

LUO HAILIN 羅海林 - PORTFOLIO



關於我 - 羅海林

Self -Introduction

I'm now a master graduate in Creative Media from City University of Hong Kong (Hong Kong SAR, China) . I have 4 years of learning, competition, and research experience in the field of communication & curating art and media. Also I have 4-year internship experience. Importantly, The rich experience of new media and social media operations, writing, and display enables me to handle multiple tasks at the same time and achieve results in the plenary work environment of internship. With intense interest, I have been studying in the communication & curation field after graduation, leading to my deeper research interests in communication & creative media & curation, and I participated in multiple segmentation directions of research in this field. I hope that I can get a chance to have further study with experts from professional institutions through Ph.D. research. My research combines curation, visual studies, education, new media and communication technologies and culture studies to better understand the operating mechanism of new media technologies and education activities in curation fields. I'm particularly interested in using some novel methods such as semi-structured interview, deep learning and other interdisciplinary research methods to decode features and further explore some related research topics. In my spare time, I enjoy various recreational activities, such as hiking, singing, and watching movies, and I also maintain good fitness habits.



You also can scan the QR code to view my websites to learn more about me.

Left: Online CV - Personal Homepage (<https://harleyluo.github.io>)

Right: LUO Hailin 罗海林 - Personal Website (<https://www.hailinluo.com>)

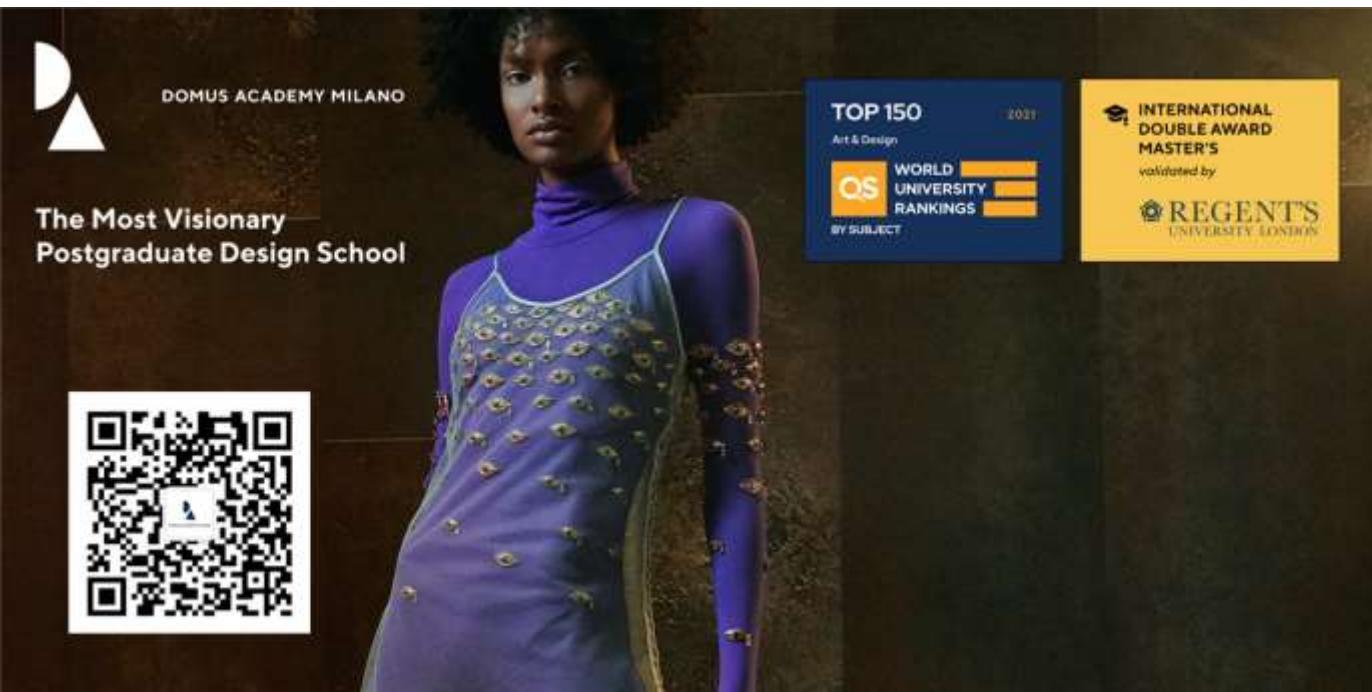
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INTERNSHIP PORTFOLIO



Domus Academy Wechat Public Account Operation



This is the official WeChat public account of Domus Academy. Domus Academy was established in Milan in 1982. It is the world's most pioneering graduate design school, offering a total of 11 one-year master's degrees in the four fields of design, fashion, business and experience.

Service time: May 22, 2020 – present

Main work content:

1. Communicate with the university each month for topic selection;
2. Perform localized translation and creation based on the materials provided by the university;
3. According to the university's official design, color matching, labeling, and layout design, make some graphic typesetting;
4. Publish the content accurately within the specified time;
5. Perform data analysis and statistics on the published articles, and optimize the future content based on the data.
6. Maintain the relationship between current students and prospective students through the Wechat public account;

Representative works: Up to now, all the articles in the Wechat public account were completed by myself.

>You can also use WeChat to scan the QR code to see more updates;

NABA – Wechat Public Account Operation



This is the official Wechat Public account of NABA (Nuova Accademia di Belle Arti). NABA is the largest private art academy in Italy. Its campuses are located in Milan and Rome, offering courses covering art, design, fashion and other fields. In 2021, QS ranked the top 100 in the field of art and design, and ranked first in the Italian Academy of Fine Arts.

Service time: August 15, 2018 to October 9, 2019

Representative works:(Click the link to view)

- [1、大咖出手！NABA策展大师携“幼年与历史”方案入围2019研究型展览](#)
- [2、NABA牵手多所国内知名高校，能征服艺术生到底靠什么？](#)
- [3、设计鬼才清华开讲 大师点评作品的机会即刻把握](#)
- [4、NABA创意新秀们玩转罗马校区艺术墙！](#)
- [5、《每当星辰变幻时》 | NABA校友设计策划，路透社推荐“2019最值得期待的展览”](#)
- [6、TDW创意●城市 | NABA教授即将空降天津设计周！](#)
- [7、出版记 |一本关于空间设计的大作即将面世！](#)

>You can also use WeChat to scan the QR code to see more updates;

NABA Douyin & Wechat Channels Account Operation

NABA NUOVA
ACCADEMIA
DI BELLE ARTI



This is the official Douyin and Wechat Channels account of the China Office of NABA (NUOVA ACCADEMIA DI BELLE ARTI). NABA is the largest private art academy in Italy. Its campuses are located in Milan and Rome, offering courses covering art, design, fashion and other fields. In 2021, QS ranked the top 100 in the field of art and design, and ranked first in the Italian Academy of Fine Arts.

Service time: October 2020 – present

Representative works: Up to now, all videos in this Douyin account and Wechat Channels account were uploaded and published by me.

☞ You can also scan the QR code on the left with Douyin or WeChat to see more updates;

Callebaut – Wechat Public Account Operation



Callebaut is a world-renowned full-service chocolate company, established by the reorganization of CacaoBarry in France and Callebaut in Belgium, focusing on providing chocolate factories and retail stores with a comprehensive solution provider for mass production and specialty chocolate. For every four pieces of chocolate, filled chocolate or chocolate cake sold in the world, one of them comes from Callebaut Company. The company is headquartered in Zurich, Switzerland, with 50 production bases in 30 countries around the world, with a total of approximately 12,000 employees. The current fiscal year sales exceed 7 billion Swiss francs.

Service period: February 2020-April 2020

Representative works:

- [1、宅家不宅心，用暖心烘焙振作自己](#)
- [2、永恒的巧克力 | 倾注爱与热情的可可种植匠人](#)
- [3、重回花样年华，给妈妈一个粉红的惊喜！](#)

⌚ You can also use WeChat to scan the QR code to see more updates;

CacaoBarry – Wechat Public Account Operation



CacaoBarry was founded in 1842 and is a well-known French brand created by Charles Barry. Charles Barry is passionate about chocolate innovation, so he went to Africa to select high-quality cocoa beans to create the first appreciative chocolate. CacaoBarry has a wide variety of tempered chocolates, which can meet the needs of our customers. The products are exquisitely made from 100% pure cocoa butter and natural flavors, with unparalleled quality.

Service period: January 2020-June 2020

Representative works: The articles published in the Wechat Public account from January 11, 2020 to June 8, 2020 were all created by me.

- [1、它来了，全球甜品师争相拥有的The Pastry Alphabet！](#)
- [2、非同凡响 | 在冬日的三亚与你共享下午茶的浪漫前调](#)
- [3、走进 The Pastry Alphabet ① | 百变巧克力甘纳许](#)
- [4、走进 The Pastry Alphabet ⑤ | Q弹柔韧的海绵蛋糕卷](#)
- [5、世界读书日-Chef荐书 | 黄金时间修身笃学，精磨技艺！](#)

☞ You can also use WeChat to scan the QR code to see more updates;

BoghossianJewels – Wechat Public Account Operation



Boghossian is a brand with a century of history and culture in gems and fine jewelry. Descended from four generations of gem dealers, the family run Boghossian has forged a unique identity in the world of high jewellery. Famous for the “art of inlay”, a technique that involves seamlessly setting one stone within another, creativity shines through in every design . Previously known as Bogh-Art, it is the extraordinary attention to detail and uniquely colourful aesthetic, influenced by the Boghossian family’s Middle Eastern roots, that has earned the jeweller a passionately loyal clientele.

Service period: November 2020-October 2021

Representative works:

- [1、艺术于外，曼妙于心！](#)
- [2、仰望璀璨，尽显宇宙奥秘！](#)
- [3、“卓越非凡”哥伦比亚天然祖母绿及钻石项链 | 5425万港元破亚洲无油绿宝拍卖纪录](#)
- [4、哥伦比亚天然祖母绿及钻石项链香港上拍](#)

>You can also use WeChat to scan the QR code to see more updates;

CrystalStreamCapital Wechat Public Account Operation



Crystal Stream is an investment institution focused on investing in start-up companies. It was founded by Ms. Wang Mengqiu at the end of 2013. The Crystal Stream team not only has rich practical experience in Internet company operation, but also has the blessing of professional investors. It is able to screen out high-quality entrepreneurial projects with a professional investment perspective, and fully supports the invested companies with the team's rich practical experience.

Service period: January 2021 to April 2021

Main work content:

1. Follow up the latest news or developments of the company and invested companies in a timely manner;
2. Make revisions and second creations based on the materials provided by the invested company;
3. Layout design according to the official design, color matching, and labeling, and publish the graphic content of the Wechat Public Account;
4. Publish the content accurately within the specified time;
5. Perform data analysis and statistics on the published articles, and optimize the future content based on the data.
6. Maintain the relationship with potential customers through the Wechat Public Account;

Representative works: All the articles published in the Wechat Public Account from January 12 to April 24, 2021 were edited and released by myself.

☞ You can also use WeChat to scan the QR code to see more updates;

MarkerBot 3D Printer Wechat Public Account Operation



 **MakerBot**
METHOD X
POWERED BY STRATASYS



MarkerBot, as a subsidiary of Stratasys Ltd. (Nasdaq: SSYS), is a global leader in the field of desktop 3D printing. Since its establishment in Brooklyn, New York in 2009, MarkerBot has been committed to redefining the standards of reliability, accessibility, accuracy and ease of use of 3D printing. Based on the above unremitting efforts, the company has won the largest customer base in the industry and has sold more than 100,000 desktop 3D printers. MarkerBot also operates Thingiverse, the world's largest 3D designer exchange community.

Service period: November 2020-October 2020

Main work content:

1. Follow up on the latest news or developments of the brand in time;
2. Make revisions and secondary creations based on the materials provided by the brand;
3. Layout design according to the official design, color matching, and labeling, and publish the graphic content of the Wechat Public Account;
4. Publish the content accurately within the specified time;
5. Perform data analysis and statistics on the published articles, and optimize the future content based on the data.
6. Maintain the relationship with potential customers through the Wechat Public Account;

Representative works: The articles published in the Wechat Public account from December 12, 2018 to September 28, 2020 were all created by me.

>You can also use WeChat to scan the QR code to see more updates;

GangPiaoQuan – Wechat Public Account Operation



GANGPIAOQUAN is a mainland personnel exchange community in Hong Kong. It provides various life services and is committed to creating a convenient and warm service provider for NEW Hong Kong citizens. At present, it is the largest online community for mainlanders in Hong Kong, and has formed the slogan of finding GANGPIAOQUAN if you have any question.

Internship time: January 2021-March 2021

Representative work:

- [1、活动 | 香港科技大学MBA在线知识分享讲座，用技术点燃未来！](#)
- [2、推荐 | 困在香港过年？来这些宝藏酒店staycation！](#)
- [3、租房 | 香港房租降了？原价4万，现价2万8！](#)

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HOMEWORK PORTFOLIO





The overall production process: use geometry or polygons on the 3D modeling software (Modo) to first make or lay out the contours we need, and finally use Boolean operations to generate a 3D model. For details, please scan the QR code to download the Documentation.



Homework Portfolio: “Cat face” Lotus Ceramic Baby Bottle

This work is inspired by ancient Chinese porcelain, especially porcelain from the Five Dynasties and Ten Kingdoms period ("Ewer, sculpted Yue celadon dragon spout and lotus design vessel with cover") and Wa Mao, coupled with the current society's attention to baby food tableware. Traditional milk bottle materials are gradually being abandoned, and the ceramic's thermal insulation and non-toxic characteristics are gradually attracting attention. So I thought about using ancient Chinese traditional porcelain decoration with modern anti-drop technology to design a baby bottle with Chinese characteristics, both beautiful and usable.



PHOTOGRAPHY



宁静与喧嚣

TRANQUILITY AND HUSTLE BUSTLE

Two photos in this series are both exterior scenes of the Run Run Shaw Creative Media Center of City University of Hong Kong. Figures 1 and 2 show the buildings in different weather conditions. I tried to show the unique charm of the creative media center through two different pictures. The overall composition of these two photographs is based on the building as the central axis. The appropriate angle and light show the tranquility of CMC. The third and fourth pictures were taken in Daguan and on the way home from Daguan, respectively. On the lively Hong Kong Island, it seems difficult to see such a quiet street. From this perspective, the building seems to be more mysterious. Echoing it is the bustling street scene on the way home. Noisy shops, busy bus routes, mixed with a constant stream of people. The old buildings and modern buildings with glass curtain walls have formed a unique Hong Kong, so I would like to simply call this group of works quiet and noisy, reflecting the pyrotechnic Hong Kong.



日月雙塔

SUN AND MOON TWIN TOWERS



These two photos were taken in the “Two Rivers and Four Lakes” scenic spot in Guilin, Guangxi. The focus of the photo is the “Sun and Moon Twin Towers” in the scenic spot. Guilin is full of vitality in April, but it seems to have some loneliness and coldness at the end of winter. The reason why the first picture is toned in black and white is because it can better reflect the atmosphere and the coldness of the picture under the background of sunset backlight.

蘆笛岩

REED FLUTE ROCK SCENIC SPOT



The stone carvings and water in the cave merged with the lights. I would like to call it “One Color in the Everlasting Sky” and “Combination of Scenery and Painting”.

These two photos were taken at the Reed Flute Rock Scenic Spot in Guilin, Guangxi. Here is really amazing and wonderful work of nature. There is almost no modification in this group of photos.





The buildings here are all antique buildings, with the characteristics of ancient Chinese Taoism. In order to make the picture more “abstinence” atmosphere. The overall picture uses black and white and cool colors. Figure 2 is a contrasting feasting.

心中的禪

“ZEN” IN THE MIND

This group of works was filmed at Yangxin College in Rong County, Guangxi. Speaking of the name Yangxin College, in fact, I think it is quite creative. It is true that people nowadays are easily trapped by the emotions and desires. I think there is nothing wrong with taking time out on the weekend to raise the heart.





海上的孤獨

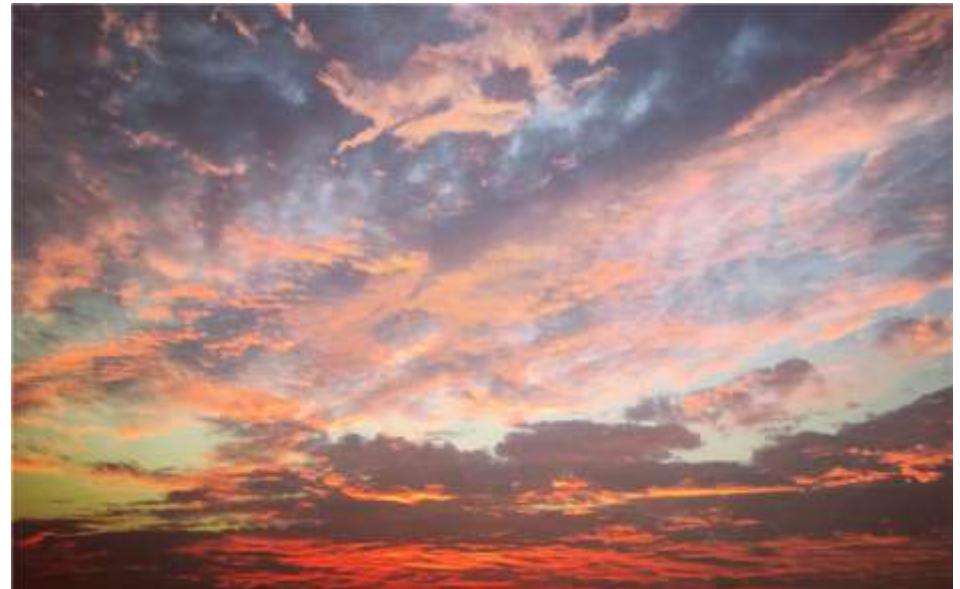
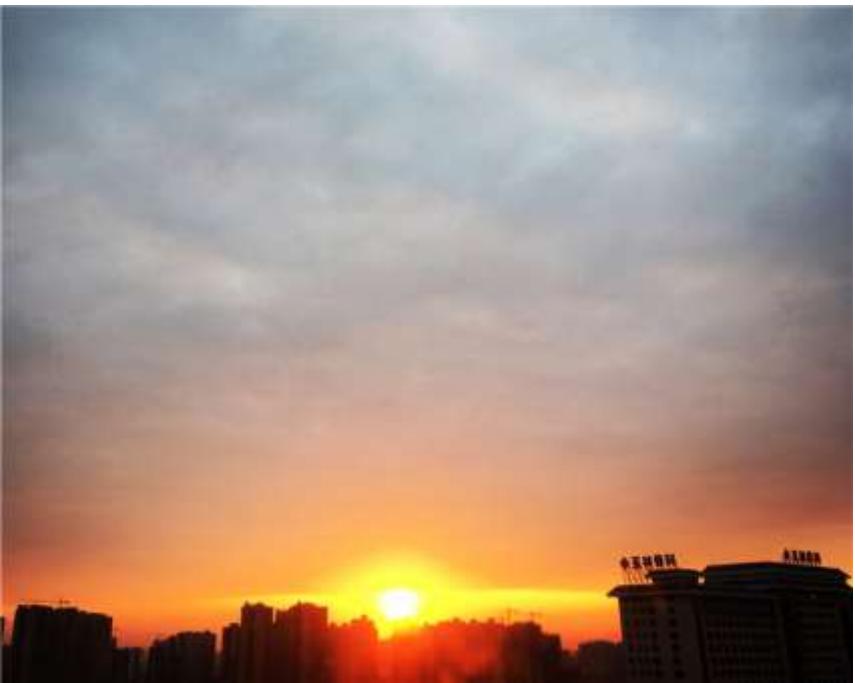
SOLITUDE ON THE SEA

In front of the vast sea, I think that many people may lament the insignificance of human beings. When a ship travels alone on the vast sea, it shows a sense of desolation. This group of works records the lonely cruise ship on the sea, and what I want to reflect is the collision between the (ocean) and the small person (fishing boat) in the context of the great era.

漫畫中的晚霞

SUNSET IN THE COMICS

I believe that everyone has seen some unique astronomical wonders, such as the sunset clouds that appear only in Japanese animation cartoons with some blood in this group of works.



Seeing such a beautiful sky, I also want to keep the beauty of this moment through the lens. The setting sun and the city lights reflect each other, and the hot fire clouds make the whole world warm and beautiful.



天上的海

THE SEA IN THE SKY

It is said that the sea is the reversed sky, and I think it is also okay to say that the sky is the reversed sea. Sometimes I think about the blue sky, which is actually a sea, and the clouds are the waves of the sea.



The plane in the sky is like a cruise ship stirring blue waves in the blue sky. Oh, yes, does the last picture look like a sea of hearts?

VIDEO PRODUCTION



SHELL'S FIRST LOVE

SHORT MUSIC MONOLOGUE - SHOOT IN HONG KONG

Feeling about the exhibition. What is a big shell talking about with its mouth open? Will there be love between shells, and will they also go to their companions to tell their love? This video was filmed in an exhibition at a certain gallery in Hong Kong, and accompanied by Tony Leung's monologue, it gave people a sense of storytelling, and it was about a story related to the love of shells. From a certain perspective, for shells, this is a story from ZERO to HERO.



「皮肤很白很白」

MISTY RAIN CHONGQING

TRAVEL SHORT VIDEO – SHOOT IN CHONGQING

The Raffles Buildings at Chaotianmen in Chongqing are fascinated by the fog and neon. The background music is a background sound recorded in the Chongqing subway. I hope this music can show the unique fireworks of Chongqing.



FOREST BIRDSONG

森林裏的靜謐 – SHORT TRAVEL VIDEO – SHOOT IN GUANGXI

How do you feel when you hear the birdsong? Do you feel the peace of mind? This video filmed in the old forest deep in the mountains, with the sound of birds singing, has a special flavor. The human beings living in the hustle and bustle of the city should have a deeper contact with nature. Scan the QR code to listen to the sound of nature.



TRAVELS ON LIIJANG RIVER

SHORT MUSIC MONOLOGUE - SHOOT IN GUILIN

Have you ever thought that a video of a cruise on the Lijiang River can also tell a story? It is still in conjunction with Tony Leung's monologue, telling a secret love story. The video uses an HD R hue to make the Guilin landscape, which looks a little sad, even more melancholy on a sunny day. Under the background music, it also adds a bit of tragic and vigorous.



IF ONLY

MUSIC SHORT MV – SHOOT IN BEIJING

A 20-second video of a car, recording the unique night of Beijing with a black and white lens. There is a kind of loneliness and emptiness that are ready to come out, venting a sense of sadness that cannot be loved. Have you ever had the feeling that you don't want to do anything, close the car door and turn on the music. This inexplicable sense of security is very subtle.



UNWORTHY – 不值得

MUSIC SHORT MV – SHOOT IN BEIJING

It is also a video of a piece of music in the car, filmed in the same mood in Beijing, and it is only a kind of unspeakable sentiment that can be said to vent.



END

You also can scan the QR code to view my websites to learn more about me.

Left: Online CV - Personal Homepage (<https://harleyluo.github.io>)

Right: LUO Hailin 羅海林 - Personal Website (<https://www.hailinluo.com>)



LUO Hailin - Portfolio

E-mail:hailinluo3-c@my.cityu.edu.hk

Website:<https://www.hailinluo.com>