



VISUAL DESIGN
PORTFOLIO
WANG SUNG HSUAN 王 菰 玄

VER. 2025



R E S U M E

With 16 years of experience in design, including nearly a decade leading a team of over 20 designers, I possess extensive expertise in the field. My background spans design management in e-commerce, physical retail store layout, and communication design, with a strong focus on the home market and brand representation.

擁有 16 年的設計經驗，其中近十年領導超過 20 人的設計團隊，我在設計領域累積了專業知識與實務經驗。專業涵蓋電子商務的設計管理、實體零售空間規劃，以及聚焦於家居市場與品牌形象傳達的溝通設計，致力於為企業提供全方位的設計策略與創新解決方案。

SKILLS

ART DIRECTION



BRAND&IDENTITY



GRAPHIC DESIGN



WEBSITE DESIGN



USER INTERFACE DESIGN



ANIMATION DESIGN



VIDEO DESIGN



INTERIOR DESIGN



STORE DESIGN



VISUAL MERCHANDISING



TOOLS

CHATGPT



NOTION



STABLE DIFFUSION



AODBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE INDESIGN



ADOBE LIGHTROOM



ADOBE AFTER EFFECTS



ADOBE PREMIERE



AUTODESK AUTOCAD



SKETCHUP



VRAY FOR SKETCHUP



EXPERIENCE

SENIOR DESIGN MANAGER
LAKESHORE INTERNATIONAL HOTEL GROUP
煙波國際觀光集團 FEBRUARY 2024 - PRESENT

1. Team Leadership / Art Direction
2. Visual Communication and Coordination
3. Brand Visual Art Direction
4. Team Workflow Enhancement

DESIGN MANAGER
TESTRITE GROUP
特力集團 JULY 2018 - FEBRUARY 2024

1. Team Leadership / Art Direction
2. Visual Communication and Coordination
3. Brand Development
4. E-commerce Visual Management

5. Physical Store Construction
6. Team Development and Talent Cultivation

CO-FOUNDER & CREATIVE DIRECTOR
STOREMARAIS
瑪黑家居選物 JANUARY 2014 - JUNE 2018

1. Team Leadership / Art Direction
2. Brand Strategy and Positioning
3. Product Curation
4. Product Packaging and Lifestyle Photography

SENIOR DESIGNER
GAMANIA GROUP
橘子集團 APRIL 2011 - DECEMBER 2013

1. Visual Coordination
2. Corporate Event Design
3. Website Development and Maintenance

DEUCATION



MASTER OF ARTS - MA SHIH CHIEN UNIVERSITY
INSTITUTE OF FASHION AND COMMUNICATIONS DESIGN

ANIMATION, INTERACTIVE TECHNOLOGY, VIDEO GRAPHICS AND SPECIAL EFFECTS



BACHELOR OF EDUCATION - B.ED., TAMKANG UNIVERSITY
DEPARTMENT OF TECHNOLOGY AND EDUCATION

EDUCATIONAL/INSTRUCTIONAL TECHNOLOGY

ART WORK

- PHYSICAL STORE DESIGN AND PLANNING
- BRAND DESIGN
- E - COMMERCE DESIGN
- GRAPHIC DESIGN
- PRODUCT PHOTOGRAPHY (VISUAL MERCHANDISING / DISPLAY / FOOD STYLING)



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

STORE MARAIS - FIRST PHYSICAL STORE XINYI DISTRICT, TAIPEI

In its second year, Store Marais established its first physical store in the quiet alleys of Songlong Road, Xinyi District. Every aspect of the space—from interior design and product display to shelving arrangements—was meticulously crafted to provide consumers with a rich and immersive shopping experience. Prioritizing both aesthetics and functionality, the store layout was designed to enhance the presentation of curated items while maintaining a seamless brand identity across online and offline platforms, ultimately bridging digital and physical retail experiences.

創業第二年，瑪黑家居選物於信義區松隆路的靜謐巷弄內開設了首間實體門店。從內裝設計、產品陳列到層架規劃，皆秉持著「豐富消費者體驗」的核心理念，致力於打造一個兼具美感與功能性的選物空間。透過精心設計的動線與細緻的空間配置，不僅讓商品以最佳方式呈現，更確保品牌的視覺語彙能在實體與線上平台之間達成一致，完美融合數位與實體購物體驗。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

STORE MARAIS - TAICHUNG DAIWA HERITAGE STORE

As the online store and Songlong location steadily gained traction, MARAIS Select's growing recognition paved the way for expansion into central Taiwan. In the heart of Taichung City, we discovered a charming Japanese heritage house—an ideal setting to extend the aesthetic and spatial philosophy of our Taipei Songlong store. By blending our brand's design sensibility with the nostalgic charm of this historical space, we created Taichung's first MARAIS Select store. Thoughtfully curated displays and meticulous spatial planning preserved the warmth of the old house while enhancing the shopping experience, offering visitors a seamless fusion of past and present.

隨著網路商店與松隆店的業務逐步穩定，瑪黑家居的品牌知名度亦逐漸提升，促使我們將版圖拓展至中部市場。在台中市區，我們找到了一間充滿歷史韻味的日式老屋，延續台北松隆店的空間風格，將品牌的美學理念與懷舊建築相結合，打造台中首間實體門店。在保留老屋溫度的同時，透過細膩的空間規劃與陳列設計，使每件選品與環境相互呼應，為顧客帶來獨特且沉浸式的購物體驗。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

STORE MARAIS - TTAICHUNG PARK LANE ESLITE DEPARTMENT STORE

As Marais grew, the team adjusted its strategy based on traffic and revenue, leading to its entry into the department store sector. Starting with a pop-up at Park Lane by CMP, the brand secured a space in Eslite Department Store. By repurposing existing fixtures and furniture, the store was redesigned for efficiency while maintaining its signature aesthetic, marking a key step into the department store market.

隨著台中日本老屋店的經營逐步發展，基於人流與營收策略的考量，經營團隊決議調整方向，正式進軍百貨體系。瑪黑家居自台中勤美綠園道的快閃店起步，逐步拓展至百貨專櫃，開啟品牌在百貨通路的嶄新篇章。門店設計延續原店面的裝潢與家具，透過重新規劃與精簡配置，以最小成本達成最大效益，不僅維持品牌一貫的選物美學，更適應百貨商場的流動性與多元消費需求。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

STORE MARAIS - TAIPEI MARAIS ZHONGSHAN STORE

With a growing portfolio of brands and limited display space, MARAIS expanded into the dining sector and established a flagship store in Taipei's Zhongshan district. Partnering with Benestudio for a refined interior design, the new space enhanced foot traffic and brand visibility. By integrating dining with retail, the store created an immersive experience where customers could shop and dine in one seamless setting.

隨著代理品牌的增加與業務擴展，既有門店的陳列空間逐漸受限，並開始跨足餐飲領域。

為此，瑪黑家居攜手本事室內設計，在台北中山區的老建築中打造全新旗艦店。

透過更精緻的空間規劃與專業設計，不僅吸引更多街頭客流，也提升品牌形象與營收。

門店融合餐飲元素，讓顧客在沉浸式購物體驗中，同時享受美食，實現「買得到，也吃得到」的全新零售模式。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING BREEZE SONGGAO STORE

In 2018, after departing from MARAIS Select, I joined Test Rite Group to co-found hoi! Living, a new retail concept. Partnering with Taobao for product development, we launched the brand's first store within three months at Breeze Songgao in Taipei's Xinyi District. Spanning 150 ping, the store curated selections from Taobao and various international brands, offering an enriched home living experience.

2018年，正式離開創業的瑪黑家居，轉而加入特力集團，共同創立『HOI! 好好生活』這一全新品牌通路。品牌初期即與中國淘寶合作開發商品，並在成立僅三個月後，於台北信義區微風松高開設首間門店。佔地 150 坪的空間，匯聚來自淘寶與部分代理品牌的精選家居用品，提供消費者更完整、多元的居家生活體驗。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING NEIHU STORE

The following year, hoi! Living expanded with a second store on the second floor of its Neihu headquarters. Designed to immerse customers in various home aesthetics, the store created curated living spaces for inspiration. Partnering with Ogilvy's creative team, the brand refined its strategy and marketing approach, amplifying its presence and impact.

次年，HOI! 好好生活迅速拓展版圖，在內湖總部二樓開設第二間門店。延續品牌理念，門市透過完整的空間規劃，呈現多樣化的居家風格，讓消費者能夠沉浸式體驗家的可能性。此外，品牌與奧美創意團隊合作，全面優化品牌策略與市場操作，進一步提升品牌影響力與市場效益。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING NANKAN STORE

In late 2019, hoi! Living continued its expansion with a third store in Nankan, Taoyuan. With steady revenue growth and an increasing market presence, the company aimed to establish a stronger nationwide retail network for a seamless customer experience. Meanwhile, online sales also gained traction, reinforcing the brand's successful integration of digital and physical retail channels.

2019年下半年，HOI! 好好生活 持續擴展版圖，在桃園南崁開設第三間門店。隨著品牌營收穩定成長與市場影響力提升，集團積極推動全台門店布局，期望提供更完善的服務體驗。同時，線上購物業務也逐步步入正軌，使線上與線下的整合更加成熟，進一步強化品牌的全通路發展。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING TAINAN RENDE STORE

In 2020, hoi! Living expanded to southern Taiwan with its first store in Tainan Rende. Spanning nearly 100 ping, the space introduced an even wider selection of home essentials, showcasing diverse interior styles. From living rooms to dining and bedroom setups, the store provided a complete home experience. With a focus on affordability, hoi! Living made stylish and functional home design accessible to all.

2020年，HOI! 好好生活 進一步拓展至南部市場，在台南仁德開設首間南部門店。佔地近百坪的空間，商品品類更加豐富，呈現多樣化的居家風格，讓消費者能夠完整體驗 客廳、餐廳、臥室 等各式空間配置。品牌致力於以更親民的預算，幫助每個人實現理想的家居生活，讓美好設計更貼近日常。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING TAIPEI DAAN WENCHANG STORE

In 2020, hoi! Living launched its first street-front store in Taipei's renowned furniture district, Wenchang Street. Designed to complement local shopping habits, the store offered a more curated and immersive home selection. Differentiating itself from traditional furniture retailers, hoi! Living introduced an integrated shopping experience, enhancing both customer engagement and market presence.

2020年，HOI! 好好生活 首度挑戰街邊店型態，選址於台北市知名的家具街——文昌街。此門店旨在迎合當地消費者的購物習慣，提供更完整的家具選購體驗。面對眾多傳統家具業者，HOI! 好好生活 以其獨特的品牌理念與整合式家居體驗，成功區隔市場，進一步拓展營收與品牌影響力。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING BREEZE NANJING STORE

Between 2020 and 2021, the team explored Japan's leading select shops, studying their operations, interior design, and display techniques. Leveraging these insights, hoi! Living launched its first home accessories-focused store at Breeze Nanjing in Taipei. Offering a carefully curated selection, the store provided an alternative to mainstream home retailers like IKEA, giving consumers more personalized and diverse home décor choices.

2020 至 2021 年間，團隊前往日本各大選品店考察，深入研究其營運模式、空間設計與陳列手法，進一步優化品牌策略。以此為契機，HOI! 好好生活 在台北微風南京開設首間專注於 家居小物 的選品門店，為消費者提供更多元化的家居選擇，不再侷限於 IKEA 或傳統生活家居零售店，打造更具風格與個性的購物體驗。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

HOI! LIVING ZHUBEI FAR EASTERN STORE

In 2022, with the opening of a new Far Eastern Department Store in Zhubei, hoi! Living expanded into this growing market. To cater to local consumers, the brand secured new European partnerships, enhancing product selection and brand appeal. Maintaining its core philosophy, the store was meticulously designed to optimize space and display, delivering an exceptional shopping experience while reinforcing its premium positioning.

2022年，遠東百貨於竹北開設全新據點，HOI! 好好生活 也順勢進駐，拓展品牌版圖。為迎合當地消費市場，品牌積極引進歐洲代理品牌，提升產品多樣性與市場競爭力。門店依循一貫理念，精心規劃空間與陳列，確保消費者能夠享有最佳的購物體驗，進一步強化品牌價值。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

REVE ZHUBEI FAR EASTERN STORE

REVE was established as a premium textile retail concept, integrating Wedgwood, Frette, and leading fragrance brands under Test Rite Group. Partnering with interior design firms, the store was meticulously curated to offer a seamless luxury experience. Designed for high-end consumers, it presents an immersive selection of textiles and home décor, elevating the art of refined living.

REVE 結合特力集團旗下的高端織品代理品牌，如 WEDGWOOD、FRETTE 及各大香氛品牌，打造全新高端織品通路。門店與專業室內裝修公司合作，針對高端品牌的室內設計進行完整規劃，提供高端消費者更細緻且沉浸式的織品體驗，讓居家生活的質感與品味得以完美呈現。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

WEDGWOOD TAIPEI XINYI A8

After joining Test Rite Group, I not only founded hoi! Living and managed e-commerce visuals but, in my second year, also took over the Brand Design Department, overseeing the visual strategy for Crate & Barrel, Wedgwood, WMF, and other international home brands. For Wedgwood, I worked closely with the original brand team on store openings, product development, and brand photography, ensuring a seamless integration of global standards with local market appeal.

加入特力集團後，除了創立 HOI! 好好生活 並負責電商視覺管理，進入公司第二年，更全面接手 品牌代理設計部門，負責 CRATE & BARREL、WEDGWOOD、WMF 等國際家居品牌的視覺管理。其中，WEDGWOOD 方面，與原廠密切合作，參與門店開設、商品開發與品牌形象拍攝等核心業務，確保品牌在地化策略與國際標準的完美融合。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

WMF SHIN KONG KAOHSIUNG CAO WU DAO OUTLET

All WMF stores in Taiwan are designed and developed in alignment with the brand's global guidelines set by WMF Germany. For the Shin Kong Cao Wu Dao Outlet in Kaohsiung, the store layout follows WMF's signature modern aesthetic while incorporating localized elements to enhance the shopping experience, ensuring a seamless blend of German craftsmanship and market-specific appeal.

台灣 WMF 門店的設計與規劃皆遵循德國 WMF 品牌的全球標準，確保品牌形象的一致性與高端質感。在高雄 新光草悟道 OUTLET 店的規劃中，延續品牌的現代簡約風格，並針對台灣市場進行在地化調整，使門店不僅展現 WMF 德國工藝的精湛品質，也符合當地消費者的購物習慣與體驗需求。





PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

WMF TAICHUNG SHIN KONG MITSUKOSHI STORE

The WMF Taichung Shin Kong Mitsukoshi Store follows the global design standards of WMF Germany, presenting a sleek and modern retail space that reflects the brand's precision craftsmanship. The store layout optimizes product displays and shopping flow to enhance the customer experience, while localized adjustments ensure alignment with Taiwan's consumer preferences. This strategic approach strengthens WMF's market presence and reinforces its commitment to premium kitchenware.

WMF 台中新光三越店 延續品牌全球設計規範，打造現代簡約且符合德國工藝精神的門店形象。門店規劃不僅強調 WMF 產品的高品質與專業性，更依據台灣市場需求，優化陳列與購物動線，提升消費者體驗。同時，透過品牌視覺與產品展示的細緻調整，使門店更貼近當地消費者的生活方式，進一步強化 WMF 在台灣的市场影響力。



PHYSICAL STORE

PHYSICAL STORE DESIGN AND PLANNING

CRATE & BARREL TAIWAN VISUAL MANAGEMENT

For nearly two years, I collaborated closely with Crate & Barrel USA, overseeing seasonal campaigns, new product launches, and the visual identity for both online and offline retail spaces in Taiwan. Through frequent coordination and strategic execution, I optimized store layouts and product displays to enhance the shopping experience while maintaining global brand consistency. Our efforts were recognized with the Best VM Team among Global Distributors, demonstrating a successful integration of international branding with local market dynamics.

與美國品牌 CRATE & BARREL 合作近兩年，負責台灣市場的整體視覺管理，涵蓋每季活動、新品規劃，並針對線上視覺呈現及線下門店動線與商品陳列進行精細調整。透過每月的密切溝通與策略執行，不僅確保品牌形象與全球標準同步，也提升消費者的購物體驗。在這兩年內，團隊榮獲全球代理商最佳 VM 團隊 的肯定，成功打造符合品牌精神與在地市場需求的門店規劃。





a season for
the senses
秋日感官盛宴季



a season for
the senses
秋日感官盛宴季



Crate&Barrel

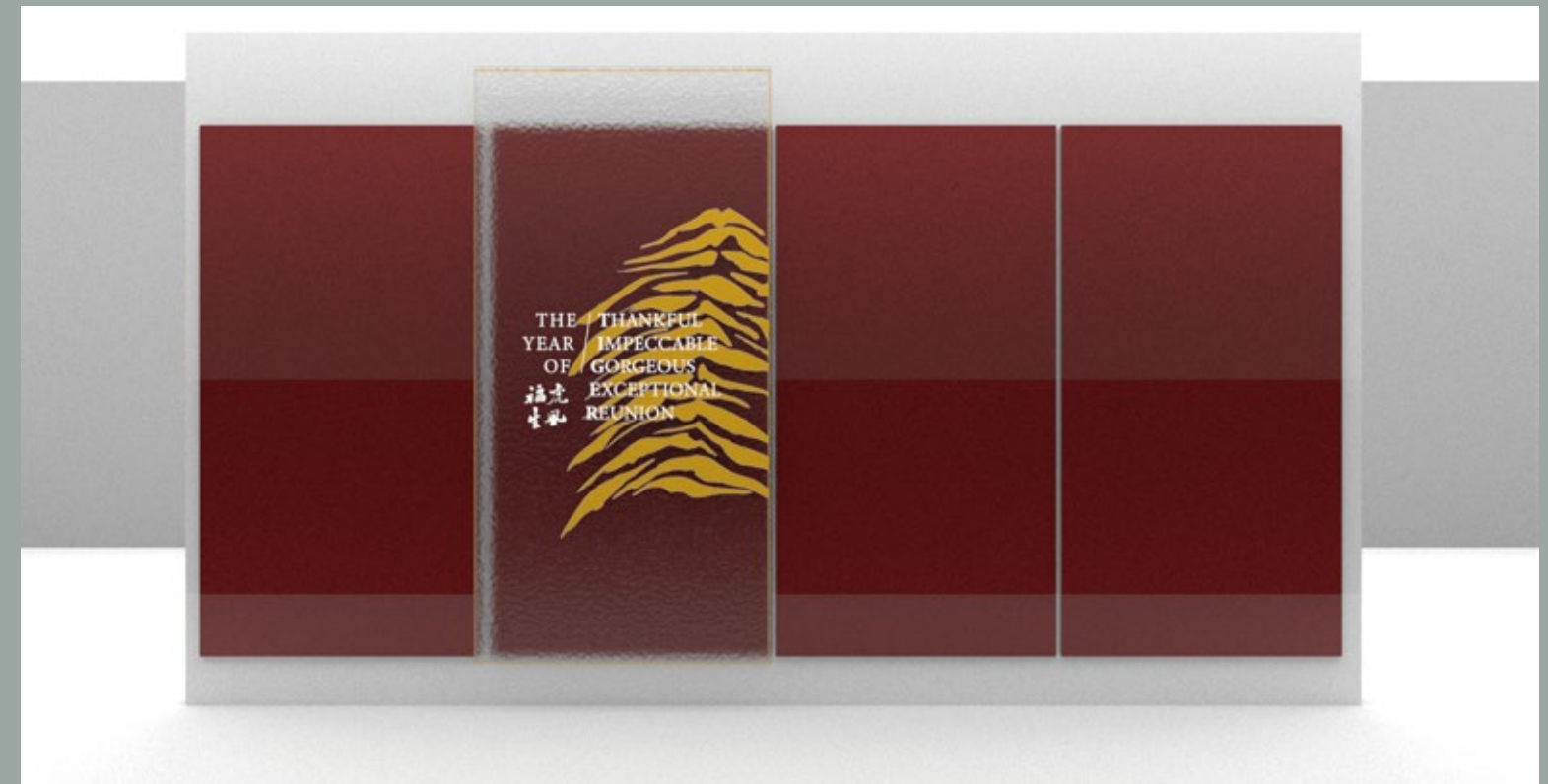
a season for
the senses
秋日感官盛宴季



Crate&Barrel

THE YEAR OF
OF 福虎
生風

THANKFUL
IMPECCABLE
GORGEOUS
EXCEPTIONAL
REUNION





BRANDING

BRAND DESIGN AND PLANNING

POLYSH | ART & DESIGN MEDIA | WWW.THEPOLYSH.COM

At the start of my entrepreneurial journey, I founded Polysh, an online media platform dedicated to art and design. The name "Polysh", derived from "polish," reflects the mission to refine and illuminate artistic and design knowledge for a wider audience in Taiwan. With a vision to enrich public appreciation for aesthetics, Polysh serves as a hub for insightful content, bridging the gap between creative professionals and design enthusiasts.

創業初期，我創立了 POLYSH，一個專注於 藝術與設計 的線上媒體，致力於為台灣熱愛美學與創意的讀者提供多元視角與專業知識。「POLYSH」概念源自 拋光、打亮（POLISH），象徵透過內容的精煉與呈現，讓大眾對藝術與設計有更深入的理解與認識，進而提升市場對美學的關注與欣賞。



Polysh



Polysh



Polysh

www.thepolysh.com

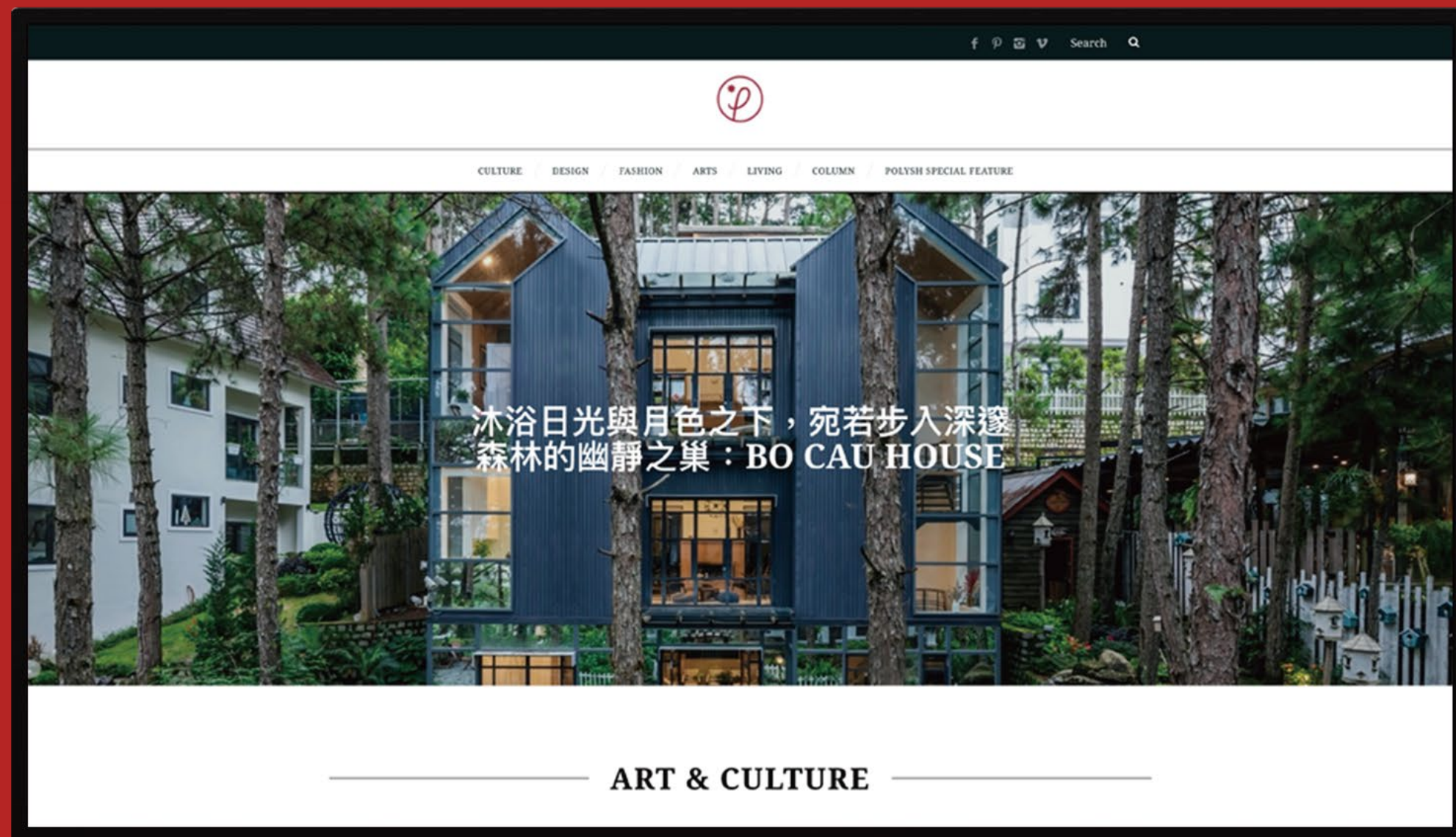
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BRANDING

BRAND DESIGN AND PLANNING

STOREMARAIS | HOME & LIFESTYLE STORE | WWW.STOREMARAIS.COM

I co-founded MARAIS Select with like-minded partners, drawing inspiration from Le Marais, Paris—a district celebrated for its blend of culture, art, and design. Our vision was to create a curated home & lifestyle platform in Taiwan, offering high-quality furniture and décor that enrich everyday living. From the start, our goal has been simple: by investing just a little more, consumers can enjoy a significantly better home experience.

瑪黑家居選物 由我與夥伴共同創立，品牌靈感來自法國巴黎的 瑪黑區

（LE MARAIS）—— 一個融合 文化、藝術與設計 的精華地帶。我們希望在台灣打造一個精選家居選品網站，提供更具質感的 家具與家飾，讓消費者以合理的價格，提升生活品質。品牌創立初期的核心目標，就是讓每個人只需多花一點點，就能擁有更美好、講究的家居生活體驗。



marais



marais



DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

NT\$4,280 NT\$3,280

1

這是禮物, 我要禮物包裝

%

輸入折扣碼

\$

輸入購物金優惠碼

%

452322

➔

\$

213213213123

➔

%

折扣碼無效，請重新輸入

✖

\$

購物金優惠碼無效，請重新輸入

✖

%

MARAI51111

✓ 折扣 10%

\$

123456677788

✓ 折扣 300 元

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

NT\$4,280 NT\$3,280

1

禮物包裝

填寫卡片

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

NT\$4,280 NT\$3,280

1

這是禮物, 我要禮物包裝

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

NT\$4,280 NT\$3,280

1

這是禮物, 我要禮物包裝

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

商品無庫存, 加入願望清單

這是禮物, 我要禮物包裝

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

NT\$4,280 NT\$3,280

1

這是禮物, 我要禮物包裝

%

輸入折扣碼

\$

輸入購物金優惠碼

☐

使用 20,000 購物金折抵 (餘 99,999)

商品小計

N T \$22,000

折扣

NT\$2,200

運費

在結帳時計算

單筆購買滿1000免運，海外運費另計

實際付款

在結帳時計算

確定付款, 進入結帳頁面

商品	禮物包裝	數量	小計
ichihan 手作黃銅原木收納盒		1	NT 1,200
ichihan 手作黃銅原木收納盒	👑	1	NT 1,200
ichihan 手作黃銅原木收納盒		2	NT 1,200
ichihan 手作黃銅原木收納盒		1	NT 1,200
ichihan 手作黃銅原木收納盒		3	NT 1,200
ichihan 手作黃銅原木收納盒		4	NT 1,200
ichihan 手作黃銅原木收納盒		5	NT 1,200
商品小計			N T \$22,000
折扣			NT\$2,200
運費			0
單筆購買滿1000免運，海外運費另計			
實際付款			19,800

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

NT\$4,280 NT\$3,280

1

禮物包裝

填寫卡片

輸入卡片內容, 限輸入 50 字 內

DANSK 雙耳砂鍋大+木柄片手鍋 組合

TIFFANY 藍 + TIFFANY 藍

無法國際運送

NT\$4,280 NT\$3,280

1

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\$

輸入購物金優惠碼

☐

使用 20,000 購物金折抵 (餘 99,999)

商品小計

N T \$22,000

折扣

NT\$2,200

運費

在結帳時計算

單筆購買滿1000免運，海外運費另計

實際付款

在結帳時計算

確定付款, 進入結帳頁面

選擇配送方式

配送到府

商品將配送至您指定地址，您可以選擇線上刷卡支付或貨到付款。

國際運送

國際運送，若需國際運送，運費將在付費前計算。

配送資訊

選擇收件人資訊

蘇俊玲

電話號碼: 07-8125134

高雄市鳳山區五甲二路713號 83089 Taiwan

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電話號碼: 07-8125134

高雄市鳳山區五甲二路713號 83089 Taiwan

新增收件人資訊

這是禮物，發票送到其他地址

訂單備註

請輸入您的訂單需求。

下一步, 選擇支付方式

配送資訊

選擇收件人資訊

蘇俊玲

電話號碼: 07-8125134

高雄市鳳山區五甲二路713號 83089 Taiwan

蘇俊玲

電話號碼: 07-8125134

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蘇俊玲

電話號碼: 07-8125134

高雄市鳳山區五甲二路713號 83089 Taiwan

新增收件人資訊

這是禮物，發票送到其他地址

選擇發票地址

蘇俊玲

電話號碼: 07-8125134

高雄市鳳山區五甲二路713號 83089 Taiwan

蘇俊玲

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蘇俊玲

電話號碼: 07-8125134

高雄市鳳山區五甲二路713號 83089 Taiwan

新增發票資訊

訂單備註

請輸入您的商品需求。

下一步, 選擇支付方式

下一步

加入購物車

確定付款, 進入結帳頁面



MARAI'S

GIFT PLATFORM

STYLEGUIDE

MAIN COLOR



TYPEFACE

RASA BOLD 700

RASA REGULAR 400

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

ENGLISH RASA

HEADING 1

FONT-FAMILY: RASA, SERIF;
FONT-SIZE: 24PT;
FONT-WEIGHT: BOLD;
COLOR: #1A3A5A;
LINE-HEIGHT: 1.5

HEADING 2

FONT-FAMILY: RASA, SERIF;
FONT-SIZE: 18PT;
FONT-WEIGHT: BOLD;
COLOR: #1A3A5A;
LINE-HEIGHT: 1.5

LARGE PARAGRAPH

FONT-FAMILY: RASA, SERIF;
FONT-SIZE: 14PT;
FONT-WEIGHT: REGULAR;
COLOR: #1A3A5A;
LINE-HEIGHT: 1.5

SMALL PARAGRAPH

FONT-FAMILY: RASA, SERIF;
FONT-SIZE: 12PT;
FONT-WEIGHT: REGULAR;
COLOR: #1A3A5A;
LINE-HEIGHT: 1.5

UI ELEMENTS



INPUTS

Form Controls

REGULAR

SUCCESS

ERROR

INPUTS WITH ICONS

MULTILINE INPUT

ICONS

Style: 24px

REGULAR

HOVER

REGULAR WITH NUMBERS

HOVER WITH NUMBERS

WHITE

SEARCH

LOGIN / ACCOUNT

WISHLIST

CART

MEMBER CENTER

COUPON

GIFT CARD

DISCOUNT

POUCHES

BOUNDS

ACCOUNT SETTING

PASSWORD

MEMBER BANKING

MEMBER

VP

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BRANDING

BRAND DESIGN AND PLANNING

ROOMSERVICE | HOME TEXTILE BRAND

roomservice was founded under Test Rite Group, with a mission to deliver premium home textiles for a refined everyday experience. Inspired by the elegance of hotel-quality service, the brand brings a sense of comfort and sophistication to personal living spaces. With carefully selected fabrics and thoughtfully designed bedding, towels, and home textiles, roomservice caters to diverse lifestyles while elevating the standards of home comfort.

ROOMSERVICE 品牌創立於 特力集團，致力於打造高品質的 居家織品，讓消費者在
日常生活中享受更舒適的居住體驗。品牌概念源自「客房服務」的精緻與細膩，希望
將飯店級的舒適感帶入居家空間，透過嚴選布料與設計，提供高質感的 寢具、毛
巾、家居紡織品，滿足不同生活風格的需求。

ROOM
SERVICE.



BRANDING

BRAND DESIGN AND PLANNING

KW JEWELRY: FORGING BESPOKE LUXURY

KW Jewelry . Metalwork redefines fine jewelry through handcrafted precision and bespoke artistry. Named after its founders, the brand embodies a fusion of heritage craftsmanship and modern innovation. Each piece undergoes meticulous forging, polishing, and shaping, bringing out the natural brilliance of metals and gemstones. More than just accessories, KW Jewelry's creations are statements of identity and refined taste. In a world of mass-produced fashion, the brand upholds the essence of true luxury—exclusivity, offering fully customized pieces that transform jewelry into a personalized symbol of elegance.

銀吾珠寶金工（KW JEWELRY . METALWORK）以純手工鍛造工藝，將珠寶打造為個性與品味的象徵。品牌名稱來自兩位創辦人的結合，承載著 技藝傳承與創新設計的精神。透過精細研磨與敲擊塑形，每件作品皆展現天然金屬與寶石的極致光澤，讓珠寶不僅僅是飾品，更是一種 身份與態度的體現。在快時尚與量產飾品盛行的時代，銀吾堅持提供 高度客製化的珠寶訂製服務，讓真正的奢華回歸個人，為每位佩戴者打造獨一無二的專屬珍品。



銀 吾 珠 寶 金 工
KW JEWELRY . METALWORK



BRANDING

BRAND DESIGN AND PLANNING

YU QIAN HAO BRAISED PORK RICE: A TASTE OF NOSTALGIA

Yu Qian Hao Braised Pork Rice was born from a longing for Grandma's cooking—a tribute to childhood memories and the flavors passed down through generations. More than just an authentic Taiwanese braised pork rice shop, it is a heartfelt homage to tradition, preserving the warmth and nostalgia of home through every bowl served.

承載著對阿嬤的思念，以一道道經典爌肉飯，傳遞童年記憶與味蕾的傳承。這不僅是一家台灣道地的爌肉飯店，更是一份 對傳統家鄉味的深情詮釋，將最純粹的溫暖與記憶，透過美食延續下去。



玉=乾=號

SOY STEWED PORK

- EST. 1923 -



玉=乾=號

SOY STEWED PORK

- EST. 1923 -

BRANDING

BRAND DESIGN AND PLANNING

HOI! LIVING: BRINGING THOUGHTFUL DESIGN INTO EVERYDAY LIFE

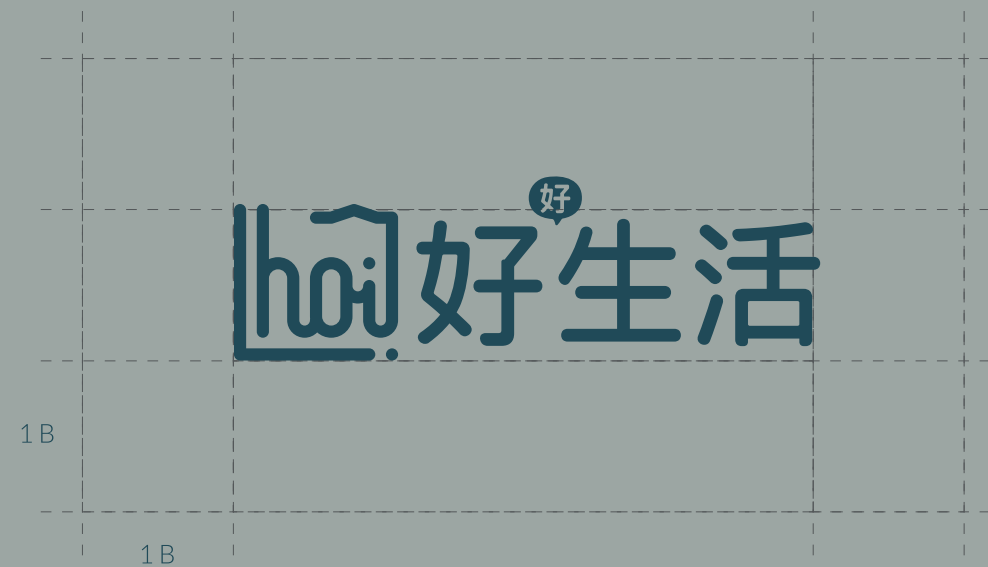
The essence of hoi! Living is simple—design shouldn't be a luxury; it should be a natural part of everyday life. Founded on the idea that aesthetic, functionality, and affordability can coexist, hoi! curates a thoughtful selection of home essentials that allow everyone to create a beautiful and comfortable living space without breaking the bank.

More than just a retail brand, hoi! is about redefining the way we experience home. From furniture and décor to kitchenware, every piece is chosen with a focus on quality, design, and practicality, ensuring that a well-designed home is within reach for all.

HOI! 好好生活 的誕生，源於一個簡單卻深刻的信念——讓美學不只是遙不可及的概念，而是生活中的一部分。品牌初衷在於提供 設計感、實用性與親民價格並存 的家居選品，讓每個人都能以合理的預算，打造出自己理想的居家空間。

從選品到空間體驗，HOI! 不只是銷售商品，而是希望透過每一件家居單品，讓人重新思考「生活」該有的樣貌。不論是家具、家飾，甚至是餐廚用品，每一件商品的選擇，都圍繞著 質感、設計與功能的平衡，讓家變成一個真正讓人放鬆、享受的地方。

HORIZONTAL



VERTICAL



BRANDING

BRAND DESIGN AND PLANNING

FUCHSIA: THE PHILOSOPHY OF A FLUID ABODE

Fuchsia embodies the duality of movement and stillness, exploring the balance between people, space, nature, and time. Its emblem—mountains, water, plants, and land—echoes the Daoist idea that all things exist as one.

In an ever-changing world, design should not be static but evolve with its surroundings. Fuchsia creates dwellings within motion, where home is not just a place but a constant within change.

「浮」——流動不定，象徵著時間、資訊、人類與世界的無盡變化。

「廈」——安身立命，代表家的意義，即便定義不斷變遷，仍然是我們情感的歸屬。

浮廈（FUCHSIA），是一種思考 空間與人、自然與設計、時間與情感 之間關係的嘗試。品牌標誌以山、水、植物、大地為元素，象徵 天地萬物共生，呼應《莊子·齊物論》中所言：「天地與我並生，而萬物與我為一。」這不僅是對自然的敬畏，更是對當代人在變動不居的世界中，找到 平衡與安適之所 的探問。



浮廈
fuchsia



浮 fuchsia 廈

BRANDING

BRAND DESIGN AND PLANNING

STOREMARAIS | HOME & LIFESTYLE STORE | WWW.STOREMARAIS.COM

For 100mountain, a brand with 40 years of history, this Rebranding isn't just about a new look—it's a complete redefinition of outdoor culture. Because outdoor life isn't just about toughness; it's about style, fun, and personality.

This transformation sees 100mountain shedding its old-school image and embracing a rounder, more youthful, and playful aesthetic. The new logo features softer, more dynamic typography, while the color palette shifts from muted earth tones to energetic forest greens, sky blues, warm oranges, and vibrant yellows, evoking a sense of freedom and adventure.

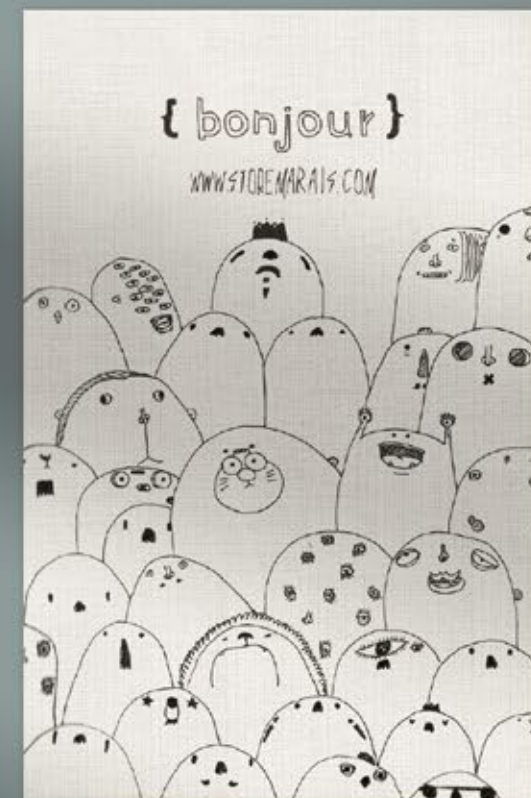
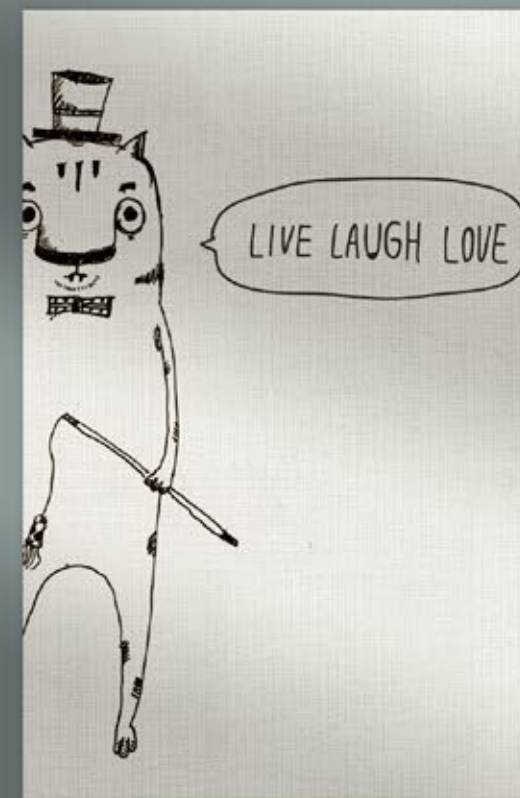
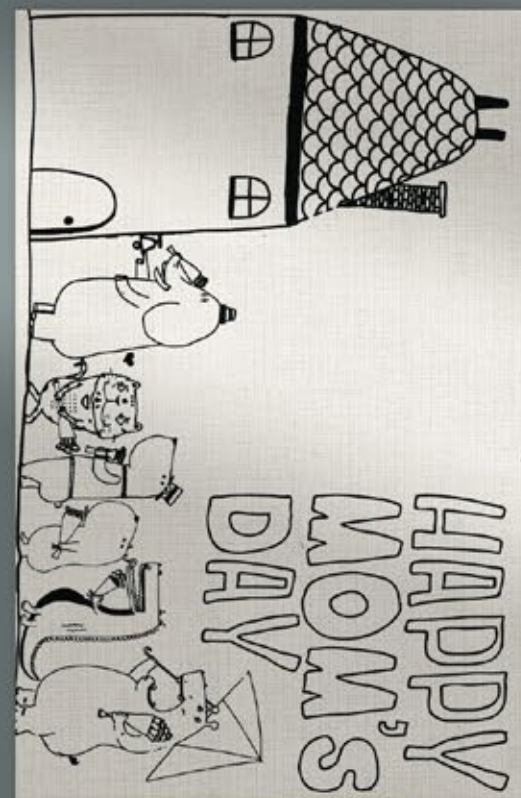
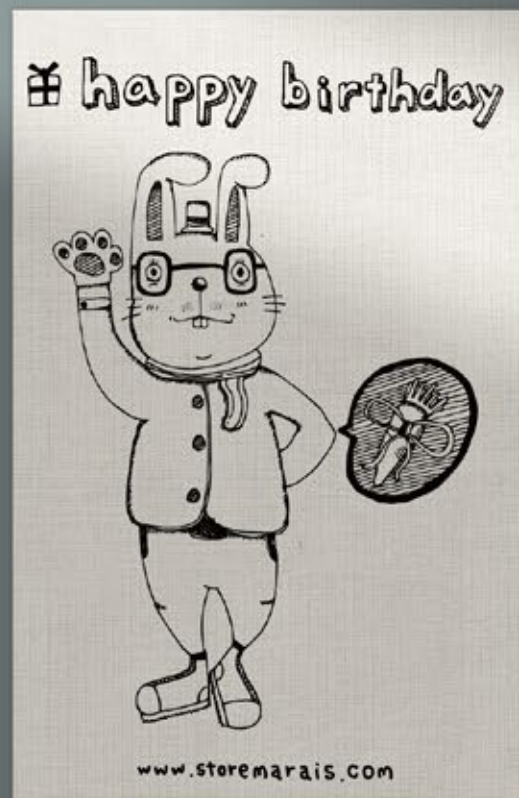
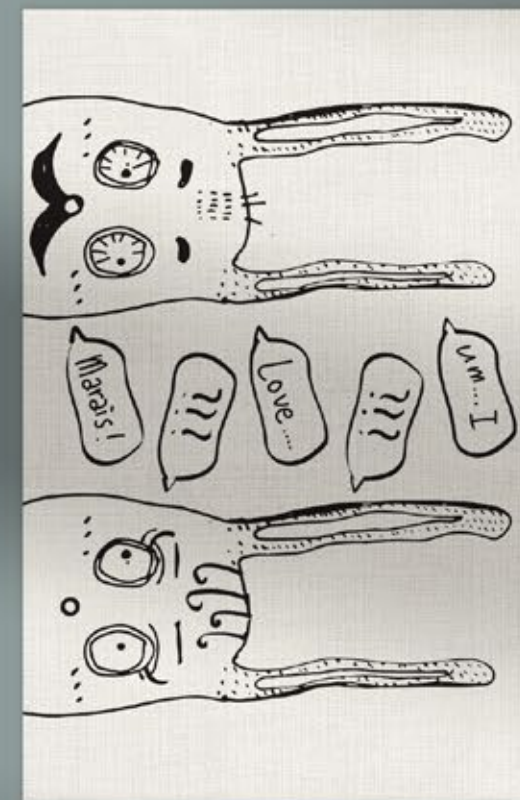
對於成立 40 年的百岳戶外裝備（100MOUNTAIN）來說，這場 REBRANDING 不只是形象上的改造，而是一場對 戶外文化的重新詮釋——戶外，不只是硬派，更可以有型、有趣、有態度。

這次的 百岳戶外裝備 REBRANDING，徹底擺脫過去的傳統印象，讓整體視覺更 圓潤、年輕、帶點幽默感。LOGO 採用 更活潑的字體設計，視覺配色從沉穩大地色，轉向更具活力的 森林綠、天空藍、暖橘與亮黃，強調 戶外的快樂與自由感。

100mountain®

百岳戶外裝備

HAND PAINTING

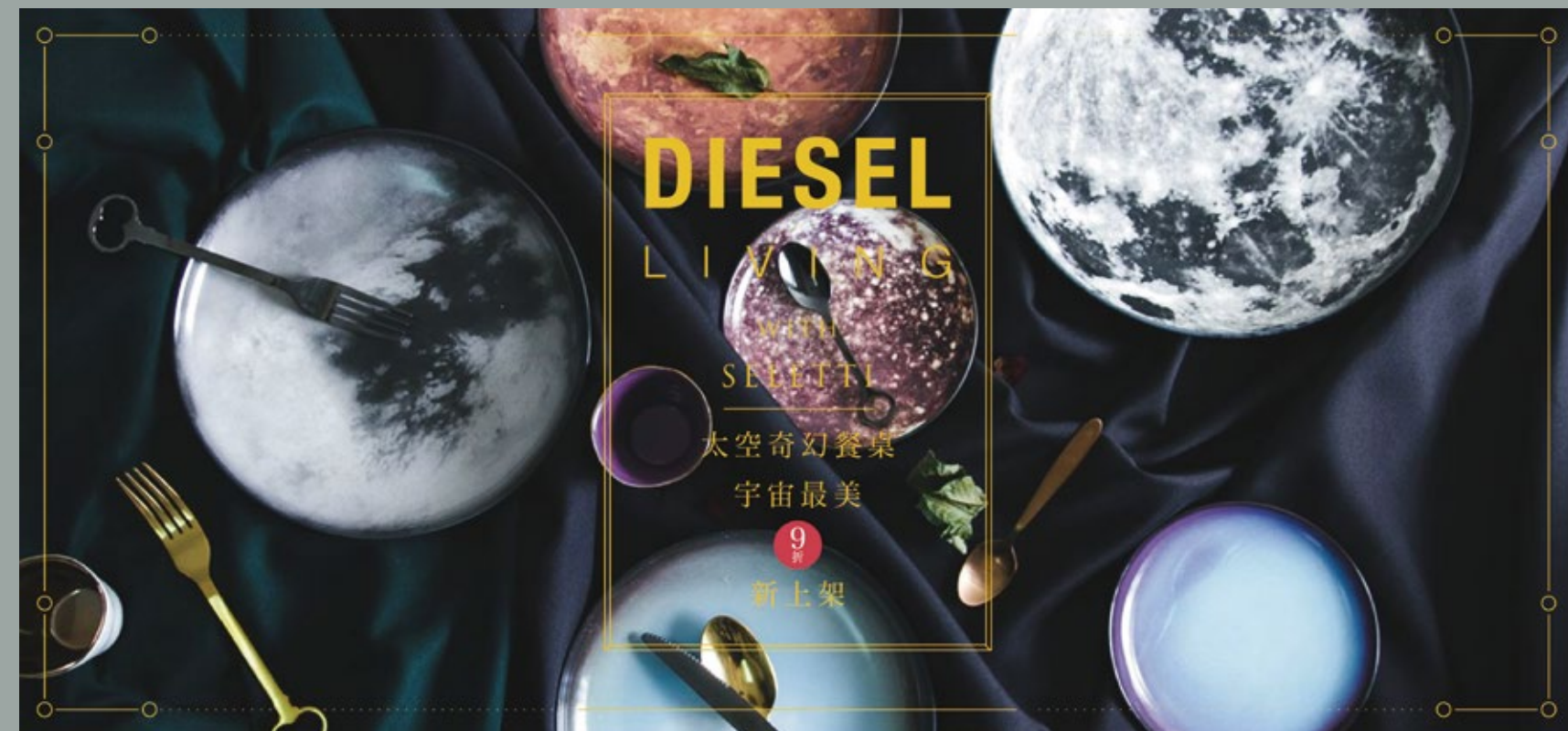


HAND PAINTING

HAPPY
NEW
YEAR



E-COMMERCE BANNER DESIGN



GRAPHIC DESIGN



A photograph of a bed with a light blue duvet and several pillows, some with a dark brown geometric pattern. A dark brown throw blanket is draped over the foot of the bed. The background is a textured, warm-toned wall. A small table with a lamp and a vase of flowers is visible on the left.

FRETTE

百年淬鍊 義大利寢織工藝

微風之夜
BREEZE NIGHT 2023

—
SPRING / SUMMER 2023 COLLECTION
義大利頂級寢飾 新品鑑賞
IN CELEBRATION OF L'ESPLORATORE

@ BREEZE CENTER VIP LOUNGE →→→→

A photograph of a bed with a light beige duvet and several pillows, some with a dark red border. A dark red throw blanket is draped over the foot of the bed. The background is a textured, warm-toned wall. A small table with a cup and a vase of flowers is visible on the right.

FRETTE

百年淬鍊 義大利寢織工藝

SPRING / SUMMER 2023 COLLECTION
義大利頂級寢飾 新品鑑賞
IN CELEBRATION OF L'ESPLORATORE

PHOTOGRAPHY & DISPLAY

















PHOTOGRAPHY & FOOD STYLING

















VER. 2025

WANG SUNG HSUAN

VER. 2025

PORTFOLIO

王
弘
偉

