

Hello, I am Full-Stack Designer



Nook **LEE**

Full-Stack Designer in
Graphic / Animation / UI&UX / Branding&Strategy
Front-end Developer

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Location : Shanghai, China

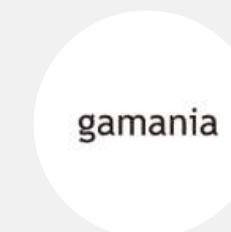
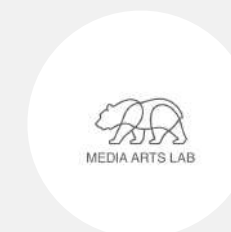


About Me

I am calling myself a **Full-Stack Designer** as I am involved in a wide range of designs such as Printing design, Visual Identity design, Website, APP's UI&UX design, Branding Strategy in China, Animation, and Front-end Development. I have more than 15 years of experience in designing digital assets, with a strong focus on ROI-oriented UI&UX design.

Previously I was an **Art Director** in Media Arts Lab Shanghai which is part of Apple's creative agency, focused on Apple Store and Apple Music, involved in the 2018 Apple CNY campaign. Earlier I was an **Animation Specialist** and **Front-end Designer** in Altium's global marketing department. Early age in my career path I was working in the gaming industry for a few years as **Head of UI Department** leading a Game UI department. Also a few years in the advertising industry, in charge of the digital campaigns, and media materials.

I am currently working in a french digital agency that focuses on digital ROI design and tech development as **Art Director**. In charge of UI&UX design, user analysis, and main focus in communication with clients to make sure we can perfectly combine their requests within a good ROI concept.





Maybelline Tmall Douyin Designs & Guidebook

Branding & Digital Design

Objectives

Designing for eCommerce Design & Streaming

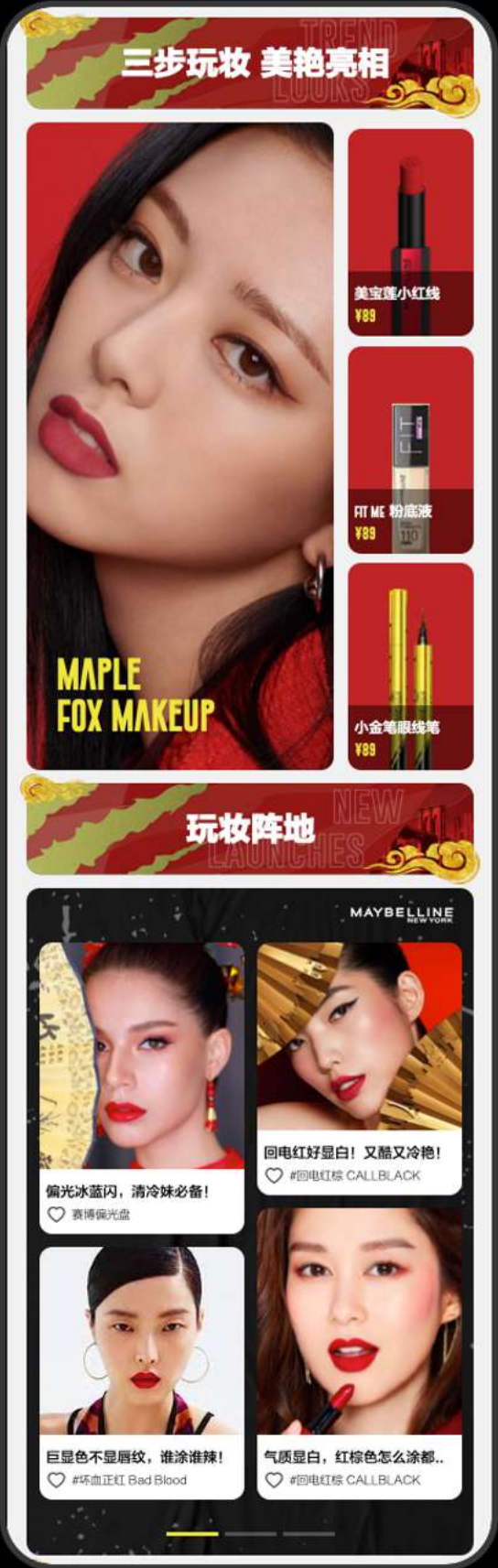
Design guidebook for 2022 in China Market

Duration

6 weeks for 2 guidebooks

What I do on this project

I have designed the Tmall layout, Douyin templates and usage book for the Maybelline China Marketing team, the guidebook presents all the design rules, shooting rules and color, and materials usage.



Off the Street

In this direction, we took inspiration from New York City's famous street posters as well as cues from the city's most renown street fashion designs and communications, which are always perfectly imperfect.

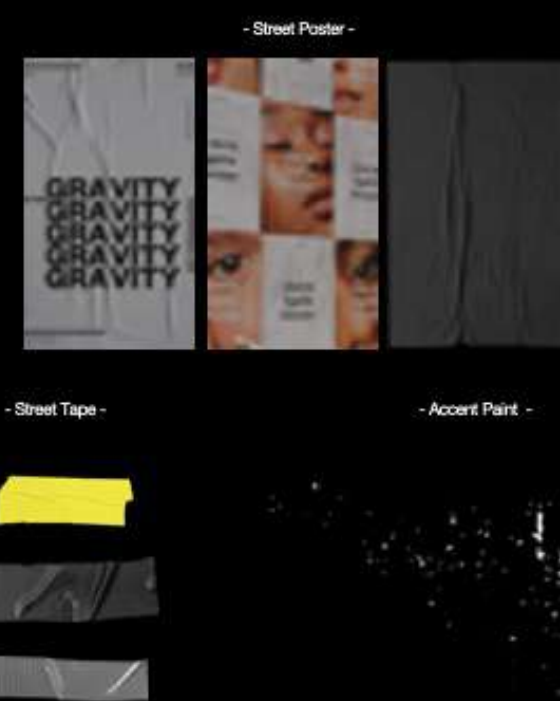


Background

The **Background** uses a street poster texture in our core brand color of black. The texture is meant to be a bit subtle and creased, but not too obvious to distract.

The **Tape Element** is used to highlight areas such as buttons, call-to-actions, emphasis points and so on. Avoid using too much tape on one design block to keep the layout clean.

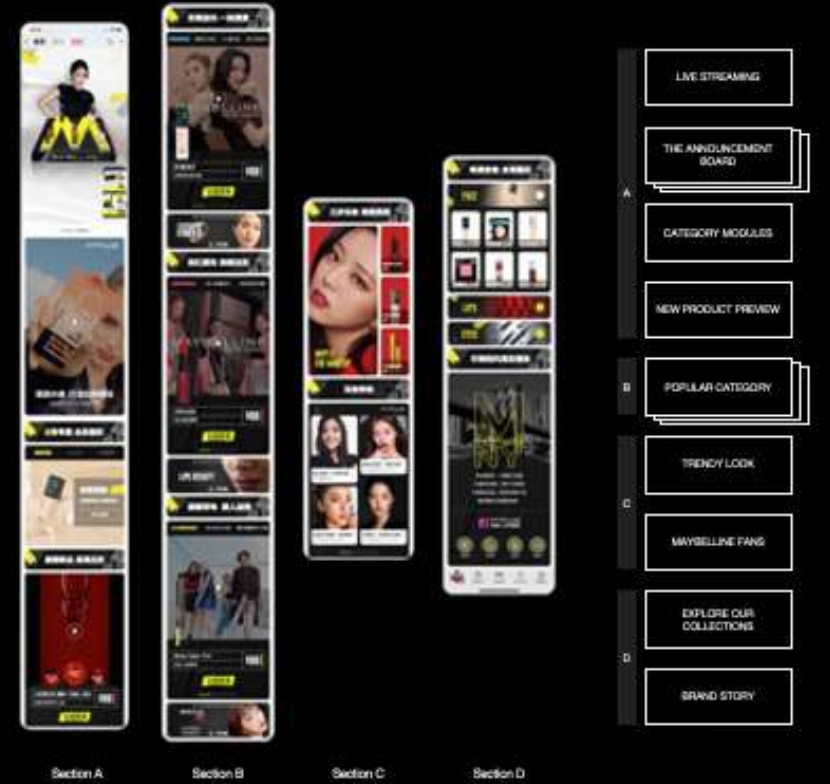
Accent paint is the most subtle of the elements, and is used sparingly to give the page some more life. Avoid using tape elements with accent paint to keep the layout simple.



Tmall Design Overview

Tmall Homepage Wireframe

1. Live Streaming (for details see [Live Streaming](#))
2. The Announcement Board
3. Category Modules
4. New Product Preview
5. Popular Category (Face, Lips, Eyes)
6. Trendy Look
7. Maybelline Fans
8. Explore Our Collections
9. Brand Story



The Announcement Board

Use the promotion/kv videos in this section to attract user's attention. The video needs to be cropped correctly, do not cut off the face part and key point part in the video.

Hero Video

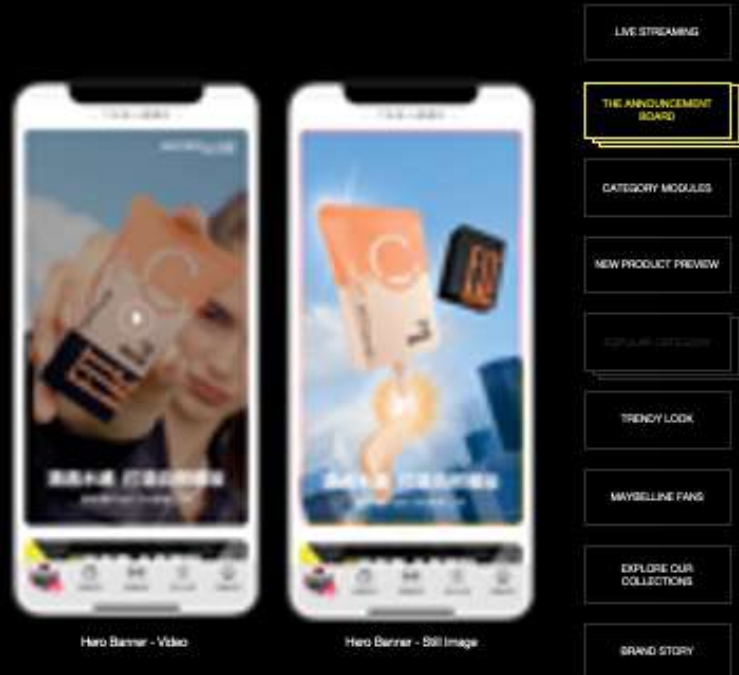
Use high quality portrait videos in this section to feature the product. Make the video 60% visible before it auto plays. The content should be placed in the center bottom of the video area, 30px spacing between the bottom border.

Size : Width 345px, Height 607px
Headline : Lantinghei SC, Demibold, 26px, #FFFFFF
Subline : Lantinghei SC, ExtraLight, 13px, #FFFFFF

Still Image

Use beauty with product image as still image, do not use only product image or only beauty. Placed a headline slogan with smaller product name inside the outline area. The content should placed in the center bottom of the video area, 30px spacing between the bottom border.

Size : Width 345px, Height 607px
Headline : Lantinghei SC, Demibold, 26px, #FFFFFF
Subline : Lantinghei SC, ExtraLight, 13px, #FFFFFF



Category Modules

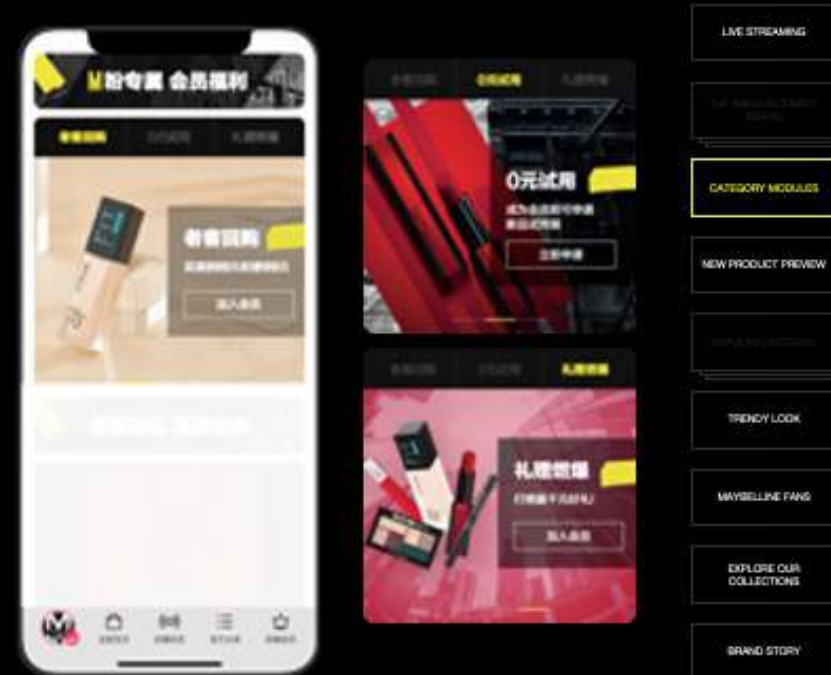
Category Modules is a way to build loyalty with customized offers. It can also create a sense of exclusiveness for potential shoppers interested in the brand and encourage interaction with consumers. There should be approximately 3 tabs that identify the offers so a consumer can self-select the one they prefer. Each should contain a large visual of the offer, whether it is a product, GWP, etc with a large call to action.

Tab

Size : Width 345px, Height 50px.
Typeface : **Active** Lantinghei SC, Heavy, 15px, Neon Yellow.
Detective Lantinghei SC, ExtraLight, 15px, #FFFFFF A30%.

Product

Image : Width 345px, Height 295px. The product position should be align on left and leave some space for the content.
Black Background : Width 185px, Height 185px, #000000 A60%.
Headline : Lantinghei SC, Heavy, 24px.
Subline : Lantinghei SC, Demibold, 14px.
CTA : Width 140px, Height 35px, 1px outline border, Lantinghei SC, Demibold, 14px.
Tape should be on the right side of the headline.



New Product Preview

As more and more consumers enjoy browsing through the e-commerce platform for new trends, the new arrivals preview could be a strong incentive to trigger purchase decisions and convert them into a brand users. Display the latest product or re-launched main push products, and highlight 3 key points. Each key point has a video to specify the point.

Product Key Point Video

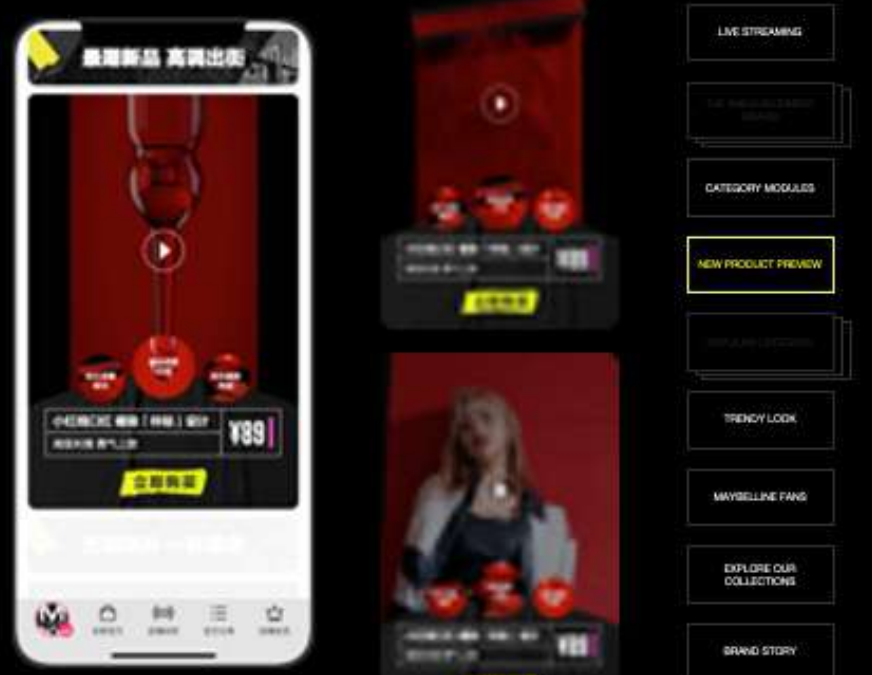
Auto play the video when current section has more than 50% area entered into the screen. Videos switch with the product key points switches. Video size: width:345px, height:395px.

RTB button size:

Active 80px,
Deactivate 60px. Lantinghei SC, Demibold, 9px.

Content Area :

Headline : Lantinghei SC, Heavy, 15px. #FFFFFF.
Subline : Lantinghei SC, ExtraLight, 13px, #FFFFFF.
Price : GoBold Extra1, Regular, 30px, #FFFFFF.
Decorate Line : Neon Pink line Width 5px, Height 38px.



Popular Category - Face

3 Categories, each following the other vertically. Each module contains sub-frames: using the top tabs consumers can click the makeup result they are looking for. When clicked, the module swipes to the content of their choice, allowing our consumers to control what they see.

Face Product + Face Virtual Tool

Hero Video

Use square high quality of video in this section to feature the product. Make the video 60% visible before the user click play button.

Size : Width 325px, Height 325px

Product & Headline

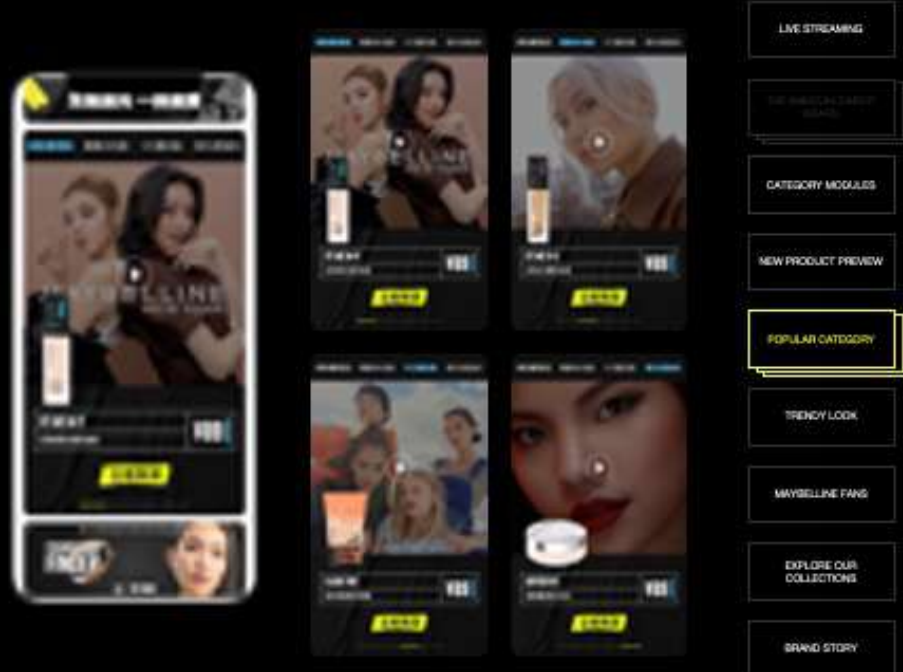
Placed a headline slogan with smaller product name inside the outline area, use the same color for headline and price box.

Product Size : Width 100px, Height 225px
Headline : Lantinghei SC, Demibold, 25px
Subline : Lantinghei SC, Demibold, 16px
Price Typeface : GoBold Extra1, 35px
Decorate Line : Neon Pink line Width 5px, Height 38px.

CTA Button

Use the tape button with prime color tone (neon yellow) to pop the content and give more attraction on the button.

Size : Width 143px, Height 46px
Typeface : Lantinghei SC, Bold, 25px



Popular Category - Lips

3 Categories, each following the other vertically. Each module contains sub-frames: using the top tabs consumers can click the makeup result they are looking for. When clicked, the module swipes to the content of their choice, allowing our consumers to control what they see.

Lips Product + Lips Virtual Tool

Hero Video

Use square high quality of video in this section to feature the product. Make the video 60% visible before the user click play button.

Size : Width 325px, Height 325px

Product & Headline

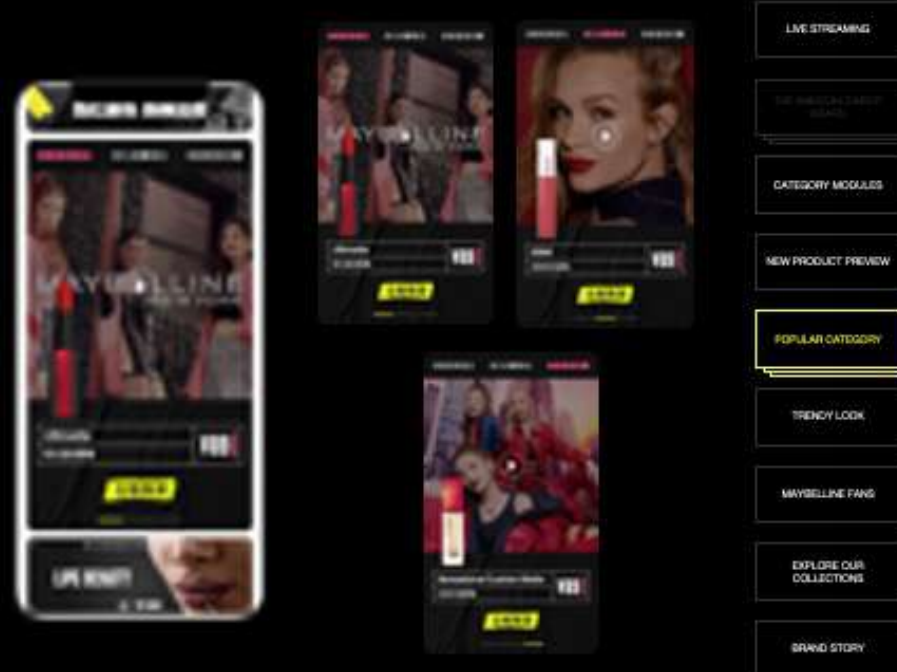
Placed a headline slogan with smaller product name inside the outline area, use the same color for headline and price box.

Product Size : Width 100px, Height 225px
Headline : Lantinghei SC, Demibold, 25px
Subline : Lantinghei SC, Demibold, 16px
Price Typeface : GoBold Extra1, 35px
Decorate Line : Neon Pink line Width 5px, Height 38px.

CTA Button

Use the tape button with prime color tone (neon yellow) to pop the content and give more attraction on the button.

Size : Width 143px, Height 46px
Typeface : Lantinghei SC, Bold, 25px



Popular Category - Eyes

3 Categories, each following the other vertically. Each module contains sub-frames: using the top tabs consumers can click the makeup result they are looking for. When clicked, the module swipes to the content of their choice, allowing our consumers to control what they see.

Eyes Product + Eyes Virtual Tool

Hero Video

Use square high quality of video in this section to feature the product. Make the video 60% visible before the user click play button.

Size : Width 325px, Height 325px

Product & Headline

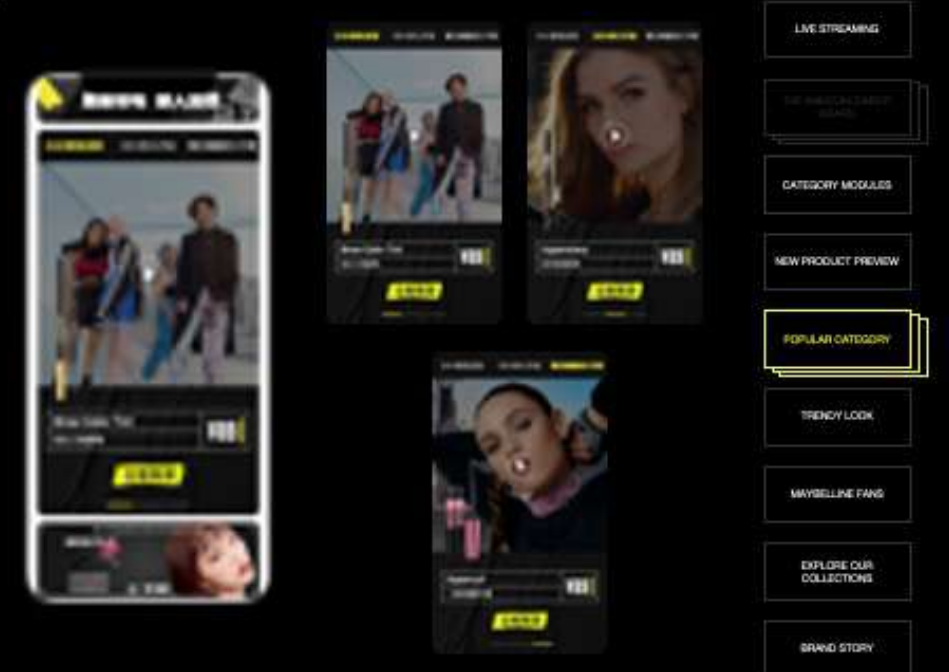
Placed a headline slogan with smaller product name inside the outline area, use the same color for headline and price box.

Product Size : Width 100px, Height 225px
Headline : Lantinghei SC, Demibold, 25px
Subline : Lantinghei SC, Demibold, 16px
Price Typeface : GoBold Extra1, 35px
Decorate Line : Neon Pink line Width 5px, Height 38px.

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Wireframe
Category Modules



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
New Product Preview



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
Popular Category



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
Trendy Look



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
Maybelline Fans



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
Discover Collection



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
Brand Story



- LIVE STREAMING
- THE ANNOUNCEMENT BOARD
- CATEGORY MODULES
- NEW PRODUCT PREVIEW
- POPULAR CATEGORY
- TRENDY LOOK
- MAYBELLINE FANS
- DISCOVER COLLECTION
- BRAND STORY

Wireframe
Product Details



Frame #1: Hero Video

Frame #2: Beauty

Frame #3: RTBs

Wireframe
Product Details



Frame #4: Shade Range

Frame #5: Virtual Tool

Frame #6: Text/Demo or Packaging



SHISEIDO SIDEKICK Branding & Key Visual

Branding & Digital Design

Objectives

Creating a key visual for Sidekick men's product first launch in China.

Duration

2 week

What I do on this project

Designed the key visual based on the product and spokesperson. I have designed a young, powerful, street look to connect with the main target of 18-30 years old young people. Together with a Mini-program template design and the overall design guidebook.



蓄能 出招!





Jusda (Foxconn) Visual Identity & Tracking Platform Redesign

Branding & UI/UX

Objectives

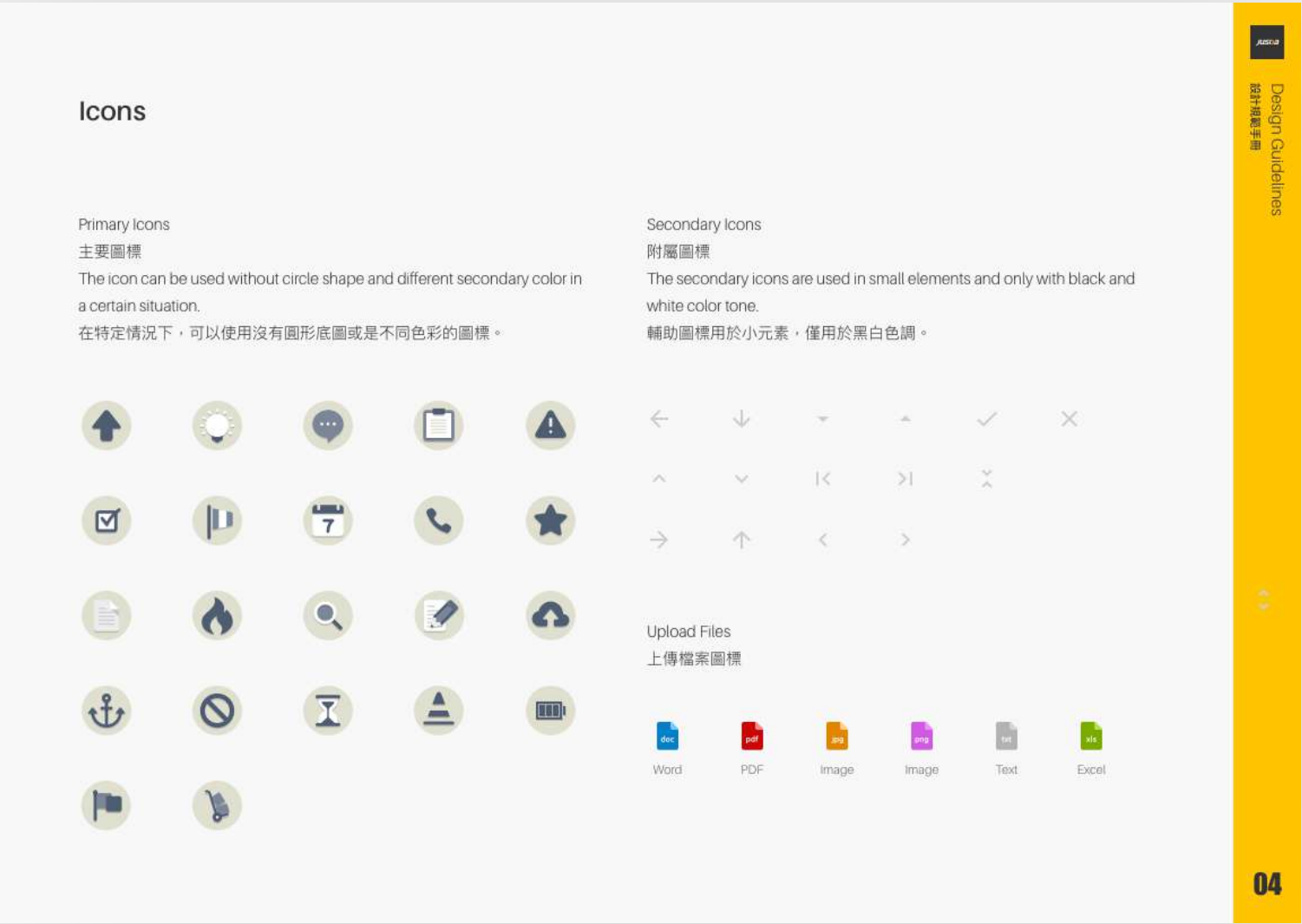
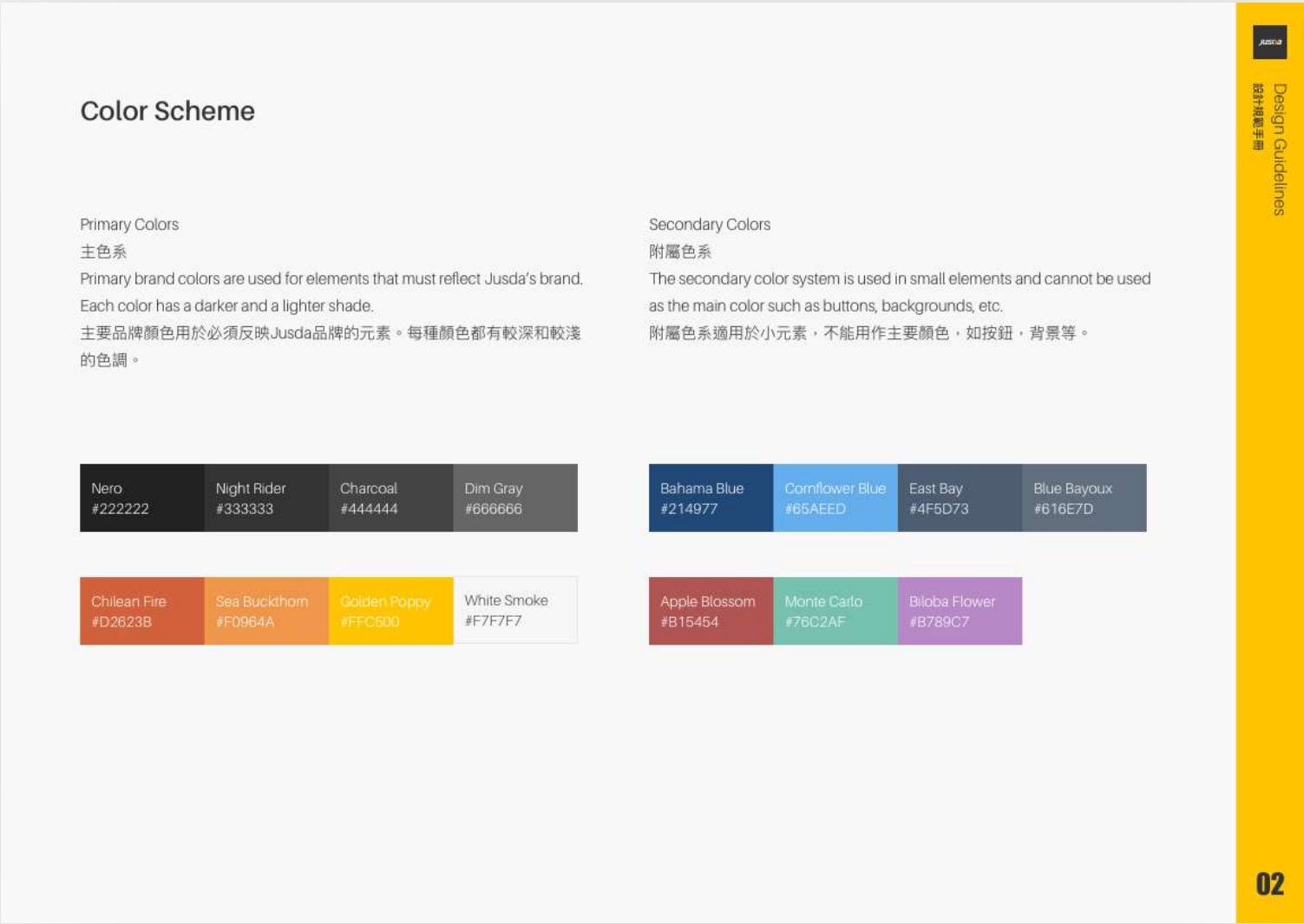
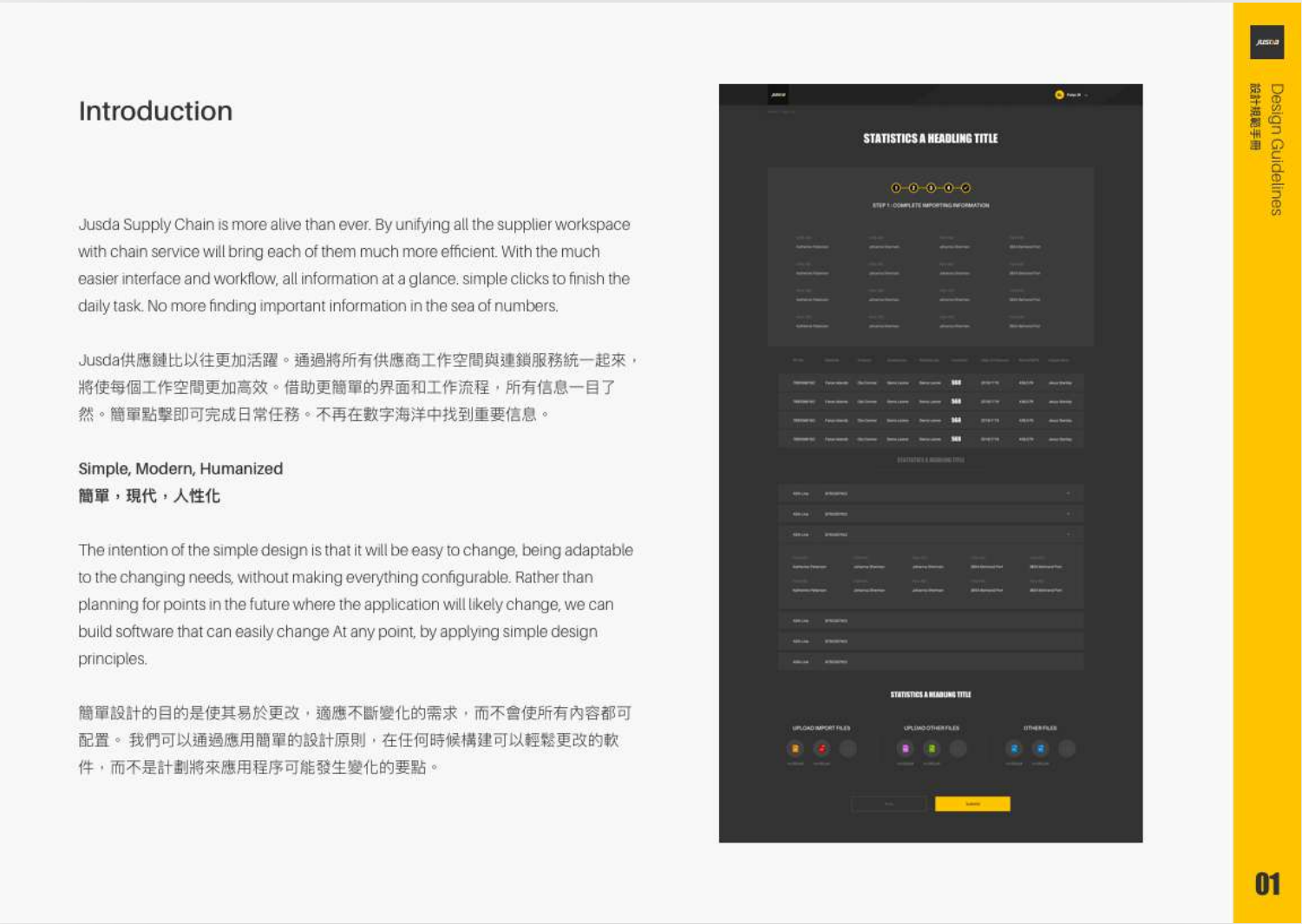
Creating Visual Identity and IoT platform redesign.

Duration

5 weeks

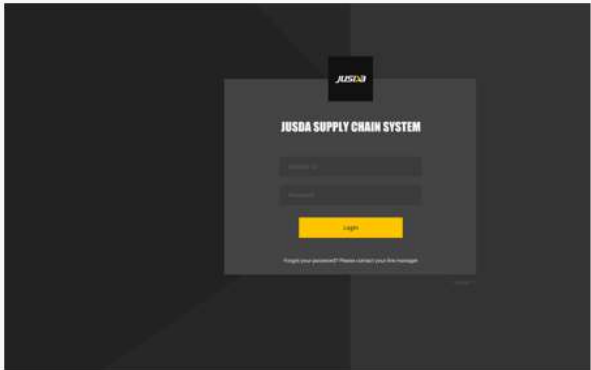
What I do on this project

I have created the visual identity and the platform templates for the client using a lighter, cuter style to change the boring feeling of an IoT platform. By simplifying the steps of processes and highlighting the important part.



Layouts

Login Page
登入頁

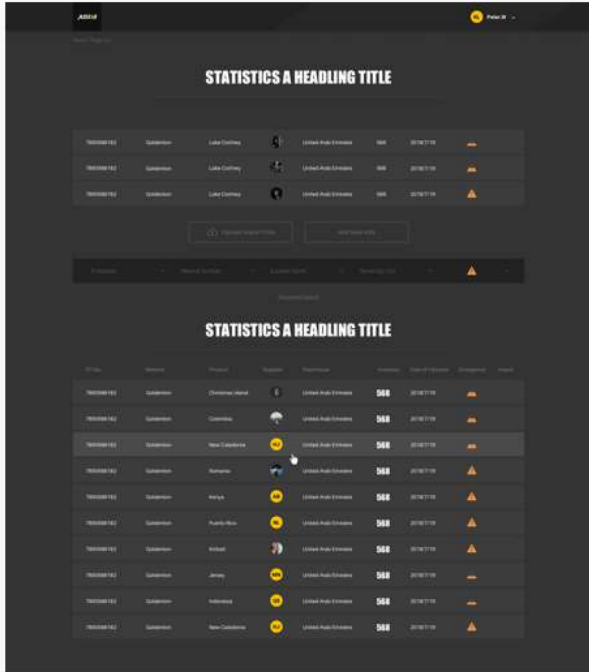


Dashboard Page
主頁面

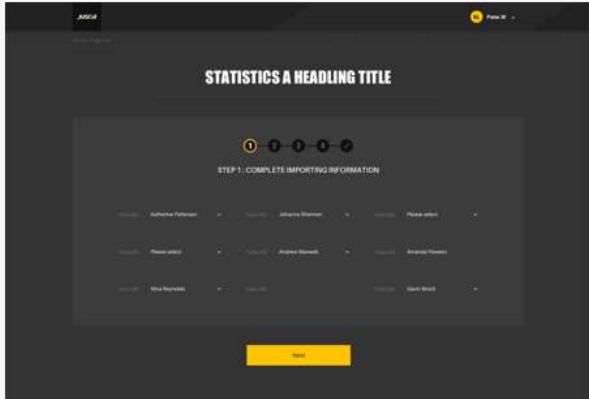


Layouts

List Page
列表頁

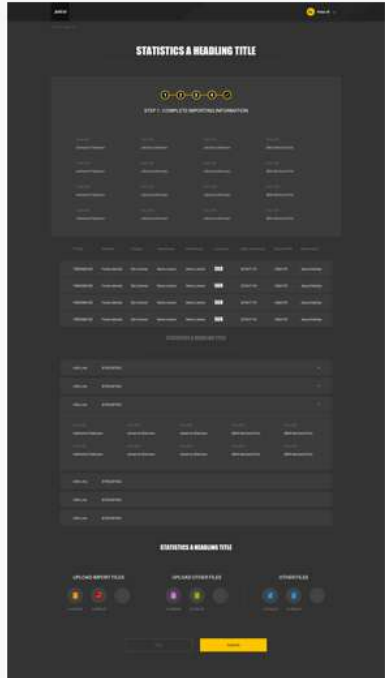


Add/Edit Page
帶有步驟分隔的表格填寫頁

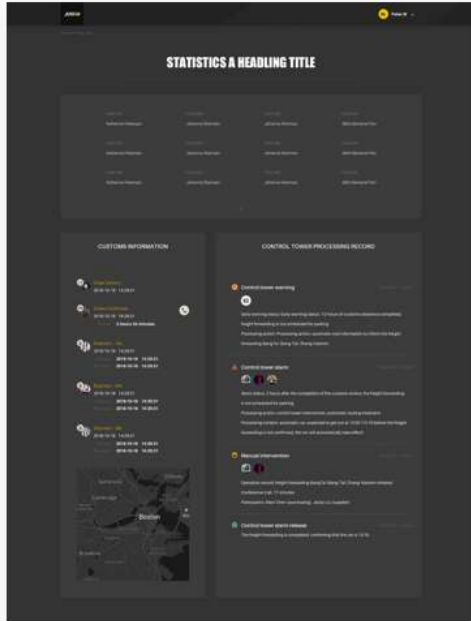


Layouts

Confirm Page
內容確認頁

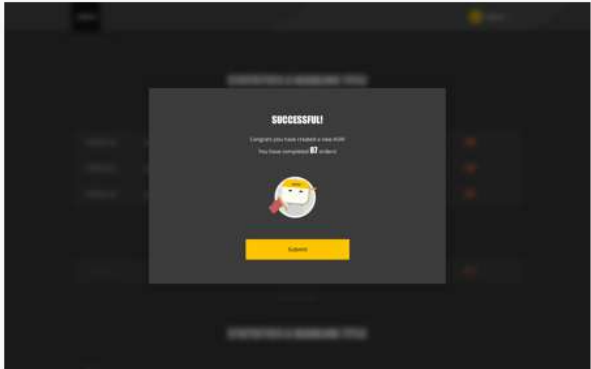


Details Page
單據詳情頁

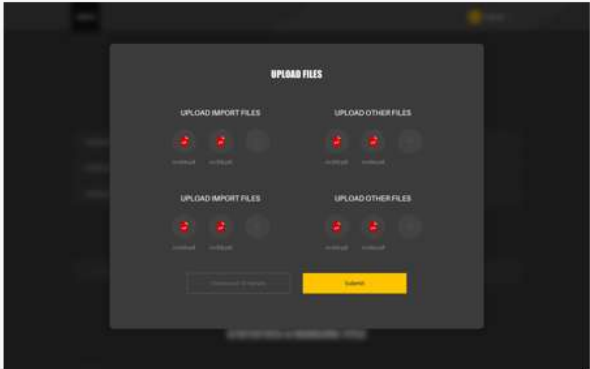


Layouts

Information Popup
信息彈窗頁

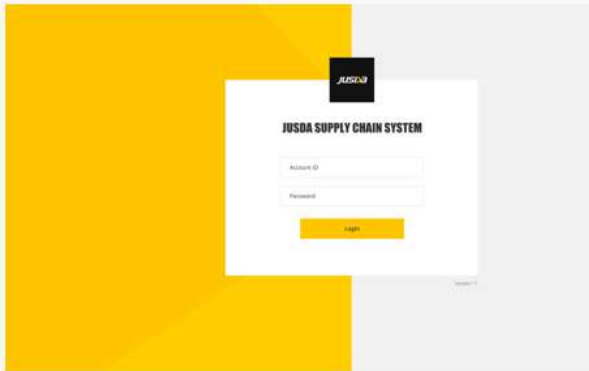


Upload Popup
檔案上傳頁

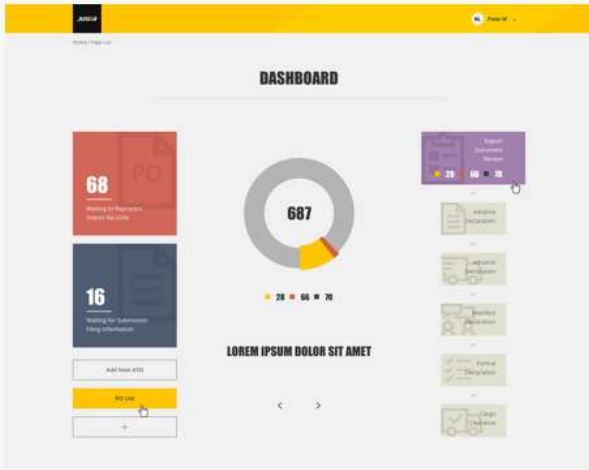


Layouts

Login Page
登入頁

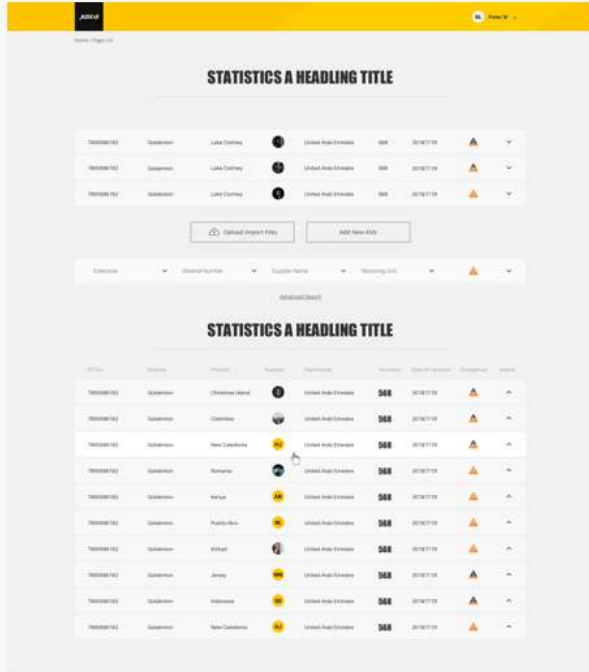


Dashboard Page
主頁面

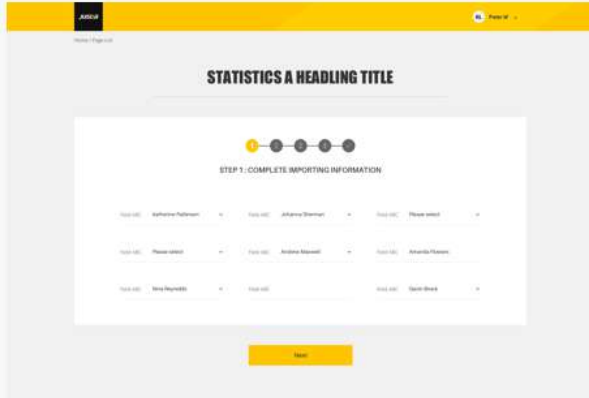


Layouts

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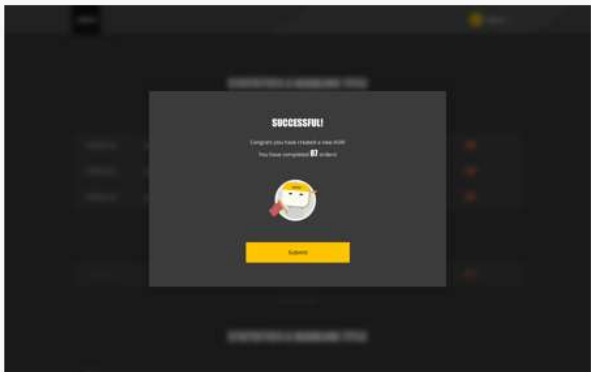


Add/Edit Page
帶有步驟分隔的表格填寫頁

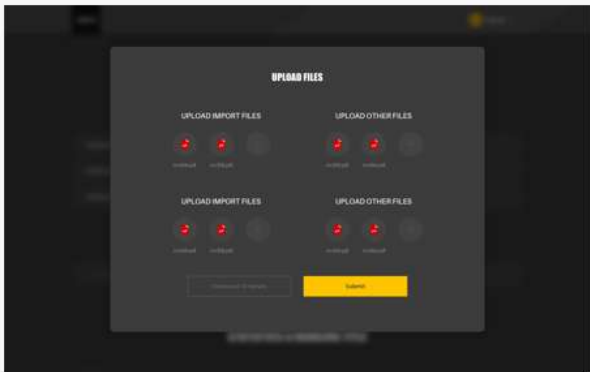


Layouts

Information Popup
信息彈窗頁

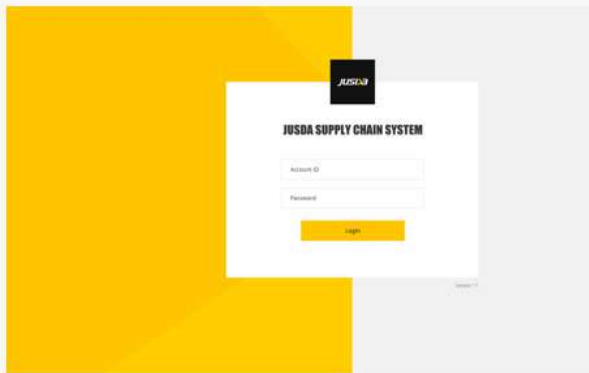


Upload Popup
檔案上傳頁

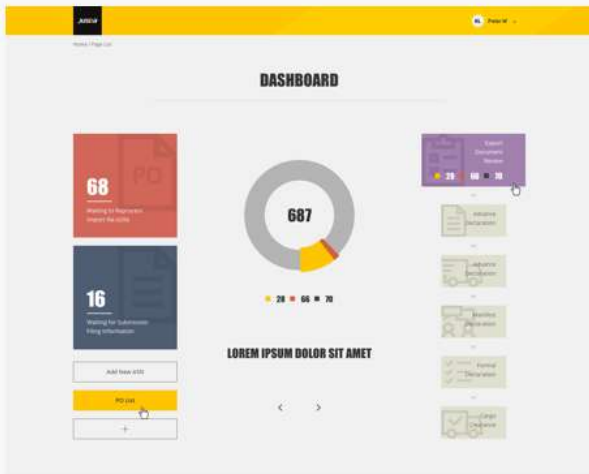


Layouts

Login Page
登入頁

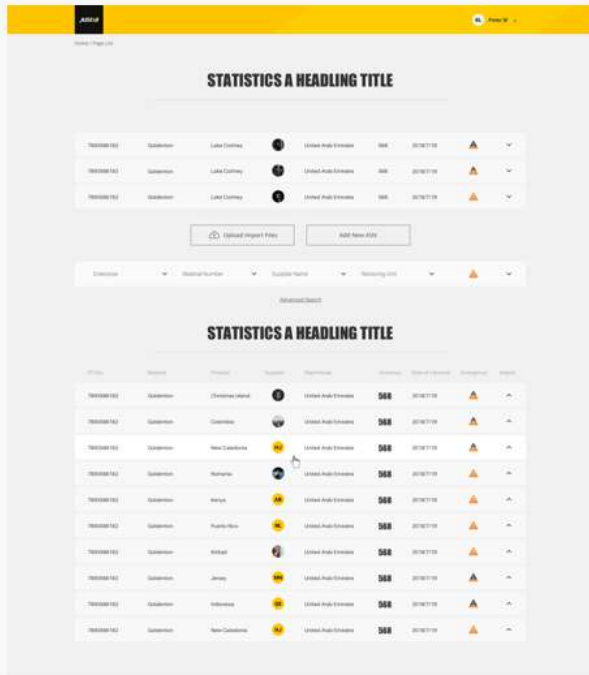


Dashboard Page
主頁面

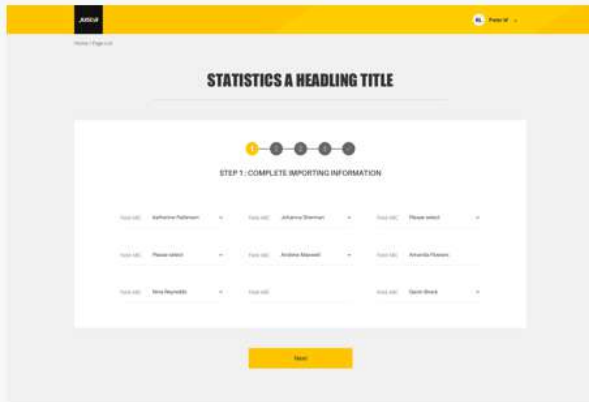


Layouts

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列表頁

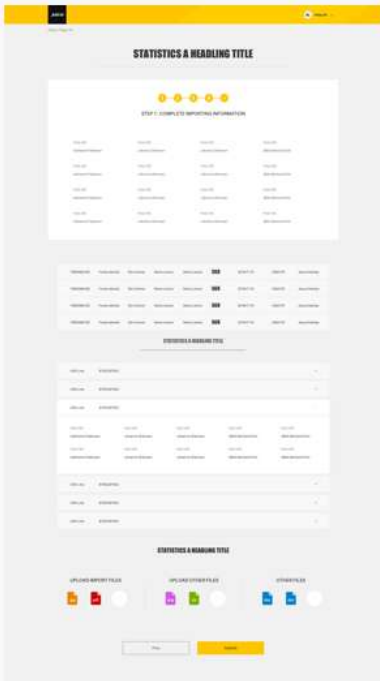


Add/Edit Page
帶有步驟分隔的表格填寫頁

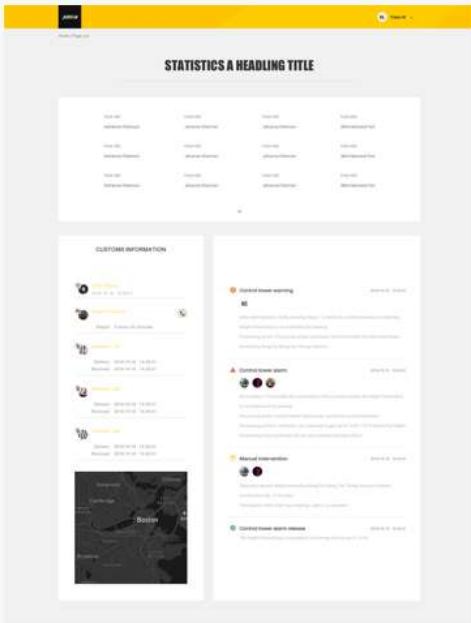


Layouts

Confirm Page
內容確認頁

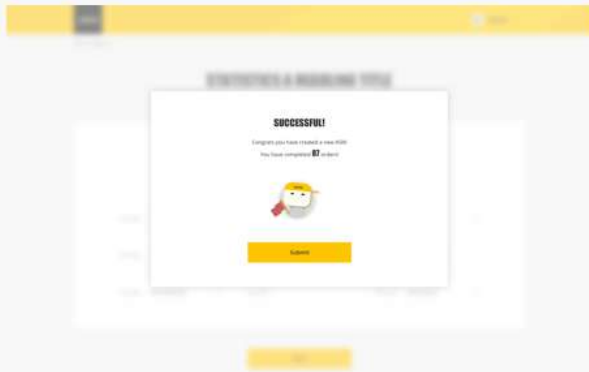


Details Page
單據詳情頁

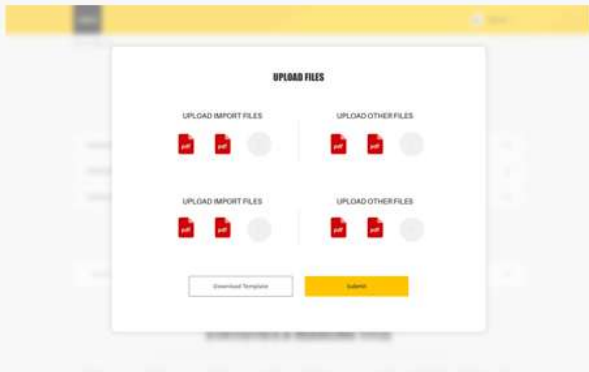


Layouts

Information Popup
信息彈窗頁



Upload Popup
檔案上傳頁

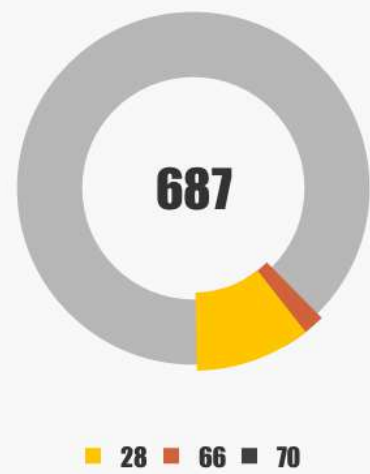


Components

Donut Pie Chart
數據餅圖

動態畫圈呈現灰色餅圖條
隨後動態出現預警餅圖條與下方數字與餅圖狀態標題

點擊下方左右可切換不同的狀態餅圖
餅圖數量視供應商需求可自訂
預警與延誤圖標視供應商需求可自訂



LOREM IPSUM DOLOR SIT AMET

< >

Components

Node ChasingStatus
節點追蹤圖表

滑鼠滑向節點動態出現節點各機能狀態
點擊進入該節點狀態列表
節點數量視供應商需求可自訂
預覽與延誤圖標視供應商需求可自訂

Export Document
Review

Advance
Declaration

Advance
Declaration

Manifest
Declaration

Formal
Declaration

Cargo
Clearance

Export Document
Review

Advance
Declaration

Advance
Declaration

Manifest
Declaration

Formal
Declaration

Cargo
Clearance

Export Document
Review

286670

Design Guidelines
設計規範手冊

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Components

Progress Bar
分段進度圖標

當進行新增表格(ASN/GIN)時分階段填入/帶入各項信息
請注意每個分段頁面盡可能控制在一屏內顯示
進度頁面數量視供應商需求可自訂

高亮圖標
背景#FFC500 邊框 寬度3px #FFC500 文字#FFFFFF Alpha 100%
正常圖標
背景#666666 邊框 寬度3px #666666 文字#FFFFFF Alpha 30%

1234

1234

1234

1234

1234

Design Guidelines
設計規範手冊

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Components

Dropdown / Select Bar
下拉/選擇欄位設計

當滑鼠點擊下拉/選擇欄位
動態滑出寬度為該區域100%
黃色#FFC500帶有陰影下拉框
下拉框內滑鼠經過時背景反黑#222222
文字轉變為白色#FFFFFF
陰影 #000000 Alpha 20% Blur 15 X 0 Y 0

Enterprise

Enterprise

Select A
Select B
Select C

KL Peter.W
Profile Setting
Notifications
Logout

Disable

Design Guidelines
設計規範手冊

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Components

Buttons
按鈕

按鈕分為兩組
該頁面重點按鈕設置為黃底按鈕
可用於“下一步”，“送出”，“上傳檔案”等
次要皆為白底按鈕
一個頁面不可有多餘一個重點按鈕，每個頁面需分出主次
若在當前頁面按鈕不可點擊則使用Disable按鈕
不可將無法點擊的按鈕移除該頁面

按鈕可配合圖標或不加入圖標
按鈕內圖標須為黑白色調

Normal

Normal

Hover

Hover

Disable

Disable

Design Guidelines
設計規範手冊

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Components

Tables
表格

表格可以限制為最多8個甚至更多但表格內容請勿超過1行內容，表格最大寬度為1100px，請供應商斟酌選擇顯示出的表格。
該表最右方可設定為“多次選擇並執行操作”“點擊後該行跳入選擇區域”兩種使用方式。
點擊表頭名稱將執行該列“由小至大”排列，再度點擊將變更為“由大至小”排列。點擊過的表頭顯示為#FFFFFF使用戶知道他所排序的列。
表格內容底色#FFFFFF Alpha 30% 滑鼠移入底色#FFFFFF Alpha 100%。

PO No.	Material	Product	Supplier	Warehouse	Inventory	Date of Inbound	Emergency	Import
7893566162	Goldenton	Christmas Island	IP	United Arab Emirates	568	2018/7/19	⚠	⬆
7893566162	Goldenton	Colombia	IP	United Arab Emirates	568	2018/7/19	⚠	⬆
7893566162	Goldenton	New Caledonia	HU	United Arab Emirates	568	2018/7/19	⚠	⬆
7893566162	Goldenton	Romania	IP	United Arab Emirates	568	2018/7/19	⚠	⬆
7893566162	Goldenton	Kenya	AB	United Arab Emirates	568	2018/7/19	⚠	⬆

Design Guidelines
設計規範手冊

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Components

Profile Picture
頭像

網站需增加用戶頭像上傳功能
以便未來在各個列表與詳情頁面時可快速辨別該操作人員
當用戶尚未上傳任何頭像則顯示用戶名/姓首字母

e.g 登入用戶姓名為Nook Lee的用戶尚未上傳頭像則顯示

NL

KL Peter.W
With profile picture

KL Peter.W
Without profile picture

Design Guidelines
設計規範手冊

27



Accenture Alibaba Growth Obsession Play Book

Printing/Digital versions

Information & Magazine

Objectives

Creating an information analysis magazine for Accenture & Alibaba in 1 week.

Duration

1 week

What I do on this project

I have designed the sections by fruits to bring out the meaning of juicy, fresh and young. To make the boring analysis magazine more alive, vivid vibe, and also created the content by fruit to categorized easily for the readers.





01

Acknowledgements

The Marketers who are Moving Forward in the Digital Age

Brands and Academic Professionals

(Acknowledged by Last Name)

Duan Wei from Becton, Feng Tufei from Vivo, Joanna Lu from Coca-Cola

Frank Qu from Wyeth, Steve Tao from Nike, Prof. Wang Gao from CEBS

Wu Qi from Ecovacs, Hagen Wulfsberg from i-Coral

Alibaba

Chris Tung, Chief Marketing Officer of Alibaba, Jet Jing, Secretary-general of the 16 Digital Economy Enterprise Service System and Former Trial President, Yuesen Chang, Vice President of Alibaba Group and President of Alimama

Christina Li, General Manager of Uni Marketing Center at Alibaba Group, Mike Hu, President of Trial Fast-moving Consumer Goods at Alibaba Group, Jessica Liu, President of Trial Fashion and Luxury, Xue Wuyuan, General Manager at Alimama Marketing Center, Cao Xiaomiao, Marketing Director of Uni Marketing Center at Alibaba Group

Accenture Interactive

Brian Whipple, Global Lead of Accenture Interactive

Jason Chou, Managing Director of Accenture Interactive, Greater China

Ji Kishen, Managing Director of Accenture Interactive, Greater China

Contributors

Jared Dughey, Global Personalization Marketing Lead at Accenture Interactive

Lawrence de la Motte, General Manager of Trial Asia Pacific, part of Accenture

Justine Edmonds, Marketing Director, Accenture Interactive, North America

Zheng Jansen, Digital Strategy Manager at Accenture Interactive, Greater China

Wu Meng, Consultant at Accenture Interactive, Greater China

Feng Yuesen, Consulting Analyst at Accenture Interactive, Greater China

Hao Yiyuan, Consulting Analyst at Accenture Interactive, Greater China

Lee Shiame, Advertising Director at Accenture Interactive, Greater China

Lee Nook, Art Director at Accenture Interactive, Greater China

Shen Yang, Copy Director at Accenture Interactive, Greater China

Zhou Jianshu & Lu Li from Uni Marketing Center at Alibaba Group

ALL BUSINESSES SHOULD BE DIGITALIZED, ALL DATA SHOULD BE INTEGRATED INTO BUSINESSES!

In the digital age, big data is the new fuel that drives brand growth

"Big data" has definitely been a buzz word throughout the last few years. Everyone is talking about it from industries and brands to internet platforms and academic institutions. However, many outsiders still remain about a concept that's sure to redefine marketing in the coming years. Like what is big data? What does it mean for brand value? And with the advent of the digital age, what opportunities and challenges will it bring to every marketer? But perhaps most importantly, how do we keep big data fresh to ensure optimal usage?

GROWTH OBSESSION

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02

BACK TO THE ORIGINAL

Consumer-Centric Brand Marketing

In the 1950s, marketing changed from product orientation to product orientation. All enterprises used about every product problem. As long as sold products were produced that served the needs of consumers, there was nothing to fear in the 1950s. However, marketing changed from product orientation to user orientation, where marketing was used to manage consumer needs. Advertising personalized the products to existing emotion and personality to them to meet the psychological needs of users. In the 1970s, due to fierce competition with more and more products launched on the market, marketing began focusing on the consumer mindset. The focus soon became the idea of a brand coming first in the mind of consumers. And it was at this point where a new chapter began, one where the brand is king.

From the 1980s to the 1990s, enterprises no longer only focused on defining consumers, but on creating new consumer needs based on user value. From relationship marketing to blue ocean strategy and CRM, marketing returned to the essence of being "consumer-centric". It entered an era when the consumer is king. The purpose of marketing was to create user value and build user relationships.

The "consumer-centric" marketing management and marketing practices were led by top 500 enterprises such as P&G and OM. P&G also noted that brand segmentation should be based on a detailed investigation of consumers. While OM adopted a development strategy that centered around consumer needs that proposed to win consumer lifetime value. In the 21st century, with the age of the internet and smart technology, the market has been increasingly shifted to service consumers. Any brand building that takes place must be based on consumer insights.

WHEN DREAMS COME TRUE!

The visualized and optimized relationship between brand and consumer

In the past few decades, the core concept of marketing has shifted from "consumer-centric" to "brand-centric". While it's not like we have to compromise with all sorts of objective limits, in the digital age, the pain points of the past have gradually been resolved. Many brands have already learned the ropes and found a new engine for brand growth.

GROWTH OBSESSION

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03

OPINIONS FROM THE MARKETING REALM

With big data comes improvements in overall brand building efficiency. Big data helps brands accurately target an audience, upon which they can then build an entire marketing chain that leads to increased sales.

Through the development of an App and the establishment of a big data center, Ecovacs robots can obtain a better understanding of the needs of a specific group. In way of example, the cleaning habits of consumers will be reported to the Ecovacs Robot App. After collecting and analyzing the data, Ecovacs robots can enhance the user experience via UI/UX upgrades and product development by user requirements. Ecovacs also uses a big data dashboard in accordance with the APP principle. It can carry out operations specific to the different target groups, with the principal aim being to promote brand sales. Through lighted consumer asset management, the online and offline forms loop. It provides an effective way to scientifically personalize brand management. It was not merely aligned with the essence of the brand, and thus lead to its continued development.

EXCEED EXPECTATIONS!

Did you deliver a compelling consumer experience?

If you compare the relationship between brands and consumers to a relationship between partners, you find that although experience, communication, and other are important, what really makes the relationship a relationship is the relationship. Conversely, it boils down to whether they can get along with and understand each other. Not everything needs to be explained, nor does one need to read the mind of the other. In the digital environment, it's the "third reading" connection between brands and consumers that must be created.

GROWTH OBSESSION

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04

DELIVER THE RIGHT MESSAGE, TO THE RIGHT PEOPLE AT THE RIGHT TIME

The cross-channel era of "One Thousand Screens" and "One Thousand Facets" has arrived

"One Thousand People" and "One Thousand Facets" are commonplace across digital media. This is something that's especially apparent on highly programmed platforms, although some brands are lagging behind in the race. The question that remains, however, is that of how far away are the marketers from their dream of being able to "say the right things, to the right people, at the right time"?

STARTING WITH "PEOPLE"

Connecting people, touchpoints and content

All marketers aim to "deliver the right message, to the right people, at the right time" when they're working on media delivery. It's easy for everyone to understand, yet it seems too difficult to be easily achieved. So what's the problem? If we think more deeply about it, we may come to realize that there are three key factors underpinning this scenario, namely, people, touchpoints, and content.

PEOPLE

Media often reaches media audiences in a targeted way. They often focus on the quality and quantity of messages, rather than starting with shape who are highly relevant to the brand's customers. Even if the media platform has relevant data, with incomplete dimensions, poor relevance, and accuracy, it is impossible to convert this data into a highly effective further granularity.

TOUCHPOINT

With today's fast-changing media channels, media channels have diversified a variety of touchpoints across different media outlets. Our quickly assume required. It results in fragmented touchpoints, leading to "fragmented touchpoints" and "fragmented touchpoints".

CONTENT

Media platforms often focus on traditional methods of creative communication. However, they are not able to transform and understand an individual's personal life as the data they have in a way as "consumers are individual" and "content is diversified". The diversified content can be categorized into a variety of different content types, which are not categorized by content type.

So how do you connect people, touchpoints and content? Well, the key is to start with people. When people are digitized, it becomes possible to connect all three entities. For example, Alibaba's Uni ID data system has comprehensive data rights of more than 600 million consumers. Today, brands can find people who are highly relevant to their own marketing purposes by using where data products. The quality of these connections will be superior to those reached via traditional marketing methods where a wider net is cast merely in hope.

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05

OPINIONS FROM THE MARKETING REALM

When it comes to summarizing a brand's consumer perception, it's difficult to using four terms: "One Thousand People", "One Thousand Screens", "One Thousand Facets", and "One Thousand Moments". "One Thousand People" refers to consumers. More specifically, however, it's the brand's insights into consumer profiles based on the variations.

"One Thousand Screens" refers to the media. It's the mechanism by which the brand reach consumers. Every channel is a medium which must be rich in content, and with the "One Thousand Screens" approach, it only widens when you begin to combine online and offline.

"One Thousand Facets" refers to the brand's content and the ideas they propose. In the past, the brand used so-called banners, whereas now they use primarily short videos.

"One Thousand Moments" signifies the fact that each campaign has different marketing intentions. Where some are intended to attract new customers, some will be old ones, while others simply increase brand exposure. The all-important question then becomes, how do brands choose? And the answer is that a packaged solution always works best. Each campaign should focus on the target audience, the location, and specific pricing before going on to implement.

Transform the brand marketing department into a consumer assets investment department

See consumers as the brand's assets deposited into its "investment account" and manage them on an ongoing basis.

Just how do you assess marketing investment properly? It's an ongoing question with no definitive answer. Marketers spend budgets based on brand considerations, but it's also undeniable that in many cases, they just put money into whatever feels right. It's when many go wrong, as traditional marketing evaluation methods don't provide them with clear guidance.

GROWTH OBSESSION

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06

NO DIGITAL TRANSFORMATION OCCURS WITHOUT ORGANIZATIONAL CHANGES.

Upgrading the organizational structure and capabilities will drive brand growth from the inside, and thus merit attention from the brand leadership.

I think many marketers share a similar feeling. During the past three years, organizational structural changes have become a common theme. However, it's not always the digital age has brought about not only changes in consumer behavior and brand marketing approaches, but it has also impacted the organizational structure and capabilities. And this is something we need to learn from in order to drive the changes that will allow us to thrive in the new age.

IF IT AIN'T BROKE, BREAK IT

Transforming a marketing organization has never been easy.

When the last couple of years, brands have begun to realize that traditional marketing methods and organizational structures don't in fact work. They've started to realize that they need to start more importance on online platforms in their brand-building efforts, as they continue to upgrade and expand offline retail sales. It's not always the digital age has brought about not only changes in consumer behavior and brand marketing approaches, but it has also impacted the organizational structure and capabilities. And this is something we need to learn from in order to drive the changes that will allow us to thrive in the new age.

GROWTH OBSESSION

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Begin Scribble Visual Identity & Materials

Branding & Materials

Objectives

Creating a new brand concept for Private Kids Art School

Duration

2 weeks

What I do on this project

From the concept of the logo meaning, and designs to basic stationery materials. Unfortunately, this project has been cut off in the middle of the period because of the covid situation, so I couldn't finish everything.



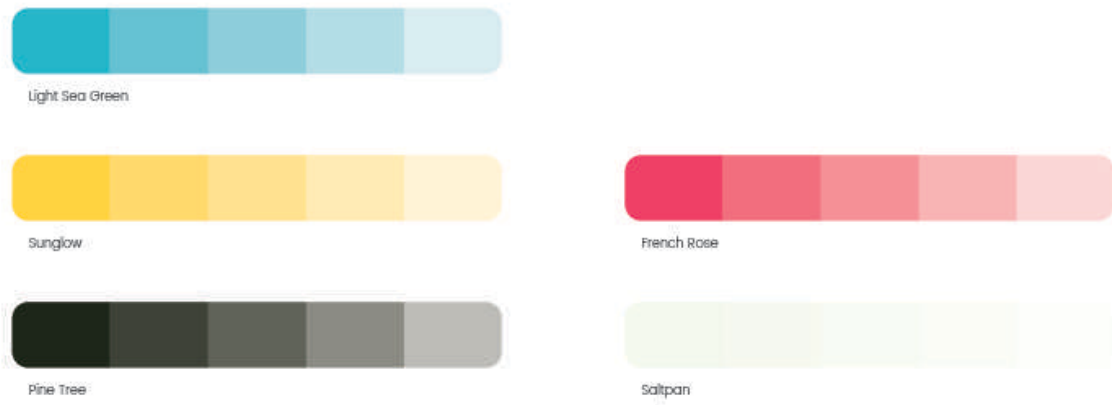
THE LOGO

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.



THE COLORS

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.



THE MOOD

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of a simple and modern wordmark with the icon.





Berkeley Group

Printing

Objectives

Designing a 2-folds brochure design.

Duration

1 day

What I do on this project

To create a 2-folds brochure for the client to
promo their main property to targeting
Chinese customers interest.





Gamania Office Materials Design

Branding & Materials

Objectives

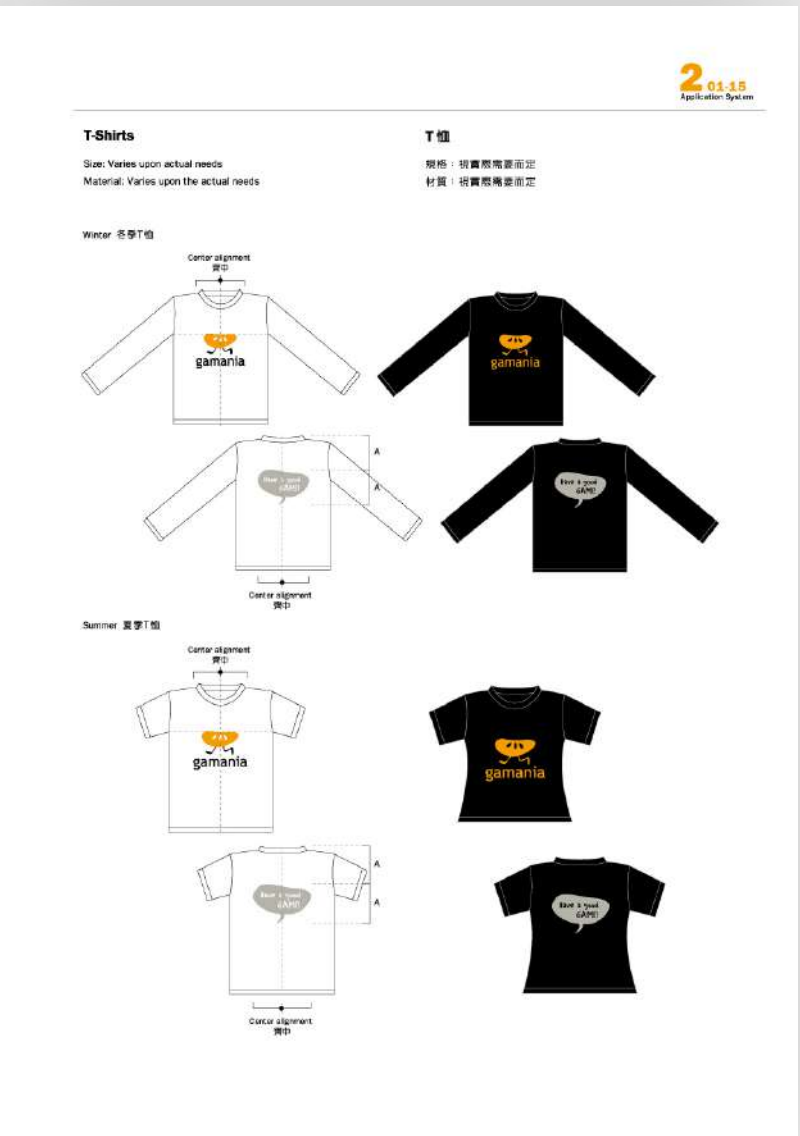
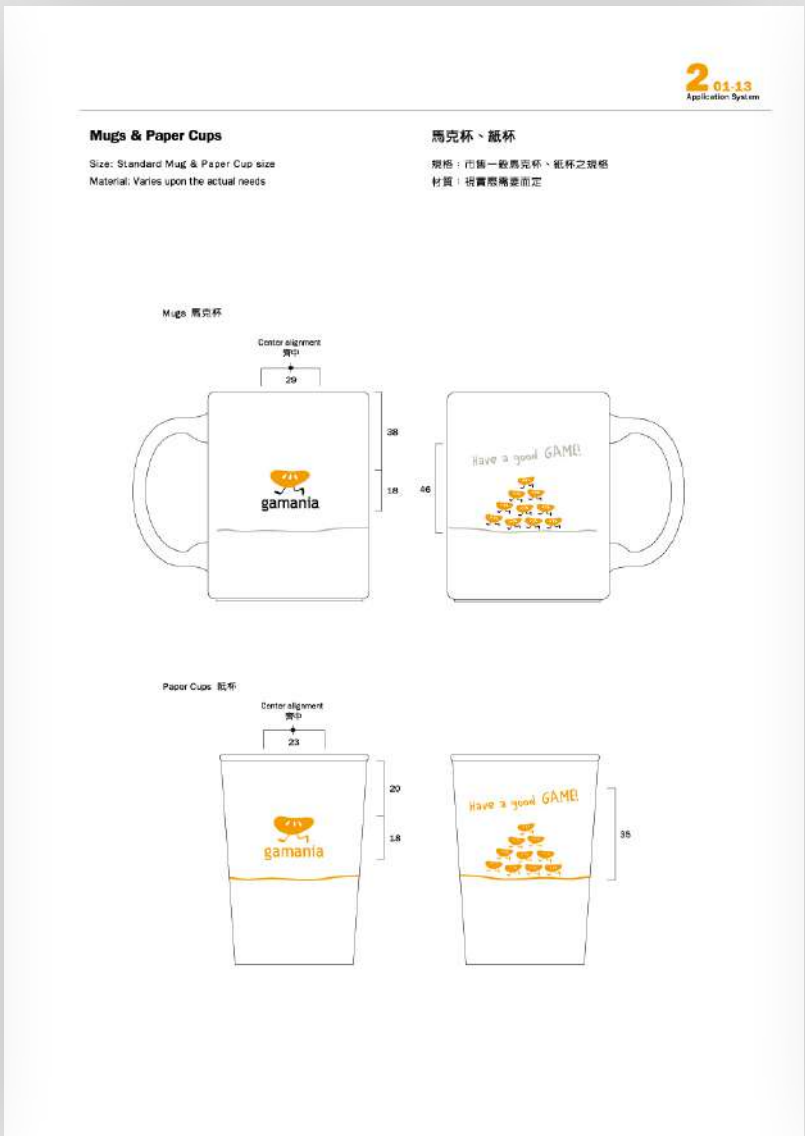
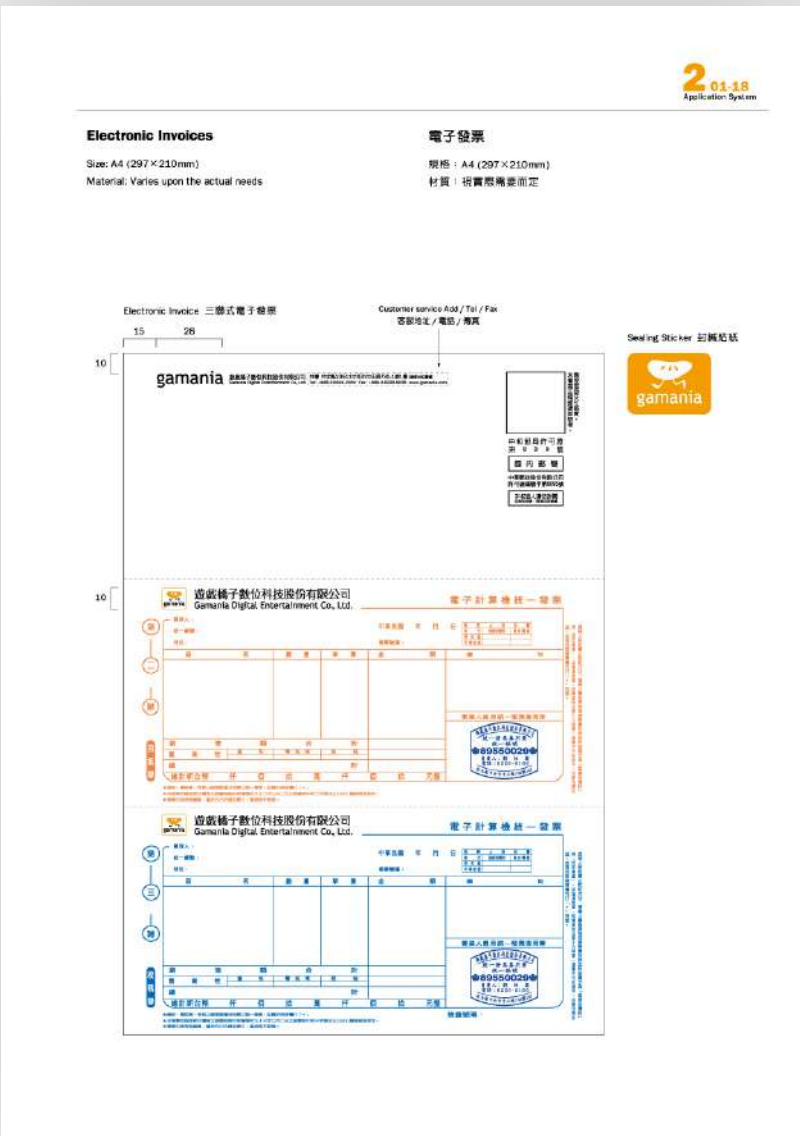
Creating stationary materials based on the logo and the company concept

Duration

8 weeks

What I do on this project

I have designed the stationary materials, from digital to printing and interior Image showcases following the creative ideas. Together with some special materials for China Market. This project was created early 2011.



Portfolio

Mini-Program UX/UI Design

Google EWG Mobile Website Landing Page Design



*Click to play the animation



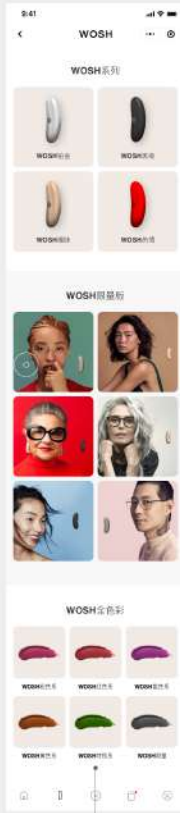
WOSH - Lipstick eCcommerce WeChat Mini-program Shop



Homepage



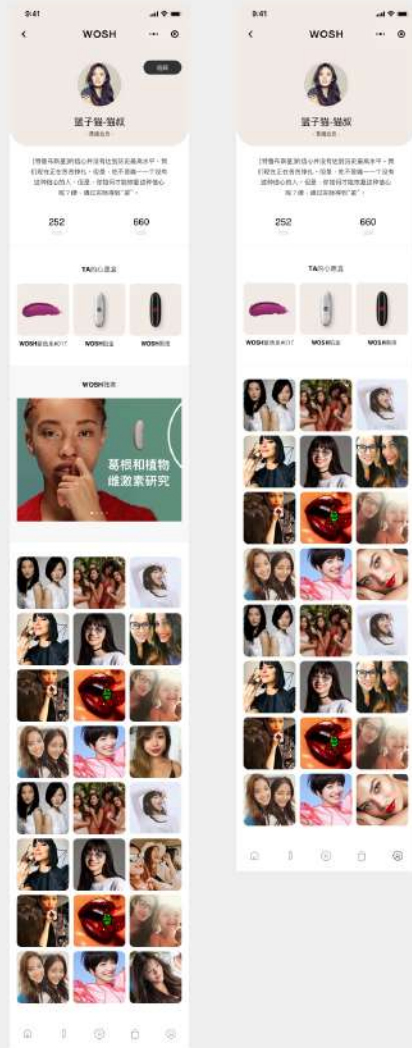
Product List



Product Detail Pages



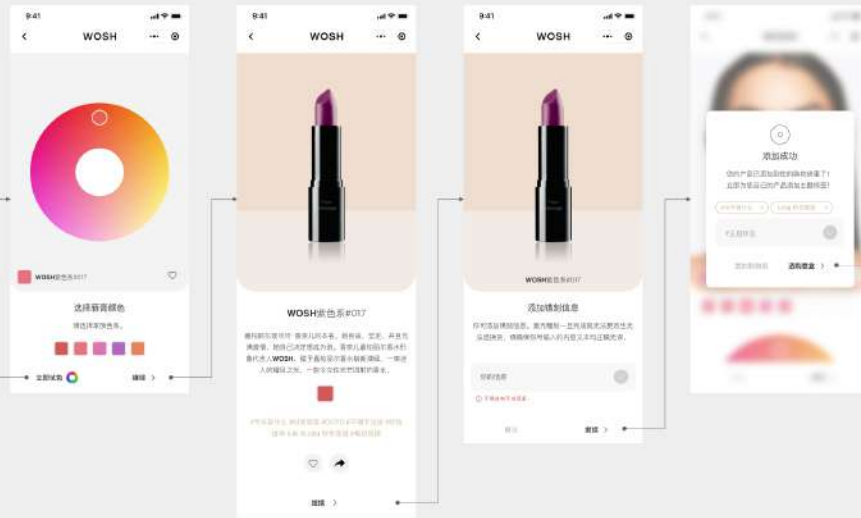
Profile Pages



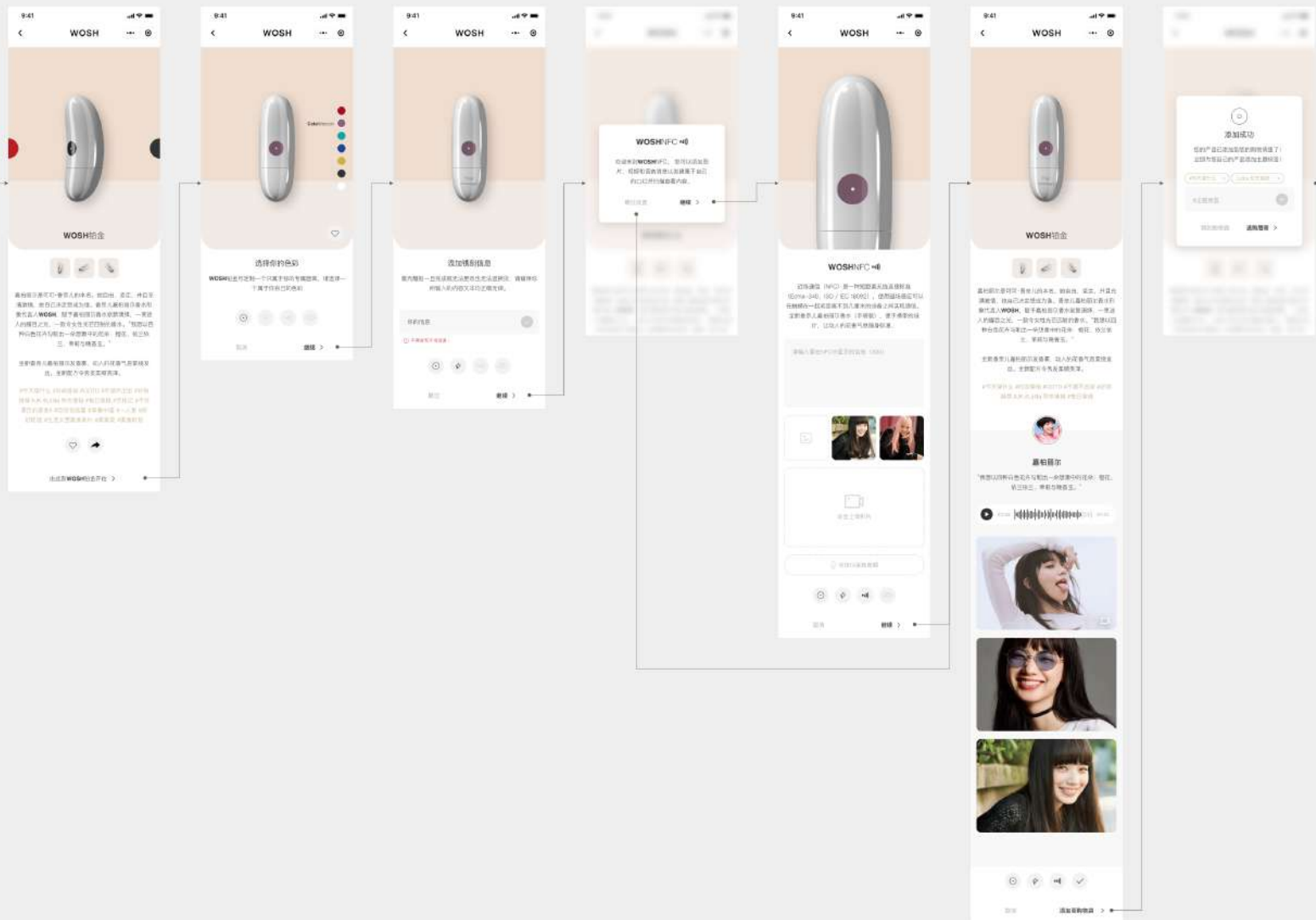
TryOn Journey



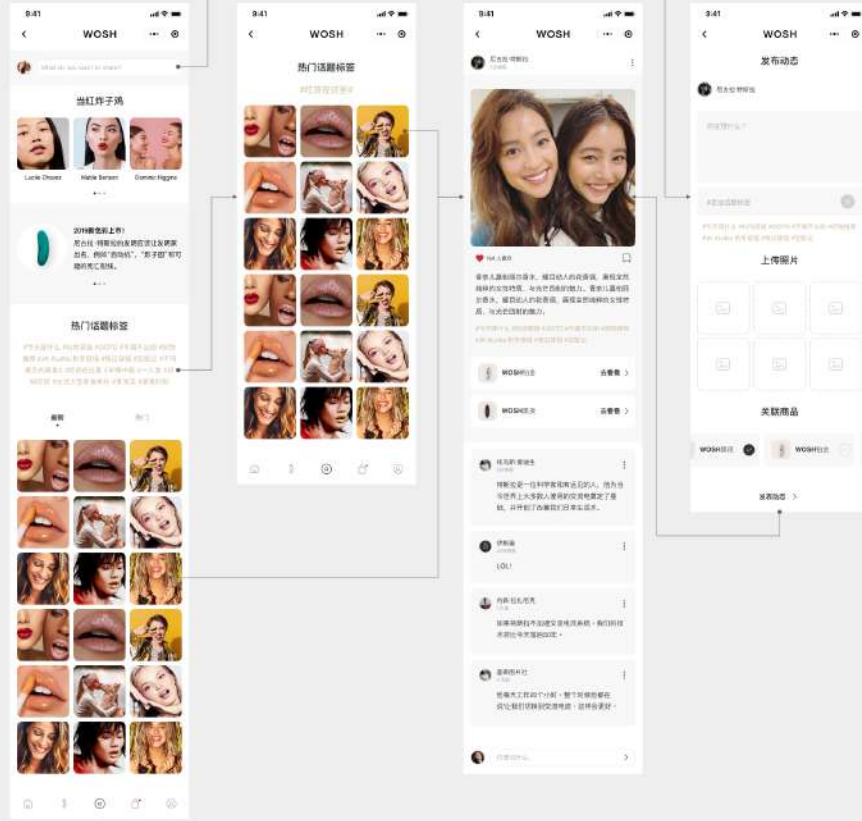
Shade Journey



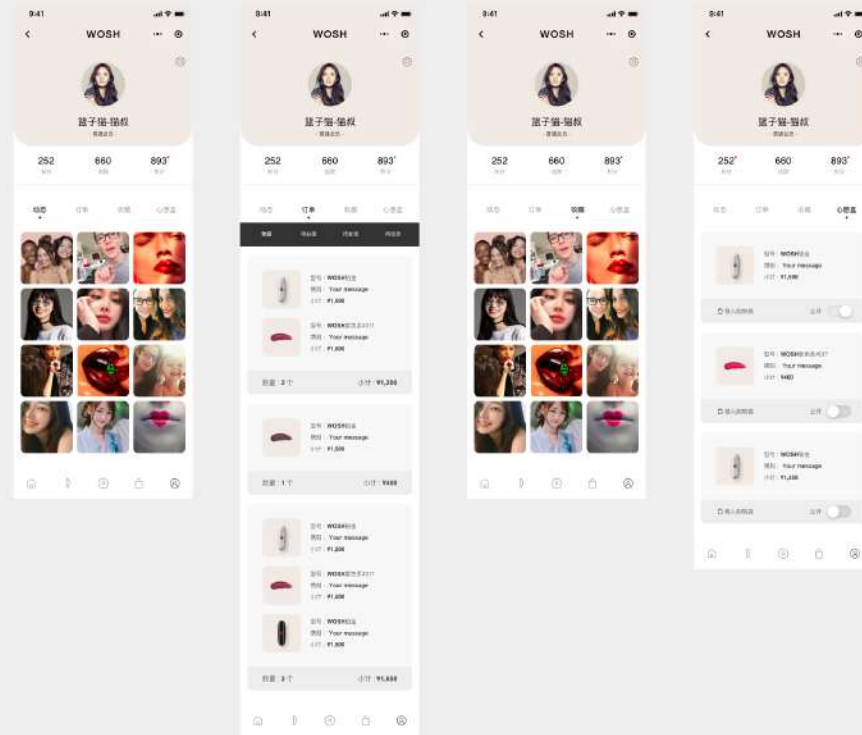
Packaging Journey



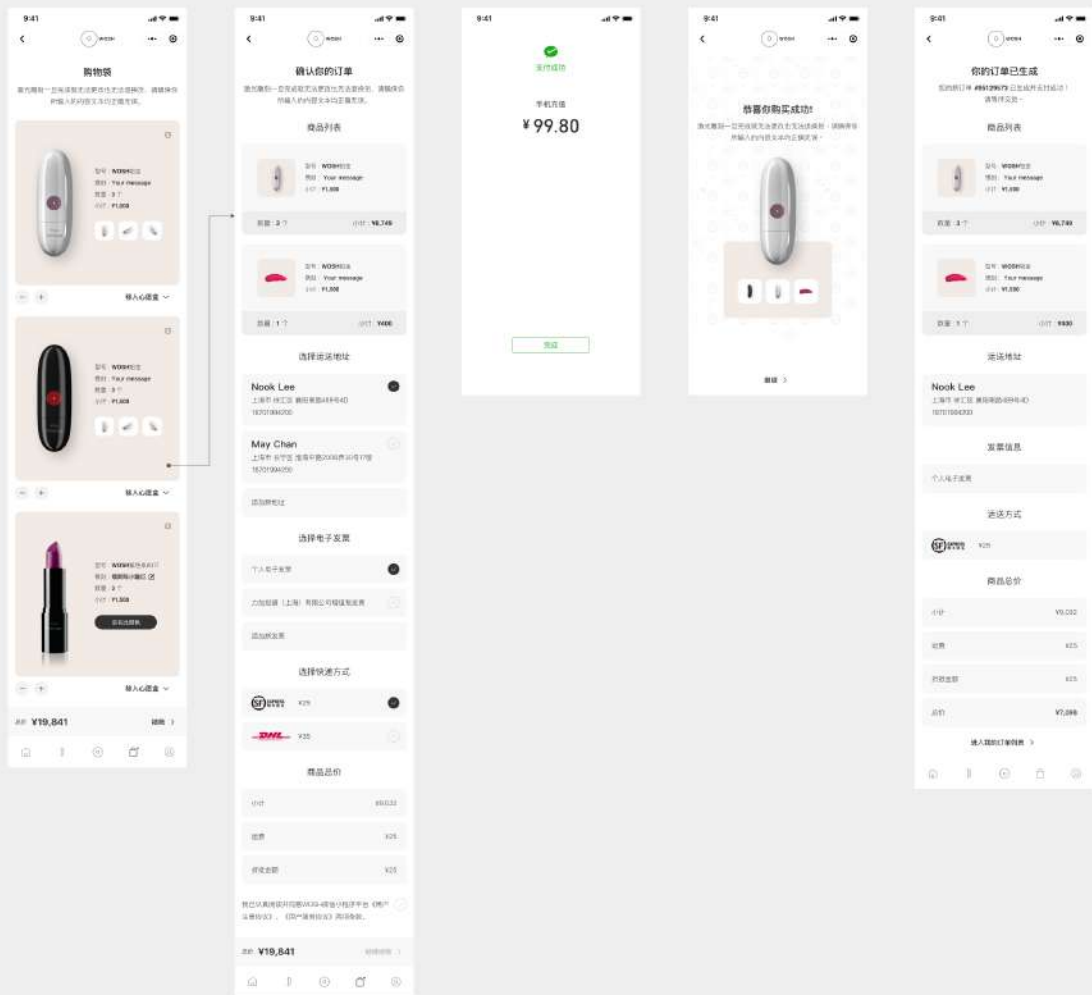
Feed Journey



My Account

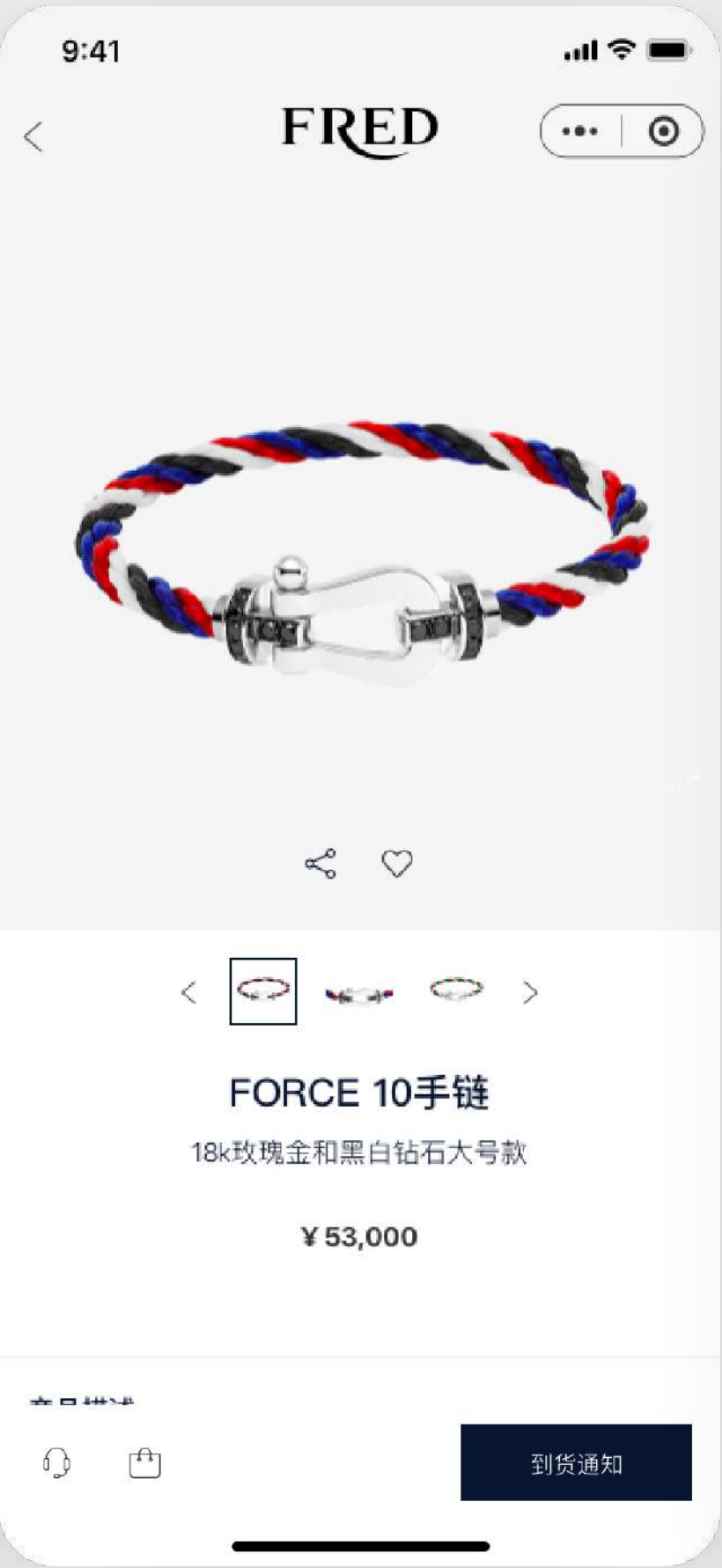
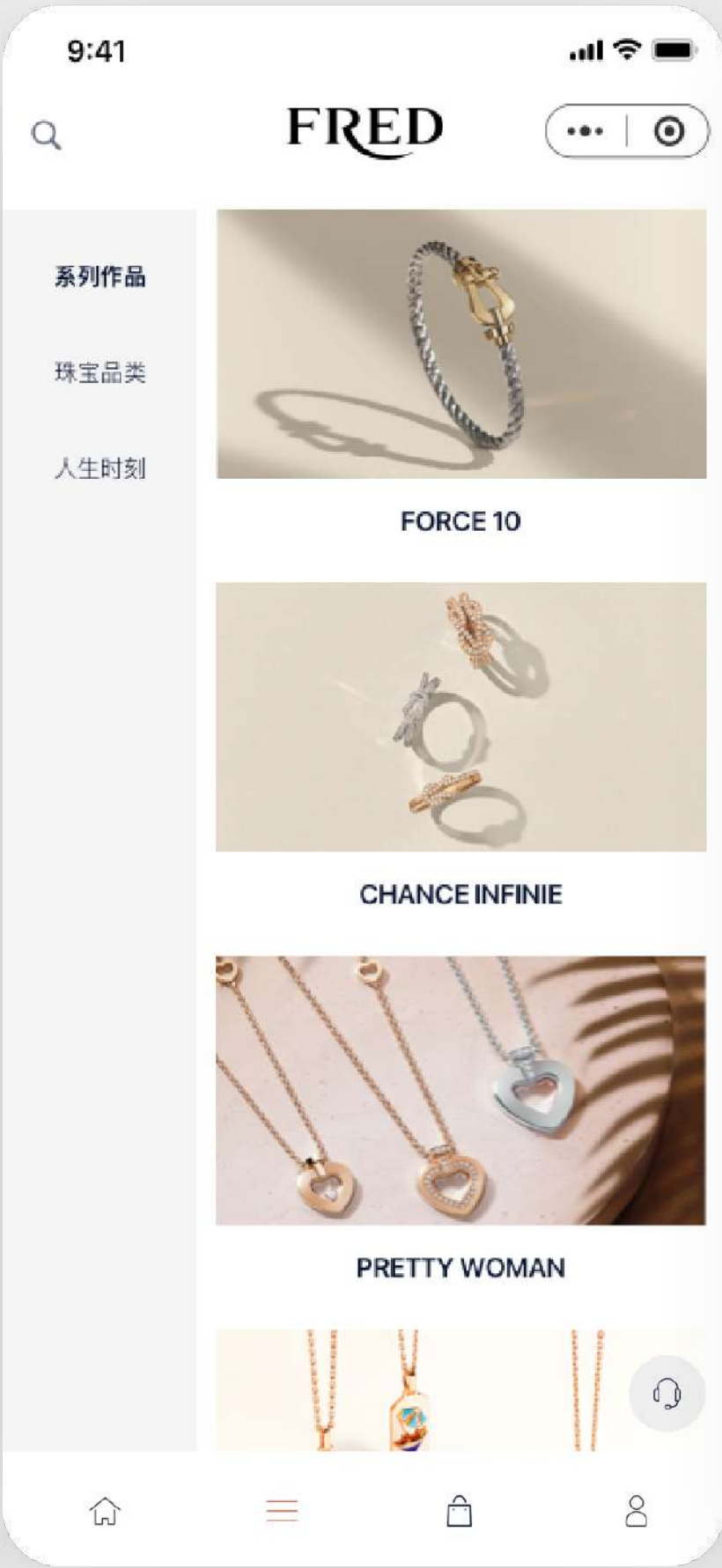


Purchase Journey

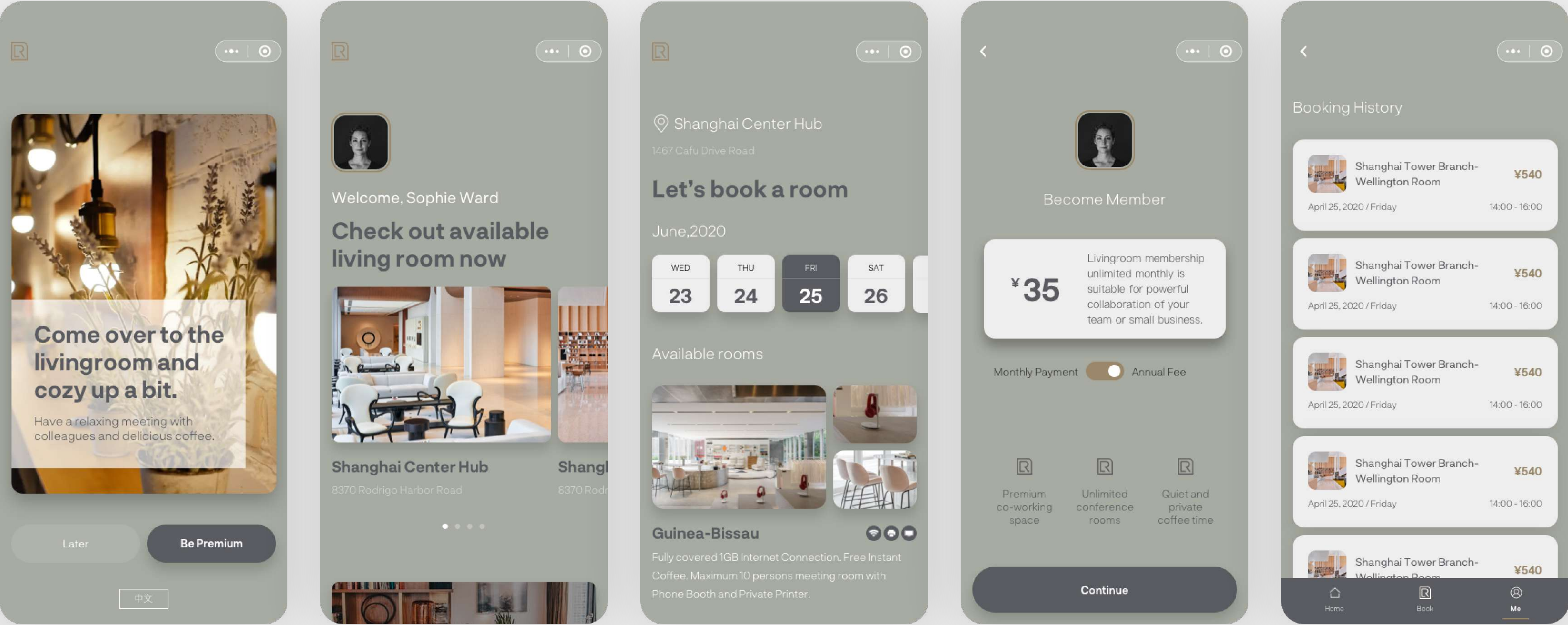


FRED - eCommerce

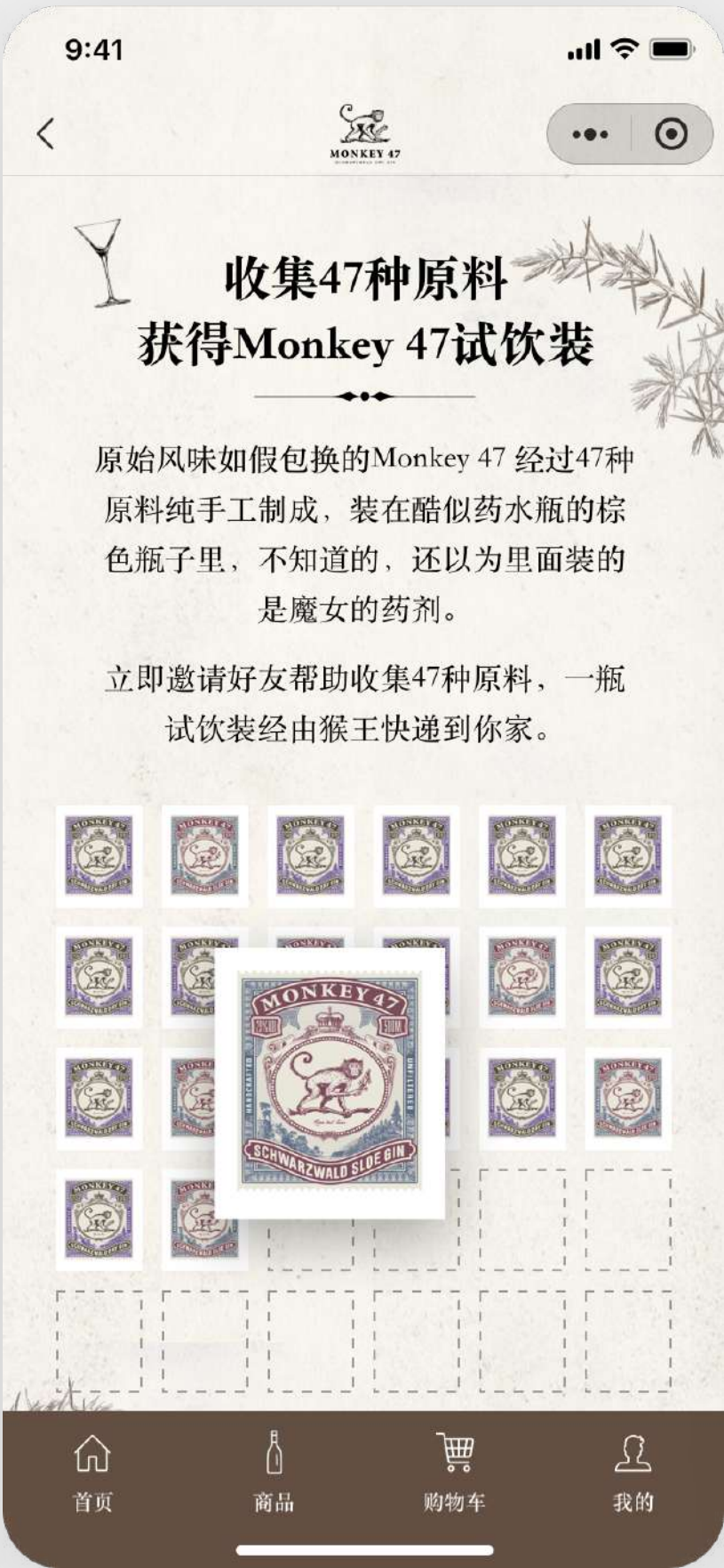
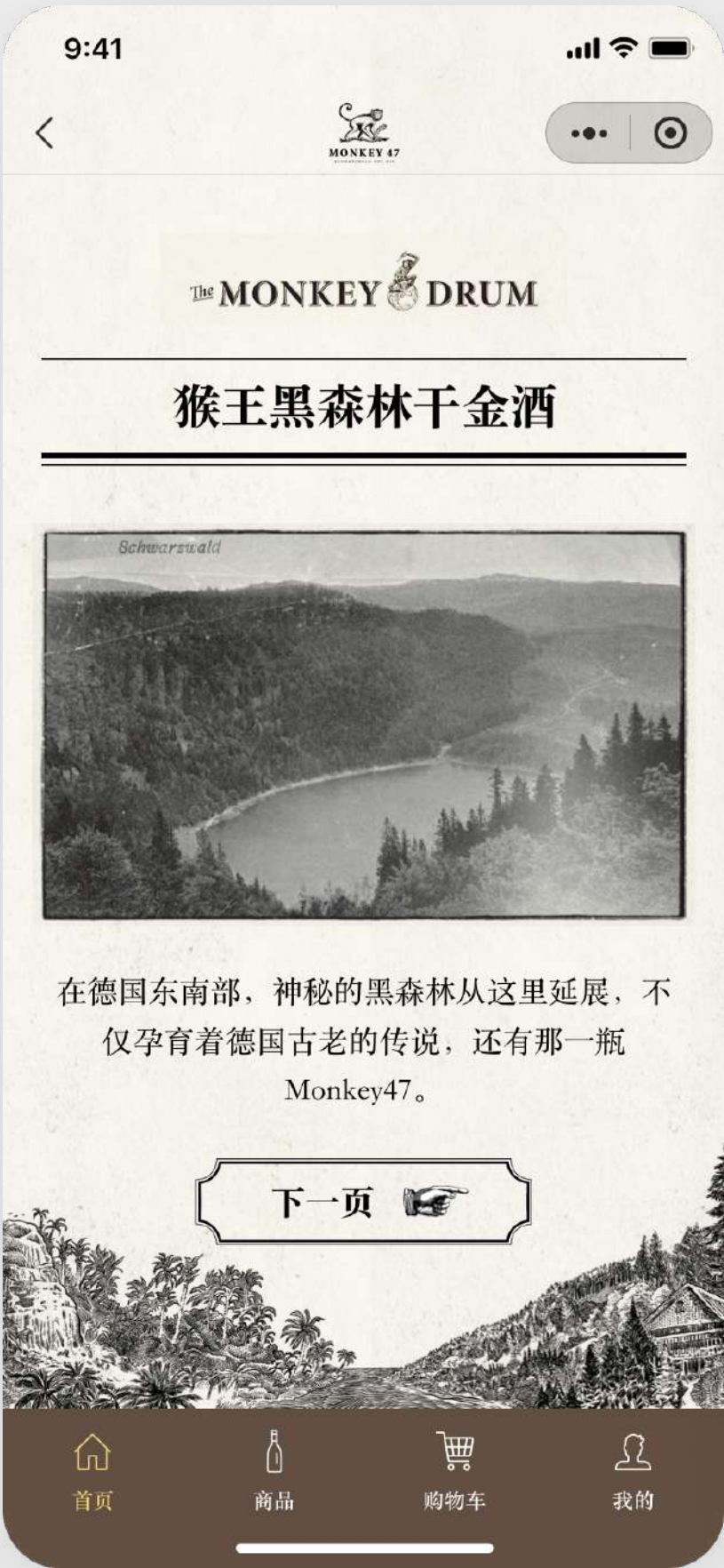
WeChat Mini-program Shop



Livingroom - WeChat Mini-program Online Booking System



Monkey47 - WeChat Mini-program Campaign & eCommerce



Qualcomm - WeChat H5 Campaign

欢迎来到

实力派摄影师休假了美术馆





如何浏览

请点击或直接滑动去您要浏览的作品区域

实力派摄影师休假了美术馆





“摄影师休假了”没带照相机馆

实力派摄影师休假了美术馆





作品名称 海边的风景

摄影师 安溯



媲美摄影师 + 专业相机的拍照神器






高通骁龙首创三ISP，一次快门输出三重视角

好景不放过，时机不错过

去看看这个神器

实力派摄影师休假了美术馆







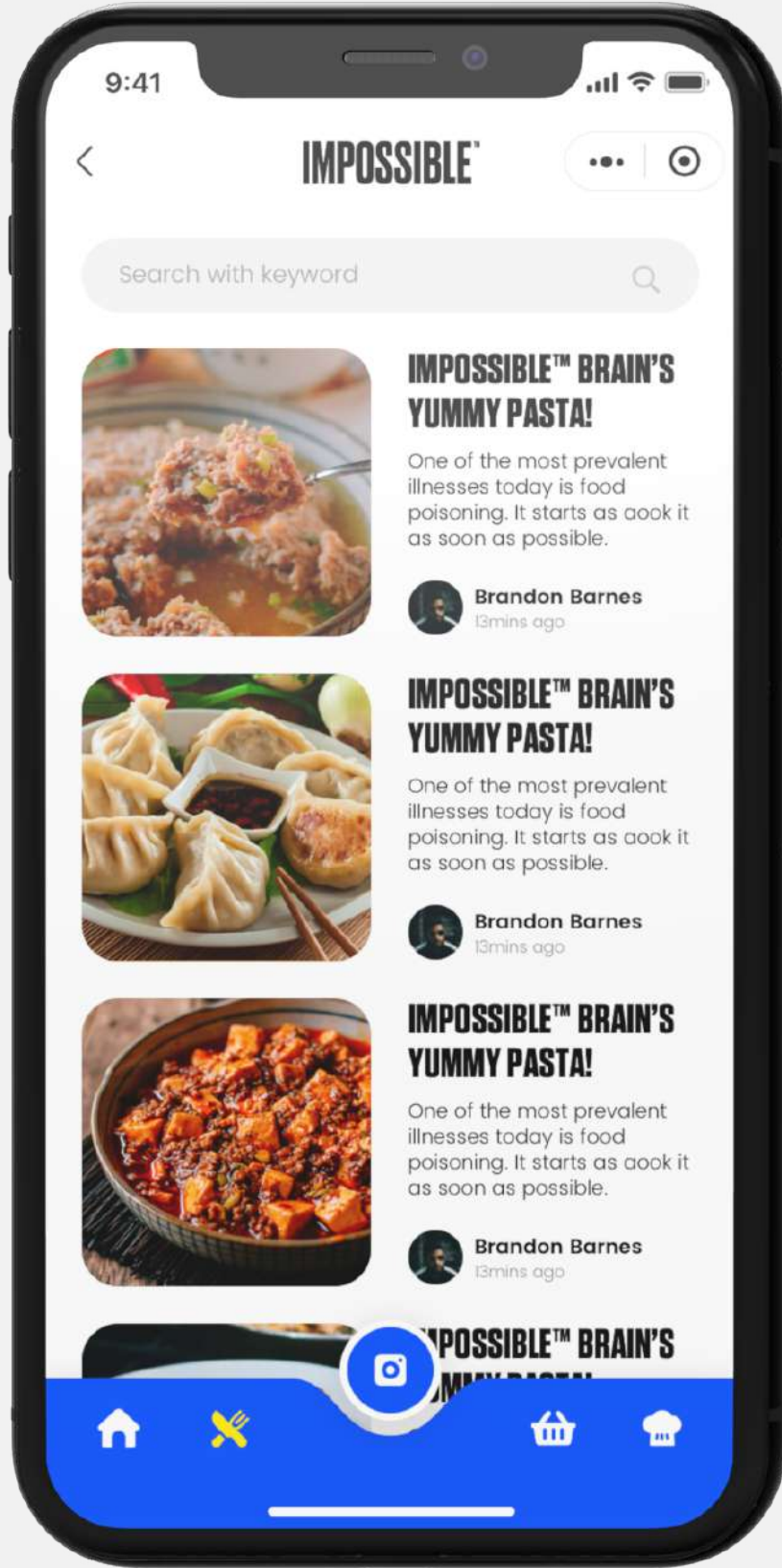
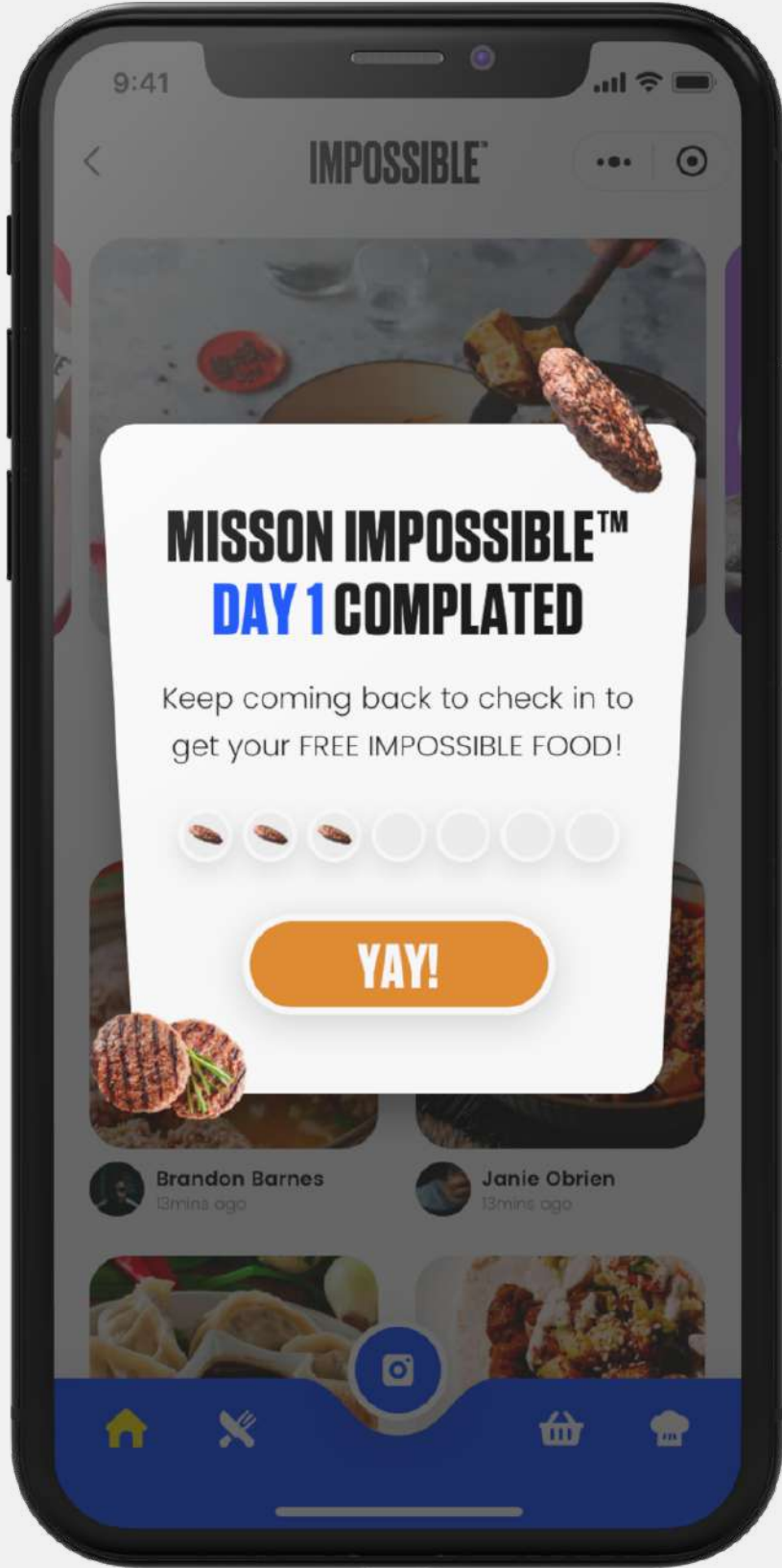
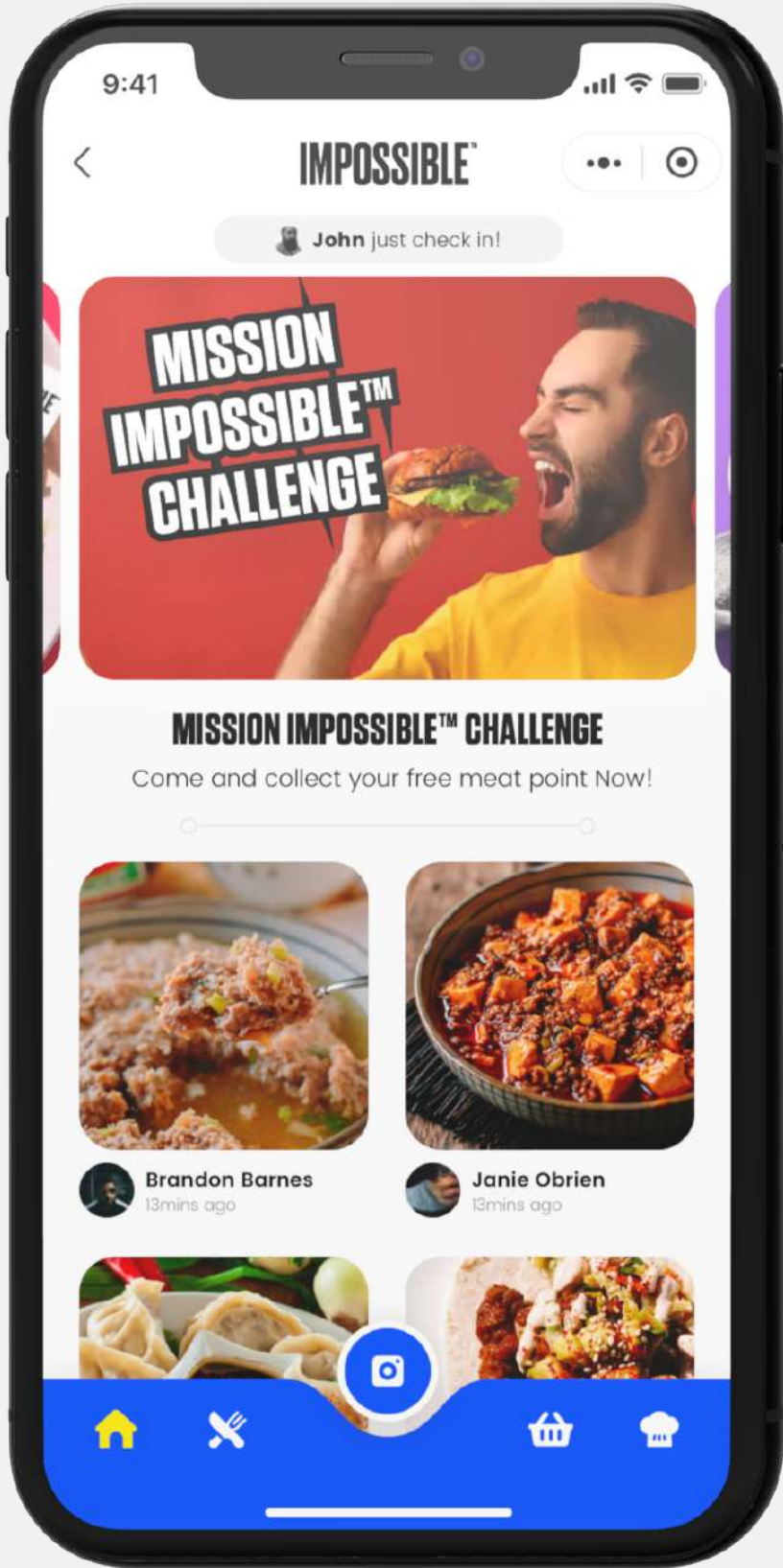
“摄影师休假了”没带照相机馆

我要上传

实力派摄影师休假了美术馆

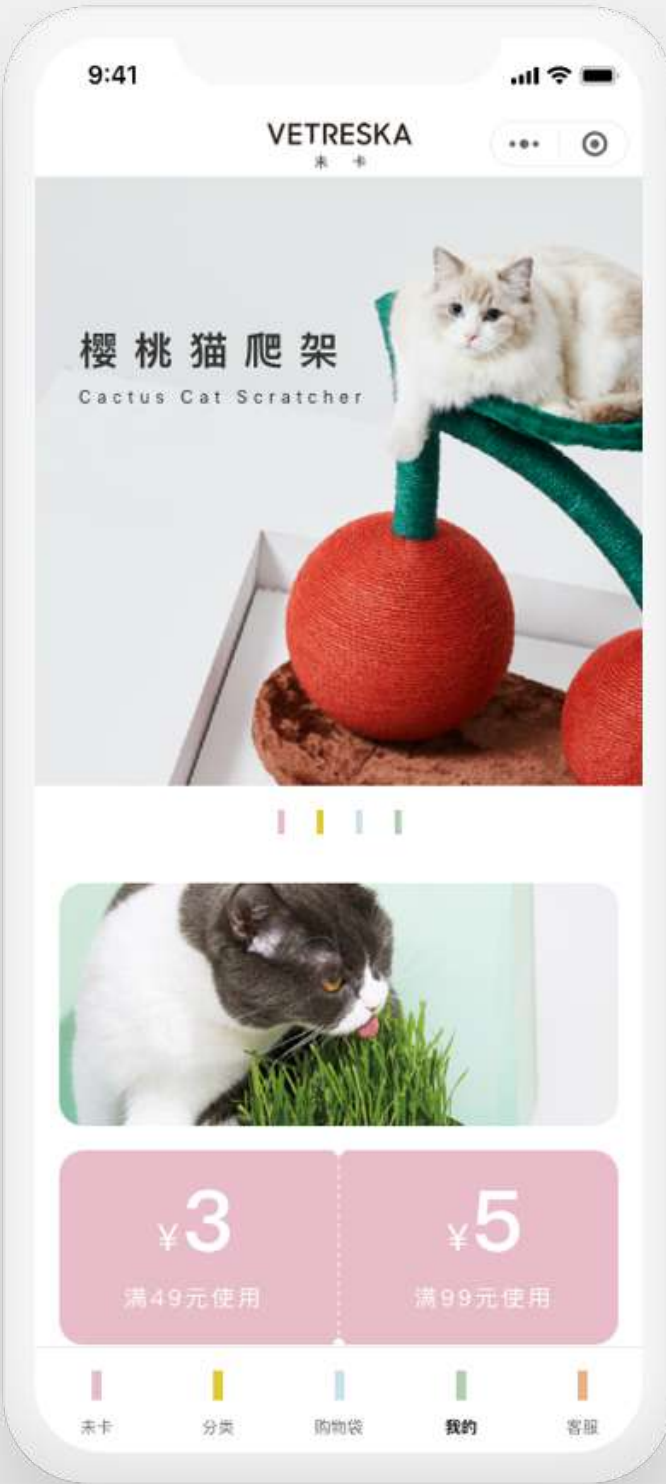


Impossible Food - WeChat Mini-program Campaign & eCommerce



Vetreska - Pets eCommerce

WeChat Mini-program Shop

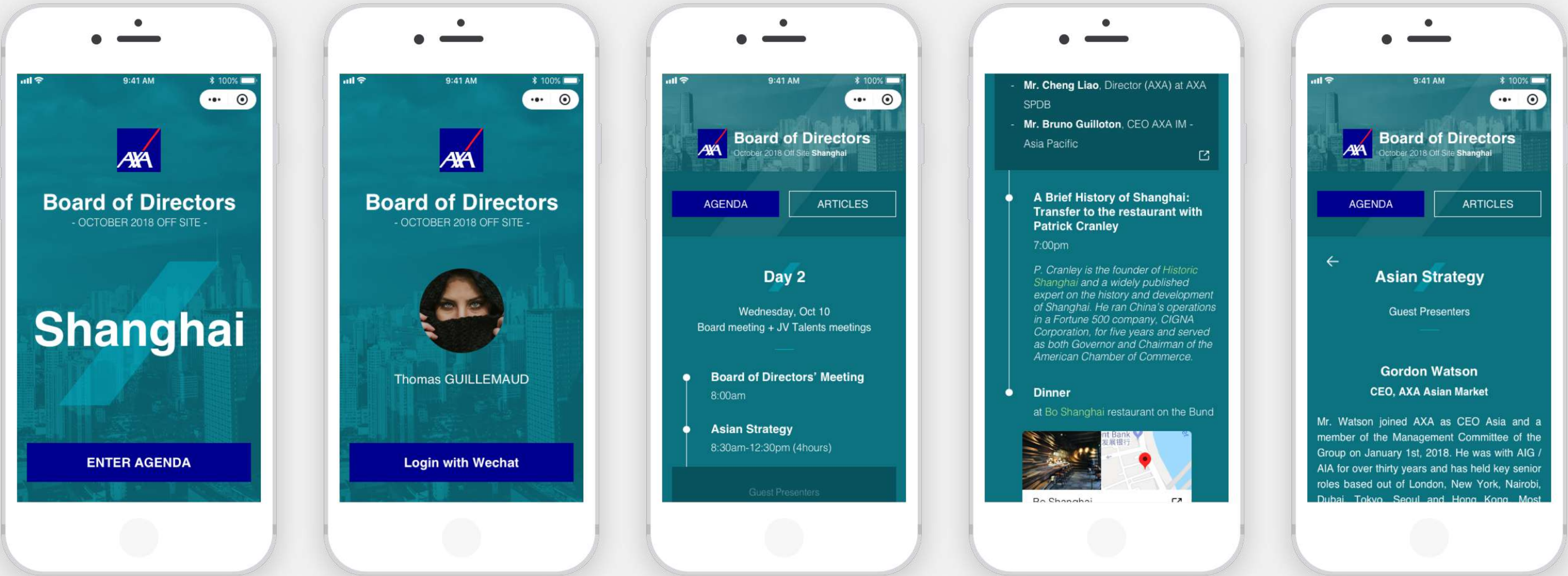


Sinodis - Cheese eCommerce

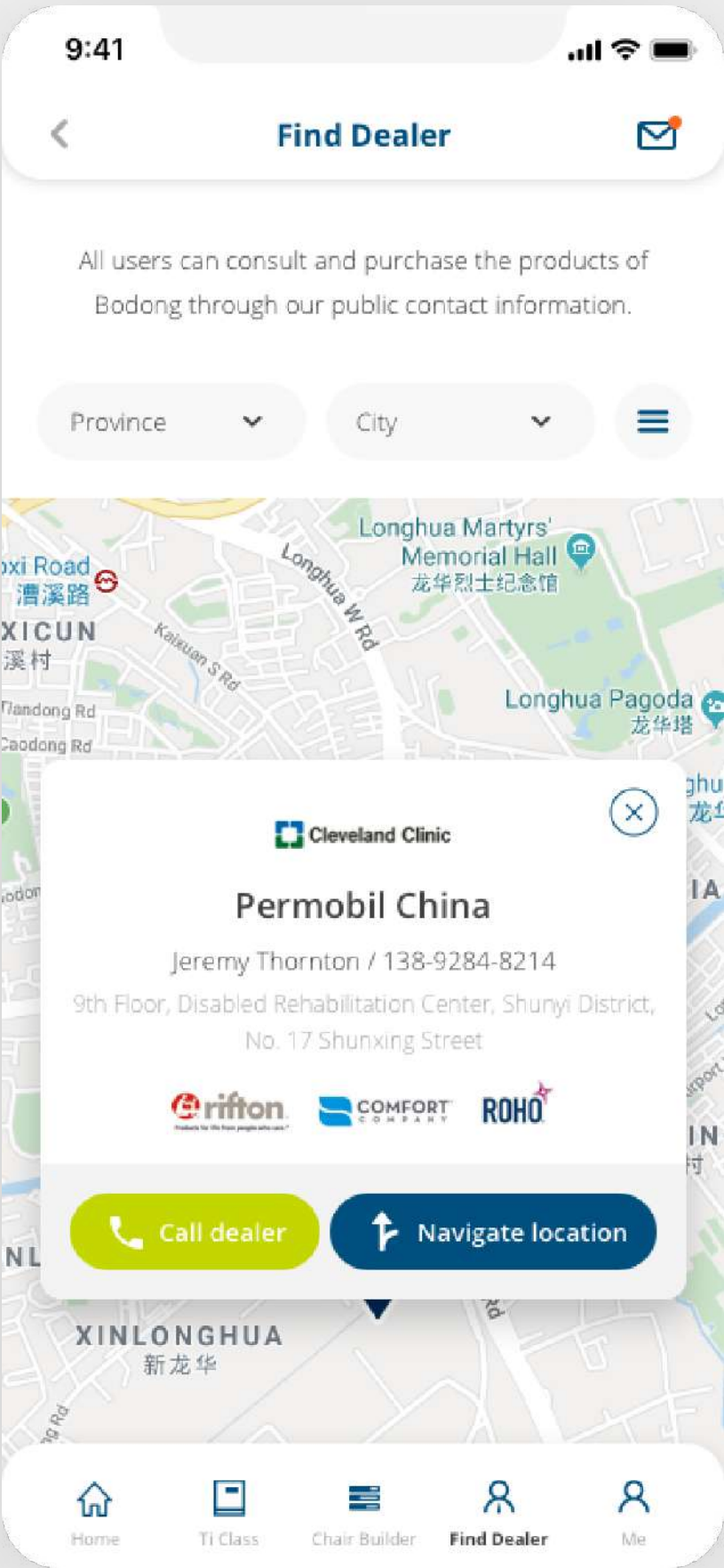
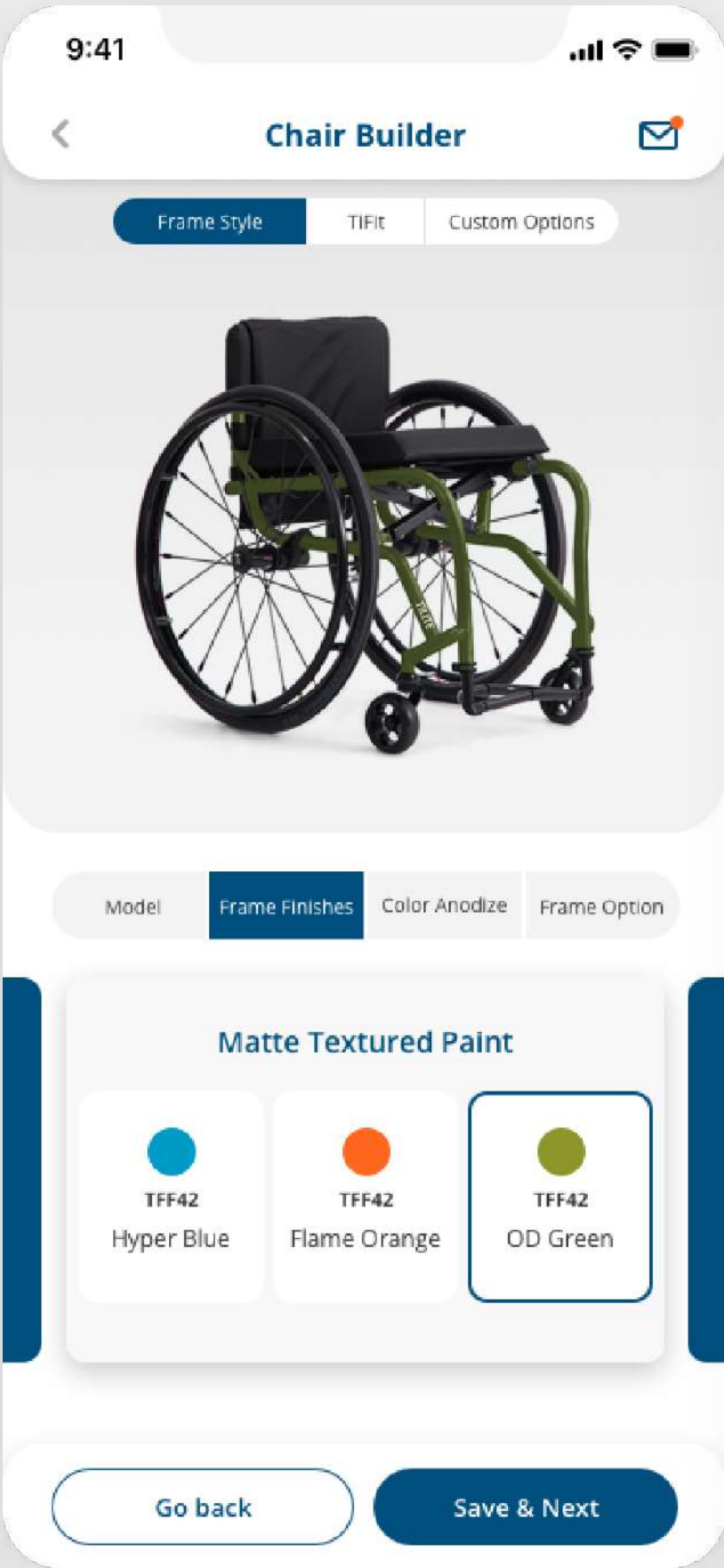
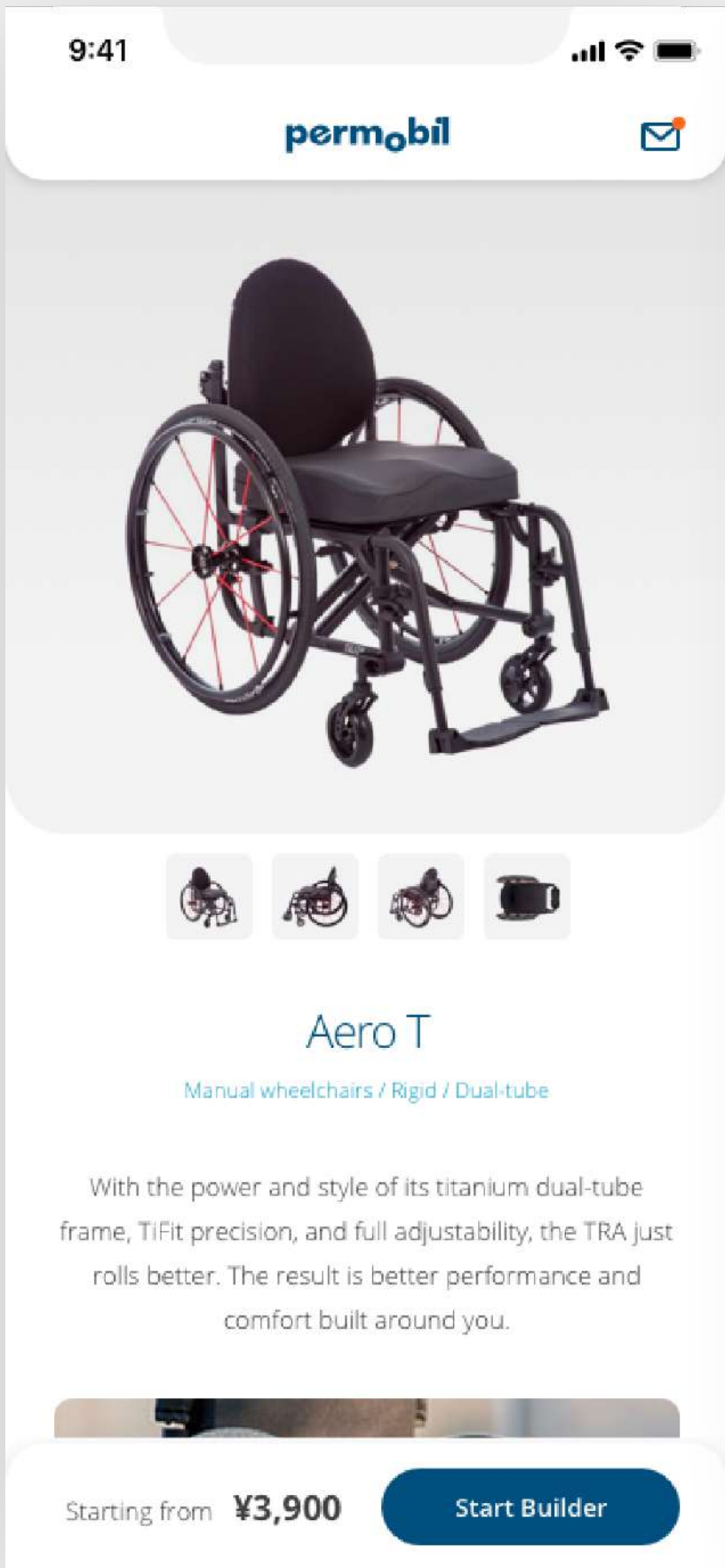
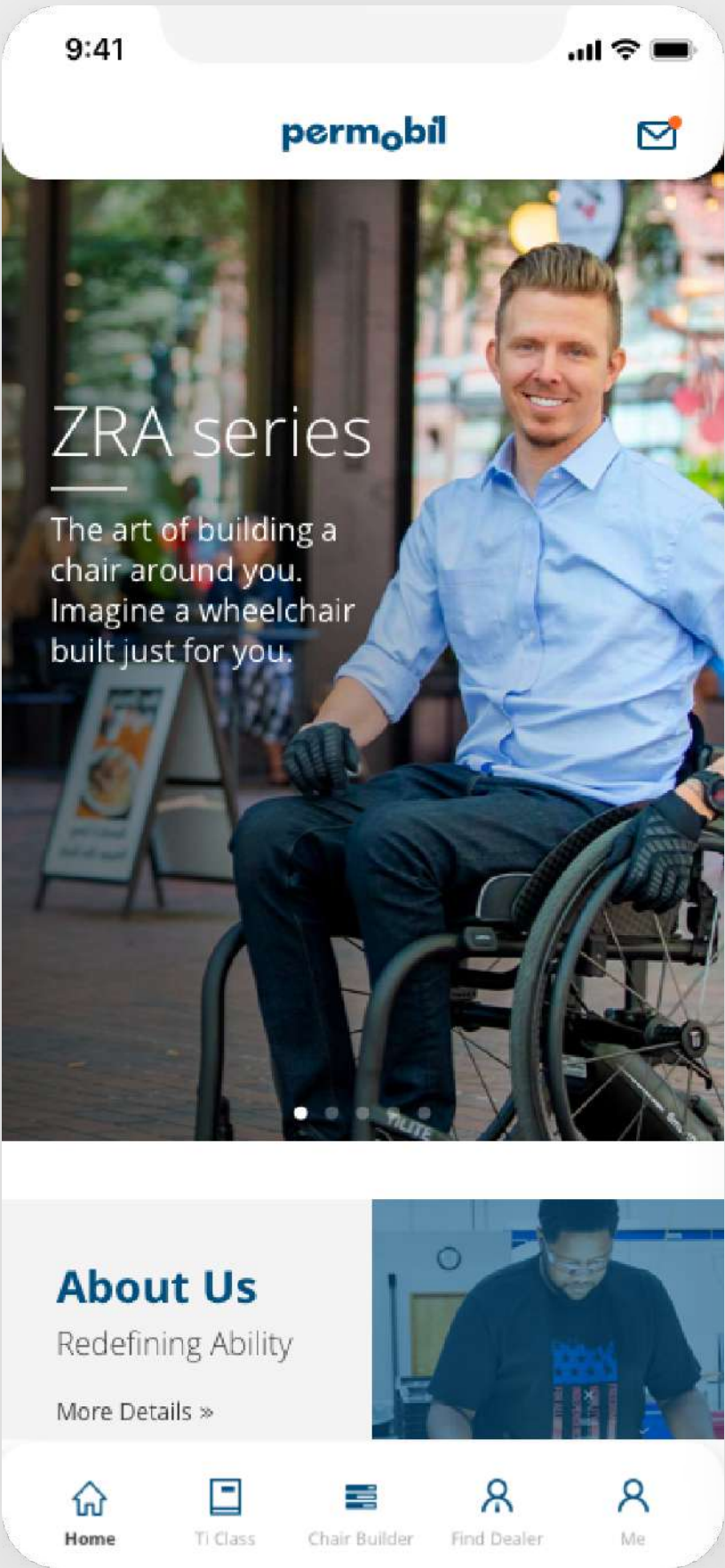
WeChat Mini-program Shop



AXA - Board of Directors
WeChat Mini-program Event



Permobil - eCommerce APP Design



NiuKouYu - International Wetlands Park Application



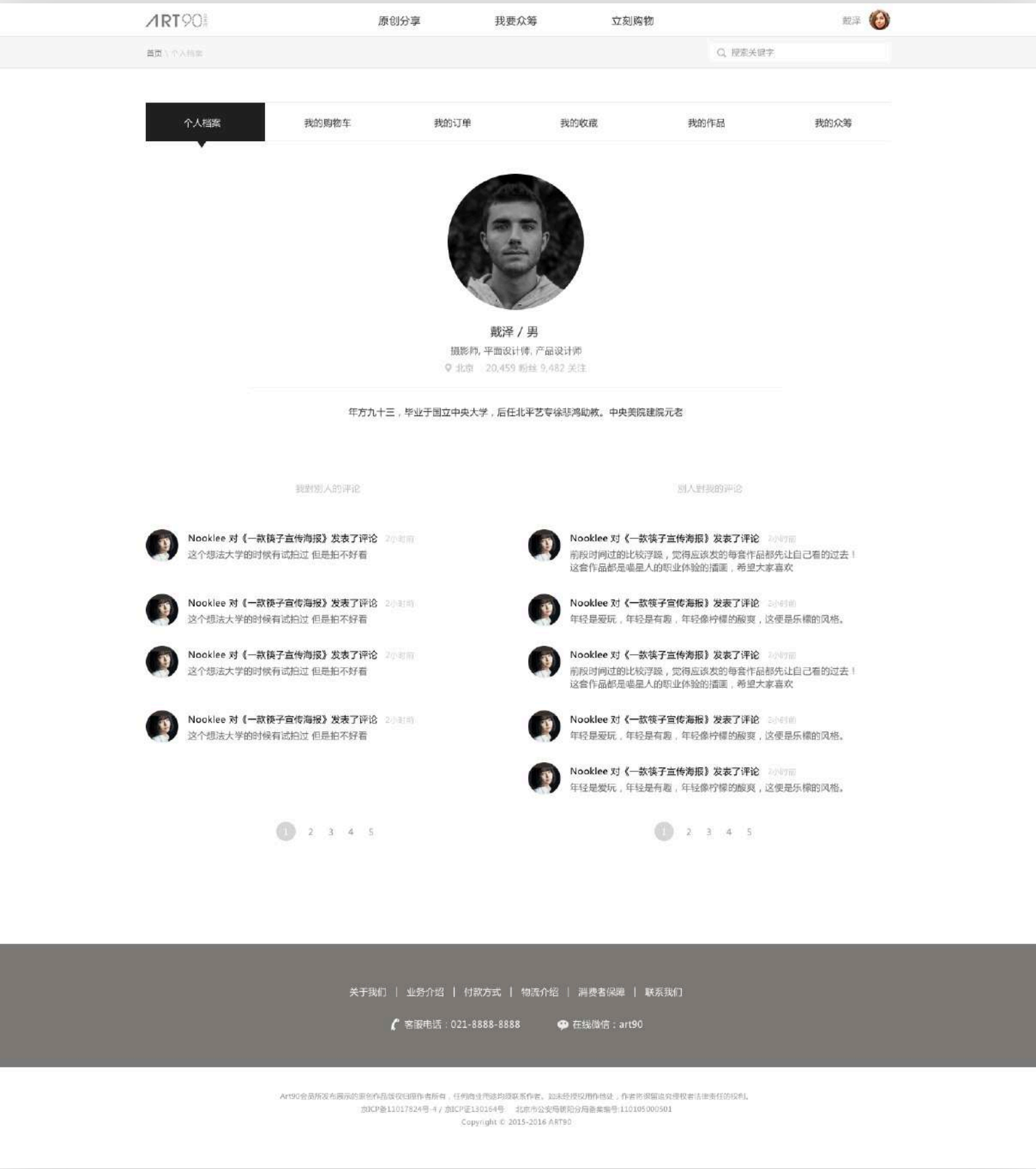
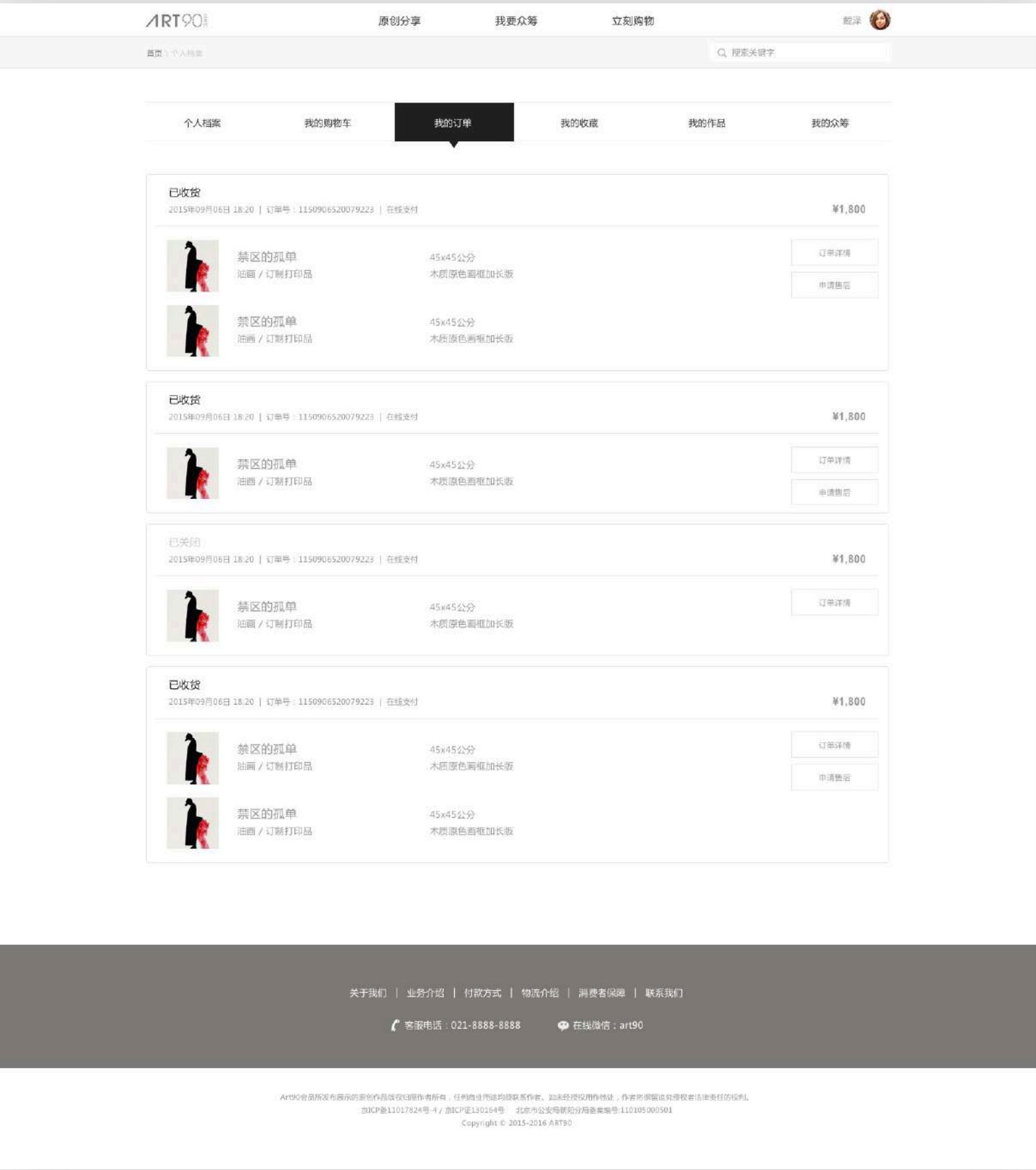
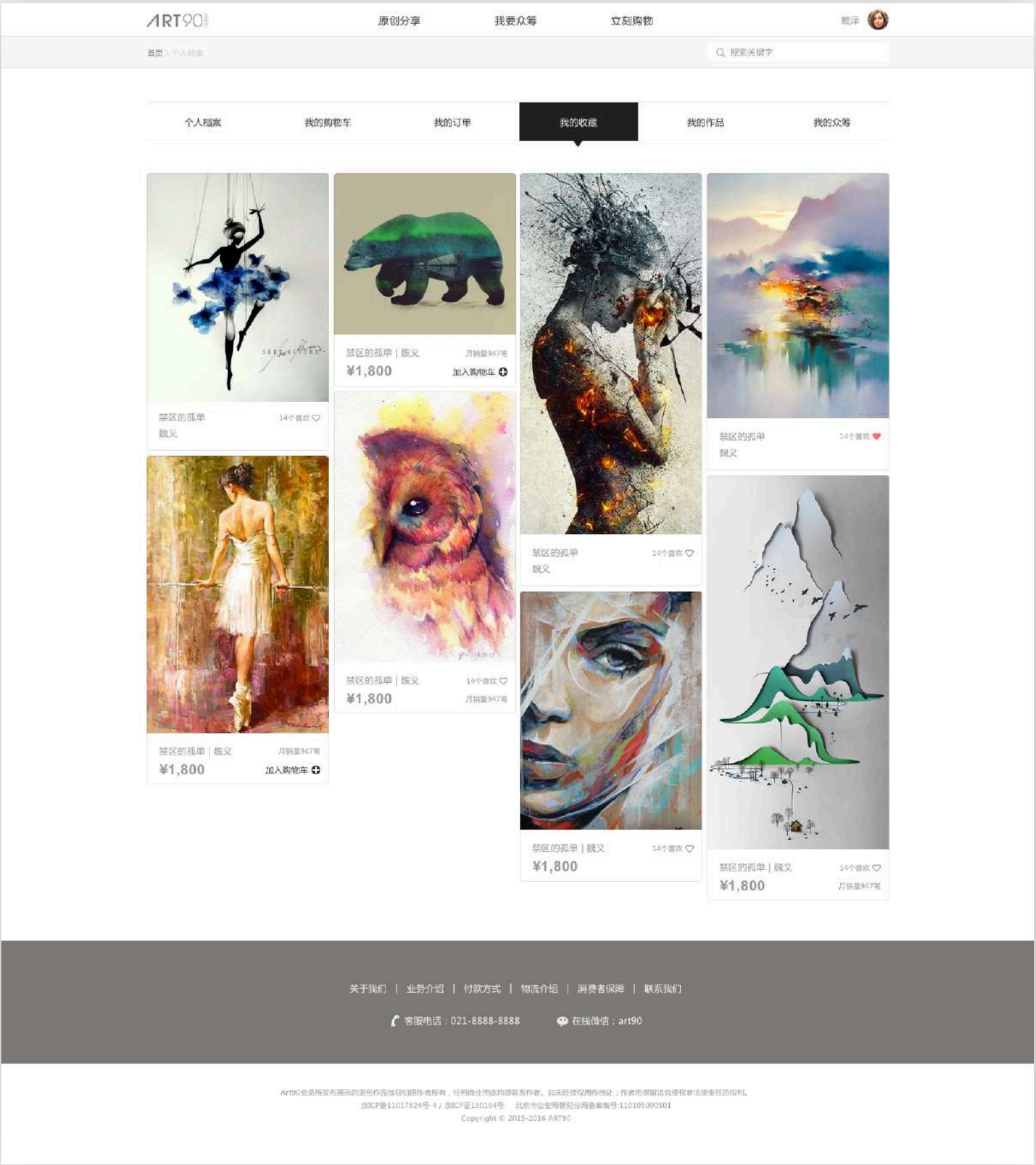
Portfolio

Desktop/Mobile Website UX/UI Design

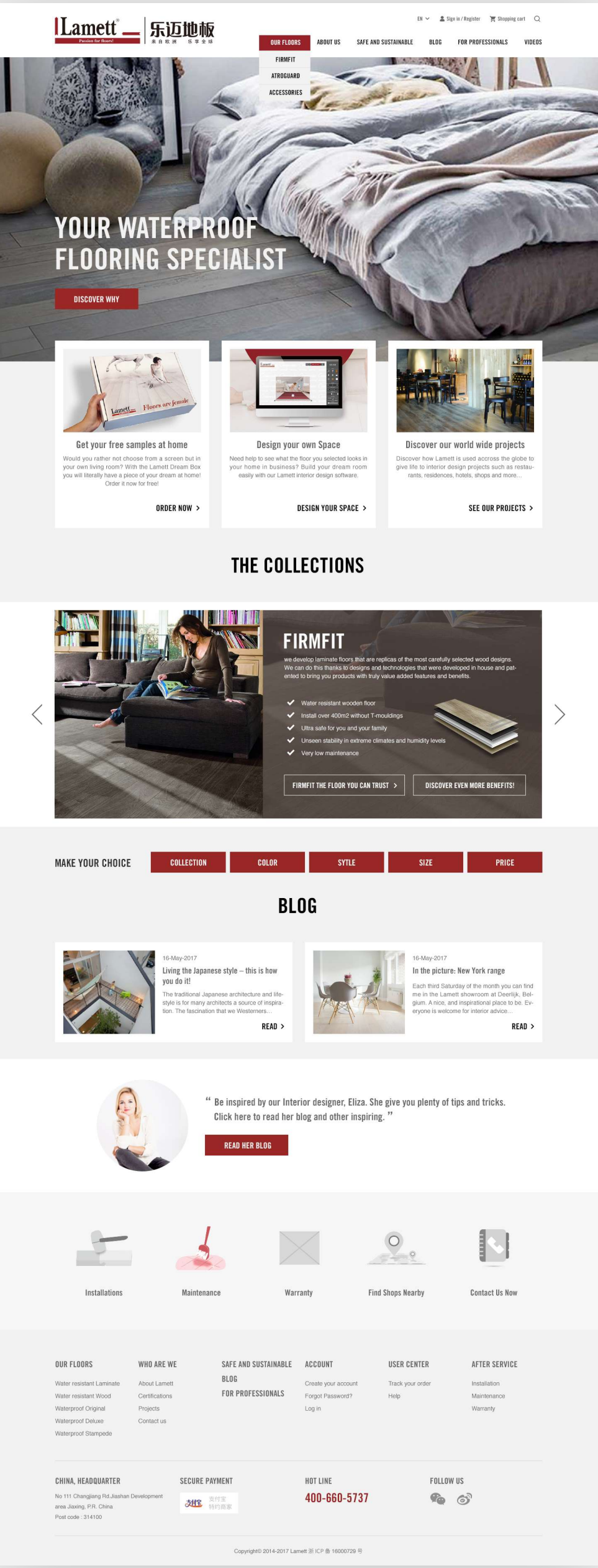
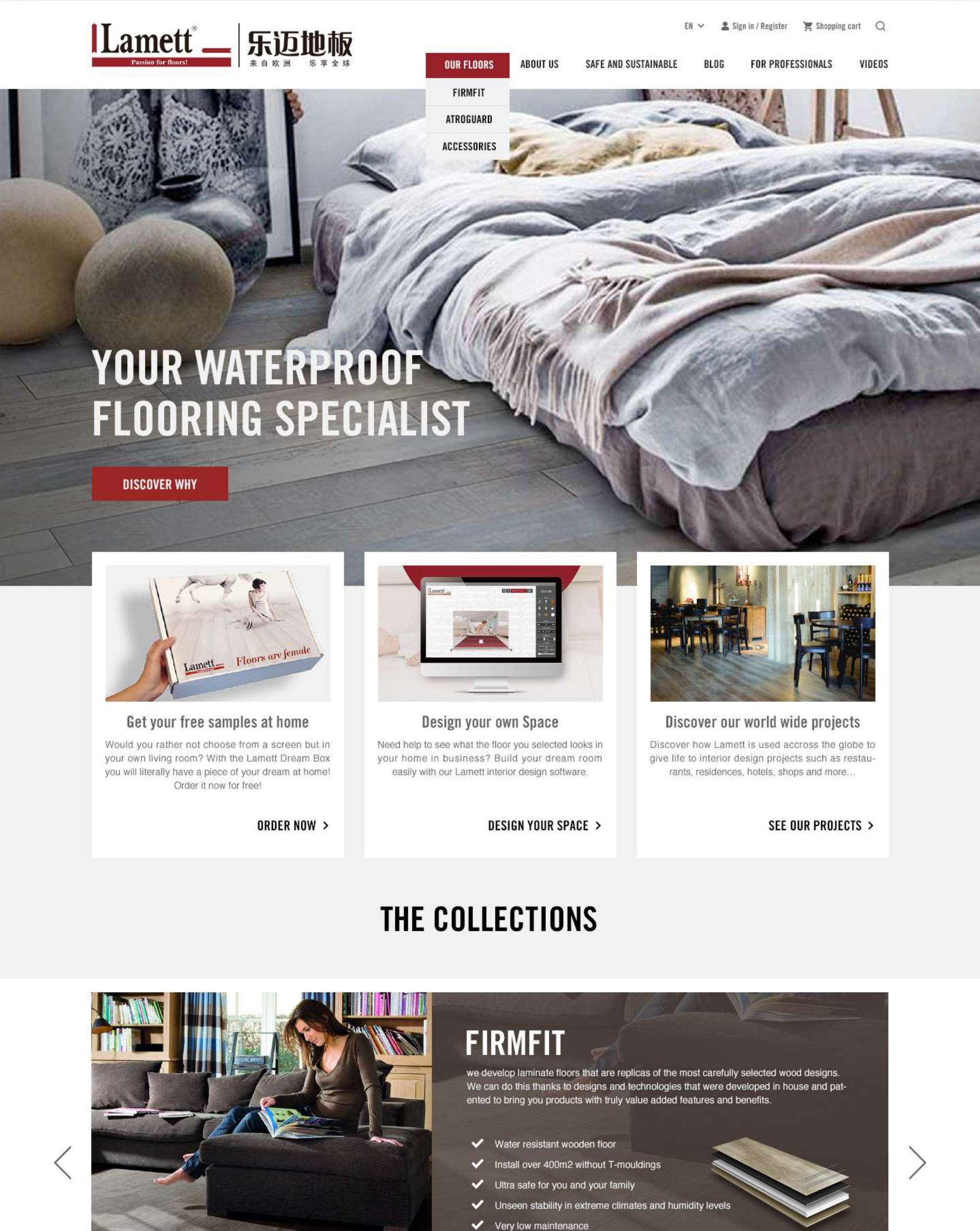
Website Re-designs



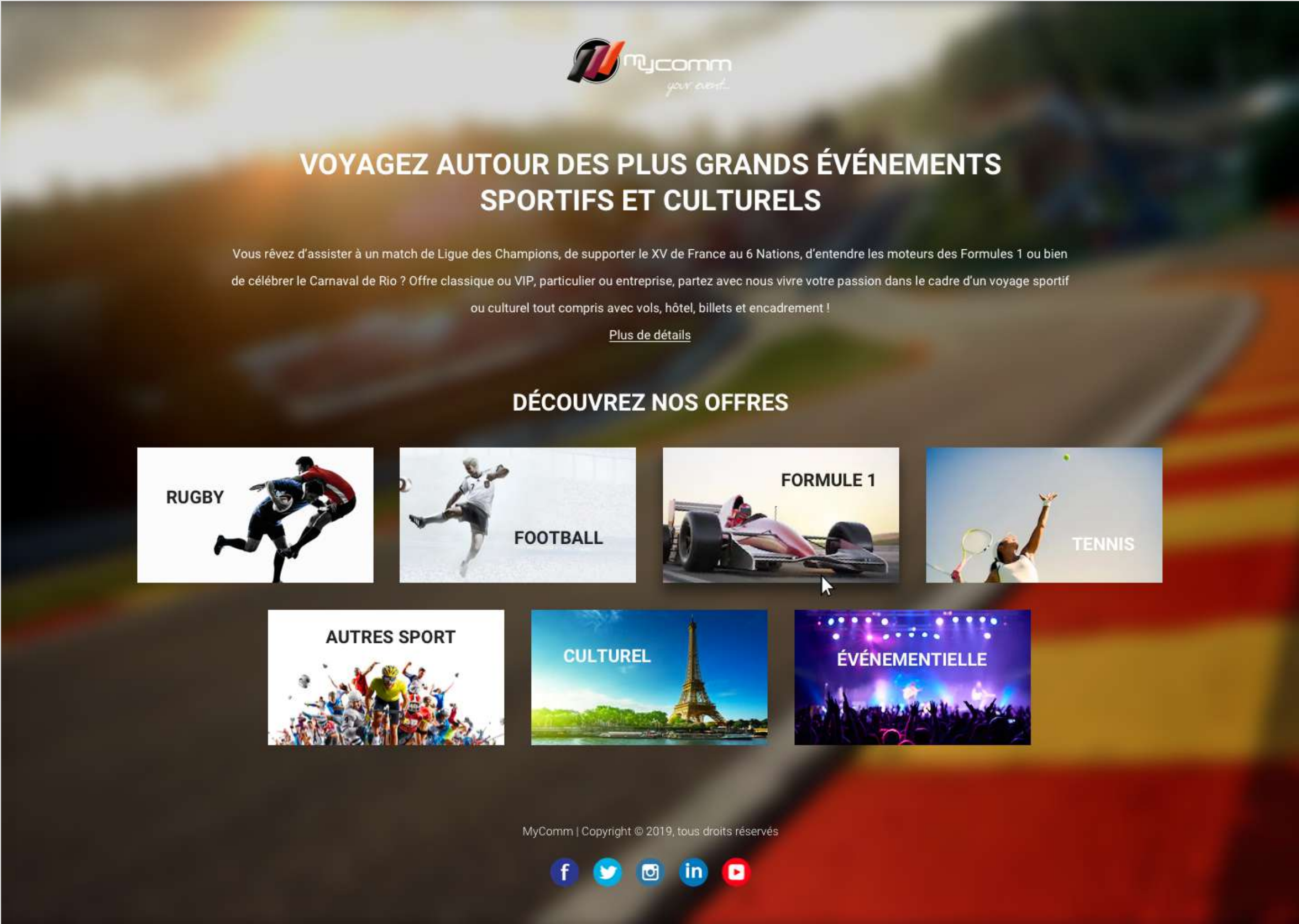
Website Designs



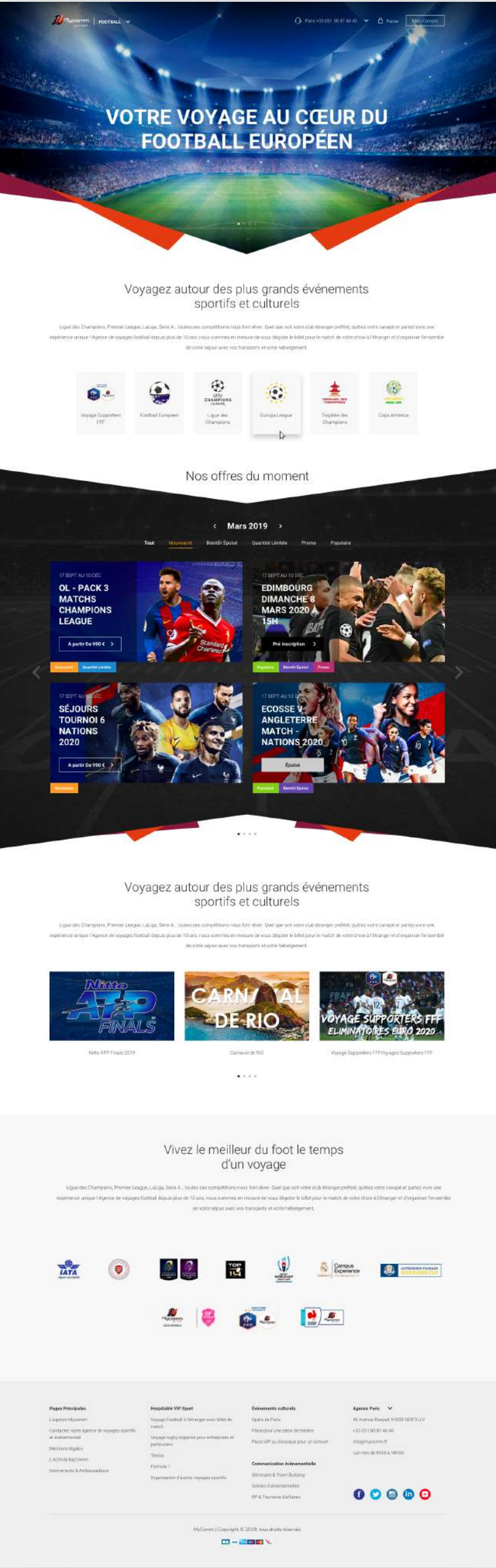
Website Designs



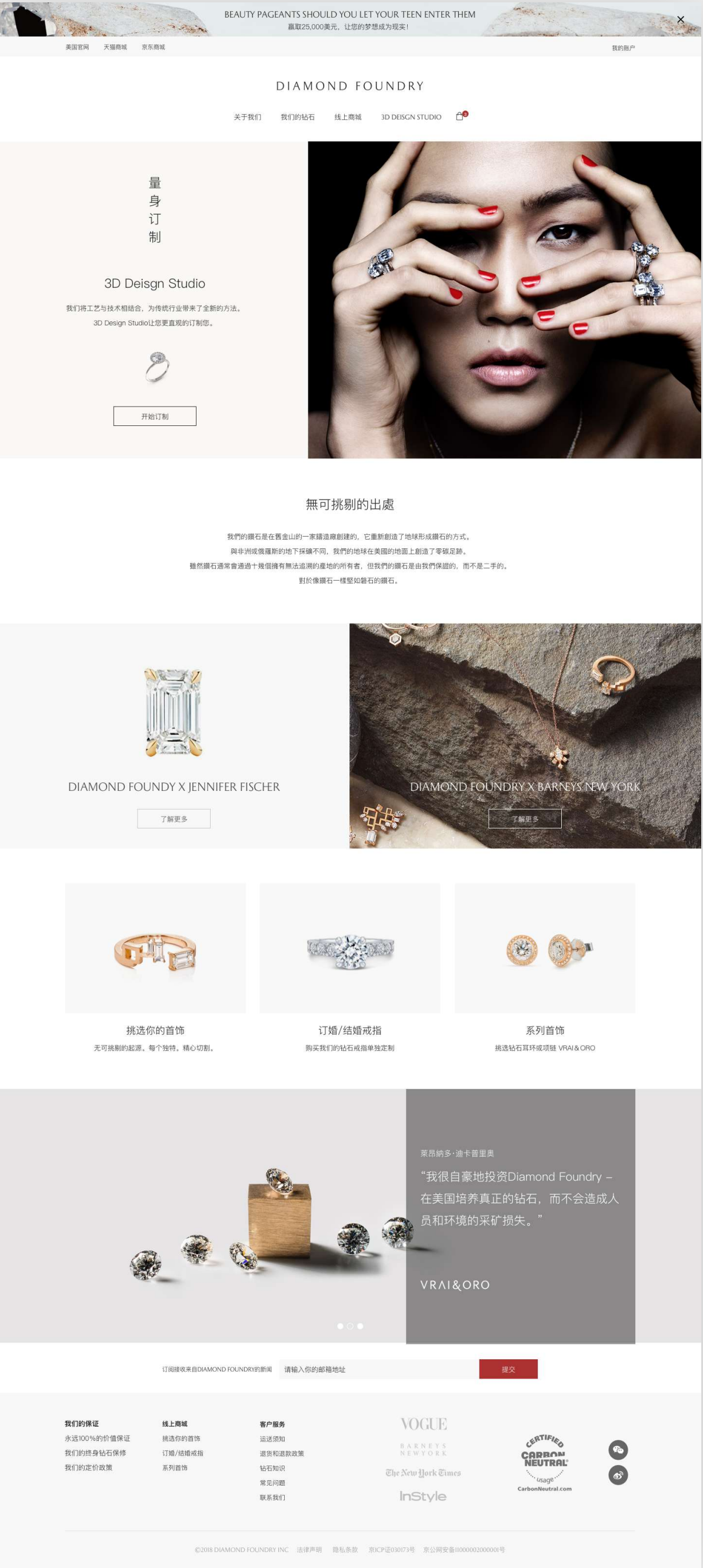
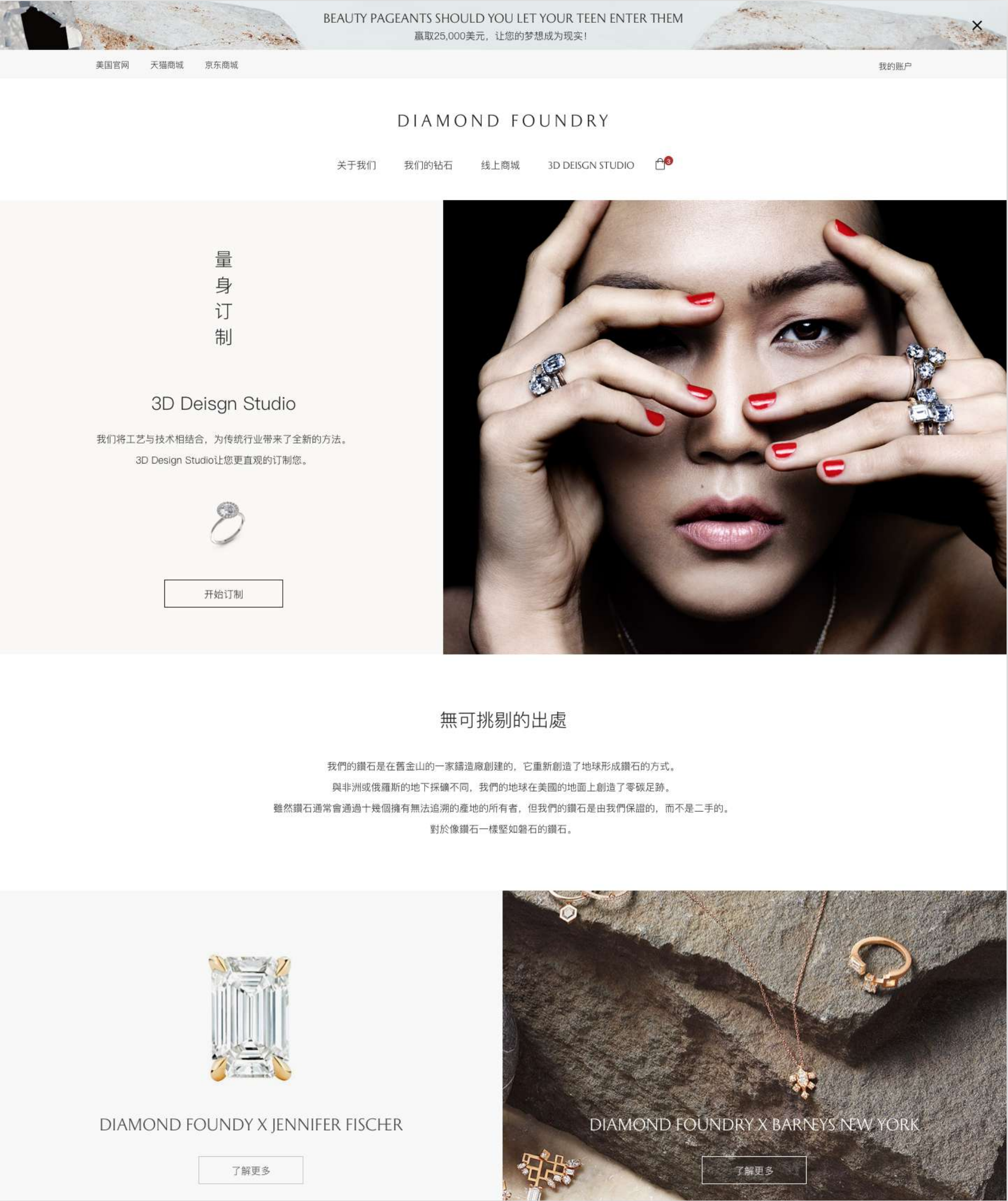
Website Designs



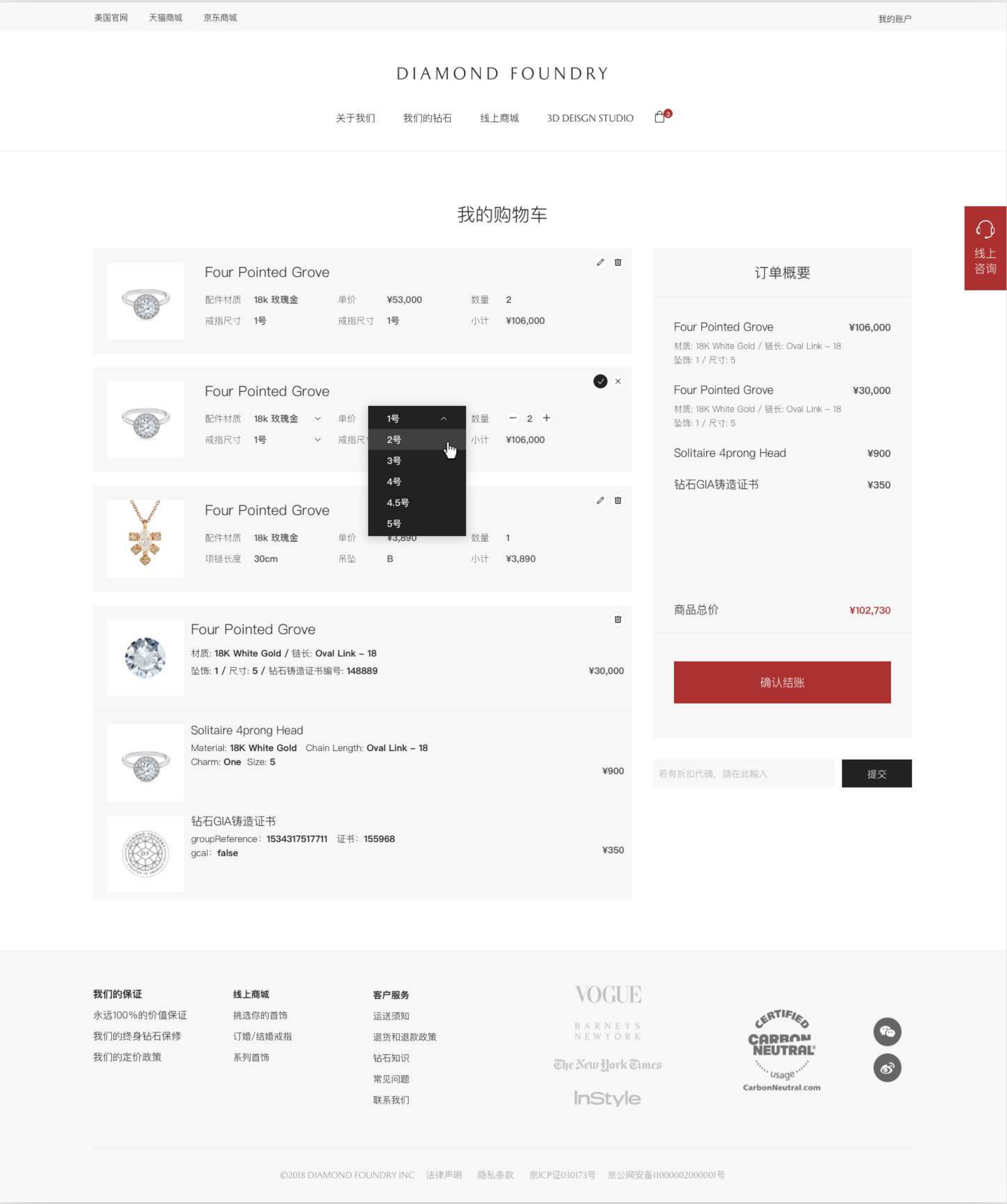
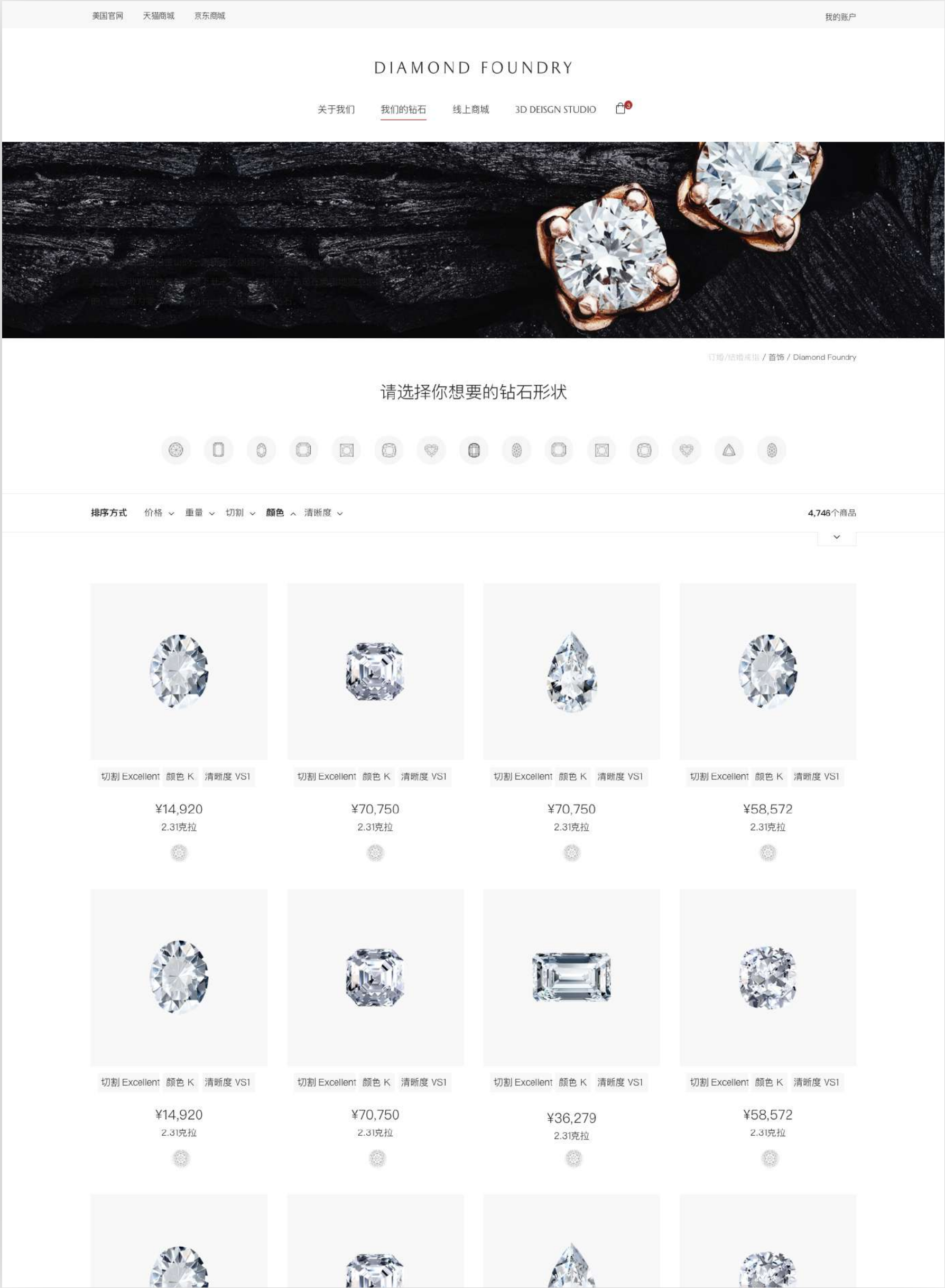
Website Designs



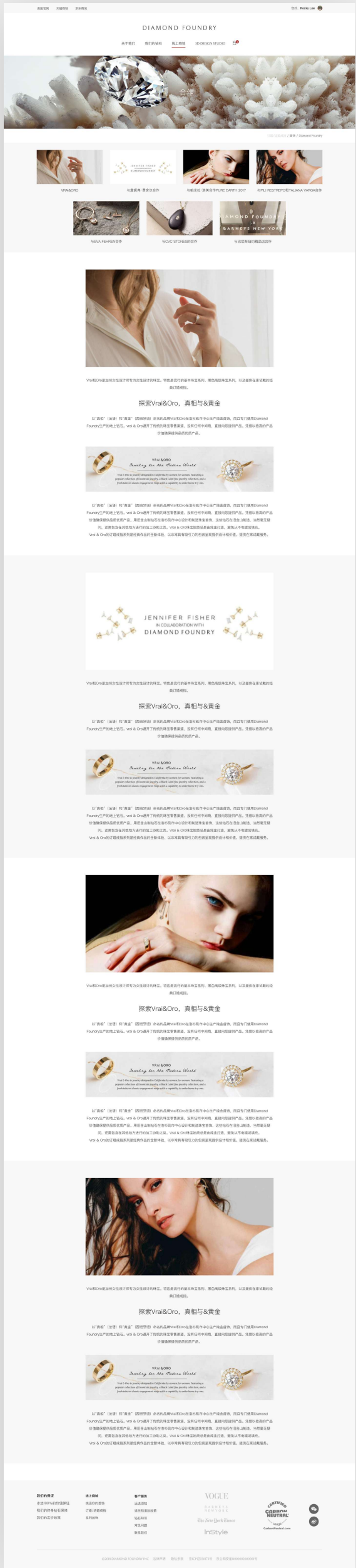
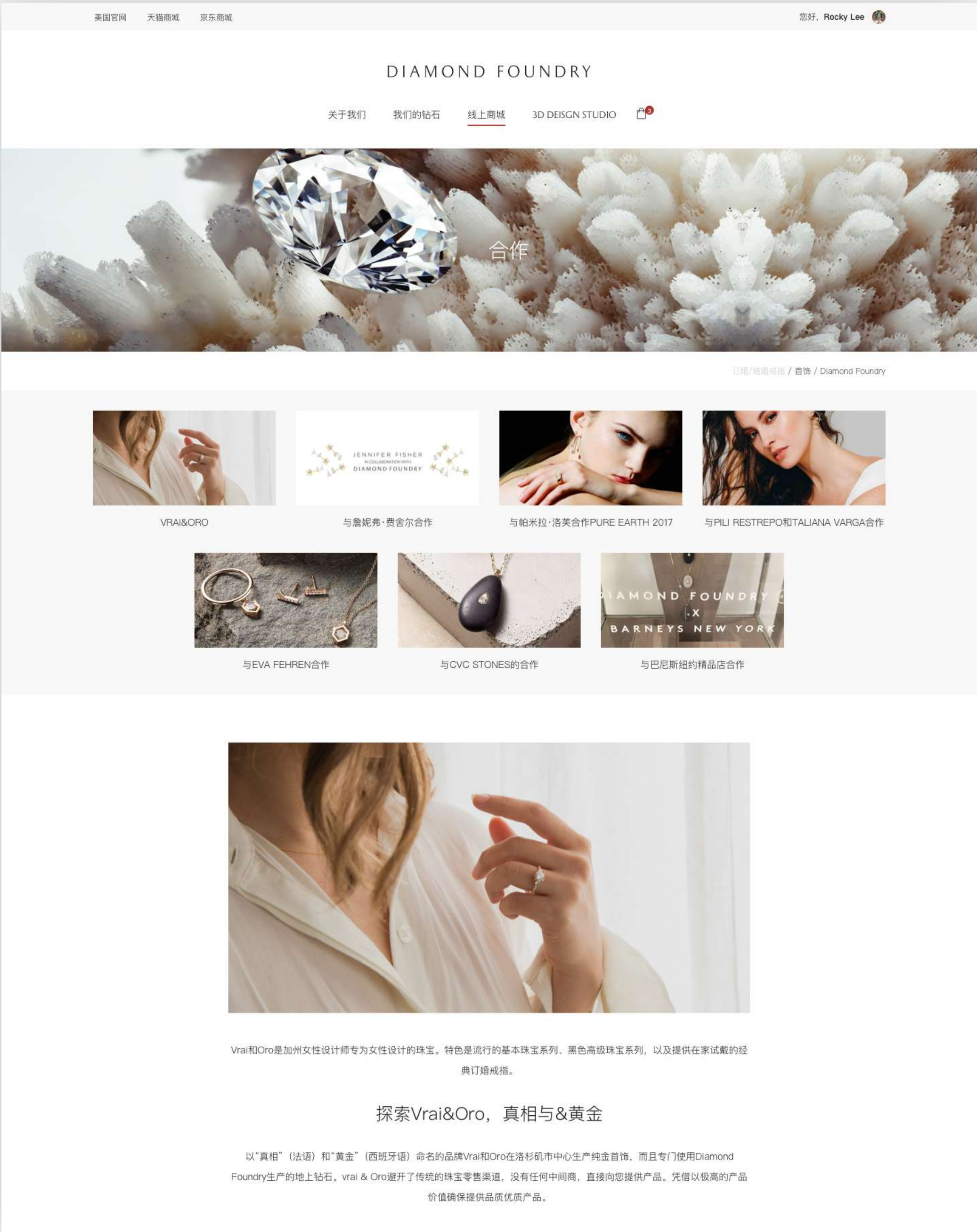
Magento based
eCommerce
Website Designs



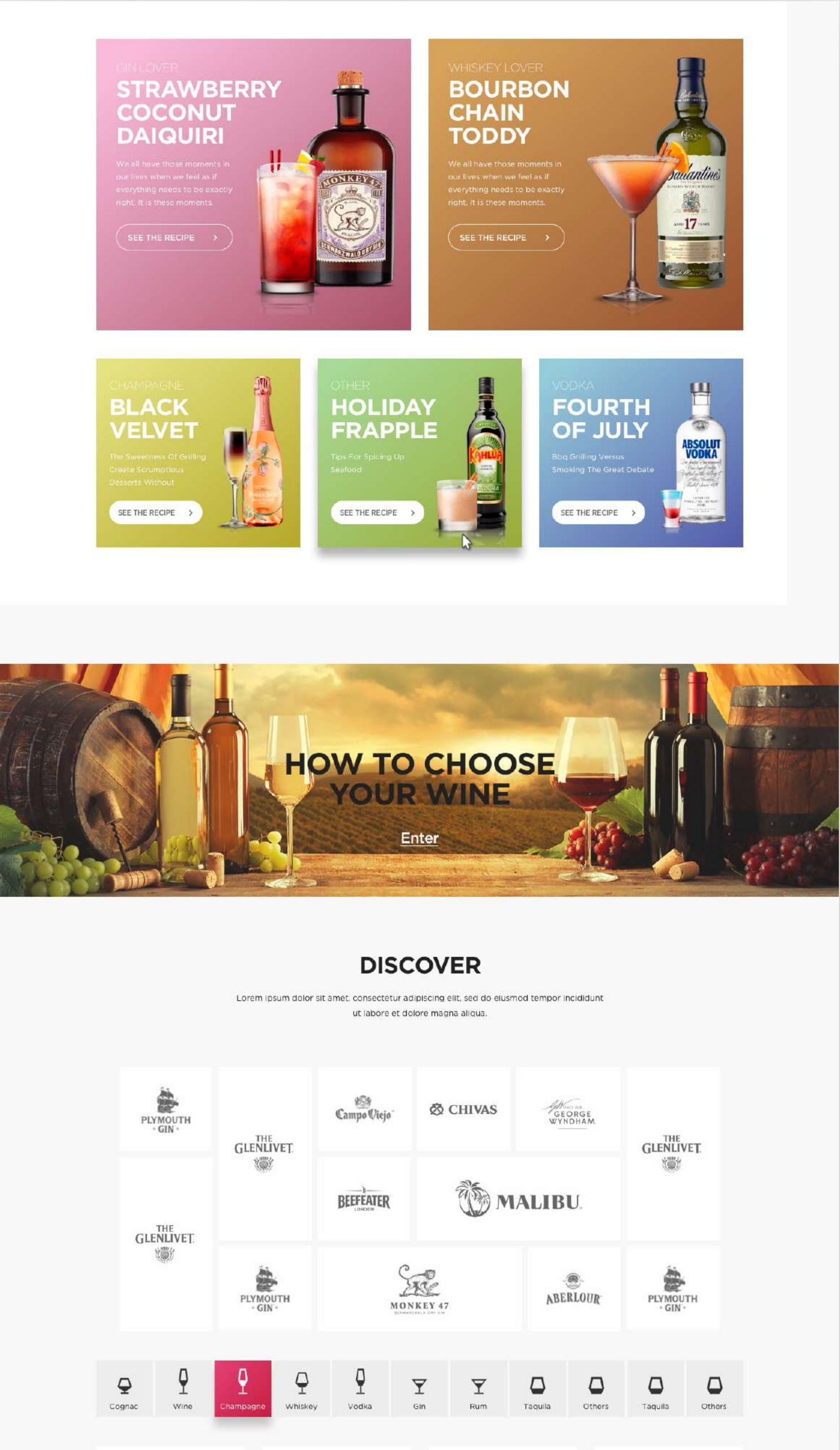
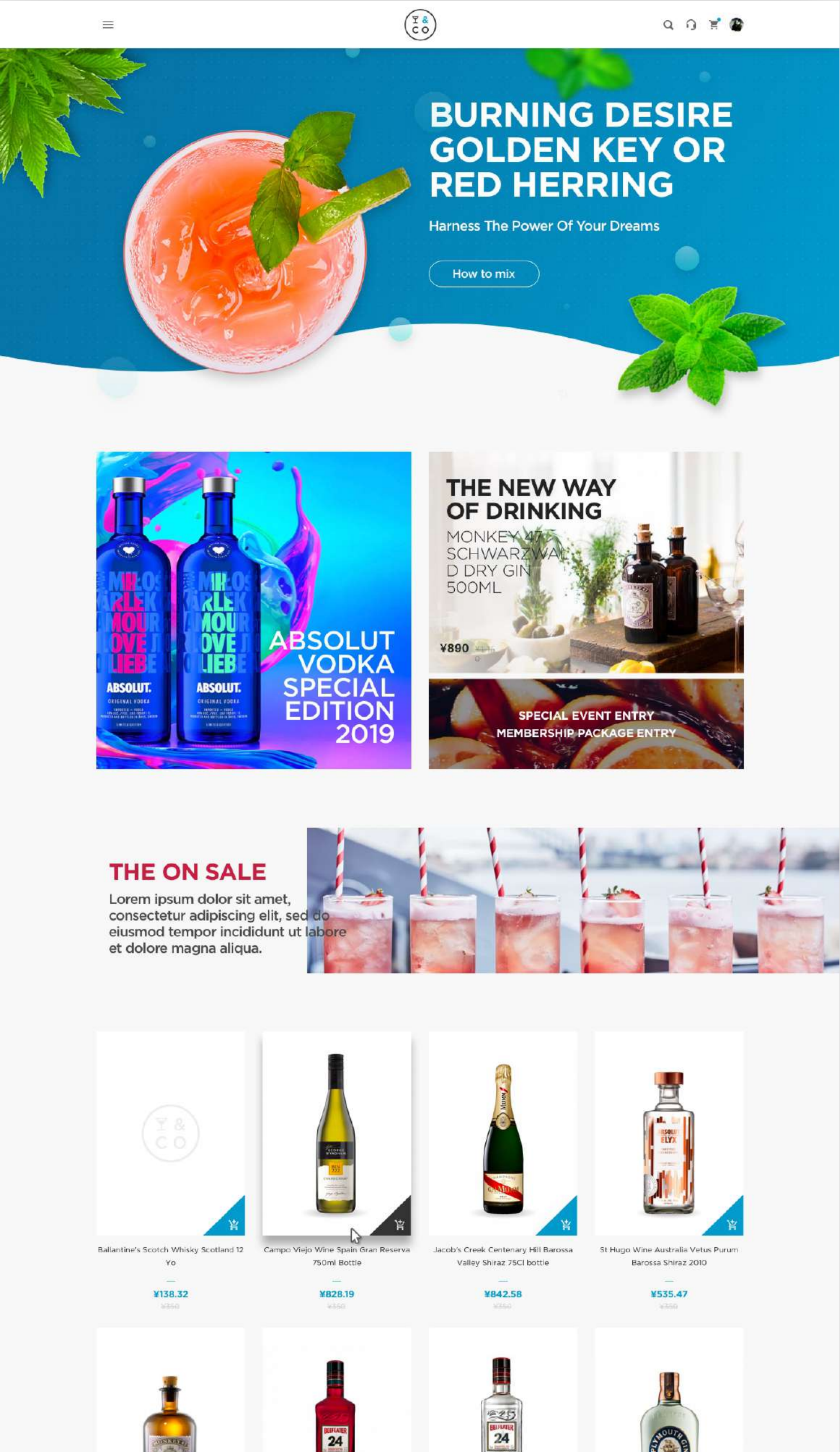
Magento based
eCommerce
Website Designs



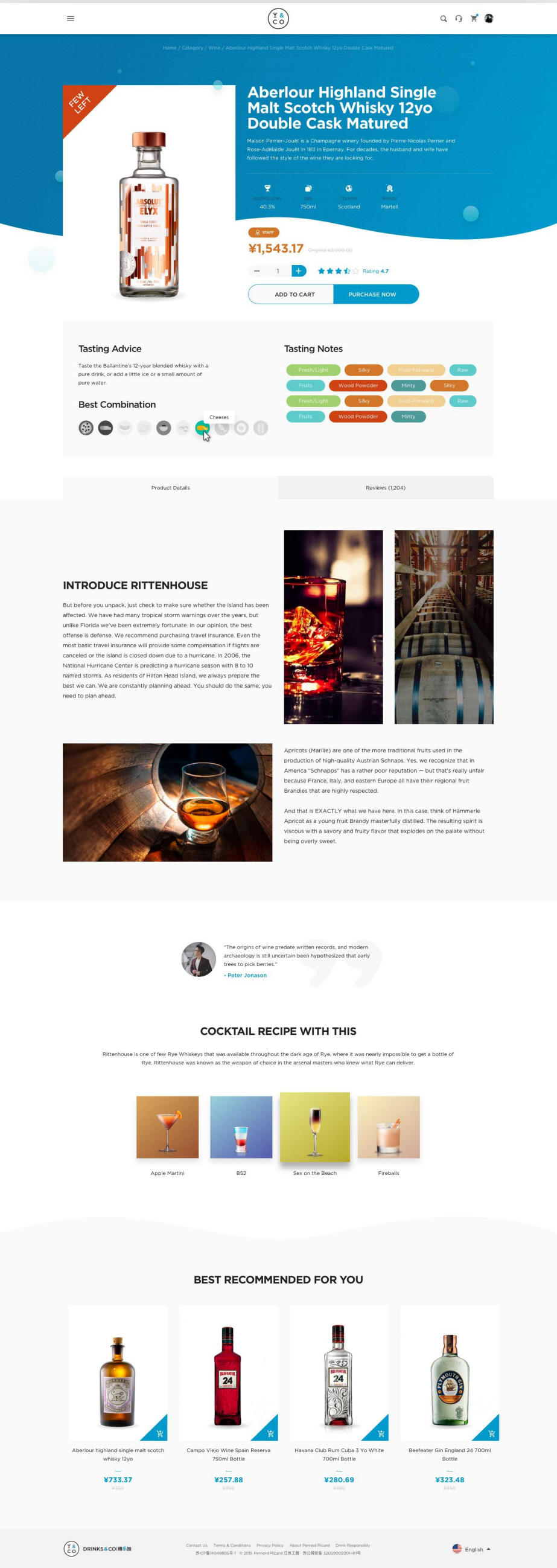
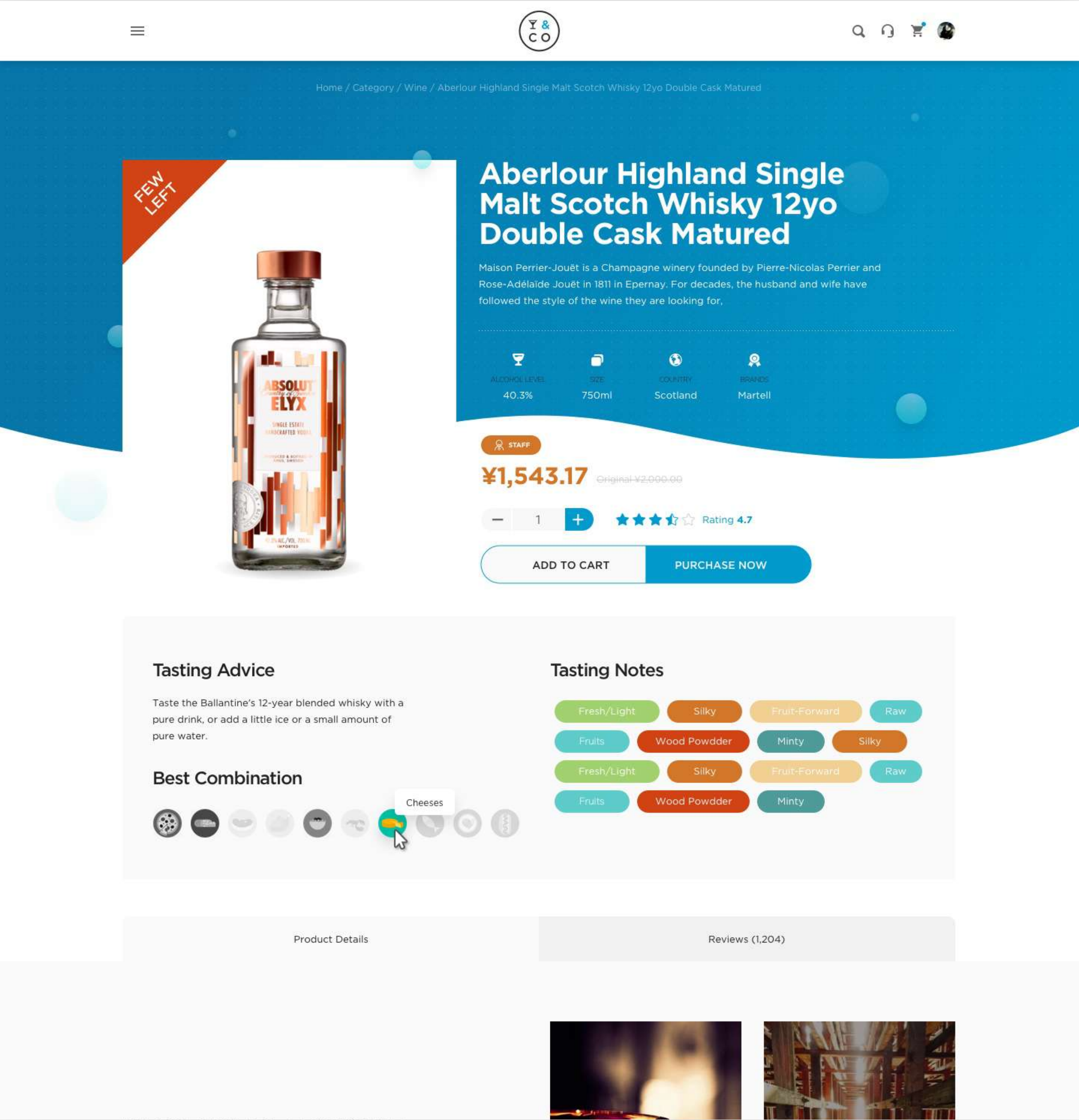
Magento based E-commerce Website Designs



Magento based
E-commerce
Website Designs



Magento based E-commerce Website Designs



Magento based
E-commerce
Website Designs

You are invited by Paul 

Fast registration/ sign-in

To enjoy all membership benefits

Mobile number

SMS code

GET CODE

- ☒ I agree to the [Terms of Use](#).
- ☒ I agree to the [Privacy Policy](#).
- ☒ I confirm that I am at least 18 years old.

SIGN UP / LOG IN

Existing member? you can also log in with



WECHAT



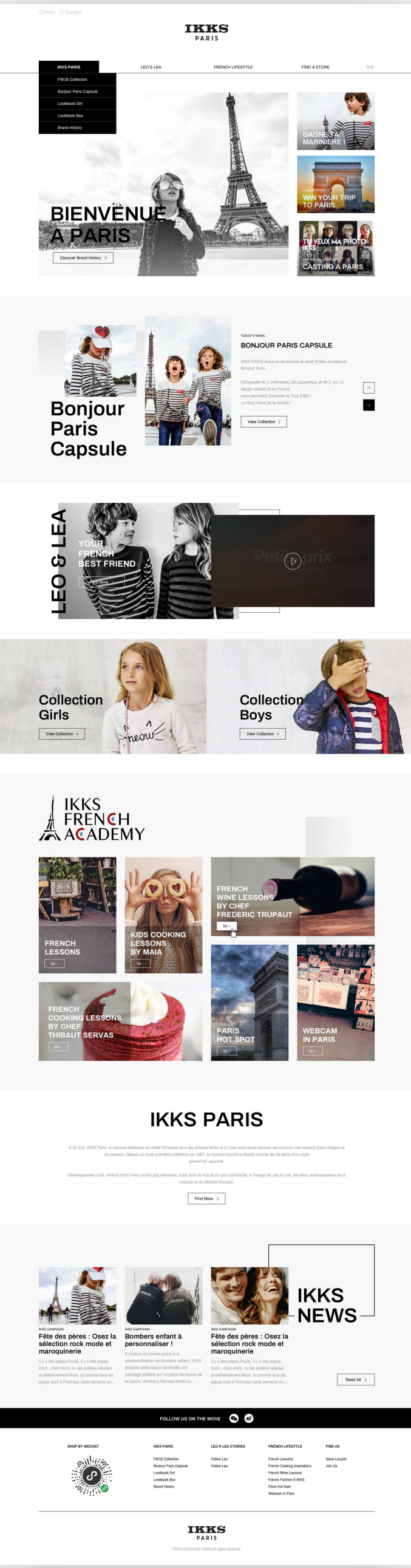
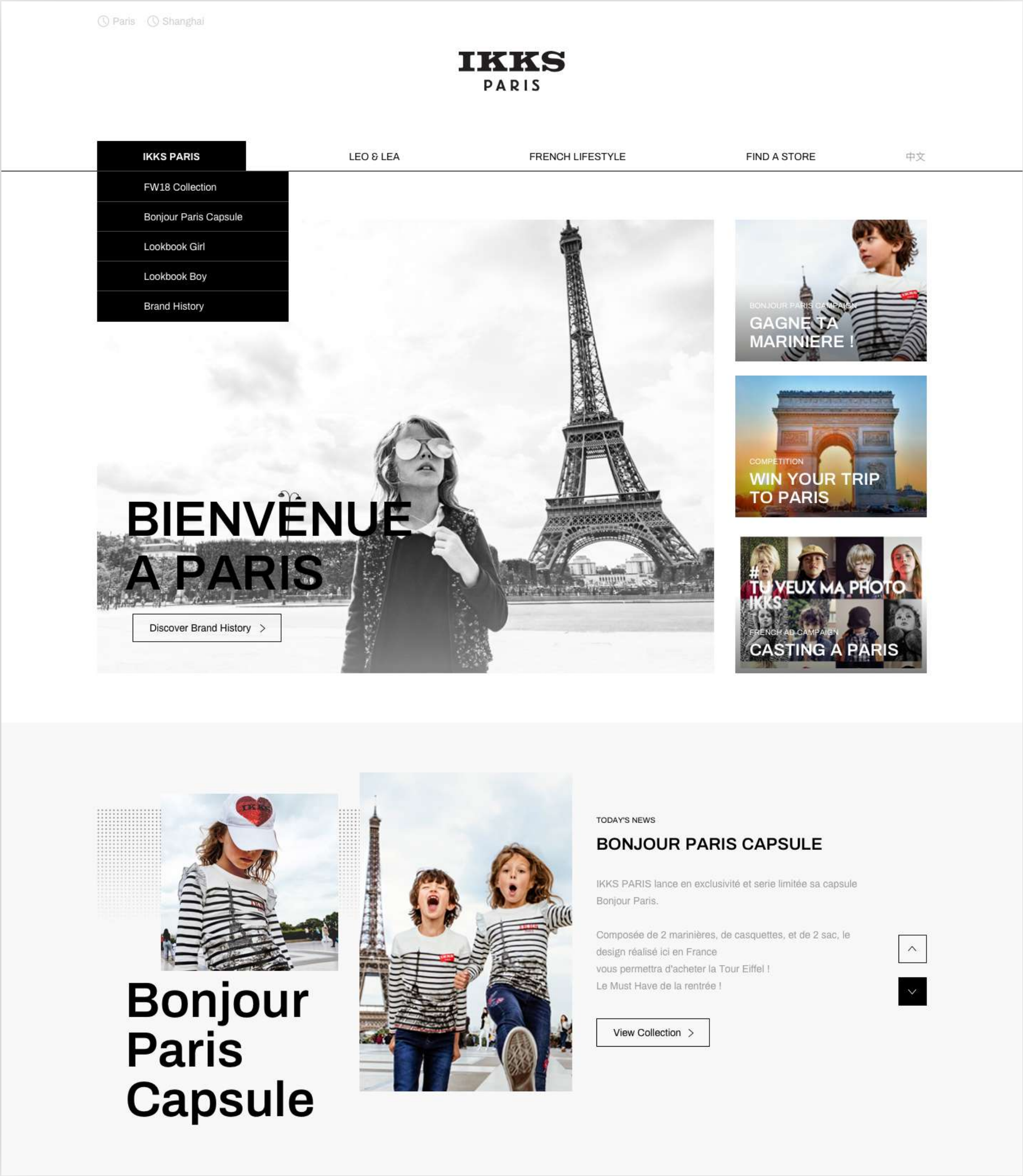
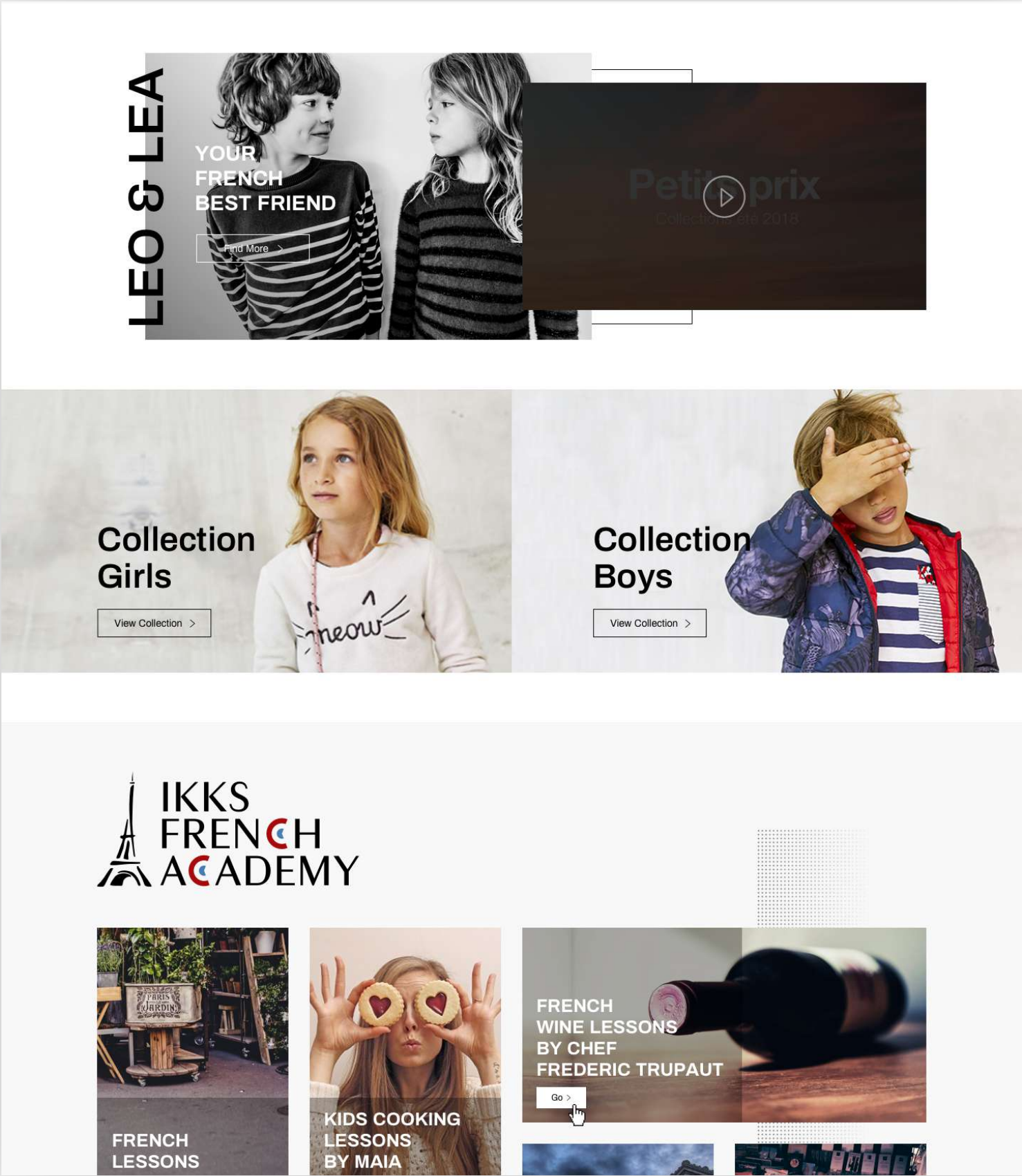
EMAIL

Enter the wonderland of drinks and enjoy member benefits

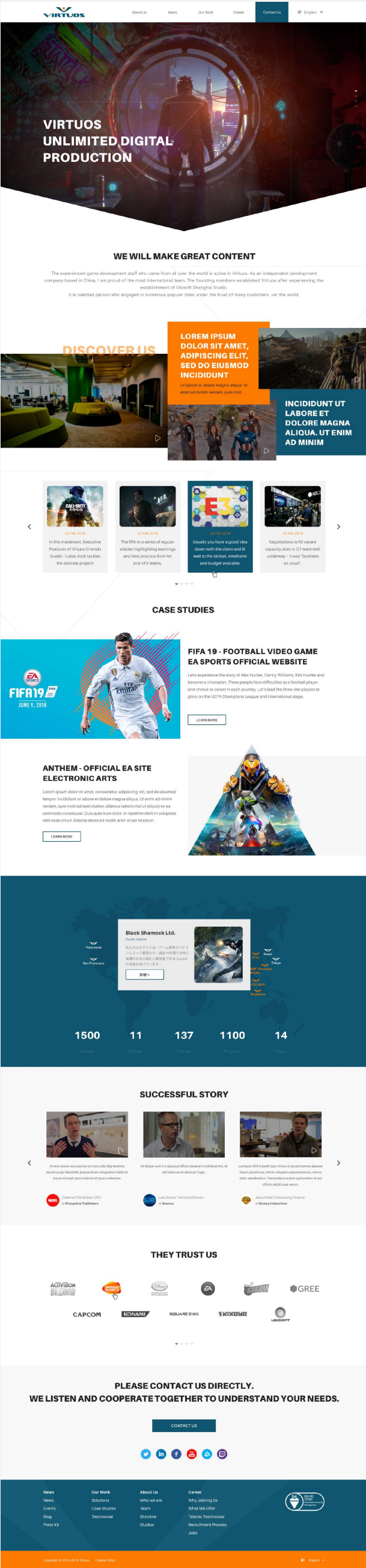
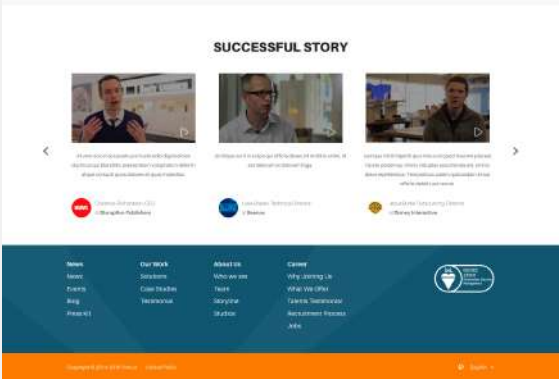
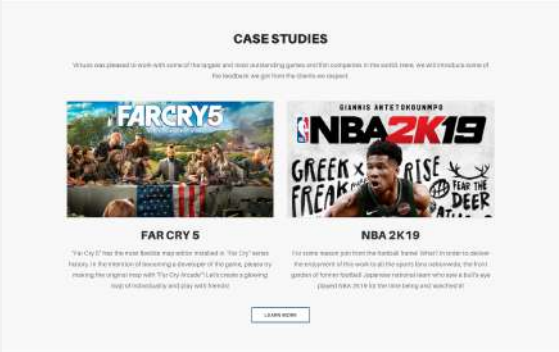
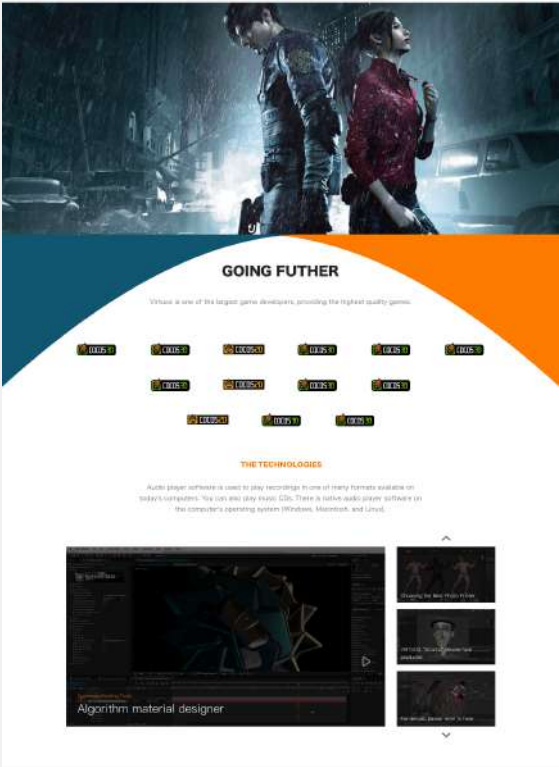
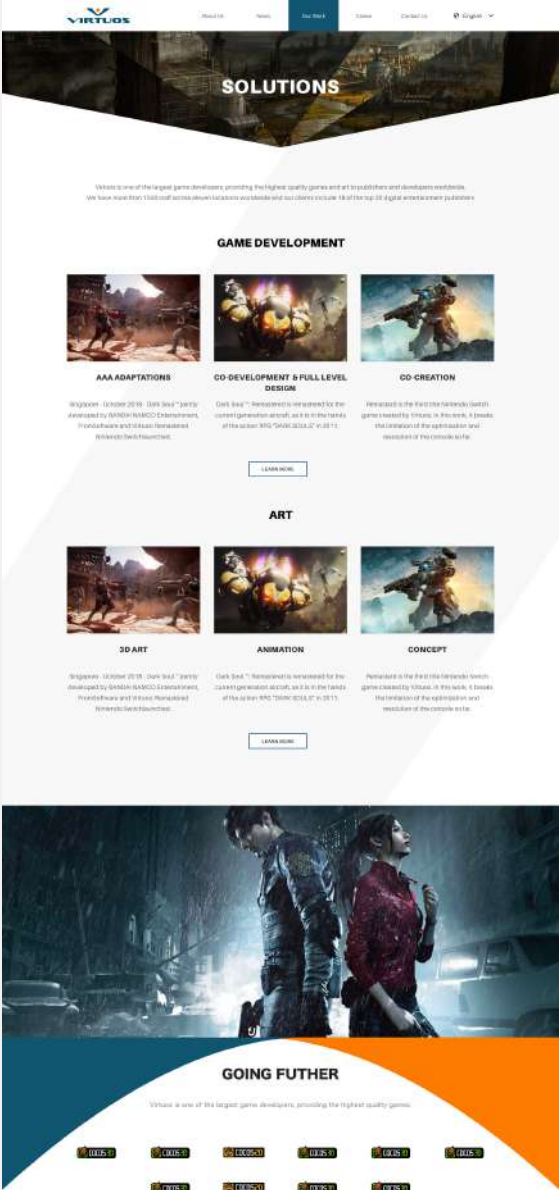
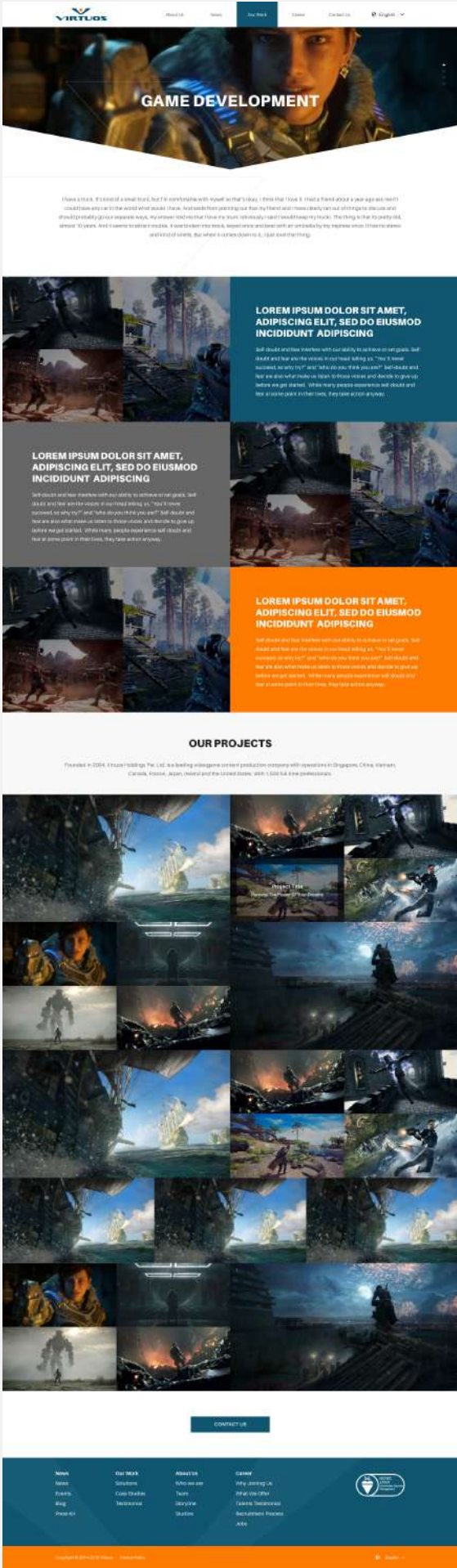
- Cashable points - Member gifts - Free shipping and return
- Notifications for promotions - Exclusive event and party access



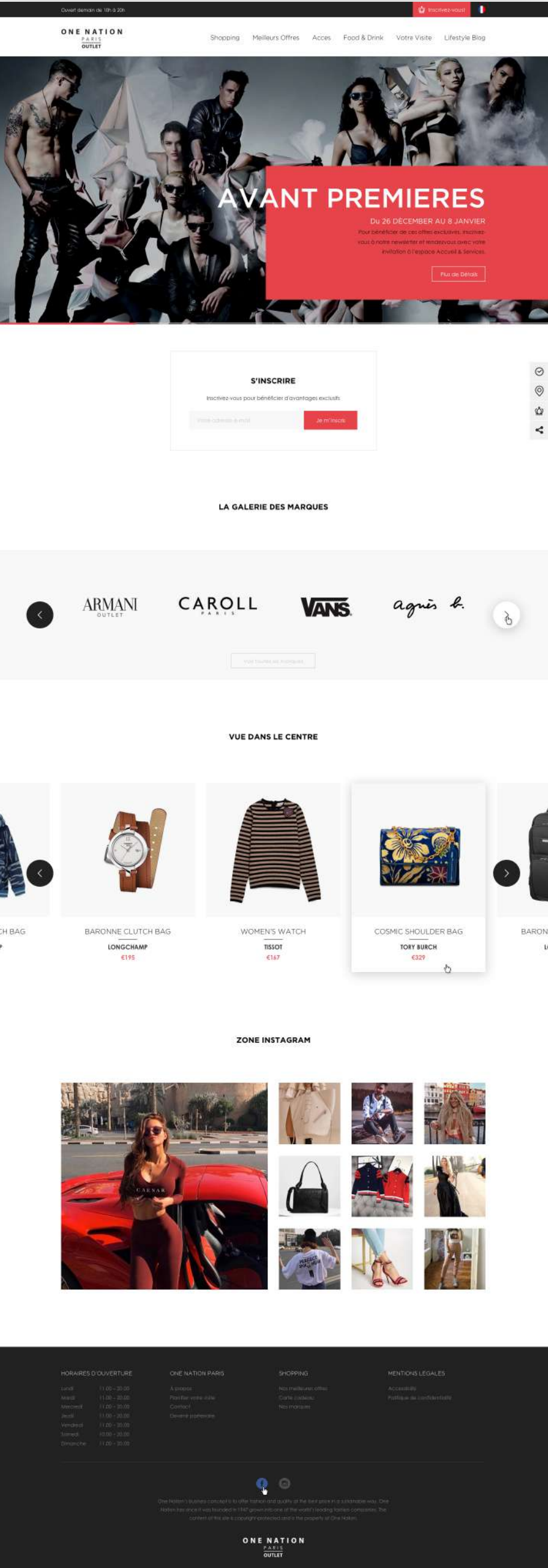
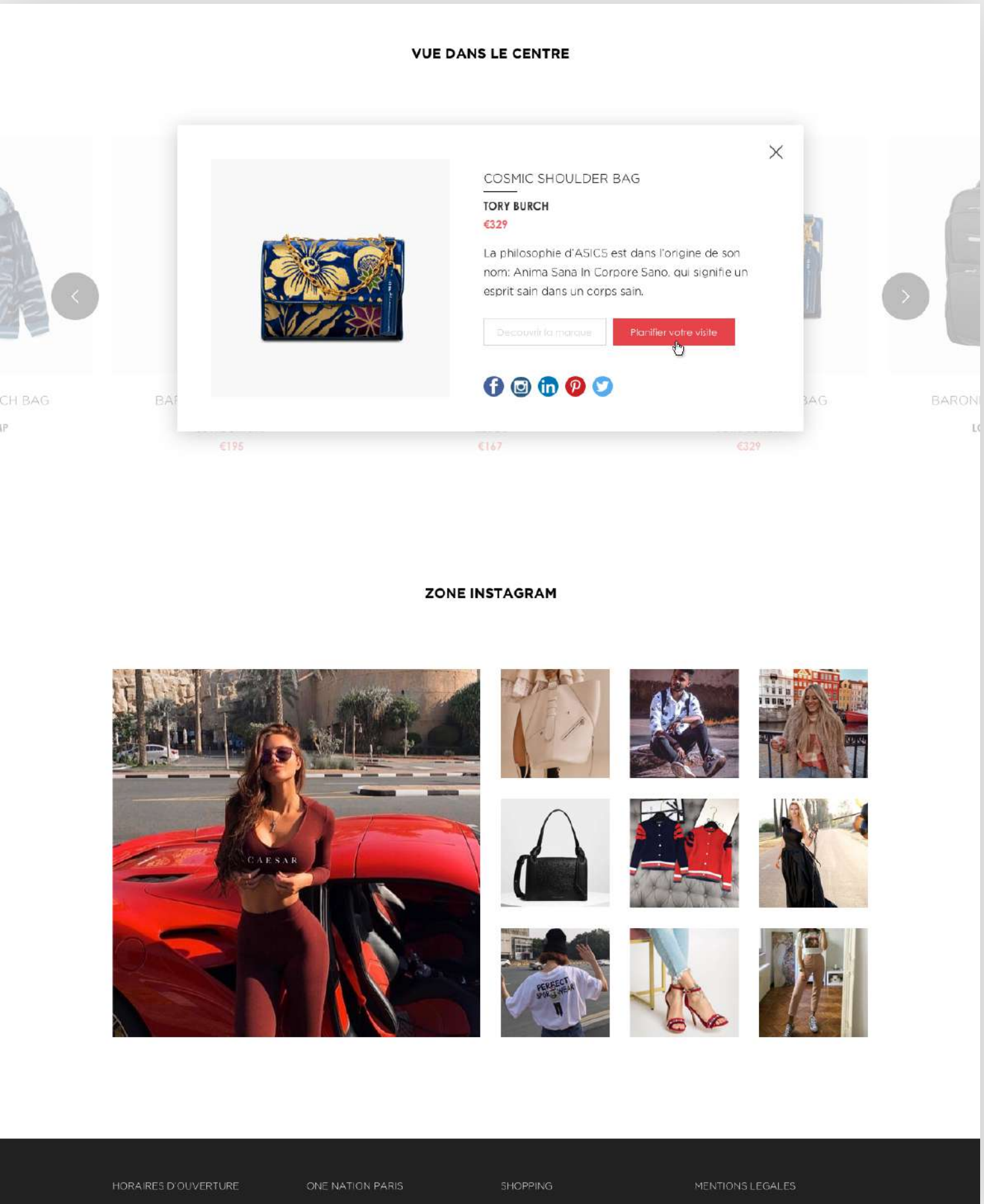
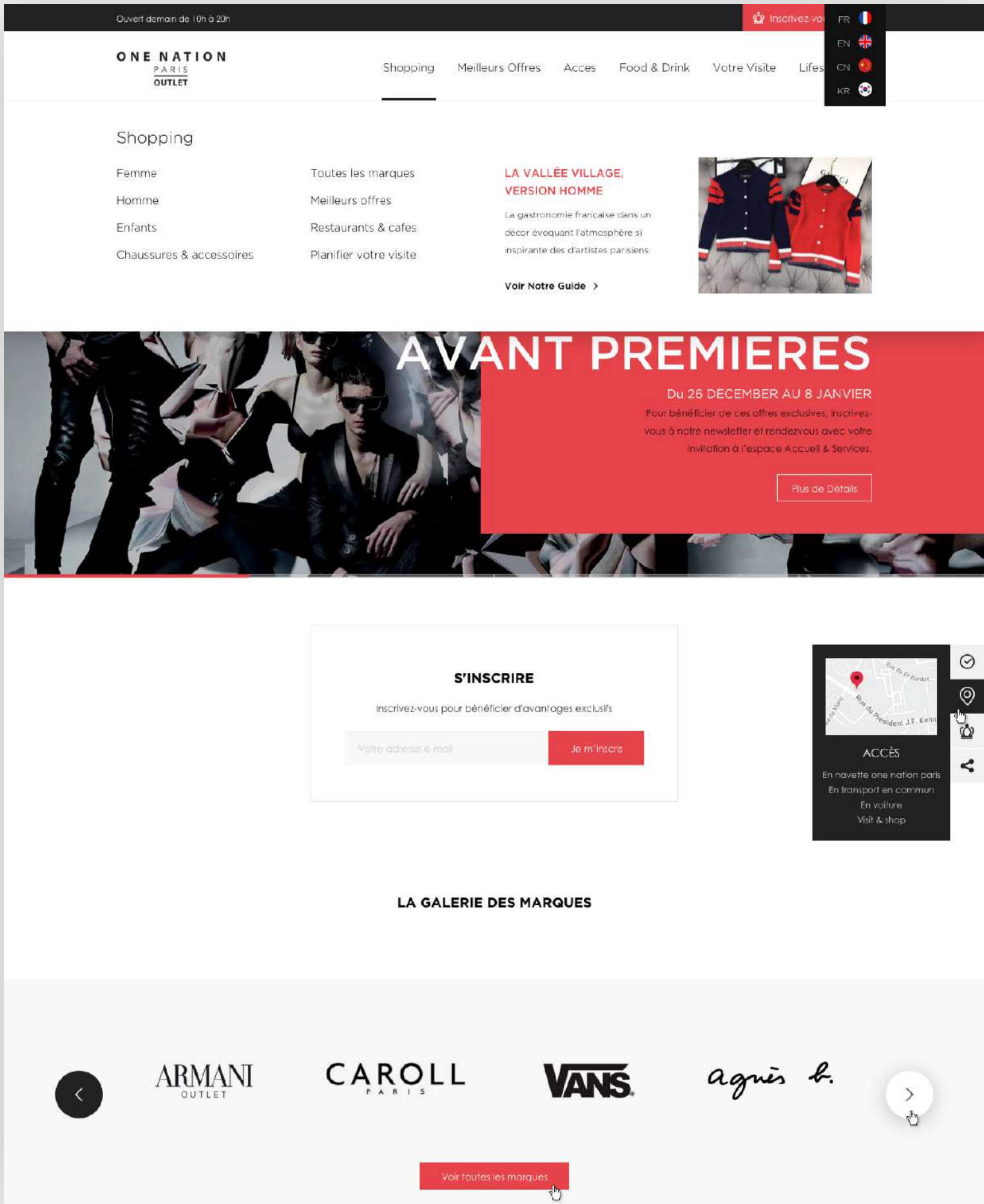
Wordpress based Website Designs



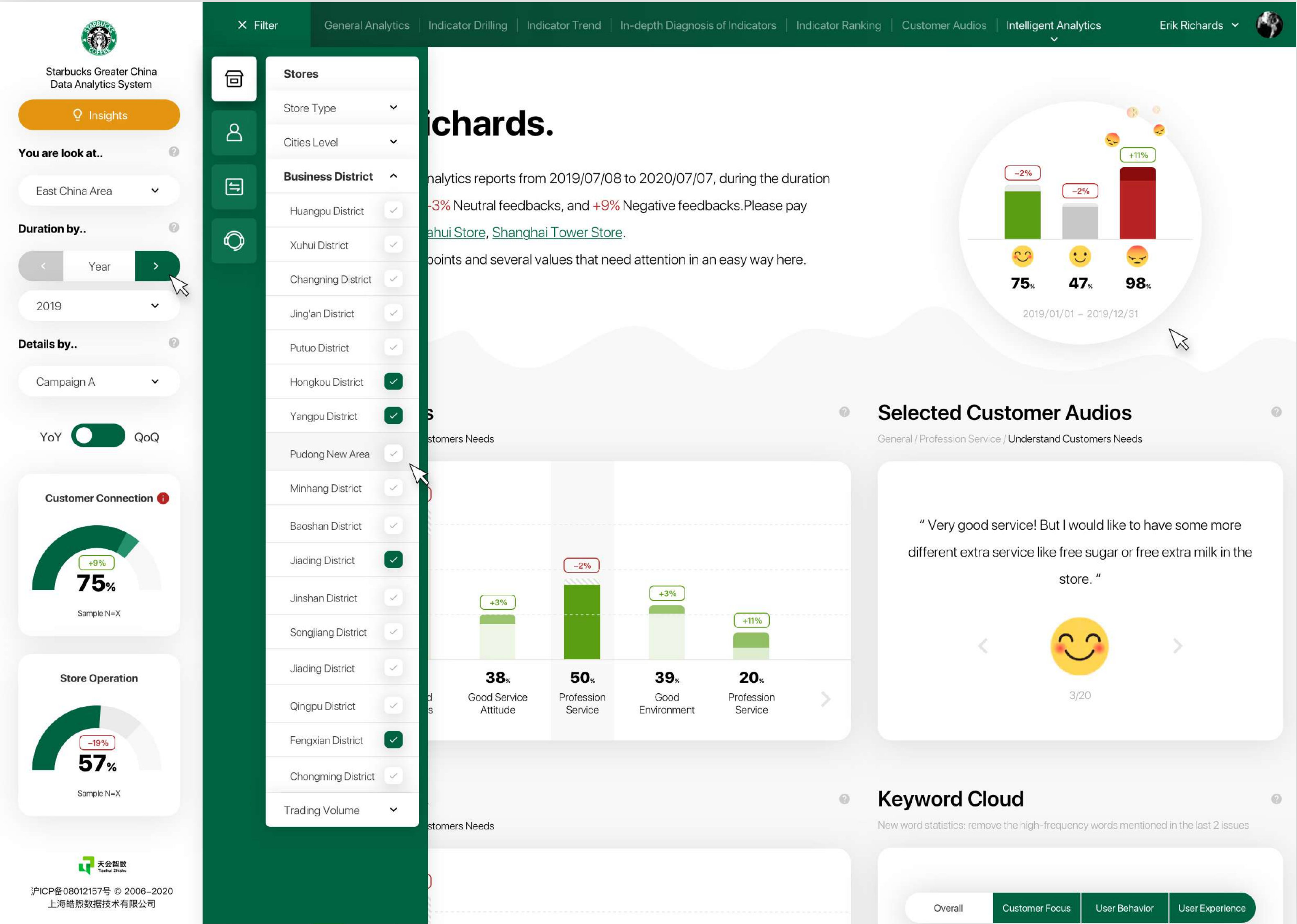
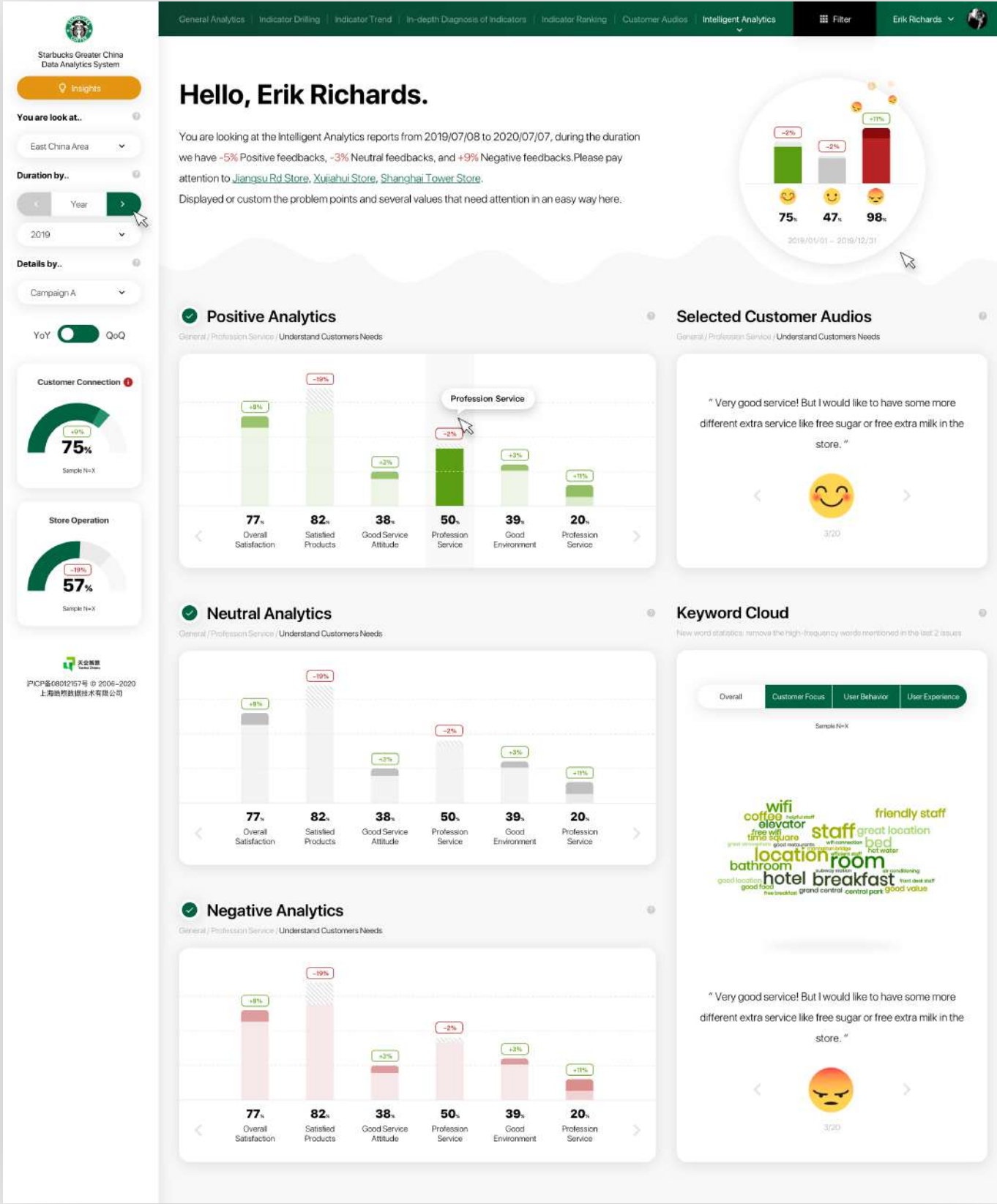
Drupal based Website Designs



Wordpress based
Website Designs



Surveys Tracking CRM System



Website Re-designs

Before

