



PORT FOLIO

I AM A
DESIGNER

ABOUT ME

#02



JAICE IIM
GRAPHIC DESIGNER

EDUCATION

- SUS Academy

CONTACT INFO

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- +60127737713

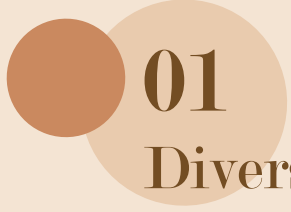
AWARDS

- DIVERSITIES - T-shirt Competition
organized by SUS Academy & Dominant Sport

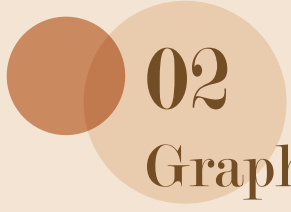
SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe Lightroom
- Adobe XD
- 3D MAX

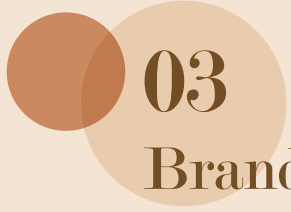
ABOUT ME



01
Diversities-
T-shirt Competition



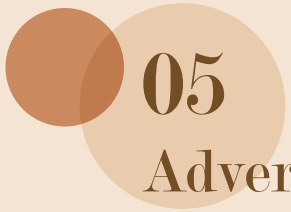
02
Graphic Design



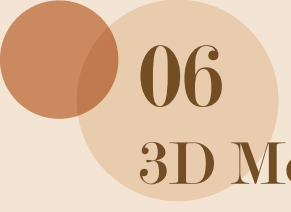
03
Branding



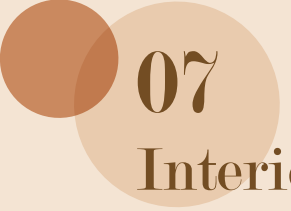
04
Packaging



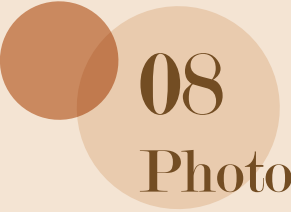
05
Advertising



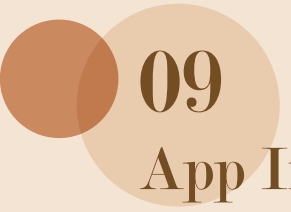
06
3D Modeling



07
Interior Design



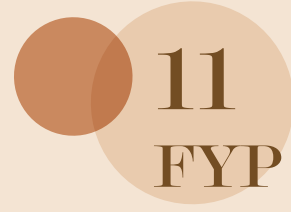
08
Photograpy



09
App Interface



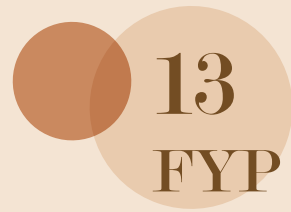
10
Final Year Project



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FYP Pattern



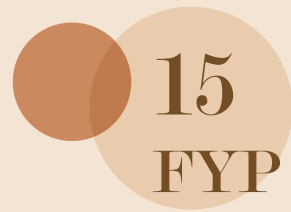
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FYP Product



13
FYP Lookbook



14
FYP Social Media Post



15
FYP App Interface

CONTENTS



DIVERSITIES - T-SHIRT COMPETITION

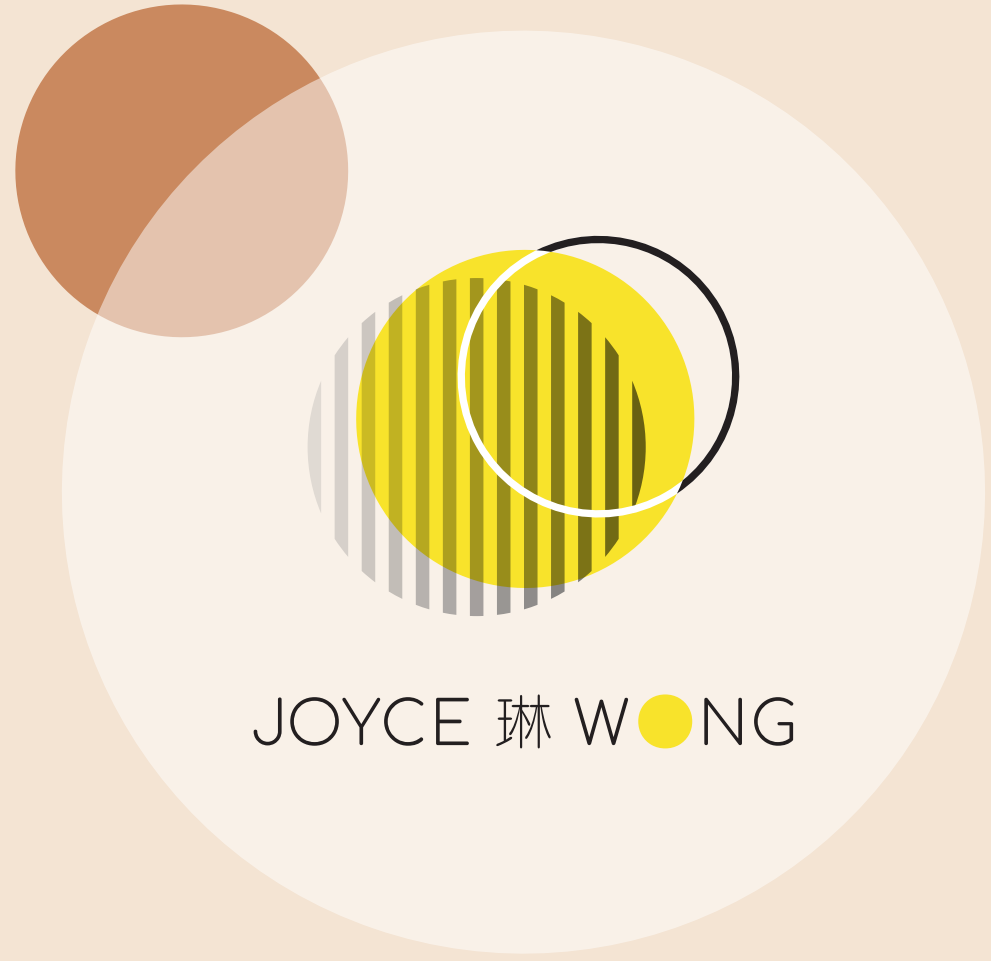
I used "make a wish" to express my thoughts on 2020.
The overall theme is because many bad things
happened around the world in 2020.
So make a wish that everyone will be safe
and happy in the coming 2021

02

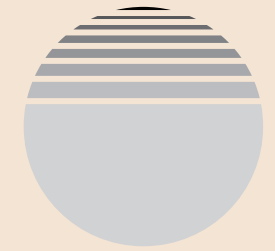
DIGITAL COLLAGE



GRAPHIC



This project is to help our customers design their own brand,
Design a cookbook, the content in the cookbook is about bedridden patients
can enjoy their meal with healthy portion.



Horizontal light
with shadow



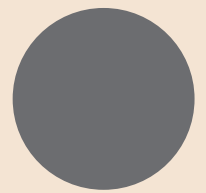
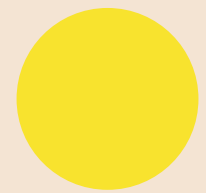
Lighting



Aperture



Gradation



LOGO&ICON

POSTCARD

03



BRAND STATIONERY

BRAND

03



MERCHANDISE

Kitchen gloves, Apron, Adult bib

BRAND

03

COOKBOOK



BRAND

03

SOCIAL
MEDIA



POST

BRAND



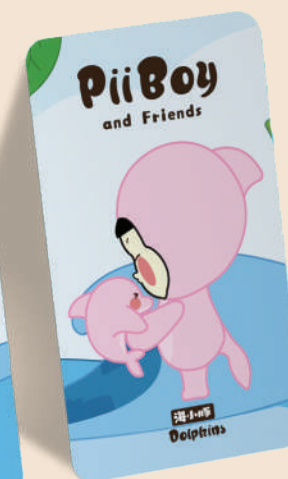
PiiBoy

LOGO&CONCEPT

The original concept named "Piiboy" after the image of a little kid. Sometimes he is naughty and active. However he is a warm and positive thinking boy.

-Lim Jaice, SuFei, Sean

03



MERCHANDISE

BRAND

03



PRODUCT EXHIBITION

BRAND

03



PIIBOY PACKAGING

BRAND

03

LOGO

Shop selling traditional Chinese tea
-Lim Jaice, Xinyi



古樹老茶行

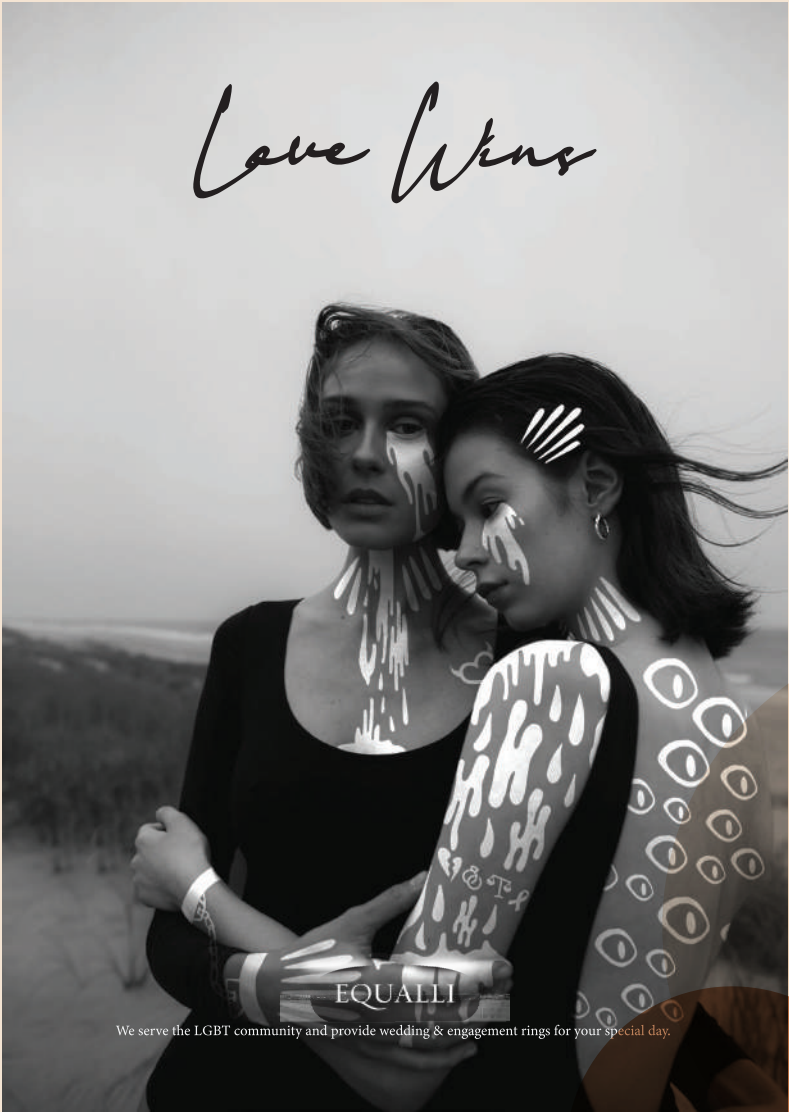
GU SHU LAO TEA HOUSE

BRAND



PACKAGING

Redesigning a brand of Japanese Genmaicha



ADVERTISING

Expresses the situation that two homosexuals face in this society nowadays.

夏日微风， 沁人心脾

Haagen-Dazs

Summer breeze flavors,
pleasant your
scents.



Häagen-Dazs

夏日微风， 沁人心脾

Haagen-Dazs

Summer breeze flavors,
pleasant your
scents.



Häagen-Dazs

夏日微风， 沁人心脾

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Summer breeze flavors,
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Häagen-Dazs

ADVERTISING

06

3D MODELING

Dogbird-Mini collection



MODELING

07



INTERIOR DESIGN

Young women's solitary house

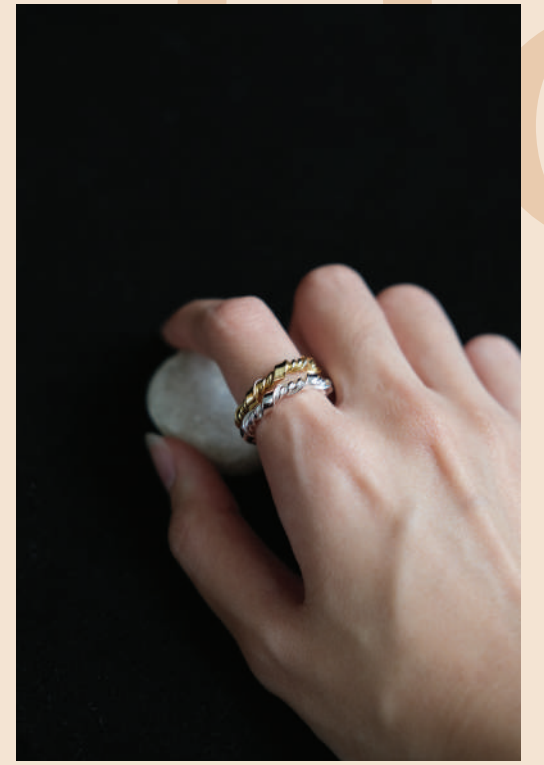
INTERIOR

PHOTOGRAPY

Malaysian nostalgic snacks

-Lim Jaice, Jiayu, WeiMing

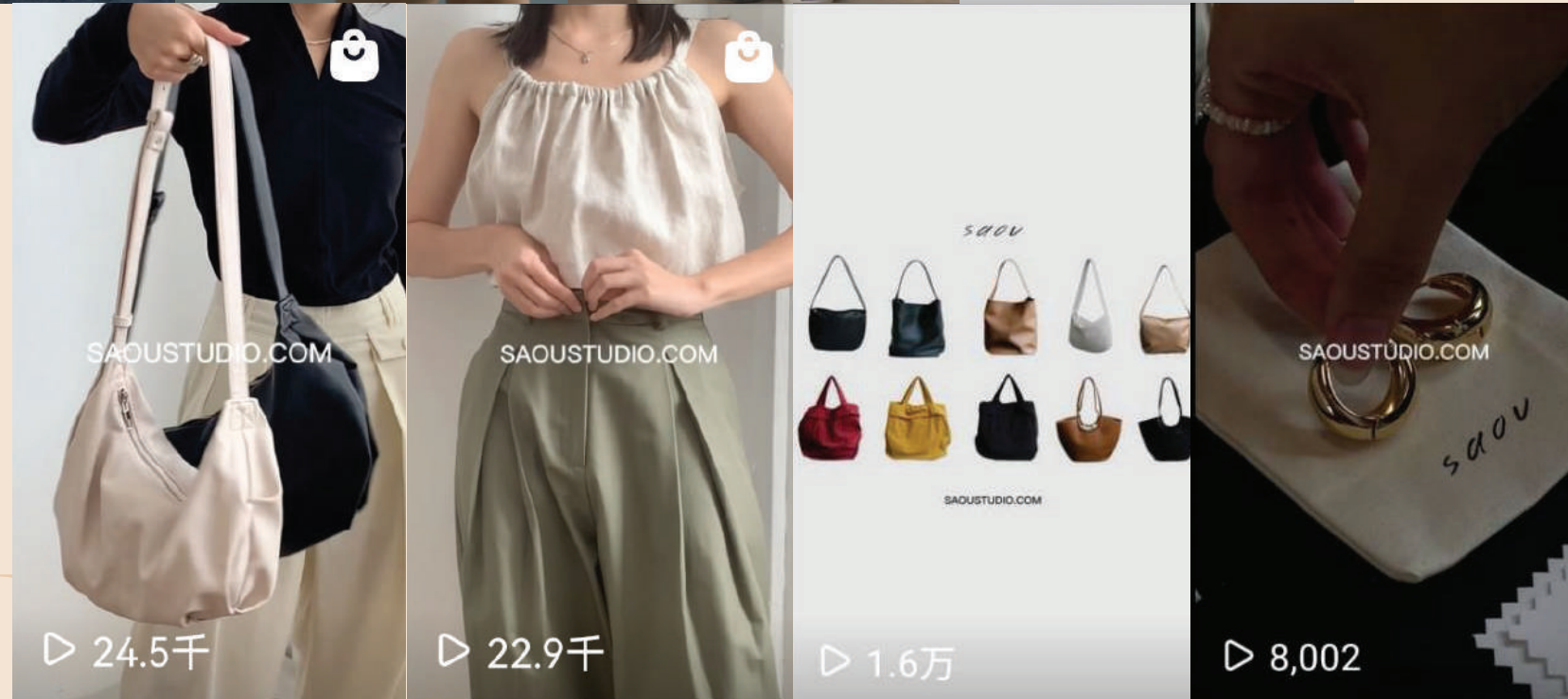






PHOTOGRAPHY

08



VIDEOGRAPHY

Social Media Post & IG Reels

09



APP



10

FINAL YEAR PROJECT

My brand mainly sells French retro
elegant style and embroidery.

FER

FYP

10

Jeune Fille
En Rose

Jeune Fille En Rose

J
F
ER

FYP LOGO

BRAND PATTERN

This is the pattern my brand will use.
This pattern can be either scattered or
combined to form a bouquet of roses.



TYPO PATTERN



FYP PATTERN

12



PRODUCT

13



LOOKBOOK





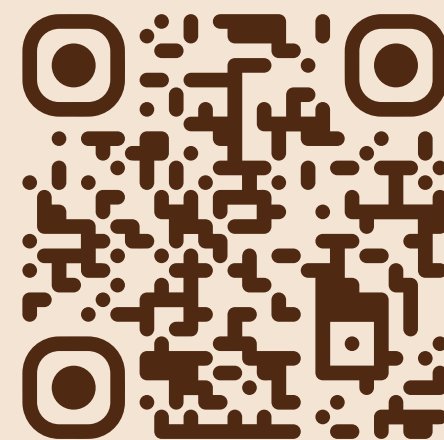
14

SOCIAL
MEDIA



POST

FYP



15

EYP APP

THANK YOU

Thank you