

As of NOVEMBER 29TH 2025 this PORTFOLIO
represents the work of ETHAN YU.

Work for New Head FGC

New Head FGC was an FGC organization that ran tournaments for many games, including Guilty Gear Strive, Street Fighter 6, and Tekken 8. Their Twitter account boasts 1800+ followers, and the brackets they ran often reached over 100 entrants, making them the one of the largest regularly running online Guilty Gear Strive brackets at their peak. I first started doing work for New Head before they were even a proper organization, working on Top 8's before being comissioned to redesign their logo and brand image.



The very first appearance of the New Head “GG” insignia and “NH” logo.

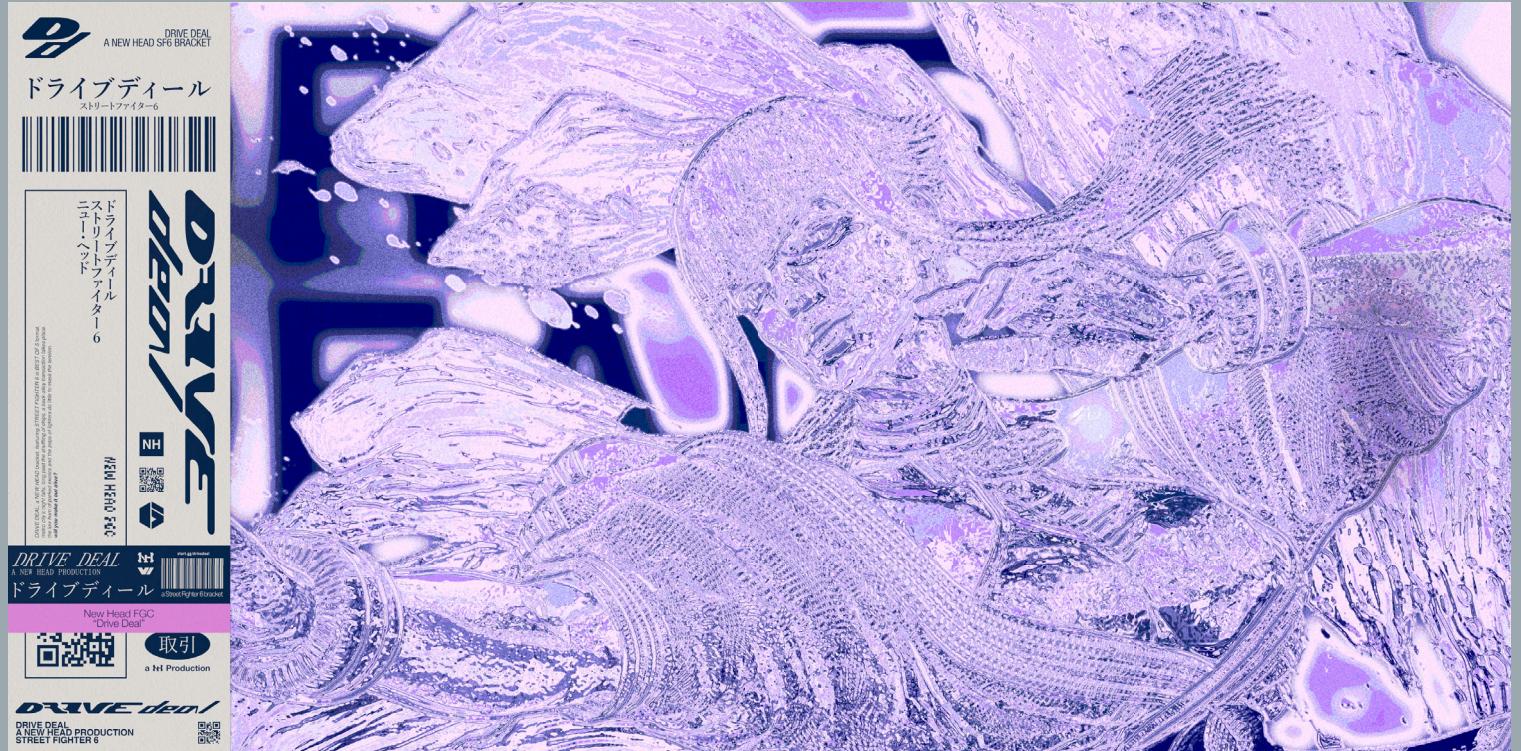


The flexibility of the New Head design aesthetic, featuring modified numbers to mesh with the “GG” insignia

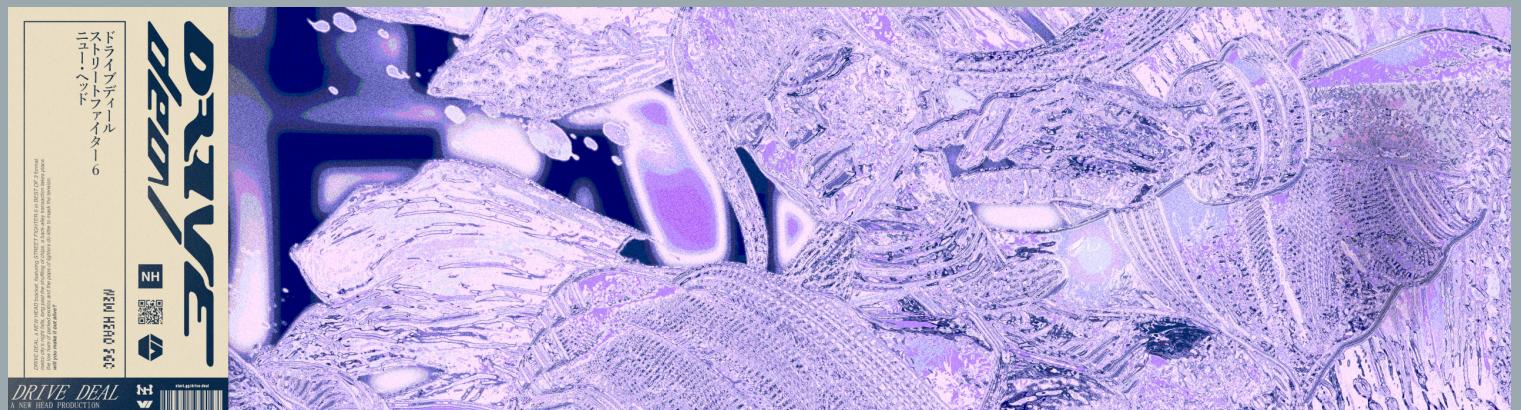


Gorilla Gambit 4's Top 8 done by me

Drive Deal was the first concept for a New Head-run Street Fighter 6 tournament, with the aesthetics inspired by old Japanese vinyl. The logo typography was custom done by me, drawn to reflect the styles at play with the name of the bracket.



This graphic is designed in such a way that, when cropped for a different screen size, the side bar would stay coherent.



Work for Beginner Beatdown

Beginner Beatdown was a small weekly beginner tournament series for Guilty Gear Strive, which I was a major part of and ran most of the tournaments for. Over three years, we've run over 80 tournaments, cultivating an active community of 750 members on Discord. All of the branding was done by me, the streams were all run by me, letting me learn the ins-and-outs of working with OBS and stream-based graphics.



Beginner Beatdown main graphic style. This was made to be beginner friendly, which is what inspired the choice of font and color.

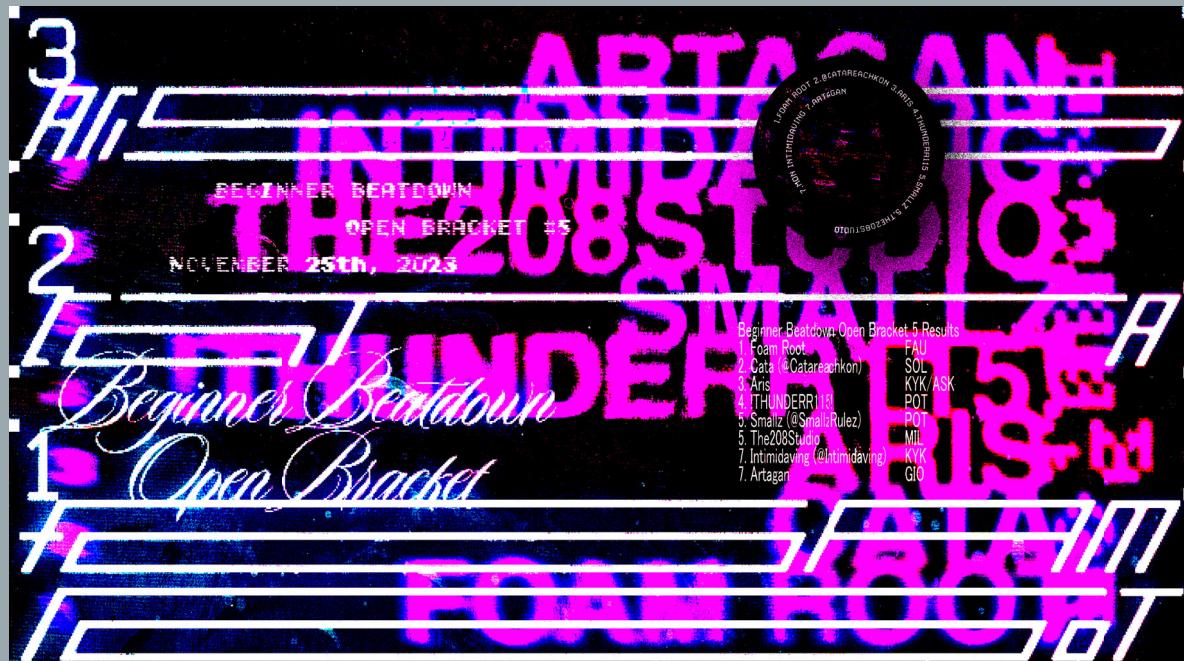


This is work for Beginner Beatdown's open bracket series. I wanted to push a more "edgy" design style, as I had more creative control. I used the stars central to the Beginner Beatdown style, and pushed them to their limits, making a more maximalist style.





For the top 8's I made a custom design for each monthly Open bracket we ran. The design was an extension of the styles I made for the open bracket graphics, further letting me express different stylistic choices.



Work for Safejump Saturdays

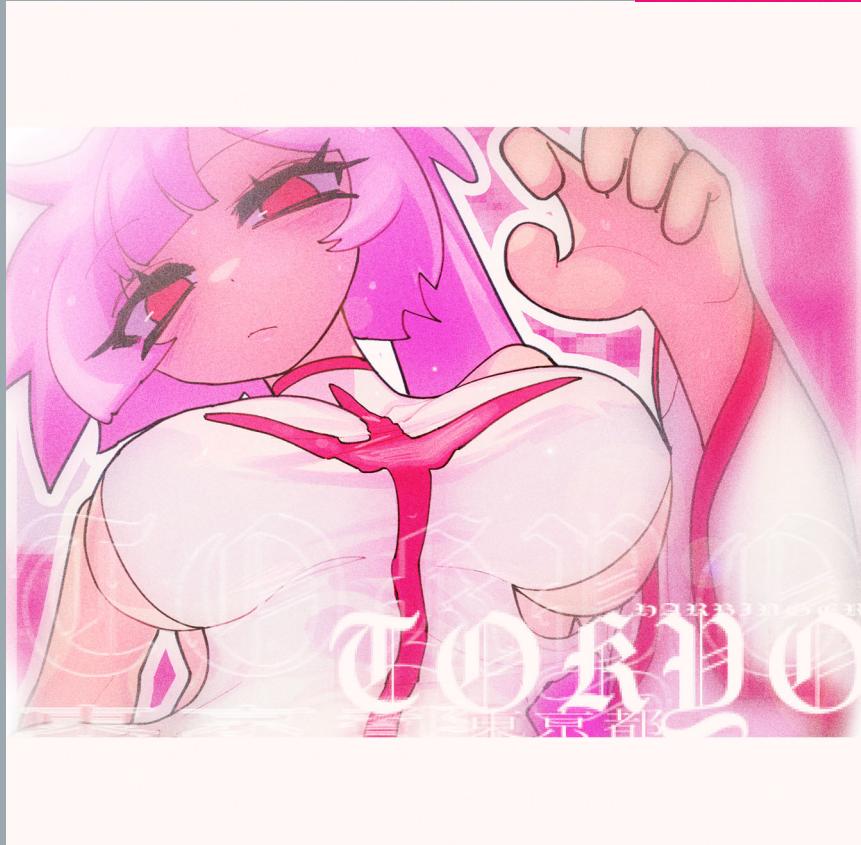
Safejumps was another small FGC organization and bracket series which I was a fan of for a bit due to their brand style and name. I started to do work for them, inspired heavily by work of The Designers Republic, such as Wipeout.



Work for vai5000

Work for the Vocaloid artist vai5000. One of my close friends, I met vai working on the FORM zine with elysian (@_turingmachines), and I've been doing miscellaneous designs for her ever since.

Cover art for the track “KPOP”, covering Eric Reprid. This track has 248,000 streams at the time of writing. Art by gerigimi18.

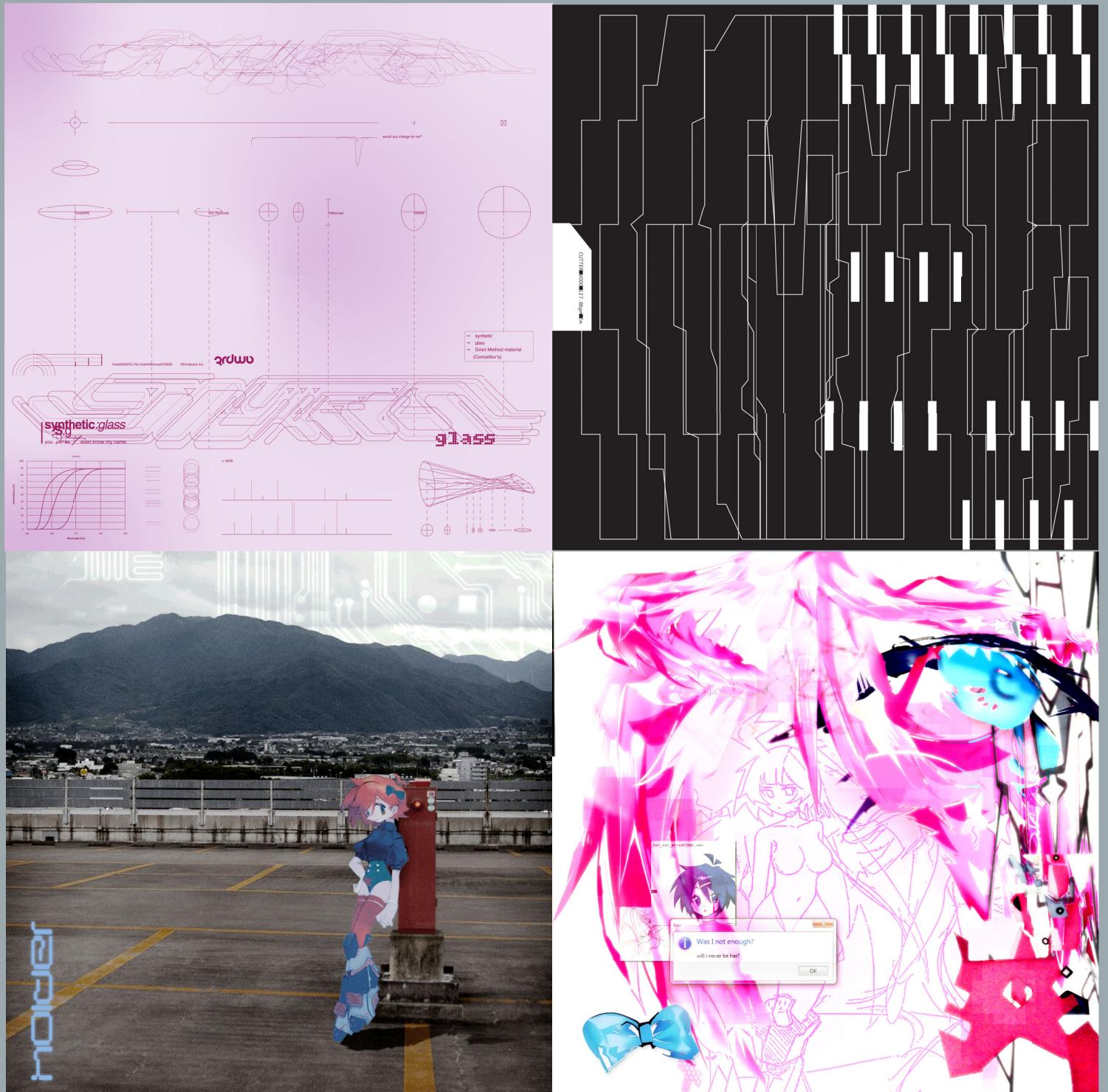


Cover art for the track “TOKYO” off vai’s EP HARBINGER. Art by 三造.

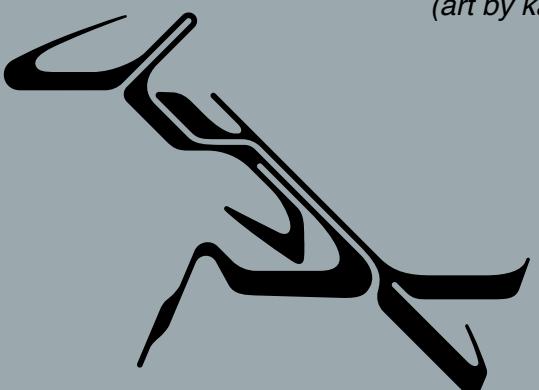
Cover art for the track “handle”.



Cover art for the track “ringtone” off of the mixtape “extrasensory”. Heavily inspired by old Japanese visual novels. Art by @mutuki_uma, processing, art direction, and design by me.



Miscellaneous arts for “synthetic:glass” ft. DJ Re:Code, “cutter”, “holder” ft. wubz (art by kagitasuimen, design and photography by me), and “her” ft. arisu.



Logo for “cryomodule”, a clothing brand we were working on.



Renders for the CD of “there is a you that remains”, an album by vai5000. I’ve done Iryic videos for her too, linked here:

echoes: <https://youtu.be/fLxMaR13RPg>

hollow: <https://youtu.be/ltoL0Fynplg>

Participants of the *BD Megason* use the provided bpm² and key³ to write a 20 bar track that will be combined with all other tracks to create a *Megason*

May 31st 2024

4

May 24th 2024

to be
The *BD Megason*
in the key of

Megason / First Edition

be
is an event run from
D Major

determined
to be determined
May 24th 2024 to May 31st 2024
and with a bpm of
140
to be determined



140 BPM

D Major

May 24th - May 31st 2024

