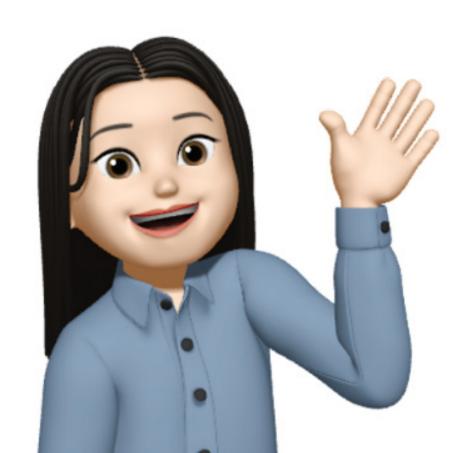
# Julie Yang. Graphic & UX/UI Designer



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Digital De	esign
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## **APRIL**

# Linkedin Social Asset

April was attending the Fintech Nexus USA conference, and this LinkedIn post was created to encourage direct engagement from conference attendees and potential clients.

The design features visually striking and bold eye-catching colours, while aligning seamlessly with the aesthetic of April's brand. The April favicon logo is prominently overlaid on an image of NYC's skyline, integrating our brand colours to effectively portray our presence in the heart of New York City.







# Product Marketing Video

At April, we had fantastic technology but we had no product videos to showcase the great capabilities of our products. Since we were a small startup with limited resources, marketing and selling our products were a challenge for our sales team.

Understanding the business needs, I stepped up to learn animation to bring more value to the business.

I created a video for our new Marketplace product 'Amplify', from conceptualising the storyboard to crafting the script and bringing it to life through animation with the goal of highlighting its features and capabilities.

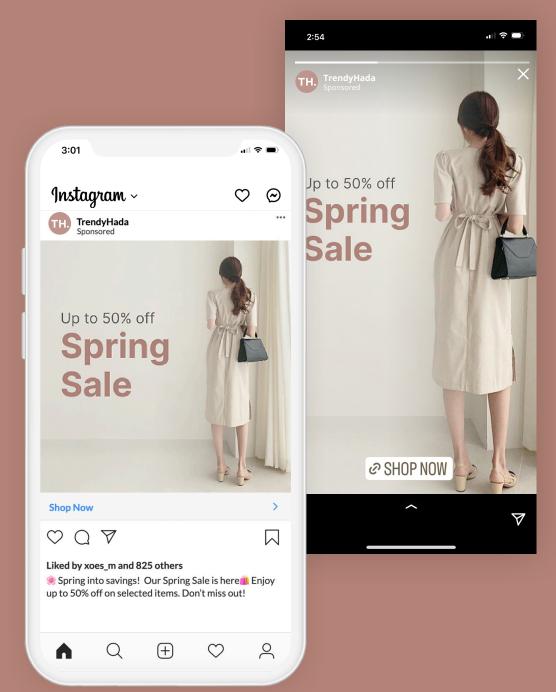
Click the play button to access the video ☑

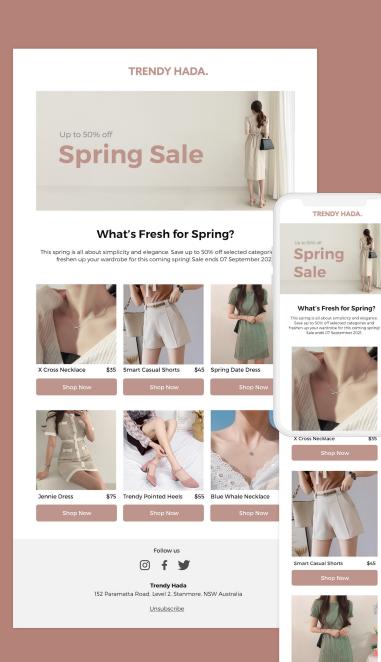


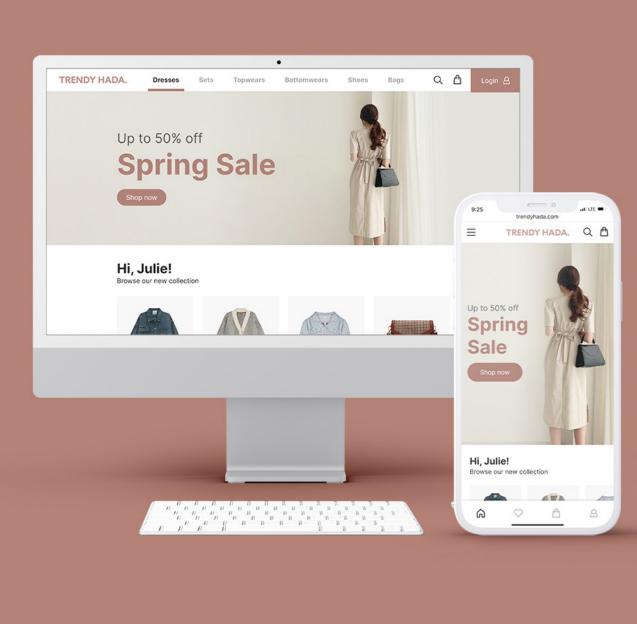
#### TRENDY HADA.

# E-commerce Spring Campaign

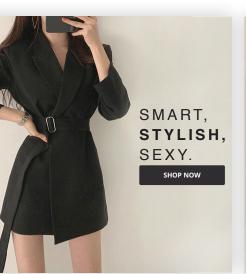
For Trendy Hada, I created visually appealing campaign assets to promote the e-commerce store's Spring sale which includes designing a variety of digital assets such as landing page banners, social media ads, and EDMs. The best-selling piece from the spring collection is selected to serve as the hero visual to roll out across the campaign, with a clear call-to-action to entice customers to explore the spring sale offerings.

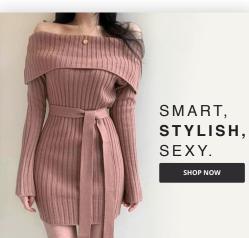


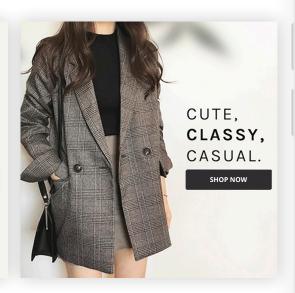




#### TRENDY HADA.







## 3:01 Instagram ~ $\odot$ TH. TrendyHada Sponsored CUTE, CLASSY, CASUAL. SHOP NOW $\Diamond$ $\Diamond$ $\Delta$ Liked by xoes\_m and 825 others Spring into savings! Our Spring Sale is here Enjoy up to 50% off on selected items. Don't miss out!

# Social Media Marketing

I managed the social media marketing for Trendy Hada and consistently maintained an average Return on Ad Spend (ROAS) of 3.0 across Facebook Ads. I created engaging animated GIFs for social media ad campaigns, conducting A/B Testing to optimise copy and images for maximum effectiveness.

## Raine&Horne.

## Your Path To Success

The image of a hot air balloon rising upwards is used as a symbol of adventure, optimism, and excitement for agents and their potential for success that lies ahead. The yellow hot air balloon – designed to match Raine & Horne's brand color, serves as a key visual throughout the booklet, inspiring and motivating agents to pursue their goals and aspirations.

The booklet has been carefully crafted with attention to detail, ensuring that it incorporates the best design practices and principles, such as the use of effective typography, hierarchy, and white space.













#### **Brand & Marketing**

#### Your Personal Brand

In real estate, one of your most powerful ussets is your reputation—your personal brand. Raine & Home support your professional reputation with a range of profile building resources and techniques developed oner 135 years and refined for Luday's modern market.

"With agents at the heart of their markets, we put them at the heart of marketing"

#### Marketing

Better marketing attracts more buyers, ochieves a better price and builds your business. It's as simple as trait. We have the experience, research, suppliers and the market knowledge to create effective marketing compaigns utilising traditional and aligitat coversions, southors.



#### **Technology & Training**

#### Technology

As real estate agents, we need technology to make our lines easier. At the forefront of user friendly, custom built. T solutions, Raine & Home provides access-all-areas extradagy with support, training and help.

In addition to rolling out the talest about based Office365 systems for everyday work, we've also partnered with companies such as Commerce Aushalia and CoreLogicita give our agents access to the latest austern Louis.

Our auxidi winning on responsive website, humanum reduces our 1 million page views per month and each of Joehns and dedicated microsite that monitorins the last and feet of the burnt, yet can be fully tallored to your meet and earn Feeding into the website se excibe property. Istingsis CompassPlus, a custom business operating support 915201, west to manage client into along their property Journey, whether thay are burging or selling.

Muking administration easier is R&Home – our comprehensive inhance portal where you'll find best practice advice, user guides, industrymeus, marketing resources and templates, orthost mining aldeas and schedules.

"We have created an IT solution that provides everyone an efficient and cost effective way of working

#### Training

We're with you every step of your Raine 6. Horne corear journey, That's tuby we have a comprehensive training program for you and your team, from our Agancy Profit & Growth course designed to introduce you to the business, to training sessions and webiners on Sales, Property Management, Social Media or general business practice—whotever your business person.

In addition, your dedicated Network Manager also provides tailored and pro-active training to you and your team.



упра магто вресьее 15

## Amplify.

The smarter way to market property.

## Available exclusively to the Raine & Horne Network

xclusive to Raine & Horne, Amplify is a groundreaking platform that altracts more buyers and enants, increases exposure and guarantees better esults for your propertu.

Amplify uses the latest in digital marketing technology to market your listing, it places property ads across social media sites and search engines including Focebook, instagram and Google, targeting audiences paged on their anline profile and behaviour.

Amplify creates up to 72 different online ads, putting your property ahead of the competition. Increase exposure, attract more buyers/tenants and get better results for your listing with Amplifu.

6 YOUR PATH TO SUCCES!





## Am

The sm

#### Events & Recognition

#### Chairman's Club

Its rick to be recognised, which is using every, year use celerative the successes in the group for those top performers in dio for ratue and number of cears, with membership to the Chairmon's Club.

#### Annual Incentive

and the exclusive Chairman's Club events and seminars, our amust insentive scheme gives you the chance to experience a manachite scheme gives you the chance to experience a manachite event with your fellow agents.

#### National Conference

We also bask our successes in each copical dity with our convol Majorou Conference. This is the time of year to onlie in precisional rease on Hamillan Island, Network, hear from a list of inspiring speakers, and catebrate our National Awards Night.

#### Available the **R**aine

Exclusive to Raine & breaking platform t tenants, increases o results for your pro-

Amplify uses the tal to market your listin social media sites a Facebuck, instagrar based on their unlin

Amplify recotes up your property abso exposure, attract in results for your list

16 YOURIWIN





18 CORPAG TO SUCCESS



## Raine&Horne.

# National Conference Booklet

Raine & Horne holds a National Conference each year on Hamilton Island to celebrate awards nights and to thank agents with a well-deserved holiday for their hard work. I have designed an information booklet that includes the event nights, restaurants, bars and activities, along with an illustrated map to help agents navigate the island and make the most out of their time.



#### **WELCOME FROM ANGUS RAINE**



Welcome to our 2022 National Conference! It is wonderful to have everyone together again for the first time since 2018.

With the world opening back up, there is more opportunity for the future. I can assure you the market will continue to grow with the long-term trajectory consistently moving upward. We look forward to watching this growth over the coming years.

We have some amazing speakers lined up for you over the next three days. These include Todd Sampson, Kurt Fearnley, Richard Harris and Shara Evans, all who have inspiring stories and ideas to share.

Please also refer to our itinerary to see what other activities we have in store

In your spare time we encourage you to explore the beautiful Hamilton Island. As well as taking in the stunning views, there is much to see and do. Don't forget to check out the Hamilton Island App for more activities.

On Monday night we will be finishing up with a Gola Dinner at the beautiful Beach Pavilion before wrapping up and heading home on Tuesday.

We hope you take this opportunity to mix and mingle with one another, create new friendships and cotch up with old friends, all while networking against the beautiful backdrop of Hamilton Island.

() Angus Raine Executive Chairma



#### **BREAKOUT SPEAKERS**



Daniel Spencer Sales & ProcessPlus

Daniel Spencer is a passionate keynote presenter, trainer, consultant, focilitator and coach, who has been well recagnised as an influential leader and expert in sales technique and process over the last 25 years.

Not only has Daniel coached and trained a number of Australia's most successful entrepreneurs and biggest property brands, Daniel has also run and grown a number of businesses across Australia.



Darren Krakowiak Raine & Horne Commercial

As the Founder of CRE Success, Darrier's primary focus is working with commercial real estate leaders to develop their people and grow their businesses. Darren creates content and develops curriculum to help people in the industry sawe time, even more and be top performers in their market.



Fiona Blayney
Property Managemen

Fiona Blayney is CEO 8
Director of the highly successful
business Real+, specialising
in estate agency services in
Austratio, Neu Zealand, the
U.K and the U.S. Over the past
18 years she has developed a
reputation for being one of the
best business strategy, talent
and arouth specialists around.

Known for her no holds barred approach, Fiona believes her role as an Industry Thought Leoder is to push boundaries, challenge the status quo and in general "brook stuff", then work with her cients to get personalised results.









Sails overtooks the picturesque Cotseye Beach, and is the parfect spot to enjoy breakfost or tunch, taking in the beautiful view.



With its thatched roof and picture-perfect with its thatched roof and picture-perfect sociation on the edge of Hamilton Island's Main Pool, the summup bland Bar utill instantly glue you that holiday feeling.



Complimentary for guests studying displaced Beach Club, Red View Hotel, Podim Bunglacus and Hamilton Island Holiday Homes. Bratenas are essential of the Beach Spotts Hull, then produce users your the Monday Islands Beach. mole your way to Hamilton Island Beach Sports to pick up your equipment.



RESTAURANTS &

Legendary Whitsunday sunest views and early evening crotholis come together of dust on One fee Hill, Hamilton blands hillop bolood.

Romano's



# Experience the underwater beauty of this renowned region, with this half-day snothel tour from Hamilton Island.



pool is a popular place to enjoy a dip.

Enjoy the magnificent scenery around Homilton stand, and have tun cruising across the waves, with a windsurfing adventure off Cotseye Beach. 15. Windsurfing 14: Akon Charrers

Explore the subrancy and beauty of the Whitstandays and the Great Barrier Red dynar sum pooce, and in your own style by chartering a tusory motor yoch from Akon Charters.



16: Catamaran Hwe
Complimentary for greats stuying of qualito,
Beach Club, Reef Neur Hold, Palan Bungalaus
and Harmillon Island Holdsay Horins. Busingsiaus
and Harmillon Island Holdsay Horins. Busingsiaus
and Harmillon Island Beach Sports Halt, then
are separated to d. the Beach Sports Halt, then
roble your way to Horinston Island Beach
Sports to pick up your equipment.



16 WATER

## **Deloitte.**

# Financial Services Booklet

At Deloitte, A strong knowledge of editorial design is a must, given our frequent involvement in booklet design projects. In addition to proficiency in design principles, we're required to translate complex information and data into engaging visual elements.

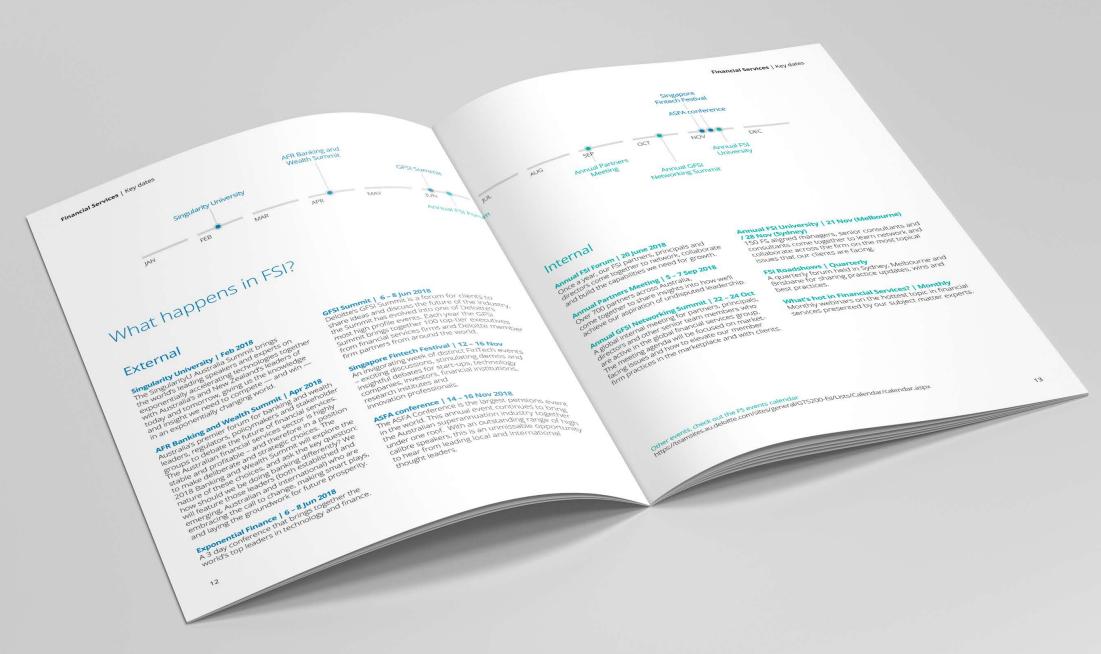
This project demonstrates how I have transformed complex information into tables, charts, infographics, and timelines, creating an enjoyable reading experience for the audience. Additionally, I've spread heavy text across multiple pages, ensuring not to overwhelm and overload readers with text, adding visuals where necessary to accommodate the text.











#### **FREELANCE**

# Japanese Restaurant Logo Design

Fish plays a central role in Japanese cuisine, and it is an integral part of many traditional Japanese dishes. To craft an elegant logo for a refined Japanese dining restaurant named after the chef, Jihan (also known as G.han), I merged the skeletal structure of a fish with the chef's name, creating in a distinctive lettermark logo.



#### CHEF JIHAN A.K.A

## G.HAN

A lettermark logo design depicting the shape of a fish skeleton. A serif font has been carefully selected to help illustrate the bones of the fish.



## PALETTE

PRIMARY

Ocean Blue

CMYK 93:56:18:39 RGB 39:65:103 HEX #274167 **SECONDARY** 



CMYK 0:58:47:0 RGB 250:128:114 HEX #FA8072

## FONT

PRIMARY FONT

GOTHAM BOLD
GOTHAM MEDIUM
GOTHAM BOOK

SECONDARY FONT

MILLER BOLD
MILLER LIGHT
MILLER ITALIC



## **UTS PROJECT**

# Playing Cards Illustration

This project aimed to raise awareness about endangered species for World Wide Fund (WWF) Australia.

One endangered animal was selected from each group of fish, reptile, mammal and bird, and using Adobe Illustrator, I illustrated the primary threats endangering each species, potentially leading them toward extinction.









# Thank you

for taking the time to view my portfolio.
I look forward to working with you!