

www.joyhsu.info

+43(0) 677 643 291 16

joyhsu00@gmail.com

GRAPHIC DESIGN
PORTOFOLIO

JOY HSU

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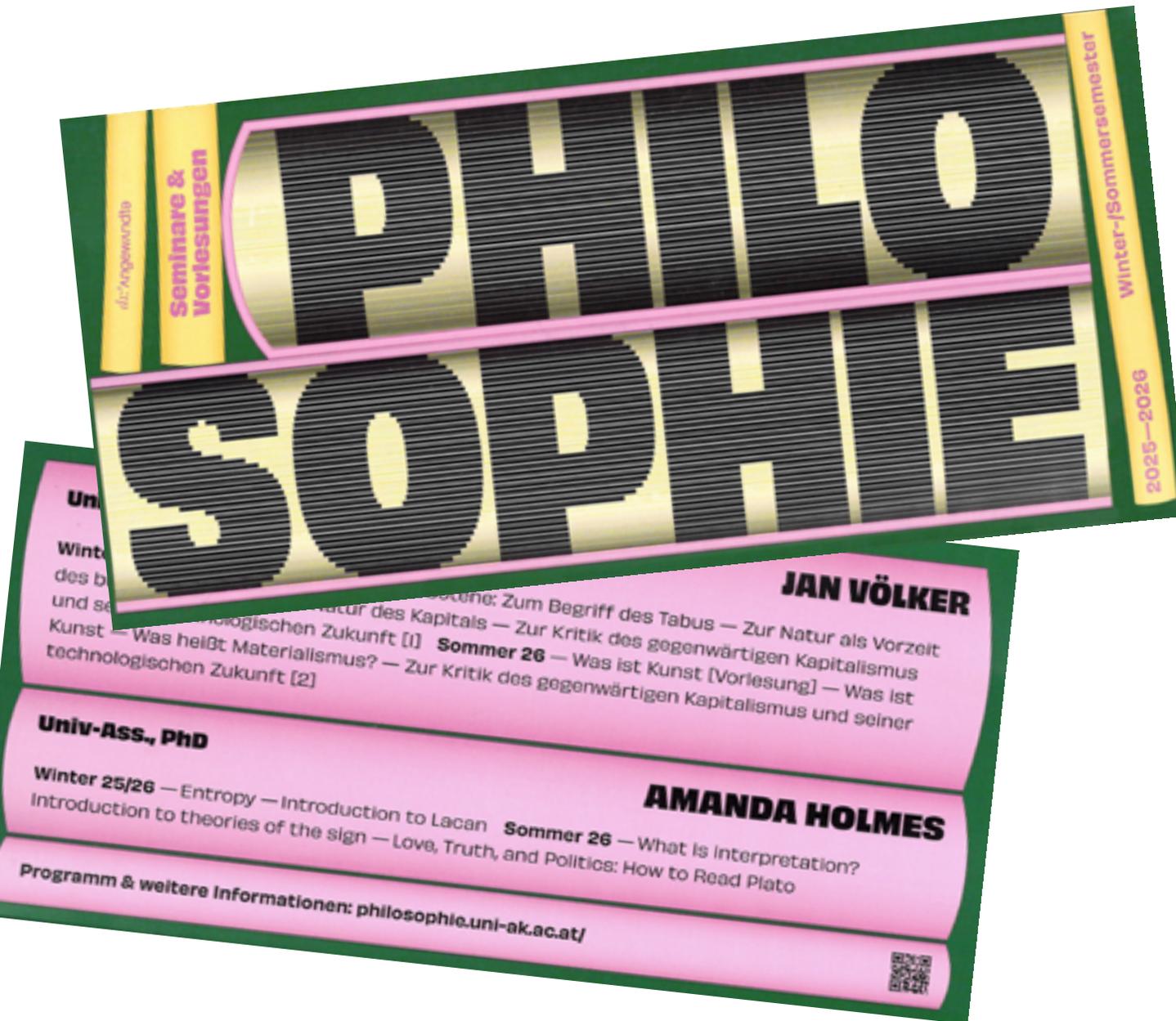
| | |
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| I. | Visual Systems & Identity |
| 03 | Philosophy Lecture Series |
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ABOUT

Hi! I'm Joy, a Taiwanese graphic designer currently based in Vienna. I specializ in editorial systems, book design, and exhibition graphics. My practice focuses on translating research into physical formats, bridging conceptual complexity into tangible output. I use design as a tool to explore social narratives by focusing on materiality and precise visual logic.

PHILOSOPHIE LECTURE SERIES

Clients: Philosophy Department, Angewandte
Formats: A1/ A2 posters, flyers, social media post,
Focus: print design, visual system
Year: 2025–2026



Flyers for seminar and courses

I. Visual Systems & Identity

Developed for the Angewandte Philosophy Department, this ongoing identity utilizes a playful visual language centered on the concept of 'falling books' to challenge the perception of philosophy as static or inaccessible. Different facets of the book serve as structural elements for the information hierarchy, with spines of varying volumes acting as containers for dense information and schedules. Utilizing visual elements from different perspectives keeps the identity vibrant and dynamic across various formats while maintaining a rigid, logical foundation. The systematic graphic language translating a physical object creates a flexible toolset for the project, making academic discourse feel approachable and visually energetic.

PHILOSOPHIE

**ANHEIT DER
ENT*INNEN**
Philosophie: Ein Spiel

ALEXANDER GARCÍA DÜTTMAN

Freitag 18:00 Uhr
Flux 2, 2. OG
Vordere Zollamtstraße 7, 1030 Wien
Universität für angewandte Kunst

weitere Informationen: philosophie.uni-ak.ac.at/

PHILOSOPHIE

PHILOSOPHIE

Seminare & Vorlesungen

2025-2026 Winter-/Sommersemester

Univ.-Prof. Dr. JAN VÖLKER

Winter 25/26 — Das Heilige und das Verbotene: Zum Begriff des Tabus — Zur Natur als Vorzeit des bürgerlichen Staats — Natur des Kapitals — Zur Kritik des gegenwärtigen Kapitalismus und seiner technologischen Zukunft (1) Sommer 26 — Was ist Kunst (Vorlesung) — Was ist Kunst — Was heißt Materialismus? — Zur Kritik des gegenwärtigen Kapitalismus und seiner technologischen Zukunft (2)

Univ.-Ass. PhD AMANDA HOLMES

Winter 25/26 — Entropy — Introduction to Lacan Sommer 26 — What is Interpretation? Introduction to theories of the sign — Love, Truth, and Politics: How to Read Plato

Programm & weitere Informationen: philosophie.uni-ak.ac.at/

PHILOSOPHIE

**VOM GLÜCK DER
SPEKULATION**
Die Geteilte ›Sache‹ Der Philosophie

JAN VÖLKER

VORTRAG

17.12.2025 Mittwoch 18:00 Uhr
Flux 1, 3. OG
Vordere Zollamtstraße 7
Universität für angewandte Kunst

Programm & weitere Informationen: philosophie.uni-ak.ac.at/

PHILOSOPHIE

Seminars and Lectures posters design

SOCIAL DESIGN MASTER'S IDENTITY RE-/DE-/OUT-SOURCE

Clients: Social Design Studio, Angewandte,
Formats: A4 pamphlet (single fold), A0 Posters, social media posts
Focus: Editorial design, Visual Identity
Year: 2022



Project Flyers Front & Inside

I. Visual Systems & Identity

The visual identity for Social Design studio's 2022 master graduation revolves around the theme of "resource/desource/outsource", it was centering on invisible lines that connect and overlap intersections where diverse sources converge. This visual representation highlights the multiplicity of ideas and influences within the studio, while underscoring its commitment to exploring innovative perspectives and new approaches to social design. Through this identity, the exhibition visual represents how the studio's graduate students bring together varied sources to create meaningful impact and positive change within the community and beyond.

MASTER PROJECTS

2022

01 JULY

MASTER PROGRAM

www.socialdesign.ac.at

ds:angewndta
Department für angewandte Kunst Wien
 University of Applied Arts Vienna

Michalina Zedykowitz
 Sabrina Haas

Jelena Maschke

Danny Nedkova
 Lorenz Zenleser

Eugenia Kozlova

JUNE 28

MASTER PROJECTS

2022

01 JULY

SOCIAL DESIGN MASTER PROGRAM

www.socialdesign.ac.at

Social Design

ds:angewndta
Department für angewandte Kunst Wien
 University of Applied Arts Vienna

Yue Hu

Lena Michalik Leah Dorner
 Stella Krausz Maria Kanzler

Theresa Binder

Amanda Sperger

Michalina Zedykowitz
 Sabrina Haas

Jelena Maschke

Danny Nedkova
 Lorenz Zenleser

Eugenia Kozlova

JUNE 28

MASTER PROJECTS

2022

01 JULY

SOCIAL DESIGN MASTER PROGRAM

www.socialdesign.ac.at

Social Design

ds:angewndta
Department für angewandte Kunst Wien
 University of Applied Arts Vienna

Yue Hu

Lena Michalik Leah Dorner
 Stella Krausz Maria Kanzler

Theresa Binder

Amanda Sperger

Michalina Zedykowitz

event poster

SOCIAL DESIGN STUDIO DIGITAL REBRAND & WEBSITE

Clients: Social Design Studio, Angewandte
Formats: website
Focus: UI/UX, Digital Identity
Collaboration with: Orest Yaremchuk
Year: 2025–



II. Website Design & Digital Archiving

Currently In the final stages, this digital redesign of Social Design Studio's website will replace the outdated interface with a fully responsive, cross-device platform. The design integrates functional information with flexible UI logic, built on a modular grid layout that ensures visual consistency while upholding the studio's playful, tactile philosophy. To address the need for a low-maintenance system, the design uses interactive line illustrations as connectors in place of photography, allowing the digital presence to remain vibrant and active without the burden of frequent content updates and providing a sustainable, dynamic entry point into the studio's evolving social narratives.

#f47b36

#f47b36

#f47b36

Logo Variations

Social Design—Arts as Urban Innovation

1. SD 2. S ————— D

(interactive scroll animation)

Typography

Aa

Aa

Suisse Int'l Condensed

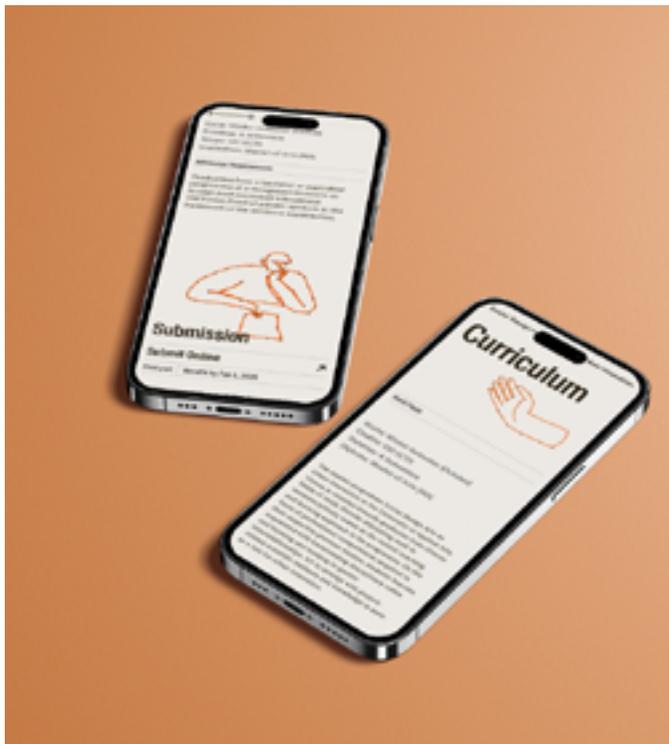
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Suisse Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789



[website link](#)



dr:angewandte

S _____ D

homepage
application
useful info
curriculum
collection ↗

Submission

Submit Online ↗

First part | Results by Feb 5, 2025

Positive assessment of the first part is required for the second examination.
All Documents should be sent in as one Pdf file.

- Non-academic activities (1000 characters)
- Letter of motivation (4500 characters)
- CV (2000 characters)

Videns Zollverein Straße - 4th floor,
turm 401 - 404, 1030 Vienna, Austria
social@videns.at
+43(0) 1 71 33 3561

facebook ↗ | instagram ↗ | vimeo ↗
datenschutz ↗ | impressum

Entrance Exam

mobile interface(Left) & Desktop screenshots

FANZINES

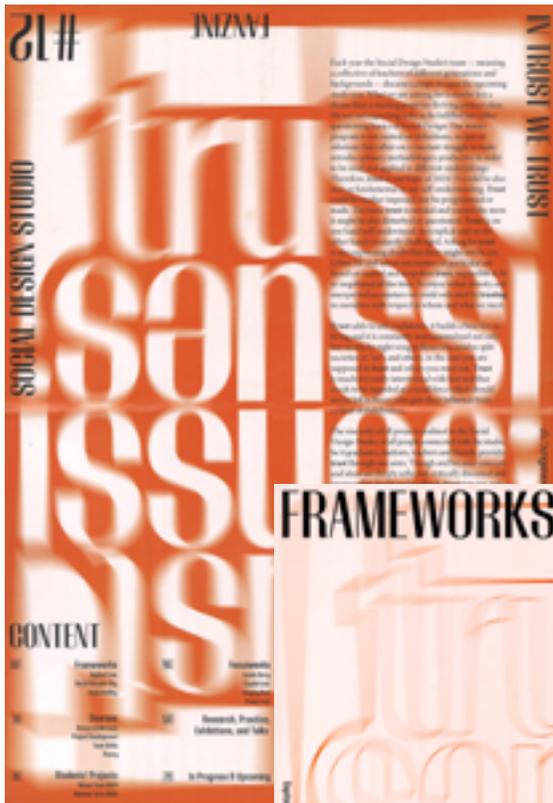


Fanzine 2024 *Hidden* & Fanzine 2025 *Trust* Issues

Clients: Social Design Studio, Angewandte,
Formats: 90 page A5 Publication, offset printing
Focus: Publication design, Print production
Year: 2024–

III. Editorial Design & Print Production

Focusing on a different theme each year, these zines serve as Social Design Studio's leading editorial voice and tangible repositories for student contributions and the studio's research outcomes. The design centers on creating a rhythmic typographic logic that maintains visual flexibility while handling complex, high-volume content. I also supervise the production process, from selecting paper stocks to the binding method, to retain the fanzine aesthetic and bridge the gap between academic theory and tactile experience. By bringing these diverse voices together into a single format, the design provides a clear, physical home for the studio's evolving conversations.



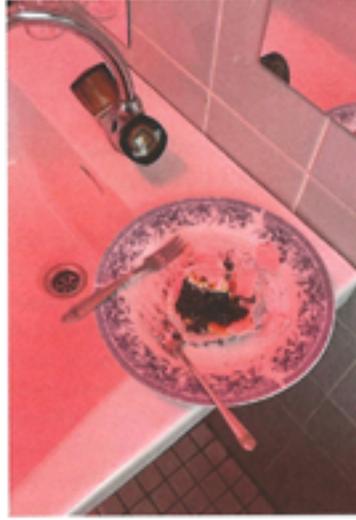
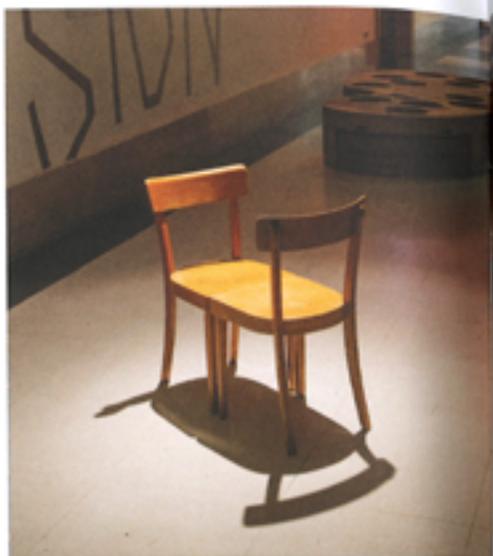
fanzine 2025 Trust Issues Cover poster (back & Front)

APPLIED LOVE

Love Chairs

Love Chairs furnish the Festival headquarters. Throughout the entire *Funkhaus*, they invite, challenge, seduce and entice people to sit down, gather and remain open for unexpected encounters and events. These special pieces of furniture provide luxury for everyone at the *House of the Republic*, with a view of the large clock that serves as an urgent reminder of the future.

Location: Hallway Funkhaus



P.28 **Love Fight Club**
17:00-22:00 (every WED)
Love Fight Club (ggm), Foyer

P.21 **sNails Studio**
14:00-20:00 (every WED)
Snailstudio (Archive)

P.28 **Blush&Flush**
House of the Republic, WO Foyer

P.33 **Curtains for Commons**
Curtains for Commons (Archive)

P.29 **The Relationship**
Relationship (Archive)

P.22 **Zwischen Nutzen**

Idea & Concept

Love Chairs

Ilia Gromov, Zhengyi Wang, Susanne Büchele, Hannah Horn, Joanna Weise, Akina Hocke, Lucie Urban, Alice Buzzichelli, Markas Feifel Pargas, Ana Dos Santos, Milena Nowak, Marie Siebdrat, Grayson Raple, Viktoriya Aksenova, Hannah Leimberger, Laura Fellerer, Karlotta Leonie Paul, Simon Wallis, Peter Sandbichler, Jakob Glasner

Love Fight Club

Benjamin Amiel, Alice Buzzichelli, Markas Feifel Pargas, Stephan Sinn, Simon Wallis
support: Marie Siebdrat, Joanna Weise

Blush&Flush

Akina Hocke, Lucie Urban, Kerim El-Mokdad

Curtains for Commons

Paul Budniewski, Hannah Leimberger, Stephanie Bauer, Ladja Tivetkov

Your Club is Not My Club

room: Reka Novak, Johanna Kalinke, Lukas Weirlein, Theodora Hergelidgia
stage: Felicia Riegel

Zwischen Nutzen

Deepshikha Pega, Nella Mayer-Rohhoven, Hannah Horn

The Relationship

Susanne Büchele, Daniel Siegersma, Grayson Raple, Viktoriya Aksenova

sNails Magazine

Viktoriya Aksenova, Mildred Cheng
Nail Artists: @trolls_claw @swamp_nails @lucio.nails @libbeautique1



Social Design Studio's Wiener Schaukel on Tour

Social Design Studio's Wiener Schaukel — a piece of urban furniture originally co-designed with elderly residents for Vienna's *Fritzi-Massary-Park* in *Leopoldstadt* within the project *Re-Sourcing Commons* (2022) — was featured in the exhibition *Wie geht's, Alter?* at *afo architekturforum oberösterreich* in *Linz*. Made from discarded park benches, the Wiener Schaukel explores how public spaces can foster intergenerational encounters and reframe urban furniture as social infrastructure.

© Anna Vogel

with local residents — particularly elderly residents from the adjacent senior housing complex. The re-design of the park explored age-specific needs for public space, resulting in several interventions and new typologies of park furniture built from discarded municipal park benches. This transformation of urban "waste" into meaningful, inclusive infrastructure shows how circular and participatory design approaches can contribute to age-friendly and socially sustainable public environments. Especially for older adults and people with limited mobility, a public bench is more than just a place to rest — it can become a catalyst for social interac-

tion and connection across generations, a place to feel recognised as part of the city's social fabric.

The Wiener Schaukel was on display at *afo architekturforum oberösterreich* from October to December 2024. Since spring 2025, the exhibition has been touring various municipalities in Upper Austria, including *Wels* and *Steyr*. In addition to showcasing various best-practice projects for alternative housing models for older adults, the exhibition highlights the role of communities and public space to support ageing-in-place. In this context, the Wiener Schaukel draws attention to

the importance of designing age-inclusive environments — spaces that are welcoming, accessible and conducive to intergenerational participation.

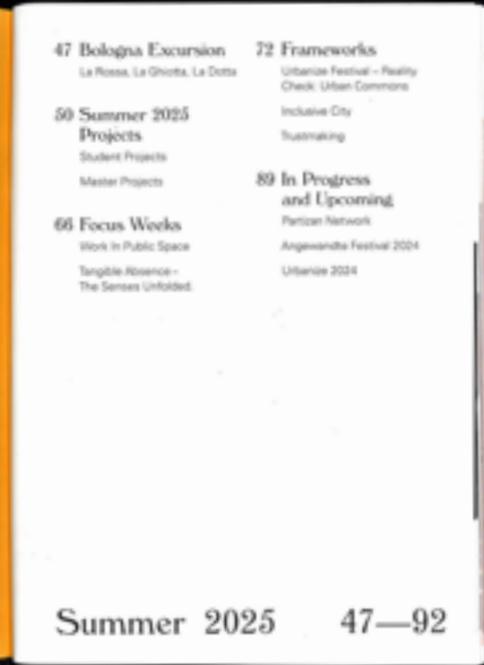
As part of the exhibition's public programme, Social Design Studio was invited to take part in the discussion series *Theorie im Keller* in November 2024. The recently published *Social Design Reader: Stadt Aufmöbeln* (Verlag für Moderne Kunst, 2024) served as the basis for a debate on the transformative potential of urban furniture in shaping more inclusive and accessible living environments.

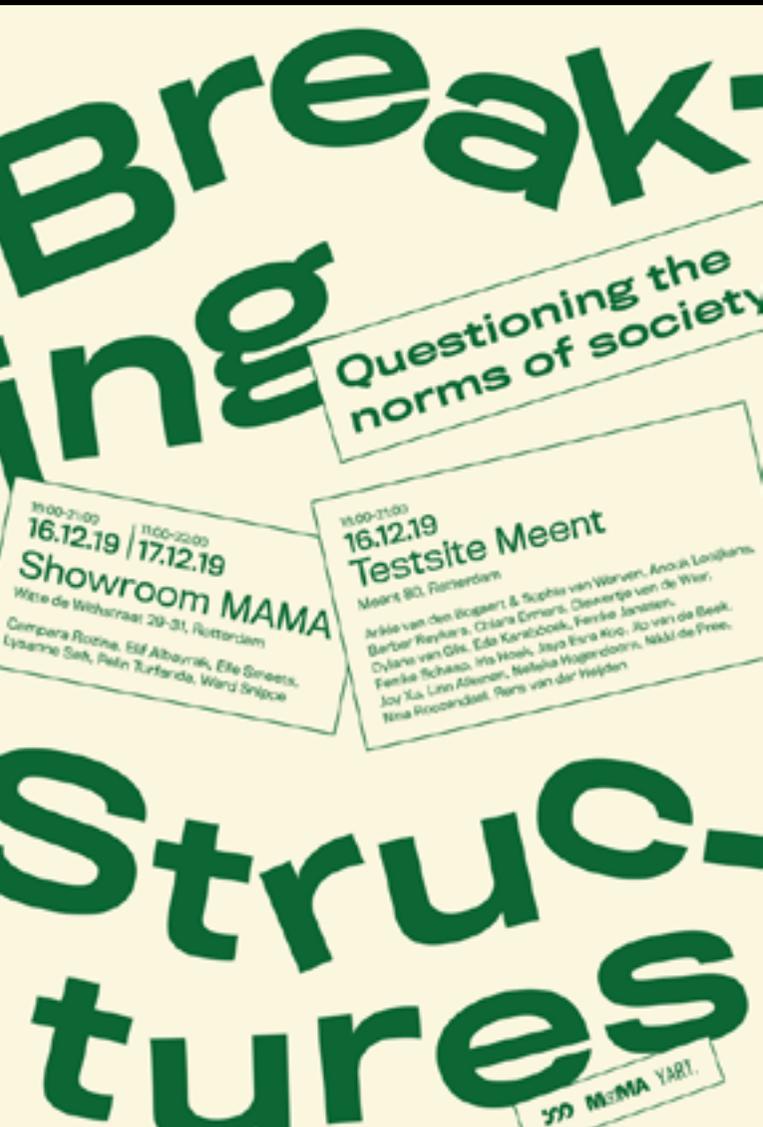
42/43

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Rage Cage







Program & Kursinfos: kunsttheorie.uni-ak.ac.at/

Sen.Sc.PhD **ALEXI KURULJEVIC**
 Freud and Lacan: Witz and the Formation of the Unconscious Seminar
 Discourse, Figure Seminar

Sen.Sc.Mag.art.Dr.phil. **ANNA MARGARETA SPOHN**
 Einführung ins wissenschaftliche Arbeiten Seminar
 Theorien der Kunst Seminar

Univ.-Prof.Ph.D. **JAKOB SCHILLINGER**
 Kolloquium für Master- und Doktoratsstudierende
 Ökologien der Kunst Seminar
 Was war Kritikalität? Seminar

dr. angewandte
Kunsttheorie
 WINTER 25/26

Univ.-Leht. Dr.phil. **HELMUT DRAXLER**
 Kolloquium für Master- und Doktoratsstudierende

Univ.-Leht. M.Ed.M.A. **LEONIE LICHT**
 Himmel von oben sehen—ein skopisches Regime Seminar

Univ.-Leht. Dr.phil. **CHRISTIAN LICLAIR**
 Cruising Queer Histories—Einführung in queere Kunstgeschichte und Theorie Seminar

Univ.-Leht. Dr.phil. **MARIA BUSSMANN**
 Einführung in feministische Theorien, Gender und Queer Theory Vorlesung
 Kunst-Forschung-Geschlecht: Anti-Gender und digitale Autoritarismen Seminar



Poster works (left to right): Exhibition Breaking Structure, Kunsttheories programs, North Sea Jazz festival

Content

Prologue

Master Project Installation
Pixelated Truth

Flipping direction: right to left

Introduction

Research Focus

Main Concepts

Flipping direction: left to right

Research Questions

Methodology

Contribution/Originality



L'Île de Formosa, ou sont exactement marquez les Baies de Sables, Rochers et Brassez Eau...
Leiden, c.1705. 290 x 350mm.
Source: Wiki Commons



Pixelated Truth, master thesis and installation, 2025



Fabri Visual Identity & Exhibiton (2025)

CV

www.joyhsu.info

+43(0) 677 643 291 16

joyhsu00@gmail.com

EDUCATION

2021-2023

Angewandte, University of Applied Arts, Vienna

Social Design, *M.A.*

2015-2020

Willem de Kooning Academy, Rotterdam

Graphic Design *B.A.*

Expertise: Book Design, Print Production,
Exhibition Graphics, Visual Systems,
Speculative Design.

Software: Adobe Creative Suite, InDesign,
Illustrator, Photoshop, After Effects, Figma,
Webflow, Nomad Sculpt, SketchUp.

Languages: German (B1/2). Mandarin (Native),
English (Fluent), Japanese (Proficient)

EXPERIENCES

06.2025 – Present

Graphic Designer
Formation Gestaltung | Vienna, AT

02.2025 – Present

Graphic Designer (Freelance)
Philosophy Dept, Angewandte | Vienna, AT
Social Design Studio, Angewandte | Vienna, AT

06.2023 – 12.2023

Design Assistant
SCHIENERL D/AD | Vienna, AT

10.2022 – 06.2024

Student Assistant
Social Design Studio, Angewandte | Vienna, AT

2020 – 2022

Creative Director
Aiwan Marketing Agency | Kaohsiung, TW

2020 – 2021

Social Media Design Lead (Remote)
Taiwan Can Help The Netherlands | Europe

07.2019 – 02.2020

Design Intern
NOSIGNER | Yokohama, JP

SELECTED PROJECTS & EXHIBITIONS

2025

Schloss Hollenegg for Design
Fabri, Knit and Weave

2023

Vienna Design Week
Pixelated Truth, Stadtprobleme

2019

Breaking Structures
Rights for Lefts, Testsite Meent