

BEC MITCHELL

Designing clarity, accessibility and
community through visual systems

Creative Team Lead
Graphic Design



WHAT I BRING TO A TEAM



Accessible Design



Research & Insight



Collaborative Problem Solving



Human Centered Communication



Storytelling Through Design

SECTION 1

DESIGNING CLARITY

Public communication, accessibility
and system thinking

A FIRST IN ONTARIO

Ontario's first standardized
"No Fire, No Open Flame" sign.

Ontario required a new public
safety sign that could communicate
clearly, meet regulation and
receive approval.



Simplistic symbol
for quick recognition
at a distance

Implemented
across Ontario

Complies with
Ontario's Traffic
manual standards

Supports a safer
environment for
all Ontarians'

No Fire No Open Flame		N/A
		20 35 7 146 FHWA C 43 81 18 345 38 81 35 146 FHWA C 35 146 FHWA C 37 20 7
Sign Size	Blank #	Special Notes
(0600 x 1200) mm	B-57	- Printed Page Drawing @ 125 % of 1:10 Drawing - Meets Bilingual requirements - Must comply with HTA and Regulations.
Sign Element	Colour	Min. Refl (ASTM)
Background	White	Type III/IV
Border Inner / Outer	White / Black	Type III/IV / N/A
Text	Black	N/A
Symbol	Black / Red	N/A / Type III/IV
		Font
		146 FHWA C
		Dimensions in Millimeters (mm)
		Prepared by: B. Mitchell Traffic Office, St. Catharines
		
File Name: No_Fire_No_Open_Flame		File Date: December 10, 2018.

GOOD DESIGN REDUCES STRESS

“I’ve observed a continuous upward trajectory in the quality of Bec’s output. It’s evident that Bec is dedicated to continual improvement.”

- *Marketing and Communications Manager*

ACCESSIBILITY IN ACTION

PHOTO DAY MADE EASY 

Edge Imaging is part of the **EQUATION** for a seamless photo day.



Happy Schools **Stress Free Photo Day** **Happy Parents**

A dedicated local representative + a dedicated administrative phone line
= Consistent, personal service

100% quality guarantee + secure online ordering
= Award winning customer experience

Competitive + consistent pricing
= Fair value for everyone

> 12 years of photo archiving
= Access to past memories instantly

1 lab in Ontario ⇒ local production + HP Indigo printer
= Eco-friendly printing process

Corporate social responsibility initiatives
= Empowering kids and giving back to the community

Background variety + specialty and multi-pose photo products
> Options

Secure data that stays in Ontario
= Peace of mind

Edge Effect™ + glass glare removal + group photo head swaps
= Superior quality photo

Bonus ordering incentives + Edge Loyalty + Family Plan
= Savings and rewards

HAPPY SCHOOLS **HAPPY PARENTS**

edgeimaging.ca | 1-866-707-3343 (EDGE)
memories made easy | A Truly Canadian Company

JOIN THE CONVERSATION:     @EdgeImaging

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Before

MEMORIES MADE EASY



Happy Schools **Stress Free Photo Day** **Happy Parents**

Edge Imaging solves the **equation** for seamless photo days and unforgettable yearbooks.

Chosen by schools, loved by families, trusted for over 20 years!

Transparent + Competitive pricing
= Trusted value without surprise increases

5 years of secure photo archiving + Sezzle flexible payments
= Responsible data retention and accessible purchasing for every family

A dedicated local representative + EdgeCare team + National scale
= Personal, accountable service that supports local communities

100% Canadian owned and operated
= Local production, local service, Canadian data residency compliance

HAPPY SCHOOLS

100% quality guarantee + Built-in savings and loyalty benefits
= Award-winning customer experience

Variety of packages + Cultural, seasonal and specialty backgrounds
= True representation for every student

EdgeEffect + Glass glare removal + Group photo headswap
= Superior quality photos

End-to-end, in-house data processing + Photo production
= Industry-leading privacy protection

HAPPY PARENTS

  1 (866) 707-3343  edgeimaging.ca  edgeimaging

 Quality & Service  Digital Archiving  Data Security  Truly Canadian  Eco Champions

After

Edge Imaging

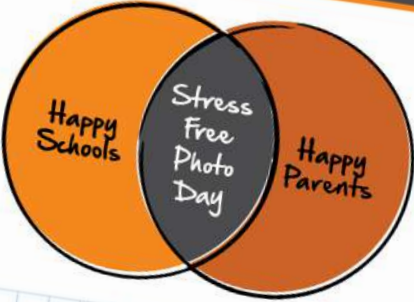
Improved text readability and hierarchy

Added screen reader functionality

Increased contrast and colour clarity

Reduced information barriers for all users

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HAPPY PARENTS

 edge imaging

1 (866) 707-3343

Quality & Service Digital Archiving Data Security Truly Canadian Eco Champions

edgeimaging.ca edgeimaging

SOLVING PROBLEMS. DELIVERING IMPACT.

+297%

products purchased
since my start in 2021

70%

marketing content
refined in one
year, with a 15%
faster workflow



SECTION 2

DESIGNING CONNECTIONS

Culture, identity, and belonging

Cuisivin

My role: Designer and Illustrator

LOCAL HISTORY INTO PRODUCTS PEOPLE LOVE

Featured in the AGO (Art Gallery of Ontario) gift shop.





YYZ Luggage Tag



Street Sign



Toronto Banner



TTC Coin

GOOD DESIGN STARTS WITH UNDERSTANDING PEOPLE

“Bec consistently demonstrates an impressive ability to transform complex and restrictive creative briefs into compelling materials and campaigns.”

- *Director of Marketing*

Edge Imaging My role: Lead Designer and Illustrator

CANADIAN NATURE INTO KEEPSAKES

National bonus calendar for
school photography.



Edge Imaging

Created original botanical artwork for each featured species.

Combined education, and illustration into a national product.

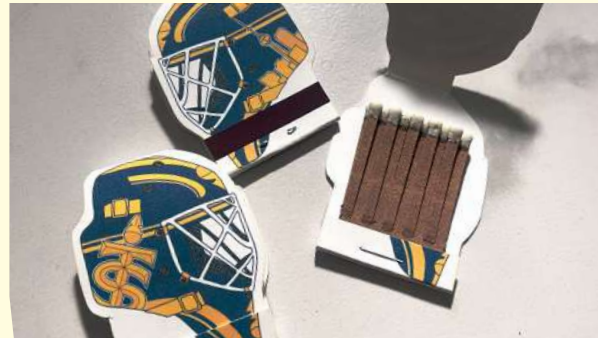
Prioritized longevity by designing a calendar that could be cleanly removed after use.



DESIGN PHILOSOPHY

I believe design succeeds when people don't have to think about it.

Design is not created for other designers. It is created for the people who rely on it everyday. When design considers its audience first it becomes timeless, useful, and meaningful.



Design is about understanding people, exploring possibilities, and creating experiences that matter.

THANK YOU FOR YOUR TIME

I'd love the opportunity to collaborate, learn,
and create something meaningful together.

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bexdesign.ca