



D E R E K L A F O R E T

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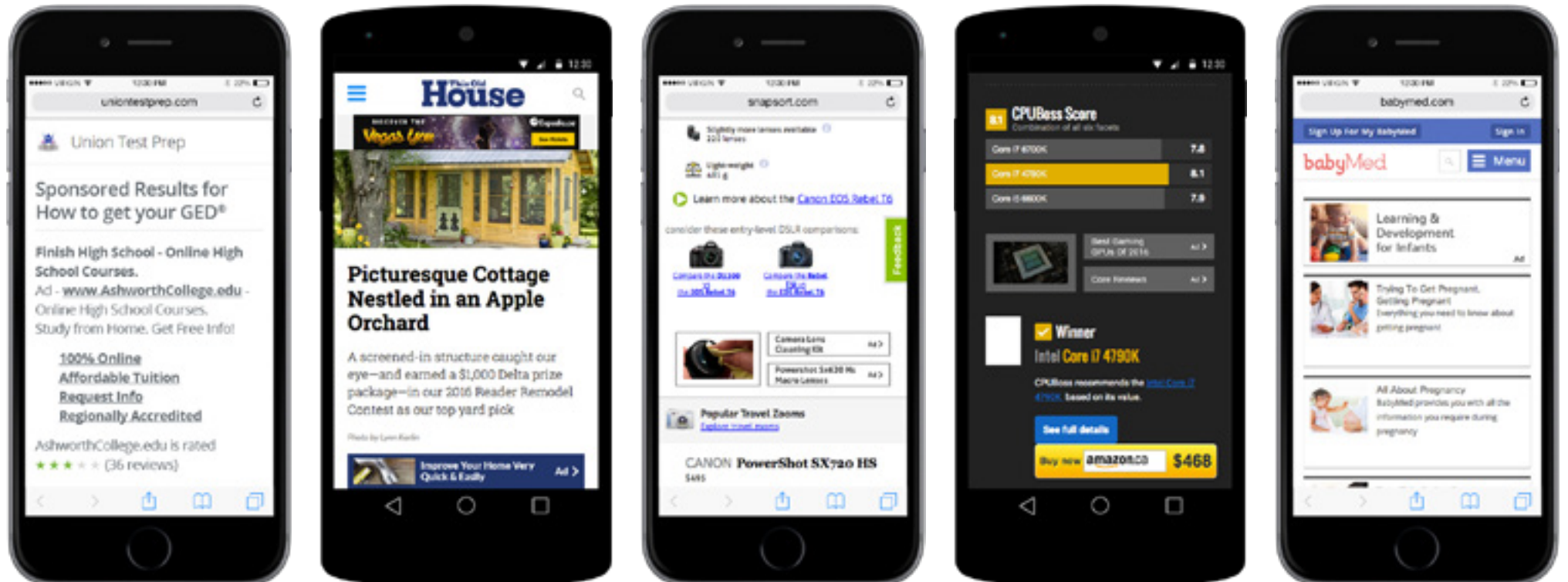
Profile

The individual that always looks outside the box. Derek strives to push the known boundaries of design in both traditional, and non-traditional settings. With strong passion and the willingness to go above and beyond, he can find solutions to problems in the least expected places. Known for being a team player, Derek is creative under extreme and stressful working conditions in any workplace environment.

Sortable Bing Keyword Ads

Sortable needed a way to bring clean, pixel accurate mock-ups of their new *Bing Keyword Ads* to life. These advertisements had to fit into already existing websites and look like they were a part of the regular user experience.

Each ad had a customized look and feel based on the website it was associated with to various degrees. Since these were mock-ups, they would be used by sales to propose to the sites owners to opt into this new program. They would also be used by web developers to design the actual system itself. Pixel perfect accuracy was key because of this.



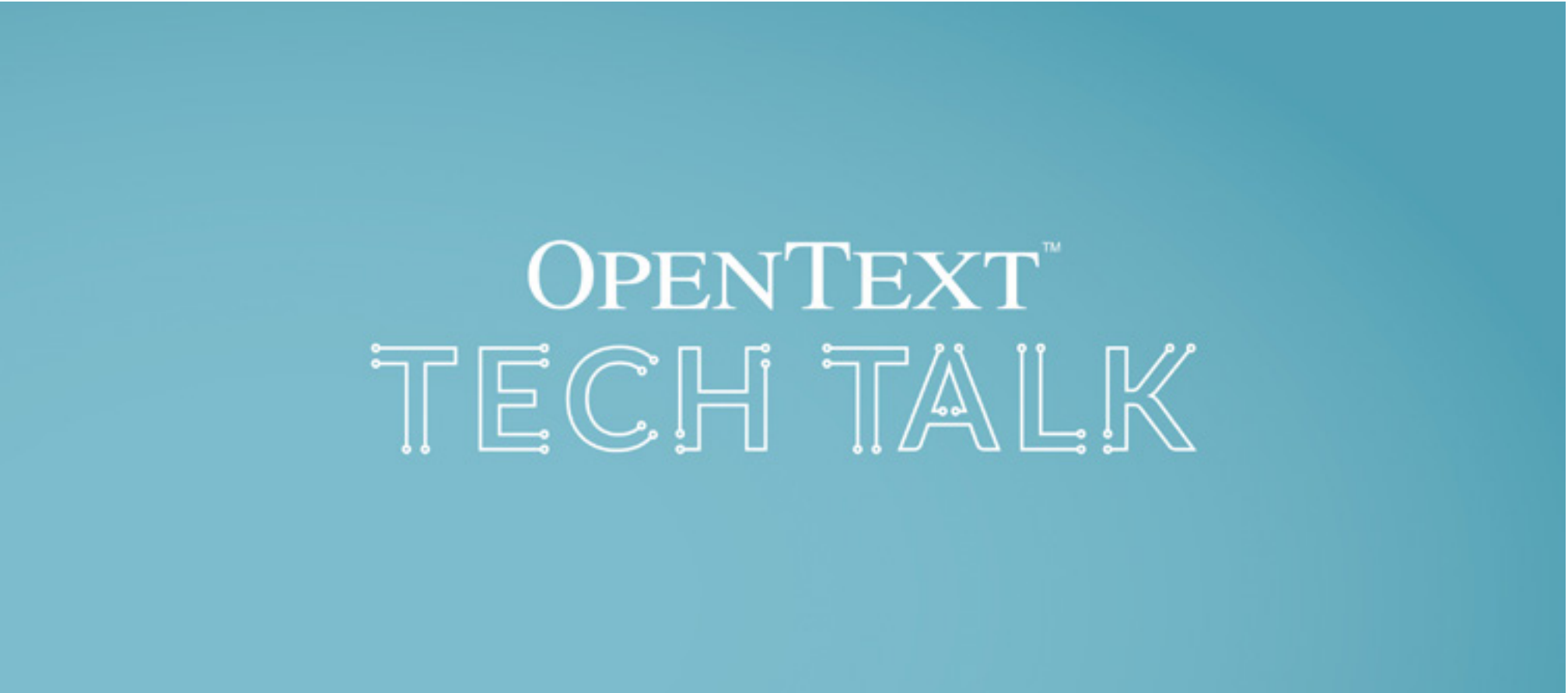
D E R E K L A F O R E T

OpenText Tech Talk

As a result of the creation and the completion of the OTTV (*OpenText Television*) Studio in Waterloo, Ontario, *OpenText* desired a ROI (Return on Investment), which resulted in the creation of original programming.

A brand was needed for a new series of videos that would connect the viewer to *OpenText* experts while they learn about trends, technology, and innovation. This brand would be called *OpenText Tech Talk*. Working with the OTTV team and others for creative input a technology focused look and feel was created. This look and feel was inspired by circuits from an electronic diagram.

This style also allowed the motion graphic designer to be very creative in the creation of the intro graphics and the background static image on the television screens behind the speakers. Lower third, sidebar, and full screen graphics were also created to match previous videos and relate to the new identity.



BlackBerry Z10 How To Demos

These *BlackBerry Z10 How To Demos* were created to provide tutorial topics for the new *BlackBerry Z10*. These videos are available at demos.blackberry.com/Z10. A selection of videos is available by clicking the pictures on the right.

Being a part of a team of highly creative individual professionals, these videos were taken from the conceptual stage all the way to the final end product. Working with *BlackBerry* closely, these videos displayed key features of the *BlackBerry Z10*.



OpenText Innovation Tour

OpenText Innovation Tour was a series of events around the world that continued the discussion from *OpenText Enterprise World*. These events were tailored to the interests of the specific locations. The event let visitors connect to *OpenText* Executives, Experience *OpenText* products, participate in breakout sessions, learn, and connect to others.

An event like this is a massive undertaking for the entire Creative Services team at *OpenText*. All the *Innovation Tour* stops, 17 total locations in 2015, were done in-house. All pieces created by the global team had to be universal and directly relate to one another across the world and across language barriers. The *Innovation Tour* stops had to have the same consistent look and feel.

For the 2015 *OpenText Innovation Tour* I was given control of the Mumbai event, which included most of the design conception and creation. I also participated in creating designs for the following *Innovation Tour* stops: New York, Toronto, Ottawa, Calgary, Washington DC, Sydney, and São Paulo. In 2018, I oversaw the design of the Munich *OpenText Innovation Tour* stop. This included most of the design conception and creation for the specific stop.



OpenText Collateral
OpenText Collateral is specific collateral documents for *OpenText*. Collateral followed a template so that every piece being produced by Creative Services would look like a single person created it. This allowed the collateral to be in other languages while being relatable to the original English version.

These collateral templates were changed and updated throughout *OpenText* multiple times. I was responsible for most of these changes and making sure everything was following them. These changes were ongoing with the creation of new collateral pieces for *OpenText*.

Some collateral pieces (IE *Success Story*) had to be approved by the third party the *Success Story* was based on. This added another level of complexity and approvals.



Acute Magazine
A new architectural fashion lifestyle magazine and brand has been created. Its overall look and feel is very clean and modern.

The *Acute* identity uses Ostrich Sans Black with Ostrich Sans Condensed Light offset inside the identity that adds a subtle 3-D feel.



DEREK LAFOR ET

Königstochter Beer Branding

A dynamic typographic solution was created for the German Beer named *Königstochter*.

The identity was created with the intent to stack type on top of one another like a medieval castle wall on the Rhine. The signature crown was also added to all of the bottle caps.



Telus Investor Fact Sheet

Following the theme of the Telus brand, this *Telus Investor Fact Sheet* for the second quarter of 2011 was produced in English and French. The English version is shown in the photographs.

The *Telus Investor Fact Sheet's* layout was done in such a manner that all investor information was in a single field of vision to create a better user experience. The animal theme for this entire piece is Marine and Aquatic Life. Special attention was made to the spacing of graphs, and the alignment of information.



Goldfish Crackers Redesign
A redesign to *Pepperidge Farm's* Goldfish line of baked crackers.

The *Goldfish* characters are brought in line with their new advertising campaign and were redone. Special attention to the detail of these characters was needed to make them relate, but also have their own unique personality.

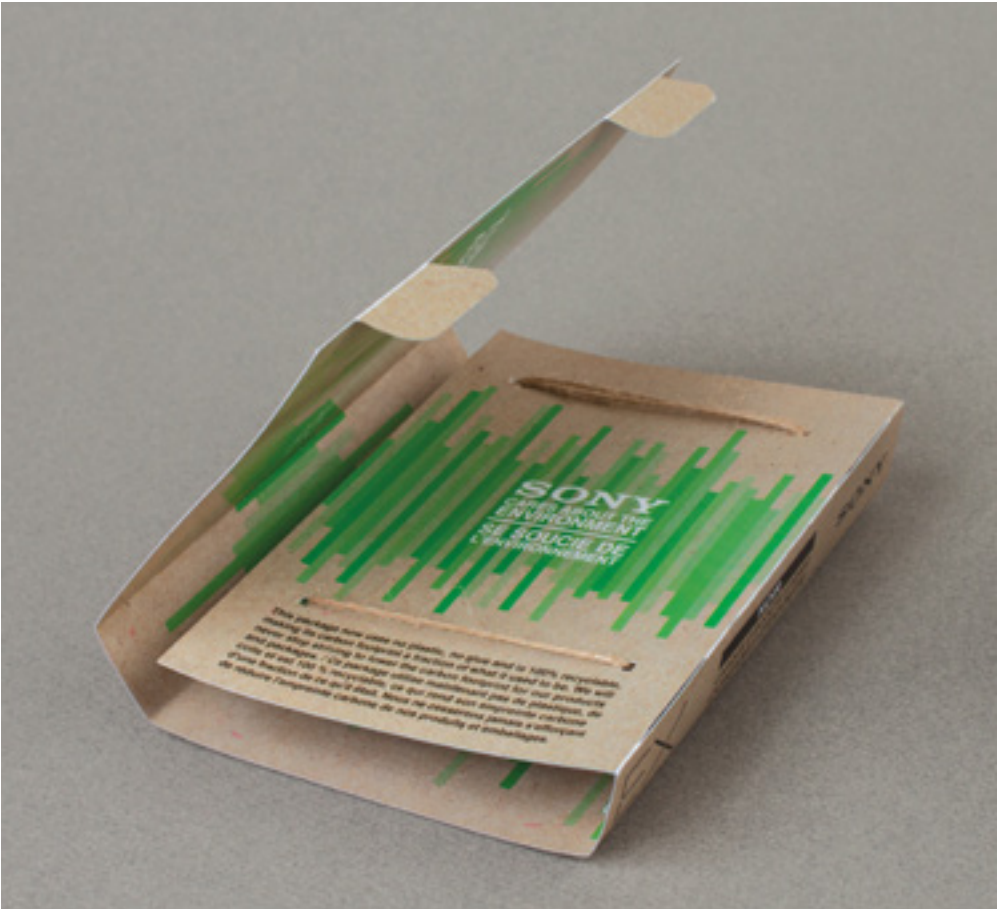
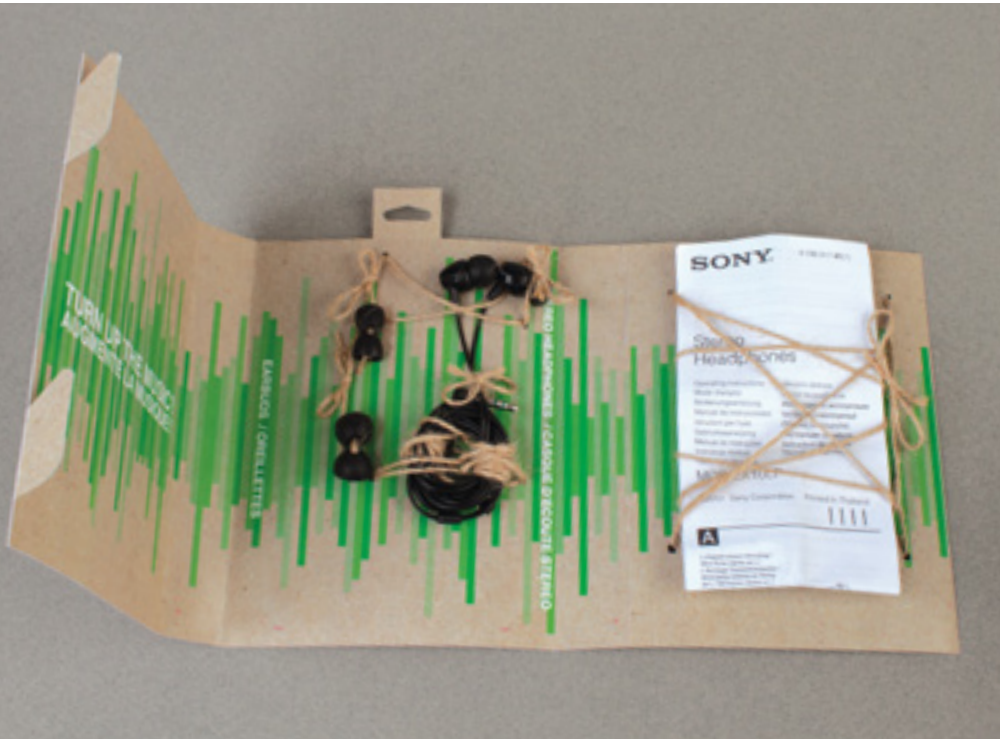


Sony Sustainable Packaging

The current Sony headphone packaging needed a sustainable take on itself. Therefore, a single sheet of paper package was devised to give this option.

Sony already used a paper tab system to lock the package together while it was encased in plastic. By using this same paper tab system, these paper tabs would lock into the packaging for security and transport.

Visualizer bars in the background are used through the entire packaging, and the wires for the stereo headphones are mimicking sound waves.



Moshe Safdie Event
A poster and media piece were made for an event at the CCA (Canadian Centre of Architecture) in Montreal on Moshe Safdie.

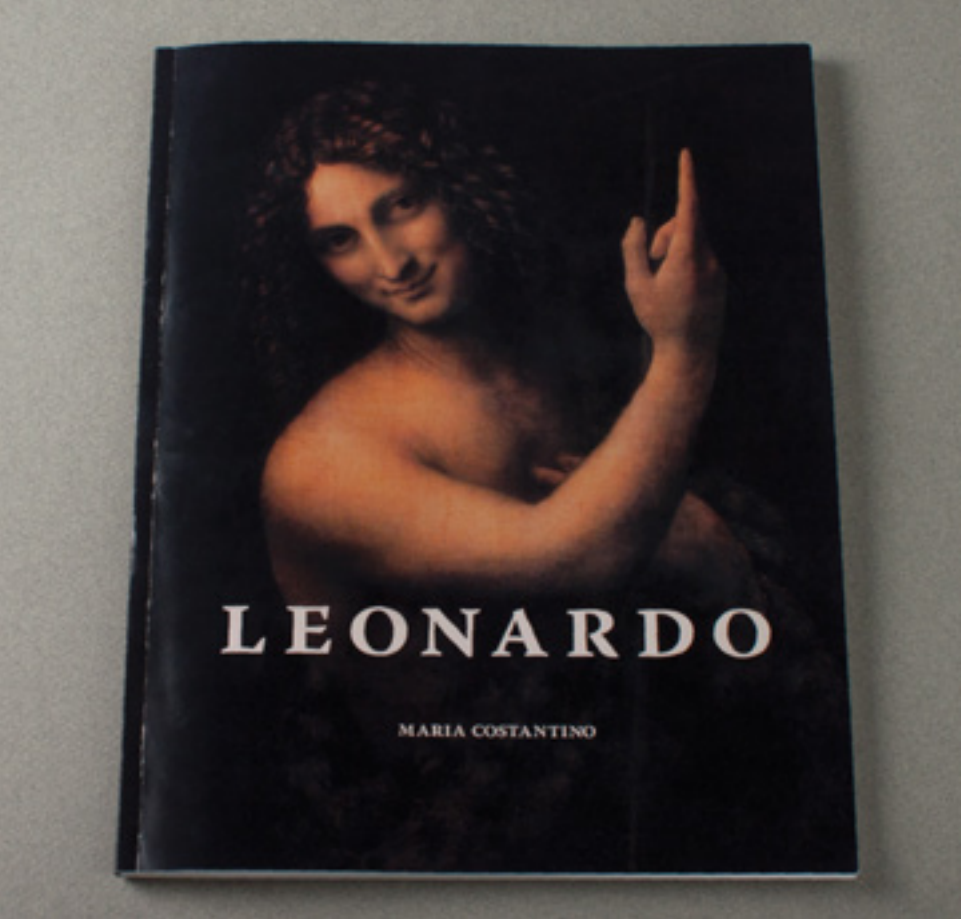
This event would focus on his modular work. All information is broken up into categories for ease of reading and so that it is easier to get any information needed. The square pattern represents Moshe Safdie's modular designs throughout the times with references to *Habitat 67* and other buildings.



Leonardo Book Redesign
Leonardo by Maria Costantino was redesigned from its original iteration to improve its layout and typographic hierarchy.

Using the same rule of thirds that the master used throughout his paintings, the book's layout took shape around these principles.

The type treatment used was justified with old-style figures and small caps. Warnock Pro was used extensively throughout the entire book.



DEREK LAFORET

Sketchbook Project 2012

A poster and an iPad solution were created for *The Sketchbook Project 2012 World Tour*. It would be used to promote the tour and also promote the new iPad app made for the tour and the overall *Sketchbook Project*.

Using triangles, a new typeface was created to relate to the iPad app addition to the tour. This typeface created a pattern that is used throughout the entire app.

The app would use existing frameworks provided by *Apple* to provide an easily recognizable app environment so that users of other iPad apps would be able to pick this app up and be able to use it. The app would use *The Sketchbook Project's* current resources and their extensive pre-existing *Digital Library*. Since every sketchbook has a barcode, the barcode scanner built into the app would be able to bring up information on any sketchbook and bring up its *Digital Library* version if the owner paid for it.

If you would like to see high resolution renders of each iPad app screen and the renders of the other screens not shown, [click here to download a PDF](#).



Audi R8 Mailer

This mailer is for new owners of the *Audi R8*. It is meant to be a first response to their purchase before their *Audi R8 Welcome Kit* arrives. It is also meant to be a last chance to be able to change their car before it is finalized.

The secondary objective is to get the customer to purchase the *Audi Driving Experience*, which is *Audi's* driver training program.

The slipcover of the mailer is meant to show the customer a stock *Audi R8*. Then the slipcover unveils the customers own personalized *Audi R8*. Personalization would continue inside the booklet.



OpenText Internet Banners

For every event, session, webinar, campaign, etc. that *OpenText* produces, there is almost always corresponding advertisements needed for the web. These are just some of the very many *OpenText Internet Banners* that I produced for *OpenText*. The events range from the *OpenText Innovation Tour* to very specific products and services.

All the banners followed a standard template based on the event type or what was being shown. Most of the banners had their own branding and this branding was also shown throughout the banners. This related the advertisement to the final destination of the link provided when you clicked the banner.

OPENTEXT™

Structure your unstructured data for business transformation

WATCH THOUGHT LEADERSHIP VIDEO

This banner features the OpenText logo at the top. Below it, the headline "Structure your unstructured data for business transformation" is displayed in a bold, sans-serif font. At the bottom, a dark grey bar contains the text "WATCH THOUGHT LEADERSHIP VIDEO" in white, all-caps font. The background is white with a cluster of colorful hexagons (pink, yellow, green, blue, red) on the right side, some of which contain icons like a camera and a cloud.

opentext™ | Magellan™

How will AI impact your BI?

[Read the report >](#)

This banner has a dark blue background with a white wireframe graphic of a person's head and shoulders. The OpenText logo and "Magellan™" are in the top left. The headline "How will AI impact your BI?" is in large white font. A white button with the text "Read the report >" is in the bottom left. A small image of a report cover is in the bottom right.

OPENTEXT™

GARTNER MAGIC QUADRANT REPORT FOR ENTERPRISE CONTENT MANAGEMENT

DOWNLOAD REPORT NOW

This banner has a dark background with a blue and white abstract graphic of a person's head and shoulders. The OpenText logo is at the top. The headline "GARTNER MAGIC QUADRANT REPORT FOR ENTERPRISE CONTENT MANAGEMENT" is in white, all-caps font. At the bottom, a dark blue bar contains the text "DOWNLOAD REPORT NOW" in white, all-caps font.

opentext™ | Intelligent Forms Automation

Process customer forms for immediate access to information and fast turnaround

Chicago, IL | September 18-20

[Book a meeting >](#)

This banner has a dark blue background. The OpenText logo and "Intelligent Forms Automation" are in the top left. The headline "Process customer forms for immediate access to information and fast turnaround" is in white font. Below it, the text "Chicago, IL | September 18-20" is in a smaller white font. A white button with the text "Book a meeting >" is in the bottom left. On the right, there are white icons: a laptop with a document, a person icon, and a clock with a checkmark.

opentext | Elite™

DELTA

"The highlights of Enterprise World includes receiving the OpenText Elite Award and the Elite breakfast with Muhi Majzoub and his R&D leaders."

*Sandy Shackelford
Delta Enterprise Content Management
Delta Air Lines*

This banner has a white top section with the OpenText logo and "Elite™" on the left, and the Delta logo on the right. Below this is a dark blue section with white text. The headline is a quote about the Enterprise World event. Below it, the name "Sandy Shackelford" and her affiliation with Delta Enterprise Content Management and Delta Air Lines are listed.

OPENTEXT™

2015 INDUSTRY ANALYST EVENT AT ENTERPRISE WORLD
TUESDAY NOVEMBER 10 - THURSDAY NOVEMBER 12

BPM & Case Management Global Summit

OPENTEXT™

The Ritz-Carlton, Pentagon City, June 22 - 24, 2015

This banner has a dark background with a colorful, abstract pattern of icons and shapes on the right. The OpenText logo is at the top left. Below it, the text "2015 INDUSTRY ANALYST EVENT AT ENTERPRISE WORLD" and the dates "TUESDAY NOVEMBER 10 - THURSDAY NOVEMBER 12" are displayed. The headline "BPM & Case Management Global Summit" is in large white font. Below it, the text "The Ritz-Carlton, Pentagon City, June 22 - 24, 2015" is in a smaller white font. The OpenText logo is also in the bottom right corner.

OpenText 2015 ARMA Canada Conference
A simple leave behind at the 2015 *ARMA Canada Conference* event in Calgary Alberta. This postcard-sized advertisement would give the end-user quick and easy information on the *EDRM OpenText* session at the 2015 *ARMA Canada Conference*.

The branding used for this leave behind was the previous year's *Enterprise World*. This use of the previous branding related the two different events and brought some familiarity to the advertisement for the end user.



OPENTEXT™
SIMPLIFY. TRANSFORM. ACCELERATE.

Think About EDRM in a Whole New Way

Join OpenText at our session and
discover a whole new approach to
amplifying value and compliance
through Electronic Document and
Records Management



OpenText, the industry leader in ECM solutions, is once again leading the way.

Don't miss the opportunity to join us as we explore a whole new way of thinking about EDRM—extending RM principles and practices deep into your business processes to drive value and reduce overall risk and cost.

Session W41, Wednesday, May 27, 12:30 – 1:30

Content in Context – A New Way to Make EDRM Successful

A high percentage of EDRM implementations don't meet their goals of increasing compliance and amplifying value for enterprise content. Attend this session to understand why, as well as the role Records Managers need to play in the digital transformation of business process and how Records Management can drive successful EDRM implementations that do more than just manage risk and cost.

OPENTEXT™

BlackBerry Q10 How To Demos

These *BlackBerry Q10 How To Demos* were created to provide tutorial topics for the new *BlackBerry Q10*. These videos are available at demos.blackberry.com/Q10. A selection of videos is available by clicking the pictures on the right.

Like the *BlackBerry Z10 How To Demos*, these *BlackBerry Q10 How To Demos* were created to show key features of the *BlackBerry Q10*. For example, its addition of a physical keyboard versus the *BlackBerry Z10*'s virtual keyboard. Working very closely with *BlackBerry* once again, these videos were taken from the conceptual stage all the way to the final end product.



OpenText Enterprise World 2017
OpenText Enterprise World is the biggest event that *OpenText* puts on every year. New products are released every year during this time. The 2017 version was very special since the new *OpenText* brand was unveiled to the public.

From the smallest pen to the largest banner, everything was done in-house at the same time as rebranding the company. Everything had to be perfect. This was a global team effort, and this cannot be understated.

I was given a fair amount of control and helped a variety of teams create their assets. I had to make sure that any end-user could very easily understand wayfinding signage and be able to find the information they wanted quickly. At the same time, I also had to make sure everything was on brand.



OpenText Creative Services UX Design System

For tier 1 events, a new and creative look and feel was required at *OpenText*. New technologies had become available and now was the time to apply them to the new design system. The new design system had to be easy to use and easy to understand while being brand-compliant with the new brand that had just been unveiled. For this task, *Figma* was selected as the prototyping tool that the team would use going forward.

For e-mails, user experience was a key factor in the choice of a 2 to 4 column layout in the design system. Also, the ability to have everything as live text to help with accessibility was crucial. High contrasting colours were also applied to help with the digestion of the information in the e-mail and to help with the sorting of information. Similar elements were carried through every e-mail to give the end user a sense of familiarity with each new e-mail they receive.

On the web side of the design system, the ability to create pixel accurate mock-ups quickly and effortlessly was needed. Rapid asset creation for web and mobile apps would also become another way to use the design system. This system is forever evolving everyday so be on the lookout for updates.



opentext
Enterprise World
Vienna 2019

March 13-14 | Austria Center | [Save the date](#)

Innovation Tour was amazing - Enterprise World is going to be even better!

Dear Mr. / Mr. Name,

Over the last few years, we have brought the key messages and spirit of OpenText Enterprise World from North America to Europe with the OpenText Innovation Tour. The steadily increasing number of enthusiastic participants has confirmed the success of this event.

Now we are going one step further.

In 2019, we are bringing OpenText Enterprise World to Vienna!

Take this great opportunity to see first hand how OpenText enables the "The Intelligent and Connected Enterprise" with the latest technologies, including artificial intelligence (AI) and the Internet of Things (IoT).

The event will be packed with keynotes, customer case studies, demos, product roadmaps, informative technical sessions and partner exhibitors to help you on your digital transformation journey.

Secure your seat now and become part of Enterprise World 2019!

We are excited and cannot wait to welcome you in Vienna!

Your OpenText team

Dean Macken, chief technology officer, CIBC U.S.

"The level of knowledge and expertise of the presenters are excellent. I appreciate their positive attitudes, willingness to explain and opportunities to ask questions.

The insights I have gained from this conference exceeded my expectations. Wonderful, insightful, well presented!"

James Song, influencer - information management, Region of Peel

"The conference was very informative and productive. We learned about upcoming technologies, tools, new offerings and market trend. Speakers were awesome."

Gaurav Rastogi, technical decision maker, Walmart

More reasons to attend

90% of surveyed 2018 attendees said Enterprise World was a good investment	84% said it increased their knowledge of the OpenText products they own	75% of the companies at Enterprise World 2018 were returning attendees
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Early bird offer
\$995 Take advantage of our early bird pricing
Ending January 31
[Register now](#)

opentext
Enterprise World
Toronto 2019

July 9-11 | Metro Toronto Convention Centre | [Save the date](#)

Ready for another amazing **OpenText Enterprise World**?

Save the date for this year's conference. Don't miss out on the industry insights, tips and best practices to help you generate massive results across your business objectives and become an **Intelligent and Connected Enterprise**.

Join us July 9-11, 2019 for **Enterprise World Toronto 2019**.

Pre-register now to receive your promo code for **50% off** admission when registrations open. Act quickly to take advantage of the VIP conference rate!

[Pre-register today!](#)

* Pre-registering does not commit you to attend the conference.

Follow us for Enterprise World promotions and announcements.
#OTEW

[Twitter](#) [LinkedIn](#)

Have questions about Enterprise World Toronto 2019? Please email [\[email address\]](#)

opentext Enterprise World 2018

EW Insider
Stay up to date on all things OpenText Enterprise World 2018

When: July 10-12, 2018 | Where: Toronto, Canada | [Registered](#)

What's new?

OUR LADY PEACE
Join us to close out #OTEW in style on July 12

When Mark Van Doren, the American poet and teacher, wrote his famous work, "Our Lady Peace" in 1943, he couldn't have imagined the concept of rock'n'roll, let alone that a Canadian rock group would adopt his title for their name. Consisting of Raine Maida, Duncan Coutts and Steve Mazar, Our Lady Peace is one of the most successful bands in Canada today. The band has sold over 5 million albums worldwide, won four JUNO Awards and ten Much Music Video Awards—one of the most MMVAs ever awarded to any artist or group.

In the past few years OLP has slowly and meticulously been planning their latest album *Somethingness* set to be released on February 23rd 2018. "Drop Me in The Water", the first release off *Somethingness*, signified a return to form both musically and lyrically as OLP embrace their early guitar driven, rhythmic roots and cryptic lyrics.

On July 12, Our Lady Peace will take the stage for a private performance for Enterprise World attendees. Get ready to sit back, take in the breathtaking views of Lake Ontario, enjoy delicious food and refreshments and hear this award-winning band.

[Don't miss this exclusive event!](#)

Plan your experience

Dedicated industry tracks
Connect with peers to exchange success stories, lessons learned and shared challenges in more than 17 interactive breakout sessions and user groups tailored to individual industries. [Check them out!](#)

Travel discounts available
As an EW attendee, you're eligible for discounts on flight and train travel to Toronto. [Get your discount codes here.](#)

Book your stay
EW attendees receive a special, discounted hotel rate at some of Toronto's premiere hotels. [Book yours today.](#)

Tell your colleagues

Refer a friend
You could win one of four amazing prizes just by referring your friend or colleague to attend



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Profile

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THANK YOU