



Jo Wong

CREATIVE PRACTITIONER | VISUAL ARTIST | GRAPHIC DESIGNER

Digital Portfolio

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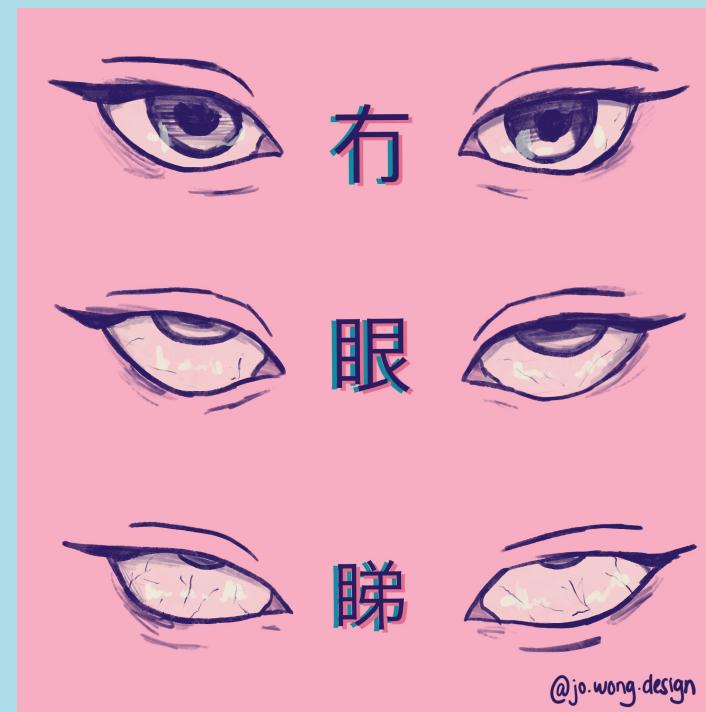
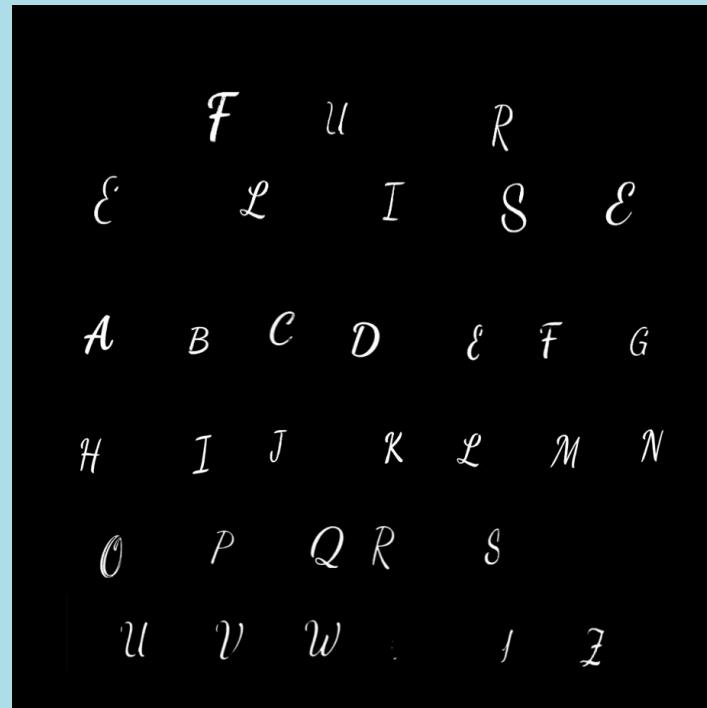
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Hand Lettering

Typography • Procreate

My inspiration comes from the songs - the quotes, how it's expressed through sounds, and how it impacts me. It makes me feel closer to the artists. One of my most sentimental one so far is the piece on the top left. It comes from a song called Naive by Petrol Girls. It's about how people will plant seeds of doubt in things that you are passion about. They make you feel you should be nihilistic - that the world is bleak and you are naive for believing that life could be better. I was reading over the lyrics, and it clicked. Even "in the darkness, we see constellations", there are things beyond our comprehension. In the darkest of times, there is unimaginable hope we have yet to discover. In January 2020, I had the lead singer look me in the eyes as she sang the lyrics. It reminded me that perseverance to find hope is the thing that should unite us all.



Little Bean Homemade

Procreate • Pages • Branding

Little Bean Homemade is a small business based in Nottingham that hand makes eco-friendly products. My client asked to make a business card and some tags for products; baby wipes, reusable kitchen roll, cotton pads, biodegradable sponges.

Part of her brand is centred around beans and pea sprouts, inline with the logo she provided for me to use. She also gave me a document with all her ideas and what she wanted. I, in turn collated it into a Pinterest board and asked her what stood out to her. Based on her feedback, she wanted something that felt organic and plentiful.

I decided to use water colour brushes, as they wouldn't detract from the logo as much as bold lines would. I also have some water colour brushes on Procreate that were multi-coloured. I felt like it gave an extra dimension to the colour scheme.

One of the biggest hurdles to overcome was that this was my first big project without the Adobe Suite. I had to utilise what I already had, which was primarily Procreate and Pages.

Overall, this project was brilliant. My client was very happy with the final product and it went well as we had good communication with each other.



Man's Garden

InDesign • Procreate • Marketing

This menu design was for a local Chinese Takeaway. The illustration was made on ProCreate, and was assembled using InDesign.

Prior to my involvement, the takeaway was going to choose a new menu design out of a catalogue. I found the contemporary menu design garish and overcrowded - there were a lot of stock images piled on top of each other with fonts that didn't pair well together. Something I had always admired growing up were the menu Chinese TA menus from the 80's and 90's. These menus were more simple with detailed iconography at the front, along with clean text and a simple layout. I wanted my design to call back to a simpler time. I wanted to subvert the maximalist trend, and reflect the 'old school' way of running a business.

The mascot is a lucky cat with a bib with the name of the Chinese Takeaway on it. It is a tiger, as the boss has a Tiger zodiac sign. The next iteration of the menu would have been a rabbit and pig, to represent the other people in his family.



Entropy Soaps

Photoshop • InDesign • Branding

This is my Masters project, it is an artisanal soap brand that was meant to challenge gender norms and teach people about the fluidity of gender expression. It is a strange crossroad of ideas, as it was a strange time of my life. I wanted to do everything - learn more about gender, soap making, while still maintaining my design skills.

The idea didn't fully come together until a printer mishap. My printer ran out of black ink, but could still print in colour. It left the craziest array of colours. It's amazing the seemingly unending amount of colours of of CYMK, which laid the groundwork of the branding and philosophy. We exist in chaos and there's something so touchably cool about it.

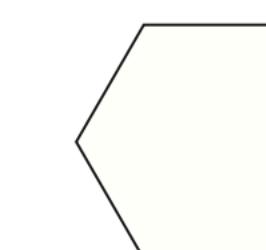
Entropy is nature in its purest form - never ending chaotic energy. It's how the universe even exists now. The process of soap making is pretty similar, it's all about balancing oils with alkaline. During my time soap making, no two bars turned out the same. In the same way that people aren't all the same. I wanted people to reevaluate and appreciate the chaos in their lives.



Logo variations

Entropy CRUELTY FREE SCULLERY SOAPS

Colour Palette



Fonts

Futura Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrsuvwxyz

Futura PT Medium
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrsuvwxyz

Futura Medium Condensed
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrsuvwxyz

Animated Alphabet

Premier Pro • Animation • Typography

Scan the QR code with your phone or tablet to watch the video.

This project was to make a series of animated letters through physical objects. I made this using a music box. When I was a child, I loved one of my parents anniversary gifts, a music box. I adored it so much that it was close to breaking. It was shaped like a grand piano, with a ballet dancer which had a magnet underneath it that danced as the song played. I found a similar one on Amazon that plays Für Elise, and used the movement of the ballet dancer to create this animation on Premier Pro.

F U R
E L I S E
A B C D E F G
H I J K L M N
O P Q R S
U V W : J Z



Barber Black Sheep

Procreate • InDesign • Branding

Barber Black Sheep is an alternative hair salon in Lincoln. As part of a freelancing project I made new business cards, appointment cards, and gift certificates for them. The logos were part of the assets they provided.

I added the colourful wave pattern to show creativity, and have a theme that can be used across the different cards while still being distinguishable. I paired the patterns with a simpler and cleaner design of the information.



The Medium is the Message

Collage • Abstract • Iterative Idea Generation

A term coined by Marshall McLuhan, to mean that the form of the message (print, visual, musical, etc.) determines the way the message is perceived. This was a typography project where we had to convey this message through our own medium.

I made mine into a booklet with the phrase collaged onto it. As I was utilising the print outs of the words the more messages I found in it.



Orchards x Wood Green

Procreate • Marketing

I am part of a fan group on Facebook for a band called Orchards. In March 2020, I was asked to design a t-shirt for their collaboration with Wood Green, an animal charity, to be sold at their album launch party. This album launch coincided with the launch of Animal Crossing, so I drew the band members as animal crossing Characters. It is still being sold on the Big Scary Monsters' (their record label) website. All proceeds go to the charity.



Digital Art

Illustration • Procreate

Teaching myself how to draw has both been a gift and a curse. On one hand I get to share the beauty I see in the world. The image on the bottom left was to express my anguish regarding politics, and I have sold it as a hoodie design on RedBubble.

On the other I can also visually express strange ideas. This has lead to a lot of bizarre drawings of Mr. Blobby and other characters, that I have been selling as stickers and prints as of late.

