

Xiaoze (Hirah) Yan

Graphic Branding Designer

Contact



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Location:
Old Street, London

Awards

- 2025 D&AD New Blood Award
- 2nd Hong Kong Youth Design Award (YDA)
3rd Award
- 14th Guangdong Province Student Advertising Festival
1st Award
- 2020 Hong Kong Contemporary Design
3rd Award

Skills

Software skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effect
TouchDesigner
Nomad
WIX

Soft skills

Leadership
Fast & Self-taught learning
User Personas
Social Media Campaign
Articulate Communicating
Consumer Psychology

About Me

A multidisciplinary graphic branding designer with a background in media and communication, working across visual identity, editorial systems, motion graphics, and interactive media.

My practice bridges strategic design and emotional storytelling, often exploring themes of perception, humanity, and cultural symbolism. Trained in both narrative thinking and digital experimentation, I develop brand experiences that span 2D, 3D and generative forms.

Currently based in London, I approach branding as both a system and an atmosphere — aiming to create thoughtful, sensorial, and culturally responsive work.

Education

London College of Communication, UAL Sept. 2024-Sept. 2025
MA Graphic Branding and Identity

Student Representative

South China Normal University Sept. 2020-Jun. 2024
BA Network and New Media

Core modules: Nonlinear Editing(97), Guide to Advertising(93), News Interview and Writing(96)

Projects

ROKU ZERO – 2025 D&AD New Blood Pencil Winner May – 2025

Non-alcoholic gin concept blending Japanese cultural symbolism with Gen Z visual cues. Recognised for brand innovation and sensorial packaging.

TOU – LCC x Suntory Design Challenge Finalist May – 2025

Selected as one of the Top 10 finalists in a competition judged by Suntory Holdings' design team in Japan. Developed a speculative water brand integrating sustainable packaging for the year 2040. Presented to industry panel in the final pitch round.

Experience

Shenzhen Media Group (China's official TV broadcaster) Jan – Feb 2022
Event Planning Intern

- Wrote scripts and storyboards for OCT Group's New Year videos independently.
- Designed Lantern Festival livestream posters and boosting footfall.
- Assisted in production and logistics for the Annual Recognition Gala.

Orbtec Technology Group Co., Ltd. Jan 2023 – Feb 2023
Content Operations Intern

- Managed content channels for the 3D Vision Developer Community, increasing engagement by 300%.
- Led South China Campus Station, developing 3D learning systems.
- Obtained the qualification of a Unicorn firm and retained it until graduation.

South China Normal University News Agency Sept 2021 – Jul 2023
Director of Technical Design Department

- Managed the university's WeChat account (460K+ followers) that earned national recognition as a "Top Ten School Media."
- Oversaw the 88th anniversary campaign, designed cultural products that reached 100K+ views and 500+ buyers.
- Awarded "Excellent Editor" for the year.