



**OLLIE ZHANG**

Graphic Designer



**PORTFOLIO**



# Ollie Zhang

Graphic Designer

## ABOUT ME

I'm a passionate graphic designer dedicated to helping businesses stand out through impactful branding, compelling logos, and captivating illustrative designs.

With a keen eye for detail and a creative mindset, I am committed to transforming brand identities and driving exceptional visual communication to new heights.

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## SKILLS

Digital Illustration

Layout and

Composition

Print Design

Typography

Web Design

UI/UX Design

Branding

Animation



## EDUCATION

Diploma in Graphic Design

Tafe Queensland

Bachelor in Games and

Interactive Environments

Queensland University of Technology

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## 01 BANFF NATIONAL PARK

PRINT DESIGN

I designed a 20-page travel guide booklet for Banff National Park, providing an overview of tourist activities. I was responsible for the layout design, emphasizing white space and creative typography to

make it visually appealing to readers. The booklet covers key aspects such as the park's location, wildlife, sightseeing spots, winter activities, and accommodation options.

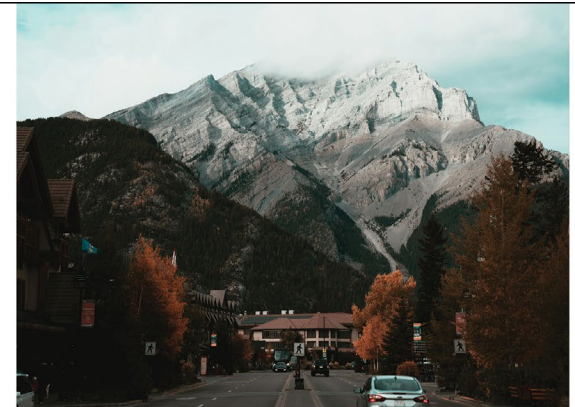


## Banff National Park

Banff National Park is famous for its vibrant lakes, majestic mountains, and easy access to outdoor adventures of all kinds.

The park spans 6,641 square kilometres (2,564 square miles) of striking mountainous terrain in the vast wilderness of the Canadian Rockies. Canada's first national park and the world's third, it has a rich heritage as one of the world's most awe-inspiring mountain destinations.

The bustling Banff townscape and village of Lake Louise are uniquely located in the national park. In this one of a kind place, there's something for everyone to discover. Whether you come for the spectacular valleys and rugged peaks, the authentic Canadian eats, the vibrant arts and culture scene, or a little bit of everything, there's no shortage of unforgettable ways to immerse yourself in Banff National Park.



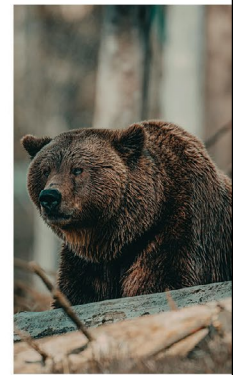
## THROUGH THE SEASONS



### Wildlife

The wildlife is an integral part of the ecosystem here, and it's always a memorable experience seeing animals in their natural habitat. You never know when you might spot a deer wandering down Banff Avenue on your morning jog, or catch an elk grazing by the road on the Bow Valley Parkway.

Banff National Park is home to hundreds of diverse species of wildlife. Look to the skies and you may see bald eagles circling overhead, or one of 260 other species of birds that live here. Grizzly bears and black bears roam the peaks and valleys, as well as moose, elk, wolves and cougars. Keep an eye out as you drive through the park's mountain roads and you might even see bighorn sheep bounding up the hillsides.







# Activities in Winter

## December - March

The winter air in Banff and Lake Louise tends to be cold and dry, but due to the Chinook winds, it is warmer than similar mountainous areas in Alberta. The peaks and ski hills receive large amounts of snow, while the town of Banff normally gets a moderate amount and the hamlet of Lake Louise gets a little more.


January is the coldest month, with average lows of -15°C (5°F), but the thermometer can drop to negative thirty degrees Celsius (-22°F). Bring your warmest layers and get ready for the endless winter experiences and shimmering snowcapped landscapes this area has to offer!

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# SIGHTSEEING Lakes

Well known for iconic turquoise waters such as Moraine Lake and Lake Louise, Banff National Park is home to many more jaw dropping lakes to explore. Nestled in scenic alpine meadows and surrounded by towering peaks, their refreshing waters invite you to dig your toes in and back in the fresh mountain air. Here you'll find both world-famous lakes and lesser known gems to inspire your next adventure.



# Ski Resorts



Home to not one but three world-class resorts, the snowboarding and skiing in Banff National Park is second to none. The unique combination of friendly locals, a long ski season and the scenic backdrops of the Canadian Rockies makes this place a beloved destination for skiers and snowboarders of all abilities. Endless turns and diverse terrain await at Mt. Norquay, the Lake Louise Ski Resort, and Banff Sunshine Village - all of which are at your fingertips with one SkiBig3 lift ticket.

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# Moraine Lake

The waters of Moraine Lake seem like they have been poured straight from the heavens into the Valley of the Ten Peaks. The towering mountains encircle the deep blue surface of the lake in a formation so extraordinary, only Mother Nature could shape it.

Piles of boulders have been seemingly dropped by the hands of giants, forming miniature mountains near the lakeshore. Let yourself be drawn to the trails that wind amongst the rocks and travel beyond to alpine meadows and sparkling lakes.

The road to Moraine Lake is only open to vehicle traffic during the summer months, however shuttles, public transit and guided tours are available.

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## 02 BANFF NATIONAL PARK

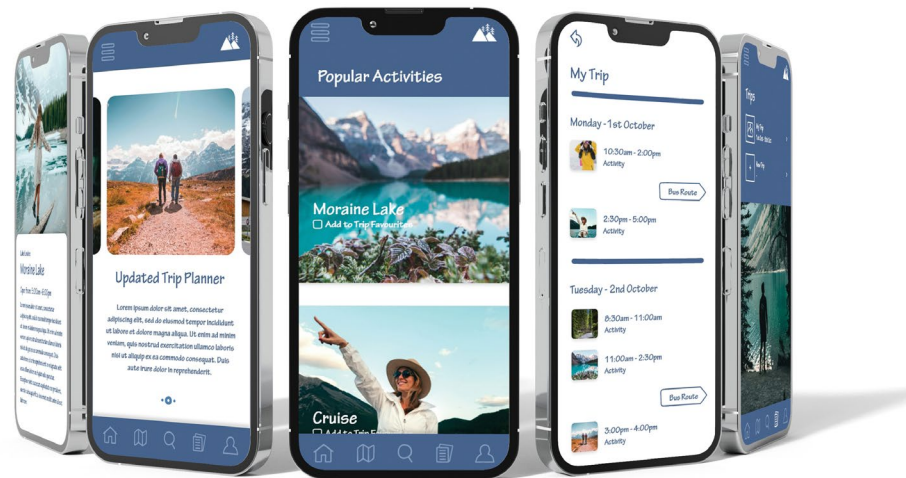
LOCATION REBRANDING



Complete rebrand for Banff National Park in Alberta, Canada, featuring a 36-page design style guide, stationery, and merchandising options.

My task was to create a new brand identity for Banff National Park, uniting all attractions from Banff to Lake Louise into one cohesive brand.



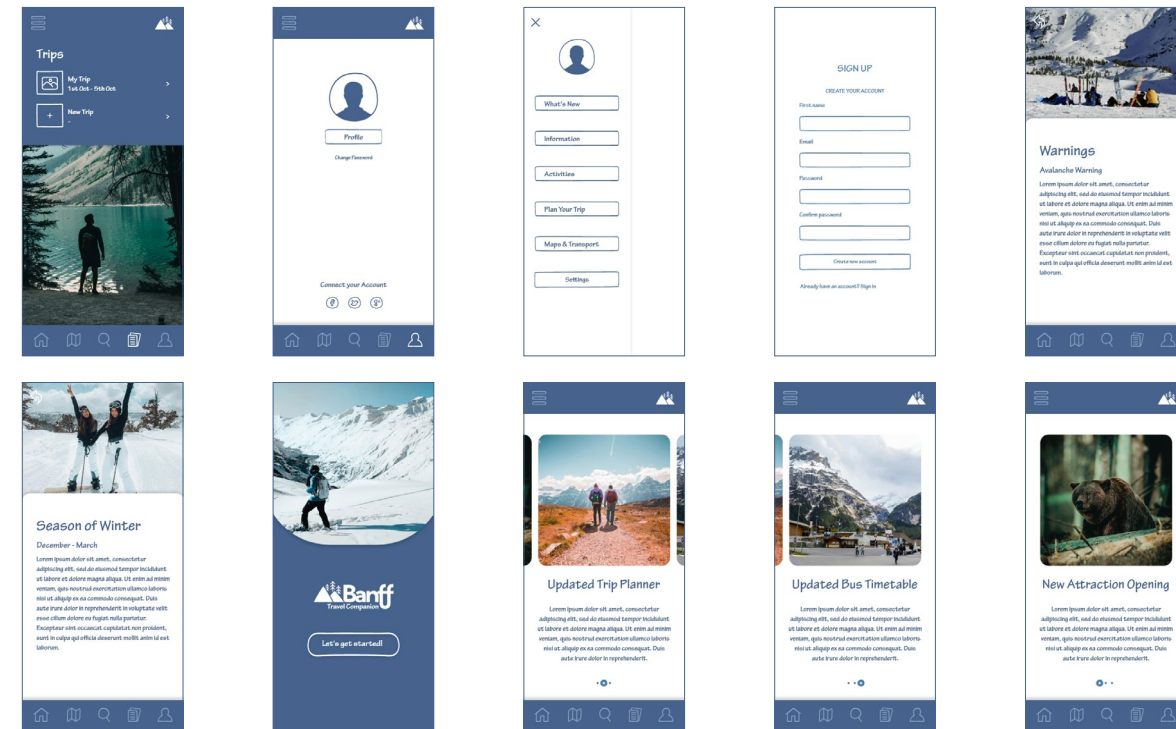


Building on the rebrand of Banff National Park, I was tasked with developing a travel app. This app allows

users to easily navigate the park, access information, plan trips, and stay updated with the latest news.

## 03 BANFF NATIONAL PARK

UI/UX DESIGN



# BURGER POINT

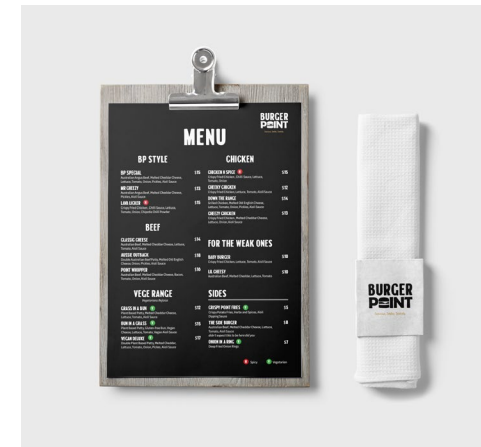
Savour, Smile, Satisfy.



Burger Point is a gourmet burger bar renowned for its authenticity and handcrafted burgers. The brand embodies professionalism with bold typography, minimal colours, and strategic use of space.

The project includes the creation of their logo and SMP, a concise style guide, business cards, menu design, uniforms, and a fascia sign.

**04** BURGER POINT  
RETAIL BRANDING





# 05 LOST & FOUND

## 45 ALBUM JACKET

PHOTO MONTAGE PRINT DESIGN

I was commissioned to design a vinyl cover for the artist "The Midnight," featuring two songs from their Lost & Found album.

Known for their synthwave music, I was tasked with creating a cover that reflected the synthwave aesthetic while incorporating their unique musical flair. By using highly saturated colours and effects, I aimed to stay true to the genre. After exploring multiple variations, I shaped together bold, solid colours, image blending, and distortion effects that best captured the essence of both the artist and their music.



Variations





Zesty Brew Co. is a brewing company specialising in unique high quality beers. With a focus on positive energy, and happiness, they aim to bring people together with their vibrancy.

I was tasked to create the branding for Zesty Brew Co. which include the design of their logo, packaging design and material for 3 different flavours, and to ensure that all packaging legal requirements were met.



## 06 ZESTY BREW CO.

BRAND AND PACKAGING

## 07 YOGA SELECT BROCHURE

PRINT DESIGN



I was commissioned to design a poster and brochure for Yoga Select to promote an upcoming program. The materials include details about Yoga Select, their classes, the provided equipment, and testimonials.

## 08 KEYS TO THE CRESCENDO EDITORIAL

PRINT DESIGN



I was assigned to develop a magazine editorial focusing on pianos. In this editorial, I delved into the instrument's wonders, exploring its rich history, sound production, and enduring significance.

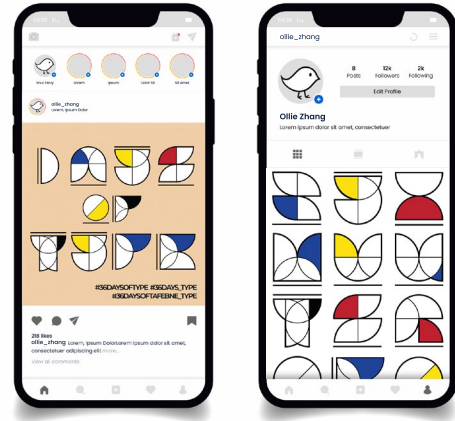
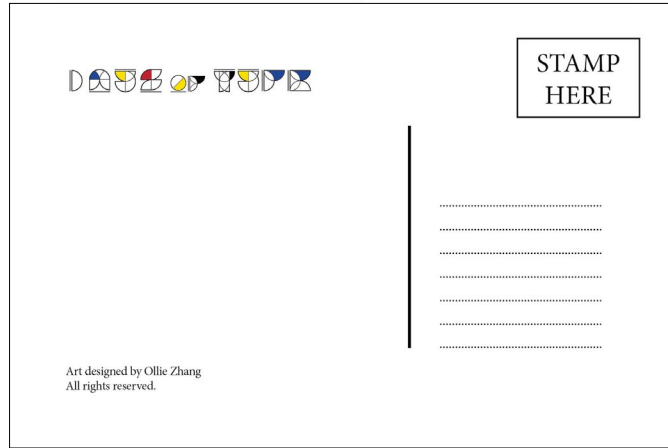
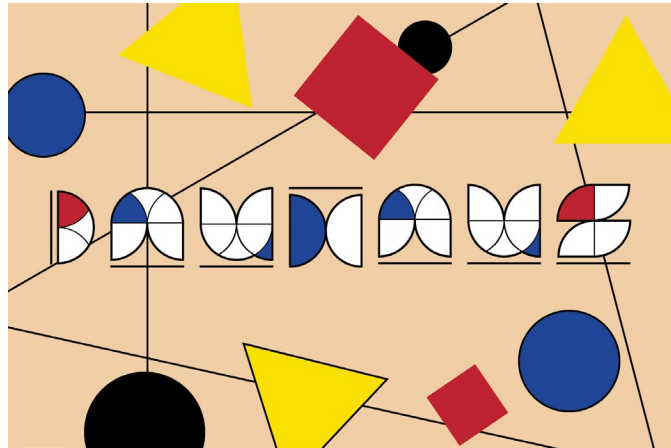
Capturing images of my piano I aimed to showcase its intricate craftsmanship and timeless allure. My editorial exudes a sense of gentleness, professionalism, and modernity, mirroring the essence of the piano itself.



## 09 DAYS OF TYPE - POSTCARDS

TYPOGRAPHY DESIGN

Days of Type is a project inviting designers, illustrators, and graphic artists to creatively interpret letters and numbers in our alphabet. For my contribution, I illustrated a series of letterforms inspired by the Bauhaus era, incorporating its signature colours and shapes.



## 10 RIO DE JANEIRO

ADVERTISING CAMPAIGN

World Festival Queensland aimed to launch an advertising campaign to promote a mini festival celebrating international events. I was tasked with developing an engaging concept and producing artwork for two social media ads, a billboard ad, and a magazine ad. My campaign was on the Rio Carnival, set to take place in North Shore Brisbane.



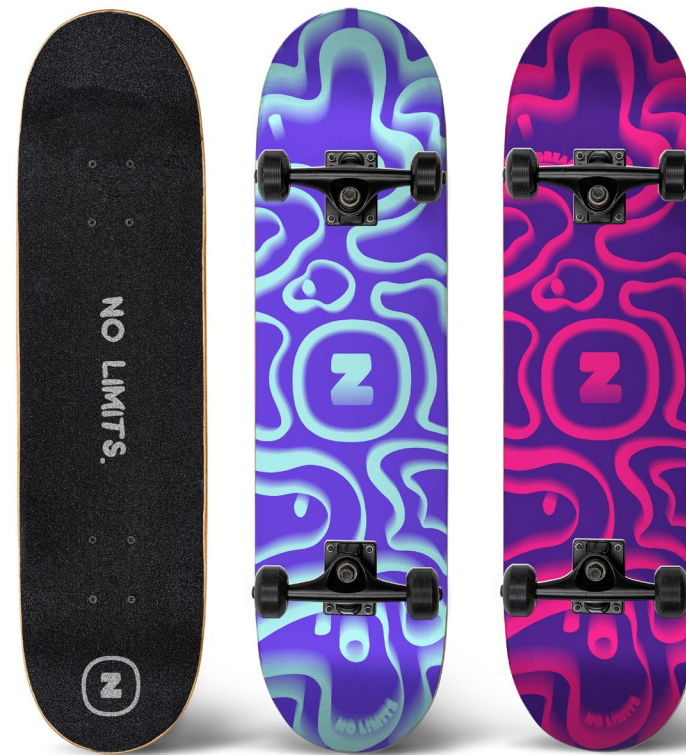


## 11 LORE - BANNER

LARGE FORMAT DESIGN

The Museum of South East Queensland offers a deep dive into the region's culture, natural environment, and history through its permanent exhibits, while also hosting diverse temporary exhibitions. For one

such exhibition, the objective was to create three vinyl outdoor banners to captivate visitors. The design features Calliope and Erato, the muses of poetry, enticing visitors to explore their story and the realm of Greek mythology.



## 12 SKATEBOARD

MISCELLANEOUS

A self-promotional skateboard design that embodies the unique style and theme of my work.



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