



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.

THE SONG OF ME RISING

MEN DON'T PROTECT YOU ANYMORE

Collaboration with the New York City AIDS Memorial.

**ALWAYS
SEX**

**Light as Touch:
Nighttime Poetry Projections**

Because her aim is to illuminate and reveal, she is different from the most.

The nation set out a 10-point plan to provide services to some 100,000 people in the next 12 years. It was a bold and ambitious goal, and it was one that the nation's leaders were determined to achieve. The plan was to provide services to people who were in need of help, and it was a plan that was designed to be a model for other nations to follow.

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Around the early 2000s, Foster stopped reading his own facts and started using the words of other people.

Around the early 2000s, Holzer stopped writing her own texts and started using the words of other people.



A close-up of a digital display showing the text "CHAOS IS HELL" repeated multiple times in a green, pixelated font. The display is part of a larger installation, with a red and white striped pattern visible on the right side.



Collaboration

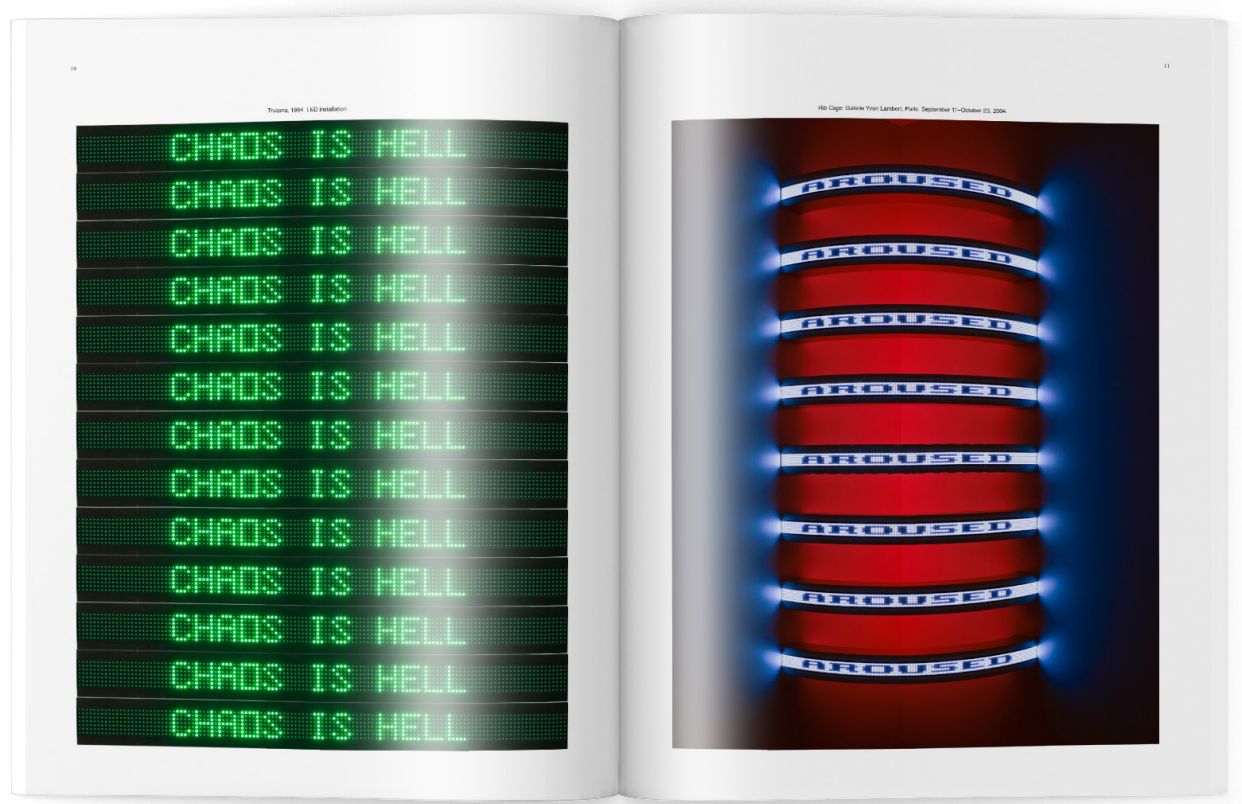
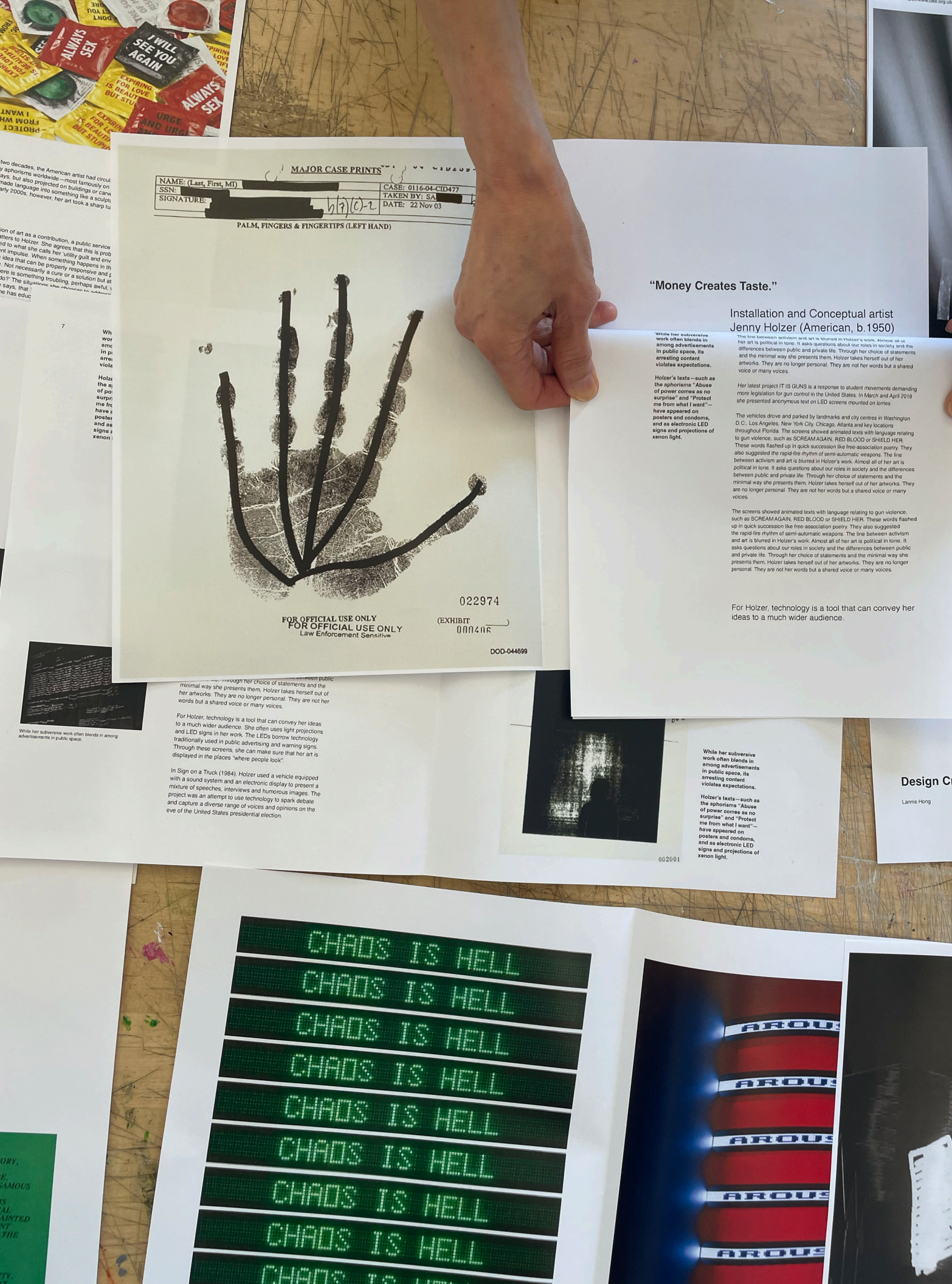
Education

SIE VERGESSEN,
HIER GIBT'S KEIN LEBEN!
HIER HERRSCHEN
ANDRE GESETZE
SCHWARZ AUF WEISS.

"Money Creates Taste."

Installation and Conceptual artist
Jenny Holzer (American, b. 1950)

[illegible]

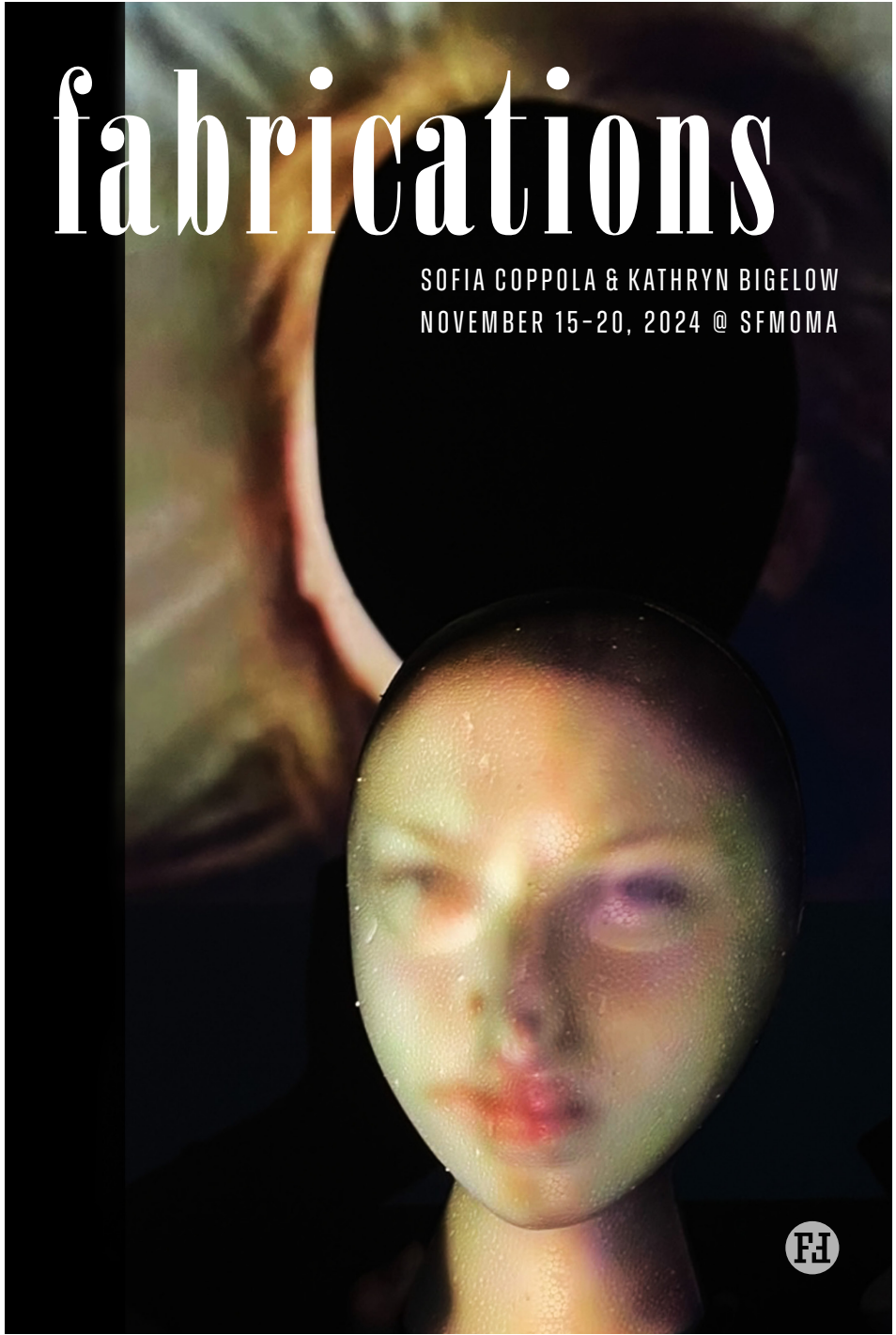


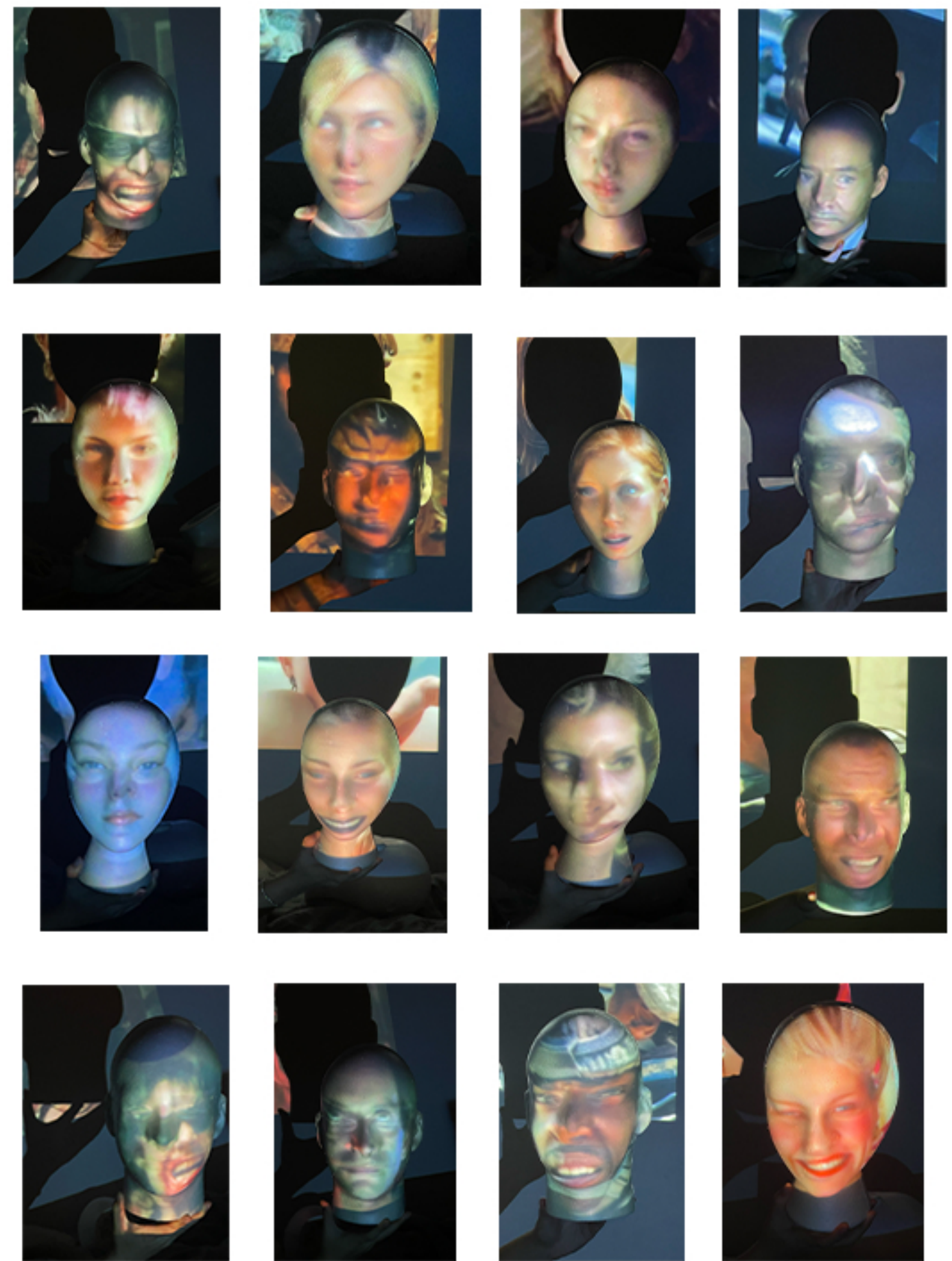


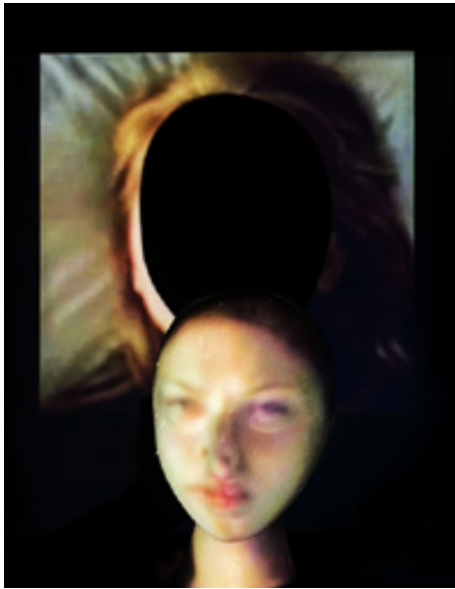
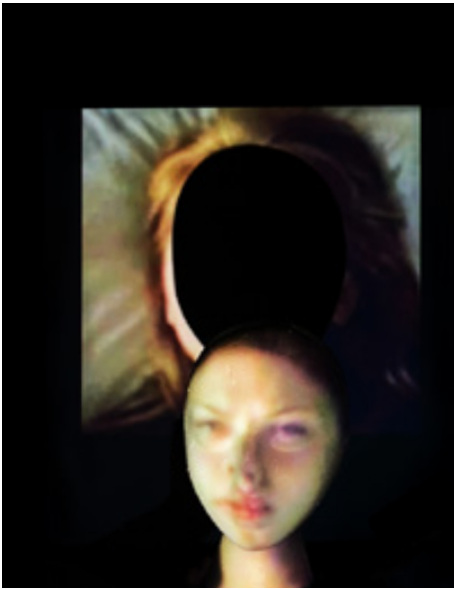
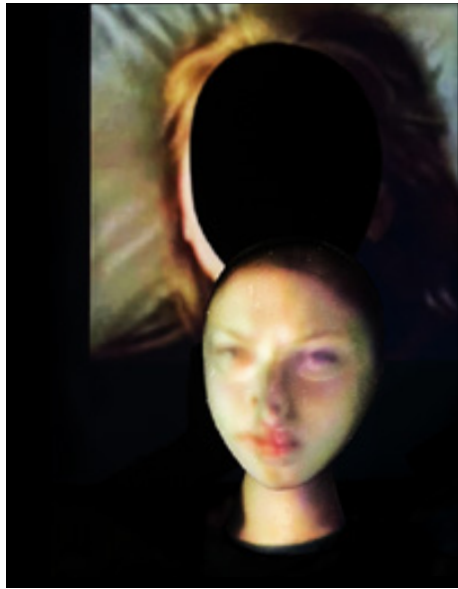
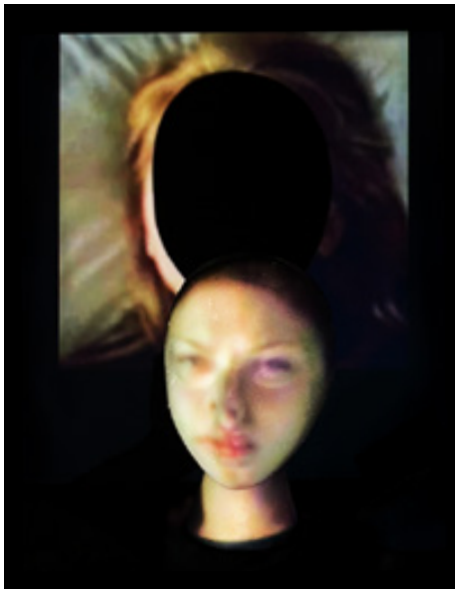
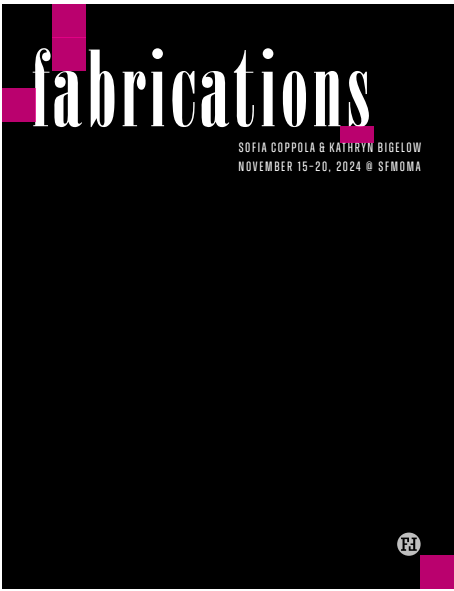
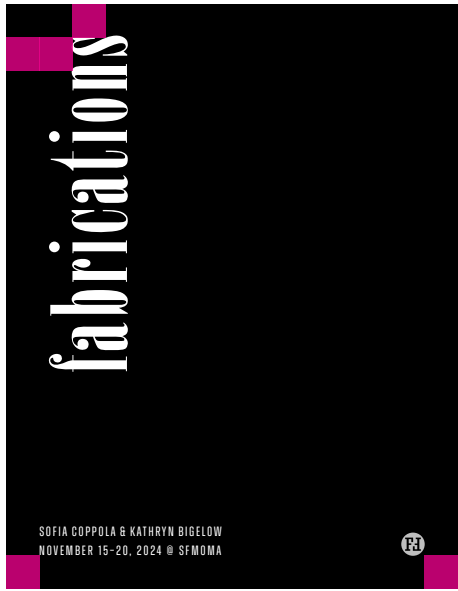
FABRICATIONS

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.







#4B6A61

80%

saturated

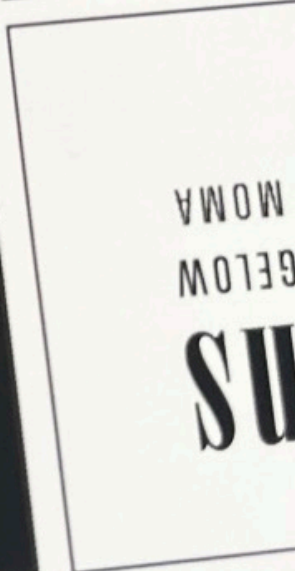
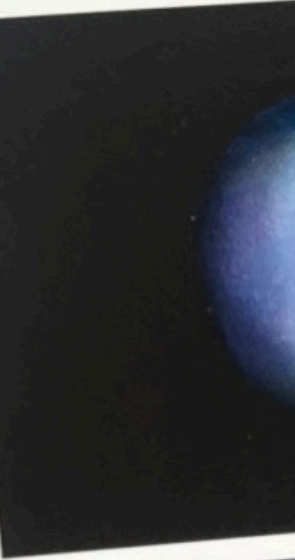
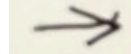
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saturated

#2F62D3

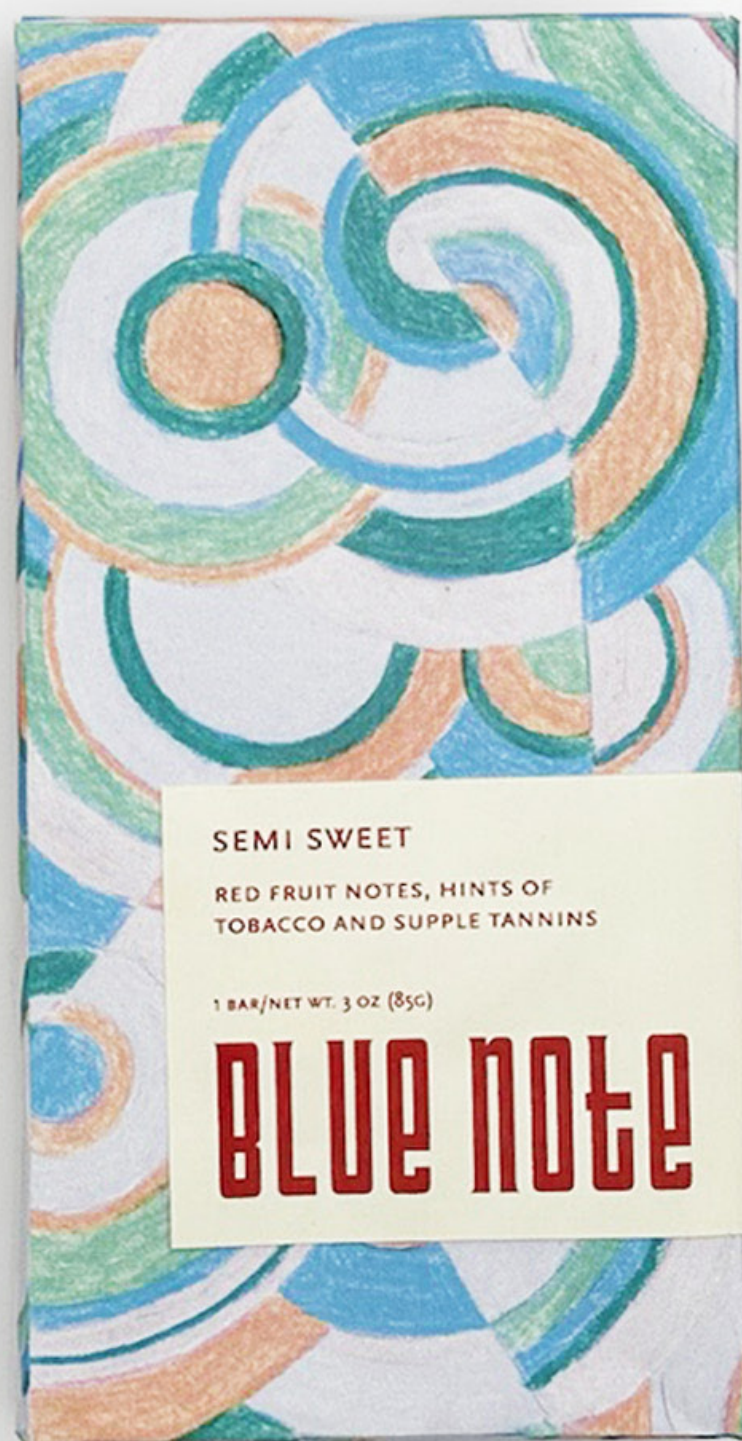
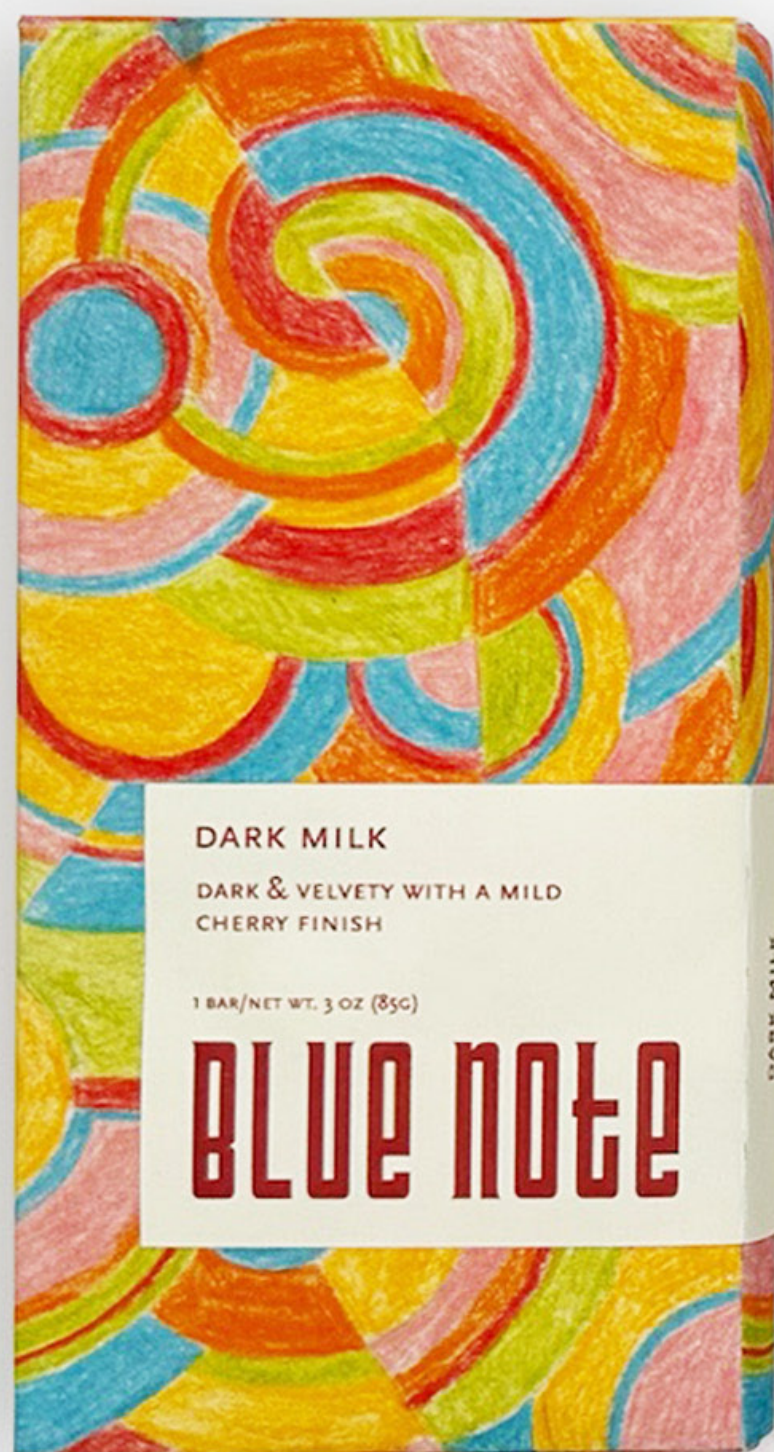




BLUE NOTE

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

DARK MILK

SEMI SWEET

RED FRUIT NOTES, HINTS OF
TOBACCO AND SUPPLE TANNINS

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

BLUE note

SEMI SWEET

BURNT CARAMEL HAZELNUT

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

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

BLUE note

BURNT CARAMEL HAZELNUT







BEEPBOP

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

beep  bop


beepbop
COCKTAIL BAR

beep  bop

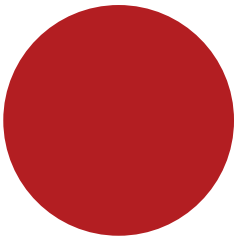
beepbop 
COCKTAIL BAR

Primary Typeface
All Round Gothic Demi

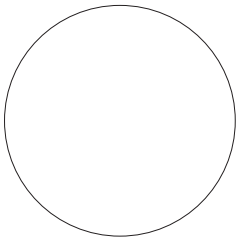
The quick brown fox
jumps over the lazy dog.
1 2 3 4 5 6 7 9 0

Seciondary Typeface
All Round Gothic Book

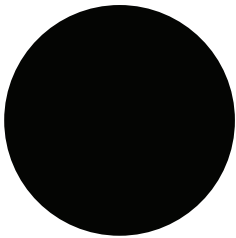
The quick brown fox
jumps over the lazy dog.
1 2 3 4 5 6 7 8 9 0



#B41F24



#FFFFFF



#000000







Thank you!

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