

# PORTFOLIO

JODIE LO 2026

# Hi! I'm Jodie

I'm a Hong Kong-born designer with a uniquely multicultural lens, specialising in branding, marketing, and graphic design.

*My work often explores the intersection of identity and purpose to create designs that hold deeper meanings than what meets the eye. I believe creativity knows no borders; every concept holds the potential to resonate deeply, inspire action, and leave a lasting impression.*

In this PDF are some samples of my work and processes. I hope you enjoy! :)



Figma



Canva



Photoshop



Illustrator



InDesign



After Effects



## Services

BRAND DESIGN

WEB DESIGN

CONTENT CREATION

ILLUSTRATION

PRINT DESIGN

PRODUCT DESIGN

GRAPHIC DESIGN

APPAREL DESIGN

ANIMATION

MOTION EFFECTS

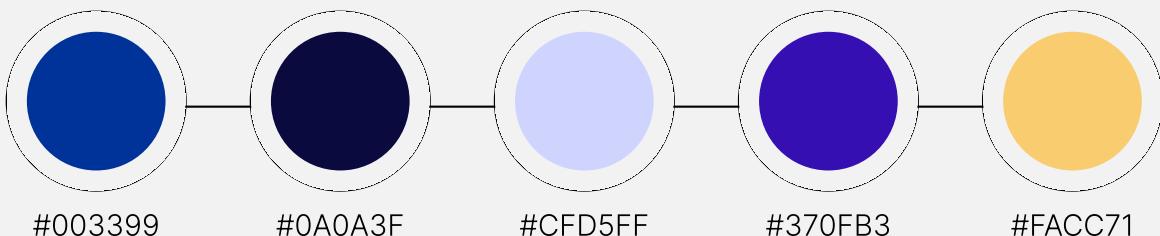


Who says professionalism can't come with personality? Rebranding **ABSA (the Australian Business Students' Association)** meant rejuvenating the brand's identity, from bringing its signature blue back to life, to creating a brand strategy that focused on creativity and innovation.

The new logomark is formed by an open book at the bottom, supporting the bridge, the pillars of which are bars from a bar graph and a tie, to signify the association's mission of not only bridging the gap between academics and industry experience, but to also encourage students to build on their theoretical knowledge in their professional life.



A brighter blue is selected to liven up as the primary colour, while the rich purple brings depth and warm yellow brings energy. The visual appearance of professionalism remains consistent, but the new colours and shades ensures that it no longer feels "boring".



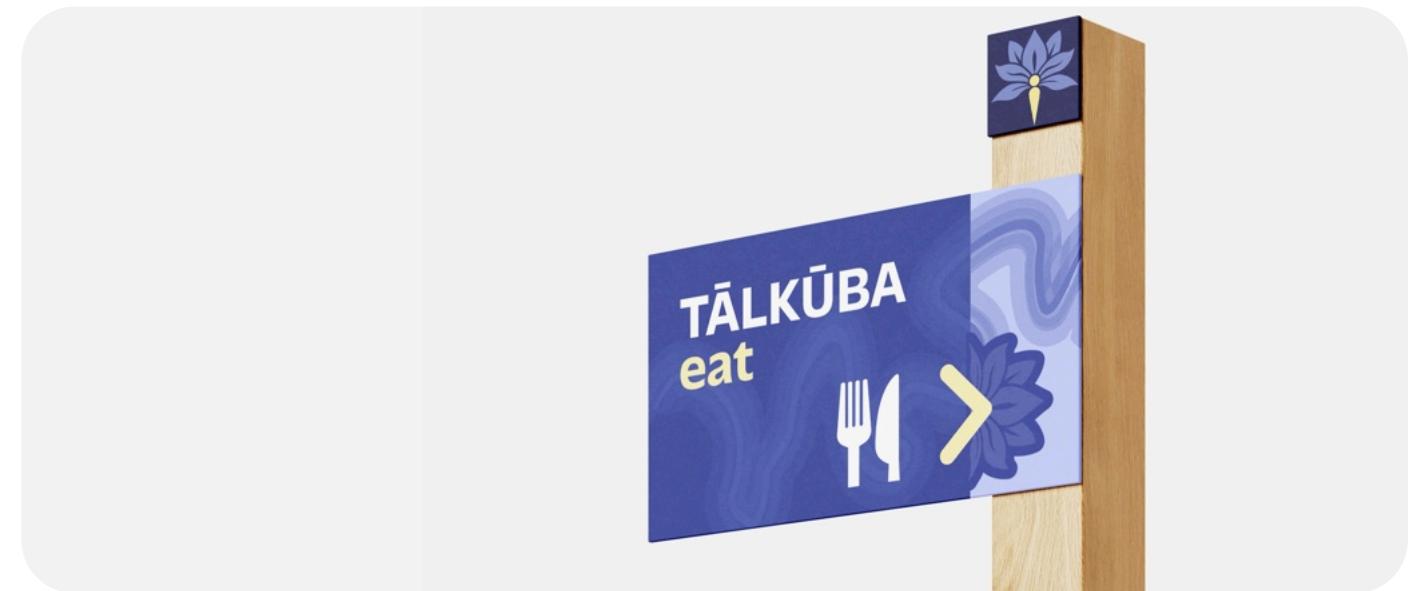
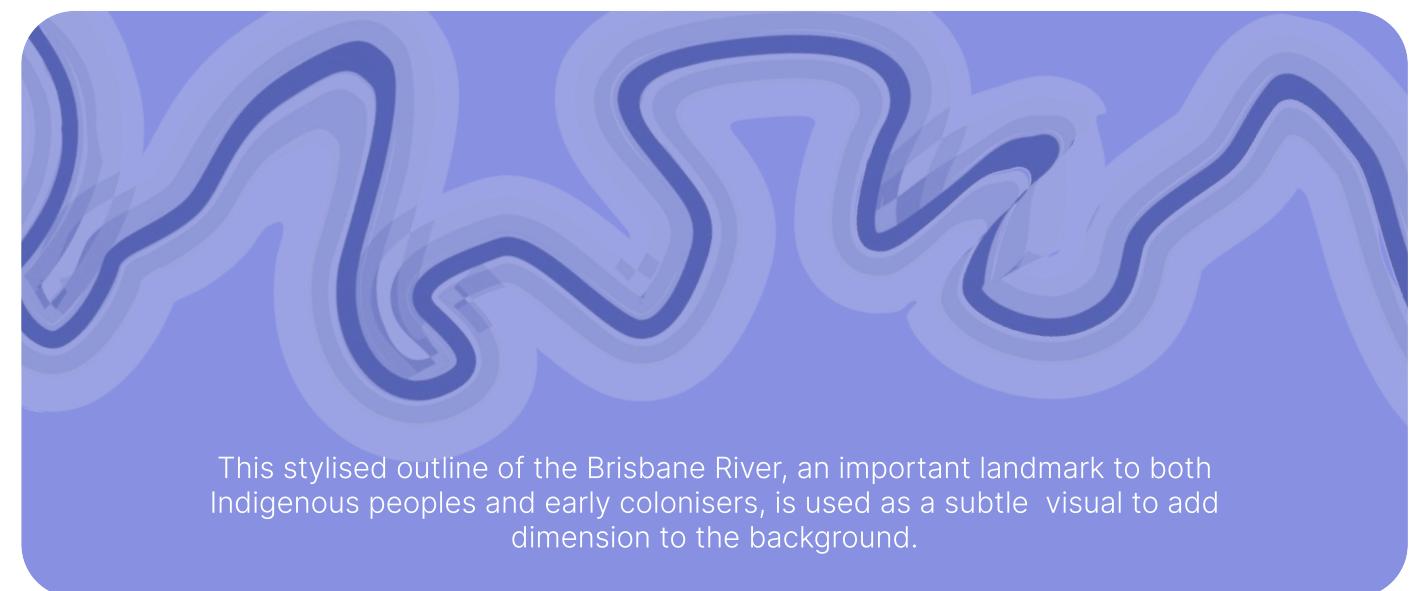
Embracing imperfection to create luxury and intimacy was the goal for **Mumma Mail**. The visual identity acknowledges the raw, unpolished realities of motherhood, pairing them with a logomark designed to feel personal, comforting, and quietly luxurious, a gentle reassurance for mums in moments that are often unseen.

The look of a monogram was chosen to subconsciously associate the brand with luxury, with one "M" forming a heart, and resembling the "arms" of a mother holding a symbolic "baby"; the latter of which is created by the second "M", which was designed to also create the outlines of an envelope, tying in the idea of "mail" and personalised letters.



A logo and wayfinding system for **You Are Here in Meanjin**, a food and culture festival held on UQ's St. Lucia Campus. Brisbane's Traditional name of Meanjin, meaning "Place of the Blue Water Lilies" as well as map pins worked as inspiration for the logomark and colour palette.

As I was unable to collaborate with Aboriginal or Turrbal artists for this project, the design system does not include any Indigenous artwork. However, translations (based on the work of Rev. William Ridley, in Kamilaroi and other Australian Languages) and signages in both Turrbal and English were designed to fully immerse attendees in the language while within the event.



# Print Design

**About Your Mentee**

- A promising Australian university student studying business
- Interested in your field of work
- Seeking guidance about their career journey

**SIGN UP NOW & BECOME A MENTOR**

**About the 2025 Mentorship Program**

- **3-month structure** (flexible, and may be adjusted personally depending on the individual relationship)
- **Online orientation meeting** (details below)
- **A mentorship guide bundle** for mentors and mentees
- **Monthly check-ins** from ABSA for mentors and mentees

**Orientation Meeting Details**

- **March 26, 2025 (Wednesday)**
- **7:00-8:00PM AEDT**

Australian Business Students' Association

**Australian Business Students' Association**

The bridge between academic knowledge and real-world industry experience.

**@absanet.com.au**

**ABSA**

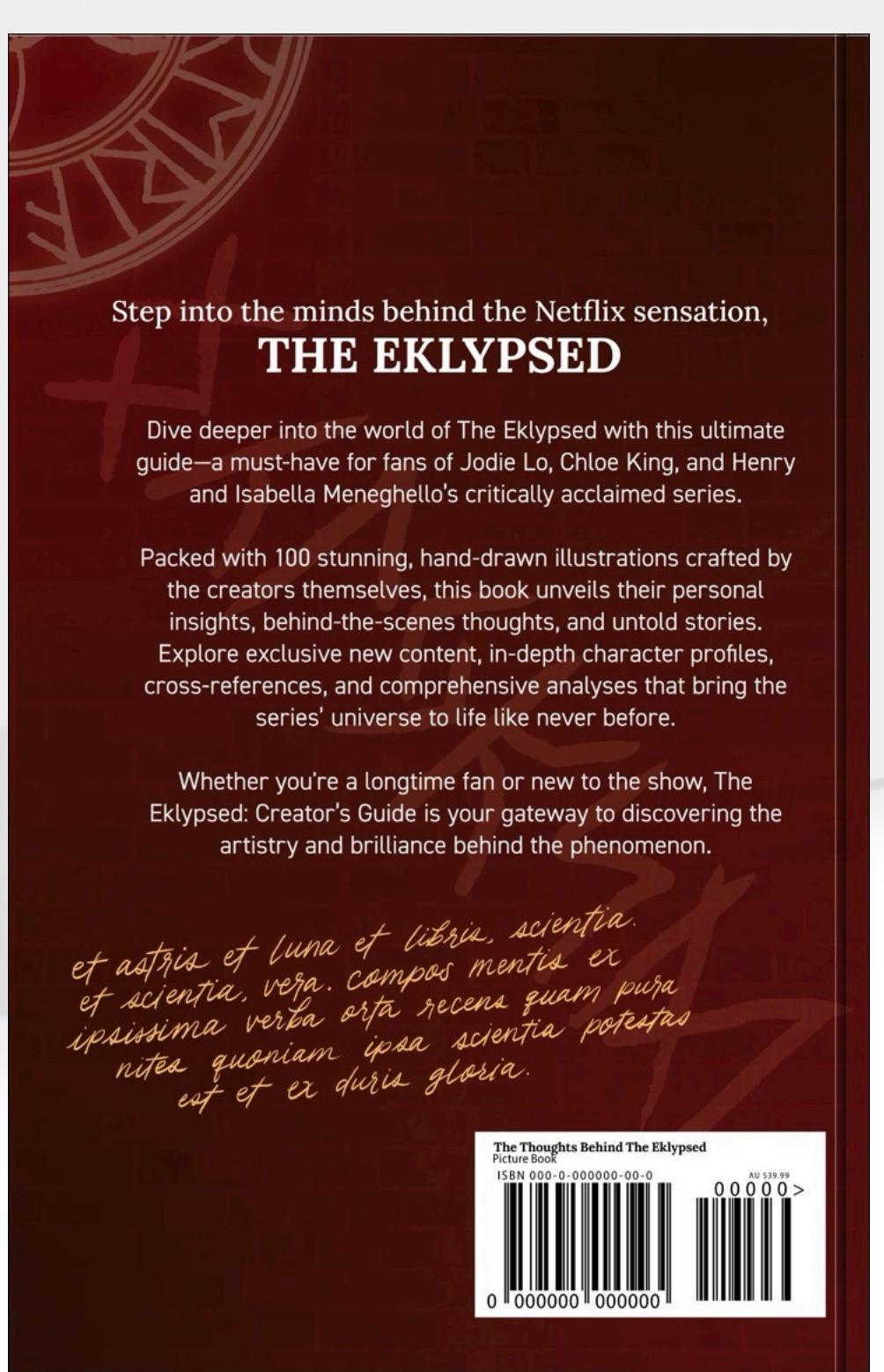
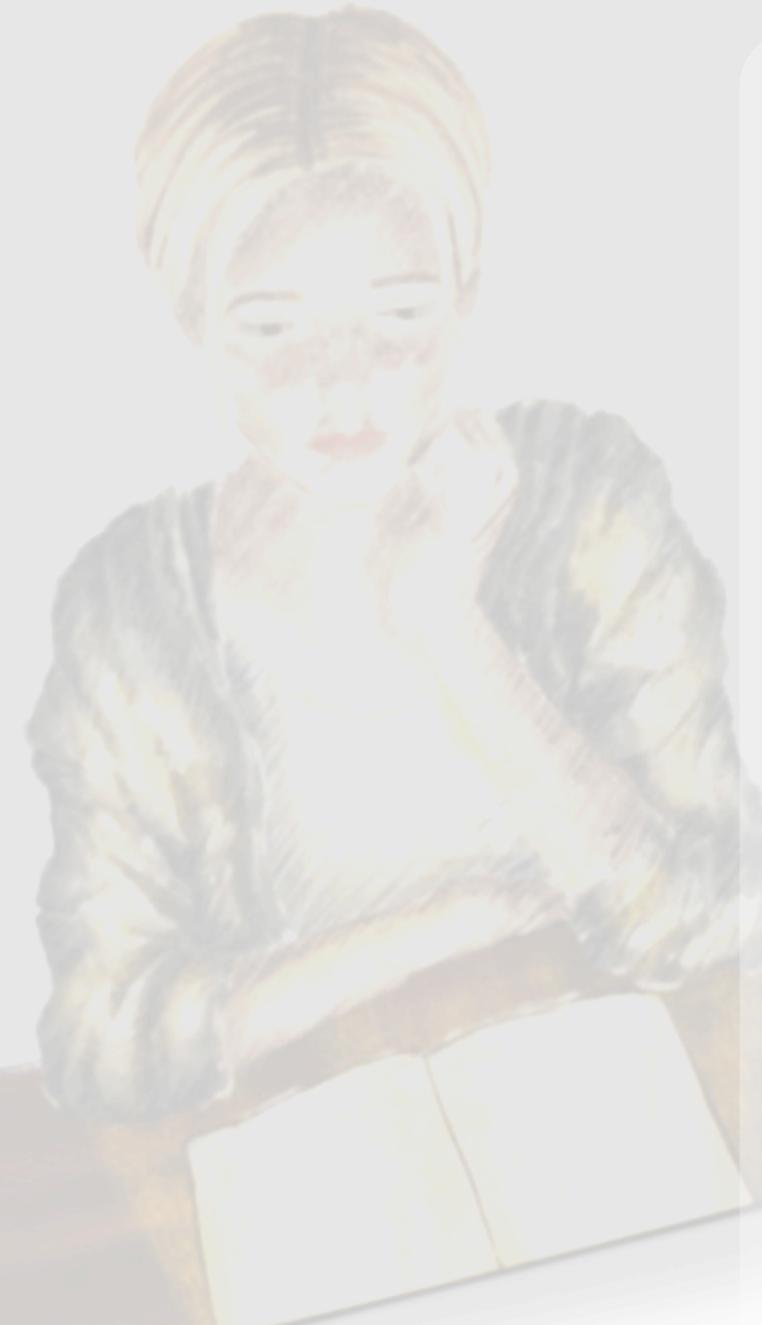
Find us on [@absanet.com.au](https://absanet.com.au)

Connecting University Students Across Australia with *Business Industry Experience*

**ABSA**

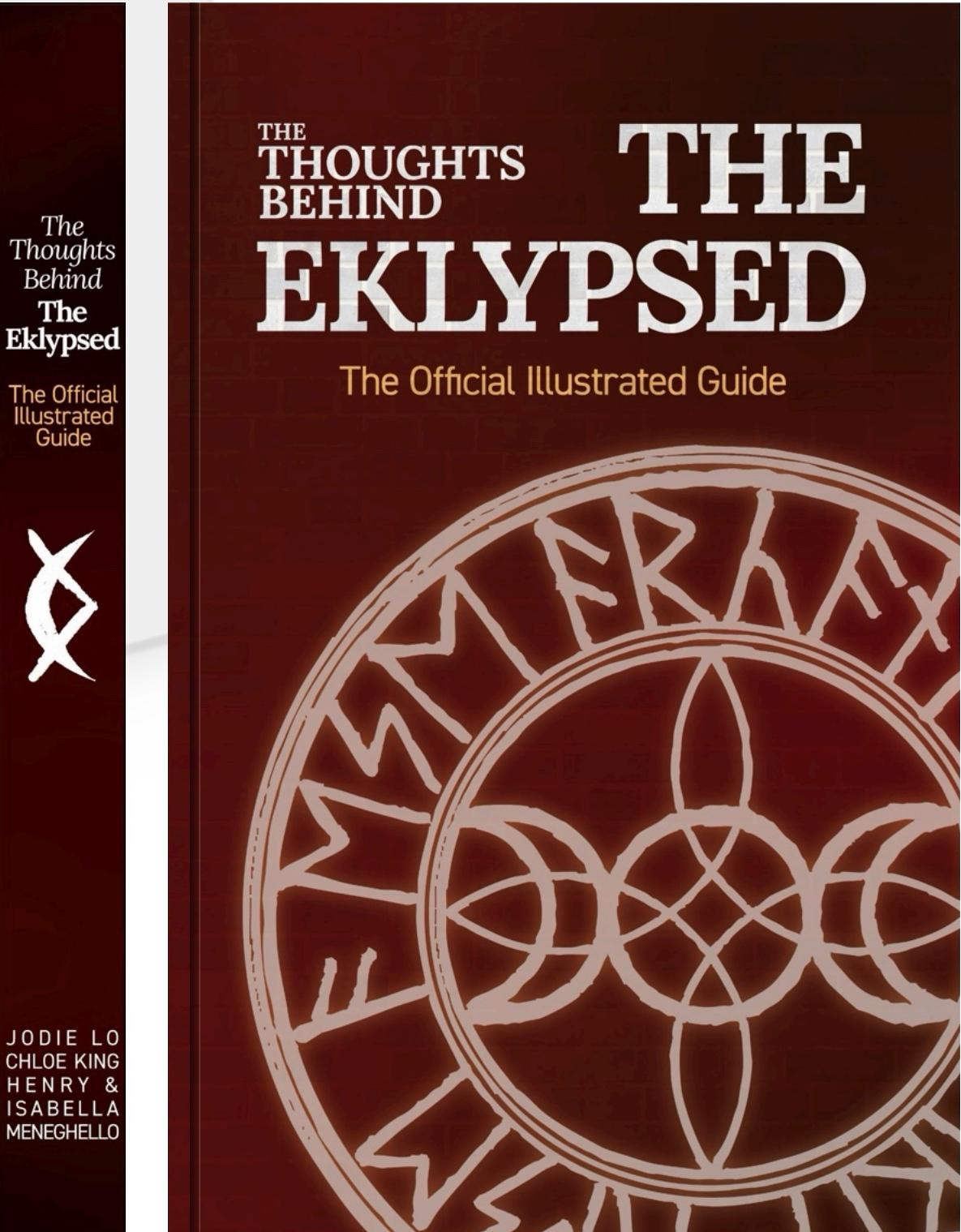
Australian Business Students' Association





**Translation:** From the stars and the moon and the books, knowledge. In control of the mind, you shine so bright, newly risen from the very words themselves, for knowledge itself is power and from suffering comes glory.

Inspired by *The Twilight Saga: The Official Illustrated Guide* and the Harry Potter *The Mysteries of Hogwarts: An Illustrated Guide* to the fictional world from *The Eklypsed*, featuring genuine Latin runes and old Latin sayings.



FLOTSAM x SURFRIDER

# FOUND OBJECTS

## PHOTO COMPETITION

Reclaim. Repurpose. Reveal.

**PRIZES TO WIN**

- 1 *Swim with Whales* Ticket
- 1 Ticket for *2026 World Surfing Conservation Conference*
- *Patagonia* Product Packages
- *Pargo* Water Bottles
- and more!

- Collect rubbish from beaches or waterways
- Create artwork from collected rubbish
- Share your creation on Instagram
- Include short story about your piece in the caption
- Tag @flotsam.festival and @surfrideraus
- Use hashtag #SurfriderFound

SCAN HERE  
FOR MORE  
DETAILS

FREE ENTRY

SUBMIT YOUR ENTRY BEFORE  
**MAY 9**

[flotsamfestival.com.au](http://flotsamfestival.com.au) [surfrider.org.au](http://surfrider.org.au)

FOUND OBJECTS

# PHOTO COMPETITION

Reclaim. Repurpose.

PRIZES TO WIN

- 1 *Swim with Whales* Ticket
- 1 Ticket for *2026 World Surfing Conservation Conference*
- *Patagonia* Product Packages
- *Pargo* Water Bottles
- and more!

- Collect rubbish from beaches or waterways
- Create artwork from collected rubbish
- Share your creation on Instagram
- Include short story about your piece in the caption
- Tag @flotsam.festival and @surfrideraus
- Use hashtag #SurfriderFound

SCAN HERE  
FOR MORE  
DETAILS

FREE ENTRY

SUBMIT YOUR ENTRY BEFORE  
**MAY 9**

[flotsamfestival.com.au](http://flotsamfestival.com.au) [surfrider.org.au](http://surfrider.org.au)



★★★★★  
A Must for Business Students!

The venue was amazing, and allowed for me to network with students from across Australia! The speakers were highly knowledgeable and engaging to listen to, with their range of topics covering LinkedIn, professional pathways, and more.

Tia Fitzpatrick  
Finance & Economics Student @ UQ

40%  
Students Recommend Our Events

Supported by companies worldwide.

EY professional super CommonwealthBank Citi ACCA Conva

FIND OUT MORE WORK WITH ABSA

We would LOVE to hear from you!

Whether you have questions, feedback, or simply want to get in touch with us, feel free to do so by filling out the form below. We look forward to receiving your message!

First Name \* Last Name \*  
 Email \* Company  
 Subject  
 Your Message \*  
 I would like to receive monthly communications from ABSA about opportunities, events, and updates. I understand I can unsubscribe at any time.  
 SUBMIT

ABSA Australian Business Students' Association

HOME EVENTS PROJECTS MEMBER SOCIETIES ABOUT US CAREERS

Contact Conference Mentorship Program Perks Our Story ABSA x Prosple

Conference Podcasts Current Members Our Mission Join the ABSA Team

f iin Privacy Policy Terms and Conditions contact@absanet.com.au



You're invited!



## 2025 Mentorship Program

Please apply on our website before March 16, 2025.



Fast Track &  
Elevate Your Career  
with  
**ACCA ACCELERATE**

ABSA Partner

UNI STUDENTS + ACCA  
= SUCCESS

ACCA + \$0 ACCA SUBSCRIPTION FEE +  
NEWSLETTER + ACCA EVENTS INVITE + MORE  
= ACCA ACCELERATE PROGRAM

stat plot 11   tblset 12   format 13   calc 14   table 15  
y =   window   zoom   trace   graph  
2nd   quit   ins  
mode   del



GET 15% OFF  
EARLY BIRD



ep, and  
opport.  
d spots.  
given to  
societies.

ME A  
MBER  
CIETY

clusive  
ster for  
early,  
more.  
t ABSA  
email.

ibe

op with  
ites and  
ments,  
tes, and  
der tips.  
nly to  
box — no  
st value.

WEEKLY  
JOB SCOOP

ENTRY-LEVEL POSITIONS  
OPEN TO APPLICATIONS  
NOW

Swipe to see opportunities in:

- Consulting
- Economics
- Finance
- Law
- Marketing

★ APPLY TODAY ★

Posting by ABSA (Australian Business Students' Association)

★★★★★

BREAKIN  
NEW

MENTORSHIP GU  
BUNDLES FOR AL  
APPLICANTS

By simply applying as a mento  
mentee, ALL applicants will re  
a Mentorship Guide Bundle ahe  
the 2025 ABSA Mentorship Prog

www.absanet.com.au



Deutsche Bank

APPLY NOW  
TO GET YOUR  
**MENTORSHIP  
GUIDE  
BUNDLE**

Your career growth starts here! This guide contains mentorship strategies, networking dos and don'ts, tips on goal setting and project planning, and a roadmap to maximise your mentorship experience.

www.absanet.com.au



Deutsche Bank

2025/26 SUMMER INTERNSHIP  
INVESTMENT BANKING

**A place at the table**  
reserved for you

Find your future at Deutsche Bank

Deutsche Bank



Join us in Sydney on  
August 8, 2025!

**EARLY BIRD  
DISCOUNT**

**15%  
OFF**

YOUR CODE:  
**EARLYBIRD15**

LINK IN BIO



Jodie Lo



mobile

**+61 4 1415 1121**

email

**contact@jodielo.com**

address

Brisbane, Queensland,  
Australia 4101



website

**www.jodielo.com**

social media

LinkedIn **linkedin.com/in/jodielo**

notes

Bachelor's of Business Management (Marketing)

# Get in touch!

Thank you!