LI WAI YEUNG

Website

Graphics

UI/UX

Drawings

Voxel art

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Website

Green Impact Go - Campaign

Recycling is a significant trend in Hong Kong. Green Power offers a platform for organizations to encourage their employees to make positive environmental impacts, reduce carbon emissions, and promote sustainability. I was responsible for designing a responsive website that allows organizations to join the partnership and submit their data.
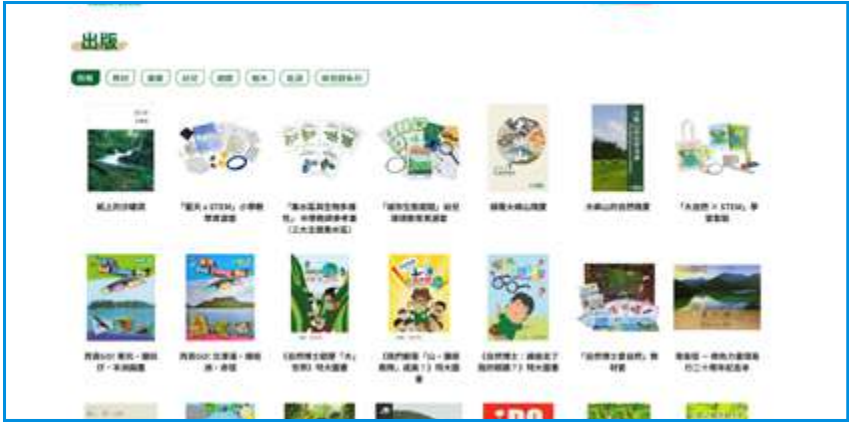
▶ View Here

Website

2024 · Webflow · Adobe Photoshop · Figma

Green Power - Corporate site

Green Power was founded in 1988 by a group of dedicated volunteers in Hong Kong who are passionate about the local environment. The website features extensive information across over 100 static pages, including images, videos, blogs, and press releases. I designed a new website structure to enhance readability and usability. The dynamic pages and content management system (CMS) were built using Webflow.
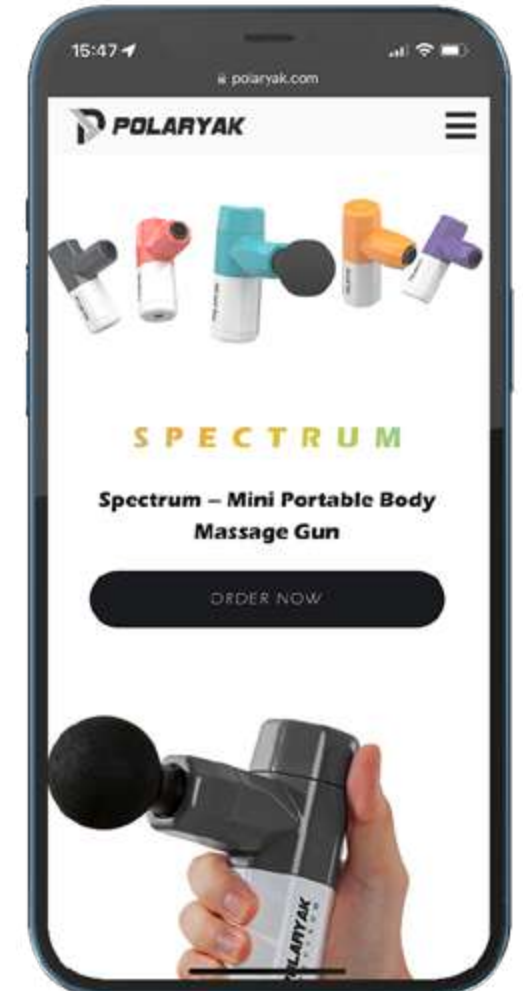
▶ View Here

Website

The company manufactures a variety of massage products, including one called Spectrum. I designed a dedicated feature page for this product to explain its functions and specifications, and I built the online shop using Webflow.

(2022) (Webflow) (Adobe Photoshop) (Adobe Illustrator)

POLARYAK - Online shop

Website

This feature site showcases a Hong Kong board game filled with aliens and space elements. A parallax effect is employed to enhance the atmosphere of space.

▶ **View Here**

(**2022**) (**Webflow**) (**Adobe Photoshop**) (**Adobe Illustrator**) (**HTML/CSS**)

Ice Makes Board Game - Age of Galaxy

Website

This feature site presents a Hong Kong board game called Eila And Something Shiny. A parallax effect is utilized in the cover section to illustrate the depth of Eila's world.

▶ View Here

2022 | Webflow | Adobe Photoshop | Adobe Illustrator | HTML/CSS
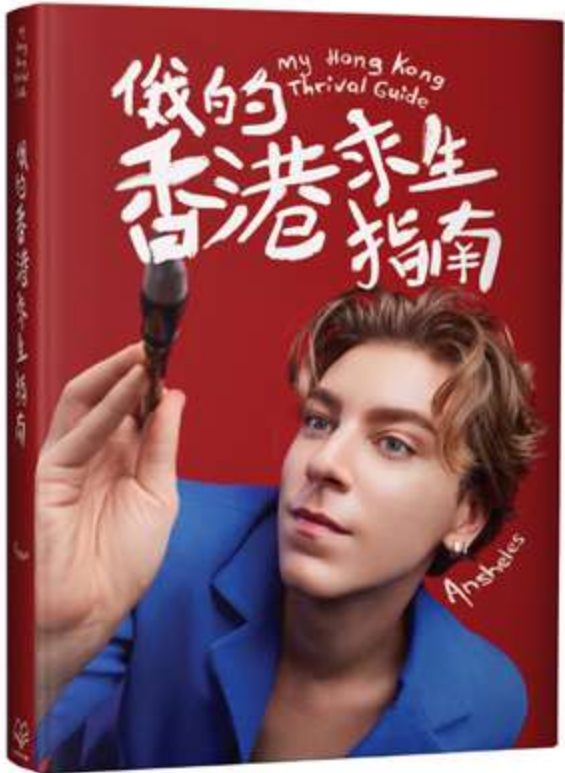
Ice Makes Board Game - Eila and something shiny

Graphics Design

Ansheles is a Hong Kong influencer from Russia, and he wrote an autobiography in Cantonese. I designed the inner pages and established some visual elements, such as hand-drawn circles to represent his efforts to fit into Hong Kong culture. Additionally, I created an irregular photo frame to showcase his pictures, reflecting how different his life in Hong Kong is.

(2024) (InDesign) (Adobe Photoshop) (Adobe Illustrator)

Good Year 出版 - 俄的香港求生指南

Graphics Design

Neue Loesung is a construction company which provide construction materials and workers to building different constructions. They needed a brochure to explain their bussines model and service they could provide.
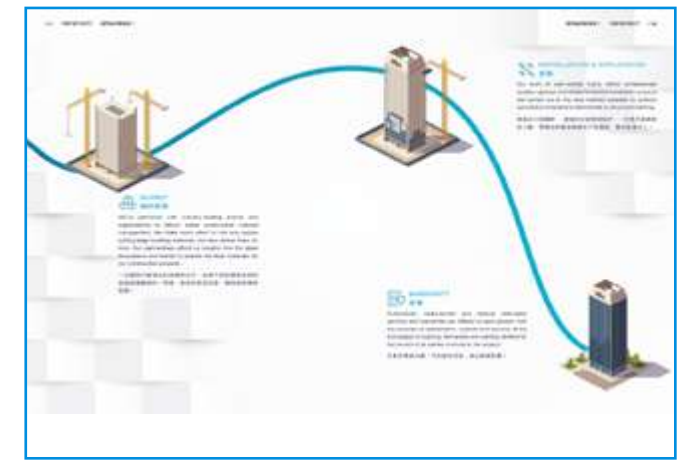
(2021) (InDesign) (Adobe Photoshop) (Adobe Illustrator)

Neue Loesung Internation Limited - Brochure

Graphics Design

This company wanted a brochure which was energetic and professional.

2018　**InDesign**　**Adobe Photoshop**　**Adobe Illustrator**
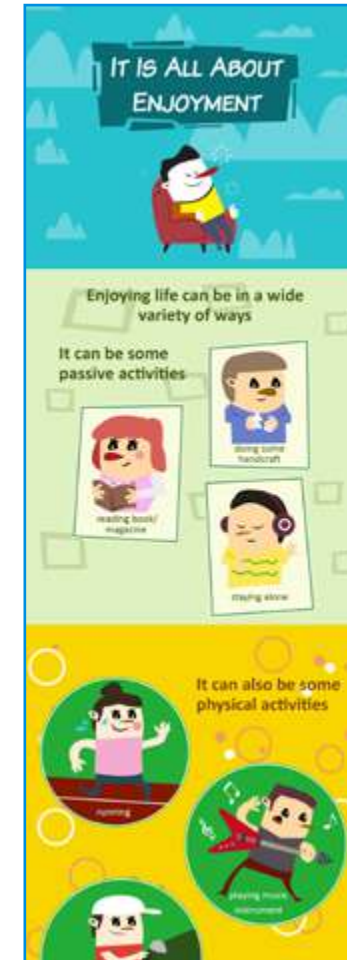
EXPOTRANSWORLD LTD - Brochure

Graphics Design

Based on the text content from Department of Health, different styles inforgraphics are designed and illustrated. All the graphics are suitable for mobile and desktop platform for best viewing.

▶ View Here

2017   **Adobe Illustrator**

Department of Health - Infographic Design

Graphics Design

The theme of this year was, You Smile I Smile. All the props and games should be colorful and presented a sens of happiness.

(2016) (Adobe Illustrator)

McDonald's - Aon Hewitt Best Employer Communication Day

Graphics Design

The theme of this aunnual dinner was VIVA LAS VEGAS.

(2016) (Adobe Photoshop) (Adobe Illustrator)

Daohe Global Group Limited - Aunnual Dinner Backdrop

Graphics Design
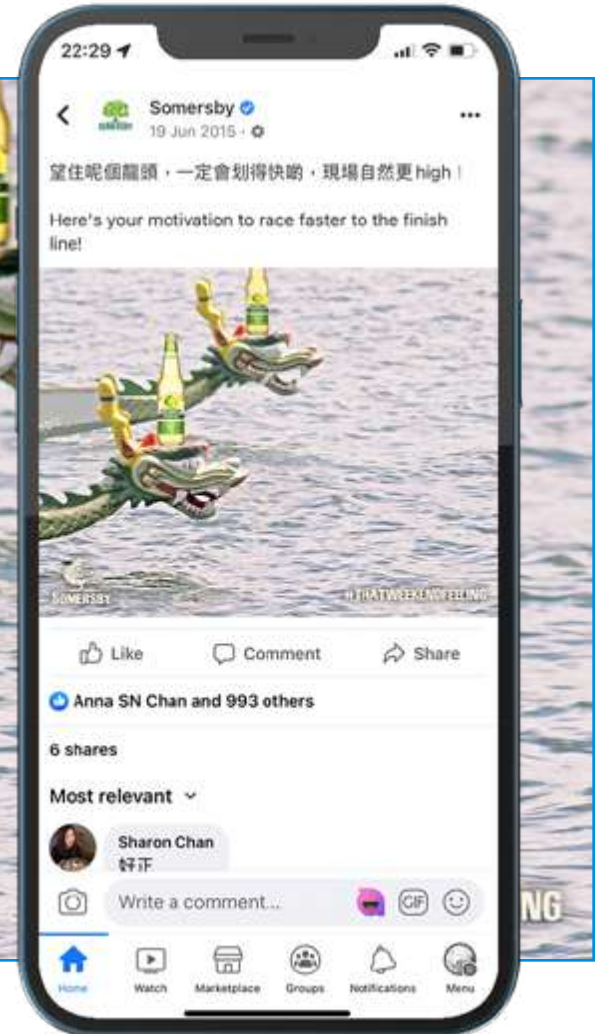
Ogilvy Social Media Creative Facebook Feed.

2015   Adobe Photoshop   Adobe Illustrator

Somersby HK - Facebook Feeds

Graphics Design

(2015) (Adobe Photoshop) (Adobe Illustrator)

Nestlé And Nutrition - Facebook Feed

UI/UX Design

The App is designed to help K1 to K3 children to learn chinese characters through playing mini games and watching videos.

▶ View Here

2016 · Adobe Illustrator

SAHK - 學前語文秘笈 APP

Drawings

Now   Adobe Illustrator   Pens   Markers   Water Colour   Procreate

Personal Drawings

Drawings

This is my personal drawing exhibition in 2018 showing all the 80s - 90s Hong Kong movie.

▶ View Here

(2018) (Pens) (Inks) (Markers)

Personal Exhibition

VOXEL ART

Metaverse is a trendy business. This project is to build lots of different characters based on a board game "Eila and Something Shiny".

▶ View Here

(2022) (VoxEdit) (MagicaVoxel) (SandBox)

Voxel Character building

CONTACT ME

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