Siyun Zheng

Junior Graphic & Visual Designer | Editorial, Logo, Illustration & Game Design

London, UK | +44 7818 879099 | siyun-zheng@outlook.com
siyunzheng.com | linkedin.com/in/siyun-zheng-32539033a

UK Graduate Visa to March 2028 – full right to work now, sponsorship required thereafter; available immediately

Profile

Junior graphic and visual designer with a product design degree from the Central Academy of Fine Arts. I designed the cover and full interior of an approximately 600-page published book, won an open logo competition with a mark the client adopted, and designed and illustrated a card game through to a printed, playable set in an illustrated tin. I also build real-time visuals in TouchDesigner that were shown publicly for 20 days. I work in InDesign, Illustrator, Photoshop, Figma and Procreate, and I am used to carrying a visual idea off the screen and into a physical, printed object.

Skills

- **Graphic & Layout:** Adobe InDesign, Illustrator, Photoshop, Figma — book covers and interiors, grids for long-form Chinese text, image spreads, layouts, boards and signage
- **Identity, Illustration & Game Visuals:** logo and wordmark design; Procreate; isometric illustration and tessellating patterns; card layout, print tests and physical prototypes; game mechanics and numerical balance
- **Real-Time & Interactive Visuals:** TouchDesigner, multi-screen and lighting output, Arduino-driven LEDs; Python for getting hardware talking to software
- **3D & Making:** Rhino 3D, Autodesk Fusion 360, SketchUp, ZBrush, model making, laser cutting, 3D printing, hand fabrication and crochet; currently strengthening Blender for character work
- **Languages:** Mandarin Chinese (Native), English (Professional working proficiency)

Selected Work

Circuit / Remake — Published Book Design Nov 2022 – Jun 2024
Book designer · InDesign

- Designed the cover and full interior of an approximately 600-page published volume on contemporary Chinese water-based woodblock printmaking and its teaching practice: 5 chapters, work by nearly 50 artists.
- Built a consistent grid for long-form Chinese text, with a clear hierarchy for essays, interviews and classroom transcripts, and image spreads for artworks and student projects. The cover is a minimal composition of intersecting line work.

Lümei Chuangcheng — Logo Design 2025
First Prize, open logo design competition for a technology company (a Chery subsidiary)

- The winning mark was adopted as the company's logo. It combines the letterforms L and M with a leaf inside the M, paired with a rounded Chinese wordmark; the concept joins "fresh and clean" with interlocking rings to stand for recycling and clean energy.

Who's Candy — Card Game Design and Illustration CAFA, BA coursework, 2023
Two-person team; led the gameplay design and the visual design

- Led the design of a 2–4 player, 20-minute card game in which players piece together passed classroom notes and "tell the teacher" on each other — an ironic take on reward-driven schooling.
- Designed and illustrated the visual system: black-and-white isometric illustration and tessellating patterns drawn from Escher, with one accent colour per player so each hand reads at a glance, and transparent overlay cards.
- Tested print options for clear cards at standard 5.5 × 8.8 cm size, since clear PVC cannot be printed on both sides; the finished set is printed cards and dice in an illustrated tin.

Echoes of the Heart Sea — EEG-Driven Multi-Screen Installation CAFA, Jan – Apr 2024
Individual graduation project

- Mapped five EEG frequency bands to flowing visuals rather than to charts, so the signal registers as a change in the room and not as a readout.
- Built the pipeline (Muse headband → OSC → TouchDesigner → screens and lighting); shown in the CAFA graduation exhibition, open to the public, for 20 days.

Mossmate — Scene-Based Installation UAL, May – Jun 2025
Appointed design lead, five-person team; led the mechanical structure design

- A 40 × 40 × 70 cm stage set with a sleeping figure, moving grass, colour-changing lit flowers and mist. Shaped each motion path to serve the scene, linked the six grass stems into one coordinated gesture (12 servos down to four), and combined hand crochet with electronics: hand-crocheted the figure and prototyped the lit flowers.

Education

University of the Arts London, Creative Computing Institute London, UK
MSc Creative Robotics — Distinction Sept 2024 – Mar 2026
Focus: physical computing, mechanism development, sensor-driven interaction and prototyping.

Central Academy of Fine Arts Beijing, China
BA Product Design Sept 2020 – Jul 2024
CAFA Outstanding Graduate (2024); Second-Class Scholarship (2023).

Awards

- **Award Recipient**, Nine Cards 48-hour Board Game Design Competition (2023) — led strategy and numerical balance design, the rulebook and card-face layout.