



## EDUCATION 学历

SEP 2018 - JUN 2022  
Visual Communication Design, Bachelor of Arts,  
University of Science and Technology Beijing  
视觉传达设计, 本科, 北京科技大学  
GPA: 3.5/4.0 (Top 5 in grade)

## ABILITY 能力

Art Direction (Graphic & Shooting)  
Logography, typography and layout (Ai.& Id.)  
Motion and video edit (Pr.& Ae.)  
Photography & Retouch (Ps.& Lt.)  
3D scene edit and render (C4D)  
AI-assisted visual creation (ChatGPT & Midjourney)  
Design thinking (UX & Service Design)

## AWARDS 奖项

Asia-Pacific Design (APD), Shenzhen, 2024  
Award360°, Guangzhou, 2024  
Hiibrand Awards, Guangzhou, 2024  
Platinum Originality, Hangzhou, 2022

## EXHIBITION 展览

ShinyTrip, Shanghai, 2024  
China TDC 2024, Shenzhen, 2024  
Hiibrand Awards, Huaian, 2024  
Beyond Value, Beijing, 2024  
D&AD, Shanghai, 2024  
Unfold, Shanghai, 2023

## CLIENTS 服务客户



Condé Nast Traveler HYPEBEAST STAFFONLY KAU KAU  
OUTnABOUT LOOKNOW KREW

## INTERN EXPERIENCE 实习经历

DEC 2021 Graphic Design Intern, JIUHAO, China Mainland (Remote)  
MAY 2022 平面设计实习, 可持续时尚企业(初创团队), 旧好, 中国大陆(远程)

AUG 2021 Brand Design Assistant, NFT Dept., Si' an Design Agency, Beijing  
NOV 2021 品牌设计助理, 区块链加密艺术部门, 思案设计咨询, 北京

DEC 2020 Graphic Design Intern, Marketing Dept., Netnease, Beijing  
APR 2021 平面设计实习, 市场部, 网易, 北京

# QIN LIANG YU

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## WORK EXPERIENCE 工作经历

FEB 2025 ART DIRECTOR & GRAPHIC DESIGNER,  
PRESENT HYPEBEAST (HYPEMAKER), SHANGHAI

### Campaign Art Direction

Contributed to seasonal product campaign art direction for adidas & adidas ORIGINALS. Collaborated closely with the team on early-stage creative development and visual concept design. Developed detailed shoot plans and provided on-site direction for lighting, composition, and tone to ensure strong visual consistency and brand recognizability. Oversaw coordination between creative and production teams, driving cross-functional collaboration efficiently in a fast-paced, international environment to deliver high-quality outcomes.

### Event & Popup Visual Design

Led visual concept development and execution for adidas & adidas ORIGINALS offline events, including product launches and pop-ups. Extended creative concepts into spatial and window display designs, integrating audience flow and brand narrative. Created immersive and socially engaging experiences through on-site visuals.

### Cross-Platform Visual Adaptation

Directed the adaptation of campaign key visuals across various channels, including social media assets, retail collaterals, and out-of-home advertising. Ensured systemized and coherent visual identity across all touchpoints. Managed end-to-end execution from concept to final production, demonstrating strong project management skills and attention to delivery quality.

### International Creative Collaboration

Worked across time zones and languages with global brand teams, local markets, PR, and production teams. Maintained sharp creative judgment under tight deadlines, enabling rapid iteration and rollout of campaigns. Gained extensive experience in high-intensity creative execution within a leading global media and culture platform.

APR 2023 SENIOR GRAPHIC DESIGNER,  
FEB 2025 KAU KAU, SHANGHAI

### 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.

### Public Relationship

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 Graphic 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 film designs.

### Layout & Editorial Design

Skilled in using grid systems and layout tools for precise visual output (books, posters). Strong at developing multiple extension materials from the main visual, adapting to the needs of different communication scenarios.

JUL 2022 GRAPHIC DESIGNER, BRAND DEPT.,  
MAR 2023 LOOKNOW, SHANGHAI

### Event & Popup Visual Design

Contributed to the creative planning and visual direction of offline activations and pop-up events. Developed site-specific visual narratives based on human-scale spatial experience, extending brand visuals into window displays, in-store props, and environmental graphics to create immersive brand moments.

### Brand Visual System Development

Conducted competitor analysis and audited brand communication channels across digital and retail. Structured social media content categories and established visual guidelines—covering color, typography, and layout systems—to support cohesive and scalable brand expression.

### Visual Content Operations

Led the seasonal visual design for retail window displays, campaign assets, and social media content. Balanced brand storytelling with communication effectiveness across multiple touchpoints, maintaining strong visual consistency and audience relevance.

### Production & Execution Oversight

Managed final artwork preparation and production files. Closely involved in the execution of spatial materials (pop-ups, window displays), packaging (holiday gift boxes), limited apparel (e.g. hoodies), and brand collateral (magazines, posters, stickers), ensuring high-fidelity translation from design to delivery.

艺术指导与平面设计,  
HYPEBEAST (HYPEMAKER), 上海

平面广告艺术指导  
参与 adidas & adidas ORIGINALS 季度产品 Campaign 的平面广告拍摄艺术指导工作。与团队合作完成前期创意构思与视觉风格设定，制定拍摄方案并现场指导灯光、构图与色调，确保成片具备高度视觉统一性与品牌辨识度。在快节奏国际项目中高效推动跨部门协作，提升作品完成度与执行效率。

活动空间视觉设计  
负责 adidas & adidas ORIGINALS 线下 Event (如新品发布、限时快闪) 整体视觉概念与落地设计。从活动创意概念延展至空间与橱窗视觉，结合人流动线与品牌语境，设计场景化传播内容，营造具沉浸感与话题度的现场体验。

跨平台视觉延展  
主导 Campaign 核心视觉在不同媒介上的延展应用，包括社交媒体内容图像、门店物料、户外广告等。确保品牌视觉在不同传播场景下保持系统性、一致性与灵活性。具备良好的项目统筹能力，熟悉从设计到物料落地的全流程管理。

国际团队协作  
在多语言、多时区的工作环境中下，日常与总部品牌团队、本地市场、公关与制作团队密切协作。擅长在高压下保持创意判断，推动项目快速迭代与落地，具备国际潮流媒体环境下的高强度创意执行经验。

资深平面设计师,  
KAUKAU, 上海

视觉艺术指导  
深度参与项目的前期策划，包括平面 / 动态 / 包装 / 产品 / 拍摄等。在后期拍摄时制作拍摄方案，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品输出的全流程；

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，参与宣发图像的设计、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  
负责前期调研到后期项目执行的动态设计全流程，包括风格调研、分镜头绘制与动态效果制作。熟练使用 After Effects 和 TouchDesigner，实现高质量动感及影像设计。

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，延展线上与线下多渠道物料，适应不同传播场景的需求。

平面设计师, 品牌部,  
LOOKNOW, 上海

空间活动视觉设计  
参与品牌线下快闪活动及空间项目的创意策划与视觉风格探索。围绕现有门店环境，通过“以人为本”的空间叙事方式，将视觉语言延展至橱窗、展陈装置与室内动线，打造具沉浸感与识别度的现场体验。

品牌视觉系统构建  
通过竞品调研与品牌渠道分析，梳理线上线下传播结构，构建起系统化的视觉规范，包括色彩、字体与版式逻辑，推动品牌精细化内容运营与长期视觉一致性。

视觉内容运营  
主导品牌季度橱窗、campaign、活动物料及社交媒体内容的视觉设计。注重视觉传播与品牌表达之间的平衡，使不同传播平台的设计协调统一、具备辨识度。

落地与执行管理  
负责设计文件输出与物料落地执行，深度参与快闪与橱窗物料、礼盒包装、限量服装与周边物料（手册、贴纸、海报等）的制作与生产流程。确保设计概念在最终呈现中实现高度还原。