



Brendan Lane

Brand Identity Designer

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About Me

I'm a brand identity designer, which means I help individuals and organizations to develop unique, cohesive visual brand identities. I work with businesses to build recognizable, consistent, and beautiful brands that can effectively express themselves to the world in any medium.

Services

Vision Casting
Brand Strategy
Brand Guideline Design

Logo Design
Graphic Design
Web Design

Print Design
Packaging
Illustration

Selected Clients

Katrina Goh - Soprano + Educator

BRANDING / WEB DESIGN · 2018

Created a website for local soprano and voice teacher Katrina Goh, allowing her to showcase her press appearances, schedule, videos, photos, and repertoire. Built the site on a content management system, allowing her to freely add her own material through an intuitive dashboard.

nwHacks

BRANDING / GRAPHIC DESIGN / PRINT DESIGN · 2016

Designed all promotional and day-of graphic material for nwHacks, Western Canada's largest hackathon, including sponsorship booklets, banners, and t-shirts. Collaborated with the hackathon team to develop a unified visual brand.

Carnarvon Community School

LOGO DESIGN / BRANDING · 2015

Redesigned and modernized school logo and visual identity. Helped to develop and visually brand a student engagement program. Implemented the new logos onto school apparel.

Vanvero

LOGO DESIGN / BRANDING · 2014

Developed a logo and brand identity for photography startup Vanvero. Produced a cohesive brand guideline booklet in order to maintain the brand's visual identity across different media.

Education

Simon Fraser University

SCHOOL OF INTERACTIVE ARTS AND TECHNOLOGY · 2016

Graduated with a Bachelor of Arts, First Class with Distinction honours.