

SELECTED WORKS

PRODUCT CONCEPTS

GRAPHIC DESIGN

2026 _____

*Portfolio**

A **multi-media product designer** with a background in **Psychology**. A divergent thinker with strong creative intuition *beyond aesthetics*. Adept in curating **bespoke OS&E products** and **enhancing guest experiences**. Eager to provide innovative solutions to an array of creative endeavors.

Grace Lau _____

Hello.

PROFESSIONAL EXPERIENCE

PRODUCT EXPERIENCE DESIGNER

Palatino Hospitality | APR 2024 - CURRENT

- ✧ Advised a range of international luxury hotels on cohesive room styling by proposing tailored room amenities/OS&E designs based on architectural guestroom renderings.
- ✧ Designed and curated bespoke room amenity collections to seamlessly integrate with interior aesthetics and elevate guest experiences.
- ✧ Collaborated directly with manufacturing teams to assess the technical feasibility and manufacturability of new product models from concept to execution.

GRAPHIC DESIGNER

QF Capital | DEC 2022 - APR 2024

- ✧ Aided the design and production logistics of on-brand materials, enhancing brand consistency and recognition
- ✧ Implemented a brand transformation strategy, promoting digital presence and expanding global reach
- ✧ Coordinated with building management in revising building directories, optimizing visitor experience

TEACHER

Qurio Education | JUL 2022 - JUL 2023

- ✧ Innovated play-based activities for 2-12 year olds, fostering active participation and self-motivation
- ✧ Developed curriculum, materials, and successfully led expressive arts camps with over 120 participants

PROFICIENCY

ADOBE ILLUSTRATOR
 ADOBE PHOTOSHOP
 ADOBE INDESIGN
 FUSION 360
 PROCREATE
 FIGMA
 MICROSOFT OFFICE SUITE
 MAC AND WINDOWS

EDUCATION

PSYCHOLOGY (Bsc, 1st Hons)

University of Kent | SEP 2018 - JUN 2021

ART & DESIGN (Pre-U, Distinction)

The King's School | SEP 2016 - JUL 2018

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01 _____

Product Concepts



The Boca Raton Members Club:

Floridian Country Club Gifting Collection

The objective was to design a bespoke gifting collection that promote membership acquisition while celebrating the milestones of loyal members.

The project reimagined the luxury guest journey, utilizing curated gifts as a strategic touchpoint to elevate the guest experience, from early marketing engagements, to the cultivation of long-term loyalty.

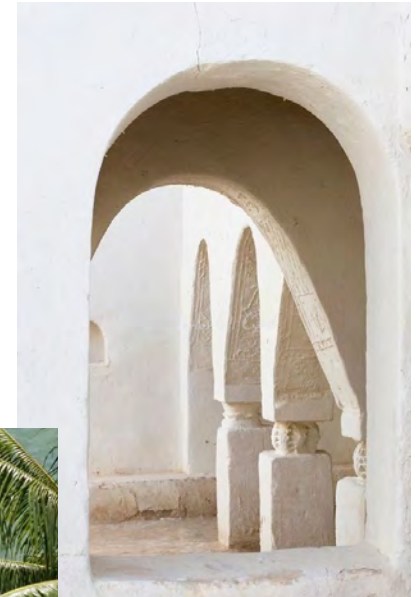
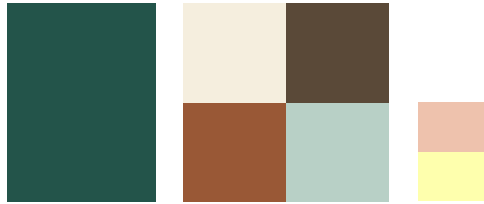
To differentiate this offering from the brand's core identity and our past collaborations, we created a renewed brand aesthetic that intertwines vintage Floridian elegance with the deep historical narrative of the property.

SKILLS

Merchandise Design
Brand Storytelling
System Design

PROGRAMME(S)

Photoshop
Illustrator
In-Design

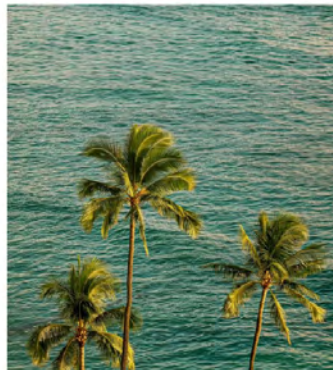


Colour Palette

The palette is derived from the vibrant Floridian aesthetic, Sandy Beige, Pale Blue, and Bright Yellow provide a natural foundation of beach and sky, with Teal as a retro reimagining of the property's golf courses and palms. Grounding these vibrant hues are Terracotta and Taupe; inspired by the property's banyan trees and deep shadows.

The palette anchors on a Pale Pink, bridging the property's original identity with a nostalgia that is central in the new collection.





Product Moodboard

Balancing active energy with quiet luxury, the collection is defined by a tactile material palette. Rich teal grain leather is juxtaposed with organic cotton and natural stone, while bespoke patterns and narrative illustrations introduce a spirited infusion of colour and elegance.

Illustration Moodboard

The collection will feature a series of hand-painted style illustrations, capturing the different areas of the club from a bird's eye, depicting the tranquillity of crowds when viewed from afar.

These dynamic statements introduce a playful touch into the collection while making direct references to various facilities accessible with the membership.





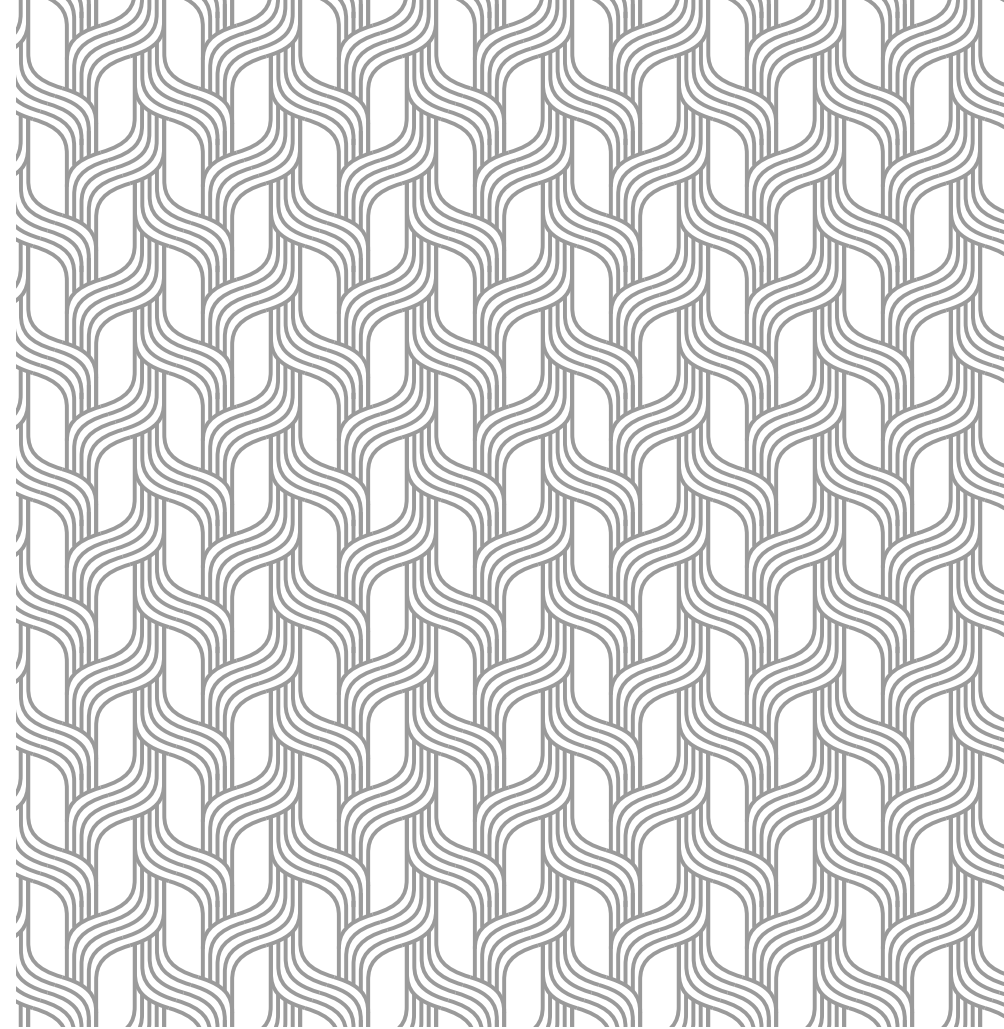
The Pattern

Inspiration

Inspired by ancient Mediterranean engravings, majestic Banyan tree, and the constant ocean waves, this interlocking motif pays homage to the rich history of the Boca Raton, which is both cumulative and interwoven, like fortified Banyan aerial roots.

Application

This pattern works in tandem the bold color palette and vivid illustrations to create a cohesive balance. While the illustrations are evocative, this pattern provides more discreet application that is immediately legible. It is best reserved for large surfaces, such as debossed tonally on leather items, and printed collaterals.



SEAMLESS PATTERN



SEAMLESS PATTERN

The Stripes

Dual-Pattern Strategy

To elevate this collection beyond a one-dimensional merchandise, the introduction of stripes establish a sophisticated brand hierarchy. While the bespoke pattern quietly anchors the collection's heritage, the stripes captures the spirited energy of active club life. Rendered in a deep green inspired by the property's lush foliage, the emerald ocean, and vast stretch of golf courts, this bold motif serves as the vehicle for our wearable apparel and lifestyle accessories.



Welcome Gift

Flower Arrangement with Reusable Bag & Tray

Our introductory membership gift features a welcome bouquet, a bespoke tray, and a custom carrier bag. Designed to be repurposed, the tray makes a beautiful home decor piece, while the carrier serves as an ideal beach bag for guests to enjoy at our private beach.

*mixed marble recalling
the property's exterior of
pink stucco*



*Pattern debossed
on leather*



*Illustration printed
on inner lining*



*Metal button with
emblem engraved*



**gusset adjustable with snaps*

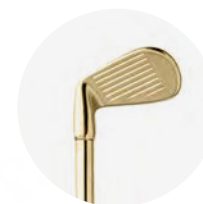


*Dark green velvet lining
to emulate the lush
green golf courses*

*Pattern debossed to recall
the history interwoven
with the Banyan trees*



*Metal button with
emblem engraved*



**Golf club shaped
stirring foot*

Milestone Gift

Golf Club Cocktail Stirrer

Subsequent milestone gifts are thoughtfully designed to integrate into our members' lifestyles while making subtle references to on-site facilities, such as the 300-acre golf resort and the wide offering of cocktails across the property's restaurants. A personalized invitation card is presented alongside these gifts to further encourage members to explore the different facilities on-site.



*Sliding design with lanyard
Debossed pattern & printed illustration.*

*illustrated card design
depicting the property*



*Metal button with
emblem engraved*

Member's Card Holder

A custom integrated lanyard and card holder adds prestige to the membership experience. The clean exterior design showcases our signature stripes and a discreet gold button with a debossed emblem. Inside, a smooth sliding mechanism reveals a custom-illustrated access card.

Teens & Kids

A secondary priority was developing a product line for teens and kids that integrated the existing youth program's mascots into the new branding. Stripes of varying widths were used to distinguish between the different age groups.



**placeholder illustration used*



Pink and yellow, which were subtle accents in the adult collection, became the focal points for the younger audience, adding playfulness while keeping the collections visually linked.



Illustrations that make direct references to onsite facilities

Illustrations that make direct references to onsite facilities



keychains that recall the different ballgame facilities offered on site.

Event Souvenirs

Simple and mass producible souvenirs to be handed out at property events and functions, with fun and visible branding referencing various on-site facilities, aimed at evoking a sense of curiosity onto receivers as well as other guests on-site.

Paper Coasters

Vibrant and functional paper collaterals in strong branding strong call to action text, shaped after ballgames members could have access to on-site upon joining the membership club.

Illustrations that make direct references to onsite facilities



Illustrations that make direct references to onsite facilities

Grand Lotte Seoul:

Korean-European Fusion Room Amenities

Guest rooms at Grand Lotte Hotel are an eclectic fusion of European romance and Korean heritage. Floral elements and wall moldings are recurrent throughout the interiors. Subtly, the rooms maintain an Asian cultural connection through the use of brushed brass, natural wood, and blue accents inspired by Korean celadon. To fulfill the client's request for Korean-inspired design room items, I had to overcome the challenge of achieving a seamless blend between two aesthetic extremes, ensuring distinct Korean elements felt at home within a classically European interior.

SKILLS

Room Styling
Product Design
Concept & Research

PROGRAMME(S)

Fusion 360
Photoshop
Illustrator
Gemini



Room Analysis

Colour palette, materials, textures, and decorative elements from the room renders are deconstructed to curate a material board for the collection. Interestingly, when viewed in isolation, a lot components are neutral and sharing common ground with both Korean and European aesthetic.

Botanical Illustrations / Korean Art

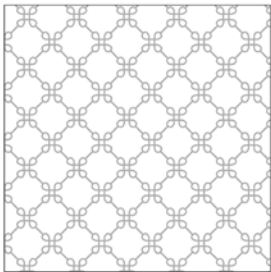


GRAND LOTTE SEOUL

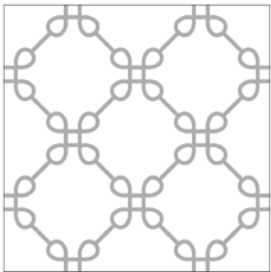


The Design Bridge: Pattern

Serving as a stylistic bridge between the two aesthetics, a bespoke pattern was introduced based on the room's floral motifs. Originally inspired by the room's floral motifs, the design evolved to resemble traditional Korean knots (Maedeup). Available in three scalable sizes for versatile application, this pattern adds tactile sophistication and a modern edge to contrast the room's soft and smooth finishes.



SCALE 1



SCALE 2



SCALE 3



Bedside Collection

A bedside collection consisting of a tissue box holder, jewelry tray, and notepad holder was developed using neutral materials like linen and wood to blend seamlessly into the room. The pieces feature geometric silhouettes to compliment the new pattern, accented by subtle "petals" shapes applied at different touchpoint.



Pattern embroidered, inspired by traditional Korean textiles



Cutout shape inspired by Korean temple archways



Brushed brass pen with hexagonal edges



Four-petal floral shape with corner loops to emulate knot features



Pattern at Scale 3 acts as a modern flower centre

Mini Bar Collection

To achieve the curated, residential feel requested by the client, I intentionally limited the pattern's application so the pieces wouldn't feel like a corporate set. By juxtaposing traditional and contemporary materials and silhouettes, I developed a pseudo-Korean minibar collection that naturally embraces a mix-and-match aesthetic





COFFEE & TEA TRAY

An octagonal lacquer tray that features a European botanical illustration in traditional Korean oyster shell inlay



COFFEE & TEA BOX

Traditional Korean metal corner applied on a translucent rose-petal coloured resin box for a modern fusion effect.



COASTER COLLECTION

These brushed brass coasters mimic a gold coin stack with debossed designs extracted from Dancheong motifs found on Korean temple roofs.



Bathroom Collection

To play into the residential style, a set of resin amenities mixing jade and fabric textured was curated.



CELADON RESIN

Geometric shapes that balances the organic feature of the collection in marbled celadon green resin



SOAP PUMP & BATHSALT CONTAINER

Resin containers moulded after organic fabric folds calls back to Bojagi knotting and add softness to the collection.



TOWEL TRAY

Featuring curves that immitate the swooping eaves of traditional korean architecture



MGallery Group:

Translating Geometric Branding into Products

This OS&E design project ran under a tight budget, limiting material choice and sample development. The challenge lies in resonating the brand's strong visual identity under these constraints, provoking design simple yet impactful design solutions, such as applying brand features (accent colours and diagonal lines) in diverse touchpoint. The result is a unified and cohesive item collection with subtle distinctiveness.

SKILLS

Product Conceptualization
Manufacturing logistics

PROGRAMME(S)

Photoshop
In-Design

Geometric Branding

MGallery is a luxury hotel branch which reached to redesign a full set of in-room amenities that would be standardised across international properties. Instead of opting for a versatile design that could blend into any interior, client wanted the items to stand out as centre pieces, and requested for designs to adhere their strong corporate branding, which is comprised of vivid colours contrastful patterns, and reticular silhouettes.



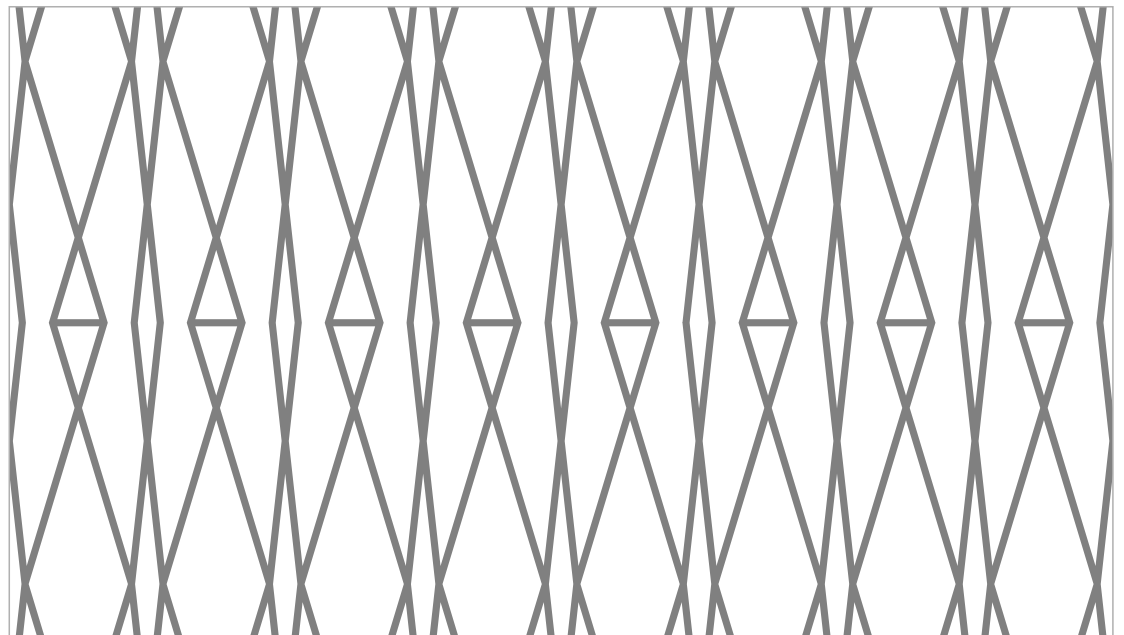
MAIN LOGO



COLOUR PALETTE



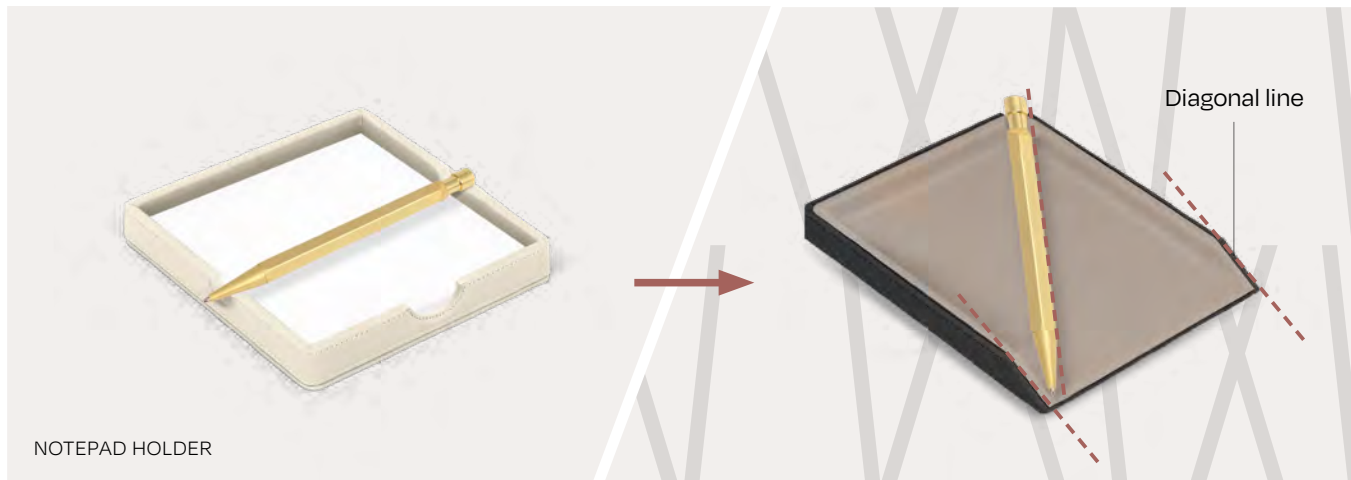
PATTERN STYLE 1



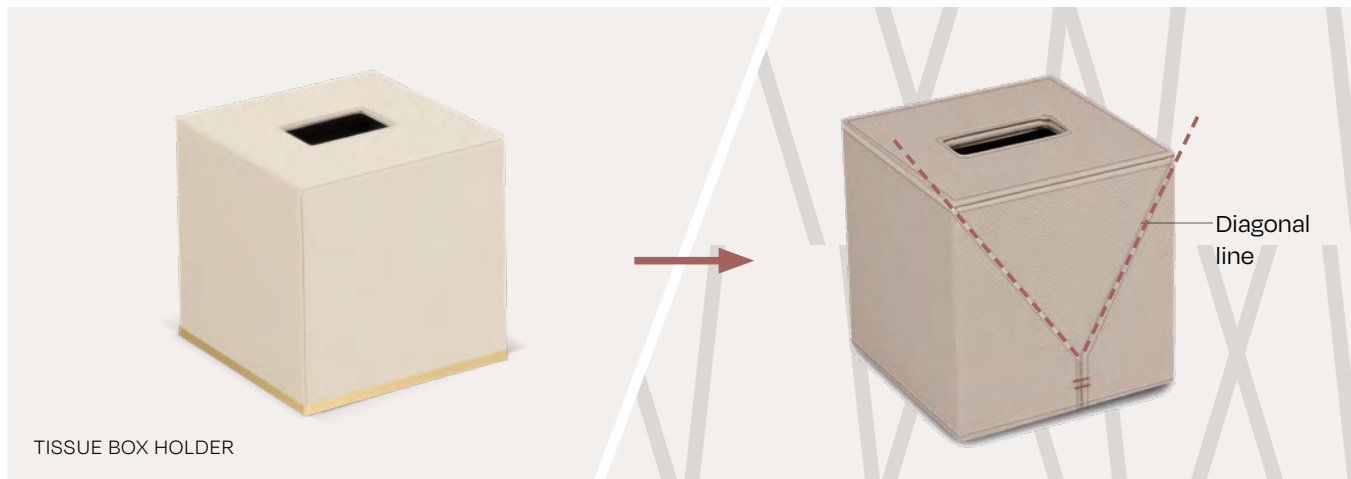
PATTERN STYLE 2



REMOTE CONTROL HOLDER



NOTEPAD HOLDER



TISSUE BOX HOLDER

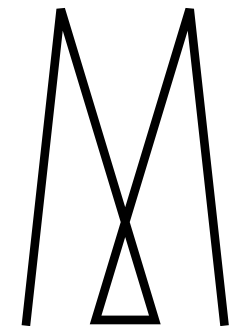
Budget Constraint

On top of the challenge to translate their distinctive branding to 3D products, the client was also on a tight budget constraint, limiting our material choice to the most economic PU leather.

Without the resources to develop new models, we turned to our most basic models and began tweaking their silhouettes to embody the geometry that was most distinctively MGallery.

The Plan

Without the resources to develop new models, we turned to our most basic models and began tweaking their silhouettes to embody the geometry that was most distinctively MGallery.



The Collection

The final collection was a cohesive set of PU leather items with unique details over simple silhouettes, with the brand pink acting as a vibrant accent to the more neutral beige and black. Though with a unanimous material and textures, the uniqueness of the collection comes from the subtle application of diagonal and the contrasting colours.

Pink applied on inner lining of bin for a peek-a-boo of colour

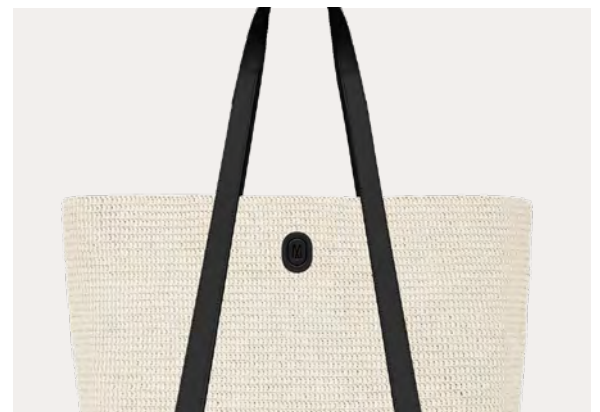
Symmetrical wrapped effect simulating the "M" shape

Tapered handle placement

Diagonal pen placement

A symmetrical dip that creates a shallow "M" shape





02 _____

Graphic Design

2024
CALENDAR



2024 Calendar

A Contemporary Twist on Corporate Calendars

A calendar should serve both a practical aesthetic function. This 2024 calendar was designed to be an end of year gift. It showcases a collection of illustrations depicting QF Capital's latest developments in a contemporary style.

SKILLS

Illustration
Layout design
Print design & logistics

PROGRAMME(S)

Illustrator
Photoshop



Achieving Visual Consistency

The project called for an illustrated calendar depicting 12 properties from the company's wealth portfolio. The architectural styles are diverse, ranging from Edwardian Baroque to modern skyscrapers. To overcome their visual differences, a vibrant colour palette was chosen to unify the illustrations and establish a consistent visual identity.

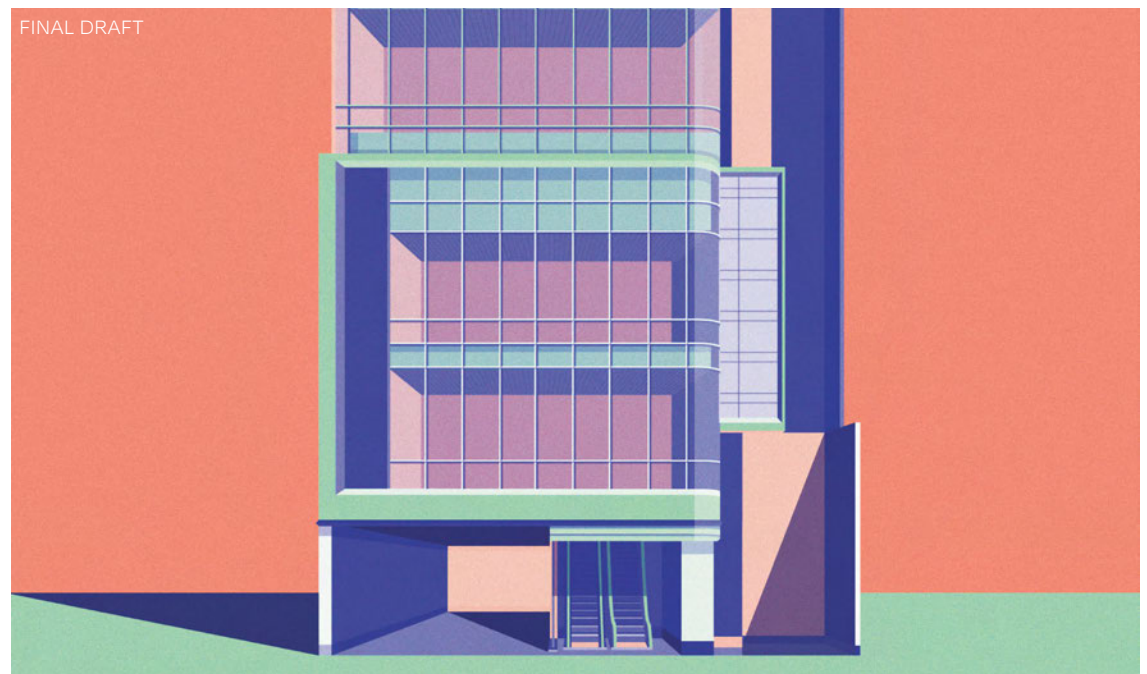
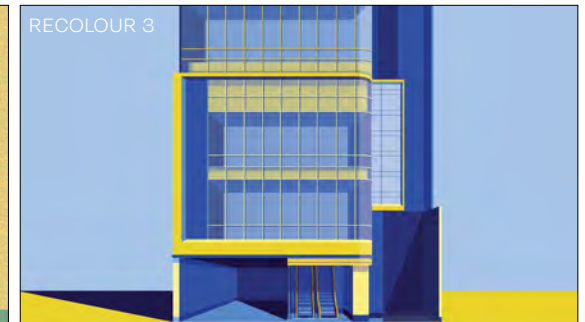
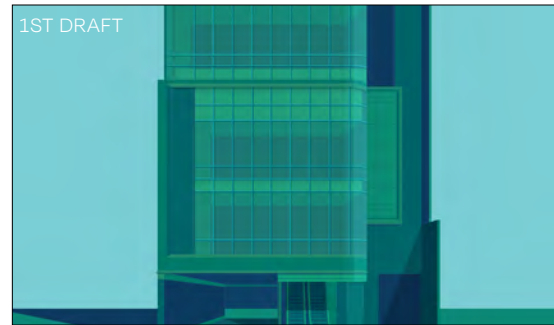
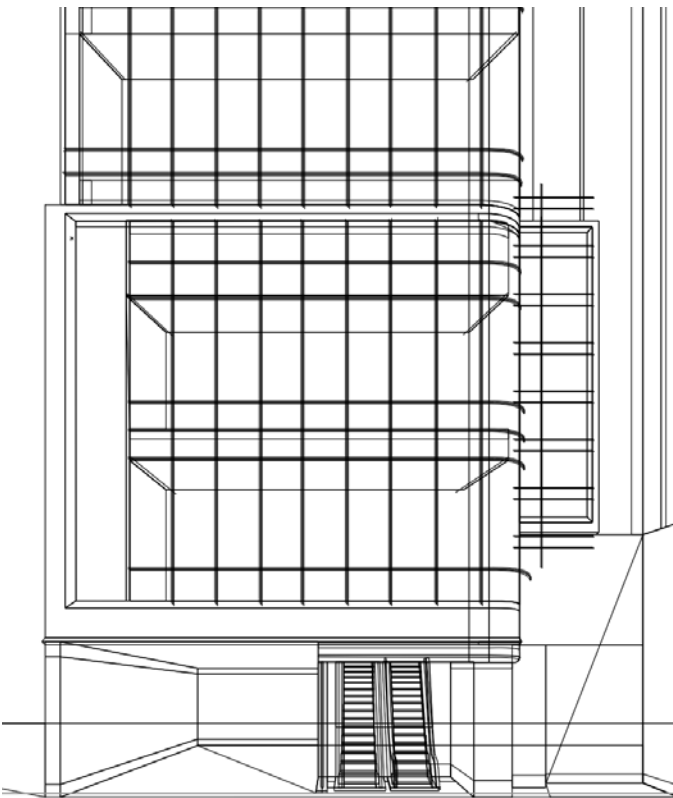
A designated palette of six pastel neon colours was used to maintain visual coherence and overcome compositional inconsistencies. Each illustration comprised of three to four colours from the palette. Despite their distinctiveness at the individual level, the illustrations exhibited a cohesive "family resemblance".

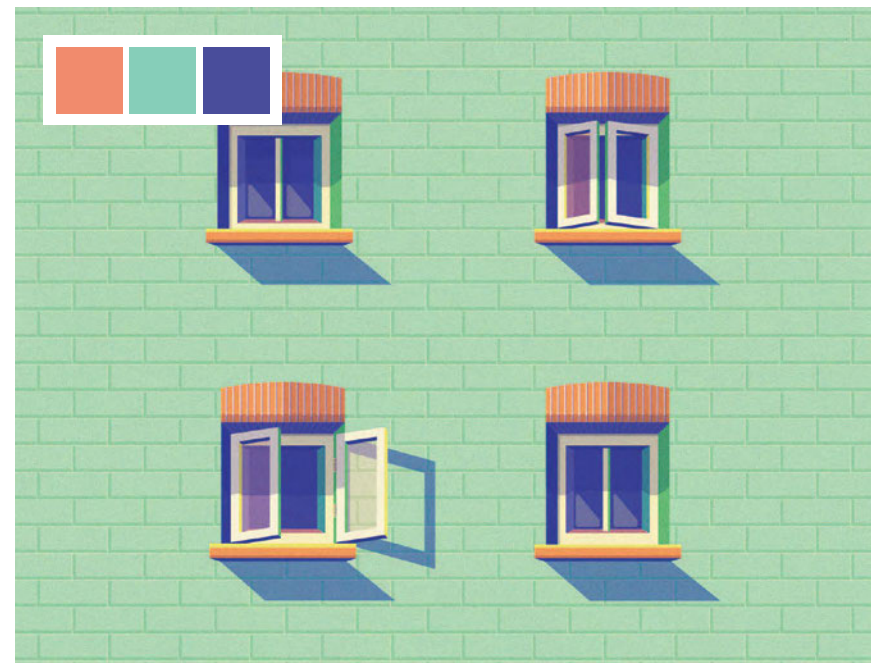
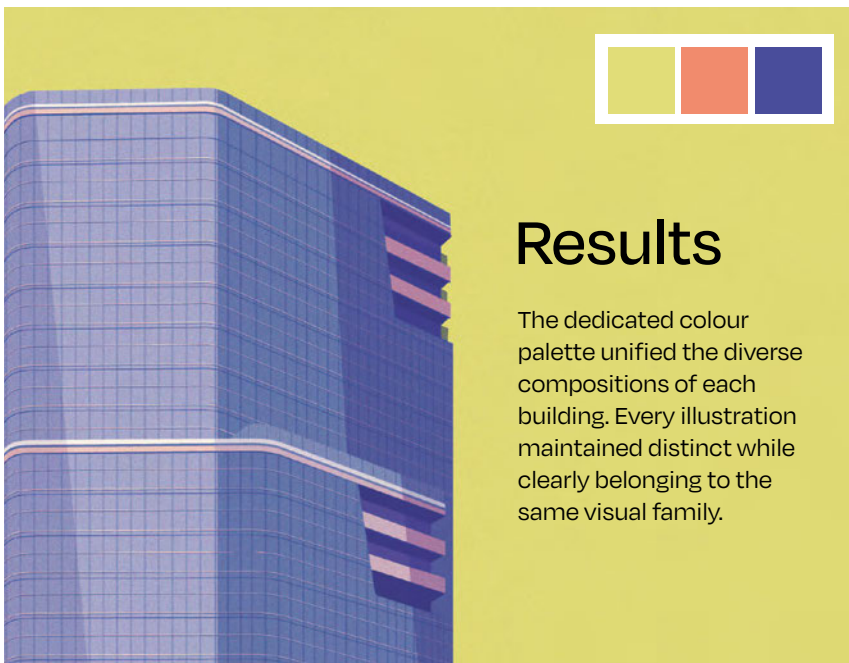
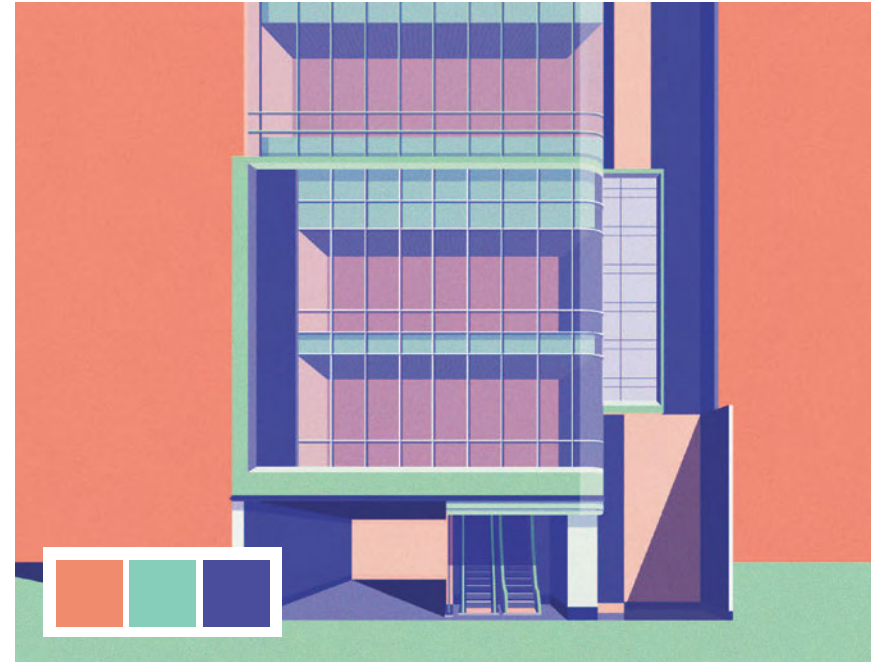
PALETTE



Process

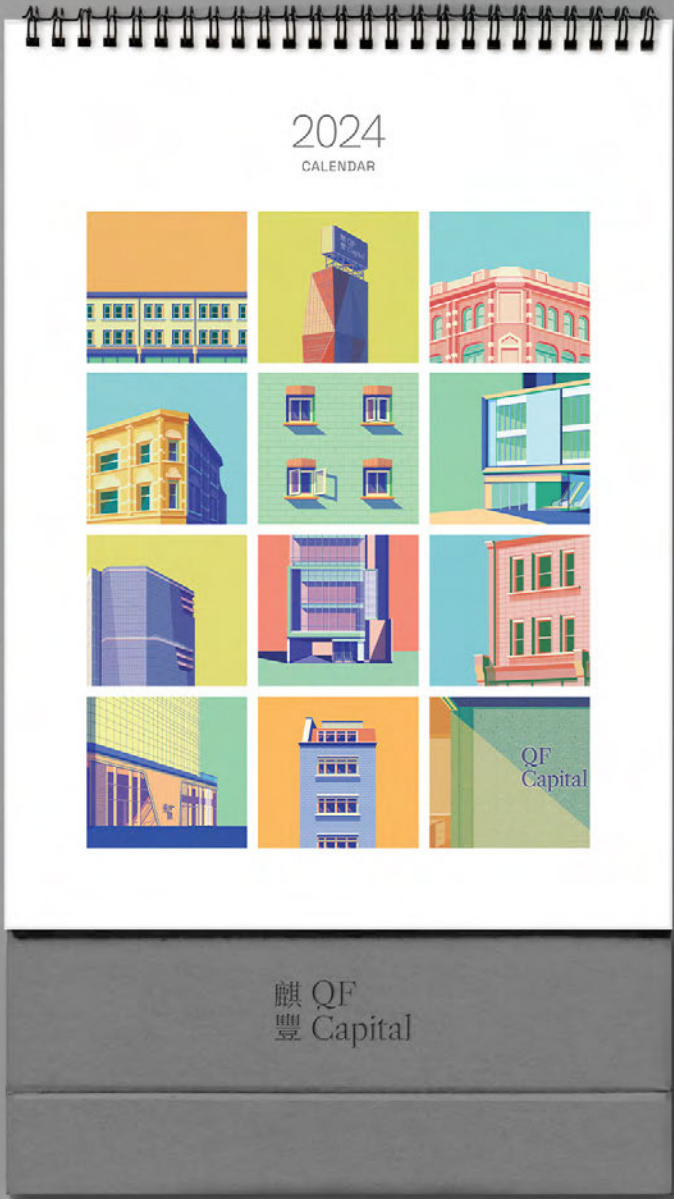
The meticulous illustration process was characterized by extensive trial and error. After the basic shape of the architecture was established, it would undergo multiple recolouring using different combinations of colours from the palette until a satisfactory visual appeal was achieved.





Mockup

COVER



INSIDE - JANUARY





ALL ILLUSTRATIONS







The Orchidragon:

An Atypical Red Packet Mascot Design

When designing Lunar New Year graphics, it is customary to include mascots such as legendary creatures or the zodiac animal of the year. How can we elevate our designs and make them distinct from the conventional ones?

This project was a commission for QF Capital, an investment company with deep green as their brand colour. It presented a stimulating opportunity to create a design entirely from scratch, pushing the boundaries of my creativity in terms of both execution and innovation.

SKILLS

Print logistics
Illustration
Concept Building

PROGRAMME(S)

Illustrator
Photoshop



Concept

In an effort to steer clear of commonly overused elements such as lanterns, fireworks and gold coins, I begin to explore the orchid flower as a symbol of CNY. Delving deeper into its form, I found myself drawing intriguing parallels between the flower and the identifying features of a dragon, a legendary creature commonly featured in traditional designs.

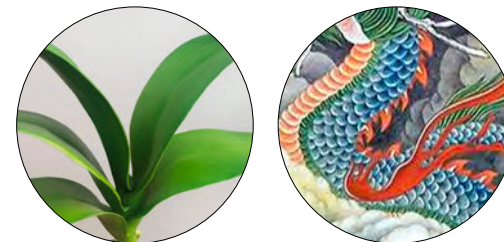
SHARP FANGS



LONG BODY



REPEATING SCALES



By studying a symmetrical view of both the orchid flower and the dragon, I carefully selected and adapted their most striking features, seamlessly blending them together. The result was a dynamic creature that embodied the essence of both subjects.



COMMON ORCHID

+



DRAGON DOOR KNOCK

=

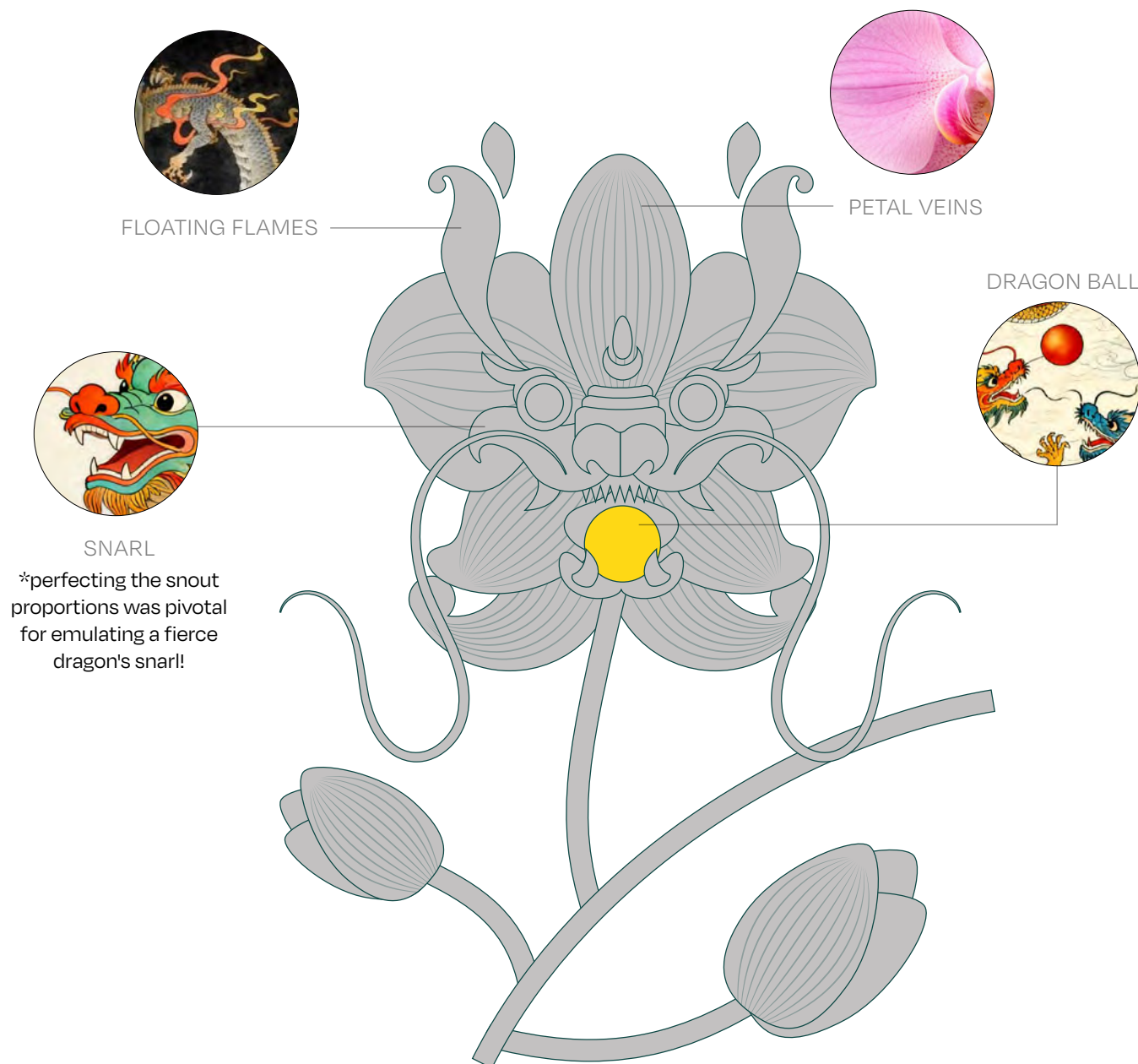




EARLY DRAFT

Line Art

It took several revisions to capture the essence of a dragon while maintaining visual balance in the design. Since the symmetrical shape of the orchid already resembles a dragon's snout, the main challenge was to incorporate more dragon features without compromising the overall silhouette of an orchid flower.



Colours

The client preferred to incorporate forest green (their brand colour) into the design. Though this colour is not conventionally associated with Chinese New Year, its deep cool tone ended being a perfect base colour for vivid colour contrasts.



CLIENT BRAND COLOURS



PAST EXPERIMENTATION

I drew colour inspiration from traditional Chinese watercolours and silk embroidery, where steep gradients between complimentary colours are commonly featured. Various combinations were explored, until a curated set of colours with optimal contrast was achieved.



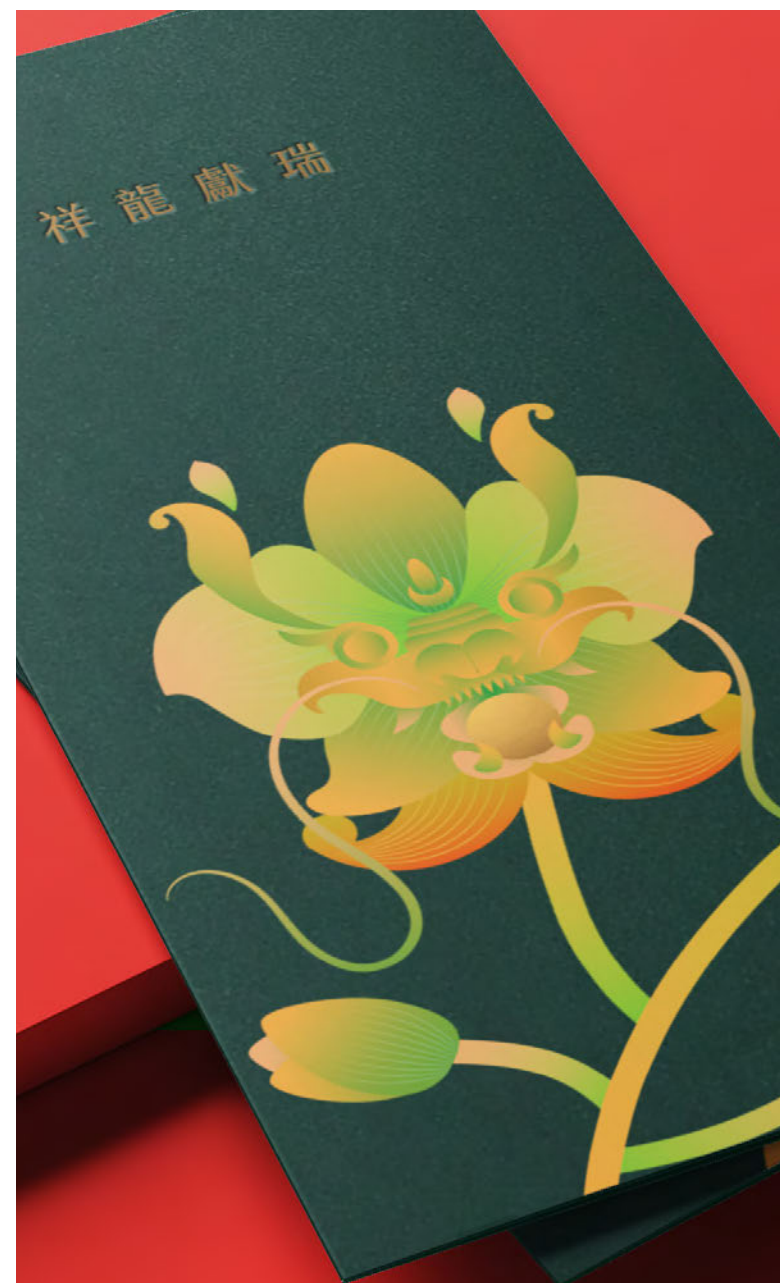
Results

Three designs were selected for sampling. By manipulating colour pairing between the background and dragon ball, three distinct contrast outcomes were achieved.





1 - PRINTED DESIGN





A monotonous embossed foil design with more conventional colours was also considered.

2 - FOIL DESIGN



3 - SOCIAL MEDIA DESIGN

The same graphics were also reused for social media marketing. With fewer constraints with colours visibility, more "clashing" combinations from past iterations were able to be reconsidered.

03 _____

Sketches

Impressionist
chair - Sam Yoon



Hobby Sketching

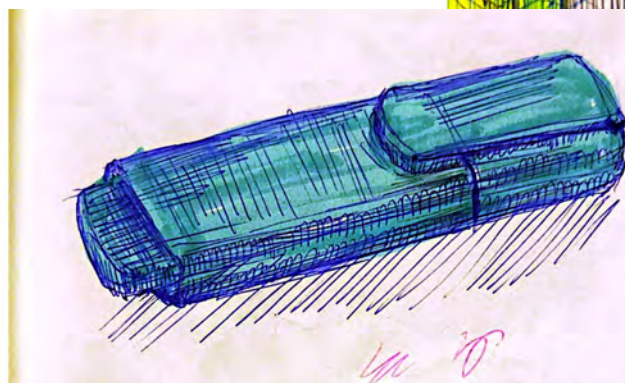
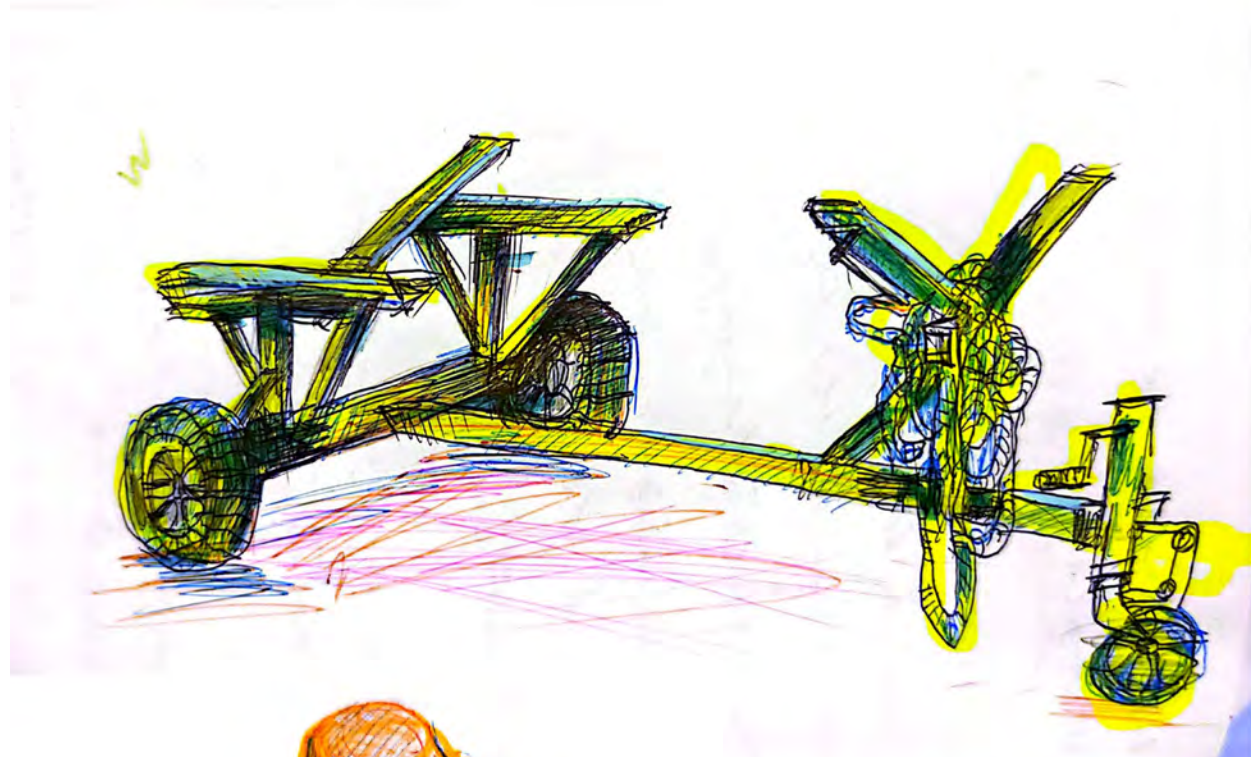
As a personal habit, I love carrying around a small sketchbook to mark down whatever that intrigues me in my surroundings. My favourite medium to use is a combination of highlighter, to block out basic shapes and sometimes for quick shading, and basic ball pen for details. Included in the next few pages are a selection of my favourite sketches of chairs, people, and items around my home.

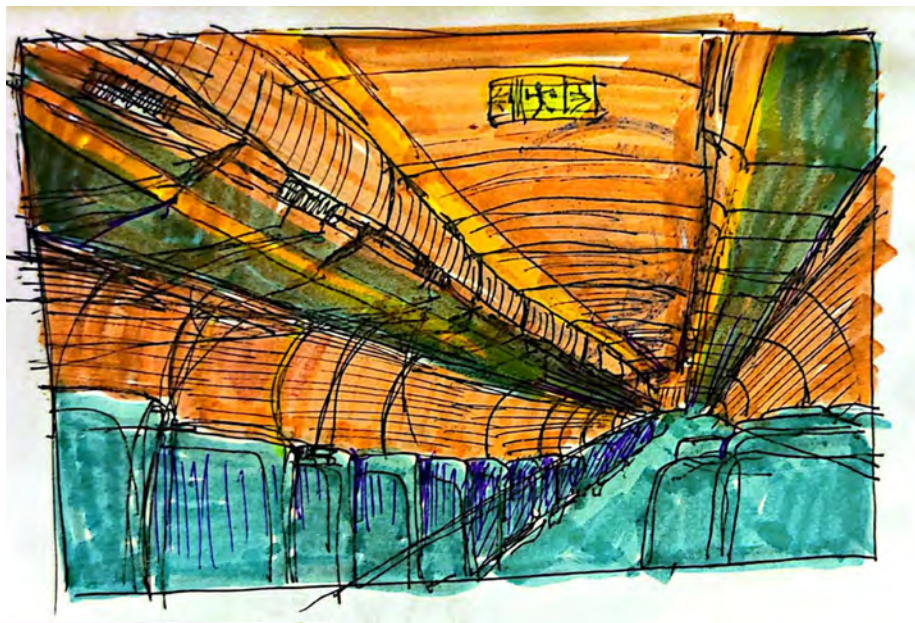
SKILLS

Sketching
Perspective Drawing

MEDIUM

Pen & Paper





presentation
chair - Sam Yoon



Very
considerable
object
at the
DDP.
29/10/25



Korea table :)

MARKET





————— The end

Thank You!