

2025#

Welcome to read my visual design portfolio



2025: PORTFOLIO

(AIGC)
(CULTURAL & CREATIVE)
(BRAND)
(PACKAGE)

This portfolio consists of 4 parts

旺的视觉作品集

院校
School

本:北京交通大学 → 研(26年毕业):江南大学

实习
Internship

2025/6/18- : 小红书 📱 视觉实习生

技能
Skill

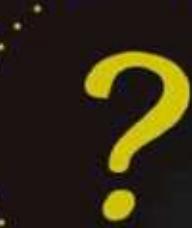
aigc/设计工具 🛠 : m/sd/figma/ps/ai/ae/blender...



个人
Personal

*小红书账号 📱 : Luckywangwang ? *艺人/广告 🎤 AI置景合作

Welcome to read my visual design portfolio



AIGC&设计 *Aigc&design*

AIGC&设计作品合集



品牌设计 *Brand design*

梅好集市-品牌形象识别设计



活动设计 *Activity design*

清宫有礼-展览视觉设计



包装设计 *Package design*

维他宇宙-保健品包装设计

This portfolio consists of 4 parts

?

AIGC&设计作品合集

AIGC置景设计

分为个人创作/商业落地两部分内容

*personal creation and
commercial implementation.*

AIGC； 置景设计； 商业落地；

AIGC&设计
aigc&design

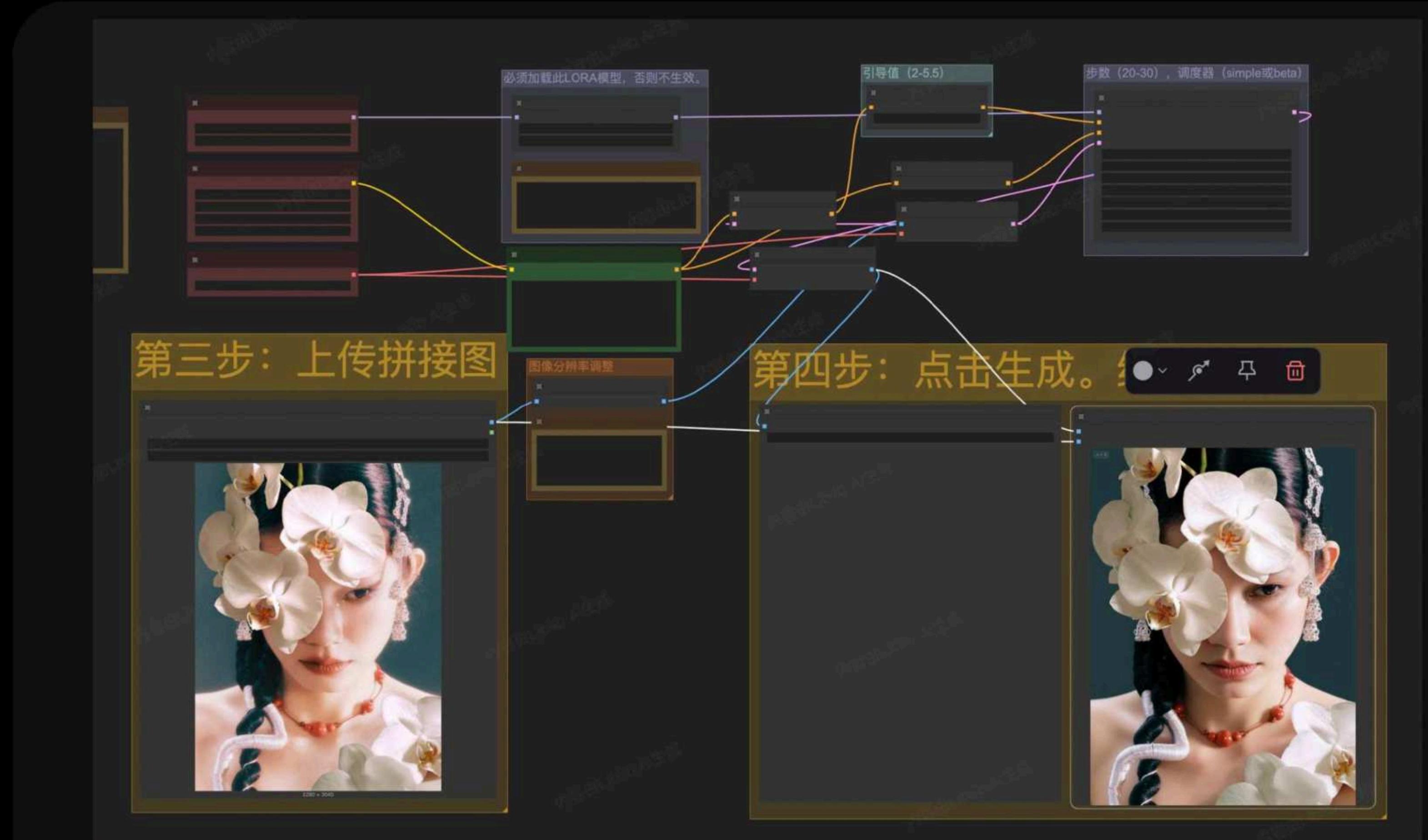


AIGC置景设计 *set design*

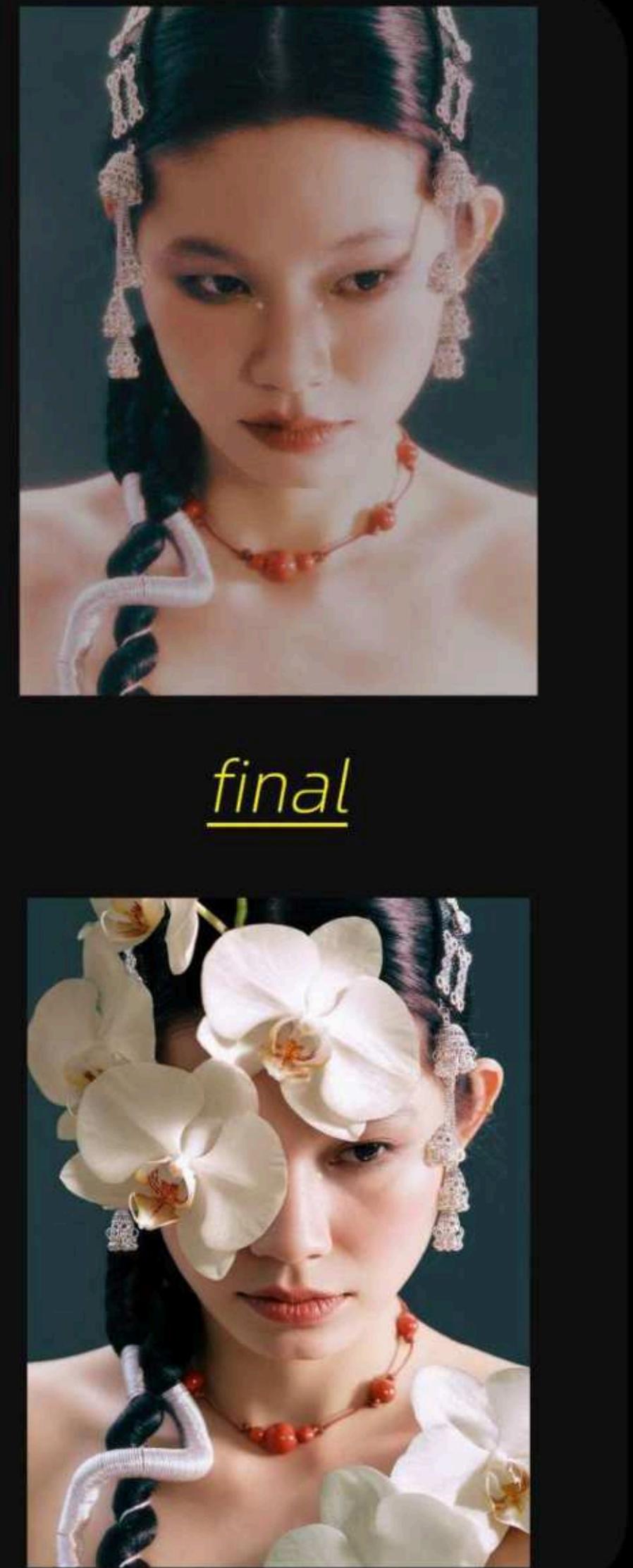
相比传统布景和各类后期制作工作，使用AIGC来置景会更高效和低成本，并能快速探索和输出多种创意方案

(前期：素材生成 (Mj/Krea等) → 后期：工作流合成 (Flux kontext/Nano-banana等模型))

输入



pic



final

例：把原图与素材拖入PS中简单拼接起来，在ComfyUI溶图工作流中上传拼接图，选择Kontext模型，进行光影重塑，使得素材图与拍摄图自然合成。不同模型，用法则不同



作品以蝴蝶兰为核心元素，结合实拍与AI(溶图工作流)辅助完成创作

灵感源于“庄周晓梦”的典故，探索梦与现实、人与自然之间的微妙边界 *Inspired by the allusion of "Zhuang Zhou's Dream"*

庄周晓梦
Orchid



结合实拍与midjourney/sd辅助完成创作
花间之境 / <基调“宁静/内敛”>
借留白美学营造呼吸感与诗意
Create a sense of breath and poetry



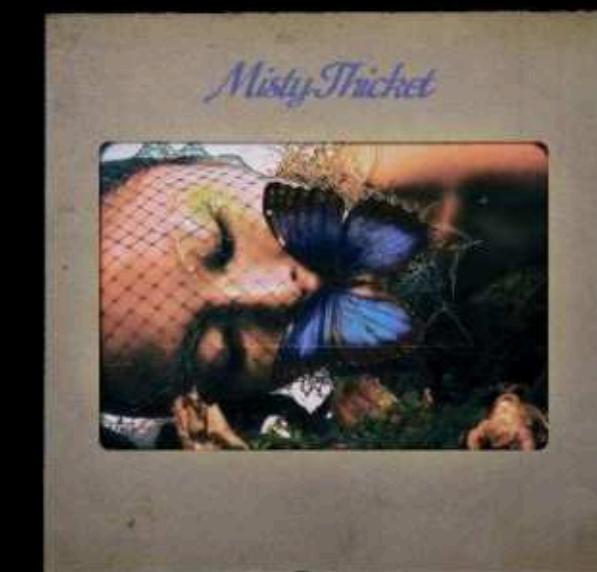
作品以树为核心元素，结合实拍与midjourney/sd辅助完成创作

The Metaphor of Trees and Human Life

<基调“神秘/寂静”>



迷雾 *Misty Thicket* 丛林



Rabbit + Island

Rabbits run away without turning back



<基调“奇幻/少女”>

结合实拍与midjourney/sd辅助完成创作

Welcome to the rabbit island!

lie down



Rabbits run away without turning back

Rabbit + Island



商合作
collaboration



小鬼&MIYAVI

艺人王琳凯(小鬼)× MIYAVI 合作
单曲【脑舞】预热海报置景

品牌 [如月之恒] CAMPAIGN 视觉置景

極美合作
collaboration



Y3K 人物换逆光背景

1 原图



2 Flux Kontext 改变光影



3 放大工作流提升画质



4 手动调整光影质感



改光影关键词：Keep the character in Figure 1 unchanged, change the light and shadow to purple light from the back, a large area of uniform purple light from the center of the background, no light from the front of the character (the face is completely black), the character's contour light and hair light effects. the background color and texture are uniform, and very fine particles can be seen in the light

歌手陈俞瑾 & 钱正昊 — **那个时候** — 专辑封面



あの時 (那个时候)

发行公司: 亚歌文化 Younger Culture
专辑类别: 录音室版

《あの時》(从那时起)是陈俞瑾与邬晓政Meteorizer合作创作的日文歌曲,由伯克利日本同学長屋凜作词,特邀艺术家钱正昊合作演唱。

有些场景总是定格在「那刻」的回忆里,而不是「此时」的眼中。譬如撞见樱花飘落的回旋,手穿过却抓不住的微风,山野盛大的茜色落日,「触碰的瞬间」所有色彩叛逃的白噪音时刻。

我在长大中逐渐理解,最美的永恒,恰恰是意识到永恒并不存在的那一刻。

于是我们不再追问消逝,用音符写下一封送给春天的情书。

あの時 (那个时候) VIP

陈俞瑾/钱正昊 >

01:26 极高 04:48

999+ 246

商务合作
collaboration

换景测试
Scene change test

Y3k



The character's posture remains unchanged. Contour light, hair light, changing the character's clothes to silver, set the background as a futuristic metal room, use light blue diffuse reflection lights, and horizontally emit light strips. Vintage CRT monitor, dazzling disco ball, transparent acrylic chair, vintage radio, retro futurism, cyberpunk, Y3K style.

Boxer



The character remains unchanged. Changing the character's clothes into sporty style, with a black border and a large red number 22 printed on the top. The background is bright and set in a soft cold blue room, with a combination of high wooden furniture, a red white, and black trampoline, high wooden walls and ladders, a pair of red boxing gloves hanging on a wooden cabinet, black mechanical equipment, a large gold trophy placed on a wooden jumping training platform, a silver dumbbell, a red car model on the floor, brown floor, American retro sports style.

Moricore



The character remains unchanged. Changing the character's clothes into milky white with a collar, there is a golden thick pearl necklace around the neck. The background is set in a bright, spacious, pure white and simple indoor space. The cement gray floor is covered by some moss at the window edge. A quarter of the picture is lush plants and a green carpet with irregular grass. The foreground is covered by a large number of tortoise backed bamboos, chlorophytum comosum, and plantains with high ceilings. A white metal rectangular office desk is equipped with a silver computer, a silver lamp, and a white water cup. A white metal shelf is equipped with some potted plants. Behind the figure is a transparent white shutter. The warm and quiet atmosphere is modern Natural aesthetics.

在Flux平台上，使用风格关键词模板搭配Kontext模型换背景，以下是before/after



通过在网页后端内置对应的风格关键词和接入Flux网站的API。用户在网页输入用户名和上传照片，点击选择风格选项，即可实现一键换风格效果

The screenshot shows a user interface for a photo editing tool. At the top, it says "47.121.134.92/flux". Below that is a title bar with "S11ChangJiang" and a close button. The main area has three preview thumbnails: "S11" (original photo), "Boxer Slay" (boxed style), and "Moricore" (milk-white style). Below the thumbnails is a large pink "Download" button with a cursor icon pointing to it. At the bottom, there are tips: 1. 请上传3x照片, 2. 背景清晰的正方形效果更好哦, 3. 上传图片大小4M。



品牌设计 brand design

梅好集市-Meihao Brand
品牌 视觉形象识别 设计

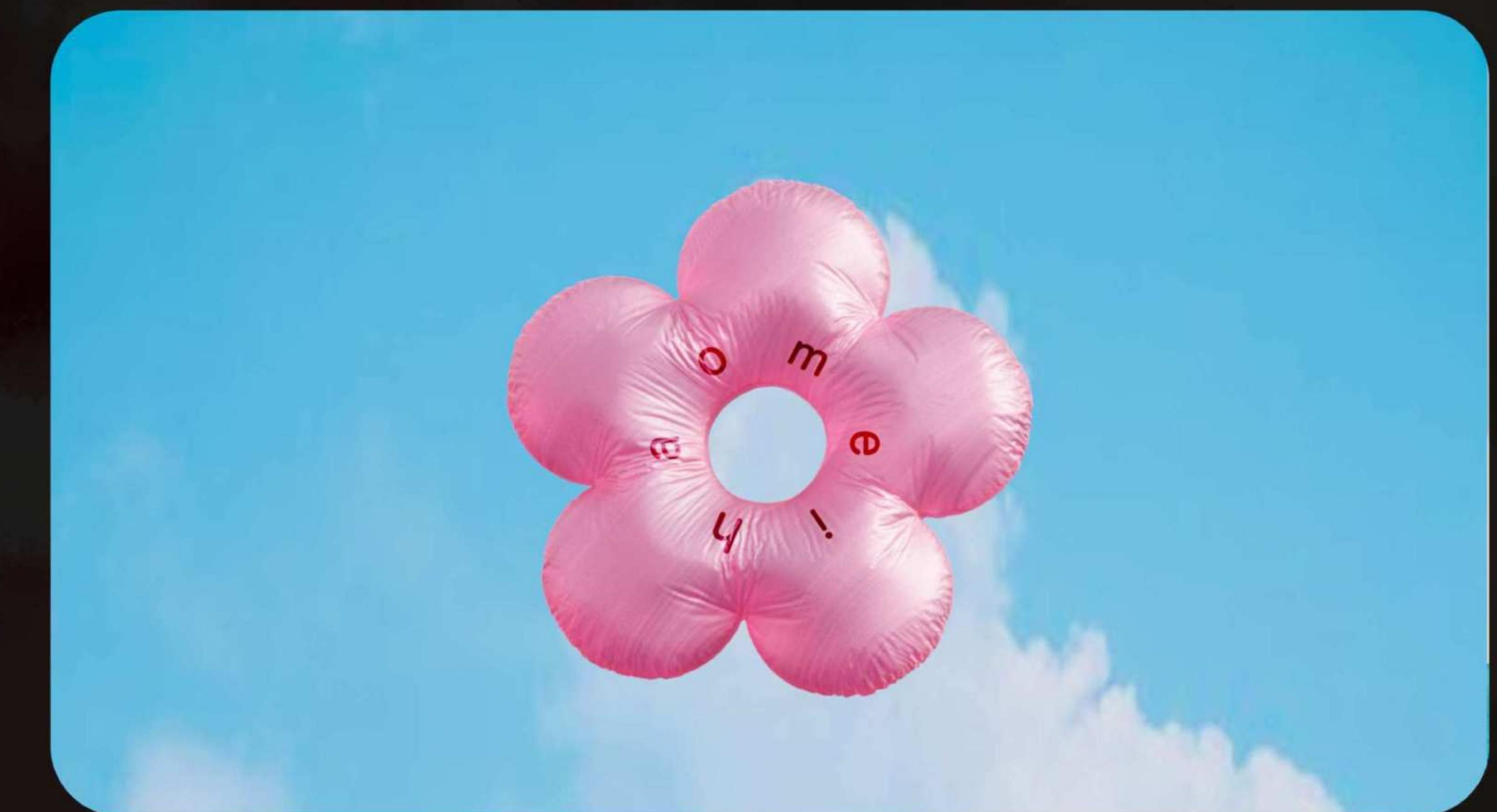
*urban micro renewal plan based on
Wuxi Meili SOHO Area*

%

概念策划； 品牌设计； 视觉系统；

基于无锡梅里soho片区的城市微更新计划，设计师为梅好集市设计一套充满活力年轻和高传播性的品牌视觉。梅好集市将水元素转化为以方圆为单位的基本图形

进行碰撞和融合形成多形态梅花图案作为我们的LOGO并选用蓝色作为我们的主题色，我们希望以此传递美好集市“梅美与共”的品牌主张

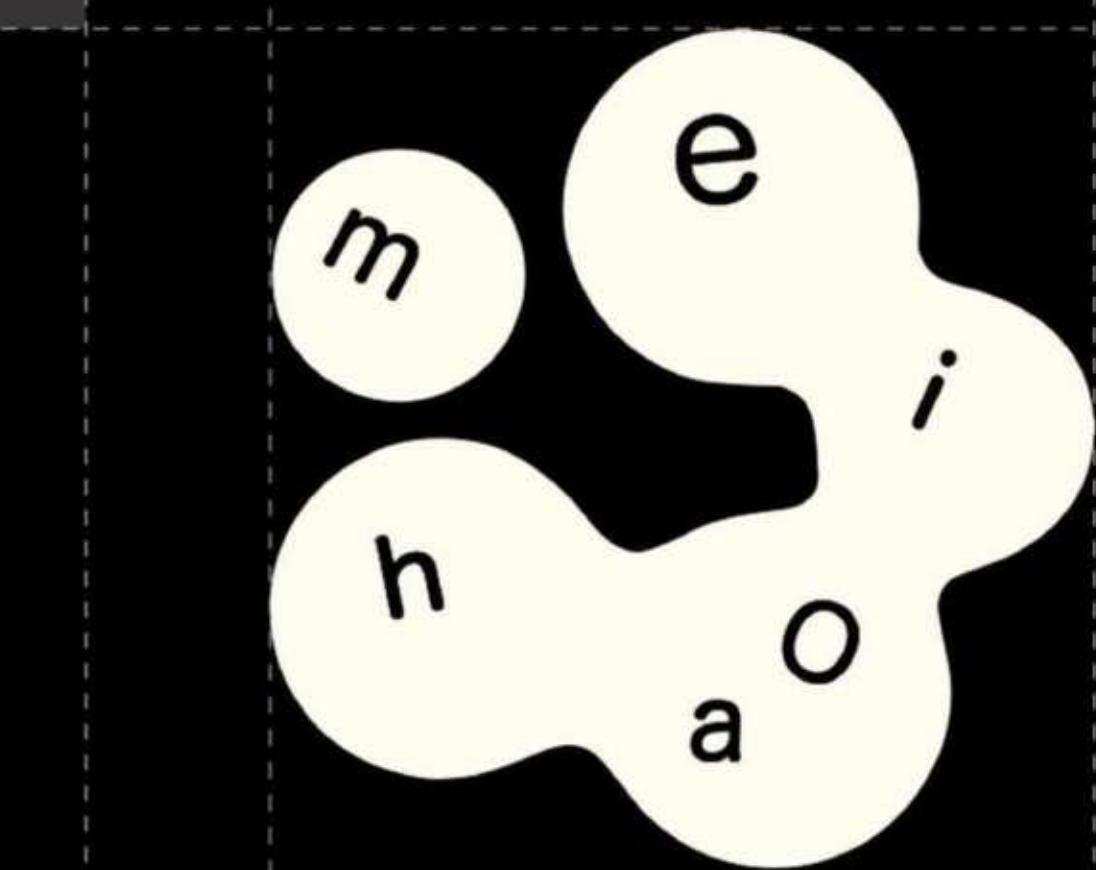




梅好集市

MEI HAO
BRAND FAIR

LOGO 形式 (A)



梅好集市

MEI HAO
BRAND FAIR

5.25a

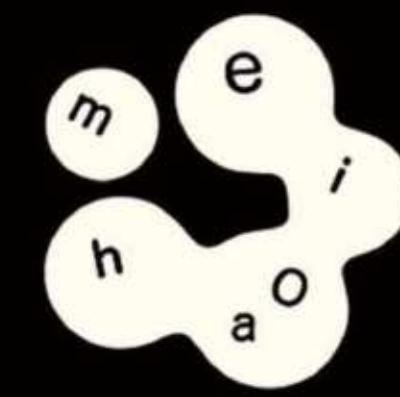
a

6a

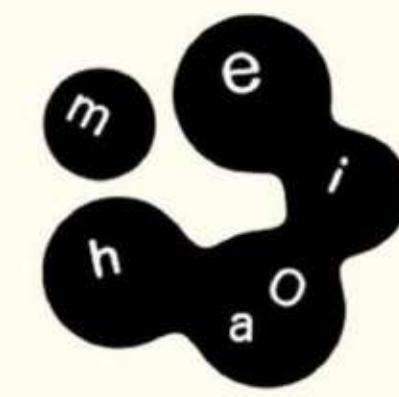
1.5a

1.25a

LOGO 形式 (B)



梅好集市
MEI HAO BRAND FAIR



梅好集市
MEI HAO BRAND FAIR

中文

鸿蒙黑体

文字横向压90%，字距-10

一二三四五六七八九十

欢迎来到梅好集市

位于江苏无锡新吴区

我们相信梅好自由力量

美好自会发生

英文

ヒラギノ丸ゴ Pro

A B C D E F G H I J K L M N

O P Q R S T U V W X V Z

a b c d e f g h i j k l m n

1 2 3 4 5 6 7 8 9 0

｀！＠＃￥％……＆＊（）／

{}|？/<>.

PANTONE 915 U
RGB:41192 231
CMYK: 0 24 38 0

PANTONE BLANK
RGB:0 0 0
CMYK: 0 0 0

PANTONE WHITE
RGB:255 255 255
CMYK: 0 2 9 0

PANTONE 7548 U
RGB:255 201 21
CMYK: 0 12 98 0

PANTONE Bright red c
RGB:249 56 34
CMYK: 0 85 95 0

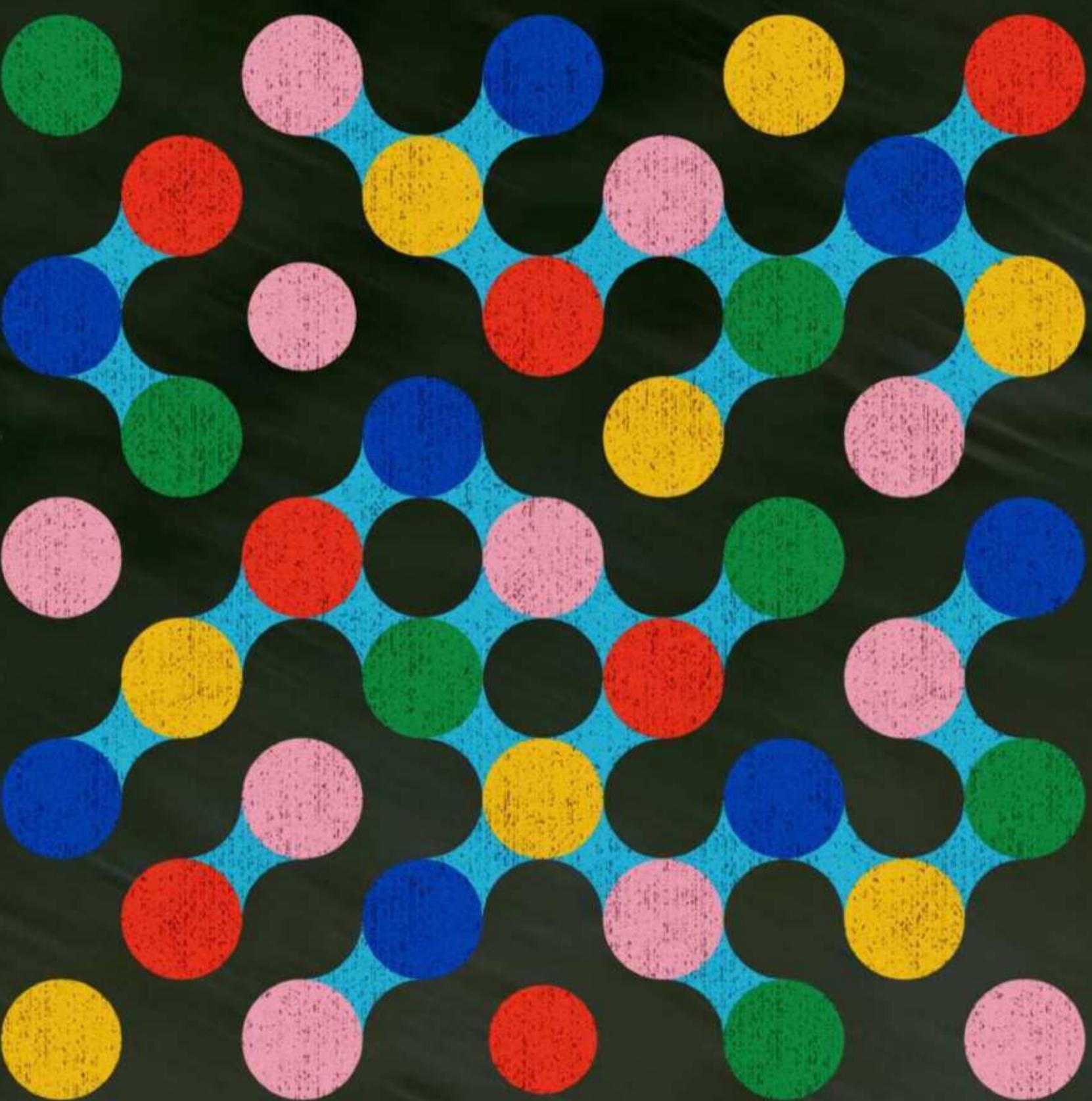
PANTONE 189 U
RGB:255 171 194
CMYK: 0 38 7 0

PANTONE 2426U
RGB:18 148 71
CMYK: 79 0 97 0

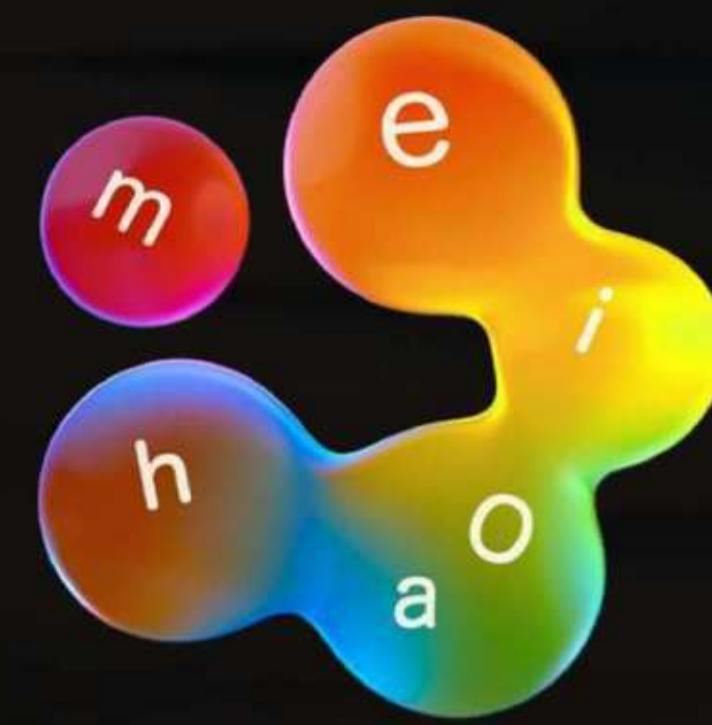
PANTONE 2728C
RGB:0 71 187
CMYK: 0 34 22 0

2023

02/17 [SAT]
08:30 - 18:30

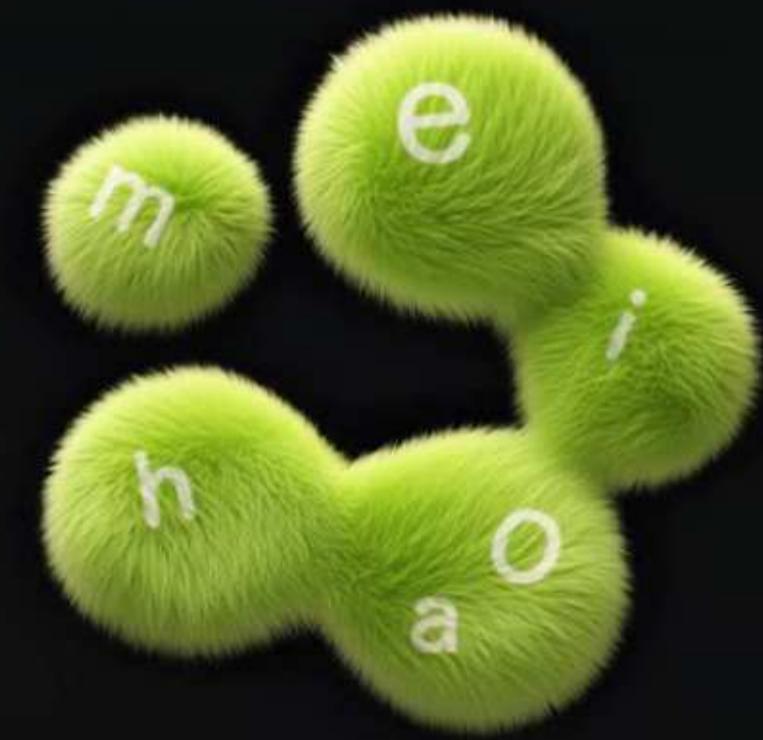


**TO
DO
LIST**



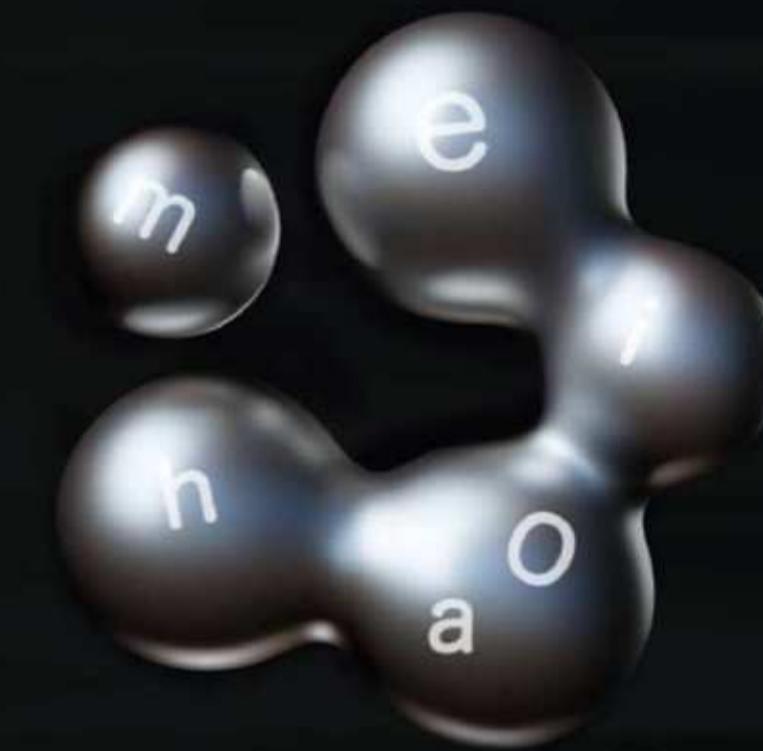
定格美好Zone

the zone of freezing the moment



休闲玩乐Zone

the zone of leisure and Entertainment



品牌探索Zone

the zone of Brand Exploration



生活美学Zone

the zone of Life Aesthetics



街头表演Zone

the zone of Street performance



缤纷美食Zone

the zone of Colorful Cuisine



exhibitor 證件牌

materiel 品牌物料



这组品牌物料结合了别针、珠链与异形卡片的可拆卸组合设计

This group of brand materials combines the combined detachable design of pin, bead chain and special-shaped car-



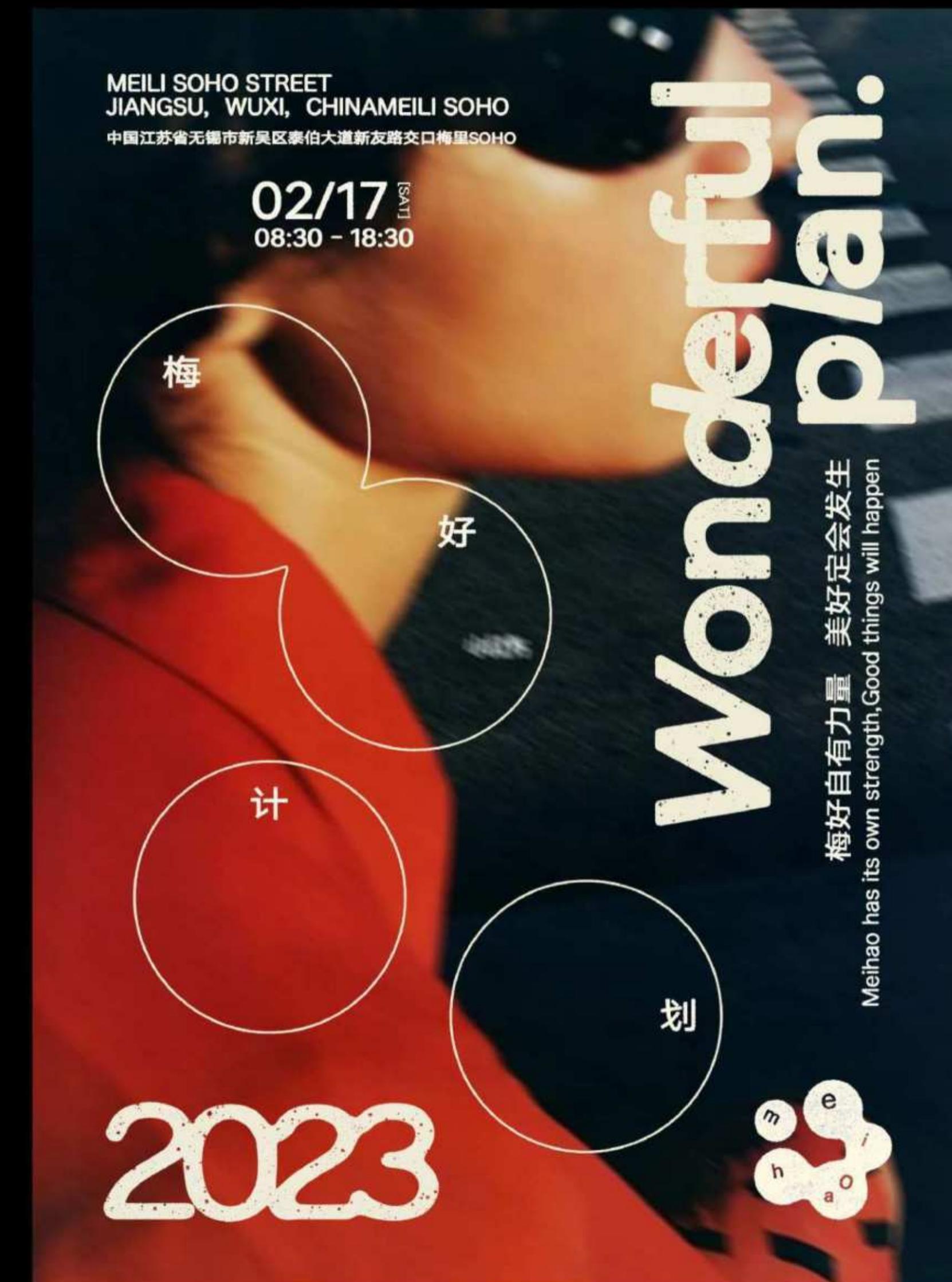
bag 2/品牌袋

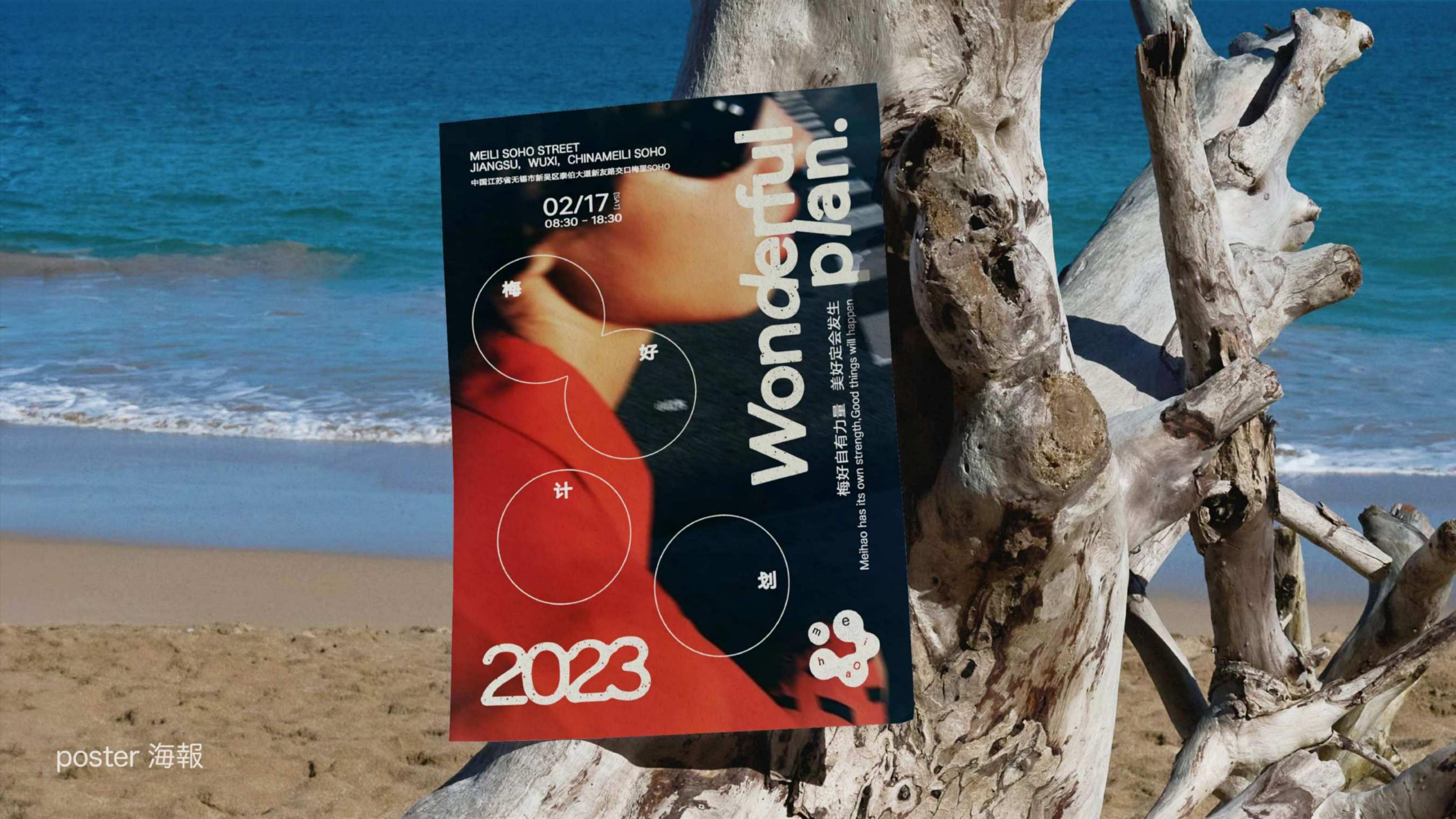


380 mm
320 mm



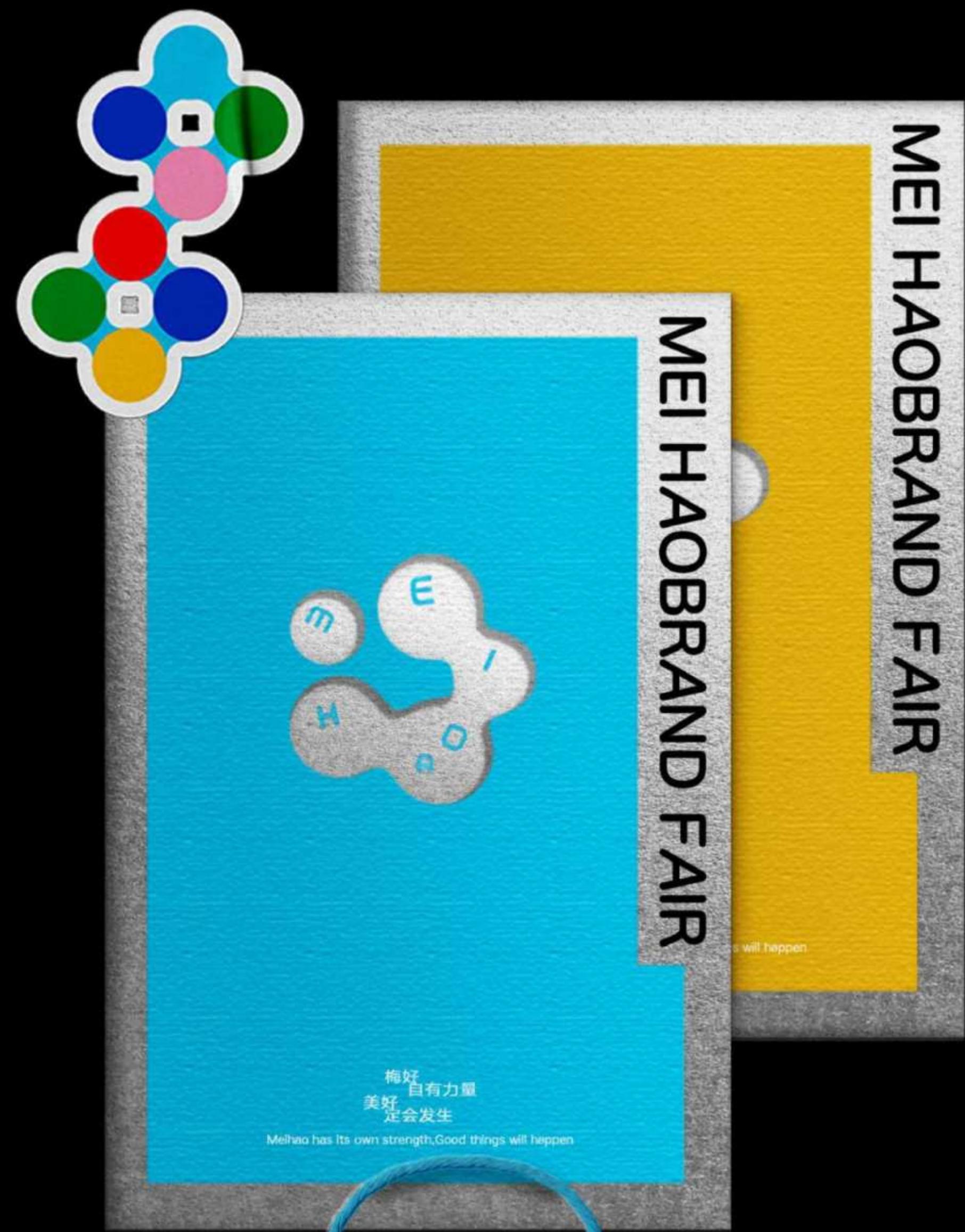
bag 帆布袋





poster 海報

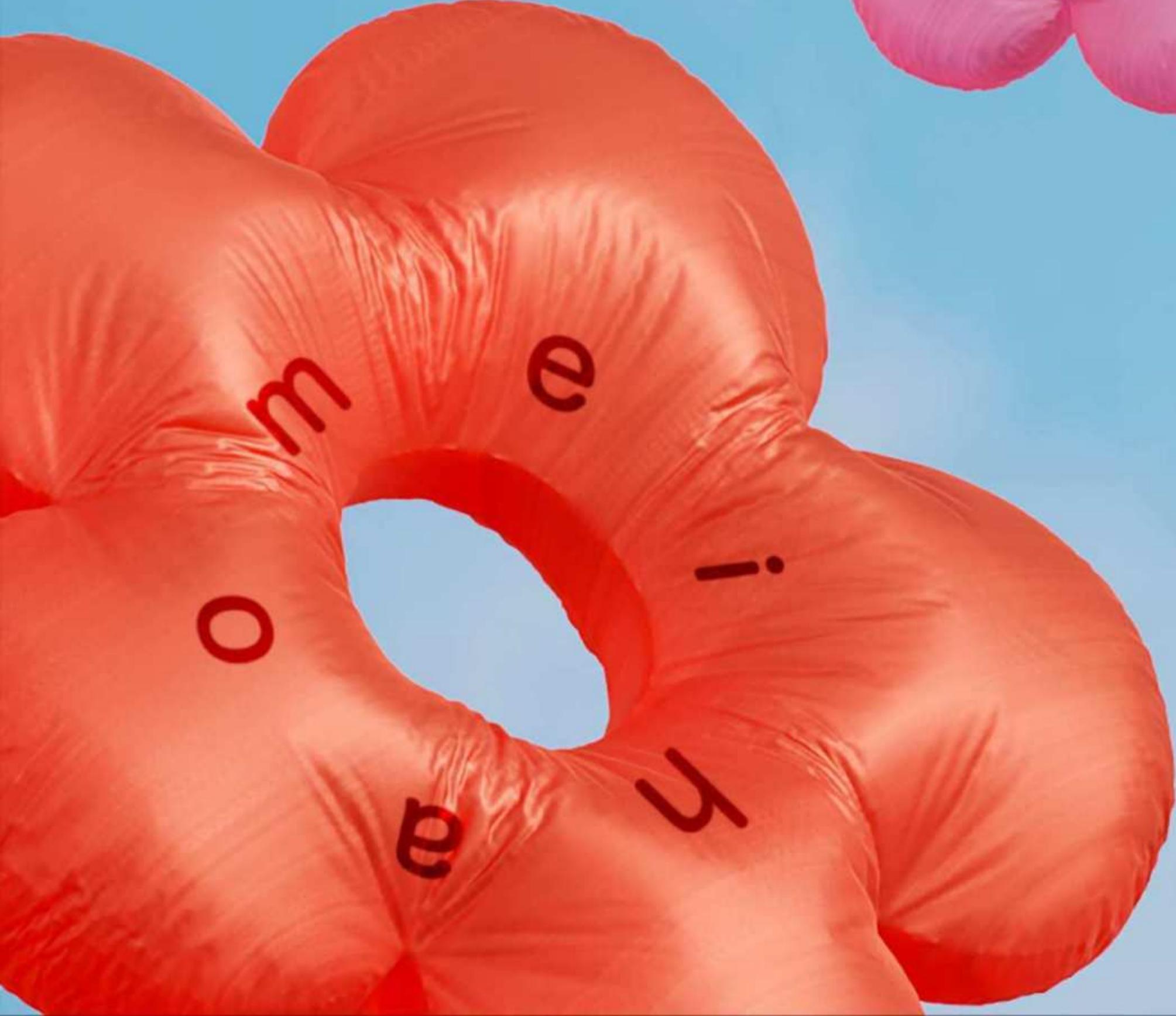
collection 物料集合



signage 方向牌









清宫有礼-活动 视觉设计

清宫有礼以传播中华优秀传统文化为核
心，是一个融合当代审美的文化 IP 品牌

本次圆明园遗址公园特展的视觉设计聚焦
雍正朝宫廷绘画艺术

以故宫博物院藏《雍正行乐图》为创作蓝
本。通过数字化拼贴与重组，将古典绘画
元素与现代设计语言相结合，在延续文化
底蕴的同时创造鲜明的视觉冲击力

*Qinggong Youli is a cultural IP brand
integrating contemporary aesthetics*

圆明园； 传统文化； 活动视觉；

活动设计

Activity design





雍正朝宫廷绘画文创特展
court paintings of the Yongzheng dynasty



Qinggong Youli "is a cultural IP brand that focuses on promoting Chinese culture. This special exhibition at the Yuanmingyuan Ruins Park focuses on the painting art of the Yongzheng Dynasty court, using the "Yongzheng Xingle Tu" collected by the Palace Museum as the creative blueprint.



A cultural and creative exhibition
about court paintings of the Yongzheng Dynasty



缃色

R221 G193 B146
#ddc192



品红

R22 G50 B112
#de3270



绛黄

R225 G223 B16
#ffd101



丹橘

R225 G125 B22
#ff7d16



碧色

R1 G106 B197
#01cea7



天水碧

R13 G179 B203
#00b5e6



紫檀

R200 G58 B135
#c83a87

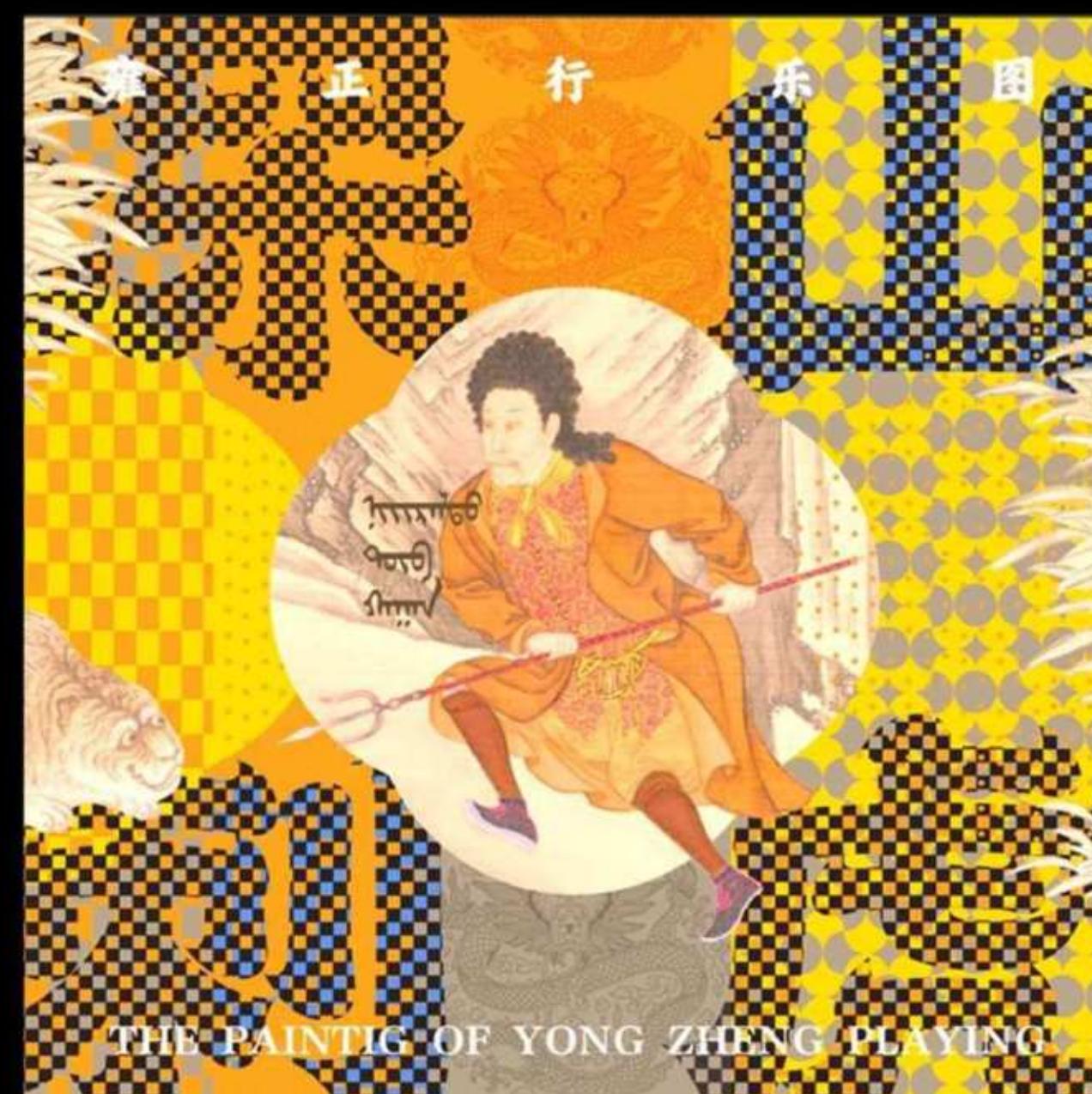
“山中闲情”

The emperor enjoyed himself
in the mountains.



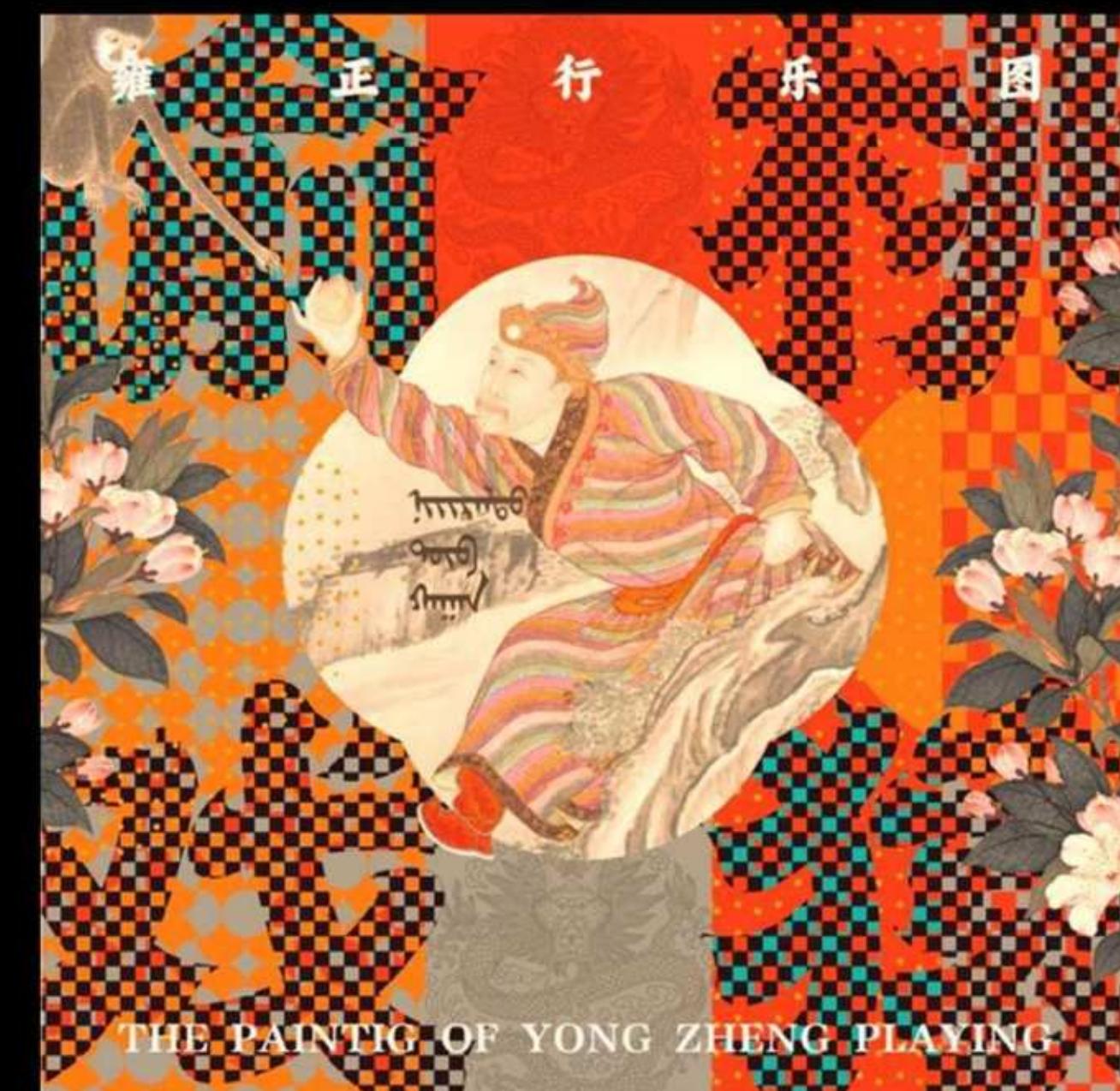
“深山刺虎”

The emperor hunted tigers
in the mountains.



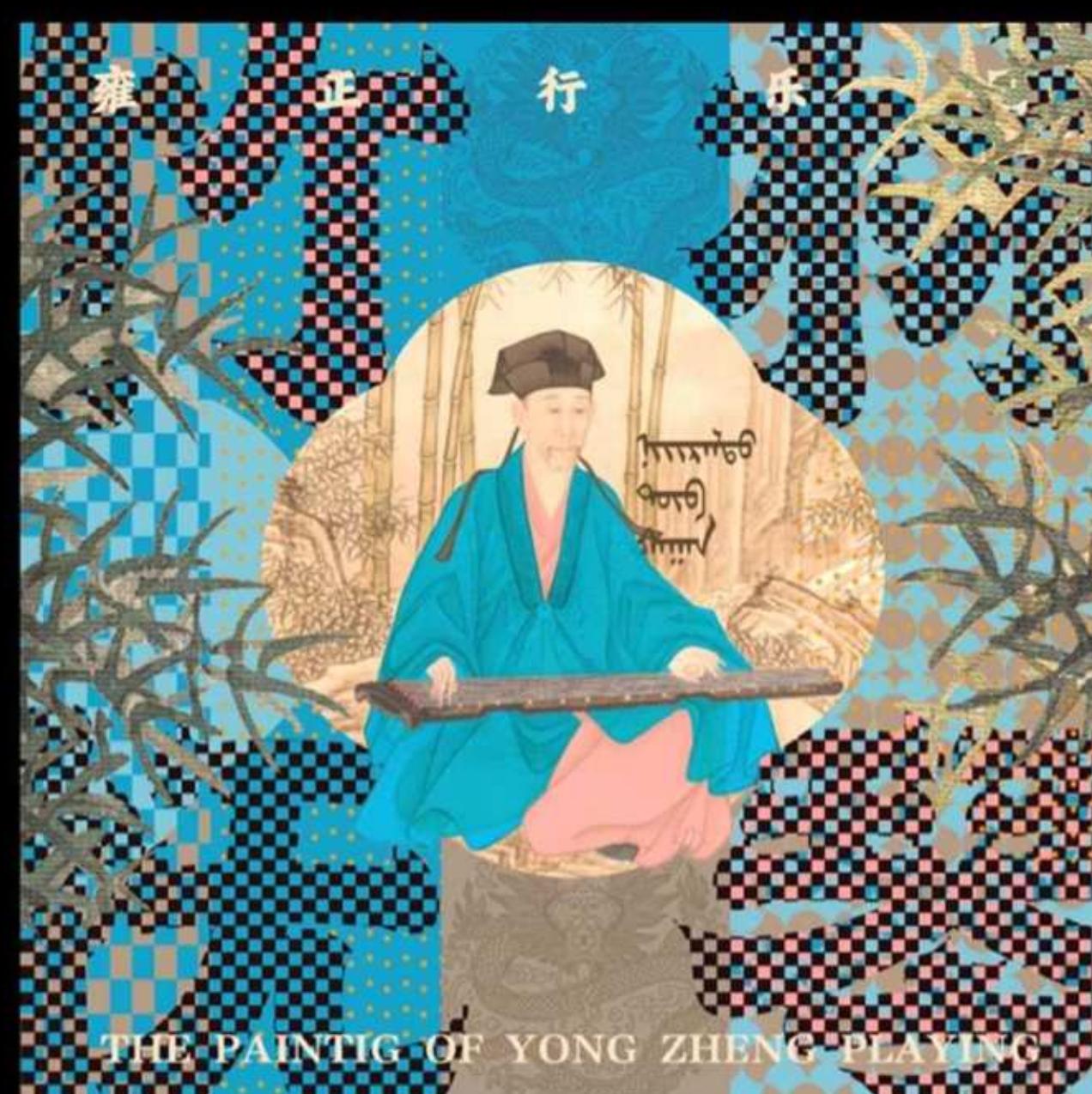
“偷桃戏猿”

The emperor stole peaches and
played with monkeys.



“山涧独钓”

The emperor was fishing leisurely
in the mountains.



“竹林抚琴”

The emperor played the piano leisurely
in the bamboo forest.

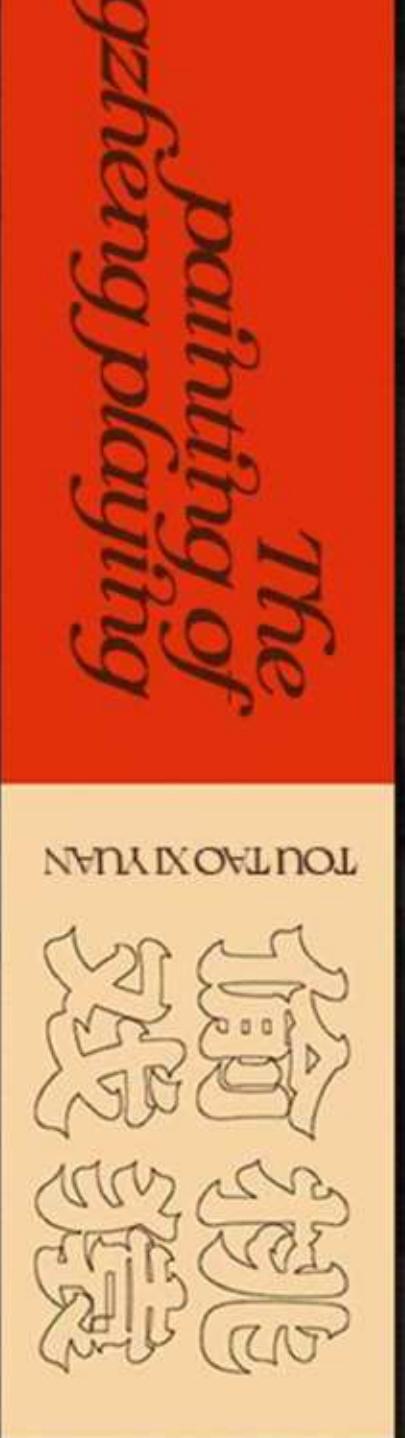
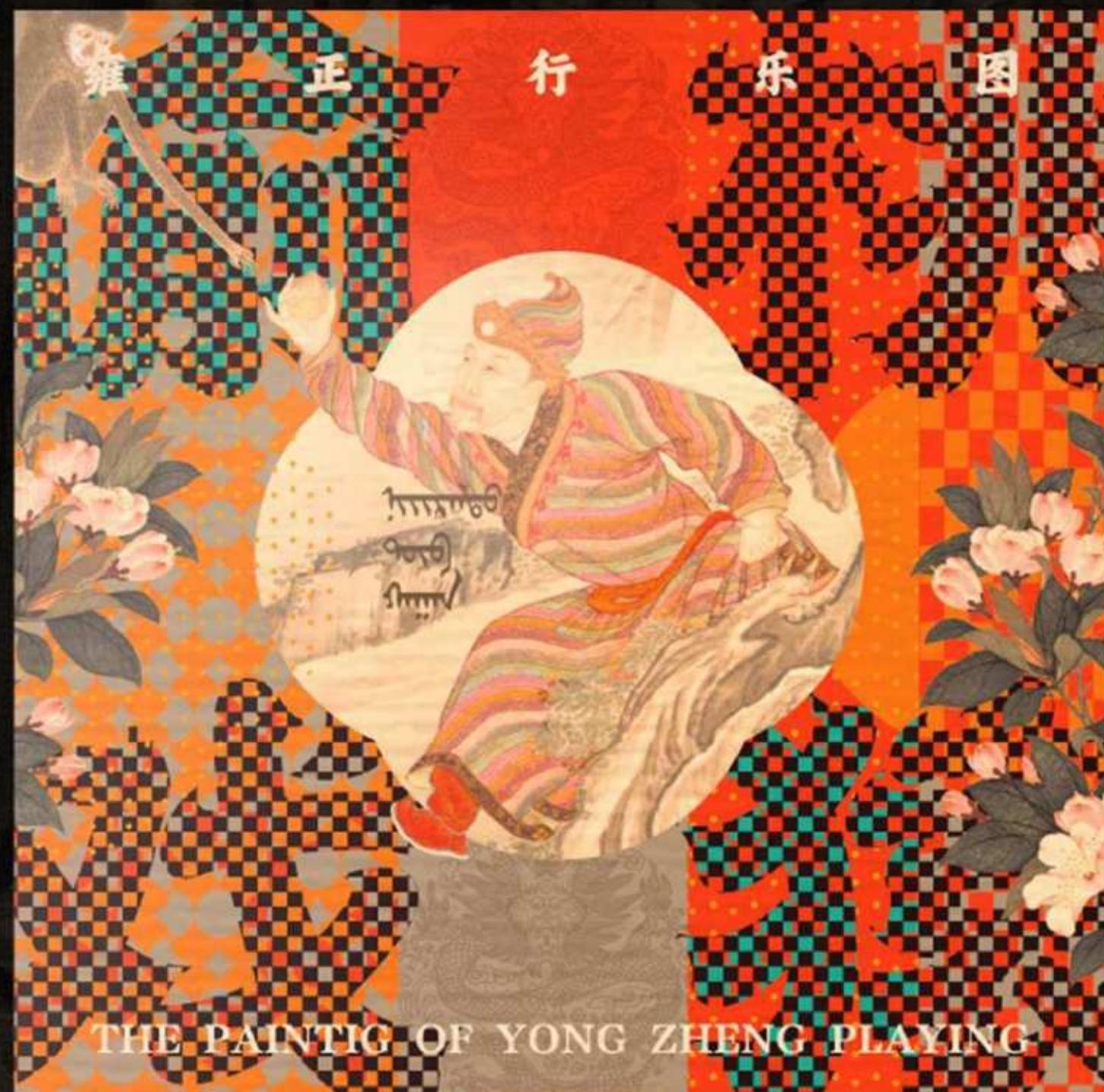
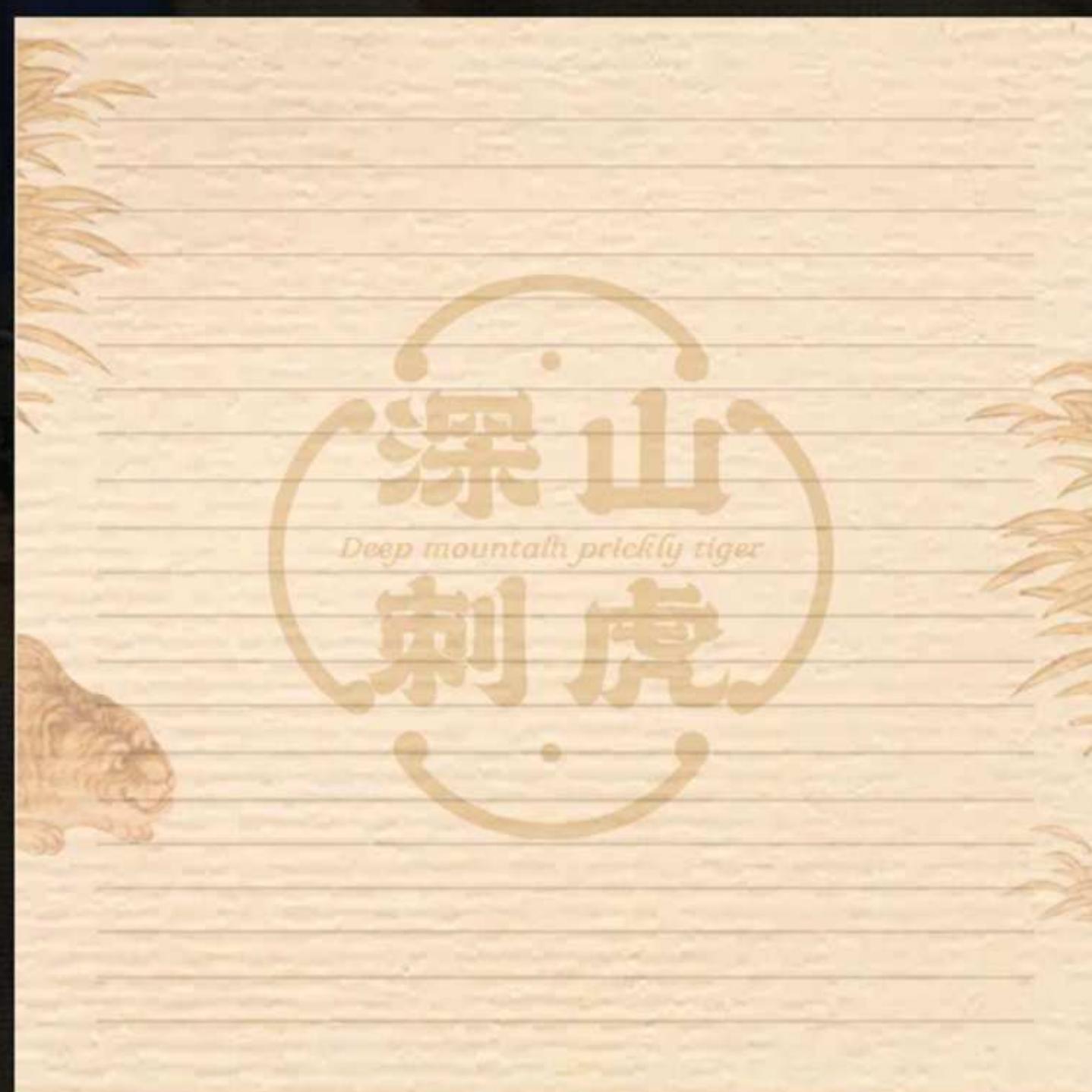
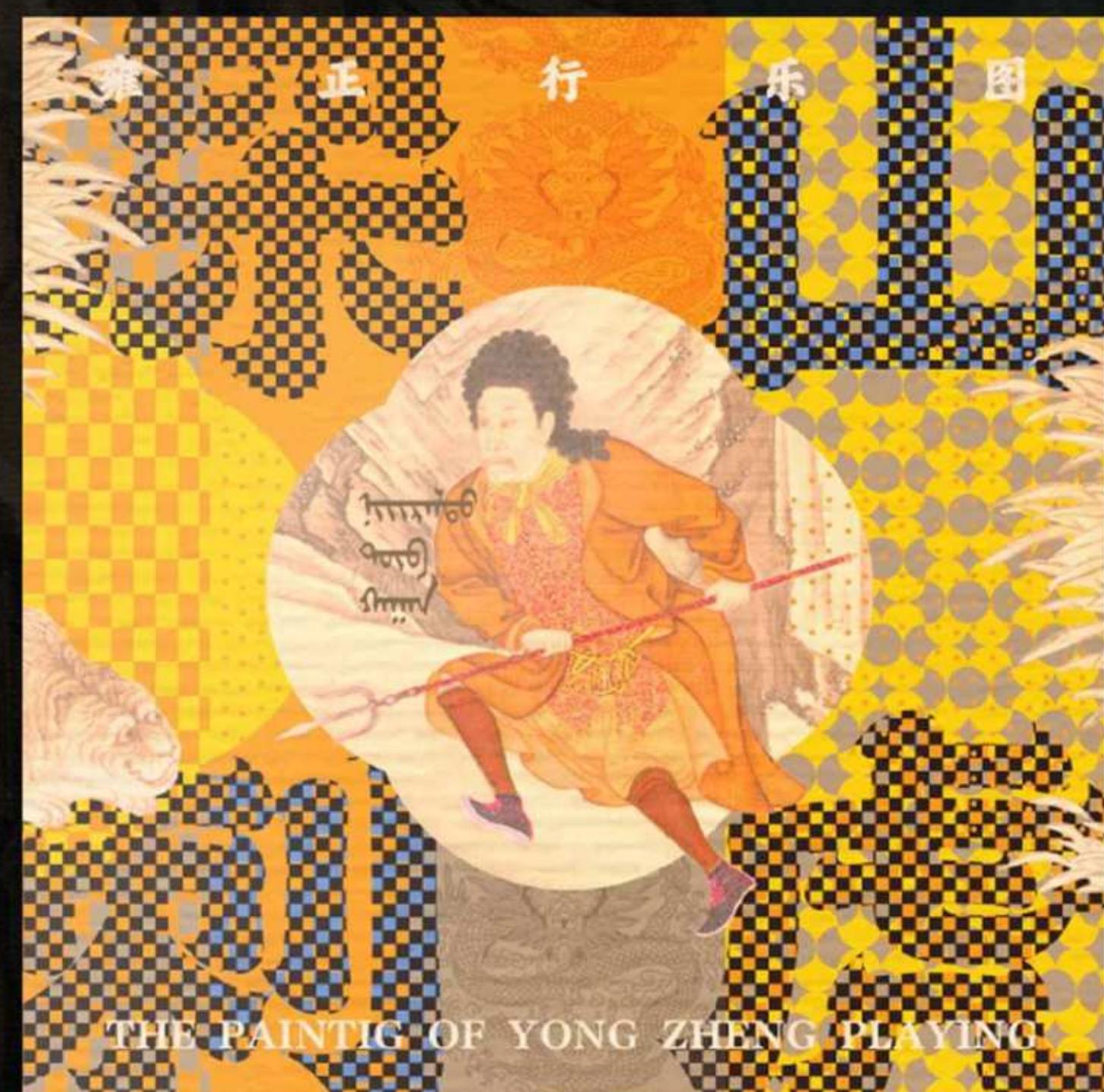


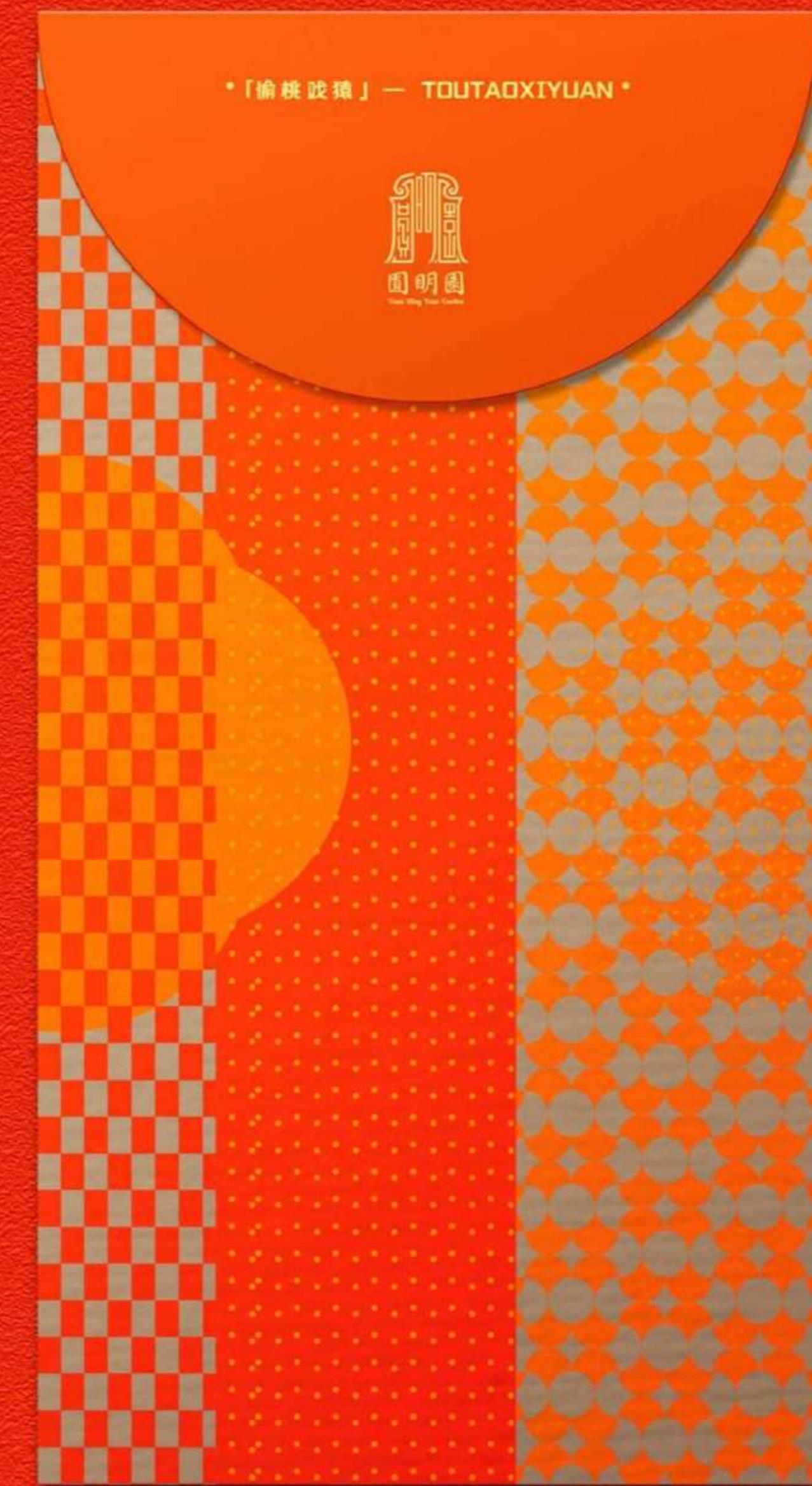
“树下观花”

The emperor was enjoying flowers
and drinking under the tree.

展览入场手带/伴手礼

Exhibition entry wristband/souvenir









清宮
有礼

Gifts of the Qing Dynasty

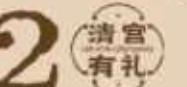




一份邀请函
待查收

画中雅趣

court paintings of the Yongzheng
Dynasty 2022

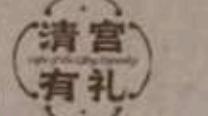


6/29 8:30-17:00 7/18日

中国北京市海淀区清华西路28号圆明园展览馆
Yuanmingyuan Exhibition Hall, No. 28 Qinghua West Road, Haidian District, Beijing

画中雅趣

court paintings of the Yongzheng
Dynasty 2022



6/29 8:30-17:00 7/18日

中国北京市海淀区清华西路28号圆明园展览馆
Yuanmingyuan Exhibition Hall, No. 28 Qinghua West Road, Haidian District, Beijing

包装设计

Package design

维他宇宙-保健品 包装设计

Vita Universe-
Packaging Design for Health Products



保健食品； 包装设计； 礼盒设计；

“科学家们曾猜测，在宇宙深处的颗粒之中，可能存在着维生素B3，并且它会借助彗星和小行星，以宇宙天体间的传输方式传输至地球，也许，组成我们身体的营养

都曾属于广阔的宇宙，这是来自宇宙的礼物”
“维他宇宙”以此为创意点，年轻群体为消费人群，通过互动性、系列化等形式来完成礼盒设计



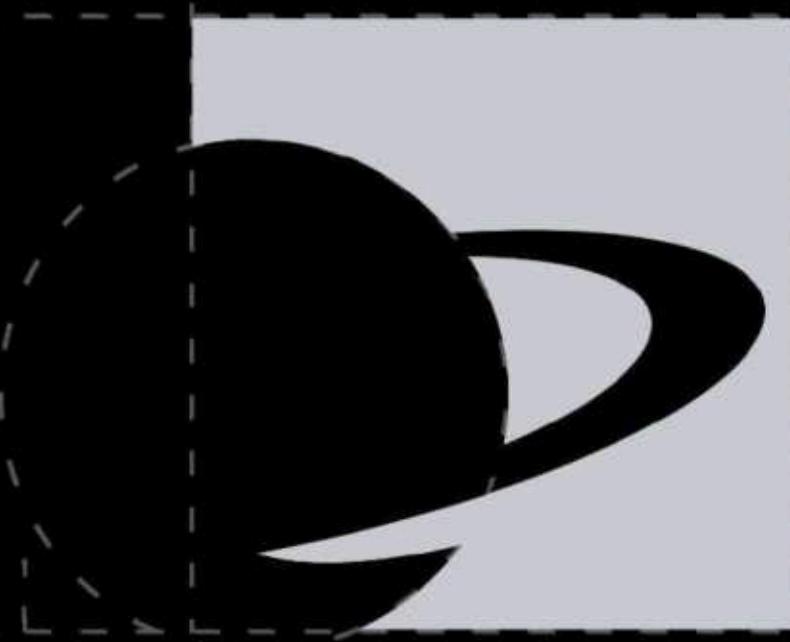


维他宇宙
VITAVERSETM

UNIVERSE→EARTH
TICKET PURCHASER



PACKAGING DESIGN FOR
HEALTH PRODUCTS



维他宇宙
VITAVERSE^{VT}

VitaVerse^{VT}

英文单独使用时

维他宇宙

中文单独使用时

维他宇宙
VITAVERSE^{VT}

中英文组合使用时

维他宇宙
VITAVERSE^{VT}

图形文字组合使用时

在字体设计上，每个标题字体的中心偏上部进行笔画简化的设计手法，以2px为规范，进行单个字体的比划简化与字间距设计，在保持字体识别性的同时，保持整体品牌视觉语言的统一性。提取标志中的“正方形视觉语言”

2px

蓝莓叶黄素酯

2px

γ--氨基丁酸

葛根--枳椇子

牛磺酸维生素

多种维生素钙

蓝莓叶黄素酯

樱桃维生素C

E4E4E4

F98E58

A6A2FF

F9B6E2

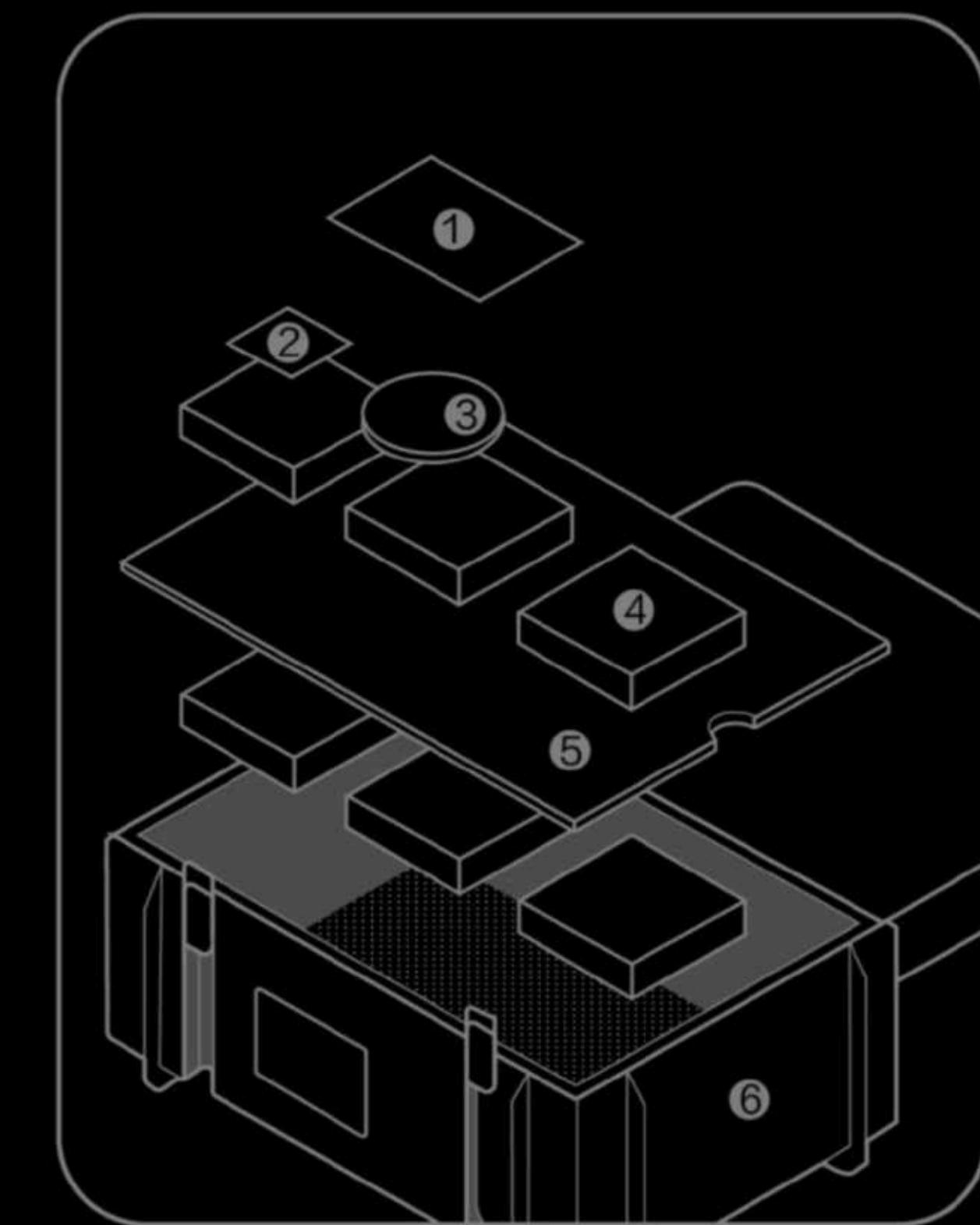
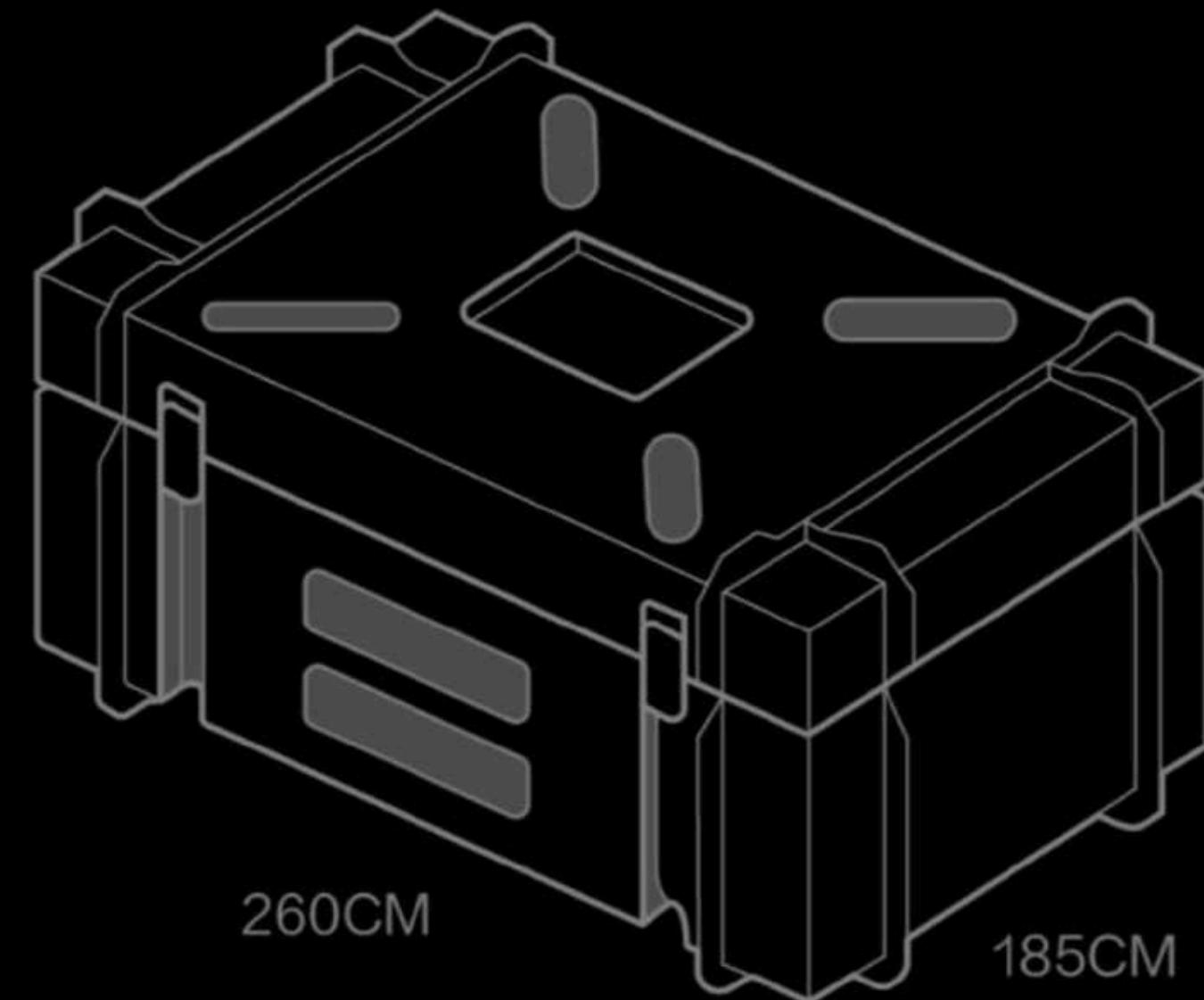
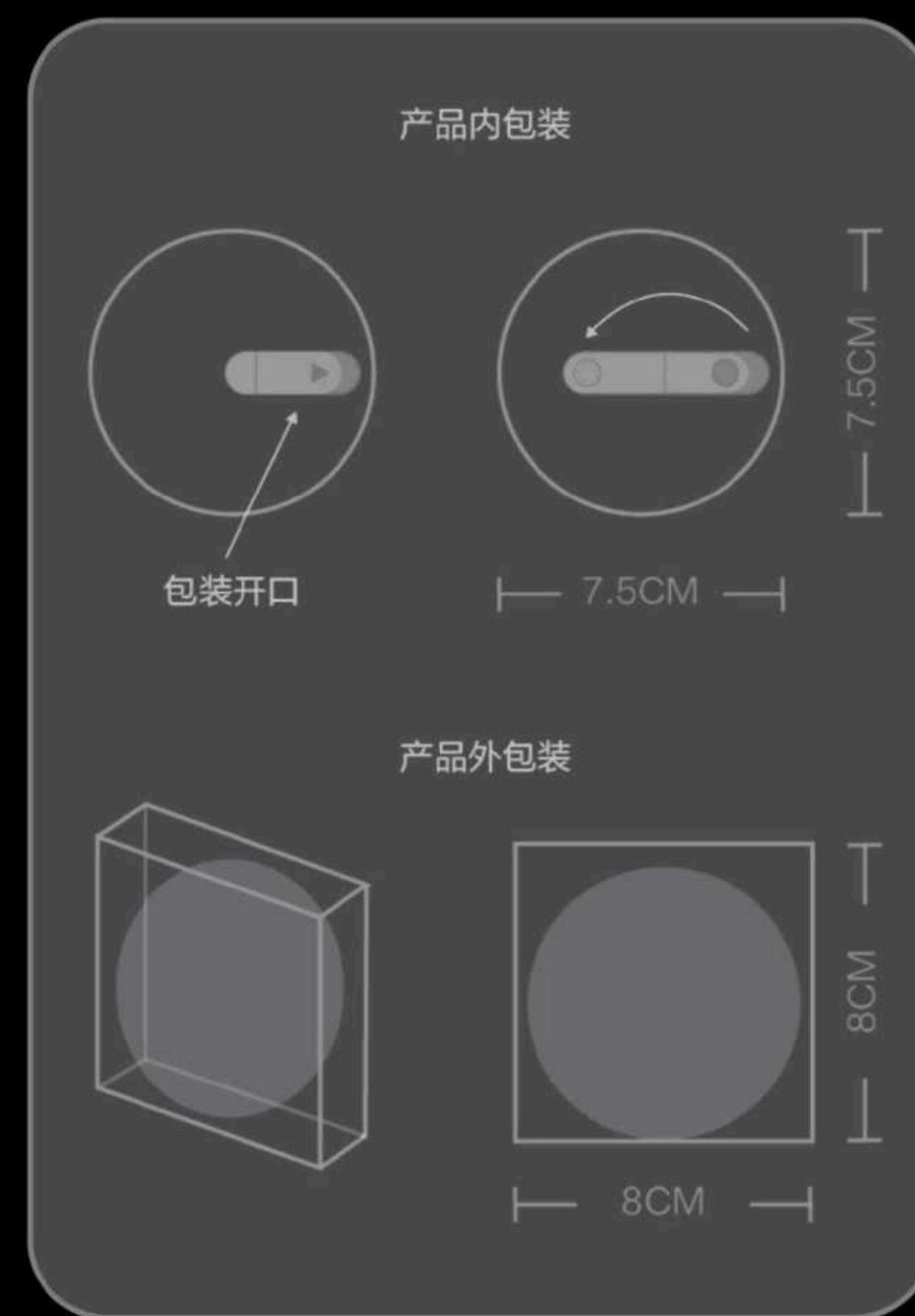
0F0F0F

C0EE81

96F0F0

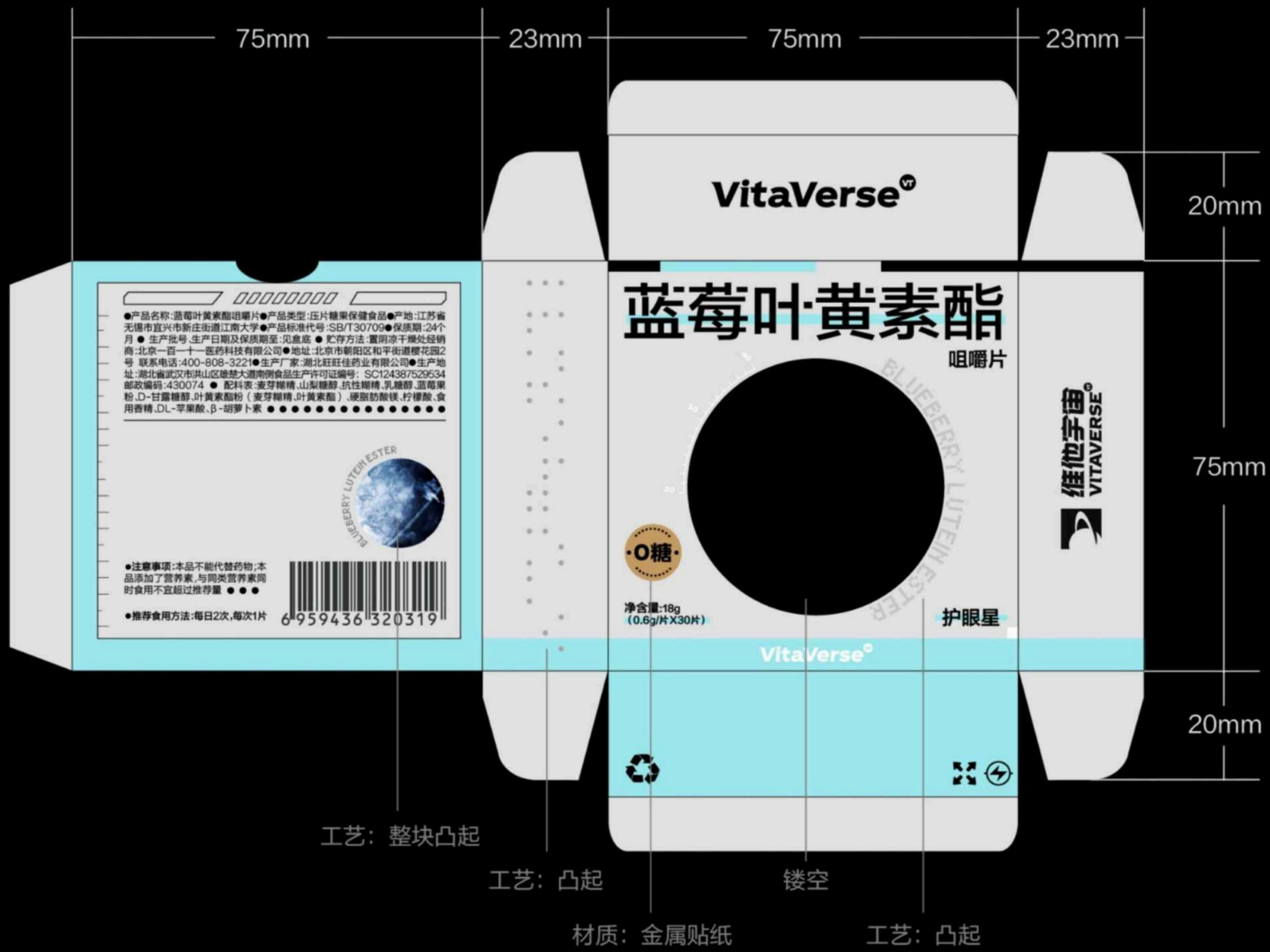
8ECCFF

礼盒整体强化“宇宙的礼物”这一概念，将礼盒设计成“能量补给箱”的形式，增强整体的品牌感受。礼盒内包含6种口味，礼盒手提箱可在使用后，将隔板拆除，二次利用作为收纳盒，收纳书本等物品



包装平面图&材质工艺

材质：250g银卡





礼品卡与登机牌形式相结合
保持整体视觉形象的统一性

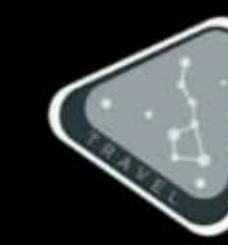






礼盒包含贴纸设计，消费者可以将贴纸粘贴至箱体进行DIY

VitaVerse[®]



其他设计

Visual Guidelines for A-level Promotion Campaigns

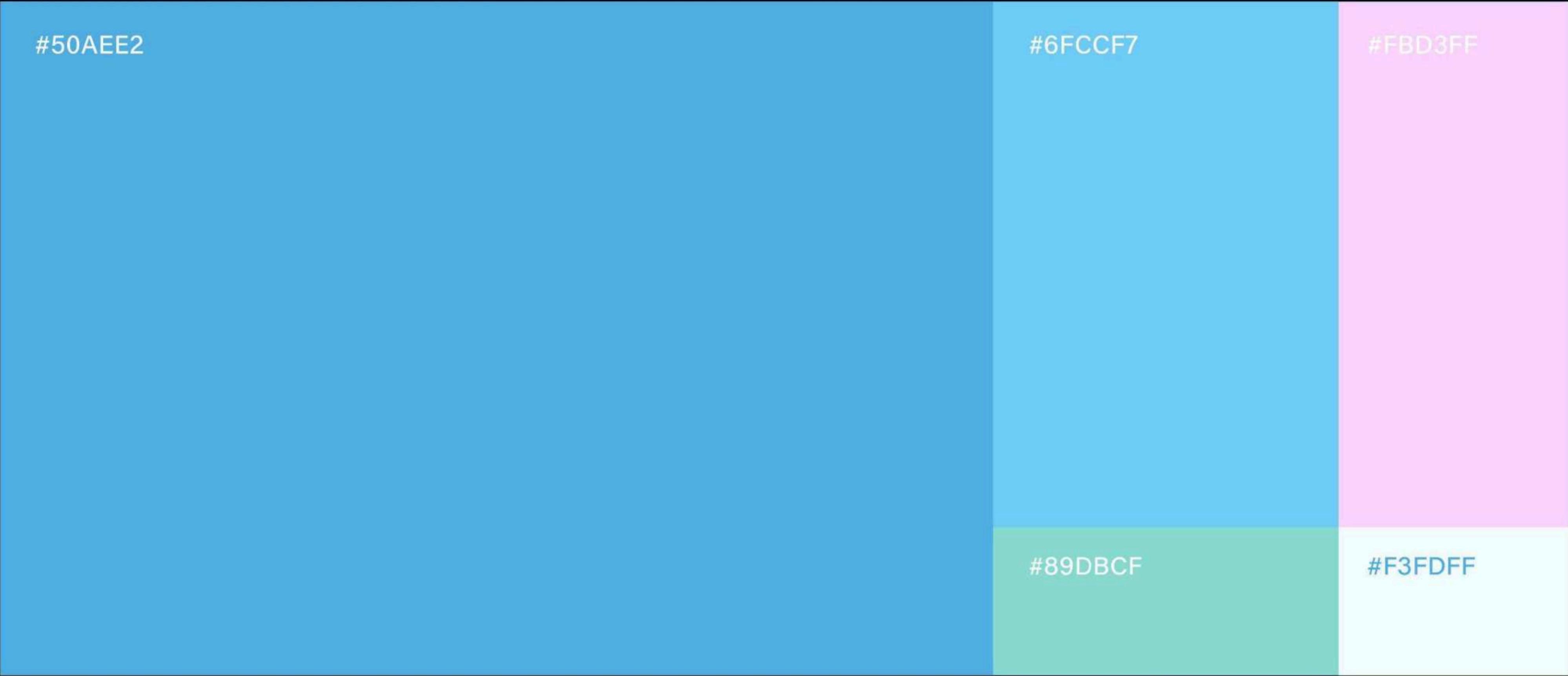
新品美护季-**A促**活动视觉规范

交易侧； 视觉规范； 新品美护季；



美护新品季

美护新登场 *Summer⁺ beauty*
+(焕新)正当时



#50AEE2

#6FCCF7

#FBD3FF

#89DBCF

#F3FDFF

大标题

思源宋体

美护新登场[°]
(焕新)正当时

正文 OR 小字

兰亭

@吕颖ivy
17:00

英文

思源宋体

Summer Beauty
abcdefghijklmn0123456789





开屏



2025#

Welcome to read my visual design portfolio



2025;
THANK YOU

The word "THANK YOU" is written in a large, gold-colored, serif font. The letters are filled with a pattern of small yellow stars. A decorative flourish of yellow lines and stars surrounds the letter "T". Above the "T", the year "2025;" is written in a smaller, gold-colored, sans-serif font.

(AIGC)
(CULTURAL & CREATIVE)
(BRAND)
(PACKAGE)

This portfolio consists of 4 parts