

Polly Auyeung

SELECTED WORK

Shopper Army

CHARACTER DESIGN,
ILLUSTRATION

BrandSpark approached me to create mascots for Shopper Army, a collaborative project that encourages a collective of everyday participants to test new and experimental products for the market through a series of “missions” to provide valuable feedback to respective companies.

I designed three representative characters for the project and developed the world for the missions, producing pixel perfect illustrations for use in brand collateral.





Rocket

IDENTITY, PRINT,
PACKAGING, WEB

Rocket was founded by Victoria Suen, Carrie Cheng, and myself to provide fresh and affordable microgreens to the local community. By using hydroponic systems, produce could be grown with limited resources in underutilized spaces of the city. As the Lead Designer, I was responsible for the design and production of the identity and all communication materials. The playful identity reflects the company’s passion for both gardening and technology. To place more emphasis on the freshness of the produce and to lower operation costs, the strategy across all media uses simple graphic elements and standardized sizes for DIY production.





<i>Produce Orders</i>	PRICE	QUANTITY	TOTAL
ORIENTAL MUSTARD	\$3		
CHINA ROSE RADISH	\$3		
BROCCOLI SPROUTS	\$3		
PEA SHOOTS	\$3		
SKYROCKET ARUGULA	\$3		
DRAGON'S TONGUE ARUGULA	\$3		
TENDER RUSSIAN KALE	\$3		
REDBOR HYBRID KALE	\$3		
TYEE HYBRID SPINACH	\$3		
4 WEEK SUBSCRIPTION	\$10		
TOTAL PRICE			

Contact Information

FULL NAME:

EMAIL:

PHONE:

SUBMIT FORM TO HELLO@GROWROCKET.CA

*Order must be placed by Wednesday 12am to be received the following Thursday

*Payment is due upon first delivery (Cash only)



RED ZEBRA TOMATO



CHINA ROSE RADISH



SWEET BASIL



TENDER RUSSIAN KALE



CHINESE ZEBRA TOMATO



ORIENTAL MUSTARD



RED BASIL



REDBOR HYBRID KALE



DR. CAROLYN TOMATO



RED CABBAGE



DILL



DRAGON'S TONGUE ARUGULA



BLACK PEAR TOMATO



PEA SHOOTS



CHIVES



SKYROCKET ARUGULA



RED PEAR TOMATO



BROCCOLI SPROUTS



MESCULIN LETTUCE



TYEE HYBRID SPINACH



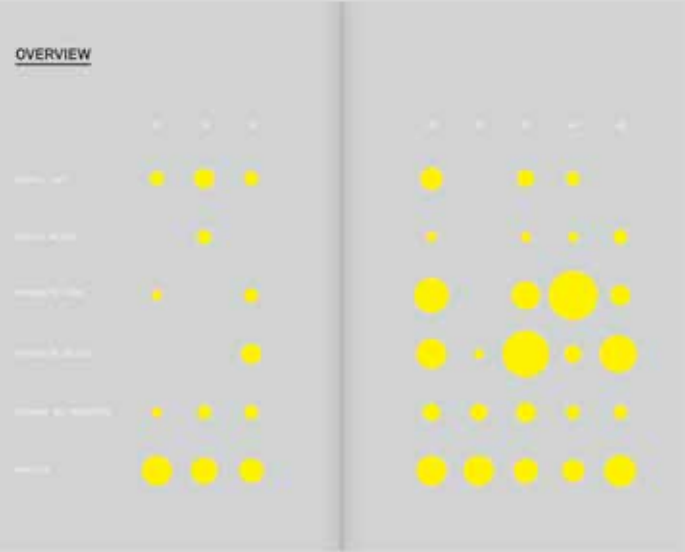
THE **ROCKET** FAM



Monograph 2014

PRINT, DATA VISUALIZATION

The Monograph captures five years of memories at the University of Waterloo School of Architecture for the Class of 2014. As the director of the Monograph committee, I managed the overall concept of the book, designing the graphic standards and base templates of the pages and guiding the work of the team. I also developed an extensive data collection system to ensure each student’s experience would be properly accounted for in the infographics of the publication.

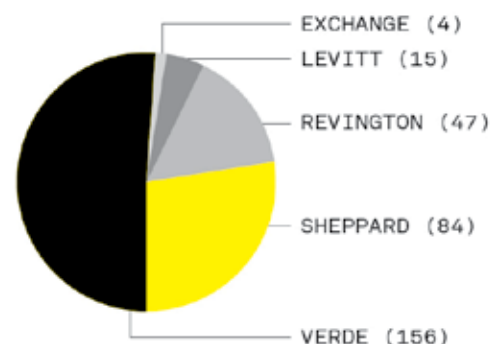


Deadlines

ALL NIGHTERS PER TERM



ALL NIGHTERS IN 3B



MOST INTENSE STUDIO

10.4

ALL NIGHTERS PER PERSON (AVG)

3B DIGITAL STUDIO
MARCO VERDE

MOST ALL NIGHTERS

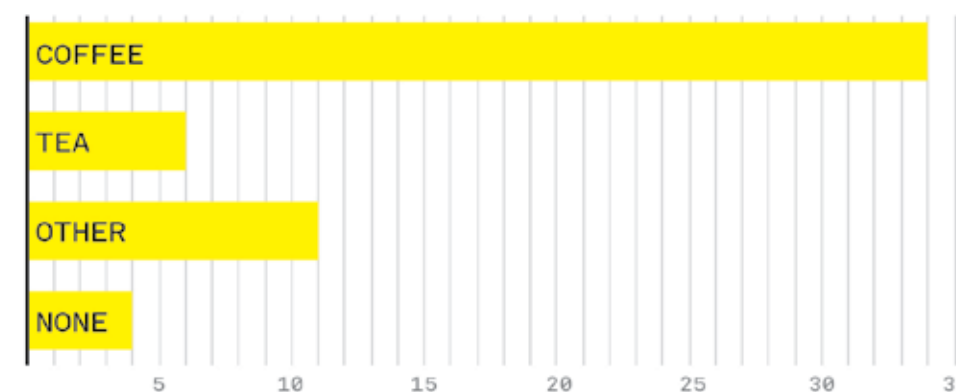
1. Andrew Ashbury
2. Simon McKenzie
3. Myles McCaulay

ALL THREE LIVED TOGETHER...
NOT MUCH SLEEP AT AINSLIE 17

MOST WELL RESTED

1. Sammy Eby
 2. Natalie Hui
 3. Claire Kurtin
- Desiree Geib
Steph Fleming

CAFFEINE OF CHOICE



STRANGE PLACES YOU'VE FALLEN ASLEEP

The dungeon. Marco 2012
- MIGUEL SANCHEZ-
ENKERLIN

The toilet.
- DEVON HOLDSWORTH

A full WASA meeting took
place around my lifeless
body in the lounge.
- ALEX BODKIN

The fire escape stairs.
- KATE BLACK

On the floor in the loft during
final presentations.
- JASON WU

I woke up in my own bed
one time...
- MYLES MCCAULAY

On the street.
- LAUREN TOM

Outside a mosque in Africa,
huddled with other classmates
for warmth.
- ANDREW WINTERS

Under desk.
- ALLISON SUFFEL

Front row centre in the Main
Lecture Hall.
- DENNIS TANG

66

PRINT, DATA VISUALIZATION

66 - an inventory of essentials - is a book documenting everything packed for a move from Toronto to Lausanne in relation to the airline baggage standards, examining a life packed into 66 kilograms. An exercise in photography, data collection and analysis, visual communication, and book binding, the process of cataloguing allowed me to examine what was important in my life.



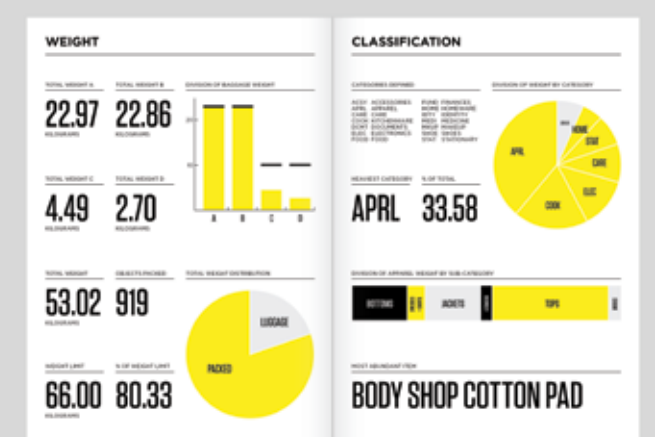
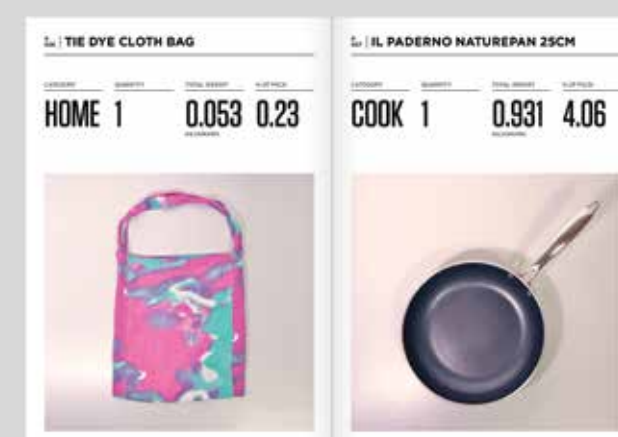
THE INVENTORY

ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE
SECTION 1: DELSEY HELIUM FUSION SPINNER 29			
DELSEY HELIUM FUSION SPINNER 29	1	29.00	29.00
SECTION 2: SAMSONITE B-LITE 28			
SAMSONITE B-LITE 28	1	28.00	28.00
SECTION 3: UNIQLO CANVAS BACKPACK			
UNIQLO CANVAS BACKPACK	1	34.92	34.92
SECTION 4: FRENCH CONNECTION ADELE SATCHEL			
FRENCH CONNECTION ADELE SATCHEL	1	19.69	19.69



STATIONARY

ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE
STATIONARY	1	1.800	1.800
STATIONARY	1	7.87	7.87



WEIGHT

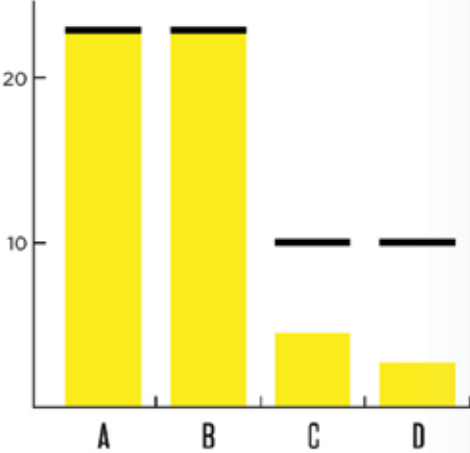
TOTAL WEIGHT A

22.97
KILOGRAMS

TOTAL WEIGHT B

22.86
KILOGRAMS

DIVISION OF BAGGAGE WEIGHT



TOTAL WEIGHT C

4.49
KILOGRAMS

TOTAL WEIGHT D

2.70
KILOGRAMS

TOTAL WEIGHT

53.02
KILOGRAMS

OBJECTS PACKED

919

TOTAL WEIGHT DISTRIBUTION



WEIGHT LIMIT

66.00
KILOGRAMS

% OF WEIGHT LIMIT

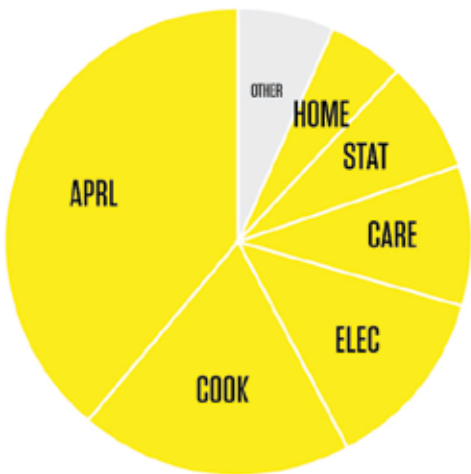
80.33

CLASSIFICATION

CATEGORIES DEFINED

ACSY ACCESSORIES
APRL APPAREL
CARE CARE
COOK KITCHENWARE
DCMT DOCUMENTS
ELEC ELECTRONICS
FOOD FOOD
FUND FINANCES
HOME HOMEWARE
IDTY IDENTITY
MEDI MEDICINE
MKUP MAKEUP
SHOE SHOES
STAT STATIONARY

DIVISION OF WEIGHT BY CATEGORY



HEAVIEST CATEGORY

APRL

% OF TOTAL

33.58

DIVISION OF APPAREL WEIGHT BY SUB-CATEGORY



MOST ABUNDANT ITEM

BODY SHOP COTTON PAD

Thank you!

POLLYAUYEUNG@GMAIL.COM