MAY 2026
ELIJAH CANALES

CREATIVE PORTFOLIO



I believe great design is more than aesthetics—it is about creating meaningful connections. Through a blend of design, photography, and storytelling, I strive to craft work that is impactful, memorable, and rooted in purpose.

Every brand has a story worth telling. My goal is to transform ideas into visual experiences that inspire, engage, and leave a lasting impression. This portfolio represents my journey as a designer, photographer, and creative strategist.

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THANK YOU



Hi, I’m Elijah Canales.

I’m a graphic designer, photographer, and social media strategist helping brands tell their stories through thoughtful design, compelling content, and intentional marketing. As the founder of Canales Creative Agency, I partner with businesses to create authentic connections with their audiences through branding, photography, content creation, and social media management.

With experience working alongside hospitality brands, wineries, restaurants, and growing businesses throughout Sonoma County, I combine creativity with strategy to produce work that not only looks great but delivers measurable results. My goal is simple: help brands stand out, build trust, and grow their influence in meaningful ways.

ELIJAH CANALES

EDUCATION

Salt Lake Community College (2019–2020)

Attended Salt Lake Community College, where I built a strong academic foundation and developed the discipline, communication, and problem-solving skills that prepared me for a career in design.

Academy of Art University (2024–2025)

Pursued an Associate Degree in Graphic Design, focusing on branding, visual communication, and strategic design while simultaneously building real-world experience through client work and entrepreneurship.

PHOTOGRAPHY

With 10 years of photography experience, I specialize in creating imagery that tells a story and captures the essence of a brand. From restaurants and wineries to events and lifestyle content, I focus on producing authentic, high-quality visuals that connect with audiences and elevate a brand’s presence across digital platforms.

CREATIVE PROBLEM SOLVING

I thrive on turning challenges into opportunities through a combination of creativity and strategic thinking. Whether developing a brand identity, building a social media campaign, or finding new ways to engage an audience, I approach every project with a solutions-focused mindset that balances aesthetics, functionality, and measurable results.

PERSONAL SKILLS

WORK EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

CANALES CREATIVE AGENCY

2023-PRESENT

Founded and operate a creative agency specializing in social media management, photography, content creation, branding, and digital marketing for hospitality and lifestyle brands.

HOSPITALITY PROFESSIONAL

2015-2024

Delivered exceptional guest experiences in fast-paced hospitality environments while developing strong communication, teamwork, and customer service skills.

PHOTOGRAPHER & VISUAL CONTENT CREATOR

2016-PRESENT

10 years of experience creating professional photography and visual content that elevates brands and enhances audience engagement.

PROJECT PORTFOLIO

SAAB REDESIGN











FIRST PROJECT

Developed a complete rebrand for Saab, including a redesigned logo, typography system, color palette, brand guidelines, and marketing applications. The project focused on modernizing the brand while honoring its Scandinavian roots and reputation for innovation.



DIASPORA SPICE DESIGN



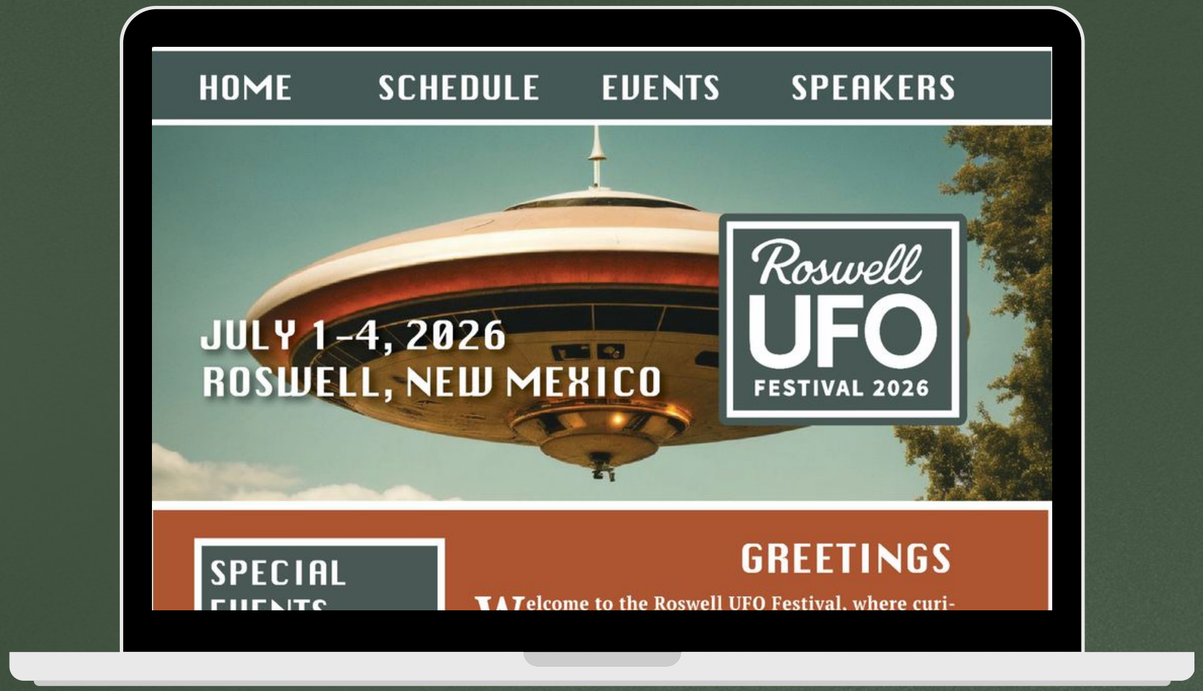


SECOND PROJECT

Created a refreshed brand identity for Diaspora Co., including logo design, audience profiling, packaging concepts, and brand positioning. The redesign celebrates cultural heritage and transparency through a vibrant, modern visual system inspired by the stories behind every spice.

CONVENTION BRANDING





BEST PROJECT

Created a comprehensive event branding system for the Roswell UFO Festival, including logo design, promotional materials, merchandise, website concepts, and social media assets. The project focused on capturing the wonder, curiosity, and excitement surrounding UFO culture through a cohesive visual identity.

PHOTOGRAPHY













Kathleen
&
Andy








2023
A. RAFANELLI
MERLOT
DRY CREEK VALLEY
SONOMA COUNTY
2023
A. RAFANELLI
ESTATE BLEND
DRY CREEK VALLEY
RED WINE
SONOMA COUNTY
A. RAFANELLI
Terrace Select
2023
DRY CREEK VALLEY
CABERNET SAUVIGNON
2023
A. RAFANELLI
CABERNET SAUVIGNON
DRY CREEK VALLEY
SONOMA COUNTY
2024
A. RAFANELLI
ZINFANDEL
DRY CREEK VALLEY
SONOMA COUNTY


VINT. 2024
ORSI
FAMILY
A ogni uccello il suo nido è bello
CERASUOLO
DRY CREEK VALLEY
SONOMA COUNTY
13.8% ALC. BY VOL.



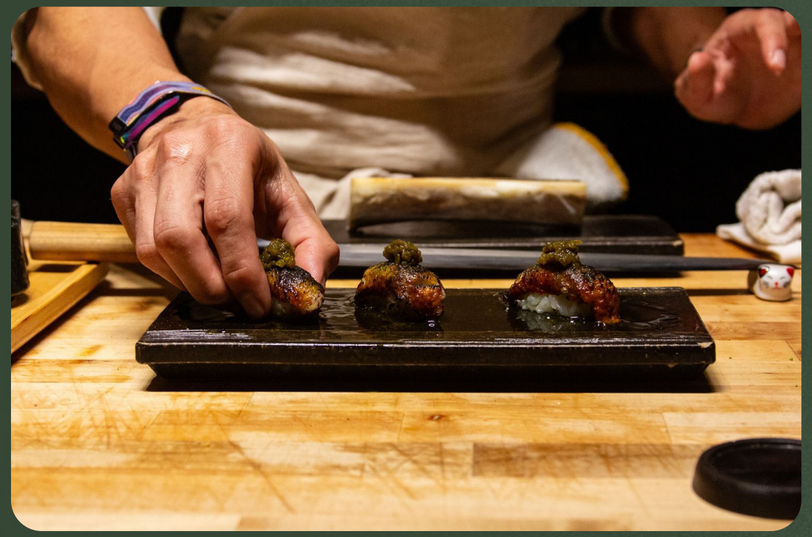



ORSI
FAMILY
2024
CERASUOLO
DRY CREEK VALLEY
SONOMA COUNTY
ORSI
FAMILY
OLELLA D'ISCHIA
FILOMENA'S BLOCK
SONOMA COUNTY
ORSI
FAMILY
VINT.
BIANCOLELLA
FILOMENA'S BLOCK
HEALDSBURG


ELIJAH



















CONTACT ME

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THANK YOU

Thank you for taking the time to explore my portfolio. Each project showcased here reflects my passion for thoughtful design, visual storytelling, and creating meaningful experiences. I am always looking for new opportunities to collaborate, create, and help brands connect with their audiences in impactful ways. I look forward to what we can build together.