

VISUAL
DESIGN

呼

PORTFOLIO

呼

【视觉设计】

@Ziyu Zhao

2024

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2026

- *Graphic Design
- *Visual Design
- *Brand Design

先起步，在进步

条条大路做牛马

吃的苦中苦，服务人上人



VISUAL COMMUNICATION DESIGN□

ABOUT

PERSONAL
PROFILE

IS TAKING PLACE
IN THE VIRTUAL WORLD



赵紫宇

专科 浙江宇翔职业技术学院

22届 视觉传达 ENFJ

2004.11.13

微信 19057197637

电话: 19057197637

邮箱: 2816527404@qq.com

工作经历@

杭州

主要经历

视觉设计职位

WORK EXPERIENCE

01 广州极链智能科技有限公司杭州分公司 2026年03月23号-07月31号

负责公司电商平台的日常视觉设计，包括产品主图、详情页、活动海报、店铺首页及推广素材制作；根据产品卖点和营销需求制定设计方案，优化页面视觉效果，提升产品吸引力与品牌形象；配合优化师团队完成各类广告投放的设计工作，确保设计任务高效、高质量交付。

离职原因：因政策原因公司放弃了当时的项目，并且解散了团队。
离职后的空档期我居家自主学习设计课程以及AIGC有关的设计内容。

02 杭州糖果和体育活动策划有限公司 2025年02月16号-2026年03月12号

负责公司各类体育活动、商业展会及线下活动的视觉设计，包括活动主视觉KV、宣传海报、舞台背景、展板及现场物料设计；根据活动主题与客户需求制定视觉创意方案，确保整体视觉风格统一；配合策划及执行团队完成设计落地，保障项目高效推进与活动视觉效果呈现。

03 杭州海正购品牌管理有限公司 2024年08月19号-2025年02月9号

负责公司美妆品牌的整体视觉设计，包括品牌VI、产品包装、宣传海报、电商视觉及营销推广物料设计；根据品牌定位与产品特色制定视觉创意方案，统一品牌视觉风格，提升品牌形象与产品质感；配合市场及运营团队完成新品上市、品牌推广及各类营销活动的的设计工作。

Adobe Illustrator AE

Figma C4D PR PS

AIGC Bldender

A GROUP OF
TOP PLAYERS

校园经历@

CAMPUS EXPERIENCE

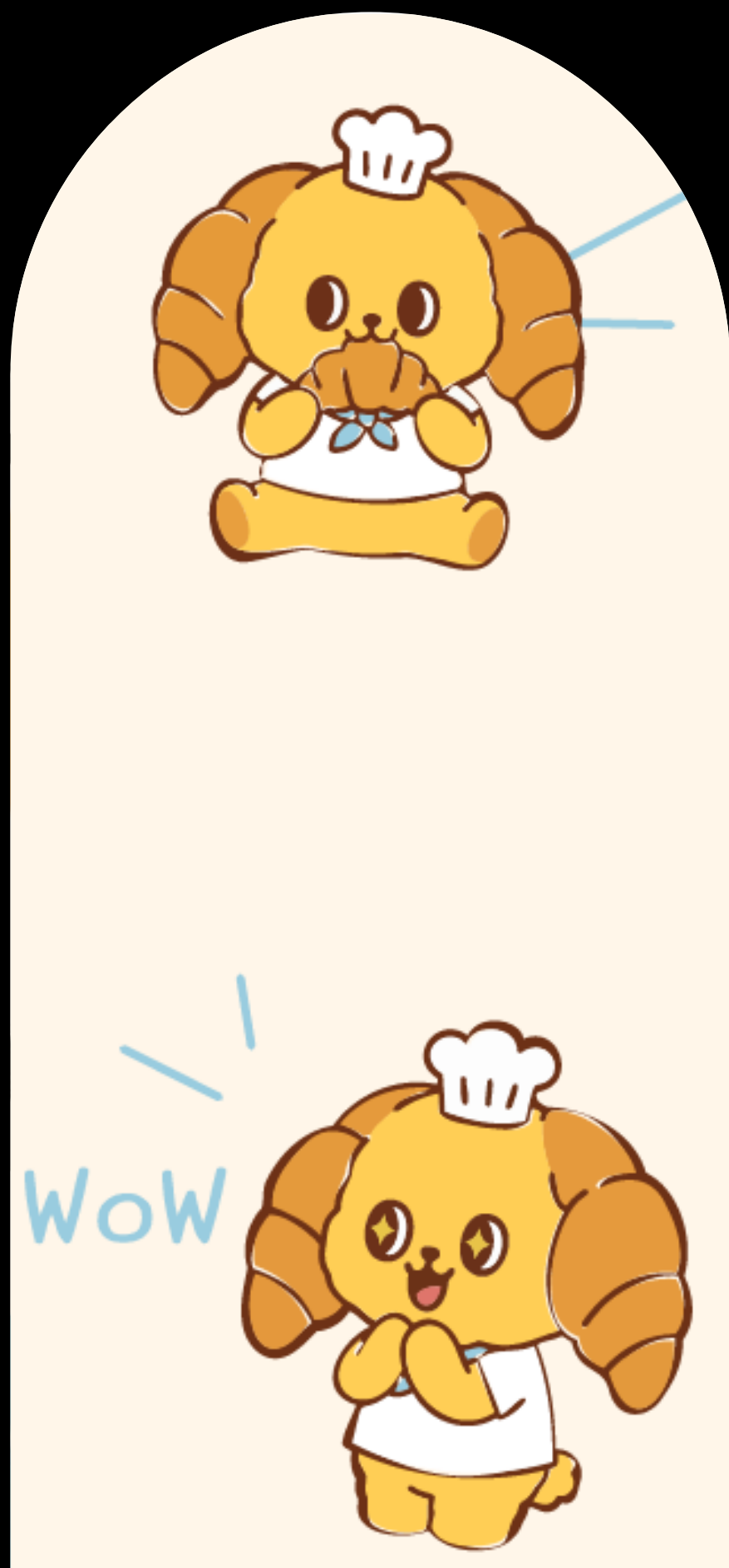
在校期间多次参与校内的海报比赛均获得二等奖、一等奖等



(CONTENTS)



*目录



品牌设计
IP design



游戏KV
Game KV



角色设计
Character Design



活动设计
Activity Design



其他作品
Other works

ZHAO TO DO

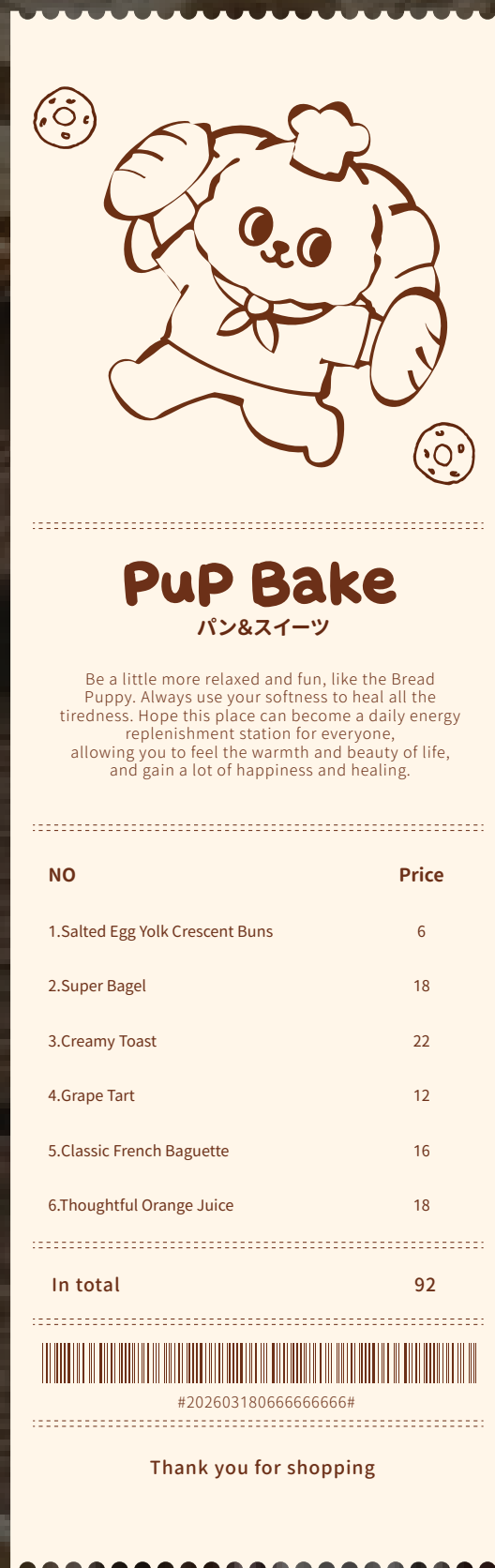
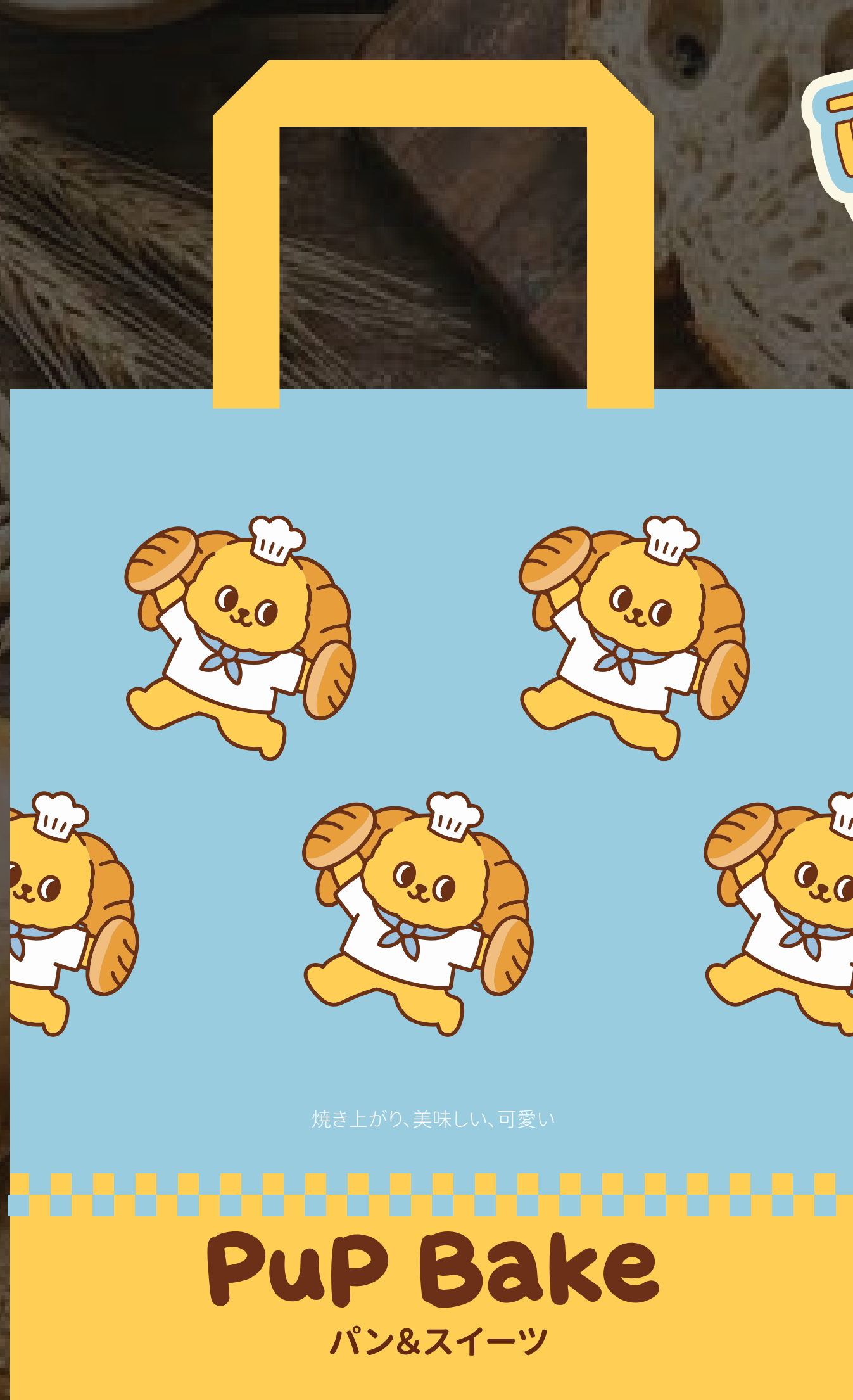
AIGC Comprehensive Guide
04 IP Branding Comprehensive Design

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Be a little more relaxed and fun, like the Bread Puppy. Always use your softness to heal all the tiredness.
Hope this place can become a daily energy replenishment station for everyone,
allowing you to feel the warmth and beauty of life, and gain a lot of happiness and healing.



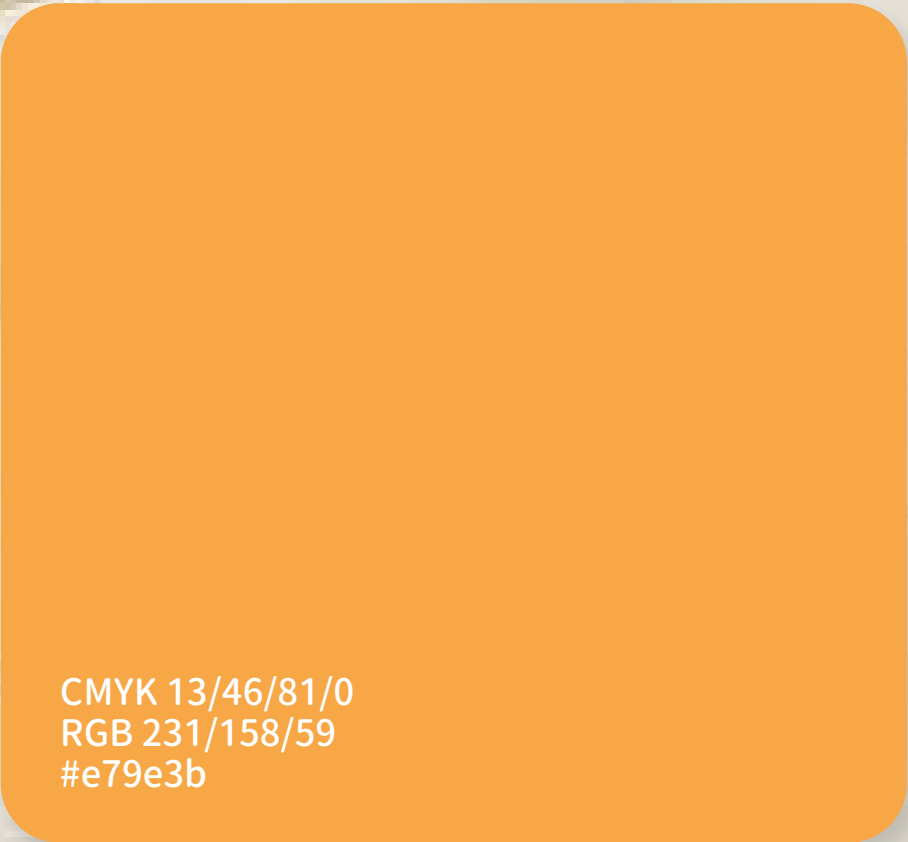


ZHAO TO DO

FRESHLY BAKED / DELICIOUS / HEALING



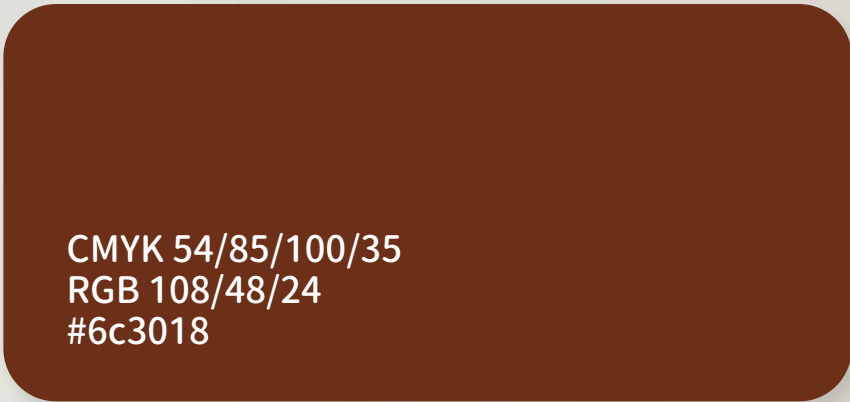
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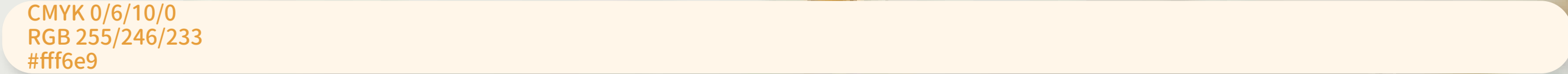
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#6c3018



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RGB 153/204/223
#99ccdf



CMYK 0/6/10/0
RGB 255/246/233
#fff6e9



LIFE NEEDS A LITTLE BIT OF THE SWEETNESS
AND COMFORT THAT A PUPPY CAN BRING.

Be a little more relaxed and fun, like the Bread Puppy. Always use your softness to heal all the tiredness. Hope this place can become a daily energy replenishment station for everyone, allowing you to feel the warmth and beauty of life, and gain a lot of happiness and healing.



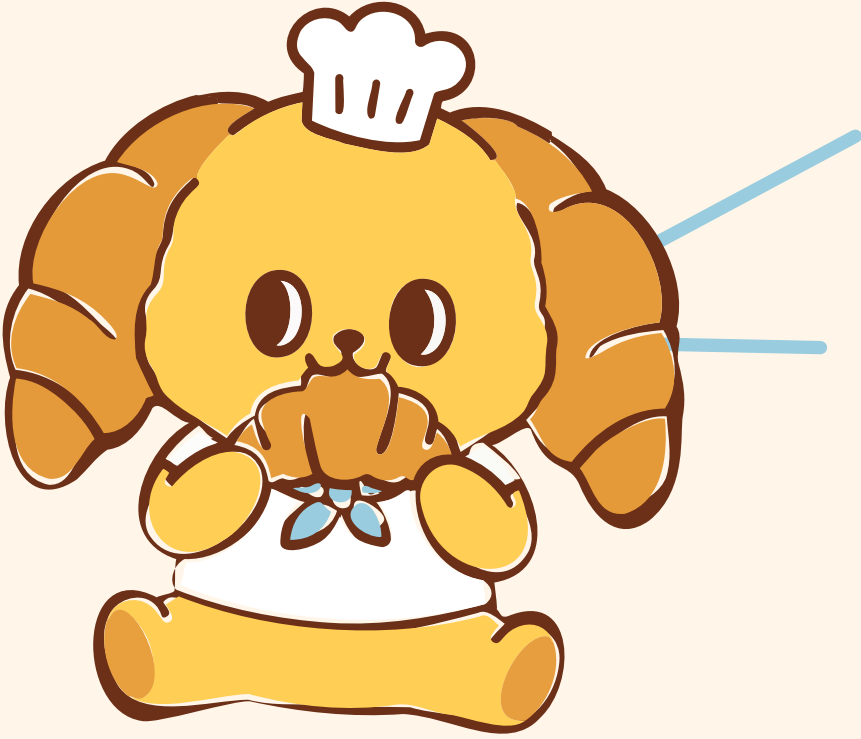
#ZHAO TO DO #

#FRESHLY BAKED / DELICIOUS / HEALING



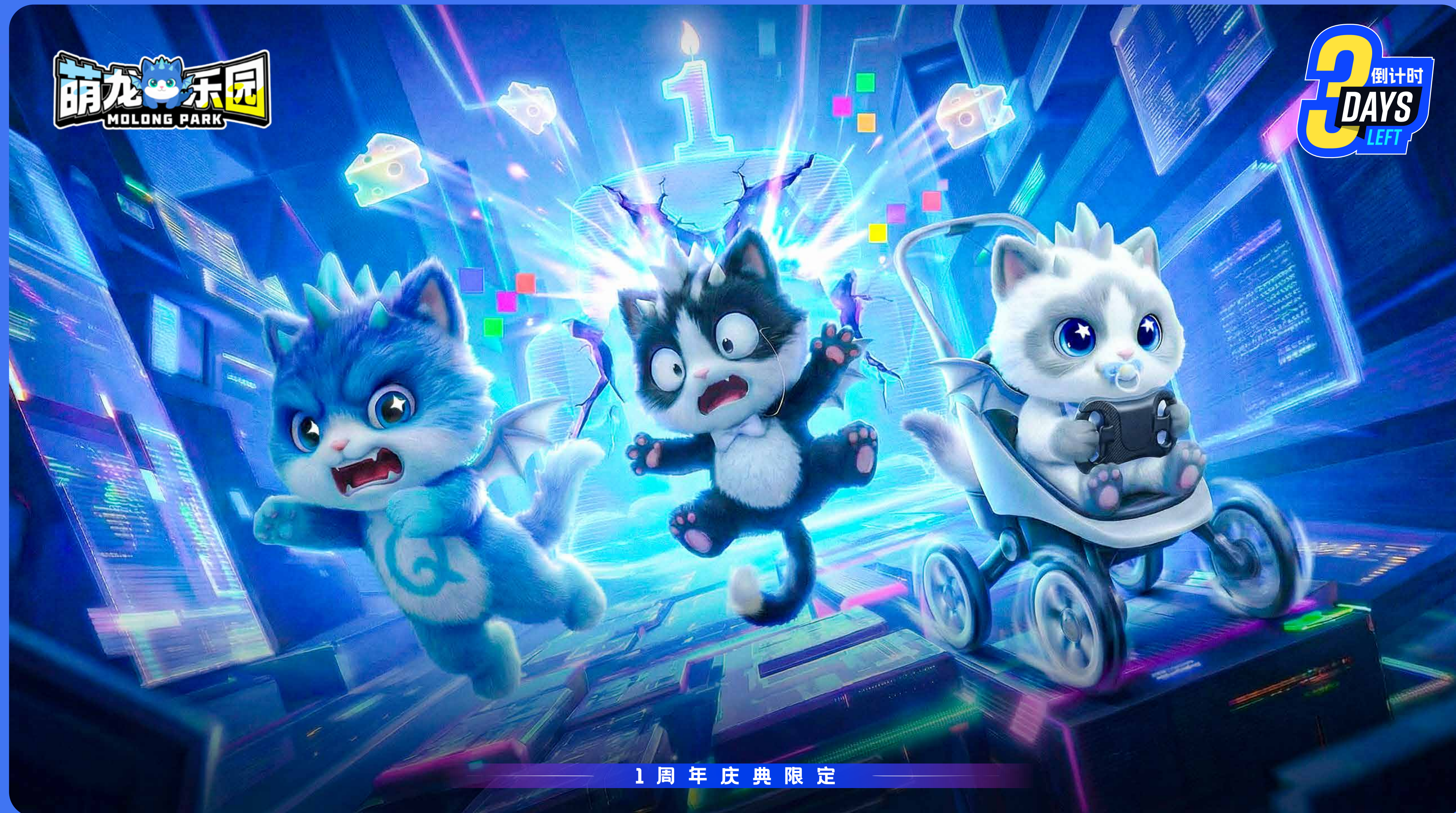
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1周年庆典KV

1st Anniversary Celebration Visual Design



1周年庆典KV

1st Anniversary Celebration Visual Design

✦ Poster Visual Design



萌龙乐园 MoLong Park



1周年庆典KV

1st Anniversary Celebration Visual Design



1周年庆典KV

1st Anniversary Celebration Visual Design

✦ Poster Visual Design



萌龙乐园 MoLong Park



✦ Poster Motion Design



Cam1

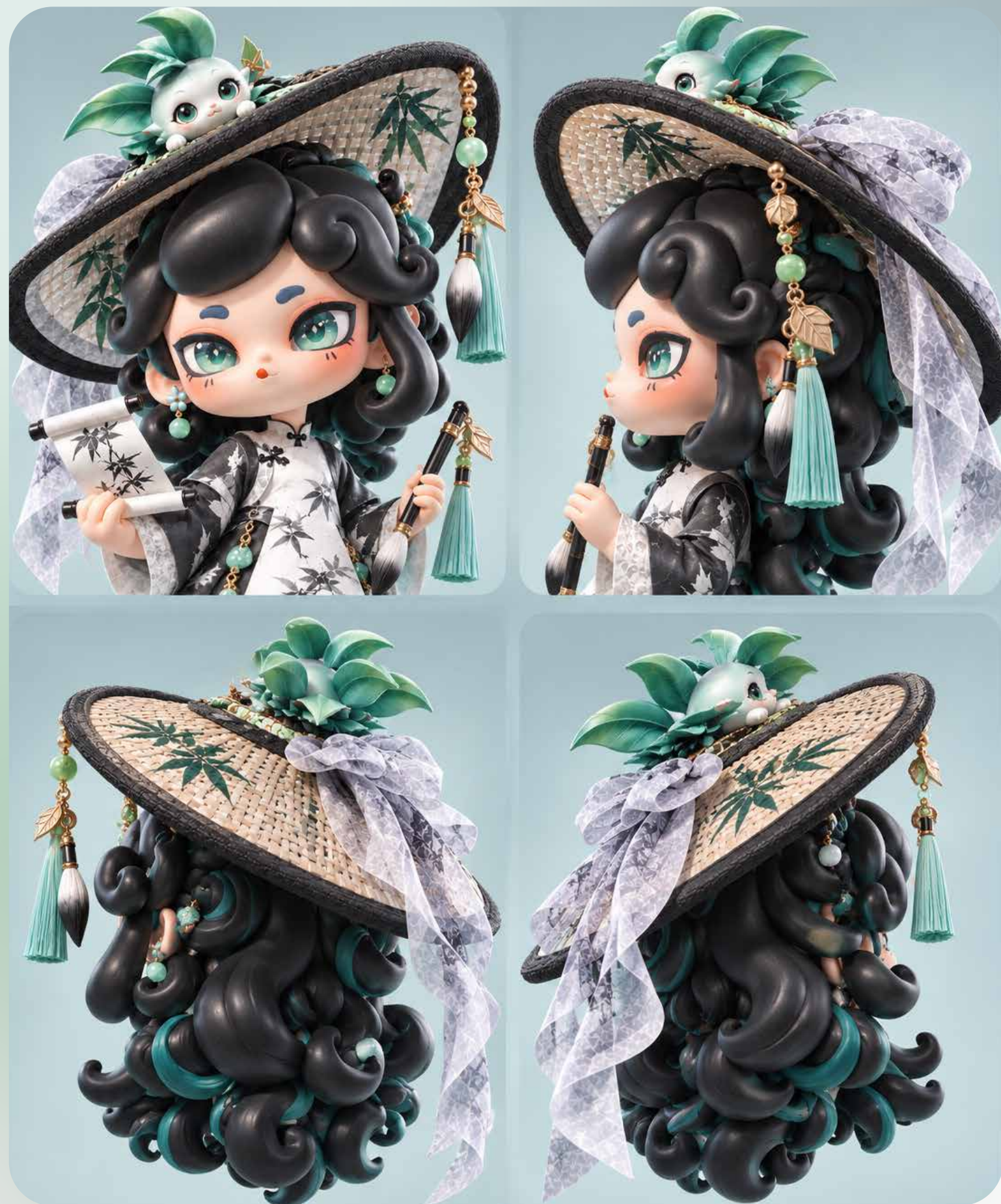


Cam2



Cam3

墨竹书灵





She has soft, messy light green short hair, clear yet slightly melancholic eyes, and skin as delicate as porcelain. A loose, worn tank top, a black-and-gray plaid mini skirt, and chunky punk boots outline her unique Y2K street style. Her delicate ball-jointed structure gives her a doll-like fragility, yet she also harbors a free spirit unwilling to be defined.

BJD ART DOLL

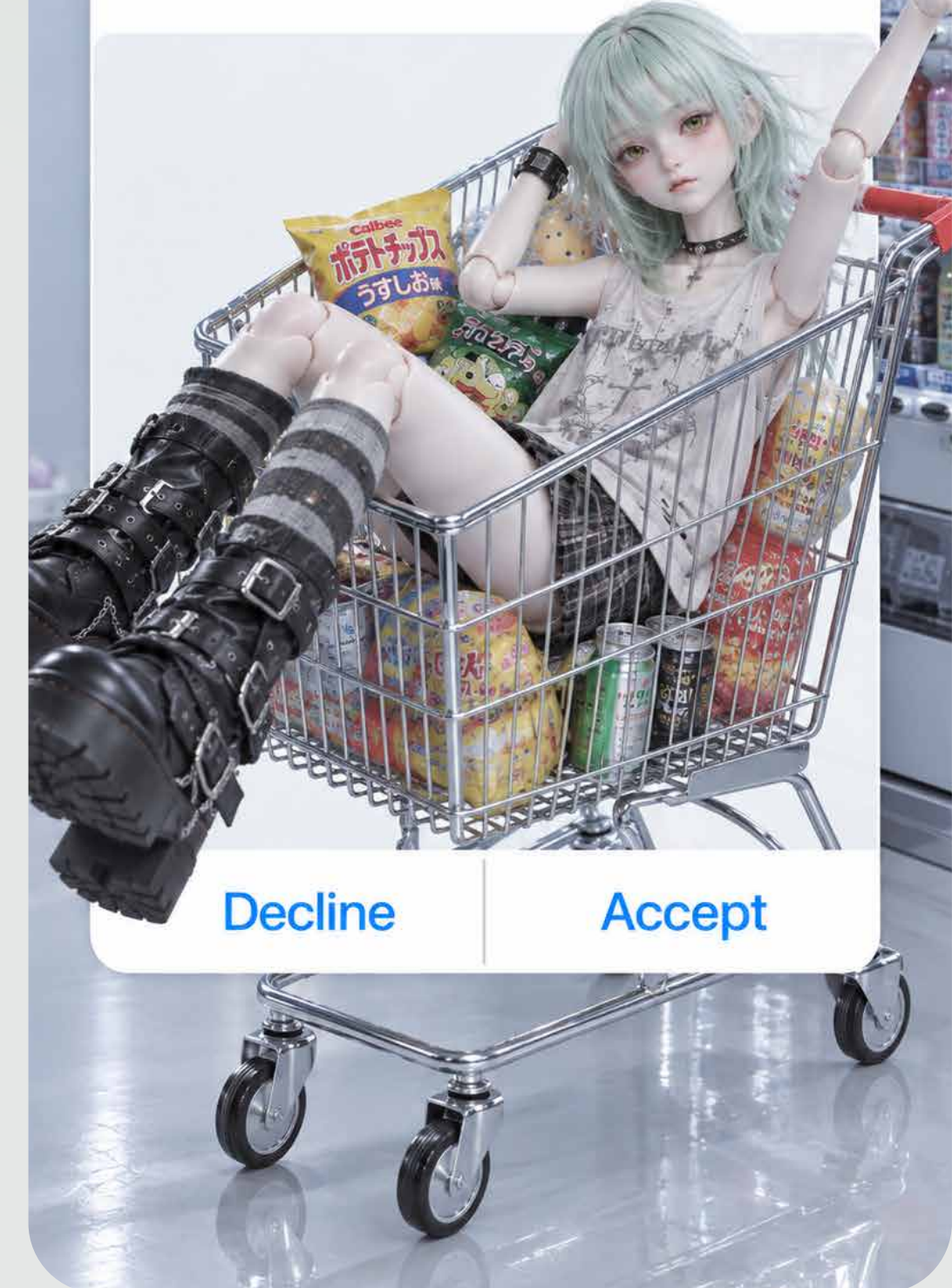
A mint-colored girl wandering between sweetness and rebellion, for Xina, doesn't need to conform to the world's rules; staying true to herself is the freest form of expression.

NO NEED TO CONFORM TO THE WORLD'S RULES

Xina 汐奈

BJD ART DOLL
XI NAI

AirDrop
ZI YU ZHAO

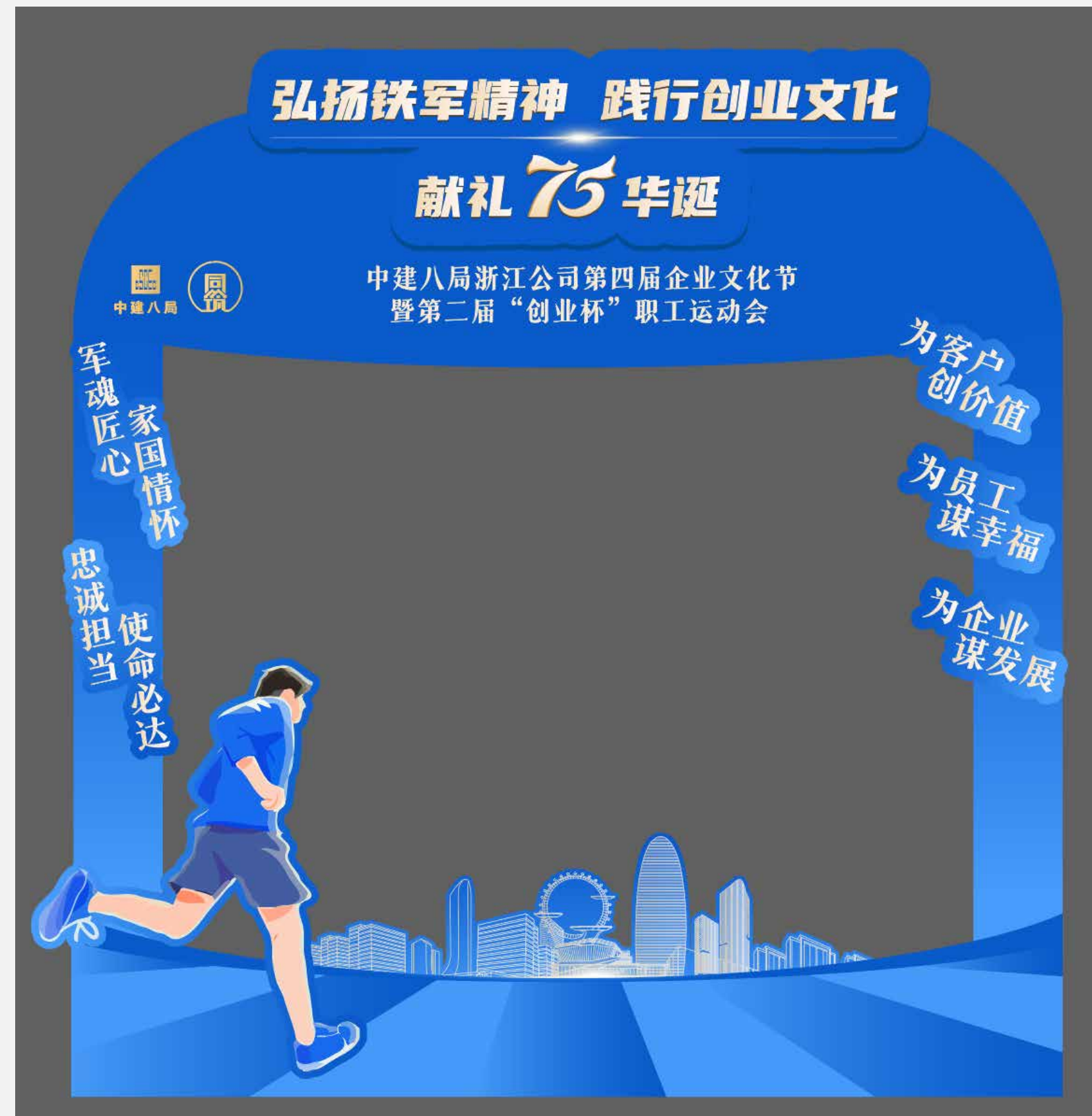


物料延展



物料延展

拍照打卡点+地贴+主KV装饰+横幅

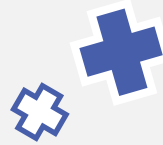


主KV



物料延展

指示牌+横幅+拍照打卡点+KT板+手举牌



物料延展



主KV



左右副屏



活动桁架



道旗



指引展架



手卡



话筒贴



桌卡



文化墙

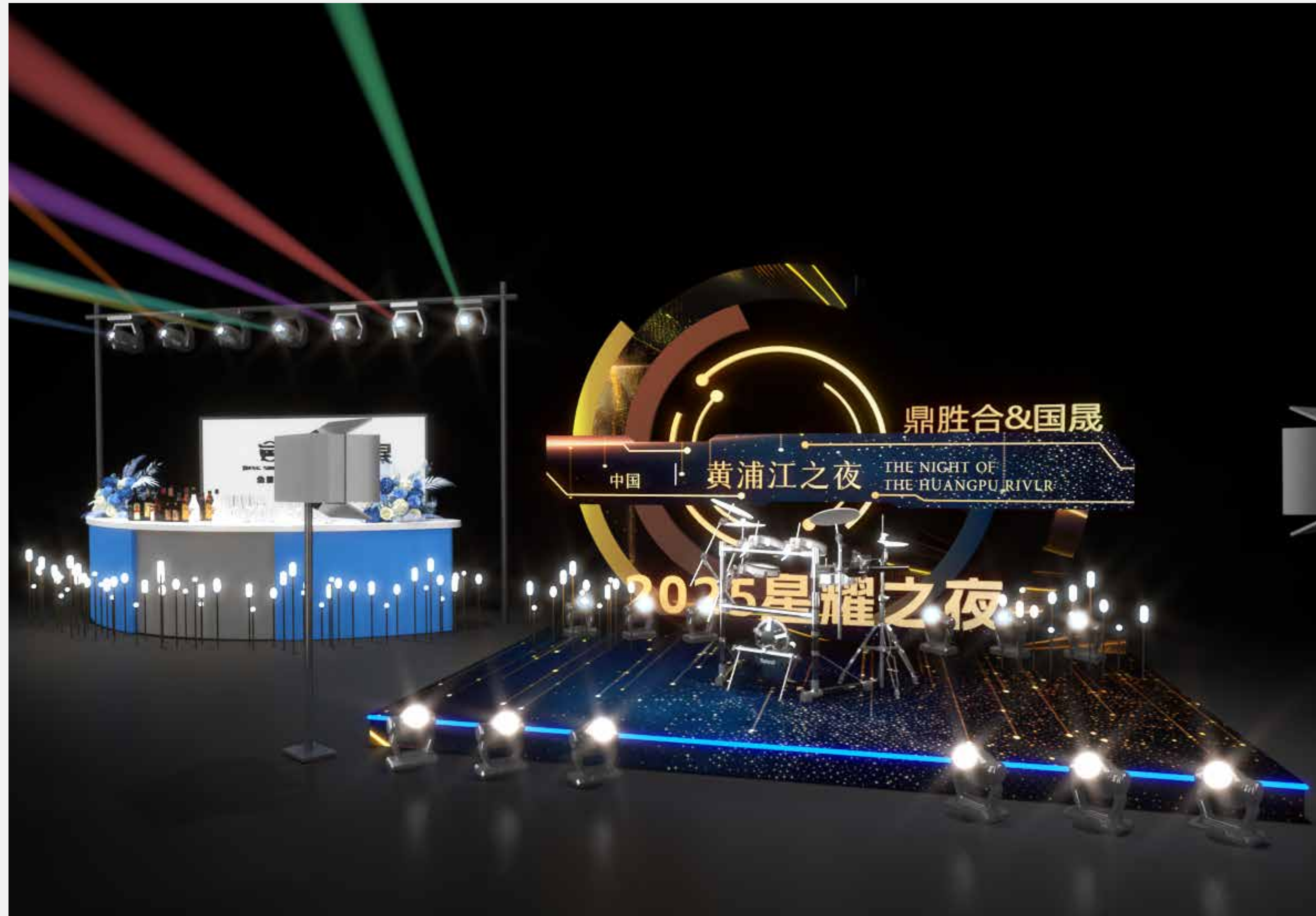


签到墙展示



物料延展

舞台效果图+装饰以及灯带效果图

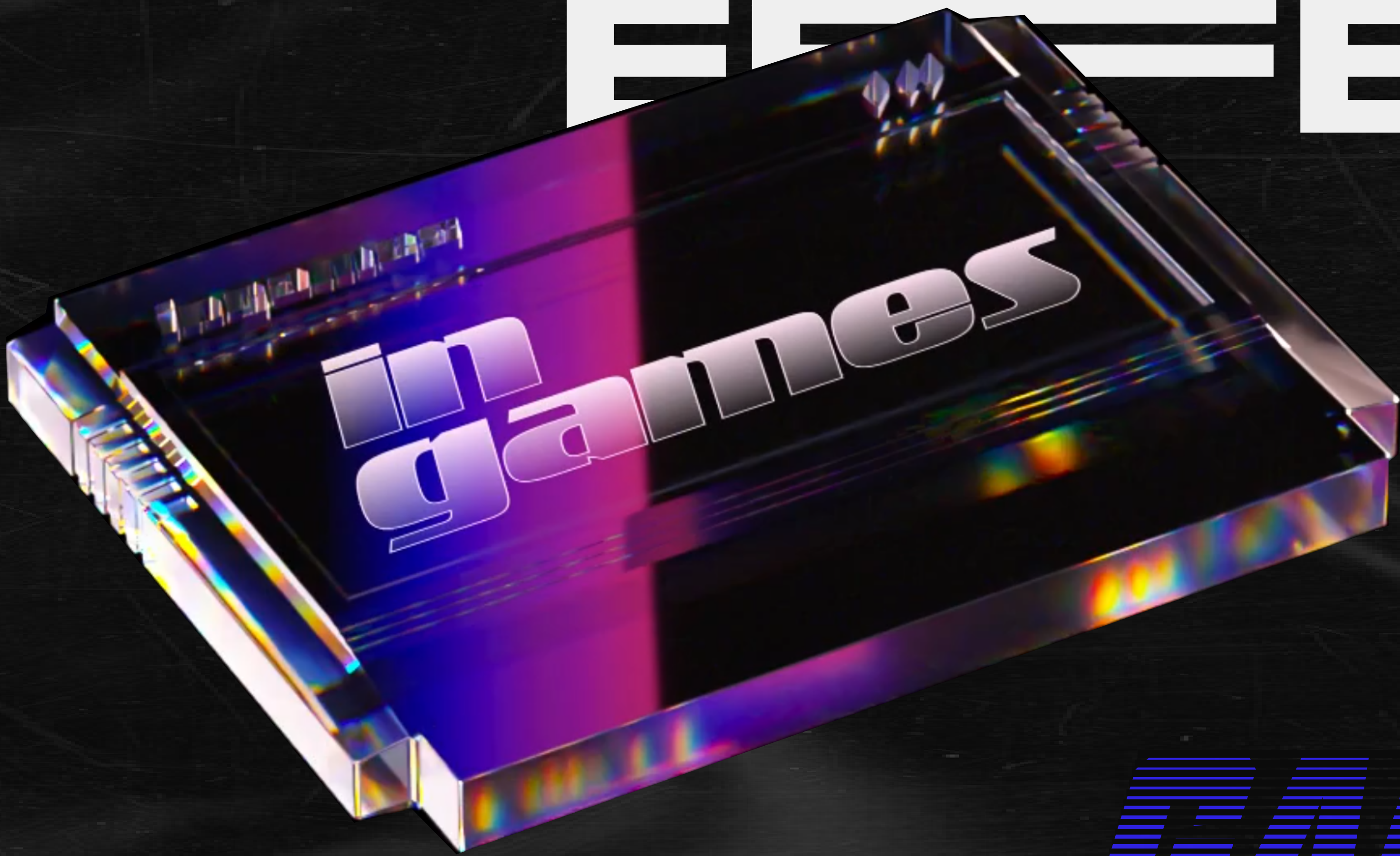


主KV以及整体物料展示效果图





DOMINO EFFECT



“SURPRISE”
IS JUST AROUND THE CORNER

GAMING

「进入」ingames世界,「惊喜」一触即发!



关键词:

in / 入口 / 惊喜 / 新世界 / 创造

品牌调性:

通过极度潮流的对比色彩,增强游戏属性的对抗感,
呈现一种新的产品语言,并通过产品符号赋予一定的记忆点.

玩家角度

logo设计强调品牌in的符号认知,把"in"字母和多米诺精神相约结合,把一张卡片当作一个玩家,随着卡片翻动,可以联想到我们成千上万的玩家聚集沉浸在平台内进行互动交流,也可以来展示我们给玩家提供的内容多元性。

开发者角度

logo图形稳定正立着三张卡片拼成"in",卡片之间连接,表达游戏开发者建立沟通的渠道,强调游戏开发者之间合作交融的关系,寓意我们理性、严谨、脚踏实地的工作态度。

业务角度

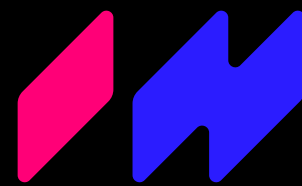
也可结合玩家现实进入游戏用手指触碰到屏幕的一瞬间,在ingames惊喜一触即发,我们邀请他们翻看不一样的惊喜与游戏新世界,象征着我们为玩家打造全方位体验的游戏生态。

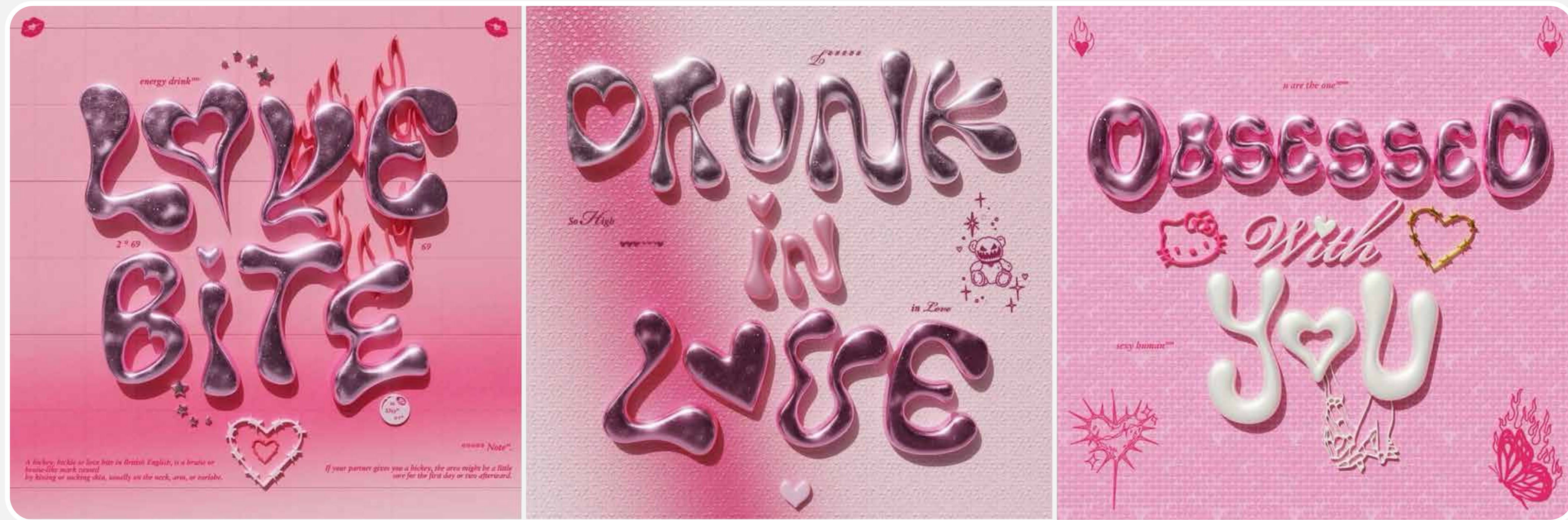


游戏感

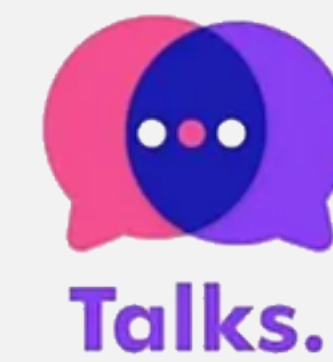
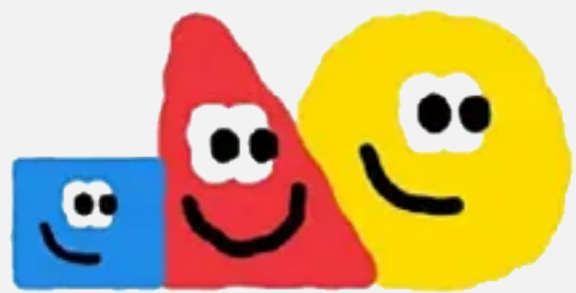
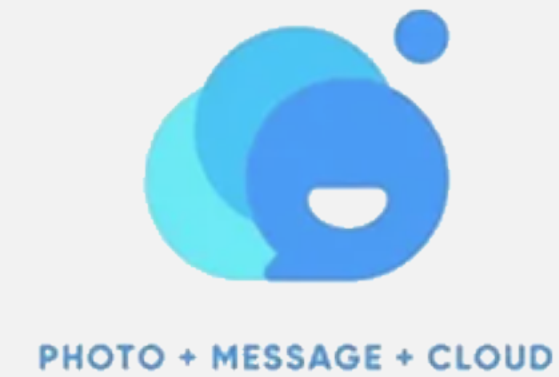
Design language

沉浸感





字体效果设计



Logo设计练习

典当灵魂 D-D-L-H 那时花开 华灯初上 Huadengchushang 少年先锋队 SHAONIAN XIANFENGDUI

魔界天使 MOJIE TIANSHI 如梦如幻 叶落之森 YELUOZHISEN 仗剑天涯 ZHANGJIAN TIAN YA

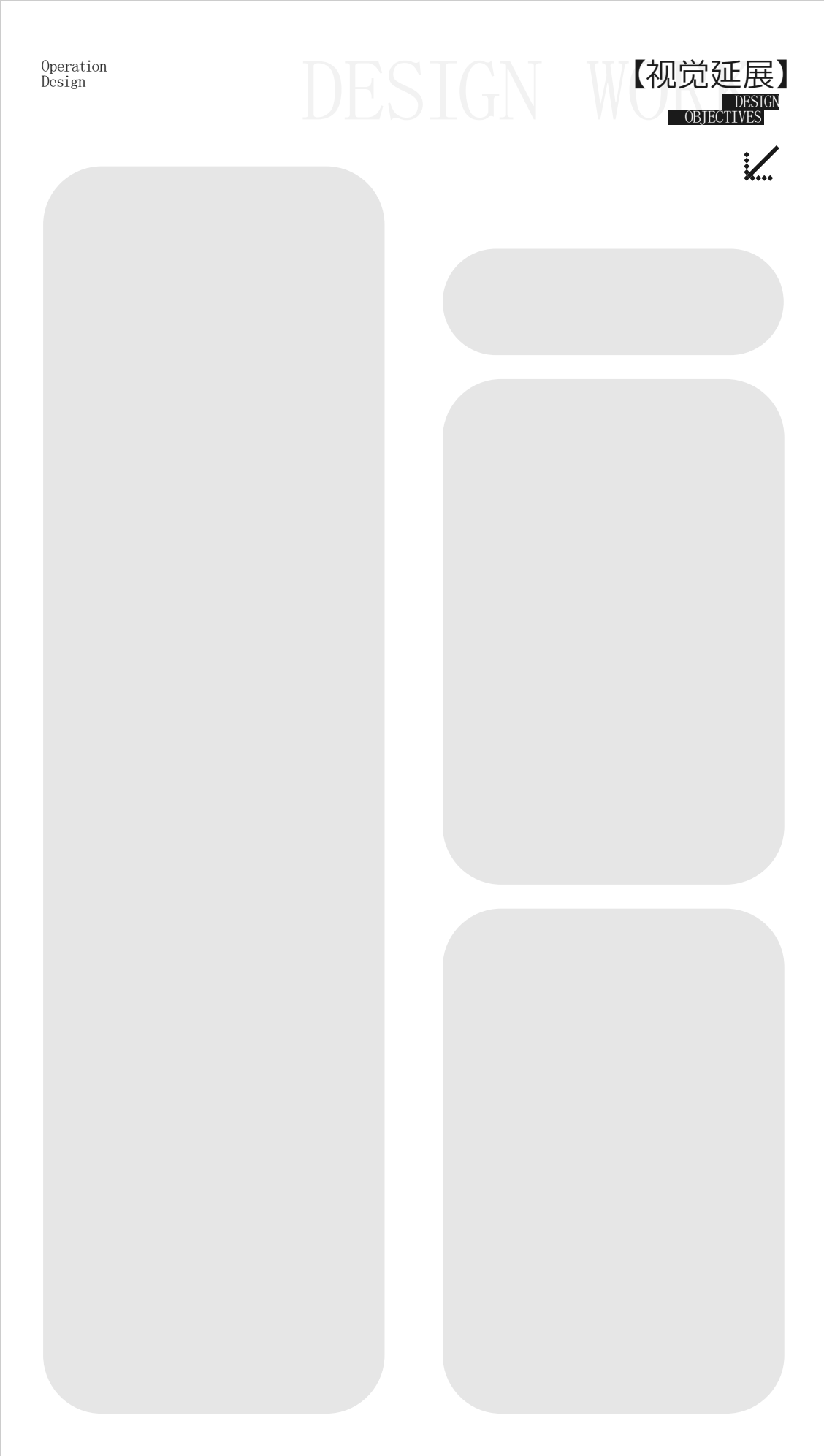
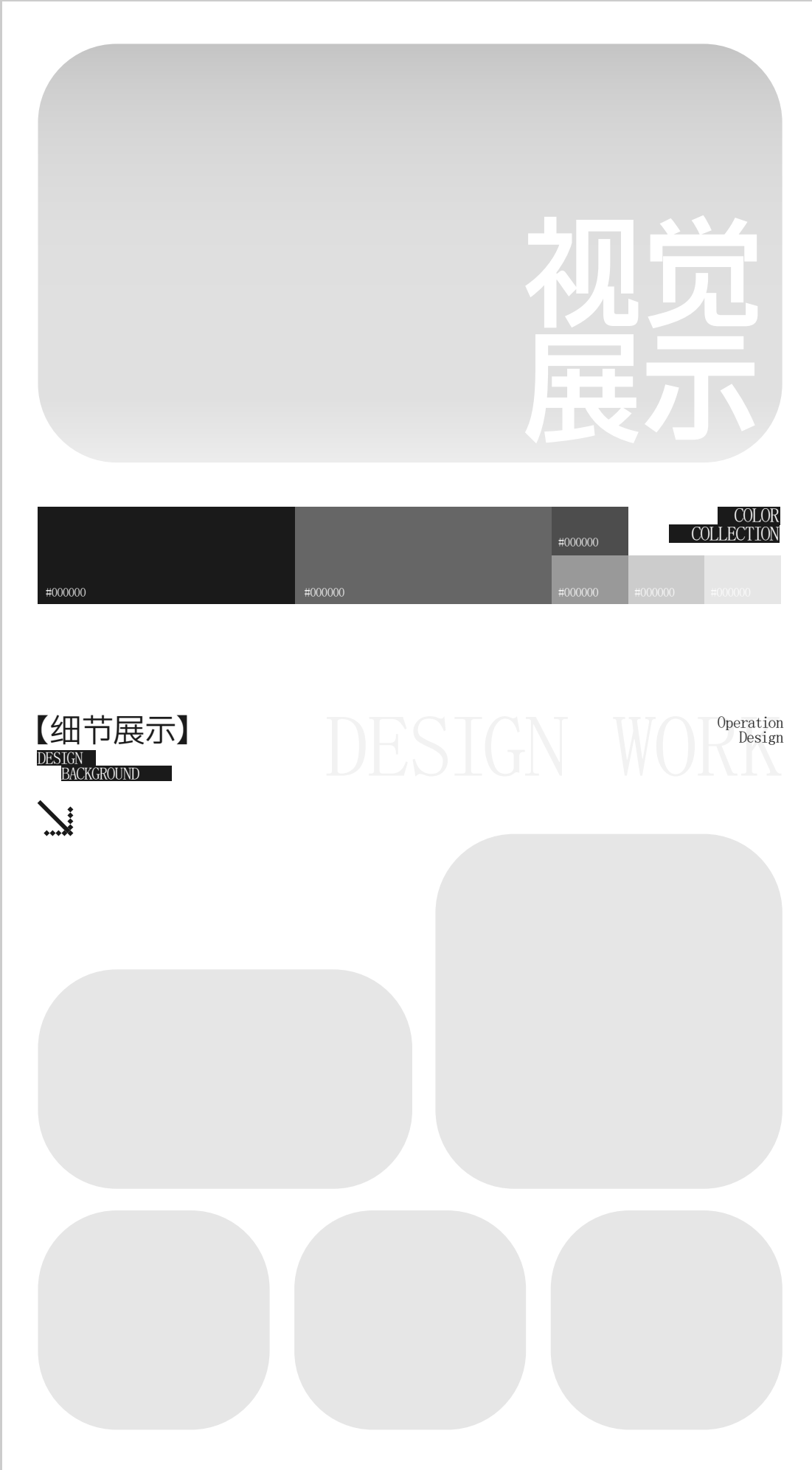
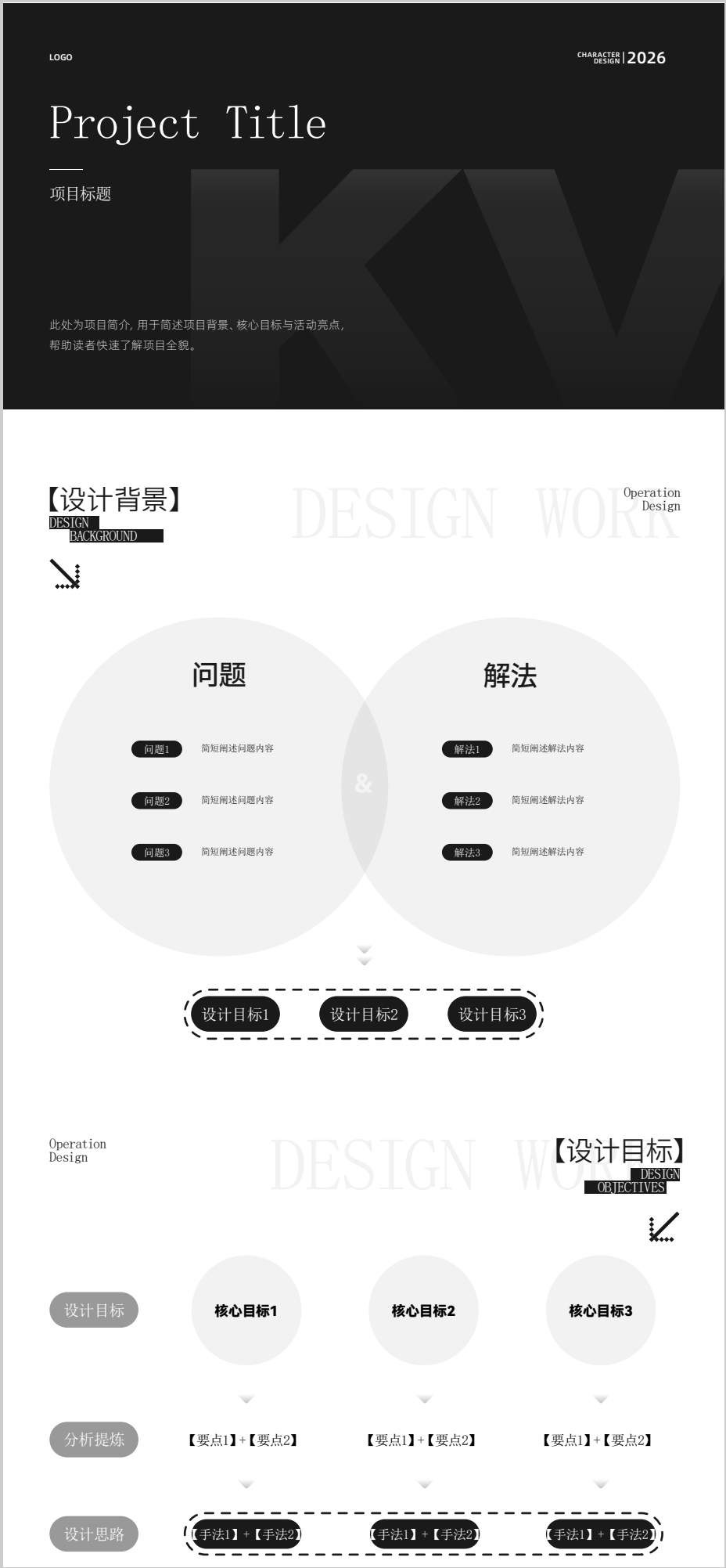
字体设计



详情页设计



长图海报设计



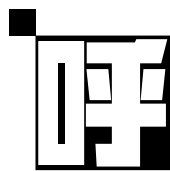
页面排版设计



人物海报设计



3D效果图展示



【视觉设计】

THAEEKS

【平面设计】

@Ziyu Zhao

微信

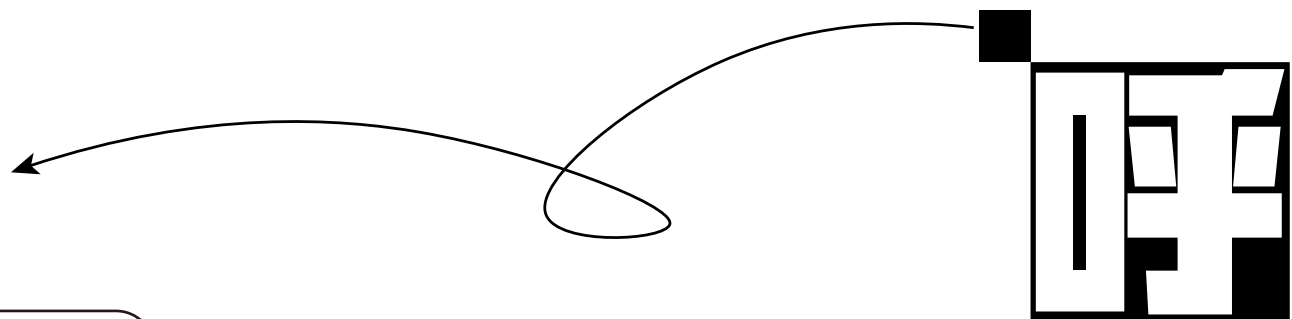
19057197637

电话

19057197637

邮箱

2816527404@qq.com



【AIGC】

