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Lannie Yu

I am drawn to structured design principles and creating visually compelling, rule-driven work that balances precision with creativity. I explore editorial design, typography, and photography, using them to craft engaging visual narratives.

With experience in Illustrator, Photoshop, and InDesign, I bring a thoughtful blend of research, experimentation, and technical skill to every project.



REDACTION TO EXPOSURE

EDITORIAL MISCELLANY CATALOG

Designed and typeset an editorial catalog showcasing the process and mindset of designer Jenny Holzer, creating dynamic text and image layouts that reflect her exploration of form and narrative. Utilized Adobe InDesign to design and produce the catalog.

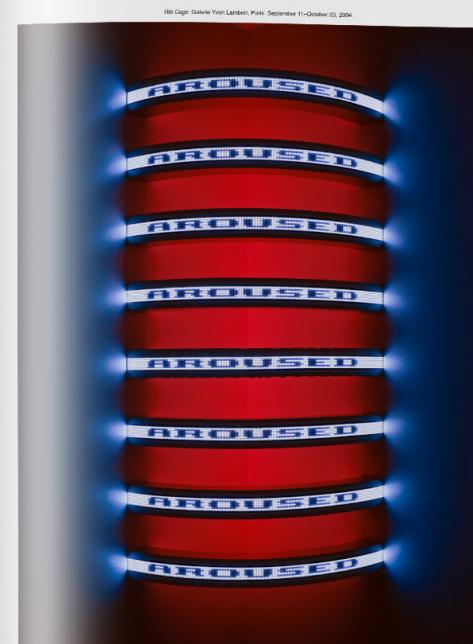
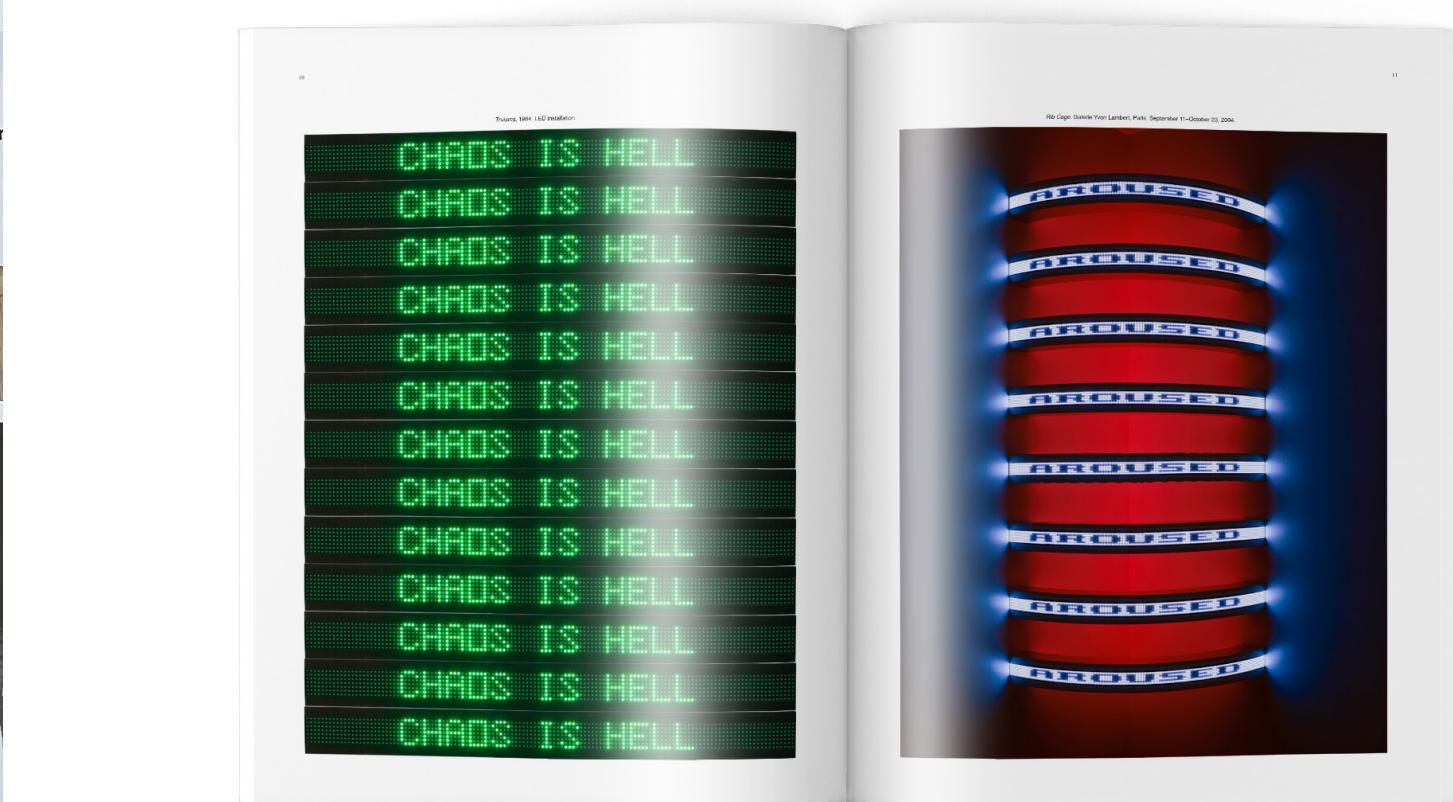
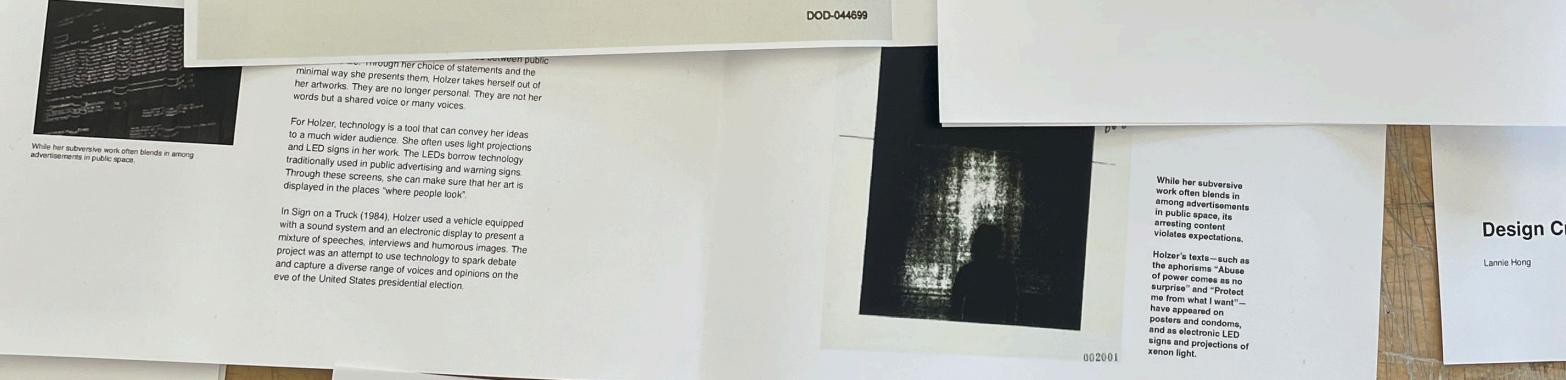
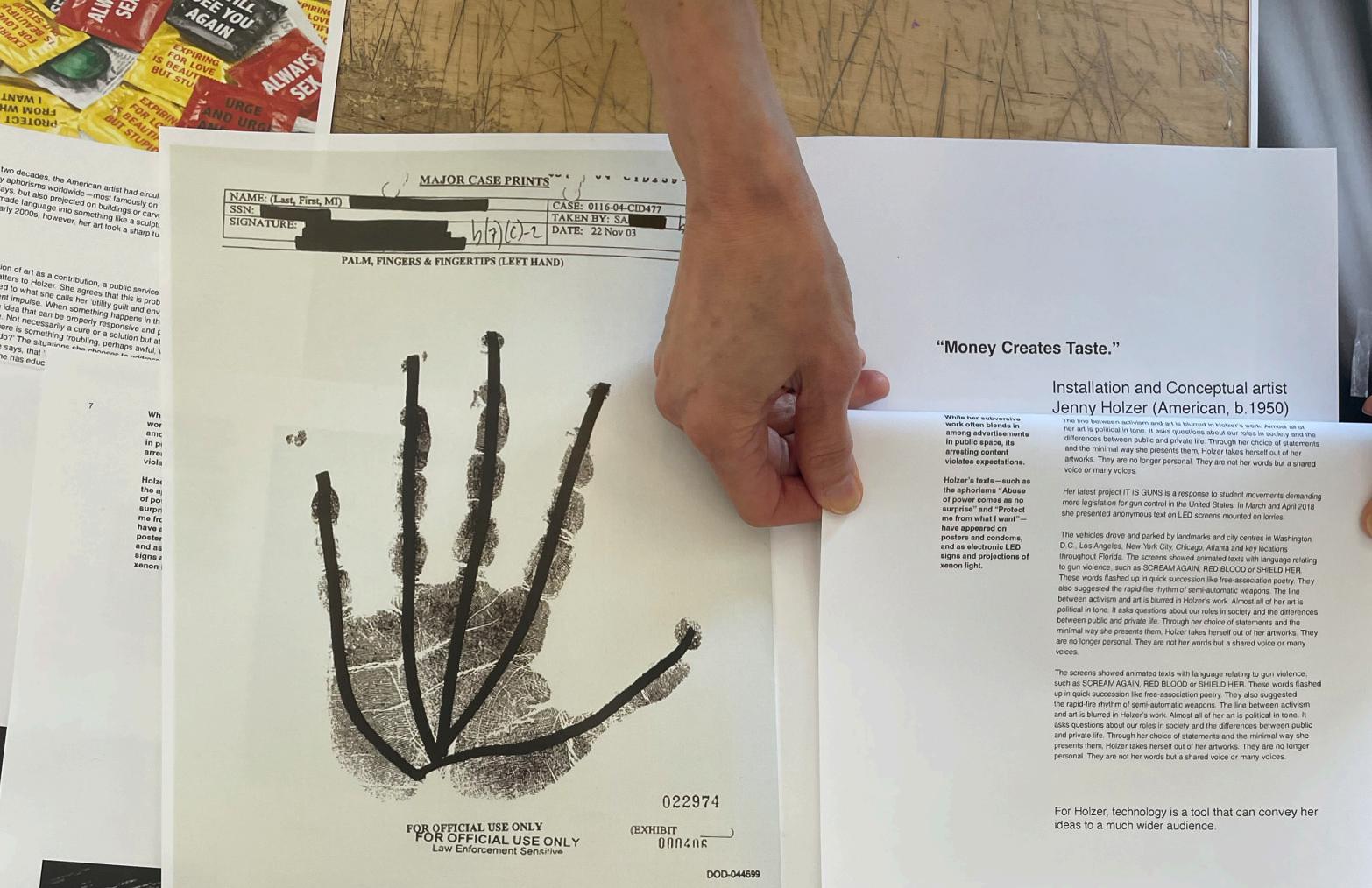




Two decades, the American artist had circled aphorisms worldwide—most famously on buildings or cars—but also projected on buildings or cars made language into something like a sculpture. In the early 2000s, however, her art took a sharp turn.

tion of art as a contribution, a public service letters to Holzer. She agrees that this is a good impulse. When something happens in the world, it can be appropriate to respond and say, 'Not necessarily a cure or a solution but at least there is something troubling, perhaps awful, that is happening.' The situation can change and that is what she does.

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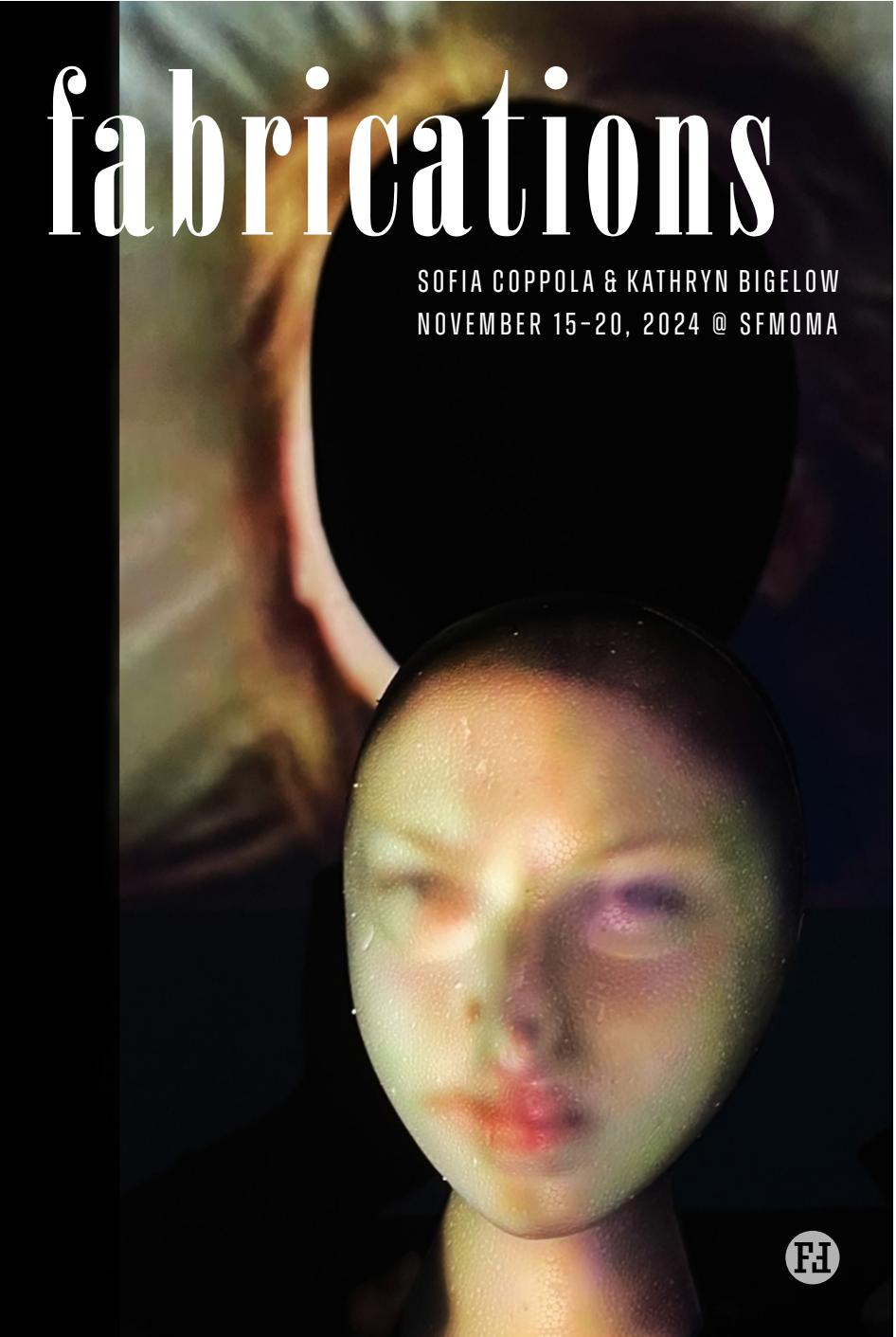
FABRICATIONS

FILM FESTIVAL

Took photographs of projected images and used Adobe Creative Cloud to produce a visual concept, an event identity, street banners, posters, and a 30-second spot for a film festival that bridges the work of two directors: Kathryn Bigelow & Sofia Coppola.

fabrifications

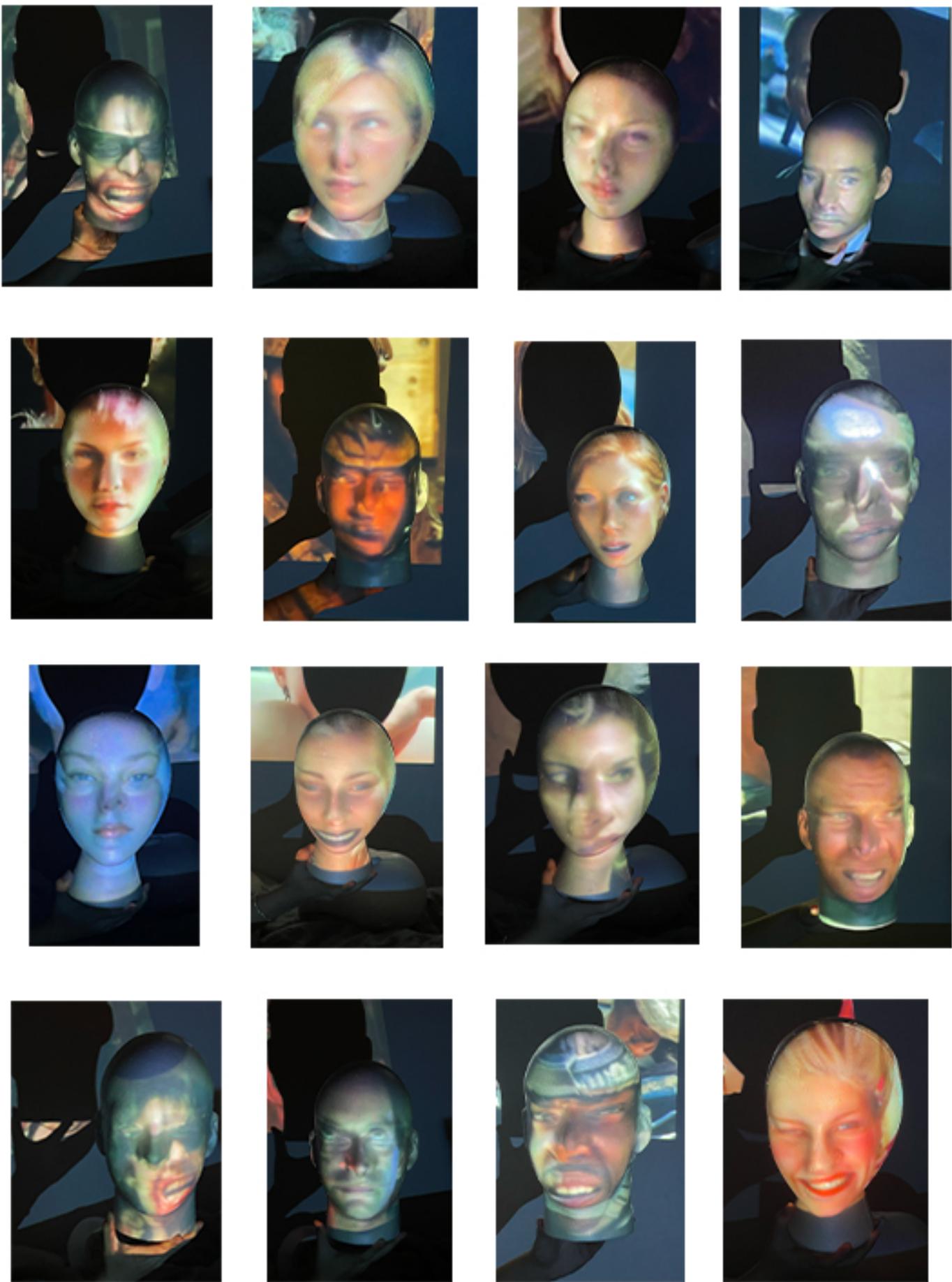
SOFIA COPPOLA & KATHRYN BIGELOW
NOVEMBER 15-20, 2024 @ SFMOMA

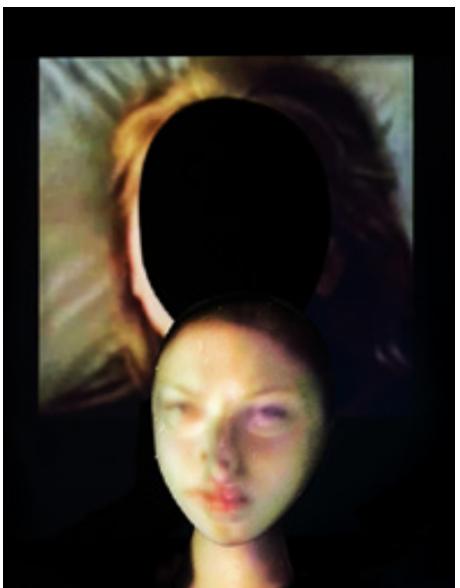
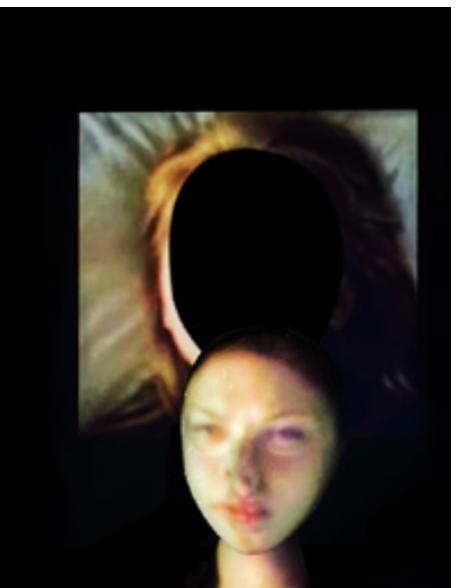
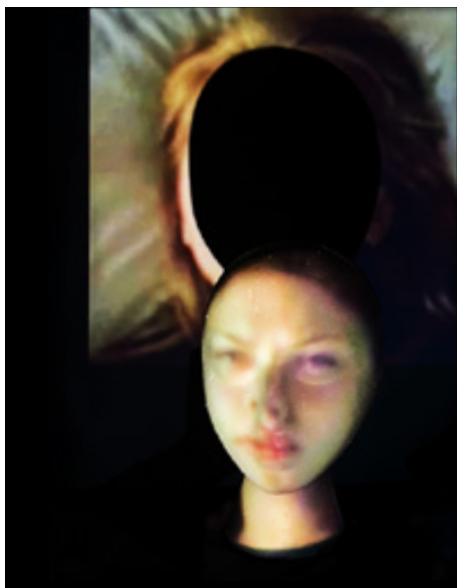
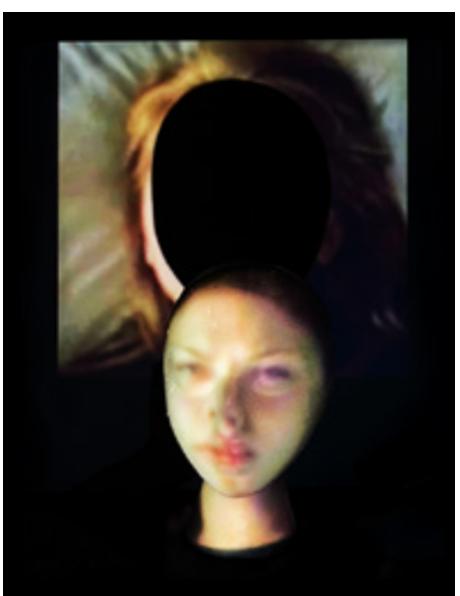
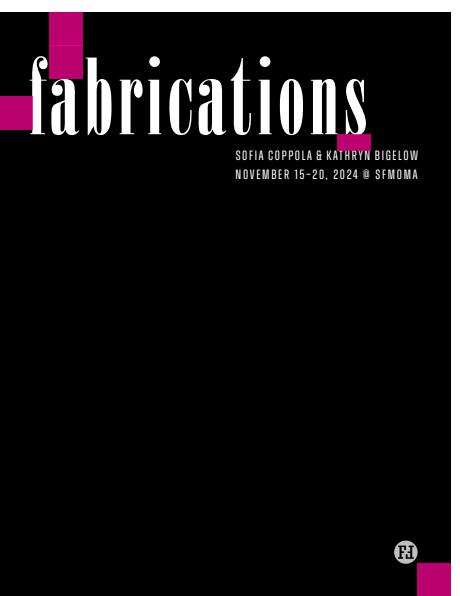
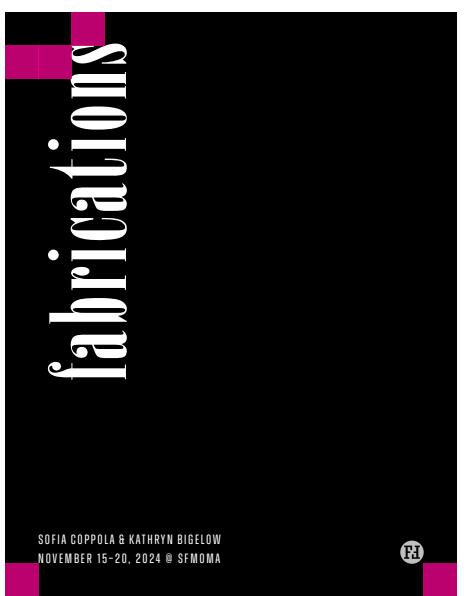


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SOFIA COPPOLA & KATHRYN BIGELOW
NOVEMBER 15-20, 2024 @ SFMOMA

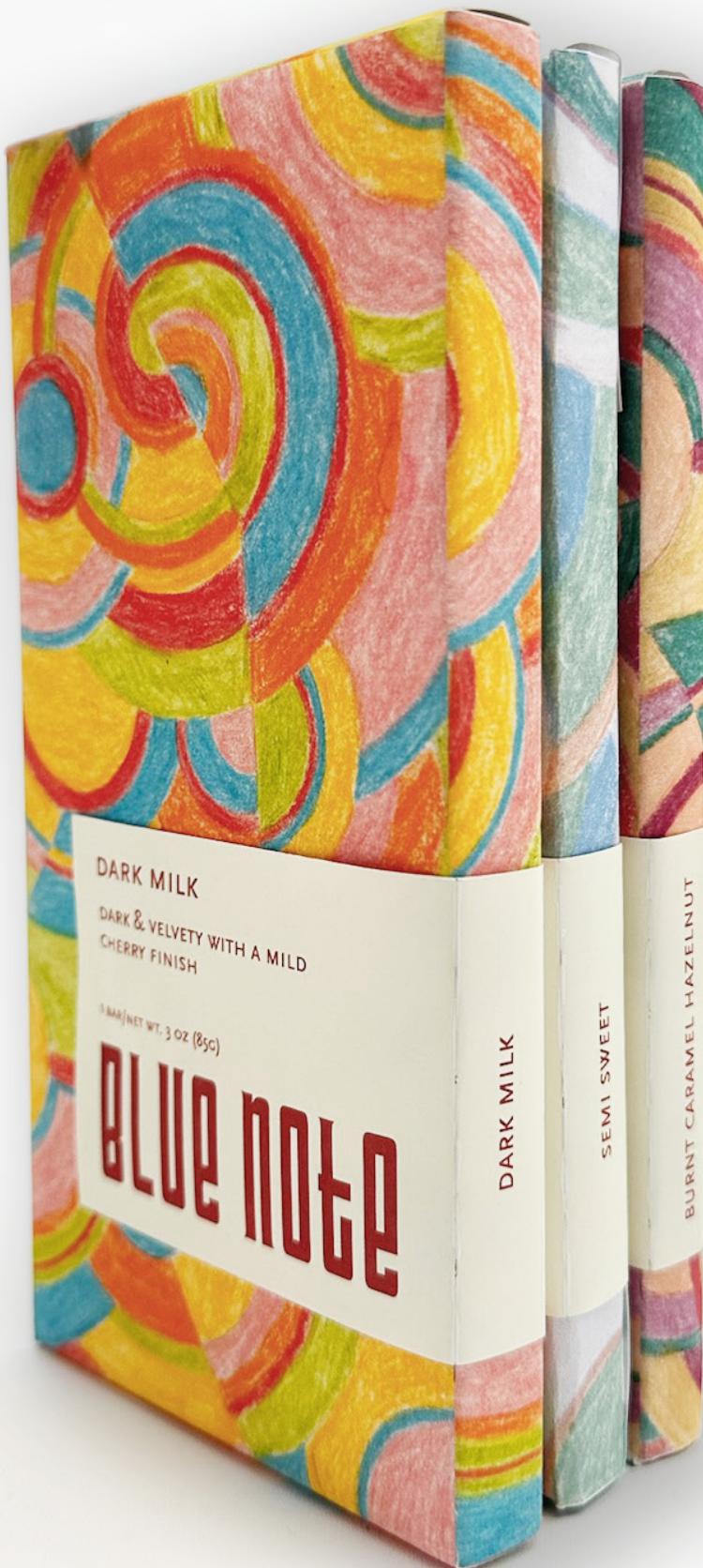






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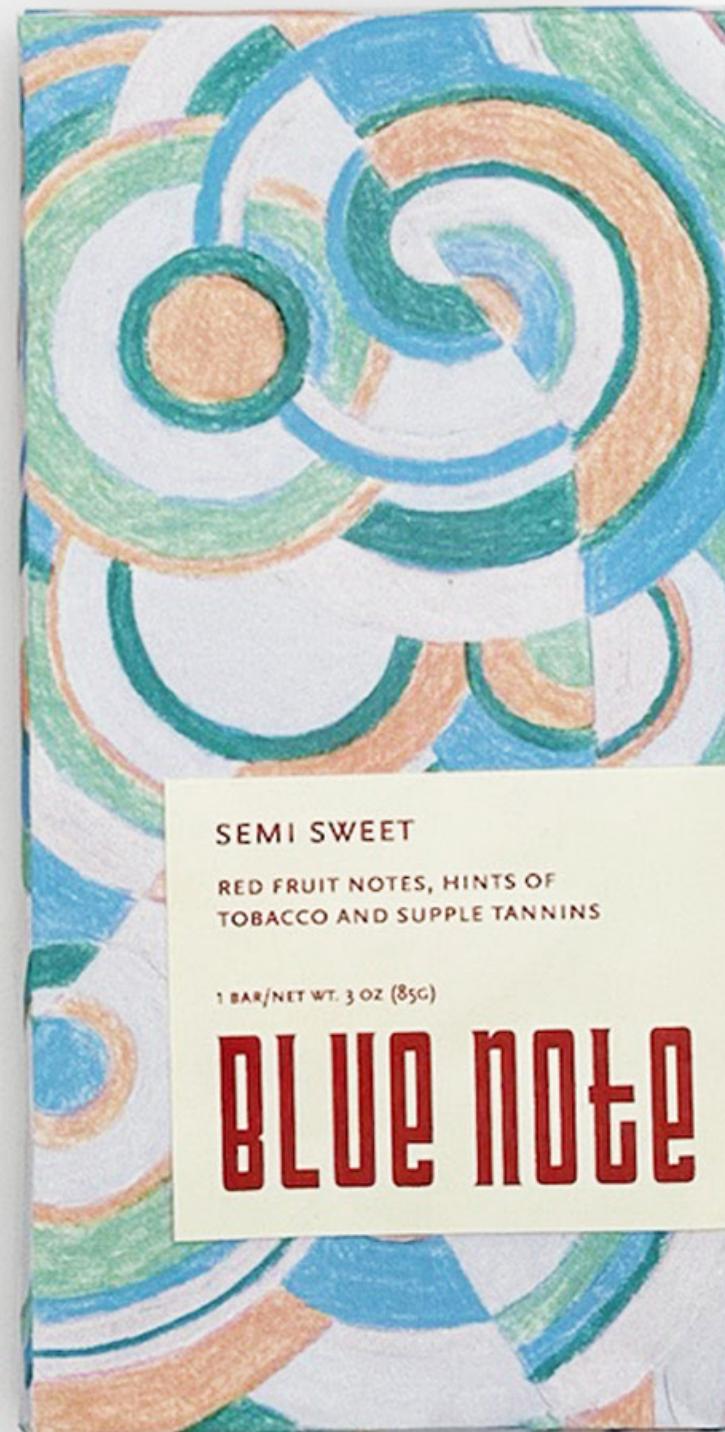
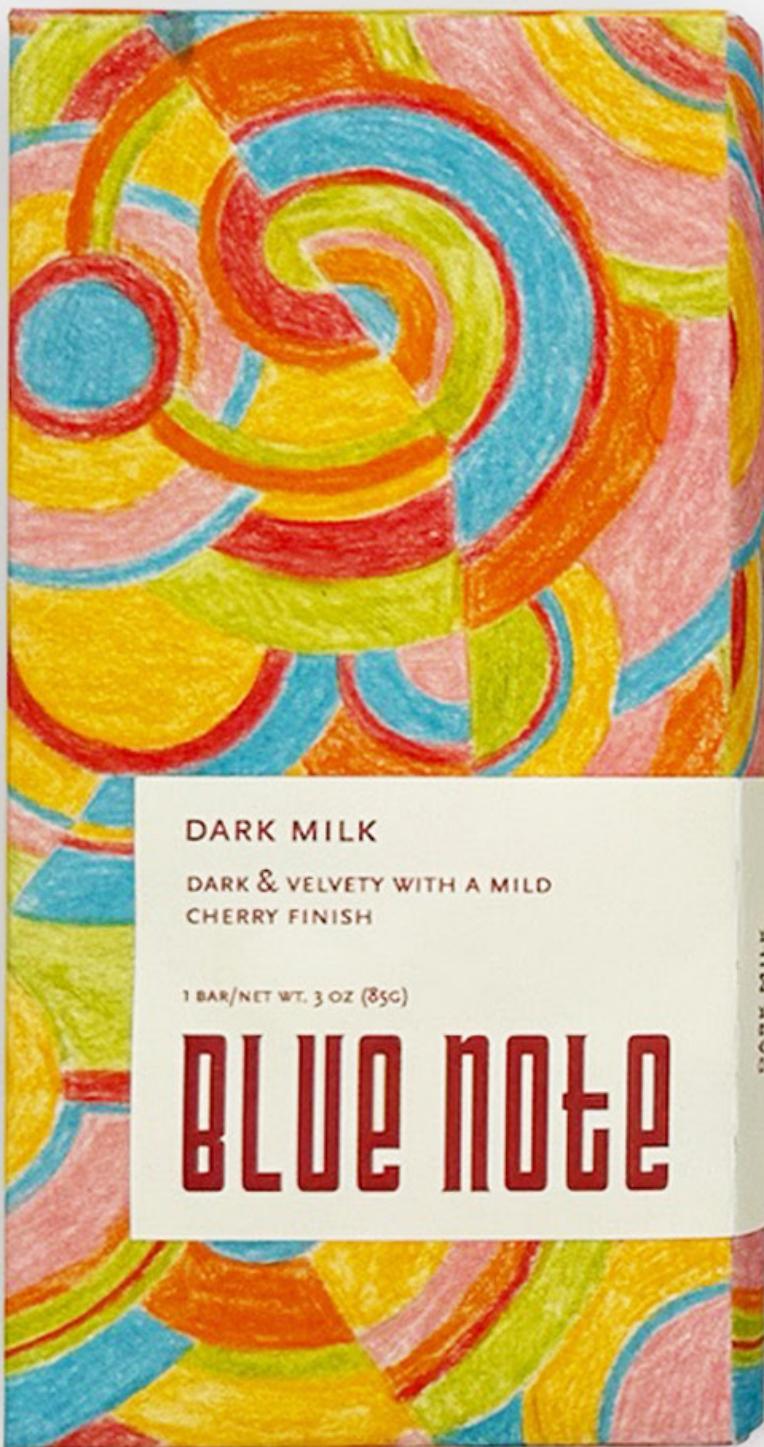




BLUE NOTE

PACKAGING DESIGN

Rebranded and redesigned the packaging system for Recchiuti Chocolate. Conducted research on the existing brand identity, followed by explorations and development of new concepts. Utilized Adobe Creative Cloud to create a cohesive packaging system that embodies the unique qualities and ethos of the brand.



DARK MILK

DARK & VELVETY WITH A MILD
CHERRY FINISH

1 BAR/NET WT. 3 OZ (85g)

BLUE note

SEMI SWEET

RED FRUIT NOTES, HINTS OF
TOBACCO AND SUPPLE TANNINS

1 BAR/NET WT. 3 OZ (85g)

BLUE note

BURNT CARAMEL HAZELNUT

DARK MILK CHOCOLATE WITH
BURNT CARAMEL, HAZELNUTS &
FLEUR DE SEL

1 BAR/NET WT. 3 OZ (85g)

BLUE note

DARK MILK

SEMI SWEET

BURNT CARAMEL HAZELNUT





BEEP BOP

BAR IDENTITY

Developed a conceptual brand identity for a bar inspired by the Lettrism art movement. Conducted research on Lettrism's core principles, including the deconstruction of language, abstract use of letters, and the fusion of text and visual art. BeepBop is a conceptual cocktail bar that draws from core principles of the Lettrism art movement: challenging traditional forms of writing, art, and language, and breaking away from established norms to create something new and more expressive.

beep
bop



beepbop
COCKTAIL BAR

beep
bop

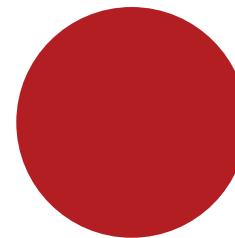
beep
bop



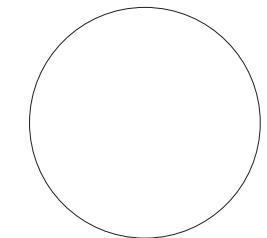
beepbop
COCKTAIL BAR

Primary Typeface
All Round Gothic Demi

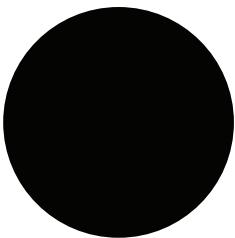
**The quick brown fox
jumps over the lazy dog.**
1 2 3 4 5 6 7 9 0



#B41F24



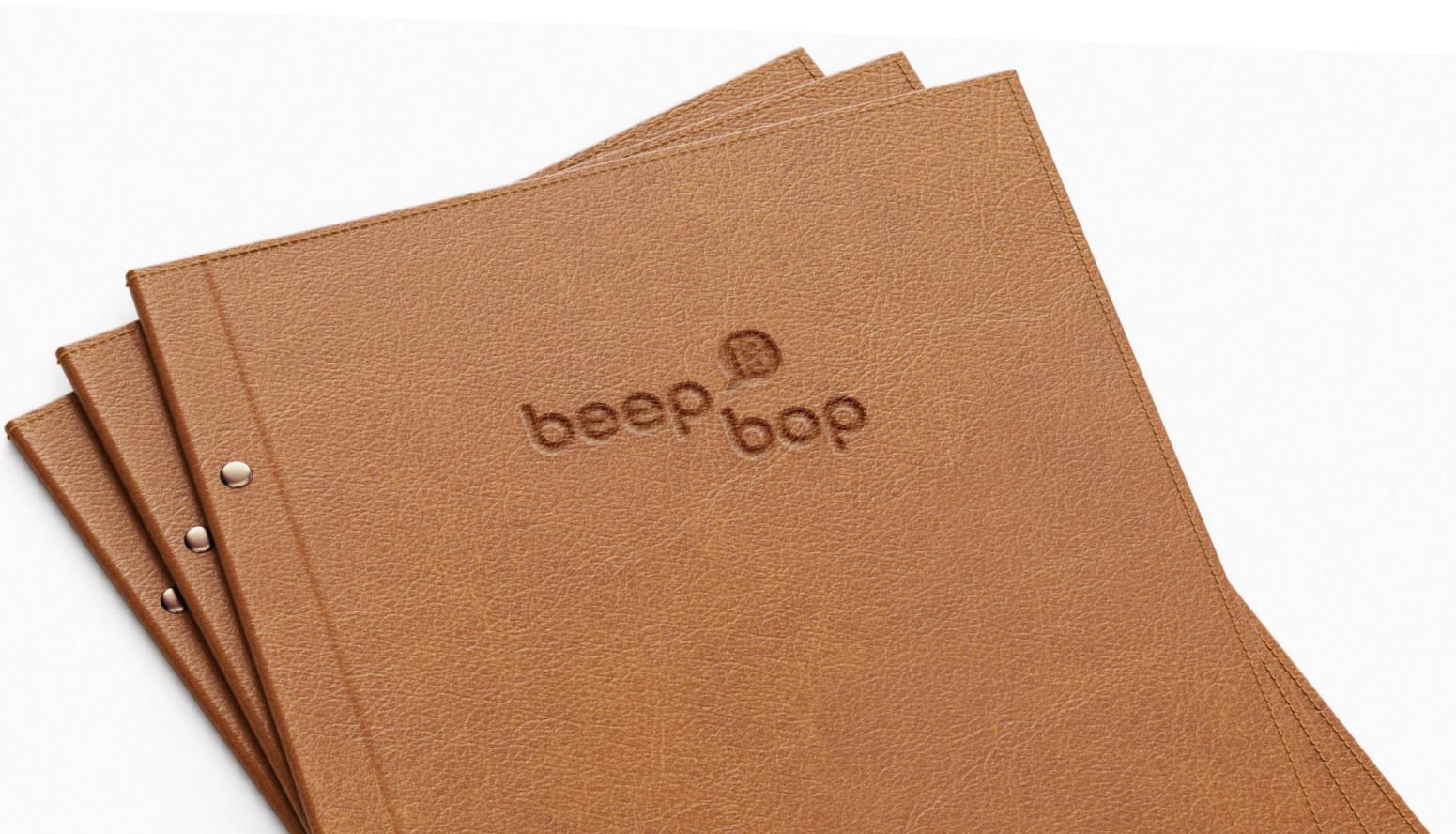
#FFFFFF



#000000

Secondary Typeface
All Round Gothic Book

**The quick brown fox
jumps over the lazy dog.**
1 2 3 4 5 6 7 8 9 0





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Thank you!

lanniej2004@gmail.com

206-651-0123