

HUNTER RAMEY

Graphic Design Portfolio



NOBL WHEELS

Marketing & Design Agent





NOBL WHEELS (MARKETING ASSISTANT)

BACKGROUND

NOBL Wheels is a premium carbon mountain bike rim company in BC, Canada. NOBL directly sells to consumers through their website noblwheels.com.

AUDIENCE

Despite having a worldwide reach, NOBL's main audience is US and Canadian mountain bikers, who spend approximately \$5,000 - \$10,000 on their bikes (sometimes annually).

DESIGN SOLUTIONS

As NOBL Wheels is primarily online, they need images/icons for social media engagement, online ad materials, and PDF guides.

Photography: 2020

Illustrations: 2020 - 2024

Web Design Assistance: 2021 - 2024

ONLINE CUSTOM OPTIONS

2020 Decal photography and color editing for online store option selection.

Select Full Letter Graphics ?



USD \$40.00

USD \$40.00

USD \$40.00

USD \$40.00

USD \$40.00



USD \$40.00

USD \$40.00

USD \$40.00

USD \$40.00

USD \$40.00

USD \$40.00

Select Crown Colour ?



USD \$10.00

USD \$10.00

USD \$10.00

USD \$10.00

USD \$10.00



CHEAT SHEET

Approximately 2021. Illustrator.

NOBL TECH CHEAT SHEET

TR28 XC/RACE

VERTICAL STIFFNESS: [Bar Chart]

LATERAL STIFFNESS: [Bar Chart]

IMPACT STRENGTH: [Bar Chart]

28.2 MM
23 MM
24 MM

TIRE WIDTH: 2.0" - 2.4"
HOLE COUNT: 28H, 32H
29" WEIGHT: 3850

RELATIVE STIFFNESS

VERTICAL STIFFNESS (Green)
LATERAL STIFFNESS (Blue)
IMPACT STRENGTH (White)

Model	Vertical Stiffness	Lateral Stiffness	Impact Strength
TR28	Low	High	High
TR32	Low	High	High
TR33	Low	High	High
TR36	Low	High	High
TR37	Low	High	High
TR38	Low	High	High
TR41	Low	High	High
TR45	Low	High	High

TR28 TR32 TR33 TR36 TR37 TR38 TR41 TR45

GRAVEL/XC/TRAIL TRAIL/ENDURO EBIKE PLUS

CONTACT

ride@noblwheels.com
Main: +1 (778) 733-0122
Toll Free: +1 (888) 508-2275

MEDIA

noblwheels.com
Follow us: @noblwheels

NOBL ROAD TECH CHEAT SHEET

CR35 ROAD/GRAVEL/CX

SUGGESTED TIRE: 28C ROAD, 28C/45C GRAVEL

29 MM
22 MM
35 MM

FRONT
HOLE COUNT: 24H
REAR WEIGHT: 410G

REAR
HOLE COUNT: 28H
REAR WEIGHT: 450G

HR35 CX/GRAVEL

SUGGESTED TIRE: 29C ROAD, 28C/45C GRAVEL

29 MM
24 MM
35 MM

FRONT
HOLE COUNT: 24H
REAR WEIGHT: 400G

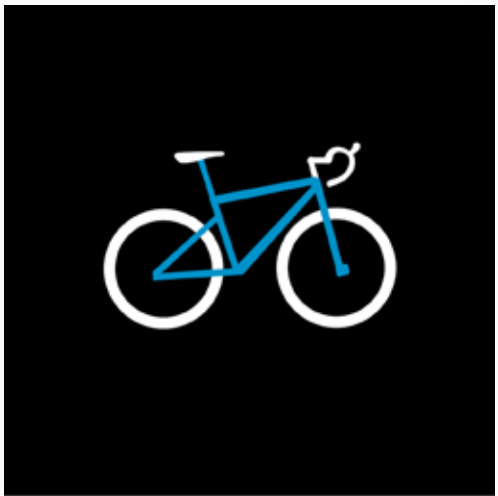
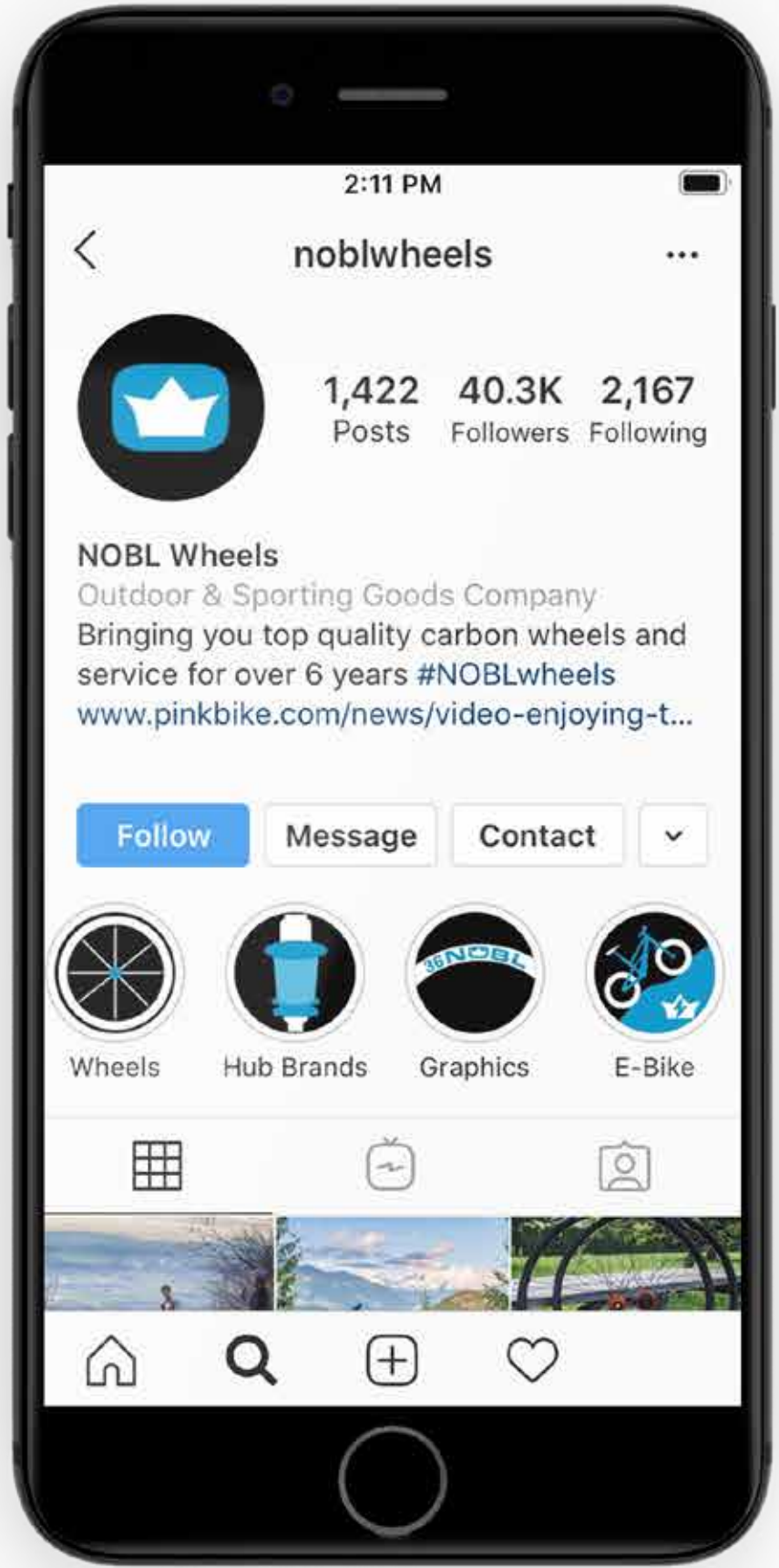
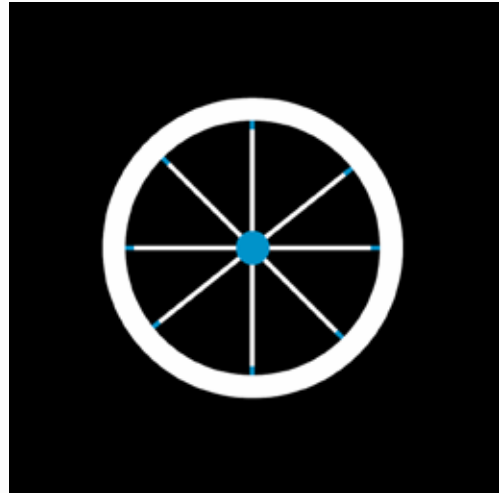
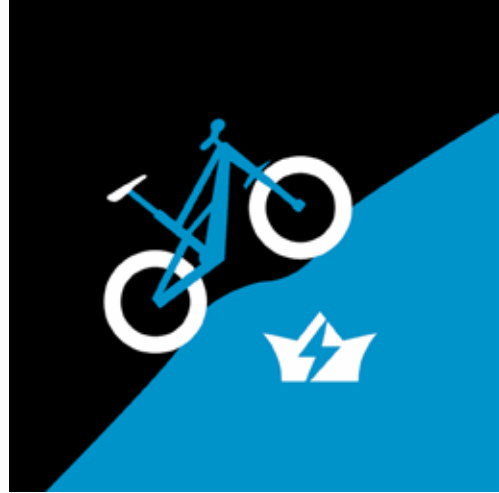
REAR
HOLE COUNT: 28H
REAR WEIGHT: 440G

CX28 CX/GRAVEL

TIRE WIDTH: 28C - 2.3"
HOLE COUNT: 28H, 32H
700C WEIGHT: 390G

28.2 MM
21.6 MM
23 MM







2024 DEALER SALES PROGRAM

CUMULATIVE ANNUAL SALES MILESTONES		LEVEL	DISCOUNT	ADDITIONAL INCENTIVES
	Level 6 Over \$00,000	6	00.00%	Redacted. Really cool mountain bike stuff was here.
	Level 5 Over \$00,000	5	00.00%	Redacted. Really cool mountain bike stuff was here.
	Level 4 Over \$00,000	4	00.00%	Redacted. Really cool mountain bike stuff was here.
	Level 3 Over \$0,000	3	00.00%	Redacted. Really cool wheels.
	Level 2 Over \$0,000	2	00.00%	Redacted. Really cool wheels.
	Level 1 Under \$0,000	1	00.00%	N/A

NOBL Dealer Levels re-set on January 1st based on prior years NET sales total.

- Dealer level achievement will be cumulative throughout the year so dealers can earn better MGN's as the year goes on. Current NET Sales numbers are available at any time by contacting ride@noblwheels.com.
- Authorized NOBL Dealers will be expected to provide a high level of technical service and facilitate any warranty or crash replacement claims and abide by NOBL's Minimum Advertised Price Policy at all times.
- NOBL Dealers will enjoy negotiated discounted shipping rates via UPS Standard for all orders within North America. Other Shipping options available.
- Demo & Employee wheelsets to be purchased manually by contacting ride@noblwheels.com and are approved by the Sales Manager. No charge Demo wheelsets are limited to base builds only.
- NOBL Dealers will be provided with access to marketing assets for promotion and brand awareness.
- NOBL Dealers that have been inactive for the previous 12 month period will have their account suspended and may need to re-apply for dealer status.
- NET Sales volume for Canadian dealers is calculated in USD using the conversion rate at time of transaction.

THANK YOU FOR YOUR CONTINUED PARTNERSHIP AND BRAND SUPPORT.

[RIDE@NOBLWHEELS.COM](mailto:ride@noblwheels.com) / [NOBLWHEELS.COM/DEALER](http://noblwheels.com/dealer) / MAIN: +1 (778) 733-0122 / TOLL FREE: +1 (888) 508-2275

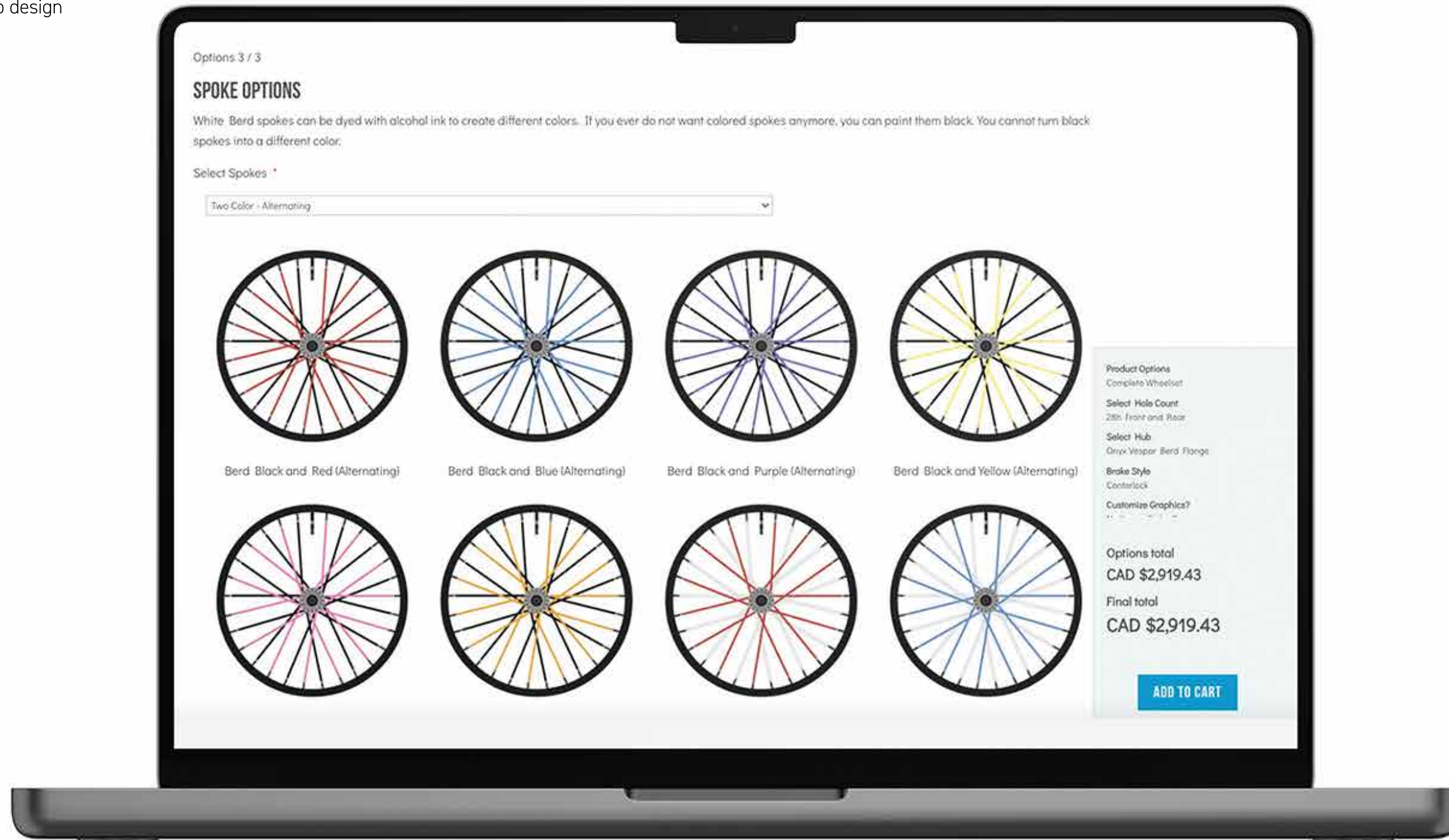
BERD WHEEL ILLUSTRATION

Drawn to accurately represent spoke color options for a 28 spoke wheel.



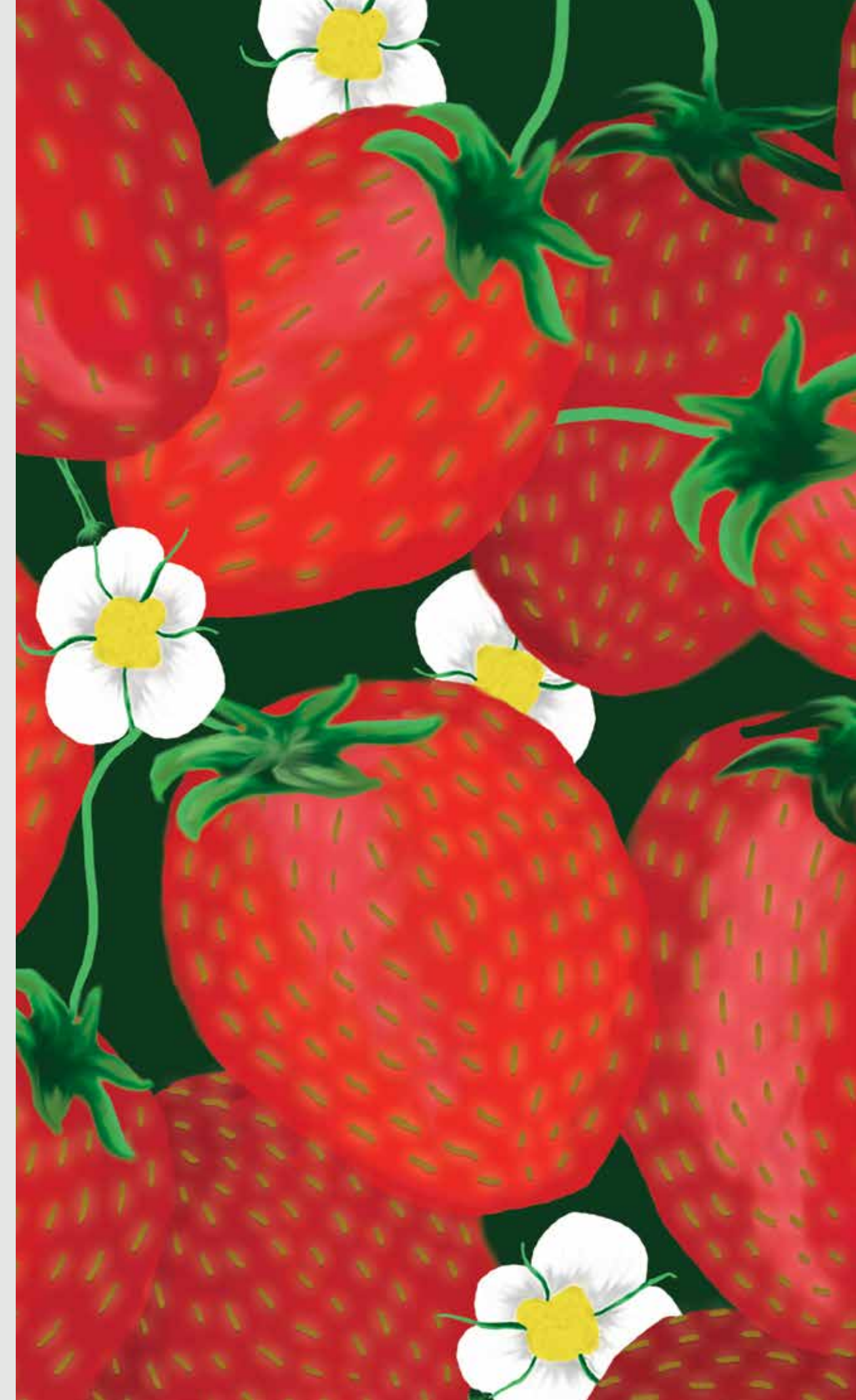
BERD WHEEL ILLUSTRATION APPLICATION

2023/2024 website selection for custom spoke options on select products. Web design collaborated with a colleague.



KILBY HISTORIC SITE

Summer Student Work





KILBY HISTORIC SITE (2018 STUDENT WORK)

BACKGROUND

Kilby Historic Site is a 1920s rural lifestyle museum in Harrison Mills. It features a General Store, Cafe and working farm.

AUDIENCE

The historic site mainly attracts locals and tourists including young families, retirees and history enthusiasts.

DESIGN SOLUTIONS

An extensive range of print materials (posters, brochure, rackcards), social media and event imagery, using the historic site's existing branding (at that time).



KILBY HISTORIC SITE

1920s - 1930s Costumed Interpreters, Working Farm,
General Store, Gift Shop and Café.

For more information and hours of operation visit kilby.ca.

215 Kilby Rd | Harrison Mills | BC

Follow Us @kilbyhistoricsite







KILBY CAFÉ



Enjoy our home-style menu featuring soups, sandwiches, pies and pastries.

Visit kilby.ca for hours of operation.

215 Kilby Rd | Harrison Mills | BC

KILBY
HISTORIC SITE



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KILBY
HISTORIC SITE

KILBY CAFE

HISTORIC SITE

Soups and Salads

Soup & Bread

\$4.25 Cup \$6.00 Bowl

House Salad \$7.50

With house dressing.

Caesar Salad \$9.50

Add Chicken \$5.00

Sandwiches

Served on fresh locally baked bread (gluten free available) with a bowl of soup, house salad or potato salad.

Egg Salad \$9.50

Farm fresh eggs, lettuce, mayonnaise, green onions and pickles on the side.

Ham & Cheese \$10.50

Black Forest ham, Swiss cheese, lettuce, tomato, mustard and mayonnaise.

Chicken Salad \$10.50

Roasted chicken, celery, onion, peppers and mayonnaise.

Roast Beef \$10.50

Sirloin tip, oven roasted beef, tomatoes, pickles, lettuce, horseradish sauce and mayonnaise.



Traditional BLT \$10.50

Tomatoes, bacon, lettuce and mayonnaise on toast.

Vegetarian \$9.50

Green peppers, cucumber, tomato, lettuce and cream cheese.

Comfort Food

Mac & Cheese \$11.00

Three cheese Macaroni served with garlic toast.



Children's Menu

Peanut Butter and Jam or Grilled Cheese Sandwich. Served with juice and a side of goodies. \$8.00

Features

Sunday Special \$15.95

Yorkshire Pudding stuffed with roast beef served with gravy and a side of garden salad, potato salad or bowl of soup.

We recommend that you reserve a table.

Cat's Meow

(Daily Special)

Pie and Ice Cream

Slice of Pie \$4.95

Add Ice Cream \$1.00

Cabin Fever \$12.00

Whole pies to go.

Ice Cream Float

With pop (\$4.00)

Boylan's Soda (\$5.75).

Ice Cream Cone

Waffle (single) \$4.00

Regular (single) \$3.50

Children's Cone \$3.00



Gift Shop

Be sure to visit our gift shop located right beside the Kilby Café for locally made products, 1920s style treasures and museum souvenirs!



KILBY HISTORIC SITE

Museum, Gift Shop and Café Hours

June 28 - Sept 3 Open Daily, 11 am - 4 pm

Sept 8 - Oct 28 Saturday & Sunday, 11 am - 4 pm

Nov 19 & 20 Saturday & Sunday, 11 am - 4 pm

Dec 10 & 11 Saturday & Sunday, 11 am - 4 pm



KILBY HISTORIC SITE 2018

ALL SUMMER

Kilby Weekends
 Looking for something to do this summer? Take part in fun old-fashioned games and crafts with our friendly interpreters. Croquet, tug-o-war and over-sized checkers are just a few of the fun activities we have! There will even be an ice cream demonstration every Sunday at 1:00 pm.



Volunteer
 Join our gardening group or spend an afternoon interpreting our history to visitors. Our peak season is in the summer, but there are additional volunteer opportunities throughout the year for you to enjoy.

All events are subject to change without notice.

(604) - 796 9576 | kilby.ca
 215 Kilby Rd, Harrison Mills

Follow us on social media!
 @kilbyhistoricsite

JULY



Kilby Kid's Summer Carnival

Sunday, July 22
 Our annual summer carnival has music, carnival games, market stalls, face-painting, crafts, a barbeque and lots of prizes for the kids! This year's event is Pirate themed, with a Pirate Cove and sailing ship! "Triumph Acrobatics" will also be on site with juggling acts and a real tightrope.



We're dog friendly!

AUGUST

Plein Air Painting Festival

August 17, 18, 19
 Don't miss Kilby's fourth annual "In the Open Air" painting festival! Come and see the competitors as their paintings develop over this three day event and vote for your favourite painting. Winners will be announced at the festival luncheon at 2pm on Sunday. Want to participate as a painter? All ages and skill levels welcome! To enter email events@kilby.ca by August 13.

SEPTEMBER

Autumn Harvest Festival

Sunday, September 9
 We'll have autumn themed crafts and games for the kids, apple cider pressing demonstrations at noon and at 2pm on our 110 year old press, vendor market and a BBQ! The café feature is our traditional Roast Beef with homemade Yorkshire pudding, gravy and seasonal vegetables for \$17.95.

OCTOBER

Kilby Thanksgiving

October 6, 7
 Don't miss our traditional full course turkey dinner with mashed potatoes, stuffing, seasonal vegetables, gravy, cranberry sauce, dinner roll, apple or pumpkin pie, with a beverage for \$22.95. Call early to reserve your seat. Also watch apple pressing at 1:30pm on our 110 year old press.

Kilby Kid's Halloween Party

Sunday, October 28
 Dress up to win prizes in our costume contest, join our spooky scavenger hunt, play Halloween themed games, make crafts and enjoy an amazing magic show with Norden the Magician!

All treats are sponsored by the Agassiz-Harrison Lions Club.



NOVEMBER

Fraser Valley Bald Eagle Festival

November 18, 19 (9am- 4pm)
 Kilby is the perfect place to plan for lunch on this Festival weekend. Enjoy our tasty BBQ and a short walking tour down to the Kilby Park with an interpreter to explain the relationship between the salmon and eagles and tell the story of this once thriving mill town. This FREE event is sponsored by the Fraser Valley Bald Eagle Festival.



DECEMBER

Kilby Christmas

December 8, 9
 Our traditional Christmas lunch includes roast turkey, mashed potatoes, seasonal vegetables, cranberry sauce, gravy and a dinner roll plus your choice of dessert and beverage for \$22.95. Call to reserve your seat.

MORE



Weddings

Say "I do" outside amongst our heritage gardens and buildings, or explore indoor options.
 50 - 200 Guests.
 We're not just a venue! We can also help with wedding planning and catering.

Call (604) 796 9576

Additional Events

Corporate or family gatherings? Call (604) 796 9576 to discuss menu options. Cafe seats up to 50 people.

Admission

\$10 Adults | \$9 Seniors
 \$8 Youth | \$25 Families
 Free entry for children 5 and under.

Season Passes

\$22 Adults | \$20 Seniors
 \$20 Youth | \$60 Family
 Unlimited museum and farm entrance, plus 10% off our café menu.



KILBY
HISTORIC SITE

Back to the 1920s

This 1920s living history site features a 1906 general store museum, costumed interpreters, farm animals, artisan gift shop and home style café.



Hours

Check our website kilby.ca for special events and hours of operation.



Tours

We are open year round for pre-booked tours, school programming and group tours. *Please contact us.*

Contact

(604) 796 9576 | kilby.ca | info@kilby.ca
215 Kilby Rd | Box #55 | Harrison Mills, BC | V0M 1A1
BC's Museum of Rural History

Features

Step back to the 1920s with costumed interpreters as you discover the story behind the 1906 general store once owned by the Kilby family.



General Store

Discover what it was like to run a 1920s General Store, while viewing vintage products.



The Manchester

Near the General Store you'll find hotel rooms reflecting the 1920s and special focus exhibits.



Orchard Playground

Old fashioned fun awaits in the orchard. Find a teeter-totter, games, a fort and swings.



Farm

Visit our heritage farm featuring friendly animals, a workshop and an implement shed.



Kilby Café

Enjoy our home-style menu featuring soups, sandwiches, pies and pastries.



Kilby Park

Stay at the waterfront, Kilby Campground or visit the boat launch. Open year round.

Find Us!



Thirty minutes east of Mission and west of Harrison Hot Springs.

UFV ARTS

Co-op / Work Study (2017-2018)





SHOW OFF!

WITH OUR NEW E-PORTFOLIO #UFVBA

UFV ARTS SUMMER CO-OP AND WORK STUDY

BACKGROUND

University of the Fraser Valley is located in Abbotsford, BC. Their Arts department wanted to develop a social media presence to better communicate to Arts students. The primary obstacle was manageability. The idea was that the arts assistant would run the platform at the end of summer, instead the role became a UFV work-study (a part-time job for students).

AUDIENCE

Primarily Arts students, but also UFV alumni, professors, and potential students.

DESIGN SOLUTIONS

After research, Canva was selected for media creation, due to its ease of use. It was also determined that posters would be needed around campus to help inform students of Arts events.

*Most photos are gathered from UFV's Flickr or Canva. Toque photos are my own.



The Myth

The College of Arts is just fine arts.

The Fact

The COA offers over 20 areas of study. Explore at: ufv.ca/arts/areas-of-study/



The Myth

Arts degrees aren't employable.

The Fact

Arts degrees build skills sought by all employers. Tailor your degree towards your career goals.



The Myth

Only Arts students can benefit from Arts.

The Fact

Arts electives can help all students communicate, think critically/creatively, and develop their worldview.



The Myth

You can't follow UFV Arts online.

The Fact

But you can! Follow us for arts news. Facebook/Twitter: @ufvARTS Instagram: ufvars

ARTS TOQUE

COST \$10 | AVAILABLE NOW



BUY YOURS TODAY!

Visit Lisa in the Dean of Arts Office (B315 Abbotsford Campus), an Arts department assistant, or the [UFV Abbotsford and Chilliwack Bookstores](#) to purchase your toque. Proceeds go towards Arts leadership projects.