

RUDY PATTERSON

DESIGN PORTFOLIO

2026

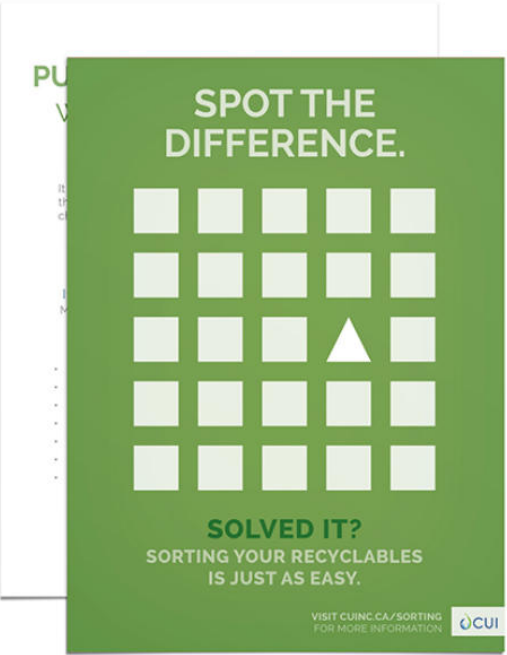
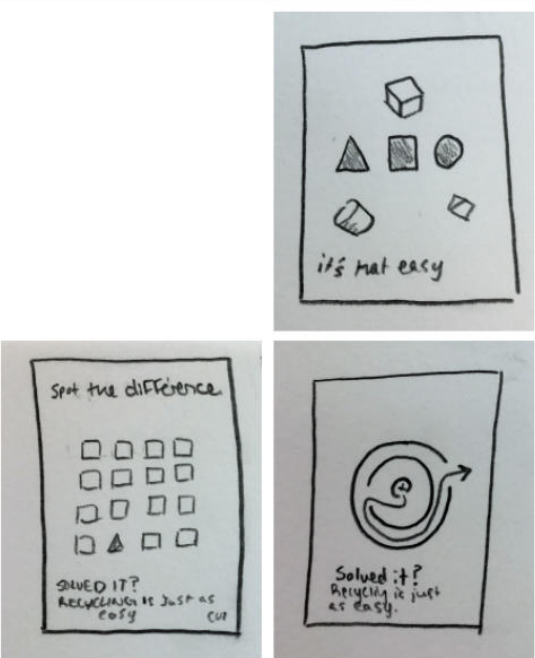
2016

SCHOOL WORK

POSTER CAMPAIGN

Near the end of my degree, one my final projects was to create a design solution for a local waste management facility. The concept was to encourage locals to exercise proper recycling habits. A unique request, the brief requested that the tone be confrontational.

After doing thumbnails, I pitched the concept of a series of easy to solve puzzles to my professor, linking the ease of recycling to a brain teaser.



2016

SCHOOL WORK

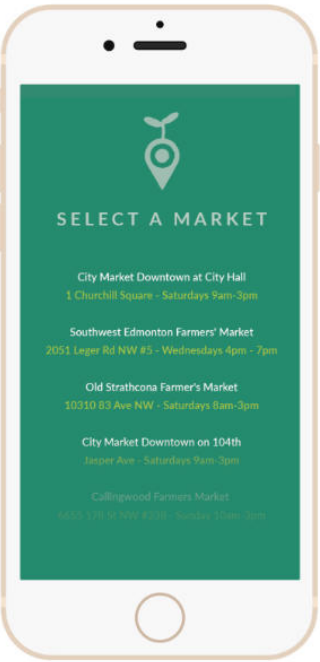
POSTER CAMPAIGN

My final assignment for the term consisted of a self directed app design project. As a frequent market visitor I was excited to explore the concept of a wayfinding and directory app dedicated to local farmers markets.

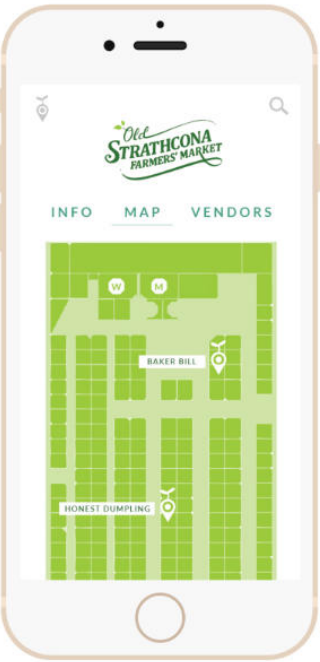
Nailing the final solution required frequent iterations on the initial concept sketches, and a series of completely justifiable visits to the Strathcona Farmer's Market and it's many food vendors.



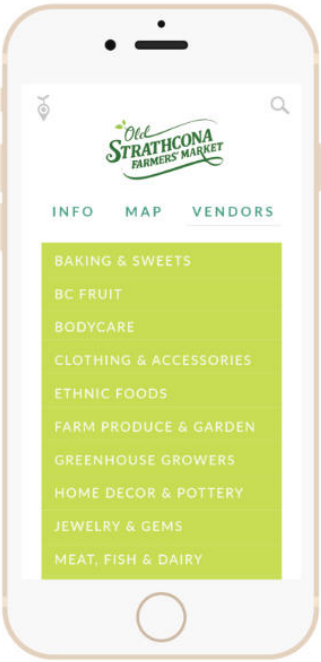
LANDING SCREEN



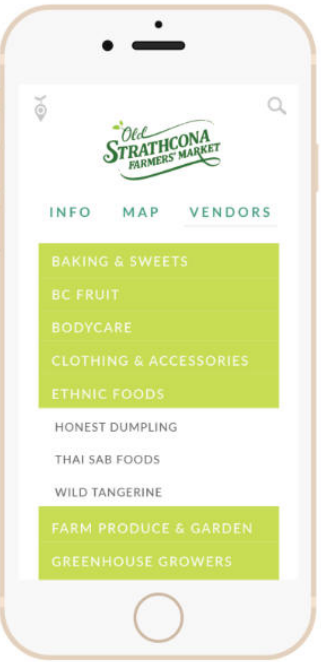
MARKET SELECTION



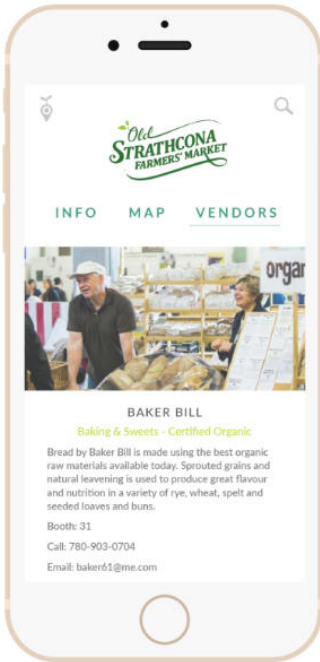
MAP WITH PINS



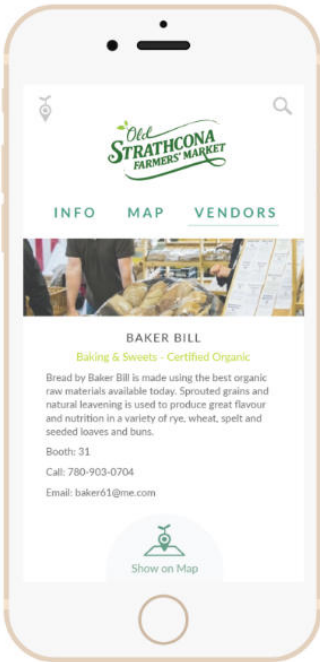
VENDOR LIST



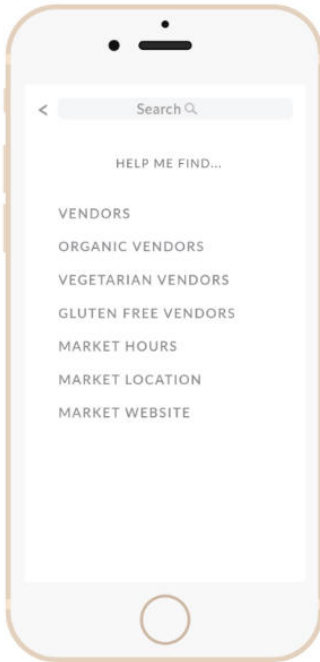
EXPANDED



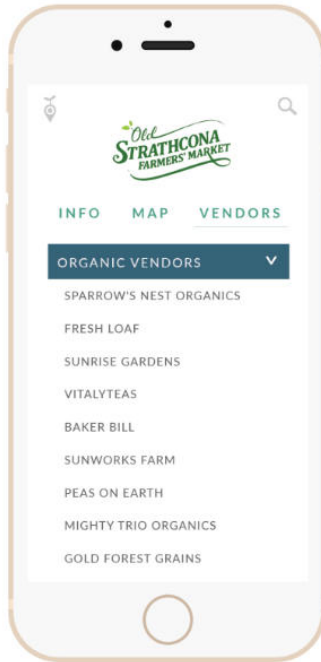
VENDOR PROFILE



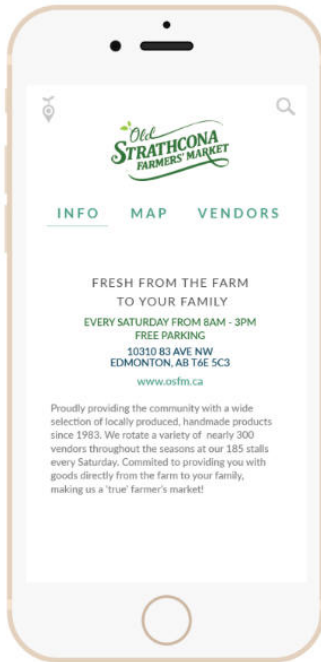
PIN PLACEMENT



SEARCH



SUB VENDOR LIST



INFO

THE GATEWAY

MAGAZINE LAYOUT & DESIGN

During my time with *The Gateway* I had the immense privilege of being given nearly total creative freedom with the design of the monthly magazine. Working alongside the writer and editor of each article, I was able to draft up concepts and pitch them, incorporating their feedback and ideas into the finished pieces. Though the designs are a bit older now, I still look back on these works with a great deal of pride.



THE GATEWAY

MAGAZINE LAYOUT & DESIGN

Feature | Girls' Club

It's not just about the grades,
it's about the learning too ☺
-Lindsay
KEEP ON KEEPIN' ON!

The limit does not
exist!
-Georgia

Engineering has taught
me how to learn difficult
material fast, the key
is confidence.
-Victoria

Don't Give Up!
A.Y.


Get involved, believe
in your abilities and
go out there and
change the world!
-Dorsa ☺

Become what you
believe in
-Lindsay

Never underestimate your
potential to change the world!
-Willow

GIRLS' CLUB:
WOMEN IN ENGINEERING

UNIVERSITY OF ALBERTA
2017-2018



BY SOPHIA OSBORNE
PHOTOS BY ROSTY SOROKA AND RUTH FERRARI

NEVER be discouraged by
where your peers are at.
You can learn at your own
pace and are fully capable
of achieving anything you put
your mind to!
-Bianca A.

Never stop believing in yourself! Go out there,
get involved. Be a part of something bigger.
You are capable of so much more than you
think! -Maha

For her co-op in computer software engineering, Bianca Angotti researched robotics at the École Polytechnique in Montreal, the school where 14 women were shot in 1989.

On December 6, a 25-year-old man entered an engineering classroom, separated the women from the men and shot all the women. He said he was "fighting feminism" and that feminists had ruined his life. He went on to walk through the building, deliberately targeting females. He shot 28 people and killed 14 women, most of them engineering students.

The Place du 6-Décembre-1989 in Montreal is a memorial to the victims of the massacre, and the anniversary of the attack is now called the National Day of Remembrance and Action on Violence Against Women.

"I'm really glad that I saw the memorial because it put things into perspective," Angotti says. "It wasn't that long ago that that sort of injustice happened, so it is still very real."

Margaret-Anne Armour, a University of Alberta chemistry professor and the associate dean of science for diversity, says she will never forget the massacre. Armour started the Women in Scholarship, Engineering, Scholarship, and Technology (WISEST) program.

"That for me was something that really pointed out how far we had to move," she says. "That yes it was one person and yes, they were completely out of their mind, but it said that somebody believed that women in engineering were taking away his possibilities, they were taking away jobs from him and

they shouldn't be there. And that at that time was not an unusual response."

When Armour started WISEST in 1982, only about 10 per cent of engineering students were women (we've now reached 20 per cent) and there was only one female professor who worked there part-time.

A year earlier, Gordon Kaplan, the U of A's first vice president (research) went to a seminar on microprocessors and noticed there was only one woman present. He gathered 20 women at the U of A to take action to change the male-dominated culture. Armour was one of them.

WISEST developed the six-week summer research program at the U of A for Grade 11 students, which, among other things, places young women in research positions under female engineering professors. Armour says many students have no idea what engineers actually do, and once they get hands-on experience they get hooked. They have been able to follow the students after they finish the program, and have found that many young women decide to stick with engineering when they enter university.

12 | GTWYCA

JANUARY 2017 | 13

Feature | Girls' Club

Now apologize for being smart.
Take pride in your abilities and have
confidence in yourself. -Tina

DO NOT LET
FAILURE
STOP YOU.
-Sandra

You don't need to
have a high IQ to be a
successful engineer. All you
need is being hardworking
and persistent.
-Kwinkoo



Lianne Leford
Associate Professor



Jennifer Long
Chemical 11



Eunice Lee
Engineering 1



Taylor Mah
Civil 14



Ruviabo Marange
Electrical 11



Lyndsay Matasik
Engineering 1



Sara Mokhtari
Mechanical 11



Cassidy Mrazek
Engineering 1



Dorsa Nakhli
Computer 11



Janina Pedregon
Civil 19



Tamara Quintanar
Civil 19



Christina Radyo
Civil 19

Believe in yourself
& just keep learning!
-Christina

When she did become a full professor, even that decision was questioned.

"To be frank I did have colleagues say to me that the only reason I got the job was because I'm a woman," she says. "Then you feel this need to overdo it, to excel so much that there's no doubt in anybody's mind that you deserve to be here because of your credentials as opposed to your gender, and that's reassuring."

Ulrich chose this sort of impostor syndrome, a feeling that you don't really deserve to be in a certain position, is permeating all levels of engineering. Even if female high school students are strong in math, they're less likely to enter engineering than men of equal or lower mathematical ability. She wants women to understand that they can excel in engineering. While only 12 per cent of engineering professors at the U of A are women, they are even less represented in leadership positions. As an associate dean, Ulrich is one of two female academics in the faculty's administrative roles.

"I will always comment when there are other women in the room because quite often I'm in meetings where there are no other women at all," she says. "It's been so part of my life for so long you kind of become used to it."

One of her top initiatives as associate dean is to look at how to get more women into leadership roles. Nine women, including Ulrich, have to be added to the list. Because of her ingrained insecurity, she doubted whether she was cut out to be associate dean. When she got over that fear, it paid off.

"It's so inspiring to be in this position and I feel like I finally have gone through the ranks. I don't need to power anything to anybody anymore," she says. "I really feel this freedom to make a true difference."

At the undergraduate level, Ulrich is looking to evaluate and improve student culture. She wants to know if students, particularly students of colour, feel included in engineering. Working with Valiquette's Diversity in Engineering group has given her the most momentum to do so.

When Valiquette approached her about the group, Ulrich immediately agreed to support them as a professor. Now that she's an associate dean, she has a bigger platform to help. After hearing about the female students' experiences, she was also excited to work with the group. Initiatives like these are the reason she wanted to work at a university in the first place.

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JANUARY 2017 | 15

Feature | Girls' Club

Don't be afraid and just
do it.
-Sandra

Be bold and be yourself!
Don't let the ratio
intimidate you.
-Sandra

Get involved, what
female engineers are capable
of!
-Sara



Karine Hagelich
Mechanical 1



Megha Sharma
Chemical 19



Mia Thomas
Electrical 11



Victoria Thomen
Mining 9



Joanne Tian
Mechanical 11



Ania C. Ulrich
Associate Dean
(Diversity)



Meghana Valiquette
Civil 19



Anisa Yahya
Civil &
Environmental 19



Cai Lin Yang
Civil 11



Shavna Yoon
Mining 9

Be a light
rather than
unse the
darkness!!

"I get to work with young adults who want to tackle this stuff, even if it's about change, and want things to move forward," Ulrich says. "It's so inspiring and I'm honestly here to just move the women as they can do it."

Ulrich is helping the group apply for grants and conduct their climate survey, as well as getting feedback from the group on her research to prospective students.

"We're obviously employing a lot of engineers and the growing potential here in this province is the highest in Canada," she says. "It's incredibly empowering for our women to have a career where they'll never have to worry about money or rely on anybody else for their future."

Lianne Leford, an associate professor in chemical engineering, is also mentor and supporter of the Diversity in Engineering group. Having done all her degrees at the U of A, she says she faced the same issues back in the early 90s that Valiquette and the other women still experience today.

"There's been no change," she says. "A lot of folks don't think there's a problem, but the fact that 20 years later undergraduate women in engineering are facing these same barriers leads me to believe that there are systemic."

Ulrich approached Leford about helping Valiquette and Elmhurst because of her expertise in business strategy and her work on diversity issues for WISEST and the Canadian Coalition of Women in Science, Engineering, Trades, and Technology.

Leford is supporting the young women in their climate survey of undergraduate students, and connecting them with other researchers who can help them formulate questions and measure things like implicit bias.

She believes the Diversity in Engineering group is in the best position to make a difference because they're focused on creating change from within. Valiquette and her peers are the ones being affected by the undergraduate engineering culture at the U of A, she says, and are therefore in the best position to make a case to the university administration that something needs to change.

In Leford, Valiquette and Elmhurst are examples of how female engineering students should reach out to their professors if they're struggling. She says there is "more support available than they could possibly imagine."

"A lot of people think asking for help is a sign of weakness but in fact it's not. I would suggest it's a sign of strength," she says. "It's a sign of recognizing that we have the ability to do things differently, to remake the world that we find ourselves in."

16 | GTWYCA

JANUARY 2017 | 17

These spreads are some of my favourites! Upon reading the initial draft of the article I had pitched the idea of having the interviewees come in a sign a page. I then scanned it in and added them to the design to give it a vintage yearbook look.

2017

THE GATEWAY

MAGAZINE LAYOUT & DESIGN

The executive editor and I had hatched a plan to buy a load of fruit and construction paper to shoot a staged layout for her upcoming article about juicing. Our poor photographer had a studio full of produce waiting for him that day. He was a good sport though, and we all got to taste some interesting juices after!



2017

THE GATEWAY

MAGAZINE ILLUSTRATION

This was one of the first times I tried my hand at illustrating for an article. At the time, I was also working as a teaching assistant for the campus game development class so this article felt like a matter of destiny.



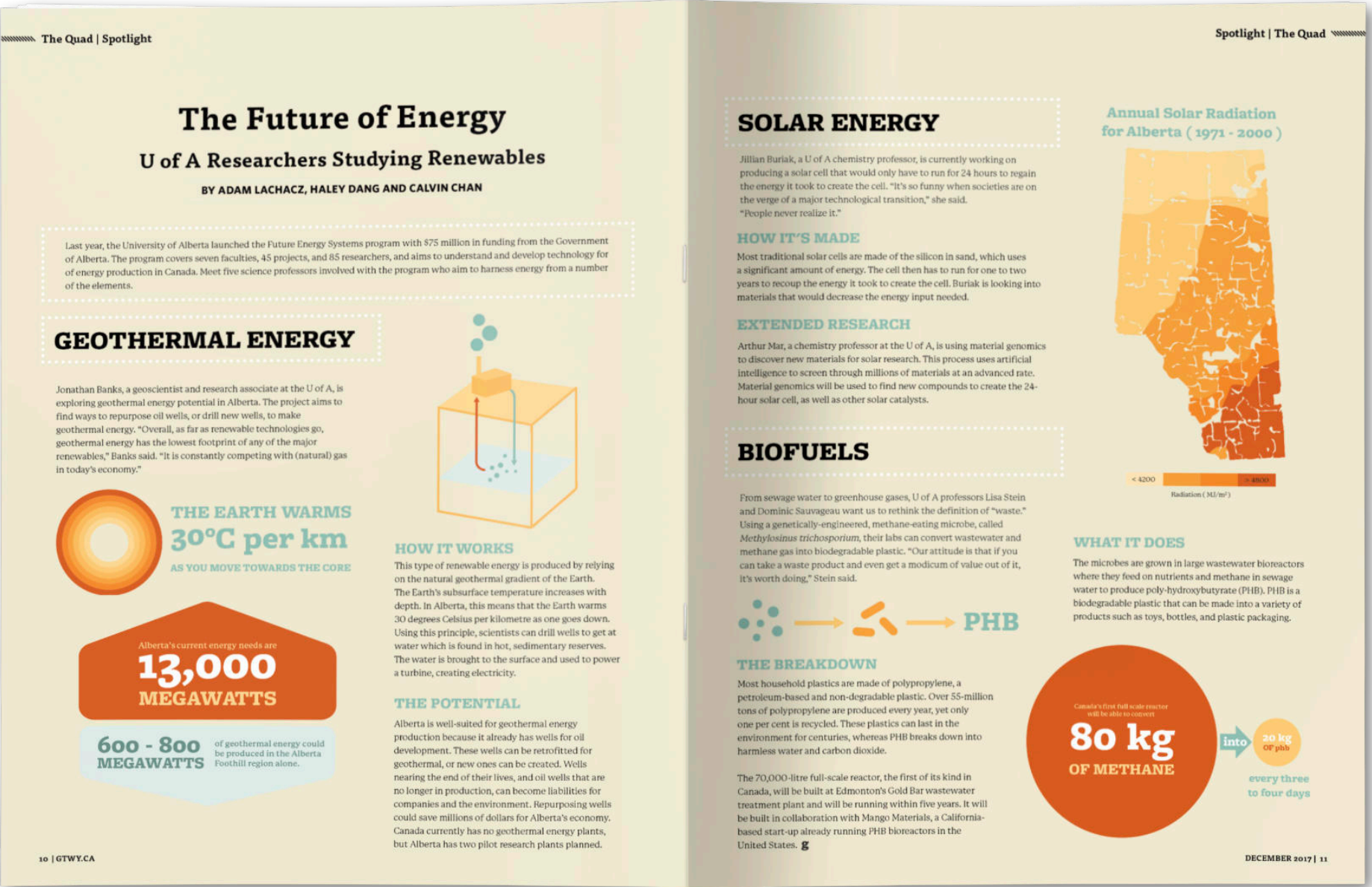
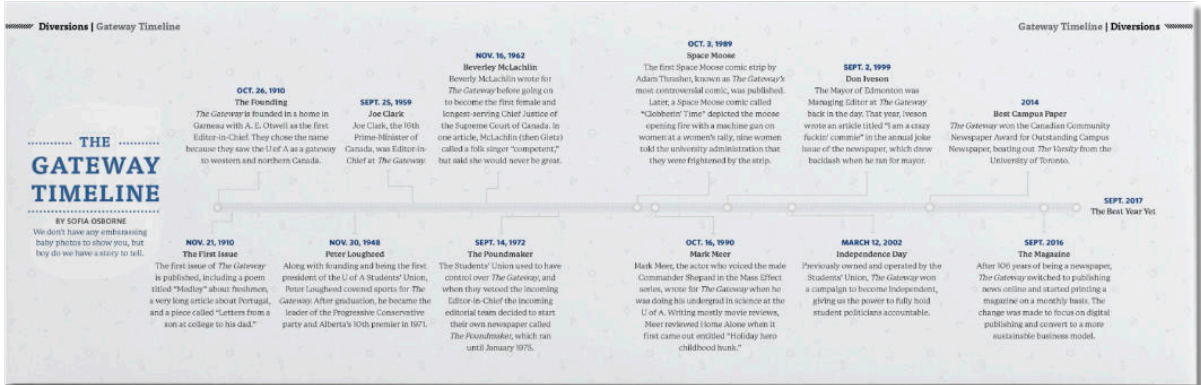
At this time in my life I was going by Alex. I now use my middle name, Rudy!

2017

THE GATEWAY

INFOGRAPHIC DESIGN

Given The Gateway was a University of Alberta based student publication I encountered my fair share of infographic necessary articles. Looking back on this article on the right, I wish that I had made the background white, to lend to better legibility.



SUBPRINT

PRICING DESIGN

Following the spirit of infographic design; though SUBprint was not a graphic design position, I was able to sneak in a couple opportunities along my way. Our price list was in dire need of a refresh and with some new stock coming in I was given the opportunity to make the change!

This was a lot of fun, there's a certain pleasure in taking a great deal of information and organizing it into a unified design.

DIGITAL PRINTING & COPYING

	BLACK & WHITE				FULL COLOUR				RICH B&W
	1+	1,000+	5,000+	10,000+	1+	1,000+	5,000+	10,000+	Grayscale on Colour Printer
8.5 x 11"	12¢	8¢	7¢	6¢	40¢	36¢	29¢	25¢	20¢
8.5 x 14"	13¢	9¢	8¢	7¢	69¢	59¢	49¢	39¢	30¢
11 x 17"	19¢	14¢	10¢	8¢	95¢	85¢	75¢	65¢	40¢
12 x 18"	29¢	25¢	22¢	19¢	\$1.05	95¢	85¢	75¢	50¢
13 x 19"	39¢	35¢	32¢	29¢	\$1.15	\$1.05	95¢	85¢	60¢

BINDING

COIL	\$4.50 - \$5.50
CERLOX	\$3.50 - \$4.50
TAPE	\$3.50 - \$4.50

Price determined by document thickness.

MYLAR COVER	50¢
CARDSTOCK BACK	40¢
CORNER STAPLE	2¢
SADDLESTITCH BOOKLET	25¢
HOLE-PUNCHING	FREE*

At the time of printing.

TRIMMING & FOLDING

SET UP FEE	\$5	* One set up fee is applied per unique trimming / folding size
TRIMMING	1¢ / cut per page	* To cut a document the file must have bleeds of at least .125 in. This means images/colour at the edges of a design must extend past cut lines.
FOLDING	1¢ / fold per page	
BOOKLET TRIMMING	2¢ / cut per page	

PAPER OPTIONS

TEXT WEIGHT (20 - 28 lb)	5¢ - 20¢
CARDSTOCK (60 - 100 lb)	10¢ - 90¢
TRANSPARENCIES	\$1.50

We offer a variety of paper options in both matte and gloss, ranging in sizes from 8.5 x 11" to 13 x 19". Samples are available at our front counter.

SCANNING

AUTO-FEEDER	\$1+ \$0.25 / add. page
OFF THE GLASS	\$2+ \$0.50 / add. page
COPYING OF THE GLASS	20¢ / page

FAXING

CANADA	\$1.50 + \$0.50 / add. page
USA	\$3.50 + \$0.50 / add. page
INT'L	\$5.50 + \$1.00 / add. page
INCOMING	\$2.50 + \$0.50 / add. page

LAMINATION

8.5 x 11"	\$1.75
11 x 17"	\$3.50

For lamination larger than 11" in width please refer to Large Format lamination pricing.

EMAIL US! subprint@su.ualberta.ca LABOUR \$30 / hour

LARGE FORMAT PRINTING

Prices calculated per linear ft rounded to the next 1/4" ft (3 in).

	24"	36"	42"	60"
MATTE BOND	\$5.00	\$7.50	\$8.75	\$12.50
SATIN PHOTO	\$7.50	\$11.25	\$13.13	\$18.75
POLY PRO	\$12.00	\$18.00	\$21.00	-
ADHESIVE	-	\$27.00	\$31.50	\$45.00
SCRIM VINYL	-	\$27.00	-	-
SATIN CLOTH	-	\$21.00	\$24.50	\$35.00
CANVAS	\$18.00	\$27.00	\$31.50	\$45.00
CLEAR FILM	-	\$27.00	-	-

GROMMETS \$1 each LAMINATION (GLOSS / MATTE) \$10 / LN. FT

PLEASE NOTE:

- Length is rounded to the next 1/4" ft (3 in)
- Your file must be proportional to the requested print size.
- Test strips are recommended for colour critical prints, at a cost of \$5/test strip.

MOUNTING

FOAMCORE	\$6 / SQ. FT
COROPLAST	\$3 / SQ. FT

TUBES

CARDBOARD	36" \$5
	42" \$6
	60" \$10
PLASTIC EXTENDABLE	30 - 50" \$20

BANNER STANDS

		DISPLAY SIZE	FILE SIZE
X-BANNER	\$149	36 x 72"	36 x 72"
SMALL ROLL-UP	\$139	24 x 57"	24 x 63"
STANDARD ROLL-UP	\$199	36 x 78"	36 x 84"
DELUXE ROLL-UP	\$239	36 x 78"	36 x 84"

Roll-Up banners require a 6" bleed at the bottom of the design to attach to the roll mechanism.

BANNER EXAMPLES

24" x 57"

ROLL-UP BANNER

\$139

24x57

SUBprint

36" x 72"

X-BANNER

\$149

36x72

SUBprint

36" x 78"

ROLL-UP BANNER

\$199

36x78

SUBprint

36" x 78"

DELUXE ROLL-UP BANNER

\$239

36x78

SUBprint

SCAN FOR PDF VERSION

PLEASE NOTE:

Prices listed do not include GST.

2021 - 2025

ROBOTSWEATER

STATIONERY DESIGN

NAME:
PRONOUNS:

CLASS & LVL:
GENDER:

BG:
RACE:

ALIGNMENT:
XP:

STRENGTH

DEXTERITY

CONSTITUTION

INTELLIGENCE

WISDOM

CHARISMA

MAX HP

INITIATIVE

DEFENSES / RESISTANCES

CURRENT

PROFICIENCY

BONUS

HIT DICE

DEATH SAVES

SUCCESS

FAIL

SPEED

INSPIRATION

PASSIVE

PERCEPTION

SAVING THROWS

STR

DEX

CON

INT

WIS

CHA

SKILLS

DEX ACROBATICS

WIS ANIMAL HANDLING

INT ARCANA

STR ATHLETICS

CHA DECEPTION

INT HISTORY

WIS INSIGHT

CHA INTIMIDATION

INT INVESTIGATION

WIS MEDICINE

INT NATURE

WIS PERCEPTION

CHA PERFORMANCE

CHA PERSUASION

INT RELIGION

DEX SLEIGHT OF HAND

DEX STEALTH

WIS SURVIVAL

PROFICIENCIES

ARMOUR

TOOLS

WEAPONS

LANGUAGES

WEAPON ATTACKS & CANTRIPS

NAME

HIT

DAMAGE / TYPE

NOTES

NAME

HIT

DAMAGE / TYPE

NOTES

NAME

HIT

DAMAGE / TYPE

NOTES

NAME

HIT

DAMAGE / TYPE

NOTES

NAME

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DAMAGE / TYPE

NOTES

NAME

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DAMAGE / TYPE

NOTES

NAME

HIT

DAMAGE / TYPE

NOTES

NAME

HIT

DAMAGE / TYPE

NOTES

PASSIVE

WISDOM - PERCEPTION

WISDOM - INSIGHT

INTELLIGENCE - INVESTIGATION

SENSES

ACTIONS

REACTIONS

BONUS ACTIONS

Robotsweater is my passion project, the business I began to express my creativity outside of the print shop! Working in print for so long has instilled an immense passion for anything and everything to do with stationery. This design is a fusion of my hobby playing DND with friends and the desire to make a more compact notebook version of the character sheet used in the game.

Every detail in this design was initially laid out in inDesign before I took to Procreate to draw and write the text by hand. I was determined to create an authentic hand made feel.

SPELLCASTING CLASS

MODIFIER

SPELL ATTACK

SAVE DC

SPELLS

SPELL NAME

CONCENTRATION

RETURN

LAST TIME

RANGE

DURATION

PAGE #

NOTES

AT HIGHER LEVEL

SPELL NAME

CONCENTRATION

RETURN

LAST TIME

RANGE

DURATION

PAGE #

NOTES

AT HIGHER LEVEL

SPELL NAME

CONCENTRATION

RETURN

LAST TIME

RANGE

DURATION

PAGE #

NOTES

AT HIGHER LEVEL

SPELL NAME

CONCENTRATION

RETURN

LAST TIME

RANGE

DURATION

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AT HIGHER LEVEL

SPELL NAME

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DURATION

PAGE #

NOTES

AT HIGHER LEVEL

SPELL NAME

CONCENTRATION

RETURN

LAST TIME

RANGE

DURATION

PAGE #

NOTES

AT HIGHER LEVEL

SPELL NAME

CONCENTRATION

RETURN

LAST TIME

RANGE

DURATION

PAGE #

NOTES

AT HIGHER LEVEL

COPPER

SILVER (10 CP)

ELECTRUM (15 SP)

GOLD (20 GP)

PLATINUM (100 GP)

WEIGHT CARRIED

ENCUMBERED

PUSH/PASS/LIFT

EQUIPMENT

NAME

QTY

WEIGHT

DESCRIPTION

CHARACTER INFORMATION

NAME

AGE

RACE

GENDER

PROMOUNS

ALIGNMENT

SIZE

HEIGHT

CHARACTER PERSONALITY

INVESTIGATIVE

REALISTIC

SOCIAL

CONVENTIONAL

ARTISTIC

CONFIDENT

TRAITS

FLAWS

MOTIVATION

BACKSTORY & NOTES

2021 - 2025

ROBOTSWEATER

ILLUSTRATION

I have been drawing since I could hold a pen, but I think that my work really started to come alive when I started studying animation. Learning about the power of simplicity and a fluidness of form helped me with creating altogether more appealing illustrations.

Though the animation industry isn't where I want to be, I'm happy to have had the experience of learning these skills to help boost my illustration and graphic design work

Pictured: A series of holiday cards from my last Christmas market, followed by my sticker collection. I just love little creatures..



RUDY PATTERSON

2026

rudy@robotsweater.ca • 780-278-5300

Thank you so much for taking the time to review my portfolio!