

Betty Wang

A place
to begin.

从家的第一步开始。

PORTRAIT / CAMPAIGN / PRINT

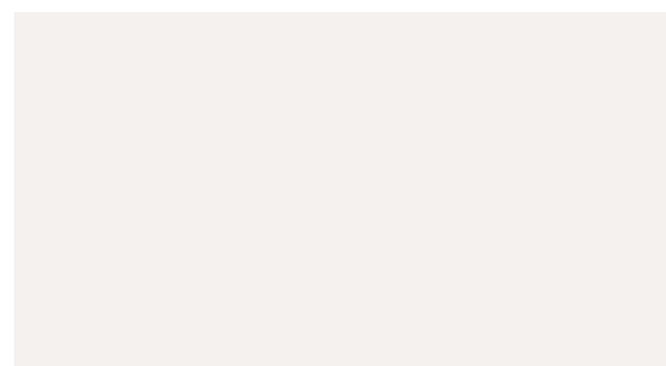
ARCHIVE REINTERPRETATION / SIX PAGES

A human presence. A clearer beginning.

让一次关于家的对话，更容易开始。

The source is a personal-advisor campaign: bilingual roll-up banners, portrait compositions and a compact introduction.

This edition brings the person and the message into focus, with quieter spacing, a clear hierarchy and restrained colour.





The supplied CIBC trademark is retained as six complete vector shapes. It is an existing third-party identity, not a Day of Design logo creation.

The portrait is taken from the supplied native file. Its complete frame, pixels and original alpha are kept; only proportional resizing is used for this edition.





ADVISOR CAMPAIGN

Betty Wang

A place
to begin.

从家的第一步开始。

A CLEARER CONVERSATION ABOUT HOME.

BETTY WANG / PORTFOLIO DESIGN STUDY 2026

Message / Language / Person

A consistent name and clear spacing

connect three different emphasis points.



BETTY WANG

从家的
第一步开始。

A place to begin.

BETTY WANG / ADVISOR CAMPAIGN

PORTFOLIO DESIGN STUDY / 2026

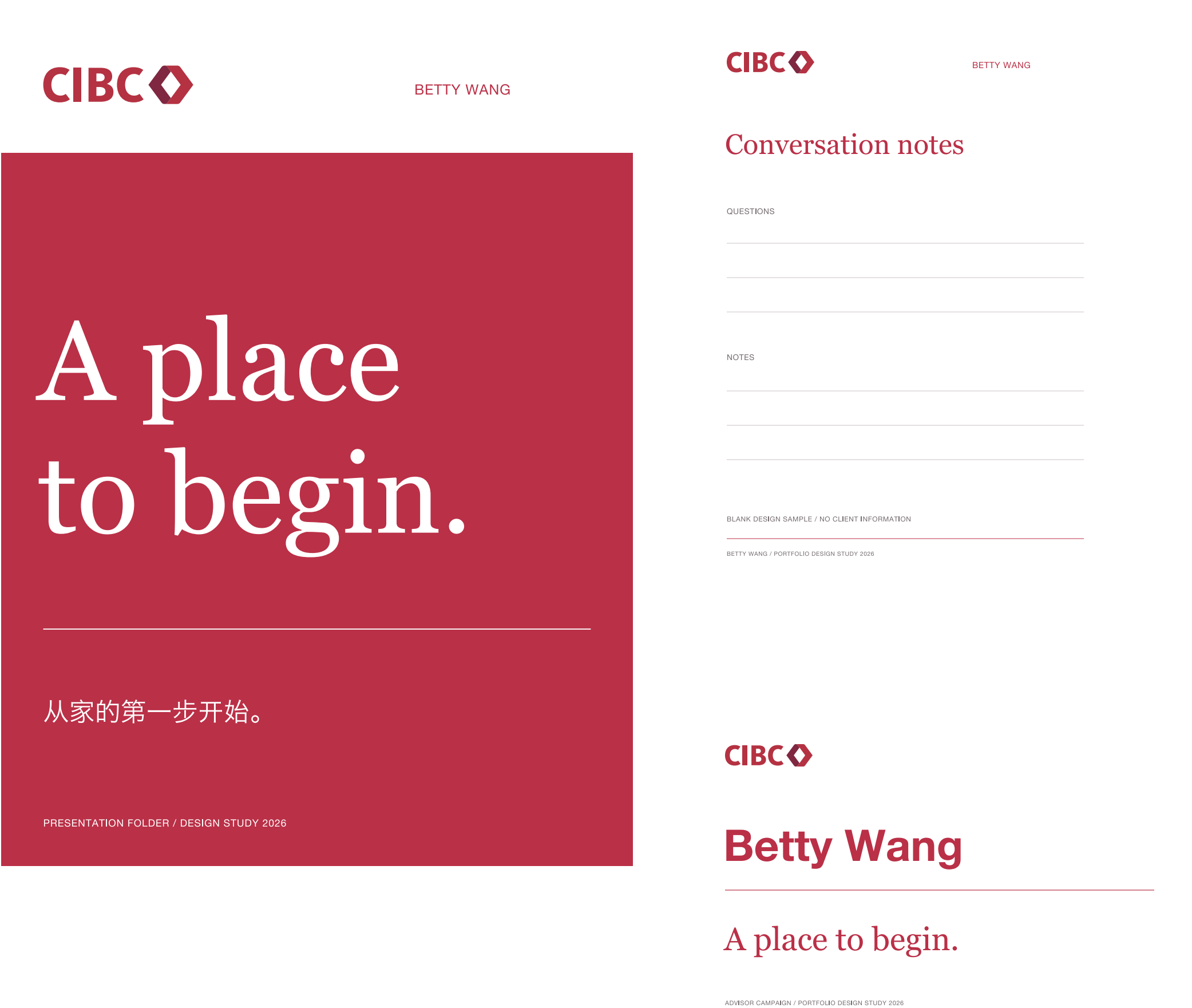


MEET THE ADVISOR

Betty
Wang.



ORIGINAL PORTRAIT / NEW CAMPAIGN COMPOSITION / 2026



A welcome. A conversation.
A place for what comes next.

Presentation folder, blank note sheet and introduction card.
Proposed design applications, not bank-issued documents.

A personal campaign, carefully re-presented.

Source / One native design file and its lock file, held in the
2022 archive folder. The native header is dated July 2026;
the folder name alone does not establish its original design date.
Retained / The supplied CIBC trademark and original portrait.
New / Theme, typography, layouts, paper concepts and this edition.

CIBC is a third-party trademark; this is a portfolio design study.
No current employment, bank approval or client adoption is asserted.
Historical contacts, rate language and financial claims are omitted.
Material scenes are AI-assisted concepts. No person was generated.
This edition offers no mortgage terms or financial advice.