



Toronto, ON, Canada



hello@yisuyu.com



yisuyu.com



Award-winning Graphic Designer & Illustrator
Educator | UI/UX Designer | Production Artist

ABOUT | 关于

A dynamic and passionate educator, designer and illustrator with nine years of invaluable work experience.

I am a culture lover who came from an Asian background and who opted for the experience of a Western cultural adventure all by myself. It has been fascinating to observe how other cultures compare to my own, and how this experience has impacted both my point of view and helped shape my aesthetic sensibilities. These life experiences have played a key role in informing my design philosophy and challenging me to improve myself. I am now confident that take on new challenges and apply this knowledge to my next design role. I aim to leverage my creative and professional skills along with my optimistic outlook on life to help bridge the communication gap between consumers, culture, business and technology.



[@yisuyu](#)



www.behance.net/Yisu_Yu



[@YisuDesign](#)

EXPERIENCE

2024–2025 OCAD University, Toronto, Canada

Instructor of Package Design Course

Created & designed the course curriculum: lectures included Retail Merchandise, Brand & Package Design, Brand Block Differentiation, Design Brief, Design Quantitative & Qualitative Research, Structural Package Design, The Dieline & Electronic Assembly, Canadian Packaging Requirements Guide (Nutrition Facts Table, UPC, Bilingual Requirements, the Front-of-Package (FOP) Labelling, etc.), Printing Process (CMYK vs. Pantone), Ready for Release Production Artwork, etc.

Divided the course into Package Design knowledge-based lectures and collaborative studio teamwork environment

Created in-class discussions and activities for practicing critical thinking and building up the consumer-centred design philosophy

Provided feedback reports on each student's assignments to help them practice and improve their design skills

Learned from the students' different learning styles to understand their weaknesses and strengths, which helped me to adjust the course content to tailor their needs

Solved problems from students' learning obstacles inside and outside of the class. It aims to assist students in finding proper solutions and achieving their goals

2017–2022 Cvi Group Inc., Toronto, Canada

Graphic Designer | Production Artist | Photographer

Worked with many reputable brands, such as Smucker's, Lactalis, Balderson, Galbani, President, Cashmere, The Keg, McCain, Yves, Nature's Recipe, etc., focusing on brand & packaging design and finalizing production artwork by following the brand guidelines

Other design duties included GS1 3Ds, Physical 3D Mockups, Proofreading, Web Design, Social Media Posts, Editorial Design, POS, Sales-Sheets Design, Sales Kits, Store Displays, etc.

Took & edited photographs of products in the photoshoot studio

Outstanding team worker who collaborated on numerous award-winning brand & package design projects

Provided rapid solutions to clients' requests, e.g. customized products that could only be sourced abroad

NOTABLE EXPERIENCE

2024 OCAD University, Toronto, Canada

Instructor of Package Design Course

One of my students' packaging design was named one of the winners of the [Trailblazer Awards 2024 RGD](#)

2019 PB & J, Smucker's and Raptors, Toronto, Canada

Graphic Designer | Production Artist at Cvi. Group Inc.

Designed the limited edition package for Smucker's Jam and Jif Peanut Butter for celebrating the NBA Raptors Championship

2018–2019 Nature's Recipe, Smucker's, Toronto, Canada

Graphic Designer at Cvi. Group Inc.

Designed the most-voted package design concepts for Nature's Recipe dog food in the quantitative & qualitative research

EDUCATION

2022–2024 OCAD University, Toronto, Canada

Postgraduate Certificate of Illustration

2014–2017 OCAD University, Toronto, Canada

Bachelor of Graphic Design

2021 Brain Station | Juno College, Toronto, Canada

Certificates of UI/UX Design

工作经历

2016–present Yisu Design

Art Director | Graphic Designer | Illustrator

Communicated with different clients by using B2B or B2C strategic marketing skills

Quoted & outlined the entire project in detail to share transparent information with the clients

Managed & organized the project's timelines by phases from the beginning to complete the projects on time as proposed

Created & provided end-to-end design services, including initial conceptual ideations, design refinements, artwork productions, proofreading printer's printing samples, 3D

modelling render, live TikTok social media online shops, etc.

Created & generated concepts, ideas, promotion slogans and brand stories that were tailored for marketing purposes

Supervised & delivered design tasks to Junior designers and gave them feedback to meet clients' requirements by following the brand standards and ensuring brand consistency

Researched & designed UI/UX system by following the brand standards and analyzed results to provide multiple solutions to refine user experience in low-fidelity (lo-fi) Prototyping and high-fidelity (hi-fi) Prototyping

Provided translation services from English to Mandarin and vice versa

Clients and Roles

2025–present ROOTREE, Burlington, Canada

Senior Graphic Designer | Production Artist

2024 Curated Leadership Inc., Toronto, Canada

UX Designer | Website Designer

2023 DOC Copy and Print Service, Jinan, China

Art Director | Illustrator

2023 Ji Mi Valley, Jinan, China

Art Director | Senior Designer | Illustrator

2022–2023 GuoAo Chess Institution, Jinan, China

Senior Designer | UI/UX Designer

有趣的设计经历

2023 DOC Copy and Print Service, Jinan, China

Art Director | Illustrator

Worked as an Art Director who is in charge of the end-to-end service and managed a TikTok social media online live shop

2023 Ji Mi Valley, Jinan, China

Art Director | Senior Designer | Illustrator

Managed, organized & supervised the outdoor photoshoots for advertising the Ji Mi Valley camping space with the children's group aged 6-11

学历

2009–2013 Jiang'Nan University, Wuxi, China

Bachelor of Art Education

(with High School Teacher Certificate)

VOLUNTEER

2023 OCAD University, Toronto, Canada
Committee Member

2016–2019 OCAD University, Toronto, Canada
Guest Speaker

2017 OCAD Health & Wellness Centre, Toronto, Canada
Co-organizer of the Mental Illness Project

2015–2016 Nuit Blanche, Toronto, Canada
Art Assistant | Art Guide

志愿经历

Participated in the candidate's presentations and provided feedback before they submitted their designs to PAC Global & Kellogg's Students Design Awards
Discussed with other committee members to decide the final submission to enter this awards

Shared my work experience in the packaging design class

Organized group events
Created recipes, and taught cooking lessons as therapy for stress management and relief

Assisted Director X in building Project: Death of The Sun
Assisted artist JR in building Project: Inside Out Toronto

ASSOCIATION

PAC Global | Member | Since 2024

CERTIFICATE

Mental Wellness Counsellor | China | Since 2025

LANGUAGES

English: fluent

语言

Mandarin: native

GROUP AWARDS

2026 PAC Global Awards

A-POPs Nominee

2021 PAC Global Awards

Robin Hood Canadian Awards
All Purpose Organic Flour Silver

2019 PAC Global Awards

Cashmere | Silver Yves | Silver
Nature's Recipe | Silver Jif Peanut Butter | Bronze

集体奖项

INDIVIDUAL AWARDS

The Sound of Music: Dou's Concert

Life Dichotomy: Start vs. End

2017 Fading Culture: West • East

2017 Lush Bath Bomb

2016 La Famille

个人奖项

2026 Society of Illustrators of Los Angeles
2025 Applied Arts Illustration | Poster Winner
2025 3x3 Magazine | Merit
2024 iJungle Illustration | Merit
Lyn Jamison Award | Winner
ADAA Awards | Semi-finalist
ADCC Awards | Merit
ADAA Awards | Semi-finalist
ADCC Awards | Merit

SKILLS

Illustrator
Photoshop
InDesign
After Effects
Keynote/Power Point
Premiere

技术

Figma/Sketch (UI/UX)
Procreate
Hand Drawing & Painting
Chinese Calligraphy
Stone Carving

For my portfolio, please go to yisuyu.com