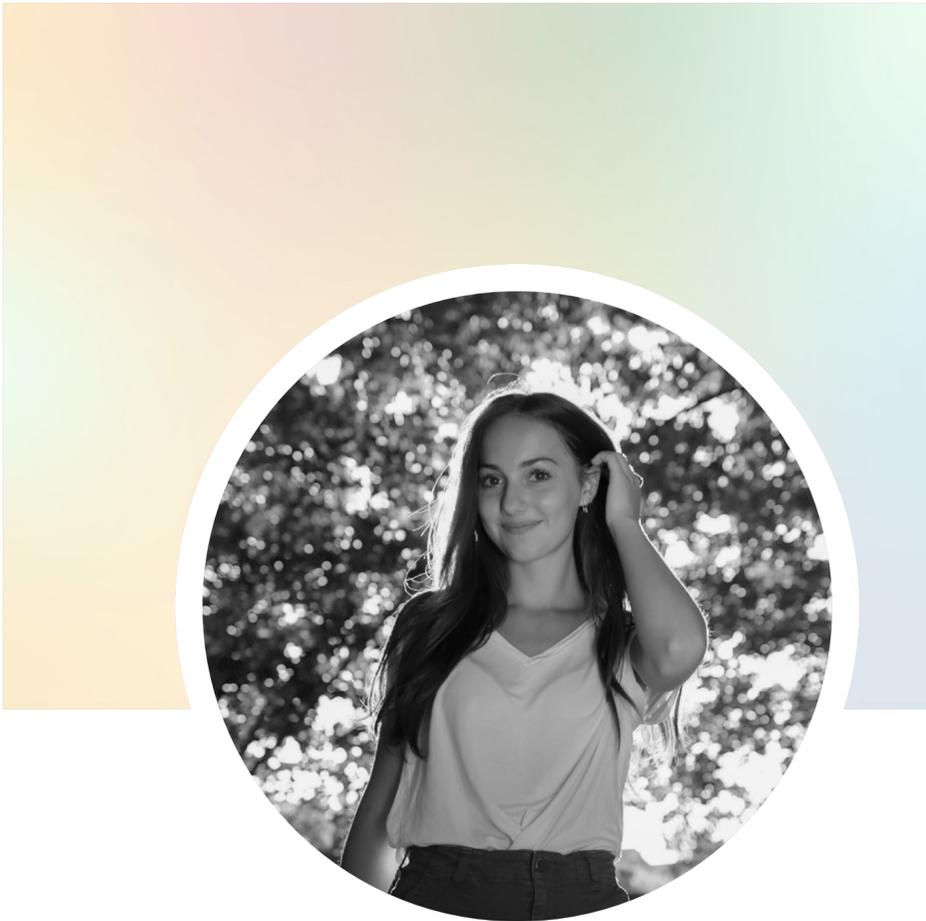


GILLIAN TANG

DESIGN PORTFOLIO



Hello!

My name is Gillian Elise Tang. I am a professional, caring, and strategic graphic designer and media & brand strategist. I am reliable, honest, and flexible with an eagerness to help clients and companies, whether solo or in a team setting.

WORK EXPERIENCE

Graphic Designer and Media Strategist • *Standout Arts*
Waynesboro, VA | June 2024 – Present

QSR Worker and Commission Designer • *Suzaku Café*
Lynchburg, VA | January 2023 – September 2025

Restaurant Food Server and Hostess • *New London House*
Forest, VA | June 2020 – July 2022

VOLUNTEER EXPERIENCE

Leadership and Service • *One In Christ Church*
Forest, VA | August 2022 – Present

EDUCATION

Bachelor of Science in Graphic Design • *Liberty University*
Lynchburg, VA | August 2022 – December 2025

CONTACT INFO

📍 Lynchburg, VA

📞 (434) 609 - 2287

✉️ gillianetang@gmail.com

🖱️ gillianelise.com

SKILLS

Adobe Illustrator, InDesign, Photoshop, Acrobat, Bridge, Lightroom

Traditional Art

WIX website builder

Microsoft Word, PowerPoint, Teams, Outlook

Google Slides, Drive, Docs, Meet, Classroom, Maps

Strong work ethic and integrity

Self-motivated

MLA, APA formatting styles

Successful performance under pressure

Canva Pro

Trained and assessed in Cultural Intelligence (CQ) (*GLST 220, Liberty University, 2022*)

Creativity and critical thinking

SABBATH CAFÉ

Branding & Collateral

Description

Sabbath Café is a serene, restorative space centered on peace and rest. The café offers high-quality food, drinks, and materials in a bright, cozy, and organic setting. Features include a relaxation loft with scenic views where guests can relax in branded slippers. The brand motto is "Sip deeply of rest."

Goal & Deliverables

My task was to develop a unique coffee shop brand that avoids industry clichés. I needed to create a full brand campaign including: the logo system, iconography, visual identity and style guide, and collateral.

Audience & Research

Sabbath is for individuals seeking calm, connection, and mindful living. It appeals to those who value quality, comfort, and atmosphere and is envisioned in the bustling and diverse Washington D.C. scene.

Design Decisions & Process

The logo is inspired by the Biblical commandment tablets and the number 7, symbolizing rest and the Sabbath. The visual identity uses soft, organic, and minimalistic elements to convey calm. I collaborated with an interior designer to produce a custom render of the café, incorporating environmental graphics aligned with the brand's vision.

Click [HERE](#) to view the brand guide.

BRANDING

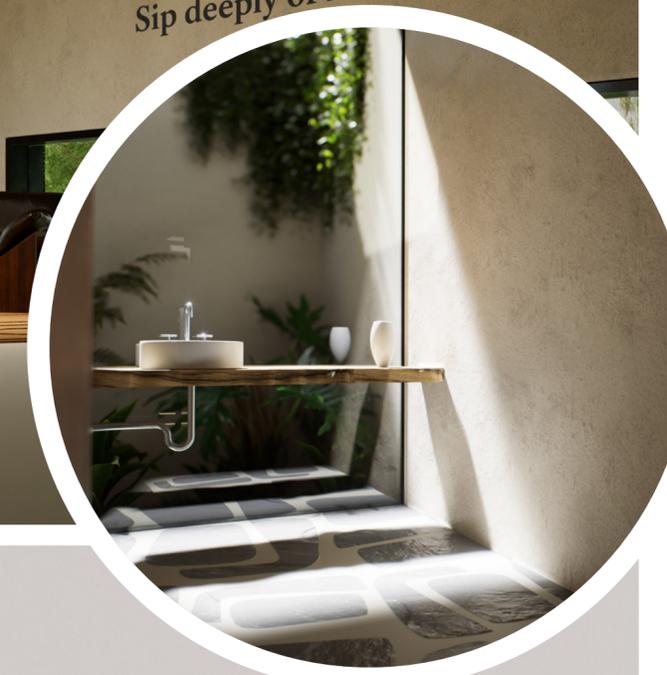
ILLUSTRATOR

INDESIGN

PHOTOSHOP

ENVIRONMENTAL

EDITORIAL



LAVA LIPS

Branding & Packaging

Description

Lava Lips Hot Sauce Co. is an Oregon-based artisanal brand known for its fiery personality and home-grown roots. The brand combines bold flavor with playful, sassy energy to reflect its creative and spicy character.

Goal & Deliverables

I was tasked with developing branding and packaging that stand out on shelves and highlight the sauces' heat and flavor. The brand identity needed to be fun, memorable, and community-driven. The overall brand needed to strengthen recognition and engagement across digital platforms.

Audience & Research

The target audience consists of heat seekers and spice enthusiasts who collect hot sauces. They also appeal to foodies, adventurers, and Millennials/Gen Z who enjoy humor and novelty. Designed to attract gift givers and collectors seeking unique, high-quality products.

Design Decisions & Process

I designed and hand-assembled the pink travel pack set packaging. The packaging intentionally mirrors beauty and makeup aesthetics to stand out in the crowd. I used AI-generated images for some bottle mock-ups to enhance their presentation.

This project was co-designed with Madison Tucker.

BRANDING

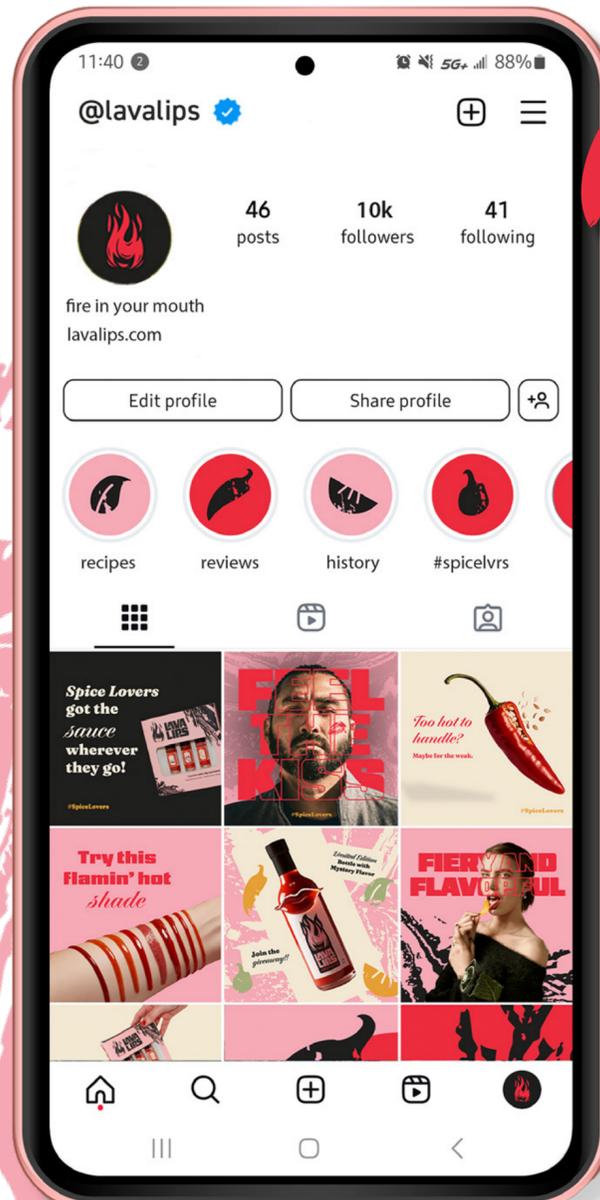
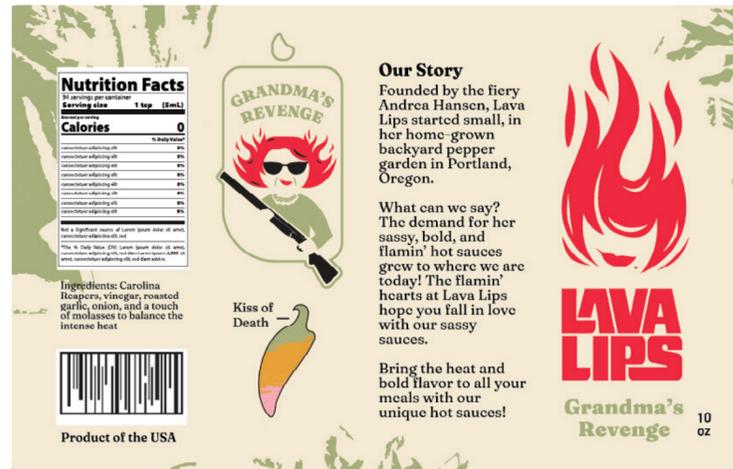
ILLUSTRATOR

PACKAGING/DIELINE

PHOTOSHOP

SOCIAL MEDIA

RESEARCH



#Spicelovers

#Spicelovers

SPLIT COURT

Branding & Environmental Graphics

Description

Split Court is an immersive museum experience where pickle ball and tennis come to life through hands-on displays.

Goals & Deliverables

This project involved conceptualizing and designing a complete museum exhibition experience. We were tasked with choosing a topic, naming the exhibit, and developing its visual identity. This included creating interior and exterior environmental graphics and a multi-page narrative print piece for visitors to take home, all unified under a cohesive design and storytelling concept.

Audience & Research

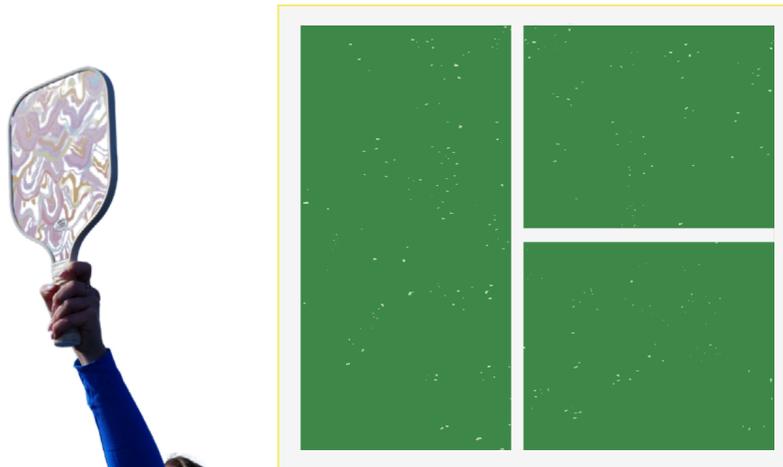
Research centered around the rules, culture, lingo, and equipment for tennis and pickle ball. This exhibit was designed for lifelong players and curious newcomers alike.

Design Decisions & Process

I created the narrative literature piece. I photographed my project partner as a sport player and the sports equipment as well as the printed narrative literature piece. I prompted AI-generated images for some elements within the space mock-ups. I designed and Photoshopped the core elements within the interior spaces.

This project was co-designed with Shaelyn Frey.

BRANDING	PHOTOGRAPHY	ILLUSTRATOR
PHOTOSHOP	EDITORIAL DESIGN	INDESIGN



PRIMARY LOGO

SPLIT COURT
PICKLEBALL & TENNIS IN MOTION

SECONDARY LOGOS

SPLIT SPLIT COURT COURT

COMBINATION MARK

SC

TYPOGRAPHY

TRANSDUCER BLACK ITALIC (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TRANSDUCER REGULAR ITALIC (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Komet Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

COLOR PALETTE

Hex #8F87AA	Hex #8C8C8C	Hex #23527C	Hex #F8F8F8	Hex #F8F8F8	Hex #FC8B7A
RGB 143,135,174	RGB 138,138,138	RGB 35,82,124	RGB 255,255,255	RGB 246,244,244	RGB 252,187,116
HSB 129,53%,53%	HSB 90,29%,80%	HSB 208,72%,49%	HSB 56,65%,98%	HSB 0,0%,96%	HSB 31,54%,99%
CMYK 78,25,91,10	CMYK 28,0,50,0	CMYK 93,69,30,12	CMYK 4,0,78,0	CMYK 3,2,2,0	CMYK 0,30,61,0
Ink Type Process					

TEXTURE

ICONS

PHOTOGRAPHY STYLE

PATTERN



PRINT DESIGN

Book Cover, Layout, & Zine

Description

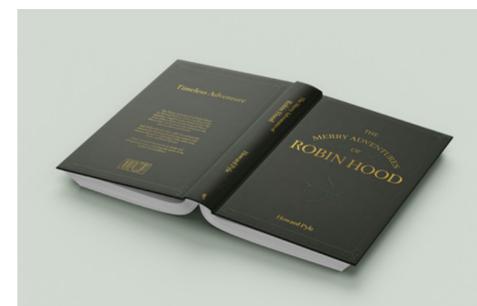
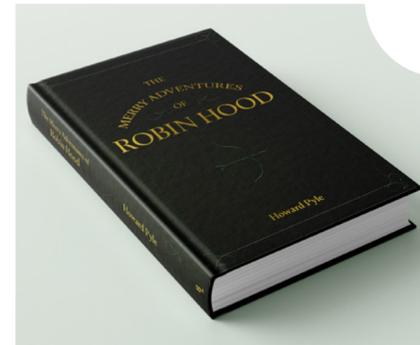
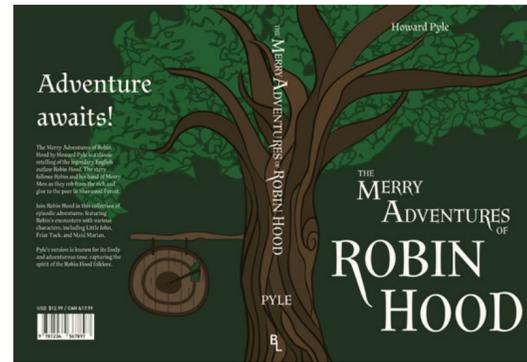
1. I was tasked with designing a hard cover and soft cover for a classic tale as the interior layout. I chose to design my book for the classic *Robin Hood* by Howard Pyle.
2. I researched, designed, photographed, and wrote the contents of a full zine about houseplants called Evergreen Home.

Goal

1. The visuals of the book cover needed to reflect the essence of the original, classic Robin Hood story and character. The interior layout design needed to maximize the space, reflect the story and cover design, promote readability with user experience in mind, and be polished and ready for professional printing.
2. The goal of Evergreen Home zine is to help young women live up their homes into cozy spaces with healthy plants through inspiring photos and information.

Design Decisions & Process

1. I spent a lot of time on the custom illustrations on the soft cover, which I also used within the layout and on the hard cover book. I learned a lot about Photoshop through editing the cover textures.
2. My zine incorporated three different page sizes for dynamic foldable layouts. I took and edited all the photos. I bound the final print myself and embroidered the title on the canvas cover.



EDITORIAL PHOTOGRAPHY ILLUSTRATOR

RESEARCH PHOTOSHOP INDESIGN

TYPOGRAPHY

Custom Typefaces & Experimental Type

Description

1. My typeface, Novel Gothic Neue is a remix of a classic typeface, Novel Gothic, created in 1928 by the American Type Foundry. The original triangular design feature caught my eye but could be repeated more consistently throughout the typeface. I fixed that issue and incorporated the triangle shape into the negative space (counters) of the letters. This turned out to be an interesting statement feature, while remaining true to the original structure and classification.
2. Pristine Display is the first original typeface I created by finding multiple typefaces I liked and putting the best features of two of them together. I combined an old style typeface with a modern, wavy one.
3. The third project shows a social media ad I made using an experimental type technique. I chose to create the letter forms on my nails with nail art. I drafted the brand, ad content and design, and custom letter forms for the date and hook line.

Design Decisions & Process

1. I sketched out the distinguishing features and letters, then vectorized in the computer using a building block system and guidelines for the ascender, cap height, x-height, baseline, and descender. I then put together a poster for the typeface.
2. I sketched out the typeface name first, then vectorized it in the computer and built out the remaining letters using core parts in a very similar way as mentioned above. I also made two ads for the typeface.
3. I sketched my idea for the ad layout and planned my materials. I then completed the nail art, took photos, and Photoshopped them.

ILLUSTRATOR

HAND LETTERING

POINT IN EXTREMA METHOD

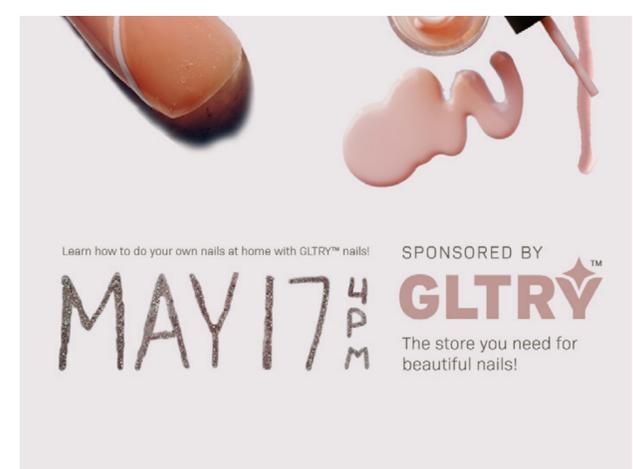
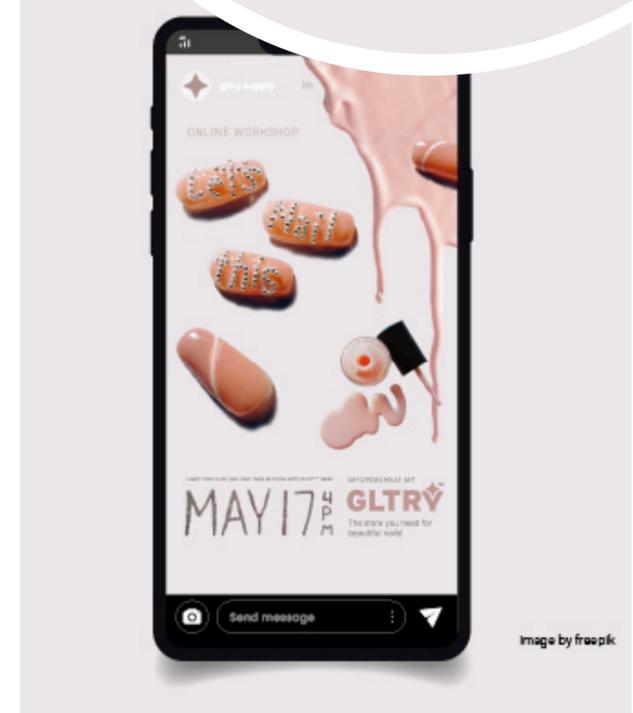
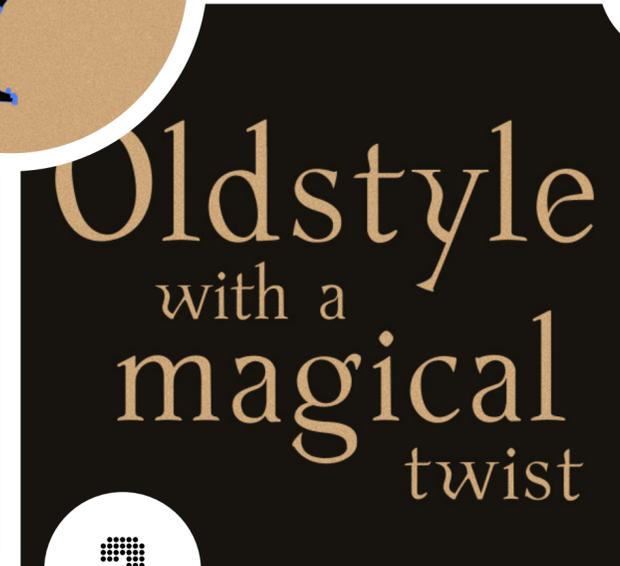
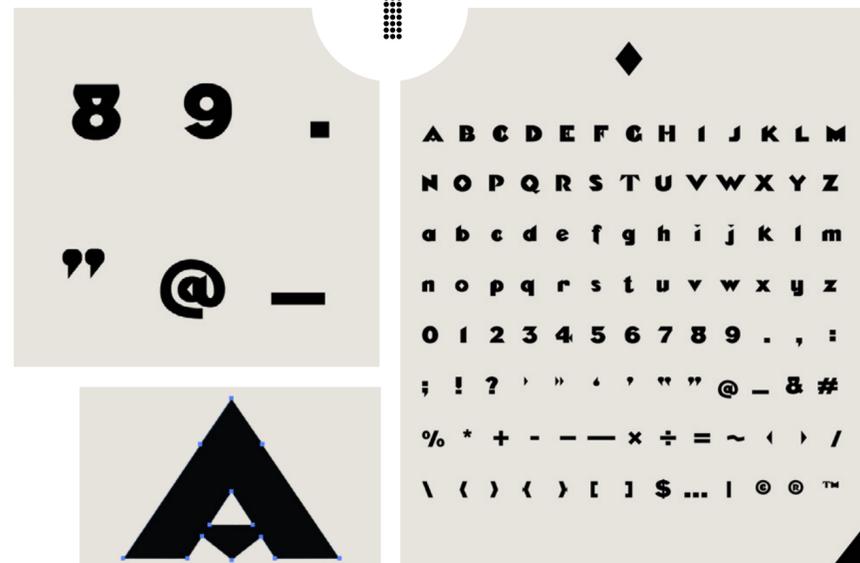
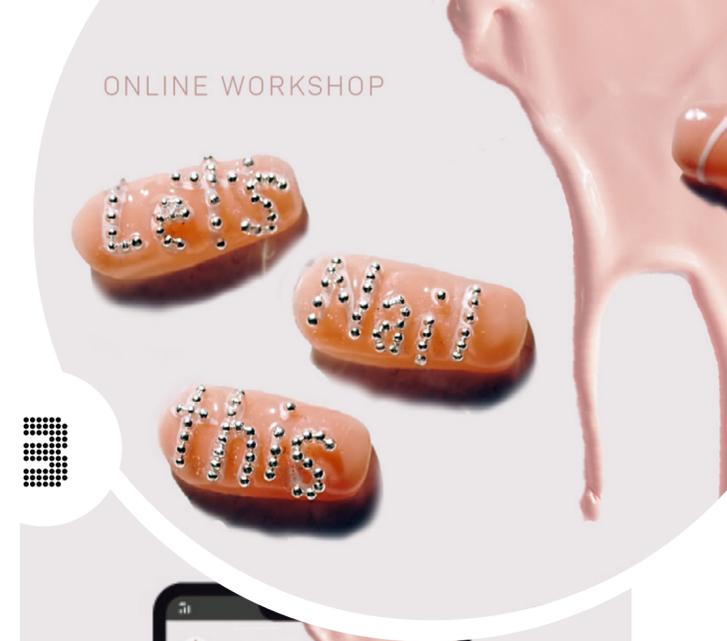
PHOTOSHOP

SKETCHING

BRANDING



introducing
Pristine
Display



ONE IN CHRIST

Brand Identity & Print Materials

Description

OIC is a body of Christians from diverse ethnic and cultural backgrounds united for the purpose of worshiping God through Christ, edifying the saints, and evangelizing the nations.

Goals & Deliverables

I was asked to create simple yet thorough branding for the church to use for their website, print materials, social media, and Sunday worship materials. The logo was required to contain a cross.

Audience & Research

This church belongs to the Baptist denomination. The most active portion of the congregation are college students and young professionals. The other half are older families and elderly couples. The prominent ethnicities are Chinese and Caucasian.

Design Decisions & Process

The colors were chosen based on church history and color theory, aiming for calming and regal themes with a modern look. The logo approval process required the whole congregation. I gave them flexibility and accessibility with their typography, allowing for ample modification for various church sub-groups. I designed and ordered the print materials upon request whenever needed usually with style references provided.



OIC Church Style Guide

Logo & Icons	Colors	Typefaces
	<p>HEX: 9E85BD</p> <p>HEX: 02449B</p> <p>HEX: 30320C</p>	<p><i>Whole Church:</i> Montserrat Baskerville URW or Garamond</p> <p><i>Mission Committee:</i> Montserrat Baskerville URW or Garamond GIN</p> <p><i>Youth Ministry:</i> Montserrat Baskerville URW or Garamond Alocha</p> <p><i>Small Groups:</i> Montserrat Baskerville URW or Garamond Basenji Variable</p>
	<p>HEX: 19171C</p> <p>HEX: 616160</p> <p>HEX: F5F8EC</p> <p>HEX: 87A863</p>	

WESTERN RISE

Marketing & Social Media Strategy

Description

Western Rise is a pre-existing high-end clothing brand for frequent travelers. Their clothes are high quality and sustainably made. They design their pieces specifically with travelers' needs in mind, from moisture wicking materials to water/spill resistant benefits, lightweight and easy packing ability, and durable materials. Western Rise was founded by Will and Kelly Watters, a couple who met in Colorado and who've done extensive world traveling. This marketing strategy was made in December 2024, and some recent web updates reflect my suggestions.

Goals & Deliverables

I was tasked with researching and planning a thorough marketing and social media strategy for this company.

Audience & Research

The target consumers are lifestyle travelers between 25-38 years old, primarily upper-middle class males from North America.

Design Decisions & Process

The branding used was in alignment with the company's current branding. Research was conducted first, then I created the marketing strategy and plan. I made the infographic as a visual representation of the strategy.

Click [HERE](#) to view the pitch presentation.

RESEARCH

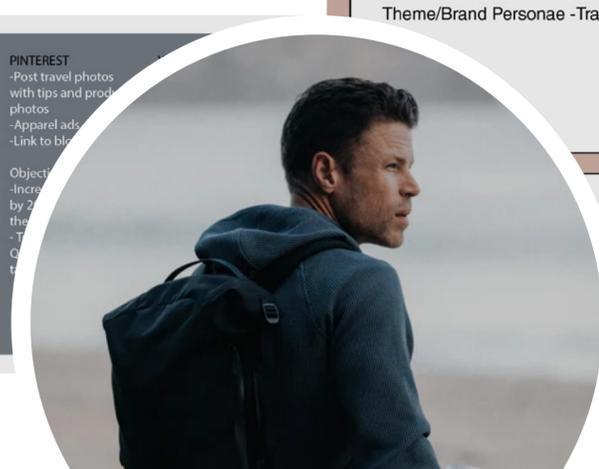
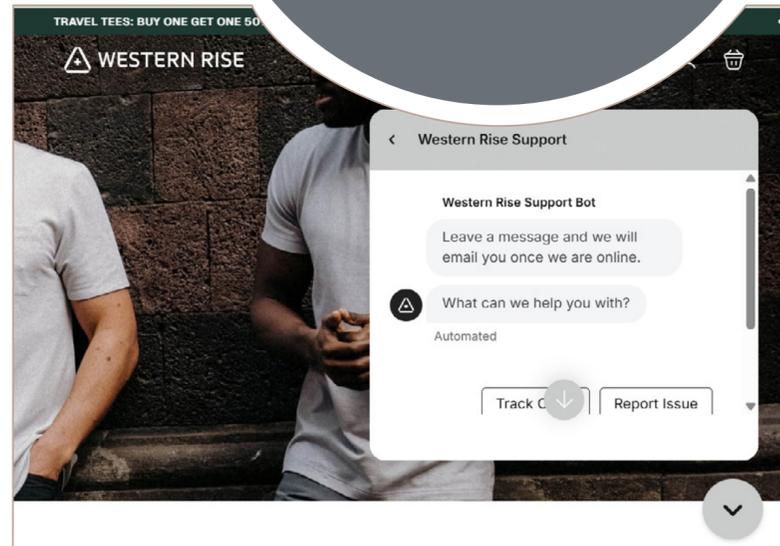
ICONOGRAPHY

SOCIAL MEDIA STRATEGY

BRAND ALIGNMENT

INFOGRAPHIC LAYOUT

ANALYSIS



WESTERN RISE > MARKETING STRATEGY

BRAND HISTORY

Western Rise is a high-end clothing brand for frequent travelers. Their clothes are high quality and sustainably made. They design their pieces specifically with travelers' needs in mind, from moisture wicking materials to water/spill resistant benefits, lightweight and easy packing ability, and durable materials. Western Rise was founded by Will and Kelly Watters, a couple who met in Colorado and who've done extensive world traveling.

BRAND PROMISES

- Multifunctional, lightweight, stylish clothing pieces that last
- Intentionally designed travel gear
- Travel experience and tips

TARGET AUDIENCE



CONSUMER NEEDS

- Comfortable and stylish clothing
- Travel durable apparel
- Dynamic and multifunctional wardrobe pieces
- Lightweight 'Onebag' travel-ready garments
- Other travel gear

SWOT ANALYSIS

- STRENGTHS**    
- WEAKNESSES**   
- OPPORTUNITIES**   
- THREATS**    

STRATEGY

PERSONAE

Western Rise should continue to use verbiage that is personable, caring, inspiring, and intelligent. Your company was founded by the same audience you are trying to reach, so take advantage of your shared experiences and goals to be relatable.

Goals for Using Social Media - increase brand awareness and sales, increase consumer/user generated content (UGC) and electronic word of mouth (EWOM), encourage brand loyalty and recognition, improve customer engagement and service

Consumer Needs - lightweight, durable, well-made, stylish travel clothes; travel information and tips regarding packing; inspirational travel content; company information

Theme/Brand Personae -Travel Clothing Supply and Inspiration

APPROACH

INSTAGRAM -Promote UGC -Post weekly -Post surveys on stories -Create product reels Objectives: -Increase impressions by 10% by the end of the first quarter -Collaborate with 5 influencers by the end of the first quarter	YOUTUBE -Podcast episodes -Vlogs -Product reels, travel tips Objectives: -1 million views, likes and comments by the end of the first quarter -Share 3 consumer travel video experience in apparel by the end of Q1 -Connect with 15 new successful people in the industry by the end of Q1	LINKEDIN -Catch up with network community through observing and interacting on profiles -Add to/update profile and feed -Answer direct messages and comments Objectives: -Connect with 15 new successful people in the industry by the end of Q1	PINTEREST -Post travel photos with tips and product photos -Apparel ads -Link to blog Objectives: -Increase impressions by 20% by the end of the first quarter -Track ads throughout Q1, boost ads to target audience -Increase sales by 10% through links and promos	X -Send out updates, promos, reminders -FAQs, travel tips -Reply to messages -Take consumer surveys Objectives: -Increase follower engagement with posts by 15% by the end of Q1 -Increase sales by 10% through links and promos
PODCAST -Interview world or business travelers -Share personal travel stories and experiences from CEO/company Objectives: -Increase podcast link shares by 10% by the end of first quarter -Interview 15 world travelers by the end of the first quarter	REDDIT -Reply to threads about the company or products -Promote positive company and product reviews -Post travel tips, insights, experiences to forums Objectives: -Increase impressions by 10% in Q1 -participate in relevant threads 20% more in Q1	FACEBOOK -Answer comments and direct messages -Post community engaging, unifying content around travel -Promote giveaways, sales, and customer reviews/experiences Objectives: -increase impressions by 30% in Q1 -collaborate with 5 influencers in Q1	WEBSITE -Revise blog and redirect efforts -AI powered chatbot -Immediate response -FAQ ready-loaded -Intelligent response or referral Objectives: -increase conversations by 30% by the end of Q1	TIKTOK -Daily response to video comments and direct messages -Weekly video posts with inspiring visuals and valuable information -Promoted UGC and influencer collaborations Objectives: -Increase impressions by 30% in Q1 -Collaborate with 10 influencers in Q1

REFERENCES

- Men's travel tops. Western Rise. (2024). <https://westernrise.com/collections/tops>
- Barham, S. (2023, May). Western rise evolution pant: Onebag Review. Seth Barham. <https://sethbarham.com/blog/onebag-western-rise-evolution-pant-review>

Target audience and reach them with your brand social media platform to the fullest based on how or a full-time Social Media Manager and content 5,000. Projected payoff from these efforts could

ECCENTRIC NECESSITIES

Conceptual Product Packaging

Description

Eccentric Necessities is a conceptual brand that creates themed, imaginative products. This series, TrueSight Glasses, is inspired by Elizabeth Bennet from Pride and Prejudice. Each pair—focused on love, judgment, and self—helps her “see things as they truly are.”

Goal & Deliverables

The project focused on designing and producing conceptual product packaging for a fictional character. The goal was to practice deep conceptualizing abilities and translate Elizabeth Bennet's personality and story into an applicable and fitting product with packaging. I also needed to develop the Eccentric Necessities branding to support and sell the product.

Design Decisions & Process

First, I drafted the branding for Eccentric Necessities with the product and Elizabeth in mind. Because she lived in the Regency era, the colors, patterns, and overall design reflect that period's visual style. I then designed, printed, constructed, and photographed the conceptual packaging with a custom dieline, illustrations and the applied branding elements. Key design choices—such as color, type, illustrations, and package shape—were inspired by Elizabeth's story and the Regency aesthetic. The colors match the glasses themselves while also reflecting the muted Regency feel and vintage paper. The typefaces and overall package shape and function were cultivated and designed to reflect a key motif in the book, letters, by resembling the inky script and paper used at the time.

BRANDING	SKETCHING	PHOTOGRAPHY
PHOTOSHOP	ILLUSTRATOR	PACKAGING



Typography

P22 Operina Pro 80pt

Kunstler Script 25pt

Georgia 10pt

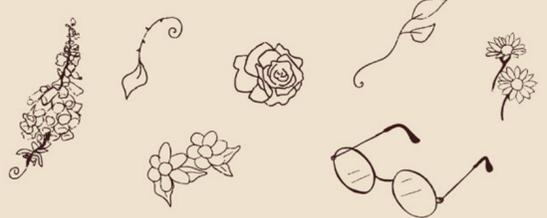
Colors

R=239 G=227 B=206 1	R=58 G=27 B=27 1	R=51 G=79 B=61 1	R=159 G=168 B=182 1	R=146 G=132 B=157 1	R=204 G=160 B=154 1
Hex #E9E3CE	Hex #3A1B1B	Hex #334F3D	Hex #9FA8B6	Hex #92849D	Hex #CCA09A
RGB 239,227,206	RGB 58,27,27	RGB 51,79,61	RGB 159,168,182	RGB 146,132,157	RGB 204,160,154
HSB 38,14%,94%	HSB 0,53%,23%	HSB 141,55%,31%	HSB 217,19%,31%	HSB 224,16%,62%	HSB 7,25%,80%
CMYK 6,8,19,0	CMYK 51,77,69,71	CMYK 36,47,74,42	CMYK 39,26,21,0	CMYK 46,48,24,1	CMYK 20,39,33,0
Ink Type Process	Ink Type Process	Ink Type Process	Ink Type Process	Ink Type Process	Ink Type Process

Pattern



Illustrations



SMART ROUTE

User Experience and Interface Design

Description

SmartRoute is a community-focused traffic app designed to reduce congestion in Lynchburg, VA. With user modes for parents, students, and businesses, SmartRoute delivers real-time traffic heat maps, local incident reporting, and tailored alerts based on school schedules and events. By combining crowd-sourced data with predictive insights, SmartRoute empowers drivers with smarter, safer, and more efficient routes throughout their day.

Goal & Deliverables

I needed to address a pain point of a specific target audience and develop an app prototype which addresses this issue.

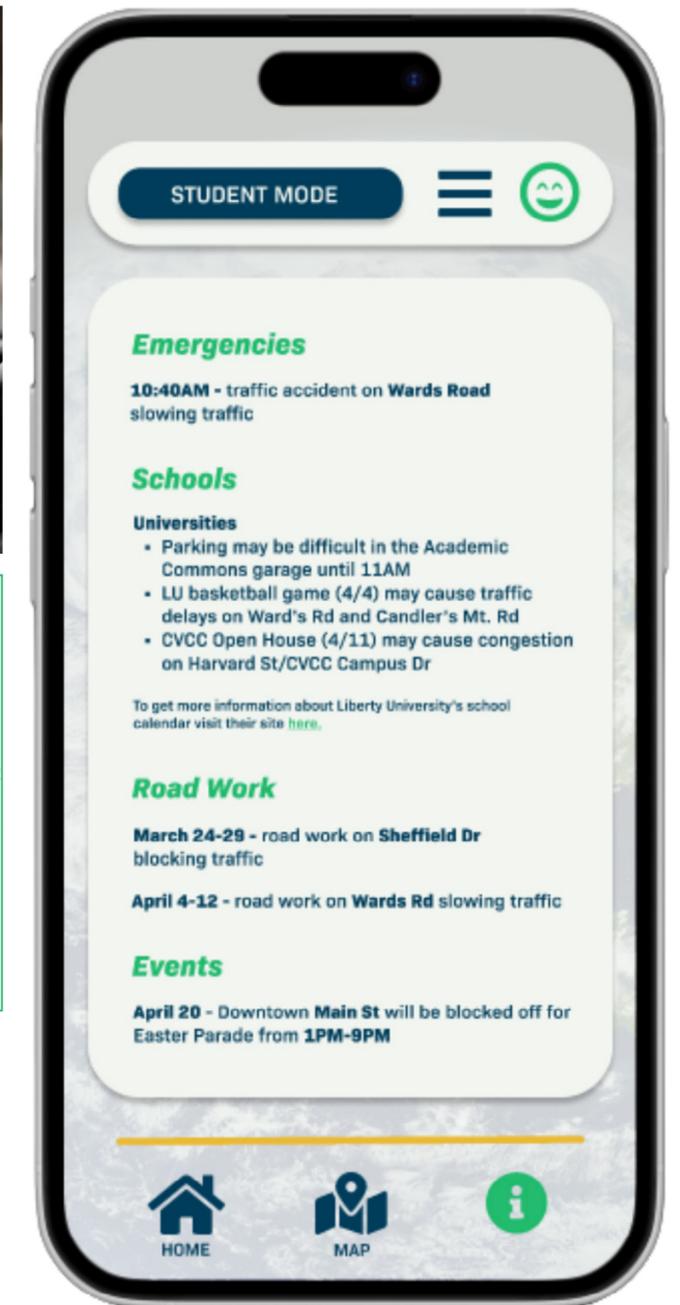
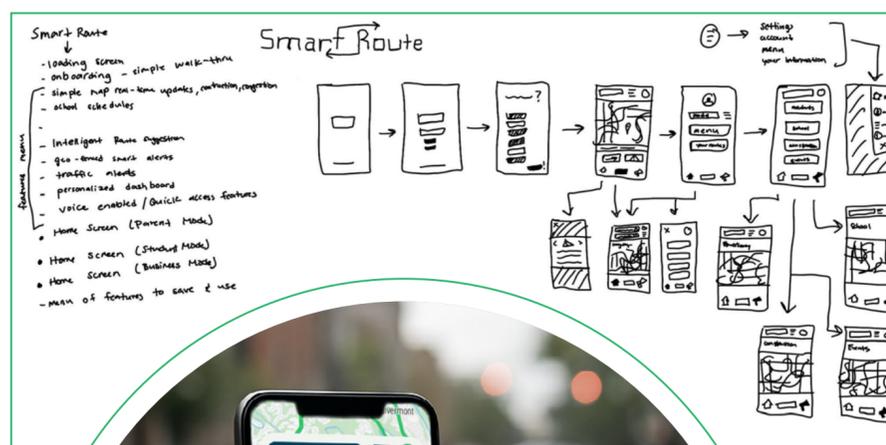
Audience & Research

The target audience consists of the users of the three modes: parents, students, and local businesses. SmartRoute addresses the persistent traffic congestion in Lynchburg, VA, largely caused by overlapping K-12 school schedules and high-volume college commuter traffic.

Design Decisions & Process

I started with a design thinking focused brainstorm. AI was used for the brainstorming phase. I first sketched low-fidelity wireframes then prototyped high-fidelity wireframes in Figma. I made revisions based on user testing and feedback.

Click [HERE](#) to view the interactive prototype.



THANK YOU!

LET'S CONNECT.

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