

01 PROFILE

Concept-led visual designer working across brand identity, packaging, campaigns, illustration and spatial experiences. Raised across Chinese and Italian cultures and educated in the United States and the United Kingdom, I translate cultural and behavioural insight into clear, memorable visual systems grounded in commercial realities.

02 SELECTED PROJECTS & RECOGNITION

Sebnini x UCA · Seasonal Scented Candle Concepts 2026

Product & Packaging Design · First Prize · Retail production with NEXT confirmed

- Responded to two commercial seasonal briefs with fixed palettes, reuse requirements and manufacturability constraints, developing Happy Landing and Rest in Beach across product form, character illustration and packaging.
- Used distinctive concepts to answer the brief while balancing client needs, manufacturing constraints and impact at the point of sale.

Bad Goods · Behavioural Capsules for Human Nature 2026

Brand System & Spatial Concept · UCA Final Major Project

- Developed a speculative behavioural pharmacy grounded in Pharmakon, reframing Ego, Chaos, Apathy and White Lie.
- Translated psychological, philosophical and social research into a brand identity, capsule and packaging system, prescription graphics and a complete spatial experience.

Twix · Copy & Paste 2026

Advertising Campaign · D&AD New Blood Brief

- Used shortcut culture and multi-screen behaviour to connect Ctrl+C / Ctrl+V with Twix's two-bar format, creating the Copy & Paste concept.
- Extended the concept across keycap-inspired packaging, OOH, social content and a participatory two-person activation.

Strode Park · Inclusive Public Mural 2025

Public Mural & Illustration · First Prize · Unanimously selected and completed on site

- Used site visits, observation and staff insight to design for residents with physical disabilities, including people with limited or no verbal communication.

03 EDUCATION & CAPABILITIES

EDUCATION

BA (Hons) Visual Communication · University for the Creative Arts
First Class Honours · Canterbury, Kent, UK · 2026

International Baccalaureate Diploma · Riverstone International School
Boise, ID, USA · 2023

CORE CAPABILITIES

Creative Concepts · Brand Identity · Packaging · Campaigns · Illustration · Spatial Experiences · AI-assisted Digital Prototyping (Codex)

DESIGN TOOLS

Adobe Illustrator · Photoshop · InDesign · Figma · Procreate

LANGUAGES

Italian · Chinese · English