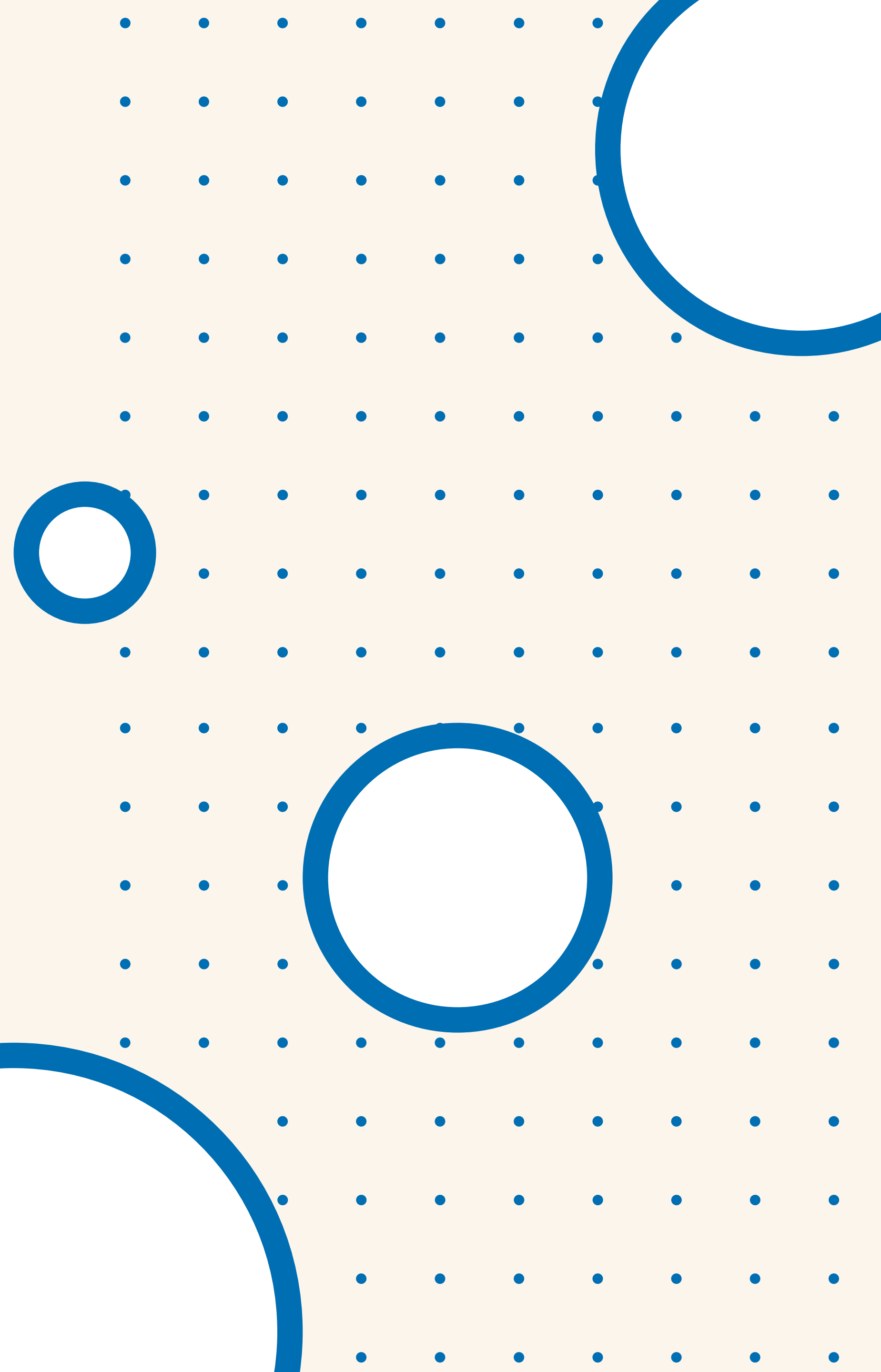


CINDY GUAN

Graphic Designer



Greetings and salutations.

Cindy is a Bay Area-based graphic designer with an interest in publication design. Her passion is for helping people understand one another by combining research, writing, and design.

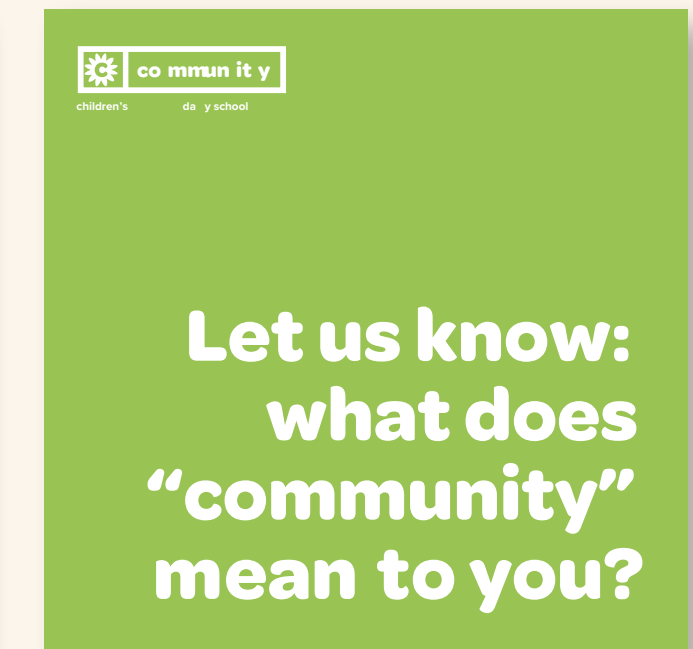
Community Program

School Identity System

A sub-brand to Children's Day School's main brand for its new community program across multiple media: merchandise, social media, web, flyers, and more.

This system stays true to the school's pre-existing identity while breathing new life into it by emphasizing how Children's Day School is modern, fun, and inclusive. It uses bubbly, floral shapes and introduces vibrant accent colors inspired by the surrounding neighborhood.









Tarot

Diagram Poster

A diagram of the classification and meaning of all 88 tarot cards. Anybody can learn about all aspects of tarot by viewing it.

The text on each spoke of the wheel rotate so that you never have to read it upside-down; the custom handlettering and circular shape evoke fantasy, spirituality, antiquity.

1

THE MAGICIAN

UPRIGHT Manifestation, resourcefulness, P
REVERSED Manipulation, poor planning, u
 As a master manifestor, The Magician brings v
 you need to make your dreams come true
 now is at your fingertips.

THE MAGICIAN
 The Magician is the guardian of secrets, the
 master of the hidden and the
 secret knowledge and hidden mys



Flight of the Wingless

Film Festival Identity

An identity system for a film festival featuring Ang Lee and Yasujiro Ozu. It includes posters, banners, a custom logo and pattern, and Instagram posts. Following the shared theme of ephemerality in both East Asian directors' works, the designs feature sand, insects, and flight.



THE FILMS OF ANG LEE AND YASUJIRO OZU
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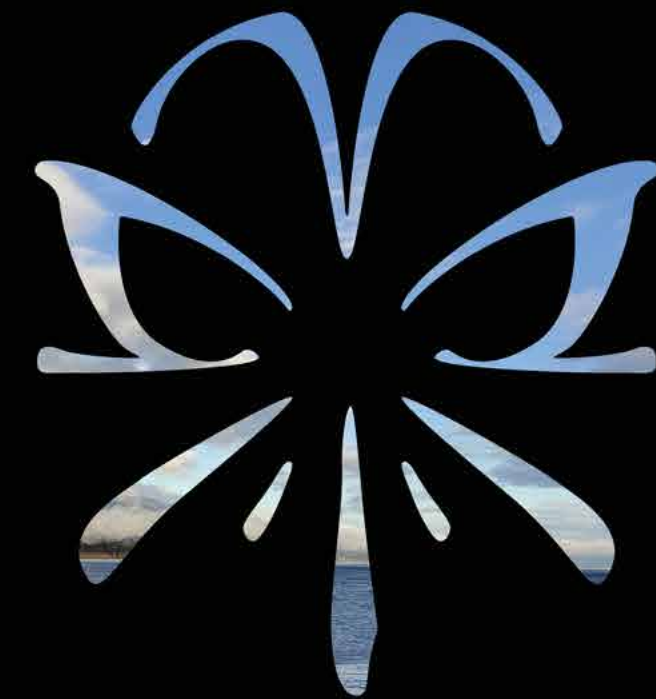
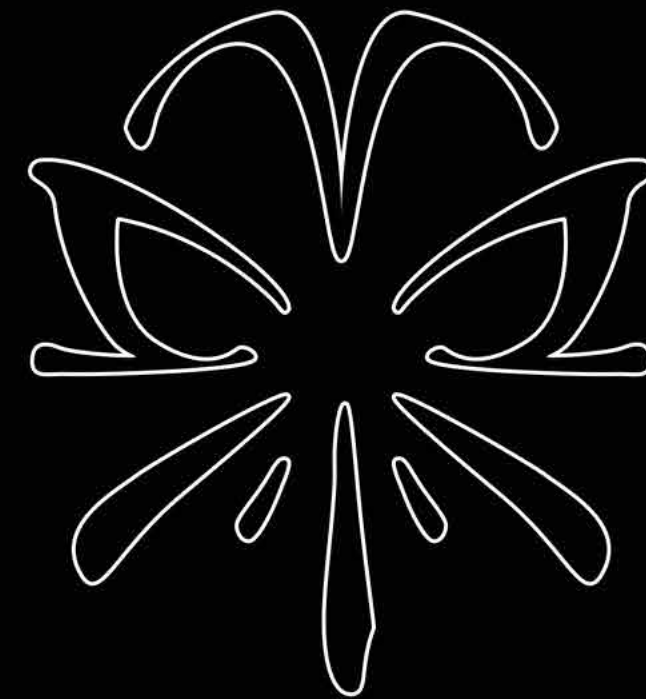
Flight

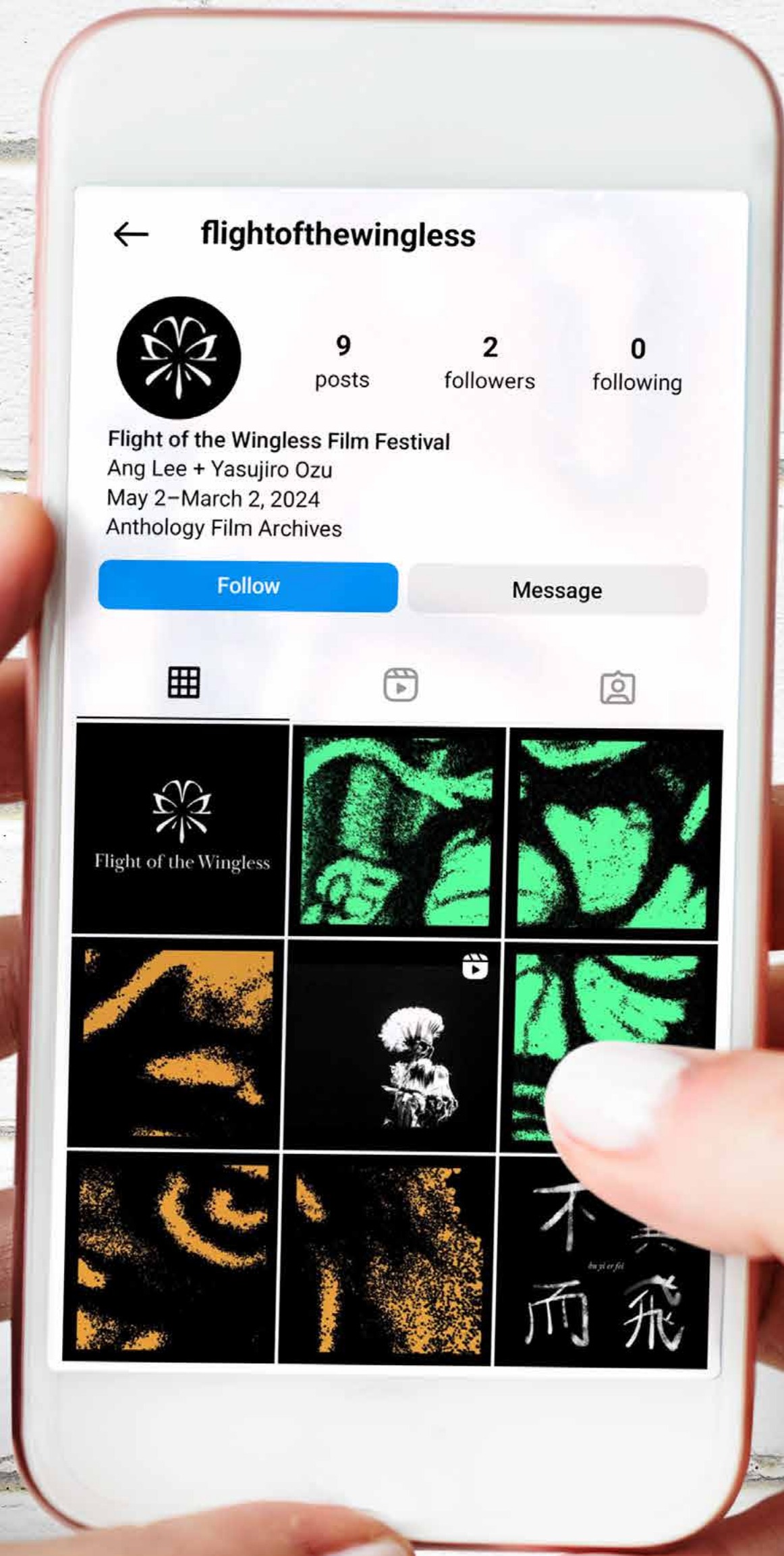
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Flight of the Wingless

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“Flight of the Wingless” is a direct translation of the Chinese phrase 不翼而飛, which means “to spread rapidly”. It captures the rising popularity of the works of film directors such as Ang Lee, who is Chinese.

Thank you for your time.

If you liked anything you saw here, let's chat!

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