

Andrew Doukas

Brand and Visual Designer

2026 Design Portfolio



Hello,

Over the years I worked as an in-house designer for a company in the flooring industry creating a wide variety of material. Marketing promotional pieces, packaging, web content management, social media, photography, branding, video editing, publication design, and more. Here in this portfolio you'll find some of my best works to date.



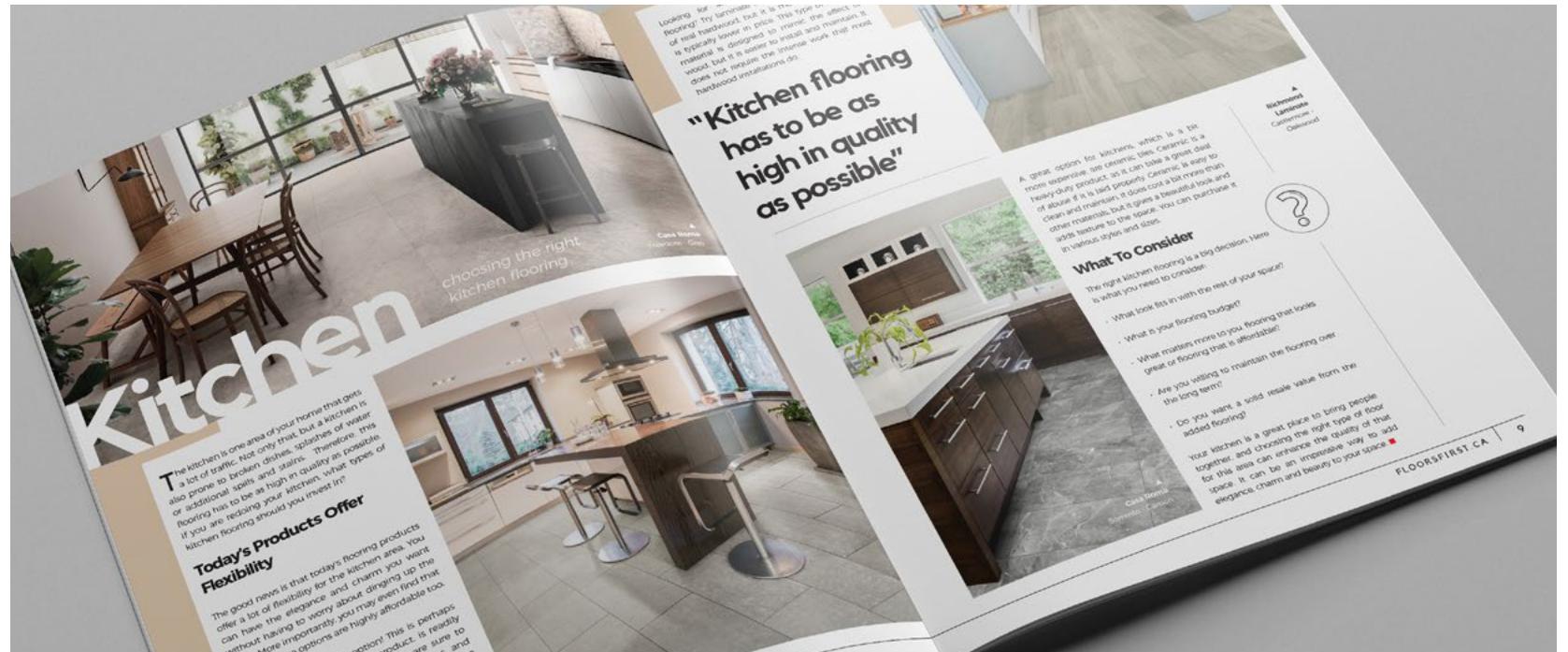
Structure & Style

Publication

I was tasked with re-imagining a flooring magazine for FloorsFirst, a retailer association for floor covering businesses in Canada. Their annual flooring guide magazine was in need of a refresh and wanted a modern look that put “interior design” at the forefront.

I took inspiration from high fashion magazines and other publications in the floor covering industry. Through the use of typography, layout grids and colours, the magazine’s look was totally transformed over its previous design.

The decision to make this a digital magazine cut costs on printing and distribution while still reaching hundreds of dealers across Canada. Resulted in a significant value-add for dealers to offer their customers and was downloaded over 2000 times.





FloorsFirst Program Guide

Publication

I was assigned with creating the 2022 edition of the FloorsFirst program guide. The executive team who managed the program asked for a new look for the upcoming edition.

I aimed to use elements of FloorsFirst brand throughout the design of the guide. Use of the colour red was intentional. I also made the working file more efficient by setting up paragraph and character styles so that future editions could be created faster while having a consistent style.

This printed guide was sent to hundreds of FloorsFirst dealers and were utilized by the sales & marketing teams to attract new dealers into the program. The FloorsFirst executive team were pleased with the new look and the dealers appreciated an update to the program.

SOCCER360

Publication

While an intern at a local design studio, I had the privilege of creating spreads for their soccer magazine called "SOCCER360 Magazine". It is a bi-monthly, print publication featuring the top stories in the world of soccer.

With the support of the studio's creative director, I built the layouts for my spreads on a robust grid system. Having access to a large library of professional photography, I made sure to choose photos that best suited the stories for each spread. Also utilized "pull-quotes" to highlight key details.

The spreads I designed fit in seamlessly within the rest of the magazine and earned me a credit for my design contributions. This edition of SOCCER360 (Issue no. 68) had 5000 copies printed and was distributed to news stands and stores across Canada.



FloorsFirst Flooring Sale event

Promotional Marketing

The FloorsFirst executive team and the marketing team worked together to put on a sale for FloorsFirst dealers. These sales happened twice each year, during the spring and the fall.

Each sale was an opportunity to create a new theme and it changed based on the season of the sale. I first created the logo which was done in a hand-lettering style. The overall look for each sale was meant to be eye-catching and fun. Both printed and digital sale materials were created along with partnership materials for Air Miles, the main sponsor for the sales.

Sale kits were assembled by the printer and later checked for quality by the creative team. Kits were sent out to all FloorsFirst dealers across Canada and displayed in their stores for the duration of the sale.



FloorsFirst CANADA
2020 FLOORING SOLDE
Sale
10.19.20 - 11.19.20
THE WIDE PLANK EVENT

Richmond CASTLEHORE
THE FLOORFIRST CANADA CONTEST
FRESHEN UP FOR FALL

ENTER ON INSTAGRAM
POST A PICTURE
of a room that needs a refresh
FOLLOW AND HASHTAG
#freshenupforfallcontest
October 19 - November 19, 2020

Consumers can enter for a chance to WIN \$2,500 towards flooring to renovate your home!

Enter for a chance to WIN \$2,500 towards flooring to renovate your home! Competition ends on October 19, 2020. Open to all active members of FloorsFirst Canada. Open to all active members of FloorsFirst Canada.

FOLLOW FLOORFIRST CANADA

FloorsFirst CANADA
2020 FLOORING SOLDE
Sale
10.19.20 - 11.19.20
SOLDE COUVRE-PLANCHERS

CERAMIC LUXURY VINYL
LAMINATE HARDWOOD

Richmond CASTLEHORE
THE FLOORFIRST CANADA CONTEST
FRESHEN UP FOR FALL

ENTER ON INSTAGRAM
POST A PICTURE
of a room that needs a refresh
FOLLOW AND HASHTAG
#freshenupforfallcontest
October 19 - November 19, 2020

Consumers can enter for a chance to WIN \$2,500 towards flooring to renovate your home!

Enter for a chance to WIN \$2,500 towards flooring to renovate your home! Competition ends on October 19, 2020. Open to all active members of FloorsFirst Canada. Open to all active members of FloorsFirst Canada.

FIND US ON SOCIAL MEDIA
FLOORFIRST.CA

FloorsFirst CANADA
2020 FLOORING SOLDE
Sale
10.19.20 - 11.19.20
SOLDE COUVRE-PLANCHERS

FloorsFirst CANADA
2020 FLOORING SOLDE
Sale
10.19.20 - 11.19.20
THE WIDE PLANK EVENT
L'ÉVÉNEMENT DE LA PLANCHE LARGE

FloorsFirst CANADA
2019 FLOORING SOLDE
Sale
10.18.19 - 11.18.19
SOLDE COUVRE-PLANCHERS



FloorsFirst CANADA
2019 FLOORING SOLDE
Sale
10.18.19 - 11.18.19
SOLDE COUVRE-PLANCHERS

FloorsFirst CANADA
2019 FLOORING SOLDE
Sale
10.18.19 - 11.18.19
SOLDE COUVRE-PLANCHERS

FloorsFirst CANADA
2021 FLOORING SOLDE
Sale
4.23.21 - 5.23.21
THE DIY EVENT

Richmond
THE FLOORFIRST CANADA CONTEST
ROAD TO GOLD

ENTER FOR A CHANCE TO WIN 5,000 AIR MILES REWARD MILES
OCTOBER 19 - NOVEMBER 19, 2020

LE CONCOURS DE FLOORFIRST CANADA
LA ROUTE VERS L'OR

ENTRER POUR AVOIR CHANCE DE GAGNER 5 000 MILES REWARD MILES
OCTOBRE 19 - NOVEMBRE 2020

FOLLOW FLOORFIRST CANADA / SUIVEZ FLOORFIRST CANADA

FloorsFirst CANADA
2021 FLOORING SOLDE
Sale
4.19.21 - 5.20.21
THE DIY EVENT

EXCLUSIVE SPRING SALE!

- 5% OF PURCHASES INVESTED WITH REACH LOCAL
- MANY EXCLUSIVELY DISCOUNTED PRODUCTS
- 15% DISCOUNT FROM OUR ALREADY LOW PRICED HOT SPECIALS
- DIGITAL SALE ADVERTISING AND DIGITAL POP

National Sale message posted on FloorsFirst.ca and a dealer locator listing for your store. The National Flooring Sale will target hundreds of thousands of people with Google Adswords and Instagram ad campaigns.

Enhance your sale event with a digital flyer that emphasizes special deals. In addition to the sale flyer, take advantage of the 2021 spring home social media content, which you will be able to post during the event!

TO ALL FLOORFIRST MEMBERS

All FloorsFirst members will be auto-enrolled in the sale. Should you wish to "opt-out" of the sale please contact Joyce Klynska by email: jklynska@pfcc.ca or by phone: 1.800.875.2000 Ext. 2535. The deadline is March 29, 2021.

FloorsFirst CANADA
2021 FLOORING SOLDE
Sale
4.19.21 - 5.20.21
THE DIY EVENT

FloorsFirst CANADA
2021 FLOORING SOLDE
Sale
4.19.21 - 5.20.21
THE DIY EVENT
COMING SOON!

FloorsFirst CANADA
2019 FLOORING SOLDE
Sale
10.18.19 - 11.18.19
SOLDE COUVRE-PLANCHERS

casaroma REFLECTIONS LAURENTIAN RICHMOND
LAURENTIAN RICHMOND ARMSTRONG FLOORING

Rogers Bank Campaign Pitch

Marketing, Events & Branding

The Rogers Bank Jet Set Society was conceived as an exclusive, invitation-only event series and lifestyle club designed for high-net-worth Rogers Bank clients.

The initiative aimed to build a private community centred around experiential luxury, offering members access to extraordinary activities across Canada that are typically unavailable to the public. More than a collection of events, Jet Set Society was about creating meaningful moments of joy, connection, and prestige, establishing a lifestyle that no other competitor in the financial sector could match.

See the full pitch deck [here](#)

● THE BIG IDEA CODE RED COLLECTIVE 2025



ABOUT THE BRAND

The Jet Set Society is a gateway to specialty experiences, available to only a select few.

This isn't another rewards program, it's an elite lifestyle to be coveted.

● EVENTS BREAKDOWN CODE RED COLLECTIVE

NOW ARRIVING



Kelowna Toronto

Calligraphy & Hand lettering

Typography is one of my favourite aspects of design and is one way I try to differentiate my work. Through thoughtful consideration of font pairings to drawing and writing calligraphy. Here is a sample of some of my favourite handwritten designs.

capivate



twenty
ONE



Plastic
STAFFING



Thank You

Contact me at:

andrewdoukas6@gmail.com

andrewdoukas.ca