

Yan Ying Chan

Graphic Designer & Visual Storyteller

GET IN TOUCH

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ABOUT ME

I am passionate about creating simple and expressive design that connects brand value with audience through interactive visual storytelling. Focusing on branding and creative storytelling, I design in pursuit of creativity and strategic expression, with impact in business and educational sector. My goal is to keep aligning my expertise with branding strategies with influence.

ACADEMIC PORTFOLIO

HKICH MONTH 2026 | Brand Identity | May 2025

- Developed a brand identity design inspired by traditional Chinese aesthetic, representing transmission of time and culture from past, present to future.
- Designed logo mark, style guide, brochure and products under a newly innovated coherent visual identity that inherit previous identity through pastel toned Chinese traditional artefacts colour palette.

GUO PEI | Wild Postings | May 2023

- Contribute to identity design for Guo Pei's couture exhibition Fantasy Couture, blending strategic storytelling with visual coordination.
- Designed 4 poster series with primitive yet delicately framed design system through raw texture, typography hierarchy, unusual modern colour and abstract forms to guide coherent visual identity.

MEAL MAP | Interactive Mobile App Design | Spring 2023

- Developed a comprehensive interactive application design on smartphone system, bringing together local nutrition enthusiasts a fun through strategic interactive nutrition related experience.
- Designed logo mark, style guide, iconography, wireframes, prototype to support brand engagement through interactive mobile experience.

WORK EXPERIENCE

Regent's Kindergarten Branch School, Head Teacher | Jul 2017 - Jul 2025

- Design branding strategy for school with poster design to curate an inclusive and delightful learning environment at the school which align with school teaching methodology.
- Designed activity book covers for various subjects and learning materials according to age appropriate principles.
- Designed promotional materials for school campaigns to drive interest and visit rate for school opening days, education exhibition and events

EDUCATION

**Bachelor of Fine Arts,
Graphic Design**
Savannah College of Art
& Design
2019 - PRESENT

**Master of Science,
Marketing and Strategy**
Warwick University
2013 - 2014

**Bachelor of Arts,
Fashion and Textile
(Retailing)**
The Hong Kong Polytechnic
University
2009 - 2012

TOOLS

Figma • Adobe Illustrator •
Photoshop • After Effects •
InDesign • Google Slides •
PowerPoint • Microsoft
Word, Powerpoint

SKILLS

Branding & Visual Identity •
Logo Design • Package
Design • UX Design •
Motion Design • Illustration
• Print Design • Early
Childhood Learning
Programme Design •
Language in Chinese
(Native), Cantonese and
English.

