

2025

Portfolio

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This document showcases a diverse collection of original designs. For a more enriched experience, please refer to the accompanying descriptions below. Thank you for taking the time to explore!

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Advertising

Advertising concept for “Blistex” lipbalms.



This advertising concept was developed as part of a class exercise at Vanier College, where we were challenged to “think of the bigger picture.” To push the boundaries of creativity and truly expand our perspective, I embraced the power of hyperbole to capture attention and communicate bold ideas is by amplifying them to the extreme.

Editorial Design

Magazine cover concept for “Dazed” Magazine.

During the pandemic, as I navigated the challenges of finishing my degree at Vanier College, I found myself struggling with boredom and isolation. However, one source of inspiration and entertainment became magazines. I was particularly captivated by the bold and avant-garde covers of “Dazed Magazine”. Their striking concepts, typography, and experimental visuals ignited my creative spark. Inspired by their unique aesthetic, I decided to channel my fascination into a personal project—designing my own magazine cover in the same bold, innovative spirit.





Book Design

Multi-fold pop-out book for “818” .



“818” is a book inspired by the spirit of my childhood home, brought to life through a whimsical, colorful design that captures the wonder of a child’s imagination. Each page of this interactive, multi-fold pop-up book is filled with delightful surprises, offering a glimpse into personal memorabilia that tells the story of my home— a place that has always been a wellspring of inspiration and cherished memories. Through this creative journey, I invite readers to rediscover the magic of home, one playful detail at a time.

Game design for the “Egg-Sighting” card game.



“Egg-Sighting” is a game I produced during my Game Design course at Concordia University. This game was inspired by my stuffed penguin, Bubbles, a gift from my partner. Drawn to its cuteness and softness, I began illustrating round icons that resembled Bubbles, eventually expanding to other birds like owls, chickens, and ducks. Since Bubbles is a penguin, I made it the strongest character. I then decided to use these bird illustrations as face cards in a deck, with suits reflecting the food chain: Fish (strongest), Insects, Strawberries, and Wheat (weakest). This concept tied the design and gameplay together in a unique, nature-inspired way.



Branding

Logo design for “Coffee Bros”.



Coffee Bros is a passion project of a close friend of mine. He dreams of opening this unique café that blends fitness with coffee culture. His vision is to create a space where people can enjoy high-quality coffee while also having access to a gym, making it the perfect spot for those who want to fuel both their bodies and their passions. The idea merges wellness and relaxation, offering a one-of-a-kind experience for the community.

Designing 5 types of Christmas cards.



This holiday season, I created a collection of five unique Christmas card designs for my small print business. Each card is a playful homage to iconic characters from beloved Christmas movies and festive figures, capturing the magic and nostalgia of the season. From the mischievous charm of classic film characters to timeless symbols of holiday cheer, every card is thoughtfully designed to bring joy and spark smiles. Whether you're sending warm wishes to friends and family or spreading seasonal cheer to loved ones, these cards offer a delightful and touch of holiday humor, making each design a special keepsake for anyone lucky enough to receive one.





Promotional Design

Raffle ticket + brochure for Concordia University's “Fusion” Exhibition (2024).



These promotional prints were created for the end-of-year show of Concordia University's Design and Computational Arts program. Our goal was to capture a balance between asymmetry and symmetry, both in the imagery and typography, reflecting the dynamic and innovative nature of the program.

Packaging design for “Chug” soda cans.

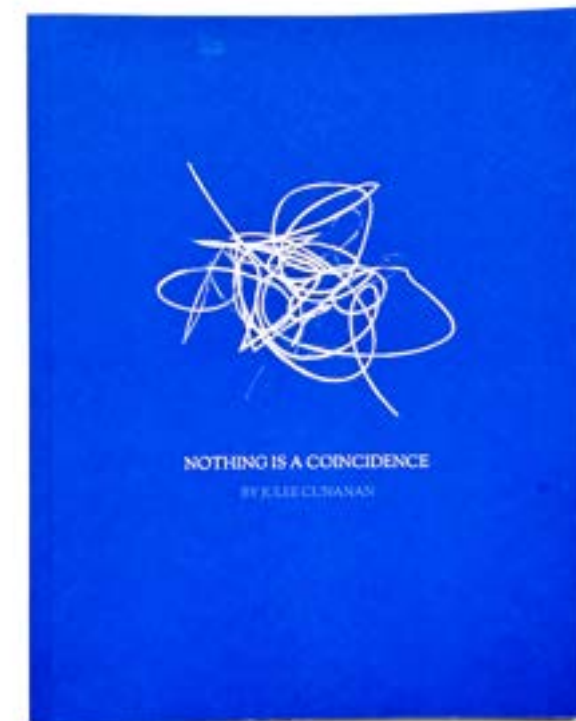


Chug is a Montreal-based soda brand that delivers an irresistible, one-of-a-kind refreshment experience. Crafted with natural ingredients and just 5g of sugar per can, Chug satisfies your sweet tooth without the guilt. Whether you’re looking to quench your thirst or indulge in a deliciously light treat, Chug is the perfect drink for those who crave big flavor in every sip.



Book Design

Book design for my book “Nothing is a Coincidence.”



This is Noel Quintana III, a victim of a hate crime.

“NOTHING IS A COINCIDENCE” is a book that explores the profound impacts of existing within a racist society. This book uniquely presents two distinct perspectives: the first, recounting the story of an elderly Filipino man who faced a brutal attack during the peak of the COVID-19 pandemic; the second, my personal experience of being harassed on the bus. Through these contrasting narratives, I aim to underscore the interconnectedness between overt aggressions and subtler forms of discrimination.

By juxtaposing these perspectives, the book highlights that both hyper-aggressions and micro-aggressions originate from the same root of violence. It underscores the enduring presence of racism, emphasizing that its origins stretch far beyond recent events, tracing back to the earliest days of colonization.

Branding

Restaurant
logo + menu
designs for “Valiant.”



Valiant, an elegant French bistro set to open in Vieux-Port, promises a delightful culinary experience. Bringing classic French dishes crafted with fresh, high-quality ingredients to the table daily, Valiant pairs its menu with an impressive selection of imported and local wines. With its cozy ambiance and romantic charm, this bistro is the ideal destination for intimate dates and unforgettable celebrations.

