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Portfolio

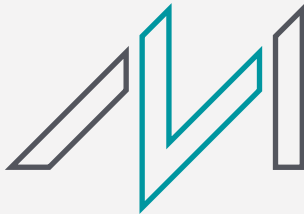
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Move Physiotherapy, 2017
Logo

MOVE Physiotherapy is a local small business launched by husband and wife entrepreneurs with a focus on healthy community lifestyles. A multi-disciplinary physiotherapy clinic based in Bedford, NS that leans on social media and community building to carve out their practice.

In a highly collaborative approach we developed a logo that set Move apart from competitors, has its own visual language to guide the website design, and spoke to their core values; movement, healthy living, and an emphasis on sport.



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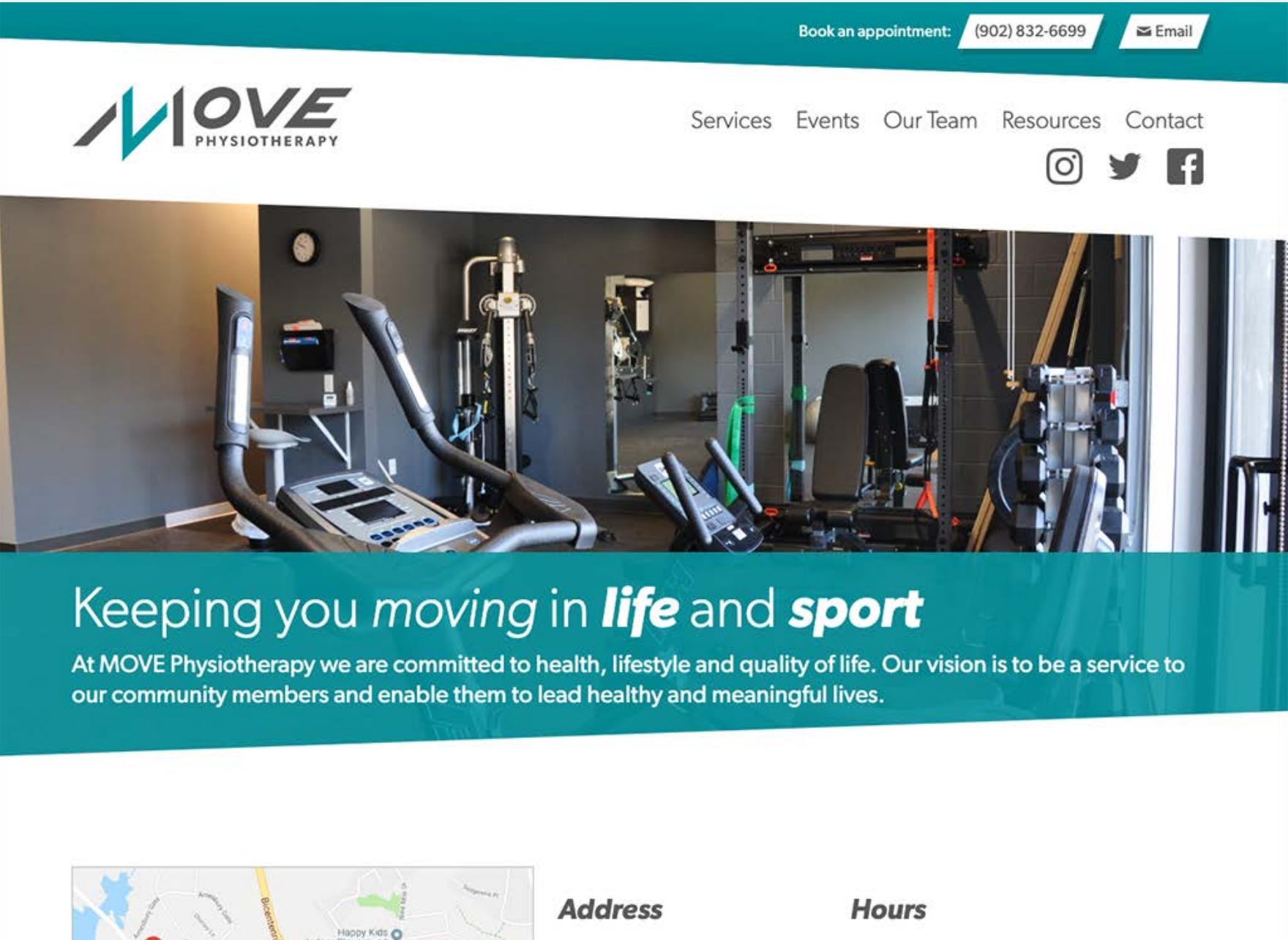
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Move Physiotherapy, 2017
Website

I developed a website that was easy to use, clearly described the services offered and provided enough education for potential clients that they would want to book an appointment.

A user-centric approach placed highest importance on information most relevant to visitors. Focusing on meeting their needs, such as clearly presenting and describing services, providing means with which to book appointments, etc. resulted in a user-friendly website that is a natural extension of the MOVE brand.

Visit site at:
<http://movephysio.ca>



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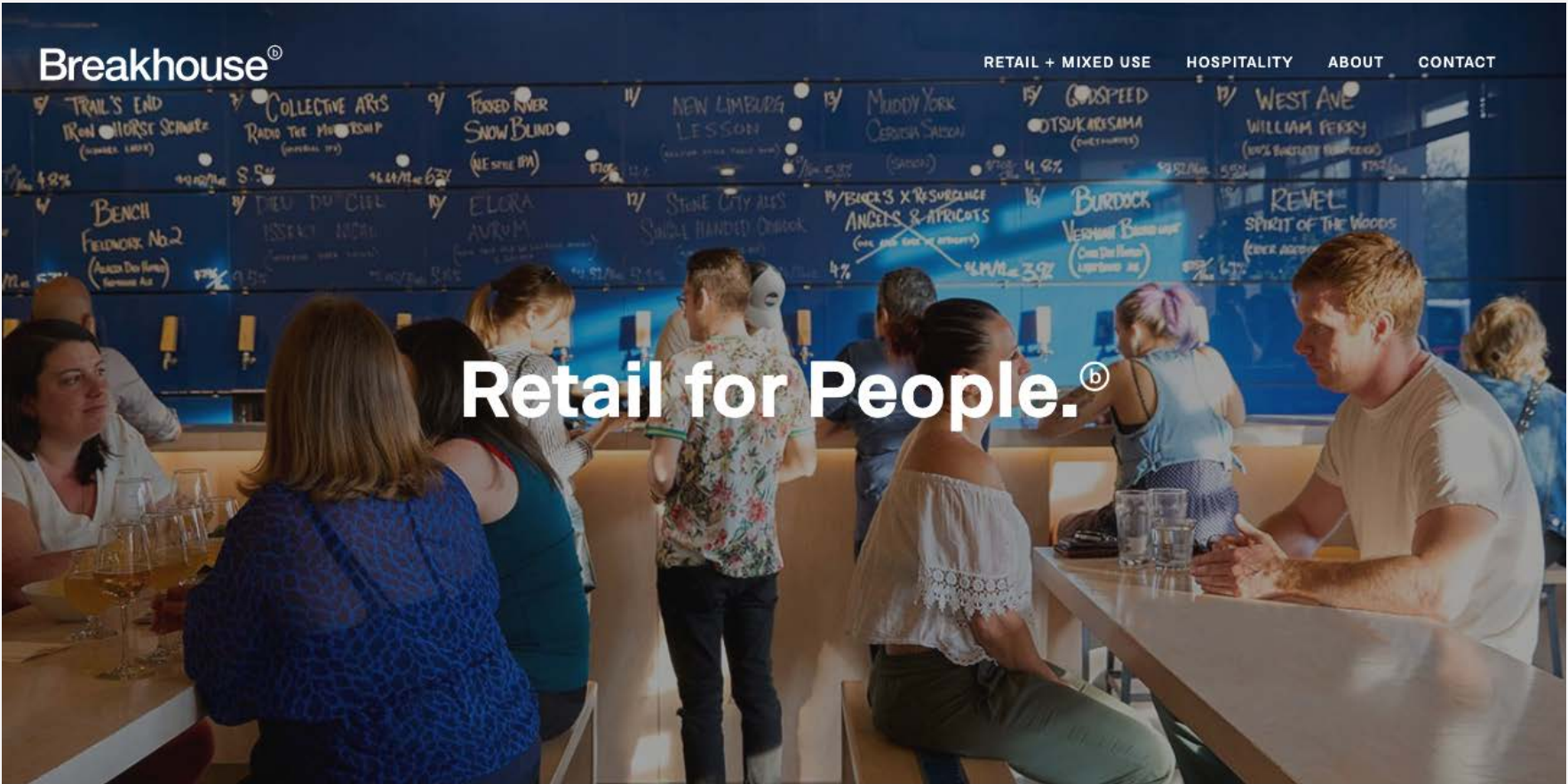
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Breakhouse, 2018
Website

Breakhouse is an industry leader in retail and hospitality interior design and architecture. They have designed beautiful spaces for businesses across North America focusing on developing dynamic consumer experiences and bringing brands to life. Breakhouse has their own excellent design team, so they partnered with me to consult on the user experience and design, and implement the design in a new Wordpress site.

The end result of this collaborative process is a stunning website that loads quickly, presents visually rich content, and serves Breakhouse’s business objectives. The website looks great across a diverse range of devices and screen sizes and we are committed to continuing our relationship to continuously improve upon the website.

Visit site at:
<https://breakhouse.ca>



Create meaning. Spark loyalty.

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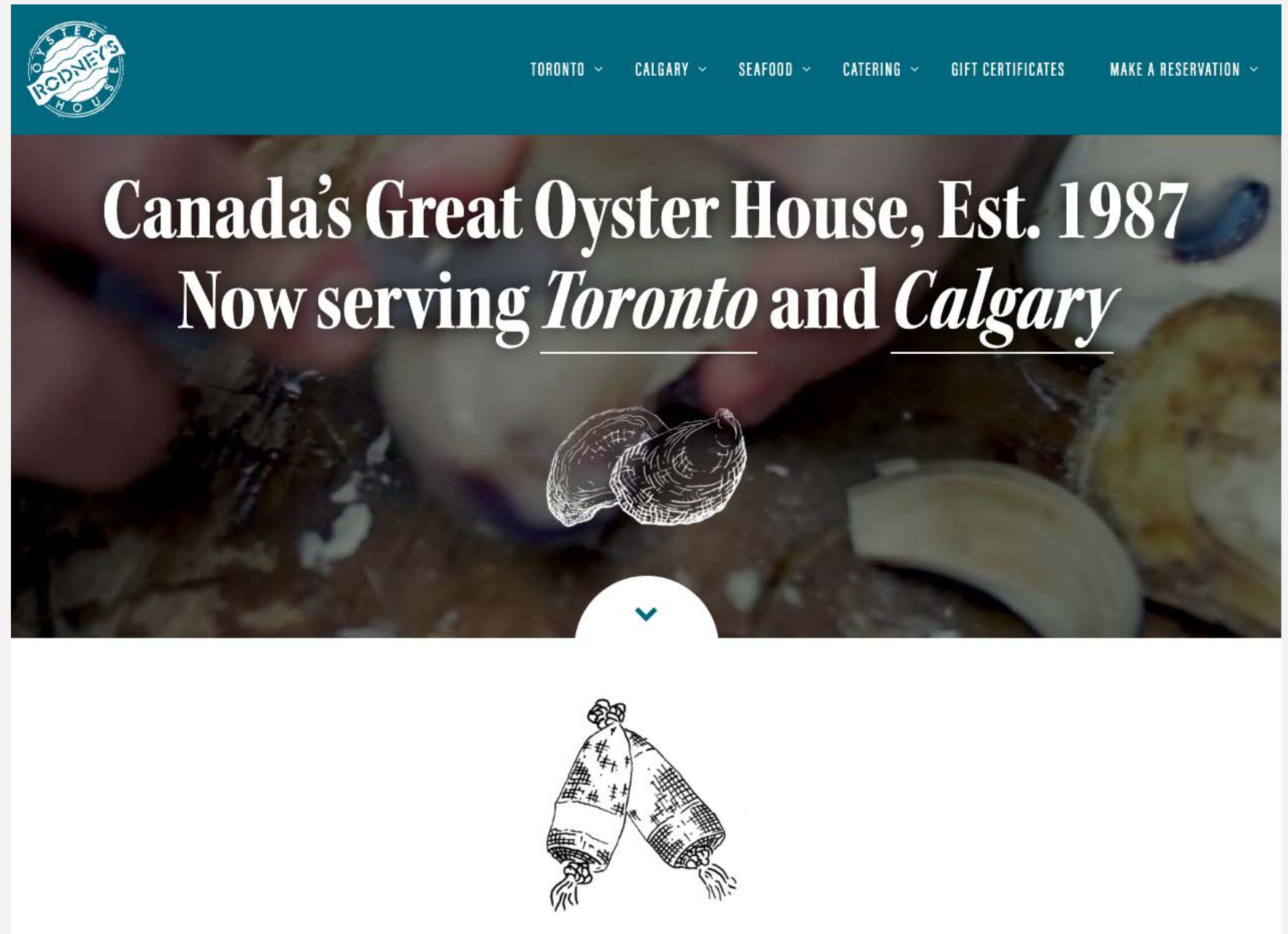
Rodney's Oyster House, 2016 Website

Rodney's Oyster House is a high-end oyster and seafood restaurant with locations in Toronto and Calgary. They presented a unique challenge of unifying their two locations into a single website, elevating the overall design of their website and creating unique yet coherent images for each location.

The end result is a design that has a high-end tone, with elements of hand-drawn illustrations and maritime whimsy. Built on WordPress, the website offers a very convenient and user-friendly environment for staff to keep content up-to-date.

Visit site at:

<https://rodneyoysterhouse.com>



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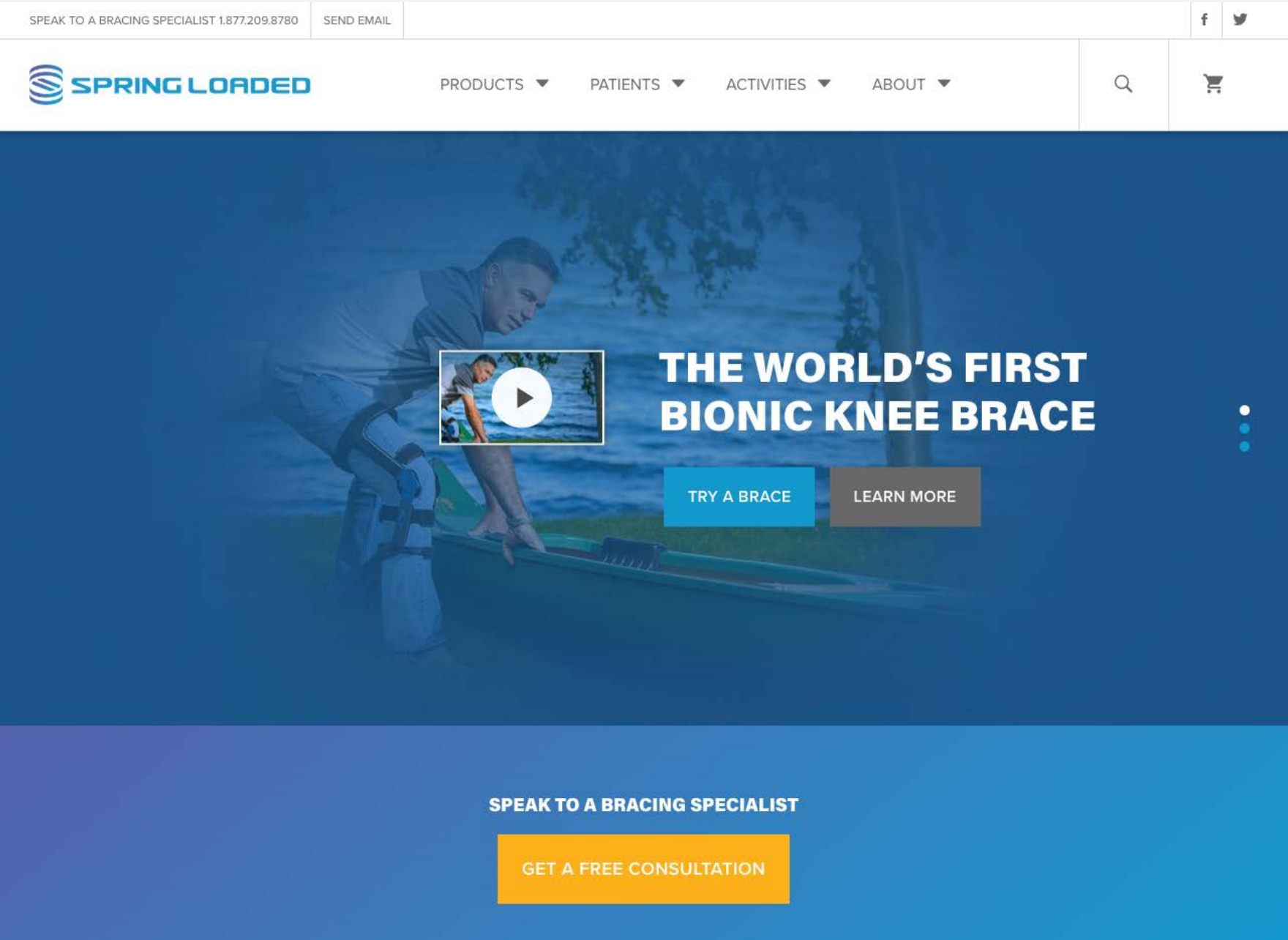
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Spring Loaded Technology, 2016
Website

Spring Loaded Technology is an innovative company based in Dartmouth, Nova Scotia. Specializing in the design and production of a bionic knee brace, Spring Loaded is a pioneer in their industry and continues to elevate Nova Scotia’s industry.

Partnering with a local designer, we developed a heavily customized WordPress site that features their products with the respect they deserve, and on the back-end empowers sales staff to process orders for shipping throughout Canada and the United States.

Visit site at:
<https://springloadedtechnology.com>



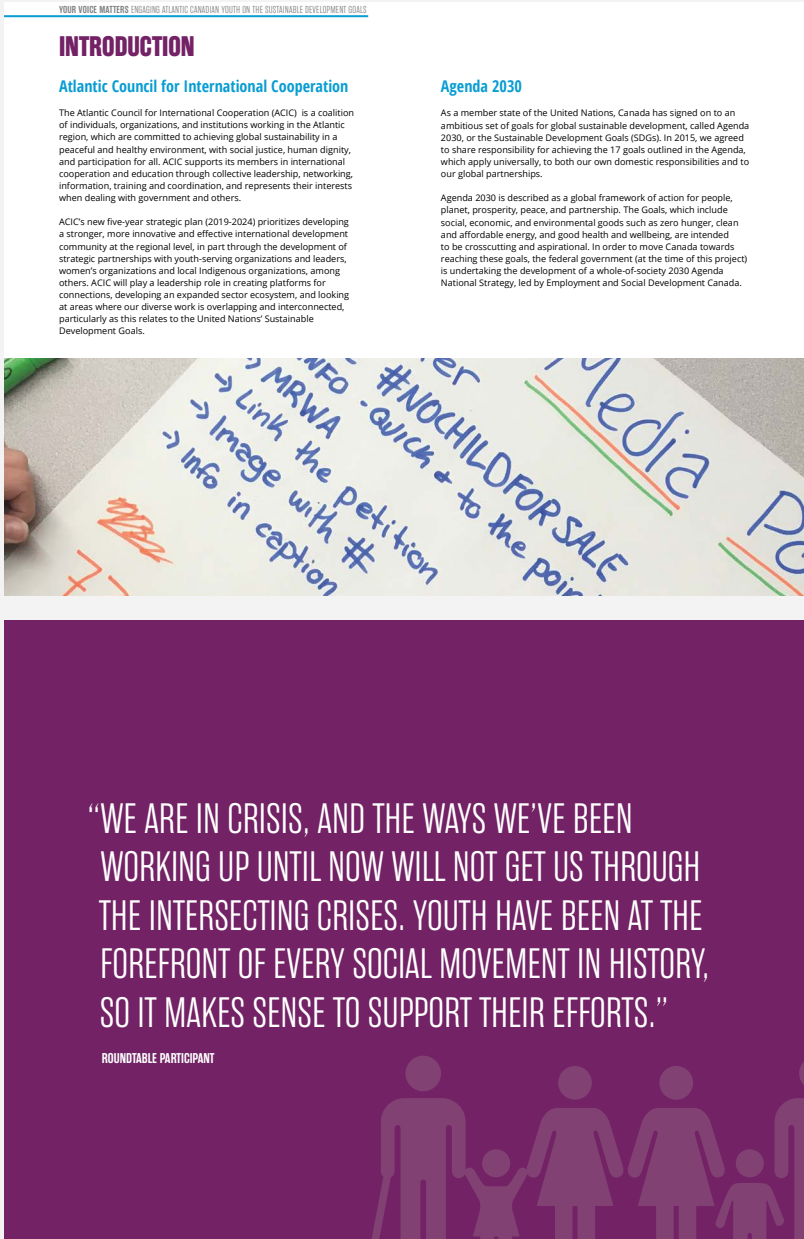
ACIC Development Report, 2019
Report

The Atlantic Council for International Cooperation is a not-for-profit working in the Atlantic region with a mandate of achieving global sustainability in a peaceful and healthy environment, with social justice, human dignity, and participation for all.

This print project was to develop a report summarizing ACIC’s efforts and engagement with youth on the adoption of The United Nations Sustainable Development Goals (SDG) from 2015. Working within the SDG brand guidelines we were able to leverage some visual elements, such as colours and graphics, while developing a unique tone to ACIC.



Cover



Sample interior spreads

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FSi Strategies, 2018

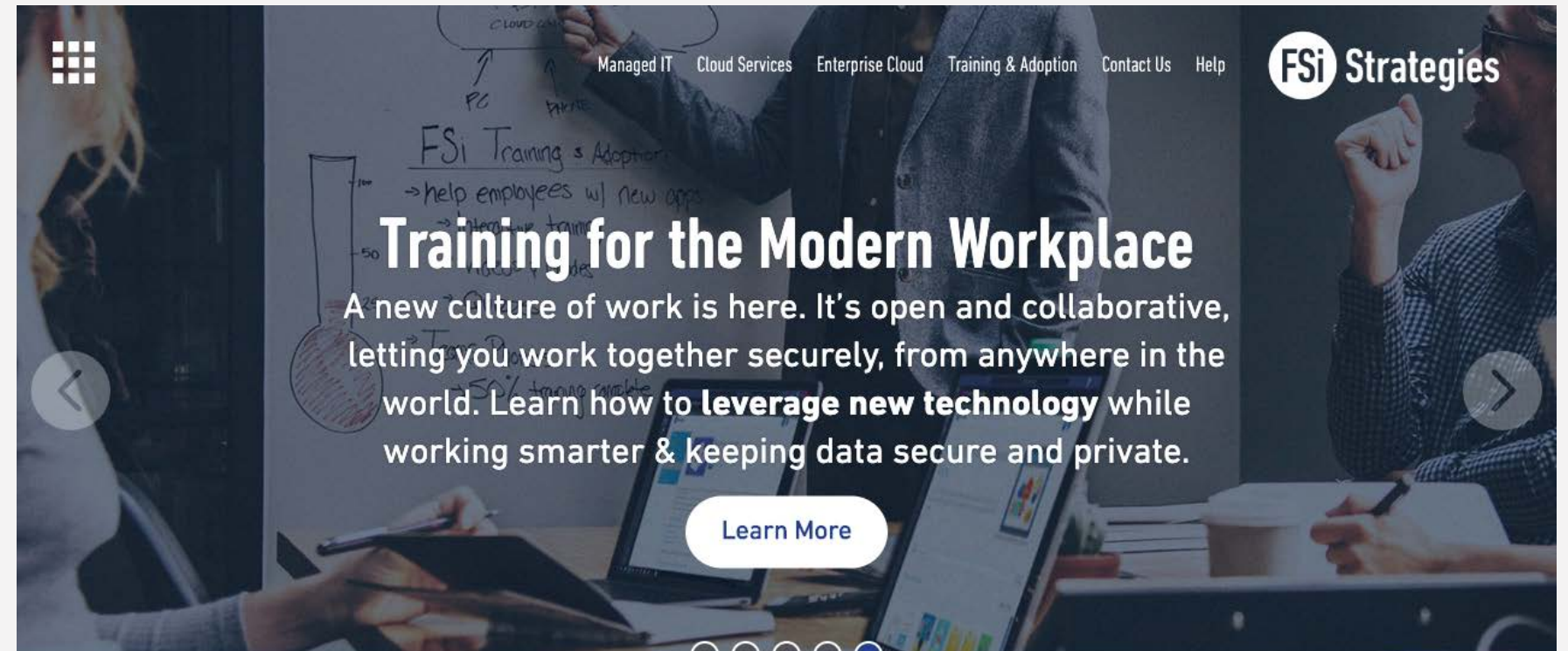
Logo and Website

FSi Strategies, formerly FedSolutions, underwent re-branding as they changed their name and business focus. Having worked with them for a number of years on various versions of their website, we worked closely together to further evolve their brand and online presence.

The result is a natural evolution of their brand and an updated WordPress site that more accurately reflects the industry within which they operate and provides the client with an easy to use content management system.

Visit site at:

<https://www.fsistrategies.com>



Customer Centric IT Services

We focus on the business needs of your organization to build custom technology solutions. Working with your users, managing your technology, and innovative planning – this is the cornerstone of our customer centric approach to bring you to the modern workplace.

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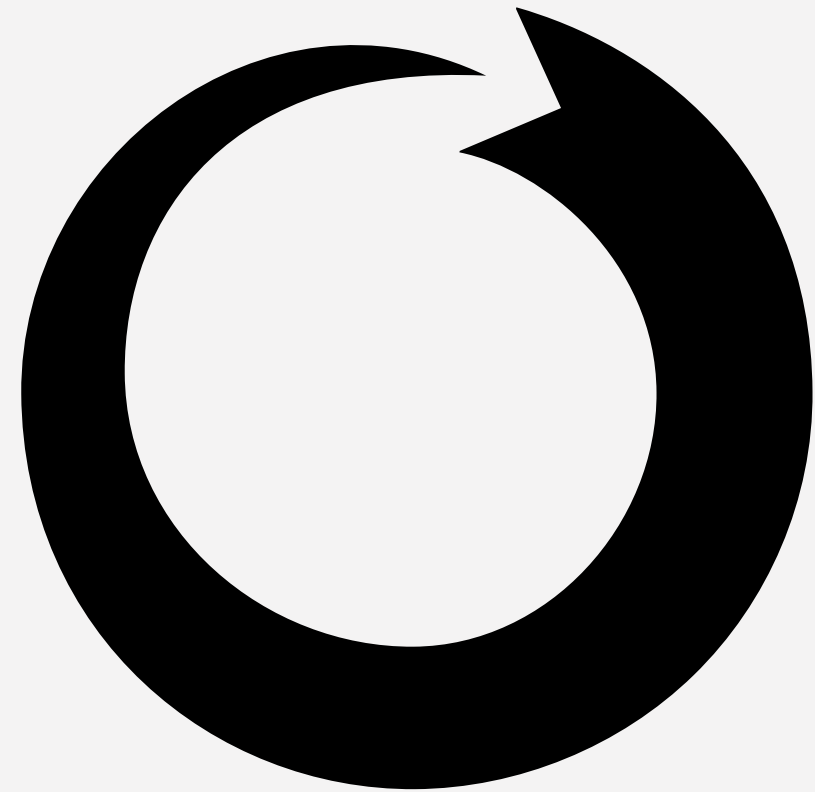
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Ouroboros, 2009

Logo

Ouroboros is about the consumption problem on the consumer end. The goal is to encourage products to stay in the use cycle longer.

The name is Greek for “tail-devouring snake” which is a symbol for a cycle and eternal return. Sort of an infinite phoenix rising. The logo is an abstracted form, referencing a snake while maintaining a geometric and slightly forward movement.



OUROBOROS

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Expressive Typographic Logo, 2008
Tempo

A hand-drawn logo intended to evoke immediacy and loudness. The logo is for a venue targeted at young people interested in music and a sophisticated atmosphere.



Drinks

Cocktails

Cosmopolitan	07
Dirty Martini	07
DuPont	07
Hurricane	08
Logan	07
Mai Tai	09
Manhattan	07
Margarita	08
Mojito	06
Red Hook	08
The Kimono	09
The Polyester	08
The Suede	07
Whiskey Sour	08

Draft Beer

Blue Moon	04
Bass Ale	04
Dos Equis	04
Rolling Rock	04
Stella Artois	04

Bottled Beer

Alexander Keith's	05
Hoegaarden	05
Magic Hat	05
Pilsner Urquell	05
Red Stripe	06
Radegast Birell	05

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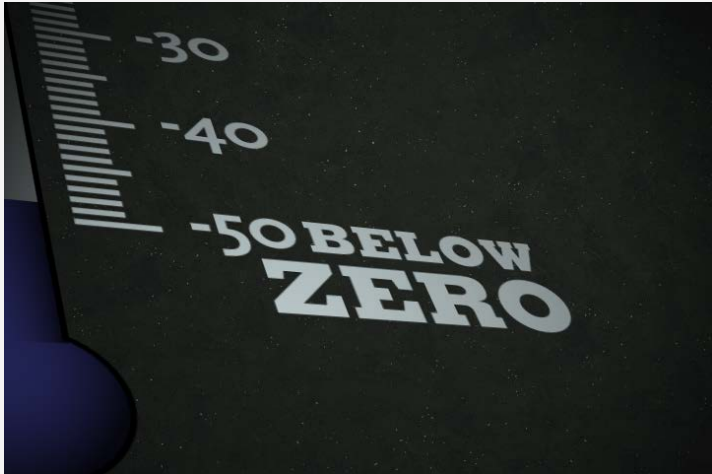
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50 Below Zero, 2008
Adobe After Effects Short Movie

This short animation based on an excerpt from a classic children’s story, “50 Below Zero” by Robert Munsch. The illustrations are scans of the original artwork by Michael Martchenko and the narration is from a recorded reading by the author, provided on his web site.

The piece was composed with Adobe After Effects with a original sound track provided by talented musician, J. Blake Stetson.

View movie at:
<http://vimeo.com/2011962>



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Thank you for taking the time to review my portfolio. Please feel free to contact me with any inquiries regarding my work.