

graphics

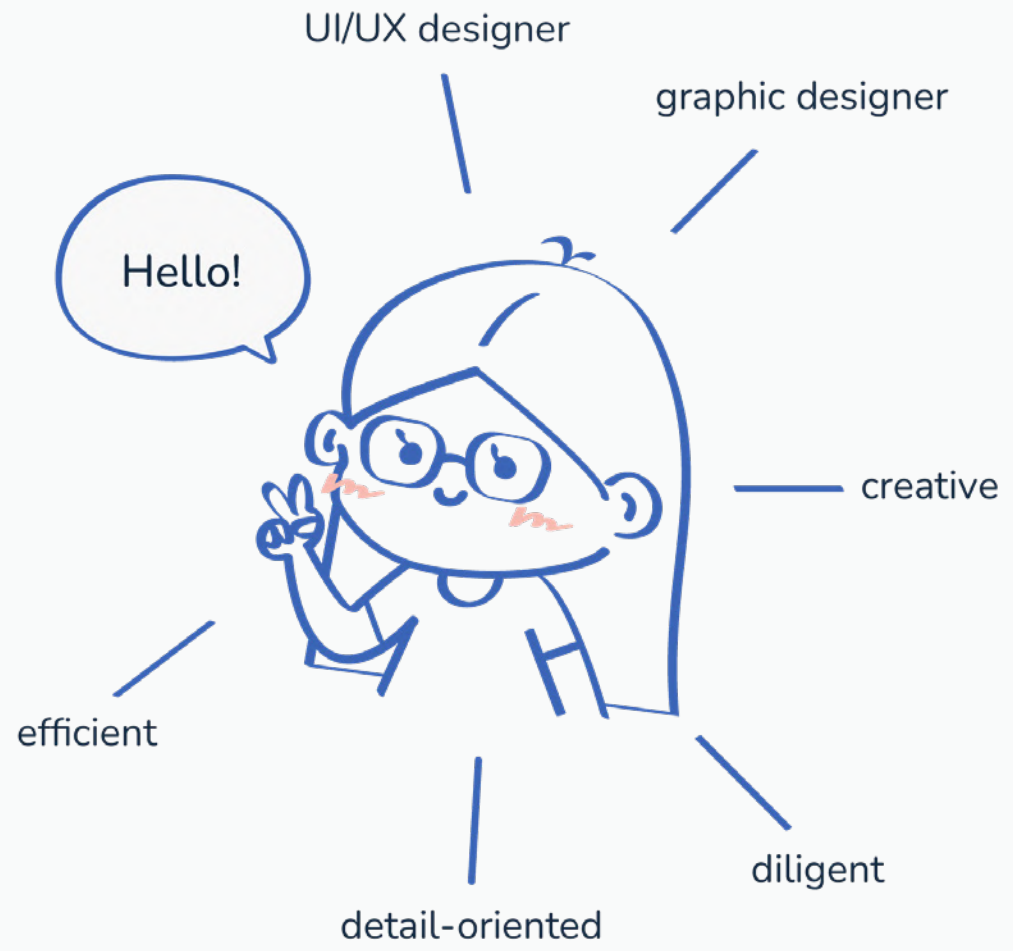


Maggie Yip
Portfolio

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Hello, I'm Maggie Yip! I am a versatile graphic designer known for being diligent, detail-oriented, and efficient in my work. I aspire to illustrate people's ideas and create meaningful designs.

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Stokes' Holiday Lookbook

Project

A lookbook with table setting inspiration, promoting Stokes' Holiday products and gift ideas.

Challenge

- Bring more festive feel to the spreads
- Deliver lookbook in time for holiday promotions

Solution

- Add spot graphics to support the holiday photos
- Use similar layout for each table setting and spot graphics from Stokes' holiday products

[View all pages of the lookbook](#)



Stokes' Newsletters

Project

Design daily newsletters for Stokes

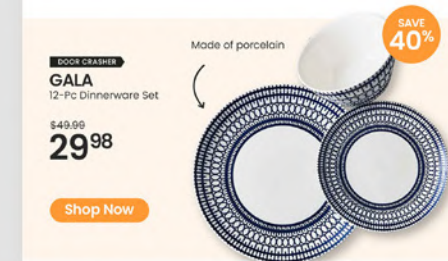
Challenge

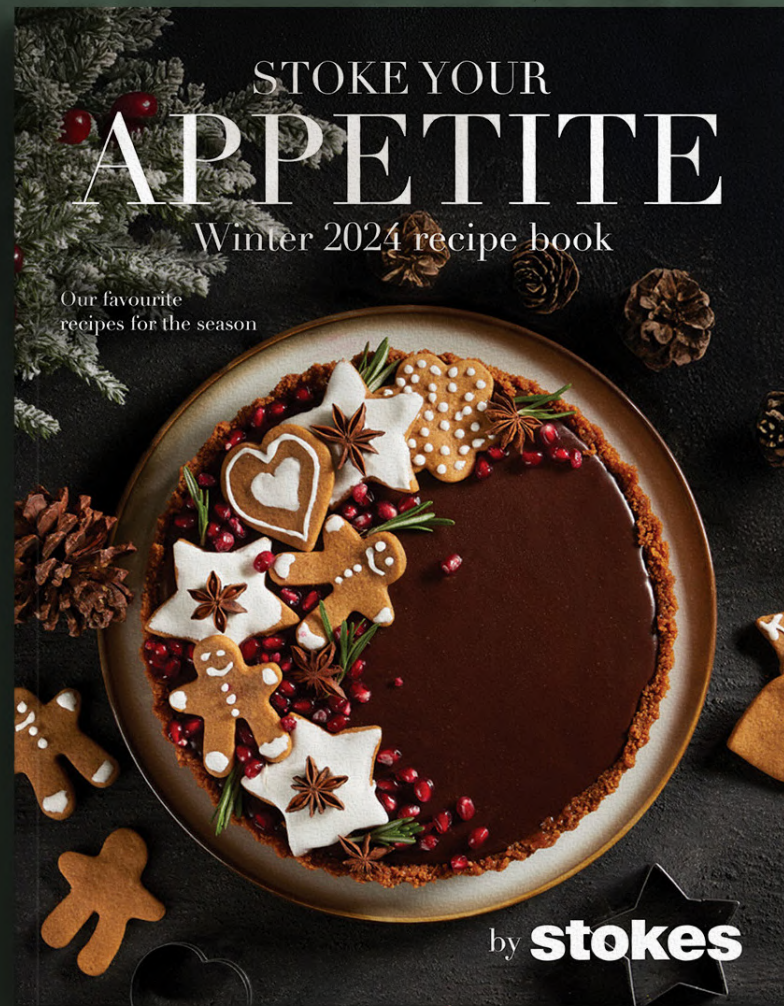
- Create unique newsletters while maintaining consistency
- Make the newsletters engaging

Solution

- Create templates and guidelines
- Use animations to add personality to the design

[View more newsletters + animations](#)





Stokes' Holiday Recipe Book

Project

Stoke Your Appetite is a recipe book for Stokes. This project includes a booklet and contest banners for the website.

Challenge

- Create a layout that will fit the recipes' length
- Make the spreads look fun
- Choose the right colours

Solution

- Research other recipe books
- Add hand-drawn elements
- Use two colours to complement the photos without overpowering them

[View all pages of the recipe book](#)





Contest Website Banners

Banners for the recipe book contest resized in different dimensions

Challenge

- Ensure they stand out
- Make sure they relate to holiday

Solution

- Use a coloured border to frame the content
- Use a background with holiday elements and add some holiday graphics



Branding

Project

Ginko is an organic clothing brand that uses embroidery to give a special touch to its timeless clothes. This personal project includes a name and logo proposition, and a brand guideline.

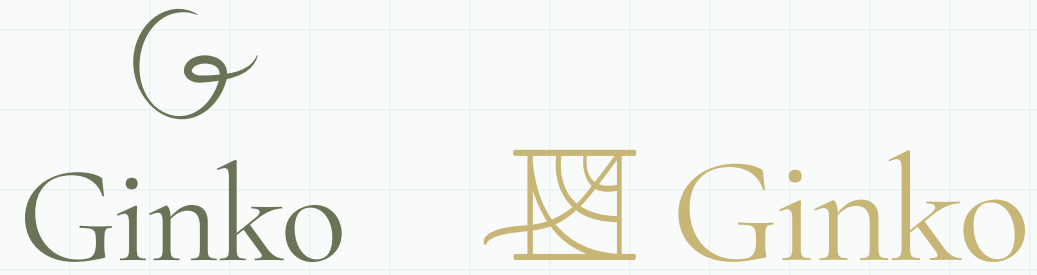
Challenge

- Create a brand identity so that the brand stands out among its competitors
- Understand the necessary elements of a brand guideline

Solution

- Research other similar existing brands
- Brainstorm keywords related to the brand
- Create a key visual
- Sketch anything that comes to mind
- Research other brand guidelines

Logo Propositions



Name Propositions

Ocio

Leisure in Spanish

Lizur

Pronunciation of leisure

Komfy

Word from comfortable

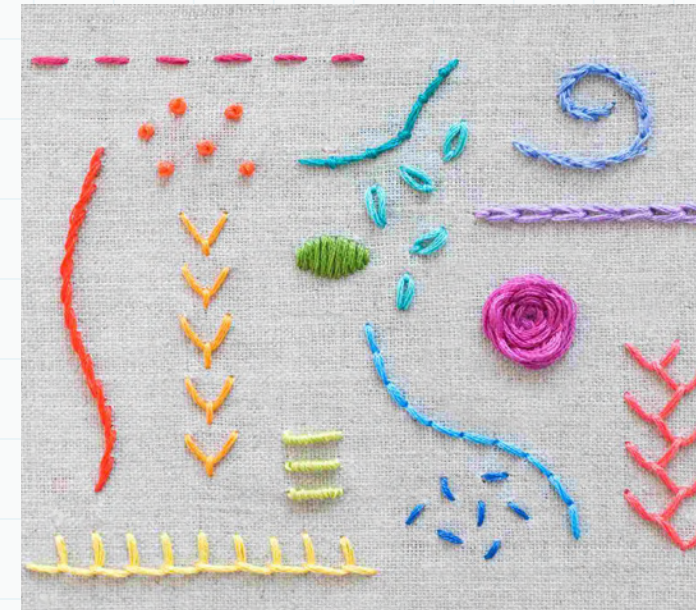
Ginko

Ginkgo leaf symbolizes longevity

Flora

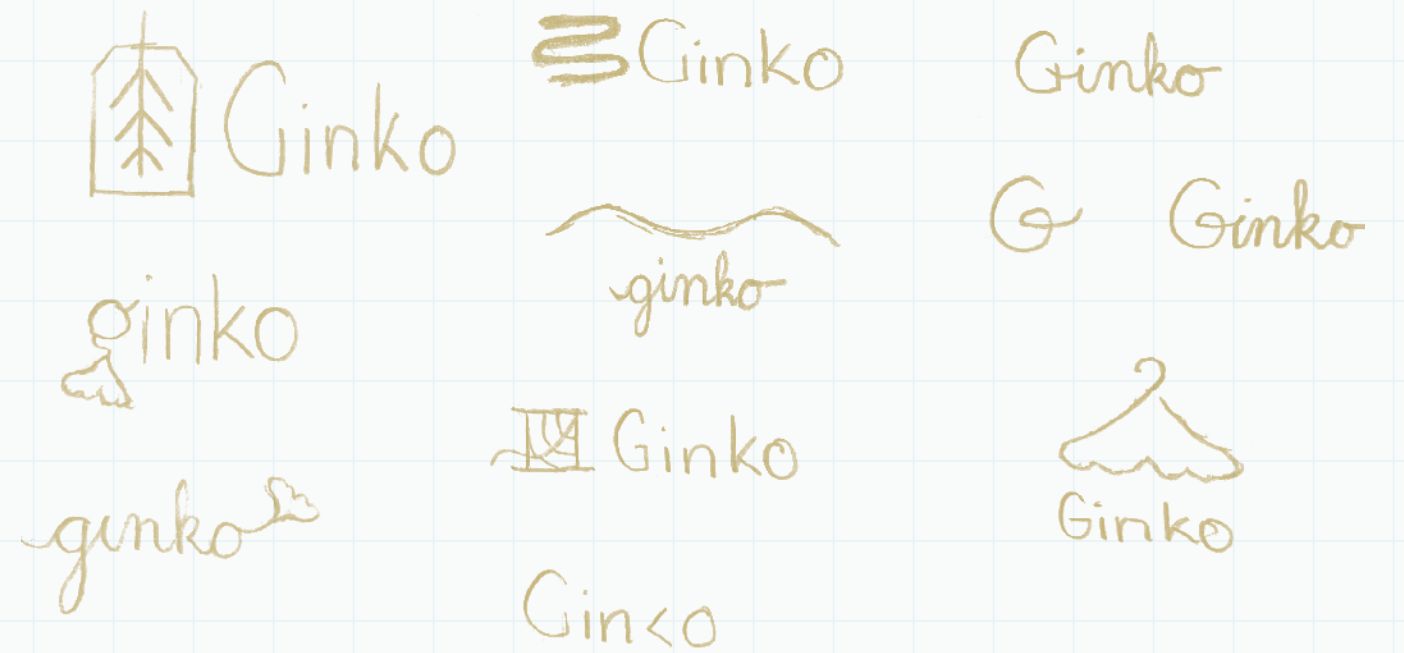
Related to nature

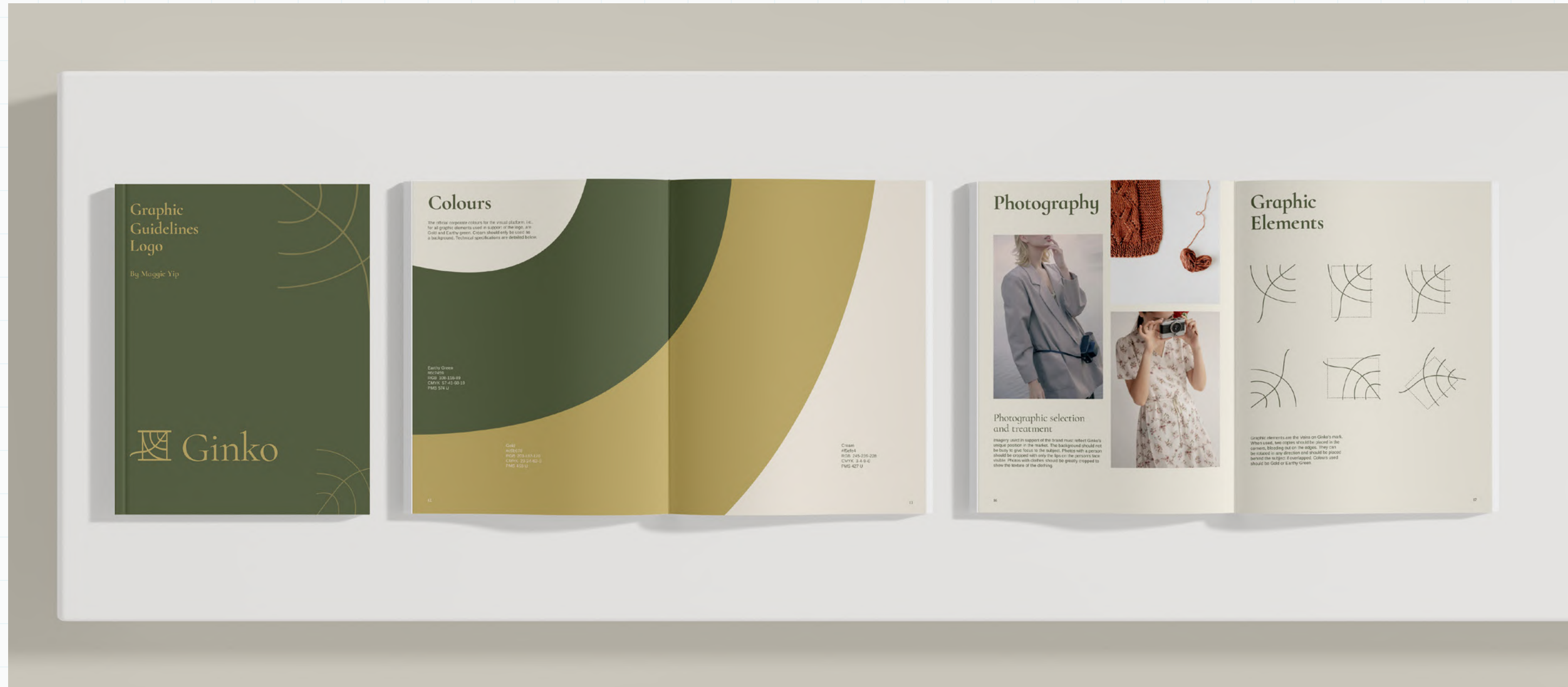
Inspiration





 Ginko





Keywords

Timeless
Nature
Embroidery

Brand Personality

Professional
Friendly
Emotional

Poster Series

Project

Design a series of posters based on the brand La Duperie, known for their ice creams. This personal project includes 3 posters with different takes on the same concept.

Challenge

- Create a fun concept that doesn't reveal the brand's core product
- Maintain consistency between each poster

Solution

- Brainstorm summer elements that can take on various shapes while being related to the brand
- Use similar layouts across the posters





Playing Cards Case Study

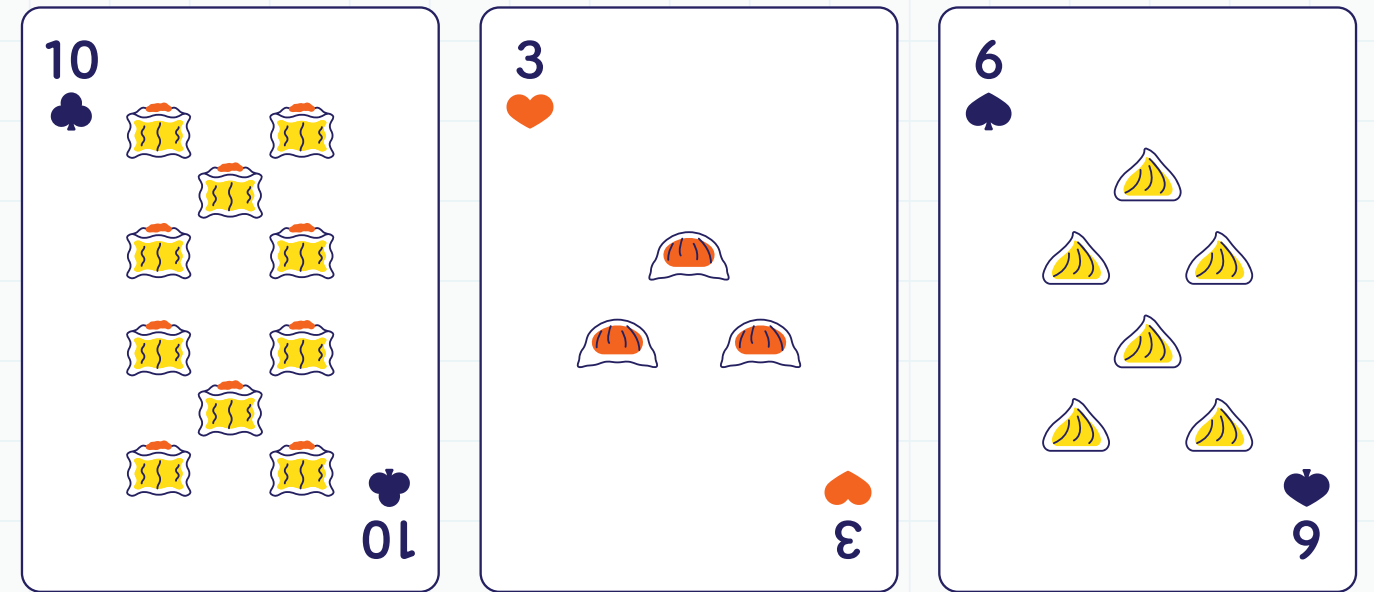
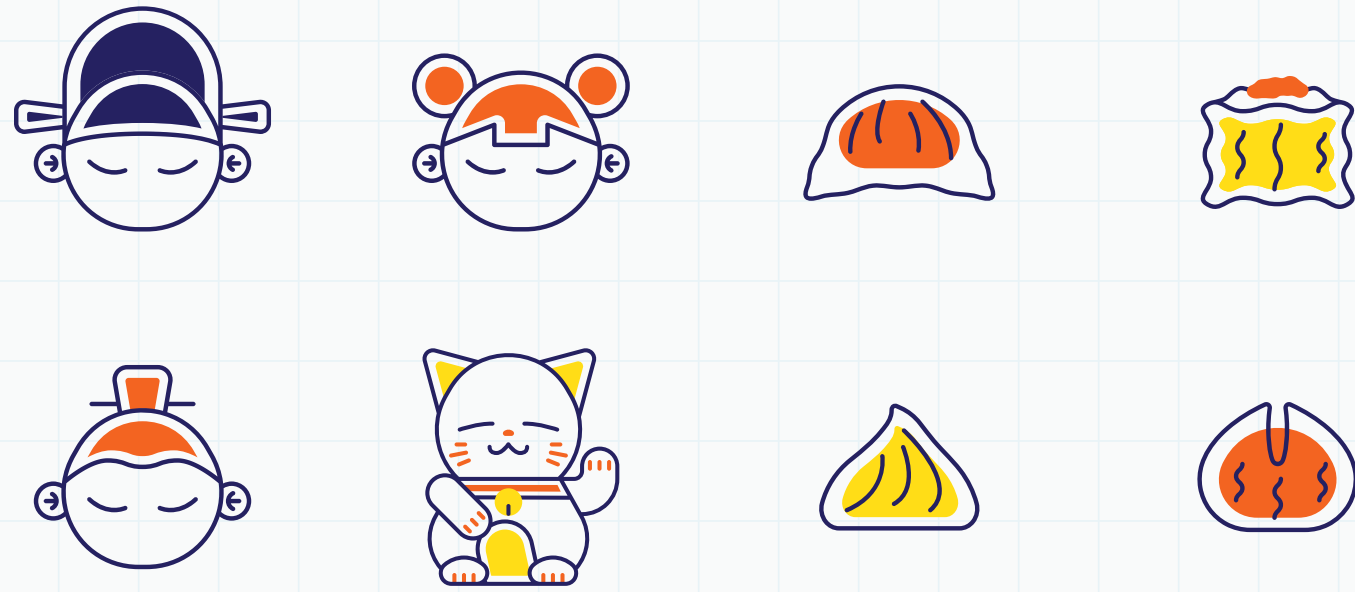
About

The playing cards Dim Sum edition is a fun deck to enjoy various card games with families. The target audience is people of all ages who are interested in Chinese food.

Challenge

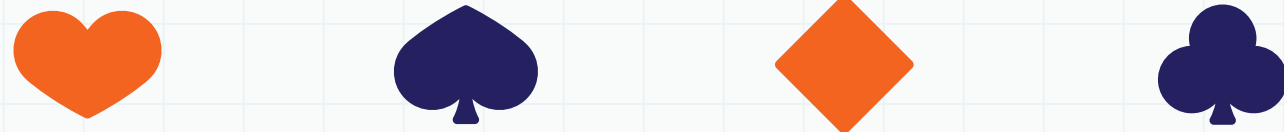
This was a personal project, so I decided to create a playing cards deck with a fun concept that represents my design style.





Typography – Dongle

A K Q J 1 2 3 4 5 6 7 8 9 0



Process

I browsed through people's designs of playing cards decks to get inspiration. Then, I brainstormed words or elements related to the theme dim sum and categorized them based on the cards' ranks.

Illustrations

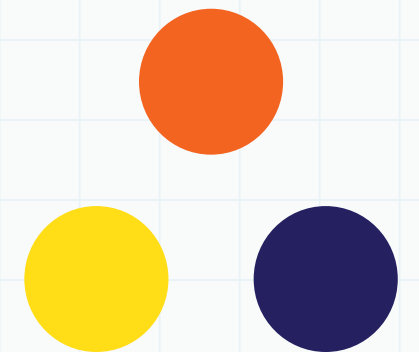
I kept it simple to make it easy to identify the cards' rank at a glance. I made the elements feel soft and round to give that fun impression. For the back, I created it based on the pattern of the bamboo steamer basket's lid.

Colours

I used orange and yellow because these colours are the closest to the original dishes. They are vibrant to show a fun mood. For the strokes, I applied a blue navy to contrast the colours orange and yellow and make the illustrations pop out more.

Layout

The symbols were placed close to one another to represent the same feeling of the way dim sum is served.





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