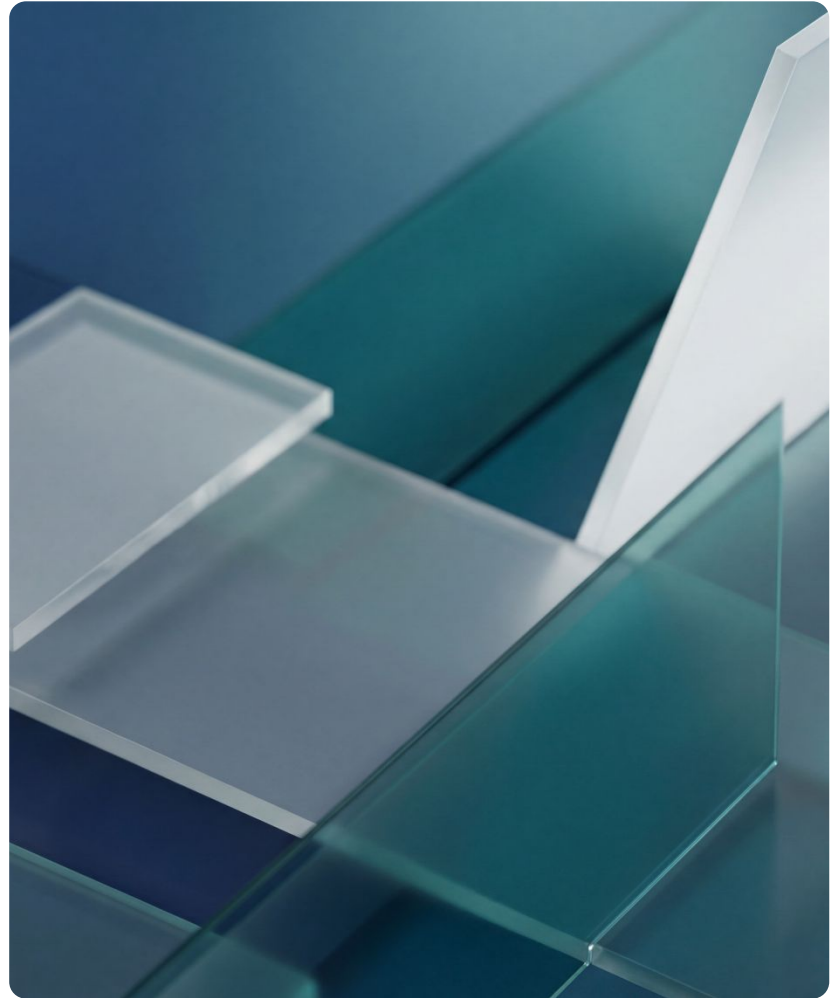


Visual Design, Brand & Marketing Collateral

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



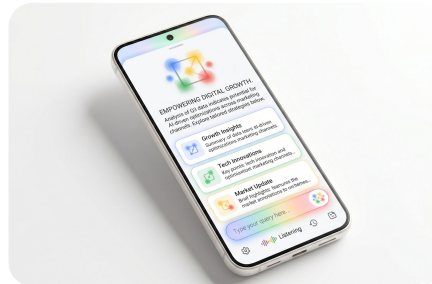
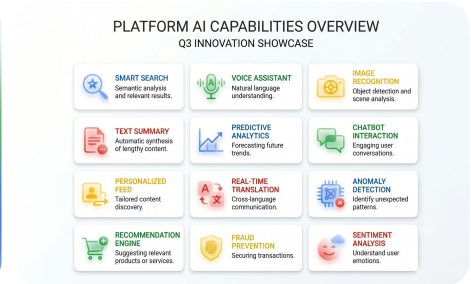
Event & Trade Show Graphics

- 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

- Self-initiated presentation concept exploring AI-driven product storytelling, visual hierarchy, and client-facing communication
- Designed a modular presentation system including cover, content, and product showcase slides
- Structured complex AI/product information into clear visual modules
- Demonstrated presentation design capabilities for product communication and client-facing proposals



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.

journey™

Naturally Calming Waters

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

Brand Color Palette

#6FC3DF #C6B6E9 #F9F9F8

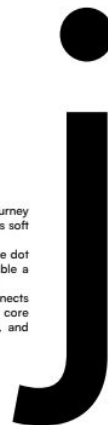
journey journey journey

journey
Satoshi
Medium / Regular

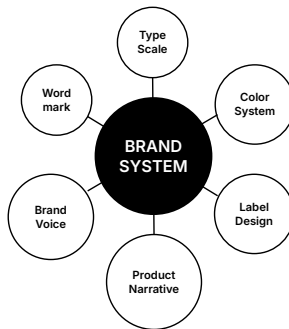
Montserrat
SemiBold / Light

Raleway
SemiBold / Regular

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



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.



Nutrition Facts

Serving Size: 1 bottle (500 mL)
Servings Per Container: 1

Amount per Serving

Calories	0
Total Fat	0g 0%
Saturated Fat	0g 0%
Total Fat	0g 0%
Cholesterol	0mg 0%
Sodium	0mg 0%
Total Carbohydrate	0g 0%
Dietary Fiber	0g 0%
Total Sugars	0g
Protein	0g 0%

*Percent Daily Values are based on a diet of other people's secrets.



journey™
Naturally Calming Waters

[Date Flavored]
100 mL

Journey is crafted to bring clarity and calm to modern life. Infused with premium CBD extract and pure spring water, it's designed for mindful refreshment—simple, natural, and balanced.



812345678905

Contains 0mg CBD. Not intended for medical use. Manufactured by Journey Beverages LLC, Brooklyn, NY 11211. www.journeywater.com | @journeywater

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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

waylonting@gmail.com

waylonting.design

Selected work and project contexts:

Amazon Ambient, Nintendo Switch, Brooklyn Nets, New Orleans Pelicans, IBS / KBIS, IWF Atlanta, Morgan & Morgan

Tools & Workflow

After Effects, Cinema 4D, Redshift, Photoshop, Illustrator, Premiere Pro, Figma
Layout, motion, 3D rendering, product mockups, presentation design, and campaign asset production.