

2026

# PORTFOLIO

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Graphic Designer



[www.cherishawdesign.ca](http://www.cherishawdesign.ca)

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A little bit about me



*Hello*

NICE TO MEET YOU!



I'm Cheri, a **Graphic Designer & Artist** based in Edmonton with over twelve years of experience crafting thoughtful design solutions.

My work as a designer has varied from print and digital design, to product design and packaging, to mural painting! Each project I have been a part of is grounded in strategy and connection, understanding the purpose behind each idea, and shaping the visuals in a functional, aesthetic and meaningful way.

Throughout my career, I have had the opportunity to collaborate with a wide range of clients and industries, helping transform ideas into creative systems that are refined, effective and built to last.

*[www.cherishawdesign.ca](http://www.cherishawdesign.ca)*





01

## Visual Identity System

### SMARTMOVESYEG Real Estate Group

This boutique real estate team needed a visual identity to reflect their respected position in the Edmonton real estate market.

Clean typography, custom details, and a refined palette position them as professional and trustworthy. Creating lasting connections with clients are their main priority, so crafting their visuals to be friendly, approachable and readily recognizable was a natural approach.

A complete stationery suite brings the identity to life, showing how it works cohesively across real-world touchpoints.



## Stationery Design

### SMARTMOVESYEG Real Estate Group

This stationery suite was designed for the team at SmartMovesYEG to support thoughtful client follow-ups and ongoing connection.

Building on the established brand, the postcards feel warm and welcoming. In an environment saturated with loud promotional mail, they read as a letter from a friend, making them special and memorable.

Together, the set creates a cohesive, recognizable presence across key client interactions.

Format: 5 × 7" Mail-out Postcards





SMARTMOVESYEG | Real Estate Group | Thank You Postcards | Format: 4 × 6"



SMARTMOVESYEG | Real Estate Group | Greeting Cards | Format: 4.25 × 5.5"



03

### Bus Bench Ad

#### **SMARTMOVESYEG** Real Estate Group

This bus bench advertisement extends the SmartMovesYEG brand into a neighbourhood setting. The layout prioritizes clarity, legibility, and brand recognition, allowing the message to be quickly understood while maintaining a polished, professional look and feel.

The design is optimized for outdoor visibility and brief viewing moments.



04

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## Neighbourhood Direct Mail Flyer

### SMARTMOVESYEG Real Estate Group

Half-page direct mail flyers were designed to build connection and visibility for the SmartMovesYEG team within local neighbourhoods. This tangible marketing tool effectively delivers the desired messaging directly into the hands of homeowners in targeted areas. The design is warm and personable, creating an emotional connection, while ensuring key information is easily interpreted. The result is a mailer designed to foster familiarity, and credibility within a competitive real estate landscape.

Half-page direct mail flyers were designed in accordance with Canada Post direct mail standards.

Final size: 8.5 × 5.5"

Headshots by: Parker Headshots

Looking to buy or sell  
in your neighbourhood?  
*we would love to help!*




Marianna Nikolaev      Jaclyn Horne      Tarah Nielsen

[WWW.SMARTMOVESYEG.COM](http://WWW.SMARTMOVESYEG.COM)

*Hi! We are*

**SMARTMOVESYEG**  
REAL ESTATE GROUP

MAXWELL PROGRESSIVE

*A boutique real estate team providing  
a thoughtful real estate experience*

SMARTMOVESYEG  
MAXWELL PROGRESSIVE  
10630 - 124<sup>th</sup> STREET  
EDMONTON, AB | T4N 1S3

*We would love to hear from you!*



**JACLYN HORNE**  
REALTOR®  
780 405 1014  
jaclyn@smartmovesyeg.com



**TARAH NIELSEN**  
REALTOR®  
780 905 6653  
tarah@smartmovesyeg.com



**MARIANNA NIKOLAEV**  
REALTOR®  
780 940 9593  
marianna@smartmovesyeg.com  
[www.smartmovesyeg.com](http://www.smartmovesyeg.com)

LICENSED REALTORS IN THE PROVINCE OF ALBERTA WITH MAXWELL PROGRESSIVE. NOT MEANT TO SOLICIT THOSE WHO HAVE ALREADY ENTERED INTO A REAL ESTATE BROKERAGE CONTRACT.

*Hi! We are*

**SMARTMOVESYEG**  
REAL ESTATE GROUP

MAXWELL PROGRESSIVE

*A boutique real estate team providing  
a thoughtful real estate experience*

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LICENSED REALTORS IN THE PROVINCE OF ALBERTA WITH MAXWELL PROGRESSIVE. NOT MEANT TO SOLICIT THOSE WHO HAVE ALREADY ENTERED INTO A REAL ESTATE BROKERAGE CONTRACT.

**Just Sold**  
In Your Neighbourhood



Marianna Nikolaev      Jaclyn Horne      Tarah Nielsen

Thinking about selling? We'd love to help!



Contact us for  
a Complimentary  
Home Market  
Evaluation

Looking to buy or sell  
in your neighbourhood?  
*we would love to help!*




Marianna Nikolaev      Jaclyn Horne      Tarah Nielsen

[WWW.SMARTMOVESYEG.COM](http://WWW.SMARTMOVESYEG.COM)

Neighbourhood Direct Mail Flyer | SMARTMOVESYEG | Real Estate Group | Final size: 8.5 × 5.5"

I scream, you scream,  
we all scream for

# Ice Cream



Show  
this email  
and

redeem a complimentary  
single-scoop ice cream cone  
for you and your sweet family



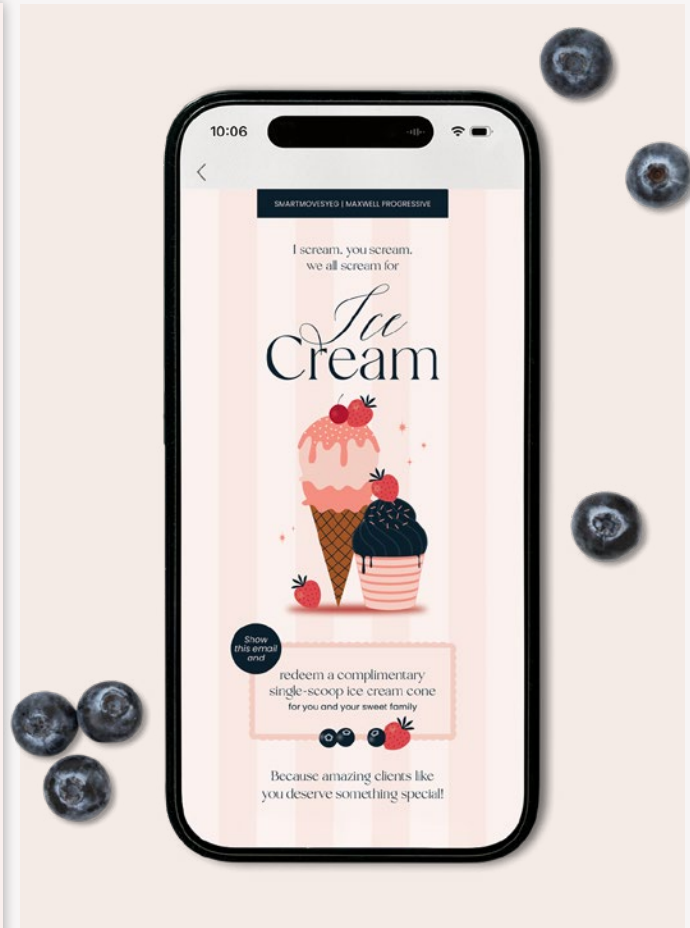
Because amazing clients like  
you deserve something special!

**Where**  
Annie Rue Ice Cream  
6531 III Street NW

**When**  
Saturday, Month Day  
From 0-0pm

**SMARTMOVESYEG**  
REAL ESTATE GROUP  
MAXWELL PROGRESSIVE

Please tag [@smartmovesyeg](#) on  
instagram and share a pic!



## 05

### Email Promotional Design

#### SMARTMOVESYEG | Real Estate Group

An email design was created for SmartMovesYEG as a lighthearted client appreciation promotion. The goal was to reward past and current clients with a simple, engaging call to action while maintaining a polished, on-brand feel.

Custom, playful illustrations feel cheerful and inviting, while the structured layout creates a hierarchy that allows for easy reading.

The result is an email that feels celebratory, thoughtful and easy to engage with. It connects a happy memory with the team that provided it.



## A Long-Standing Tradition of Quality

Travel through history with us

Our responsibility is to our customers, prioritizing their satisfaction and loyalty

2016-2021



Designed by renowned west coast firm Ankerman Associates, Savona Centre in the Park is a vibrant mixed-use development in the heart of Sherwood Park. Located near Festival Place and Sherwood Park Mall, it blends residential and commercial spaces to foster community and support sustainable, healthy living.

**Savona Centre in the Park**  
Residential Building

Savona's residential component features two four-story buildings with 106 luxury condos, complete with community gathering areas and resident-only recreational spaces that foster connection and inclusivity.

**1975**

Salvi was founded and began focusing on building custom pre-sold homes, later expanding into spec home construction.

**1976**

The business was officially incorporated under the name Salvi Homes.

**1979**

Salvi became an exclusive builder by focusing on specific areas and a niche market, setting ourselves apart and earning a reputation for excellence.

**1980**

An in-house woodworking facility was established, allowing craftsmen to create custom wood pieces for each home.

**1989**

Homebuilding in the first phase of The Ridge has begun. At a later stage, "We took on the role of both builder-developer of the community."

**1990**

Awarded the Alberta New Home Warranty Customer Service Award

**1993**

With over 600 homes built in Sherwood Park, Salvi continues to offer custom and semi-custom homes for second and third-time buyers.

**2009**

Proudly recognized by Alberta New Home Warranty with the Legacy Achievement Award for 30 consecutive years of committed service.

**2012**



Salvi as a Group envisioned Hillshire as Sherwood Park's newest community, nestled in a well-established area where new homes are surrounded by nature. Residents will enjoy easy access to parks, scenic trails and paved pathways throughout this vibrant neighbourhood.

**Nearby Amenities:**

Location	Distance
Stanhope Ontario Academy Elementary	3 min walk
8th Ward Public School	3 min walk
Ben Hayes Community High School	3 min walk

**Health and Safety**

Stanhope Community Hospital	12 min drive
Stanhope Endodontics Services	6 min drive
Stanhope County Fire Station 1	6 min drive

**Shopping and Recreation**

Sherwood Park Mall	7 min drive
Walmart	6 min drive
Millennium Plaza	12 min drive

**2021**

Winner of the Sherwood Park & District Chamber of Commerce Leading Edge Business Award

Hillshire, one of the area's most sought-after communities, is now open. With its natural beauty, modern amenities, and prime location, it offers residents parks, trails, and paved paths to explore. Hillshire provides the perfect balance of nature and convenience, making it a place residents will love for years.

Building on the legacy of Inwood Homes and Salvi Homes, Salvi Group offers Hillshire homeowners a blend of modern design and timeless features, creating a welcoming environment that transforms your dreams into reality.



Salvi Homes offers luxury architecture and interiors. Inwood Homes provides elegant, affordable living.

**2023**

Hillshire officially opens its showhome for everyone to visit!

**2025**

Celebrating 50 years since Salvi Group was founded

Salvi proudly marks its 50<sup>th</sup> year since inception, a legacy that began in 1975 as a family-run passion project and grew into a trusted name in home building and development.

From its early roots in custom home building, Salvi became an official business in 1976 and has spent the past five decades transforming communities with quality craftsmanship, innovation and heart.

This golden milestone is a celebration of where we started, how far we've come, and the people who made it possible: our clients, partners and dedicated team members.

As we reflect on 50 years of building excellence, we look ahead to continuing the Salvi tradition for generations to come.



www.salvigroup.com

### Builder Story Wall | SALVI GROUP | Hillshire Showhome

This custom story wall was designed to visually communicate the growth of Salvi Group, a prominent homebuilder in Sherwood Park. Created as a timeline of key milestones, the piece lives within the builder's Hillshire showhome, allowing clients to experience the company's history in a meaningful, tangible way. By blending graphic storytelling with the warmth of a residential setting, the installation reinforces trust, legacy, and their long-term commitment to the homeowners they serve.

Final size: 158 × 120 inches

CW PORTFOLIO | 13



# A Long-Standing Tradition of Quality

Travel through history with us

Our responsibility is to our customers, prioritizing their satisfaction and loyalty

1975

Salvi was founded and began focusing on building custom pre-sold homes, later expanding into spec home construction.

1976

The business was officially incorporated under the name Salvi Homes.

1979

Salvi became an exclusive builder by focusing on specific areas and a niche market, setting ourselves apart and earning a reputation for excellence.

1980

An in-house woodworking facility was established, allowing craftsmen to create custom wood pieces for each home.

1989

Homebuilding in the first phase of **The Ridge** has begun. At a later stage, Salvi took on the role of both builder and developer of the community, marking the beginning of Salvi's residential land development.

1990

Awarded the Alberta New Home Warranty Customer Service Award

1993

With over 600 homes built in Sherwood Park, Salvi continues to offer custom and semi-custom homes for second and third-time buyers.

2009

Proudly recognized by Alberta New Home Warranty with the Legacy Achievement Award for 10 consecutive years of committed service.

2012



Salvi as a Group envisioned **Hillshire** as Sherwood Park's newest community nestled in a well-established area where new homes are surrounded by nature. Residents will enjoy easy access to parks, scenic trails and paved pathways throughout this vibrant neighbourhood.

#### Nearby Amenities:

Category	Item	Distance
Schools	RedHorse Division Academy Elementary	3.5 km walk
	De Winton Public School	3.5 km drive
	Don Frank Community High School	3.5 km drive
Parks and Green	RedHorse Community Hospital	10 km walk
	RedHorse Community Centre	10 km drive
	RedHorse Community Centre	10 km drive
Shopping and Dining	Cherry Hill Mall	10 km drive
	Walmart	10 km drive
	Walmart Supercenter	10 km drive

2016-2021



Designed by renowned real estate firm **Atkinson Associates, Sherwood Park** in the heart of Sherwood Park. Located near **Parkway Plaza** and **Sherwood Park Mall**, it blends residential and commercial spaces to foster community and support sustainable, healthy living.

#### Savona Centre in the Park Residential Building

Savona's residential component features two four-story buildings with 156 luxury condos complete with community gathering areas and resident-only recreational spaces that foster connection and inclusivity.



2021

Winner of the 2021 **Best of Business Award** for Commercial Building & Construction.

With a focus on the new construction market, Savona's residential component offers modern amenities and green building practices. With a focus on the new construction market, Savona's residential component offers modern amenities and green building practices.

Building on the legacy of Sherwood Park and Salvi Homes, Salvi Group is proud to announce a new phase of development in the heart of Sherwood Park, creating a vibrant community and sustainable living environment for the future.



Salvi Homes offers luxury architecture and design. Salvi Homes offers luxury architecture and design.

2023

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www.salvigroup.com

Builder Story Wall | SALVI GROUP | Hillshire Showhome | Detail

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quality

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2012



Salvi as a Group envisioned Hillshire as Sherwood Park's newest community, nestled in a well-established area where new homes are surrounded by nature. Residents will enjoy easy access to parks, scenic trails and paved pathways throughout this vibrant neighbourhood.

Nearby Amenities:

Schools	
Strathcona Christian Academy Elementary	3 min walk
Elk Island Public School	3 min drive
Ben Farcy Community High School	5 min drive
Health and Safety	
Strathcona Community Hospital	13 min drive
Strathcona Enforcement Services	6 min drive
Strathcona County Fire Station 1	6 min drive
Shopping and Recreation	
Sherwood Park Mall	7 min drive
Walmart	6 min drive
Millennium Place	12 min drive

2016-2021



Designed by renowned west coast firm Ankenman Associates, Savona Centre in the Park is a vibrant mixed-use development in the heart of Sherwood Park. Located near Festival Place and Sherwood Park Mall, it blends residential and commercial spaces to foster community and support sustainable, healthy living.

Savona Centre in the Park Residential Building

Savona's residential component features two four-story buildings with 106 luxury condos, complete with community gathering areas and resident-only recreational spaces that foster connection and inclusivity.



Our vision of compact sustainability, coupled with quality and affordability

Commercial Centre

The Savona commercial centre offers retail, dining, and services for both residents and visitors.



2021

Winner of the Sherwood Park & District Chamber of Commerce Leading Edge Business Award

Hillshire, one of the area's most sought-after communities, is now open. With its natural beauty, modern amenities, and prime location, it offers residents parks, trails, and paved paths to explore. Hillshire provides the perfect balance of nature and convenience, making it a place residents will love for years.

Building on the legacy of Ironwood Homes and Salvi Homes, Salvi Group offers Hillshire homeowners a blend of modern design and timeless features, creating a welcoming environment that transforms your dreams into reality.



Salvi Homes offers luxury architecture and interiors



Ironwood Homes provides elegant, affordable living

2023

Hillshire officially opens its showhome for everyone to visit!

2025

Celebrating 50 years since Salvi Group was founded

Salvi proudly marks its 50<sup>th</sup> year since inception, a legacy that began in 1975 as a family-run passion project and grew into a trusted name in home building and development.

From its early roots in custom home building, Salvi became an official business in 1976 and has spent the past five decades transforming communities with quality craftsmanship, innovation and heart.

This golden milestone is a celebration of where we started, how far we've come, and the people who made it possible: our clients, partners and dedicated team members.

As we reflect on 50 years of building excellence, we look ahead to continuing the Salvi tradition for generations to come.



www.salvigroup.com

## Bus Shelter Ad

### HILLSHIRE BY SALVI Custom Homebuilder

This bus shelter advertisement was designed to promote the community of Hillshire by Salvi Group in Sherwood Park. The concept focuses on family, connection to nature, and community living, core values central to the Hillshire brand.

Lifestyle imagery and soft botanical elements were used to reflect the neighbourhood's proximity to nature and family focused lifestyle. Designed for high visibility in a transit environment, the layout prioritizes clarity, legibility, and impact, creating a welcoming and recognizable presence within the local community.

Final size: 47.5 × 68.5"



#### The Lotus Flower

Rendered in Hillshire's signature blue, the lotus flower is a recurring brand symbol, representing growth, balance, and a calming connection to nature.

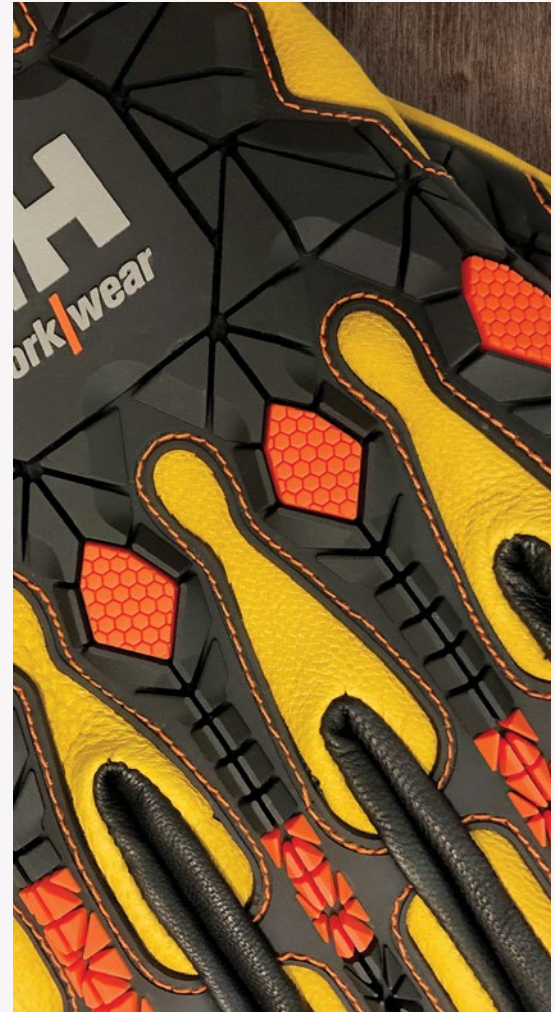




**Showhome Window Display | HILLSHIRE BY SALVI | Custom Homebuilder**

This large scale exterior design was created to promote Hillshire, a new residential development in Sherwood Park. The design is featured at the showhome site, and integrates lifestyle imagery, architectural elements, and their signature blue lotus to create a cohesive visual story. The priority was to reinforce the brand's calm, community-focused identity with an inviting and cohesive presentation from up close and afar.

Final size: 389.52 × 83.90"



09

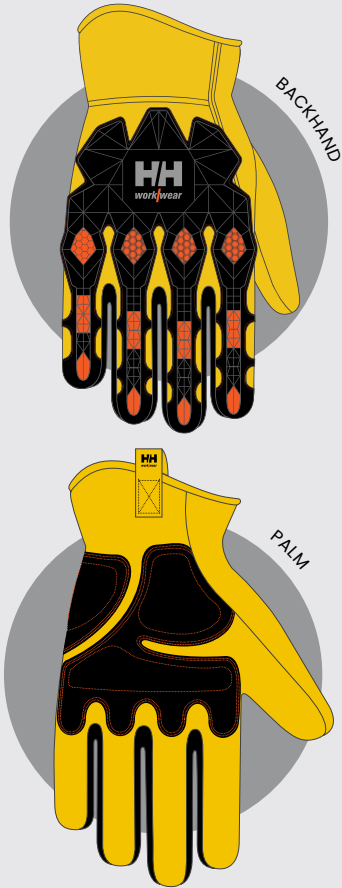
### Product Design | HELLY HANSEN WORKWEAR | Mark's

A variety of custom glove designs were created for the Helly Hansen Workwear line to be sold at Mark's. Each design began as a detailed technical drawing, adhering to brand standards and performance requirements. The drawings included precise specifications for manufacturing, including custom impact mold designs, dimensions, materials, patterns, stitching, fit and colour requirements.

The process required balancing aesthetics, ergonomics, durability, and safety standards while refining protective impact zones for both performance and comfort. Multiple production samples were reviewed and adjusted to ensure the final products met brand expectations and end-user demands.



CUSTOM DESIGN DETAILS  
Impact Leather Driver Glove



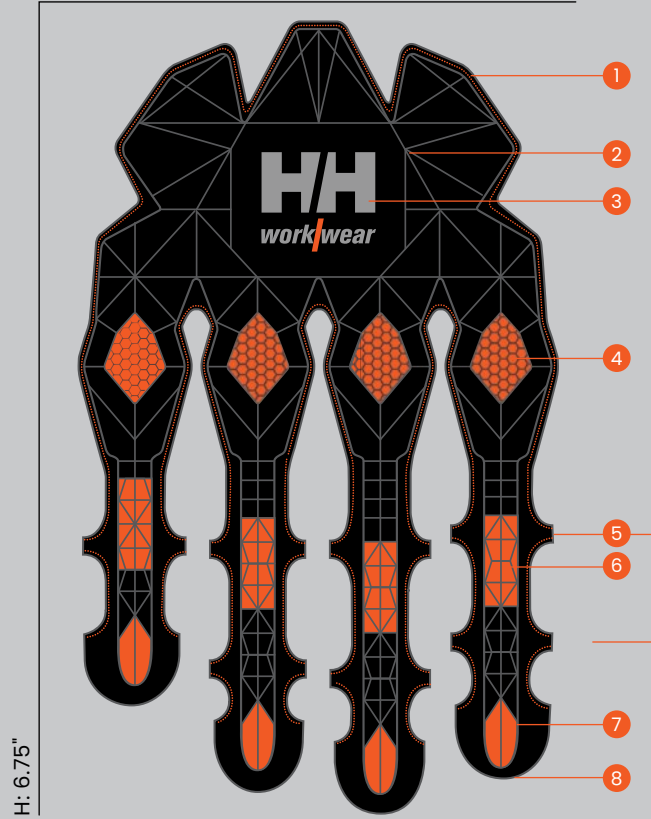
HH Logo Specs

W: 1"



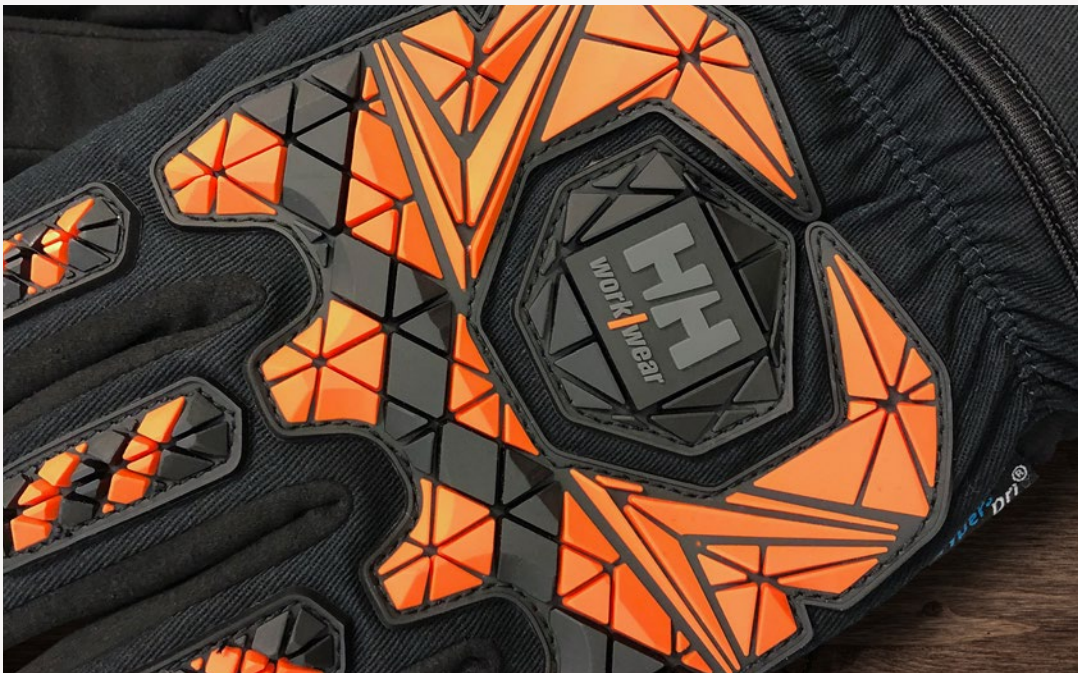
Helly Hansen stitched on rubber mold

W: 4.125"



Rubber Mold Details

- |   |   |   |  |
|---|---|---|--|
| 1 | Black rubber base stitched with HH orange colour          | 5 | Base of rubber mold to be stitched into the seam               |
| 2 | Mold shape to peak at 4.10mm                              | 6 | Mold joint details in HH orange                                |
| 3 | Elevated logo in CG7 with detail in HH orange             | 7 | Fingertip details in HH orange at 4.10mm                       |
| 4 | Knuckle shape in HH orange with imprinted hexagon pattern | 8 | Rubber mold to be stitched into the seam around the fingertips |



Product Design | HELLY HANSEN WORKWEAR | Mark's | Custom Work Glove Designs

CUSTOM DESIGN DETAILS  
Impact Fitter Glove



HH Logo Specs

W: 0.75"



Helly Hansen stitched on rubber mold



Rubber Mold Details

- 1 Black rubber base stitched with black
- 2 Mold details in HH orange to peak at 4.10mm. Slits in mold where indicated
- 3 Mold in black to peak at 4.10mm. Stitched with black
- 4 Elevated HH logo in Pantone Cool Grey 7 C with detail line in HH orange
- 5 Slits in mold where indicated for flexibility
- 6 Black rubber base stitched with black
- 7 Mold in black with details in HH orange to peak and 4.10mm. Slits in mold where indicated
- 8 Rubber mold to extend to tips of fingers



PALM GRIP DEXTERITY GLOVE  
Custom design with tacky palm grip feature



PERFORMANCE IMPACT PALM  
Custom backhand and palm impact protection

*Thank you*

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Thank you for taking the time to review my work. I'm passionate about creating thoughtful, narrative driven designs that connect with companies and the clients they serve. I look forward to continuing to grow and contribute through meaningful creative work.

*[www.cherishawdesign.ca](http://www.cherishawdesign.ca)*

CHERI WILLIAMSON

Graphic Designer



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