

ABOUT

Wai Yuan, OCAD B.Des.,
Toronto, father, CBC, nerd,
curious, MacGyver,
</3 sponges

DESIGNS

brand, digital, experience,
logos, packaging, product,
strategy, type, visual

BRANDS

48Nrth, 7Acres, Audi,
BRNT, Daize, DOZN, Epic
Games, Kingsway, Materia,
OJO, Pennies, DOJA, Fi
Collection, Kappa, Nobis,
Prairie Records, Sony,
Tokyo Smoke, Westleaf,
VarynerMedia, Xtraroom

CONNECT

me@wai-yuan.com

RBCx—Creative Director

[Sep22 - Mar24] Lead in the creative team of 8+ art directors, designers, copywriters, editors and producers. Leader of design in art direction, digital and product strategy.

LEFT FIELD LABS—Senior Art Director

[Aug22 - Oct22] Lead in the creative team of 6+ art directors, designers and producers. Lead art direction, brand strategy, product strategy and brand design.

DBRAND—Creative Director

[Nov21 - Aug22] Lead in the creative team of 10+ designers, copywriters, editors photographers and producers. Head of creative in art direction, advertising, brand strategy, campaign development, digital strategy, product strategy.

CLEARCO—Senior Art Director

[May21 - Nov21] Lead in the creative & design team of 10+ art directors, designers, copywriters, producers and videographers. Creating in 3D, art direction, advertising strategy, brand creation and strategy, campaign development, digital strategy, product strategy, UX strategy and UI design.

HIGH12—Director, Creative & Design

[Nov19 - Apr21] Lead in the creative & design team of 10+ designers, copywriters and producers. Head of creative & design in 3D, art direction, advertising strategy, design direction, brand creation and strategy, product strategy and design, collateral production, packaging design and production, UX strategy and UI design.

LITTLE ROCKET—Creative Director

[Feb17 - Nov19] Lead in the creative team of 20+ designers, developers, strategists, copywriters and producers. Head of creative and agency partner in client relations, asset management, 3D, campaign creation, art direction, creative direction, design, packaging, product design, UX strategy and UI design.

XELLO—Senior Designer

[Jul16 - Feb17] Lead in the product team of 5+ designers in art direction, design, product strategy, user testing, UX strategy and UI design.

MILQ—Lead Designer

[Jun15 - Jul16] Lead in the brand & product team of 10+ designers and engineers in design, brand development, concept development, creative direction, product design, product strategy, testing, UX strategy and UI design.

REDTAG—Senior Designer

[Mar14 - Jun15] Lead in the product team of 15+ designers and developers in brand development, creative strategy, collateral design, product strategy and position, user testing, UX strategy and UI design.

ITRAVEL—Senior Designer

[Oct13 - Mar14] Lead in the design & marketing teams of 5+ designers and copywriters in mobile design, product direction, brand refreshment, creative campaign direction, advertising design, user testing, UX strategy and UI design.

KOBO—Lead Designer

[Jan12 - Jun13] Lead in the brand & marketing team of 30+ designers, copywriters, art directors, photographers and videographers in art direction, campaign development, brand design, creative direction, collateral design, packaging, testing, UX strategy and UI design.

