

NICOLE DU GUAY

PORTFOLIO.

WEBSITE & GRAPHIC DESIGN

Hello, Im Nicole!

I help small business owners create powerful online brands that drive sales and resonate with their ideal clients. Specializing in WIX websites, I also have experience with Squarespace, Shopify, and WordPress platforms. My services include collaborative business systems, custom design assets, and conversion-optimized websites, with added support for basic SEO strategies. With a holistic, people-centered approach, I offer both coaching and design services to enhance visibility, build effective business models, and foster sustainable growth. My goal is to craft unique strategies and designs that elevate your brand and attract eager clients.

WEB DESIGN & DEVELOPMENT (WIX, WORDPRESS, SHOPIFY, SQUARESPACE) | UI/UX DESIGN | LOGO | BRANDING & BRAND STRATEGY | PRINT & LAYOUT DESIGN | DIGTAL MARKETING





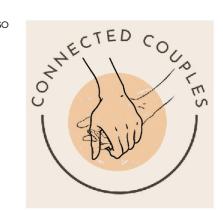
Sacred Bee Wellness

LOGO | BRANDING | PRINT

Sacred Bee, a new wellness business founded by Steph in Duncan, BC, needed a comprehensive brand identity to launch her holistic health services. She required a versatile logo that represented her yoga, wellness, and herbalist practices. I designed a logo featuring a bee symbol, floral imagery, and sacred geometry to reflect calmness and nature. This brand identity, including business cards, effectively positioned Sacred Bee as a serene and professional wellness provider.

ILLUSTRATOR





NEW LOGO





Mar

Colour Palette

Sacred Bee Brand Guide

Mood Board

LOGO REJUVENATION | BRANDING

Connected Couples Coaching, run by Doug and Krissy, sought a professional logo and cohesive branding to establish their new practice. Their original branding lacked consistency and visual identity. I redesigned their logo and developed a unified brand image with a nature-inspired color palette and clear guidelines. The new branding reflects their unique approach, enhancing their presence and consistency in the market.



ILLUSTRATOR

No.



OLD LOGO



NEW LOGO

Scott Moore Yoga

LOGO REJUVENATION | BRANDING

Scott sought a brand refresh, as his previous logo was too generic and didn't resonate with his identity or clients. I designed a new logo inspired by his love for Indian mythology, shaping his initials into an elephant to honor his favored deity, Ganesh. Calming blue reflects trust and relaxation, while the circle signifies unity, a core value. The thin typeface completes the logo with a professional touch.



ILLUSTRATOR



OLD LOGO



Etika

BRAND & LOGO REJUVENATION

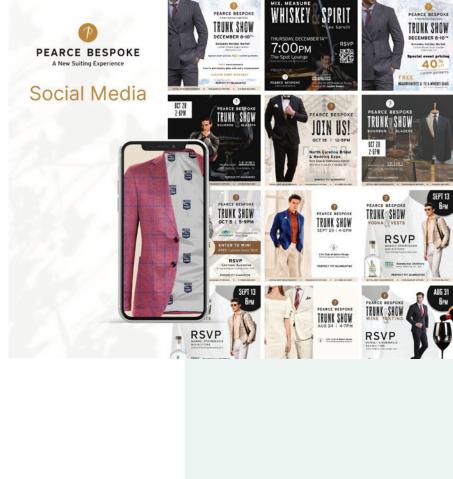
Etika, a CSR consultancy founded by Federica, needed a new brand identity to align with her solo vision following a partnership split. They required a consistent visual identity for their consulting services and compliance with new EU regulations on human rights. I designed a modern logo and visual identity system using a peachy-orange and dark blue palette to convey professionalism and unity. The updated branding now effectively communicates Etika's mission and enhances their market presence.

ILLUSTRATOR

NEW LOGO

Etika











Pearce Bespoke

VISUAL IDENTITY | DIGITAL ADVERTISING DESIGN | VEHICLE WRAPS | PRINT DESIGN | CUSTOM PRODUCT MOCKUPS | EMAIL TEMPLATES | PITCH DECK DESIGN

Pearce Bespoke offers custom-tailored clothing for young professionals seeking unique style and confidence. As they expanded, they faced inconsistent branding across digital and print materials, outdated newsletters, and uncohesive event displays. I provided ongoing support to unify their branding, including social media posts, marketing materials, trade show assets, and customizable suit mockups. I also updated their internal training documents and created templates for consistent, professional communication, enhancing brand cohesion and franchisee training.

ILLUSTRATOR | PHOTOSHOP | CANVA





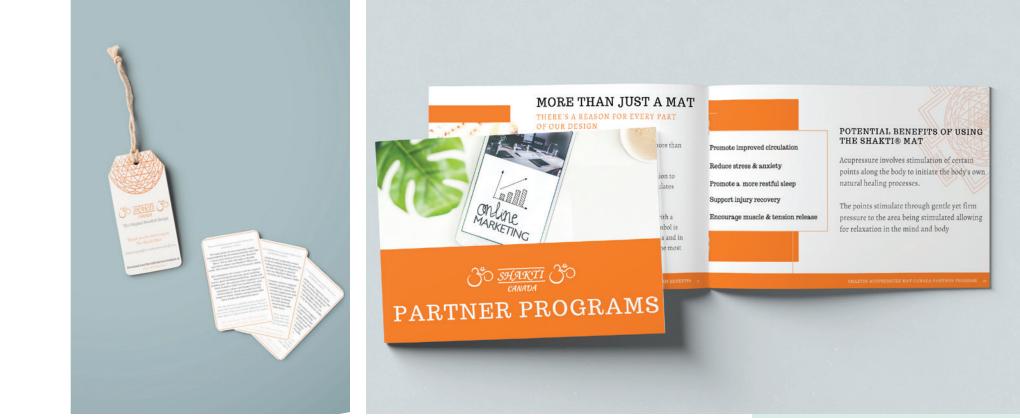
Kip Jon Collaborations

LAYOUT DESIGN | PRINT DESIGN | VISUAL IDENTITY

This rebrand project was a group project and, as head project manager of my group, my design tasks were to create the brand book and responsive web design assets for The She Shed by The Shuswap Shore. The company is a small, high-end woodworking business dedicated to giving back to her community along with also being a community space intended to help support fellow creative women artists. She wanted to reflect her luxurious product through regal colours of black, white and rose gold and so I created this website redesign to reflect her high-end products.

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ILLUSTRATOR | CANVA



Welcome to the

Shakti Family

WELCOME PACK

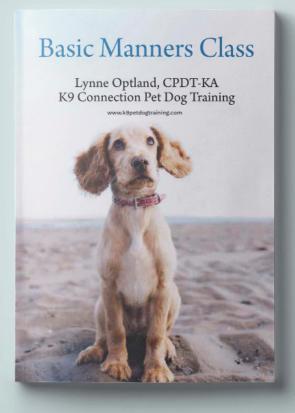
WWW.SHAKTIMAT.CA

Shakti Acupressure Mat Canada

LOGO | BRAND GUIDE | LAYOUT DESIGN | PRINT

Shakti Acupressure Mat, a Canadian wellness company, needed product boxes, tags, and branded booklets for their programs. Sourcing from a charity-run warehouse in India, they provide stable jobs for women. Within nine months in 2019, they became a top 3 finalist for the Small Business BC Awards. Their commitment to giving back and community engagement were key elements of their brand, which I helped highlight through cohesive branding assets.

CANVA | ILLUSTRATOR





Using food and or treats for rewards

Your young dog should be happy to work for his/her meal, respecially in Low distraction places such as your home. Save a higher value treats for outside and aroun distractions, Prepare 3 different baggies:

2. with kibble and add some dehydrated dog food that can be broken into small pieces (Mixers or Ziwi Peak). Or use dehydrated dog food in place of raw with dehydrated cheese, liver, yams for emergencies! Often new food is novel enough to be better.

Be coreful of introducing new facd to your dag's diet and always measure and adapt his/her daily amount so you are not avarfeeding or avenwhelming your dag with more protein. There are some good vegateble options to ty:

1. with kibble

Chewing is your dog's habby

Init Resers, Surahime Nets and Pet Planot can give you some cheve alle options that we headly and good for his users, Some are ideal for insisten and others are better for insiste. Deveryins there of others and a bondom universe Cheving should be his quiet time hobby for when his bit his play were, ternal, or curringe.

While your dog is eating from his bowl walk up to him and drop some more kable or a treat Each the bond on a ward grown in to bond own allow of the most state and the state of wards have bond on your and the bond only angle if it is most in the add away, are as there is in wards have bond your a meeting the hale and constrained and your. Itsus may have tail hard bed for a fee days balance your can also killeter most book and in the works on your apport. Amakey, bot the characterized to the your do not have to balance anythem your to your apport. Amakey, bot the provide provide the states to bolk and the state anythem to its mouth. This at the state of an and your proteinstate balance to have to ack and the states anythem your balance to be assessed in the states of the provide the states to bolk and the states anythem your balance to be assessed in the states of the provide the states to bolk and the states anythem you be assessed in the states and the states and the states to bolk and the states anythem you be the states and the states to bolk and the states anythem you be the states and the states to bolk and the states anythem to be states and the states to bolk and the states anythem to be states and the states to bolk and the states anythem to be states and the states to bolk and the states anythem to be states and the states to bolk and the states anythem to bolk and the states and the states to bolk and the states anythem to bolk and the states and the states to bolk and the states anythem to bolk and the states and the states and the states anythem to bolk and the states and the states anythem to bolk and the states and the states and the states anythem to bolk and the states and the states and the states anythem to bolk and the states and the states and the states anythem to bolk and the states and the

Never take the bowl away from a puppy while eating unless you have a fair trade!

the above is an introduction that will help prevent resource guarding and to be proactive in adoping proper chowing habits. Dogs that resource guard are often not very sociable dogs in

social e dogs also enjoy handling. Use feeding time as an opportunity to condition your dog. to UV/E a luman hand reaching towards or into his bowl. If he's comfortable with this, add in and foring your dog to I DVE handling while eating by touching him all over. Watch for signs of deconfort. Vany does have 'no go zones

TIP: Pick up uneaten food 10-15 minutes after he left it. You do not want a dog to self feed and lower your value to them. This is also essential when potty training. It's very difficult to manage your dogs potty schedule when he self feeds.

TR Half (or most) of his meals should be fed through training, using kibble dispensers for their play areas and Konga (stuffed with moistened kibble and put in the freezer) that are chew safe fir paintfine in their lemnels and can provide an outlet, for chewing! Use appropriate chew toys to deelsp programs have babis, All chewing needs to be redirected to appropriate chew items that are legal in his 'play area', everything in that area should be legal for his mouth!

Read these articles on my Blog: Dog and Puppies Chew and Feeding Bones to Puppies.

Ba Prepared:

- · Condition your dog to a CLICKER or verbal YES marker

- Condition your dog to a CLICKER or verbal YES marker Shalbinking Byo Contact as per Instructions. Network and the second sec
- Nover leave a martingale on a dog when playing with other dogs.
- With resea a maringste on a dog when paying with other dogs. Sing a mail if helps your dog to settle. I bing a sulfied kong or something for your dog to chew to keep his mouth busy and help to settle in this new highly distrated environment. Nater will be provided but you are welcome to bring your own water bowl.

ors Class 1 5

K9 Connection

LOGO | LAYOUT DESIGN | PRINT | ADVERTISEMENT

This professional pet dog training school needed a logo, training manual, and print advertising materials to attract more clients. I designed a logo using three shades of blue to convey calm, trust, and intelligence, reflecting the strength and reliability they aim to project. The print materials prominently featured their signature puppy classes, ensuring they stood out while clearly showcasing their key offerings to prospective pet owners.





ILLUSTRATOR | INDESIGN







AltaPharm

BRANDING | LAYOUT DESIGN | PRINT

Luxury Spa brand, located in the Amalfi Coast, Italy. I wanted the design to have a richness to it so I chose the beautiful look of agate, stones which were first discovered in Sicily to pay homage to Italian roots. I paired it with gold to enhance the feeling of luxury and classiness and thin, elegant fonts to help give that feeling of high-end endulgance.

ILLUSTRATOR

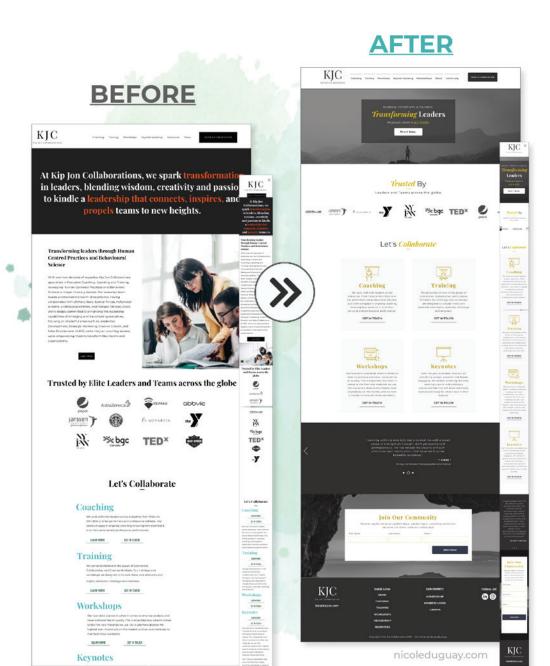
Kip Jon Collaborations

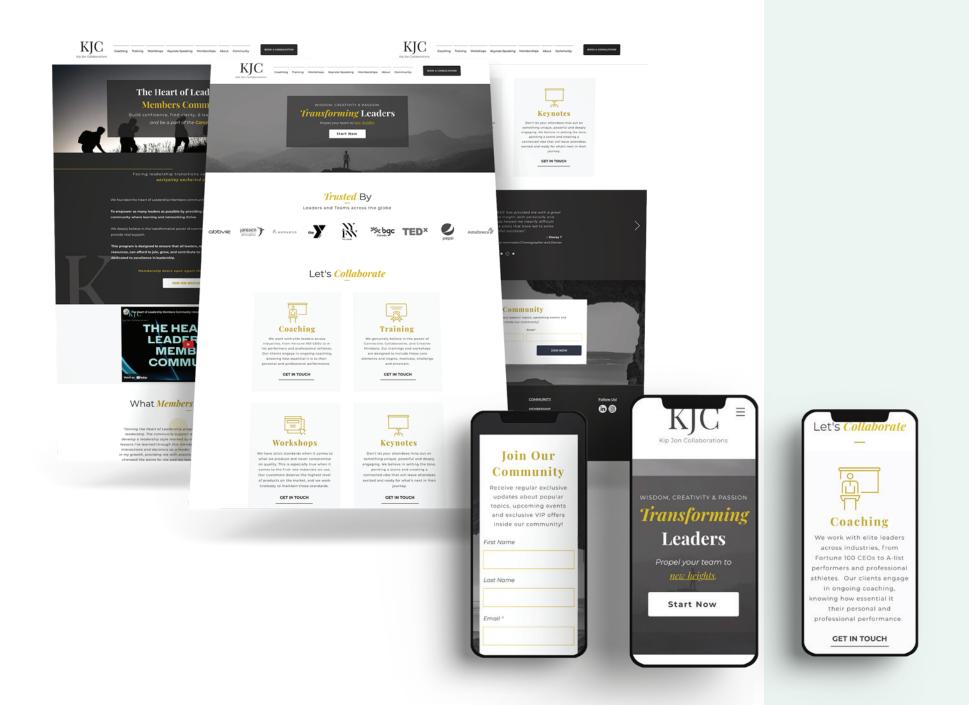
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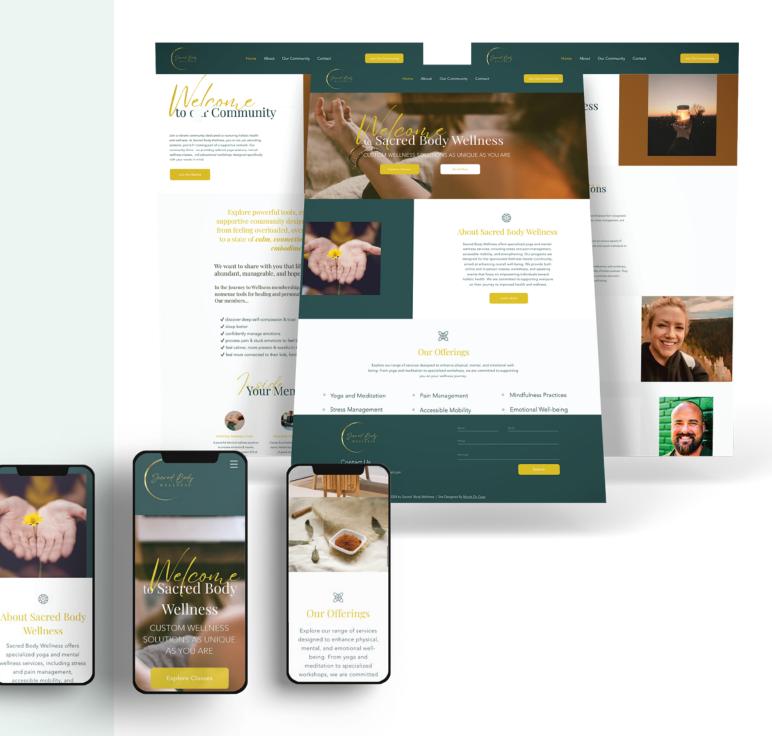
UI/UX DESIGN | WEBSITE REJUVENTATION | SEO STRATEGY

Kip, a renowned executive coach known as the 'Perception Architect,' needed a modern website to reflect his elite clientele. His outdated WIX website lacked mobile optimization and SEO. I create a sophisticated, responsive design and implemented an effective SEO strategy. The result: a user-friendly, visually appealing website that boosted his online presence, credibility, and visibility among highprofile clients.

WIX EDITOR | ADOBE XD







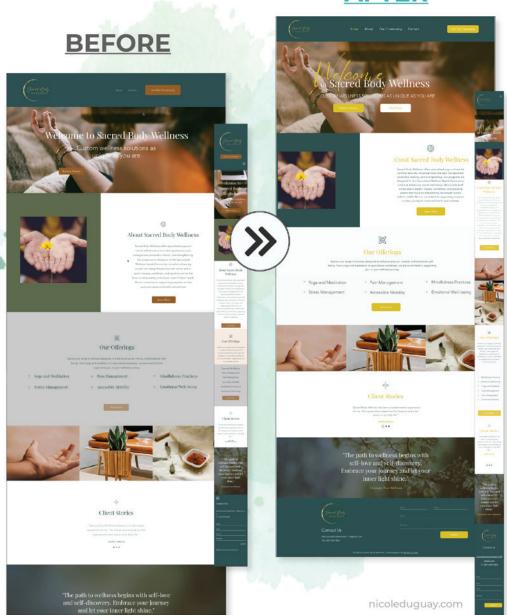


Sacred Body Wellness

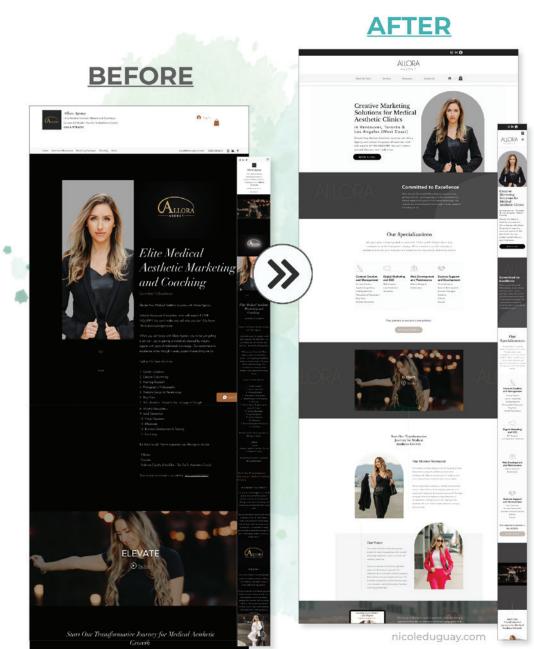
UI/UX DESIGN | WEBSITE REJUVENTATION | SEO STRATEGY

Sacred Body Wellness offers yoga and mental wellness services to corporate clients but had a WIX website lacking brand consistency and functionality. I redesigned the site with a cohesive, inviting design, added email capture, a membership platform, and event advertising. I also ensured consistent branding with selected fonts and colors, added animations, and optimized the site for mobile and SEO. The result: a functional, inclusive website with a unified brand image that fosters trust and dependability among corporate clients.

WIX EDITOR



AFTER



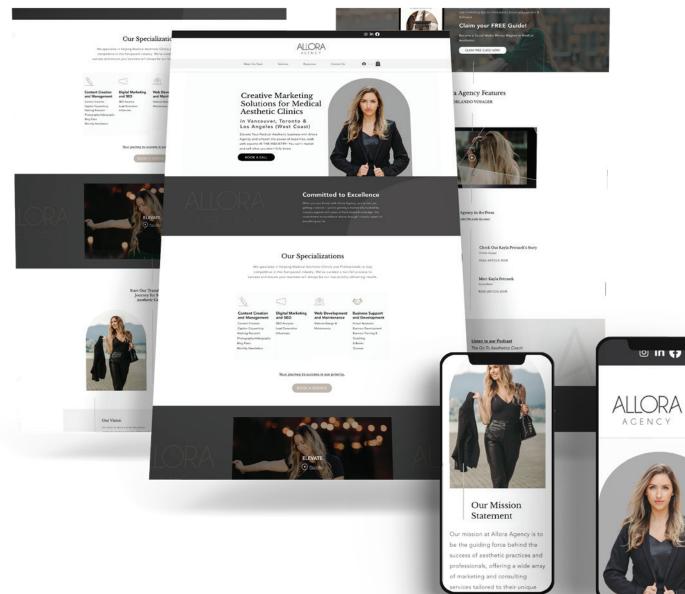
A G E N C Y

Allora Agency

WEBSITE REJUVENTATION

Allora Agency, a marketing firm for medical aesthetics clinics, had an outdated website with poor navigation, no contact page, and no SEO strategy. I revamped their site with a modern, elegant design, improved navigation, and clear calls to action on every page, including a new contact page. I also provided an SEO strategy to increase traffic and engagement. The result: a user-friendly, visually appealing website that effectively captures leads and drives business growth.

WIX EDITOR







Get some of the best medical aesthetic clinic advertising and marketing tips to immediately boost engagement & followers.

Claim your FREE Guide! Become a Social Media Money Magnet in Medical Aesthetics



practicing, and teaching yoga, Yoga Nidra, and meditation. I've had the



Connection Depth Purpose Joy

l'm committed to helping you feel alive,

Let's Work Together.

Let's discover, refine, and practice YOUR unique path to complete wellness together! A path that meets your needs and feels naturally enjoyable. Live an extraordinary life through the practices of yoga and meditation.

I'm ready, let's get started.

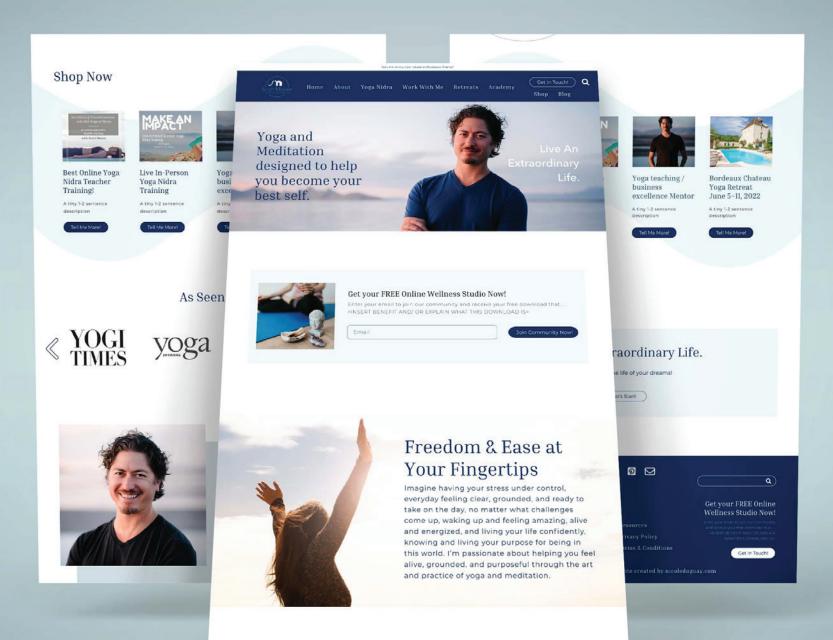
Scott Moore Yoga

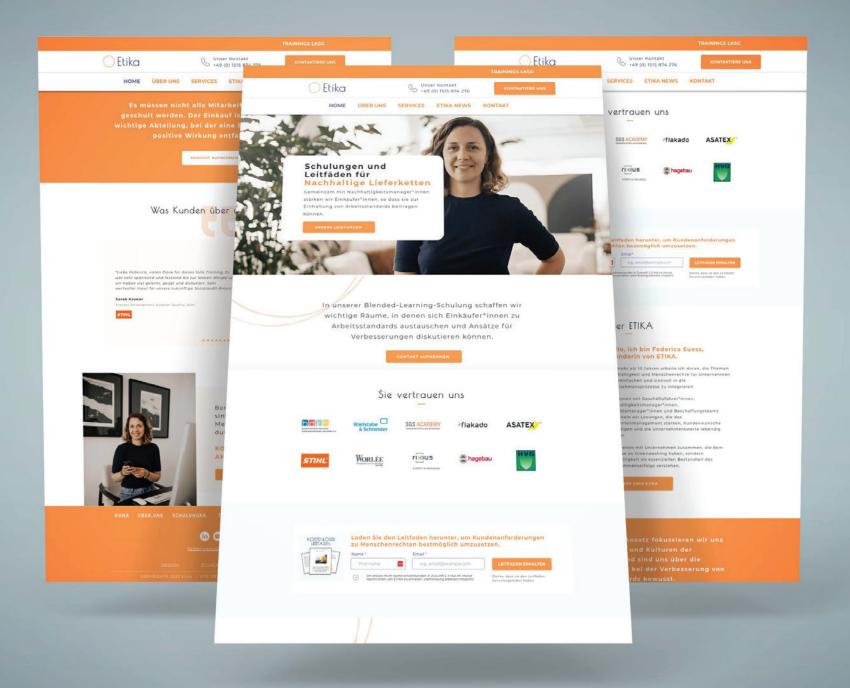
WEBSITE REJUVENATION | SEO STRATEGY | CONTENT STRATEGY

Scott Moore, an international yoga teacher and Yoga Nidra expert, needed a refreshed visual identity and improved online presence. His existing Squarespace site lacked brand consistency and effective SEO. I revamped his website with a cohesive design, simplified typography, and applied his brand color scheme. An SEO audit helped us identify and fix issues to improve site performance. The result: increased traffic, sales, subscriptions, and a clearer, more professional brand identity.



SQUARESPACE | ADOBE XD









Bist du Menschenrecht sbeauftragte*r?

Suchst du nach Lösungen, die Kolleg*innen im Unternehmen für das Thema Menschenrechte begeistern sowie Arbeits-





Nachhaltigkeitsb eratung für mittelständische Unternehmen

Wir unterstützen Unternehmen dabei, Nachhaltigkeitsstrategien zu entwickeln, Menschenrechte entlang der Lieferkette



Hallo, ich bin Federica Suess, Gründerin von ETIKA.

Seit mehr als 10 Jahren arbeite ich daran, die Themen Nachhaltigkeit und Menschenrechte für Unternehmen zu vereinfachen und sinnvoll in die Unternehmensprozesse zu

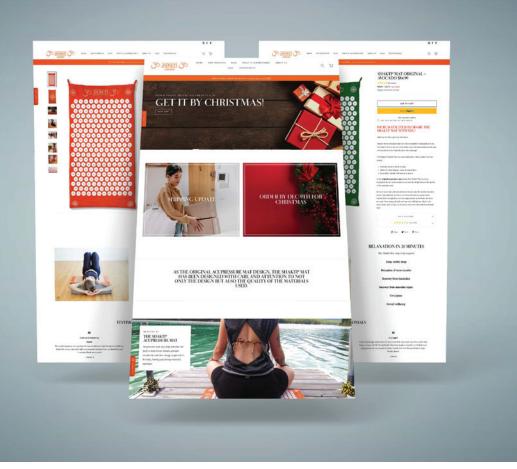
Etika

UI/UX DESIGN | WEBSITE REJUVENTATION | SEO STRATEGY

Etika, a CSR consultancy founded in 2020, simplifies human rights standards for SMEs. Federica, the sole CEO, needed a rebrand and a new website to cater to industry professionals. I created an intuitive, professional website with learning and resource sections, training course sales, and email collection. Federica received training on managing her WIX website, SEO, and marketing. The result: a cohesive brand identity and an optimized website, expanding Etika's reach and effectiveness.

WIX EDITOR | ADOBE XD



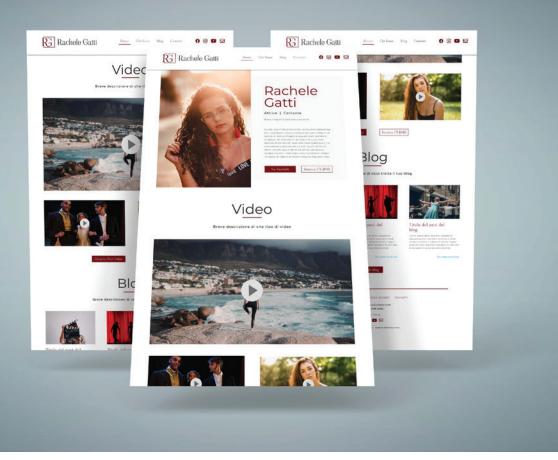


Shakti Acupressure Mat Canada

WEBSITE DESIGN | WEBSITE DEVELOPMENT

Shakti Acupressure Mat, a Canadian wellness company, needed a Shopify e-commerce site to enter the Canadian market. I designed a clean, user-friendly site with bright photos and branded elements, showcasing their support for women in India. The intuitive layout and engaging visuals enhanced brand awareness, making it easier for customers to find and purchase products. The result: increased sales and recognition as a top 3 finalist for Best International Business with Small Business BC.





Rachele Gatti

LOGO & BRANDING | WEBSITE DESIGN | WEBSITE DEVELOPMENT

Rachele Gatti, an Italian singer and actress, needed a professional portfolio website to showcase her talents. Commissioned by WordPress developer Giulio Palmadori, I designed a minimalistic site with a clean, elegant logo in wine-red and black to reflect her brand. The site highlights her professional images, audition videos, and CV, with easy navigation. The result: a cohesive brand identity and an effective platform for talent agencies and directors to discover and hire her.

ILLUSTRATOR | ADOBE XD | WORDPRESS





We're here to guide you

personal development

advocate.

Doug is a former Marriage

and Family Therapist turned



Helping couple: A connect more deeply with each other by connecting with themselves, first.



Connected Couples Coaching

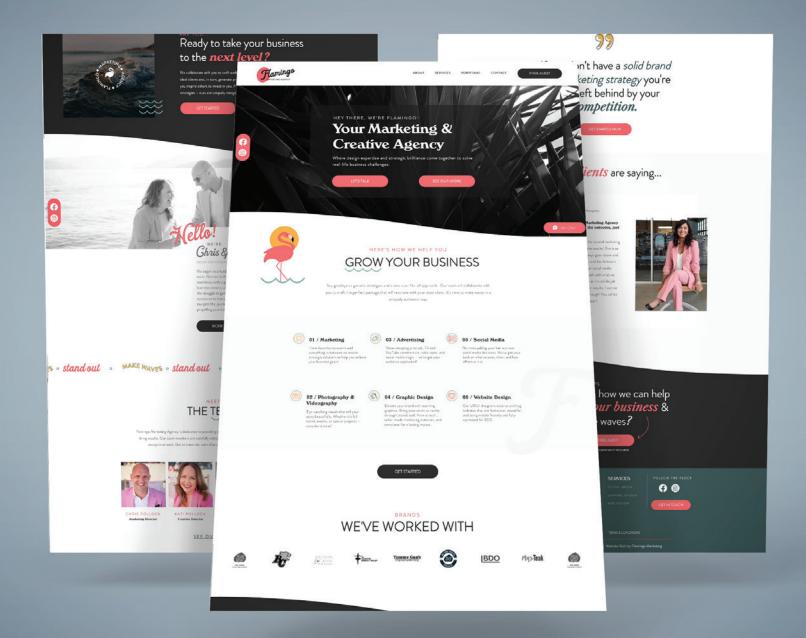
WEBSITE DESIGN | WEBSITE DEVELOPMENT

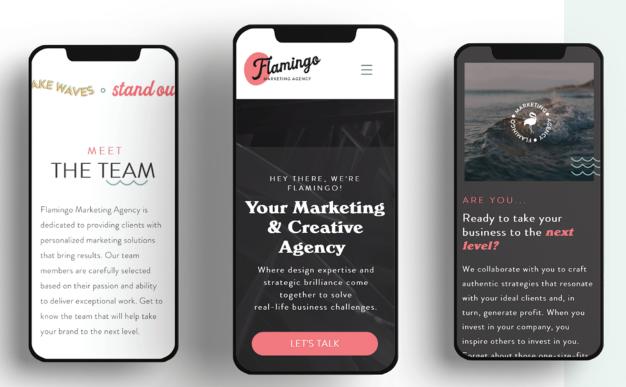
Connected Couples Coaching, led by Doug, a certified counselor, and Krissy, a yoga educator and emotional intelligence coach, needed a professional logo, cohesive branding, and a new WIX website to establish their practice. I refined their branding, created a functional website, and provided WIX and SEO training. The result: a professional, inviting online presence with a lead magnet, blog strategy, and tools for client engagement.

WIX EDITOR









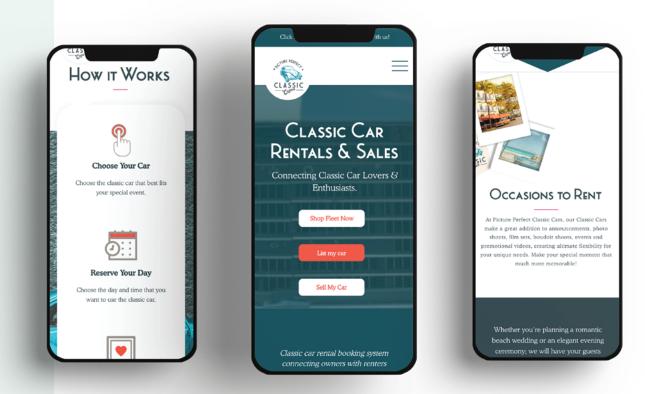
Flamingo Marketing Agency

WEBSITE DESIGN | WEBSITE DEVELOPMENT

Flamingo Marketing, a husband-and-wife team from Okanagan, BC Canada, needed a polished yet beachy 1970s-style website to match their brands look and feel. With zero online presence, they needed a site to showcase their services and later expand to include a portfolio and blog for their official launch. I created a visually appealing and cohesive branded, mobile-friendly, and SEO-optimized website with soft edges and animations, aligning with their brand and ensuring easy navigation for their target market.



WIX STUDIO



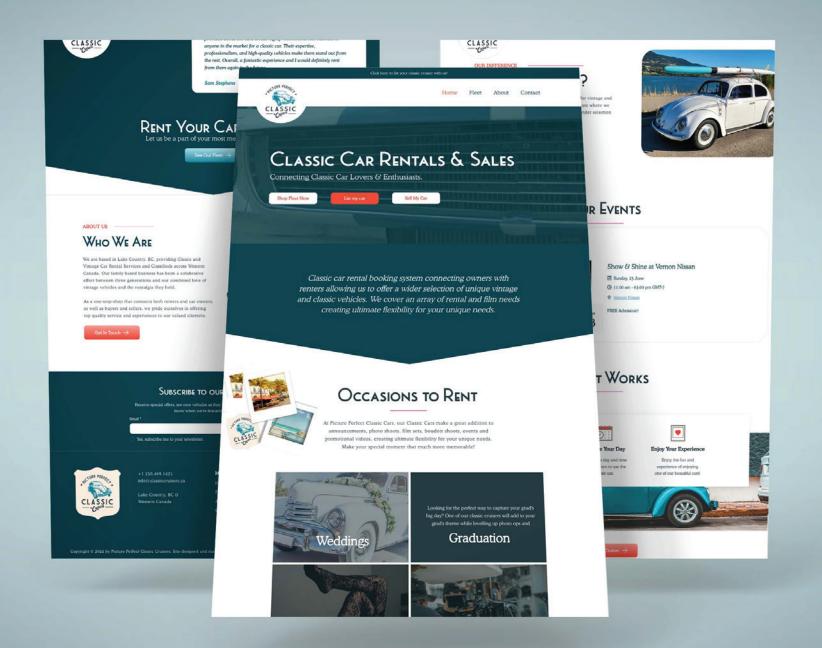
Picture Perfect Classic Cruisers

WEBSITE DESIGN | WEBSITE DEVELOPMENT

Picture Perfect Classic Cruisers, a startup offering classic car rentals, needed a website for clients to reserve and pay for rentals. Using WIX, I built a site that integrates seamlessly with Twice E-Commerce for rental options. The website features their new company branding, custom animations, clean navigation, and is optimized for both devices and SEO. The result: a polished, ready-to-launch platform that enables bookings and sets the stage for their business debut.

ADOBE XD | WIX STUDIO | TWICE E-COMMERCE









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