

# UI DESIGN

# TF 配套

平面设计师 / 陈烨



## 基本信息

姓名：陈烨 平面设计师

毕业院校：湖南商务职业技术学院

专业：艺术设计

工作经验：1年

联系电话：15874221551

电子邮箱：1436756822@qq.com

技能掌握：

- 熟练掌握：Ps, Ai, Cdr, Flash, Dw等
- 掌握Axure、Ae等软件
- 性格开朗，喜欢插画，利用业余时间学习充电。
- 工作认真负责，拥有用心向上的生活态度能很快融入新的环境。



# 电商首页设计

---

# DESIGN

# 店铺首页PC端

主色  
#3C9964

辅助色  
#FED6EB

辅助色  
#BAE1FF



热卖套餐 优惠直享

# 店铺移动端



This promotional page has a green background with red poppies. At the top, it says "38女王节 女神价到" and "健 / 康 / 吃 / 出 / 来". A large illustration of a queen in a white dress and crown stands in a field of red flowers. Below her is a green banner with the text "店铺优惠券+购物津贴 叠加满400-60" and "(活动时间: 3.7-3.9)". It lists four discount options: ¥10 off (满126元使用), ¥30 off (满368元使用), ¥50 off (满598元使用), and ¥100 off (满1088元使用). A section titled "女神三重大惊喜" offers three gift packages: "单笔实付 满198元送 一叶子面膜1片" (One Leaf Hydrating Mask), "单笔实付 满398元送 天然维生素E软胶囊" (Natural Vitamin E Softgels), and "单笔实付 满698元送 天然维生素E软胶囊1片+维生素E2盒 加送 韩束芦荟胶1盒" (Natural Vitamin E Softgels 1片 + Vitamin E2 Box + Han's Aloe Vera Gel).

This promotional page has a green background with red poppies. At the top, there are five small portrait boxes for different age groups: "中老年专区" (Middle-aged and Elderly), "女性专区" (Women), "男性专区" (Men), "儿童青少年专区" (Children and Adolescents), and "婴幼儿专区" (Infants and Toddlers). Below this is a green banner with the text "益多元品牌专场(0-6岁)" and "全场满件低折购". It features two product boxes: "康敏益生菌粉" (Kangmin Probiotic Powder) and "益多元 children probiotics 儿童益生菌粉II". A section titled "儿童调理肠 不做过敏宝宝" offers a product at "女神价 238" (立即将购). Another section titled "儿童腹泻 便秘常备" offers a product at "女神价 158" (立即将购). The bottom of the page has the text "2019年女王节 做 / 自 / 信 / 美 / 丽 / 新 / 自 / 己".

# 店铺首页PC端

主色  
#F76266

辅助色  
#F9C2C5

辅助色  
#90C554



# 店铺移动端



A promotional page for winter health products. The top text reads "冬/季/养/生 健康吃出来" (Winter Season Health) and "暖冬价来袭" (Winter Special Price). It features several bottles of vitamins and supplements, including Vitamin C, Vitamin E, and Calcium. Below the products are four red triangular discount coupons: 10元 (满98元使用), 20元 (满198元使用), 30元 (满398元使用), and 50元 (满598元使用). A banner at the bottom left says "热卖套餐 · 跟着买享实惠" (Hot Selling Package · Buy with Us for Real Benefits) and shows a product set for 69元 (Warming Winter Price). Another banner below it says "美肤不用妆 素颜更自信" (Beautiful skin without makeup, natural makeup is more confident) and shows the same product set for 69元 (Warming Winter Price).

Two category pages for children's health products. The left page is titled "儿童调理肠胃常备" (Children's Gastrointestinal Adjustment常备) and features a box of "益多元" children's probiotics for 298元 (Warming Winter Price). The right page is titled "增强免疫力" (Enhance Immunity) and features a box of "康恩贝" amino acid tablets for 175元 (Warming Winter Price). Both pages include product images and detailed descriptions.

插画手绘页面

---

DESIGN

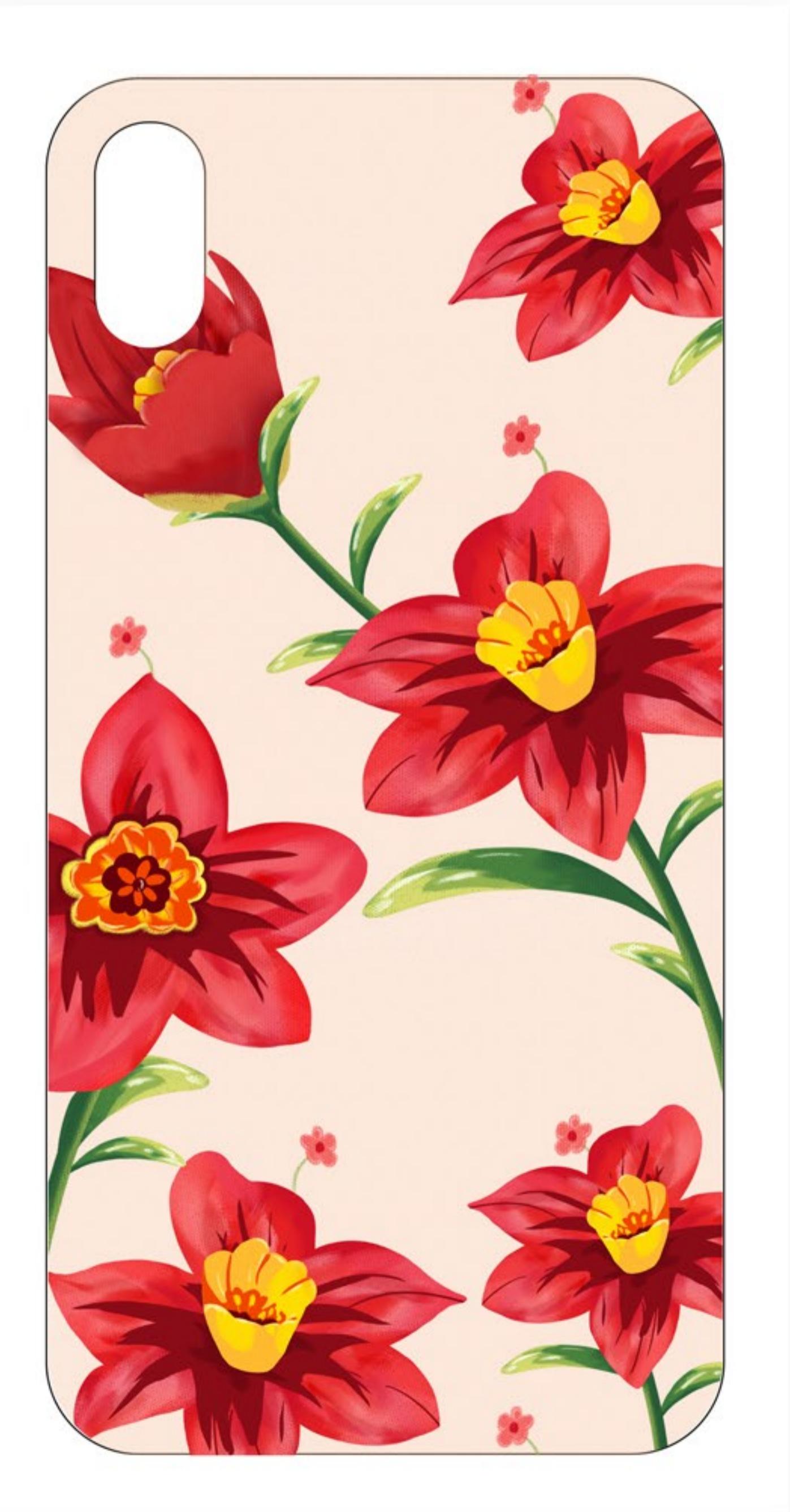
# 插画



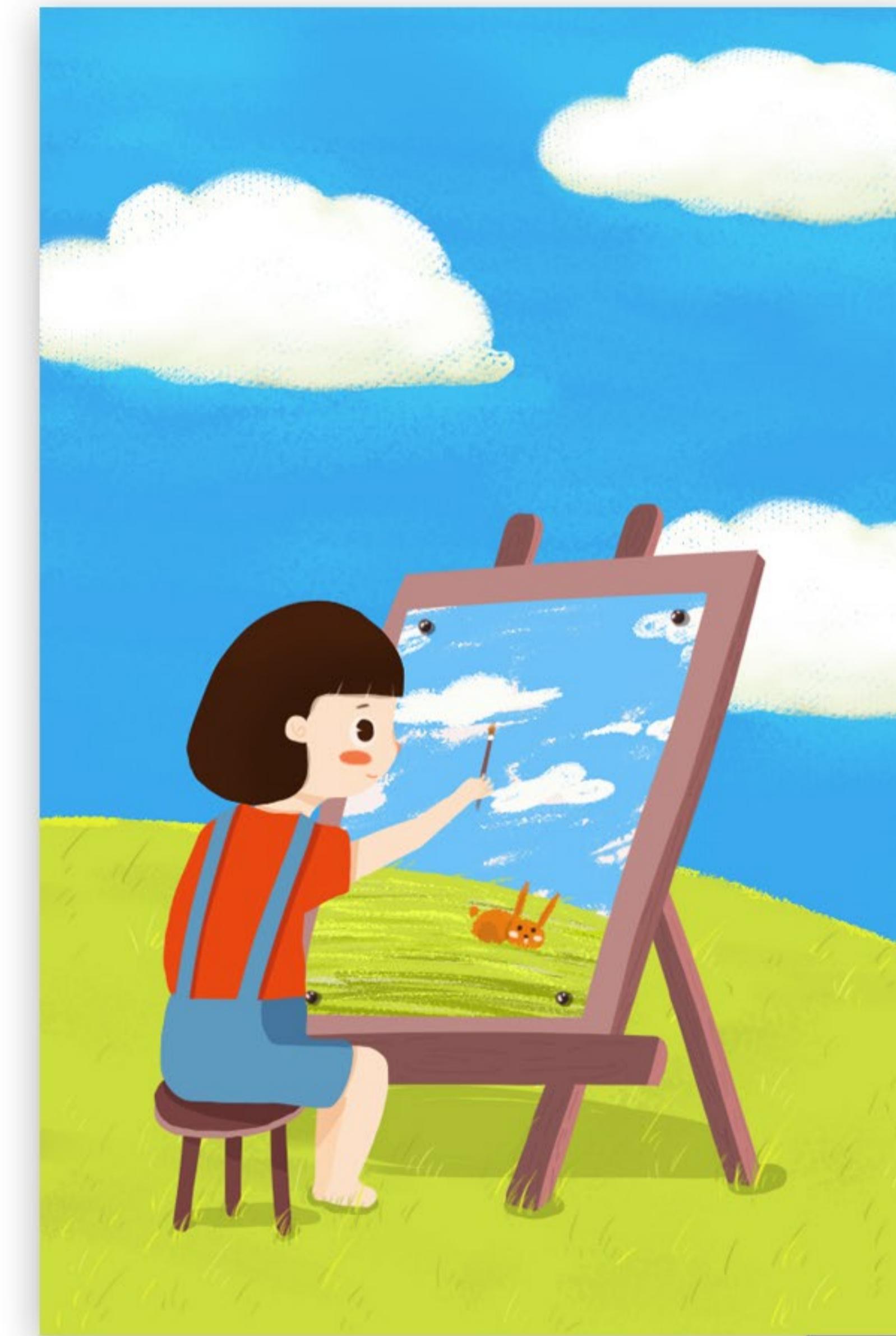
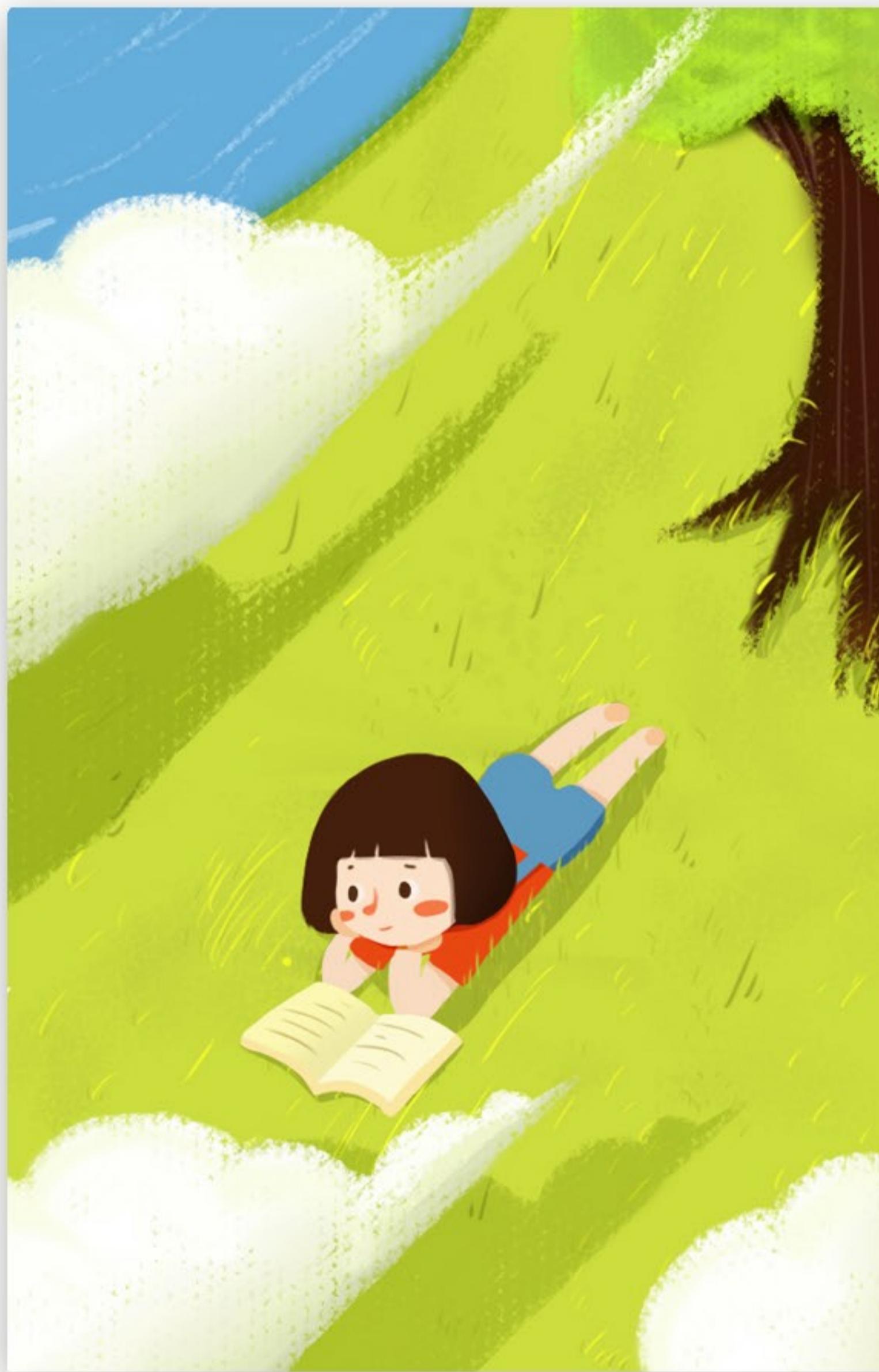
# H5插画



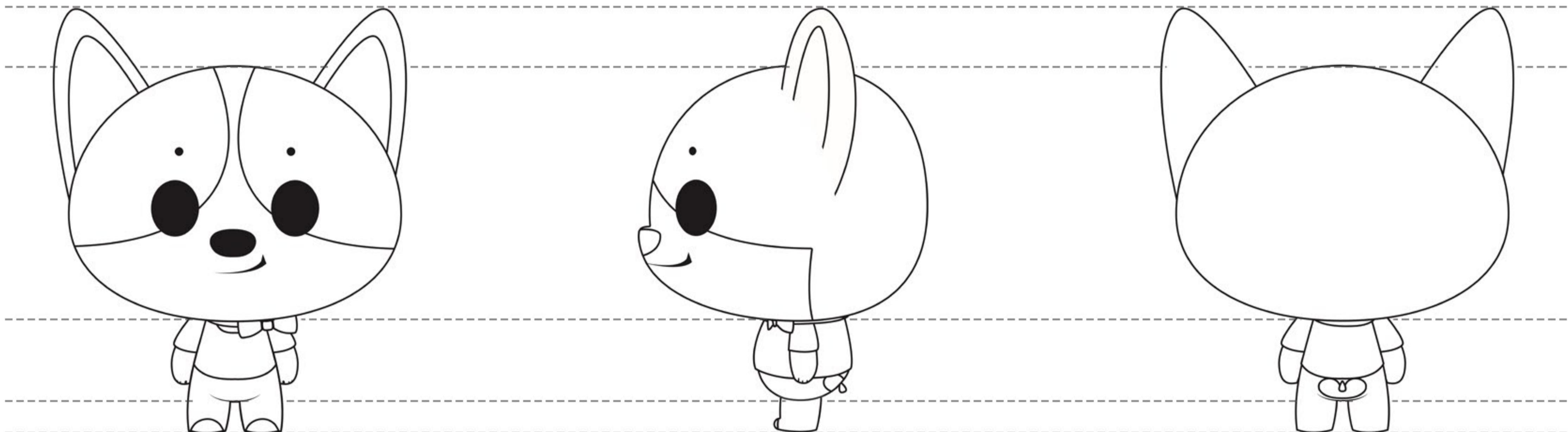
# 手机壳插画



## 插画



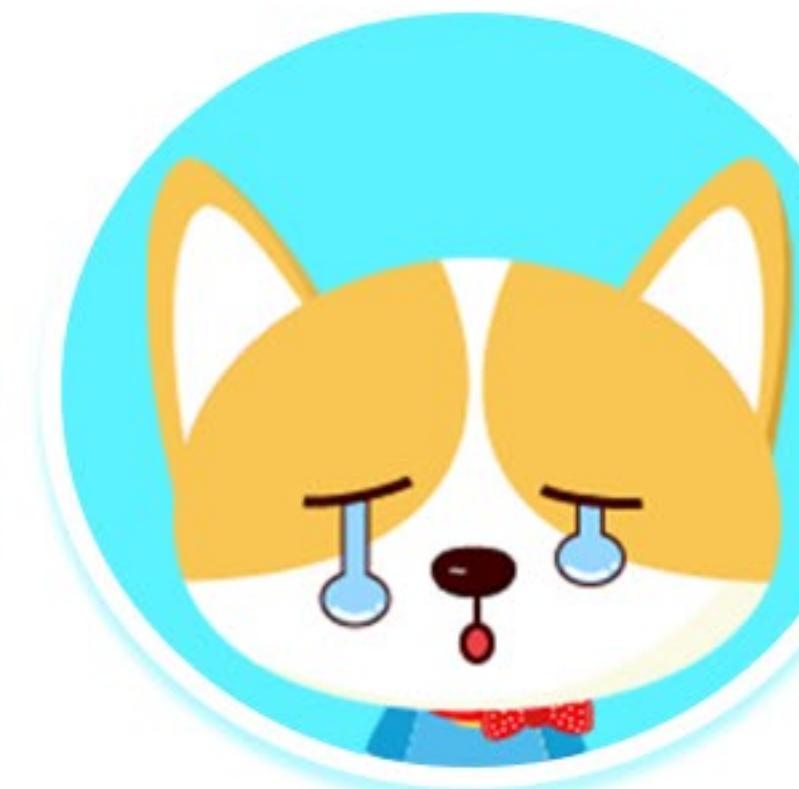
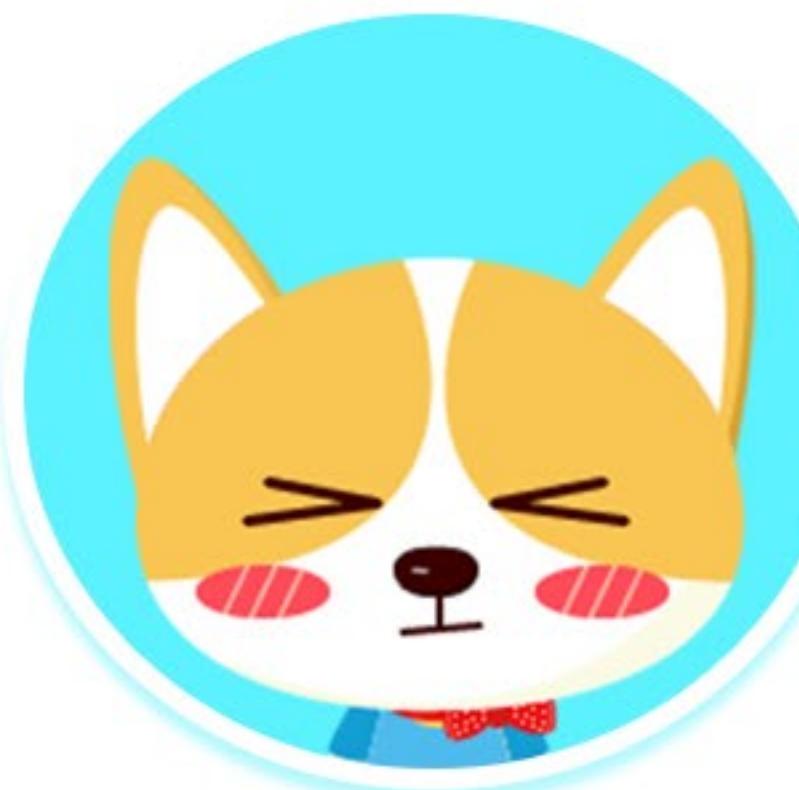
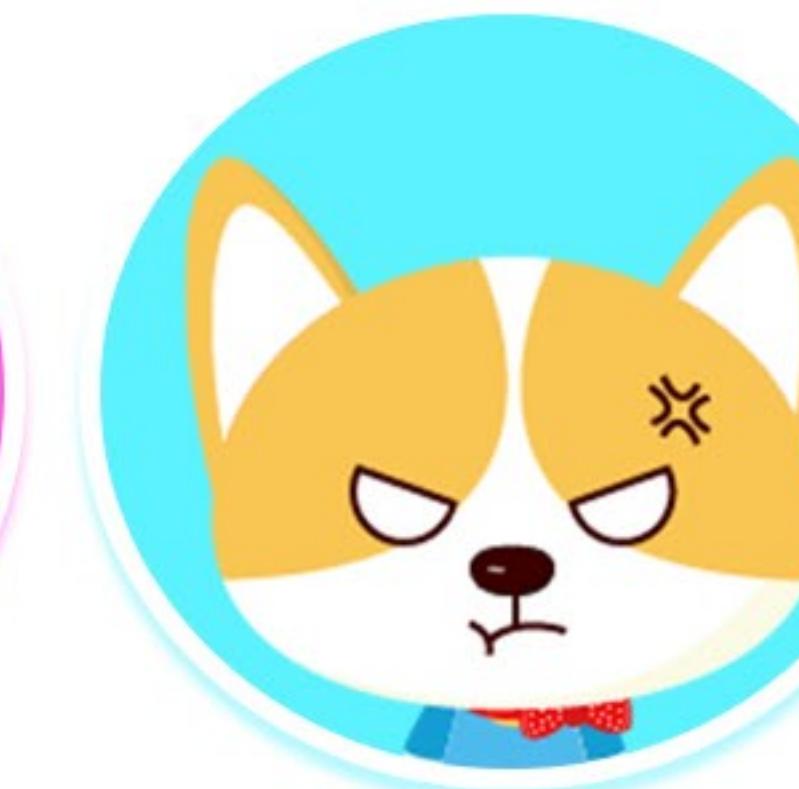
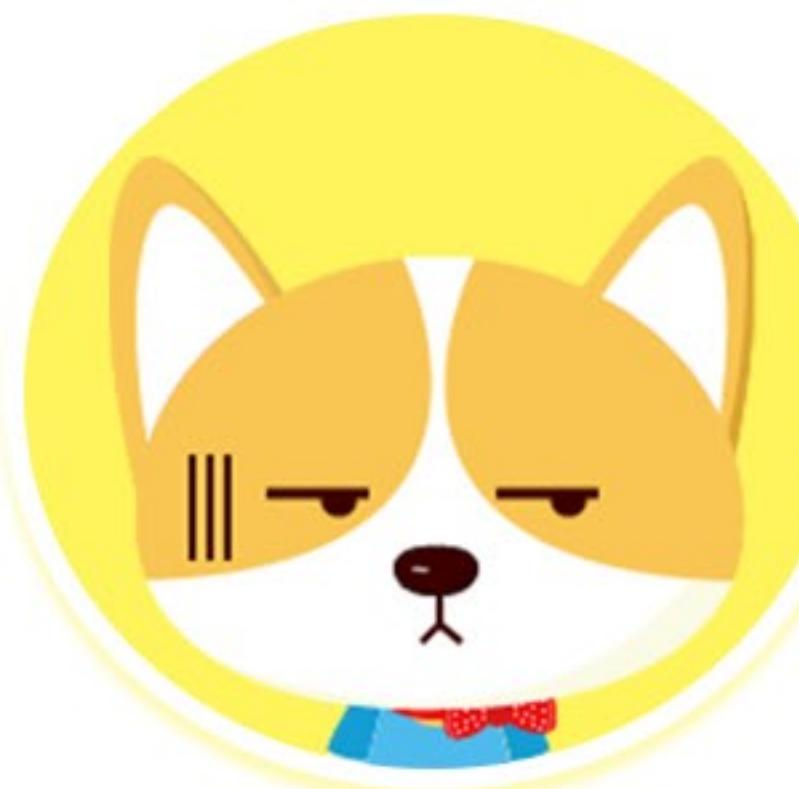
## 卡通IP形象



## 卡通IP形象



## 卡通IP表情包



其他平面设计

---

DESIGN

# 书籍设计



**中国·旗袍**

旗袍改于满族妇女服饰“旗康”，是中西、民族服饰生于此。而20世纪又可谓这一时期灿烂的顶峰。也就是说，在此时代，旗袍奠定了它在女装舞台不可替代的重要地位，成为国民女装的典型代表。

进入20世纪后，旗袍造型完美成熟，堪称经典之作，使得以后的旗袍始终难以跳出该种格局，只能在长短、修身及款式上略有变化而已……

可以找到那时中国才有了真正的时装。现代意义上的时装，国外衣料的潮流输入，各大都市《申报》的服装专栏，还有红楼一叶的月牙牌时装美文网，都无疑推动着时装的产生与流行。由于旗袍的修身长袖正好迎合了南方女性玲珑玲珑的身材特点，所以在上海滩倍受青睐……

**旗袍发展**

20世纪初到20年代，是近代中国女装最光鲜灿烂的时代，而20世纪又可谓这一时期灿烂的顶峰。也就是说，在此时代，旗袍奠定了它在女装舞台不可替代的重要地位，成为国民女装的典型代表。

进入20世纪后，旗袍造型完美成熟，堪称经典之作，使得以后的旗袍始终难以跳出该种格局，只能在长短、修身及款式上略有变化而已……

可以找到那时中国才有了真正的时装。现代意义上的时装，国外衣料的潮流输入，各大都市《申报》的服装专栏，还有红楼一叶的月牙牌时装美文网，都无疑推动着时装的产生与流行。由于旗袍的修身长袖正好迎合了南方女性玲珑玲珑的身材特点，所以在上海滩倍受青睐……

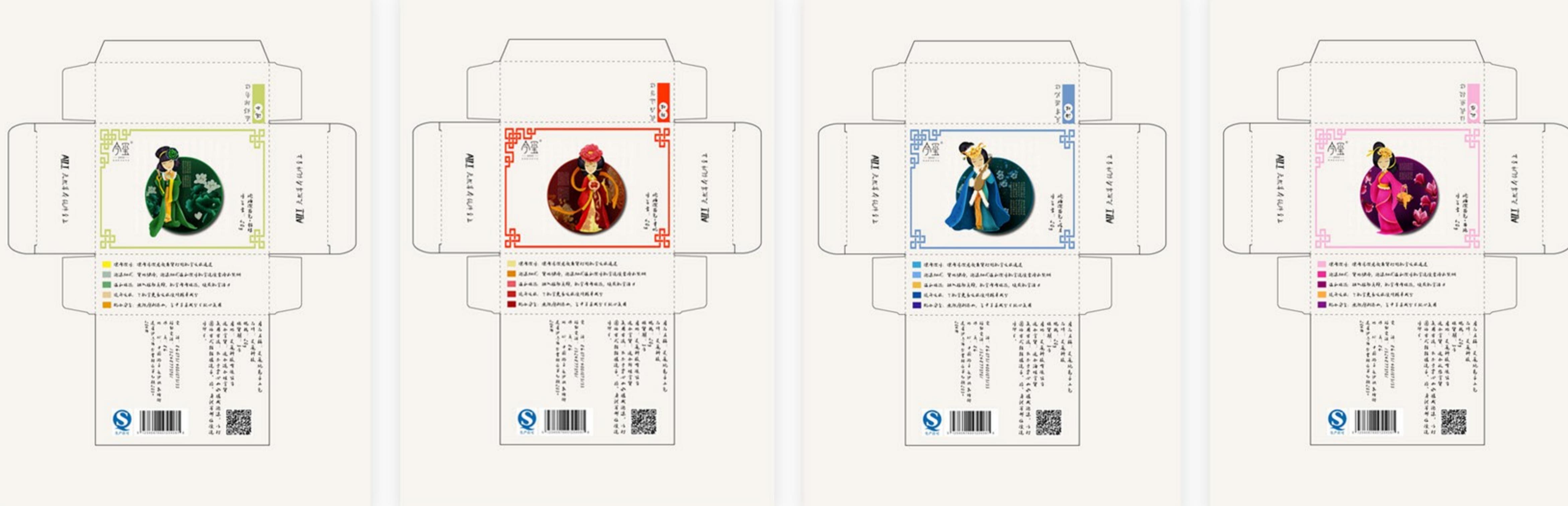
**短袖旗袍**

旗袍旗袍(qipao【chi-pao】)因其式样由满族妇女的长袍改制而成，故称。是民国时期中国妇女开始穿着的，带有传统风格的长衫。兴起于二十世纪二十年代，尤其兴盛于二十世纪三十年代的中国上海。

主图



# 包装设计



# LOGO设计



长沙市梦小孩少儿托管教育

## 设计说明

本LOGO的设计元素以摇篮、气泡、站立的幼儿为设计基础，整体形态为一个半圆形摇篮为基础，寓意每一位幼儿进行全方位的引导和智力开发；为孩子们创造安全、健康、幸福、快乐的成长环境。标志整体风格活泼，平易近人，易于识别传播。将幼儿站立形象转化为视觉符号，使标志很有时尚动感，标志的色彩选用经典的蓝、绿、红、黄代表不同性格色彩表示孩子的独特性，色彩的协调相融凸显很强的亲和力俏皮可爱的字体设计，倍添童真童趣的浓郁色彩代表文化、希望、情意，寓意学校文化传承，走向美好未来。

## 设计者

陈烨

# APP界面设计

---

# DESIGN

# 药通达PP设计

## APP DESIGN

APP是一个专业的电商售药平台，为用户提供便捷的买药送药平台，用户可以通过自主下单、药师咨询买到需要的商品。



# 引导页展示

**在线咨询用药**  
你想要的触手可及

A woman in a red top and blue pants stands next to a large smartphone. The screen shows a doctor in a white coat. A yellow button on the screen says "在线咨询". Below the phone is a red button labeled "咨询".

● ● ● ●

**分类搜药**  
详细介绍 快捷精准

A woman in a green top and beige pants sits on a circular platform next to a large smartphone. The screen displays a grid of medicine categories. Labels around the phone include: 感冒发烧 (Cold and Flu), 肠胃用药 (Gastrointestinal Medicines), 耳鼻喉药 (Ear, Nose, Throat Medicines), 三高用药 (Hypertension, Hyperlipidemia, Diabetes Medicines), 儿童用药 (Pediatric Medicines), 皮肤用药 (Skin Medicines), and 眼科用药 (Eye Medicines).

● ● ● ●

**实时查看物流**  
更方便 更快捷 更贴心

A delivery person in a red shirt and orange cap hands a brown box to a customer in a yellow shirt. They are standing next to a large smartphone displaying a delivery tracking app interface. A yellow banner at the top of the phone says "配送已完成" (Delivery completed). The phone screen shows a map and delivery details.

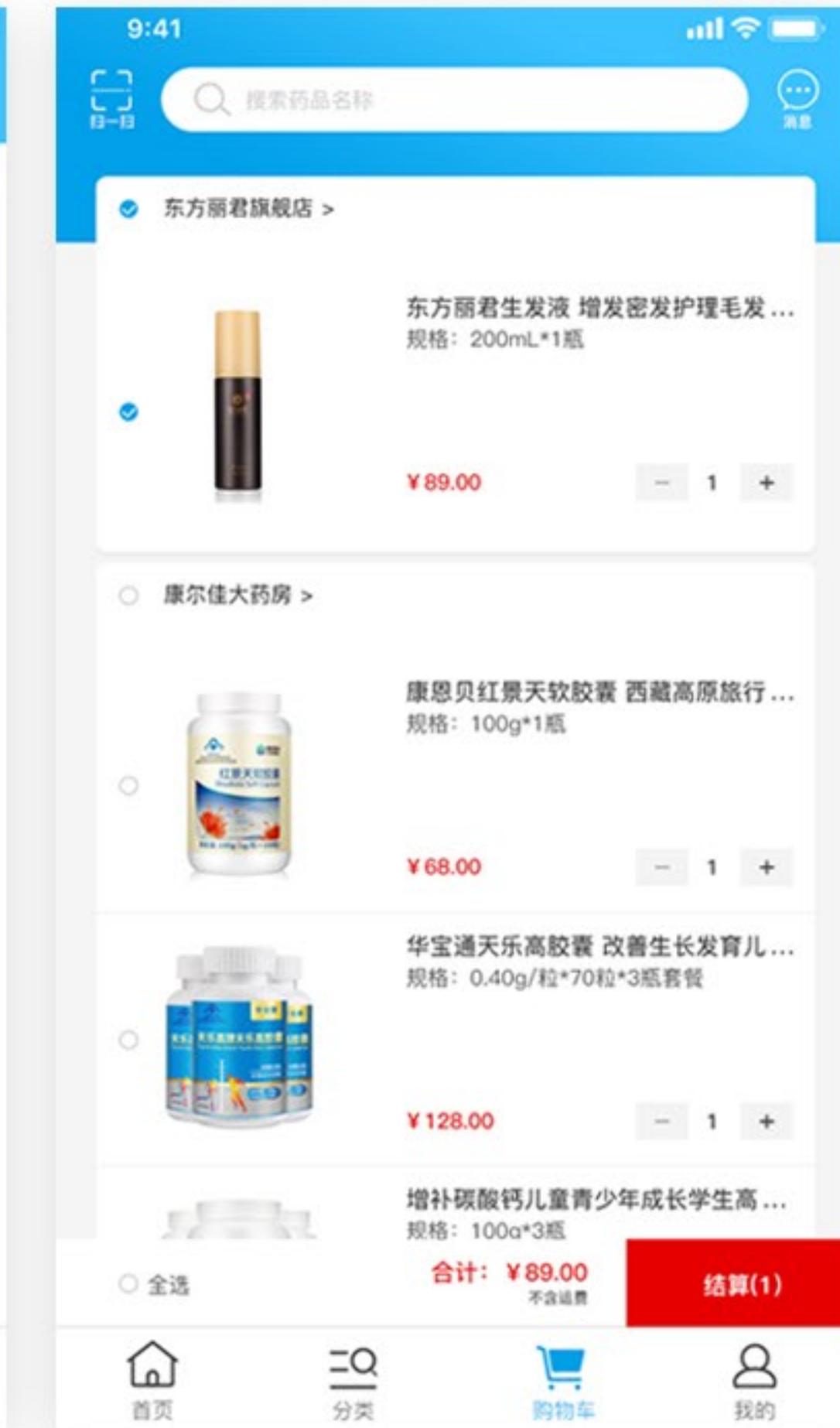
● ● ● ●

**超级拼团**  
拼团爆品 一起拼单

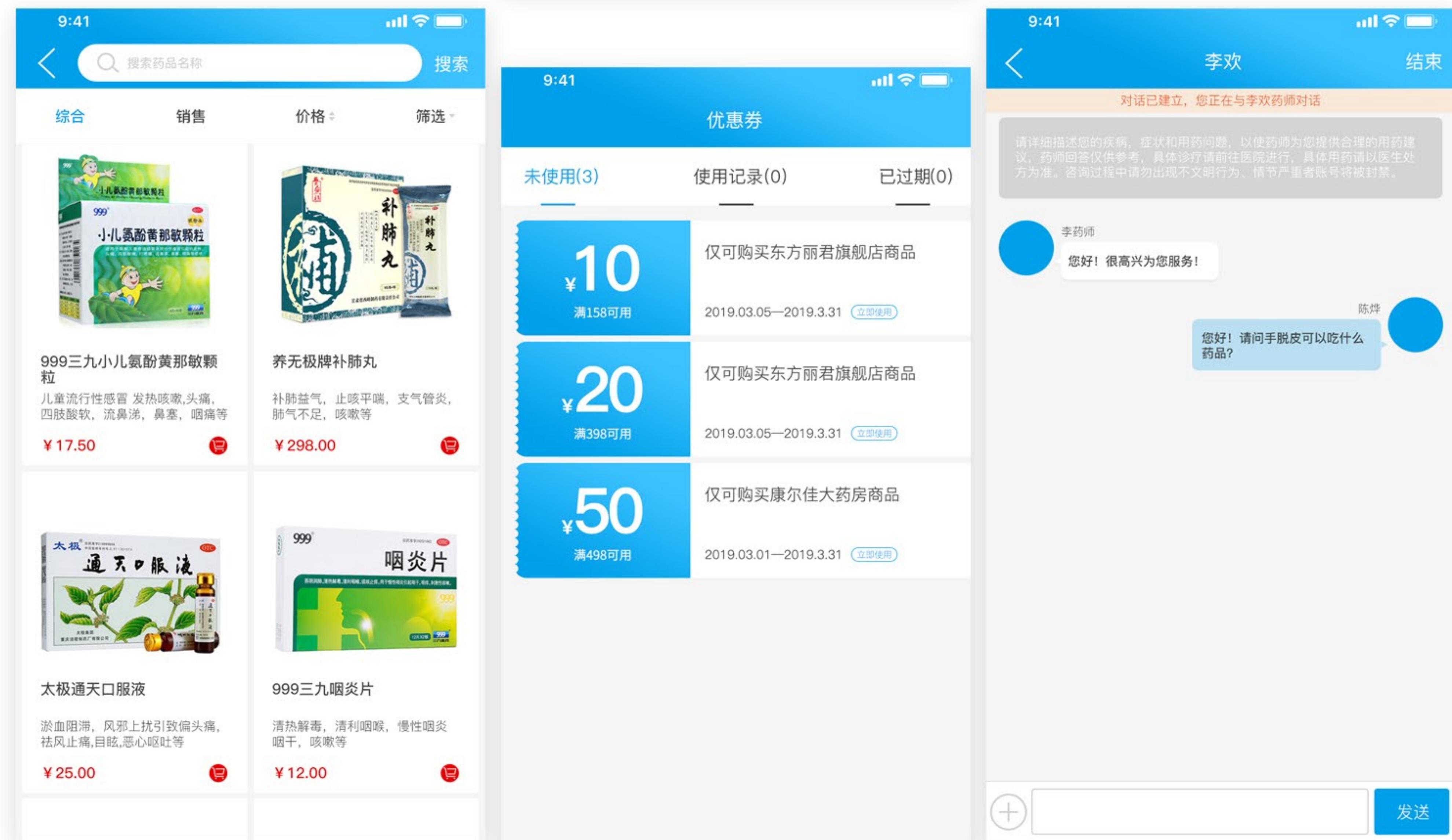
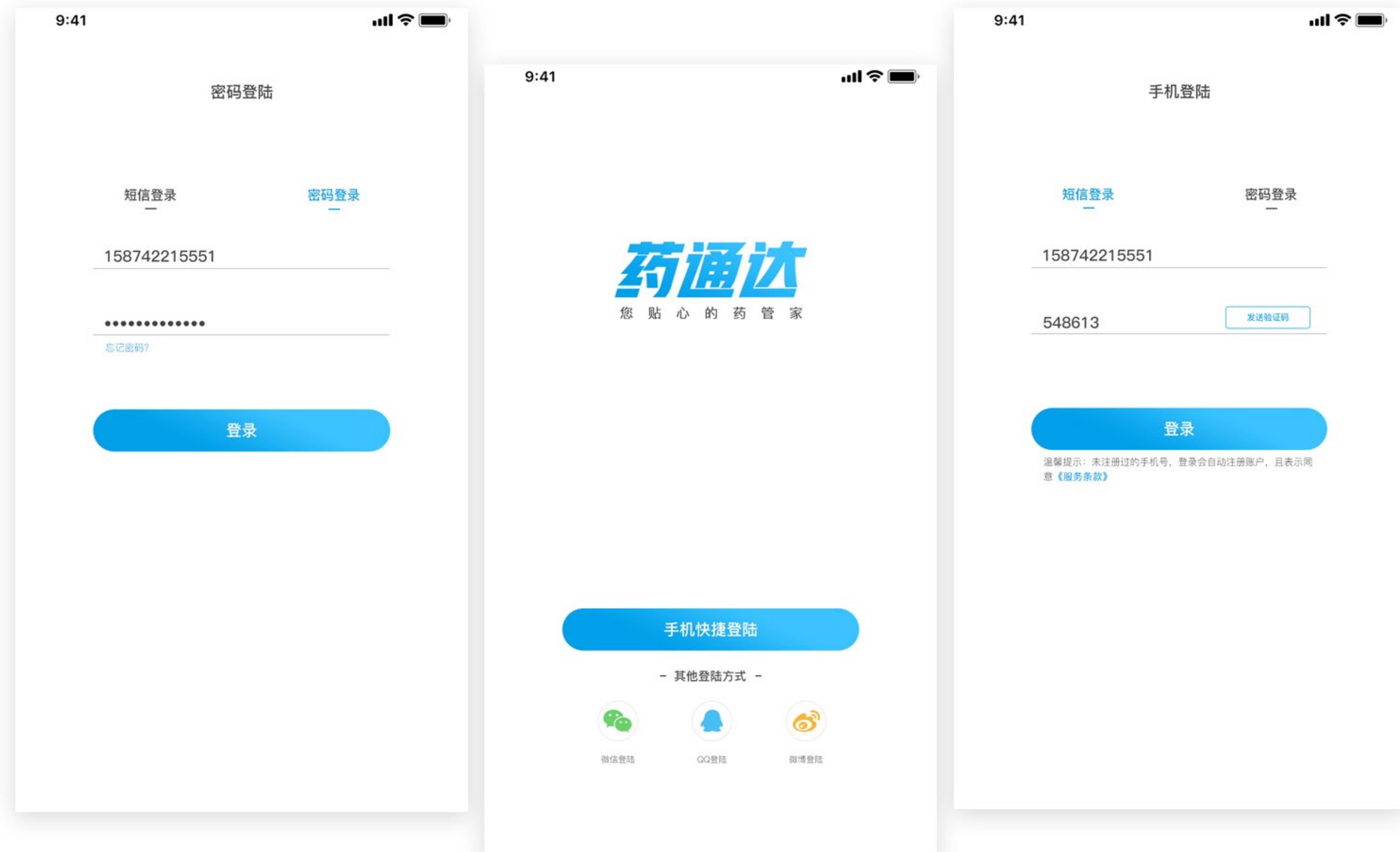
Two women, one in a green vest and purple pants, and another in a blue dress, stand next to a large smartphone. The screen displays a "拼团成功" (Group Purchase Success) message with a gold coin icon. They are holding small speech bubbles.

打开新版本

# 首页



## 其他页面



# 应用规范

## 配色方案



## ICON



## 文字标准

主要文字  
大标题

30PX

二级文字  
列表名

28PX

次要文字  
二级说明

24PX

辅助文字  
辅助性文字

20PX



# WEB 网页设计

---

# DESIGN

# 芙丽芳丝 网页

主色  
#FF99CC

辅助色  
#FED6EB

辅助色  
#BAE1FF



# 芙丽芳丝 网页

The screenshot displays the official website of Freeplus (芙丽芳丝) with a pink and white floral background. At the top, there is a navigation bar with links to '关于freeplus' (About), '产品列表' (Product Catalog), '壁纸下载' (Wallpaper Download), '官方店铺' (Official Store), '代言人讯息' (Celebrity Information), and '联系我们' (Contact Us). Below the navigation bar, there is a sub-navigation menu on the left side with categories: '滋肤紧致系列' (Skin Tightening Series), '保湿修护系列' (Moisturizing Repair Series), '沁润舒缓系列' (Intrusion Soothing Series), '纯白凝皙系列' (Pure White Whitening Series), and '控油修护系列' (Oily Control Repair Series). On the right side, there is a promotional banner for '冬日约会臻心回馈' (Winter Date Special Careback) with a woman holding a heart-shaped sign. The main content area features a section titled '冬季护肤' (Winter Skincare) with three sub-sections: A (保湿) - '为了让在冬季积累的损伤尽早恢复, 击退肌肤的首恶干燥, 集中彻底的呵护保湿护理很重要。为从肌肤内部呵护肌肤, 除了每日常用护肤品之外, 面霜应是必备产品。', B (促进血液循环) - '为预防因寒冷造成的血液循环不良, 新陈代谢差引起的干燥和粗糙等问题, 推荐做按摩。', and C (防晒护理) - '为维持一年当中最为白皙的肌肤状态, 防御冬天开始激增的紫外线, 从现在开始养成防晒护理的好习惯。'. The footer contains copyright information and service details.

# THAINKS

---

联系电话：15874221551 电子邮箱：[1436756822@qq.com](mailto:1436756822@qq.com)