

Graphic Designer

Jimmy
An

2023 PORTFOLIO

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Branding design

01

CHROMASKY

BRANDING DESIGN

FASHION BRAND

Personal 100% Illustration, Photoshop

CHROMASKY, a street fashion brand, is scheduled to launch in Auckland, New Zealand. It is a casual design brand that is practical, popular, and follows the current trends. The brand's name is a compound word of 'CHROMA' + 'SKY' - we tried to capture the various colors of the sky in the logo. The overall concept of the logo uses elements symbolizing 'sky' in Taegeukgi, the national flag of Korea and combining the 'S' initials of 'SKY'.



BRANDING DESIGN - LOGO



PRIMARY LOGO

CONCEPT



Meaning : sky

Korean Flag - Taegeukgi

'S'ky

Initial branding

COLOR



WORD MARK

C H R O M A S K Y

BADGE ICON



APPLICATION DESIGN



02

MEI TE VAI KI TE VAI

BRANDING DESIGN

COOK ISLAND GOVERNMENT WATER PROJECT



Personal 100% Illustrator, Photoshop

This logo was a project for the Cook Islands Government Department of Water Resources Management. The Client is investing into making sure wastewater from the island is treated before discharged into the sea. I expressed the appearance of water and water merging to symbolize the water cycle. By using two colors to express water I made the appearance of water merging more concrete.

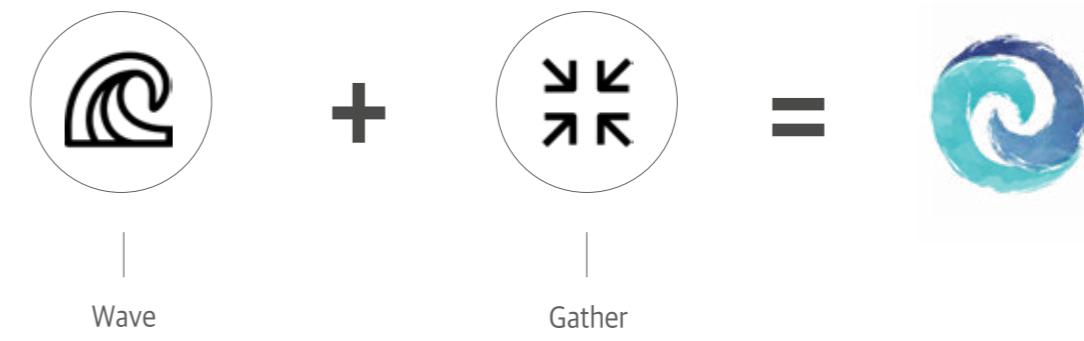


BRANDING DESIGN - LOGO



PRIMARY LOGO

CONCEPT



Wave

Gather

COLOR



WORD MARK

MEI TE VAI
KI TE VAI

**MEI TE VAI
KI TE VAI**

Choosing how to dispose of our waste safely and sustainably

www.vaikevai.com

Why is this a Rarotonga-wide issue?

We expect the problems seen at Muri will not be limited to Muri. Similar problems will begin to show up in other places around Rarotonga - seaweed growth is already evident elsewhere.

The map below shows the areas we think are a priority for wastewater investment in the future. This is based on the intensity of land-use and environmental sensitivity. We will update this map when we have completed our investigations at Muri, and as we learn from ongoing environmental monitoring at Muri and around the island.

Key:

- PRIORITY AREA:** Areas where population density and environmental sensitivity mean we can expect problems. We know the seaweed in this area has grown in recent years, and we believe nutrient enrichment is a key cause.
- INTERMEDIATE AREA:** Areas where we think population density and environmental sensitivity mean there may be problems in future.
- LOW PRIORITY AREA:** Areas where the current levels of population density and environmental sensitivity mean there's a relatively low risk of problems under the current conditions.

Meet our key science and environment experts

DR MURRAY WALLS Environmental Lead GHD	ANTHONY KIRK Hydrogeologist and Environmental Scientist GHD	ZOE PATTISON Hydrogeologist GHD	MATT BLACKA Principal Engineer - Coastal University of NSW	DR DIRK ELLER School of Environment, Science and Engineering Southern Cross University, Australia	DR DOUGLAS TAIT School of Environment, Science and Engineering Southern Cross University, Australia	DR SUSAN WILLIAMS Marine Ecologist, University of California Davis (for Ministry of Marine Resources)

What's happening at Muri?

Investigating the cause of the issues at Muri
To help us find out what's causing the problems at Muri Lagoon, we're testing groundwater, streams, lagoon sediment and lagoon water for nitrogen and phosphorus (nutrients). Increased levels of nutrients in the lagoon enable the seaweed to grow and flourish. The location and level of these nutrients will help us assess how agricultural activities, on-site septic systems and other activities contribute to Muri Lagoon's water quality.

Thank you to all land and property owners who have consented to investigations on their land. We appreciate your support as we work together to protect the lagoon for future generations.

Seeking consent to remove sediment
One of the factors contributing to seaweed growth is the presence of sediment from the land that has washed into the lagoon through streams. Together with the community, we have identified an opportunity to remove some of these sediments, which also block the flow of water within the lagoon.

Following consultation with affected businesses and landowners, we're preparing an Environmental Impact Assessment (EIA) for the Aremania stream sediment removal (near Pacific Resort). We are planning to do this work in the tourism low-season, mid-January to February 2018.

Thank you to land and property owners for their approval and support of this work.

Planting to help protect the lagoon
Planting around streams with suitable indigenous plants will reduce the sediment and nutrients entering the lagoon. The Ministry of Agriculture and Rural Development and Ridge to Reef team have helped us identify suitable plants, and we will be seeking community volunteers to help with planting. This work can be done once we have National Environment Service approval for the EIA.

With land owner permission we aim to begin planting in about February 2017 around the Aremania stream after the proposed sediment removal is completed.

Project timeline

MID 2017	LATE 2017	EARLY-MID 2018	LATE 2018	UPCOMING MILESTONES
Environmental Investigations	Environmental Investigations	Environmental Investigations	Remove sediment and do riparian planting	November 2017 - January 2018: Seek Aremania Mana and wider community feedback on disposal options
Assess 'early measures' to help improve Muri	Assessment and permits to remove sediment from Aremania stream mouth	Develop design options	Begin construction	February 2018: Publish interim results of environmental investigations
Develop design options	Detailed design			Submit options report to the Cook Islands Government for consideration
				Submit a wastewater masterplan to the Cook Islands Government

What are our options?

We have been working with your community to develop options for a new wastewater system that's sustainable, and supports a healthy and prosperous future for the people of Rarotonga.

Now we are ready to talk to you about two possible options for disposing of treated wastewater - either using land for the final treatment stage, or discharging through an outfall beyond the reef into the ocean. One of these options will be chosen by the Cook Islands Government to progress to detailed design for Muri. This option may also be used elsewhere around the island.

As well as working on an enduring solution for Rarotonga, we are also progressing possible short-term measures to help improve Muri Lagoon's water quality and reduce seaweed growth there. Muri is our first priority because there is pressure from population density and tourism and the lagoon environment is sensitive.

Working with the community to develop options.

03

SAENG KI ORIENTAL MEDICAL CLINIC

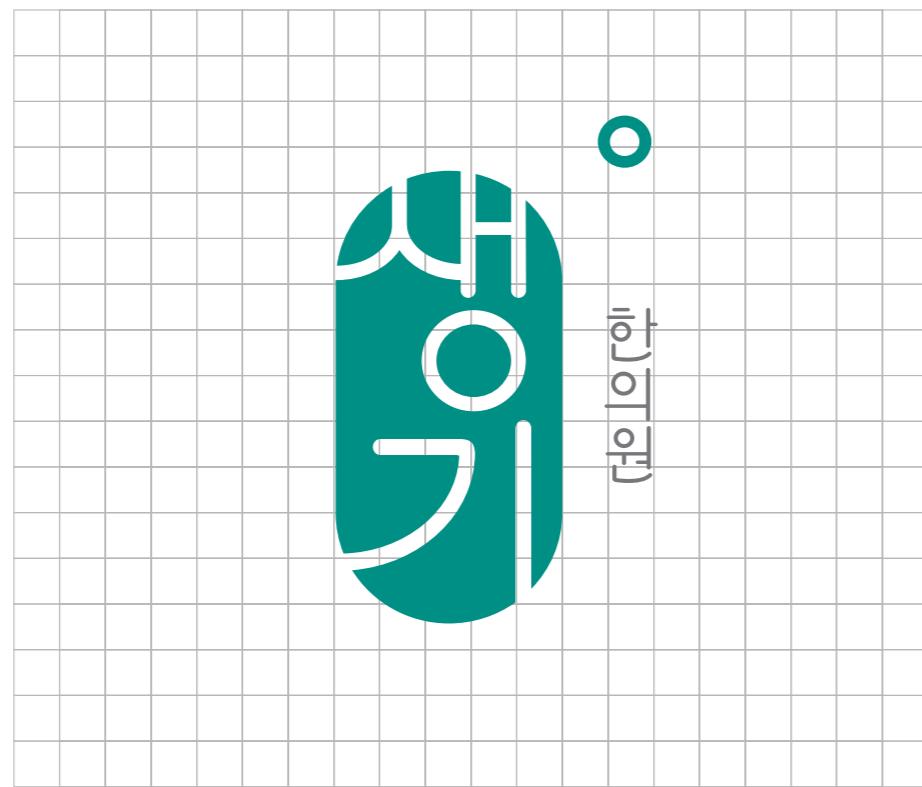
BRANDING DESIGN / SIGN DESIGN

Personal 100% Illustration, Photoshop

This is the branding design of Saengki Oriental Clinic which operates out of South Korea. A round circle was set as the point of the brand, and a low saturation color was used to give a sense of stability when looking at the hospital logo and a comfortable feeling.

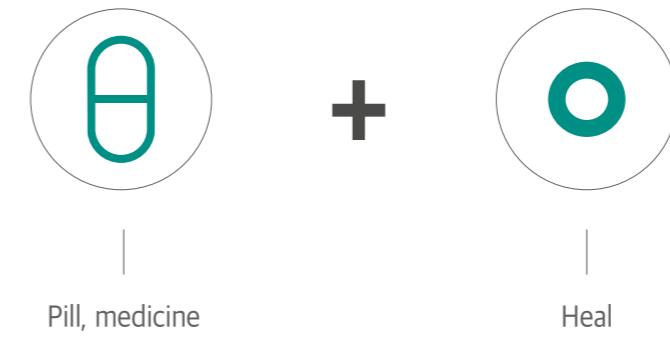


BRANDING DESIGN - LOGO



PRIMARY LOGO

CONCEPT



COLOR



WORD MARK

생기한의원^o
Korean Medicine Clinic

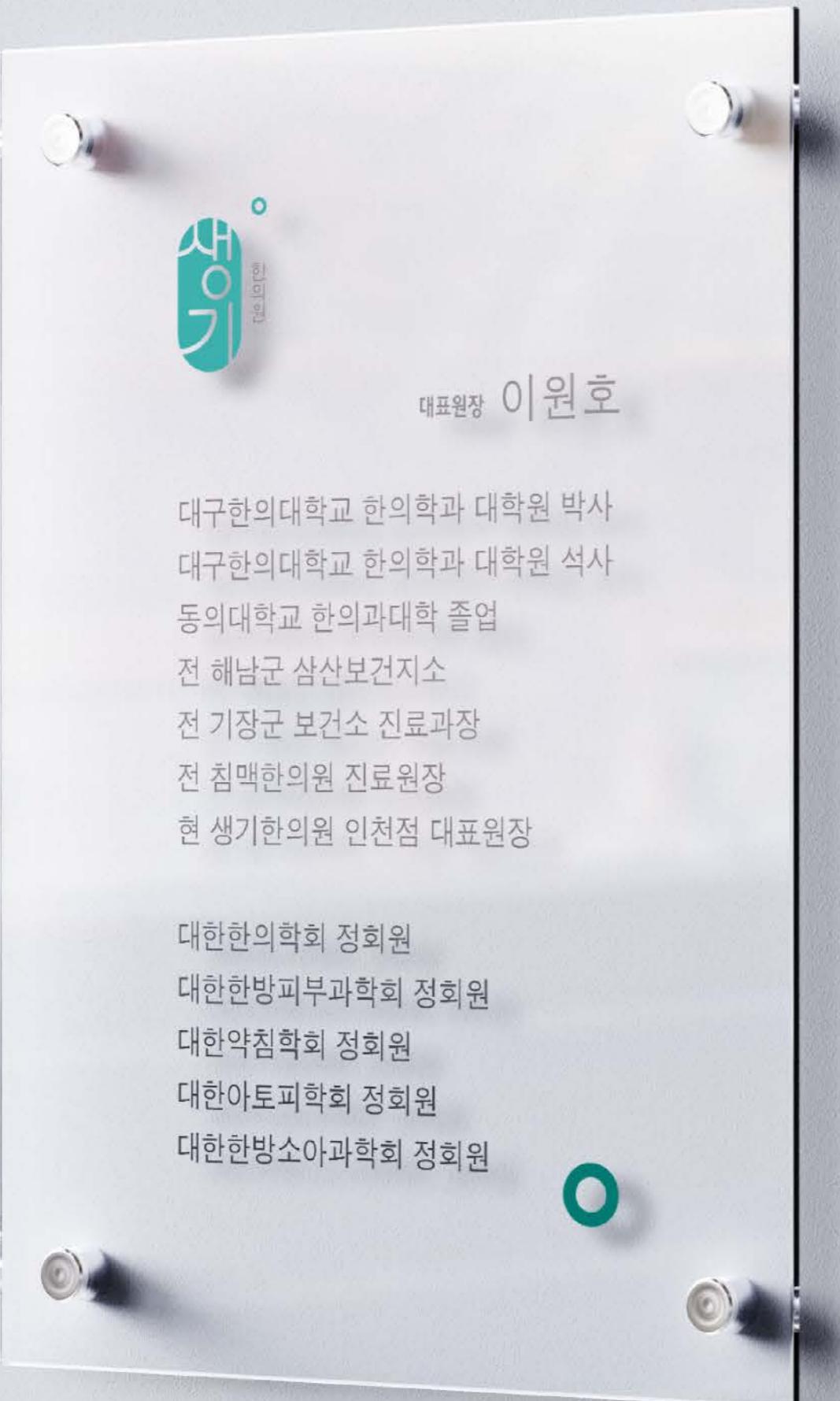
BRANDING DESIGN



INDOOR SIGN DESIGN



INDOOR SIGN DESIGN



04

KOREAN AIR

REBRANDING DESIGN

Personal 100% Illustrator, Photoshop

This is a rebranding project for Korean Air, Korea's leading aerospace company. As the plane soars into the sky, the colors gradually change with those that harmonize with Korean Air executives and employees. Designed employee ID cards, passport wallets and notes.



02

Logo design

LOGO DESIGN
Hospital
Clinic



LOGO DESIGN

Kids Clinic
Kids Hairshop
Kids Clothes Store
Dried Fish Snacks Store



03

Poster design

01

GENESIS K-POP DANCE FESTIVAL

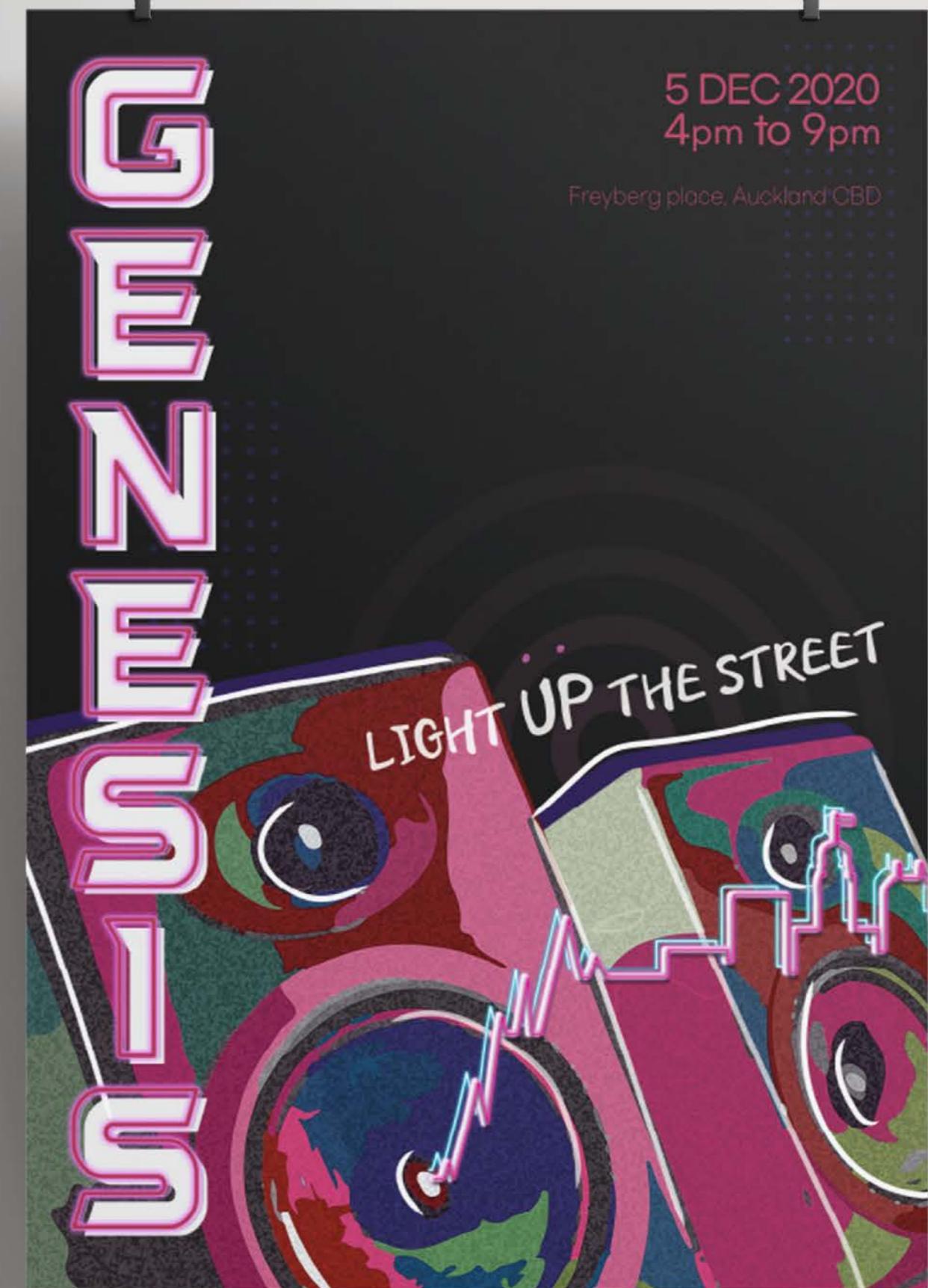
POSTER DESIGN

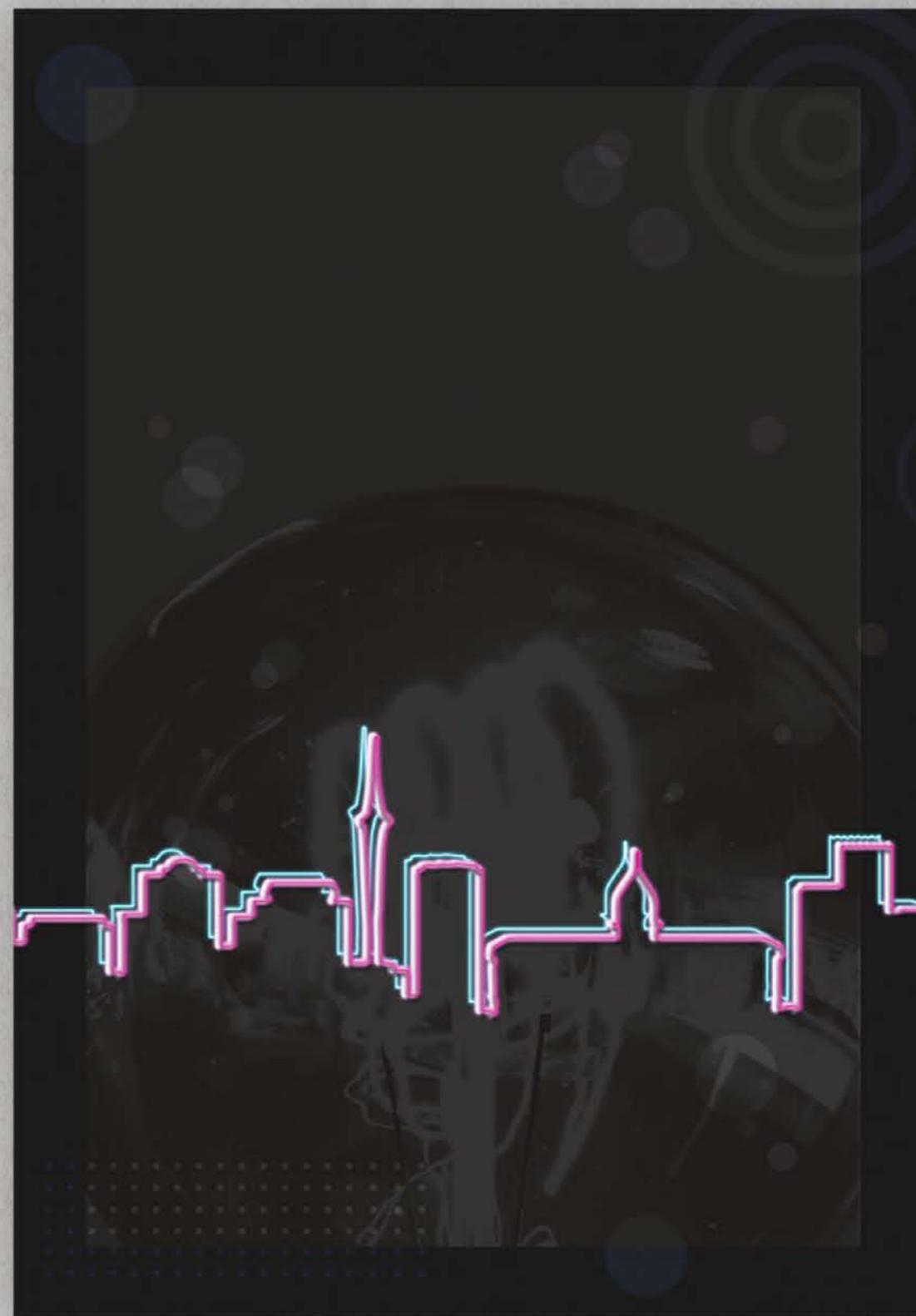
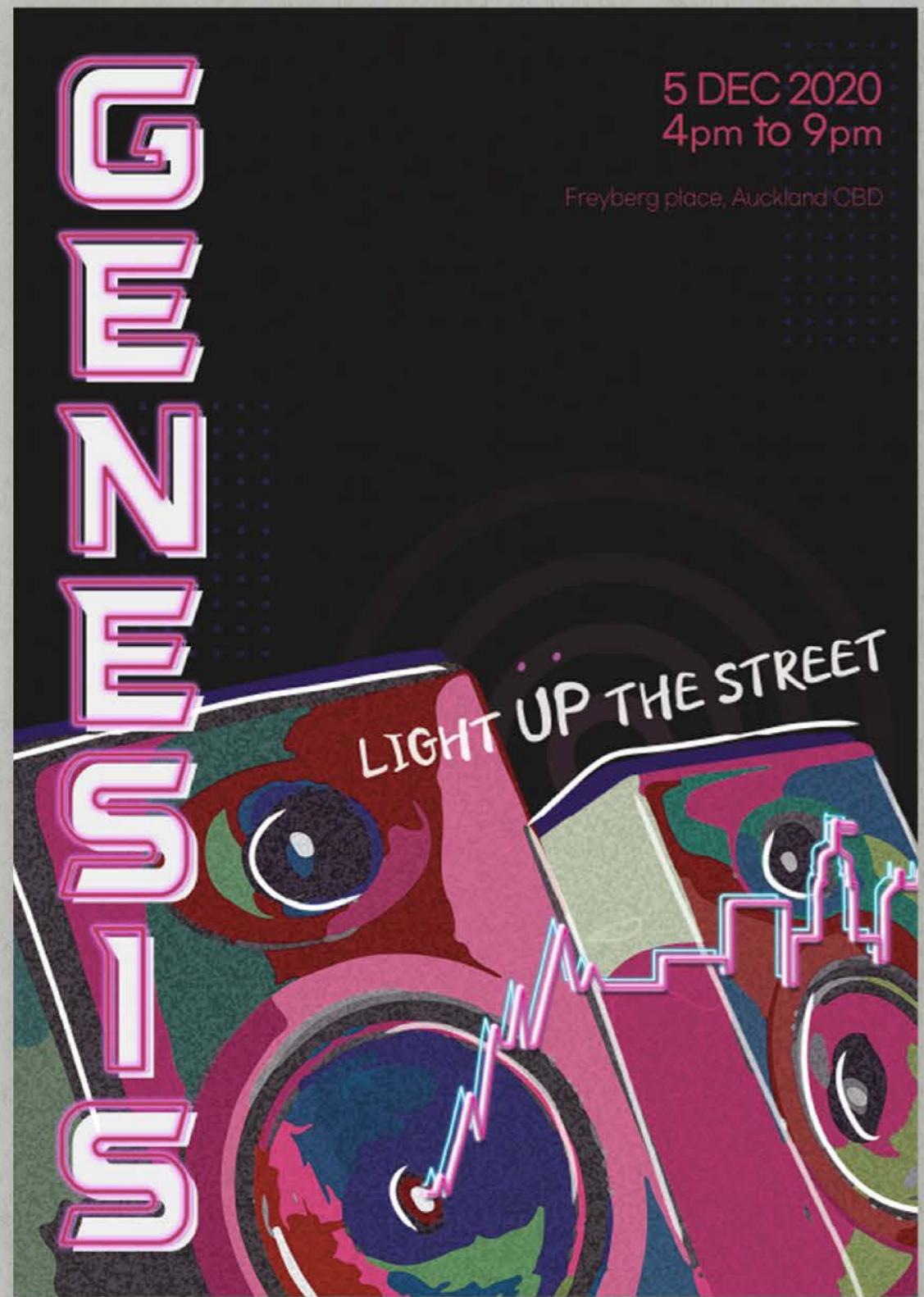


COLOR		
	C 18 M 71 Y 19 K 1	
	C 76 M 67 Y 61 K 83	
	C 85 M 62 Y 32 K 17	
	C 63 M 27 Y 64 K 10	

Personal 100% Illustrator, Photoshop

This is a poster of Genesis, K-POP DANCE FESTIVAL hosted by Auckland City Council in New Zealand. The theme of the festival is 'Light up the street', and with the purpose of lighting up the streets that have been stagnant due to COVID-19, it is a festival that revitalizes and illuminates the streets with pleasant music and performances. With speakers as the main design element, the sounds of music flowing from the speaker gradually spreads throughout the street.



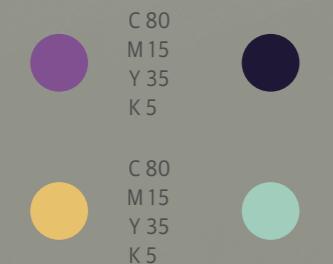


02

DAEHEUNG CHURCH OPEN DAY

POSTER DESIGN

COLOR



Personal 100% Illustrator, Photoshop

This is an OPEN DAY poster hosted by the Korean Baptist Church 'Daeheung Church' located in Auckland, New Zealand. It is a day to enjoy free coffee and performances at the church cafe. The overall design concept was the moon in the night sky and the Sky Tower, the symbol of Auckland City. I emphasized the point of being welcoming and inviting to anyone and everyone that lives in the city.



03

DAEHUNG CHURCH OPEN DAY

POSTER DESIGN

COLOR



C 15
M 66
Y 47
K 4



C 6
M 56
Y 10
K 0



C 7
M 44
Y 53
K 0



C 7
M 22
Y 55
K 0

Personal 100% Illustrator, Photoshop

This is an OPEN DAY poster hosted by the Korean Baptist Church 'Daeheung Church' located in Auckland, New Zealand. It is a day to enjoy free coffee and performances at the church cafe. Taking a sunset resort as a concept and using tropical leaves and the color of the sunset as design elements, I symbolized a summer night party with the vibrant colors to represent a fun event that brought people together.

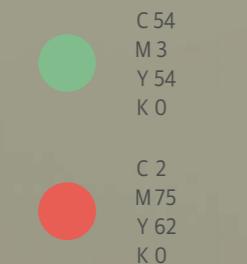


04

MHS KOREAN NIGHT

POSTER DESIGN

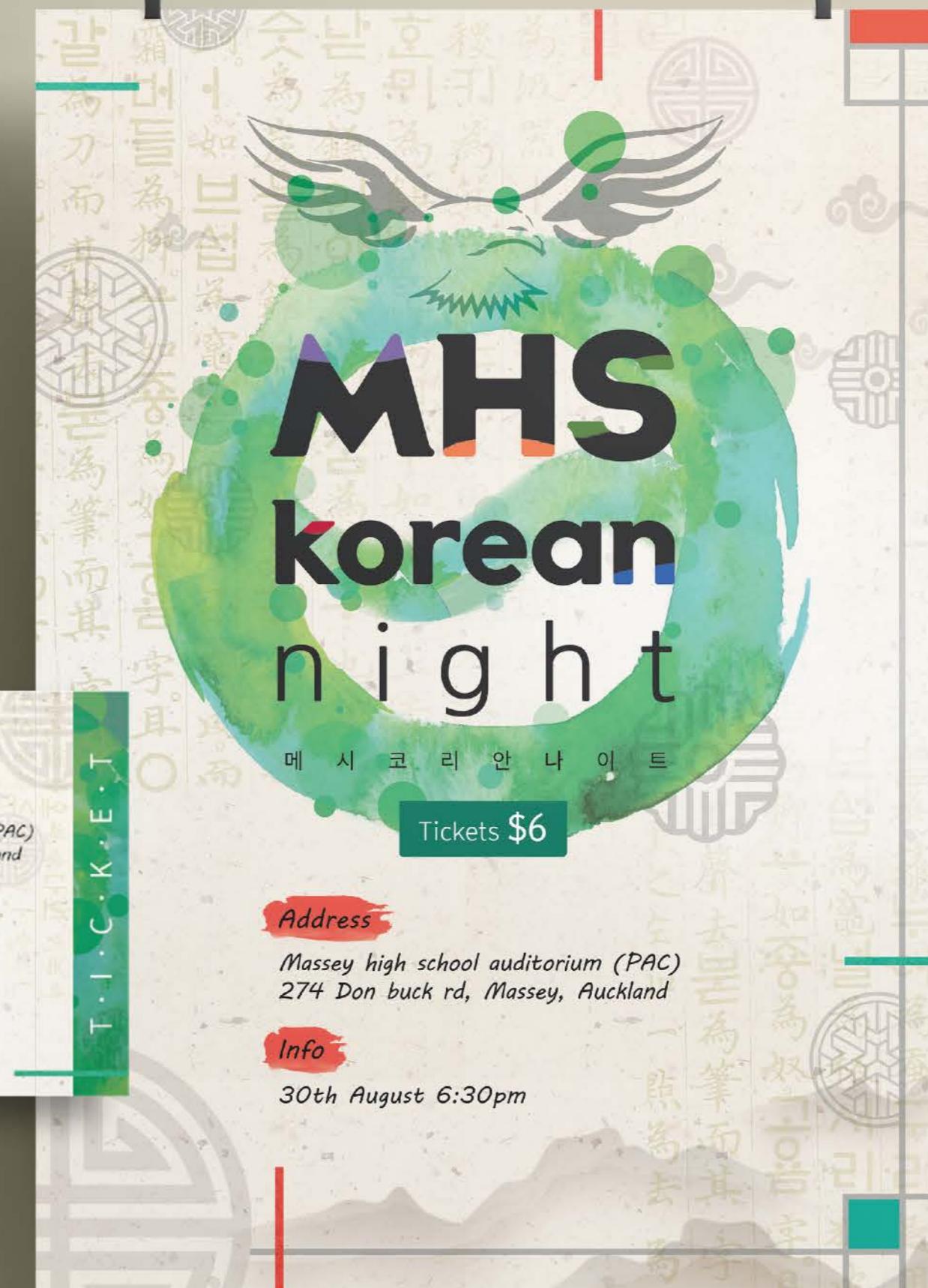
COLOR



Personal 100% Illustrator, Photoshop

This is a Korean Night poster hosted by Massey High School in Auckland, New Zealand.

It was designed to give a Korean mood by appropriately arranging Korean traditional patterns, characters, and colors. The main title was also given emphasis by adding the color of "Hanbok," a traditional Korean clothing.

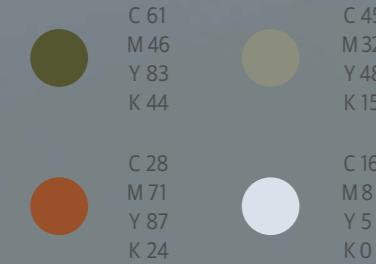


05

TAHEE KIM CELLO RECITAL

POSTER DESIGN

COLOR



Personal 100% Illustrator, Photoshop

This is a poster for a cello concert by cellist Tahee Kim. As it is Tahee Kim's first solo recital, I emphasized her name and placed it large at the back. It is designed to harmonize with the image of her holding the cello.



06

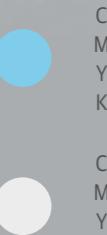
ABC BOWLING CLUB

POSTER DESIGN

COLOR



C 97
M 73
Y 21
K 6



C 50
M 0
Y 5
K 0



C 4
M 10
Y 56
K 0



C 7
M 5
Y 6
K 0

Personal 100% Illustrator, Photoshop

ABC Bowling Club in Auckland, New Zealand is an amateur bowling club with young members. This is a poster introducing the bowling club and recruiting new members. It was designed three dimensionally using bowling pins, bowling balls, and score display design elements so that it could be recognized as a bowling club at a glance.



Graphic Designer

Thank you for your time.

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