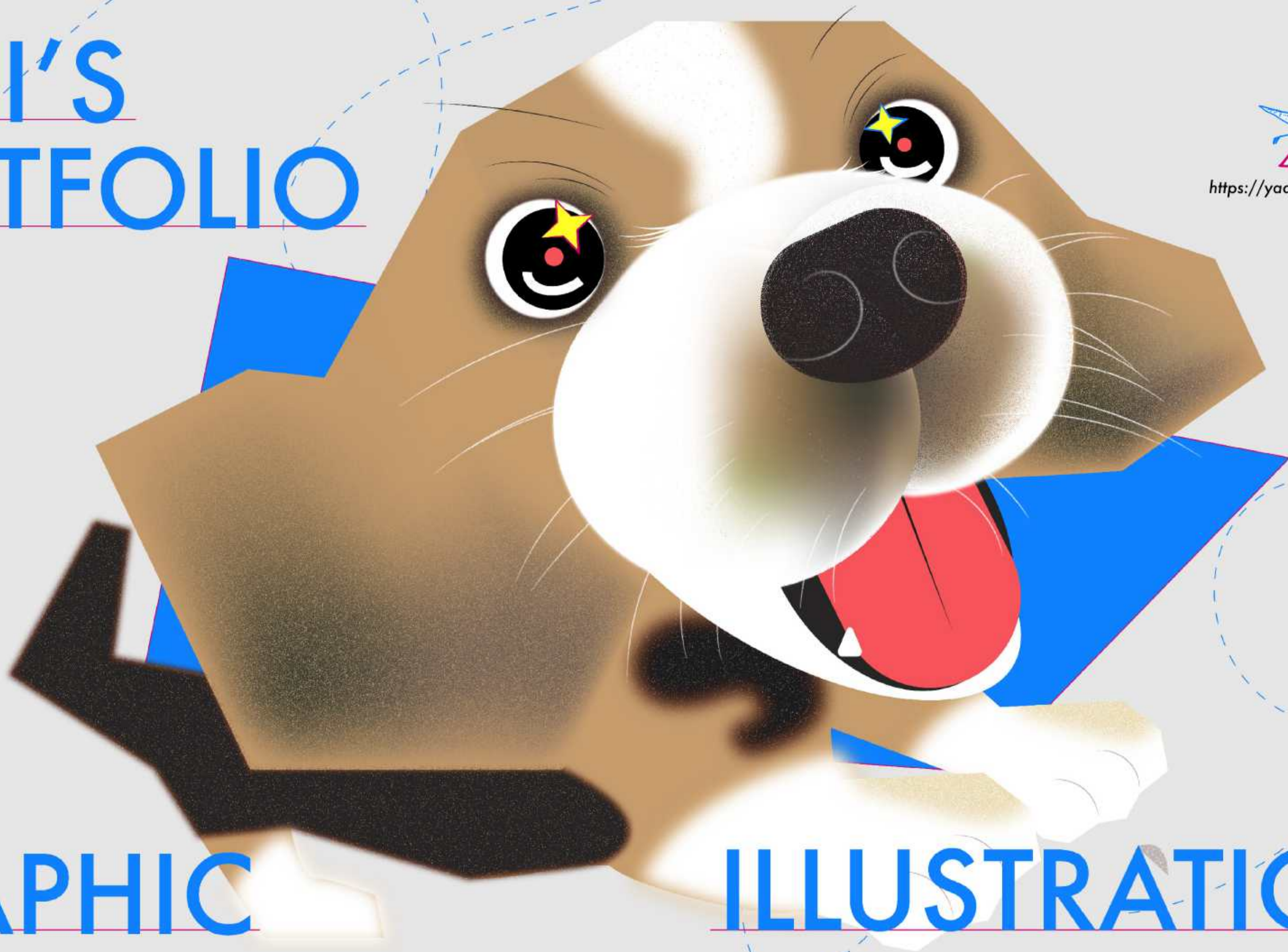


YAQI'S PORTFOLIO



<https://yaqihanillu.vercel.app/>



GRAPHIC

ILLUSTRATION

ONE TRIP, TWO TRIPS

A 48 pages graphic novel traces a mother and daughter's trip to Beijing while unfolding the mother's memories of migrating there for work in the 1990s. By contrasting their different relationships to the city, it explores generational perspectives on migration, ambition, memory, and belonging.



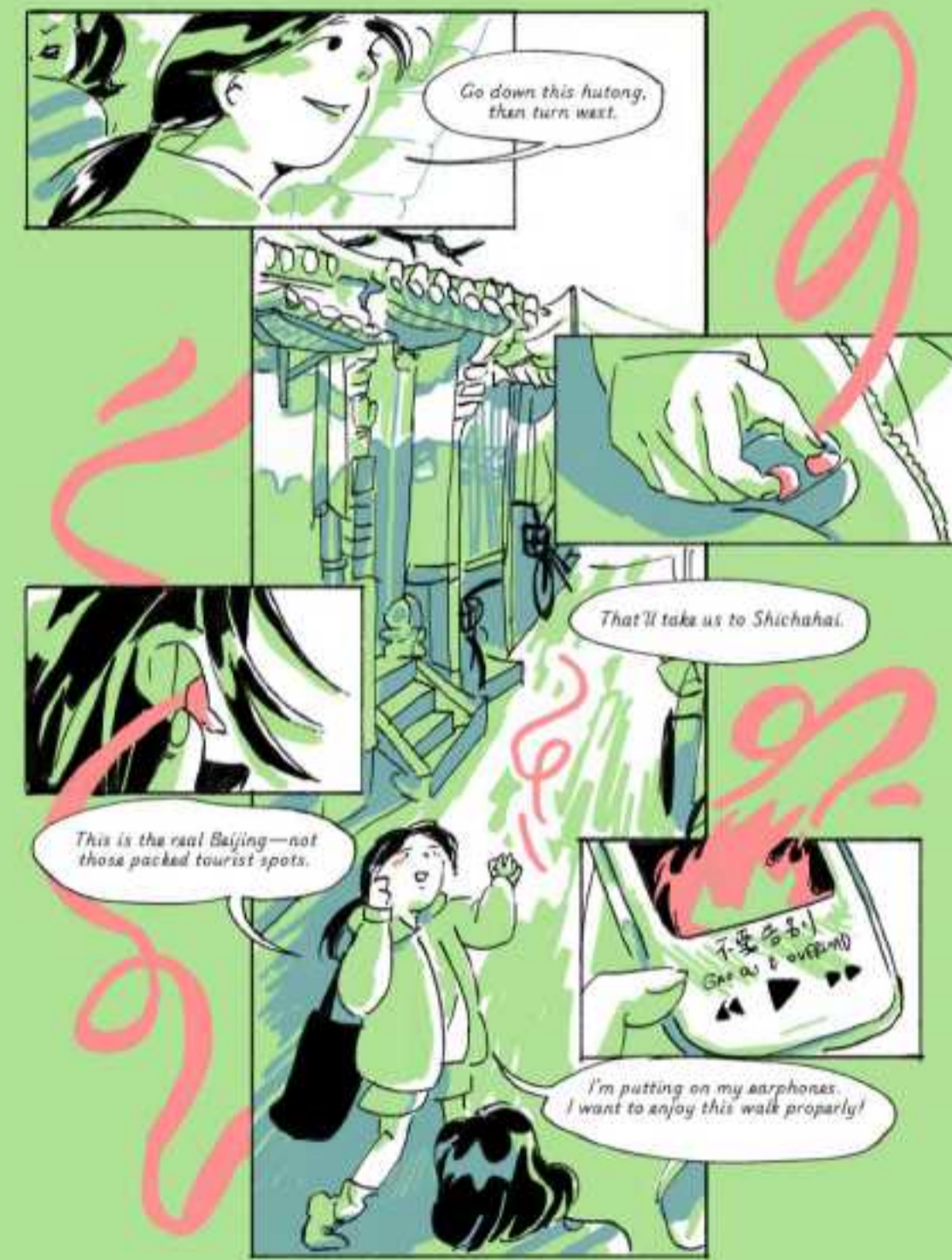
<https://yaqihanillu.vercel.app/>



ONE TRIP, TWO TRIPS



<https://yaqihanillu.vercel.app/>



LANDINGO: A DUOLINGO BRIEF

Created in response to the D&AD New Blood brief for Duolingo, this project imagines how the brand could extend into travel culture through a partnership with Ryanair. The result is *Landingo*, a campaign concept that turns every booking into a first step for language learning, helping young travellers speak up, join in, and connect through real local moments.



<https://yaqihanillu.vercel.app/>



duolingo RYANAIR

Introducing
Landingo

problem	insight	idea
Young people want to explore the world and connect with the people in it. But travel is already expensive, and learning a language can feel like another investment of time, money and effort. For 43% of younger travellers, affordability is the main barrier to travelling to Europe. So for many, the real difficulty is not the connection itself, but taking the first step.	Young people don't need perfect language to connect with the world. They need a way in. A low-pressure start, built around real moments, can feel more motivating and more achievable than treating language as a long-term mastery task from day one.	Every Ryanair booking becomes a first step with Duolingo: #Landingo. Ryanair gets you there. Duolingo helps you join in. Each boarding pass unlocks a destination-specific Eazy Start Pack: three short lessons for the moments that matter, before you land.

**More first steps.
More real connection.**

social hook

Ryanair already lives in young people's travel and internet culture, making it a natural fit for Duolingo. Like Duolingo, it is a brand people love to complain about, laugh at, and share. So we started with one of its most recognisable memes: Seat 11A.

The tease sparked reactions online, before Duolingo turned the buzz into a clue. Duolingo, now in Ryanair Extras. From meme to mechanic, the hook drove curiosity straight into the booking journey.



<https://yaqihanillu.vercel.app/>

LANDINGO: A DUOLINGO BRIEF

so what's waiting in extras?

During booking, a destination-specific pop-up appears. A local starts the conversation in the local language. Reply if you can, or tap 'I don't know'. No pressure. We'll help you start.

Every boarding pass unlocks a destination-specific Easy Start Pack. Pick three short lessons for real moments, then redeem them in Duolingo app.

continue in-app

Once redeemed, a new section appears in the Duolingo app. Start your destination pack and complete your lessons before you land.

Complete all three lessons, and your boarding pass gets stamped by Duo. Destination-specific and ready to share. Millions of boarding passes. Millions of chances to start. More first words. More real connection.



<https://yaqihanillu.vercel.app/>



DIGITAL SAFETY BANNER SET

A set of 12 vector illustrations created for the University of Edinburgh as client work, designed as banner visuals for the university's digital safety webpages. The project aimed to communicate topics around online security in a clear, accessible, and engaging way, using a cohesive visual language adapted for web use.





<https://yaqihanillu.vercel.app/>

MUSIC TRIP

A conceptual music album that explores how music becomes a vehicle for travel — not through physical landscapes, but through inner, emotional, and imagined ones. It reflects on the idea that when we listen to music, we momentarily leave our current space and enter a state of drifting — a mind trip — arriving at places both real and abstract.





WAR
child
PRESENTS

SECRET 7"



<https://yaqihanillu.vercel.app/>

SECRET 7": MERCHANTS OF PARADISE

Selected for War Child presents Secret 7" 2025, this record-sleeve illustration was created in response to the open call for Gregory Porter's Merchants of Paradise. As part of Secret 7", the piece displayed at the Now Gallery, London.



BRING THEM HOME

A campaign developed with IJM to address human trafficking in Europe through bus wrap design. By bringing the presence of victims into familiar public spaces, the project seeks to increase visibility, provoke reflection, and encourage greater public support for anti-trafficking efforts.



<https://yaqihanillu.vercel.app/>



ALCOHOL: PINTS TO PROBLEM

The Gin Craze (1700s)

BRITISH STREETS WERE FLOODED WITH CHEAP GIN AFTER WILLIAM OF ORANGE ENCOURAGED DOMESTIC DISTILLING TO BOOST THE ECONOMY. ANYONE COULD PRODUCE GIN, LEADING TO WIDESPREAD CONSUMPTION AND SOCIAL DISORDER. THIS PERIOD BECAME KNOWN AS THE "GIN CRAZE," SPARKING MORAL PANIC AND THE BEGINNINGS OF ALCOHOL TEMPERANCE MOVEMENTS.

VARIOUS ATTEMPTS (LATE 1800s)

BRITAIN MADE SEVERAL ATTEMPTS TO CONTROL EXCESSIVE DRINKING THROUGH LEGISLATION, SUCH AS THE HABITUAL DRUNKARDS ACT AND THE INEBRIATES ACT. HOWEVER, THESE EARLY LAWS PROVED LARGELY INEFFECTIVE, AS ENFORCEMENT WAS WEAK AND ADDICTION REMAINED A PERSISTENT SOCIAL ISSUE.

WAR AND RESTRICTION (1914-1918)

DURING THE FIRST WORLD WAR, THE BRITISH GOVERNMENT IMPOSED STRICT CONTROLS ON ALCOHOL. PUB OPENING HOURS WERE REDUCED, MANY ESTABLISHMENTS WERE SHUT DOWN, AND SOLDIERS WERE RATIONED IN THE AMOUNT OF ALCOHOL THEY COULD RECEIVE. THE AIM WAS TO MAINTAIN DISCIPLINE AND PRODUCTIVITY DURING WARTIME.

The Rise of Alternatives

AS ALCOHOL CONSUMPTION FACED GROWING CRITICISM, NEW SOCIAL HABITS EMERGED. "TEA-MANIA" AND "COFFEE DRUNKARDS" BECAME COMMON TERMS AS TEA AND COFFEE HOUSES REPLACED PUBS AS POPULAR MEETING SPACES. THESE VENUES REFLECTED THE RISE OF A NEW, SOBER SOCIAL CULTURE IN BRITAIN.

The Beer Years (1950s)

IN THE POST-WAR YEARS, DRINKING WAS LARGELY A MALE PUB ACTIVITY. MEN SHARED PINTS OF MILD BRITISH ALES AFTER WORK—SEEN AS SOCIAL, NOT EXCESSIVE. BY THE 1970s, IMPORTED LAGERS TOOK OFF, AND NATIONAL ALCOHOL CONSUMPTION SURGED.

The Wine Shift (1970s)

PACKAGE HOLIDAYS AND SUPERMARKET EXPANSION BROUGHT MEDITERRANEAN WINE CULTURE TO BRITAIN. AFFORDABLE, GOOD-QUALITY WINE BECAME ACCESSIBLE, SHIFTING DRINKING FROM PUBS TO PRIVATE HOMES.

20 UNITS
15 UNITS
10 UNITS



THIS WAS THE ERA OF BRIDGE DRINKING AND ALCOPOPS—WHEN GETTING DRUNK BECAME A FORM OF REBELLION AND GROWING SOCIAL DESPAIR. THE COST IS CLEAR: ALCOHOL REMAINS ONE OF SCOTLAND'S LEADING PUBLIC HEALTH CHALLENGES.

ADDICTION WHAT BROUGHT US HERE?

The Medical Cycle of Addiction

1700s In 1701, the English physician John Jones claimed that opium could cure ailments such as measles, the plague and asthma. Doctors frequently recommended opium as an everyday remedy, which possibly led to addiction.

As awareness of opium's dangers grew, doctors substituted it with new safe alternatives.

1800s MORPHINE

WHEN THE DANGERS OF PURE OPIUM BECAME TOO OBVIOUS TO IGNORE, DOCTORS STARTED TO REPLACE IT WITH THIS NEW WONDER-DRUG.

HEROINE

MARKETED AS A NON-ADDICTIVE SUBSTITUTE FOR MORPHINE, QUICKLY REVEALED TO BE MORE HARMFUL.

COCAINE

PRESCRIBED TO TREAT ALCOHOLISM, TOBACCO HABITS AND OPIUM ADDICTION.

1900s SYNTHETIC AMPHETAMINES

DEVELOPED TO REPLACE COCAINE, CONTINUING THE CYCLE OF "CURES" THAT CAUSED ADDICTION.

ADDICTION IS NEGATIVE, YET OFTEN ROOTED IN CULTURE.

IN SCOTLAND, ALCOHOL, DRUGS, EVEN COFFEE AND TEA FUNCTION AS POTENT CULTURAL AND SPIRITUAL SYMBOLS. THEY FACILITATE RELAXATION, AMUSEMENT, AND SOCIAL BONDING—BUT WHEN TAKEN TOO FAR, THE ARC BENDS TOWARD SORROW AND IRREVERSIBILITY. THE CYCLE RESEMBLES A PENROSE STAIRS: EACH ASCENT TOWARD PLEASURE RETURNS TO THE SAME SOBERING GROUND.

DRUGS: CURE TO CRISIS

The Trainspotting Generation

1980s NEOLIBERAL REFORMS AND WIDENING INEQUALITY GUTTED SCOTLAND'S WORKING CLASS; BY THE EARLY 1990s, THE 1970S-BORN "TRAINSPOTTING GENERATION" FACED MASS UNEMPLOYMENT AND DESPERING SOCIAL DESPAIR, DRIVING A SURGE IN DRUG USE.

Drug-Related Deaths per Million



Dangerous Cure for Children

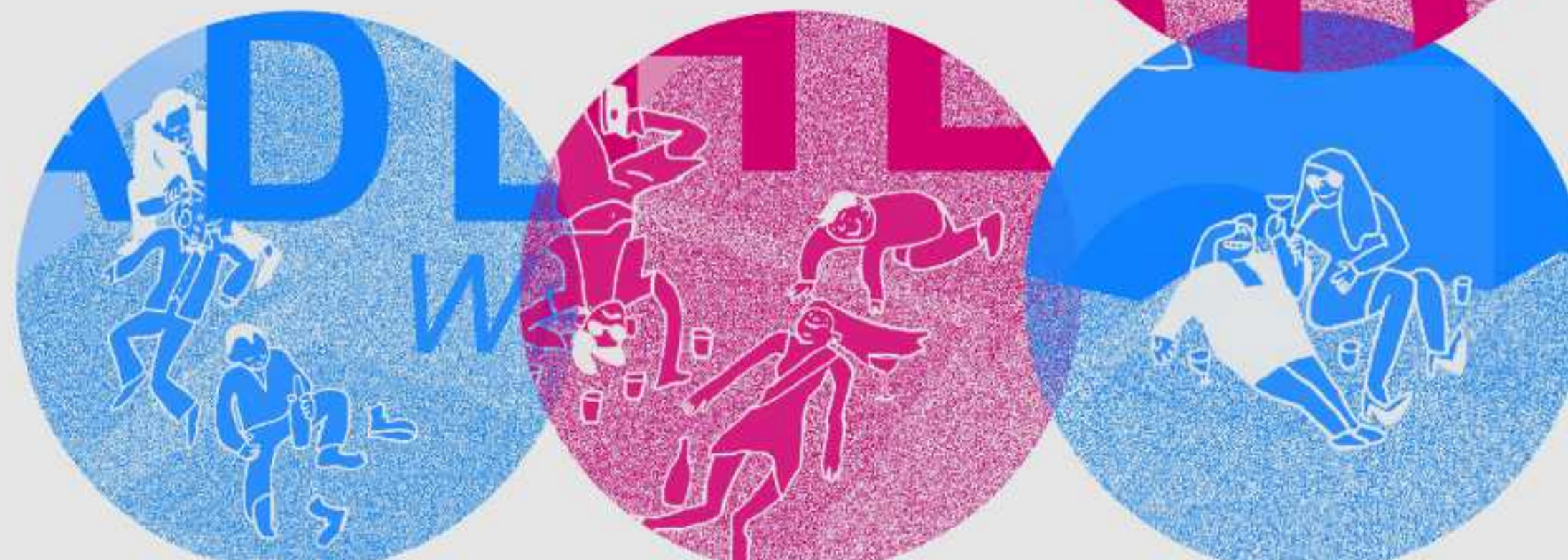
IN THE 1880s, OPIUM-BASED MEDICINES LIKE MOTHER BAILEY'S QUIETING SYRUP AND PAREGORIC WERE ROUTINELY GIVEN TO CHILDREN FOR TEETHING OR SLEEP. MARKETED AS HARMLESS HOUSEHOLD CURES, THEY POSED SERIOUS RISKS OF ADDICTION AND DEATH.

ADDICTION, WHAT BROUGHT US HERE?

An editorial poster exploring the cultural and historical roots of addiction, with a particular focus on alcohol and drug use in Scotland. Combining timeline-based information, data visualisation, and illustrated figures, the piece examines how social habits, medical practices, and public policy have shaped cycles of dependency over time.



<https://yaqihanillu.vercel.app/>

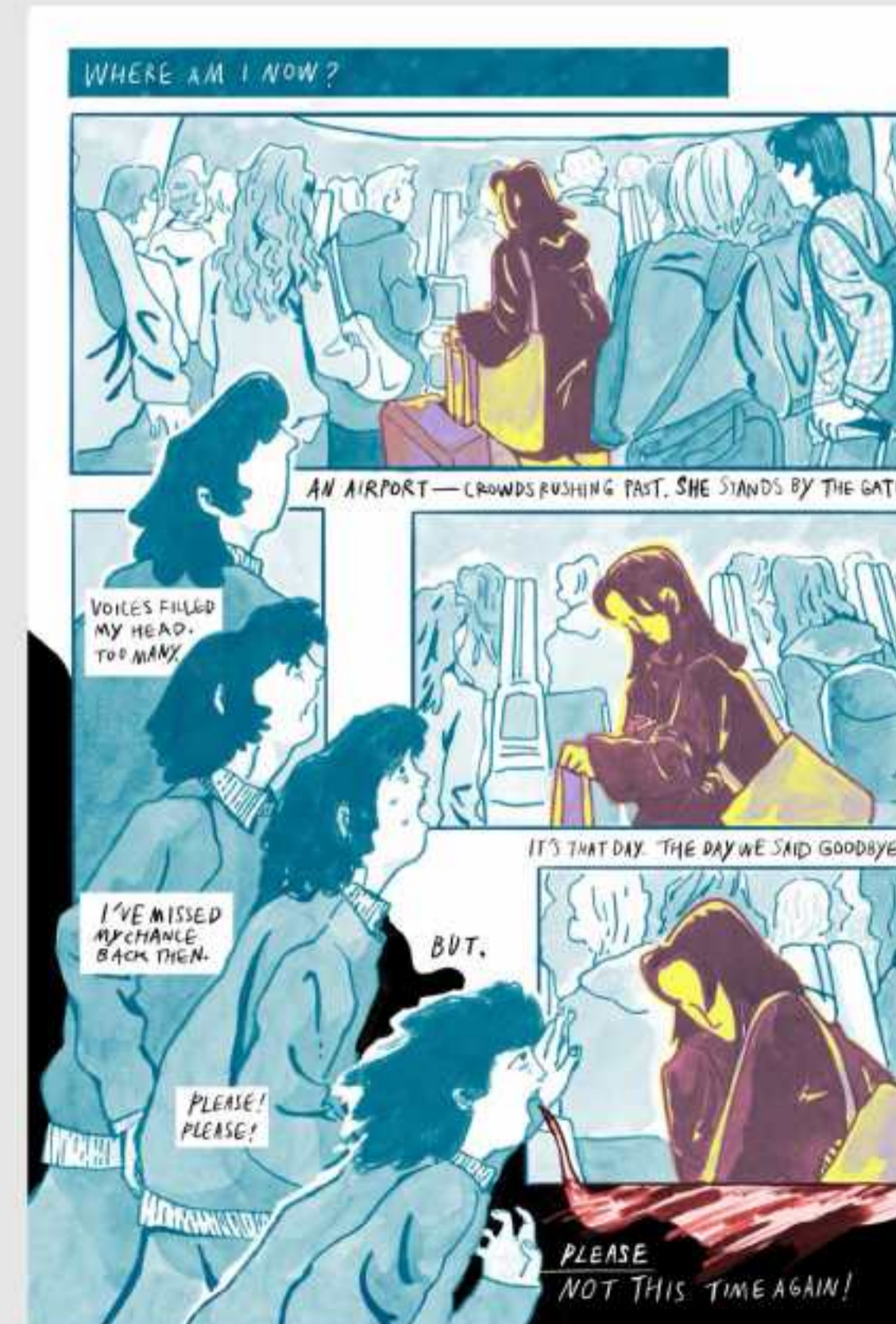
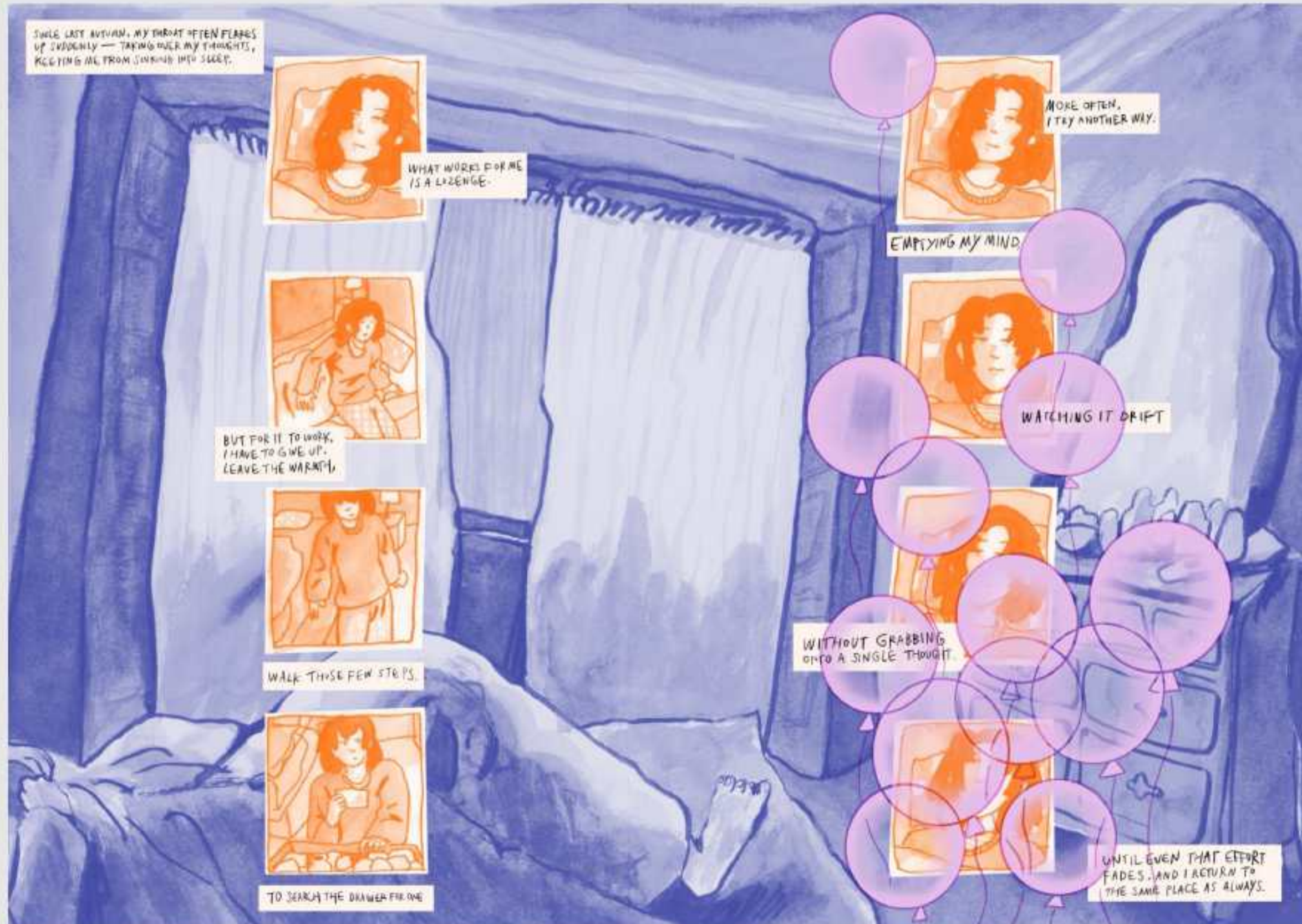


I SHOULD TELL HER

A graphic novel created with ink and pen, then finished digitally. Beginning with a restless night and a lingering discomfort in the throat, the story unfolds through drifting memories, unspoken conversations, and imagined reunions. It explores voicelessness, regret, and the desire to rewind time, ultimately reflecting on self-forgiveness and emotional release.



<https://yaqihanillu.vercel.app/>



LIFE AS FILM

A personal illustration series that frames everyday memory through the language of cinema. The works use staged light, emotional close-ups, and stillness to turn small moments into fragments that feel like scenes from a film.



<https://yaqihanillu.vercel.app/>

