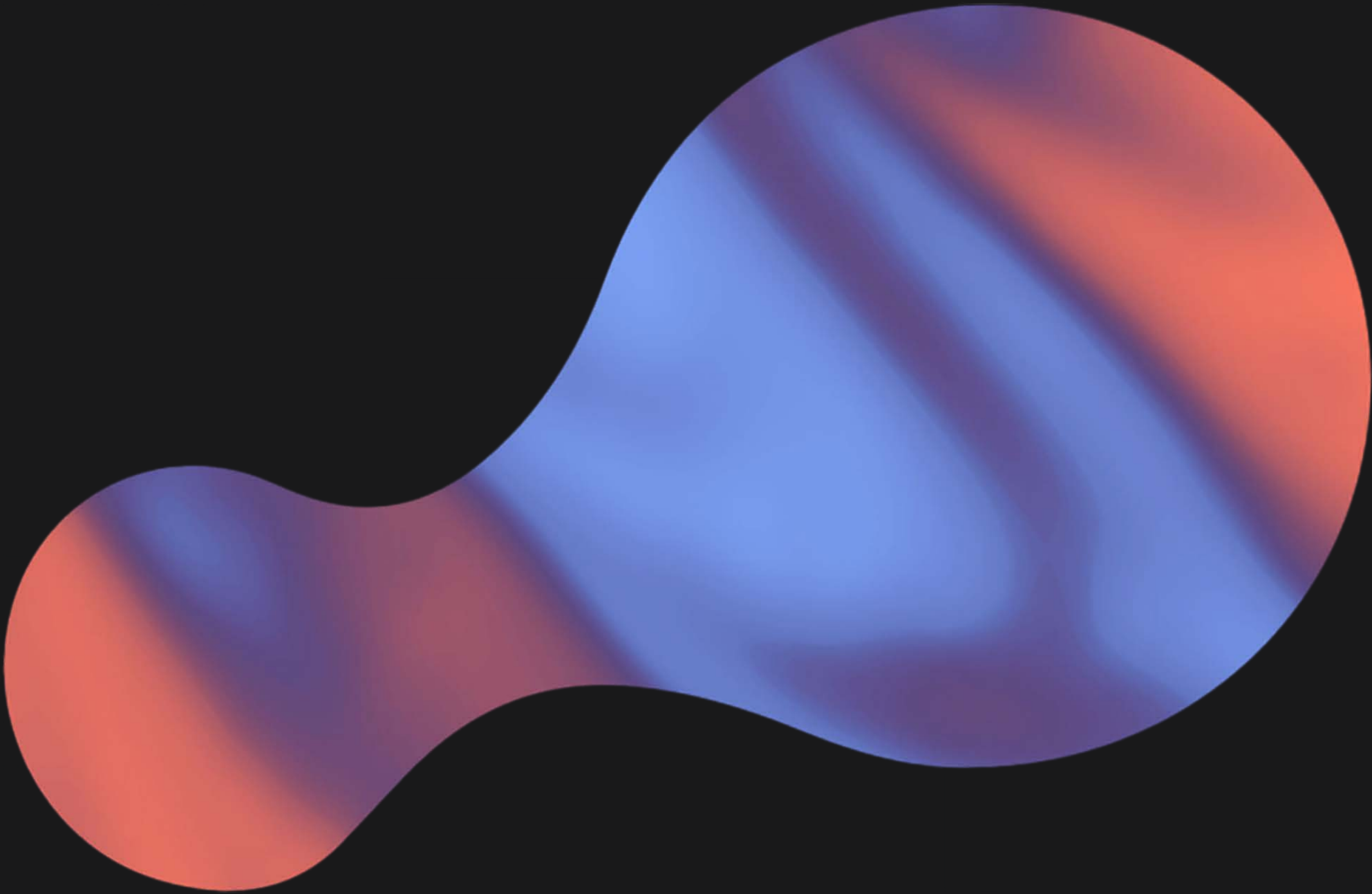


Sarah Wiebe

Graphic Designer / 2024 PDF Portfolio





Intro

Nice to meet ya! I'm Sarah, a graphic designer based in Abbotsford, B.C.

I've spent the last few years dedicating myself to learning every skill needed in order to complete a job. I am dedicated to the end goal of a project, working efficiently and with great detail to bring the best product possible to my clients. That means staying up to date with graphics, web design & development, and photo & video, standards & trends.

When I'm not designing, you can find me playing indie games, hiking, or enjoying a concert with friends.

Currently, I'm focusing on web, photo & video, and graphics, but am open to anything that can challenge my skills.

Projects

Bigfoot Crane Company / NWT & Nunavut Chamber of Mines / Dynamic Fenestration / NorLand Industrial Services Group

Bigfoot Crane Company

Located in Abbotsford, BC, Bigfoot Crane is an world leader in the crane industry. Bigfoot offers in-depth training programs for crane operators, riggers, and hoist operators - as well as sells & rents cranes, crane accessories and wind accessories.

Bigfoot had a wide range of marketing needs, so it was exciting to challenge all of my skills while on the project with them.

Services Provided:

Website maintenance, social media management, email marketing, photography and videography (including drone), and print & digital marketing.



Magazine Ad.

2-page ad highlighting Boscaro's 2023 crane attachment lineup in the Modern Contractor magazine.

ane Company

MODEL	CAPACITY	PAYLOAD	WEIGHT
350D	0.26 cu yd	155 lbs	185 lbs
350D	0.46 cu yd	187 lbs	185 lbs
600D	0.78 cu yd	243 lbs	1,540 lbs
990D	1.30 cu yd	507 lbs	2,640 lbs
1500D	1.96 cu yd	650 lbs	4,400 lbs
2000D	2.62 cu yd	1,202 lb	6,604 lbs
3000D	3.92 cu yd	1,477 lb	8,898 lbs

MODEL	CAPACITY	WEIGHT
MBRA-15E-12	3,300 lbs	450 lbs
MBRA-20E-12	4,400 lbs	450 lbs
MBRA-25E-12	5,500 lbs	475 lbs
MBRA-30E-12	6,600 lbs	475 lbs

→ 2 and 4 Man Baskets



The CPP-G2A & G4A units are ready to take on any job, offering versatility with a detachable roof and separate pick-up points. Their spacious interior has room for 2-4 people and the 4-person unit doubles as an Emergency Rescue Platform.

MODEL	CPP-G2A	CPP-G4A
Load Capacity	2 people	4 people
Carrying Capacity	645 lbs	1,300 lbs
Length	4'7"	7'5"
Width	3'3"	4'1"
Height with roof	7'9"	7'9"
Height with no roof	4'6"	4'6"
Bottom section weight	480 lbs	875 lbs
Top section weight	200 lbs	390 lbs
EZ™ test weight	915 lbs	1,805 lbs

→ 5-in-1 Concrete Buckets

Increase efficiency with our highly customizable concrete buckets. With 3 available attachments, 5 configurations, & an auto-closing gate for flow control, the C-N Series Concrete Bucket is the last concrete bucket you will ever need to buy.

MODEL	CAPACITY	PAYLOAD	WEIGHT
C-50N	0.26 cu yd	2,425 lbs	250 lbs
C-99N	1.3 cu yd	4,850 lbs	507 lbs
C-150N	2.0 cu yd	7,275 lbs	585 lbs
C-200N	2.6 cu yd	9,700 lbs	677 lbs



We work in pretty challenging environments, so we need equipment that we can rely on to be durable and safe. That's why we work with Bigfoot.

BRIAN CASPER | CONSTRUCTION SUPERINTENDENT, WEST SHORE CONSTRUCTION

Call Toll Free
1-844-982-2218

TALK TO AN EXPERT

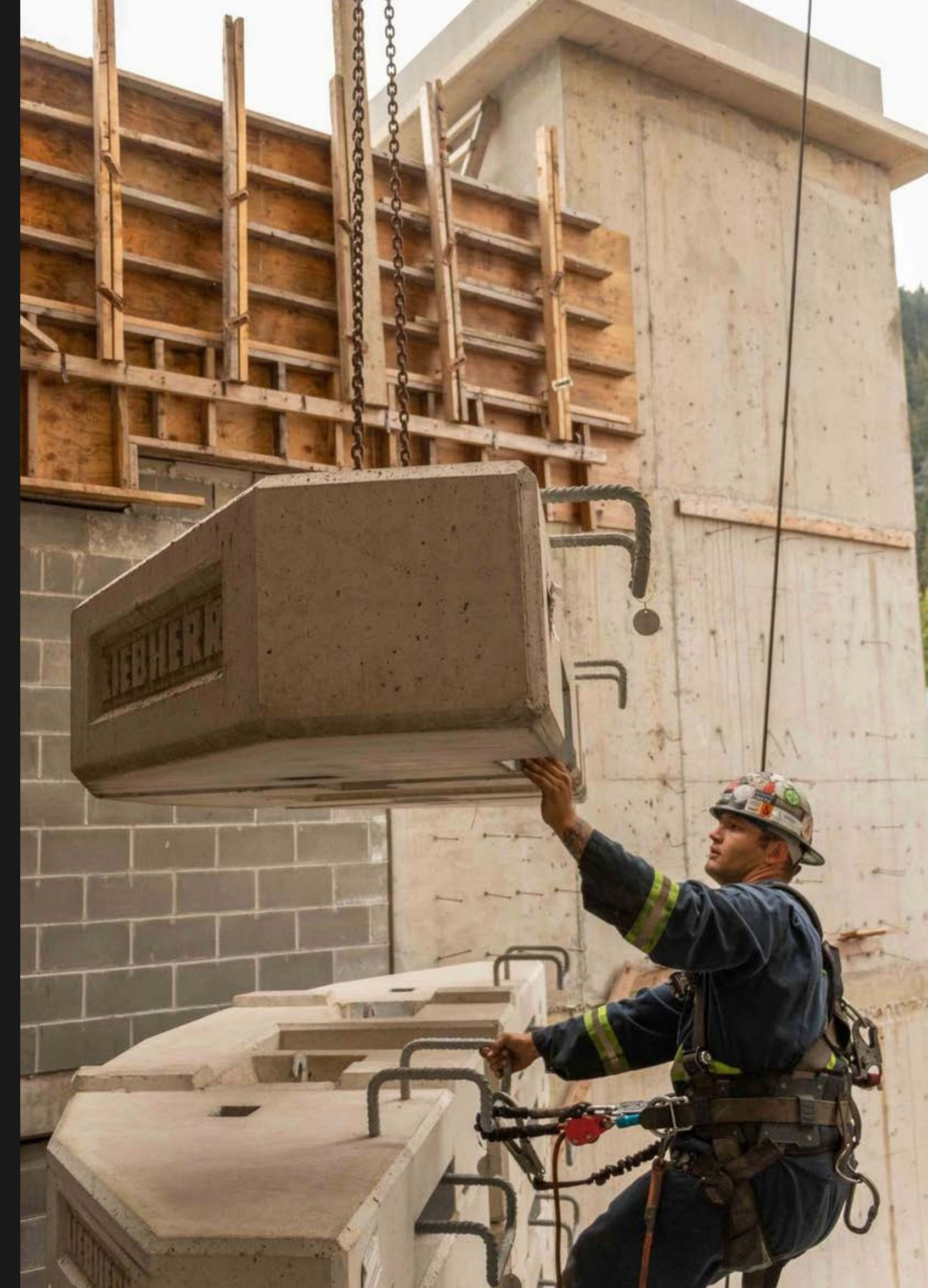
Photography.



📍 Surrey, British Columbia



📍 Abbotsford, British Columbia



📍 Harrison Hot Springs, British Columbia

Videography.

📍 Abbotsford, British Columbia



Boscara Hydraulic Clamshell Crane Bin

<https://www.youtube.com/watch?v=0SL9xeGCGRk>

Click to watch

📍 Harrison Hot Springs, British Columbia



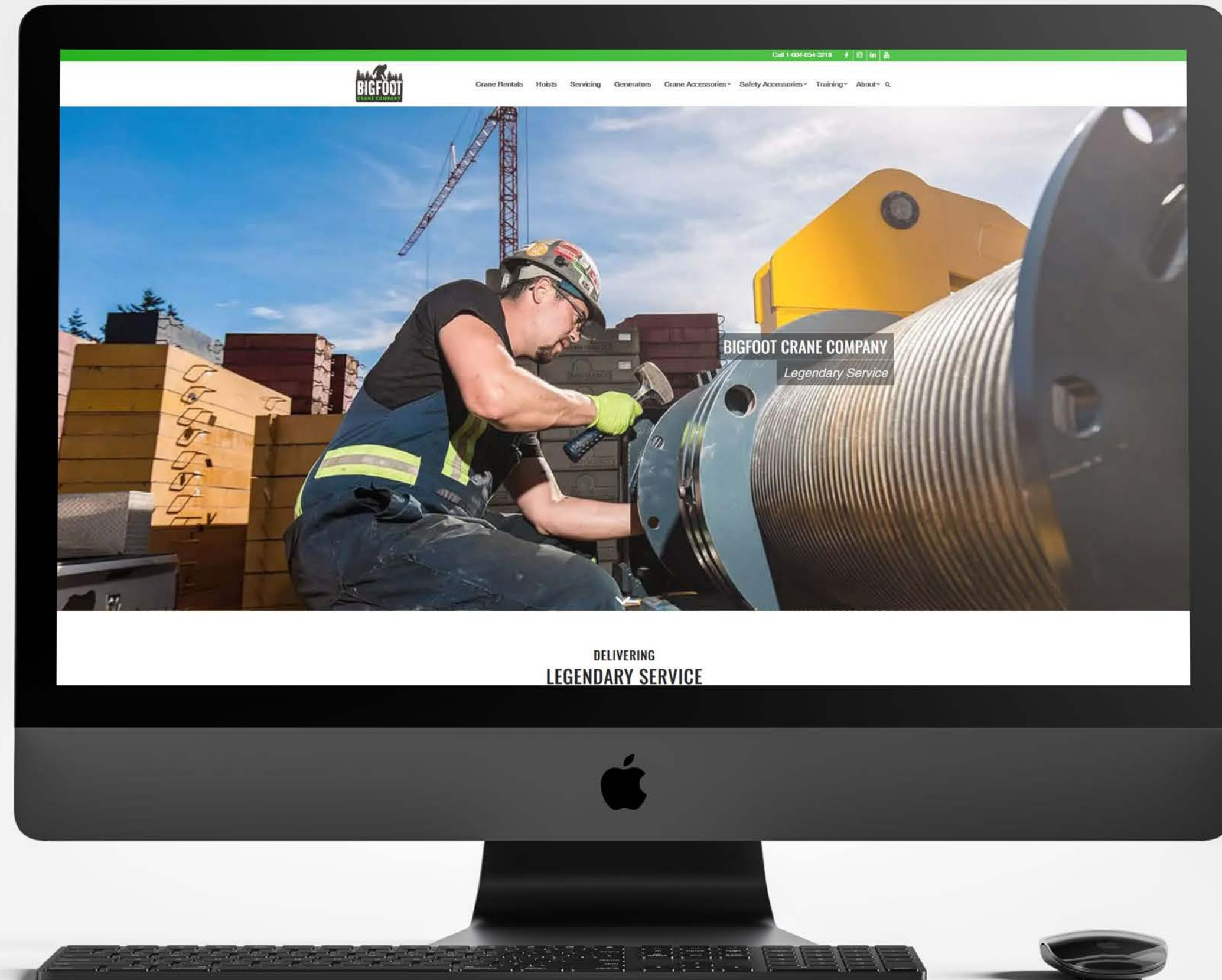
Tower Crane Removal in Harrison Hot Springs

<https://www.youtube.com/watch?v=d2so7n8M7X8>

Click to watch

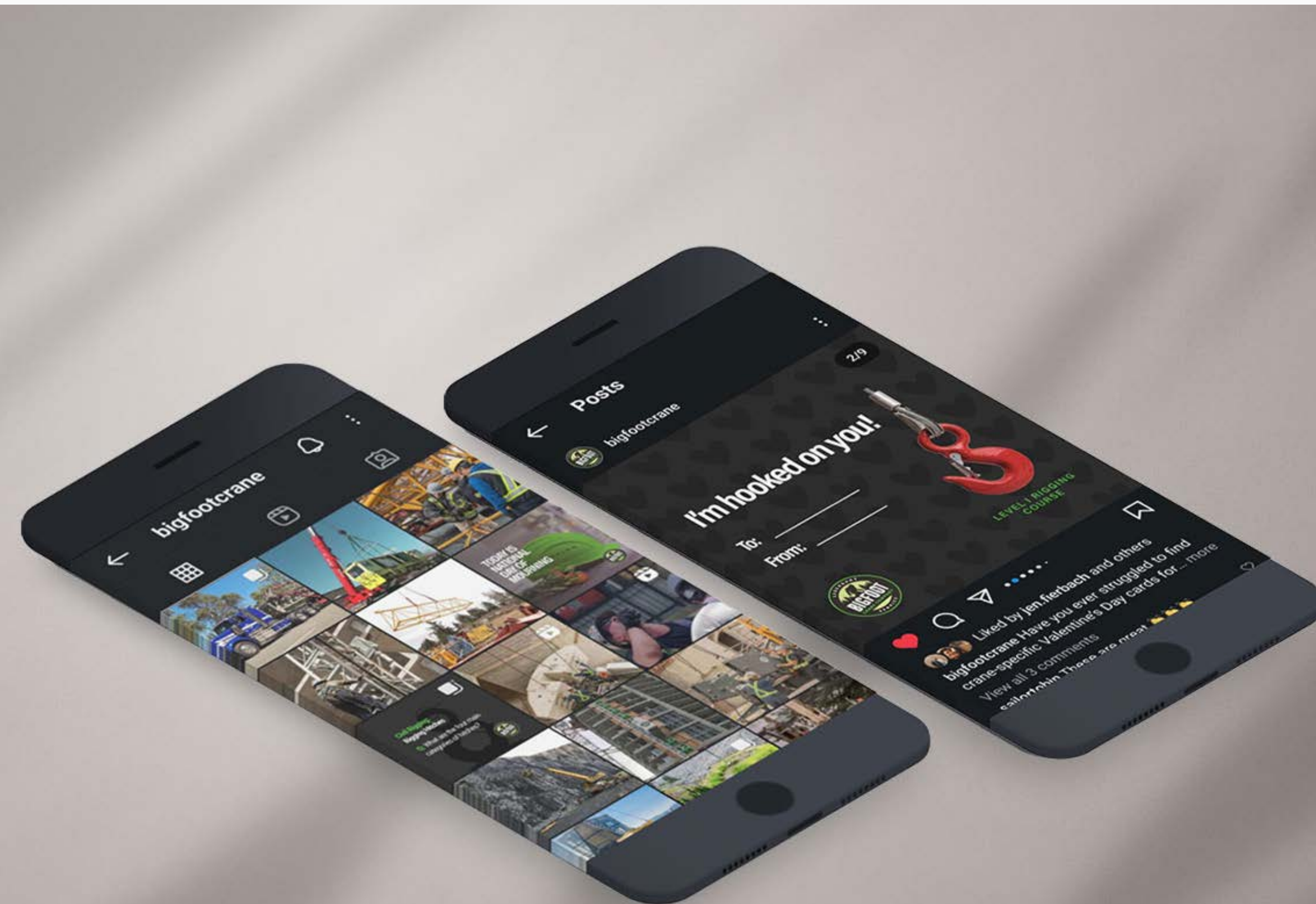
Social Media.

Social media campaigns for Bigfoot - the goal was to increase brand visibility and drive leads with a fun and approachable strategy.



Website Maintenance.

Edited & updated products, staff photos, & COVID safety procedures as needed. Created a steady stream of blog posts to boost SEO. Re-worked home page.



Projects

Bigfoot Crane Company / NWT & Nunavut Chamber of Mines / Dynamic Fenestration / NorLand Industrial Services Group

NWT & Nunavut Chamber of Mines

The Chamber of Mines exists to provide leadership on, and advocate for, responsible and sustainable mineral exploration and development in the NWT and Nunavut.

One of my main tasks when I was brought on for marketing support was to help educate and get young people in NWT and Nunavut excited about the mining industry.

Services Provided.

Social media management, trade show graphics, & event photography.





Nunavut
MINES & PROJECTS



miningnorth.com

f i t

NUUNAVUT
CHAMBER OF MINES

Event Banners.

I created a collection of 5 trade show banners that would be displayed at Nunavut Night, a symposium held in Vancouver for the Nunavut mining industry.



ABOUT US
OUR VISION



MININGNORTH.COM



WELCOME TO THE TEAM!
TOM HOEFER
EXECUTIVE DIRECTOR, NWT



MININGNORTH.COM



ROUNDUP 2023, NUNAVUT NIGHT. MONDAY, JANUARY 23, 2023. 6:00 PM.

What: Join us for an evening to celebrate **Nunavuts Mineral Sector** at this years' Roundup.

Where: Pan Pacific Waterfront Hotel. 999 Canada Place, #300, Vancouver, BC V6C 3B5.

For details on how to sponsor or sponsorship packages, please email **Priya** at generalmanagernu@miningnorth.com.

WE LOOK FORWARD TO SEEING YOU THERE!



Social Media.

For this account I came up with a graphics set that was on brand and leaned into photos that displayed the beauty of Northern Canada.

Photography.



📍 Nunavut Night, Vancouver, British Columbia

Projects

Bigfoot Crane Company / NWT & Nunavut Chamber of Mines / [Dynamic Fenestration](#) / NorLand Industrial Services Group

Dynamic Fenestration

Dynamic is a world leader in custom hand-crafted fenestration. Offering their wood, wood-clad, and arte metal lines, they have been able to make a great name for themselves in the luxury architecture industry.

This contract began when Dynamic re branded from Dynamic Architectural Windows & Doors to Dynamic Fenestration and I helped carry over their new branding into a marketing strategy that made sense.

Services Provided.

Email marketing, social media management, videography, website maintenance, & SEO.



Videography.

📍 Abbotsford, British Columbia



The Dynamic Navigator Role

<https://www.youtube.com/watch?v=OnyQdPJSAkA>

Click to watch



What Makes Dynamic Fenestration Different?

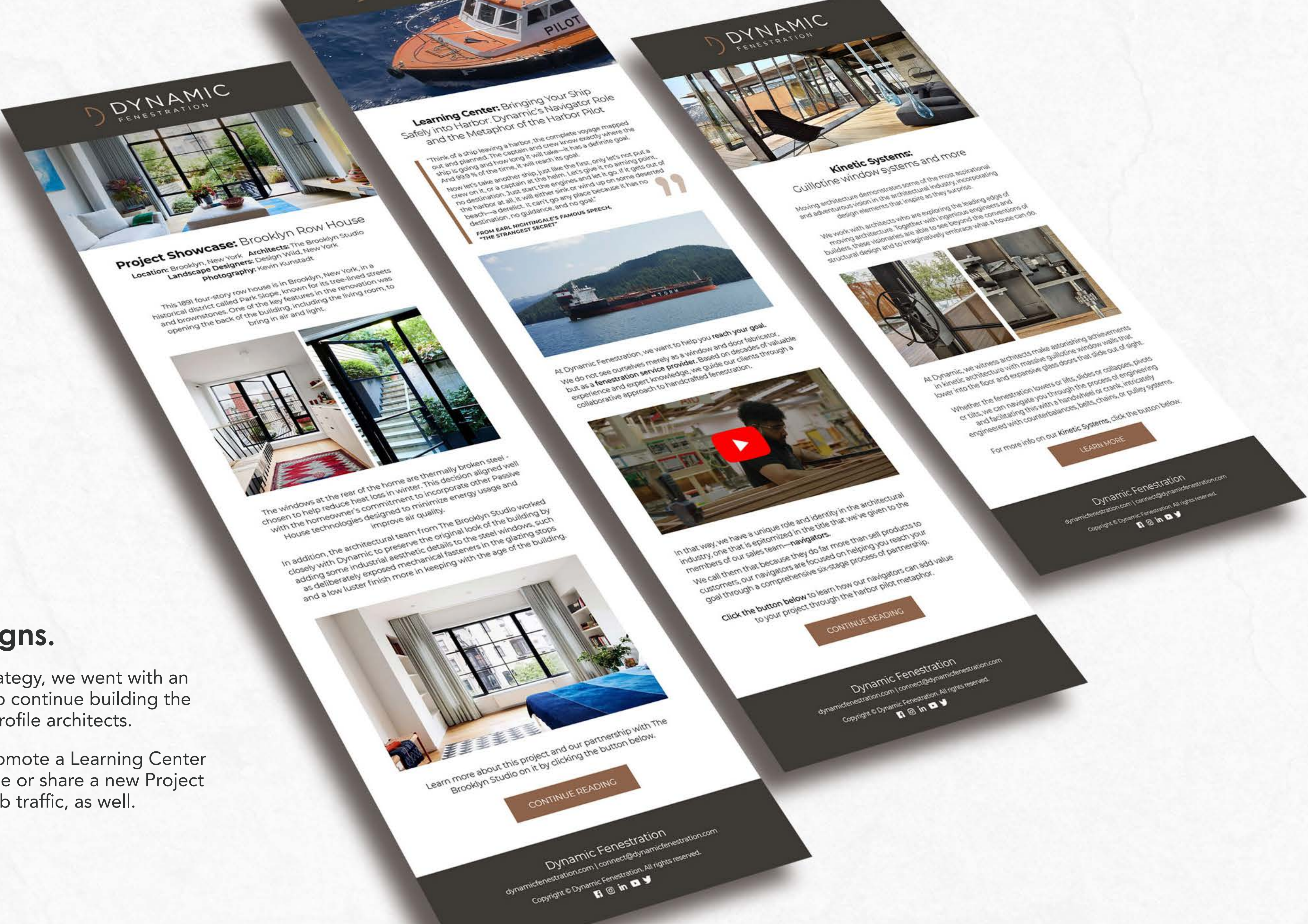
<https://www.youtube.com/watch?v=nGwPHy8OGbg>

Click to watch

Email Campaigns.

For Dynamic’s email strategy, we went with an educational approach to continue building the relationship with high-profile architects.

Most e-blasts aim to promote a Learning Center blog post on the website or share a new Project Story, helping boost web traffic, as well.



Social Media.

Social pieces for Instagram that work to promote Project Stories on the website.

BROOKLYN ROW HOUSE

An Urban Home
Rehabilitated With Air
And Light In Mind



We worked hard alongside The Brooklyn Studio to preserve the original look of the building.

We did this by adding some industrial aesthetic details to the steel windows, such as deliberately exposed mechanical fasteners...



ARCHITECTS: THE BROOKLYN STUDIO, PHOTOGRAPHY: KEVIN KUNSTADT

in the glazing stops and a low luster finish that kept with the age of the building.

The overall goal of the fenestration design was to match modern thermal performance with an 19th century aesthetic.

One of the key features in the renovation was opening the back of the building to bring in air and light. The windows at the rear of the home are thermally broken steel to reduce heat loss in winter.

This decision was made to incorporate Passive House technologies like reducing energy usage and improving air quality.

View the Brooklyn
Row House on our website
via the link in our bio.

Projects

Bigfoot Crane Company / NWT & Nunavut Chamber of Mines / Dynamic Fenestration / NorLand Industrial Services Group

NorLand Industrial Services Group

Norland Industrial Services Group is part of Norland Limited. It exists to simplify complex project execution and minimize the risks for all involved by harnessing the greater potential of teamwork and collaboration.

I was brought onto this project to create the branding & style guide and then design and program the site in Wordpress.

Services Provided.

Web design, web development, & branding.



N.I.S.G.
NORLAND INDUSTRIAL
SERVICES GROUP



Branding.

NISG’s branding was quite simple in that the only requirement was that it matched the other logos under the NorLand name. That meant the typeface was already chosen and all that was left was to choose colour & design the logo.

The logo symbolizes the 6 child companies under the industrial sector of NorLand in the form of a wheel that you’d see on a big rig.



Trench Bold
Proxima Nova Regular



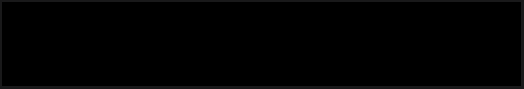
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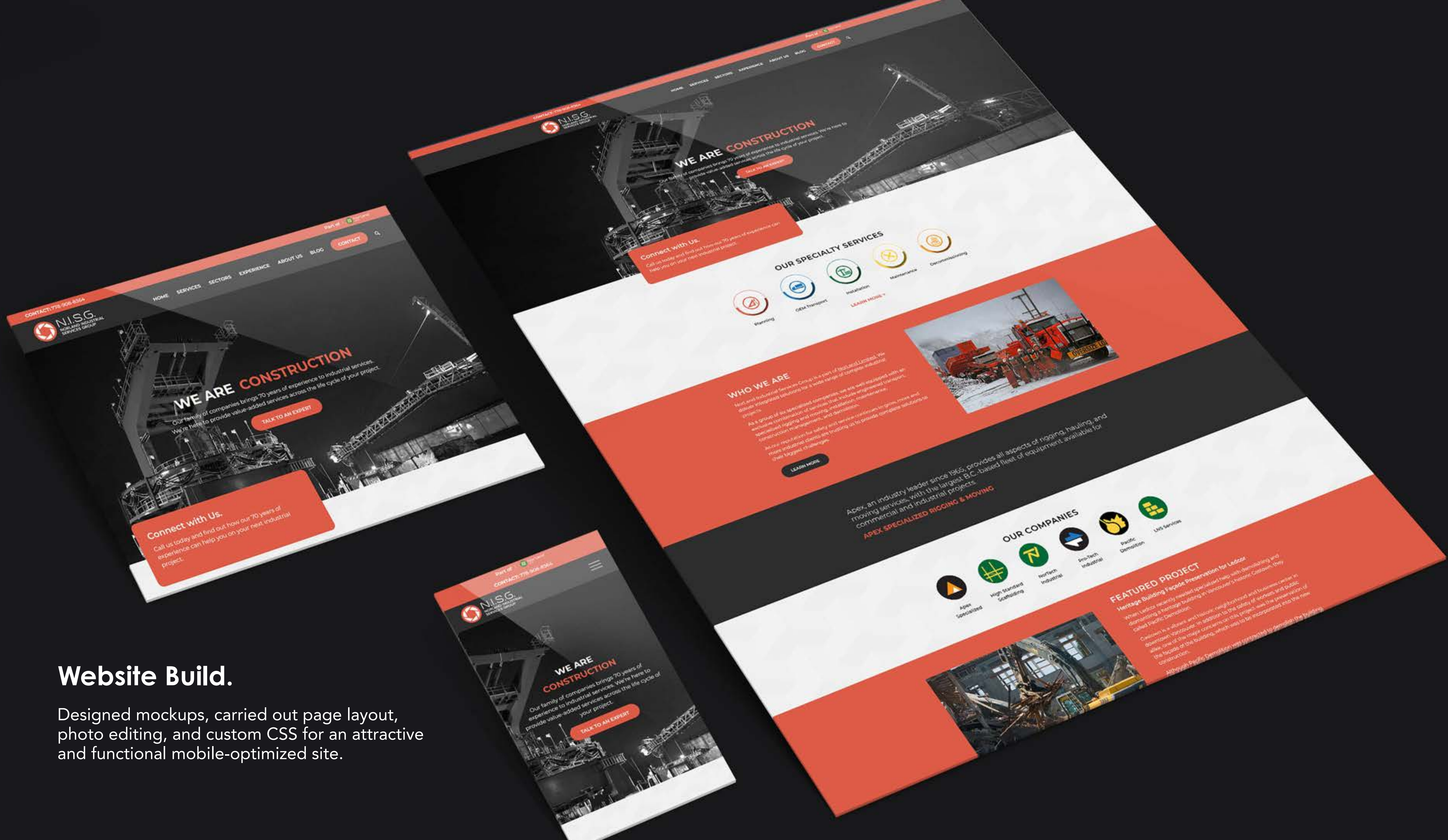
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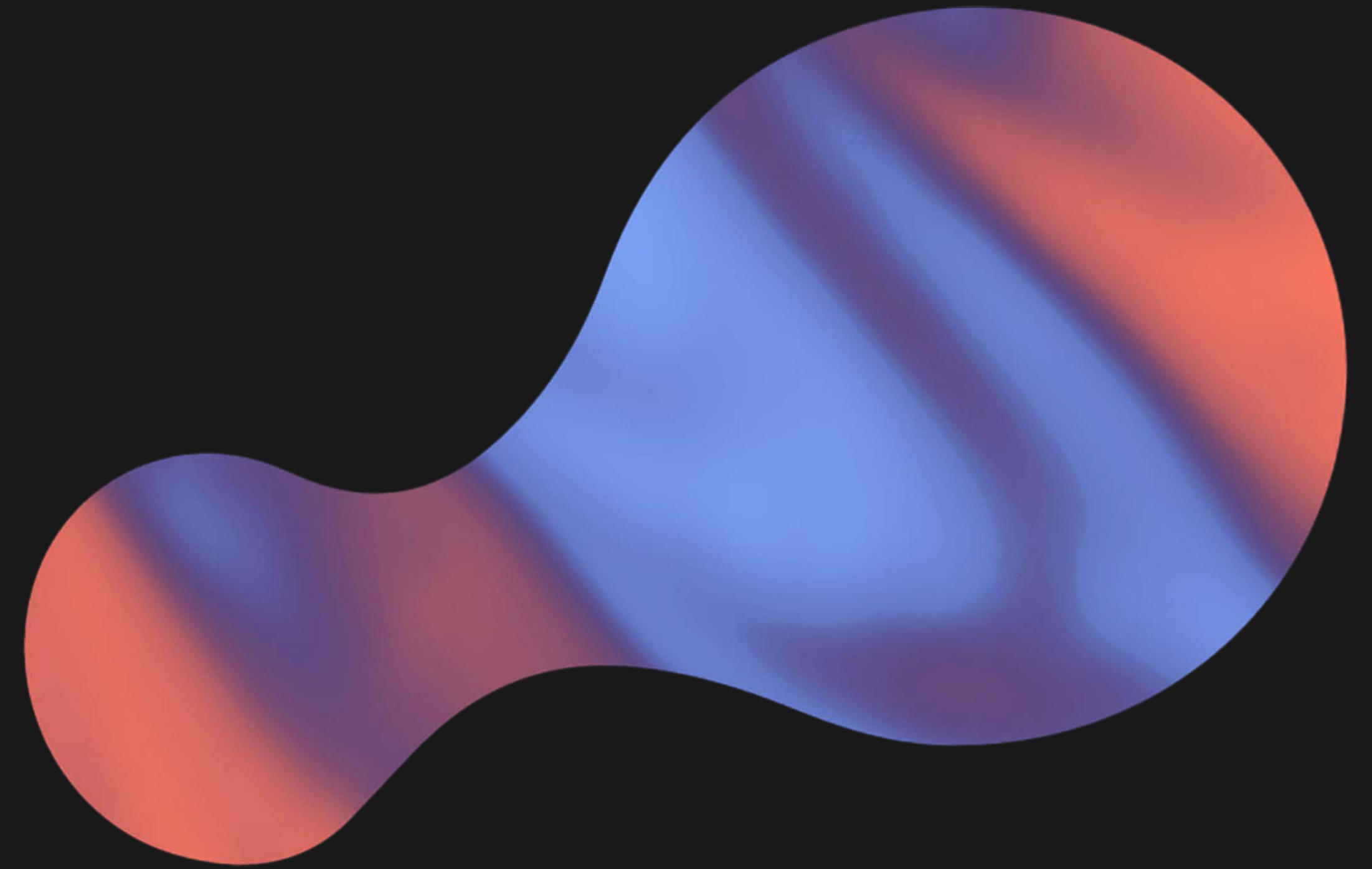


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Website Build.

Designed mockups, carried out page layout, photo editing, and custom CSS for an attractive and functional mobile-optimized site.





Thank You!

web: www.sarahwiebe.com
insta: sarahwiebedesign
mail: hello@sarahwiebe.com
