



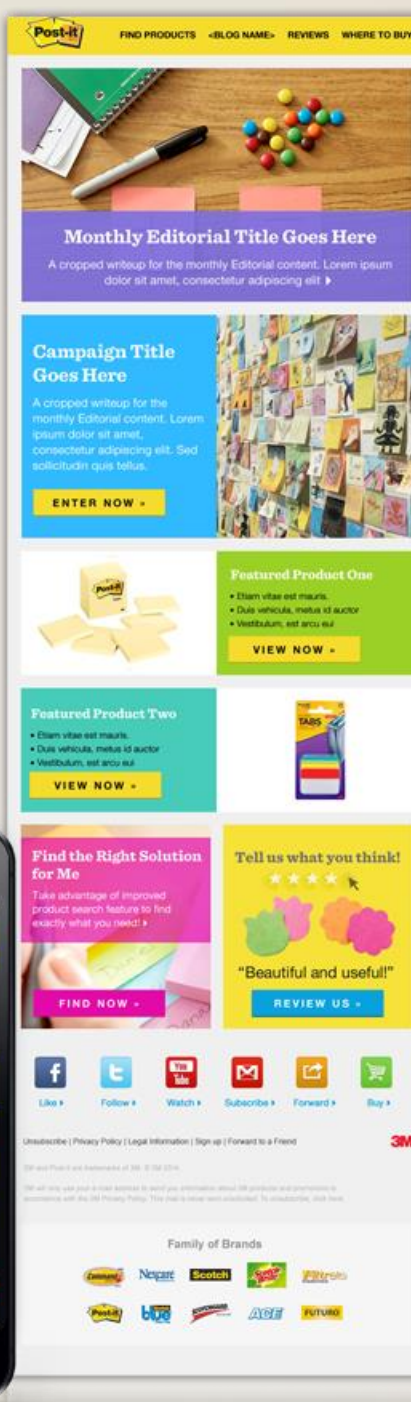
Creative Design & Development
P O R T F O L I O



Post-it® eNewsletter template

Client: Post-it® brand across APAC region

- Responsive eNewsletter template that follow eMail best practice, mobile/tablet friendly
- Flexible content blocks for subsidiary localization
- With Post-it® branding – colorful, vibrant, innovative

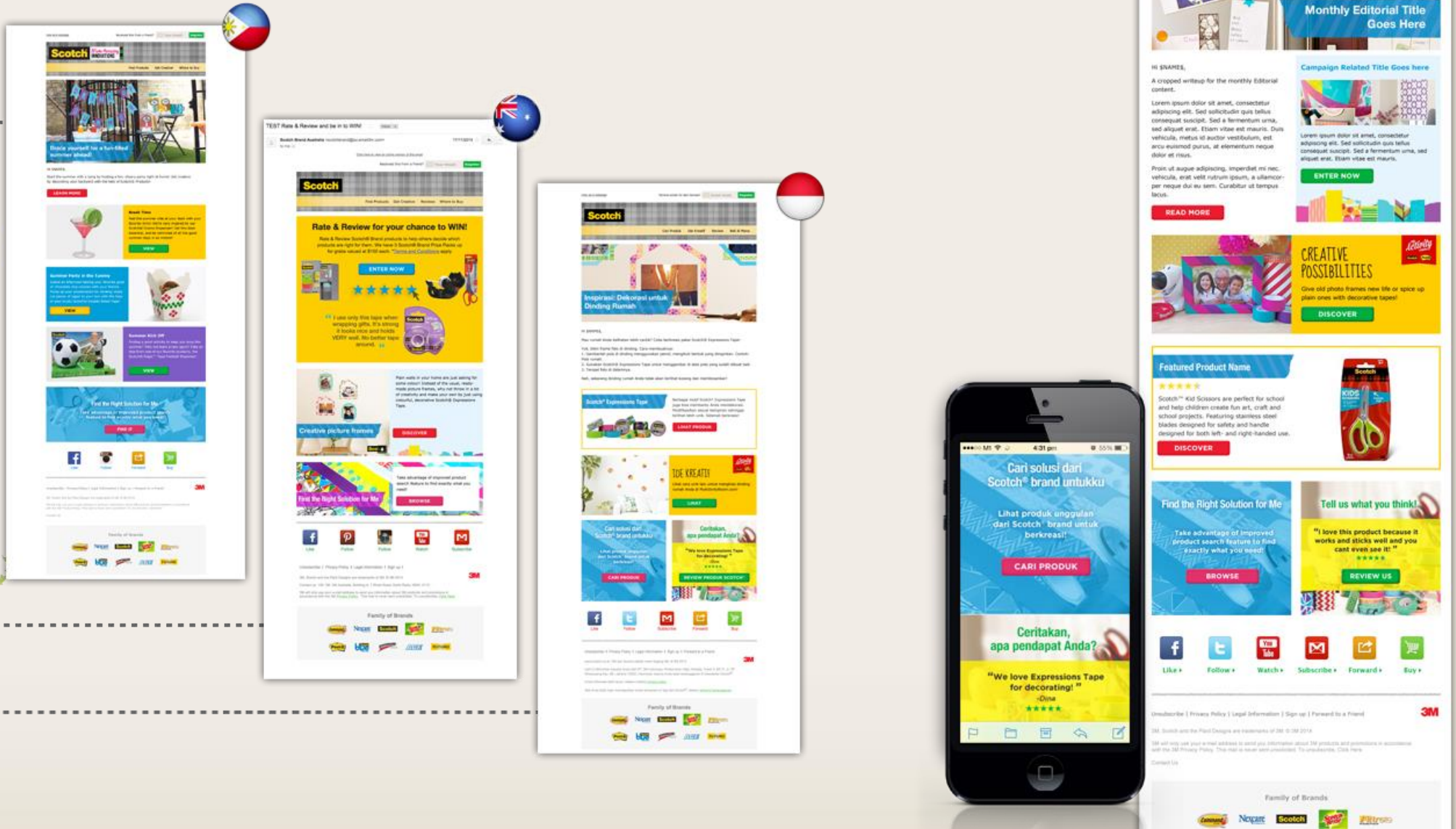




Scotch® eNewsletter template

Client: Scotch® brand across APAC region

- Responsive eNewsletter template that follow eMail best practice, mobile/tablet friendly
- Flexible content blocks for subsidiary localization
- With Scotch® branding – enhance creativity, DIY look and feel

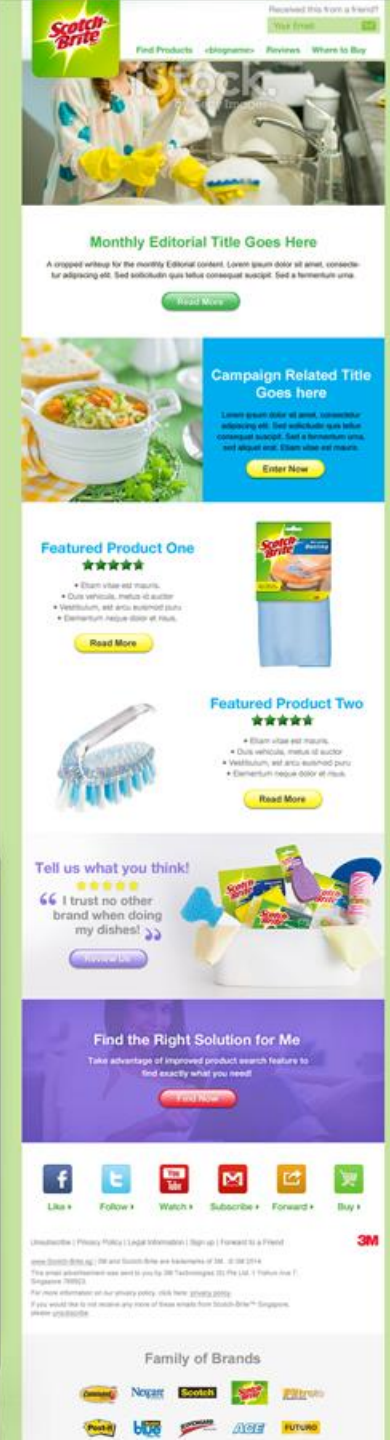
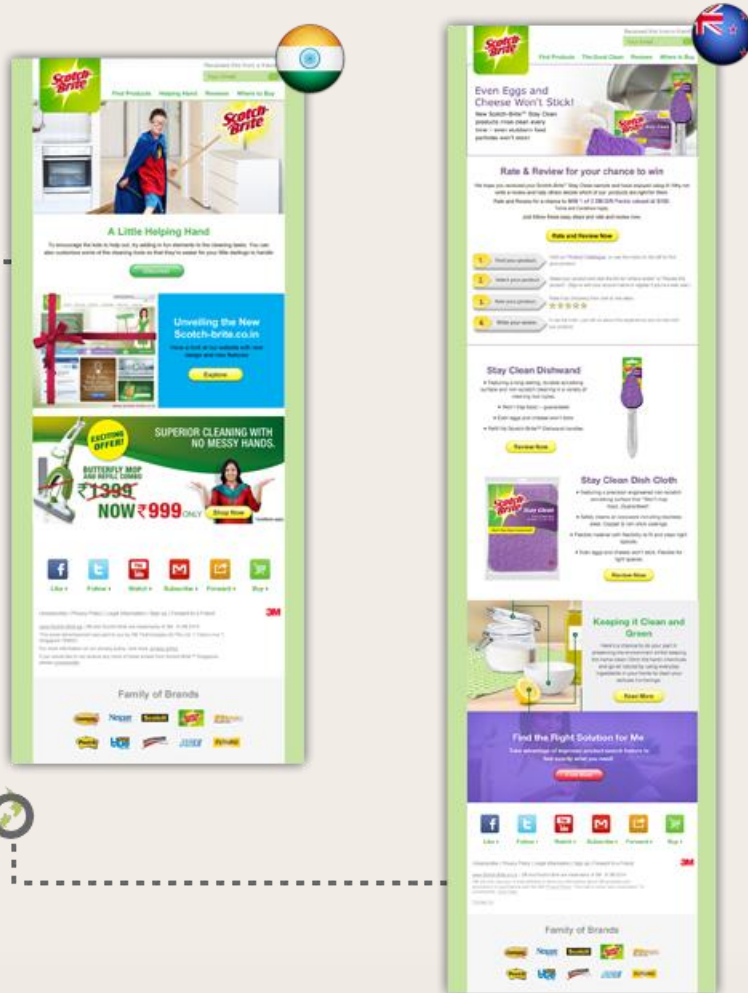




Scotch-Brite® eNewsletter template

Client: Scotch-Brite® brand across APAC region

- Responsive eNewsletter template that follow eMail best practice, mobile/tablet friendly
- Flexible content blocks for subsidiary localization
- With Scotch-Brite® brand color theme and fonts

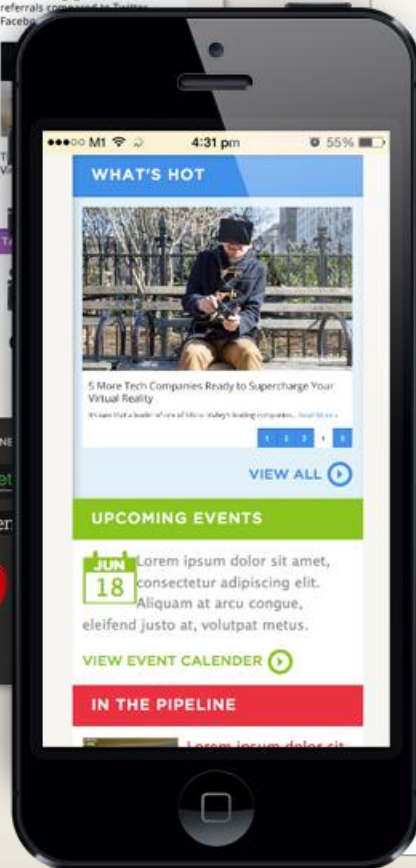
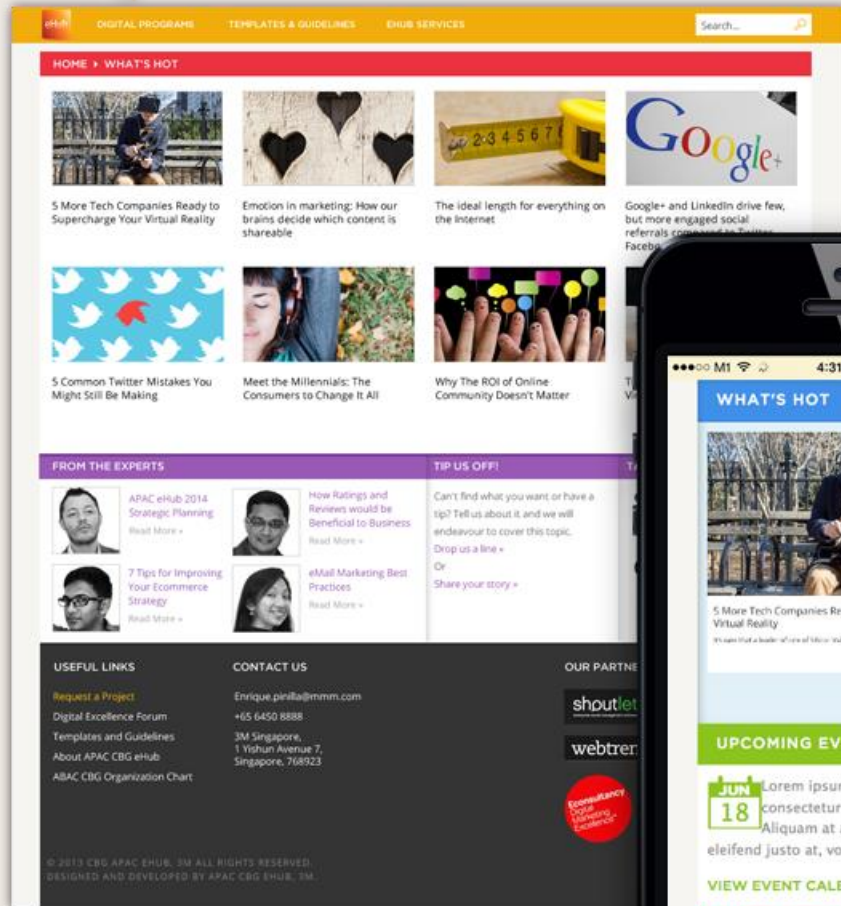




Digital best practice sharing centre

Client: 3MAPAC Central Team

- Moodboarding, wireframing and creative concept development
- Homepage and internal page mockup designs
- Responsive HTML/CSS coding

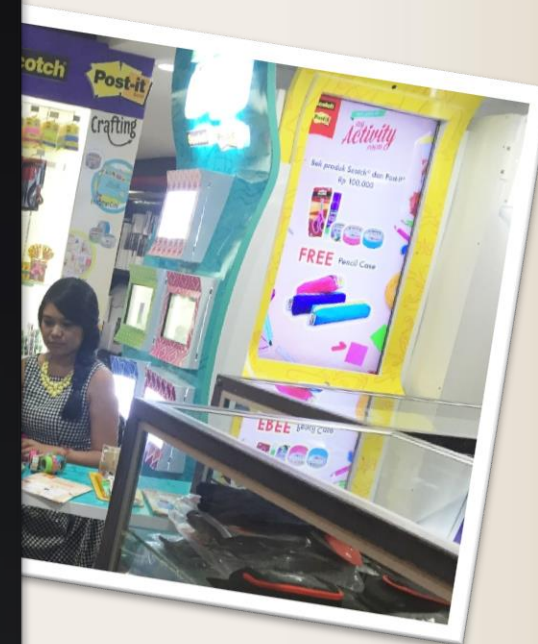
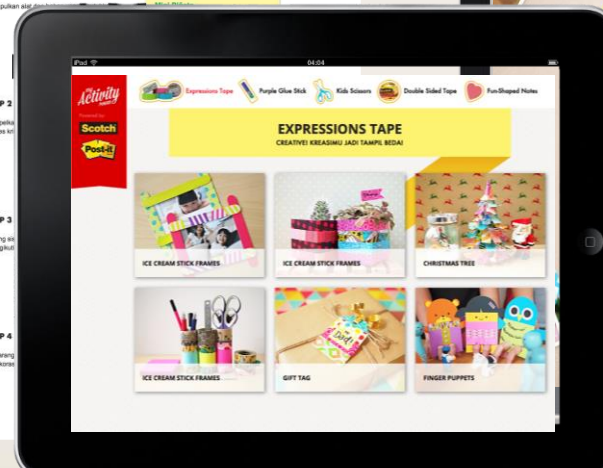
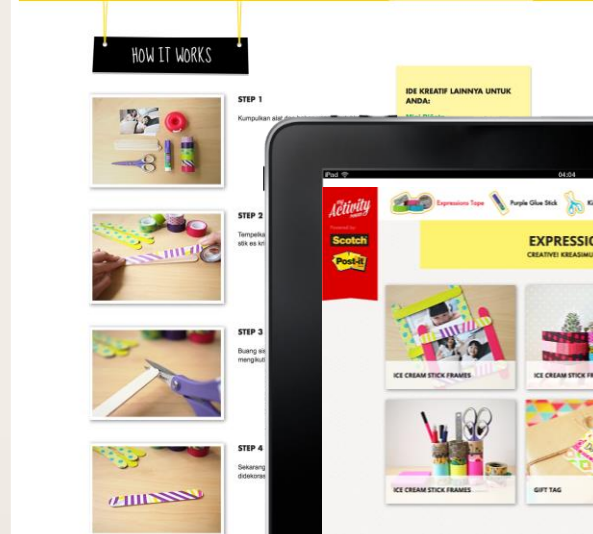
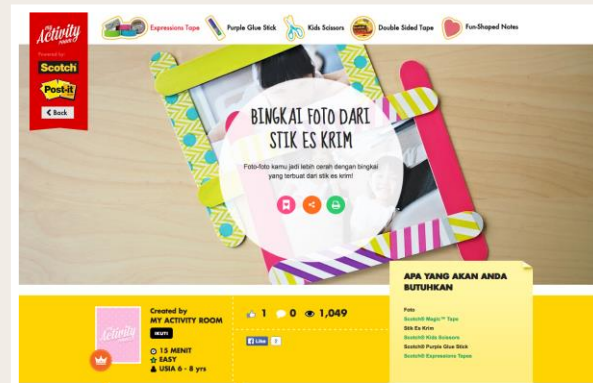




Digital Retail Activation

Client: Scotch® & Post-it® ID

- TV video content development (Flash & iMovie)
- Interactive iPad content design and development
- Interactive digital glass content design and development in Flash
- Media ads design for Twitter and mobile

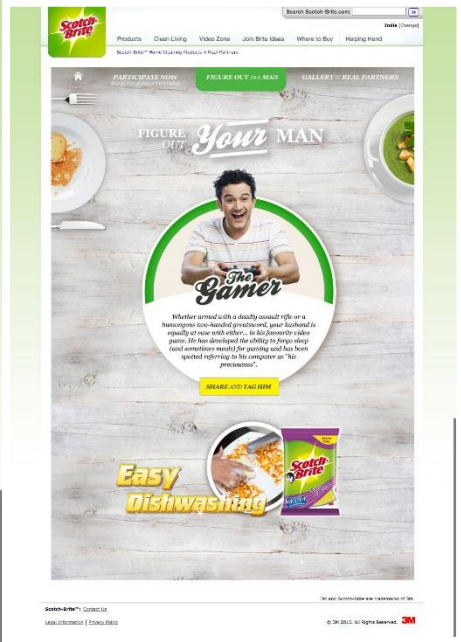
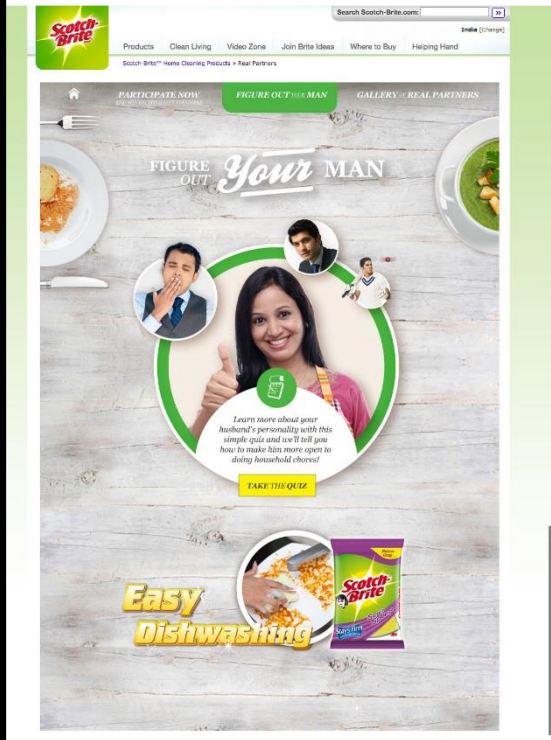
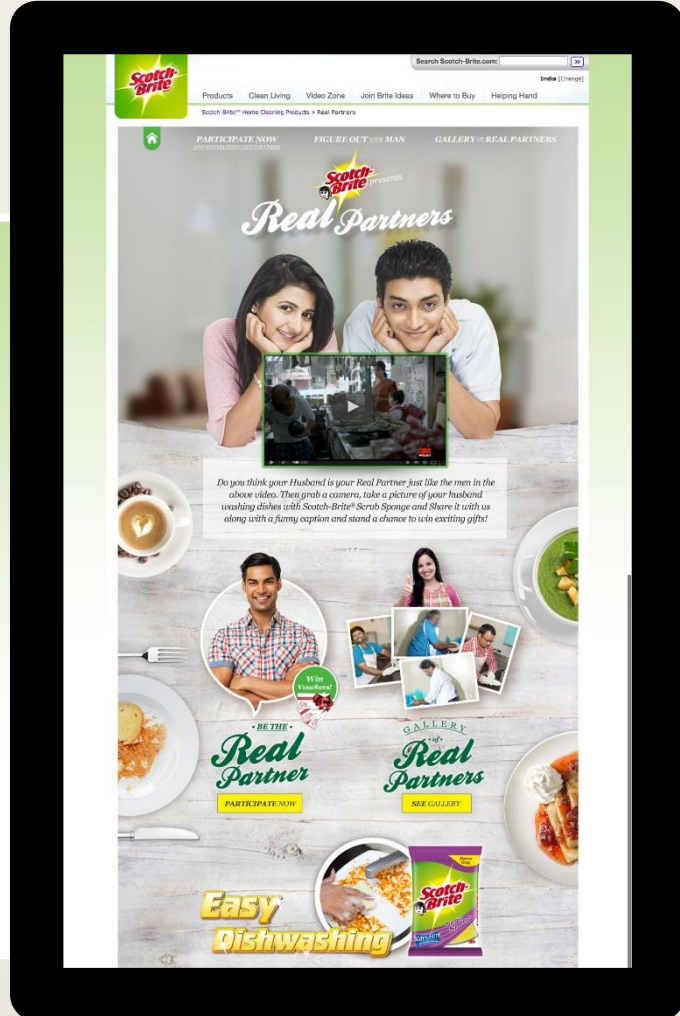
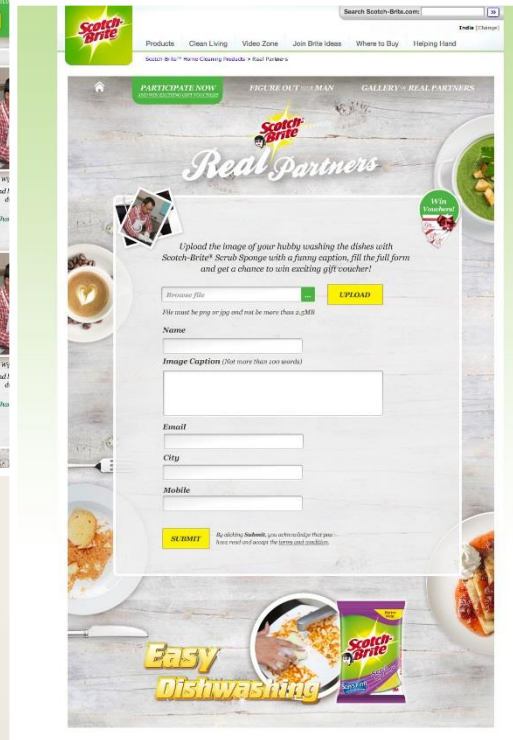
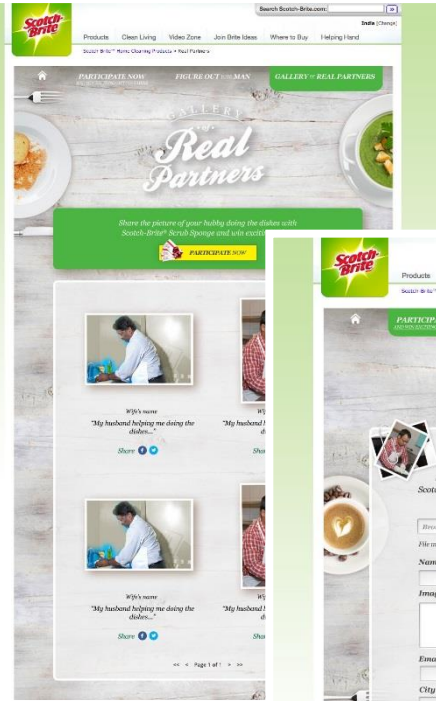




Real Partners Contest

Client: Scotch-Brite® India

- Campaign user flow, wireframes and IA design
- Campaign dedicated web pages design and development
- “Figure out your man” quiz implementation
- Load the submission form and gallery display page from Shoutlet app

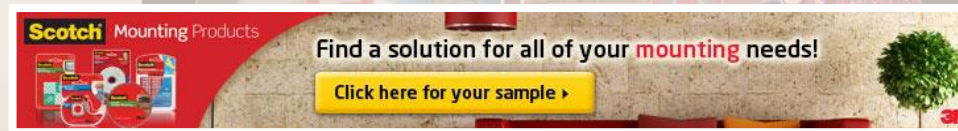
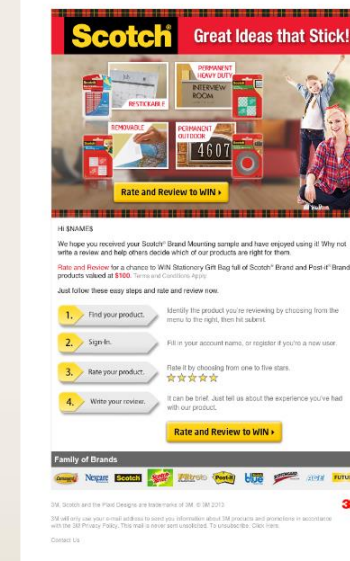
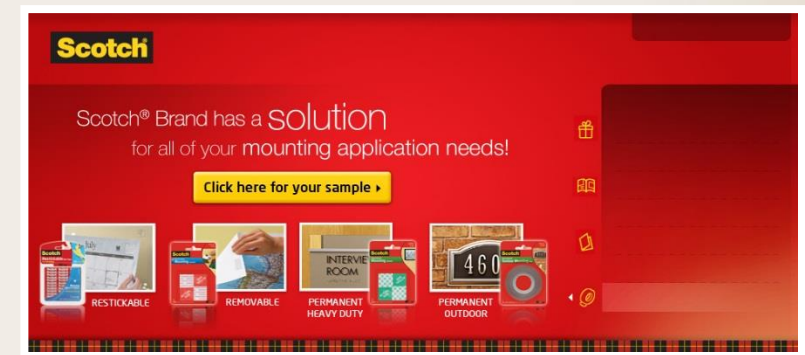
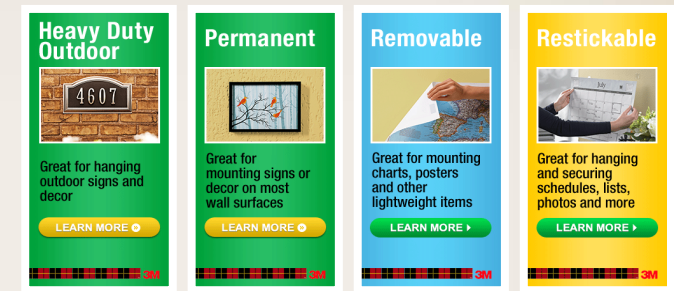




Mounting Products Integrated Campaign

Client: Scotch® New Zealand

- Media Ads Design in different dimensions and skin design for Kidspot
- Brandsite home page banner design and internal page banners design for education on use cases
- Thank you eDM design as a part of best practice
- R&R eDM as a phase 2 to gain Ratings & Reviews





Share Your CNY Recipe

Client: Scotch® Singapore

- eDM design and development to invite the customers to join
- Facebook pinned post design to entice users to join and announce winners

Scotch™
PREMIUM KITCHEN
SCISSORS

SHARE YOUR LUNAR NEW YEAR RECIPE AND WIN!

Hi \$Name\$,

We are looking for creative Lunar New Year dishes and dish names. 3 pair of **Scotch Premium Kitchen Scissors** to be won weekly and 1 **Philips Air Fryer** to be won every fortnightly!

All you have to do is visit our Facebook page, Like us and play.

ENTER NOW ▶

WEEKLY PRIZE!
SCOTCH PREMIUM KITCHEN SCISSORS

GRAND PRIZE!
PHILIPS AIR FRYER

www.facebook.com/scotchbrandsg

3M

Scotch™
PREMIUM KITCHEN
SCISSORS

SHARE YOUR LUNAR NEW YEAR RECIPE AND WIN!

Submit your Lunar New Year Recipe and stand a chance to **WIN Scotch Premium Kitchen Scissors!**

WEEKLY PRIZE!
SCOTCH PREMIUM KITCHEN SCISSORS

GRAND PRIZE!
PHILIPS AIR FRYER

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3M

Scotch™
PREMIUM KITCHEN
SCISSORS

THANK YOU FOR SHARING YOUR LUNAR NEW YEAR RECIPE!

BOUNTIFUL SEAFOOD TREASURES
Cheoh Boo

CONGRATULATIONS to our grand prize winner who has won a **Philips Air Fryer!**

GRAND PRIZE!
PHILIPS AIR FRYER

www.facebook.com/scotchbrandsg

3M

Scotch™
PREMIUM KITCHEN
SCISSORS

THANK YOU FOR SHARING YOUR LUNAR NEW YEAR RECIPE!

CONGRATULATIONS to our selected weekly winners here, who will each win a pair of Scotch™ Premium Kitchen Scissors!

BOUNTIFUL SEAFOOD TREASURES Cheoh Boo	TOM YAM GOONG Yvonne Ang	RISE OF PROSPERITY Esther Lim
GOLDEN PROSPERITY CHEESE BAKED RICE Jasmine Wee	CELEBRATE LIFE! CHINESE SPINACH Ashley Wong	POACHED EGGS Anthony Wong

www.facebook.com/scotchbrandsg

3M



Mid Term Project Review Example

Client: Post-it® Australia & New Zealand

- Carry out Mid Term Project Review based on the insights collected
- Optimizafor better results

Post-it® Super sticky
Sampling Facebook media ad:

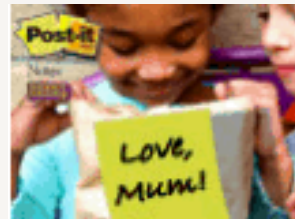


Version 1

Based on the
insights, customers
are more interested
in the product on
“Vertical” and “Hard-
to-stick” surfaces

OPTIMIZATION

Therefore the creative had
been optimized to:



Version 2

Post-it® Super Sticky



Notes that are ideal for
vertical and hard-to-stick
surfaces. GET YOUR
SAMPLE NOW!

Like · 5,045 people like
Post-it Australia & New Zealand.

Final Ad

The results
have been
optimized in
terms of
clicks and
samples
claimed:





Mid Term Project Review Example

Client: Post-it® Australia & New Zealand

- Mid Term Project Review to evaluable design effectiveness
- Creative optimization for better results

Post-it® Super sticky Sampling eDM ad -
an adaption from an US asset with
updated imagery:



Version 1

664
(4.3%)
clicks

OPTIMIZATION

During the mid term
project review, the
creative was not
performing well, most
likely because the CTA
was not obvious
enough.

Therefore I removed any design elements which might
confuse the user and created a straightforward bold
button "Get your FREE pack" - The number of samples
claimed were tripled.



Version 2

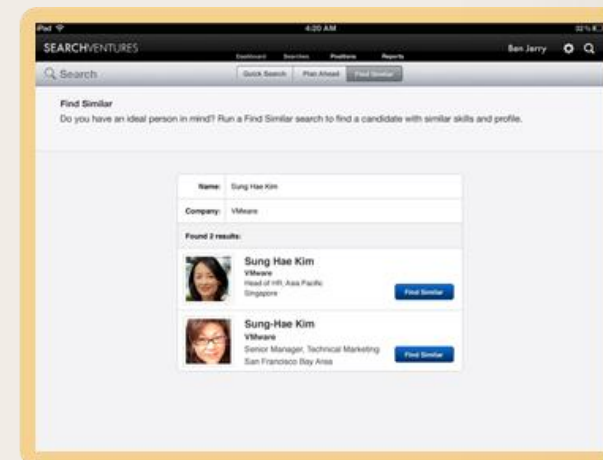
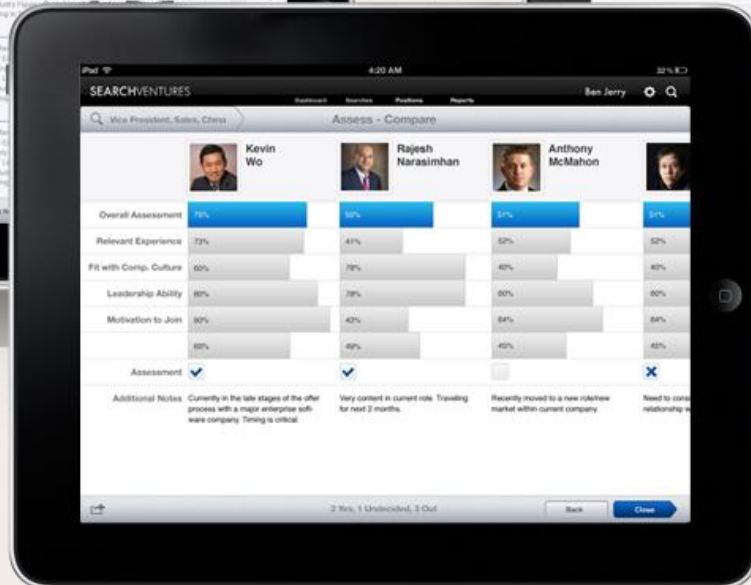
1025
(6.55%)
clicks



Recruiting app UI/UX design

Client: SV

- Creative strategy development
- Information Architecture development
- Key screens wireframing
- UI/UX mockups design





Asian League – Male cosmetic brands in Asia market insights report

Client: Insights and More

- Graphical report for market insights using a soccer game metaphor
- Photoshop design
- Flash animation and Actionscript development



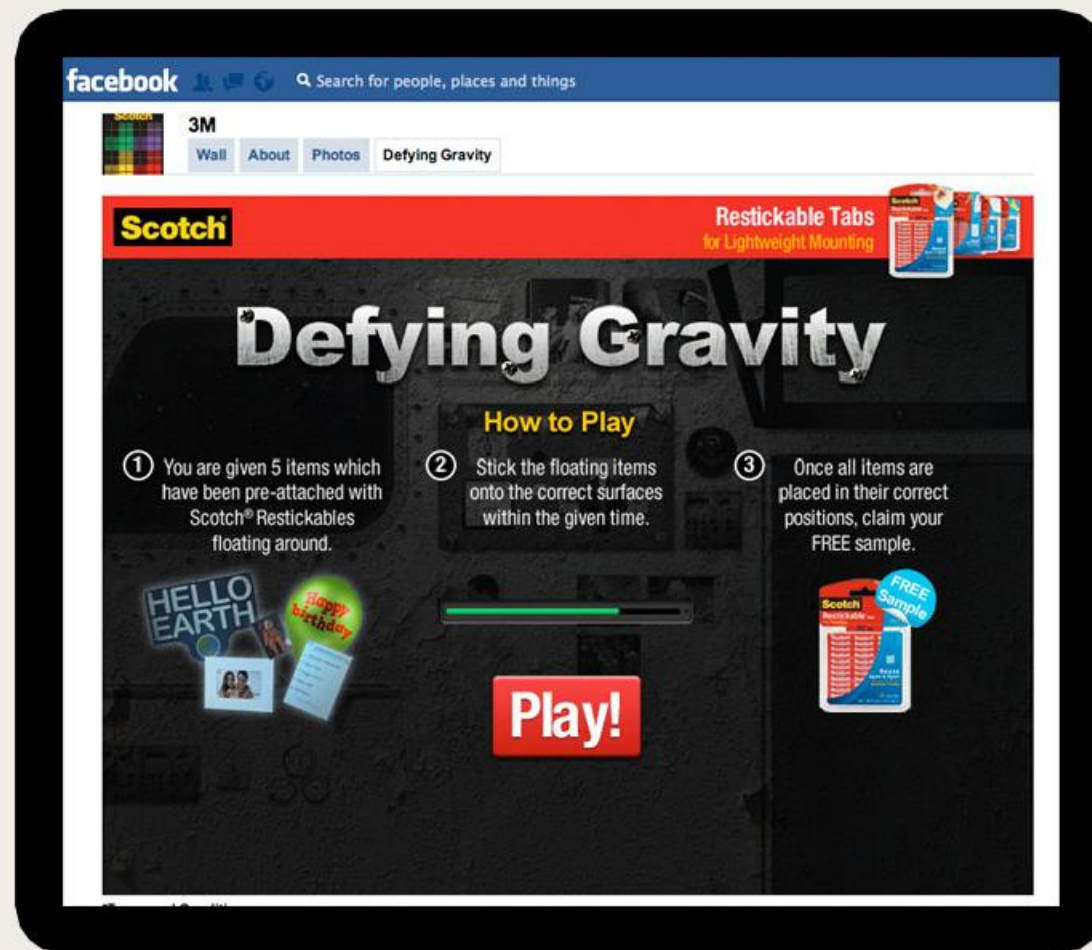
* Screens are zoomed out and blurred due to confidentiality



Defying Gravity Game Design

Client: Scotch® New Zealand

- The objective was to showcase the USPs for Scotch Restickable tabs and entice users to claim for samples.
- Facebook game ideation and creative concept development
- Key game screens design for instructions screen, hint popup screen, game main interface screen and scenario designs.

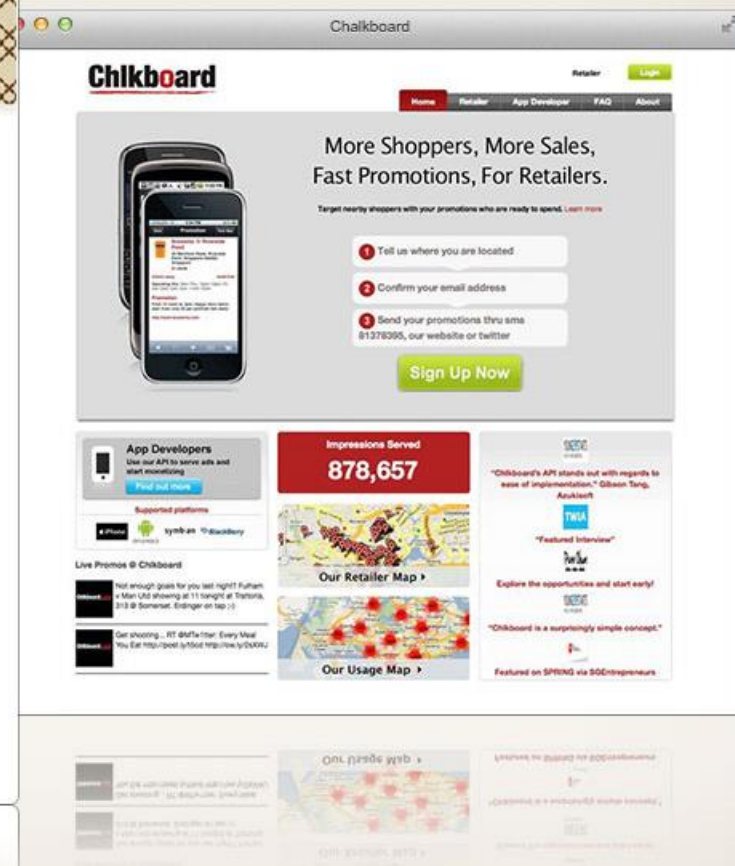
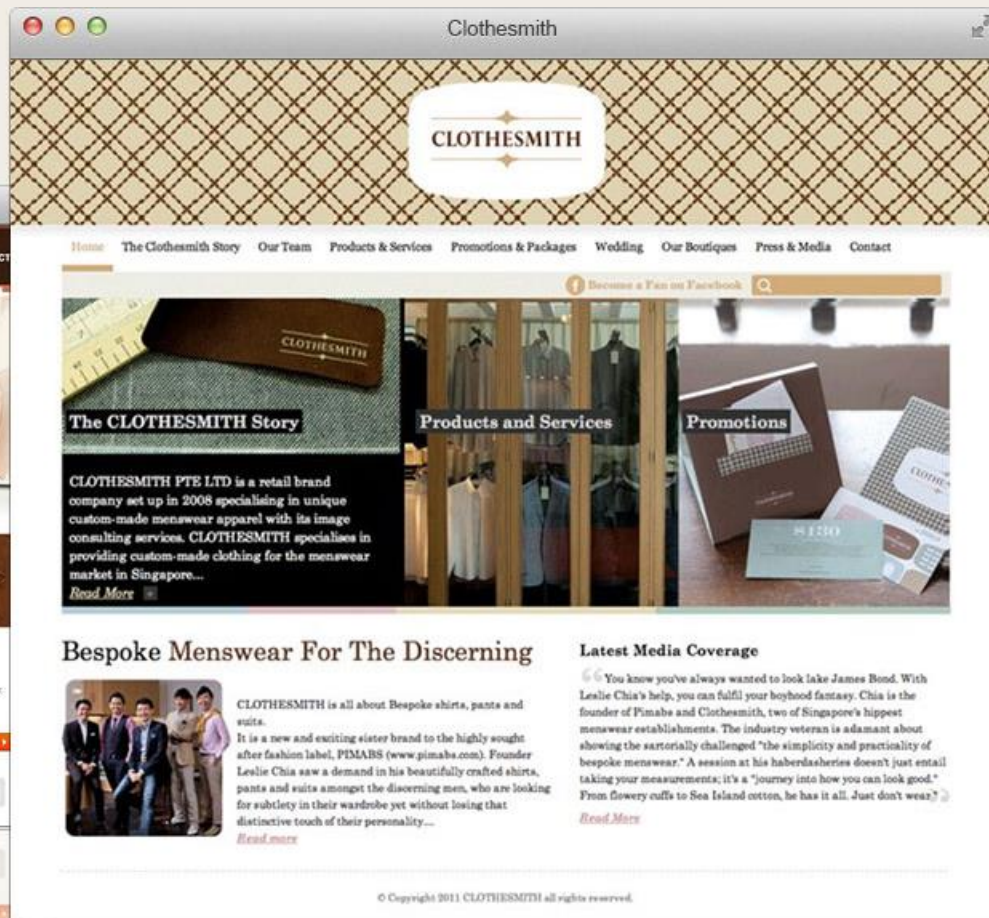




Website Designs

Client: various clients of my freelance projects

- Creative concept development for e-commerce site/ marketing brochure sites
- Wordpress/Joomla! CMS theme development
- CSS/HTML/jQuery coding
- Client CMS management trainings

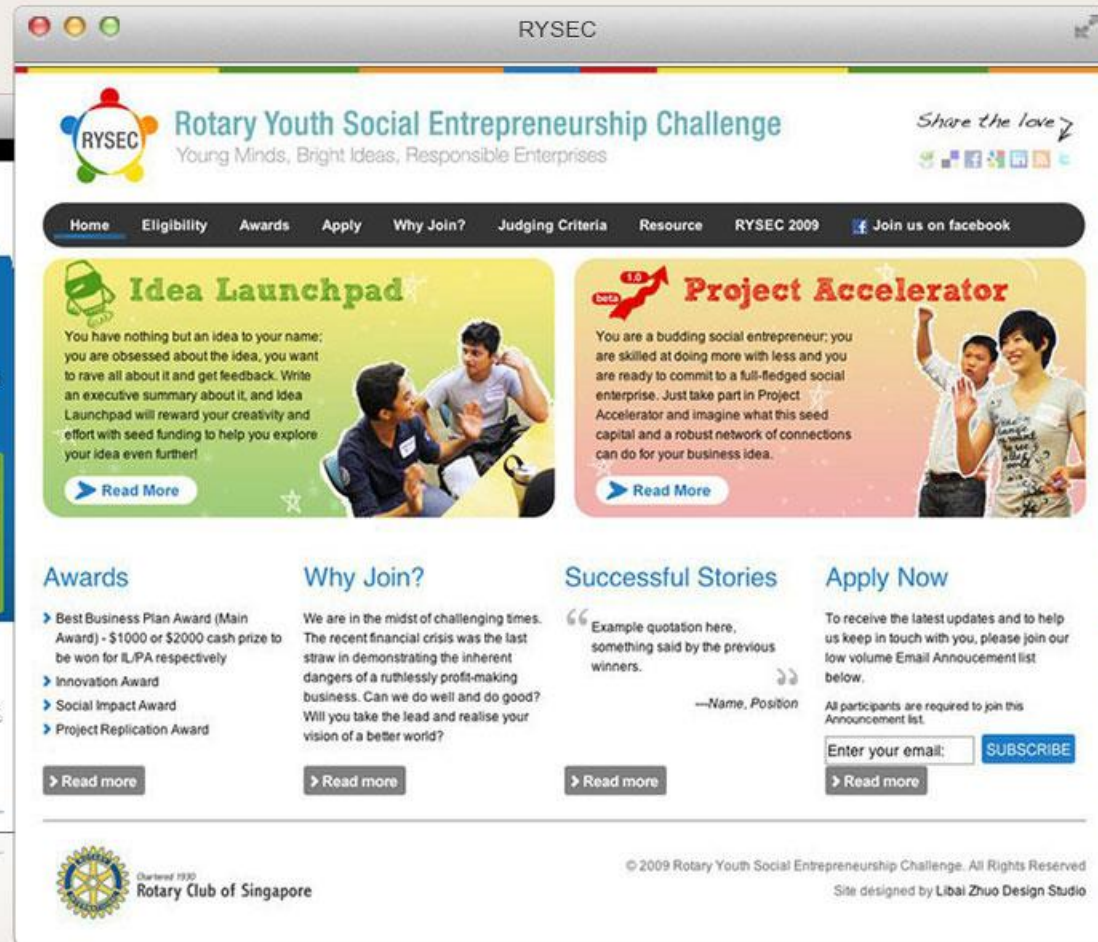
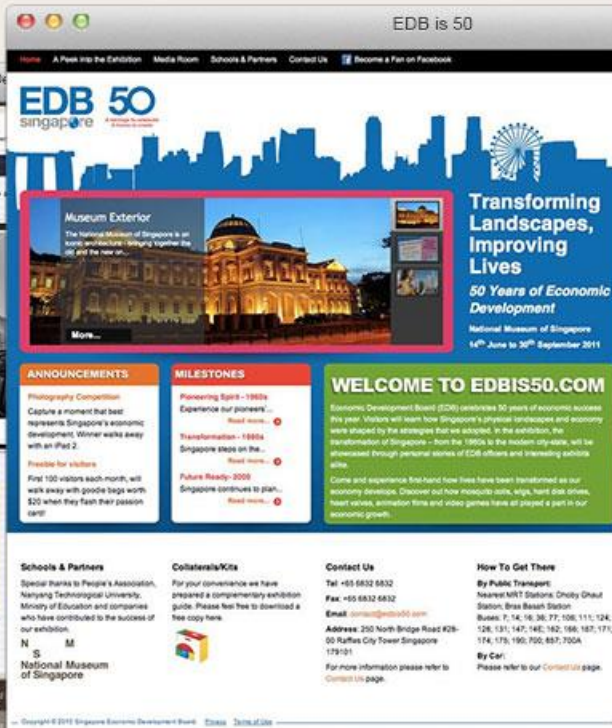




Website Designs

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T H A N K Y O U
and feel free to get in touch

zhuolibai [at] gmail.com

