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Tools

Adobe Suite

Blender / Cycles

AI-assisted workflow

Skills

品牌定位与策略

视觉识别系统 (VIS)

艺术指导

包装策略及设计

展览空间设计

团队管理

Awards & Publications

Behance 精选

2022

Inside LVMH 证书

2022

入选品牌星球年度供应商

2021

入选品牌星球设计供应商

2020

《Wrap It Up》, 三度出版社

2017

普瑞特学院 — 荣誉校友奖

Pratt Institute, Brooklyn, NY, USA

2014

优异学者奖学金

SAGE Scholars Merit Award

Philadelphia, PA, USA

2013 - 2017

室内设计专业奖学金

BFA Interior Design

Admissions Scholarship

Pratt Institute, Brooklyn, NY, USA

01

Profile

我的工作横跨两个世界：纽约的艺术机构，与中国的新消费市场。前者训练了我对视觉、叙事与品味的判断；后者让我学会在真实的约束里——预算、周期、货架——把一个品牌从零做出来。

7 年主理 milieu studio, 为 20+ 新锐消费品牌搭建命名、定位、视觉识别与包装系统, 多个已获机构融资或进入头部产业方孵化体系。

02

Education

2018 Aug - 2020 May

纽约大学 New York University

QS # 38

视觉艺术管理硕士

艺术/品牌合作方向

2013 Aug - 2017 May

普瑞特学院 Pratt Institute

QS # 6 in Art & Design

室内设计学士

2017 届荣誉毕业生

03

Professional Experience

2019 June - Present

创始人/创意主管

密虑工作室 milieu studio

杭州, 中国

独立创立并运营品牌视觉创意工作室, 主导创意方向、客户关系、团队管理与项目交付。

5 年累计主理 20+ 品牌项目, 客户涵盖美妆个护、功能性食品、健康消费、平台电商等赛道。

0 到 1 品牌孵化

为新锐消费品牌完成从品牌定位、命名、视觉识别、包装系统到传播物料的完整搭建。重点项目成果：

- Hashtag 井我 | 获 话梅 HARMAY 战略投资 — 主导品牌从命名到视觉体系的搭建
- 时无为 | 进入 珀莱雅孵化器 — 主导品牌重塑
- LumosMax 乐霖 | 完成 天使轮融资 (联合方参投) — 参与早期品牌视觉构建

创意策略与全流程把控

从消费者洞察、赛道分析、品牌叙事到设计执行, 独立完成品牌策略文档并向客户创始团队汇报。擅长在初创品牌有限预算与紧凑周期内锁定视觉重心, 保证策略方向与落地执行的一致性。服务客户涵盖从早期品牌孵化到成熟品牌迭代的阶段。

团队与资源管理

带领高峰期 5 人的核心设计团队, 并与纽约的协作设计师及摄影、3D、插画、印厂等外部资源长期配合, 推进多个并行项目。建立稳定的供应商网络, 保证多项目并行下的交付质量。

代表客户

- 平台 / 集团 | 天猫国际、正新集团、WeWork、ClassPass、KoGi 可及
- 美妆个护 | Hashtag 井我、时无为、LumosMax 乐霖、Atolla Skincare、Surya Spa、Dazzle Me、Summer Fridays、CannaFever 新奇迹、CinqueTerre 奈可狮尼、Laura Sassi
- 功能性食品 | WhollyMoly 好哩、Chooyen 悦初颜、ChocoZero 零巧、KOOYO、IMEISHWO 医美说观内、Kwell、方回春堂、Ciao Bella
- 生活方式 | TANGISEN 唐霁、Qi Oud 棋雲、CorePlus、The Hood

2019 July - 2019 Dec

工作学者

光圈基金会 Aperture Foundation

纽约, 美国

全球顶级摄影艺术出版机构。在高级合作发展主管指导下, 参与资金筹集活动、慈善晚宴策划及机构日常运营。

- 协助《Aperture Magazine》第 240, 241, 242 期出版
- 参与 Diana Markosian 《Santa Barbara 圣巴巴拉》、Nigel Poor 《San Quentin 圣昆汀》、Mariko Takeuchi 竹内圆子《Women's Work》等艺术刊物的出版工作

2018 Mar - 2019 Mar

三维视觉艺术家

Joseph La Piana Studio

纽约, 美国

纽约知名当代艺术家工作室。负责艺术装置的比例图、三维模型与场地效果图, 编写装置组装手册。

- 参与 纽约公园大道静态雕塑《Tension Sculptures》与 纽约时代广场交互装置《In My Head》的制作
- 协助艺术家与时尚品牌 NUMBER:Lab、家具品牌 Patterson, Flynn & Martin 的跨界合作项目

04

Prior Experiences & Exhibitions

2020 Mar

展览策展人

正在上映 On View

纽约城市剧院

纽约, 美国

2019 Mar

展览策展人

B面 B-Sides

393 Broadway

纽约, 美国

2018 Dec

嘉宾

解构数字时代的艺术

Usagi Gallery

纽约, 美国

2017 Jan

中文主编助理

Artnet News China

Artnet New York

纽约, 美国

2015 Sept

参展艺术家

CIDA(室内设计认证委员会)展览

普瑞特学院

纽约, 美国

2015 Apr

参展艺术家

缓解, 适应, 弹性

普瑞特学院

纽约, 美国

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Tools

Photoshop
Illustrator
InDesign
Blender / Cycles
AIGC / claude & lovat

Skills

Concept Development
Brand Identity
Art Direction
Packaging Design
Graphic Design
Exhibition / Curatorial Design

Awards & Recognition

Featured in Behance

2022
Inside LVMH Diploma

2022
Brandstar Annual Vendor

2021
Brandstar Top Design Vendor

2020
Wrap It Up
Sandu Publishing

2017
Pratt Circle Award
Pratt Institute, Brooklyn, NY

2014
Scholarship Recipient
SAGE Scholars Merit Award
Philadelphia, USA

2013 - 2017
BFA Interior Design
Admissions Scholarship
Pratt Institute, Brooklyn, NY

01

Education

2018 Aug - 2020 May

New York University
New York, NY QS# 38

Master of Arts in Visual Arts Administration
W. a concentration in Art Brand Partnership

2013 Aug - 2017 May

Pratt Institute
Brooklyn, NY QS# 6 in Art & Design

Bachelor of Fine Arts in Interior Design
Graduated with honors

02

Professional Experience

2019 June - Present

Founder/Creative Director

milieu studio

Hangzhou, China

As the founder and creative director at milieu studio, I spearhead studio's creative vision and operations, focusing on developing strong visual identities for consumer brands and ensuring that our designs meet market demands and client expectations. My role involves extensive client interaction, strategic brand development, and leadership over creative projects.

Client Communication and Needs Analysis:

Engage directly with clients to precisely analyze their needs, ensuring that service solutions align perfectly with user requirements and application scenarios through an understanding of market characteristics and target demographics.

Brand Development:

Successfully developed and enhanced the visual identity systems for several emerging consumer brands, overseeing the transition from conceptual designs to tangible value expressions and planning their ongoing visual strategy.

Strategic Brand Planning:

Solely responsible for comprehensive brand strategy, from consumer insights and market research to crafting and articulating compelling brand narratives.

Leadership and Team Management:

Lead and motivate a design team to execute major design projects, providing creative direction and strategic insights to ensure superior market positioning and execution feasibility.

Resource Management:

Efficiently manage team resources, ensuring project completion within deadlines, sustaining high efficiency, and delivering quality creative outputs, while keeping clients updated with progress and recommendations for improvements.

2019 July - 2019 Dec

Work Scholar

Aperture Foundation

New York, USA

During my work scholar period at Aperture Foundation, I supported key fundraising initiatives and collaborated across departments to bolster Aperture's programs and events. My role demanded excellent organizational skills and the ability to work effectively under pressure.

Fundraising Support:

Assisted the Development Director and Institutional Funding Officer in fundraising efforts supporting a broad range of Aperture Foundation's activities, including donor and membership programs, arts publications, and Aperture Magazine.

Cross-Departmental Collaboration:

Demonstrated outstanding coordination and communication skills, effectively supporting daily operations and contributing to the cross-departmental programs through strategic collaborations.

Related Projects:

Participated in Diana Markosian's *Santa Barbara*, Nigel Poor's *San Quentin*, and Mariko Takeuchi's *Women's Work*. Contributed to the publication of *Aperture Magazine* Issue 240, 241, and 242.

2018 Mar - 2019 Mar

3D Visualizer

Joseph La Piana Studio

New York, USA

- Developed detailed scale drawings and 3D models, including site renderings and assembly manuals for sculpture installations, enhancing project innovation and execution.
- Assisted in cross-border collaborations with fashion brand NUMBER:Lab and furniture brand Patterson, Flynn & Martin, boosting the projects' commercial and cultural values.

Related Projects:

Tension Sculptures, @ Park Avenue, New York
In My Head, @ Time Square, New York

03

Prior Experiences & Exhibitions

2020 Mar Curator

On View

@ Theater of the New City New York, NY

2019 Mar Curator

B-Sides

@ 393 Broadway New York, NY

2018 Dec Guest Speaker

Unfolding Art in Digital Age

@ Usagi Gallery Brooklyn, NY

2017 May Artist

Pratt Show 2017

@ Pratt Institute Brooklyn, NY

2017 Jan Editorial Assitant

Artnet News China

@ Artnet New York New York, NY

2015 Sept Artist

CIDA Accreditation Exhibition

@ Pratt Institute Brooklyn, NY

2015 Apr Artist

Mitigation, Adaptation, Resiliency

@ Pratt Institute Brooklyn, NY