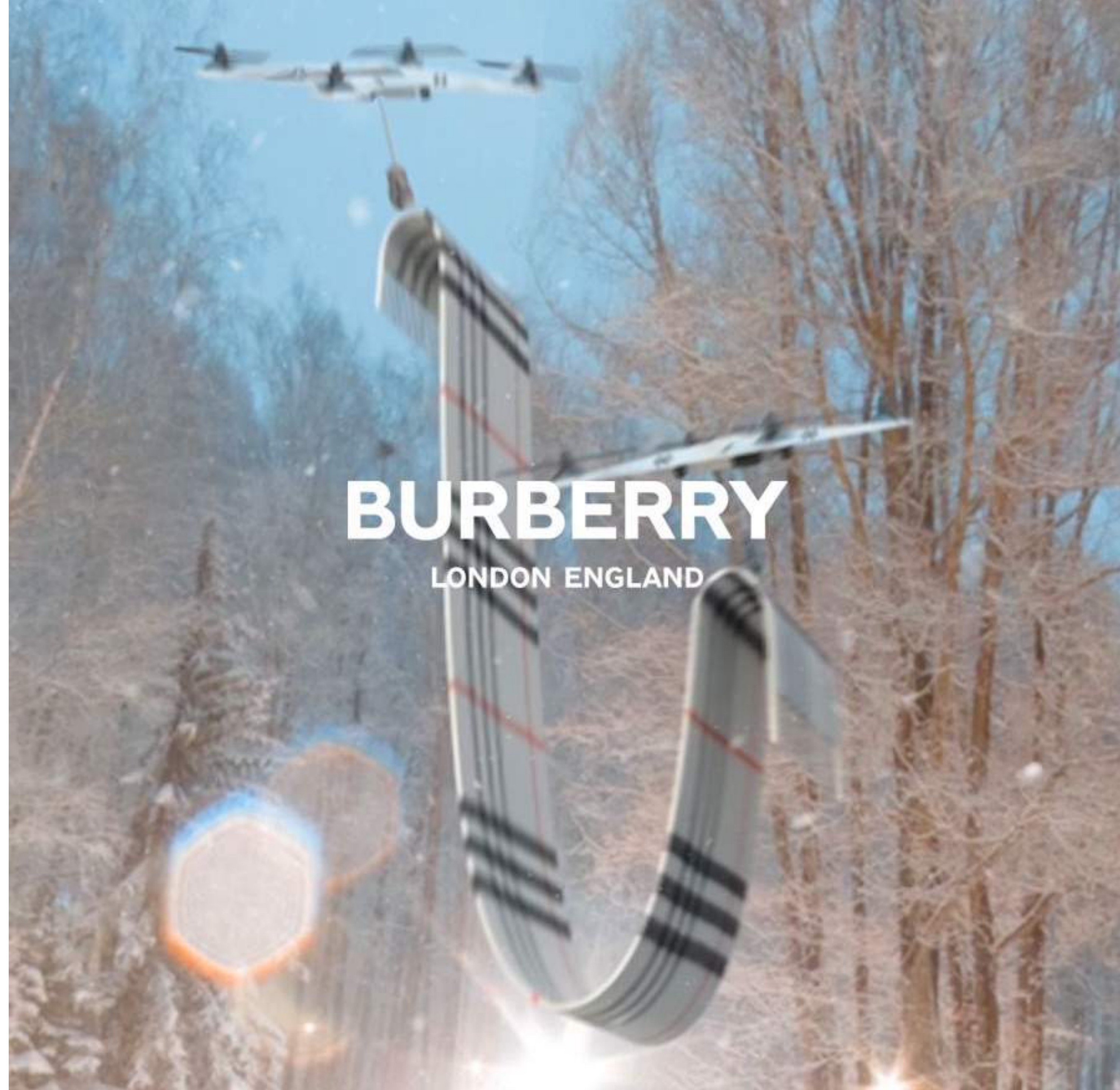


# Portfolio

# **Commercial Commissions**



Client: Burberry

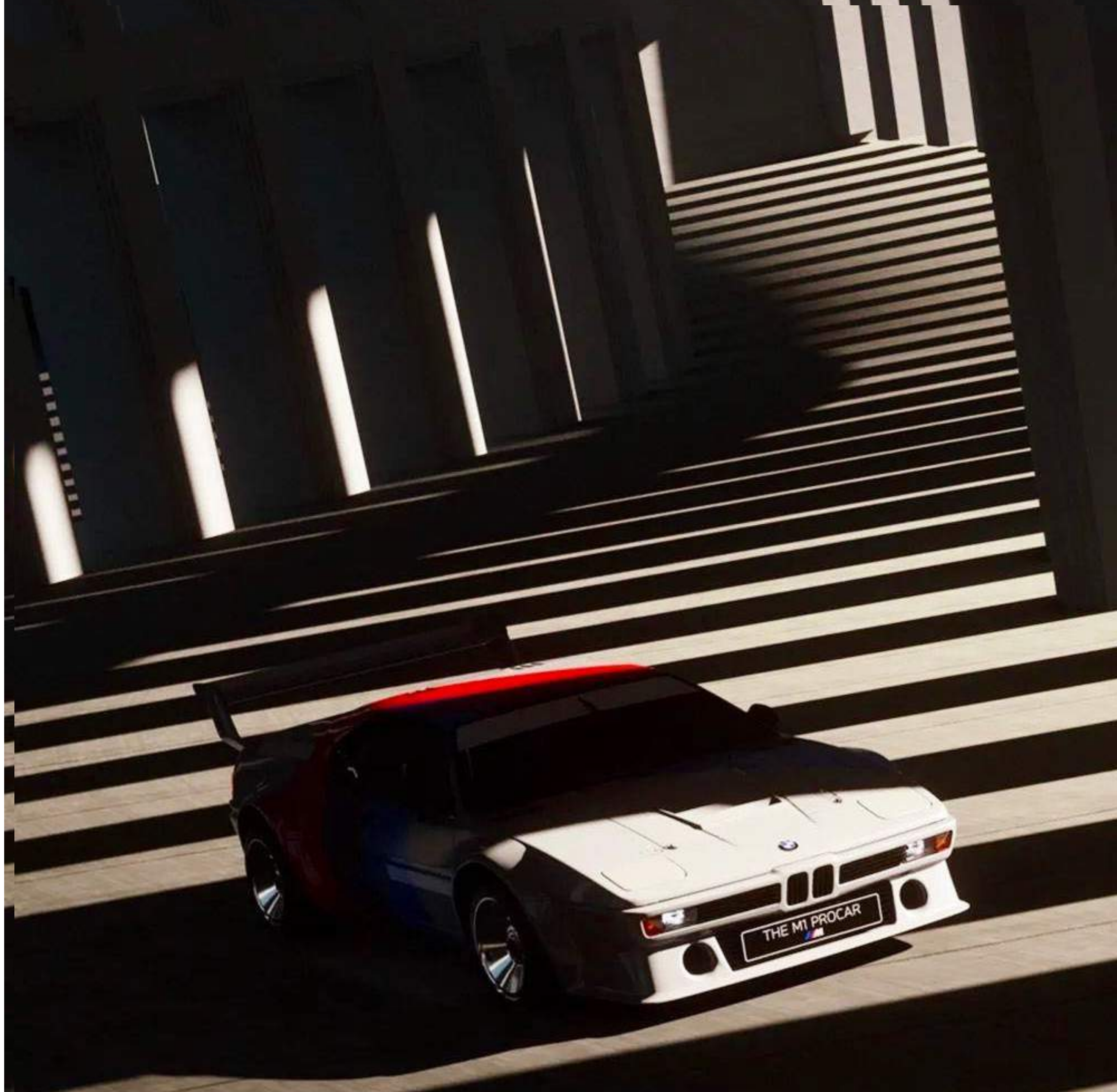
Media: CG Video

Year: 2021

Video: <https://vimeo.com/518585307>



Client: BMW  
Media: CG Video  
Year: 2022  
Video: <https://www.instagram.com/p/CIOVH0Yg7Zb/>







# Harrods

Client: Harrods  
Media: VR Film  
Year: 2020





Client: Arc'teryx

Media: CG Video

Year: 2022

Video: <https://vimeo.com/668882072/0f009f89e1>





Client: Nike

Media: CG Video

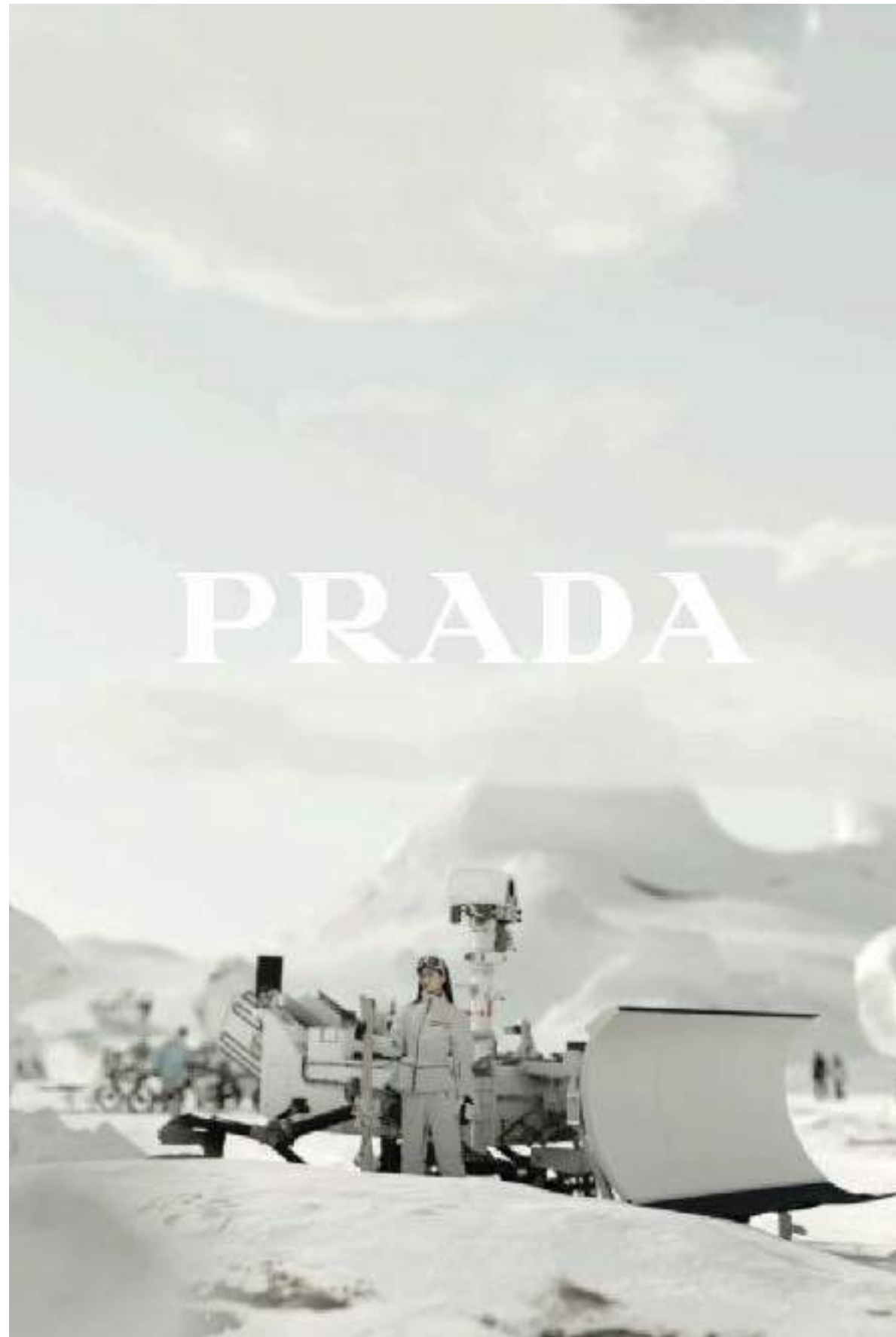
Year: 2021

Video: <https://www.instagram.com/p/CX0WheShS10/>  
[https://www.instagram.com/p/CSN\\_D-gA7bY/](https://www.instagram.com/p/CSN_D-gA7bY/)



# **Design Works**





Client: SKP/Chloe/Prada

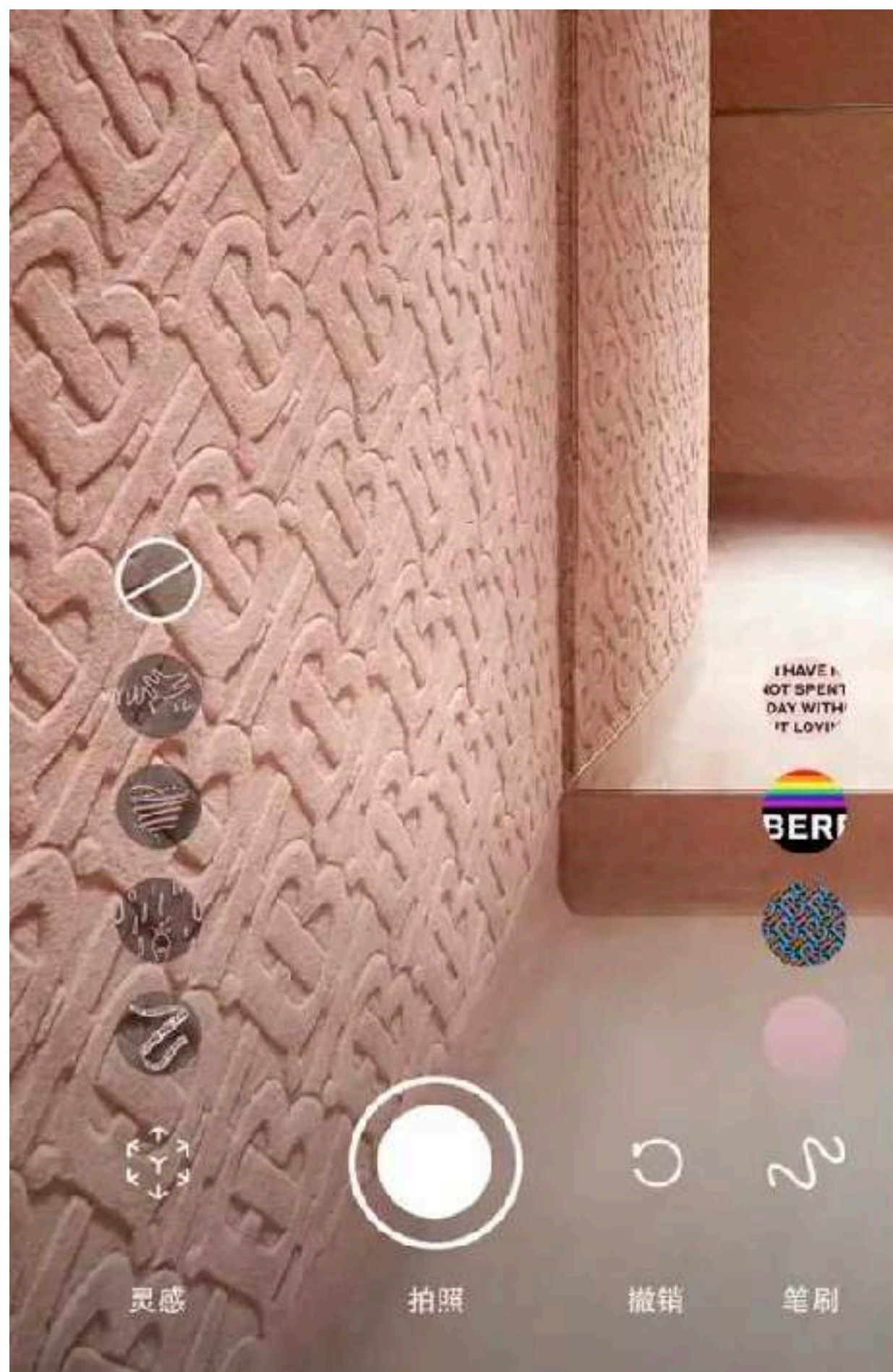
Media: CG

Year: 2021

Link: <https://mp.weixin.qq.com/s/8b9rrjEWsVZjAkDcl8dBJg>







Client: Burberry

Media: Web Based AR Painting Experience

Year: 2020

Video: <https://vimeo.com/660629137/689ca8c1a5>







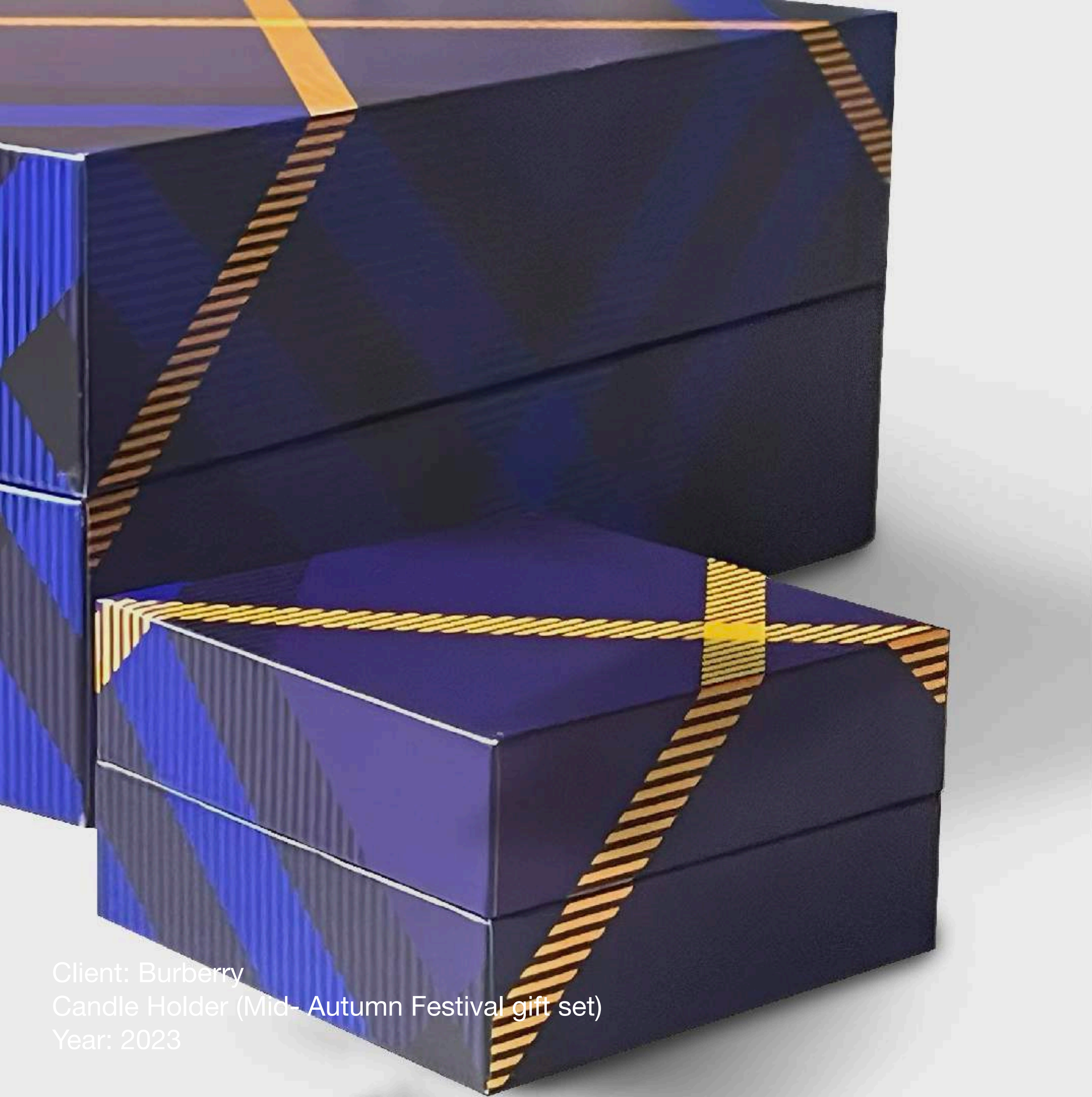
Client: Burberry

Art Direction and Key Framing

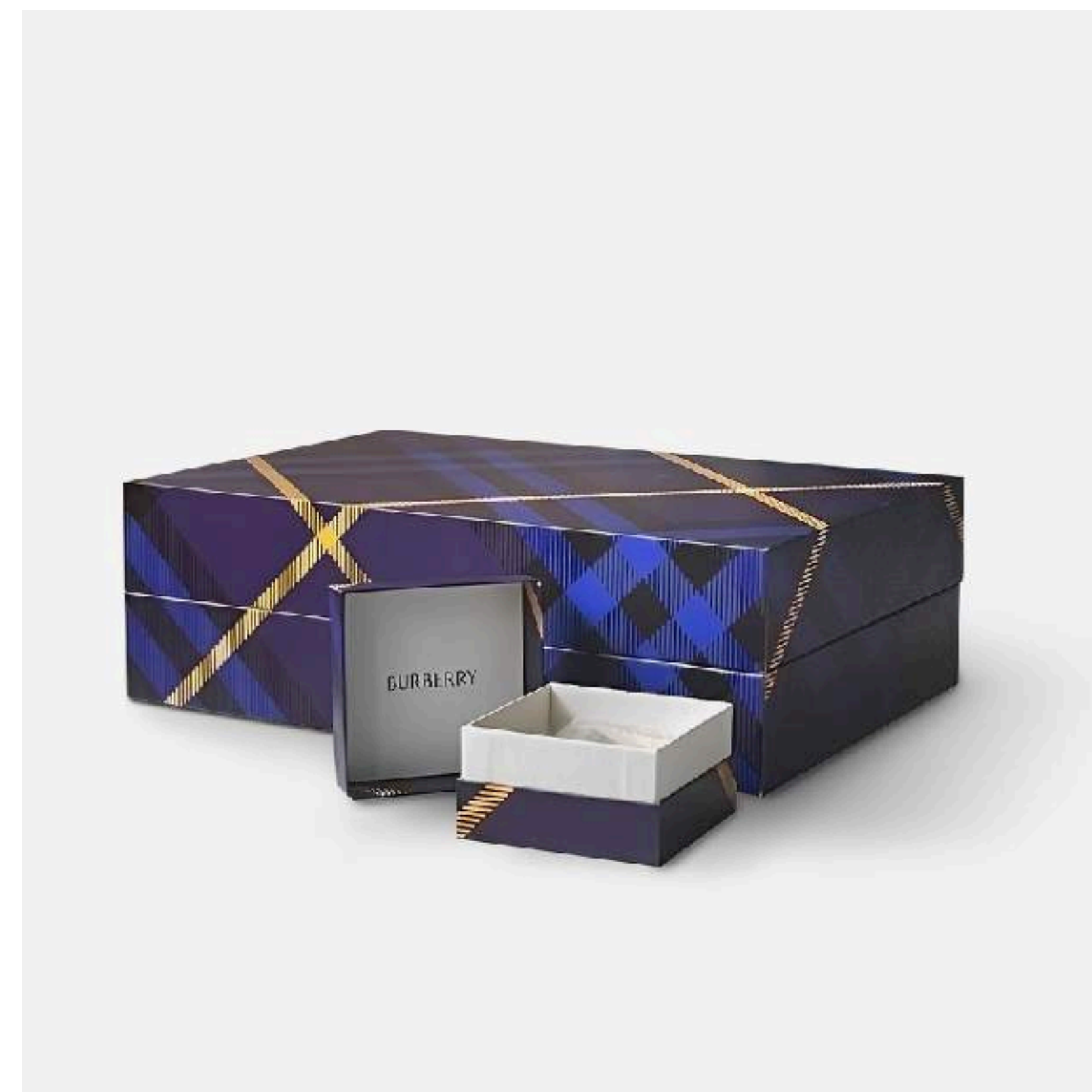
Year: 2021

Video: <https://vimeo.com/660628756/04937e90b9>

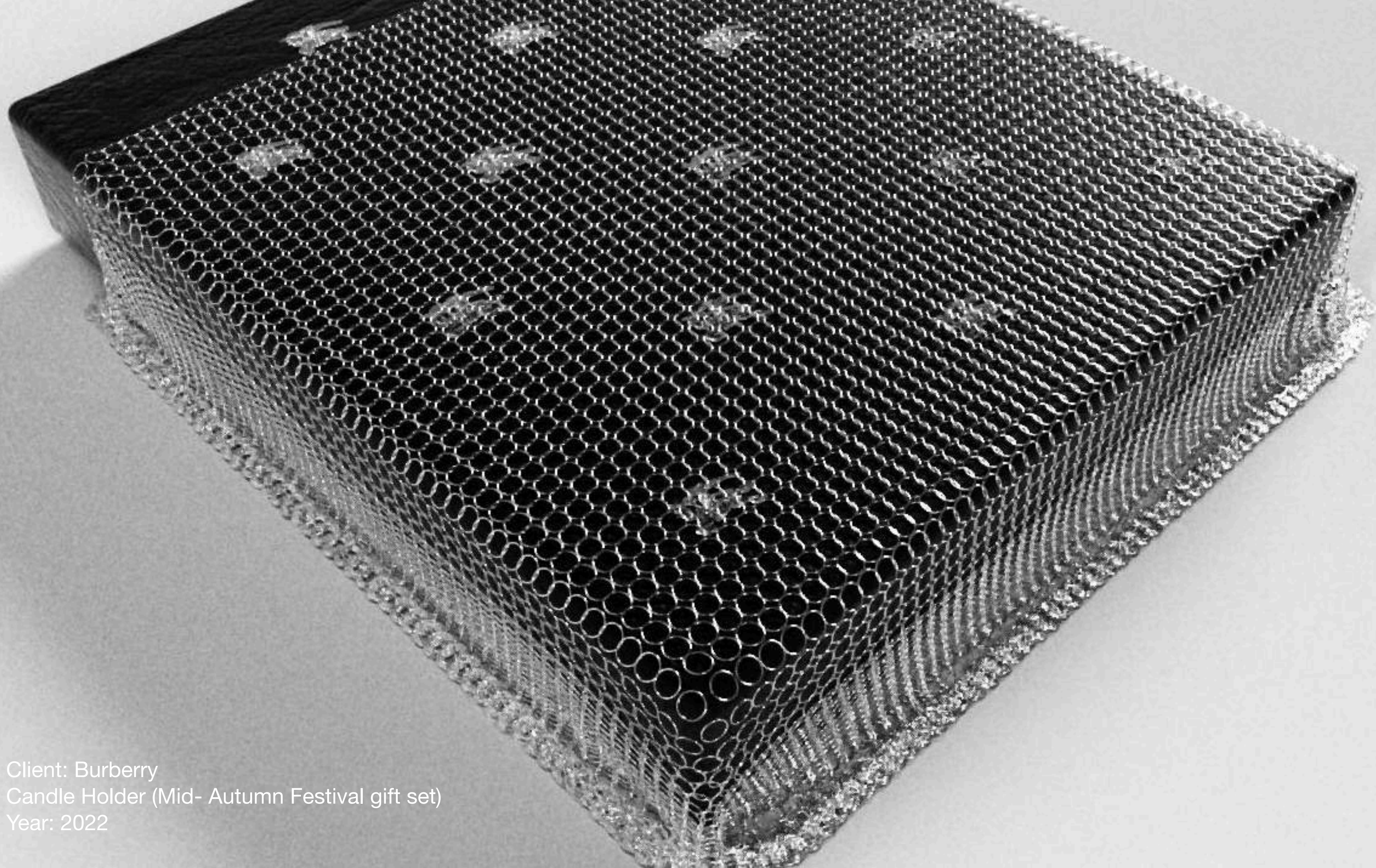




Client: Burberry  
Candle Holder (Mid- Autumn Festival gift set)  
Year: 2023







Client: Burberry  
Candle Holder (Mid- Autumn Festival gift set)  
Year: 2022





Client: Burberry  
Analog Camera (Chinese Valentine's Day gift set)  
Year: 2022





Client: Burberry  
Candle Holder (Chinese Valentine's Day gift set)  
Year: 2022



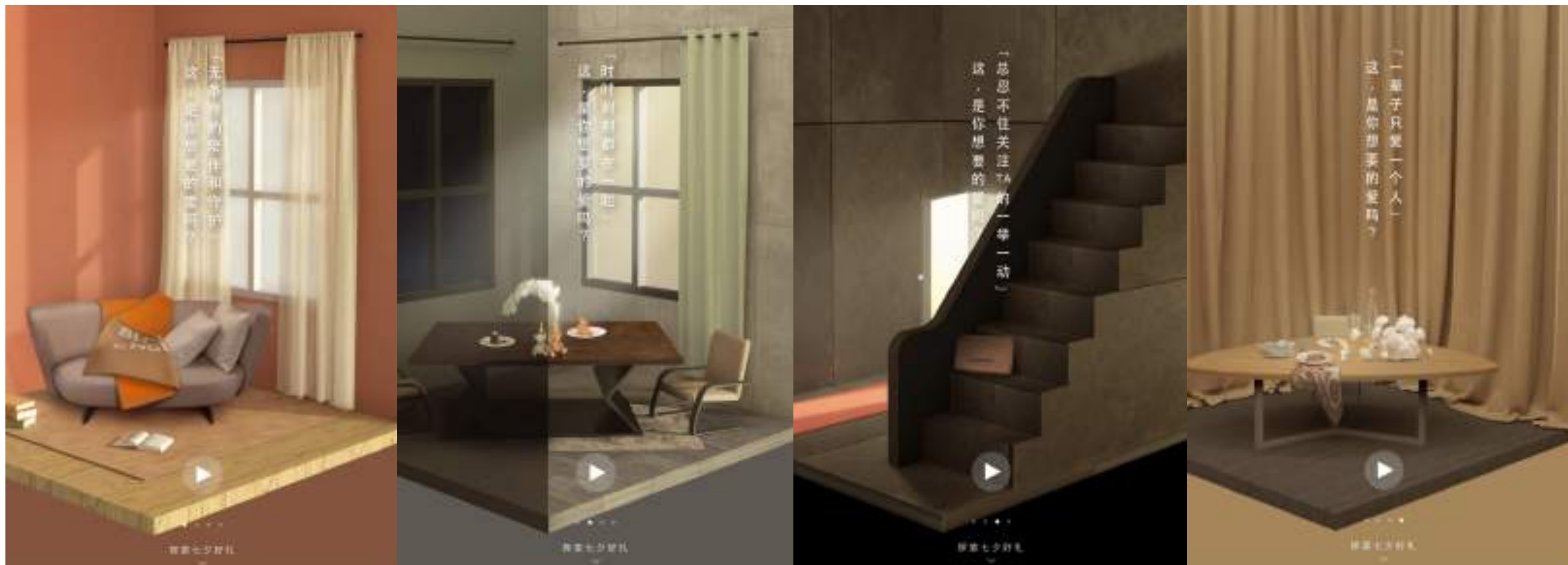






Client: Burberry  
POP Figurines (Chinese Valentine's Day gift set)  
Year: 2022





Client: Burberry  
CVD Site Interaction and 3D Design  
Year: 2019

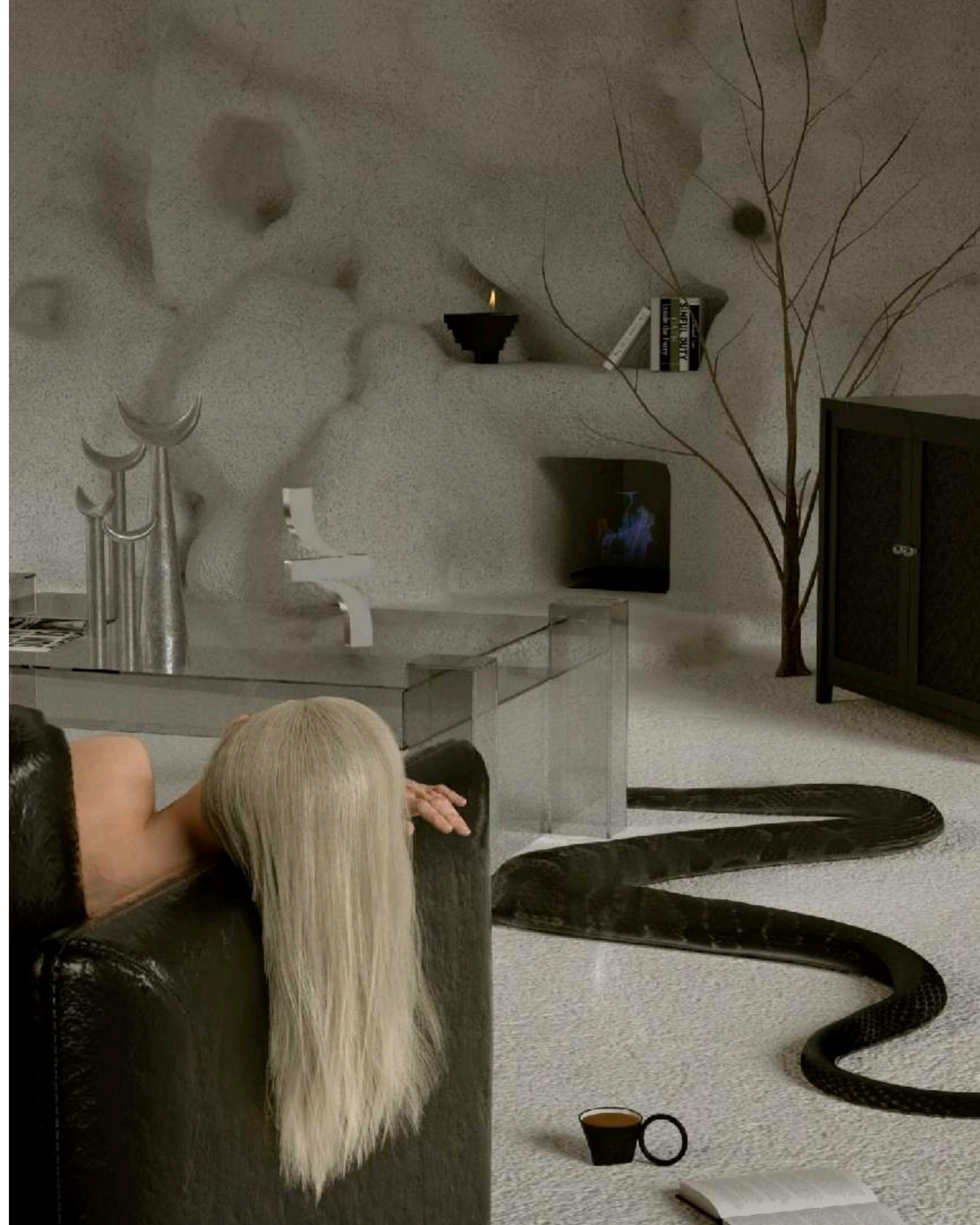




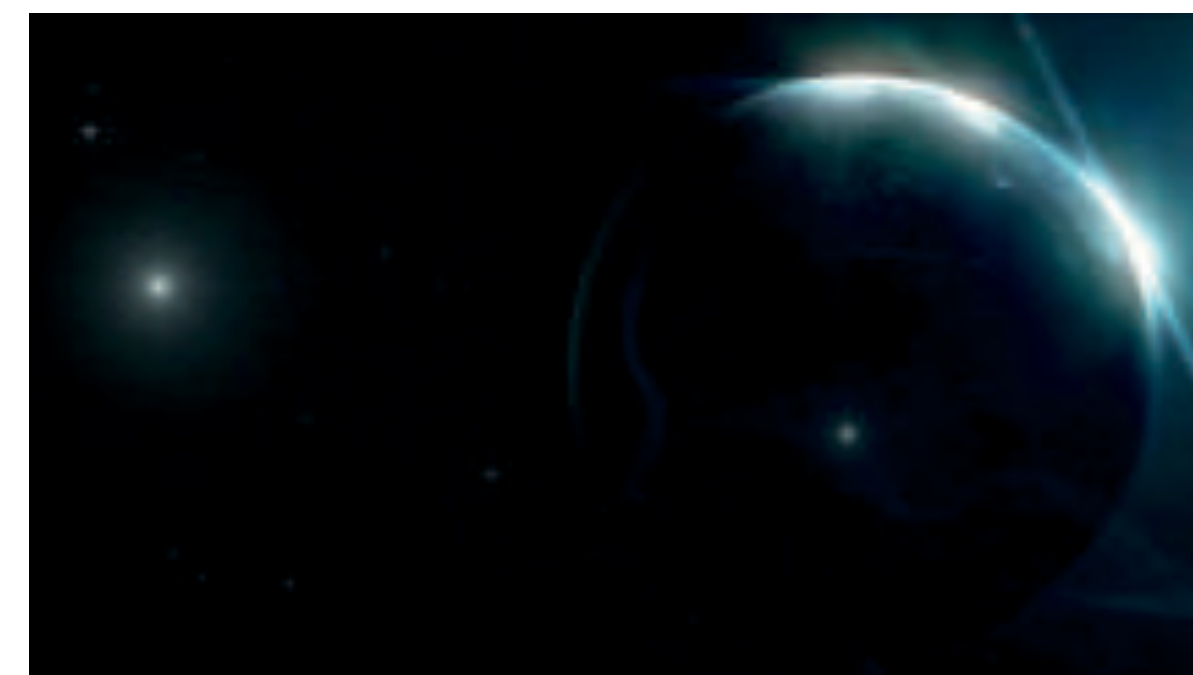
Client: Burberry  
T-mall Double Eleven Gala Stage Design  
Year: 2020



Client: Koten  
Key Visuals (3D design and Art direction)  
Year: 2022







Client: C2H4  
3D Animation  
Year: 2021





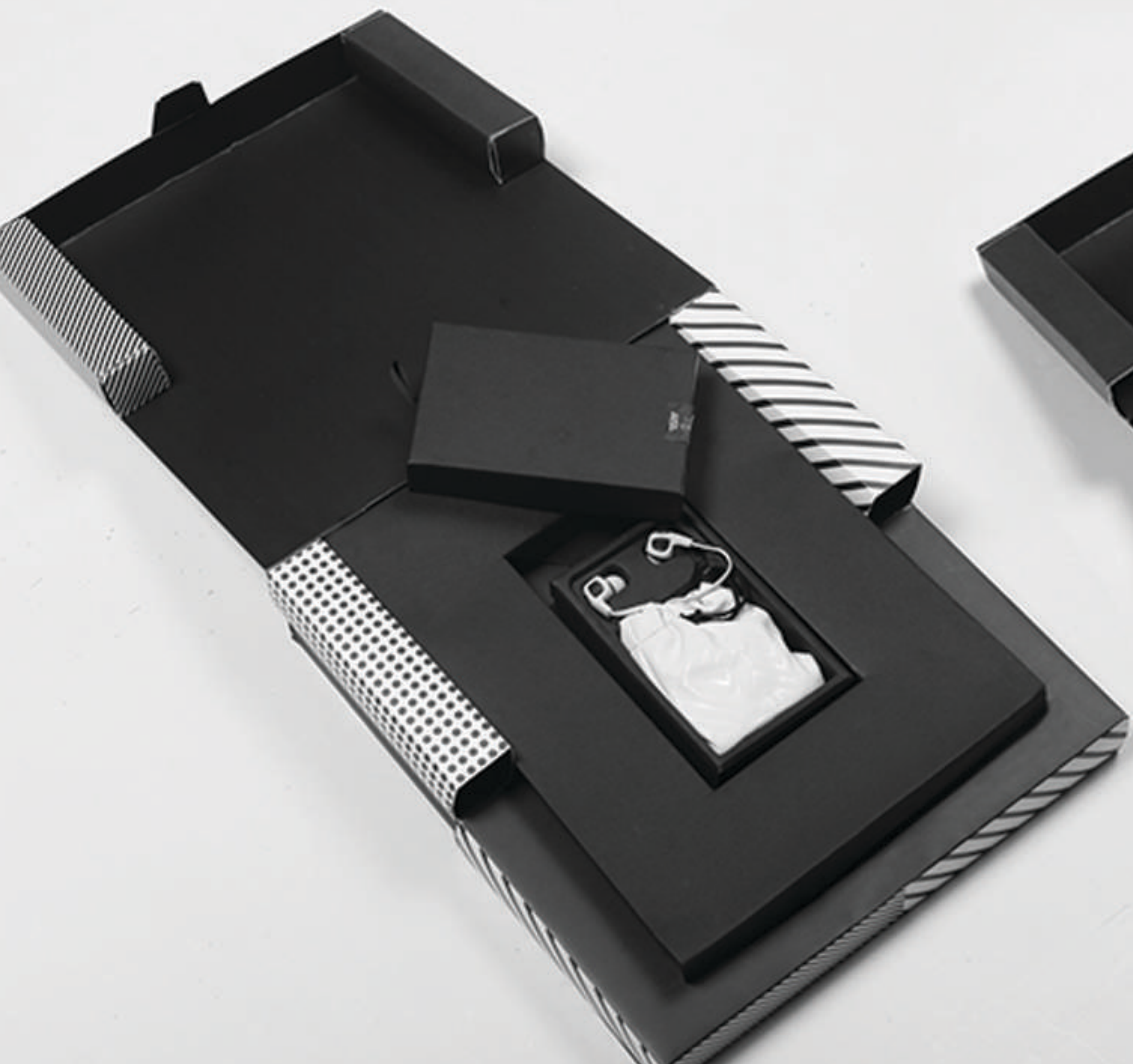
Client: Burberry  
Interaction Development and Graphic Design  
Year: 2020





Client: Skullcandy  
Interaction Package Design  
Year: 2014









Client: Royal College of Art  
Identity Design  
Year: 2020





The  
Friday 8 - Sunday 10 December 2017  
12 - 8PM daily

# Royal College of Art

## Christmas Fete





JAY  
MEWS SW7

CITY OF WESTMINSTER

The RCA  
Christmas  
Fete

>>  
12-8Pm.  
8-10th Dec.





Client: Royal College of Art  
Album  
Year: 2020









Client: Fafa To You  
Brand Design  
Year: 2018













Client: The Thing  
Editorial Design  
Year: 2014













Client: me.u  
Visual Guidelines Design  
Year: 2016

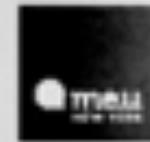


## LOGOTYPE..

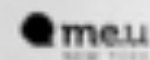
## OVERVIEW

The visual language is a custom designed graphic mark and/or outline structure in any way and/or composition may be used in isolation or combined. There are two versions of the language available. The two primary logos are made up of all printed colors, as well as all printed solid colors, black/white, signage, posters, flyers, etc.

Logo with Black Box



Copyright © 2003 by John Wiley & Sons, Inc.



## LOGOTYPE.

## ISOTYPE

The new logo type is a custom-designed graphic mark and may not be altered in any way online component may be used in isolation or network. There are two versions of the logo type available. The two primary logos are for use on either all printed collateral including all printed publications, advertising, signage, posters, flyers, etc. Sharing Social Integration Cooperation



non-adjacent  $\rightarrow$  adjacently  $\rightarrow$  more subtle

TEXTBOX&ICON.

## BIBLIOGRAPHY

In keeping all the simplicity behind the browser, it is features obviously as well as intuitively. The ease of custom made icons are perfect for this.

Used for packaging, they are also used on the product section of the website and catalogues.



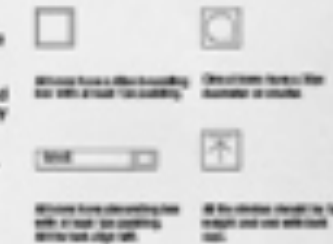
TEXTBOX&ICON.

## PRIMARY SET

Always aim for slender  
look with the least possible  
stretch.

They should be understood  
universally and without any  
ambiguity whatsoever.

Always use round corners  
from the back of the house  
etc.



## LOGOTYPE.

WORDMARK  
& TAGLINE

The main logo type is a custom-designed graphic mark and may not be altered in any way unless a component may be used in isolation or removed.

There are two versions of the logo type systems: the two primary logo is to be used for all printed material including all printed publications, advertising, signage, products, letters, etc.

100-0000

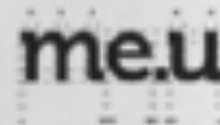
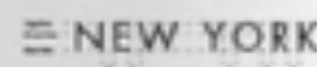


Figure 1



## LOGO TYPE.

## SCALE

Always use the approved tags that, if you need to scale tags, always contain printed lines the height and width are scaled together.



BRANDCOLOR.

## SECONDARY SET

A supplementary set of colours has been selected to complement the primary colour palette. The colours shown in this supplementary palette are recommended for general use, but the user is not limited to only these colours.

Use the supporting colour palette in the outlined percentages in all marketing material.

A supplementary note



BRANDCOLOR.

### SECONDARY SET

A supplementary set of colours has been selected to complement the primary colour palette. The colours shown in this supplementary palette are recommended for general use, but the use is not limited to only these colours.

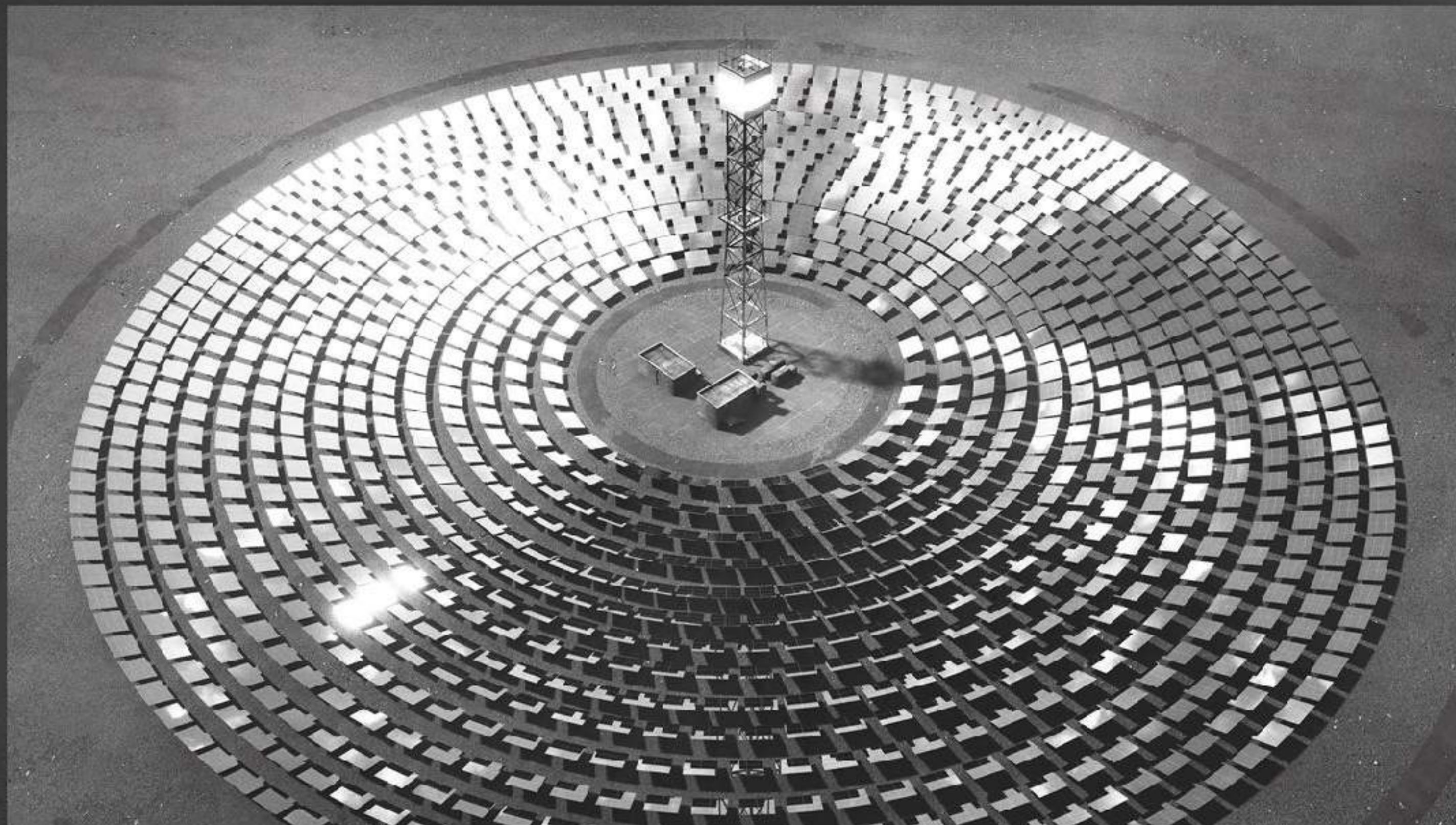
Use the supporting colour palette in the outlined percentages in all marketing material.





# Art Practices

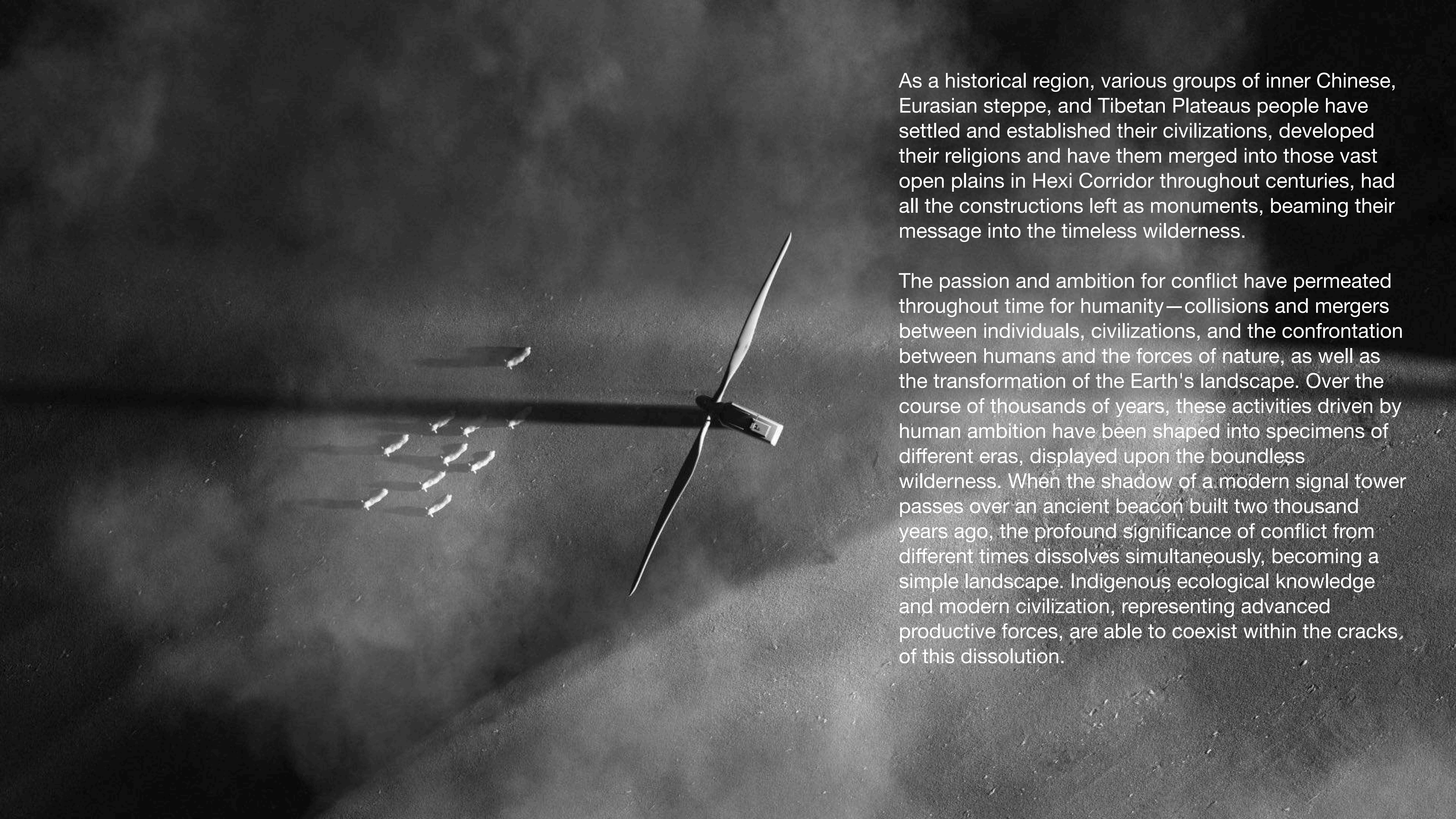




# Corridor

Media: CG Video  
Length: 5'53





As a historical region, various groups of inner Chinese, Eurasian steppe, and Tibetan Plateaus people have settled and established their civilizations, developed their religions and have them merged into those vast open plains in Hexi Corridor throughout centuries, had all the constructions left as monuments, beaming their message into the timeless wilderness.

The passion and ambition for conflict have permeated throughout time for humanity—collisions and mergers between individuals, civilizations, and the confrontation between humans and the forces of nature, as well as the transformation of the Earth's landscape. Over the course of thousands of years, these activities driven by human ambition have been shaped into specimens of different eras, displayed upon the boundless wilderness. When the shadow of a modern signal tower passes over an ancient beacon built two thousand years ago, the profound significance of conflict from different times dissolves simultaneously, becoming a simple landscape. Indigenous ecological knowledge and modern civilization, representing advanced productive forces, are able to coexist within the cracks, of this dissolution.

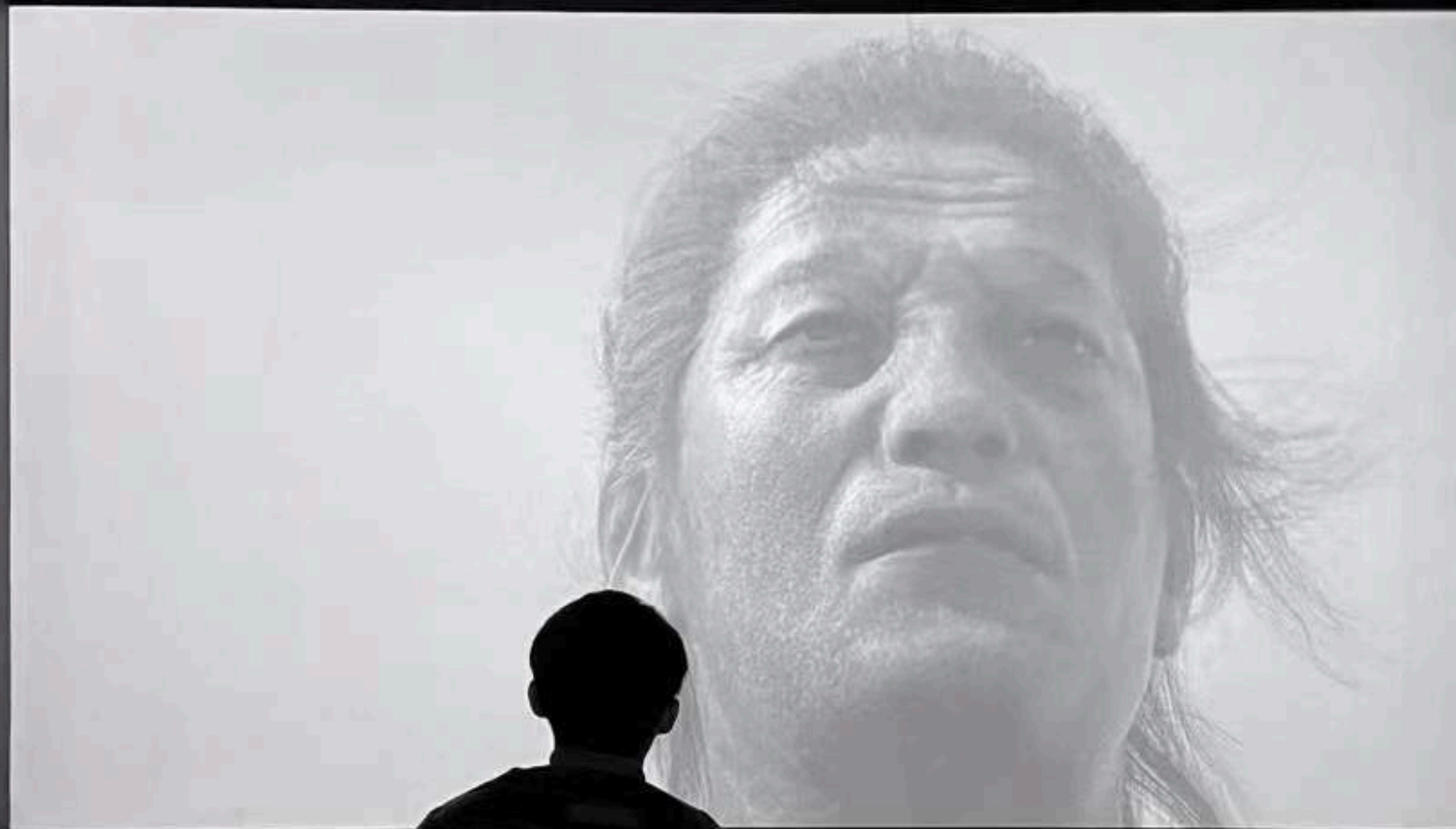




Trailer Link:

<https://youtu.be/jE9XumQyQwk>






# Arete

Media: CG Video  
Length: 6'





In the first year of Zhide era of Tang dynasty (760), the Tibetan empire captured Longxi commandery (present-day west Gansu), which completely severed the connection between Longxi and the central government. Even if Chang'an (present-day Xi'an) has changed the reign title, Longxi soldiers didn't know about it. A envoy was sent to restore contact. When he arrived in Shazhou (present-day Dunhuang), he encountered sandstorms and the road ahead was blocked by a giant fortification.

In the summer of 2001, an ultramarathon runner competing in a desert trail running race encountered sudden changes in weather during the long-distance trek. A sandstorm swept in, and a huge construction site appeared on the road blocking the way forward.

Thus, the sublime will to strive for arete blocked by giant building fortifications echoes over the desert permanently.

Contact for the link.





# Bled

Media: CG Video  
Length: 6'



From colonialism to post-colonialism, conflicts driven by ambition have been repeatedly staged under the guise of continuous iteration. After the cyclic cycle of order and chaos, identity politics becomes another dust particle floating over the Mediterranean. Climate phenomena driven by natural forces are always present, unconsciously mediating. Human society seems to be in a perpetual state of conflict, a stasis.

Contact for the link.







Contact for the link.



# The Vast

Media: Audiovisual Installation

Video: <https://vimeo.com/445286556>

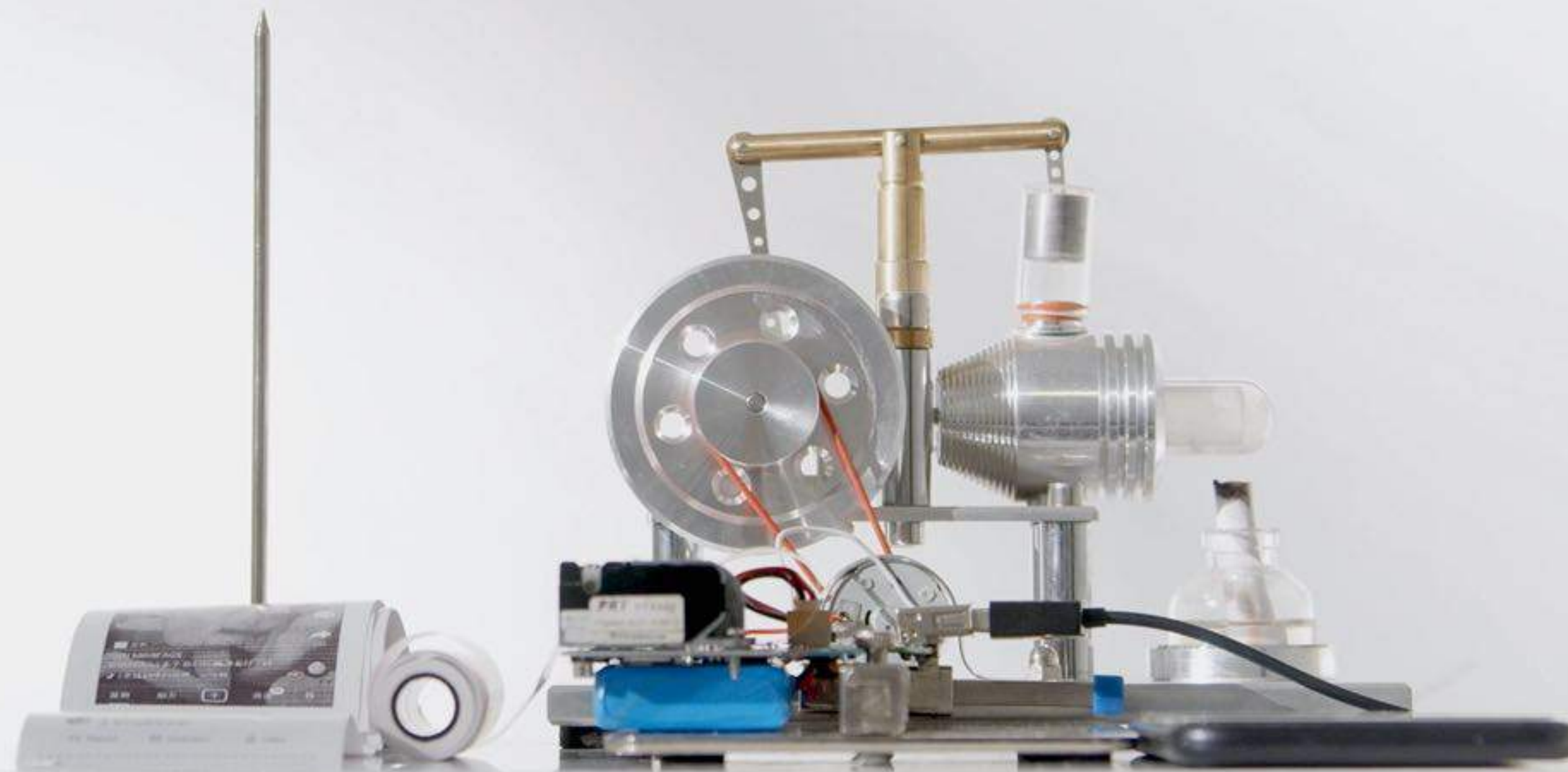
This project explores the emerging graphic space created by technologies such as VR/AR and projection mapping. We are now in an environment where all surfaces can act as portals to hidden dimensions of graphic experience. The project aims to expose new dimensions of experience where new expectations of surface depth are created. The formal language of this space is much informed by the tools of its production and as such the project also plays with the developing graphic language of this new space.





# The idea of internet

Media: Installation  
Year: 2020







The work uses mechanical installation to discuss the relationship between the internet and the individuals, transforming the individual's attention that the users pay on the internet to electricity to charge mobile phones, allowing individuals to continue using their mobile phones to browse the internet and devote more attention so that they can carry on with this loop.

The internet was first introduced to the public with the idea of sharing. But along with the its capitalisation and industrialisation, it has become a business of harvesting more attention. The attention paid by the public has therefore become the production capital to advance the development of the industry.



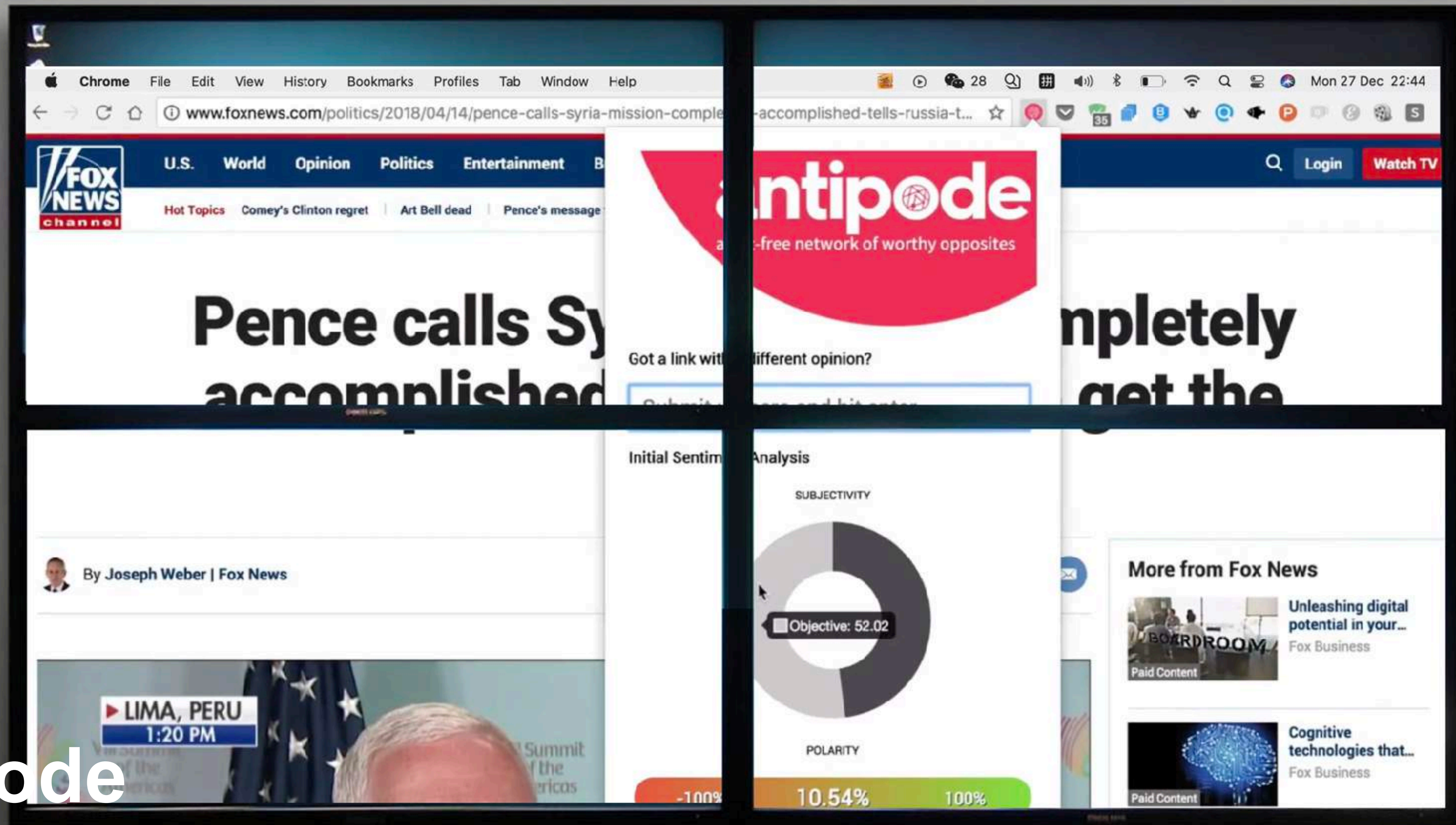


Video Link:

<https://vimeo.com/478762914>



antipode

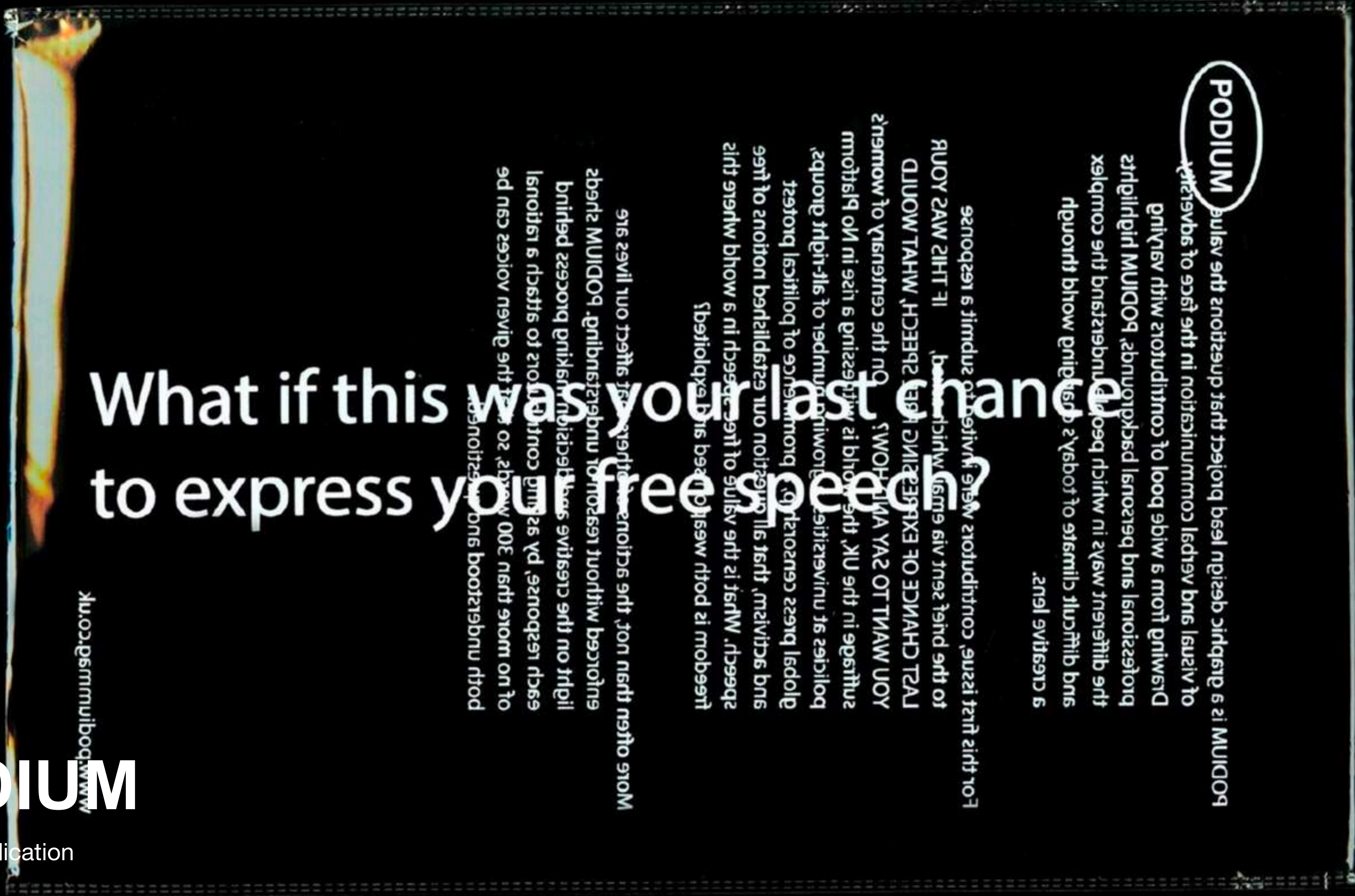


Media: Google Chrom Extension

Video: [http://www.bianyx.net/wp-content/uploads/2018/05/Comp-1.mp4?\\_=31](http://www.bianyx.net/wp-content/uploads/2018/05/Comp-1.mp4?_=31)

Google Chrome extension to help people break out of the filter bubbles created by social media and polarised news outlets.





PODIUM

What if this was your last chance to express your free speech?

What if this was your last chance to express your free speech?

What if this was your last chance to express your free speech?

PODIUM

Media: Publication  
Year: 2018



PODIUM draws a question mark over the value of visual and verbal communication by meditating on the ways we collectively navigate the ever-changing world around us through creativity.

◀ —→ It's Nice That

This project was created and published by a group of students at the Royal College of Art. Drawing from a vast pool of contributors with varying professional and personal backgrounds, PODIUM highlights the different ways in which people understand the complex and challenging climate of today's changing world through a creative lens. For this issue, contributors were invited to submit a response to the brief which asked, ›if this was your last chance to expressing free speech, what would you want to say and how?◀ What is the value of free speech in a world where this freedom is both weaponised and exploited?



