

As of NOVEMBER 29TH 2025 this PORTFOLIO
represents the work of ETHAN YU.

Work for New Head FGC

New Head FGC was an FGC organization that ran tournaments for many games, including Guilty Gear Strive, Street Fighter 6, and Tekken 8. Their Twitter account boasts 1800+ followers, and the brackets they ran often reached over 100 entrants, making them the one of the largest regularly running online Guilty Gear Strive brackets at their peak. I first started doing work for New Head before they were even a proper organization, working on Top 8's before being commissioned to redesign their logo and brand image.



The very first appearance of the New Head “GG” insignia and “NH” logo.



The flexibility of the New Head design aesthetic, featuring modified numbers to mesh with the “GG” insignia

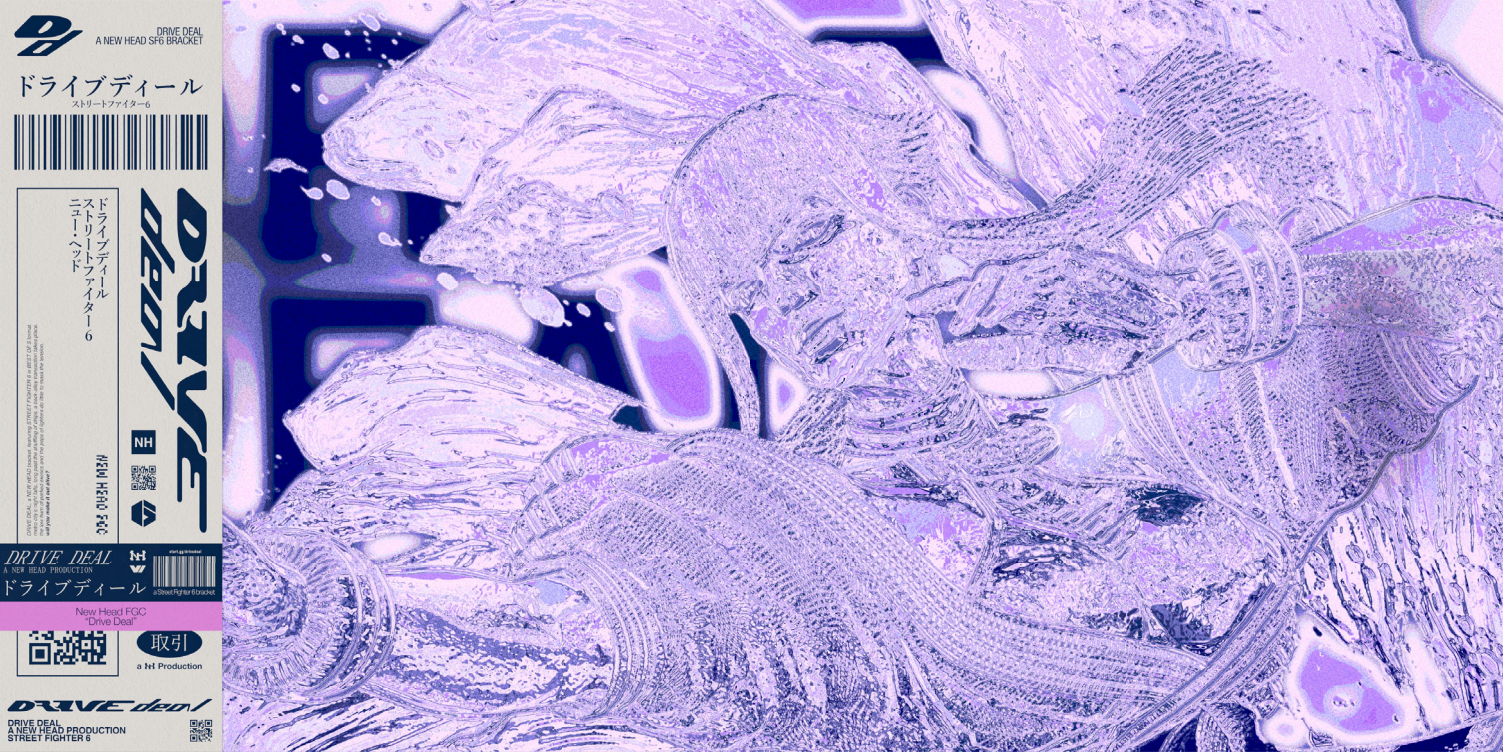
GORILLA GÁMBÍT #4

ONi	NBNHMR <i>@NBNHMR</i>	1
RS	MjKurase <i>@MjkillerzkNji</i>	2
NH	Trevor Tsu <i>@Tsuneml</i>	3
—	Meat <i>@meat_elite</i>	4
	Lolo	5-6
	Sunlight <i>@Sunlight_666</i>	
STG	SkullDuggery <i>@Skull_Duggers</i>	7-8
PAR	Aarondamac <i>@Aarondamacc</i>	

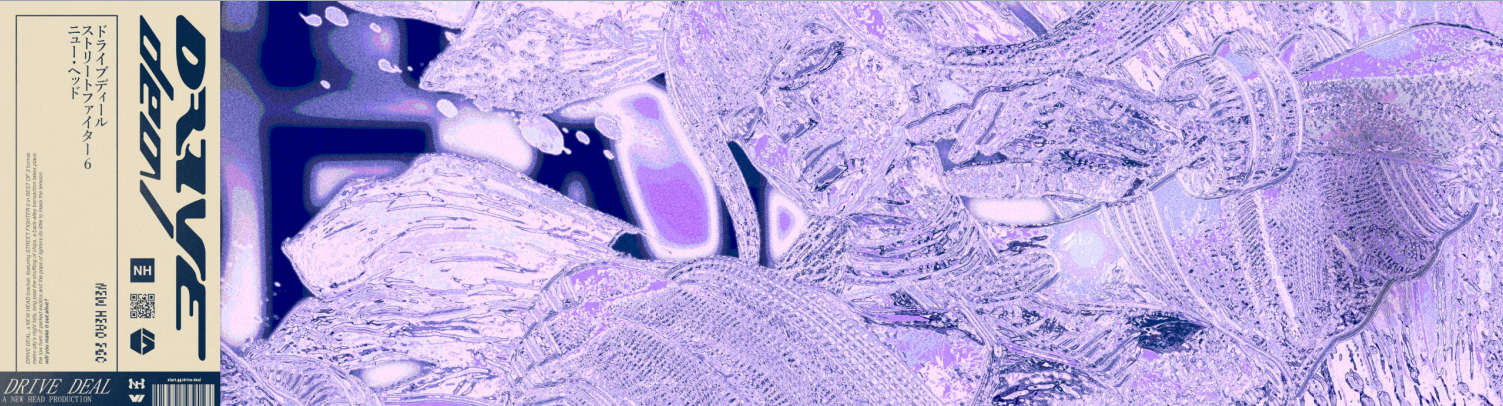
G4 **NH**

Gorilla Gambit 4's Top 8 done by me

Drive Deal was the first concept for a New Head-run Street Fighter 6 tournament, with the aesthetics inspired by old Japanese vinyl. The logo typography was custom done by me, drawn to reflect the styles at play with the name of the bracket.



This graphic is designed in such a way that, when cropped for a different screen size, the side bar would stay coherent.



Work for Beginner Beatdown

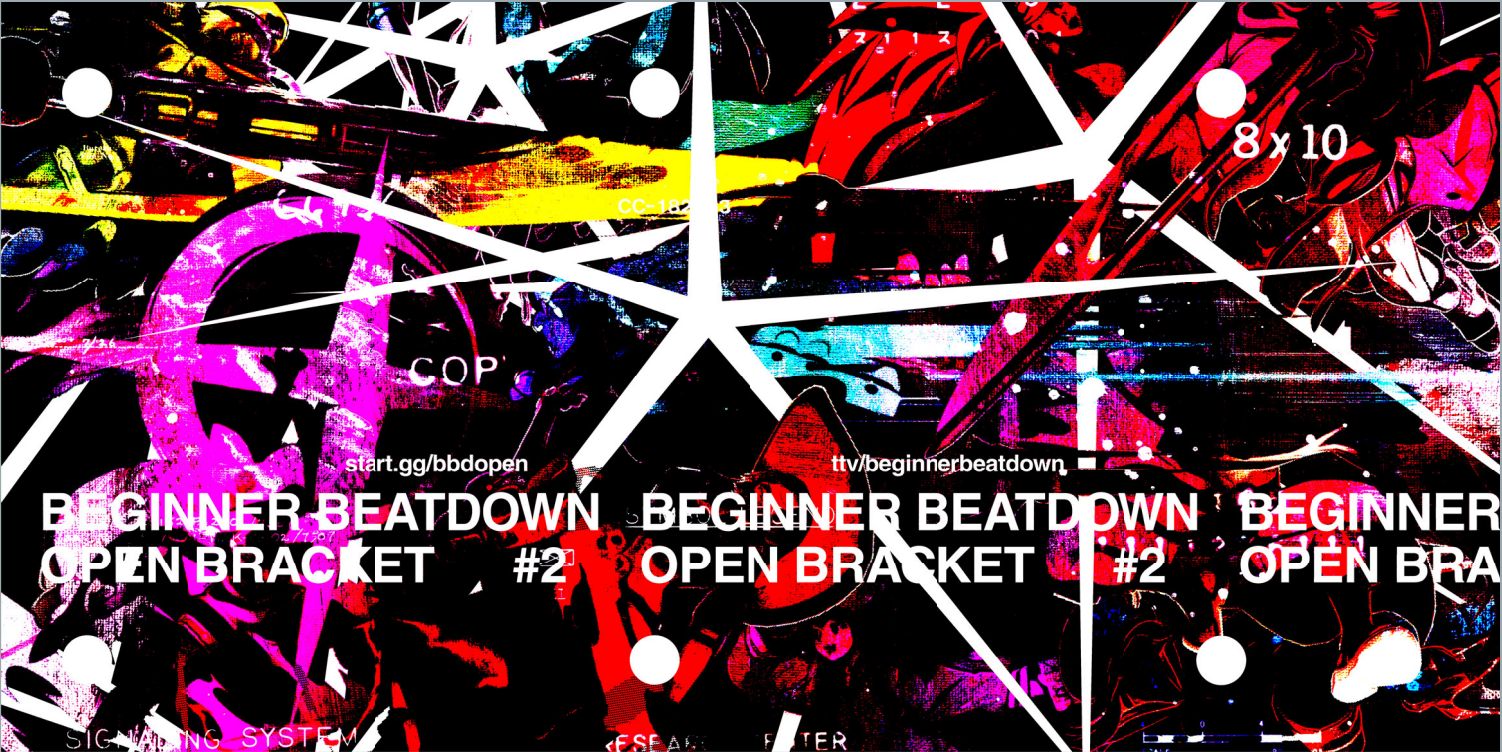
Beginner Beatdown was a small weekly beginner tournament series for Guilty Gear Strive, which I was a major part of and ran most of the tournaments for. Over three years, we've run over 80 tournaments, cultivating an active community of 750 members on Discord. All of the branding was done by me, the streams were all run by me, letting me learn the ins-and-outs of working with OBS and stream-based graphics.



Beginner Beatdown main graphic style. This was made to be beginner friendly, which is what inspired the choice of font and color.



This is work for Beginner Beatdown's open bracket series. I wanted to push a more “edgy” design style, as I had more creative control. I used the stars central to the Beginner Beatdown style, and pushed them to their limits, making a more maximalist style.





For the top 8's I made a custom design for each monthly Open bracket we ran. The design was an extension of the styles I made for the open bracket graphics, further letting me express different stylistic choices.

ARTAGAN

INTIMIDATING

THE 208ST

SMALL

UNDER

ARIS

FOAM

ROOT

BEGINNER BEATDOWN
OPEN BRACKET #5
NOVEMBER 25th, 2023

Beginner Beatdown Open Bracket 5 Results

1. Foam Root	FAU
2. Gata (Cataraechkon)	SOL
3. Aris	KYK/ASK
4. THUNDER!!!	POT
5. Smaltz (@SmaltzRulez)	MIL
6. The208Studio	KYK
7. Intimidating (@Intimidating)	GLO

SJS beef @BullBeef

Nepped Hazama @Nepped_Hazama

ns D.B. Xavi @DB_Xavi

Revi @Rev11

Tzar @akabone

FormagDrung @FormagDrung

sjs lordkribingtion @kribingtion

4 4

5 0

1 0

7 0

1 0

Beginner Beatdown
Open Edition
start.gg/bbden #3

SENPO @senpoPLUSK

BEGINNER BEATDOWN
OPEN BRACKET #4
OCTOBER 28th, 2023

1. sjs FAT @Hydrogen_Euro
KURI @Kuri_Kaesu
bbs FORMAGDRUNG @FormagDrung
NORAE @TakiNakano
rhp FOZZOBEAR @WellScrap
10K TAKI
ARIS
bbs WELLSCRAP

2. KURI @Kuri_Kaesu

3. BBD FORMAGDRUNG @FormagDrung

4. JACKO

5. RHP

6. KYK TAKI

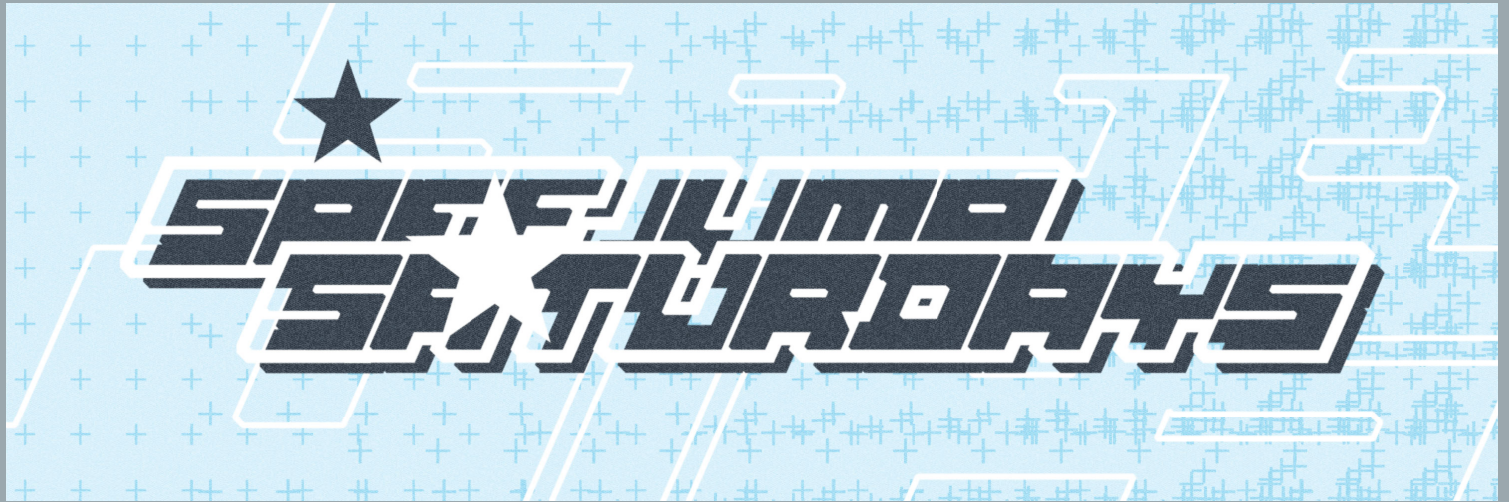
7. ARIS

8. BBD WELLSCRAP

START.GG/BBDEN
START.GG/BEGINNERBEATDOWN

Work for Safejump Saturdays

Safejumps was another small FGC organization and bracket series which I was a fan of for a bit due to their brand style and name. I started to do work for them, inspired heavily by work of The Designers Republic, such as Wipeout.



Luke Flaen
Busta Rhymez
Domasaur

SAFEJUMPS SATURDAYS
welcomes...
as players

and Flueve
as a commentator

SAFEJUMPS

SAFEJUMPS

SAFEJUMP SATURDAYS

@Safejumps—start.gg/Safejumps

A Safe Jump is a meaty jump-in that is commonly used to beat reversal attacks like Kyo's Shiki Viper or Shinn's Inferno Divider. Safe Jumps take advantage of the fact that you can cancel the recovery of a jump-in back to standing and immediately blocking afterwards. This is how safe jumps get their name: these jump-ins are safe against reversal.

**Safejump Saturdays at Frosty Faustiv
2024**

LOMBARD, ILLINOIS

Flan (@FlanFGC) was 25th.	0%
Luke (@SquidgelukeSFL) was 33rd.	0%
Tinack (@Tinack4) was 65th.	99%
HeeHo (@HeerHoFanClub) was 65th.	98%
Northid (@Northid_2) was 97th.	0%
Dormsaur was 97th.	99%



SAFE JUMPS SATURDAYS

Safe Jumps are commonly used to beat reversal attacks like Sol's Volcanic Viper or Ragna's Inferno Divider. Safe Jumps take advantage of the recovery of a jumping attack by landing and immediately blocking afterwards. This is how safe jumps get their name.

RAIN
 LIFE
 TENACK
 HEEHO
 FROSTY FAUSTINGS
 2024
 DAWSON
 RAIN

LONGFORD
1002
FEXVI
ILLINOIS
JANUARY

25th out of 719

33rd out of 719

65th out of 719

65th out of 719

97th out of 719

97th out of 719

SJS
@ FF24

Lombard, Illinois
January 25-28, 2024
The Westin

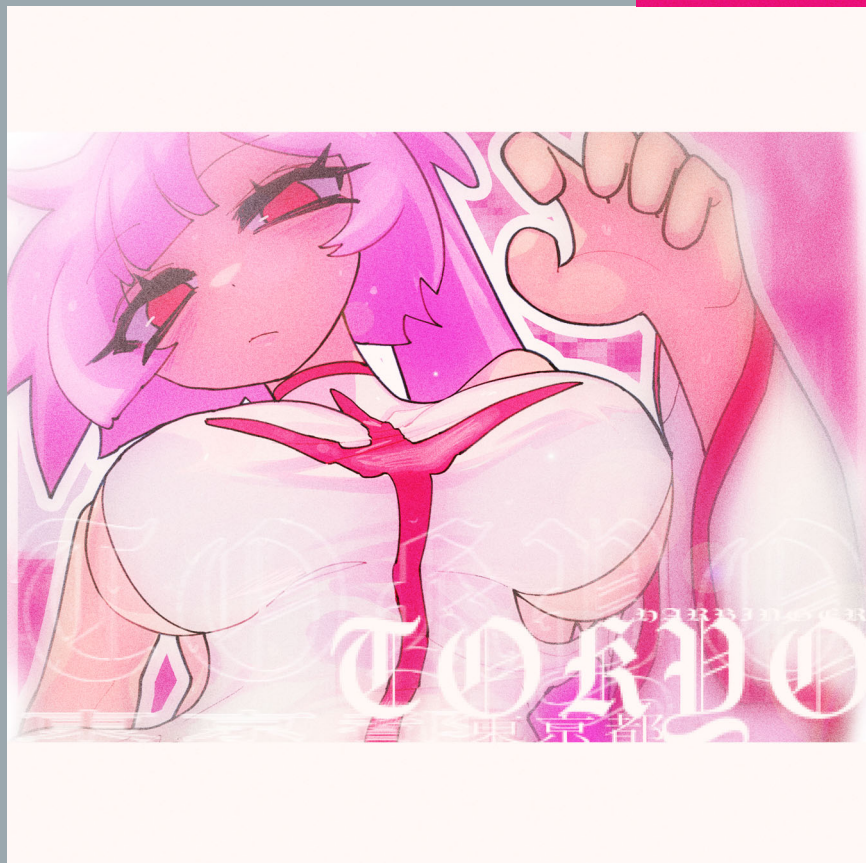
SAFEJUMP

FGC SFS INOA THAK
 @Safejumps
 PROSTY FAUSTINGS 2004

Work for vai5000

Work for the Vocaloid artist vai5000. One of my close friends, I met vai working on the FORM zine with elysian (@_turingmachines), and I've been doing miscellaneous designs for her ever since.

Cover art for the track "KPOP", covering Eric Reprid. This track has 248,000 streams at the time of writing. Art by gerigimi18.

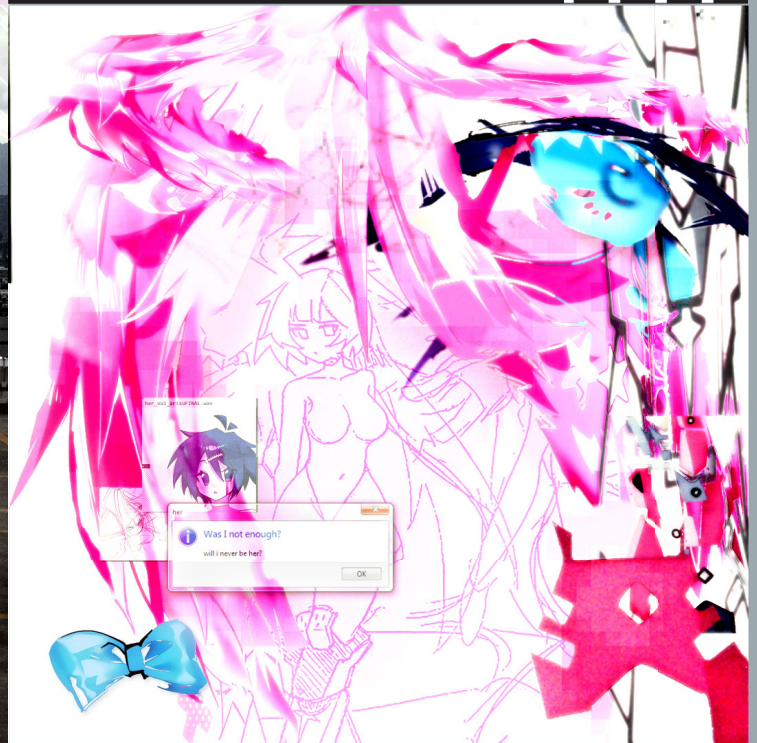
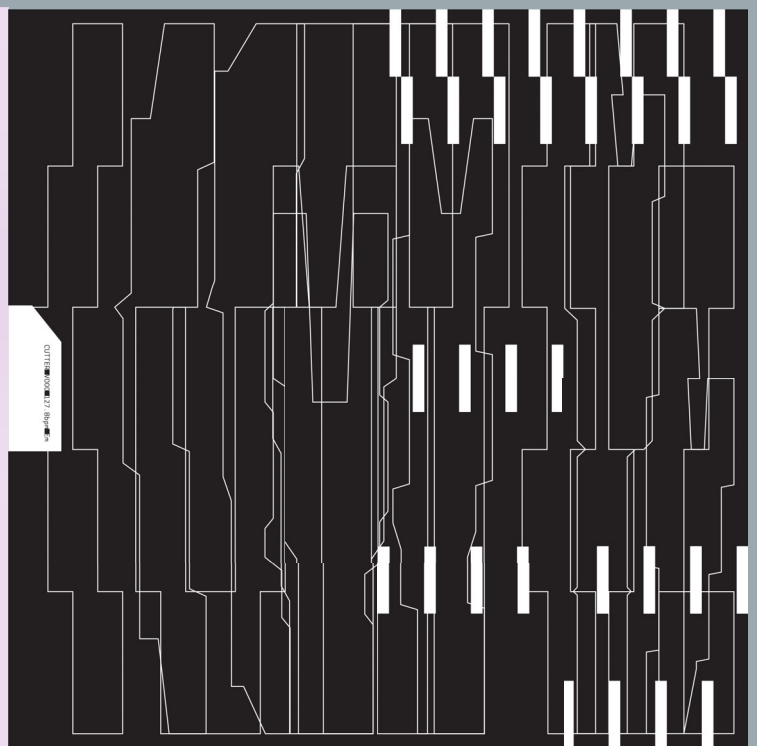
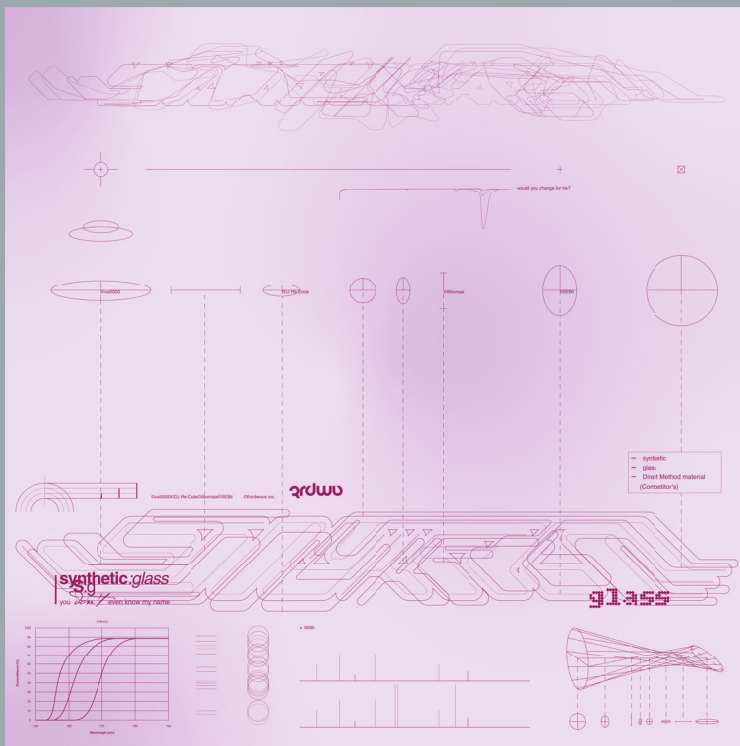


Cover art for the track "TOKYO" off vai's EP HARBINGER. Art by 三造.

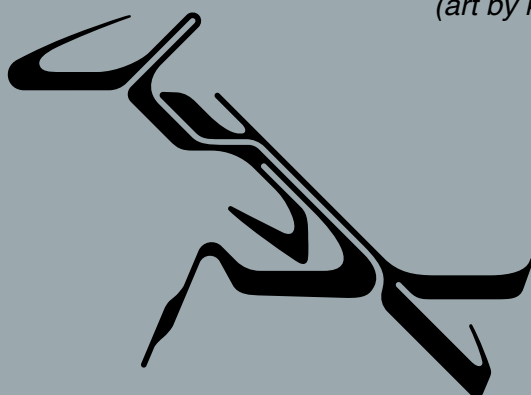
Cover art for the track “handle”.



Cover art for the track “ringtone” off of the mixtape “extrasensory”. Heavily inspired by old Japanese visual novels. Art by @mutuki_uma, processing, art direction, and design by me.



Miscellaneous arts for “synthetic:glass” ft. DJ Re:Code, “cutter”, “holder” ft. wubz (art by kagitasuimen, design and photography by me), and “her” ft. arisu.



Logo for “crymodule”, a clothing brand we were working on.



Renders for the CD of “there is a you that remains”, an album by vai5000. I’ve done lyric videos for her too, linked here:

echoes: <https://youtu.be/fLxMaR13RPg>

hollow: <https://youtu.be/ltoL0Fynplg>

Participants of the *TBD Megasong* use the provided bpm and key to write a 20 bar track that will be combined with all other tracks to create a *Megasong*

May 31st, 2024

10

May 24th, 2024

10 Major / 140bpm



• TBD •

