

REIHAN DESIGN

# Portfolio

## Rihanna Pour

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Project Type: **Brand Identity**

My role: **Graphic Designer**

Software:

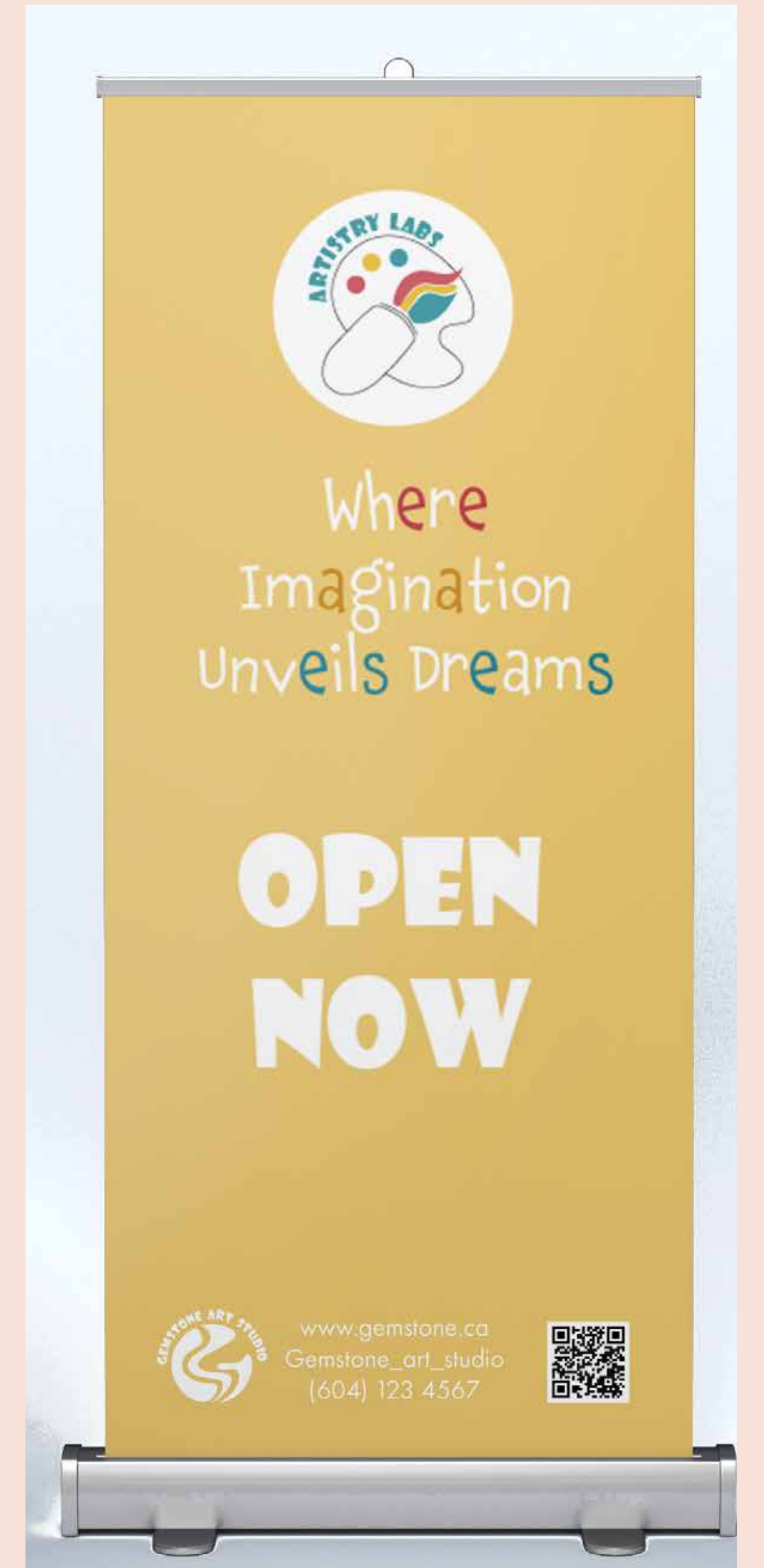


Brand identity for Gemstone Art Studio, a hybrid space combining an art workshop, exhibition gallery, and juice & ice-cream café aimed at creative kids and teens.

## Objectives

- Create a vibrant, friendly brand identity that appeals to young creatives
- Design logos, icons, stationery, and interactive collateral (e.g., puzzle-cards)
- Foster a cohesive visual system connecting the studio's three areas of activity

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Project Type: **Brand Identity**

My role: **Graphic Designer**

Software:



Branded identity design for Cup of Delight Café, an inviting and eco-conscious café concept. Cup of Delight is a cozy café in Granville Broadway, where folks aged 25-40 can feel at home. The café focuses on being eco-friendly, offering tasty vegan options for those who care about the planet.

## Objectives

- Establish a welcoming, green-minded visual identity for the café
- Strengthen branding for in-store environments and customer engagement
- Lay groundwork for future marketing and operational design improvements

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Project Type: **Marketing**

My role: **Graphic Designer, Photographer**

Software:

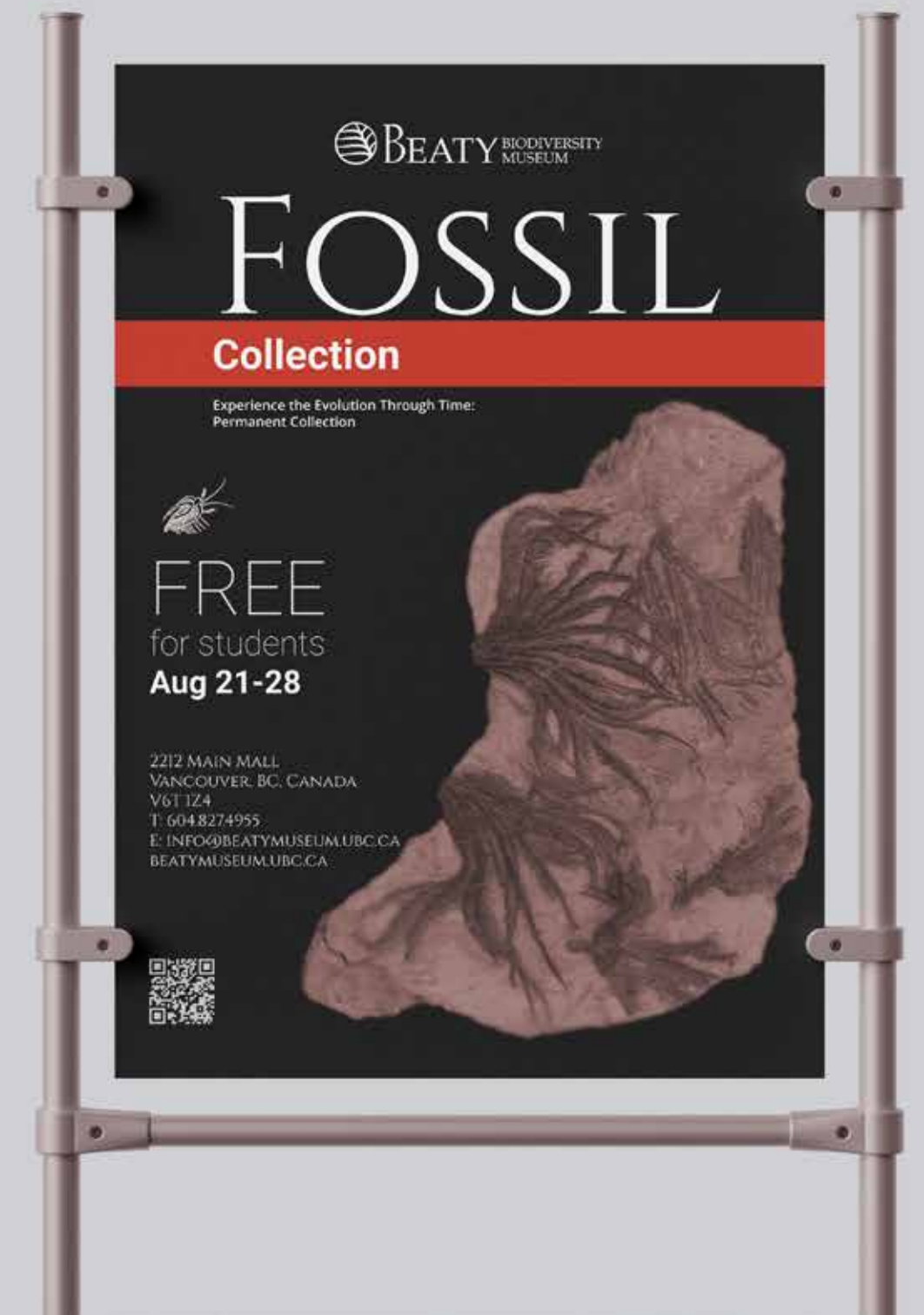


Promotional design for the Fossil Collection exhibition at the Beaty Biodiversity Museum, featuring fossils from British Columbia's Burgess Shale and beyond. The visual identity uses a black-and-white palette with red highlights and original photography to create a bold and authentic look.

## Objectives

- Showcase the richness and scientific significance of the fossil collection
- Appeal to a wide audience including families, students, and natural history enthusiasts
- Create a cohesive visual system using contrast, hierarchy, and personalized imagery

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Project Type: **Marketing**

My role: **Graphic Designer**

Software:

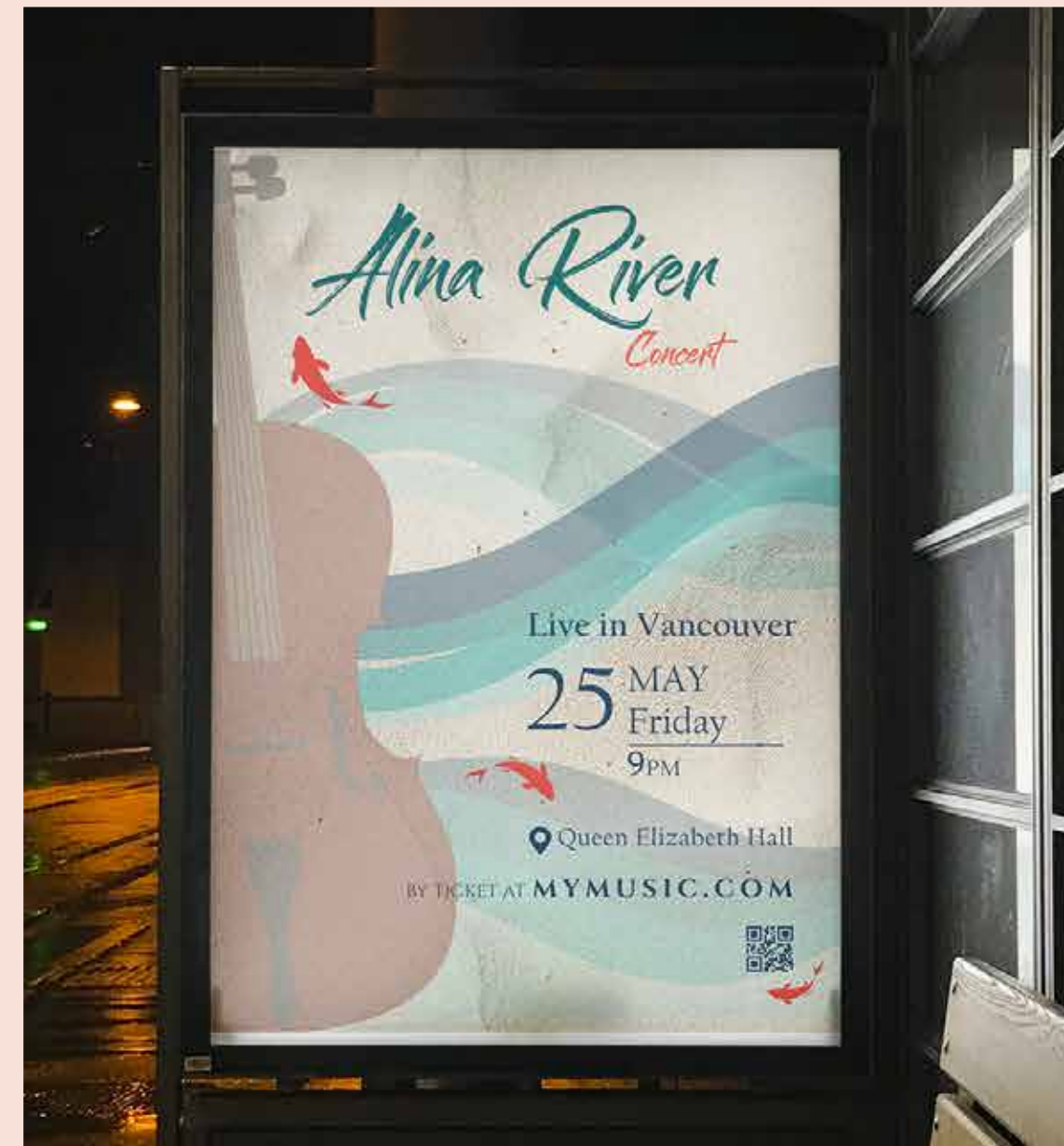


The marketing project for “Sonorous Solitude,” an instrumental cello album and concert by Alina River, was meticulously crafted to embody the essence of the music and evoke a sense of tranquility and connection to nature.

## Objectives

- Capture a mood of calm and emotional resonance visually
- Connect audiences to music through thematic imagery and tone
- Support the artist’s brand with a cohesive visual narrative

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Project Type: **Website design**

My role: **Graphic Designer**

Software:



This project is a web design concept for a skincare brand, focusing on a clean and elegant user experience. The design emphasizes a modern and sophisticated aesthetic, using a soft color palette inspired by natural beauty and self-care.

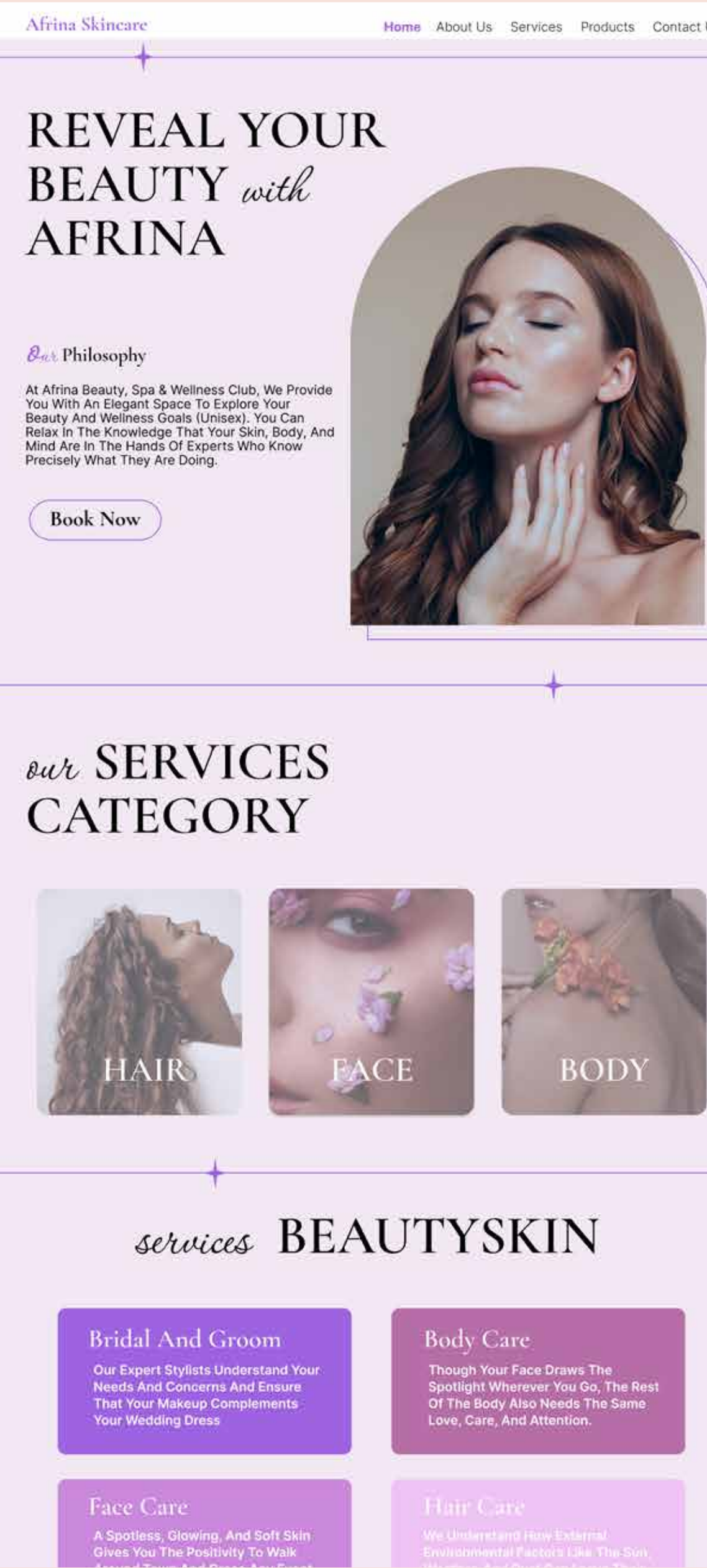
**Objectives**

- Create a clean, elegant, and user-friendly website design.
- Highlight the brand’s premium identity through soft, natural aesthetics.
- Ensure intuitive navigation for seamless product exploration.
- Balance visual appeal with functionality to enhance user experience.

**Results**

- Improved user experience, contributing to a 32% increase in Online bookings.
- Enhanced digital presence with a modern design, attracting a wider audience.
- Created a stronger connection between brand identity and customer trust, resulting in higher engagement.

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Project Type: **Website design**

My role: **Graphic Designer**

Software:



The concept of this project revolves around creating an online platform dedicated to showcasing the essence and influence of the Minimalism movement in the world of art coded with HTML and CSS. By focusing on simplicity, clarity, and precision, the design aims to reflect the core principles of Minimalism while providing an immersive and informative experience for visitors.

## Objectives

- Create a clean, refined visual style that embodies minimalist principles
- Highlight the power of simplicity in branding and layout
- Design a crisp, intuitive identity or interface using minimal elements

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Project Type: **Package Design**

My role: **Graphic Designer**

Software:



This project is a complete re-branding and packaging redesign for Jannt, a traditional Iranian dairy brand specializing in fermented whey sauce (Kashk). The goal was to refresh the brand identity and packaging to meet modern design standards, while preserving its authentic Iranian roots.

## Objectives

- Create a packaging system suitable for international export to markets such as Turkey, Armenia, Iraq, and Oman.
- Highlight the authenticity and natural, preservative-free quality of the products.
- Develop a visual language that appeals to both local customers and new global audiences.

## Results

- Increased shelf visibility, leading to an estimated 25% boost in product sales.
- Enhanced packaging appeal supported the brand's ability to expand exports to Turkey, Iraq, and Oman.

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