

2024 _____

*Portfolio**

A self-motivated **multi-media graphic designer** experienced in branding and marketing. Strong visual intuition for colours and composition. A divergent thinker adept in conceptualizing unique ideas and implementing memorable visual identity. Able to provide innovative solutions to an array of creative endeavors ranging from **illustration** to **UI design**.

Grace Lau

Hello.



PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

QF Capital | DEC 2022 - CURRENT

- * Aided the design and production logistics of on-brand materials, enhancing brand consistency and recognition
- * Implemented a brand transformation strategy, promoting digital presence and expanding global reach
- * Coordinated with building management in revising building directories, optimizing visitor experience

GRAPHIC DESIGNER

V-CO Co-working Space | DEC 2022 - CURRENT

- * Liaised between Marketing Team and Community Officers in promoting up-coming events
- * Maintained and overlooked company's social media, ensuring consistent branding and engagement

TEACHER

Qurio Education | JUL 2022 - JUL 2023

- * Innovated play-based activities for 2-12 year olds, fostering active participation and self-motivation
- * Developed curriculum, materials, and successfully led expressive arts camps with over 120 participants

PROFICIENCY

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
FIGMA
WIX
WORDPRESS
MICROSOFT OFFICE SUITE
MAC AND WINDOWS

EDUCATION

PSYCHOLOGY (Bsc, 1st Hons)
University of Kent | SEP 2018 - JUN 2021

ART & DESIGN (Pre-U, Distinction)
The King's School | SEP 2016 - JUL 2018

☎ +852 96074073

✉ GRACEHLU99@GMAIL.COM

🌐 [GRACE-LAU.DESIGN](https://grace-lau.design)

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01 _____

Branding

麒麟 QF
豐 Capital

Corporate Rebrand: *QF Capital*

QF Capital is an investment company that focuses on identifying and redeveloping under-valued properties from prospective locations in Hong Kong and the UK.

With its recent target to expand global reach, the company initiated a rebranding to enhance international recognition.

SKILLS

Logo Design
Layout Design
Interface Design

PROGRAMME(S)

Illustrator
Figma
WordPress



Rebrand at a Glance

This rebrand project warranted a new logo, colour palette, and typography. The result was a cohesive identity that fortified the company's image, while still retaining the essence of its established persona.

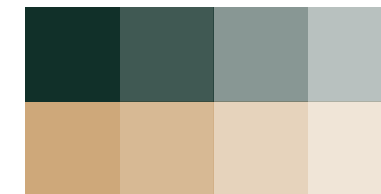
Old

LOGO

QI FENG
— 麒豐資本 —



PALETTE



TYPE

URW DIN
Helvetica Neue

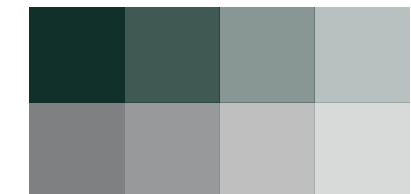
New

LOGO

麒 QF
豐 Capital



PALETTE



TYPE

LIBRE CASLON
Aileron

Logo

The logo's main transformation was achieved by balancing its Chinese and English parts: "Qi Feng" was abbreviated to "QF" and accompanied with "Capital" for a more intuitive comprehension. This corresponded to the omission of "資本" in Chinese, which served to shorten the name and simplify the logo's appearance.

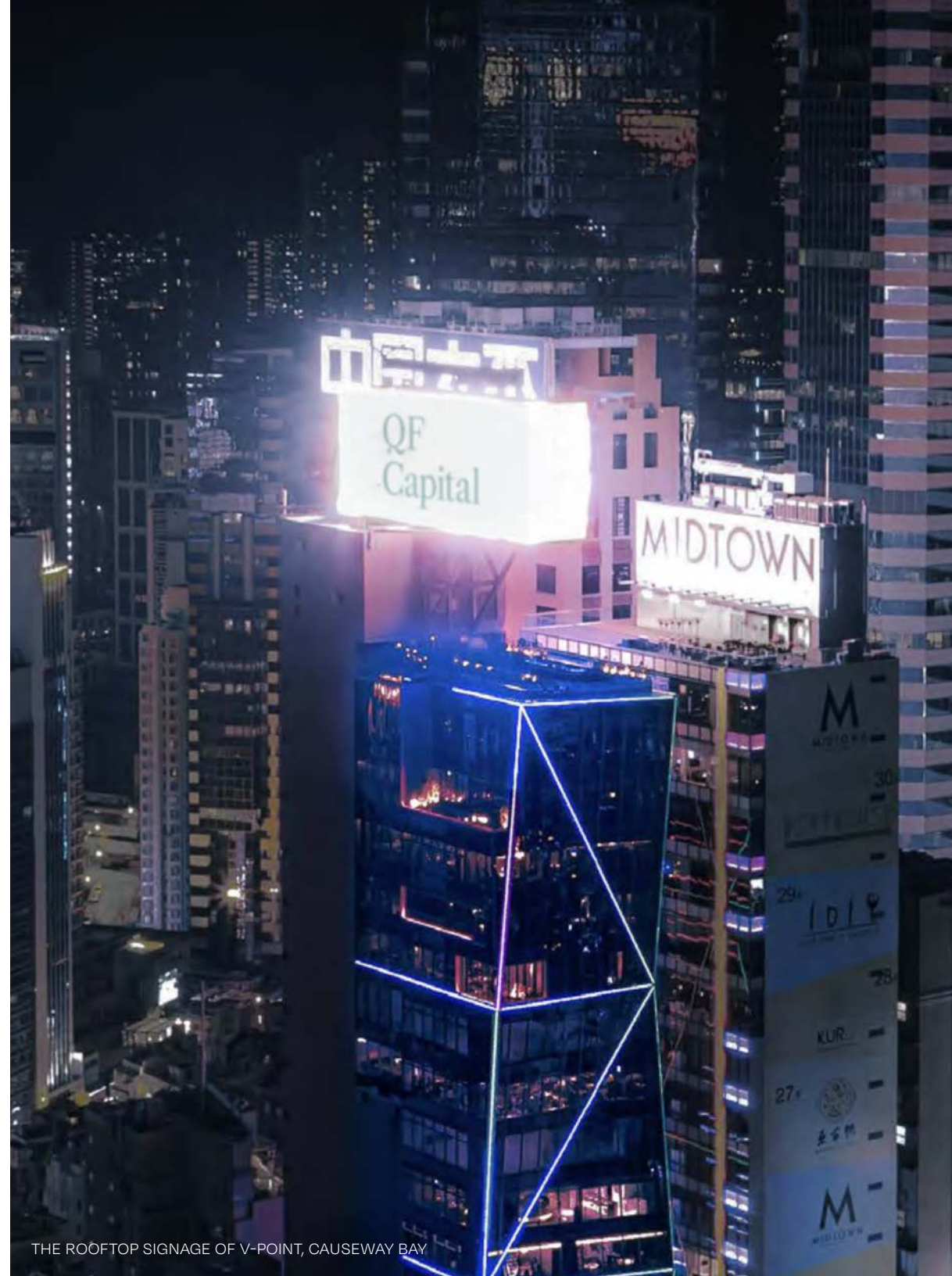
MAIN LOGO - BLANK SPACES



HORIZONTAL LOGO

QF Capital 麒麟豐

LOGO ICON



THE ROOFTOP SIGNAGE OF V-POINT, CAUSEWAY BAY



Typography and layout

The brand typography consists of Libre Caslon Text, a practical and bold display typeface, best for shorter-length texts, and Aileron, a modern aesthetic typeface based on the forms of the Helvetica typeface. This font pairing in combination with concise language helps to exude an image of stability. Abundant blank space and clear section divisions is prevalent in the new layout style to further demonstrates professionalism.

HEADLINES – LIBRE CASLON TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Regular **Aa**

BODY – AILERON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Semibold **Aa** Regular **Aa** Light **Aa**

WEBSITE

Our Process

- #### 1 Identifying

Our team diligently identifies suitable properties for redevelopment by conducting extensive market research and site visits. We focus on **buildings with untapped potential, prime locations, and promising prospects for value enhancement** identifying assets from multiple sources.

 - Auction Room
 - Off market
 - Distressed Sales
- #### 2 Acquiring

Through meticulous valuation analysis and expert negotiations, we ensure a thorough due diligence process. Our **seamless deal closures, strategic financing, and intelligent restructuring** maximise property value, reflecting our commitment to excellence.

Valuation Analysis	Negotiation & Due Diligence	Deal Closure	Financing & Restructuring
Comprehensive property evaluation, assessing market conditions, comparables, and potential returns to determine optimal investment value.	Skilled negotiation tactics, thorough examination of property documents, and legal compliance to secure favourable terms.	Finalising agreements, executing contracts, and ensuring timely completion of transactions for a seamless acquisition process.	Arranging appropriate financing solutions, optimising capital structures, and implementing strategic property enhancements for increased value.

QF Capital | 9

Hong Kong Projects > Redevelopment



54 Chung Hom Kok Rd

54 Chung Hom Kok Road, Chung Hom Kok

Residential redevelopment: Revitalising a dated property in a prestigious enclave for the affluent, the project will introduce a refreshing, modern addition to the area.

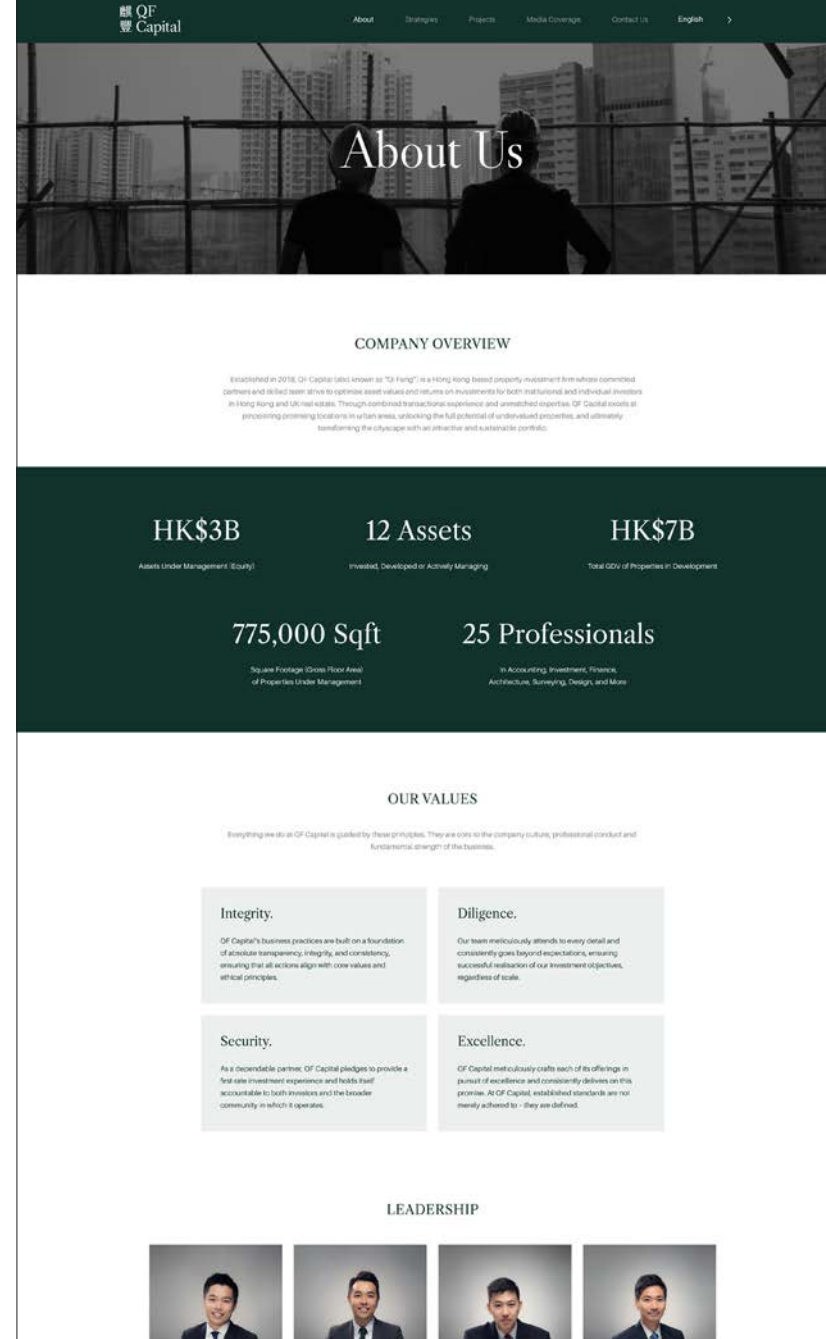


TYPE OF PROPERTY	Residential
INVESTMENT PERIOD	Approx. 4-5 years
SITE AREA	6,900 sqft
GROSS DEVELOPMENT VALUE	Approx. HK\$800 Million
STATUS	Demolition to commence

Project Highlights

Our acquisition strategy resulted in **securing 100% of the lot shares in a short period of time**, with plans to redevelop the property into a luxury residential house. Characterised by limited market supply, thereby creating significant potential for commanding a premium. Notably, the **purchase was made at 50% below market price**, emphasising the exceptional value and foresight embodied in this investment opportunity.

QF Capital | 16



About Us

COMPANY OVERVIEW

Established in 2016, QF Capital (also known as "QF Fund") is a Hong Kong based property investment firm whose committed partners and skilled team strive to optimise asset values and returns on investments for both institutional and individual investors in Hong Kong and the rest of Asia. Through combined transactional experience and unmatched expertise, QF Capital excels at pinpointing promising locations in urban areas, utilising the full potential of underutilised properties, and ultimately transforming the challenge with an attractive and sustainable portfolio.


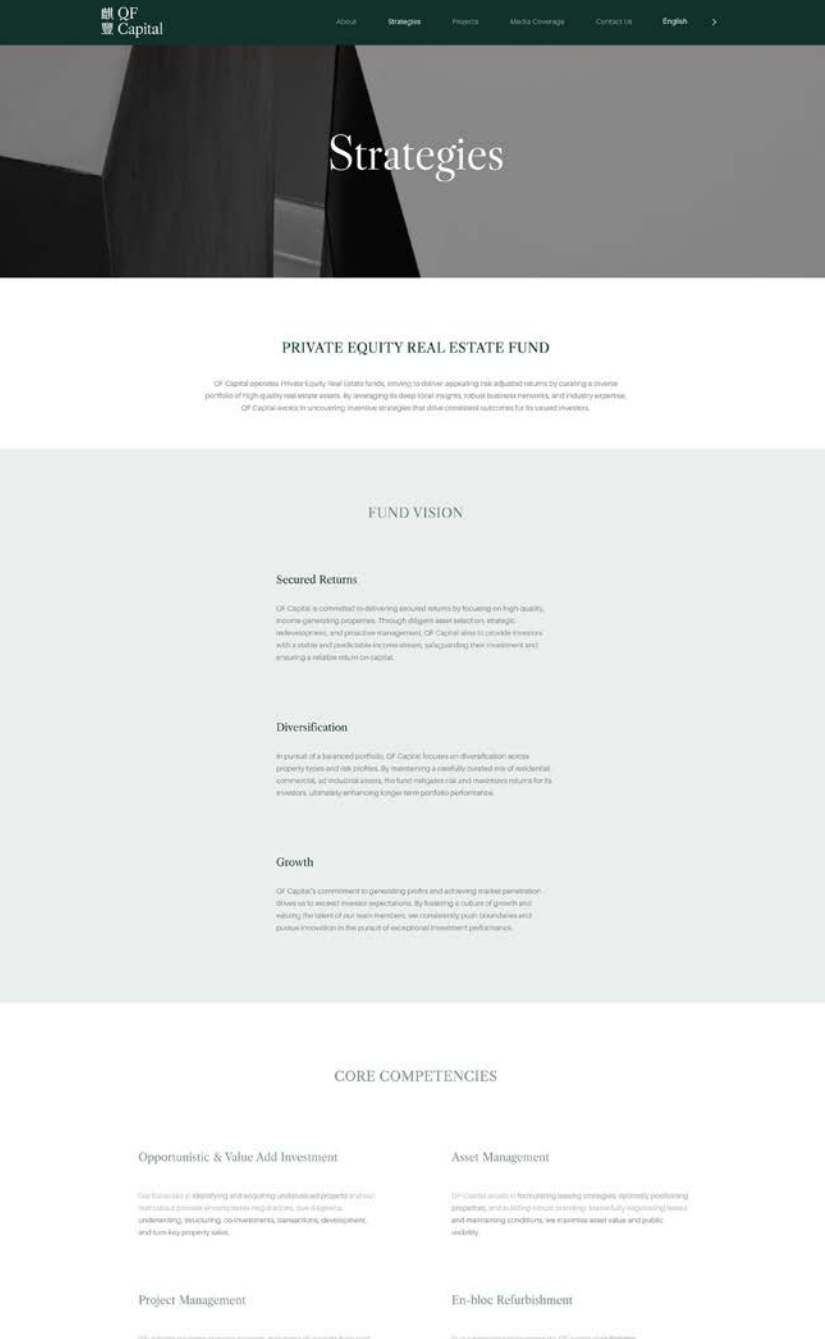
- HK\$3B** Assets Under Management (Equity)
- 12 Assets** Invested, Developed or Actively Managing
- HK\$7B** Total GVA of Properties in Development
- 775,000 Sqft** Square Footage (Gross Floor Area) of Properties Under Management
- 25 Professionals** in Accounting, Investment, Finance, Architecture, Surveying, Design, and More

OUR VALUES

Everything we do at QF Capital is guided by three principles. They are core to the company culture, professional conduct and fundamental strength of the business.

- Integrity.** QF Capital's business practices are built on a foundation of absolute transparency, integrity, and consistency, ensuring that all actions align with core values and ethical principles.
- Diligence.** Our team meticulously attends to every detail and consistently goes beyond expectations, ensuring successful realisation of our investment objectives, regardless of scale.
- Security.** As a dependable partner, QF Capital pledges to provide a first-rate investment experience and holds itself accountable to both investors and the broader community in which it operates.
- Excellence.** QF Capital meticulously crafts each of its offerings in pursuit of excellence and consistently delivers on this promise. At QF Capital, established standards are not merely adhered to - they are defined.

LEADERSHIP

Strategies

PRIVATE EQUITY REAL ESTATE FUND

QF Capital operates Private Equity Real Estate funds, aiming to deliver superior risk-adjusted returns by curating a diverse portfolio of high-quality real estate assets. By leveraging its deep local insights, robust business networking, and industry expertise, QF Capital excels in uncovering investment opportunities that drive consistent outcomes for its valued investors.

FUND VISION

Secured Returns

QF Capital is committed to delivering secured returns by focusing on high-quality, income-generating properties. Through diligent asset selection, strategic underdevelopment, and proactive management, QF Capital aims to curate a portfolio with a stable and predictable income stream, safeguarding their investment and ensuring a relative return on capital.

Diversification

In pursuit of a balanced portfolio, QF Capital focuses on diversification across property types and risk profiles. By maintaining a carefully curated mix of residential, commercial, and industrial assets, the fund mitigates risk and maximises returns for its investors. Ultimately realising longer-term portfolio performance.

Growth

QF Capital's commitment to generating profits and achieving robust performance drives us to exceed investor expectations. By fostering a culture of growth and valuing the talent of our team members, we consistently crush boundaries and pursue innovation in the pursuit of exceptional investment performance.

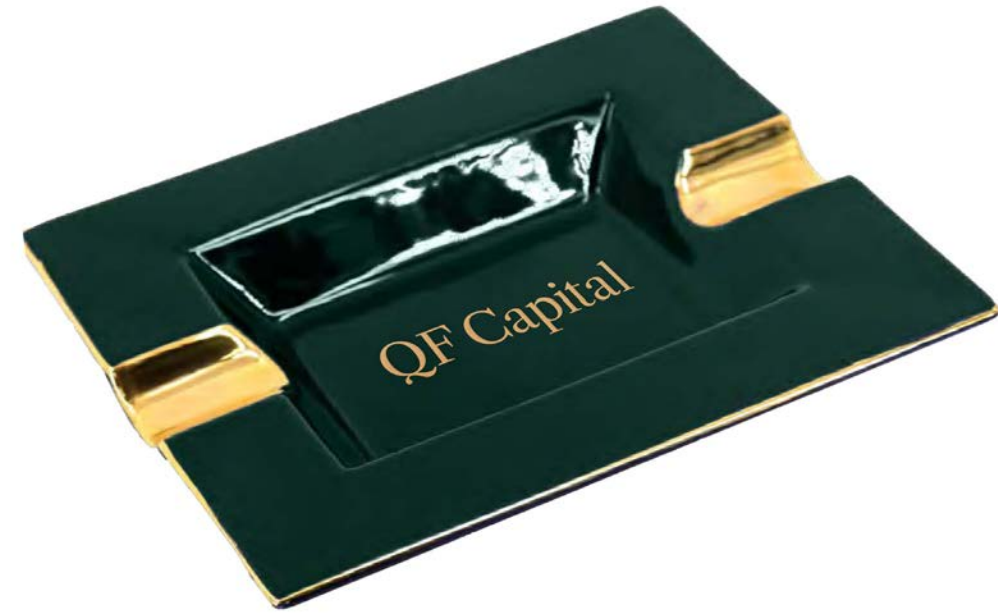
CORE COMPETENCIES

- Opportunistic & Value Add Investment**
Our focus lies in identifying and acquiring undervalued properties and/or distressed assets or distressed real estate, such as distressed, underdeveloped, restructured, non-investments, transactions, development, and low-key property value.
- Asset Management**
QF Capital excels in formulating leasing strategies, optimising positioning strategies, and building robust tenant relationships, proactively managing and maintaining conditions, we maximise asset value and public liability.
- Project Management**
We actively oversee and manage construction, renovation, and development.
- En-bloc Refurbishment**
Our professional team provides the highest quality of service.

Merchandise

Company merchandise will feature products with refined and minimalistic designs. This includes ceramic sets and leather goods. As an accent, gold is preferred over silver to for an air of opulence.

CIGAR TRAY



The company logo will be central to each piece of merchandise. It will be golden and optimally sized to ensure readability.

Logo placement

Due to the asymmetry and the bilingual nature of the new logo, it is necessary to adapt its formation based on the material of the product. The Chinese part(s) of the logo may be excluded for overly small areas.

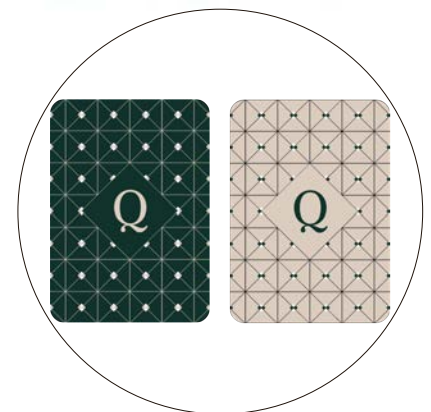
An embossed hot-stamp of the logo is paired with leather merch to create a striking contrast between metallic and organic textures.



POKER SET



In scenarios where the designated space for the logo is limited, the letter "Q" would substitute for the full company name.



Twin Branding:

Horizon Sea/ Horizon Bay

Formerly the Wong's Building and the Wing Hing Lee Building respectively, Horizon Sea and Horizon Bay are redeveloped commercial twin towers erected side by side in Kwun Tong.

The buildings share compatible facade and architectural designs, posed to operate in synergy with one another.

Like their matching names, congruent online and off-line materials were designed to promote their allied potential.



SKILLS

Web interface design
Layout & print design

PROGRAMME(S)

Figma
Wix
InDesign



RENDERED IMAGE OF HORIZON BAY (LEFT) AND HORIZON SEA (RIGHT)



Horizon Sea Website

Horizon Sea's website is designed to resonate its ocean theme, featuring various pictures of its harbour view and a deep blue as its main colour.

The website is clearly sectioned with abundant blank space to help the contents stand out.

Horizon Bay Website

Likewise, the ocean is a prevalent theme in Horizon Bay's website. While both properties share the same proximity to the seaside, Horizon Bay's branding uses a complimentary beige as its main colour.

Both websites adopt identical sectioning, format, and typography.





HORIZON SEA – LANDING PAGE



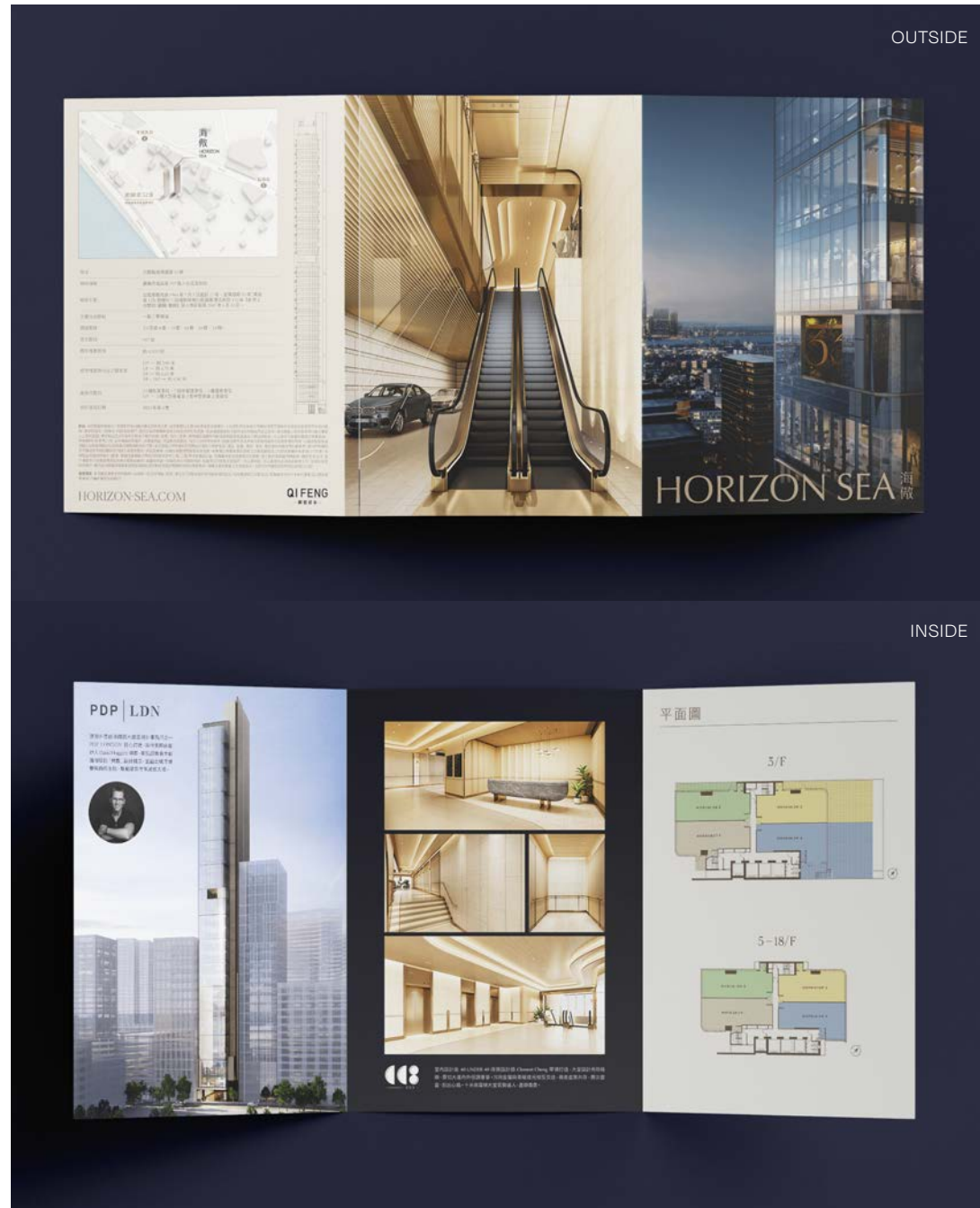
HORIZON BAY – LANDING PAGE

Brochure

The offline marketing of the twin towers are achieved through informative trifold brochures, which includes rendered images, floorplans, lease details, as well as a tribute to the facade designers.



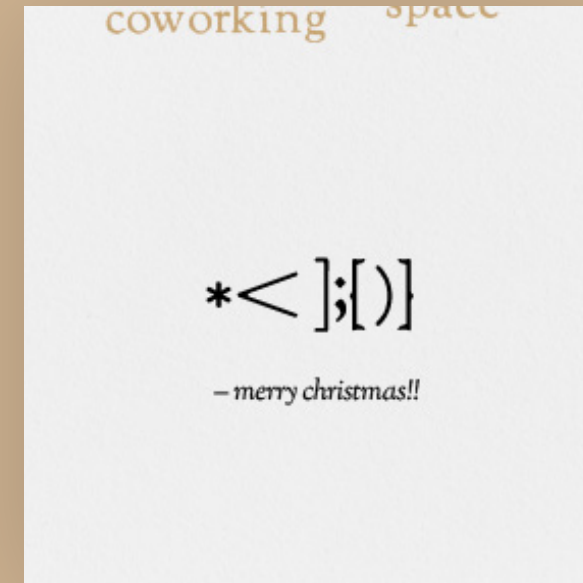
HORIZON SEA – BROCHURE



HORIZON BAY – BROCHURE

02 _____

Events/Marketing



V-Co Co-working Space: *X'mas Party*

V-Co is a modern and flexible co-working space and event venue in Causeway Bay. Its organisers strive to foster a strong sense of togetherness among its community members, and would often host seasonal events in its emphasis.

Documented is the creative journey of implementing a memorable Christmas party campaign consistent with V-Co's unique brand identity.

SKILLS

- Poster design
- Social media management
- Digital marketing
- Photography & retouching

PROGRAMME(S)

- Illustrator
- HubSpot
- Meta
- Photoshop
- Lightroom

V-CO at a glance

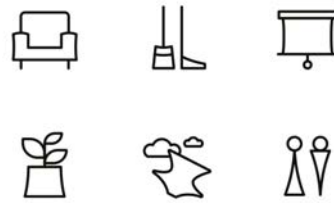
LOGO



PALETTE



ICONOGRAPHY



TEXT

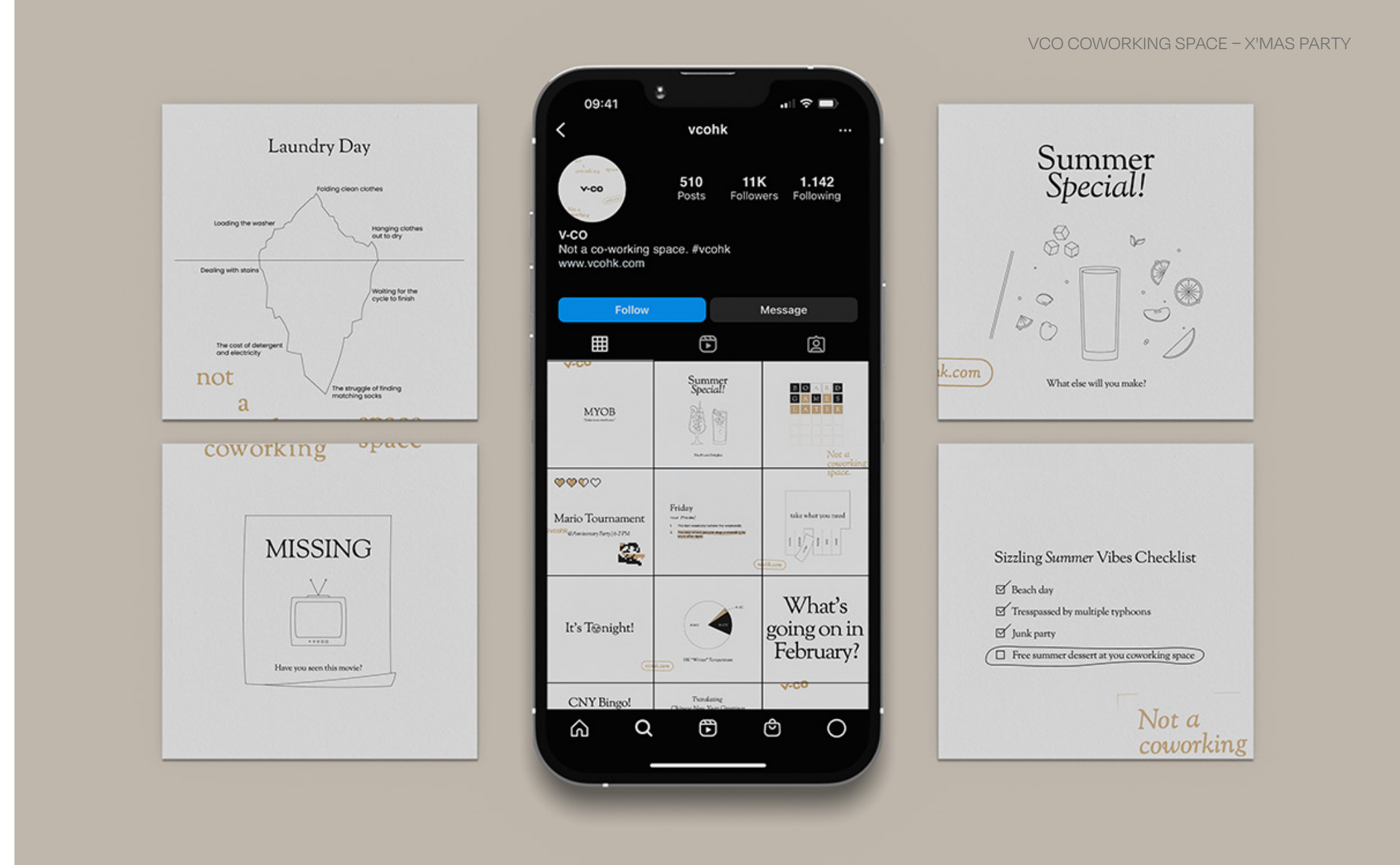
Sorts Mill Goudy
Poppins

TONE OF VOICE

Not a
coworking
space.

V-CO is a story of emerging from adversity into success, where the role of a landlord and asset management experience is incorporated into workspace solutions.

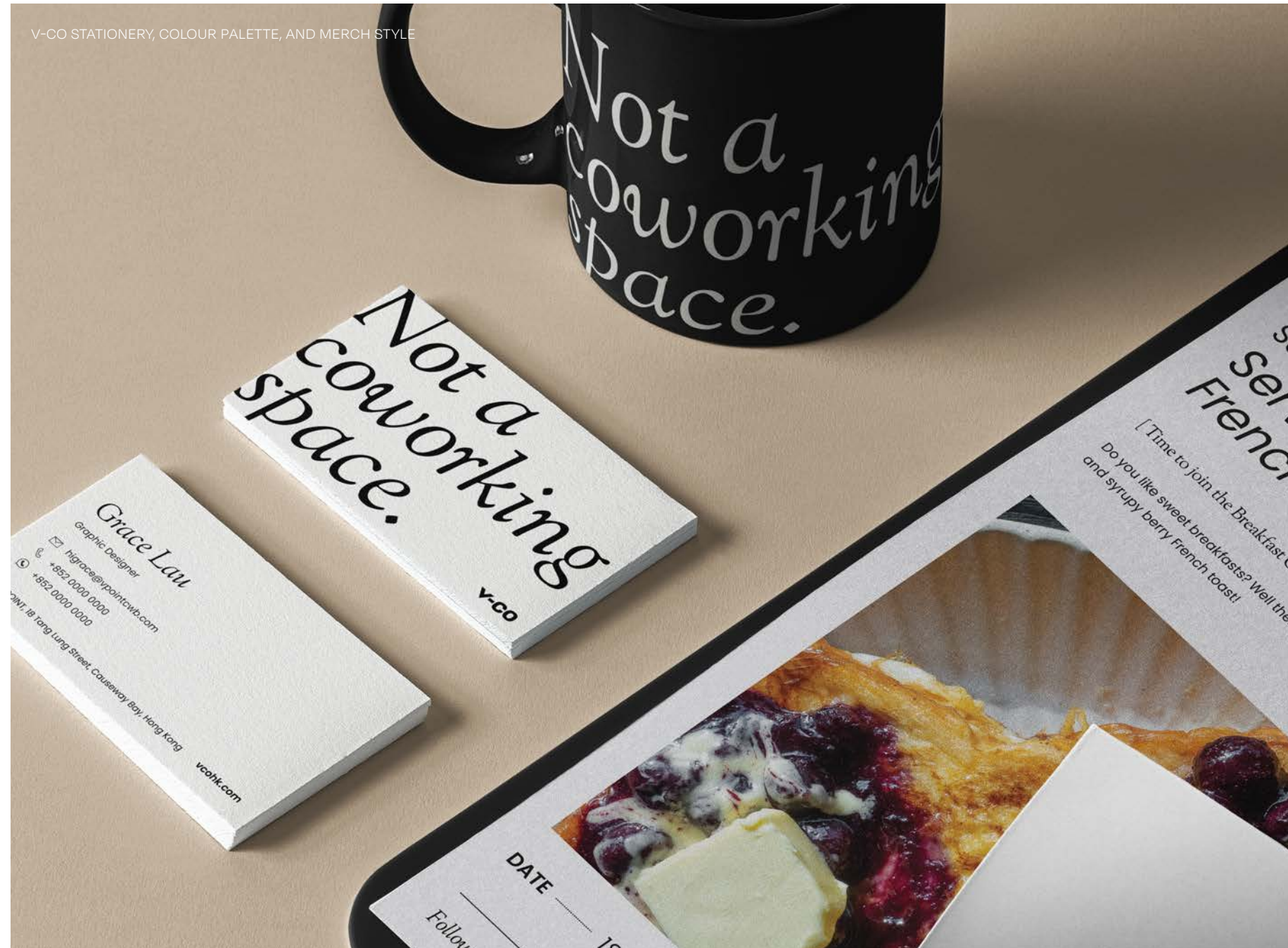
LAYOUT



Instagram

A lot of V-Co's promotional materials are created with an archival style that is limited to monotone line drawings and plain text that mixes italics into regular typefaces to accentuate ideas. Beige is the only prevalent colour and it is used sparingly as an accent. The branding dons a unfussy and confident tone of voice that makes it fun and conversational.

V-CO STATIONERY, COLOUR PALETTE, AND MERCH STYLE



Christmas with stylistic limitations

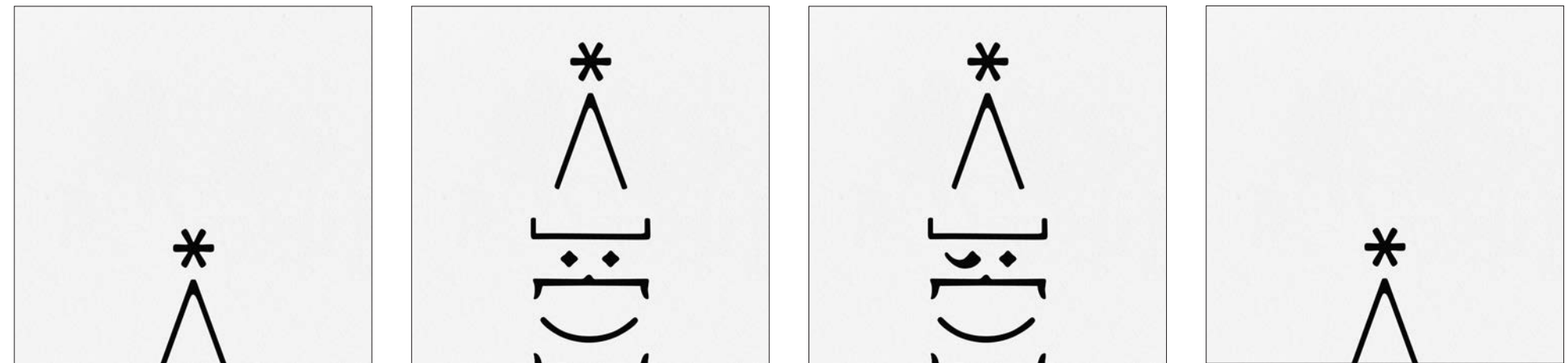
Without the most recognisable Christmas colours, V-Co's Christmas party marketing campaign was designed with two main elements: a rhyming tagline that opens with Santa's most famous quote, and a stylistically consistent graphic of Santa Claus.

Ho, ho, ho!

It's X'mas at

V-CO!

SANTA ANIMATION



What's Going On
December

* <] ; [)

Ho, ho, ho!
It's X'mas at V-CO!

5-8PM | 9F LOUNGE

v-co

05
Breakfast Club

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

TUE | 9F LOUNGE | 10-11AM

06
Latte Art Class

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

TUE | 9F LOUNGE | 10-11AM

12
Breakfast Club

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

TUE | 9F LOUNGE | 10-11AM

16
Movie Lunch

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

28
Soup it up!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

TUE | 9F LOUNGE | 10-11AM

30
Mario Tournament

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

TUE | 9F LOUNGE | 10-11AM

Featured Member of the Month
Sample Company Ltd.

ALOGO

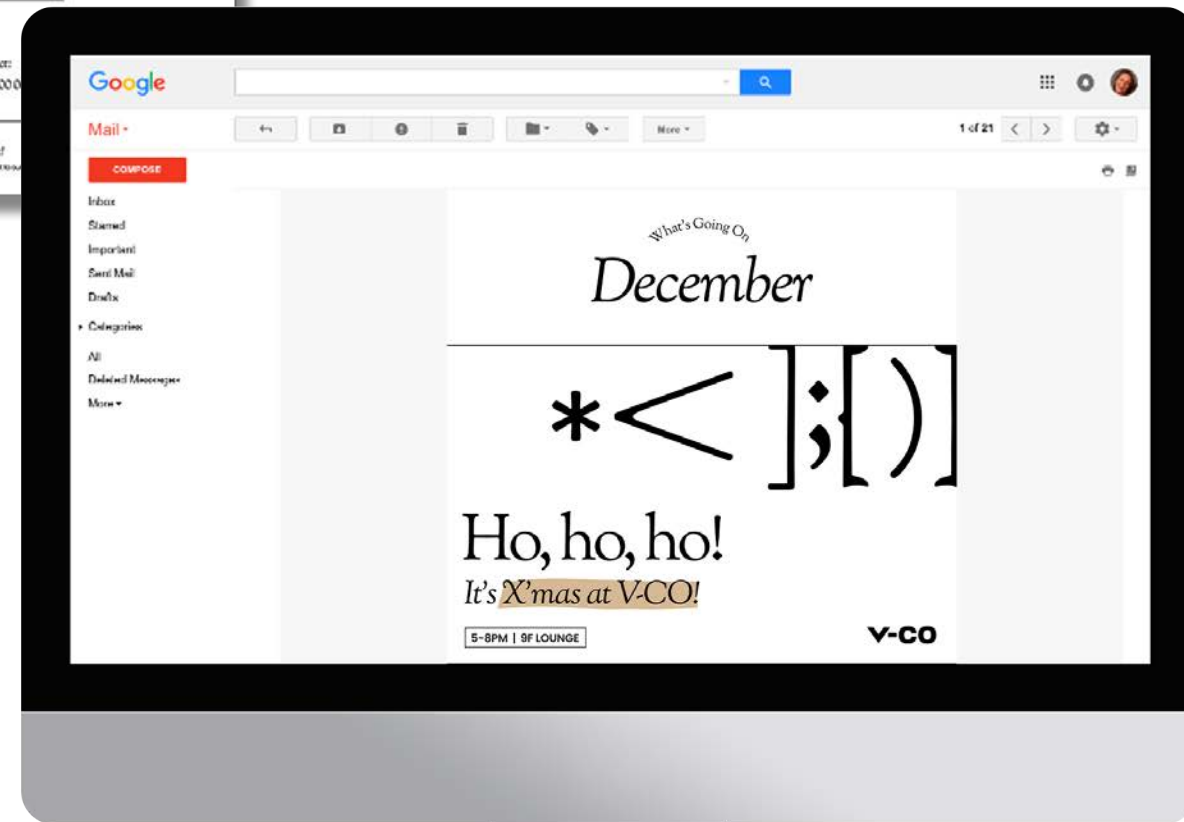
For more info, contact:
hi@samplemail.com | 0000 0000

We value your talent!
If you would like to host an event at any time, reach out to us!

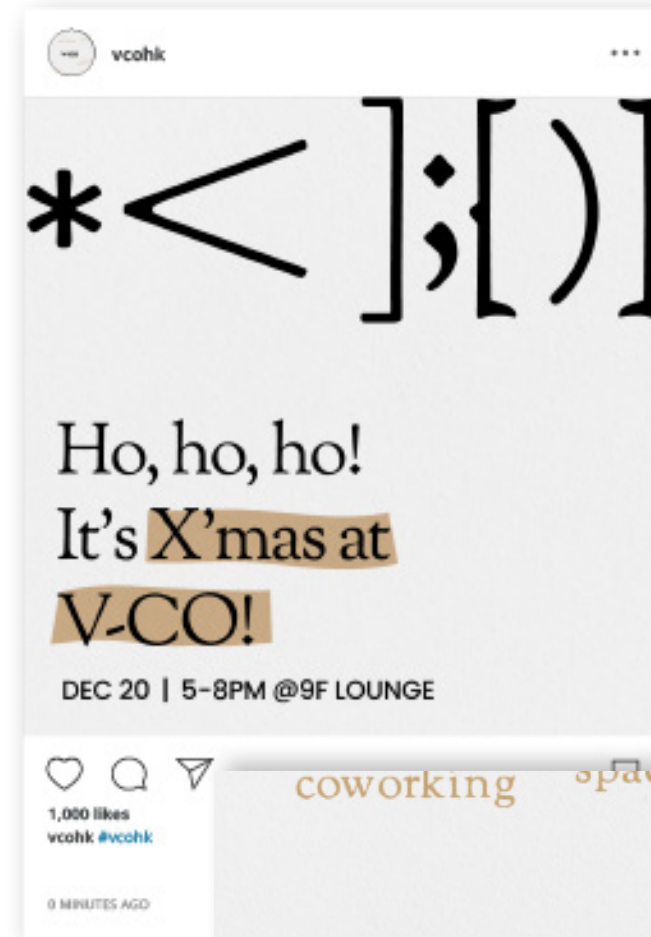
Christmas Party Campaign Marketing

The campaign was marketed to the V-Co community through multiple outlets both online and offline. This includes a broadcast email of the co-working space's monthly news letter, WhatsApp group graphics, Facebook and Instagram posts, as well as physical and digital posters.

HUBSPOT MONTHLY NEWS LETTER



EVENT POST



CHRISTMAS POST



EVENT POSTER

Party snap-shots

The Christmas party achieved a successful turnout of over 60 people. Captured below and on the next page are snippets of the festive spirit harboured by the event.



03 _____

Illustration/Product



2024 Calendar

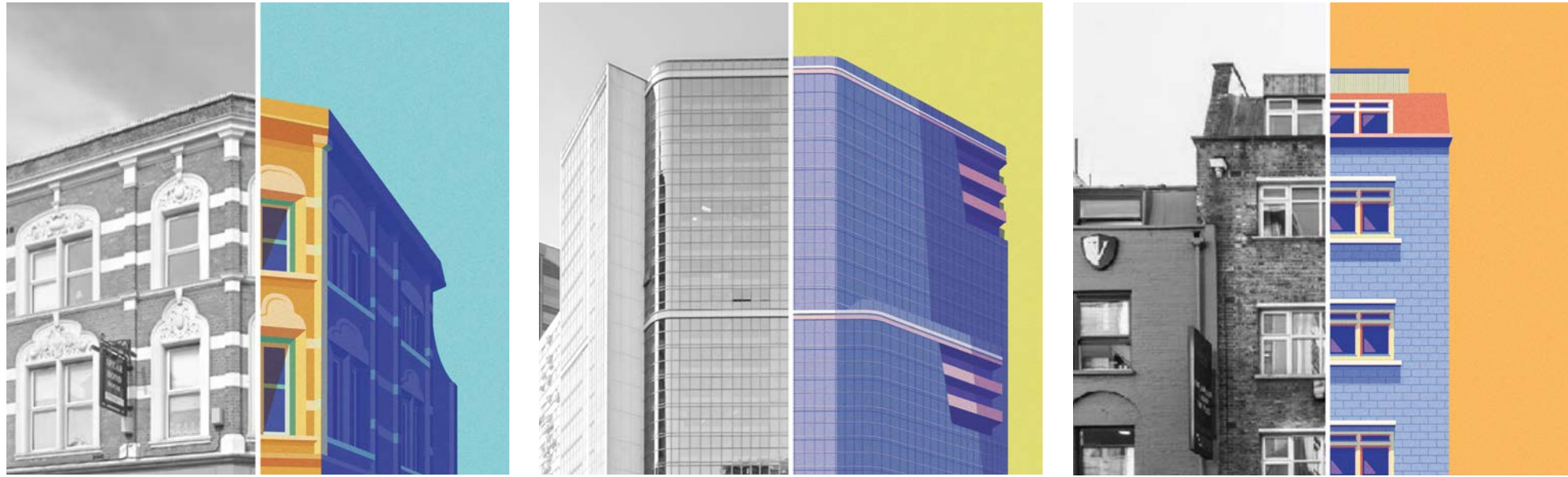
A calendar should serve both a practical aesthetic function. This 2024 calendar was designed to be an end of year gift. It showcases a collection of illustrations depicting QF Capital's latest developments in a contemporary style.

SKILLS

Illustration
Layout design
Print design & logistics

PROGRAMME(S)

Illustrator
Photoshop



Achieving consistency with colours

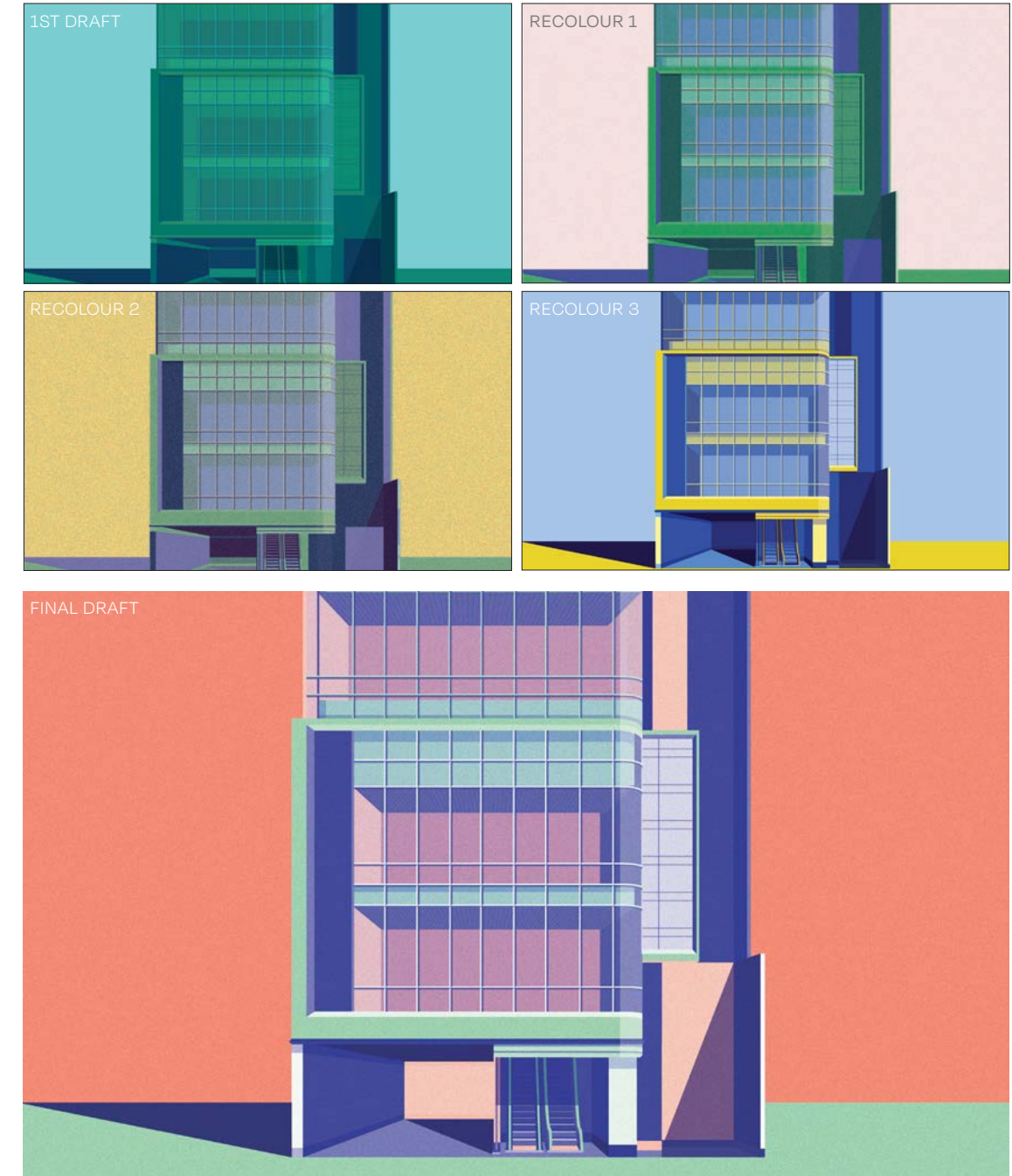
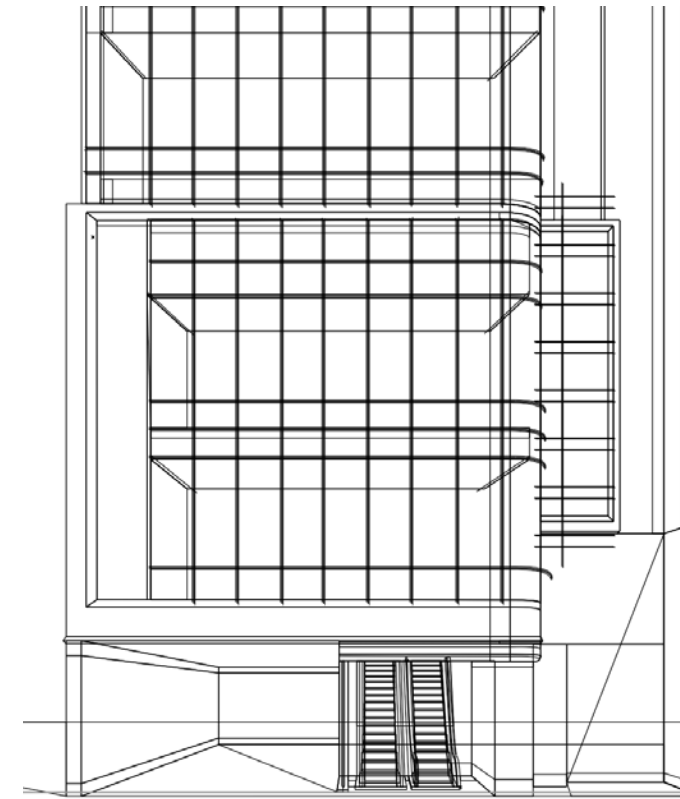
Each illustration was referenced off of pre-existing photographs of the development. A designated palette of six pastel neon colours was used to maintain visual coherence and overcome compositional inconsistencies. Each illustration comprised of three to four colours from the palette. Despite their distinctiveness at the individual level, the illustrations exhibited a cohesive "family resemblance" when viewed as a whole.



PALETTE

Process

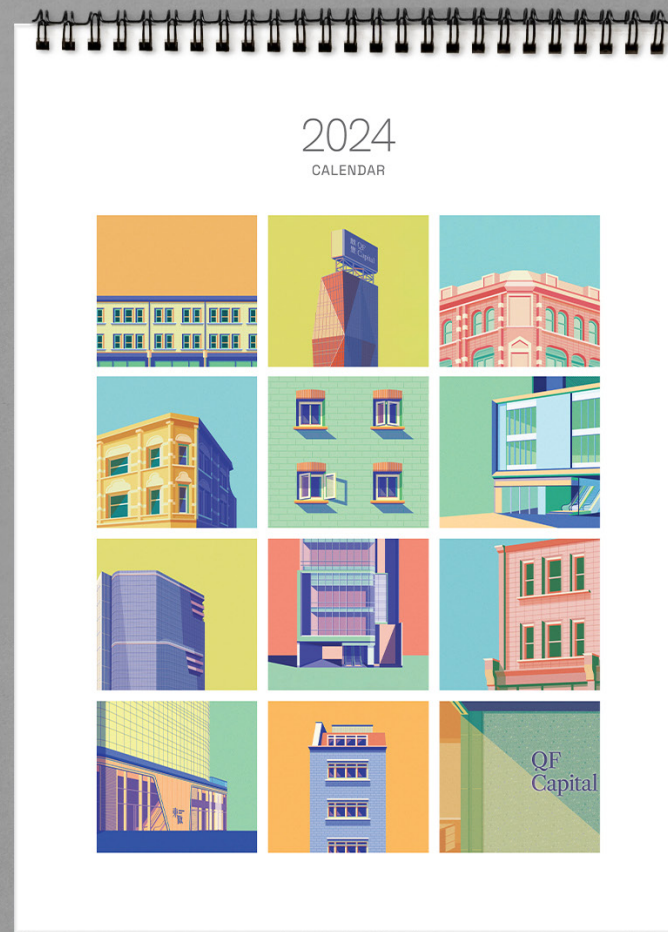
The meticulous illustration process was characterised by extensive trial and error. After the basic shape of the architecture was established, it would undergo multiple recolouring using different combinations of colours from the palette until a satisfactory visual appeal was achieved.



Mockup

COVER

INSIDE - JANUARY



2024
CALENDAR

麒麟 QF
豐 Capital



DECEMBER							FEBRUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3				
3	4	5	6	7	8	9	4	5	6	7	8	9	10
10	11	12	13	14	15	16	11	12	13	14	15	16	17
17	18	19	20	21	22	23	18	19	20	21	22	23	24
24	25	26	27	28	29	30	25	26	27	28	29		
31													

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

麒麟 QF
豐 Capital



ALL ILLUSTRATIONS

Final product

The calendars (19 W cm x 25.4 H cm) were digitally printed on 250gsm uncoated coarse grain paper with a neutral grey stand and white binder rings.





Year of the dragon: *Red Packets*

When designing Lunar New Year graphics, it is customary to include the Zodiac animal of the year. How can we elevate our designs and make them distinct from the conventional ones?

This project presented a stimulating opportunity to create a design entirely from scratch, pushing the boundaries of my creativity in terms of both execution and innovation.

SKILLS

Print design & logistics
Illustration

PROGRAMME(S)

Illustrator
Figma
WordPress



Concept

In an effort to steer clear of commonly overused elements such as lanterns, fireworks and gold coins, I begin to explore the orchid flower as a symbol of CNY. Delving deeper into its form, I found myself drawing intriguing parallels between the flower and the majestic form of a dragon.

SHARP FANGS



LONG BODY

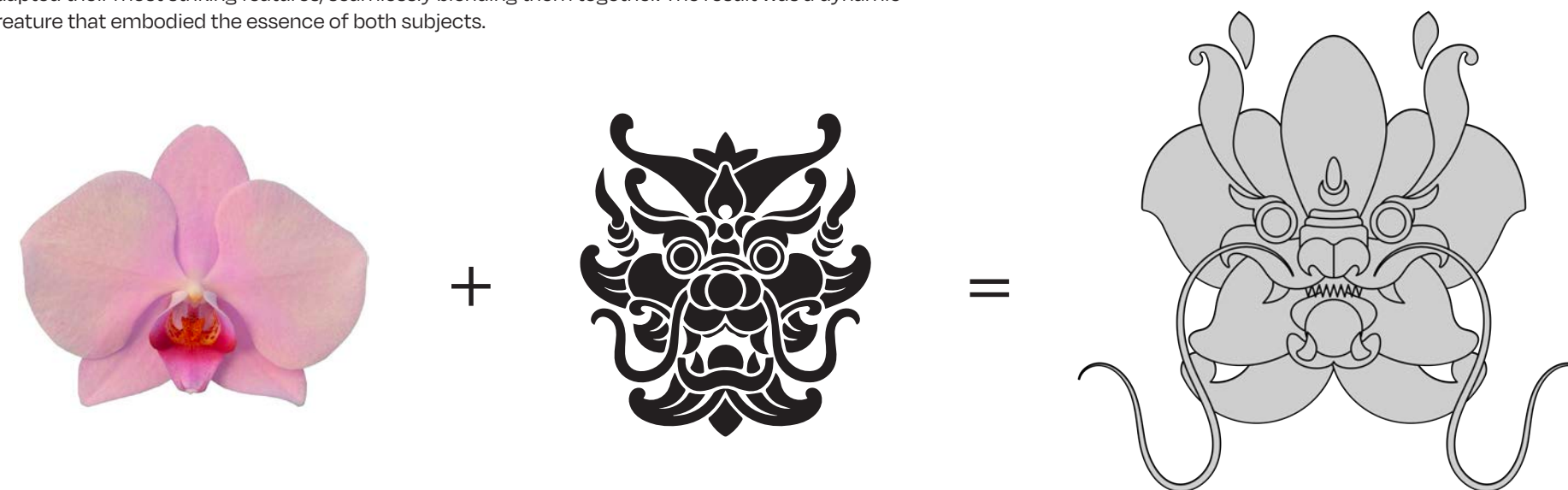


PROTRUDING ACCESSORIES



Result

By studying a symmetrical view of both the orchid flower and the dragon, I carefully selected and adapted their most striking features, seamlessly blending them together. The result was a dynamic creature that embodied the essence of both subjects.



Drafts

It took several revisions to capture the essence of a dragon while maintaining visual balance in the design. Various color combinations were explored, until a curated set of colors with optimal contrast was achieved.





04 _____

Passion Projects



Hair positivity campaign: *Swavo*

Swavo is a haircare brand targeting those whose natural hair border between straight and wavy (i.e. "swavy"). It runs a campaign encouraging individuals to embrace their natural textures rather than trying to "fix" it.

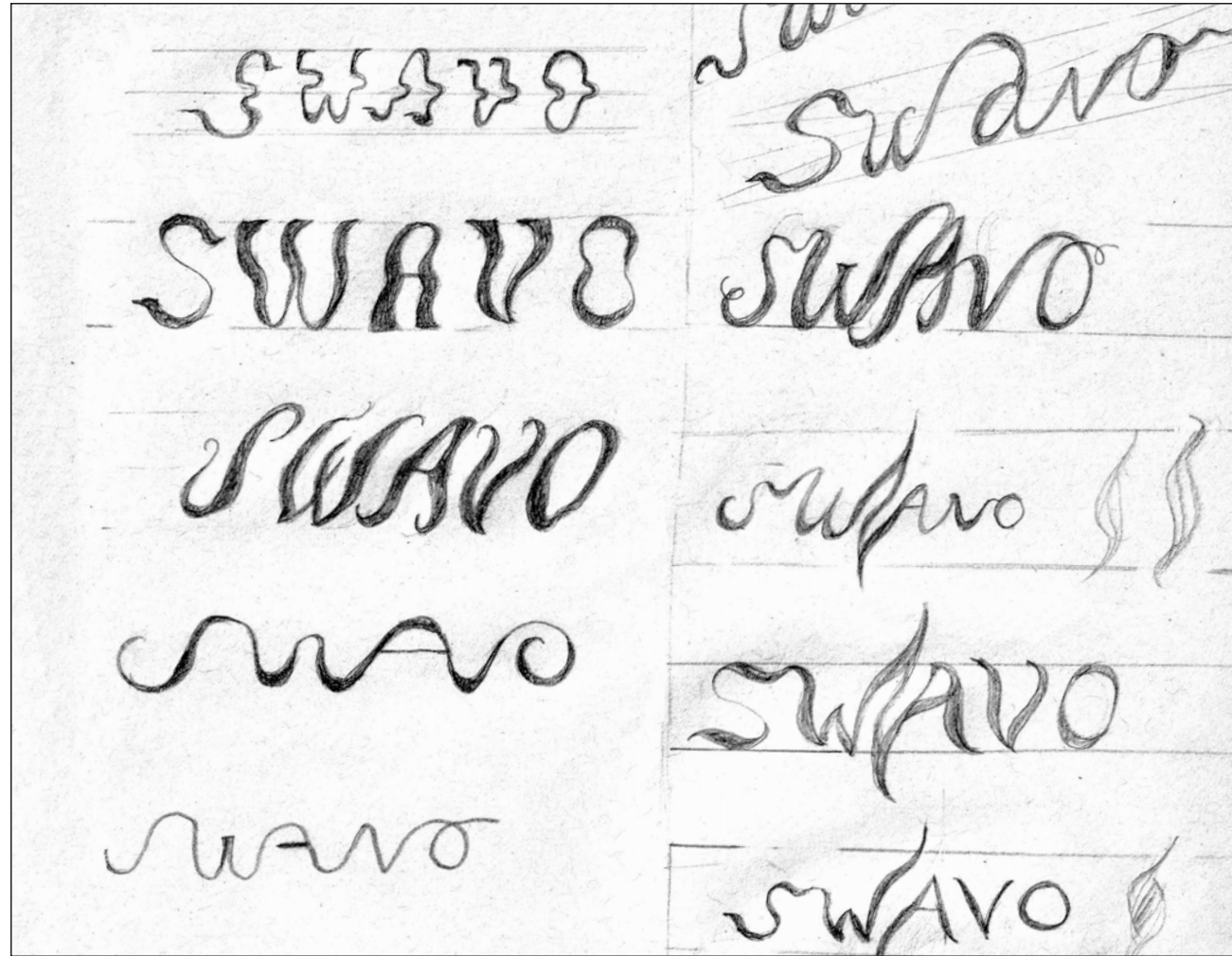
Swavo's products are made with natural ingredients to help nourish hair. A logo, colour palette, brand pattern, and photography style was curated for this project.

SKILLS

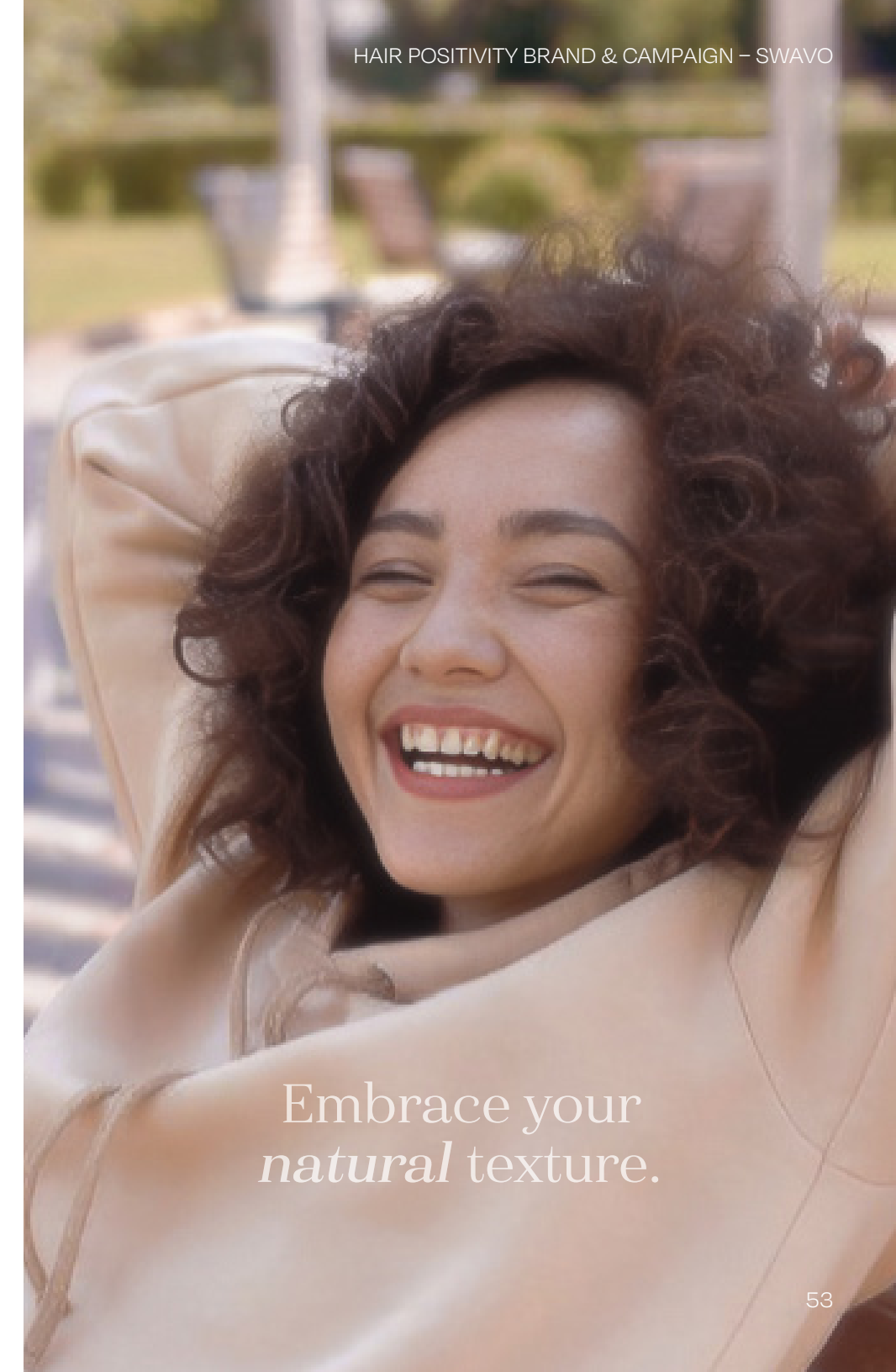
Logo design
Brand identity design
Print design & logistics

PROGRAMME(S)

Illustrator
Photoshop



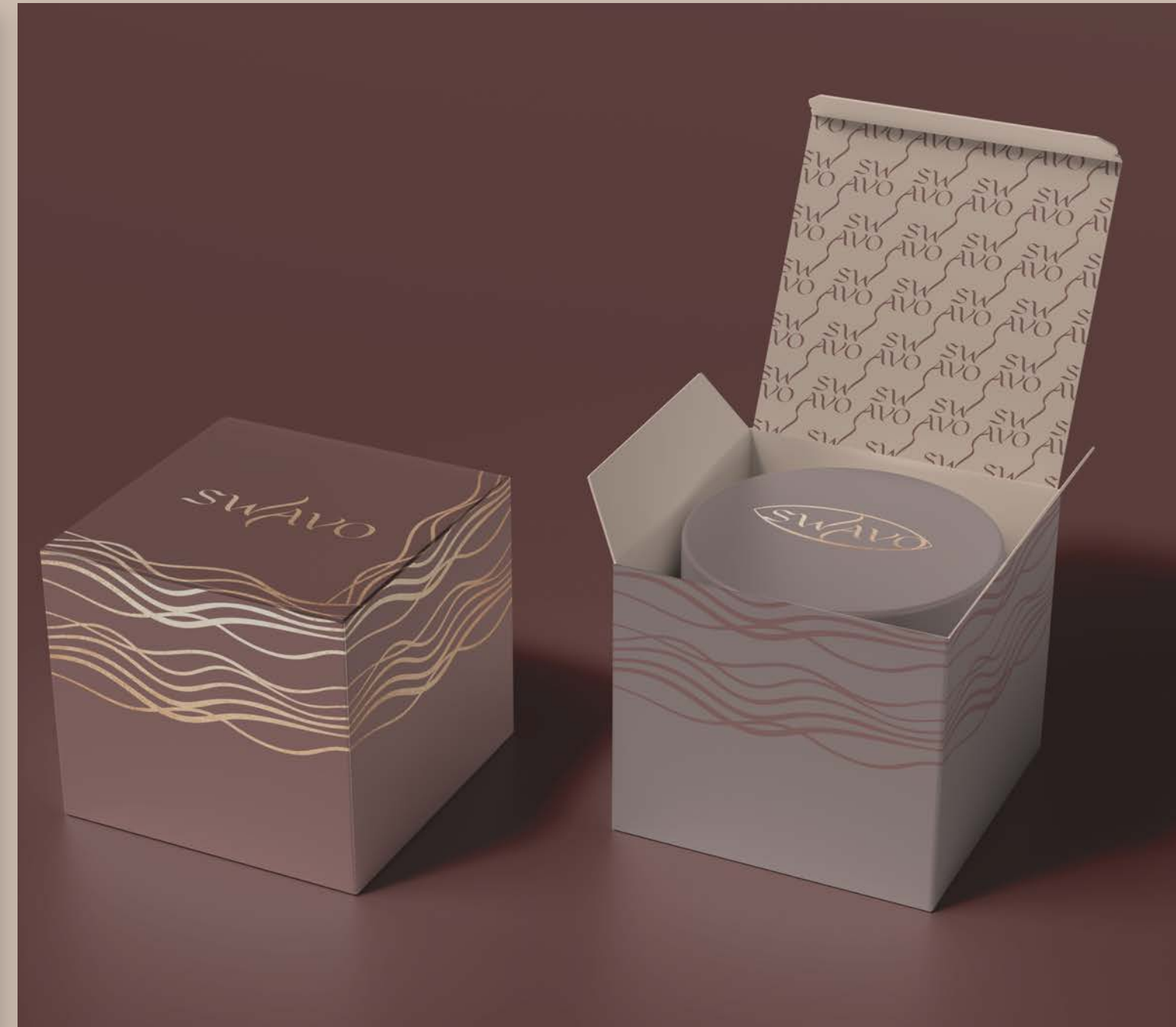
LOGO PENCIL DRAFTS



Embrace your
natural texture.



Not *Frizzy*
Just *Wavy*



Hong Kong Roller Derby: *Halloween* *Game*

This project was an illustration commission for Hong Kong Roller Derby to advertise their Halloween scrimmage.

The task was to conceptualise and illustrate their mascots, the "Bitchin' Butch" and the "Not-So-Pussy Cat", representing their two competing teams.

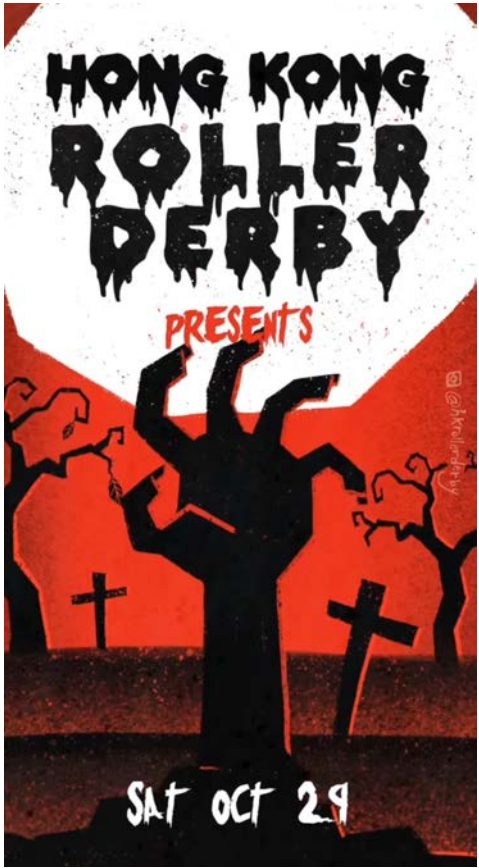
Complimenting the Halloween theme, I designed two gruesome looking characters dressed in blood stained gear. Collaborating with the film director, these characters were used in multiple marketing materials, including videos, posters, and Instagram reels, etc.

SKILLS

- Freelancing
- Illustration
- Character design
- Social Media Marketing

PROGRAMME(S)

Procreate



INSTAGRAM VIDEO SCREENSHOTS

THE NOT-SO-PUSSY CAT



SKETCH/CONCEPT



THE BITCHIN' BUTCH



SKETCH/CONCEPT



Photography: *Parallels*

Photography allows us to manipulate the perspective we view everyday objects. Depending on the way subjects are framed, we can make any captured detail the focus.

This photography series revolves around memory and nostalgia, featuring a vintage 1962 Tammy Doll and the carcass of a juvenile black bird.

This was featured in the 2022 Cultural Bloom VR exhibition.



SKILLS

Photography
Retouching
Exhibition

PROGRAMME(S)

Fujifilm Camera (X-T20)
Photoshop







————— The end

Thank You!