

A large, solid teal shape that starts as a vertical line on the right edge of the page and tapers to a point at the bottom right corner.

**/Portfolio**



PHOTO - INSTALLED FF&E IN LOBBY



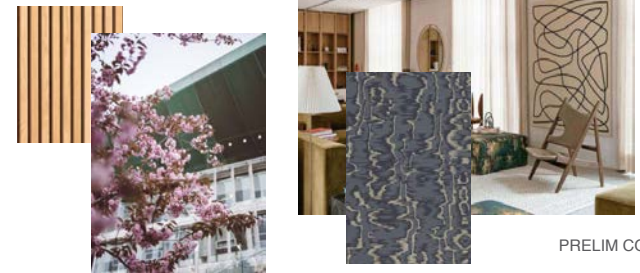
PHOTO - INSTALLED FF&E



ID CONCEPTUAL RENDERING



PHOTO - CONCIERGE DESK DETAIL



PRELIM CONCEPT

# LINEA

**RIZE: 236 UNIT MARKET CONDO PROJECT**  
 / Linea strata residential  
 Installed June 2021  
 Surrey, BC

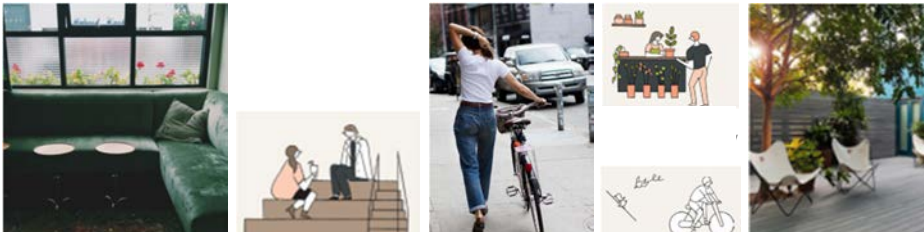
Responsibility: Common area & amenity  
 FF&E

Contribution: Creative brief, ID consultant  
 coordination, install coordination

[rize.ca/project/residential/linea](https://rize.ca/project/residential/linea)



ID CONCEPTUAL RENDERING



BRAND CONCEPT



ARCH RENDERING



ID ELEVATION



CONCEPT

**comma,**

**RIZE: 104 UNIT RENTAL PROJECT**

**/ Comma rental brand**

2018 - present, completion Fall 2022

Vancouver, BC

Responsibility: Interpreting brand, interior design development, determining standardized rental spec

Contribution: Interpreting brand, art direction, interior design direction, creative consultant coordination, construction coordination



ID RENDERING



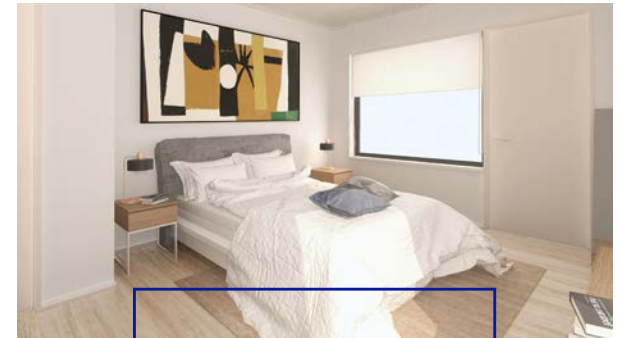
ID RENDERING



ID RENDERING



ID RENDERING



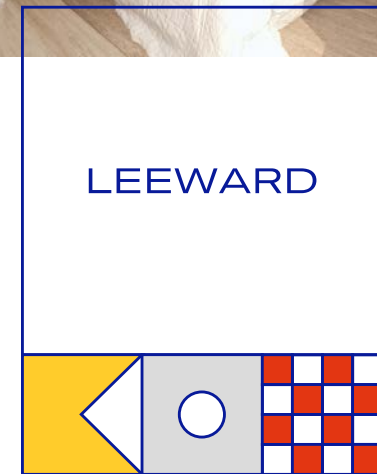
**ARYZE: 4 UNIT TOWNHOME PROJECT**  
/ Leeward strata townhomes

2018  
Sidney, BC

Contribution: Interior design and  
interior rendering art direction,  
project name & brand concept

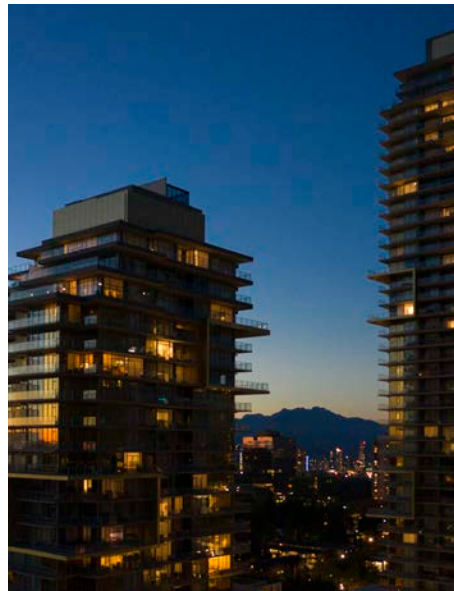
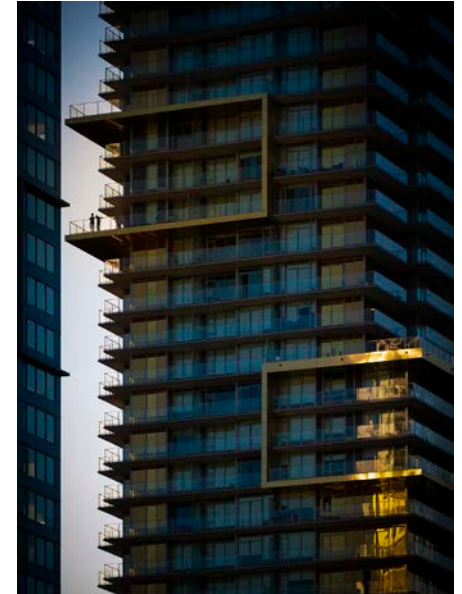
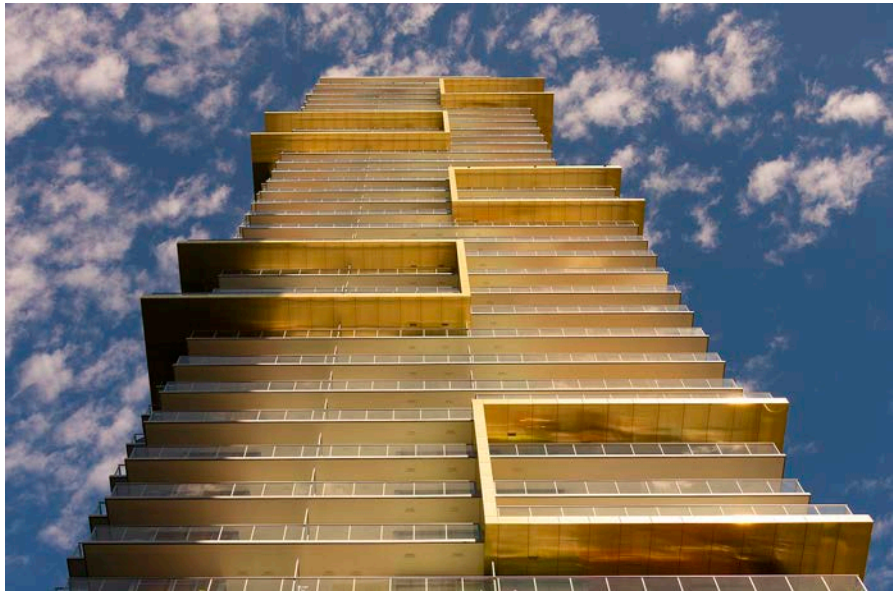


ARCH RENDERING



LOGO & WORDMARK

[aryze.ca/projects/leeward](http://aryze.ca/projects/leeward)



**RIZE: PROJECT COMPLETION PHOTOSHOOT**

2020

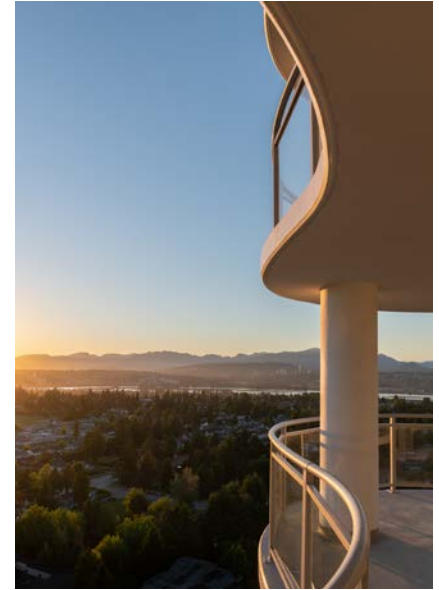
Burnaby, BC

Purpose: Portfolio photography

Contribution: Creative vision, art direction,  
photographer coordination

[rize.ca/project/commercial/gold-house](https://rize.ca/project/commercial/gold-house)

SMALL SELECTION OF FINAL  
PHOTOGRAPHY



**RIZE: PROJECT COMPLETION PHOTOSHOOT**

June 2021  
Surrey, BC

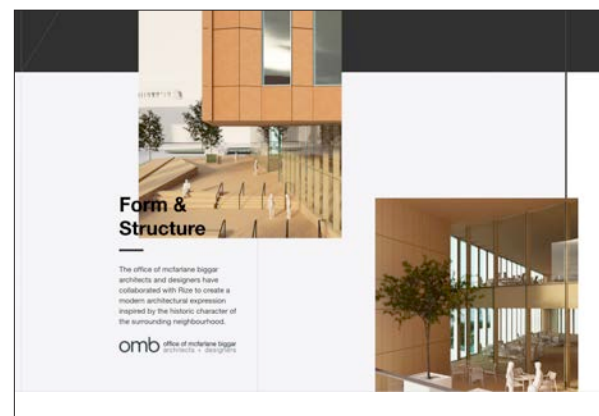
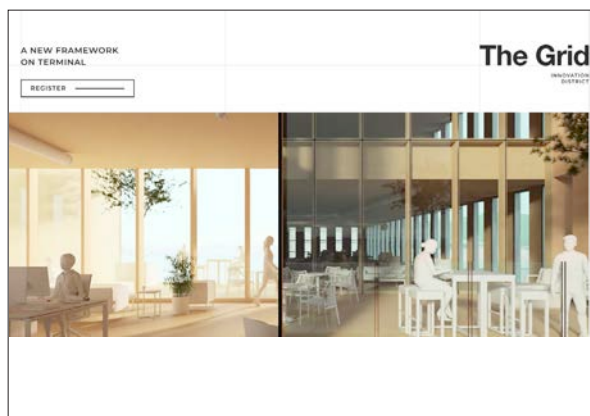
Purpose: Portfolio photography

Contribution: Creative vision, art direction,  
photographer coordination



[rize.ca/project/residential/linea](https://rize.ca/project/residential/linea)

SMALL SELECTION OF FINAL  
PHOTOGRAPHY



SCREENSHOTS FROM WEBSITE

**RIZE: PROJECT BRAND + TEASER WEBSITE**

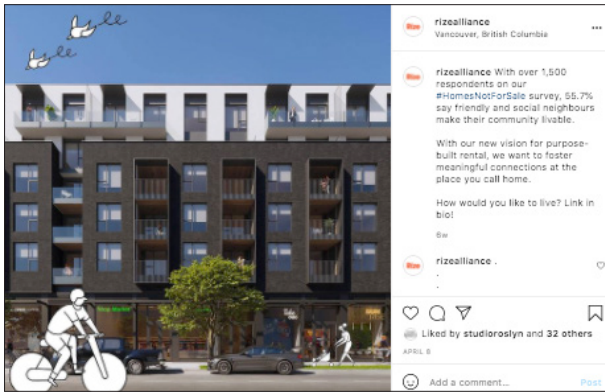
2019

Vancouver, BC

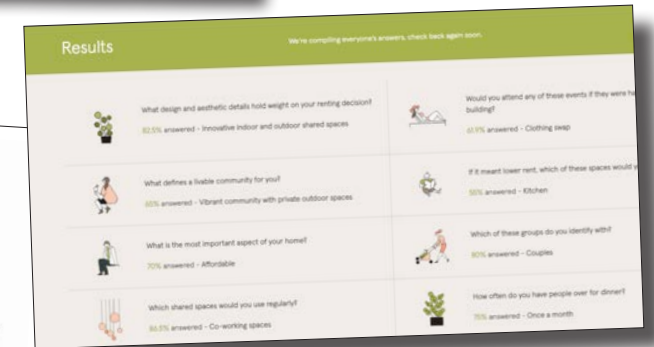
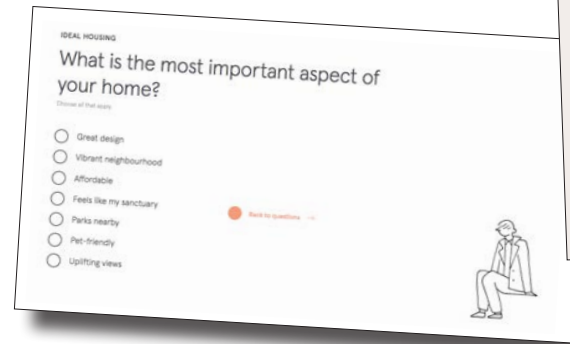
Deliverables (shown): Brand identity, scrolling landing page, video, animation

Contribution: Concept collaboration, video creative direction, creative agency coordination, copy editing

[thegridonterminal.com](http://thegridonterminal.com)



SOCIAL POST



SCREENSHOTS FROM WEBSITE



SITE SIGNAGE

For too long, rental housing has been the second option to homeownership. Now, people in all stages of life are re-evaluating what it means to be a renter. Imagine all that rental housing could be.

Our home doesn't answer to the market demands of resale. It's exuberant, a full spectrum existence. We are choosing to rent because it suits the life we want. Imagine all that rental housing could be.

We are evolving rental housing. So you can spend your time living your life, not chasing after it. Imagine all that rental housing could be.

**Rize/COMMA: WEBSITE & CAMPAIGN**

2020  
Vancouver, BC

Intent: Connect with the renters of Vancouver.

Contribution: Turning the idea into an actionable deliverable, art direction, consultant mgmt, website QA, copy editing, social campaign, signage, printed collateral

[homesnotforsale.com](https://homesnotforsale.com)

Results are automated and updated every 24 hrs.

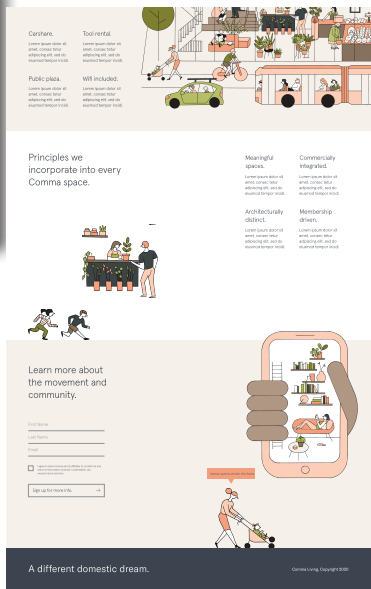


PRINTED POSTCARDS & BRAND MESSAGING





WEBSITE DESIGN



**RIZE/COMMA: BRAND DEVELOPMENT**

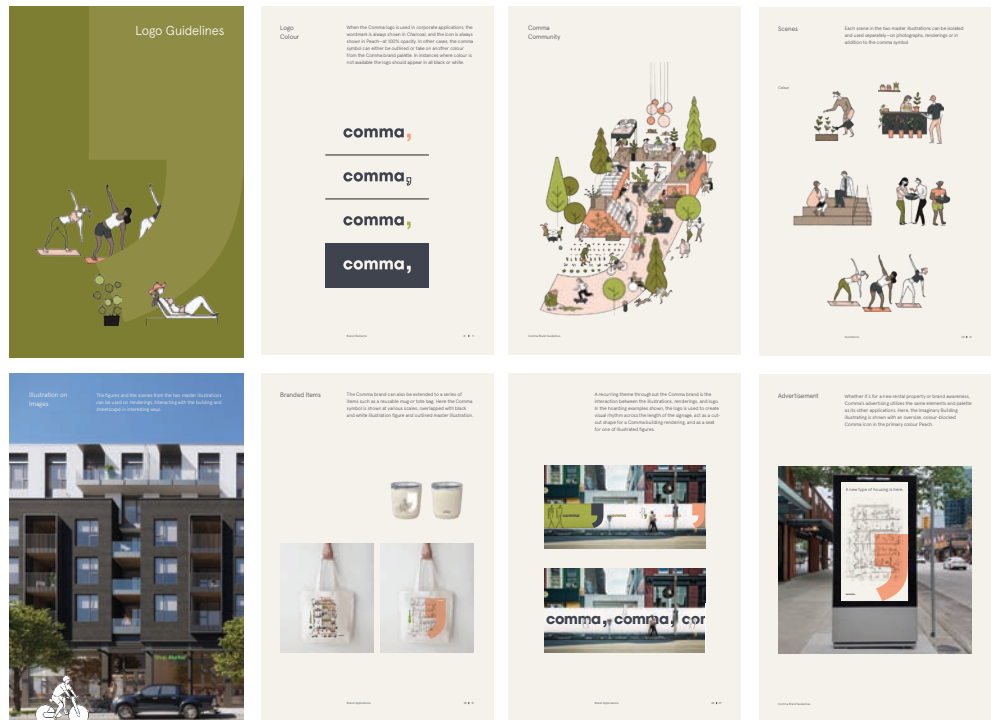
2020  
 Vancouver, BC

Purpose: New brand for Rize rental projects

Deliverables (shown): Brand guidelines, website, posters

Contribution: Vision, art direction, copywriting, messaging creative consultant selection

[commaproperties.ca](http://commaproperties.ca)



BRAND STYLE GUIDE



MARKETING COLLATERAL

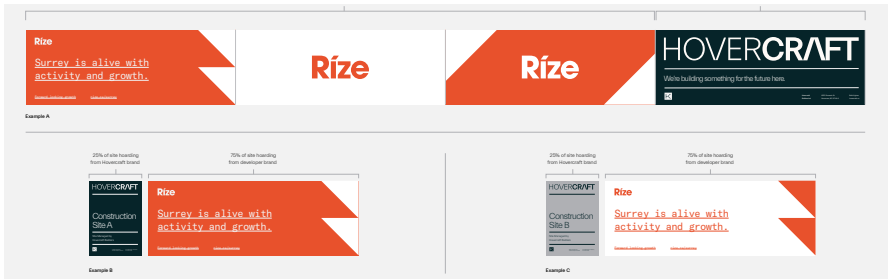




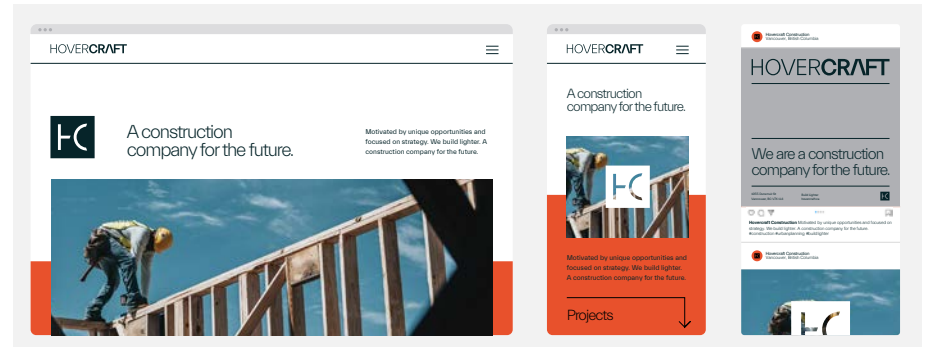
CRANE SIGN & SITE SIGNAGE MOCK UP



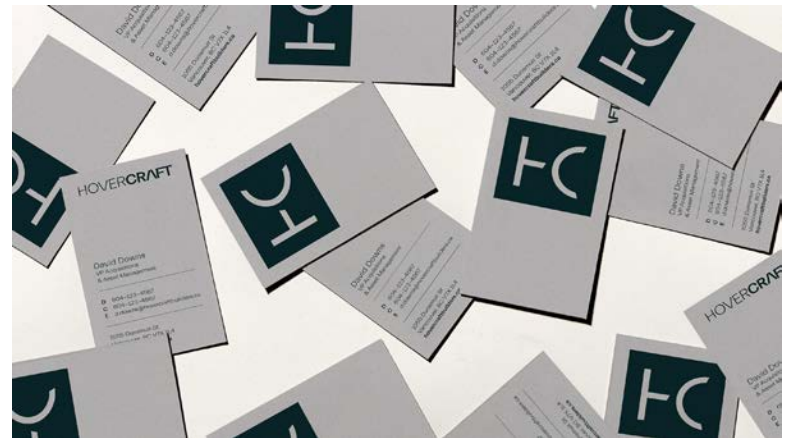
LOGO + WORD-MARK



CO-BRANDING SCENARIO



FULL WEBSITE DESIGN MOCK-UP



BUSINESS CARD DESIGN

## RIZE/HOVERCRAFT: BRAND DEVELOPMENT

2021

Vancouver, BC

Purpose: New brand for in-house construction team

Contribution: Creative direction, copywriting, pitch concepts to construction team and senior leadership, consultant coordination

[hovercraftbuilders.ca](https://hovercraftbuilders.ca)

scrolling landing page live: September 2021

There are no wrong ideas.



RizeLab has evolved to become a library of YOUR ideas.

Maybe you see an opportunity with projects, technology, construction, design, sustainability or office culture?

Submit an idea and it will be shared right away, anonymously.

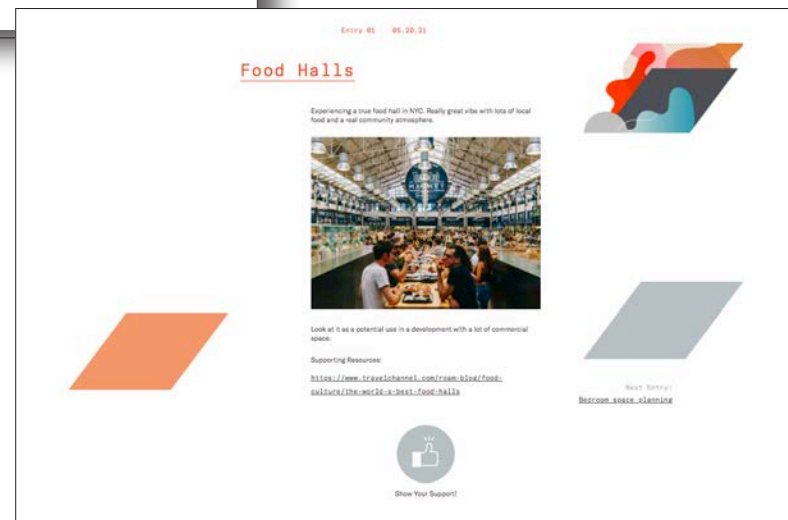
ABOUT: POP UP

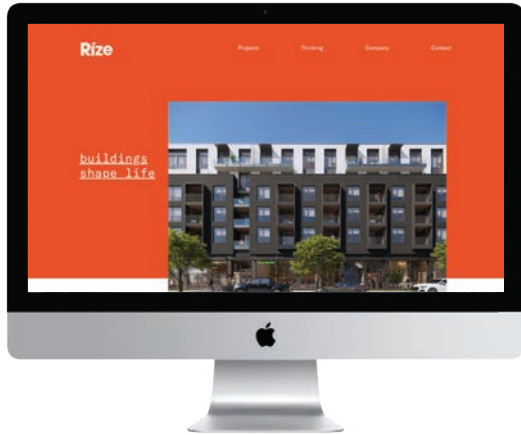
**RIZE: INTERNAL WEBSITE**

2021  
Vancouver, BC

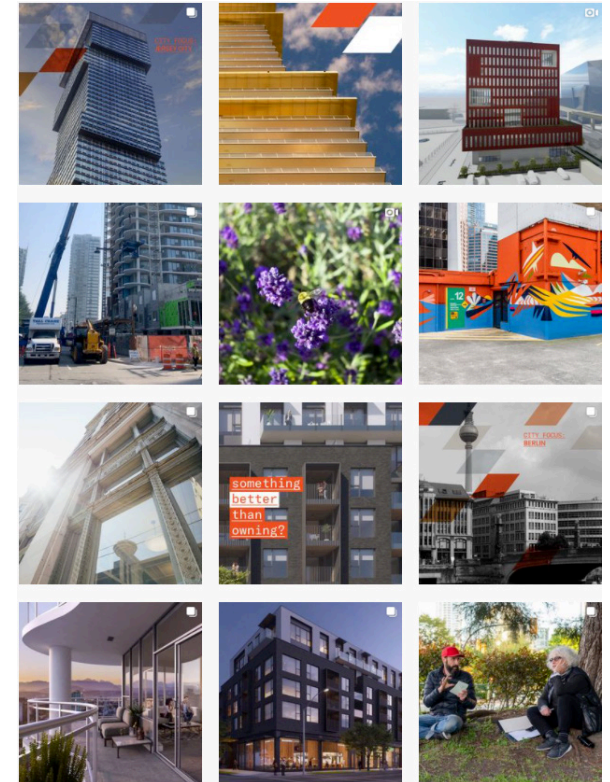
Purpose: Digital suggestion box for staff to post (anonymously) and explore each other's ideas

Contribution: Research, creative brief, art direction (web design, illustration, web dev, animation, UI), copy, QA





WEBSITE DESIGN



SOCIAL MEDIA POSTS, ON BRAND W/ REFRESH

**RIZE: WEBSITE + SOCIAL MEDIA**

2018 - 2019  
Vancouver, BC

Purpose: Corporate brand refresh that continues to inform today's version of the brand

Contribution: Website design direction, messaging copy, photography art direction social media content, art direction and strategy

[instagram.com/rizealliance](https://www.instagram.com/rizealliance)

[rize.ca](https://www.rize.ca)



BRANDED SWAG



BRANDED SWAG



CORPORATE NOTEBOOK



PRINTED CORPORATE COLLATERAL

**RIZE: CORPORATE COLLATERAL**

2019

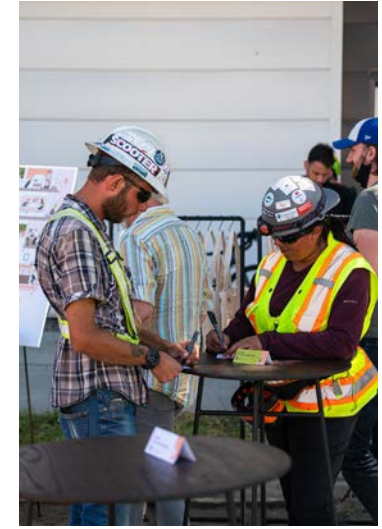
Vancouver, BC

**Deliverables**

(shown): Corporate brand refresh: culture book, employee handbook, corporate swag, business cards

**Contribution:**

Creative direction, copywriting, messaging photography direction, creative consultant selection



PHOTOGRAPHY FROM THE EVENT

**Rize: BRAND AWARENESS**

**/ Comma rental launch**

July 2021

East Vancouver, BC

Purpose: Celebrating: first rental project

Contribution: Interpreting rental brand, establishing vision, art direction, set up day-of, consultant selection

We would like Victoria to be:

@talktoaryze

1. A healthy city with leafy neighbourhoods where we can afford to raise our kids.
2. A city with exceptional urban design, public spaces and architecture.
3. A city where lack of housing doesn't hinder businesses from retaining and attracting talent.
4. A city where you can walk or ride from your home to work, your favourite coffee shop, park, gym and the pub ...IN THE SAME DAY.
5. A city where we have inclusive shared neighbourhoods that celebrate diversity.

Talk to  
**ARYZE**

Help shape our city!

Visit us: [talktoaryze.ca](http://talktoaryze.ca)  
Follow us: [@talktoaryze](https://twitter.com/talktoaryze)

Our principles are rooted in urbanism:

@talktoaryze

Density	Public Realm	Attainable	Missing Middle	Car-Lite	Future City
The idea of densification often evokes a negative emotional response, whereas research and our experience show that urban infill can actually strengthen the quality of life in a neighbourhood. Density brings with it investment in neighbourhood amenities and brings life out in to the public realm.	Compact neighbourhoods help prevent urban sprawl so the edges of our communities aren't bleeding into the beautiful green spaces of Vancouver Island. This means there is more room and better utilization of public spaces: parks, beaches, playgrounds, etc.	Affordable housing is something we talk to heart. We develop smaller smarter projects in more compact and walkable neighbourhoods which help us do much larger affordable housing projects in other parts of town. We've taken this approach in order to make a far greater contribution towards affordable housing in Victoria.	Young people who really love what we keep urban neighbourhoods alive by the masses are growing up and looking for their next home. What happens if these inner city neighbourhoods do not provide a variety of housing types? What if these urban adapters are priced out of their communities they helped support. They leave.	The cars give us a perceived sense of freedom, but now it has come at the expense of our neighbourhoods, cities and the environment. We believe in greatly reducing dependence on the car and instead designing buildings for people. Our projects are finished by cycling, transit, walking and tasty...driving.	We hope people really love what we built, and they become homes not just good investments. We've chosen to make a strategic investment in high quality design in order to create homes that will inspire the people who will eventually rent, buy and live in them.

PRINTED POSTCARDS



COMMUNITY EVENT & BRAND AWARENESS



SITE SIGNAGE

**ARYZE: SUB-BRAND AND CAMPAIGN**

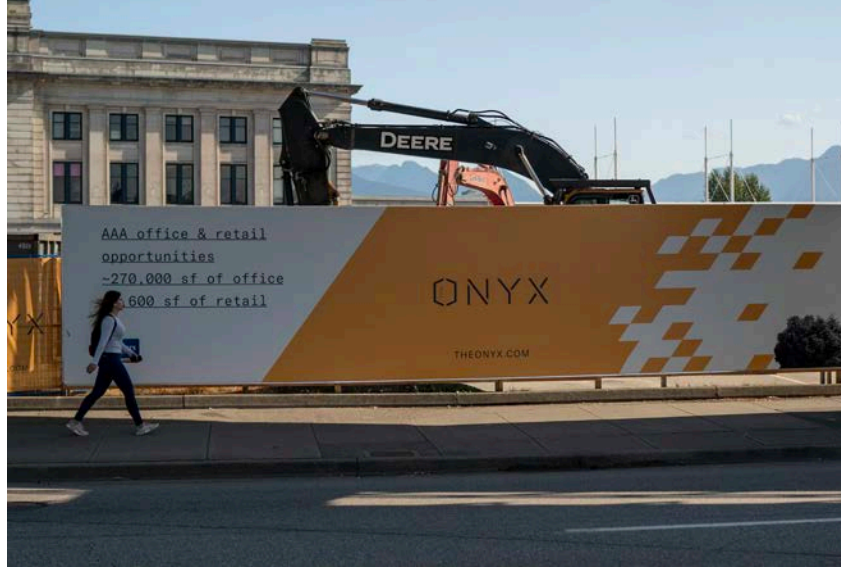
2018  
Victoria, BC

Intent: Connect with the residents of Victoria on the topic of housing.

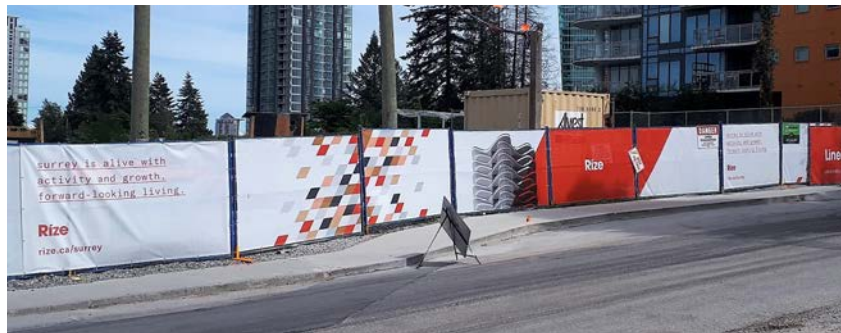
Contribution: Design production printed collateral, signage, infographics, creative direction, website design (no longer active) copy editing, and social media



TRAILER WRAP



CONSTRUCTION HOARDING



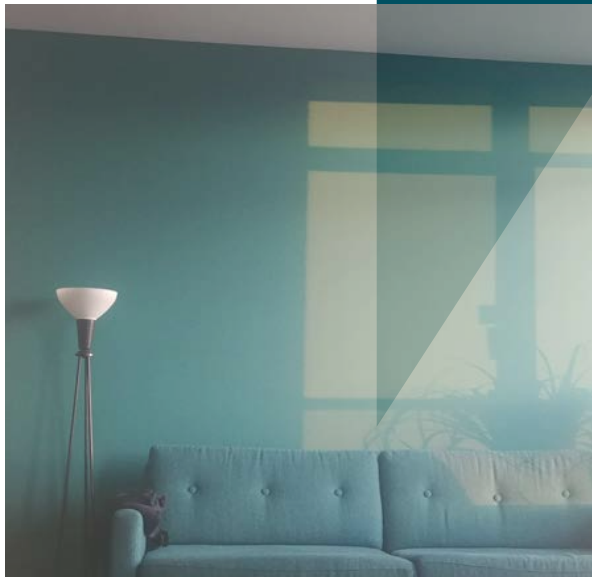
CONSTRUCTION FENCING

**RIZE: SITE SIGNAGE**  
/ Rize corporate brand  
2019  
Vancouver, BC

Deliverables  
(shown): Site trailer wrap,  
construction hoarding, construction  
fencing

Contribution: Vision, art direction, install  
coordination, photography direction,  
creative consultant selection





**/THANK YOU**

Julia Schenck

c / 250.884.4382

e / [schenckjulia@gmail.com](mailto:schenckjulia@gmail.com)