Chentian Fu

PORTFOLIO

Graphic Design
2022-2025

UNDERGRADUATE SELECTED WORKS

Chentian Fu

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Hi

This is my mini portfolio. I am currently pursuing a Bachelor's Degree in Graphic Design. In 2024, I left my hometown in China to explore new creative possibilities. My passion for design began in junior high school, and over the years, it has shaped how I see the world. Studying at NewSchool of Architecture and Design has deepened my understanding of how design connects people and emotions.
I enjoy observing life, capturing unique details, and exploring the intersection of history, technology, and creativity. I am always eager to learn, collaborate, and bring new ideas to life.

SKILLS

Design Software: Figma, Keyshot, Axure, Blender, Procreate, CSP, Art Studio, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, PowerPoint, Microsoft Word
Creative Techniques: charcoal, pencil, watercolor, gouache, acrylic, markers
Languages: Mandarin (Native), English (Fluent), Japanese (N3 Level)

EDUCATION

NewSchool of Architecture and Design
2024/09 - 2026/07
Bachelor's in Graphic Design & Interactive Media

Beijing University of Technology
2022/09 - 2024/07
Bachelor's in Visual Communication (First 2 years in China)

AWARDS

Silver Award in the Creative Design Competition "Ancient Gods and Beasts * Intangible Heritage of China" (2023)
Awarded College-Level Scholarship Honors (2023)
Second Prize in Beijing Region of the 16th National College Student Advertising Art Competition for Poster Design "Three Nine Warm Three Records" (2024)
Second Prize in the Innovation and Entrepreneurship Category of the 18th "China Good Creativity" National Digital Art Design Competition (2024)
Top 100 Teams in the Cultural Creativity Track of the 3rd "Beijing Creative Entrepreneurship" Competition (2024)

EXPERIENCE

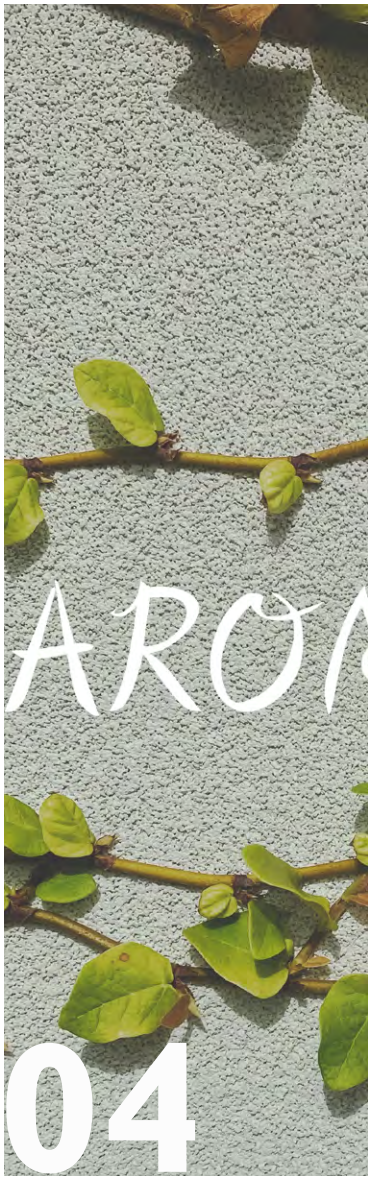
Lead Designer, Calligraphy Exhibition – Prince Kung's Palace Museum

Designed and curated the 2025 "Experience Fu Culture" exhibition, collaborating with the Chinese Consulate General in New York, the UN and the New Jersey Symphony Orchestra.

C.c: Carbon Crafted
Product & Packaging Design

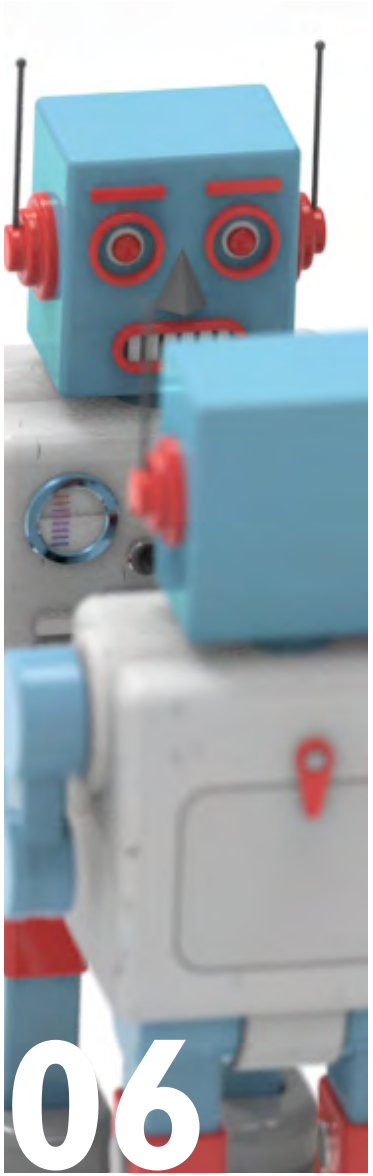
999 Warm 3 Diaries
Narrative Illustration & Poster Design

Library&restaurant Reservation Design
Web Interface Design

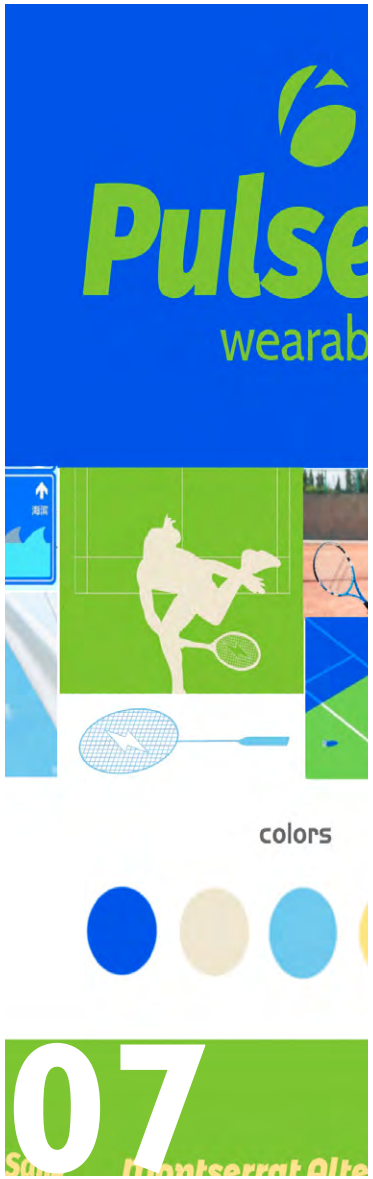


Organic-Inspired Typography
Type Design

Poster Explorations
Exploring narrative, event, and character posters through various visual styles.



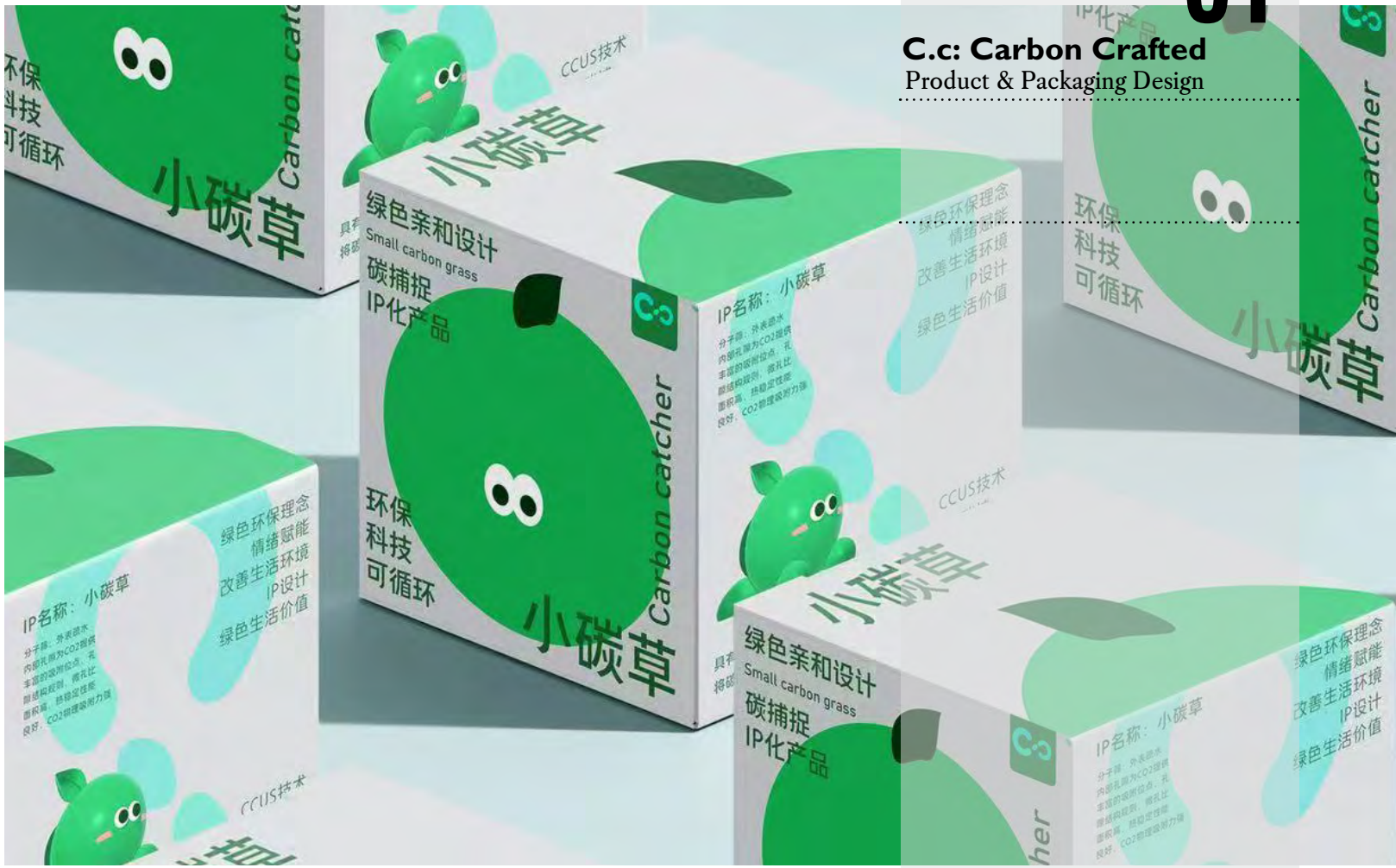
Model Rendering
Rendered with KeyShot



PulseFit Wearable Sports Brand
Brand Design

Daily Practice
Watercolor, Illustration, Character Design

By integrating innovative technology with cultural and creative design, the C.C brand's "Xiao Tan Cao" demonstrates how green technology can be transformed into practical consumer products with high cultural value and social impact. Looking ahead, C.C will continue to drive technological innovation and design optimization, ensuring that our products not only align with market trends but also contribute to broader social and environmental goals.



01

C.c: Carbon Crafted

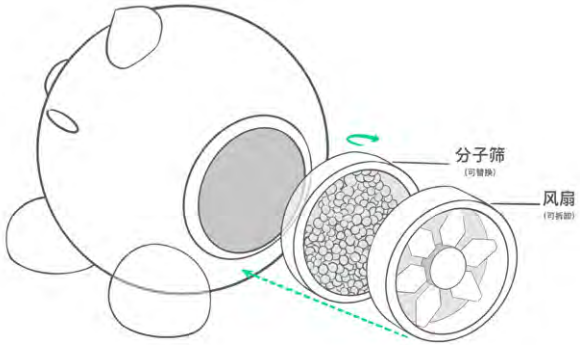
Product & Packaging Design

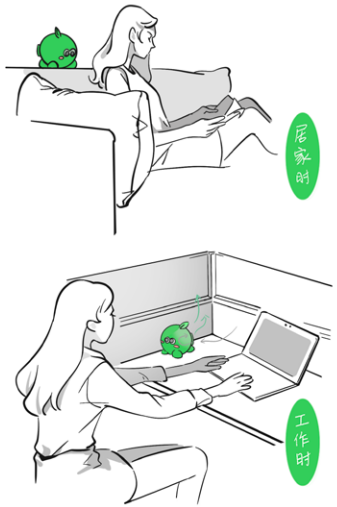
"Xiao Tan Cao" Product Packaging Die-Cut Design
Utilizing the "Xiao Tan Cao" IP image for product packaging design, the exterior adopts a minimalist green and gray style, reflecting both the brand and product. The design protects the product while promoting its unique features.

“Xiao Tan Cao” Product Packaging Die-cut Template

The product packaging design incorporates the “Xiao Tan Cao” IP image. The exterior features a minimalist style in green and gray, reflecting both the brand and the product. While protecting the product, the packaging also highlights its unique features.

I was responsible for product design and graphic design within the team, creating product illustrations and visualizing the internal structure of Xiao Tan Cao.





Packaging Die-Cut Diagram, Product Illustration

C.C Brand Accessories Extension

Product company logo

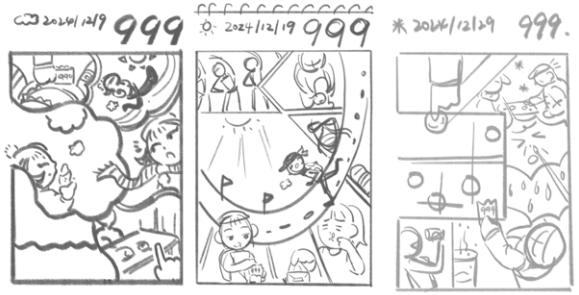
Extracting the green and sustainable concept of CCUS carbon capture technology and integrating it with emotionally valuable product design forms the core concept of the C.c brand—Green Affinity Design.

The brand logo is designed using the letterforms of “C.c” to create a lively, eco-friendly, technological, and recyclable image, subtly incorporating the idea of green sustainability into everyday life.

999 Warm 3 Diaries

Narrative Illustration & Poster Design

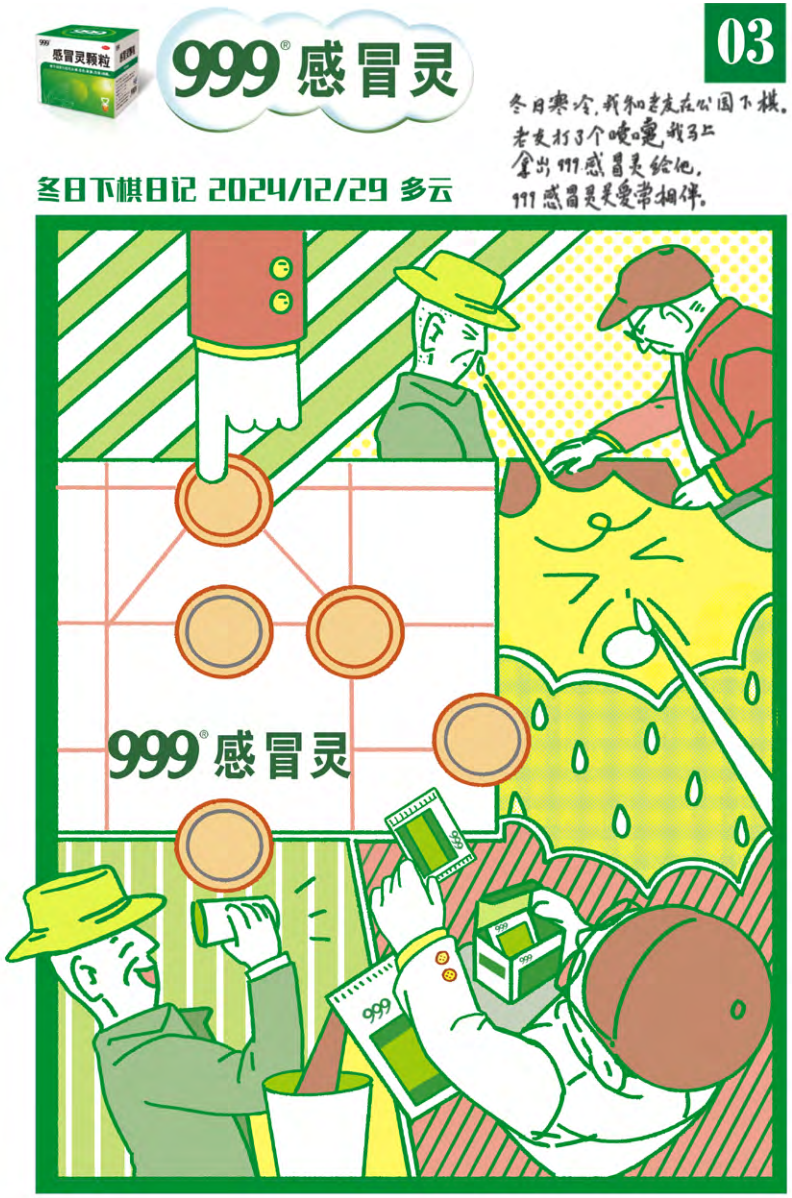
02



The work primarily utilizes the representative colors of 999 Cold Remedy—green and yellow. The overall design is presented in the form of a diary, documenting a day spent with 999 Cold Remedy by people of three different age groups, highlighting warmth, companionship, and care in everyday life.

The handwritten text in the upper right corner is written by my younger brother, myself, and my grandfather, symbolizing the reliance and trust that three generations of my family have in 999 Cold Remedy. The three scenes are described as follows:

A child goes for a morning run in winter – 999 Cold Remedy provides timely care and protection. The advertisement slogan: "999 Cold Remedy, spreading warmth and friendship."
A female college student buys roasted sweet potatoes after class in winter – 999 Cold Remedy accompanies her along the way. The advertisement slogan: "999 Cold Remedy, warmth on the go."
Two elderly people play chess in winter; one sneezes, and the other hands over 999 Cold Remedy – emphasizing care and companionship. The advertisement slogan: "999 Cold Remedy, care always by your side."



Each scene not only showcases the importance of 999 Cold Remedy across different age groups but also enhances the brand's approachability and trustworthiness through the handwritten contributions of family members.

Library App Design Overview

Client: University libraries (serving students, faculty, and external users).

Target Audience:

University students looking for study materials and study spaces.

Faculty members needing research resources.

External users from other universities borrowing books.

Design Goal:

Streamline book management and borrowing processes.

Address seat shortages during peak hours.

Improve the seat reservation system using visualized data.

Integrate intelligent recommendations for study resources and available seats.

Why It Works:

Efficiency: Reduces manual workload through digital solutions.

User-Centered: Personalized recommendations optimize the library experience.

Scalability: Designed to increase user engagement and satisfaction.

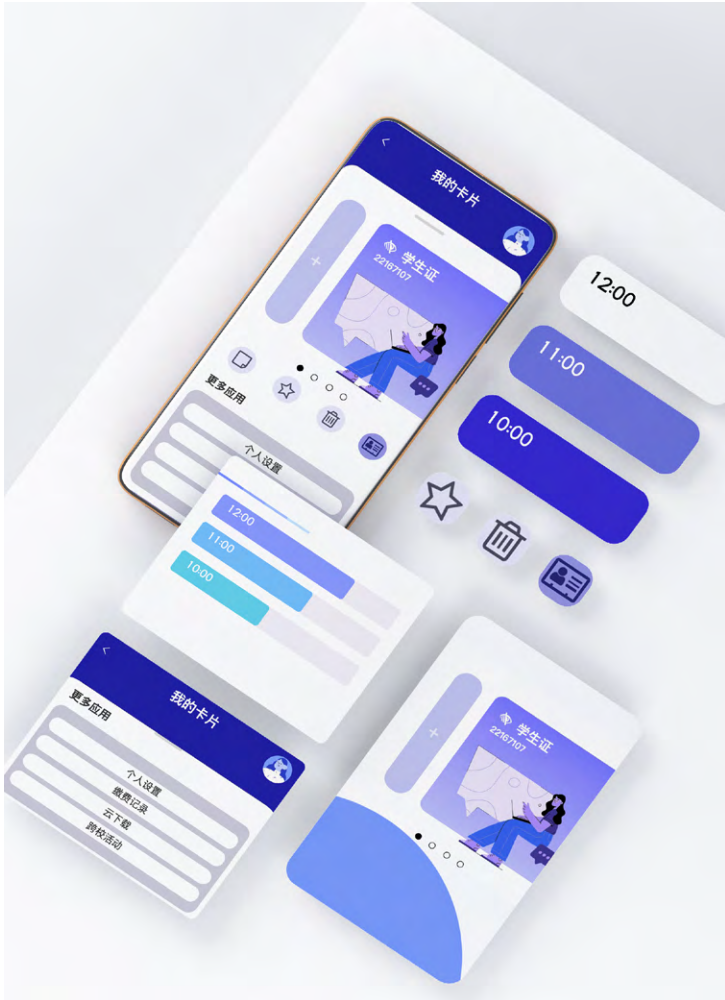
03

Library Reservation Design

Web Interface Design

Common Features
Homepage Design includes a prominent visual guide
Search Function is placed on the homepage for quick access
Information section occupies a large proportion for better visibility
Software Name
Campus Collaboration Library (CCL)

Innovative Features
Integrates open courses to expand learning resources
Partners with Ximalaya, WeChat Reading, and QQ Reading to offer audiobooks and e-reading
Adds event and book review features to enhance user engagement
Supports multi-language switching, including an English interface



App Prototype Diagram, and Overall Interface Preview

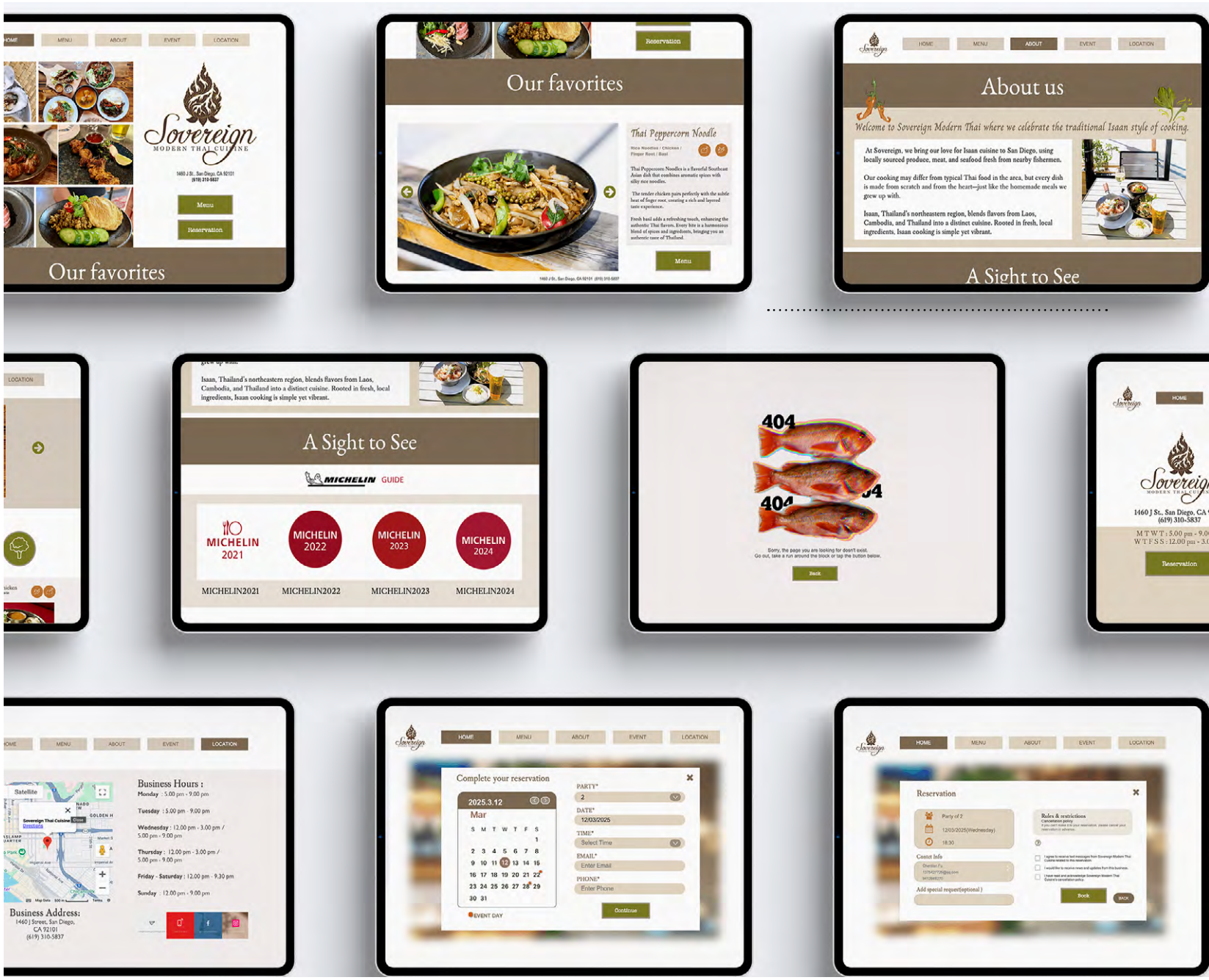
Sovereign Modern Thai Cuisine Website Redesign Overview

Web Interface Design

This project is a redesign of the website for Sovereign Modern Thai, a restaurant specializing in Isaan-style Thai cuisine. The redesign includes both mobile and desktop versions to ensure a seamless user experience across devices.

The new design improves visual appeal and usability by organizing the menu into clear categories, adding dish illustrations, and integrating a review-based ranking system. I also created a set of custom icons and hand-drawn illustrations to reflect the brand's warm and authentic personality, drawing inspiration from Thai culture and traditional cooking.

This project focuses on enhancing storytelling, simplifying navigation, and improving engagement through visual and functional design.



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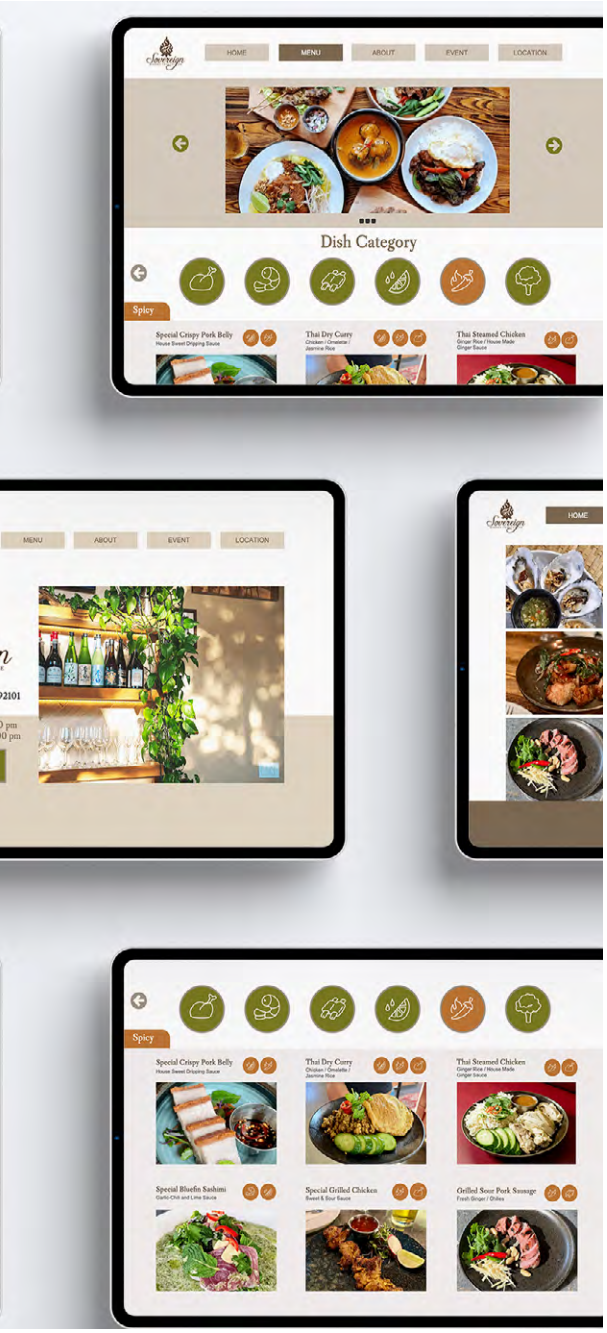
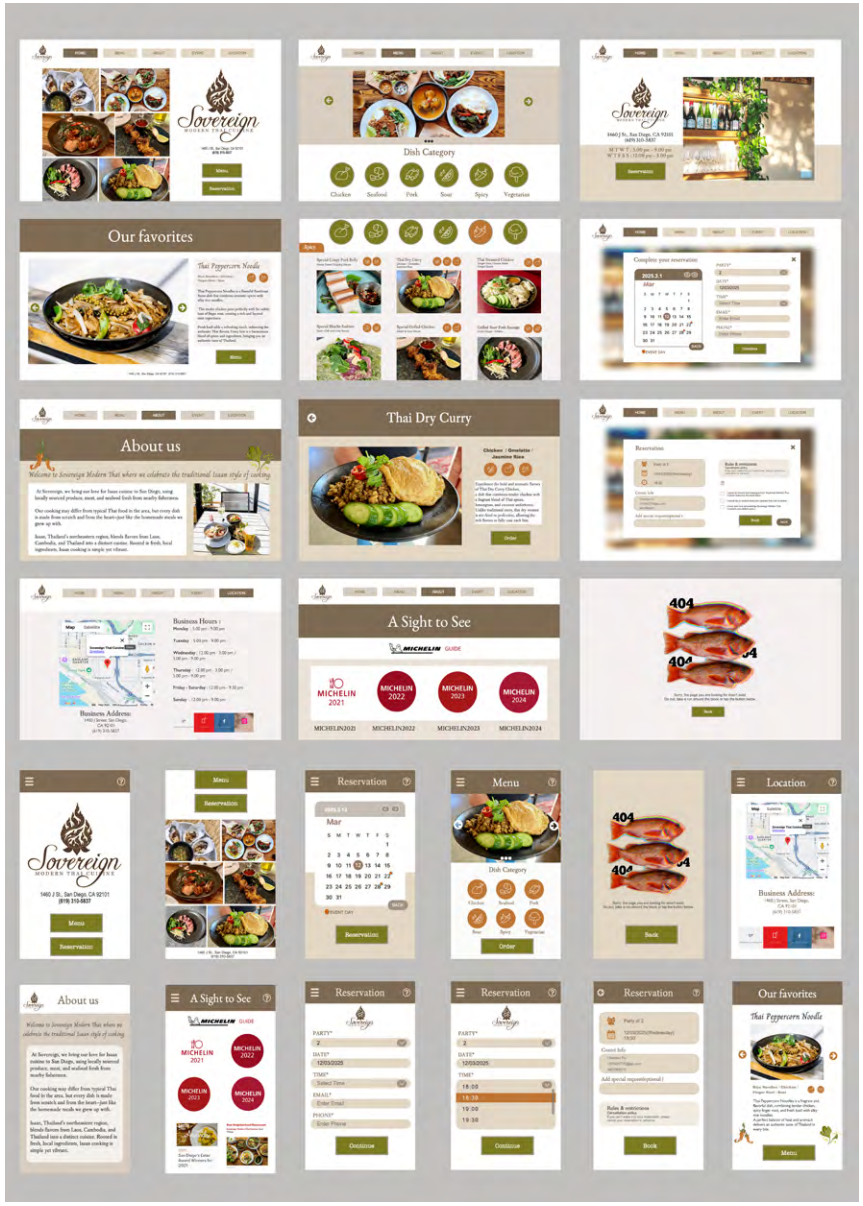

HOME
MENU
ABOUT
EVENT
LOCATION
Dish Category
Spicy
Special Crispy Pork Belly
Thai Dry Curry
Thai Steamed Chicken
Special Bluefin Sashimi
Special Grilled Chicken
Grilled Sour Pork Sausage

F4F3CA
E2D7C5
777C50
7D6B55
BE7737

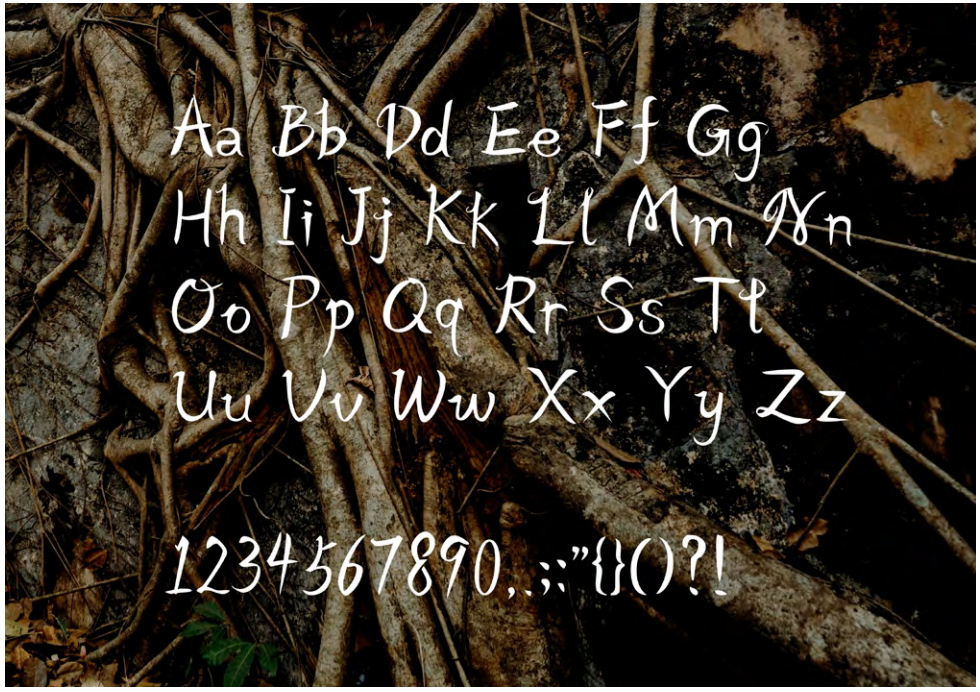
Our favorites
Dish Category


Sovereign
Our favorites
Dish Category
About us
Thai Dry Curry
A Sight to See
Reservation
Menu
Location

04 Organic-Inspired Typography

Type Design

Thai Script Influence:
Observing the wavy strokes and small circular details in Thai writing.
Organic Elements: Drawing inspiration from vines, vegetable growth, and root structures.
Emotional Impact:
Conveying a sense of natural growth, rich flavor, and handcrafted essence.



Fragrance & Flavor
"Aroma" means "fragrance" or "scent," reflecting inspiration from Southeast Asian food and spices like lemongrass and curry leaves, evoking rich sensory experiences.

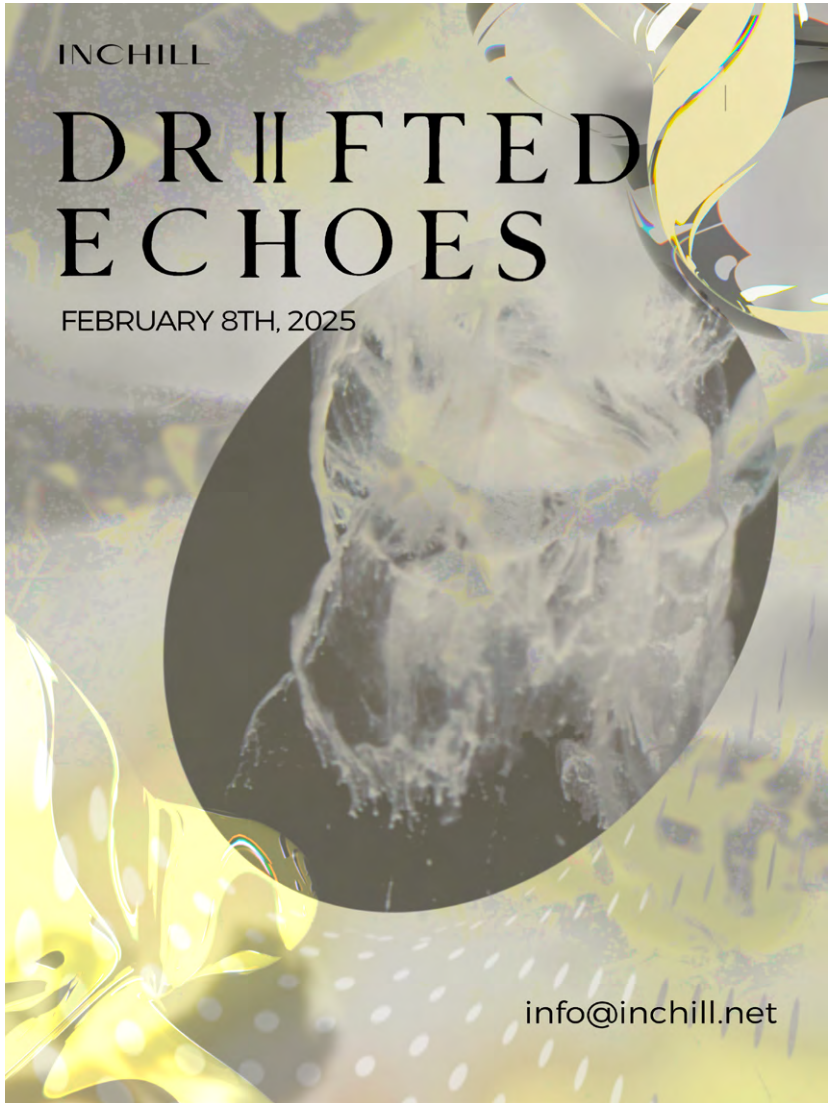
Sensory Experience
Inspired by Thai script, AROMA's waves and circular forms resemble vines and natural growth, symbolizing the free-flowing diffusion of scents.

Organic & Soft
More than visuals, typography conveys mood and atmosphere. AROMA's fluid, organic shapes embody nature, growth, and deep flavor.

05 Poster Explorations

Poster Design

This poster was designed for a lecture hosted by the academy, featuring a renowned artist as the speaker. To attract more students to participate, I chose bold and vibrant colors to enhance visual impact, making the poster more eye-catching and dynamic, while creating an atmosphere full of energy and creativity.



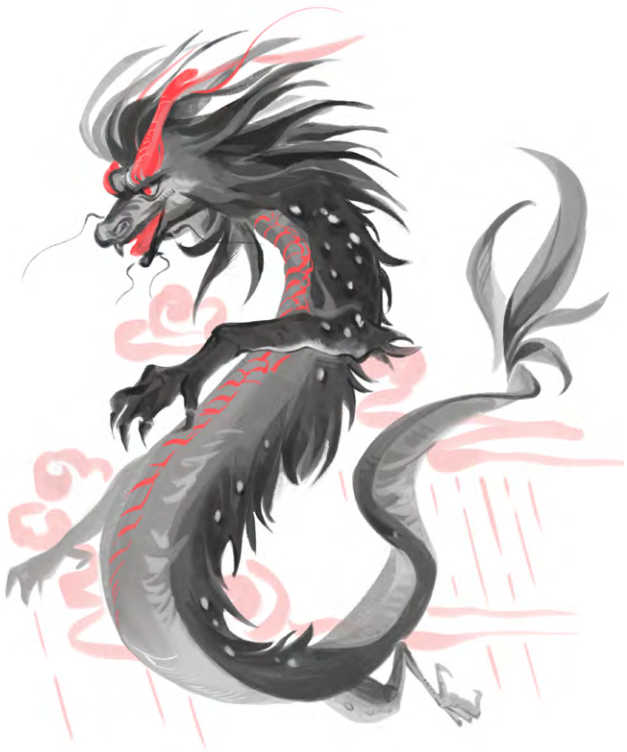
This poster was created for New York Fashion Week to convey the lightness of fabric and the limitless imagination of fashion designers. To achieve this, I incorporated bubble elements, a yellow-gray color scheme, and a soft, blurred aesthetic, creating a dreamy and artistic atmosphere that enhances the sense of fluidity and fashion-forward appeal.

05 Character-focused
Poster Design

MYTHICAL CREATURES — HAND-DRAWN POSTER SERIES

This hand-drawn poster series visualizes three mythical creatures from Chinese folklore—Yinglong, the Phoenix, and the Nine-Tailed Fox. Inspired by traditional Eastern symbolism, each piece combines expressive composition with the flowing textures of ink-style illustration.

The project focuses on visual storytelling through silhouette, rhythm, and mood—without relying on text or branding. It reflects my interest in handcrafted visuals and explores how mythological imagery can be reimagined through contemporary illustration.



Yinglong

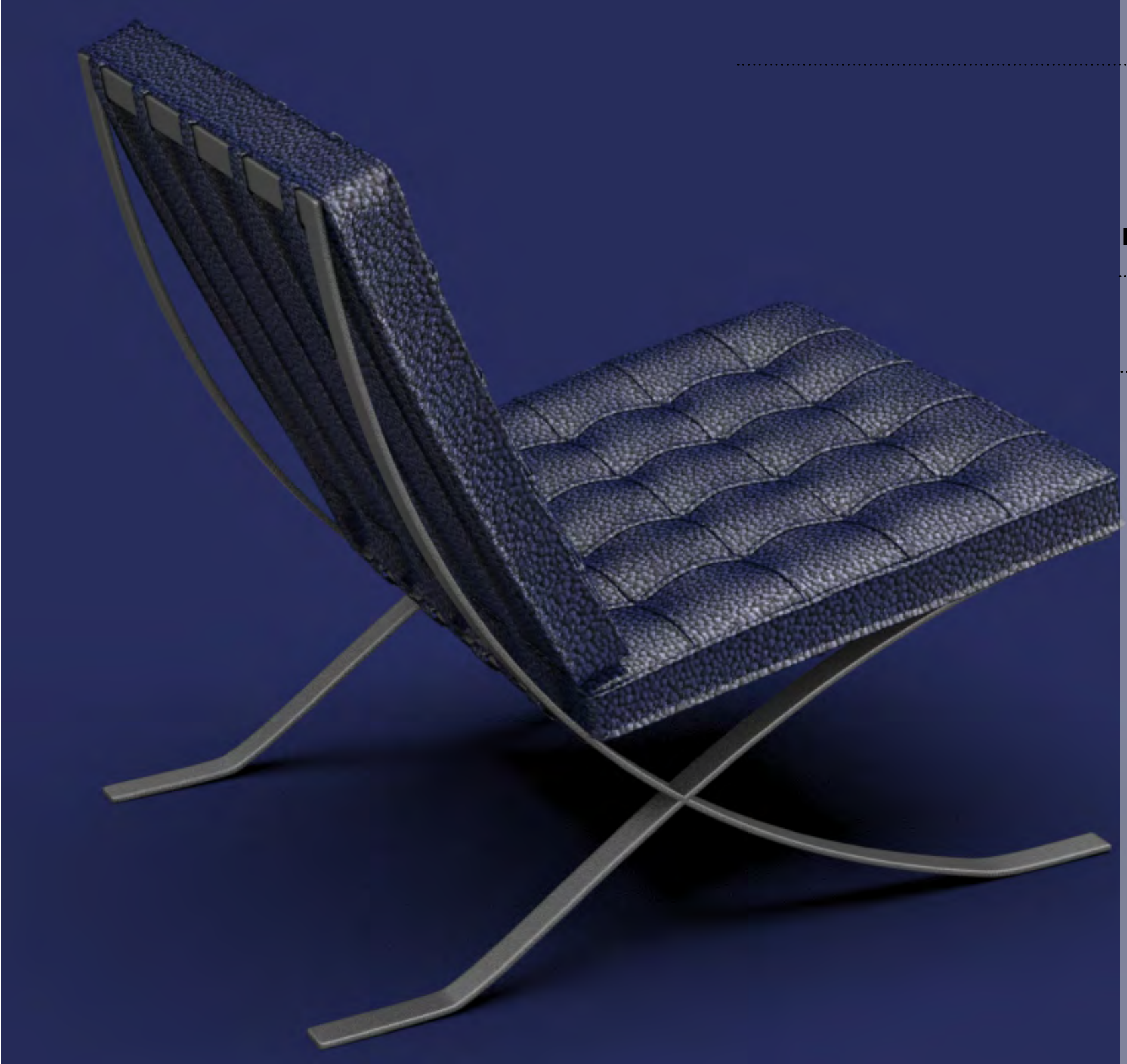
The rain-bringing dragon, surrounded by clouds and flowing energy.

Phoenix

A sacred firebird standing on a flame orb, drawn in bold contrast.

Nine-Tailed Fox

A mystical creature with exaggerated tails and ethereal smoke.

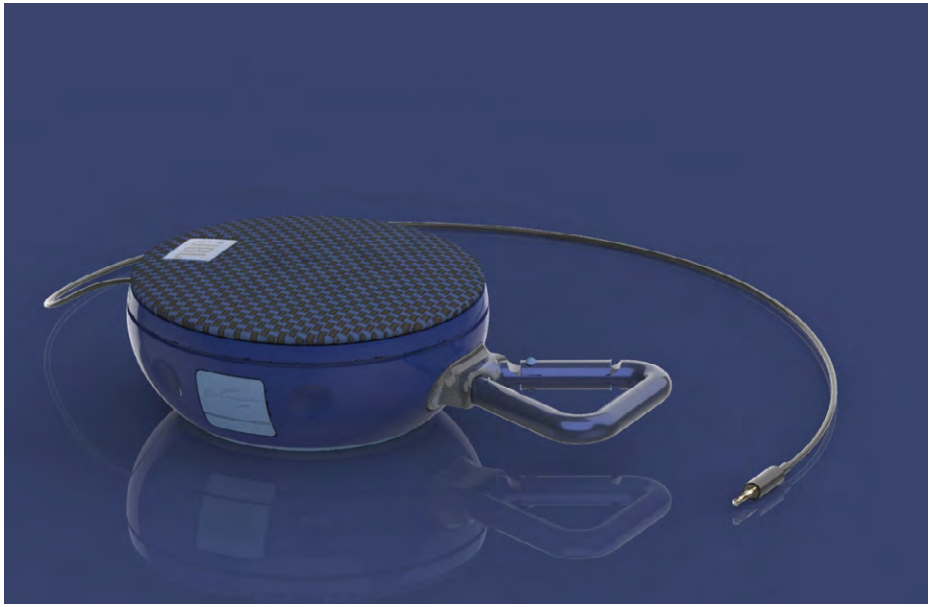


06

Model Rendering

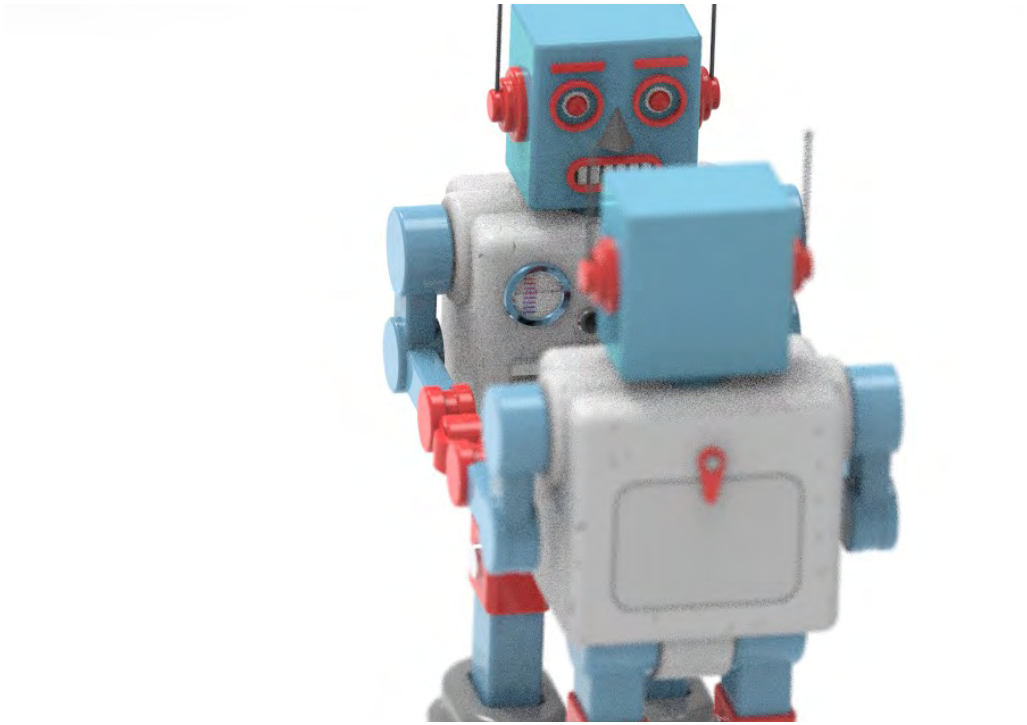
Rendered with KeyShot

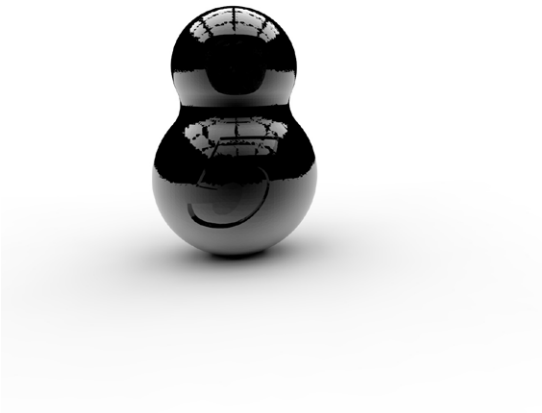
Learning KeyShot has been a challenging yet rewarding journey. From mastering basic rendering techniques to exploring creative possibilities, I have grown both technically and artistically. Along the way, I encountered various obstacles but also discovered exciting new perspectives that



Model Rendering

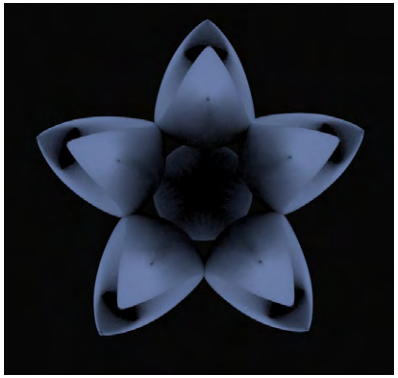
During my journey of learning KeyShot, I grew from a complete beginner to someone capable of creating freely. This process was full of challenges, such as unfamiliarity with rendering principles, repeated trials in adjusting lighting and materials, and figuring out how to make my work more realistic and visually compelling. However, overcoming these difficulties allowed me to continuously improve my technical skills and artistic sensibility.



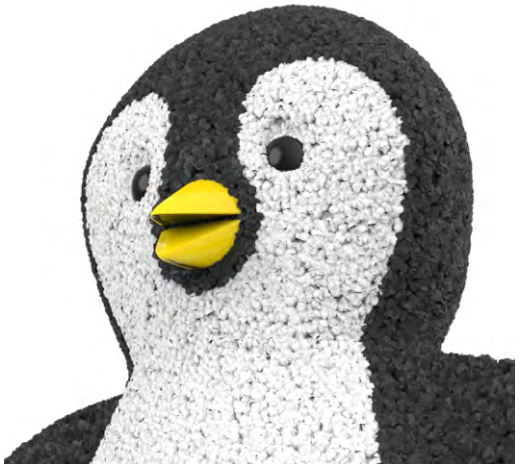


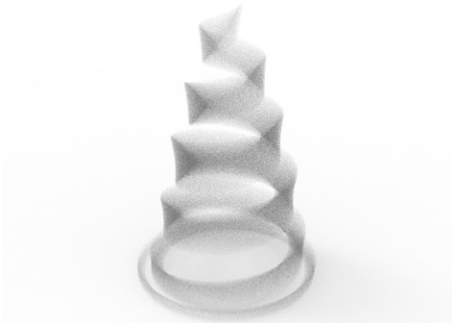
Throughout this journey, my teacher provided tremendous support and guidance, helping me resolve technical issues and encouraging me to experiment with different styles and approaches. Through continuous practice and exploration, I finally mastered the core functions of KeyShot, enabling me to independently render my designs and bring my creative ideas to life. Looking back on this experience, I not only honed my professional skills but also gained the confidence to push my limits and grow beyond my expectations.

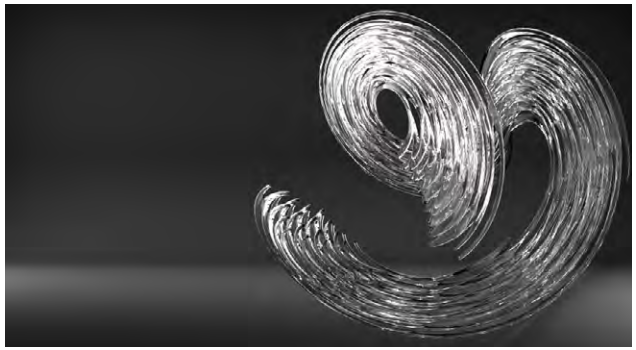
One interesting discovery I made during my rendering process is that, as a graphic designer, I can use special camera angles to create intriguing, semi-geometric compositions. By experimenting with different perspectives, I found that even a simple design can take on a whole new visual impact, adding a unique artistic touch to my work.



In addition to these creative explorations, I also gained a deeper understanding of professional theoretical knowledge. Learning about lighting, materials, and rendering techniques not only improved my technical skills but also enhanced my overall design approach, allowing me to create more refined and visually compelling works.







07 Brand Design

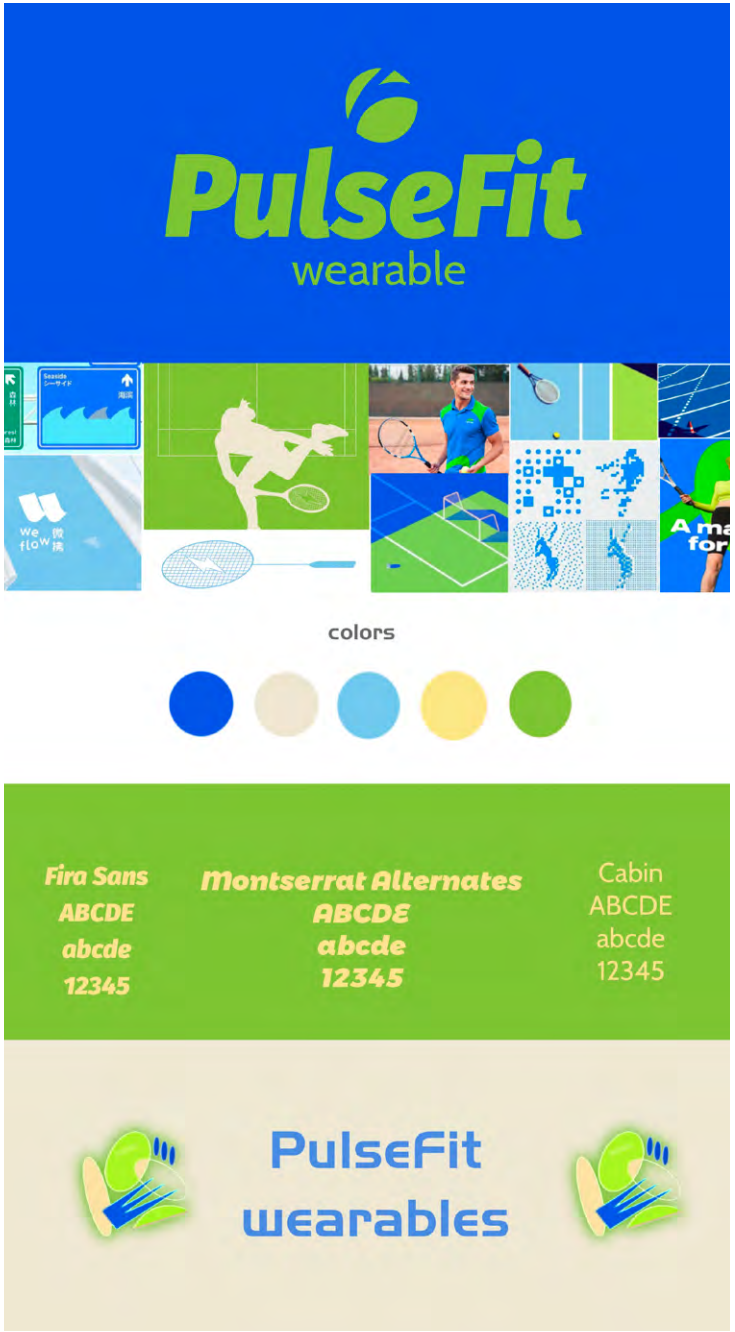
Pulsefit Project Overview

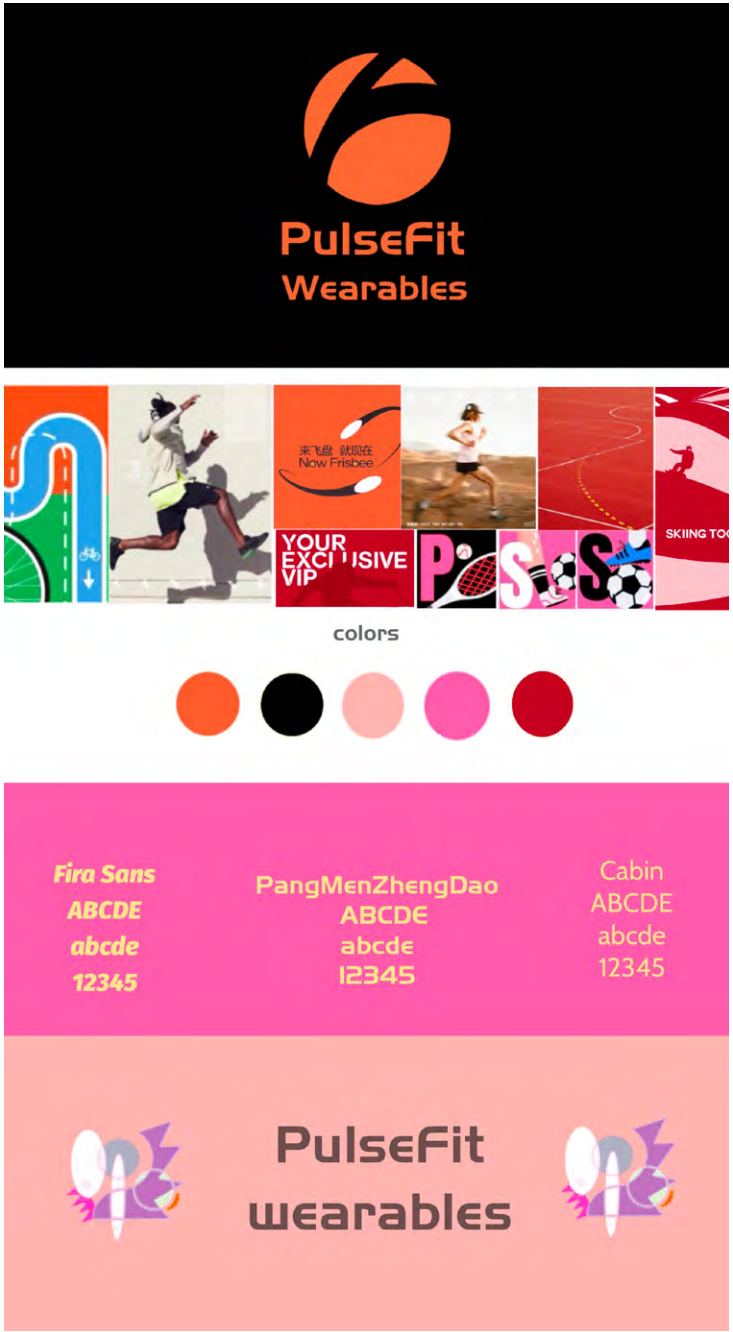
Pulsefit is a comprehensive fitness and wellness brand designed to provide a holistic approach to health. It operates under a Monolithic (Branded House) brand architecture, ensuring a unified identity across all sub-brands.

Core Elements of Pulsefit

Mission & Vision
Mission: To empower individuals to achieve a healthier lifestyle through fitness, nutrition, and community support.
Vision: To become a leading global fitness brand that seamlessly integrates technology, training, and well-being.

Target Audience
Fitness enthusiasts of all levels, from beginners to professionals.
Health-conscious individuals seeking a balanced lifestyle.
People looking for a strong support system through a fitness community.

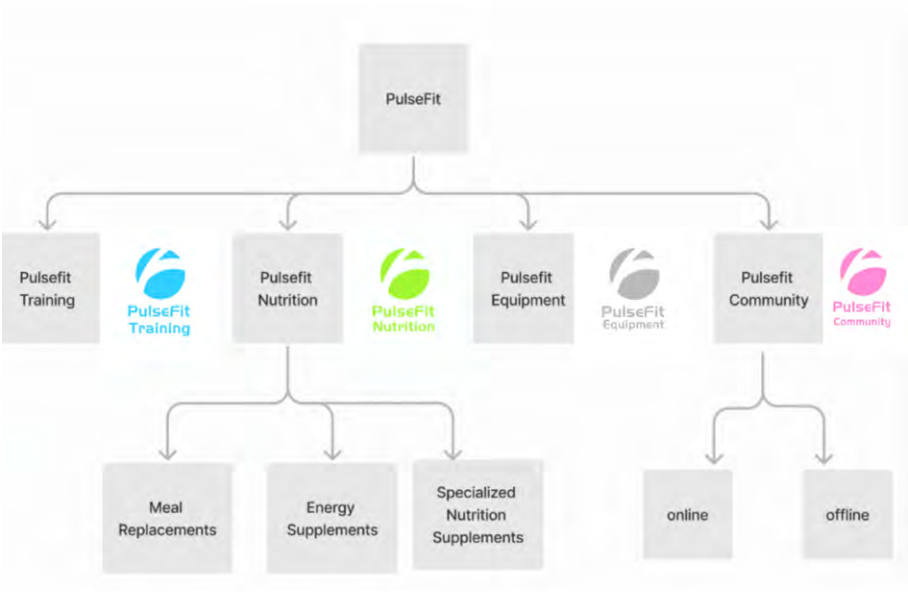




PulseFit Wearable Sports Brand

Brand Structure

Pulsefit Train: Fitness programs and personalized workout plans.
Pulsefit Nutrition: Supplements and dietary plans for optimal health.
Pulsefit Equipment: High-quality fitness equipment and apparel.
Pulsefit Community: A digital and physical space for fitness challenges, events, and user engagement.



Watercolor, Illustration, Character Design

08 I have loved watercolor painting since high school and have continued to create ever since. When traveling, I always carry a small sketchbook to capture the scenery and moments along the way. For me, drawing is not just a hobby but also a way to express myself.

Watercolor, Illustration, Character Design

In addition to character design and illustration, I frequently practice sketching from life to improve my understanding of light and structure. I also focus on texture studies, experimenting with different brushstrokes.

Chentian Fu

PORTFOLIO

Graphic Design

2022-2025