

Daniel Paez

Portfolio

Contact me

danielpaezdesigns@gmail.com

About Me	1
Training Manual	3
Wine Label.....	5
Radisson Menu	7
Soccer Magazine	9
Ubisoft Analysis	11
Vernissage.....	13
Hot Sauce	15
Radisson Montreal Airport Website	17
Playstation 6 Website.....	19

I'm a Venezuelan designer with a bold, high-impact style and a flexible mindset. I'm drawn to strong colors, sharp contrast, and visuals that feel energetic and confident, but I always keep clarity and purpose at the center of the design. What defines me most is my ability to adapt. Whether a project needs something sporty, clean, modern, or more expressive, I can match the tone and build a look that fits the brand while still feeling original. I enjoy solving problems through design, turning ideas into visuals that stand out, communicate fast, and feel alive.

Training Manual

Description:

This project was a beginner friendly guide created in Adobe Illustrator to help new users understand the Illustrator interface from the ground up. The goal was to introduce the software in a simple and approachable way, as if the reader had never used Illustrator before. The guide focuses on helping people feel comfortable navigating the workspace, identifying key tools, and understanding the basic layout before starting any design work.

Challenge:

The main challenge was keeping the guide informative without making it feel too long or overwhelming. Since it was made for beginners, I wanted to avoid heavy text and long explanations that could make readers lose interest early.

Solution:

To make the guide easier to follow and more engaging, I used visuals throughout the entire document. By adding images across each section, I was able to reduce the amount of reading and support the explanations with clear visual references. This made the guide more accessible for beginners and helped users learn the interface faster.



Wine Label



Description:

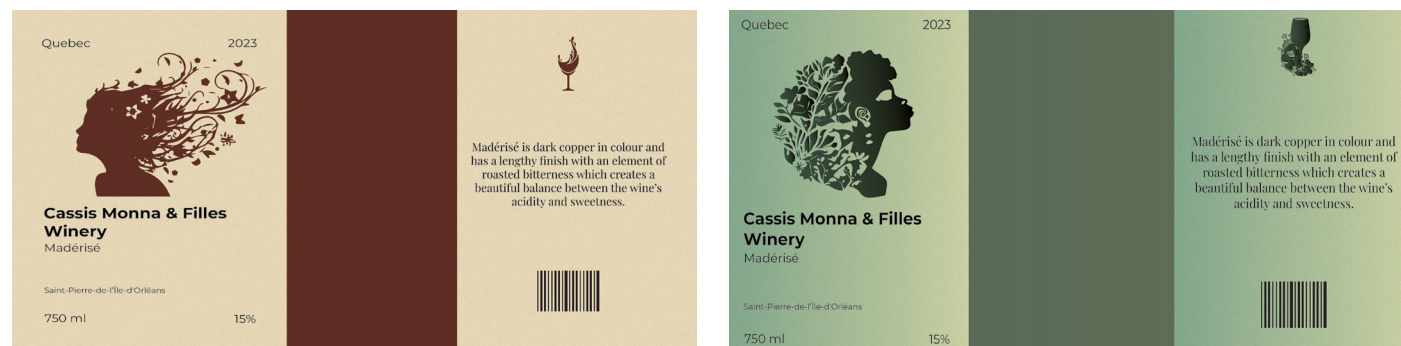
This project was a wine label design created for Cassis Monna & Filles Winery. The concept focused on creating a refined and elegant visual identity by using silhouettes as the main graphic element. The silhouettes helped communicate a sense of class and sophistication while keeping the design clean and visually strong.

Challenge:

The main challenge was designing two different labels that still felt connected as part of the same product line. I wanted each label to have its own personality, but they also needed to look consistent when placed side by side.

Solution:

To solve this, I built both labels using a shared design approach while changing the color palettes and the main silhouette in each one. This allowed me to create variation between the two labels without losing the overall visual unity. The result was a pair of labels that feel distinct individually and cohesive as a set.



Radisson Menu

Description:

This project was a menu design created for Radisson Montreal Airport. The goal was to design something elegant while still being friendly and easy for guests to use. I focused on creating a clean layout with a polished visual style so the menu felt professional, readable, and aligned with a hotel environment.

Challenge:

The main challenge was adapting the design to feel more connected to a Canadian hotel identity. The feedback pushed me to make the menu feel less generic and more rooted in its location.

Solution:

The solution was to incorporate colors and visual elements that represent Quebec. This helped give the menu a stronger local identity while keeping the design elegant and welcoming for hotel guests.



Radisson Montreal Airport	
Entrées / Starters	
Soupe du jour / Soup of the day	10\$
Soupe à l'oignon / Onion soup	12\$
Salade maison / House Salad	12\$
Alles de poulet (12) / Chicken Wings	18\$
Frites / fries	10\$
Nos classiques du bar / Our bar classics	
Cheeseburger bacon/ Bacon cheeseburger	17\$
Viande fumée / Smoked Meat	16\$
Alles de poulet (8) avec frites/ Chicken wings with fries	16\$
Wrap au poulet / Chicken Wrap	17\$
Pates / Pasta	
Penne Rosée	17\$
Sauce spaghetti à la viande/ Spaghetti Meat Sauce	19\$
Fettuccine Alfredo Poulet/ Cream, Boursin, fromage parmesan	22\$
Margarita	15\$
Pizza (12 in")	
Pepperoni fromage / Pepperoni & Cheese	17\$
Toute Garnie / All dressed	19\$
Végétarienne / Vegetarian	18\$

Radisson Montreal Airport	
Plats Principaux / Main Dishes	
Poulet Parmesan / Chicken Parmigiana	30\$
Blavette de bœuf / Beef bavette	32\$
Filet mignon	42\$
Poulet Mondial / Mondial Chicken	27\$
Desserts (14\$ chaque / each)	
Câteau fromage baies / Berry Cheesecake	
Câteau au chocolat / Chocolate Cake	
Menu Enfant/ Kids menu (14\$ chaque / each)	
Hamburger au fromage avec frites / Cheeseburger with fries	
Pizza pepperoni fromage (10 in) / Pepperoni pizza (10 in)	

Soccer Magazine



Description:

This project was a magazine cover design featuring Jude Bellingham, created using a free-use photo from online. The concept was to highlight his rise in soccer and capture the momentum of him becoming a major star. I focused on creating a bold, energetic cover that matched the excitement and visibility he had at that moment.

Challenge:

The main challenge was the image effective DPI. The original photo quality was not high enough for a strong magazine cover result.

Solution:

The solution was to increase the DPI as much as possible to improve the image quality and make it more usable in the final design layout.



Ubisoft Analysis

Description:

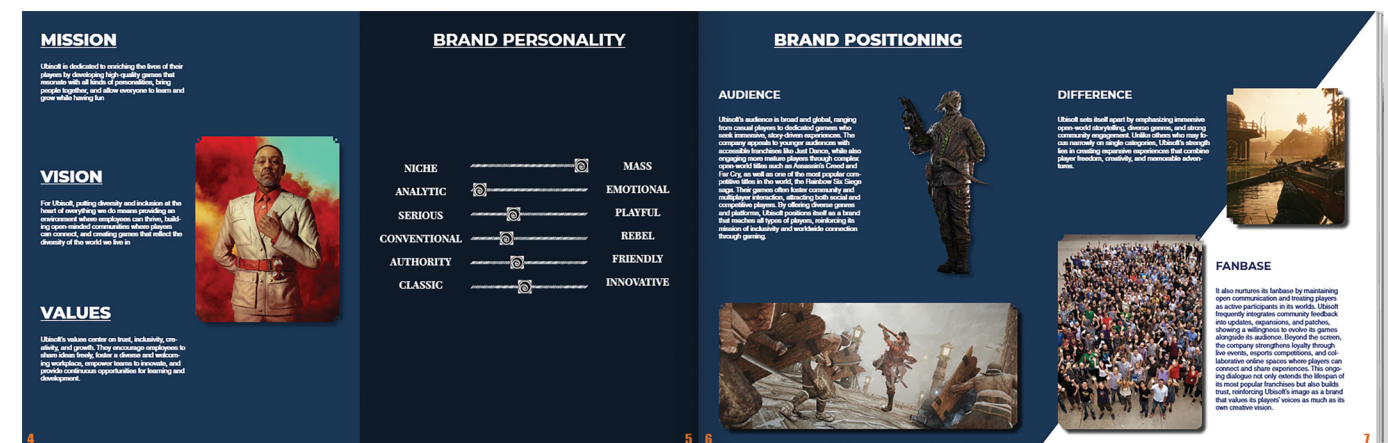
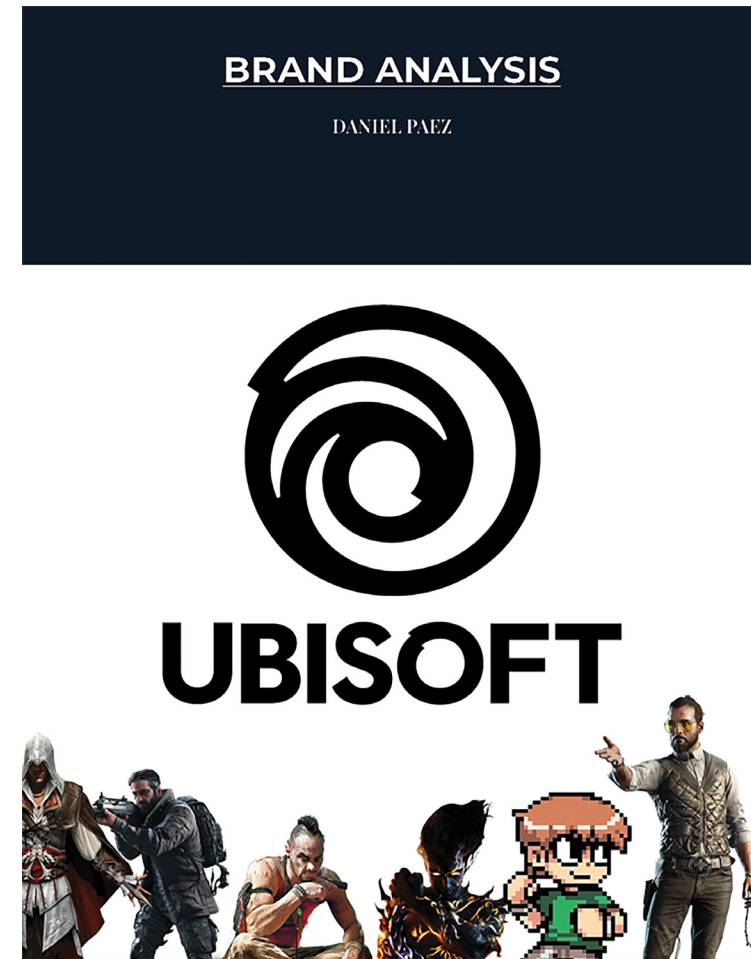
This project was a company analysis focused on Ubisoft. I researched the brand's target audience, fanbase, company structure, history, and overall positioning in the gaming industry. The goal was to better understand how a major entertainment company is built and how it connects with its audience from both a business and branding perspective.

Challenge:

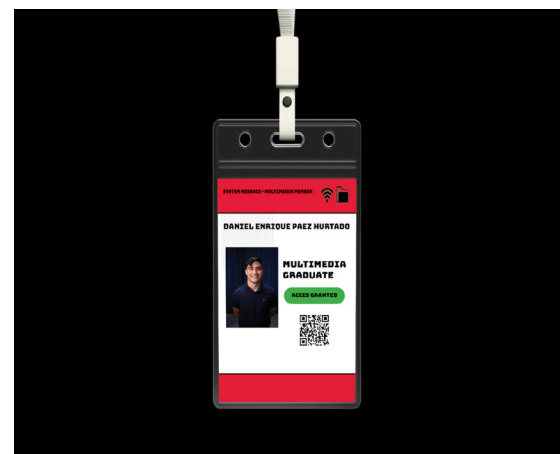
The main challenge was finding enough official information. Ubisoft does not make every detail easy to access, so it was difficult to gather complete and reliable information in one place.

Solution:

The solution was to expand the research process and compare information across multiple sources. By doing deeper research, I was able to build a clearer and more complete analysis of the company.



Vernissage



Description:

This project was a full event branding bundle created for my school's Vernissage, an event where clients come to view student portfolios. The deliverables included a poster, web poster, buttons, badges, and other promotional pieces. The goal was to create a consistent visual system that could represent the event while also reflecting my own creative approach.

Challenge:

The main challenge was developing a concept that truly represented my style. I wanted the work to feel personal and recognizable while still functioning as a complete event package across different formats.

Solution:

The solution was to spend time thinking more deeply about my branding, my visual preferences, and what I enjoy most about design. I realized that web design is the part of design I connect with the most, so I used that as the foundation of the concept. This helped me create a bundle that felt cohesive, authentic to my style, and strong across all the event materials.

Habanero Poster

Description:

This project was a hot sauce bottle design and mockup, and it was one of my first design projects. I enjoyed working on it because it helped me learn a lot about the software and the overall workflow of building a product style visual from start to finish.

Challenge:

The main challenge was making the label look realistic on the bottle, especially where the design needed to wrap and partially disappear around the bottle's shape.

Solution:

I solved this by using masking in Photoshop to hide and reveal parts of the design correctly. This allowed the label to sit naturally on the bottle and made the mockup look more believable.



DDM Logo



Description:

This project was a logo recreation for a client. The original design was created with AI, and my task was to rebuild it manually in Illustrator while making it look as close as possible to the AI-generated version. The goal was to transform the AI concept into a cleaner, more usable vector design that could work professionally for the client.

Challenge:

The main challenge was recreating something that AI generated step by step. AI designs can include details, shapes, and effects that do not always follow a clean or logical structure, so it took careful observation and a lot of precision to rebuild the logo accurately in Illustrator.

Solution:

The solution was to keep working through the details patiently and refine the logo piece by piece. By focusing on the shapes, proportions, colors, and overall style, I was able to recreate the design in a way that stayed close to the original while making it more polished and practical for real use.

Habanero Poster

Description:

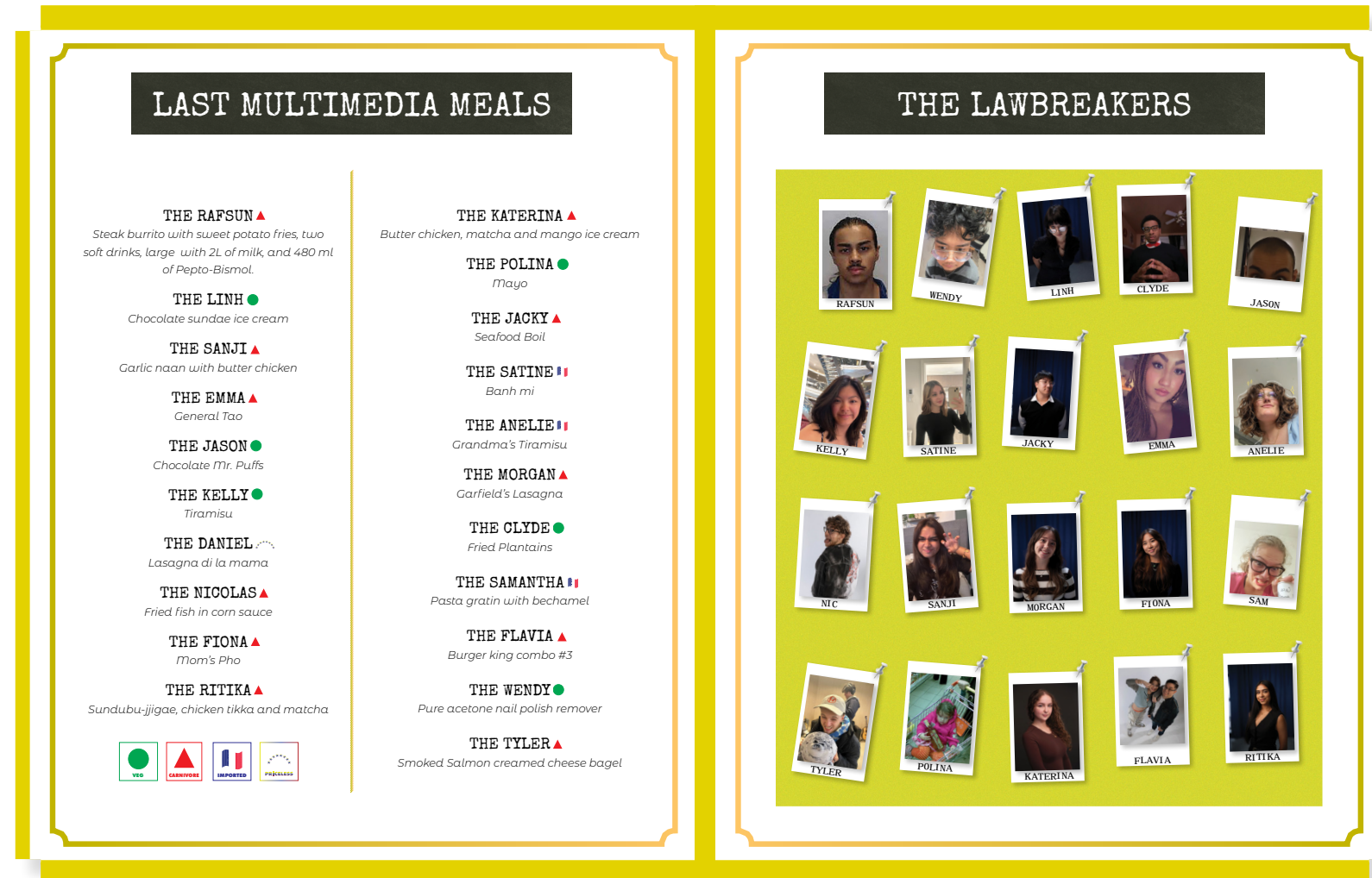
This project was a menu-style yearbook spread based on the concept of death row meals. The idea was to take a dark and unusual topic and present it in a more creative, organized, and visually interesting way. I used the structure of a menu to make the information easier to understand while still keeping the crime-inspired theme clear.

Challenge:

The main challenge was making the spread feel user friendly because the topic itself is very dark. I had to find a way to make the concept approachable without making it feel too disturbing or uncomfortable for a yearbook audience.

Solution:

The solution was to combine the look of a restaurant menu with the visual style of a detective board. This allowed me to organize the meals clearly while using crime-board inspired details like connected lines, notes, and evidence-style visuals. The final design felt thematic, creative, and easier to engage with.



Radisson Montreal Website



Description:

This project was a website concept for Radisson Montreal Airport, designed to help guests interact with the hotel's restaurant online. The website allows clients to book a restaurant reservation, view the menu, and access key information about the hotel. The goal was to create a clean and welcoming experience that feels professional while staying easy to navigate for first time visitors.

Challenge:

The main challenge was organizing multiple sections and features in a way that stayed simple and user friendly. Since the site needed to handle reservations, menu browsing, and hotel details, it was important that users could find what they need quickly without feeling overwhelmed.

Solution:

I solved this by building a clear structure with intuitive navigation and well separated sections. I designed the layout so the main actions, like booking and viewing the menu, are easy to access, while the hotel information stays available without competing for attention.



Check out this project's website

Playstation 6 Website

Description:

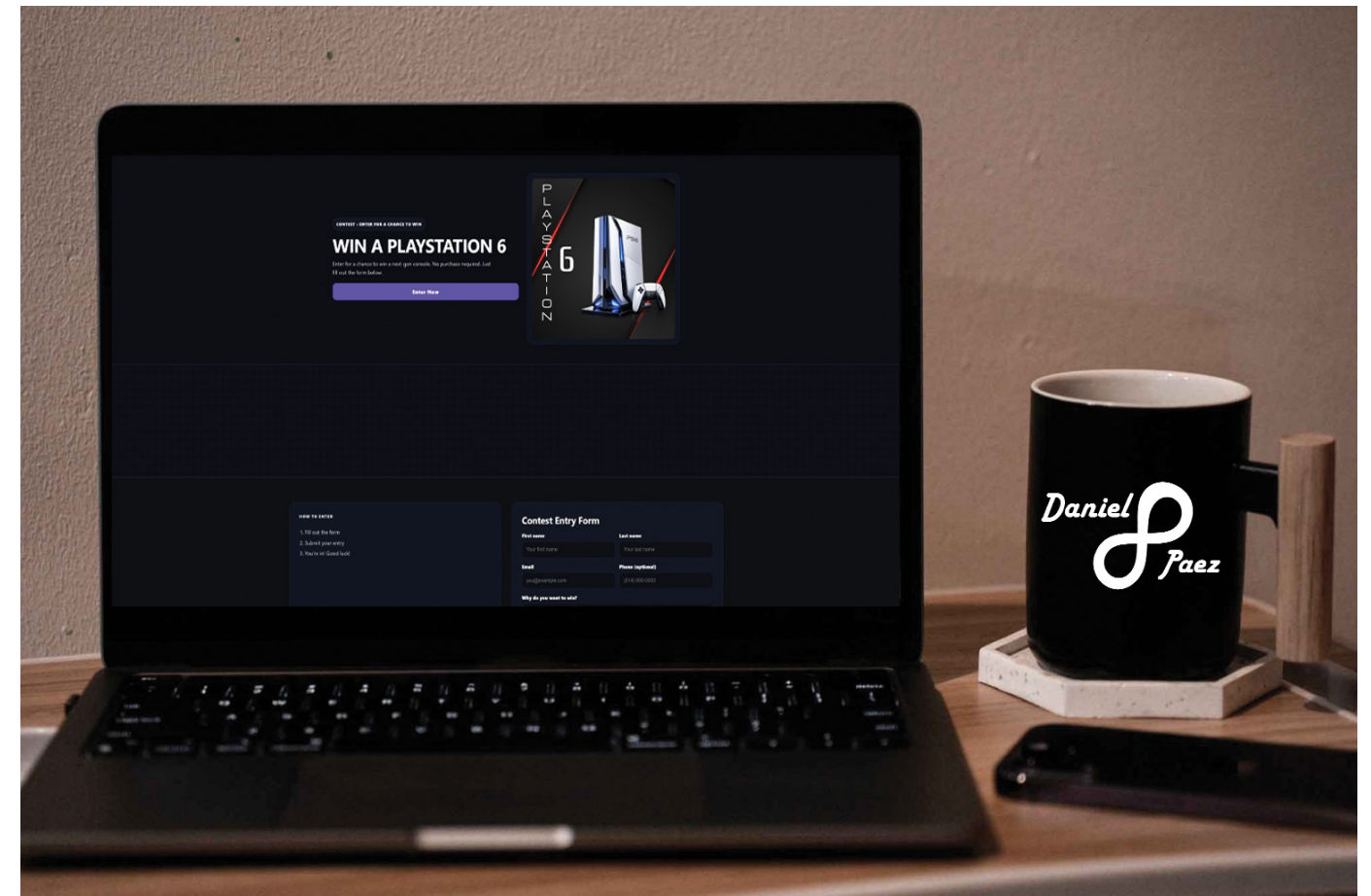
This project was a concept website for an imaginary PlayStation 6. The goal was to create a promotional style experience that feels like a real product launch page, with a strong visual identity and a layout that highlights the console's features, design, and hype around a new release.

Challenge:

The main challenge was making it feel believable and on brand, even though the product is fictional. It needed to look polished and realistic enough to fit the expectations of a major tech launch.

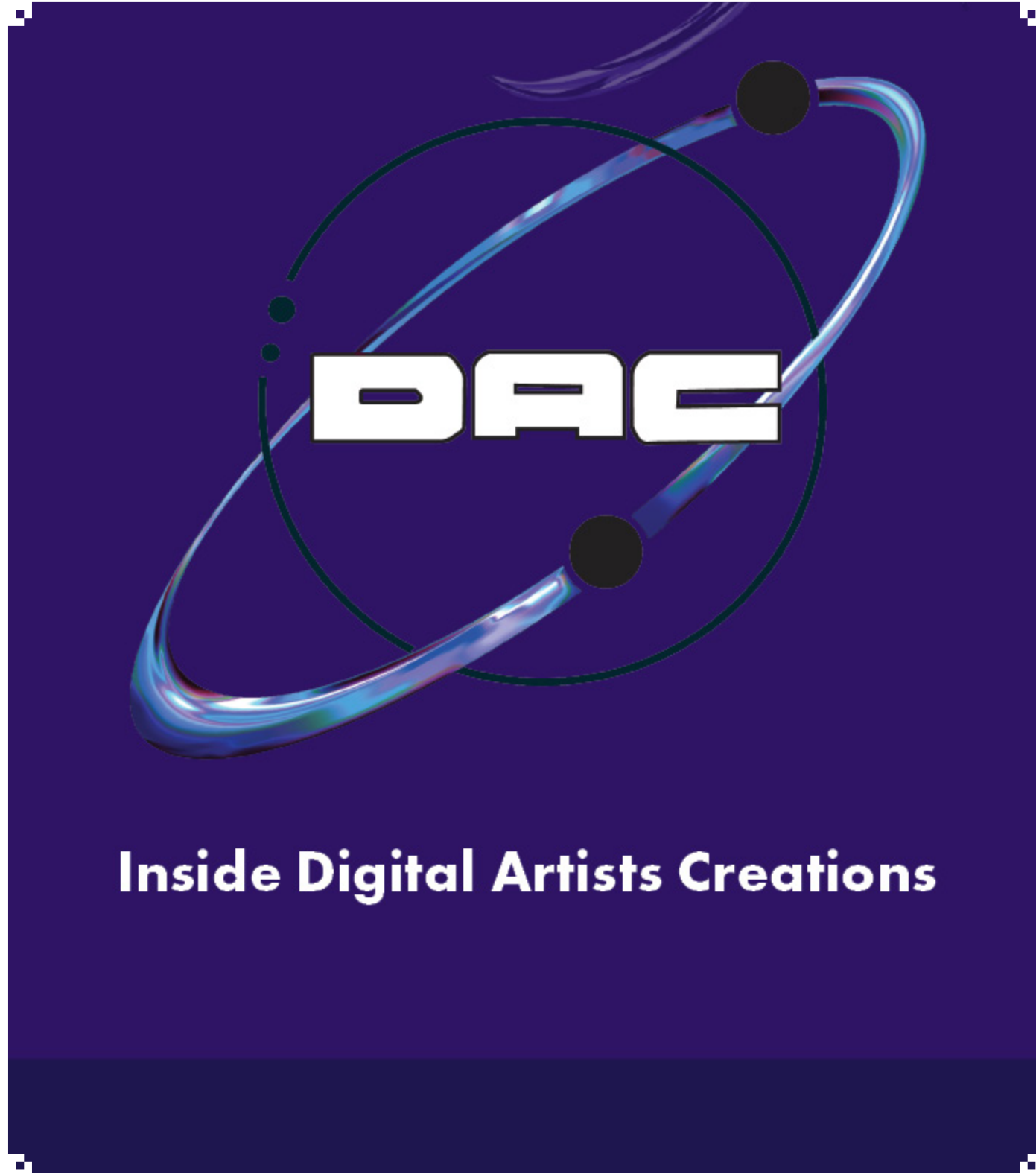
Solution:

I solved this by following the type of structure and visual hierarchy you usually see on real product launch websites. I focused on clean spacing, bold typography, strong imagery, and clear sections for features and key information, so the site feels professional and convincing.



Check out this project's website

Case Study DAC



Description:

This case study presents Digital Arts Creation, a fictional record agency concept focused on music, digital culture, and visual identity. The goal was to explain the project clearly by showing the brand idea, the website design, and the creative direction behind the agency.

Challenge:

The challenge was organizing all the parts of the project into a clear case study. Since DAC included branding, visuals, website sections, and an overall concept, I needed to explain the idea without making it feel confusing or too long.

Solution:

To solve this, I structured the case study into clear sections that guide the viewer through the project step by step. I focused on explaining the main concept, the visual style, and the purpose of the website in a simple way, so the project feels professional and easy to understand.



Check out this project's website

