

PORTFOLIO 2026

GRAPHIC DESIGN

BRIANNA LOU

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briannalou453@gmail.com

BRIANNA LOU



Hi!

I'm interested in the overlooked moments that shape our everyday experiences. My work begins with observation—questioning familiar behaviors, environments, interactions—and explores how visual design and experiences can transform these observations into opportunities for meaningful connection.

TECHNICAL SKILLS

Adobe Creative Suite, Figma, Blender, Glyphs, Visual Studio Code (HTML, CSS, JS), TouchDesigner, GameMaker

INTERESTS

Brainstorm, Paint, Recycle & Make, Music, Travel

EXPERIENCES

Brand & Visual Designer

2022 - 2024, Live Media Group

Led design of visual identity for the company, carried out features such as social media account, official website, and 'International students life' comics.

Visual Designer

2024 - 2025, TNS CSSA

Produced monthly pamphlets for announcements and student resources support. Collaborated in hosting on-site events.

CONTACT

briannalou453@gmail.com
briannalou.com

EDUCATION

Communication Design BFA

2022 - 2026

Parsons School of Design,
The New School

LANGUAGES

English, Chinese

WITH HABIT  2026 UPCYCLO  2025

MOMA PSX  2025 ECHO  2025

MIRRORED UNIVERSE  2024

MUSIC+  2024

WITH HABIT



{PRODUCT} *
{SYSTEM}
{COLOR}
{REFLECTION}

With Habit explores the relationship between automatic behaviors and conscious awareness. Rather than treating habits as fixed routines to eliminate, the project reframes them as evolving patterns shaped by emotion, environment, and daily decisions. Through a tactile system of cards, interactive games, and reflective publications, it encourages users to pause, observe their behaviors, and build a more intentional relationship with their everyday lives.

DESIGN ELEMENTS

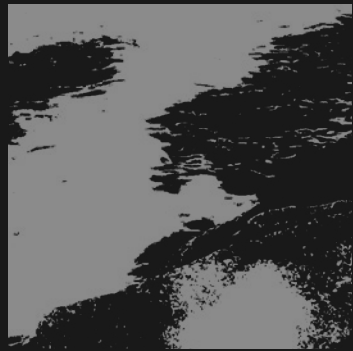
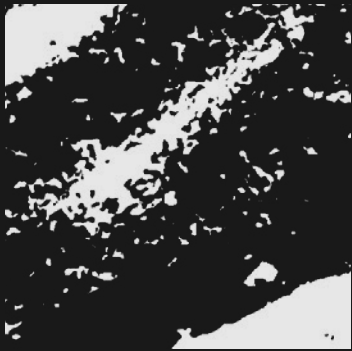
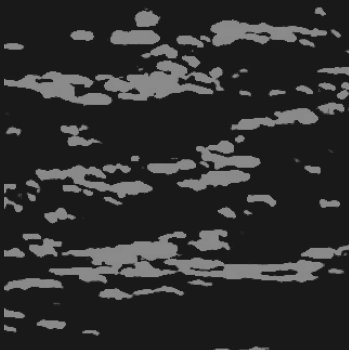
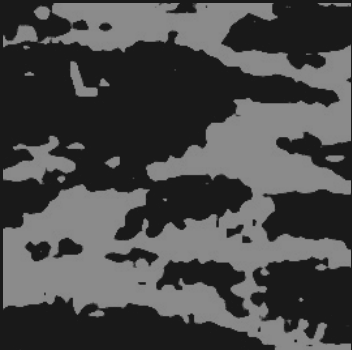
Libre Baskerville

Regular
Italic
Bold

A**b**

Patterns

Inspired by the changing qualities of light, these textures create evolving layers that reflect the fluid nature of habits.



SYSTEM

Emotional Savings Box

Large

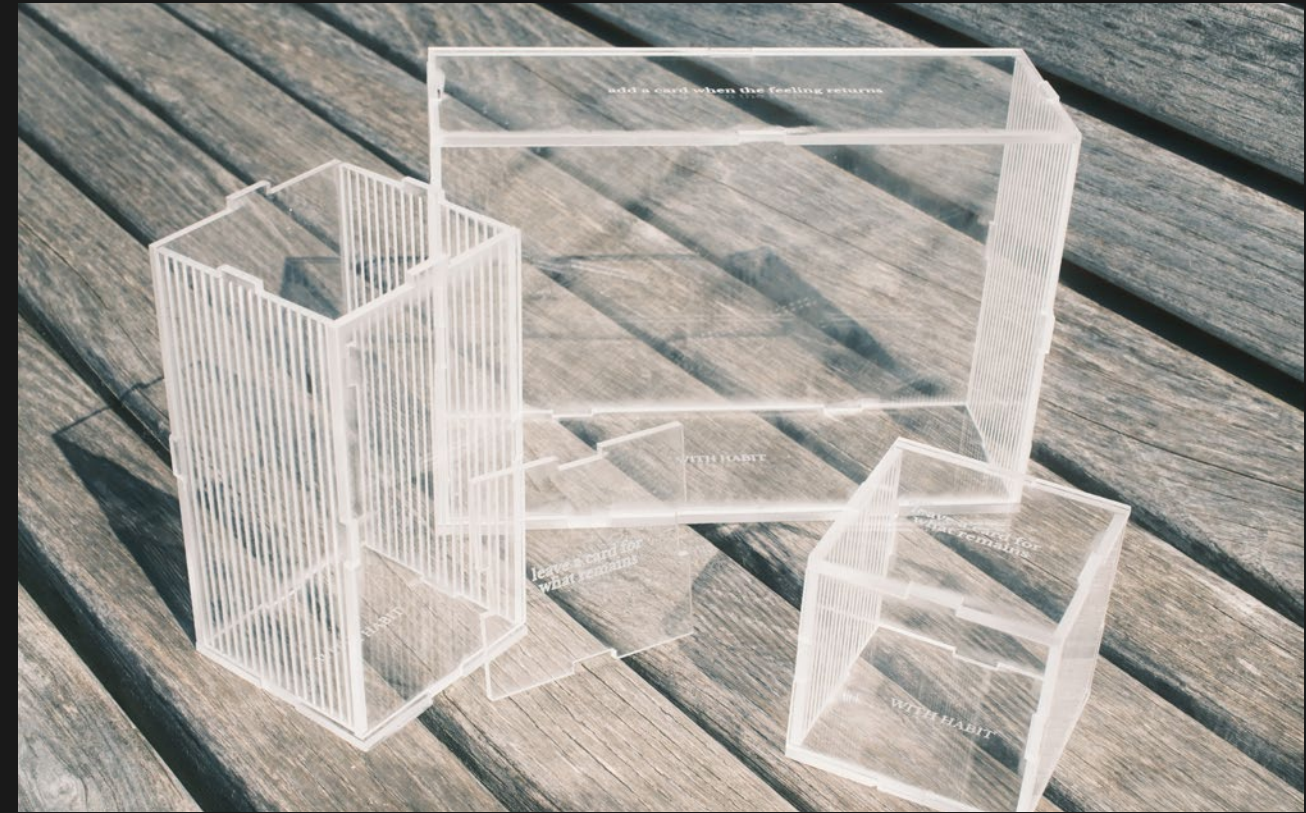
3 : 2

Medium

1 : 2

Small

1 : 1





PAUSE.
REFLECT.
Reimagine Your Habits.





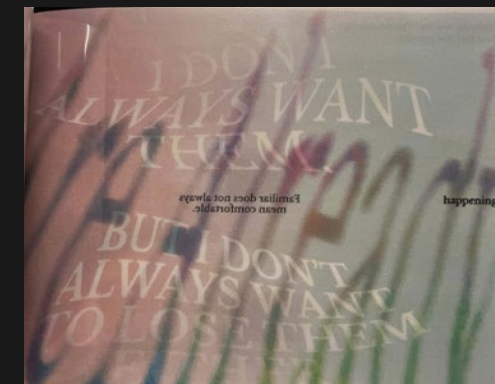
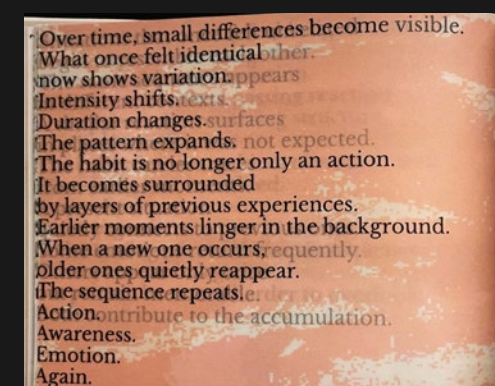
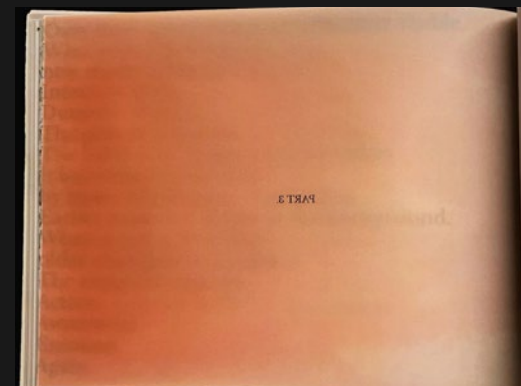
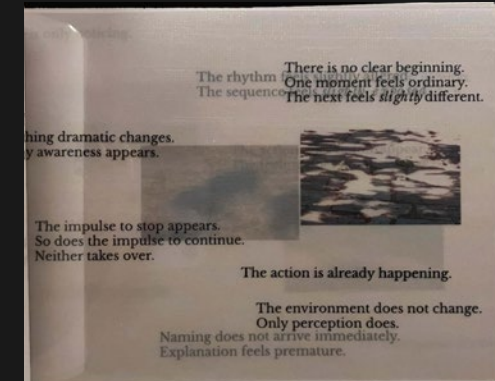
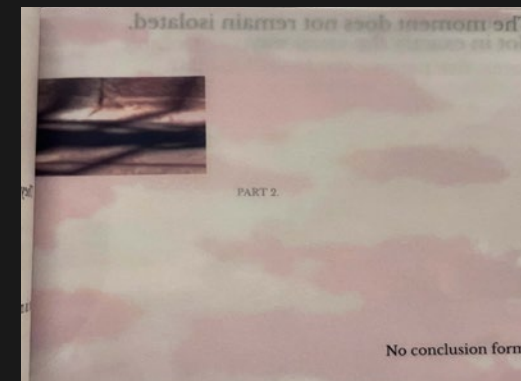
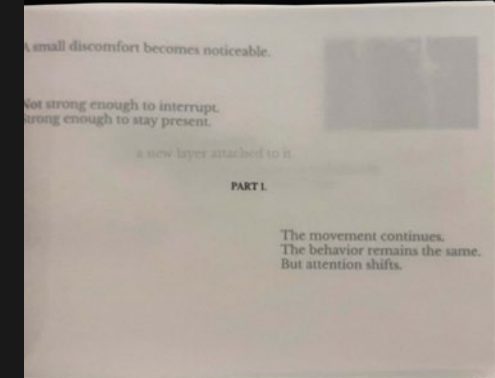
leave a card for
what remains

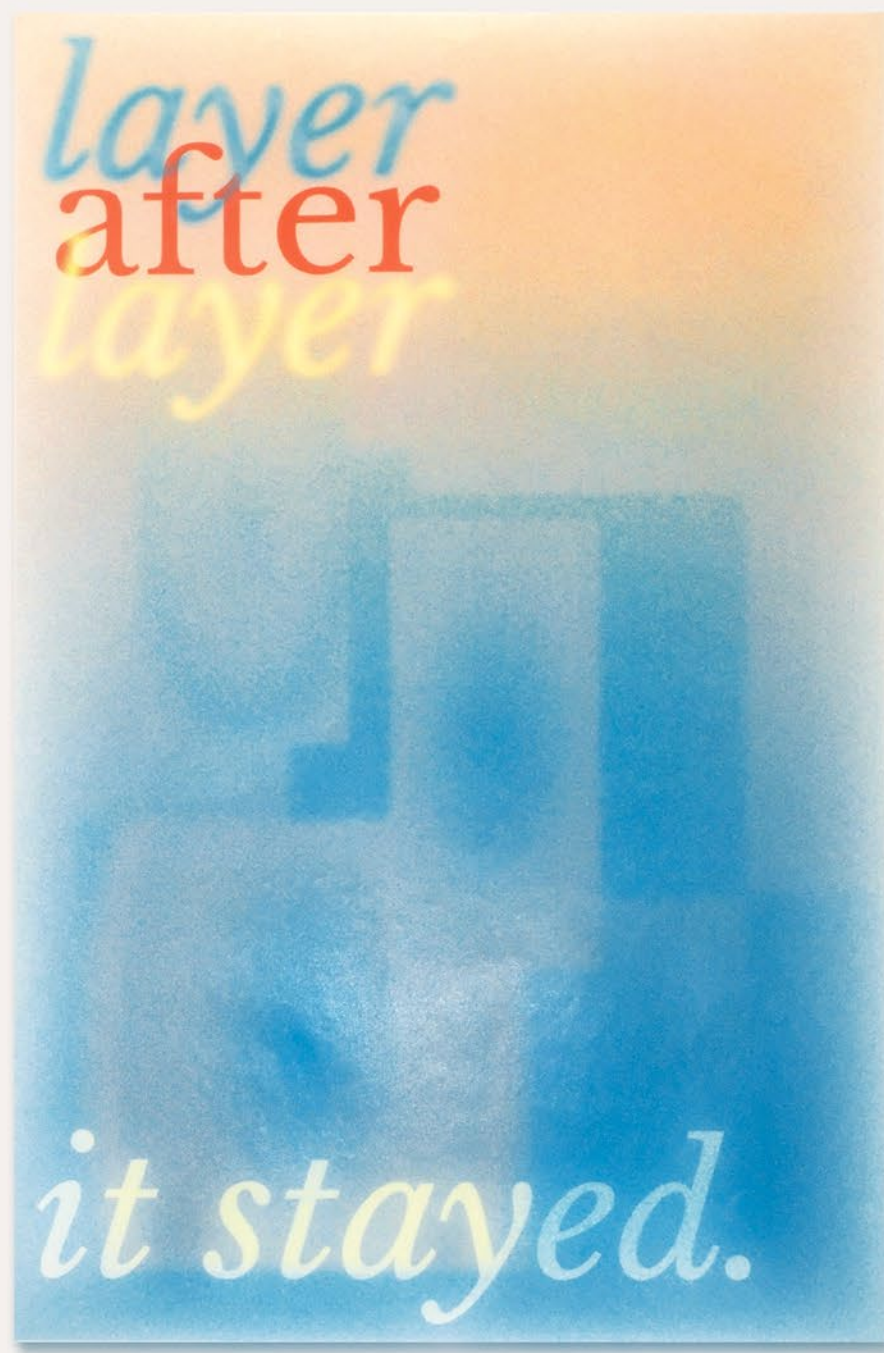
PRINT



Part 1
Part 2
Part 3

Notice
Understand
Transform





UPCYCLO



{BRANDING}



{EVENT}

{SYSTEM}

{RECYCLE}

{PRACTICE}

Upcyclo is a community-driven workshop that encourages people to rethink waste through collaborative making and creative reuse. Through an integrated brand experience, the project transforms sustainability from an abstract concept into an accessible, hands-on experience that inspires participation and encourages people to see unused materials as resources rather than waste.

DESIGN ELEMENTS

Dynapuff

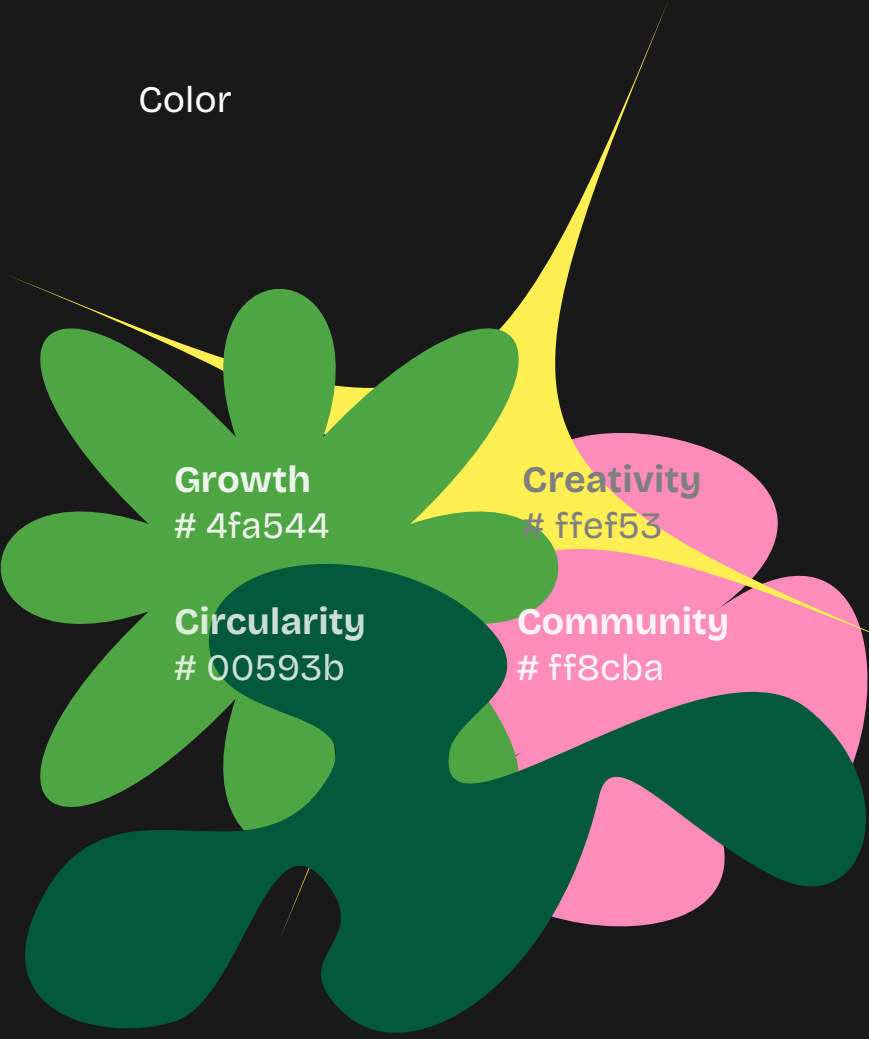
Regular
Medium
Bold

Chivo

Medium
Bold

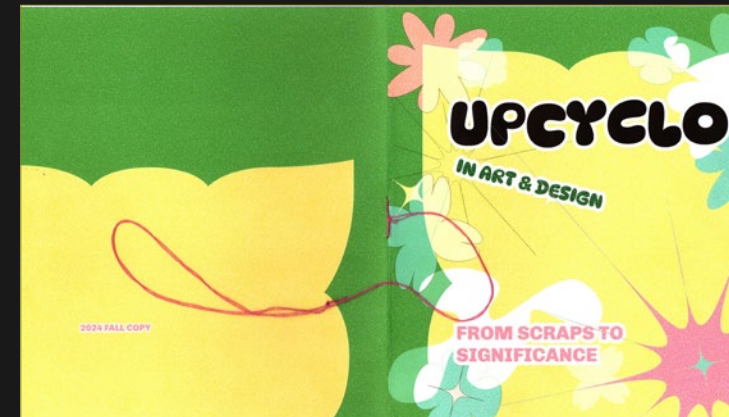
Color

A B a b



PRINT

The publication extends the workshop experience, inspiring continued creative reuse beyond the event.



2024.11.07

UPCYCLO WORKSHOP

University Center
Library 610
Thur 5pm-6pm

**From Scraps to
Significance**

Turn leftover materials into
meaningful creations!!!

Contact
instagram: bri_l85
loub697@newschool.edu

More info

WHAT YOU NEED TO PREPARE	WHAT IS THE WORKSHOP ABOUT	OUTCOME!
Any wasted art/print materials you have! no size or amount requirements. (it's not mandatory! I will bring stuffs in)	1. Short discussion on > why do we upcycle? and how can artists/designers contribute? 2. Try a few sustainable practices 3. Individual creative work 4. group work	• 1 craft • A small booklet of the workshop summary & craft collection • Hope you learn something and continue the practice of upcycling!





ITEMS:

EXPRESS	3X	BOARDS
	6X	SILVER PLATES
	12X	WOOD STICKS

BOX 720X515MM

0 49 20 1 9 2 3 8 0

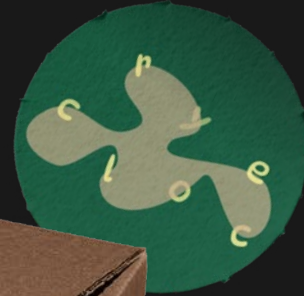
SINGAPORE
ST 405, APT
01228 74

EXPRESS DELIVERY



UPCYCLO

FROM SCRAP TO SIGNIFICANCE



Construction

Wood in art has various forms, we will examine its properties and discover its uses in different conditions.

TUE
5:00 - 7:00 PM
Wood Shop

THU
7:30 - 8:30 PM
Bryant Park

In this workshop, we will collect waste/raw materials, please bring any tools you'd like to use.

Gift From 'Nature'

recycle conserve
reconstruct
reconstitute

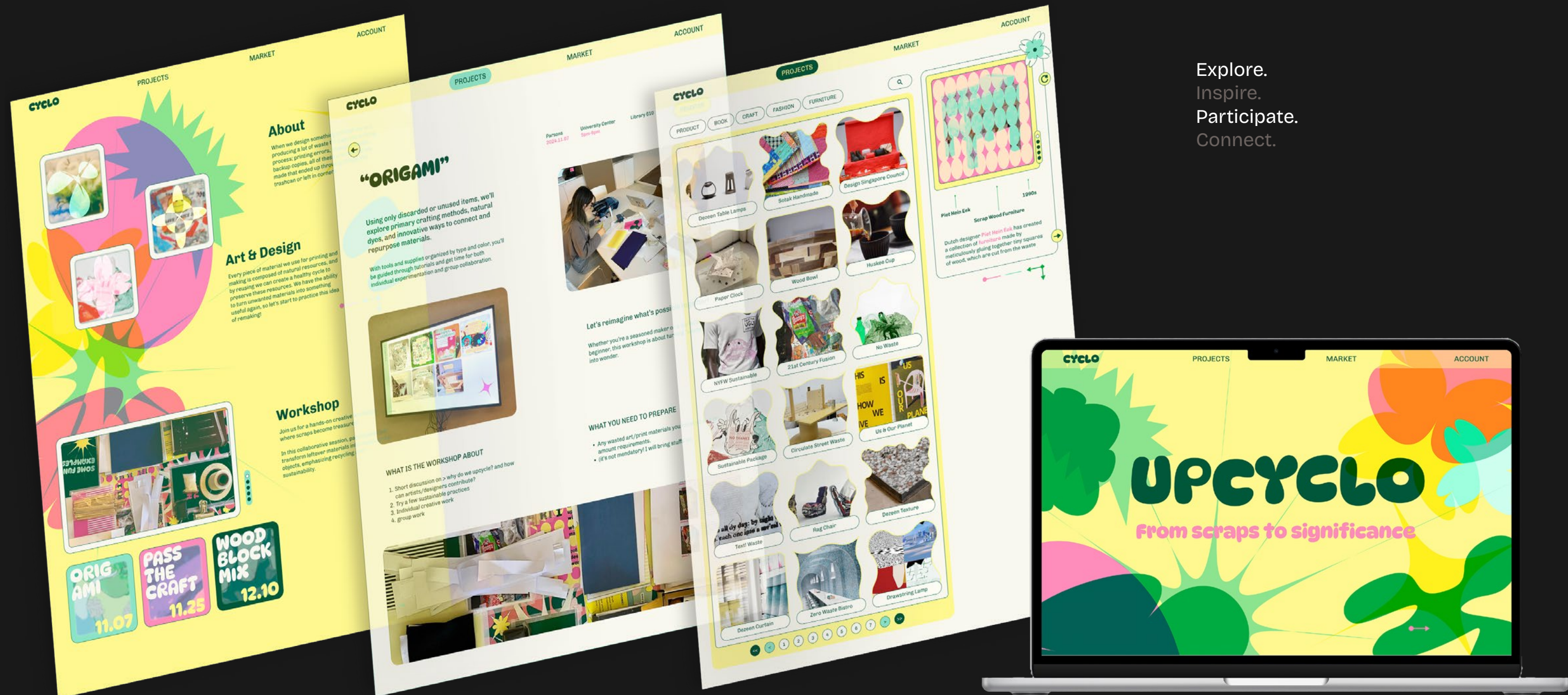


UPCYCLO

Items Checklist:
x2 chipboard
x1 bag of cotton



WEBSITE



MOMA PSX



{REBRAND} *
{GUIDELINES}
{MOTION}
{EVOLVE}

PSX reimagines the identity of MOMA PS1 through a flexible visual system that reflects experimentation, participation, and cultural exchange. Inspired by the institution's dynamic programming, the project develops a modular identity across typography, motion, and digital applications, creating a brand language that evolves alongside its exhibitions, audiences, and creative practices.

DESIGN ELEMENTS

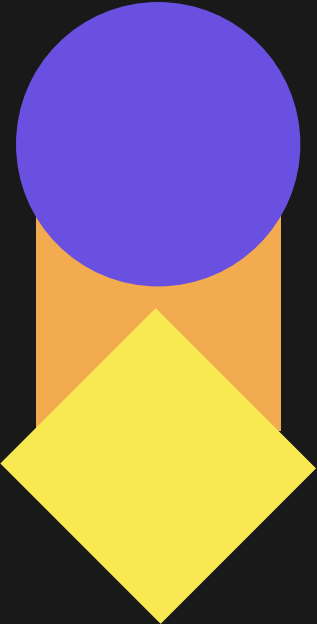
Logo

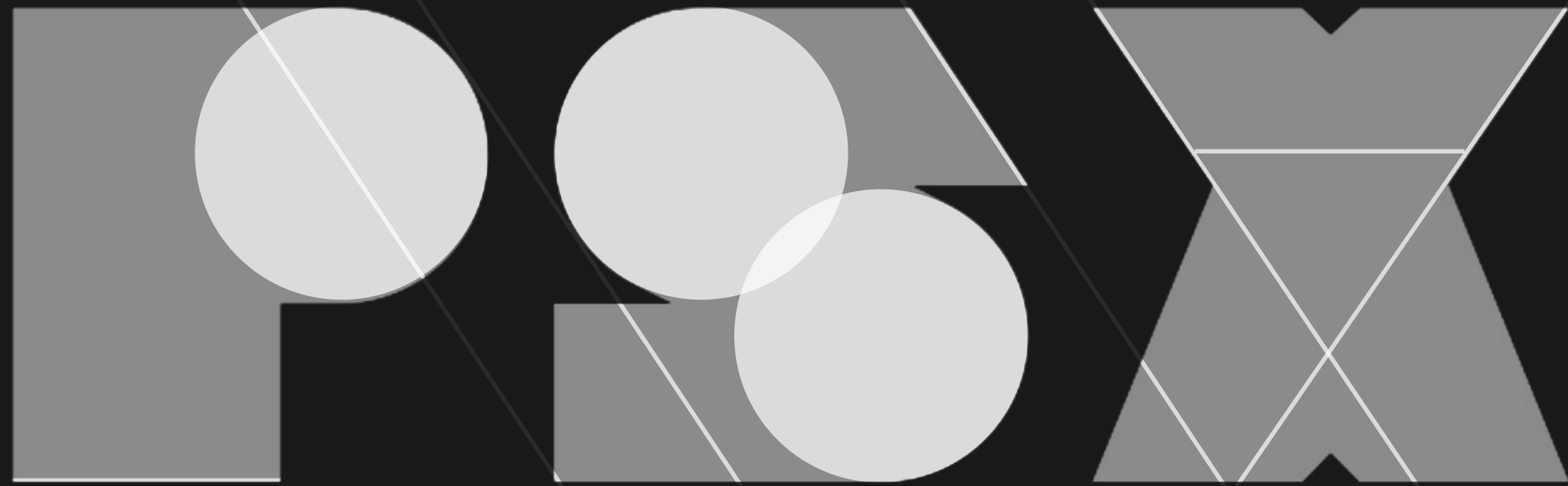
Exeprimental.
Transformative.
Expressive.



Color

#6a50e0
#f2ab4f
#f8e953





THE INSTITUTE FOR CONTEMPORARY ART

MoMA PSX

PSX

THE INSTITUTE FOR CONTEMPORARY ART

← ONE WAY

EST

5A

1

1



AFTER THE FIRE

LOCATION:
PLAZA



NANI CHACON, TATYANA FAZLALIZADEH, LAYQA NUNA YAWAR.

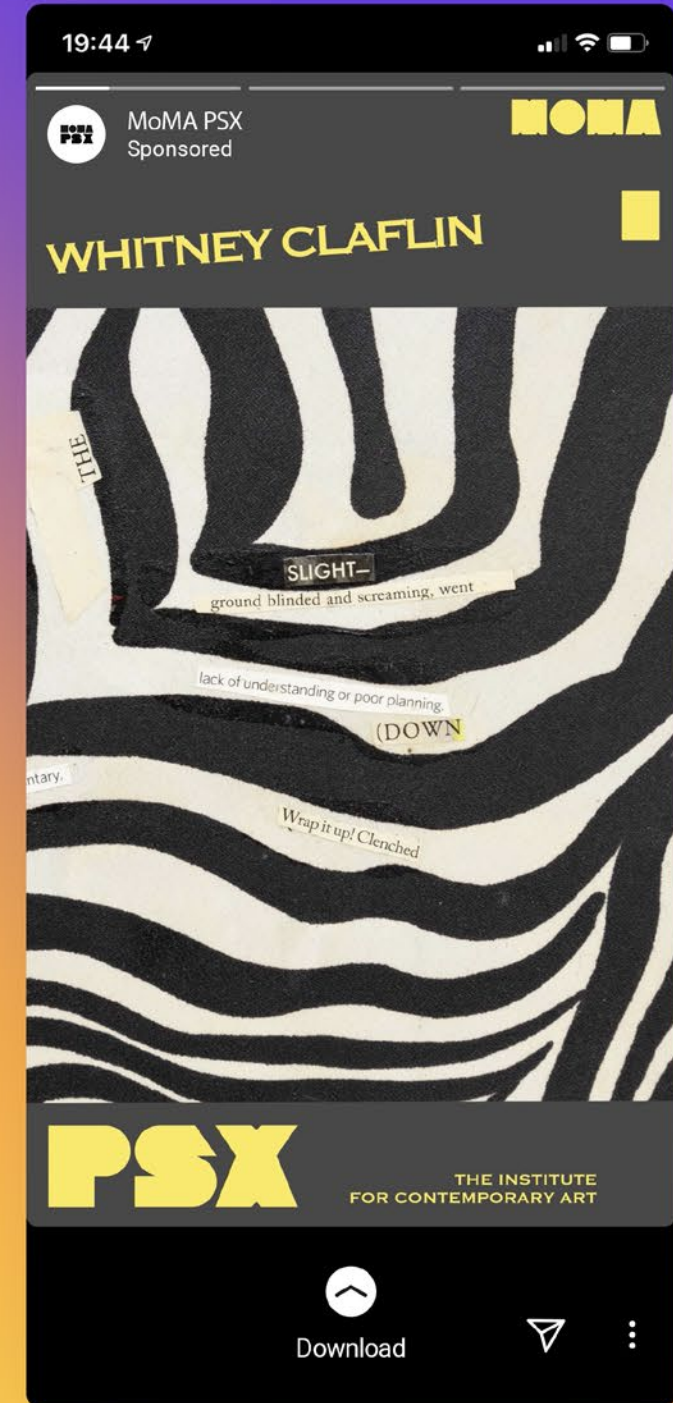
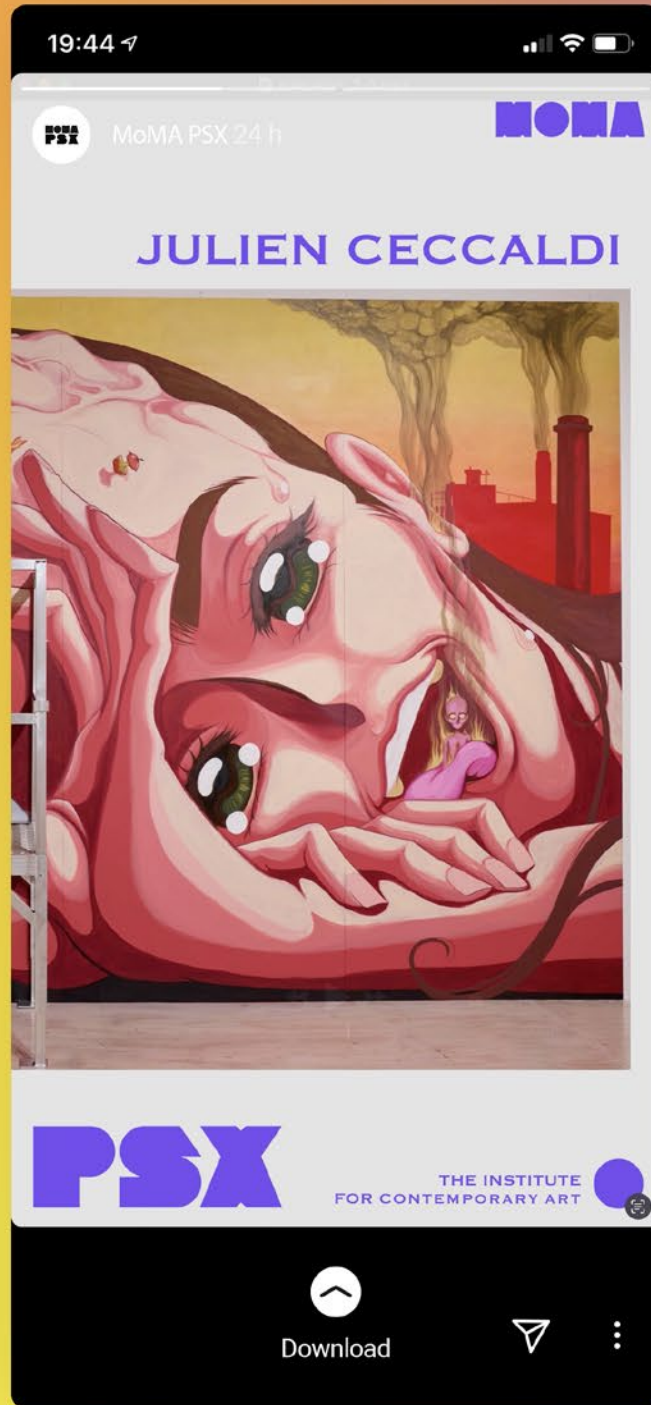
SEP 20, 2024
– JUNE 2025

OPEN TODAY
12–6 P.M.

DONCH JONES



THE SUMPTUOUS DISCOVERY OF GOTHAM A GO-GO.



ECHO



{APP}
{STUDENT}
{CONNECT}



Echo is a social platform designed to help college students build more meaningful connections through shared interests and campus experiences. By combining intuitive interaction, community-driven features, and a cohesive visual identity, the project transforms online networking into a more approachable and engaging experience, encouraging authentic participation rather than passive social browsing.

DESIGN ELEMENTS

Wix Madefor Text

Italic
Regular
Bold

Logo

Color

#e1ebac

#abc3e5



Login

 SIGN UP

Your School Email

Leev021@Newschool.Edu

Your Name

Venessa Lee

Pronounce

She/ Her

Your School

Parsons School Of Design

Grade

Sophomore

Major (Minor)

Fine Arts (Music Composition)

Next

By Signing Up You Agree To Our Terms Of Use And Privacy Policy

Contact

 People You May Know [6 MORE](#)



Yihan H



katherine B



Max L



Louisa O



C

SAVED PEOPLE





Kyle Thompson

NYU Film studies. Need a nap 90% of the time.



Emily Carter

Usually at the library, often on Do Not Disturb mode.



Rico Vargas

Moved to NYC last month, looking for cat cafes, ramen spots, and new friends.



Jordan Lee

Graphic design student who never leaves home without a sketchbook and skateboard.

 Explore

 Saved

 AI Chat

 Profile

Profile



 VENESSA LEE

school: The New School

year: Sophomore, 2027

major: Fine Arts

minor: Music Composition

Age: 19

Pronouns: She / her

Language: English, Mandarin

classical music

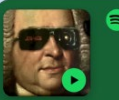
movie fan

inti

snowboarding

pink lover

+



Classical Bangers

By Classical Bangers



Winter Vacation Plan

Looking For Snowboarding Buddies in Beijing This Winter!

I'll Be Around Dec 3 To Jan 26, Open To Spontaneous Trips & Hotpot After Rides!

 Explore

 Saved

 AI Chat

 Profile

Find & Connect

 Echo



Range: 20m

Greenville









KL

<20m



free chocolate in 606 j

<10m



TI

<18m



I want to pet cat

<15m

 Explore

 Saved

 AI Chat

 Profile



 ELISSA REIM

school: NYU Tisch

year: Graduate, 2026

major: Film Studies

Age: 23

Pronouns: They / them

Language: English

old movies

read

isfj

travel

flowers

dog-mom



Classical Bangers

By Classical Bangers



AI Chat

 HI VENESSA!

I'm Echo, You Can Ask Me To Sense The Room, Trace A Moment, Or Find Someone By Vibe. (OvO)

"Find someone who mentioned 'cat' in the last hour"

"Anyone here likes Studio Ghibli?"

"Save the girl I met on the 6th floor"

Type Message





 Explore

 Saved

 AI Chat

 Profile

 New Chat

Hey Echo, I met this guy at a party tonight but forgot to get his contact. Can I describe him and maybe you help me figure out who he might be?

Of course! I'm already scanning the echoes of the night. Tell me what you remember — name, details, anything... The more you share, the clearer the picture gets.

His name is Kyle, 23, study film at NYU, kind of introverted, likes old movies and playing guitar.

Got it! Here's what his profile might look like, tap to view, or I can refine the list if you want to try again.



Kyle Thompson, 23

NYU Film Studies. Need A Nap 90% Of The Time.

<1.2 Miles

[View Profile](#)

98%

+

Type Message



 Explore

 Saved

 AI Chat

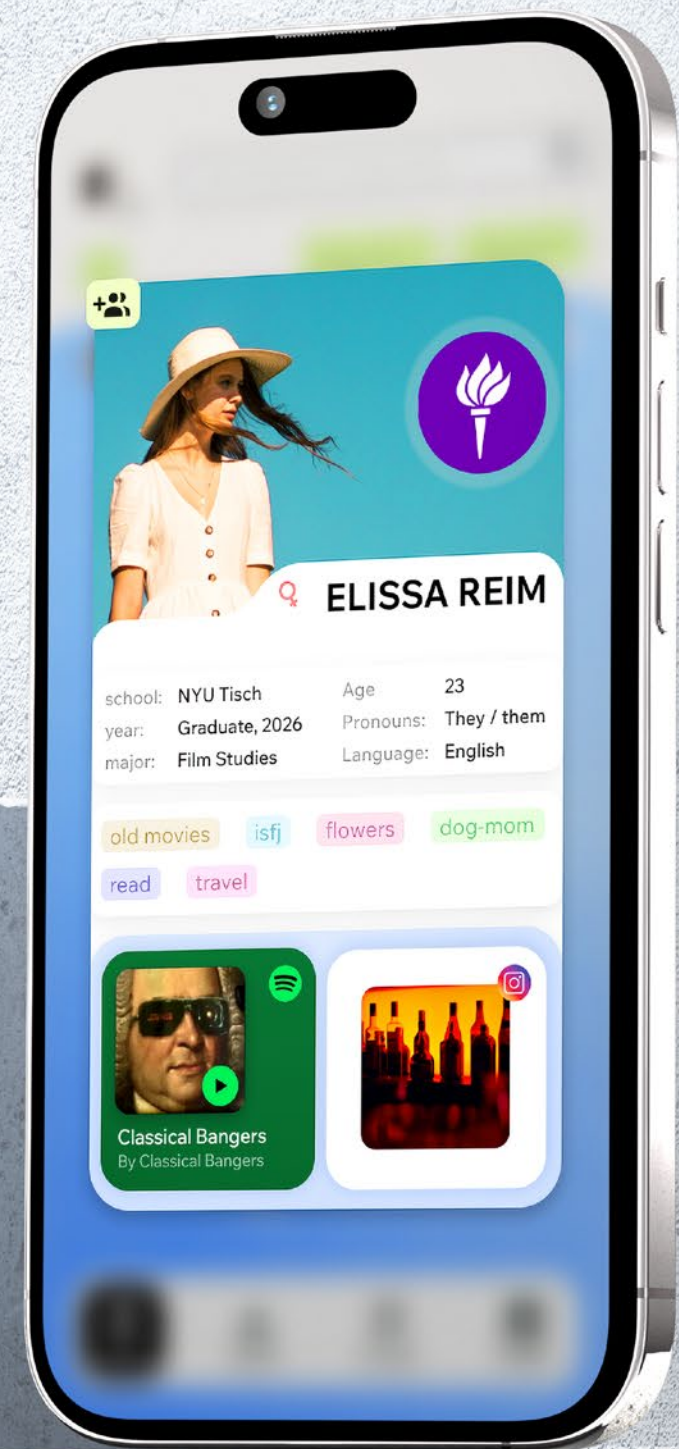
 Profile

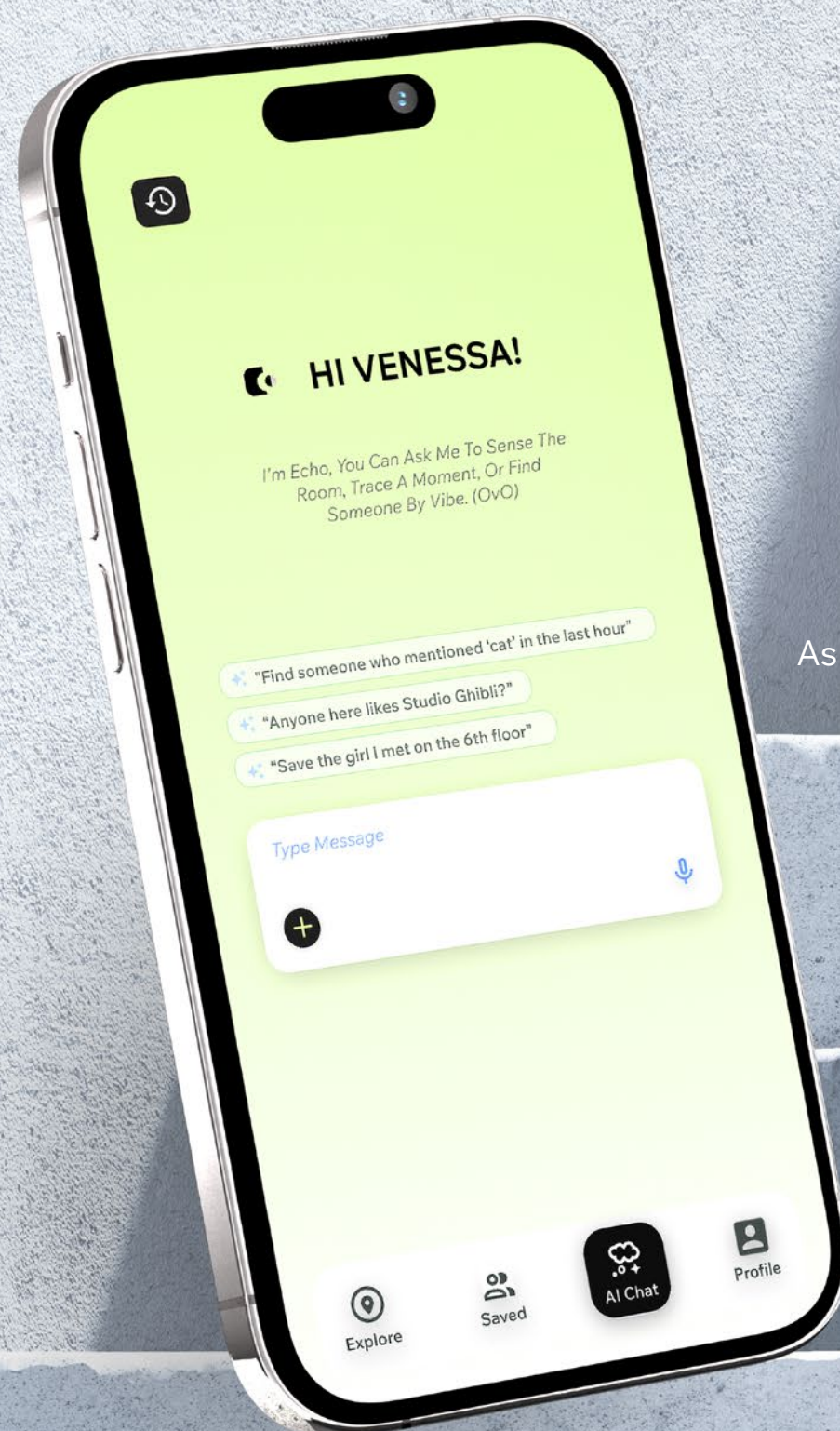
Find compatible people nearby



Encouraging natural, real-world interactions.

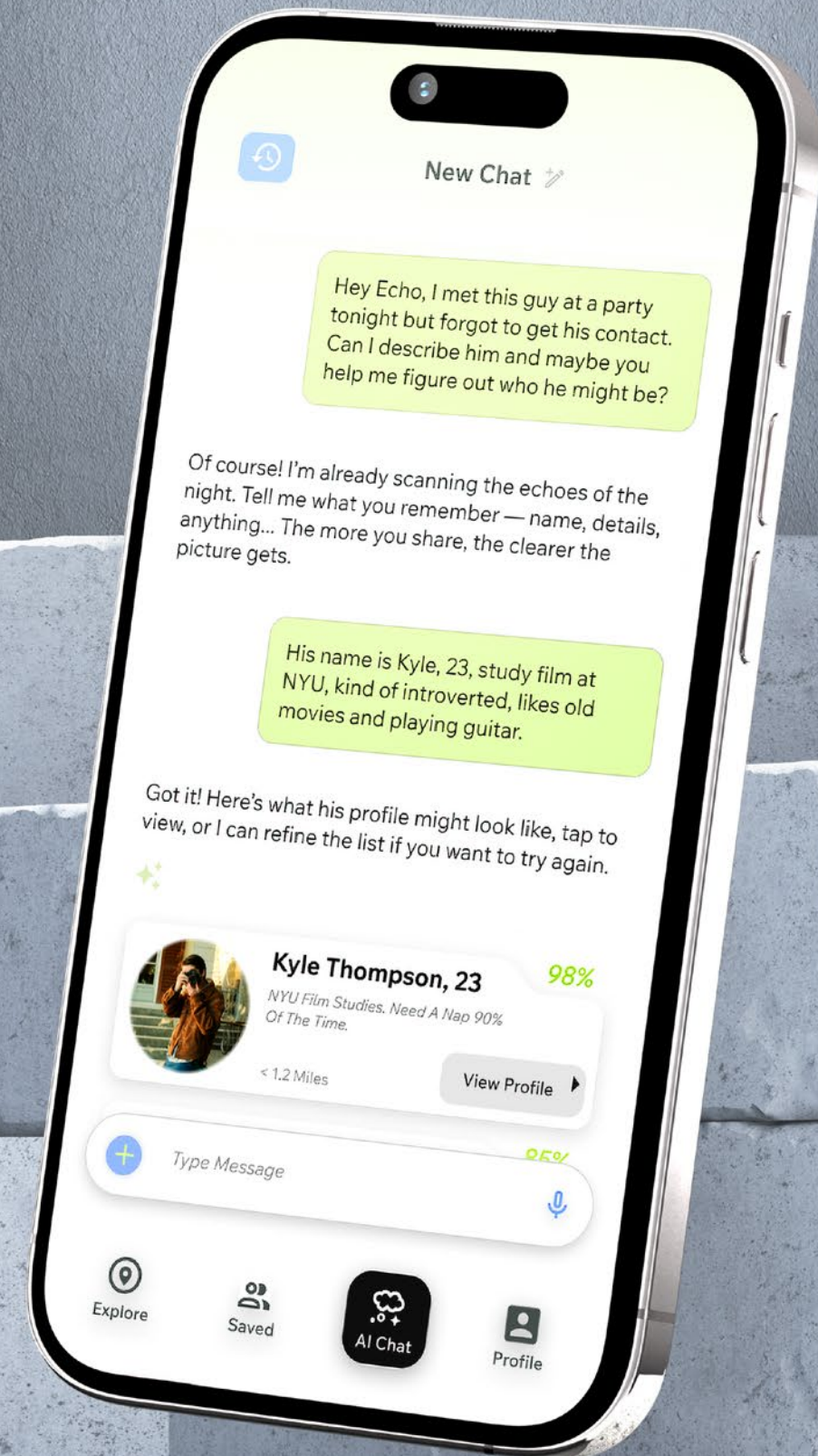
Build trust with personalized profiles





Ask Echo effortlessly

Turn ON/OFF
discoverability for
accurate search



 Echo



 Echo

Discover
Connect
&
Belong



MIRRORED UNIVERSE



{STORY}

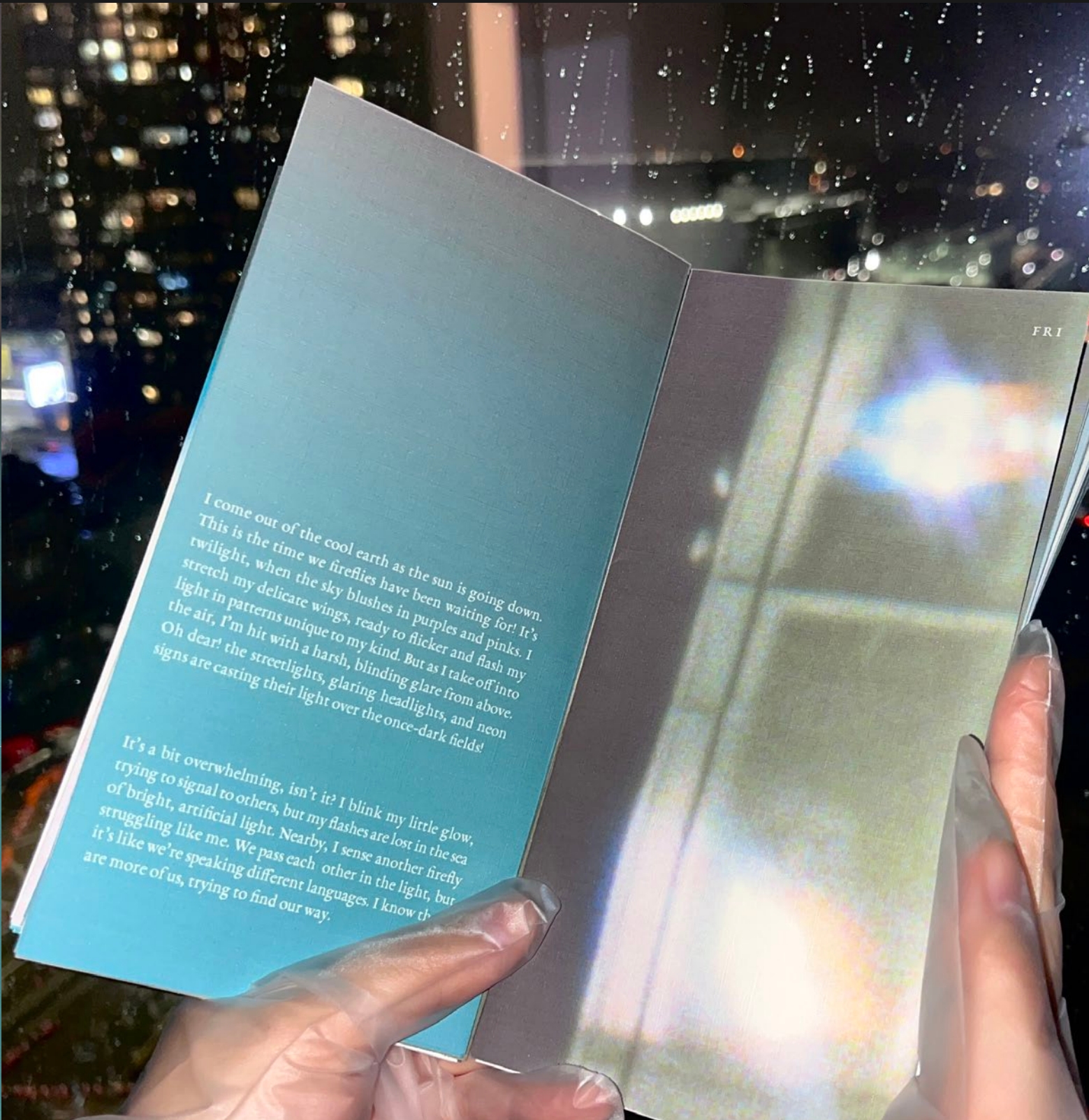
{LIGHT}

{FILM}

{REFLECTION}



Mirrored Universe explores the relationship between natural and urban light through a collection of observational narratives told from the perspectives of different people and animals. Rather than presenting light as either beneficial or harmful, the project reveals its contradictions—offering warmth, safety, nostalgia, wonder, and loss at the same time. Through six sincere diaries, it invites viewers to reconsider how light quietly shapes memory, emotion, and the way every living being experiences the world.



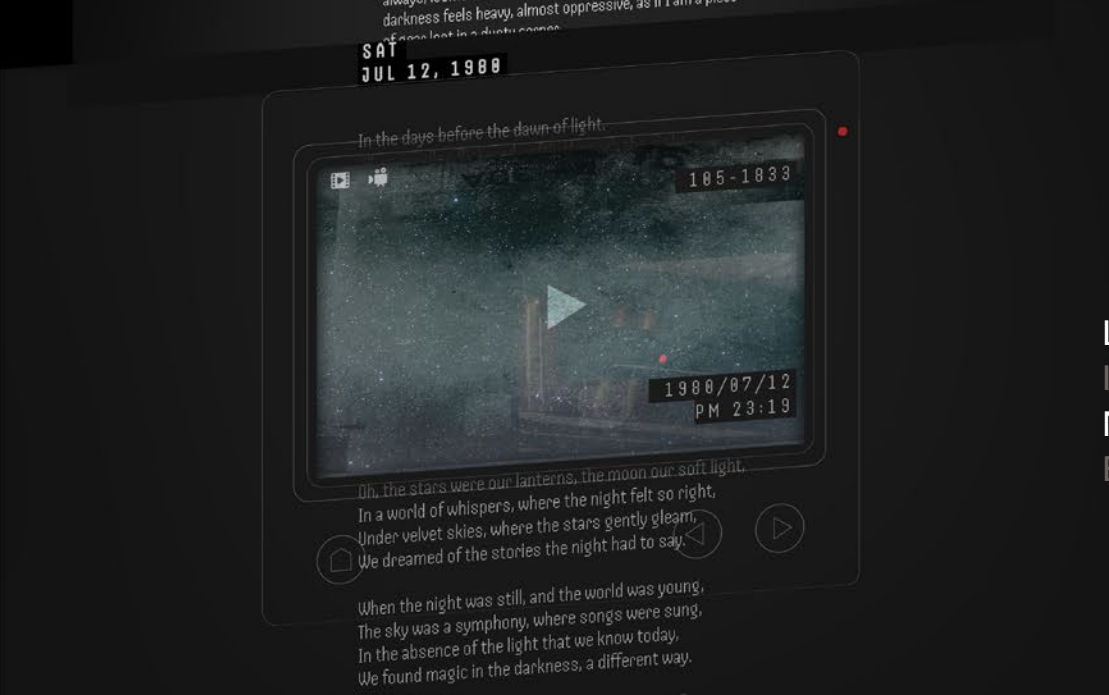
cars.
any place. I belong anywhere on
I belong to the

Some beings dance, some don't. But the stars - they must dance.
Or at least the heart of the Milky Way does. The core of galaxy
feels alive, swirling with stars and nebulae and dust, like a pulse
we can't quite touch. But it's not always easy to see. The light of
the city buries the secrets of the sky. Away from it all, I can finally
see the traces of time - millions of years etched into the sky.

TUE

WEBSITE

VIEW ▶



Listen.
Immerse.
Navigate.
Expand.

MUSIC+



{APP}

{MATCH}

{CONNECT}



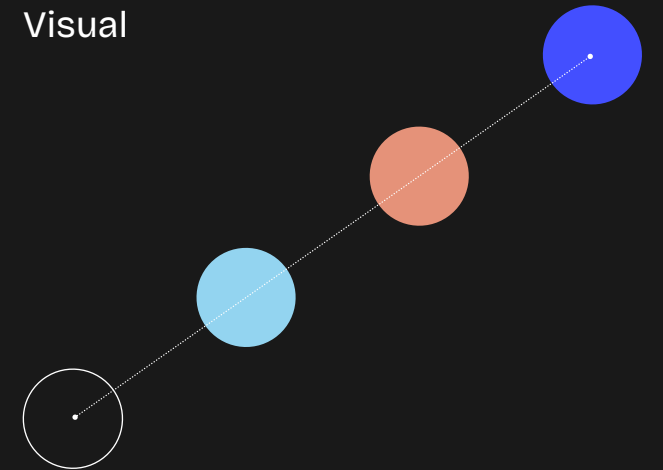
Music+ reimagines music discovery as a social experience rather than an algorithmic one. As streaming platforms increasingly reinforce familiar listening habits, the project creates a community where people with shared musical tastes can exchange recommendations, discover unexpected artists, and build meaningful connections through music. By combining intuitive interaction with community-driven features, Music+ transforms listening from a personalized feed into a shared cultural experience.

DESIGN ELEMENTS

Kalnia Regular DM Sans 9pt Regular

A B a b

Visual

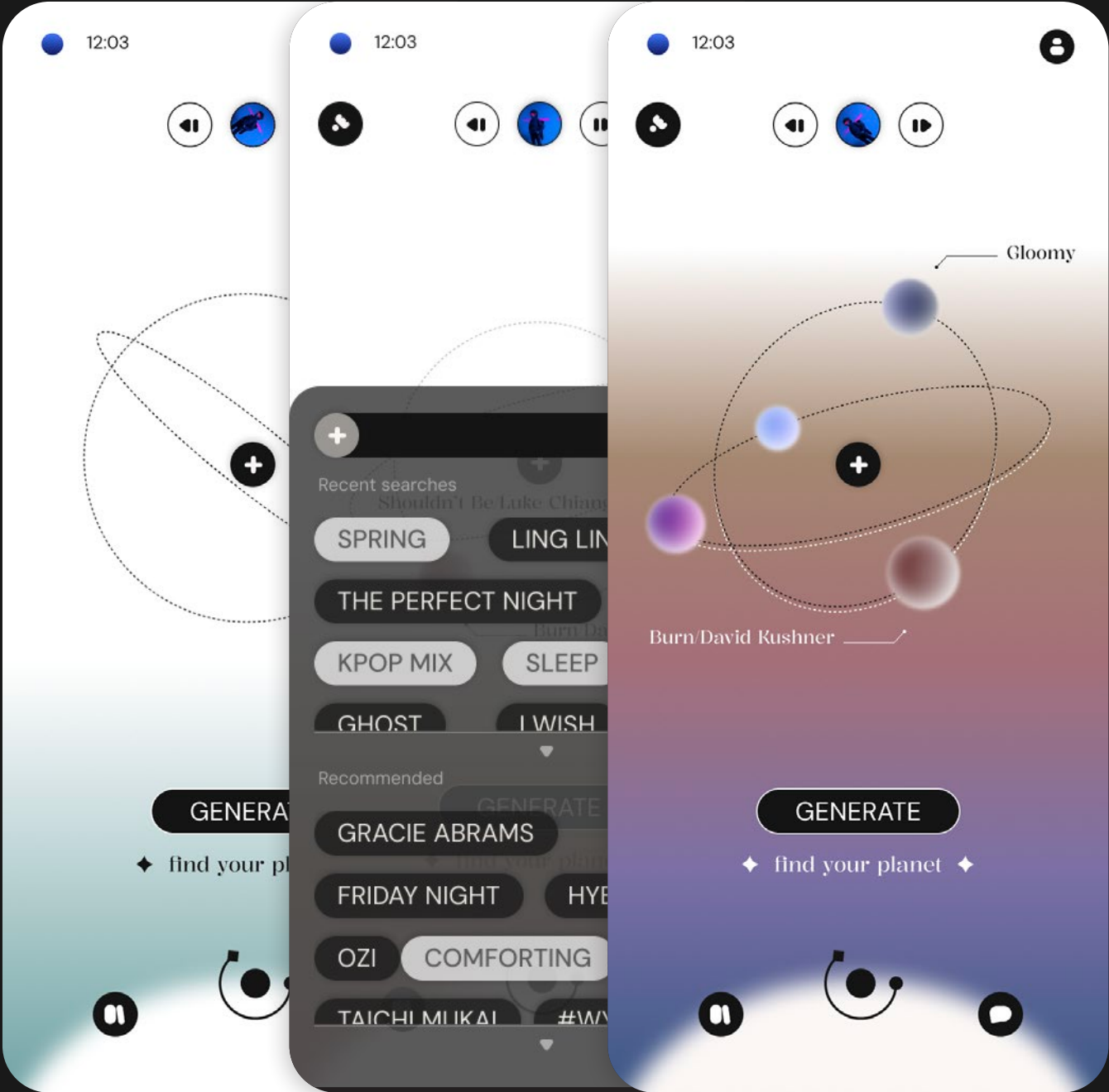


Everyone listens within their own universe, where emotion keywords become planets that grow with every discovery.

Landing Page

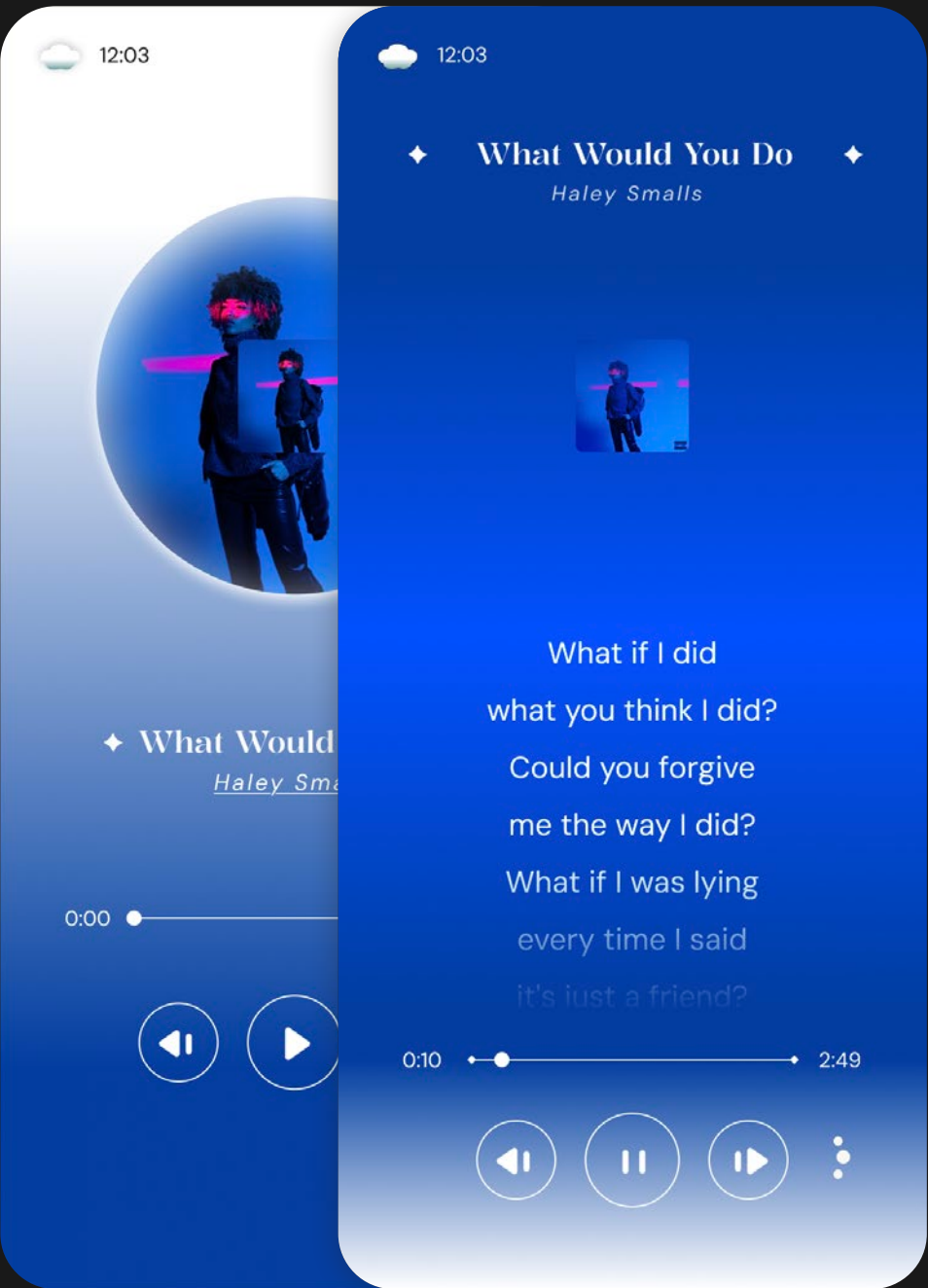
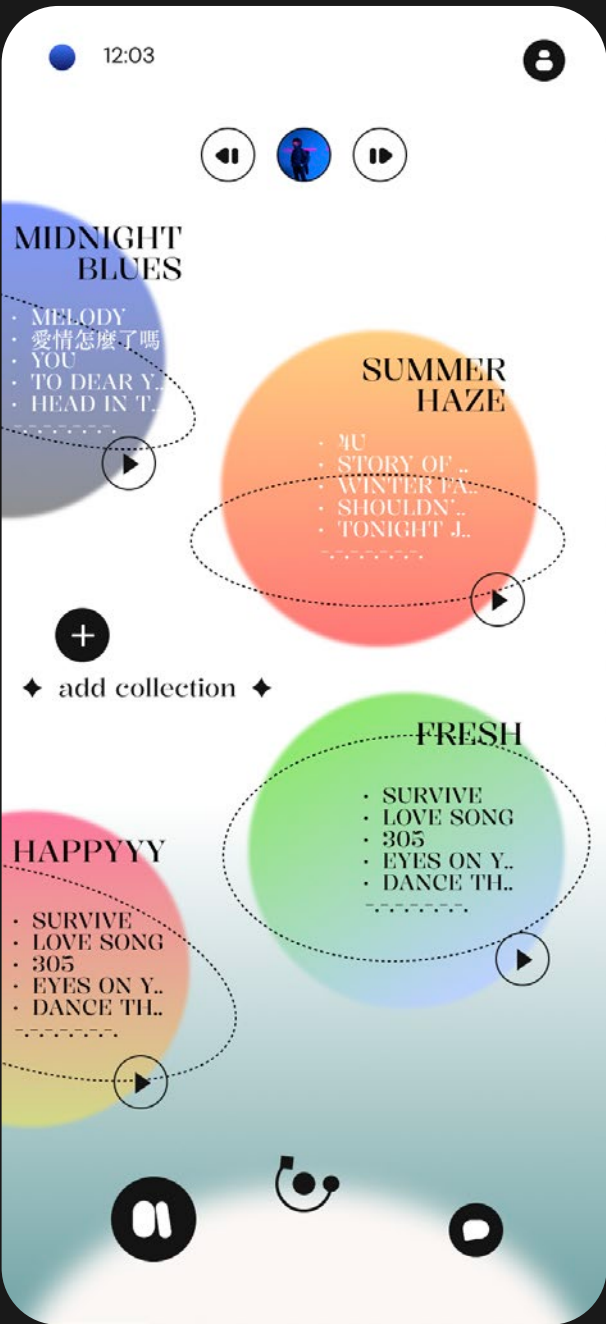
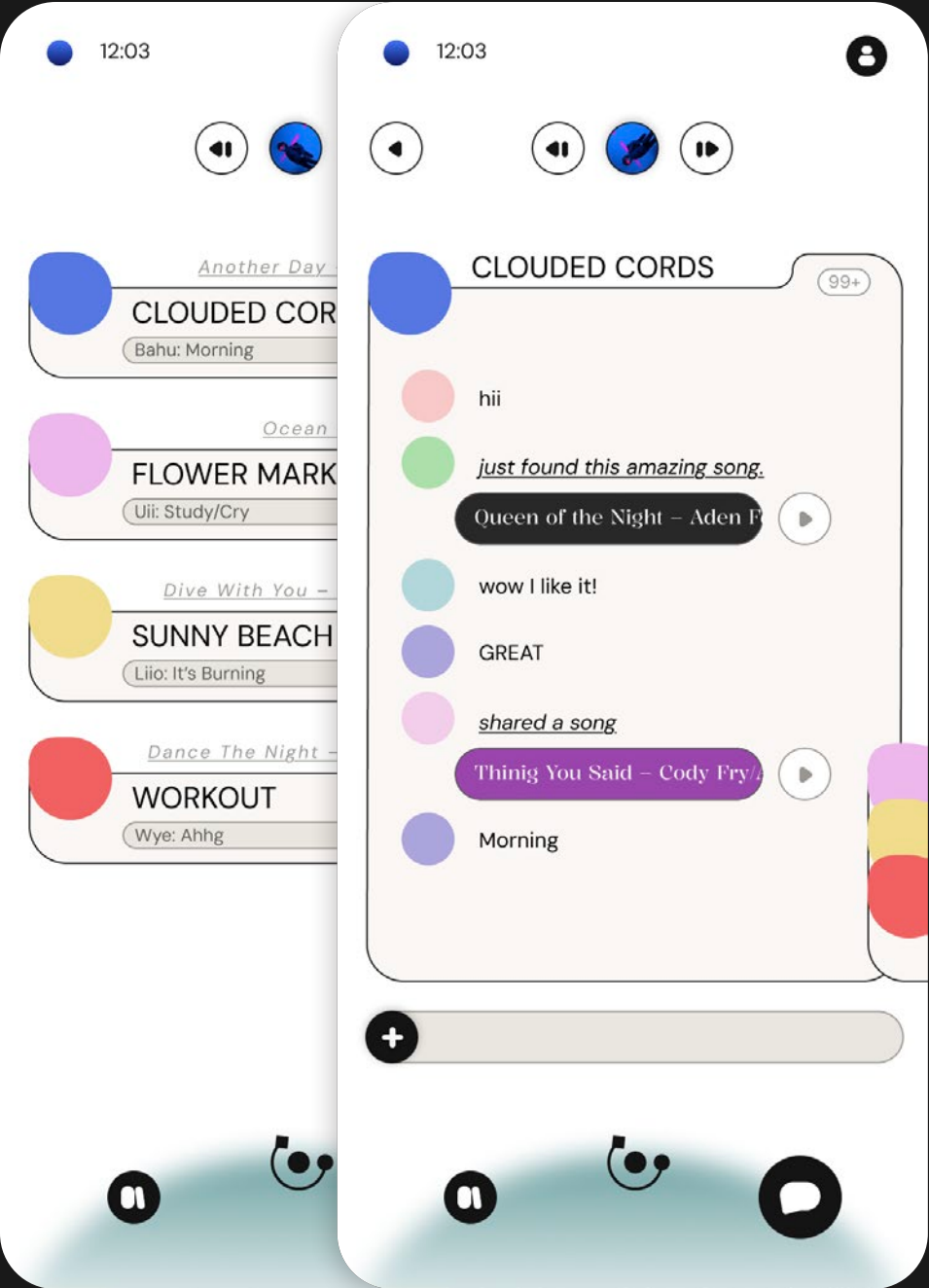


Home Page



Search Result

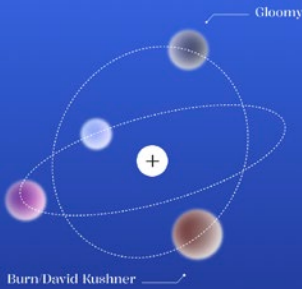




Components

Music 

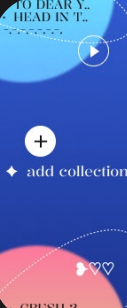
 00:56
2024/09/12

Gloomy

Burn David Kushner

 add collection

HAPPYYY

CRUSH 2
UNICORN

CRUSH 2
UNICORN
LOVE WIN
STARLIGHT

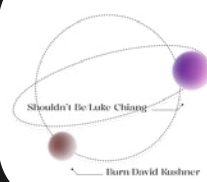
MIDNIGHT
BLUES
MIDJODY
愛情怎麼了嗎
NO
TO DEARY
HEAD IN T.

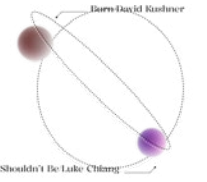
SUMMER
HAZE
WU
STORY OF
WINTER FA
SHOULDN
TONIGHT J.

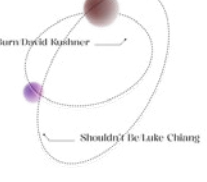
MORNING
DAYLIGHT
HADN'T M.
I DON'T W.
NO
FINGERS C.

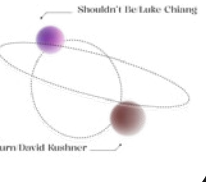
HAPPYYY
SURVIVE
LOVE SONG
305
EYES ON Y.
DANCE TIL

FRESH
SURVIVE
LOVE SONG
305
EYES ON Y.
DANCE TIL

Shouldn't Be Like Chasing

Burn David Kushner

Burn David Kushner

Shouldn't Be Like Chasing

GENERATE

GENERATE

GENERATE

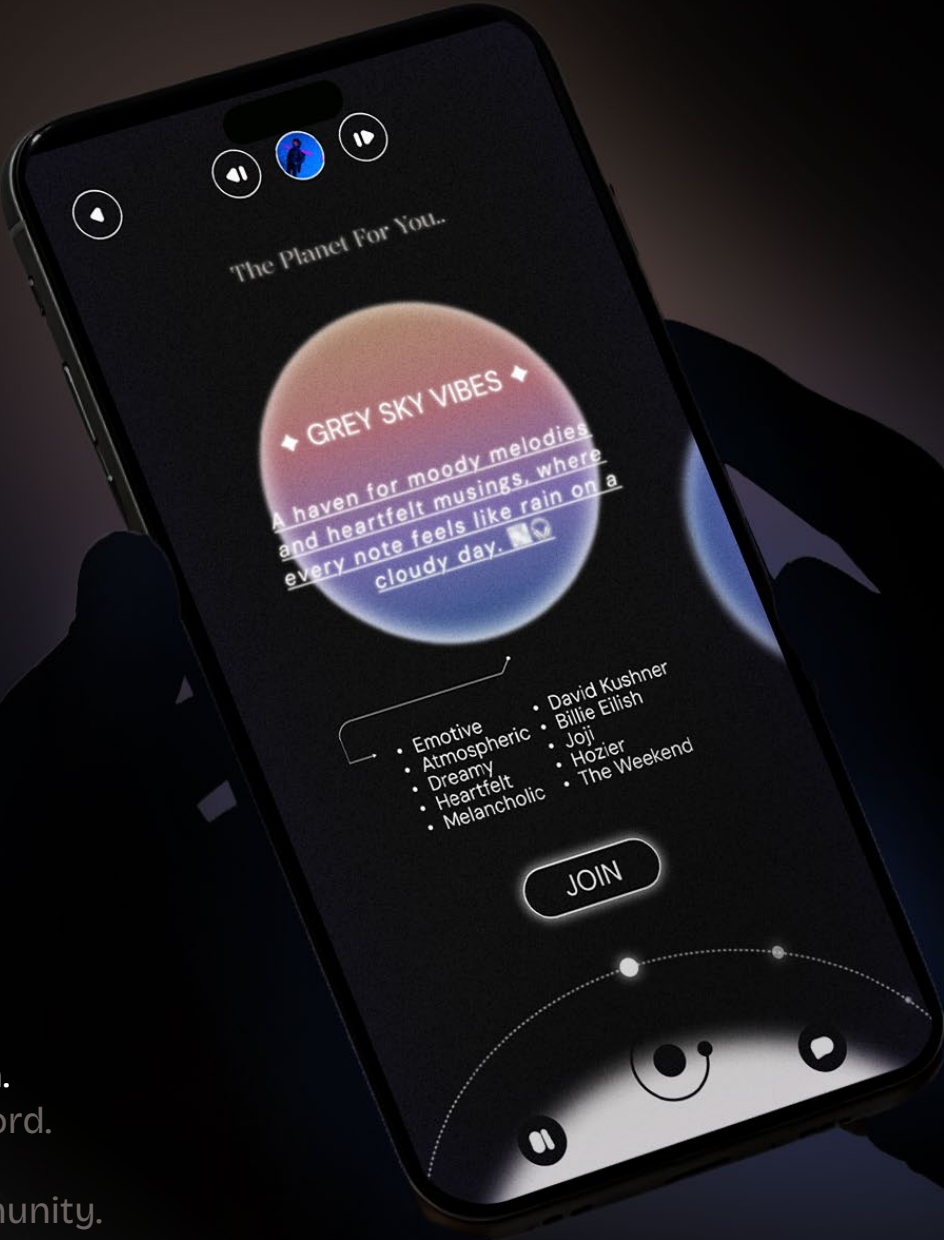
GENERATE







Match.
keyword.
Meet.
Community.



Music ♪



THANKS FOR WATCHING

:D

