

SELECTED  
WORK

PAM JIANG - DOO DESIGN

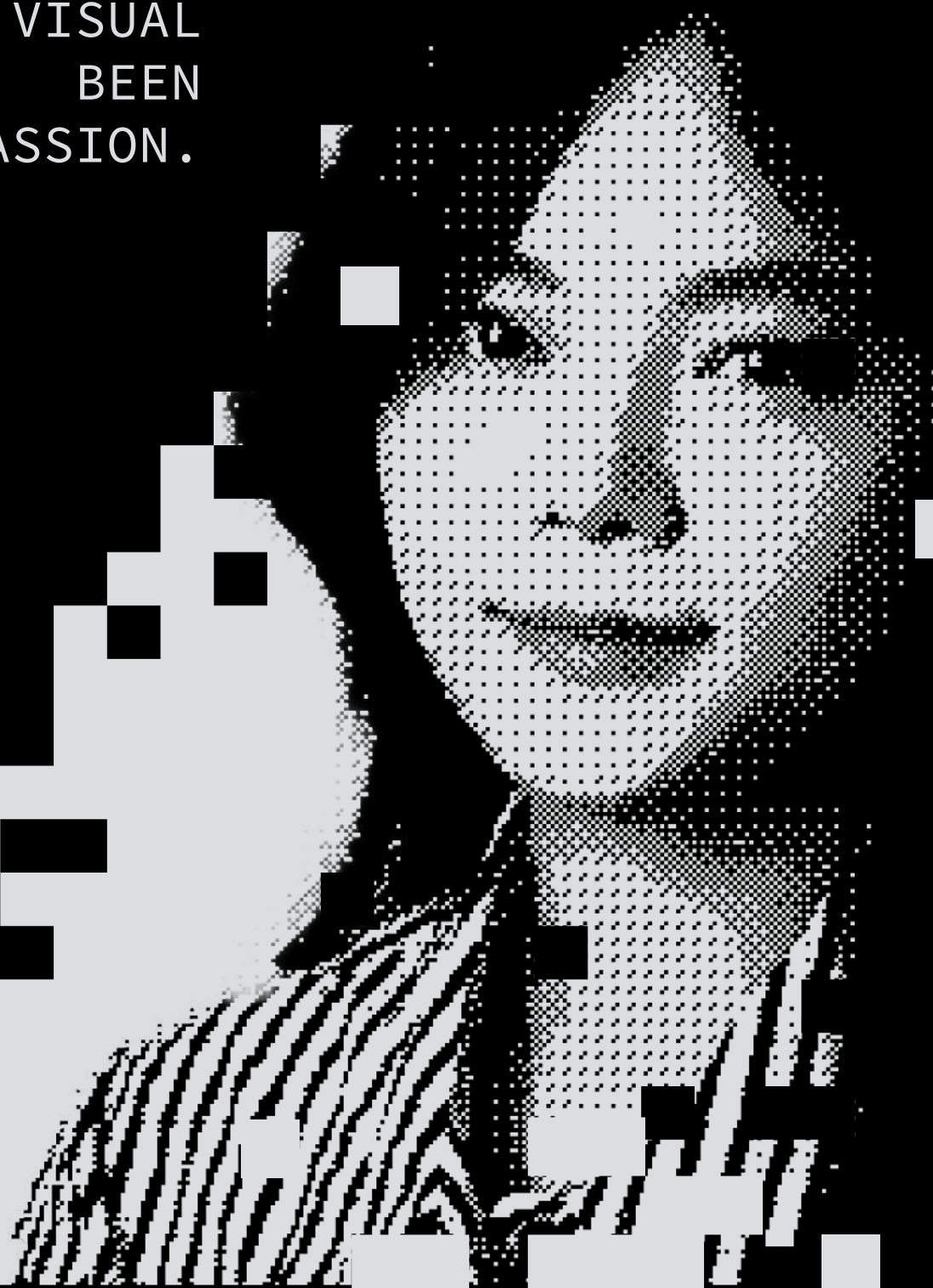
# PORT FOLIO

GRAPHIC & CONTENT DESIGNER

DOO.DESIGN@OUTLOOK.COM

# Hello!

FOR AS LONG AS I CAN  
REMEMBER, VISUAL  
EXPRESSION HAS BEEN  
MY PASSION.



# I'm Pam Jiang

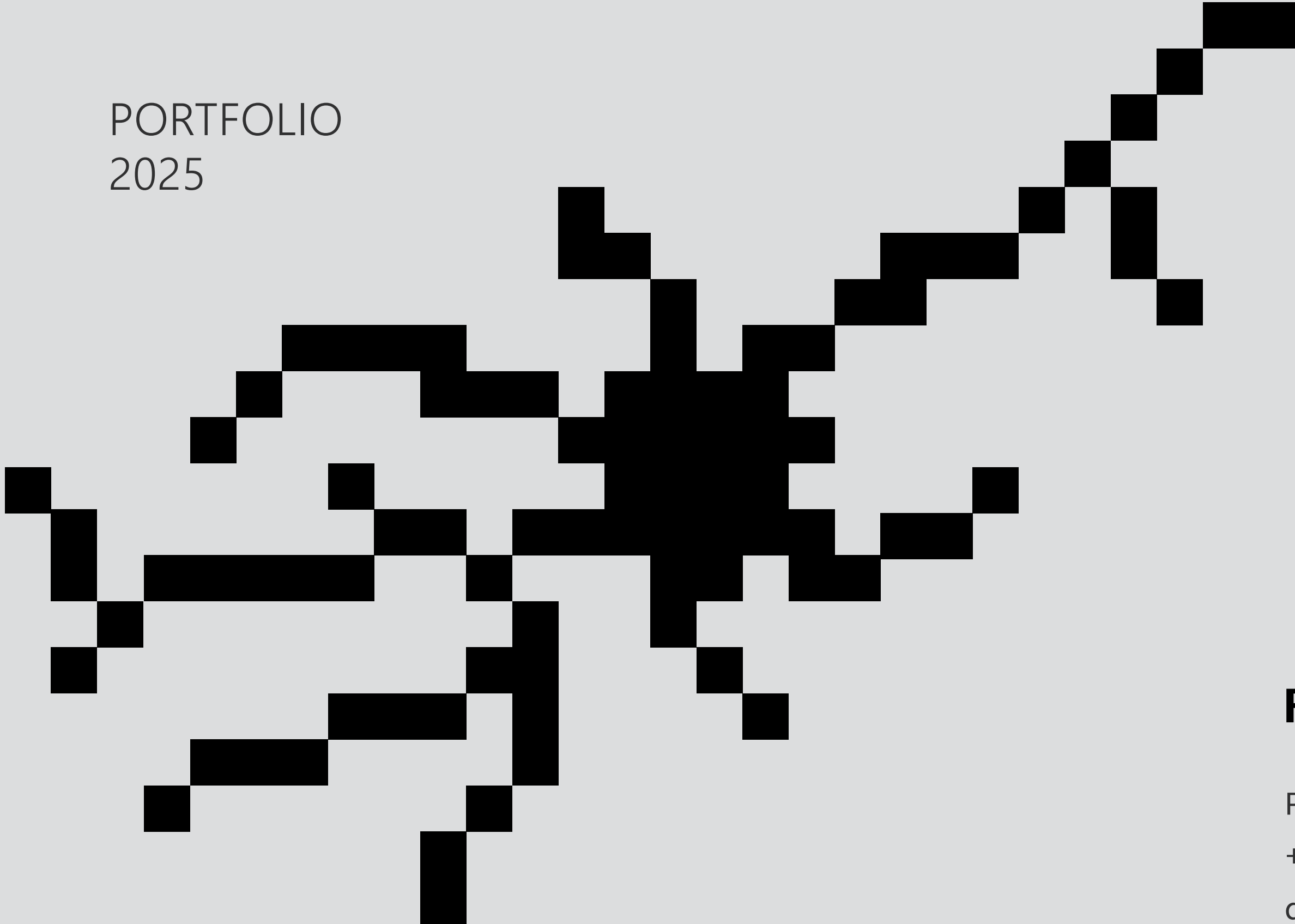
— A GRAPHIC DESIGNER BASED IN AUSTRALIA.

I THRIVE ON TURNING  
IDEAS INTO UNIQUE,  
IMPACTFUL IDENTITIES  
AND LOVE BRINGING  
CONCEPTS TO LIFE  
THROUGH DESIGN.

DESIGN ISN'T JUST A  
JOB FOR ME — IT'S  
SOMETHING I GENU-  
INELY LOVE AND  
SOMETHING THAT  
FUELS ME EVERY DAY.

PORTFOLIO  
2025

GRAPHIC DESIGN



Profile

PAM JIANG  
+61 431 186 966  
doo.design@outlook.com  
www.hongxinjiang.com

Experience

2023 – 2025 — Graphic Designer, Flip Out Australia  
2020 – 2023 — Graphic Designer, Linc Property Group  
2018 – 2020 — Graphic Designer, Pioneer Group  
2014 – 2017 — Product Designer, DET Design

Use Tools

Photoshop	AfterEffects
Illustrator	Rhino
Indesign	Keyshot
Premiere	Figma/XD

Design/Skills

2D/3D Graphic	Web
Illustration	Package
Video	Motion
Merchandise	Branding

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WORK

# *01* ERRANDING



# Amûses

LINGERIE

“Mmuses” is a French-inspired underwear brand that celebrates soft beauty, elegance, and effortless sensuality. Rooted in romantic aesthetics, the brand empowers women to embrace their authentic selves with confidence and grace. Through delicate design and refined details, Mmuses encourages freedom, expression, and charm – from the inside out.



POSTER

PORTFOLIO  
2025







PACKAGING





# JUPITER

CAFE & RESTAURANT

Jupiter Cafe & Restaurant offers a cozy, creative space inspired by earthy tones and celestial themes. The brand reflects warmth, simplicity, and connection – inviting guests to relax, recharge, and enjoy the moment.









# JUPITER

CAFE & RESTAURANT









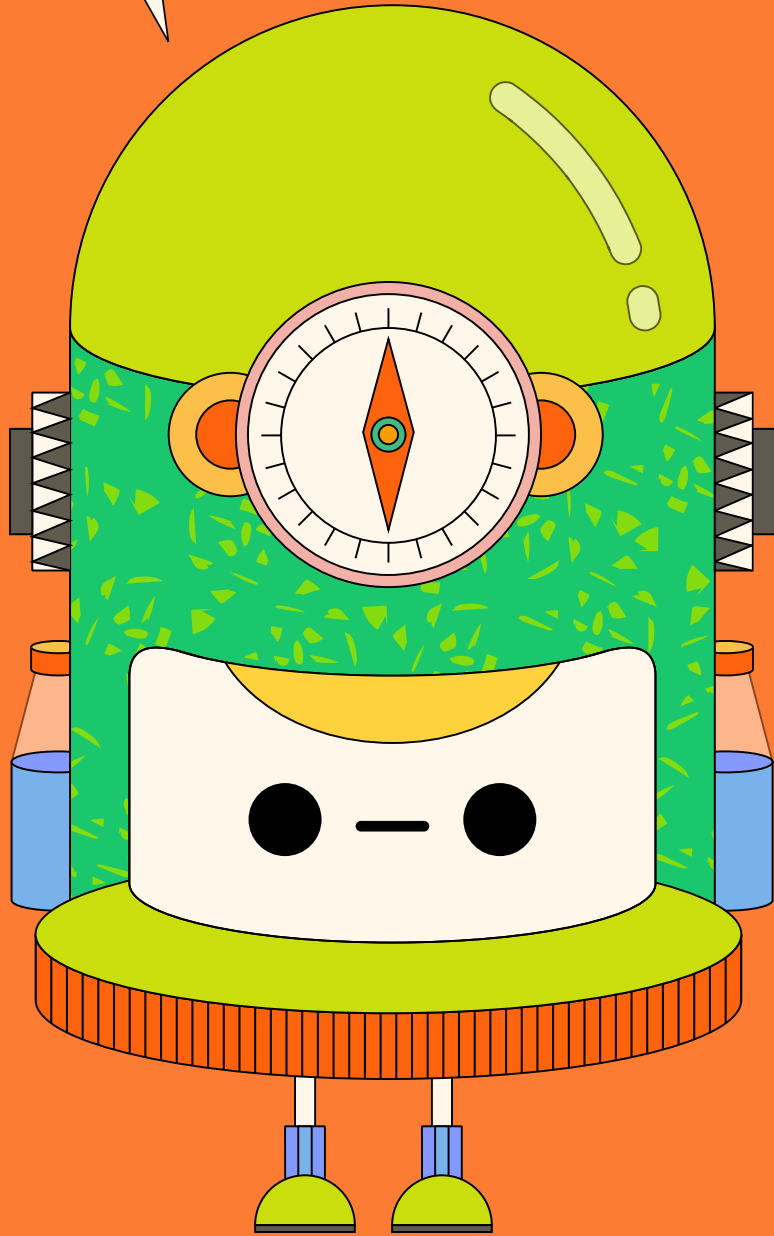
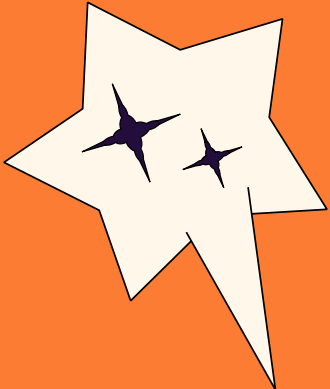
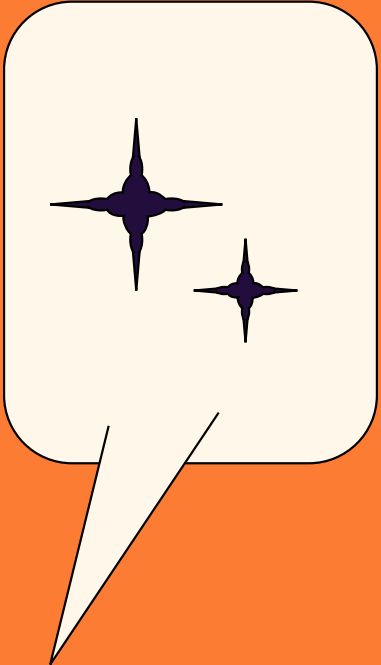
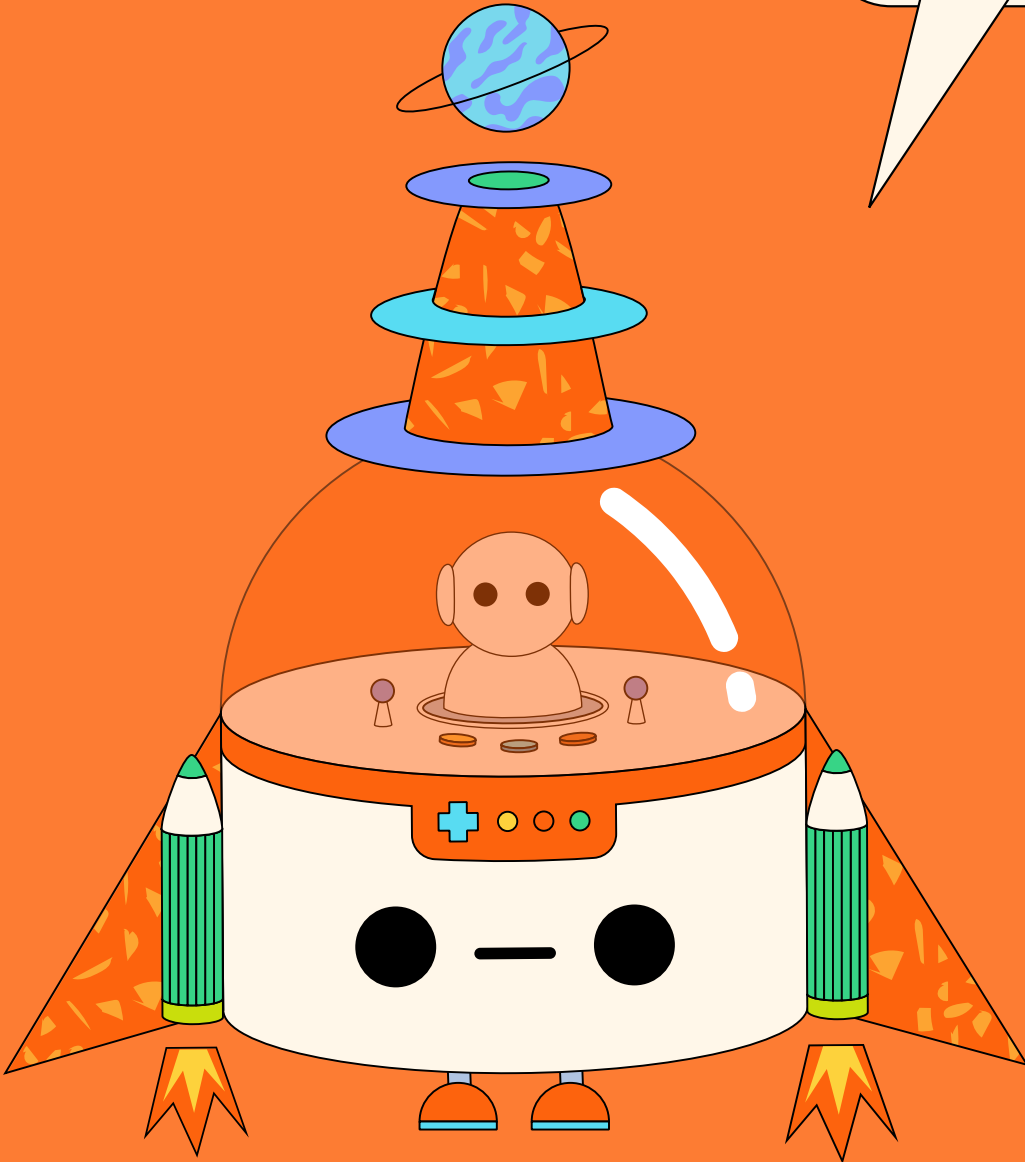
CASE 03

PORTFOLIO  
2025

# Matatalab

MATALAB offers STEAM toys that help kids build thinking skills through coding and play. The visual concept Mata World brings learning to life with fun, imaginative design.

LOGO DESIGN



ILLUSTRATION





SIGNAGE





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*02*

ILLUSTRATION



## CASE 01

Created a playful illustration for Australia Day, inviting audiences to find hidden brand mascot characters. Designed as an engaging social media piece to boost interaction and brand recognition through visual storytelling.









## CASE 02

Year of the Dragon Illustration  
A bold, rhythm-inspired design for a speaker brand, combining geometric repetition and vivid colour to reflect the energy of music and the brand's passion for sound and life.













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# *03* UI / WEB





Courses

Language Travel

Accommodation

About

Contact



Book Now

 EN ▼

# Start your Study Tour in Australia

Chase your dream, be yourself, explore in our worldwide classroom  
and realizing age is just a number and you only live once!



Age



10 - 14 years old



Duration



4 weeks

SEARCH





USERS



MAIN GOALS



LEARN ABOUT  
COURSES



STIMULATE  
INTEREST



BUY COURSES  
ONLINE

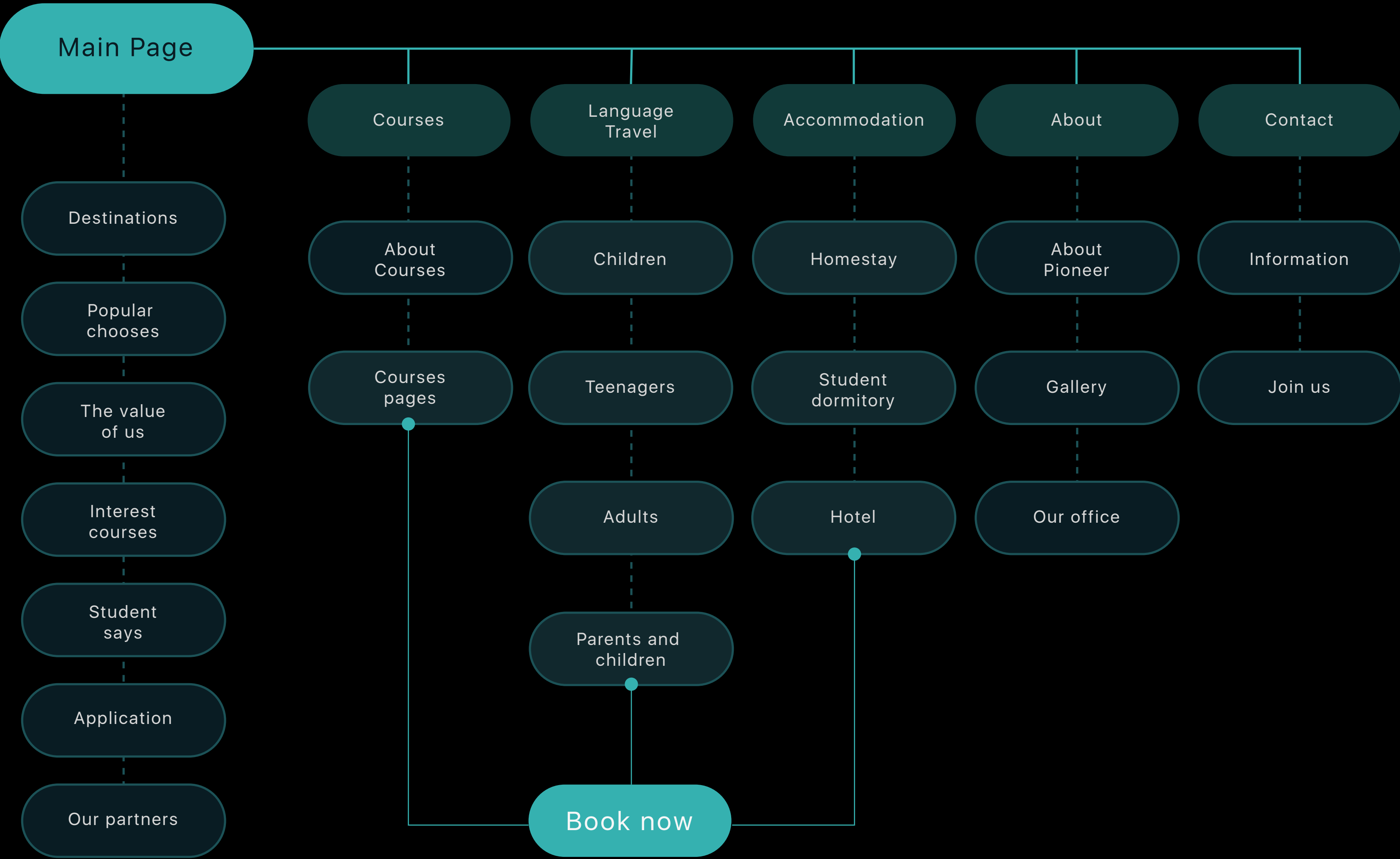


GET TO KNOW  
COMPANY

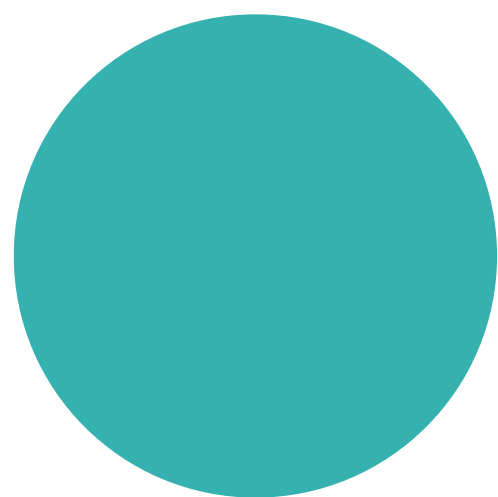


BUILDING  
TRUST

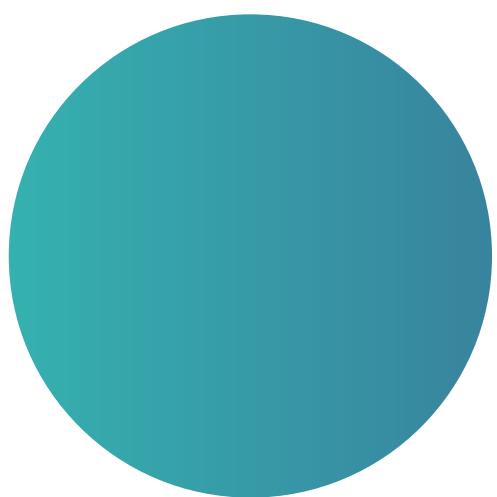
# USER JOURNAL MAP



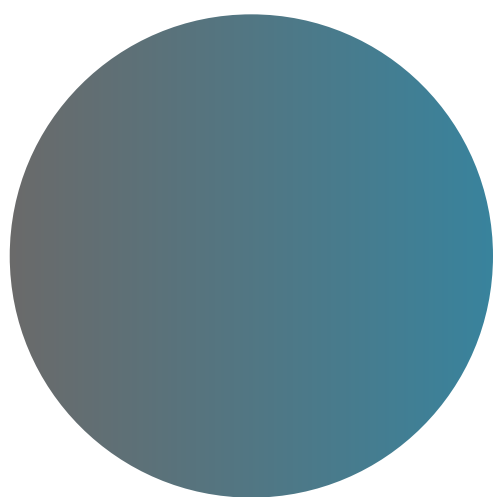
COLOR & ICON & FONTS



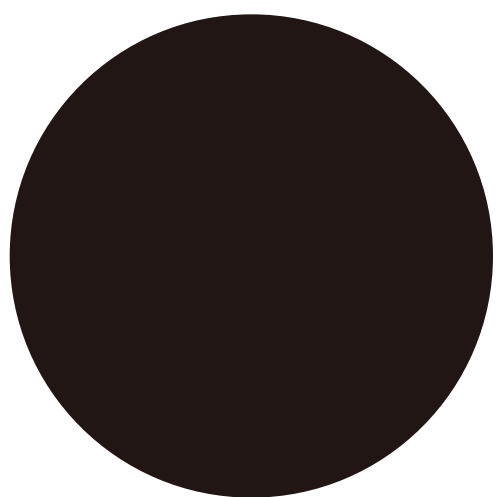
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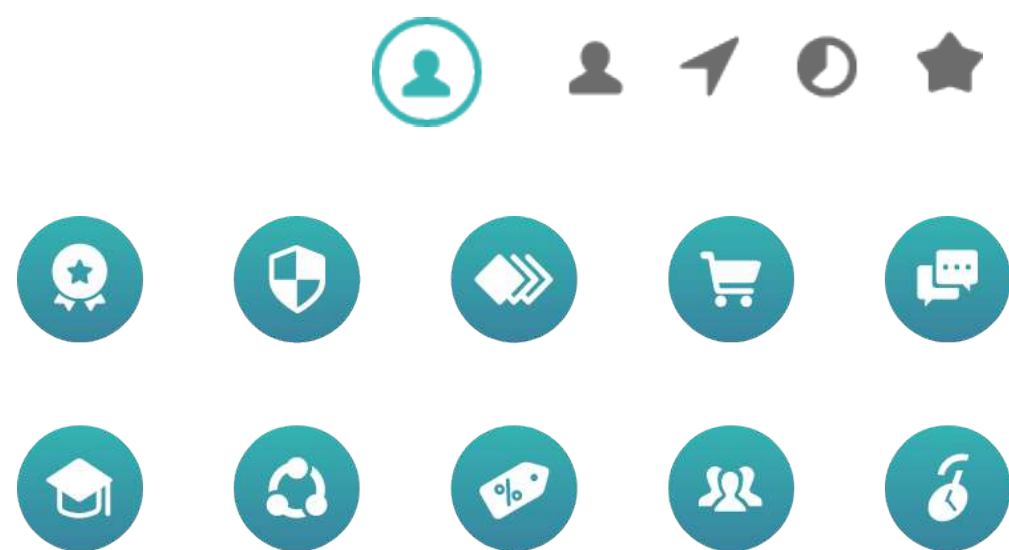
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Open Sans Bold

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*Open Sans Bold Italic*



# THE GRID & BUTTONS

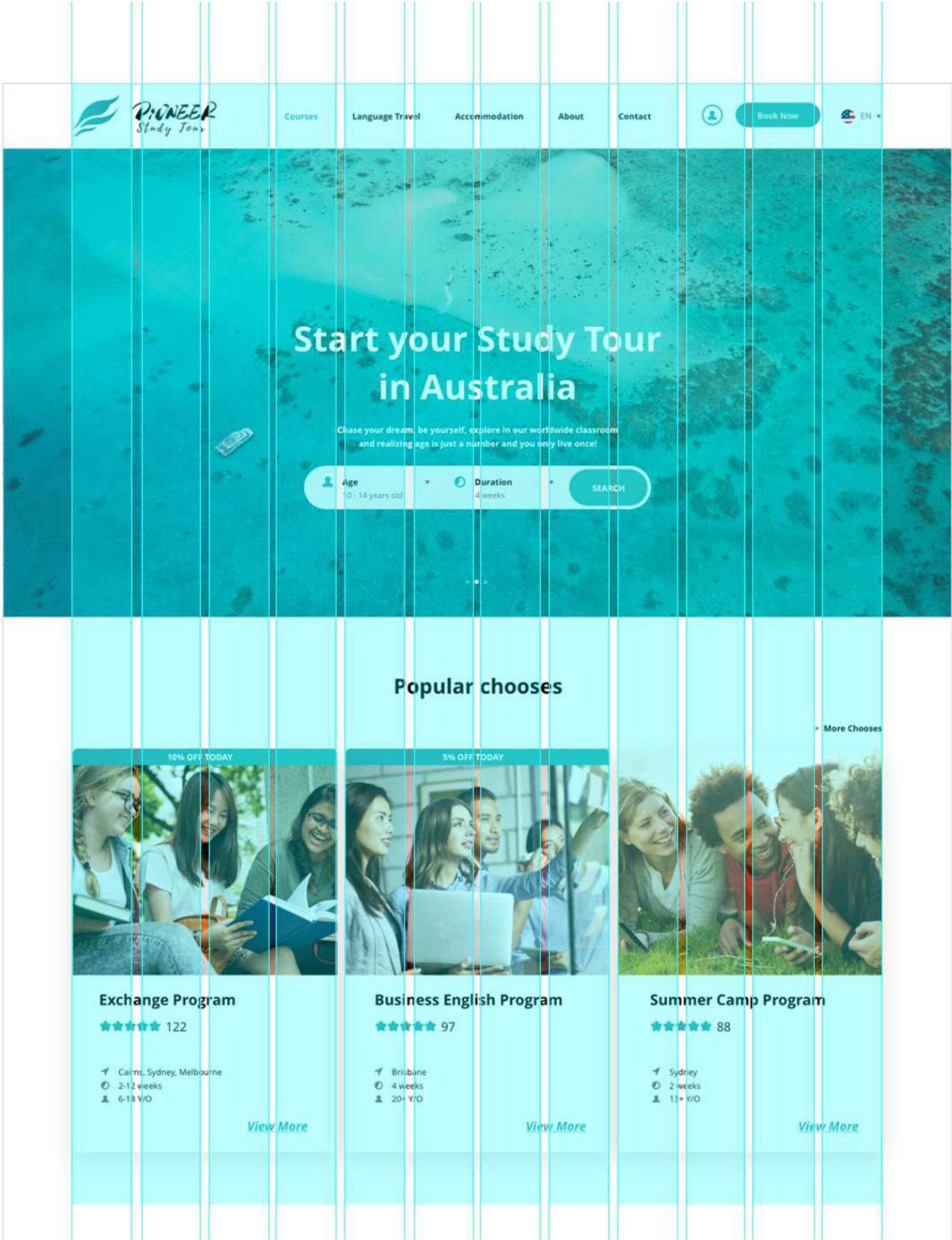
The grid is twelve columns  
of 122 pixels wide.

Spaced 15 pixels apart.

Images and text blocks can occupy  
any number of columns.



[View More](#)





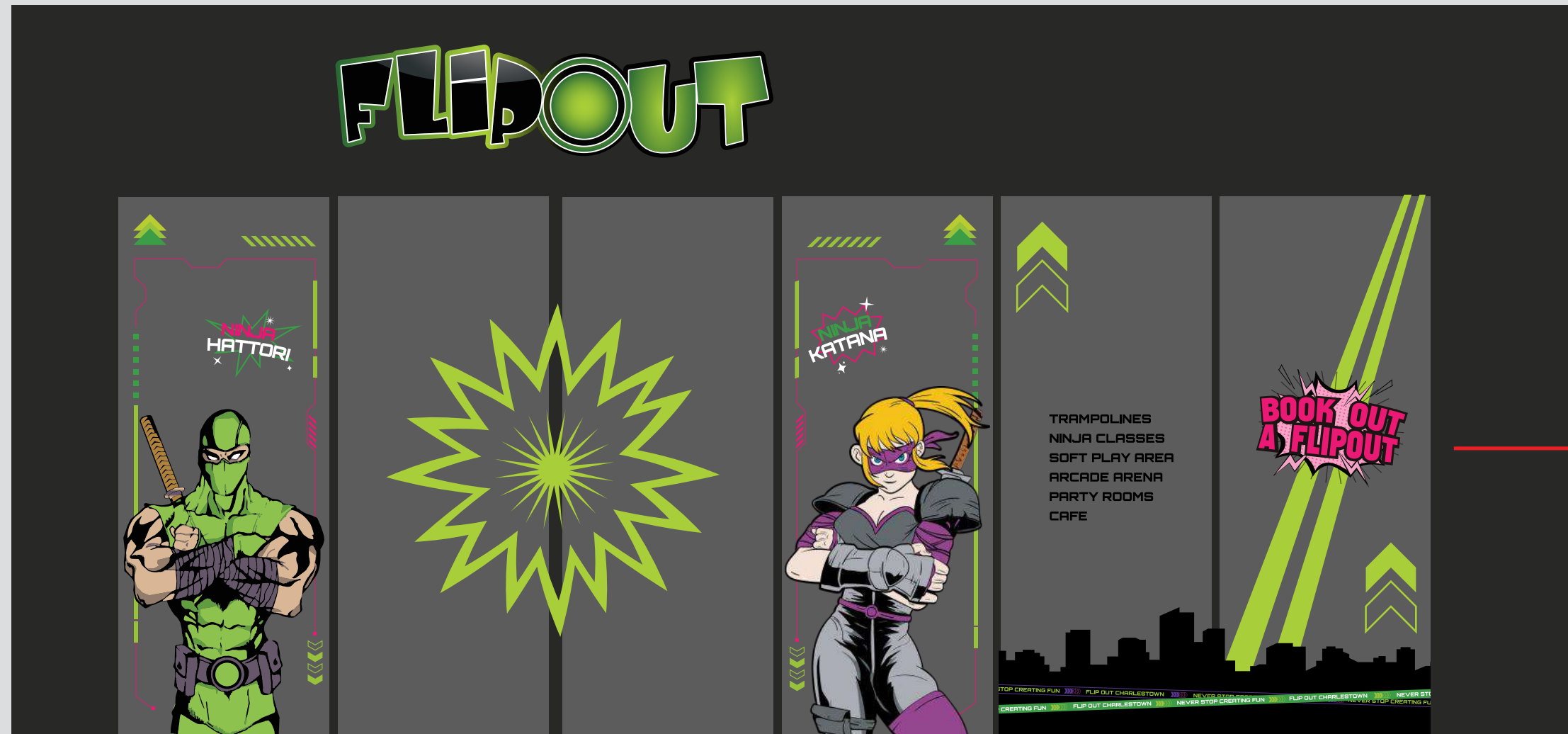




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WORK

*04*  
SIGNAGE &  
MERCH

WINDOW SIGNAGE





BUS SIGNAGE





GO KART & KARTING SUIT





OTHERS





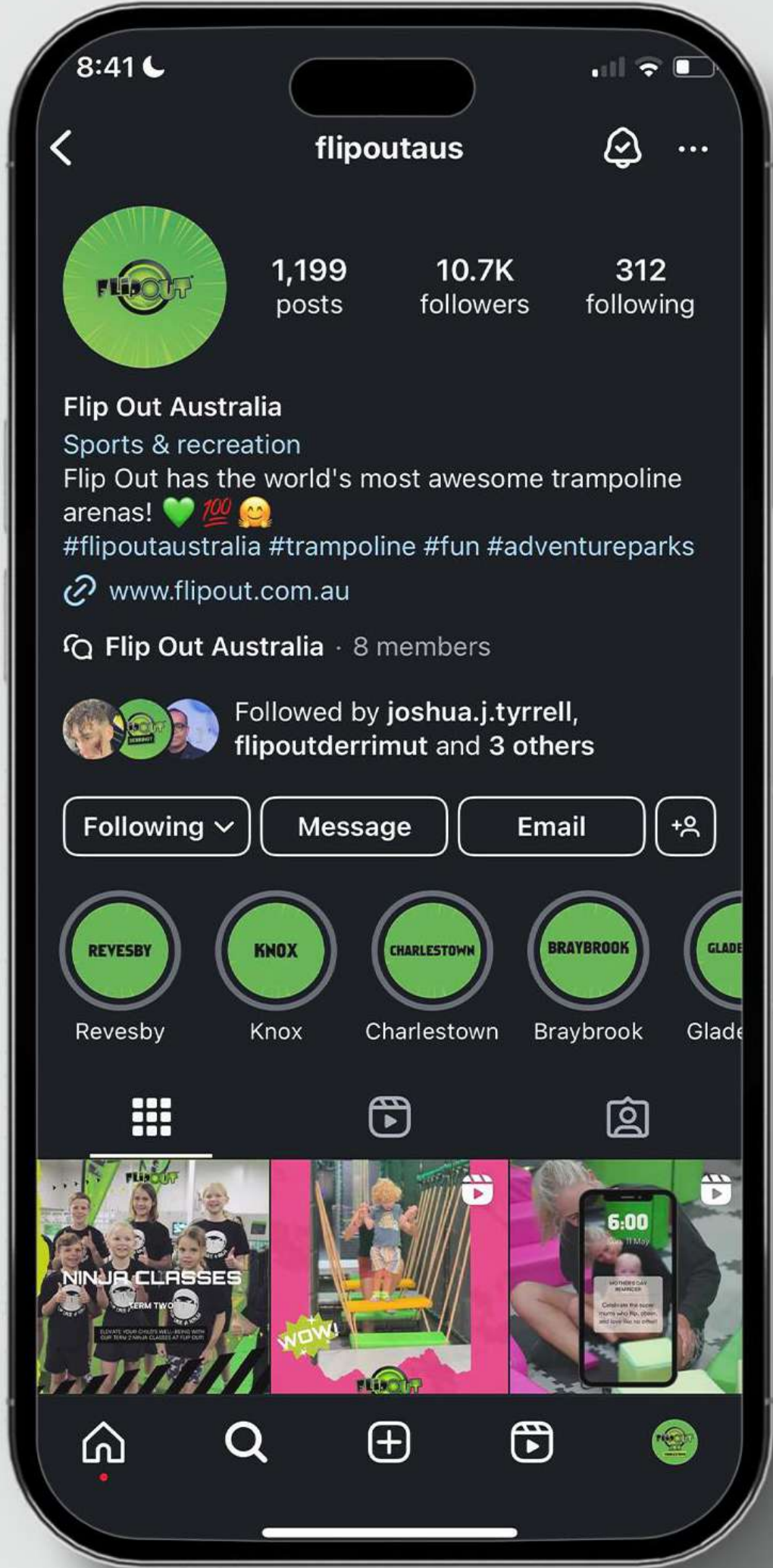
SELECTED  
WORK

*05*

SOCIAL  
MEDIA



SOCIAL TILE






SOCIAL TILE

FLIP OUT

November Thrills Await  
at Flip Out!

+



Jump  
Flip  
Laugh

×

✓

www.flipout.com.au

EVENTS


♥

💬

📌

🔖

+



HOUSE PARTY

+


♥

💬

📌

🔖

Join us for 3 hours of fun.



PLAYGROUP  
Toddler Takeover!

×

✓

Full-priced ticket, little ones can bounce to their hearts' content while spectators can join for free!

Flip Out, and laughter for kids aged 5 and under! With the purchase of a

♥

💬

📌

🔖

FLIP OUT

Make Mondays  
your favorite  
day! Fun  
awaits for  
just \$10!

Mini Monday for just \$10!



MANIC MONDAY


♥

💬

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🔖

+



SCHOOL GROUPS

+

♥

💬

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🔖

FLIP OUT

×



TWO FOR TUESDAYS

♥

💬

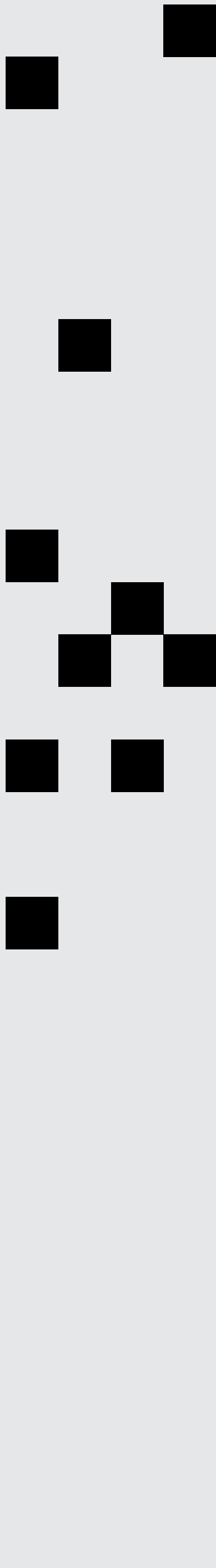
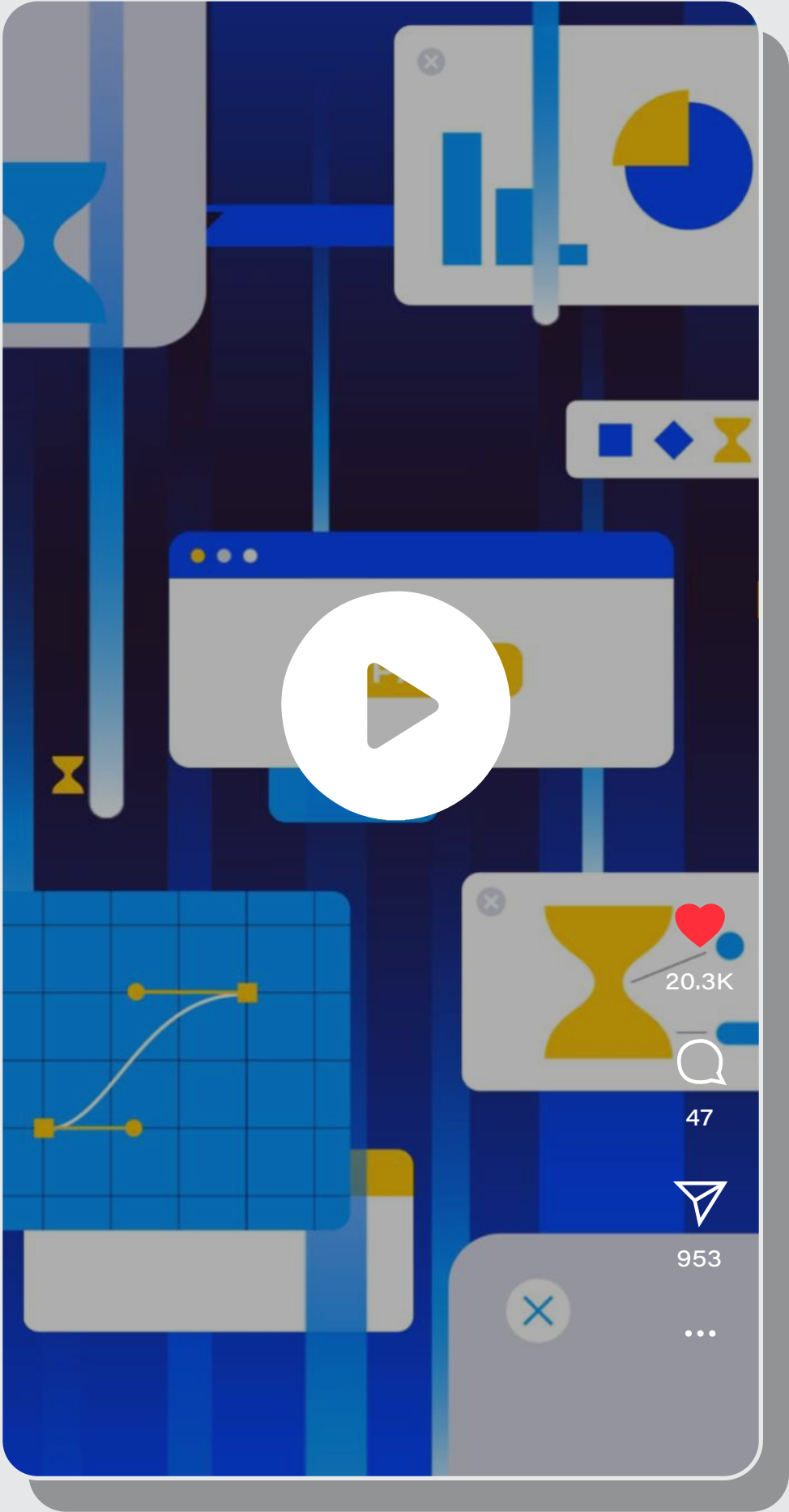
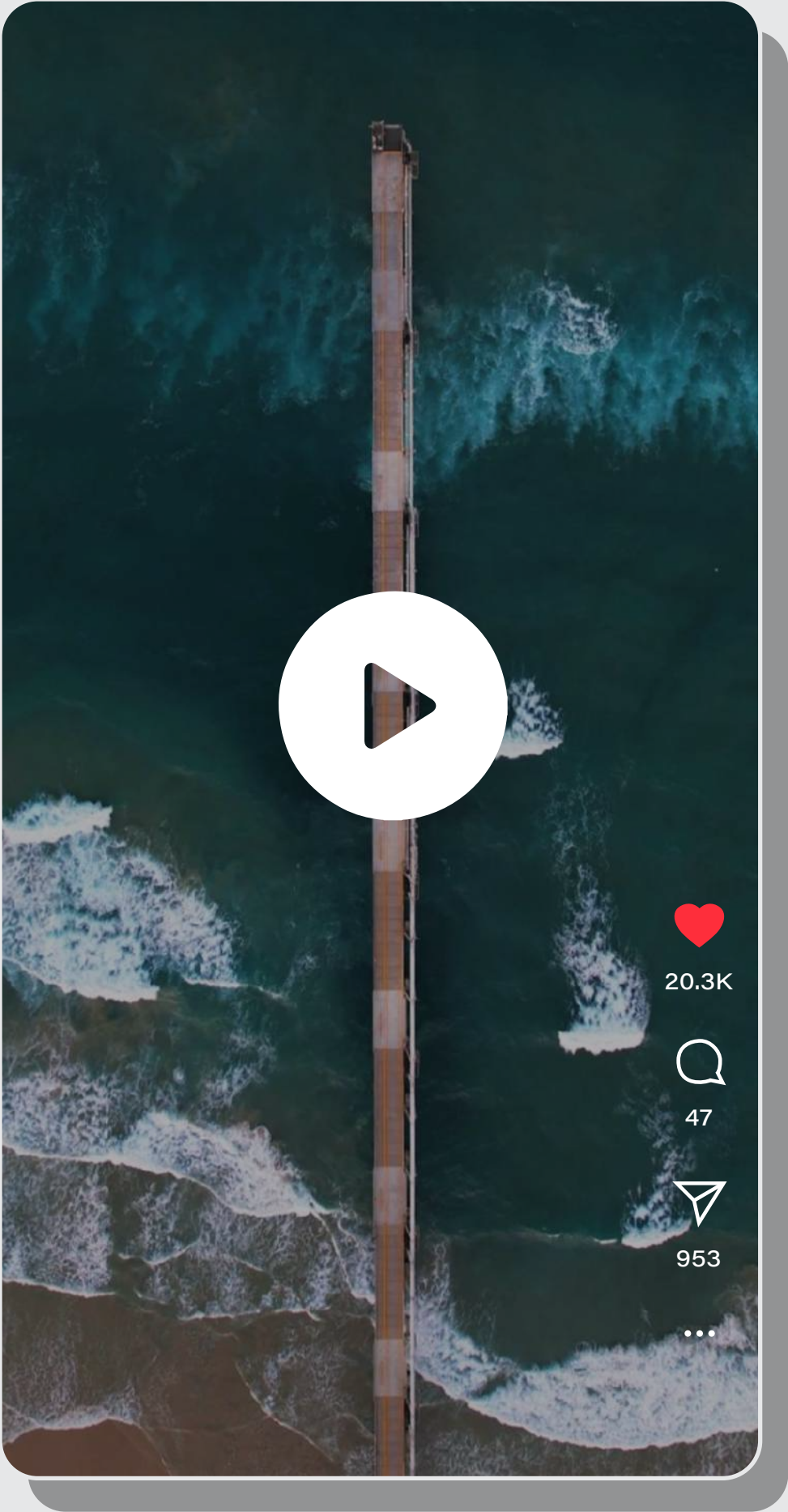
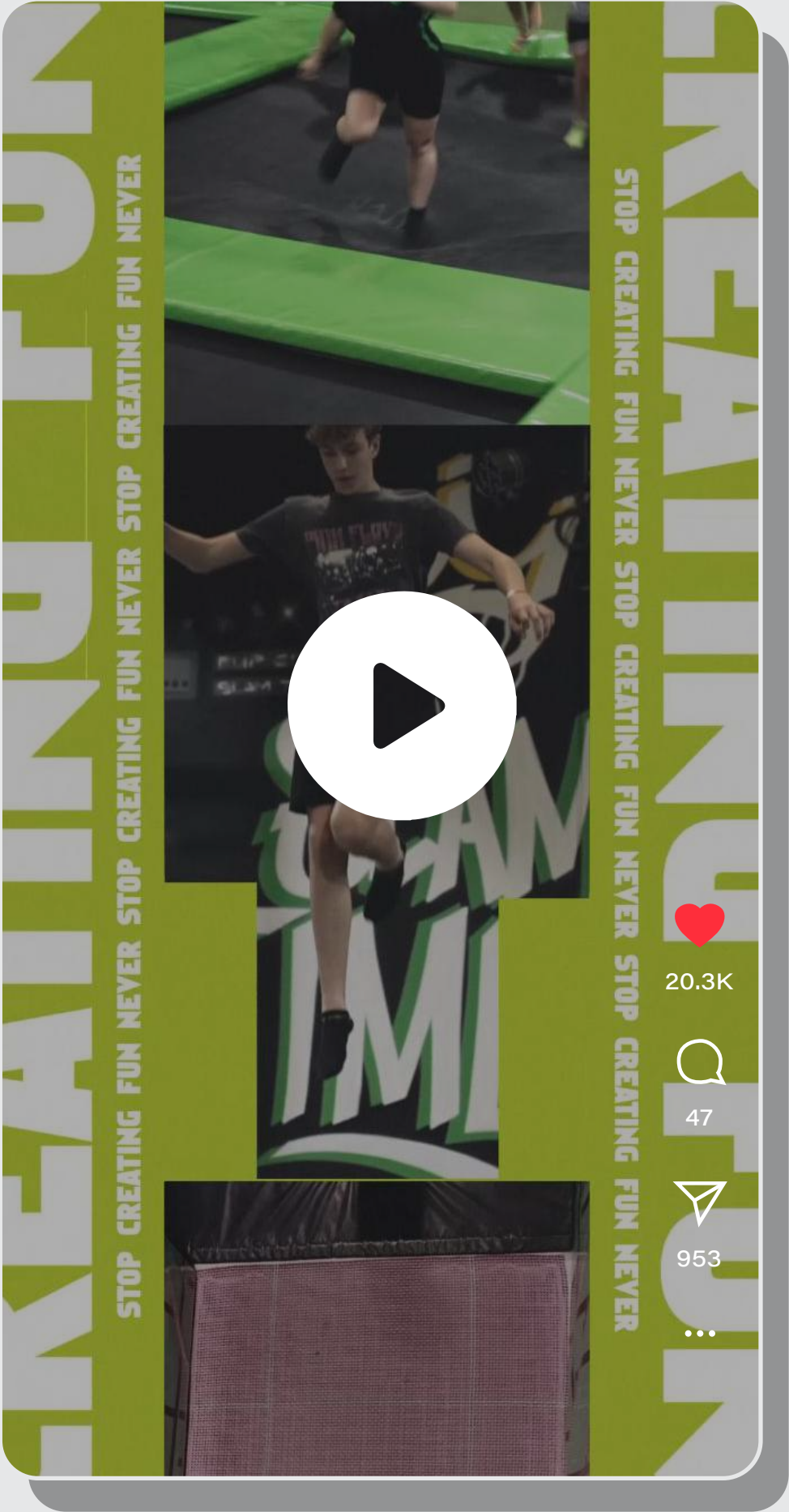
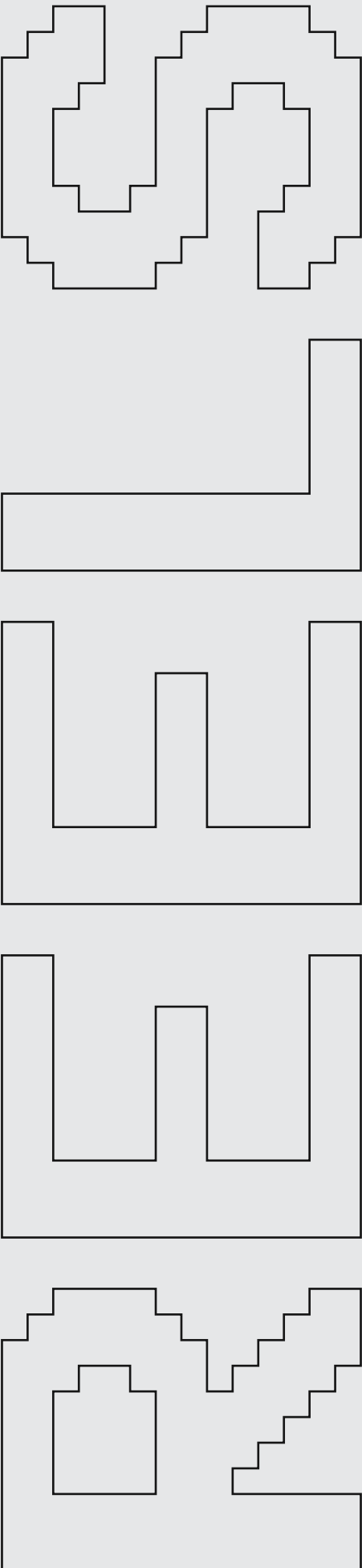
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🔖



VIDEOS

Click to Play





PORTFOLIO  
2025

THANK  
YOU!

PAM  
JIANG

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PORTFOLIO

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