



IMPRINT_01/10

PROJECT — Uncover New Forms Of Meaning

KEYWORDS — Innovation
Interactive
Permeability

OBJECTIVE

Design an exhibition catalog and a digital application that provide multi-layered information and interactive experiences to meet the needs of diverse audiences.

APPROACH

The project integrates print with digital platforms, creating a flexible and engaging dual experience. Users can explore artistic stories through the printed catalog while engaging interactively with extended content on the digital platform.

COURSE — GR 601: Type Systems

SEMESTER — 2023 Spring


INSTRUCTOR — Hunter Wimmer

GATEGORY — Type Systems


TYPEFACES — Avenir Next
Courier Regular



Drawing for "The Head & the Load" 2012
Drawing on paper mounted on wood panel
Drawing by William Kentridge and Nancy Spector, New York



THE BROAD
www.thebroad.org



SPECIAL EXHIBITION
WILLIAM KENTRIDGE:
IN PRAISE OF SHADOWS
NOV 12 - APR 09, 2023

Exhibition location:
221 S. Grand Avenue Los Angeles, CA 90012


Museum Policies

Tickets:
\$18 for adults
\$12 for students (with valid student ID)
and free for children 17 and under.

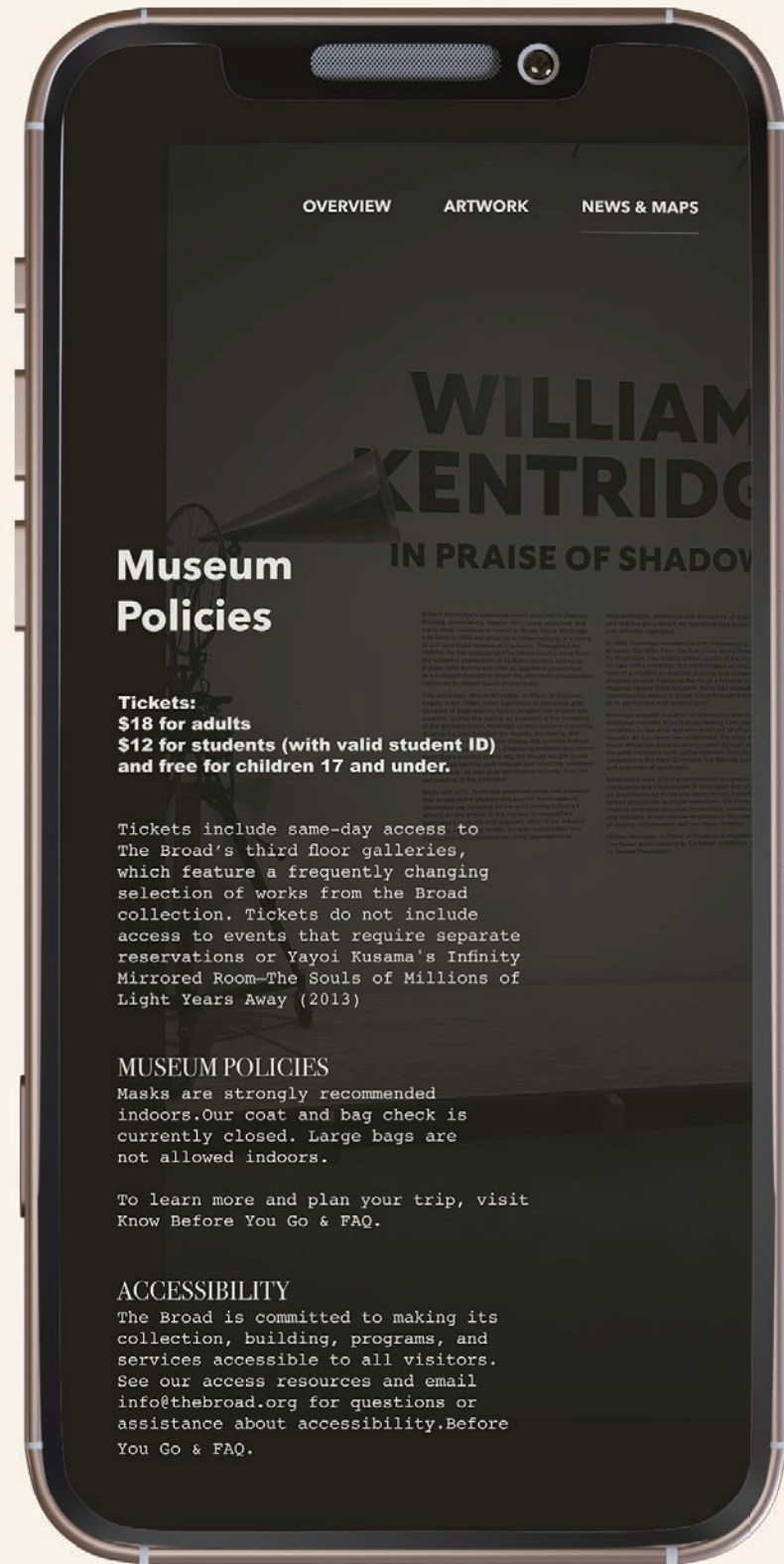
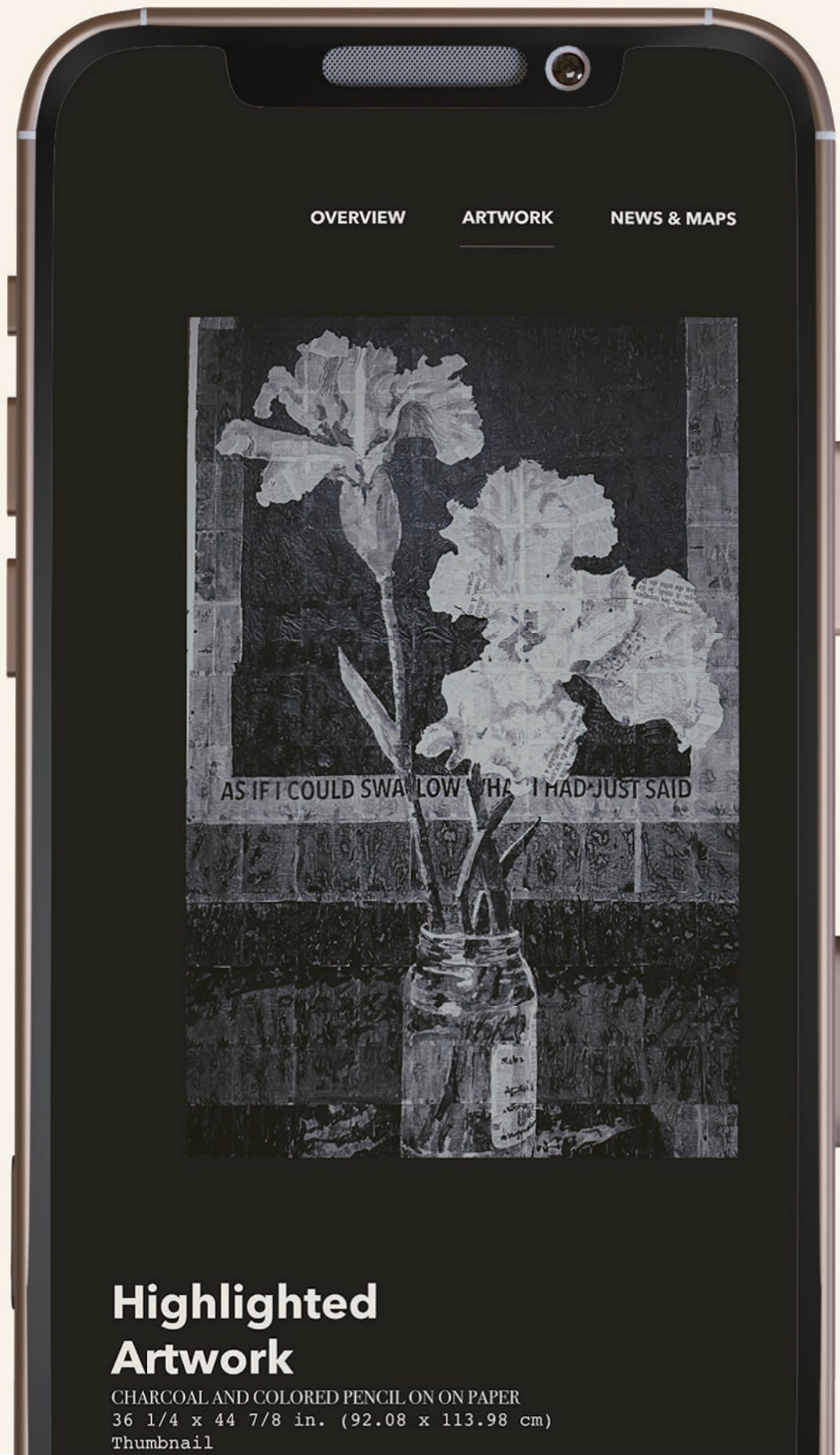
Tickets include same-day access to The Broad's third floor galleries, which feature a frequently changing selection of works from the Broad's collection. Tickets do not include access to events that require separate reservations or Yayoi Kusama's Infinity Mirrored Room-The Souls of Millions of Light Years Away (2013).

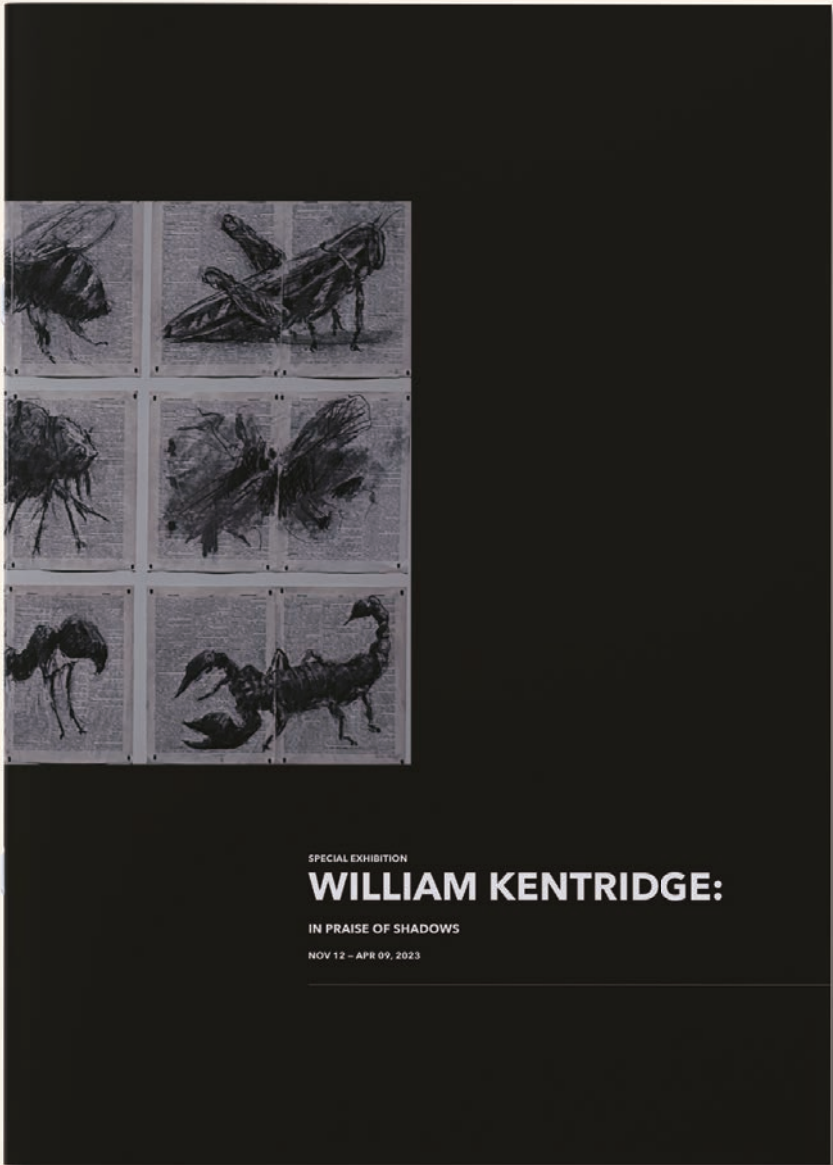
SPECIAL EXHIBITION
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THE BROAD
www.thebroad.org











IMPRINT_02/10

PROJECT — Branding, Websites, User Experience

KEYWORDS — Accessibility
User-Friendly
Brand Consistency

OBJECTIVE

To design a brand and user experience for a nonprofit organization that offers art-based services to individuals with disabilities, supporting meaningful lives through art.

APPROACH

The project delivers a clean and functional website and brand identity, ensuring easy access to personalized services. The unified digital presence enhances the organization's professional image and emotional connection with all users.

COURSE — GR 605: Digital Design

SEMESTER — 2023 Spring

INSTRUCTOR — Phil Hamlett

GATEGORY — Digital Design

TYPEFACES — Poppins

UI/UX DESIGN OF WEBSITE



INTERACTION DESIGN

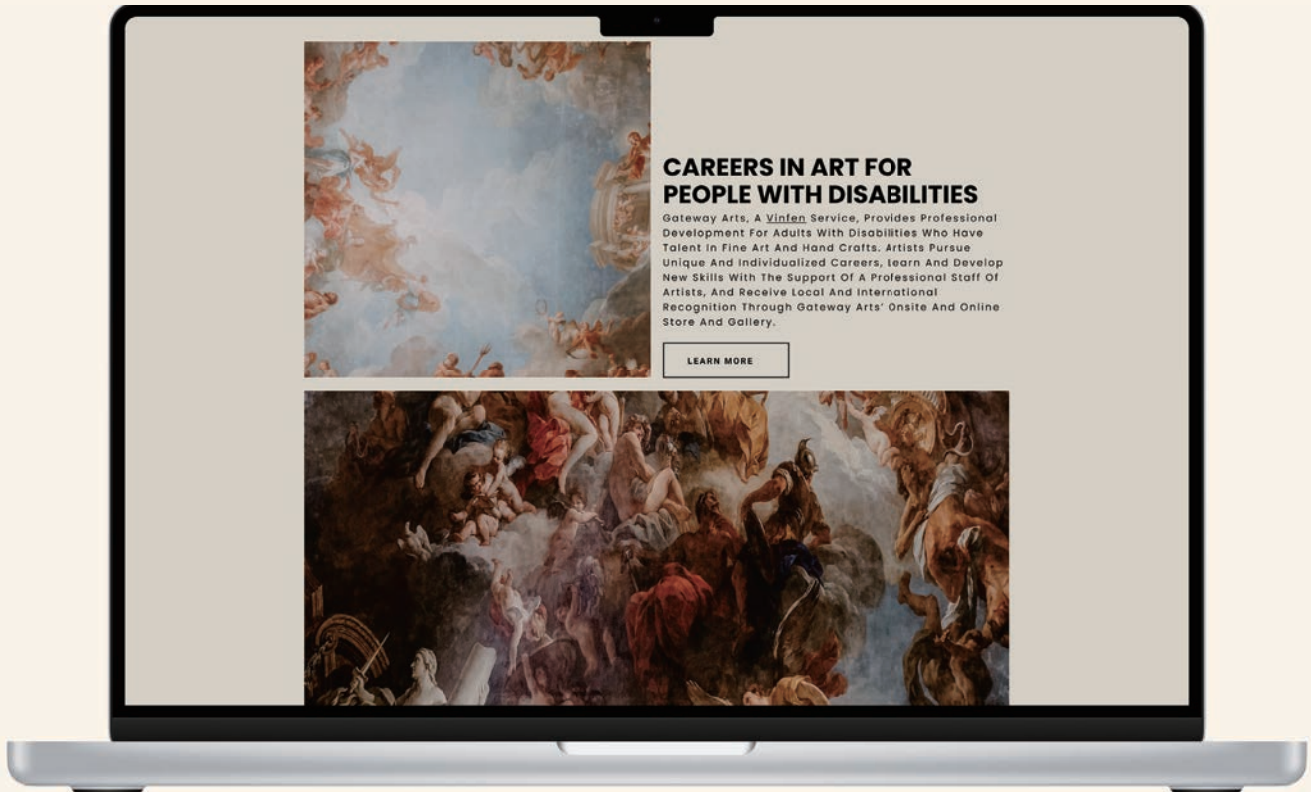
Scan the QR code to interact on Figma

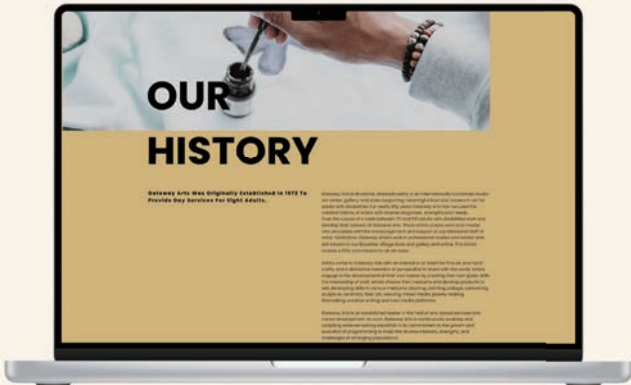
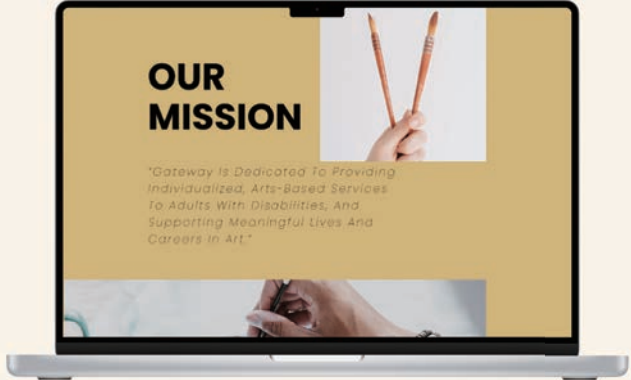
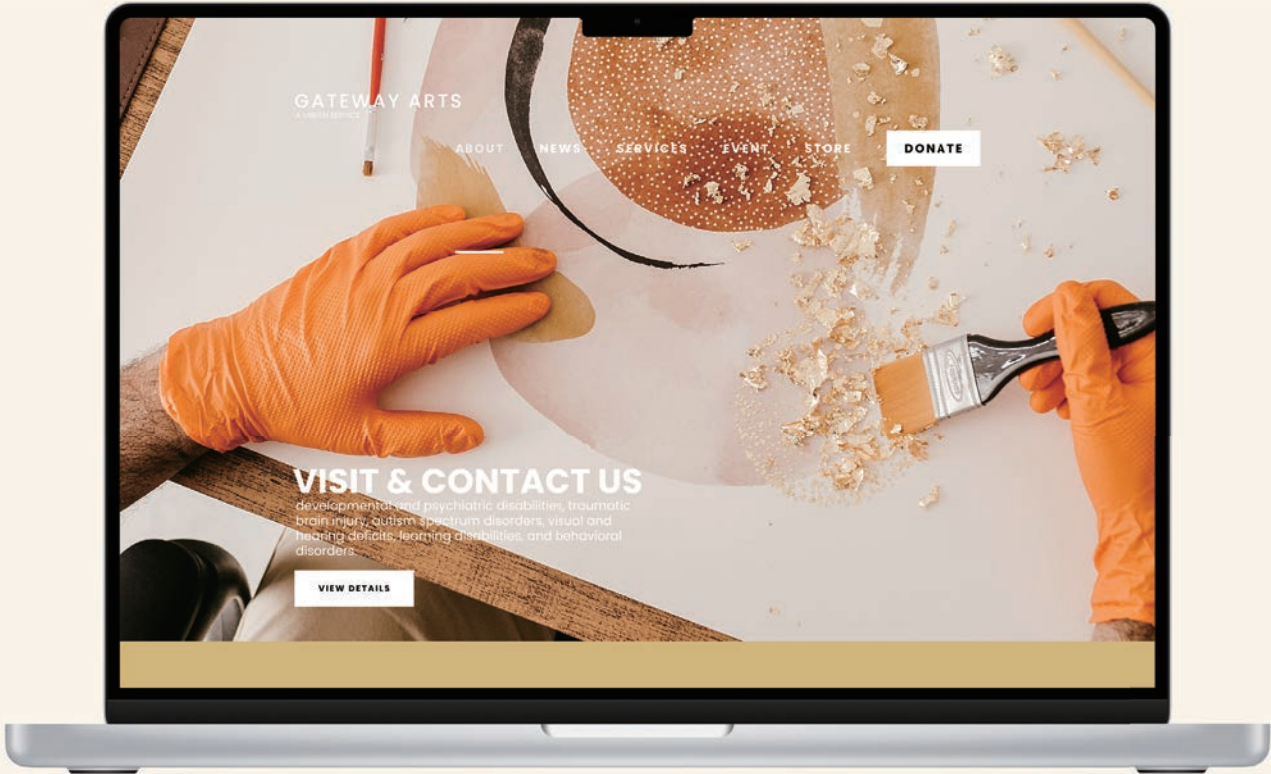


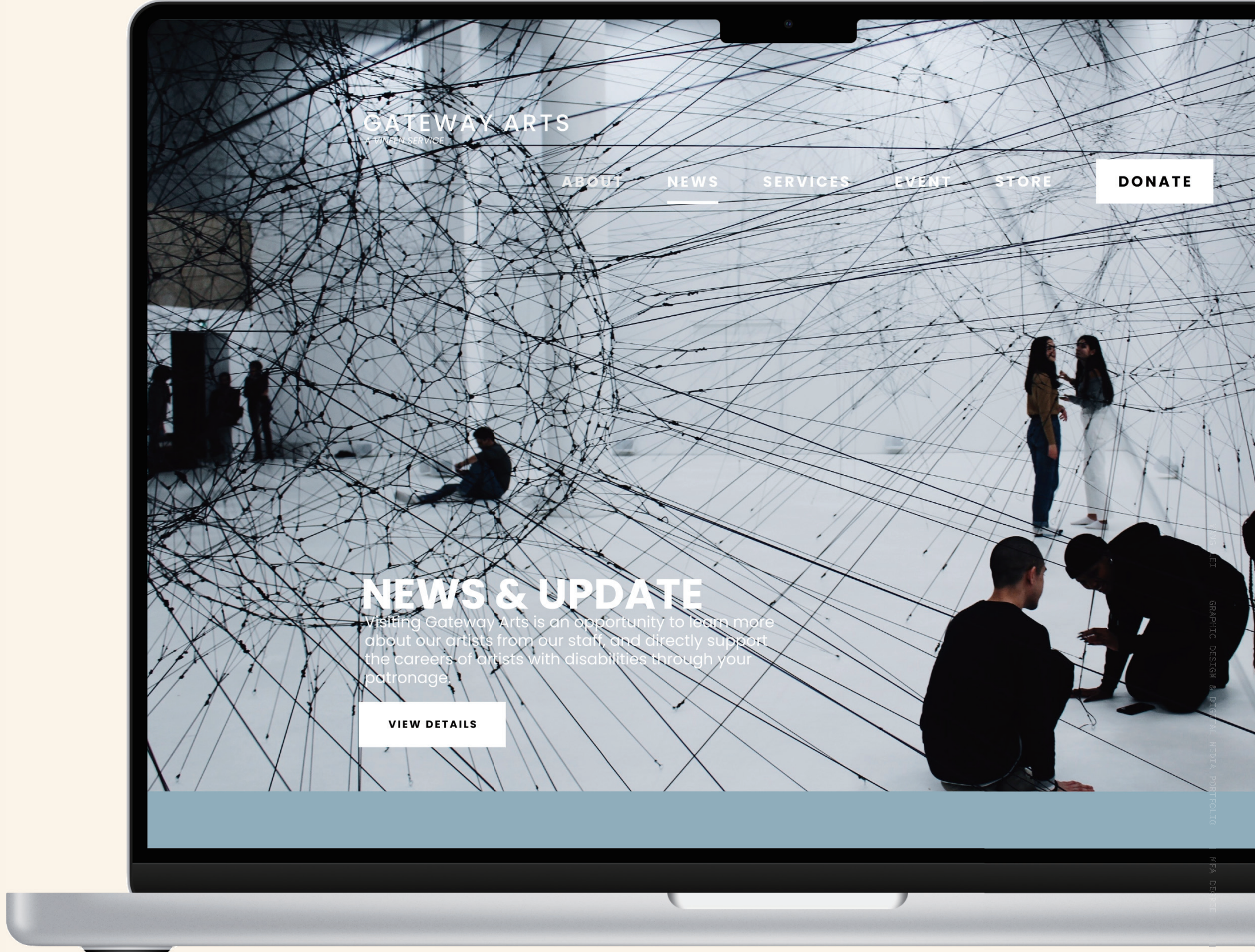
WEB PROTOTYPE DEMONSTRATION

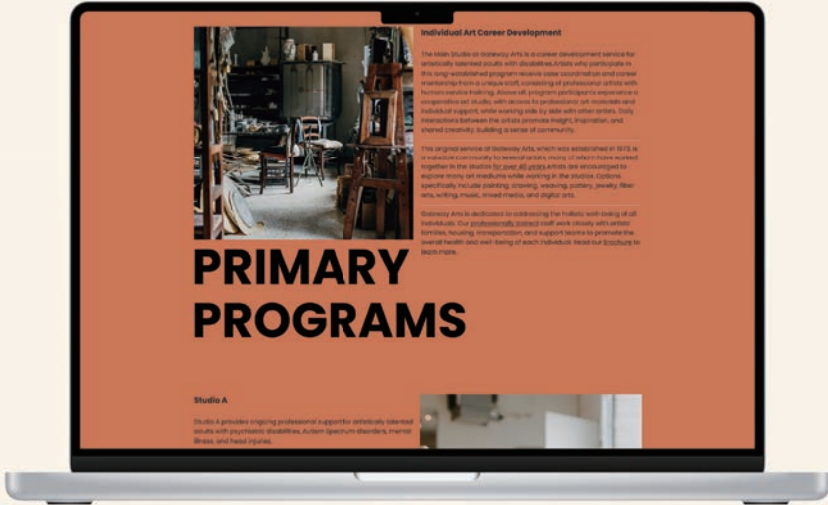
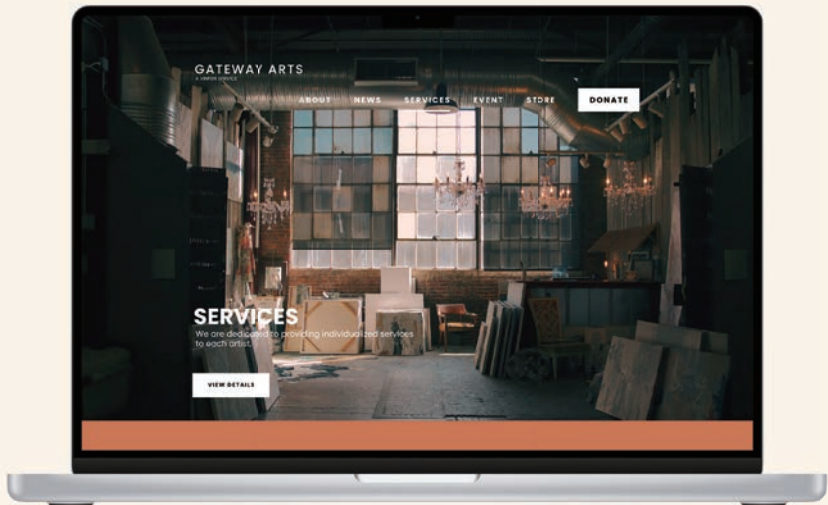
Scan the QR code to view the on Vimeo

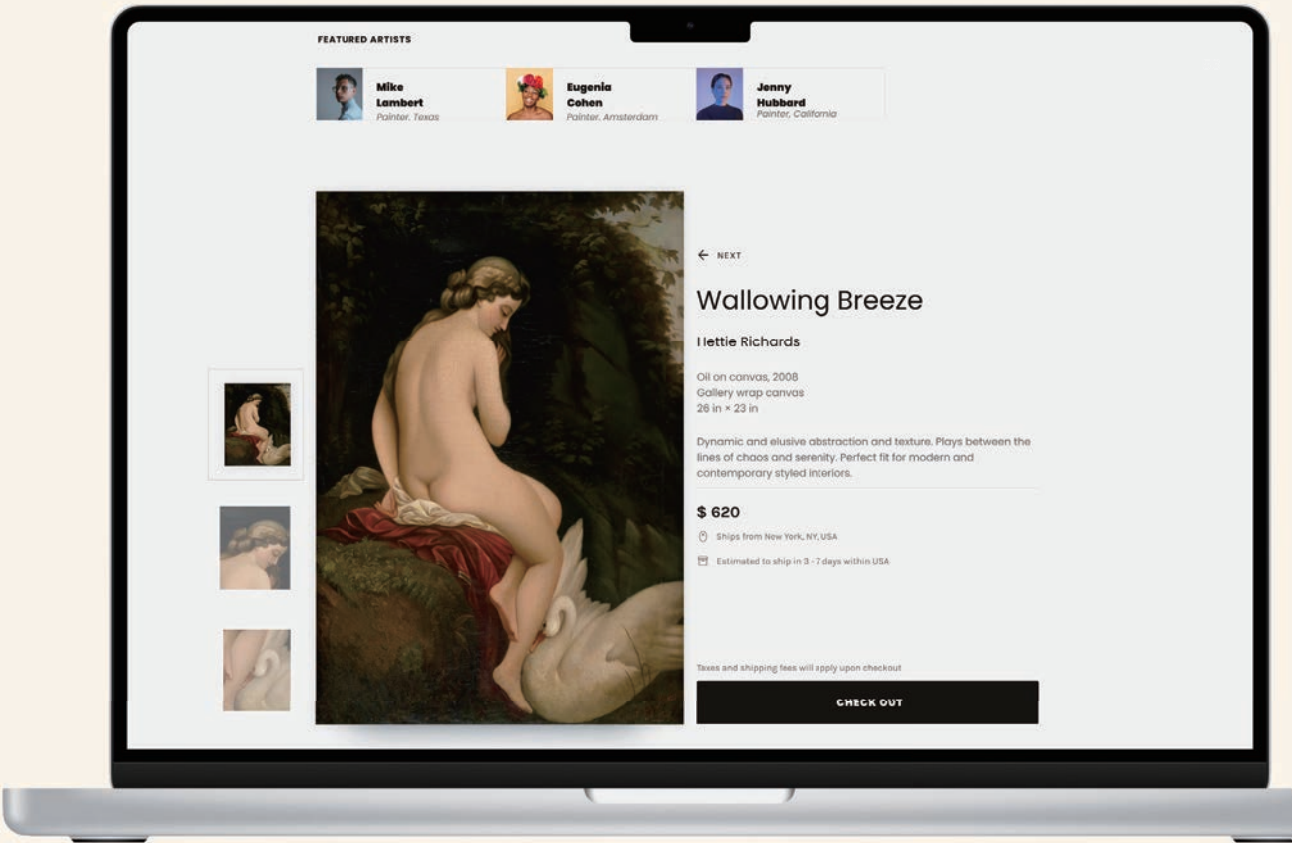
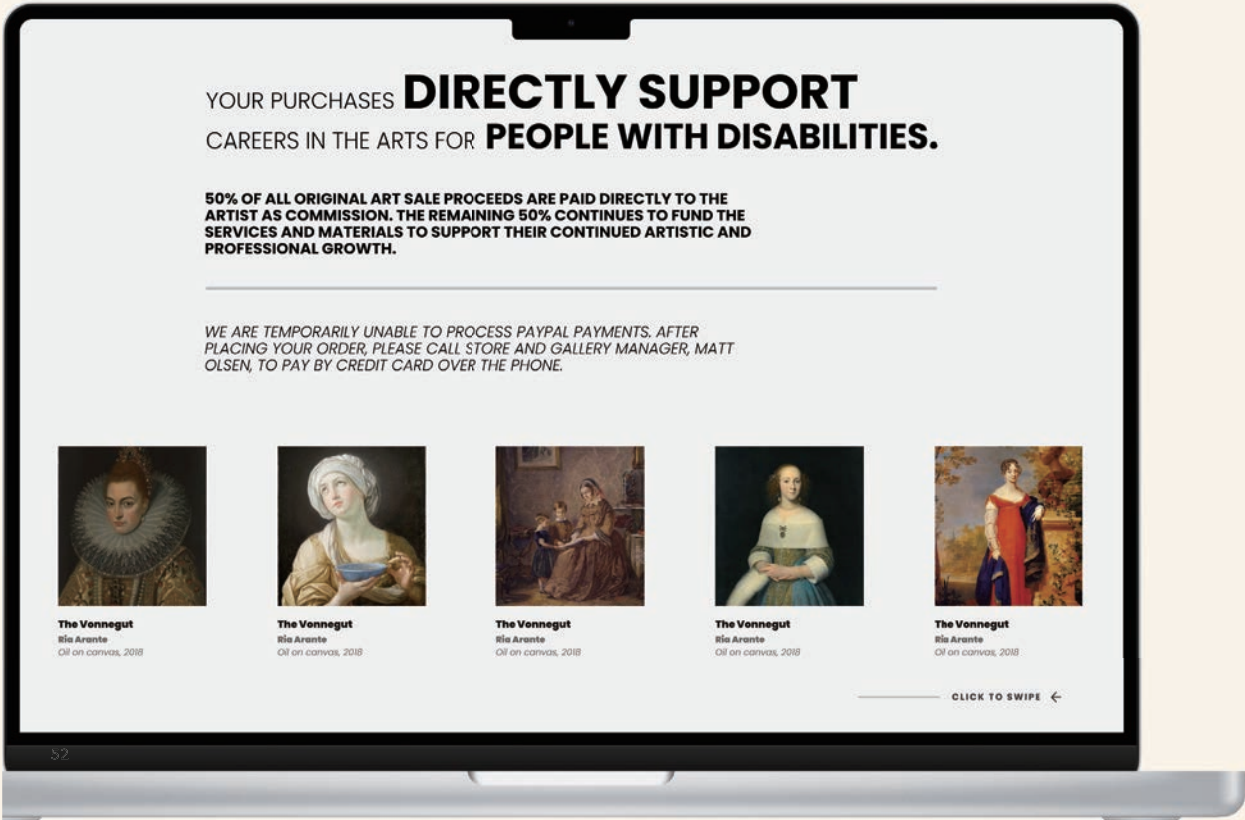












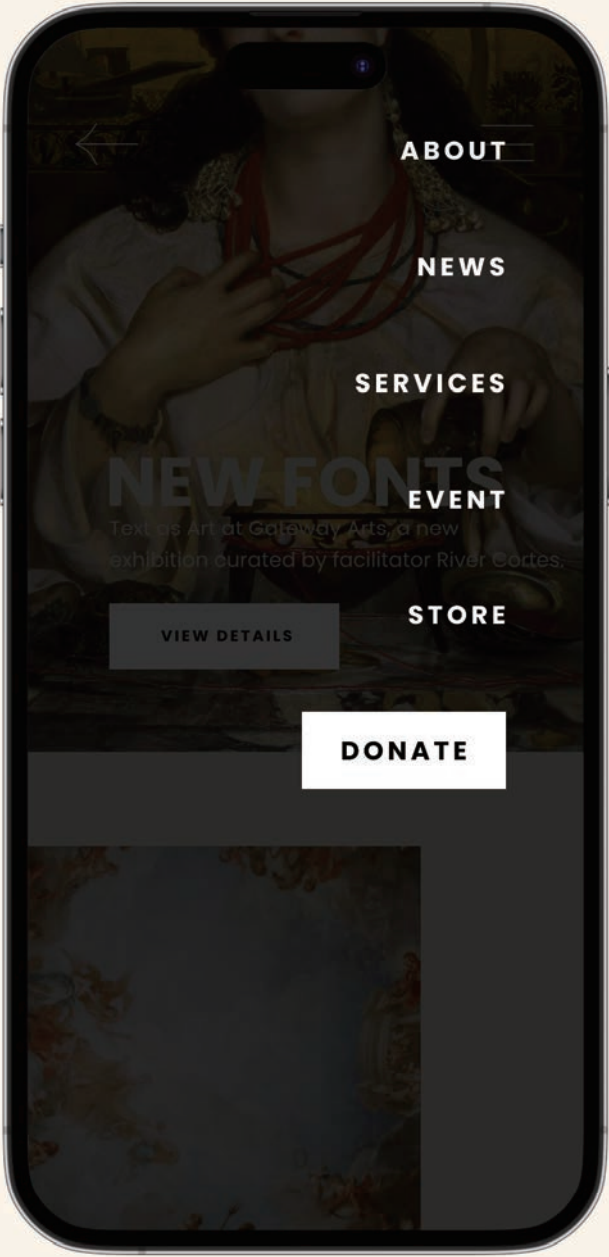
UI/UX DESIGN OF MOBILE

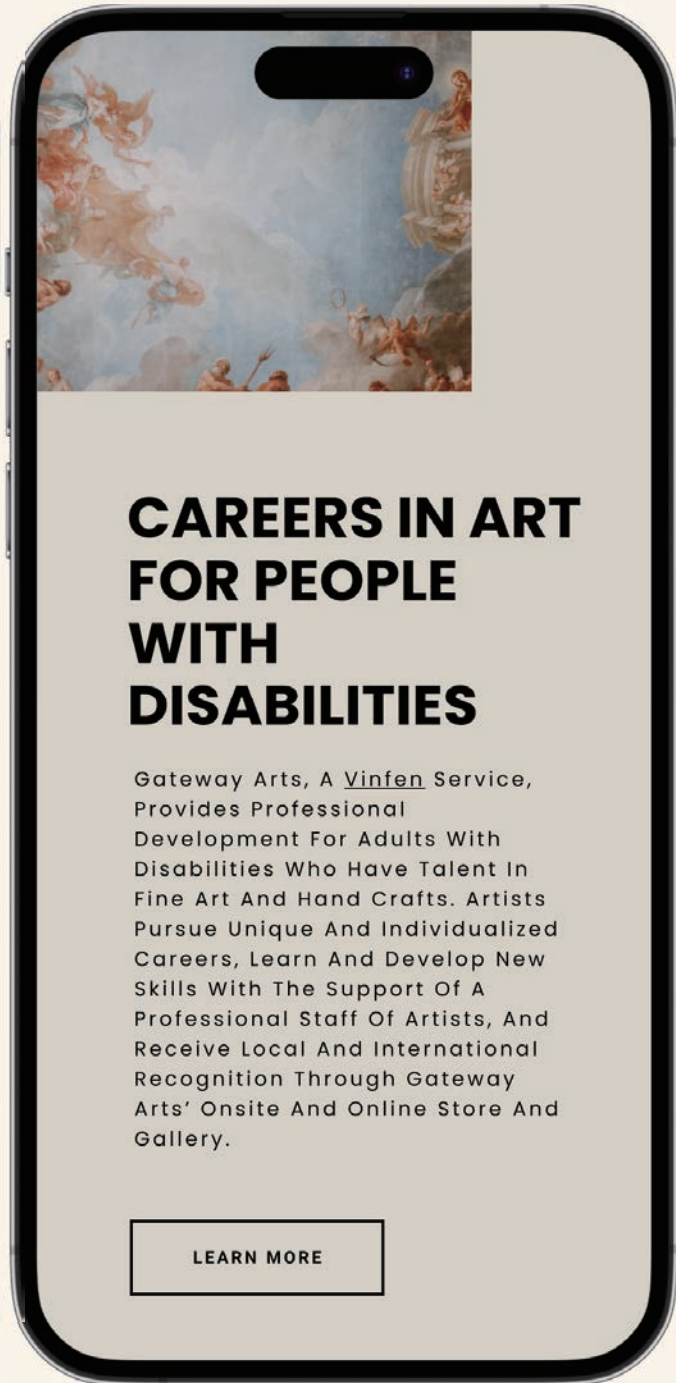
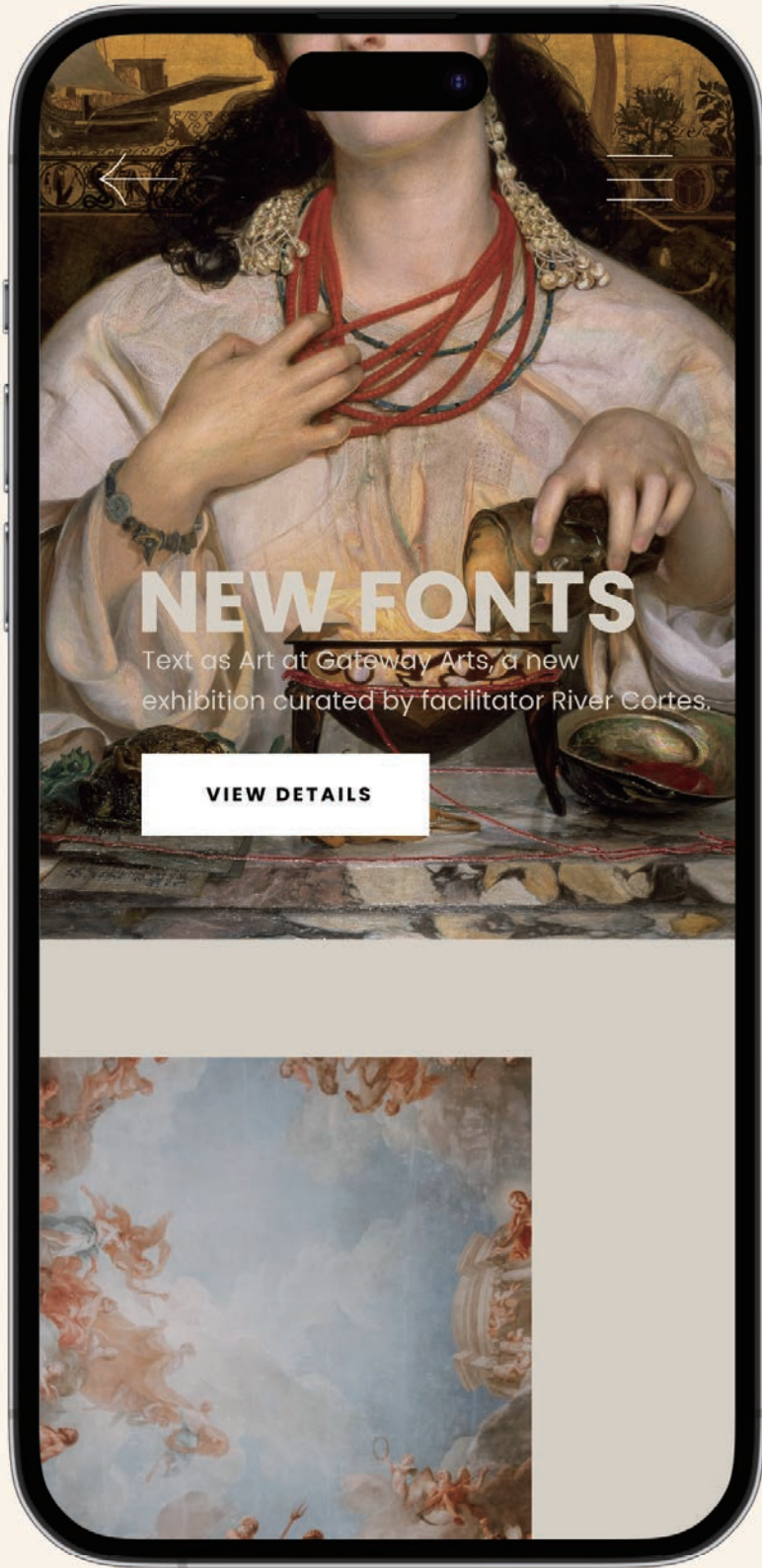


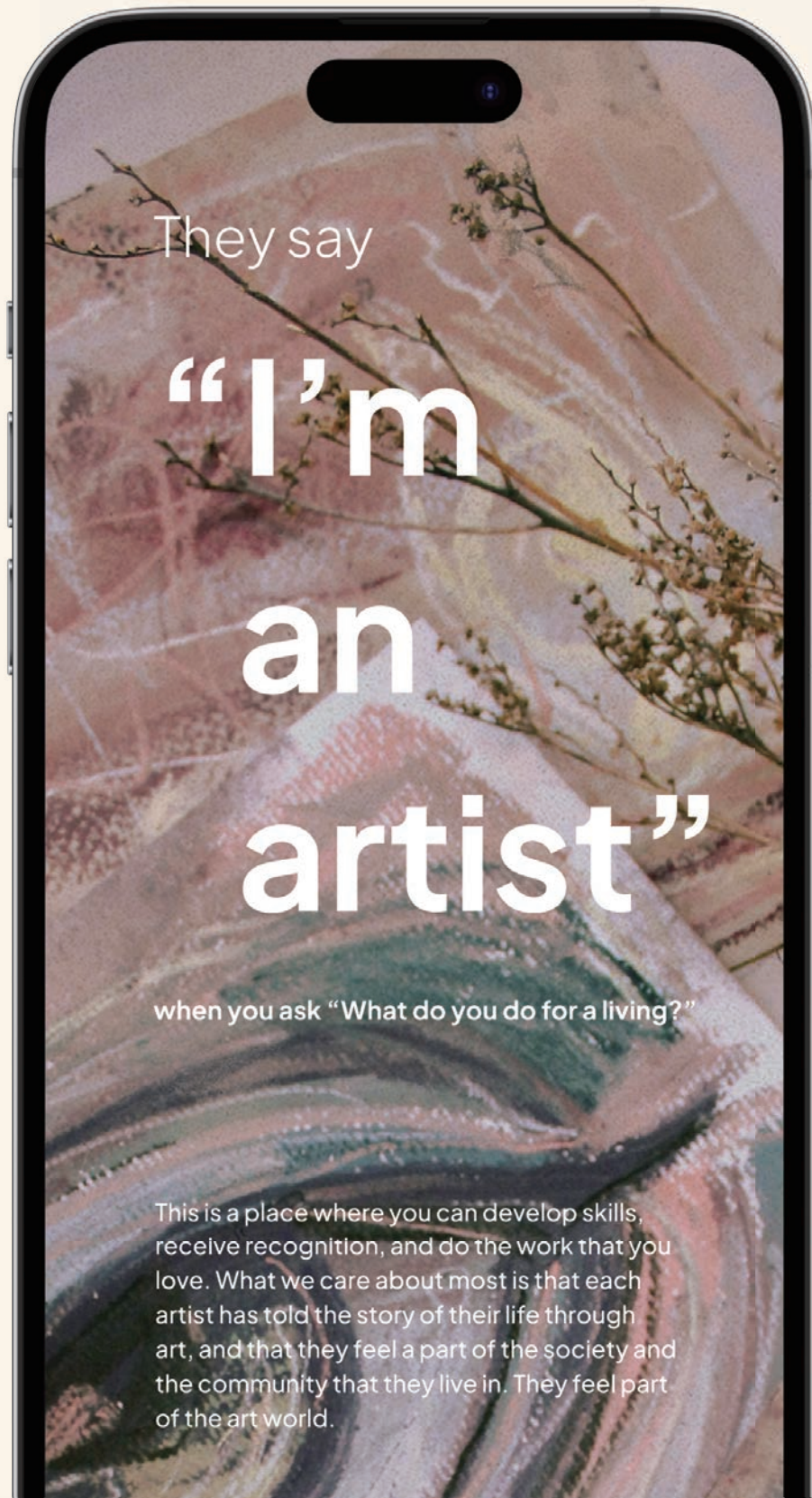
INTERACTION DESIGN
Scan the QR code to interact on Figma

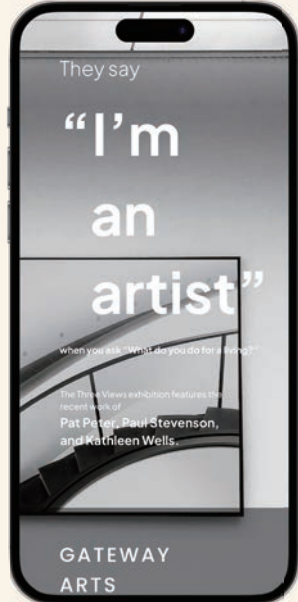
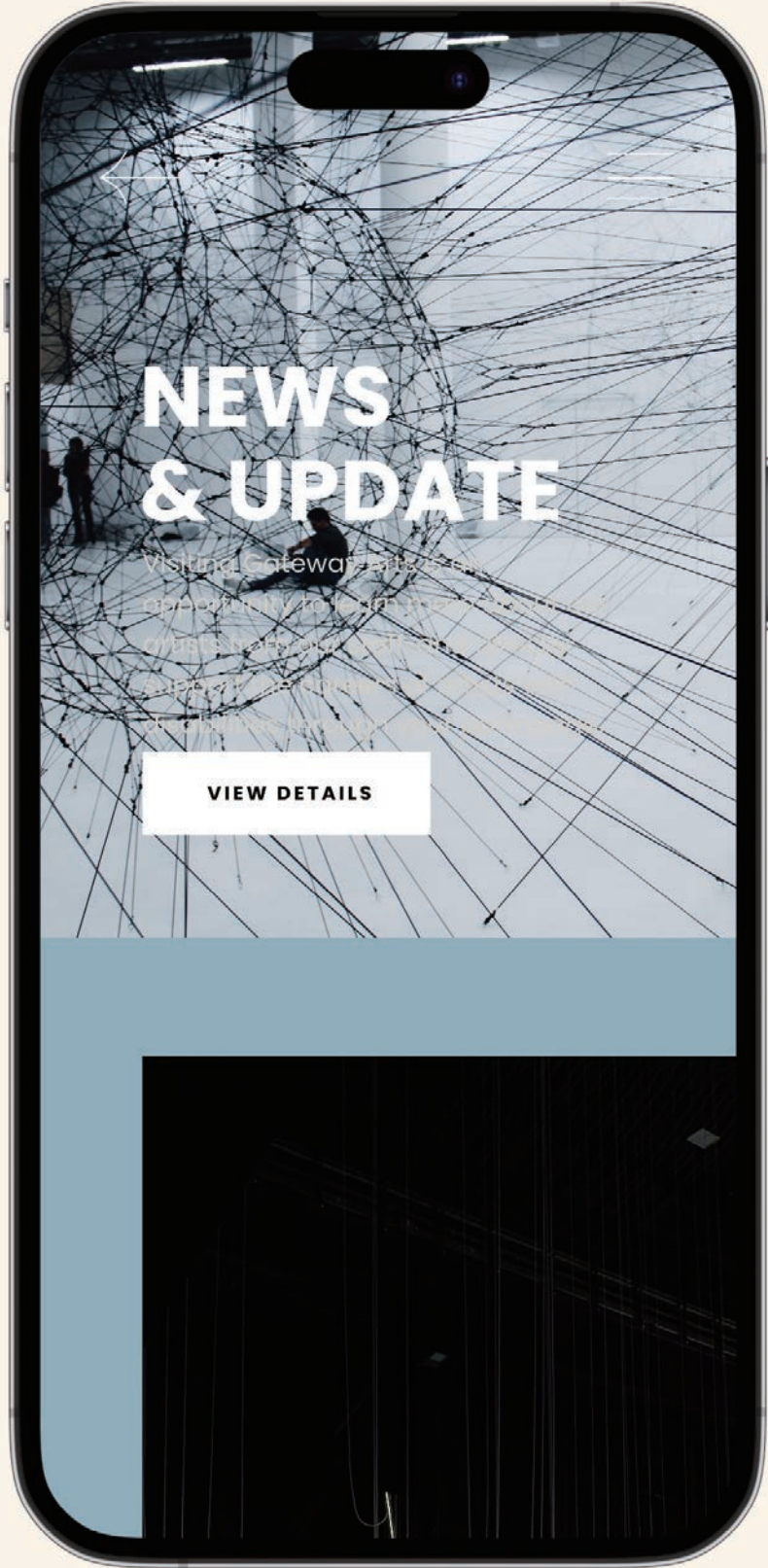


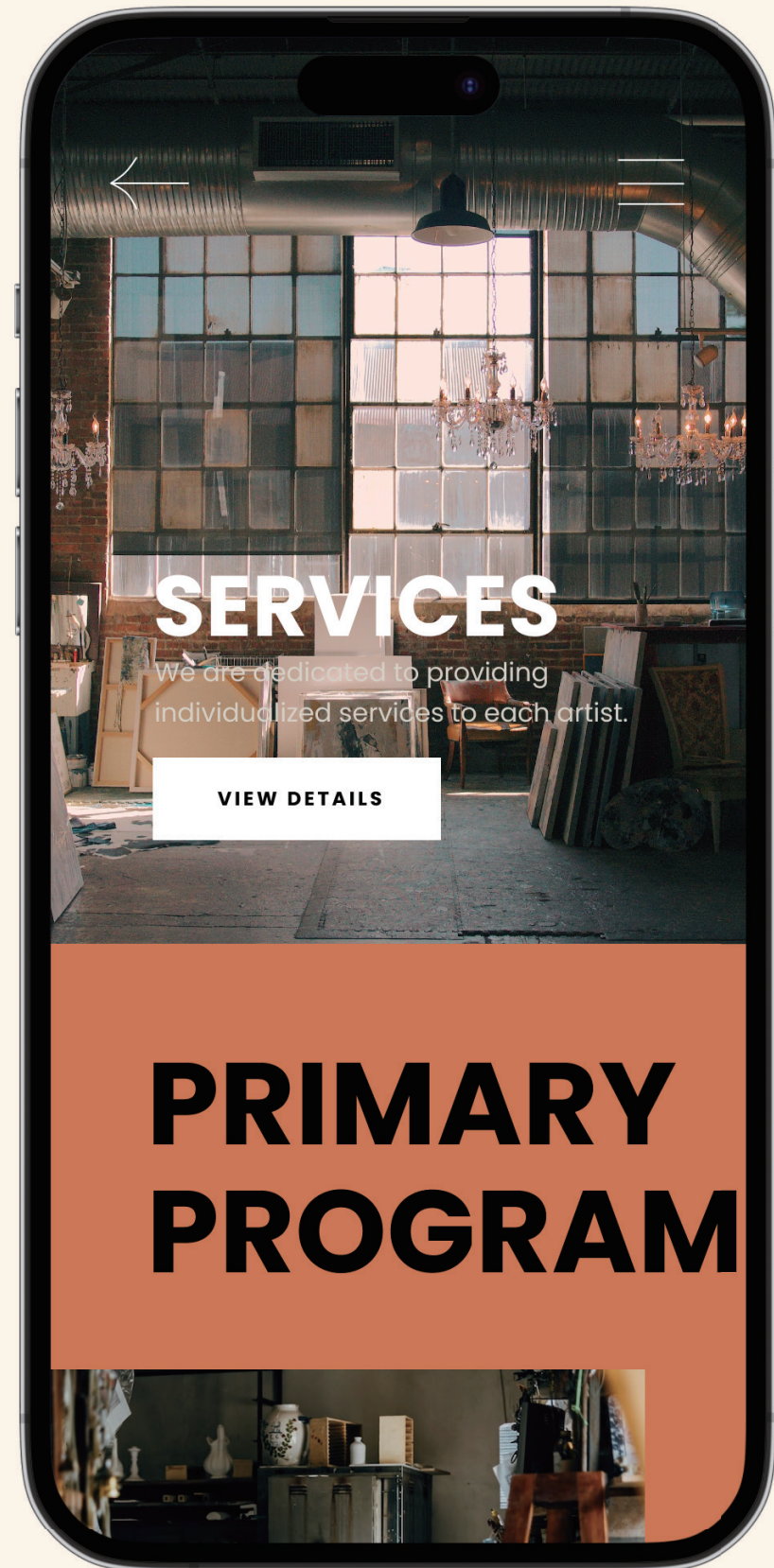
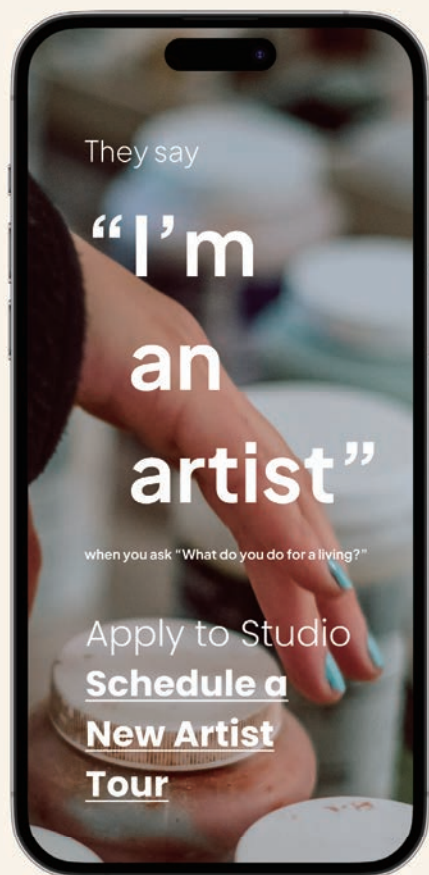
MOBILE PROTOTYPE DEMONSTRATION
Scan the QR code to view the on Vimeo

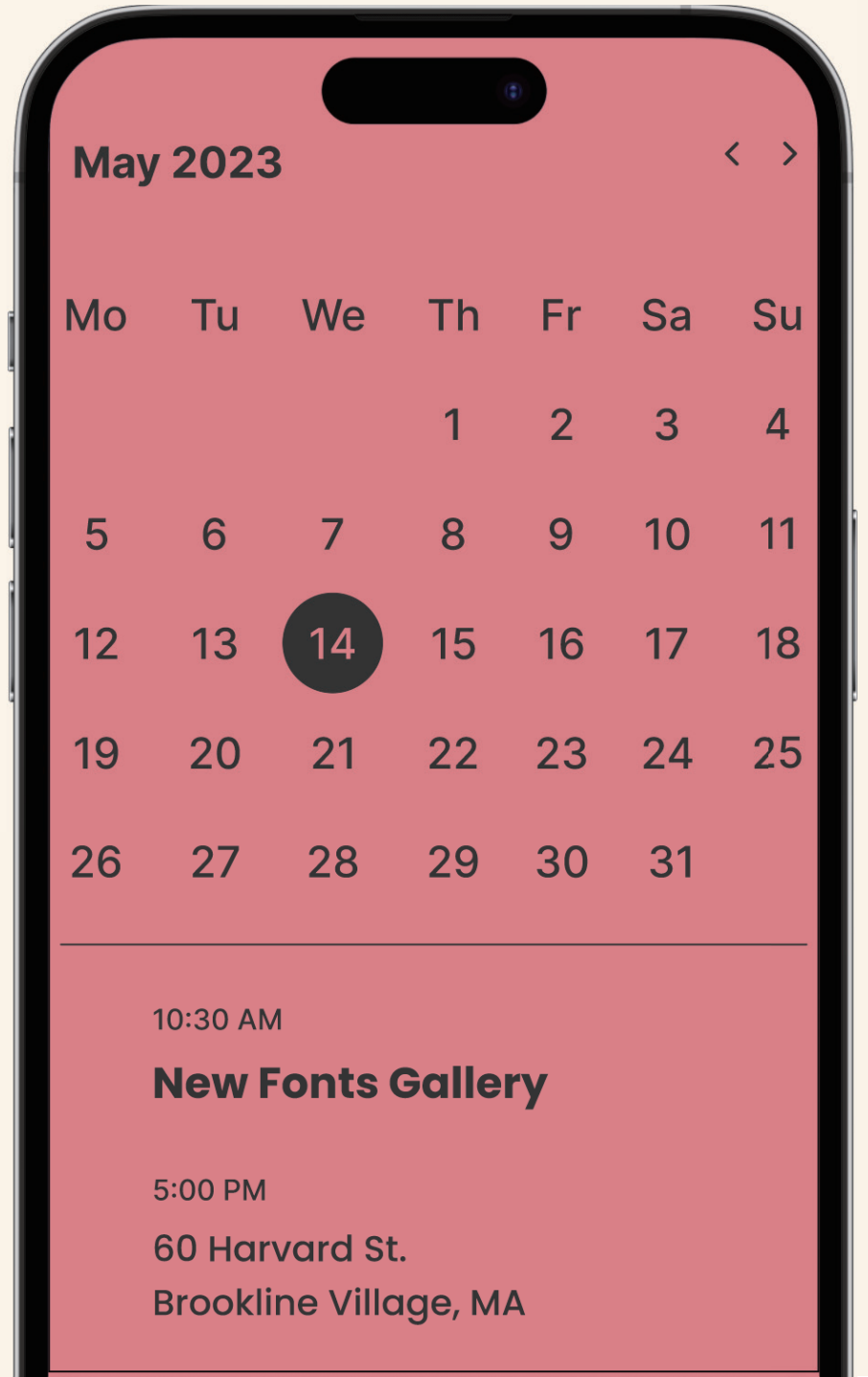
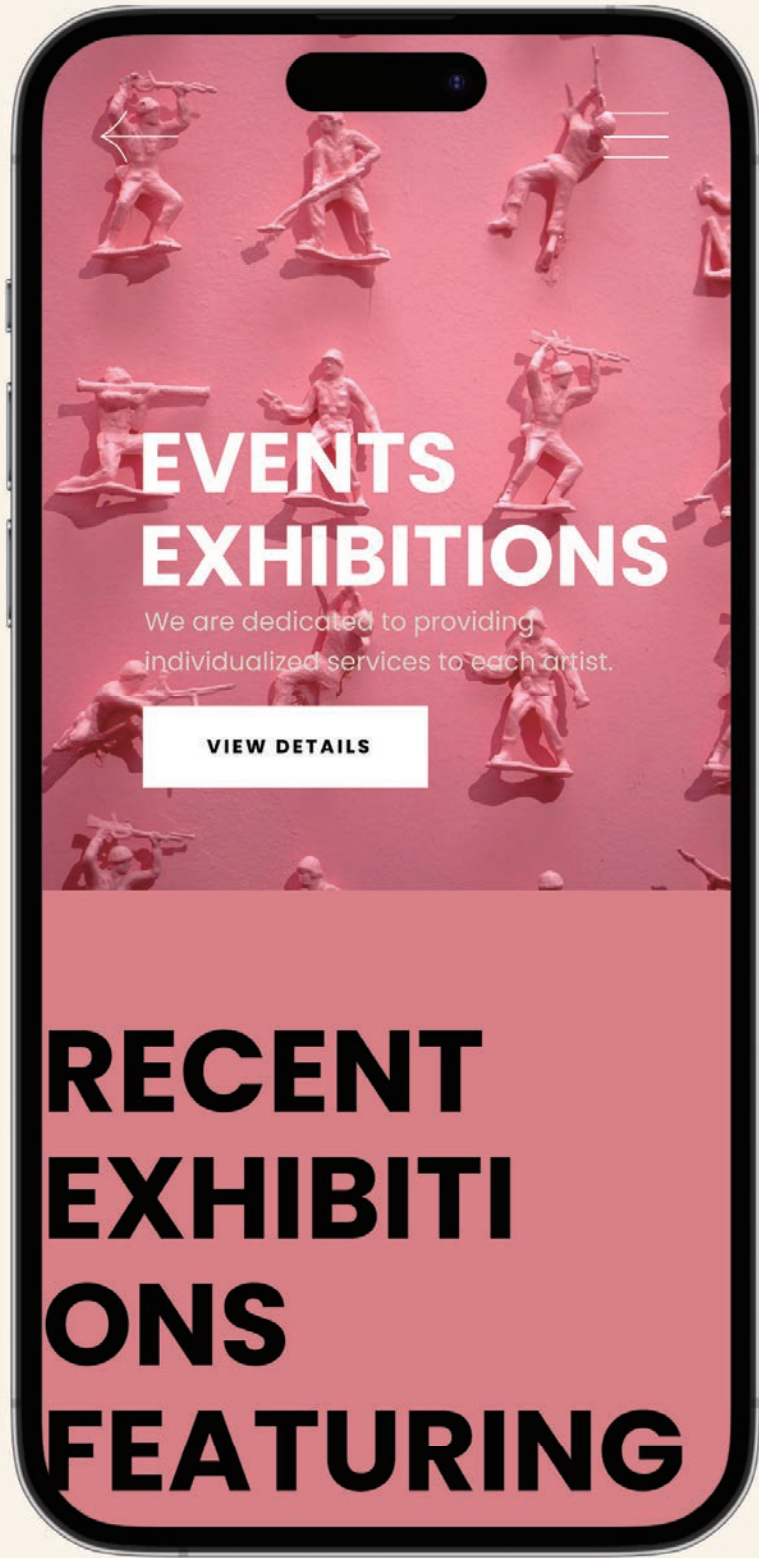














IMPRINT_03/10

PROJECT — Empowering Communities

KEYWORDS — Harmonious
Growing
Warmth

OBJECTIVE

To create a visual system that helps residents, local businesses, and leaders share their stories and promote community development.

APPROACH

The project centers on collecting and showcasing personal stories from community members. Visual design and storytelling tools facilitate effective communication and foster collaboration among the different groups.

COURSE — GR 618: Visual Literacy

SEMESTER — 2022 Spring

INSTRUCTOR — Hunter Wimmer

GATEGORY — Visual Systems

TYPEFACES — Didot
Big Caslon
Axia



2 Hours Discussion

During this community meeting, our host will be covering various topics about the current stage of our community. Following with some group activities where everyone will participate to share their opinions and ideas on what can be improved to make the Village of Westbury a better place. Lastly, we will have an open discussion that allows us to go over each topic and provide opportunities for all entities and residents to provide information, establish achievable goals and plan for immediate actions.

5

Not new Just different.

As someone who grew up in Westbury and now a business owner, I want to do my part to see Westbury continue to grow and thrive. I believe that starts with honest and open discussions about what we all want to see.



Saturday

February 26th
3-5 PM

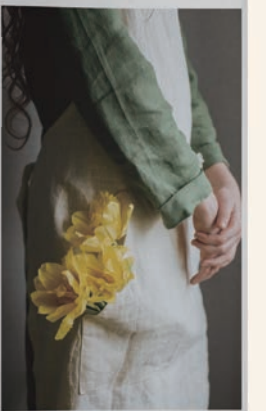
Calling
Business Owners
Ministry Leaders
Residents



Let's Get Together
At 400
Westbury
B.E.E. LIFE
Believe, Engage, Empower
your life and the lives of others.

Let's talk about our Community in Westbury.

Gathering different groups of audience to this community meeting, our goal is to have an extensive range of participants with different backgrounds to exchange information, share their opinions and resources, answer questions and educate the community. Together, learn and identify potential areas that need improvement, and establish action plans.





FAMILY
Host community events such as marathons, swap shops, and film screenings.

HEALTH
Provide all COVID-19 related services and ensure enough staffing to provide telehealth options.

BUSINESS
Establish local farmers market, food festivals, live shows.

ENVIRONMENT
Promote voluntary work in essential industries like health care, agriculture, public transportation, and energy to enhance the city.

YANG LI
GRAPHIC DESIGN & DIGITAL MEDIA PORTFOLIO
ALL 2024

Action Plans

Saturday February 26th 3 - 5 PM
Let's Get Together at 659

Come join us to this amazing opportunity to share your opinions and ideas about our community. Together, let us set up goals and work collaboratively to build a better version the Village of Westbury. One that we can be proud of!





04/100

Yang Li

IMPRINT_04/10

PROJECT — Translation

KEYWORDS — Multilingual
Poetic
Experimental

OBJECTIVE

Create a visual brand identity inspired by unfamiliar languages, poetry, and typographic.

APPROACH

This project merges different languages with poetic elements to create a brand that crosses cultural boundaries. The final design achieves both visual appeal and deep cultural resonance.

COURSE	—	GR 613: Type Experiments
SEMESTER	—	2023 Fall
INSTRUCTOR	—	David Hake
GATEGORY	—	Type Experiments
TYPEFACES	—	Sarvatrik Devanagari









PROJECT — The Typographic Dream State

KEYWORDS — Shadow
Perspective
Complexity

OBJECTIVE

To explore typographic forms in unconventional ways, shifting the logic of design into a dream-like state.

APPROACH

This project breaks away from conventional rules by creating surreal and experimental typographic forms. The design process balances order and chaos, producing visual compositions that feel both familiar and bizarre.

COURSE — GR 613: Type Experiments

SEMESTER — 2023 Fall

INSTRUCTOR — David Hake

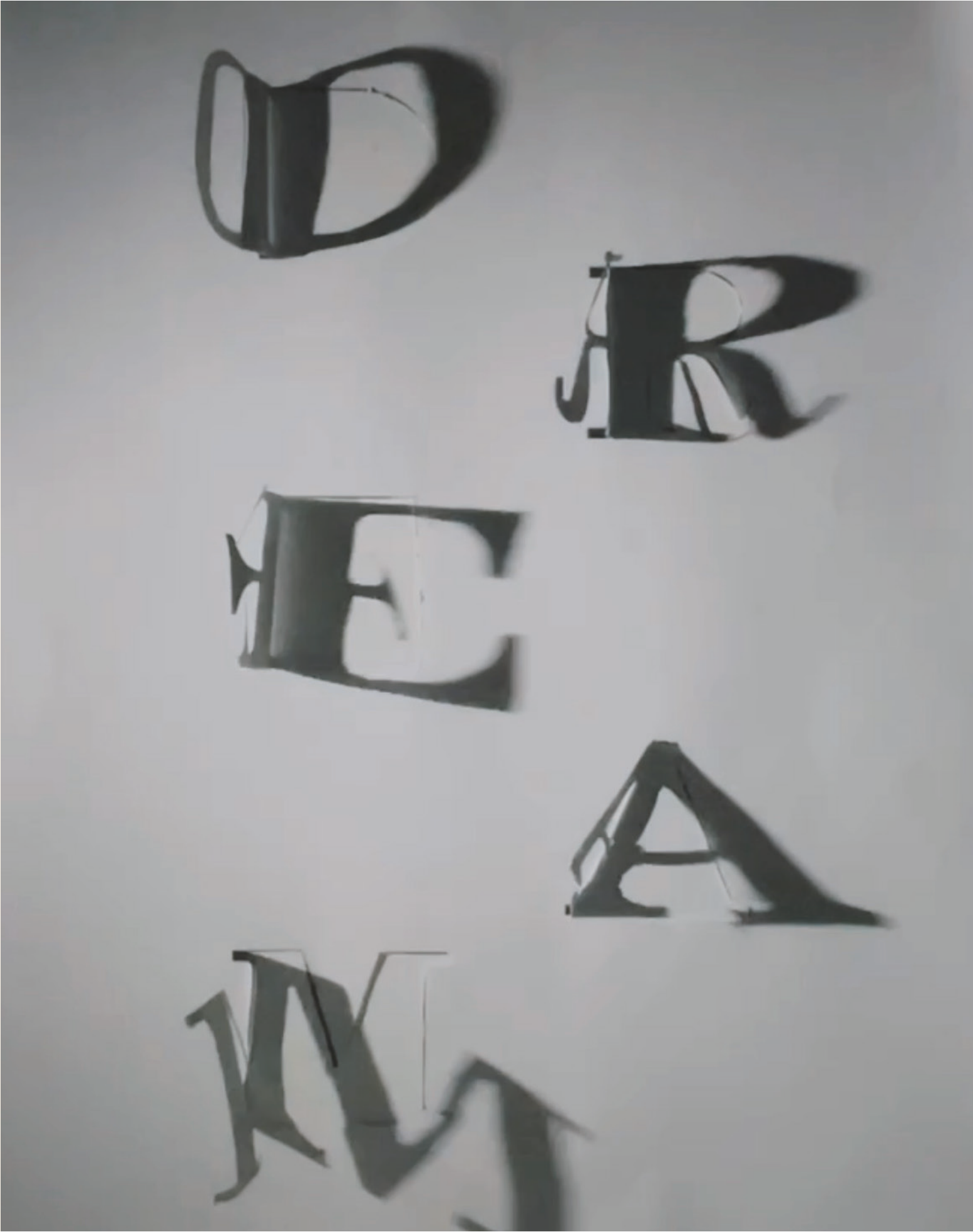
GATEGORY — Type Experiments

TYPEFACES — Century Schoolbook

MOVIE TYPOGRAPHIC VIDEO



TYPOGRAPHIC TRAILER
Scan the QR code to view the on Vimeo



A FILM BY
M. NIGHT SHYAMALAN



JAMES MCAVOY

A24 PRESENTS A PROTOZOA PRODUCTION A FILM BY DARREN ARONOFSKY "THE WHALE" BRENDAN FRASER
SADIE SINK HONG CHAU TY SIMPKINS AND SAMANTHA MORTON CASTING BY MARY VERNIEU, CSA AND LINDSAY GRAHAM AHANONU, CSA
MUSIC BY ROB SIMONSEN MAKEUP DESIGN ADRIEN MOROT COSTUME DESIGN DANNY GLICKER EDITOR ANDREW WEISBLUM, ACE PRODUCTION DESIGN MARK FRIEDBERG ROBERT PYZOCHA
DIRECTOR OF PHOTOGRAPHY MATTHEW LIBATIQUE, ASC, LPS EXECUTIVE PRODUCERS SCOTT FRANKLIN TYSON BIDNER PRODUCED BY JEREMY DAWSON ARI HANDEL DARREN ARONOFSKY
PROTOZOA WRITTEN BY SAMUEL D. HUNTER BASED ON THE PLAY BY SAMUEL D. HUNTER DIRECTED BY DARREN ARONOFSKY A24 © MAMAM

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PROTOZOA WRITTEN BY SAMUEL D. HUNTER BASED ON THE PLAY BY SAMUEL D. HUNTER DIRECTED BY DARREN ARONOFSKY A24 © MAMAM



IMPRINT_06/10

PROJECT — Pet Connect

KEYWORDS — Community Engagement
Personalization

OBJECTIVE

To design a social platform that connects pet owners with shared interests, encouraging community building and interaction through pet-related content.

APPROACH

The project creates a digital space for pet owners to share photos, knowledge, and experiences with their pets, fostering a community centered around common interests. By segmenting users based on pet species and demographic factors, the platform facilitates targeted discussions, enhancing engagement through tailored content that resonates with each subgroup’s personality, hobbies, and preferences.

COURSE — WNM 606: User Experience

SEMESTER — 2022 Spring

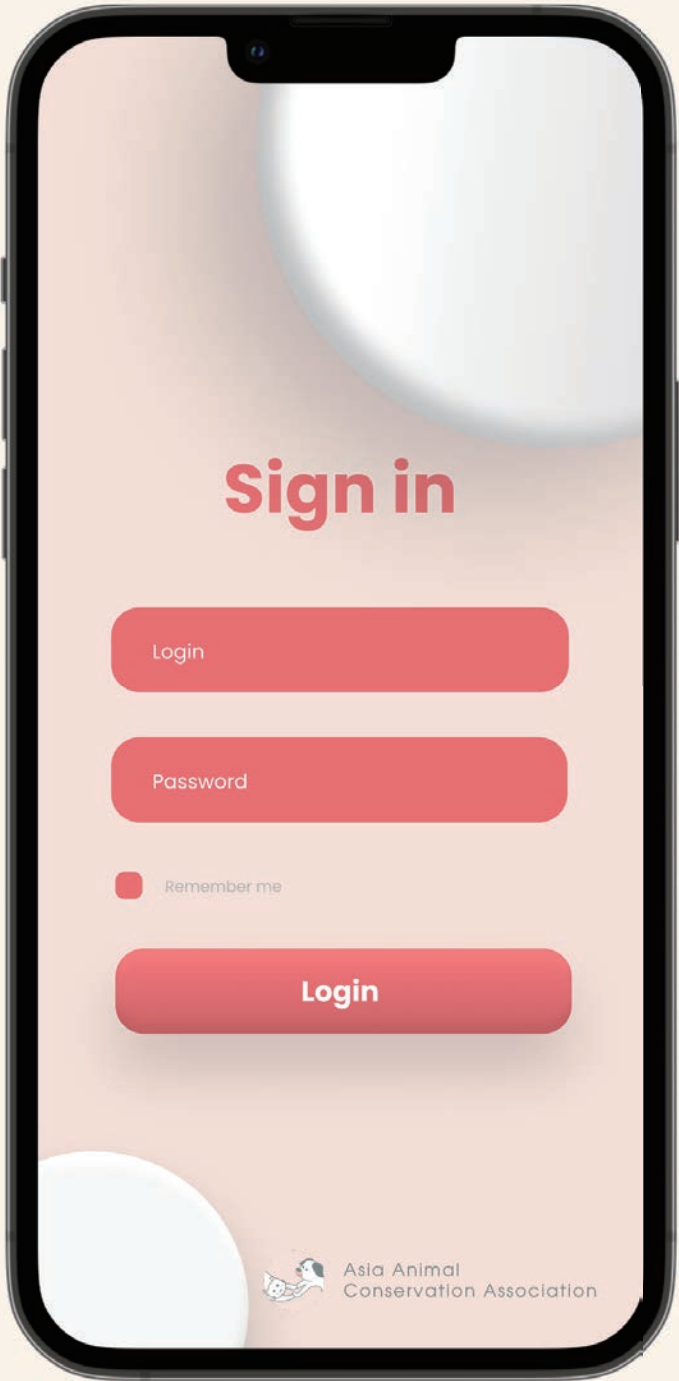
INSTRUCTOR — Fred McHale

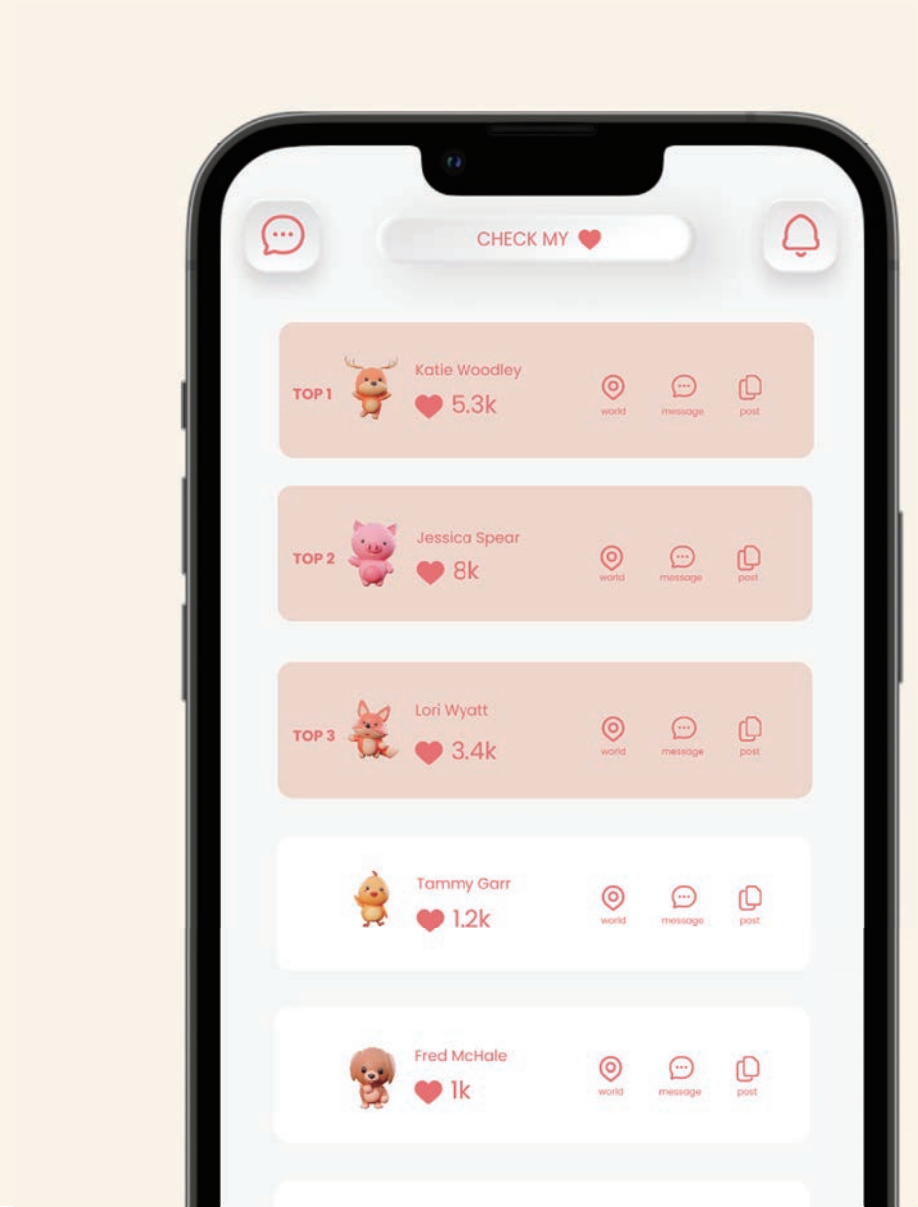
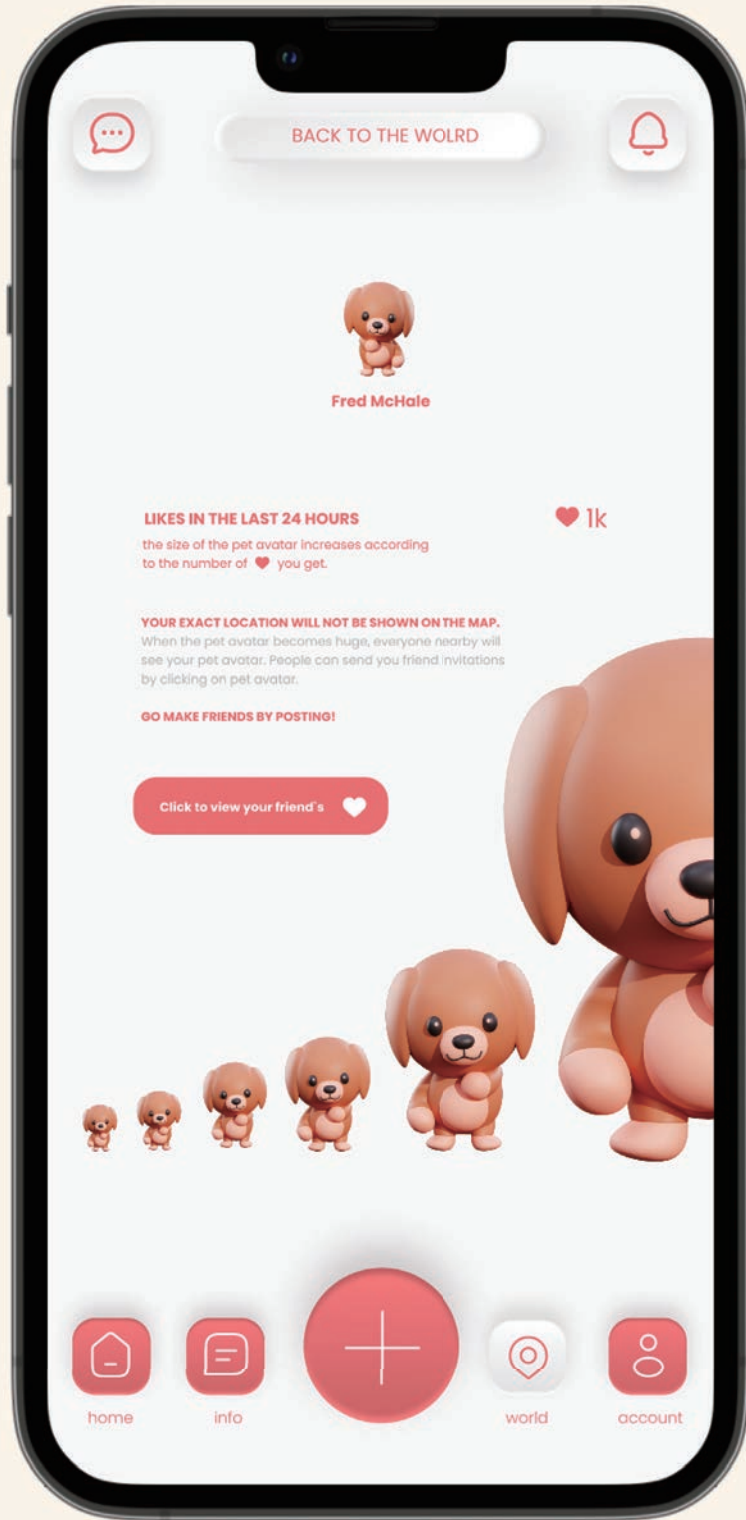
GATEGORY — Visual Systems

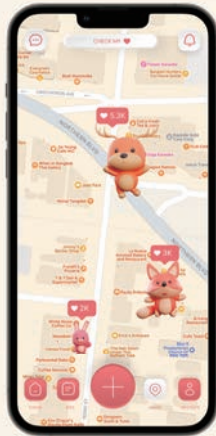
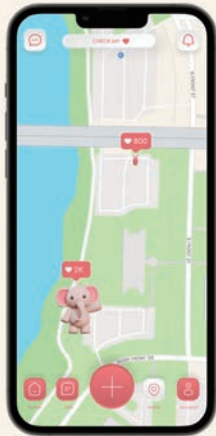
TYPEFACES — Poppins

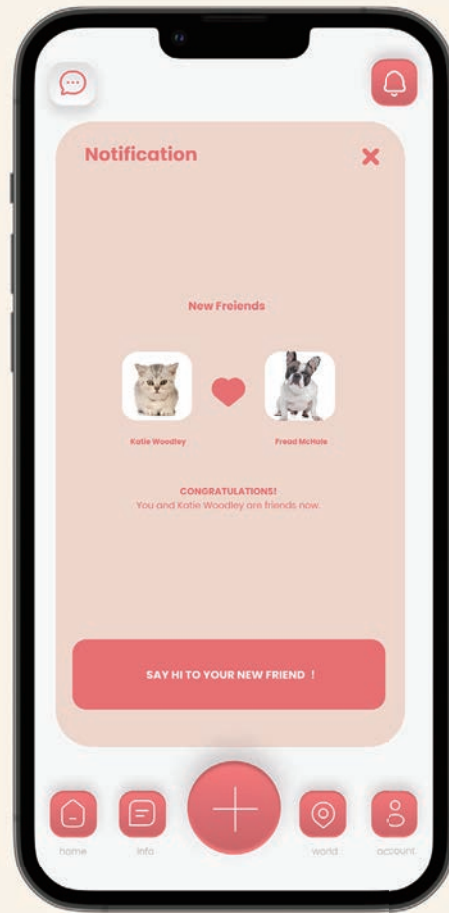
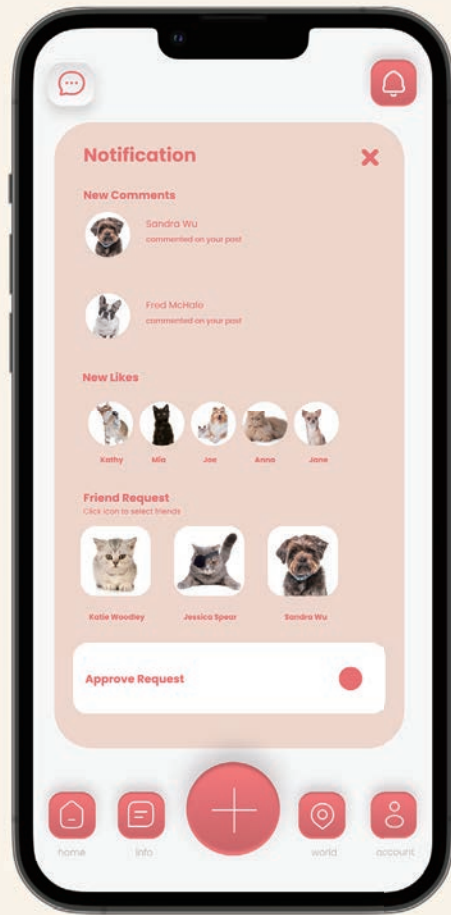
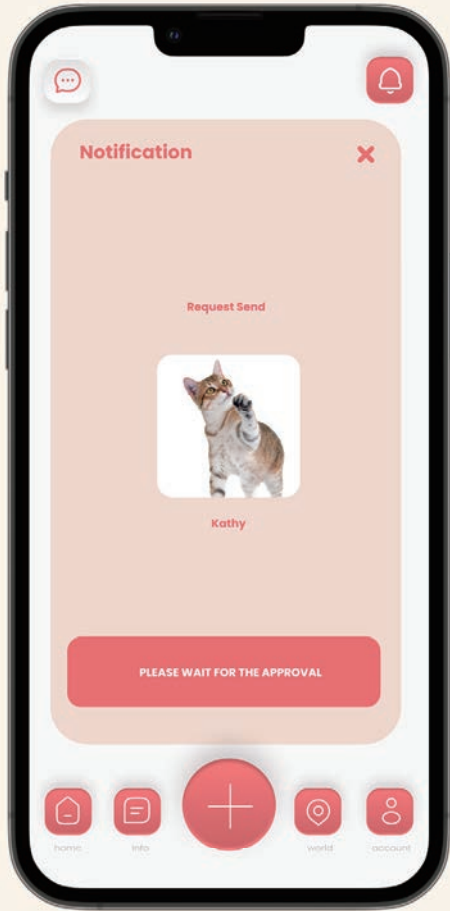


INTERACTION DESIGN
Scan the QR code to interact on Figma











PROJECT — Personal Loss And Healing

KEYWORDS — Memories
Love
Tranquil

OBJECTIVE
Explore how design can support individuals in processing grief and promote emotional growth.

APPROACH
This project uses interactive storytelling and visual elements to guide users through a reflective journey. The design encourages users to form new connections with their past, transforming grief into personal development.

COURSE — GR 620: Visual Thanking
SEMESTER — 2022 Summer
INSTRUCTOR — Hunter Wimmer
GATEGORY — Visual Systems
TYPEFACES — Arial Black
Calibri



REUNION
MEMORY CONNECTS US

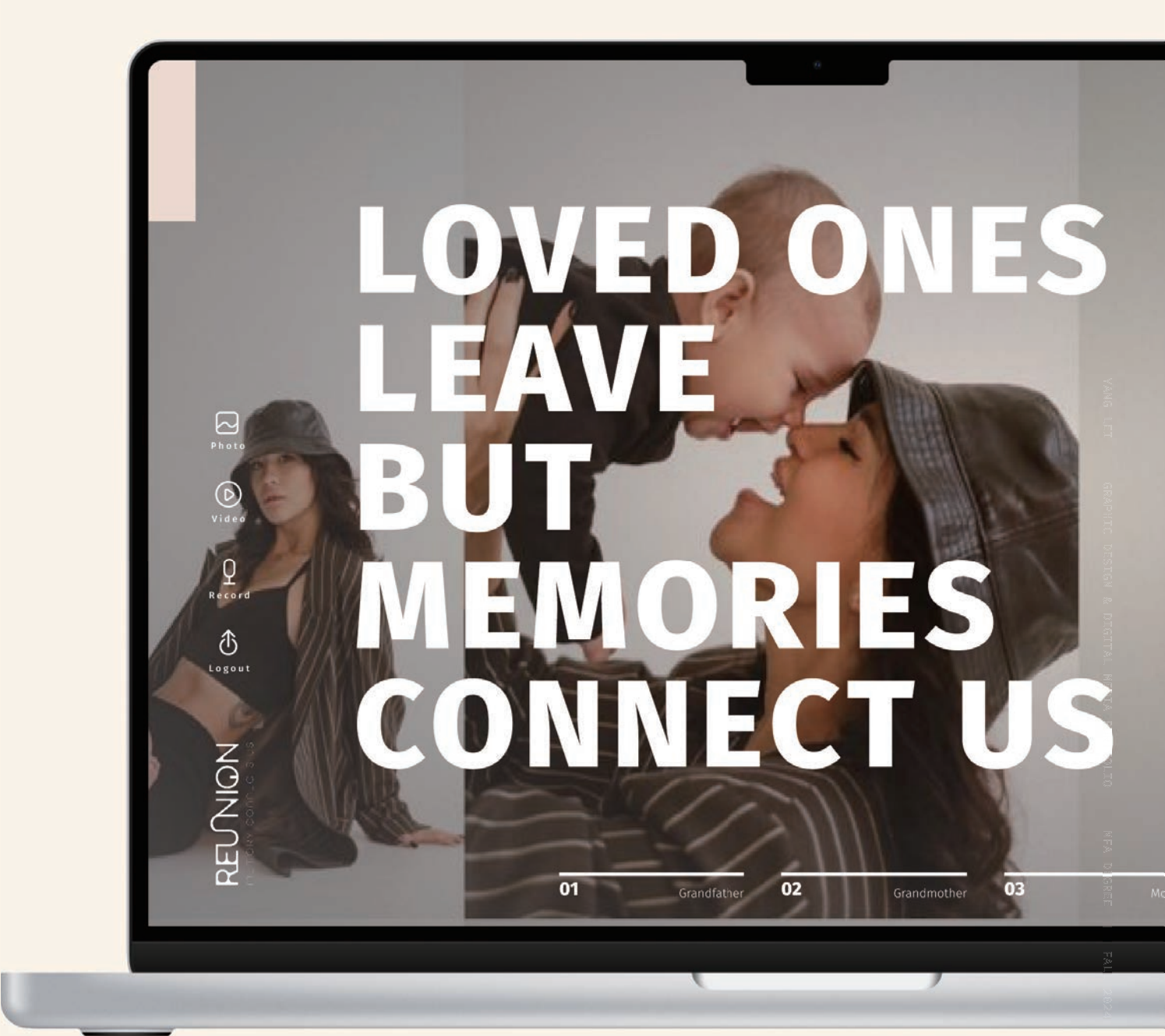
UI/UX DESIGN OF WEBSITE

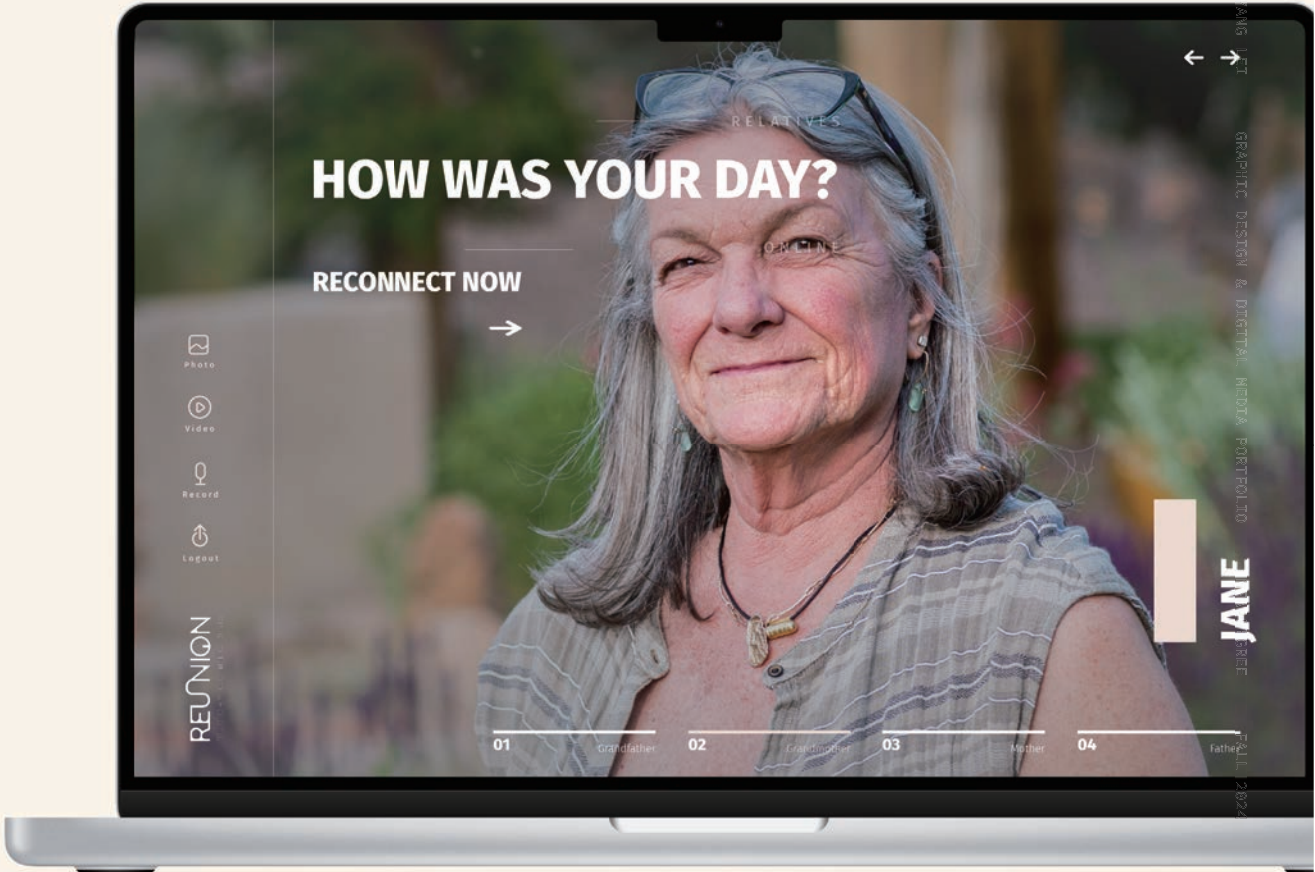
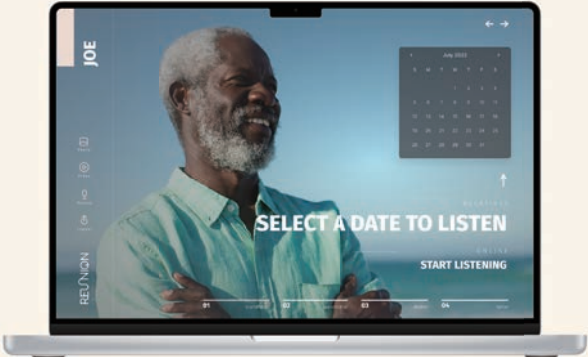
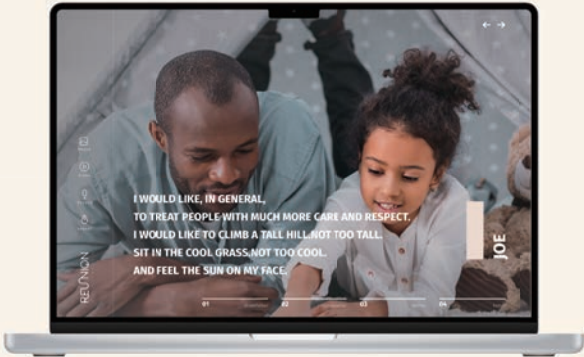
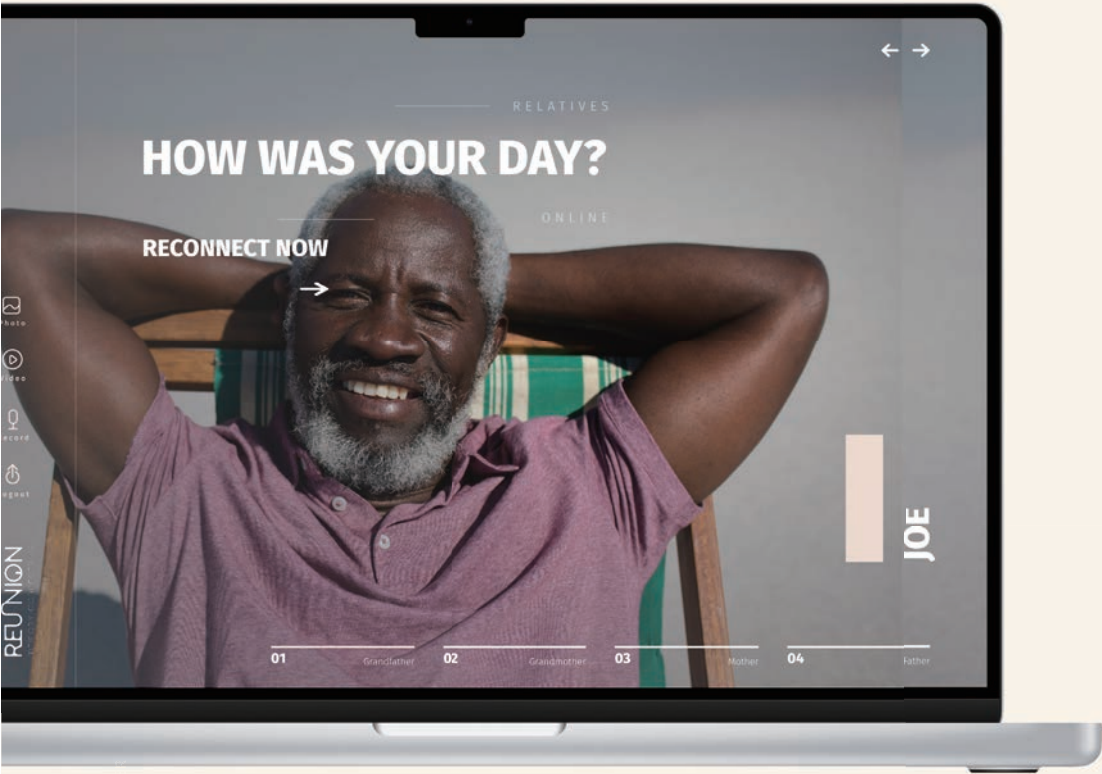


INTERACTION DESIGN
Scan the QR code to interact on Figma



WEB PROTOTYPE DEMONSTRATION
Scan the QR code to view the on Vimeo







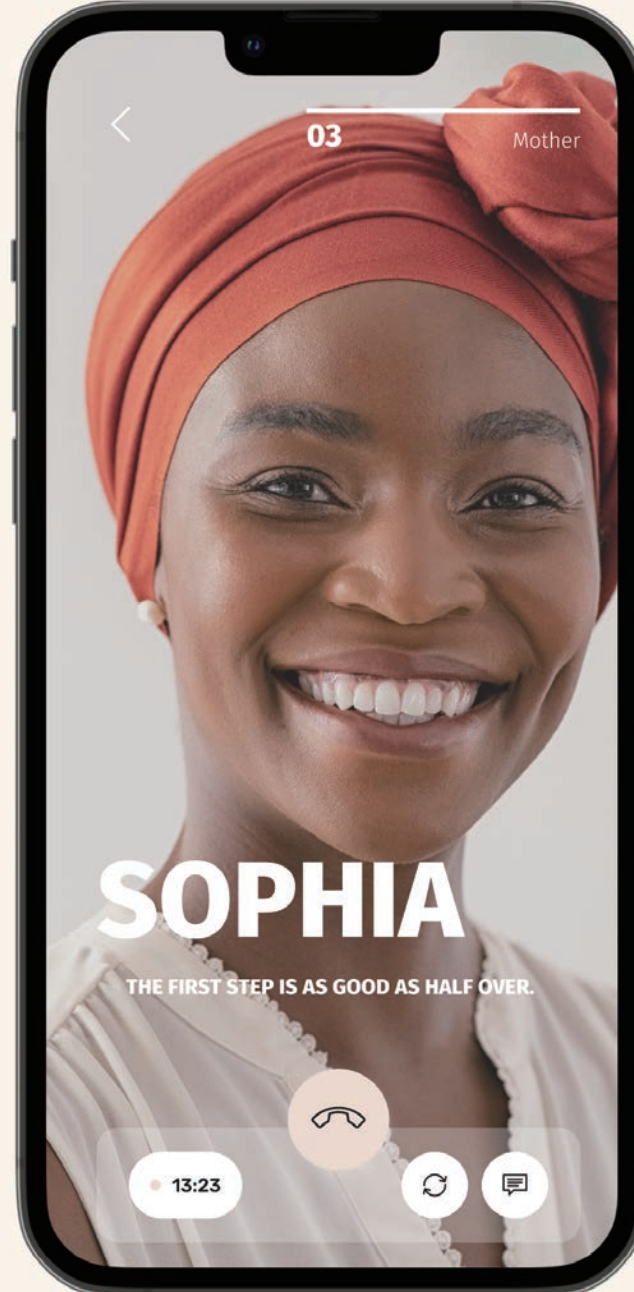
INTERACTION DESIGN
Scan the QR code to interact on Figma



MOBILE PROTOTYPE DEMONSTRATION
Scan the QR code to view the on Vimeo









PROJECT — My Herbarium

KEYWORDS — Education
Interaction
Nature

OBJECTIVE

To develop a botanical toolkit that encourages parent-child interaction and promotes interest in plant science.

APPROACH

Excite and engage kids and parents to create herbariums in order to appreciate the beauty of and science behind plants.To create easy-access tools and learning materials for teenagers to showcase and understand more about herbariums through fun methods that are easy to understand.

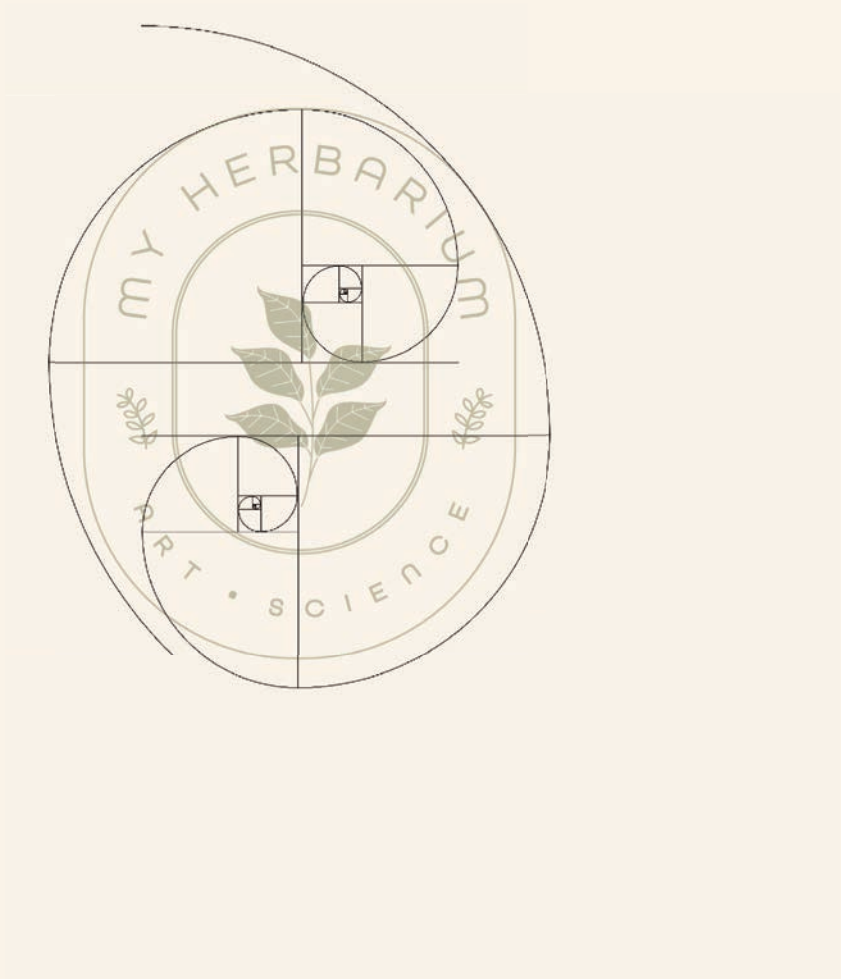
COURSE — GR 830: Thesis 2

SEMESTER — 2024 Fall

INSTRUCTOR — John Nettleton

GATEGORY — Visual Systems

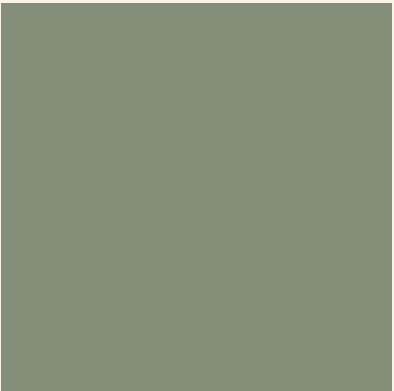
TYPEFACES — Didot
Poppins





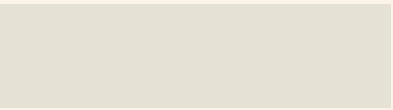
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pantone 371 U



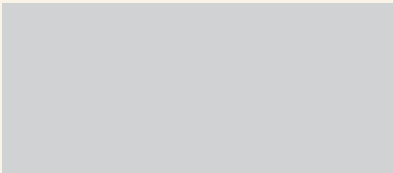
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pantone PQ-8340C



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pantone 413 UP



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pantone Cool Gray 2 C



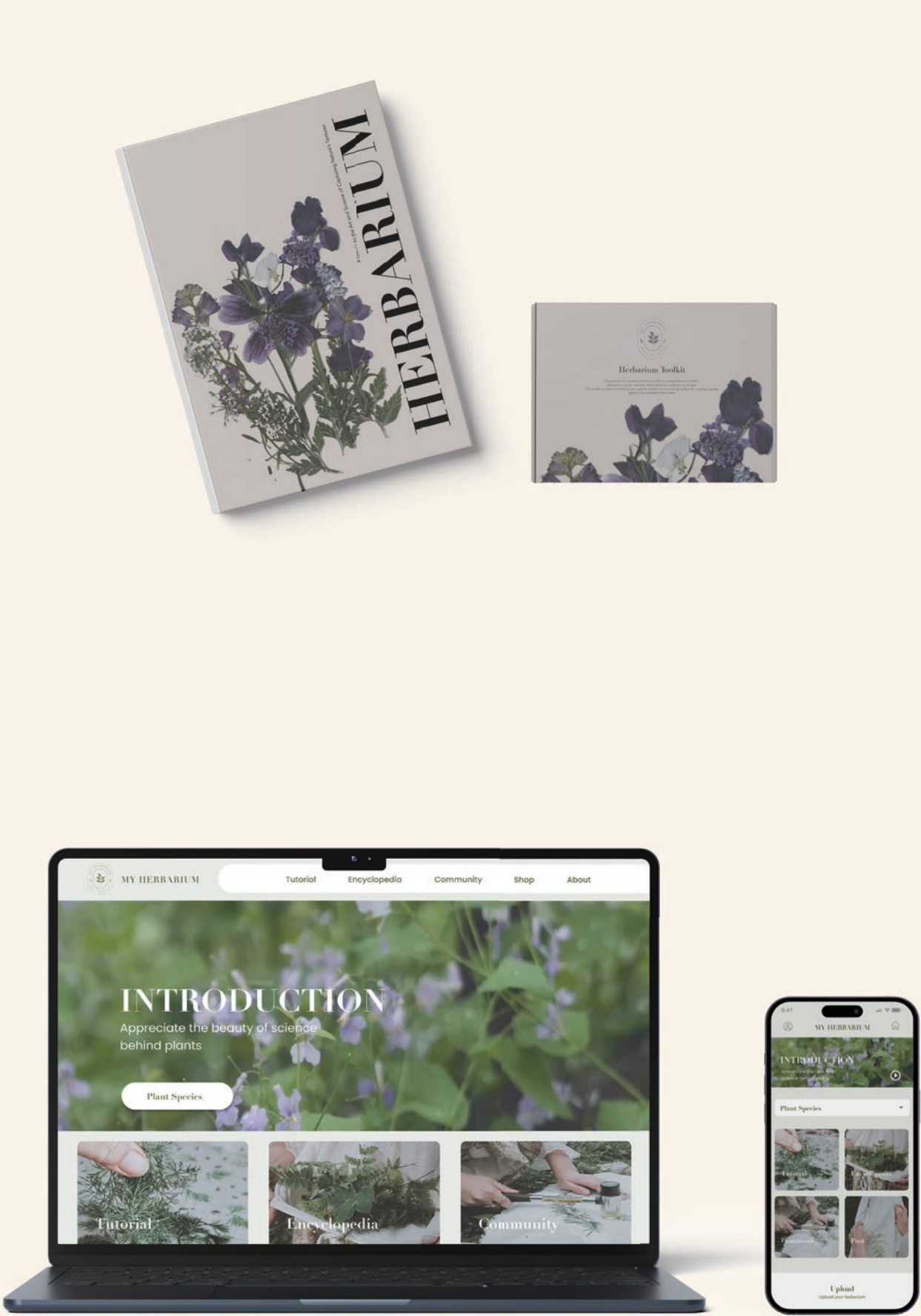
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pantone Cool Gray 8 C



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pantone Cool Gray 11 C







Herbarium Toolkit

Experience the wonders of botany with our comprehensive toolkit, designed to ignite curiosity and creativity in students of all ages. Our toolkit includes everything you need to embark on an exciting herbarium-making journey, right in the comfort of your home.

Plant Rubbings

Preamble

1. Collect a variety of plants with interesting shapes
2. Choose a smooth and thin paper to use for the rubbing. You may also want to tape or clip the paper to the surface to prevent it from moving during the process.
3. Place a leaf or flower face down on the paper.
4. Hold the paper firmly in place and use a pencil or crayon to rub over the plant. Apply firm but gentle pressure to transfer the texture and shape of the plant onto the paper.
5. Rub over the entire surface of the plant, including the stem and veins if desired.
6. Remove the plant and admire the finished rubbing.

1.

2.

3.

4.

5.

6.

MATERIALS

Instructions

These tools play an important role in botanical pressing, helping artists capture the details and form of plants and create accurate and realistic pressed specimens. Please note that hammers are not commonly used in botanical pressing.

Hammer

Hammers are not typically used in botanical pressing. It is not a common tool for this process.

Tweezers

Tweezers are used to manipulate and adjust the position and posture of the plant, ensuring stability during the pressing process. Tweezers can be used to gently grasp the stems or leaves of the plant for placement on the paper.

Scissors

Scissors are used to cut plant leaves or other parts for pressing. Sharp scissors are preferred to ensure accurate cutting.

Tweezers

Tweezers are used to manipulate and adjust the position and posture of the plant, ensuring stability during the pressing process. Tweezers can be used to gently grasp the stems or leaves of the plant for placement on the paper.

UI/UX DESIGN



INTERACTION DESIGN
Scan the QR code to interact on Figma



MOBILE PROTOTYPE DEMONSTRATION
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