



Toronto, ON, Canada



[yisu.yu.design@gmail.com](mailto:yisu.yu.design@gmail.com)



(+1)647-866-4663



[yisuyu.com](http://yisuyu.com)

YISU  
YU | 一粟

Educator | Graphic Designer | Illustrator  
UI/UX Designer | Production Artist

ABOUT | 关于

*A dynamic and passionate designer and illustrator with eight years of invaluable work experience.*

I am a culture lover who came from an Asian background and who opted for the experience of a Western cultural adventure all by myself. It has been fascinating to observe how other cultures compare to my own, and how this experience has impacted both my point of view and helped shape my aesthetic sensibilities. These life experiences have played a key role in informing my design philosophy and challenging me to improve myself. I am now confident that take on new challenges and apply this knowledge to my next design role. I aim to leverage my creative and professional skills along with my optimistic outlook on life to help bridge the communication gap between consumers, culture, business and technology.



[@yisuyu](https://www.linkedin.com/company/yisuyu)



[www.behance.net/Yisu\\_Yu](https://www.behance.net/Yisu_Yu)



[@YisuDesign](https://www.pinterest.com/yisuyudesign)

## EXPERIENCE

2024–present OCAD University, Toronto, Canada

### Instructor of Package Design Course

Created & designed the course curriculum: lectures included Retail Merchandise, Brand & Package Design, Brand Block Differentiation, Design Brief, Design Quantitative & Qualitative Research, Structural Package Design, The Dieline & Electronic Assembly, Canadian Packaging Requirements Guide (Nutrition Facts Table, UPC, Bilingual Requirements, the Front-of-Package (FOP) Labelling, etc.), Printing Process (CMYK vs. Pantone), Ready for Release Production Artwork, etc.

Divided the course into Package Design knowledge-based lectures and collaborative studio teamwork environment

Created in-class discussions and activities for practicing critical thinking and building up the consumer-centred design philosophy

Provided feedback reports to each student's assignments to help them practice and improve their design skills

Learned from the students' different learning styles to understand their weaknesses and strengths, which helped me to adjust the course content to tailor their needs

Solved problems from students' learning obstacles inside and outside of the class, it aims to assist students in finding proper solutions and achieving their goals

2017–2022 Cvi Group Inc., Toronto, Canada

### Graphic Designer | Production Artist | Photographer

Worked with many reputable brands, such as Smucker's, Lactalis, Balderson, Galbani, President, Cashmere, The Keg, McCain, Yves, Nature's Recipe etc., focusing on brand & packaging design and finalize production artwork by following the brand guidelines

Other design duties included GS1 3Ds, Physical 3D Mockups, Proof Reading, Web Design, Social Media Posts, Editorial Design, POS, Sales-Sheets Design, Sales Kits, Store Displays, etc.

Took & edited photographs of products in the photoshoot studio

Outstanding team worker who collaborated on numerous award-winning brand & package design projects

Provided rapid solutions to client's requests, e.g. customized products that could only be sourced abroad

## NOTABLE EXPERIENCE

2024 OCAD University, Toronto, Canada

### Instructor of Package Design Course

One of my students' packaging design was named one of the winners of the [Trailblazer Awards 2024 RGD](#)

2019 PB & J, Smucker's and Raptors, Toronto, Canada

### Graphic Designer | Production Artist at Cvi. Group Inc.

Designed the limited edition package for Smucker's Jam and Jif Peanut Butter for celebrating the NBA Raptors Championship

2018–2019 Nature's Recipe, Smucker's, Toronto, Canada

### Graphic Designer at Cvi. Group Inc.

Designed the most-voted package design for Nature's Recipe dog food in the quantitative & qualitative research (focus group)

## EDUCATION

2022–2024 OCAD University, Toronto, Canada

### Postgraduate Certificate of Illustration

2014–2017 OCAD University, Toronto, Canada

### Bachelor of Graphic Design

2021 Brain Station | Juno College, Toronto, Canada

### Certificates of UI/UX Design

## 工作经历

2016–present Yisu Design

### Art Director | Graphic Designer | Illustrator

Communicated with different clients by using B2B or B2C strategic marketing skills

Quoted & outlined the entire project in detail to share transparent information with the clients

Managed & organized the project's timelines by phases from the beginning to complete the projects on time as proposed

Created & provided end-to-end design services, including initial conceptual ideations, design refinements, artwork productions, proofreading printer's printing samples, 3D

modelling render, live TikTok social media online shops, etc.

Created & generated concepts, ideas, promotion slogans and brand stories that were tailored for marketing purposes

Supervised & delivered design tasks to Junior designers and gave them feedback to meet clients' requirements by following the brand standards and ensuring brand consistency

Researched & designed UI/UX system by following the brand standards and analyzed results to provide multiple solutions

to refine user experience in low-fidelity (lo-fi) Prototyping and high-fidelity (hi-fi) Prototyping

Provided translation services from English to Mandarin and vice versa

### Clients and Roles

2024 Curated Leadership Inc., Toronto, Canada

### UX Designer | Website Designer

2023 DOC Copy and Print Service, Jinan, China

### Art Director | Illustrator

2023 Ji Mi Valley, Jinan, China

### Art Director | Senior Designer | Illustrator

2022–2023 GuoAo Chess Institution, Jinan, China

### Senior Designer | UI/UX Designer

## 有趣的设计经历

2023 DOC Copy and Print Service, Jinan, China

### Art Director | Illustrator

Worked as an Art Director who is in charge of the end-to-end service and managed a TikTok social media online live shop

2023 Ji Mi Valley, Jinan, China

### Art Director | Senior Designer | Illustrator

Managed, organized & supervised the outdoor photoshoots for advertising the Ji Mi Valley camping space with the children's group aged 6-11

## 学历

2009–2013 Jiang'Nan University, Wuxi, China

### Bachelor of Art Education

(with High School Teacher Certificate)

## VOLUNTEER | 志愿经历

2023 OCAD University, Toronto, Canada

### Committee Member

Participated in the candidate's presentations and provided feedback before they submitted their designs to PAC Global & Kellogg's Students Design Awards

Discussed with other committee members to decide the final submission to enter this awards

2016–2019 OCAD University, Toronto, Canada

### Guest Speaker

Shared my work experience in the packaging design class

2017 OCAD Health & Wellness Centre, Toronto, Canada

### Co-organizer of the Mental Illness Project

Organized group events

Created recipes, and taught cooking lessons as therapy for stress management and relief

2015–2016 Nuit Blanche, Toronto, Canada

### Art Assistant | Art Guide

Assisted Director X in building Project: Death of The Sun

Assisted artist JR in building Project: Inside Out Toronto

## ASSOCIATION | 协会

PAC Global | Member | Since 2024

## LANGUAGES | 语言

English: fluent

Mandarin: native

## GROUP AWARDS | 团体奖项

2021 PAC Global Awards

Robin Hood

Canadian Awards

All Purpose Organic Flour

Silver

2019 PAC Global Awards

Cashmere | Silver

Yves | Silver

Nature's Recipe | Silver

Jif Peanut Butter | Bronze

## INDIVIDUAL AWARDS | 个人奖项

2025 *The Sound of Music: Dou's Concert*

Applied Arts Illustration | Poster

2024 *Life Dichotomy: Start vs. End*

iJungle Illustration | Merit

2017 *Fading Culture: West • East*

2016 *La Famille*

Lyn Jamison Award | Winner

ADAA Awards | Semi-finalist

ADAA Awards | Semi-finalist

ADCC Awards | Merit

*Lush Bath Bomb*

ADCC Awards | Merit

## SKILLS | 技术

Illustrator

Figma/Sketch (UI/UX)

Photoshop

Procreate

InDesign

Drawing

Keynote

Painting

Power Point

For my portfolio, please go to [yisuyu.com](http://yisuyu.com)