



QIN LIANGYU 秦良禹
Graphic Designer / Art Director

Based in Shanghai

Phone: +86 193 0144 8631
Email: qinliangyv@gmail.com
WeChat: Qinliangyv401

EDUCATION 学历

SEP 2018 - JUN 2022
Visual Communication Design, Bachelor of Arts,
University of Science and Technology Beijing
视觉传达设计, 本科, 北京科技大学
GPA: 3.5/4.0 (Top 5 in grade)

ABILITY 能力

Art Direction (Graphic & Shooting)
Logography, typography and layout (Ai & Id.)
Motion and video edit (Pr. & Ae.)
Photography & Retouch (Ps. & Lr.)
3D scene edit and render (C4D.)
AI-assisted visual creation (ChatGPT & Midjourney)
Design thinking (UX & Service Design)

AWARDS 奖项

Asia-Pacific Design (APD), Shenzhen, 2024
Award360°, Guangzhou, 2024
Hiibrand Awards, Guangzhou, 2024
Platinum Originality, Hangzhou, 2022

EXHIBITION 展览

ShinyTrip, Shanghai, 2024
China TDC 2024, Shenzhen, 2024
Hiibrand Awards, Hua'an, 2024
Beyond Value, Beijing, 2024
D&AD, Shanghai, 2024
Unfold, Shanghai, 2023

CLIENTS 服务客户



INTERN EXPERIENCE 实习经历

DEC 2021
MAY 2022
Graphic Design Intern, JIUHAO, China Mainland (Remote)
平面设计实习, 可持续时尚企业(初创团队), 旧好, 中国大陆(远程)

AUG 2021
NOV 2021
Brand Design Assistant, NFT Dept., Si'an Design Agency, Beijing
品牌设计助理, 区块链加密货币部门, 文案设计咨询, 北京

SEP 2020
APR 2021
Graphic Design Intern, Marketing Dept., Netnase, Beijing
平面设计实习, 市场部, 网易, 北京

WORK EXPERIENCE 工作经历

JUN 2025 -PRESENT SENIOR GRAPHIC DESIGNER & CREATIVE ART DIRECTOR, LABELHOOD, SHANGHAI

Brand Events & Fashion Week Visual Execution

Deeply involved in the visual design and execution of major LABELHOOD brand events and fashion week-related projects, including 25 Youtopia and 26SS/26AW Fashion Week. Developed and adapted key visuals across multiple communication touchpoints, including online campaign assets, outdoor advertising, event materials, offline displays, peripheral gifts and spatial visual applications. Worked closely with the BD team and internal departments to revise and deliver creative materials according to project timelines, event requirements and sponsor needs, ensuring visual consistency and high-quality execution under fast-paced schedules.

Retail Campaign, Window Display & Spatial Creative Art Direction

Participated in retail campaign, window display and spatial projects for LABELHOOD and related retail activities, including Qixi, summer window display, Christmas window display, Family Sale and Winter Sale. Translated campaign themes and brand visual language into physical touchpoints, including window visuals, display props, environmental graphics, signage, display structures and on-site communication materials. Supported prop selection, production follow-up, on-site installation and execution supervision to ensure strong consistency between approved design concepts and the final on-site outcome.

Project Management & Event Delivery

Managed design progress and execution coordination across multiple event projects, including timeline tracking, visual material list organization, supplier communication, production file preparation, sample confirmation, material delivery and on-site installation support. Coordinated with content marketing, BD, retail, merchandising, showroom and external production teams to move projects from concept development and revision rounds to final delivery. Built hands-on experience in managing multi-stakeholder requirements, maintaining attention to detail and ensuring execution quality across large-scale events and retail spatial projects.

Retail Operations, Showroom & Cross-functional Design Support

Supported visual design needs across LABELHOOD retail operations, short-term pop-ups, spatial updates and showroom projects, including the 184 store renovation, 26SS SHOWROOM, retail event materials and daily operational visuals. Designed and followed up on the production of vinyl stickers, printed materials, acrylic signage, spatial graphics, event wayfinding and on-site display materials according to different project contexts. Also assisted with LABELHOOD GOODS self-owned product development and A MAGAZINE exhibition merchandise production, while providing cross-functional design support for HR, merchandising, showroom and internal teams.

FEB 2025 -JUN 2025 ART DIRECTOR & GRAPHIC DESIGNER, HYPEBEAST (HYPEMAKER), SHANGHAI

Digital Campaign Art Direction

Contributed to seasonal product campaign art direction for adidas & adidas ORIGINALS. Collaborated closely with the team on early-stage creative development and visual concept design. Developed detailed shoot plans and provided on-site direction for lighting, composition, and tone to ensure strong visual consistency and brand recognizability. Oversaw coordination between creative and production teams, driving cross-functional collaboration efficiently in a fast-paced, international environment to deliver high-quality outcomes.

International Creative Collaboration

Worked across time zones and languages with global brand teams, local markets, PR, and production teams. Maintained sharp creative judgment under tight deadlines, enabling rapid iteration and rollout of campaigns. Gained extensive experience in high-intensity creative execution within a leading global media and culture platform.

Event & Pop-up Visual Design

Led visual concept development and execution for adidas & adidas ORIGINALS offline events, including product launches and pop-ups. Extended creative concepts into spatial and window display designs, integrating audience flow and brand narrative. Created immersive and socially engaging experiences through on-site visuals.

Cross-Platform Visual Adaptation

Directed the adaptation of campaign key visuals across various channels, including social media assets, retail collaterals, and out-of-home advertising. Ensured systemized and coherent visual identity across all touchpoints. Managed end-to-end execution from concept to final production, demonstrating strong project management skills and attention to delivery quality.

资深平面设计师 / 创意美术指导, LABELHOOD 蕾虎, 上海

品牌大型活动与时装周视觉执行

深度参与 LABELHOOD 蕾虎大型品牌活动与时装周相关项目的视觉设计及落地执行, 包括 25 吨桃、26SS/26AW 时装周等重点项目。负责活动主视觉及延展物料在不同传播场景中的应用, 包括线上传播视觉、户外广告、活动现场物料、线下陈列、周边礼品及空间视觉触点等。根据项目节奏、活动内容及赞助商需求, 配合 BD 与内部团队进行多轮视觉调整与交付, 确保设计内容在高强度周期中准确落地, 并保持品牌调性与现场完整度。

线下 Campaign、橱窗与空间装置创意美术

参与 LABELHOOD 及相关门店活动的线下 campaign、橱窗及空间项目, 包括蕾虎七夕、夏季橱窗、圣诞橱窗、Family Sale / Winter Sale 等。负责将活动主题与品牌视觉语言转化为具体的线下呈现形式, 涵盖橱窗视觉、陈列道具、环境图形、导视标识、展示结构及现场传播物料。参与道具筛选、物料制作跟进、现场安装协助与执行监管, 确保创意概念从设计稿到现场呈现之间保持一致。

项目管理与活动落地执行

负责多个活动项目中的设计推进与执行协调, 包括项目时间线跟进、视觉物料清单整理、供应商沟通、制作文件输出、打样确认、物料运输及现场安装配合等工作。在紧凑项目周期中协调内容营销、BD、零售、商品、showroom 及外部制作团队, 推动设计方案从前期概念、过程修改到最终交付的完整落地。具备在大型活动与门店空间项目中处理多方需求、控制细节和保证执行品质的经验。

门店运营、Showroom 与跨部门视觉支持

支持 LABELHOOD 门店运营、短期快闪、空间更新及 showroom 项目中的视觉设计需求, 包括 184 店铺空间翻新、26SS SHOWROOM、门店活动物料及日常运营视觉。根据不同项目场景完成即时贴、打印物料、亚克力牌、空间图形、活动指示及现场展示物料的设计与制作跟进。同时协助 LABELHOOD GOODS 自有商品及 A MAGAZINE 展览相关商品的开发与生产支持, 为 HR、商品、showroom 等部门提供招聘海报、空间文件整理及其他跨部门设计支持。

艺术指导与平面设计, HYPEBEAST (HYPEMAKER), 上海

平面广告艺术指导

参与 adidas & adidas ORIGINALS 季度产品 Campaign 的平面广告拍摄艺术指导工作。与团队协作完成前期创意构思与视觉风格设定, 制定拍摄方案并现场指导灯光、构图与色调, 确保成片具备高度视觉统一性与品牌辨识度。在快节奏国际项目中高效推动跨部门协作, 提升作品完成度与执行效率。

国际团队协作

在多语言、多时区的工作环境中, 日常与总部品牌团队、本地市场、公关与制作团队密切协作。擅长在高压下保持创意判断, 推动项目快速迭代与落地, 具备国际潮流媒体环境下的高强度创意执行经验。

活动空间视觉设计

负责 adidas & adidas ORIGINALS 线下 Event (如新品发布、限时快闪) 整体视觉概念与落地设计。从活动创意概念延展至空间与橱窗视觉, 结合人流动线与品牌语境, 设计场景化传播内容, 营造具沉浸感与话题度的现场体验。

跨平台视觉延展

主导 Campaign 核心视觉在不同媒介上的延展应用, 包括社交媒体内容图像、门店物料、户外广告等, 确保品牌视觉在不同传播场景下保持系统性、一致性与灵活性。具备良好的项目统筹能力, 熟悉从设计到物料落地全流程管理。

APR 2023
-FEB 2025

SENIOR GRAPHIC DESIGNER, KAUKAU, SHANGHAI

Art Direction

Deeply involved in the early stages of projects, including graphic design, motion graphics, packaging, products, and photography. Responsible for post-production, creating shooting plans, and providing guidance on lighting, color tones, and retouching to enhance overall quality. Coordinate with the team and other creatives on set to ensure smooth execution and maintain control throughout the process—from concept development to final output.

Public Relationship

Responsible for the planning and creation of content for the studio's official social media accounts, including the design, photography, and post-production of promotional images. Focused on visual expression and communication effectiveness, ensuring the studio maintains its unique tone and identity.

Brand System Design

Possesses strong capabilities in systematic brand design, with experience handling projects from global brand campaigns to fashion shows and logo upgrades. By decoding brand positioning, develops recognizable and extendable visual languages—including logo systems, typography, and brand extensions.

Motion Graphic Design

Responsible for the entire process of dynamic design, from research to project execution, including style research, storyboard creation, and motion effect production. Proficient in using After Effects and TouchDesigner to achieve high-quality motion effects and film designs.

Layout & Editorial Design

Skilled in using grid systems and layout tools for precise visual output (books, posters). Strong at developing multiple extension materials from the main visual, adapting to the needs of different communication scenarios.

JUL 2022
-MAR 2023

GRAPHIC DESIGNER, BRAND DEPT., LOOKNOW, SHANGHAI

Event & Pop-up Visual Design

Contributed to the creative planning and visual direction of offline activations and pop-up events. Developed site-specific visual narratives based on human-scale spatial experience, extending brand visuals into window displays, in-store props, and environmental graphics to create immersive brand moments.

Brand Visual System Development

Conducted competitor analysis and audited brand communication channels across digital and retail. Structured social media content categories and established visual guidelines—covering color, typography, and layout systems—to support cohesive and scalable brand expression.

Visual Content Operations

Led the seasonal visual design for retail window displays, campaign assets, and social media content. Balanced brand storytelling with communication effectiveness across multiple touchpoints, maintaining strong visual consistency and audience relevance.

Production & Execution Oversight

Managed final artwork preparation and production files. Closely involved in the execution of spatial materials (pop-ups, window displays), packaging (holiday gift boxes), limited apparel (e.g., hoodies), and brand collateral (magazines, posters, stickers), ensuring high-fidelity translation from design to delivery.

资深平面设计师,
KAUKAU, 上海

视觉艺术指导

深度参与项目的前期策划, 包括平面 / 动态 / 包装 / 产品 / 拍摄等。在后期拍摄时制作拍摄方案, 提供灯光、色调及修图等具体执行层的指导, 提升整体作品质感, 在拍摄现场协调团队与其他创意人员, 把控从创意发想到成片输出的全流程;

新媒体形象公关

负责工作室公众号及其他社交媒体内容的策划与制作, 参与宣发图像的设计、拍摄与后期制作, 注重视觉表现力与传播效果, 维持工作室的独特调性;

品牌系统性设计

具备系统化品牌设计能力, 经手项目从全球性品牌活动到时尚品牌秀场再到品牌标志升级均有涉及, 通过深入解码品牌定位, 设计具有识别性和延展性的视觉语言, 包括 Logo 设计、字体设计及品牌系统延展;

动态影像设计

负责前期调研到后期项目执行的动态设计全流程, 包括风格调研、分镜绘制与动画制作。熟练使用 After Effects 和 TouchDesigner, 实现高质量动效及影像设计。

版式与书籍设计

通过网格系统, 熟练操作排版工具进行精准的视觉呈现 (书籍、海报); 善于从主视觉出发, 延展线上与线下多渠道物料, 适应不同传播场景的需求。

平面设计师, 品牌部,
LOOKNOW, 上海

空间活动视觉设计

参与品牌线下快闪活动及空间项目的创意策划与视觉风格探索。围绕现有门店环境, 通过“以人为尺度”的空间叙事方式, 将视觉语言延展至橱窗、展陈装置与室内动线, 打造具沉浸感与识别度的现场体验。

品牌视觉系统构建

通过竞品调研与品牌渠道分析, 梳理线上线下传播结构, 构建起系统化的视觉规范, 包括色彩、字体与版式逻辑, 推动品牌精细化内容运营与长期视觉一致性。

视觉内容运营

主导品牌季度橱窗、campaign 活动物料及社交媒体内容的视觉设计。注重视觉传播力与品牌表达之间的平衡, 使不同传播平台的设计协调统一、具备辨识度。

落地与执行管理

负责设计文件输出与物料落地执行, 深度参与快闪与橱窗物料、礼盒包装、限量版装与周边物料 (手册、贴纸、海报等) 的制作与生产流程。确保设计概念在最终呈现中实现高度还原。

PROJECT EXPERIENCE 项目经历

SUMMARY Campaign Visual Identity / Event Visual System / Retail Window Display / Pop-up & Spatial Graphics / Showroom Visual Design / Printed Collaterals / Editorial & Packaging / Motion Graphics / Shooting Direction / Production Follow-up

视觉系统 / 活动视觉系统 / 零售橱窗 / 快闪与空间图形 / Showroom 视觉 / 印刷物料 / 书籍与包装 / 动态视觉 / 拍摄指导 / 制作跟进

DETAILS SALOMON Road To The Future 2.0
HYPEBEAST Cup Event Visual Identity
26SS / 26AW Fashion Week, 25QIXI, 25Christmas, 25CNY / 活动视觉系统执行
23SSG / 24CNY / 24WMHD / 25CNY Campaign Graphic Visual Identity Design / 平面视觉系统设计
Shiny Trip Exhibition Visual System Design / 展览视觉系统设计
Nike Membership 24 GWP Design & Shooting Direction / 产品设计与拍摄指导
26CNY Creative Art Direction / 创意艺术指导
The Gold List 2024 Chapter Cover Design / 章节封面设计
SS25 Runway Visual Design & Art Direction / 25 春夏秀场视觉设计与艺术指导
SS24 Birding Online Key Visual Design / 24 春夏线上 KV 设计
Mini Cooper Collection Book Design / 书籍设计
C-Graphic Poster Design / 海报设计
In The Dark Grotto Editorial Design / 书籍设计
Eros Packaging Design / 包装设计
23 Showreel Motion Design / 动态设计
Elemenopee EP Design / 专辑设计
KREW Brand Visual Identity Design / 品牌视觉识别设计
INART Brand Visual Identity Design / 品牌视觉识别设计
2324 Brand Visual Identity Design / 品牌视觉识别设计
Cityjump Campaign Visual & Motion Design / 活动视觉与动态设计
Dive In Summer Campaign Visual Design / 活动视觉设计
Official Account Visual System Development / 公众号视觉系统开发
littlecub Brand Visual Identity Design / 品牌视觉识别设计

SALOMON / 萨洛蒙 2026
HYPEBEAST Global 2026
LABELHOOD / 蕾虎 2025-2026
lululemon / 露露乐蒙 2023-2025
Angle Gallery 2025
NIKE / 耐克 2024
ON / 昂跑 2024
Condé Nast Traveler / 悦游 2024
STAFFONLY 2024
OUT n About 2024
Mini / 宝马迷你 2024
C-Graphic Index 2024
Wangxin / 王欣 2024
18 / 拾捌精酿 2024
KAUKAU 2024
KAUWGOMBAL 2023
KREW 2023
INART / 艺术方面 2023
2324 / 二三二四 2023
UCCA / 尤伦斯艺术中心 2023
Xintiandi / 新天地 2022
LOOKNOW 2022
JIUHAO / littlecub 2022