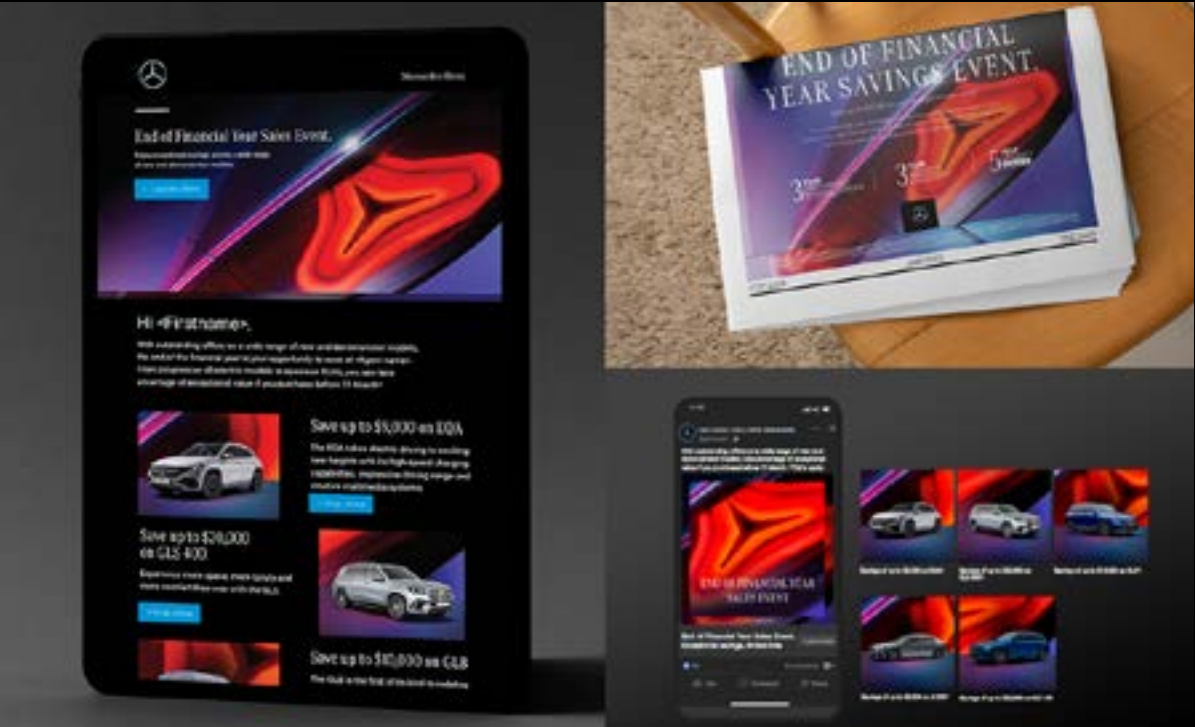


CAPABILITIES

CREATIVE

DESIGN

DECK



A YIBO LI IS
DESIGNER
AND A THINKER

[ABOUT]

With over 10 years of experience in leading roles at renowned agencies including teamX (Omnicom), Publicis Emil, and Leo Burnett, I am now seeking new opportunities. During my tenure as the lead designer at a dedicated Mercedes-Benz advertising agency for approximately 4 years, I've developed a strong passion for branding, design systems, and digital media. I excel in crafting distinct brands with unique personalities.

ABOUT

01 SKILLS

Graphic Design Principles
Brand Design (logo, typography)
Brand System/Guidelines
UI & UX Design
Art Direction
Presentation Design
Integrated Marketing

02 SOFTWARES

Adobe Photoshop
Adobe Indesign
Adobe Illustration
Adobe Premire
Sketch (Website, eDM)
Figma (UI Prototype)
Microsoft Apps

03 LANGUAGES

English
Chinese/Mandarin

04 EDUCATIONS

RMIT
Brand Experience

Henan University
Bachelor of Visual Communication

05 EXPERIENCES

NIODESIGN STUDIO
Founder / Creative Director | Melbourne
June 2024 - Present (Ongoing)

TEAM X | CLEMENGER GROUP
Senior Designer | Melbourne
January 2021 - Feb 2024 (2 years+)

EMIL | PUBLICIS
Integrated Designer | Melbourne
May 2019 - December 2020 (1 year 7 months)

LEO BURNETT | PUBLICIS
Senior Digital Designer/Creative | Melbourne
February 2018 - May 2019 (1 year 4 months)

NOISY BEAST
Senior Designer | Melbourne
December 2015 - January 2018 (2 years+)
Melbourne

ISOBAR (CHINA) | DENTSU GROUP
Senior Digital Art Director | Shanghai
December 2013 - August 2015 (3 years+)

MRM WORLDWIDE | MCCANN
Digital Art Director | Shanghai
April 2010 - May 2012 (2 years+)

...

06 HIGHLIGHT STRENGTHS

AUTOMOTIVE EXPERTISE

Having worked with prestigious automotive brands such as Mercedes-Benz, I possess a deep understanding of automotive design principles and brand requirements.

BRANDING & VISUAL IDENTITY

Specializing in brand development, I excel in creating cohesive visual identities, including logos, brand guidelines, and key brand assets, that resonate with target audiences.

DIGITAL | UI | UX DESIGN

With a keen eye for digital aesthetics, I craft intuitive website layouts and engaging mobile app interfaces that elevate the user experience and reinforce brand identity across digital platforms.

MARKETING COLLATERAL

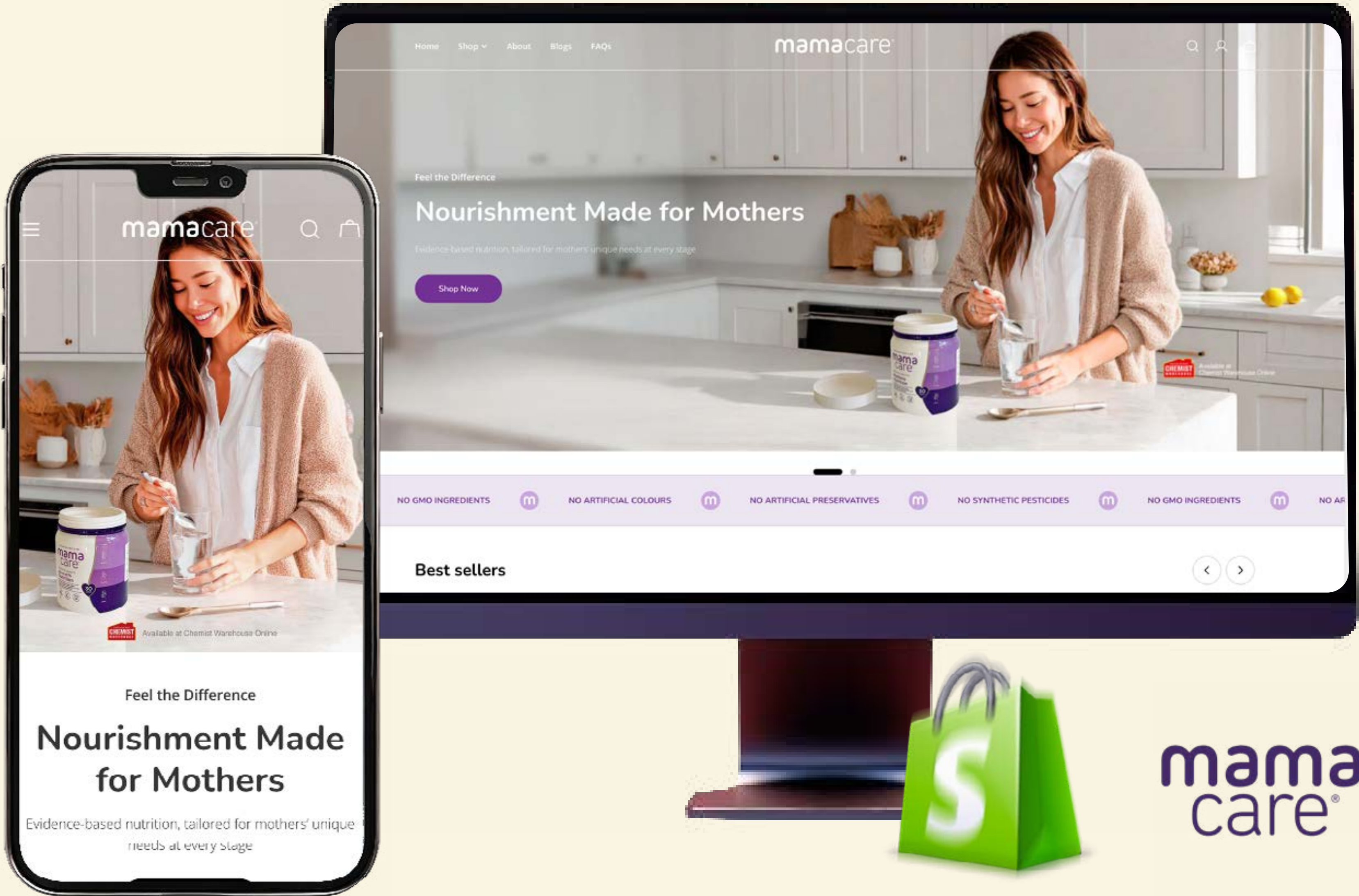
From eye-catching brochures to impactful social media graphics, I have a proven track record of producing compelling marketing collateral that drives engagement and reinforces brand messaging.

WE DESIGN E-COMMERCE EXPERIENCES THAT COMBINE USABILITY WITH STORYTELLING. FROM UX TO CREATIVE DIRECTION, NIODESIGN STUDIO BUILDS RESPONSIVE SHOPIFY STORES THAT ARE FUNCTIONAL, MEMORABLE, AND BUILT TO GROW.

E-STORE

MAMACARE

WE PARTNERED WITH MAMACARE TO CREATE THEIR SHOPIFY WEBSITE, LEADING EVERYTHING FROM UX TO UI AND CREATIVE DIRECTION. WE DESIGNED A CLEAN, RESPONSIVE PLATFORM THAT HIGHLIGHTS MAMACARE'S EVIDENCE-BASED NUTRITION WITH WARMTH AND CLARITY. THE RESULT IS A USER-FRIENDLY EXPERIENCE THAT BUILDS TRUST, REFLECTS THE BRAND'S VALUES, AND DRIVES ONLINE SALES.



[CLIENT]
Mamacare

[PROJECT]
Online Store Design

[WEBSITE]
www.mamacare.com.au

[YEAR]
2024

MAMACARE

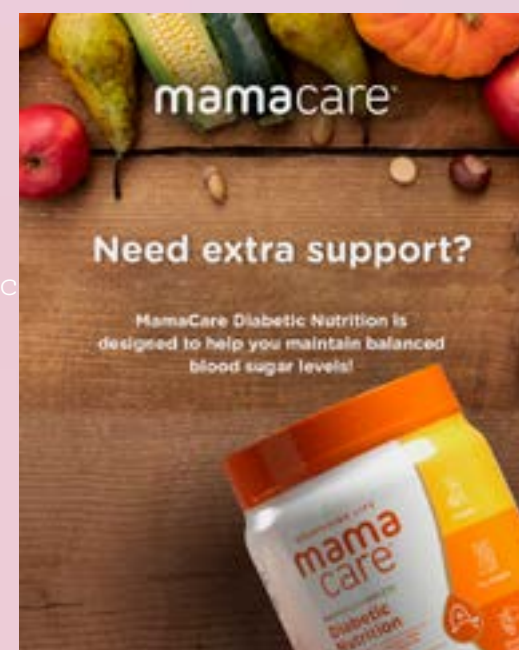
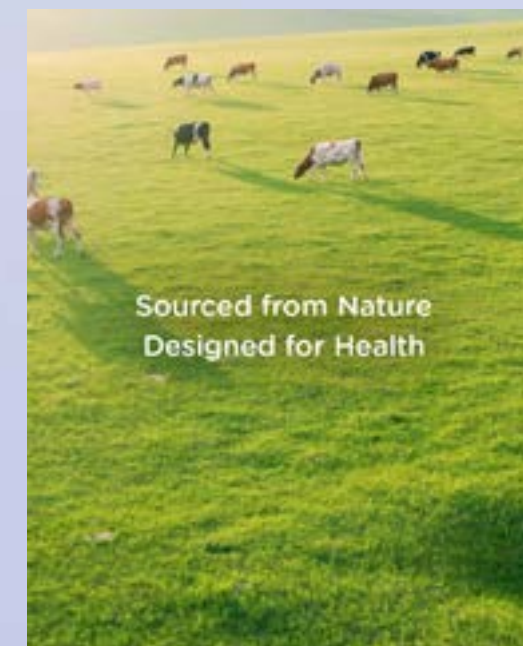
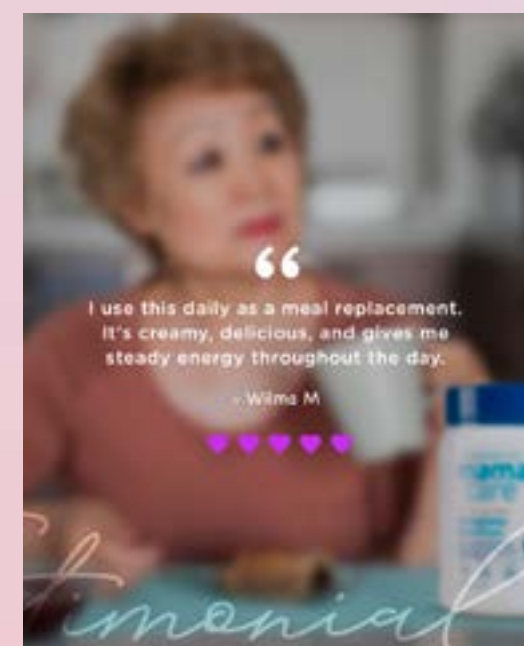
AT NIODESIGN STUDIO, WE CREATE SOCIAL MEDIA CONTENT FOR MAMACARE THAT IS WARM, TRUSTWORTHY, AND ALIGNED WITH THEIR FOCUS ON MOTHERS' HEALTH. FROM CAMPAIGNS TO EDUCATIONAL POSTS AND PROMOS, WE DELIVER CONSISTENT VISUALS AND MESSAGING THAT STRENGTHEN BRAND VOICE, BUILD AWARENESS, AND DRIVE ENGAGEMENT.

[CLIENT]
Mamacare

[PROJECT]
Online Store Design

[WEBSITE]
www.mamacare.com.au

[YEAR]
2024



ARRACARE

AT NIODESIGN STUDIO, WE PARTNERED WITH ARRACARE TO BUILD THEIR SHOPIFY WEBSITE, LEADING EVERYTHING FROM UX TO UI DESIGN AND CREATIVE EXECUTION. WE CRAFTED A CLEAN, RESPONSIVE PLATFORM TO SHOWCASE ARRACARE'S SCIENCE-BACKED HAIRCARE RANGE, BALANCING CLARITY AND ELEGANCE. THE SITE REFLECTS THE BRAND'S VALUES OF CARE AND EFFECTIVENESS, WHILE SUPPORTING GROWTH AND CUSTOMER TRUST.

[CLIENT]
Arracare

[PROJECT]
Shopify Online Store

[WEBSITE]
www.arracare.com

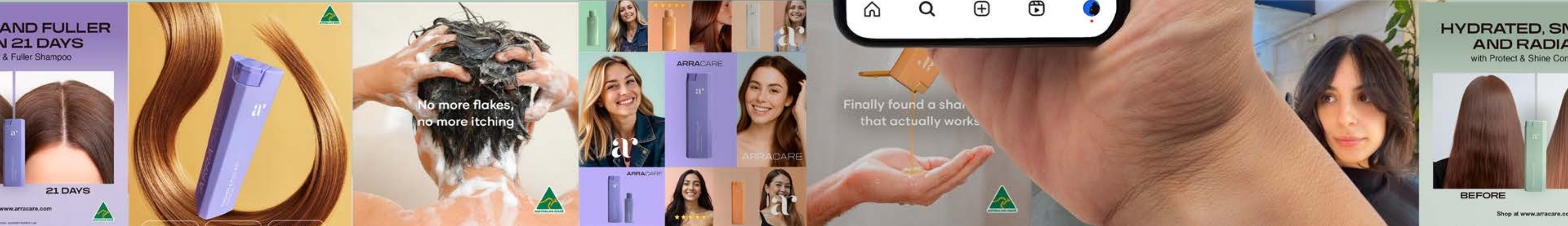
[YEAR]
2024



ARRACARE

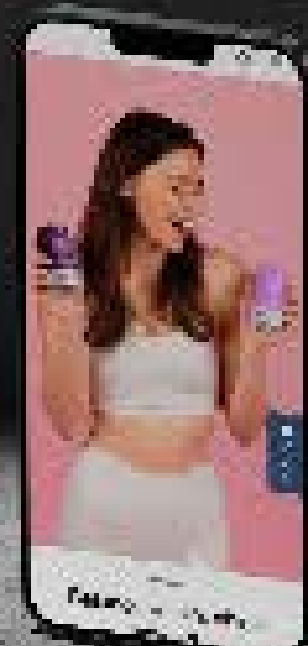
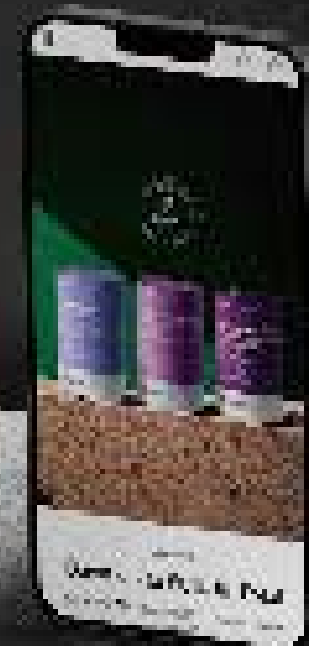
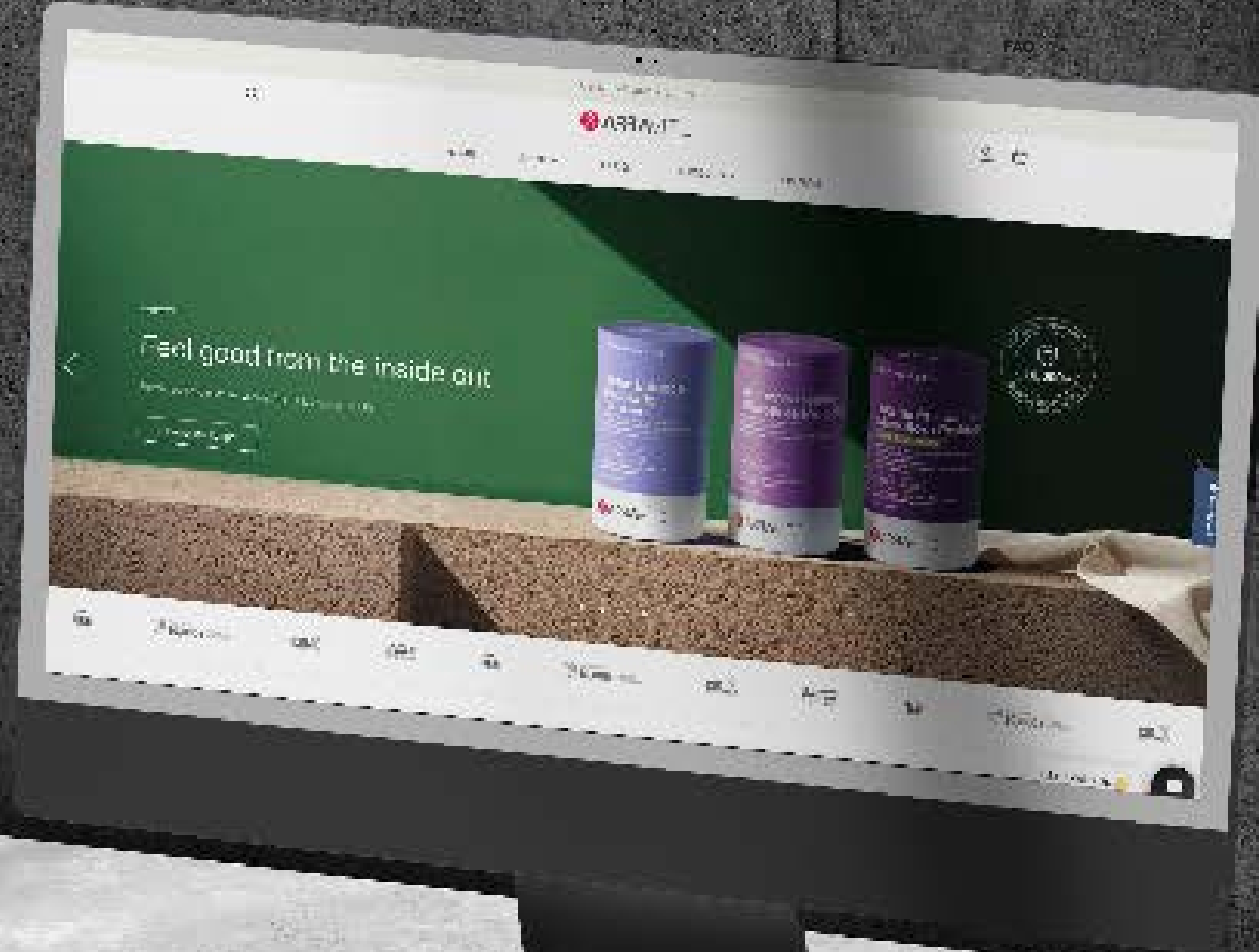
NIODESIGN STUDIO DEVELOPED ARRACARE'S SHOPIFY WEBSITE, COVERING UX, UI, AND CREATIVE DIRECTION. WE BUILT A SLEEK, INTUITIVE E-COMMERCE PLATFORM THAT COMMUNICATES ARRACARE'S EXPERTISE IN HAIRCARE, COMBINING CLARITY WITH A MODERN DESIGN AESTHETIC. THE RESULT IS A USER-FRIENDLY SITE THAT BUILDS TRUST AND DRIVES CONVERSION.

[CLIENT]	[PROJECT]
Arracare	Shopify Online Store
[WEBSITE]	[YEAR]
www.arracare.com	2024





WE DEVELOPED ARRAVITE'S SHOPIFY WEBSITE, COVERING UX, UI, AND CREATIVE DIRECTION. WE BUILT A SLEEK, INTUITIVE E-COMMERCE PLATFORM THAT COMMUNICATES ARRAVITE'S EXPERTISE IN PROBIOTICS AND SUPPLEMENTS, COMBINING CLARITY WITH A MODERN DESIGN AESTHETIC. THE RESULT IS A USER-FRIENDLY SITE THAT BUILDS TRUST AND DRIVES CONVERSION.



[CLIENT]
Arravite

[PROJECT]
Shopify Online Store

[WEBSITE]
www.arravite.com

[YEAR]
2025

ARRAVITE

FOR ARRAVITE, WE CREATE SOCIAL CONTENT THAT SIMPLIFIES COMPLEX HEALTH CONCEPTS INTO ENGAGING, EASY-TO-DIGEST VISUALS. OUR WORK SPANS PRODUCT CAMPAIGNS, EDUCATIONAL POSTS, AND PROMOTIONAL ASSETS, ENSURING A CONSISTENT BRAND PRESENCE THAT RESONATES WITH HEALTH-CONSCIOUS AUDIENCES AND BUILDS LOYALTY.



WE HELP BRANDS LAUNCH CAMPAIGNS THAT ARE FAST, ON-BRAND, AND BUILT TO CONVERT. FROM SEASONAL PROMOS TO LARGE ACTIVATIONS, NIODESIGN STUDIO DELIVERS AGILE CREATIVE SYSTEMS THAT CAPTURE ATTENTION AND DRIVE RESULTS.

RETAIL CAMPAIGN



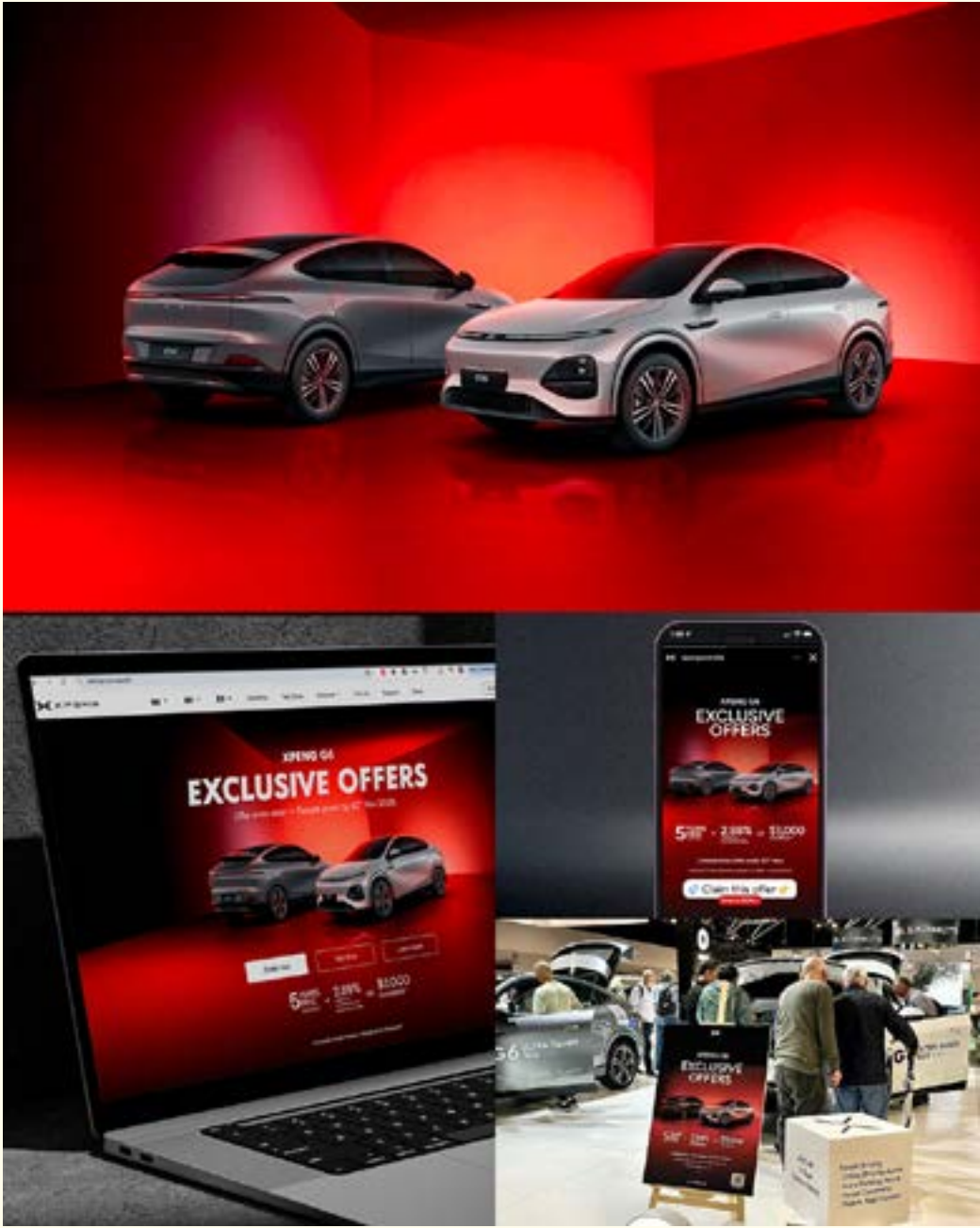
XPENG

XPENG AU RETAIL CAMPAIGN

THE OBJECTIVE WAS TO ASSIST RETAILERS IN PROMOTING COMPACT VEHICLES, ENABLING CUSTOMERS TO EXPERIENCE LUXURY AT AFFORDABLE PRICES. AS THE LEAD CREATIVE AND DESIGNER, I SPEARHEADED THE PROJECT FROM CONCEPTUALIZATION TO IMPLEMENTATION ACROSS ALL TOUCHPOINTS.



XPENG G6 - Sydney Airport Test-Drive Activation



XPENG G6 - Offer-Focused Retail Campaign



XPENG G6 - Christmas Extended Offer Campaign



XPENG G6 - High-Conversion Retail Video & Social Kit

[CLIENT]

XPENG AU

[PROJECT]

Retail Campaign

[WEBSITE]

xpeng.com.au

[YEAR]

2021-2024



ZEEKR

ZEEKR

WE HELP ZEEKR CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Zeekr AU & NZ

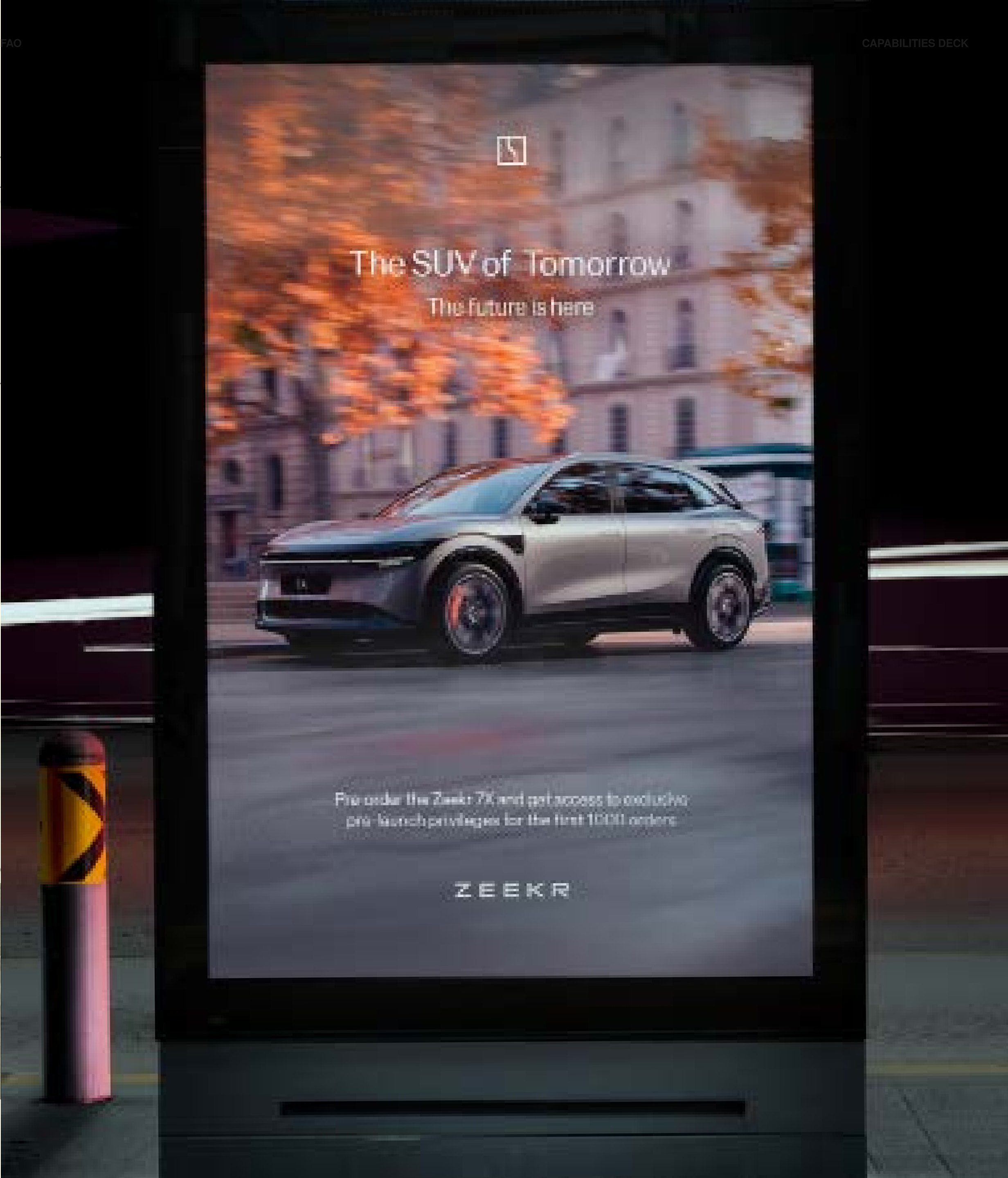
[WEBSITE]
www.zeekrlife.com

[PROJECT]
Social Contents

[YEAR]
2025

01

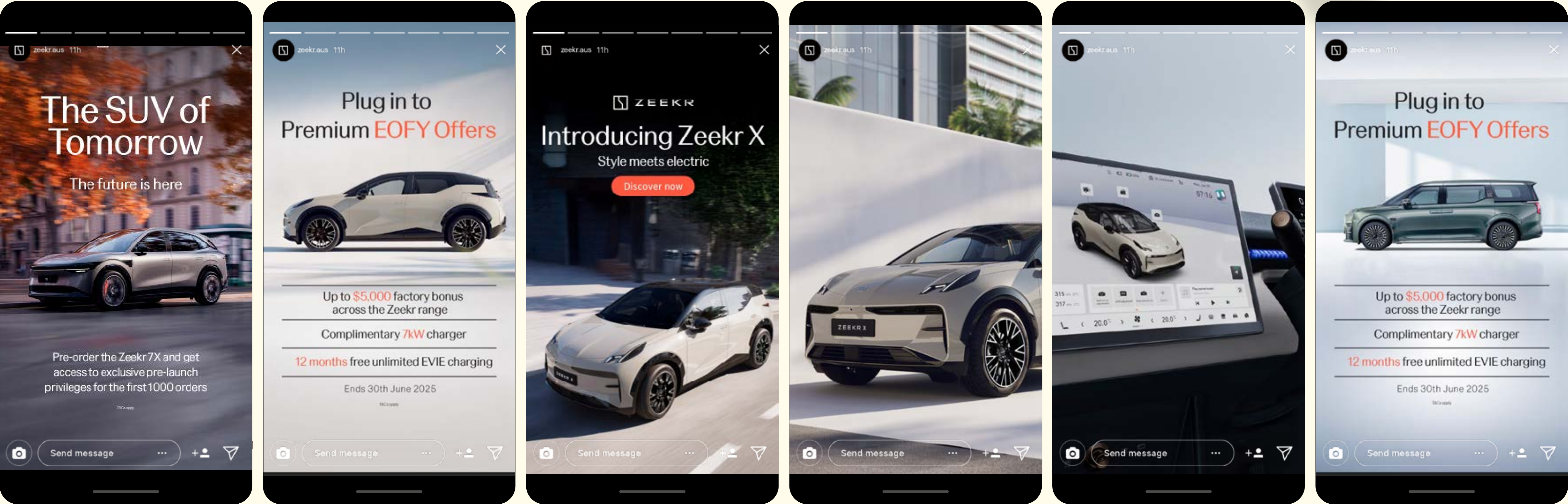
OOH



SOCIAL STORIES



02



WE HELP ZEEKR CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Zeekr AU & NZ

[PROJECT]
Social Contents

[WEBSITE]
www.zeekrlife.com

[YEAR]
2025



MERCEBENZ

MERCEDES-BENZ RETAIL CAMPAIGN

THE OBJECTIVE WAS TO ASSIST RETAILERS IN PROMOTING COMPACT VEHICLES, ENABLING CUSTOMERS TO EXPERIENCE LUXURY AT AFFORDABLE PRICES. AS THE LEAD CREATIVE AND DESIGNER, I SPEARHEADED THE PROJECT FROM CONCEPTUALIZATION TO IMPLEMENTATION ACROSS ALL TOUCHPOINTS.



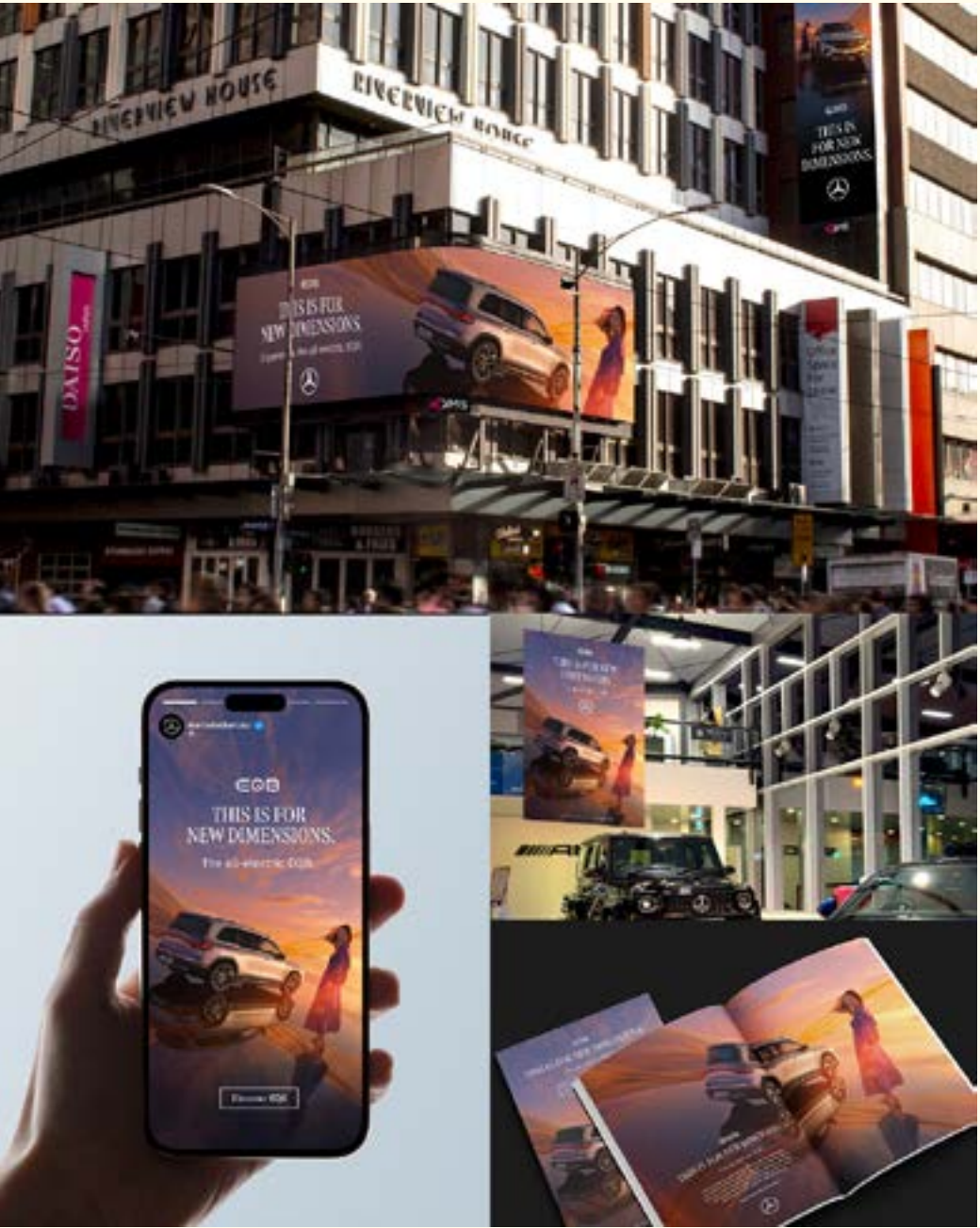
Mercedes-Benz EQS | Brand-Led Launch Campaign (OOH · Digital · Print)



Mercedes-Benz NZ | EOFY 2024 Retail Sales Campaign



Mercedes-Benz Compact Range | Retail Offer Campaign Rollout



Mercedes-Benz EQB | Launch & Retail Campaign Rollout

[CLIENT]	[PROJECT]
Mercedes-Benz	Retail Campaign
[WEBSITE]	[YEAR]
mercedes-benz.com.au	2021-2024

01

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

[ABOUT]
We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

[YEAR]
2019-2022

[WEBSITE]
www.mercedes-benz.com.au

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.



ALL NEW GLC SUV LAUNCH | VIC



ALL NEW GLC SUV LAUNCH | NSW



EQE SUV LAUNCH | VIC



AMG CAMPAIGN | VIC



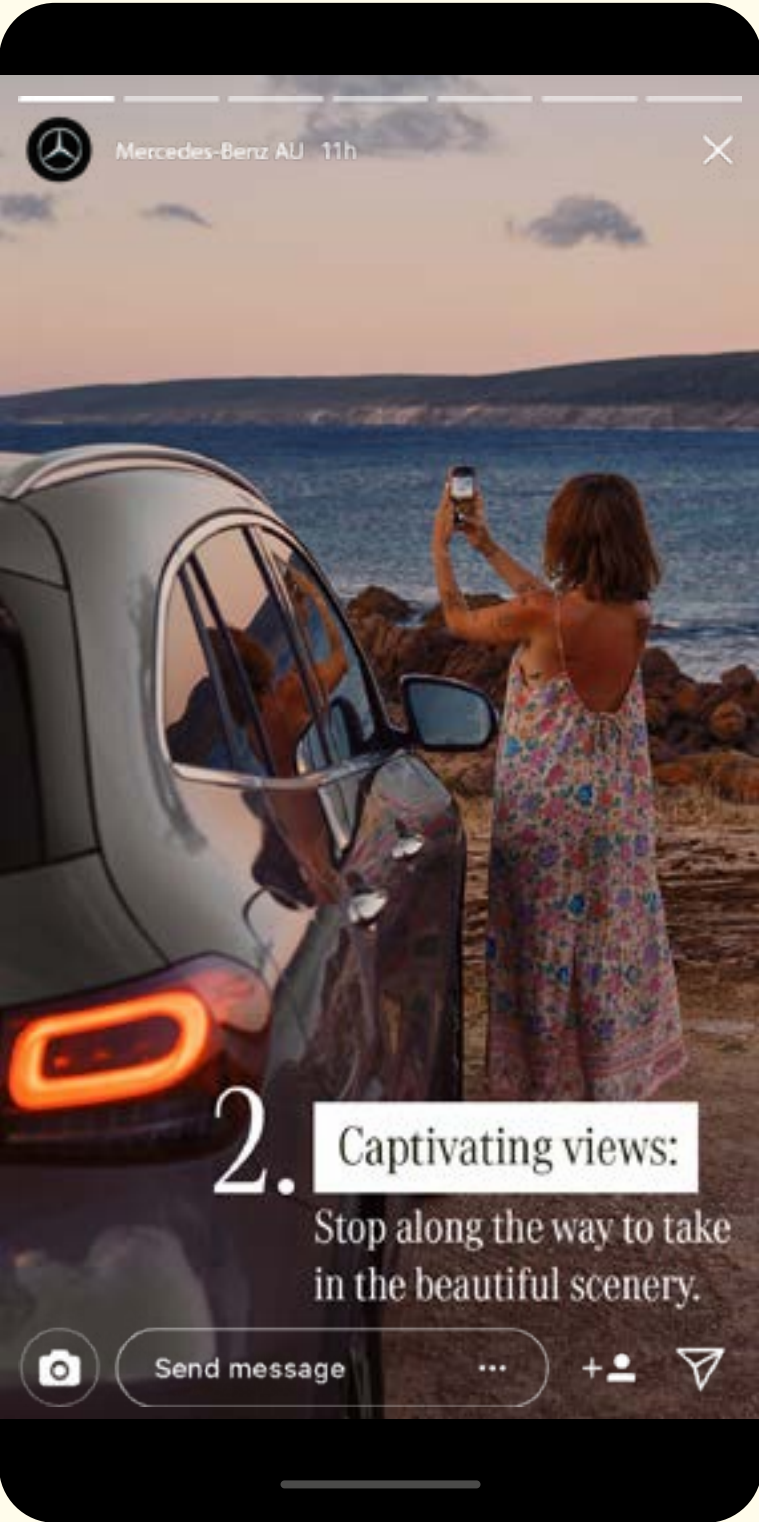
SUV SEASON CAMPAIGN | VIC



EQB LAUNCH | VIC

OOH

SOCIAL STORIES



WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Mercedes-Benz

[PROJECT]
Social Contents

[WEBSITE]
www.mercedes-benz.com.au

[YEAR]
2019-2022

MERCEDES-BEN WARRANTY LOGO DESIGN

MERCEDES-BENZ HAS REACHED OUT TO US, SEEKING A FRESH DESIGN LANGUAGE AND LOOK FOR THEIR WARRANTIES AND SERVICES ACROSS ALL MEDIA CHANNELS.

[CLIENT]

Mercedes-Benz

[PROJECT]

Warranry Logo Design

[WEBSITE]

mercedes-benz.com.au

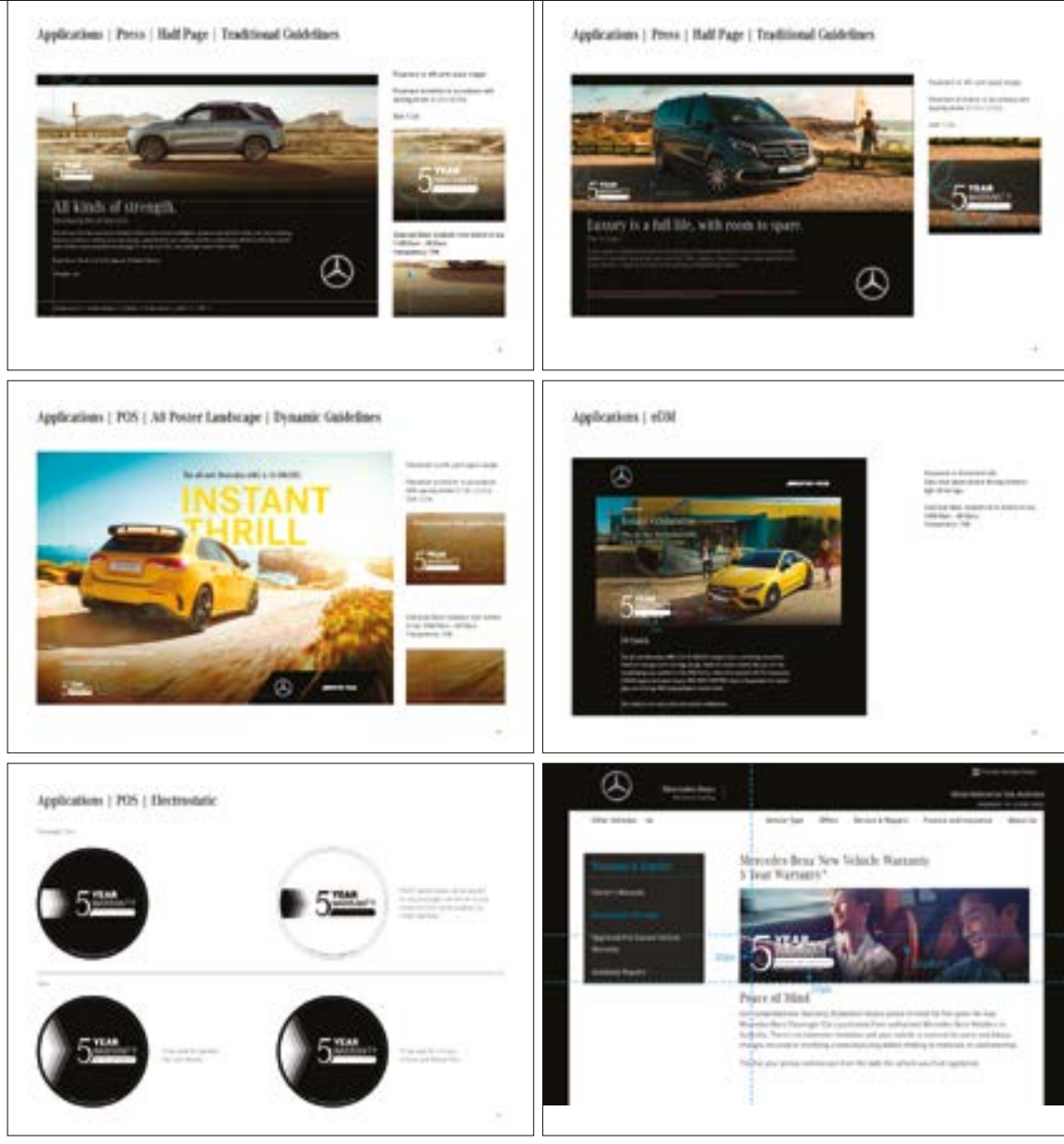
[YEAR]

2022

01 SHOT #1



02 SHOT #2



03 SHOT #3



AT NIODESIGN STUDIO, WE CRAFT BRAND IDENTITIES THAT GO BEYOND LOGOS—BUILDING SYSTEMS OF TONE, VISUALS, AND STORY. OUR WORK CREATES CLARITY, CONSISTENCY, AND EMOTIONAL CONNECTION ACROSS EVERY TOUCHPOINT.

BRANDING

HISTELLA

HISTELLA IS AN INTELLIGENT WORKSPACE FOR WORK AND LIFE. NIODESIGN CRAFTED A FUTURISTIC YET HUMAN IDENTITY, CENTERED ON A MINIMALIST BLINKING STAR. WE DELIVERED A FULL BRAND SYSTEM, INCLUDING LOGO ANIMATION, COLOR PALETTE, TYPOGRAPHY, AND UI/UX.

01

[CLIENT]
hiStella

[PROJECT]
Branding and UI Design

[WEBSITE]
www.histella.cn

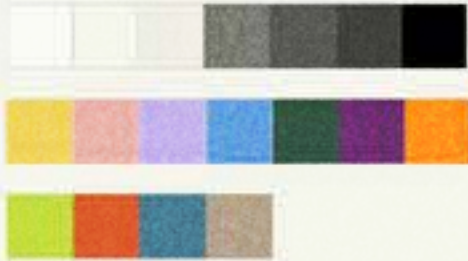
[YEAR]
2025



LOGO EN



COLOUR PALETTE



ILLUSTRATION



LOGO CN



TYPOGRAPHY

Aa Your intelligent space
for work and life
Turn ideas into clarity with
writing, structure, and focus.

智联工作与
生活的灵感空间
以书写、结构与专注，化灵感为洞见

Aa All in one workspace
Histella helps you write, plan, capture
meetings, and organize your day.

你好星识助你梳理思绪、捕捉灵感、管理日常——从会议
记录到内容创作，一切清晰有序。

IMAGERY



ANIMATED CHARACTER

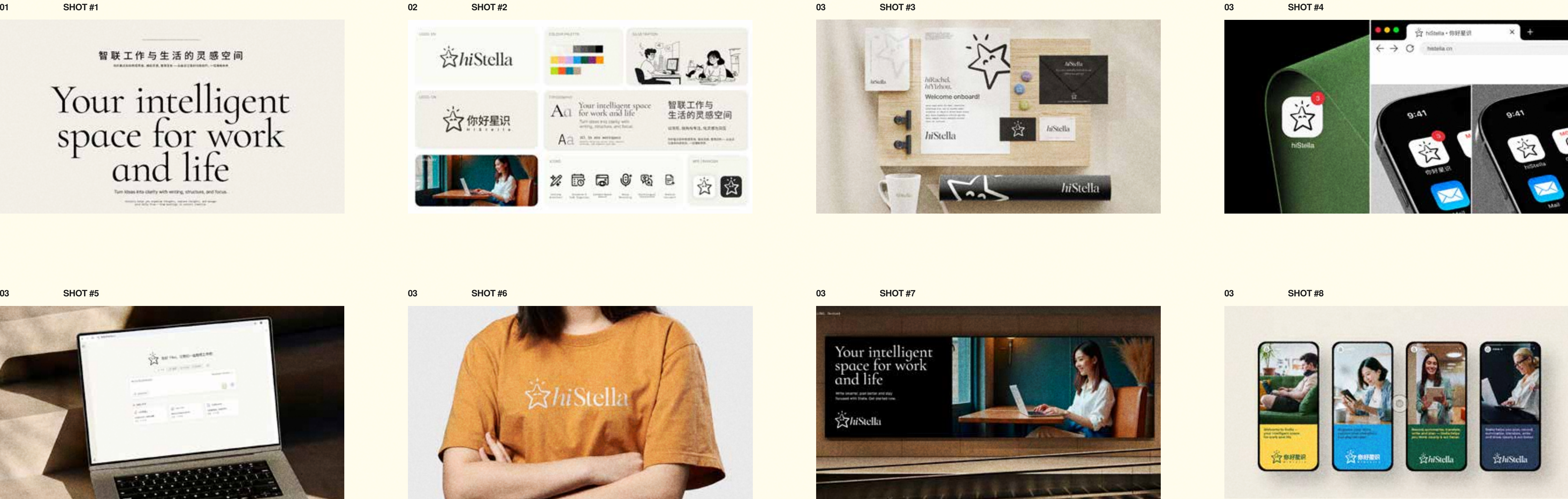


APP | FAVICON



HISTELLA

02



[CLIENT]

hiStella

[PROJECT]

Branding and UI Design

[WEBSITE]

www.histella.cn

[YEAR]

2025

SYNMETA BIO

OUR BRANDING FOR SYNMETA BIO REFLECTS THEIR INNOVATIVE APPROACH TO BIO-MATERIALS. INSPIRED BY BIOTECHNOLOGY, WE CRAFTED A PRECISE LOGO IN BLUE AND GREEN HUES, REFLECTING HARMONY WITH NATURE. USING SERIF SANS TYPOGRAPHY, WE ENSURED CLARITY AND PROFESSIONALISM. OUR WORK EXTENDED TO COMPREHENSIVE BRAND GUIDELINES AND COLLATERAL, ALIGNING EVERY ASPECT WITH THEIR FUTURE-FOCUSED VISION.

01

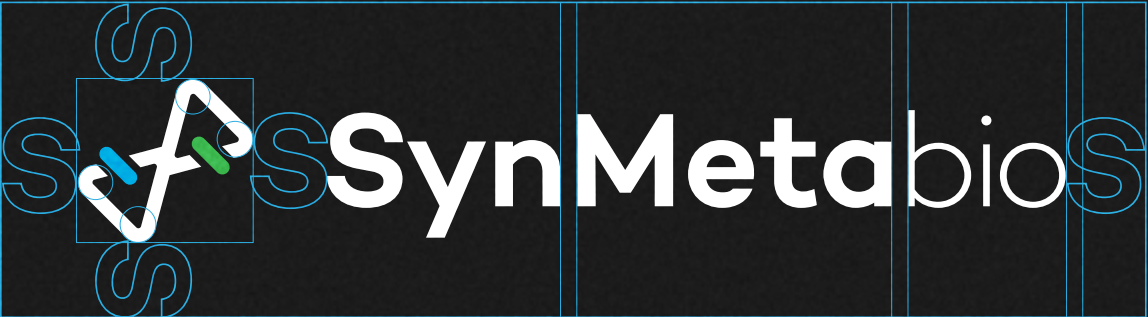
[CLIENT]
SynMeta Bio

[WEBSITE]
www.synmetabio.com

[PROJECT]
Branding Design

[YEAR]
2023

01 SHOT #1



02 SHOT #2

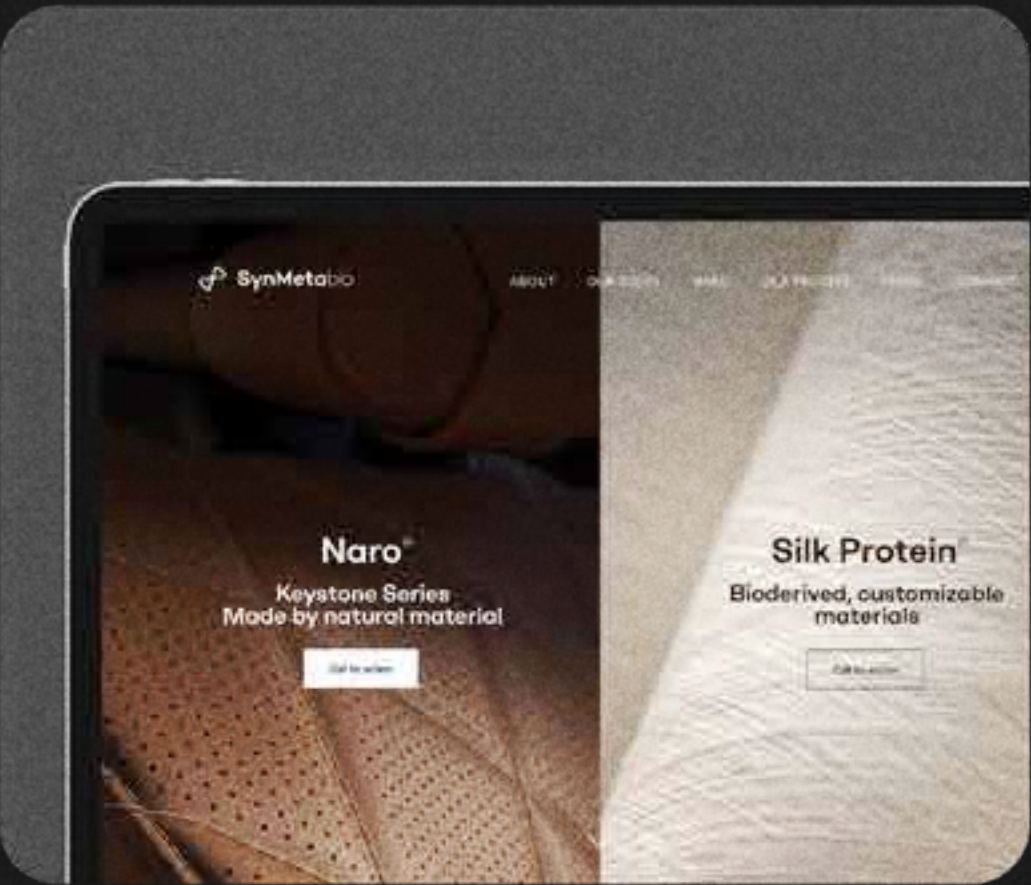


03 SHOT #3



SYNMETA BIO

02



- RB Campton Neue Thin
- RB Campton Neue ExtraLight
- RB Campton Neue Light
- RB Campton Neue Regular
- RB Campton Neue Medium
- RB Campton Neue SemiBold
- RB Campton Neue Bold
- RB Campton Neue ExtraBold
- RB Campton Neue Black



OUR BRANDING FOR SYNMETA BIO REFLECTS THEIR INNOVATIVE APPROACH TO BIO-MATERIALS. INSPIRED BY BIOTECHNOLOGY, WE CRAFTED A PRECISE LOGO IN BLUE AND GREEN HUES, REFLECTING HARMONY WITH NATURE. USING SERIF SANS TYPOGRAPHY, WE ENSURED CLARITY AND PROFESSIONALISM. OUR WORK EXTENDED TO COMPREHENSIVE BRAND GUIDELINES AND COLLATERAL, ALIGNING EVERY ASPECT WITH THEIR FUTURE-FOCUSED VISION.

[CLIENT]
SynMeta Bio

[PROJECT]
Branding Design

[WEBSITE]
www.synmetabio.com

[YEAR]
2022

MIHIJO

MIHIJO IS A PET SUPPLEMENT BRAND WHERE WE BLEND LOVE, NATURE AND SCIENCE FROM NEW ZEALAND TO CREATE PRODUCTS THAT ENRICH THE LIVES OF PETS OF ALL AGES AND NEEDS. FROM BRAND POSITIONING, VISUAL IDENTITY AND LOGO, TO TONE OF VOICE AND CREATIVE CAMPAIGN, NIODESIGN IS PROUD TO BE THE ARCHITECT OF THE CONCEPTION OF MIHIJO, DEVELOPED IN PARTNERSHIP WITH OUR CLIENT.

01

[CLIENT]
Mihijo Pet Supplements

[PROJECT]
Branding and Packaging

[WEBSITE]
www.mihijopet.com

[YEAR]
2023



ABOUT



Welcome to the world of MI HIJO (Spanish, translates to 'my son' in English), where pets are cherished like children. MIHIJO is a pet supplement brand where we blend love, nature and science from New Zealand to create products that enrich the lives of pets of all ages and needs.

MIHIJO's brand personality is friendly, knowledgeable, and trustworthy. We want to create a brand that pet owners can rely on for high-quality and effective pet supplements. Our brand voice is informative, empathetic, and approachable.



MIHIJO

02



Graphic



Online Store



Photos

DOGS
CATS

Pet

Space
Time
Base

DIN Next
Rounded
LT Pro
Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface



Logo



Packaging



Website

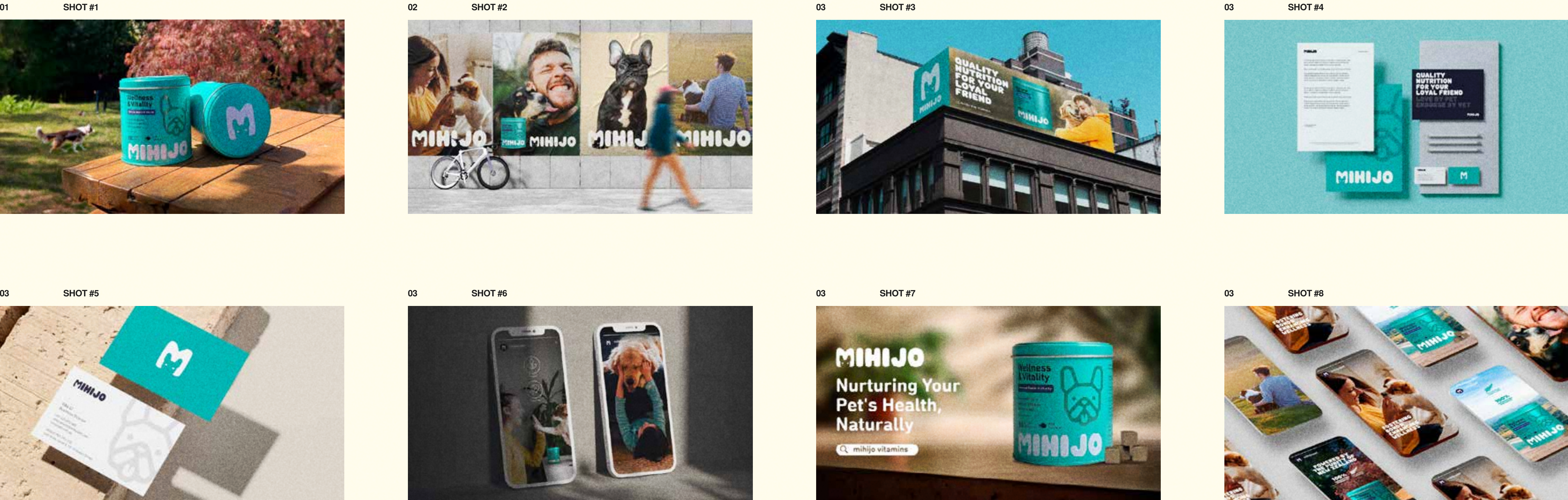
Color
Palette



TRUSTED BY VETS
LOVED BY PETS



MIHIJO



[CLIENT]

Mihijo Pet Supplements

[PROJECT]

Branding and Packaging

[WEBSITE]

www.mihijopet.com

[YEAR]

2023

MOTPHYS ENGINE

MOTPHYS SPECIALIZES IN MOTION PHYSICS SIMULATION, DELIVERING SOFTWARE THAT ACCURATELY MODELS REAL-WORLD PHYSICAL BEHAVIORS FOR INDUSTRIES LIKE ENGINEERING AND GAMING. WE COLLABORATED WITH MOTPHYS TO DEVELOP THEIR COMPREHENSIVE BRANDING STRATEGY, INCLUDING LOGO DESIGN, GRAPHIC ELEMENTS, BRANDING GUIDELINES, APPLICATIONS, AND OVERALL VISUAL IDENTITY.

01

[CLIENT]
Motphys

[WEBSITE]
www.motphys.com

[PROJECT]
Branding Design

[YEAR]
2024



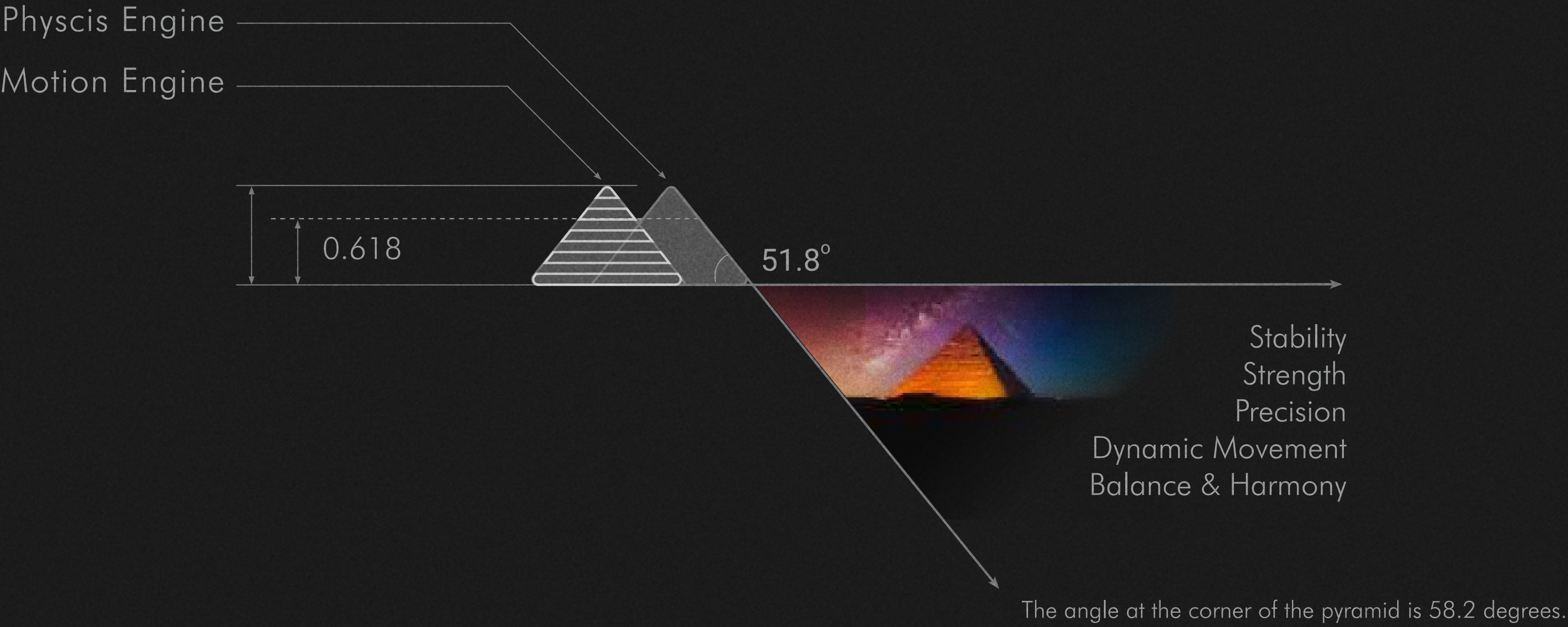
02

SHOT #2



MOTPHYS

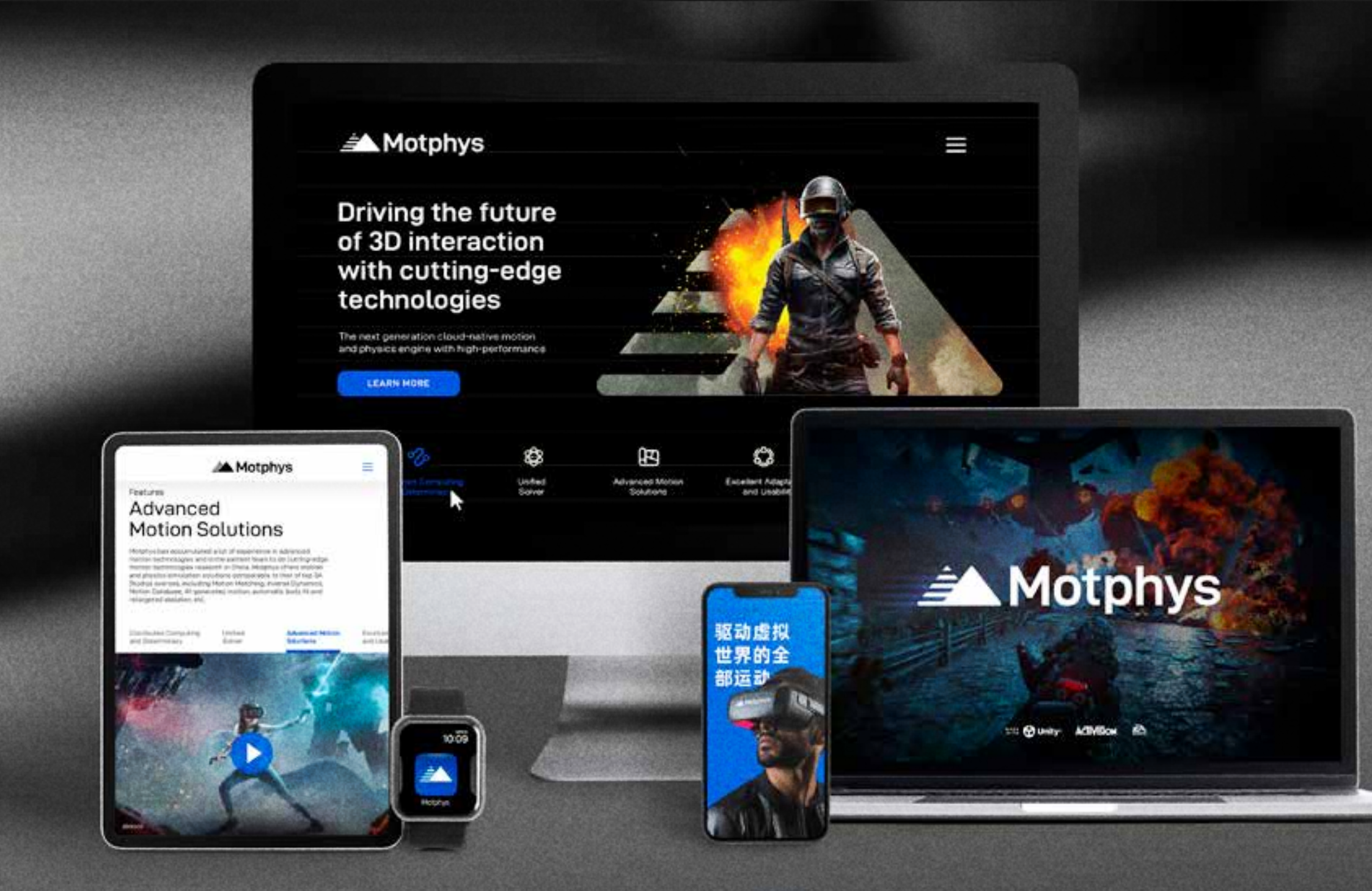
02



MOTPHYS ENGINE

03

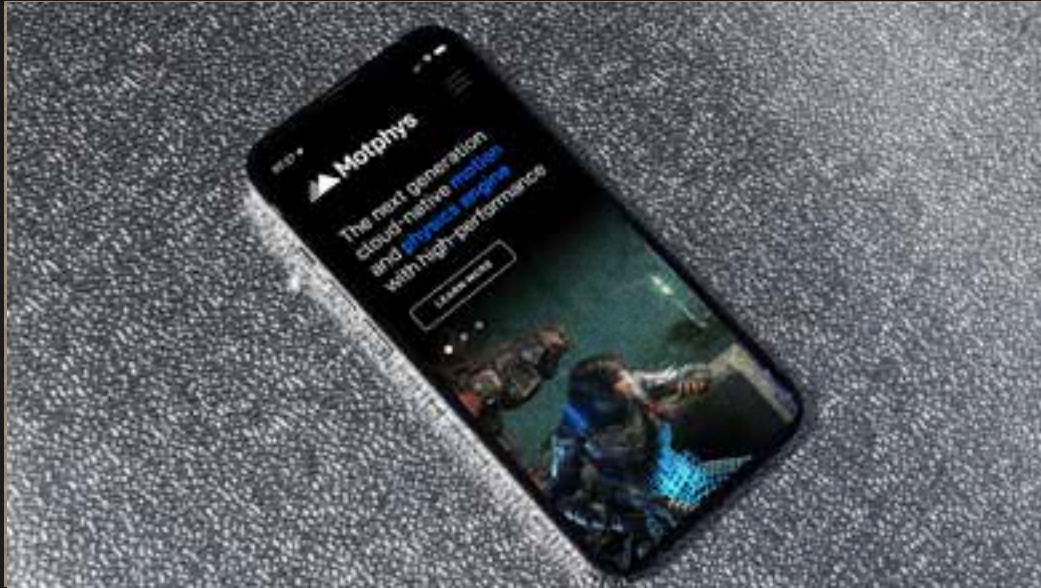
01



02



03



04



05



[CLIENT]
Motphys

[PROJECT]
Branding Design

[WEBSITE]
www.motphys.com

[YEAR]
2024

YIBO@

FAO

CAPABILITIES DECK

GIVE ME A BUZZ
+61 406 330 369
YIBO LI

THANKS



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AUSTRALIA

HURRY UP

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WWW. NIODESIGN.COM.AU

