

周健 Zhōu Jiàn

Art Director, Designer

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WORK

DRAAO Shanghai 上海氧格网络科技

Art Director

December 2016 - | Shanghai, China

Tangora Communication 唐策文化传播

Designer

June 2016 - November 2016 | Shanghai, China

EDUCATION

Shanghai Art & Design Academy

Design of Digital Media Arts

September 2014 - June 2017 | Shanghai, China

ABOUT ME

Graduated from Shanghai Art & Design Academy Design of Digital Media Arts, Zhou Jian has been specializing in creative and design work. He has more than three years of experience in advertising, e-commerce and new retail industries.

From 2016, he worked for Tangora Communication and DRAAO Shanghai. The brands he served include: Shuqi KiKi Restaurant, KiKi Groceries, Forbidden City Food, Tencent Sports, Shanghai Takashimaya Mall, Ping An Bank, Bright Dairy, Kindle, GLAMGLOW, AHAVA, CigART, etc.

周健毕业于上海工艺美院数字媒体艺术设计专业，一直从事创意、设计工作，拥有超过三年广告、电商及新零售行业经验。

从 2016 年，先后就职于 Tangora Communication（唐策文化传播）、DRAAO Shanghai（上海氧格网络科技）；服务过的品牌包括：舒淇 KiKi 餐厅、KiKi 食品杂货、故宫食品、腾讯体育、上海高岛屋商城、平安银行、光明乳业、kindle、GLAMGLOW、AHAVA、CigART 等。

Zhōu Jiàn

周健

西双版纳—上海

不运动

很浪

Design

彝

Art Director

骑孔雀的人





Kindle

back-to-school & CNY

开学有惊喜
阅读再升级

kindle paperwhite
亚马逊电子书阅读器

The advertisement features a top-down view of a person's hands holding a stack of books. The top book is 'The Grass House' (草房子) by Cao Wenxuan (曹文轩). Below the stack, a pair of hands in a striped shirt holds a Kindle Paperwhite, which displays the same book cover. The background is split into a blue upper half and a yellow lower half. The yellow section contains school supplies like a pencil, ruler, and compass. The text '开学有惊喜' (Surprise at the start of school) and '阅读再升级' (Reading upgrade) is prominently displayed in the blue section. The Kindle logo and 'kindle paperwhite' branding are in the bottom right, along with the text '亚马逊电子书阅读器' (Amazon e-reader).

[illegible]

LAYOUT

CigART

a lifestyle brand that sells fun

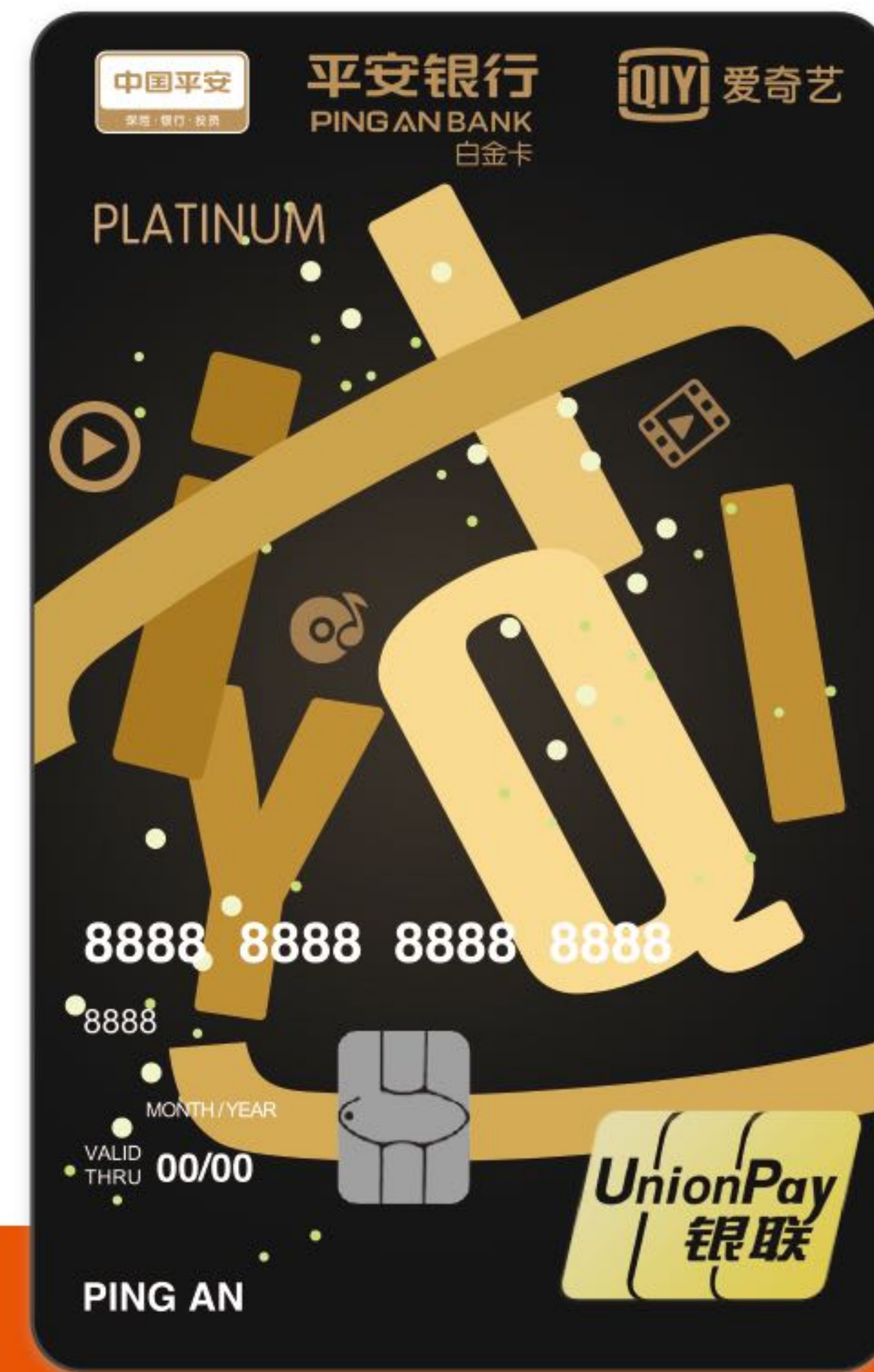


DEVELOP CREATIVE CONCEPT STRATEGY
BRANDING + MARKETING + OPERATION



PING AN BANK

iQIYI co-branding



CARD DESIGN

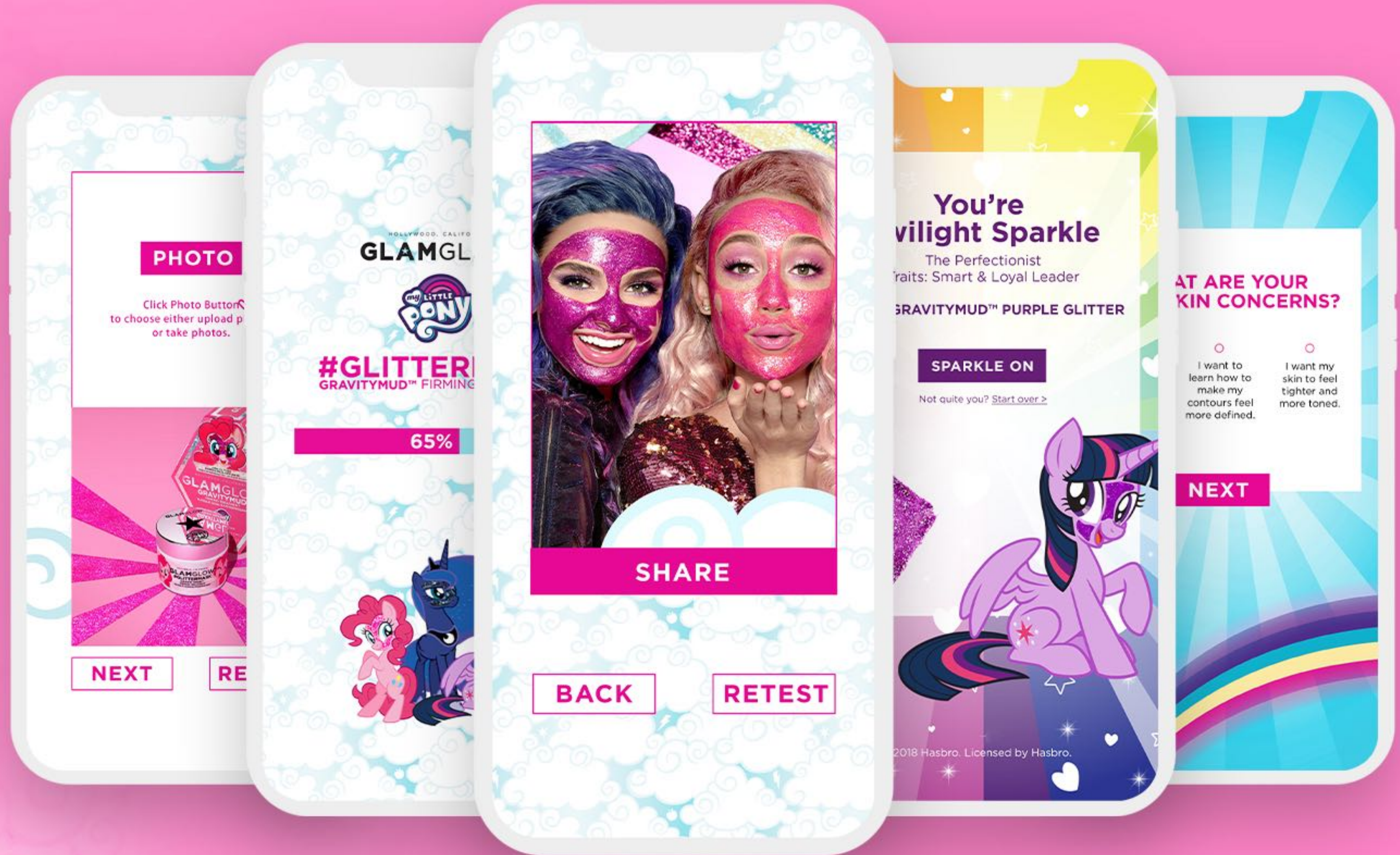
HOLLYWOOD, CALIFORNIA
GLAMGLOW®



Limited Edition My Little Pony

#GLITTERMASK
GRAVITYMUD™ FIRMING TREATMENT

Same sexy benefits, now with #PONYPOWER!



NEW PRODUCTS
SOCIAL MEDIA HTML5

