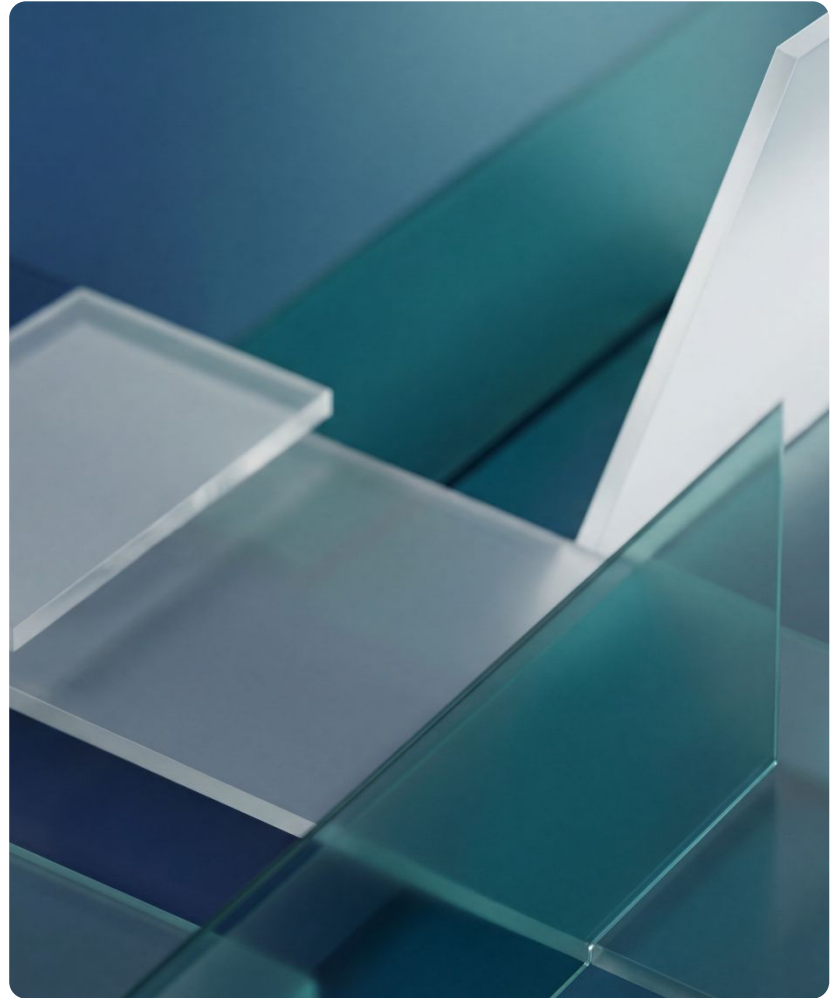


Visual Design, Brand & Marketing Collateral

Wei-Lun Ting



Campaign / Social Visuals

- Developed campaign visuals for live events, sports partnerships, and high-traffic consumer environments
- Created digital assets for social media, in-arena screens, and large-scale event displays
- Supported fan-facing campaigns across high-volume public environments



Public Sector / Civic Communications

- Served as an in-house Visual & Motion Designer for NYC OATH, developing motion graphics, multilingual outreach, presentations, and reusable visual systems for public-facing communications
- Led creative planning and production of short-form video and motion graphics across social media, LinkNYC, subway displays, and other citywide digital channels
- Coordinated internal stakeholders and external production partners from scripts and visual development through review and final delivery, applying clear hierarchy and accessibility-aware design practices



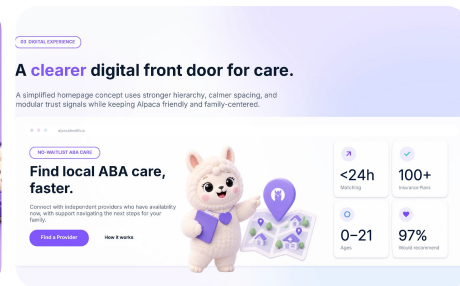
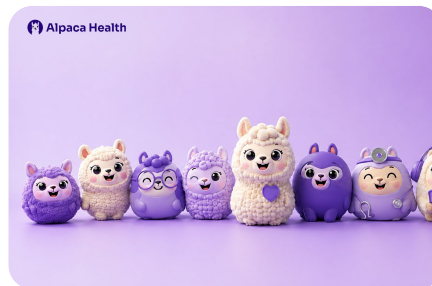
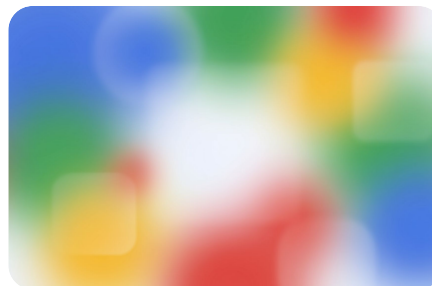
Event & Trade Show Graphics

- Developed visual systems for large-scale trade show environments, including booth graphics, product displays, and presentation materials
- Supported brand communication across exhibition, sales, and client-facing contexts
- Adapted visuals across physical installations and supporting digital presentations



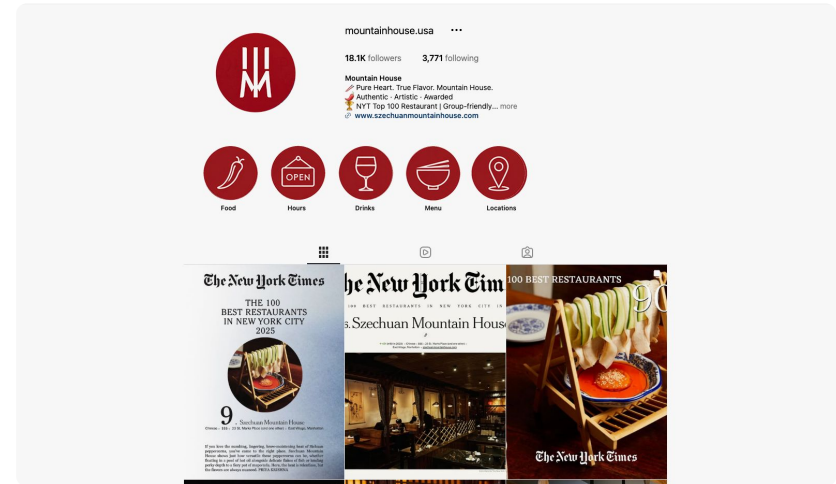
Presentation / Deck Design

- Developed self-initiated concept work across AI and health-tech, exploring visual storytelling, brand systems, and client-facing communication
- Structured complex product and service information into clear, modular presentation systems
- Extended concepts beyond the deck into digital experiences, character systems, campaigns, and branded applications



Multi-Brand Strategy & Experience Design

- Developed coordinated launch, campaign, budgeting, digital, visual, and spatial recommendations across three restaurant brands, including one ranked No. 9 on The New York Times' 2025 list of NYC's 100 Best Restaurants
- Created brand-specific directions spanning visual identity, web and social content, signage, wayfinding, and in-store experience
- Translated strategic recommendations into visual mockups, environmental comparisons, and prioritized rollout plans for stakeholder review



Brand System / Visual Identity

- Developed a visual identity system for a sparkling water concept, including wordmark exploration, typography, color system, and packaging layout
- Established a cohesive brand language across product, label design, and supporting visual applications
- Extended Morgan & Morgan's established visual identity through integrated 2D and 3D motion graphics for digital brand communications

journey™

Naturally Calming Waters

Typeface: Satoshi
Weights: Medium / Regular
Tracking: +50 / +120
Style: Modern, neutral, balanced tone.

Brand Color Palette

#6FC3DF #C6B6E9 #F9F9F8

journey journey journey

journey

Satoshi
Medium / Regular

journey

Montserrat
Semibold / Light

journey

Rainey
Semibold / Regular

The lowercase "j" in Journey was chosen not only for its soft and approachable tone, but also for its form — the dot and stem naturally resemble a droplet falling into water. This subtle reference connects the logo to the brand's core theme of flow, calmness, and renewal.

j

Journey Visual Identity v1 — Wei-Lun Tang © 2025 | For educational and presentation purposes only.
Typeface: Satoshi (Free for commercial use via Fontshare.com)



Product / Packaging-style Visuals

- Developed product-facing visuals for consumer and financial product concepts, focusing on brand clarity, form, and visual consistency
- Explored packaging-style applications, card design, label systems, product rendering, and consumer-facing visual presentation



Print Collateral

- Developed print and marketing collateral for retail and food brands, including in-store signage, promotional graphics, and campaign materials
- Focused on clear information hierarchy, product presentation, and brand consistency across physical and digital touchpoints





Contact

Selected work by

Wei-Lun “Waylon” Ting

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waylonting.design

Selected work and project contexts:

Amazon Fire TV Ambient Experience, Nintendo Switch, Brooklyn Nets, New Orleans Pelicans, NYC OATH, Morgan & Morgan, IBS / KBIS, IWF Atlanta, Alpaca Health

Tools & Workflow

After Effects, Adobe CC, Cinema 4D + Redshift, Figma, Microsoft 365

Motion design, 3D visualization, information design, presentation systems, and campaign production