



# Packaging & Display Designer Portfolio

Specializing in Regulated Industries, Sustainable CPG, and Retail Storytelling





I provide a specialized design approach that bridges the gap between high-level brand strategy and production-ready physical assets. With over 14 years of experience, I focus on creating packaging and retail displays that do more than just look good on a shelf; they are engineered to drive revenue and navigate the complexities of highly regulated industries.

Whether launching a startup brand or managing international tournament graphics, I ensure every dieline is technically perfect and every visual narrative is human-centric and persuasive. My work has directly contributed to multi-million dollar Year 1 revenues and successful product placements across North America.

## Technical Utility

- Production Readiness
- Regulated Compliance
- Retail Strategy
- Supply Chain Literacy



## Technical Integrity:

14+ years of expertise in dieline engineering and pre-press management.



## Regulated Markets:

Expert navigation of compliance-heavy industries like Cannabis and CPG.



## Sensory Design:

Strategic focus on the unboxing journey and physical brand touchpoints.

## Project Overview:

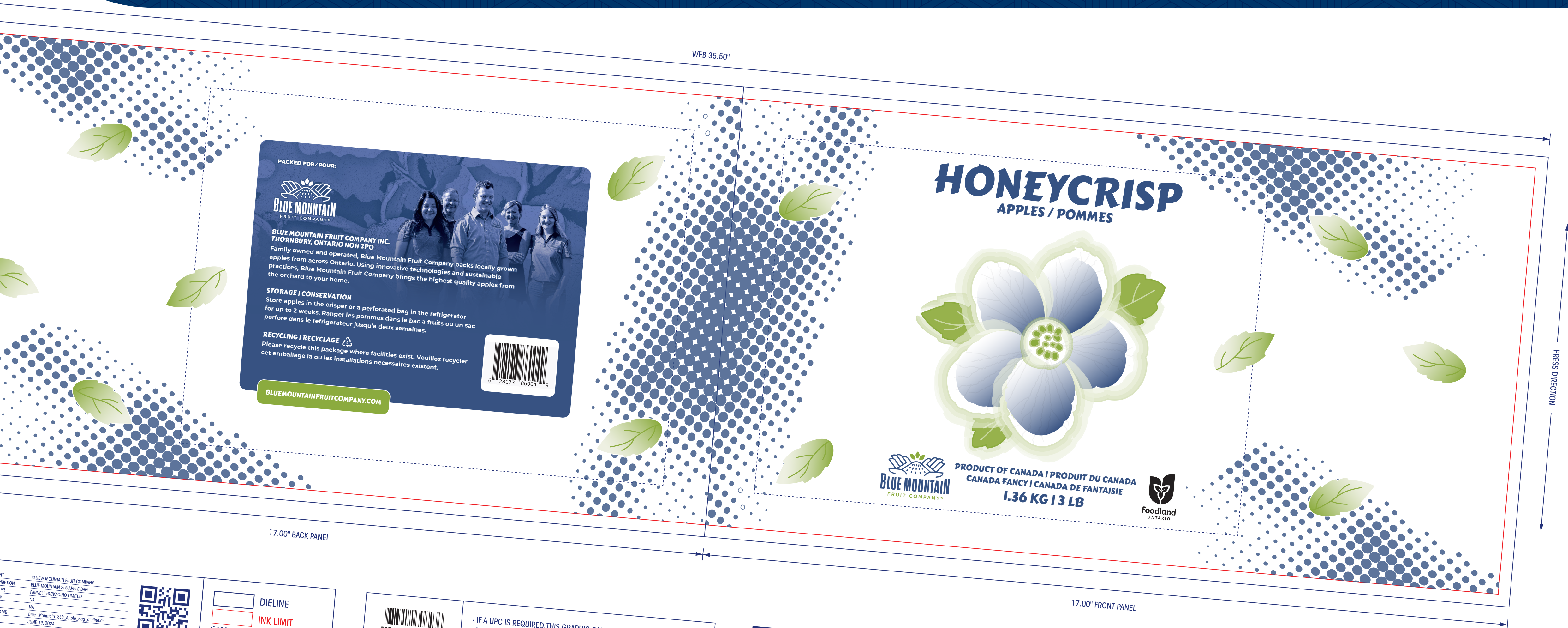
Collaborated directly with the Head of Marketing to develop a versatile packaging system for a range of premium apple products. The primary challenge was to create a cohesive brand aesthetic that could scale across multiple apple varieties while meeting strict agricultural and retail regulatory requirements.

## The Solution:

I engineered a modular bag design that accommodated four specific apple varieties, including Honeycrisp, along with a generic brand bag for seasonal rotations. To meet diverse retail needs, the system was developed for both 3lb and 4lb formats. I managed the full production lifecycle, which included preparing ten unique technical mechanicals for a trade printer to ensure color consistency and structural integrity across the entire product line.



# Blue Mountain Fruit Company | Honeycrisp & Seasonal Apple Packaging



CLIENT: BLUE MOUNTAIN FRUIT COMPANY  
DESCRIPTION: BLUE MOUNTAIN 3LB APPLE BAG  
ORDER: FARNELL PACKAGING LIMITED  
CITY: NA  
STATE: NA  
NAME: Blue\_Mountain\_3LB\_Apple\_Bag\_dieline.ai  
DATE: JUNE 19, 2024

DIELINE  
 INK LIMIT  
 COPY SAFE AREA

FOR POSITIONING ONLY

0 1234567890 0

- IF A UPC IS REQUIRED, THIS GRAPHIC CAN BE USED AS A PLACE-HOLDER
- BARS MUST RUN IN PRESS DIRECTION (AS SHOWN HERE)
- MINIMUM 100% SCALE (AS SHOWN HERE)
- MAXIMUM ALLOWABLE TRUNCATION (BAR HEIGHT) IS 100%
- UPC SHOULD PRINT IN DARKEST COLOR (BLACK WHEN POSSIBLE)

**ATTENTION!**

This dieline is drawn at 100% scale and is intended to illustrate the maximum printable area and all other relevant manufacturing information. Whenever possible refer to packaged product to help determine final layout and positioning of artwork and copy.

Farnell Packaging assumes no liability for any misinterpretation of this dieline or any of the technical information illustrated here.

# Blue Mountain Fruit Company | Red Prince Point of Purchase (POP) Display



## Project Overview:

Designed a high-visibility corrugated floor display for the Red Prince premium apple brand. The objective was to create a standalone retail unit that maintained the brand's "regal" visual identity while providing a functional, durable solution for high-traffic grocery environments.

## The Solution:

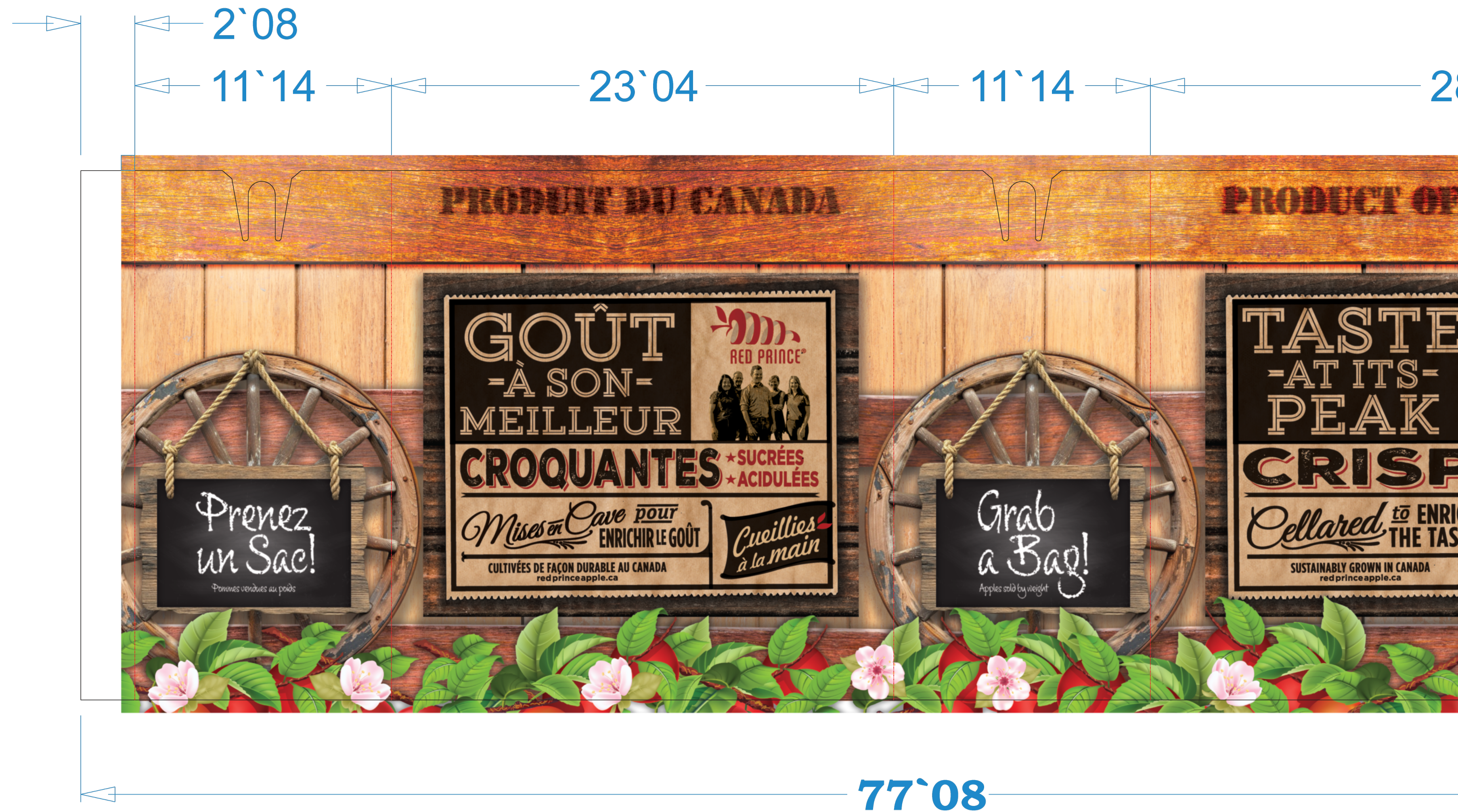
Developed the large format graphics for this structural display, ensuring the Red Prince branding remained prominent from all angles. The design balances appetizing product photography with bold, clean typography to drive impulse purchases. I managed the layout and file preparation for large-format litho-lamination, ensuring the deep reds and gold accents printed with high-fidelity across all corrugated panels.



# Blue Mountain Fruit Company | Red Prince Point of Purchase (POP) Display



- Key Deliverables**
- Large Format Graphic Design
  - Structural Brand Integration
  - Production Management



# Kronic Relief | Multi-Format Compliance Packaging



## Project Overview:

Led the end to end packaging strategy for a medical and recreational cannabis brand. This project required a versatile design system that could maintain brand equity across three distinct formats: glass jars, plastic jars, and child resistant mylar bags. The goal was to blend a high-end lifestyle aesthetic with the rigorous safety standards required for the Canadian market.

## The Solution:

I personally sourced all physical packaging components to ensure quality and compliance with child-resistant (CR) regulations. I developed a unified visual language that utilized tactile finishes and a sophisticated color palette to differentiate product tiers. For the mylar bags, I focused on high-fidelity printing and precise placement of mandatory regulatory elements, ensuring the brand story remained the focal point despite strict labeling constraints.

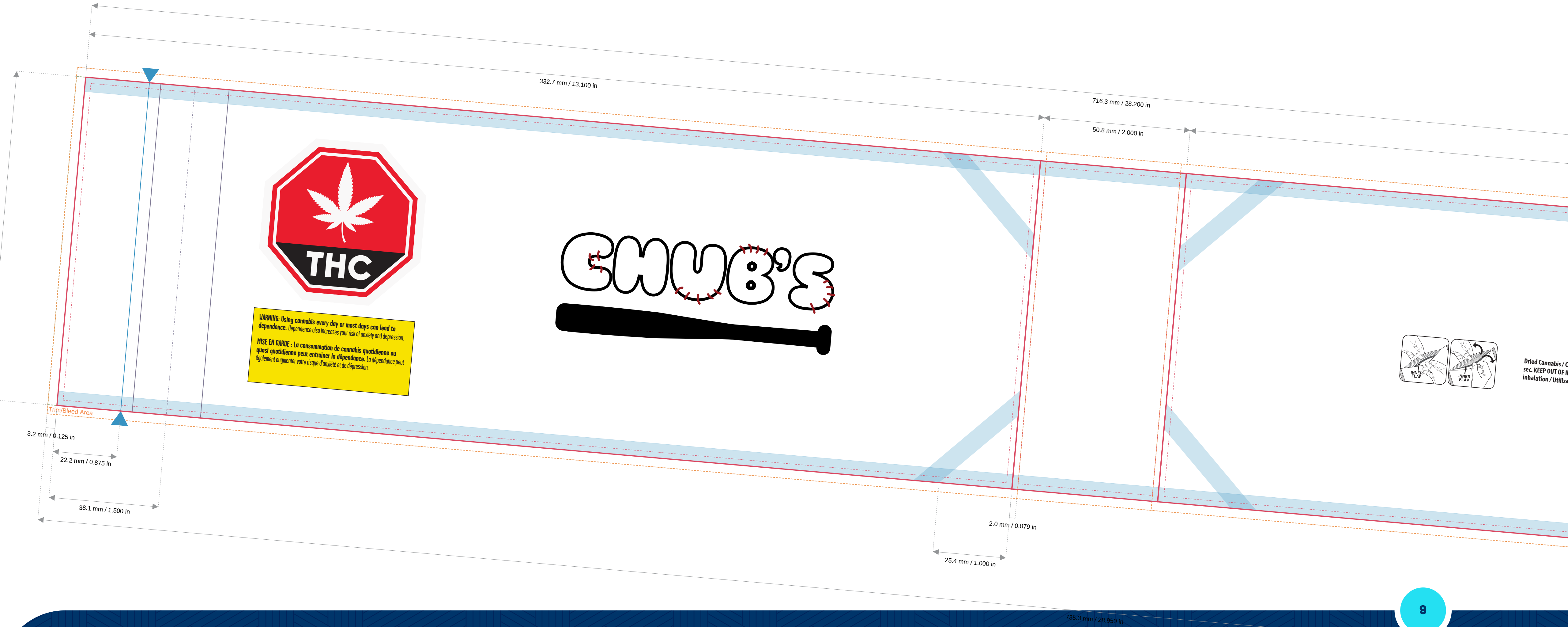


## Key Deliverables

- Cross-Platform Brand Continuity
- Technical Sourcing
- Compliance Management



# Cannabis Packaging | Multi-Format Compliance Packaging



# Krazy Wata | Beverage Identity & Label Design



## Project Overview:

Developed the visual identity and label architecture for Krazy Wata, a premium water brand. The goal was to create a disruptive, high-energy aesthetic that stood out in a crowded category while maintaining a sense of purity and transparency. I focused on a "less is more" approach that utilized the product itself as a design element.

## The Solution:

I designed a high-contrast label system that utilizes a transparent substrate to integrate the clarity of the water into the brand experience. By focusing on bold typography and a clean vertical layout, the bottle achieves maximum legibility and shelf impact. I managed the technical execution of the labels, ensuring the adhesive and substrate choices remained crystal clear and bubble-free across high-volume production runs.



# Ganja Glam | Streetwear Unboxing Experience



## Project Overview:

Developed a premium, multi-layered unboxing experience for a high-end streetwear startup. The objective was to utilize sensory marketing to create a "luxury-tech" feel for apparel delivery. Every element, from the structural mailer box to the internal finishing, was designed to elevate the brand's perceived value and create a memorable "first-touch" moment for the customer.

## The Solution:

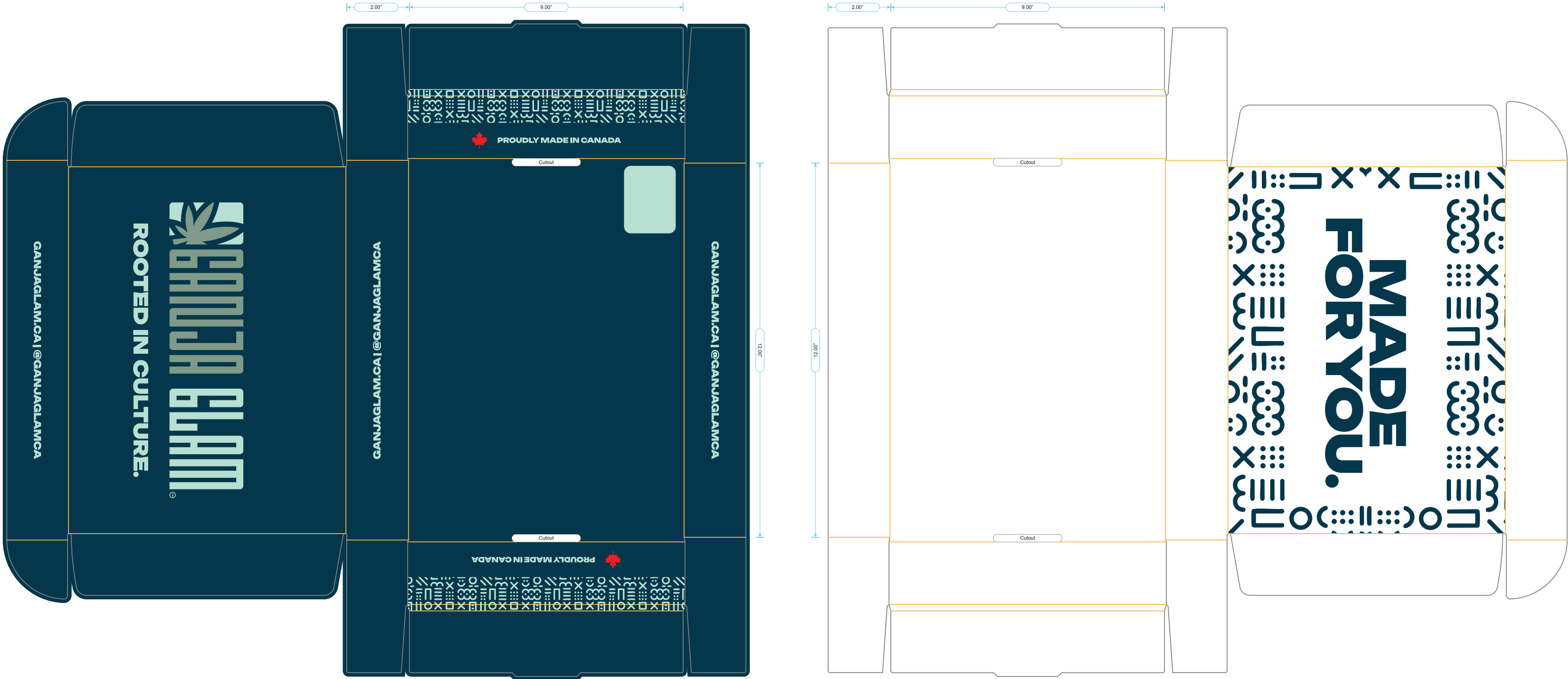
I designed a comprehensive packaging suite that included custom-branded mailer boxes, kiss-cut stickers, and bespoke tissue paper. To lean into authentic streetwear culture, I created custom hangtags with a designated space for handwritten sizes, adding a personalized, limited-edition feel to every garment. For physical retail, I sourced and designed frosted zipper bags, providing a cohesive brand experience across both digital and brick-and-mortar channels.



# Ganja Glam | Streetwear Unboxing Experience






- Key Deliverables**
- Holistic Unboxing Strategy
  - Apparel Finishing
  - E-commerce Optimization





# Thank you!

*Currently available for full-time roles in Toronto/Remote.*

<b>Email</b>  brandon@adbrandon.com	<b>Telephone</b>  437-314-1955	<b>Location</b>  Toronto, ON
<b>Portfolio</b>  adbrandon.com	<b>Behance</b> <b>Bē</b> behance.net/brandon_nogueira	<b>LinkedIn</b> <b>in</b> linkedin.com/in/brandonnogueira