



PORTFOLIO

Giling Yu

For more information visit:
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MADJOR
Labbrand Group

My role as Art Director was mainly to generate clear ideas and concepts in tandem with the copywriter, producing sketches, storyboards, art layouts based on creative visions for Harley Davidson WeChat and Weibo accounts as well as creating content and concepts for Telekom Srbjia, Henkel, Black and Decker, Amazfit along others.

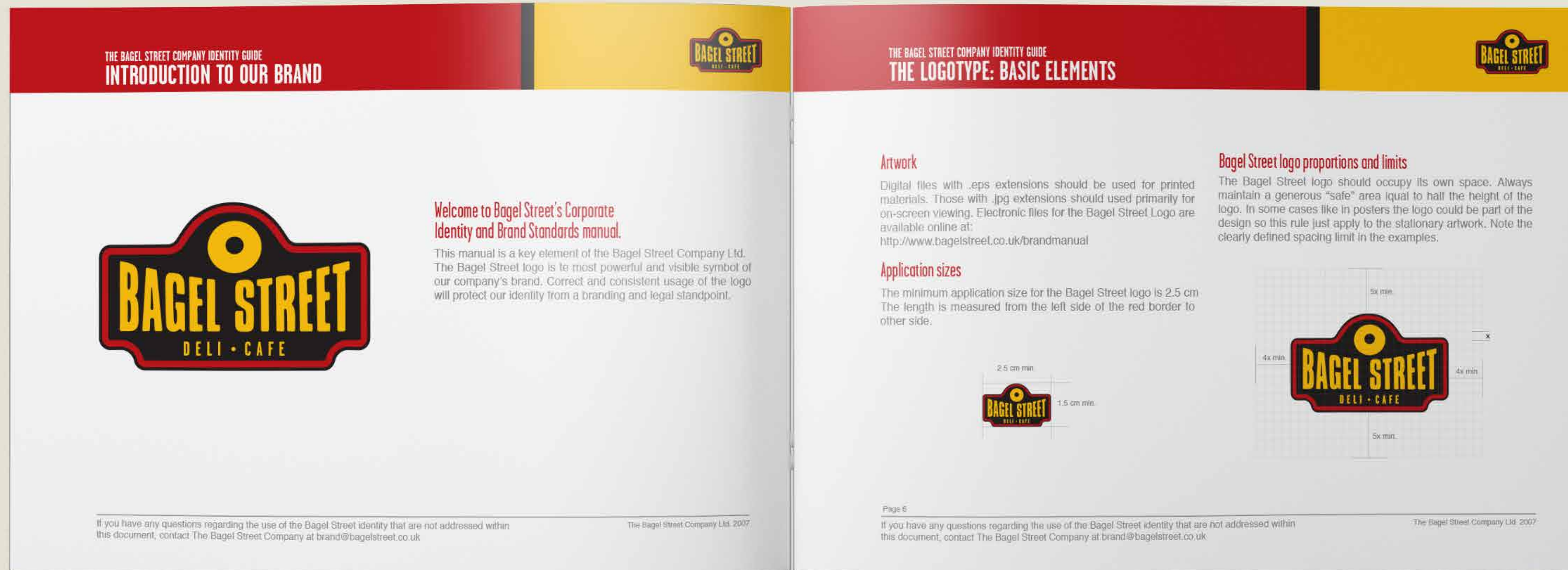
- Art Direction
- Video Editing
- Motion Graphics



MADJOR
Labbrand Group

Madjor is a Digital Agency specialized in innovation, strategy and social media content. It's also part of Labbrand group, an award winner agency with headquarters in Shanghai, and offices in New York, Paris and Singapore, which I had the privilege of being part of the process of creating the company's showreel working in conjunction with a team of designers and video animators.
vvHere are some screenshots of this work.v

- Art Direction
- **Video Editing**
- **Motion Graphics**



Bagel Street UK

In Bagel Street Company I had the title of Brand Custodian, my role was to establish the company's design guidelines as well as making presentations, posters and working with different printing suppliers. Also I had the great chance to work as interior designer for different locations, from the concept, material specification and tone. One of the most remarkable one was the brand signature shop at Heathrow Terminal 5 in London.

- Design Brand Guidelines

- Marketing Collaterals
- Brand Signage
- Interior Design
- Web Design
- Photography



Soy milk is the rich creamy milk of whole soybeans. With its unique nutty flavor and rich nutrition, soy milk can be used in a variety of ways.



The Bagel Street Company Ltd. 5 Finsbury Street, London, EC2A 3BH
Tel: +44 (0) 845 094 9 094 Fax: +44 (0) 845 094 9 099 Registered in England No. 3050426 www.bagelstreet.co.uk
Bagel Street is part of the Heston SpA Group



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An Autogrill Company 



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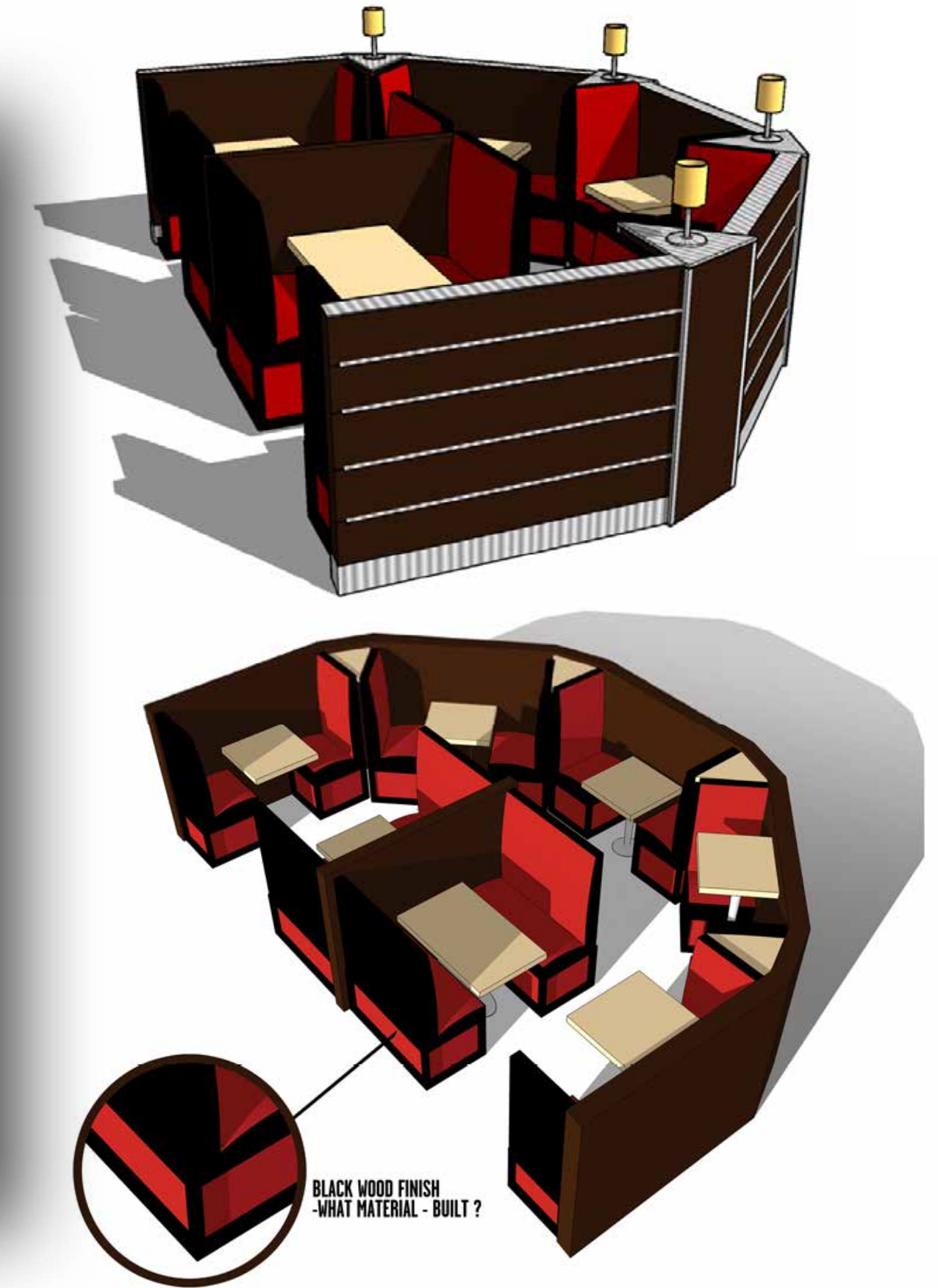
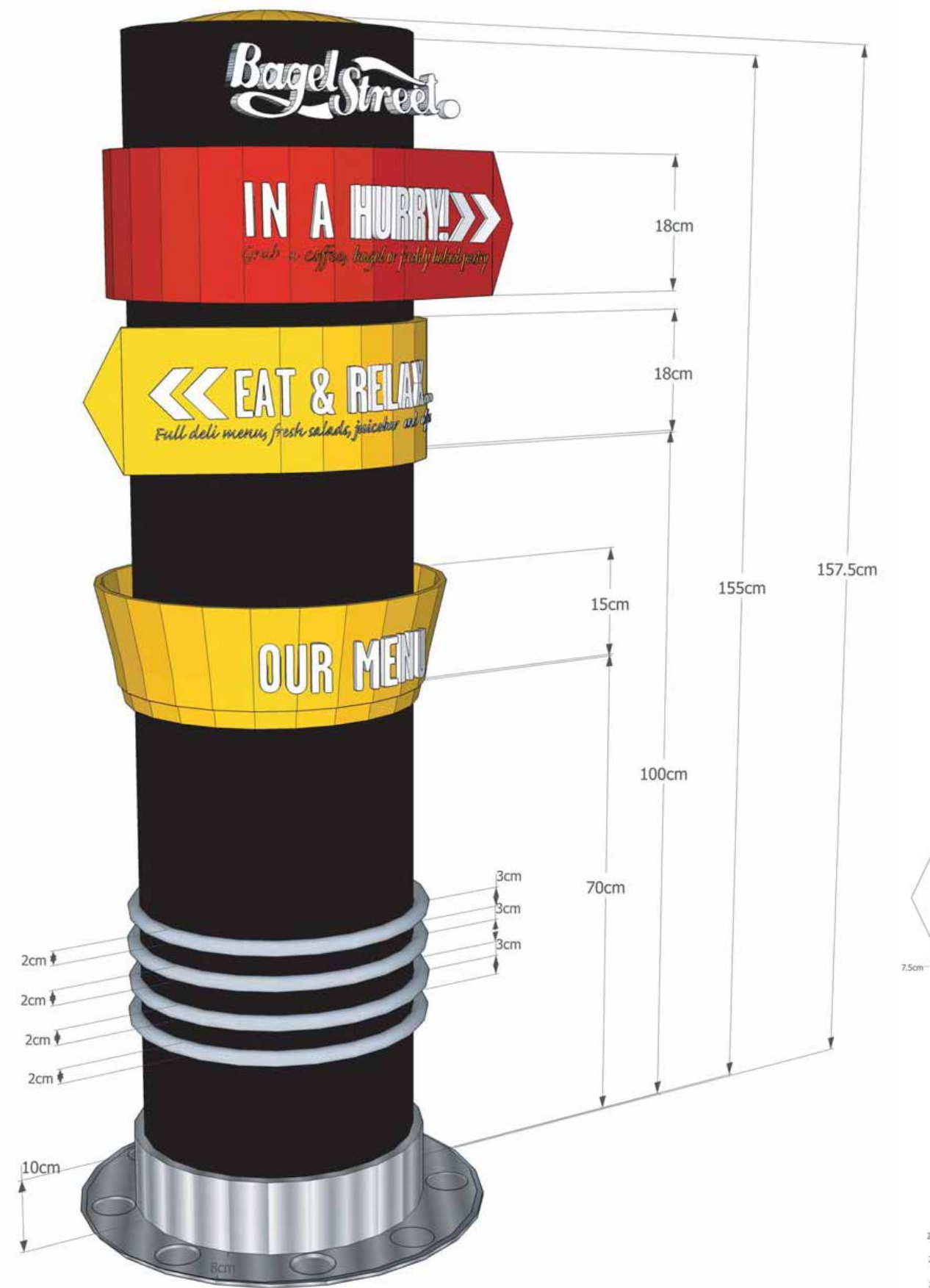
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- **Interior Design**
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- Photography



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- Web Design
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- Design Brand Guidelines
- Marketing Collaterals
- Brand Signage
- Interior Design
- Web Design
- **Photography**



Dance Nation

The mission with Dance Nation was to build a brand that was easy to visually digest and to show the character of the owner. My role in this project was to come up with the logo and symbol and implement them into a strong branding.

- Logo Design
- Stationary
- Photography
- Key Visual



Shangrila Concierge

The target for this project was to create a logo that inspires good service and elegance preserving the Asian culture as a main identity. To achieve this, I manipulated the typography giving a rustic and mystic meaning alongside some shapes and elements such as a Chinese lamp, which in the end took an important part of the whole atmosphere.

- Logo Design
- Stationary
- Web Design



CanAsia Group

It was a big challenge to come up with this as my first and only project in the Financial industry. The owner pitched me with ideas based in the Chinese practice of FengShui. The direction I chose was to do a logo more organic and leaving the white negative spaces as a complement of the entire brand.

- Logo Design
- Stationary
- Key Visuals
- Webdesign

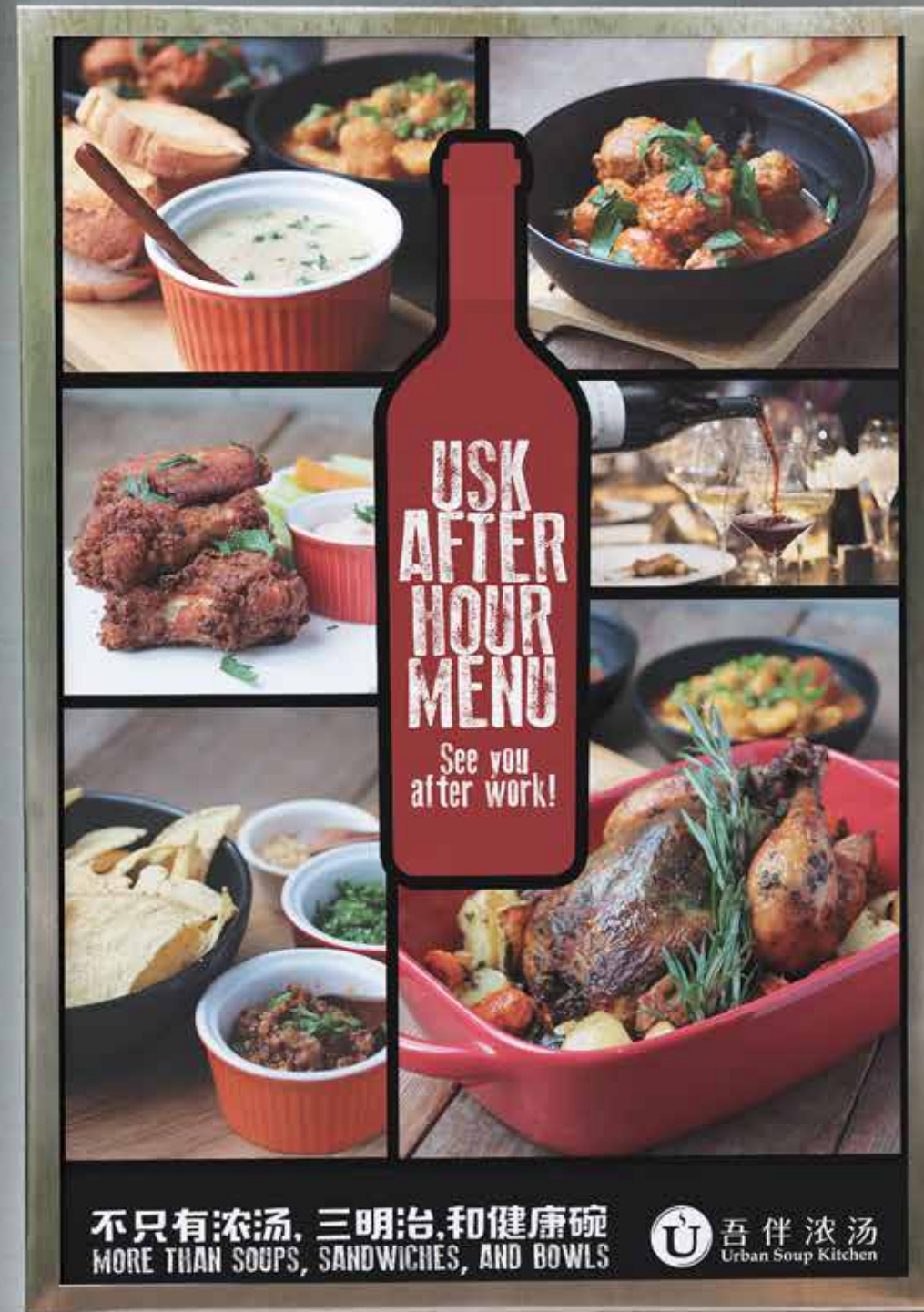


TICT

The Ice Cream Truck

Shanghai in summer is a big party place and my role with the guys of TICT (The Ice Cream Truck) was to come up with Key Visuals which were used in flyers and posters targeting young people and party animals. With TICT I was also involved with the production and creative direction for video and photography as well as web banners design.

- Logo Design
- Flyer Design
- Photography
- Key Visuals
- Web Banners



Urban Soup Kitchen

With the time, my experience as designer and creative person its been evolving in many different projects, and without realising, I've started to work more and more in the F&B (food and beverage) industry. This is one of them, Urban Soup Kitchen, is a chain of restaurant which provide confort food, In USK I was in charge of all the creative and design part of the business as part of the marketing team, making all collaterals, online media and learning a lot by doing food photography.

- Logo Design
- Stationary
- Key Visuals
- Food Photography



Geezo

The meaning of Geezo (Guiso) in Spanish is Stew or a long cook food. The concept that we developed was to create a modern and warm brand, using irregular shapes with a touch of organic and natural elements. Geezo is a restaurant-coffee shop located at the premises of a health center in the heart of Shanghai.

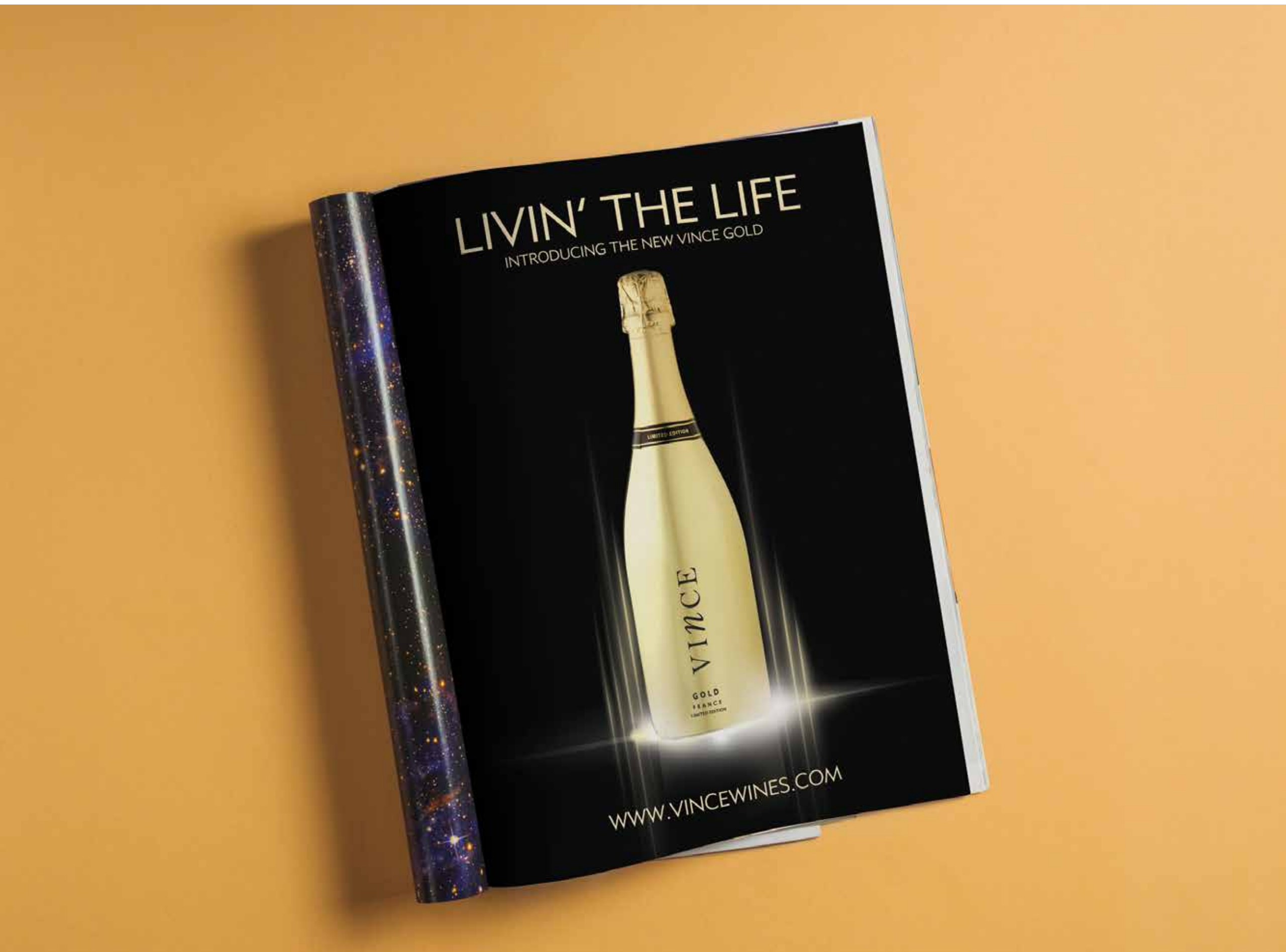
- Logo Design
- Stationary
- Key Visuals
- Interior Design
- 3D renders



Zuper Mart

The concept for this project was to create a brand that will be display inside gyms throughout China by selling healthy and fast food for post and pre workouts. I worked with a friend and also designer and we came up for the logo with the idea of integrating natural shapes and a strong and modern typography, giving a fun touch with the colors key visuals and illustrations.

- Logo Design
- Stationary
- Photography
- Key Visual



Vince Wines

Part of Camus Group China

When I was offered to be in charge of VINCE wine brand by the owner itself I was really honored. The title of Creative Director gave me the chance to work in VINCE marketing team and the Camus Group in China, launching new products, working with famous chinese KOLs, doing a lot of events throughout China and some internationally. During my time with VINCE Wines, apart of designing all marketing materia for the brand, I also started to explore and learning more about photo and video production.

- Marketing Colaterals
- Presentations
- Photography
- Video Production
- Key Visuals



EMPORIO

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www.emporio.hk

Emporio HK

And again, exploring in a new industry, this time the guys from EMPORIO contacted me because they wanted to create a strong brand with character, so I put my designer hat and came up with different ideas with dots in the typography and to make it look elegant and minimalistic I use black as a main color in order to make the look to speak by itself.

- Logo Design
- Stationary
- Presentations



Gustitalia LID

The task I was given with Gustitalia was to create a package for the Chinese Market that stand-out. First I received some referneces and I gave my own touch playing with a fun typography and adding some illustrations to differentiate each of the products. After the first packaging of pastas were launched, they asked me to create new labels for all the line of sauces preserving the same style.

- Packaging

THANKS!



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