

Shaofen
XUE

Hello

WELCOME TO MY PORTFOLIO!

Shaofen Xue

GRAPHIC DESIGN PORTFOLIO



FILLING IT

Filling It
An Eclectic dumpling festival



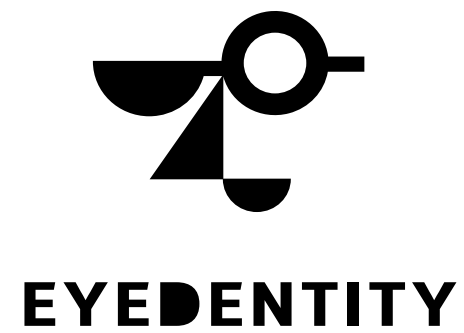
aurae

Aurae
Eco-friendly loungewear brand



**flaming
flavors**

Flaming Flavors
Restuarant branding

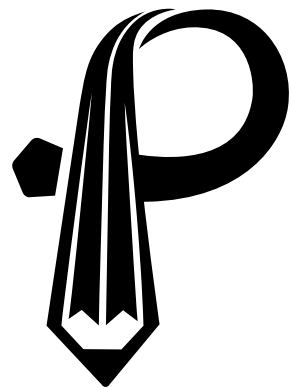


EYEDENTITY

Eyedentity
Glasses app campaign

LOGOS & SYMBOLS

A series of lettermarks, wordmarks, and pictographs for fictional brands.



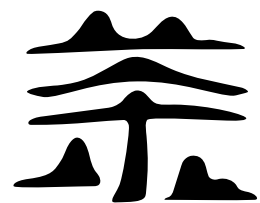
Pencil Publishing
A publishing company



Wacky Travelers
A collectible children's game

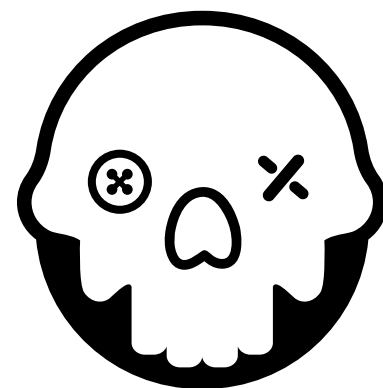


Eagle Eye Photography
An aerial/drone photography service

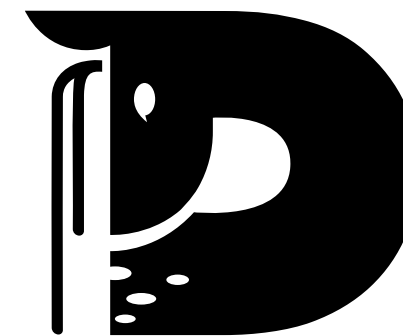


Tea Tales

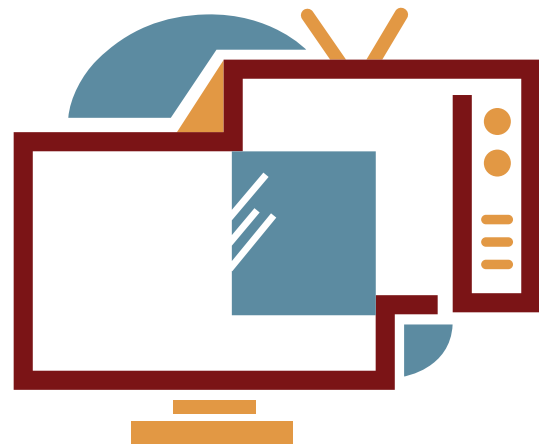
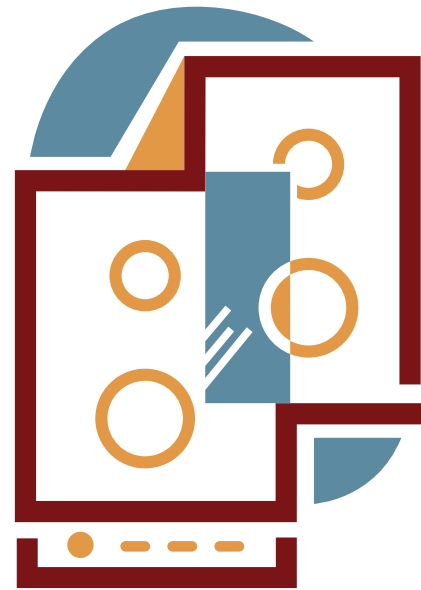
Tea Tales
A traditional tea brand



Voodoo Doughnut
Identity mark redesign



Letter D for Deer
Lettermark for children's book



Wayfinding Pictographs
for an Electronics Store



FILLING IT

An ECLECTIC and international DUMPLING FESTIVAL located in Houston, Texas. This fictional festival was inspired by the lively and colorful night market stands.



AN ECLECTIC DUMPLING FESTIVAL

SPRING 2023
april 22nd-april 23rd
3:00PM-10:00PM

HERMANN PARK
6001 Fannin St
Houston, TX 77030

WWW.FILLINGIT.COM
f i t



FILLING IT

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FILLING IT

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AURAE

A LOUNGEWEAR BRAND that supports sustainability, comfort and style. The name AURAE, derived from the word "aura," captures the brand's fresh and distinct style.











These materials offer a RANGE OF BENEFITS, such as breathability and durability, while also being friendly to the environment.

The LOTUS SILK is a rare and luxurious fabric that is hand-spun from the lotus plant's stem fibers, giving it a soft and silky texture.

EUCALYPTUS & FLAX fabrics are derived from renewable resources and are known for their exceptional comfort and longevity.

SPRING 2023
BLOOMING FLORA EDITION

kind TO THE ENVIRONMENT
& *beautiful* TO WEAR

Aurae's **SPRING EDITION** is a sustainable fashion lover's dream come true. Our latest collection features fabrics made from natural plant and flower materials, including LOTUS SILK, EUCALYPTUS, and FLAX PLANTS.

With this spring edition, we demonstrate that VERSATILITY, SUSTAINABILITY AND STYLE CAN GO HAND IN HAND.



aurae

A LOUNGEWEAR BRAND that sets itself apart by prioritizing SUSTAINABILITY, COMFORT, and ADAPTABILITY. With a focus on using eco-friendly materials and ethical manufacturing practices, we ensure that our pieces have a minimal environmental impact.

Our brand's designs are geared towards versatility, allowing you to easily transition from lounging at home to running errands or meeting up with friends WITHOUT SACRIFICING STYLE OR COMFORT.

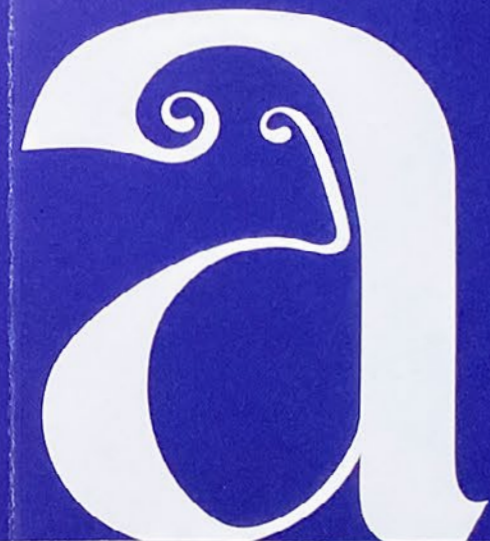
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HOUSTON, TX 77056

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NEW YORK, NY 10036

contact

718.420.4561
AURAELOUNGEWEAR@GMAIL.COM
5210 Woodside St. Brooklyn, NY 11236





FLAMING FLAVORS

Branding and packaging design for a fictional RESTUARANT. For this project, the colors and design choices were inspired by FLAMES; the menu and packaging are stackable, creating an ongoing design that mimicks the essence of fire.



Wine

- CHATEAU MONTAUD ROSE** 18
fruity and well balanced
- CABERNET SAUVIGNON** 18
black currant, soft tannins and vanilla
- MARGARETT'S MERLOT** 35
rich with notes of chocolate and berry
- HESS ESTATE** 24
flavorful with vibrant acidity
- CLEAN SLATE RIESLING** 12
fruity and slightly acidic
- SIMI CHARDONNAY** 30
fruit forward and slight cream

Cocktails

- CLOVER CLUB** 8
raspberry, gin, and egg white cocktail
- AGUA VELVA** 10
vodka, gin, blue curacao, lemon, and soda
- PAPER PLANE** 12
bourbon, aperol, italian amaro, and lemon juice
- YELLOW BIRD** 9
galliano, orange liqueur, white rum, and lime juice
- BLACK VELVET** 12
guinness beer and french sparkling wine

drinks

MENU

Appetizers

- JALAPENO POPPERS** 8
baked jalapeno filled with stuffing and bacon
- ENDAMAME** 5
spicy endamame seasoned with red pepper flakes, salt, ginger
- CRAB SALAD TAPAS** 6
crispy flaky pastry filled with creamy sweet crab
- ZIPPY CURRY DIP** 6
variety of vegetables served with creamy curry dip
- SHRIMP CAKES** 10
crispy shrimp cakes served with spicy aioli sauces

Entrees

- FIRECRACKER CHICKEN** 14
bite sized chicken pieces with a balanced sweet and spicy sauce
- FIVE ALARM CHILI** 12
a bowl of chili made from five different types of fresh chilis
- COQ AU VIN** 15
chicken and various vegetables simmered in spicy wine sauce
- HUNGARIAN GOULASH** 17
tender chunks of beef and onions simmered in beef stock with paprika
- PEPPERCORN TALAPIA** 16
tilapia seasoned with citrus peppercorn and served with fresh mango salsa
- MOROCCAN SALMON** 20
salmon filet seared with moroccan spice and served with lemon couscous
- CURRY EGGPLANT** 12
spicy vietnamese curry eggplant simmered with potatoes and carrots
- VEGETARIAN LASGNA** 15
fresh pasta sheets with ricotta, mozzarella, parmesan and house spicy marinara

food

Sweet Desserts

- CHOCOLATE MOUSSE** 10
chocolate cake layered with chocolate mousse, topped with chocolate petals
- FRESH FRUIT COBBLER** 12
a refreshing fruit filling and a crumb topping served with traditional vanilla icecream
- REINVENTED CHEESECAKE** 8
twist on the classic cheesecake with dulce le leche and passion fruit jam
- HERBAL TEA ICE CREAM** 6
traditional green tea based icecream infused with black tea, cinnamon, and orange
- MANGO SOUFFLE** 9
twist on the french souffle with a mango base infused with coconut flavors

House Specials

- FLAMING CHOCOLATE PIE** 9
house special chocolate pie with cayenne infused the filling for an extra kick
- SALT AND PEPPER CARAMEL** 6
house special caramels that are salty, creamy, chewy, and spicy

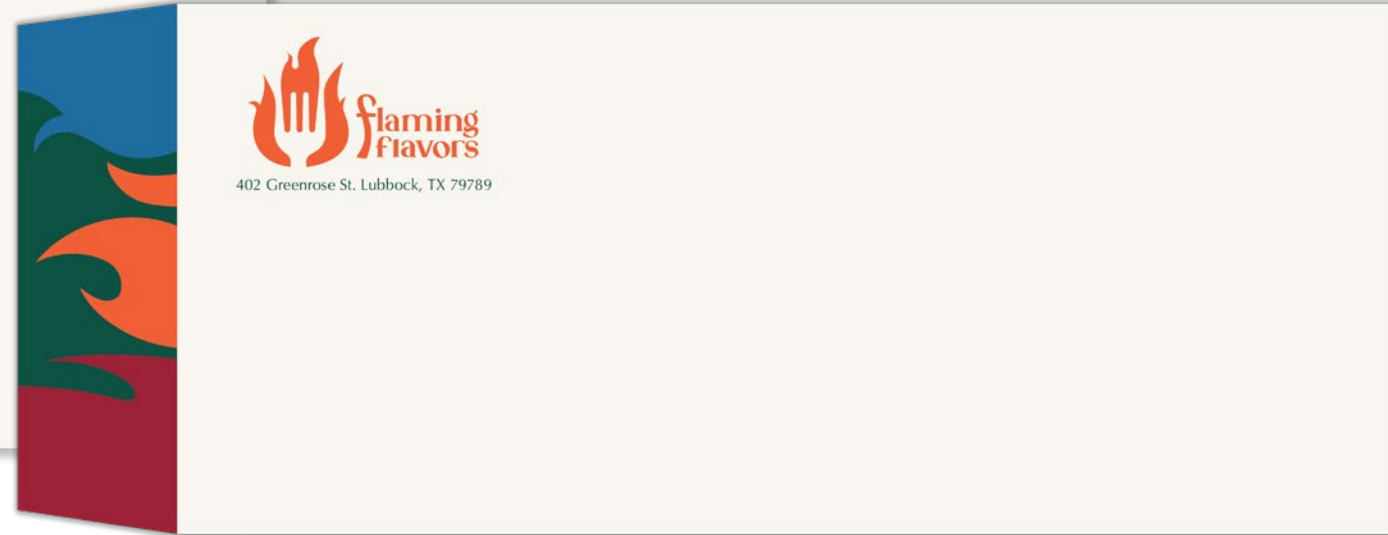
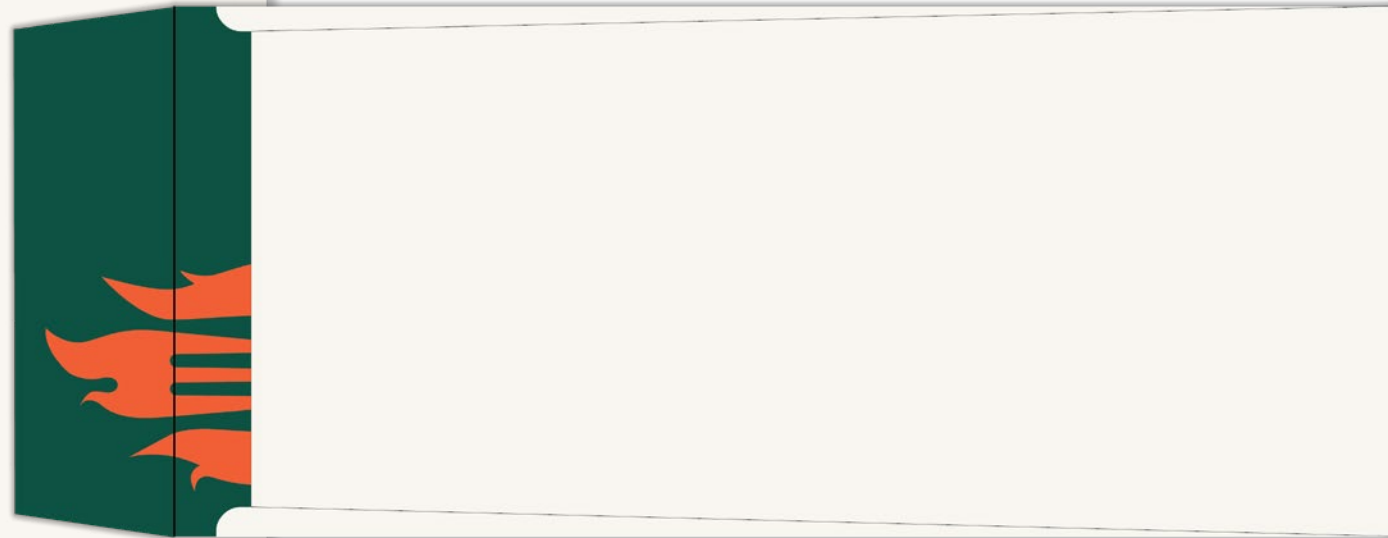
dessert



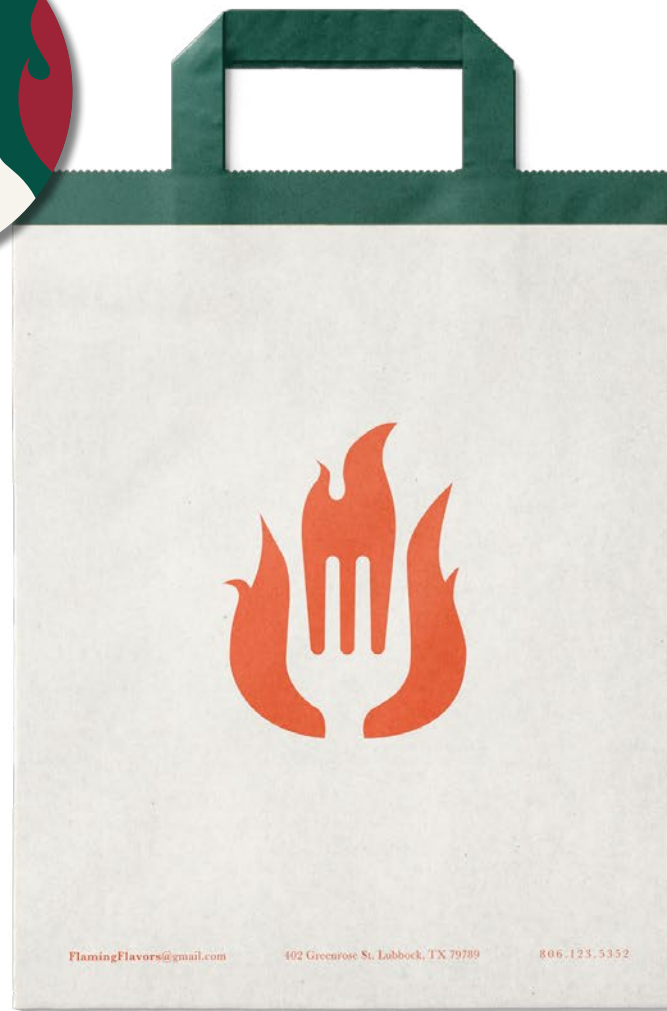
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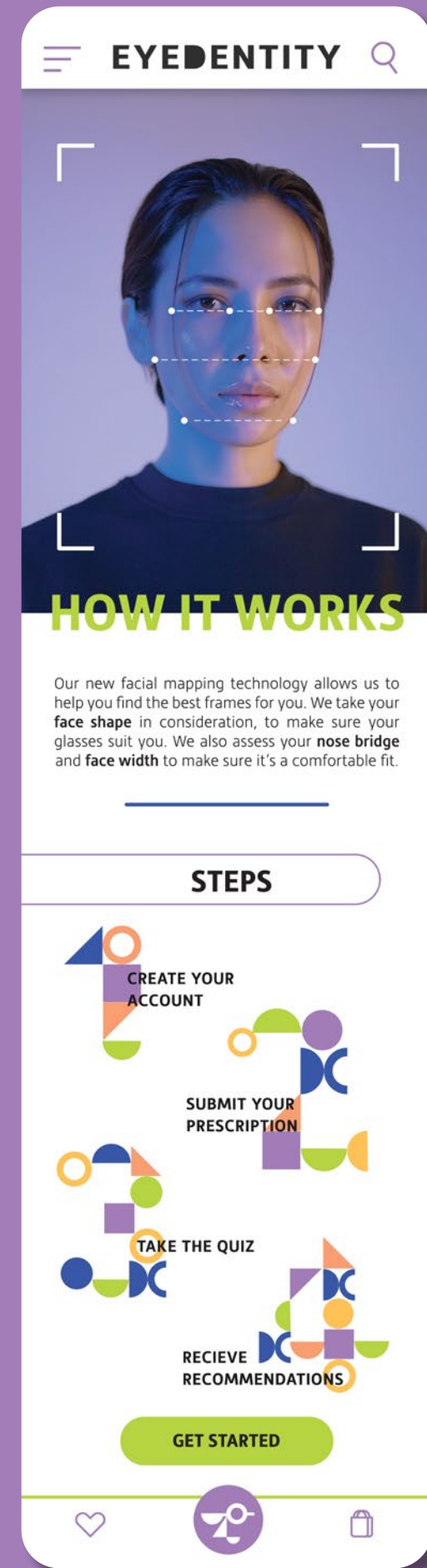
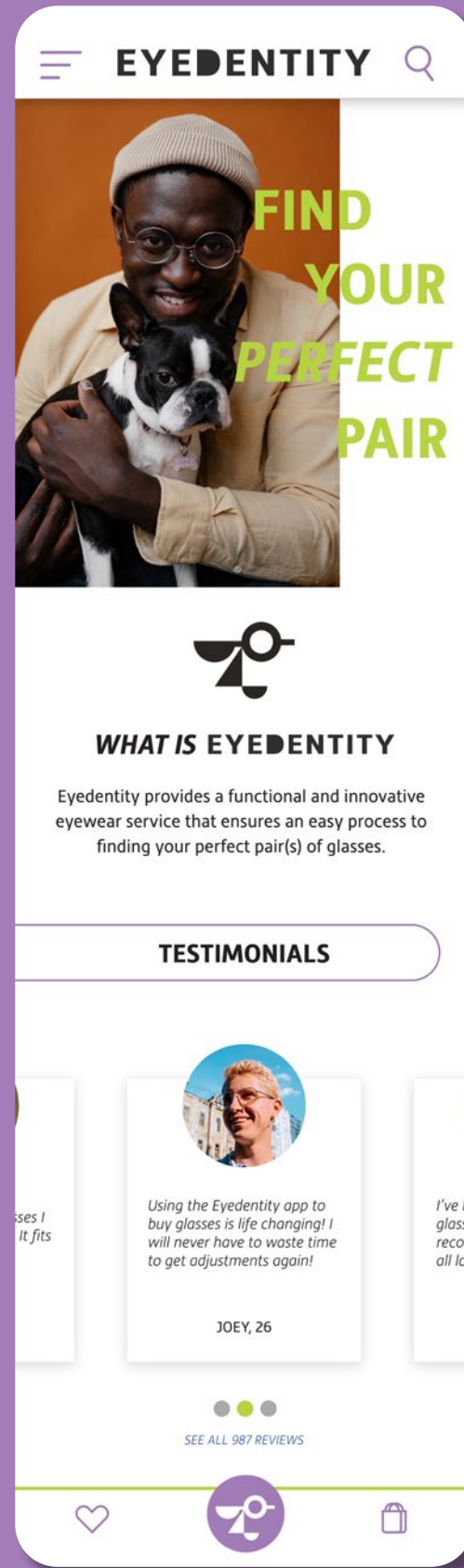
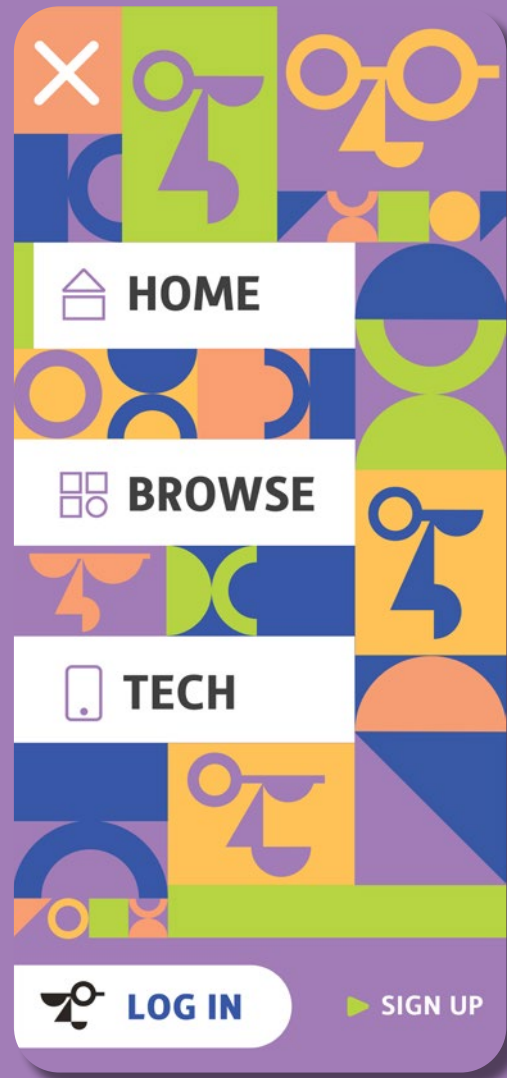


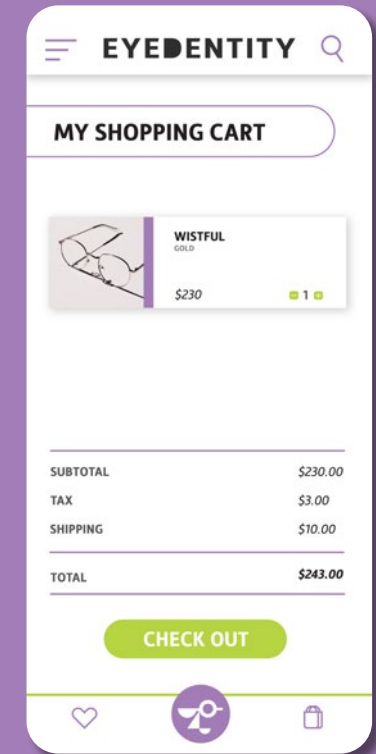
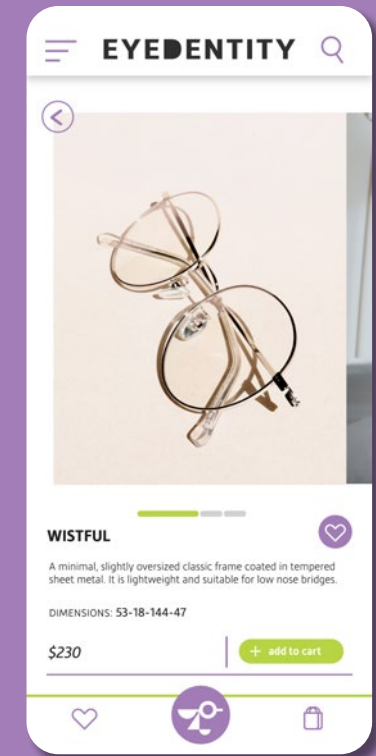
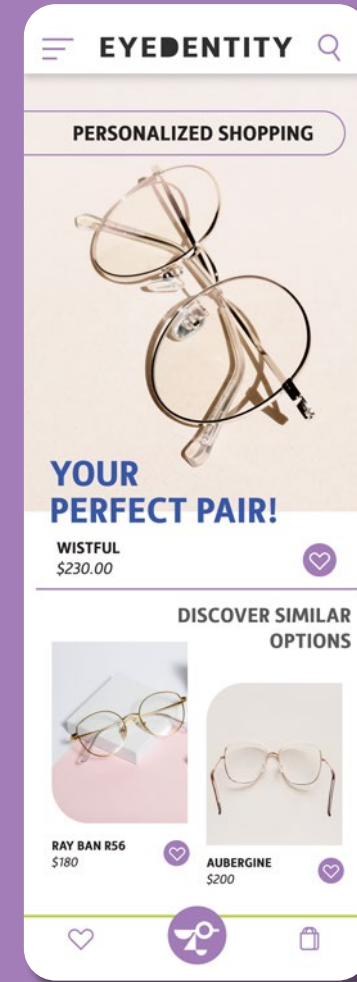
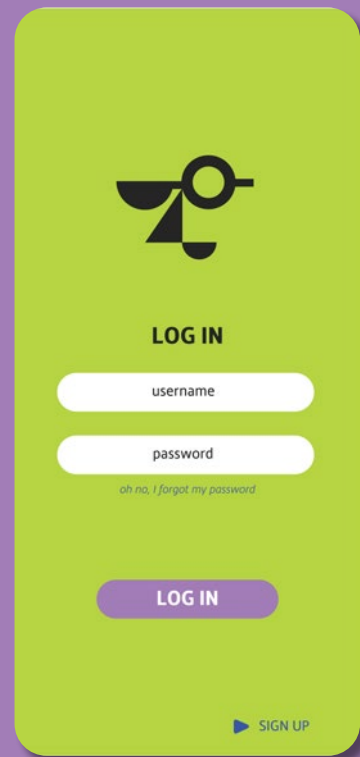
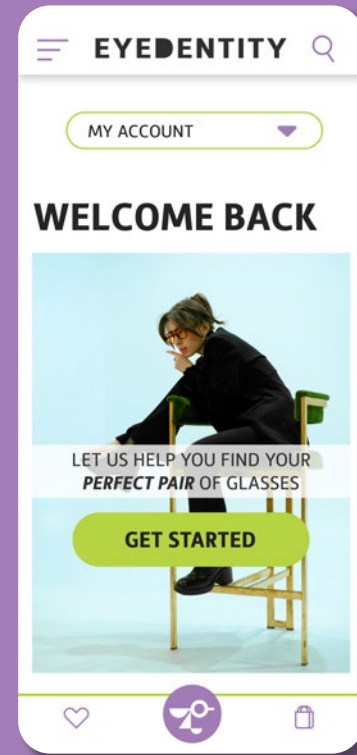
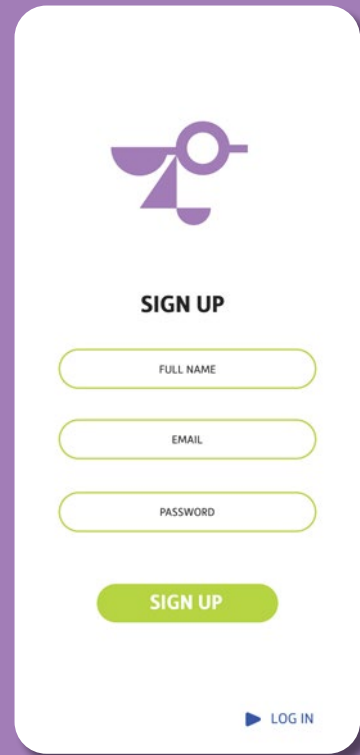




EYEDENTITY

An APP CAMPAIGN that is designed to help people find their perfect pairs of glasses easily through one app. For this project, the unique features of individuals are emphasized through SHAPES and the variety of shapes building the faces.





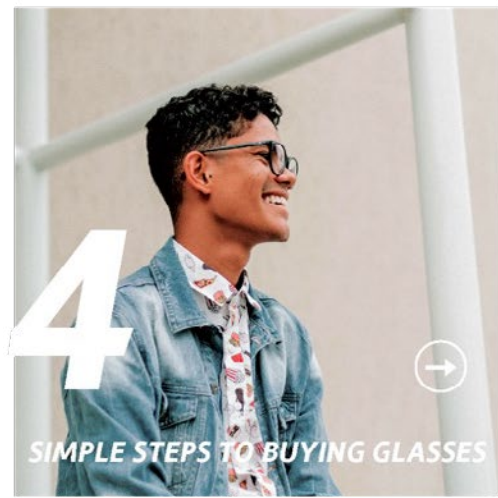


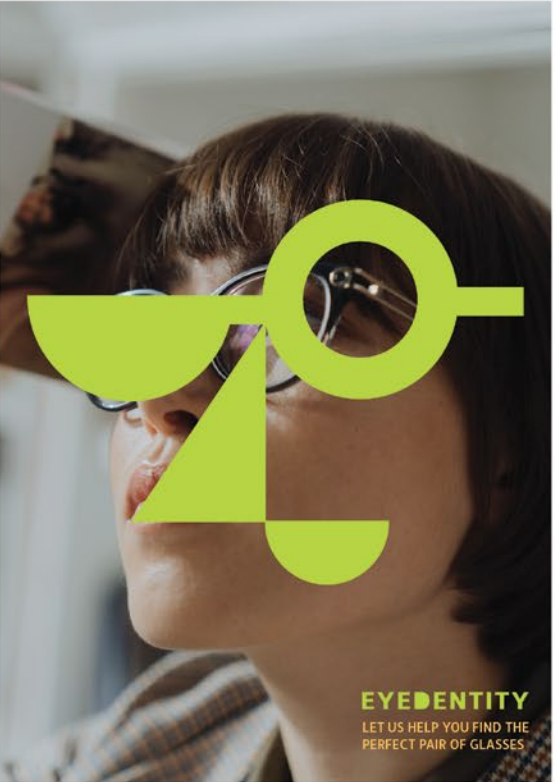
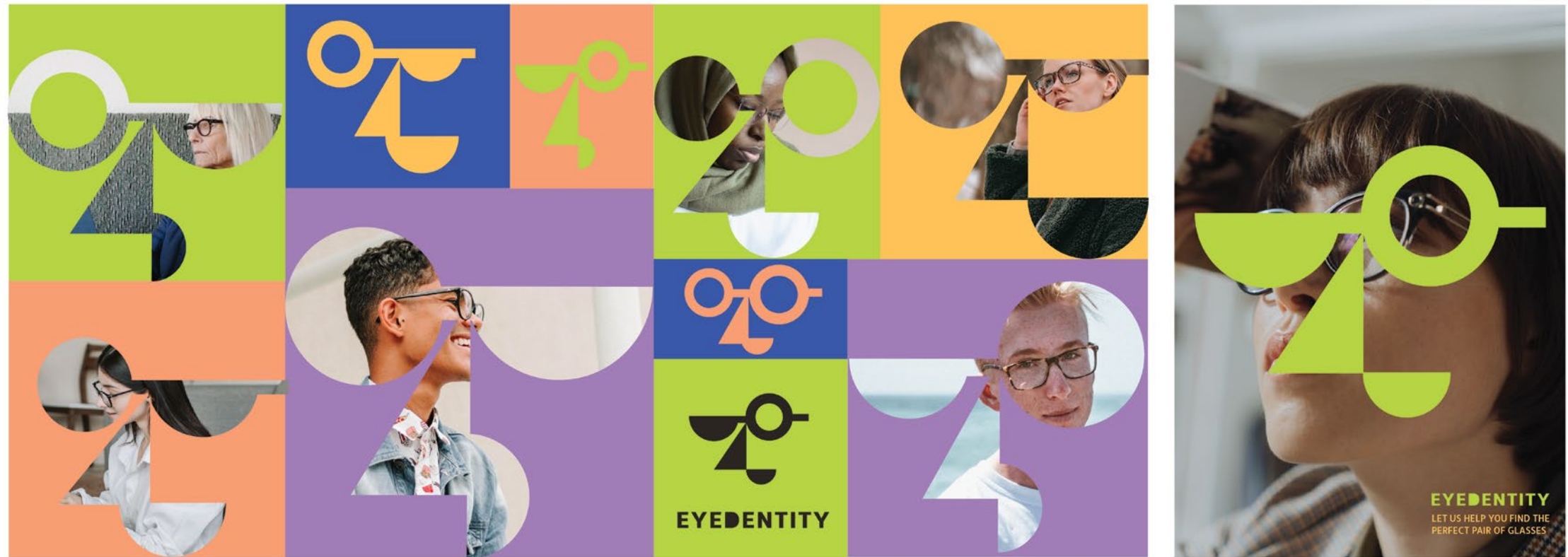
eyedentity

320 Posts

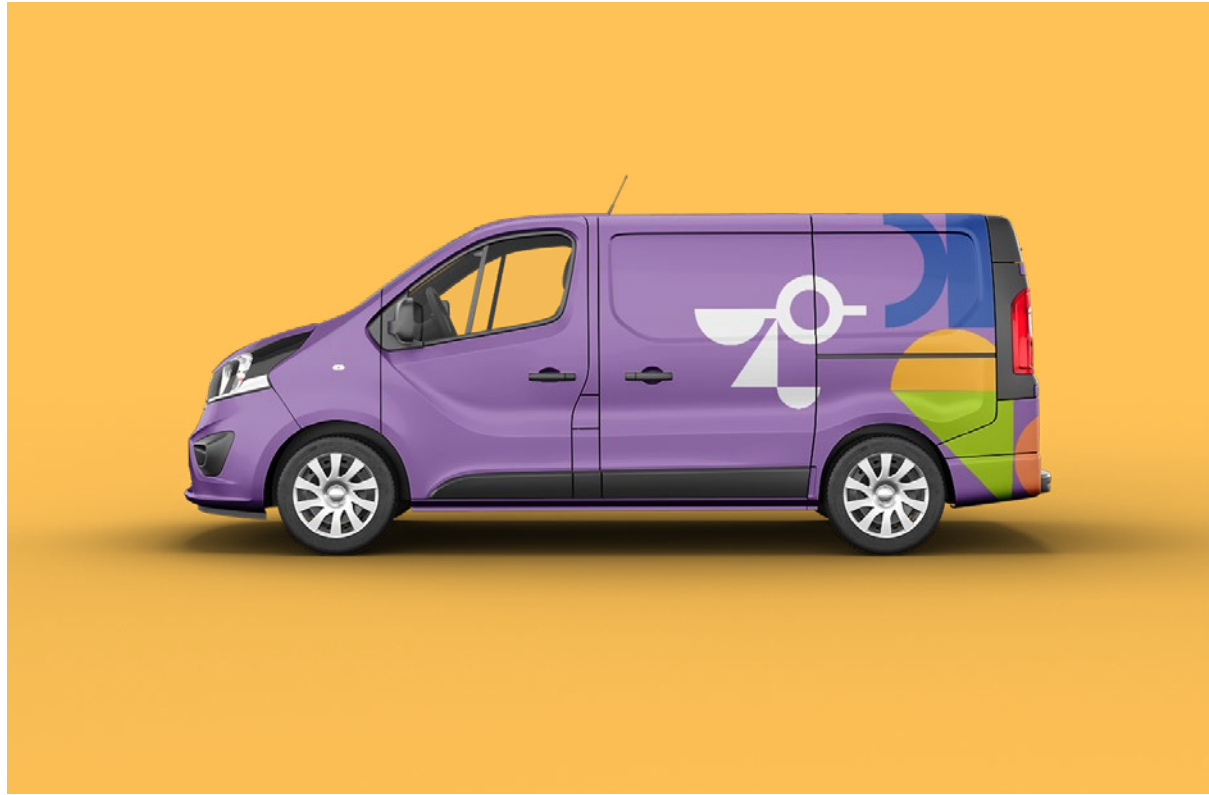
12k Followers

610 Following





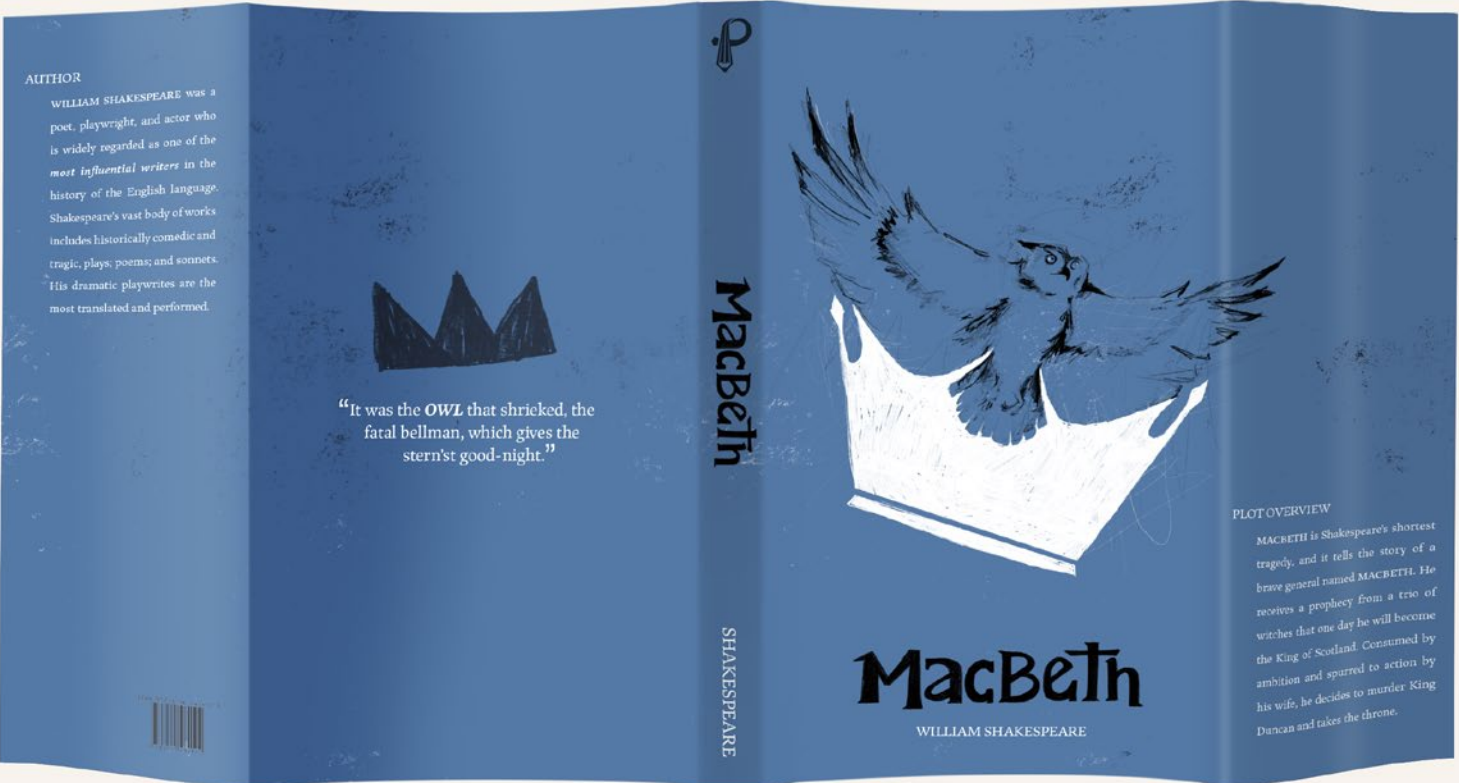






BOOK COVERS

A series of REDESIGNED BOOKCOVERS for William Shakespeare's TRAGEDY PLAYS. I took a different approach by including the animal imageries that Shakespeare emphasizes in his plays.



AUTHOR

WILLIAM SHAKESPEARE was a poet, playwright, and actor who is widely regarded as one of the most influential writers in the history of the English language. Shakespeare's vast body of works includes historically comedic and tragic plays, poems, and sonnets. His dramatic playwrites are the most translated and performed.



"It was the OWL that shrieked, the fatal bellman, which gives the stern'st good-night."



Macbeth

SHAKESPEARE

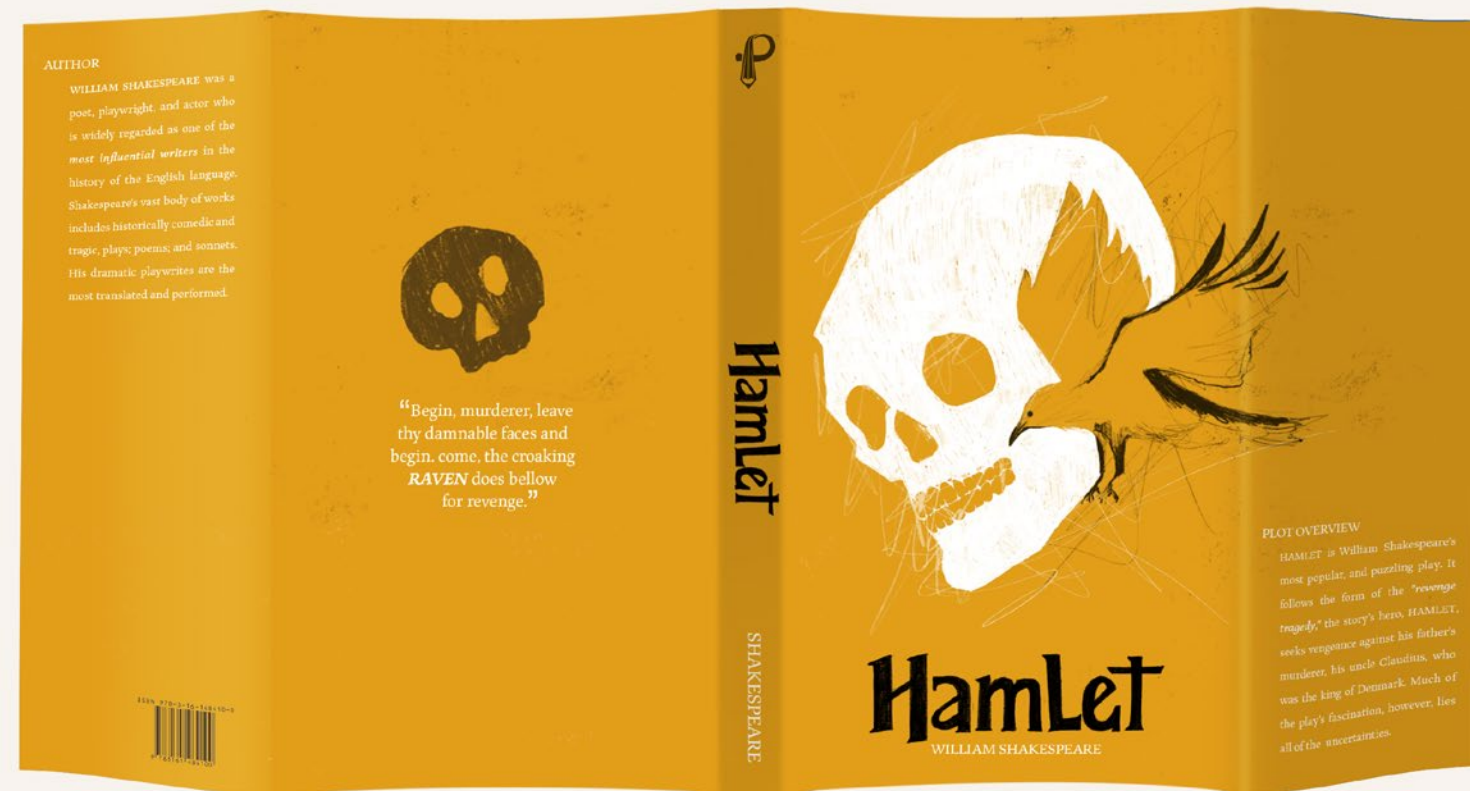


MacBeth

WILLIAM SHAKESPEARE

PLOT OVERVIEW

MACBETH is Shakespeare's shortest tragedy, and it tells the story of a brave general named MACBETH. He receives a prophecy from a trio of witches that one day he will become the King of Scotland. Consumed by ambition and spurred to action by his wife, he decides to murder King Duncan and take the throne.



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"Begin, murderer, leave thy damnable faces and begin, come, the croaking RAVEN does bellow for revenge."



P

Hamlet

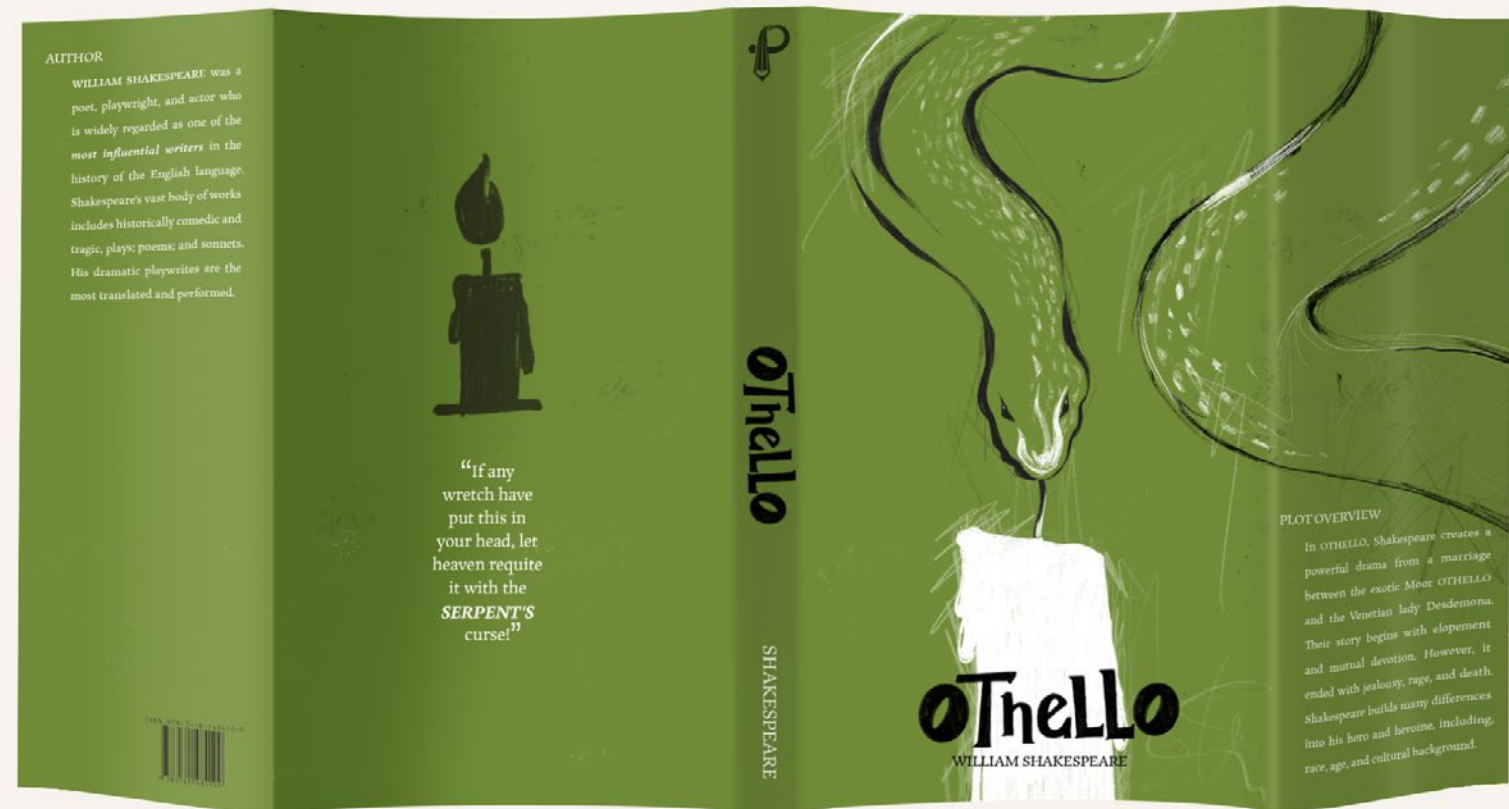
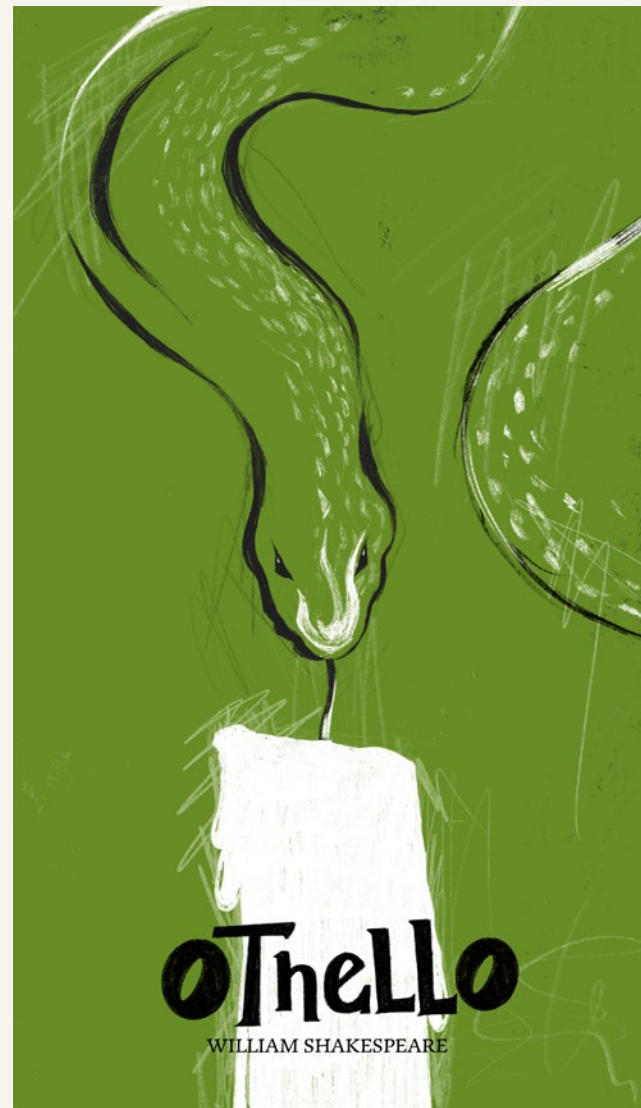
SHAKESPEARE



Hamlet
WILLIAM SHAKESPEARE

PLOT OVERVIEW

HAMLET is William Shakespeare's most popular and puzzling play. It follows the form of the "revenge tragedy," the story's hero, HAMLET, seeks vengeance against his father's murderer, his uncle Claudius, who was the king of Denmark. Much of the play's fascination, however, lies all of the uncertainties.



Thank
you!

Contact Me
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