



EDUCATION 教育经历

SEP 2018 – JUN 2022

Visual Communication Design, Bachelor of Arts, University of Science and Technology Beijing 视觉传达设计, 学士, 北京科技大学

GPA: 3.5/4.0 (5/40)

Awards:

The 20th The Asia-Pacific Design (APD 2024)

Award360° 2024

Hiiibrand Awards 2023

INTERN EXPERIENCE 实习经历

Empowering design-driven and sustainable fashion businesses through brand strategy¹. Participating in the blockchain and crypto art trends through brand design². Exploring the Internet economy through visual design³.

以品牌策略助力设计驱动与可持续时尚企业¹, 以品牌设计参与区块链与加密艺术浪潮², 以视觉设计初探互联网经济³。

- 1 Sustainable fashion social enterprise, JIUHAO, China Mainland (Remote) 平面设计实习, 初创团队, 旧好, 中国大陆 (远程) DEC 2021 – MAY 2022
- 2 Brand Design Assistant, Brand Design Dept., Si'an Design Agency, Beijing 品牌设计助理, 品牌设计部门, 思案设计咨询, 北京 AUG 2021 – NOV 2021
- 3 Graphic Design Intern, Marketing Dept., Netnease, Beijing 平面设计实习, 市场部, 网易, 北京 DEP 2020 – APR 2021

ABILITY 能力

Art Direction (Graphic & Shooting)
Logography, typography and layout (Ai.& Id.)
Motion and video edit (Pr. & Ae.)
Photography & Retouch (Ps. & Lr.)
3D scene edit and render (C4d.)
AI-assisted visual creation (ChatGPT)
Design thinking (UX & Service Design)

CLIENTS 服务客户



秦

良

禹

QINLIANGYV

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WORK EXPERIENCE 工作经历

Senior Graphic Designer, KAUKAU, Shanghai

APR 2023 – FEB 2025

资深平面设计师, KAUKAU, 上海

- Art Direction:** Deeply involved in the early stages of projects, including graphic design, motion graphics, packaging, products, and photography. Responsible for post-production, creating shooting plans, and providing guidance on lighting, color tones, and retouching to enhance overall quality. Coordinate with the team and other creatives on set to ensure smooth execution and maintain control throughout the process—from concept development to final output.
- PR:** Responsible for the planning and creation of content for the studio's official social media accounts, including the design, photography, and post-production of promotional images. Focused on visual expression and communication effectiveness, ensuring the studio maintains its unique tone and identity.
- Brand System Design:** Possesses strong capabilities in systematic brand design, with experience handling projects from global brand campaigns to fashion shows and logo upgrades. By decoding brand positioning, develops recognizable and extendable visual languages—including logo systems, typography, and brand extensions.
- Motion Graphics Design:** Responsible for the entire process of dynamic design, from research to project execution, including style research, storyboard creation, and motion effect production. Proficient in using After Effects and TouchDesigner to achieve high-quality motion effects and interactive designs.
- Layout and Book Design:** Skilled in using grid systems and layout tools for precise visual presentation (books, posters). Strong at developing multiple extension materials from the main visual, adapting to the needs of different communication scenarios.
- 艺术指导:** 深度参与项目的前期策划, 包括平面/ 动态/ 包装/ 产品/ 拍摄等。在后期拍摄时设计拍摄方案, 提供灯光、色调及修图等具体执行层的指导, 提升整体作品质感, 在拍摄现场协调团队与其他创意人员, 把控从创意发想到成片输出的全流程;
- 新媒体形象公关:** 负责工作室公众号及其他社交媒体内容的策划与制作, 参与宣传图像的设计、拍摄与后期制作, 注重视觉表现力与传播效果, 维持工作室的独特调性;
- 品牌系统性设计:** 具备系统化品牌设计能力, 经手项目从全球性品牌活动到时尚品牌秀场再到品牌标志升级均有涉及。通过深入解码品牌定位, 设计具有识别性和延展性的视觉语言, 包括 Logo 设计、字体设计及品牌系统延展;
- 动态影像设计:** 负责前期调研到完整项目执行的动态设计全流程, 包括风格调研、分镜绘制与动效制作。熟练使用 After Effects 和 TouchDesigner, 实现高质量动效及交互设计。
- 版式与书籍设计:** 通过网格系统, 熟练操作排版工具进行精准的视觉呈现 (书籍、海报); 善于从主视觉出发, 开发多种延展性物料, 适应不同传播场景的需求。

Graphic Designer, Brand Dept., LOOKNOW, Shanghai

JUL 2022 – MAR 2023

平面设计师, 品牌部, LOOKNOW, 上海

- Event (Pop-up) Visual Design:** Participated in concept planning, explored visual styles, and designed around existing brand stores. Considered human scale and extended visuals into shop windows and interior spaces.
- Brand Marketing Vision System:** Analyzed online and offline marketing channels through competitor research. Divided new media content into sections and developed visual specifications (color, font, layout) to ensure refined execution.
- Visual Operation:** Responsible for quarterly brand window displays, event posters, and WeChat Official Account design.
- Construction & Execution:** Produced production documents and participated in the design and release of space materials (pop-ups, window displays), packaging (New Year gift boxes), limited-edition clothing (vests), and operational materials (manuals, posters, stickers).
- 空间活动(快闪)视觉设计:** 参与活动概念策划, 探索视觉风格, 围绕品牌现有店铺, 以人为尺度, 视觉延展进店铺橱窗与空间内部;
- 品牌营销视觉系统构建:** 通过同类竞品分析, 梳理品牌线上线下营销渠道。划分新媒体内容板块, 并为其制定视觉规范(颜色、字体与版式), 实现精细化运营;
- 视觉运营:** 负责品牌季度橱窗、活动海报、新媒体的视觉设计;
- 落地执行:** 物料制作文件输出, 深度参与空间物料(快闪、橱窗)、包装(品牌新年礼盒)、服装(限定卫衣)、运营物料(手册、海报、贴纸)的设计与交付环节。