

# JAMIE YOO PORTFOLIO

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J A M I E Y O O K R @ G M A I L . C O M

ADOBE  
CREATIVE  
SUIT

2013-2020  
BEST  
SELECTED

BACHELOR,  
INDUSTRIAL  
DESIGN

UI/UX  
SPECIALIST  
CERTIFICATED



**ALL PACKAGE DESIGN - WU TANG CLAN VODKA & PREMIUM LIQUOR**

COLLABORTION WITH THE HIPHOP BAND 'WU TANG CLAN' FROM LIVE NATION USA  
DESIGNED LABEL, OUTER BOX, 4PACK AND ALUMINUM CAPSULE.





ADVERTISEMENT  
- WTC VODKA LAUNCHING PARTY  
PRINTED FLYERS AND SNS POSTS

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**BRANDING LOGO - EVENT HORIZON MARKETING / DRINK MENU - GLADES BAR REDFERN**  
 BRAND LOGO, CONCEPTS AND MONTHLY UPDATING MENU



POSTERS - URBAN SESSIONS EVENT

POLE POSTERS





## SINGLE PAGE WEBSITES

RESPONSIBLE DESIGN AND LAYOUT

1 LITRE VODKA 'STARVINSKI'

AWARD WINNING VODKA 'M VODKA'

SINGLE ORIGINS VODKA 'BALABUSHKA RED' IN NEW ZEALAND

YOUR CHANCE  
**TO WIN**  
**\$10,000**



JOHNNIE WALKER  
THE GLENLIVET  
Canadian Club  
SOUTHERN COMFORT

**SPEND \$59**  
OR MORE  
ON ANY WHISKY TO ENTER

Lagardère

YOUR CHANCE  
**TO WIN**  
**\$10,000**

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SAMPLE  
1

CLASSIC VINES  
LAGER 330ML  
CAN  
(COBALT BLUE)

MOCKUP

SAMPLE  
2

CLASSIC VINES  
LAGER 330ML  
CAN  
(COBALT BLUE)

MOCKUP

DETAILS

VINE TREE

TOPOGRAPHIC MAP

MAY NEED NEW ADDRESS

BARCODE WILL BE UPDATED

DETAILS

VINE TREE

TOPOGRAPHIC MAP





VARIOUS POSTERS - DIVAS BEVERAGES, EVENT HORIZON  
AFRAME, BOX HEADERS, FLYERS FOR SPECIAL EVENTS, SEASONAL PROMOTIONAL FLYERS





BAR PRPOMOTIONAL POSTERS - HUSTLE & FLOW BAR IN REDFERN

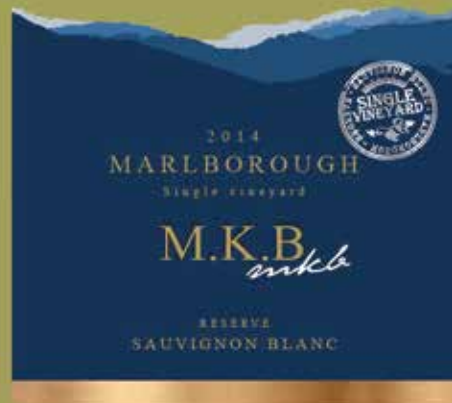
HIPHOP BAR 'HUSTLE & FLOW' PROMOTIONAL POSTERS  
 X BANNER FOR SPECIAL PROMOTON - EVENT VENUE





## DESIGN VARIATION - DIVAS CASK WINE

CASK WINE OUTER BOX DESIGN,  
2 LITRES DIVAS VKAT VODKA, 4 LITRES WHITE & RED CASK WINE,  
PREMIX COCKTAIL CASKS.



## DESIGN VARIATION - VINTAGE WINE LABELS

WINE LABEL DESIGN - VINTAGE SAUVIGNON BLANC  
NEEDED TO CONSIDER PRINTING EFFECTS AND COSTS





G WATER

SAMPLE 1



G WATER

SAMPLE 2



G WATER

SAMPLE 3



## GLASS WATER BOTTLE - G WATER

WATER BOTTLE LABEL -  
'ACTUAL GRAPE IMAGES WITH WATER SPLASH'



## MODERN CONCEPT OF WINE LABELS - PARPTY 03 AU CHARDONNAY

2 COLOURS, NO EFFECT  
MODERN DESIGN FOR YOUNG CUSTOMERS  
WHO AFFORD COMPETITIVE COST





## WHISKY & GIN LABEL - HAROLD HOLT GIN NZ

DESIGN CONCEPT TRADITIONAL,  
LESS PRINTING EFFECT  
FOR COST EFFECTIVE



## GIN LABEL - GOLDEN KOWHAI NZ

FINAL DESIGN AND PRINTING DIE LINE FOR SEVERAL EFFECTS  
GIN LABEL DESIGN - NZ TRADITIONAL GIN CONCEPT  
WITH EMBOSS, YELLOW SPOT UV, SILVER FOIL

