



2024 Pantone Spotlight Artist Yiying Lu Bridges Cultures with Creativity and Pantone Connect

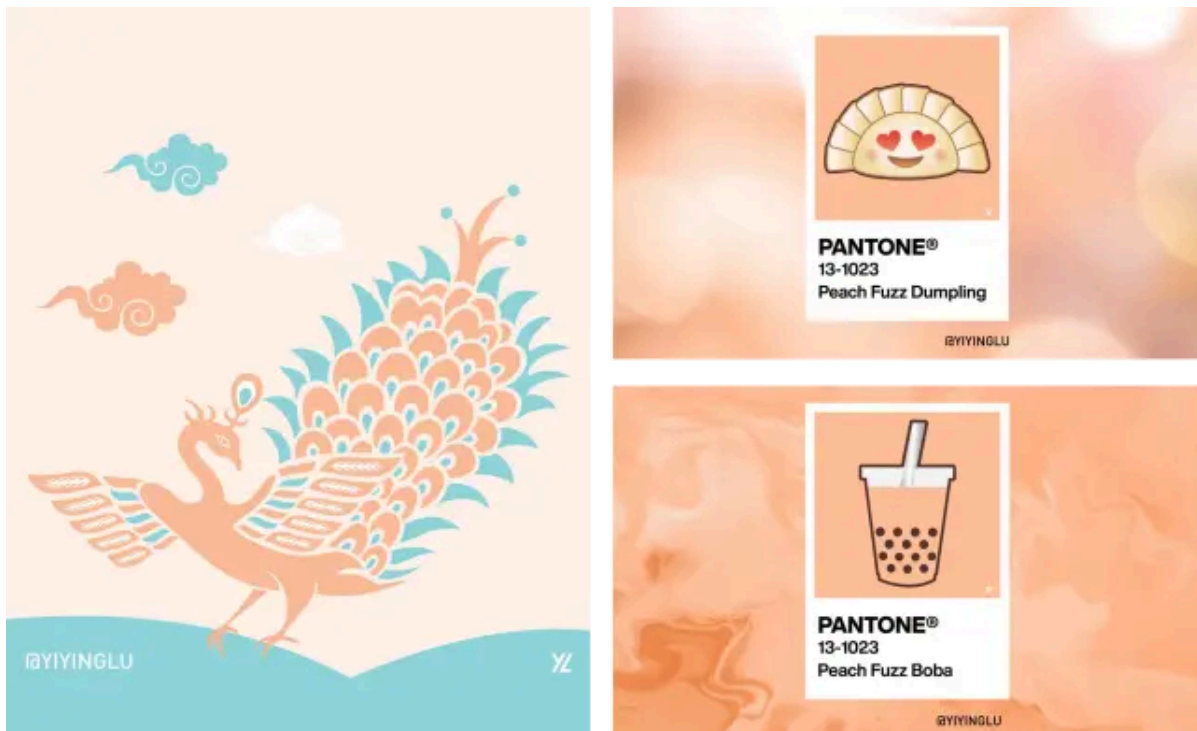
Creative Yiying Lu uses color and design to help brands educate, empower, and connect with their audiences. We sat down with her to talk about the vital need to communicate across cultures and build the bridges that link our world.

March 5, 2024

In this diverse, colorful world, there are those of us who see color, and then there are those of us who feel, love, and live color. Yiying Lu, a San Francisco-based artist, designer, entrepreneur, and educator, embraces color — not just as a tool or an element for the eyes, but as a language, a bridge connecting cultures.

"Yiying" is made up of two Chinese characters: "Yi" means happy; "Ying" means creative. Anyone who meets Yiying will attest that this perfectly encapsulates her essence. Her philosophy is "all about putting the 'fun' in functional design," which makes her the epitome of Happy Creative.

You've undoubtedly seen her work. She's the creator of the Fail Whale — the iconic illustration of a beluga whale held up by a flock of birds, which popped during periods of downtime on Twitter, and, for some, helped quell frustrations a touch with its charming visage. Or maybe you've noticed some delightful additions to your emoji library over the years — the dumpling, chopsticks, fortune cookie, boba tea, peacock, and Chinese takeout boxes. Yep, you can thank Yiying for those gems too.



Yiying believes color is "a language I can use to create understanding. It can have a meaning that's super culturally-specific, or it can go beyond borders." A perfect example is her shiny light brown dumpling emoji design, which was intentionally vague in order to resonate with as many cultures as possible, resembling similar dishes around the world like the kreplach, the pierogi, the gyoza, and the mandoo.

***"Color is my language, weaving bridges
between hearts and minds,
connecting individuals through shared
emotions, and orchestrating a symphony of
unity and understanding."***

— Yiying Lu

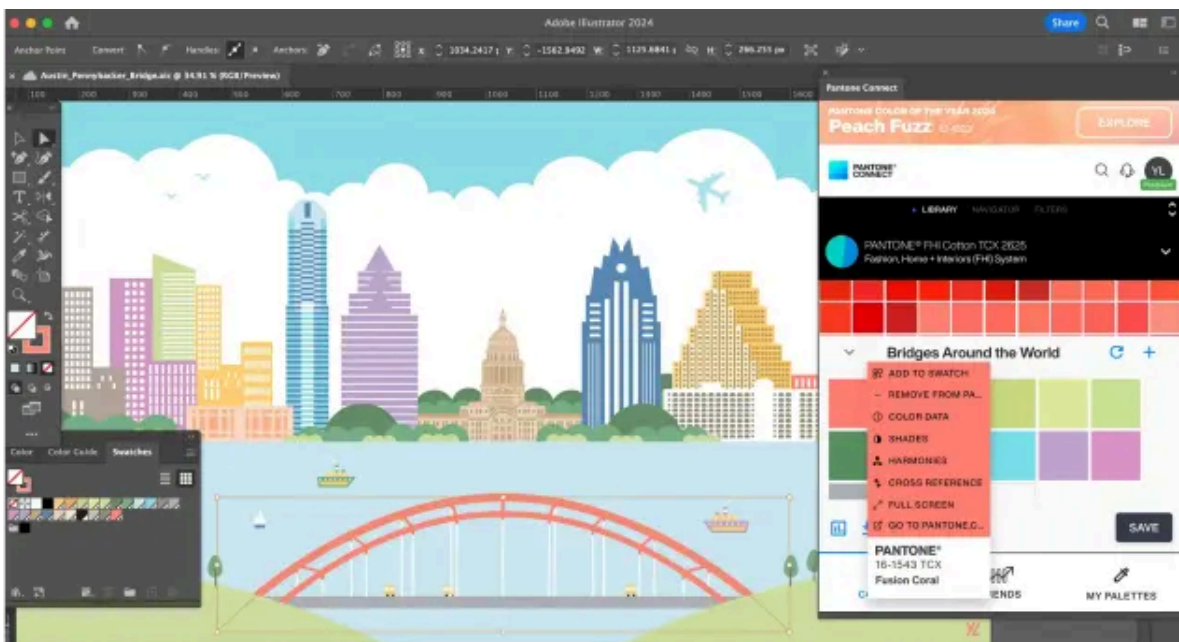
This Shanghai-born, Sydney-educated, bilingual creator boasts a sprawling resume, including: San Francisco Arts Commissioner, one of Fast Company's most creative people in business, Emojination co-founder, Adobe Global Creative Ambassador, and the mastermind behind the Disney Shanghai Resort

recruitment campaign that bridged east and west by combining traditional Chinese paper cutout motifs with iconic Disney characters like Mickey Mouse and Elsa. So, it's only fitting that she recently gave a talk at SXSW EDU called "Bridging the World with Creativity Through Colors & Typography."

"I took the audience through stories and learnings from my 15 years as a creative. I showed some of my favorite past projects and how I used color and design to inspire brands to be more expressive, overcome communication challenges, and really build connections with users," said Yiying. "For me, the talk felt like an important opportunity to give something back to this community because SXSW is where I first jump started my career years ago."

Ever the happy creative, Yiying also created a poster for the event featuring Austin's famous Pennybacker Bridge to visualize the idea of connection.

"The bridge is this beautiful, graceful steel arch that spans the Colorado River and links the city's northern and southern landscapes. Bridges are important as symbols of unity, but I also physically couldn't get to SXSW without one!"

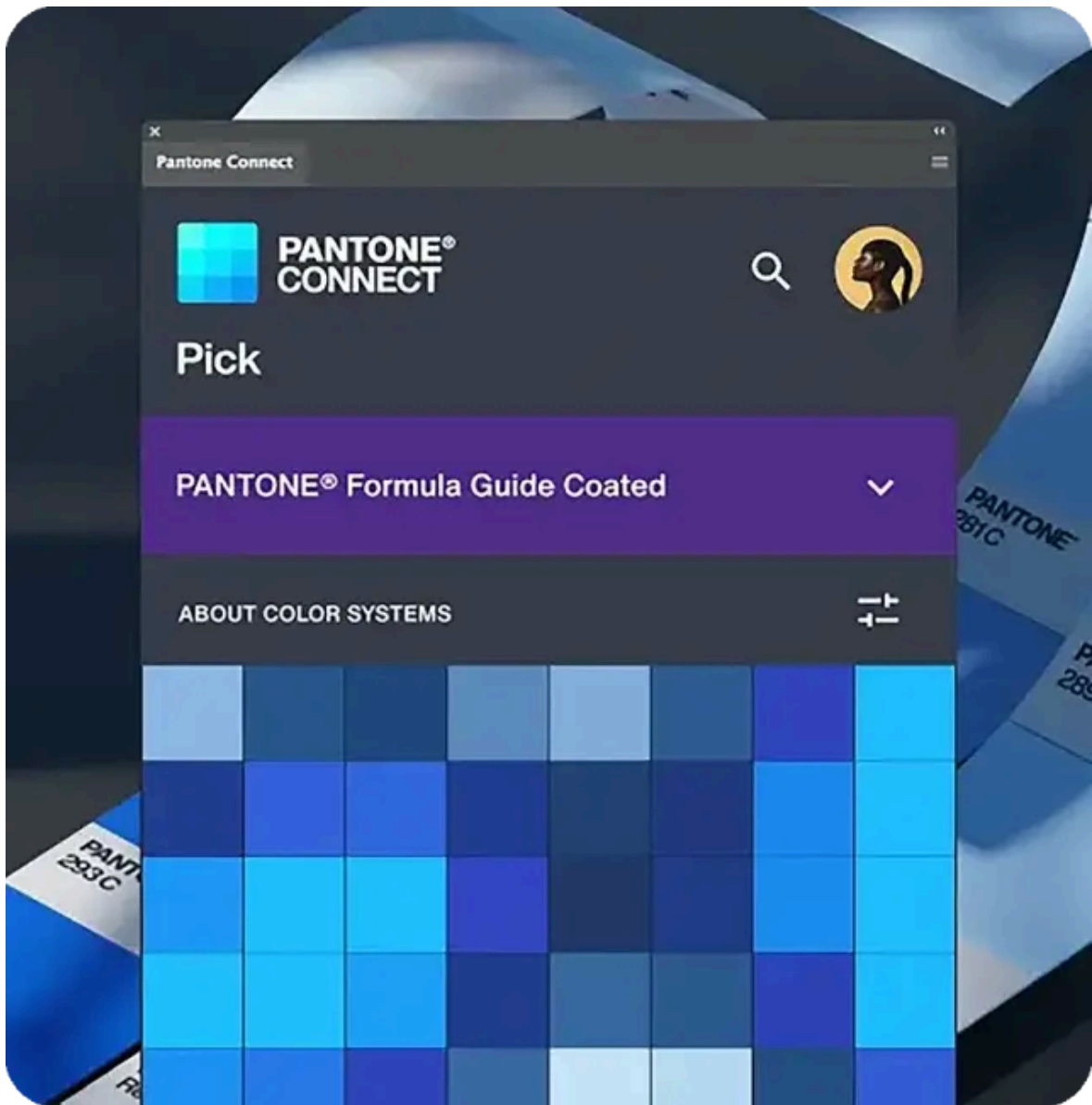


Yiying working on Austin bridge poster in Pantone Connect.

There's another connection that has played a vital role in Yiying's career: the intertwining of natural artistic ability with cutting-edge technology. Her love of Pantone began right at the beginning of her career, when she realized how hard it is to achieve consistent and precise color reproduction — and Pantone Connect is one of the tech tools she can't live without.

"Pantone Connect works a lot like a bridge because it creates this link between my different design platforms, like Adobe Illustrator and Adobe Express," she explained. "It also brings together the various collaborators I work with, because I can create and save amazing palettes of Pantone colors and then share them with people no matter what language, material, or color space they're working with."

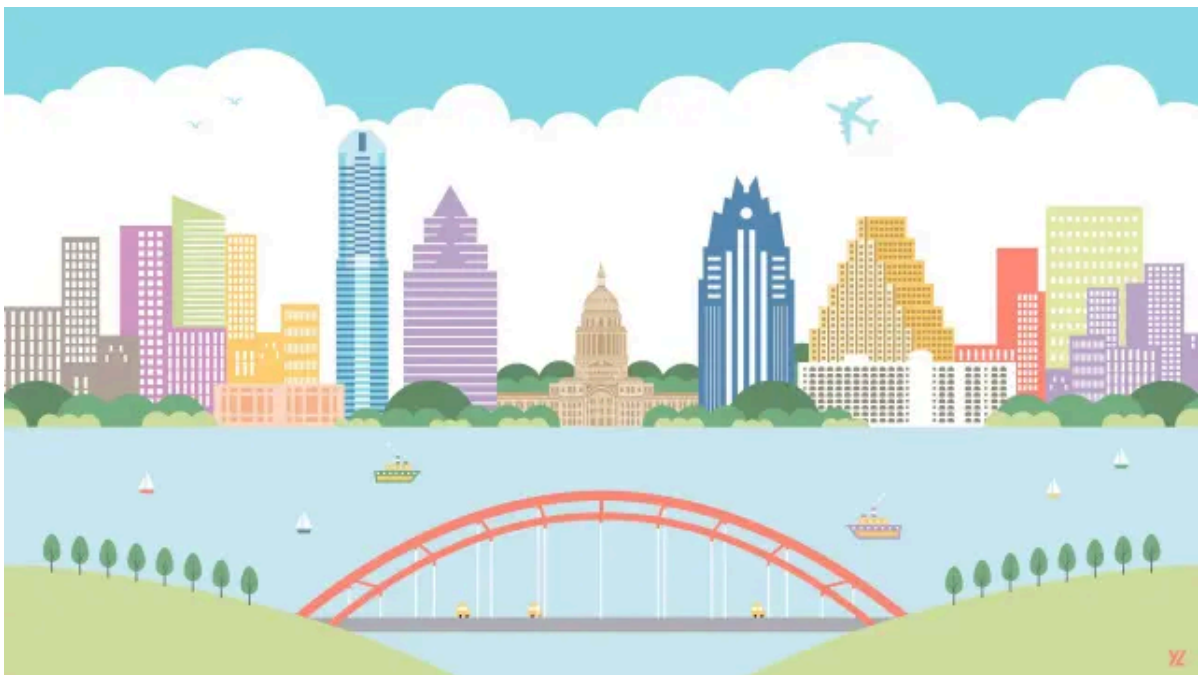
In fact, Yiying encourages all designers to immerse themselves in Pantone Connect because it "just enhances the whole creative flow." Being able to match real-life inspirations to specific shades, deriving inspiration by browsing different colors, and taking advantage of instant shareability makes it easy and efficient to bring her ideas to life.



Pantone Connect

Commemorate the 25th Pantone Color of the Year with us and Yiying. Use the discount code **AUSTIN25OFF** to get 25% off a yearly subscription to Pantone Connect.

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