

A Day in the Life of Düsseldorf Designer—Jaye Kang

Entering the mind of illustrator and visual art designer Jaye Kang is like stepping into a prism of geometric disambiguation and color. To envision his work, one must first think in terms of shape and form, as his designs are a direct reflection of the natural world. This is fitting, given Kang's mobile office—a workspace where the backdrop of creation and chaos constantly shifts, and where each change in scenery offers a fast-forward sensation of nature in motion.

"I love to sketch on the train because I don't particularly enjoy riding it. When I sketch there, time moves faster, and I often get great results," he says. Only a true artist would transform a place of discomfort into his own personal drawing board. Yet Kang doesn't limit his creative inspiration to public transportation: "When I start a project, I always gather relevant material first, then go for a walk. Everything I see on the street sparks new ideas," he shares.

It's clear that Kang draws heavily from the world around him, and this influence is evident in his work. Patterns and symbols shape society, and Kang is fluent in the language of floral designs, repeated motifs, ornamental illustrations, and bold colors. "I'm always fascinated by cultural patterns. I love creating or incorporating patterns in my illustrations—they can be both meaningful and beautiful," admits the designer.

Diversity isn't just reflected in his designs but in Kang's own background as well. Born in Chongqing and now based in Düsseldorf, Kang embraces the city's vibrant art scene and fashion industry. When discussing his work, Kang mentions his wide range of creative pursuits, from story and product illustration to graphic design and animation. "For me, mixing different textures and patterns is a fun and intriguing way to create artwork. The diverse colors support every one of my ideas," he explains. When you're in complete control of your creative process, concentration is key. Although, as Kang admits, focus doesn't always come easily, considering "everything can stimulate the imagination."

When he isn't composing digital masterpieces, Kang enjoys the simpler things in life. "I love watching movies or series—not everything, but those with good stories. I enjoy films with complex and crazy plots because they keep my brain active and engaged," he says. Given his

rapid-fire approach to artistry, one might wonder if a client has ever rejected his work, but when it comes to criticism, Kang takes it in stride. "A job is a job," he says. He believes the first step is to hear the client to understand their hesitations. "I listen to my clients to help reach the outcome they want. If they don't like the result, I try to improve it. But sometimes, I still have to stick with what feels right to me," he explains. What's most rewarding is the freedom his clients give him to create. "They give me so much freedom," he says, smiling, "so I don't face harsh criticism very often."

Even Michelangelo would agree that the creator knows best. "Most of my clients love what I do for them," Kang says confidently. "If they don't like something, I'll try to make it better. If I think the idea is really good, I'll try to convince them." For Kang, success comes down to confidence, and the key to his success is simple: he dedicates time to each project. "I spend a lot of time thinking before I start. It's important to work like this, as the first idea isn't always the best." Taking his time helps reduce stress, although Kang admits that pressure isn't his best friend. "It's not my favorite, but it doesn't stop me from being creative," he says. Ultimately, it's Kang's endless creativity that's driving the high demand for his work. When asked what he loves most about his job, he answers with a grin: "My crazy and endless ideas."

To learn more about Jaye Kang, visit www.jayekang.com