



# Yiying Lu

Sydney, New South Wales, 2008, Australia

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## Summary

Yiying is a multifaceted visual communicator - works with both her Left & Right Brain.

Yiying is the illustrator of the social networking site Twitter.com's Fail Whale icon, which has been featured in CNN, New York Times Magazine, BBC, NPR & Wired Magazine.

Some of Yiying's achievements:

**Awarded top 10 Emerging Leaders in Innovation in Weekend Australian Next 100 Series, 2009**

- Winner of New York Shorty Award in Design category for Best short content producers across 26 categories across the social networking website, 2009
- One Show Design Award Merit with Saatchi & Saatchi LA, NY. USA, 2009
- Winner, Young Alumni Award of University of Technology Sydney, 2009
- Gold Award, TransLocalMotion: Shanghai Biennale, China, 2008
- Winner of Desktop Create Awards: Emerging Talent Award, Australia, 2008
- Shortlisted in Cannes with JWT was, France, 2008
- Digital Media Distinction winner, AGDA (Australian Graphic Design Association) Inaugural Student Award, Australia, 2006
- Awards of Excellence, CCII International Logo Biennial Awards, 2006

Yiying Lu has a Bachelor of Design 1st-Class Honors from the University of Technology Sydney Australia.

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## Skills

- Ideas
- Languages
- Creative thinking
- Communication
- Art Direction
- Branding & Identity
- Illustration
- Advertising
- Typography
- Information Design
- Print and Pre-press
- Editorial & Book Design
- Design History
- Interactive Media

**Technical Skills:**

Adobe Creative Suite (Photoshop, Illustrator, Indesign, Acrobat Professional etc), MS Word, Excel, Powerpoint, HTML, Basic CSS.

**Artistic Skills:**

Drawing, Painting (Water Colour, Charcoal, Gouache, Pencil, Acrylic, Digital Vector and Bitmap), Physical Computing, Screen Printing, Book Binding, Etching

## Awards

2009 One Show Design Award Merit with Saatchi & Saatchi LA, NY. USA

2009 Top 10 Emerging Leaders in Innovation of Weekend Australian Magazine's Next 100 series, Canberra, Australia

2009 Winner in the Design category of the Shorty Awards, NY. USA

2009 Winner, Young Alumni Award of University of Technology Sydney, Australia

2009 Finalist of Qantas Spirit Of Youth Awards (SOYA) in Visual Communication, Sydney, Australia

2008 Gold Award, TransLocalMotion - Shanghai Biennale, International Students Exhibition: Voice of Suzhou Creek, Shanghai, China

2008 Winner, Desktop Create Awards: Emerging Talent, Melbourne, Australia

2008 Design work "Magic Bean" with JWT was shortlisted in Cannes, France

2007 Winner, Coop Bookshop Christmas Card Design Competition, Sydney, Australia

2006 Digital Media Distinction winner, AGDA (Australian Graphic Design Association) Inaugural Student Award, Canberra, Australia

2006 Awards of Excellence, CCII International Logo Biennial Awards, International,

2005 1st Prize & People's Choice Award, University of Technology Sydney Union Art & Photo Competition, Sydney, Australia

2003 Most Outstanding Academic Performance in Design, Media & Design Foundation, University of New South Wales, Sydney, Australia

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## Experience

### **Creative Strategist at Brands R People 2**

Marketing & Advertising, 10-50 employees

**11/2009 - present**

Work closely with clients to help facilitate business growth.

Deliver brand personality to new and existing business from conceptual strategies to product development, connect consumers to business and improve company revenue.

### **Design Academic at University of Technology, Sydney**

Higher Education, >200 employees

**01/2007 - present**

Teaching within the school of Design at the faculty of Design, Architecture & Building.

Teaching Area: Typography, Magazine Design

### **Owner at Yiying Lu**

Design, 0-10 employees

**01/2007 - present**

**Specialised in:**

- Branding & Identity
  - Art Direction
  - Package Design
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- Illustration
- Typography
- Information Design
- Editorial & Book Design

<b>Clients including:</b>

Twitter.com  
Glam Media (Tinker.com)  
ASDA UK  
Nootie  
University of Technology Sydney

### **Art Director at Game Time 4 Kids**

E-Learning, 10-50 employees

**03/2009 - 11/2009**

Responsible for the branding strategy, corporate identity including logo design, typography, visual designs including illustrations, web interface, book design and character design; for the successful multi-media “Learn English” program.

### **Bilingual Copywriter at McCann Worldgroup**

Marketing & Advertising, >200 employees

**01/2009 - 02/2009**

Freelance Bilingual creative copy writing (English & Chinese Mandarin) for Maybelline New York

Working closely with world-renowned Chinese actress Zhang Ziyi on creative lines

### **Graphic Designer at Animal Logic**

, >200 employees

**01/2008 - 04/2008**

Design and Print and Pre-press preparation for The annual Animalogy Book - marketing materials and visual presentations for Motion Pictures & Film Animal Logic's annual achievements.

### **Creative Designer at Cyrius Media Group Sydney**

Design, 10-50 employees

**06/2005 - 12/2007**

Work within:

- Branding & Identity
- Art Direction
- Package Design
- Illustration

### **Art Director at JWT**

Marketing & Advertising, >200 employees

**11/2006 - 02/2007**

Working in one of the most competitive marketing & advertising agencies in Shanghai, China.

on Conceptual Branding, Art Direction & Design for Brands:

- Unilever

- Lipton
- Bosch
- JWT

Design project "Magic Bean" - JWT Self Promotional design was shortlisted in Cannes 2008

**Bilingual Interpreter & Translator at Australian Education International**

Government Relations, >200 employees

**07/2006 - 08/2006**

Successfully accomplished the role in bilingual interpreter & translator 2006 Shanghai Biennale Hyper Design International Students Exhibition.

Representing for Australian University with academic staffs from 5 prestigious Australian universities:

- University of UNSW
- University of Technology Sydney
- University of Melbourne
- RMIT University
- White House Institution of Design & Fashion

Facing more than 300 audiences - instant bilingual interpretation & translation during the seminar.

**Graphic Designer at UTS: Insearch Ltd**

Higher Education, >200 employees

**04/2005 - 06/2006**

Design and Print and Pre-press preparation for Academic English Course Book design, marketing materials including Brochures and Website designs.

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## Studies

**Bachelor of Design (Visual Communication) with 1st Class Honors at University of Technology Sydney, Australia**

Faculty (finished)

**03/2004 - 11/2007**

Specialised in:

- Visual Communication
- Graphic Design
- Illustration
- Information Design
- Typography

**BA Honors in Graphic Design (Exchange study) at Central Saint Martins College of Art & Design, the University of the Arts, London, UK**

College

**06/2006 - 12/2006**

Study Fields:

- Advertising
- Illustration
- Book Design
- Print & Pre-press

**Study Abroad in Bachelor of Design (Visual Communication) at University of Technology Sydney, Australia**

**Faculty (finished)**

**06/2003 - 12/2003**

Study Fields:

- Creativity in Design
- Graphic Design History
- Researching Design Processes

**International Design & Media Foundation Stream Study at University of New South Wales, Australia**

College

**06/2002 - 05/2003**

Most Outstanding Academic Performance in Design

Study Fields:

- Graphic Design
- Object Design
- Space Design
- Information Technology
- Academic English
- Mathematics

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## Publications

2010 Top 10 Online Mascots, Mashable, San Francisco, USA

2010 Xinhua News: Creative Sydney Attracts Global Talent, China

2010 "A Wedding Invitation By Fail Whale Designer Yiyong Lu", Mashable, San Francisco, USA

2010 "Win Penguins: Creator Of 'Fail Whale' Shows Off New Illustration", Huffingtonpost, USA

2009 The New York Times Magazine, Consume: "The Successful Failure", New York, USA

2009 CNN, Technology: "Is Twitter's breakneck growth causing a backlash?" USA

2009 BBC International Radio Station - Arts & Culture [Strand]: "Fail Whale", London, UK

2009 MTV Iggy, Artist Portfolio: "Yiyong Lu: Foxes, Caterpillars and the "Fail whale", New York, USA

2009 The Sydney Morning Herald, Digital Living [Icon]: "Modern art - but not as we know it", Sydney, Australia

2009 The Australian, Weekend Australian Next 100 Emerging Leaders, Australia

2009 The Sydney Morning Herald, Digital Living [Icon]: "How Fail Whale Became a Hit", Sydney, Australia

2009 Computer Arts, "Fail Whale Never Fails, Interview with Designer Yiyong Lu", Beijing China

2009 The Sunday Life Magazine, "Twitter, Twitter, Little Star!", Australia

2009 Australian Broad Cast [Tech Stream]: "Australian Web Week Opening & Yiyong Lu Exhibition", Australia

2009 Read Write Web, "The Story of the Fail Whale", World Wide Web

2009 National Public Radio, "Twitter, What Are You Doing?", USA

2009 The Failure Magazine: "Yiyong Lu: The Failure Interview", New York, USA

2009 TheDieline.com - The World's #1 Package Design Website: Package Design "Yiyong Lu: ASDA California Wines", USA

2009 TheDieline.com - The World's #1 Package Design Website: Package Design "Nootie Pet Care Products", USA

2009 Australian Design Federation, "Interview with Yiyong Lu Fail Whale" Creator, Sydney, Australia

2009 Central Sydney Magazine, Cover Story: "Young Artists All a Twitter", Sydney, Australia

2009 Design Quarterly Magazine, "Emerging Talent: Whale of a Time", Sydney, Australia

2009 Scroll Magazine, "Yiyong Lu - John Allsopp finds out what makes the creator of Twitter's iconic Fail Whale tick", Sydney, Australia

2009 The Design Files, "Yiyong Lu's 'Fail Whale", World Wide Web

2009 The Economic Observer / 观察者, " 'Fail whale' landing / 失败鲸鱼", Beijing, China

2009 Australian New Express / 新快报, "Yiyong Lu, Everyone is a Lifter of Dreamer. / 每个人都是梦想家", Sydney, Australia

2009 HaiBao.com / 海报网, Arts & Culture: "Funny Expressions Behind of the Cute Mask! HaiBao.com Featured Profile: Chinese Female Designers Yiyong Lu / 中国女设计师的有趣面具! 海报网特别报道", Beijing, China

2009 University of Technology Sydney Tower Magazine, "Designs on the Future", Sydney, Australia

2009 University of Technology Sydney, U: Magazine Alumni Profile "Tweet Sensation", Sydney, Australia

2009 University of Technology Sydney, "Yiyong Lu Emerging Leaders in Innovation", Sydney, Australia

2009 Drawn! Illustration & cartoon Art, "Interview with 'Fail Whale' artist, Yiyong Lu", World Wide Web

2009 Vector Tuts, "Interview with Yiyong Lu, aka Fail Whale Creator", World Wide Web

2008 TansLocalMotion International Students' Exhibition of Shanghai Biennale Golden Award, "Voice of Suzhou Creek", Shanghai, China

2006 Hyper Design, International Students' Exhibition of Shanghai Biennale, "Sea Dream" & "Zodiac Symphony", Shanghai, China

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## Interests

Ideas, Languages, Lateral Thinking, Innovation, Music, Cross Culture Communication, Traveling, Visual Art, Design, Nature, Books, Technology, Web, Publishing, Media, Branding, Digital Marketing, Advertising, Fashion, Networking, Entrepreneurship

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## Languages

**English (Fluent)**  
**Chinese Mandarin (Native)**  
**Japanese (Advanced)**