



YILIN  
GUAN.

關藝琳视觉传达作品集  
GRAPHIC & MOTION  
PORTFOLIO.

2024—2025 VOL—02.

YILIN GUAN  
GRAPHIC & MOTION PORTFOLIO

2024—2025  
VOL—02.

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01.

INTRO.  
介绍.

Yilin Guan is an illustrator,  
concept artist and visual  
designer based in Canada.

關藝琳是加拿大插畫師、  
概念設計師、和視覺設計師。

Yilin Guan graduated from Sheridan College, majoring in Illustration.  
Skilled in digital painting, concept art, graphic editing and video making.

關藝琳畢業於加拿大謝爾丹藝術學院, 插畫本科。  
擅長數碼插畫, 概念藝術, 平面設計和視頻制作。

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02.

BRAND  
VISUAL DESIGN.  
品牌視覺設計.

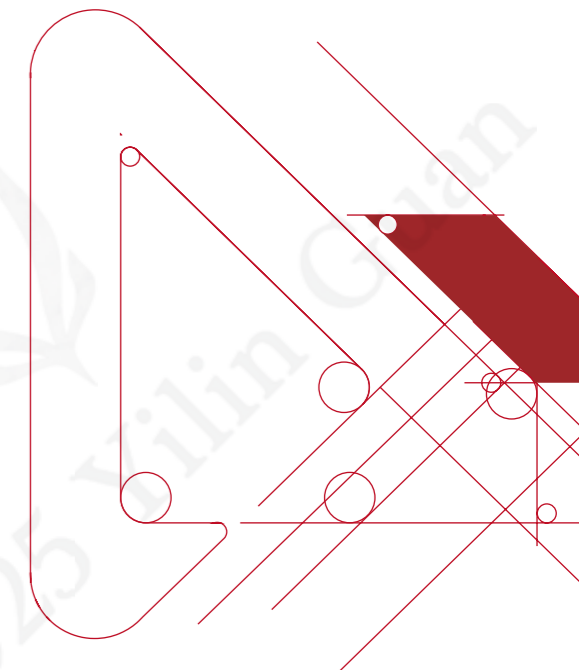


#### Company Logo Design

Refined and iterated the company's brand logo. Business card design (top left) and a clear sketching process (right). The logo (bottom left) is blurred to protect copyright.

#### 公司Logo设计

优化并迭代了公司的品牌logo。名片设计（左上）和清晰的草图设计过程（右）。为保护版权，logo（左下）进行了模糊处理。



要客  
之选

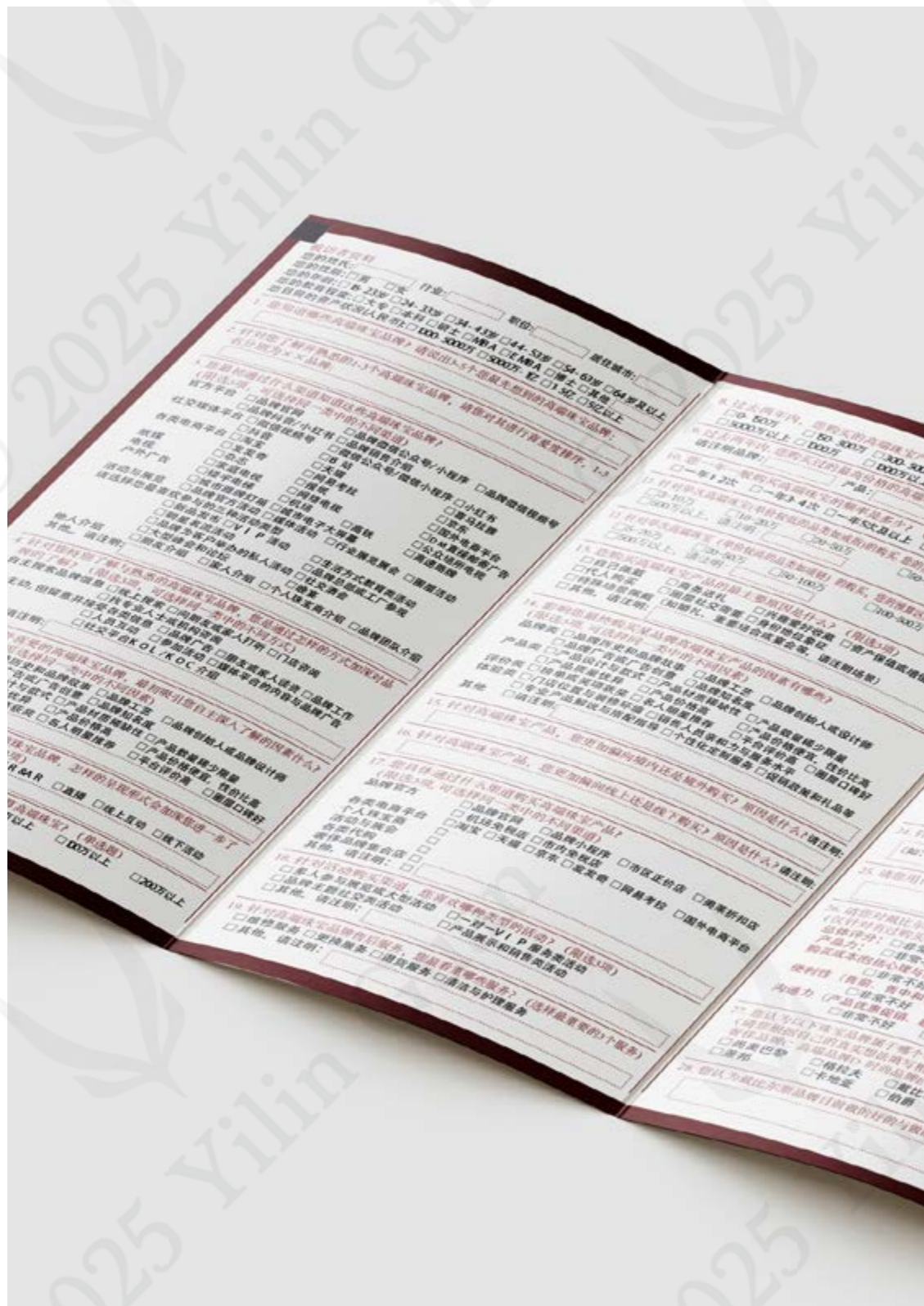


**Chinese typography design**

Designed a unique Chinese title font for the company's luxury magazine, blending traditional cultural elements with a high-end, cross-cultural brand concept. It is now widely applied in the company's product packaging and magazine.

**中文字体设计**

为公司奢侈品杂志设计了独特的中文标题字体，融合传统人文气息与中西合璧的高端奢华品牌理念，现已广泛应用于该公司产品包装和杂志中。

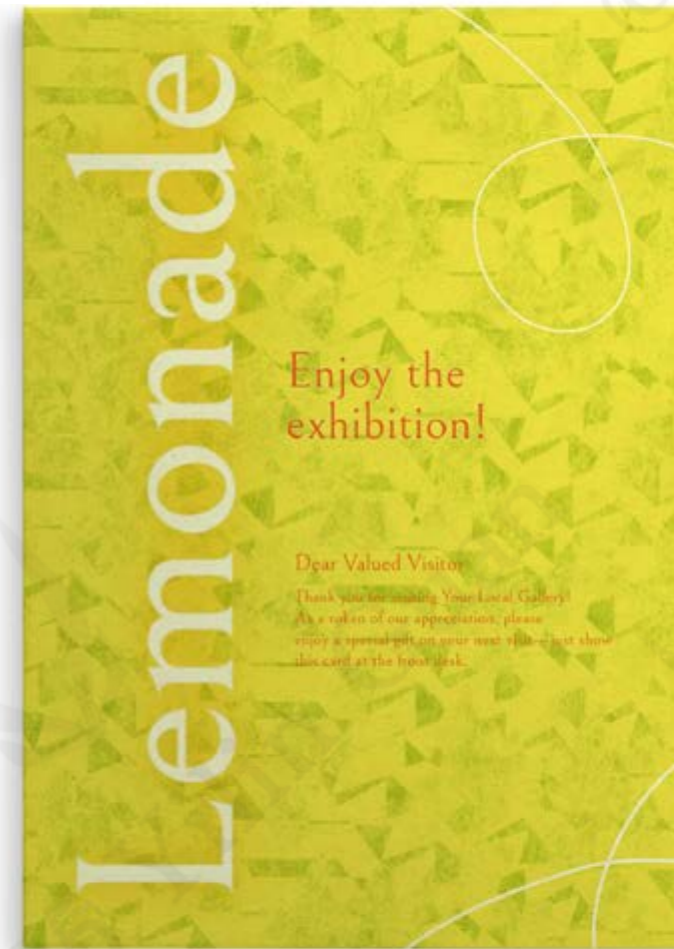
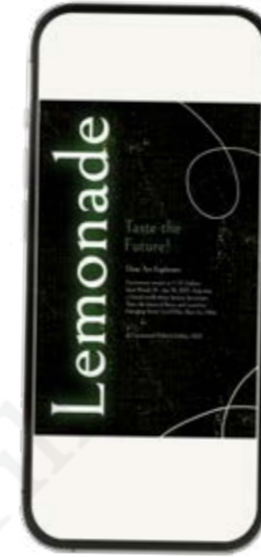
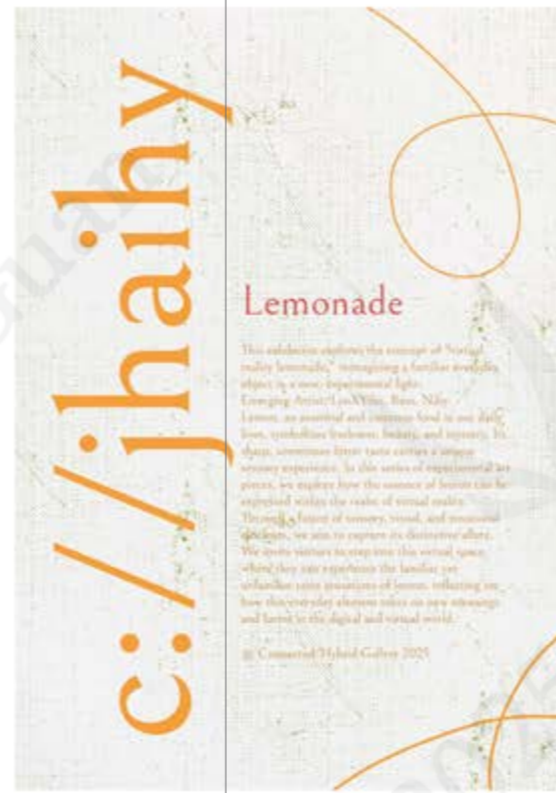
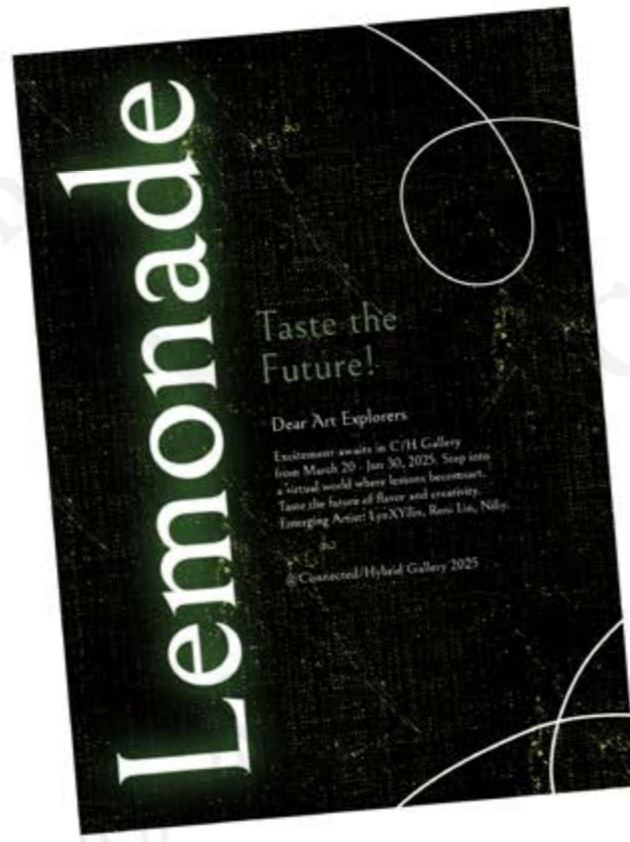
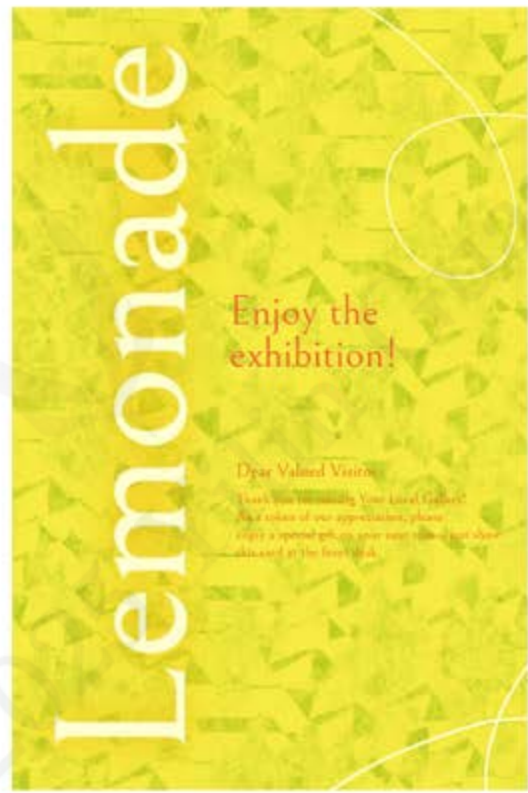


**Tri-fold Questionnaire Design**  
 A tri-fold questionnaire flyer for the company's training department, designed for VIP customers. The layout efficiently organizes extensive text on a compact card, keeping questions and options clear while ensuring portability and ease of use.

**三折页问卷设计**  
 为公司培训部门设计的三折页问卷，面向VIP客户。排版有效地将大量文字组织在紧凑的卡片上，确保问题和选项清晰，同时便于携带和使用。

03.

AD PHOTO  
& MATERIALS.  
廣告攝影和物料。



**Lemonade Art Gallery Visual Identity & Marketing Materials**

A set of three promotional designs for an art exhibition: a printed flyer, a social media post, and a catalog page—exploring color and form to merge the virtual and real worlds.

**柠檬水艺术展视觉识别与市场推广物料**

一套三种不同风格的艺术展宣传设计：纸质宣传单、社交媒体帖子和目录页面——通过色彩与形式的探索，融合虚拟与现实的藝術体验。



**Carlsberg Collaborative Beer Commercial Photography**

Created commercial visuals for the collaborative beverage campaign between Yaoke and Carlsberg. After photographing the products in a studio, I utilized AI image processing to craft refined backgrounds, blending real elements with virtual scenes to evoke a sophisticated and aspirational lifestyle, enhancing the product's appeal to customers.

**嘉士伯联名啤酒商业摄影**

为 Yaoke 公司与嘉士伯的联名酒水活动拍摄并制作商业视觉图像。在摄影棚拍摄酒水产品后，运用 AI 图像处理技术打造精美背景，将实物与虚拟场景融合，呈现高端、令人向往的生活方式，使活动产品更具吸引力，提升顾客购买欲。



**Carlsberg Collaborative Beer Commercial Photography**

Using photoshop, created a farm-themed beverage ad (top left). Studio product shots can be converted into white-background images for e-commerce (right). Chilled beverage photos from the event and my contribution to packaging design, including bottle labels.(top right)

**嘉士伯合作啤酒商业摄影**

结合AI 图像处理技术，制作农庄场景酒水广告图（左上）。摄影棚内拍摄的酒水实物，可迅速转换为白底商品图片，适用于电商线上销售展示（右）。参加会场活动时拍摄的冰镇酒水照片，并参与酒水包装的设计与制作，如酒瓶标签等（右上）。



04.

EDITORIAL  
& COVER DESIGN.  
出版物與封面設計。

### CMHA Mental Health Support Poster Illustration and Design

The design uses a blue color that aligns with the organization's brand visual identity, along with a paper airplane as a symbolic element representing the wishes of children and adolescents, complemented by a girl's gentle smile. This effectively conveys the organization's message—when facing mental health issues, please courageously seek help from the organization. Additionally, a clean and clear layout is used to present the necessary information, making it easy for young people to view.

### CMHA心理健康協會的求助支持海報 繪製於設計

运用与该机构品牌视觉色相呼应的蓝色，以及纸飞机作为承载儿童和青少年心愿的象征元素，再加上女孩温柔的笑容，巧妙地传达了该机构的宣传信息——在遇到心理健康问题时，请勇敢向机构寻求帮助。同时，采用简洁明了的排版设计，清晰呈现所需信息，方便年轻人查看。





**The Lying Bird - Book Jacket Design and Illustration**

Everything began with a feather...  
 Now, this book is born. A suspenseful fable of language and deception. Original illustrations, book design, and storytelling.

**《沉默的歌者》 - 书籍设计和插画**

一切，始于一片羽毛 现在，这本书诞生了。一场交织着语言与欺瞒的悬疑寓言。原创插画、书籍设计与故事。



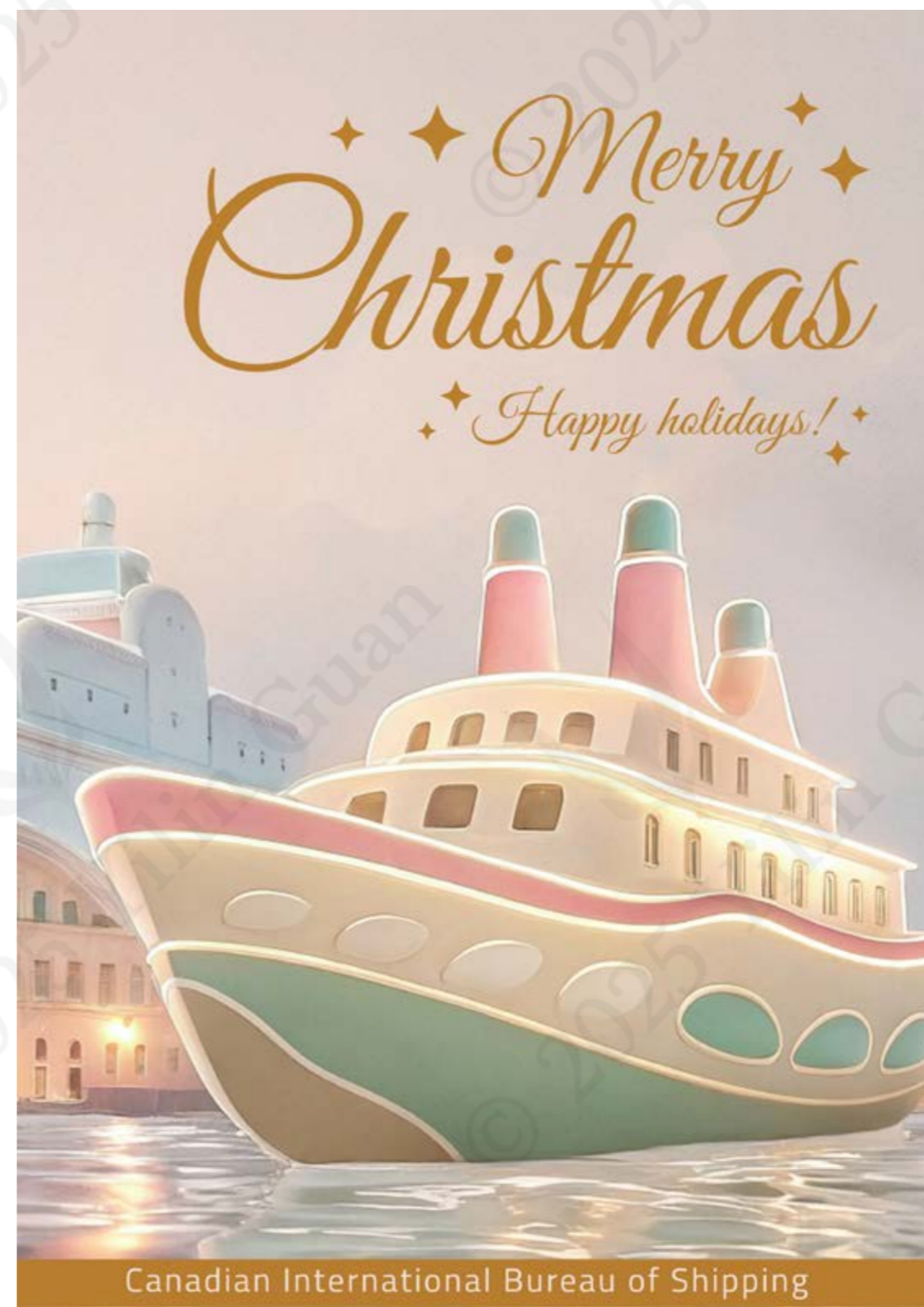


**Company Christmas Card**

Using ps and ai, designed a Christmas greeting card for an international shipping company, conveying the warmth of a delivery nearing its destination.

**公司聖誕節賀卡**

使用 ps 和 ai, 为一家国际海运公司设计了一张圣诞贺卡, 传达送货即将抵达目的地的温馨感。

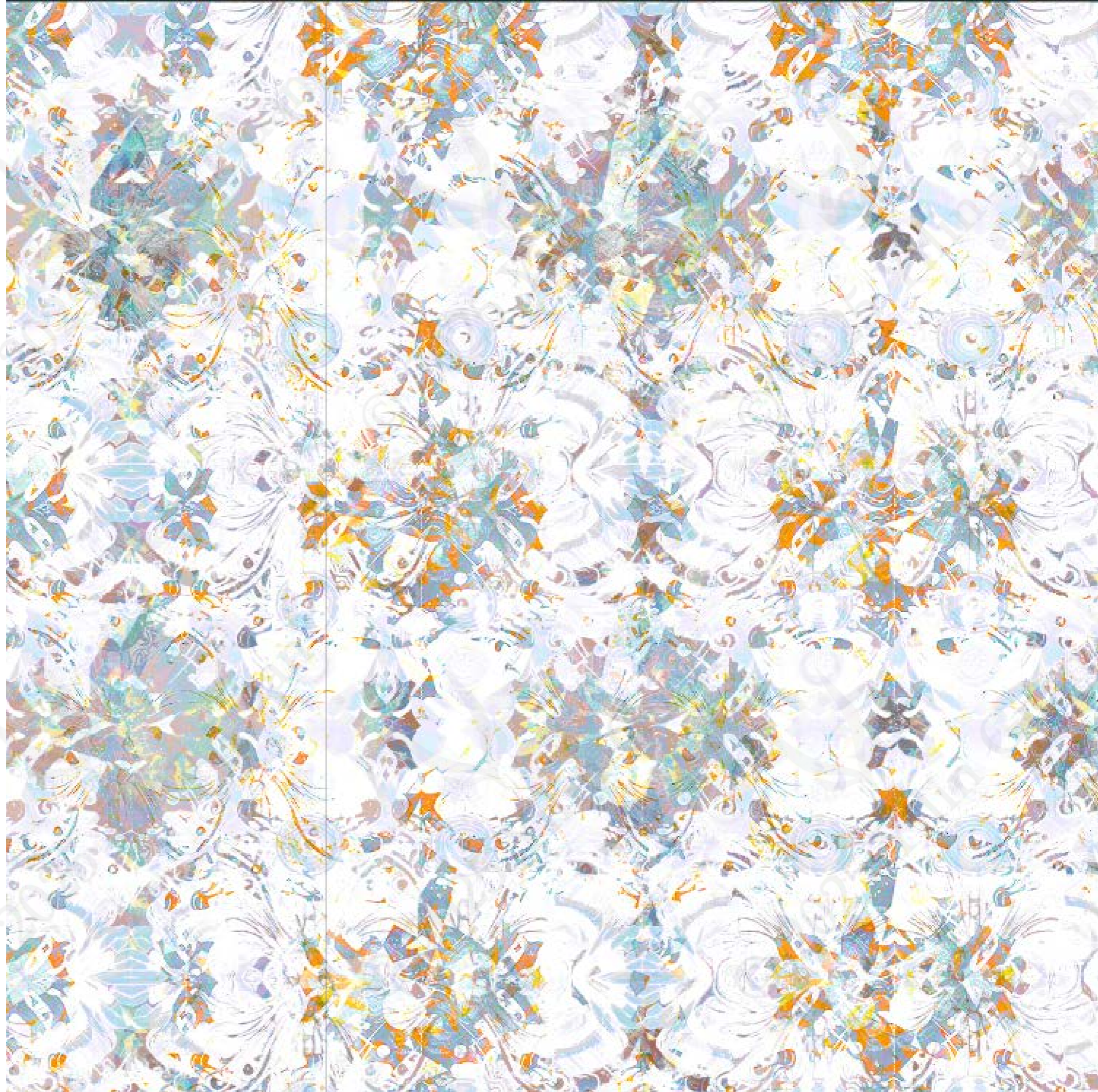


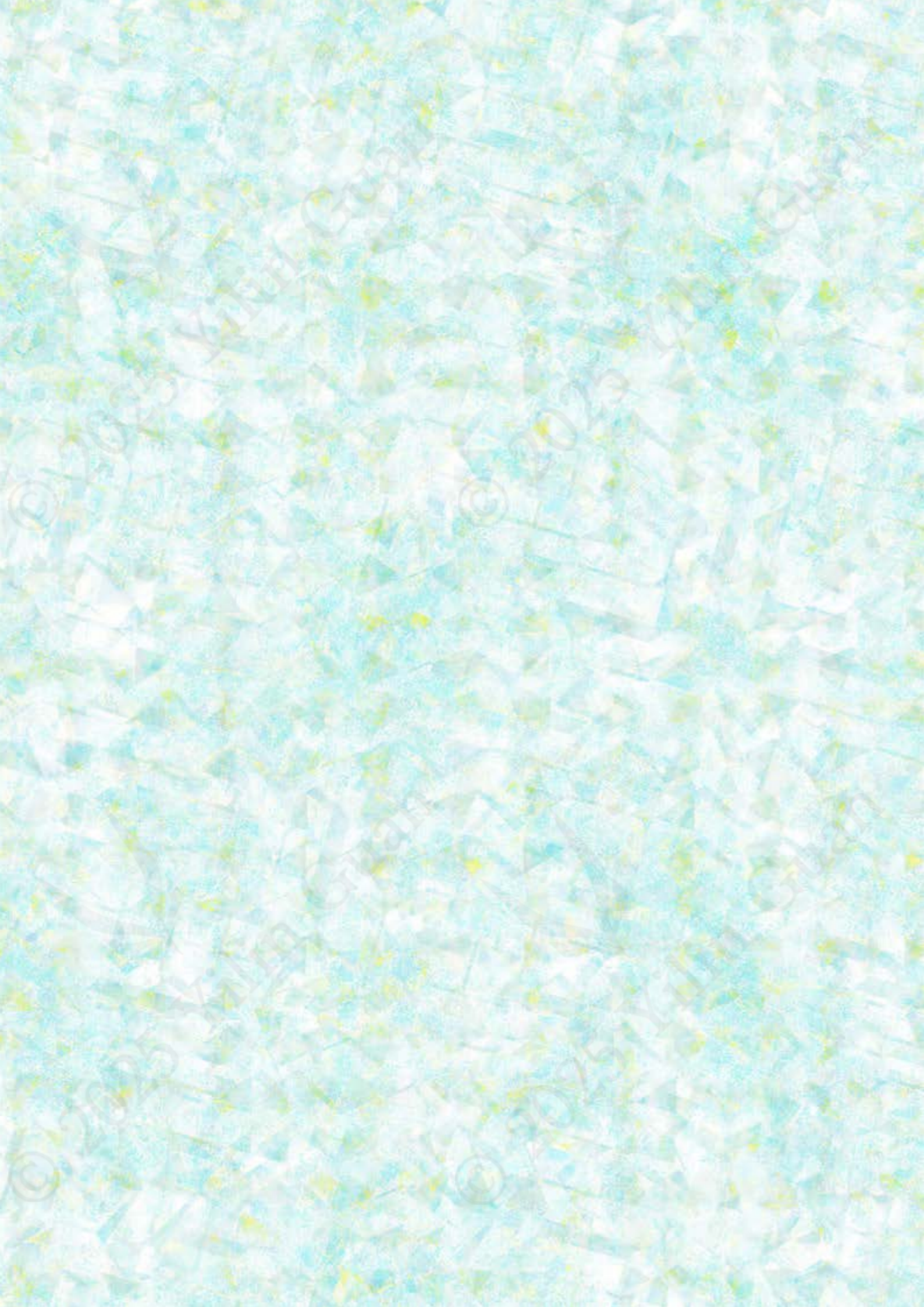
**Pattern Design - Floral crystal**

This is one of a series of floral patterns designed to reflect the essence of repetition and radiance. These soft, delicate prints can be widely applied to various products, such as women's clothing, home goods packaging, and stationery.

**印花設計 - 鮮花水晶**

設計一系列碎花圖案,這是其中一張設計,表達了循環和閃耀的特質.這些柔美的印花設計可以廣泛應用在女性服裝,家居日用品包裝,和紙品文具.





#### **Pattern Design - Spring Thaw**

This is one of a series of floral patterns designed to express organic and refreshing qualities. These soft, delicate prints can be widely applied to various products, such as women's clothing, home goods packaging, and stationery.

#### **印花設計 - 初春融雪**

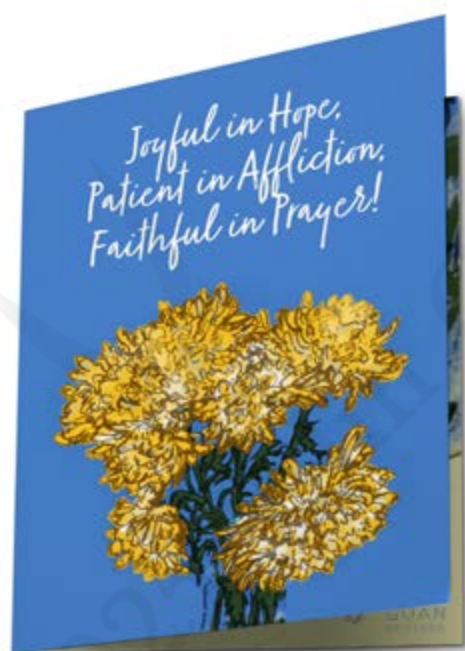
設計一系列碎花圖案,這是其中一張設計,表達了有機和清涼的特質.這些柔美的印花設計可以廣泛應用在女性服裝,家居日用品包裝,和紙品文具.

### Greeting Card Illustration & Design

This is a thoughtfully designed greeting card for patients, conveying warm wishes for a speedy recovery. The card features a cozy handwritten font, expressing positive and uplifting blessings.

### 祝福卡片插画与设计

这是一款为病人精心设计的祝福卡，传递早日康复的温暖祝愿。卡片上采用了温馨的手写字体，表达积极向上的祝福。





App Audiobook Banner & Card Integration - *Journey 3: Octavia*

App有声书横幅设计和卡片联动  
- 《旅程3: Octavia》



Book Cover Design and ad video - *Of Zoos*

The fluid typography animation gives the promotional video a light and inviting atmosphere.

[Watch the video](#)

书本包装设计以及广告视频制作 - 《Of Zoos》

流动型字体动画为宣传视频营造出轻松亲切的氛围。

01

VIDEO  
PRODUCTION.

視頻製作.



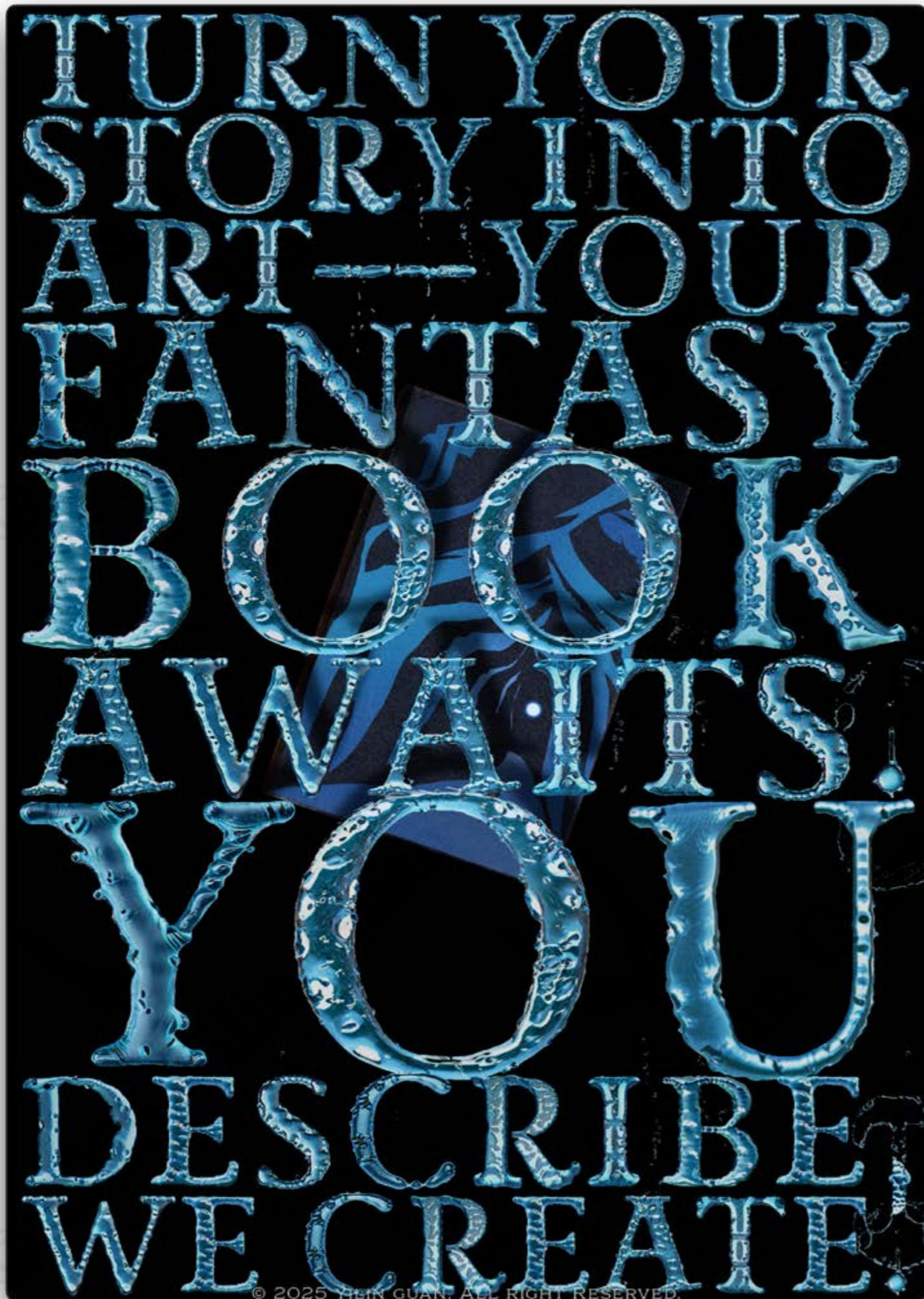
### Book Cover Showcase - *The Forest*

Created the illustration *The Forest* and designed a series of web banners (top left), a contact page (bottom left), and a motion video (next two pages) with promotional taglines for a personal book cover design brand, effectively communicating its concept to the audience.

### 书籍封面展示 - 《森林》

创作插画《森林》，并为个人书籍封面设计品牌设计了一系列宣传作品，包括网页横幅（左上）、联系页面（左下）及带有广告标语的动态视频（上方和下两页），有效传达品牌概念。

BRONZE  
YOURS



**Short Video - *The Forest***

This short video creates a mysterious Lovecraftian atmosphere through flickering 3D water-text effects, dynamic book displays, and immersive sound design, conveying the core concept of “customized narrative illustration cover design” for clients.

[watch the video](#)

**Short Video - *The Forest***

该短视频营造出克苏鲁式的神秘氛围，通过闪动变幻的3D特效水面字体、动态书籍展示和音效营造沉浸感，呈现“为客户定制专属叙事性插画封面设计”的核心理念。



**Crafted to Fresh! - Cyber Sorbet**

This is a virtual product advertisement designed for virtual game environments or trend marketing. The ad showcases how a popsicle appears on a mirrored screen within the digital world. I depicted the appearance of the ice cream and completed its advertisement design.

**精心打造，焕然一新！ - 赛博冰沙**

这是为虚拟游戏环境或趋势营销设计的虚拟产品广告。广告展示了冰棒在数字世界中的镜面屏幕上呈现的效果。我描绘了冰淇淋的外观，并完成了其广告设计。

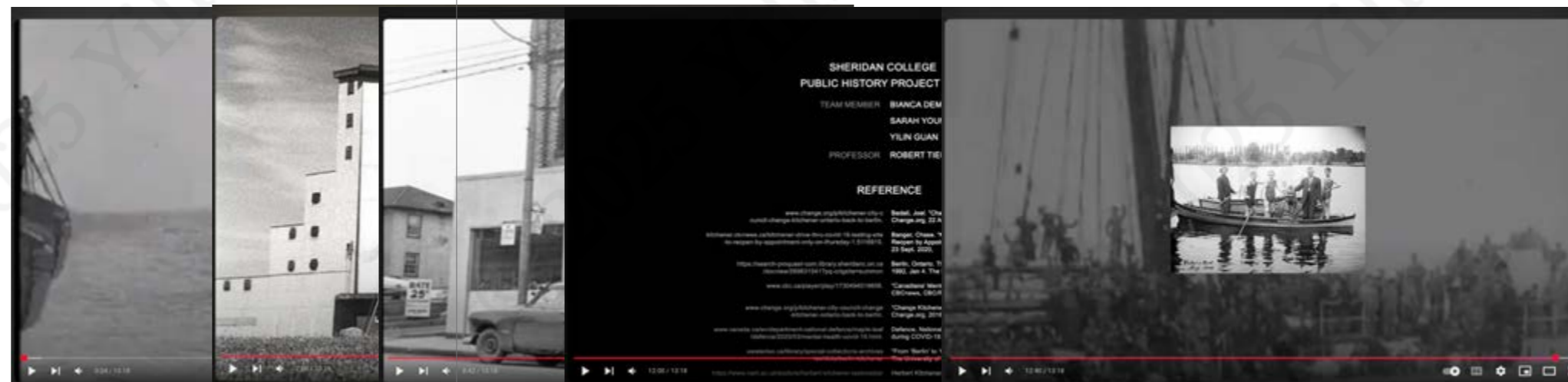
[Watch the video](#)

**Public History College Library  
Academic Resource Long Video**

Led a small team to create the educational video project "Public History - The Kitchener Name Controversy." Oversaw art curation, scripting, and video post-production. The project is now part of the Sheridan library as an academic reference.

**公共历史大学图书馆学术  
资源长视频**

制作教育视频项目《公共历史——基奇纳名称争议》。负责艺术策划、脚本编写和后期制作。该项目现已成为谢里丹学院图书馆的学术参考资料。

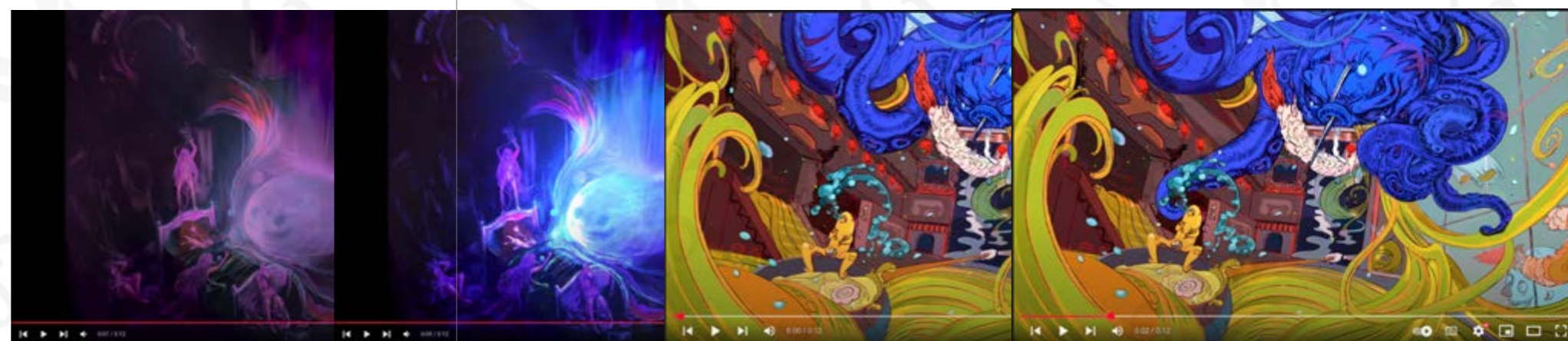


[Watch the video](#)

**Illustration Motion Video**

插图动画化制作

[Watch the video](#)



# Yilin Guan graphic & motion portfolio.

## 關藝琳 视觉传达作品集



# 2024—2025

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