

PORTFOLIO (2026)

Dahyun Kang

Graphic Design Portfolio

+1 437 499 5420

ellie030725@gmail.com

01

LUSH Summer Campaign

Rebranding & Visual Identity

A strategic marketing design translating LUSH's core value of 'Fresh Ingredients' into a visual experience, aimed at elevating product awareness and driving sales for the lemon collection during the summer season.



Personal Project

Adobe Illustrator / Adobe Photoshop

MAIN LOGO



CORE VALUE & CONCEPT

Squeeze the Summer!

Squeezing the most vibrant summer energy out of LUSH's unchanging essence of freshness.

Freshness

Vitality

Wit

OVERVIEW

The 'Squeeze the Summer' campaign reinterprets LUSH's traditionally raw and honest logo into a trendy yet stable visual language rooted in the brand's core. This strategic approach is designed to maximize the brand's raw vitality and foundational heritage of 'Freshness' through a modern lens. Furthermore, by incorporating vintage comic book-style halftone textures and organic splash effects, the design visualizes LUSH's signature kitsch and wit. This intuitively delivers the synesthetic experience of a 'refreshingly bursting summer' to consumers, laying the groundwork for a more pop-inspired and approachable brand direction across future online and offline touchpoints.

#F3EA13

#00AEEF

#0A0A0A













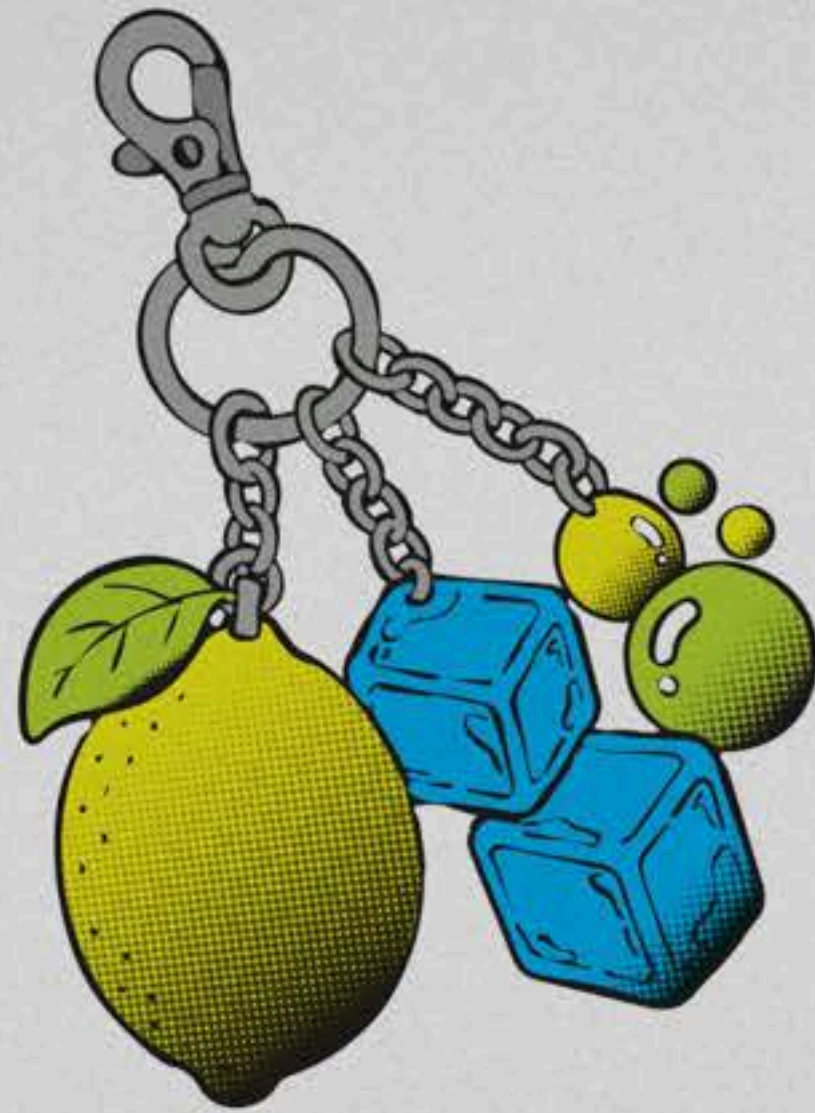
JULY
17-26

SQUEEZ
THE
SUMMER

FRESH LEMON COLLECTION

UP TO 60% OFF

LUSH



02

With Paw

UX/UI Design & Branding

A mobile app that matches users with their ideal pets using a matching algorithm.

Personal Project

Figma / Adobe Illustrator / Adobe Photoshop



MAIN LOGO



SECONDARY LOGO



SYMBOL MARK



CORE VALUE & CONCEPT

Connecting Hearts, Finding Homes.

Connecting rescued pets with loving families.



OVERVIEW

With Paw is a platform for adopting abandoned animals and building a community. It is a comprehensive platform for matching abandoned animals that goes beyond simple adoption promotion, documenting post adoption lives and sharing information. It aims to enhance transparency in the adoption process and promote harmonious lives between pets and humans. The main objective of the With Paw project is to build a design solution that systematizes information on shelter pets and provides a matching algorithm customized to adopters' lifestyles, thereby reducing abandonment rates caused by misinformation.



KEY VISUAL



Paw Buddy

This is “Paw Buddy,” a mascot character based on
With Paw’s branding that connects emotionally with users.

TYPOGRAPHY

Aa

H1 Semibold

Sub Semibold

Montserrat

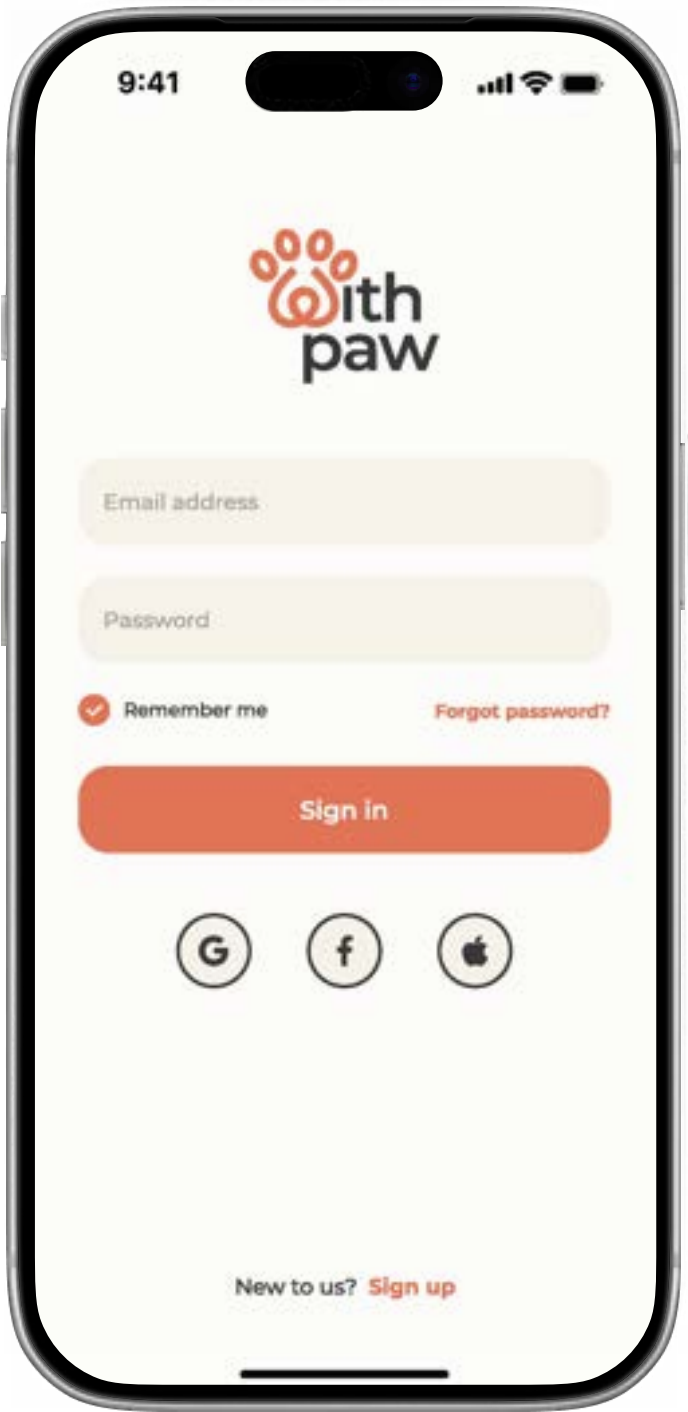
Body Medium

ICON

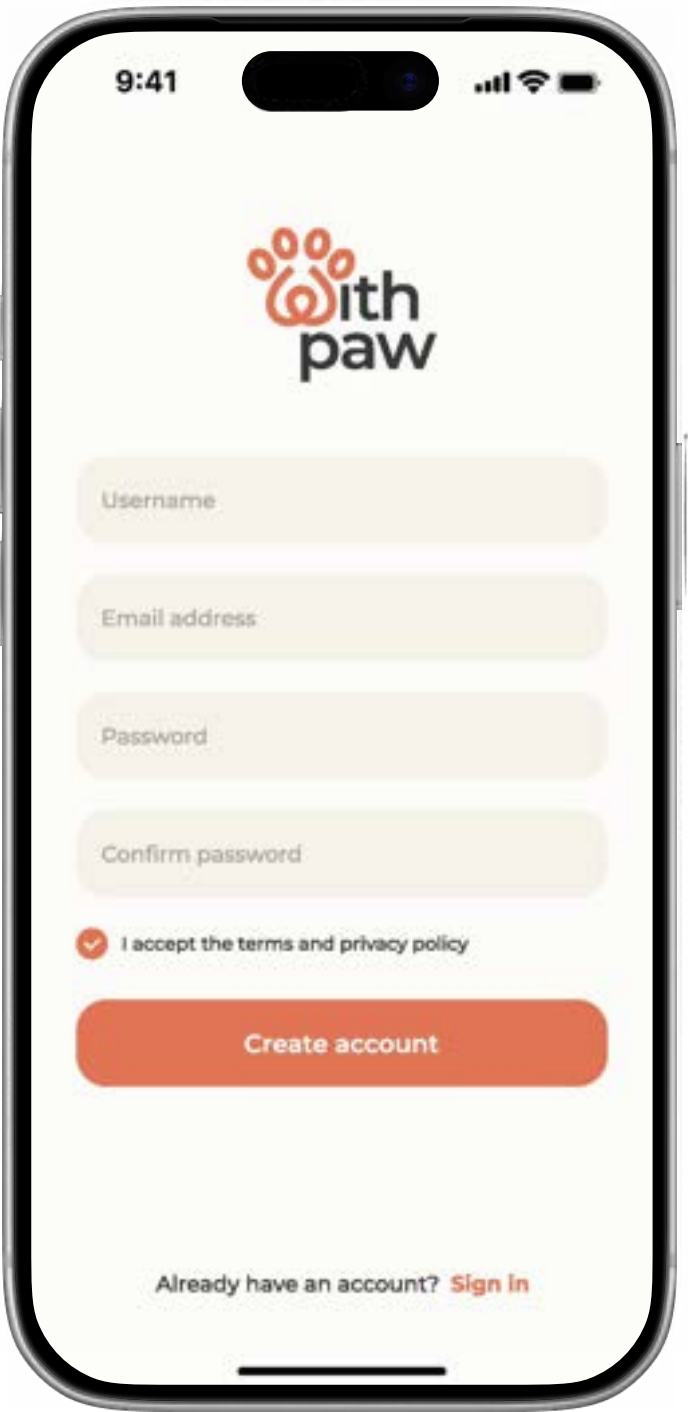


SIGN IN / SIGN UP

These are the With Paw starting screens, designed based on the With Paw brand style guide.



Sign In

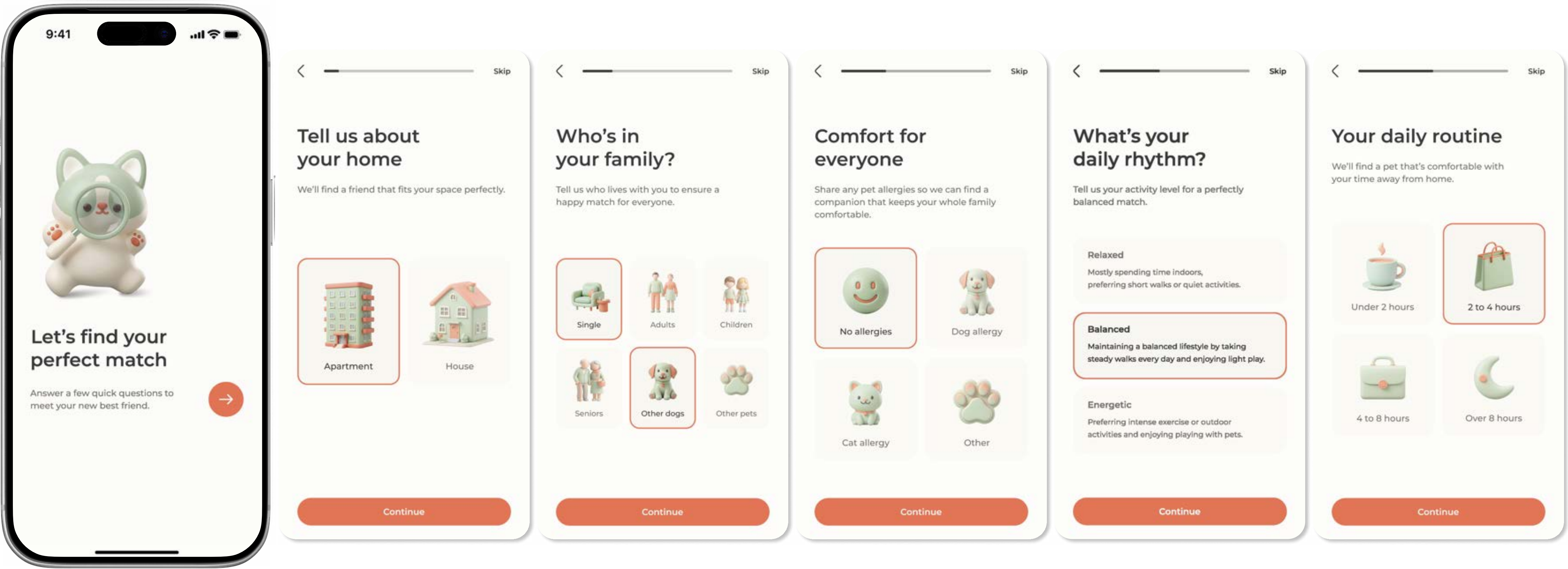


Sign Up

Users can complete the sign-in and sign-up process by entering some basic information.

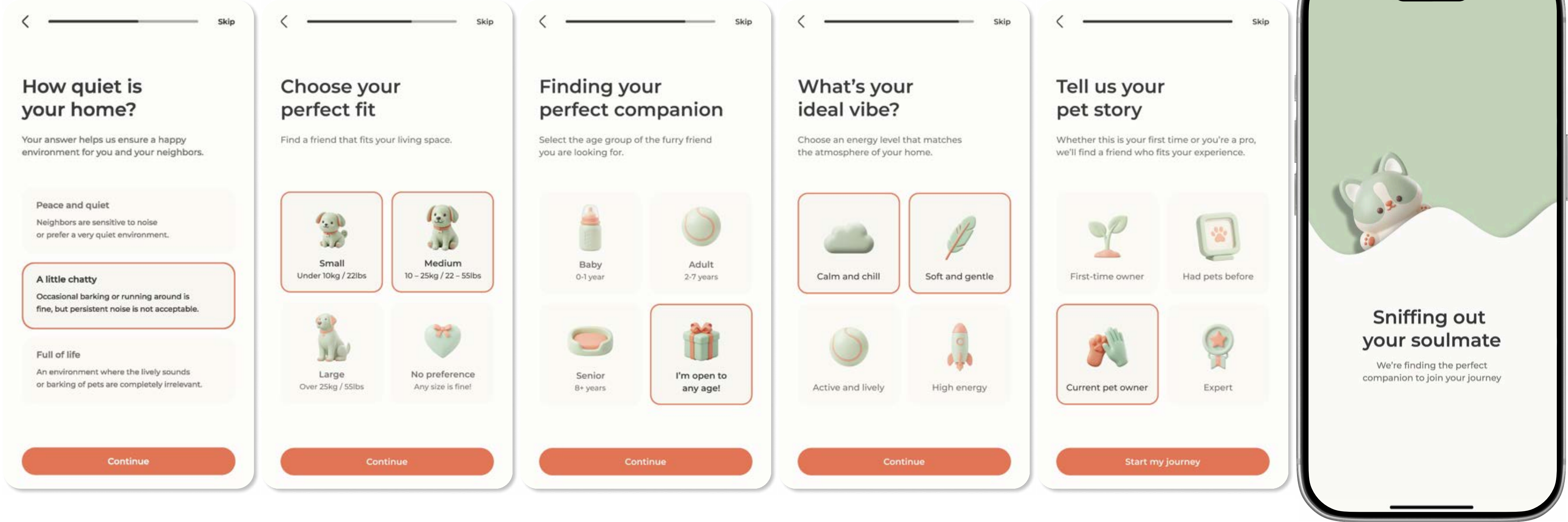
MATCHING QUESTIONNAIRE

The matching algorithm analyzes users' lifestyles based on their information.



MATCHING QUESTIONNAIRE

The matching algorithm analyzes users' lifestyles based on their information.



HOME

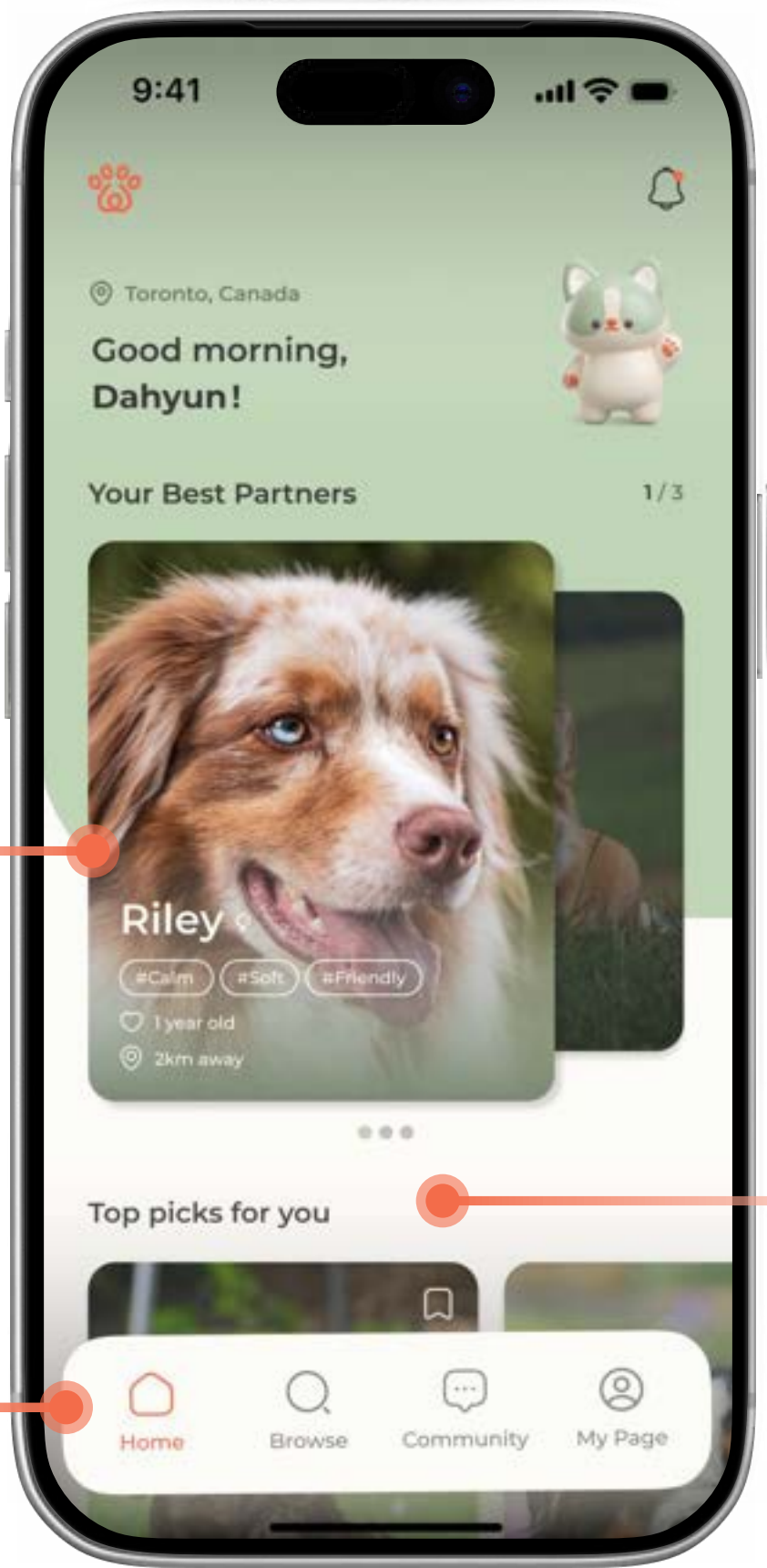
Users can first see the pets that best match their lifestyle, followed by pets with a high matching rate.

Best Matching

Based on the results of the matching algorithm, users can see the most recommended pet for them.

Tap Bar

Users can quickly access the main menus they need in just one tap.



Top Picks for the user

Users can view pets with a matching rate of 90% or higher.

INFORMATION

This screen displays basic information about the pet selected by the user.

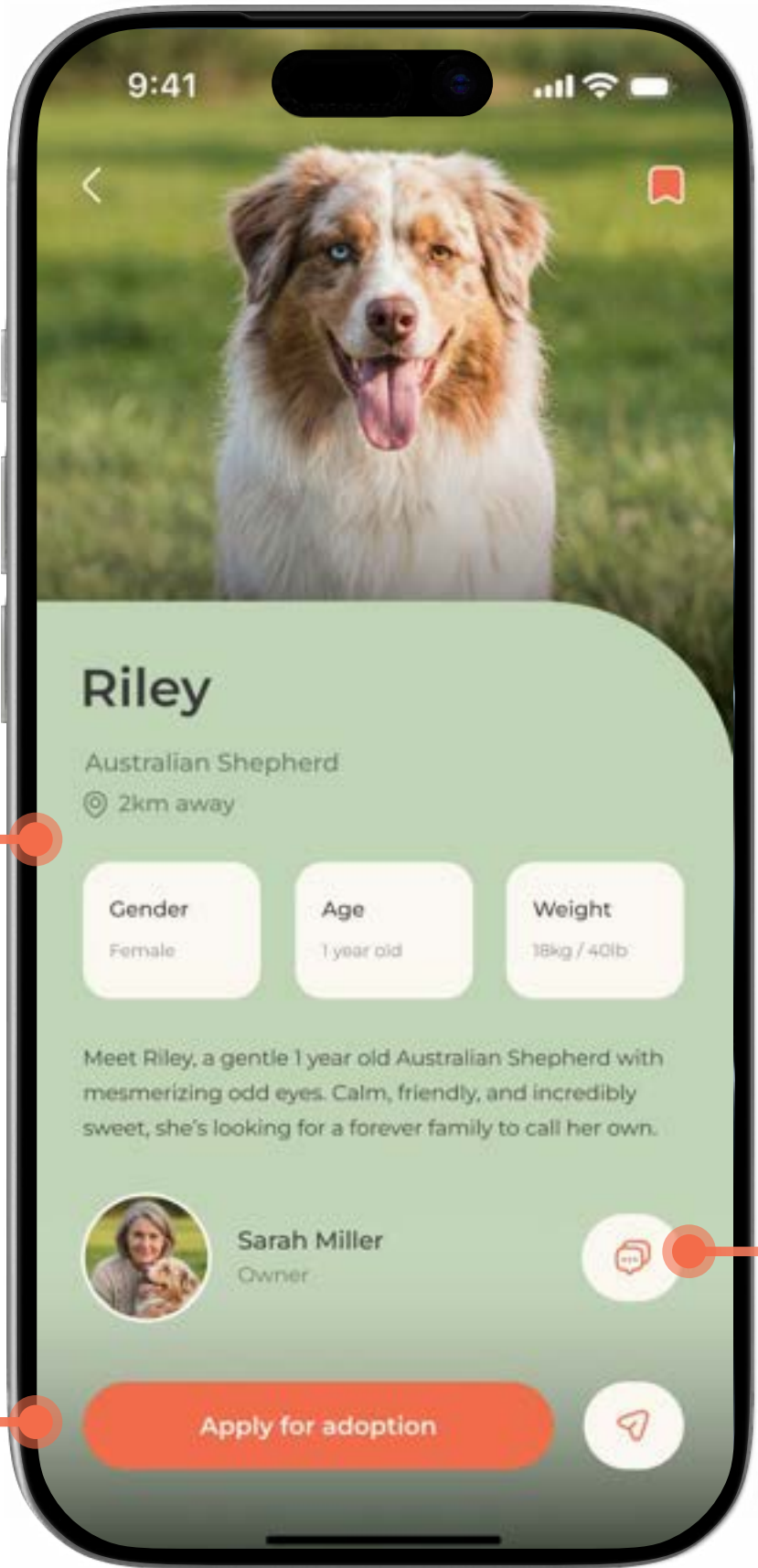
Users can view the temporary guardian’s information and begin the adoption application process on this screen.

Information

Users can view the pet’s name, species, distance, gender, age, weight, and personality.

Apply

Users can apply to adopt a pet after reviewing its information.



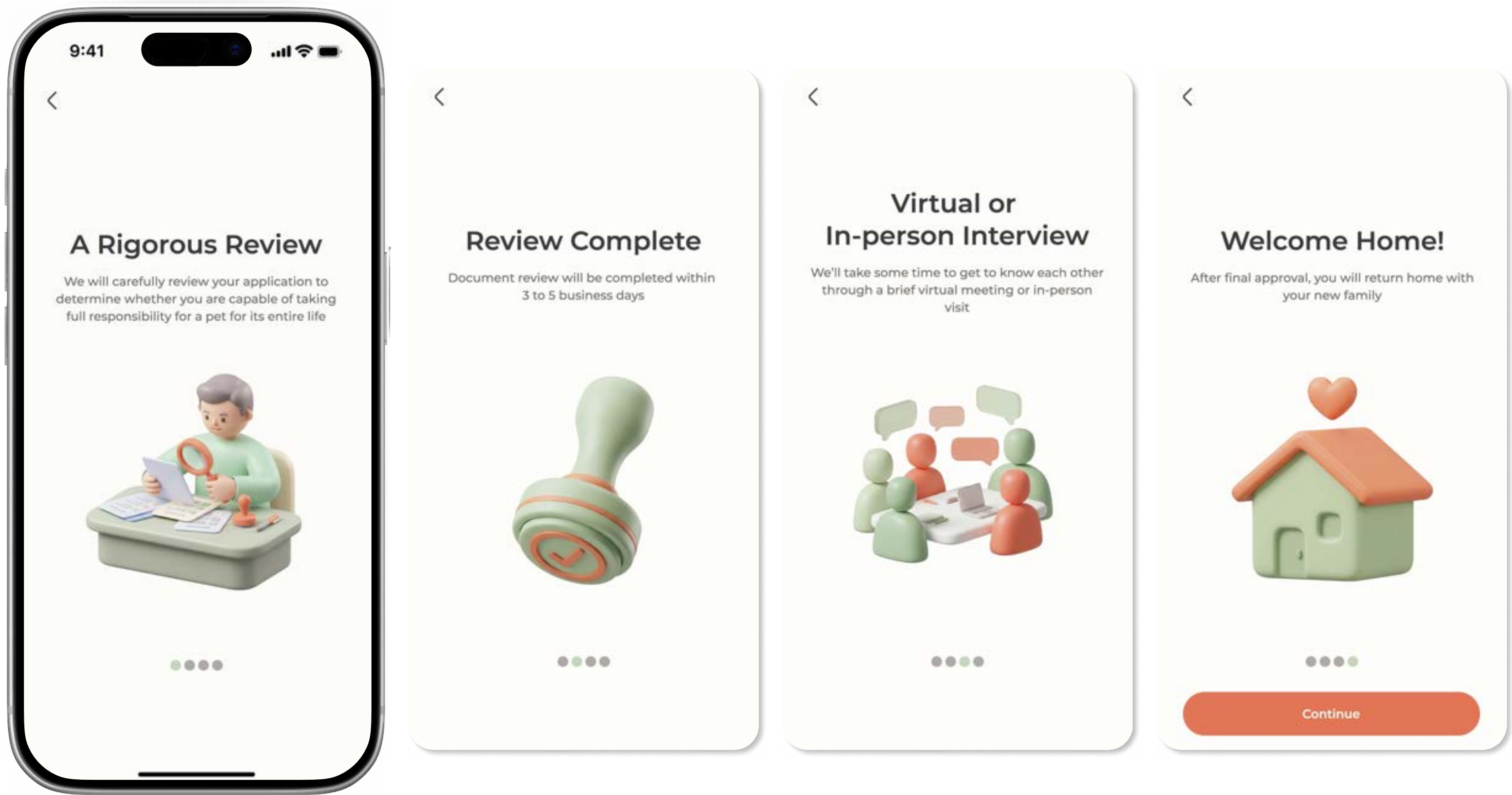
Guardian’s Information

Users can now see who the pet’s owner is and start a chat.

ADOPTION PROCESS

Users can check the adoption process in detail before proceeding with an adoption application.

The adoption process involves a document review and an in-person or video interview.

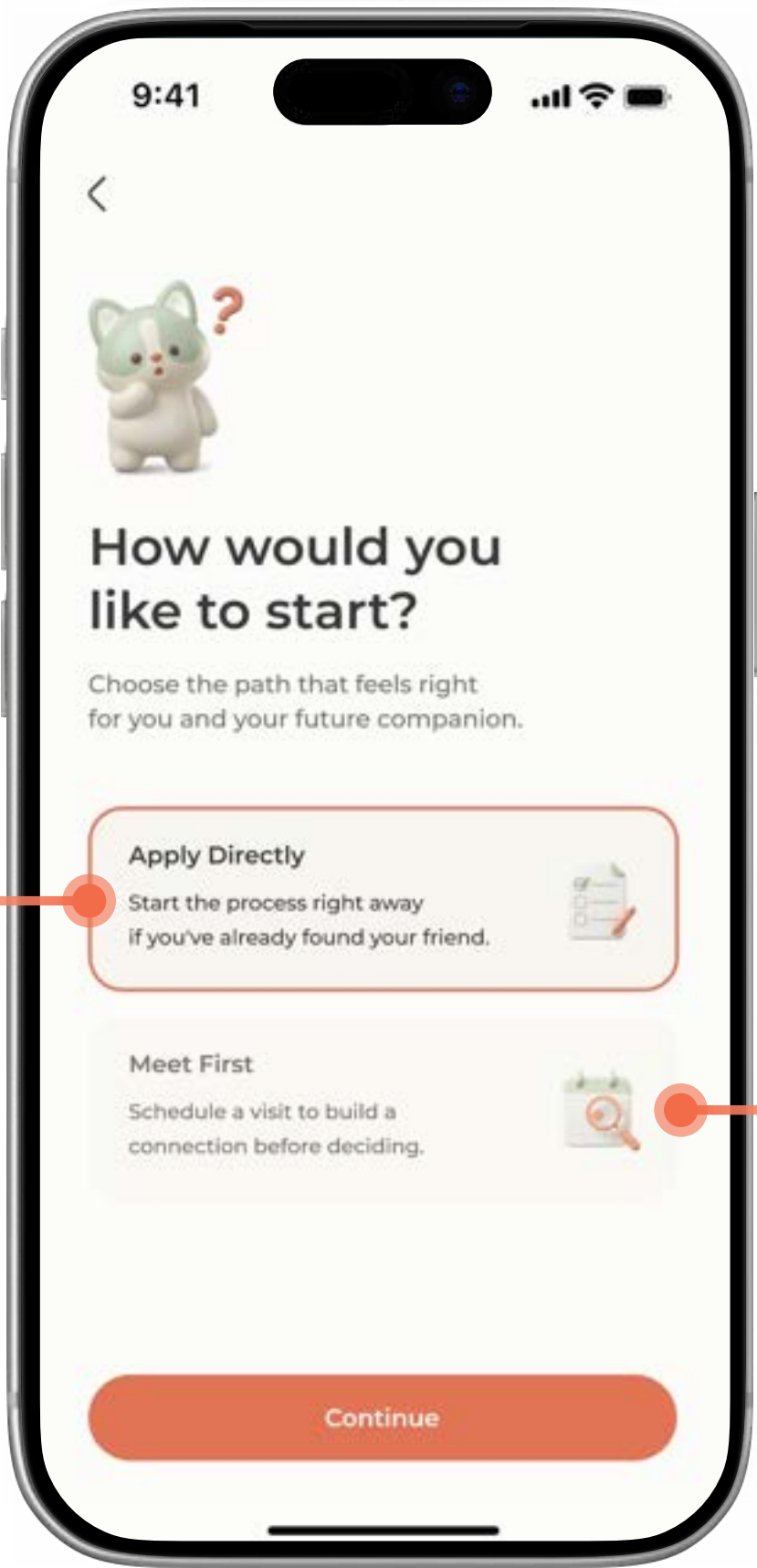


ADOPTION APPLICATION

Users can decide whether to apply immediately or meet the animal first before applying.

Apply Directly

Users can fill out the adoption application right away.



Meet First

Users can schedule a meeting before applying to adopt.

ADOPTION APPLICATION

Users can fill out and submit an adoption application.

9:41

<

Verification of Personal Information

First Name

Last Name

Email Address

Phone

Date of Birth

MM

▼

DD

▼

YYYY

▼

Confirmation of Residence

Street Address

City

Province

Submit

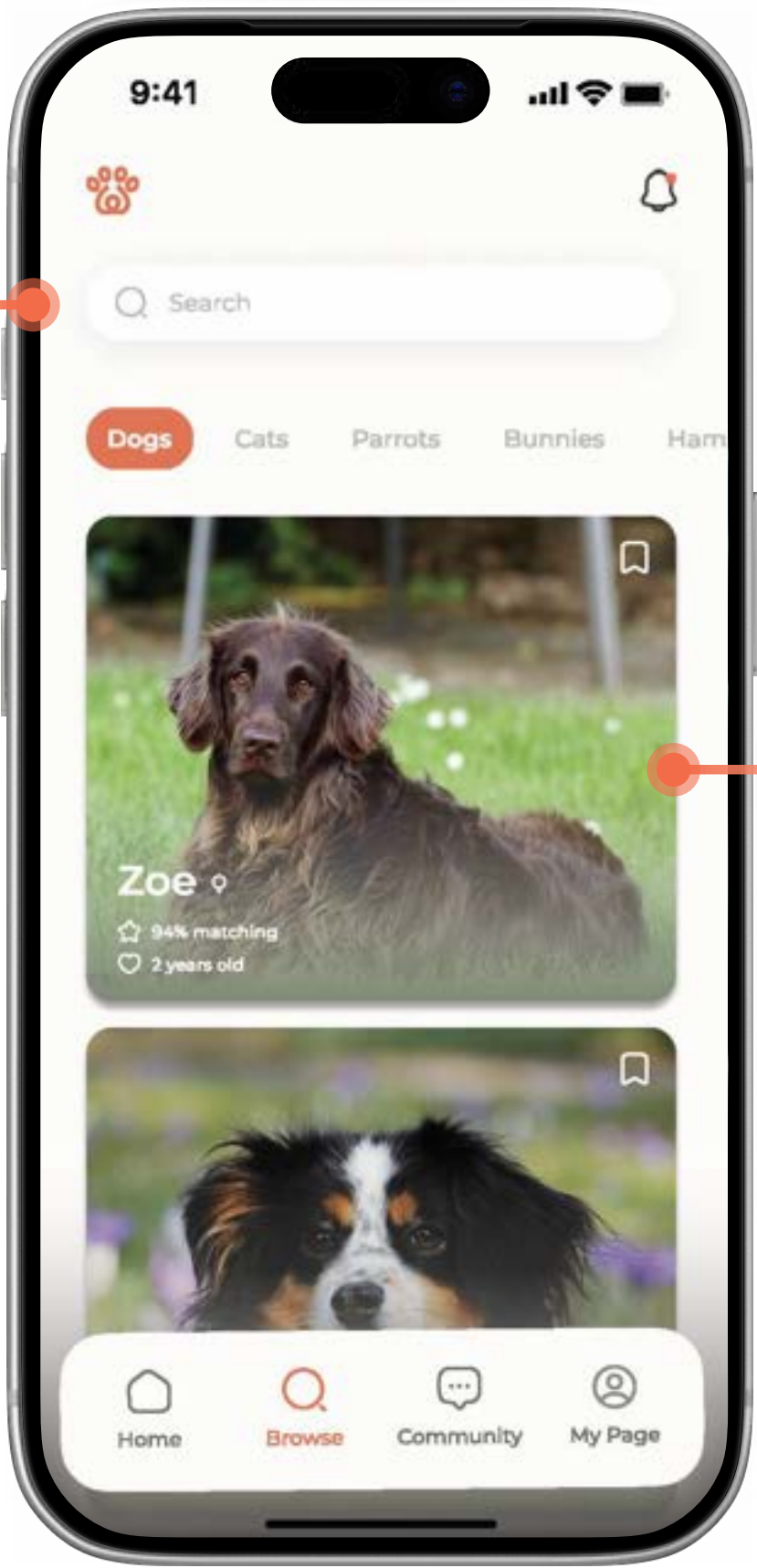


BROWSE

Users can view and search for various pets currently waiting for their families.

Search

Users can find the pet they want using the search function or by browsing categories.



View

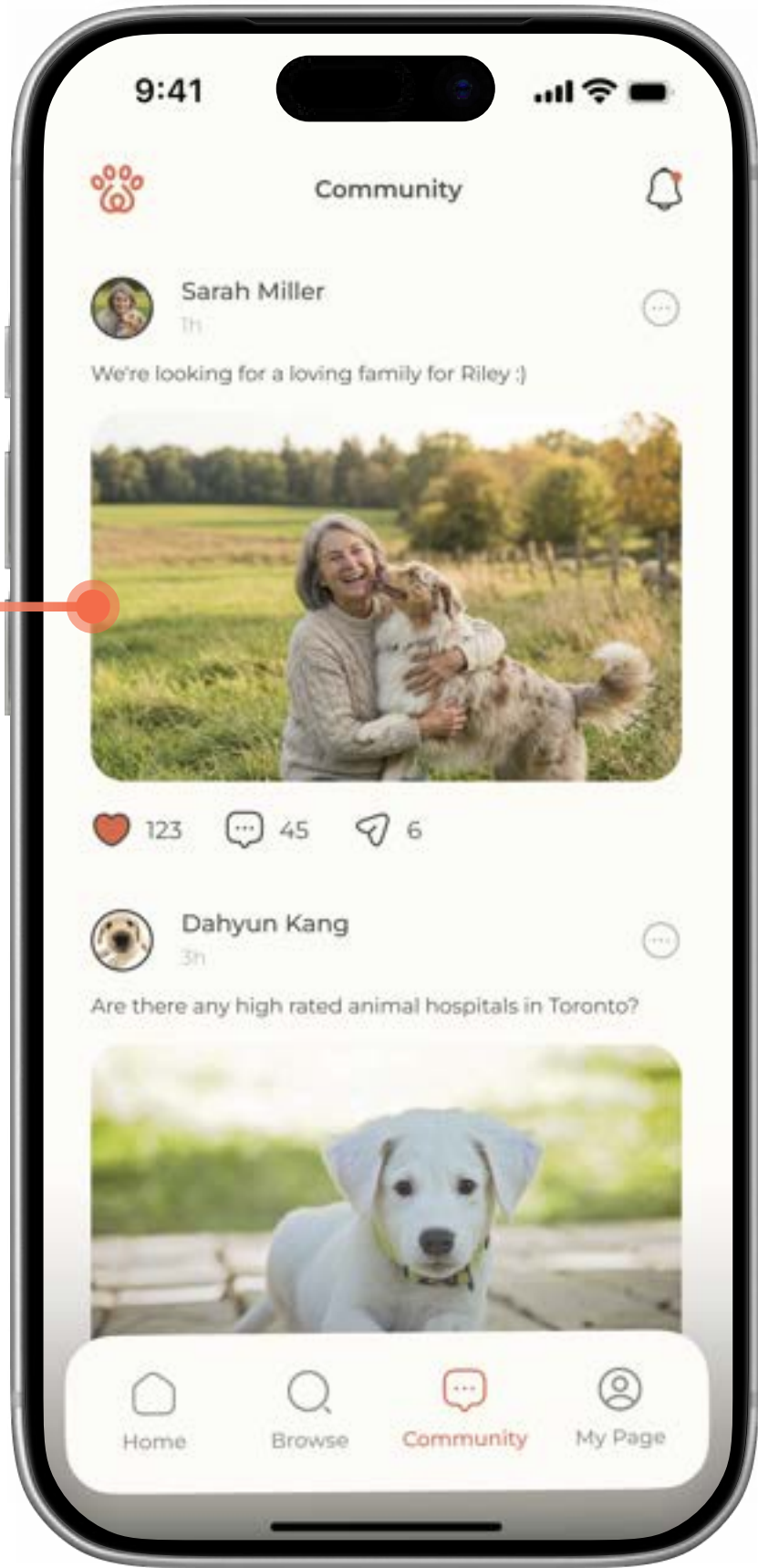
Users can view the pets' photos, ages, genders, and matching rates.

COMMUNITY

Users can exchange information or chat with other pet owners through the community.

Communication

Users can communicate by posting content or leaving reactions.



9:41



With Paw



Calendar



Pho



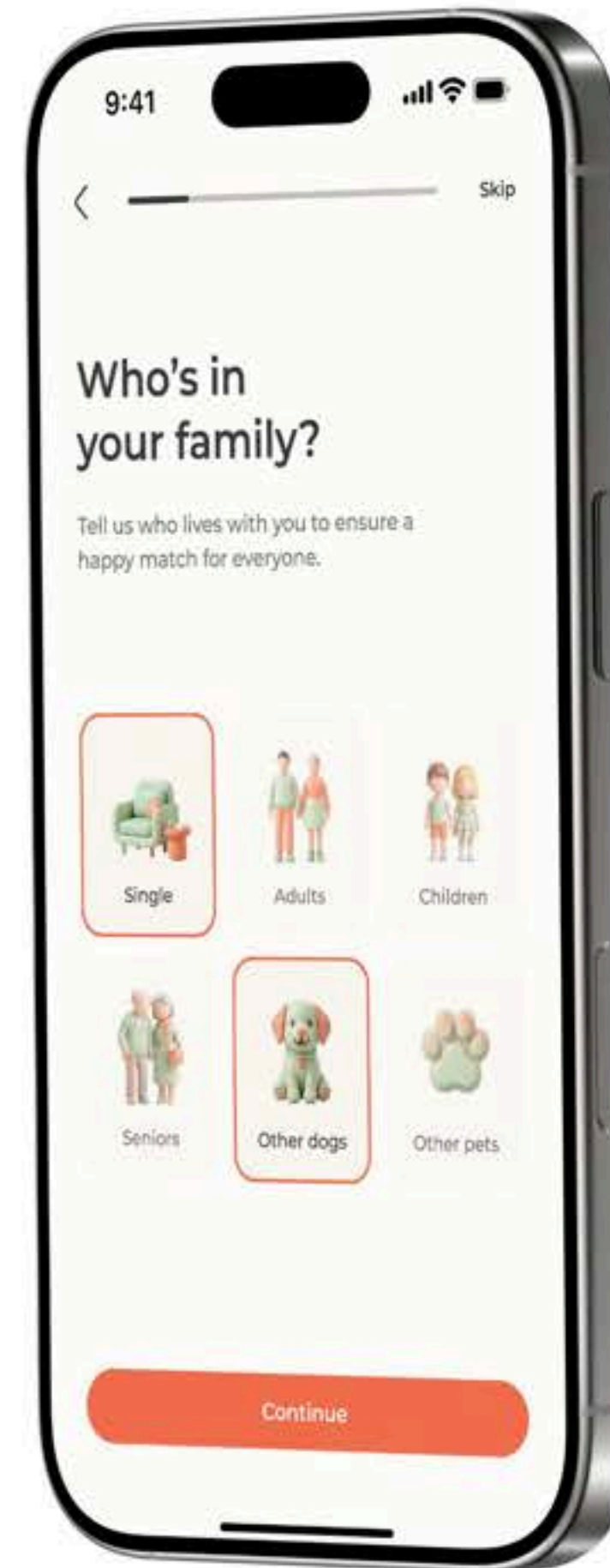
Mail

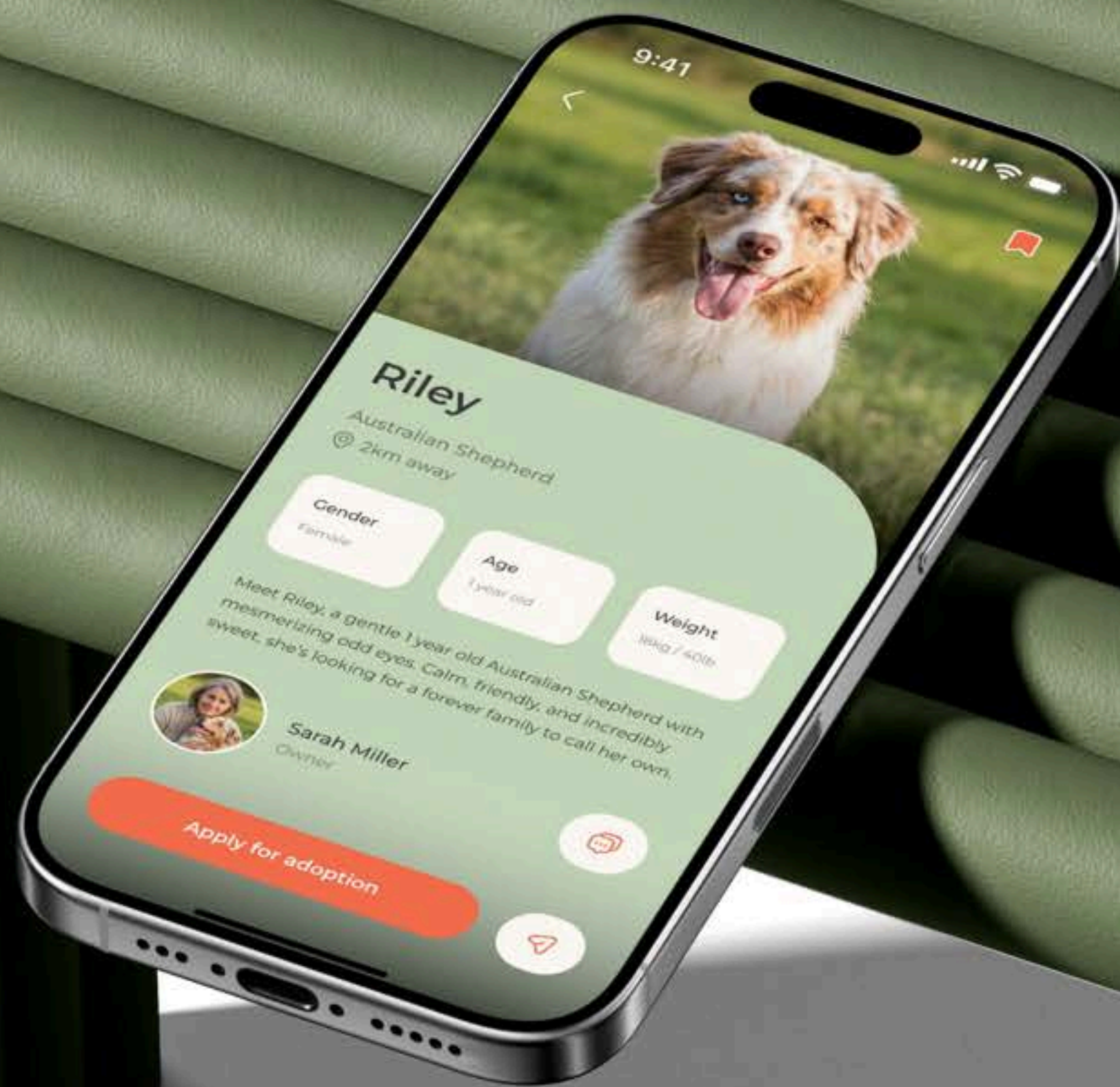


Notes



Apple TV





03

Humber Arboretum Signage System

Information Design

A comprehensive wayfinding system design that seamlessly blends with the natural landscape of the Humber Arboretum, providing visitors with clear and intuitive navigation.



Humber Arboretum

Centre for Urban Ecology

Personal Project

Adobe Illustrator / Adobe Photoshop

ICONS



TYPOGRAPHY

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat

Extra Bold

Bold

Medium

OVERVIEW

The Humber Arboretum Signage System is a comprehensive wayfinding redesign aimed at enhancing the visitor experience within the campus's natural reserve. By establishing a cohesive visual language, this project replaces fragmented directional elements with an intuitive, accessible, and environmentally harmonious navigation system.



PARK ENTRYWAY SIGNAGE

Sign Size: 11ft x 8.5ft

Placement: Main entrance of Humber Arboretum





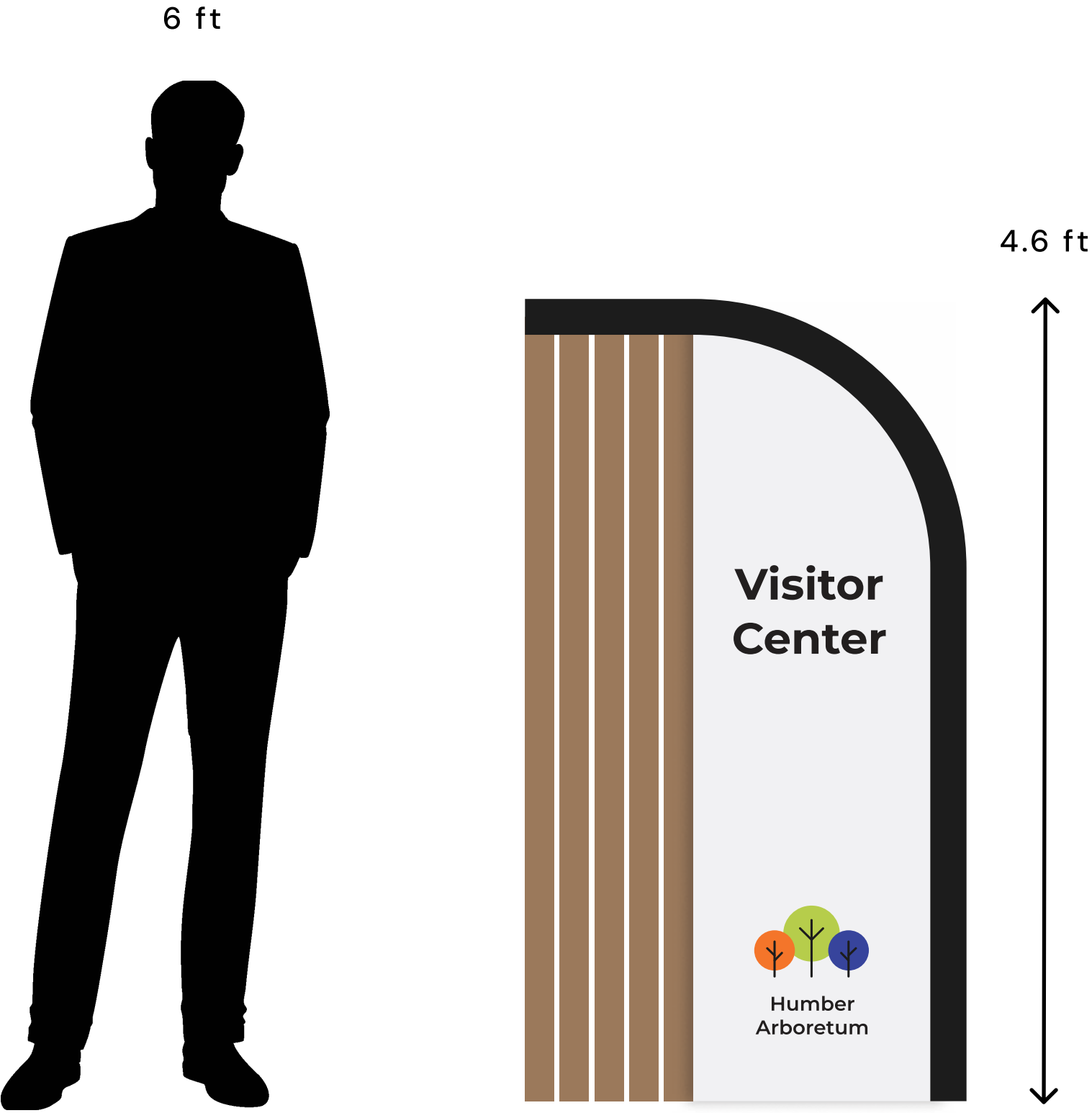
Humber Arboretum

Centre for Urban Ecology

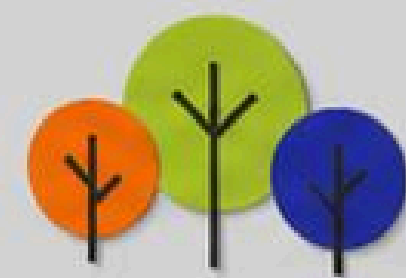
VISITORS CENTER EXTERIOR SIGN

Sign Size: 2.6ft x 4.6ft

Placement: Outside of the visitor center



Visitor Center

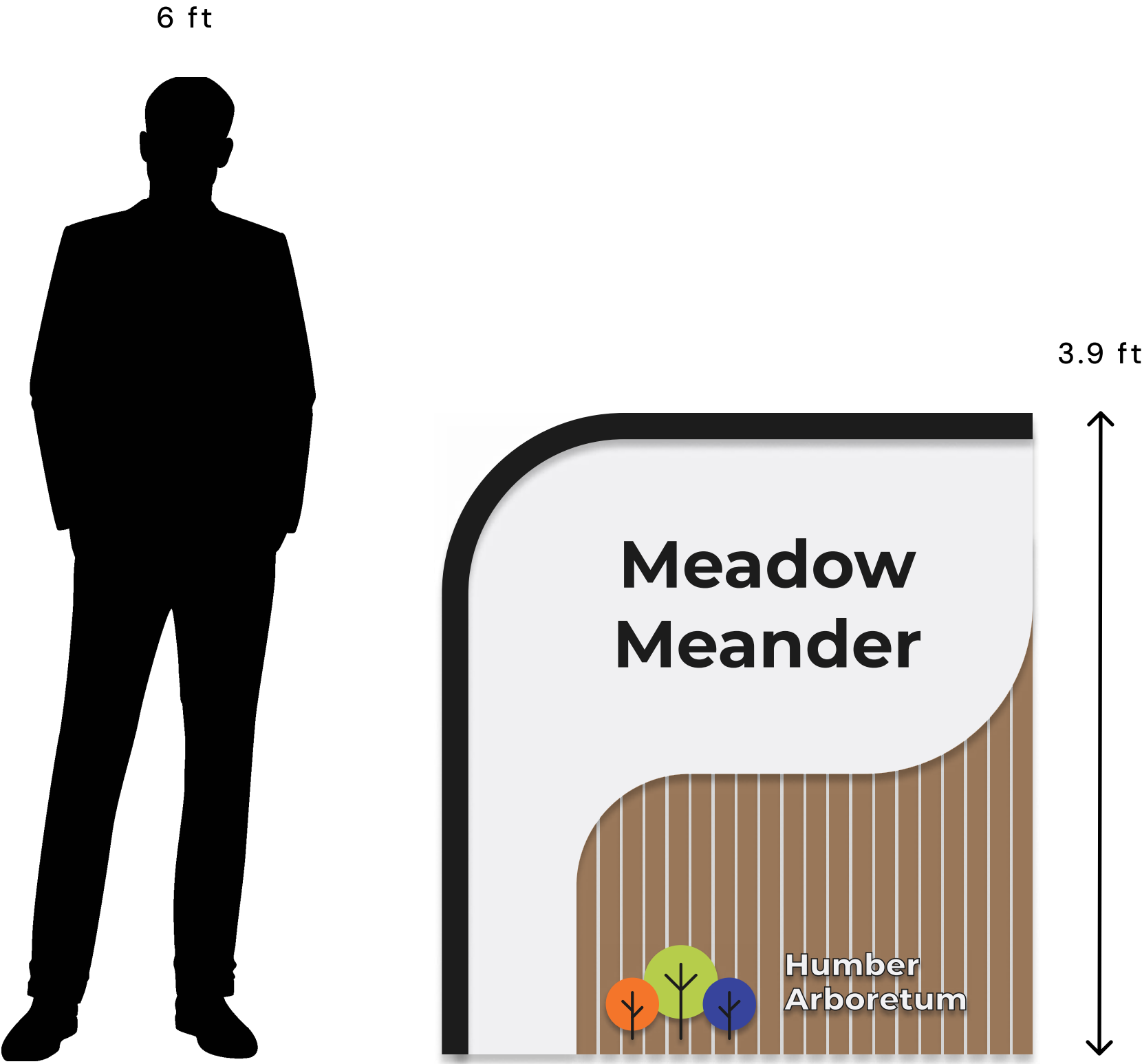


Humber
Arboretum

IDENTIFICATION OF ONE MAJOR DESTINATION SIGN

Sign Size: 3.7ft x 3.9ft

Placement: The entry of a major destination



Meadow Meander

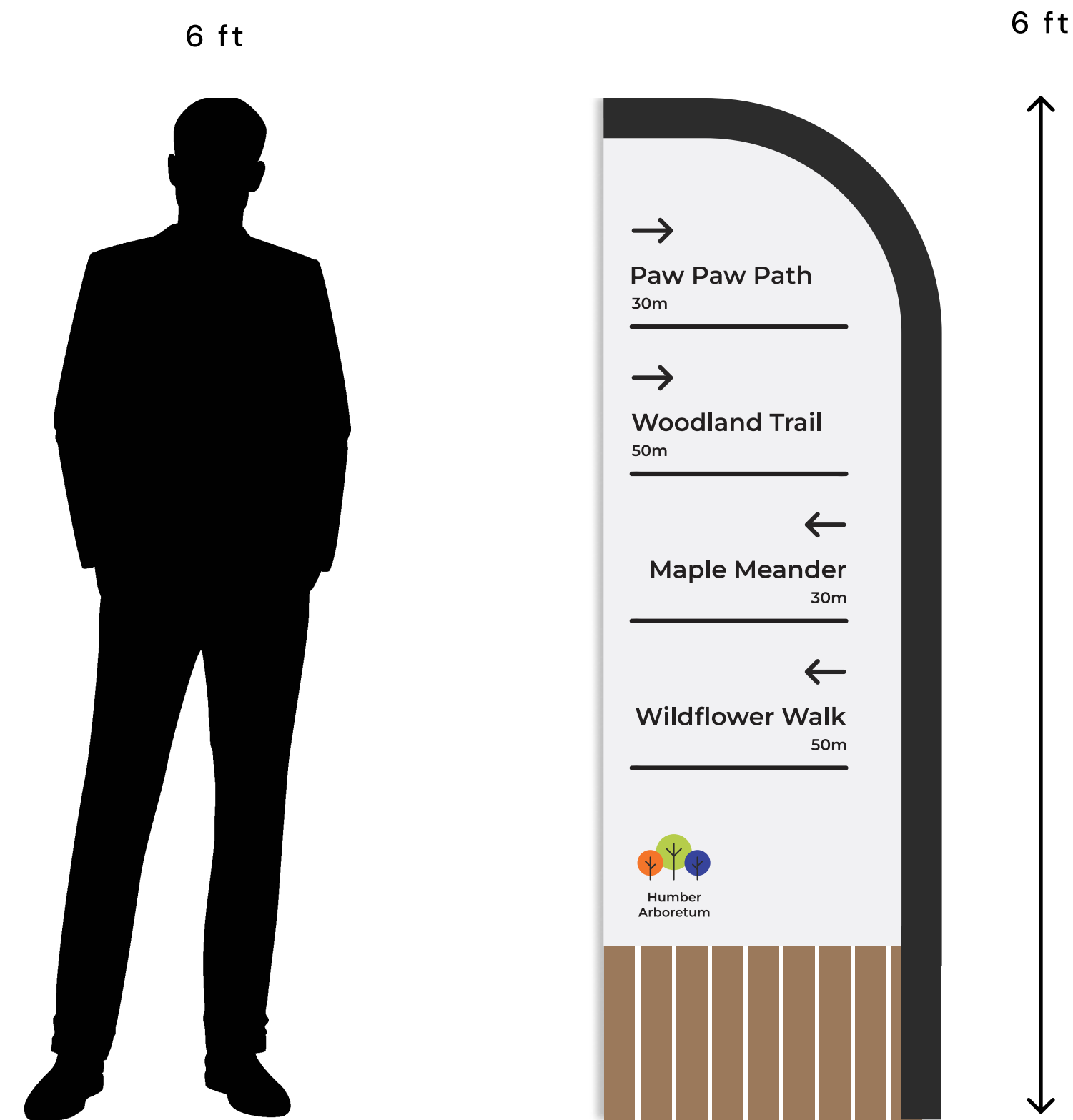


Humber
Arboretum

LARGE DIRECTIONAL SIGN

Sign Size: 2ft x 6ft

Placement: The entrance to the arboretum (before the first trail)





Paw Paw Path

30m



Woodland Trail

50m



Maple Meander

30m



Wildflower Walk

50m

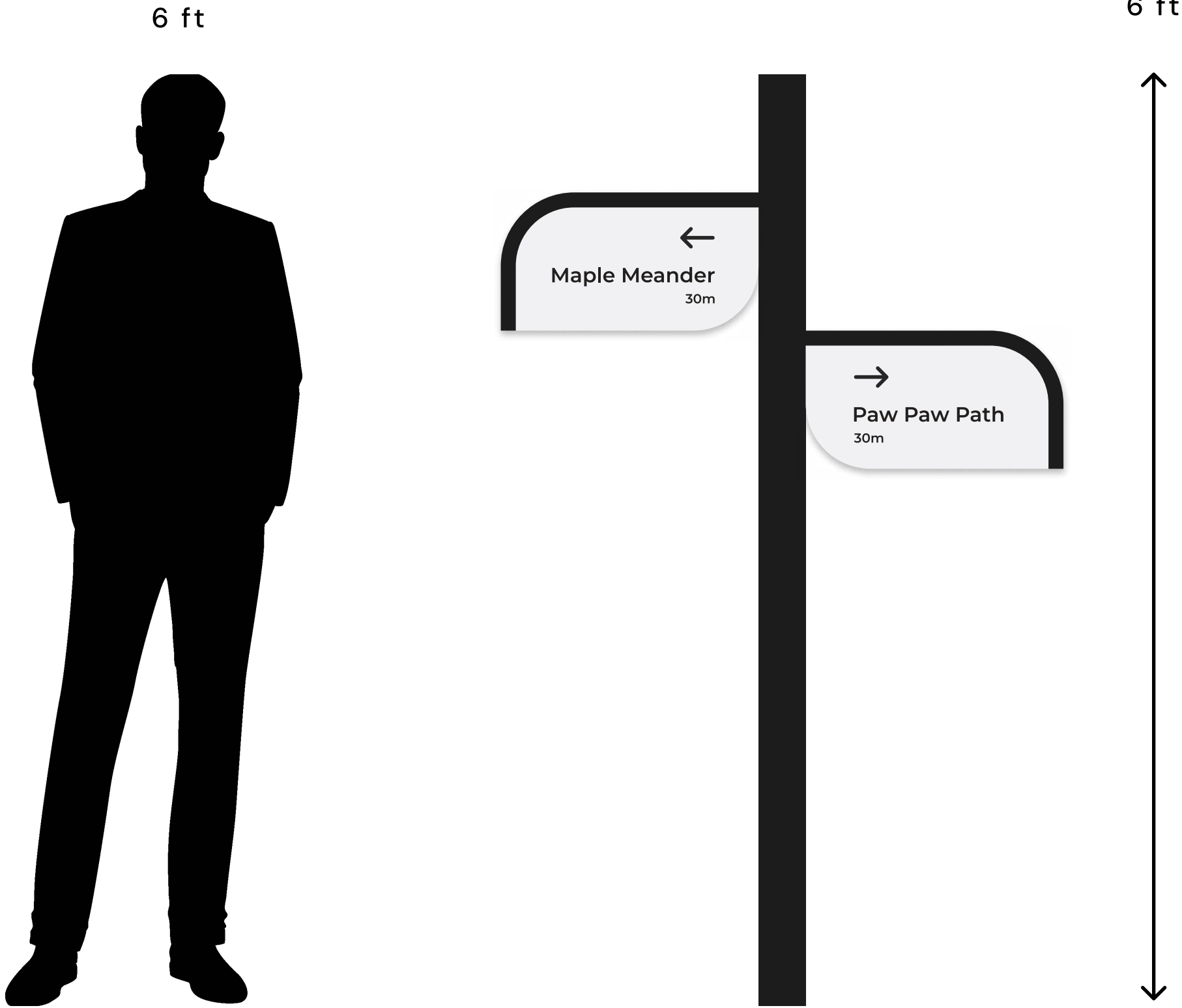


Humber
Arboretum

SMALL DIRECTIONAL SIGN

Sign Size: 3.7ft x 6ft

Placement: At the crossroads





PARK WARNING SIGN

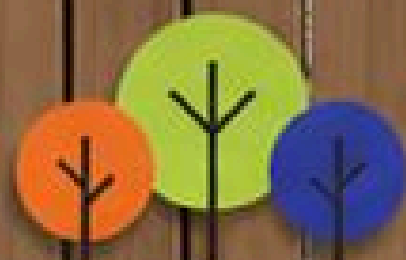
Sign Size: 2ft x 3.8ft

Placement: End of the road, slippery road, fire hazard zone





Do Not Enter

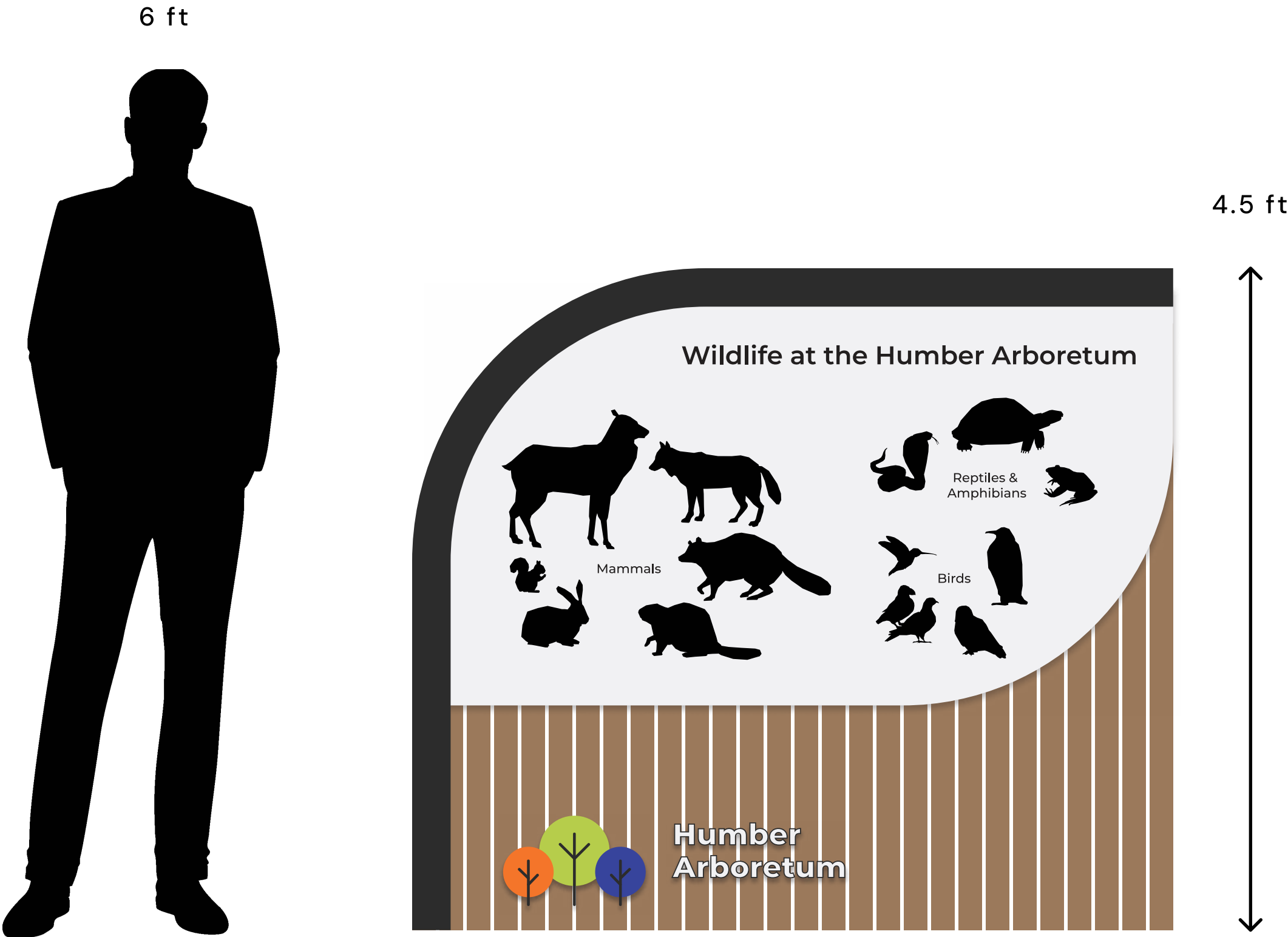


**Humber
Arboretum**

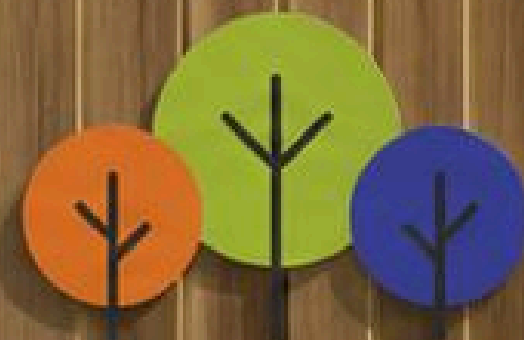
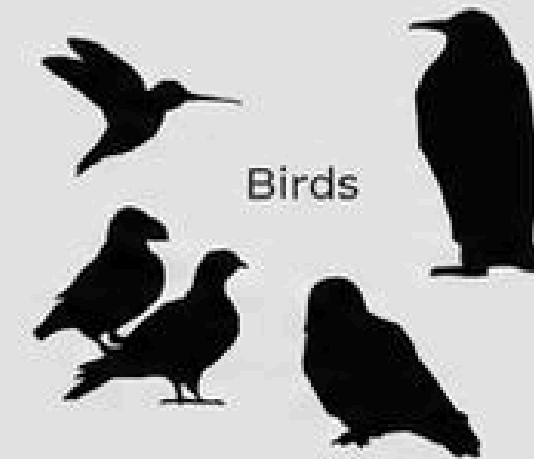
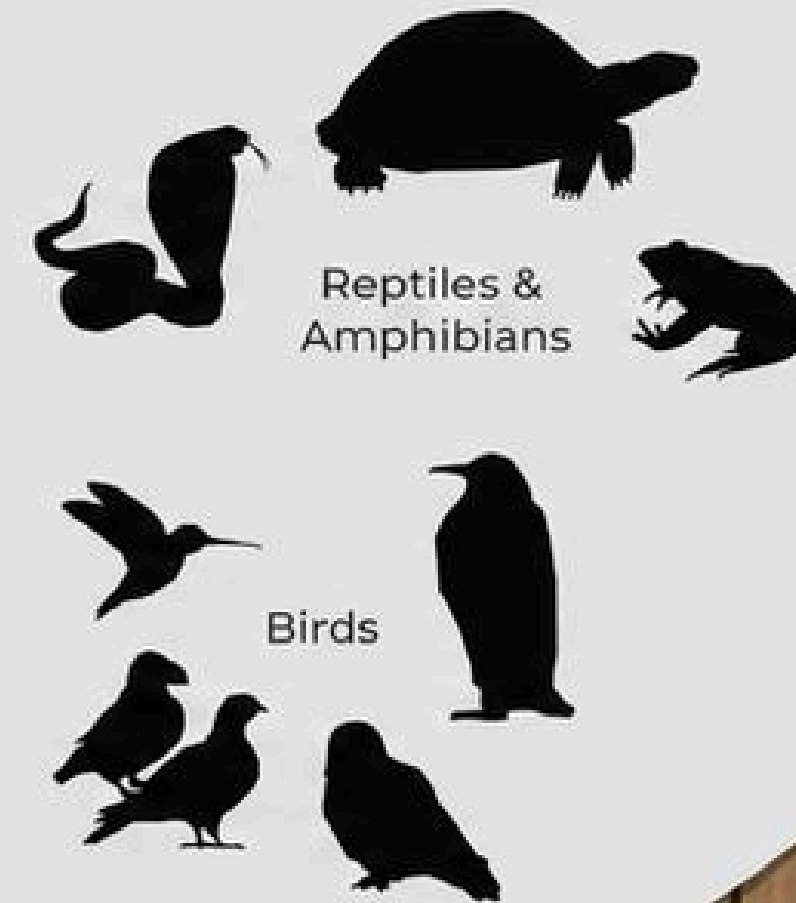
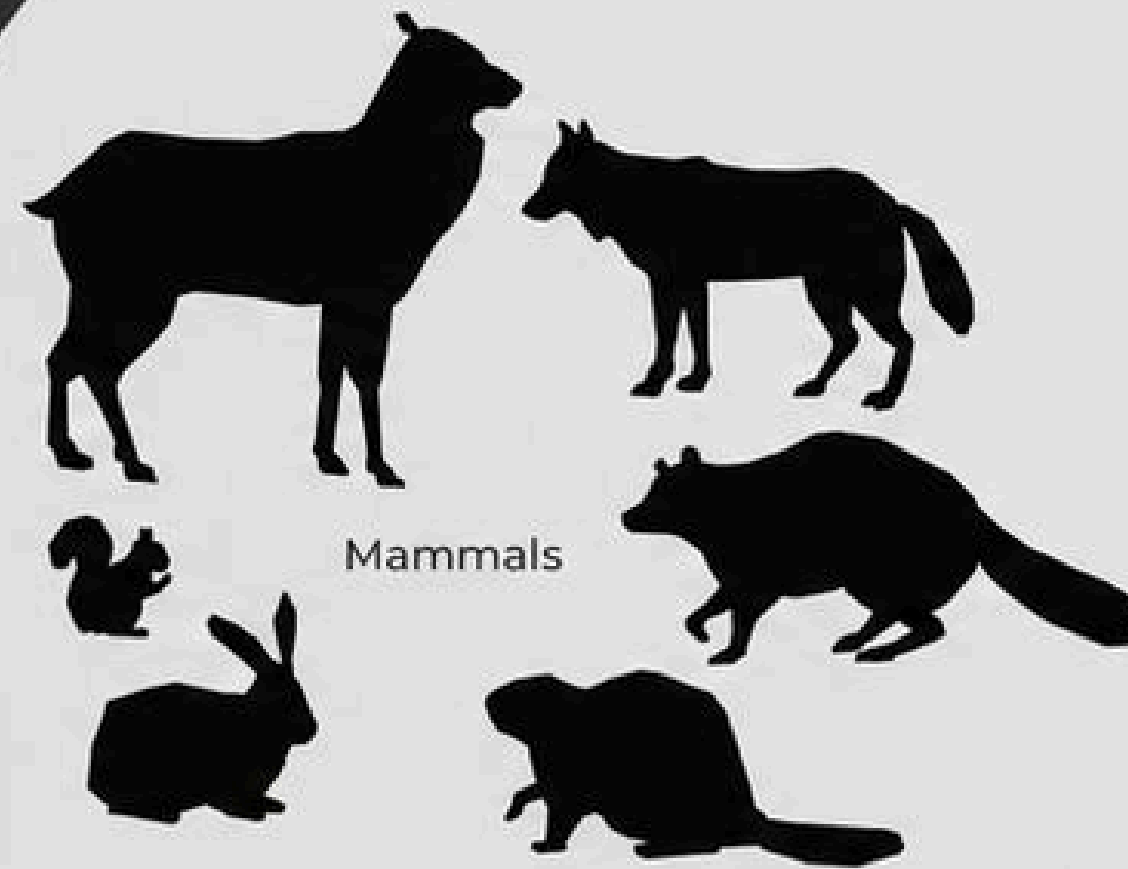
INTERPRETIVE SIGN

Sign Size: 5.2ft x 4.5ft

Placement: In the garden



Wildlife at the Humber Arboretum



Humber
Arboretum

04

TOOQ

Branding

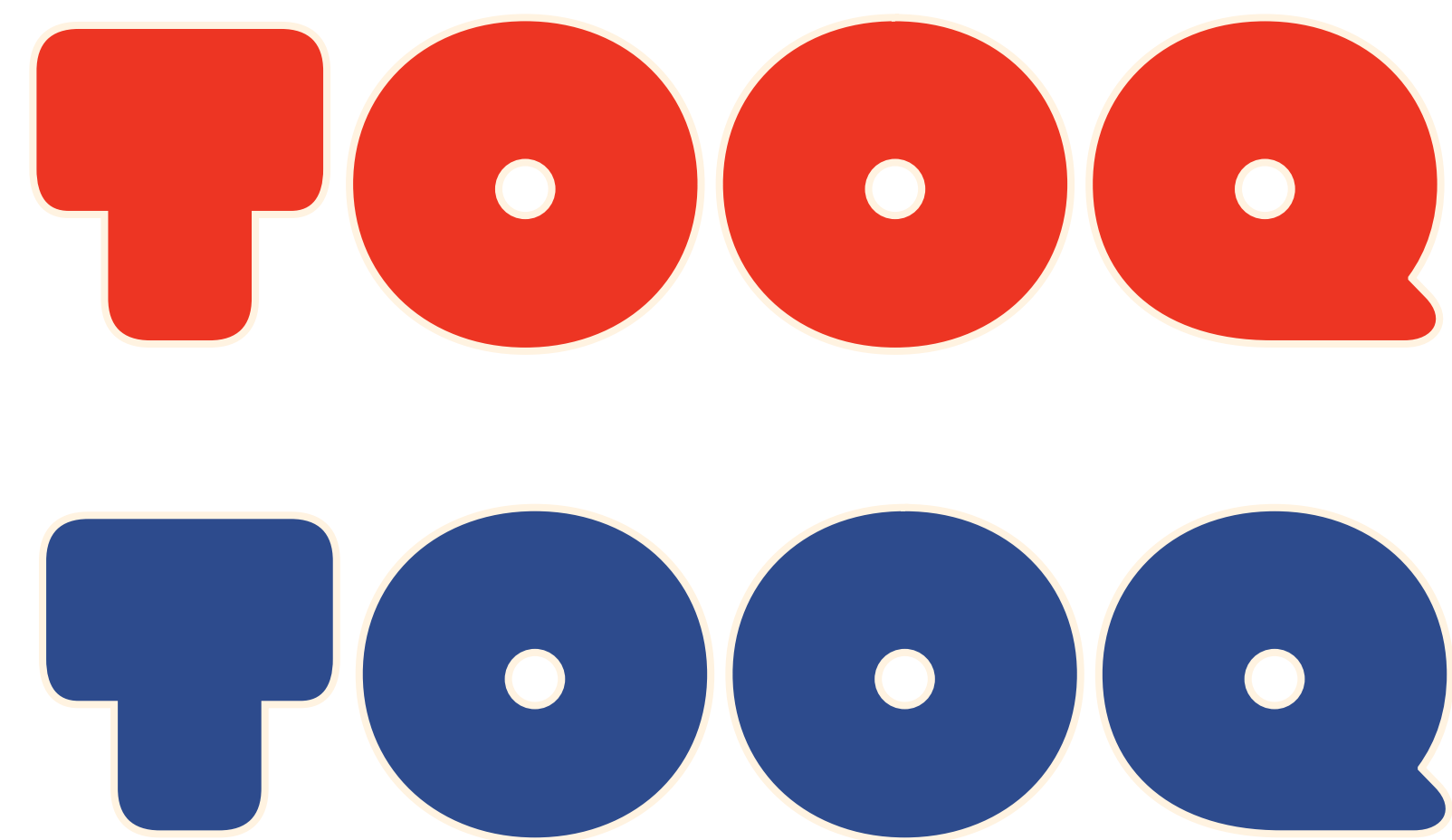
Inspired by the Canadian winter hat 'Toque,' TOOQ is a witty pizza brand that playfully personifies the act of adding toppings as 'putting on a hat.'



Personal Project

Adobe Illustrator / Adobe Photoshop

MAIN LOGO



CORE VALUE & CONCEPT

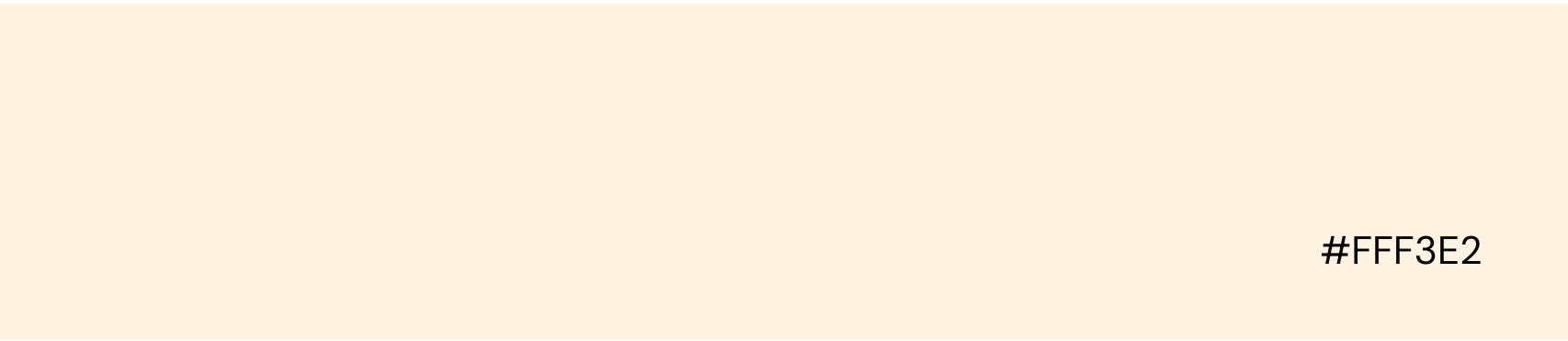
Dress Your Dough.

Reimagining pizza through playful concepts and modern design.



OVERVIEW

TOOQ is a conceptual F&B branding and packaging project that reimagines the traditional pizza experience. Taking inspiration from the Canadian winter hat, the 'Toque,' the brand's core narrative cleverly likens the process of dressing a pizza dough with toppings to 'putting on a cozy hat.'







Perfectly dressed just for you :)



TOOOQ

Signature

THE CLASSIC TOQUE

Classic tomato sauce, fresh mozzarella, and basil leaves.

\$18.00

Signature

PEPPERONI POM-POM

Loaded with double pepperoni cups and melted mozzarella.

\$21.00

HOT HONEY SALAMI

Spicy salami topped with a generous drizzle of hot honey.

\$23.00

TRUFFLE SNOW

White cream base, roasted wild mushrooms, finished with truffle oil.

\$24.00

MAPLE BACON CROWN

Crispy bacon, caramelized onions, and a touch of Canadian maple glaze.

\$22.00

BURRATA & BASIL

Crowned with a whole fresh burrata cheese and rich basil pesto.

\$25.00

POUTINE TWIST

Roasted potatoes, cheese curds, and savory gravy sauce on a pizza dough.

\$21.00

SPICY BBQ CHICKEN

Smoked chicken, red onions, cilantro, and bold BBQ sauce.

\$22.00

A close-up of a hand holding a slice of pizza, showing melted cheese and toppings. In the background, another pizza is visible. On the right side, there is a blue menu overlay with the 'TOOOQ' logo and a list of pizza toppings and prices. A large, stylized purple pizza icon is also present on the menu.

TOOQ

MON-FRI
11AM-10PM

SAT-SUN
11AM-11PM

THE CLASSIC TOQUE



\$18.00



MAPLE BACON CROWN



\$22.00



THE POUTINE TWIST



\$21.00



05

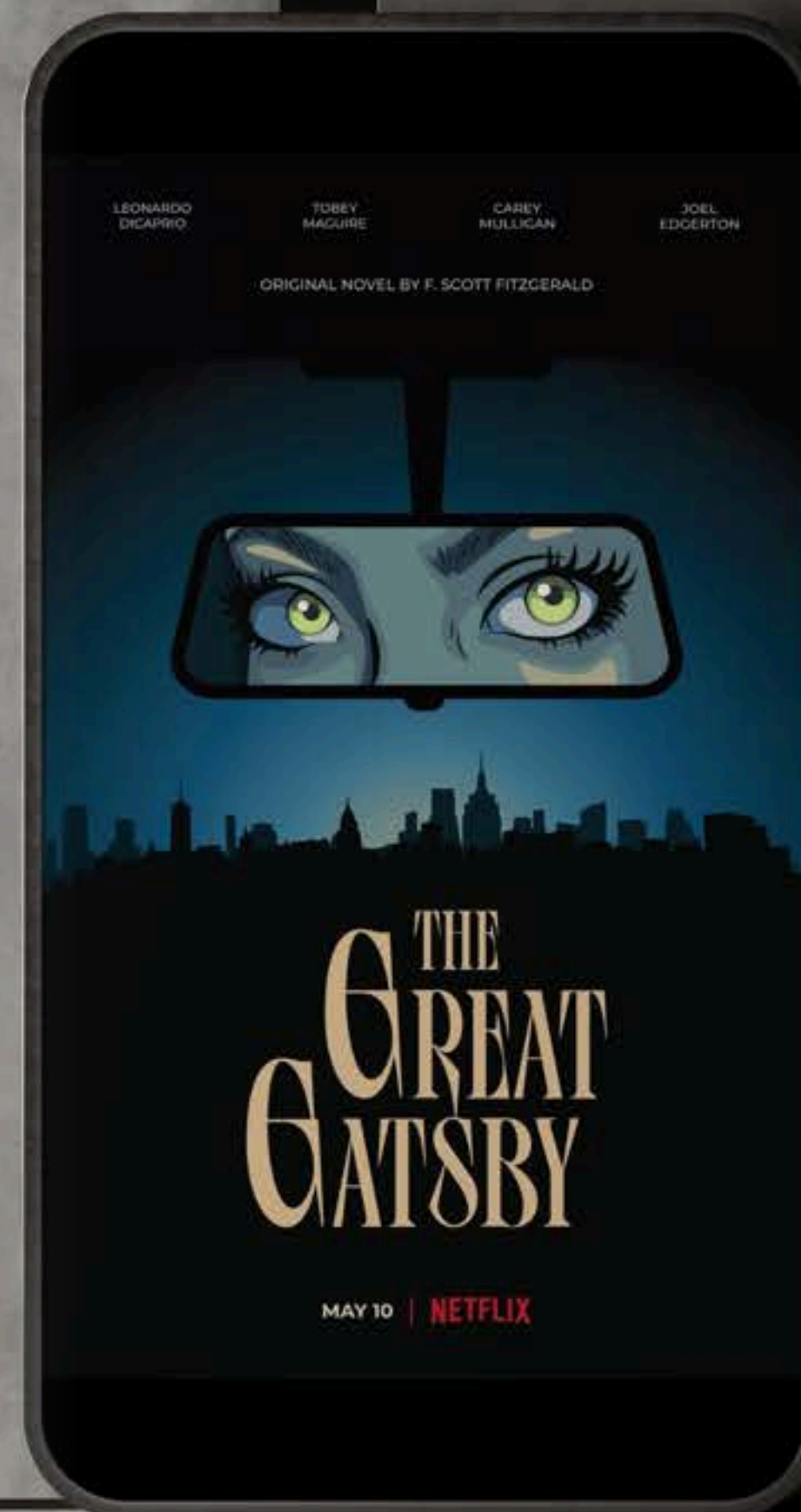
The Great Gatsby Movie Poster

Illustration & Typography

A movie poster design capturing the opulence and tragedy of Gatsby through digital illustration.

Personal Project

Adobe Illustrator / Adobe Photoshop / Adobe InDesign



PRIMARY FONT

Aa
Vifellia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

Aa
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CORE VALUE & CONCEPT

Timeless Glamour, Modern Canvas.

Reimagining a literary classic through modern digital art for a Netflix Original.

Classic

Reinterpretation

Key Art

OVERVIEW

A conceptual movie poster reimagining F. Scott Fitzgerald’s classic novel, The Great Gatsby, as a Netflix Original film. Through modern digital illustration techniques, this piece visualizes the human obsession and the hollow American Dream hidden beneath the glittering glamour of the 1920s Jazz Age.

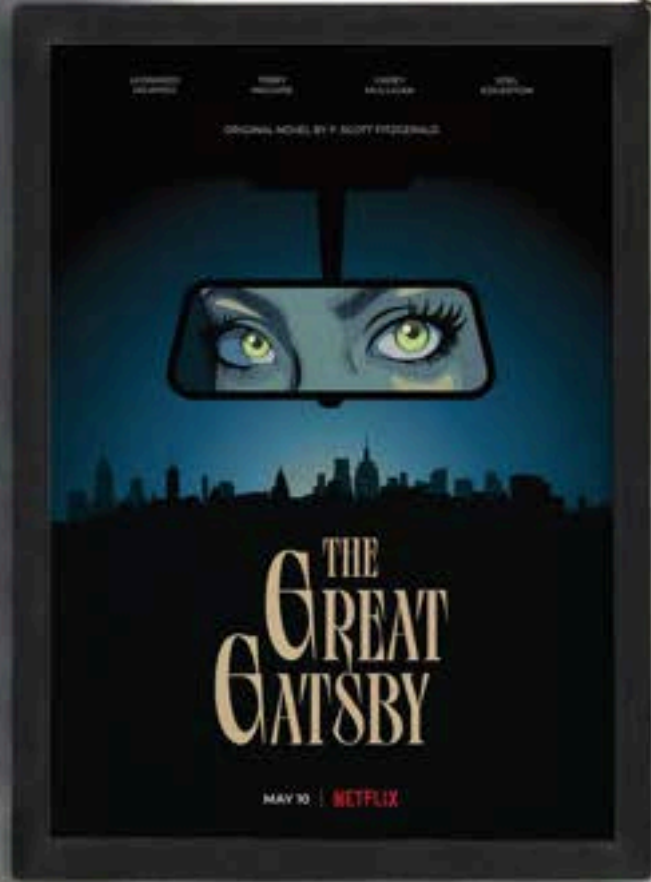
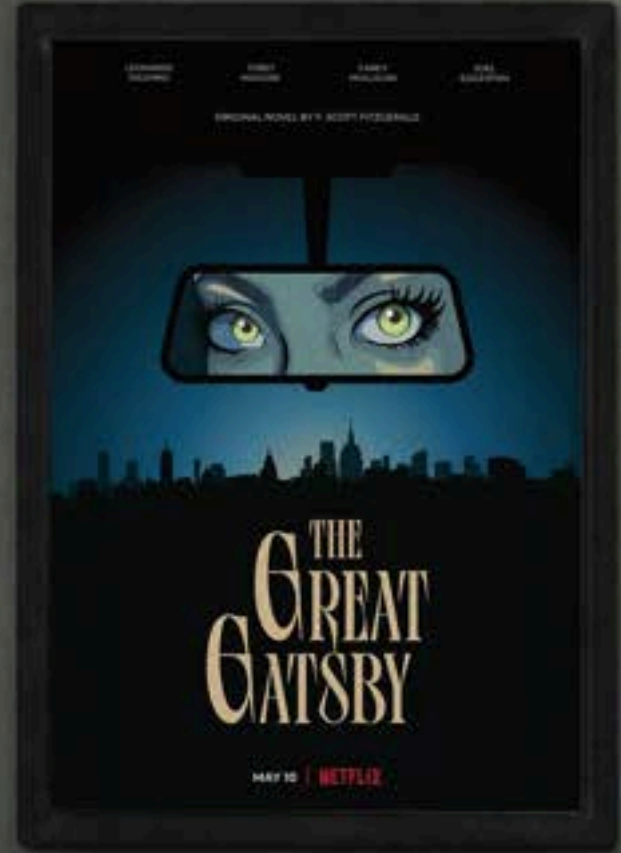
#0A0A0A

#0D2D3B

#708D91

#D4AF37

#BDD979



THANK YOU

Dahyun Kang

Graphic Design Portfolio

+1 437 499 5420

ellie030725@gmail.com