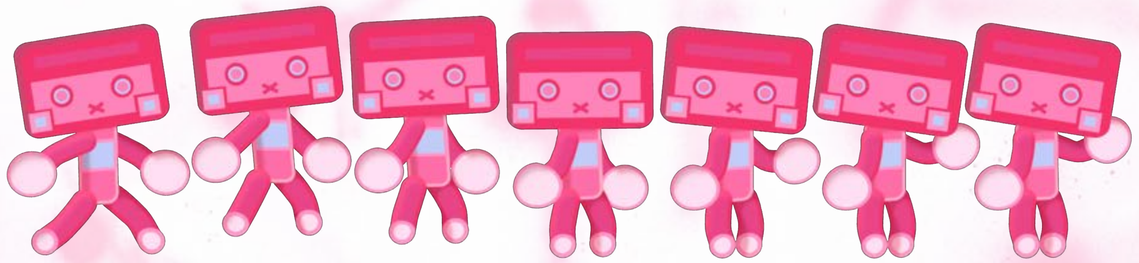
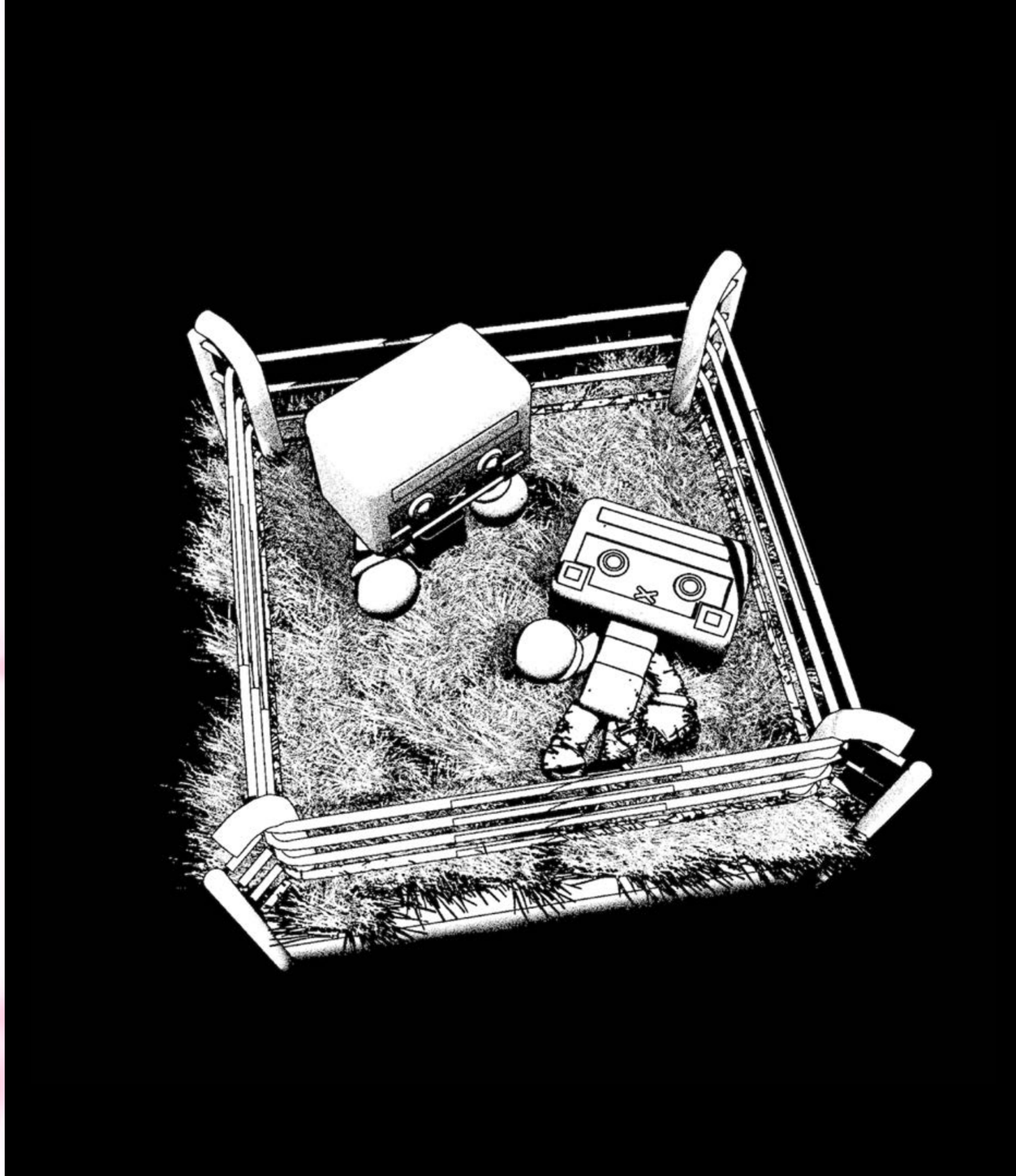
BRAND IDENTITY / ILLUSTRATION / PATTERN DESIGN

ROSE BOXER

I paired 2D vector graphics with 3D renders to bring my original character Rose Boxer to life in a product collection about facing yourself in your own arena and winning yourself a rose.





Apparel & accessories











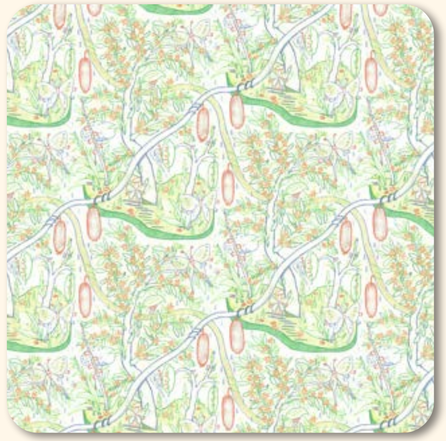
JOOJUO

#c8e17b #ffa81d #ff847b #73a2ff

BRAND IDENTITY / ILLUSTRATION / PATTERN DESIGN

JooJuo is a home and lifestyle brand inspired by the comfort and small joys of everyday life. Centered on the jujube fruit, its warm visual identity combines hand-drawn garden scenes, playful characters, and fresh colors across sleepwear, packaging, and digital applications.











SHYLY SHEEP

BRAND IDENTITY / ILLUSTRATION / MENU / MERCHANDISE

Shyly Sheep is a playful brunch, coffee & wine identity that reimagines the sheep as a symbol of ease rather than conformity. The brand embraces slowing down, going with the flow, and enjoying simple pleasures, translating the sheep's soft and comforting character into a warm, gentle visual system.

LOGO & COLOR SYSTEM

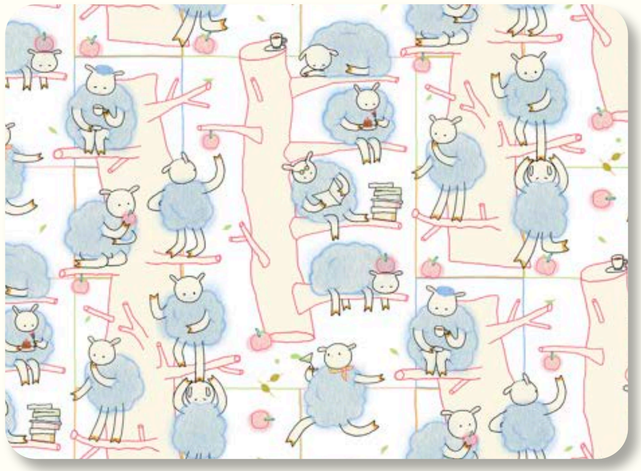
SHYLY SHEEP

#8abded #ffae2d #ffc0b5 #bdde83

ILLUSTRATION & PATTERN







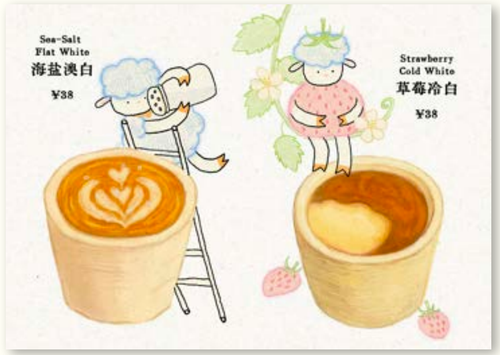


SHYLY SHEEP

BRAND IDENTITY / ILLUSTRATION /
MENU / MERCHANDISE

MENU









MERCHANDISE









DAIFUKU RAMEN

BRAND IDENTITY / ILLUSTRATION / MENU / MERCHANDISE

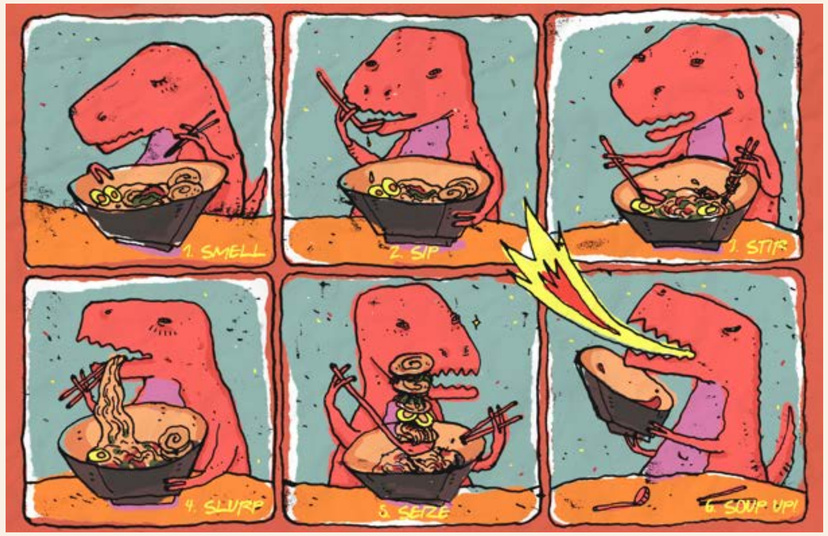
A playful ramen identity that brings a hand-drawn dinosaur mascot to life across packaging, menus, signage, and merchandise. Drawing from the restaurant's signature spicy ramen, the branding uses flame imagery and a bold red palette to express heat, energy, and humor.

PACKAGING MOCKUP



ILLUSTRATION





PACKAGING & SIGNAGE







DAIFUKU RAMEN

BRAND IDENTITY / ILLUSTRATION / MENU / MERCHANDISE

MENU





ILLUSTRATION & MERCHANDISE









Selected Editorial Illustration

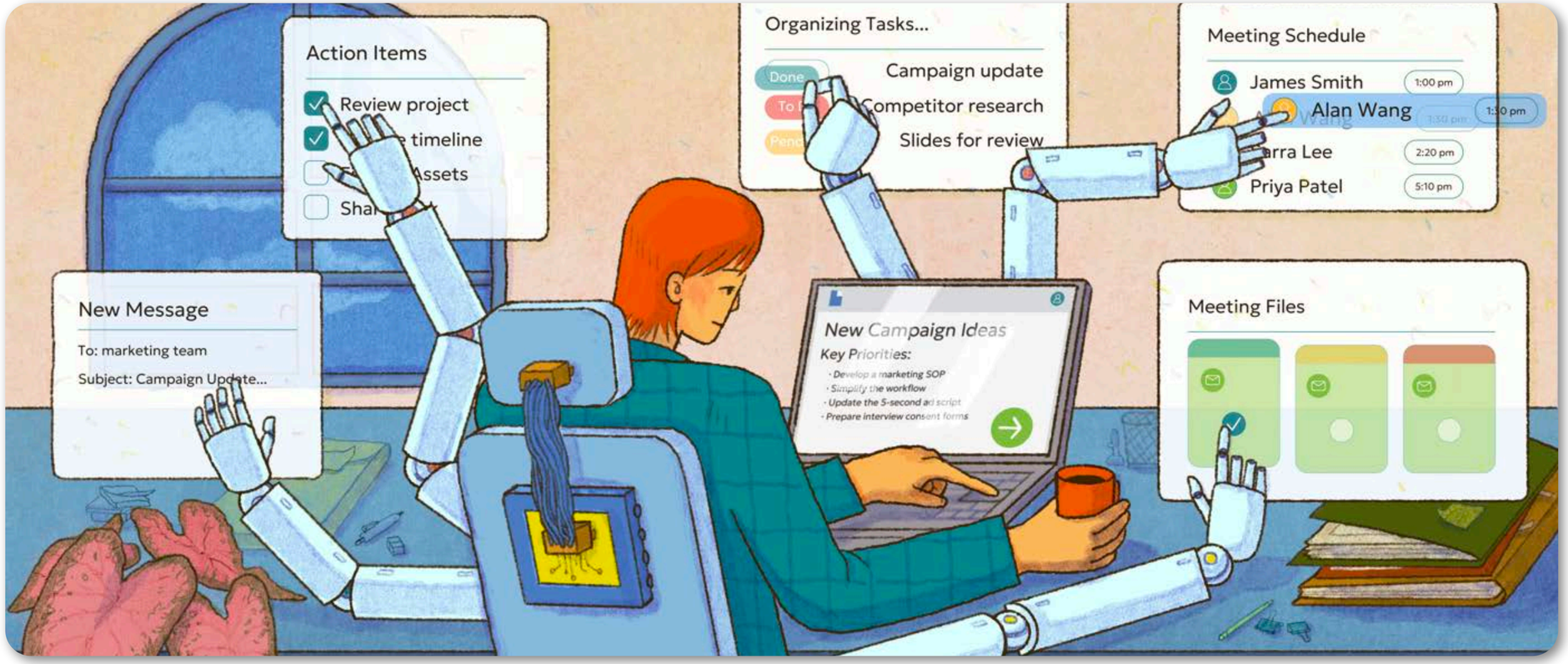
About the Work

The Future of Work
Self-initiated editorial illustration inspired by *The Verge* and later cited in a *Medium* article, exploring how AI can handle repetitive tasks while humans retaincreative judgment and final decision-making.

We Don't Belong Here
Featured in a Spectrum News NY1 interview. A giant struggles through a city too small for her, while the baby she carries and blooming flowers symbolize hope and resilience.

Dominoes
Commissioned editorial illustration for *Cosmopolitan* about how small workplace mistakes can create lasting negative impressions–and how trust can be rebuilt through consistent positive action.

Software



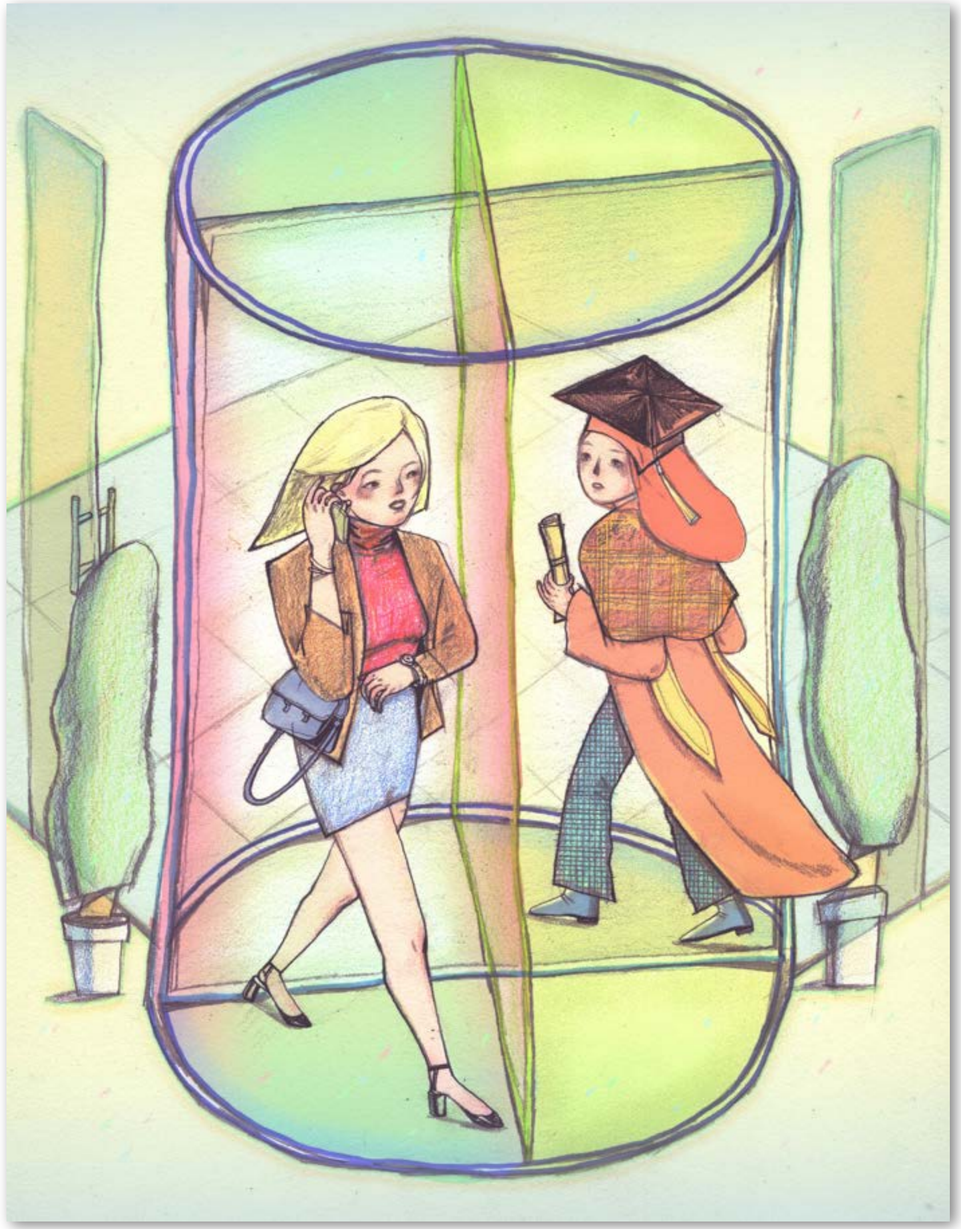




Cosmopolitan · Commissioned Editorial Illustration · 2021

Workplace Series

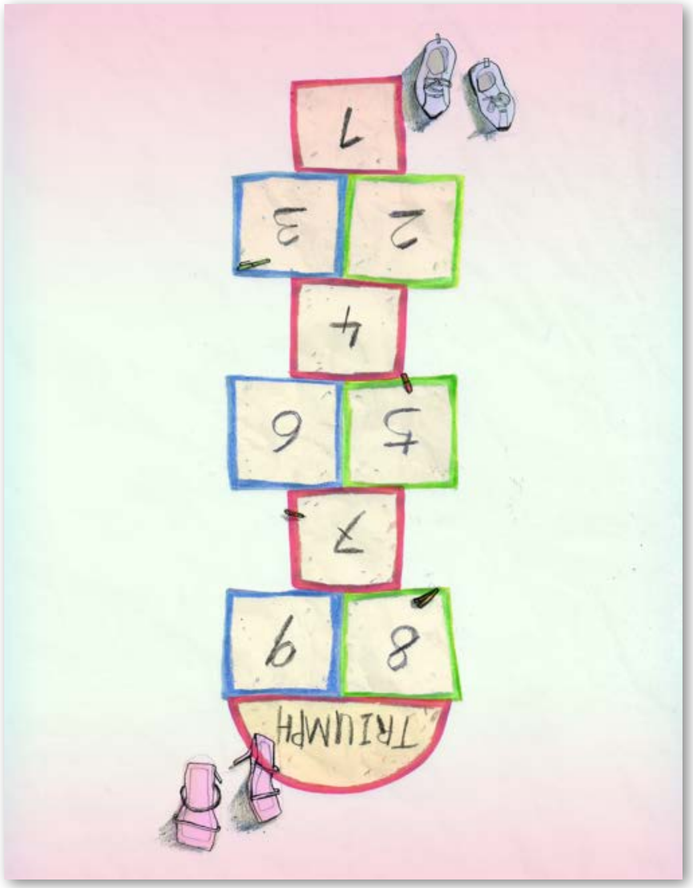
A series of illustrations for *Cosmopolitan* exploring the uncertainty, pressure, and transition experienced by young professionals entering the workplace.



Navigating the New Environment
The feeling of stepping into an unfamiliar workplace.



Pressure and Expectations
Invisible pressures and self-doubt follow every step.



Small Steps, Big Transition
Each step builds toward the transition from student to professional.

Prospect Equities®
Full Service Real Estate Brokerage

Marketing Collateral & Templates

A cohesive visual system developed for a full-service real estate brokerage, combining a refined, trust-driven identity with a modern and approachable brand presence across video, motion graphics, social media, print, and branded merchandise.

Software:

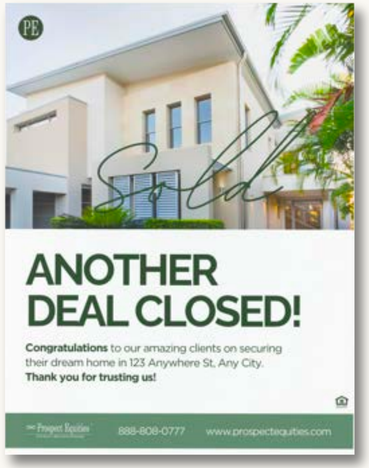
Premiere Pro / After Effects/ Illustrator / Photoshop / Canva

BRAND SYSTEM & APPLICATIONS

#1c341e #5a7c64 #ffffff #e7e8e5



PRINT COLLATERAL



















Prospect Equities®
Full Service Real Estate Brokerage

VIDEO, MOTION & CAMPAIGN DESIGN:

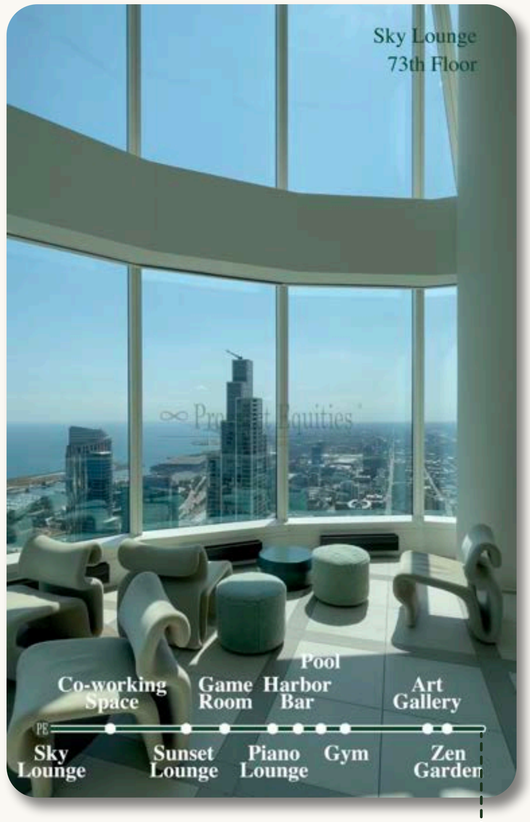
WALKTHROUGH VIDEO

Floor Plan Overlay

Live floor plan overlay shows unit location, layout, and key details as viewers move through the space.







Amenities Progress Bar



A progress tracker previews the full amenity sequence, helping viewers stay oriented throughout the tour.

RECRUITING EMAIL CAMPAIGN



FEATURED VIDEO LINKS



FRANCHISE VIDEO

A concise introduction to the franchise model, benefits, and growth opportunities.



SOFTWARE EXPLAINER VIDEO

Explains the software's core features, use cases, and how it supports agents throughout their workflow.

CAMPAIGN RESULTS

90%+
CLICK RATE

- Targeted outreach
- High engagement
- Conversion-focused campaign

The Doll Kiln

3D ANIMATED SHORT / ENVIRONMENT & WORLD BUILDING

A surreal industrial world exploring conformity, resistance, and systemic control through cinematic environmental storytelling.

FESTIVAL SELECTIONS –
- ANNECY INTERNATIONAL ANIMATION FILM FESTIVAL 2025
- ANIMAFEST ZAGREB 2025

SOFTWARE – AUTODESK MAYA / ARNOLD



MODELING / TEXTURING / LIGHTING /
ENVIRONMENT DESIGN /
CINEMATIC COMPOSITION









Honda Plastic Product Visualization

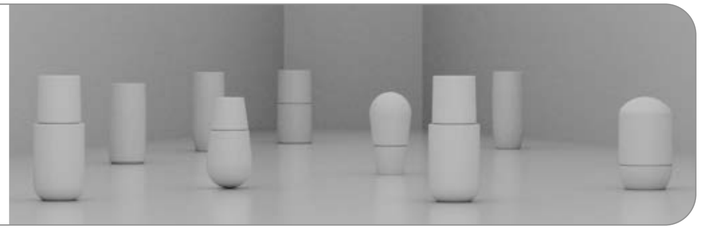
A product visualization project for Honda Plastic, developed from early white-model explorations to polished final renders. The process focused on scene building, composition, material rendering, and lighting direction, with two selected concepts refined into complete visualizations.

Software – Autodesk Maya / Arnold

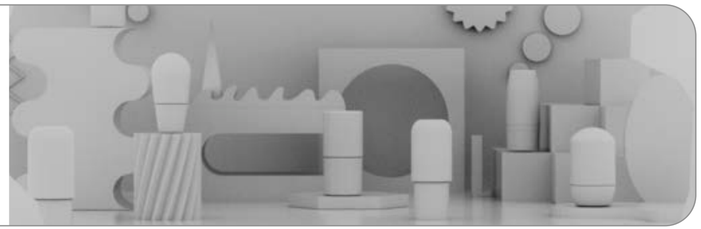
MODELING / SCENE BUILDING / MATERIALS / LIGHTING / RENDERING

PROCESS

01
White Model / Initial Study



02
White Model / Direction A



03
White Model / Direction B





04 Final Render / Warm Concept



05 Final Render / Cool Concept