

CANDACE F. BHARATH

P O R T F O L I O



PORTFOLIO OUTLINE

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INTRODUCTION

“Design can be art. Design can be aesthetics.
Design is so simple, that's why it is so complicated.”

— PAUL RAND



ABOUT ME



Hi, I'm Ace, a multidisciplinary designer based in the Caribbean.

I help brands, creatives, and conscious entrepreneurs communicate clearly and beautifully through design.

My background blends visual storytelling, brand identity, and social media strategy, with a love for clean lines and meaningful details.

Whether it's a logo, a full digital campaign, or a single post, I believe great design doesn't just look good, it feels aligned.



WHY GRAPHIC DESIGN?

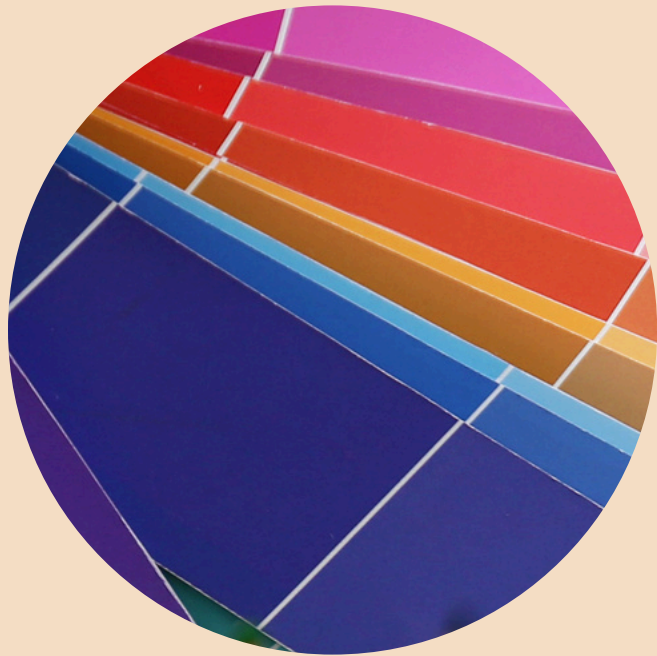
My mom learned graphic design long before computers were the norm, hand-cutting, sketching, and laying things out by feel. Thanks to her, and because of her, I picked it up early... and never put it down.

Design became a natural language for me... a way to express, uplift, and communicate.

I believe good design should be **accessible, thoughtful, and affordable**, especially for those building something meaningful. Everyone deserves to feel proud of how their brand shows up in the world.



PERSONAL SKILLS



My design style is intuitive, thoughtful, and always intentional. I blend creativity with clarity, aiming for visuals that not only look good but feel right. Whether it's a logo, a reel, or a flyer, I design to connect.



WORK EXPERIENCE

Freelance Graphic Artist

Ase Designs / Helix & Associates / Artistic Concepts Enterprises

2005 - Present

- 20 years of experience delivering creative solutions across branding, print, digital, and social media.
- Collaborated with clients across the Caribbean — including small businesses, NGOs, political entities, and wellness brands — to design meaningful, functional, and beautiful visual content.
- Developed logos, campaigns, and collateral that blend strong visual storytelling with intentional, culturally relevant design.
- Long-standing creative partner to Helix & Associates, contributing to political branding, civic campaigns, and public education initiatives.
- Known for translating big ideas into accessible, emotionally resonant designs.



WORK EXPERIENCE CONT.

In-house Graphic Artist/Photographer
Rhino Safari Excursions, Sint. Maarten
2009-2011

- Designed promotional print materials, branded merchandise, and tour signage tailored to tourist markets.
- Captured and edited guest photography daily for custom souvenir products, both digital and printed.
- Collaborated with marketing and sales teams to develop compelling visual assets that enhanced customer engagement and tour experiences.

In-house Graphic Artist
Desktop Publishing N.V., Sint. Maarten
2005-2007 / 2009

- Produced print-ready designs for a wide range of clients, including business cards, flyers, signage, and vehicle wraps.
- Developed strong prepress skills, including layout setup, color management, and file optimization for large-format printing.
- Managed tight turnaround schedules in a fast-paced print environment, balancing creative design with technical precision.



SCOPE OF WORK

As a multidisciplinary graphic designer, I offer a comprehensive range of creative services that help individuals, brands, and organizations visually communicate their message with clarity, intention, and impact. With experience spanning across industries such as wellness, beauty, nonprofit, education, and small business, my work is rooted in both strategy and style.

Whether you're building a brand from scratch, refreshing your visual identity, launching a product, or creating content that connects with your audience — I bring a thoughtful, collaborative approach to every project. My goal is to transform ideas into bold, beautiful designs that not only look good but also feel aligned with your purpose. From brand identity and packaging to social media content, video editing, and website design, my scope of work is designed to be flexible, functional, and future-ready.

BRANDING & IDENTITY

- Logo design (monogram, wordmark, symbol)
- Typography and color palette selection
- Brand style guides and usage manuals
- Business cards and stationery assets

MARKETING, SOCIAL & PROMOTIONAL

- Flyers, brochures, posters, and booklets
- Social media graphics (posts, stories, reels covers)
- Short-form video editing (reels, promos, teasers)
- Custom templates (Canva/Illustrator)
- Event invitations, menus, signage, and packaging inserts

DIGITAL DESIGN & CREATIVE SUPPORT

- Website design (layouts, landing pages, UI mockups)
- Content planning, layout support, and creative consulting
- Custom illustrations and iconography
- File formatting (for web, print, or social), revision rounds, and vendor-ready prep

PACKAGING & PRODUCT PRESENTATION

- Label, box, pouch, and sticker design
- Dielines and print-ready packaging files
- Branded tags, product cards, and unboxing assets



CLIENT HIGHLIGHT: PARTY FOR PROGRESS, SXM



Project: Logo Development Team



Project: 2022 Fundraiser Ticket



Project: 2024 Election Newsletter



Project: 2024 Election Manifesto



Project: 2024 Election Candidate Flyers



CLIENT HIGHLIGHT: NRPB, SXM



Project: Solid Waste Disposal Entrance Fees
80'x20' Billboard



Project: Solid Waste Disposal
Entrance Fees 20'x20' Billboard



Project: Rebuilding Resilience
Pull Up Poster



CLIENT HIGHLIGHT: LUNAR COMMUNICATION TT



Project: 2025 Logo Redesign



Project:
Logo Design



Project: 2024 Regional Strategic Action Plan Video



Project: 2025 UDEMY Course, From Fear to Flow



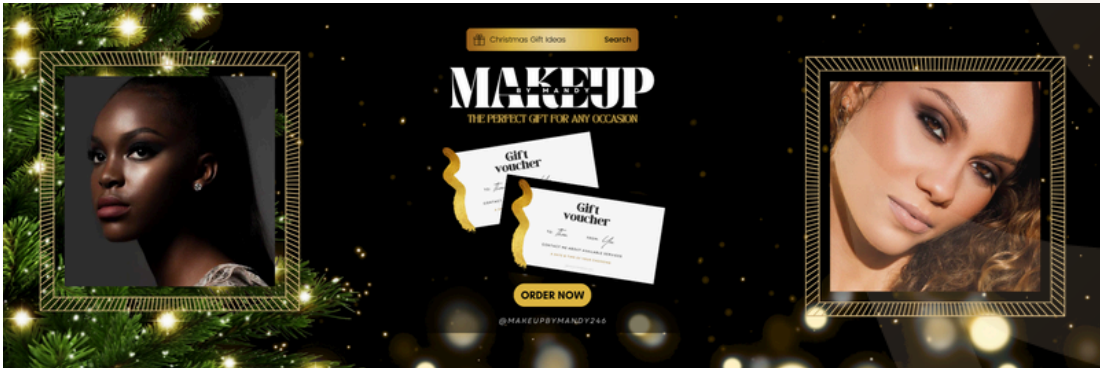
Project:
Logo Re-design



CLIENT HIGHLIGHT: MAKEUP BY MANDY, BGI



Project: 2024 Logo Redesign



Project: 2024 Instagram Xmas Gift Certificate Grid



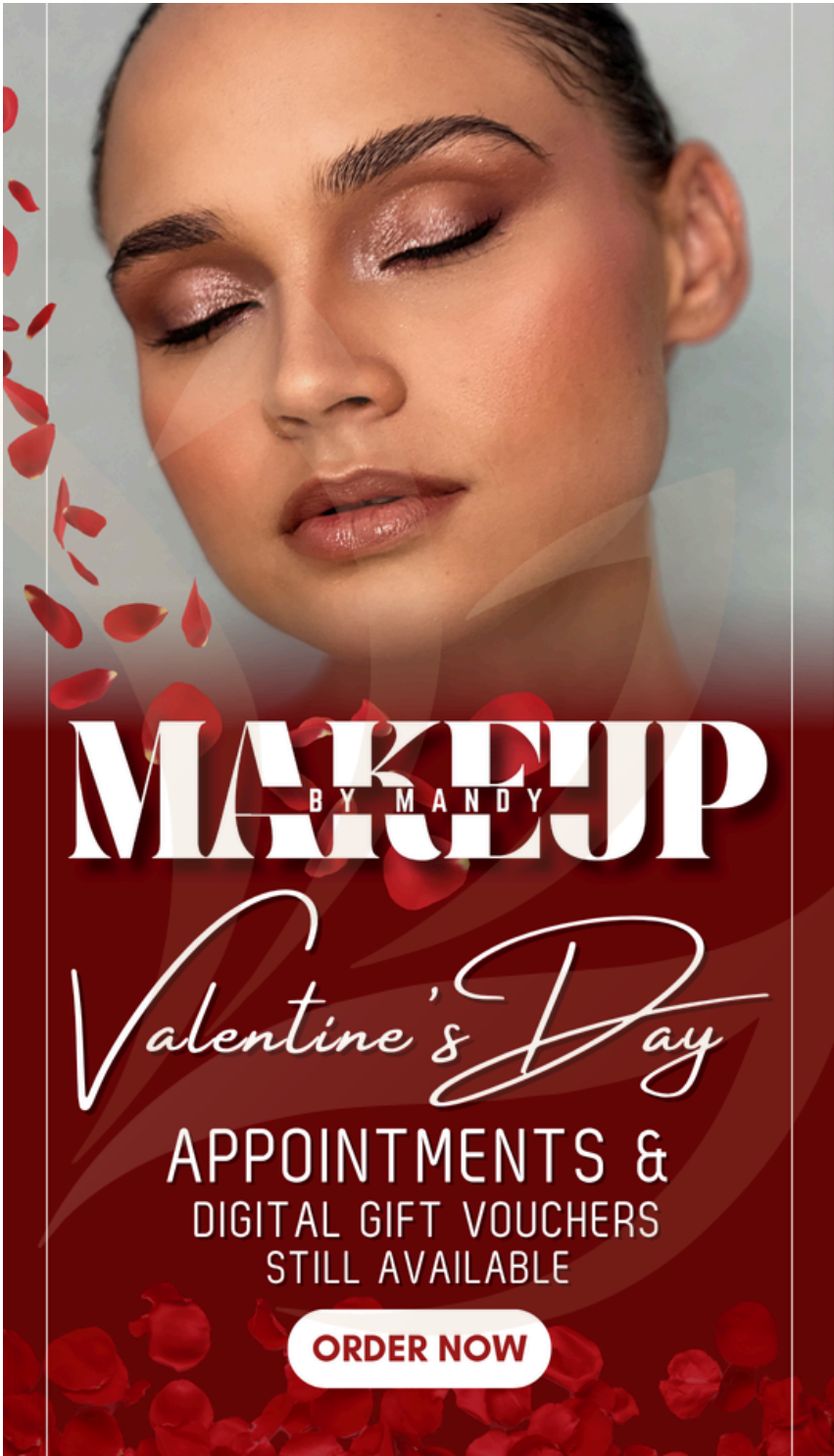
Project: 2025 Instagram Carnival Logo Grid



Halloween Logo



Halloween Grid



Project: 2024 Valentines Day Instagram Story



Project: 2025 St. Maarten Carnival Price List Instagram Story



PROJECT SAMPLES: MAGAZINE ADS

Empress
RENT-A-CAR
ST. MAARTEN / ST. MARTIN
AIRPORT ROAD, SINT MAARTEN
(HALF A MILE FROM PRINCESS JULIANA INTERNATIONAL AIRPORT)

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WE LOVE TO SEE YOU SMILE

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BEACH SXM

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AT THE END OF THE RUNWAY OF PRINCESS JULIANA INTERNATIONAL AIRPORT.

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Buccaneer Beach Bar

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BEACH BAR • KIDZONE
LIVE MUSIC • GRILLED FOOD
SPORTS LOUNGE
Happy Hour! DAILY 5PM-7PM

BUCCANEERBEACHBAR BUCCANEERBEACHBAR 10 BILLY FOLLY ROAD, COLEBAY, ST. MAARTEN

SANDBAR AND KITCHEN
BY THE OCEAN

**LIVE MUSIC
LIVE LOBSTER
PLAYGROUND
PRIVATE BEACH**

**HAPPY HOUR DAILY
4PM - 7PM**

LUNCH | DINNER | COCKTAILS | SUSHI

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SANDBAR-SXM SANDBARSXM.COM

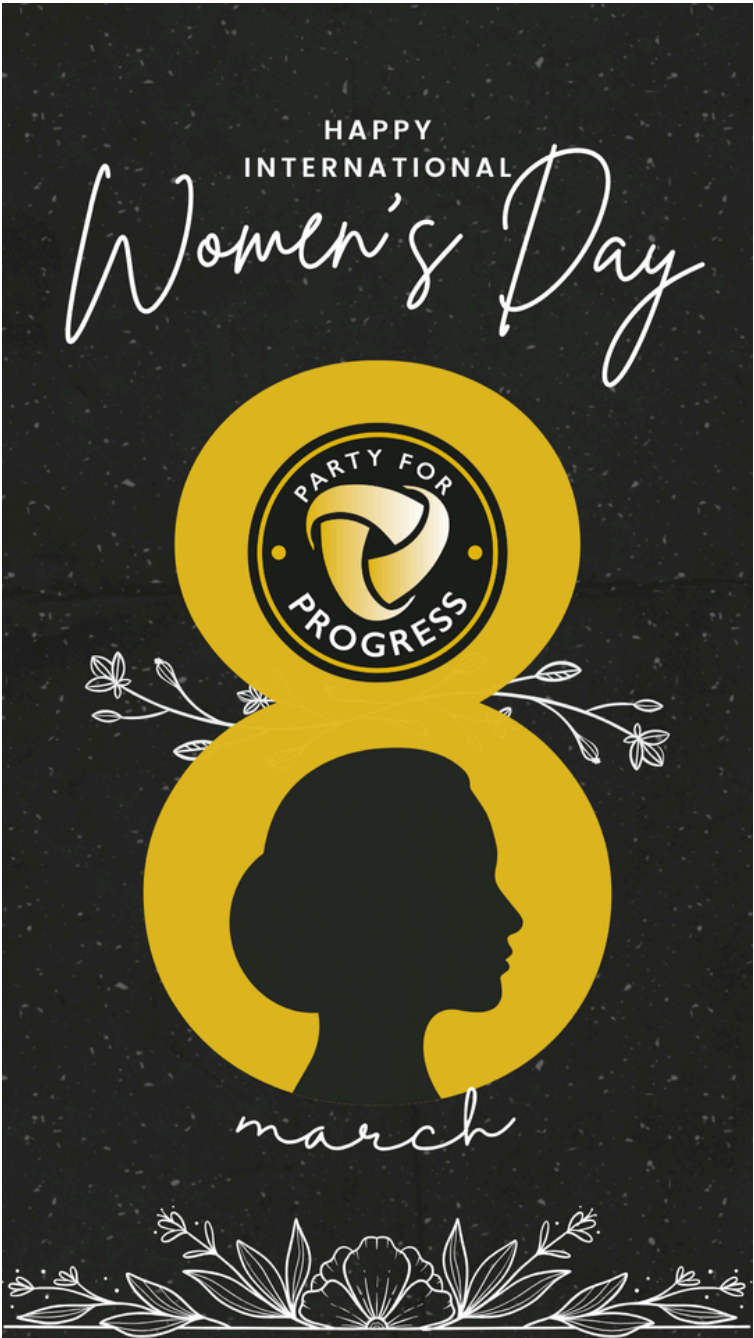
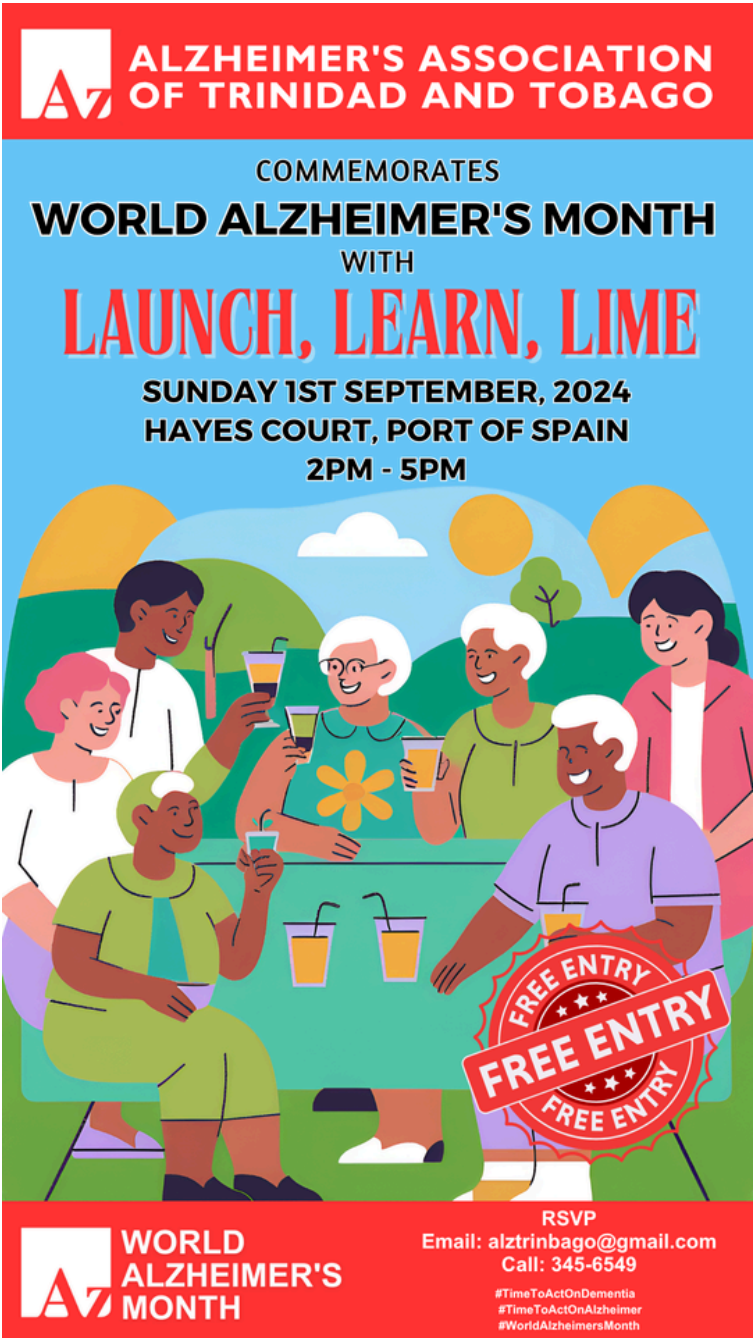
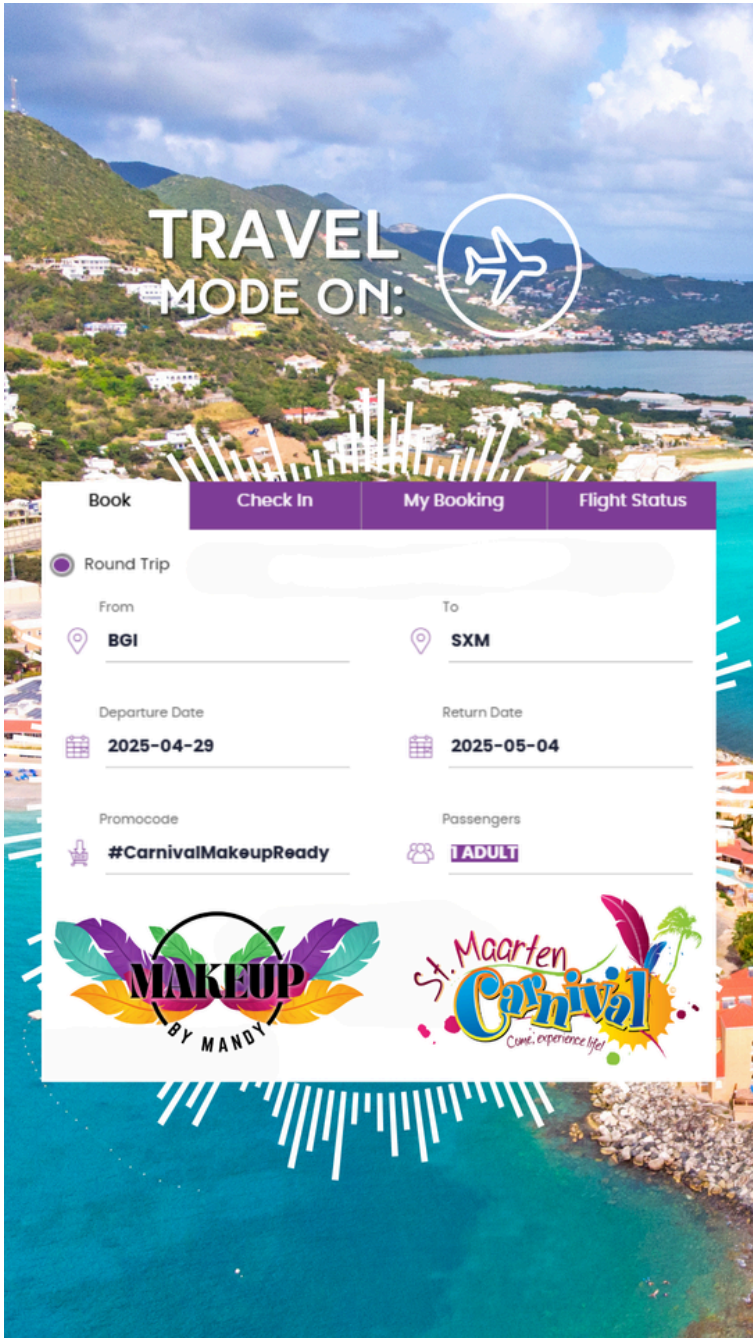
2 BEACON HILL ROAD, ST. MAARTEN
NEXT TO SUNSET BAR AND GRILL



PROJECT SAMPLES: RESTAURANT MENUS



PROJECT SAMPLES: SOCIAL MEDIA POSTS



PROJECT SAMPLES: LARGE SCALE BILLBOARDS



LET'S WORK TOGETHER

Big ideas deserve bold design!

Let's work together to turn your vision into visuals that speak for you.

Ready when you are. Let's talk.

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