

Lai Siu

DESIGN PORTFOLIO
SELECTED WORKS



BUILD A BRAND FOR GENE TECHNOLOGY PRODUCTS

BGI engaged the Zentrogene Laboratory to build a new brand for preventative medical services, targeting customers in Asia. The objective was to create a westernised, professional image for a China-based brand to expand their market share internationally.

Scope :

© BRANDING

📦 PACKAGING

📍 DIGITAL

Client :



BUILD A BRAND FOR GENE TECHNOLOGY PRODUCTS

Unlike traditional medical services, preventative healthcare is consumer-driven. Doctors in Hong Kong are legally unable to advertise their services or products, and this pull marketing strategy helps transform people's impressions of the medical industry. The packaging design of the product is most important in this project, that is the first impressions in customer.

I am honoured that design has won an merit of the Asia Awards 2015.

Merit





GUIDE YOUR MARKETING MATERIALS

Fresenius Medical Care has a newest advertisement launched in Europe. When this advertising came to Asia, the Asian department got a lot of marketing materials, but the materials are always use in different way in production. They need us to formulate a guideline so that it can be used in Asia and different production companies in order to use the materials more effectively.

Scope :

📣 MARKETING

📱 DIGITAL

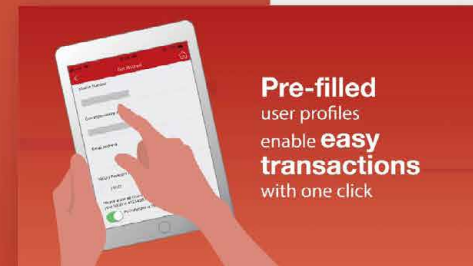
Client :



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The Screenshot of Motion Graphic:



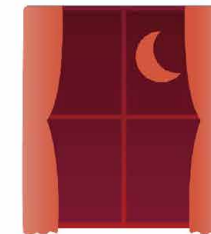
MAKE THE LEARNING MORE ATTRACTIVE

Generali create an application for brokers and they require a introduction video of app in brokers party. We try to make it more attractive but easy to know as a introduction video.

Scope :

© MOTION GRAPHIC

Client :





B2B TO B2C ADVERTISING CHANGE

Fujifilm BI's advertising direction had been focusing in business client. The advertisement this time hopes to appear on the public level. Therefore, human are used as protagonists was wants to start from the angle of users. Which is appeared in previous fujifilm BI advertisements rarely.

Scope :

📢 ADVERTISING

Client :

FUJIFILM
Value from Innovation



Soup
一聲

飛嚕 地道
濃湯滋味

李錦記
LEE KUM KEE
Laksa Thick Soup
椰香喇沙
濃湯
1人份
淨重 200 克
Net Weight 200 g

不加味精
不加防腐劑
不加色素

Lee Kum Kee

加熱即食 地道濃湯
配搭粉麵 滋味方便

A CLEVER PUN CAMPAIGN OF LEE KUM KEE'S NEW SOUP PACKET.

We need to come up with a comprehensive print and digital advertising campaign for LKK's packet soup series.

Scope :

📣 ADVERTISING

📷 SHOOTING

Client :





A CLEVER PUN CAMPAIGN OF LEE KUM KEE'S NEW SOUP PACKET.

After a brainstorming session, we quickly realised that the slurping itself sounded a little like the word "soup." Therefore, "Soup一聲", loosely translated as "the sound of speed," became the campaign's definitive slogan.

"Soup一聲" became the foundation for the entire advertising campaign. The slogan connected especially well with younger consumers that LKK was targeting. We came up with the concept and key visuals.





CELEBRATING 75 YEARS OF BRINGING ENERGY TOGETHER

The Schmolle Group is an international market leader in high precision machinery. I enlarged a part of their logo as the protagonist and placed it where I saw it at the first sight of the exhibition.

Scope :

EXHIBITION DESIGN

GRAPHIC DESIGN

Client :

schmolle asia pacific
金富寶亞太有限公司



STARTUP THE BUZZ

OnCall Services wanted to create a distinct brand emphasizing convenience and immediacy in IT solutions. We first developed the brand's concept and connected multiple meanings of "buzz" – from the buzzing sound of a notification to quick movement to the sound of a bee. The logo represents the company's quick response at the push of a button as well as the ease with which users can request service.

Scope :

☀ BRANDING

📍 DIGITAL

Client : OnCall Services Limited





STARTUP THE BUZZ

The cube pattern is formed by connection of two cubes, the main element shown below, and can be repeated without limit to form background pattern.

Thanks to our simple UX design, Buzzer users can select their technical problems and when and where to receive assistance within a few easy steps. When your phone broken, just scan the QR code or search for 'BUZZER'. It's a breeze! Fix your devices in a few taps. You can also buy technology products what you want on this ording.



WEEE·PARK

BRANDING THE FIRST E-WASTE TREATMENT FACILITY IN ASIA

Building a brand experience through an interactive education centre. A government-led project, WEEE·PARK is the only site in Hong Kong that collects and processes e-Waste such as used computers and electronics. Our challenge was to develop an experience-based exhibit along with marketing materials that communicate WEEE·PARK's key messages in distinctive ways, while also complying with government themes.

Scope :

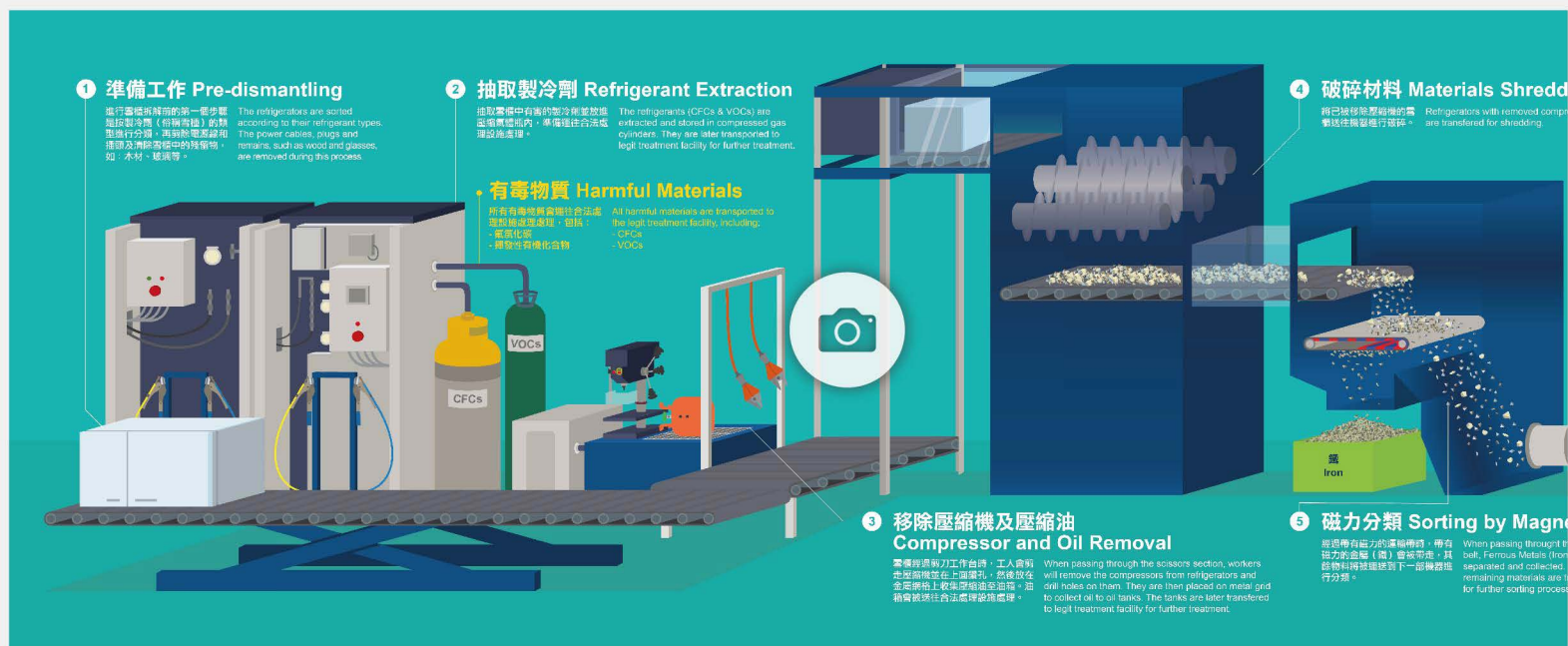
© BRANDING

☼ GRAPHIC DESIGN

📺 MOTION GRAPHIC

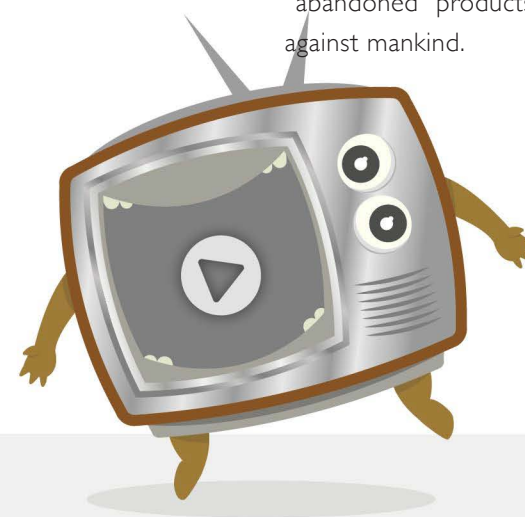
Client :





BRANDING THE FIRST E-WASTE TREATMENT FACILITY IN ASIA

We created a linear experience exhibit in a long, narrow space in three sections, illustrating how appliances are responsibly processed. While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education. The mascots starred in a motion graphics video that we created, telling a fairy tale-like story from their perspective as “abandoned” products that turn against mankind.





MACPHERSON X FLY MUSIC & MARKET FESTIVAL 2017

The Key visual and identity design for MacPherson x Fly Music & Market Festival 2017. The theme "fly" meaning is alternative and flying in Cantonese. So we need to create all visual non-general, we need typography, photo shooting, retouching all in our control.

Scope :

- ☼ KEY VISUAL
- ☞ IDENTITY
- ☒ TYPOGRAPHY
- ☞ ART DIRECTION

Client :



主流
#原音
#實物



MACPHERSON X FLY MUSIC & MARKET FESTIVAL 2017

The idea of the key visual is "from here to there", all about movement. The movement mean trying to get out of he's mainstream market. Also, market and music show to be held at the same place, we use black & white to represent day & night. As the market being held in the afternoon and music show in the evening.

#Primary Brand Colors



Royal Blue



Red

#Secondary Brand Colors



Grey



Dark Red



Slate



Gold



Wool White

#Secondary Graphics

STEPPING OUT OF HONG KONG WITH CHUI CHEUNG

Founded in Hong Kong in 1947, Chiu Cheung is an integrated service provider of control consoles, server racks and other high-end sheet metal-fabricated products. To mark the company's 70th anniversary, Chiu Cheung commissioned us to update its logo and internationalise its image.

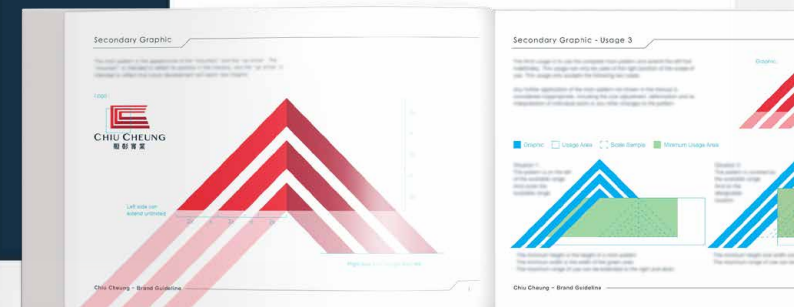
Scope :

© BRANDING

Client :



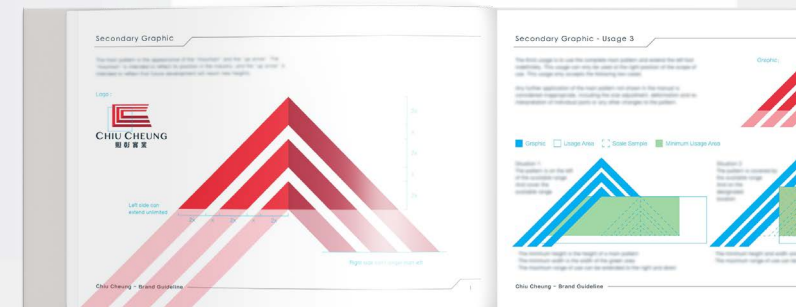
*Old Logo





STEPPING OUT OF HONG KONG WITH CHUI CHEUNG

While we were allowed to tweak the design, Chiu Cheung wanted to keep the logo's original identity. I updated logo utilised a new colour scheme while depicting the summit of a mountain as the pinnacle of success. We created a guide to brief employees on the new logo, a branding campaign, advertising templates and even updated uniforms. This project was an example of how subtle design tweaking can create maximum effect. Chiu Cheung is now a fast-growing company in China with an eye on global expansion.



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