

JASON ZENG

Selected Commercial Work

Brand Identity · Packaging · 3D & Motion
2020-2024

byjasonzeng@gmail.com
www.byjasonzeng.com

About me

I'm Jason Fanzhou Zeng, a Chinese interdisciplinary designer working across visual, spatial, and computational media.

I received my BFA in Visual Communication Design from Nanjing University of the Arts (2016–2020) and completed my MFA in Art and Technology at the California Institute of the Arts (2024–2026).

My practice spans graphic design, 3D visualization, interactive installation, and AI-based visual systems. Alongside visual production, I work with sound, lighting, and physical interaction to develop integrated audiovisual experiences.

Based in Los Angeles, CA.

NOMADES — Brand Identity | IDA Silver Winner



International Design Awards (IDA) — Silver Winner

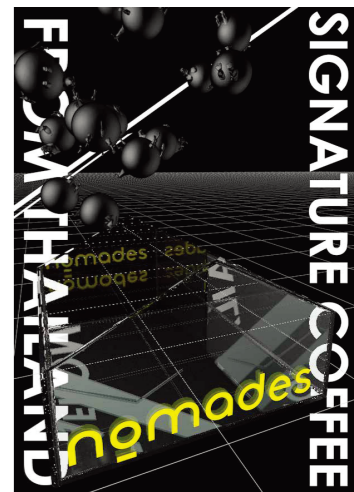
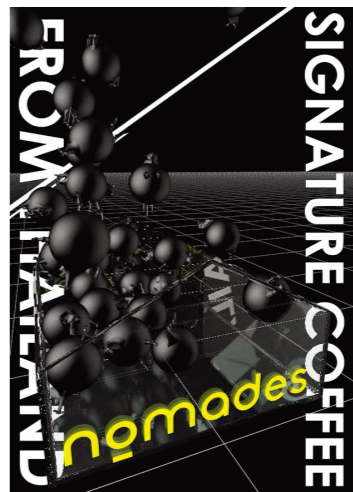
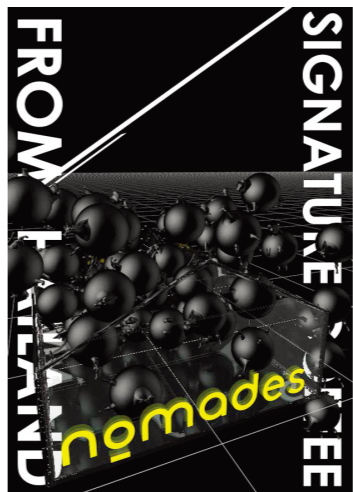
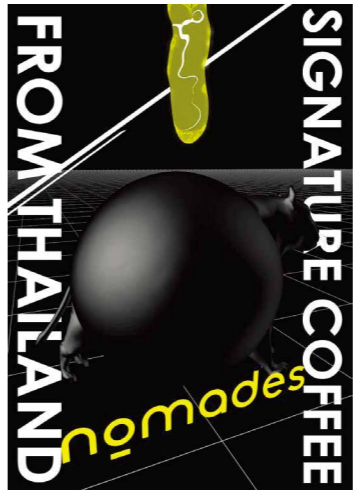
Project Overview

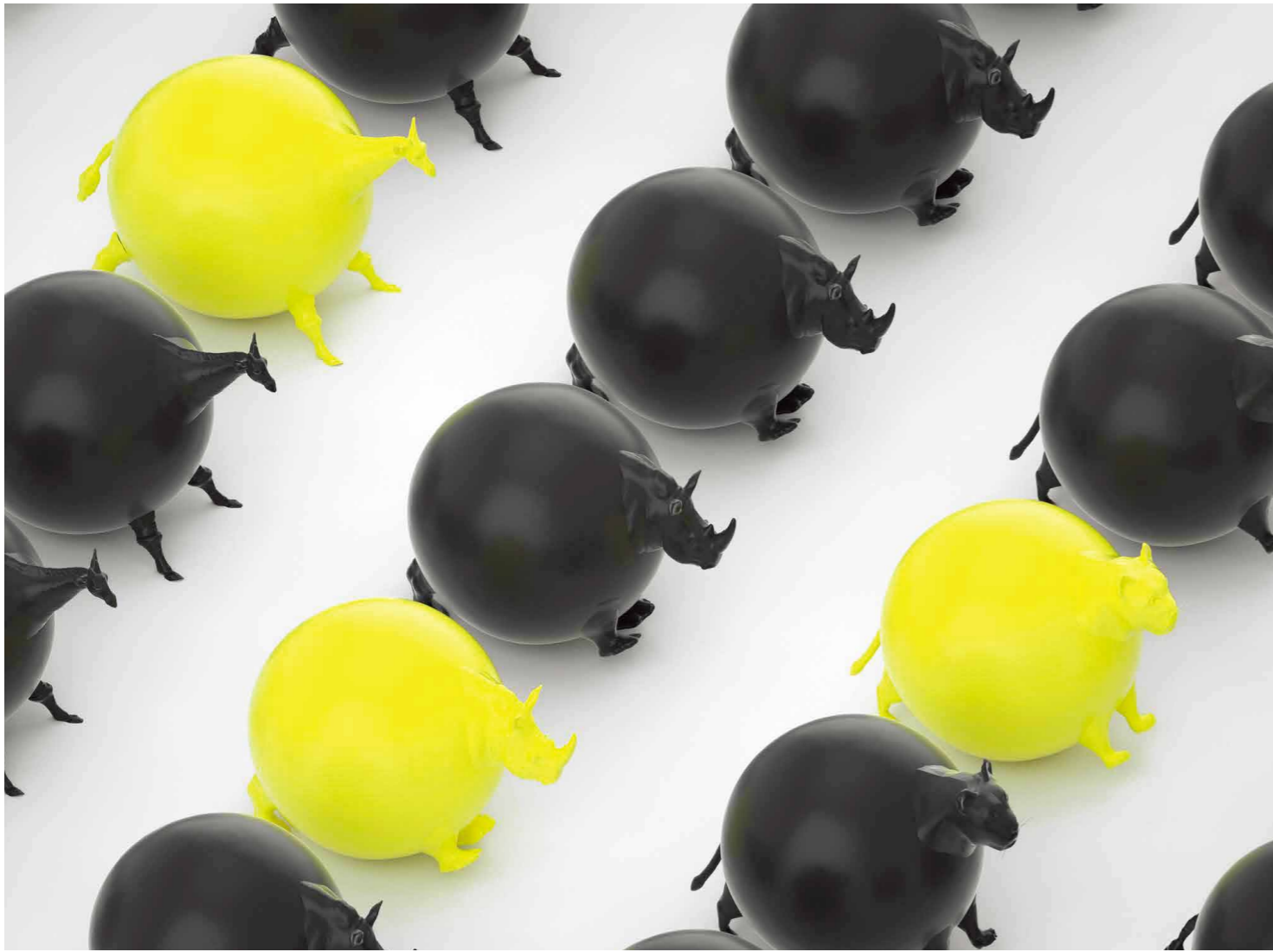
Full brand identity for a Thai-origin specialty coffee concept launched in Nanjing. Tropical animal motifs rendered as 3D collectibles, motion posters, and spatial installations.

Role

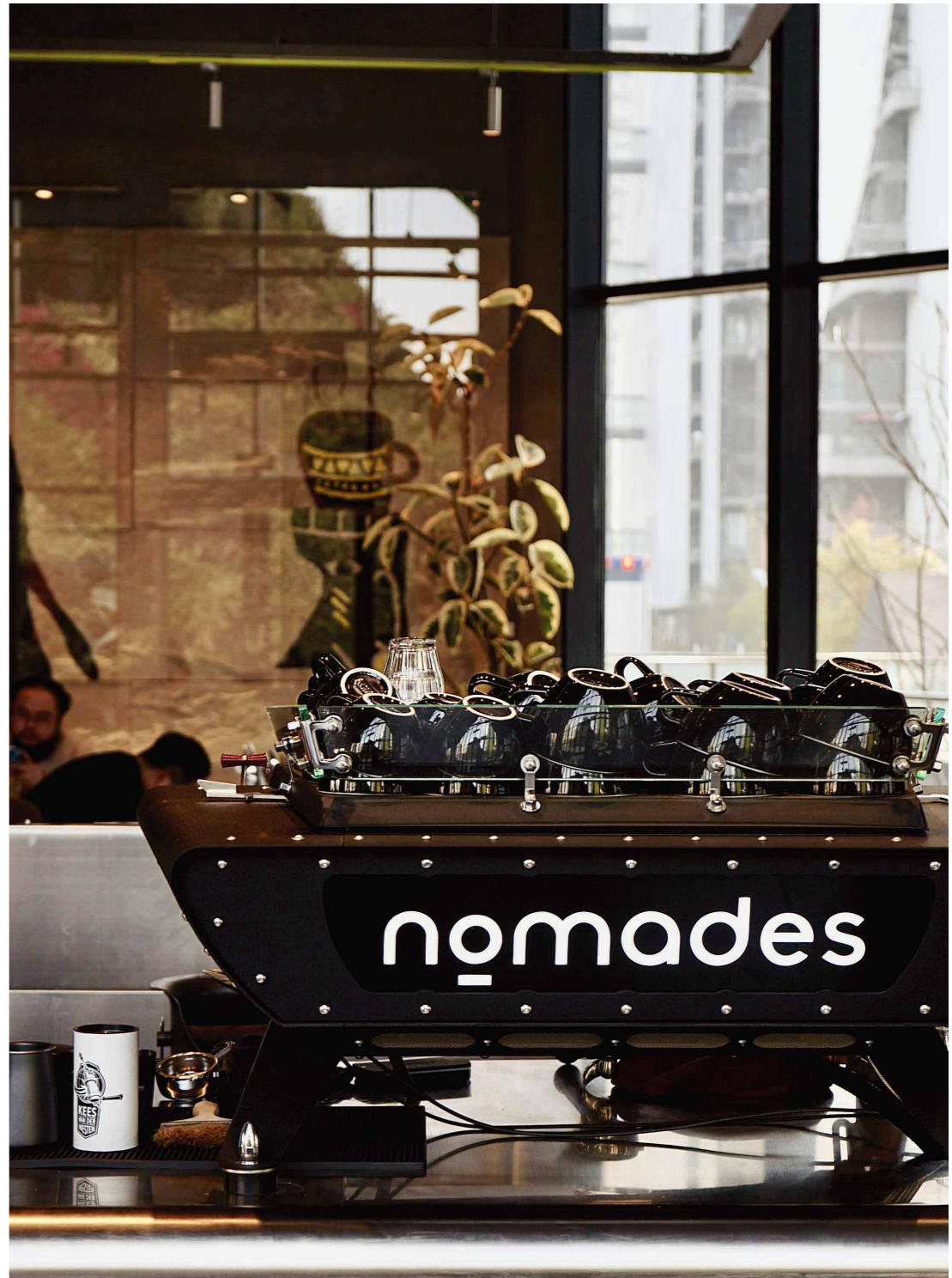
Brand Identity · 3D Rendering · Motion Design











AUBRUINO — Independent Fashion Label Rebrand

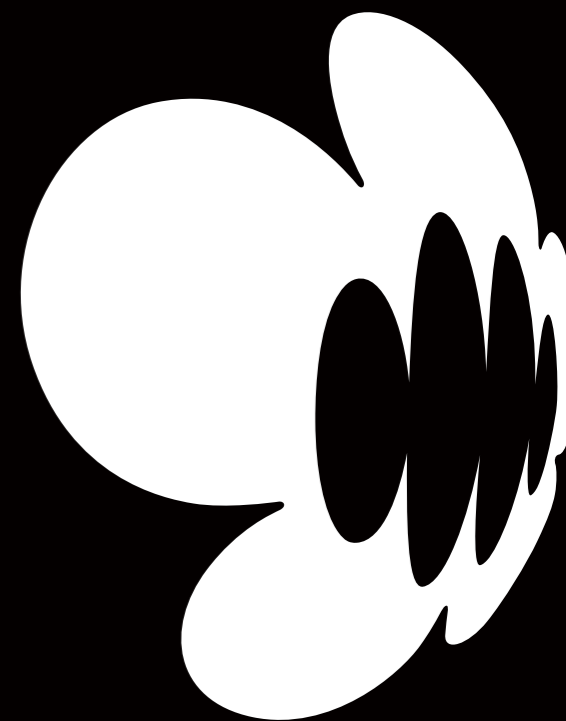
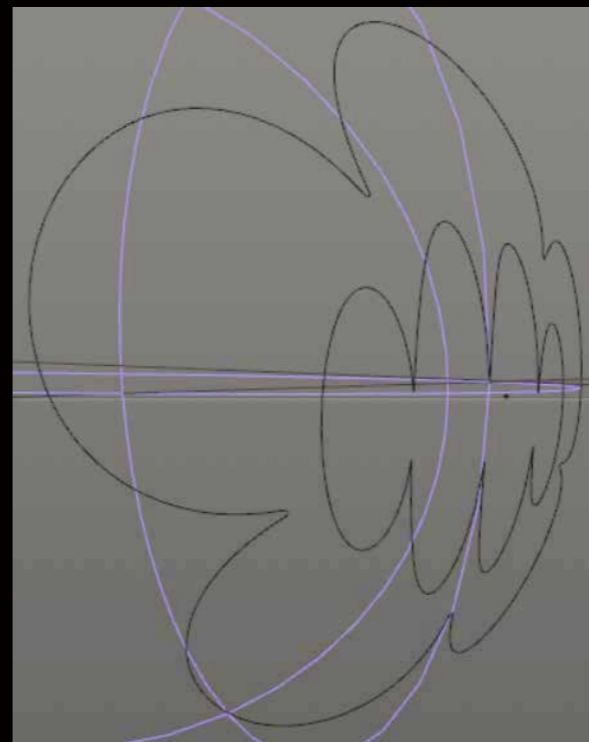
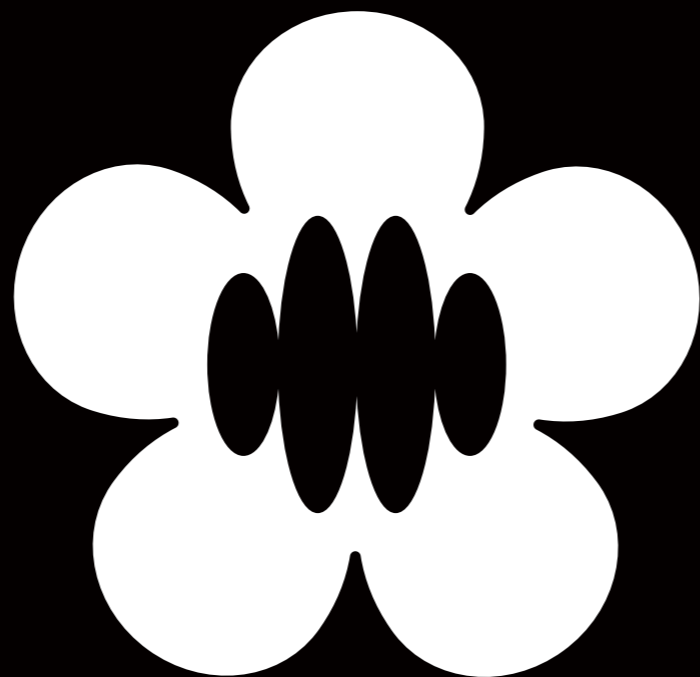
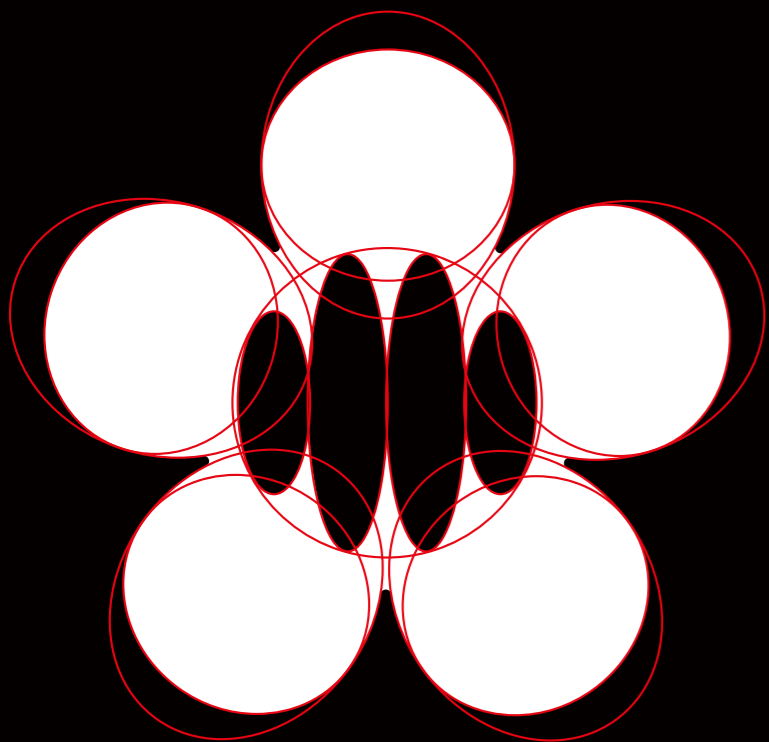
Project Overview

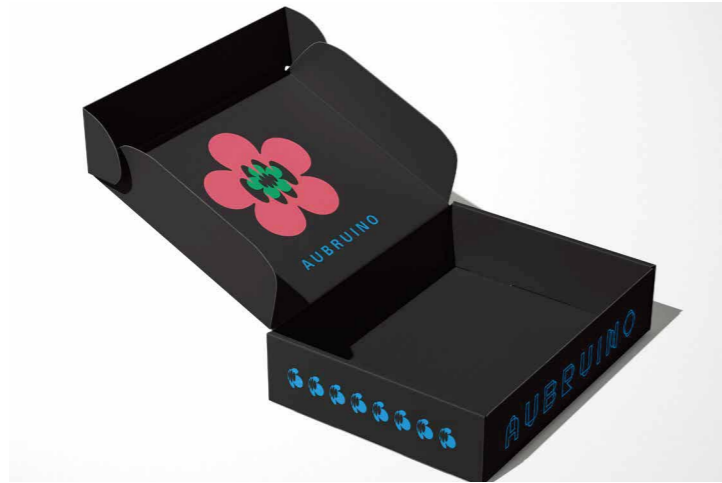
Rebrand for an independent fashion label. A devil-flower motif, reshaped through 3D distortion, channels rebellion and individuality across packaging, apparel, and print.

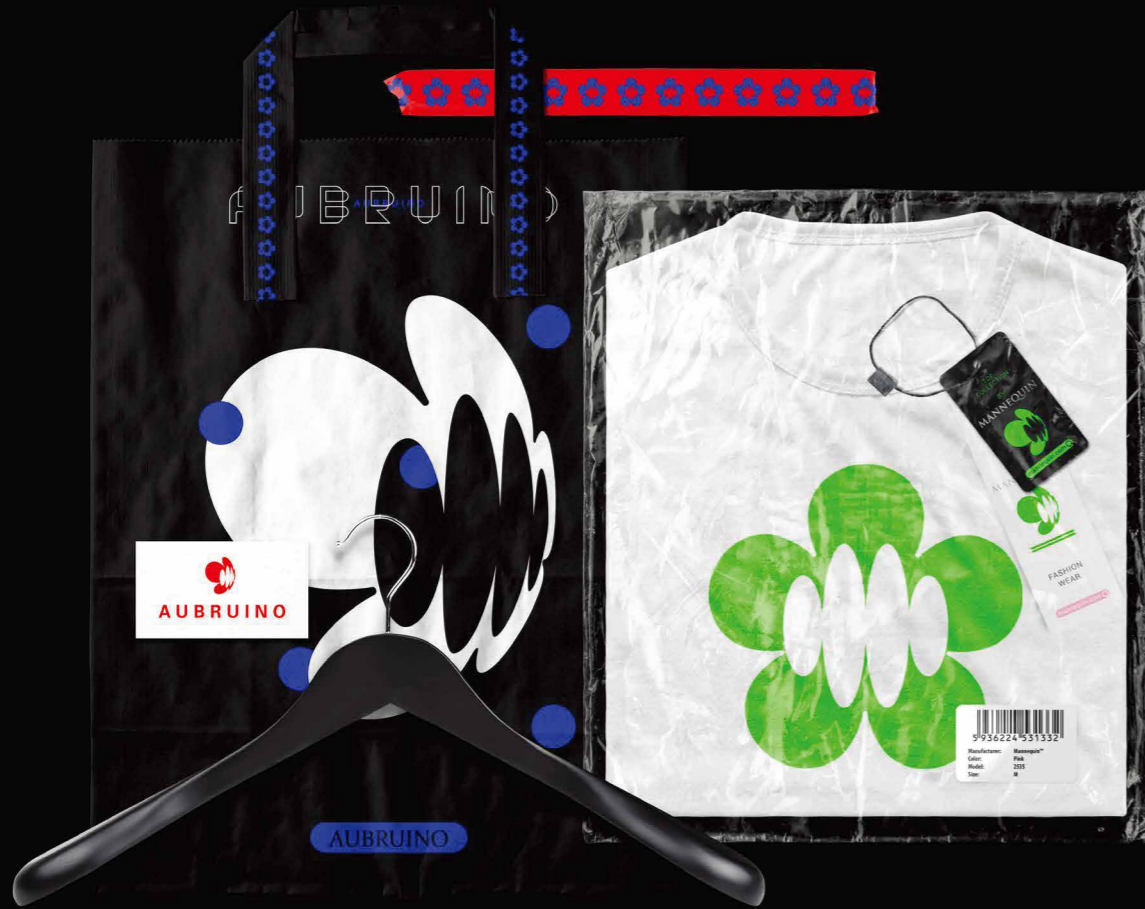
Role

Brand Identity · Packaging · Print Design







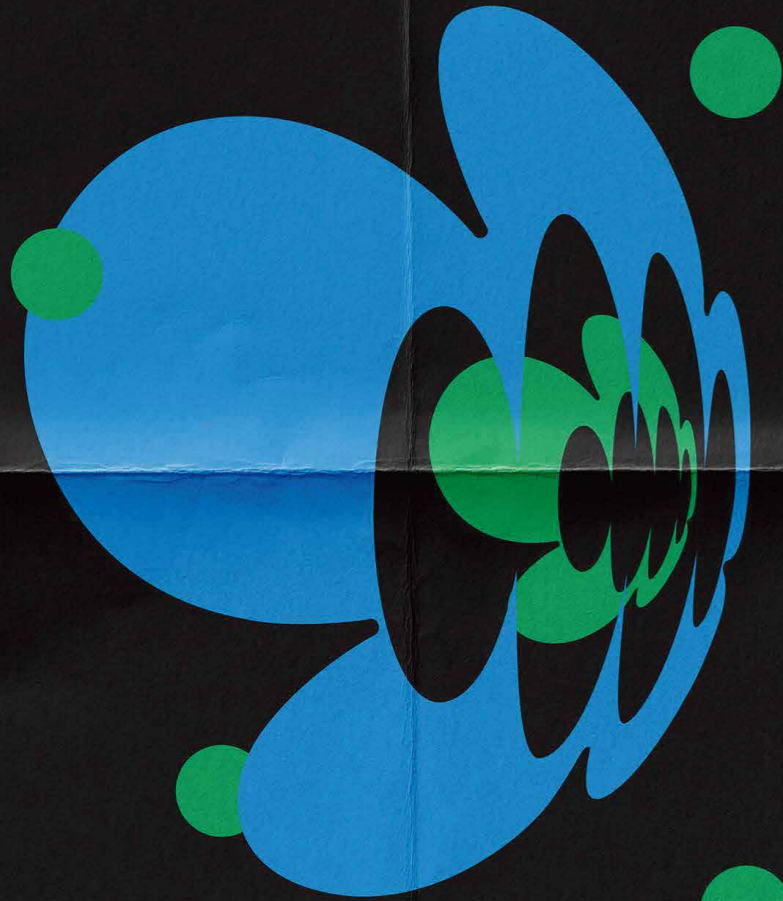


AUBRUIN

AUBRUINO

AND DEMAN

AUBRUINO



2021\6\8

AUBRUINO

1. 2021年6月8日
 2. 2021年6月8日
 3. 2021年6月8日
 4. 2021年6月8日
 5. 2021年6月8日

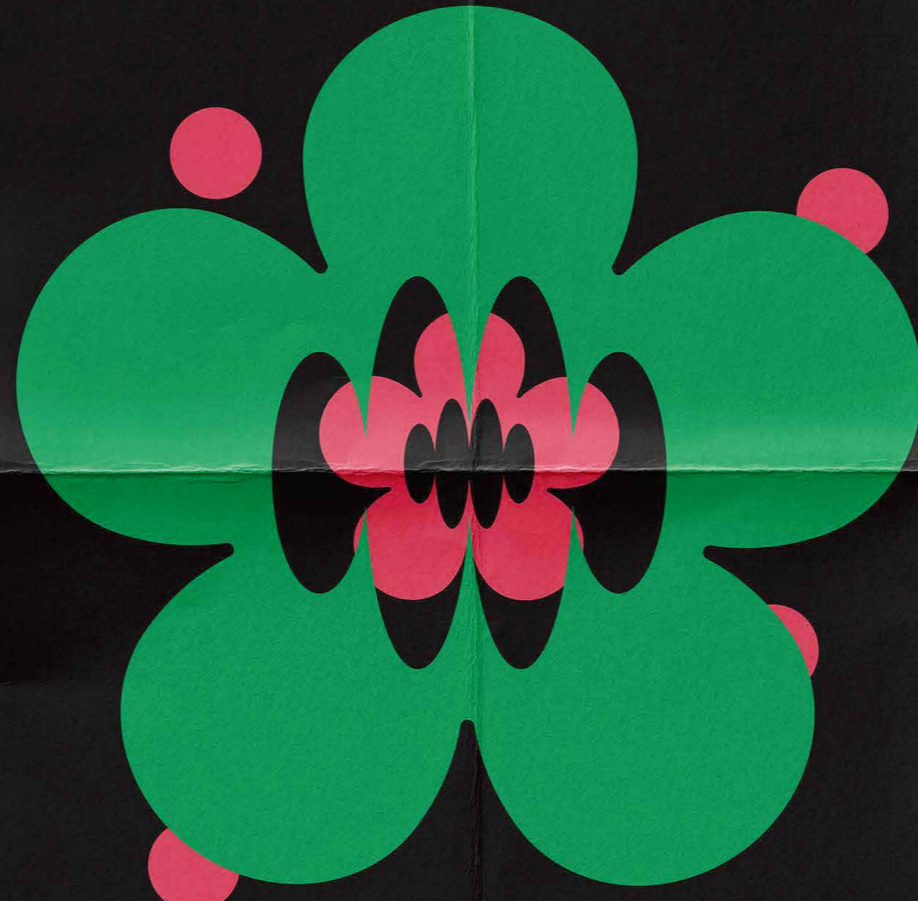
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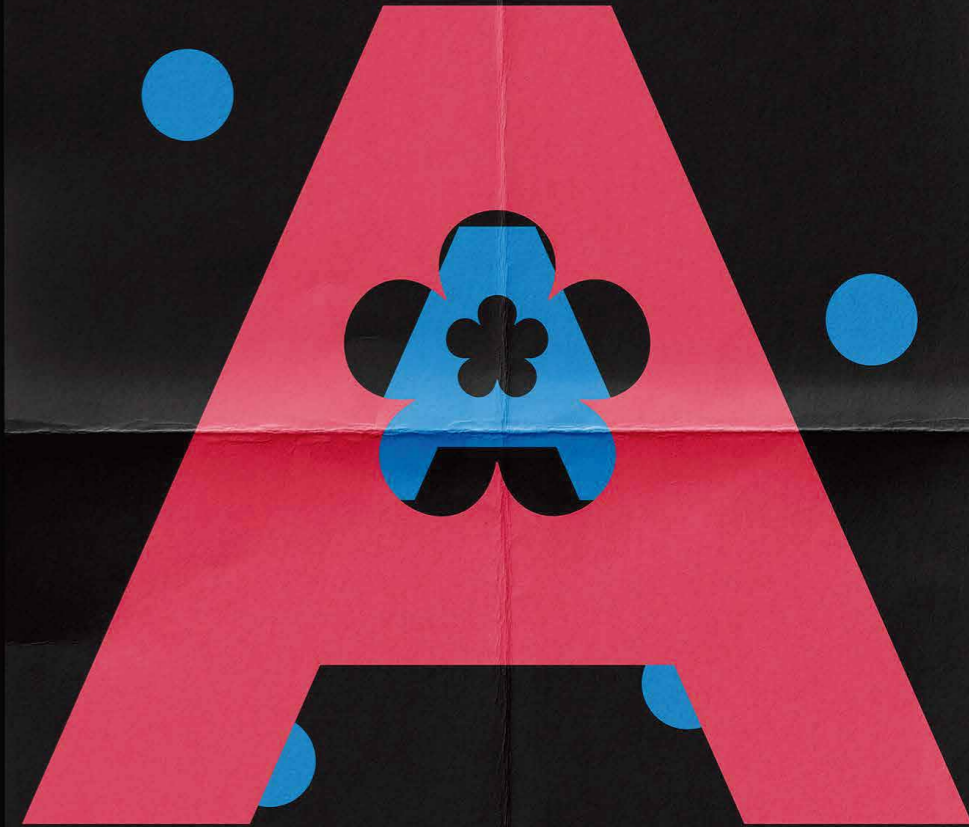
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JOYMYEE — Spa & Wellness Brand Identity

Project Overview

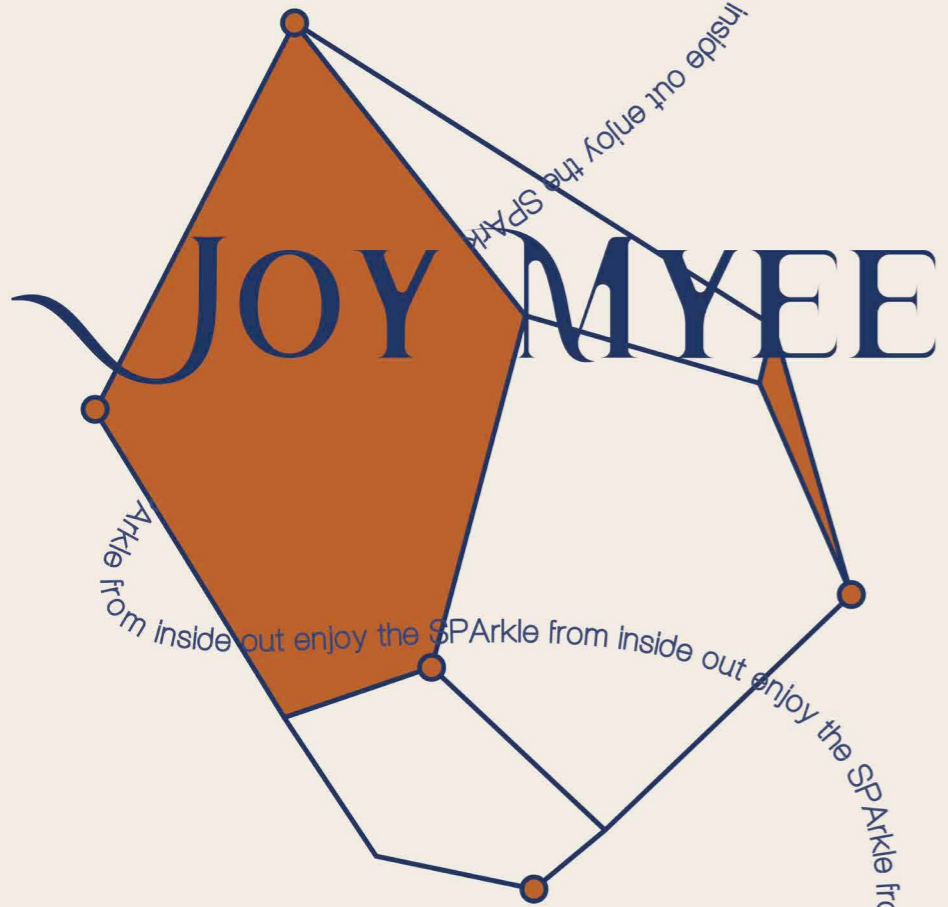
Brand identity for a spa club that swaps solemn luxury for warmth and play, carried through playful illustration, warm tones, and hand-drawn textures across packaging and collateral.

Role

Brand Identity · Packaging · 3D Rendering



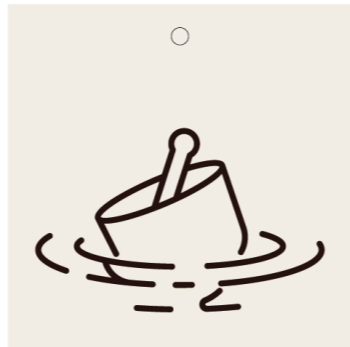
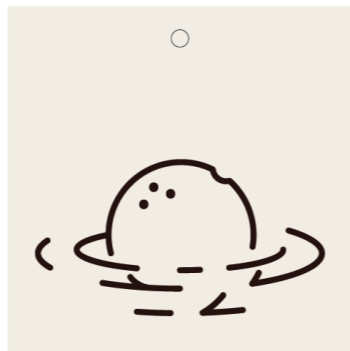
enjoy the SPArkle from inside out enjoy the SPArkle from inside out



enjoy the SPArkle from inside out enjoy the SPArkle from inside out

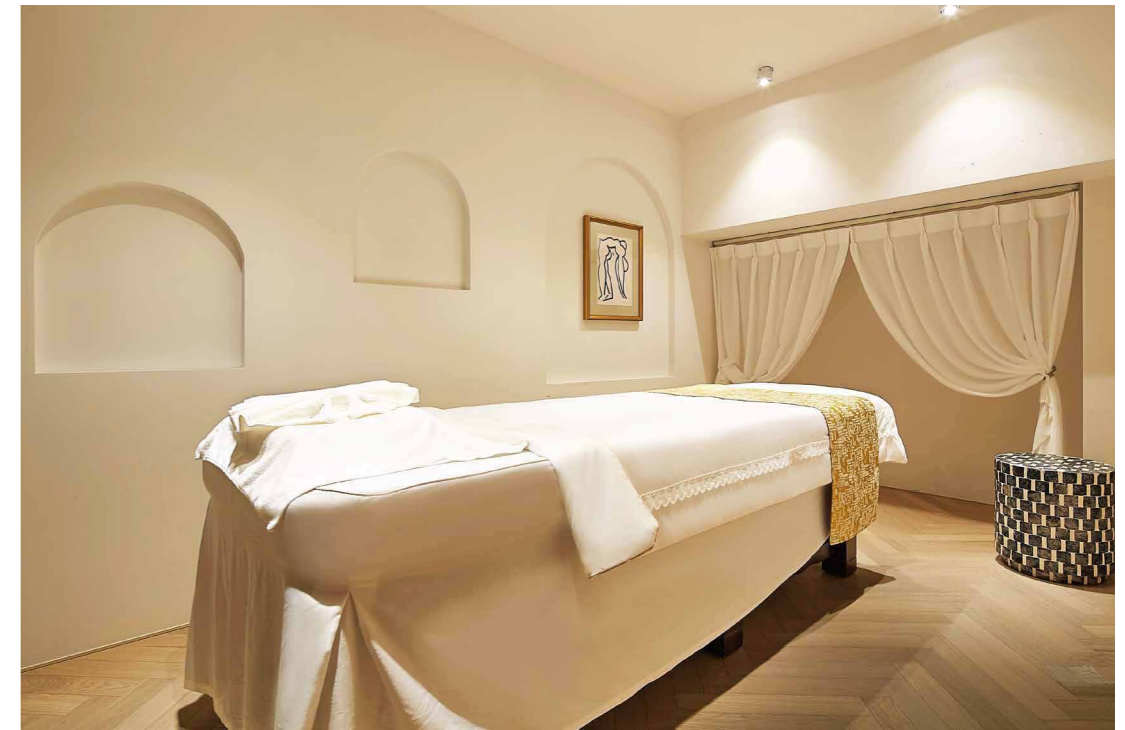
JOY MYEE SPA 会所

活动期间首次入店加入会员
即可享受 1088 套餐
18052694851
南京市鼓楼区某个地方









VINISTYLE — Biotech Skincare Brand & Packaging

Project Overview

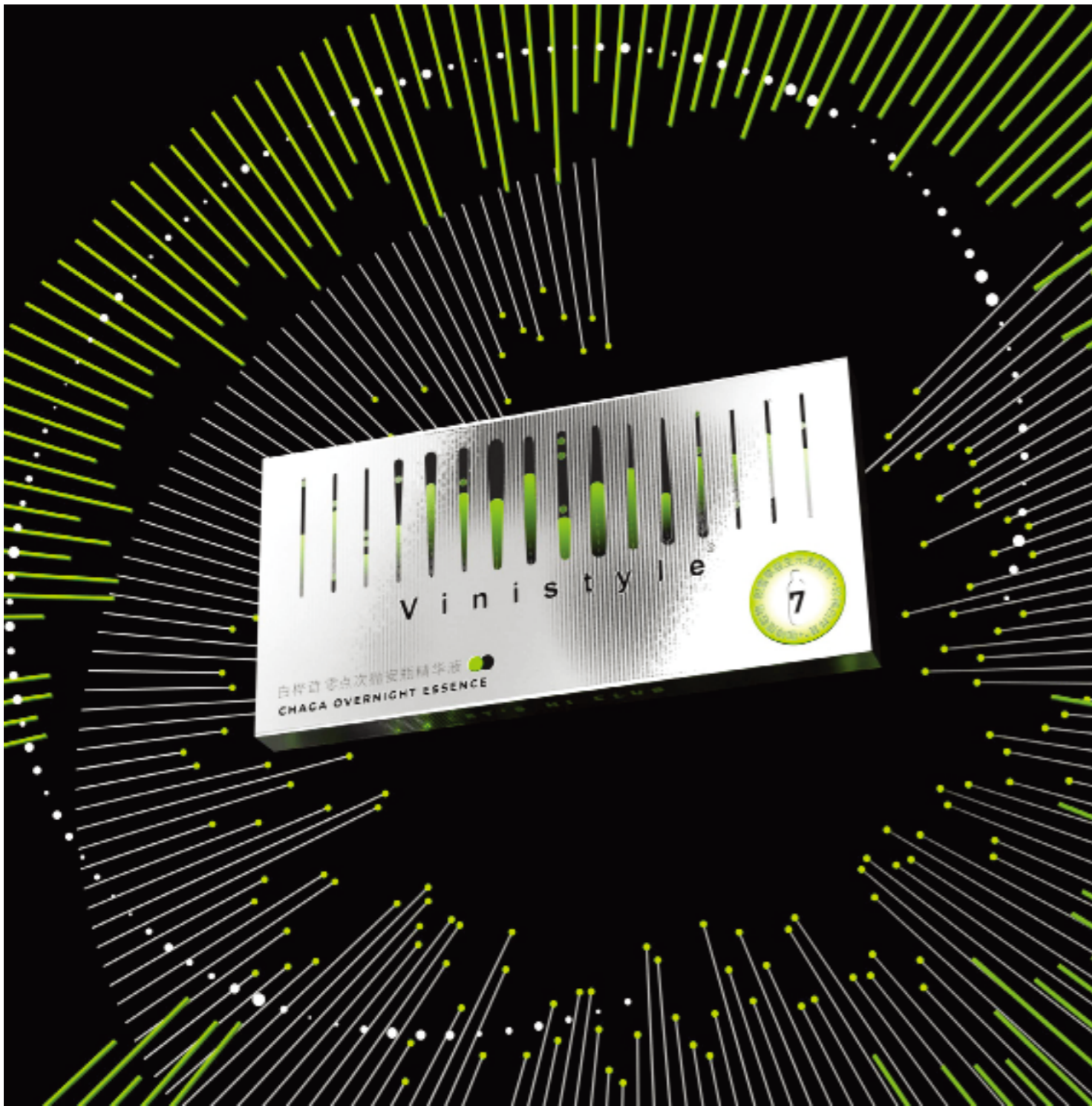
Identity and packaging for an ampoule serum brand. Gene-inspired forms translate into an algorithmic logo system, packaging architecture, and product visualization.

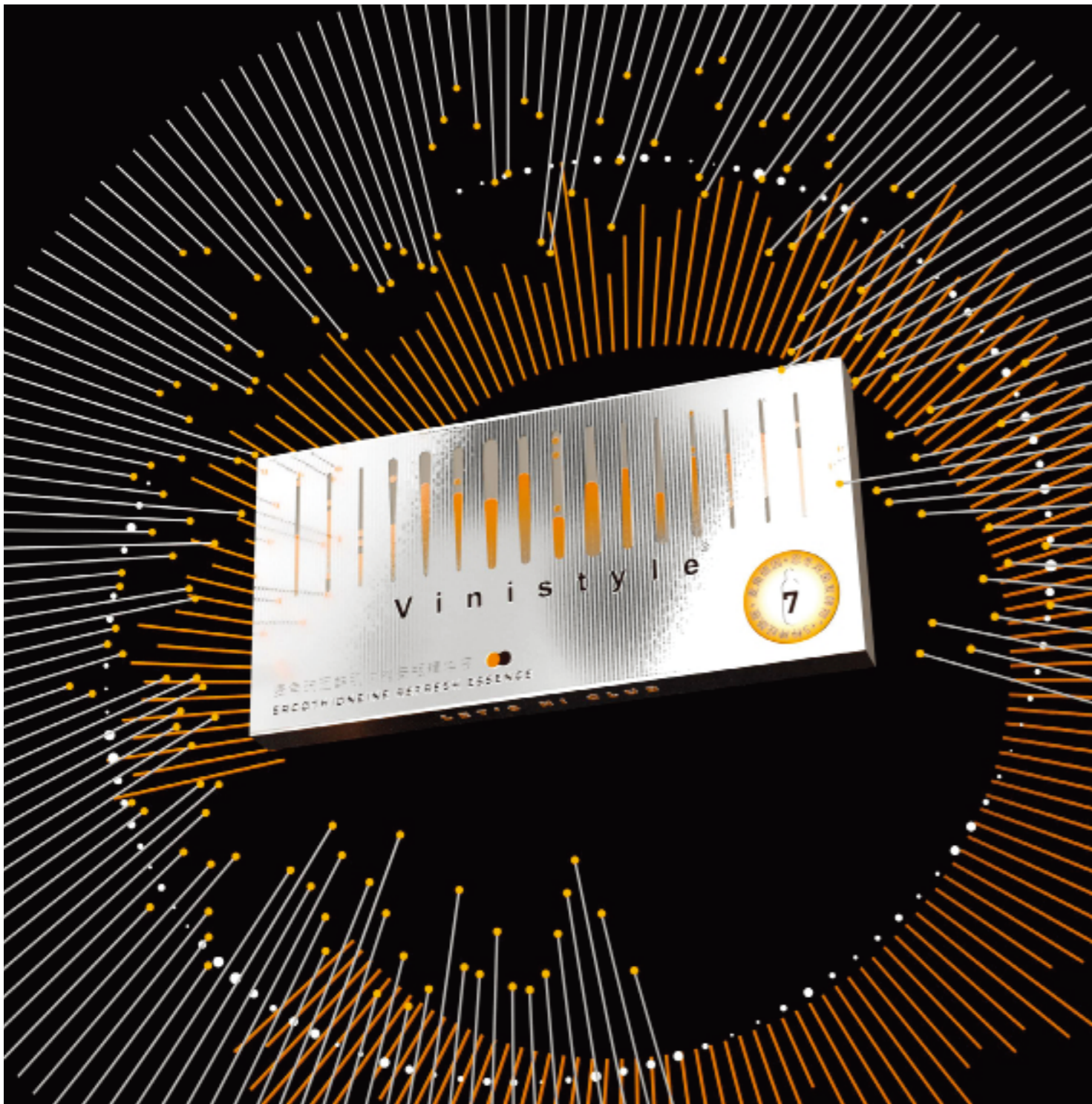
Role

Brand Identity · Packaging · 3D Rendering











Vinistyle[®]

肌因亮肤紧致修护液
ERYTHRONINE REFRESH ESSENCE



肌因亮肤紧致修护液
ERYTHRONINE REFRESH ESSENCE

VINISTYLE

LET'S HI CLUB





JACI VELA — Coffee & Cocktail Bar Brand Identity

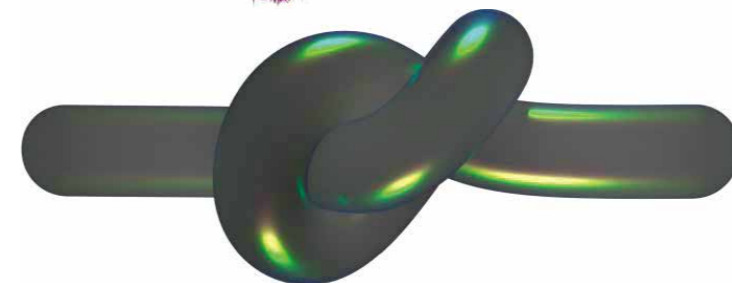
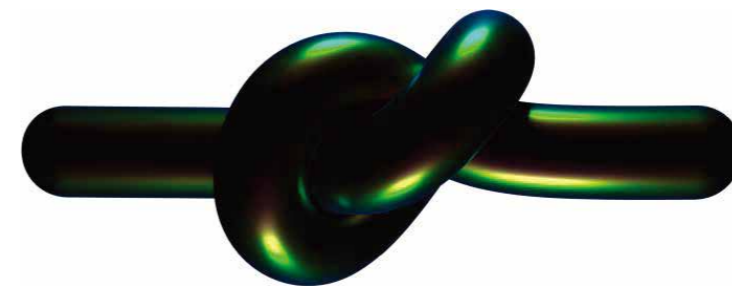
Project Overview

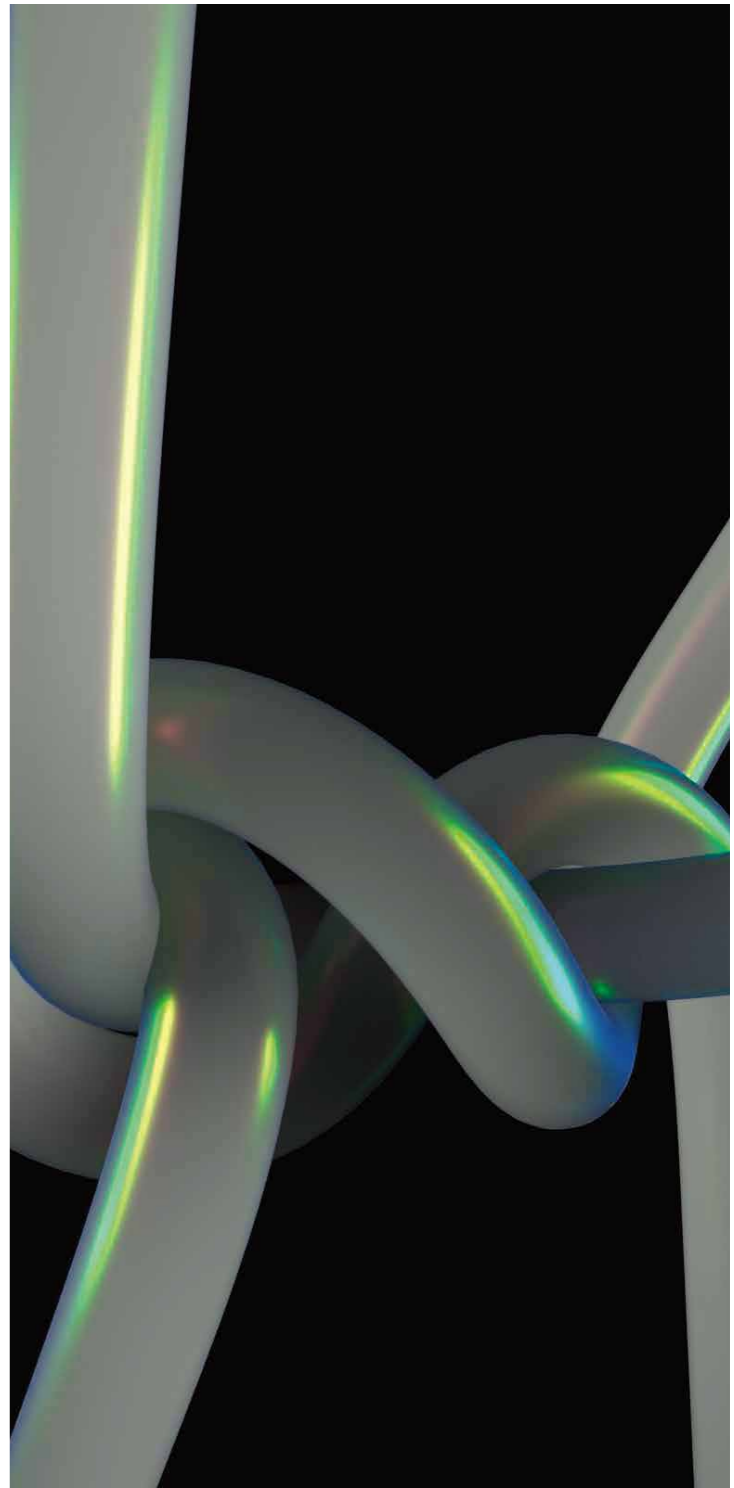
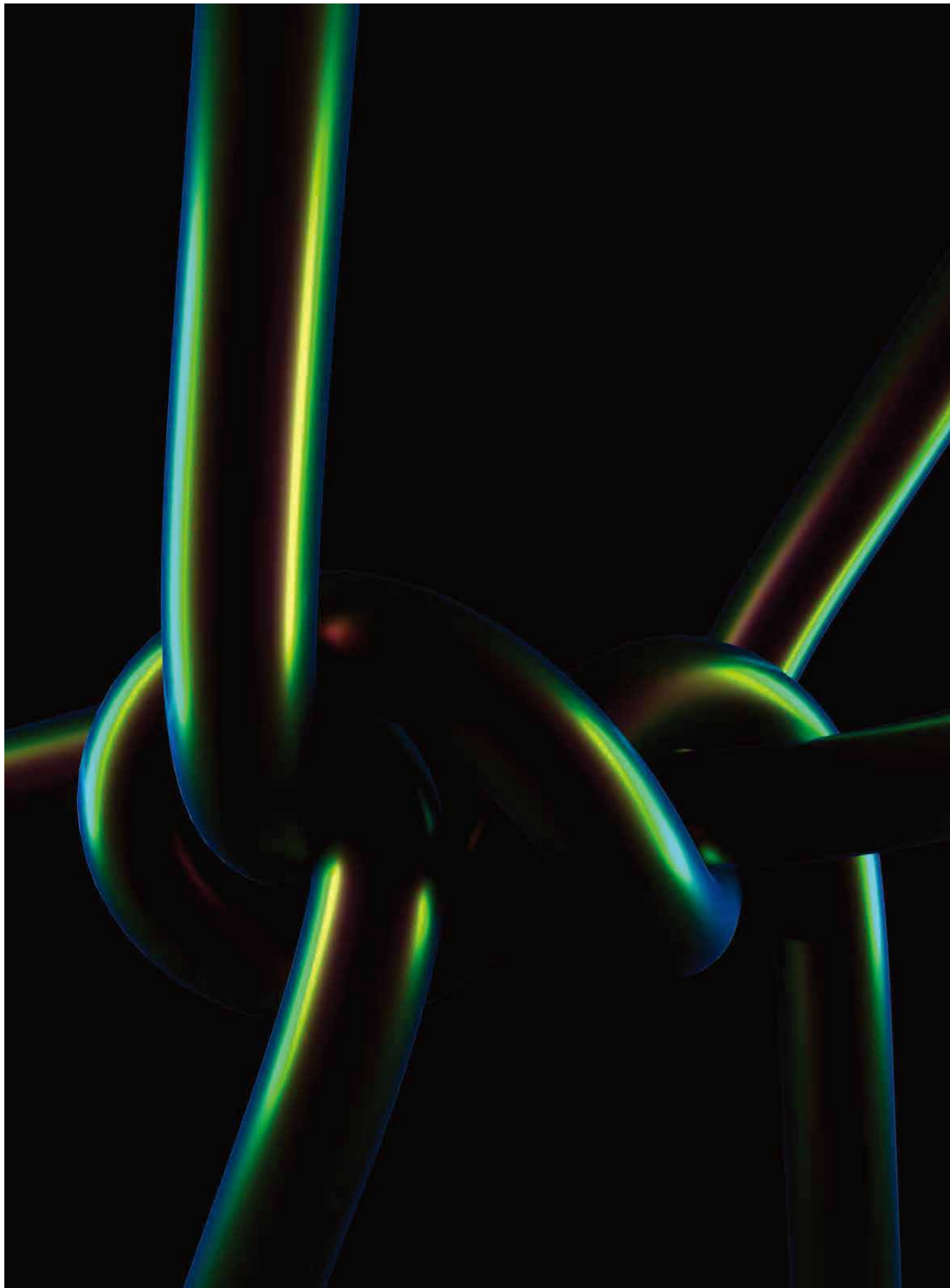
Brand for a venue that serves coffee by day, cocktails by night. A knot symbol ties the two identities together across 3D, packaging, and spatial design.

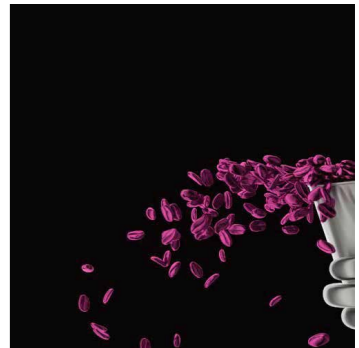
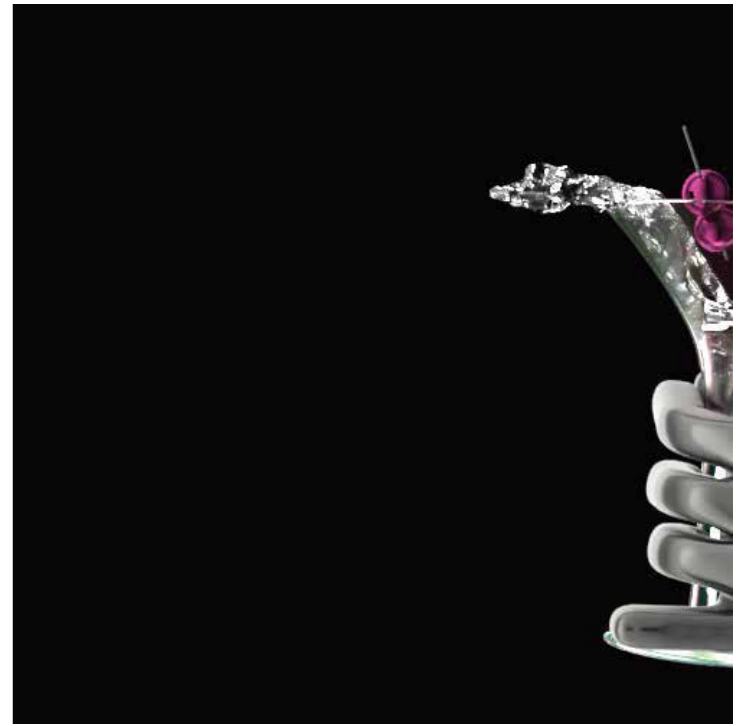
Role

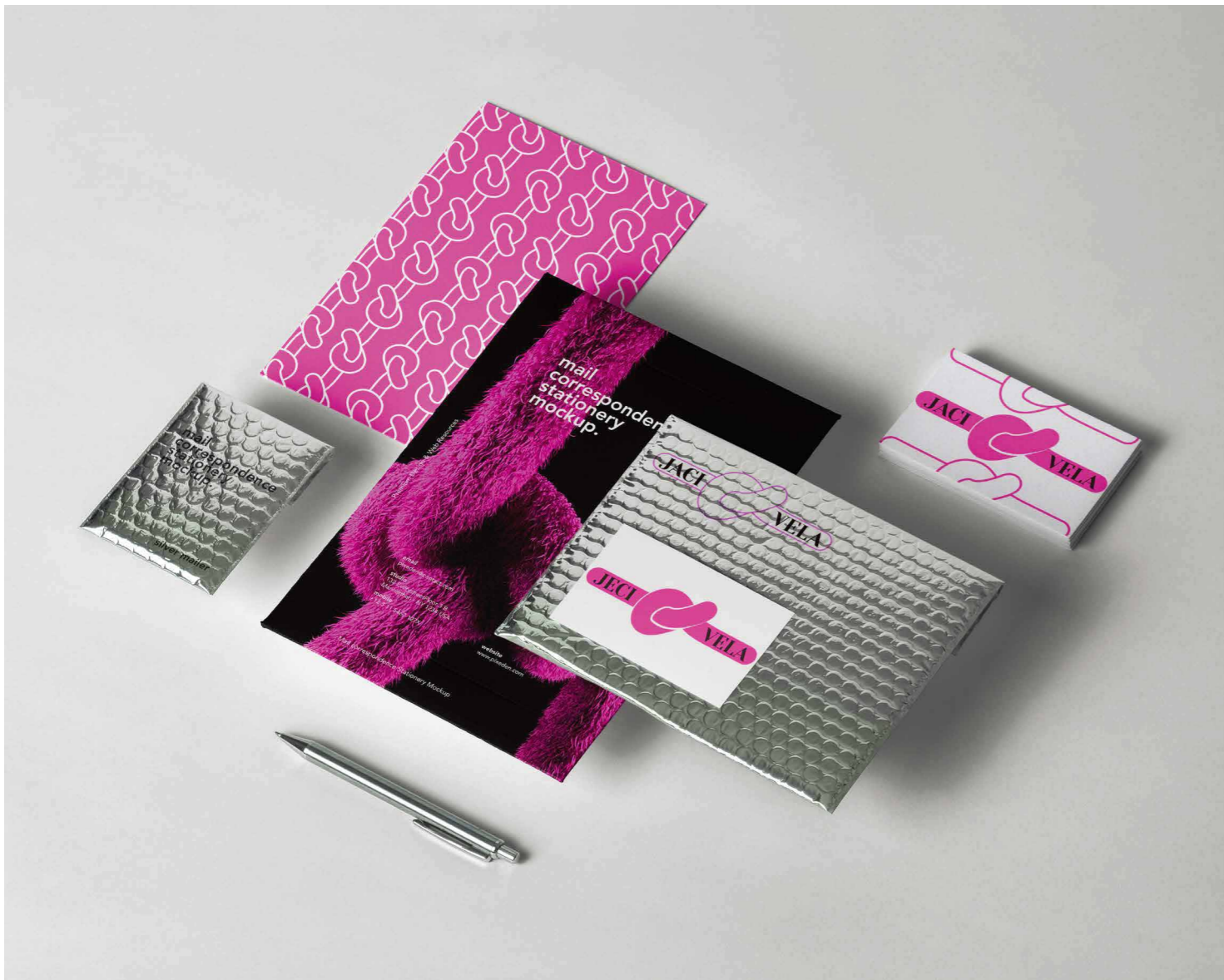
Brand Identity · 3D Rendering · Motion Design















TAI OURSEA — Thai Spa Packaging System

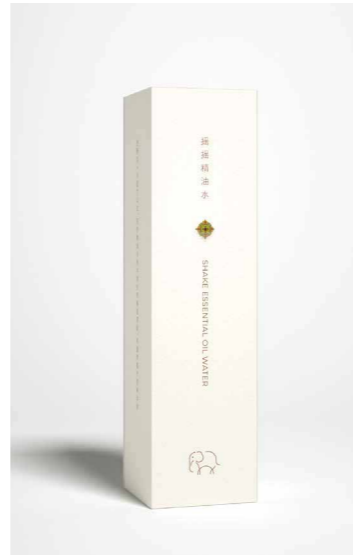
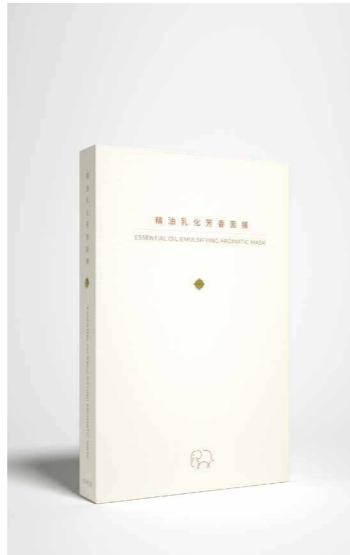
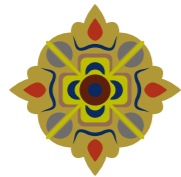
Project Overview

Packaging system for a Thai-inspired spa skincare line. Minimalist structures reference traditional Thai gilt ornamentation, printed in warm neutrals on textured stock.

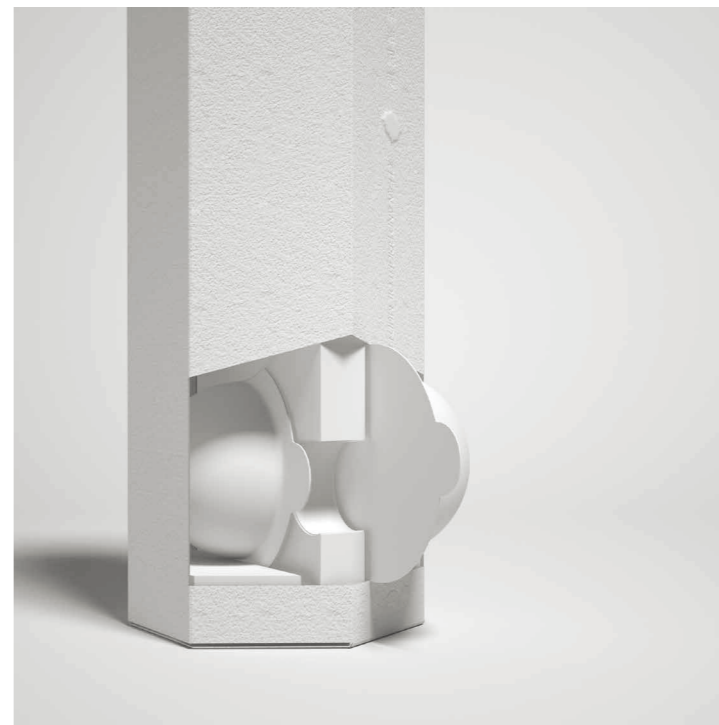
Role

Packaging Design · 3D Modeling · Gift Set Design













精油乳化芳香面膜
ESSENTIAL OIL EMULSIFYING AROMATIC MASK

净澈焕亮精油泥膜
CLEAN AND BRIGHT OIL MUD FILM

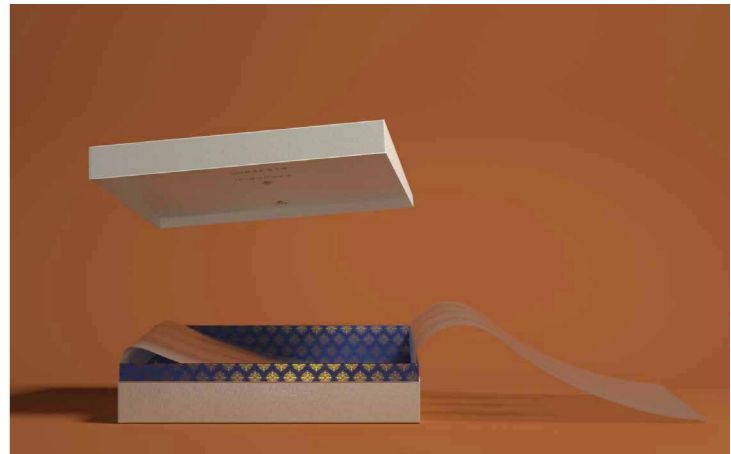
淡纹焕颜精华油眼膜
LIGHT PATTERN REJUVENATE ESSENCE OIL EYE MASK

精油洁面卸妆膏
ESSENTIAL OIL CLEANSING AND MAKEUP REMOVAL CREAM

眼周修护水
SHAKE ESSENTIAL OIL WATER

卸妆洁面卸妆膏
CLEANSING AND MAKEUP REMOVAL CREAM

全系列产品均由天然植物精粹而成，不含任何化学成分，安全温和，敏感肌适用。



HYE SHOW — Medical Aesthetics Brand Refresh

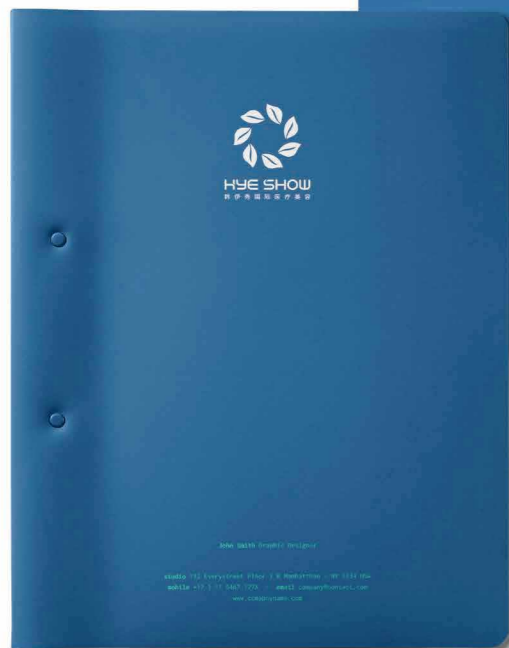
Project Overview

Rebrand for a membership-based medical aesthetics group: a refined, clinic-forward identity spanning print collateral, digital touchpoints, and live events.

Role

Brand Identity · Collateral · Digital · Event Design

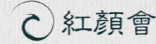








HYE SHOW
韩依秀国际医疗美容



三生系統

韩依秀·东方高定医美会员制品牌

成立于2013年，是“传承东方美学，绽放传世之美”的精英女性东方高定医美品牌。拥有独创“三生”会员系统，从“生命(韩依秀)、生活(原岛)、生态(红颜会)”三个维度让更多女性从自我角色、生活方式、圈层社交都得到完美蜕变。

生命

容颜美 | 幸福美 | 健康美



韩依秀高定美学，开启7.0再生医学美丽逆龄时代。

从三个维度(美学设计、健康管理、幸福生活)
专属定制年度规划方案，由内而外全方位守护你的美丽、健康、幸福。



生活

净 | 静 | 境 | 精 | 敬



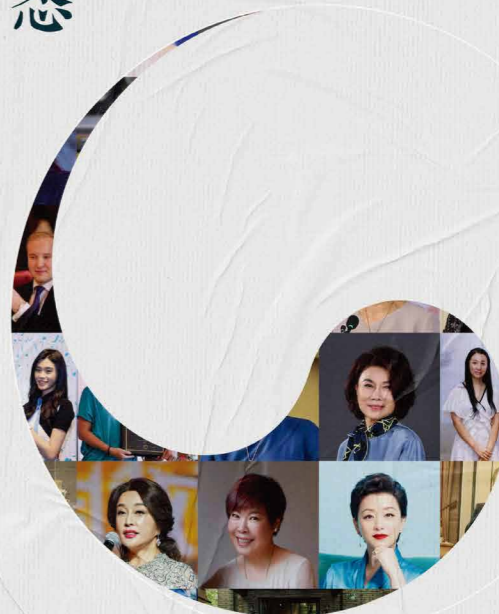
创立于2016年，总占地50亩，专享私密岛上的山水大宅。

融合全球顶尖生命科技医疗技术，将健康生活搬到灵山秀水间，构建山水康养大宅自然生活方式，打造国际顶尖的生命科学健康管理平台和抗衰老预防医学中心。



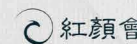
生态

圈层 | 资源 | 身份 | 视界



亚洲第一精英女性领袖圈层
会员数量排行第一位
会员活跃度排行第一位
嘉宾规格及平台高度排行第一位
会员资产及所管理财富第一位
社会及政府认可度排行第一位

精英女性成长与社交平台，极具规模和影响力的女性领袖圈层。创立于2009年，以追求向善的女性企业家及高管为核心，特邀各界红颜翘楚共同组成。



UNBESO — Maternal & Baby Care Packaging

Project Overview

Packaging series for a maternal and baby care brand, built on illustrated animal characters, pastel tones, and rounded forms.

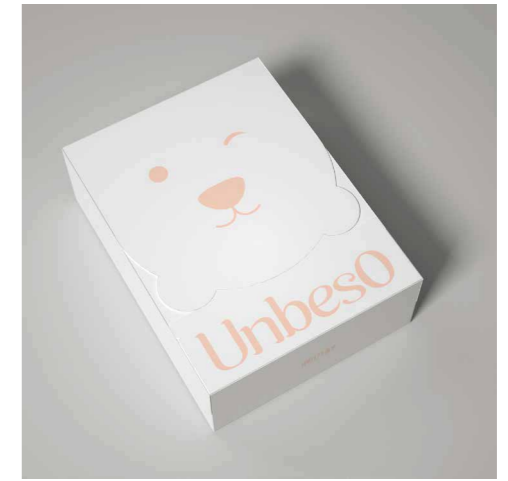
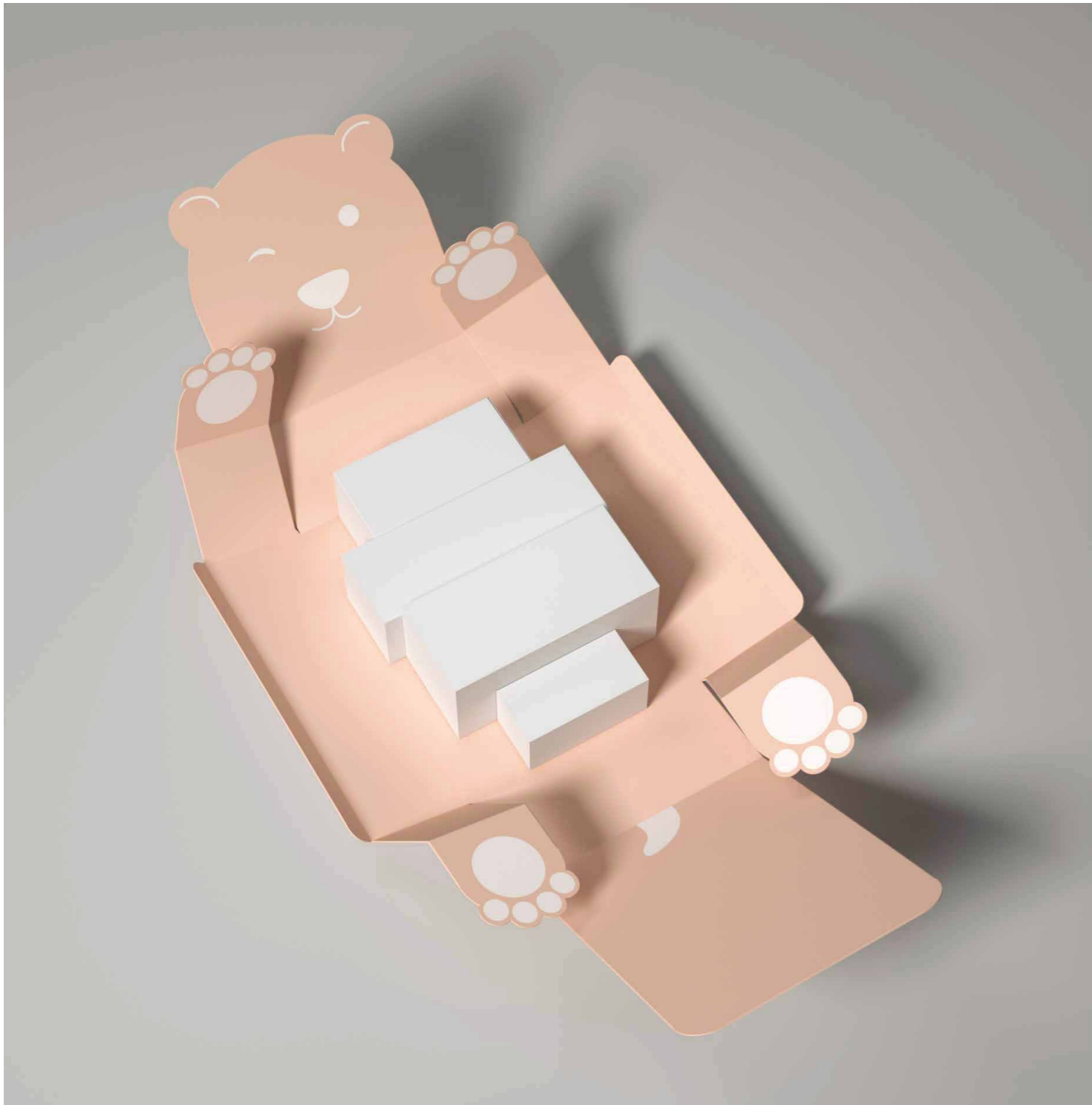
Role

Packaging Design · 3D Rendering









IF — Medical Aesthetics Brand Identity

Project Overview

Brand identity for a medical aesthetics clinic targeting a younger audience. Clinical clarity meets a fresher visual language. An embossed logo system and 3D mascot anchor a full suite of member handbooks, digital campaigns, and in-clinic posters.

Role

Brand Identity · Print & Digital Design









Hello~
我是IF姐

IF姐是谁

if姐是当下网络用语，是一个符合现代女性理想的虚构人物形象。指那些有自己工作、事业、收入，经济上独立、人格上独立，不受男人约束，有自我支配强烈意识的现代女性，也指那些对生活和家庭更加的热爱，兴趣爱好更加广泛的女性。

if 拥有无限可能

if，就是拥有无限可能的意思，每一个人以及事物都有无限潜力。做为正能量满满的if姐们，我们更要爱自己，让自己年轻满满，让自己漂亮满满，让自己青春满满！



if 一美医疗

新人指南
会员手册

一美医疗 | 皮肤美容科
源于专业 归于诚信

Hi~ if
嗨~ 一美





byjasonzeng@gmail.com
www.byjasonzeng.com