项目展示/作品展示

# PORTFOLIO

# 平面设计作品集

设计师：赵一泽

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# PART.01

# BASIC INFORMATION

JIMENG AI

ADOBE

CAPCUT

E-COMMERCE STORE OPERATION EXPERIENCE

CROSS-DEPARTMENTAL COMMUNICATION AND COLLABORATION

# WHO AM I ?

Proficient in AI design tools and cross-departmental communication and collaboration. Skilled in visual communication, branding, copywriting, and content creation. Possess solid experience in communication, content planning, and public relations marketing.

Three years of experience in international team management, cross-departmental cooperation, and information delivery. Years of online working experience with strong time management skills. Integrate artistic design with strategic thinking to optimize brand promotion and boost user engagement for e-commerce scenarios.

## EDUCATION

**2020-2023 Academy of Art University**
Master of Graphic Design

## INTERNATIONAL WORK EXPERIENCE

**2025.5-2026.4 Raffles Education Network**
Graphic Designer (Remote)

**2023.10-2025.5 SVI Channel & Ding Ding TV**
Marketing & Graphic Design Coordinator & CEO Assissant

# PART.02

# E-COMMERCE DESIGN

Fragrance Body Lotion Detail Page Design

Long-staple Cleansing Towel Detail Page Design

# Fragrance Body Lotion Detail Page Design

MINIMALIST & LUXURY | NATURAL HEALING | ELEGANCE

**Main tone:**

Dominated by low-saturation, milky-white, translucent champagne of the product, matched with a light pink gradient background. A soft, pure overall hue suits natural floral extracts and a feminine personal care style, delivering light, refreshing visuals.

**Visual texture:**

Soft light shooting with hazy and layered petal shadows highlights the hydrous, translucent texture and silky feel of the lotion. It creates an immersive fragrant skincare experience, matching premium personal care aesthetics.

**Homepage:**
Build product impression with immersive vibe marketing

**Pain point scenarios:**
Precisely target skin concerns

**Ingredient endorsement:**
Natural and safe, boost credibility

**Real texture shooting:**
Authentic feel dispels doubts

**Details, Qualifications & Customer Service:**
Finalize purchases

# Long-staple Cleansing Towel Detail Page Design

MINIMALIST & LUXURY | CLEAN | ELEGANCE

**Main tone:**

Dominated by muted haze blue and crystal ice blue, presenting clean, soothing and elegant cool vibe that fits cleansing skincare traits. Complemented by pure white and pale beige gray to brighten visuals, reduce heaviness and highlight minimalist texture.

**Visual texture:**

Muted blue minimalist luxury tone. Combined with the soft, thick, skin-friendly and durable features of long-staple cleansing towels, it creates an elegant and sophisticated visual effect. Distinct from common warm-toned designs, it forms exclusive premium texture.

高端一次性洁面巾 奢护级护肤体验
源于自然，忠于肌肤
Nature-derived, skin-friendly
以「纯净奢护」为核心理念，萃取天然棉柔精粹，融合国际级纺织工艺，为全球女性打造如云朵般柔软的洁面体验。拒绝多余添加，只给肌肤最本真的温柔呵护，让每一次洁面都成为一场仪式感满满的护肤 SPA。
Washcloth
100%全棉
柔厚亲肤
干湿两用

Why choose 100% long-staple cotton?
为什么要选100%长绒棉洁面巾
拒绝化纤材质
粗糙喇脸
不易吸水
皮肤致敏
划伤皮肤
100%全棉
天然纯棉
柔厚亲肤
吸水性好
清洁干净
干湿两用
不易掉絮
安全无敏
拒绝混合材质
粗糙喇脸
不易吸水
皮肤致敏
掉毛掉絮
清洁效果差

Pure & Natural
100%新疆棉 天然纯净
源自黄金产区，棉纤维更长、韧性更强，不含荧光剂、甲醛、酒精等有害成分，敏感肌、孕妇、婴幼儿均可安心使用。
≈210
≈63%
0污染

Extra-long fiber, soft cotton touch
超长纤维 棉棉触感
双纹双效棉柔巾，一面净肤一面柔护
厚实强韧，湿水不掉絮

Large capacity, upgraded thickened design
超大容量 加厚升级
可用于擦桌面、擦化妆刷、擦手机屏幕，柔软不刮花，一巾多用超省心。
60克/m2
加柔加厚
40克/m2
市场普通款

Oversized size, one sheet covers full face
加大尺寸 一张擦全脸
20*20cm大尺寸，轻松擦干脸部水份，省时又省力

Dual-sided texture, cleanses and absorbs well
AB双面纹路
净肤吸水双实力
A面
（珍珠纹）
清洁净肤
B面
（平纹）
柔滑细腻

Tough and stretchable not easy to deform
"韧"意拉扯
韧性升级拉扯，不易变形

Multi-purpose towel thick enough for all scenarios
一巾多用
“厚”住多场景
洗脸巾
卸妆巾
便携小毛巾
面膜布擦手巾
Washcloth

# PART.03

# OTHER GRAPHIC DESIGN

EDUCATION

COMPETITION

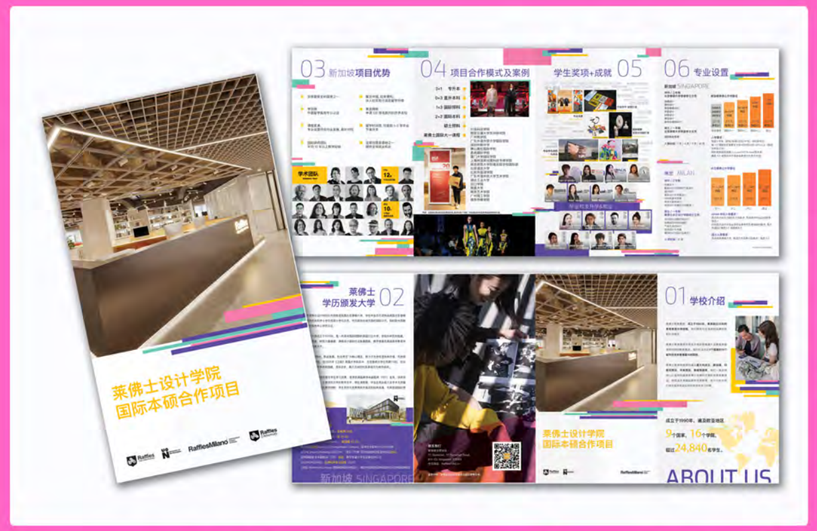
ACADEMIC

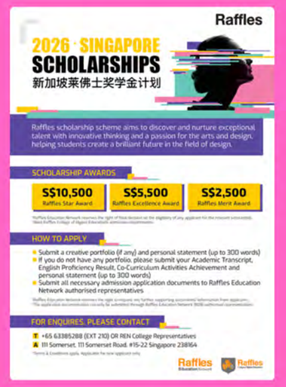
# Raffles Education Network

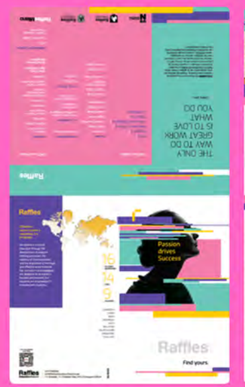
Positioned as Singapore's top design institute, it blends local diverse culture with minimalist luxury aesthetics. Centered on boundless creativity and practical design, it embodies global vision. Standing apart from niche art schools, it presents a blend of professionalism, trendiness and premium quality.

## Daily Social Media Promotional Poster

## Marketing Materials



# Raffles Education Network Design Award

With the theme "The Secret to Unlocking the Heart and Mind", the poster visualizes the abstract concept through an illustration of a closed-eye silhouette holding diverse creative elements, echoing the competition’s core of encouraging boundless imagination.

## Poster Process

# Raffles Education Network Design Award

## Certificate Process

This certificate carries forward the core illustration from the main event poster, featuring a closed-eye silhouette holding diverse creative elements. With a clean, segmented layout in orange, white, and black, it strengthens brand identity and visual consistency, giving a professional, premium international event tone through its sleek design.

# Asian American Stories（Cultural+Eye+Recording）

An annual video contest celebrating AAPI diversity through authentic storytelling. Its design blends modern aesthetics with culturally inspired motifs, emphasizing inclusivity, empowerment, and the richness of heritage. Through bold visuals and meaningful narratives, AAS creates a platform where every story shapes history.

## Poster 2025 & 2026

The design features vibrant orange-yellow gradients across large areas, paired with contrasting blue blocks. This creates high visual impact and energy, while aligning with the warm, positive tone of the Asian American-themed event. Curved, circular lines resembling pupils divide the layout, complemented by photos of multi-ethnic participants from past events. These elements enhance authenticity and community connection, bridging the gap with the audience.

# Asian American Stories（Cultural+Eye+Recording）

## Pull-up Banner
## （Consistency, unity, and diversity）

These banners feature a vibrant blue-orange gradient palette paired with a unified Chinese meander border, creating a cohesive visual system that balances energy, diversity, and cultural identity.

While core brand elements—including the event name, logos, and QR code—remain consistent in placement and style across all three banners, subtle variations in gradient emphasis and the layout of participant headshots avoid visual repetition and strengthen the series' recognizability.

The headshot collage and arrow graphics visually communicate the theme of "unity in diversity," and the clear information hierarchy allows audiences to qrasp key details such as organizers and partners quickly, achieving a seamless blend of brand tone, thematic expression, and on-site communication efficiency.

# Lunar New Year

Poster

Certificate

Ticket

Booth Sitemap

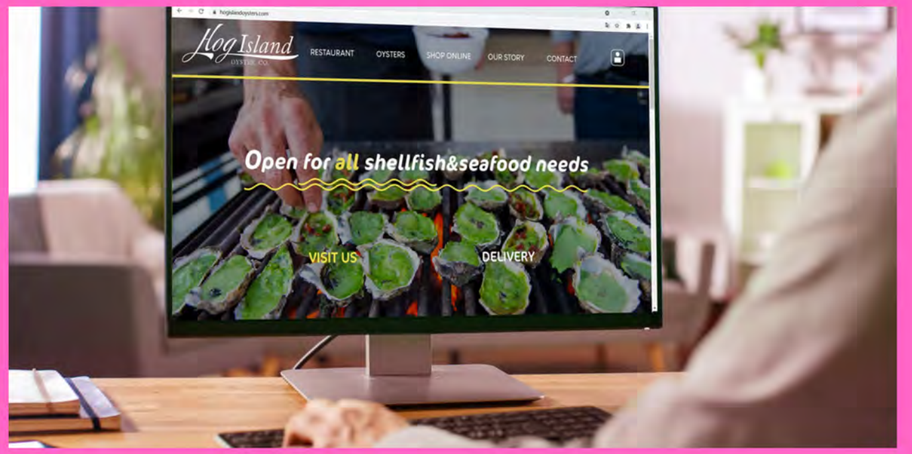
# Chinese Education

# ACADEMIC PROJECT

## HOG ISLAND OYSTER CO. REBRANDING

This project is a conceptual exercise aimed at reimagining the identity of a fictional brand, Hog Island Oyster Co. It developed a comprehensive understanding of the rebranding process, strategy, and visual design.

Analyzing the core meaning found on signs, then using that information to develop a simple design system to apply across four deliverables, a brochure, a set of posters, and a website.



# ACADEMIC PROJECT

## SEGD CONFERENCE DESIGN

The project encourages me to think critically, innovate, and collaborate in a professional setting. I created prototypes, mockups, or conference materials to visualize the concepts.

The project provides an opportunity to experience the design process as it occurs in the professional world and reinforces the relevance of design practices within the experiential graphic design field.

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# THANK YOU

# 感谢您的观看

设计师：赵一泽