

SCOTT AZULAY
PORTFOLIO



The following portfolio demonstrates a selection of design, photography, video production, websites, and advertising over the course of my professional career.

MULTIMEDIA & GRAPHIC DESIGNER

● PORTFOLIO CONTENTS

1. Aurora Cannabis Hockey Jersey Design
2. E-Commerce Imagery - Hero Packaging
3. Model Home Photography
4. Wedding Photography
5. Video Production
6. Allora Condos & The Creek Logo Design
7. Jazz Condos Logo Rebranding
8. Floorplan Brochures
9. Community Branded Kit Folders
10. Bourks Complete Car Care Website
11. Bourks Complete Car Care Seasonal Advertisements
12. Batstone's Northern Ramble Website
13. Dean Batstone CD Packaging

Product Development & Flyers

On April 20th, 2022, Aurora Cannabis conducted a giveaway to patients. I designed an Aurora-branded hockey jersey in the theme of The New Jersey Devils' 2021 third jersey. Along with the jersey design, we developed flyers, web banners, and social media posts to promote the giveaway.



4/20
Is Around
the Corner!

To celebrate, we're giving away 100 limited edition 4/20 hockey jerseys. All you need to do is sign up for our email newsletter and you'll be entered to win a jersey! You'll also receive exclusive offers and info on our latest products!

Subscribe to our email newsletter one of three ways:

- Login into your account, click "My Profile", select "I'd like to receive news and updates"
- Email Client Care at askus@auroramedical.com
- Call our Client Care team at 1-877-928-7672 (Monday to Friday: 9 a.m. to 7 p.m. ET / 6 a.m. to 4 p.m. PT)

That's all you need to do! If you're already subscribed, you'll be entered into the draw automatically.

*Open to 19+ Canada residents only (excluding Quebec). No purchase necessary. Must be a registered patient with Aurora Medical. The contest closes on April 20th, at 11:59 P.M. EST. See full contest rules and details at Auroramedical.com



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Product E-commerce Images

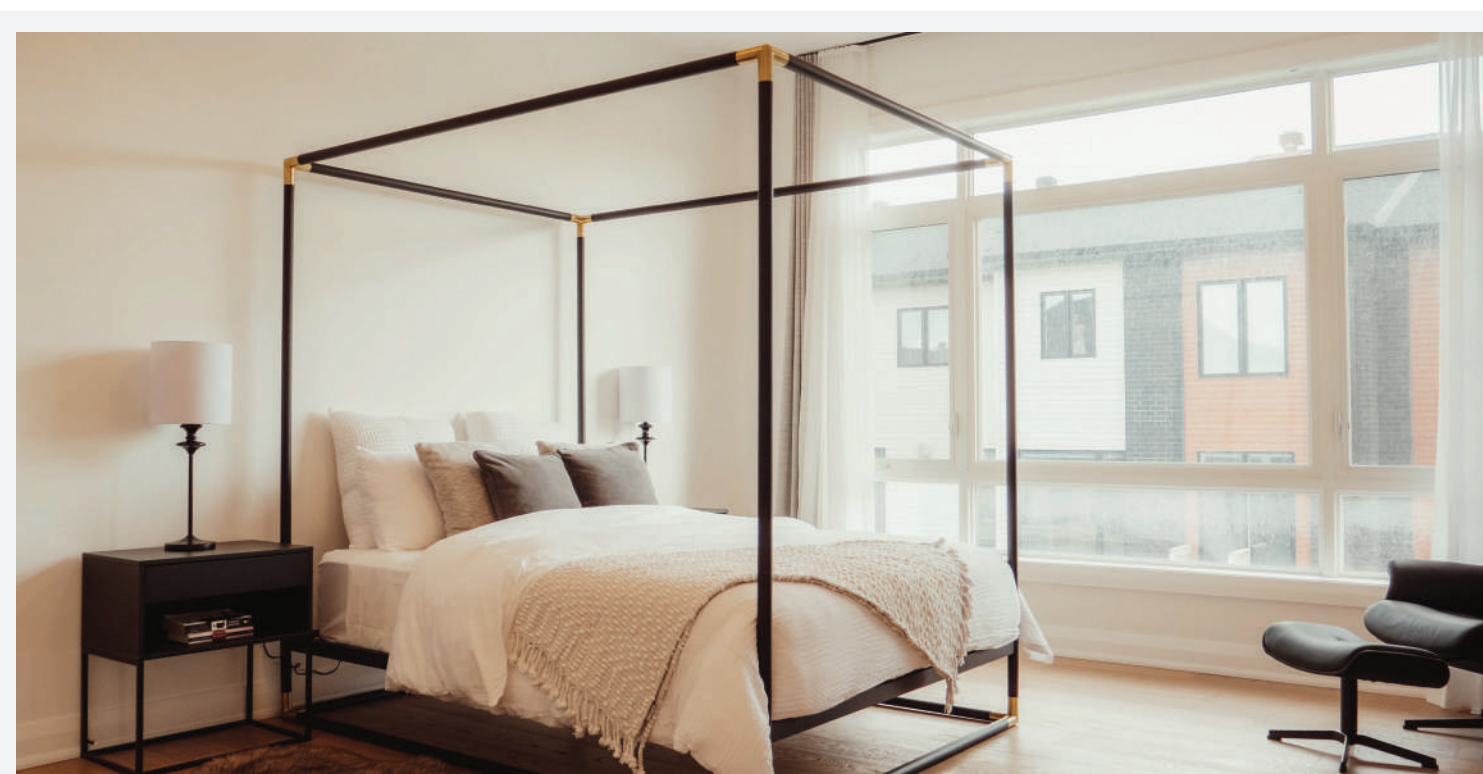
I developed new templates to display our products across our website, emails, social media & catalogues. This "hero" packaging has been designed to give the products a friendlier look, compared to actual product packaging which requires different warnings and government-regulated artworks.

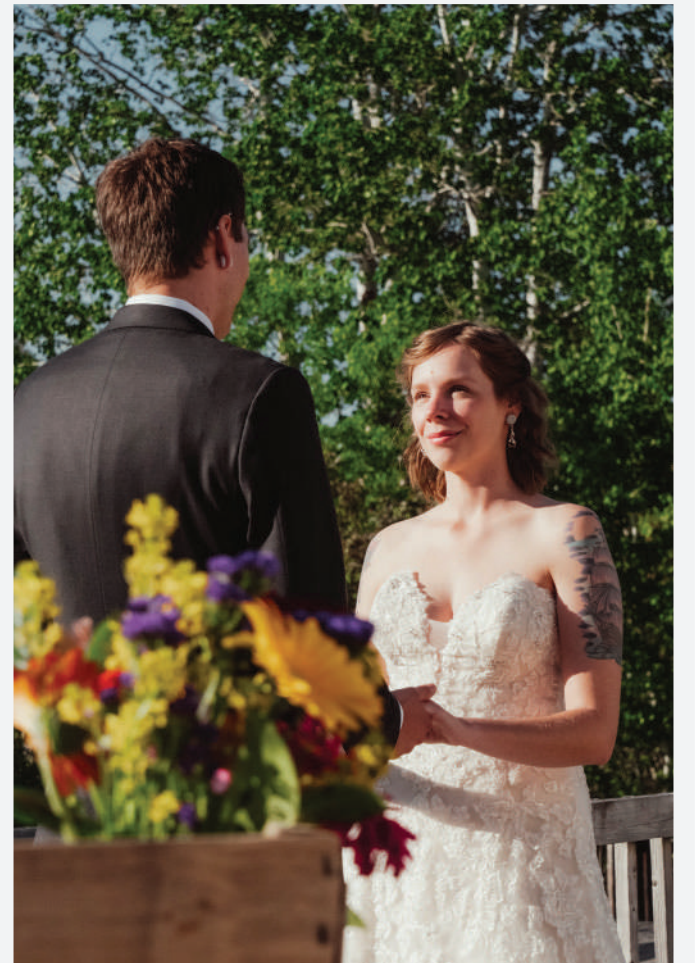


Product E-commerce Images

Pictured above is an example of how we would use our hero packaging in our Email marketing. Combining packaging and product to notify patients of product restocks, new product launches, and general brand awareness.

Photography for the newly built Urbandale Construction Single Family Model Homes in Riverside South.

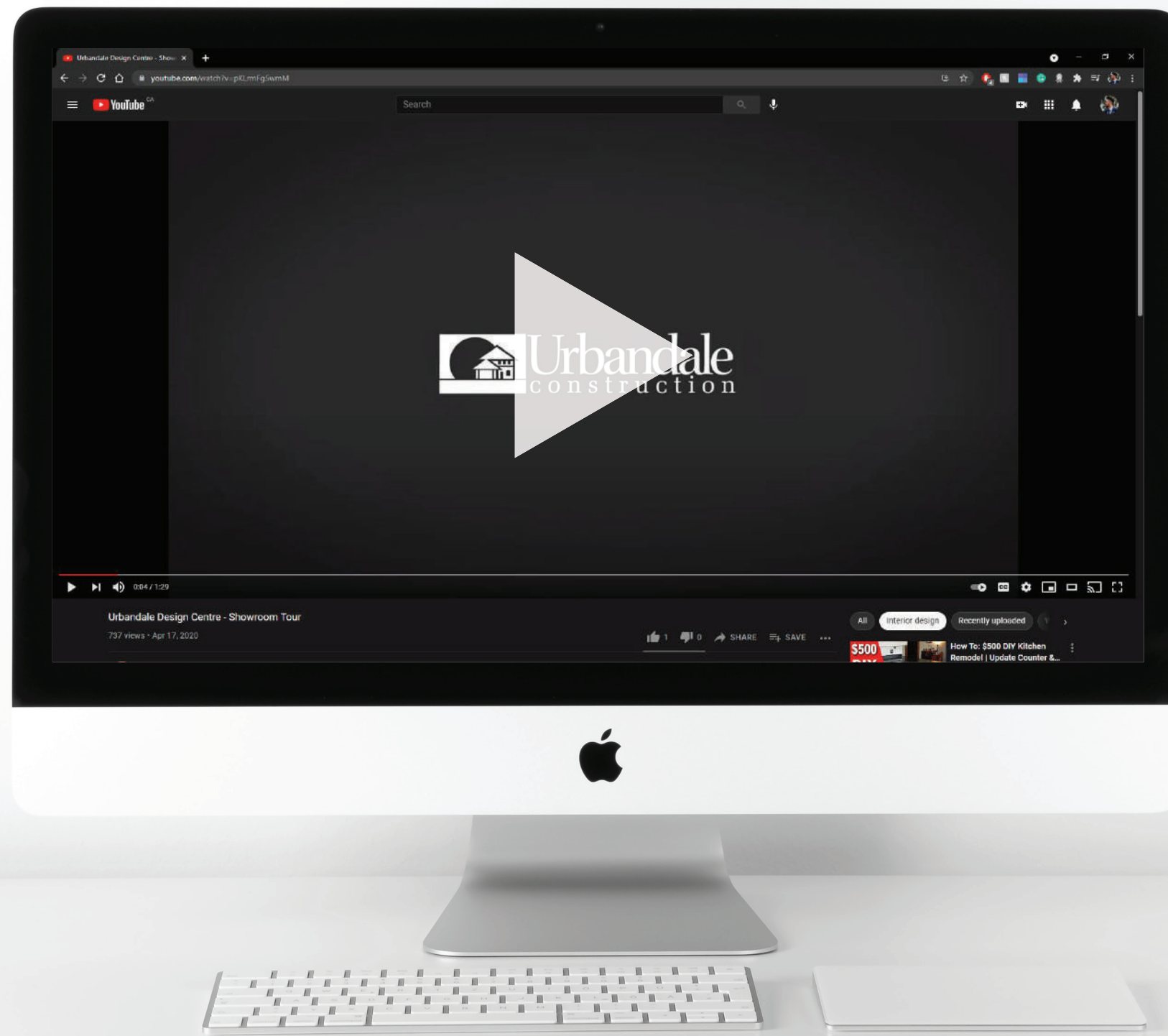




Video Production & Editing

Using video as a part of the marketing and sales strategy gives a memorable impression on new and existing customers. This trailer video; was used to showcase some of the many options available to every home purchaser at the Design Centre for Urbandale Construction.

*Watch the showcase trailer by clicking the screen below





Allora Logo Design

Logo creation for the Allora Condominium community in Riverside south for Urbandale Construction. Allora Condos is a boutique Italian-style project targeted toward adults looking to downsize inside a unique ravine setting which includes corner suites with expansive balconies.



The Creek Logo Design

With ample bike, hiking trails, and direct access to the Kemptville Creek and Rideau River via tributaries - providing a perfect outlet for recreational paddler, Kemptville has much to offer any nature lover. This outdoor enthusiast was kept in mind while creating this logo. Giving the look and feel of a quiet, quaint community for anyone looking to escape from the hustle and bustle of city life.



Jazz Condos Logo Re-Design

Rebranding for the Jazz Condominium community logo in Riverside South for Urbandale Construction. These stacked low-rise condos offer bright open-concept spaces and are complete with soaring ceiling heights. The rebranding was inspired by sheet music and notation while including brass metals to give the feeling of typical jazz instruments such as the saxophone. This rebrand is set on dark and black backgrounds from the inspiration of jazz music clubs.



PO | PORTLAND

2,914 SQ. FT.
44' DESIGN
PACIFIC SERIES



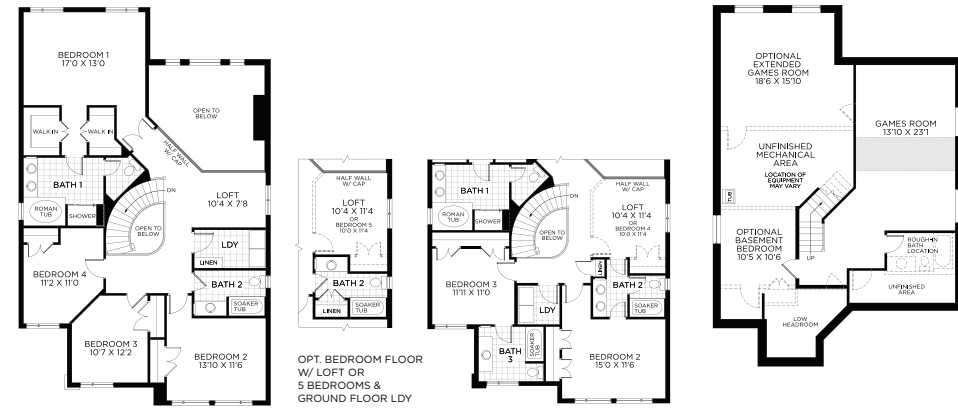
GROUND FLOOR OPT. GROUND FLOOR W/3PC POWDER ROOM

All illustrations are artist concepts and should be used as reference only. Plans and specifications are subject to change without notice. All dimensions are approximate. Actual usable floor space may vary from stated area. Structural/mechanical requirements may result in bulkheads, dimensional variations and/or minor adjustments that follow Teton regulations. Exterior steps and landings, including garage, may vary with site grading. Brick sides and rears are subject to site specifications. R-2000 is an official mark of Natural Resources Canada. Used with permission. E. & O. E. 02/02/21

R-2000®

PO | PORTLAND

2,914 SQ. FT.
44' DESIGN
PACIFIC SERIES



BEDROOM FLOOR OPT. BEDROOM FLOOR W/ LOFT OR 5 BEDROOMS & GROUND FLOOR LDY BASEMENT - FINISHED AREA 468 SQ. FT.

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R-2000®

KE | KELOWNA

2,806 SQ. FT.
44' DESIGN
HORIZON SERIES



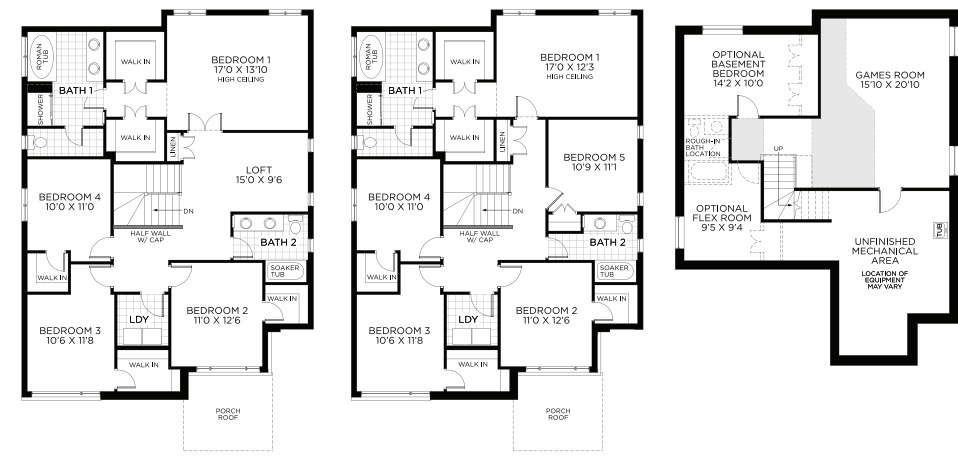
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R-2000®

Sales Sheets

One of the many tools used by the Urbandale Construction Sales Team is the floorplan handouts in digital and print mediums. By taking the architectural AutoCAD drawings and stripping them down to essential information we can showcase the blueprint and layout of each home. Allowing a purchaser to quickly compare different products from Condo developments, Single & Townhomes.

Community Kit Folders

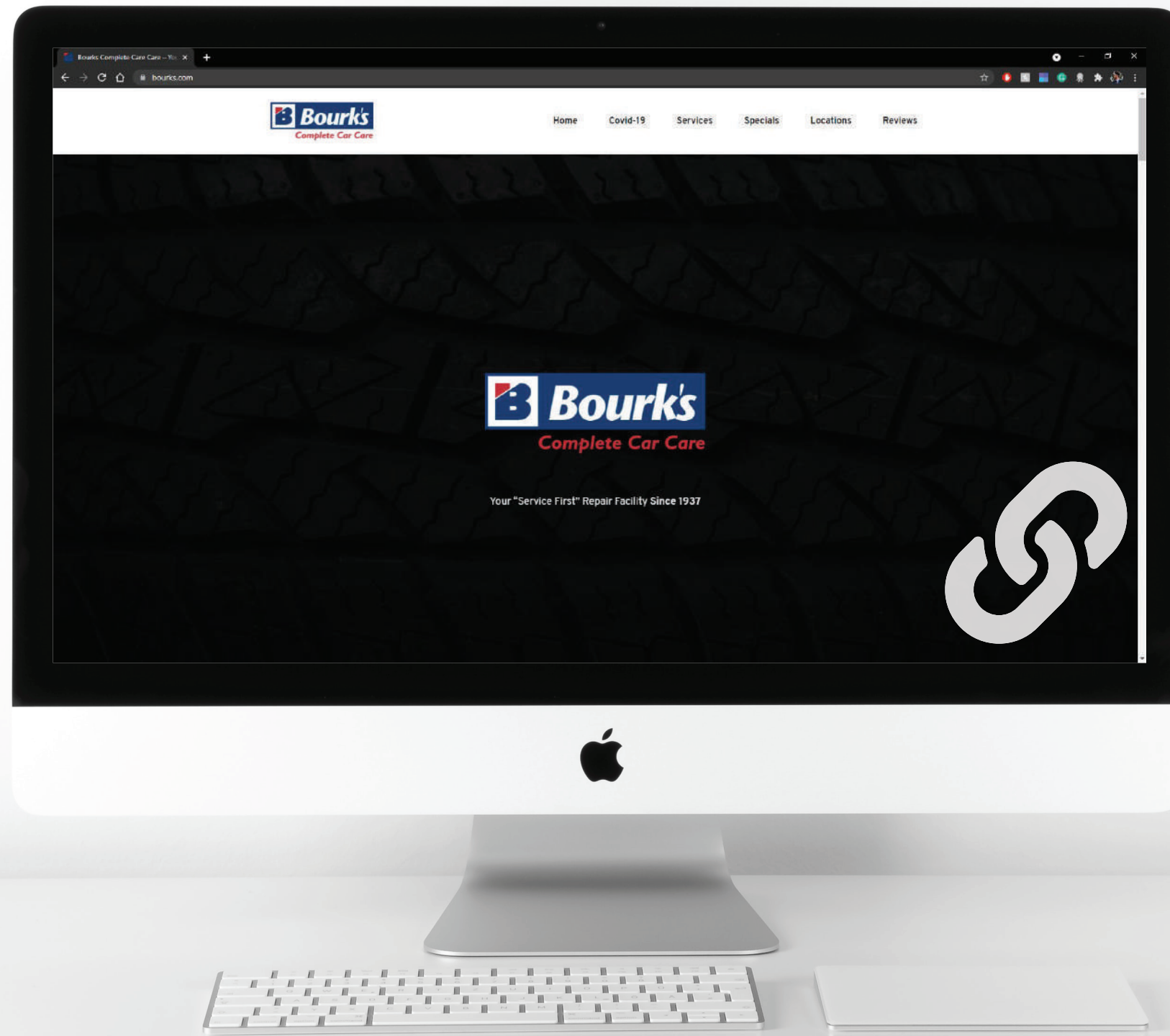
Community Kit folders were provided to customers at the Sales Centres for a place to store floorplans, price lists, and site plans. Adding to the overall sales experience these folders also contained small information, details, and overall branding of each community. A folded pocket with a cover flap that keeps all the provided documents in a local storage gives a memorable and impactful sales experience.



Bourk's Complete Car Care - Website

Responsible for the graphic design and sales resources, website & social material for Bourk's Complete Car Care since 2010. Most recently, converting a previously designed and developed website to a WordPress based CMS site.

*Visit their website by clicking the screen below.





\$69.95
*Starting From
Oil Change - Tire Rotation
50+ Point AutoServe Inspection Report

\$19.95
Premounted Winter Tire Installation
(When performed with an Oil Change)

Rust Protection Treatment
Starting From **\$129.95**

Auto Serve 1
Digital Inspection Software

50+ Point Inspection Report

CHECK FLUIDS	INSPECT	TEST
Engine Oil Coolant Brake Transmission Fuel Power Steering	Brakes Horn Air Filter Belts Battery & Terminal Steering Linkage Tire Inflation Tire Condition Shocks Struts Axles & CV Joint Boots Exhaust System Heater & Vacuum Hoses Radiator & Hoses Cabin Air Filter	Windshield Wipers & Washer Head Lights Signal Lights Tail Lights Brake Lights License & Reverse Lights Battery Rotate Tires if Required Preform Road Test

Your Family Owned Car Care Service Providers For Over 80 Years

BBB A+ Rating | ASE Certified | Rust Check

Parts & Services Guaranteed a minimum of 1 Year or 20,000 km.
Special covers most light-duty vehicles. Includes 5.5 Litres of Semi-Synthetic oil and winter tires must be premounted on rims. Cannot be combined with any other promotion. Taxes not included.



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Advertising Posters - Bourk's Complete Car Care

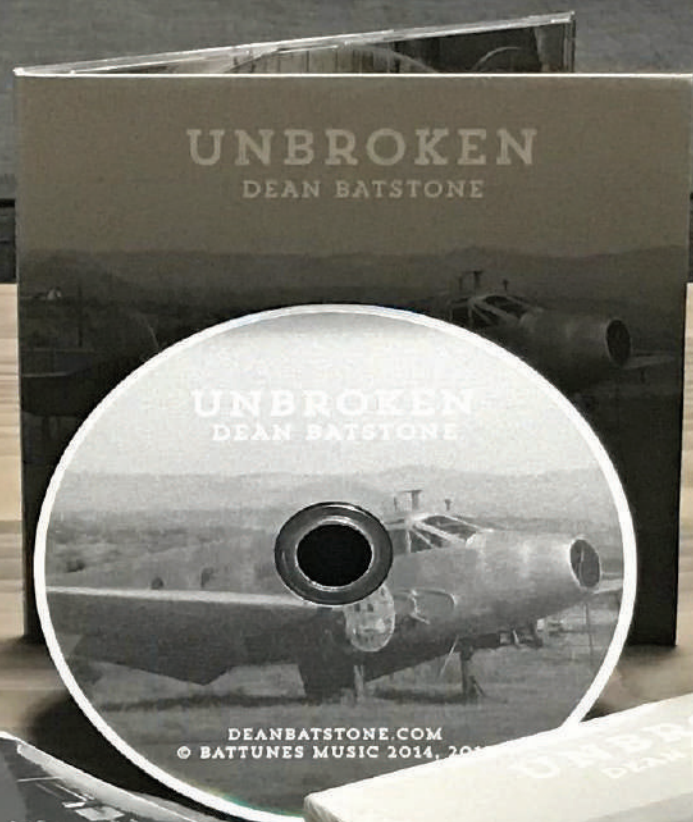
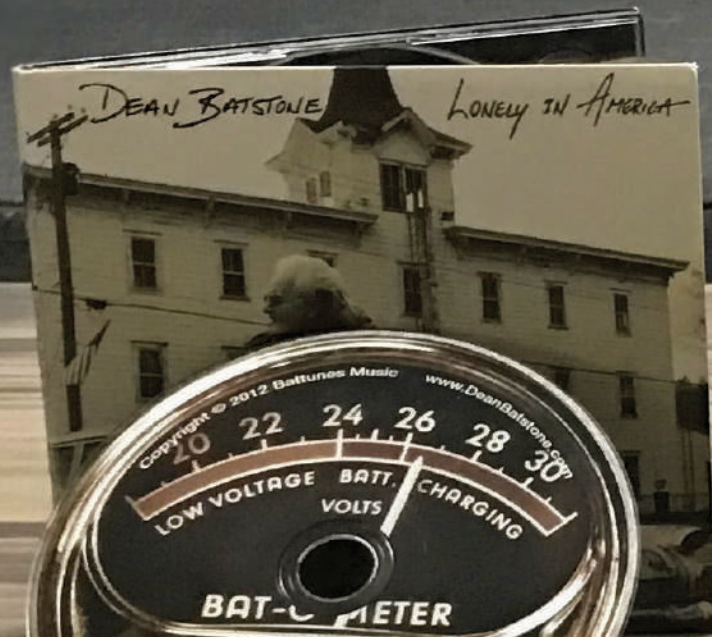
Layout and design of printed posters, newspaper ads, and digital advertisements for the seasonal Bourk's Complete Car Care vehicle service specials.

Batstone's Northern Ramble - Website

Working with local musician Dean Batstone to develop his business website for the now closed venue location in Renfrew, ON and now relocated venue in the township of Beckwith, ON. The website is hosted and designed using the Squarespace CMS.

*Visit his website by clicking the screen below.






Thank You!

Lets keep in touch:

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 613-859-5223

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 [scottazulay](#)