



PORTFOLIO

GRAPHIC DESIGN AND PROJECT MANAGEMENT

2026

Mon.

Clarity

0

Intention

Structure

Structure

Who am I?

**I believe things don't need to be complex to be meaningful.
They just need to be intentional.**

My name is **Monique Canato**, I'm **Brazilian**, and my background brings together project management, behavioural therapy, and graphic design.

I work by understanding people, organising ideas, and translating them into solutions that are clear, practical, and effective.

Over the years, I've worked closely with teams, clients, and operational processes, which strengthened my sense of organisation, communication, and accountability. I naturally step into leadership roles, guiding projects from early stages to delivery while keeping direction and consistency throughout.

My experience in behavioural therapy shapes how I approach each project. It allows me to look beyond what is said, paying attention to context, intention, and underlying needs. This perspective supports more informed decisions and more relevant outcomes.



Today, I bring this combined perspective into design and project coordination, creating work that is visually considered and well-structured.

I integrate structure, strategic thinking, and creative execution in a way that keeps projects grounded and achievable. I focus on what needs to be done, using the available tools to move ideas forward in a realistic way.

For me, a concept only becomes valuable when it can be properly developed and sustained through execution.

I work across visual identity, communication, and project coordination, aiming to create solutions that communicate with clarity, even without relying on words.

Overall, my work is focused on delivering outcomes that are consistent, intentional, and grounded — solutions that move smoothly from idea to execution.

Who I work with

The people I work with are not looking to simply create something visual, but to build something that represents who they are, what they stand for, and how they want to be perceived.

They understand that good results are shaped with clarity, not only inspiration.

How can I help you?

Bringing clarity to ideas and translating them into something structured, intentional, and achievable.

Graphic Design

Through graphic design, I shape visual language and communication.
I develop identities and materials that express meaning clearly, ensuring consistency and coherence across all elements.

My focus is not only on aesthetics, but on how the work communicates.
Even without words.

Therapy

With a background in behavioural therapy, I approach each project by first understanding context, intention, and underlying needs.

This creates clarity and direction, allowing the work to genuinely reflect the person, the project, or the purpose behind it.

My focus is on identifying what is essential before moving forward.

Project Management

Through project management, I organise and guide the process from beginning to end.

I structure ideas, define priorities, and coordinate execution.

My focus is on ensuring the work remains realistic, aligned, and consistent throughout all stages.

Languages

Portuguese - Native speaker

English - Proficient

Services

- Visual Identity Design
- Brand Narrative & Concept Development
- Project Planning & Coordination
- Idea Structuring & Organisation
- Illustration



SURFERS CELEBRATES

Visual Identity Design Illustration

The project focused on developing the visual identity for a summer festival in Surfers Paradise.

The objective was to create a theme that celebrates everything that makes Surfers Paradise unique, translating its energy, lifestyle, and environment into a cohesive visual system.

Approach

I approached the project by first defining a clear visual direction that could represent the atmosphere of Surfers Paradise.

The focus was to create a flexible system, built around a strong colour structure and a set of visual elements that could be consistently applied across different formats.

The concept was developed to feel vibrant and expressive, while still maintaining clarity and coherence.

Process

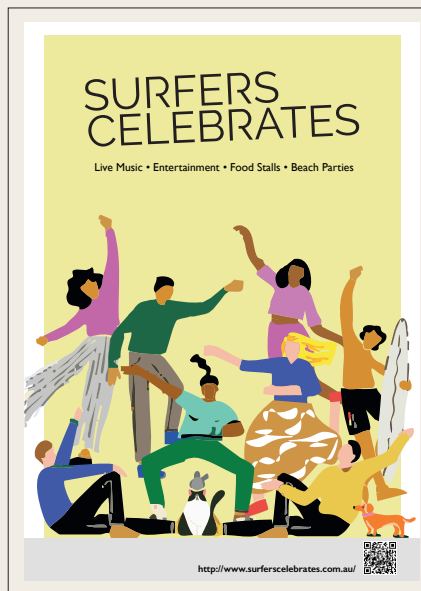
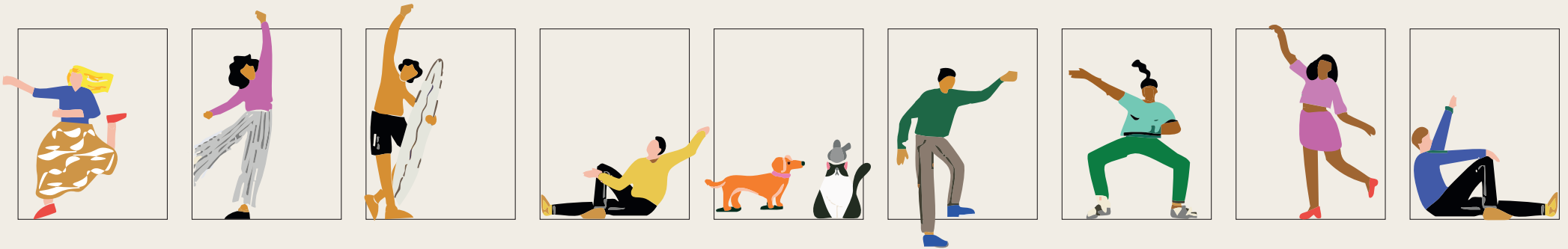
The project was developed through a combination of digital illustration and design tools.

Alongside this, I defined:

1. A structured colour palette (including colours to use and avoid)
2. A system of icons and visual elements
3. Patterns that could be adapted for different applications

Final Result

Illustrations created using vector techniques, supported by Adobe Illustrator, Photoshop, and Procreate.



Applicability

The system allows for adaptability while maintaining a strong and recognisable visual language, supporting different uses and applications of the festival.

With the visual elements created, it was possible to develop a wide range of materials, including posters, merchandise for the event, team uniforms, patterned applications, and social media content, all maintaining consistency while allowing variation.

Poster Application



Poster Application



Staff Uniform



Custom Tote Bag





Illustration Brand Narrative & Concept Development

The project focused on developing a concept and visual identity for a juice brand inspired by a group of friends and their daily post-surf ritual of making juices and smoothies together.

The objective was to align their ideas into a cohesive direction, transforming something informal and intuitive into a brand that could be clearly communicated and realistically developed.

Approach

I approached the project by first understanding the dynamic of the group, their language, and the meaning behind their routine.

Words like friendship, freedom, and creativity guided the direction, alongside a focus on a healthy lifestyle that would appeal to both locals and tourists.

Through active listening, I identified key elements of how they communicated and connected, using this as the foundation to build a concept that felt authentic to them.

Process

I developed a visual system based on icons and patterns. Each flavour was translated into a character, creating a recognisable and adaptable identity that could be applied across products, packaging, and communication materials.

This approach strengthens audience identification with the brand while also introducing a collectible aspect. By allowing the characters to evolve across different applications, the system builds familiarity, engagement, and long-term recognition, designed to be further developed and expanded as the brand grows.

Final Result

Illustrations created using Procreate, supported by
Adobe Illustrator, Photoshop, and Leonard AI.



Applicability

Applied across products and communication materials, the visual system maintains clarity and consistency while adapting to different formats. These graphic elements reinforce recognition, creating a cohesive and engaging experience across all touchpoints.

The characters act as a direct reflection of the group behind the brand, bringing a humanised layer to the identity. As an extension of their connection, personality, and shared experience, they represent the essence of what the project was built on.

Branded Juice Bottle



Branded Juice Bottle



Branded Juice Bottle



Menu Design





Visual Identity Design Concept Development Campaign Direction

The project focused on developing a visual identity and initial campaign for a handmade jewellery brand.

The objective was to translate the essence of the brand into a logo and a promotional piece for display in a local shopping environment, maintaining a refined, minimal, and elegant aesthetic.

Approach

I approached the project by considering both the identity of the brand and the context in which it would be presented.

As the campaign was designed for a more luxurious environment, the intention was to avoid overly commercial or text-heavy communication. Instead, I focused on a more subtle and symbolic approach.

Process

The process began with a series of meetings to define the identity of the brand. We developed a moodboard based on the work the brand had already been creating, focusing on its essence, aesthetic, and the type of pieces they produce.

As the logo itself is a form of non-verbal communication, this same principle was extended into the campaign.

From this, I developed the logo concept based on the contrast between delicacy and craftsmanship, combining the sensitivity of handmade jewellery with the physical process behind it.

For the campaign, I used one of the brand's real jewellery stories, exploring the duality of motherhood, as the launch was planned close to Mother's Day.

**Logo concept developed through typographic exploration,
supported by a minimal and refined visual direction.**



Applicability

By relying on non-verbal expression, the visual piece avoids excess and allows the audience to engage through interpretation, creating a more subtle and personal connection with the brand.

This approach ensures the identity remains consistent with both the brand's essence and the context in which it is presented, reinforcing its presence without competing with the surrounding environment.

Final Poster



Poster Application



Let's Work Together



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**“We are, ourselves, creations.
We are meant to continue creativity by being creative ourselves.”**

— Julia Cameron, *The Artist's Way*

