

# Yan Ying Chan

Graphic Designer & Visual Storyteller

## 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, preset 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 enthusiast 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

## GET IN TOUCH

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## 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 Chinense (Native), Cantonese and English.

