

A portrait of a man with short dark hair and glasses, wearing a plaid shirt. The image is overlaid with a dark teal gradient. The text 'Yibo's portfolio' is centered over the image.

Yibo's
portfolio



Hi there!

I'm a creative thinker, art director, designer and lover of new things - especially new technology.

I have spent the last three years in Melbourne, and the ten years before that in Shanghai, delivering innovative client solution at places like Leo Burnett, Noisy Beast, Isobar and MRM with a focus on digital design, social media, web solutions, UI and UX. Some of the clients I've worked for include Swisse, Volvo, 7-Eleven, General Mills, In niti, Simonds, Loreal, Paris, Fiat and Coca-cola, to name a few. You can see some of that work below.



experience



2018

Leo Burnett

Senior Digital Creative
Feb 2018 - Dec 2018
(10 months)
Melbourne



2015

Noisy Beast

Senior Digital Creative
Dec 2015 - Jan 2018
(2 years 2 months)
Melbourne



2013

isobar Shanghai

Senior Digital Art Director
Apr 2013 - Aug 2015
(2 year 4 months)
Shanghai



2011

MRM Worldwide

Senior Digital Art Director

Apr 2008 - May 2010

(2 years)

Shanghai



2008

MRM Worldwide

Digital Art Director

Jan 2011 - May 2012

(1 year 5 months)

Shanghai



2005

Zeropartner

Senior Digital Designer

Mar 2005 - Apr 2008

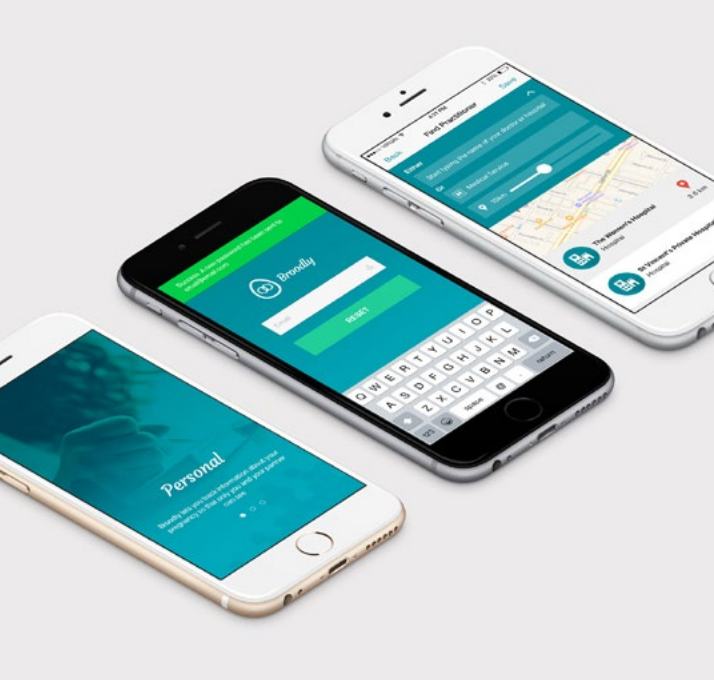
(3 years 2 months)

Shanghai



case studies

Art Direction
Social Media
User Experience Design
User Interface Design
Concept Development
E-commerce



recommen- dations

Yibo

was always full of initiatives and striving to do better and different. He understood business objectives and solved client's challenges through his creative mind and visual art skill. Yibo is definitely a great team member and I had a fantastic experience of working with him.

Jane Lin-Baden

CEO Asia Pacific Isobar China

[LinkedIn >](#)



recommen- dations

Yibo

is a great guy and a very talented art director. He is smart, conscientious, friendly and ambitious. He is very thoughtful with his work and he is good at coming up with creative ideas. It was a pleasure to work with him in Shanghai and I would recommend him highly for any digital art direction job.

Tim Doherty

Chief Creative Officer Isobar China
[LinkedIn >](#)



*thanks for
stopping by*

Let's chat!

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