

ABOUT

From the Twitter Whale to Dumpling Emoji, Disney Shanghai Mickey Mouse to Conan O'Brien Pale Whale, Yiyong Lu creates iconic designs & brands which transcend the linguistic barriers, unite people and enchant audiences around the world. She is also a sought-after bilingual speaker in both English and Chinese, on topics of cross-cultural design, creativity, and innovation at global conferences such as TEDx, Talks at Google, Adobe MAX, SXSW and so on.

Yiyong Lu is an award-winning artist, entrepreneur, educator, and bilingual speaker. She was named a "Fast Company's Most Creative People in Business", Microsoft's "Top 10 Leader in Innovation", and a "Shorty Awards" winner in Design. She has been featured in The New York Times, Forbes, The Wall Street Journal, Bloomberg, Fast Company, The Times, The Atlantic, NBC News, TIME, Wired Magazine, The Verge, CNN, and BBC.

She was born and raised in Shanghai China, educated in Sydney Australia & London UK, is currently based in San Francisco. Leveraging her cross-cultural background and experience, she strives to be a bridge between the East & the West. Her life purpose is unifying the dualities between Art & Tech, Business & Culture, Beauty & Meaning, Work & Life.

EDUCATION

University of Technology Sydney

SYDNEY, AUSTRALIA
2004-2008

Bachelor of Design

Graduated with 1st-Class Honors-Major in Visual Communication

Field of Study:

- Graphic Design
- Illustration
- Information Design
- Typography

Central Saint Martins College Of Art and Design, University of Arts London

LONDON, UNITED KINGDOM
2006

Bachelor of Arts Exchange StudyField of Study:

- Advertising
- Book Binding
- Letter Press
- Silk Screen Printing & Prepress
- Advanced Illustration

EDUCATION

University of New South Wales

SYDNEY, AUSTRALIA
2002-2003

International Design & Media**Foundation Stream Study**

Awarded Most Outstanding
Performance in Design

EXPERIENCE

CITY & COUNTY OF SAN FRANCISCO

APR 2021 - PRESENT

San Francisco Arts Commissioner

Established by charter in 1932, the San Francisco Arts Commission is the city agency that champions the arts.

Appointed by Mayor London Breed in April 2021, to advance artists' ideas and improve the quality of life & culture of San Francisco and beyond.

YIYING LU STUDIO

INTERNATIONAL
JAN 2008 - PRESENT

Founder & Director

An award-winning boutique creative studio since 2008. It offers unique cross-culture branding identities, marketing campaigns and creative workshops for both startups and large corporations. Global clients including Disney, Twitter, Conan O'Brien, Apple, Google, Salesforce, Adobe, Airbnb, PepsiCo, Microsoft, Expedia, Scholastic, Sony, JWT, TBWA, NYU and so on.

International Speaker

In the past 10 years, traveled & spoken at international conferences on Design, Creativity & Innovation, in over 21 countries around the world, including TEDx, Talks at Google, South By South West, Adobe MAX, Web Summit, RISE Summit, TechCrunch and so on.

TSINGHUA UNIVERSITY

MAY 2019 - JULY 2019

Visiting Lecturer of Institution for
Culture Creativity

PEKING UNIVERSITY

OCT 2019 - NOV 2019

Visiting lecturer of Guanghai School of Management, on topics of Business Innovation through Cross-Cultural Design and Creativity.

EXPERIENCE

SHANGHAI DISNEY RESORT

SHANGHAI CHINA
MAY 2014 - MAR 2017

Creative Consultant

worked directly with the Disney Team in Shanghai China to deliver the creative campaign artworks for the Shanghai Disney Resort Recruitment Campaign. The theme of the campaign is: "Join the Legend, and Write a New Chapter".

NEW YORK UNIVERSITY SHANGHAI

SHANGHAI CHINA
FEB 2017 - OCT 2017

Visiting Lecturer of Program of Creativity + Innovation

guest design lecturer of NYU Shanghai Program of Creativity + Innovation. I provide talks and workshops for students, startups and corporate innovation teams on design thinking, entrepreneurship & creativity.

IDEO

INTERNATIONAL
JUN 2017 - DEC 2017

Creative Collaborator

Invited to IDEO Shanghai for its Creative Fortnight Program, as its first Artist in Residence in China.

500 STARTUPS

SAN FRANCISCO
MAR 2015 - AUG 2017

Creative Director

Work with different teams from silicon valley HQ, including Business Development team, Fundraising team, Accelerator team, Corporate Innovation team, I also worked with regional teams from around the world, including China, Japan, Korea, India, Thailand, Malaysia, Singapore, Germany, UK, Canada, Mexico, Bahrain, Turkey, UAE and so on.

ORBIT STARTUPS

INTERNATIONAL
JUN 2019 - PRESENT

Business Mentor

Chinaccelerator is the first and longest-running startup accelerator program in Asia based out of Shanghai and run by SOSV from 2010.

PRESS

THE NEW YORK TIMES: A Successful Failure

https://www.nytimes.com/2009/02/15/magazine/15wwln_consumed-t.html

BBC: How 'Designing Emojis Became My Calling'

<https://www.bbc.co.uk/programmes/p098h3mg>

FORBES: Yiying Lu's Journey Across The World To Empower Tech Startups Through Art

<http://www.forbes.com/sites/adrianalopez/2016/03/30/yiying-lus-journey-across-the-world-to-empower-tech-startups-through-art>

BLOOMBERG TECHNOLOGY: Silicon Valley Is Forced to Reset Its Moral Compass for the Pandemic

<https://www.bloomberg.com/amp/news/articles/2020-04-16/coronavirus-for-silicon-valley-to-reset-its-moral-compass>

LOS ANGELES TIMES: A Boba Emoji is Coming. Meet the Woman Who Designed It

<https://www.latimes.com/food/story/2020-03-06/boba-emoji-yiying-lu>

NBC: BAY AREA ARTIST TO BE FEATURED IN 'LET'S GLOW SF' EVENT

<https://www.nbcbayarea.com/news/local/lets-glow-san-francisco-event/3094054/>

SAN FRANCISCO CHRONICLE: Meet the SF designer of the Twitter Fail Whale and 5 food emojis

<https://www.chron.com/local/article/Boba-tea-emoji-designer-Yiying-Lu-SF-14487429.php>

LOS ANGELES TIMES: Artist creates Twitter homage for Conan O'Brien: Meet 'Pale Whale'

<https://latimesblogs.latimes.com/technology/2010/11/artist-creates-twitter-homage-for-conan-obrien-meet-pale-whale.html>

VENTURE BEAT: Why the Artist behind Twitter's Fail Whale Thinks You Should Treat Art as a Currency

<http://venturebeat.com/2017/11/24/why-the-artist-behind-twitters-fail-whale-thinks-you-should-treat-art-as-a-currency>

FAST COMPANY: How The Dumpling Democratized Emoji

<https://www.fastcodesign.com/90136118/how-the-dumpling-democratized-emoji>

PRESS

THE ATLANTIC: The Story of Twitter's Fail Whale

<https://www.theatlantic.com/technology/archive/2015/01/the-story-behind-twitters-fail-whale/384313>

BBC: The Food Chain - The power of food emojis

<https://www.bbc.co.uk/sounds/play/w3cszjqv>

MASHABLE: Twitter 'Pale Whale' Unveiled to Celebrate Tonight's Premiere of 'Conan'

<http://mashable.com/2010/11/08/twitter-pale-whale-conan-premiere/>

CNN: Web Darling Conan Rides the 'Pale Whale'

<http://edition.cnn.com/2010/TECH/web/11/08/pale.whale.conan/>

NEW YORK TIMES: For Creator of Twitter's Whale, a 'Fail' in Name Only

<https://dealbook.nytimes.com/2013/11/08/for-creator-of-twitters-whale-a-fail-in-name-only/>

MASHABLE: The Origin of Twitter's "Fail Whale"

<https://mashable.com/2010/08/01/fail-whale-designer-interview/>

UTS Alumni Award for Excellence in Design, Architecture & Building: YIYING LU - Breaking down cultural barriers through art and design

<https://www.uts.edu.au/partners-and-community/leading-positive-change/breaking-down-cultural-barriers-through-art-and-design>

Codex + Rare Art Auction raises over USD 190,000 for Blockchain Art

<https://medium.com/codexprotocol/codex-rare-art-auction-raises-over-usd-190-000-for-blockchain-art-ada535f3dea8>

THE SYDNEY MORNING HERALD: New Emoji: A Taste of China, via Sydney, Coming Soon to a Phone near You

<http://smh.com.au/nsw/new-emoji-a-taste-of-china-via-sydney-coming-soon-to-a-phone-near-you-20170407-gvfvi.html>

UTS ALUMNI STORY: Yiying Lu from Shanghai, China & San Francisco, United States

<https://mystory.uts.edu.au/alumni/yiying-lu>

HONORS & AWARDS

2022 AUSTRALIA CHINA ALUMNI AWARD FOR THE ARTS & CREATIVE INDUSTRIES WINNER

Nov 2022

This award showcases the leadership, creativity and success of Australian Chinese Alumni. It recognizes alumni who have achieved excellence in the Arts & Creative sectors and whose efforts promote the understanding and value of artistic & creative endeavours.

THE UNITED NATIONS

Award of Honor of Logo Design for United Nations COP 15 Convention on Biological Diversity
Feb 2020

FAST COMPANY INNOVATION BY DESIGN AWARDS

Timeless Design Category: FINALIST
Nov 2018

Fast Company's Innovation By Design Awards celebrate trailblazing design in business. In 2018, the expert judges selected standouts from more than 2,800 submissions across 16 categories, and all honorees share one thing: a commitment to solving problems, no matter how big or small, as simply and as beautifully as possible.

FAST COMPANY'S MOST CREATIVE PEOPLE IN BUSINESS WINNER

May 2018

Fast Company profiles 100 creative who are driving innovation to shape the future of business each year.

DESKTOP CREATE AWARDS

Branding and Packaging Design
FINALIST
Oct 2010

MICROSOFT NEXT 100 SERIES: TOP 10 EMERGING LEADERS IN INNOVATION

Jun 2009

ONE SHOW DESIGN MERIT AWARD

May 2009

Illustration Advertising Campaign with Saatchi & Saatchi LA / Torrance, for Surfrider Foundation

LANGUAGES

Chinese Mandarin	Native
Shanghaiese	Native
English	Bilingual Proficiency
Japanese	Limited working proficiency