

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! :)



Services

BRAND DESIGN

WEB DESIGN

CONTENT CREATION

ILLUSTRATION

PRINT DESIGN

PRODUCT DESIGN

GRAPHIC DESIGN

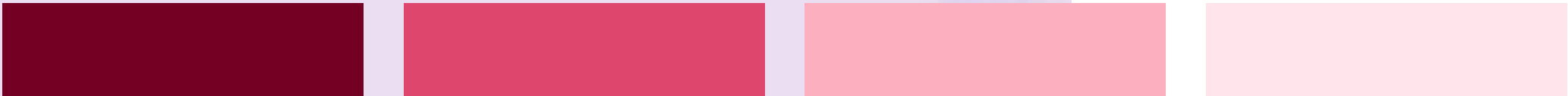
APPAREL DESIGN

ANIMATION

MOTION EFFECTS



Brand
Design

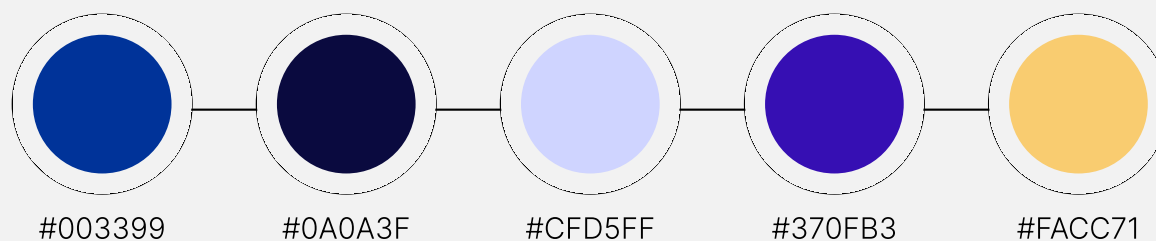


Who says professionalism can't come with personality? Rebranding **ABSA (the Australian Business Students' Association)** meant rejuvenating the brand's identity, from bringing its signature blue back to life, to creating a brand strategy that focused on creativity and innovation.

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**.

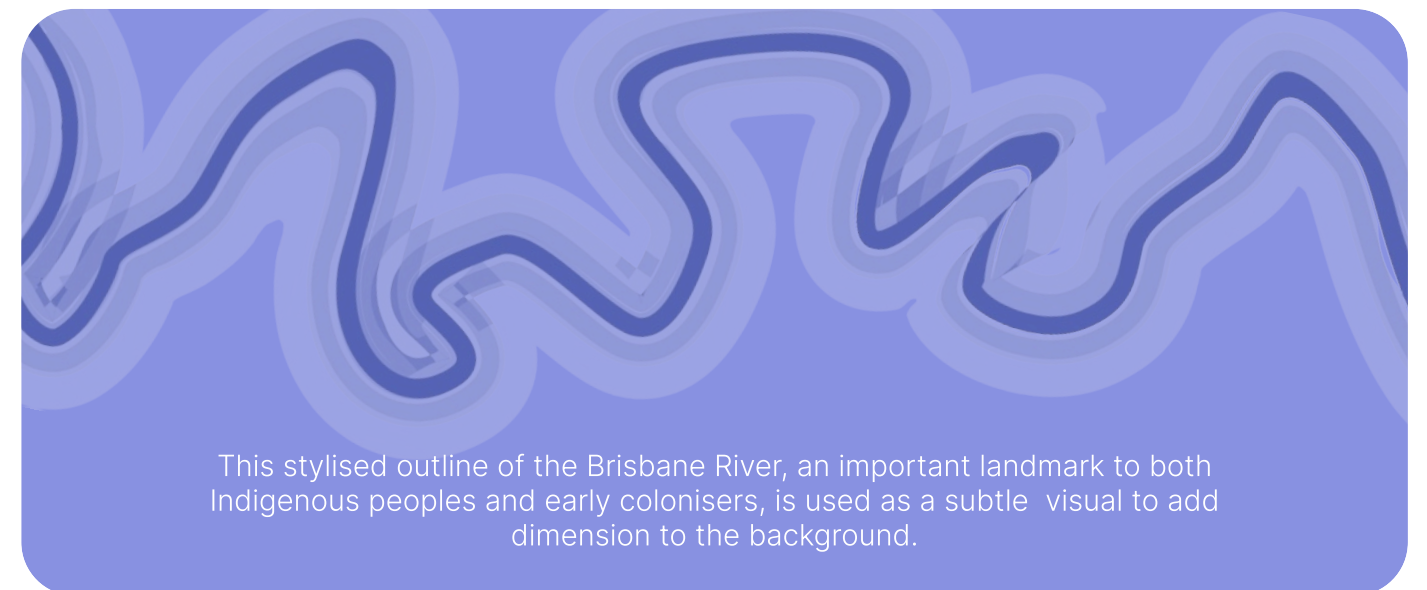
The visual identity acknowledges the raw, unpolished realities of motherhood, pairing them with a logomark designed to feel personal, comforting, and quietly luxurious, a gentle reassurance for mums in moments that are often unseen.

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

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

Program Timeline

- ORIENTATION MEETING**
 - First meeting with mentees
 - Set mentorship goals
 - Sign mentorship agreement
- MEETING 1**
 - Career goals
 - Career advice
- MEETING 2**
 - Review recent progress
 - Next steps
- MEETING 3**
 - Review recent progress
 - Future advice
 - Wrap up

Orientation Meeting Details

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

Australian Business Students' Association 

SIGN UP NOW & BECOME A MENTOR

ABSA

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

Connecting University Students Across Australia with Business Industry Experience



Australian Business Students' Association

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

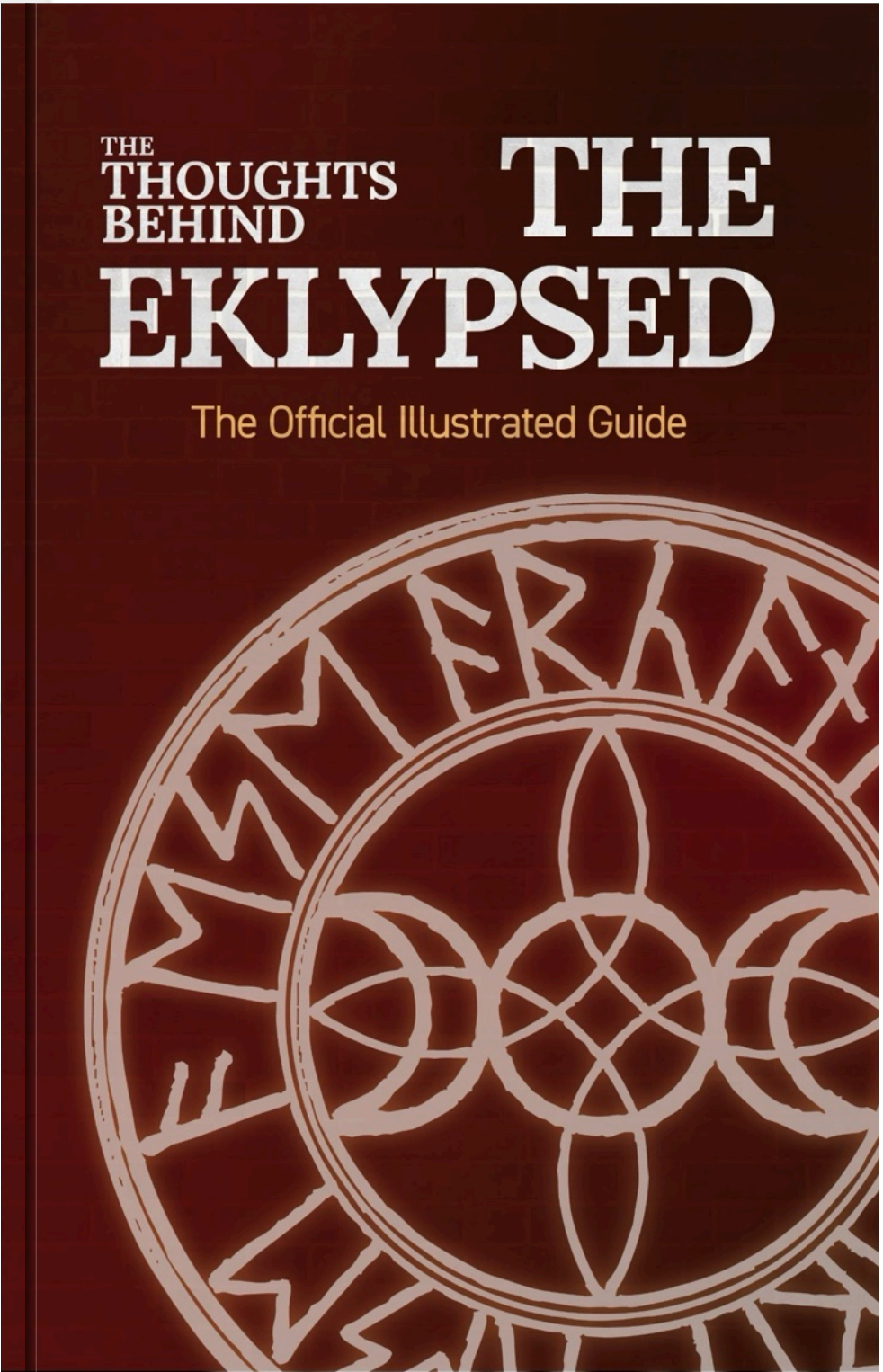
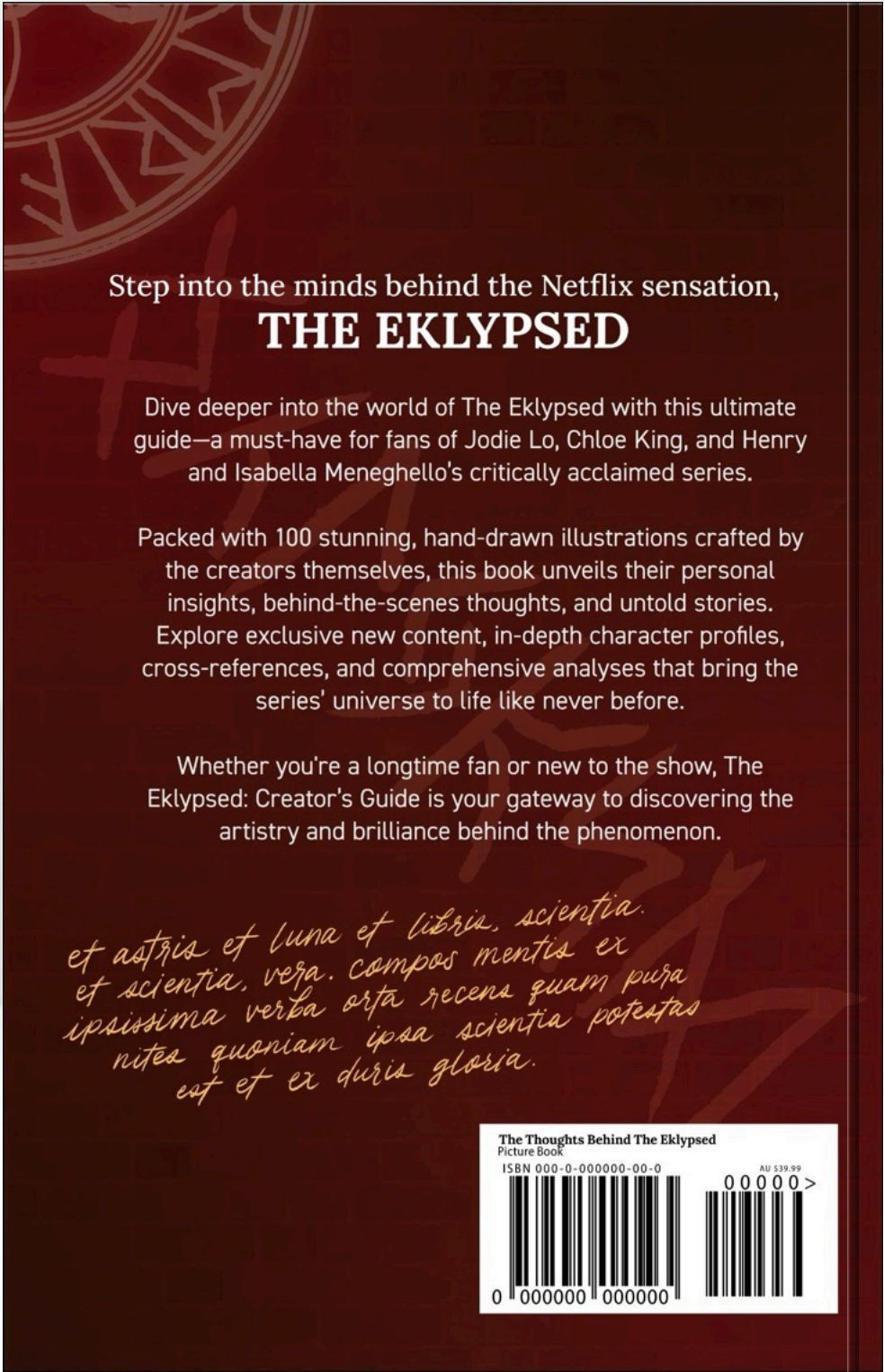
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ABSA



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.



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.

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 surfrider.org.au







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About Us

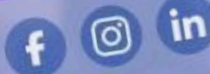
Careers

Connecting University Students Across Australia with Business Industry Experience

Australia's Leading Business Student Network for Experience, Growth, and Industry Connection

EVENTS

PROJECTS



Discover how YOU can join the ABSA community



For Businesses

Looking to connect with emerging business leaders? Create meaningful opportunities for both your company and the ABSA community by supporting us.

GET INVOLVED



For University Societies

Becoming an ABSA Member Society opens your student members to a world of possibilities. Gain access to exclusive content and more networking opportunities now!

VIEW PERKS



For Students

Apply during one of our bi-annual recruitments to become part of the ABSA Team, or stay connected with us on social media for the latest announcements and posts.

JOIN US NOW



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



Tia Fitzpatrick
Finance & Economics Student @ UQ

40% of Students Recommend Our Events

Supported by companies worldwide.



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



Australian Business Students' Association



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contact@absanet.com.au

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Perks

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Our Mission

Join the ABSA Team

Partners



You're invited!



2025 Mentorship Program

Please apply on our website
before March 16, 2025.



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)



BREAKING NEWS

MENTORSHIP GUIDE BUNDLES FOR ALL APPLICANTS

By simply applying as a mentee, **ALL applicants** will receive a **Mentorship Guide Bundle** ahead of the 2025 ABSA Mentorship Program.

www.absanet.com.au



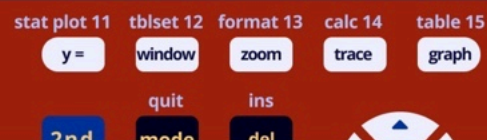
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NEWSLETTER + ACCA EVENTS INVITE + MORE

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ABSA

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.

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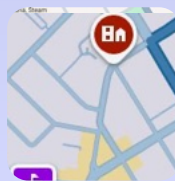
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notes

Bachelor's of Business Management (Marketing)

Get in touch!

Thank you!