

# Z-Mrlife Deisgn

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## Design Services Presentation

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- Art direction • Web design • Branding • Graphic design
  - Illustration • UI & UX design

[www.z-mrlife.com](http://www.z-mrlife.com)



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Z-Mrlife Deisgn is a  
creative design studio,  
specialized in web design,  
branding, graphic design  
and illustration.

Creating storytelling, originality  
and quality are our values. These  
are vital to us, we believe they  
are to our clients as well.

Each project, no matter how big  
or small, is a story of learning and  
growing; and each project is a  
storytelling through concept,  
creativity and graphic design.  
May they be fun and constructive.



Founder

# Zoé WEI

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Graduated in Visual Communication Design  
Rich experience in creative design industry  
Speaks Chinese, French and English

Zoé's love of traveling, documenting, crafting and hand painting gives her a great background for exposure to different cultures and languages, which also serve as a source of inspiration and material for her designs.

Graduated from Donghua University with a degree in Visual Communication, she has worked in Shanghai for several international creative design and branding firms. She then moved to France to pursue her Master's studies in Visual Communication and gained relevant professional experience.

She enjoys interacting with people and learning new things. For her, every project is not just a project, but a way to learn and travel, meet new people and collaborate to provide them with appropriate, high quality solutions and services.

She has served clients such as HP China, Haier, Brother China, Gionee, May Flower Tissue, SPAR China, Nymgo, Li & Fung, and others.



# Web Design

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- Website creation with WordPress
  - Web / mail hosting
  - E-Mailing / Newsletter
  - Web banner
  - Website development
  - Website maintenance
  - SEO - Natural Referencing
  - Website redesign
  - Adaptation to mobile and tablet
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# Branding

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- Brand Strategy
  - Naming
  - Logo design
  - Mascot design
  - Pictogram
  - Visual identity design
  - Namecard design
  - Packaging design
  - Brand Guide
  - Identity management
  - Sub-brand development
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# Graphic Design

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- Annual Report
  - Magazine design
  - Editorial design
  - Brochure design
  - Poster design
  - Flyer design
  - Book cover design
  - Catalog design
  - Pattern design
  - Infoletter design
  - Etc,...
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# Illustration

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- Book illustration
- Product illustration
- Album illustration
- Other Illustrations

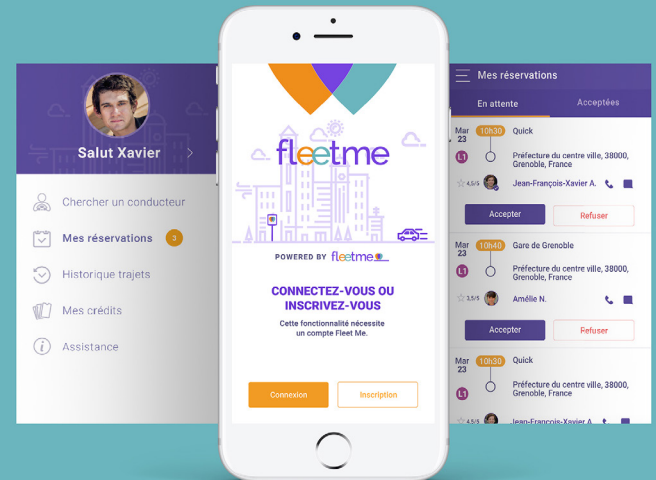




# UI & UX Design

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- Competitor analysis
  - Design research
  - Product structure and strategy
  - Branding and graphic development
  - Content development
  - Users guides and storylines
  - Prototyping
  - Testing
  - Adaptation to all device screen sizes
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# Other services

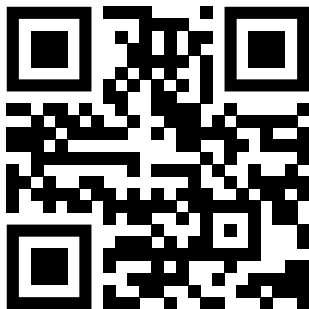
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- Photo retouching
  - Video editing
  - PPT design
  - Template design
  - WeChat public accounts creation, operation, management and maintenance
  - Social media operation and management
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For more projects please visit :  
[www.z-mrlife.com](http://www.z-mrlife.com)

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