

ISAAC SPELLMAN

(LO CHING YIN)

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London

ABOUT ME

Isaac Spellman, a post-90s artist from Hong Kong, excels at using rich, vibrant colors, multiple patterns, and unique compositions to present imaginative and creative worlds. Spellman has been focusing on digital illustrations. He was deeply influenced by the culture of the East and the West and bridges past and present artistic styles with a whimsical and intricate touch.

STRENGTHS AND EXPERTISE

Photoshop
Illustrator
Indesign

Printmaking
Painting
Illustration

Project Management
Graphic Design
Art Direction

PROFESSIONAL EXPERIENCE

Snapask

Jan 2016 - Oct 2016

Graphic Designer

- Designed and developed visually compelling graphics for print and digital platforms, including websites, social media, brochures, and presentations.
- Collaborated with cross-functional teams to ensure design consistency with brand guidelines and project objectives.

Paprika

July 2019 - August 2019

Creative Designer

- Designed mood board for marketing campaigns.
- In charge of company visual identity, including social media platform, visual merchandise, and website.
- Research industry trends.
- Photographing street shoots and product photos.

Ztoryteller

May 2021 - Sept 2021

Creative Designer

- Managed an Instagram account with over 100K followers, creating visually engaging content and developing brand identity through consistent graphic design.
- Led the setup and design of multiple art exhibitions, handling layout, visual presentation, and promotional materials.
- Worked closely with artists, directors, and marketing teams to ensure visual alignment across all platforms and media.

Isaac Spellman Studio Limited

Jan 2019 - present

Creative Designer

- Developed and designed high-quality, original illustrations for various media, including print, digital, and social platforms, ensuring alignment with brand guidelines and project objectives.
- Worked closely with art directors, graphic designers, and marketing teams to conceptualize and execute illustrations that effectively communicate the desired message and engage target audiences.

EDUCATION

Bachelor of Art Academy of Visual Arts Hong Kong Baptist University	2014-2019
Master of illustration University of the Arts London Camberwell College of Arts	2023-2014

SELECTED CLIENTS

Adidas	Elle Men	New Balance
Bang & Olufsen	Harry Winston	Samsung
Carlsberg	Lady Gaga	Van Cleef & Arpels
Canon	Marc Jacobs	Vivienne Westwood
Chopard	Mcdonald's	VOGUE

SELECTED PRESS

Hypebeast
Ming's
Elle Men
South China Morning Post
Home Journal
Dpi Magazine

EXHIBITIONS

AVA BA Grad Show Group exhibition at Academy of Visual Arts, Kai Tak Campus	May 2018 - Jun 2018
Lust for life Solo exhibition at Ztylez art space	Nov 2021 - Jan 2021
Affordable Art Fair Group exhibition at Ztoryteller Gallery	Aug 2021
Wonder-verse: Artzioneer Metaverse Experiential Space Group exhibition at Chi K11 art space, K11 Art Mall	Mar 2022 -Apr 2022
#Ztorynight: Pride and Love Belowground Basement, Landmark Atrium	Jun 2022 - July 2022
Reminiscing Leslie Cheung 20th Anniversary Exhibition Group exhibition at MTR Hong Kong Station	Mar 2023 - Apr 2023
The Extraordinary of the Everyday Group exhibition at Peckham Levels	Apr 2024
UAL Camberwell MA Illustration 23/24 Show Group exhibition at Camberwell College of Art	Jul 2024

AWARDS

Communication Arts Illustration Awards Brave New World", "Love After Love" Shortlisted	2022
D&AD Awards Brave New World" Shortlisted	2022
3x3 Illustration Annual No.19 Brave New World", "Love After Love" Merit and Honorable mention	2022
World Illustration Awards "Love After Love" Shortlisted	2022
Society of Illustrators Illustration Annual 66 "Vroom!" Selected	2023
99 Future Blue-Chip Artists "Selected Artists	2023
Communication Arts Illustration Awards "Vroom!" Award of Excellence	2024
Illboom "Vroom!" Best of the best	2024
Hiii Illustration "Vroom!" Finalist	2024

PUBLICATIONS

Brave New World Cup Media	2021
Art and Piece Issue 8 Eileen Chang Cover Art and Piece Magazine	2021
Spellman's Land White Paper Publishing Limited	2022
Illusmontage 2024 HKhands	2023

PUBLIC TALKS

VA! Talk Hong Kong Visual Arts Centre	2023
Career Talk Hong Kong Baptist University Academy of Visual Arts	2023

LANGUAGES

Cantonese
Mandarin Chinese
English