2012

Graduated from high school, and off to international design college

Turning Point: I chose my study direction after I graduated from high school in Shanghai. The college I went is an international design college of Singapore (Shanghai campus). It embraces western education system and english teaching methods. The challenge for me is how to adapt to new studying environent with culture difference.Push myself to the boundary and out of my comfort zone, I learnt how to present my ideas and develope my concepts with creative thinking.

ZAHA HADID brochure deisgn

Create interaction through publication design

2013

Internship: First Internship at a design studio, based in Shanghai

My first internship left me a good impression on creative industry in Shanghai, the small scale studio environment taught me how to work closely with creative director and media designer. I observed the work flow in the studio and quite like the projects they were doing.

It was also my first time to get to know interactive design and installation design.

Manifesto publication

E-nut / packaging design

Kikkoman Rebranding

First touch on interactive & user centred design and interface design

2014

Transfer to Raffles Sdyney campus from Shanghai

First time to live abroad and the challenge is how to adapt to new culture.

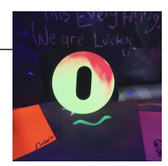
Internship: Second internship at company marketing team, based in Sydney

Working with marketing team as in-house design intern. The challenge is how to communicate with marketing director and sales team. There's a limitation to be free to be creative. But, instead, our company will have some social media and marketing campagin to work on. We will design a series prints to support the lauching or campagin. I learnt some experience for social media campagin and the work flow in corporation side.

Personal Identity desi and portfolio design

Sarment, wine label design

The challenge is to test material with printing technology(uv)



100 day project of Typeface Q

2015

Transfer to local design college at Billy Blue

The courses at Billy Blue are more industry-driven and more experimental focus. The challenge is how to work in team project. To learn to find your role in the team and work efficiently is a challenge.

User centred design

2016

Moved from Sydney to Melbourne, started a new advanture

Everyone said Melbourne is a city of art and culture, of course, and best coffee in the world. It attracts me to try a different city to live with. RMIT's designy buildings and industry reputation kept me to spend next two years to study with.

Hello Greenie Social Enterprise Strategy and identity design

The challenge is how think more towards strategy and business model

Benalla art gallery identity design

CAP Identity design

The challenge is how to create an expandable identity system for a brand.

Lentil As Everthing Design Proposal & Social Media campaign strategy

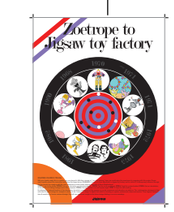
Literature Lane Event strategy & Idenity design

2017

Program Records Brand Identity

My first independent identity project with RMIT Design Studio class go live!

The challenge is how to communicate with clients in this real brief project. And how to strategically present your creative idea to cilents in their language is what i have learnt in this project.



Jigsaw Factory Reseach Poster

Metaphorical Nature

The forgotten script

JSVC Identity design

This project allowed me to experiment the gif animation in identity applications.

SAC Infergraphics

First touch on Infographics

Internship: Third internship as infographic design intern at City of Melbourne

The infergraphics project last for 3 months. My client is Community Branch, CoM. Through this client-driven project, I learnt how to collect data, articulate fact sheets, arrange interviews with team leaders across the branch and present to the managers in weekly checked-in meeting. The challenge is how to be creative within a restricted brand guide in such big corporation as City of Melbourne. Good thing is that, I finally managed to persude the brand manager to allow me to design a series icon applications because the existed icons are not relevent to the contents. So, I feel although there's some limitation for a designer work with big corporate, we can think of strategic way around to propose our ideas.

Cherry Qi Design Reflection Map 2012-2017 cherryqi.com