

2024

PORTFOLIO

Yimeng LIU UI UX / Advertising






Hello!

I'm **Yimeng LIU**.

Currently an M2 student at L'École de design Nantes Atlantique.

I'm involved in **UI UX, advertising design, independent publishing**.

I consider myself a perfectionist, detail orientated designer who loves to learn new things.

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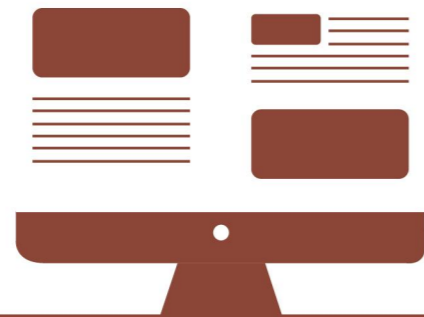
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 Chinese English French-A2

 France Nantes 44100

UI UX



Advertising



**Indie
Publishing**



UI UX

foodiest

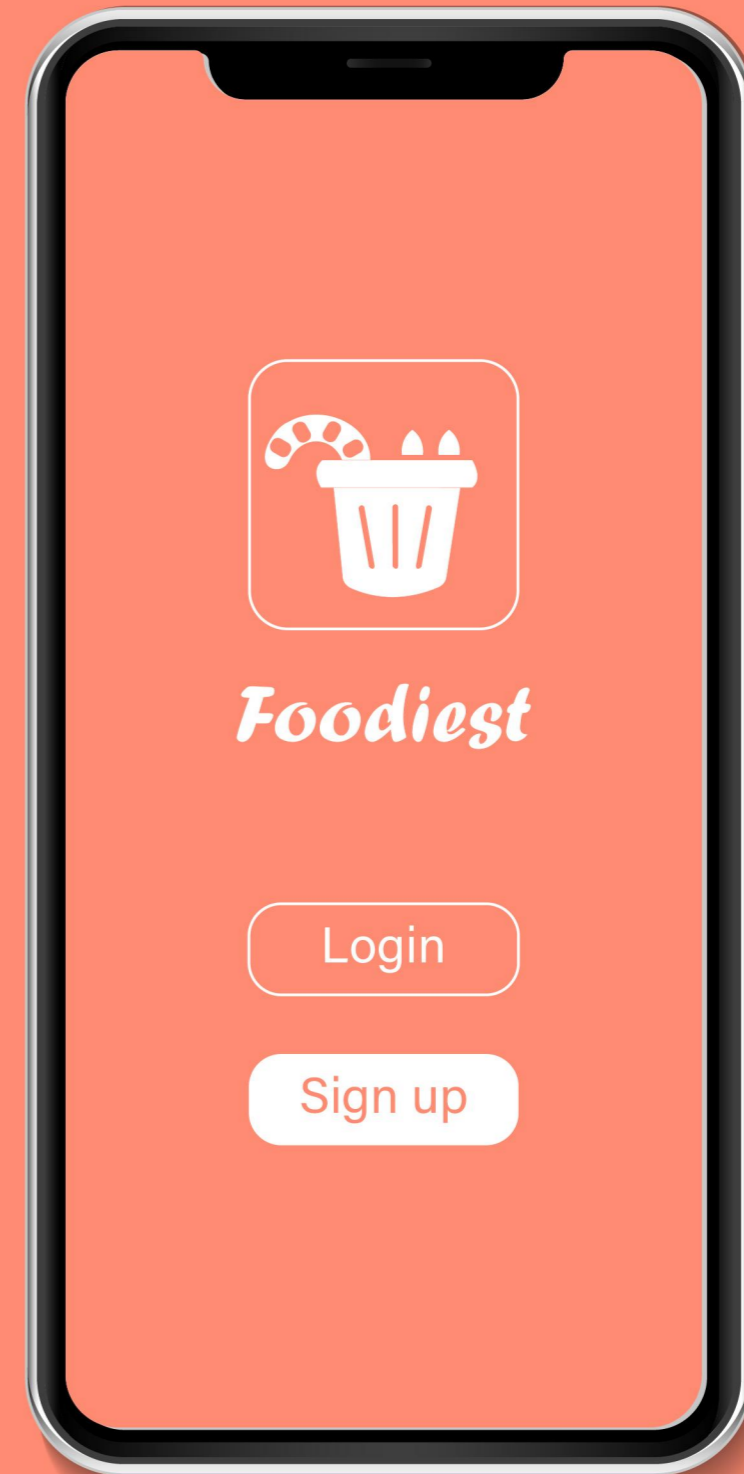
APP UI UX

Eco-design

Logo Design

The increasing demand for food flavors has led to people taking only the essence of food and throwing the rest away.

To improve the utilization of ingredients, I designed an app that reduce food waste.





Foodiest

- #FF8B72
- #FFFFFF

UI UX

CASIC APP

APP UI UX

Data Visualisation

I started my internship in the weather department at China Aerospace Science & Industry Co. and was tasked with designing an APP.

This app only serves internal employees, helping them to check the observation meteorological equipment, do the work handover, and emergency repair in case of problems.





保障系统

登录

工作台
12:00
个人中心

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12:00
COSIC
浙江省气象装备保障系统
登录

12:00
工作台
运行监控
地图监控
列表监控
巡查监督
未确认工单
已分配工单
故障监督
未确认维修单
已分配维修单
基础数据
维保公司信息
工作台
个人中心

12:00
工作台
Detail 01
客户联系
客户群
视频号
群发助手
客服
收款
朋友圈
离职继任
学习园地
Detail 02
客户联系
客户群
视频号
客服
朋友圈
离职继任
工作台
个人中心

12:00
巡查监督
未确认工单
故障监督
未确认维修单
已分配维修单
基础数据
维保公司信息
工作台
个人中心

12:00
浙江气象
浙江省气象探测中心
ZHEJIANG METEOROLOGY CENTER
运维一

12:00
浙江气象
浙江省气象探测中心
ZHEJIANG METEOROLOGY CENTER

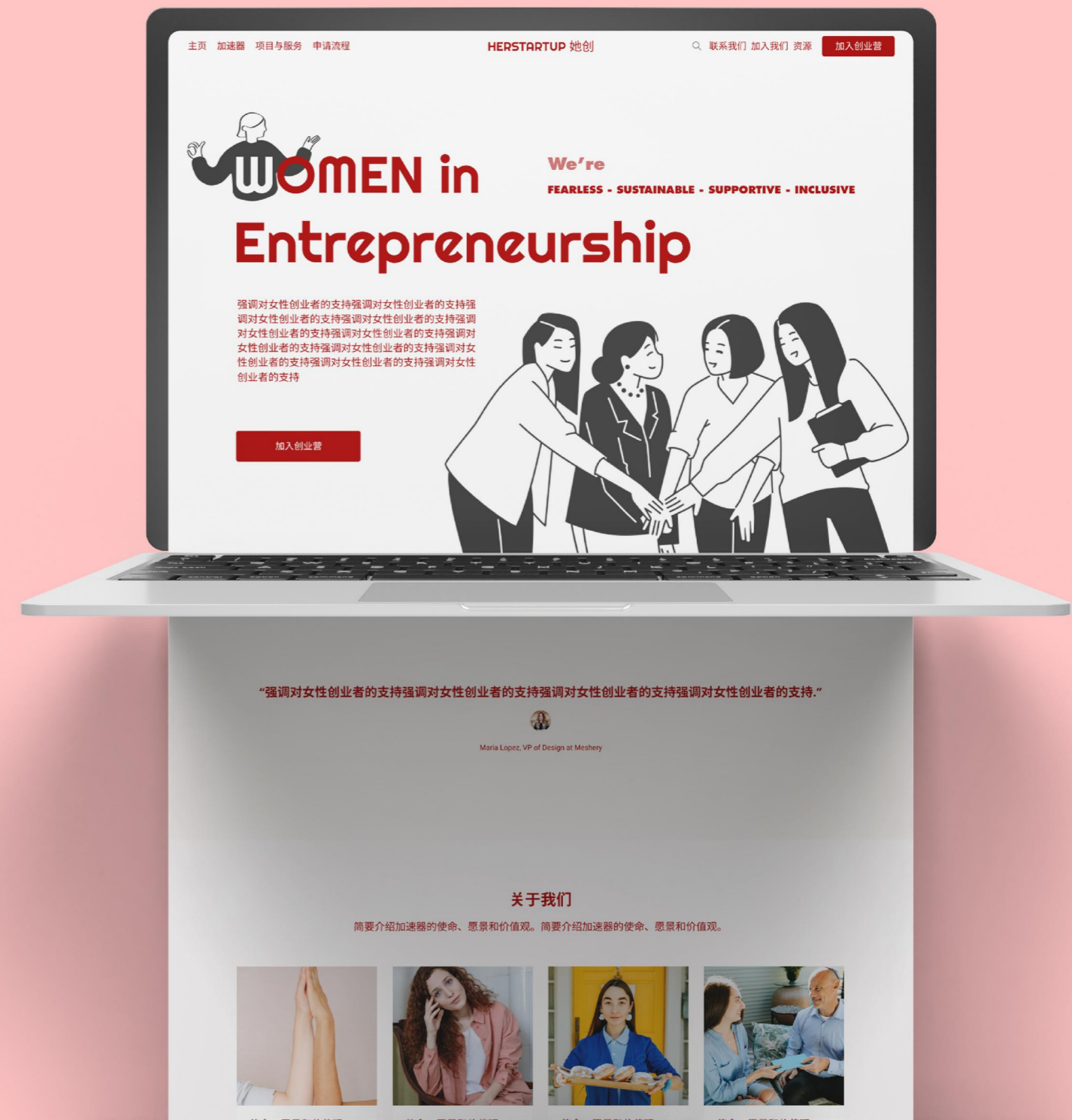
UI UX

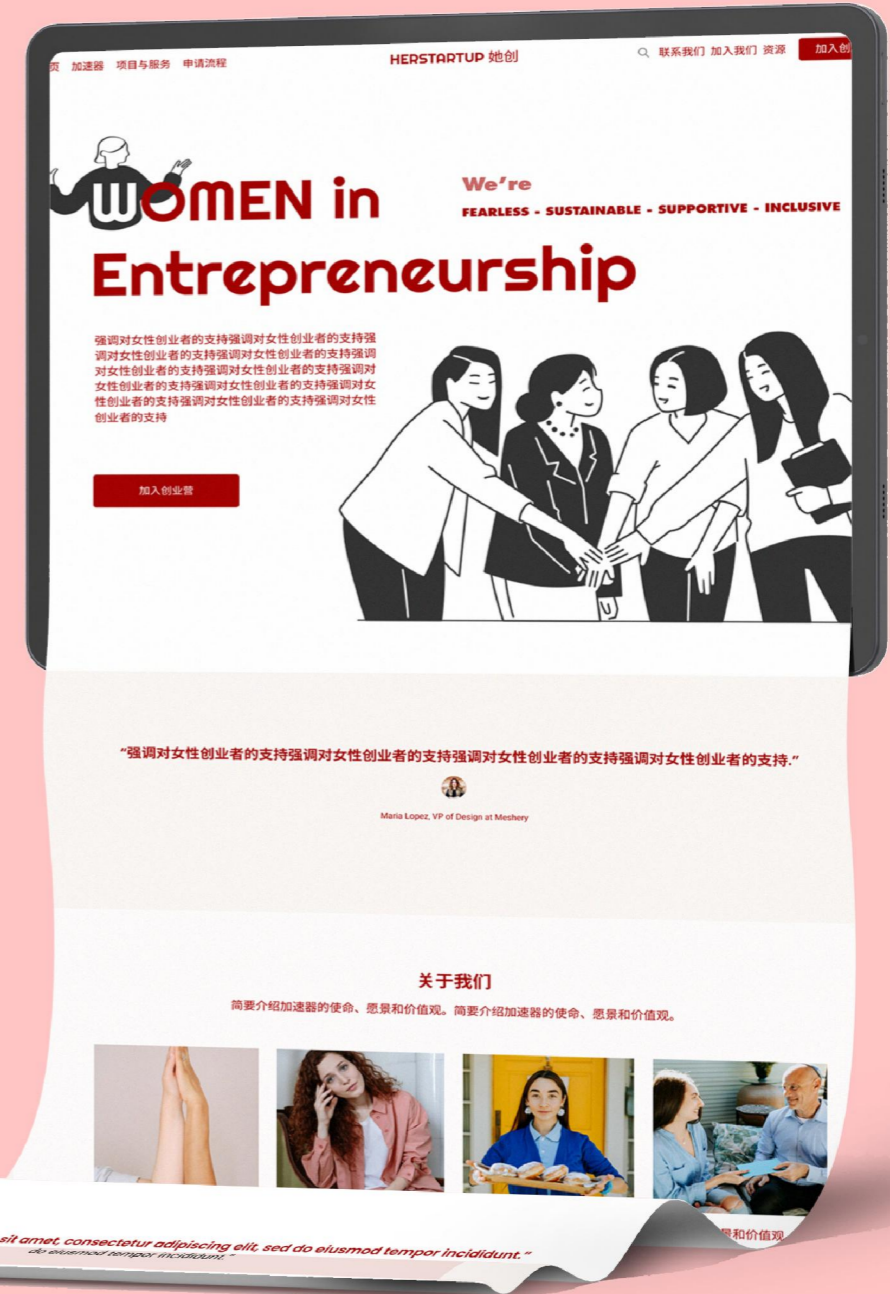
Her Startup

Web UI UX

Logo Design

This is a project to help women start their own business. I designed a website in this project to help women in non-native countries who want to start their own business to break down the barriers of information and resources. Provide them with professional support and guidance in starting their own business.





Perfume Experience Event

UX Design

Branding

Modelling

Video Editing

Atelier Cologne is a brand owned by L'Oreal. I created a new UX design for this brand with the aim of improving the shopping experience for offline consumers when shopping.



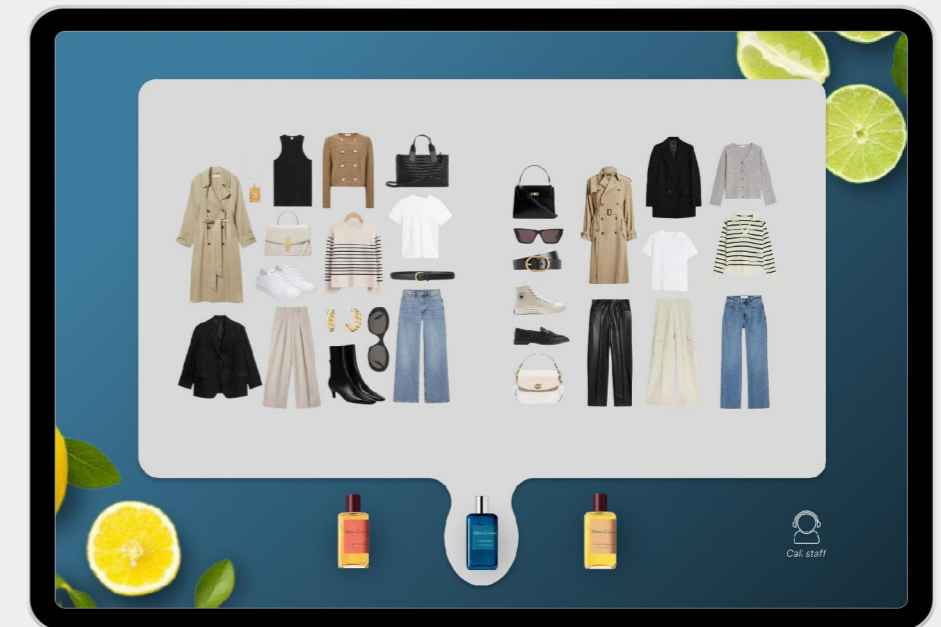
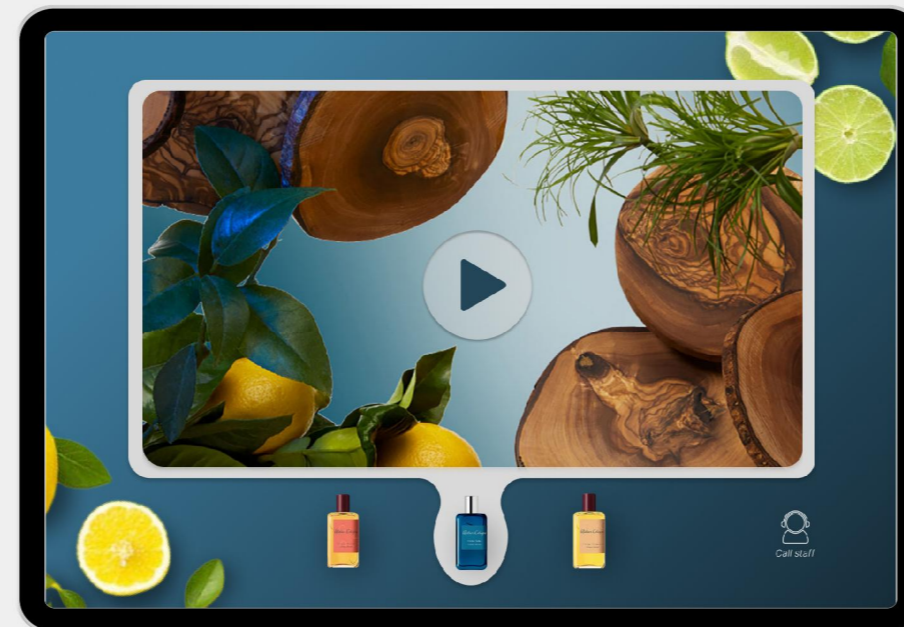


#37a2c6

#ffffff

#f07764

#f0f2b5



This project won
L'Oréal Brandstorm top3



Check the video by the link.

https://www.bilibili.com/video/BV1Uf4y1x7i9/?spm_id_from=333.999.0.0



Advertising

Intangible Cultural Heritage Exhibition

UX Design

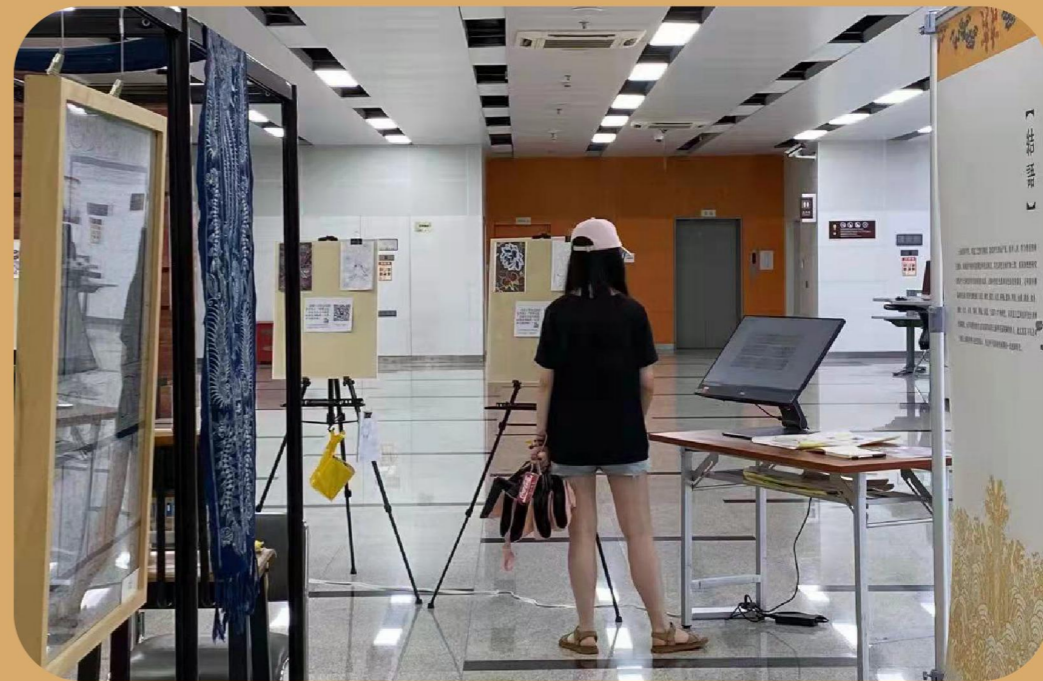
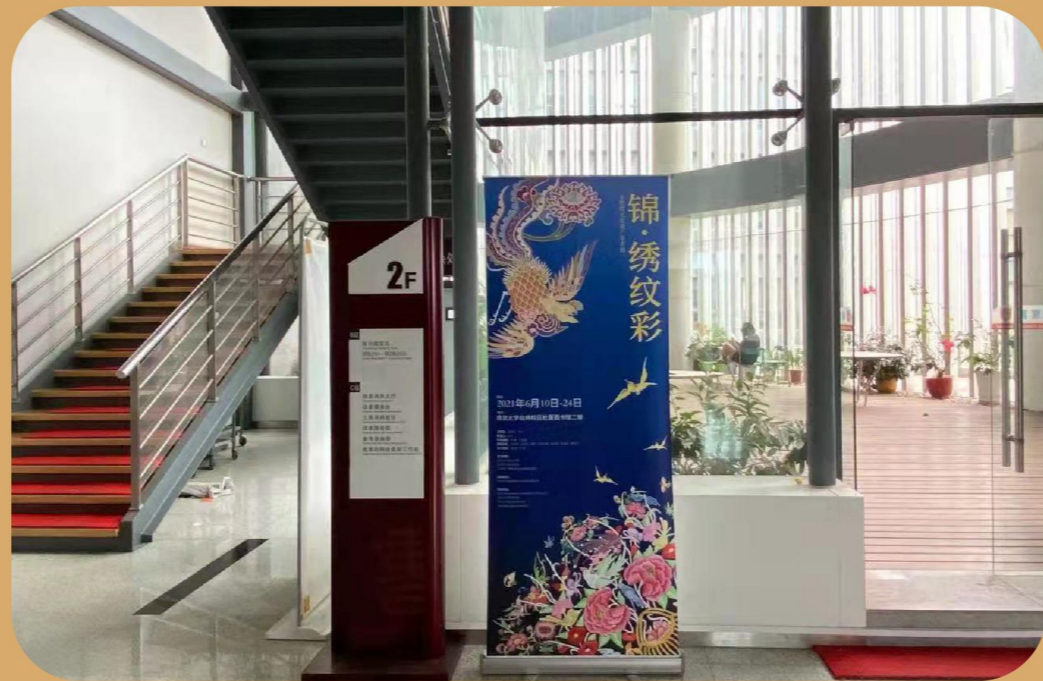
Curating

Branding

I helped Qianxinan region of promoting the unique traditional arts of textile and garment creation by setting up exhibition in the library of Nanjing University. This exhibition presents traditional garments, dyed cloths, and artisan tools, alongside informational displays and interactive components.







Independent Publishing

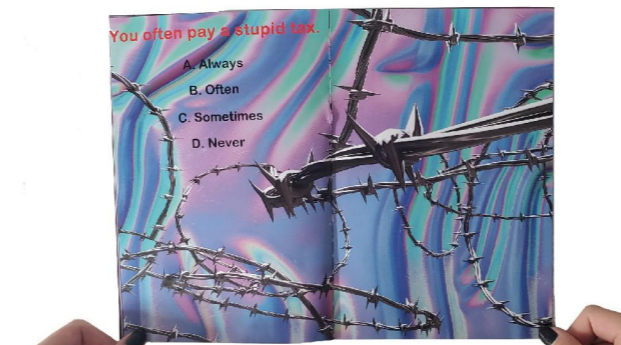
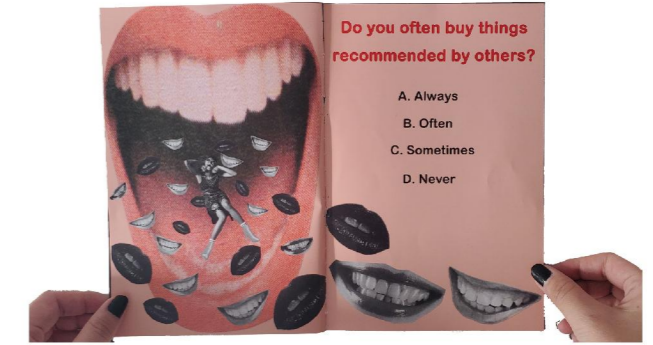
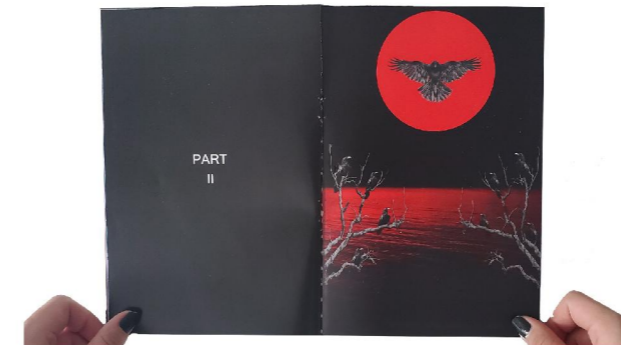
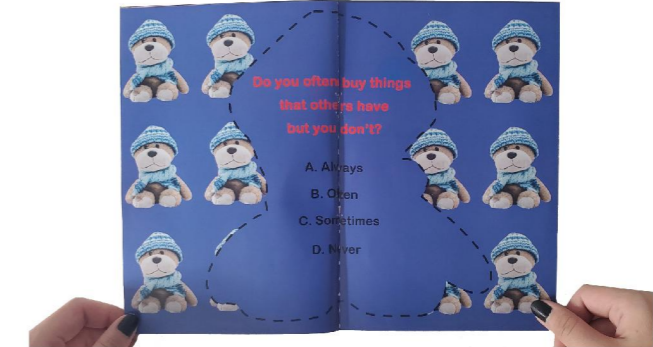
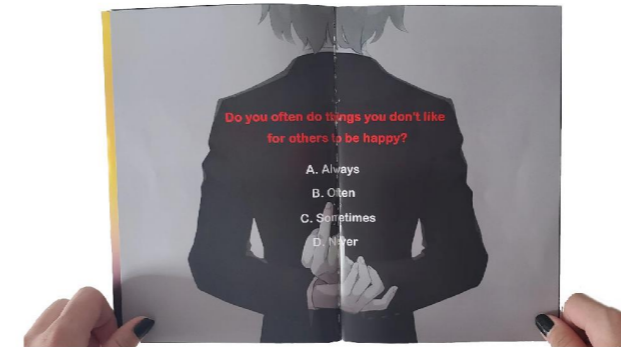
Narrative

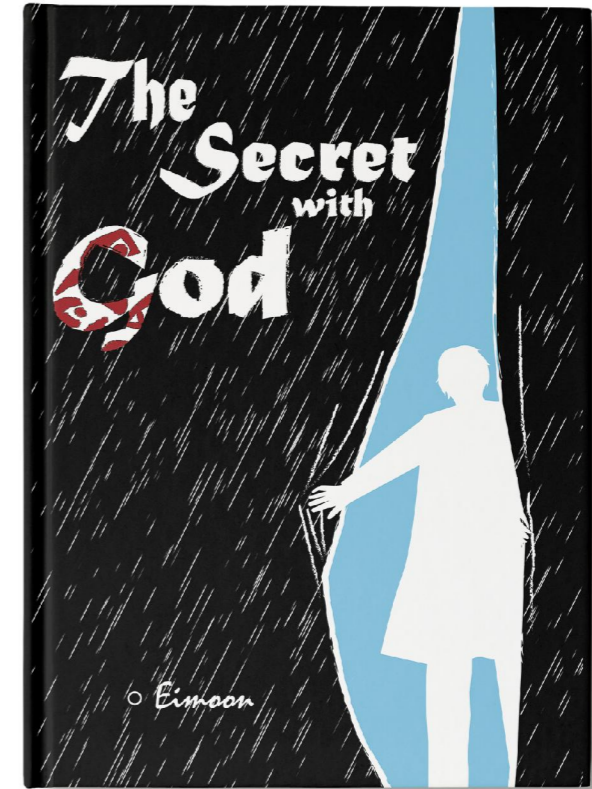
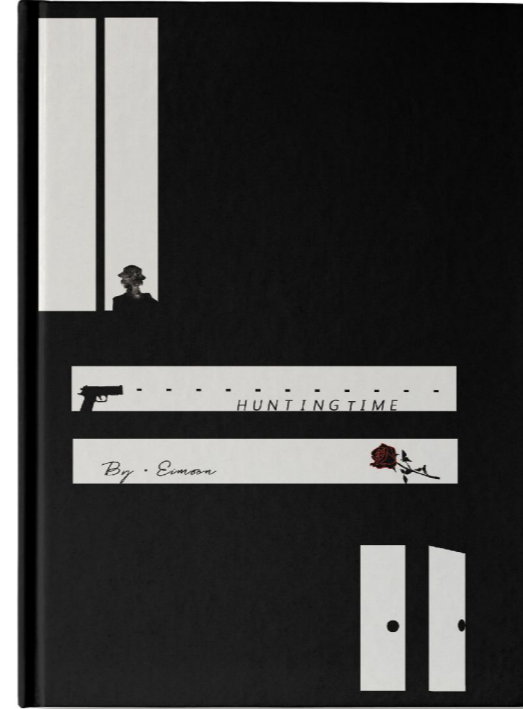
Cover Design

Typography

Entrepreneurship


I'm not only a designer, I'm also an author. I have published two novels. I design covers, book binding and typography for my novels and have an online bookstore of my own. I also design covers, typography and book binding for my clients.







Thank You!

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