

DANIEL DSOUZA

CURATED WORK THAT SHOWCASES
MY RANGE AS A CANADIAN CREATIVE.



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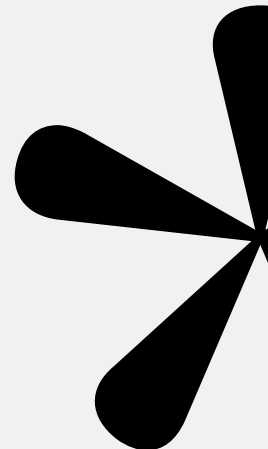
Print Ads + Posters

Video + Motion

Photography

SELECT HIGHLIGHTS OF LOGOS
AND BRANDGUIDELINES

BRANDING





ALARGAN International

Brand Guidelines



Layout and Design for brand guidelines.
Click to view



ARGANIA

Logo



Logo design and typography based on the arch in the building + the Argania Tree. **Click to view the Project**



B+H 70th Anniversary

Logo



Motion graphic logo based on the concept of simple + futuristic and forward moving. **Click to view the animation**



40 Port (confidential)

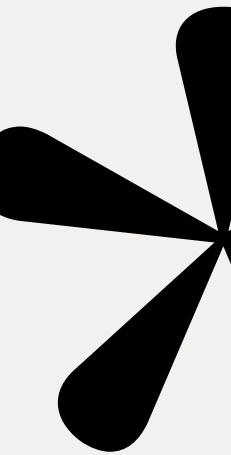
Logo



Logo design for an architectural competition based on the Port Credit area of Mississauga

SELECT HIGHLIGHTS OF BROCHURE
AND PPT TEMPLATES THAT LEAD TO
CLIENT GENERATION / PROJECT WINS

BROCHURES & PRESENTATIONS





Portfolio Template

Portfolio template, designed in sectioned blocks so it's customizable based on different services, sectors, and regions.

Easily identifiable as the B+H Brand no matter what sequence things are in.

Click to view a sample.



Request for Proposal

RFP Design for Union Park West (Confidential)

RFP's are often templated, sometimes adapted to the clients branding, all the while keeping it close enough to the B+H brand for ease of use.

Click to view a sample.

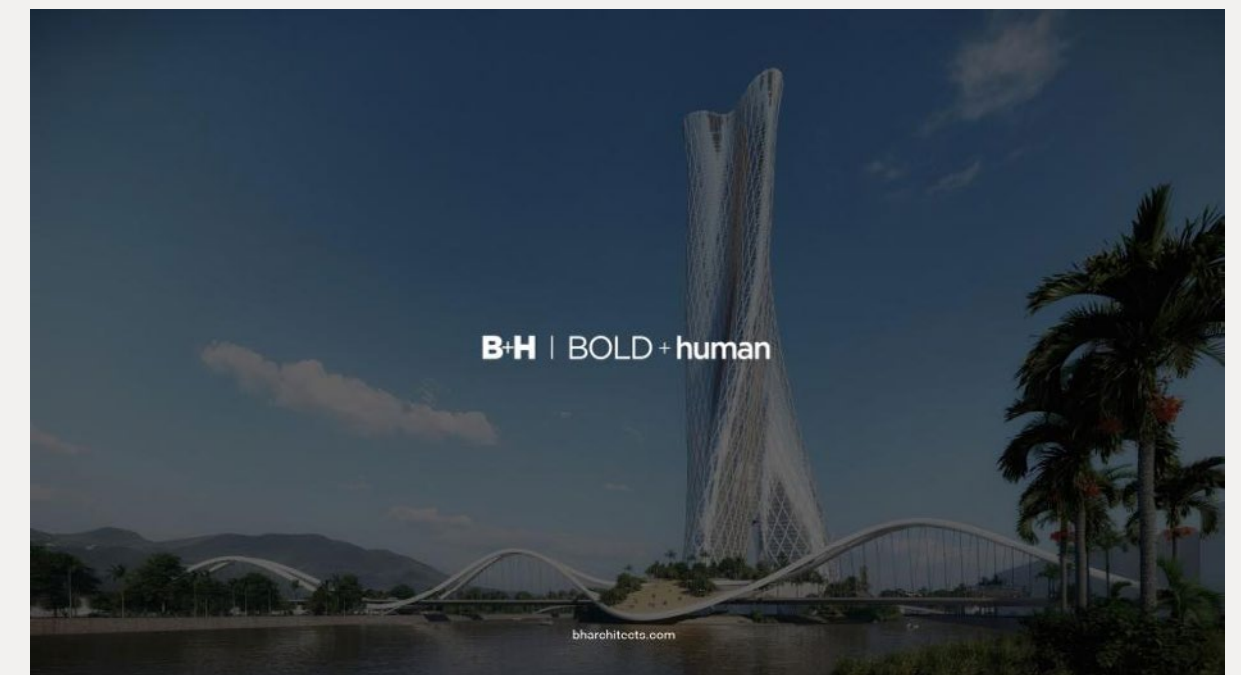
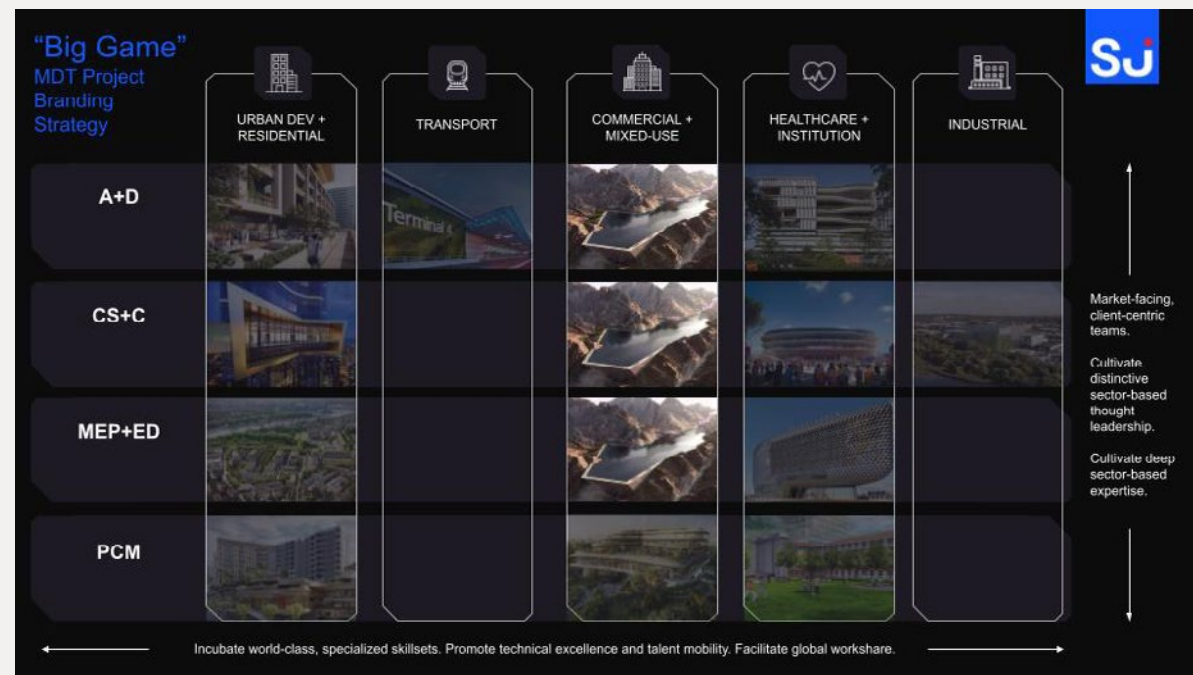
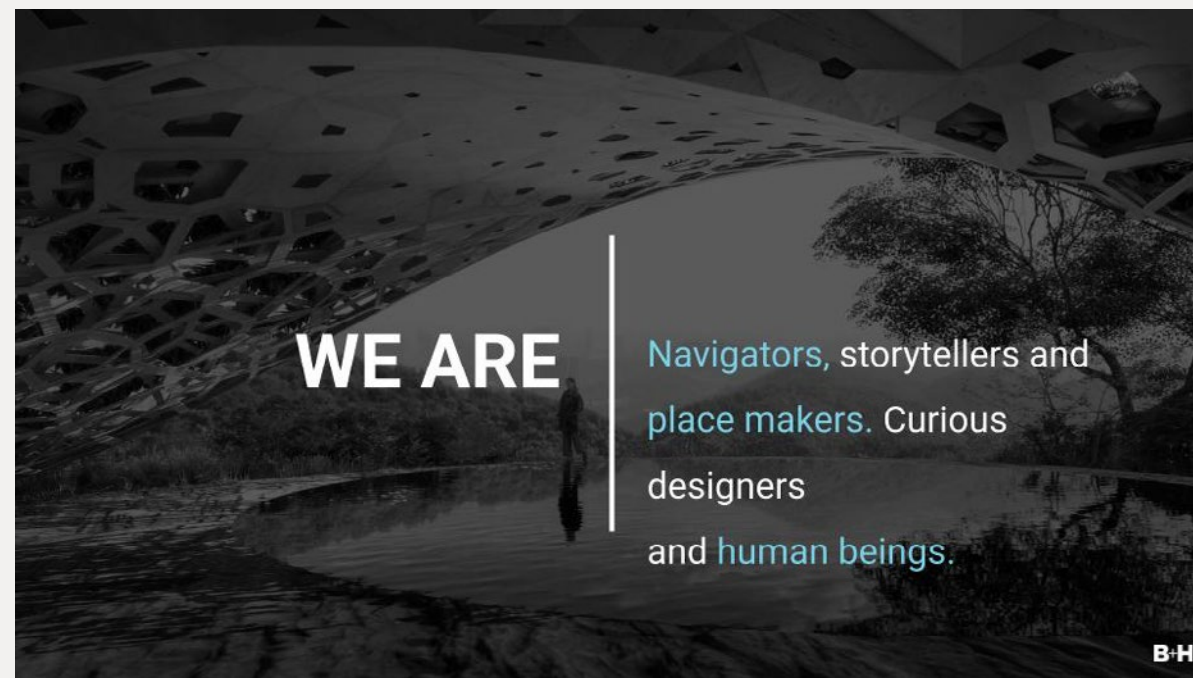
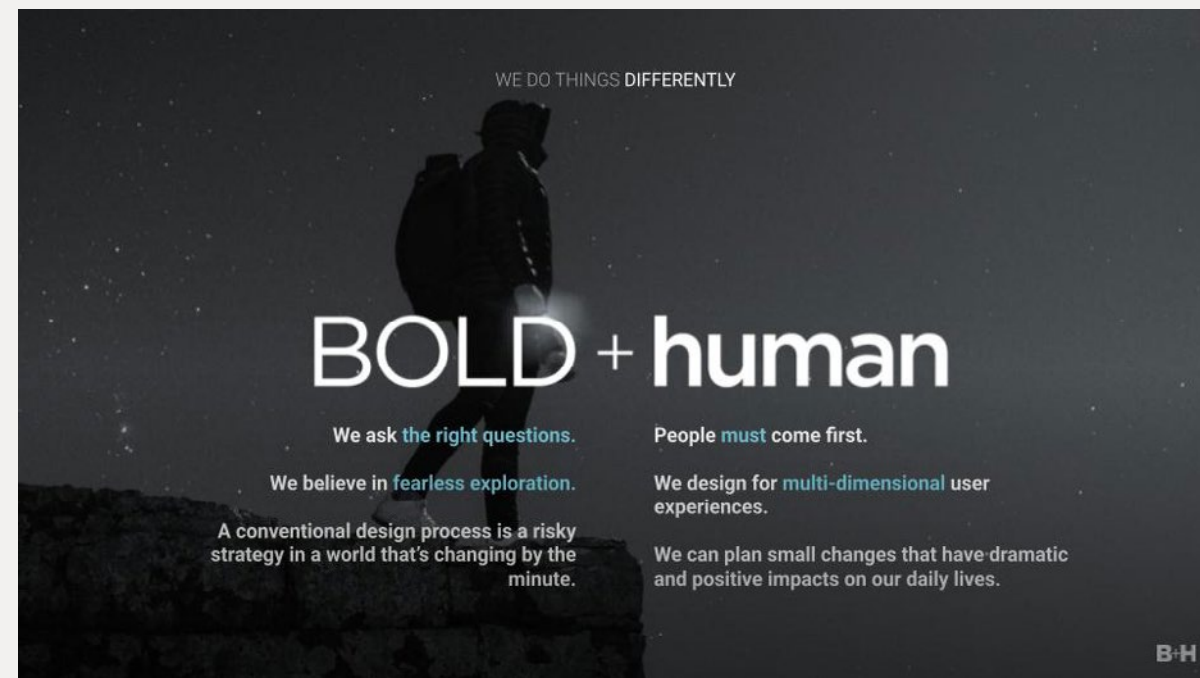


B+H Architects

PowerPoint Template

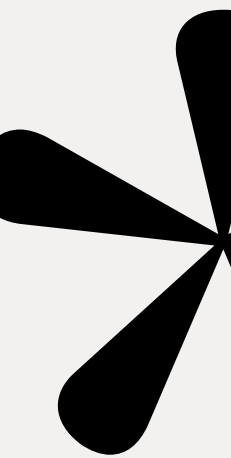


PowerPoint template based on CEO's feedback that has elements of the company and its parent company's branding



SELECT HIGHLIGHTS OF PRINT ADS
AND POSTERS THAT SHOW OFF SOME
MORE TECHNICAL, CREATIVE WORK

PRINT ADS & POSTERS



Print Ads for Vim Dishwashing Products *

Work I did for one of my teams clients
Vim (or Sunlight in the MENA region)



The ad says it takes 6 hours to make biryani but only 1 minute to clean the grease with Vim. This creative execution is a snapshot from 11 years ago. It shows my early skills with Photoshop, which, like the software itself, have developed and matured considerably.

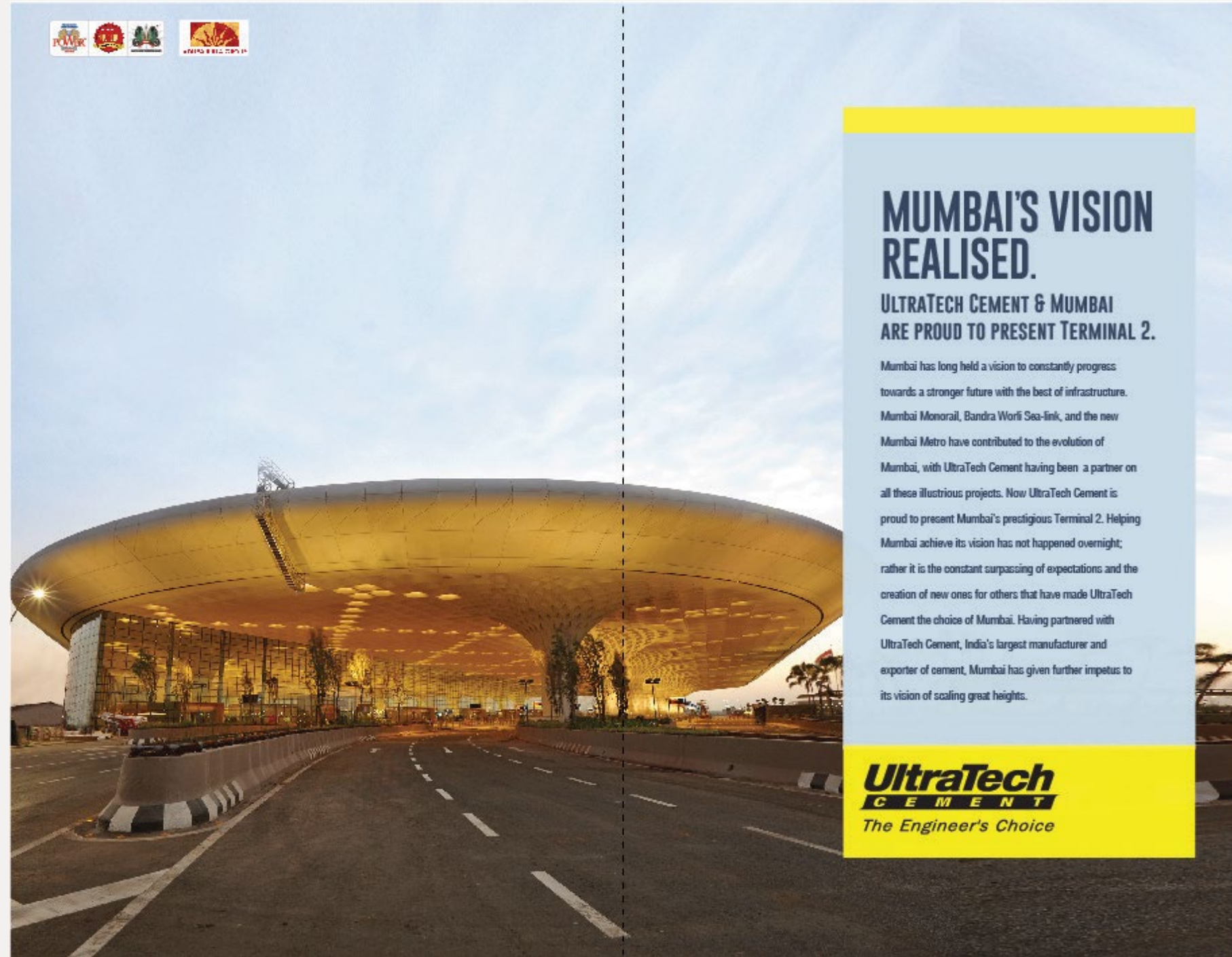
Click the image to watch the commercial that accompanied the print ad.



This one is a case in UX design, but from 11 years ago, before I even knew what UX meant. The same brand, Vim (called Sunlight in Nigeria), was launching a new product offering: a powder that, when mixed with water, turns into dish-washing gel. This essentially cut down on some steps in the factory and made the end user do that part instead. This brought production costs down, which made it super cheap, and the product was being marketed to low-income households. The original ad (from before I joined) tested very poorly, the takeback was that it looked too polished and like something they can't afford; it used a typeface and clean style, like the ad on the left. So, I imagined putting myself in the shoes of a low-income Nigerian family to figure out what kind of look would work better. I decided to go with a free font installed on all Windows computers, "Impact," and asked the team to help with finding some colloquial terms. They found "Jara Deal," which, as far as I understand, is like winning a double-or-nothing bet.

This ad tested way better and people said they would buy this, and it was expanded to a full rollout, I didn't work on the final ads, our counterparts in the MENA region did.

UltraTech Cement Ad



With a very quick turnaround time, of maybe 2 days to have the design ready and get approval from all the stakeholders, this was an ad that had to go out the week the new terminal in Mumbai opened, many companies played a part in building it, it even included multiple cement companies that provided the cement that built it, but the client wanted to have the ad go out fast so they could be associated with the new terminal. It included a photo taken by an Art Director on the team and a simple layout for a full spread ad.

Pureit Philippines 360 Campaign



Pureit, a water filtration system tasked our team with designing a campaign in South East Asian Cities that get their water from a "Garrafon" but especially in the Philippines, there's no guarantee that the water is from a clean source.

So the campaign involved having either a cart with garrafons in it or standalone garrafons with the stickers I designed, asking people to question the purity of the water. Which was to roll out along with an ad with Chinese actor Sun Li.

Internal Timesheet App



The ad agency I worked for, Lowe Lin-tas, had just launched a timesheet app to help staff get their weekly timesheets in. This was 11 years ago. One of the most common practi-ces while commuting to work or ad shoots was playing video games on their phone, and so the art direction I decided on was to emulate an 8-bit game style and have everything be connected to the timesheet QR code as a cheeky way to say, "everything you do goes on your timesheet."

It was fun to play with QR code and still keep it functional.

The Executive Creative Director loved it and signed off on it to be printed and plastered all over the head office.



A simple motivational poster for a 160 year old engineering and real estate company.

Form design for Axis Bank



Simple form design that was also part of the campaign that you can watch in the video section below.

PROGRESS HAS MANY MEANINGS.
WHAT DOES IT MEAN TO YOU?

Share your idea of progress here and **we could help bring it to life.**

Name: _____
 Email id (mandatory): _____
 Phone no: _____

My idea of progress is:

A greener planet To travel the world
 To become an entrepreneur Contributing to the education of all children
 Learning a new language Spending more time with my family

Other: _____

I hereby authorise Axis Bank to call me or email me on the phone number/id shared here.

To be filled up by branch:
 SOL id: _____ Branch name: _____
 City: _____ State: _____

Progress on... **AXIS BANK**

Visit myideaofprogress.com | #MyIdeaOfProgress Follow us on [in](#) [f](#) [t](#)

Custom Credit Cards for Axis Bank

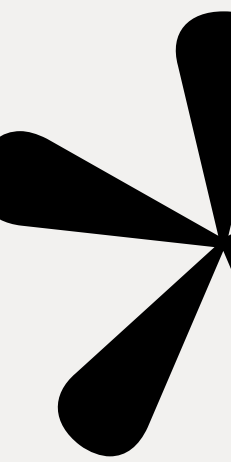


Credit cards in multiple different styles for the 2014 FIFA World Cup, The art direction had options that looked like folded jerseys, close ups of the badge on the jersey, and a silhouette option that was an homage to the iconic iPod shuffle commercial.



SELECT HIGHLIGHT OF FILMING,
VIDEO EDITING, DIRECTION AND
ASSISTANT DIRECTION

VIDEO & MOTION



The HIVEWAY

* B+H Sustainable Interiors

* B+H 70 Year Legacy

* B+H 70 Year Legacy

*

Lighting, Filming, Colouring, Editing for a video of a architectural competition entry, explaining the design process

Lighting, Filming, Colouring, Editing for a video of the Interior Design team explaining how our of-fice is eco-friendly

Storyboard, Colouring, Editing for a video of the CEO talking about iconic projects that were designed by B+H

Campaign concept with team, Storyboard, for a 360 ad campaign for Axis Bank



Click thumbnail to watch



Click thumbnail to watch



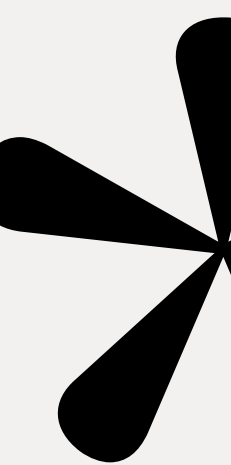
Click thumbnail to watch



Click thumbnail to watch

SELECT HIGHLIGHTS OF PORTRAIT,
EVENT, AND MUSIC PHOTOGRAPHY

PHOTOGRAPHY



Staff Headshots



Event Photography - Pride 2025



Artist Portraits - Sony / Columbia Records ✱



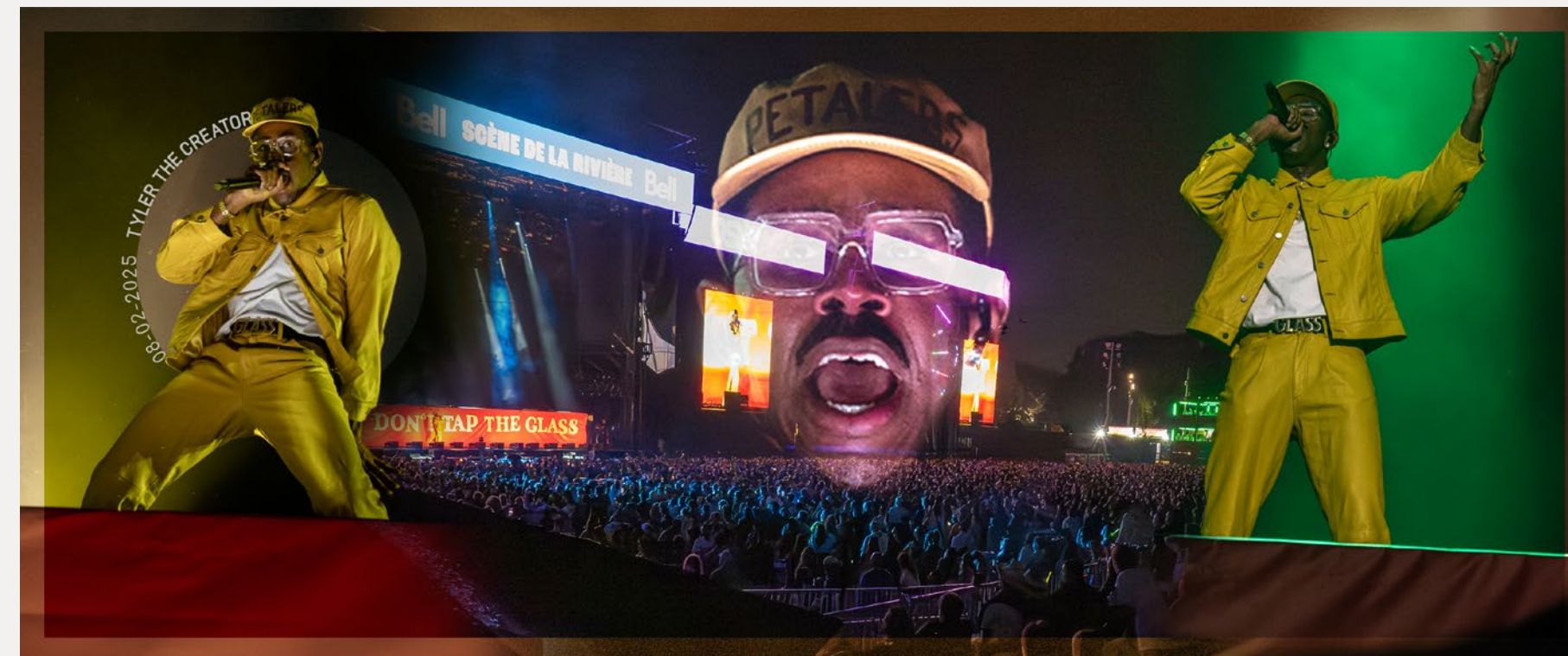
Live Music Photography ✱



Benson Boone



Doechii



Tyler, The Creator