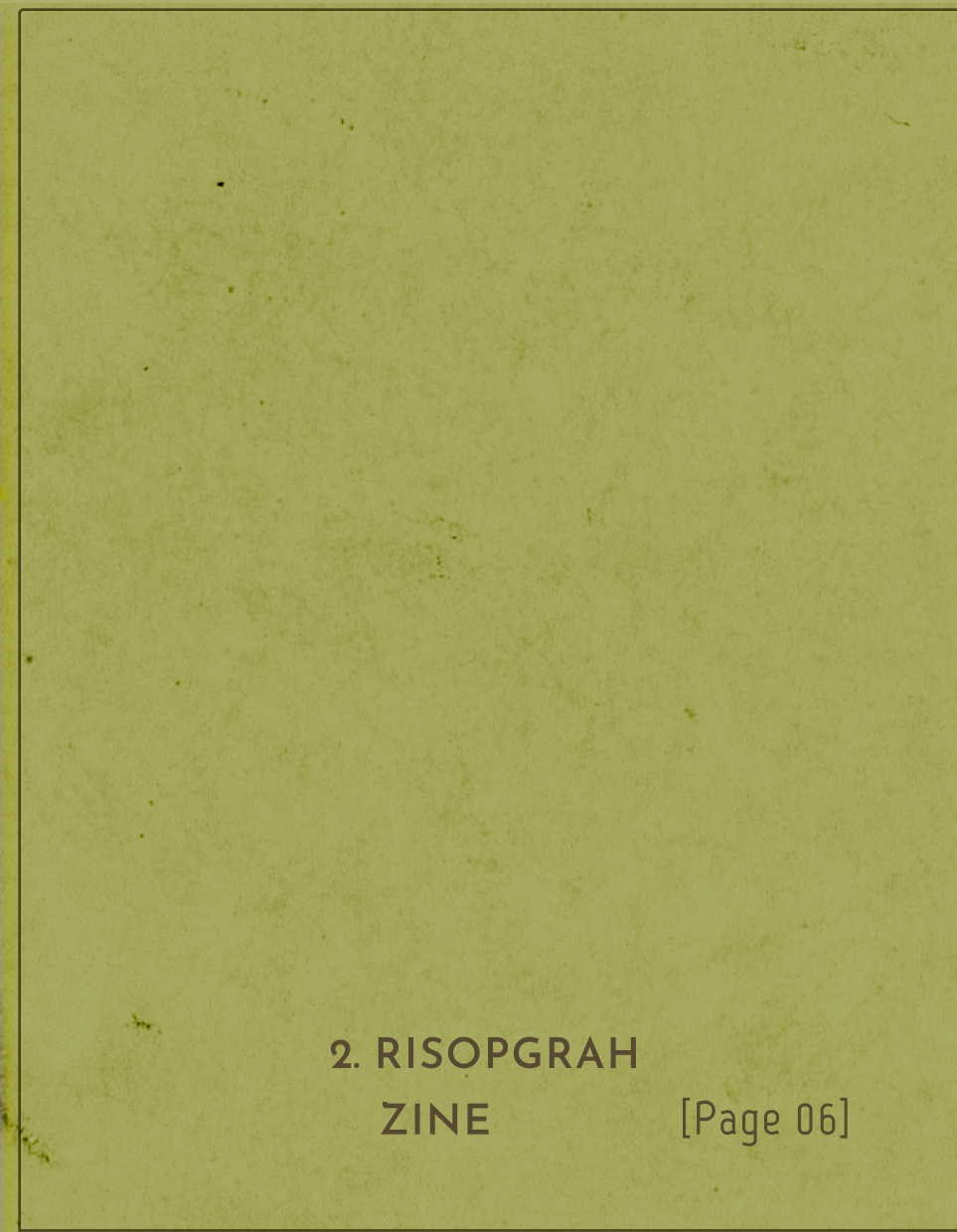
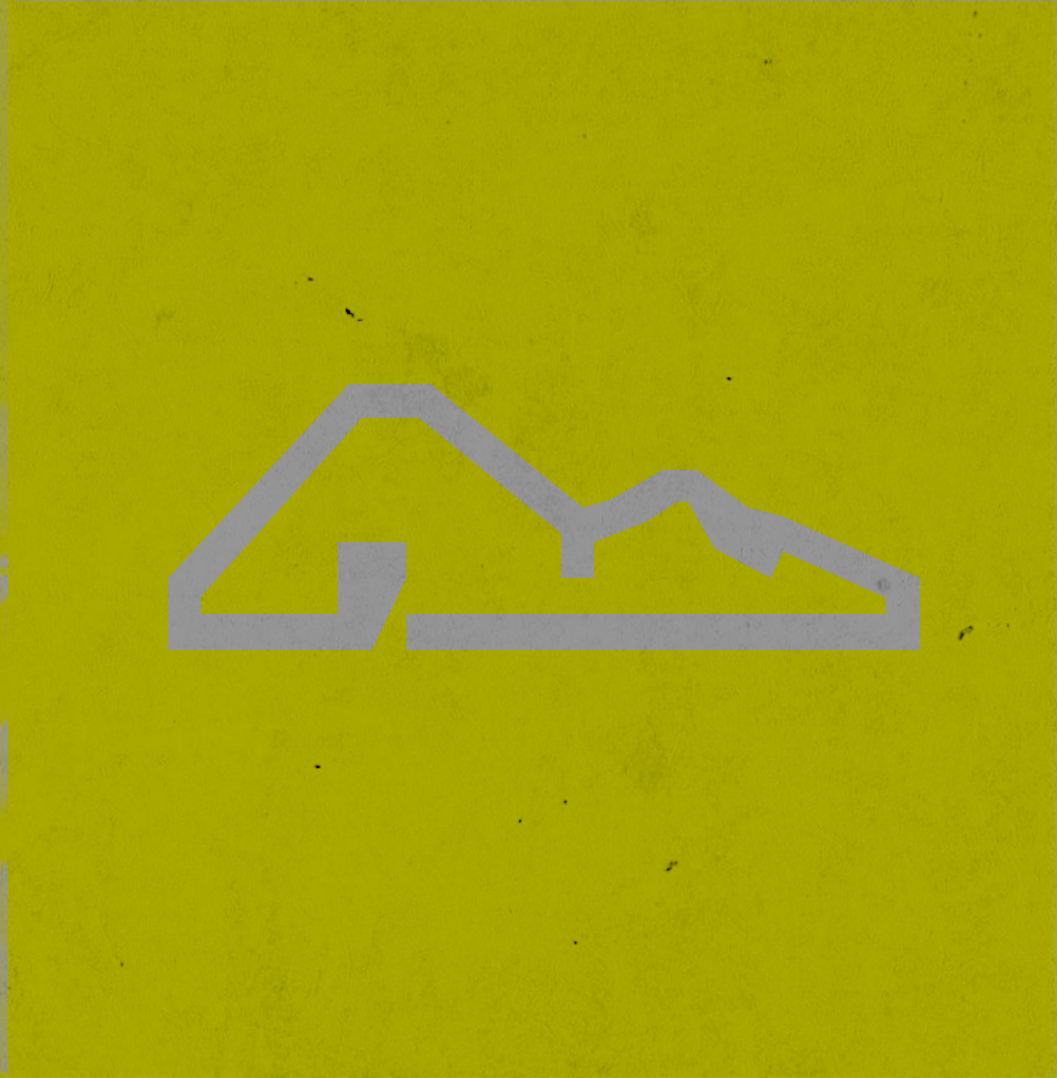
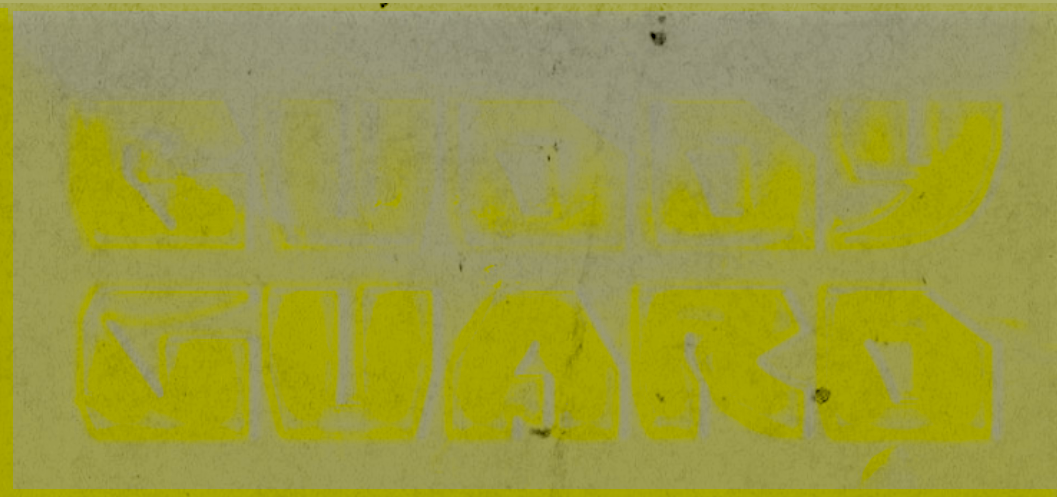


سامانه هنر





1. BRAND IDENTITY [Page 03]

3. CAMPAIGN [Page 09]

4. UI/UX,  
INFORMATION  
DESIGN [Page 15]

2. RISOPGRAH  
ZINE [Page 06]

5. CAMPAIGN [Page 12]

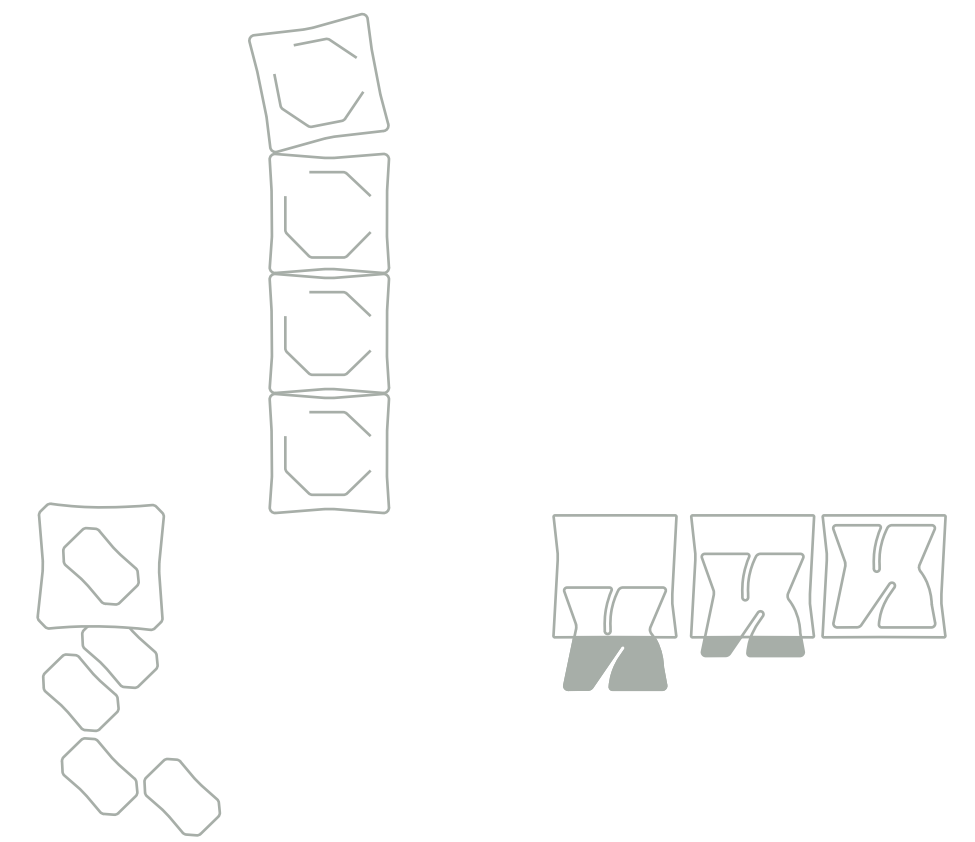
BUDDY GUARD

20  
23  
SP



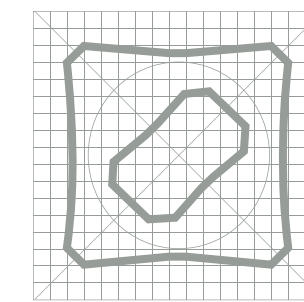
**BuddyGuard** is a fictional online retail company that focuses on man contraceptives. It aims to ensure responsible choices for men.

**Brand Mission** - The brand's goal is to guard and protect the promising male-centered birth control market in the future.

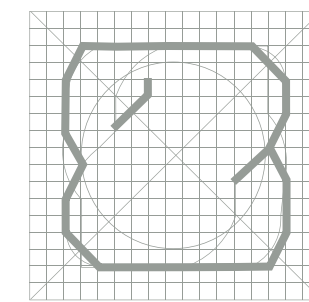


**Our Promise** - All genders would be able to make positive decisions about their own body.

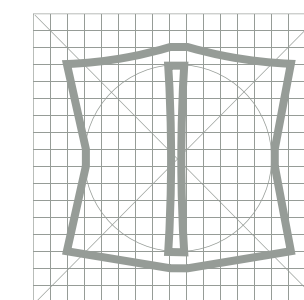
**"THE BIRTH CONTROL FOR MAN"**



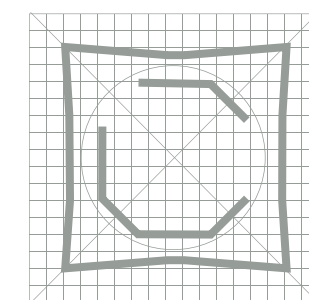
Pills



Hormonal Gel

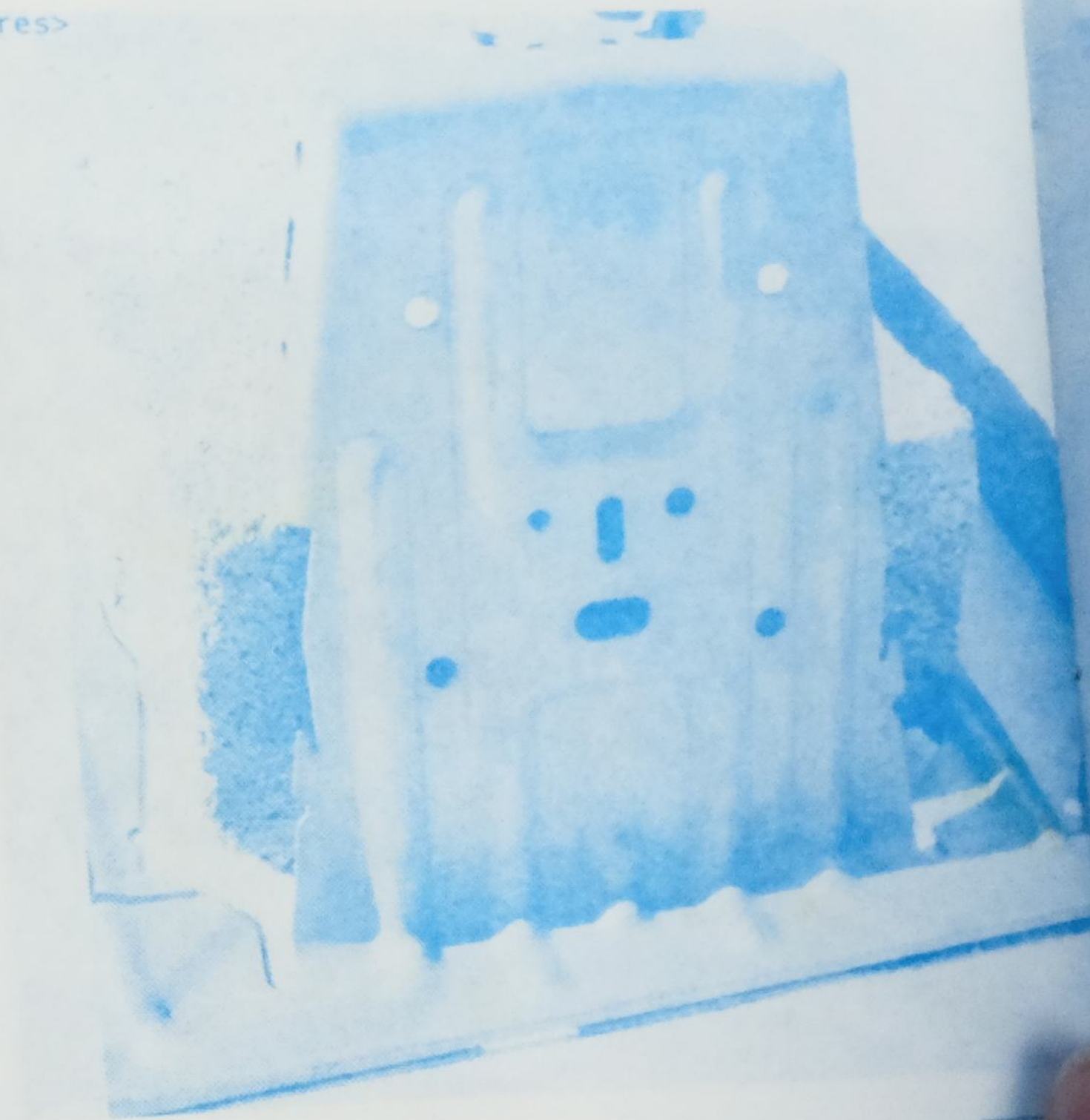


Risug  
(Injection)

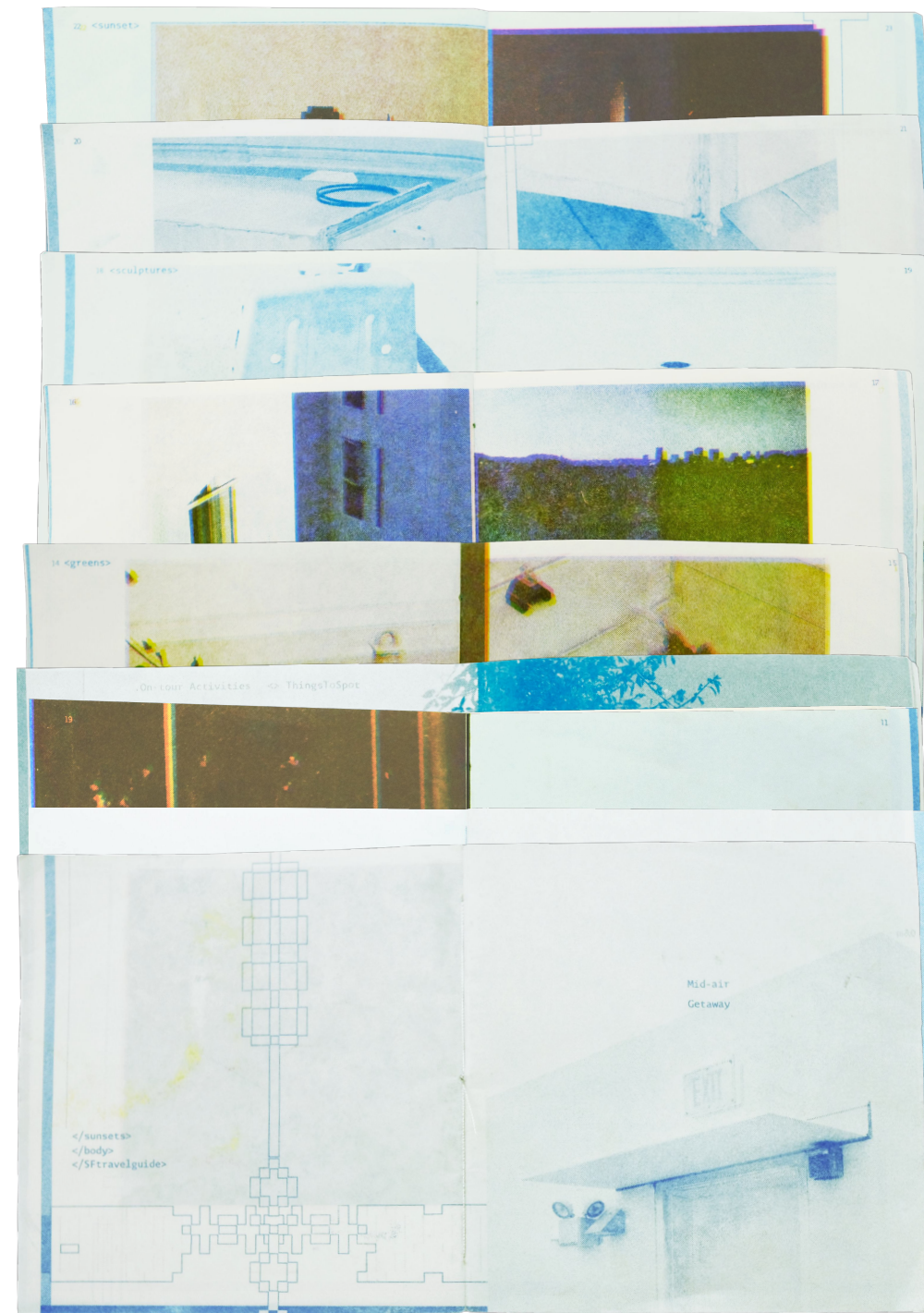


Condoms

18 <sculptures>



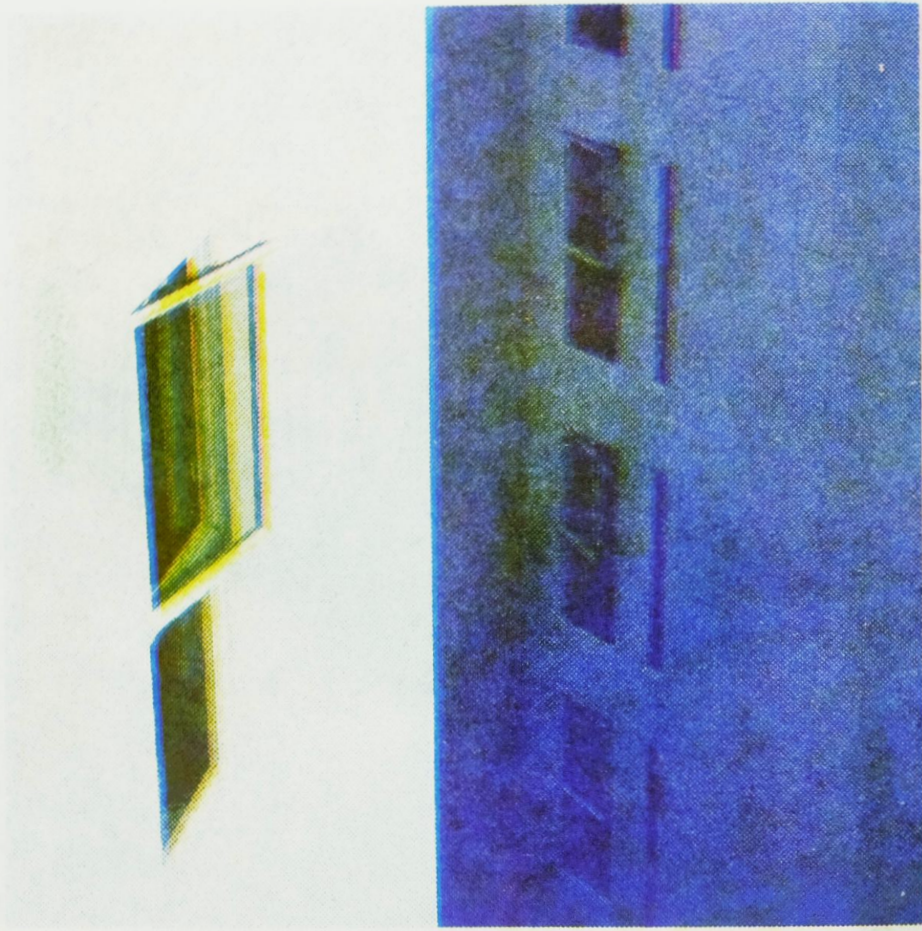
20  
23  
FA



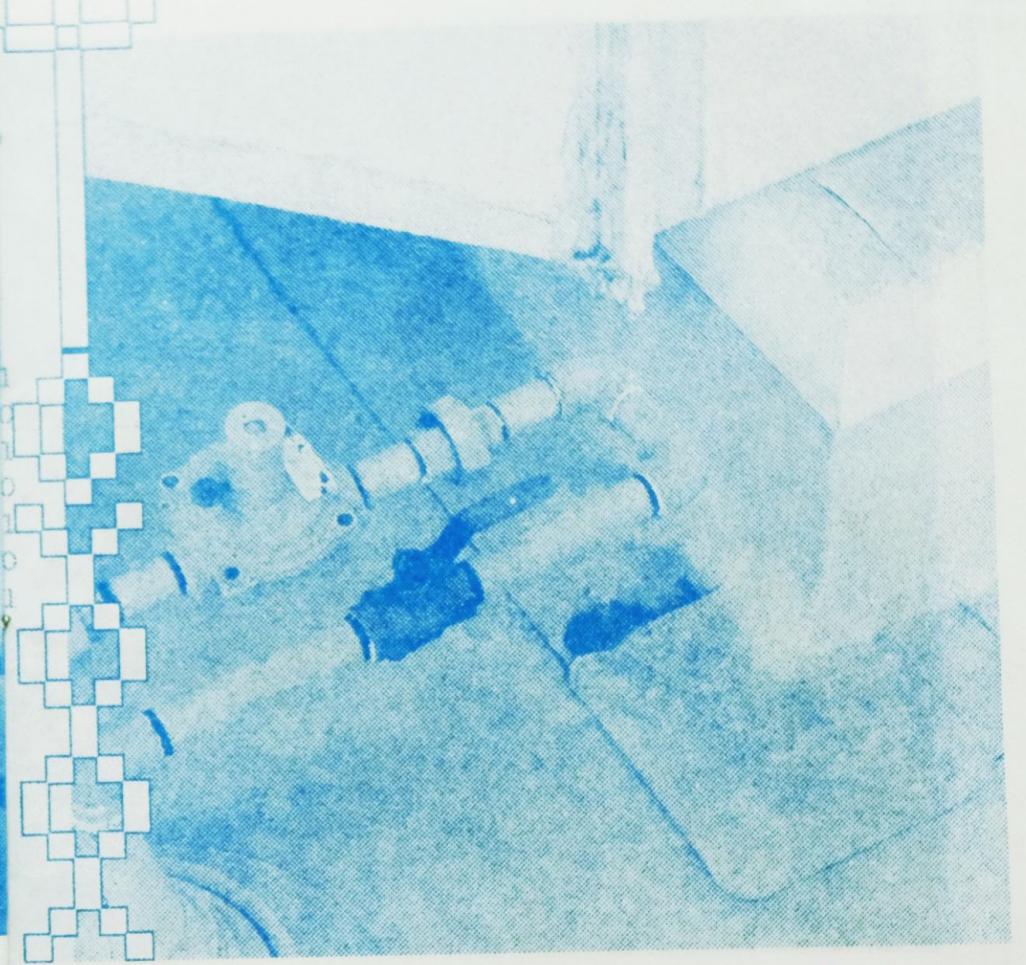
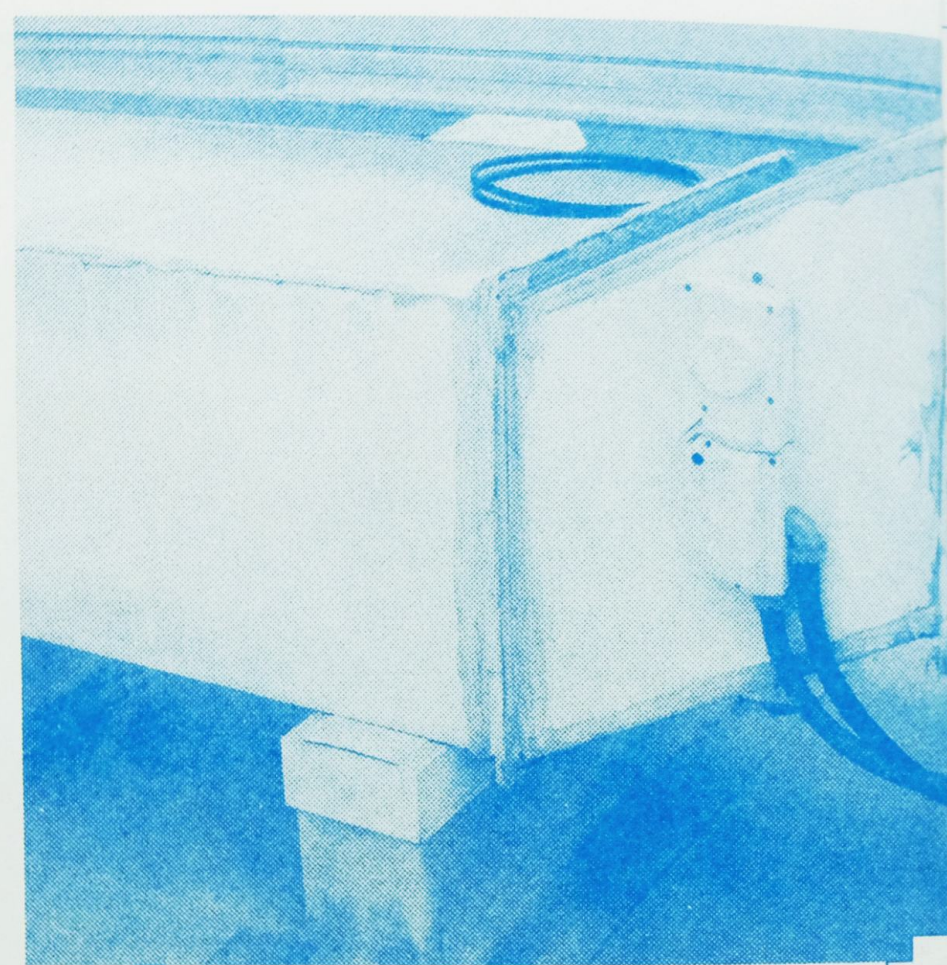
**Mid-air Getaway** is my first risograph publication, printed in 2022 fall. At the time, I was challenged to make a book about a location in San Francisco. Instead of choosing a touristy spot, I chose my apartment's rooftop as a personal recommendation that no other San Francisco

travel guide would include. It is a graphic epitome of only personal viewpoints, dedicated to my first year living in this captivating city as a newcomer.

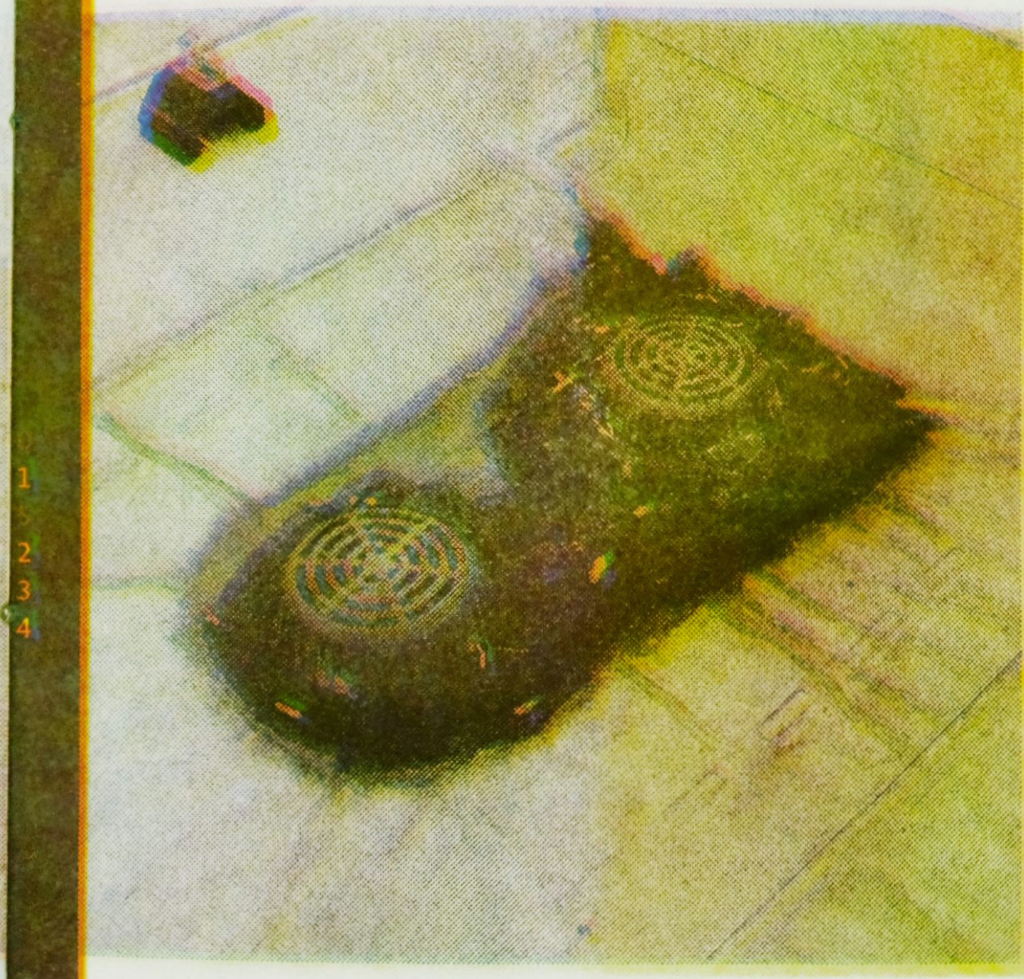
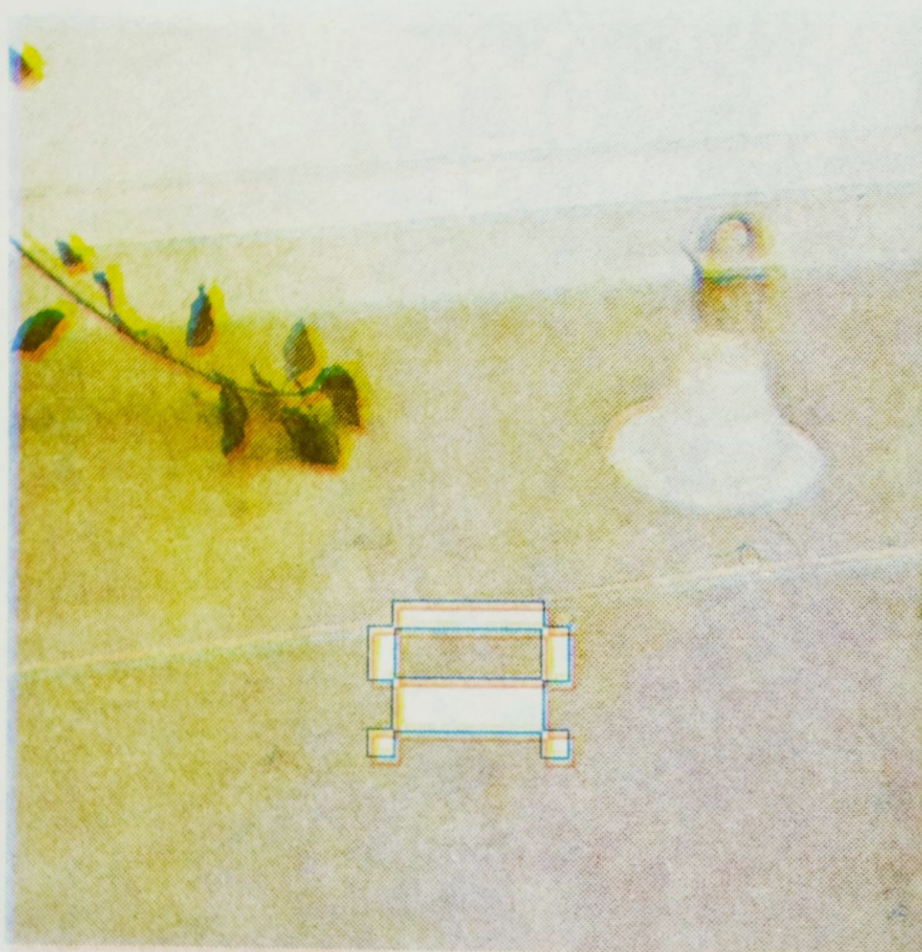
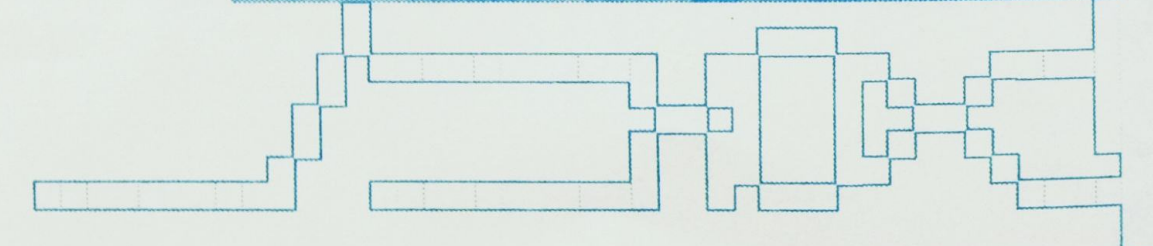




</greens>



</sculptures>



.On-tour Activities <-> ThingsToSpot







WECHAT QR CODE



MAP OF MAIN AREAS

THE WENZHOU CREMATORIUM WECHAT MINI PROGRAM :

1  
LONG WAITING TIME

2  
VISITORS GETTING LOST ON-SITE

LACK OF VISUAL GUIDANCE

LACK OF TRANSPARENT PROCESS & UPDATE

RESERVATION

FEES AND CHARGES



PUBLIC TRANSIT

MAP OF MAIN AREAS

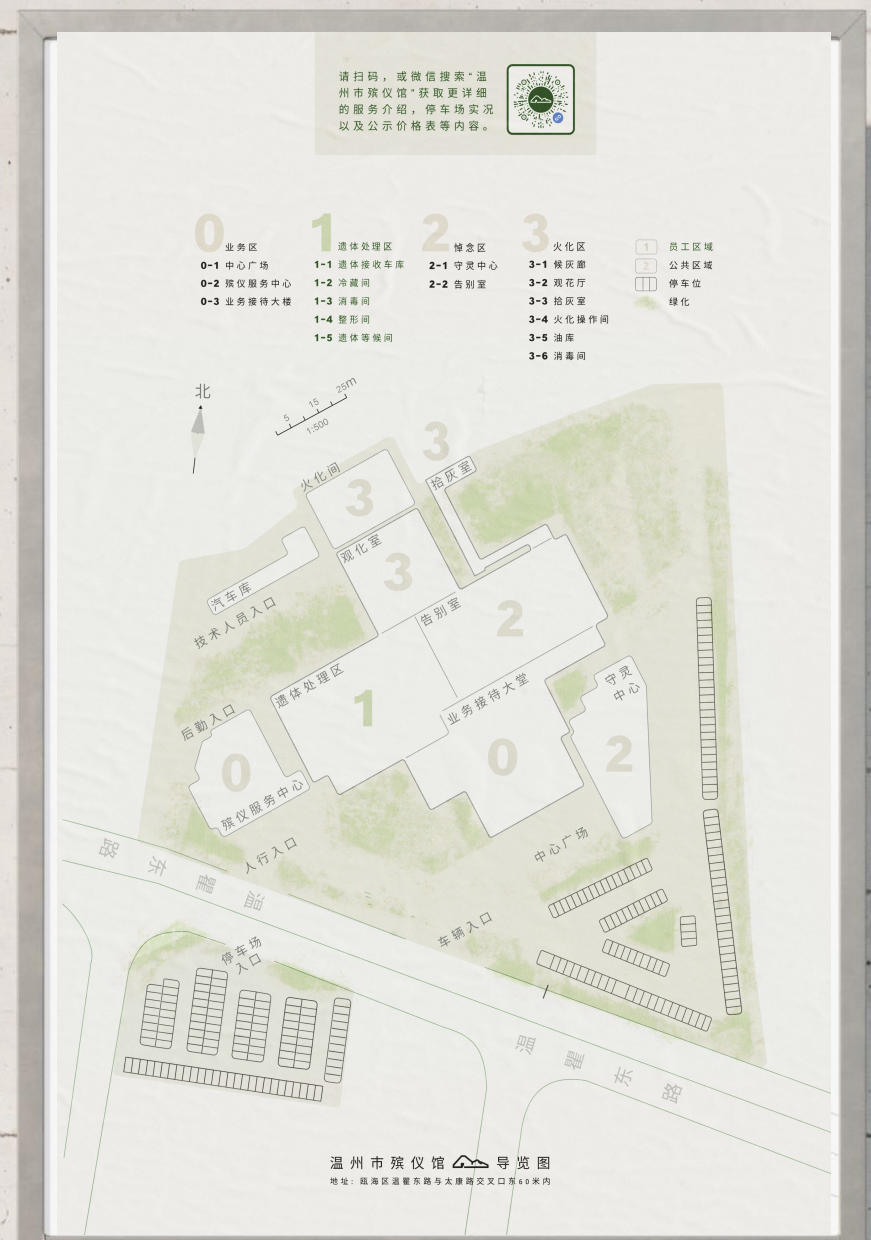
REMAINING PARKING SPACES



PARKING STATUS

**Wenzhou Crematorium Wechat Mini program** is a mobile navigation system I designed for the crematorium in my hometown, Wenzhou, which was reflected on my experience as a visitor/family member visiting the crematorium.

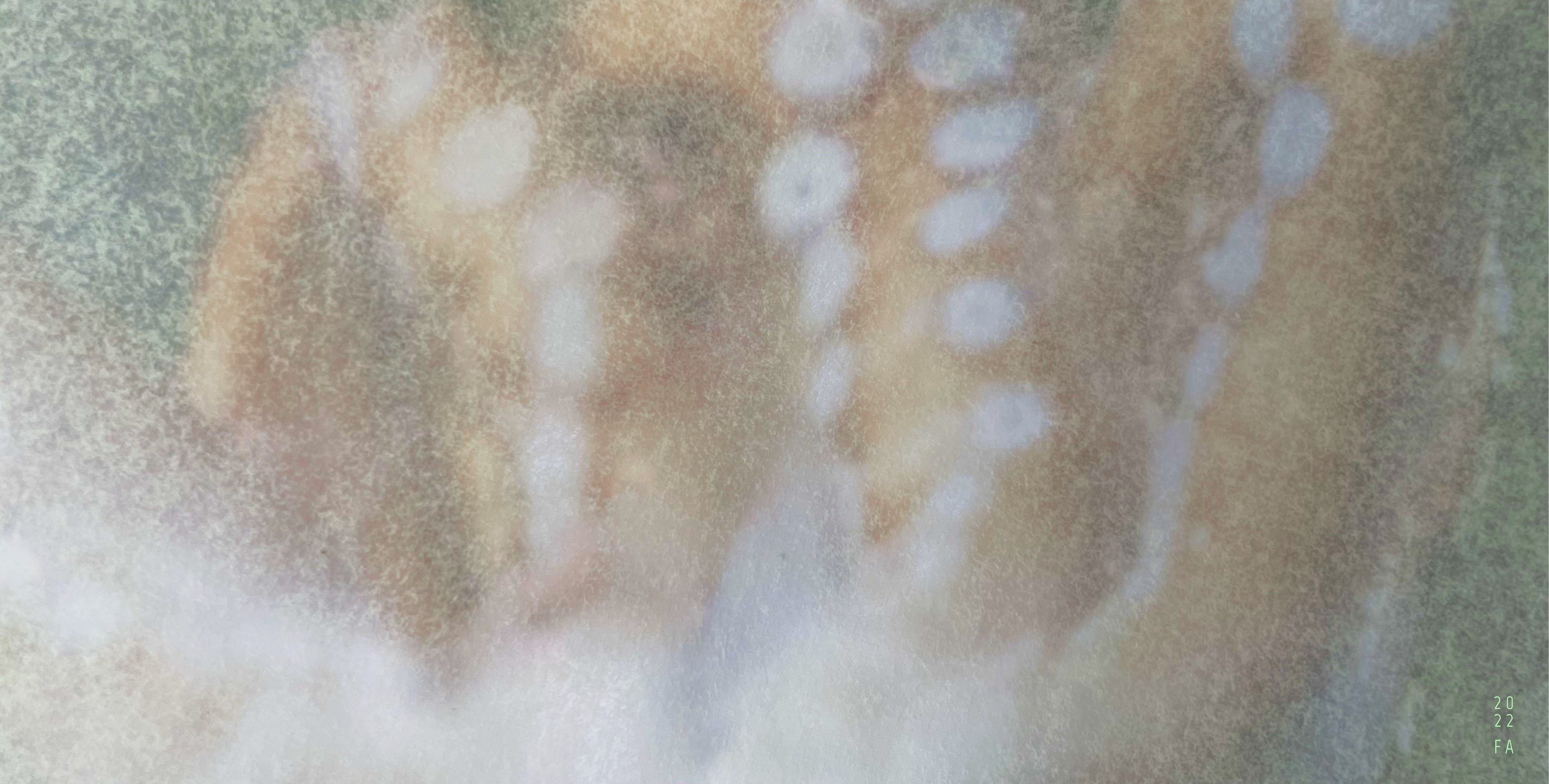
请扫码，或微信搜索“温州市殡仪馆”获取更详细的服务介绍，停车场实况以及公示价格表等内容。



- |              |                |              |              |               |
|--------------|----------------|--------------|--------------|---------------|
| <b>0 业务区</b> | <b>1 遗体处理区</b> | <b>2 悼念区</b> | <b>3 火化区</b> | <b>1 员工区域</b> |
| 0-1 中心广场     | 1-1 遗体接收车库     | 2-1 守灵中心     | 3-1 候灰廊      | 2 公共区域        |
| 0-2 殡仪服务中心   | 1-2 冷藏间        | 2-2 告别室      | 3-2 观花厅      | 停车位           |
| 0-3 业务接待大楼   | 1-3 消毒间        |              | 3-3 拾灰室      | 绿化            |
|              | 1-4 整形间        |              | 3-4 火化操作间    |               |
|              | 1-5 遗体等候间      |              | 3-5 油库       |               |
|              |                |              | 3-6 消毒间      |               |



温州市殡仪馆导览图  
地址：瓯海区温瞿东路与太康路交叉口东60米内



20  
22  
FA

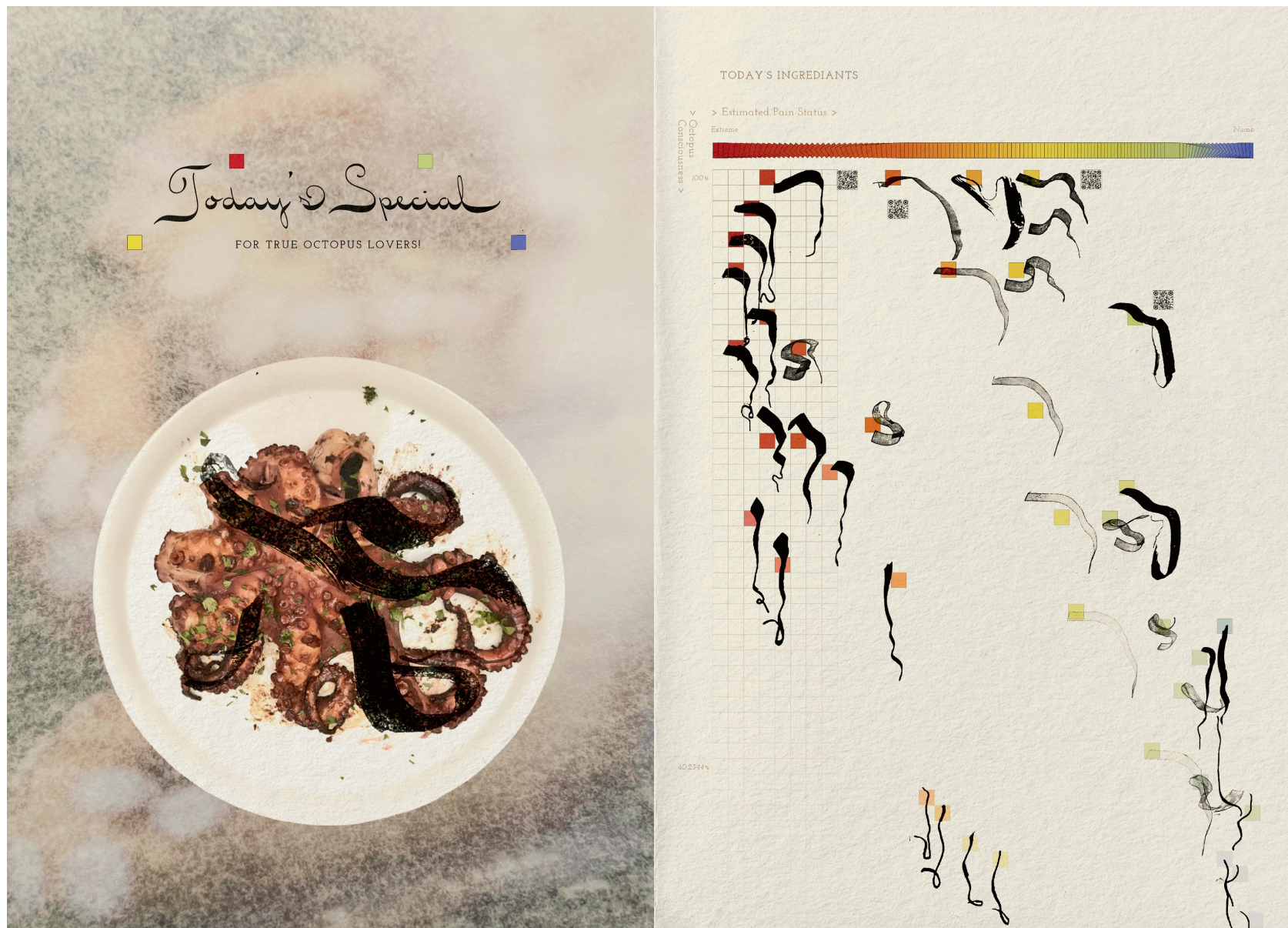


\* The tracing of octopus tentacles and their movements patterns are collected from YouTube videos capturing the slaughter of octopi.



**Octoriffic Pain Scale** is a campaign for the Ethical Treatment of Octopi. Rather than follow the traditional attention-grabbing style of environmental awareness media, I integrated information design to encourage the viewer to stop, reflect, and build a personal connection with my art.

Front 17x11



Estimated Pain Level Coordinate

Octo-riffic Pain Scale (0-10)



Back 11x17







### Empowering People of Color Open Mic

is one of the core events hosted annually at La Peña Cultural Center. To spotlight the "People" in EPOC, I handcrafted the paper silhouettes as a reflection of a charismatic artist hidden inside of different people standing in the audience crowds.





Lapena

Friday, 4/12/2024  
8:00pm - 10:30pm  
Doors Open at 7:30pm

Info and tickets at: [bit.ly/EPOCOM](https://bit.ly/EPOCOM)

3105 Shattuck Ave. Berkeley  
Info: @lapenaculturalcenter / Lapena.org  
Get in touch with us!

Friday, FEBRUARY 8

Lapena

Sign-up Form

Tickets \$5-\$25

Friday, 2/9/2024  
8:00pm - 10:30pm  
Doors Open at 7:30pm

Info and tickets at: [bit.ly/EPOCOM](https://bit.ly/EPOCOM)

3105 Shattuck Ave. Berkeley  
Info: @lapenaculturalcenter / Lapena.org  
Get in touch with us!

EMPOWERING WOMEN OF COLOR OPEN MIC

MARCH 8

THE UC BERKELEY WOMEN OF COLOR INITIATIVE & Lapena

Friday 3/8/2024  
8:00pm - 10:30pm  
Doors Open at 7:30pm

Info and tickets at: [bit.ly/EPOCOM](https://bit.ly/EPOCOM)

Sign-up Form

Tickets \$5-\$25

3105 Shattuck Ave. Berkeley  
Info: @berkeleywoic

EMPOWERING PEOPLE OF COLOR OPEN MIC

More Info at: [bit.ly/EPOCOM](https://bit.ly/EPOCOM)

2024 Spring Season  
February 9  
March 8  
April 12

Sign-up Form

Tickets \$5-\$25

8:00pm - 10:30pm  
Doors Open at 7:30pm

Get tickets at: [bit.ly/EPOCOM](https://bit.ly/EPOCOM)  
Sign up to perform: [bit.ly/EPOCOM](https://bit.ly/EPOCOM)

EMPOWERING PEOPLE OF COLOR OPEN MIC



[lm20000929@163.com](mailto:lm20000929@163.com)

THANK YOU FOR YOUR TIME.