

Hello, I'm Cherry — A passionate creative and storyteller keen on details and all things thoughtful. As an all-round graphic designer with 3 years professional in-house and agency experience, I'm seeking opportunity to turn my corporate branding design experience and strong layout skills into compelling visual solutions in response to various briefs and clients in my future practice. In short, I have worked for diverse client groups locally and internationally in government, education, technology, finance and traveling sectors. My clients including but not limited to the City of Melbourne, Supreme Court of Victoria, Indufor Asia Pacific, ICTS (Solomon Island Government), OET (Occupational English Test), RMIT University, Infosys, Hydrogen Systems Australia, Frontier, Bonailie (Julie King and Associate), etc.

My works reflect a sense of conceptual thinking, clarity and accessibility which have a strong tie to human behaviours, needs and emotions.

Agency Practice

Charles Elena Design | Full-service Corporate Branding Agency

Graphic Designer | January 2019 till now, Melbourne

// Print

// Digital

// ABM (Account-based Marketing)

As an all-rounder working in a fast pace corporate branding agency of medium size, Cherry has gained 2 years experience on **creating and executing print and digital design from concept to finished art**. With experience on **ABM** in particular, she is able to deliver **personalised campaign assets** between two individual brands in order to develop and strengthen partnership. At CED, Cherry is responsible for:

GENERAL

- Report to account managers, work with senior designers, Creative Directors, web developer
- File lead a project in a team work and deliver outcomes on behalf of the team
- Liaise with clients directly regards to the design amends in a professional manner
- Present work confidently and take on feedback with a smile
- Multitask, manage time wisely under tight deadline
- Translate briefs into meaningful visuals creatively
- Demonstrate strong communication skills and problem-solving skills through presenting ideas and job update precisely and efficiently within the team.

GRAPHIC DESIGN

- Conceptualise and produce brand identity, publication, marketing collaterals
- Craft print design in various formats including corporate brochure, annual report, posters, flyers, pamphlets with strong purpose, levels of details and right brand language
- Data visualisation: Interpret and simplify rare data and information into meaningful infographics and compelling stories
- Create brand and campaign assets on top of different brand style guides

DIGITAL

- Design website banners for promotional campaigns
- Design eDM including announcement, invitation and newsletter
- Design microsite/website user interface with Adobe XD/Figma.

ABM (Account-based Marketing)

- Create personalised 'Account-based Marketing (ABM)' campaign assets between two individual brands in order to develop and strengthen partnership including campaign look and feel, PowerPoint presentation template, Word Doc Template, eDM template, web banner ads, landing page, posters, icon sets, brand style guide, etc.

// Print
// Digital

Information Technology Services (ITS)

Coordinated with professionals from both design and non-design background to create the design and production of CISO 2017 **Annual Report** and 2018 Cybersecurity **Educational Campaign** across all RMIT University campuses. The cross medium deliverables include a personal-touch booklet, posters series, screen savers and electronic signages. Cherry is responsible for:

- Developed a strategic concept and a shifting look of educational campaign, from print to screen
- Creation of a promotional brochure with unique format, dynamic layout and playful colourway as a refreshing visual solution to represent professional yet easy-to-approach image of Information Technology Service department
- Visualised the raw data and figures originally from Excel into PowerPoint presentation and annual report correctly and dynamically
- Demonstrated strong communication skills in coordinating with professionals from both design and non-design background
- Adaptable to work professionally in team by giving advice around the use of brand assets to the stakeholders and work autonomously
- Strong leadership performance on running informal focus group with non-design knowledge staff in team environment.

Careers and Employability

Assisted with graphic design with a client focus to turn brief into creative artworks and ensure the consistency and clarity of cross-medium outputs. Cherry is responsible for:

- Create alternative drafts of artworks for choices
- Ensure consistent and on-brand outputs with RMIT brand guideline
- Use spreadsheet to track and report graphic design progress to the supervisor in a succinct way and took feedback with a positive response to increase communication efficiency.

City of Melbourne | Government Sector

// Print
// Research
// Interview

Community Services Branch

Created **infographic products** (in result - a series of infographic posters) by indepth research and interviews with key stakeholders and team leaders.

- Work with the Manager and Team Leaders of the Community Services Branch to identify a range of possible subjects and topics for development of infographics and similar graphic products
- Develop, test and refine graphics in liaison with the City of Melbourne CASM team and information owners
- Develop a methodology for collecting feedback about the impact of graphics as developed on key audiences.
- Identify a range of strategic driven subjects and topics for development of infographics through in-depth research and interviews with stakeholders
- Collect raw data and gain understanding of service offer and user needs
- Develop a new brief document to ensure the clarity in terms of the purpose, needs and deliverables
- Assesses raw information provided and worked out the best way to present it by providing a few different examples to choose from
- Present the progress to a project control group weekly, which consisted of a content expert, a communications expert and a brand expert and took on collective feedback (with a smile!)
- Create a flexible yet systematic infographics design template for staff at the City of Melbourne to backup and update internally.

Skills

Design & Strategy Led

Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD), Figma, conceptual thinking, mood-board, graphics, digital photography, artworks & mock-ups, print productions, strong communication skills, in-depth research, return brief, proposal & presentation, data analysing/visualisation, GIF animation, storyboard.

Methods

User Journeys, Personas, Case Study, Empathy map, Post-it Brainstorming, Expert interview, User Testing, Prototypes.

Office

Microsoft Word, PowerPoint, Excel, Outlook, Google doc, Hightail, Work Flow Max, Timeslice, Paymo.

Education

Master of Communication Design

RMIT University | 2016 - 2018 | Melbourne

Bachelor of Communication Design

Billy Blue College of Design | 2015 - 2016 | Sydney

Associate Degree of Visual Communication

Raffles Institute of Design | 2012 - 2015 | Shanghai, Sydney

Community & Public Exposure

RMIT Design Student Profile

Portfolio was featured on the blog of Master of Communication Design program

2017 | rmitmastercommdesign.info/projects/CherryYiweiQi

RMIT Design Archives Journal, 10th Anniversary Issue

Contributed to the issue of the RMIT Design Archives Journal by responding to a single highlight (by Frances Burke) from the Archives collection in a short written statement

2017 | pp. 22, Vol. 7, No. 1&2

ACMI LABS

Data visualisation project of posters series comprised of film titles drawn insights from dataset of 11,000+ screenings of different films in ACMI's two cinemas from 2002 to 2016 was featured on the website of ACMI LABS

2017 | labs.acmi.net.au/visualising-15-years-of-cinema-screenings-at-acmi-infographics-with-rmit-students-7bb026404779

Referees

(Available upon request)