

# PORTFOLIO

Emily. Liu

—  
WORK COLLECTION 2024

# INTRODUCTION



Hello! I'm  
**Emily.Liu** Senior Visual Designer

🎂 1995.07

📞 19520608203

✉️ 2925385649@qq.com

I have been engaged in visual design for 6 years, and have passion about innovation, pursuing the balance between art and business.

Have rich design experience in the FMCG industries, electronic products and cross-border e-commerce industries. I'm familiar with overseas markets (the United States, Europe, the United Arab Emirates, etc.) and have participated in the brand overseas project of Alibaba's Southeast Asian e-commerce.

I'm good at integrated brand visual construction—including VIS, website design, international exhibitions, packaging design, material extension, overseas social media, etc.



Adobe Illustrator



Adobe Photoshop



Procreate



CINEMA 4D



## EDUCATION

- 2013.09-2017.06 **Wuhan University of Technology - Ideology/bachelor**  
Major courses: Administrative management, office automation/human resource management, organizational behavior, political psychology
- 2019.04-2021 **Donghua University School of Continuing Education - Advanced Fashion Design**  
Major courses: Fashion design idea development, clothing renderings/style drawings, project production, graphic pattern making, CAD basics, etc.

## EXPERIENCES

- 2022.09-2024.03 **ICCPP / Senior Visual Designer**
  1. Responsible for the visual control of the entire global business brand
    - (1) Develop brand market positioning strategy
    - Conduct market research to confirm brand positioning and visual direction based on regional cultural characteristics, competitor research, consumer demographics, sales market feedback, etc.
    - (2) Designed logo and developed brand VIS specification.
    - (3) Product packaging design and specification development.
    - Packaging design (developing design specifications for different countries, confirming packaging process according to product positioning and budget, etc.), flavor cards, store display design, etc.
    - (4) Online Visual Design Output
    - Including the design of website (UI/UX), KV, detail, event poster, social media account, product photography, etc.
    - (5) International Exhibition Material Design
  - Brand: ICEWAVE (US, UK), VOOPOO (China), HTP - ZELES, ZELEX, J4U, GEELIQ, WOOL, 造雾主 (China)
  2. Responsible for group brand specification control and design.
- 2021.04-2022.07 **Lazada-Alibaba's flagship e-commerce platform in Southeast Asia / Visual Designer**
  1. Lazada CIS (Corporate Visualization System) Annual Overall Update
  - Ensure that all visual outputs are in line with brand specifications and spread brand mind.including brand application system (promotional folders, easy-roll-ups, car stickers, holiday gifts), annual key visual, etc.
  2. Lazada Website Visual Design
  - Design website banners and pages according to the visual preferences of different countries (China, Korea, Japan).
  3. Social Media Visual Design of Korea and Japan( Instagram、Twitter、Naver Blog)
  4. Overall visual output and control of large-scale investment activities
  5. Online Publicity Design(illustration, WeChat official account and video account)
- 2020.04-2021.03 **eBroker / Visual Designer**
- 2018.04-2020.03 **Citibank Financial Information Services (China) Co., Ltd / Graphic Designer**

## PROJECT

- 2023.06-2024.03 **Disposable Electronic Cigarette Planning(US) / ICEWAVE**
- 2022.02-2022.06 **Chinese Brands Going Global / Lazada**

# CONTENTS

2024



BRANDING



VISUAL



WEB DESIGN



POSTER



ILLUSTRATION

# BRANDING

01

PORTFOLIO



# ICEWAVE



# PACKAGING DESIGN

ICEWAVE

2023



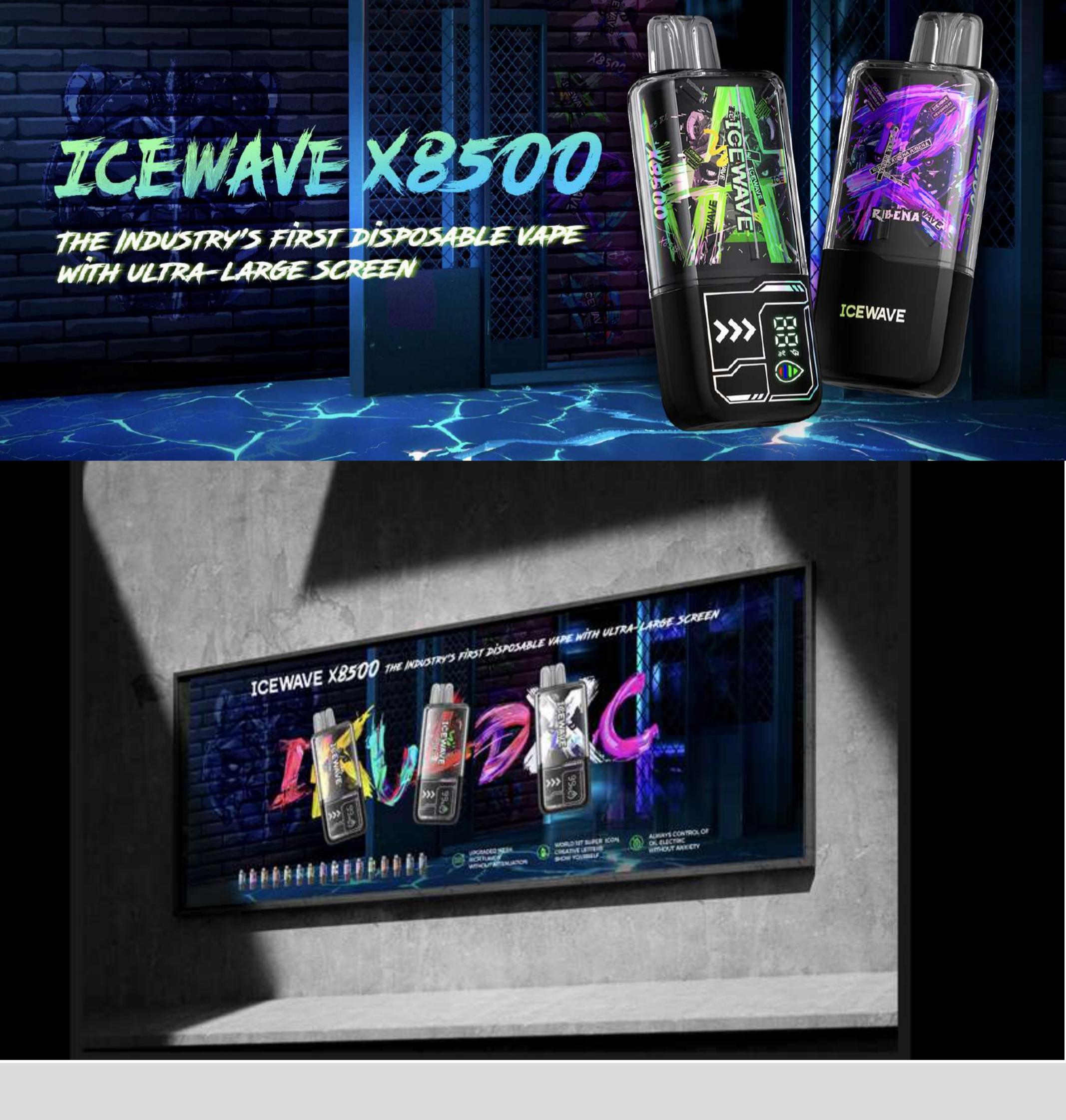
## INFO

ICEWAVE is a disposable e-cigarette product, mainly for the US market. Taking the slogan "wave never ends" as the starting point and combining it with the cultural characteristics of the US, the overall style of ICEWAVE favors the trendy street and industrial style.

The brand's auxiliary graphic is an energy wave, which matches the word "wave". Wave is the most basic form of existence in the universe, which expresses ICEWAVE's emergence and release of super-strong energy waves; at the same time, the energy wave form has a strong fusion with the local American comic book culture, which is more conducive to the extension of offline exhibitions and online topic attraction.

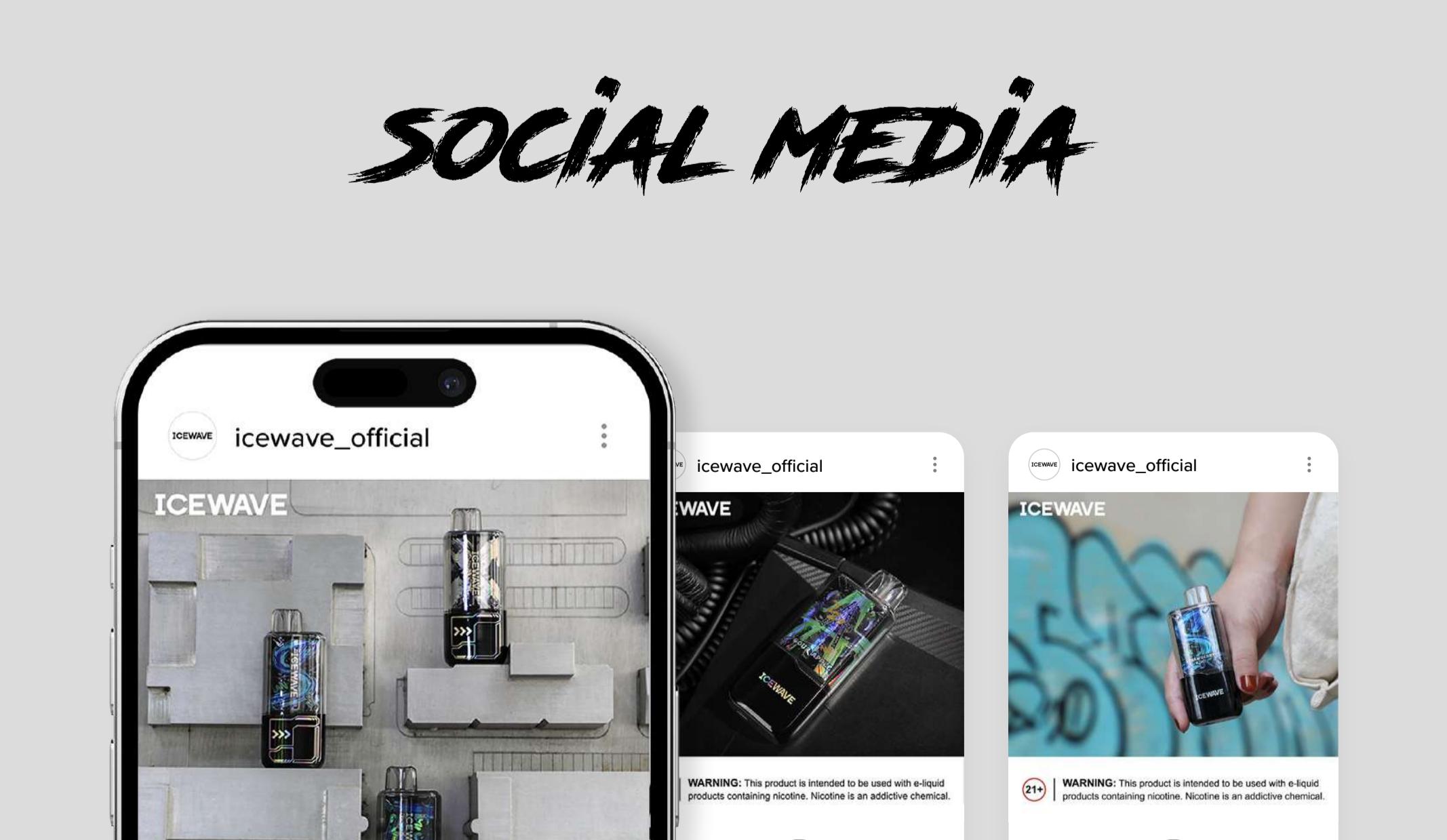


WAVE NEVER ENDS



**ICEWAVE**  
WAVE NEVER ENDS

ICEWAVE  
WAVE NEVER ENDS



SOCIAL MEDIA



# J4U



## Black

PANTONE Black 6 C

HEX: #000000  
RGB: 255, 255, 255  
CMYK: 0, 0, 0

## Off White

PANTONE Cool Gray 1 CP

HEX: #ECECEC  
RGB: 236, 236, 236  
CMYK: 9, 7, 7, 0

## J4U Orange

PANTONE Orange 021C

HEX: #FE5000  
RGB: 254, 80, 0  
CMYK: 0, 81, 94, 0



# J4U

## Design Concept:

The use of non-serif geometric fonts and blade cuts at the turns of the fonts reflect the courage and attitude of young people to break the shackles and dare to be themselves. With the attitude of "breaking", standing in the current of the times.

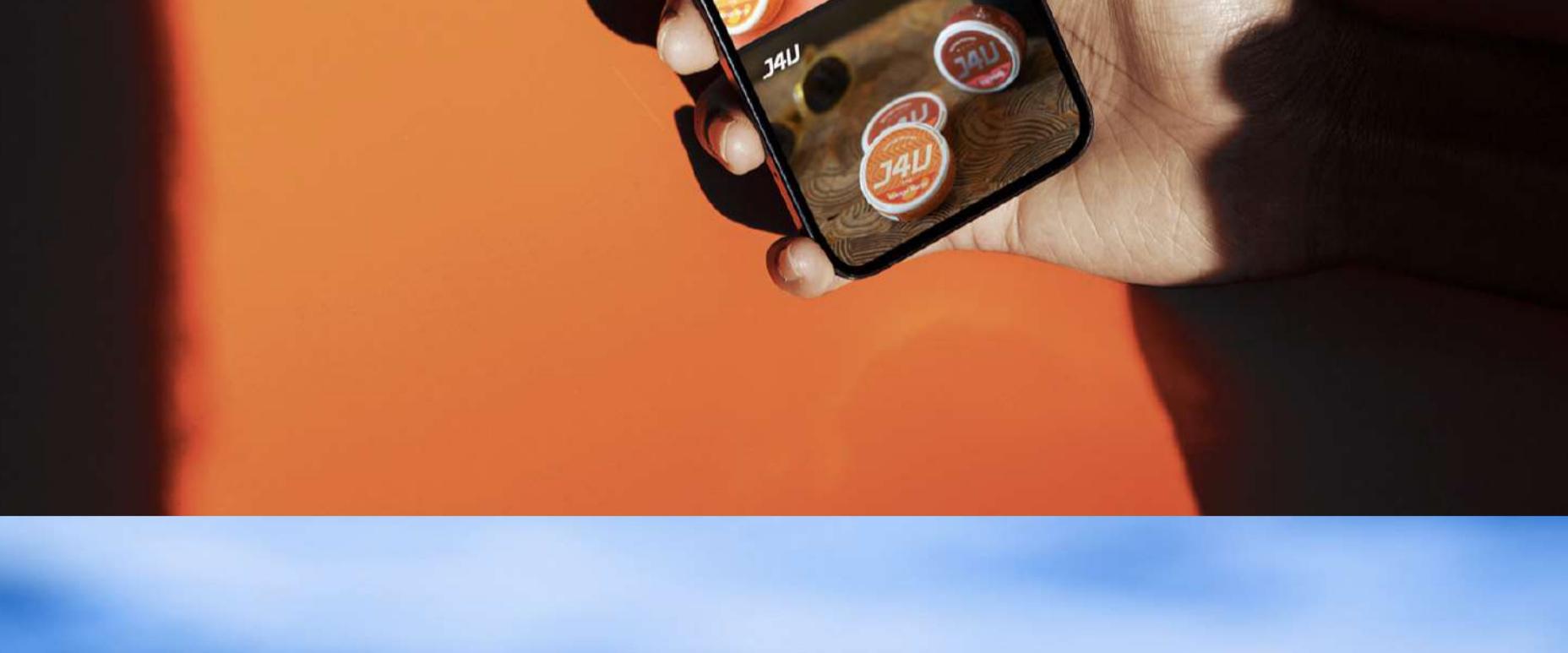
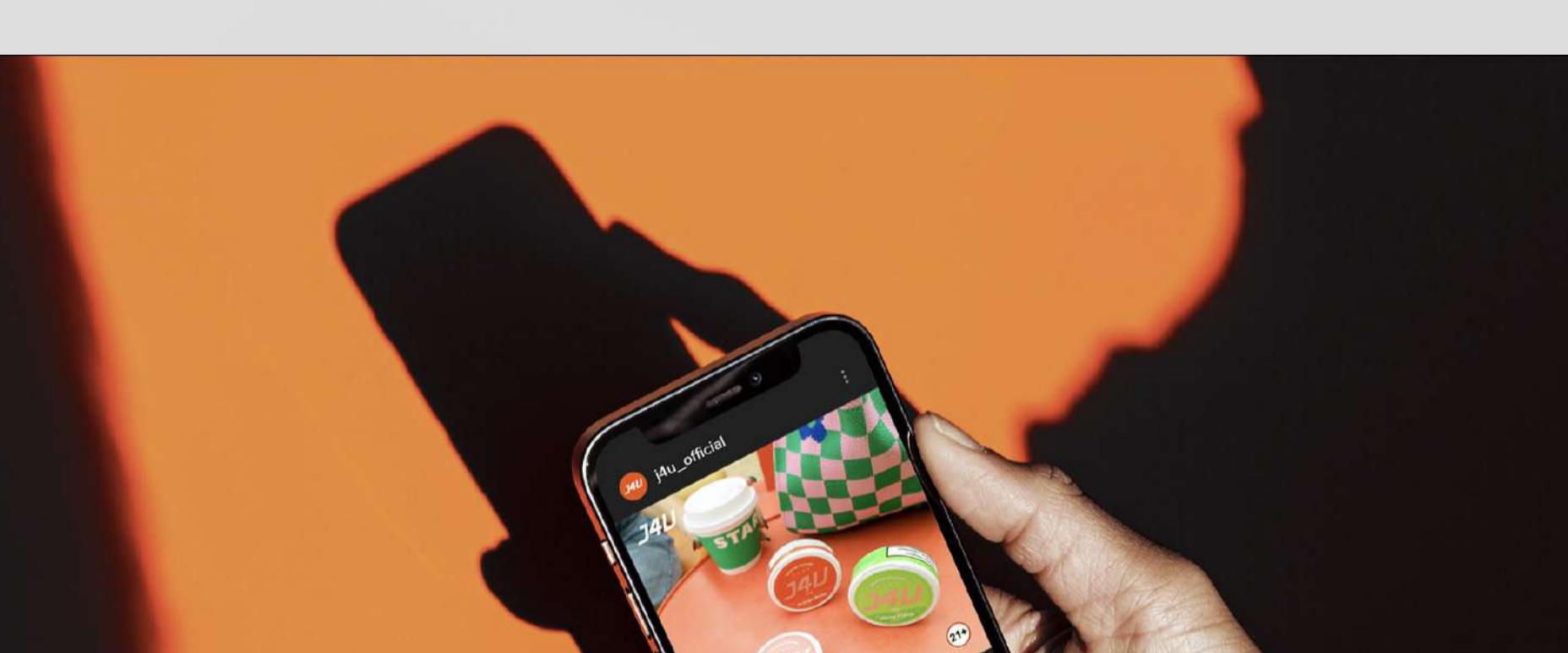


# J4U

## INFO

J4U is an nicotine pouches product for young consumers, offering a wide range of strengths and flavors for comfort and pleasure.J4U is aimed at the US, Europe and the Middle East.

J4U stands for "Just For You" and is designed to provide customers with a unique experience.



# ZELES



# ZELES

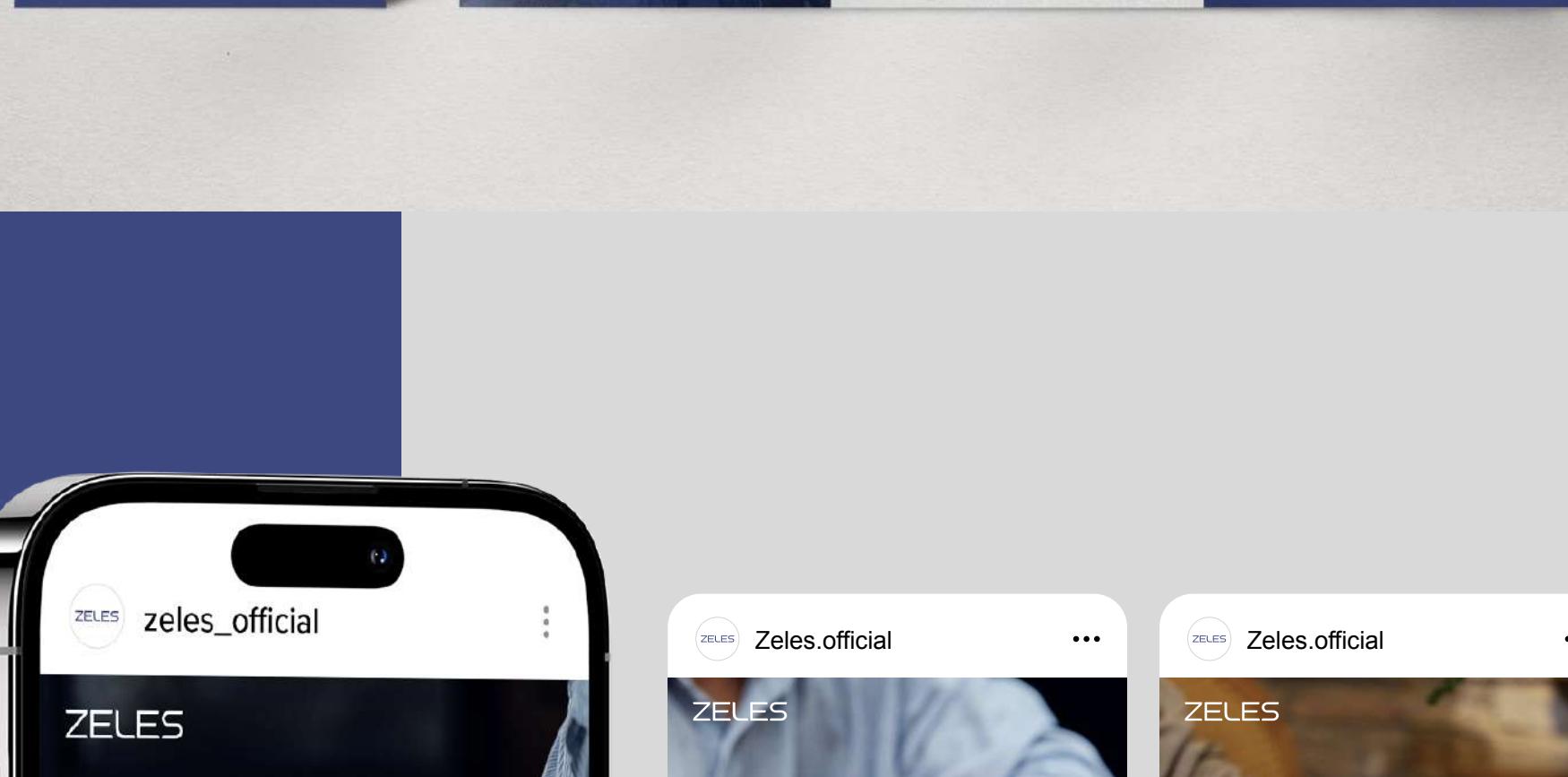
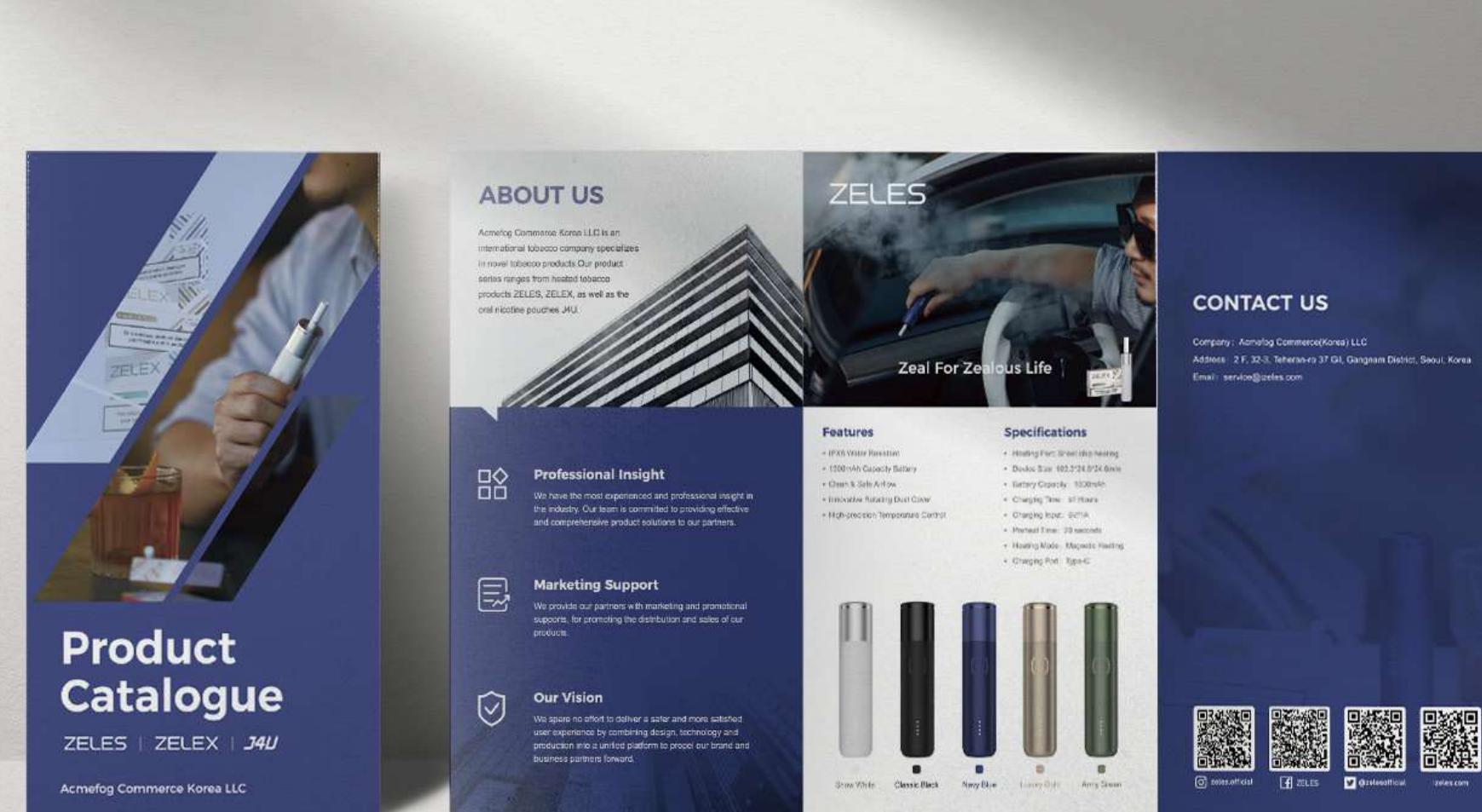
# ZELES

Zeal For Zealous Life



**Mariah Neptune**  
Retail Manager

**929-722-5288**  
Mariah.neptune@gmail.com  
19F, Block A, Coolpad Building,  
High-tech Industrial Park, Shenzhen



**Product Catalogue**

**ABOUT US**

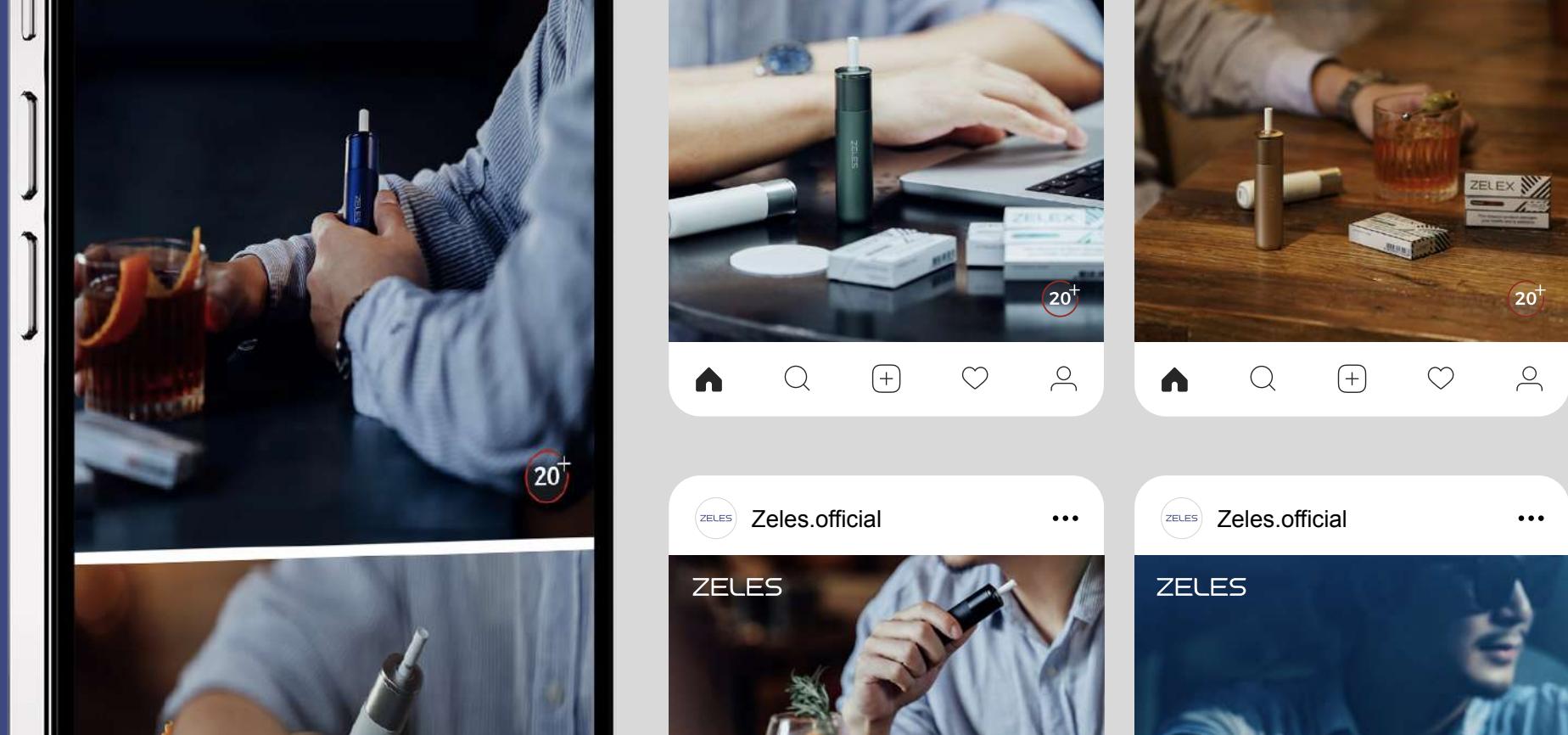
**Features**

- Intelligent Temperature Control
- Intelligent Copy Protection
- Intelligent Battery
- Intelligent Charging Port
- Intelligent Temperature Control

**Specifications**

- IP68 Water Resistance
- 1500mAh Capacity Battery
- Direct & Soft Airflow
- Intelligent Heating Port Cover
- Intelligent Temperature Control

**CONTACT US**





# LOGO COLLECTION

Branding Collection

R RODEO

WOOLLO

GEELIQ  
吉纯生物

CRAZYACE

*Binppo*

ROCKUP

GEN

NEXVAPE

J4U

# VISUAL

02

PORTFOLIO



# VOOPOO

National Standard of Electronic Cigarettes

VOOPOO (China)

Brand Visual Design



RGB #D3AD6A

COLDEN

CMYK: 23/36/63/0

RGB #272727

CMYK: 82/77/75/55

BLACK

RGB #525659

CMYK: 74/64/60/15

CREY 01

RGB #797d80

CMYK: 8/6/6/0

CREY 02

RGB #efefef

CMYK: 16/11/11/0

CREY 03

RGB #FFFFFF

CMYK: 0/0/0/0

WHITE 01

RGB #EAEAEA

CMYK: 10/7/7/0

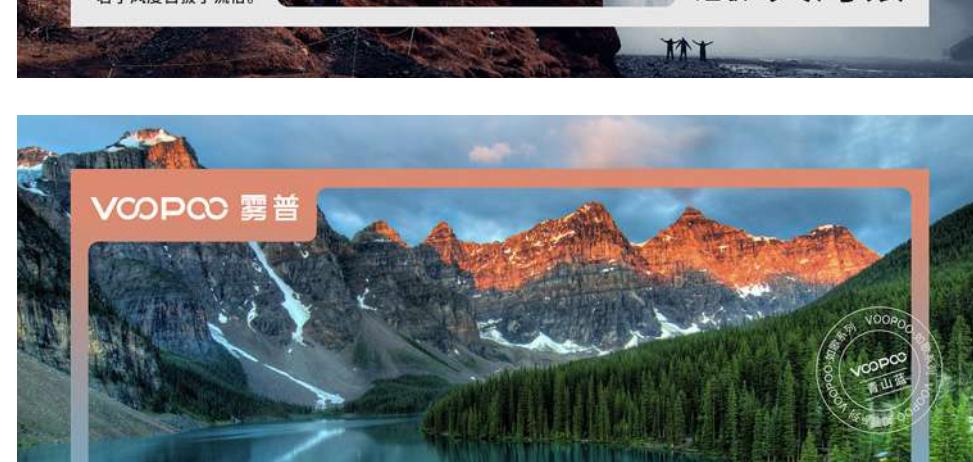
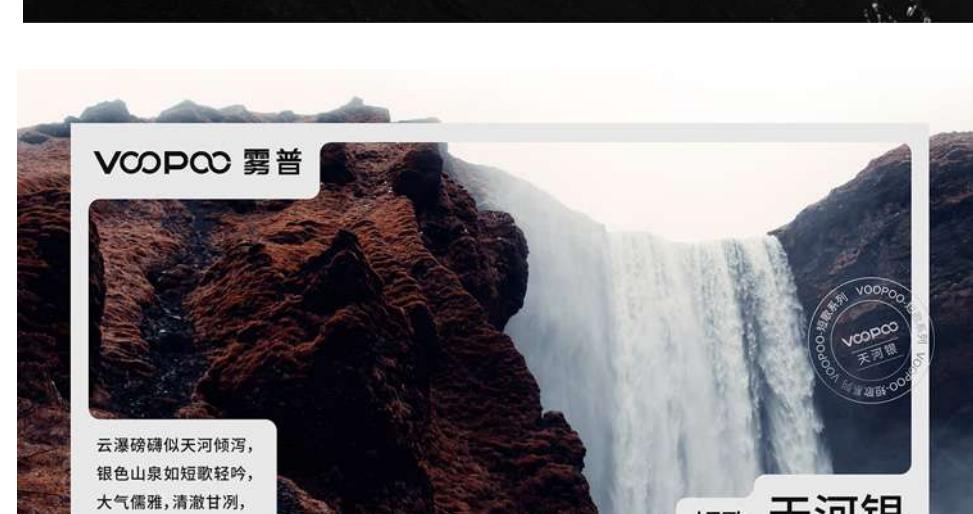
WHITE 02





## Product Story Series Poster

With the theme of "The benevolent find joy in mountains and water", it combines traditional Chinese culture and the product's flavor characteristics to convey a message of mood in poetry and scenery.



# JIANGHAI BI

# 江海碧

蜂巢荟 烟弹



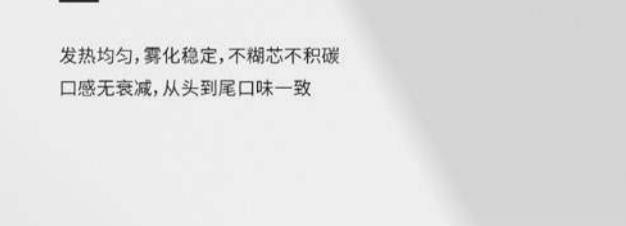
## • Detail Page

Publicity Channel: State Tobacco Monopoly Administration



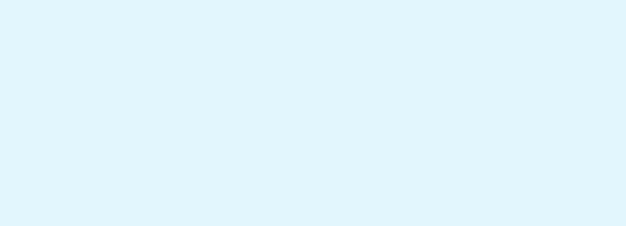
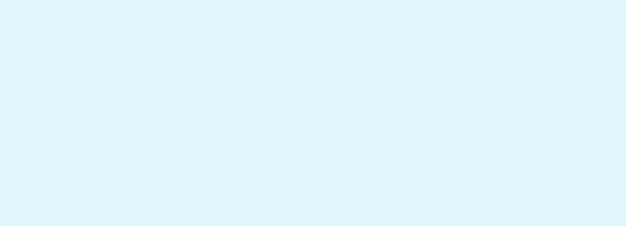
## 自然本味 本香丰富

专业的烟油师精选植物甘油和天然烟草提取物  
精心调制，烟草本味自然纯粹  
精湛的调香师对烟草香气进行前中后调精调，丰富烟香



## 口感真实细腻 口味层次鲜明

自主研发Gene Tree纳米微晶陶瓷芯  
多级微孔10S快速导油锁油，雾化供油完美平衡  
雾化解析能力强，还原度高，还原烟草真实口味  
雾化纯粹干净，口感细腻，口味层次鲜明有回味



百分用心防漏油  
舒心品质

烟弹使用GMP10万级净化车间进行生产

采用防漏油创新结构设计和自动化组装工艺

用心研发，实现高品质率，舒心品质有保障

VOOPPO

# 风吟月

蜂巢荟 烟弹





# Lazada

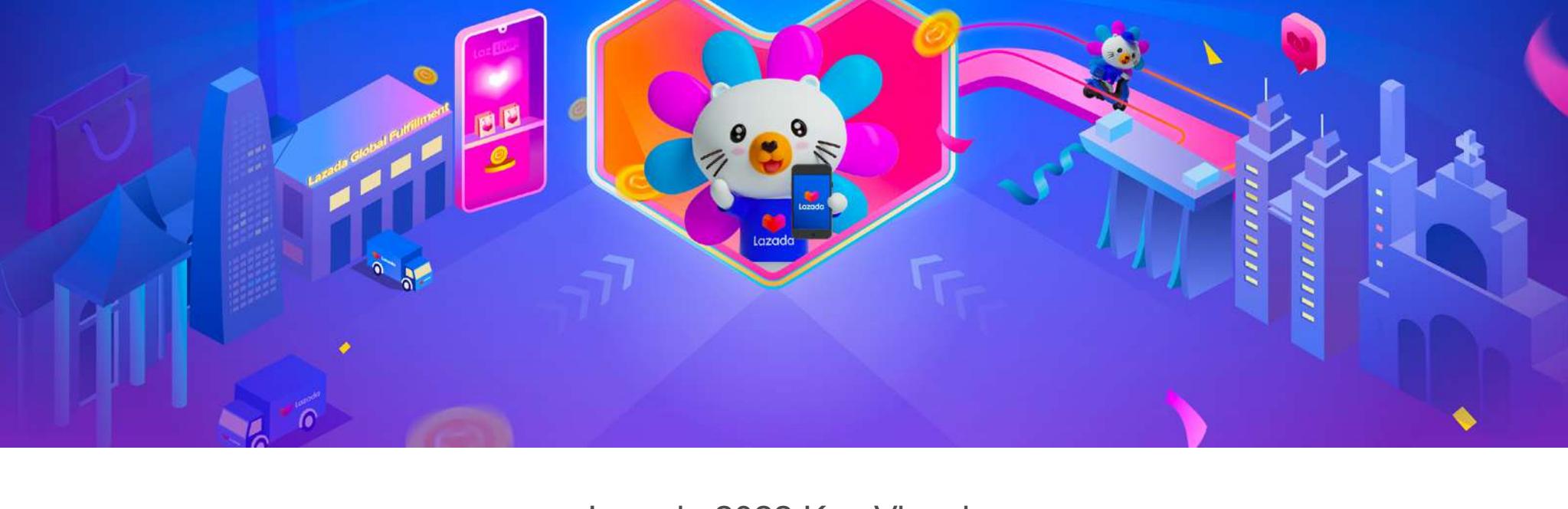


Lazada

阿里巴巴东南亚旗舰电商平台

# 东南亚人人都爱的 电商平台

出海东南亚·就选 Lazada



Lazada 2022 Key Visual

Lazada 2022 KV is used for online and offline material extension throughout the year to ensure consistency of brand communication and spread the brand's mind.

The visual extension includes Lazada's website, annual promotional folders, service center wall stickers, car stickers, exhibition construction, hand-held signage, WeChat official account, banners, etc.

Lazada 2022 KV Extensions-Wall Sticker

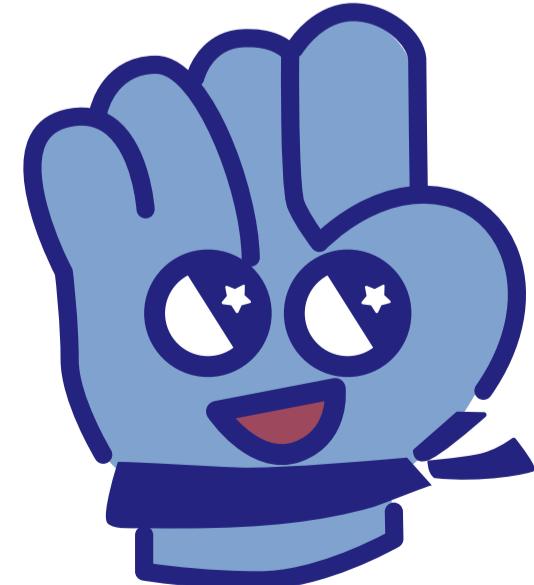
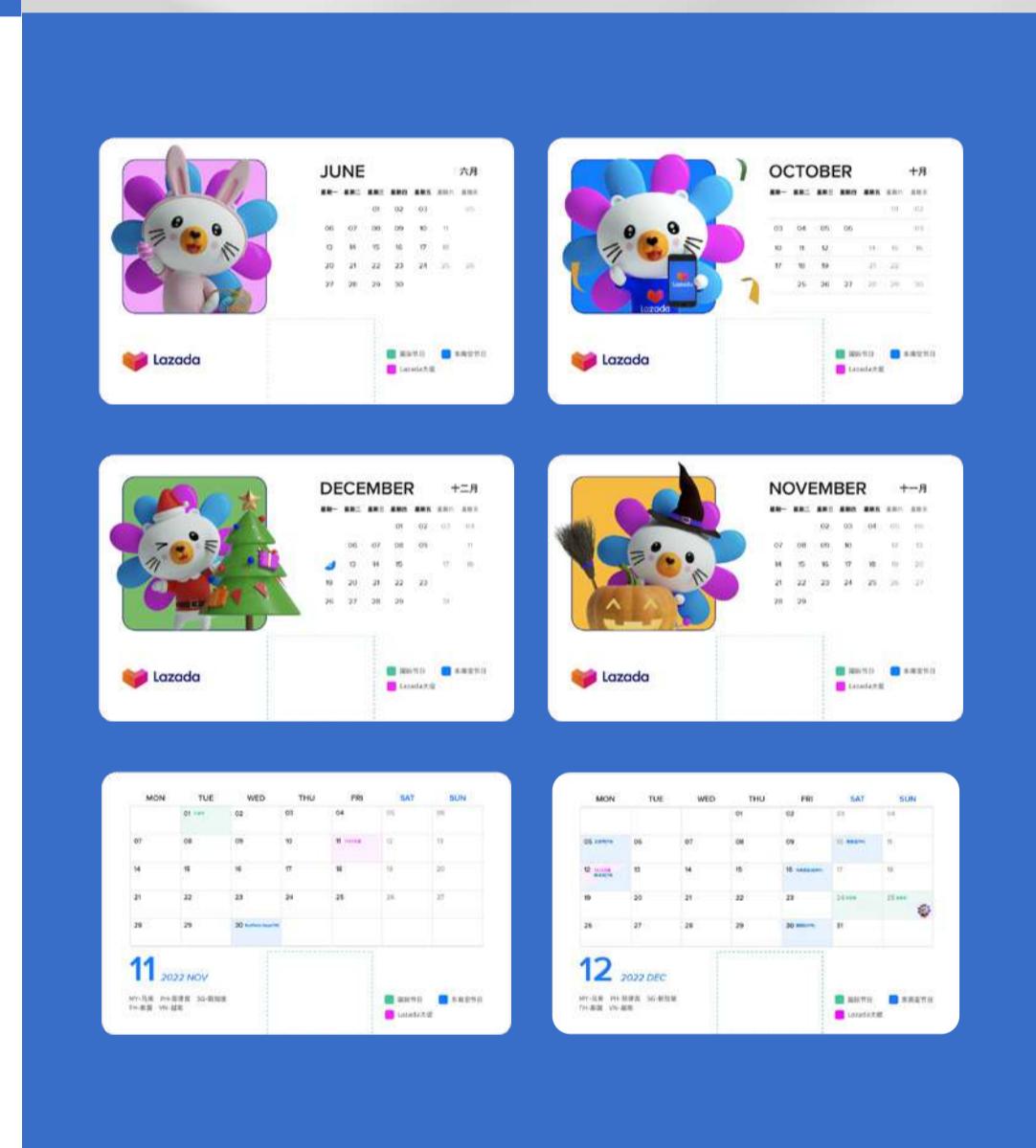


Lazada 2022 KV Extensions-Car Sticker



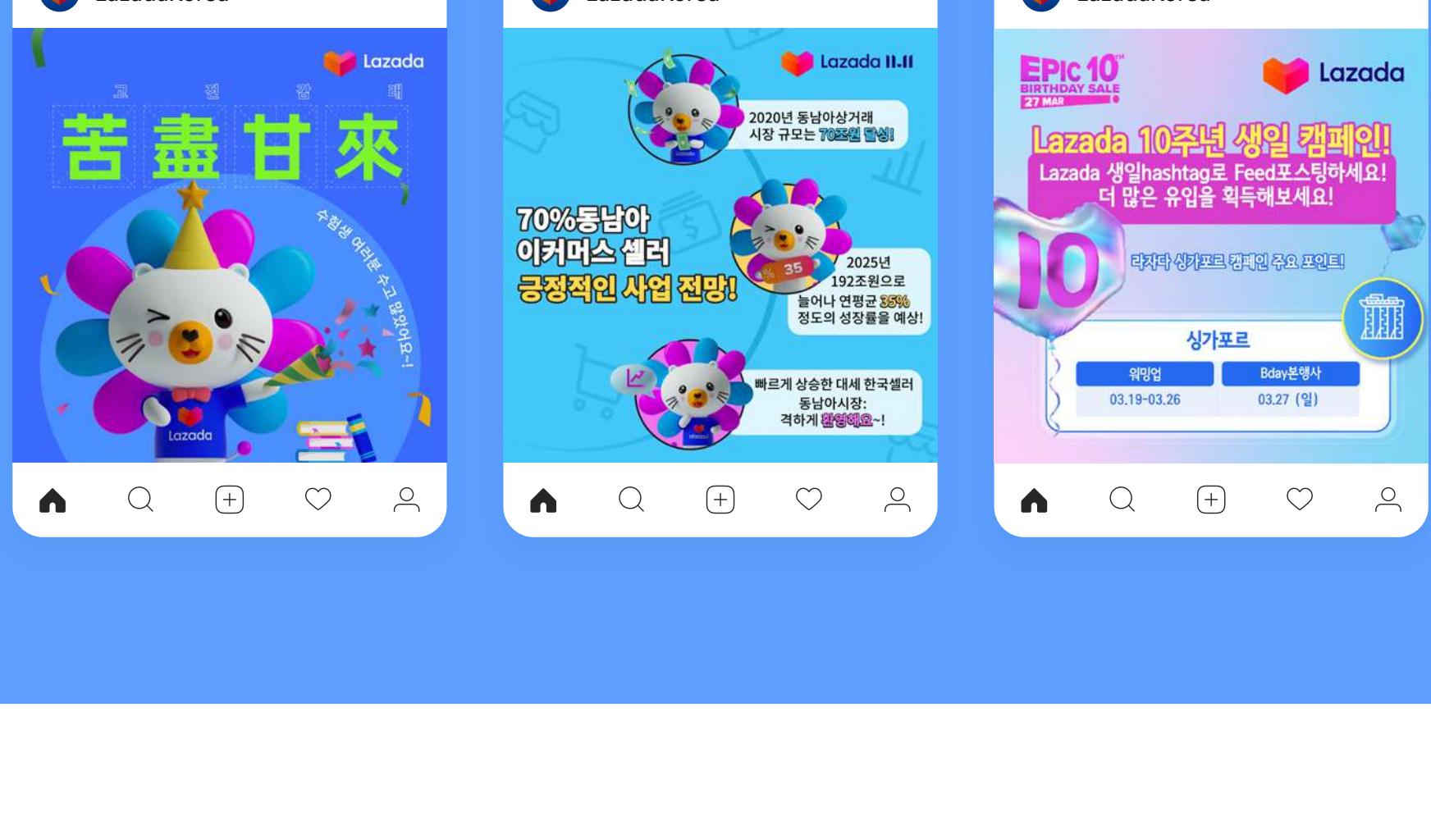


Calendar 2022.



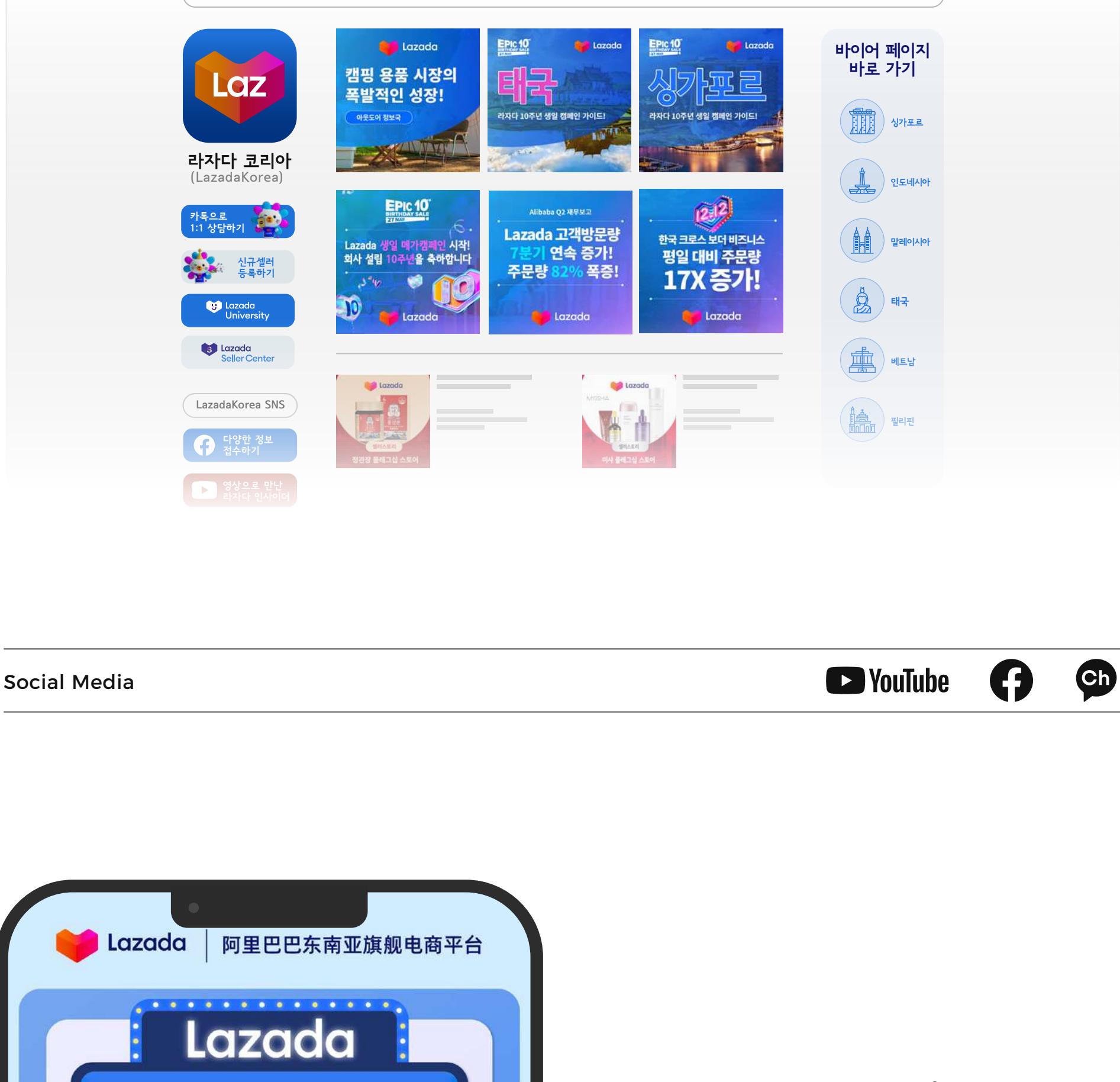
# COLLECTED ONLINE DESIGN





blog

Korea-Naver Blog



Social Media YouTube Facebook Ch



### Festival Dynamic Poster

#### Project Background:

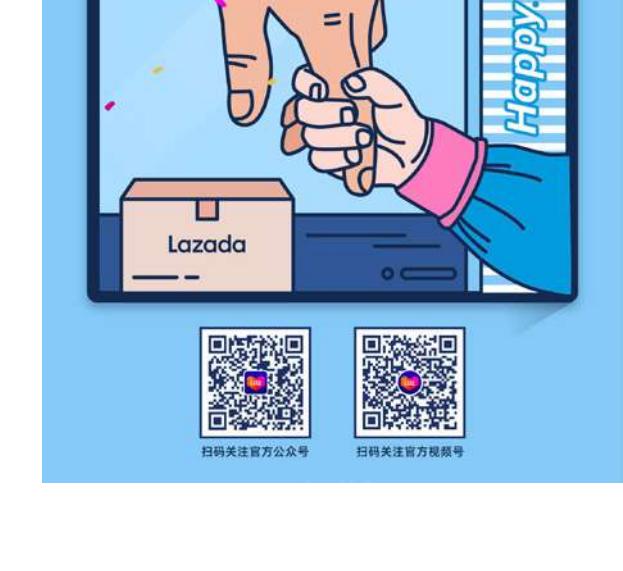
Support domestic quality merchants to go to Southeast Asia. Four merchants are selected according to the theme of each activity, and through the all-round network publicity (video, social media, website, local KOL) in five Southeast Asian countries to increase the reputation of the merchants, and help them to better in Southeast Asia.



(1)

(2)

(3)



Lazada

# Add to Cart. Add to Life.

www.lazada.cn

... □ < >

www.lazada.cn

TBC(Taobao Collection)淘宝精选

淘系商家零成本  
轻松出海东南亚

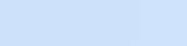
加入淘宝精选



## 商家成长加速营

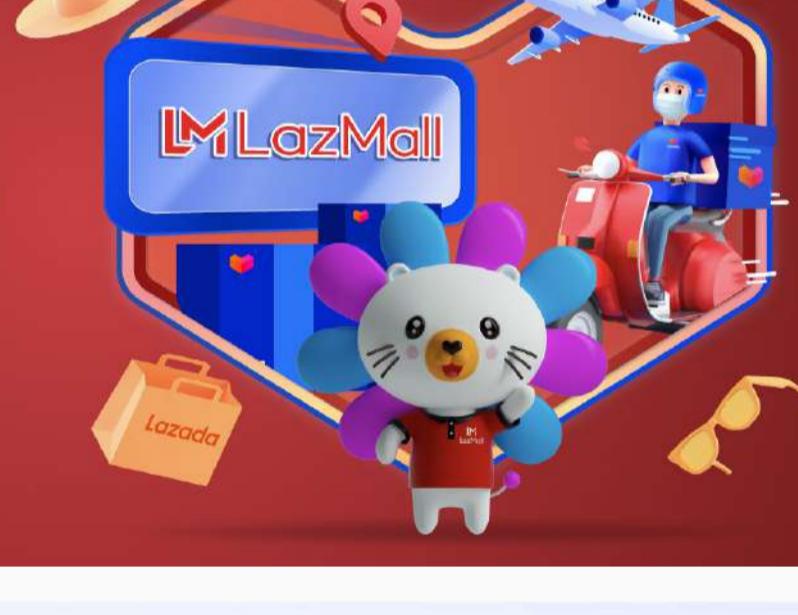
提升商家运营能力、成长期冲刺类目Top

立即入驻



LazMall东南亚的品牌商城  
中国品牌出海东南亚第一站

立即入驻



TBC(Taobao Collection)淘宝精选

淘系商家零成本  
轻松出海东南亚

加入淘宝精选



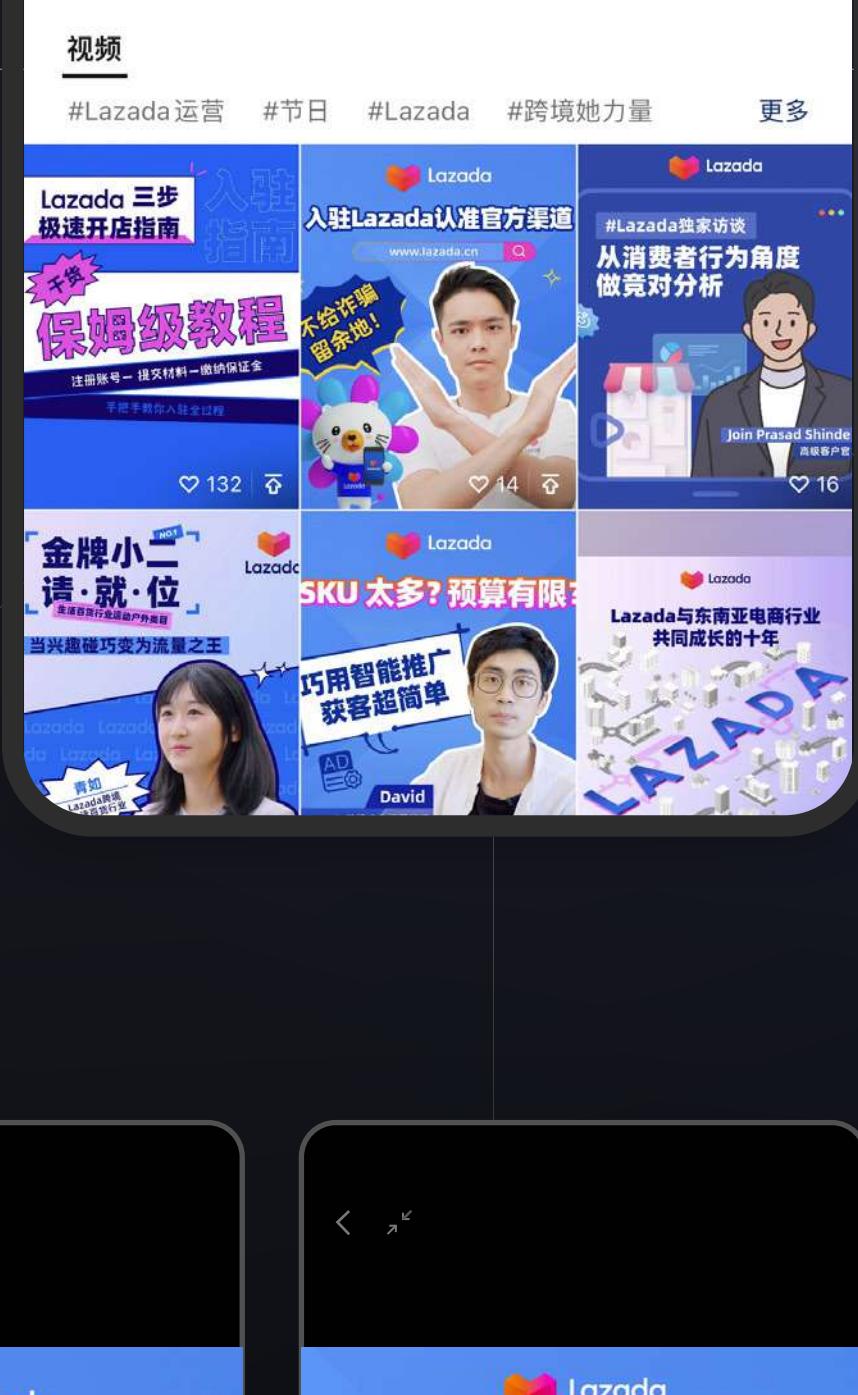
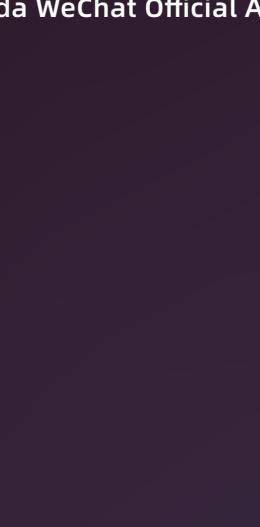
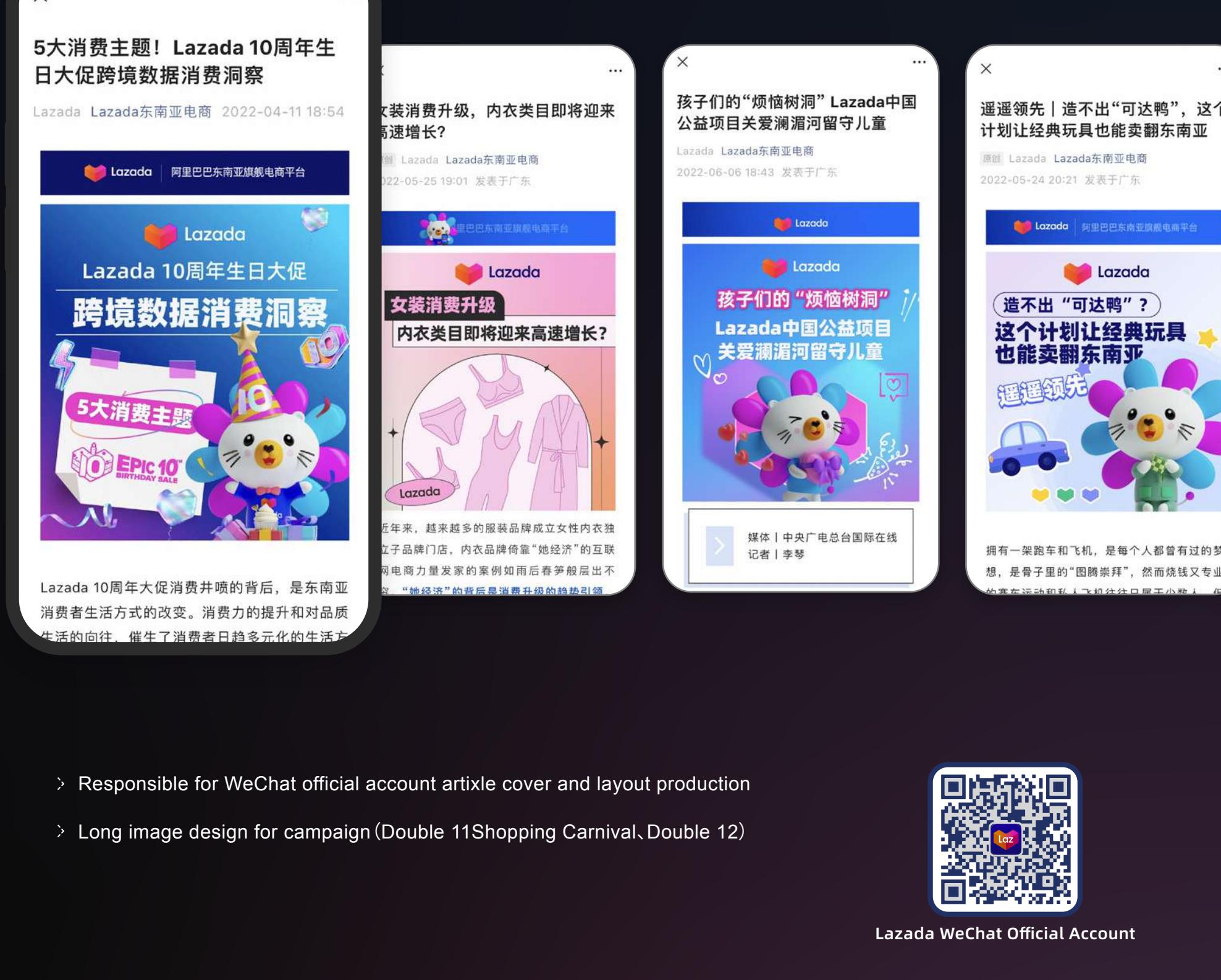
布局东南亚 一站销六国  
新商家90天免佣金 专属孵化团队

\*自2022年6月1日起，90天内的订单佣金先缴后返。详细说明请查看Lazada知识库。

立即入驻



Lazada WeChat Official Account and Video Account



3

- A QR code with a blue border. In the top right corner of the QR code area, there is a small circular logo containing the word "Laz" in white. Below the QR code, the text "Lazada WeChat Video Account" is written in white.

10 of 10

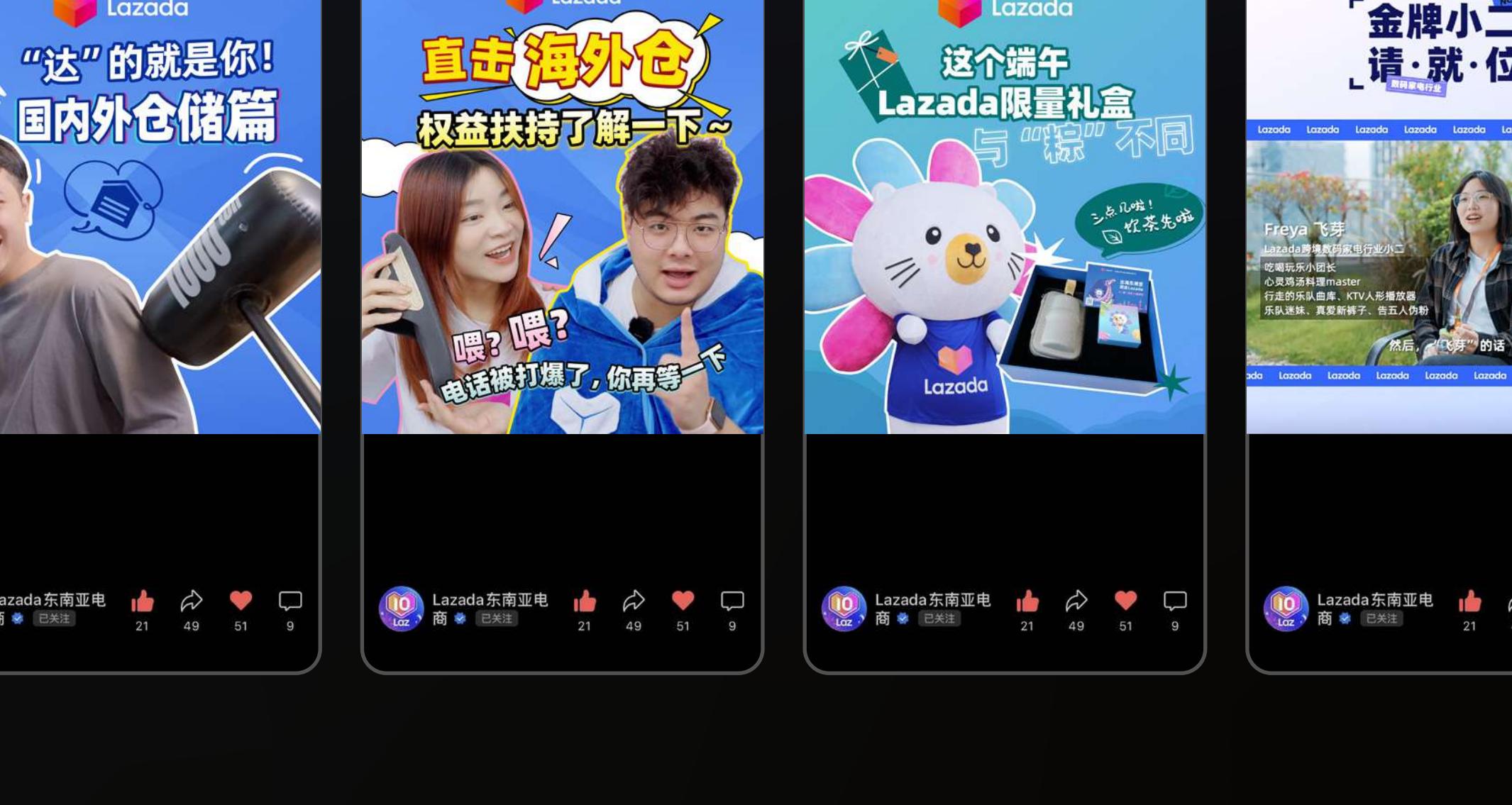
1

10 of 10

◀ ▶ ↵



Lazada



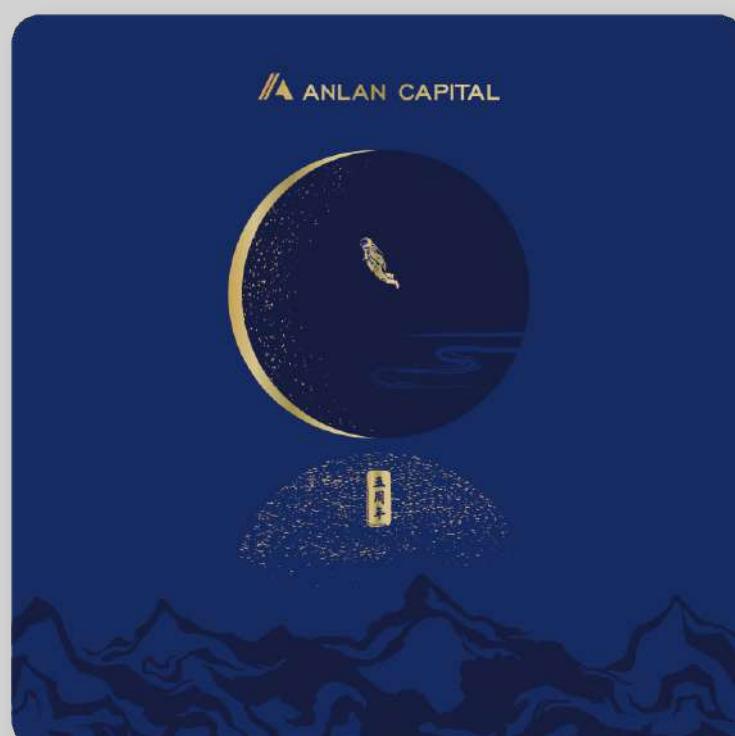
e代理





## Visual extension for GAAS

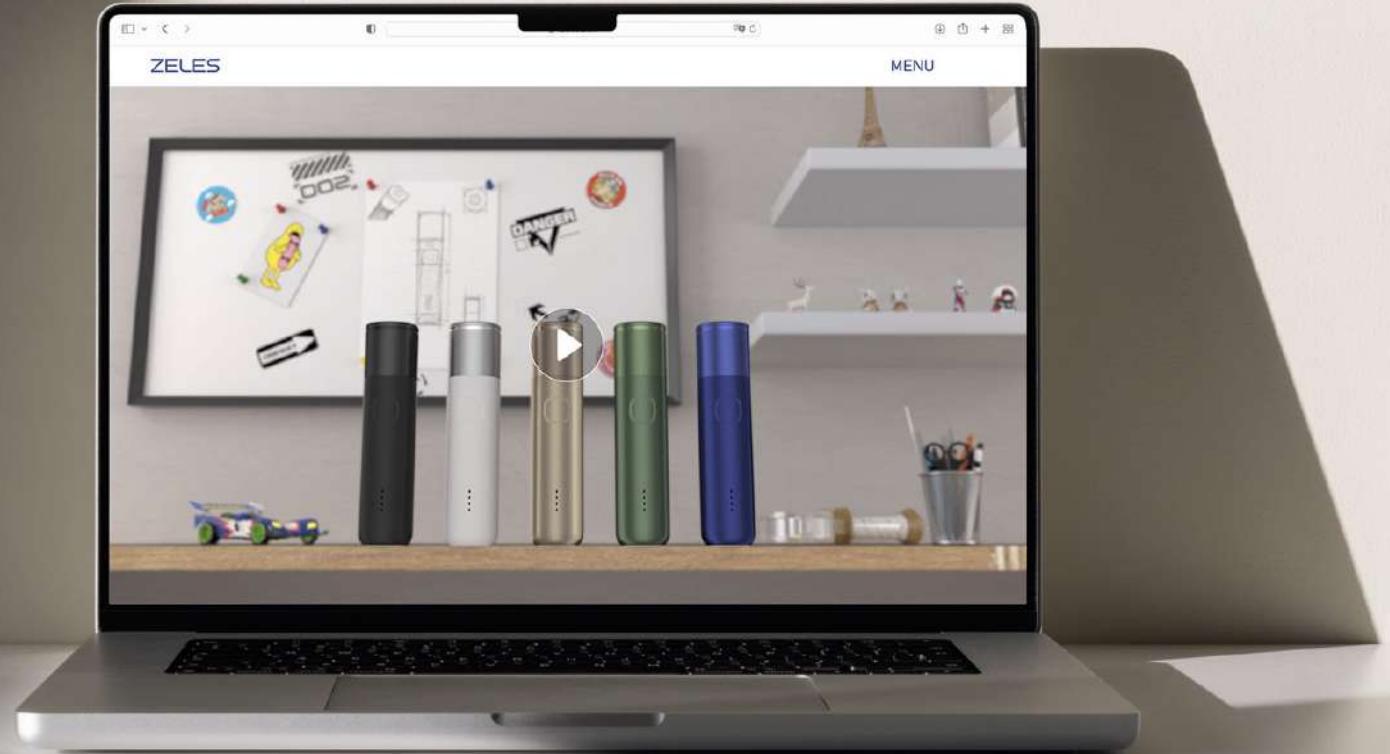




# Web Design

03

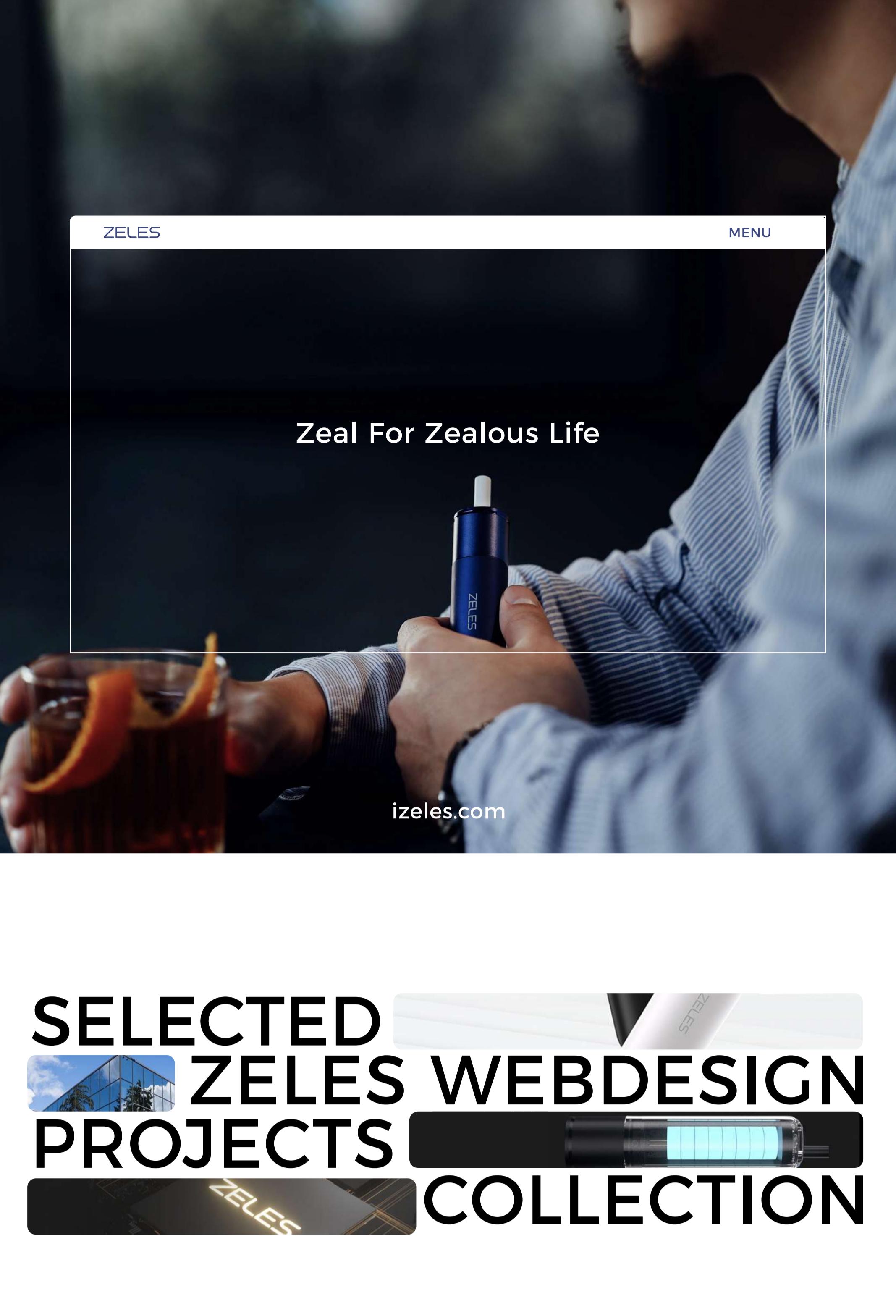
PORTFOLIO



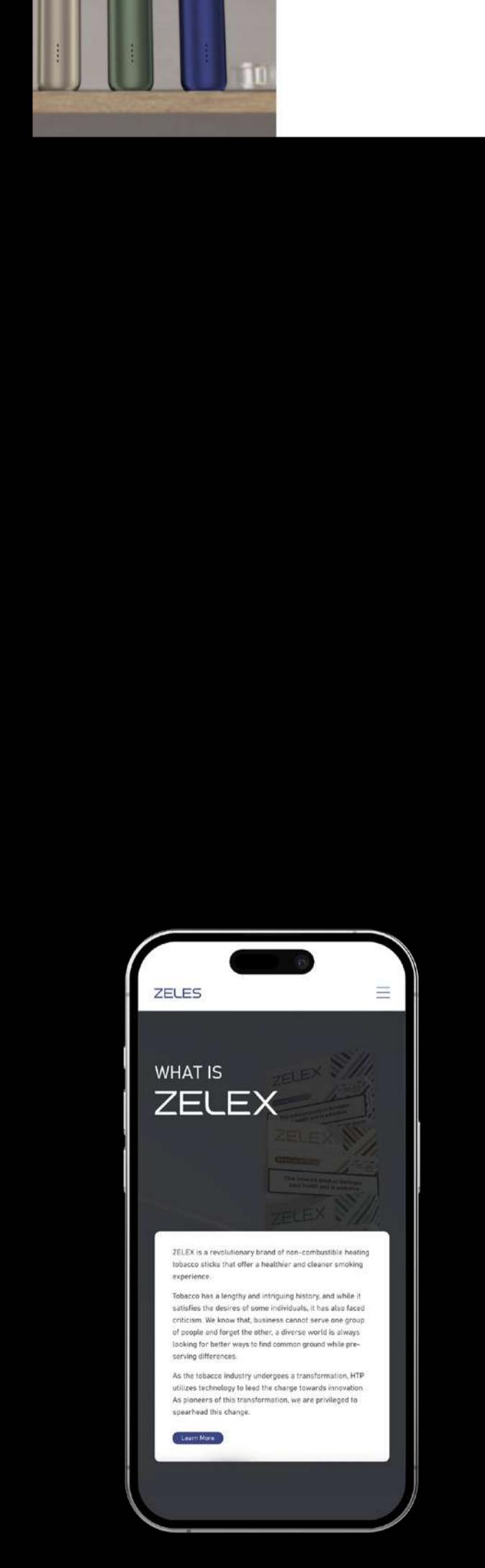
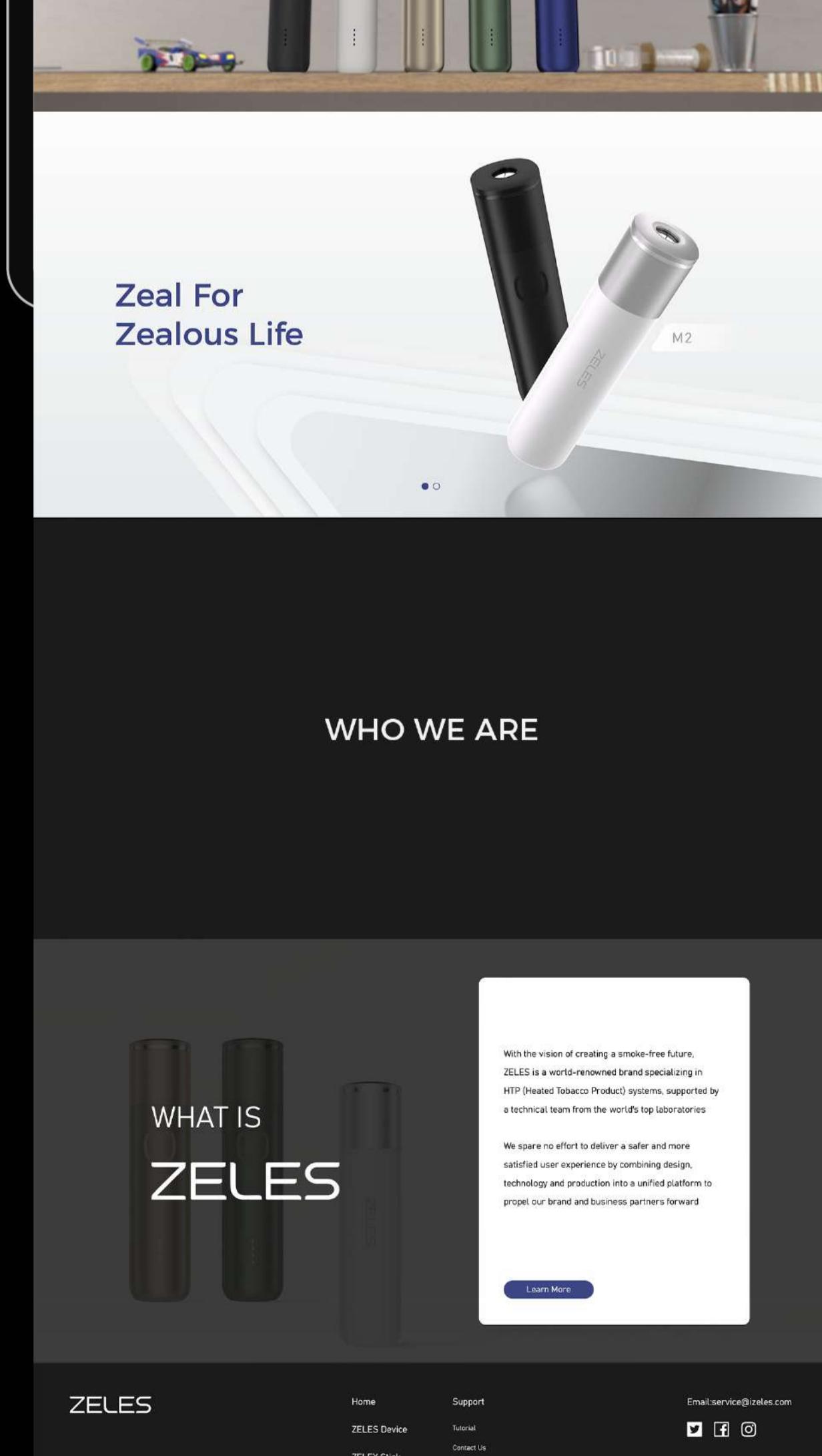
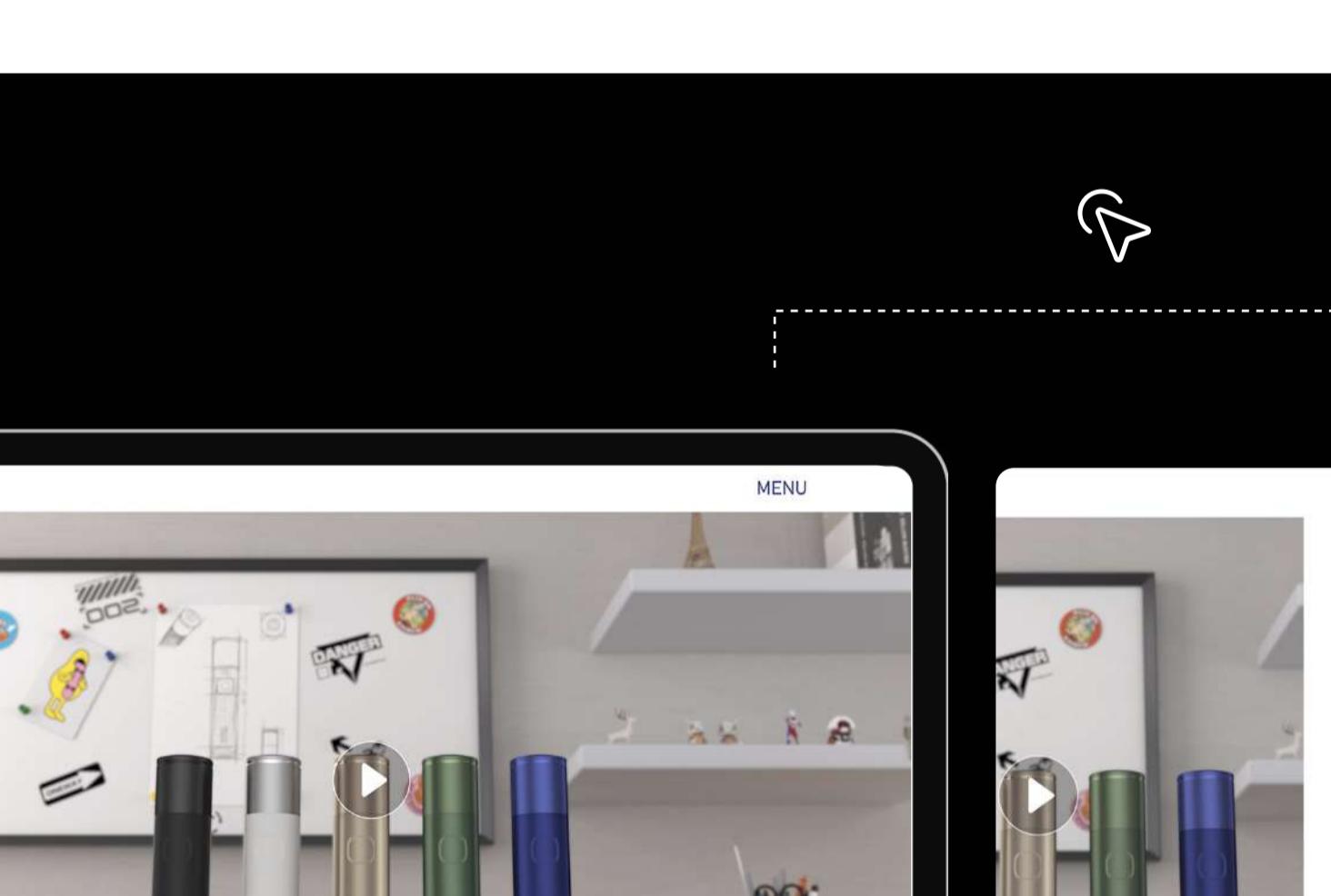
Web Design

01

# ZELES

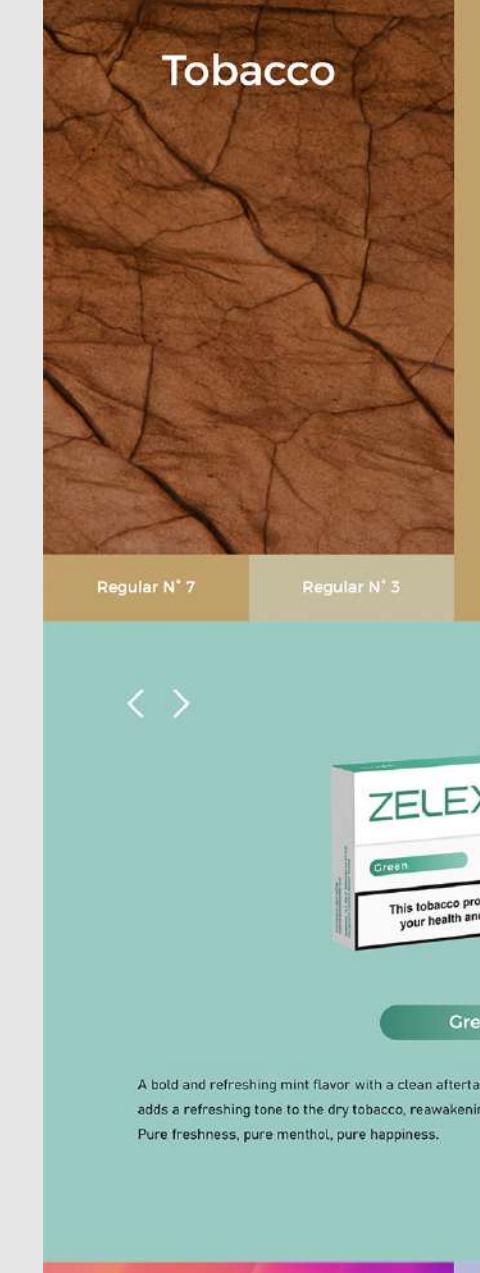
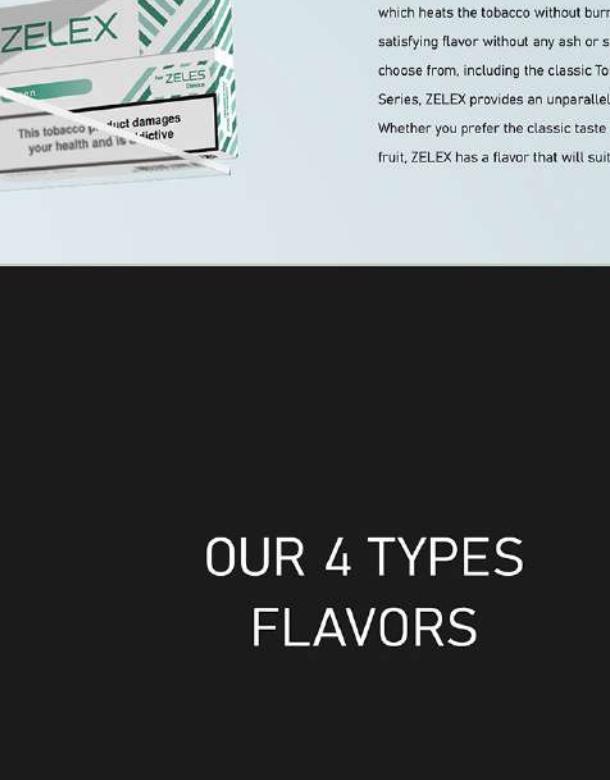


A sleek, modern vaporizer device with a cylindrical shape and a textured grip. It has a black base and a white top section with a silver band. The word "ZELES" is printed vertically on the white part. The device is shown from a side-on perspective, angled upwards. In the background, there are faint, overlapping circular patterns in light blue and grey. At the top left is the brand name "ZELES" and at the top right is a "MENU" button. Below the device, the model name "M2" is displayed in a small white box.



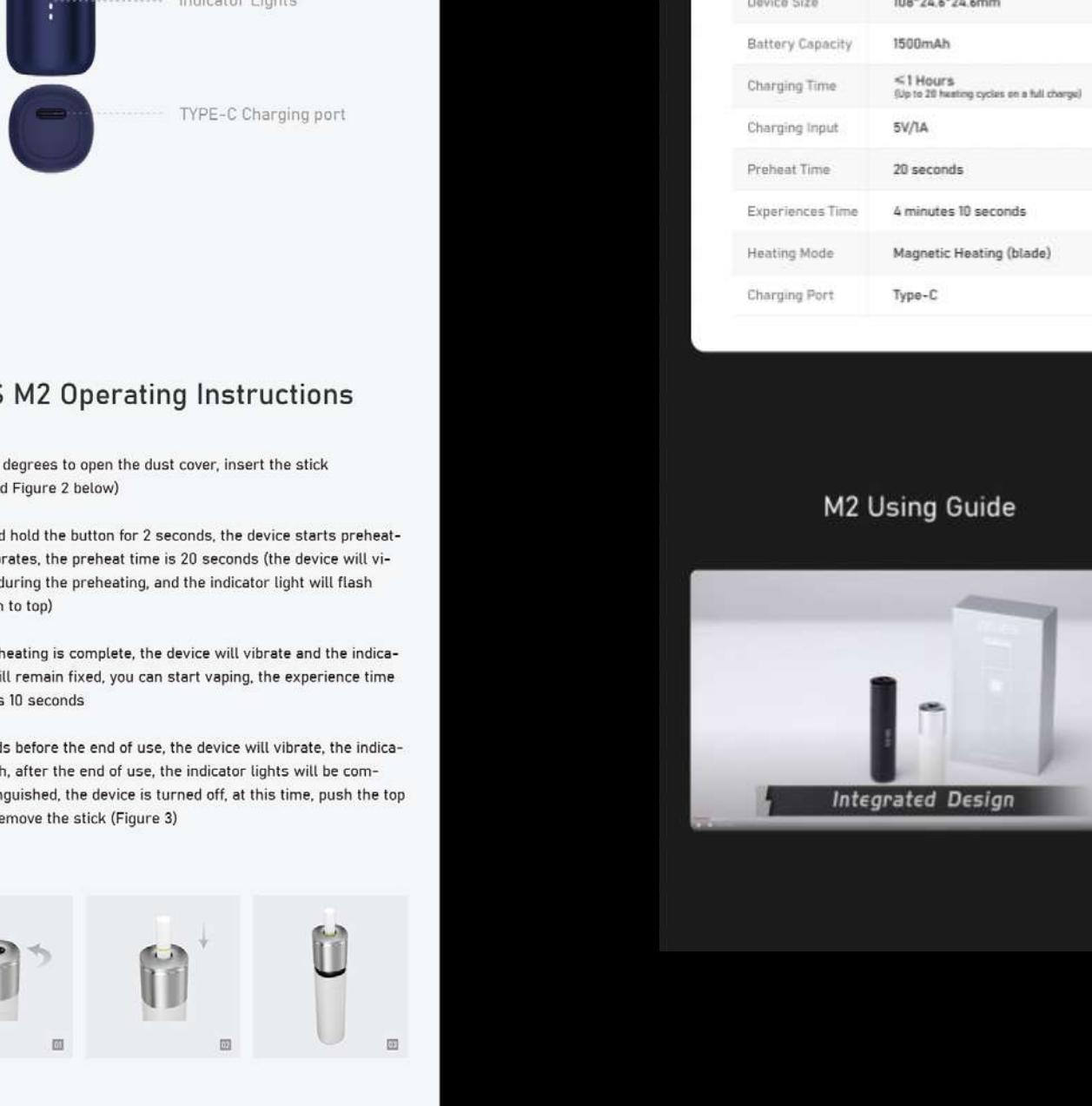
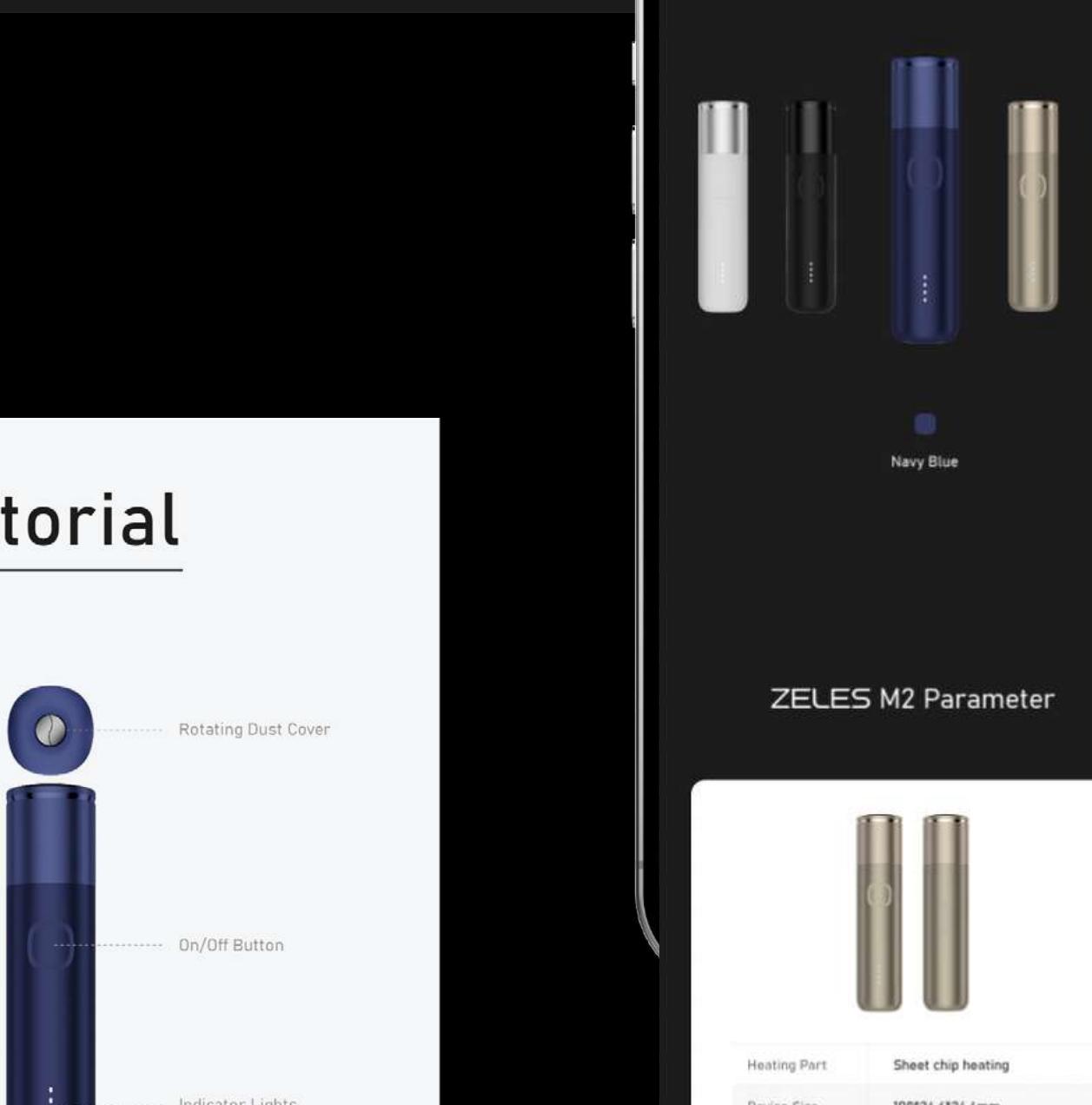
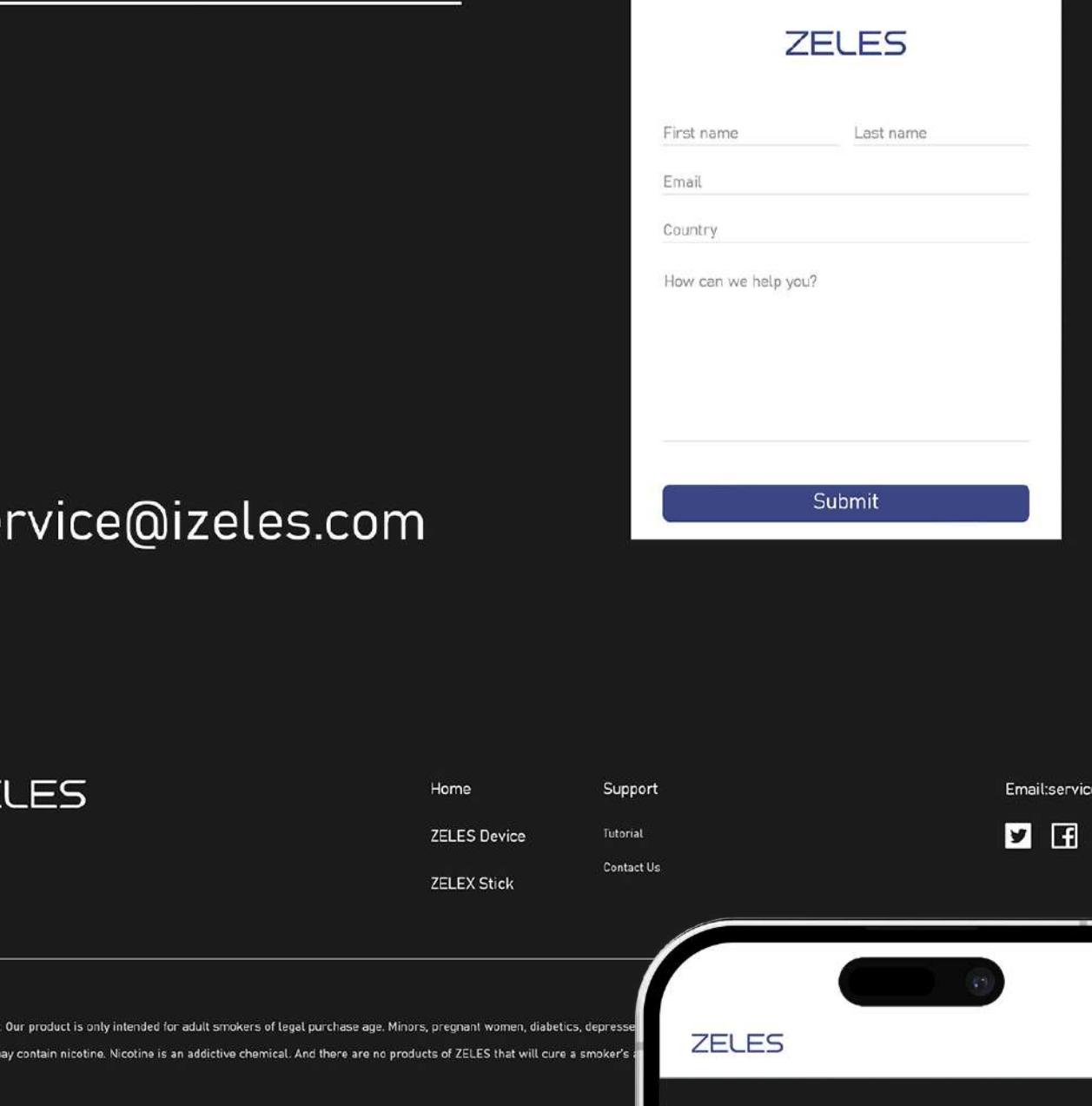
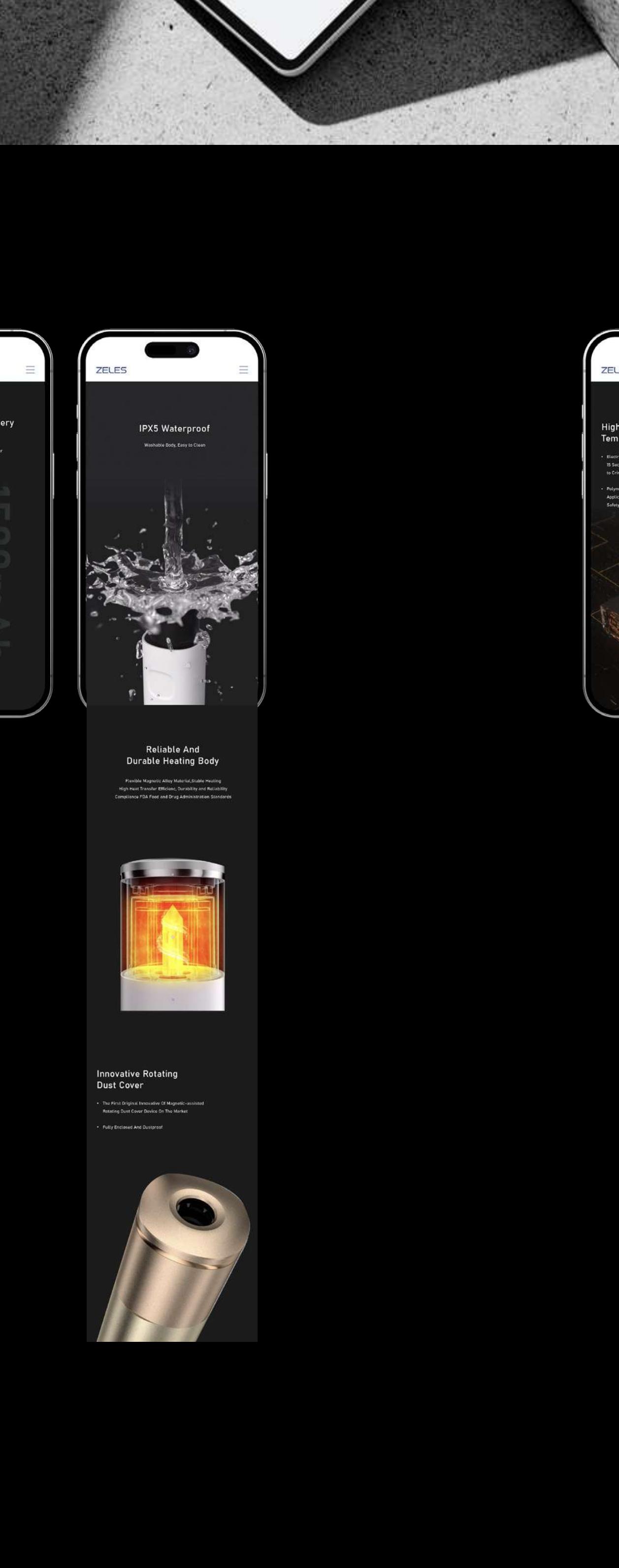
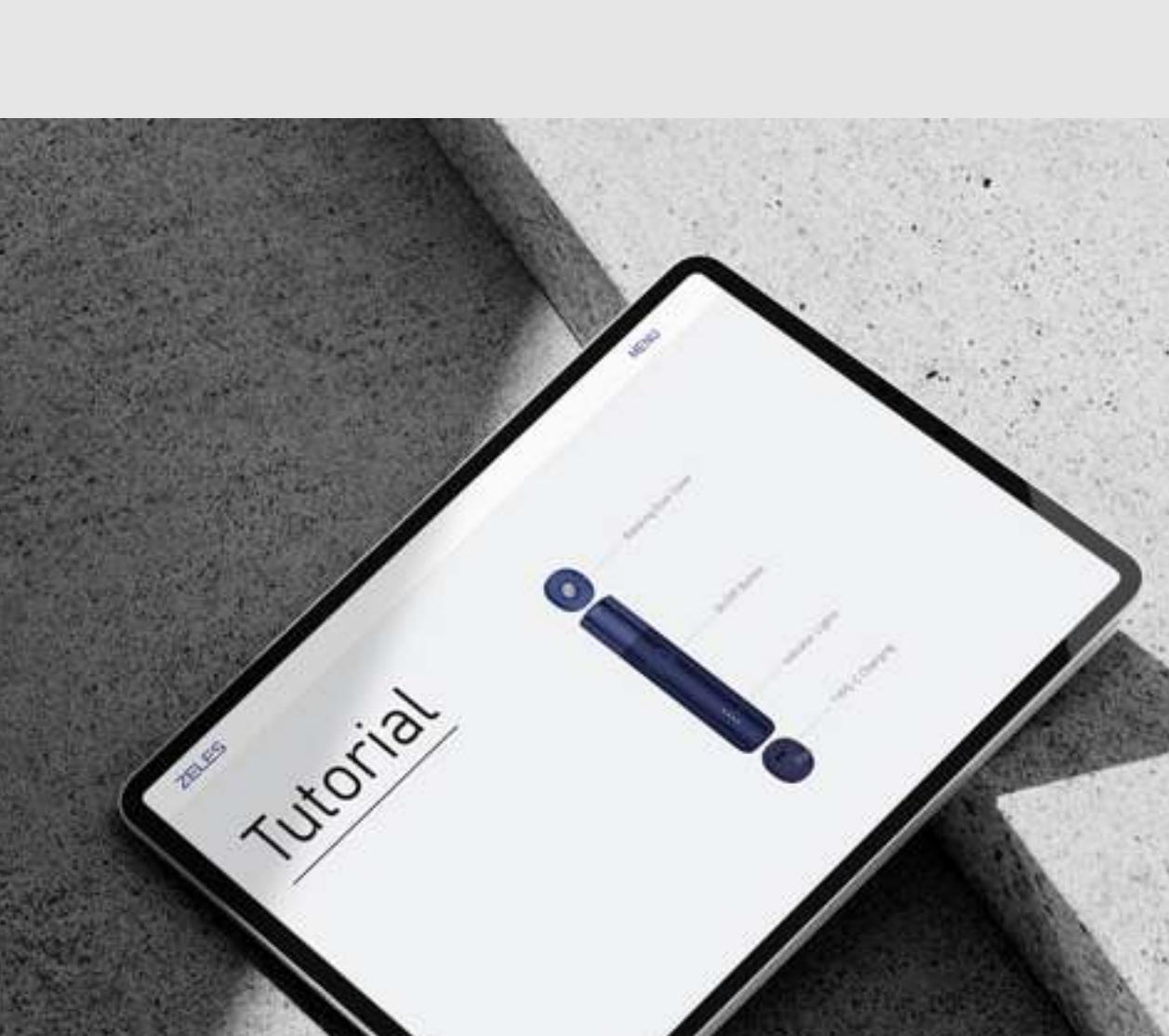
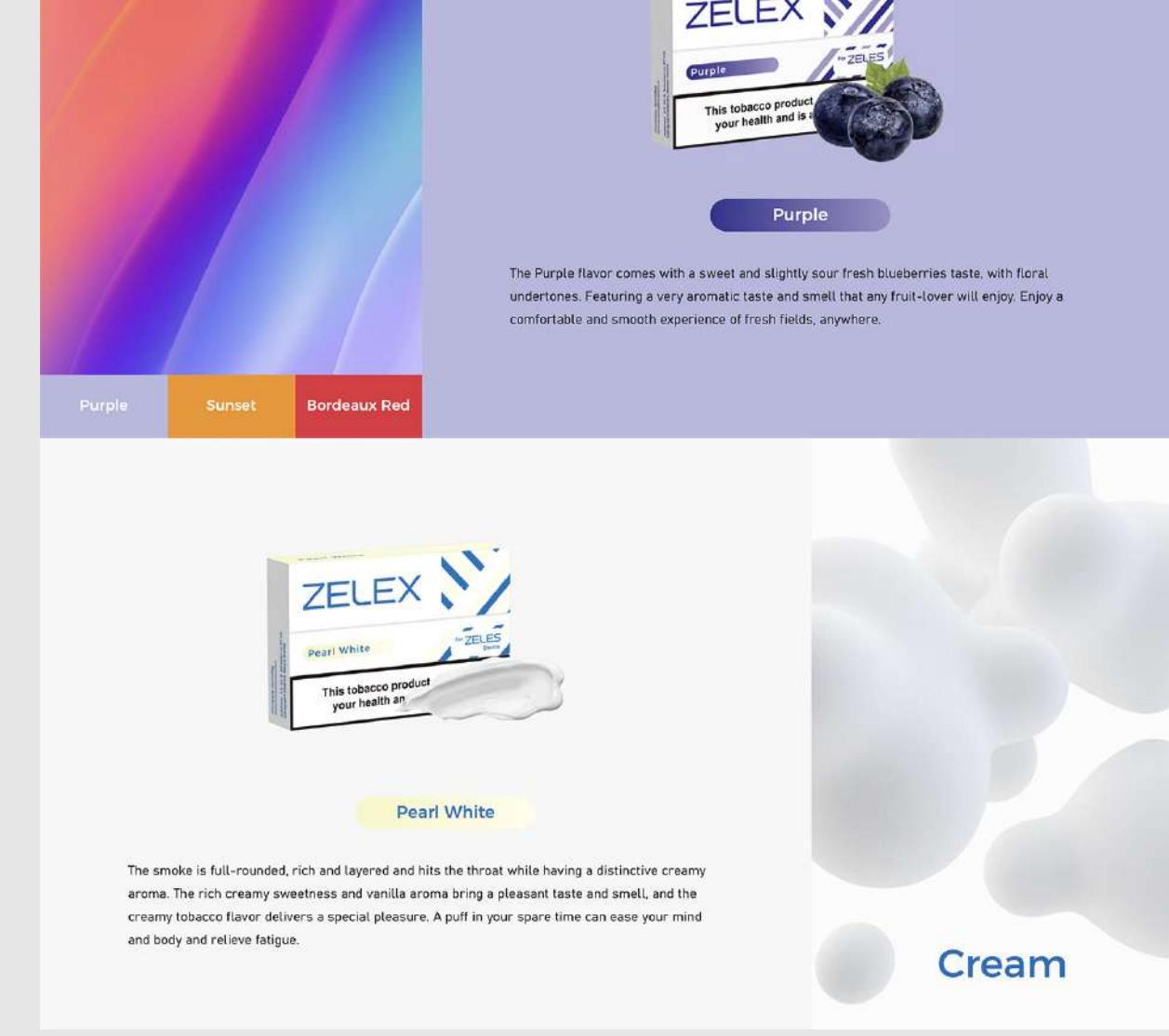


# Why ZELEX



high-quality white rib tobacco and natural  
tobacco crushing technology is used to further  
enhance the taste and smoothness of the cigarette.  
And the multiple repetition of the lengthening  
process, enhancing the throat hit, smooth smok-

The image is a vertical composition. On the right side, there is a close-up photograph of fresh mint leaves, showing their characteristic serrated edges and dark green color. On the left side, there is a smaller, separate sprig of mint leaves. The background is a solid teal color.



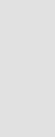
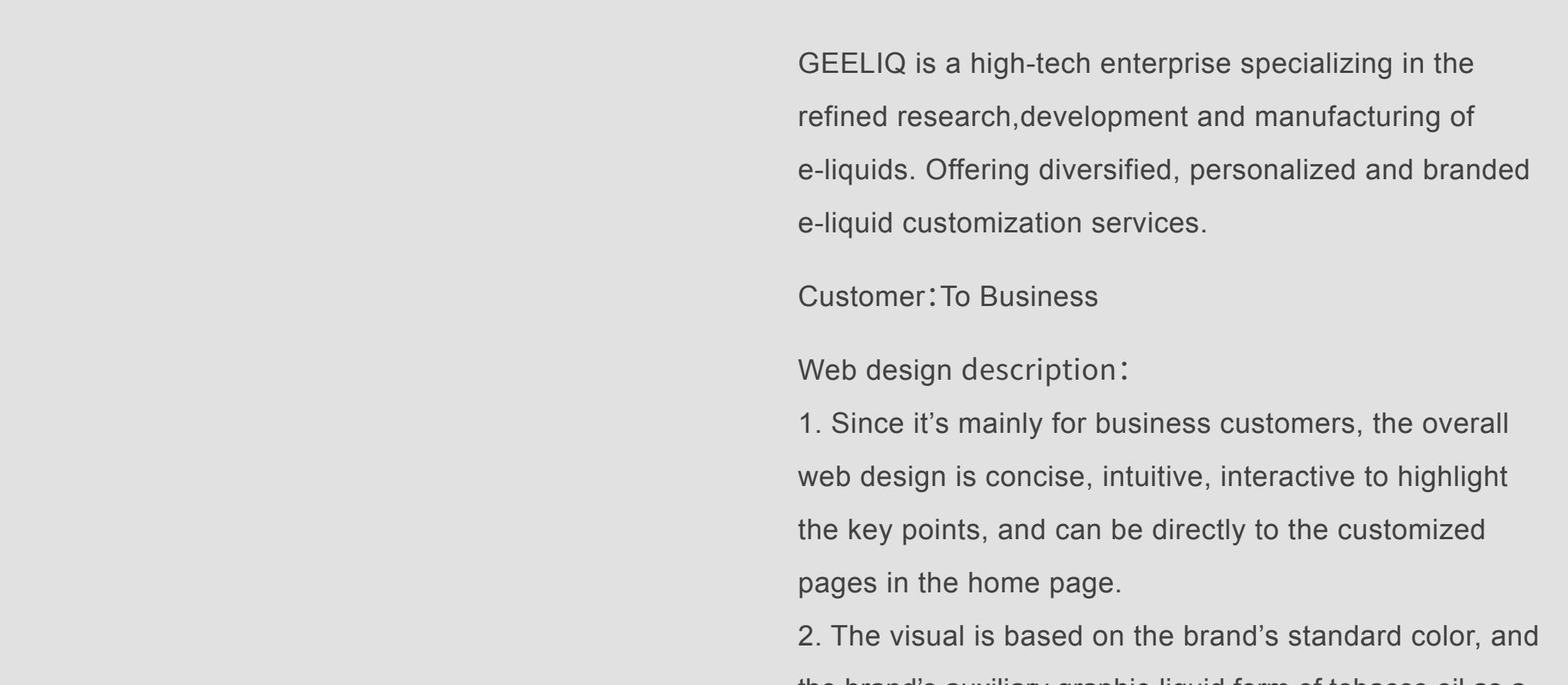


FOREVER GLAB  
吉纯生物  
力一体的前研所

# GEELIQ

## 吉纯生物

# GEELIQ 吉纯生物



GEELIQ is a high-tech enterprise specializing in the refined research, development and manufacturing of e-liquids. Offering diversified, personalized and branded e-liquid customization services.

Customer: To Business

Web design description:

1. Since it's mainly for business customers, the overall web design is concise, intuitive, interactive to highlight the key points, and can be directly to the customized pages in the home page.
2. The visual is based on the brand's standard color, and the brand's auxiliary graphic-liquid form of tobacco oil as a link, conveying the professional and high-quality of GEELIQ.

[geeliq.com](http://geeliq.com)



**高品质雾化液一站式定制服务商**  
近百人的资深调香师团队为您服务

**了解更多**

**专注雾化液的精细化  
研发与制造的  
高科技企业**

吉纯生物于2019年开始技术投入和筹备布局，致力于研发制造高品质的电子雾化液，为全球客户提供定制化解决方案，满足全球不同国家及地区用户的差异化口味需求。

目前，拥有一支超过140人的专业团队，集研产销于一体，成员多数来自于雾化行业头部公司及世界500强企业，具备丰富的研发、生产、市场运营经验和成熟的渠道资源。

公司已与数十个国际及国内雾化品牌建立长期的战略合作，产品远销美国、欧盟、中东、东南亚、东欧等近100个国家和地区。

**了解更多**

**我们为您提供多样化、个性化、品牌化的  
雾化液定制服务**

**海外一次性水果口味** **国标烟草口味** **更多创新口味**

**实力一览**

通过深耕“研发-生产-合规”三个维度，吉纯生物构建了以研发创新为核心、以精益生产为基础、以安全合规为底线的全方位一站式服务体系。

**了解更多**

**精细化口味研发**

**5,000+ 款** **60+ 人** **10+**

全球口味数据库 资深调香师团队 平均从业经验

**规模化生产管理**

**1,000+ 种** **100+**

进口香精原料 级别

E-liquid ODM/OEM Customization Service

Multiple flavors | Flexible concentration | Efficient operation

01 Flavor Customization

02 Nicotine Degree Customization

Corporate Strength | R&D Strength | Production Strength | Security Compliance | Forever G Lab | About Us | Contact Us

Service Process

pre-sales, in-sales, after-sales professional whole process service and operation system

Pre-sales: i-to-i consultant, send free sample, door-to-door commissioning service

In-sales: whole process following-up production quality inspection, on-time delivery with quality-assured

After-sales: quality assurance commitment, regular return visits to customers, other testing services

关于吉纯

使命: 以科技之力 持续改善和丰富人类生活

愿景: 成为引领全球雾化行业 创新发展的科技企业

价值观: 创新、真诚、敏捷、共享

旗下有近60人的资深调香师队伍

由“孔雀计划”人才引领搭建实验室

通过ISO9001等多项国内外权威机构认证

按照GMP标准建设十万级无尘车间

与国内多所大学院校建立战略合作关系

产品通过RoHS认证、符合欧盟TPD指令

东莞市吉纯生物技术有限公司

生产中心:东莞市大岭山镇金立工业园

运营中心:深圳市宝安区松岗街道禾美中心

官方电话:0755-33974786

电子邮箱:sales@geeliq.com

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**FOREVER G LAB**

吉纯生物积极构建产、学、研一体的前瞻研发体系

吉纯生物通过与国内知名高校战略合作以及自建实验室，推动产业发展和科研成果创新。我们期望在基础科学和前沿技术上持续取得突破，为人类长期健康事业做出积极贡献。

由博硕士团队人才领衔搭建高规格实验室Forever G Lab，汇聚了一支以博硕士人才为核心的行业顶尖科研团队。



**FOREVER G LAB**

**FOREVER G LAB**

**「万物可雾化」**

秉承“万物可雾化”的原则，旨在为消费者开发绿色高品质的新型雾化液和创造新的雾化生活方式，致力于成为全球雾化物研究的创新高地。坚持绿色发展观，实验室重点聚焦“毒理学研究”、“长期健康影响研究”与“临床研究”等多个尖端课题，持续探索电子雾化与人类健康的科技未来，设计构建超过行业标准的高水平研发测试体系。

同时，让研发成果走出实验室，在产品端落地转化，为吉纯生物全球客户和用户提供更安全、更优质的电子雾化液产品和解决方案。



**一键咨询服务**

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**专注雾化液的精细化  
研发与生产的  
高科技企业**

吉纯生物于2019年开始技术投入和筹备布局，致力于研发制造高品质的电子雾化液，为全球客户提供定制化解决方案，满足全球不同国家及地区用户的差异化口味需求。

目前，拥有一支超过140人的专业团队，集研产销于一体，成员多数来自于雾化行业头部公司及世界500强企业，具备丰富的研发、生产、市场运营经验和成熟的渠道资源。

公司已与数十个国际及国内雾化品牌建立长期的战略合作，产品远销美国、欧盟、中东、东南亚、东欧等近100个国家和地区。

[了解更多](#)



**我们为您提供多样化、个性化、品牌的  
雾化液定制服务**



**关于吉纯**

- 公司简介
- 联系我们



**纯享美好生活**

吉纯生物始于2019年，是一家专注雾化液的精细化研发与制造的高科技企业，致力于满足全球客户及用户对电子雾化液的差异化口味及高品质需求。

自成立以来，吉纯生物坚持加大在研发层面的投入，旗下有近60人的资深调香师队伍，由博硕士团队搭建高规格实验室Forever G Lab，与国内多所大学院校建立了战略合作关系。公司先后通过ISO9001等多项国内外权威机构认证，按照GMP标准建设十万级无尘车间，产品通过RoHS认证、符合欧盟TPD指令。

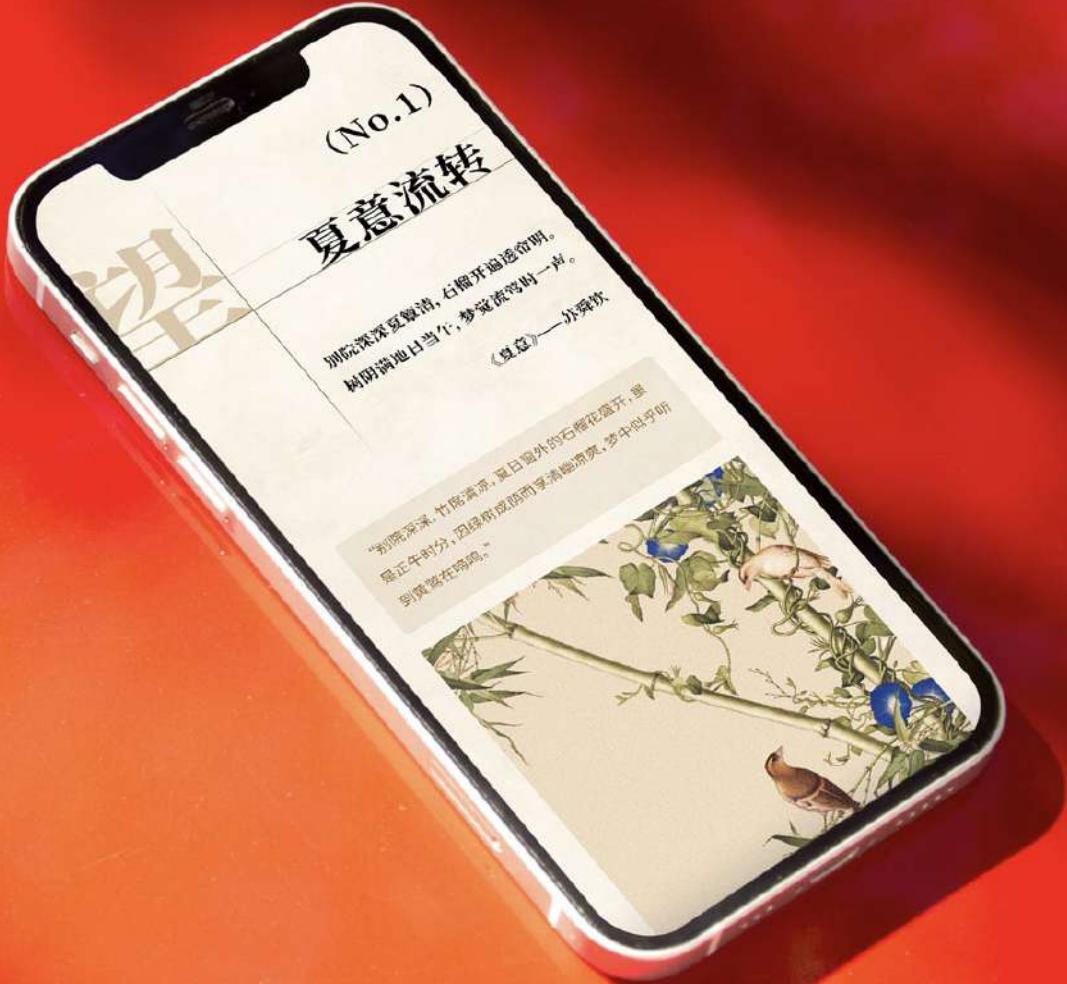
作为高品质电子雾化液的一站式定制解决方案提供商，吉纯生物凭借着强大的研发实力、快速的交付能力以及全面的安全合规，已与数十个国际及国内雾化品牌建立长期的战略合作，产品远销美国、欧盟、中东、东南亚、东欧等近100个国家和地区。

基于全球战略布局，吉纯生物计划在全球雾化主要市场全面设立本地化科研团队，便于高效收集一线需求以及开拓市场。结合在国内的产业优势，为合作伙伴提供全球化、专业化、一体化的服务。截至目前，吉纯生物在北美和欧洲的实验室已完成初步搭建，俄罗斯、中东和东南亚的实验室也正在紧急筹备中，基本形成了一个覆盖全球的研究与合作网络。

# POSTER

04

PORTFOLIO



# 品夏心语

回味  
古诗里的 夏日



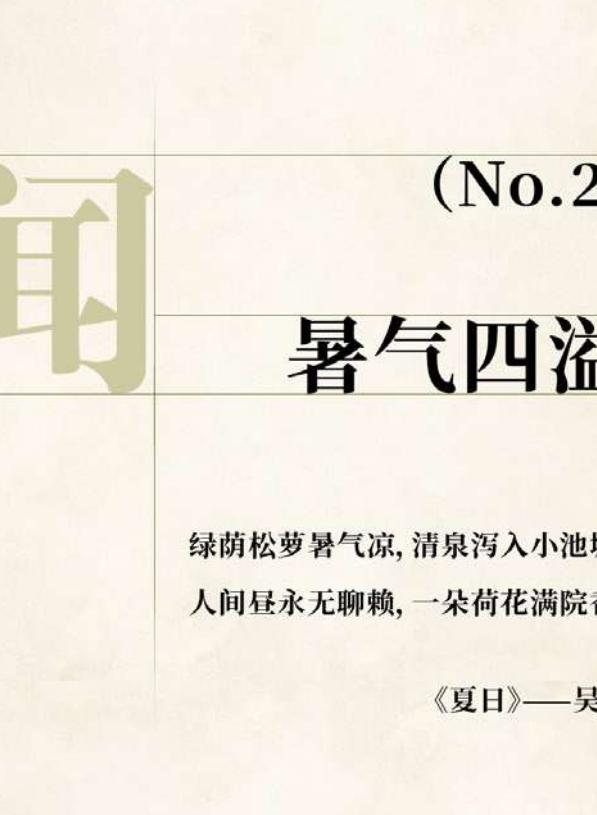
望

(No.1)

## 夏意流转

别院深深夏簟清，石榴开遍透帘明。  
树阴满地日当午，梦觉流莺时一声。

《夏意》——苏舜钦



虽描写炎热的夏季，但诗中句句展现着鲜明盛丽的夏意和幽深静谧、悠闲旷达的氛围，难能可贵的是那份热暑中恬然自得、平和自持的心境。

闻

(No.2)

## 暑气四溢

绿荫松萝暑气凉，清泉泻入小池塘。  
人间昼永无聊赖，一朵荷花满院香。

《夏日》——吴宽



伴随着满院的荷香，整首诗也充满了悠闲自得的情调，让人忘却夏日的炎热，禁不住驻足在小池边，自荷香中体会人间难得的清闲。

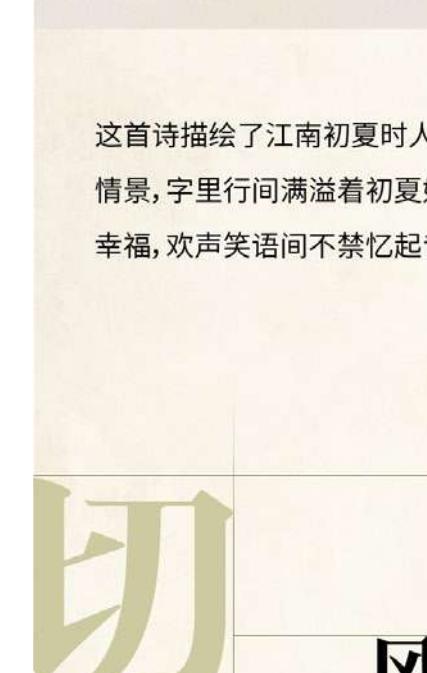
问

(No.3)

## 夏趣叙事

乳鸭池塘水浅深，熟梅天气半晴阴。  
东园载酒西园醉，摘尽枇杷一树金。

《初夏游张园》——戴复古



“小鸭在或浅或深的池塘中嬉戏，梅子成熟的季节里，天气总是半阴不晴。邀上三五个好朋友，一边游园一边喝酒，几个人尽情豪饮，已有醉意。园子里的枇杷硕果累累，像金子一样垂挂在树上，正好都摘下来供酒后品尝。”

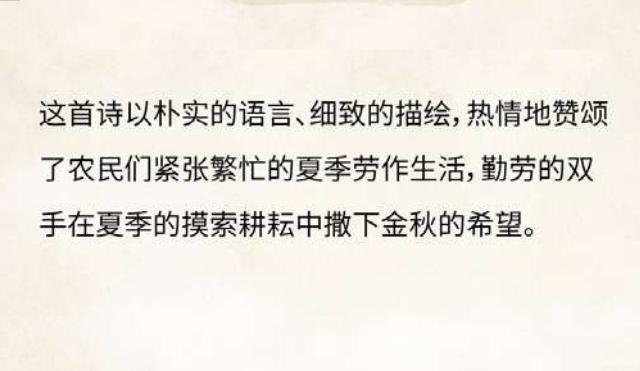
切

(No.4)

## 风味尽享

昼出耘田夜绩麻，村庄儿女各当家。  
童孙未解供耕织，也傍桑阴学种瓜。

《四时田园杂兴·其三十一》——范成大



这首诗以朴实的语言、细致的描绘，热情地赞颂了农民们紧张繁忙的夏季劳作生活，勤劳的双手在夏季的摸索耕耘中撒下金秋的希望。

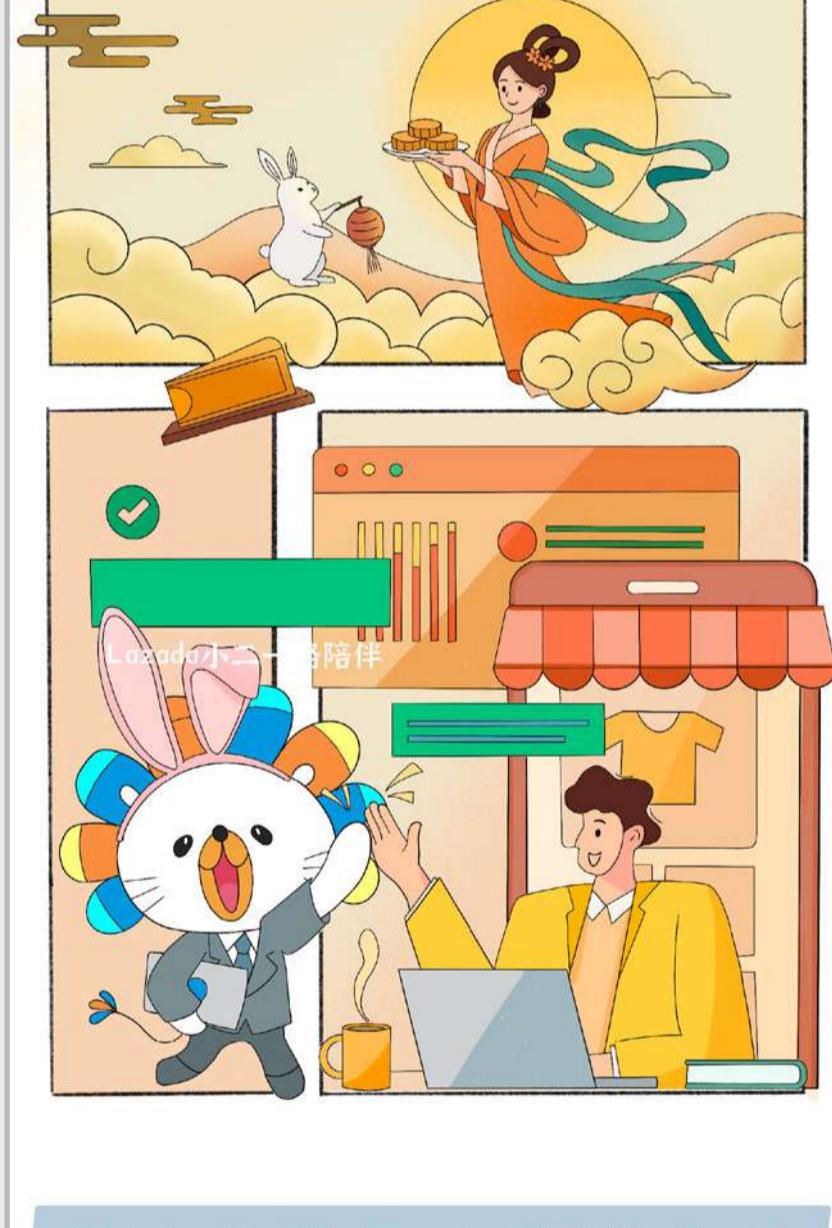
VOOPPO 2024 WeChat Official Account •

> Theme of traditional Chinese culture, with imagery to describe the taste of the product.

< 向右滑动查看全图 >

Lazada

# the Mid-autumn Festival.



- Lazada 2022 Mid-Autumn Festival Creative Illustration Animation

> Draw a series of 5 illustration based on creative content and convert them into motion graphics.

> Software: Procreate, PS

VOOPOO

# Festival Poster



# 05

PORTFOLIO

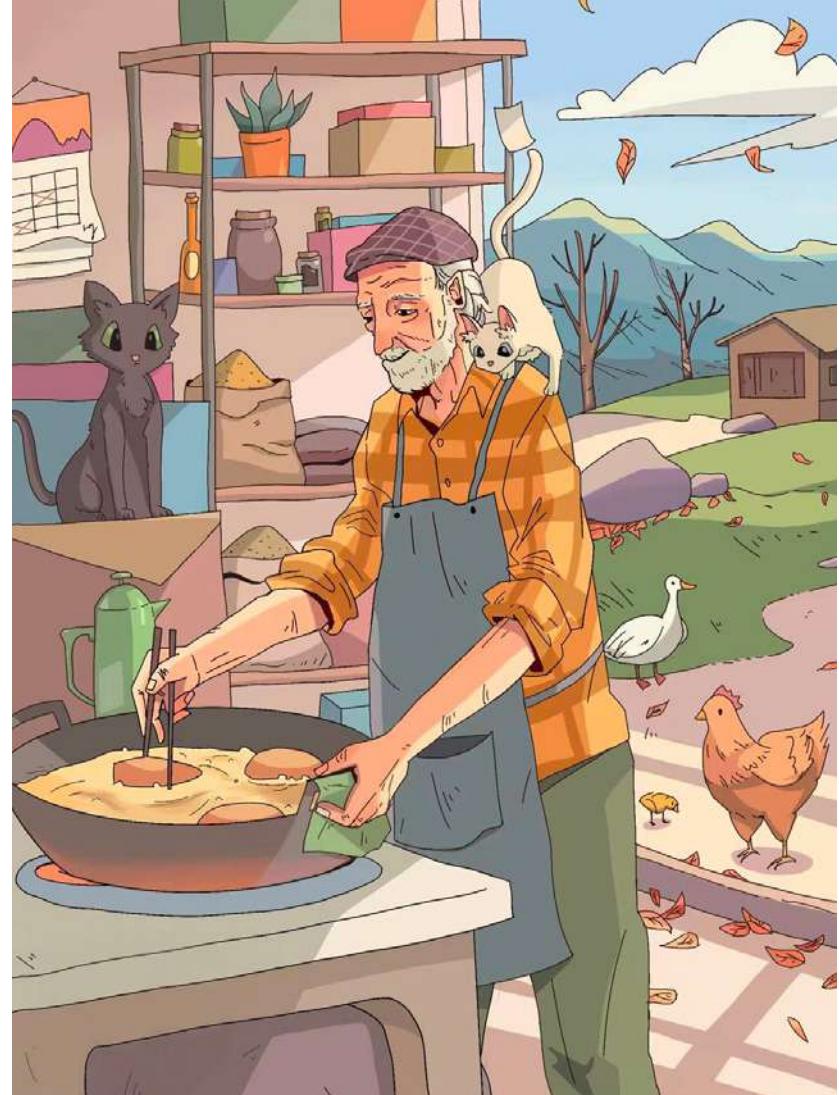
# ILLUSTRATION



ICEWAVE  
PODEO  
GEEMO  
WOOD  
BOPOO



2023



**Thanks** for watching

PORFOLIO 2024

—  
Emily. Liu

2925385649@qq.com

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