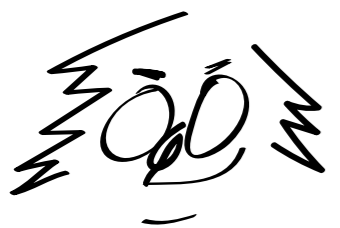


PORTFOLIO

2018 - 2021



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關於

ABOUT ME

HAOYING 張皓盈 CHANG

A designer discovers the invisible connection, the logic behind and transforms those into solutions and intuitive and attractive experiences.

PRATT INSTITUTE

Department of Digital Arts, Brooklyn,
New York, Sep 2008 - May 2011

MFA, Digital Art & Interactive Media
數位藝術與互動媒體碩士

我是一位設計師，致力於找出無形的連結，背後隱藏的邏輯，並將其轉化成解決方案與直觀並具吸引力的體驗。

DA-YEH UNIVERSITY

Department of Visual Communication
Design, Taiwan, Sep 2002 - May 2006

BFA, Visual Communication Design
視覺傳達設計學士

Tag, Digital Team Lead

Mar 2018 - Present | Shanghai, China

Tag, Front-End Developer / Interactive designer

Feb 2015 - March 2018 | New York, New York

CMYK+WHITE, Front-End Developer / Interactive designer

Jul 2011 - Jan 2015 | New York, New York

Doublespace Advertising Agency, Interactive Designer

Jul 2010 - Mar 2011 | New York, New York

Optoma Corporation, Graphic / Web Designer

Oct 2006 - Oct 2007 | New Taipei City, Taiwan

服務品牌
SERVICED
BRANDS



PINKO



COTY FACEBOOK *P&G* ★ Heineken®



DIAGEO

MAX FACTOR X



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PINKO SS19

CAMPAIGN VIDEO 15S

PINKO與品牌大使王子文2019秋冬系列15秒推廣影片



PINKO

你的雙面，不同的光彩

客戶需求：

展現PINKO的DNA與品牌大使王子文2019秋冬系列15秒推廣影片

創意產出：

圍繞著光影的雙面性，從淨白簡潔轉為暗黑霓炫的視覺元素，對應品牌大使王子文動靜個性跟品牌多變性。

主要職責：

負責概念，視覺風格，提案發表，分鏡，片場視覺指導及後期指導，確保視覺風格與影片剪輯與概念契合。

Client Requests

Capture the Pinko brand DNA in a 15s video featuring celebrity brand ambassador Zi Wen Wang.

Creative Output

Like the duality of light and shadow, the visual elements have changed from pure whiteness and simplicity to dark and dazzling visual elements, corresponding to the dynamic personality of the brand ambassador and the variability of the brand.

Roles

Responsible for the concept, visual style, proposal presentation, storyboarding, set visual guidance, and quality control on post-production, to ensure that the visual style fits the film editing and concept.



PINKO SS19

CAMPAIGN GUIDELINE

客戶需求：

PINKO與多家代理商合作為其在中國的在線渠道製作內容，因此在保持品牌一致性方面存在問題。

創意產出：

我們為PINKO制定了一套指導方針，提供給所有合作夥伴，涵蓋文案調性到 2019 年春夏宣傳活動的字體使用的所有內容。

主要職責：

統籌主視覺並提供參考與文字規範，確保品牌客戶合作多間媒體公司的物料產出符合品牌本季系列視覺，把控品牌調性，創意實現，幫助客戶在各種媒體投放視覺呈現，進一步增加系列熱度。

Client Requests

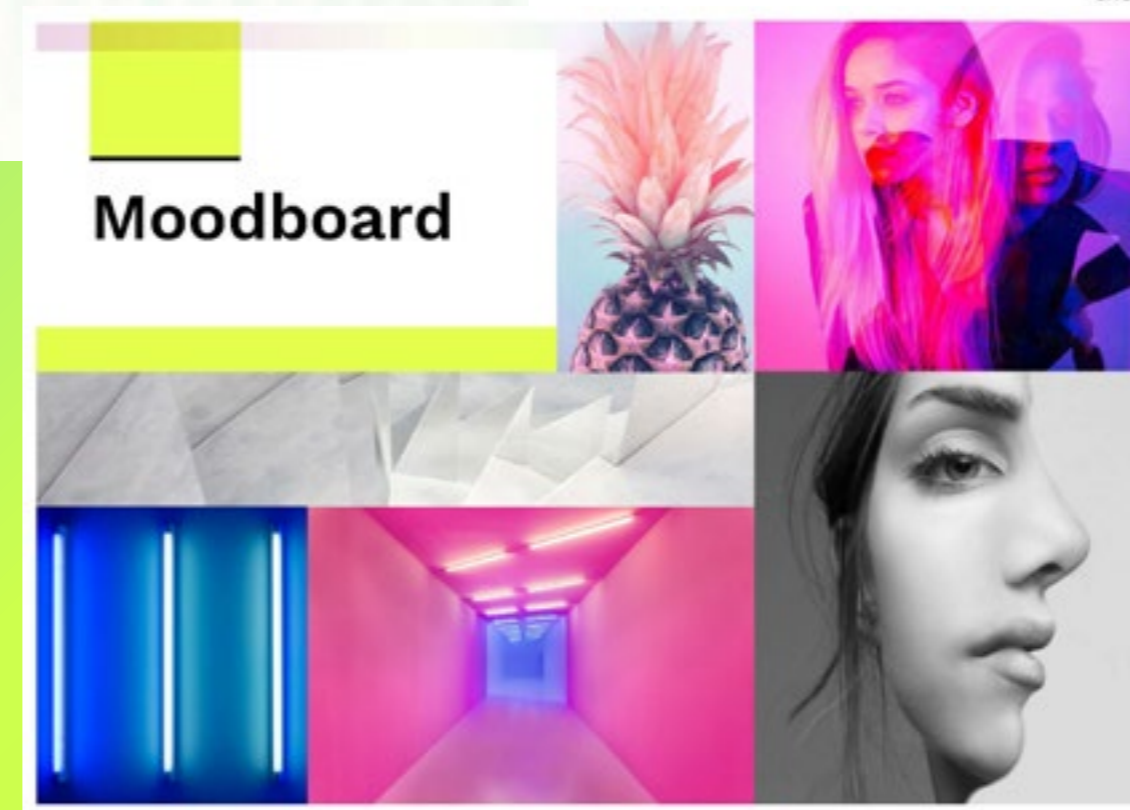
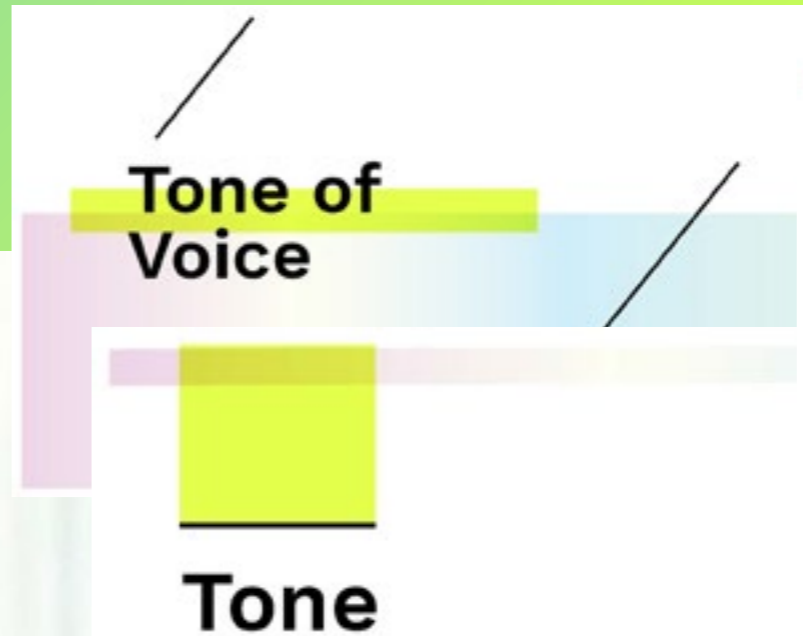
Working with various agencies to produce content for their online channels in China, Pinko had issues with maintaining brand consistency.

Creative Output

We created a set of guidelines for them to supply to all their partners which covered everything from campaign tone of voice to font usage for their S/S 2019 campaign.

Roles

Respond to coordinate the key visual and provide references and text specifications to align all outputs created by all parties participating in this season's promotion. Help brand monitor visual presentation in different channels and increase the series popularity.



Pinko is an Italian brand with a unique history that attracts fashion lovers from around the globe.

When you write for this campaign keep in mind the type of woman that Pinko represents:

Strong willed, well traveled, free spirited woman that doesn't want to be labeled or put in a box. She is multifaceted with many aspects to her and she expresses these sides through her attitude and fashion.

Not just sexy, not just fun, not just intelligent, not just edgy, not original - **she is all of the above.**

Bring this personality to life by writing in the first person and expressing these values through her daily experiences.



PINKO



PINKO FW18

**WECHAT
MOMENT
HTML AD**

微信朋友圈HTML互動廣告

客戶需求：

結合品牌大使來推廣品牌2018秋冬系列，製作影片與微信朋友圈H5互動廣告來增加官方公眾號追蹤人數。

創意產出：

影片以品牌大使王子文魔術師開始奇幻旅程，互動過程讓使用者的選擇有體驗不同的結果。在廣告投放11天內，獲得超過1200萬的曝光數增加60%官方公眾號的追蹤人數。

主要職責：

負責廣告概念，分鏡，畫面視覺整體呈現，H5互動設計，指導後期製作，POP-UP店面與完善廣告內容呈現。

Client Requests

Capture the Pinko brand DNA in a 15s video featuring brand ambassador Zi Wen Wang and WeChat Moments H5 Ad to increase followers of the official public account.

Creative Output

PINKO ambassador Wang Ziwen is the magician to take you through the journey. The storytelling mixes with videos and visuals. The interactive process allows users to have different experience results based on their choices. The Ad has earned 12 million impressions and increased Wechat account followers by 60% in 11 days.

Roles

Responsible for the Ad concept, storyboard, visual direction, H5 interaction design, and development, conducting the post-production, POP-UP store display. Monitor and improve the overall presentation of the advertising content.



HTML互動廣告場景



實拍場景



微信朋友圈H5廣告環境設定與影片實際場景視覺整合，延續故事性。

Align Wechat Moment H5 Ad environment and video scene visually for better storytelling.

微信朋友圈HTML互動廣告

11天內，
12,2650,39+ 曝光數
259,382 點擊率，
12,151 新的追蹤者 (增加60%)

In 11 days,
12,2650,39+ Impressions,
259,382 clicks
12,521 new followers (60% Increased)





天猫双11全球狂欢节

天猫 品牌旗舰店

*商品参与满减活动以天猫网站或客户端具体页面为准

PINKO 2021

TMALL DOUBLE 11

PINKO

CONCEPT

天貓雙十一貓頭聯合品牌視覺

客戶需求：

PINKO是來自義大利高級時尚服飾品牌，傳遞著女性多變不受限的風格與生活態度，在天貓雙十一品牌聯名貓頭海報競賽中脫穎而出，獲得天貓雙十一選定品牌的資源，增加品牌曝光度。

創意產出：

以天貓2020雙十一主題“一起挺你，盡情生活”，把品牌DNA多變風格用經典拼貼勾勒出PINKO獨特的生活態度與視覺風格。

主要職責：

概念，視覺風格與裝置設計，完成所有線上線下物料製作以及視覺把關。傳遞PINKO的正面積極的生活態度，打造出品牌價值觀“愛”，契合主題，在眾多品牌中突顯出PINKO的獨特視覺。

Client Requests

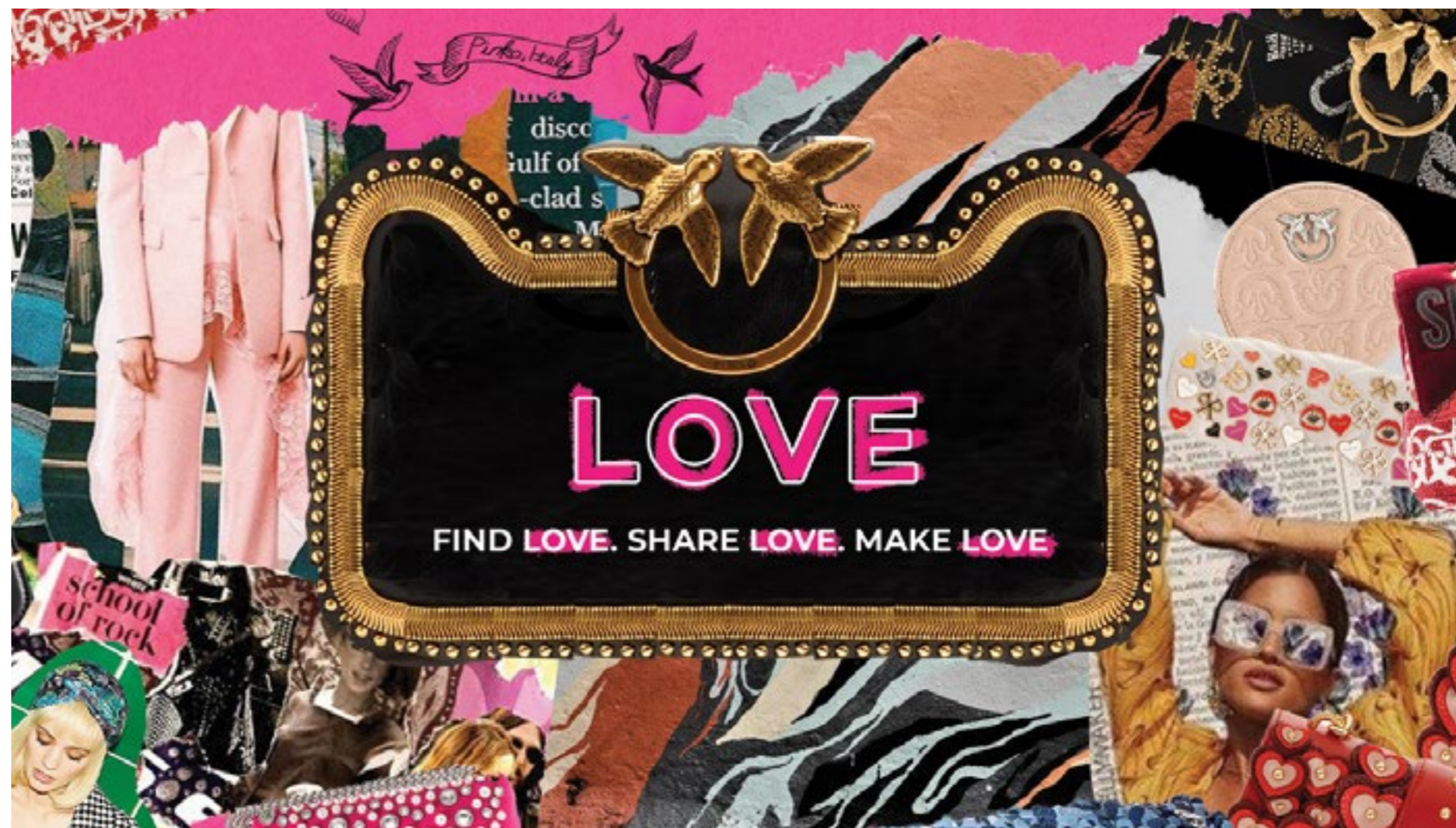
PINKO is a high-end fashion apparel brand from Italy. It conveys women's unrestricted style and attitude towards life. It stood out in the Tmall Double 11 co-branded Cathead poster competition and obtained the resources of the selected brand on Tmall Double Eleven for Increasing brand exposure.

Creative Output

With the slogan of Tmall's 2020 Double 11: Stand up with you, enjoy life, We use PINKO's distinctive fashion style and fearless life attitude as inspiration and create a key visual with brand DNA.

Roles

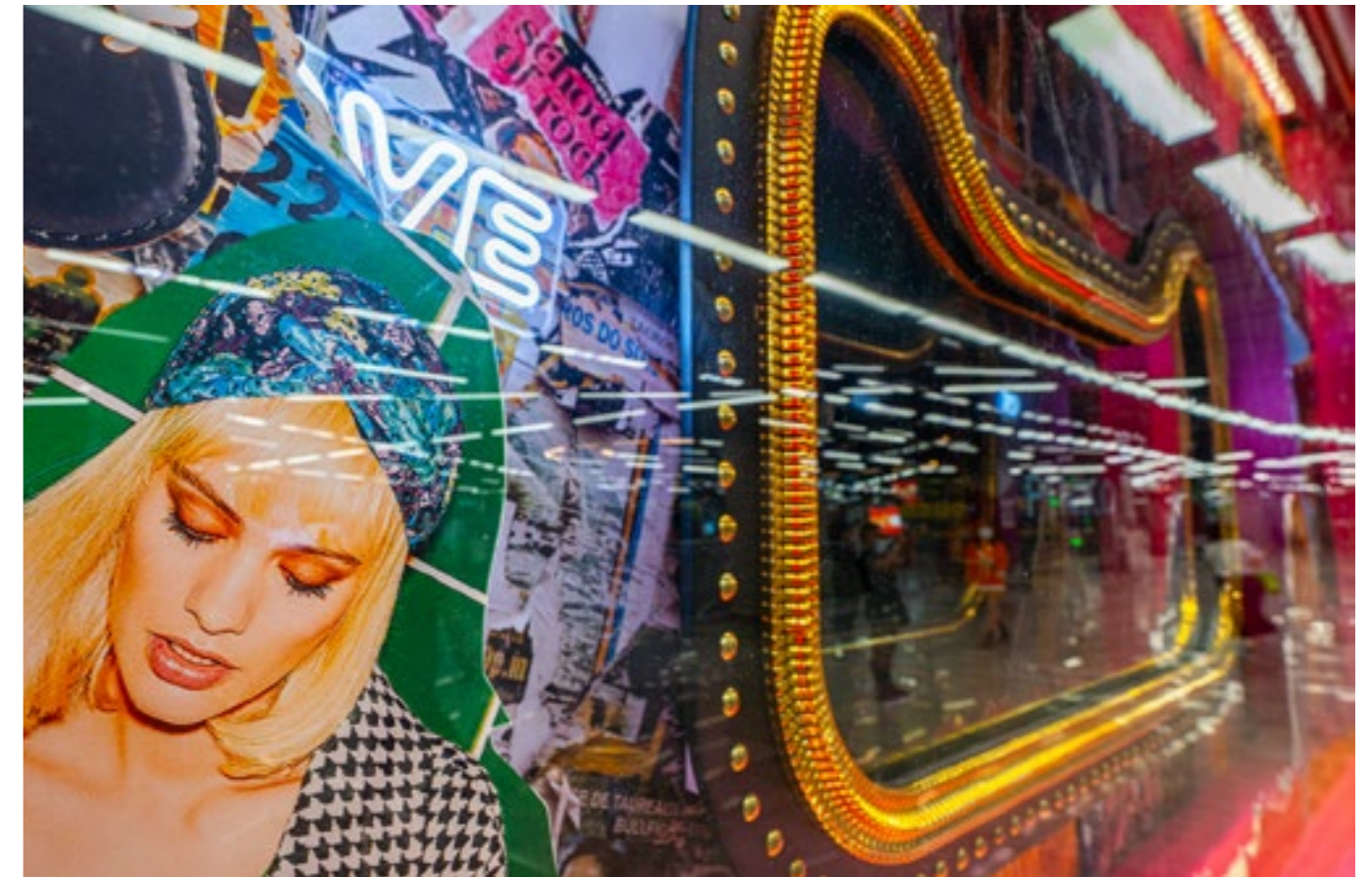
I am responsible for the concept, visual style, and installation design, completing all online and offline material. Ensure the campaign promotion delivers PINKO's positive attitude towards life, the campaign key message "love", and highlighting PINKO's unique brand value.



INSTALLATION 地鐵裝置

超過百家品牌競賽中選天貓聯名品牌以外，並入選天貓聯名地鐵裝置十個品牌之一。在上海跟深圳地鐵站，將主視覺設計成燈箱裝置。3d印刷的鍍金鏈條在勾畫出天貓貓頭外型之外，同時顯露PINKO品牌最具標誌性的Love Bag風格與材質。

In addition to the Tmall co-branded brand selected in more than 100 brand competitions, PINKO also got chosen as one of the ten brands of Tmall co-branded subway installations. In Shanghai and Shenzhen subway stations, we designed a lightbox installation. The 3D-printed gold-plated chain outlines the appearance of the Tmall cat's head and reveals the most iconic Love Bag style and material of the PINKO brand.





SIMPLE TAIWAN

清妍極致保濕雙主打 15s線上宣傳影片

客戶需求：

以現有素材添加台灣市場導向的線上保濕產品15s推廣影片

創意產出：

使用全球版影片部分素材並搭配新增產品介紹，融合品牌形象及專攻台灣市場消費者面向的產品特色及功效說明。

主要職責：

影片內容發想與分鏡，產品呈現，視覺素材，動畫指導，與後製團隊合作完成影片。

Client Requests

15s promotion video of Taiwanese market-oriented online moisturizing products with global assets.

Creative Output

The 15s video included global assets and a newly added product introduction. It integrates the brand image and specializes in product features and efficacy descriptions for consumers in the Taiwan market.

Roles

I am responsible for the idea and storyboard, presentation, visual elements, animation guidance, and work with the post-production team to complete the film.



點擊跳轉至網站觀看影片 Click to view the video





客戶需求：

為了新產品進入中國市場製作20s影片，使用全球版影片裡的模特片段，拍攝新的產品特色，成分，功效及環保包裝。

創意產出：

產品外觀使用環保生產方式之下，瓶身帶有淺灰色澤，影片傳達環保瓶身之外，以磨砂玻璃帶出產品外觀，展現功效，呈現純度，並與他牌產品作對比，傳遞產品純淨性。

主要職責：

負責影片內容發想與分鏡，把控視覺風格與構圖，PPM與攝影團隊溝通，指導後期剪輯完成最終影片。將產品特色，成分，功效及環保包裝能在15秒裡清楚傳達。

SIMPLE CHINA

清妍零感水新包裝 20s



Client Requests

The 15s promotion video is for the new products in the Chinese market. Besides existing clips, the client requires shooting new clips such as new product features, ingredients, effects, and environmentally friendly packaging to deliver the concept and message.

Creative Output

Because the product bottle used environment-friendly material, the bottle's appearance is light gray. The 15s video showcases a new material bottle, and the product itself is pure as how it was. We have the product presented with frosted glass, showing the effect and purity, and comparing it with other brands to convey the message.

Roles

Responsible for the idea, storyboard, visual style, and composition, PPM and the video production team, and guiding the post-editing to complete the final video. Ensure the product features, ingredients, efficacy, and environmentally friendly packaging are delivered within 15 seconds video.



點擊跳轉至網站觀看影片 Click to view the video

Knoppers



KNOPPERS

Knoppers 首次中國市場推廣影片

客戶需求：

Knoppers 在中國展開數位宣傳活動，藉由傳遞給消費者 Knoppers 可以提供的營養，美味的提神零食品牌定位，營養健康無負擔的零食首選。

創意產出：

製作了兩隻影片來說明在不同情境場合下，Knoppers 是你的提神零食，可以增強你的能量。並融入中國文化背景，讓中國消費者能夠有共鳴。

主要職責：

故事發想，視覺統籌，發表提案與分鏡腳本給本地客戶與德國總部。現場拍照影片監製與配音指導，把控後期剪接質量到完成終版，確保品牌形象跟訊息傳遞到位。

Client Requests

Develop a digital campaign for Knoppers in China that communicates its brand positioning as a delicious and light pick-me-up snack. Make it their preferred choice for a nutritious wholesome snack and educate consumers about what Knoppers can offer.

Creative Output

Create two videos that illustrate different occasions that Knoppers can boost your energy. Also, integrate the china culture to make consumers feel related.

Roles

Create the storyline, visual style, storyboard presentation, and PPM to local clients and HQ. I also work with the video production team, monitor the shooting and voice-over recording. Guided the post-editing to complete the final videos. Ensure the brand image and message are delivered.

Knoppers

鋼琴篇 PIANO

故事線 練習鋼琴的小女孩，休息時與媽媽分享著Knoppers。小女孩精力回升，愉快地雙手聯彈。

Storyline The little girl is practicing the piano. They shared Knoppers during the break and got energy back on. They are playing piano together cheerfully.



辦公室篇 OFFICE

故事線 繁忙的工作讓我疲累，回到座位看見同事的加油紙條跟Knoppers，吃完精力回升，繼續工作。

Storyline Busy work exhausted my energy. I sat down and saw the cheer-up note with Knoppers from my colleagues. It got my energy recovered to carry on.



點擊跳轉至網站觀看影片 Click to view the video

FACEBOOK

Facebook中國出海50強

客戶需求：

Facebook每年一度的中國五十強出海品牌的頒獎典禮，需要製作介紹影片跟網站來搭配活動現場以及線上資料發布。

創意產出：

影片以Facebook品牌精神，激勵大大小小的中國品牌將他們的品牌故事推廣傳播到海外，並將 Facebook 中國五十強出海品牌獎定位為一個努力爭取的獎項。網站包含上屆的獲獎品牌，新銳品牌故事以及參賽相關資料。

主要職責：

影片概念，分鏡指導，視覺把控，網站設計，確保影片和網站設計與品牌調性一致。這是第二年與Facebook合作製作五十強出海品牌典禮所需物料。

Client Requests

Facebook hosts an award event every year to announce the Top 50 Chinese brands doing business abroad. They came to us to create the introductory video for the event as well as to design the landing page.

Creative Output

The goal of the video was to inspire Chinese businesses, big and small, to spread their brand stories abroad and to position the Facebook Top 50 Award as one to strive for. Also, design the landing pages that announced the event, previous year's winners, brand stories, and material to be part of the top 50 Chinese brands.

Roles

Take charge of the overall visual style, the concept of the introductory video, storyboard guidance, website design, ensuring that the video and website design are consistent with the brand. It is the second year of working with Facebook to produce the materials needed for the ceremony.





CIGNA HONG KONG



香港信諾網站保單估算器

客戶需求：

為了讓潛在客戶在瀏覽網站時能快速了解方案內容與差異性，並即時產生估價與支付方法價差，希望以簡單易用估算網站app來達成目的。

創意產出：

簡化傳統保單估價流程，並加上虛擬導覽來引導步驟確保使用者獲得更合適的方案，準確實惠的價格。

主要職責：

負責互動設計與優化使用者體驗及內容，視覺風格，主導程式開發，測試，除錯與發佈。達成330萬的impression與25萬的點擊率，減低網站跳出率，並延長平均網站停留時間，增加潛在客戶轉化率。

Client Requests

Assist potential customers to quickly understand the content and differences of the solution when browsing the website, and to generate the price between the valuation and payment method in real-time, we come up with a simple and easy-to-use estimating website app that can be used to achieve the goal.

Creative Output

Simplify the traditional insurance evaluation process, and add a virtual guide to guide the steps to ensure that users get a more suitable plan, accurate and affordable prices.

Roles

Responsible for interactive design and optimization of user experience and content, visual style, leading development, testing, debugging, and release. The calculator has received an impression of 3.3 million and 250,000 clickthroughs. We also reduce the bounce rate, extend the average time on the website significantly to increase the conversion rate of potential customers.

SOLUTION

分析目前模式痛點&解決方案

優化介面

The screenshot shows an insurance calculator interface with the following elements highlighted by numbered callouts:

1. "A couple & children" button
2. "Adult 1" selection button
3. "Age" input field
4. "Smoke" selection button
5. "Adult 2" selection button
6. "Age" input field
7. "Smoke" selection button
8. "Child 1" selection button
9. "Area of cover" selection button
10. "Accommodation Room Type" selection button
11. "Various Optional Benefits" selection button
12. "Deductible" input field
13. "Deductible" input field
14. "Deductible" input field
15. "CALL US (852) 8105 8422" button



Let's get you covered!



即時估價的線上工具可以同時解決繁雜的步驟填寫資料與時間差，估算結束可立即聯繫客服人員去進一步了解保單內容以及完成手續。深度了解保單估算的必要條件及變數，並檢視潛在顧客的行為跟最多人選擇的設置來設計保單計算器的架構與輔助。

在三個點擊後，選定保險組合人數，年紀，抽煙與否，就給出最合適與實惠的估算保單，並可更改保單選項即時得到支付金額差別，顯示月付年付的對比。

優化步驟跟價格即時計算，視覺上也簡化介面，圖像化複雜內容，並加入虛擬響導Ella來補助整個體驗，確保顧客獲得最合適準確的估價，並在完成估價後連接到專門客服購買保單。

在上線四個月達到330萬的曝光率，25萬的點擊率，大幅減低彈出率，在線時長大幅增加。

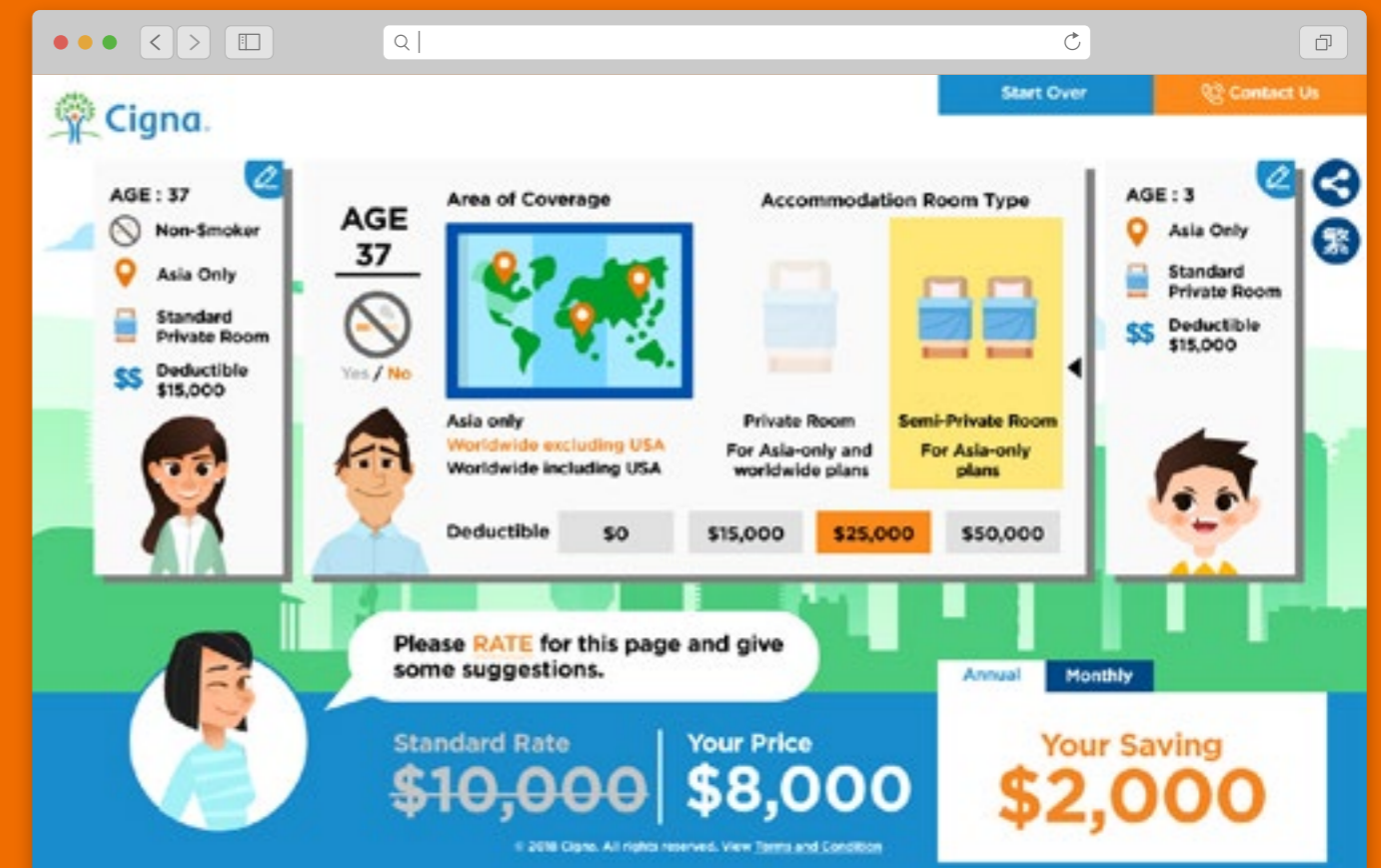
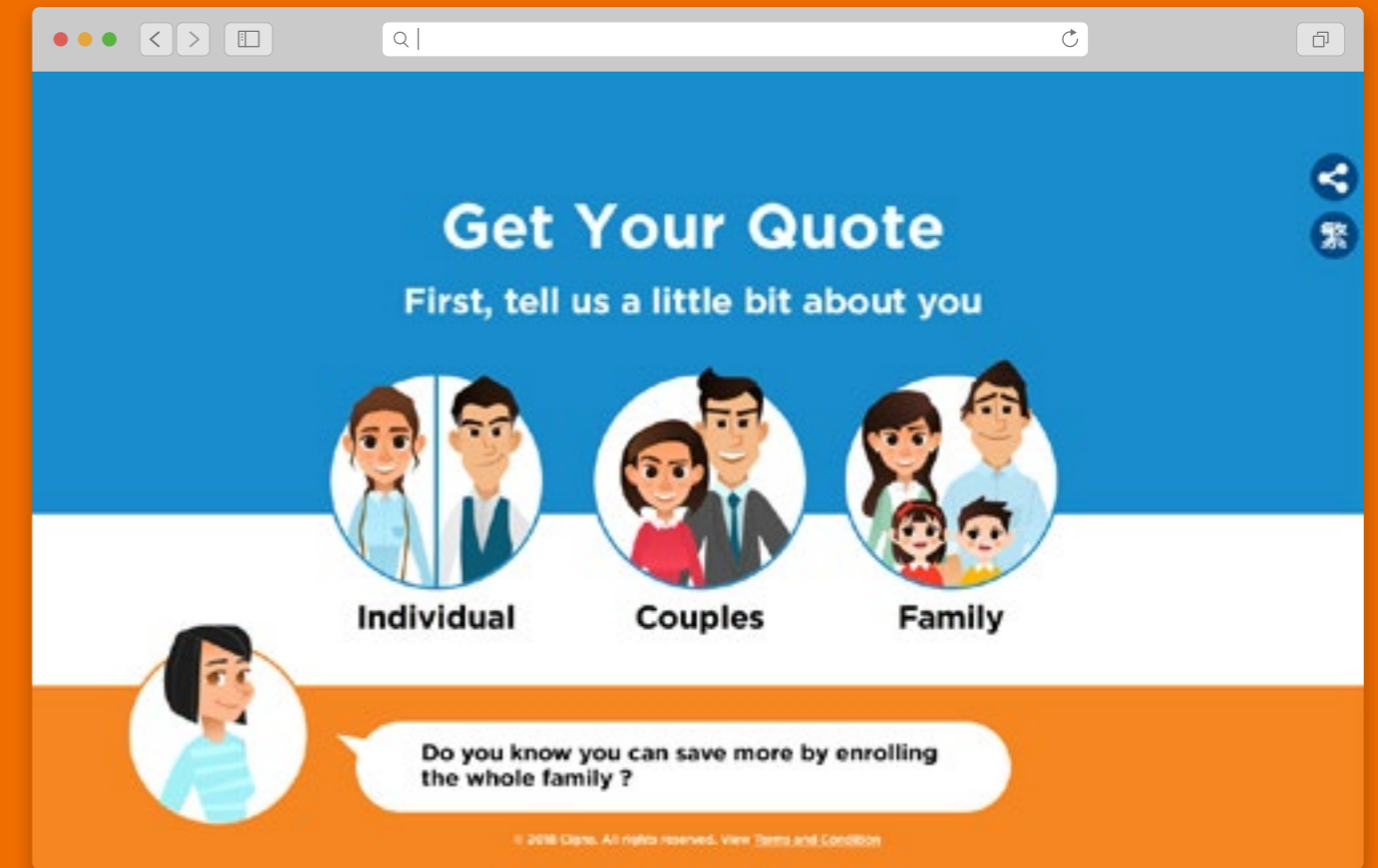
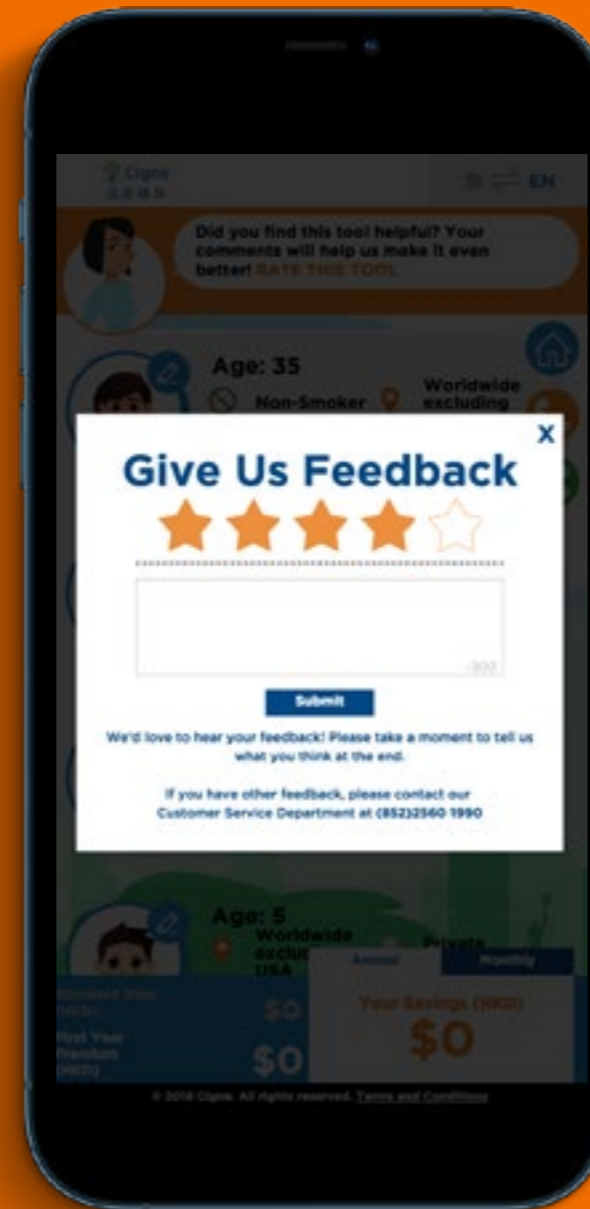
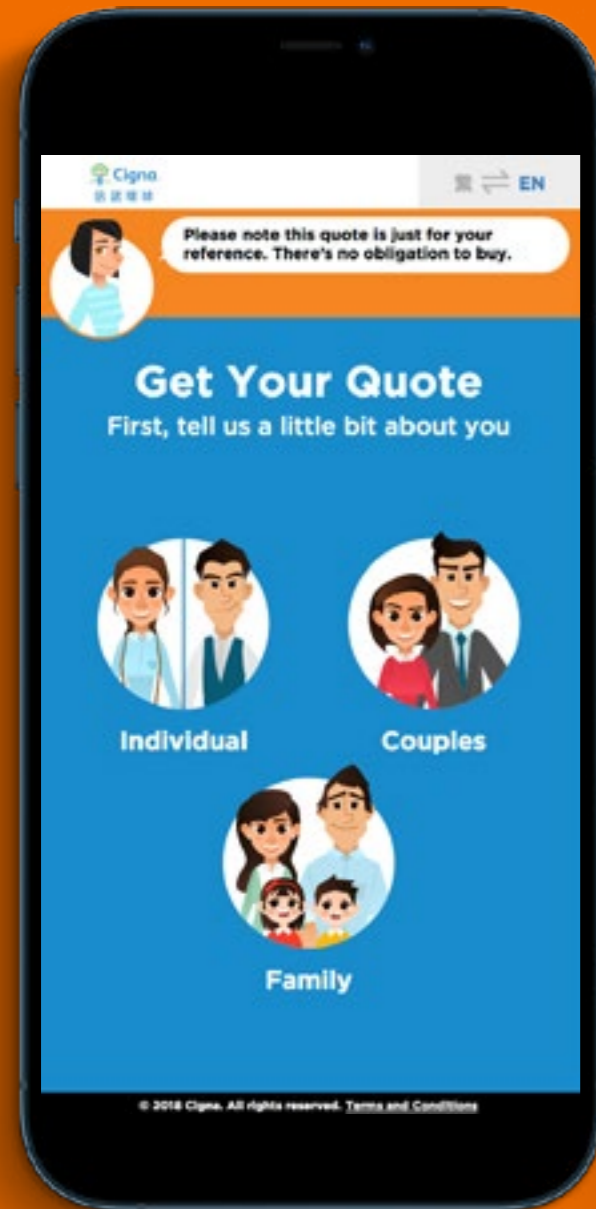
The online tool with real-time calculation can solve the steps of filling in information and time gap. It also contacts customer service for more details and purchases. The calculator structure and assistance were designed based on the necessary factors and variables of insurance estimation and behavior of potential customers and the plan selected by the most people.

After three clicks, select the number of people in the insurance combination, age, smoking, or not, the calculator shows the most suitable and affordable quote. Customers can change the options to instantly get the difference in price, showing the comparison of the monthly payment and annual payment.

We optimize steps, interface, visualize complex content and calculate the price in real-time. The virtual guide Ella supports the entire experience to ensure that customers get the most suitable and accurate estimate and leads to dedicated customer service.

The Impression reached 3.3 million within four months of launch, with a click-through rate of 250,000, which greatly reduced the bounce rate and extend the session duration.

3.3 MILLION IMPRESSIONS 25,000 CLICKS IN 4 MONTHS



<https://www.cigna.com.hk/en/healthfirst-elite-calculator/>

ABBOTT AU

雅培澳洲品牌網站優化

客戶需求：

升級雅培澳洲旗下三個品牌網站使用者體驗與提供更多互動功能。

創意產出：

網站常見基本產品訊息用途之上，以優化使用者體驗為出發點，設計並開發適用於三個品牌網站的互動體驗，加入使用者反饋，提供電子報服務，相關食譜，豐富產品細節頁面，去引導品牌與消費者互動。

主要職責：

與客戶分析現狀使用者行為與痛點，負責體驗升級策劃，線框稿，Invision互動原型，到視覺素材與介面設計，完善使用者體驗以及增進品牌與消費者互動。提供Sektch跟Zeplin做網站開發。

Client Requests

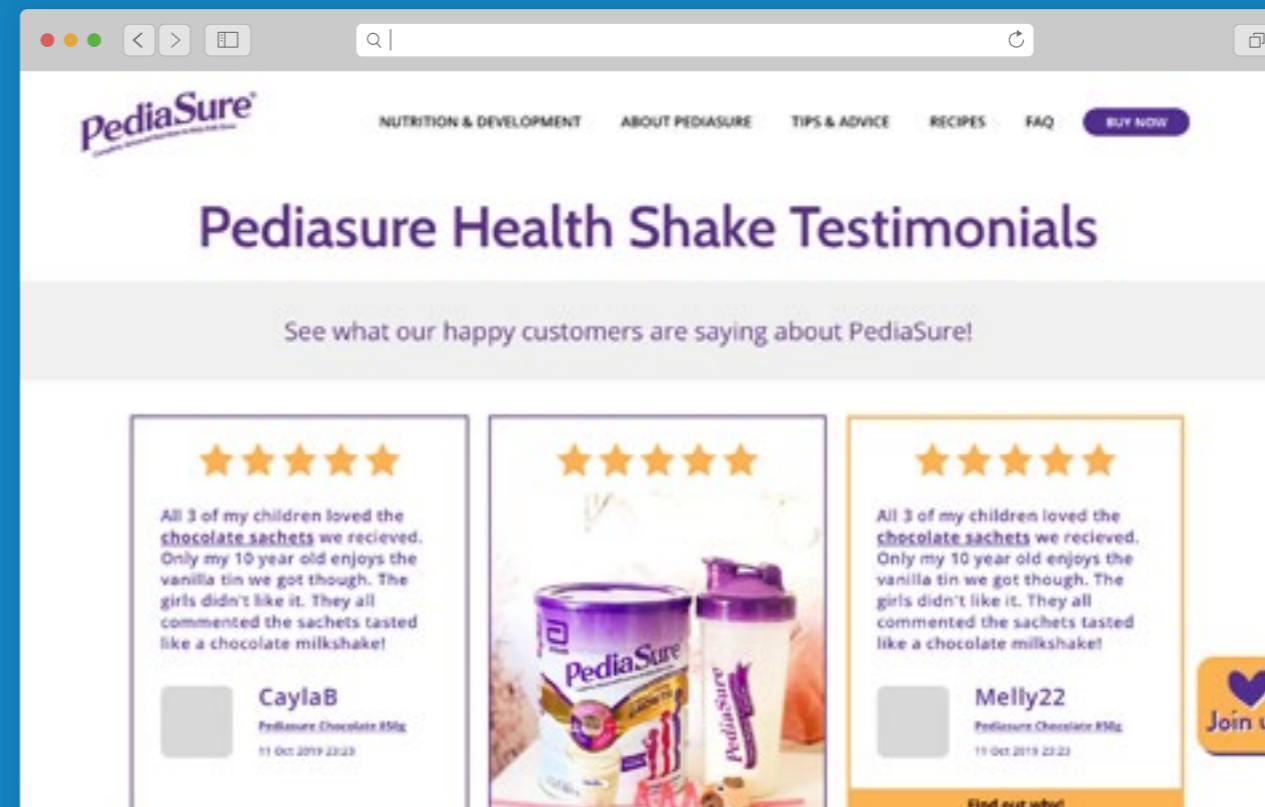
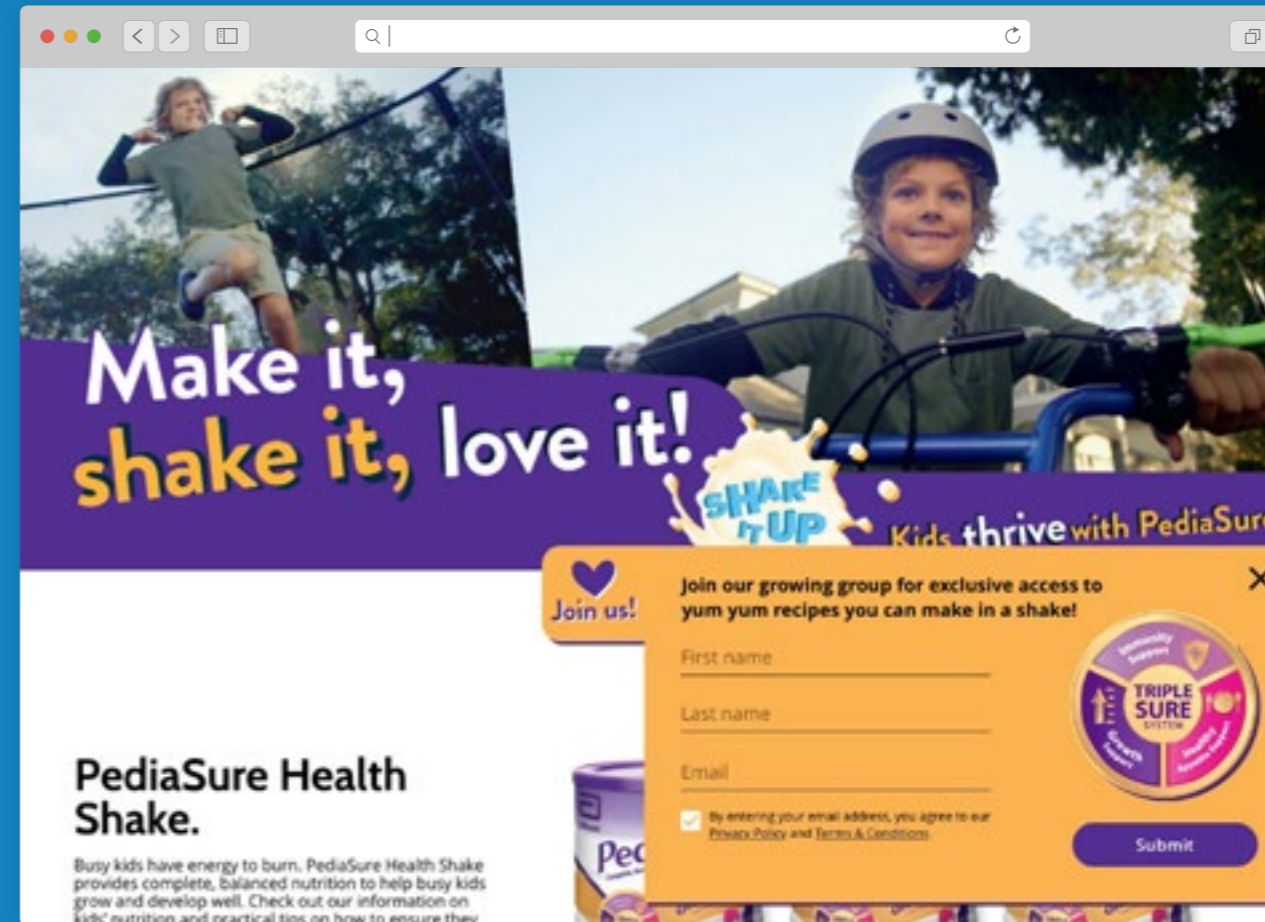
Upgrade the user experience of the three Abbott Australia brand websites and provide more interactive features for engagement.

Creative Output

Based on the product information usage of the website, we optimize the user experience. Starting from designing and developing interactive experiences suitable for the three brand websites, adding user feedback, providing e-newsletter services, relevant recipes, enriching product details pages, and guiding brands to interact with consumers.

Roles

Analyze current user behavior and pain points with the client, be responsible for experience upgrade planning, wireframe implementation, Invision interactive prototypes, visual materials, and interface design, and improve user experience and enhance brands and consumer interaction. Provide Sketch and Zeplin for website development.



SOLUTION

分析目前頁面痛點&解決方案

Testimonials

目前頁面

客戶希望增進使用者參與度，視覺與內容吸引使用者互動。現有的客戶體驗反饋頁面只有段落文字，沒有記憶點跟重點。無法立即傳達頁面訊息，導致使用者停留時間短。

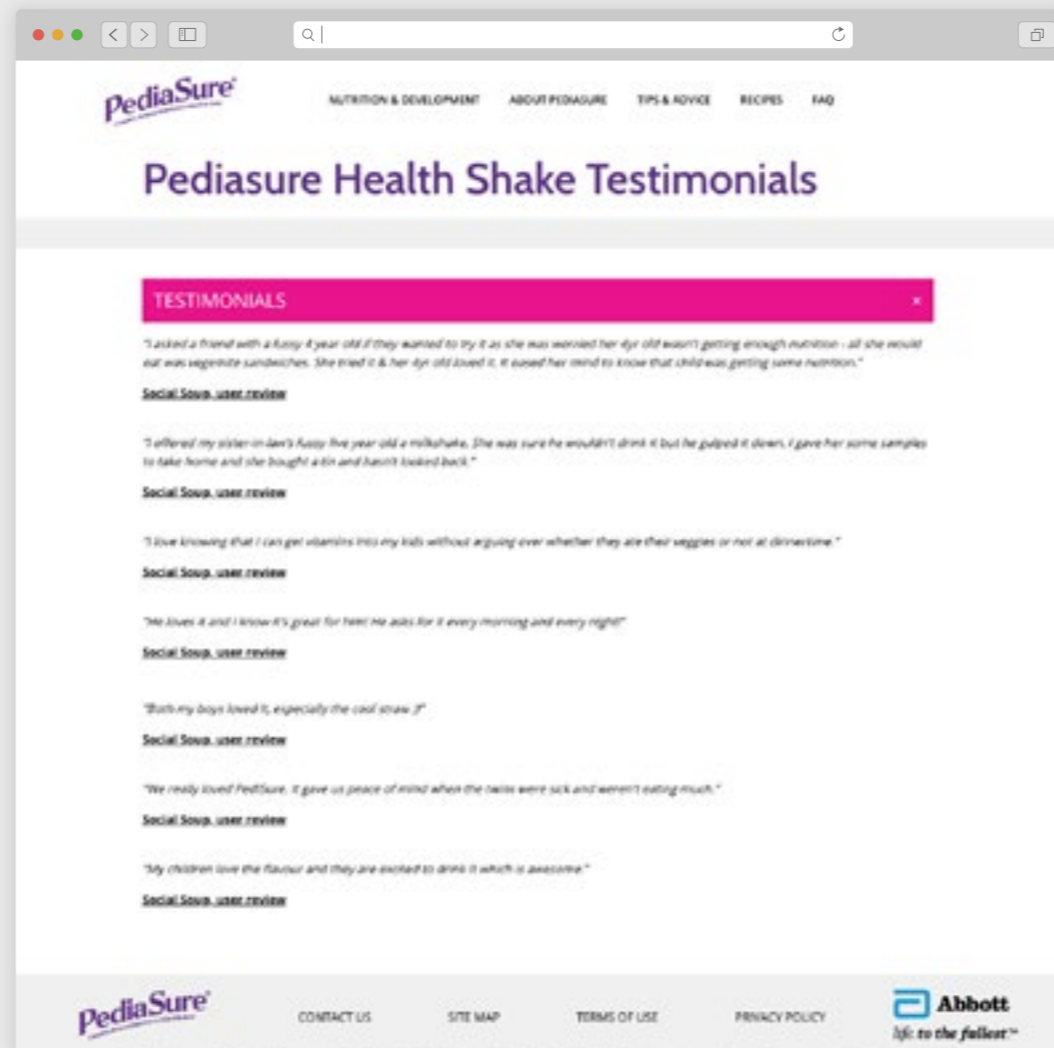
Current Page

The client wants to make the experience more engaging using visuals and content. The current customer testimonials page has only paragraphs of text, without catchy points and focus, and cannot instantly convey the message of the page, resulting in a high user bounce rate.

升級頁面

在品牌網站上提供用戶生成內容是有效地說明產品與建立可信度。目前的版本只擷取文字，可信度低。在升級版本中，設計採用卡片式編排，似社群文章與對話框常見形式來代表顧客留言反饋，視覺也引出這是用戶生成內容，並提供更多資訊去增加可信度，用戶名稱，留言時間日期，評分星數，照片，提及產品連結。

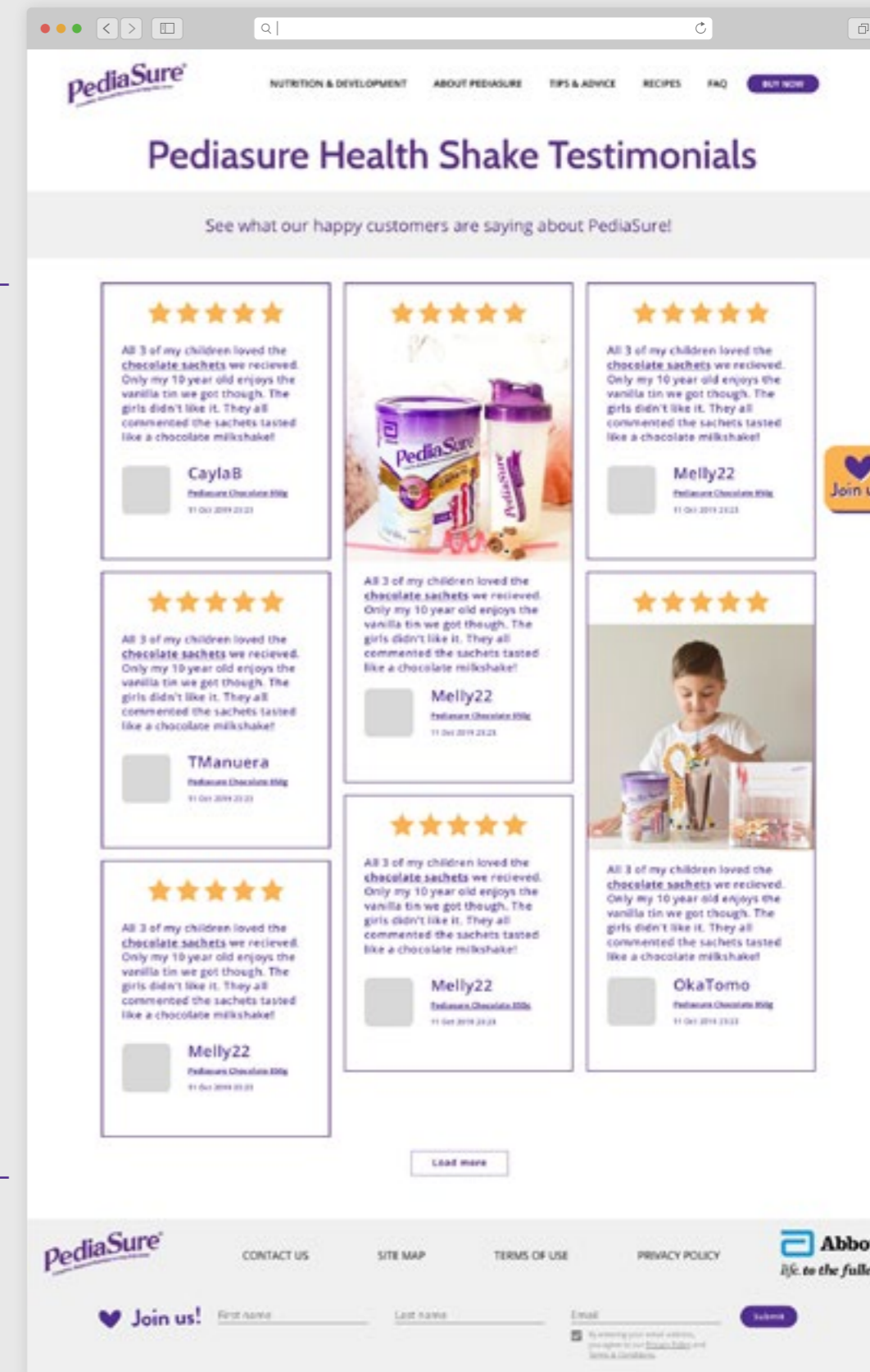
目前頁面

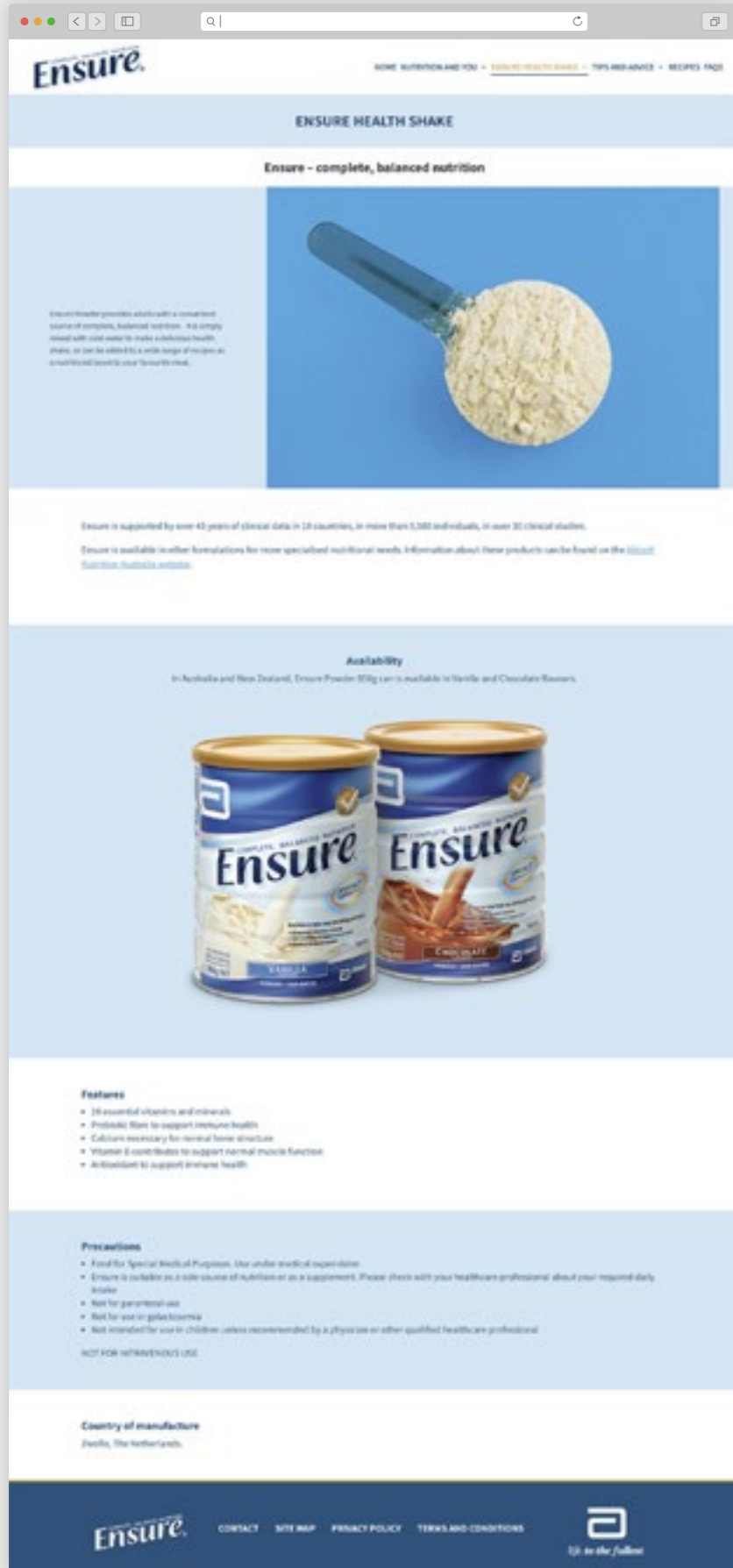


Upgraded Page

Providing user-generated content on brand websites is an effective way to get attention and build credit for the product. The current version only extracts text, which is low credibility. The upgraded design adopts a card layout, similar to the common forms of social posts and dialog blocks to portrait user-generated content and provide more information to increase credibility: user name, posted time and date, rating, photos, and product links mentioned.

升級頁面





SOLUTION

Recipe

分析目前頁面痛點&解決方案

目前頁面

原有頁面雖然提供了食譜內容，但文字編排與圖片內容空洞，佔了很長頁面，無法吸引顧客閱讀，停留頁面時間極短，對產品的推展沒有幫助。

Current Page

Although the original page provided the recipe, the layout and the pictures didn't catch people's attention. The page lacks content and occupies a long space. It fails to attract customers to read and leave the page. It didn't help get consumers to know the product better.

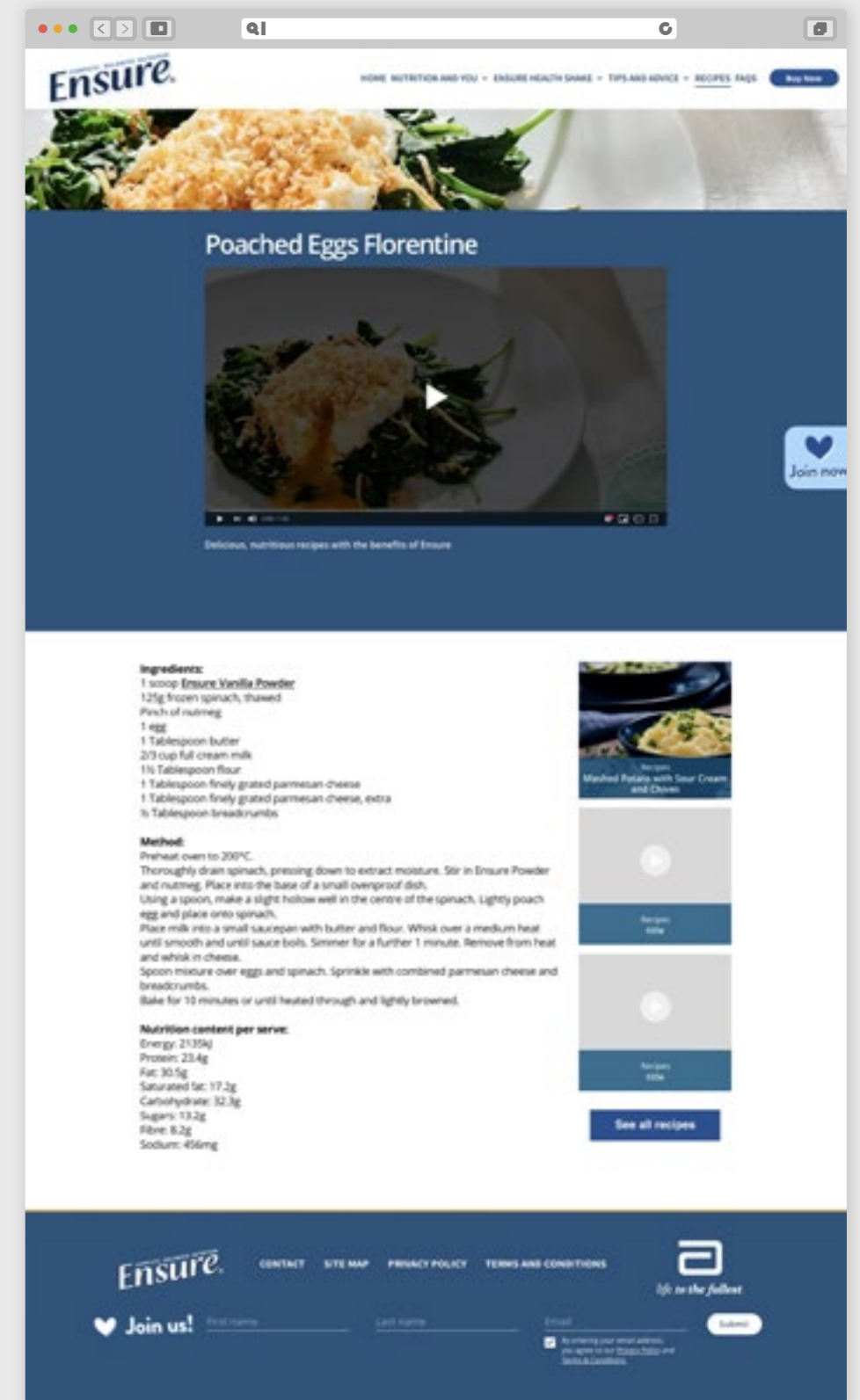
升級頁面

使用完成菜餚圖片來提升吸引力，除了完整的食譜文字，在頁面第上方放上製作過程的影片，讓顧客可以更快速了解食譜與步驟，並推薦其他食譜讓顧客可有更進一步互動，更加了解產品。

Upgraded Page

Use pictures of the finished dish to catch the consumer's attention. Besides the full recipe, a video of the production process is at the top of the page. Customers can understand the process and steps instantly. On the side, recommend other recipes for customers to lead more interaction and understanding on the product.

升級頁面





COTY INC
BURBERRY

BURBERRY彩妝系列 微信長圖

1 澄透亮泽肌底

丝柔珠光亮彩饰底液
清新水润配方
轻盈如羽
澄明亮彩肌底

使用技巧
均匀轻扫于颧骨、鼻梁以及唇弓部位，自然提亮局部肤色

立即选购

2 无瑕美肌

丝柔珠光亮彩粉底液
无瑕水润亮泽
轻透保湿

立即选购

3 修容、润色、高光

哑光粉饼
柔雾哑光的持久妆容
宛如第二层肌肤

立即选购

多效高光修容彩盘
轻盈的质地与肌肤均匀贴合，打造极致的光泽感，依个人需求调整妆容浓度

立即选购

4 系列搭配

富丽高彩妆效
丝绒雾彩液体唇膏

人气断货王 铁锈红 93号
全新 番茄红棕 40号

立即选购

丰盈卷翘纤长睫毛
臻致卷翘睫毛膏

可层叠式
柔滑轻盈
超细毛圆锥形刷头

立即选购

促销活动
购买博柏利产品满 ¥800
(必须包括彩妆产品1支)，
可赠送正品博柏利之吻漆光
唇釉16号一支，送完为止。

立即选购

COTY INC LANCASTER

LANCASTER護膚防護系列 微信長圖



1 净化 光采新肌 由此开始

洁面爽肤液 “懒人水”
卸妆 清洁 爽肤 三效合一
舒缓温和 所有肤质适合
免税价 ¥260

理肤净化 泡沫洁面膏
抗氧 净肤 深净化
洗出细腻净透肌
免税价 ¥210

舒润爽肤水
明星粉水
润出柔嫩娇肌
澎湃水润
畅饮玫瑰精粹
免税价 ¥310

2 美肌修护

《滑动查看成分》

美肌再现 密集修护 精华液
免税价 ¥660

层层润养 修护脆弱肌底
抵御老化 重回活力肌肤

理肤净化 泡沫洁面膏
均衡淡斑赶走暗沉
焕醒亮肤净透肌理
免税价 ¥690

3 防护 城市防护 都市危「肌」 多维养「护」

理肤银杏隔离乳 SPF50+ PA++++
多波段光护
多维抗氧化
抵御环境损伤
免税价 ¥310

理肤妆后雾感 防晒喷雾 SPF30 PA+++
诠释隐形雾感防护
触肤成膜 控油持妆
免税价 ¥310

严密防护 呵护肌肤
轻若无感 抵御光老化
免税价 ¥220

《滑动查看产品详情》

**拯救晒后危「肌」
焕白肌肤多维光防护**

悦阳舒爽倍护 身体防晒乳 SPF50+ PA+++
免税价 ¥250

**立即前往
海控全球精品(海口)免税城
体验兰嘉丝汀的热门商品**

凡购买兰嘉丝汀产品满 888元,
即可获得以下赠品小样套组

套组包含

- 兰嘉丝汀柔润爽肤水 30ml
- 兰嘉丝汀美肌再现密集修护精华液 3ml
- 兰嘉丝汀美肌密集修护晚霜 3ml
- 兰嘉丝汀美肌密集修护眼部精华液 3ml

ABBOTT CHINA ELVEA

雅培菁摯標籤設計提案

客戶需求：

雅培旗下的菁摯升級目前瓶身標籤設計，圖樣除了使用在標籤設計上，也要易於延展到其他物料設計。

創意產出：

父母希望他們的孩子得到最好的。升級後的 Eleva 是由內而外的最佳配方。添加配方奶粉為兒童創造了最佳營養效果。增強：感知 (RRR)、心理敏銳度 (DHA) 和自我保護 (GOS) 高科技 + 營養 = Eleva 創新。

主要職責：

負責創意，設計，視覺風格應用，提按內容並發表。提案進入第二輪並進行了焦點團體測試

Client Requests

Abbott Elvea is going to upgrade the current bottle label design. In addition to the label design, the graphic and symbol need to be easily extended to other designs for different mediums and channels.

Creative Output

Parents want their children to get the best. The upgraded Eleva is the best formula inside out. Formula additions created the best outcome of nutrition for children. Results enhancement on aspects of growth: Perception (RRR), Mental acuity(DHA), and Self Protection (GOS). High-tech + Nutrition = Eleva Innovation.

Roles

I am in charge of the creative concept, design, and visual style, the proposal, and presented to the global and local client marketing team. It got into the second round and the focus group test.

科技营养加法 赋能更好成长



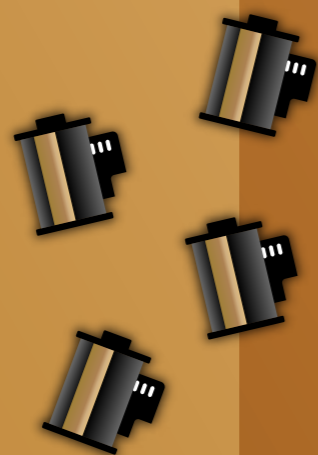
Our Approach

**HIGH TECH +
NUTRITION**
= 菁摯 *Eleva*[™]

MAXFACTOR FF COMPACT RELAUNCH

蜜絲佛陀經典產品重新上市宣傳禮盒

MAX FACTOR X



FINAL VERSION 最終製作版本

MAX FACTOR X



客戶需求：

蜜絲佛陀準備重新上市經典產品透滑粉餅的新包裝，以品牌形象出發，呈現產品故事來製作一組宣傳禮盒，並與KOL合作直播開盒。

創意產出：

蜜絲佛陀是粉餅創始品牌，歷久彌新，以時間軸，過去，現在，跟未來為主題，引出品牌與產品故事，用膠捲相機記錄當下，沖洗膠片後，燈箱上觀看留念，並蜜絲佛陀一起度過未來時光

主要職責：

負責發想提案，視覺設計，包裝結構，材質與製作廠商溝通完成最後成品。時間為主體去豐富帶出品牌故事，烘托品牌形象產品新包裝。

Client Requests

Maxfactor is relaunching its signature compact with a brand new package. Based on the brand image and product story to make a promotion box. Collaborate with KOL to do live stream unboxing.

Creative Output

Maxfactor is the founding brand of compact with a long history. With the theme of time: past, present, and future. It combined brand history and product stories. It uses a film camera to record the present. After developing the film, watch the souvenir on the lightbox, and spend the future with Maxfactor.

Roles

My role is for concept, proposal, visual design, packaging structure, materials and communication with vendor to complete the final product. Time is the mainstay to enrich and bring out the brand story, highlighting the brand image and product new packaging.

PR Box 實體禮盒



Live Unboxing 開箱直播



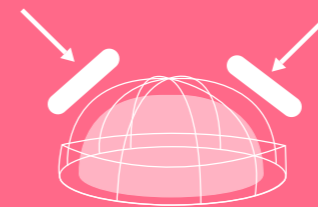
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PERSONAL WORKS



FRANGILE



FACE



PEEKABOO AND
POTATOS



CAR



CHAOS



BLACK RAIN

BLACK RAIN

謝謝
THANK YOU

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