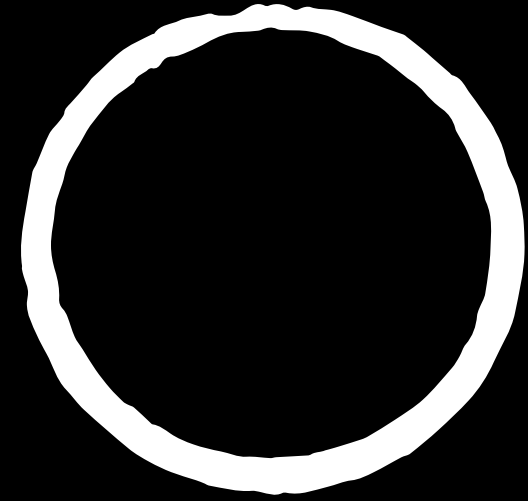


Renée Campbell  
A R T + D E S I G N

Portfolio / Lookbook



Renée Campbell (she/they) is a community-oriented artist and designer with 10+ years of related experience. Her practice combines traditional mediums with modern design skills to find imaginative + considerate solutions for visual communication and expression.

Renée is passionate about engaging with local organizations that do good work and are directly benefiting the health and wellness of community around us. As one part of many, our relations weave together to create a better now and a better future for the generations after us.

With a foundation in illustration, print, and multimedia design, Renée blends creativity with strategy to produce impactful work. While her technical skill is to craft visually engaging designed materials that capture aesthetic appeal and deeper meaning, in doing so she values and prioritizes knowledge from and relationships with community members with a range of lived experiences. This enriches her design approach, allowing her to create with authenticity and purpose. Renée has spent time planning and designing projects by, for, and with arts, culture, queer, and Indigenous community organizations, ensuring representation and engaging storytelling in the created work. Beyond digital design, she enjoys working with traditional mediums, textiles, and tactile elements; exploring the interconnectedness of art, community, and the natural world.

*I acknowledge that I live and work on Treaty 1 territory and that Manitoba is located on the ancestral lands of the Anishinaabeg, Anishinewuk, Dakota Oyate, Denesuline and Nehethowuk nations, and on the Homeland of the Red River Métis. I acknowledge northern Manitoba includes lands that were and are the ancestral lands of the Inuit. I gratefully acknowledge that the water here is sourced from Shoal Lake 40 First Nation. I remain committed to working in partnership with First Nations, Inuit and Métis people in the spirit of truth, reconciliation and collaboration.*

*I also acknowledge my time living in the traditional and unceded territory of the Stó:lō Nation. The Stó:lō (people of the river) have an intrinsic relationship with S'ólh Tém:éxw (Our Sacred Land), and have lived in the land currently known as Fraser Valley for over 10000 years. I express my gratitude and respect for having had the honour to create, work, play, explore and educate myself while being there.*

# Southern Chiefs' Organization

Work in relationship with  
Vincent Design Inc.

Textile, leather, hides  
Hand-worked  
tactile creation

Outdoor Campaigns  
MMIWG2S+  
Every Child Matters

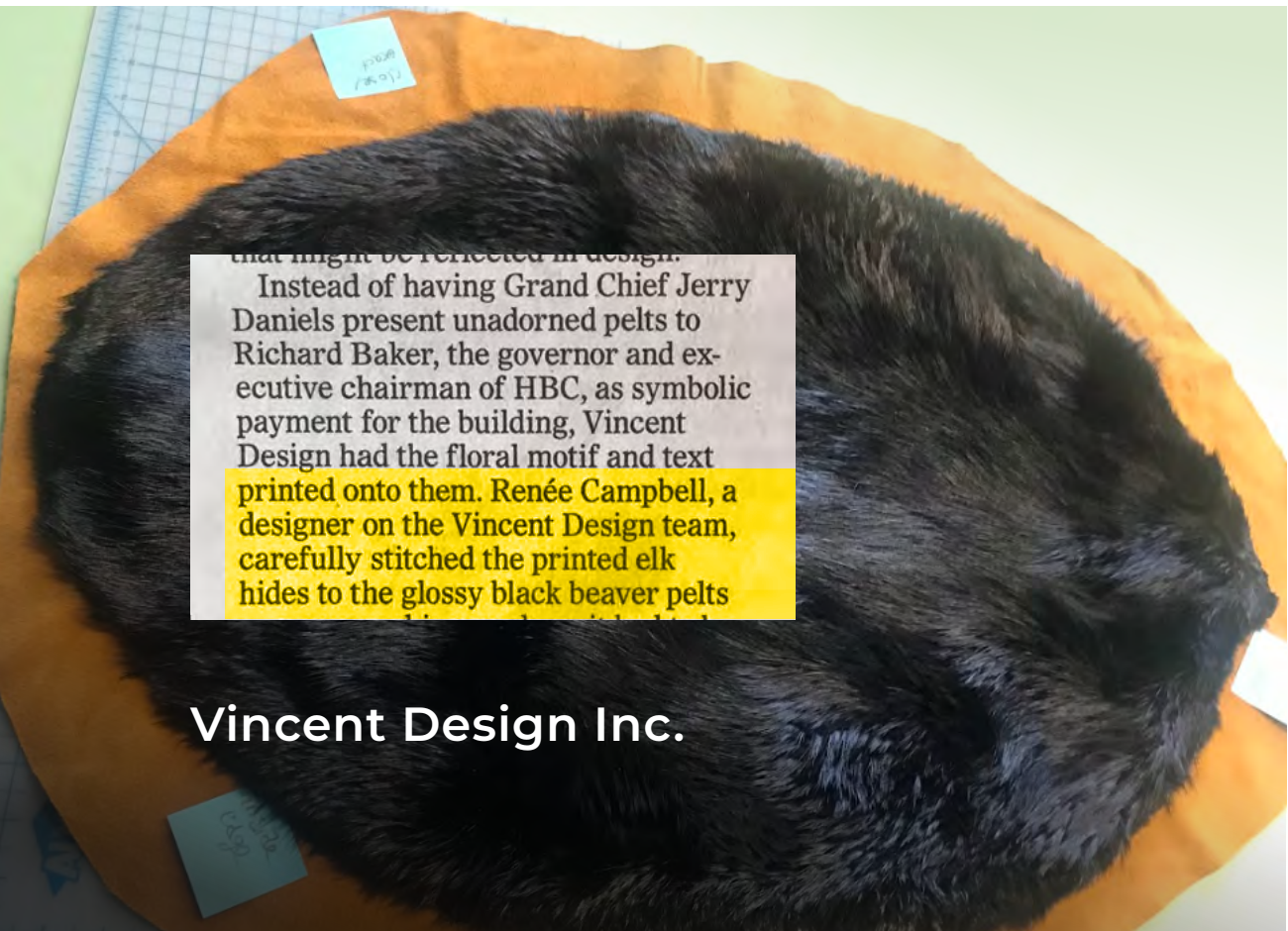
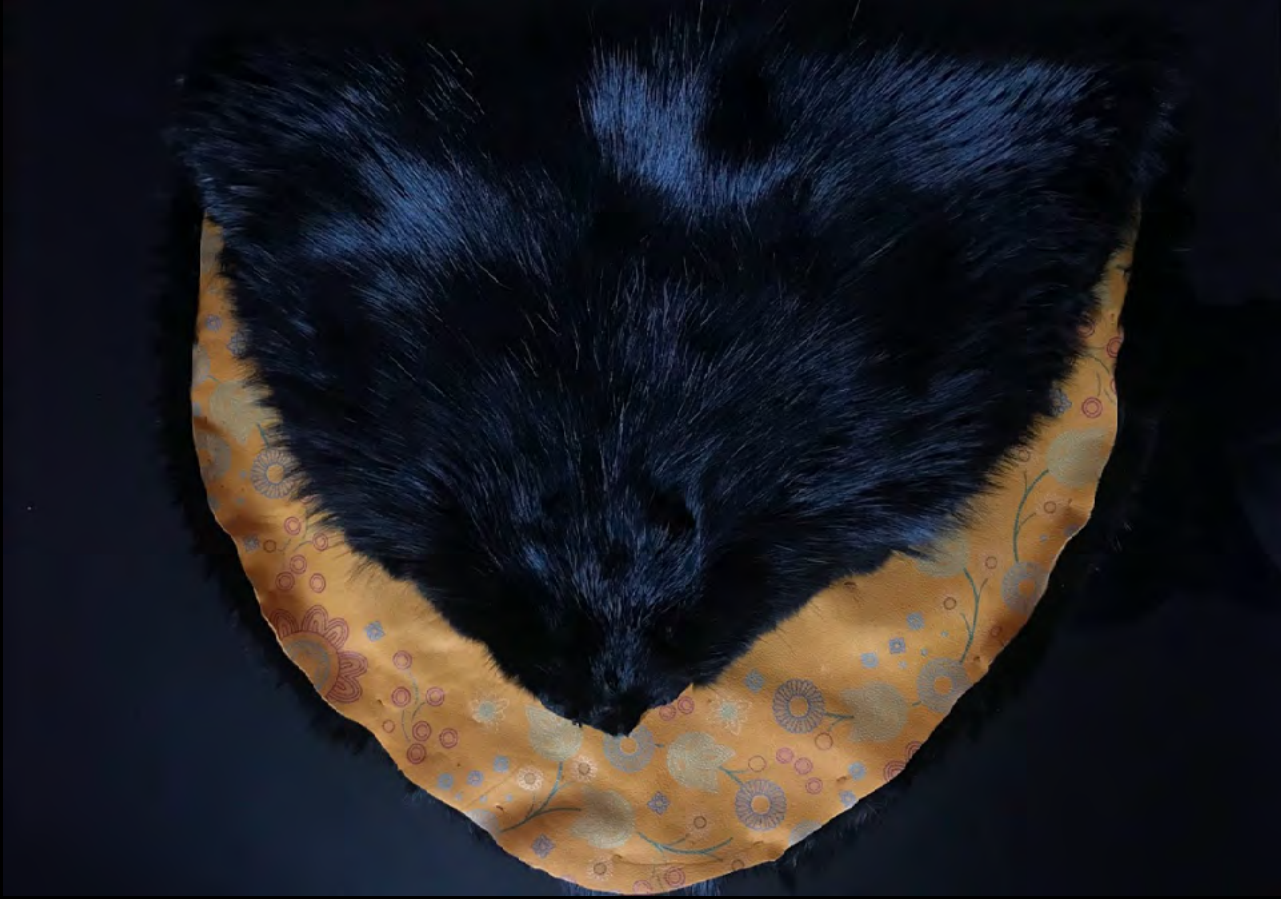
Brand application  
File management  
Various design work

Southern Chiefs' Organization (SCO)

HBC + SCO  
Rent Ceremony:  
Wehwehneh Bahgahkinahgo  
It is Visible

Below: SCO Grand Chief Jerry Daniels presents HBC governor Richard Baker with symbolic beaver pelts and elk hides during ceremony in which the SCO took possession of the downtown Bay building.

© Winnipeg Free Press



Instead of having Grand Chief Jerry Daniels present unadorned pelts to Richard Baker, the governor and executive chairman of HBC, as symbolic payment for the building, Vincent Design had the floral motif and text printed onto them. Renée Campbell, a designer on the Vincent Design team, carefully stitched the printed elk hides to the glossy black beaver pelts

Vincent Design Inc.



Southern Chiefs' Organization Grand Chief Jerry Daniels (right) presents HBC governor Richard Baker two beaver pelts and two elk hides during the ceremony of the downtown Winnipeg Hudson's Bay Co. building from the

Printed elk pelts were also used to present the initial proposal — a tome also designed by Vincent's team — and housed in boxes Vincent made. (There's that hands-on thing again.)

"That was just so perfect, to be able to have a ceremonial element that was so thoughtfully produced, and that reflected SCO and who we are and our 34 nations in all their beauty," Rattray says. "It really added so much. I mean, it could have just been black beaver pelts. It could have just been elk hides. But it was so much more than that. They were actual pieces of art."

"And what an incredible gift for Governor Baker and for HBC that really respects the gift of reconciliation that they've given to us, which is that incredible and iconic HBC building."

Vincent was thrilled to be part of this project, two years in the making with an adrenaline-fuelled race to the finish line. "They really made you feel like you were a part of this whole event," he says of SCO. "Not like, 'I'm contracting you to do this and you do it my way.' No. It was a family feeling."

He spreads one of the printed elk

in an apartment five years before College's graduation in 2000.

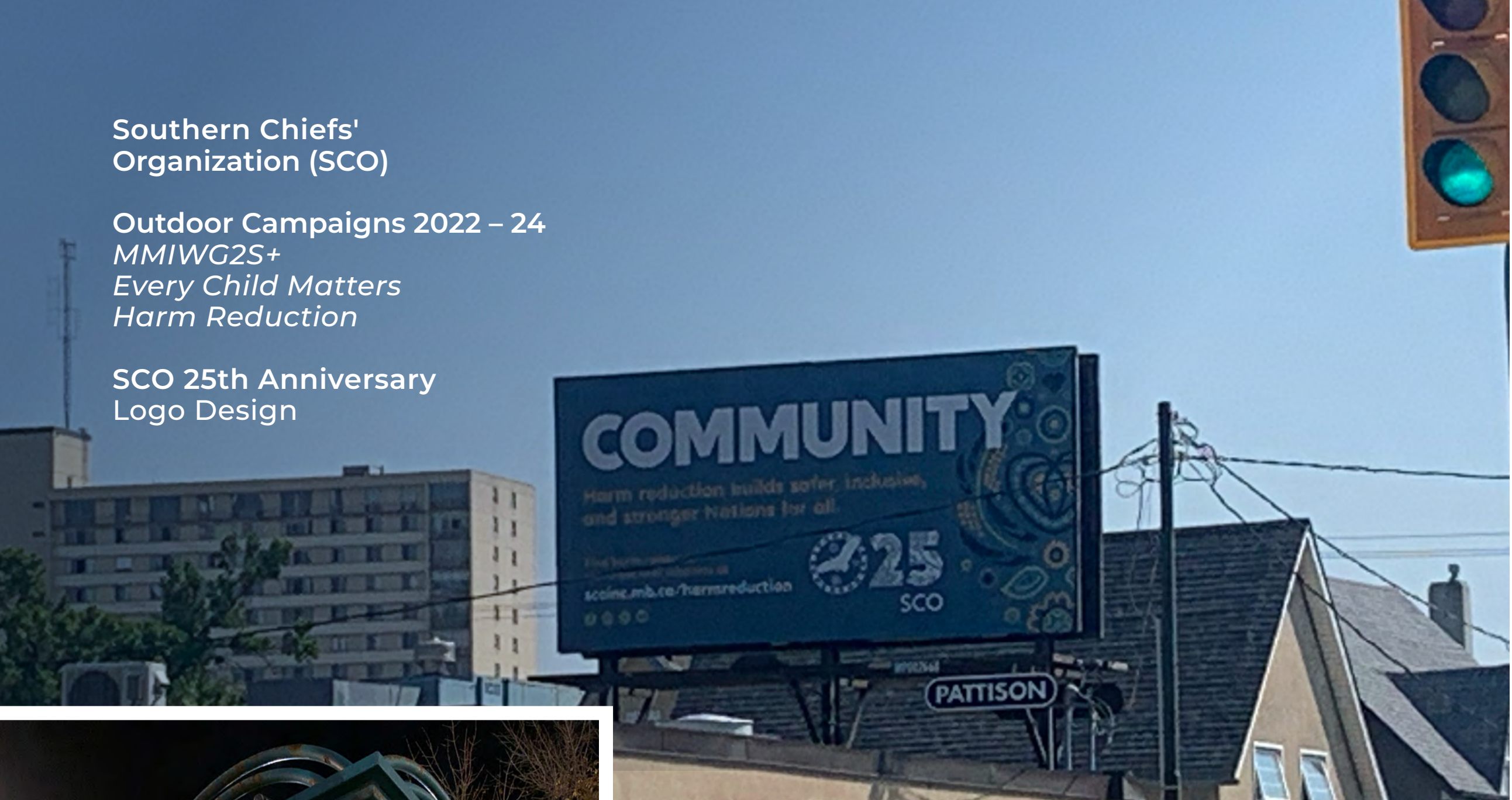
The rigorous detail. He liked doing "A good logo design it up."

Upon graduation for a few years was never to be doing he went to Commerce first time Darrell Hollow a logo. "with a lot of recalls Phil into details. I "Yo

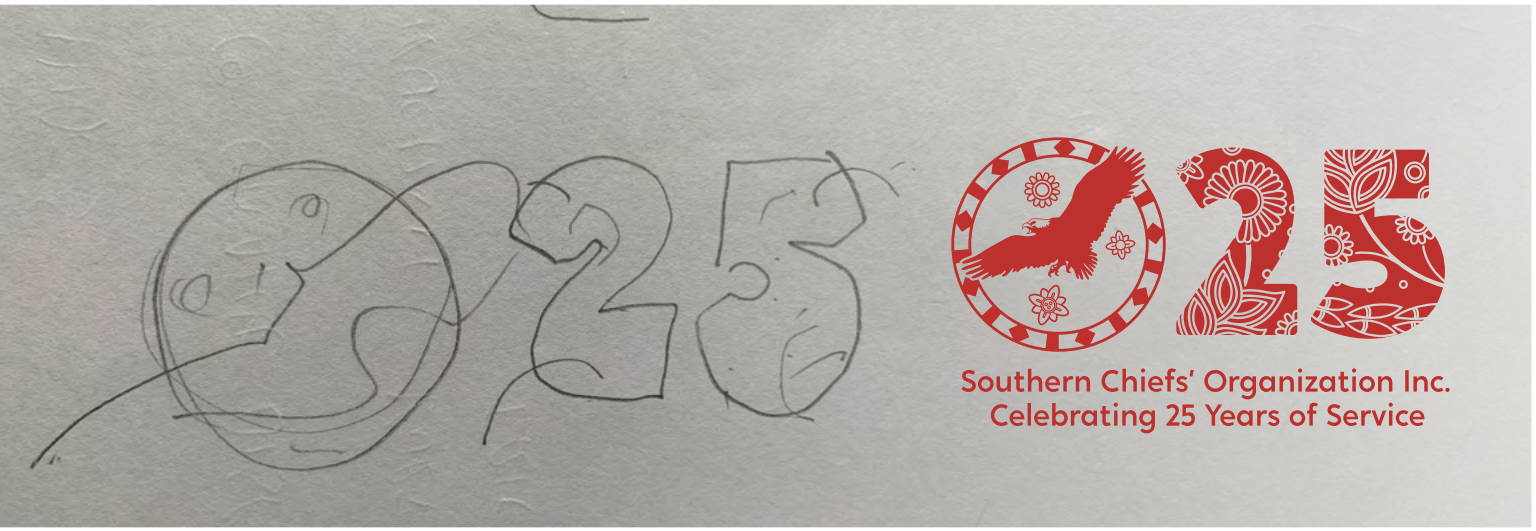
Southern Chiefs' Organization (SCO)

Outdoor Campaigns 2022 – 24  
MMIWG2S+  
Every Child Matters  
Harm Reduction

SCO 25th Anniversary  
Logo Design



Vincent Design Inc.



# Manitoba Advocate for Children & Youth

Work in relationship with  
Vincent Design Inc.

Annual Reports  
Special Reports  
Publication Design

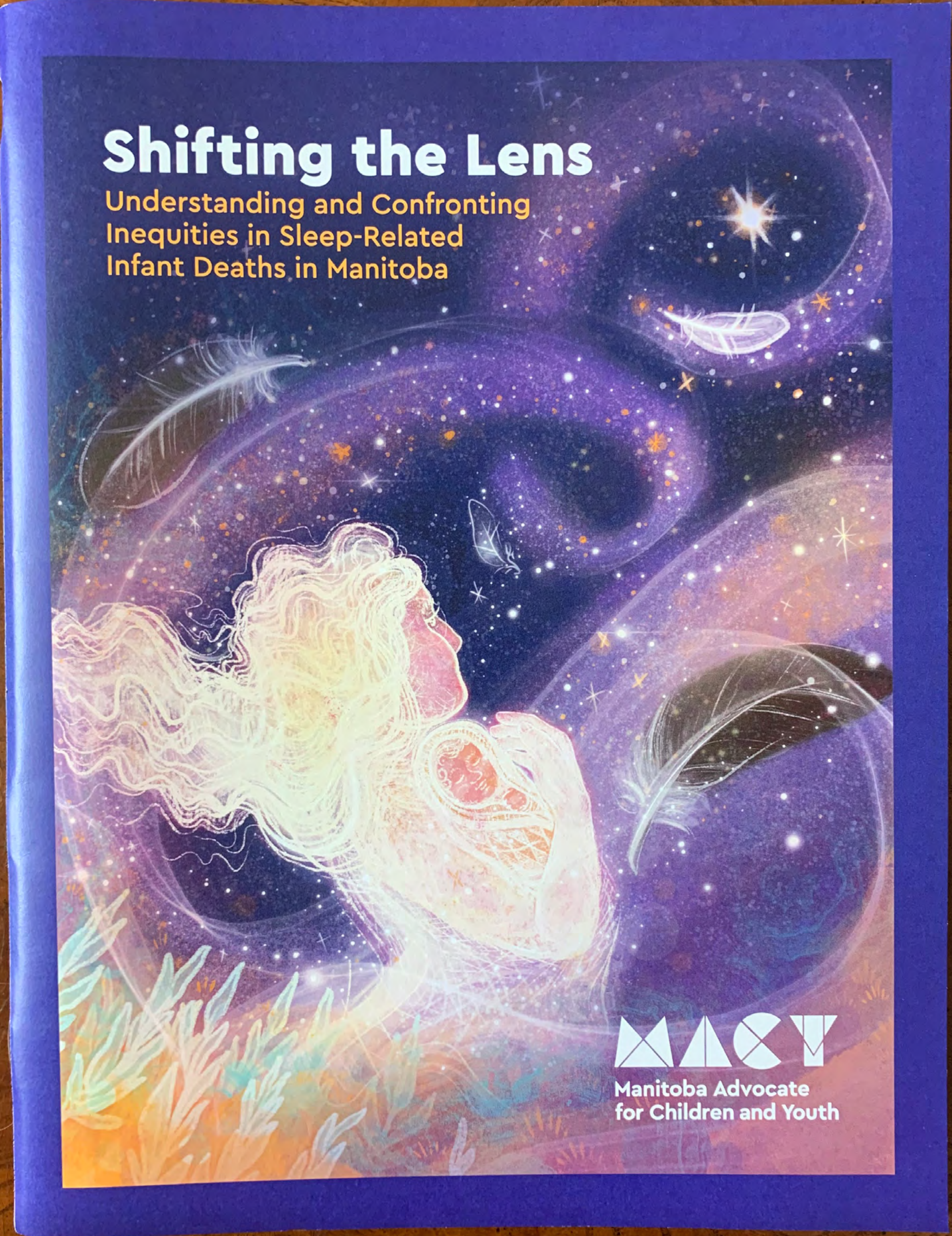
Traditional and  
Digital Illustration  
Design

Photography and Editing  
Proof-reading  
Asset management

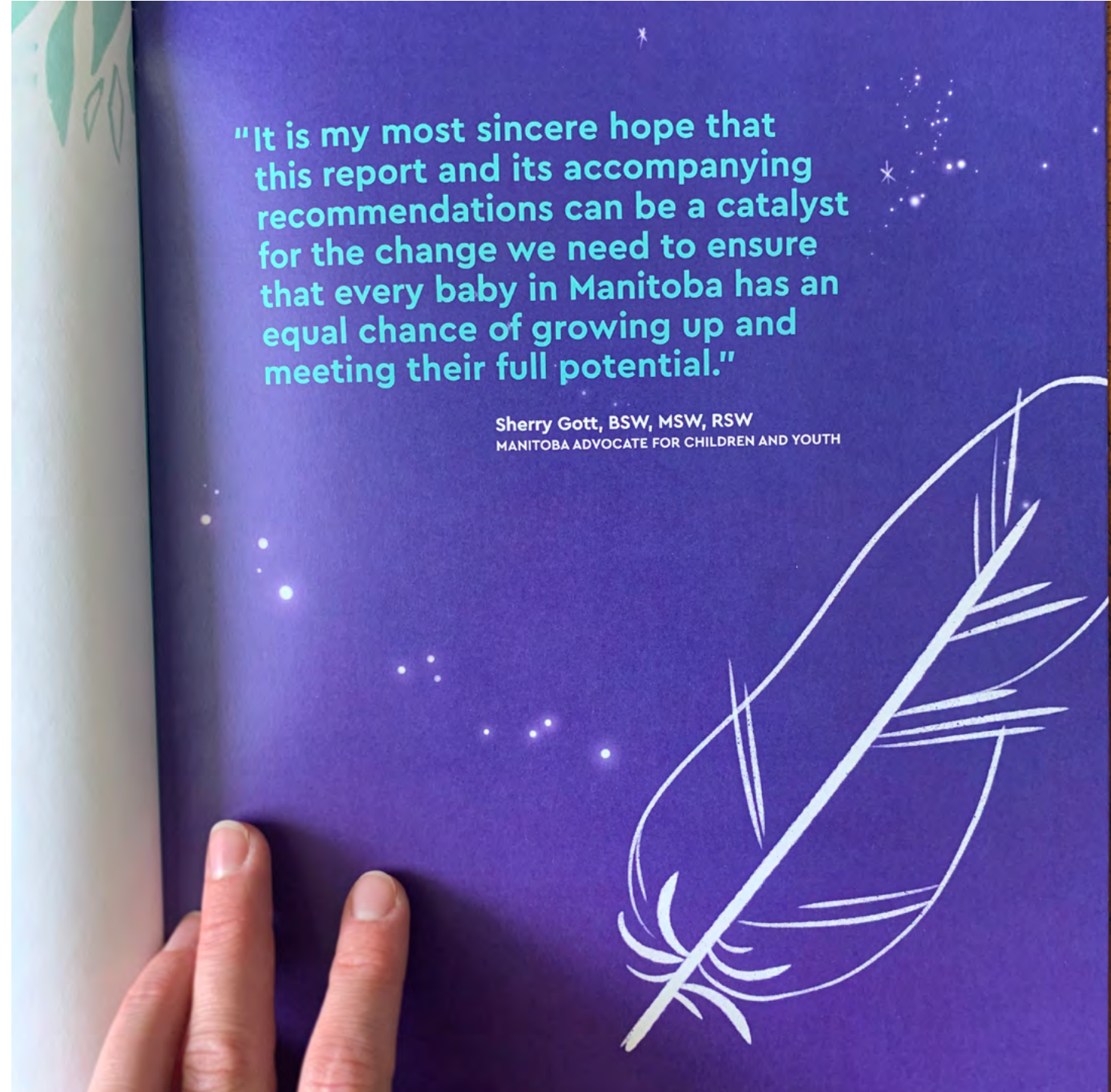
Manitoba Advocate for  
Children & Youth (MACY)

Special Report:  
*Shifting the Lens*  
*Understanding and Confronting*  
*Inequities in Sleep-Related*  
*Infant Deaths in Manitoba*

Vincent Design Inc.



Left: Sherry Gott, Manitoba Advocate for Children and Youth, speaks at event presenting this special report on infant mortality in Manitoba.



Manitoba Advocate for  
Children & Youth (MACY)

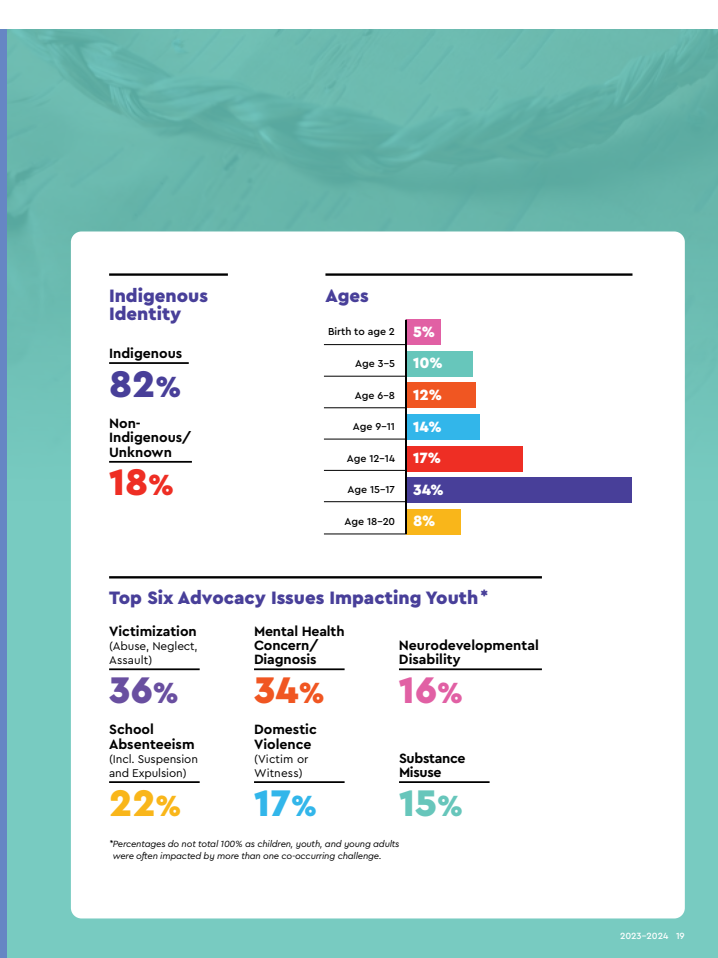
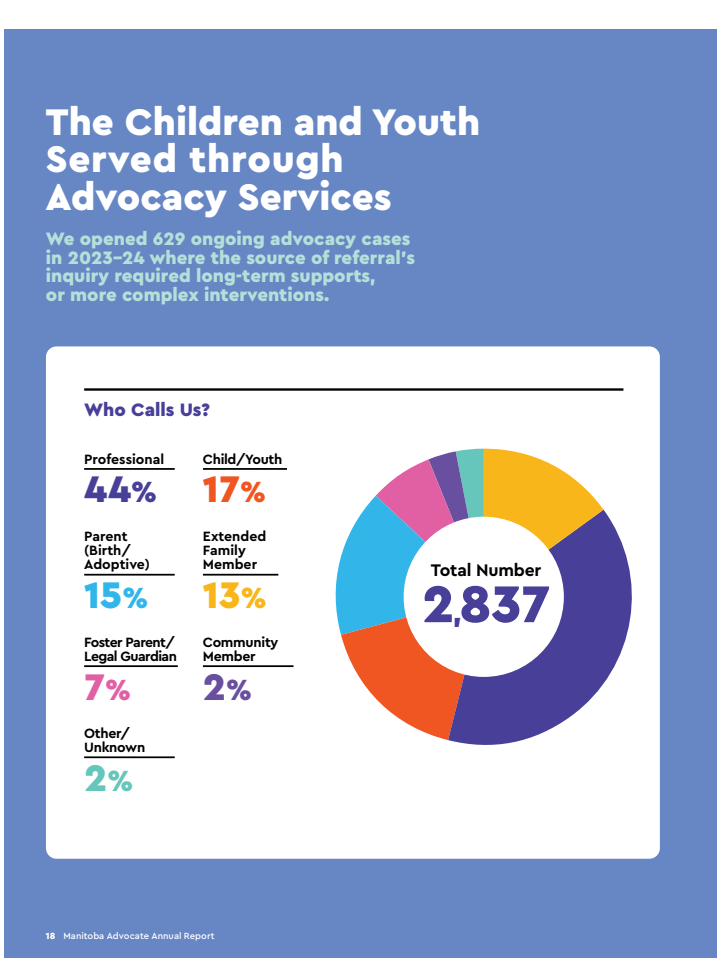
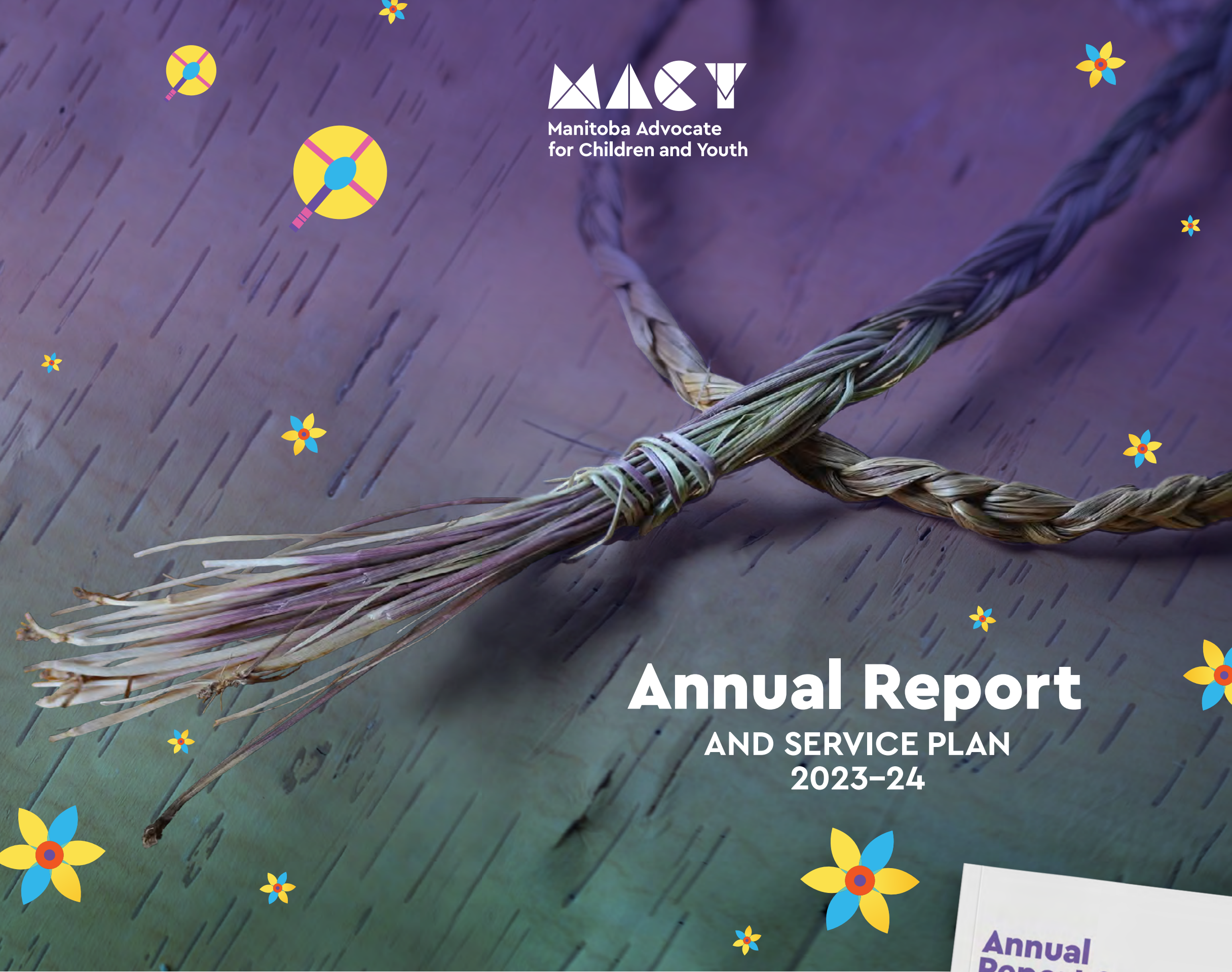
Special Report:  
Innagakeyaa Bimadizewin  
"Towards the Good Life"

Unifying Voices for Youth  
Addiction System Change



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#### Pillar 3: Trauma-Informed and Culturally-Inclusive Work

There are ongoing opportunities to ensure our work is trauma-informed, anti-oppressive, and culturally-inclusive. In doing so, we seek to provide safe services and spaces for all children and youth.

OBJECTIVE	2023/24 TARGET	ACTUAL OUTPUT
Review, adapt, and update policies and procedures and position descriptions for all programs	Phase 1 (Y/N)	Y
Increase collaboration and consultation with child- and youth-serving systems and stakeholders	Phase 1 (Y/N)	Y
Adapt services and spaces to ensure they are trauma-informed, culturally-inclusive, aware, sensitive, and safe for clients and staff	Phase 1 (Y/N)	Y

#### Pillar 4: Reconciliation and Restorative Practices

We acknowledge our role in truth, reconciliation, and restorative practices to decolonize our services. In doing so, we commit to honouring Indigenous ways of knowing, being, and working.

OBJECTIVE	2023/24 TARGET	ACTUAL OUTPUT
Update reconciliation framework, and work in collaboration with young people, their families, communities, service providers, and Indigenous Governing Bodies	Phase 1 (Y/N)	Y
Integrate Knowledge Keeper/Elder services across all programs and services		
Hold regular Elders Council meetings		
Hold staff trainings in cultural competency and awareness, learning events, and land-based activities		
Include preference for hiring Indigenous persons, Inuit, and Métis		

“Sweetgrass is a sacred medicine that represents kindness. Each braid is comprised of seven single strands of grass. Each strand represents a human being, while the braid's three sections embody the trinity of body, mind, and spirit. Much like a strand of hair, every sweetgrass strand possesses beauty, a delightful aroma, and individuality. However, like hair, each strand is more fragile on its own. Yet, when woven together, those same strands gain strength and unity.”

— TEACHING SHARED BY ELDER LOUISE LAVALLÉE



Manitoba Advocate for Children & Youth (MACY)

Annual Report and Service Plan 2023, 2024

Cover + Interior Design



Vincent Design Inc.

# Stellat'en and Nadleh Whut'en First Nations

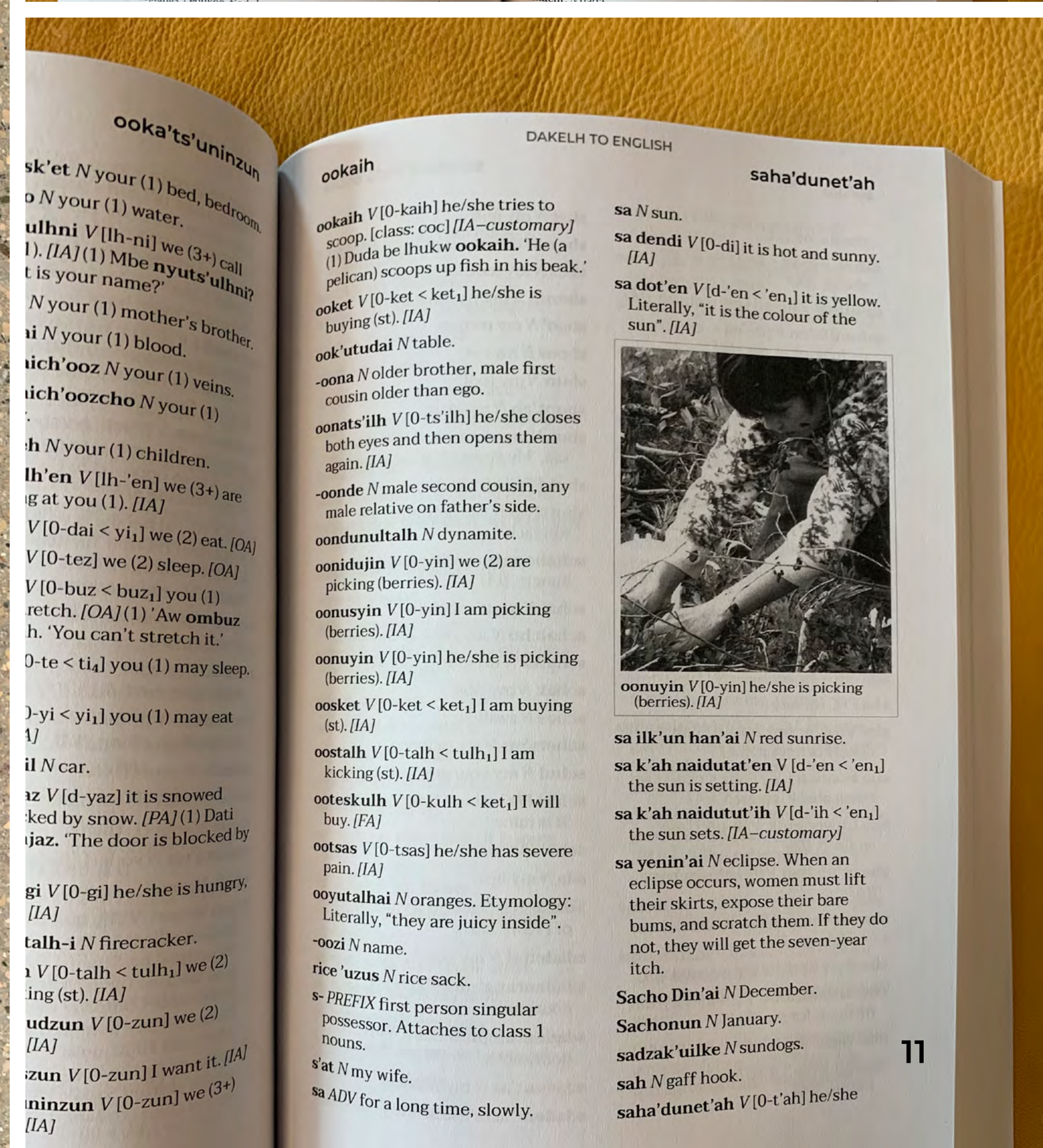
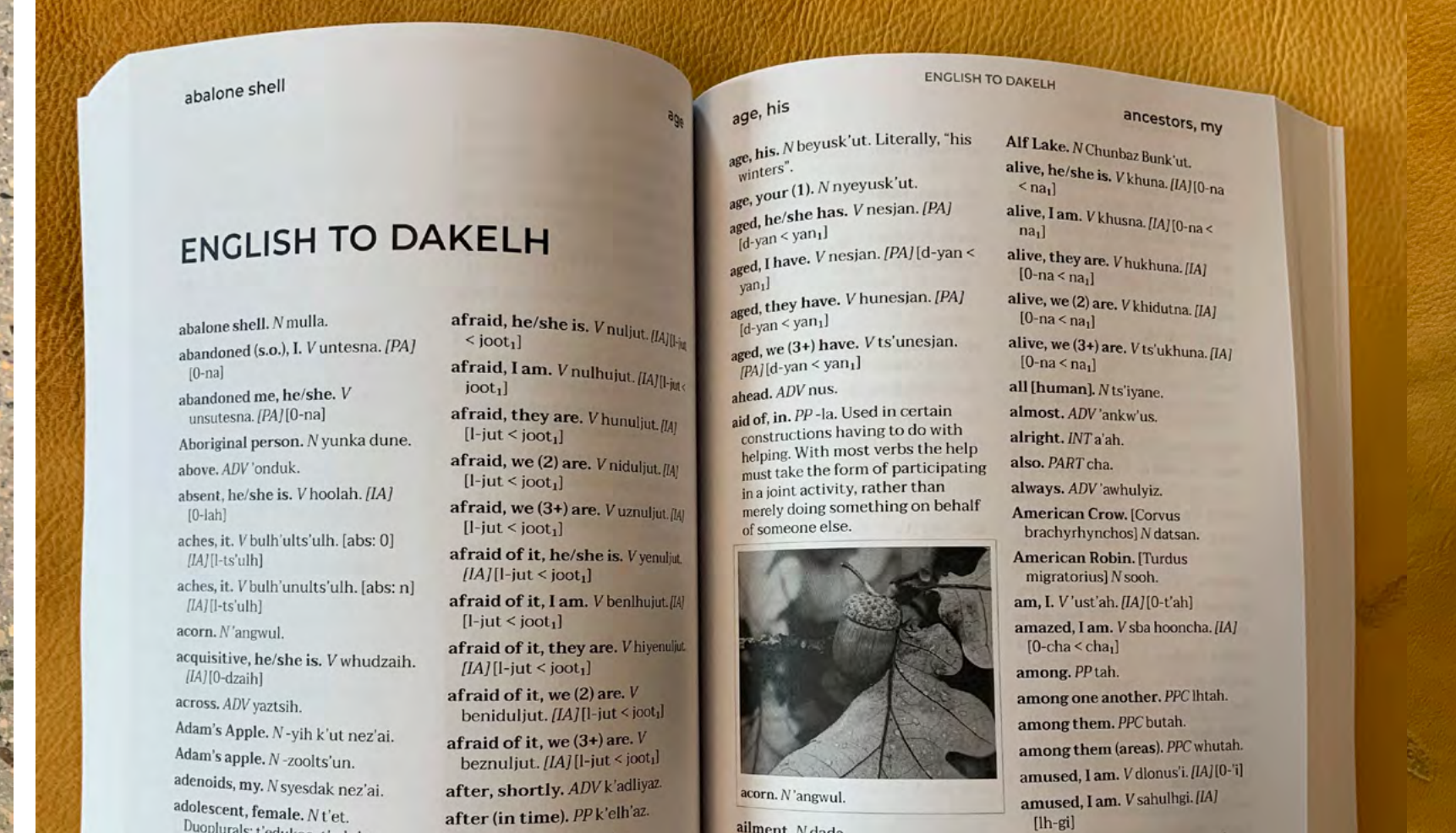
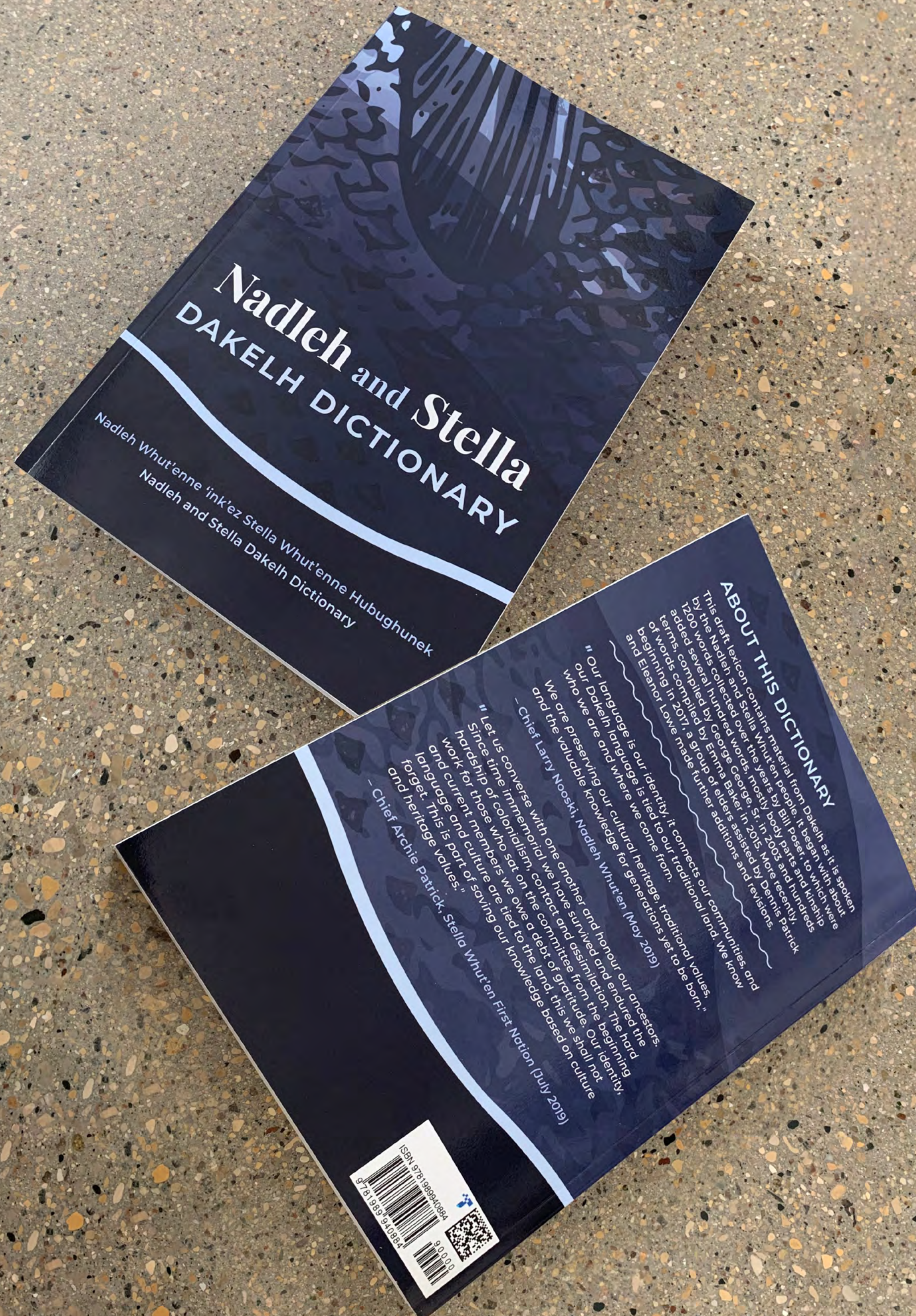
Work in relationship with  
Vincent Design Inc.

Printed Book  
Design and  
Publications

Project Lead  
Communication  
and Development

Files and Photos  
Asset Management  
Copy editing, Proof-reading

# Vincent Design Inc.



Oral History of the Stellat'en First Nation

Book Publication Layout + Design

(Press proof shown here)

Excerpt from Foreword by Janine Sampson:

project. Many thanks to Michelle Roberge of M.R. Concepts who designed the first layout of this book in partnership with me and the Editorial Committee. Renée Campbell and the rest of the team at Vincent Design for assisting with the second draft of the book layout design. Your genuine, respectful curiosity of the narrative of our lives in Stella helped us to reach our end goal, in publishing our book. Thanks to Ken Goudswaard of Dimensionfold Publishing for meeting our publication needs.

Vincent Design Inc.



# Other Project and Initiative Highlights

Work in relationship with  
Vincent Design Inc.

Publication Layout  
and Design

Creative Direction  
Photography Coordination

Logo Design and Branding  
Physical Print Media

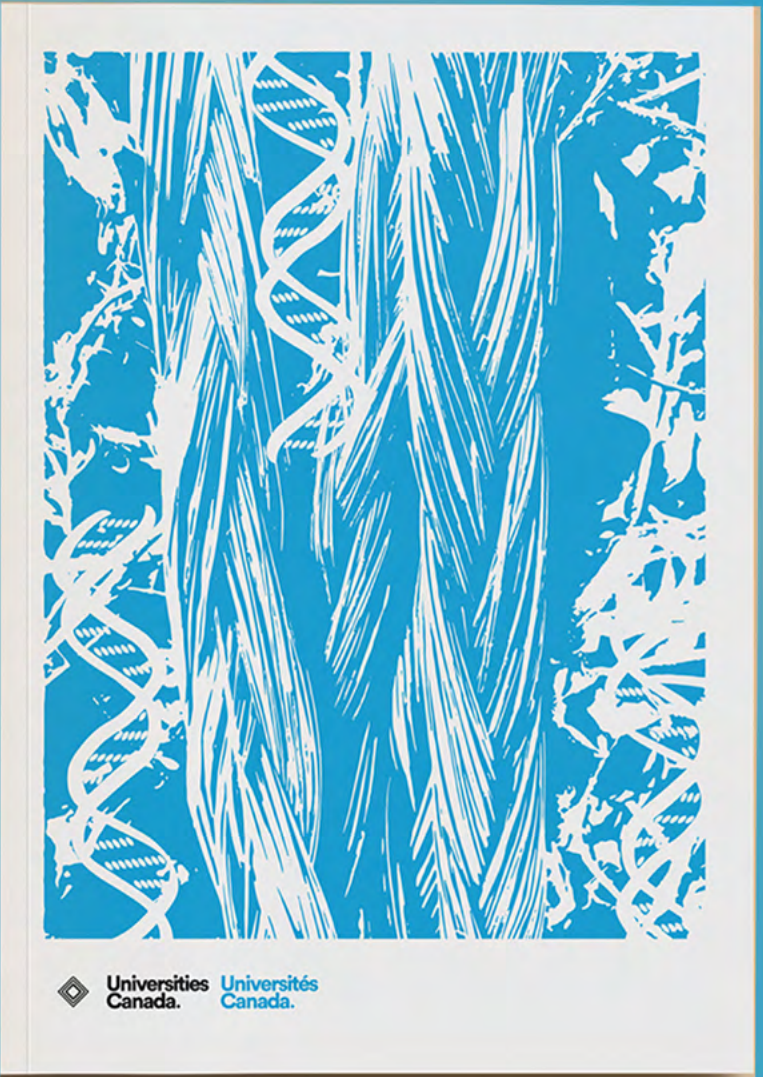
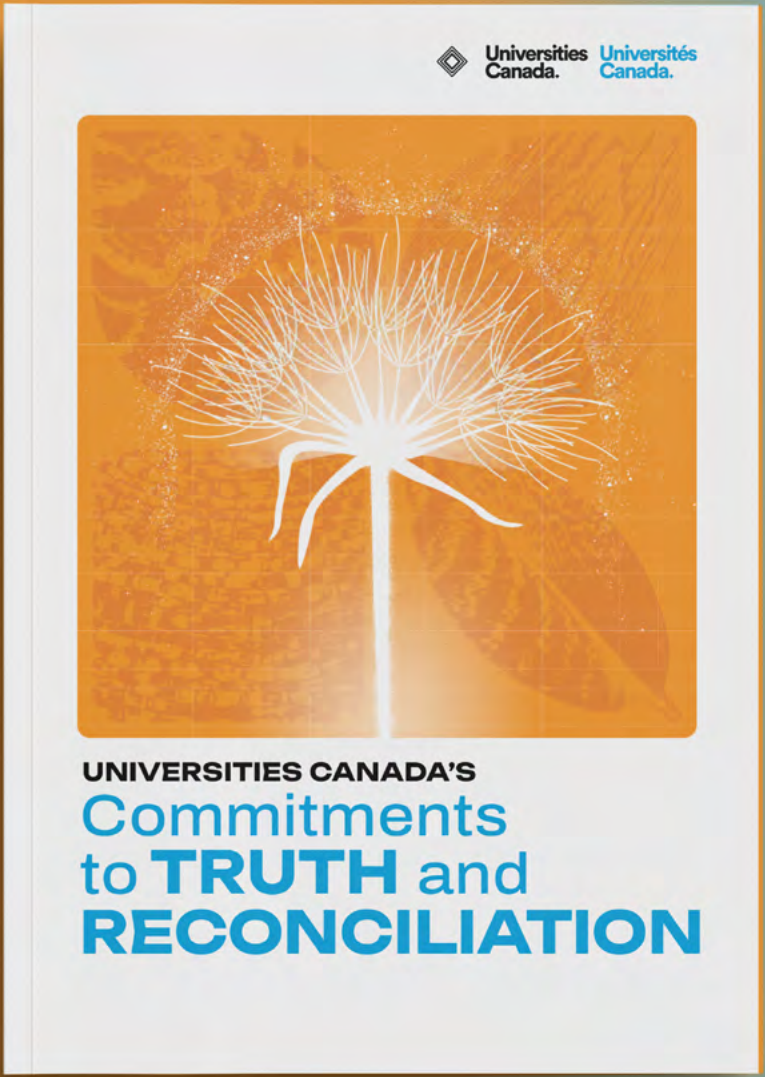
University of Alberta  
Faculty of Native Studies  
Strategic Plan

Cover + Interior  
Design



Universities Canada's  
Commitments to Truth  
and Reconciliation

Cover + Interior  
Design



Vincent Design Inc.

Waub Ajijaak  
Press & Foundation

Logo Design +  
Sub-Branding  
"Three Pillars"  
Emblem Designs



Vincent Design Inc.



**Waub Ajijaak**  
PRESS & FOUNDATION



**Waub Ajijaak**  
GRANTS & PHILANTHROPY



**Waub Ajijaak**  
LEADERSHIP SCHOLARSHIP



**Waub Ajijaak**  
PRESS

360 Story Labs  
Interactive Map of  
Residential Schools

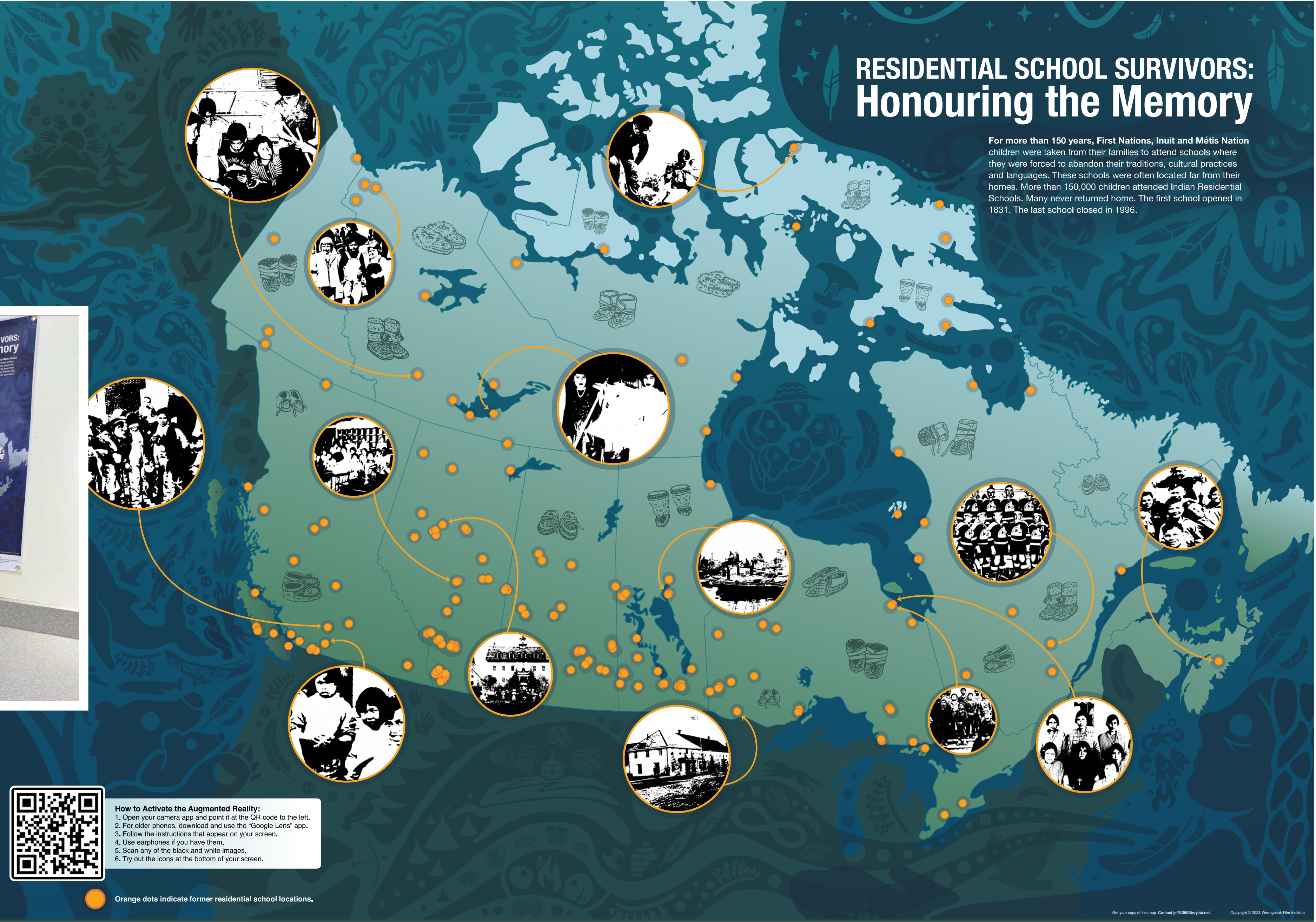
Residential School  
Survivors: Honouring  
the Memory

Illustration + Design  
Augmented Reality  
Integration



Toronto Public Library's Chris Carelli  
with the Weengushk Film Institute  
and 360 Story Lab project exhibit  
titled, "Residential School Survivors:  
Honouring the Memory" at Woodside  
Square Library branch in Scarborough.  
© Dan Pearce/Metroland

Vincent Design Inc.



**How to Activate the Augmented Reality:**  
1. Open your camera app and point it at the QR code to the left.  
2. For older phones, download and use the "Google Lens" app.  
3. Follow the instructions that appear on your screen.  
4. Use earphones if you have them.  
5. Scan any of the black and white images.  
6. Try out the icons at the bottom of your screen.

Orange dots indicate former residential school locations.

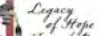


CREATED BY:  
360 Storylab  
Weengushk Film Institute



This map deals with topics that may cause trauma to users due to its troubling subject matter. We recognize the need for safety measures to minimize the risks associated with traumatic subject matter. A national, toll-free crisis line is available 24 hours.  
INDIAN RESIDENTIAL SCHOOL SURVIVORS SOCIETY

24 HOUR CRISIS LINE  
Phone Toll-Free:  
1-800-721-0066



THANKS TO:  
National Centre for Truth and Reconciliation  
Legacy of Hope Foundation  
Vincent Design Inc.  
AP Media  
Guerrilla Films

Huron-Superior  
Regional Métis  
Community

Logo Design

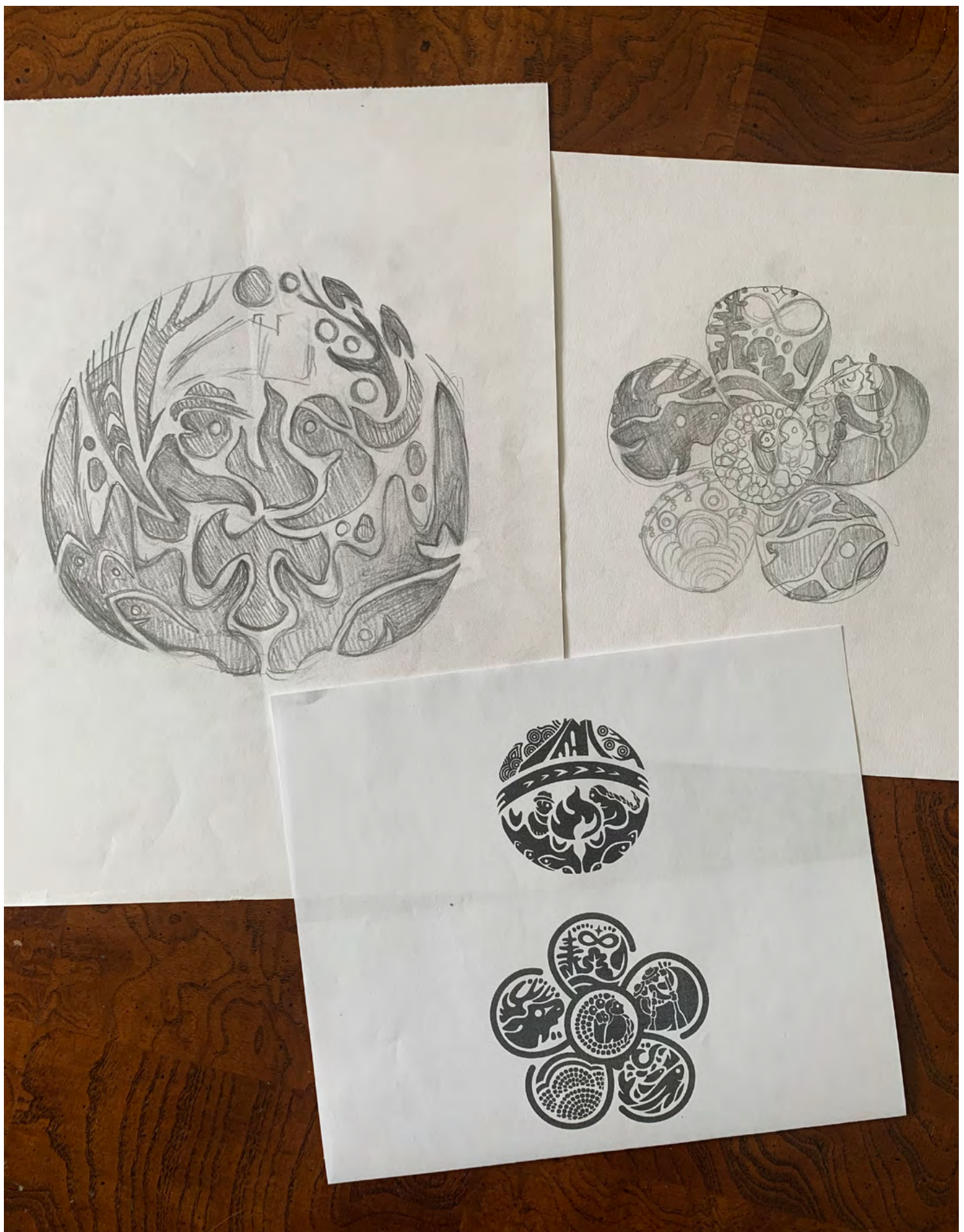


**HURON-SUPERIOR REGIONAL  
MÉTIS COMMUNITY**



Sault Ste. Marie Métis  
Heritage Centre

Logo Design



Vincent Design Inc.

Sault Ste. Marie  
Métis Heritage Centre



## Further Community Work + Engagement

Work in relationship with  
Local arts, music, and culture  
community partners in Winnipeg, MB  
and Fraser Valley, BC

Logo Design and Branding  
Engagement with  
LGBTQIA2s+ groups

Engagement with  
Indigenous businesses  
and organizations

Event marketing  
Illustration and Design  
Product Label Design



## Ma Mawi Wi Chi Itata Centre "In Their Own Words..."

In 2021, Ma Mawi Wi Chi Itata Centre put a call-out to community youth asking the question, "What does Every Child Matters mean to you?" Youth from across the province submitted handwritten notes and tobacco ties to support their first Every Child Matters Youth Gathering and presentation of the memorial stone sculpture located at the Gathering Place for Truth & Reconciliation, Winnipeg.

The messages, scrawled in the honest hands of childhood, and varying skill levels, in pencil, pen, and marker, were translated into scale-able files and are now a display written across the windows wrapping around the MMWCIC building.

Vincent Design Inc.



Fraser Valley  
Pride Society

Fraser Valley  
Youth Society

Logo Designs



Fraser Valley  
Music Awards

Logo Design  
& Updates

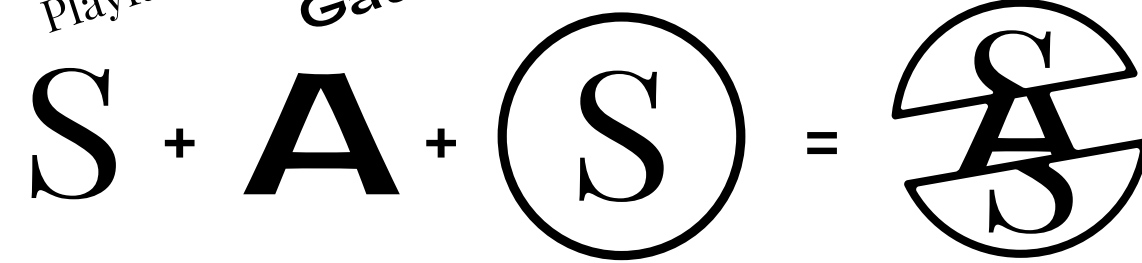


Simultaneity  
Art Show  
2020 – 21

Exhibit Curation  
Logo Design



Playfair Display  
Gatwick

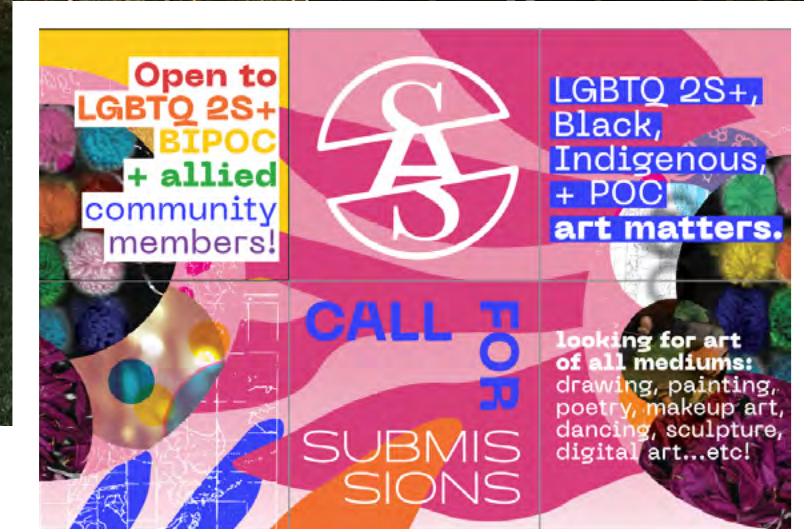


Mash-up of typefaces, reflecting the multiplicity of participants lives. Within a circle, it presents internal elements as 'parts of a whole'.



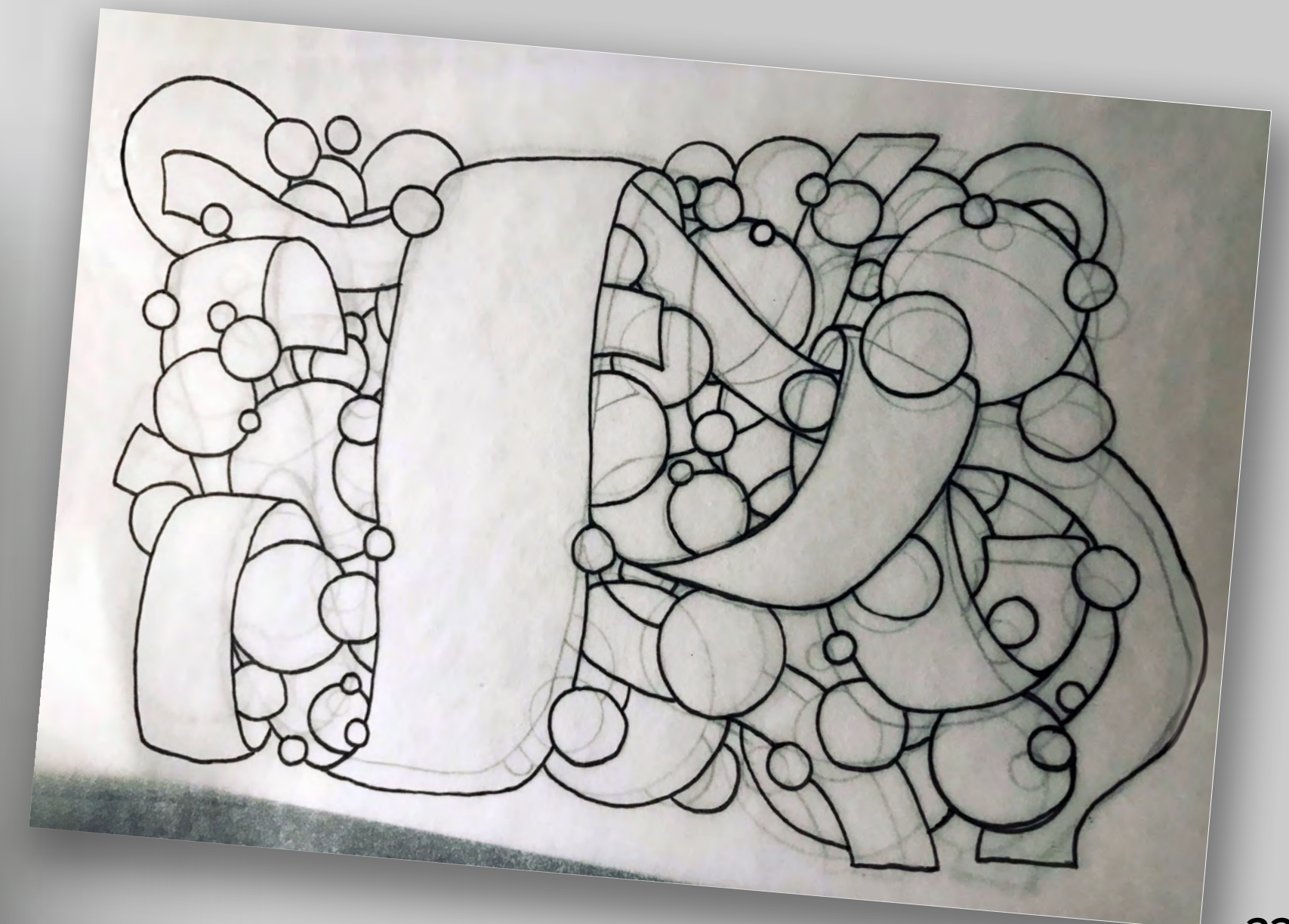
Pop-Up Exhibit  
at Jam in Jubilee

Highlighting artworks by, for, and in allyship with local LGBTQIA/2S+ community. Physical + digital art media.



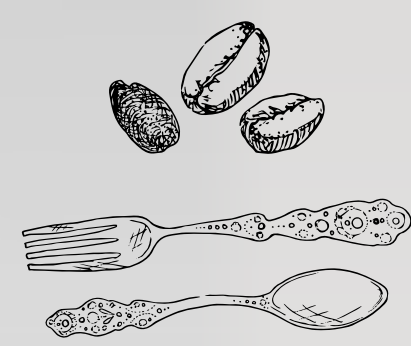
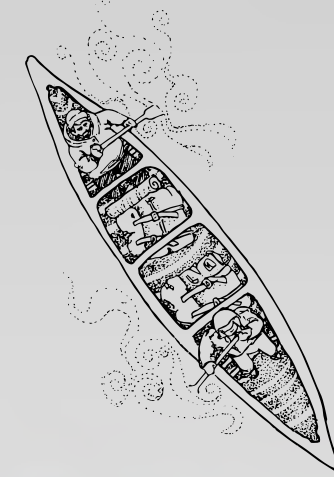
Raven's Brewing Co. &  
Abbotsford Arts Council  
Arty Awards  
Special Label

Label Artwork & Design



**Raven's Brewing Co.**  
**Craft Beer Can Labels**

Series of designs for  
Indigenous-owned  
brewing company



**DAYMAN**  
Salted Lemon  
Wild Ale



**tābəl**  
Dry-Hopped  
Kviek Table  
Beer



**Two to Tango**  
Mango Jalapeño  
Gose



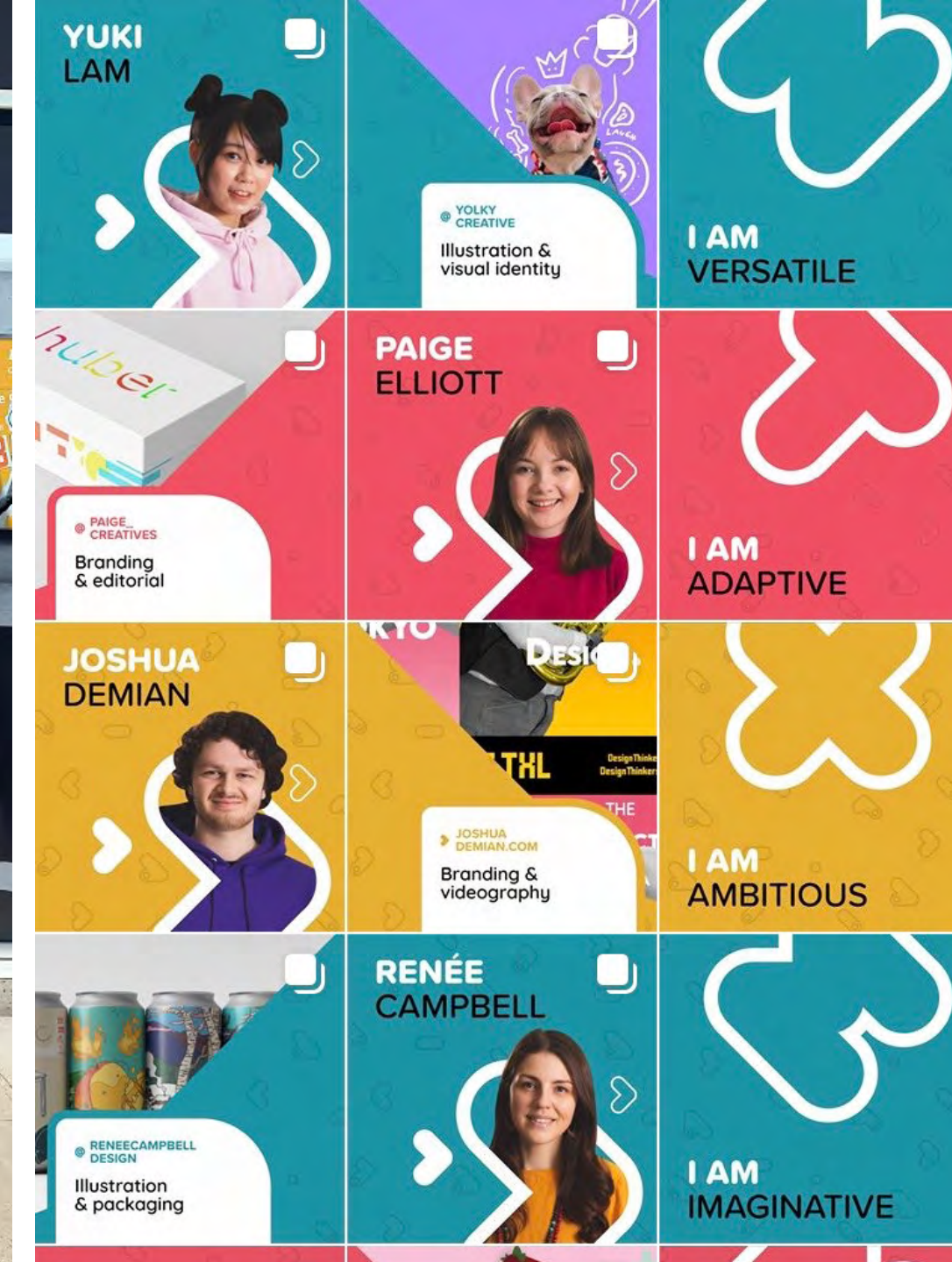
**Hot Chocolate**  
Cacao Nib  
Porter

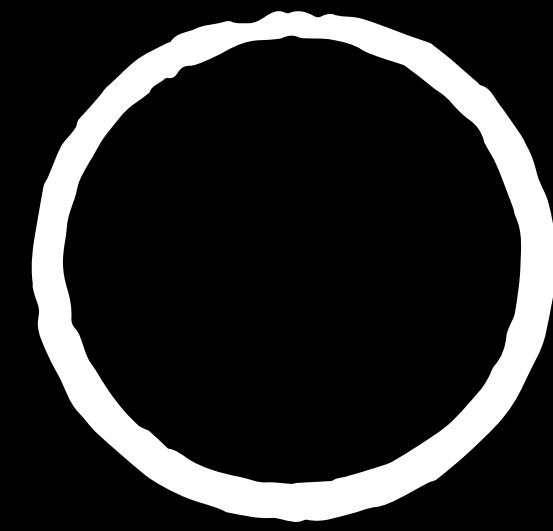


**Voyagers**  
Amarillo  
West Coast  
IPA



**Kaffeeeklatsch**  
Coffee  
Dunkelweizen  
w/ Smoking  
Gun Coffee





Thank You.