

KAYLE

KAYLE WANG

PORTFOLIO

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EDUCATION

2014-2015

Master,Graphic Design
Kingston University London

2008-2012

Bachelor, Product Visual Design
Nanking Forestry University

CLIENTS

The Puxuan Hotel,
Geernikon

Watsons

Alpha Style,Isabelle Blance,
Tisino, Meihua

Peet's Coffee,Lyfen,Jiujinya,
Yuku,Uni-President Group,
Pizza Marzano

WORKING EXPERIENCE

▼ **2019-2020**

freelance designer,
Studio include:
Xshowroom,Project Crossover,
Trindsight Design.co,
Shanghai Longyi Ltd

2017

Designer,
Creative Capital

▼ **2016**

Designer,Prismo China
Designer,Xichao Sjtu Ltd

2015

Designer Assistant,
jason banks

▼ **2014**

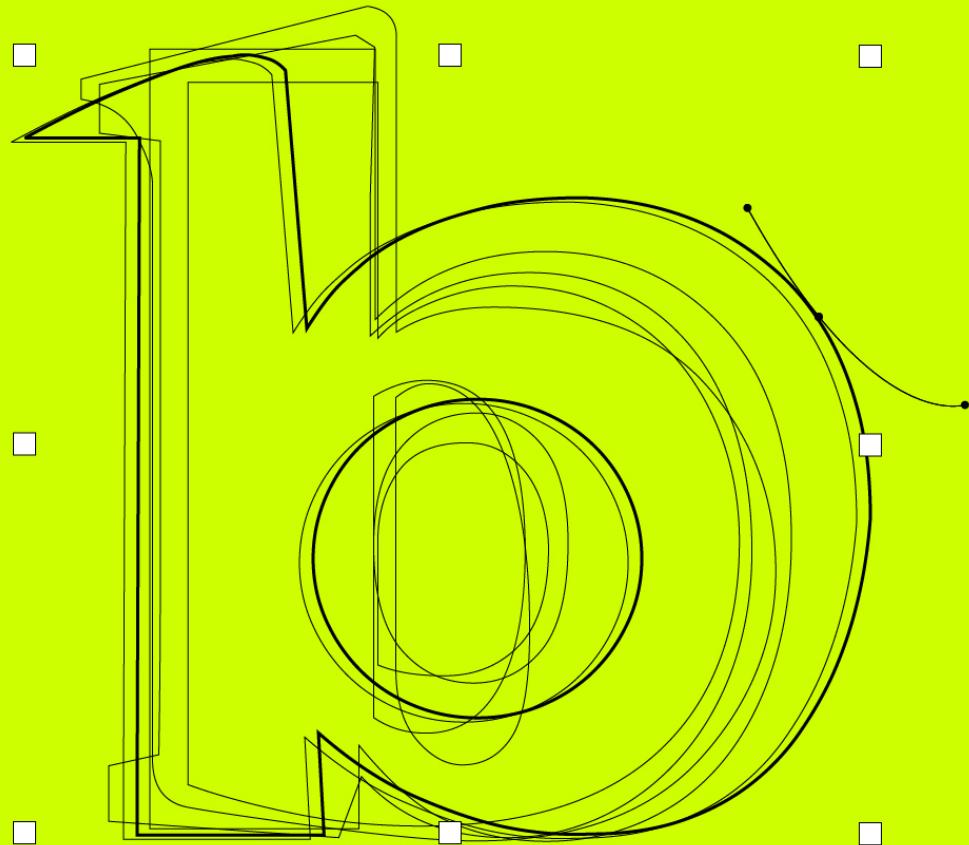
Designer,
Baizhi Brand Promoting

2012-2013

Design Assistant,
Institution Of North East University

BRANDING

+
Logo
Visual Identity
Key Visual Design



MEIHUA Sports Brand

“梅花”是成立于1947年的中国本土体育服饰品牌。上世纪60年代被指定为中国国家队标配服装，1984年伴随着中国体育健儿出征第23届洛杉矶奥运会，见证了中国第一枚奥运会金牌的诞生。品牌形象重塑以继承梅花品牌基因为基础，将经典、现代与未来美学的概念融入品牌新开发的五个核心系列。致力于打造新的国潮形象，吸引年轻消费人群。

“MEIHUA” as a famous Chinese local sports wear brand, was established in 1947. In the 1960s, it was designated as the standard costume of the Chinese national team, and since then it has been praised as the “national costume” of Chinese athletes. In the 1984, “MEIHUA” accompanied Chinese athletes to the 23rd Los Angeles Olympic Games, witnessing the birth of China's first Olympic gold medal. On the basis of inheriting the excellent gene of the Plum Blossom brand, brand reshaping Integrates the aesthetic perception of classic, modern and future into its five core collections, dedicate to create a new image of Chinese fashion and attract young generation.



Retro Meihua

历代记系列,向经典致敬,产品风格结合梅花的经典元素和历史事件等为历代记产品赋予更丰富的文化和精神内涵。

Retro sports fashion series, salute to the classics, product style combined with the classical elements of MEIHUA and historical events and so on to give more rich cultural and spiritual connotations to the products of the past dynasties.

历代記
RETRO
MEIHUA

历代記
RETRO
MEIHUA

历代記
RETRO
MEIHUA

历代記
RETRO
MEIHUA







Meihua Athletic

运动场系列,延续梅花的运动基因,从设计和科技角度完善提高产品

美观舒适指数,为运动健身人群提供美观的高性能体育装备产品。

Sports Products Series, continue the sport gene of MEIHUA,
improve the aesthetic comfort index of products from the
perspective of design and technology, and provide beautiful
high-performance sports equipment products for sports fitness
crowd.





ATHLETIC
M E I H U A



ATHLETIC

M E I H U A







M E I H U A

16/27

Retro Rebel

结合前沿个性的流行元素,为新世代的个性青年奉上能展现他们不羁、先锋和挑战一切的性格相匹配运动服饰产品。

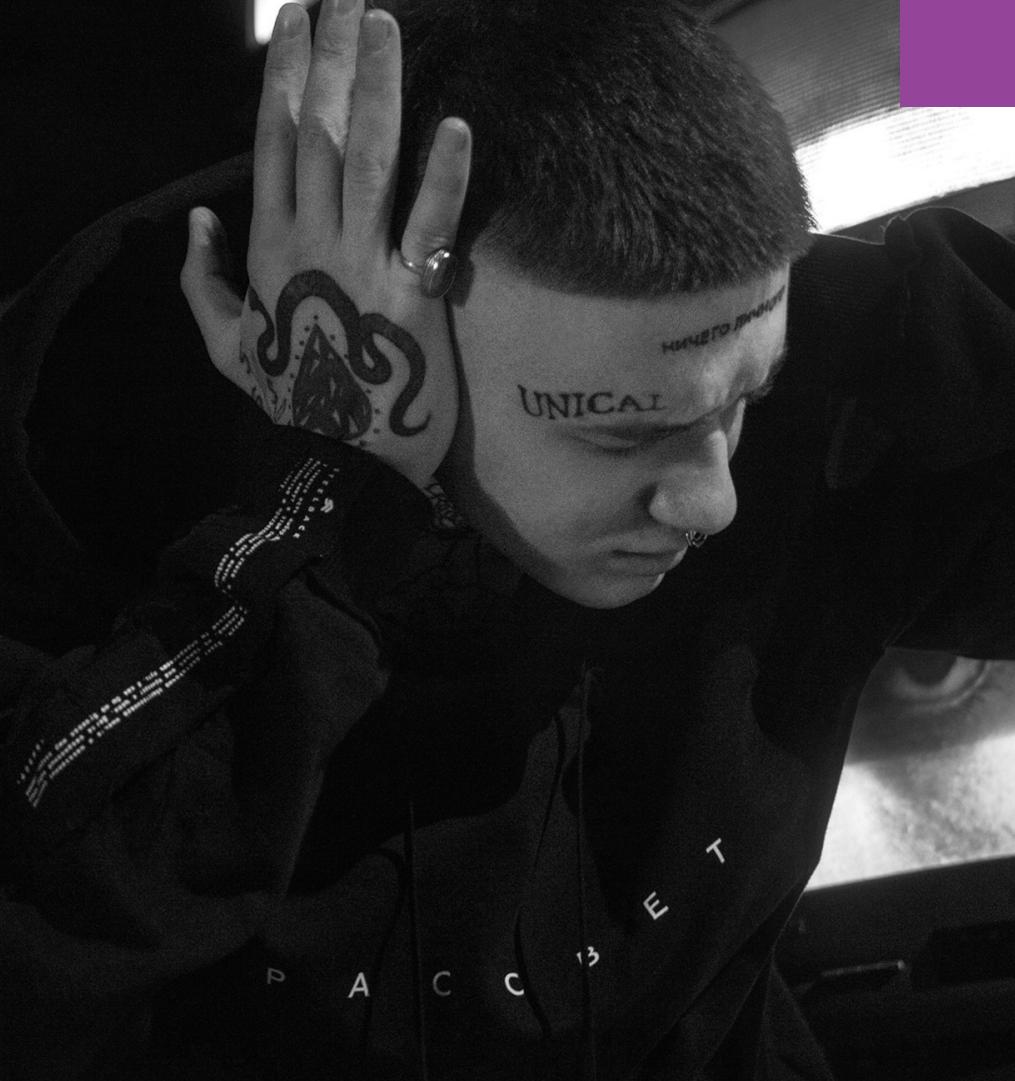
Fashion series of fashion trends, combined with the fashion elements of frontier personality, provide the new generation of personality youth with sports clothing products that can show their unconstrained, pioneering and challenging personality.

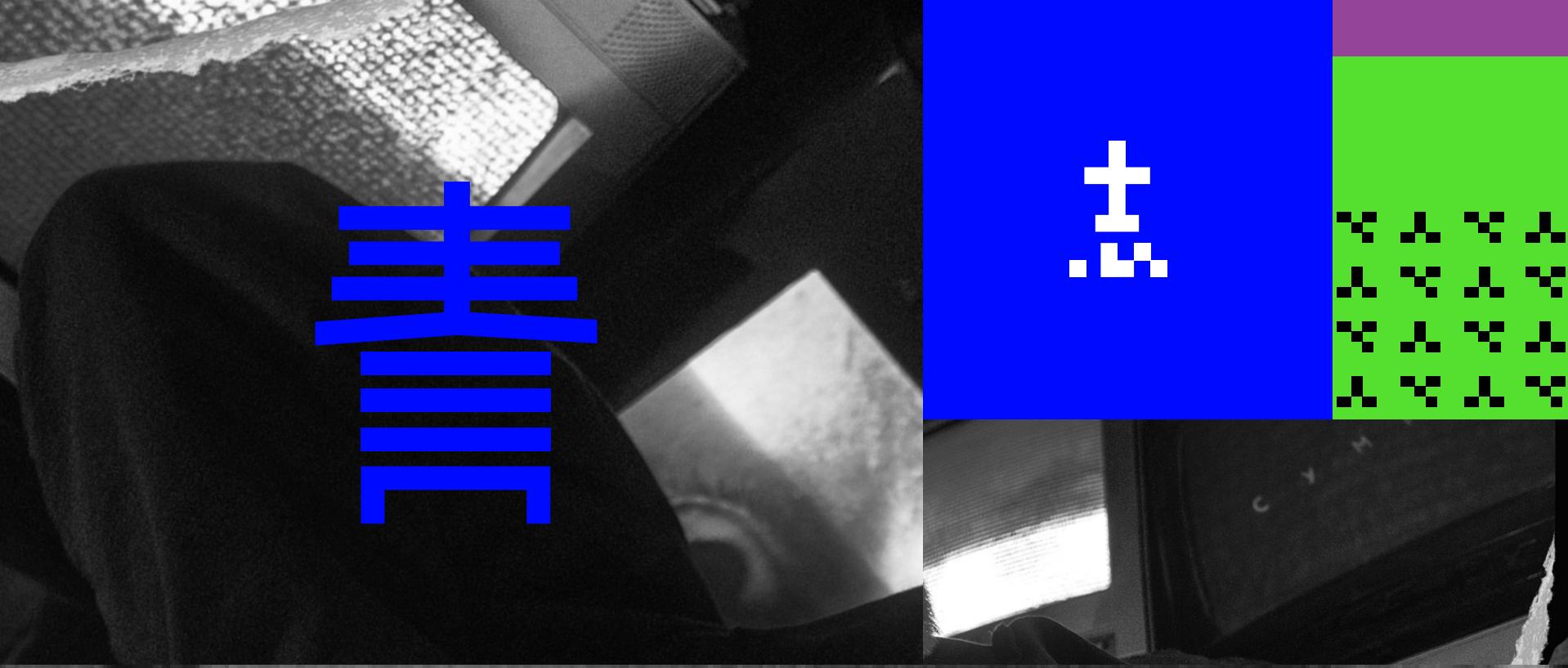


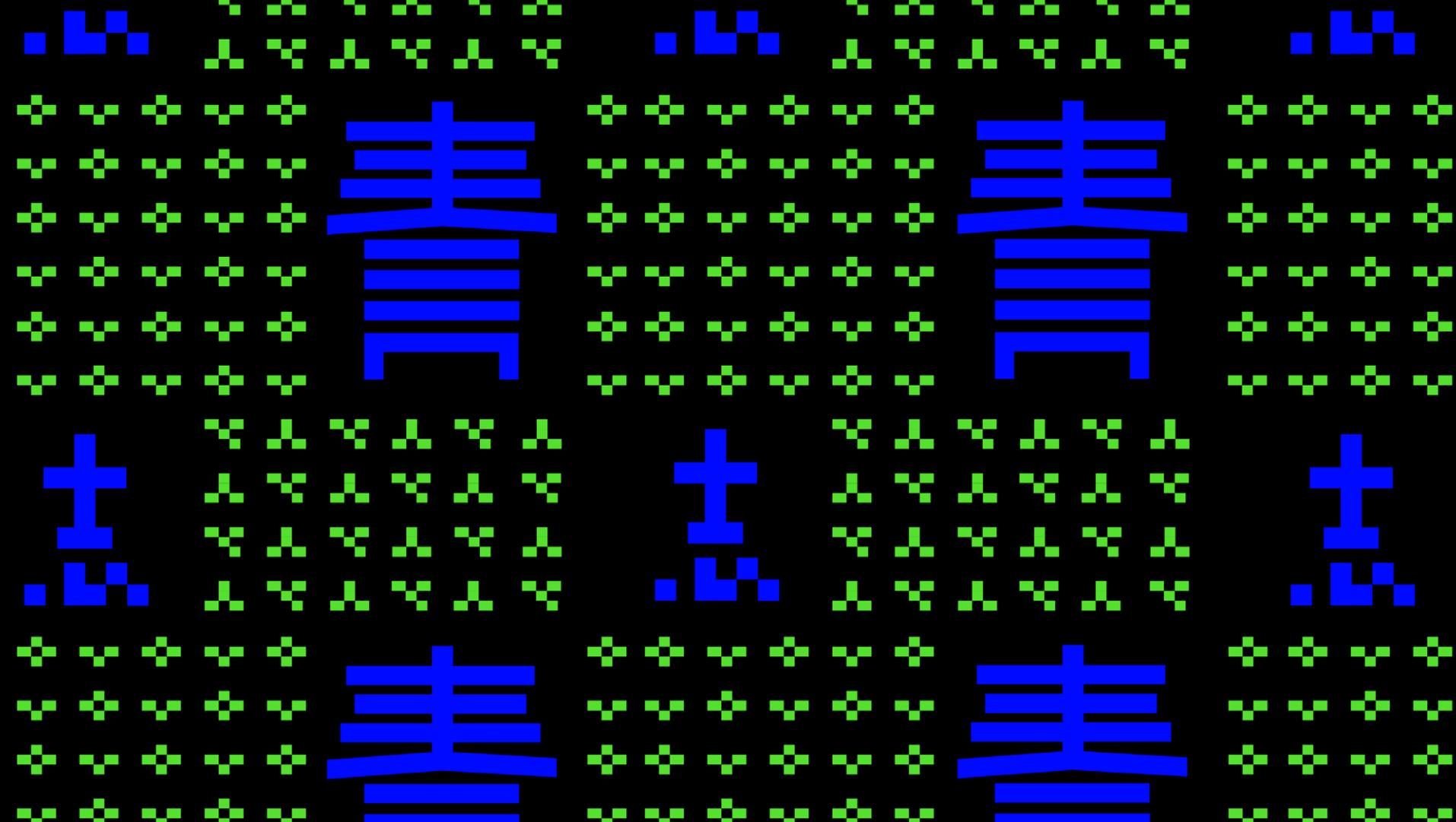
REBEL
MEIHUA

REBEL
MEIHUA

REBEL
MEIHUA







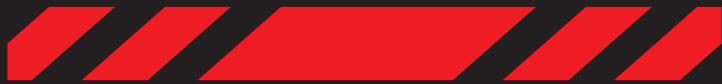


Meihua X

联习社系列,通过与跟梅花匹配的品牌IP联名合作,进一步丰富梅花
的品牌内涵和产品品类,为用户提供更多样性的高品质产品。

MEIHUA Crossover Series, through cooperation with the brand
IP Crossover Series matching MEIHUA, further enrich the brand
connotation and product category of MEIHUA, and provide users
with more diverse high-quality products.







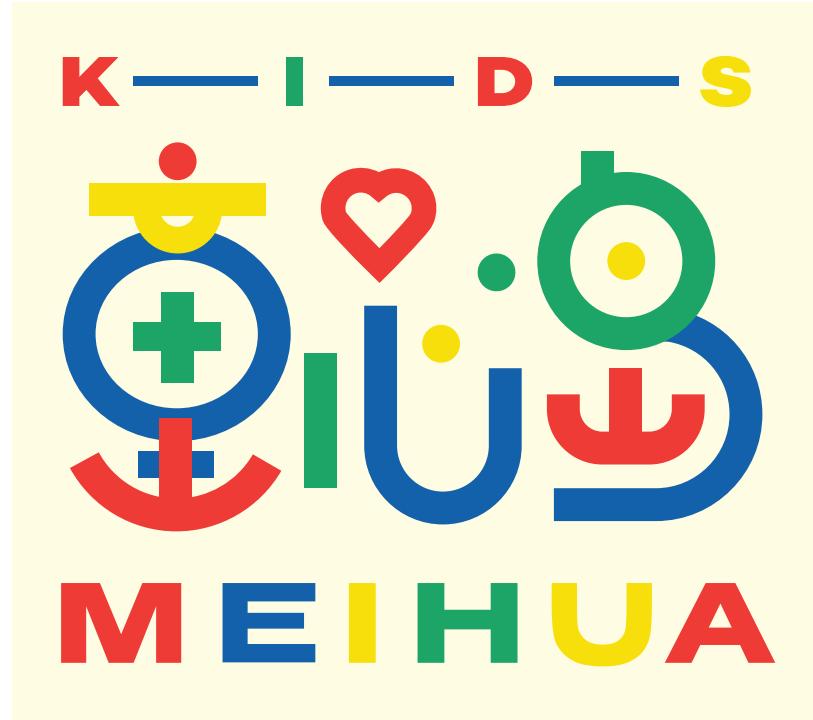
勝社
MEIHUA X

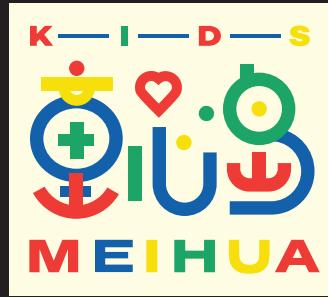
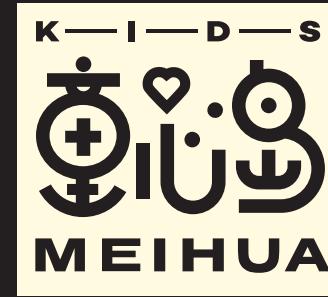
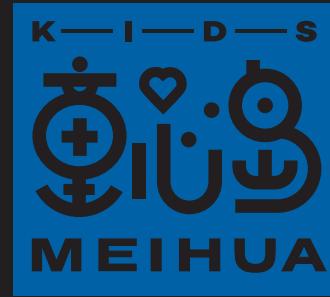
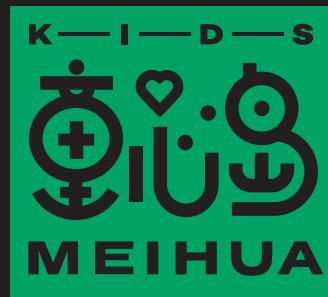
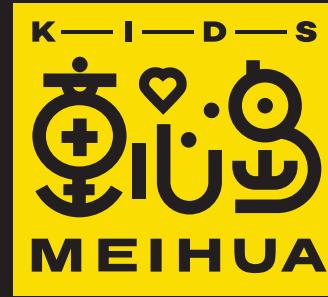
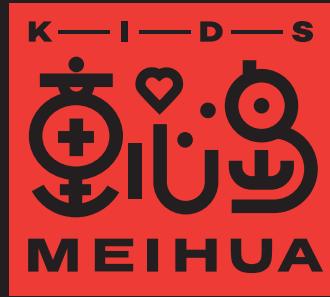


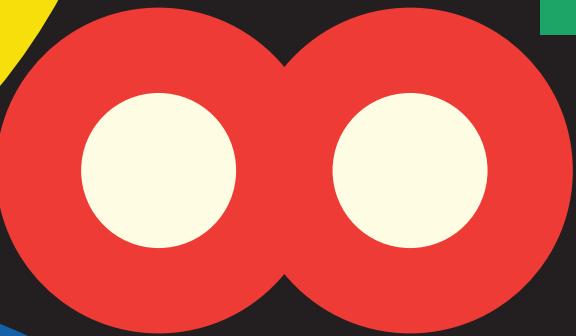
Meihua Kids

童心岛系列,结合梅花的运动和时尚基因,为天真活泼的小朋友们提供没换舒适的高品质生活运动装备。

Children's sports product series, combined with the movement and fashion genes of MEIHUA, provide innocent and lively children with high-quality sports equipment without changing comfort.

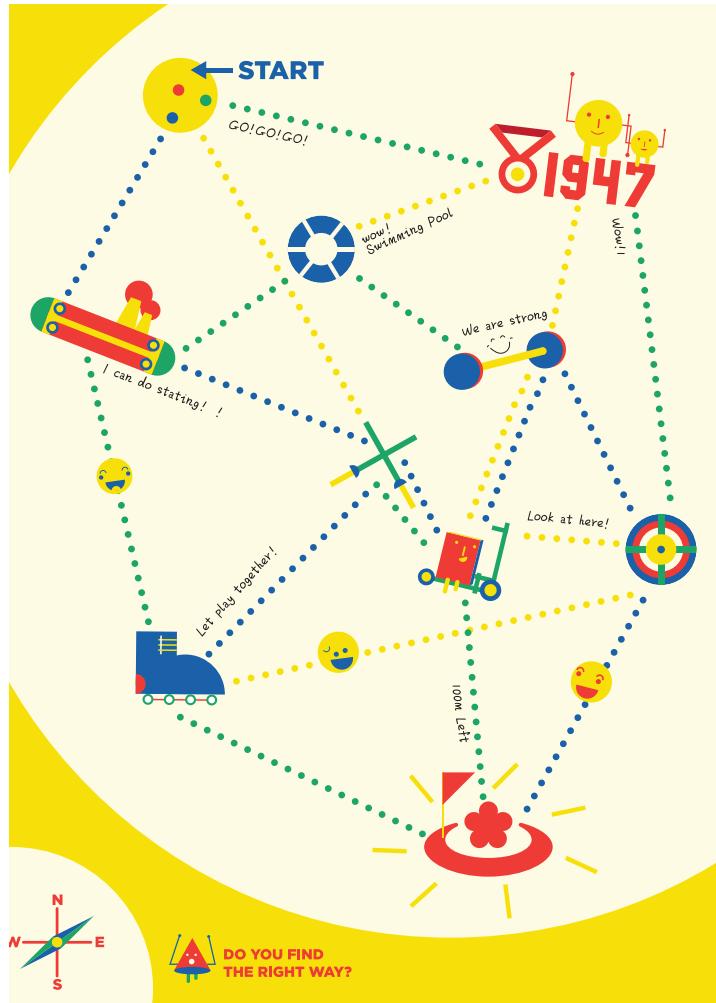












DO YOU FIND
THE RIGHT WAY ?

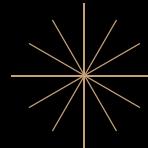




HSTC Private Jewelry

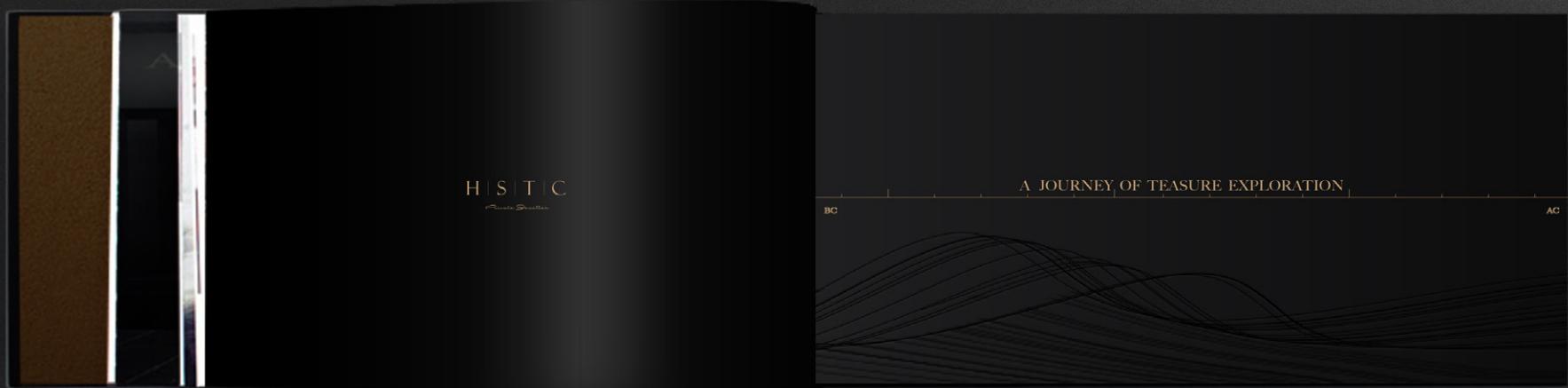
HSTC 是中国一家专业定制奢侈珠宝品牌, 品牌对于中国文化的继承和全球化的珠宝品牌视野,造就其定制珠宝的珍贵性,独特性和满意度。品牌设计以“丝绸之路”作为启发,以连接东西方交流的品牌精神,用现代艺术的手法展现HSTC独特的品牌宣言,即为消费者提供世界级别的独一无二的服务。

HSTC is a professional customized luxury jewelry brand in China. Its inheritance of Chinese culture and global vision makes the jewelry more valuable, unique and satisfactory. Inspired by the "silk road" and the brand spirit of connecting the east and the west, its design presents the unique brand declaration of HSTC by means of modern art, that is, to provide world-class and unique services for consumers.



H | S | T | C

Private Jeweller



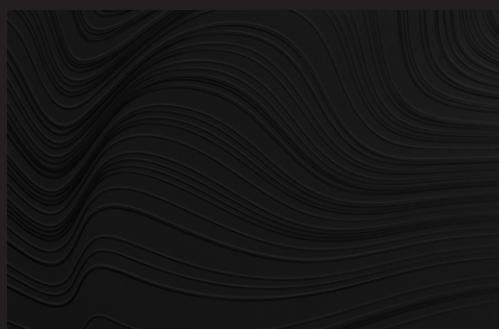
H|S|T|C

Private Collection

A JOURNEY OF TREASURE EXPLORATION

BC

AC



LOVELY TAPAS

Bar&Restaurant

为家庭式西班牙酒吧及餐厅所设计设计品牌形象,包装及插画。
Identity, food&beverage packaging and illustration for a
family-owned Spanish bar and restaurant.



BAR & RESTAURANT



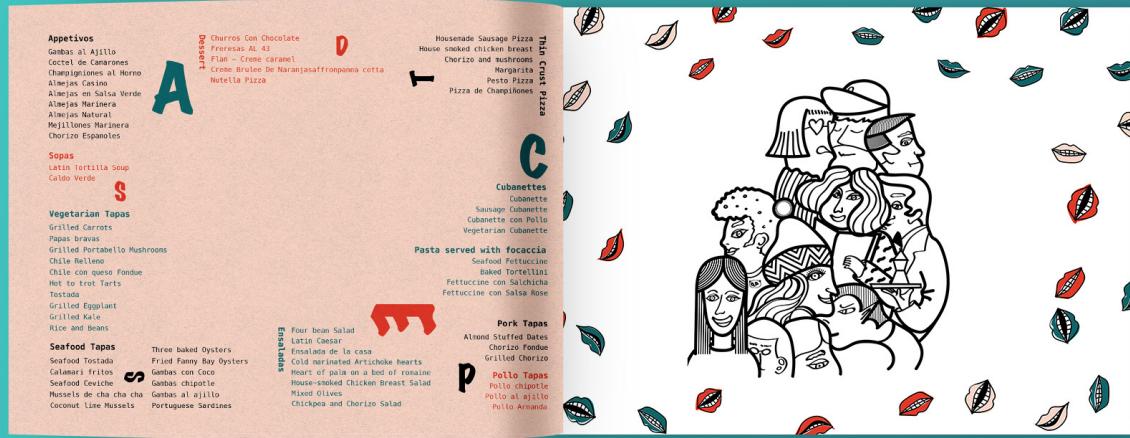
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R:223
G:55
B:48



#186568
R:24
G:101
B:104



#fad5c8
R:250
G:213
B:200

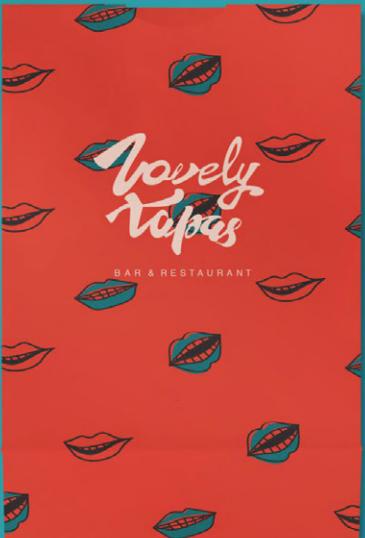




Cocktails

(all ~ 2oz unless otherwise stated)

| | | |
|-----|--|-----|
| 6 | Artist's Special | 6 |
| 8 | Butterfield Bourbon, Amontillado Sherry, Cassis, lemon | 8 |
| 8.5 | Jasmine | 8.5 |
| 7 | Beefeater Gin, Triple sec, Campari and fresh lemon | 7 |
| 5 | Fizz Jerez | 5 |
| 9.5 | Amontillado Sherry, Flor de Caña Rum, apricot brandy, lemon juice, simple syrup, bitters | 9.5 |
| 11 | Mango Margarita | 11 |
| 5.5 | olmeca gold tequila, mango puree, alize passionfruit liqueur, lime, on ice | 5.5 |
| 6 | olmeca gold tequila, mango puree, alize passionfruit liqueur, lime, on ice | 6 |



PACKAGING

+
Food&Beverage
Cosmetic
Gift Box



HOOPOS Cider Packaging

HOOPOS 是发源于瑞典生产于澳洲的西打酒的品牌。视觉包装的设计主要表现产品口味是以33%的新鲜水果成分，同时产品吸引目标人群，特别是女性消费者的购买欲。

hoopos is a Swedish born and made in Australia cider brand. packaging design is to emphasize 33% fresh fruit ingredient and attract target consumers ,espeically female consumers' buying requires.



HOOPOS

Premium cider from sweden



STRAWBERRY-LIME CIDER

330ml ABV 4.5% Vol

SERVE WELL CHILLED.



HOOPOS

Premium cider from sweden

Cider

STRAWBERRY
& LIME



4.5
ALC/VOL

330ml

SERVE WELL CHILLED



ALLEGRE Milk Tea

ALLEGRE奶茶是统一集团引进的一款法国品牌高端奶茶。品牌故事是关于斯里兰卡玫瑰庄园的美丽爱情故事。整个包装用插画的形式来呈现，色彩优雅自然，不同的颜色分层更鲜明的突出人物和动物。

Allegre milk tea is a French brand of high-end milk tea introduced by Uni-President Group. The brand story is about the beautiful love story of the Rose Manor in Sri Lanka. The entire package is presented in the form of an illustration. The colors are elegant and natural, and the different colors are layered to highlight the characters and animals.





JIUJIUYA Gift Box

为了提高市场竞争力，来伊份决定重新设计坚果礼品包装，以吸引年轻一代。独特的彩色插画描绘了人们吃零食的放松时刻，突出了分享的意义。橙色的品牌和大胆的字体设计，激发了消费者的购买欲望。

Package design captures the essence and concept of a company. The basic functions of packaging should include the ability to package goods and transport and bring market value to the manufacturers, which can be in line with the overall marketing strategy and can bring sales performance to an organisation.



Bird's Nest Facial Essence

将尖端科技力量与传统中药文化融合，屈臣氏用它的关爱赢得消费者信任。屈臣氏燕窝面膜包装汲取东方美学的春季力量传达给每一个热爱生活的人。

Combining cutting-edge technology with traditional Chinese medicine culture, Watsons uses its love to win consumer trust. Watson's Bird's Nest Mask packaging draws the spring power of oriental aesthetics to everyone who loves life.



Cura Hair Mask

包装设计概念围绕发膜的主要卖点：保护染发颜色。“释放、闪耀、真实的你”是透过产品向消费者传递的理念。橡皮筋和白色标签一拿下来，色彩浓烈的插画就出现在消费者面前，仿佛打开了一个真实的世界。插图描绘了跳舞的场景，且由头发元素组成的，意味着通过多彩的发色想要释放，自信，真实。由此的设计理念，使这款护发产品能脱颖而出。

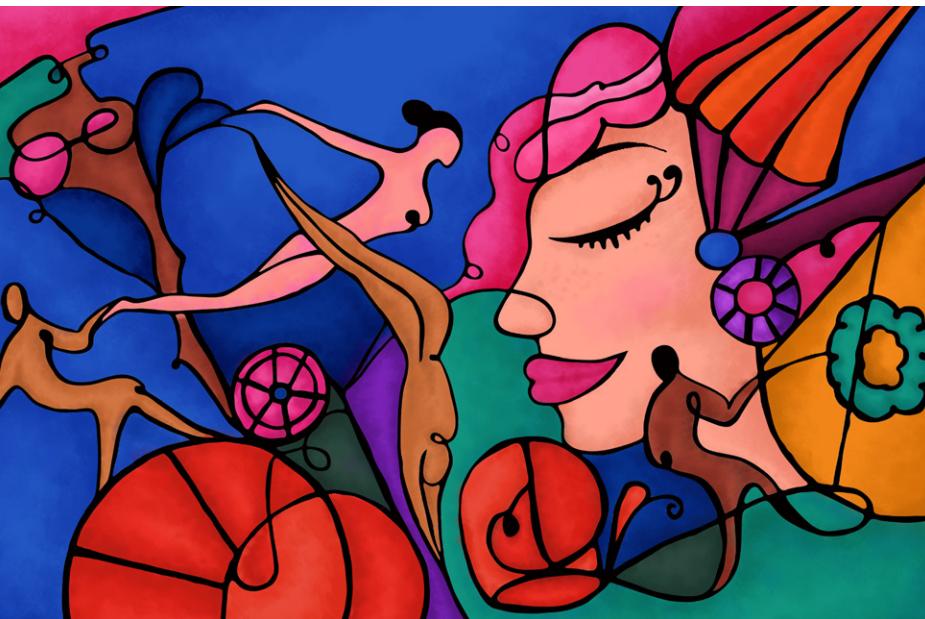
Cura, in Italian, means protection. Packaging design embraces the main selling point of the hair mask, protecting hair dying colors. The design theme can be explained as 'Release, shine, be real you'. Customers can start the interaction process once the rubber band is taken off. When the white label is taken out, the illustration with the strong colour tone comes out in front of people, like a real world is opened. The illustration pictures the dancing scene, and it is formed with the hair element, which implies a group of people want to get released, to be confident and to be real. All of these serve the design concept and makes it more than a hair care product.



lucia Hair Shampoo

lucia洗发水延续了品牌ComboPlex 同一系列的设计概念，以夏日海滩运动的为灵感，诠释“释放、闪耀、真实的你”的概念，鼓励人们挣脱对外表的固定偏见，表达个性。

Lucia hair shampoo packaging is based on consistent design concept of ComboPlex collection,with demonstrated illustration of the joy of summer beach,to convey'Release, shine, be real you',and inspire people to dare to get rid of solid prejudice towards appearance and express true themselves.



VIBERT FRERES

Body Shampoo

法国香水品牌研发以玫瑰花香为主调的沐浴液，其包装设计采用水彩画及古典对称纹样的手法，展现浪漫优雅的法式格调。

French perfume brand Vibert Freres, develops a collection of body shampoo of botanic essence. The watercolour style of the illustration and symmetrical layout are aiming to demonstrate the feel of the classic French elegance.



PU XUAN Hotel And Spa Tearoom

北京璞瑄酒店是一家高端酒店，与上海精致的璞丽酒店同属一家集团。为其设计以中式家具为灵感，以简洁中国画排版展现雅致高级的茶室风格。

PuXuan Hotel Beijing is a high-end hotel belonging to the same group as the exquisite PuLi Hotel in Shanghai. pacakaging design inspired by Chinese traditional furniture and its layout uses the contemporary language depicts the history elements, and perfectly balance the luxury and simplicity.



DIGITAL & PRINT

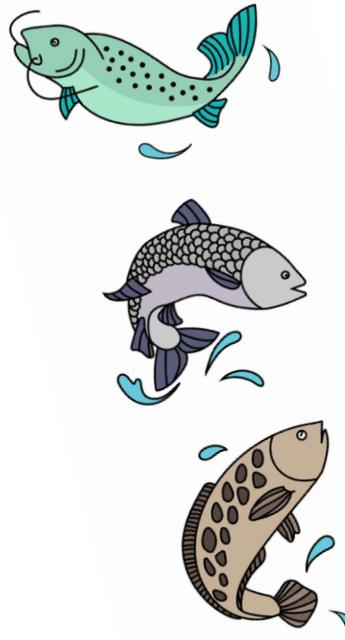
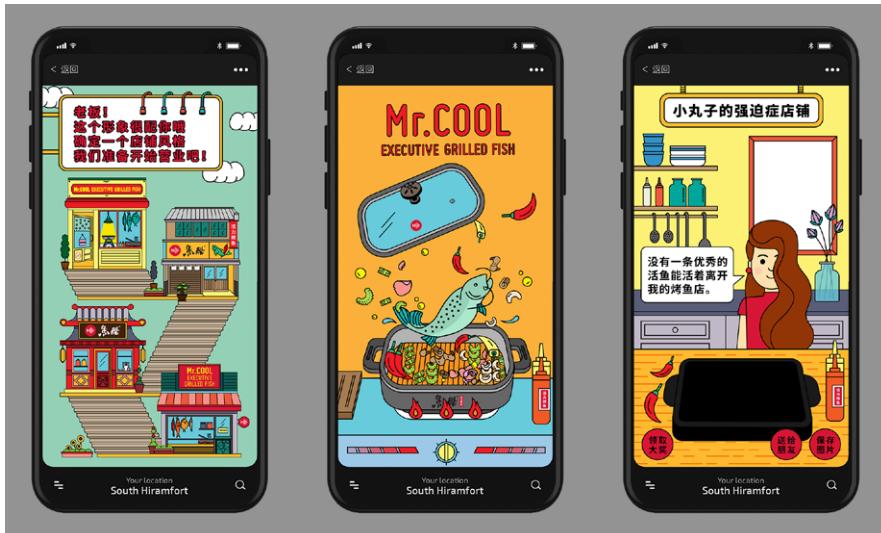


+
WEBSITE
PRINTS
H5

Mr.Cool H5 Pages

鱼酷，一个创新餐饮企业，开发了更具特色和创意的烤鱼。为了推广新的菜品我们设计了一款客户参与的小游戏，消费者可以根据自己口味选择不同的食材组合，开发属于自己的独特菜品，由此通过口味选择推算出关于游戏参与者的个性，客户在参与中可以得到更多的乐趣。

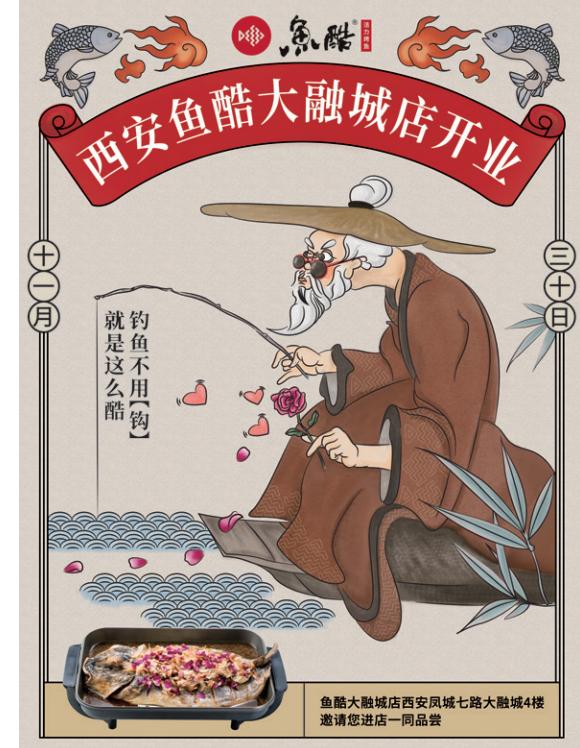
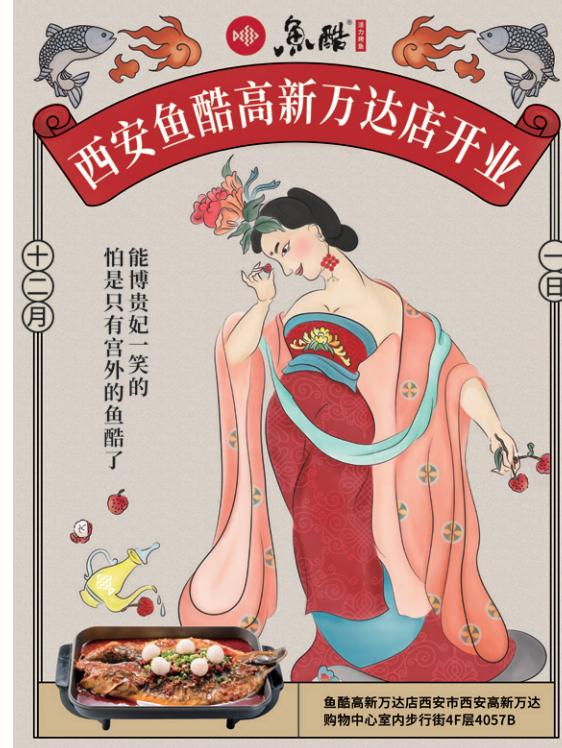
Yuku is a roast fish chain restaurant in China, it creates distinctive and creative flavours on the market. H5 pages are created for a mini-game on mobile devices to engage consumers with newly invented cuisine via a playful experience from the game. The game analyses consumers' personality from their interaction of chosen flavour , food combination and customised dishes.

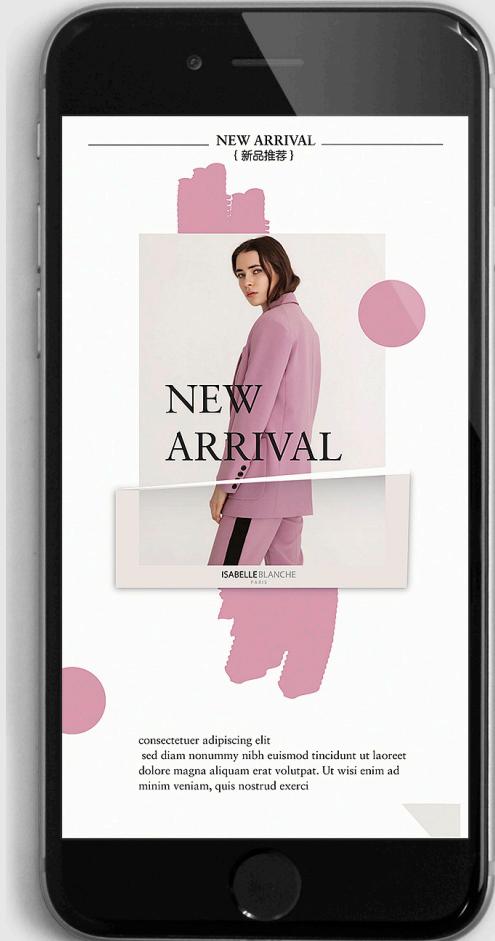


Yuku Openging Xi'an Poster

鱼酷是国内一家创意烤鱼连锁店。西安新店铺开业的系列海报的设计，是为了在店铺内部及社交网络上吸引消费者，并引发共鸣。海报主插画采用了中国历史人物的工笔画表现形式，并展现轻松幽默的现代感。

Yuku is a creative roast fish chain restaurant in China. A series of posters created for its Xi'an opening event, the core concept is to interact consumers with this event inside stores and spread on social media like wechat and weibo. Key illustration is adapted from traditional Chinese realistic painting of iconic historical characters into a fun modern expression.





Isabelle Blance Wechat

法国诞生，意大利设计的时尚女装品牌 Isabelle Blance，在中国新开发了微信的线上H5平台。设计展现女性的优雅以及轻奢侈的品牌调性。

French born and italyan design,female fashion brand, Isabelle Blance, opens a Chinese based social media on wechat. The platform is to bring up the elegance of feminine as well as the entry luxury touch of the brand.

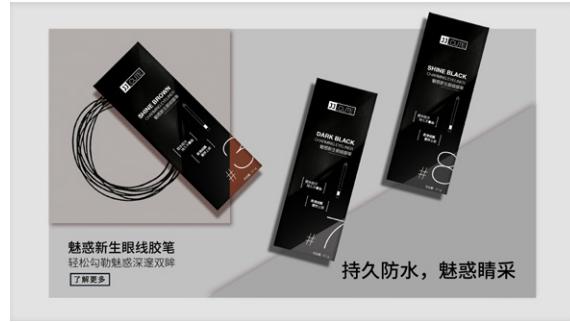
Alphas Style Wechat& AW18Lookbook

纽约街头潮牌Alpha Style2018年秋冬大片型录。净和清晰的结构和有吸引力的色彩搭配。

WeChat and aw18 lookbook for NYC street fashion brand Alpha Style.



The image is a composite of several elements. In the center is a lookbook spread for 'AW2018'. It features two women in dark, oversized jackets. A vertical bar on the left contains the text 'haStyle AlphaStyle AlphaStyle Al' and 'CONVEY'. On the right, there's a vertical bar with the text 'Style AlphaStyle Al' and 'TYLE'. Above the lookbook, there's a small inset showing a person's face. To the right of the lookbook is a collage of various Alpha Style products like shirts, pants, and bags, each labeled with '#'. Below the products is a column of the word 'HAPPINESS' repeated multiple times. At the very bottom, there's a red and white striped graphic with the text 'THIS SIDE' and 'EXPRESSION CREATIVITY'.



JJ Cute & Romasin Website

Romasin is Taiwan organic medical cosmetics brand; JJ Cute is a raising cosmetics brand for new generation aged from 16 to 25. We are committed to design the key visuals, official website and Tmall online materials for both. We develop the existed graphics and make all visuals consistent, thus enhancing the recognition of the brand.

Oreo South East Asia Posters

利奥东南亚推广海报。设计以奥利奥的吃法作为设计点，融入强烈的色彩搭配，强调了童趣和家庭氛围。
Inspired by ways of eating oreo, the promoting posters of Oreo South East combines bold colours with the fun and happiness from family and childhood.



SPACE&TIME Science Affair

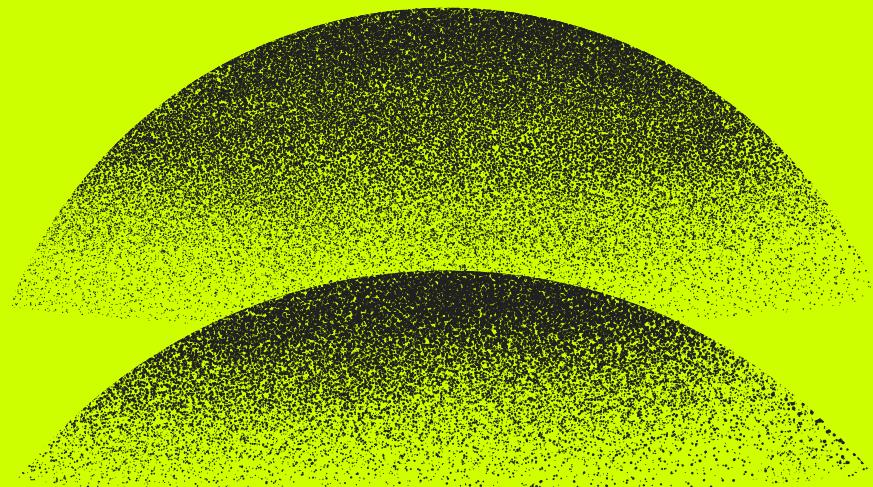
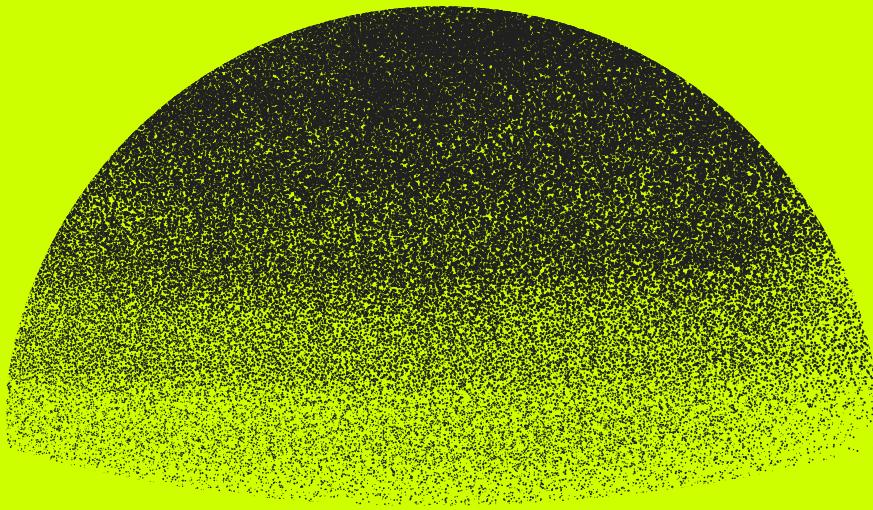
科学活动，特别是以讲座为主，一半都更为吸引成年人。对年轻人而言图像往往比演讲更能吸引人。为伦敦科学博物馆设计的科学活动海报，致力于改变科学的刻板印象，让更多的年轻人参与其中。

Science affair, especially with lectures, normally appeals to the adults, because images are more attractive than staying listening lectures for younger generation. The poster is to change the stereotype of science and get more youth engaged in science affairs and similar lectures.





ILLUSTRATION



+
WALL ART
PRINTS

MARZANO Ingredients illustration

PIZZA MARZANO是来自英国伦敦的正宗意大利披萨连锁店。为其店铺设计的食材插画，以线面结合的方式，呈现现代，简洁，鲜活的美感，让食客能沉静于品牌打造的整体氛围中。

Committed illustration is for the British Italian pizza chain store—
Pizza Marzano. The combination of lines and planes delivers a
modern, simple and fresh brand image which will engage eaters
into the whole atmosphere.





MARZANO Chef Illustration

以MARZANO厨师的形象为灵感，展现趣味且生动的品牌形象。
Based on the iconic profile of pizza chef and brand features of pizza marzano, illustrations express a more vivid visual chef image of the brand.



MARZANO flagship Store

插画为MARZANO成都IFS旗舰店的主墙面形象，灵感来自于品牌基因和熊猫。

Art wall illustration is for the IFS in Cheng Du. The inspiration comes from brand gene and panda.



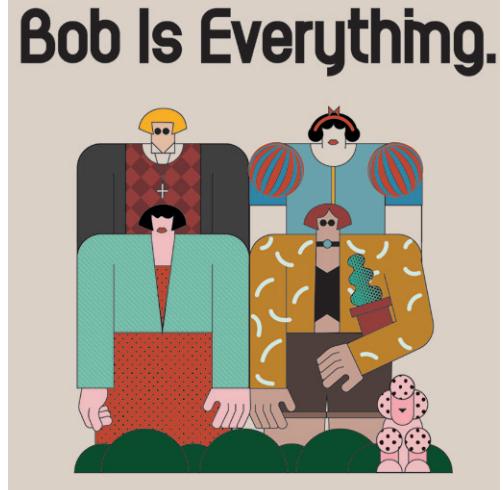
Another Interpretation

一个另外的解释，这组插画是为了展现事物认知的新的可能性和观点，同时向普通的观者普及趣味的小知识。

A series of illustrations are aiming at bringing a new interpretation of things and objects, and communicate more interesting knowledge and ideas to the public.



Andy Warhol was an American artist, film director, and producer who was a leading figure in the visual art movement known as pop art. Banana has become an internationally recognized symbol of Warhol, the pioneer of American Pop Art. Originally produced for the cover of the debut album of The Velvet Underground & Nico, the Banana Image was reproduced to create multiple pieces of art, becoming one of the most celebrated icons in American art history.



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Thanks for your time, and look forward to hearing from you :)

