

Yibo's *portfolio*

Hi there!

I'm a creative thinker, art director, designer and lover of new things - especially new technology. I have spent the last three years in Melbourne, and the ten years before that in Shanghai, delivering innovative client solution at places like Leo Burnett, Noisy Beast, Isobar and MRM with a focus on digital design, social media, web solutions, UI and UX. Some of the clients I've worked for include Swisse, Volvo, 7-Eleven, General Mills, In niti, Simonds, Loreal, Paris, Fiat and Coca-cola, to name a few. You can see some of that work below.



2018

Leo Burnett
Senior Digital Creative
Feb 2018 - Dec 2018
(10 months)
Melbourne

2015

Noisy Beast
Senior Digital Creative
Dec 2015 - Jan 2018
(2 years 2 months)
Melbourne

2013

isobar Shanghai
Senior Digital Art Director
Apr 2013 - Aug 2015
(2 year 4 months)
Shanghai

2011

MRM Worldwide
Senior Digital Art Director
Jan 2011 - May 2012
(1 year 5 months)
Shanghai

2005

Zeropartner
Senior Digital Designer
Mar 2005 - Apr 2008
(3 years 2 months)
Shanghai

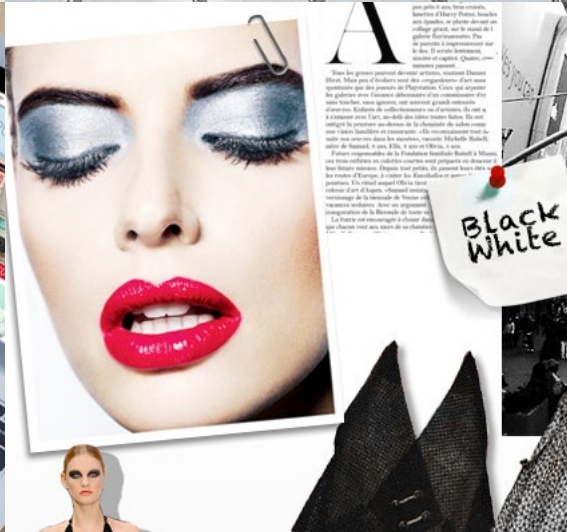
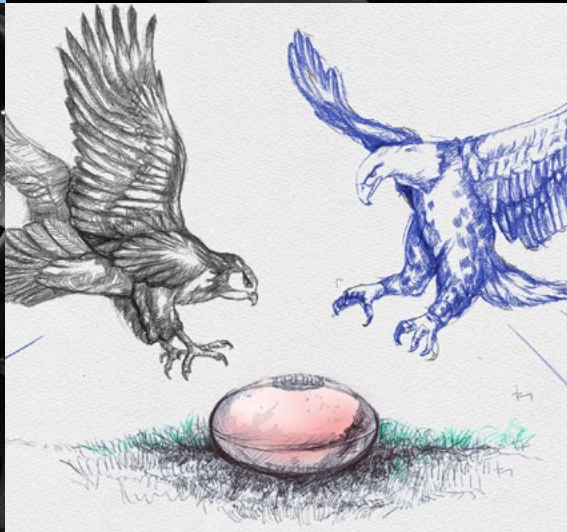
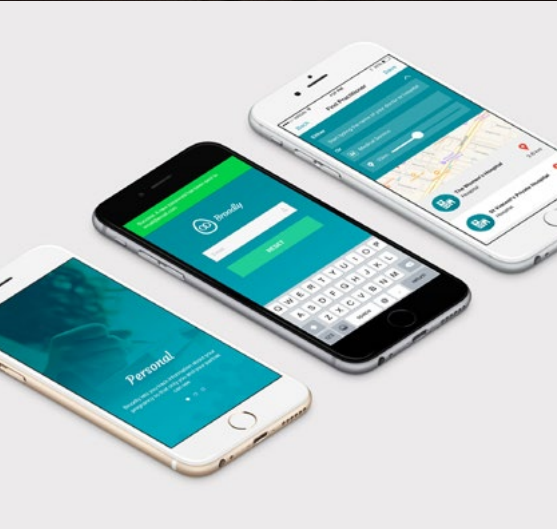
2008

MRM Worldwide
Digital Art Director
Apr 2008 - May 2010
(2 years)
Shanghai

experience

case studies

Advertising
Art Direction
Social Media
User Experience Design
User Interface Design
Concept Development
e-Commerce Solution



recommendations

Yibo

was always full of initiatives and striving to do better and different. He understood business objectives and solved client's challenges through his creative mind and visual art skill. Yibo is definitely a great team member and I had a fantastic experience of working with him.



Jane Lin-Baden

CEO Asia Pacific Isobar China
[LinkedIn >](#)

Yibo

is a great guy and a very talented art director. He is smart, conscientious, friendly and ambitious. He is very thoughtful with his work and he is good at coming up with creative ideas. It was a pleasure to work with him in Shanghai and I would recommend him highly for any digital art direction job.



Tim Doherty

Chief Creative Officer Isobar China
[LinkedIn >](#)

Yibo

has worked as senior art director in my creative teams in MRM/McCann and Sapient Nitro in Shanghai. Yibo's design skills, visual sensibility and digital expertise, consistently guarantees the creative quality of the work. Even when the timeline gets tough, he delivers work with a good sense of design and style.



Nick Landucci

Creative Director at MRM and Sapient China
[LinkedIn >](#)

*thanks for
stopping by*

Let's chat!

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