

PORTFOLIO

Selected work

Xue Cui



PERSÖNLICHE DATEN

Name: Xue Cui
Geburtstag: 12.02.1990
Nationalität: Chinesisch

ABOUT ME

Ich bin Social-Media-Managerin und Designerin mit einem akademischen Hintergrund in Architektur und mehrjähriger Erfahrung im digitalen Marketing für ein unabhängiges Boardgame-Publishing-Unternehmen.

Meine Schwerpunkte liegen in Content-Erstellung, Branding, Kampagnendesign und visuellem Storytelling. Ich liebe es, Marken von Grund auf aufzubauen und kreative Konzepte in Startup-Umgebungen umzusetzen.

Dabei verbinde ich strategische Planung mit Design-Expertise und Community-Management, um Marken sichtbar und erlebbar zu machen.

KONTAKT

Email: schnee.cui@gmail.com

BILDUNGSWEG

2016 - 2017

● **Universität Kassel**

Master Architektur

2014 - 2015

● **Weimar Bauhaus Universität**

Deutschkurs (B1-C1)

2008 - 2013

● **Xi'an Universität für Architektur und Technologie, Institut Huaqing**

Bachelor Architektur

BERUFSERFAHRUNG

2022 - 2025

● **DGI Bauwerk**

Pektis Studio GbR, Auftrag Freelance Grafikdesign

2020 - 2022

● **1100 Architekten Riehm Piscuskas PartGmbB**

Pektis Studio GbR

2018 - 2020

● **KSP Jürgen Engel Architekten**

2013

● **12. Design- Büro des Nordwest - Design Forschungsinstitut für chinesische Architektur**

Praktikum

KENNTNISSE

Auto CAD



Vectorwork



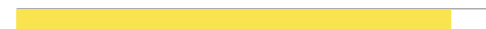
Revit



Sketchup



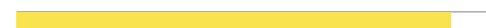
InDesign



Adobe Premier



Procreate



Adobe Illustrator



Photoshop



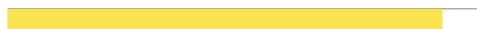
Canva



Microsoft Office



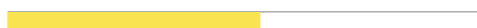
Handskizze



After Effect



Figma



SPRACHEN

Chinesisch



Englisch



Deutsch



Inhaltverzeichnis

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- 03 Booth Design
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Pektis Studio

Role / Social Media & Brand Development

Brief:

Pektis Studio is a design studio that primarily designs board games but also offers graphic design, illustration, and product design services. The branding for Pektis Studio will include a logo based on a goofy raccoon, as well as logo marks and patterns for use in future franchises.

The target audience for Pektis Studio is males and females between the ages of 25-40 who are interested in board games.

The design keywords for the project are colorful, goofy, energetic, and recognizable.

I am responsible for social media management, content planning, branding, and marketing communication.



Concept

Pektis Studio is a creative board-game publishing company focused on delivering joy, cleverness, and playful intrigue.

The name Pektis (from ancient Greek, meaning joy or play) expresses fun and engagement, while the raccoon mascot embodies curiosity, strategy, and a mischievous but friendly spirit.

Playful

The raccoon mascot in a hoodie suggests fun, charm, and mischief.

Clever/Strategic

Raccoons are smart and curious — matching the spirit of modern board gaming.

Creative

Rounded shapes, warm colors, and bold typography reinforce an inviting creative brand.

Reliable

Clean geometric fonts and strong badge shapes communicate trust and consistency.





#f6df03

#1c4476

#969688

#f6f5f1

#000000



Aa

Berlin Sans FB
 ABCDEFGHIJKLMNOPQRST
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890@ \$ % & ()

Aa

Quicksand
 ABCDEFGHIJKLMNOPQRST
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890@ \$ % & ()







Instagram Story & Reels



Social Media Strategy

Overview:

Pektis Studio is an independent board game publishing company operating in a relatively niche market. My social media strategy focuses on organic growth and authentic communication, rather than paid advertising. Due to the limited marketing budget typical for indie publishers, I prioritize long-term relationships with audience and aim to build a loyal community around the studio.

My goal is not only to promote individual games, but to create a connection where followers appreciate the people behind the games and enjoy following our creative journey.

We focus on a personal and transparent communication style, allowing our audience to experience the development process and studio life alongside us.

Goals:

- Build a loyal engaged community
- Grow social media channels organically
- Increase brand recognition for Pektis Studio
- Create long-term interest beyond single product releases
- Establish trust through transparency and personal storytelling

Target Audience:

- Boardgame enthusiasts
- Indie Boardgame supporters
- Families and Casual Players
- Peopel interested in game design
- Creative hobbyists and illustrators
- Parents interested in educational games

Content Pillars:

Pillar 1 - Portfolio & Play Highlights	Pillar 2 - Behind-the-Scenes & Design Process	Pillar 3 - Game Design Education & Tips	Pillar 4 - Illustration & Visual Worldbuilding	Pillar 5 - Studio Culture & Team Personality	Pillar 6 - Game Design Education (for Kids & Parents)
Showcase finished games and demonstrate real play experiences.	Build trust through transparency and storytelling.	Provide value and establish expertise.	Highlight the artistic identity of the games.	Build emotional connection.	Reach families and educational audiences.
Show the quality and personality of our games while making them easy to understand visually.	Allow followers to feel involved in the development process.	Position Pektis Studio as knowledgeable and helpful within the board game community.	Strengthen brand identity through recognizable visuals.	Encourage followers to connect with the people behind the company.	Use board game design accessible and interesting for families.
Game components and product photos Gameplay moments Player reactions Convention play sessions what makes xxx unique Wanderlust and Fintastic Sea game overviews Gameplay clips or GIFs (setup, mid-play, final moments) Customer/player testimonials	Early sketches → final art reveal Playtesting moments + what you learned Balancing mechanics: how you tweak for fairness and fun Testing sessions Production samples From morning coffee to late-night prototyping Studio workspace Work-in-progress prototypes	Basic game design concepts Mechanics explained simply Lesson learned from xxx Development challenges Small tips for beginners	Character design Illustration process From line art to final box cover Style exploration Visual storytelling Artwork close-ups	Team introductions Daily work moments Convention experiences Funny studio situations Personal stories	Simple game design activities Learning through games Parent-friendly explanations Educational value of board games

Tone and Communication Style:

- Friendly and personal
- Honest and transparent
- Educational but approachable
- Visual and storytelling-driven

I aim to communicate as a small independent studio, sharing both successes and challenges. Followers should feel that they are supporting real people, not just buying products.

Growth Strategy:

Since I focus on organic growth, I prioritize: Consistent posting, Authentic storytelling, Community interaction, Comment replies, Direct messages, Convention networking.

Longterm Vision:

The goal is to build a community that follows over time and supports multiple projects.

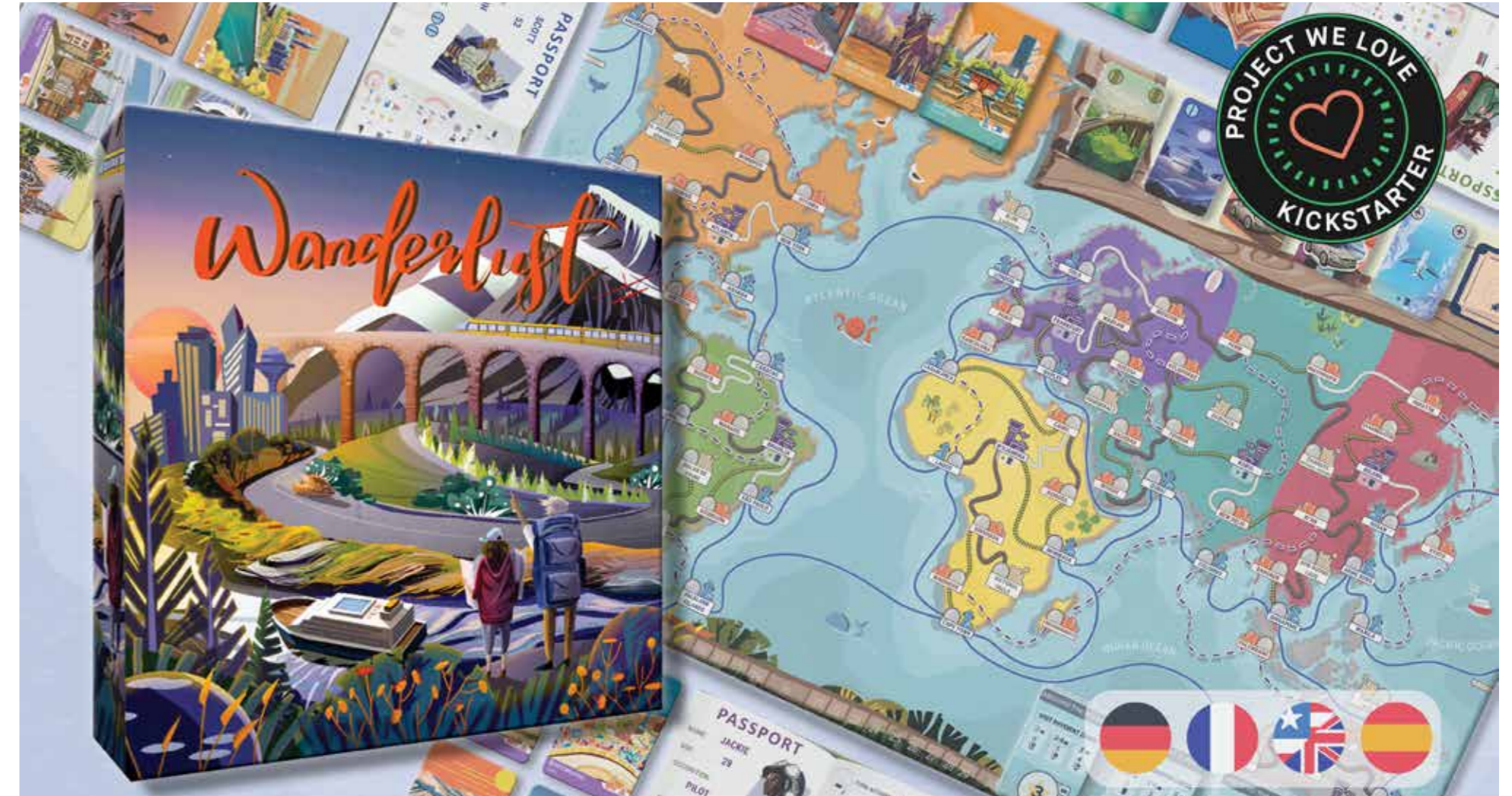
By sharing our creative process and studio life, we aim to create a brand that people follow because they like the people and the journey, not just a single product.

Pre Convention Hype						
SUN	22.09	23.09	24.09	25.09	26.09	27.09
	Essen Preview part 1				Essen Preview part 2	
Week 2 - Focus:						
28.09	29.09	30.09	1.Oct	2.Oct	3.Oct	4.1
Essen Preview part 3				How to Teach Wanderlust Blog Post Reel Stories	Essen Preview part 4 Shorts Reel Stories	Reel Stories TikTok
Week 3 - Focus:						
5.1	6.Oct	7.Oct	8.Oct	9.Oct	10.Oct	11.Oct
Essen Preview part 5	Pixel War Part 1 Blog Post Reel Stories	TikTok Reel Stories Newsletter Shorts	Fintastic Sea Unboxing Blog Post Reel Stories Shorts from Monday Stories from Monday	TikTok Reel Stories Shorts	Shorts Reel Stories	Shorts Reel Stories
Week 4 - Focus:						
SUN	13.Oct	14.Oct	15.Oct	16.Oct	17.Oct	18.Oct
Shorts Reel Stories	Pixel War Part 2 Blog Post Reel	TikTok Stories	Shorts from Monday Stories from Monday Top 5 Games Essen preview Blog Post Reel	TikTok Stories	Shorts Stories	Shorts Reel Stories
Week 5 - Focus:						
SUN	20.Oct	21.Oct	22.Oct	23.Oct	24.Oct	25.Oct
Shorts Reel Stories	Prepare for Essen Vlog Blog Post Reel	TikTok Stories Newsletter	Shorts Stories Reel vlog Day1	Reel vlog Day2	Reel vlog Day3	Reel Vlog Day4
Week 6 - Focus:						
26.Oct	27.Oct	28.Oct	29.Oct	30.Oct	31.Oct	1.NOV
Vlog Day 5		Essen Wrap up Blog Post Reel	TikTok Stories	Shorts Stories		

Legend					
YouTube	Shorts	Long Vid	Live	Community	
Pinterest	Original	Re-Pin	Community		
Instagram	IGTV	Stories	Post	Reel	Live
Event	Seasonal	Webinar	Guest	Networking	
Blog Post	SEO	Transcript	Guest		
Facebook	Post	Video	Live		
Newsletter	Promotional	Monthly			
LinkedIn	Employee/Personal	Company			
TikTok					
Boardgamepost	Post				

02

Crowdfunding Campaign Design



For the Wanderlust project, i designed and developed crowdfunding campaign. Responsible for marketing and PR, layout, visual storytelling, campaign management and all campaign graphics. The campaign was successfully funded.

[Wanderlust: Discover the world](#)



For the Fintastic Sea project, i designed and developed crowdfunding campaign. Responsible for marketing and PR, layout, visual storytelling, campaign managment and all campaign graphics.The campaign was successfully funded.

[Fintastic Sea](#)

03 Booth Design

Booth Design (Essenspiel 22´)



Exhibition Booth Concept:

While a full wall-sized banner and roll-up would have been visually striking, I chose a different approach better suited to a design-focused studio.

For Pektis Studio's first convention in 2022, I produced 5,000 postcards featuring artwork from the game. Instead of using them only as giveaways, the postcards were used to cover the entire booth wall, turning promotional material into an installation.

This approach made the booth stand out from other exhibitors while reinforcing the idea that Pektis Studio is more than just a board game publisher — it is a creative studio. The installation sparked curiosity and helped attract the right audience.

For the 2025 convention, alongside the release of the second game, I designed large-format prints of the game's cars to be displayed on the wall.

These bold visuals immediately caught visitors' attention and drew people toward the booth as they passed by.



Booth Design (Essenspiel 23´)



Booth Design (Essenspiel 25´)



04 Branding

Zombieside

Role / Branding

Brief:

Zombieside is a blog that curates all zombie-related pop culture information, including movies, audiobooks, games, and podcasts, for fellow zombie lovers. The branding will include a "Zombieside" logo based on the client's portrait to be used across all social media platforms, as well as logo marks and patterns for use in future franchises.

The target audience for Zombieside is males and females between the ages of 20-35 who are interested in the zombie genre.

Design keywords for the project are bold, colorful, and "not typical zombie gore."



When there's no more room in hell,

The dead will walk the earth.

- Dawn of the dead



Algaeplant

Role / Branding

ALGAEPLANT

Supply H₂ energy using biomass from
Algae while farm byproduct sustainably
for food, cosmetic industry to international market

Goal

Provide Renewable and Climate-friendly energy sources
CO₂ reduction Improve the carbon balance
Provide organic byproducts to pharmaceutical and
food industries

Keywords

Energy, innovative, sustainable, eco-friendly

Colour Palette

-fluidity lines / shapes

Algae needs water

water=life=necessity

wasserstoff

- electric tones(youthful)

statement

promising/hope

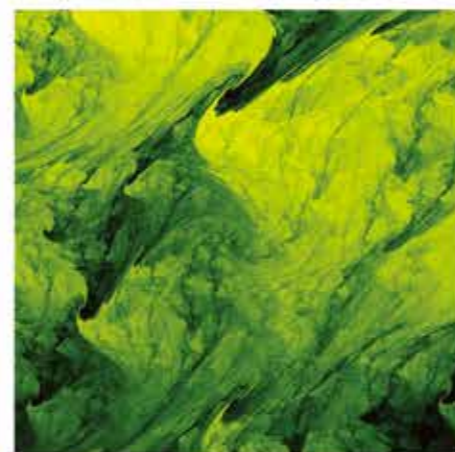
memeryable

- dotted bold Font

fluidity

smoothly changing

industry



Responsive Design

Logo Type: Text

Primary logo: Vertical

ALGAE
PLANT

Secondary logo

ALGAE
PLANT

Primary logo: Horizontal

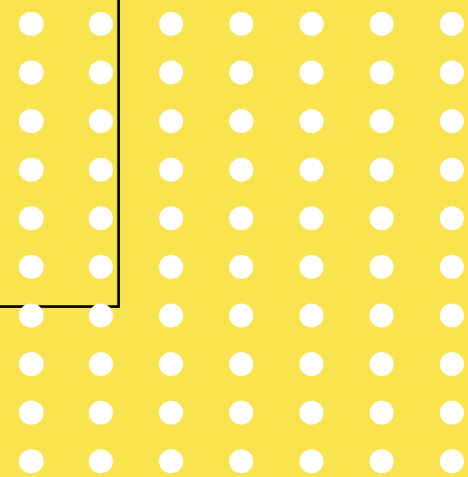
ALGAEPLANT

Logo Mark





05 Architektur



artA Kunstcluster

Museum Arnhem + Focus Theater

Role / Concept Design



Arnhem - artA art cluster

Im Jahr 2013 veröffentlichte die Stadtverwaltung von Arnhem einen Wettbewerb für ein neues Museumsprojekt: Das artA art cluster.

Es war angedacht, dass der art cluster eine Bruttofläche von ungefähr 8480 m² und eine maximale Höhe von 30m haben sollte. Als Standort wurde die Innenstadt Arnheims gewählt.

Der arts cluster wird das Museum Arnhem (MA) und das Focus Filmtheater Arnhem (FFA) in einer neuen Kulturstätte im Rahmen des Rijnboog-Projektes zusammenbringen.

Das neue Gebäude sollte auf die drei folgenden Punkte Rücksicht nehmen:

- städtische Form
- kollektive Struktur
- reflektierenden Raum

Dadurch soll ein unverwechselbares und öffentliches Gebäude entstehen, dass in der Lage ist, sich den zukünftigen Bedürfnissen der Region anzupassen.

Im südlichen, dem Rhein zugewandte Teil, der Arnheimer Innenstadt, wird es in den kommenden Jahren viele Neugestaltungen von Gebäuden geben. Dazu sind im Rahmen des Rijnboog-Projektes mehrere Veränderungen in der nahen Zukunft angedacht.

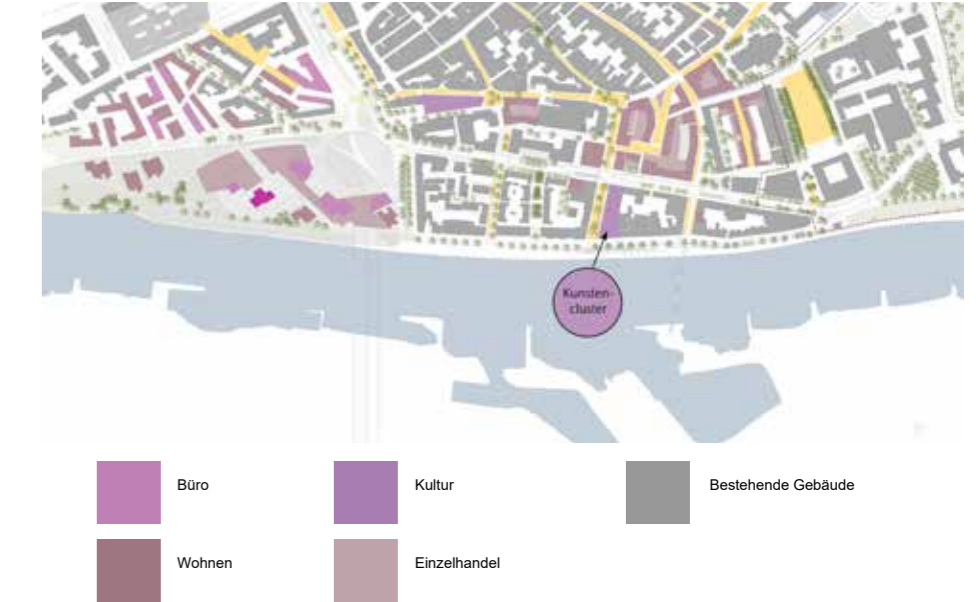
Im Moment befindet sich sowohl das Museum für moderne Kunst, wie auch das Focus-Film-Center in der Nähe des Hauptbahnhofes.

Durch die Zusammenfassung der Bauwerke und die Neuerrichtung in Form des artA erhofft sich die Stadtverwaltung, dass mehr Touristen aus dem nördlichen Teil der Stadt an die Flussseite geführt werden, was zu einer Wiederbelebung der Nieuwstraat und des Rheinufer führen soll. Außerdem sollen die städtischen Strukturen besser miteinander verbunden werden.

Bei der Neugestaltung der Innenstadt soll auch auf den Wunsch der arnhemischen Bevölkerung eingegangen werden, den Fluss St. Jansbeek, der einen großen Einfluss auf die Entwicklung der Stadt gehabt hat, wieder mehr in das Stadtbild einzubinden. Im 19. Jahrhundert wurde dieser unterirdisch umgeleitet. In der Zukunft soll er mit neuen Grünanlagen, die um ihm herum entstehen sollen, das Stadtbild der Straßen De Beekstraatm Broerenstraat und Nieuwstraat verschönert. Von der Nieuwstraat, in dem sich auch mein Gebäude befindet, mündet der Bach in den Niederrhein. Dadurch soll ein Aufwertung des öffentlichen Raum, sowohl für die einheimische Bevölkerung, wie auch die Touristen, stattfinden.

Das artA soll die Besucher durch eine Kombination von Bildener und moderner Kunst sowie Filmen heausfordern. Des Weiteren soll es die Öffentlichkeit mit den Künstlern zusammenbringen und so einen kreativen Raum erschaffen, in dem man stimuliert wird kritisch reflektieren kann.

Die Gemeinde Arnheims möchte ein Gebäude haben mit dem sich die Stadt identifizieren kann und das sie in der Zukunft repäsentiert. (competitionline 2013)



Die Karte zeigt die geplanten Umbauten, wie sie im Jahr 2013 angedach waren. Sie ist im Reader enthalten, da meine Aufgabenstellung auf dem Wettbewerb und dem dazugehörigen Konzept aus dieser Zeit stammt.

Eine neuere Version der Karte ist später auf dem Schwarzplan zu finden.

Das Grundstück

Der Standort dieses Projekts liegt im südlichen Teil der Innenstadt Arnheims, Nieuwstraat Ecke Rijnkade. Die Größe des Grundstückes beträgt etwa 2688 m².

Der Platz ist für einen neuen art cluster ideal, da er den Verbindungspunkt zwischen der Altstadt, in der sich viele unabhängige Künstlerateliers befinden und der Uferpromenade des Niederrheins bildet.

Der Großteil der Gebäude, die sich in dem Block befinden, musste infolge des zweiten Weltkrieges wider neu aufgebaut werden. Dies zog sich bis in die Mitte der 60er.

Die Fassaden des Blocks bestehen aus einer Mischung von Ziegeln und verputztem Beton.

Auf der Rijnkade, die entlang des Flusses verläuft, gibt es unzählige Bars und Restaurants. Bei schönem Wetter sitzen hier Leute bis spät in die Nacht unter den Baum und genießen den Blick auf den Niederrhein. Zusätzlich haben sie einen guten Ausblick auf die Brücke. Diese Straße hat eine sehr lebendige Atmosphäre.



Städtebauliche Analyse

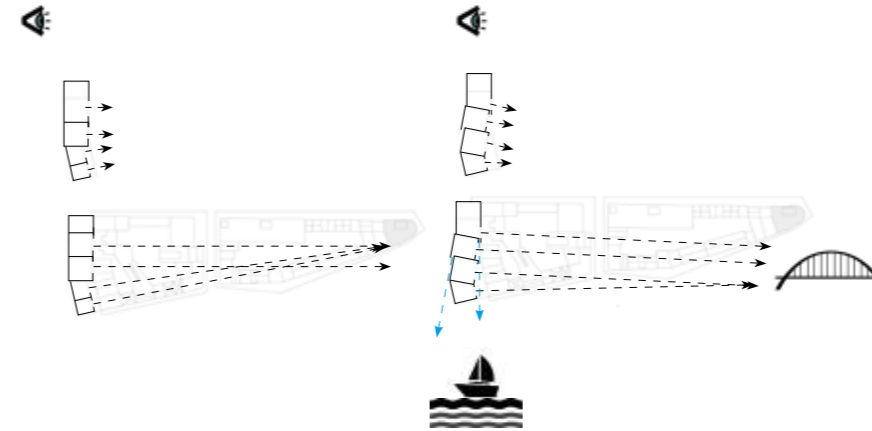


Tourismus



Öffentliche Plätze
Zukünftiger Flussverlauf
Zukünftige Fußgängerzone

Gebäudekonzept

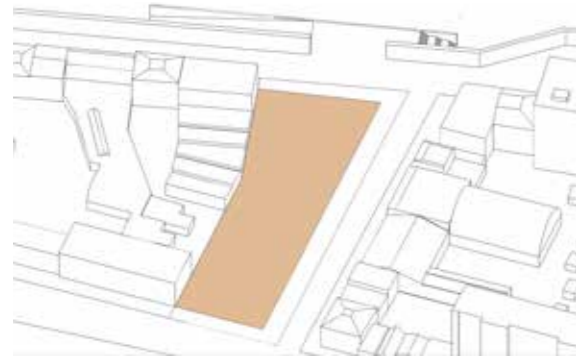


Hauptverkehrsstraßen

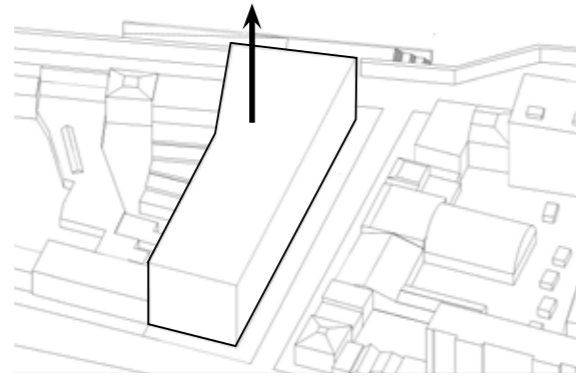


Parkplätze

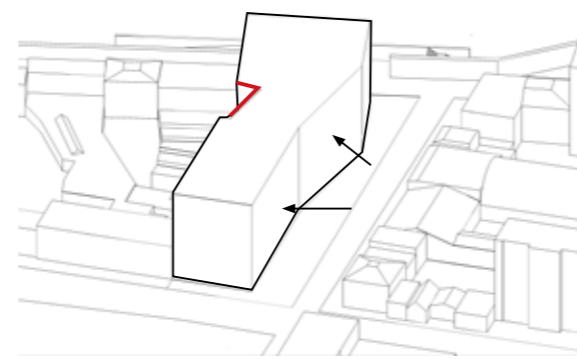
Konzept



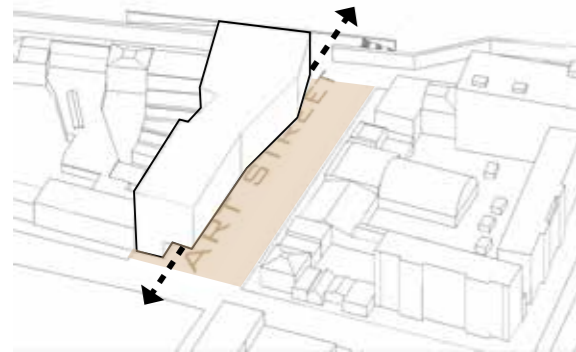
Grundstück



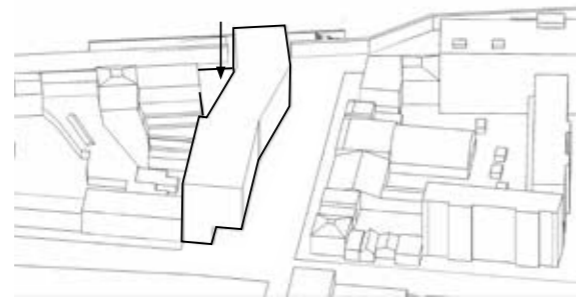
Ausnutzen der maximalen Fläche



Eindrücken des Gebäudes, um mit der Fußgängerzone einen öffentlichen Raum zu erschaffen
Erweiterung des Innenhofes



Durch das Öffnen des Erdgeschosses entsteht eine Artstreet, die eine neue Verbindung zwischen Altstadt und Flussufer schafft.
Damit verschmelzen Innen und Außen zu einem Teil.



Durch das Absenken eines Teils des Gebäudes, interagiert es besser mit den angrenzenden Strukturen. Außerdem entsteht eine Dachterrasse mit Ausblick auf den Niederrhein.



Blockstruktur



Lageplan

Funktion / Erschließung















2.0

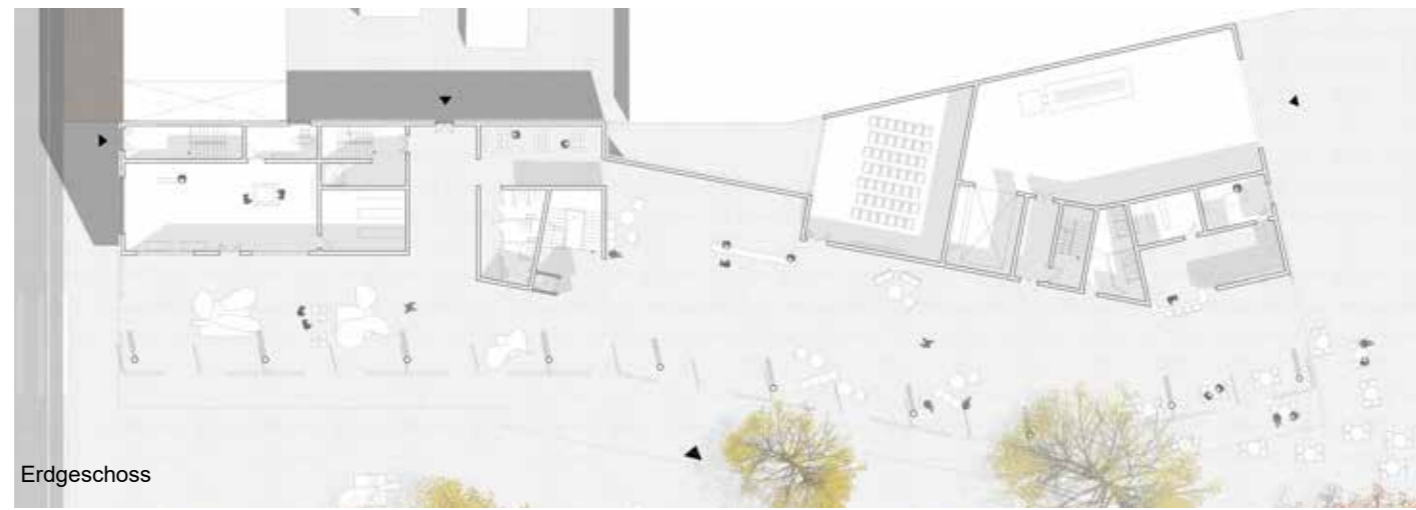
1.0

EG

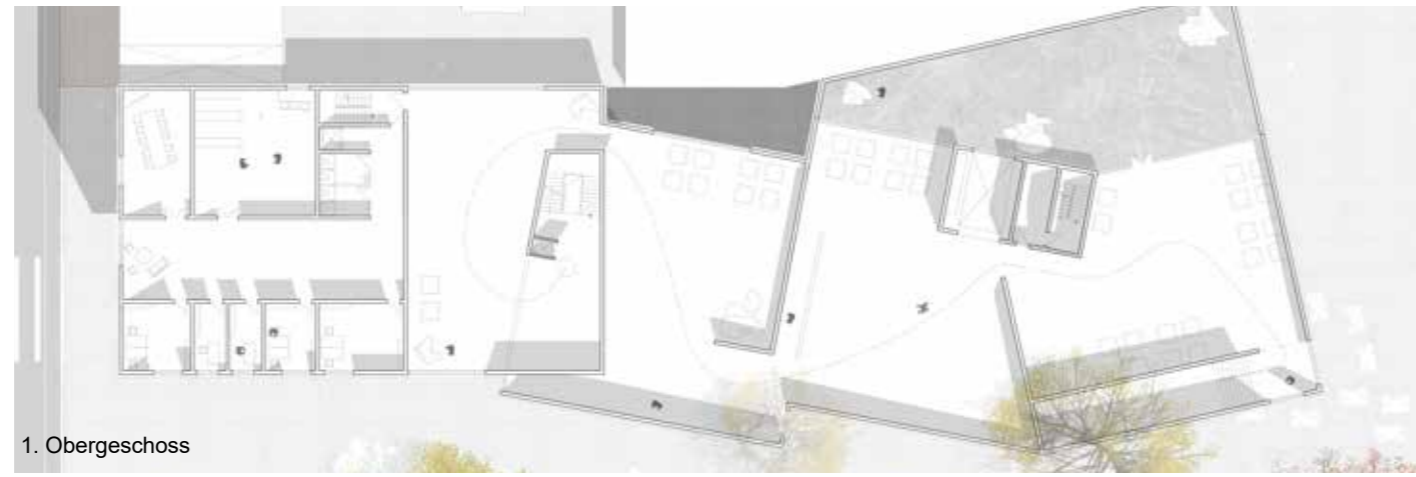
KG



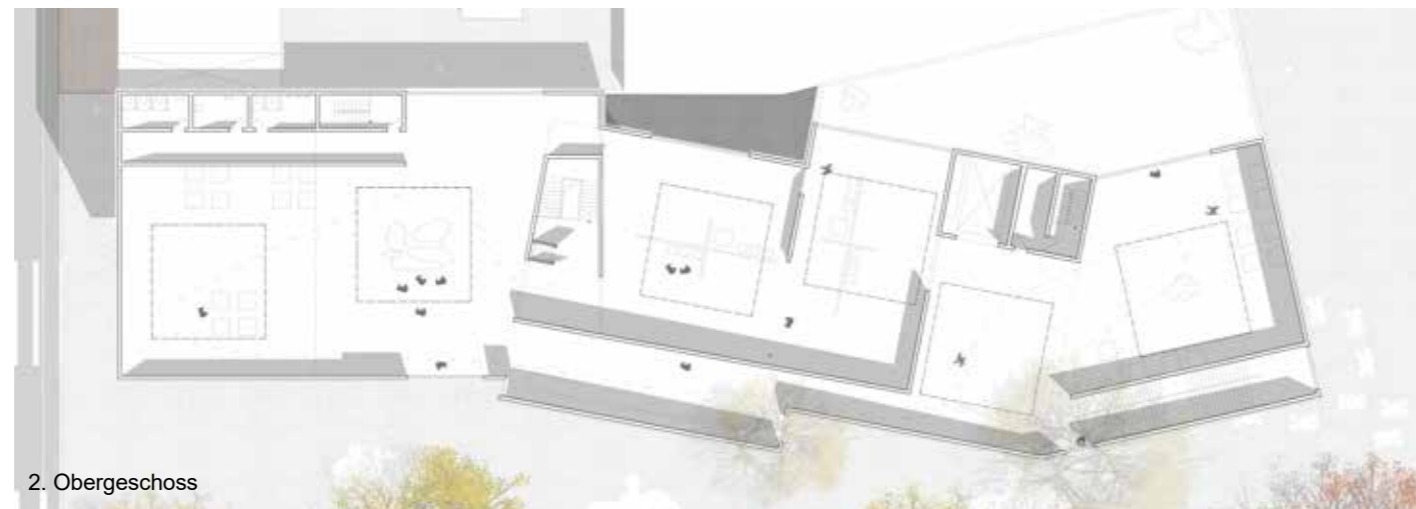
- | | |
|--|--|
|  SAMMLUNGSPRÄSENTATION |  VERKAUF |
|  WECHSELAUSSTELLUNG |  ART STREET |
|  VERWALTUNG |  AUDITORIUM |
|  SKULPTURGARTEN |  CAFE |
|  KINO | |
|  TECHNIK | |
|  KINOHALLE | |
|  LAGER | |
|  VERSORGUNG | |
|  LICHTRAUM | |



Erdgeschoss



1. Obergeschoss



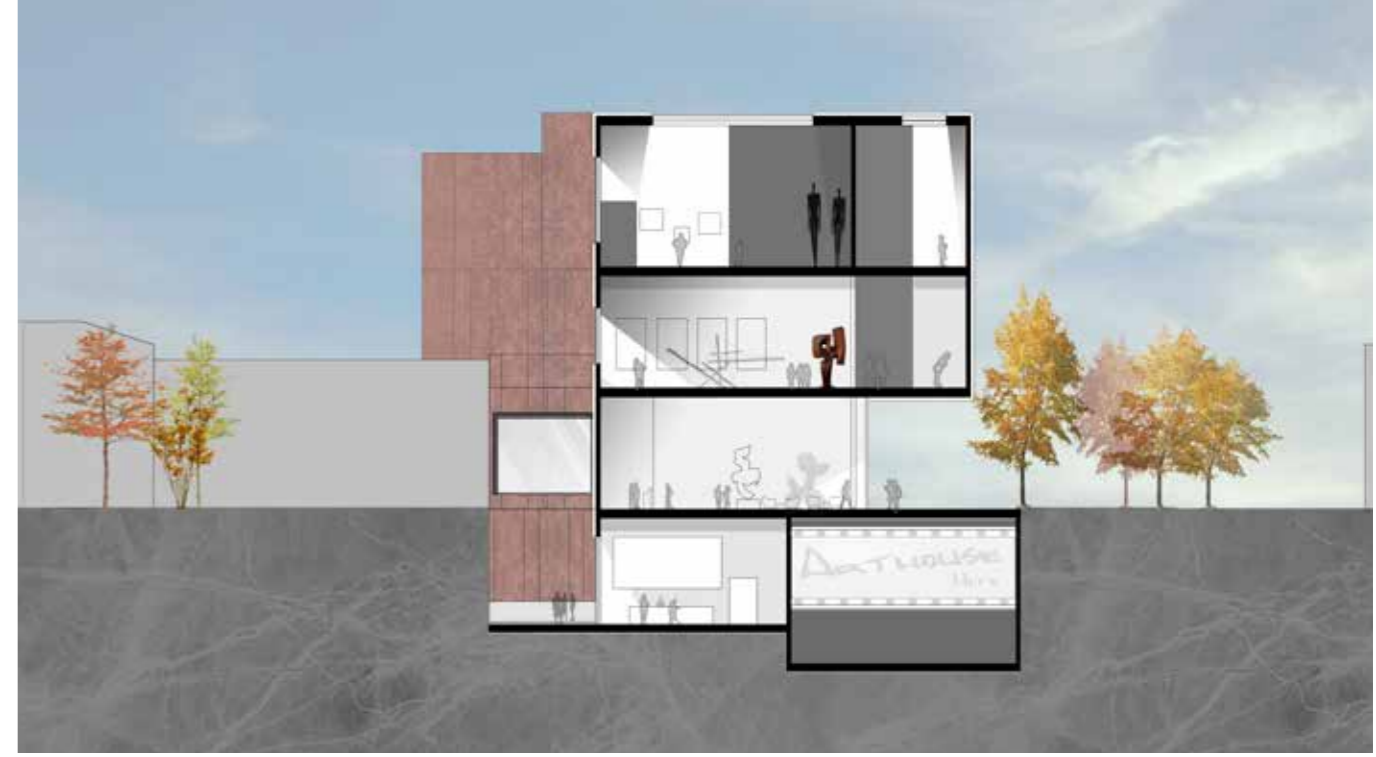
2. Obergeschoss

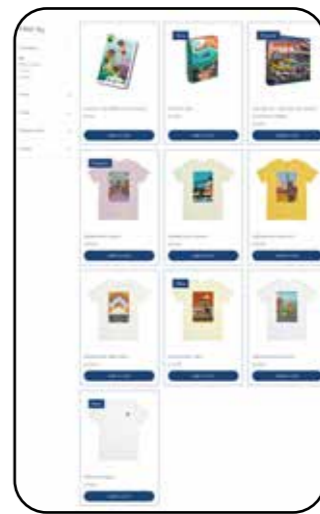
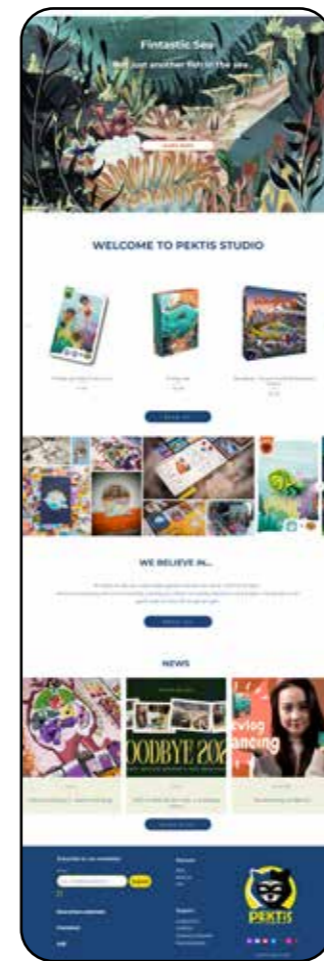


Westansicht



Ansicht





Pektis.com Role / Website Design

Link

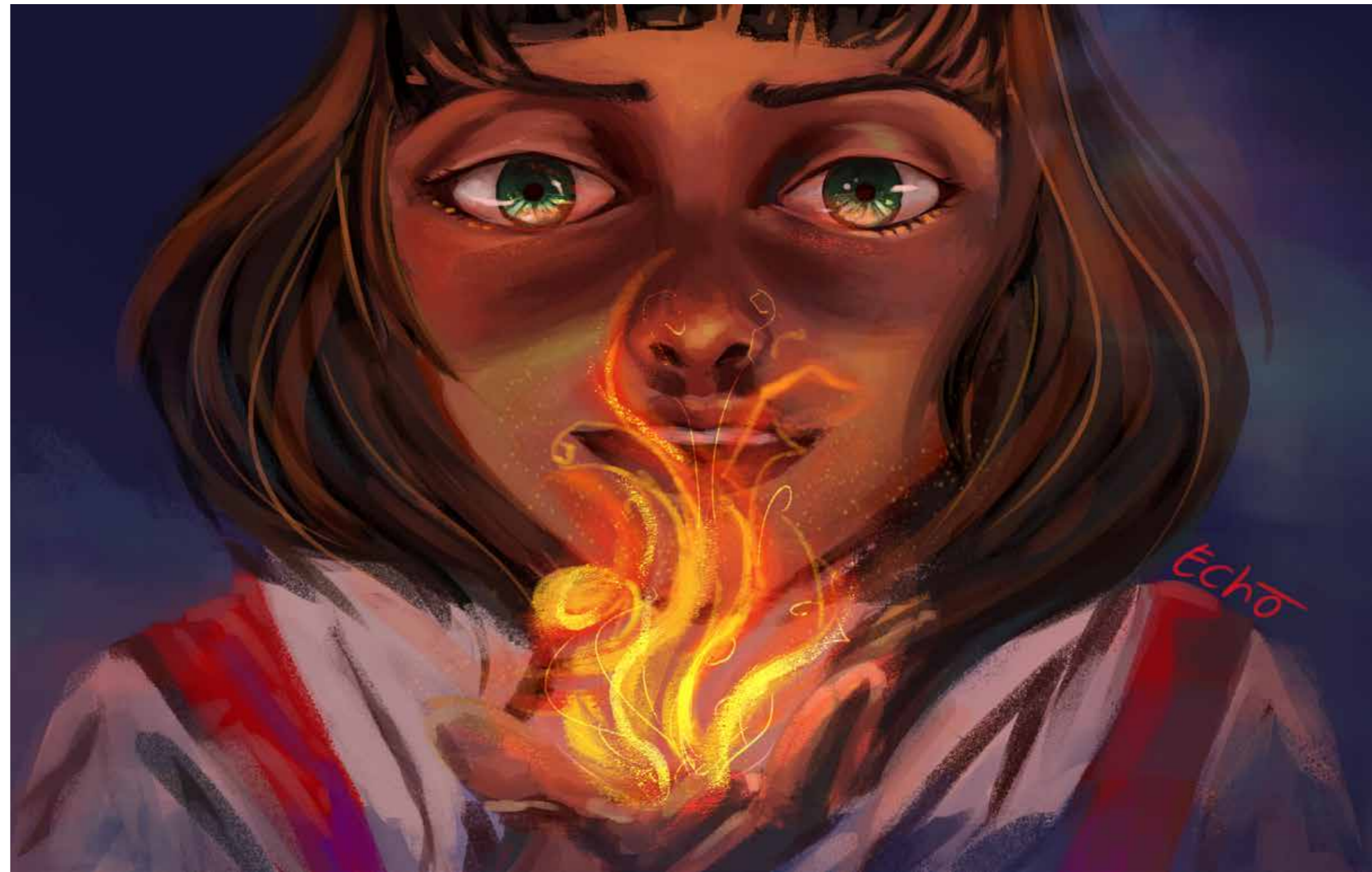
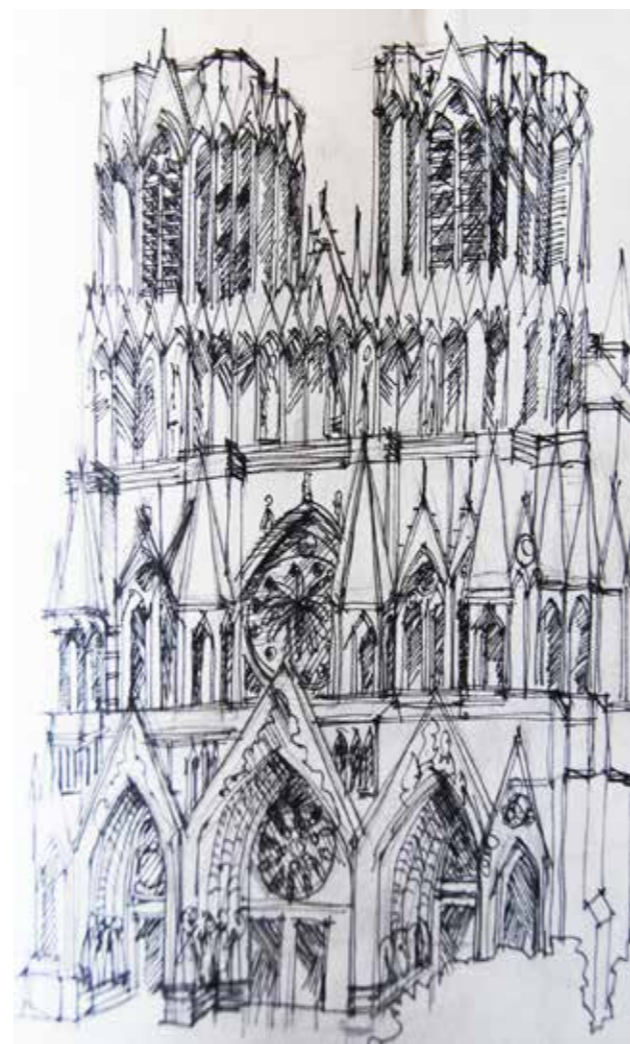
Tools: Figma (Wireframes), Wix (Development)

The website for Pektis Studio was designed to showcase the studio's games while expressing its personality as an independent creative studio.

I created the wireframes and structure in Figma, focusing on clear navigation and an accessible presentation of the games. The final website was built in Wix, allowing the studio to easily manage and update content.

The design balances professional presentation with a personal tone, reflecting the studio's approach to game publishing and its close relationship with the community.

The goal was to create a website that not only presents the games, but also communicates who Pektis Studio is as a team.



Infectious

Role / Game Design & Concept Art

In Infectious, the player takes control of a virus trying to invade and take over the body. Each virus is humorous and light-hearted, designed to reflect different social behaviors, making them more relatable and playful. For the game, I created four unique viruses, each with distinct personalities and gameplay styles.



Celly



Chippie



Solly



Flipper



Celly is a hyperactive, phone-obsessed micro-menace born from the body's crippling addiction to screens. Shaped like a living smartphone with jittery limbs and glowing eyes, Celly never stops buzzing, pinging, and vibrating. Its entire personality revolves around trying to get "just one more notification," even while causing chaos inside the host.

Chippie is the ultimate couch potato virus. With a chunky, round body and a permanent grip on a giant box of popcorn, this virus thrives in the laziest corners of the host's body—especially the colon. Chippie moves as little as possible, relying on sheer gluttony and infectious laziness to spread.

Solly: a virus inspired by people who prefer minimal social interaction and avoiding unnecessary contact. Slim, wiry, and jittery, Solly is built for speed and stealth, zipping effortlessly through the host's body. Its lean body allows it to dart through tight spaces and evade immune defenses with ease. Visually, Solly is sleek, slightly vovous in posture with subtle shy gesture.

Flipper is a tiny, mischievous virus with a dual personality—literally two faces in one body. One side is happy and friendly, always smiling and waving, while the other is grumpy and naughty, scowling and ready to cause chaos. Flipper embodies the idea of people with "two-faced" personalities, turning social duplicity into a playful, infectious character.



Battle of the Knollen

Role / Concept Art & Grafic Design

In Battle of the Knollen, you command a faction of potatoes in a whimsical fantasy world. Each potato is based on classic fantasy archetypes—warriors, mages, rogues, and more—but with a hilarious twist: they're all... potatoes.

The visual style is playful and exaggerated. The world is colorful, chaotic, and full of charm, making every battle both strategic and delightfully silly. Battle of the Knollen is a celebration of fantasy fun, absurd humor, and spud-powered adventure.

Wanderlust

Role / Art & Graphic Design

The game features 68 beautifully illustrated destination cards and 32 encounter cards filled with unique characters. With its vibrant visuals and bright, family-friendly aesthetic, Wanderlust aims to capture the excitement and joy of world exploration, creating an inviting and energetic experience for players of all ages.





Cape Town
South Africa

Moscow
Russia

Dubai
United Arab Emirates

Kyoto
Japan

Havana
Cuba

Palembang
Indonesia

Falkland Islands
United Kingdom

Lagos
Nigeria

Oslo
Norway

Pamukkale
Turkey

Ulaanbaatar
Mongolia

New York
United States of America

Puncak Jaya
Indonesia

Salar de Uyuni
Bolivia

Casablanca
Morocco

Naples
Italy

Krasnoyarsk
Russia

Singapore
Republic of Singapore

Los Angeles
United States of America

Perth
Australia

Lima
Peru

Mombasa
Kenya

Paris
France

Perm
Russia

Xi'an
People's Republic of China

Ottawa
Canada

Queenstown
New Zealand

São Paulo
Brazil

Kinshasa
Democratic Republic of the Congo

Odessa
Ukraine

New Delhi
India

Son Doong Cave
Vietnam

Mexico City
Mexico

Port Moresby
Papua New Guinea

Manaus
Brazil

Victoria Falls
Zimbabwe/Zambia

Volgograd
Russia

Riyadh
Saudi Arabia

Yakutsk
Russia

Grand Prismatic Springs
United States of America

Sydney
Australia

Santiago
Chile

Fintastic Sea

Role / Art & Game /Grafic Design

The game features a cast of goofy, charming fish brought to life in a vibrant underwater setting. Its bright and eye-catching visuals are designed to spark curiosity and invite players into the theme as soon as it's set up on the table.



Cards Overview



Thank Ü!!!!

