign

This hardcover book is redesigned from The Official Harry Potter Baking Book, by using magical patterns and appearing more appealing. Catering to children's preferences and combining them with a cookbook, I incorporated more illustrations and colours for better understanding and increased interest. I chose Smyth sewn binding to allow pages to lay flat, coated paper with a matte finish for moisture-resistant.





Henry
Deng

huixideng@gmail.com

Industrial Design | General Route

Product Design, 3D Design, Illustration

Hey! My name is Henry Deng and I'm an Industrial Design student. I developed a fascination with 3D modeling as a kid, which only grew during the course of my degree. I'm particularly interested in exploring light's impact and interactions in design. My goal as a designer is to show these interests and values in ways that stand on their own, without the need for words.

Dinnerware

Hildring Fine Dining on Havila Voyages cruises was my restaurant of choice when creating a dinnerware set for an existing fine dining establishment. Their stated mission is to give a taste of Norway, reflecting the bold, cold and clean natural environment. My goal was to embody these values, incorporating them with aspects of the landscape and national culture.



Side Table

We were tasked with creating a side table that followed the visual language of an existing furniture design company. This side table follows the designs of U+Furniture, a contemporary Chinese Furniture studio, with their motto of "moderation and harmony". This side table tries to reflect those values, combining aspects of traditional Chinese architecture and furniture in a modern form.





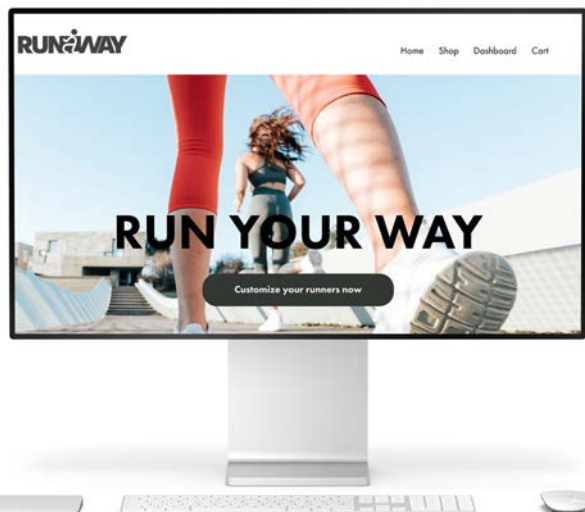
Amie Doucette

Visual Communication Design | General Route Illustration, Brand Identity, Motion Design

Hello, I'm Amie Doucette! I'm a Visual Communication Design specialist with a background in illustration, graphic design, and branding. My design approach begins with approaching every challenge with genuine curiosity. I believe in the transformative power of design to leave a lasting impact, aiming to contribute fresh perspectives and inventive solutions to every project.

RunAway Shoes

"RunAway Custom Running Shoes" merges athleticism and style with its dynamic web design, enabling users to personalize footwear for both fashion and performance. The interface facilitates smooth navigation, from selecting shoe models to customizing colors, prioritizing functionality in sizing, cart management, and purchases.



amie.doucette99@gmail.com
addoucet.myportfolio.com



Seed to Spoon

"Seed to Spoon" unfolds as a captivating hand-illustrated culinary experience, celebrating the art of cooking with home-grown produce. This project intertwines the joys of gardening and culinary creation, offering a visual feast of vibrant vegetables, charming seed packets, and essential cookware.





Grace Futoransky

oatmieltdesigns@gmail.com

Visual Communication Design | General Route Typography, Illustration, Printmaking

I'm Grace Futoransky and my work in Visual Communication Design aims to uplift and educate viewers about important social and environmental topics. To make information accessible and engaging, I combine my knowledge of typography with lighthearted illustrations. I also enjoy using principles of design within the traditional medium of printmaking.

Breakout of the Stigma

To help adolescents develop healthy long term skin care habits, I designed a board game to destigmatize *acne vulgaris*. The goal of the game is to learn about the four grades of *acne vulgaris*. Players do not win by eliminating acne, but rather by assembling as many skin-care routines as possible.



Lois Hole Book Re-Design

I updated the informative gardening manual Lois Hole's *Perennial Favourites*, published by Lone Pine Publishing in 1995. The re-designed book aims to appeal to the next generation of gardeners by combining bold illustrations with clean typography. Overall, this book is intended to help make information about gardening approachable, regardless of what experience the reader has with plants.





Denise
Gama

Visual Communication Design | General Route Brand Identity, Information Design, Editorial Design

Hello. I am Denise Gama. With a focus on Visual Communication Design, my journey as a designer shaped my interests in creating visual identity systems, publications, and UX/UI design. As a creative, I try to apply wit and innovative ideas into my work, aiming to connect people's stories, experiences, and motivations through effective visual narratives, processes, and systems.

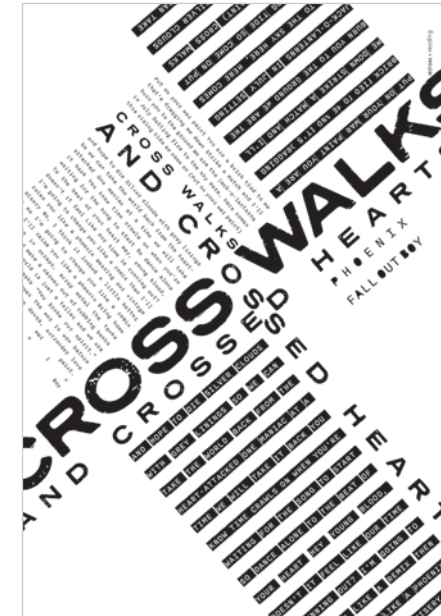
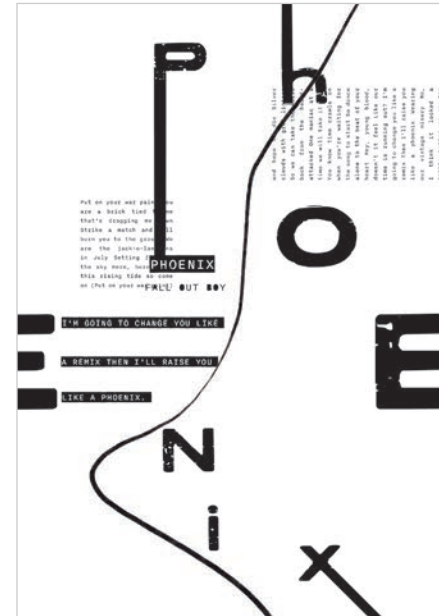


Book Redesign: Ways of Seeing by John Berger

The project explored the redesign of a literary work that should correspond to its elements, author, and readers. The final design emphasized the relationship of word and image, focusing on scale of imagery, hierarchy, and layout — creating an impact on how the reader sees and understands information that aims to engage and invite an experience — through the language of images.

Expressive Typography: Phoenix by Fall Out Boy

Inspired from a song: Phoenix by Fall Out Boy, the project explored the application of expressive typography to show how text can be seen, read, and understood through the emphasis of contrast, hierarchy, scale, orientation and the many ways the lyrics of the song can be visualized and interpreted.





Andrea
Klapstein

andreaklapstein@gmail.com

Visual Communication Design | General Route Illustration, Brand Identity, Service Design

Hello! I'm Andrea Klapstein, a visual communication designer interested in illustration and brand identity. I enjoy crafting memorable, playful designs that connect with users in unique ways. With a background in fine arts, I love experimenting with various techniques to explore different visual languages. I aspire to create designs that grab attention, evoke emotions, and leave a lasting impression.



Boocha Branding

Boocha is a local kombucha company that has been redesigned to create a more eye-catching visual system that can easily stand out among competition. The goal with this project was to create a memorable experience for the customer that better matches the feeling of the company. The organic shapes used throughout the design align with the organic handcrafted product.

InSitu

Designers
Andrea Klapstein, Sydney Boyce-Fontaine

MADE's InSitu lecture series aims to bridge the gap between lecture and its content by bringing people to locations and learning about their surroundings. The result is a small pass-book that is paired with a website that provides additional information on events as well as future events. The guests would receive a QR code sticker at each event to place in their passbook to keep track of their attendance and revisit the website easily.





Joyce
Lee

ID & VCD | General Route

Product Design, Brand Identity, Illustration

Hi, I'm Joyce Lee, a Bachelor of Design graduate with a focus on Industrial and Visual Communication Design. From tangible products to visual systems, I am passionate about stimulating positive change through the creative process. I enjoy taking strategic and methodological approaches to visible mediums, striving for decisions that provide practicality, beauty, and a little bit of joy in life!

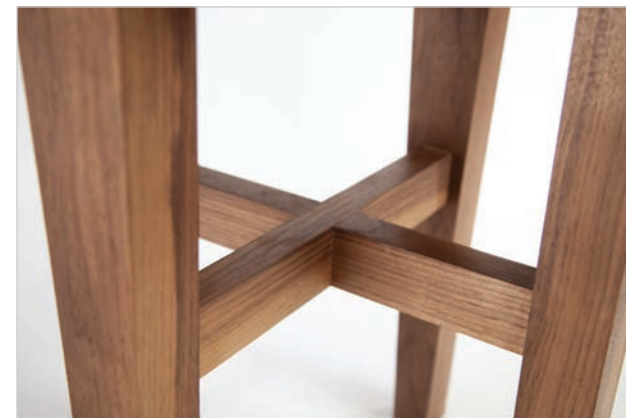
Sculptural Woodturned Objects

Exploring bowl turning as the medium of choice, this personal project integrates different species of wood, finishes, and techniques to create sculptural and artisanal objects that exemplify the beauty of one-off product design. I aim to highlight the journey of learning different techniques on the lathe, with an emphasis of exploring the potentials of form, material and visual language through the art of woodturning.



SADA Side Table

Inspired by the Brazilian furniture company ETEL Design, this side table encompasses its signature "wood couture" through careful, conscious appreciation of woodworking as an artform. The tabletop collages found and donated material, and is harmoniously tied through a walnut trim. As an eccentric accent piece to any space, SADA exemplifies visual harmony, thoughtful material choice, and sleek, contemporary furniture design.





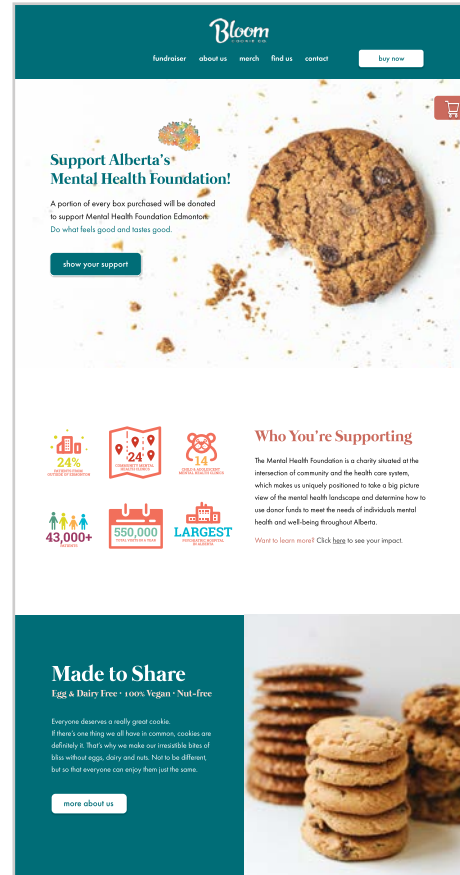
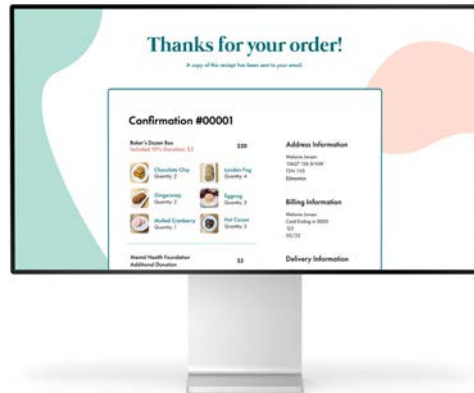
Tracy Li

Visual Communication Design | General Route UI/UX Design, Print Design, Illustration

Hey there, I'm Tracy Li! Specializing in Visual Communication Design, I am curious and driven by a passion to explore and create. My work is guided by principles of empathy and accessibility. I strive to forge meaningful connections through my designs and community, and aim to engage and resonate with diverse audiences.

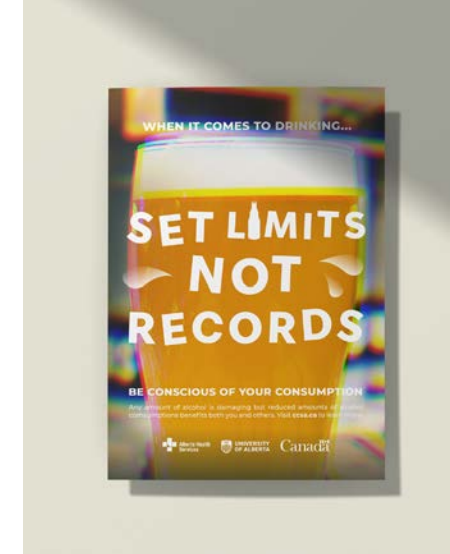
Bloom x MHF Website

This website serves as a mock project for Bloom Cookie Co.'s partnership with the Mental Health Foundation. This project emphasizes user experience and accessibility, while prioritizing ease of navigation. Through this endeavor, I deepened my understanding of human-centered design principles, while enriching my skills and insights in web design.



Alcohol Consumption Campaign

This project centers around a social campaign addressing alcohol and health, specifically emphasizing safe and low-risk alcohol consumption. My primary aim is to cultivate a lighthearted environment while educating audiences on the standards outlined by the Canadian Centre on Substance Abuse and Addiction. Engaging in this project enabled me to adopt a fresh, creative perspective on what is typically considered a somber topic.



tracyli.design@gmail.com
tracyli.myportfolio.com



Teagan MacNeil

macneil.teagan@hotmail.com
teaganmacneil.myportfolio.com

ID & VCD | General Route Participatory Design, Inclusive Design, Design Research

Hello, I'm Teagan MacNeil. Experienced in Visual Communication Design, Industrial Design, and Architecture, my interests are multidisciplinary—built around a desire to understand and improve the mutually responsive relationship between humans and their natural and built environments. Highly motivated by empathy, my design approach prioritises a continual practice of learning, questioning, and challenging existing systems to create solutions with a positive impact.

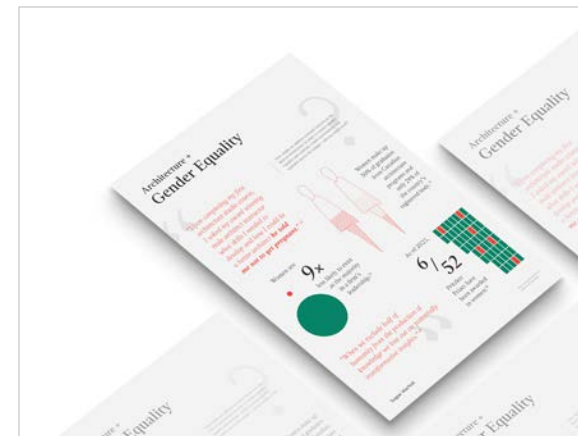


Designing for a Circular Economy

This project aims to reveal how a simple everyday product might be re-designed to transition away from the paradigm of a linear economy and towards that of a circular economy. Using broommaking as a case study, explorations focused on how designers can respond to the motivations and barriers of the four independent user circular behaviours—care, appreciate, upgrade, and re-purpose—that impact the efficacy of circular interventions.

Architecture + Gender Equality

This research-based project explores the current state, causes, and consequences of gender inequality in the field of architecture. A cornerstone for my aspirations to contribute to positive change in the area of systems design and inequality, learnings from this project supported a growth in my understanding of the non-linear factors that collide to perpetuate unjust systems as well as the potential of design advocacy work.





Hilary Meng

hilarymeng9@gmail.com
hilarymeng.com

Visual Communication Design | Marketing Route Brand Identity, UI/UX Design, Layout Design

I'm Hilary Meng, a visual communication designer with a focus on business marketing. I aim to create accessible work that fosters community connections and enriches the cities we live in. My work aims to make sense of, empathize with, and tell stories of the human experience we feel rather than the ones we may know.

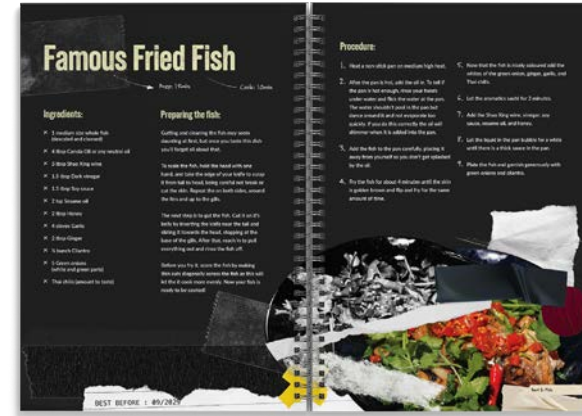


CYION

An identity and event booklet. Design uses original photography with futuristic and romantic visuals communicating a pessimistic look into the future of mankind. Tick marks used are similar to that of clocks, which alludes to this idea of time and change. The goal was to make the viewer feel as though flipping through the book itself was a visually transformative experience.

Mean Seafood

This cookbook addresses the lack of tailored resources for men who are interested in cooking seafood at home. Many existing home cookbooks are aimed at a general audience and do not take into account the specific needs of this group. Research showed that the majority of people who work in the kitchen are men, yet domestic cooking is still primarily done by women.





Alvena
Mui

mui.alvina@gmail.com

Industrial Design | General Route Furniture Design, Manufacturing, Sculpture

Hi! I'm Alvena Mui. Through my time in the Industrial Design program, I have explored my passion for three-dimensional work and specialized in furniture design, manufacturing, and sculpture. I find fulfillment in creating whimsical and playful work, and aim to spark light-hearted joy through my designs. As I continue my creative journey, I hope to keep improving my craftsmanship skills and bringing my spontaneous ideas to life.



Wormie Paper Towel Holder

This project features a paper towel holder in the shape of a worm. It aspires to be your favourite household helper, holding up paper towels ready for whatever mess may come your way. Wormie comes in a variety of colours and has many hats to choose from, allowing you to bring its personality to life!

Serendipity Spoons

This project features a series of wooden spoons hand-carved from discarded scraps of wood, created to utilize materials that would otherwise go to waste. The contours of each spoon echo the original shape of the wood scrap they were carved from, allowing the material itself to inspire the final products.





Maki
Nichols

makinichols@gmail.com

Industrial Design | General Route

Furniture Design, Product Design, Interactive Design

Hello, my name is Maki Nichols. Throughout my time in the Bachelor of Design program, I have been interested in exploring ways to incorporate moments of introspection into my designed objects and art work. I am particularly passionate about enhancing user experience through the thoughtful use of texture and form.

Tsuki Outdoor Chair

Tsuki is an outdoor chair created with the idea of care and relaxation. With a whimsical nautical and west coast feeling it is meant to enrich your outdoor spaces with a welcoming and calming presence. I tried hand carving the cedar to provide not only texture but also wanted it to reflect "Yugen" — a Japanese concept for subtle beauty.



Kage Side Table

Kage means "shadow" in Japanese. The idea for the side table came from the idea that side tables exist to help us with a space to put our things down. The sketches that guided the creation of this table are that of four figures holding the table top up together. They are working together to create a space for you.





Evan
Oliver

evanjdo@gmail.com

Industrial Design | General Route

Product Design, Toy Design, Usability Design

Greetings! I'm Evan Oliver, a proud Bachelor of Design, General Route graduate specializing in Industrial Design. My passion is innovative design; products that push to solve problems in distinct and novel ways fascinate me. Presently, my design specialty focuses on tools, furniture, technology, and toys, aspiring to improve the functionality of everyday objects and redefine how we use them.

Power Drill Guide

This stabilizer is designed to negate the lack of support you have when using a drill driver on many tasks such as drywall, furniture, or home renovations. This project was also meant to expand my skillset in rapid ideation, exploration, and prototyping over the course of several months with the goal of creating a working stabilizing device that can fit on most drill brands.



Osgo

Have you ever wondered if how you sit is how your body is designed to sit? I don't believe sitting with good posture should be difficult, so I designed the Osgo chair to facilitate proper posture when seated, preventing back and body pain. The chair is both aesthetically pleasing and functionally versatile, making it ideal for in-home offices, dining rooms, and living rooms.





Sneha Pooranalingam

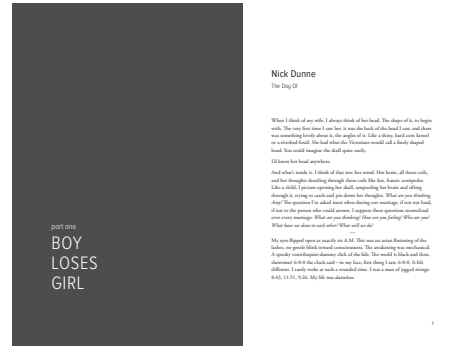
sneha.poorana@gmail.com
helloimsneha.com

Visual Communication Design | Social Science Route UI/UX Design, Brand Identity, Design Research

Hello, I'm Sneha Pooranalingam. My Bachelor of Design journey, particularly in Visual Communication Design focusing on social sciences, has been profoundly transformative. As my design career advances, I aspire to specialize in UI design, branding, and creative direction. I aim to push boundaries and learn about different kinds of individuals while innovating sustainable solutions for their diverse needs.

Book Redesign: Gillian Flynn

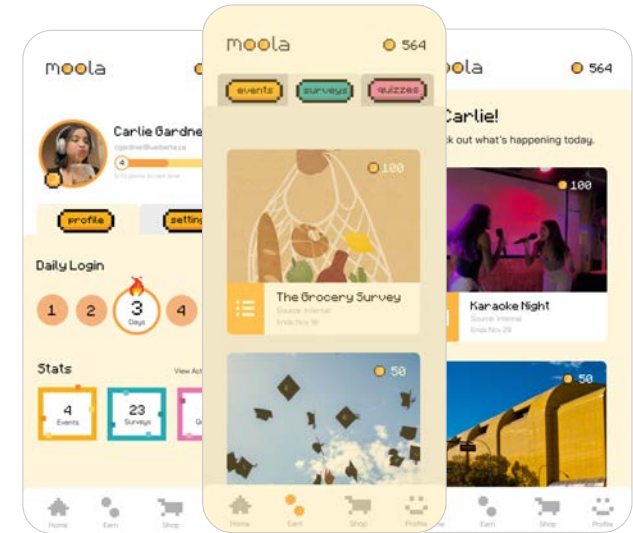
I redesigned three novels by the author Gillian Flynn, including 'Gone Girl', 'Dark Places', and 'Sharp Objects'. The covers blend photography and illustration to create distinctive, collectible editions that resonate with fans of Flynn's works. The redesigned covers pay homage to the original covers, while offering something different to readers who enjoy the genre of psychological thriller.



Moola

Designers
Sneha Pooranalingam, Michelle Wedel

Our objective was to revamp the UASU's 'perks' app, re-branded as Moola. Recognizing the potential to expand its reach beyond campus, we created a brand extension and identity system. We crafted a concise suite of marketing materials to empower the UASU in effectively promoting the product to their respective student communities. Embracing a pixelated, nostalgic visual style, we aimed to resonate with our target user group of university students.





Joel
Rodriguez Fajardo

joelrodriguezfajardo@hotmail.com

ID & VCD | General Route

Furniture Design, Product Design, Brand Identity

Hola! I'm Joel. I have gone through the Bachelor of Design General Route Program in Visual Communication Design and Industrial Design. I wish to connect metaphysical elements such as beauty, strength, and function. Harmonising them with the grandeur of the past to create modern designs with traditional accents. God bless!

Fossil Watch

Tasked with developing a watch style of our choosing in relation to an existing one; the watch chosen was the Fossil Grant Chronograph FS5230, sleek, detailed, professional, and bold. While designing from the existing model, additional key features were thought through and procured in the final product with more modern touches. Colour versions and in-situ renders were implemented.



Meta Chair

I designed and built a chair that combines a modern aesthetic with touches of traditional decoration. Through the process of revising the idea, explaining and reasoning to others helped to get a clear understanding, and most importantly accountability. The chair displays elegance and through its geometry, focusing on the meaning and the shape it conveys in itself.



Autumn
Sanders

ID & VCD | General Route

Service Design, Experience Design, Participatory Design

Hi, I'm Autumn Sanders, a Bachelor of Design graduate specializing in Industrial and Visual Communication Design. I'm passionate about bridging gaps in service, experience, and participatory design. I aim to challenge norms, create equitable solutions, and cater to diverse needs. Considering both human-scale details and broader contexts, I approach problems with an understanding of their multifaceted nature.

Book Redesign: A General History of Quadrupeds

This project reimagines Thomas Bewick's 1790 masterpiece, "A General History of Quadrupeds," is reimagined as a contemporary coffee table book. Originally educating readers about four-legged creatures through detailed woodblock prints and descriptions, the redesign prioritizes illustrations over text. It balances modernization with historical reverence, using Bewick's original artwork for authenticity.



sanderseautumn@gmail.com
autumnsanders.myportfolio.com

Explore the Seasons of Canadian Graphic Design

Designers

Autumn Sanders, Teagan MacNeil, Madison Melley, Linying Cheng

Inspired by Canadian graphic design history and Expo 67's wayfinding, this Trivial Pursuit edition invites players to Explore the Seasons of Canadian Design. It reflects on time passages and nature's role in Canada's culture and geography. Our team designed and manufactured all components, including the box, board, logo, icons, cards, and questions. The game adopts 1960s–1970s Swiss graphic styles, featuring geometric shapes and transparencies.





k

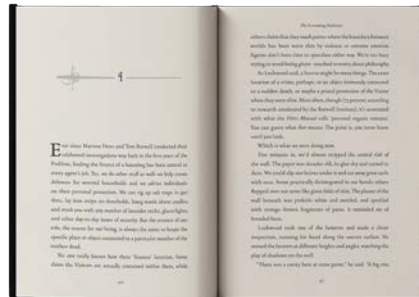
Katherine Shaw

Visual Communication Design | General Route Illustration, Information Design, Branding

Hi! I'm Katherine Shaw. During my studies in Visual Communication Design, I developed a passion for illustration, along with interests in information design and branding. Within my design practice, I'm interested in illustration as a means of storytelling, building community, and creating meaningful connections with others - be it in pop culture or related to social issues that I'm passionate about.

Book Series Redesign

This redesign of *Lockwood & Co* is a collector's edition that creates more visual consistency across the series and improves upon the typography and layout of the original version. The redesign also includes smaller visual elements recognizable to fans. The darker illustration style reflects the series' tone as a supernatural mystery fit for all ages.



misskatwinn@gmail.com



Feline Renal Disease Guide

Drawing from the experience of caring for a cat with chronic kidney disease, this printed guide aims to visually demonstrate the process of setting up and administering IV fluids to a cat. Such treatments can often be overwhelming to learn, particularly for cat owners with no experience in handling medical equipment.



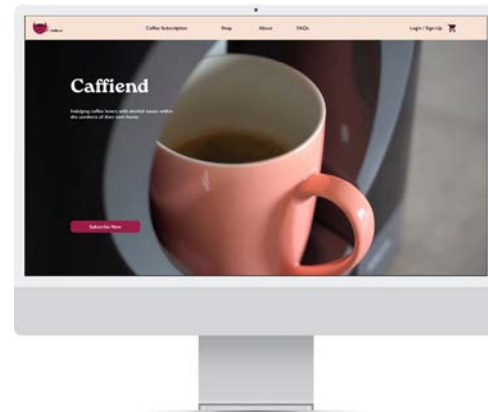
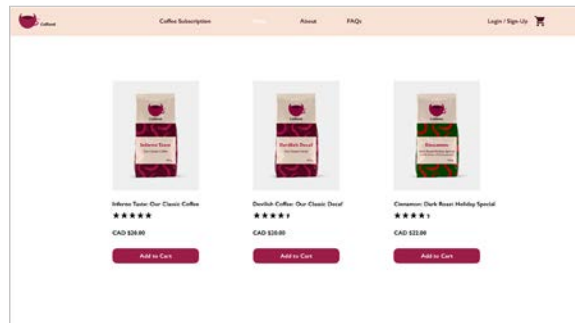
Carla Soriano

Visual Communication Design | General Route Information Design, Brand Identity, User Experience

Hello, I'm Carla Soriano! Throughout the program, I have developed an interest in Visual Communication Design. My work aims to convey meaningful messages that resonate with a wide range of audiences. As a Filipino Canadian, I am passionate about applying my experiences to these disciplines as I design in a way that promotes inclusivity and positivity.

Caffiend

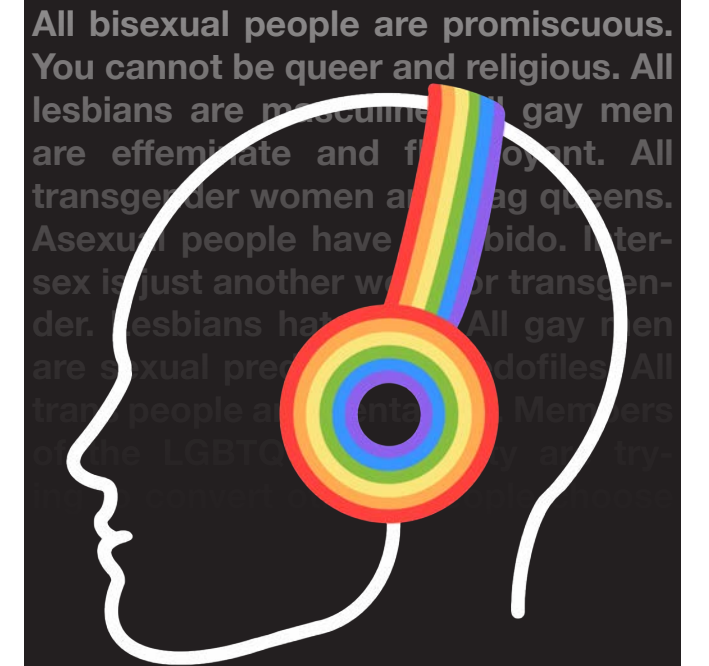
This desktop website is focused on a coffee-through-the-mail subscription service. It includes a sign-up experience that helps determine the coffee preferences of the customer, including the region and roast, and the frequency that they want the coffee delivered. The digital experience focuses on clarity for a better user experience, marketing the project in a way that would appeal to coffee consumers.



okaycarlamae@gmail.com
okaycarlamae.myportfolio.com

Let Me Be Queer

This social campaign brings awareness to harmful stereotypes directed towards the Queer community. The name is a play on the words "Let me be clear." Prejudice and discrimination against the Queer community is reflected in the everyday stereotypes that society may not be aware of, so I am bringing to light those particular words and phrases.



Canada's LGBTQIA2S+ communities are one million strong...

But over 50% struggle with mental health due to the stigmas surrounding the community.

Listen. Learn more.
#LetMeBeQueer





Yimeng
Tong

yimengtong3@gmail.com

ID & VCD | General Route

Furniture Design, Product Design, UI/UX Design

Hello, I'm Yimeng Tong, my work displays a distinctive aesthetic of femininity, cuteness, and playfulness. I aim to craft creations that infuse joy and whimsy into everyday objects. Through meticulous attention to forms and creativity, I aspire to create uplifting and inspiring designs, pushing the boundaries of traditional design conventions.

Swan Dinnerware Collection

Crafted for a Michelin-starred restaurant — Le Meurice Alain Ducasse, this collection mirrors the opulence of Versailles Palace. Through incorporating graceful swans, delicate flowers, and luscious fruits, nature is the muse for this design. Echoing the romantic ambiance of the restaurant, this dinnerware complements the overall aesthetic and luxury. This collection ensures a fine dine dining experience that is both elegant and unforgettable.



Her Lamp

Boundary-breaking piece that blends feminine fashion with furniture. The lamp's round heavy structure contrasts with traditional notions of femininity, yet the lampshade embraces feminine shapes and textures. Inspired by high-end fashion, it incorporates elements like puffer sleeves, lace accents, and organic folds, using fabrics such as cotton and synthetic silk. The result is home decor that redefines modern femininity, evoking personal identity and emotion.





Michelle
Wedel

@m.r.w.design
michelle.r.w.design@gmail.com

ID & VCD | Marketing Route

Product & Packaging Design, Branding, User Experience

Hi, I'm Michelle Wedel, a graduate in both Visual Communication and Industrial Design, Marketing route! As a designer, I seek to create designs that not only solve problems but illuminate the extraordinary in the everyday. Whether designing products or visual systems, my goal is to leave a mark on people's lives, making them a little easier, brighter, and more joyful.

Calla Lamp

The Calla lamp is inspired by taking the elegance of natural forms and adapting them into a minimalist design. Emulating the natural curves of a calla lily, the lamp is hand sculpted by heat bending. The form honours its material by considering how light flows through it, and the wood base provides a refreshing visual contrast.



MVSE

This project explores how design aesthetics and function work together to have an impact on user experience, specifically when interacting with makeup products. Decisions were guided by understanding the preferences and opinions of makeup users, keeping in mind how makeup has a unique meaning to every individual. The title "MVSE" comes from "Muse": a word related to femininity and beauty, but also inspiration.





Senuda
Wettasinghe

Senuda2002@gmail.com

ID & VCD | General Route

Design Administration, Emotional Design, Social Design

Hello, I'm Senuda Wettasinghe. Throughout the Bachelor of Design program, I've been fascinated by the intersections of Visual Communication Design and Industrial Design. Grounded in attention to detail and mindfulness, my work aims to create inclusive experiences. I'm thrilled to blend these disciplines as I seek to design with purpose and compassion.



TIDE Side Table

The brief asked for a side table for an existing furniture company. I chose an Australian design group called TIDE Design who predominantly focuses on producing solid wood house wears. Their designs feature seamless joinery, and value intentionality in all their work. My addition features organically flared legs with a unique lap joint at its core as well as an untinted oil finish.



Furniture Conference

The FurniFuture Conference is an event hosted for the next generation of furniture designers. FurniFuture allow attendees to learn, inspire and fuel their drive to create furniture and connect with people of common interests. The brief was to design the visual identity system to promote the conference. The identity was applied to physical merchandise, such as mailout posters, the conference booklets, and commemorative pins.





Ian Wirtanen

ian.wrtnn@gmail.com

Industrial Design | General Route Manufacturing, Printmaking, Interaction Design

My interests lie in manufacturing processes and challenging conventions. I have used the General Route to apply several approaches to my work; including industrial and visual communication design, sculpture, and printmaking.

“Foxtrot Zero” Illustrated Zine

This project involved taking a personal experience and creating a comic-zine; a comic book which could be self-published at scale. Each page was hand-drawn and painted with water-colour. I used translucent film to create a foggy haze after scanning the illustrations.



Recollect Table

The legs are made of dense hickory while the table top is made of light cedar. The two sections are attached impermanently with a floating apron which allows for the seasonal expansion of the wood. Cork feet prevent the unwanted dents and scratches caused by the dense Hickory legs.





Peilin Wu

ID & VCD | General Route Illustration, Product Design, UI/UX Design

Hello! I'm Peilin Wu. My design journey revolves around connections between humans and the environment while exploring designs that bring comfort and calming emotions. My goal is to develop a design thinking of animal-centered or non-human-centered design, creating harmony between humanity and our surroundings.

Piping Plover Stamp Collection

This is a stamp project about the endangered bird Piping Plover in North America. This collection focuses specifically on the Piping Plover to demonstrate the details of the bird profile and identification, such as male and female Piping Plovers, their diet, habitat, behavior and nesting. This project aims to be an informative and fun collection to provoke awareness and protection of Piping Plover.



Lynnwu580@gmail.com



Tabletop Plant Stand

This is to design a tabletop plant stand that maximizes growing space so the sunshine could be more accessible and to showcase plants that come in different sizes. The design aesthetic is minimalist with a sense of flow in space. This product promotes using the space below the plant stand for other desktop objects, creating a harmonious working space with plants.



Runze
Xie

runzexie424@gmail.com

ID & VCD | General Route

Product Design, Furniture Design, UI/UX Design

Hello, I'm Xie Runze. I enjoy harmonizing oriental culture with modern aesthetics, pushing boundaries to create distinctive and meaningful user-centred designs. Drawing inspiration from oriental philosophy and natural elements, my goal is to elevate design through continuous learning and practice, providing users with unique and profound experiences.

The Dayking Album Cover

This project is an album cover for a concert cooperation between the Growlers Choir and Pro Coro Canada, the company behind the "The Dayking" album cover design. We designed two distinct covers, one relying on visuals and one centering on typefaces. To continue "The Dayking" experience, we visually conveyed the song's flow and passion in distinctive ways using both design approaches.



Karimoku Side Table

This project brief was to design a side table that complements a chosen company's aesthetic. I drew inspiration from *Karimoku of Japan*, a company renowned for exquisite solid wood furniture craftsmanship. The company, which has a distinct perspective on "people and furniture," concentrates on ergonomics, designing spaces for daily living. Therefore, my side table focuses on person-furniture interaction and versatility through straightforward construction.





Yiyen Xu

ID & VCD | General Route Brand Identity, UI/UX Design, Product Design

Hello, I'm Yiyen Xu. I excel in crafting illustrations and brand identities that are not only visually impactful but also deeply meaningful and unique. My work in Design Research has equipped me with the ability to comprehend and address users' emotional and physical needs through product design.



Book Redesign

The story *Totto Chan*, by Tetsuko Kuroyanagi published in 1981, follows Totto Chan navigating an unconventional school, promoting self-expression. Embracing simplicity akin to the original, the redesigned covers maintain a distinct charm, complementing the childhood themes. To enhance competitiveness and appeal, a simple yet representative color palette is introduced, aligning with the author's style.

UASU Perks Identity

"Bananza," the proposed name for UASU Perks App's visual identity, embodies luck and sudden wealth, reflecting its positive essence. The banana icon, forming the letter 'b', symbolizes playfulness and unexpected benefits. Crafted to represent key features, it translates the concept of sudden wealth into tangible rewards, enhancing user experience and positivity.



roberougxd@gmail.com

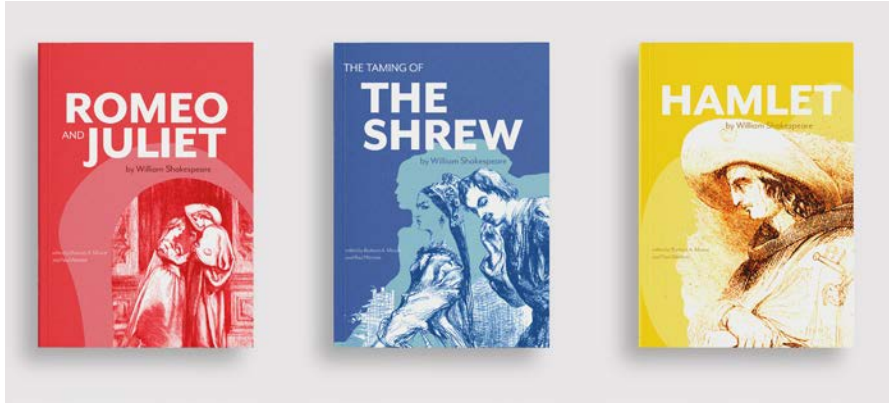


Arina Yablokova

ydesignbyarina@gmail.com
ydesignbyarina.com

Visual Communication Design | General Route User Experience, Print Design, Branding

Hi there, I'm Arina Yablokova. While completing the Bachelor of Design program, focusing on Visual Communications, I grew fond of information design, design research, and typography. I strive towards creating impactful and accessible designs rooted in empathy and trust while also exploring various experimental visual styles.

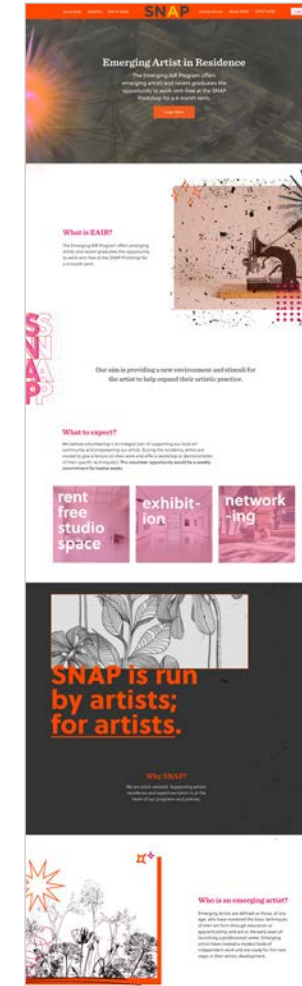
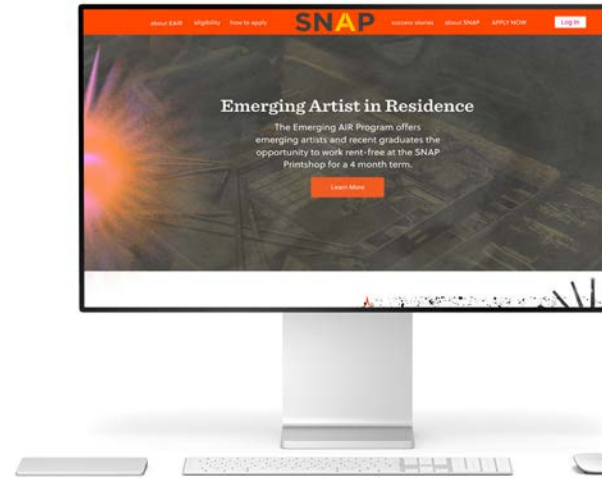


Shakespeare Book Redesign

While working on redesigning Shakespeare's *The Taming of the Shrew* the goal is to make the redesigned book more modern and accessible as a way to make the content less intimidating and more appealing to readers. The new design utilizes a modern layout with refined typography and bold imagery.

Call for SNAP Artist in Residency

The project's aim was to create a landing page for SNAP Gallery's Artist Residency program through designing a flow encouraging users to partake in this residency program. Through UX research, strategy analysis, and prototyping, the landing page informs and engages users, while creating an accessible and streamlined registration process.





Shirley
Yang

Visual Communication Design | General Route UI/UX Design, Brand Identity, Health Design

Hello, I'm Shirley! I study Visual Communication Design in the Bachelor of Design. I specialize in identity design and UX design. I enjoy researching creative design solutions that bring positive changes to people's lives. I'm curious about how design bridges the gap between disciplines. In my daily practice, I strive to deliver sensible and dynamic design systems that transform experiences.



Stamps Collection: Asian Heritage Month

This booklet of stamps design features daily activities cherished in Asian heritage. Asian Heritage has become an inseparable part of multiculturalism in Canada. The most personal and familiar experiences are selected to evoke a sense of home and collectives. A warm colour palette is incorporated to tie the stamps together with nostalgia.

InCase

Designers

Shirley Yang, Sneha Pooranalingam, Cindy Chen, Zhiyong Jiang

InCase is a tool-kit designed to assist pharmacists with distributing naloxone and raising awareness on opioid poisoning. We delved into previous literature about opioid poisoning education in pharmacies, conducted a field observation, as well as conducted semi-structured interviews with pharmacists to understand their experiences. Our seven component tool-kit consists of a pamphlet, discrete cards, availability signage, awareness posters, pop-up stands, support sheets, and reinforcement tokens.



shirleyyang.design@gmail.com
linktr.ee/Okshirl



Leo Zhang

ID & VCD | General Route

Product Design, Manufacturing, UI/UX Design

Hi, I'm Leo Zhang. Inspired by my love for the industry, I strive to infuse my knowledge from Industrial and Visual Communication Design with the essence of shared experiences. My design philosophy centers on fostering interaction and emotional resonance through design. I aim to create visually captivating and engaging pieces that transcend the ordinary, leaving a lasting impact on users.

Headphone Stand

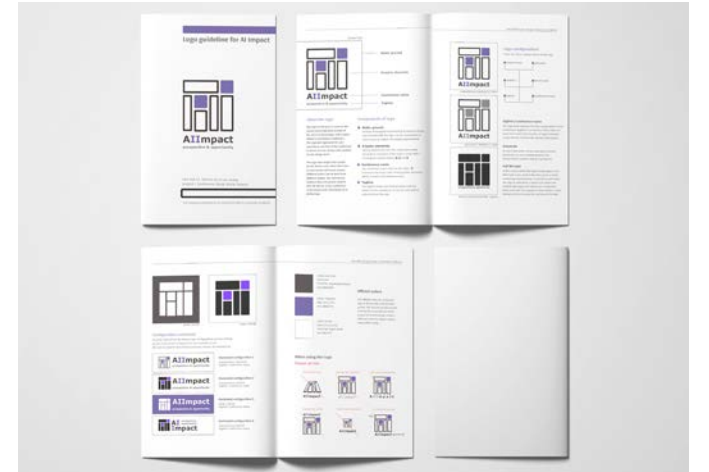
It aims to blend modern design sensibilities and the symphony of two contrasting materials - wood and metal. The design centers on clarity and purity, reflected in the stand's sleek and contemporary design. The lines and geometric shapes create a visually striking silhouette that complements the modern workspace or home environment.



leozhang0828@gmail.com
yuming5.wixsite.com/portfolio

AI Impact Conference

The AI Impact Conference is designed to bridge AI technology with the creative industry, offering insights and discussions opportunities for enthusiasts and professionals. Tasked with creating a compelling visual identity for the event, the design focuses on reflecting the modern, tech-oriented theme, mindful of how it translates across print and digital mediums.





Stephanie Zhang

ID & VCD | General Route Information Design, UI/UX Design, Brand Identity

Hello! I'm Stephanie Zhang. My studies in design have ignited my passion for UI/UX design, information design, brand identity design. I am dedicated to creating modern, innovative, and aesthetically pleasing designs that are functional and interactive. My design objective extends beyond solving problems, but aims to deliver a satisfying and uniquely significant experience for users.

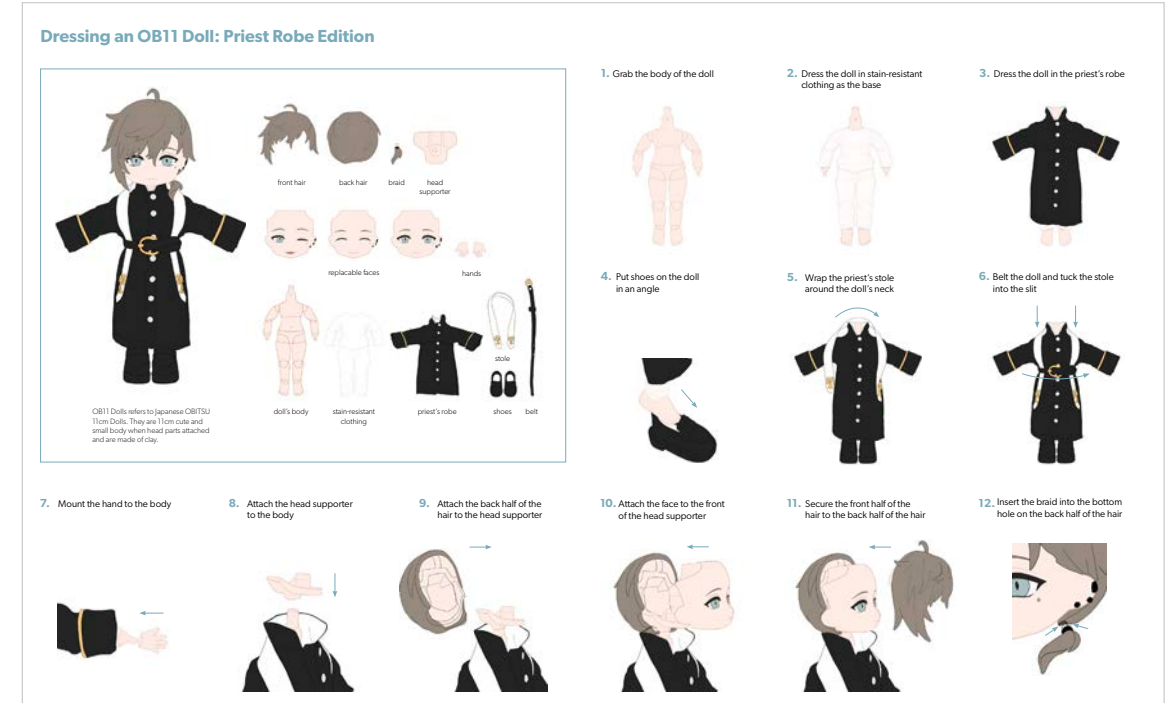
Canadian's Dream Life Edition – Stamps

This project simulates designing postage stamps for Canada Post, with my ideation of how the imagery can evoke resonance with the theme among buyers. Additionally, layouts of the stamps and the booklet require careful typography to ensure clear communication of textual information while maintaining overall stylistic harmony.



Doll Assembly Design

I designed procedural instructions for assembling a Japanese doll in the appropriate sequence. The project involved decisive choices on illustration and typography. The list of all the components assists users in easily locating the pieces and gaining a better understanding of how things should come together.



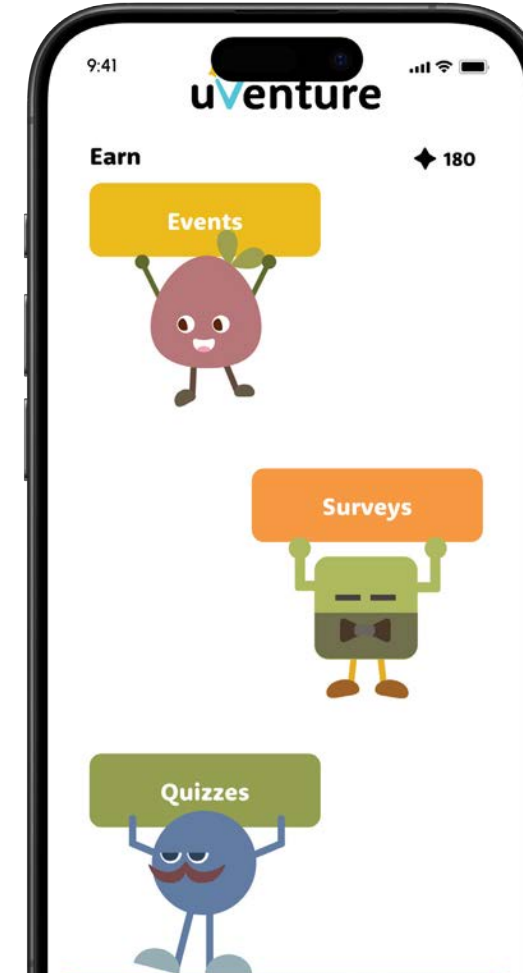
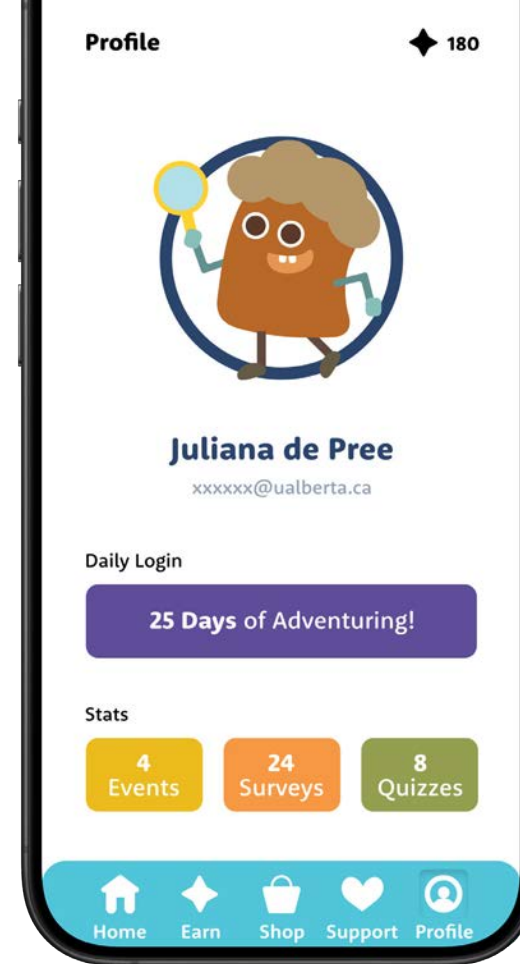
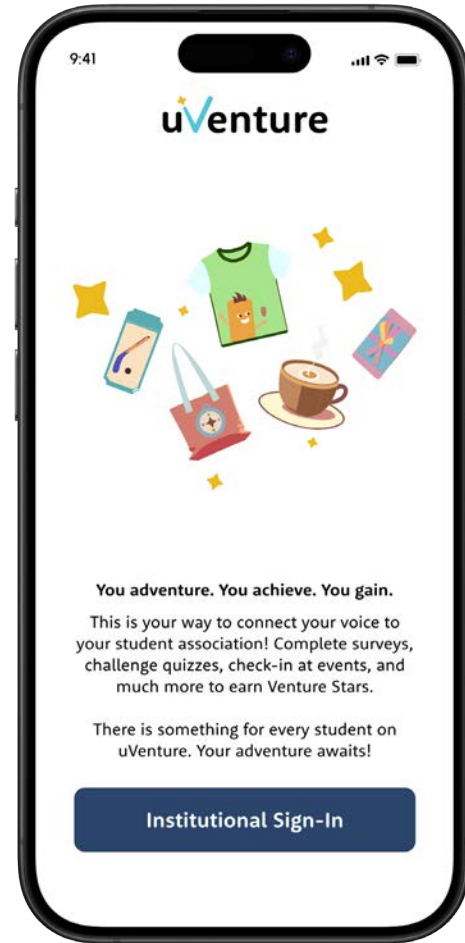
yuexizhang0816@gmail.com
yuexizhang0816.myportfolio.com

Designers

Lingying Cheng
Carla Soriano

UASU Perks App Redesign: uVenture

This project consists of a redesign of the current UASU Perks app visual identity system. uVenture's concept is inspired by the Perks Points gamification system and DnD Campaign. The name refers to the post-secondary experience being an adventure where individuals grow throughout the journey. The redesigned mobile app allows students to feel accomplished and rewarded by using the points they collect for real prizes.



Designers

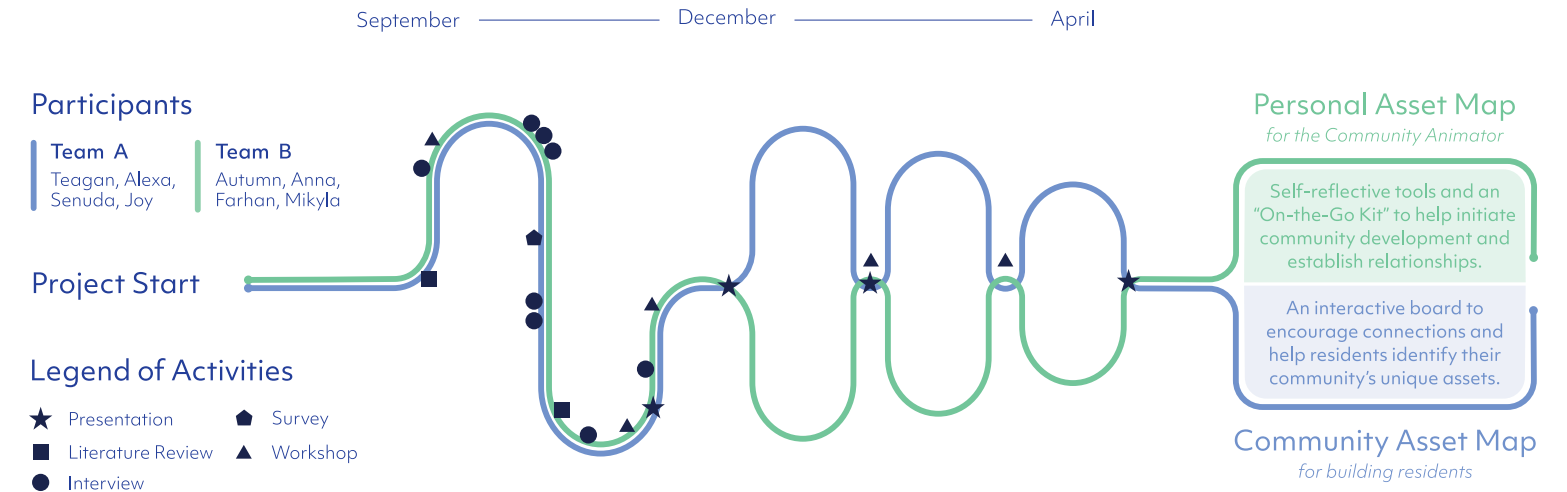
- Farhan Asif**
- Alexa Broen**
- Mikyla Johnson**
- Joyce Lee**
- Teagan MacNeil**
- Anna Mueco**
- Autumn Sanders**
- Senuda Wettasinghe**

Personal & Community Asset Mapping

This project, under the Skills Society initiative, aims to foster social inclusion and a sense of belonging for individuals with disabilities through a housing model. Through comprehensive research and engagement with stakeholders, we've recognized that community well-being hinges on interconnection, belonging, and trust. Employing Asset-Based Community Development (ABCD) principles, we've devised our project to focus on community strengths over shortcomings.



Visualization of Project Journey

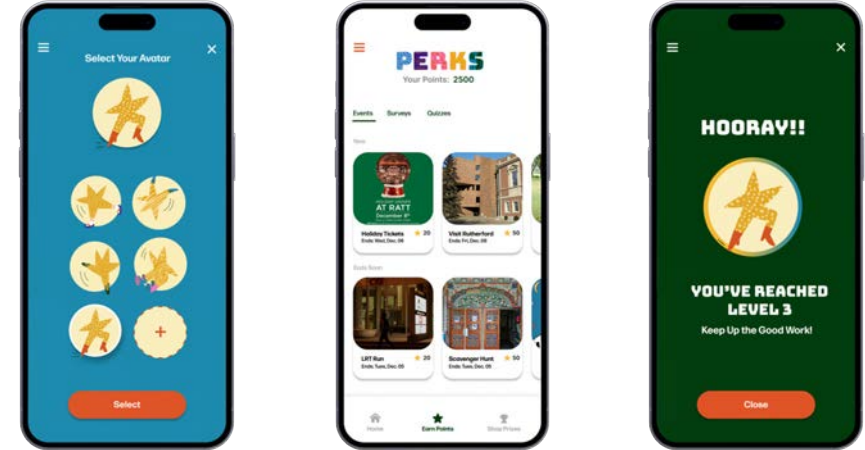
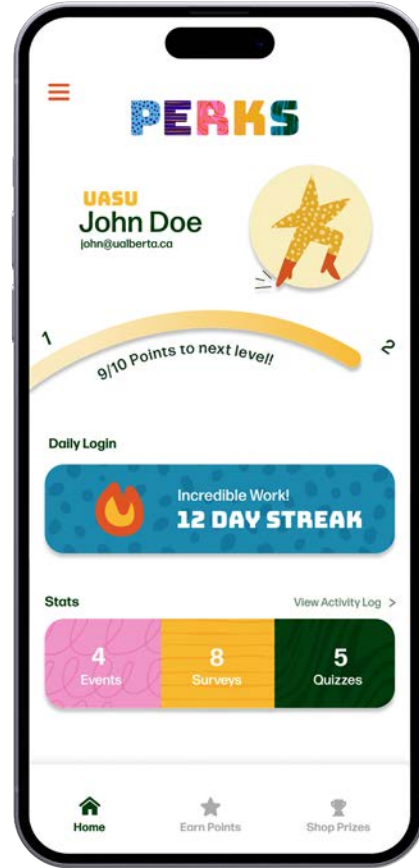
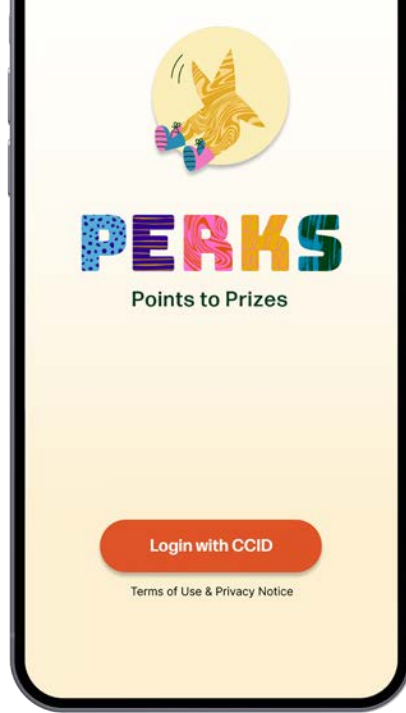


Designers

Mayra Chávez
Grace Futoransky

UASU Perks App Redesign

The Perks app is an extension of the University of Alberta Students' Union. We worked together as a team to re-design the Perks visual identity. Our goal was to reflect the diverse student body better and use a relatable tone to speak with students. To highlight the element of gamification within the app, we also developed a new slogan "Points to Prizes".



Designers

Teagan MacNeil
Autumn Sanders

SPILLREADY

SPILLREADY is a conceptual first aid airdrop kit intended to keep individuals safe, secure, and sustained during chemical-related disasters. Each kit contains essential items to meet the basic needs of two adults for a 72 hour time period, including standard and chemical-specific first aid, emergency food & water rations, and basic survival supplies. The final prototype is user-friendly and intuitive, with clear and simple procedural instructions directly integrated into the kit's physical packaging.

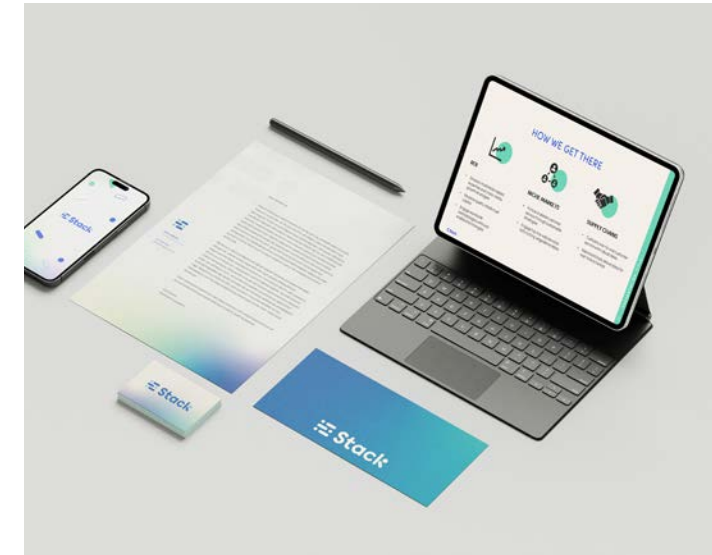
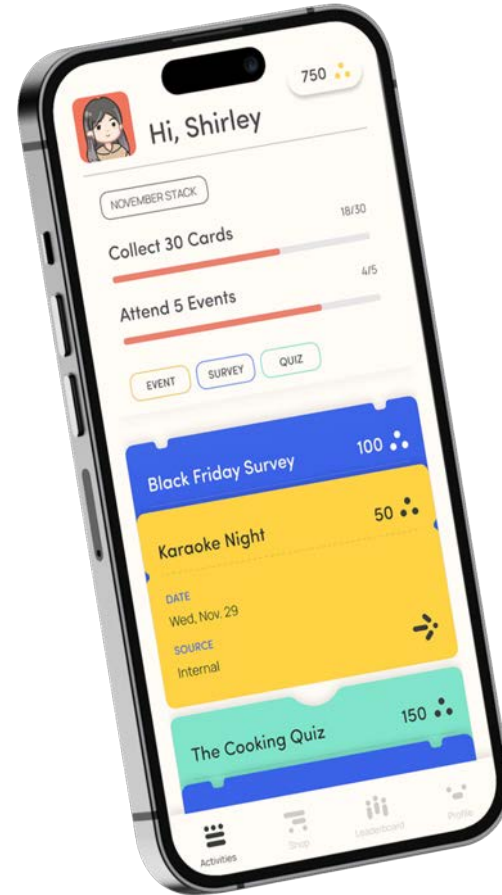


Designers

Denise Gama
Shirley Yang

SU Perks App Redesign: Stack

The project intends to redefine the brand for the University of Alberta Student Union's (UASU) mobile application through Stack. Inspired from the app's collection of quizzes, surveys, and events, Stack aims to be an approachable and reliable service for students to "stack", collect, trade and reap rewards. It is a platform that bridges student communications and survey collections marketed towards student unions across Canada.

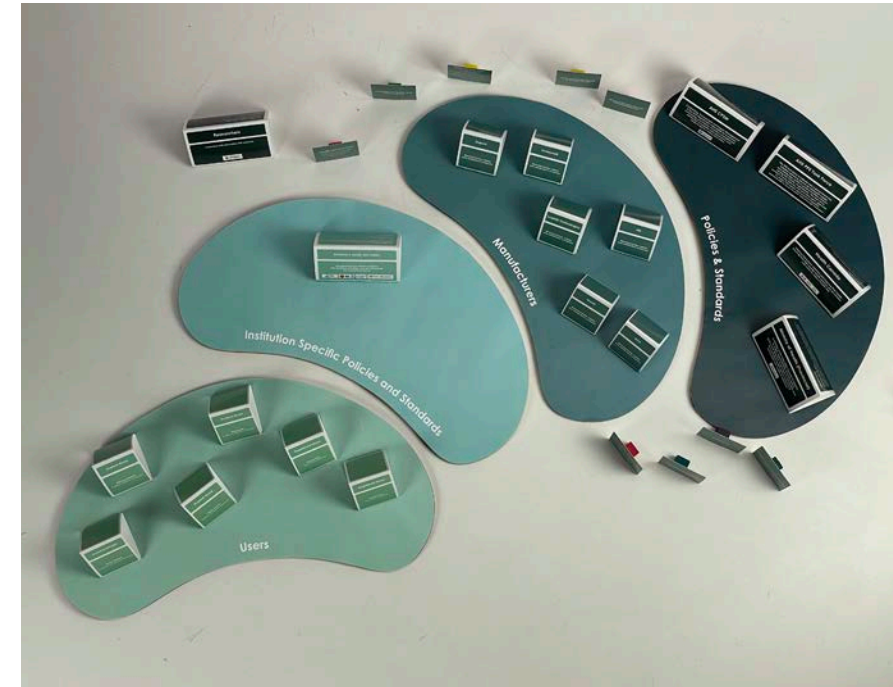


Designers

Farhan Asif
Harman Brar
Alexa Broen
Alex Bucknell
Runze Xie

PPE Sustainability: A CoDesign Tool

The demand for Personal Protective Equipment (PPE) has surged since the COVID-19 pandemic. Our team explored design opportunities to reduce PPE's environmental impact. Interviews with researchers, AHS policymakers, and healthcare practitioners revealed that existing solutions face systemic hurdles. In response, our co-design tool disseminates knowledge about PPE movement in Alberta healthcare. This interactive tool connects stakeholders and identifies barriers to mobilizing sustainable solutions.

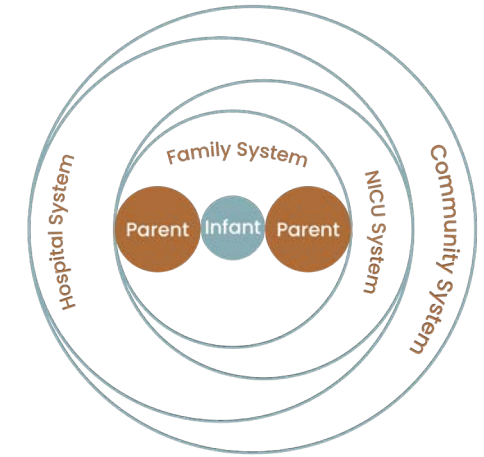
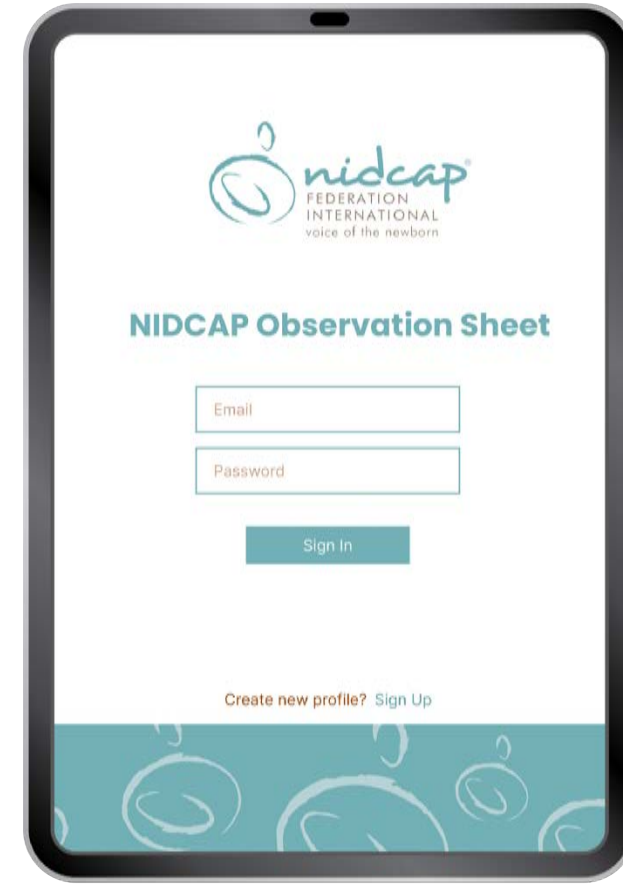
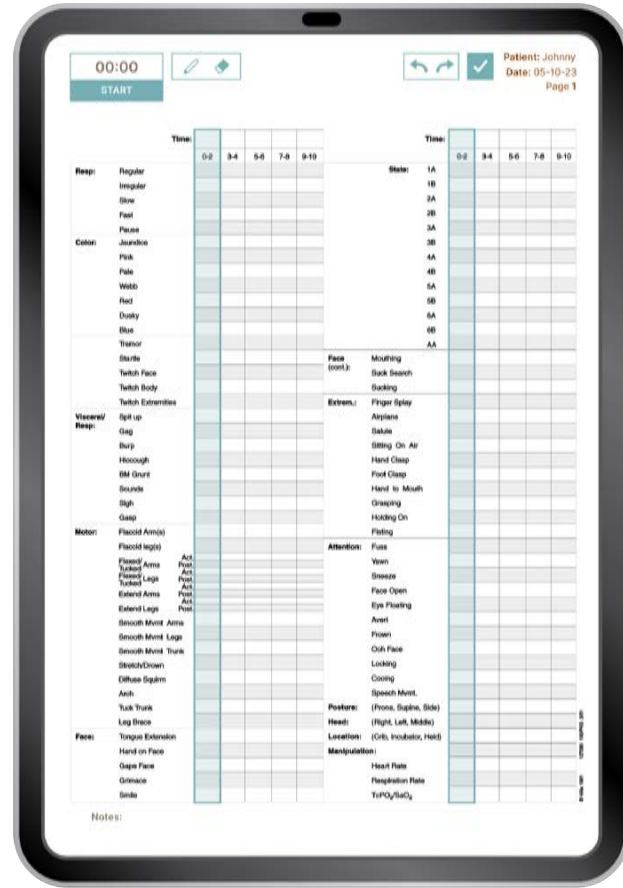


Designers

Farhan Asif
Alexa Broen
Ranit Ganguly

DOS: Digital Observation Sheet

The DOS app digitizes observation tools used by NIDCAP. The DOS (Digital Observation Sheet) was co-designed with neonatologists at Royal Alexandra Hospital after extensive research, shadowing eight NICU infant observations, and ideating multiple interventions. With Ranit Ganguly, a computer science graduate, we developed our prototype into a functioning Android app to improve NIDCAP's trainer/ trainee experience and enhance developmental care for infants in the NICU.



N newborn
I individualized
D developmental
C care *and*
A assessment
P program

Special Thanks

gold sponsors ●

silver sponsors

bronze sponsors

hi signs.



liftinteractive



in partnership with ●



Tim Antoniuk	Scott Cumberland	Peter Hide	Justin Pritchard
Judy Armstrong	Walter Davis	Kristen Hutchinson	Grieg Rasmussen
Louise Asselstine	April Dean	Kelly Johner	Gavin Renwick
Allen Ball	Steven Dixon	Jeff Johnston	Aidan Rowe
Barb Baker	Nick Dobson	Alex Keays	Daryl Rydman
Cindy Baker	Carlos Fiorentino	Sima Khorrami	Kim Sala
Paul Bernhardt	Cezary Gajewski	Benjamin King	Marc Siegner
Betsy Boone	Helen Gerritzen	Bryan Kulba	Kelsey Stephenson
James Boychuk-Hunter	Yelena Gluzman	Eleanor Lazare	Alex Stewart
Darren Calvert	Valéry Goulet	Robert Lederer	Jesse Thomas
Sean Caulfield	Joan Greer	Natalie Loveless	Cam Wallace
Shoko Cesar	Riisa Gundesen	Royden Mills	Tad Warszynski
Lisa Claypool	Megan Hahn	Lianne McTavish	Caitlin Wells
Susan Colberg	Tanya Harnett	Brad Necyk	Cody Wesley
Michael Cor	Gillian Harvey	Marilène Oliver	Ghassan Zabaneh
Cindy Couldwell	Lorenz Herfurth	Michael Peel	Kevin Zak



Acknowledgments

Chair, Department Head
Aidan Rowe

VCD, Program Coordinator
Sue Colberg

ID, Program Coordinator
Tim Antoniuk

Gallery Manager
April Dean

Grad Committee

Chairs

Sydney Boyce-Fontaine
Senuda Wettasinghe

Copy

Alexa Broen

External

Amie Doucette
Farhan Asif

Gallery

Autumn Sanders
Dree Beaudry
Teagan MacNeil

Visual Identity

Denise Gama
Michelle Wedel

Catalogue

Arina Yablokova
Tracy Li

Events

Jade Chan
Maki Nichols
Molly Kent

Finance

Harman Brar

Promotional Media

Hilary Meng
Katherine Shaw

Web/Social

Mayra Chávez





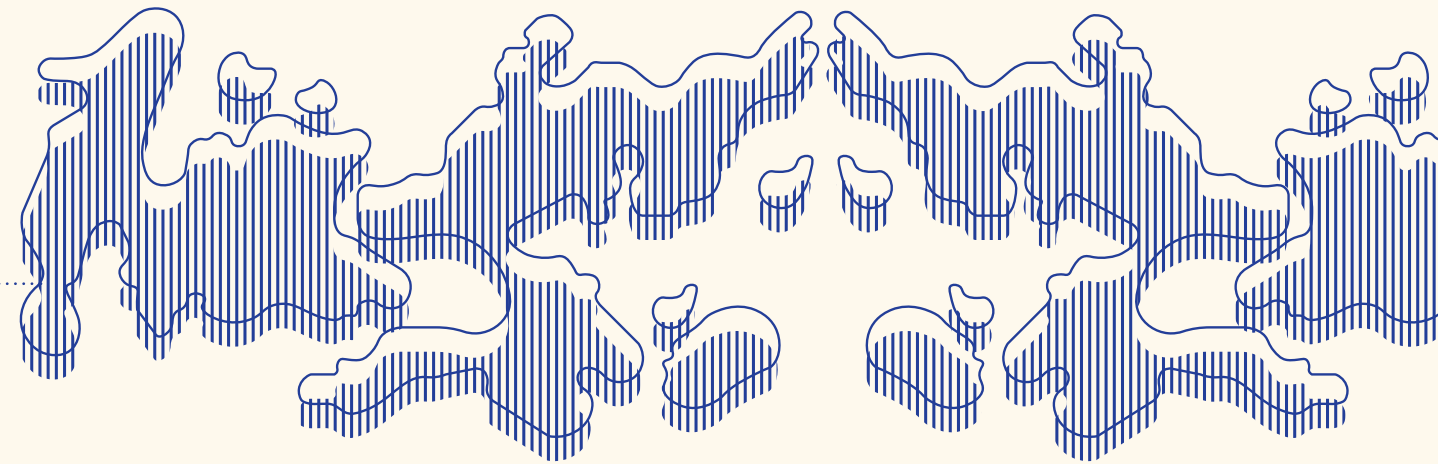
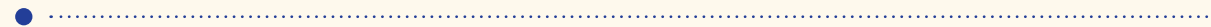
Colophon

This catalogue is set in the Garamond Premier Pro type family designed by Robert Slimbach and the Objektiv Mk3 type family designed by Dalton Maag.

The layouts are formatted in Adobe InDesign with assets created in Adobe Photoshop and Adobe Illustrator.

Printed at nexGen Grafix, the cover is printed on Pacesetter Silk Cover 100lb with UV spot coating and spreads are printed on Lynx Opaque 80lb uncoated.

metanoia
Graduating Class '24





University of Alberta | Art & Design

