

NATALIE NG

wednesdaydreams.com

graphic design | illustration | publication design |
branding | packaging design

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www.wednesdaydreams.com

EDUCATION

Monash University
Faculty of Art Design & Architecture
Bachelor of Communication Design
2014-2016

Swinburne University
Bachelor of Communication Design
2013

Victoria Junior College (Singapore)
Singapore-Cambridge A-Levels
2010-2011

Integrated Programme
2008-2009

ABOUT

I am passionate about graphic design and film. In both my graphic design and film writing, I want things to be fun, interesting and most importantly, accessible to people.

I seek to constantly learn and grow in both my writing of film, as well as in my skills in graphic design.

EXPERIENCE

Meld Magazine
Entertainment & Lifestyle Writer / March 2015 - present
Conducts interviews with media figures, writes articles and commentary relating to entertainment and lifestyle

Meld Magazine
Graphic Designer / July 2015 - present
Designs content for social media and illustrations for articles

Filmed In Ether
Writer / December 2014 - present
Writes film reviews, features

Lot's Wife | Monash University Clayton Campus student Magazine
Designer / January 2016 - November 2016
Typesetting, designing and layout of the magazine

Melbourne International Film Festival Critics Campus
Intern/ July 2016- present
Assisting the Critics Campus Co-ordinator with event planning and organisation of the Critics Campus program

Freelance Graphic Designer
2012 - present
Branding for Full Circle Clothing (2014)
Designed custom Christmas Cards for clients (2014)
Logo design for A-Kinetics Pte Ltd (Singapore) (2012)

SKILLS

Adobe Photoshop	Publication Design
Adobe Illustrator	Fluent in English
Adobe InDesign	Mandarin Chinese
Microsoft Office	Familiarity in use
Branding	of Social Media
Typesetting	Channels



HISTORY OF HORROR

A brand identity for fictional museum, The History of Horror Museum, which specializes in chronicling the history of horror films.

The concept of the museums brand identity draws from the great early eras of horror films the films that were based on Victorian Gothic literature, and the sensational B-movies with their lurid, colorfully designed posters.

Custom type was created for both the primary logo and the Monster Manual, a guide for visitors to inform them of the greatest movie monsters in history and their enduring cultural legacy.



QUEEN BEE

Queen Bee is a publication exploring high school cliques and the alpha girl commonly featured in pop culture: The Queen Bee. Hand-lettered type and custom type features throughout the publication.

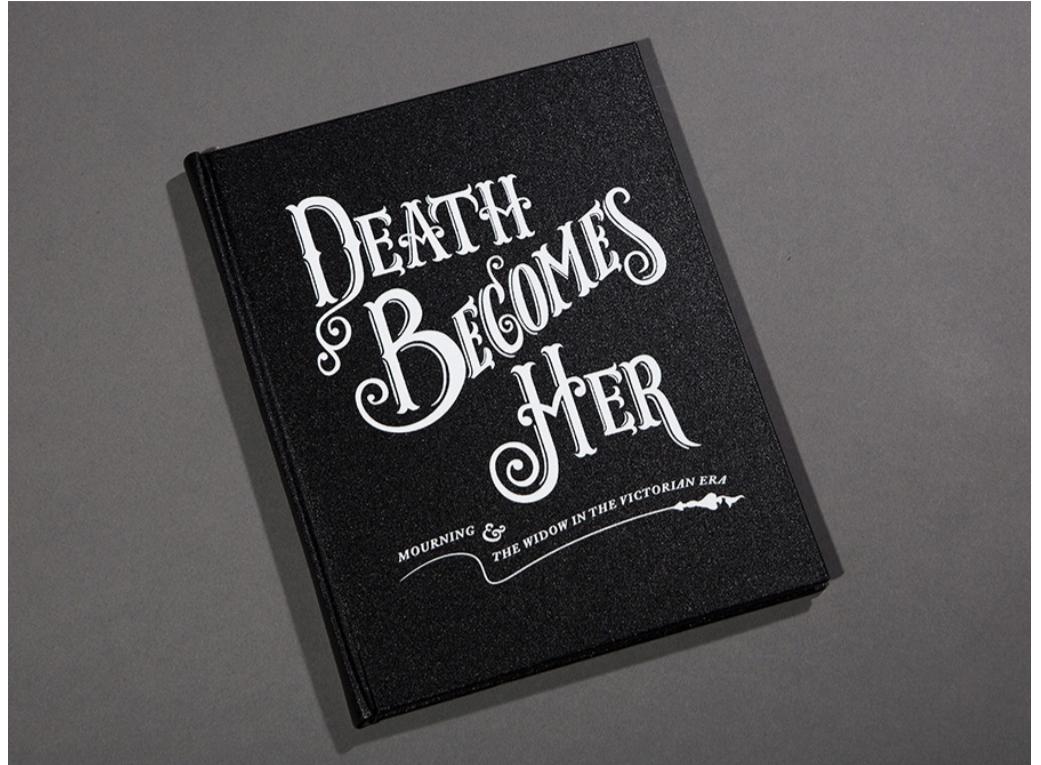
A strict black, white and fuchsia color scheme was used. All images were turned into halftone dot screens to evoke both a zine like and high school yearbook quality in the publication. Hand drawn doodles were part of the design to resemble a teenage girls notebook. The custom type was a mixture of both original vectorized and hand generated type.



WICKED CHOCOLATE

Wicked Chocolate is a concept for a chocolate brand that is inspired by fairy tales. Everything about the packaging and brand is meant to evoke the kind of magical experience one gets with chocolate the bitter, the dark and the sweet.

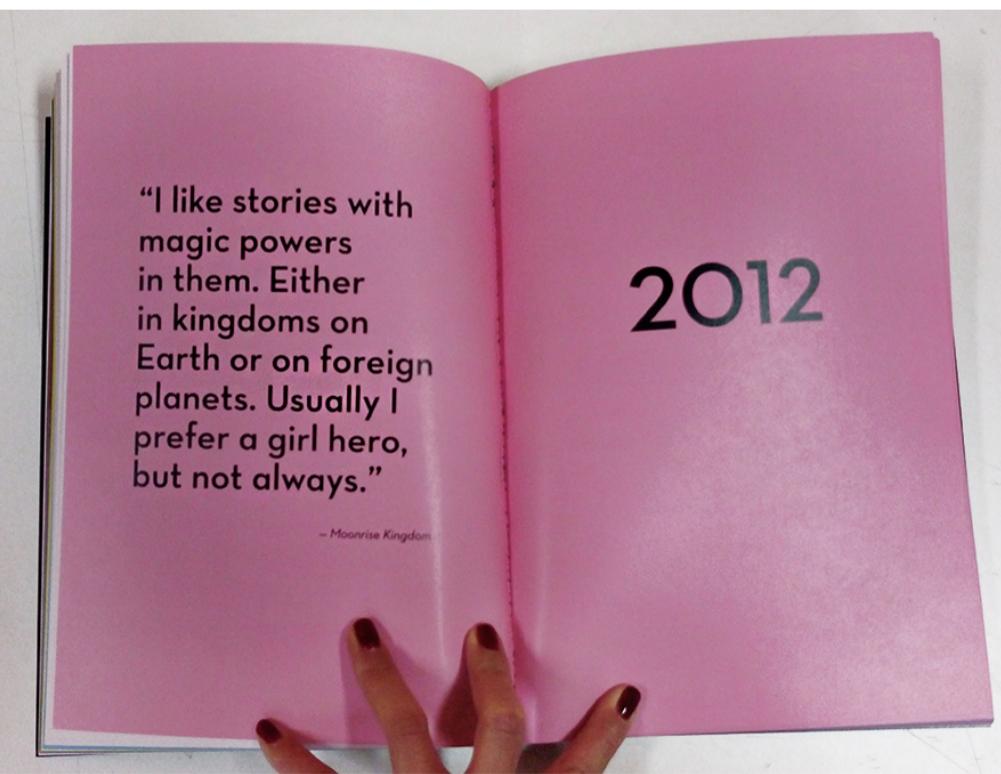
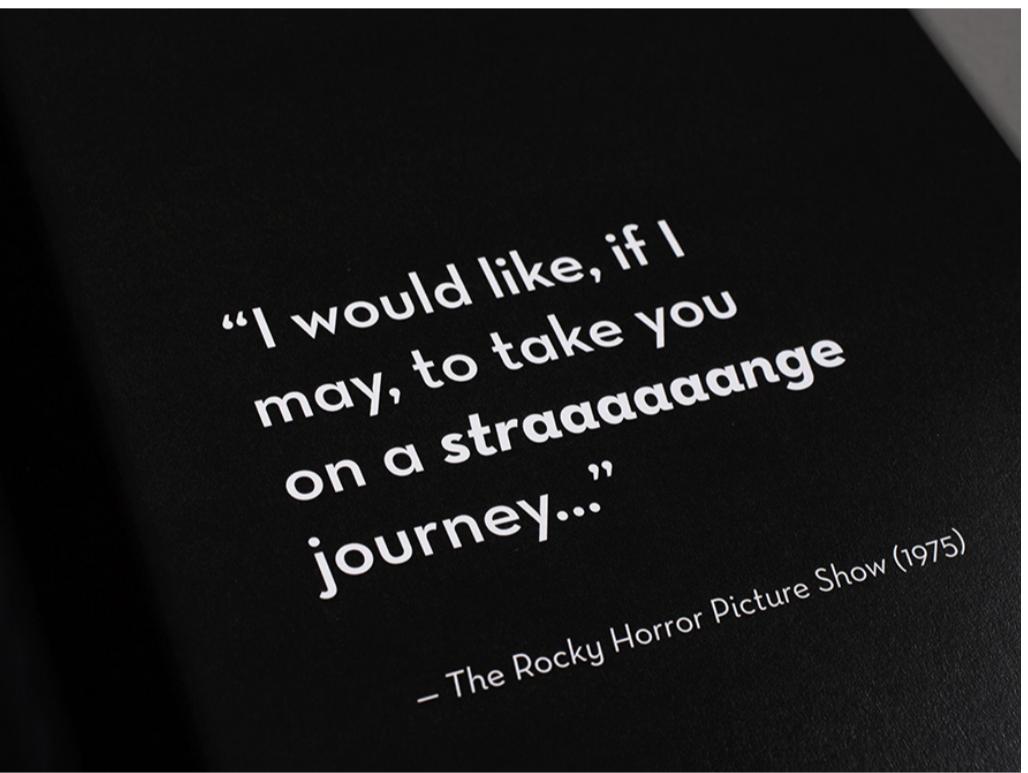
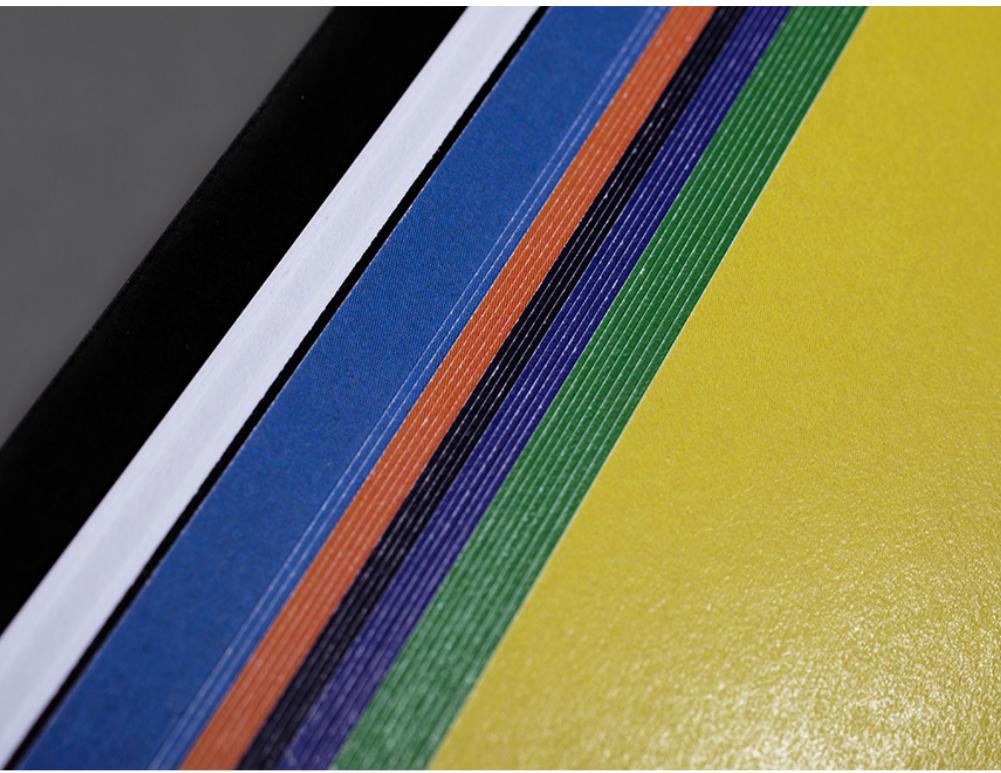
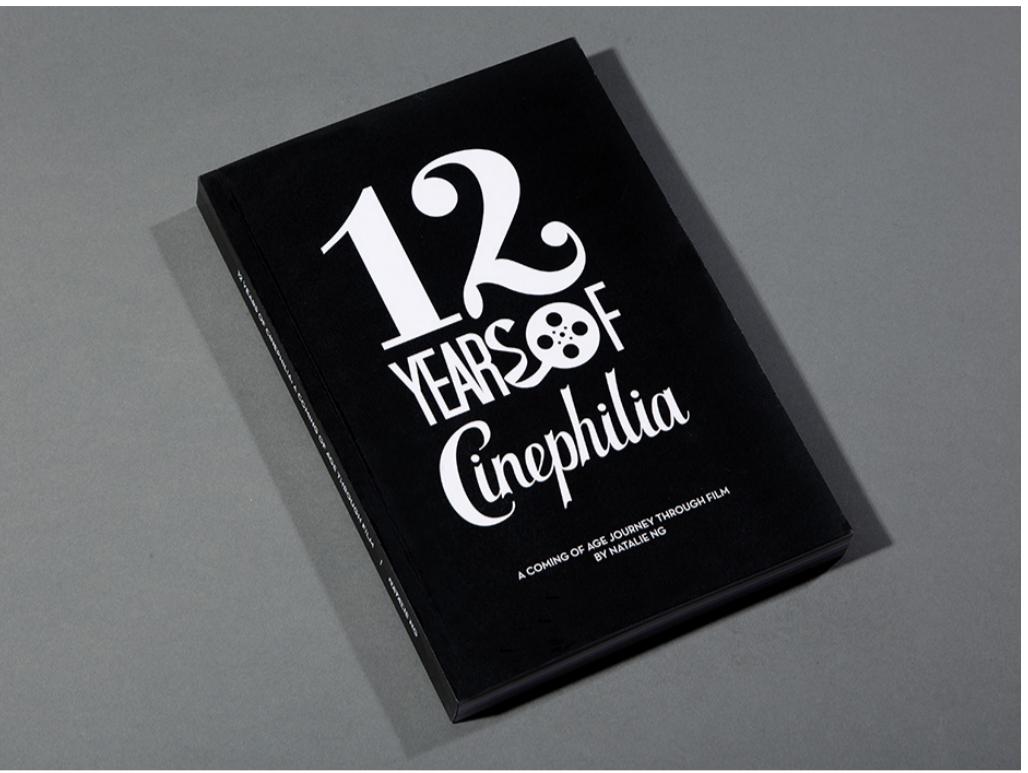
A gingerbread house inspired chocolate box features as the gift box one can get when purchasing the entire line of chocolate bars. Figures of Hansel & Gretel feature at the front of the box. The illustrations are done in the silhouette style to evoke the folk art of paper cutting of Germany and add to the enigma of fairy tales. Every chocolate bar was conceptualized with a fairy tale in mind and what flavors it inspired, which then inspired the colors of every chocolate bars design.



DEATH BECOMES HER

Death Becomes Her is a publication that examines the social and economic position of the widow in Victorian society as well as their cultural legacy in literature and art. The cover was custom lettered in the style of Victorian typography.

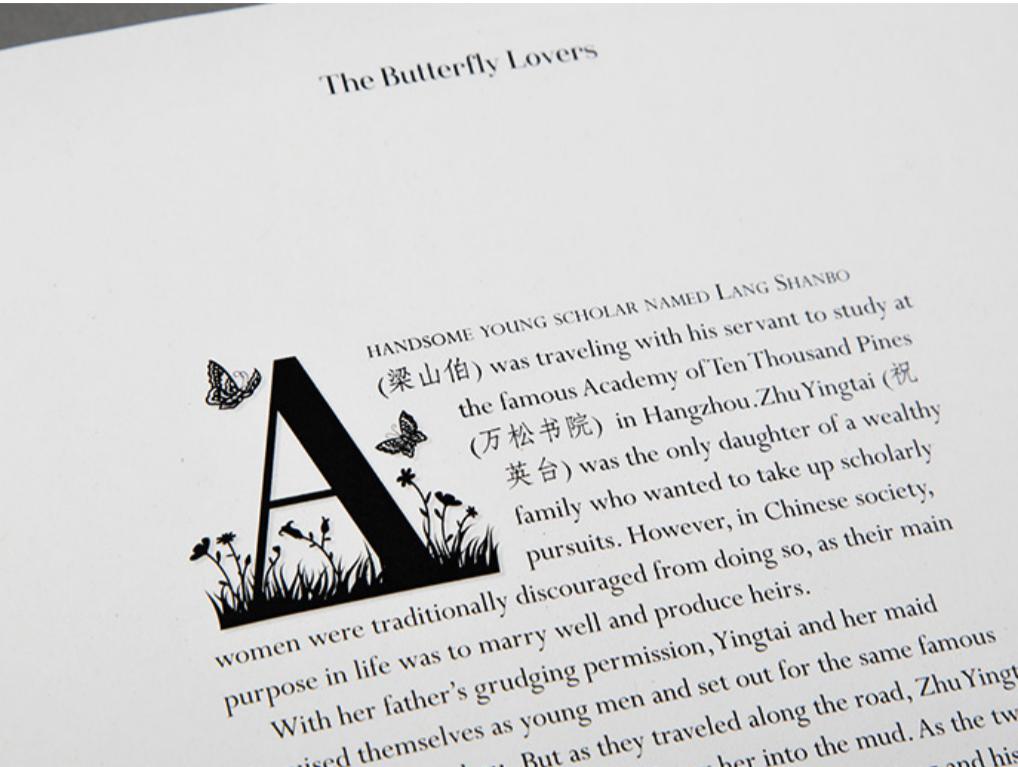
Selected to represent Monash University to compete in the International Society of Typographic Designers 2016 awards.



12 YEARS OF CINEPHILIA

12 Years of Cinephilia is an archive documenting my obsession with cinema. The cover features custom lettering that pays tribute to my love of cinema.

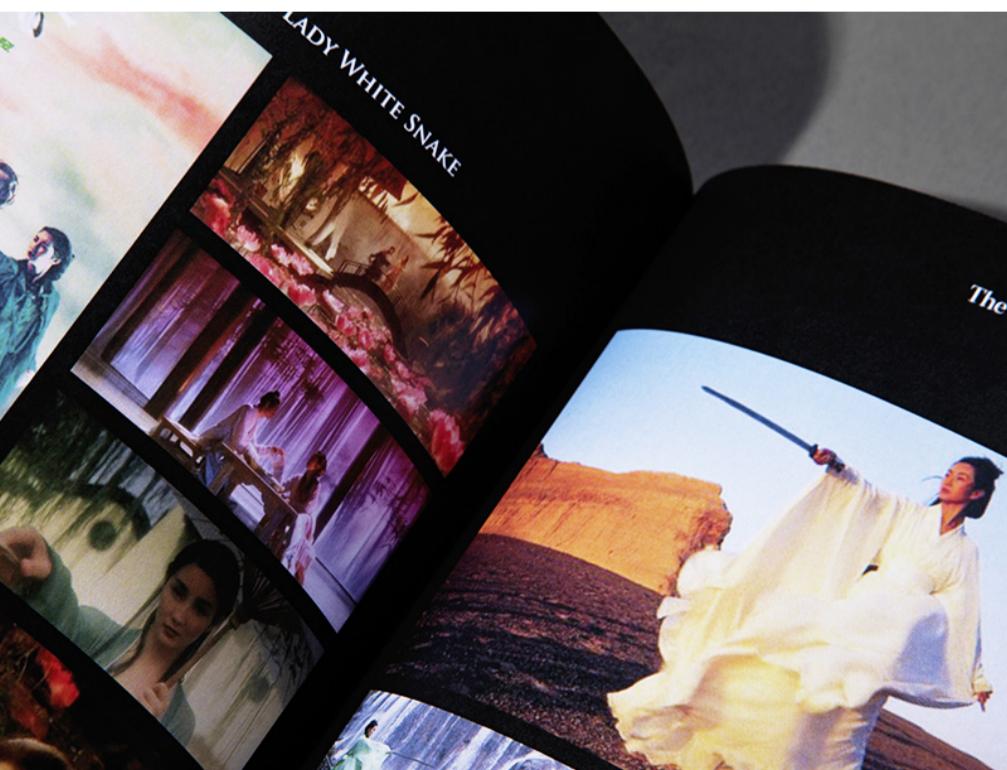
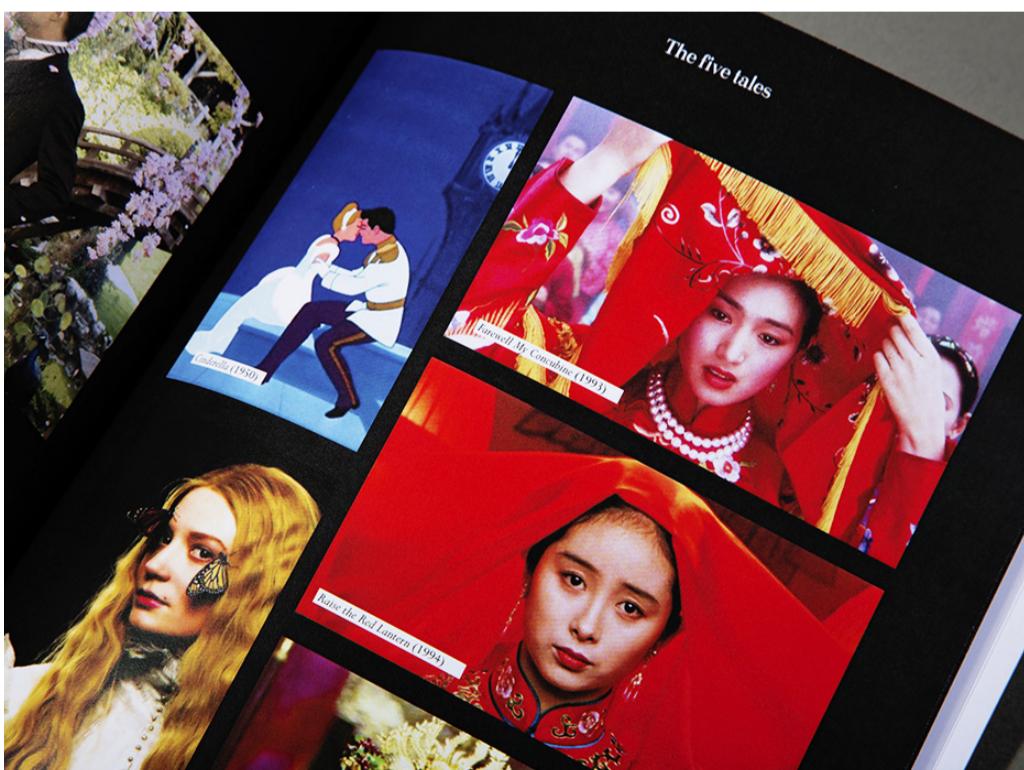
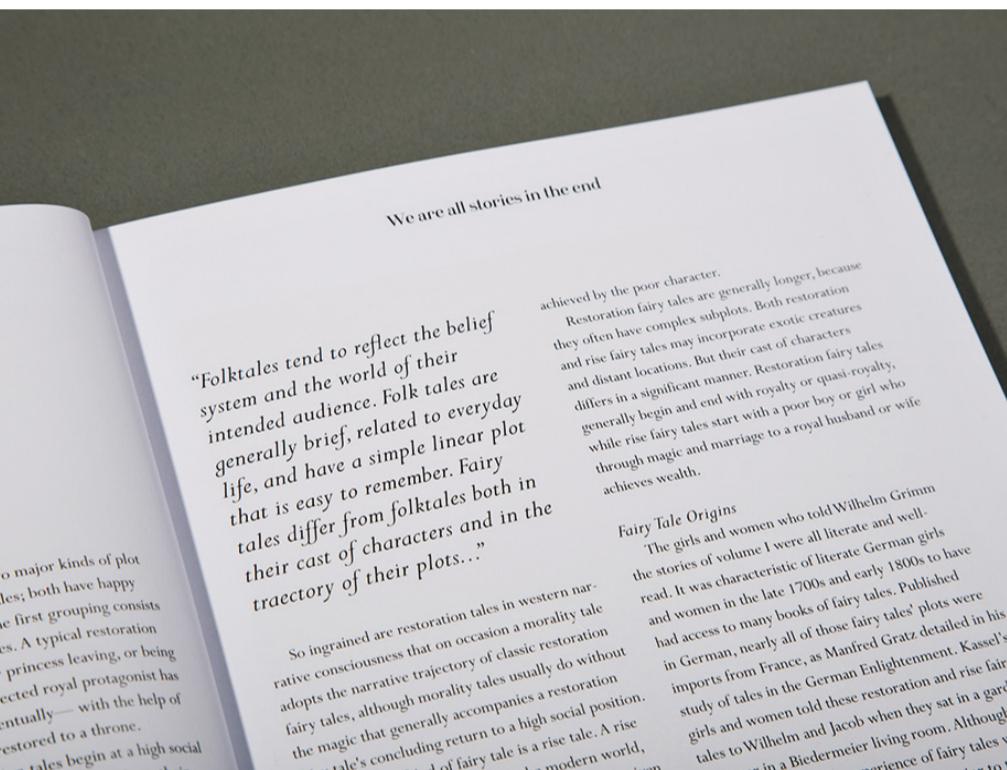
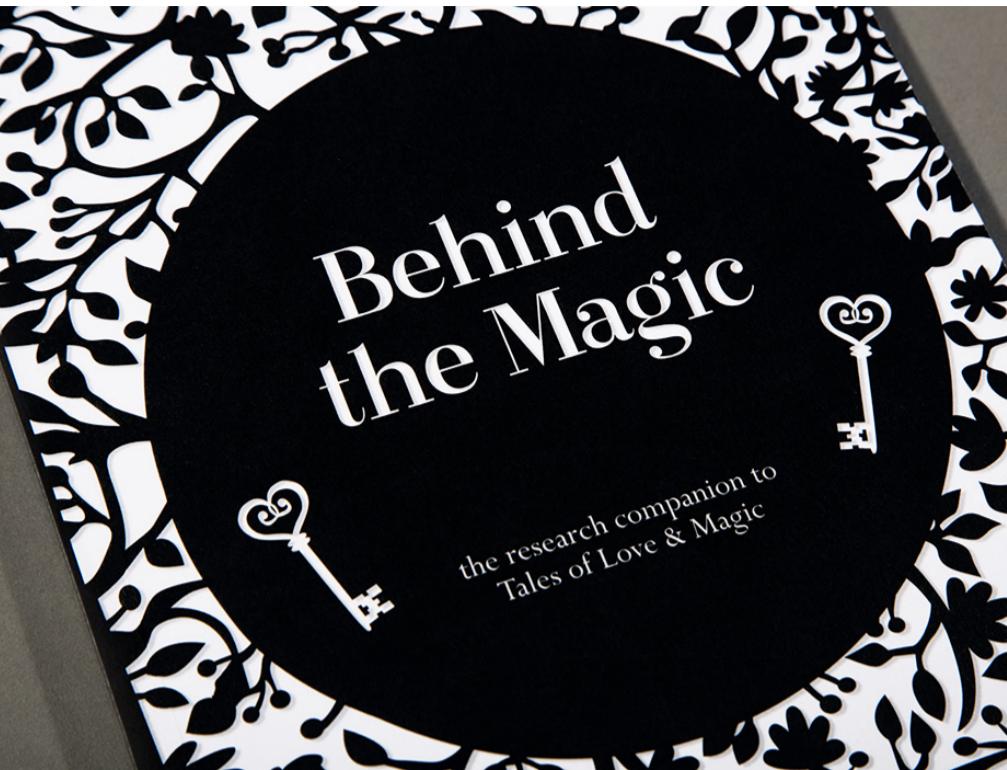
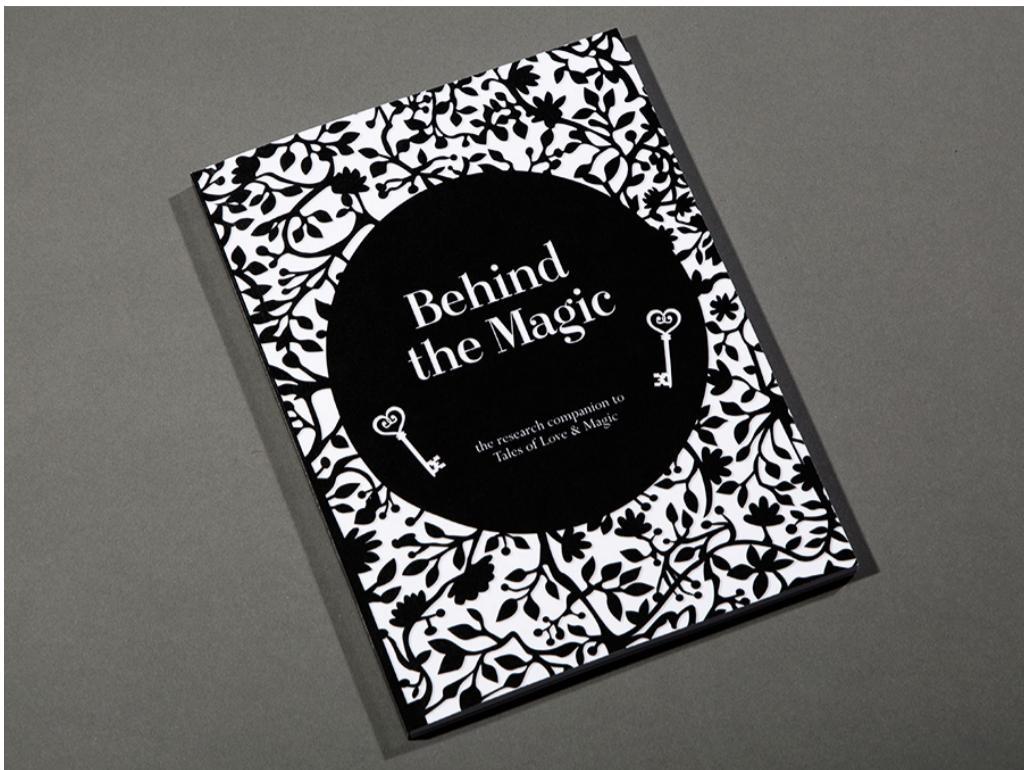
Every year every section is represented by a different color, and corresponds with the film quote featured for that year. The collection/archive consists of ticket stubs, diary entries, media invites and film festival passes that I collected over a 12 year period to document my cinemagoing habits.



TALES OF LOVE & MAGIC

Tales of Love & Magic is a volume of stories from Chinese folklore that have been retold, edited and illustrated by myself. It was showcased at the MADA Graduate Show 2016.

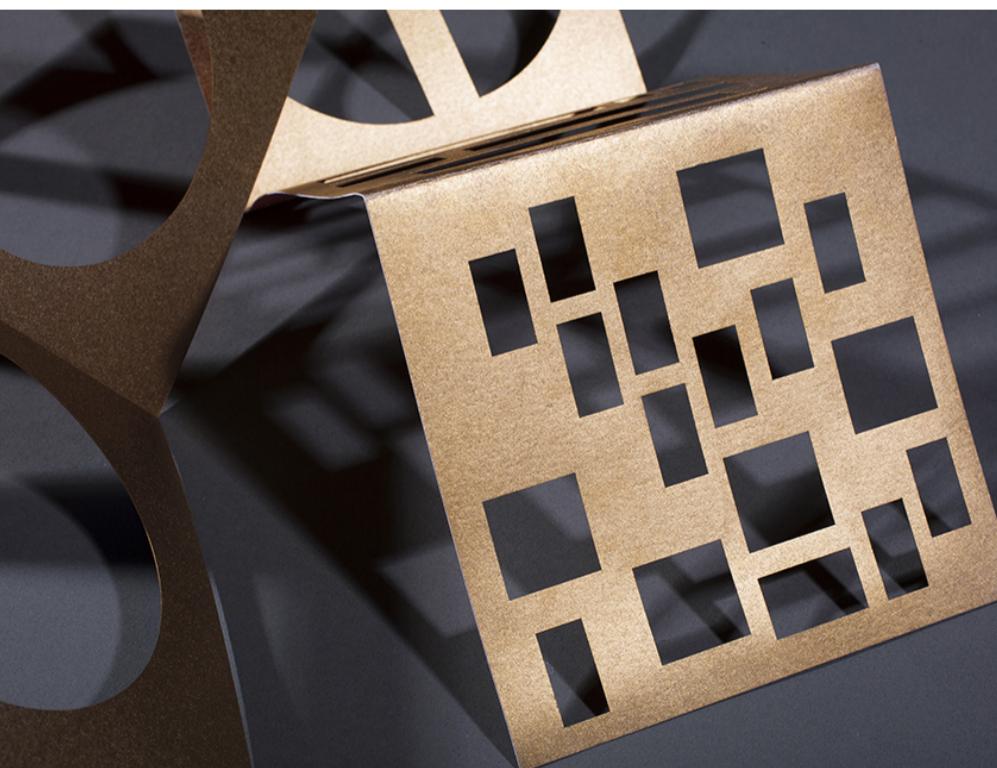
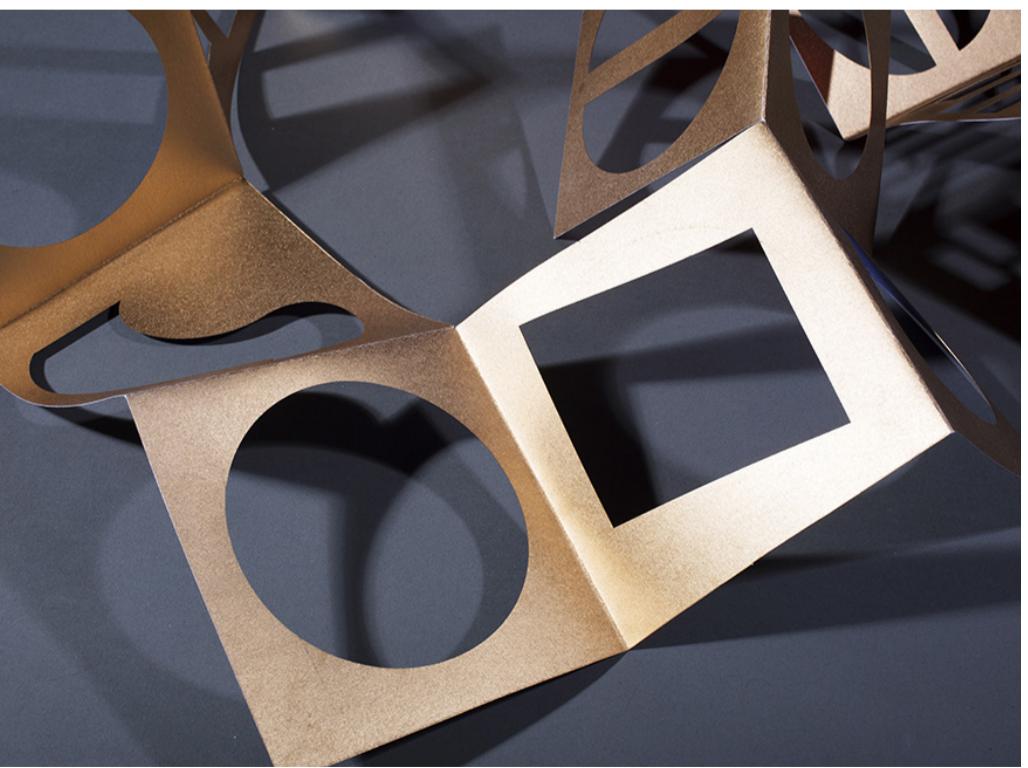
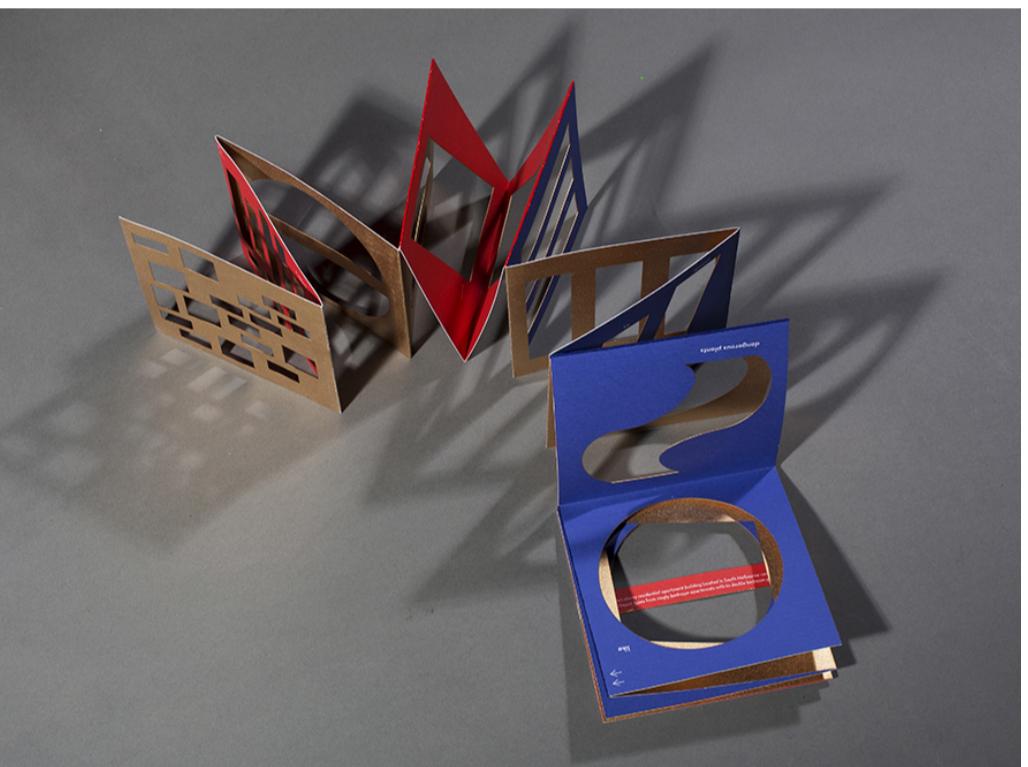
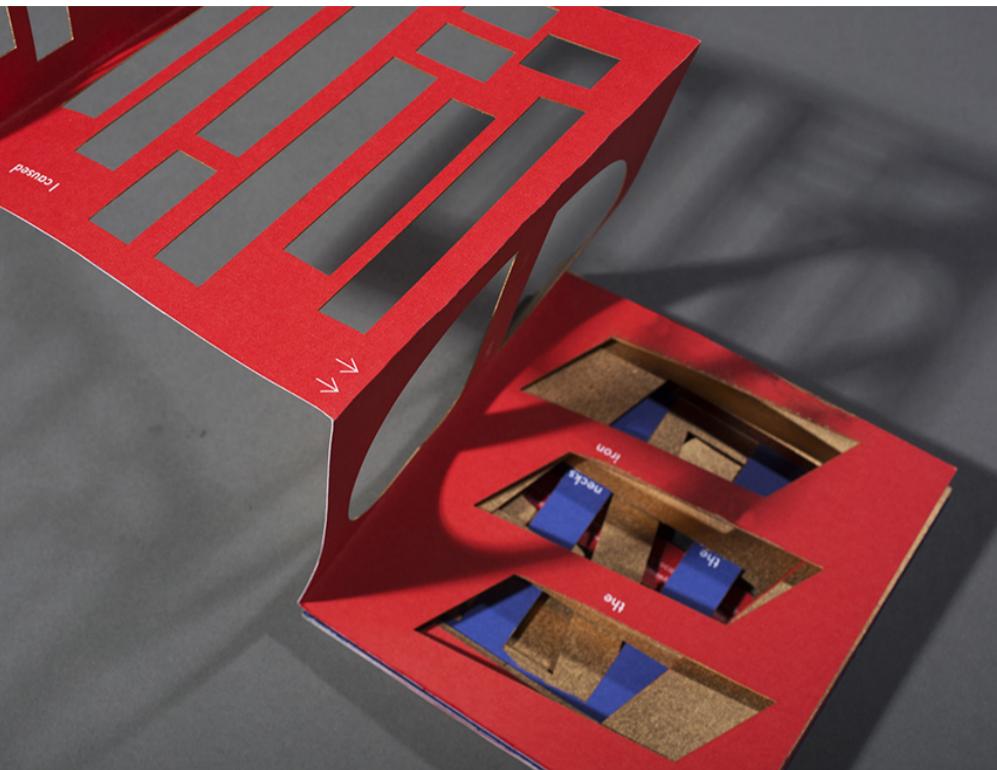
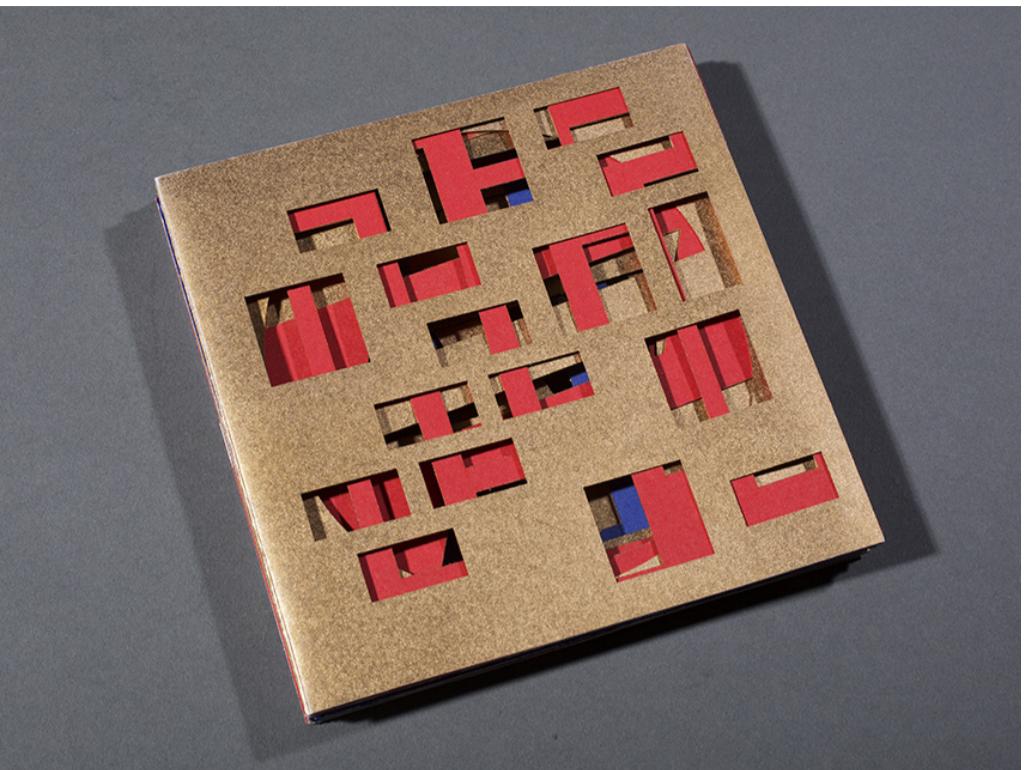
Drawing from both the tradition of Chinese papercutting and folk art in various cultures, the stories were illustrated in a paper cutting silhouette style. Every story is accompanied by an introduction, a custom drop cap, title illustration and 5 additional illustrations. Notes on the cultural legacy and social implications of each story accompanied each story.



BEHIND THE MAGIC

Behind the Magic is a publication in five chapters that details the research and process undertaken to create my graduate showcase project, a volume of stories entitled Tales of Love & Magic.

It consists of a collection of research essays, collected interviews from authors, artists, illustrators who have influenced the work one way or another and moodboards showing the visual influences and inspiration from film, art etc. that went into creating and composing the illustrations one way or other.



PAPER ARCHITECTURE

An unconventional publication inspired by a piece of Melbourne architecture. The building I was inspired by were the ORBIS apartments located in South Melbourne.

The unconventional design of the building drew from Surrealism and the principles of removing selective masses to create shapes, and this is reflected in the experimental concept of this publication.

Selected to exhibit at the Paper Architecture exhibition at the Australian Institute of Architects.



HANNA

A redesign of the album art for the soundtrack to the film *Hanna* composed by The Chemical Brothers. Consists of a CD sleeve, 7 inch vinyl sleeve and a cassette tape sleeve.

The concept was to draw from the harsh but beautiful landscape of the Finnish mountainside, where the film is set, and play with both the thriller and fairy tale elements of the film that also come through prominently in the music. Therefore a mixture of graphic lines and typography were mixed with the textural elements of layering various types of paper to create an abstract landscape.