

# Xinyi Wang

## design works

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# Hello!

Hi, I'm Ivy Wang – a recent MADA graduate from Monash university.

With the love of design, my focus on the craft of design and the creative approach give my works more exploring of printed matter, visual identities, editorial design and design art directions.

I did a lot poster designs, identity designs, publication designs. I am also quite enthusiastic about illustration and collage, you can find more works in my instagram.

Please feel free to contact me anytime.

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# Skills:

## Computer skills

- Photoshop
- Illustrator
- Indesign
- After Effects (Basic)
- Final Cut Pro
- Print and Publication Design

## Skills by hand

- Illustration
- Collage
- Painting
- Typography
- Packaging Design
- Promotional Design

# Contents:

## Posters

- Childhood Memory
- Gill Sans Font
- Heaven and Hell
- Artist hero
- Event Poster

## Identity design

- Mix Brand
- Biddy Bag Brand
- Day Of the Dead Museum

## Packaging design

- Mercy CD Cover
- Lipstick Queen Packaging

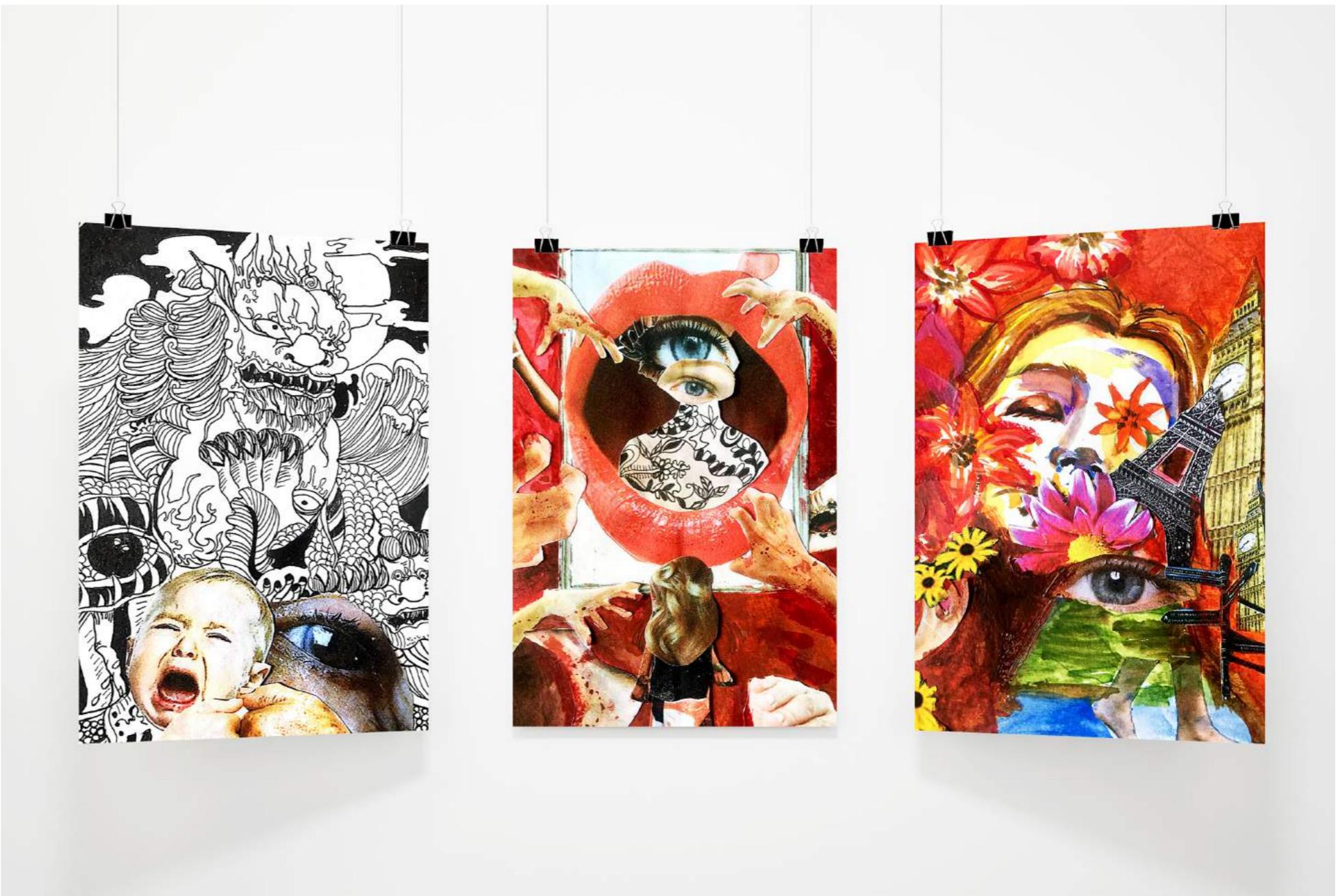
## Publication

- Healthy & Yummy

# Childhood Memory

## Collage poster

This project is composed by three parts, night mare, memory and childhood dream. I did line drawing, collage and watercolour painting in these three images to depict my meaningful childhood. The colourful collage and black and white line drawing actually though different angles to indicate my feelings and memories with happiness and sadness.



# Gill Sans Poster

## Font poster

Gill sans is a sans-serif type face designed by English designer. It is a double side poster, i used colours of England national flag, blue, red and white for the main colours. The idea of the straight line and circle was inspired by the design of the sign of underground in England. Different words across the big "O" and connect with the "G" and "S" to represent the gill sans font and words.



# Sense Of Place

## Hand-drawing poster

I chose a fiction place as heaven and hell to depict the positive and negative part in this world. The colour one depicts heaven in my mind, with lots of plants, animals, sea wave and human. The black and white one depicts the hell with skull, snake, blood and a dead woman. The gate on the bottom of heaven and the top of hell connects two posters to indicate that virtue or evil is just a twist of ideas at our disposal. Sometimes heaven and hell really depends on a choice in our life.



# My Hero Poster

## Frida Kahlo

The Mexican artist, Frida Kahlo, she is one of the most respected women artists that her art has been praised for its originality and its surreal, dreamlike quality. I drew a small portrait for her and her body is combined by two parts to depict happiness and sadness during her life. Some of elements in this poster represent her accident, her baby and her depressing time. But I still used warm colours to fill the background to describe her legend life.



# Event Poster

## Australian museum science festival

This poster is designed for Australian museum science festival. The idea is basically around human and science elements. The hand and circle represent that human still being the process of seeking and learning science. Combined illustrations and images to compose this eye-catching image with complementary colour. Geometric shapes and straight lines represent different elements of science.



# Mix brand identity

## Identity design



# Mix Brand Identity

## Identity design



Mix brand is a fiction company produced cider, mixed wine and fruit flavour drinks. Mix brand is a quite contemporary and modern style brand with playful and colourful products. I used watercolour to draw different fruits to create kind of flavours' character shown on each business card. And I drew the simple black lines as each character's clothes to contrast with the colourful subjects. The illustrations are as kind of icons for each flavour.

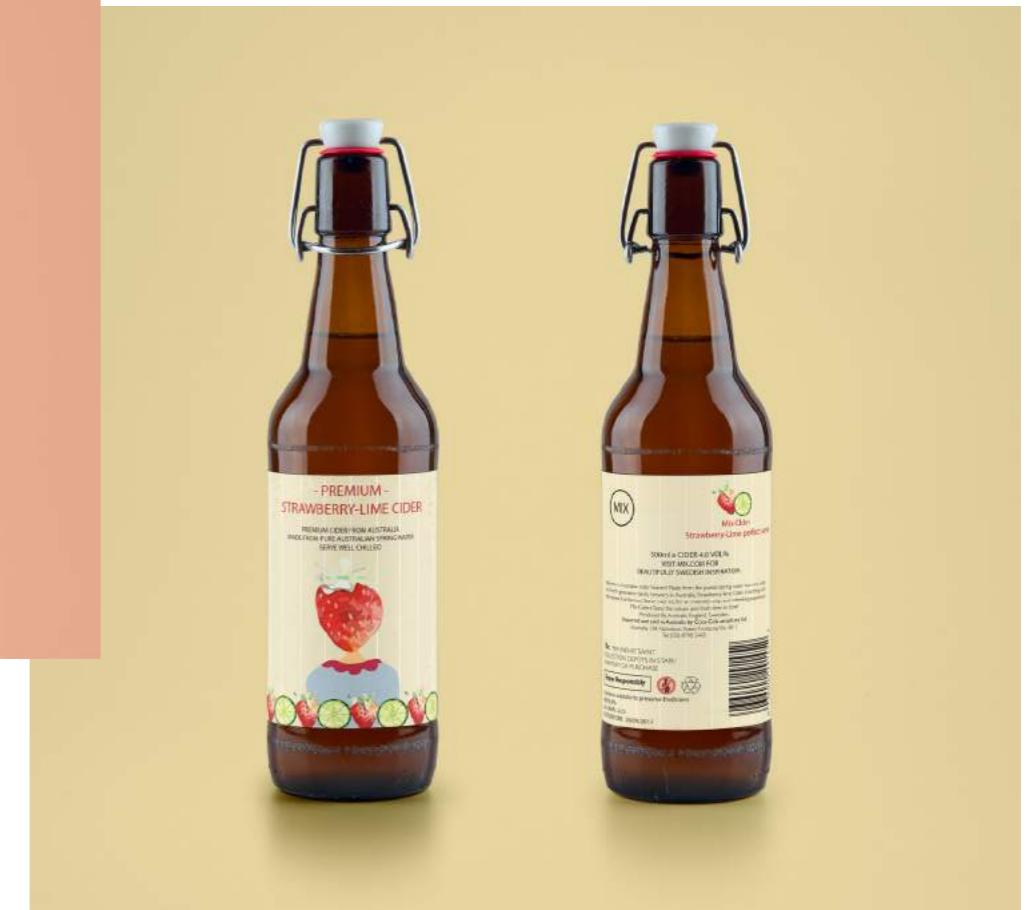


# Mix Brand Identity

## Packaging design(label)



To emphasize the subject, I used a lighter yellow for the background colour to contrast with the colourful fruit. Compare to the business card, I filled colours for each character's clothe. As the packaging for the wine bottle, they do need more details to fill in.



I designed three different flavours for the cider series as strawberry and lime cider, passionfruit and pear cider and mandarin cider. This idea of the fruit character actually more attracted by young people.

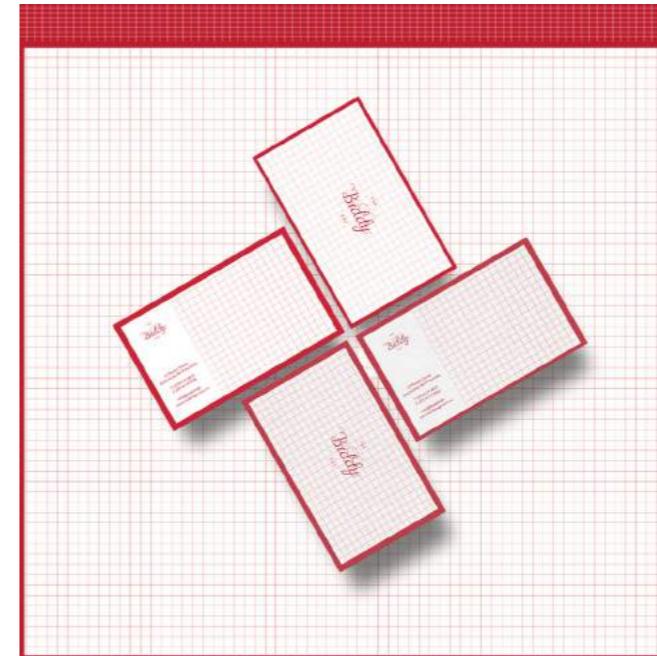
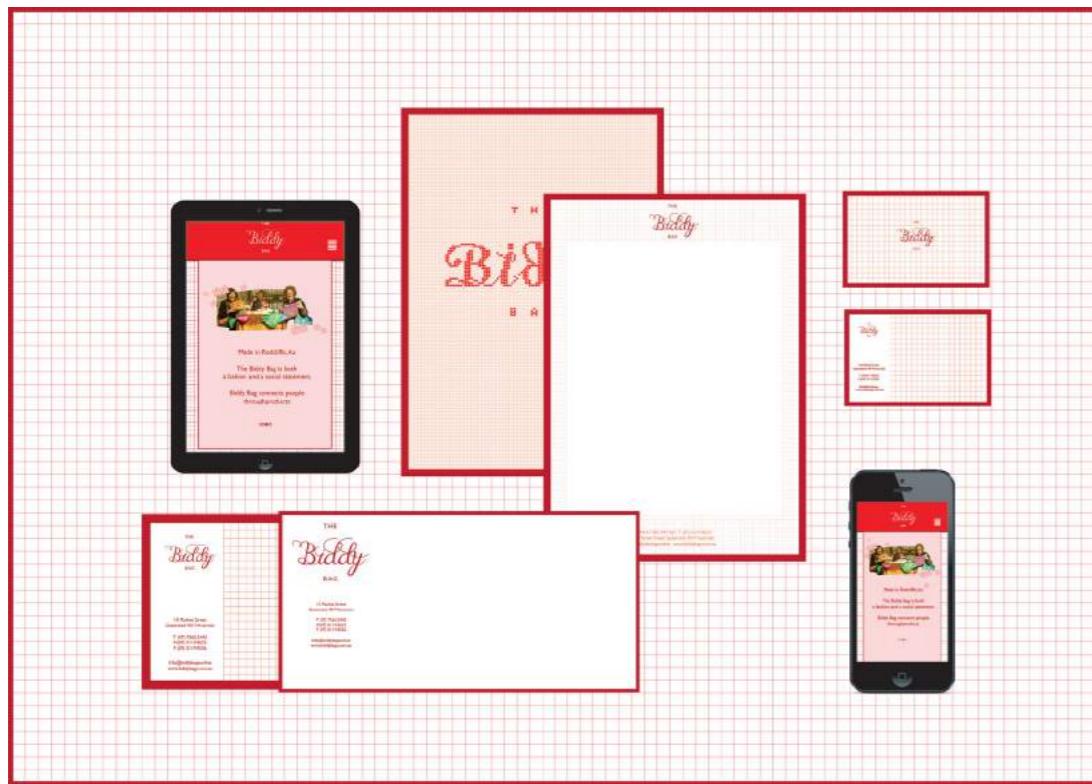
# Biddy Bag Brand Identity

Identity design

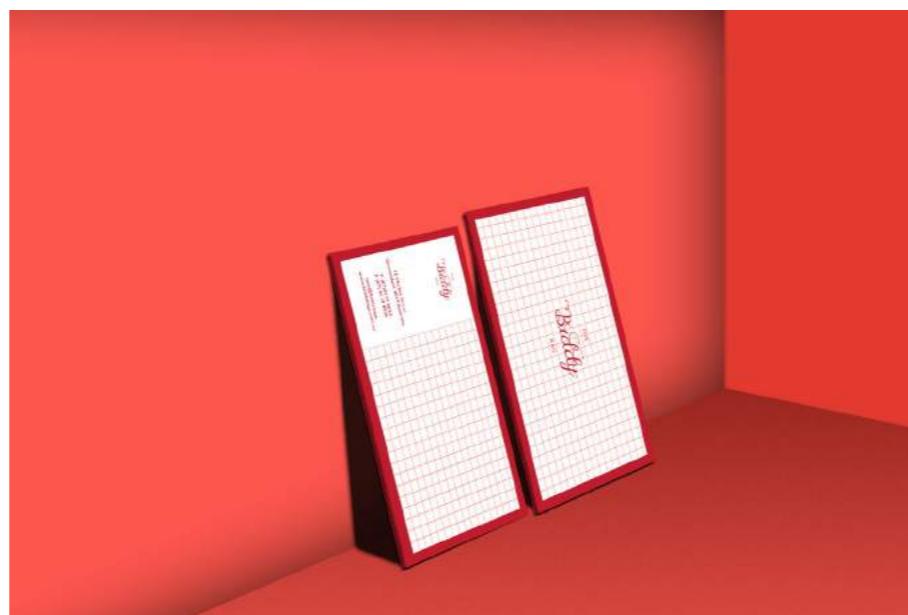
THE  
*Biddy*  
BAG

# Biddy Bag Brand Identity

## Identity design



This project is about to rebrand the Biddy Bag brand. Biddy bag is a company that older women produce some knitted bags, phone covers and Tea cosies. My design is based on the original knitted item. I chose the red colour as the main style of new brand design that red always as the representation of classical and fashion. That actually match the style of their products. The string as a representation of knitted items used in my design to make it more fashion and playful.



# Day Of The Dead Museum

Identity design



# Day Of The Dead Museum

## Identity design



This Day of the dead gallery reminds us of the fact no matter what we are in life, in death we're all the same.

This project is designed for Day of the dead museum. I used the idea of sugar skull to expand this identity design which includes business card, letterhead, envelope and program card.

I filled different illustrations in each skull and used the highlight colours to indicate the happiness in this Mexican festival.



# Mercy CD cover & EP cover

## Packaging design



I choose Mercy as my design concept in this project. Mercy is a song by English rock band Muse from their seventh album. This song is about the journey of a human who lose hope.

The human who actually does not has the face is surrounded by many dark and messy things. Illustrated horrible things like ghost and skeleton inside this cover. It is obvious to see that there are many strings entangled the subject.

About the colour, I chose the dark red of this mystery style. For the EP sleeve, I changed this colour palette as blue and orange. This complementary colour gives the graphic design really strong effect.



# Redesign Lipstick Queen Packaging

Packaging design

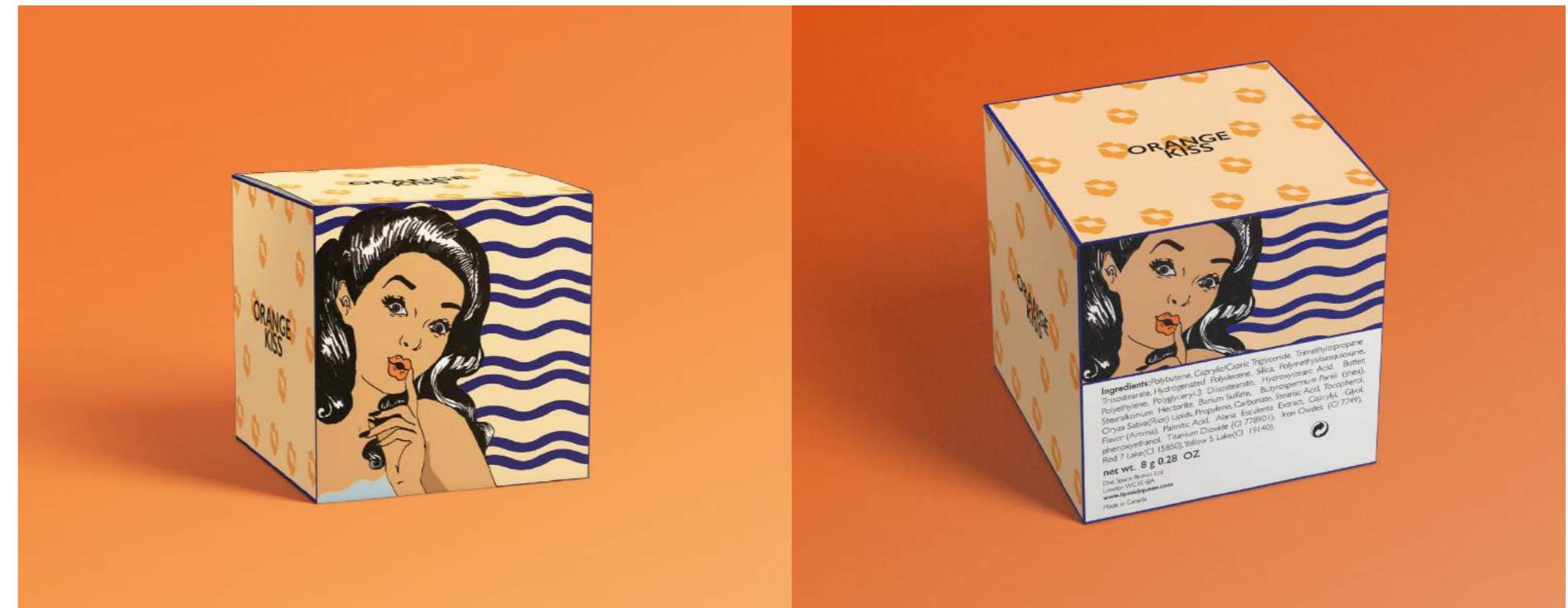


# Redesign Lipstick Queen Packaging

## Packaging design



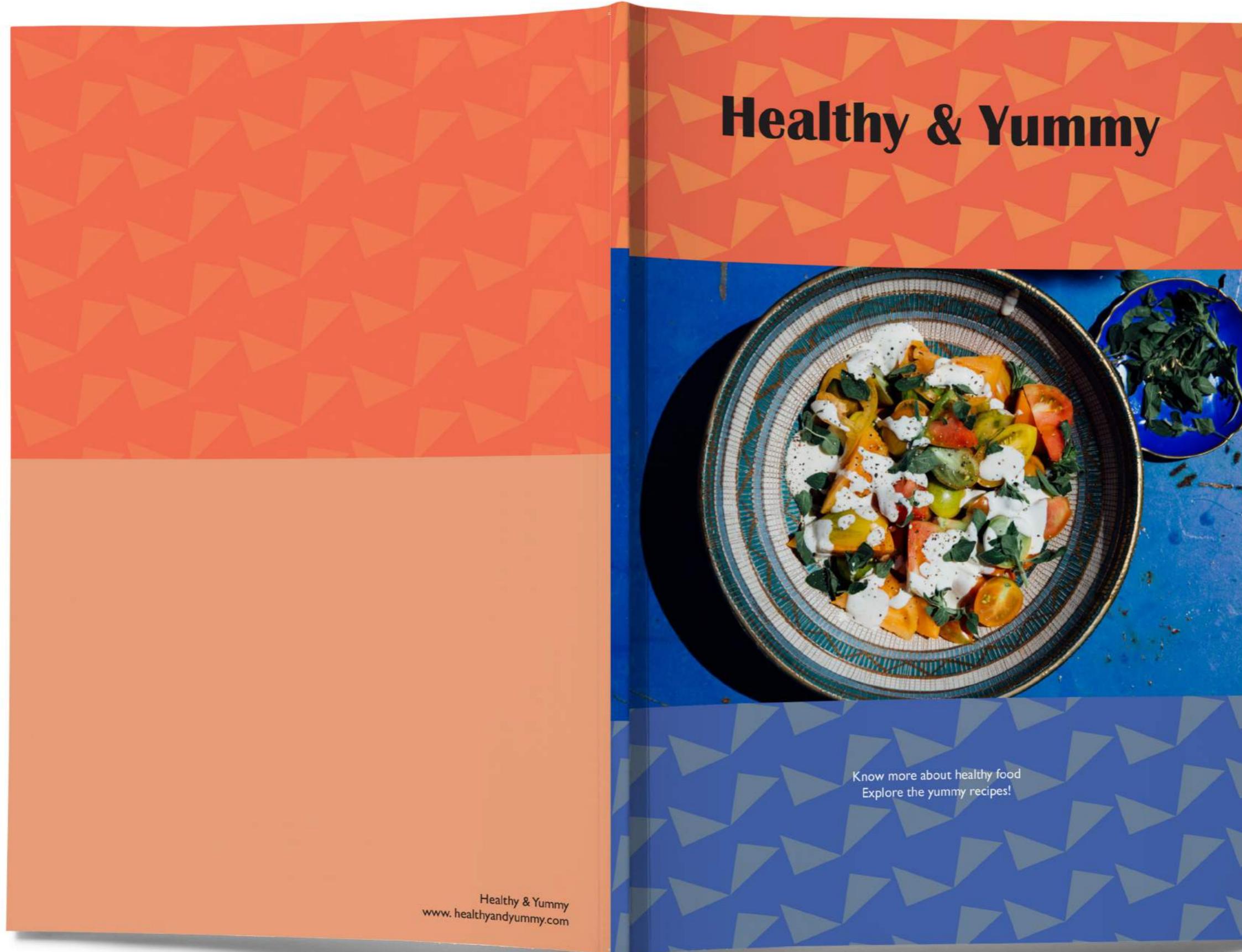
This design was inspired from the pop art style and pin-up lady. I did three different skin tone women illustration for these three packaging. To increase the international customers, I designed three different women from different countries with different skin tone to show that the product from lipstick queen are all suitable for women all over the world.



10/11

# Healthy & Yummy Booklet

Food publication



Healthy & Yummy  
[www.healthyandyummy.com](http://www.healthyandyummy.com)

# Healthy & Yummy Booklet

## Food publication



### Adult tips

- One of my favourite tips to clients is Healthy eating takes planning. It does not just happen by itself. From what you buy and bring into the house, to planning your daily meals – without planning, it can all fall apart. (From Lynch, dietitian)
- If you are trying to manage your weight, understanding the reasons behind why you eat is as important as knowing what to eat. (Alison Martin, APD)
- Keep an 'essentials' list in the pantry. Starting with fresh fruit and vegetables, list everything the household needs to get through the week. This is not what family members like, just what they need. Use this list when planning meals and shopping. (Sophie Gray, recipe writer)
- Don't underestimate the power of the buddy system! I joined a running group with friends and it's made it so much easier to get out of bed in the morning to exercise – we motivate each other and celebrate our achievements together. (Sue Morony, HFG art director)
- I photocopy recipes I want to try and keep them in a folder for inspiration! (Tessa Pearce, dietitian)
- Don't only think about the number on the scales when you're trying to lose weight. Think about how your clothes fit and feel; how much energy you have. (Zoe Wilson, HFG dietitian)
- When you focus on what you can have rather than what you can't, you're less likely to feel deprived and more likely to keep on track. (Melanie McGrice, Advanced APD)



### Kids tips

- Get kids involved in growing fruit, vegetables or herbs in your own garden (it doesn't have to be big). I have found children to be more willing to try fresh herbs and vegetables if they have been involved with growing them.
- Add grated vegies to any rice dish. Adding grated vegies to salads also really bulk up the dish. (Sally Parker)



### Starts

## Healthy Sauce

So You Never Have to Eat Boring Food Again!



### Diet and Ricotta!

Also healthy, they're mainly a vessel for bright pink color! The earthiness of ricotta is mellowed out by the ricotta, which is a nice bit of recipe balancing magic. You could also use Greek yogurt instead of the ricotta.



### Herby Avocado!

You could also add parsley, mint, any tender herbs you've got. The high fat in avocado does fill you up, though, so try not to eat the whole thing before your friends come over. The genetic thing that makes it taste like soap.



### Spicy Carrot!

Hariisa and carrots, another irresistible pairing. The recipe is spicy. You can ramp up the heat to your own discretion, keeping in mind that different brands of harissa are spicier than others. Could you also use Sriracha, or gochujang instead?



### Sauces!

Sauces are one of the most important elements of a healthy lifestyle. Nothing ruins a grain bowl or a crudite platter like a lack of flavor. Dips, dressings, and sauces bring all elements together, especially when they might not be the tastiest individually.

They're also great for meal prep: Make a whole bunch ahead of time and use it on everything you make throughout the week. Most are incredibly versatile, equally delicious as drizzled, drizzled, or marinated. Our latest obsession is this coconut-chili polpo sauce.

### Vinaigrette!

Oil, vinegar, herbs and spices. While a traditional vinaigrette is a 3:1 mix of oil and vinegar, ratios can vary widely, so it pays to read the label to know exactly what ratio mix you are buying. Lower-fat versions are mostly vinegar-based. A classic dressing for any kind of salad.



### Soy sauce!

Water, soy beans, wheat (in most brands), salt and sugar. One tablespoon of standard soy sauce has 25–45g more than 900mg sodium, but there are lower sodium versions available. Soy sauce is a staple of Asian cuisine in stir-fries to flavour sauces.

### Chutney!

The variety of chutney on offer, from mango to tomato, all made from some combination of vegetables/fruit, sugar, water, salt and flavours. Chutney wakes up sandwiches, salads, burgers and barbecued meat. With such a variety in the type of chutneys, nutrition information varies.



**Cruciferous vegetables** are a group of vegetables that are rich in fiber, vitamin C, folate. Some of the vegetables in this class are also good sources of calcium and vitamin B6, vitamin A.

**Vegetables**  
Eggplant is a species of nightshade grown for its edible fruit. Eggplant is common name in North America, Australia and New Zealand, but British English uses the French word *solanine*.

**Smoky Eggplant Dip**  
of a mezze platter, or part of a grilled chicken thigh or lamb chops. This recipe is perfect after your grilled dinner and the fire has mellowed. Please don't let those coals go to waste. Your reward is this easy, smoky dip.

Are all a  
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fact, MSG is one of i  
many processed foods like  
smoky dip.  
Do colours cause  
etc.

It is a modern guide to introduce some healthy food recipe and nutrition to audience. Let viewer to discover the path to better health and nutrition. I used spiral binding on this publication to match the causal style of the guide. I combined with colourful image and geometric shapes in the design of this booklet. I used the complementary colour orange and blue as the main colour for the book cover to give strong effect to the audience, let them feel more interesting about exploring healthy food and recipes.

# Healthy & Yummy Booklet

Food publication

## Main Meals

### Udon with Chicken and Garlicky Peanut Dressing recipe



**C**RUCIFEROUS vegetables are a group of vegetables that are rich in fiber, vitamin C, and folate. Some of the vegetables in this class are also good sources of calcium, beta-carotene, and vitamin B6. Fiber is an important nutrient for weight loss and maintenance because it keeps you feeling full and helps control your hunger. Fiber can also lower cholesterol and blood pressure, and help to temper blood sugars by slowing the absorption of carbohydrates into your bloodstream after meals. This lowers your risk of cardiovascular disease and type 2 diabetes. Antioxidants in cruciferous vegetables like vitamin C may reduce your risk of cataracts.

**Fry it!**  
Broil fish collars until their skin becomes puffy and like, pair them with a bit pickled daikon and a sprinkle of scallions!



**Method:**

**Step 1:**  
Whisk peanut butter, soy sauce, vinegar, honey, and garlic in a small bowl until smooth. Gradually add vegetable oil, whisking constantly until emulsified; set aside.

**Step 2:**  
Cook noodles in a large saucepan of boiling salted water according to package instructions until al dente. Drain; rinse under cold water, then drain again.

**Step 3:**  
Toss noodles, chicken, celery, bean sprouts, and daikon in a large bowl with three-quarters of reserved dressing to combine and evenly coat; season with salt.

**Step 4:**  
Transfer chicken to a cutting board and let cool slightly. Strain poaching liquid through a fine-mesh sieve into a small bowl. Cut chicken crosswise into thin slices. Meanwhile, cook noodles according to package directions. Reheat over medium-low, adding water.

**Step 5:**  
Meanwhile, thinly slice remaining scallions. Whisk orange juice and lime juice in a small bowl; season with salt and 8 turns of a pepper mill, or about  $\frac{3}{4}$  tsp

**Step 6:**  
Heat oil in a saucepan over medium-high. Cook laksa paste, stirring often, until paste is slightly darkened and begins to slide around saucepan when stirred, about 2 minutes. Add half of coconut milk and cook, stirring, until reduced by half, 4–6 minutes.

**Step 7:**  
Add chicken and sugar to soup; season with salt. Divide soup and noodles among bowls. Top with eggs and cucumbers; serve with toppings. Use the bottom of pan in a single layer blistered.

**Step 8:**  
Heat 2 Tbsp. oil in same skillet over medium. Arrange bread slices in skillet and cook until golden brown, about 1 minute per side.

# Healthy & Yummy Booklet

## Food publication

**Healthy Food**

# What's really in your food?

**Organic eggs:**  
These come from hens that are free range and are fed a certified organic diet with no chemical thing.

**What is really best for you?**

Here, we show you how to make more informed choices at the supermarket. Unlike our ancestors who had to visit the village market every day to buy fresh foods for dinner, we want the ease of foods that last in the fridge for weeks, sometimes months. We won't settle for products that look less colourful or taste less flavoursome.

And we process our foods adding flavours, preservatives and colours. In Australia, there are more than 300 approved additives. Along with enhancing taste, they can make a food easier to use, that means no more gluggy or separated sauces or caking baking powder! They also make it last longer can you imagine a bottle of tomato sauce lasting only three days? Non-natural colours and flavours. So much so that rarely would we now develop a product that doesn't have all natural colours.

**Can I cook food in vegetable-fat margarines instead of oil or butter?**

More than the food itself, what causes acidity is irregular eating patterns. If your stomach remains empty for long due to large gaps between meals or snacks, the acid in your stomach, which aids in digestion, has nothing to digest. This creates an acidic environment in the stomach—what we call acidity. The best way to prevent acidity is to eat small meals/snacks every 2–3 hours.

**Everything you need to know about food safety in your life**

For centuries microbes such as bacteria have been used in food production, primarily for preserving food, and are responsible for many popular foodstuffs such as cheese, yoghurt, bread and fermented foods.

**Food colourings:**  
The most common symptoms of an intolerance are behaviour problems in children and headaches or an upset gut in adults.

## Questions

**Are potato, corn, beans, and green peas good for one's daily vegetable quota?**

Unfortunately, these are starches. You need to add vegetables to your daily meals. The more variety in colour you add, the better the variety of vitamins and minerals. In a salad, soup, with your meat, in a stew, or even with your rice as a pilaf.

**Will cutting out rice from my diet help me lose weight?**

The bottom line is calories. If your total calorie intake exceeds what your body can burn, then you gain weight. Omitting rice may not be the only way to cut down on calories. Keep a food diary for a week and consult a nutritionist to help identify the hidden calories in your diet.

**Is it okay to skip meals if I have a heavy breakfast?**

'Eat breakfast like a king, lunch like a prince, and dinner like a pauper' goes the old saying. However, our lifestyles have become much more sedentary since the feudal times. It also doesn't mean skipping lunch if you've eaten a lot in the morning. Instead, spread your calorie intake through the day.

# Thank you!

For taking time to have a look at my foilo!

As you can see, I love experimenting with graphic designs, illustrations, collage, and editorial design. Please get in touch and feel free to contact me anytime!

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