

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 PROFILE

Emerging Visual Communication Designer completing a Bachelor of Design at Griffith University. My practice combines visual storytelling, branding and digital design, with interests in everyday experiences, culture and visual identity.

Alongside my studies, I work as a freelance photographer and independently manage a social media platform with 54,000+ followers and 2.67M+ likes. This experience has strengthened my creative direction, communication and audience-focused content skills.

02 EDUCATION

Bachelor of Design - Visual Communication Design

Griffith University, Queensland College of Art
Brisbane, QLD | Mar 2024 - Expected Nov 2026
Relevant areas: Visual Communication, Brand Identity, Editorial Design, UX/UI, Typography and Design Research.

Senior Secondary Education

Yali High School | Hunan, China | 2020 - Jul 2023

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 · Illustrator · Photoshop · Lightroom · Figma · Canva

06 LANGUAGES & INTERESTS

LANGUAGES

Mandarin - Native · English - Fluent · Japanese - Basic Listening · Korean - Currently Learning

PERSONAL INTERESTS

Photography · Fashion · Visual Merchandising · Travel · Art & Design Exhibitions · Culture

07 REFEREES

Hannah Ison

Tutor · Griffith University - South Bank Campus
h.ison@griffith.edu.au

Yannyi Wang

Photographer · Danata Studio
yanni1205@outlook.com · 0493 709 472

03 WORK EXPERIENCE

Freelance Photographer

OCT 2024 - PRESENT

Danata Studio · Brisbane, QLD

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

Independent Content Creator

OCT 2023 - PRESENT

Douyin - Independent

- Independently built and manage a lifestyle and fashion content platform with 54,000+ followers and 2.67M+ total likes.
- Lead concept development, filming, photography, editing, copywriting, publishing and community engagement.
- Produced individual content receiving 200,000+ likes, using audience response and platform trends to inform creative decisions.
- Collaborate with brands on commercial content while maintaining a consistent visual direction and audience relationship.

04 SELECTED DESIGN EXPERIENCE

Designer - Liveworm Studio

Griffith University · Brisbane, QLD

Worked on real-client design briefs across visual communication, editorial design and institutional communication.

- Business School Data Poster**
Translated data and information into a clear, engaging visual communication outcome.
- Year 6 Graduation Yearbook**
Developed an editorial system combining student memories, photography and school content into a cohesive publication.
- Griffith University Christmas Greeting Card** ²⁰²⁶
Created a visual concept and final greeting card in response to an institutional communication brief.