

Jun Zhou (JUN)

Visual designer — Brand · Information design · Original IP

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Summary

Visual designer with over ten years in brand and information design. I turn complex content into reusable visual systems: 206 psychological assessment reports share a single template, and a 44-page identity manual runs from logo construction to stationery. Six delivery areas —brand, editorial, interface, IP, packaging and space— with strong print-production fluency. Based in Madrid.

Experience

Visual designer

Ruizhi Cloud · Psychological & child health assessment · 2019 — Present

- Built the report layout system: 206 reports on a single template, covering basic data, result charts, interpretation and recommendations
- Led the brand identity system (44-page VIS manual): logo construction, colour, typography, stationery and applications
- Layout and print delivery of a 34-page product manual, corporate brochure and solution decks
- Designed the certificate system (ASQ / CDI / CHTIC / M-CHAT / Timp) and merchandise

Visual designer

Shenzhen Institute of Psychological Measurement Technology · Zhuhai Haiyang Education · 06.2016 — Present

- Complete corporate VIS for the new company
- Web visual design, UI design and interaction flow definition
- Structuring and prototyping of the ASQ and M-CHAT assessment systems
- Designed M-CHAT measurement animations, storyboards and production rollout

Graphic designer

Xinxiang Volunteer Federation · Honglingjin Service Centre · 09.2013 — 06.2016

- Full campaign collateral: posters, panels, roll-ups, leaflets, donation boxes
- Ran Weibo and WeChat channels and their visual material
- Designed the volunteer programme mascot and WeChat stickers; created the IP “Shiliu Mei”
- Core project won the 2015 China Youth Volunteer Service Project Competition

Education

Tianjin Binhai Vocational Technical College

Environmental Art Design

Core skills

- CIS / VIS systems and brand manuals
- Assessment reports, forms and layout systems
- Brochures, manuals, bookbinding and print production
- Original IP characters, stickers and merchandise
- Web and mobile interface design
- Packaging, exhibition material and spatial graphics

Certification

- ACAA Certified Designer (China)