

Heidi Yung Willems

Creative & Art Director
Illustrator, Designer

Hello

My name is Heidi Yung Willems, a creative and art director, illustrator, and designer based in Hong Kong.

My free and positive approach to design and illustration intends to create an uplifting message for the audience and consumers. This unique and timeless aesthetic has translated into multiple successful brands and designs in the music industry, fashion & lifestyle accessories, collectible and limited edition toys, consumer goods, food and beverage, telecom, art & design, public and private institutions.

Successfully graduated from Chingying Institute of Visual Arts in Hong Kong, I've had the privilege to join Shyalala, a multi-disciplinary design studio founded and directed by acclaimed international photographer and artist Wing Shya. For 6 years I was able to explore and create a singular style of illustration and design that were developed in partnership with established brands in Hong Kong and Japan such as agnès b., PCCW, A/T x Grabbiti Japan, Rock Candy, TDK, Neway Karaoke. The music industry and pop artists have also embraced my art, leading to the creation of numerous artworks applied on the album and cd packaging for Eason Chan, Nicholas Tse, At 17, and more.

Among my works, Cavalulu was my first successful experience in developing brand characters in Asia. The distinct and simple style has won the Hong Kong Design Association Silver Award, which was followed by an exhibition in Spiral Hall, Tokyo, Japan. Cavalulu has also collaborated with the French fashion label agnès b., curating an exhibition tour throughout Asia with immersive experience and lifestyle accessories. Gaining exposure and popularity had the Cavalulu characters engaged in a fashion week event supported by HKTDC and limited edition packaging for Coca Cola.

In 2006, I started to collaborate with Oracle Gifts Limited, a leading silicone manufacturer working with international fashion brands such as Versace, D&G, Tory Burch, Diesel, Nico Panda, Vans, a Bathing Ape, and more. As the first iPhones entered our lives, we decided to create iconic smartphone cases with unapologetic designs and colors. We launched an ecosystem of brands catered to various "tribes" and young demographics. Candies, Cliché, Sleepie, and Enfill quickly became sought-after accessories brands in Japan, Asia, and European fashion capitals. Our smartphone cases, fashion accessories, and food retail were endorsed by fashion influencers, models and media.

I have worked with other clients and projects for branding, character design, illustrations, lifestyle product, and exhibitions. Brand collaborations and special projects include Fingercoxx - Obey, Levi's, Hyoma - I.T., Li-Ning, HKTDC, Pop Garden, Buddy Lee - Edwin Japan, characters design for "Thank You.dk", a motion design studio based in Denmark. I have also developed brand identities for some staple eateries in Hong Kong like Monster Sushi, Nabe One, Sushi One, My Tokyo, and Our Wonderland.

While working on new ventures and ongoing projects, I'll be looking forward to hearing about your ideas.

Thank you
Yours Sincerely,

Heidi Yung Willems

Curriculum

Pizza PCCW

Lifestyle products
Hong Kong

Illustration, characters
& graphic design

Product design for mobiles,
gadgets and lifestyle

Catalogs and leaflets
Printed advertising
VM and in-store displays
Pop up store
Trade show booth

Trendy Eye, PCCW

Telecom & lifestyle product
Hong Kong

Illustration, characters
& graphic design

Catalogs and leaflets
Printed advertising
VM and in-store displays
Pop up store Harbour City

Cavalulu

Character brand
Hong Kong, 2000-06

Illustration, characters
& graphic design
Branding & identity
Catalogs and leaflets
Marketing collaterals
Video & motion graphics

Lifestyle products
& limited editions:
T-Shirts
Phone accessories
Dolls
Telecom & lifestyles products
Stationery
Fashion accessories

Exhibitions:

agnes b. exhibition
Spiral Hall Tokyo
Japan, 2002

HKTDC Fashion Week
Stage & backdrop
Illustration
Hong Kong, 2006

Trade show:
Hong Kong / Japan

Hong Kong Design
Association
Silver Award 2004

Grabbiti x A/T

Fashion brand
Japan 2004

Illustration, characters
& graphic design

Branding & identity
Catalogs and leaflets
Marketing collaterals

Product development
Clothing print design
Catalogs and leaflets
Printed advertising
Props, VM and in-store
displays
Pop up store
Launch event

Hyoma, I.T.

Fashion brand
Illustrations and
prints for garments
2005

Levi's Asia

Artist collaboration
Illustrations and
prints for garments
2008

Li Ning, Asia

Illustrations and
prints for garments
Hong Kong, 2008

RockCandy

Jewelry brand
Hong Kong, 2006

Logotype, illustration
& graphic design

Branding & identity
Catalogs and leaflets
Marketing collaterals
Stationary letterhead
Packaging
Store signage and VM

Thankyou.dk

Motion graphic studio
Denmark, 2007

Illustration, characters
& graphic design

Mural illustration
Figure design
Posters
Badges
T-Shirts

Pop Garden

Skin care
Hong Kong, 2011

Logotype, illustration
& graphic design

Branding & identity
Catalogs and leaflets
Marketing collaterals
Product and packaging

Curriculum

Product Design:

Oracle Gifts & Premium Enfill, Cliché, Candies, Sleepie

Lifestyle product brand
Hong Kong, Japan

2006 - 2020

Brand logo and characters
Stationary, signages
ATL / BTL marketing assets
Social media content
Printed and online catalogs

Lifestyle products, Design & development :

Phone cases
Fashion and lifestyle accessories
Homeware
Baby product
Garment print
Electronics & gadget

Events / Activations:

VM & store display
Flagship store:
Causeway Bay, Tsim Sha Tsui,
Hong Kong

Pop up store:

Galerie Lafayette
Sogo
Japan

Trade shows:

Hong Kong, Beijing, Shanghai,
Tokyo, New York, Paris

Special projects:

GanBa Panda

Japan, 2010-2011
Characters brand image
Products development

Super Massage Hero Wonder Massage Woman

Japan, 2010-2011
Characters brand image
Products development

Buddy Lee, Edwin Group

Japan, 2011
Renew character
and brand image
Products development

Music:

Nicholas Tse

"Forget Me Not"
Illustration, packaging
and poster design
Limited edition CD & DVD release

Eason Chan

"Listen To Eason Chan"
Illustration and design
Limited edition CD release

At 17

"Over The Rainbow"
Illustration, packaging
and accessory design
Limited edition CD release

Beyond Live Chan Fai Yeung Cookies Shawn Yu

Jan Lamb
Video animation

Pedder Red
Catalogue design
Props production

Editorial:

idN Magazine

Design magazine
Music column

Style Magazine

Hong Kong

More or Less

Japan

Relax Magazine

Japan

FNB:

Panda Cafe

Wall illustration
Hong Kong

Sushi One Restaurant

Branding & illustrations
Billboard
Hong Kong

Collaborations:

TDK CDR

Illustration
Japan

Obey x Fingercroxx Exhibition

Disc wheel for
Fixed gear bike
Illustration
Hong Kong

Coca Cola, Asia

Limited edition packaging
Illustration
Hong Kong

Hongkong Land

Seasonal campaign
Illustration
Hong Kong

Twins x Neway Karaoke

Wall illustration
Hong Kong

Content

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ENFILL

The originality of their styles & the quality of their materials,
made Enfill an iconic brand for gadget and
accessories acclaimed worldwide.

Brand Identity & Product Design
Catalogs, Marketing Material



アメコミ風モチーフのiPhone 7ケース ¥2,650/ENFILL
DE JOUER (オラクル・ギフト・ジャパン)





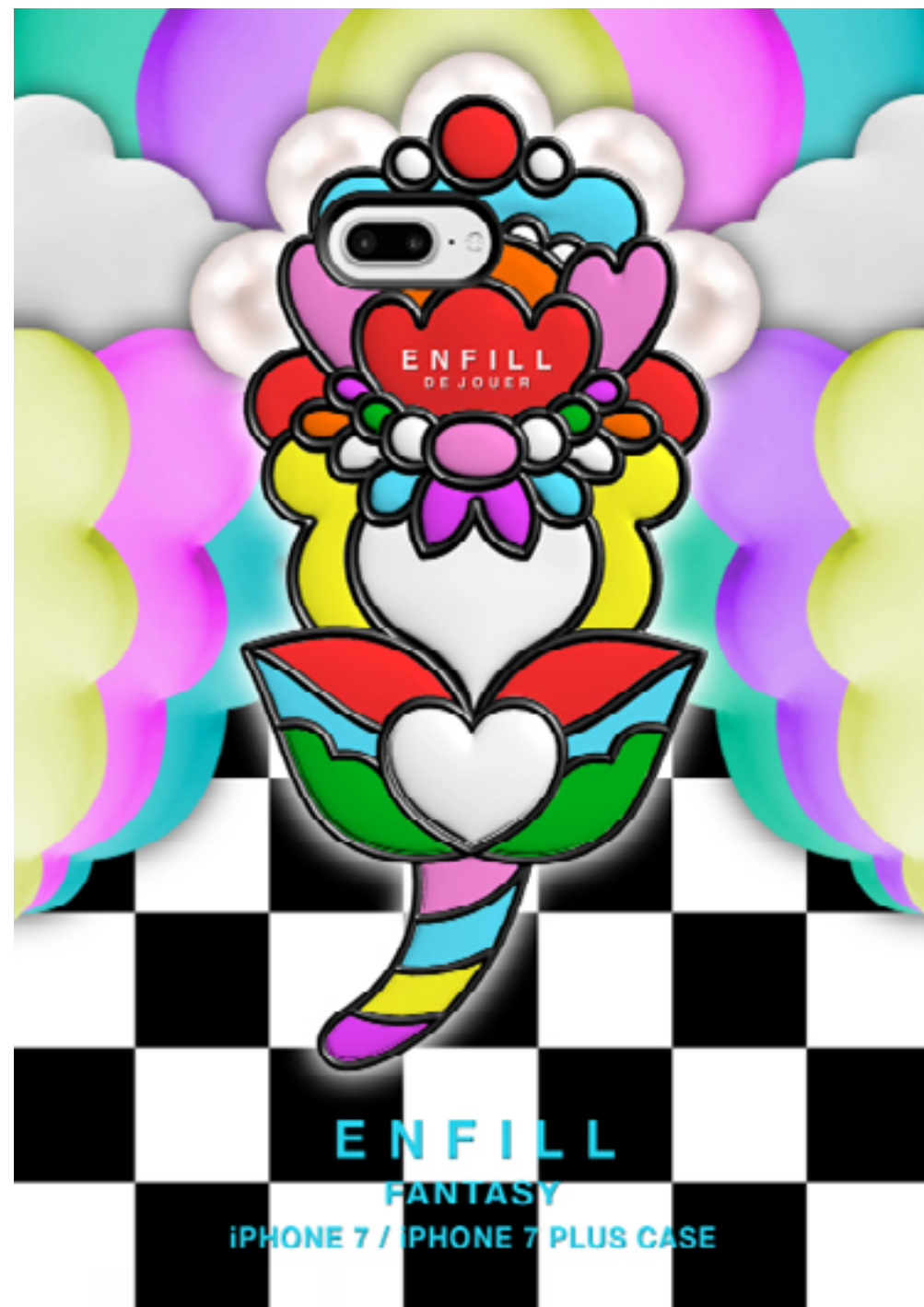


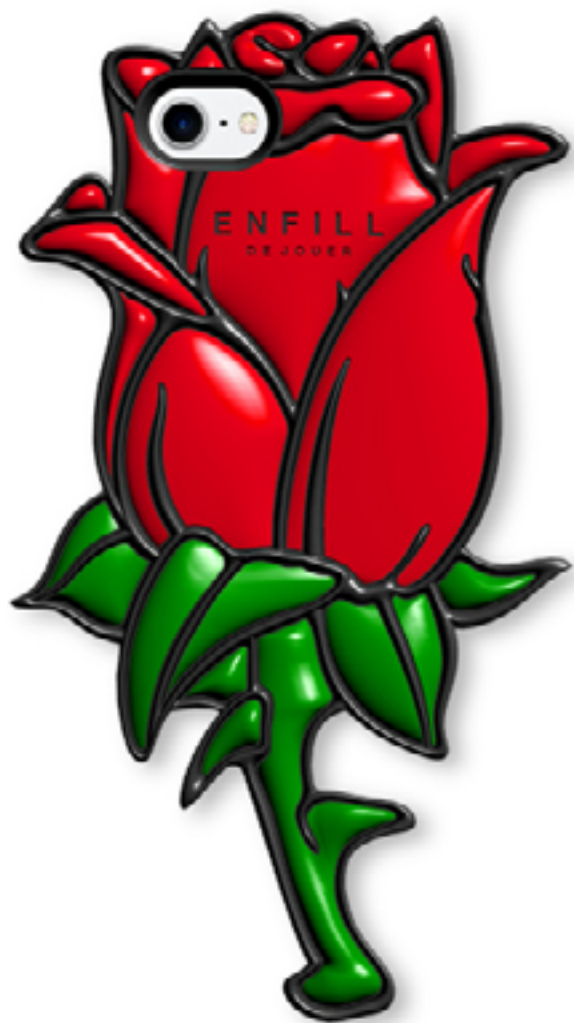






















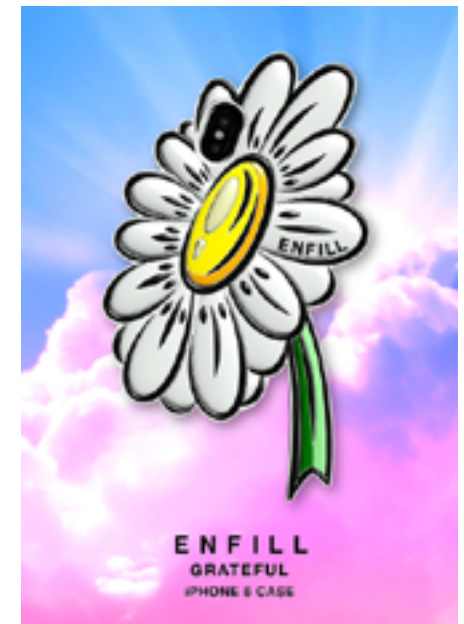












Cliché

Cliché is a unique brand merging a feminine lifestyle with innovative colors and details to deliver a new form of fashion accessories. Since 2009, from fashion week to everyday commute, Cliché has become a wardrobe classic for the most stylish women.

Brand Identity & Product Design
Catalogs, Marketing Material

Cliché

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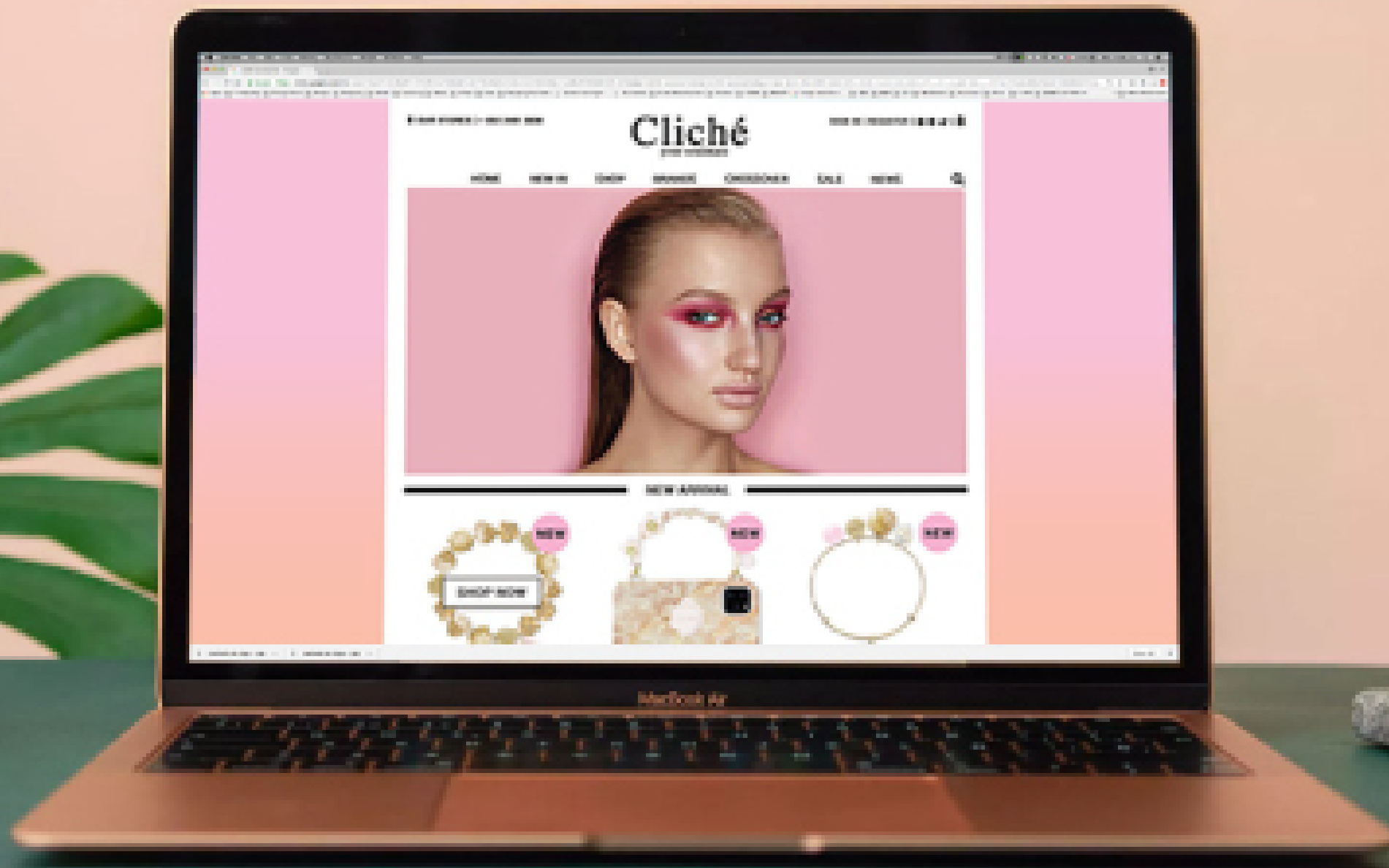
Cliché
Pop Up Store

Beijing Sanlitun





















Candies

ALL AROUND THE WORLD

In 2006, When the first smartphones appeared in our life; “Candies” was the first brand to offer eccentric shapes and colorful designs to protect your newly coveted device. Meeting an overwhelming success in Japan, Candies established the trend followed by many.

Candies keep providing fun and happiness to everyone with quirky designs. “Sleepie”, “Super Massage Hero” and “Wonder Massage Woman” Mascots, are a few examples from the palette of fun that build the brand’s reputation with the best silicone’s quality available.

Brand Identity & Product Design
Catalogs, Marketing Material





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Illustrator - B...

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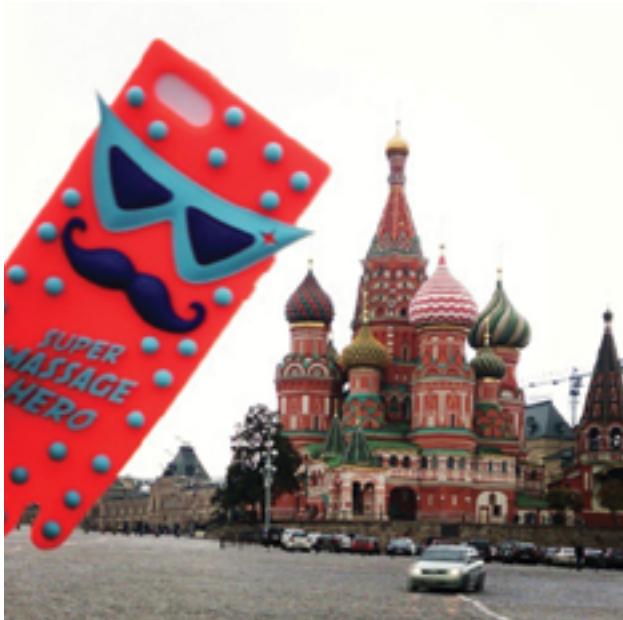
Candies
Smartphone cases

Japan

















Candies

ALL AROUND THE WORLD

FAIRY

iPhone 11 Pro Max Handbag Case





















Sleepie

Make a Wish & Dream Free!

Sleepie - Born as a phone case in 2009, “Sleepie” joined the world of candies and expanded in Japan as its own IP and brand.

Adopted by all, the Candies mascot has grown up and ventured into other retails activities such as Candies Café, Candies Gourmet and Matsuri Japanese restaurants.

Brand Identity & Product Design
Catalogs, Marketing Material

DREAM
FREE

MAKE
A
WISH!

ONE
LOVE

FREE
YOUR
MIND

BLESSING
❤️
Wonderful
Life

LISTEN
TO YOUR
HEART

UNLIMITED
HAPPINESS

POWER
OF THE
UNIVERSE













BLESSING
Wonderful
Life

Candies
CAFÉ

TAKE
A
BREAK

LOVE

HAVE A
GREAT DAY!



HAVE A GREAT DAY!

FOR TAKE AWAY, PLEASE CALL : 23202838





Lovie Sleepie

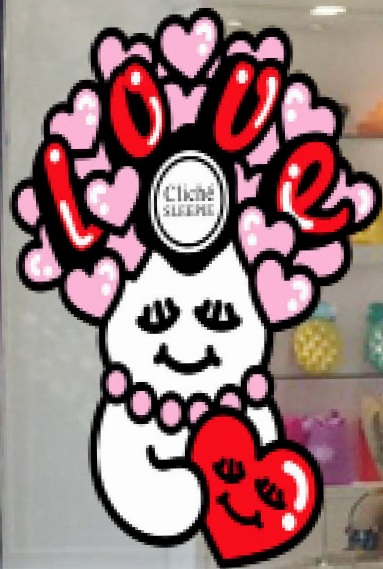
PRESENTED BY

Sleepie



ALL YOU
NEED
IS LOVE

ALL YOU NEED IS
LOVE



Lovie Sleepie

CREATED BY HOIDIK • SUPPORTED BY ENFILI
www.oracle-gifts.com

Cliché

ALL YOU NEED IS
LOVE

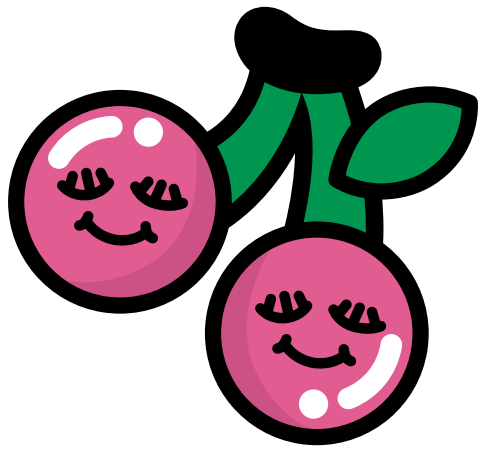


Lovie Sleepie

CREATED BY HOIDIK • SUPPORTED BY ENFILI
www.oracle-gifts.com



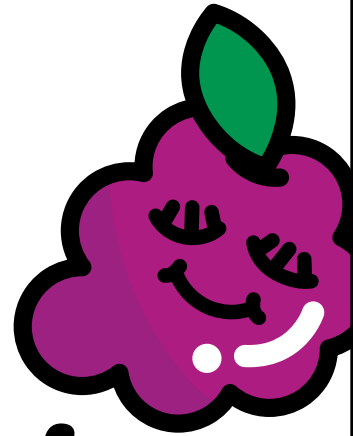
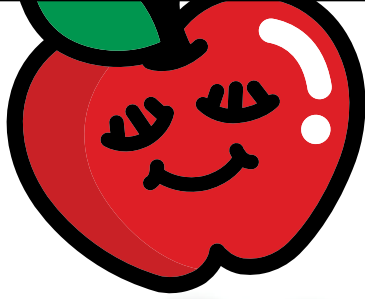
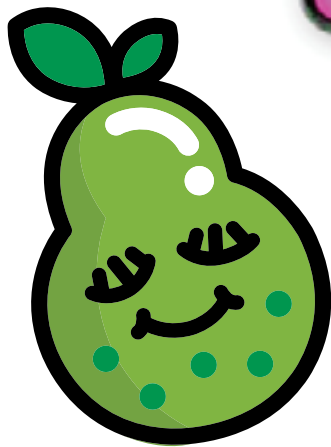
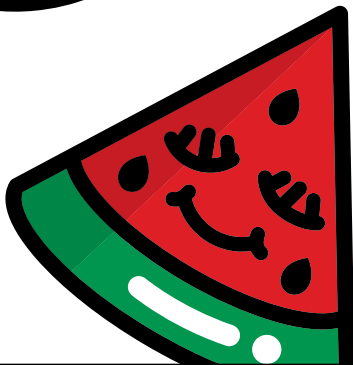
Lovie Sleepie
CREATED BY HOIDIK • SUPPORTED BY ENFILI
www.oracle-gifts.com



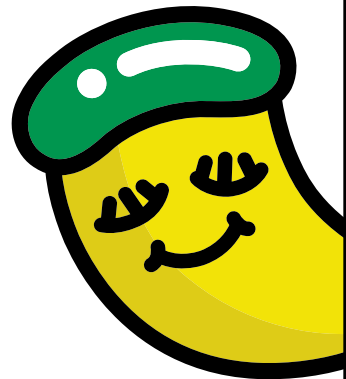
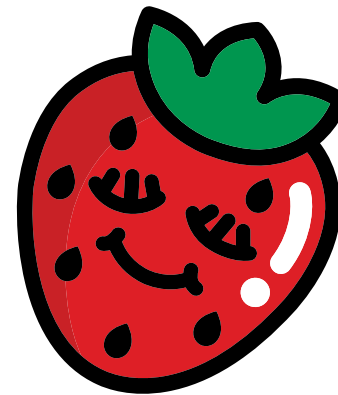
Juicy Sleepie

PRESENTED BY

Sleepie



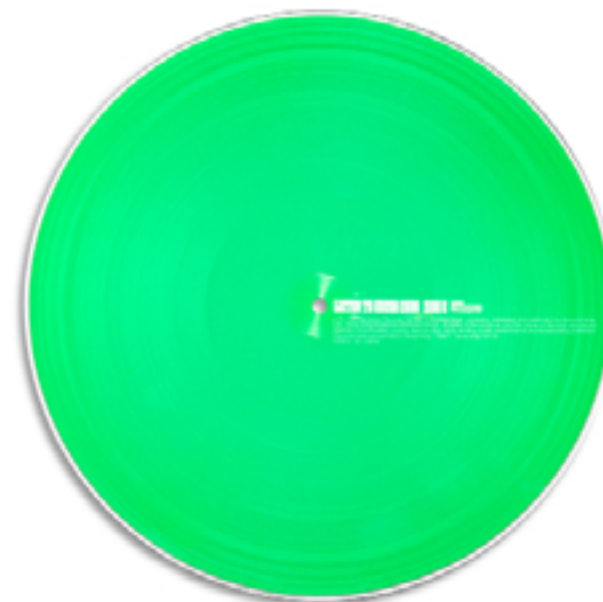
*Make
Life
Juicy!*













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At 17
"Over The Rainbow"

Illustration, packaging and accessory design
Limited Edition CD release



ROCK CANDY









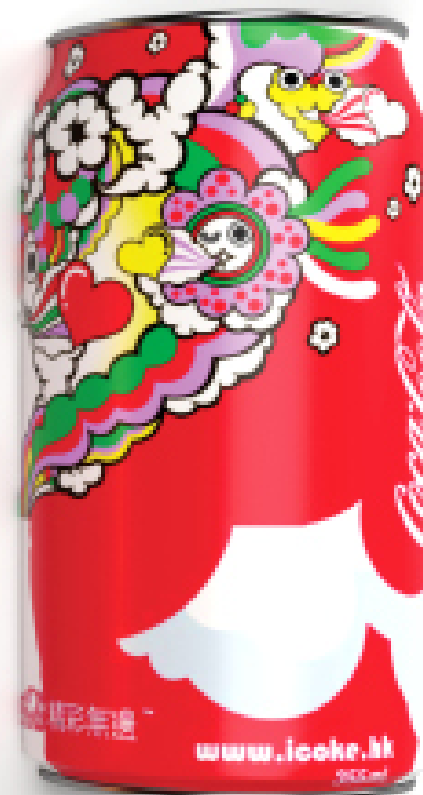




cavalu lei[®]
blow with the flo'

due to an atmosphere of sadness. god apollo decided to blow a 'gas'-cava lulu and a roll of 'rainbow tissue'. bringing happiness to people and wiping away their tears. evil master thunder never let beautiful things happen. he ever want 'dead' air covers the whole world. after the appearance of cava lulu. master thunder create three thundersaur 'abc' to destroy the whole world. from now on. the world is getting into happiness and sadness. 🤖

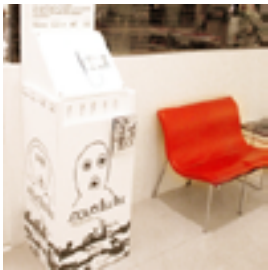






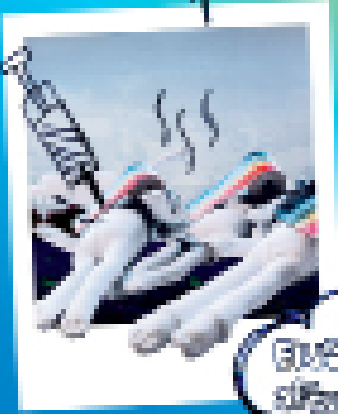
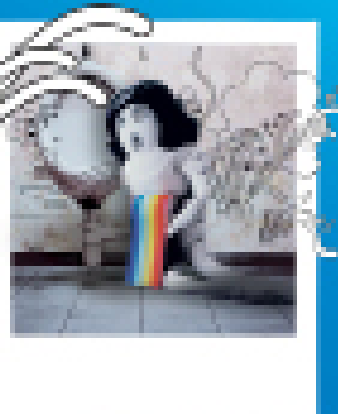
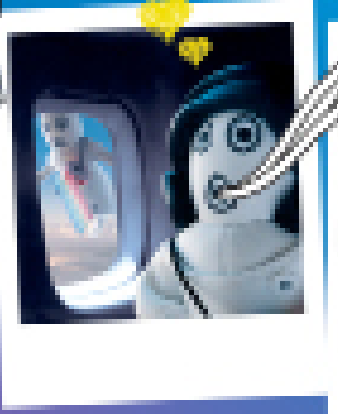
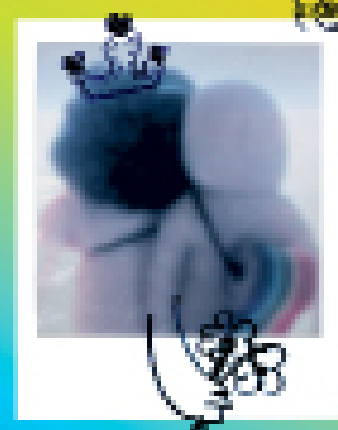
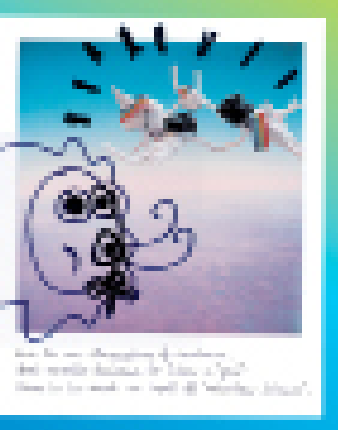
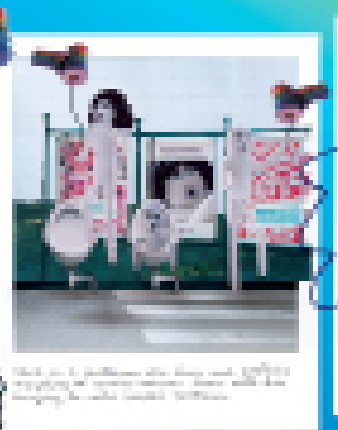
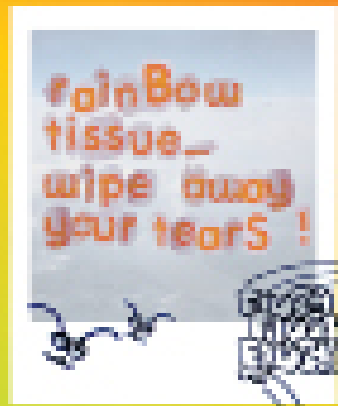
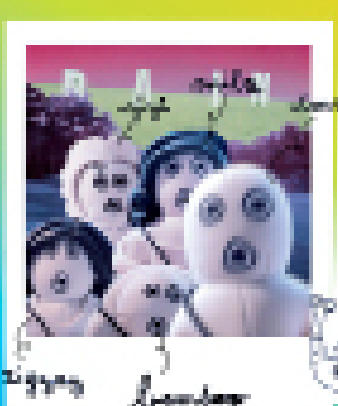
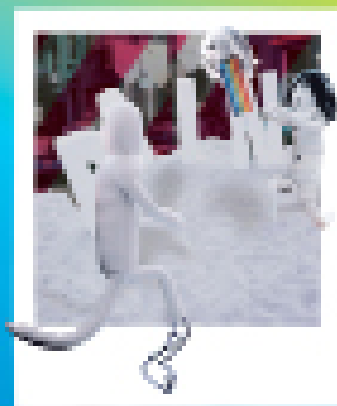


















THANK YOU[®]
MOTION PICTURES











H Hongkong Land











一寿司⁺
SUSHI ONE PLUS



Sushi One Plus
Japanese Restaurant

Logo and Identity
EnB Retails











MONSTER SUSHI



L12

12



MONSTER SUSHI





Pop Garden
Pop Up





informations

Heidi Yung Willems

Creative & Art Director
Illustrator, Designer

Services

Logo and brand identity
Illustration
Character design
Product design
VM, Store Display

Education Background

Hong Kong Chingying
Institute of Visual Arts
Diploma in Commercial Design
1998 - 2000

True Light College
Hong Kong
Form 1 to Form 5
1991 - 1997

Sacred Heart Canossian School
Hong Kong
Primary 1 to Primary 6
1983 - 1990

Computer Skills

Illustrator
Photoshop
After Effects

Website
www.heidiyungwillems.com

Languages

Chinese Cantonese & Mandarin
English

Heidi Yung Willems

CREATIVE & ART DIRECTOR
ILLUSTRATOR, DESIGNER

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