

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

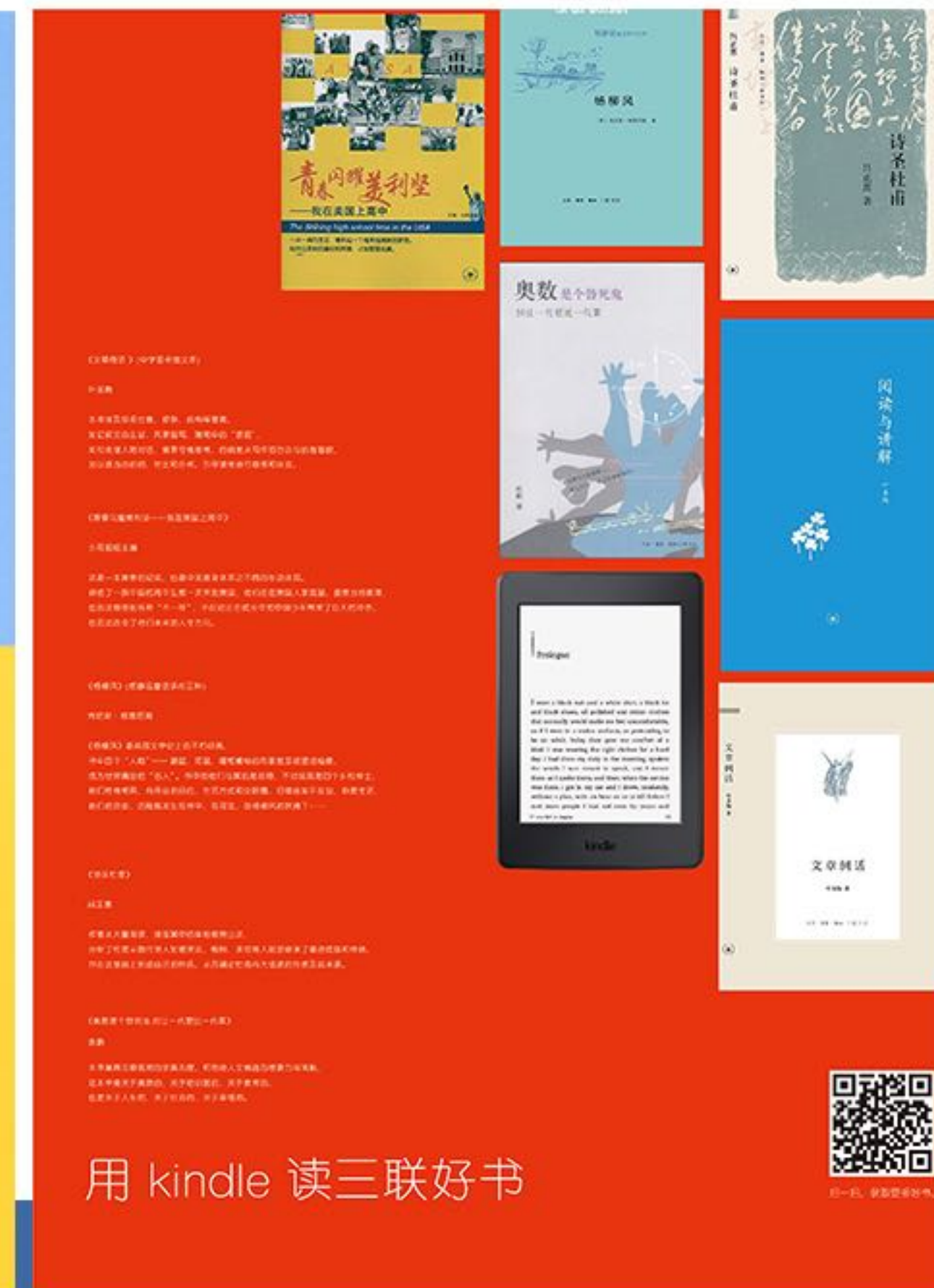
back-to-school & CNY



开学有惊喜
阅读再升级

kindle paperwhite
亚马逊电子书阅读器

The image shows a pair of hands holding a stack of books, with the top book being 'Grass House' (草房子) by Cao Wenxuan. Below the hands, a Kindle Paperwhite is shown displaying the same book cover. The background is a bright yellow surface with various school supplies like a pencil, eraser, and paper clips. The text '开学有惊喜 阅读再升级' (Back to school with surprises, reading upgrade) is prominently displayed in the center.



用 kindle 读三联好书

扫一扫，领取电子书。

The image shows a collage of book covers, including 'Grass House' (草房子), 'The History of the Qing Dynasty' (清史稿), and 'The History of the Ming Dynasty' (明史). A Kindle Paperwhite is shown displaying a book cover. The background is a bright red surface. The text '用 kindle 读三联好书' (Use Kindle to read Sanlian's good books) is prominently displayed in the center. A QR code is located in the bottom right corner.

LAYOUT

CigART

a lifestyle brand that sells fun

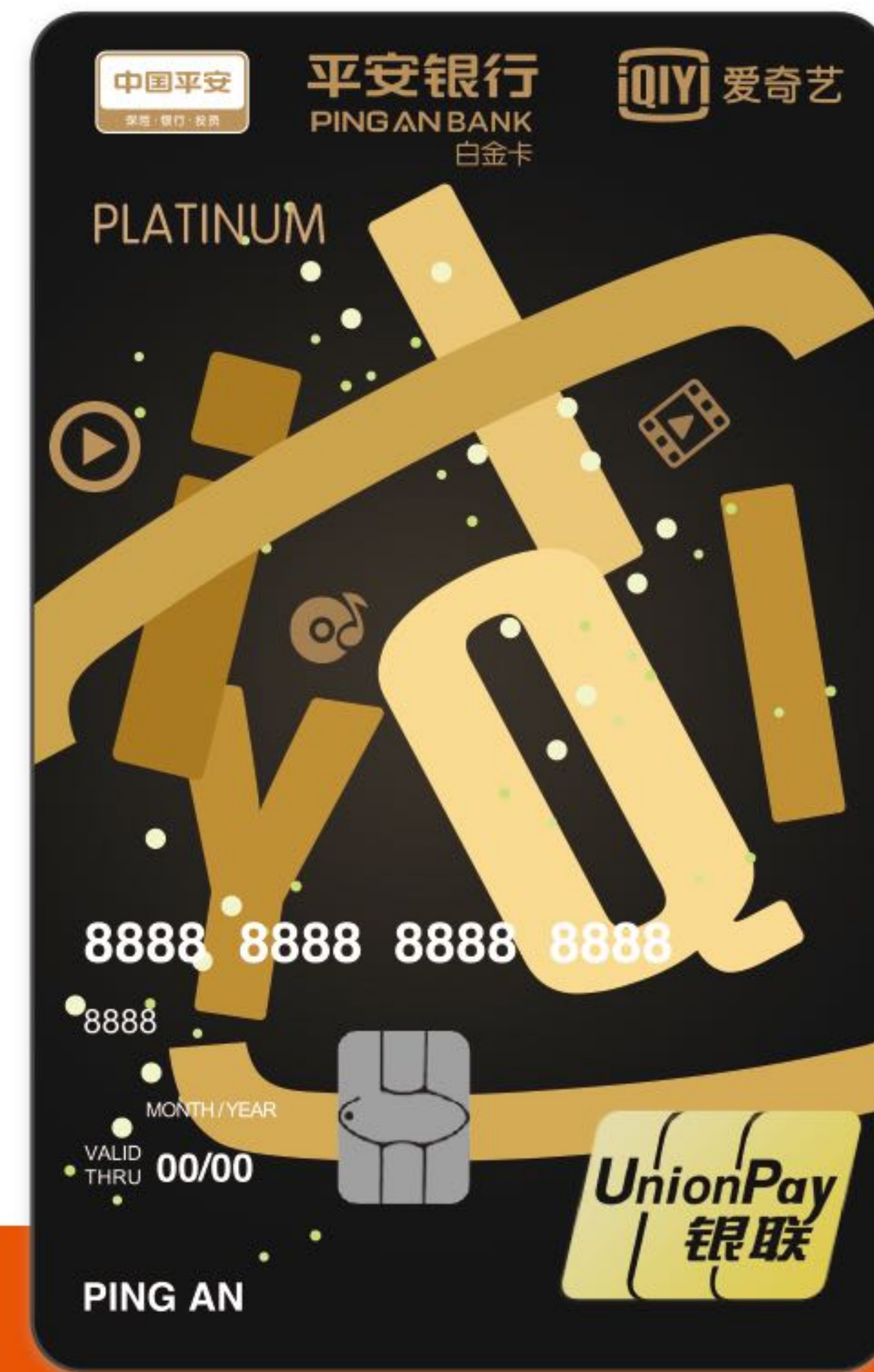


DEVELOP CREATIVE CONCEPT STRATEGY
BRANDING + MARKETING + OPERATION



PING AN BANK

iQIYI co-branding

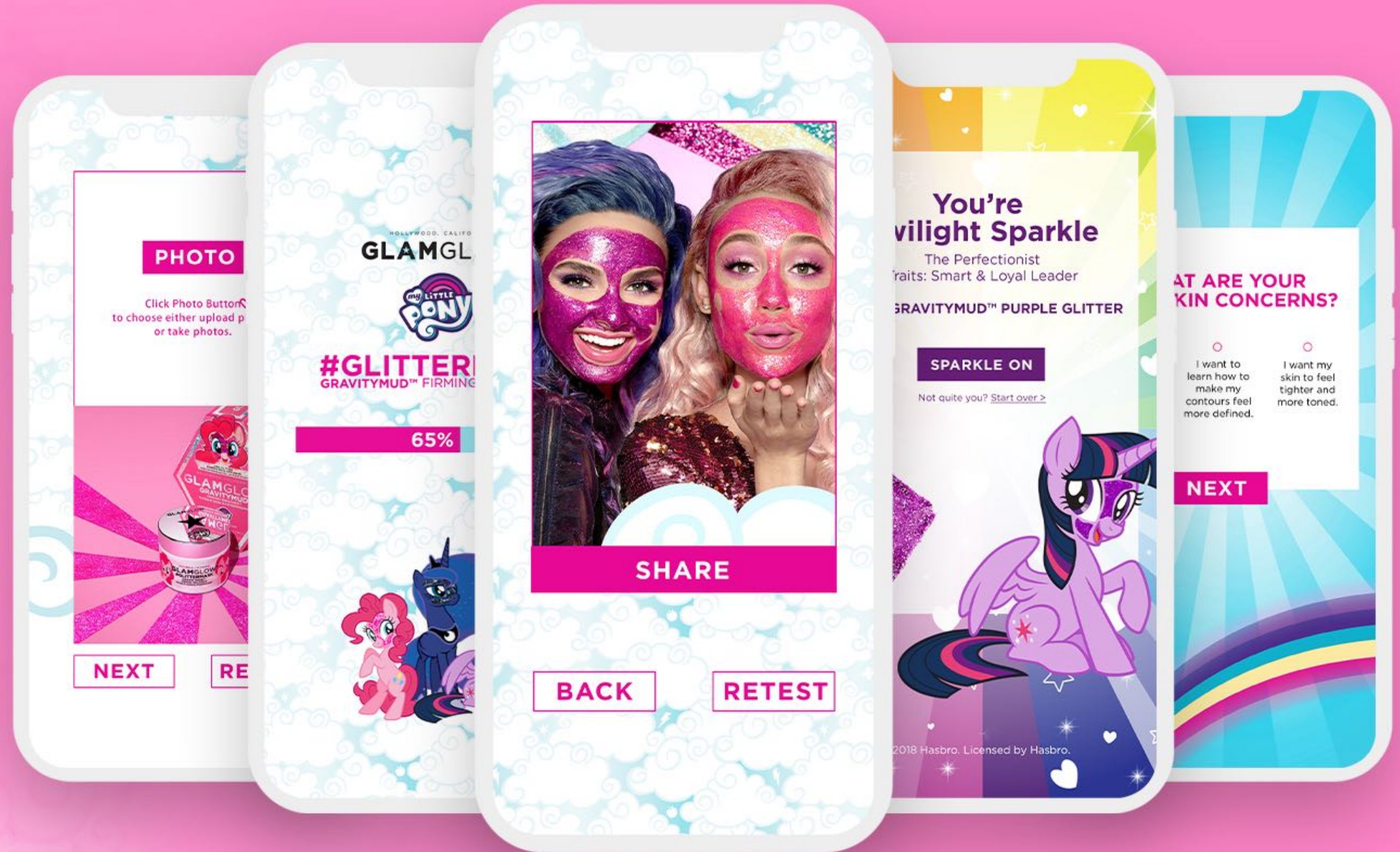


CARD DESIGN



Limited Edition My Little Pony
#GLITTERMASK
GRAVITYMUD™ FIRMING TREATMENT

Same sexy benefits, now with #PONYPOWER!



NEW PRODUCTS
SOCIAL MEDIA HTML5

