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Ali Horner

GRAPHIC DESIGNER

Graphic designer and digital marketing specialist with 18+ years of experience building brand identities and digital experiences, from editorial layout to app launches. Principal of Ali Horner Design, an independent studio delivering branding, packaging, and social media campaigns for clients across Ontario. Combines creative execution with data-informed strategy to move brands from concept to market.

experience

2008 – Present

Principal & Senior Brand Strategist,
Ali Horner Design, Kingston, Ontario

Deliver brand identity systems, publication layouts, and digital marketing frameworks for growth-focused corporate brands and creative studios. Build cohesive, sustainable corporate identities by merging brand psychology with typographical and visual systems.

2019–2020

Designer, Project Manager
Topsy Farms, Amherst Island, Ontario

Led end-to-end creative direction and project management for a 12-month branded product launch. Developed brand identity and brand strategy for the product collection. Managed project budget, purchasing, vendor coordination, and product-related expenses.

September 2025 – May 2026

Southview Public School, Napanee, Ontario

Developed, designed and delivered a foundational Grade 8 curriculum on visual communication and ethical media practices. Mentored students through hands-on creative projects, building critical thinking and presentation skills through to final project evaluations.

education

Advanced Diploma, Graphic Design 2005 – 2008
St. Lawrence College - Kingston, ON

Diploma, Digital Marketing Specialist - Honours
2023 (6 month online program) Trillium College - Kingston ON, Online

about

Design & Strategy: Brand Identity, Visual Identity Systems, Art Direction, UI/UX & App Design Direction, Website Design Direction, Typography, Editorial Layout

Marketing & Operations: Digital Marketing & Social Media Strategy, Project Management

Technical Tools: Adobe Creative Suite; InDesign, Photoshop, Illustrator, Canva, Adobe Express, WordPress, HTML

references

Available Upon Request

[VIEW PORTFOLIO >](#)

ALI HORNER DESIGN

PORTFOLIO

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PORTFOLIO

CASE STUDIES

PILOT TRANSIT PROJECT



Community Connection Transit (CCT)

Brand identity for a proposed regional transit pilot

Client: Community Connection Transit (CCT)

Scope: Logo design, visual identity, brand assets

Role: Brand designer

The Problem

CCT was a proposed transit pilot to connect Napanee and Kingston and improve accessible transit within Napanee. It had no riders and no track record yet, just a pitch. It needed a brand that could win over stakeholders and funding partners: credible enough for a boardroom, but still warm and approachable, not corporate or cold.

The Solution

I built the identity around the idea of connection: between towns, between people, and between where someone is and where they need to be. The logo was designed to work anywhere, on a vehicle, a printed schedule, or a funding presentation. I kept the palette and typography clean and confident, with enough warmth that it never felt like a government form.

The Outcome

The pilot itself wasn't approved, but the branding did its job. Stakeholders responded well to it, and it made the project feel credible and real, giving it a legitimate shot at funding. The identity is ready to pick back up if a future transit initiative moves forward.

TOPSY FARMS

Topsy Farms: Live Edge Collection and Beyond

Full brand identity, packaging, and product launch for a Canadian alpaca wool collection

Client: Topsy Farms, Amherst Island, Ontario

Scope: Brand strategy, logo, packaging, labels, retail display, project management

Role: Designer and project manager

The Problem

Topsy Farms needed packaging and a brand for their new alpaca wool throw line that matched the quality of the product, while still feeling like the working farm it actually is. The project also needed someone to run it end to end, budget, vendors, logistics, so the farm's team could stay focused on the farm.

The Solution

Over a 12-month contract, I built a visual identity around the collection's raw, natural materials and carried it through packaging, labels, and an in-store display table I designed and painted myself. I managed the full budget and logistics, and helped secure a grant that extended the launch further. I then applied the same identity to Topsy Farms' other product lines, so the whole range reads as one brand.

The Outcome

The collection launched with packaging and a retail presence that matched the product, and the Topsy Farms team praised the professionalism carried through every part of the process, from design to the last receipt.



LEO PIXEL STUDIOS

Leo Pixel Studios

Brand naming and website design for a creative studio

Client: Marc, Leo Pixel Studios

Scope: Brand naming, website design and development

Role: Designer and developer

The Problem

Marc had a vision for his studio but needed help shaping it into a cohesive, high-end brand, starting with a name that actually fit his creative identity and goals for growth.

The Solution

We worked together to find the right name, using a business naming service matched to brand personality, and landed on Leo Pixel Studios. From there, I designed and built a clean, visually striking website at leopixelstudios.com that showcased his work and captured the brand's tone.

The Outcome

Marc was an ideal collaborator throughout, open, engaged, and invested in getting it right. In his words:

"Working with Ali has been a charm. She is a true professional, extremely knowledgeable and very creative. She is result-driven and takes our success at heart. Hard to find, so she's a keeper!"



VOLUNTEER TEACHING

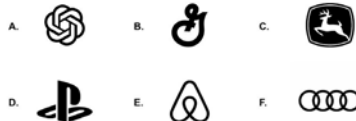
GRADE 8 GRAPHIC DESIGN AND MARKETING



Class of 2026
STUDENT WORKBOOK

Name: _____
Teacher: _____
Date: _____

Name That Logo Game



Answers:

G. _____
H. _____
I. _____
J. _____
K. _____
L. _____

Because of this, Canada introduced the front-of-package warning symbol to help people make healthier choices more easily.

Marketing to Kids Has Also Changed

Years ago, companies often advertised sugary cereals, candy, and chips directly to kids through cartoons, TV ads, and toys.

Today, there is more pressure on companies and governments to reduce marketing unhealthy foods to children.

That's why you may notice fewer ads for candy, chips, and sugary cereals aimed at kids than there used to be.



Handout: The History of Brand Archetypes

Brand archetypes originally come from the work of Swiss psychologist Carl Jung in the early 1900s. Jung believed that people across cultures share common characters and personality types that appear again and again in stories, myths, and movies. He called these patterns **archetypes**.

For example, the Hero who overcomes challenges, the Caregiver who helps others, or the Explorer who seeks adventure. Jung believed these patterns exist in what he called the **collective unconscious**, meaning people naturally recognize and understand these character types even if they come from different cultures.

The word **archetype** actually comes from Greek words meaning "original pattern" or "first impression." This idea became very important in branding because people connect more easily with personalities than with products. When a brand uses an archetype, it helps people quickly understand what the brand stands for and builds trust and familiarity.

Years later, branding experts applied Jung's ideas to business and marketing. In the book, *This Idea and the Others*, authors Carol S. Pearson and Margaret Mark explained how companies could use twelve different archetypes to shape their brand personalities.

Today, branding educators such as [Jayne Robinson](#) teach businesses how using archetypes helps create strong, recognizable brands that people understand and remember.



FINAL PROJECT TEMPLATE

[Use this template to plan your claims to position for your healthy brand marketing analysis. Remember to make a copy of the Canva file before you start editing!](#)

Slide 1 - Introduce the Brand (Suggested Time: 1 minute)

Brand Name: _____
Type in your chosen brand here

Product or Service: _____
Explain if it's a product (like food) or a service (like meal delivery)

Where People See It: _____
Online, offline, or both

Who It's For: _____
Age, interests, lifestyle—who is the brand trying to reach?

Slide 2 - Brand Analysis (Suggested Time: 1-1.5 minutes)

Feeling the Brand Creates: _____
Example: energetic, healthy, trustworthy, fun, professional

Brand Personality: _____
Example: friendly, modern, caring, adventurous

What Is Working Well: _____
Example: clear messaging, appealing visuals, consistent branding

Day 2: Adobe Express Design Activity

Design a Social Media Post

You are a **graphic designer and digital marketer**.

Your client (The Smoothie Bar) is hosting a **Facebook Live event** where they will show viewers how to make a smoothie. Your job is to create a **social media post** to promote the event and **drive traffic to their website**.

You will design the social media post in **Adobe Express** using the logo and brand rules provided below.

Recipe: Berry Banana Smoothie

- 1 cup frozen mixed berries.
- 1 banana
- 1/2 cup Greek yogurt
- 1/2 cup almond milk
- 1 teaspoon honey



Goal:

- Make your post **eye-catching and easy to read**

Teaching Design and Marketing at Southview P.S.

A four-week design and marketing curriculum for grade 7/8 classes

Role: Guest instructor and curriculum designer

The Problem

After sending a handmade thank-you card offering design time as a gift, I was invited to teach design and marketing to three groups of grade 8 students at Southview, two of which were split grade 7/8 classes. That meant building a real curriculum, not a one-off talk, spread across four weeks total, with each group getting one week (five days) with me. Classes rotated between coding, cooking, and my class with Mr. Gallupe, so I had set blocks of time between lunch and recess to actually teach.

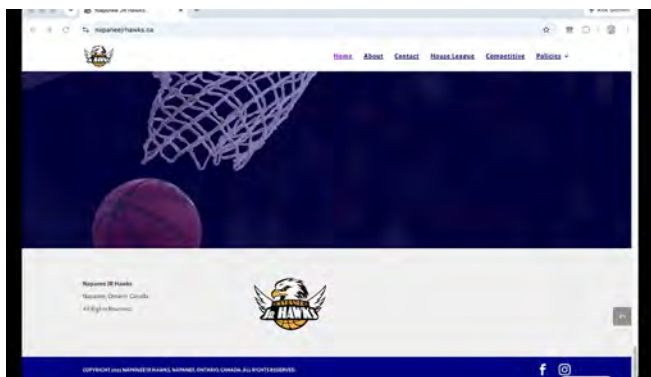
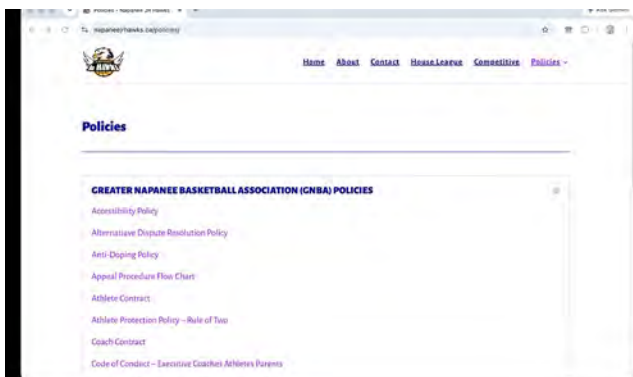
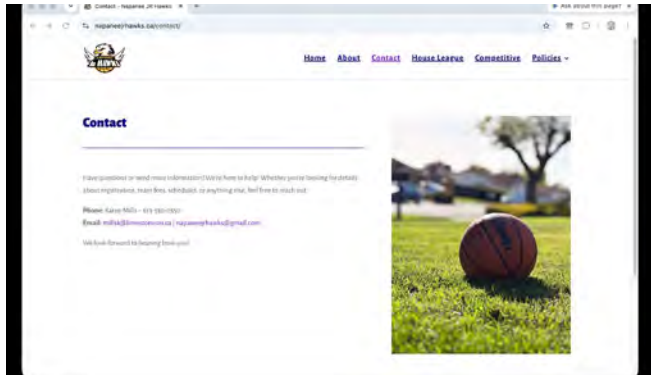
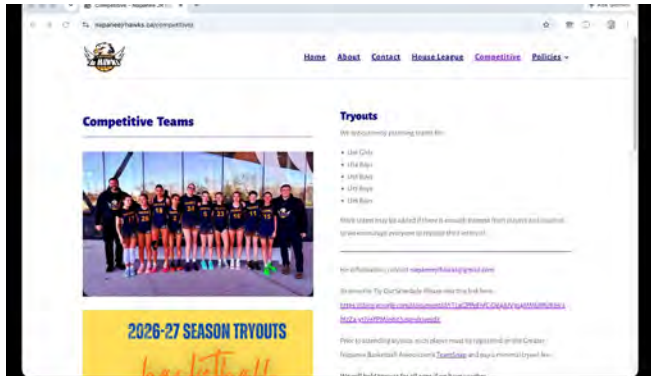
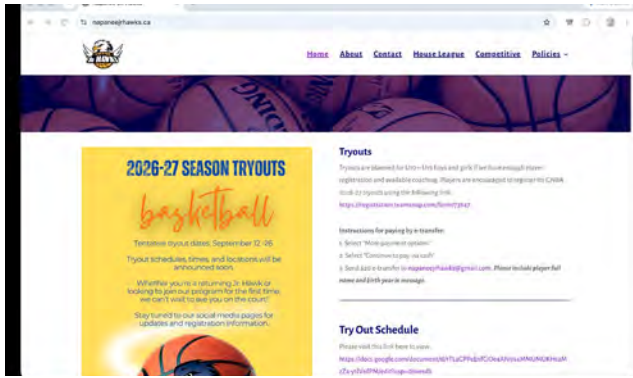
The Solution

I built a 150-page slideshow presentation covering the fundamentals of design and marketing, paired with a digital workbook that corresponded to it, and anchored the course with two projects: a group analysis of real "healthy" food brands against Canada's new front-of-package symbols, and an individual project designing a social media post for a fake brand using set fonts and colours. I used familiar commercials to teach concepts like target audience and logo evolution, and mixed in videos and activities to fit the rotation schedule and keep the pace right for the age group.

The Outcome

By the end of each week, students understood core branding concepts and could tell when a brand followed its own guidelines and when it didn't. Engagement was high across all three groups, and the course now exists as a repeatable curriculum, complete with slideshow and workbook, that I've made available for other teachers.

JR HAWKS WEBSITE



Napanee Jr Hawks Basketball

Website design and development for a new community basketball association

Client: Napanee Jr Hawks

Scope: Website design and development, ongoing site management, fundraising support

Role: Volunteer designer and developer, sponsor

The Problem

Before the Jr Hawks, Napanee had no rep basketball teams. Families had to travel to Kingston or Belleville, and those teams were often full anyway. When the association started up in fall 2024, they needed a website, but every dollar spent on a website was a dollar not going toward game fees for kids who couldn't otherwise afford to play. They needed a volunteer, not a client relationship.

The Solution

I designed and built napaneejrhawks.ca on WordPress at no cost, and have volunteered with the association since 2024, updating the site whenever needed as things change. I've also helped raise funds for the team, including organizing a bottle drive, and my daughter has played on the team since it began.

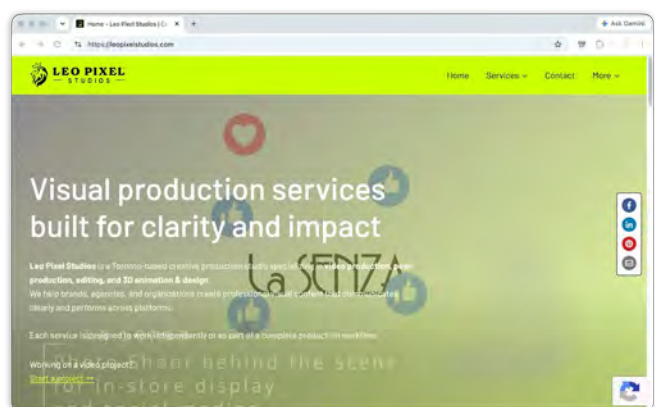
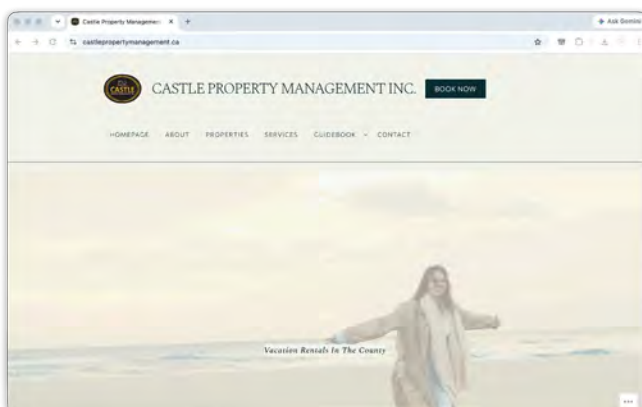
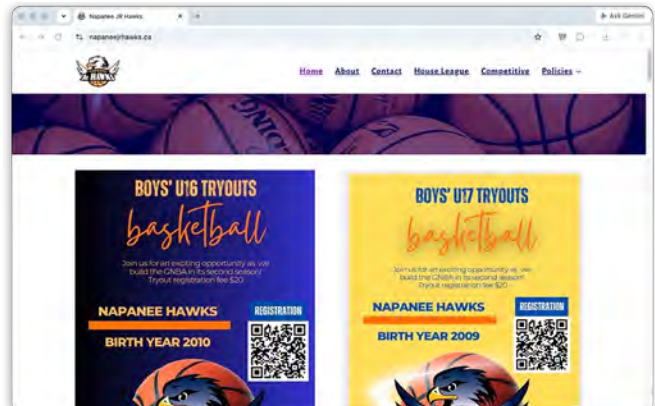
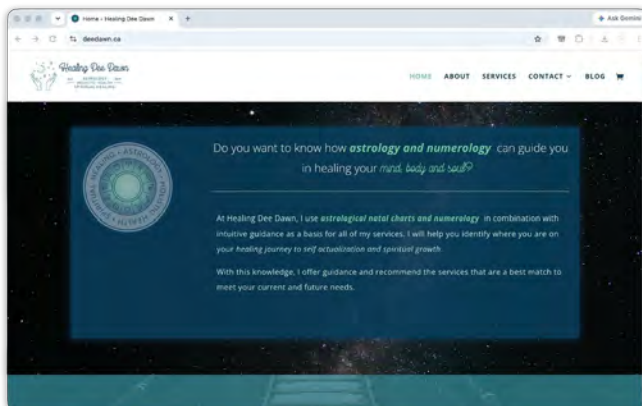
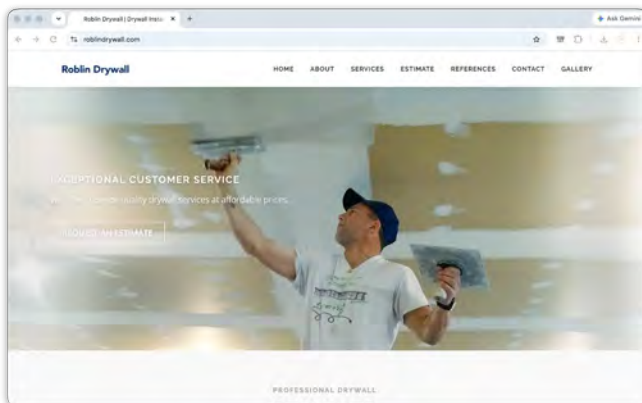
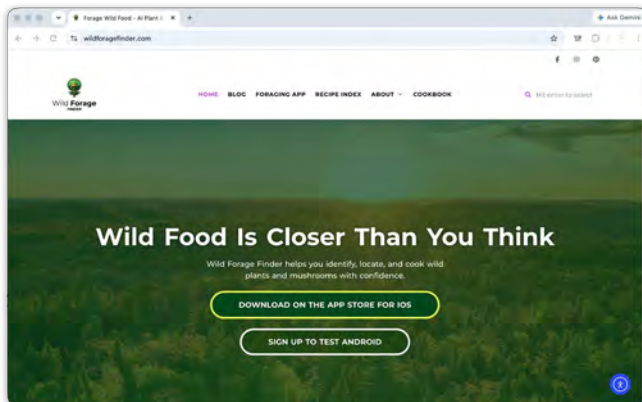
The Outcome

The Jr Hawks got a professional website and a long-term volunteer without spending money that could go directly to the kids playing. The association now has a real online presence and continued support as it grows.

PORTFOLIO

WEBSITE DESIGN & DEVELOPMENT

WEBSITE DESIGN & DEVELOPMENT

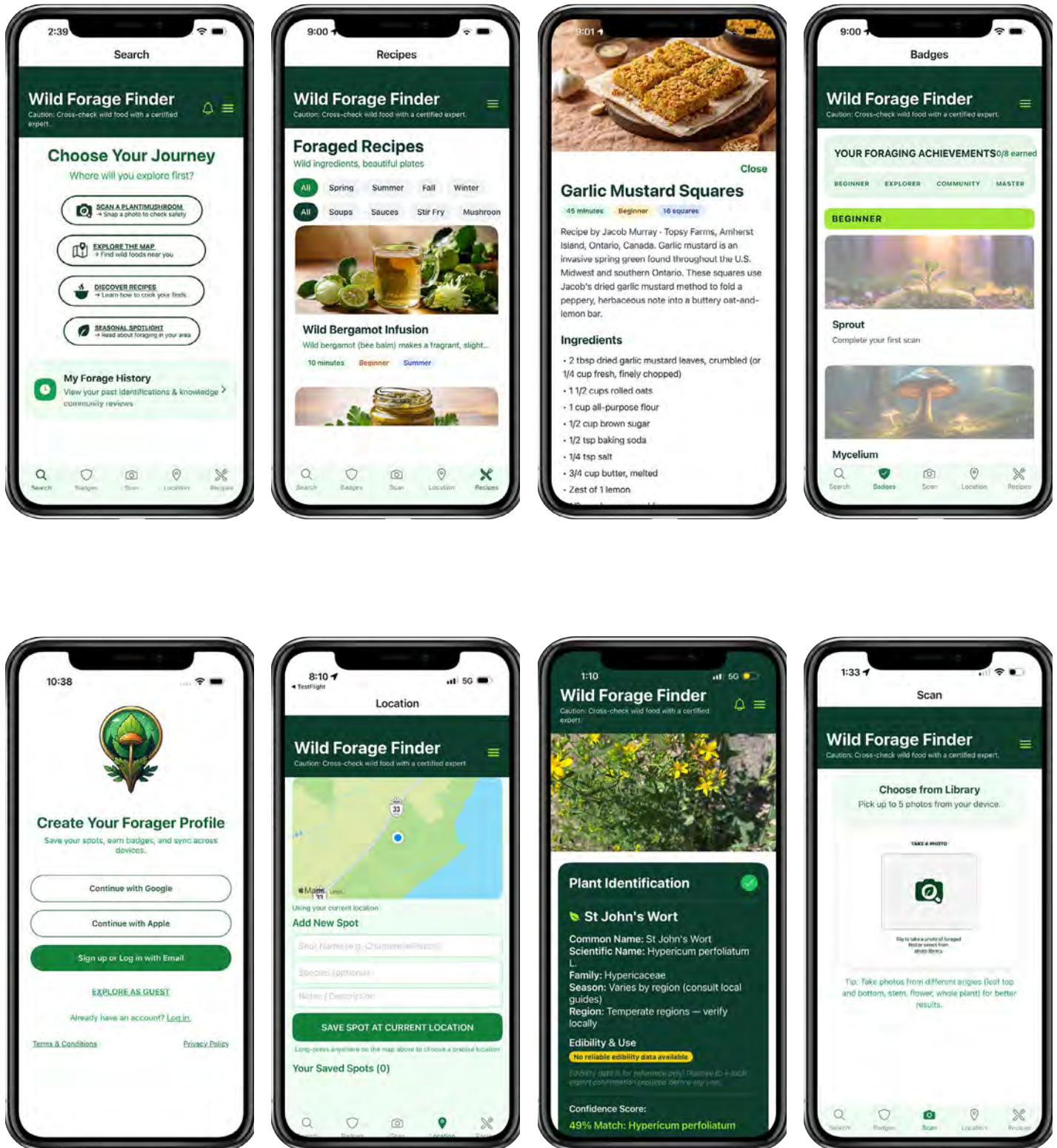


PORTFOLIO

APP UI/UX & DEVELOPMENT

APP DESIGN & DEVELOPMENT

WILDFORAGEFINDER.COM



[HTTPS://APPS.APPLE.COM/US/APP/WILD-FORAGE-FINDER/ID6775309635](https://apps.apple.com/us/app/wild-forage-finder/id6775309635)

THANK YOU!

CONTACT@ALIHORNERDESIGN.COM