



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 to 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 environment with culture difference. Push myself to the boundary and out of my comfort zone. I learnt how to present my ideas and develop my concepts with creative thinking.



Transfer to Raffles Sydney campus from Shanghai

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



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.



Moved from Sydney to Melbourne, started a new adventure

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 design buildings and industry reputation kept me to spend next two years to study with.

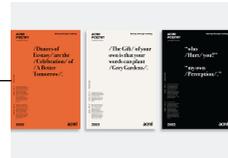


Metaphorical Nature



The forgotten script

ACMI Data Visualization/ Seeing through reading—ACMI Poetry



2012

2013

2014

2015

2016

2017

2018



ZAHA HADID brochure design

Create interaction through publication design

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

My first internship led 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



Enut /packaging design



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 campaign to work on. We will design a series prints to support the launching or campaign. I learnt some experiences for social media campaign and the work flow in corporation side.



Personal identity design and portfolio design



User centred design



Hello Greenie Social Enterprise Strategy and Identity design

The challenge is how think more towards strategy and business model

BENALLA

Benalla art gallery identity design



CAP Identity design

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



Literature Lane Event strategy & Identity design



Lentil As Everthing Design Proposal & Social Media campaign strategy

PROGRAM RECORDS

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 ideas to clients in their languages is what I have learnt in this project.



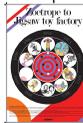
JSVC Identity design

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



Third internship as infographic design interns at City of Melbourne

The infographics project last for 3 months. My client is Community Branch, CoM. Through this client-driven project, I learn how to collect data, articulate fact sheets, arrange interviews with team leaders across the branch and present to the managers in weekly check-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 persuade the brand manager to allow me to design a series icon applications because the existed icons are not relevant 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.



Jigsaw Factory Reseach Poster



SAC Infographics

First touch on Infographics



Casual Designer

Working inhouse on two major projects in ITS Cybersecurity team at RMIT University— Cybersecurity Awareness Campaign (brochure, posters and screen savers) & CISO Annual Report 2017.

The challenge is to work on projects that are in new areas which needs more time to conduct deep research and interview within the team. Also, this project requires professional time/project management and presentation skills to be able to present works to the stakeholders. It effectively trained myself to be more confident and professional during this three full-time placement.



Cybersecurity Campaign, booklet

CISO Annual Report 2017



Kikkoman Rebranding

First touch on interactive & user centred design and interface design.



Sarment, wine label design

challenge is to test material with printing technology(tv)