

SELECTED WORKS

PRODUCT CONCEPTS

ILLUSTRATION

2026 \_\_\_\_\_

*Portfolio\**

A **multi-media product designer** with a background in **Psychology and Early Education**. A divergent thinker with strong creative intuition, adept in curating a range of products from **children's toys** to **bespoke OS&E products**. Eager to provide innovative solutions to an array of creative endeavors.

Grace Lau \_\_\_\_\_

*Hello.*

# PROFESSIONAL EXPERIENCE

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## PRODUCT EXPERIENCE DESIGNER

*Palatino Hospitality | APR 2024 - CURRENT*

- ✧ Advised a range of international luxury hotels on cohesive room styling by proposing tailored room amenities that seamlessly integrate with interior aesthetics, elevating guest experiences.
- ✧ Designed and illustrated kids programme mascots to be used in a range of retail products and collateral, curating a more child-friendly atmosphere at luxury hotels.
- ✧ 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 2021 - AUG 2022*

- ✧ 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

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ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

FUSION 360

PROCREATE

FIGMA

MICROSOFT OFFICE SUITE

MAC AND WINDOWS

# EDUCATION

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**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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# *Contents*

## 01 *Toys*

IMAGINATIVE PLAY: ARTICULATED ANIMAL DOLLS

7

FASHION DOLLS: CLOTHING & SET DESIGN

13

## 02 *Graphic Design*

SHEBARA ACTIVITY BOOK: MASCOT & COLLATERAL DESIGN

19

THE ORCHIDRAGON: AN ATYPICAL RED PACKET MASCOT DESIGN

30

## 03 *Product Design*

THE BOCA RATON CLUB: FLORIDIAN COUNTRY CLUB GIFTING

39

GRAND LOTTE SEOUL: KOREAN-EUROPEAN FUSION ROOM AMENITIES

46

PATHOM HOUSE: "SOONTAREE" GUEST JOURNEY

55

01 \_\_\_\_\_

*Toys*

# Imaginative Play

## Articulated animals dolls

This solo passion project explores the challenge of creating posable soft toys with more versatile mobility for miniature photography. Going beyond dolls on the market with fixed expressions, these figures are able to hold props and express a nuanced range of emotions. Each doll deploys the classic teddy bear button-hinge joint, with the addition of wire armatures in their forelimbs to maximize mobility.

Each photographed scene is born from spontaneous play and motivated by the notion that the creative process should be devoid of judgment; letting each expressive animal dictate what it would like to communicate.

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### SKILLS

Sewing & Pattern Making  
Character Design  
Miniature Photography

### PROGRAMME(S)

Photoshop  
Fujifilm X-T20



# Posable Soft Toy

The first animal I crafted was a fox. While keeping it posable, I wanted to capture the realistic proportions of the animal, prompting me to design a character with a longer torso and shorter lower limbs. Just like the rest, this doll is hand-sewn with heather woven felt to realistically depict an animal's pelt. Facial expressions are kept minimal to allow the posing to dictate the emotion being expressed.



Not only does his tail give him a lot of character; it helps him to stand on his own, saving me a lot of editing time!



### *Out For a Picnic*

Having such unique proportions also posed a challenge to crafting fitted doll clothes. But with his best trousers on, he's here's spotted strolling hand in hand with his best bunny pal with a basket of wild flowers. I wonder where they are headed to?



### *Music Party*

Here's a fun and vibrant scene, joined by Bunny's other pals in song and dance!





"I...don't think I want  
to talk about it."



### ***2-Point Articulation Prototype***

To develop a larger doll in this collection, I aimed to not only proportionally scale up the design, but to add more points of articulation; such as on the elbow and knee joints. Depicted here is my handsewn prototype of a deer with improved mobility on the elbows, allowing it to express a further range of emotions.



# Fashion Dolls

## Clothing and Set Design

I've always been drawn to the eccentricity of Blythe dolls, building a small personal collection which I like to dress, style, and photograph along side my miniatures.

This section showcases my original designed and handsewn doll clothing and demonstrates my inspiration behind a few of my shots.

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### SKILLS

Sewing  
Doll Portraiture  
Colour Styling

### PROGRAMME(S)

Fujifilm X-T20  
Lightroom

# Autumnal Bliss

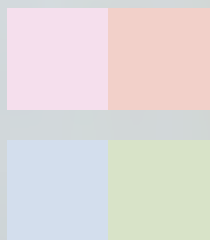
I've always been a fan of contrast and complementary colours in my shots. Red and green are typically associated with Christmas, but with a small twist in hue and saturation, olive green and muted wine red create a more novel pairing with the same familiarity. With the addition of a tawny brown from the doll's hair and eyeshadow, a triadic palette is formed, recalling the autumnal outfit she is donning.

Included in the shot are a couple of trinkets that match the colour scheme, placed by her feet, enriching the overall hues and adding visual interest near the bottom of the photo to balance out her large head and eyes.



# Analogous Pastels

As someone who loves visual contrast, it was an unconventional move to dress my pastel green haired doll in an pale blue smock. The floral pattern and roses also presented different hues of pink, bringing out her eyes and cheeks respectively, and creating two sets of analogous colour pairing in this shot.



"Psst!...are you seeing what I'm seeing?"

# Tea Party

An elegant and exquisite confectionary stop enjoyed by two brown haired sisters one grey afternoon.

*"I think the cat wants some of our cream!"*



"Gather around, children!  
Let's read a story..."



# Glasses

Eyewear encircle and frame Blythes' large, enticing eyes, creating a glaring focus in the shot.



## *3D Printed Accessories*

Beyond sewing, another medium I've been exploring is 3D printing. This cost effective option allows me to explore and create small, hard accessories such as eyewear and footwear for my dolls.

02 \_\_\_\_\_

*Illustration*

# Sheybara Resort

## Mascot & Collateral Design

This project introduced an opportunity to design a fun and dynamic printed children's activity book as a part of Shebara's kids programme. The project started out as a simple mascot design based of of the property's orbical villas, and slowly evolved into a programmed themed in the ocean and how to protect the Red Sea's delicate ecosystem.

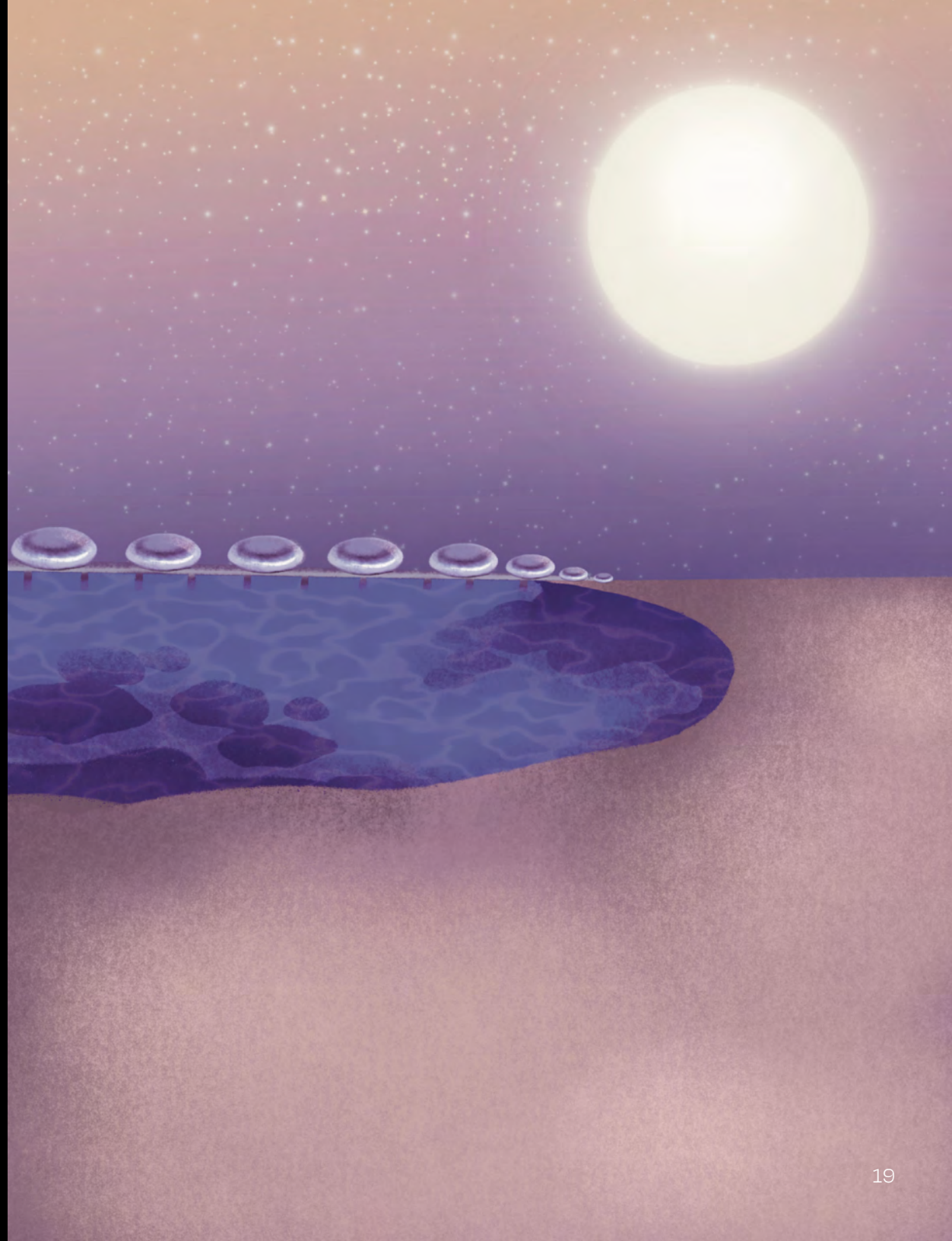
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### SKILLS

Illustration  
Layout design  
Character Design

### PROGRAMME(S)

Illustrator  
Procreate



# Illustration Language

This illustration style blends soft, glowing character design with dreamy, minimalist landscapes, creating a cozy, otherworldly atmosphere. Each character reads like a tiny spirit of light—simple silhouettes, gentle gradients, and pastel hues give them an approachable, emotive presence that feels both whimsical and calm. Luminescent edges and blurred halos replace harsh outlines, so the figures seem to float in space, making the whole scene feel like a quiet, magical world suspended between night and dawn.





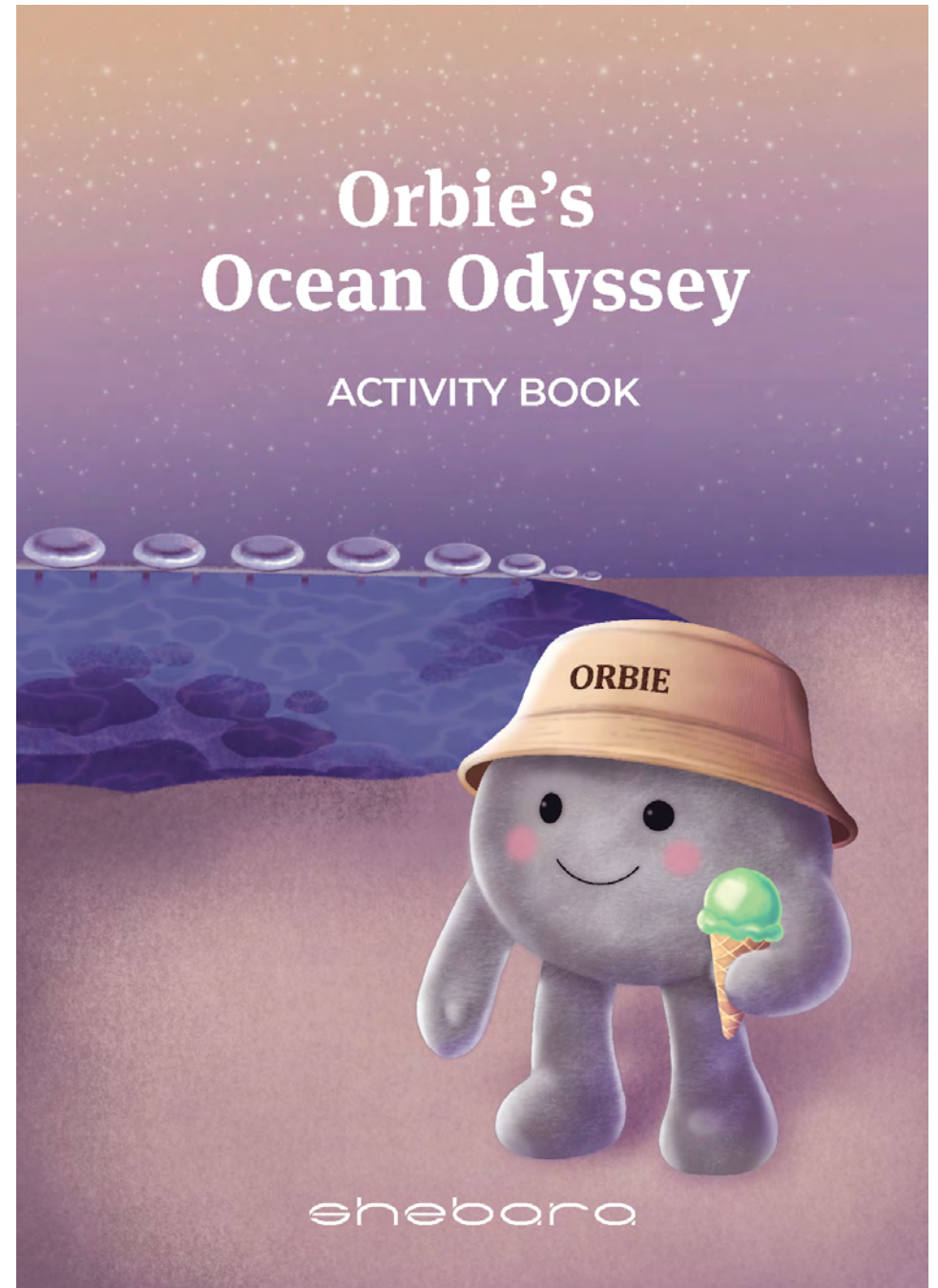
## Meet the Mascot: Orbie

Orbie is a soft, luminous companion who lives in harmony with the sea, the light, and the architecture of Shebara. A quiet guardian of wonder, he turns every moment into a magical memory.

A gentle spirit of Shebara.  
Curious. Calm. Connected.

## Activity Book

This illustration style blends soft, glowing character design with dreamy, minimalist landscapes, creating a cozy, otherworldly atmosphere. Each character reads like a tiny spirit of light—simple silhouettes, gentle gradients, and pastel hues give them an approachable, emotive presence that feels both whimsical and calm. Luminescent edges and blurred halos replace harsh outlines, so the figures seem to float in space, making the whole scene feel like a quiet, magical world suspended between night and dawn.



## Underwater Word Search

Find the words in the word search.  
They can go up, down, across or diagonal.

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| T | K | Y | D | F | I | S | L | A | N | D | R | S | W | C |
| K | U | V | U | K | S | T | Z | E | X | H | W | N | J | H |
| T | O | R | J | Z | F | R | P | T | I | S | N | O | M | O |
| C | R | U | Q | E | E | I | K | C | A | E | H | R | U | R |
| D | A | O | T | U | W | X | A | O | O | E | L | K | A | I |
| D | V | D | P | I | O | H | Z | N | R | R | U | E | N | Z |
| O | I | S | O | I | Y | I | S | A | S | X | A | L | V | O |
| O | O | V | C | E | C | S | S | L | F | M | I | L | X | N |
| L | P | O | E | F | N | A | B | E | C | F | N | B | S | Y |
| D | C | R | I | Y | H | N | L | E | D | R | E | E | F | W |
| S | G | B | Z | V | Z | E | C | O | S | Y | S | T | E | M |
| R | E | F | L | E | C | T | I | O | N | I | Y | U | N | F |
| R | H | N | L | D | Z | A | L | P | X | F | W | G | K | U |
| G | E | E | W | J | V | I | L | L | A | L | D | G | D | W |



|            |           |           |
|------------|-----------|-----------|
| Reef       | Villa     | Orb       |
| Coral      | Dive      | Snorkel   |
| Tropical   | Island    | Horizon   |
| Reflection | Turquoise | Ecosystem |

## Orbie's Pearl Hunt

Orbie is collecting pearls. Can you help him find the clams with pearls in it? Beware of the jellyfish as you go!



## Message in a Bottle

Orbie found a secret message in a bottle at the shore!  
Decode it using the symbols to find out what the message tells us.



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## Spot The Difference

These two photos look the same... But 10 things are different! Can you spot them all?



## Vocabulary Fun

Let's learn some Arabic words together!  
Study the special characters chart below:

ū

Stretch the sound into a long "oo" (like in moon)

ẓ

Make a heavy, deep "z" sound (like in buzz)

ī

Stretch the sound into a long "ee" (like in feet).

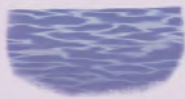
ḥ

Make a sharp, breathy "h" sound  
(like when you breathe out to fog up a glass).

ṭ

Make a heavy "t" sound  
(like a stronger version of the "t" in dot).

Now, try and read each word aloud and  
match them to the correct English words



محيط  
muḥīṭ

• Sunshine



بوظة  
Būẓah

• Ocean



شروق الشمس  
shurūq al-shams

• Ice-cream

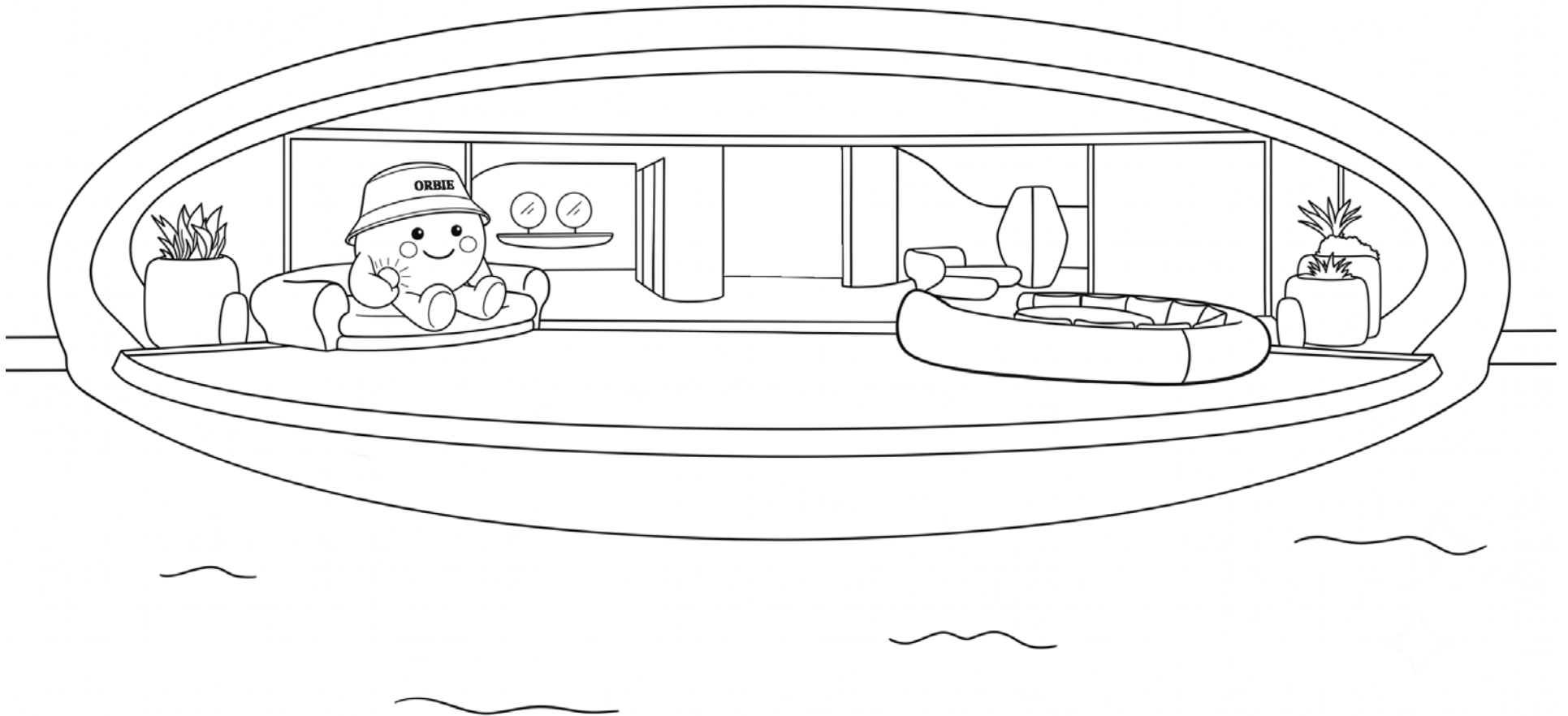
## The Illuminated Maze

Help Orbie find his way back to the resort before it gets dark.  
Pick up some glowing orbs to light up the way!



## Orbie's Cozy Room

It is time for Orbie to wind down after a long day.  
Look! He is staying in a room just like yours.  
What else can be in Orbie's room? Grab your  
pencils and let your imagination run free.



# Orbie's Sea of Stickers



# ORBIE



## My Window View

What do you see outside your window? Draw it here!



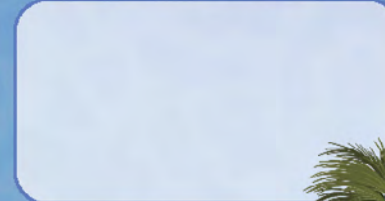
## Holiday Memories

What were your most memorable moments today?  
Write about it here to remember it.

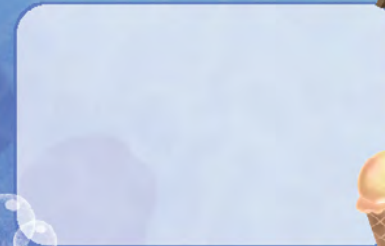
Today's Date:



Where I went today



The coolest thing I saw



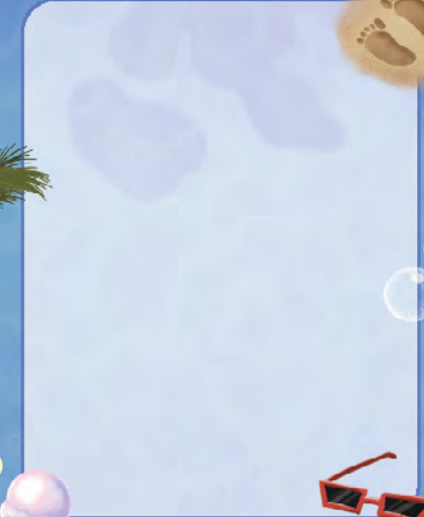
My favourite part was...



My Mood (Please Circle)



What I did there



## You Did It!

Great job finishing all the puzzles and games in our Ocean Odyssey! I hope you had a fantastic time exploring the Red Sea with me!

As you head out to play, always remember to **keep our beaches clean and our oceans safe.**

That way, we can protect all the amazing corals and sea creatures we saw today. See you on the beach!



## This Isn't Goodbye!

Can't get enough of our adventures? Let's meet again on our fun and interactive online platform, **Orbie Quest!** This time, we're going on an even bigger pearl hunt together!



Scan here to play!



# 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.

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### 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.

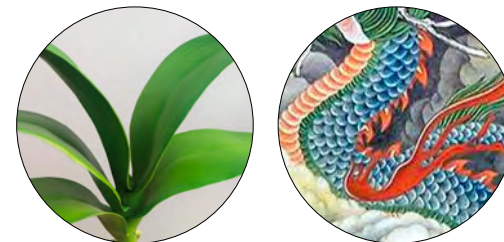
SHARP FANGS



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

=

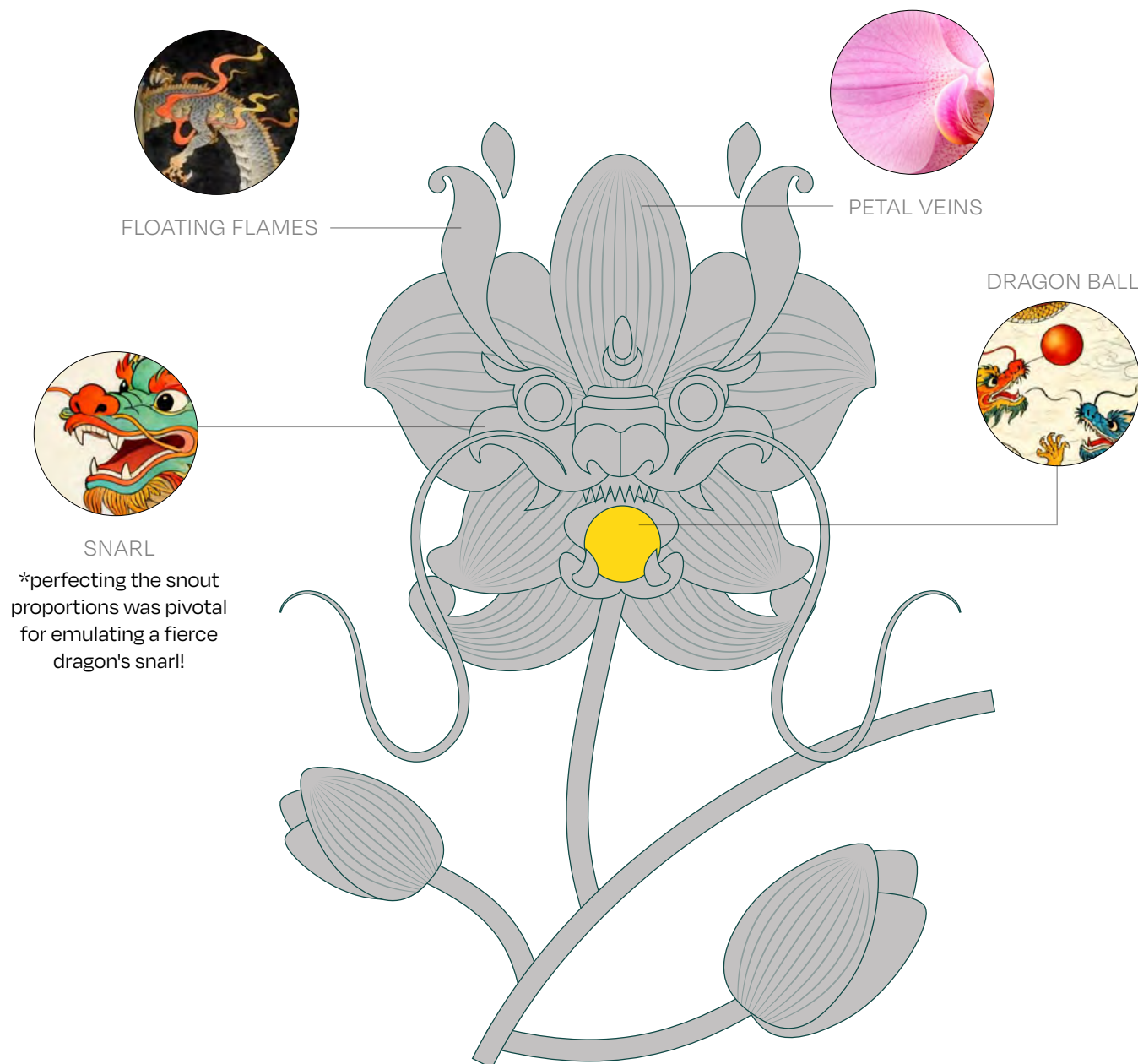




EARLY DRAFT

## 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.



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.



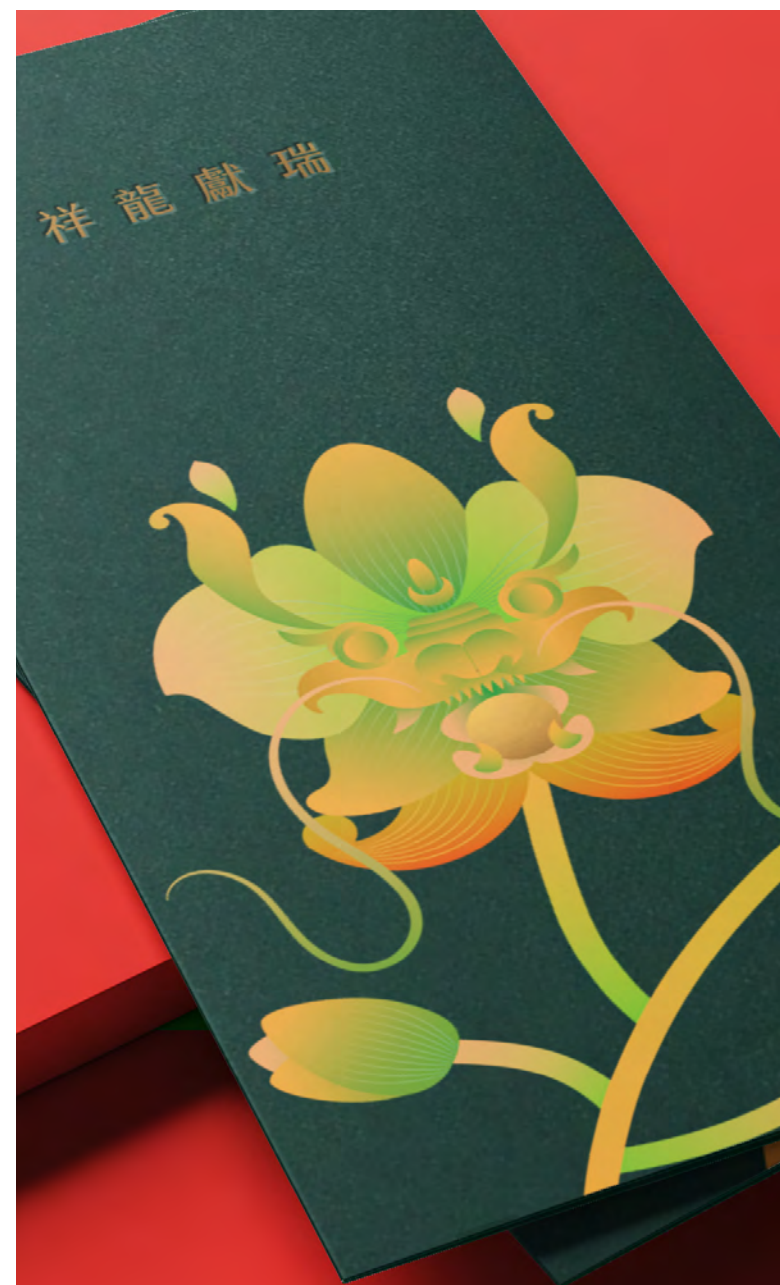
## Results

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 \_\_\_\_\_

# *Product Design*

# 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

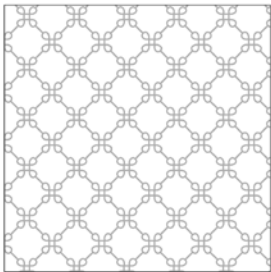
Colour palette, materials, textures, and decorative elements from the room renders are deconstructed to curate a material board for the collection. Interestingly, when viewed in isolation, a lot components are neutral and sharing common ground with both Korean and European aesthetic.

Botanical Illustrations / Korean Art

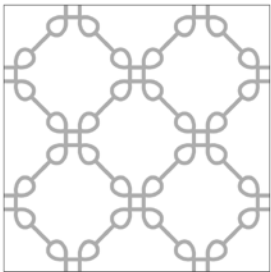


# The Design Bridge: Pattern

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



# Pathom House:

## "Soontaree" Guest Journey

This gifting collection translates colorful branding into a retail collection that is meant to represent a collection of stylish lifestyle accessories guests would be proud to wear. The visual direction is heavily inspired by traditional Thai motifs such as floral patterns and woven textures, as well as the Thai philosophy of mindful living ("Soontaree"). Each item is introduced with an experiential intention elevating each step of the guest journey.

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### SKILLS

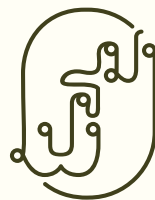
Concept & Storytelling  
Guest Journey & Product Design

### PROGRAMME(S)

Photoshop  
In-Design



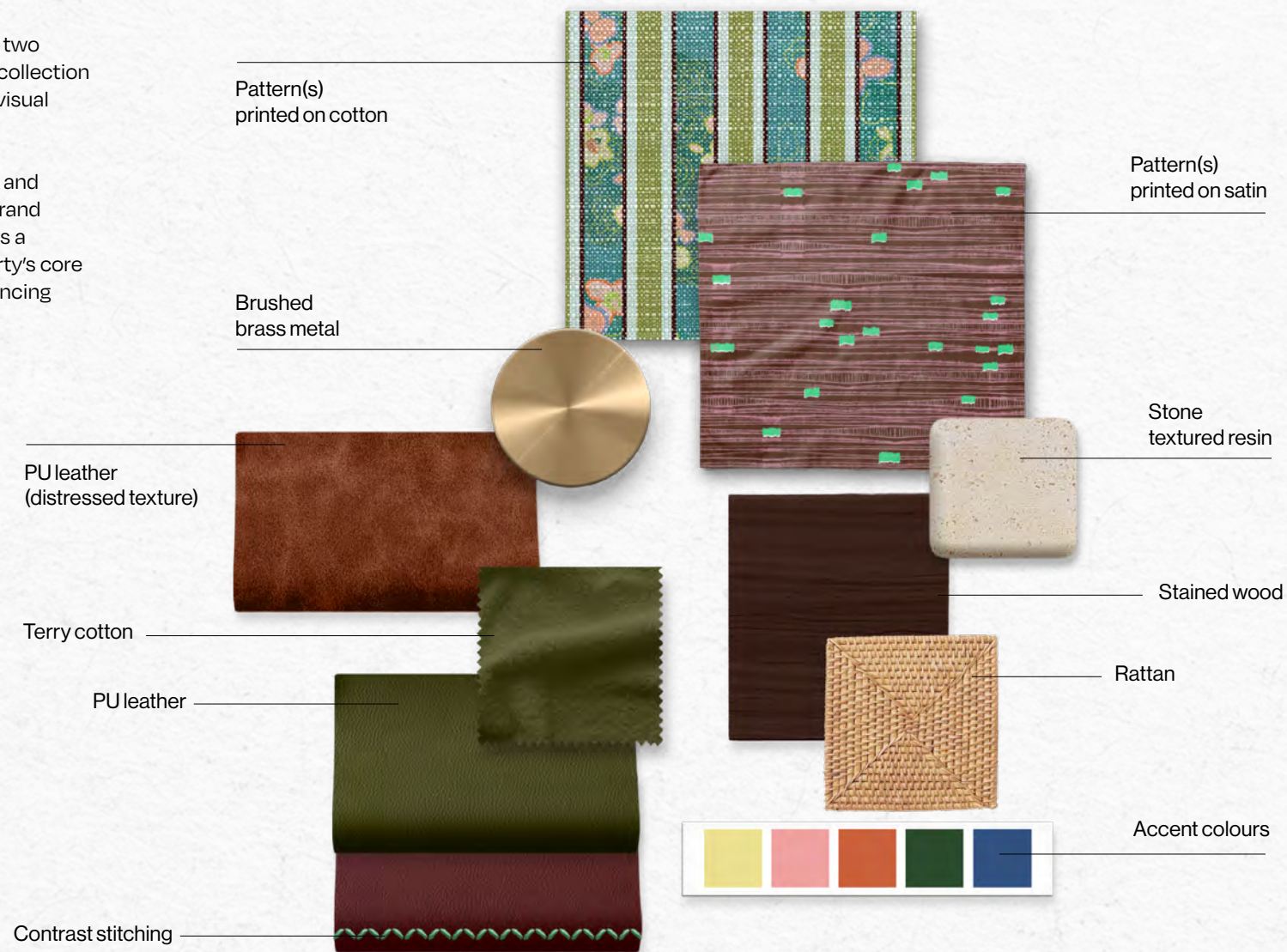
Pursue a deeper connection to the senses, welcoming the elegance of *Soontaree* to unfold in every carefully designed detail.



# Colour & Materials

The collection juxtaposes the property's two distinct brand identities into a cohesive collection that allows to immerse in a memorable visual experience.

The palette marries a blend natural hues and vibrant accents that are the property's brand colours. This elegant combination evokes a nostalgic essence that recalls the property's core of leisure and mindful living, while referencing Thailand's rich history in handicrafts.



Upon arrival, a bespoke **keycard holder** is presented to initiate the guest journey. This piece features signature contrast stitching, a motif utilized throughout the collection to echo traditional Thai handicrafts.



When utilized independently of the keycard, an underlying pattern remains visible through this window, allowing the holder to transition seamlessly into a refined, everyday accessory upon the guest's return home.

## Welcome Set

Aromatherapy Set  
Locally Sourced Tea  
Wooden Guasha  
Seeded Welcome Card

Comprising an aromatherapy set, locally sourced tea, and a wooden guasha, this curation is designed to instantly nourish holistic health.

Each item is thoughtfully selected to guide a seamless transition into a state of balance, actively supporting graceful movement and deep, restorative sleep.



Designed to be planted after use, the seeded welcome card ensures the mindful harmony of Soontaree living takes root and flourishes long after the journey concludes.

Presented to Marriott Bonvoy members, this bespoke keyring serves as a decorative accessory to be taken home post-stay.



It highlights the collection's signature contrast stitching and offers a traditional woven fish (Pla Tapan) charm. As a Thai symbol of prosperity and welcome, it provides a lasting reminder of the Soontaree lifestyle.





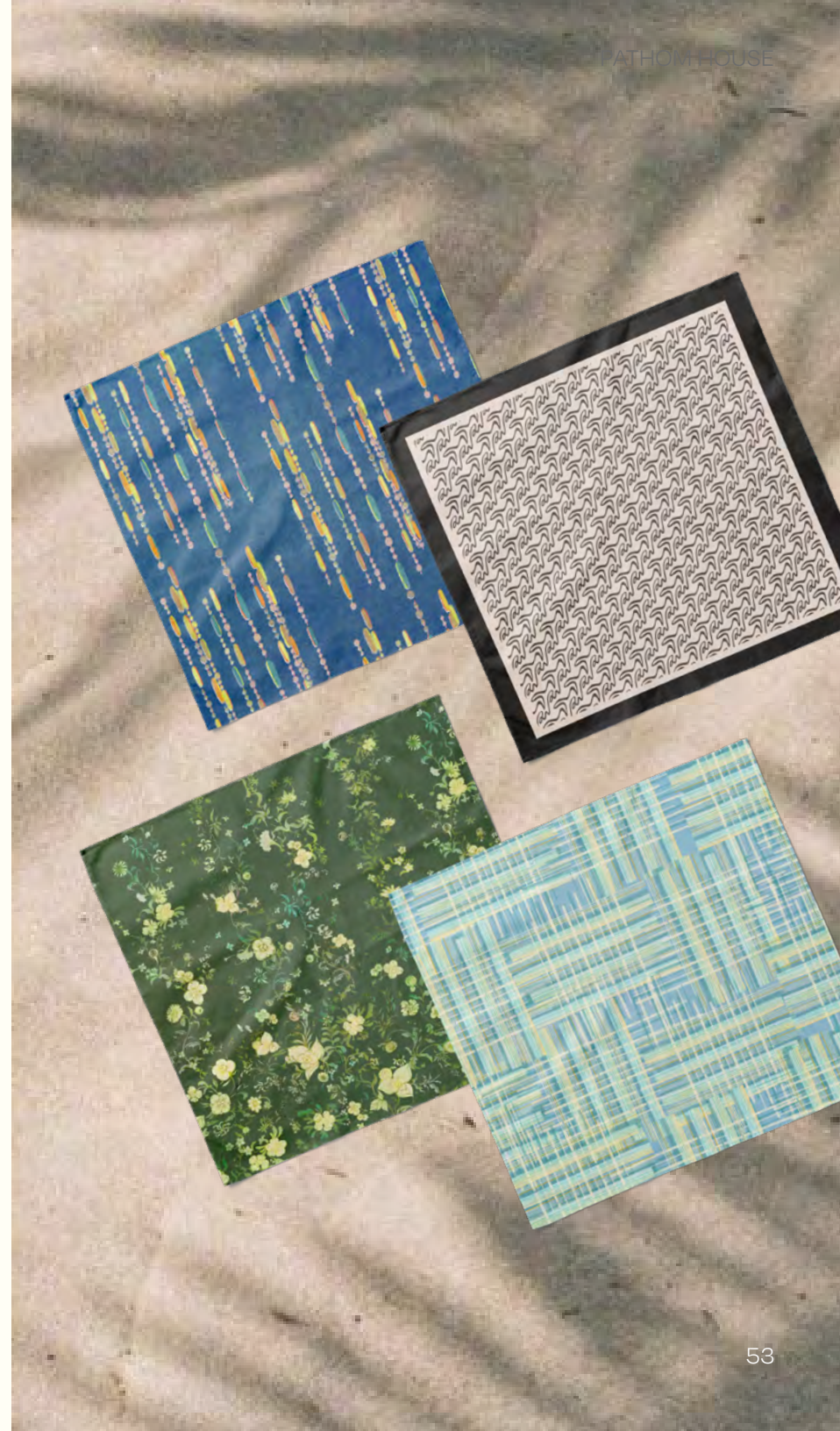
Provided within the guest suite, a bespoke postcard set invites a moment of quiet reflection. The physical act of writing is encouraged to cultivate mindfulness and promote genuine, screen-free connections.

This tactile, analogue ritual perfectly captures an intentional lifestyle, allowing the journey to be shared with thoughtful grace.

As the journey extends beyond the property for a day of exploration, a collection of bespoke silk scarves provides an elegant accessory for a day out. Intended to be proudly worn, these pieces feature a variety of intricate illustrations that reflect the region's artistic heritage.



Each design thoughtfully captures the beauty of local handicrafts, specifically honouring traditional weaving and beading, allowing a touch of local culture to be gracefully carried into the destination.



The gifting collection concludes with a signature tote bag and a pair of premium home slippers, both donning the tribal patterns of Thailand, allowing guests to extend their restful experiences at Pathom House to their homes.



Accompanying guests' day out is an addition of two other deep plum leather items: a sleek sunglass sleeve that fits into any pocket, and a foulard handle which transforms any scarf into a makeshift pouch.





# *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.

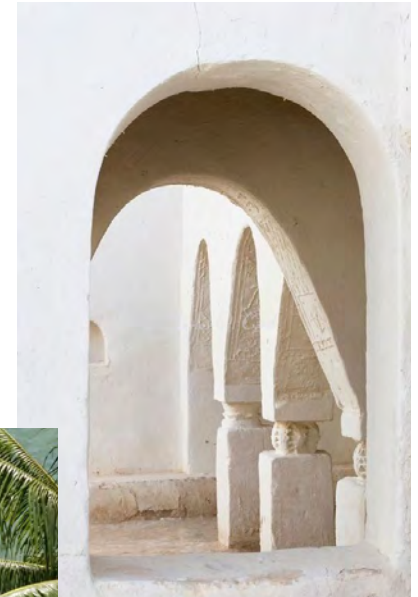
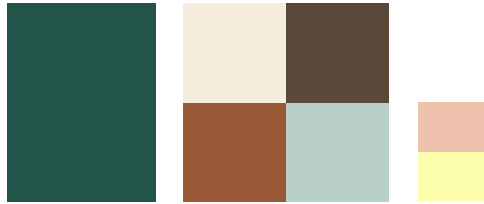
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### SKILLS

Merchandise Design  
Brand Storytelling  
System Design

### PROGRAMME(S)

Photoshop  
Illustrator  
In-Design

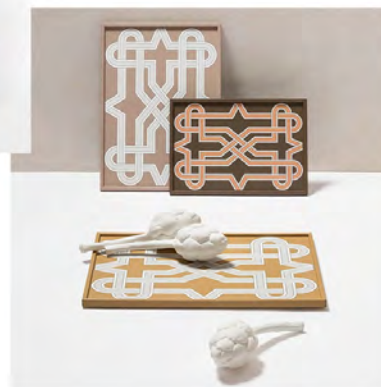
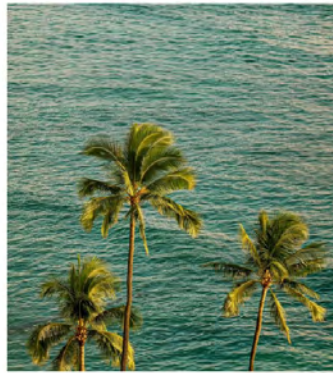


## Colour Palette

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.





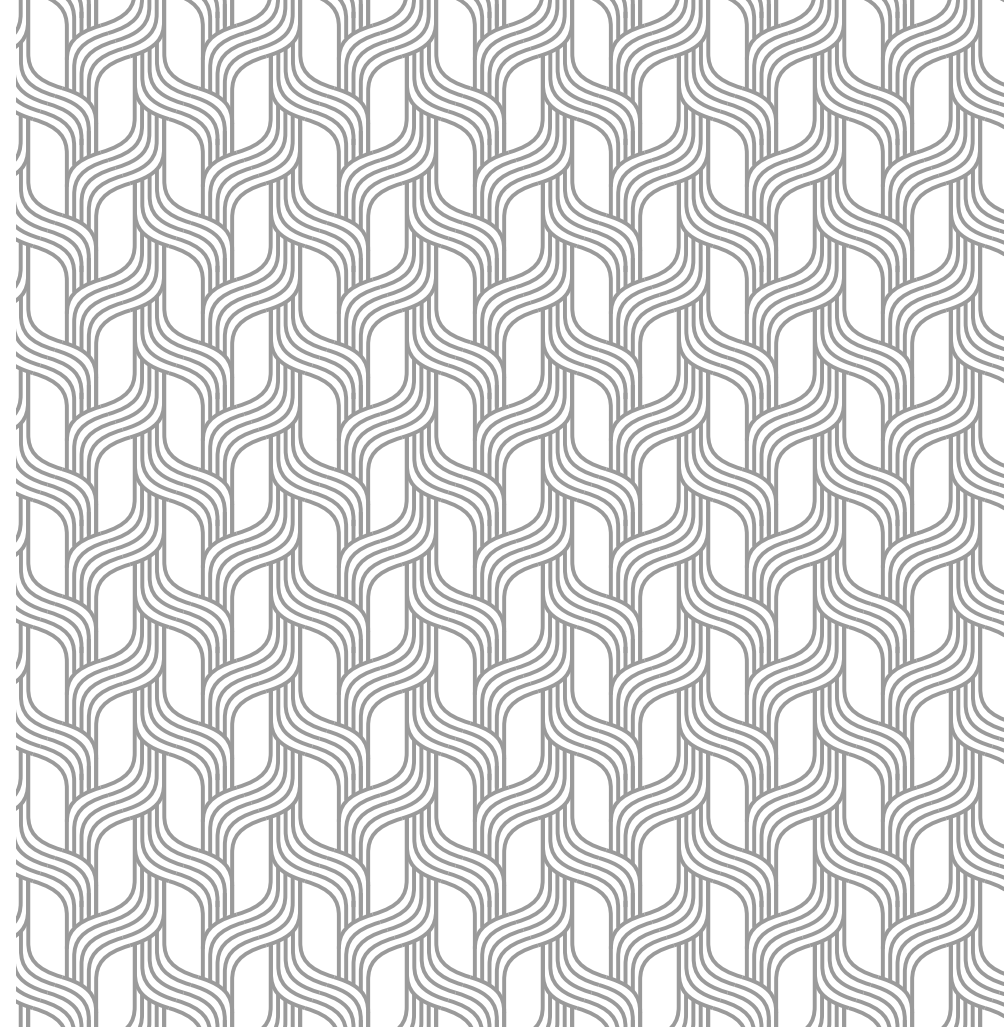
# The Pattern

## 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 exterior of  
pink stucco*



*Pattern debossed  
on leather*



*Illustration printed  
on inner lining*



*Metal button with  
emblem engraved*



*\*gusset adjustable with snaps*



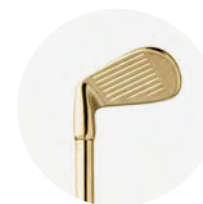
*Dark green velvet lining  
to emulate the lush  
green golf courses*



*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

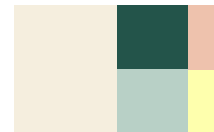
A custom integrated lanyard and card holder adds prestige to the membership experience. The clean exterior design showcases our signature stripes and a discreet gold button with a debossed emblem. Inside, a smooth sliding mechanism reveals a custom-illustrated access card.

# 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 upond joining the membership club.

*Illustrations that make direct references to onsite facilities*



*Illustrations that make direct references to onsite facilities*

———— The end

*Thank You!*