

Visual Designer

Yuchen Xu/ Carol

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Awards

Royal Melbourne Institute of Technology (RMIT University)

Bachelor of Design (Communication Design) | 2024
Graduated with Distinction (awarded through AHEGS)



Work Rights: Australian Permanent Resident



About Me

Visual Designer with over three years of professional experience in branding and visual communication. Experienced in commercial design projects across Melbourne and Tokyo, with strong cross-cultural design understanding and the ability to adapt to diverse creative environments. Skilled in managing the entire design process, from concept development and creative strategy to final production and delivery. My expertise spans brand identity, UI/UX design, social media content, and marketing collateral across both digital and print platforms.



Work

Brave Group Inc. | Graphic Designer Tokyo, Japan | Dec 2024 - Jun 2026

- Created digital advertising assets, social media graphics, and promotional materials for online campaigns and brand initiatives.
 - Designed and adapted marketing collateral for offline products, promotions, and product launches while maintaining brand consistency.
 - Collaborated with cross-functional teams to deliver creative visual solutions for VTuber and entertainment projects.
- <https://bravegroup.co.jp/>

Freelance Graphic Designer Melbourne, Australia | 2022 - 2024

- Created visual materials for hospitality and cultural organisations, including menu designs, promotional posters, and marketing collateral.
- Developed design solutions tailored to different brand identities, target audiences, and communication needs.
- Managed projects from initial concept development and client communication through to final artwork delivery.

Jishan Garden | Graphic Designer (Part-time) Melbourne, Australia | Jun 2022 - Feb 2024

- Designed promotional materials, seasonal menus, and marketing collateral to support restaurant branding and campaigns.
 - Created packaging designs for retail products and developed visual assets for weddings, events, and special promotions.
 - Managed end-to-end design processes from concept development to final production across print and digital formats.
- <https://www.jishan-garden.com.au/>



Skills

Adobe Photoshop/ Adobe Illustrator/ Adobe InDesign

Brand Strategy & Positioning · Brand Identity · UI/UX
· Packaging · Print Production · Digital Marketing ·
Social Media · Web Banner Design · Digital Marketing