

Luyue Yin

GRAPHIC DESIGNER

Braddon, ACT 2612 (willing to relocate)

0413 696 114

yinluyue@gmail.com

www.yinluyue.com



PROFESSIONAL SUMMARY

I am a creative and detail-oriented professional who has more than three years of industry experience in visual design and brand design. With strong collaboration skills, I am able to guide internal and external clients and stakeholders through the end-to-end process of graphic design, translating their briefs into compelling visual elements that are on-brand, aligned with strict brand guidelines and appropriate for various audiences, for print and web delivery.

EDUCATION

MASTER OF DESIGN

THE UNIVERSITY OF NEW SOUTH WALES
Feb. 2017 – Jan. 2019

BACHELOR OF VISUAL COMMUNICATION DESIGN

SICHUAN FINE ARTS INSTITUTE OF CHINA
Sep. 2012 – Jun. 2016

SKILLS

Visual communication
Brand Design
Illustration | Motion Graphics
Typesetting Design
Photography | Wireframes
User Interface Design

TOOLS

Photoshop | Illustrator
InDesign | Lightroom
Adobe XD | Adobe Muse
Premiere Pro | After Effects
MS Office Suite | Webflow

PROJECTS

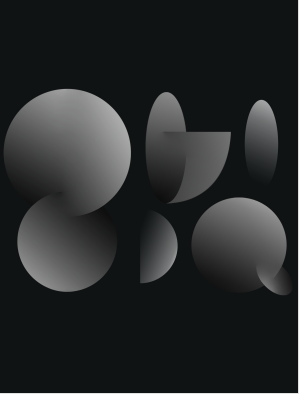
GRAPHIC DESIGNER (FREELANCE)

SANPOMEN, A JAPANESE RAMEN

Mar. 2020 – Aug. 2020

Sydney, NSW

- Illustrated new concepts by developing layouts of art and copy for a range of brand identity elements to include logo, business cards, brochures and posters.
- Carefully considered composition and elements, such as font sizes/styles, spacing, colour combination and image size, for various digital marketing collaterals used for ads, websites and social media platforms.
- Assist with the creation of website graphics and user interface (UI) mock-ups to present a realistic model of the webpage.
- Communicated with the client to discuss the design brief, clarify overall project objectives, and provide sound advice on design styles and formats aligned with the client's needs.



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EXPERIENCE

GRAPHIC DESIGNER

Nov. 2020 – Feb. 2022

VISION PROPERTY INVESTMENT GROUP

Canberra, ACT

- Maintain the company's brand aesthetics by providing design and artwork services for branding, advertisements, social media, and events and marketing materials.
- Develop company imageries in compliance with the established design and corporate brand standards, including colour, typography and composition.
- Involve in the company's visual identity and redesign program, including participating in strategic and conceptual brainstorming sessions.
- Demonstrate strong attention to detail and the ability to prioritise within multi-project, cross-functional environments.

GRAPHIC DESIGNER

Apr. 2019 – Oct. 2020

AUSUCCESS MIGRATION AND EDUCATION

Sydney, NSW

- Worked closely with the Marketing Director and content editor on design projects, from planning through production, ensuring all design concepts were explored and projects were progressing as per set deadline, scope and budget.
- Developed marketing collateral and other print output, such as posters, brochures, flyers and banners.
- Designed a wide range of print and digital collateral for different internal stakeholders, such as Recruitment, High School and College Tutoring, English Test Training and Immigration Consulting.
- Created layout and templates for tutoring books across different subjects, including associated promotional materials.
- Conceptualised imagery concepts and oversaw the production of digital collateral for website and social media accounts.

GRAPHIC DESIGNER (CASUAL)

Jan. 2019 – Mar. 2019

ROMECITI CAPITAL INVESTMENT GROUP

Sydney, NSW

- Assisted Senior Designers in designing engaging content and graphic communications for digital advertisement and social media platforms.
- Set up and edited files for high-quality printing, posters, flyers, brochures, advertising walls, signage and light board.

GRAPHIC DESIGNER (INTERNSHIP)

Mar. 2018 – Jun 2018

CHINESE NEWSPAPER GROUP

Sydney, NSW