

# YUMEI OUYANG

VISUAL COMMUNICATION DESIGNER

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## OBJECTIVE

To begin my career as a Visual Communication or Brand Designer, creating thoughtful and engaging visual experiences through storytelling, identity and digital design.

## 01 PERSONAL STATEMENT

I am an emerging Visual Communication Designer completing my Bachelor of Design at Griffith University. My practice combines visual storytelling, branding and digital design, with a particular interest in everyday experiences, culture and visual identity.

Alongside my studies, I work as a freelance photographer and independently manage a social media platform with over 54,000 followers and 2.67 million likes. Working with both clients and online audiences has strengthened my skills in creative direction, communication and understanding how visual content connects with people. I enjoy turning ideas into clear, thoughtful and engaging visual outcomes across brand, editorial and digital contexts.

## 02 EDUCATION

MAR 2024  
— NOV 2026

### • Bachelor of Design—Visual Communication Design

Griffith University, Queensland College of Art · Brisbane, QLD · Expected Nov 2026  
Relevant areas: Visual Communication · Brand Identity · Editorial Design · UX/UI ·  
Typography · Design Research

2020  
— JUL 2023

### • Senior Secondary Education

Yali High School · Hunan, China

## 03 WORK EXPERIENCE

OCT 2024  
—  
PRESENT

### • Freelance Photographer

Danata Studio · Brisbane, QLD

- Delivered paid graduation and portrait photography for 100+ clients, managing each project from initial communication to final delivery.
- Develop complete visual concepts including makeup, styling, location selection, photography and image retouching.
- Manage client communication, scheduling, post-production and final image delivery.
- Direct clients during shoots to create natural, personalised and visually consistent imagery.

03 WORK EXPERIENCE — CONTINUED

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OCT 2023<br>— PRESENT | <ul style="list-style-type: none"><li>• <b>Independent Content Creator</b><br/>Douyin — Independent</li><li>• Independently built and manage a lifestyle and fashion content platform with 54,000+ followers and 2.67M+ total likes.</li><li>• Lead the complete content process, including concept development, filming, photography, editing, copywriting, publishing and community engagement.</li><li>• Produced individual content receiving 200,000+ likes, using audience response and platform trends to inform future creative decisions.</li><li>• Collaborate with brands on commercial content while maintaining a consistent visual direction and audience relationship.</li></ul> |
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04 SELECTED DESIGN EXPERIENCE

|      |                                                                                                                                                                                                                                                          |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2026 | <ul style="list-style-type: none"><li>• <b>Designer — Liveworm Studio</b><br/>Griffith University · Brisbane, QLD</li><li>• Worked on real-client design briefs across visual communication, editorial design and institutional communication.</li></ul> |
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Business School Data Poster

Translated data and information into a clear, engaging visual communication outcome.

Year 6 Graduation Yearbook

Developed an editorial design system combining student memories, photography and school content into a cohesive publication.

Griffith University Christmas Greeting Card

Created a visual concept and final greeting card in response to an institutional communication brief.

05 SKILLS

DESIGN

Visual Communication  
Brand Identity  
Editorial Design  
Typography & Layout  
UX/UI Design  
Visual Storytelling

CREATIVE

Photography  
Art Direction  
Styling  
Content Creation  
Image Retouching  
Social Media Content

SOFTWARE

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Lightroom  
Figma  
Canva

06 LANGUAGES · INTERESTS · REFEREES

LANGUAGES

Mandarin — Native  
English — Fluent  
Japanese — Basic Listening  
Korean — Currently Learning

PERSONAL INTERESTS

Photography  
Fashion  
Visual Merchandising  
Travel  
Art & Design Exhibitions  
Culture

REFEREES

**Hannah Ison**  
Tutor · Griffith University — South Bank Campus  
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**Yannyi Wang**  
Photographer · Danata Studio  
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