

PORTFOLIO

CREATIVE

DESIGN

DECK



A YIBO LI IS
DESIGNER
AND A THINKER

[ABOUT]

With over 10 years of experience in leading roles at renowned agencies including teamX (Omnicom), Publicis Emil, and Leo Burnett, I am now seeking new opportunities. During my tenure as the lead designer at a dedicated Mercedes-Benz advertising agency for approximately 4 years, I've developed a strong passion for branding, design systems, and digital media. I excel in crafting distinct brands with unique personalities.

ABOUT

01 SKILLS

Graphic Design Principles
Brand Design (logo, typography)
Brand System/Guidelines
UI & UX Design
Art Direction
Presentation Design
Integrated Marketing

02 SOFTWARES

Adobe Photoshop
Adobe Indesign
Adobe Illustration
Adobe Premire
Sketch (Website, eDM)
Figma (UI Prototype)
Microsoft Apps

03 LANGUAGES

English
Chinese/Mandarin

04 EDUCATIONS

RMIT
Brand Experience

Henan University
Bachelor of Visual Communication

05 EXPERIENCES

NIODESIGN STUDIO

Founder / Creative Director | Melbourne
June 2024 - Present (Ongoing)

TEAM X | CLEMENGER GROUP

Senior Designer | Melbourne
January 2021 - Feb 2024 (2 years+)

EMIL | PUBLICIS

Integrated Designer | Melbourne
May 2019 - December 2020 (1 year 7 months)

LEO BURNETT | PUBLICIS

Senior Digital Designer/Creative | Melbourne
February 2018 - May 2019 (1 year 4 months)

NOISY BEAST

Senior Designer | Melbourne
December 2015 - January 2018 (2 years+)
Melbourne

ISOBAR (CHINA) | DENTSU GROUP

Senior Digital Art Director | Shanghai
December 2013 - August 2015 (3 years+)

MRM WORLDWIDE | MCCANN

Digital Art Director | Shanghai
April 2010 - May 2012 (2 years+)

...

06 HIGHLIGHT STRENGTHS

AUTOMOTIVE EXPERTISE

Having worked with prestigious automotive brands such as Mercedes-Benz, I possess a deep understanding of automotive design principles and brand requirements.

BRANDING & VISUAL IDENTITY

Specializing in brand development, I excel in creating cohesive visual identities, including logos, brand guidelines, and key brand assets, that resonate with target audiences.

DIGITAL | UI | UX DESIGN

With a keen eye for digital aesthetics, I craft intuitive website layouts and engaging mobile app interfaces that elevate the user experience and reinforce brand identity across digital platforms.

MARKETING COLLATERAL

From eye-catching brochures to impactful social media graphics, I have a proven track record of producing compelling marketing collateral that drives engagement and reinforces brand messaging.

I'VE HAD THE OPPORTUNITY TO WORK WITH SOME AMAZING CLIENTS ON SOME TRULY INCREDIBLE PROJECTS. FROM SMALL BUSINESSES TO LARGE CORPORATIONS, WE'VE HELPED BRANDS ACROSS A WIDE RANGE OF INDUSTRIES CREATE STUNNING VISUALS THAT CAPTURE THEIR UNIQUE VOICE AND MESSAGE.

WORK

IN MY BRANDING DESIGN WORK, I'VE GUIDED BRANDS LIKE MIHIJO AND SYNMETA BIO FROM CONCEPT TO EXECUTION. CRAFTING LOGOS, BRANDING IDENTITIES, PACKAGING, AND BRAND BOOKS, I ENSURE EACH ELEMENT ALIGNS WITH THE BRAND'S VISION AND RESONATES WITH ITS AUDIENCE.

BRANDING DESIGN WORKS

HISTELLA

HISTELLA IS AN INTELLIGENT WORKSPACE FOR WORK AND LIFE. NIODESIGN CRAFTED A FUTURISTIC YET HUMAN IDENTITY, CENTERED ON A MINIMALIST BLINKING STAR. WE DELIVERED A FULL BRAND SYSTEM, INCLUDING LOGO ANIMATION, COLOR PALETTE, TYPOGRAPHY, AND UI/UX.

01

[CLIENT]
hiStella

[PROJECT]
Branding and UI Design

[WEBSITE]
www.histella.cn

[YEAR]
2025



HISTELLA

02

01 SHOT #1



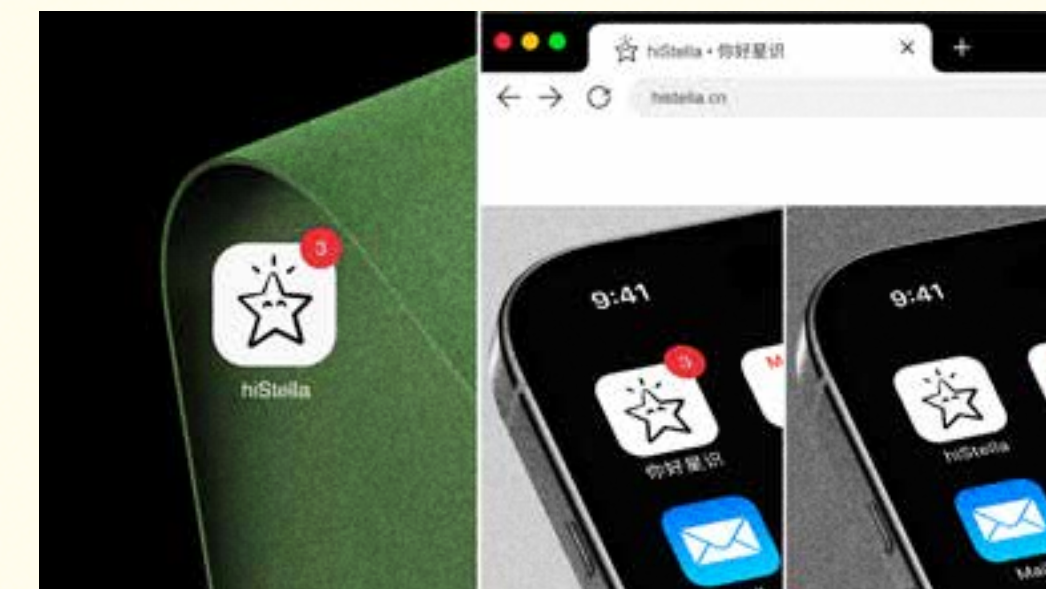
02 SHOT #2



03 SHOT #3



03 SHOT #4



03 SHOT #5



03 SHOT #6



03 SHOT #7



03 SHOT #8



[CLIENT]

hiStella

[PROJECT]

Branding and UI Design

[WEBSITE]

www.histella.cn

[YEAR]

2025

SYNMETA BIO

OUR BRANDING FOR SYNMETA BIO REFLECTS THEIR INNOVATIVE APPROACH TO BIOMATERIALS. INSPIRED BY BIOTECHNOLOGY, WE CRAFTED A PRECISE LOGO IN BLUE AND GREEN HUES, REFLECTING HARMONY WITH NATURE. USING SERIF SANS TYPOGRAPHY, WE ENSURED CLARITY AND PROFESSIONALISM. OUR WORK EXTENDED TO COMPREHENSIVE BRAND GUIDELINES AND COLLATERAL, ALIGNING EVERY ASPECT WITH THEIR FUTURE-FOCUSED VISION.

01

[CLIENT]

SynMeta Bio

[PROJECT]

Branding Design

[WEBSITE]

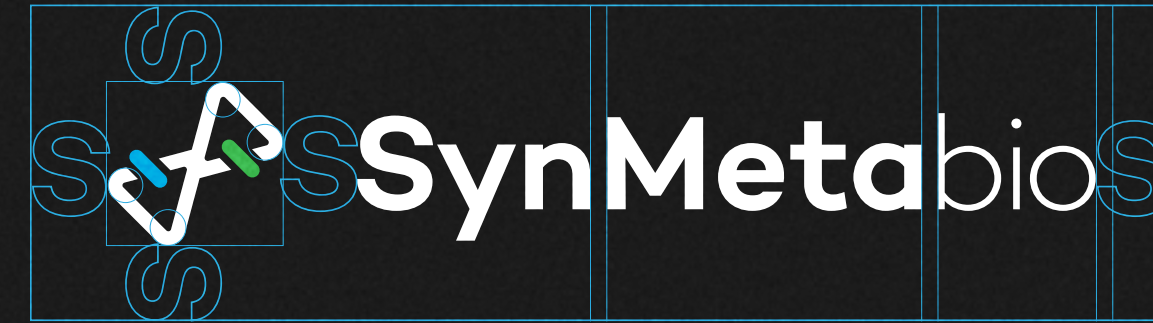
www.synmetabio.com

[YEAR]

2023

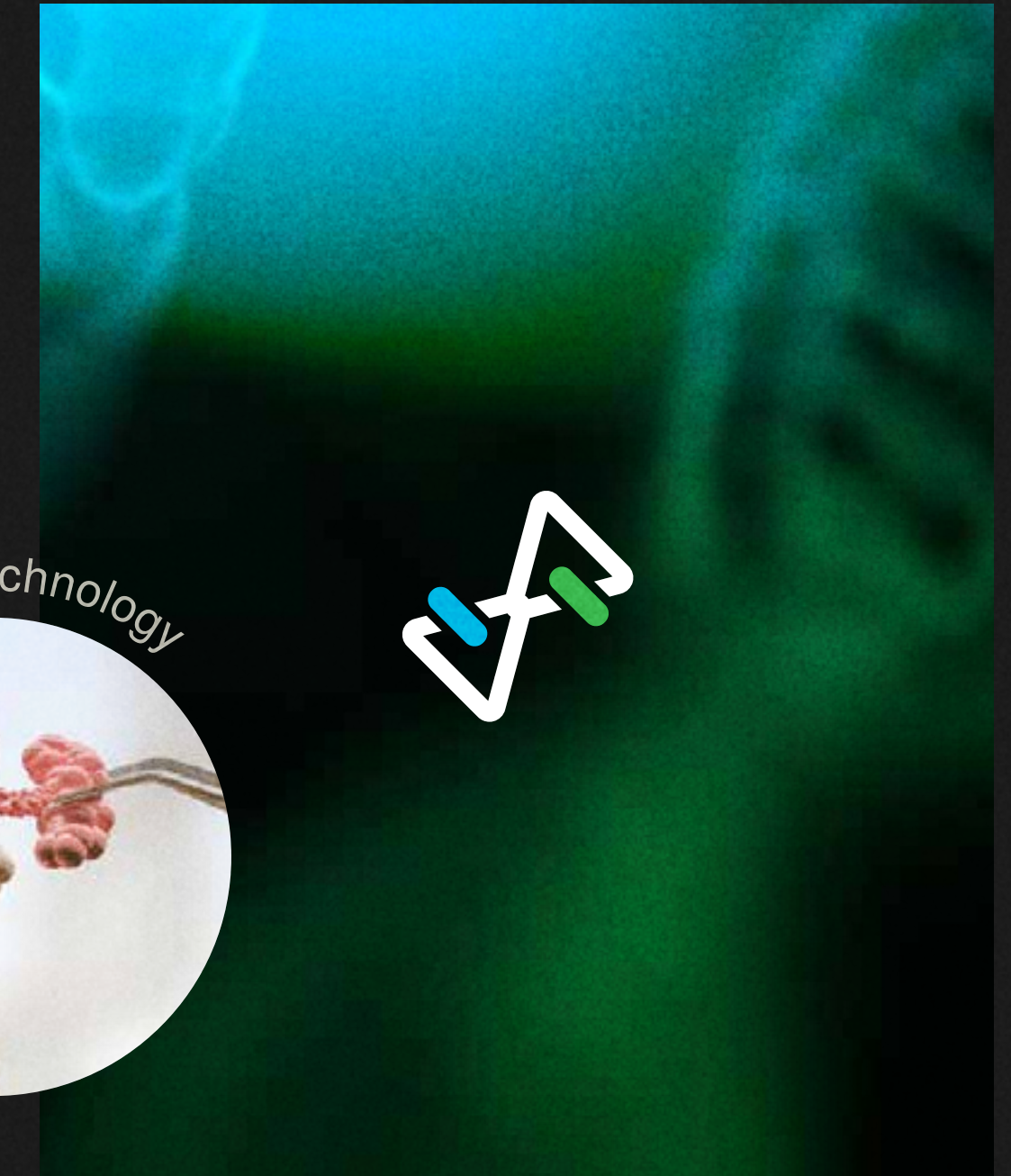
01

SHOT #1



02

SHOT #2



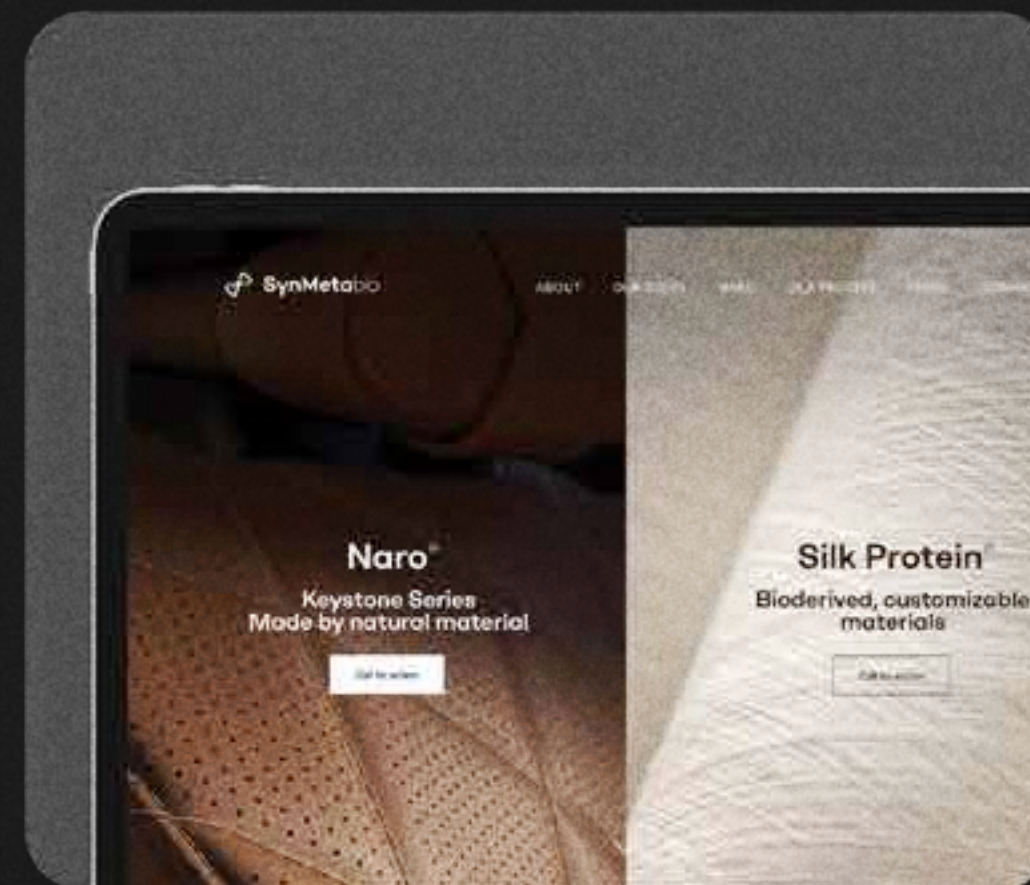
03

SHOT #3



SYNMETA BIO

02



OUR BRANDING FOR SYNMETA BIO REFLECTS THEIR INNOVATIVE APPROACH TO BIO-MATERIALS. INSPIRED BY BIOTECHNOLOGY, WE CRAFTED A PRECISE LOGO IN BLUE AND GREEN HUES, REFLECTING HARMONY WITH NATURE. USING SERIF SANS TYPOGRAPHY, WE ENSURED CLARITY AND PROFESSIONALISM. OUR WORK EXTENDED TO COMPREHENSIVE BRAND GUIDELINES AND COLLATERAL, ALIGNING EVERY ASPECT WITH THEIR FUTURE-FOCUSED VISION.



- RB Campton Neue Thin
- RB Campton Neue ExtraLight
- RB Campton Neue Light
- RB Campton Neue Regular
- RB Campton Neue Medium
- RB Campton Neue SemiBold
- RB Campton Neue Bold
- RB Campton Neue ExtraBold
- RB Campton Neue Black



[CLIENT]
SynMeta Bio

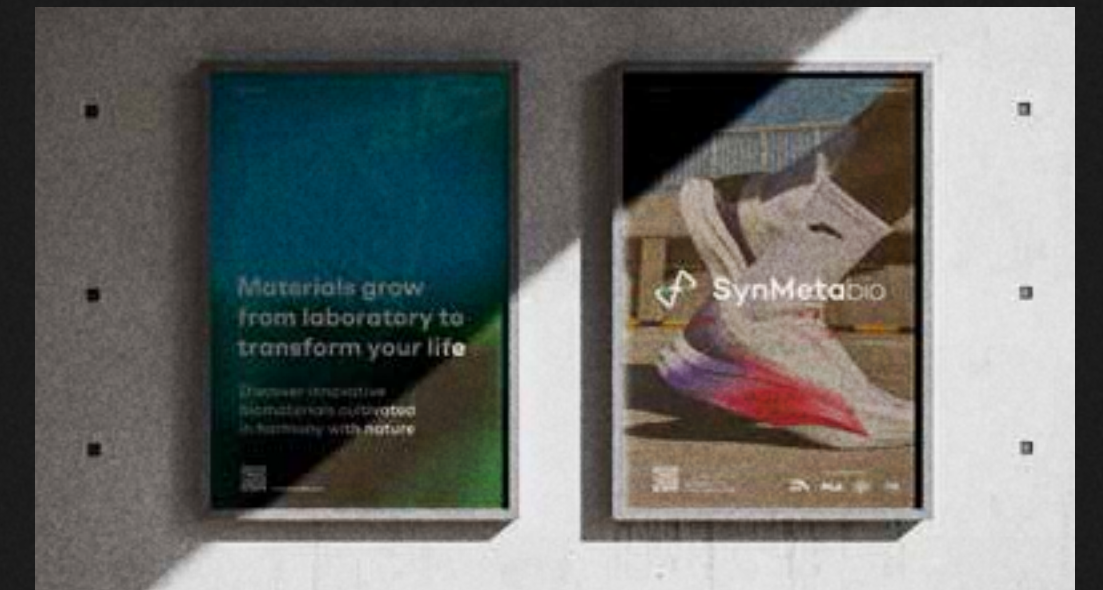
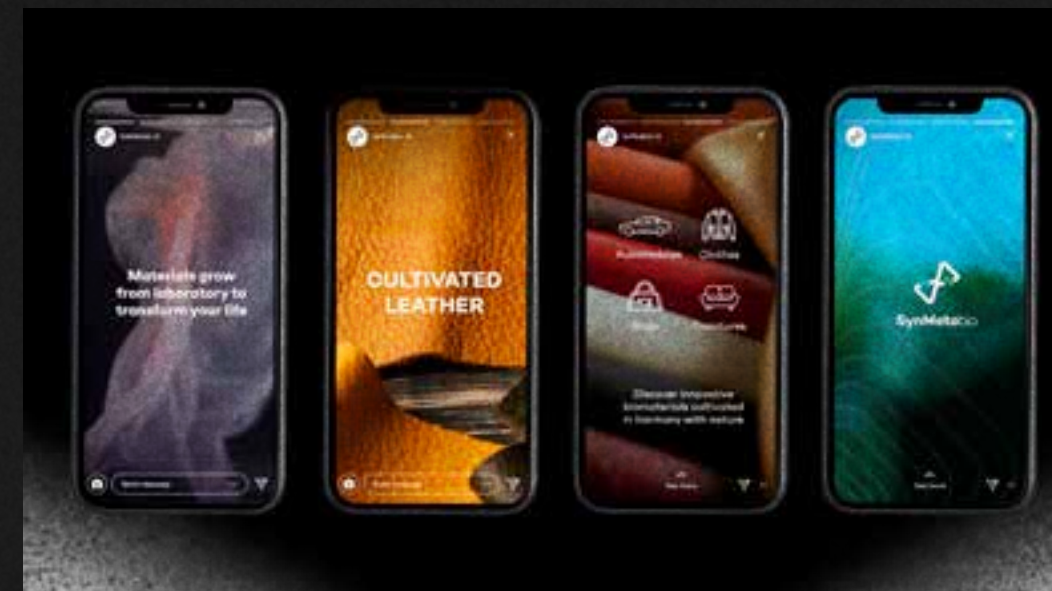
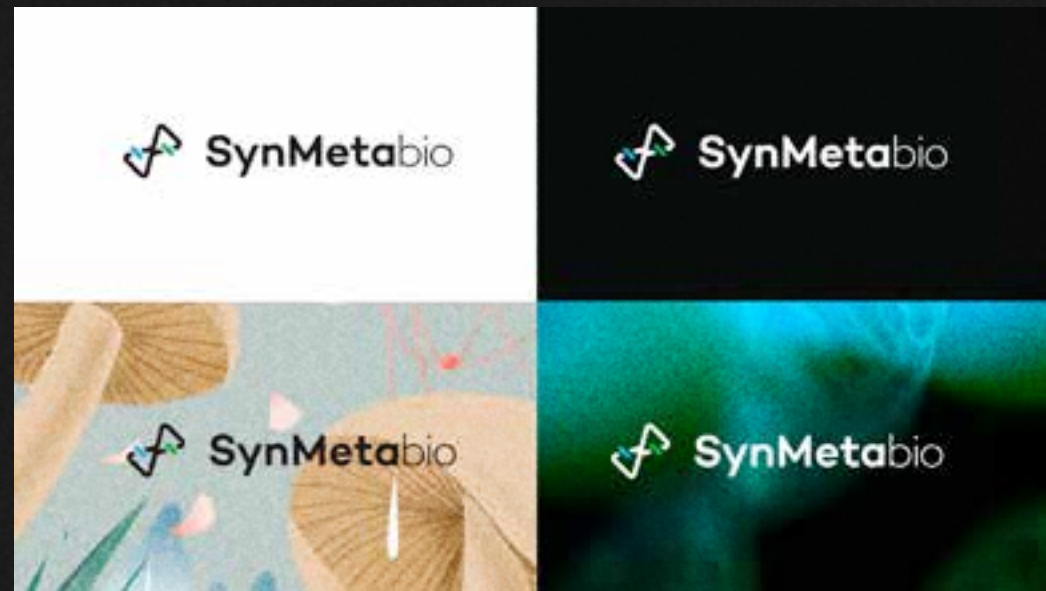
[PROJECT]
Branding Design

[WEBSITE]
www.synmetabio.com

[YEAR]
2022

SYNMETA BIO

02



[CLIENT]
SynMeta Bio

[PROJECT]
Branding Design

[WEBSITE]
www.synmetabio.com

[YEAR]
2022

MIHIJO

MIHIJO IS A PET SUPPLEMENT BRAND WHERE WE BLEND LOVE, NATURE AND SCIENCE FROM NEW ZEALAND TO CREATE PRODUCTS THAT ENRICH THE LIVES OF PETS OF ALL AGES AND NEEDS. FROM BRAND POSITIONING, VISUAL IDENTITY AND LOGO, TO TONE OF VOICE AND CREATIVE CAMPAIGN, NIODESIGN IS PROUD TO BE THE ARCHITECT OF THE CONCEPTION OF MIHIJO, DEVELOPED IN PARTNERSHIP WITH OUR CLIENT.

01

[CLIENT]

Mihijo Pet Supplements

[PROJECT]

Branding and Packaging

[WEBSITE]

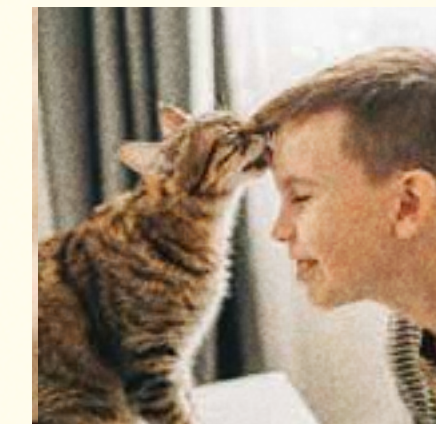
www.mihijopet.com

[YEAR]

2023



ABOUT

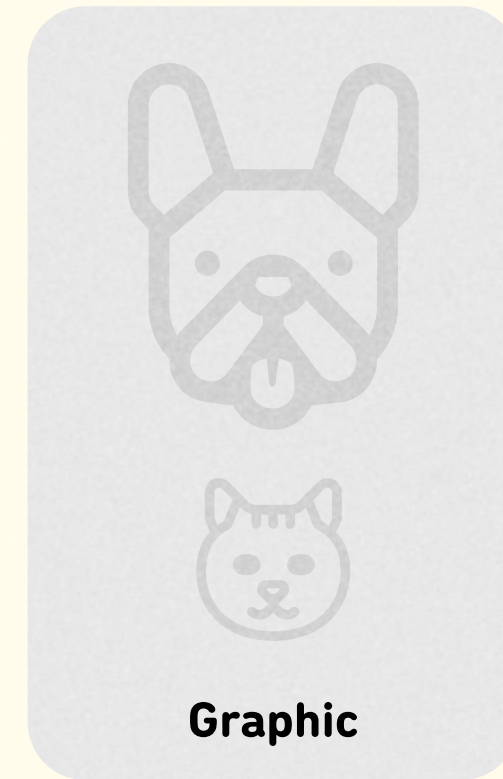


Welcome to the world of MIHIJO (Spanish, translates to 'my son' in English), where pets are cherished like children. MIHIJO is a pet supplement brand where we blend love, nature and science from New Zealand to create products that enrich the lives of pets of all ages and needs.

MIHIJO's brand personality is friendly, knowledgeable, and trustworthy. We want to create a brand that pet owners can rely on for high-quality and effective pet supplements. Our brand voice is informative, empathetic, and approachable.



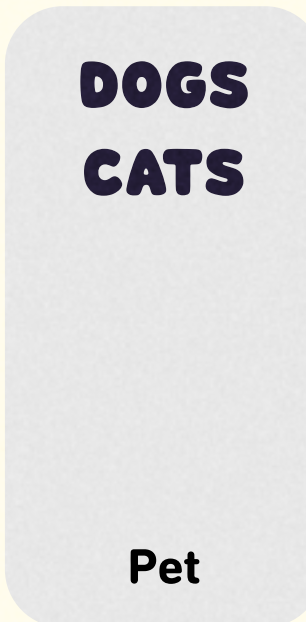
MIHIJO



Graphic



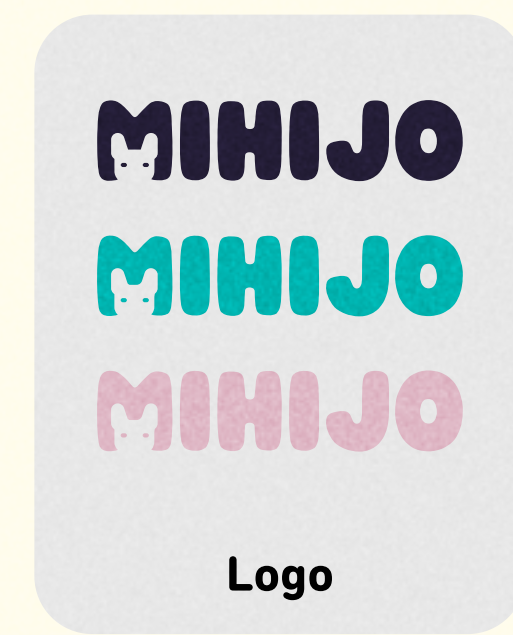
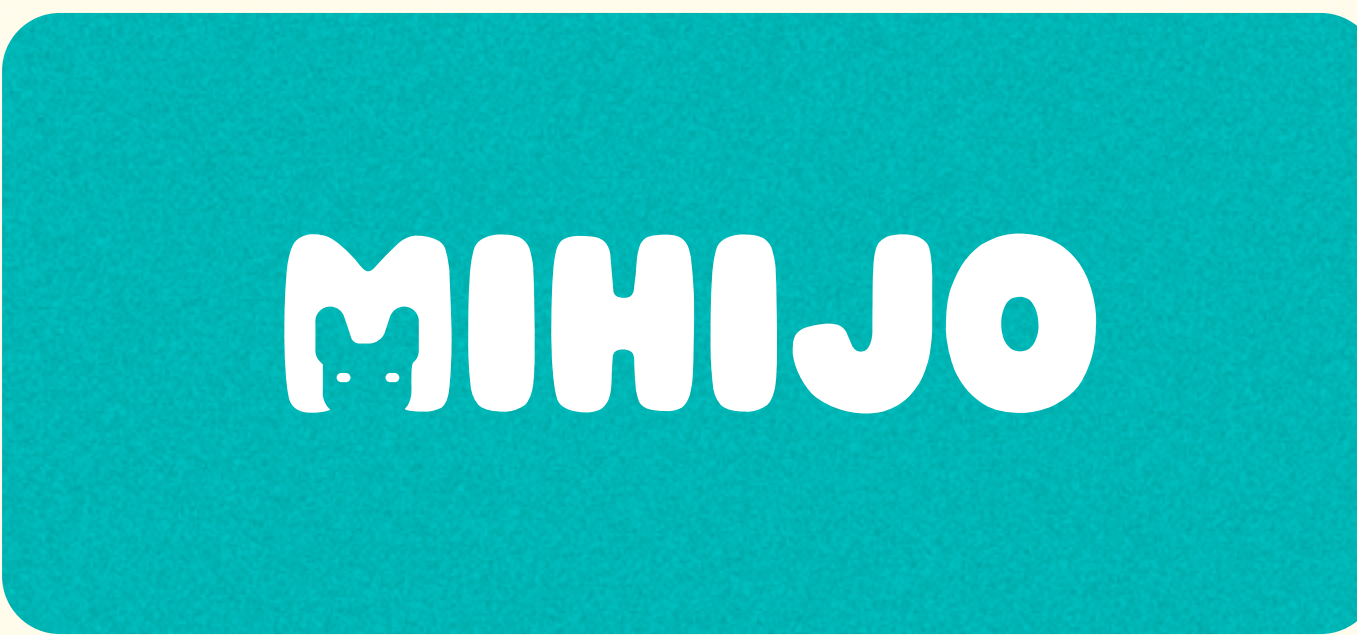
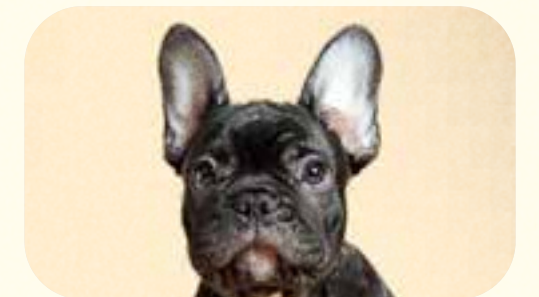
Online Store



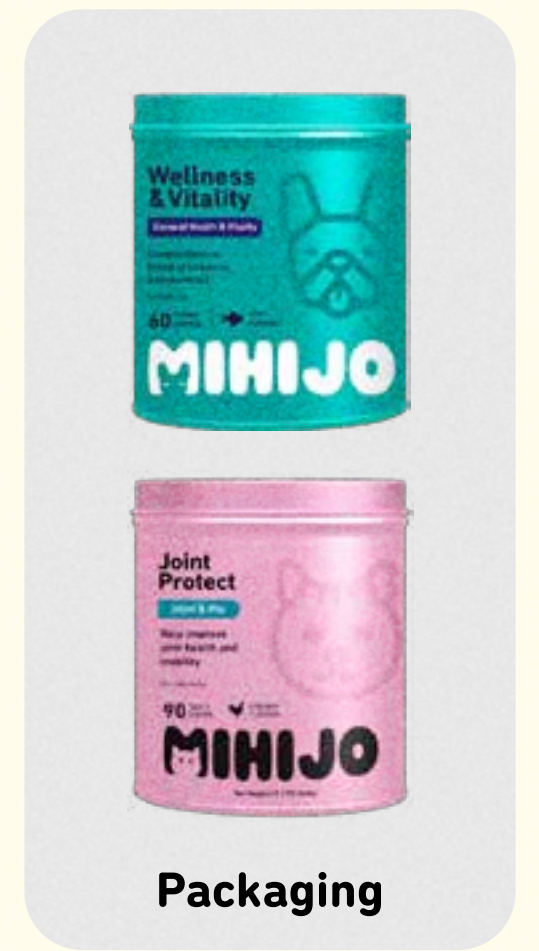
Pet



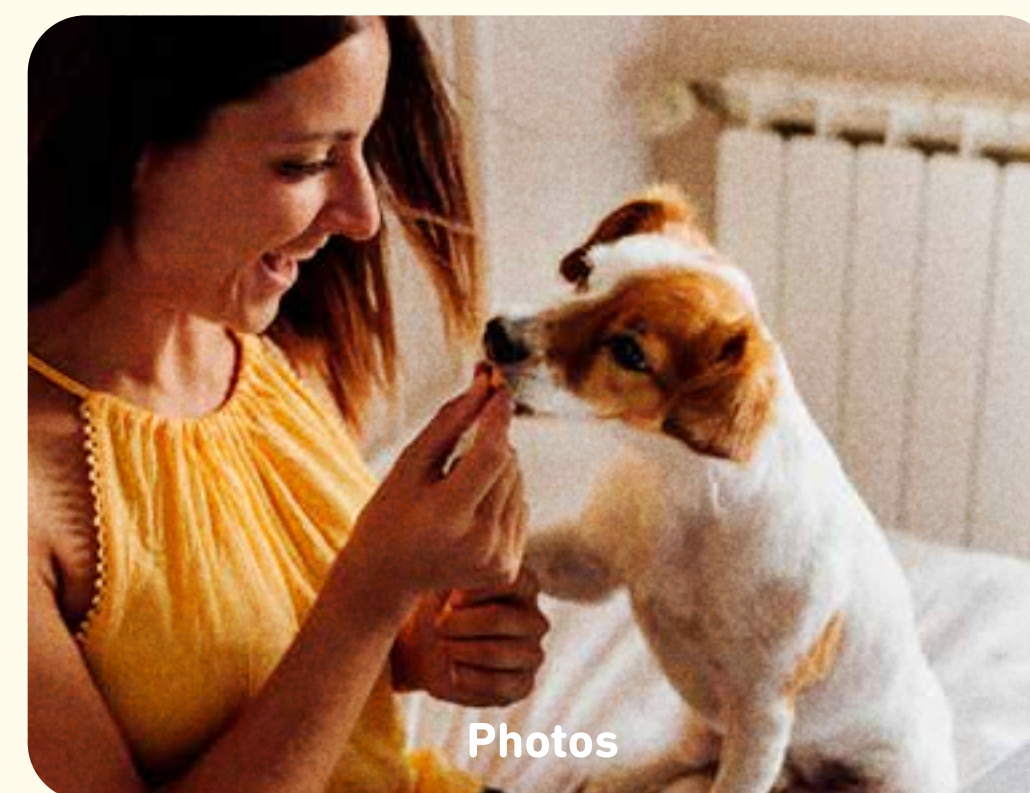
Typeface



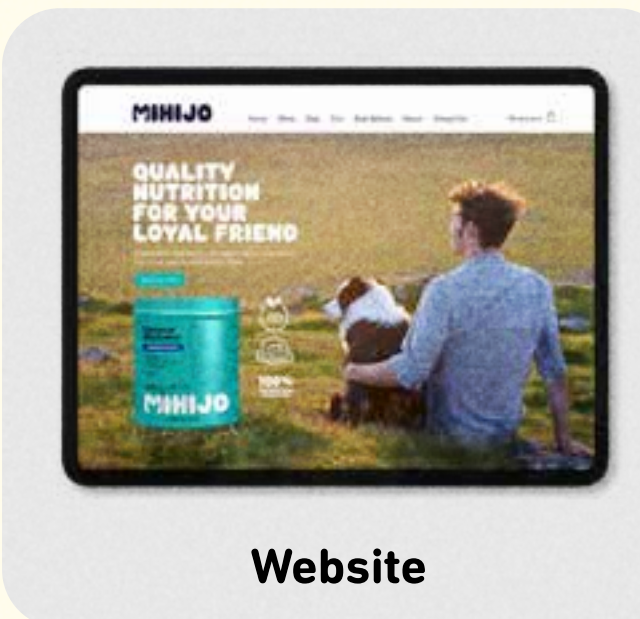
Logo



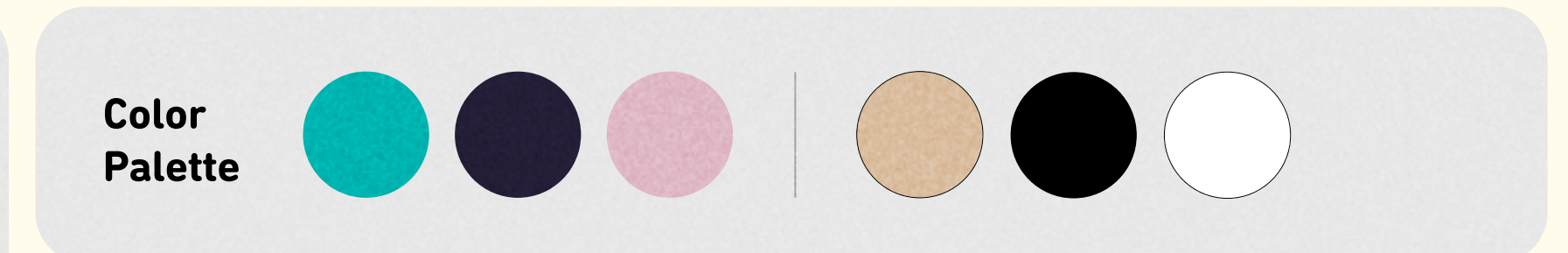
Packaging



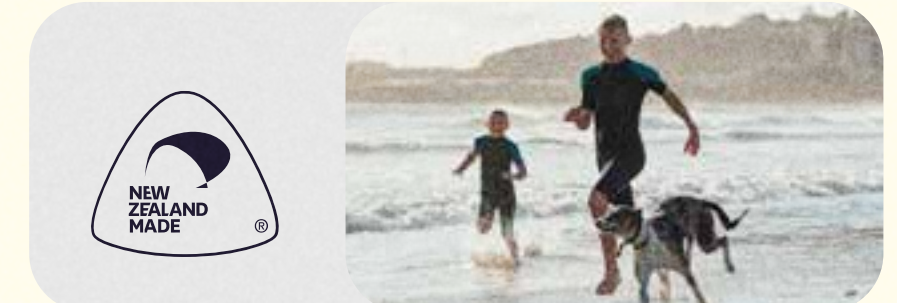
Photos



Website



Color Palette



02

[CLIENT]
Mihijo Pet Supplements

[PROJECT]
Branding and Packaging

[WEBSITE]
www.mihijopet.com

[YEAR]
2023

MIHIJO

01 SHOT #1



02 SHOT #2



03 SHOT #3



03 SHOT #4



03 SHOT #5



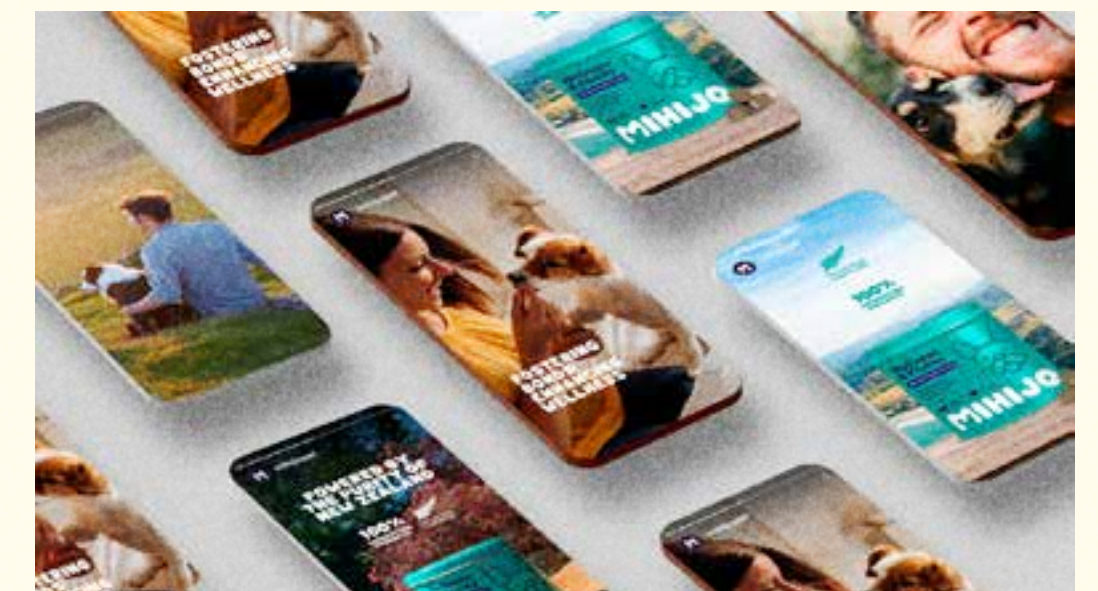
03 SHOT #6



03 SHOT #7



03 SHOT #8



[CLIENT]
Mihijo Pet Supplements

[PROJECT]
Branding and Packaging

[WEBSITE]
www.mihijopet.com

[YEAR]
2023

MOTPHYS ENGINE

MOTPHYS SPECIALIZES IN MOTION PHYSICS SIMULATION, DELIVERING SOFTWARE THAT ACCURATELY MODELS REAL-WORLD PHYSICAL BEHAVIORS FOR INDUSTRIES LIKE ENGINEERING AND GAMING. WE COLLABORATED WITH MOTPHYS TO DEVELOP THEIR COMPREHENSIVE BRANDING STRATEGY, INCLUDING LOGO DESIGN, GRAPHIC ELEMENTS, BRANDING GUIDELINES, APPLICATIONS, AND OVERALL VISUAL IDENTITY.



02

SHOT #2



01

[CLIENT]
Motphys

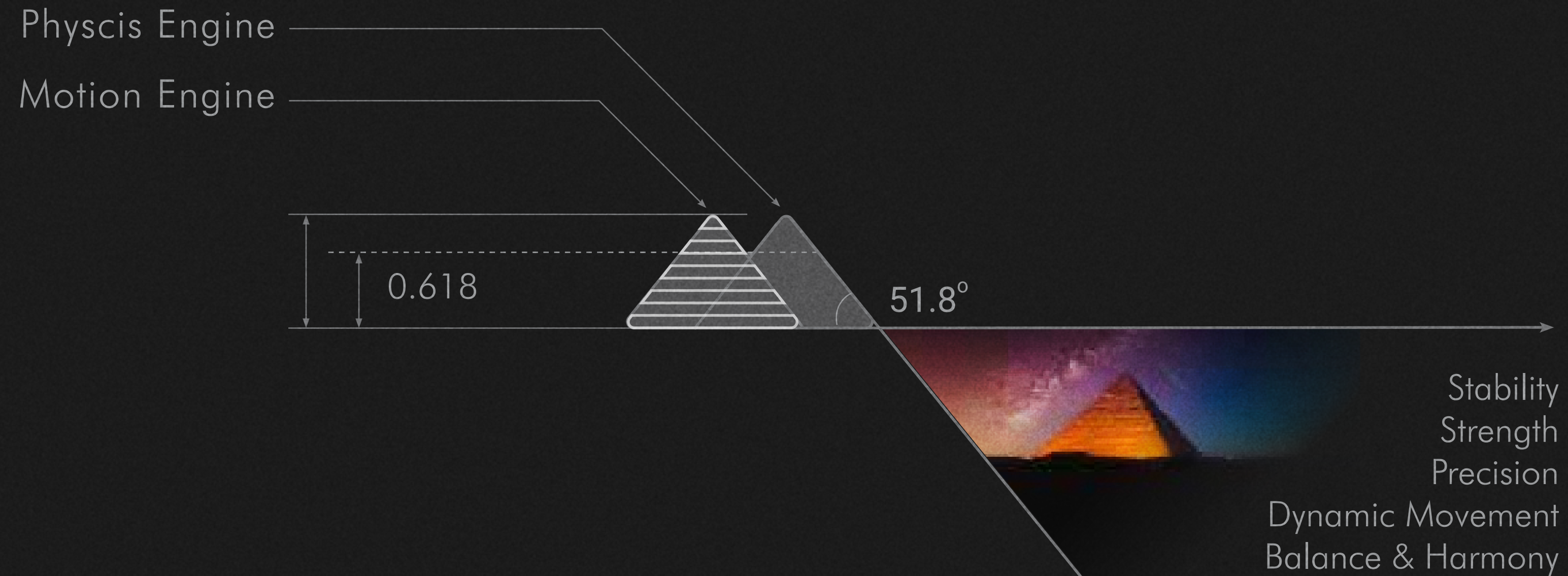
[PROJECT]
Branding Design

[WEBSITE]
www.motphys.com

[YEAR]
2024

MOTPHYS

02

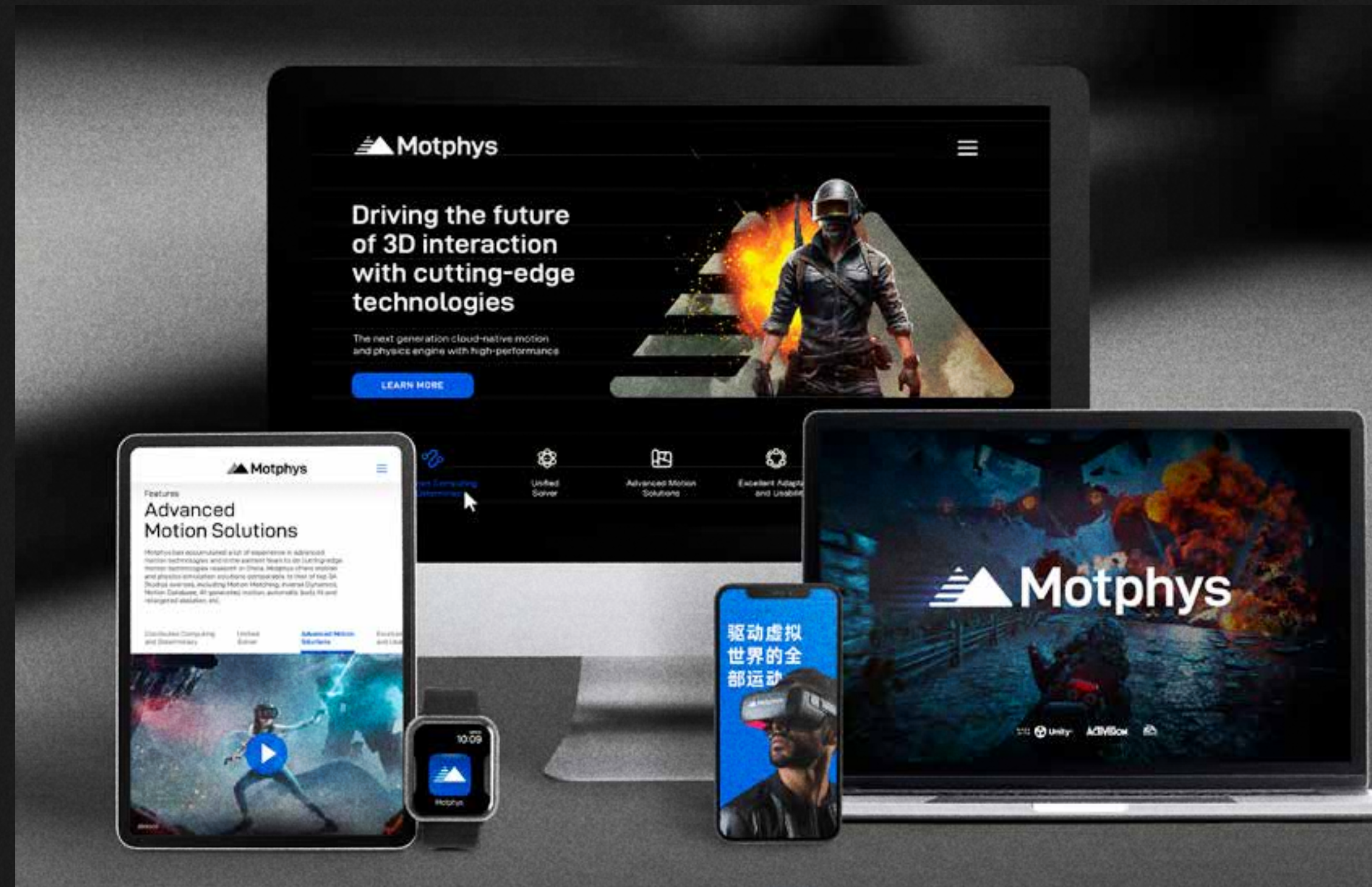


The angle at the corner of the pyramid is 58.2 degrees.

MOTPHYS ENGINE

03

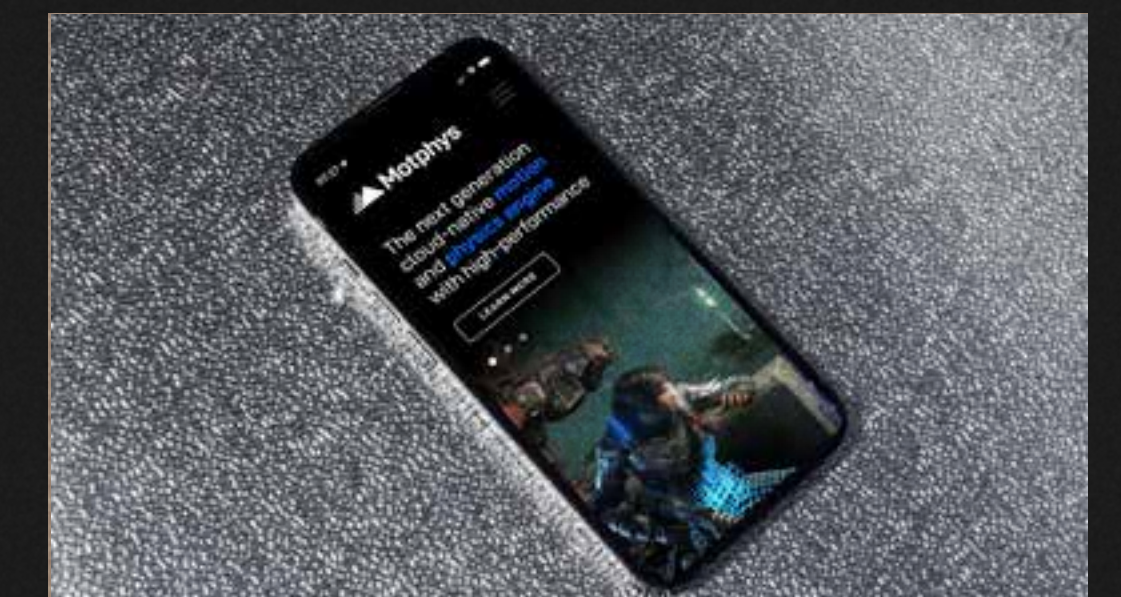
01



02



03



04



05



[CLIENT]

Motphys

[PROJECT]

Branding Design

[WEBSITE]

www.motphys.com

[YEAR]

2024



MERCEDES-BENZ

MERCEDES-BENZ RETAIL CAMPAIGN

THE OBJECTIVE WAS TO ASSIST RETAILERS IN PROMOTING COMPACT VEHICLES, ENABLING CUSTOMERS TO EXPERIENCE LUXURY AT AFFORDABLE PRICES. AS THE LEAD CREATIVE AND DESIGNER, I SPEARHEADED THE PROJECT FROM CONCEPTUALIZATION TO IMPLEMENTATION ACROSS ALL TOUCHPOINTS.

[CLIENT]

Client Name

[PROJECT]

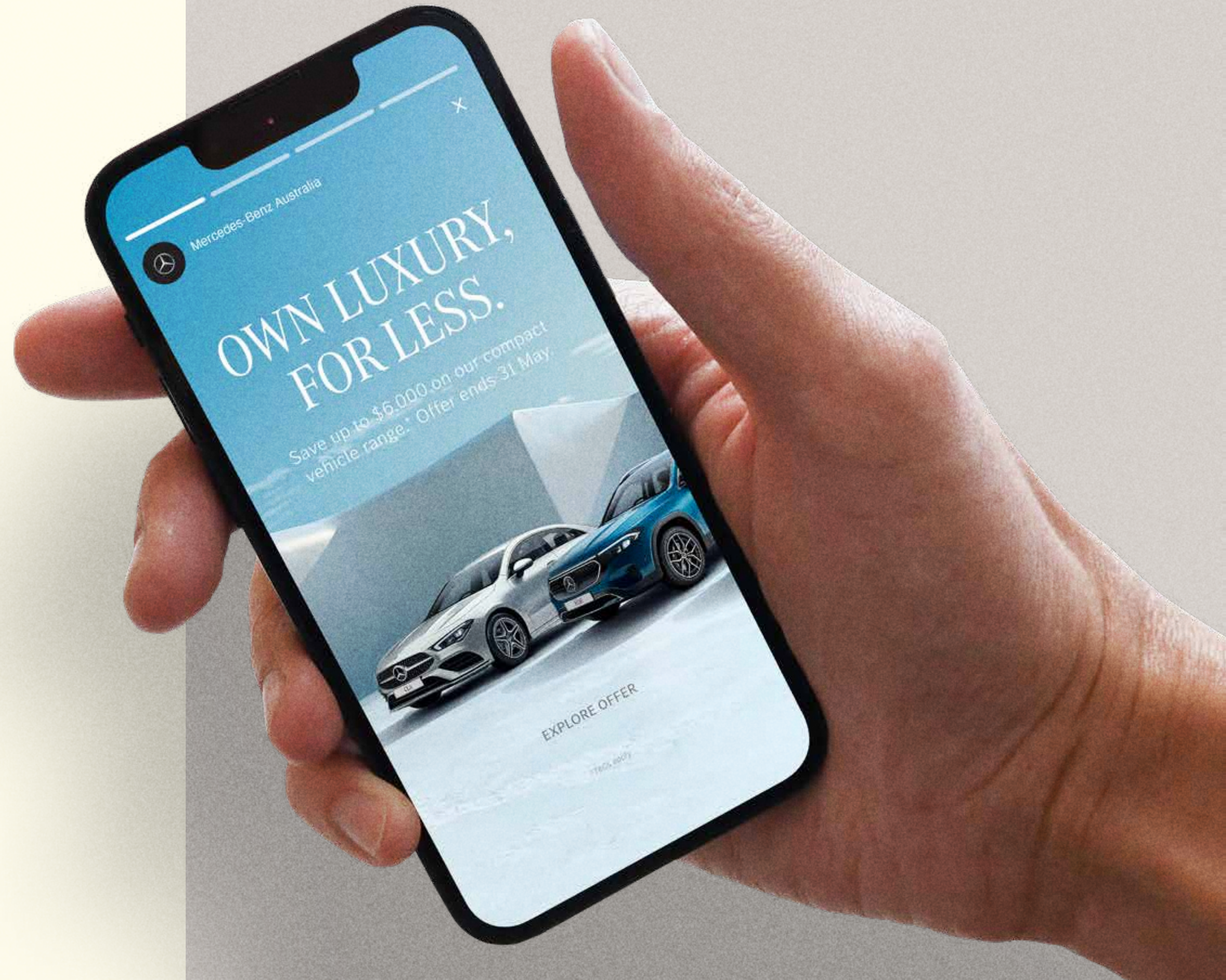
Compact Vehicles Campaign

[WEBSITE]

mercedes-benz.com.au

[YEAR]

2022



DURING THE CAMPAIGN, WE SUCCESSFULLY SOLD 26 VEHICLES, WITNESSED A 33% INCREASE IN VISITOR TRAFFIC, AND GAINED 57 FOLLOWERS ACROSS OUR SOCIAL MEDIA PLATFORMS, INCLUDING INSTAGRAM, FACEBOOK, YOUTUBE, AND LINKEDIN.

26

01 26 VEHICLES SOLD DURING THIS CAMPAIGN
ACROSS AUSTRALIA AND NEW ZEALAND

43%

02 THE NUMBER OF VISITORS HAS INCREASED
BY 33% DURING TWO WEEKS

57

03 WE HAVE GAINED 57 FOLLOWERS ON SOCIAL
MEDIA PLATFORMS INCLUDING INSTAGRAM,
FACEBOOK, YOUTUBE, LINKEDIN.

[CLIENT]
Mercedes-Benz

[PROJECT]
Compact Vehicles Campaign

[WEBSITE]
mercedes-benz.com.au

[YEAR]
2022

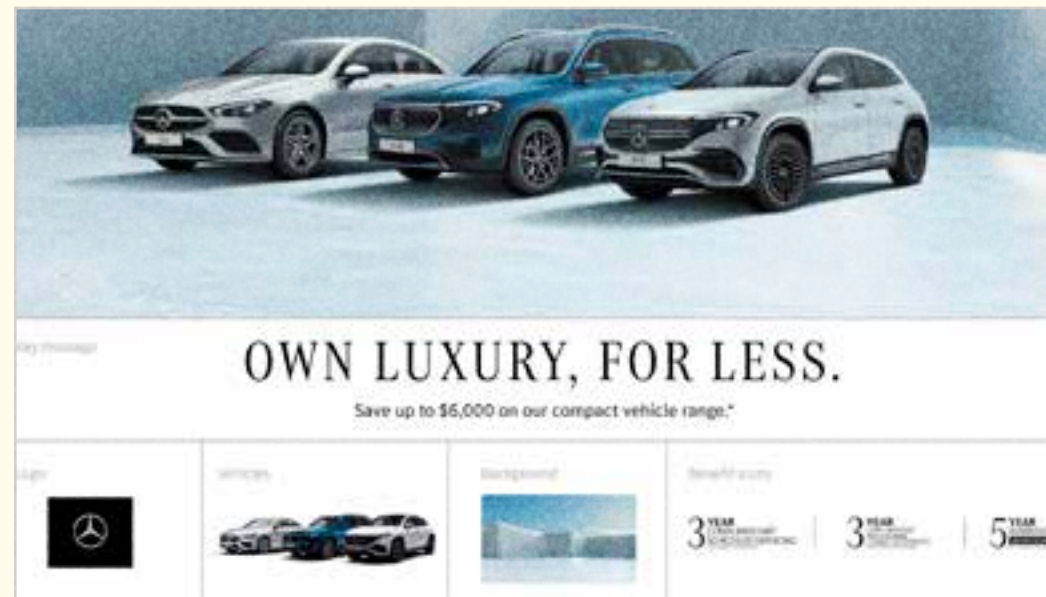
OWN LUXURY, FOR LESS.

Save up to \$6,000 on our compact vehicle range.*

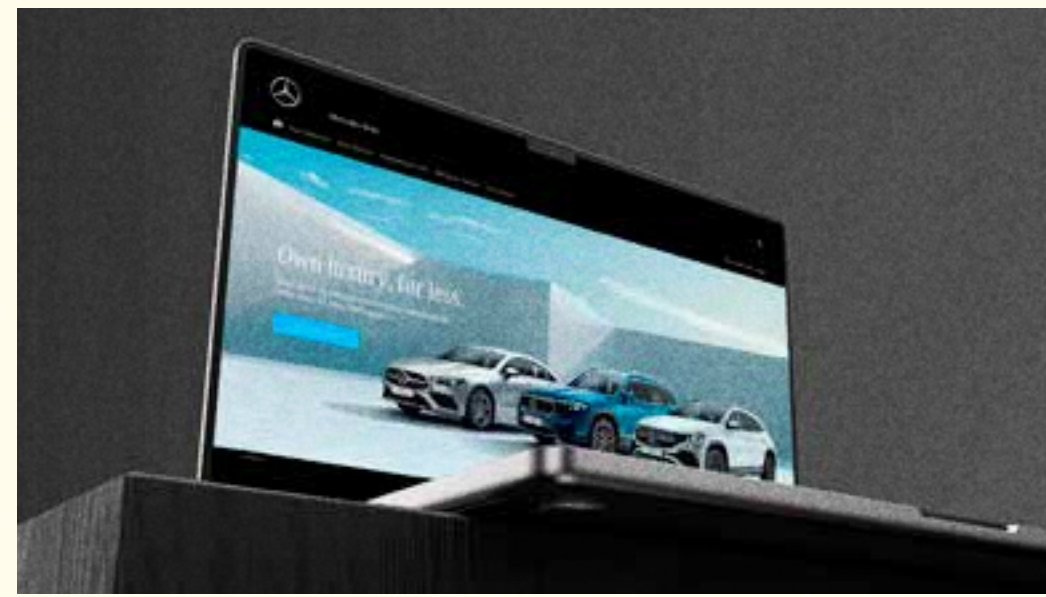


OVERVIEW

01 SHOT #1



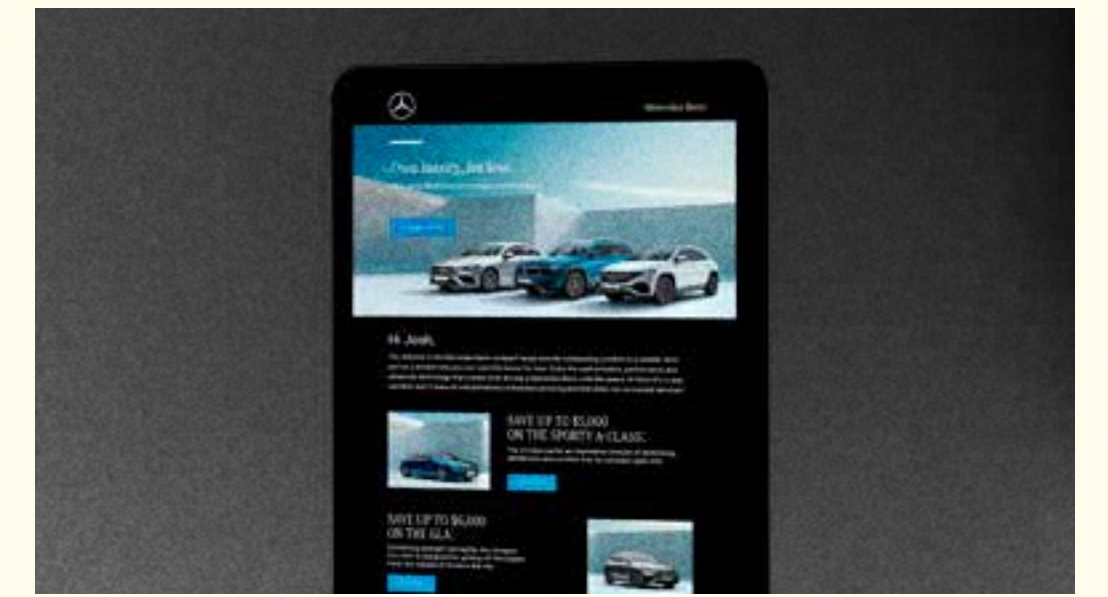
02 SHOT #2



03 SHOT #3



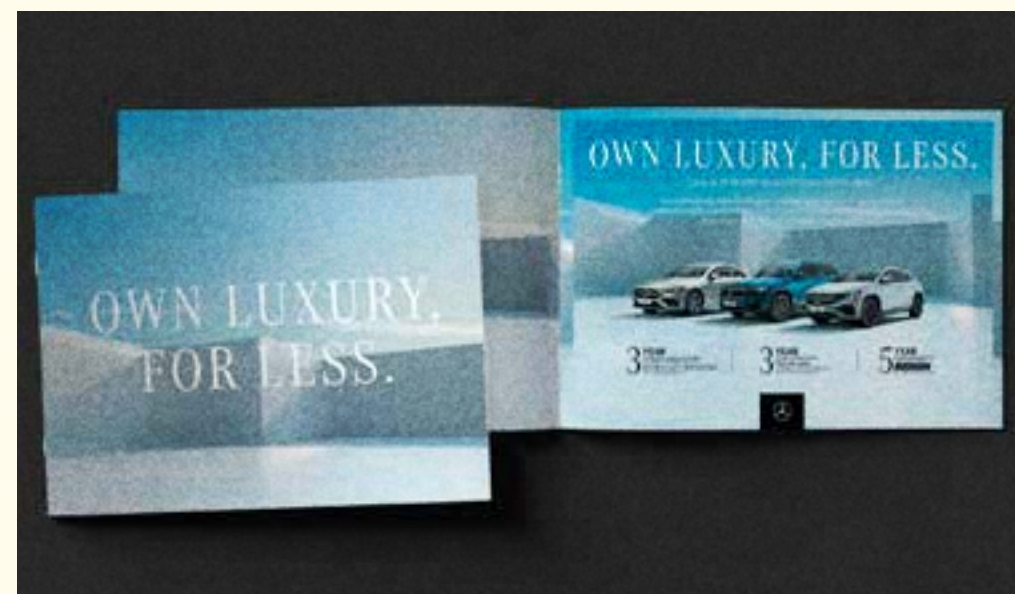
03 SHOT #4



03 SHOT #5



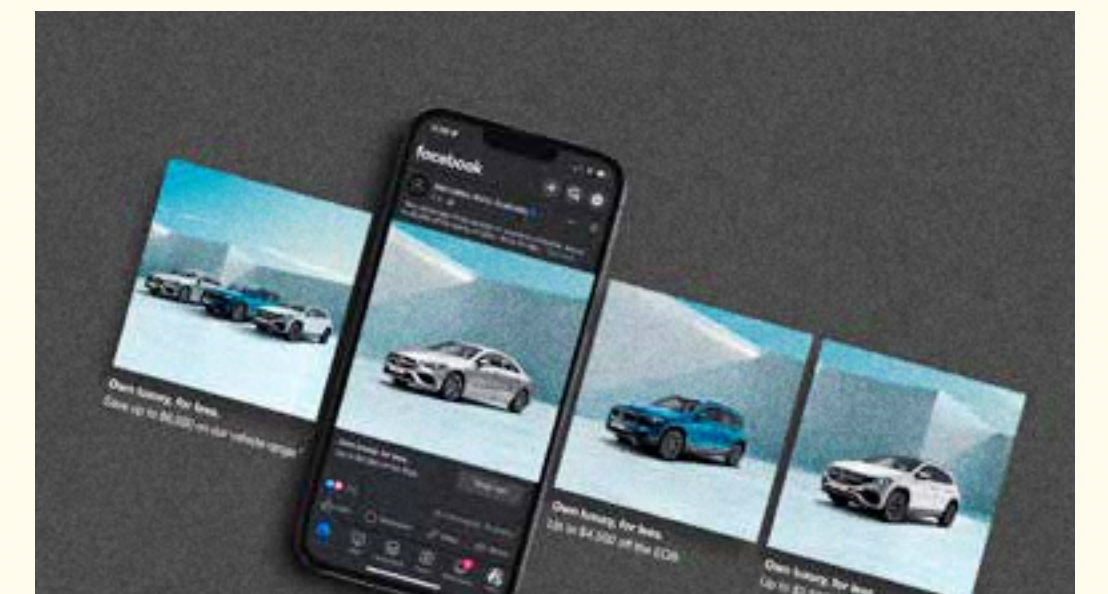
03 SHOT #6



03 SHOT #7



03 SHOT #8



[CLIENT]
Mercedes-Benz

[PROJECT]
Compact Vehicles Campaign

[WEBSITE]
mercedes-benz.com.au

[YEAR]
2022

MERCEDES-BENZ TRUCKS

THE NEW ACTROS CAMPAIGN LAUNCHED IN 2022, AS THE KEY CREATIVE/DESIGNER IN THE CREATIVE TEAM, I HANDLED ALL THE VISUAL DESIGN AND ROLLOUT WORKS.

[CLIENT]
Mercedes-Benz Trucks

[PROJECT]
The New Actros Launch Campaign

[WEBSITE]
mercedes-benz.com.au

[YEAR]
2022

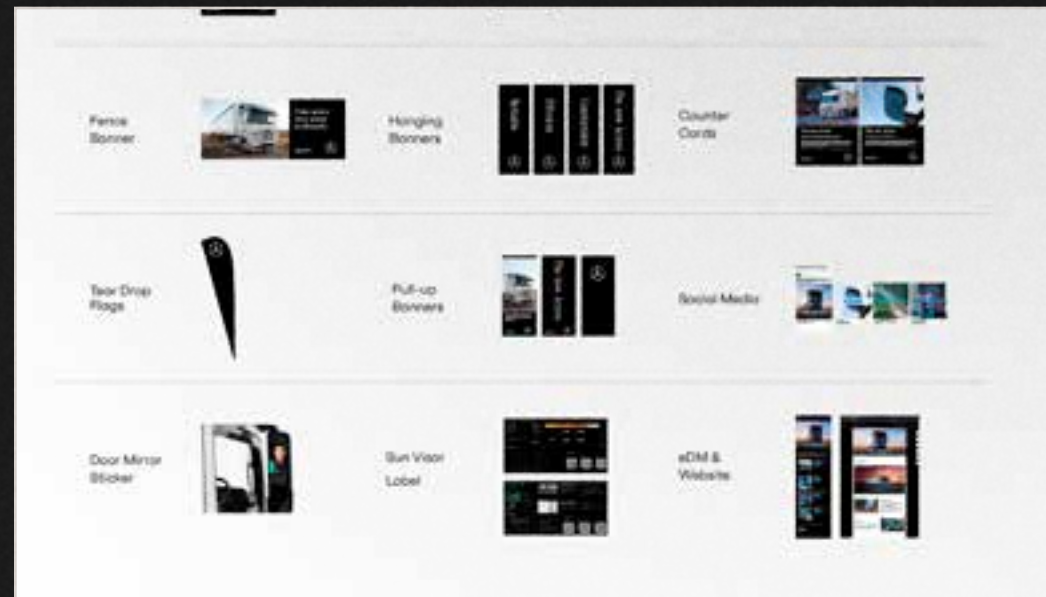


The new Actros.

Everyone talks, one delivers.

OVERVIEW

01 SHOT #1



02 SHOT #2



03 SHOT #3



03 SHOT #4



03 SHOT #5



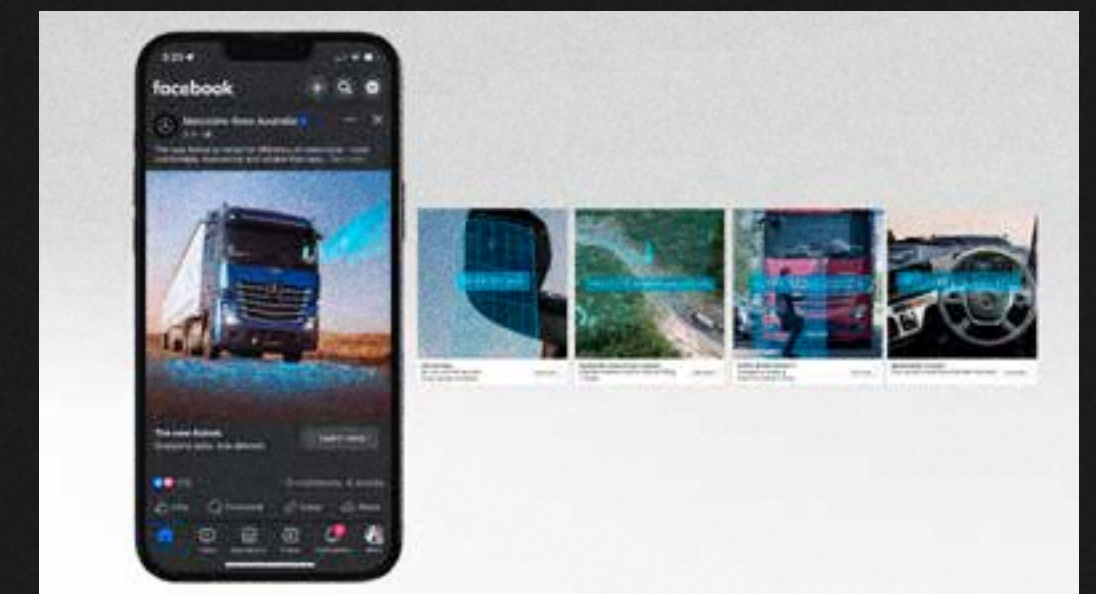
03 SHOT #6



03 SHOT #7



03 SHOT #8



[CLIENT]
Mercedes-Benz Trucks

[PROJECT]
The New Actros Launch Campaign

[WEBSITE]
mercedes-benz.com.au

[YEAR]
2022

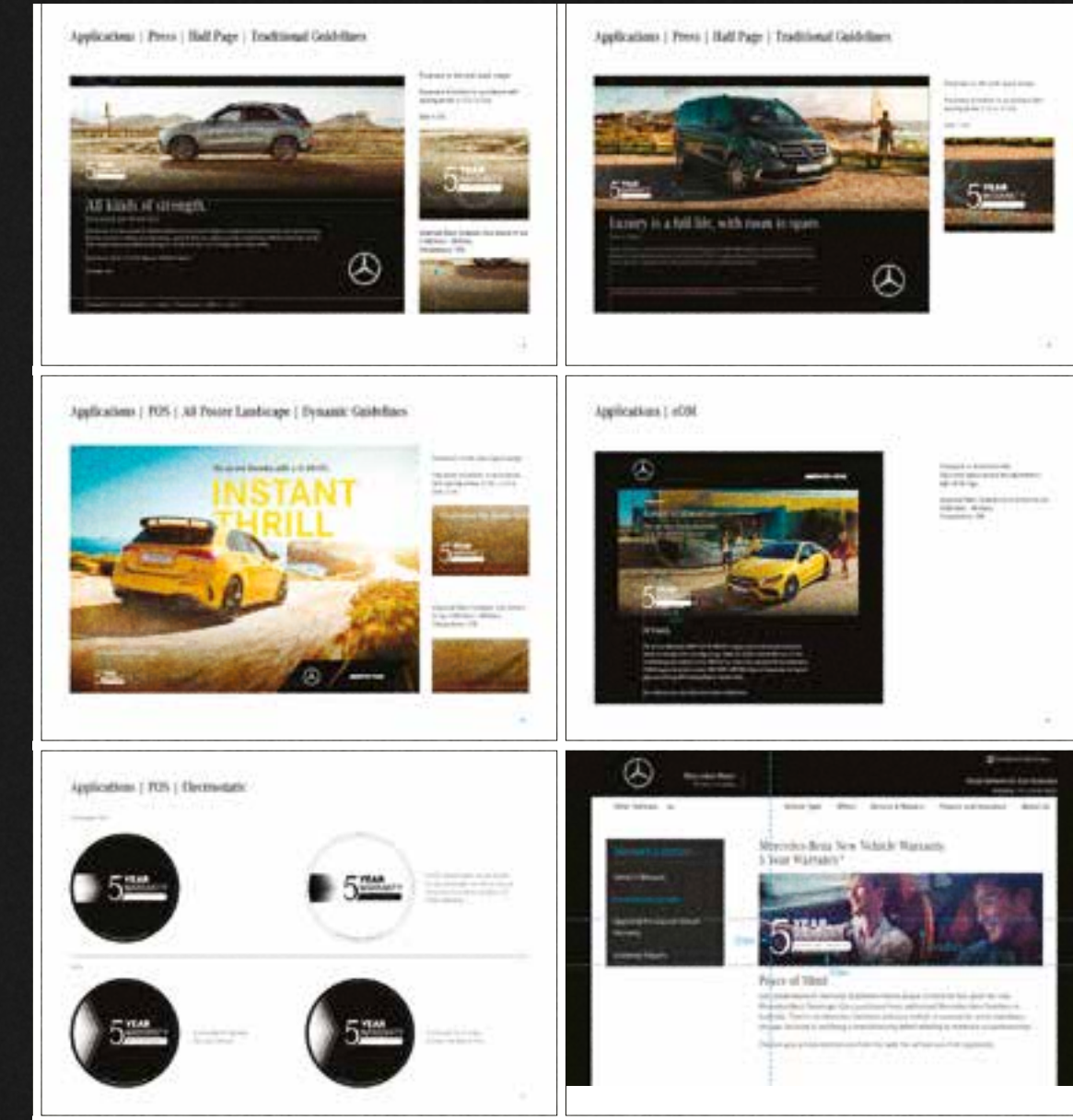
MERCEDES-BENZ WARRANTY VISUAL DESIGN SYSTEM

[CLIENT NAME] GOT IN TOUCH WITH US LOOKING FOR A NEW BRAND IDENTITY. THEY HAD OUTGROWN THEIR BRANDING AND WERE LOOKING FOR A WAY TO MODERNIZE THEIR BRAND AND PERHAPS REACH A BROADER CLIENTELE. WE BEGAN WITH A BRAND STRATEGY, LOOKING AT THEIR TARGET AUDIENCE, CURRENT POSITIONING AND LONG-TERM GOALS. WE THEN MOVED ON TO THE LOGO DEVELOPMENT PROCESS, TWEAKING IT UNTIL THEY WERE SATISFIED

01 SHOT #1



02 SHOT #2



03 SHOT #3



[CLIENT]
Mercedes-Benz

[PROJECT]
Warranty Logo Design

[WEBSITE]
mercedes-benz.com.au

[YEAR]
2022

MARKETING COLLATERALS

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

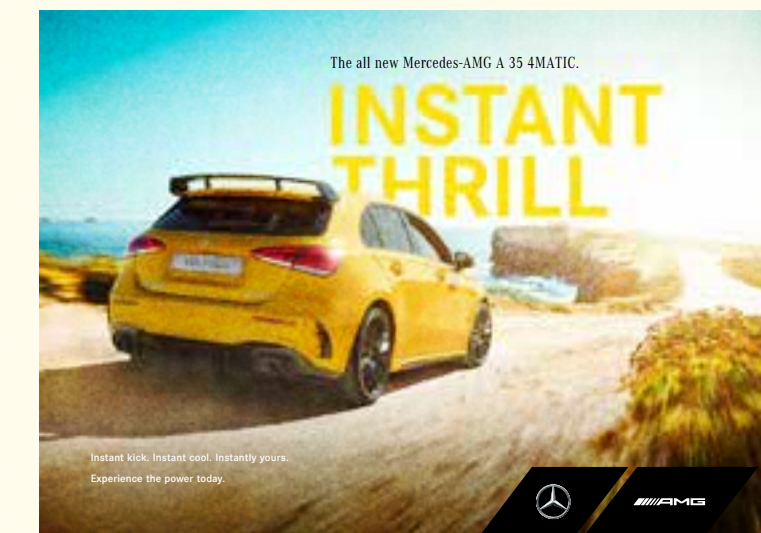
[ABOUT]
We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

[YEAR]
2019-2022

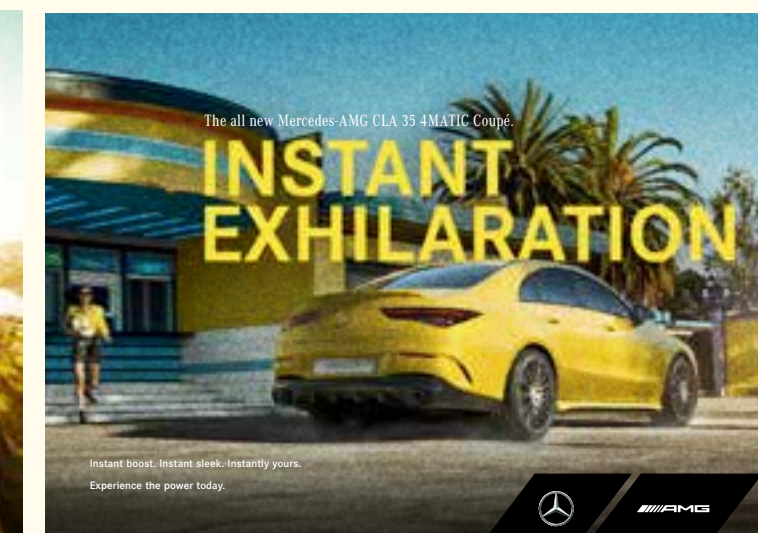
[WEBSITE]
mercedes-benz.com.au

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

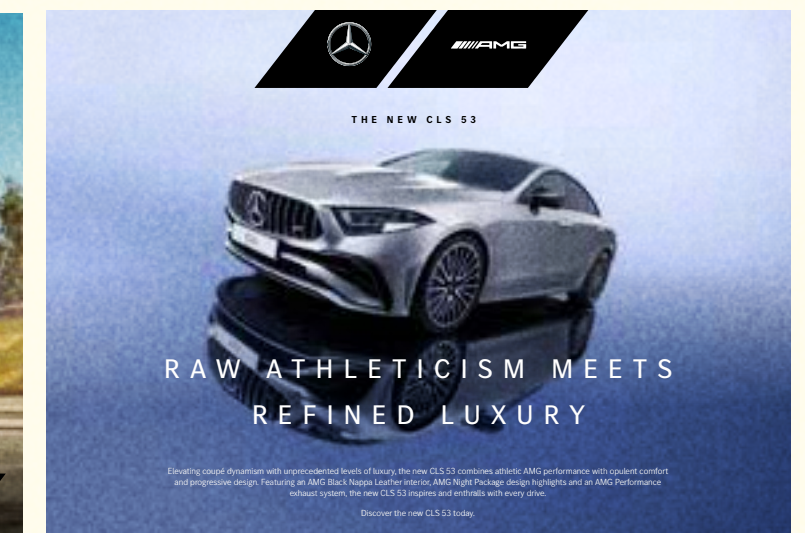
A 35



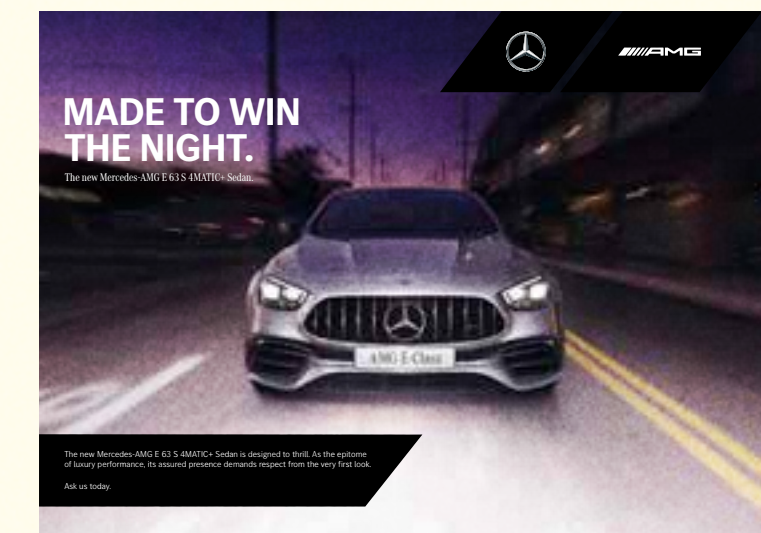
CLA 35



CLS 53



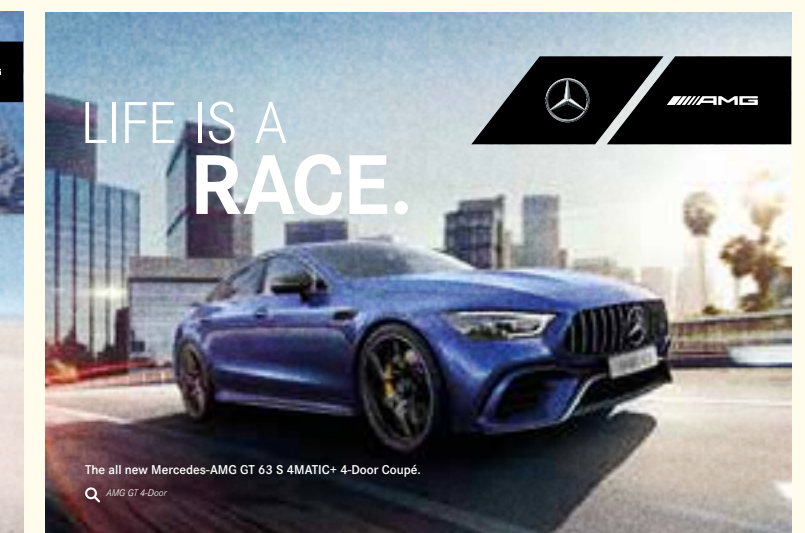
E 63 S



SL 63



GT 63



GLA



GLB



GLC



01

PRINT

DIGITAL IMPACT BANNERS

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

02

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

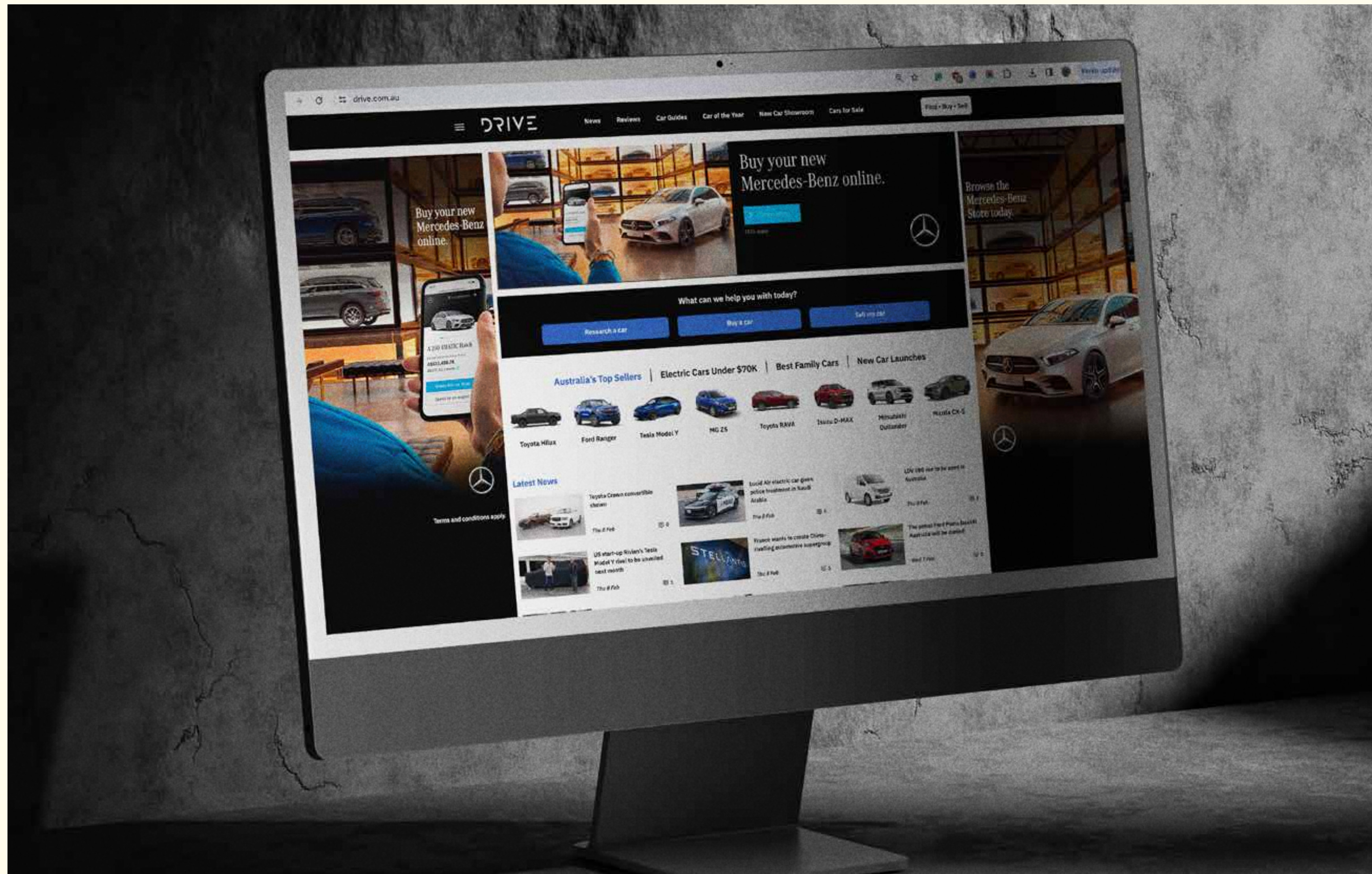
[YEAR]
2019-2022

[WEBSITE]
mercedes-benz.com.au

The screenshot displays the Mercedes-Benz website interface. At the top, there is a navigation bar with the 'nine.com.au' logo, location 'Sydney', weather '24° Mostly sunny', and a search bar. Below this is a secondary navigation menu with categories like 'Watch TV', 'News', 'Sport', 'Lifestyle', 'Entertainment', 'Property', 'Product Reviews', 'Coupons', 'Stan', 'Drive', and '2GB'. The main content area features a large banner for the 'Mercedes-AMG GT Family' with the headline 'HANDCRAFTED BY RACERS.' and a red 'EXPLORE HERE' button. To the left and right of this banner are vertical sidebars with the text 'THE MERCEDES AMG GT FAMILY.' and images of the cars. Below the main banner, there are several smaller content blocks: a 'RANGER' pickup truck, a 'Celebrity' news item about a 'secret wedding', another 'HANDCRAFTED BY RACERS.' banner, and a 'National' news item about a 'Divisive' number plate. At the bottom, there are more news items and a 'Looking for daily distractions?' section with a 'See Recently Sold Prices' graphic.

DIGITAL IMPACT BANNERS

03



WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

[YEAR]
2019-2022

[WEBSITE]
mercedes-benz.com.au

DIGITAL IMPACT BANNERS

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

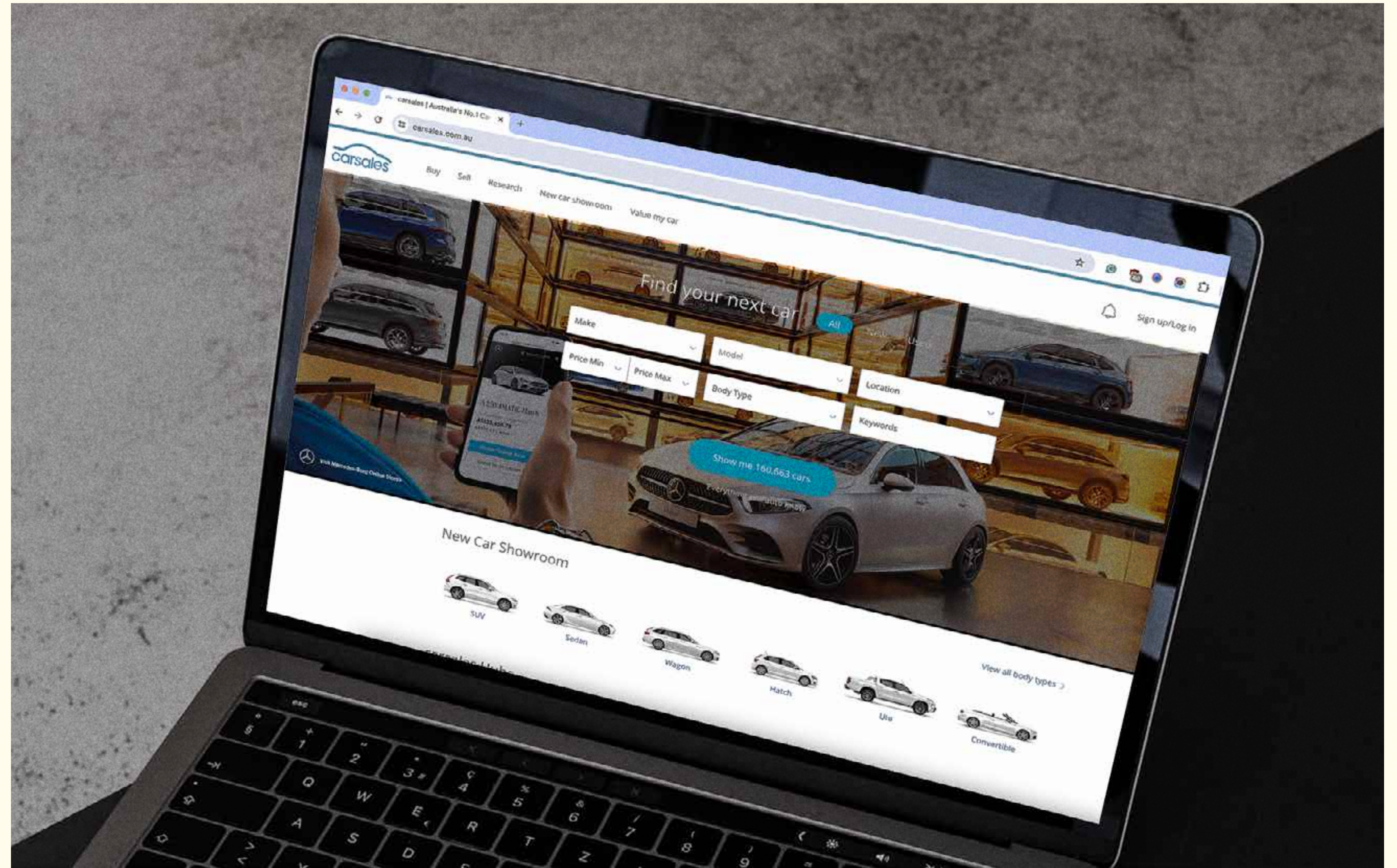
04

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

[YEAR]
2019-2022

[WEBSITE]
mercedes-benz.com.au



05

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

[YEAR]
2019-2022

[WEBSITE]
www.mercedes-benz.com.au

[ABOUT]
We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.



ALL NEW GLC SUV LAUNCH | VIC



ALL NEW GLC SUV LAUNCH | NSW



EQE SUV LAUNCH | VIC



AMG CAMPAIGN | VIC



SUV SEASON CAMPAIGN | VIC



EQB LAUNCH | VIC

OOH

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

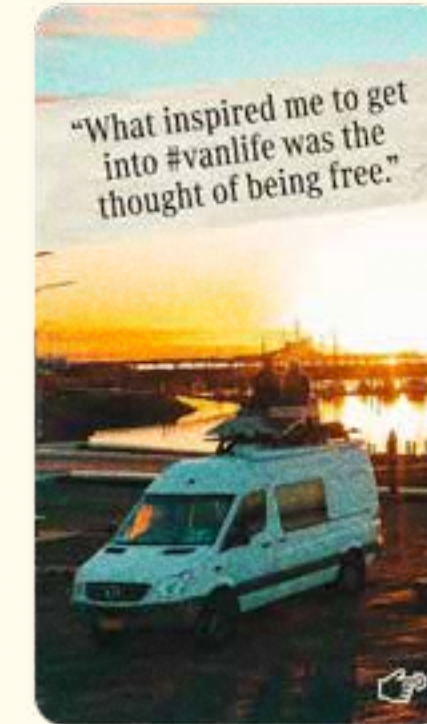
[CLIENT]
Mercedes-Benz

[PROJECT]
Social Contents

[ABOUT]
We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

[YEAR]
2019-2022

[WEBSITE]
www.mercedes-benz.com.au

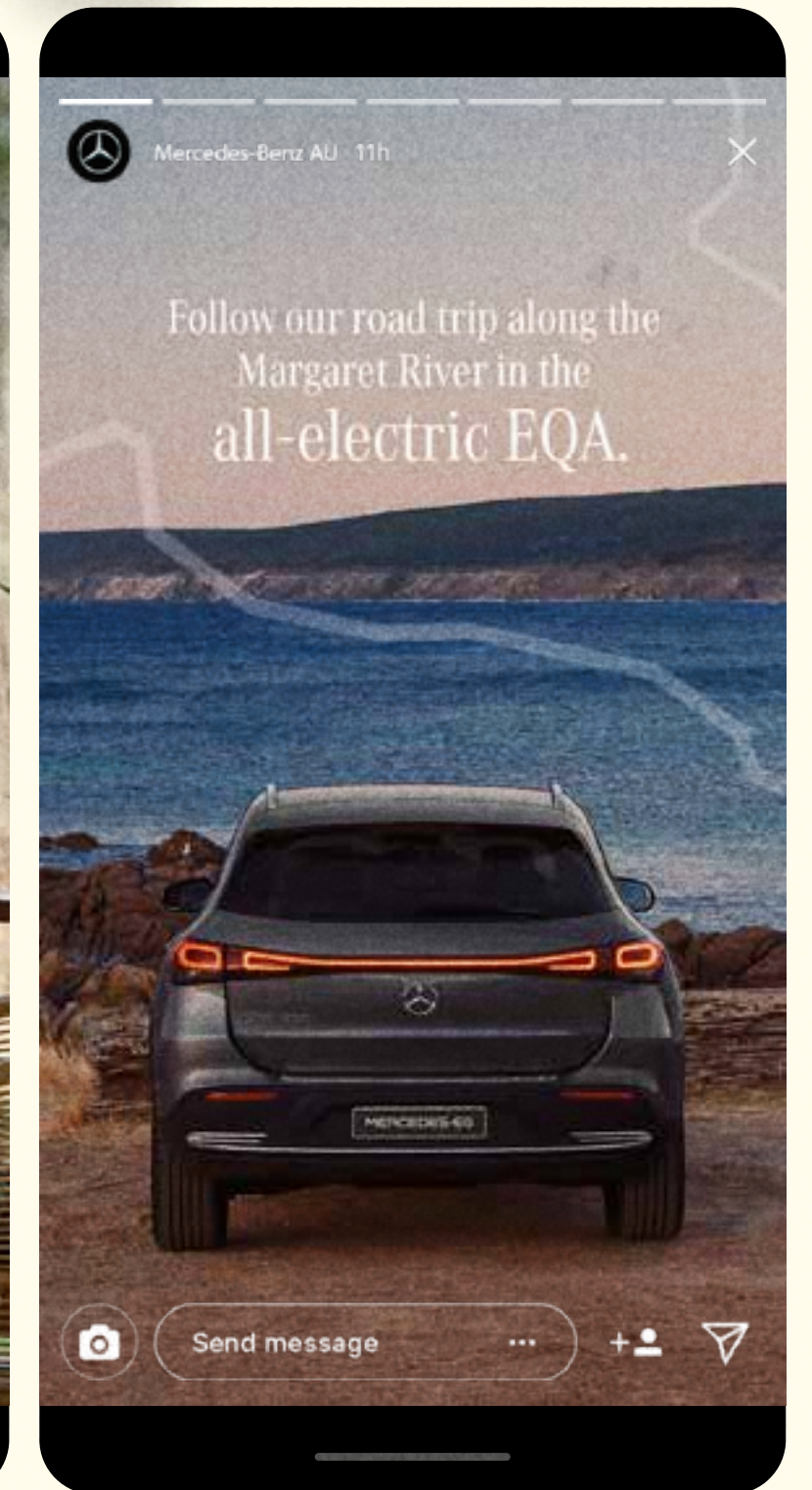
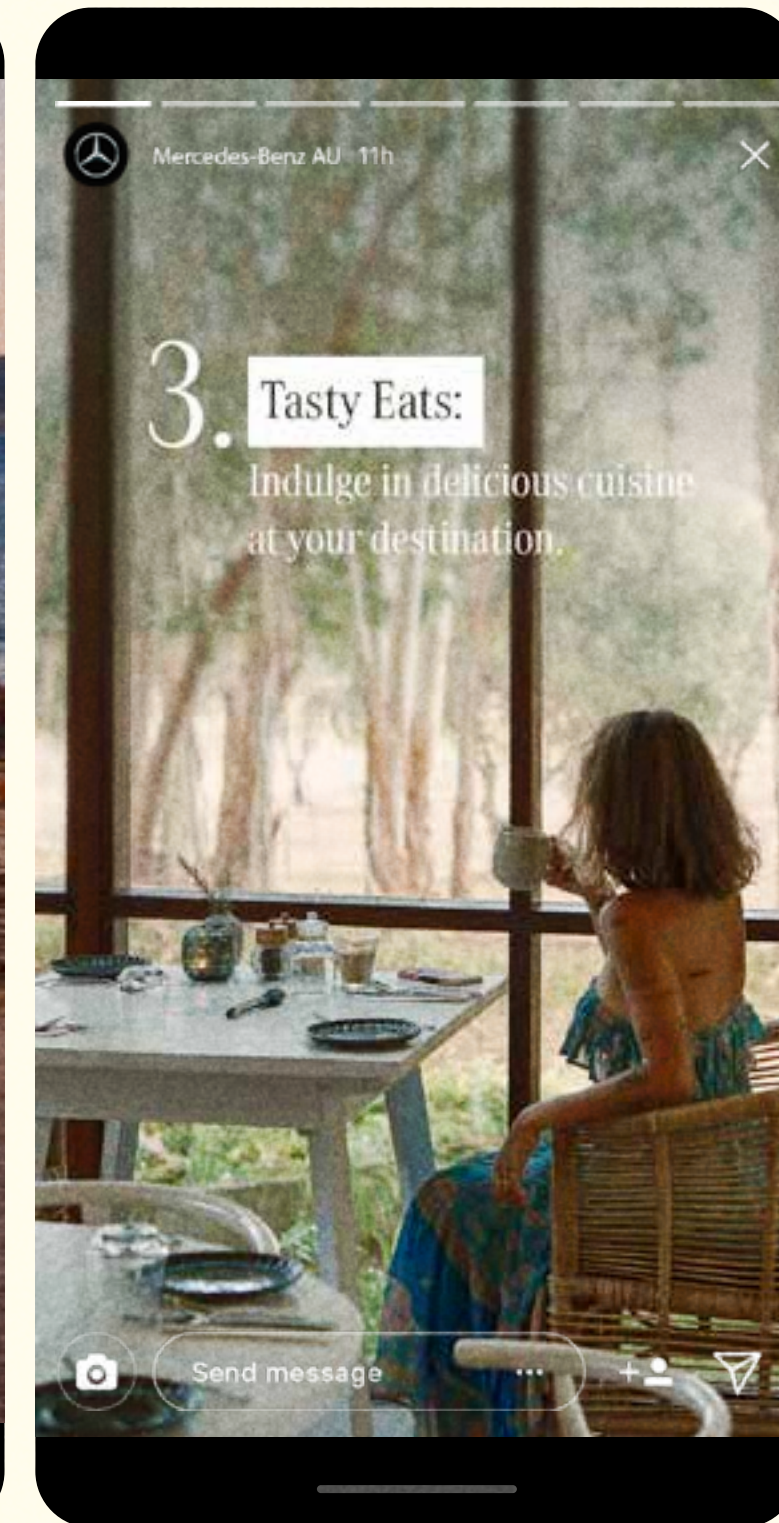
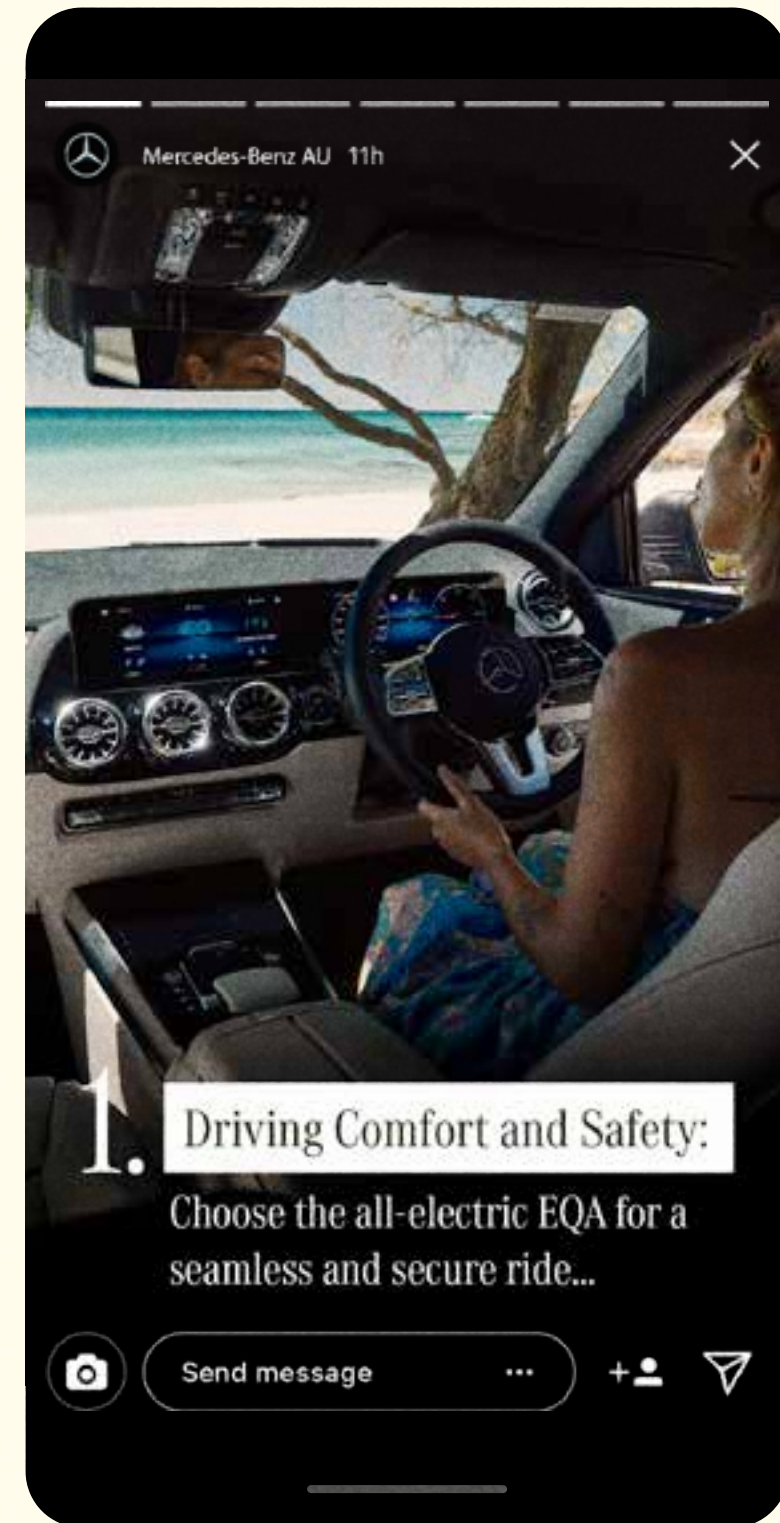
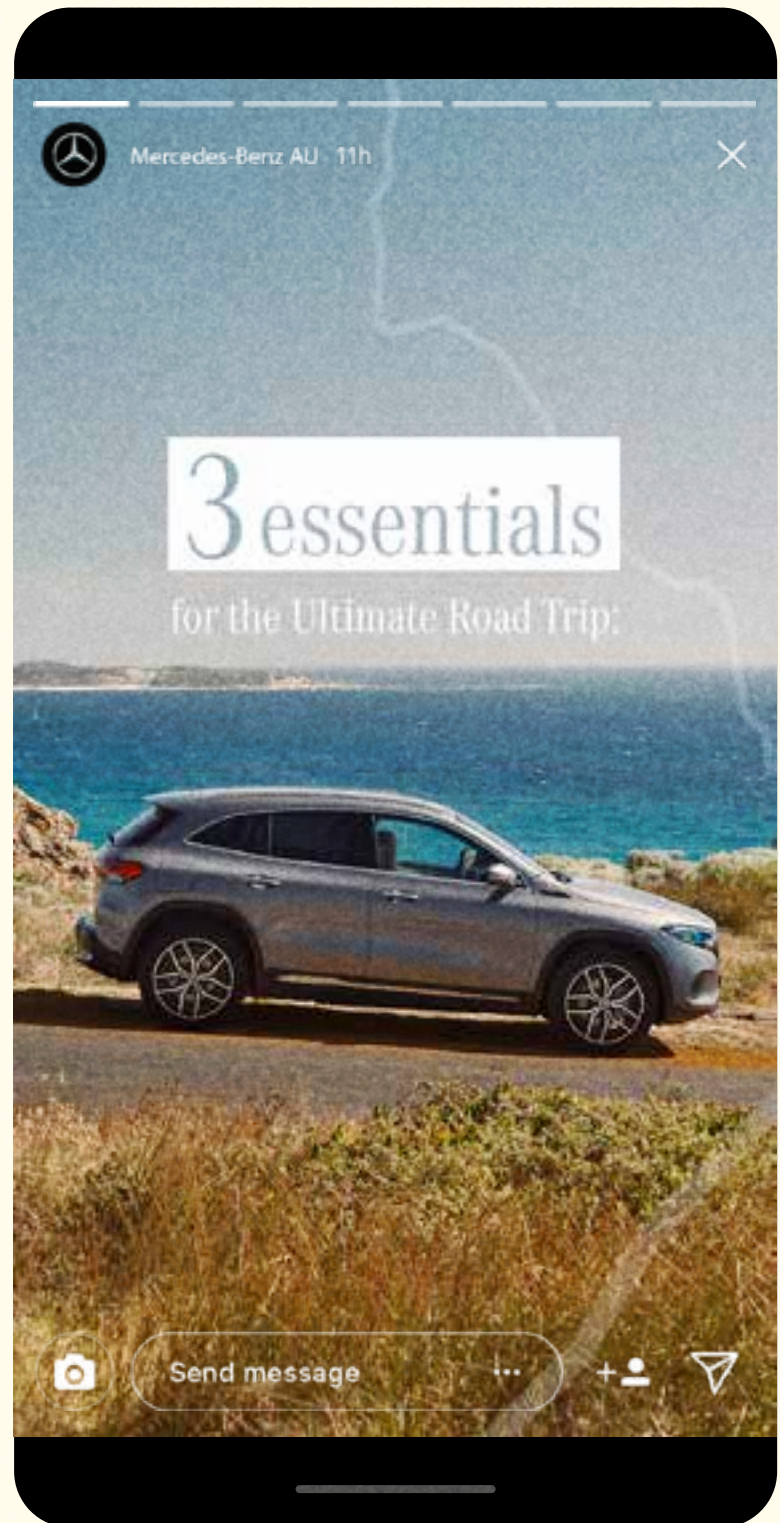


SOCIAL MEDIA

06



SOCIAL STORIES



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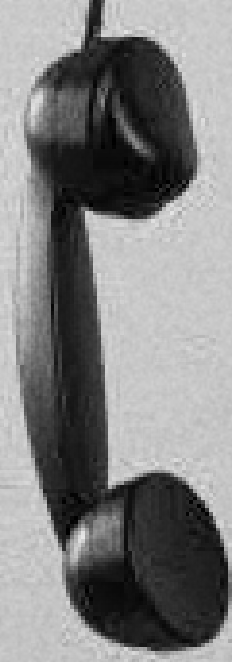
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[YEAR]
2019-2022

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CAPABILITIES DECK



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THANKS



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