

*JADEN YANG
WALKER*

TAIWAN DESIGN EXPO

F-21
BFA PORTFOLIO

0 - 02

This project establishes consistency and coherence in Taiwan Design's brand message and visual identity across all customer interaction points. The project involves looking into every touchpoint, not only to ensure that these touchpoints are consistent, but also that the experience is always positive, seamless, and memorable.

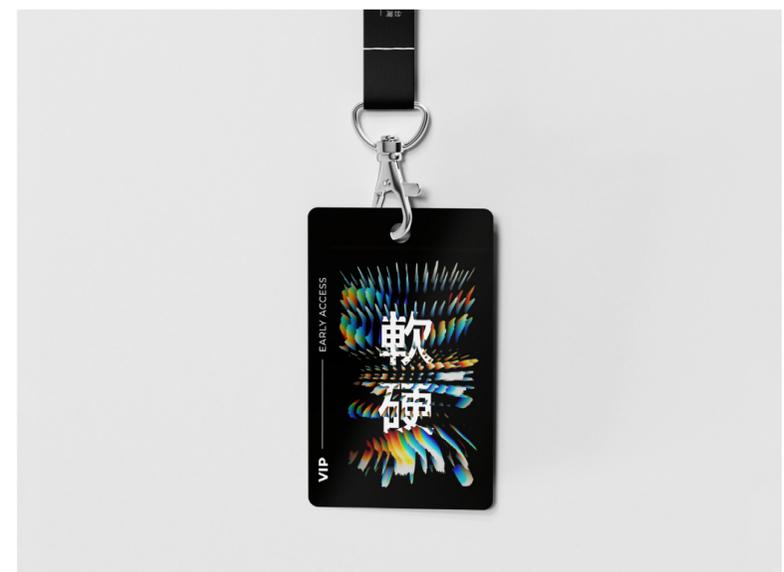
Brand Identity Environmental





Brand Identity Environmental

Graphic design has played a significant role in shaping Taiwan's culture and written language. Through creative visuals and thoughtful design, it has helped Taiwan communicate its unique identity to the world. From bold typography to vibrant color palettes, graphic design has added a modern and dynamic touch to traditional Chinese characters, making them more appealing and accessible to younger generations. Moreover, it has fostered a sense of pride and unity among Taiwanese people, as design elements often incorporate symbols, icons, and motifs that represent their rich cultural heritage.



F - 21
BFA PORTFOLIO

Where: Fuxing Road
South District
Taichung

The 2018 Taiwan Design Expo focuses on the conversation between "Soft" and "Hard" and the idea of "Future" weaving through, multiple aspects, such as digital technology, smart materials, professional crafts, and city design, are presented in the exhibition. The Expo will end on September 16. Everyone is invited to explore the features of Taichung cities with soft power and hard foundations.

TAIWAN DESIGN EXPO



KICKOFF FY'27

MX Company Kickoff

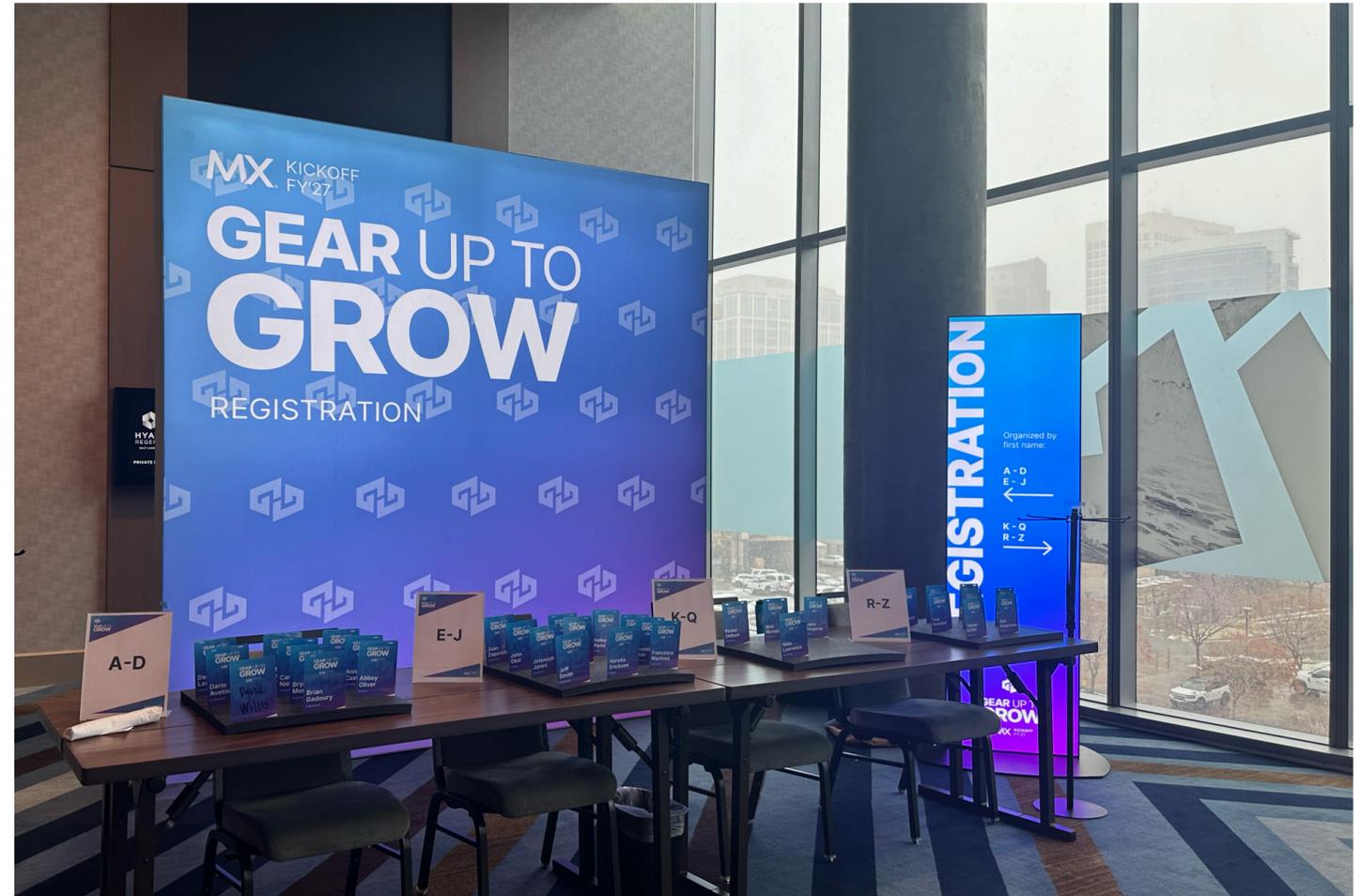
February 2026
BFA PORTFOLIO

0 - 06

MX's annual company kickoff served as a pivotal moment to align our values and strategic goals for the year ahead. Centered on the theme "Gear Up to Grow," the event emphasized preparation, focus, and the collective effort required to drive meaningful progress. Executive speakers like Ryan Caldwell, CEO, and Nate Gardner, CXO drew parallels between high-performing athletes and our organization. They focused on highlighting the discipline, practice, and self-awareness required to compete at the highest level. Just as Olympians tune into their physical performance and refine their craft, we were encouraged to assess our company's vital signs, strengthen collaboration, and intentionally prepare to push forward together.

Through collaboration, a team of designers and I created a brand identity for this event and supported this vision through the use of the company colors, a custom logo mark, and use of high-energy, athletic photography.

Brand Identity Event





MXS T-SHIRTS

September 2025
BFA PORTFOLIO

0 - 9

During MX's annual invite-only Money Experience Summit we like to treat our clients and guests to a high quality experience of activities, seminars, workshops, and demos. Then we like to gift them unique swag to commemorate their experience with us.

This is a series of shirts created for clients that align with our event's theme of, "Dreamer, Doers and Disruptors" and MX company values. Guests were encouraged to pick a design that resonated with them and have them screen printed on the spot to create a memorable keepsake.

Swag Event





LE SIRENUSE

Positano, Italy

F - 21
BFA PORTFOLIO

0 - 010

Le Sirenuse is a resort located in Positano, Italy on the Amalfi Coast. Le Sirenuse has been family owned for centuries and wants to give guests an authentic, modern experience while making them feel like family. The locals will tell you, 'Positano is Le Sirenuse'.

Le Sirenuse wants to be perceived as timeless, luxurious, elegant, and authentic.

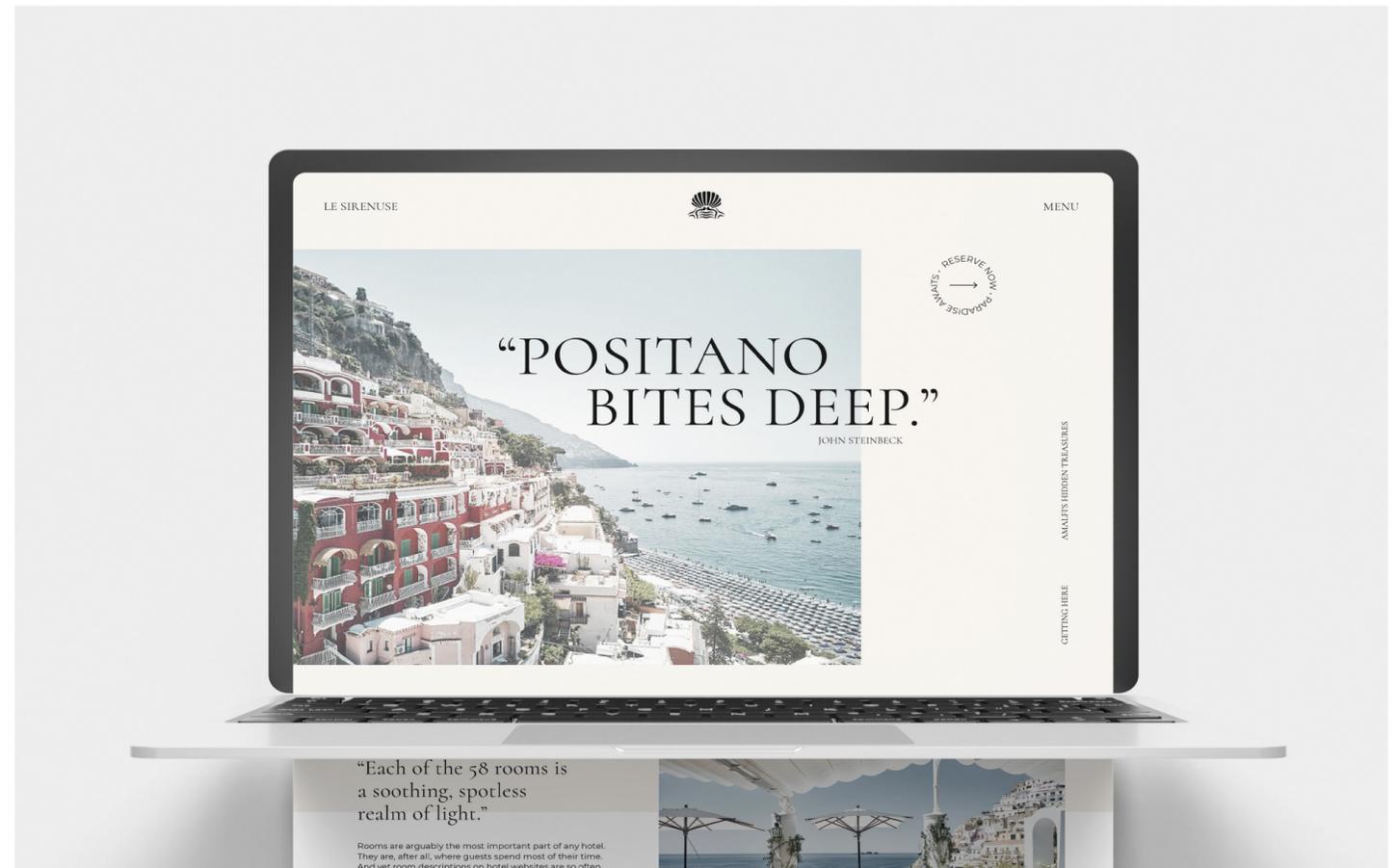
Brand Identity

Interface



"It is a dream place that isn't quite real when you are there and becomes beckoningly real after you have gone."

0 - 012



"Positano bites deep."
John Steinbeck

Brand Identity Interface



0 - 013

In Greek art, a Siren was typically depicted as a bird with a woman's head. They were often depicted with a lyre, in musical contexts. Depictions of the Sirens were also a common feature on pottery depicting Odysseus's journey home.

In early depictions, the Sirens were cast as terrifying creatures. Later in Greek and Roman art, they became beautiful, but it wasn't until much later that the Sirens became associated with lust, beauty and mermaids.

Le Sirenuse uses this symbolism of beauty, lust and the journey home to represent the experience of what the resort can offer to guests with the serene and scenic views of the Amalfi Coast.

LE SIRENUSE

HEAVEN OR LAS VEGAS

SP - 23
BFA PORTFOLIO

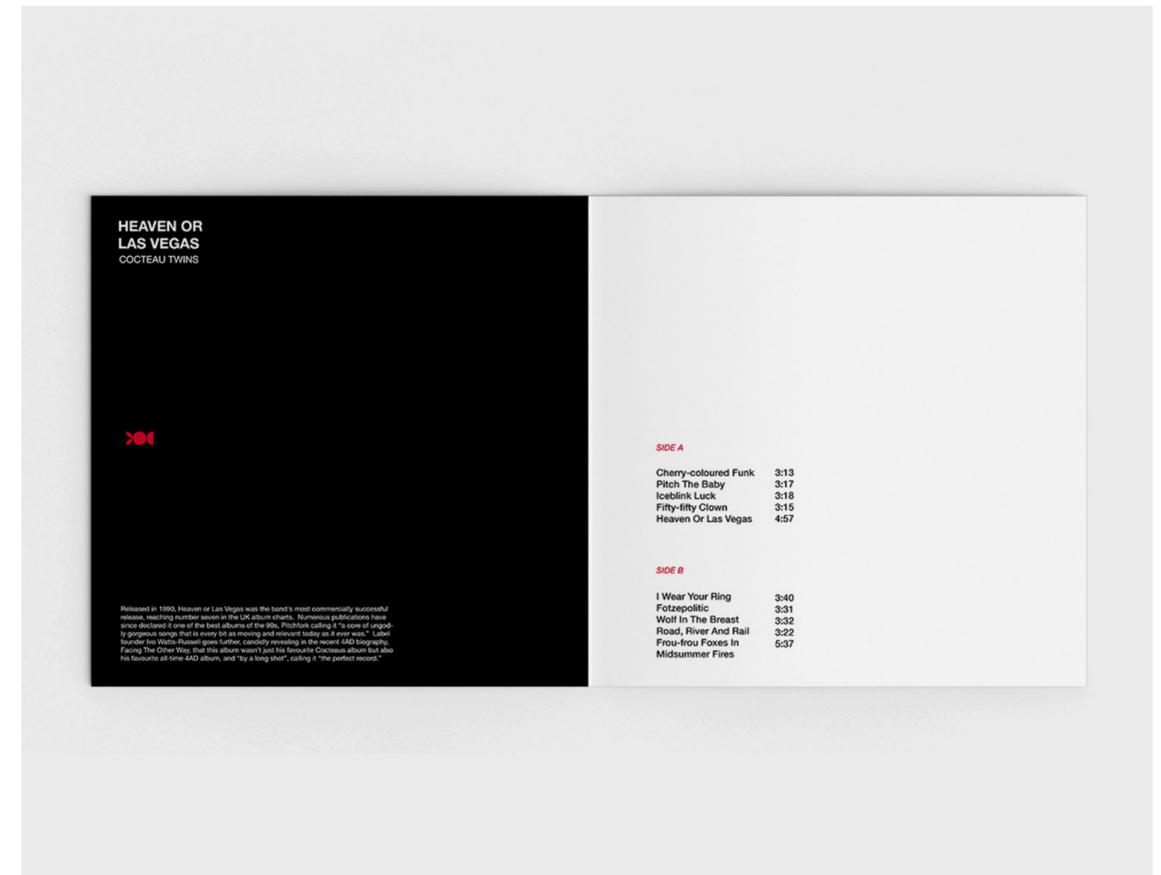
0 - 14

The Cocteau Twin's album Heaven or Las Vegas is redesigned with a Suisse International and Bauhaus likeness while still capturing the overall ethereal essence of the album.

Heaven or Las Vegas was released in 1990 and received critical acclaim as the Cocteau Twin's "finest hour yet."

Poster Design

Album Art





Where: Moloa'a Bay
Kaua'i

Notes: Roasted Nuts
Tropical Fruit
Coconut



0 - 16



KAI COFFEE

SP - 22
BFA PORTFOLIO

Brand Identity Packaging



Kai coffee is an independent Coffee roaster located in Moloa'a Bay, Kaua'i. In the Hawaiian language, Kai means sea or ocean. Kai Coffee has coffee beans grown in volcanic soil with frequent tropical mountain rain that make the flavors richer.

Kai Coffee wants to be perceived by its audience as passionate, high-quality, energizing, fresh, flavorful, and rich.

0 - 17

BLISS MONTAGE

SP - 23
BFA PORTFOLIO

Type and Image Editorial

0 - 18

Ling Ma's Bliss Montage is a satirical novel that examines the modern American working culture and the sense of disillusionment felt by millennials. The novel follows the story of a Chinese-American woman named Bliss as she navigates the corporate world and struggles to find purpose and meaning in life.

This editorial imagery reflects the uncertainty and beauty of one's own story.

福佑

"It doesn't take much to convince yourself that you're doing okay, just some discretionary income and a regularity to your days."

- Ling Ma



0 - 19

S - 21
BFA PORTFOLIO

This project is to design a poster for a hardcore, straight-edge band based out of Logan, UT. Pocket Sushi wants to be seen as energetic, intense, and distinct.

XXX

Illustration Poster Design

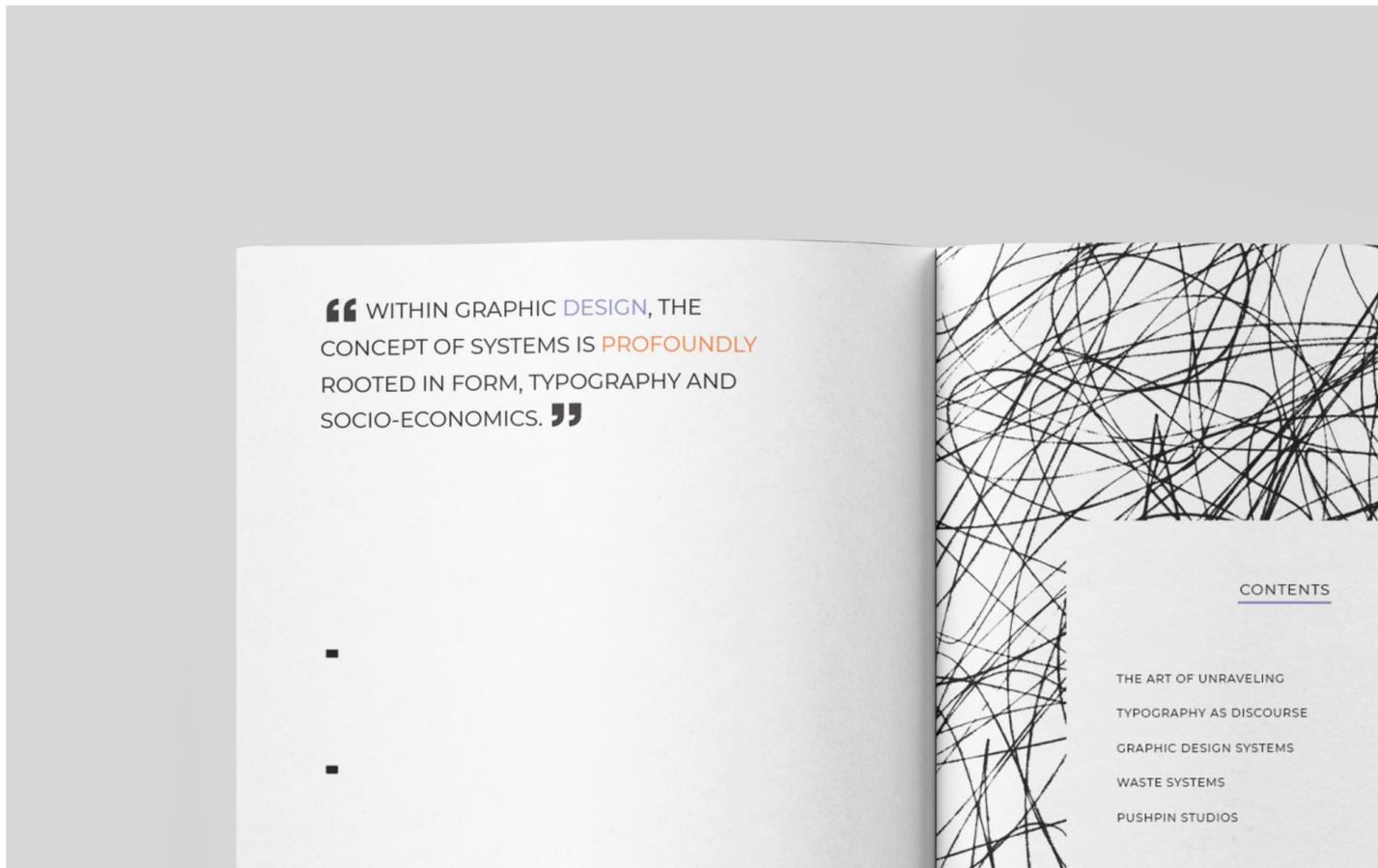
POCKET SUSHI



Straight edge is a subculture of hardcore punk. While straight edge holds different meanings to many different people, a lifetime commitment to abstaining from drugs, tobacco, and alcohol remains the cornerstone of the movement: no drinking, no smoking, no recreational drugs. Straight edgers often identify themselves at punk shows by drawing large black "X's" on the back of their hands. This symbol was traditionally used by bouncers to mark the hands of underage attendees at concerts so the bartenders knew not to serve them alcohol, but is also now a symbol for the straight edge community.

*LOGOS
& MARKS*





UNRAVEL

SP - 22
BFA PORTFOLIO

Experimental Editorial

The zine focuses on a range of systems, from art and design to food waste. Its narrative revolves around the insight that these systems are blatantly misunderstood, have inherent flaws, or are failing. Its emphasis is that only by understanding these systems, and identifying specific problematic aspects, can we begin to initiate change and utilize these systems to their full capacity.

The zine features articles that deconstruct underlying systemic issues, and provides readers with insight into potential avenues of positive action.



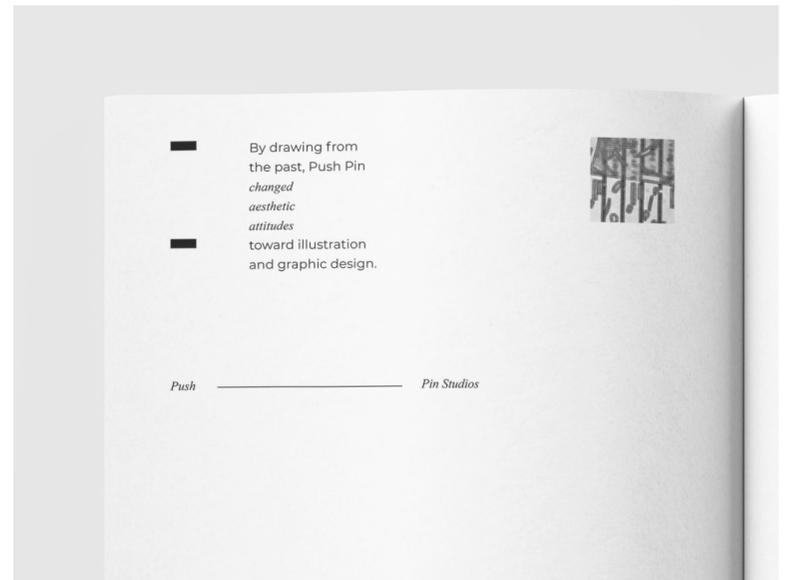
un-rav-el
/ənˈrævəl/

verb

1. undo (twisted, knitted, or woven threads).
2. investigate and solve or explain (something complicated or puzzling).

SP - 22

BFA PORTFOLIO



the	art of	unraveling
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Experimental Editorial



WITH CARE

SP - 22

BFA PORTFOLIO



0 - 28

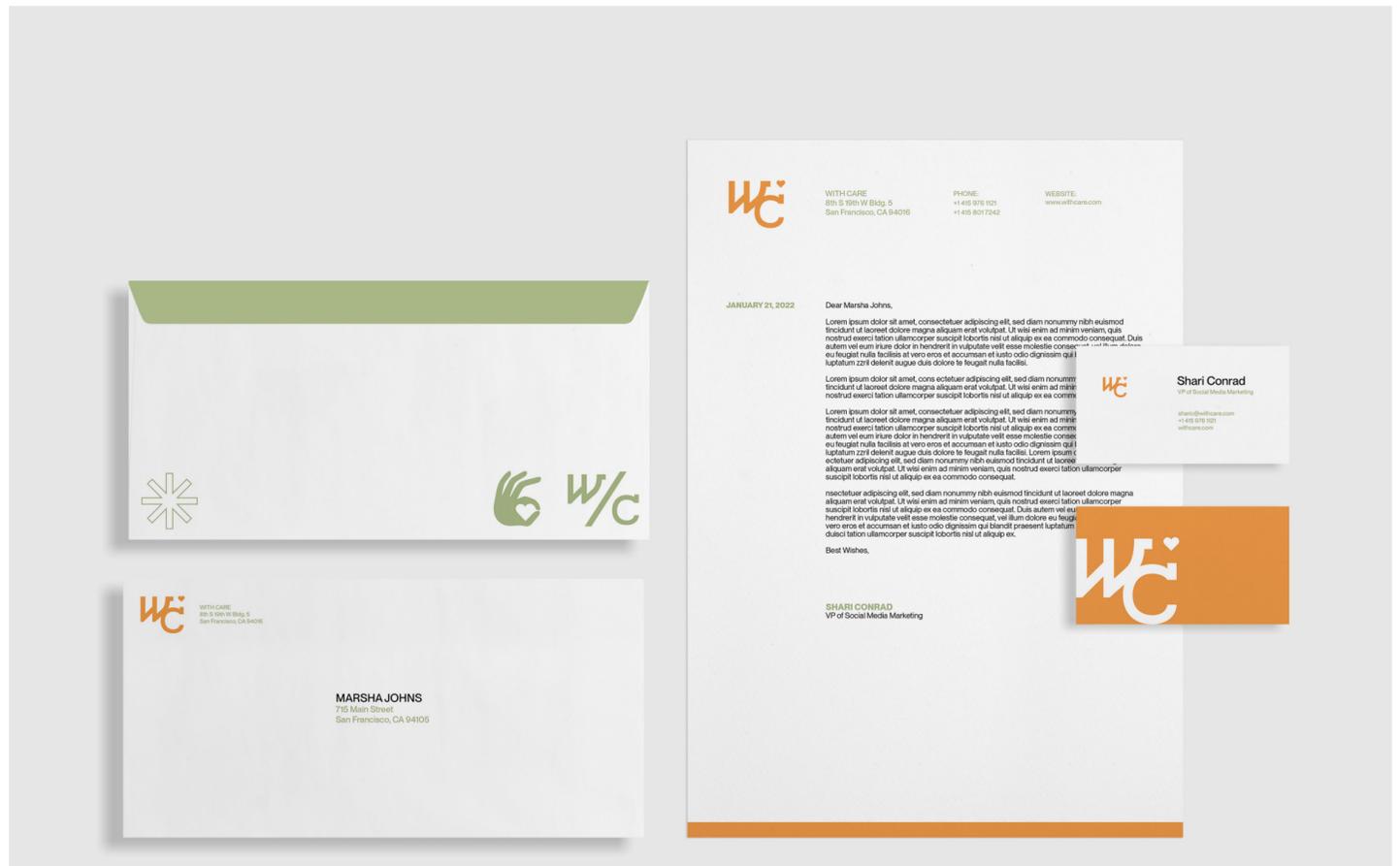
With Care is an all-natural and sustainably packaged cosmetics line based out of San Francisco that focuses on skin care for all skin types by making their products unique and accessible. With Care wants to emphasize its high-end ingredients through a youthful aesthetic appeal.

As a company, With Care focuses on the three "Ps" of Sustainability: people, profit and planet. With Care wants to be perceived as human-centered, desirable, fun and earth-friendly.



Brand Identity

Packaging

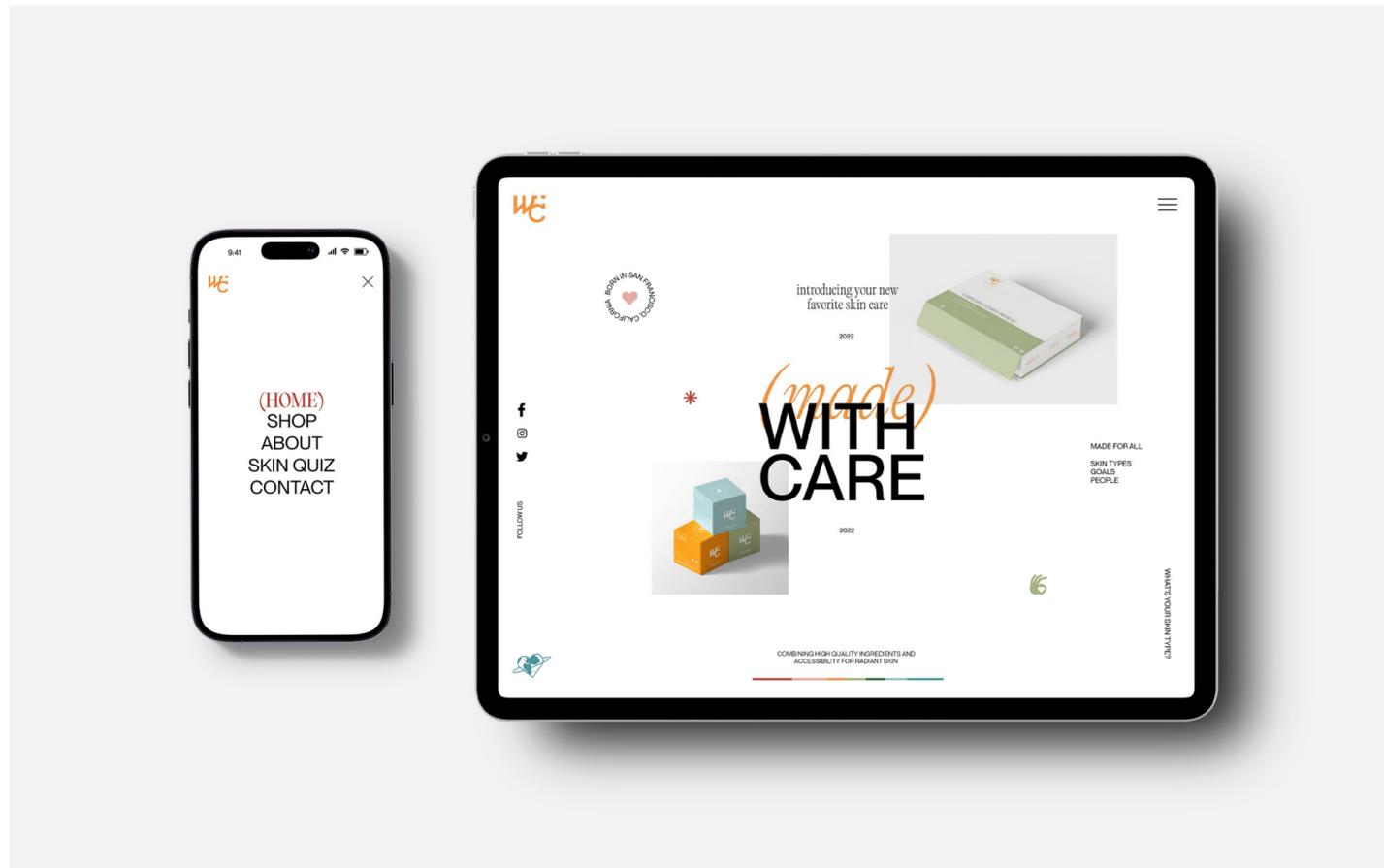


treat yourself with care and
achieve your skin goals ✱

COMBINING HIGH
QUALITY INGREDIENTS
AND ACCESSIBILITY FOR
RADIANT SKIN



0 - 30



SP - 22
BFA PORTFOLIO

Meant for all..

Skin Types: Normal
Sensitive
Oily
Dry
Combination

Goals: Brightening + Texture
Anti-aging
Complexion clearing
Smaller Pores

People: With Care is here for
all. We want to uplift
you by reaching all
your skin care and
health goals.

Brand Identity

Packaging

WITH CARE

0 - 31

BOOK COVERS

F - 22

BFA PORTFOLIO

Book Covers

Illustration

{*thehiddenlifeoftrees,
theinnerlifeofani-
mals, thesecretwisdo-
mofnature, thelostci-
tyofthemonkeygod.*}

0 - 32

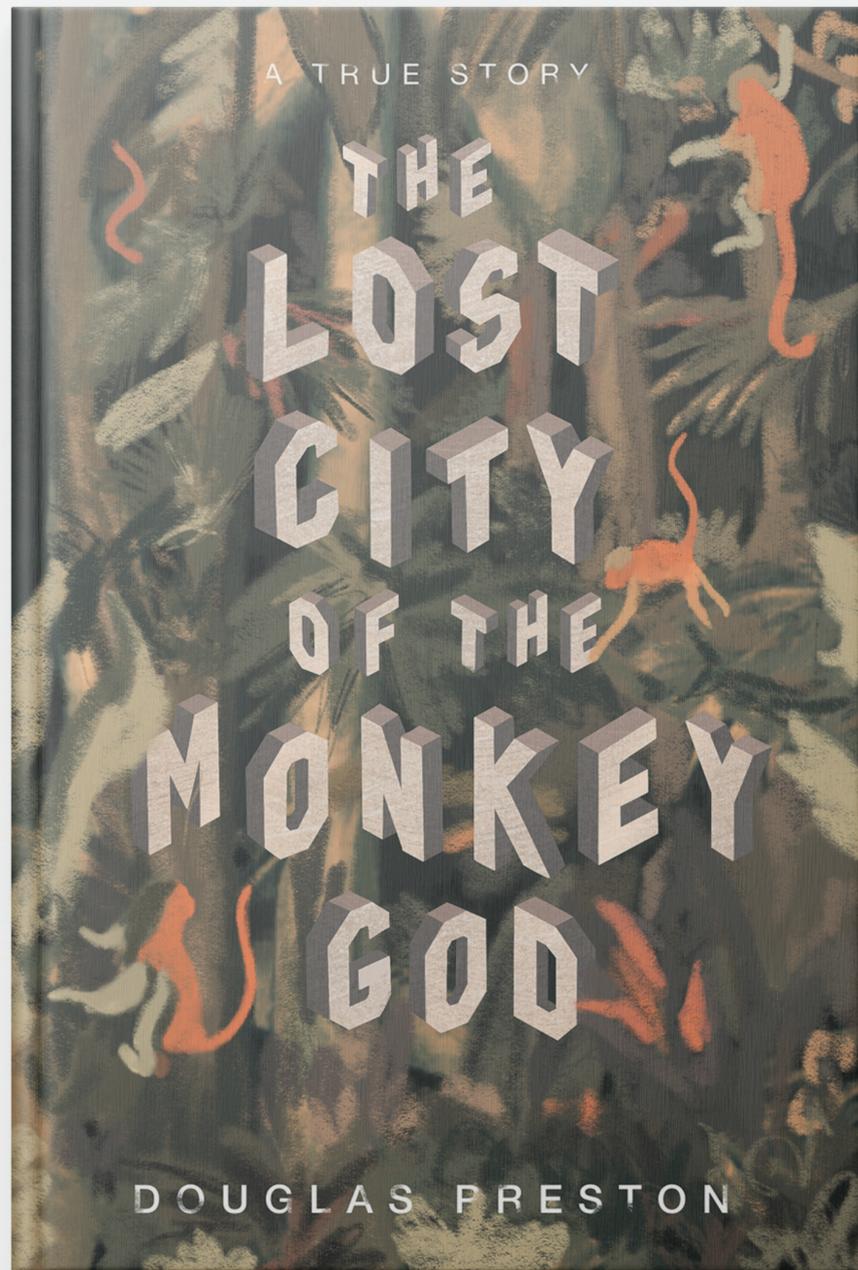
The Lost City of the Monkey God

The Lost City of the Monkey God is a non-fiction book by Douglas Preston that follows his journey to uncover the lost *White City*, also known as the *City of the Monkey God*, in the west region of Honduras.

The Mysteries of Nature

The Mysteries of Nature Trilogy is a series of books written by Peter Wohlleben that explore the fascinating world of nature, its complexities and its secrets. The three books in the series are *The Hidden Life of Trees*, *The Inner Life of Animals*, and *The Secret Wisdom of Nature*.





YU CHOCOLATE

SP - 22
BFA PORTFOLIO

Brand Identity Packaging



0 - 34

Yu Chocolate is a New York City based company that specializes in creating chocolates, that not only taste delicious, but also offer health benefits through the use of traditional Chinese herbs. The company prides itself on creating beautifully-crafted, elegant products that are both medicinal and decadent, offering a unique combination of luxury and wellness.

Yu Chocolate is committed to elevating the traditional chocolate experience to a new level.





Benefits: Immunity
Vitality
Energizing

Flavors: Vanilla
Caramel
Raspberry

* = *

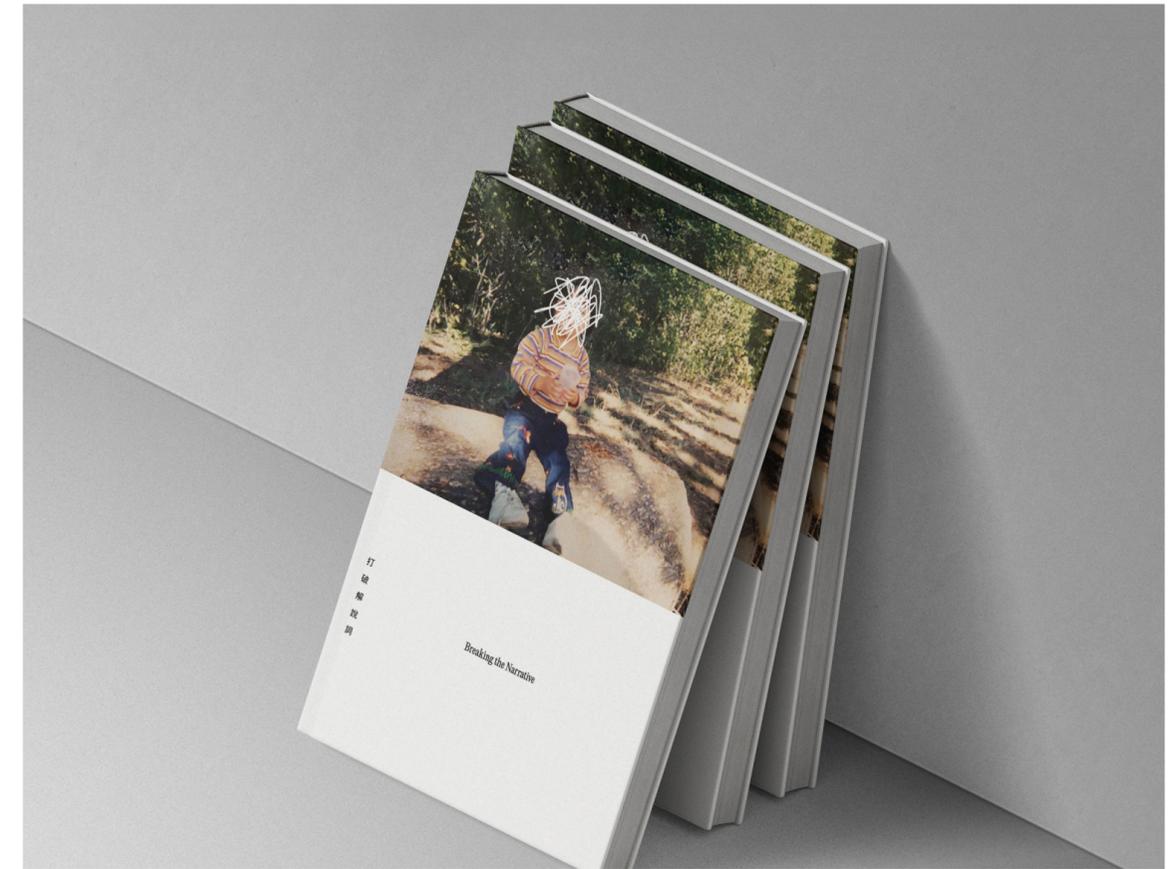
YU CHOCOLATE



BREAKING THE NARRATIVE

SP - 23
BFA PORTFOLIO

Capstone Project Editorial



0 - 38

This zine is a part of a series that touches upon relevant history, media and experiences of different groups of people within the U.S. 'Breaking the Narrative' articulates the importance of breaking certain stereotypes through the historical context of why certain social biases exist and the fallacies within them. This volume touches upon the East Asian experience within the United States through how immigrants came to the country, the laws and policies against them, and how racial and political biases determined how they would be represented through the media. As the U.S. changes policies and the people aim to improve equality we see advancement in how minority groups are represented and treated. 'Breaking the Narrative' highlights the powerful parts of history and aims to continue positive representation for all.





ex-pe-ri-ence
/ɪkˈspɪəriəns/

noun

1. practical contact with and observation of facts or events.
2. investigate and solve or explain (something complicated or puzzling).

un-ravel
/ˌʌnˈrəvəl/

verb

1. undo (twisted, knitted, or woven threads).
2. investigate and solve or explain (something complicated or puzzling).





SP - 23
BFA PORTFOLIO

nar-rative
/nerədɪv/
noun
a spoken or written account of connected events; a story.
• the practice or art of telling stories.
• a representation of a particular situation or process in such a way as to reflect or conform to an overarching set of aims or values.
adjective
in the form of or concerned with narration.

*BREAKING
THE NARRATIVE*



SP - 23
BFA PORTFOLIO

'More Than a Model Minority' is a poster series based on the first volume of 'Breaking the Narrative' that focuses on the East Asian Experience within the United States.



MORE THAN A MODEL MINORITY

Breaking the Narrative



In 1966, the term "Model Minority" was coined in 'The New York Times Magazine' by sociologist William Petersen. This myth characterizes Asian Americans as a polite law abiding group who have achieved a higher level of success than the general population through some combination of innate talent and the "pull-yourself-up-by-your-bootstraps" mindset. Not only is it weaponized towards other minority groups, it also stereotypes Asian Americans as a submissive, over achieving monolith.

AA's - Asian Americans

WEST ASIA
 Pakistan, Afghanistan, India, Nepal, Sri Lanka, Bangladesh, Cambodia, Laos, Myanmar, Thailand, Vietnam, Philippines, Malaysia, Singapore, Brunei, Timor-Leste, East Timor, Indonesia, and Papua New Guinea.

CENTRAL ASIA
 Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan.

EAST ASIA
 China, Hong Kong, Macao, Taiwan, South Korea, North Korea, and Japan.

SOUTHEAST ASIA
 Brunei, Cambodia, Indonesia, Laos, Myanmar, Philippines, Singapore, Thailand, and Vietnam.

SOUTH ASIA
 Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka, and Sri Lanka.

MORE THAN A MODEL MINORITY

Asia has so many countries and regions that cultures and the experiences around them will vary.

BREAKING THE NARRATIVE
 打破解讀詞

NOT YOUR MODEL MINORITY

MORE THAN
 We are more than meets the eye. We are more than just a face. We are more than a stereotype. We are more than.

NOT YOUR MODEL MINORITY