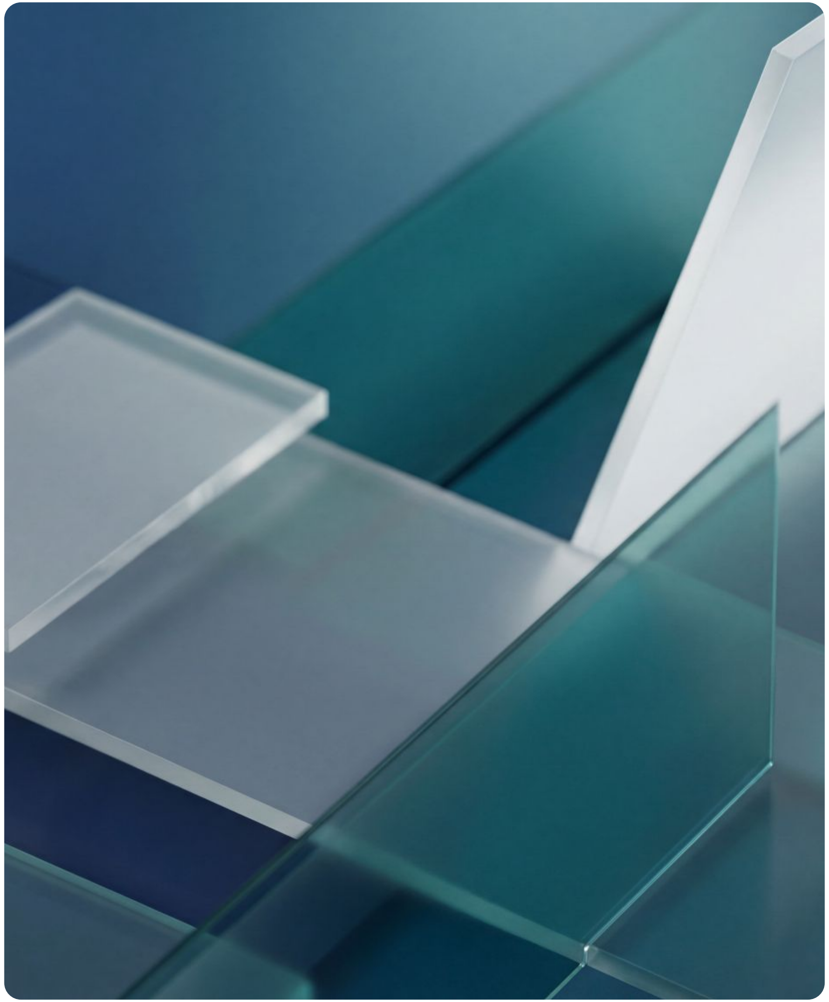
Visual Design, Brand & Marketing Collateral

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

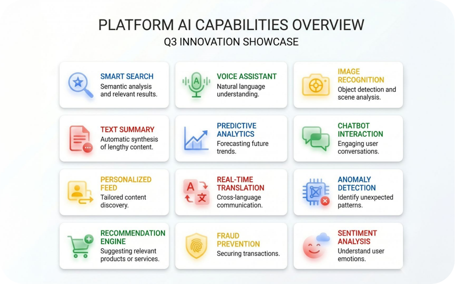
- Developed visual materials for NYC OATH public affairs communications, including newsletter layouts, outreach flyers, presentation materials, and digital templates
- Supported multilingual and public-facing communications across print, digital, and internal agency formats
- Focused on clear information hierarchy, accessibility-aware layout, and consistent visual systems for civic communication workflows

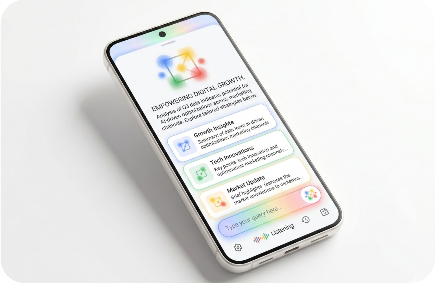
Event & Trade Show Graphics

- 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

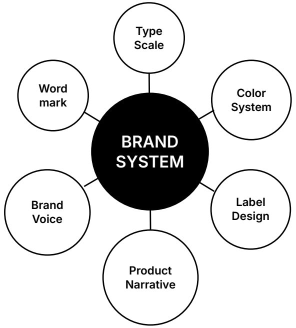
- Self-initiated presentation concept exploring AI-driven product storytelling, visual hierarchy, and client-facing communication
- Designed a modular presentation system including cover, content, and product showcase slides
- Structured complex AI/product information into clear visual modules
- Demonstrated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



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
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Selected work and project contexts:
Amazon Ambient, Nintendo Switch, Brooklyn Nets, New Orleans Pelicans, NYC OATH, IBS / KBIS, IWF Atlanta

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