

Z-Mrlife Deisgn

Brand Marketing Strategy
and Consulting
(China-France Market)
&
Graphic Design
and Web Design

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

www.z-mrlife.com



Content

About Z-Mrlife Deisgn	4-7
Workflow	8-9
Brand Marketing Strategy and Consulting (China-France Market)	10-11
Graphic and Web Design	12-23
Branding	12-13
Graphic design	14-15
Web Design	16-17
Illustration	18-19
UI & UX Design	20-21
Others services	22-23

À propos de
Z-Mrlife Deisgn

Z-Mrlife Design offers brand marketing strategies and brand consulting services, as well as branding, website creation, and graphic design services.

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

Every project, regardless of its scale, is a unique story and experience; every project tells a story through its concept, creative design, and execution. May they be interesting and constructive.



Founder

Zoé WEI

Graduate in Visual Communication Design

Extensive experience in China and France

Speaks Chinese, French, and English

Zoé's passion for travel, culture, and design exposes her to diverse cultures and languages, providing inspiration and material for her creative work.

After graduating with a degree in Visual Communication design from Donghua University in Shanghai, she worked for several international creative design and brand strategy firms in Shanghai. She then moved to France to pursue a master's degree in Visual Communication design, gaining valuable professional experience. In 2023, she founded Z-Mrlife Design.

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

Workflow

Step 1 : Determine the project requirements with the client, then prepare a quote.

Step 2 : Sign the quote and pay a 50% deposit. The balance is due upon delivery.

Step 3 : Design

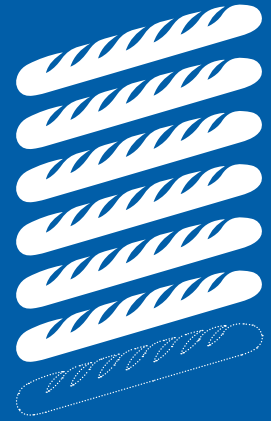
Step 4 : Delivery and productionn

Step 5 : Technical support

Brand Marketing Strategy and Consulting

- **Analyze, understand and learn about the target culture and market**
 - Local consumer preferences
 - Cultural nuances
 - Local digital trends
- **Adapt the brand and product to the target market**
 - Does the brand tell a story? And is it suited to the target market?
- **Provide support to clients at every stage of entering their target market, offering advice on strategy and management.**
 - Entry Method / Digital Marketing
 - Support for local regulations
 - Support for on-site brand implementation: events, points of sale, pop-up stores, etc.
 - Translation of documents into French and Chinese

Understanding culture means understanding the market.



Understanding the French market

Understanding the Chinese market



More than ever, brands need to “tell their own story to the world”.

Branding

- Brand strategy
 - Naming
 - Logo design
 - Masquerade design
 - Pictograms
 - Visual identity
 - Business card
 - Packaging design
 - Graphic guidelines
 - Brand image management
 - Sub-brand development
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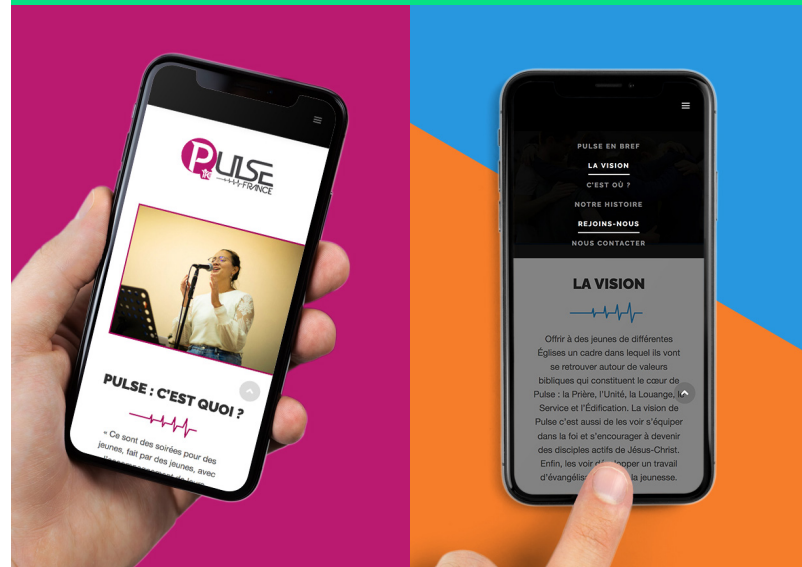
Graphic Design

- Annual Report
 - Magazine
 - Editorial Design
 - Brochure
 - Poster
 - Leaflet
 - Book Cover
 - Catalog
 - Flyer
 - Newsletter
 - Etc,...
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Web Design

- Website creation
- Web hosting/email setup
- Email marketing/Newsletter
- Web banners
- Website development
- Website administration and maintenance
- SEO - Search Engine Optimization
- Website redesign
- Mobile and tablet responsiveness



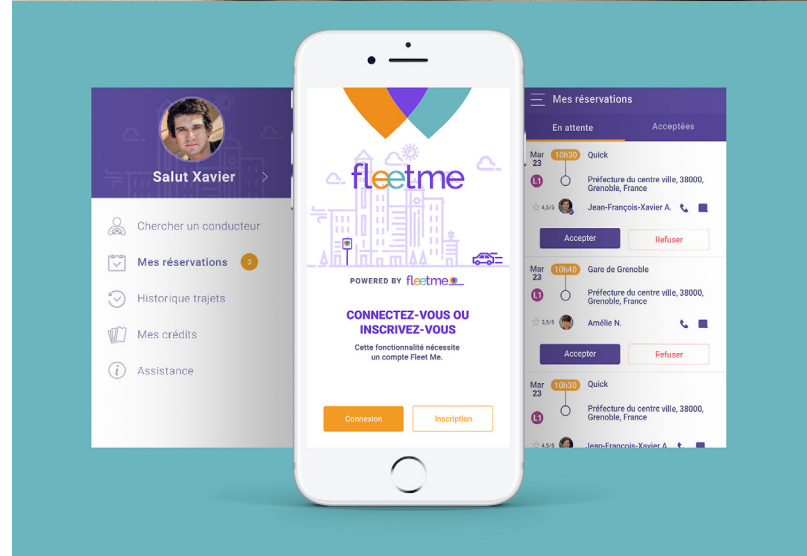
Illustration

- Book illustration
- Product illustration
- Album illustration
- Other illustrations



UI & UX Design

- Competitive analysis
 - Design studies
 - Product range and strategy
 - Brand development and graphic design
 - Content development
 - User guides and scenarios
 - Prototyping
 - Testing
 - Adaptation to all screen sizes
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Other services

- Photo retouching
 - Video editing
 - PPT design
 - Template design
 - WeChat public accounts creation, operation, management and maintenance
 - Social media operations and management
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Z-Mrlife Deisgn



For more projects please visit :
www.z-mrlife.com

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