

# STEVEN ZHOU

PORTFOLIO 2023–24

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# FOREWORD

Design is more than aesthetics, it's a way to build connections between people, culture, and the inner self. As a brand designer, I draw inspiration from diverse cultures, art forms, and everyday life, using an open, inclusive lens to understand each project's story. I love uncovering a brand's essence and turning it into a unique visual experience.

I value handmade creations—painting, traditional crafts, installation art—for the warmth and humanity they convey, which digital tools can't replicate. These subtle human touches give design the power to resonate deeply and create emotional connections.

I'm also experienced in client communication and marketing, which helps me understand how brands grow in the real world. I believe design can be a problem-solving tool, a source of healing, and even a way to spark change—starting with a logo, a book, or a space.

- **BUSINESS PROJECT**
- SCHOOL PROJECT



01

# THE SILK LAKEHOUSE (branding)

The Silk Lakehouse is a new boutique hotel by Shangri-La Group, located by West Lake in Hangzhou. Inspired by a silk merchant's private residence, it offers an intimate, home-like stay with handcrafted details and playful charm.

We extended the logo (originally designed by a Hong Kong studio) into a full visual identity and hotel collateral. Using elements like water, silk, porcelain, lacquer, and lattice windows, the design reflects Hangzhou's natural beauty and cultural heritage, creating a warm, garden-like retreat for the customers.

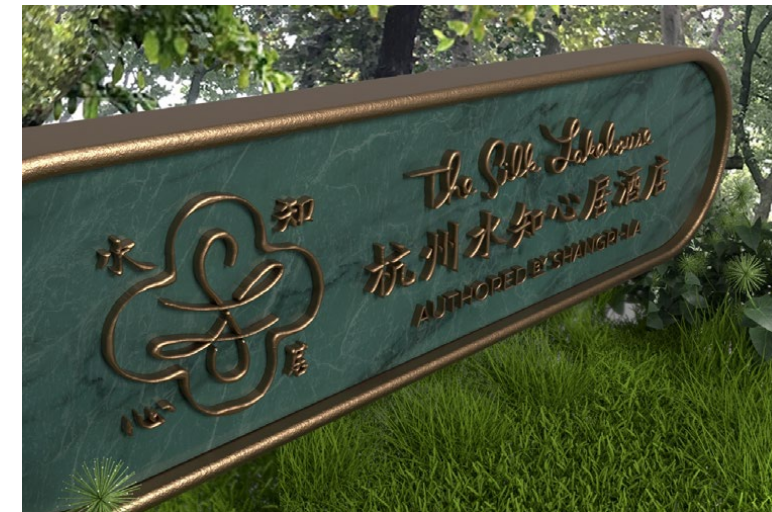
08.2024



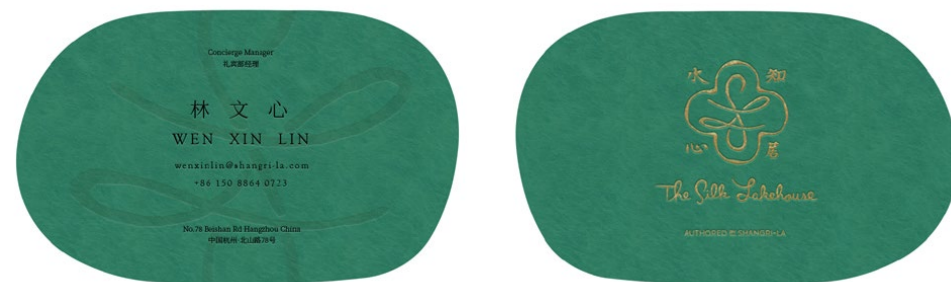












name card



room key case



door hangers

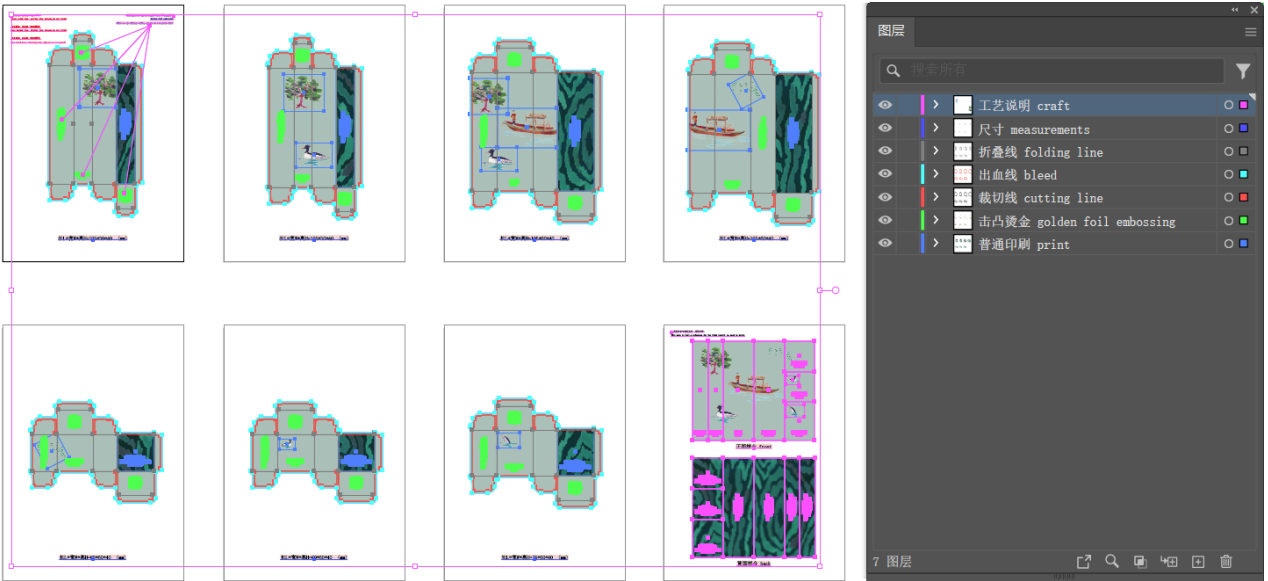




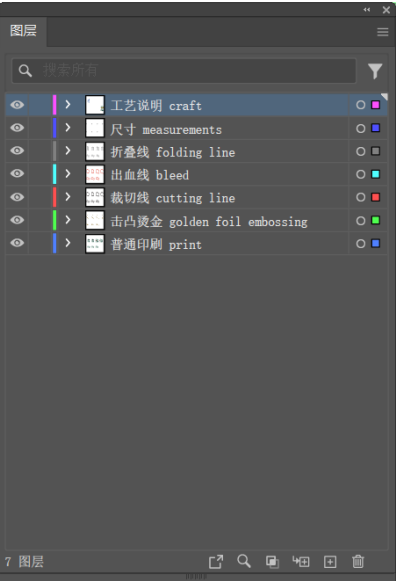
front



back



stencil





trash bin



slippers



tissue box



iPad case



02

# SHEYU YOGA (logo & booklet)

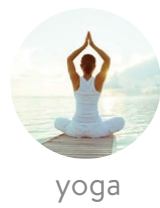
Sheyu Yoga is a boutique yoga lifestyle studio. The name “舍予” (Sheyu) combines the ideas of “letting go” and “giving,” forming the character “舒,” which conveys a state of physical and mental ease. The brand speaks to individuals with refined taste and financial stability—people who often face life’s pressures. Sheyu represents the belief that by letting go of external chaos, one can find inner peace.

The lotus, symbolizing purity, enlightenment, and rebirth in yoga and Hindu iconography, perfectly aligns with the brand’s essence. By blending this iconic symbol with a classic yoga pose, the visual identity embodies Sheyu’s values while abstractly forming the characters 舍予 for a distinctive look. The custom logotype is inspired by Hanyi Jinwen font and refined with geometric styling for a modern, balanced feel.

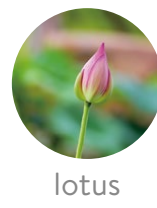
05.2022





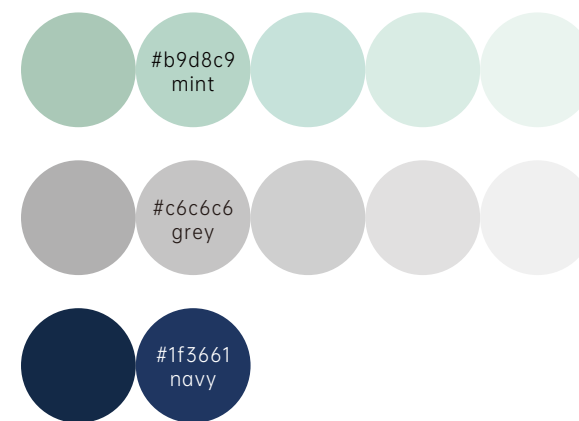
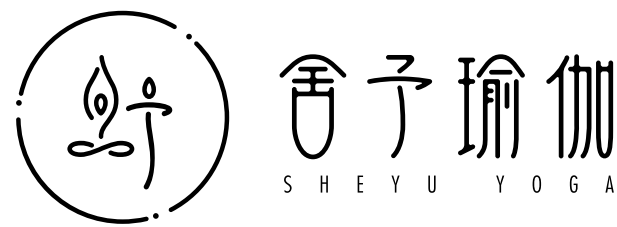


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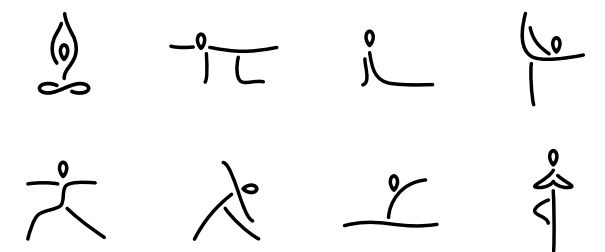


+


舍予



color palette



pattern




舍予瑜伽  
SHEYU YOGA

舍用取静，予心调伏；  
身心舒达，处处瑜伽。

舍予瑜伽——高口碑连锁品牌，在专业基础上做精品课程，专注于传播健康生活美学的瑜伽会馆。

- wake瑜伽馆获颁线下教学中心
- 拥有教学经验丰富的教练团队；
- 超过50种不同风格的瑜伽课程，包括垫上普拉提、艾扬格、空中瑜伽、亲子瑜伽、舞蹈瑜伽、球瑜伽等，更有专业普拉提大器械；
- 私人定制课程包括瑜伽塑形、气质美学、产后修复、康复治疗等；
- RYT200教练课程、普拉提大器械教练课程；
- 定期开设名师工作坊；
- 定期开设各种会员福利活动。


这里不仅有瑜伽，更融合了花艺、茶道、书吧，是您享受生活之美的最佳场所。  
当抛开了外界的繁杂，便可归于自心的调伏。再结合对生活点滴的体验，造就一所令人心身舒达的多元化生活空间。




SHEYU

02


YOGA




04




馆内照片  
STUDIO PICTURES




**小雨（内观流/形体瑜伽导师）**  
累计授课时长1500+  
全美RYT-200小时认证导师  
先后跟师名师学习与产业修习，精通瘦身、塑形瑜伽、内观流、火舞流  
多家知名媒体加刊登，今日头条瑜伽馆特聘瑜伽老师，拥有数十万关注者  
擅长内观流、火舞流、塑形美、伸展类课程



**阿哲（阿斯玛拉元素导师）**  
累计授课时长1500+  
全美RYT-200小时认证导师  
左右解剖证书  
精通修习阿斯玛拉、阴瑜伽、阿斯玛拉、流瑜伽（正位）、sfv流瑜伽（进阶版）  
是一位全面多元的瑜伽导师



**郑佳（阿斯玛拉瑜伽导师）**  
累计授课时长3000+  
全美RYT-200小时认证导师  
2015年至今系统学习瑜伽解剖、流瑜伽、精准阿斯玛拉  
历年多次参加国内各大著名导师阿斯玛拉及流瑜伽工作坊  
擅长阿斯玛拉、流瑜伽及瑜伽课程



**月月（产后修复/形体瑜伽/减脂塑形/气质美学导师）**  
授课时长1500+  
陕西省瑜伽协会认证导师  
全美RYT-200小时认证导师  
先后跟师名师学习与产业修习，精通瘦身、塑形瑜伽、内观流、火舞流  
多家知名媒体加刊登，今日头条瑜伽馆特聘瑜伽老师，拥有数十万关注者  
擅长内观流、火舞流、塑形美、伸展类课程

16

17

Sheyu Yoga | booklet | 05.2022



Sheyu Culture, the parent brand of Sheyu Yoga, shares the same philosophy of balance. Its logo features bamboo, symbolizing humility, with leaves inspired by the characters 舍予. The incomplete circle completes the scene.

Both logos share similar circular forms and modern geometric adaptations of traditional fonts, maintaining a connected yet independent identity.





- BUSINESS PROJECT
- SCHOOL PROJECT



03

# LITTLE YARD (branding)

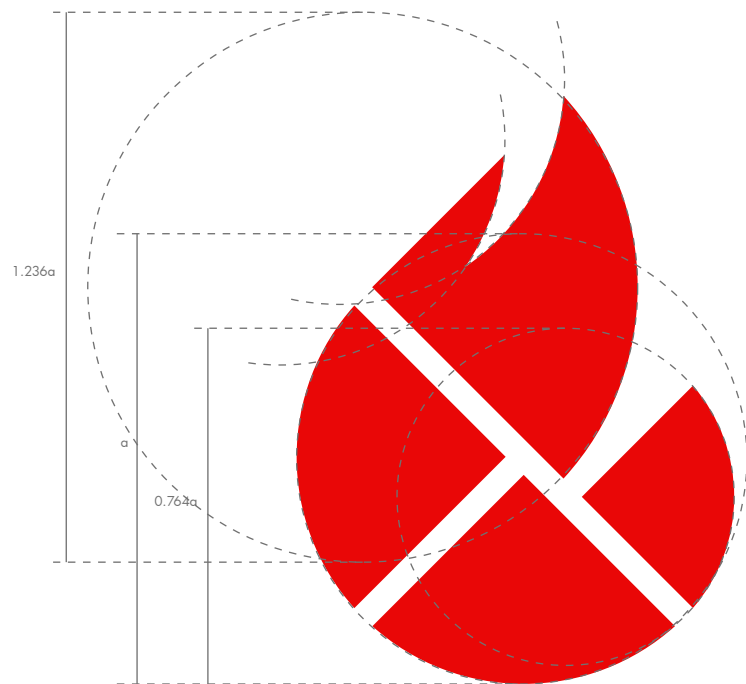
Little Yard is a casual dining and beer bar designed for small gatherings of friends. Its brand inspiration comes from Russian Constructivism, focusing on practicality, functionality, and serving the public, with an emphasis on “construction” over “decoration.”

The logo uses a modular design with four fan shapes forming a flame, symbolizing warmth, unity, and the comfort of homemade meals. The name “Little Yard” evokes a universal cultural memory of a cozy space for gatherings and sharing.

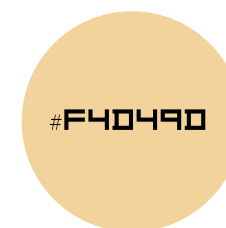
The visual system includes abstract shapes inspired by beer condensation marks on a table, symbolizing connections and interactions during social gatherings. This design conveys a simple, warm emotional connection, creating an authentic and inviting atmosphere for everyday social moments.







#### COLOR PALETTE



#### PRIMARY TYPEFACE RODCHENKO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

#### SECONDARY TYPEFACE THEO VAN DOESBURG

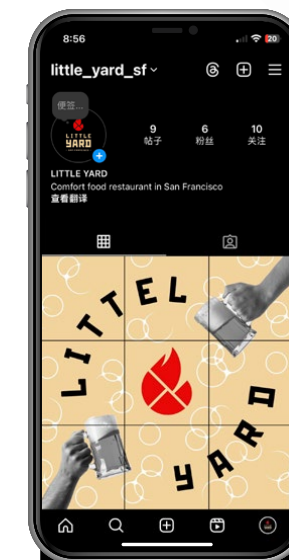
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789



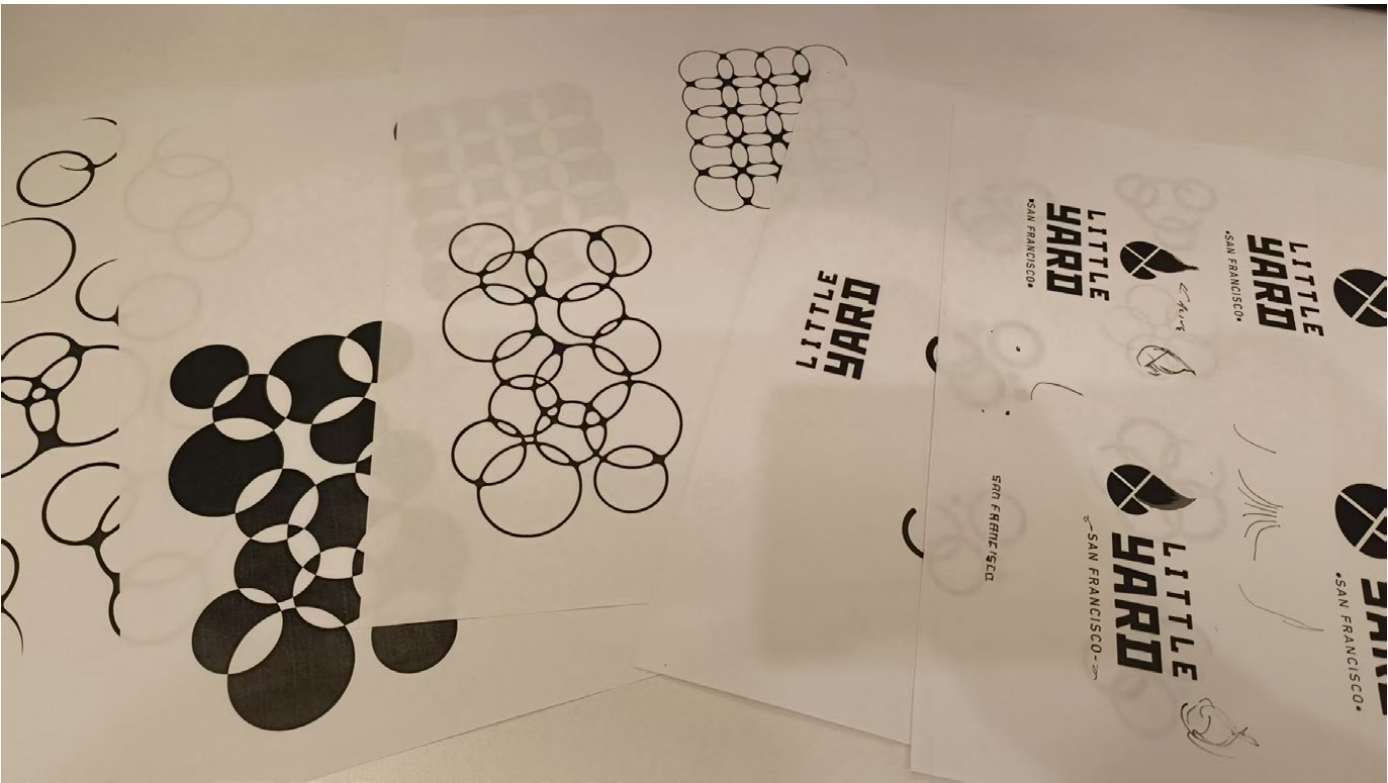
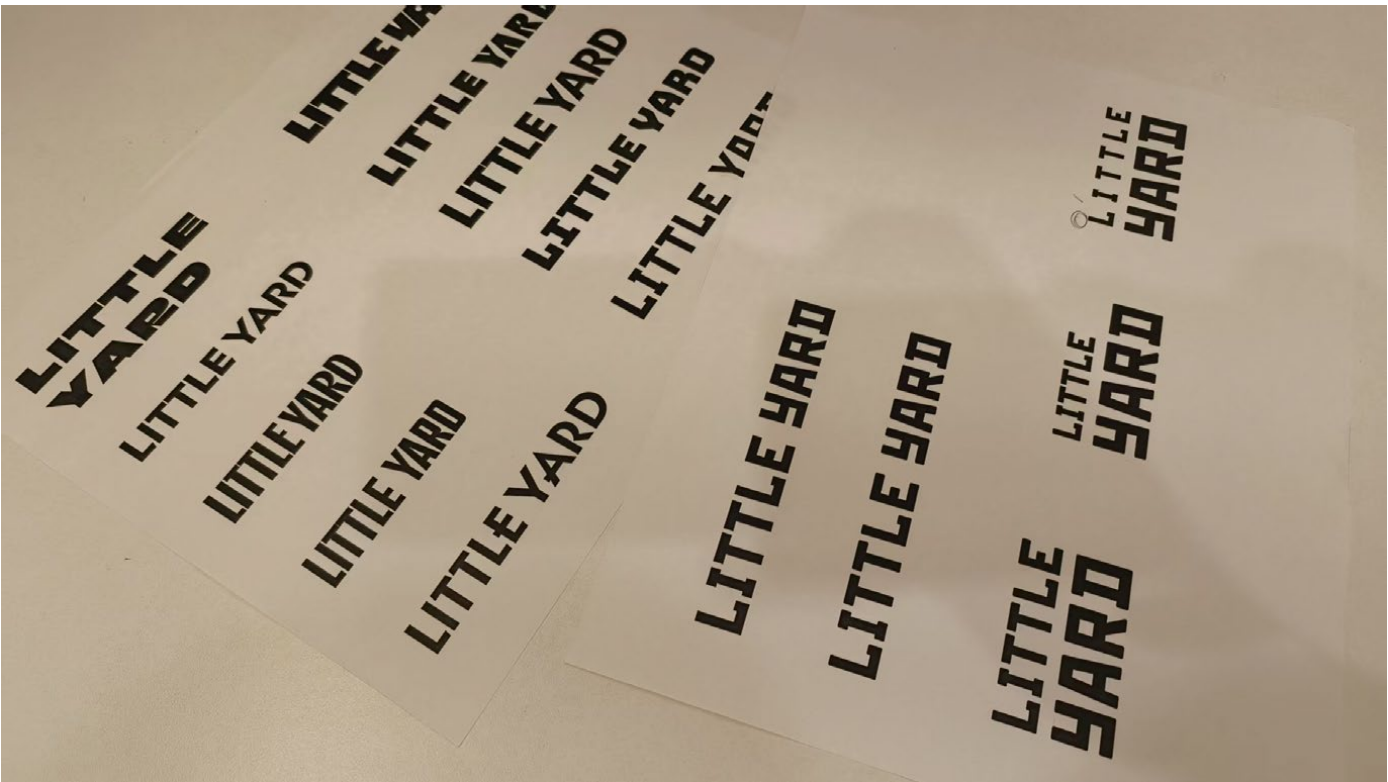
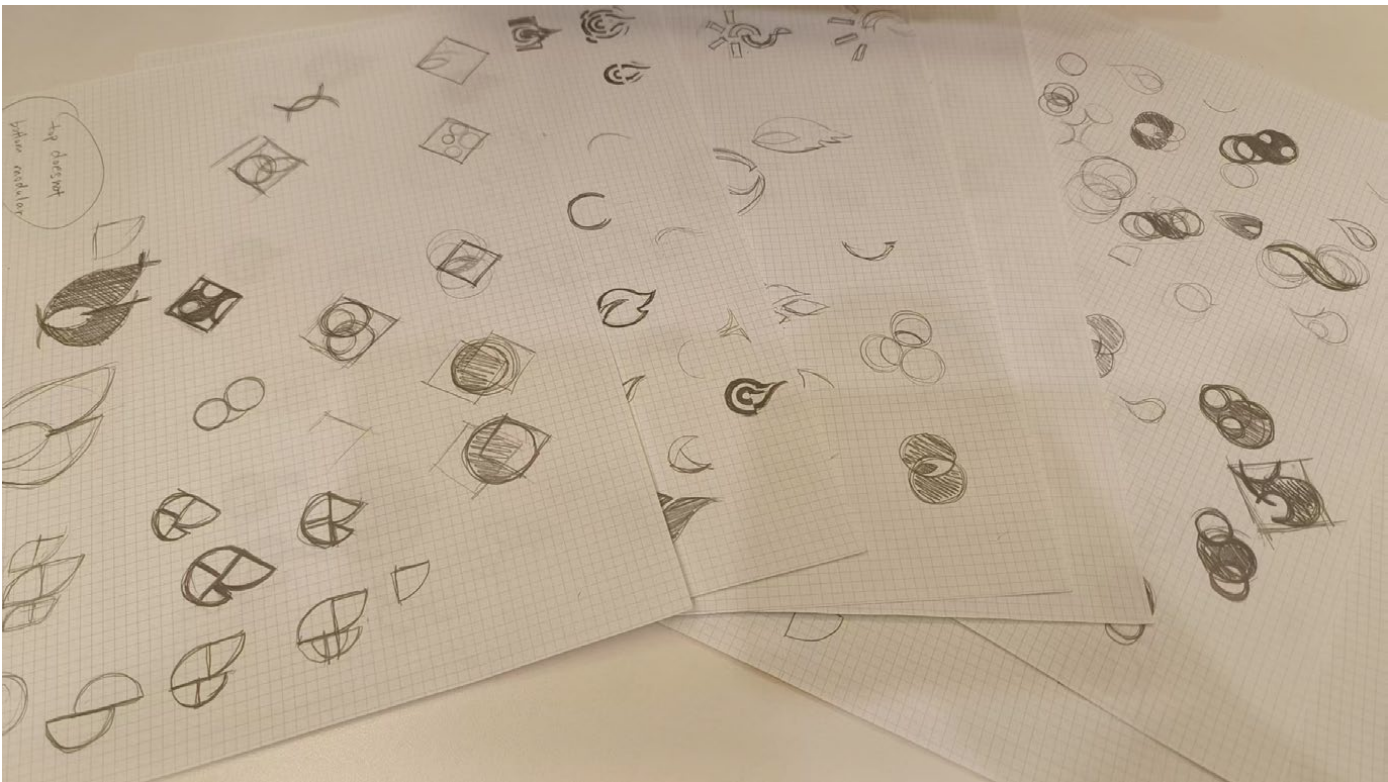


LITTLE  
YARD  
SAN FRANCISCO











04

# SPECTRA OF AN ERA (visual identity)

This fictional film festival focuses on the works of Chinese directors Jia Zhangke and Lou Ye, whose films portray ordinary people swept up in the societal upheavals of 1980s to early 2000s China—individuals often powerless in the face of larger forces.

The visual identity centers on “ordinary people,” using real portraits obscured by symbols of mainstream narratives—such as currency, propaganda posters, and consumer goods—highlighting the loss of personal agency and identity.

The logo, inspired by traditional Chinese patterns and seal culture, is formed from the characters “命运” (fate), echoing the festival’s theme while expressing a restrained, introspective Eastern aesthetic. The festival creates a visual tension between cultural symbolism and emotional depth.



SPECTRA OF AN ERA

FILMS OF JIA ZHANGKE AND LOU YE  
OCTOBER 01–08, 2023 | ASIAN ART MUSEUM



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12.2023





# SPECTRA OF AN ERA

FILMS OF JIA ZHANGKE AND LOU YE  
OCTOBER 01-08, 2023 | ASIAN ART MUSEUM



## SPECTRA OF AN ERA

FILMS OF JIA ZHANGKE AND LOU YE  
OCTOBER 01-08, 2023 | ASIAN ART MUSEUM

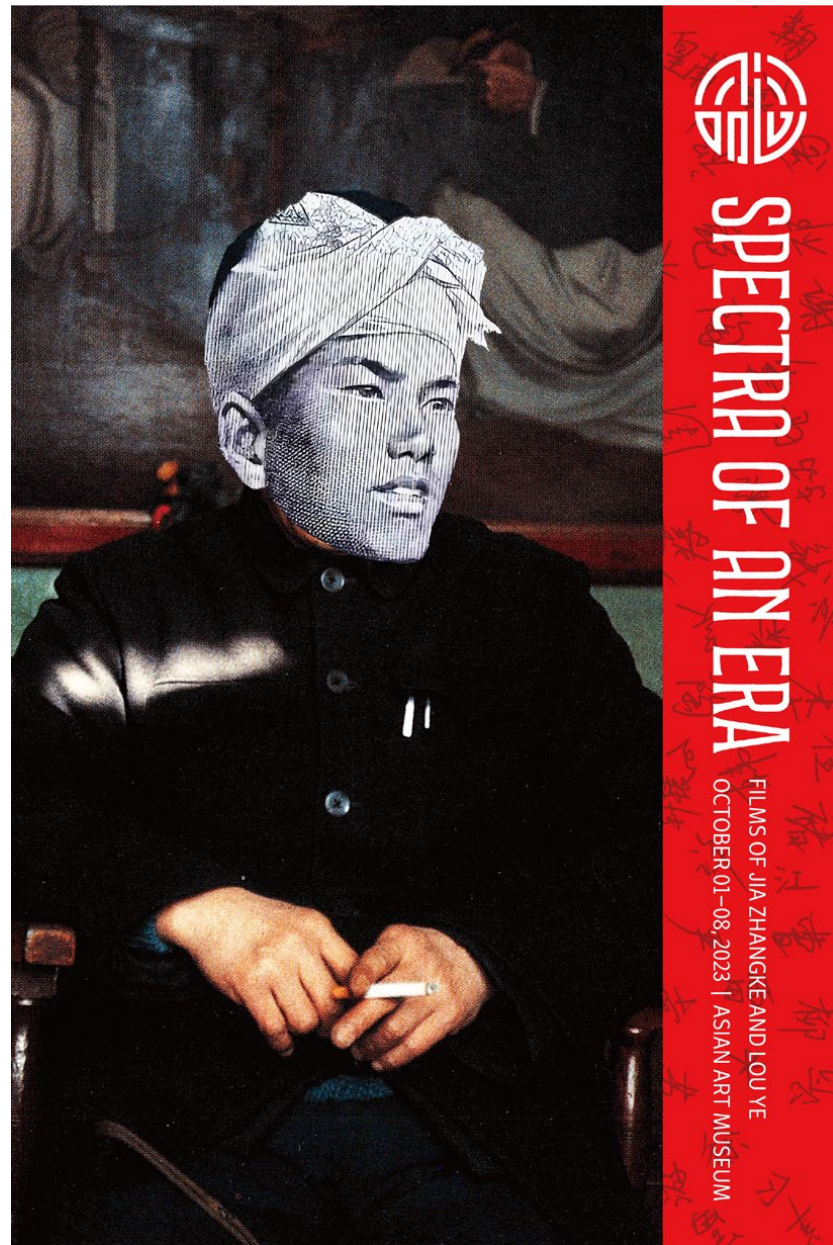
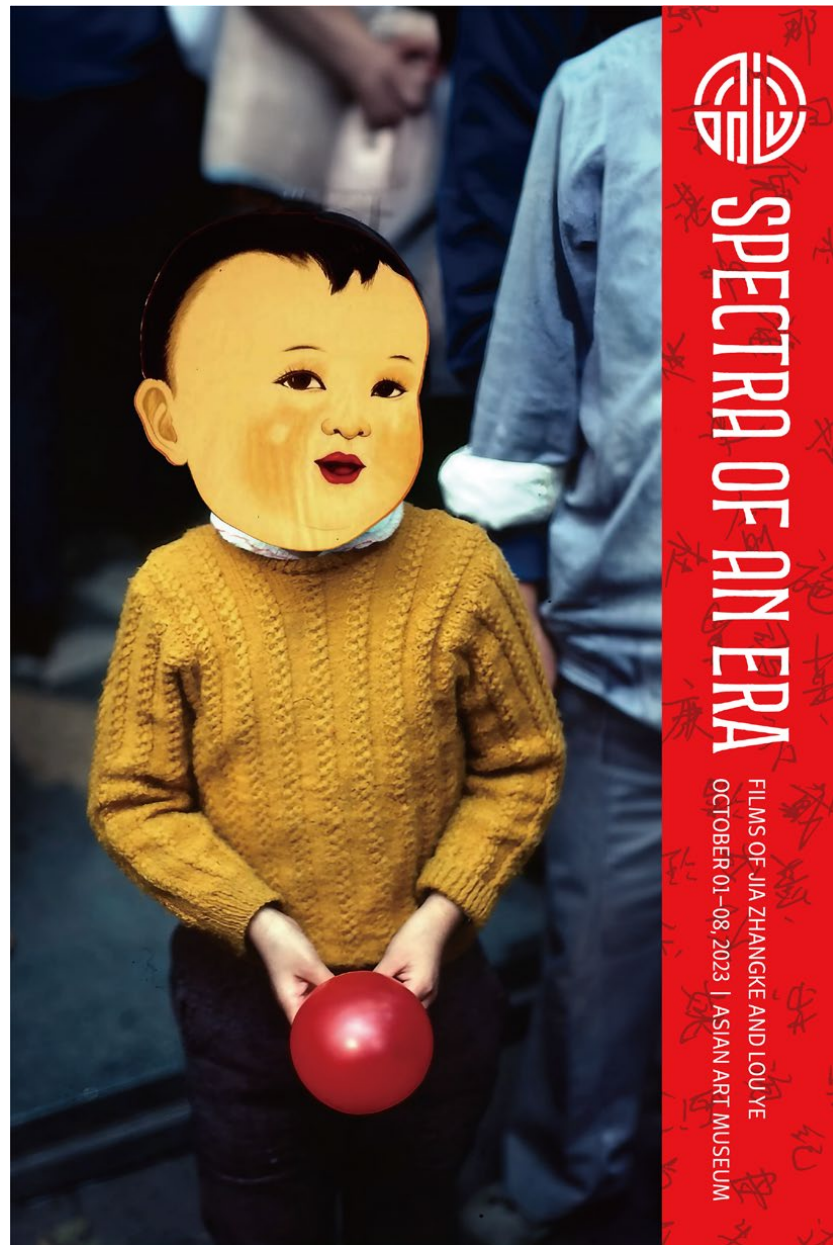


## SPECTRA OF AN ERA

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05

# NON-PROFIT BUSINESS (UI/UX)

This project, grounded in in-depth research, aims to build a vibrant online community for outdoor enthusiasts in San Francisco, in order to help users discover new destinations and find companions for their adventures.

The platform includes both a website and mobile app, featuring destination ratings, user posts, and group trip planning. Users can explore locations, read others' experiences, and start or join groups freely. The community is organized into six categories: hiking, running, cycling, fishing, camping, and others.

Badges, stickers, and caps are given as rewards for hosting or joining events, fostering an active, tightly connected outdoor community.





The logo is designed in a shape of the sun, which people can see when they get outside. The strokes have texture of paint brush, in order to bring a sense of nature and humanity. Varitey of vibrant colors are used to indicate variety of activities. Also the center of the sun is a letter G.



#77c6ba #e96223 #ecb63b #c3d53e #3e8782

Let's find some friends!

Rockwell Regular

Let's find some friends!

Rockwell Bold

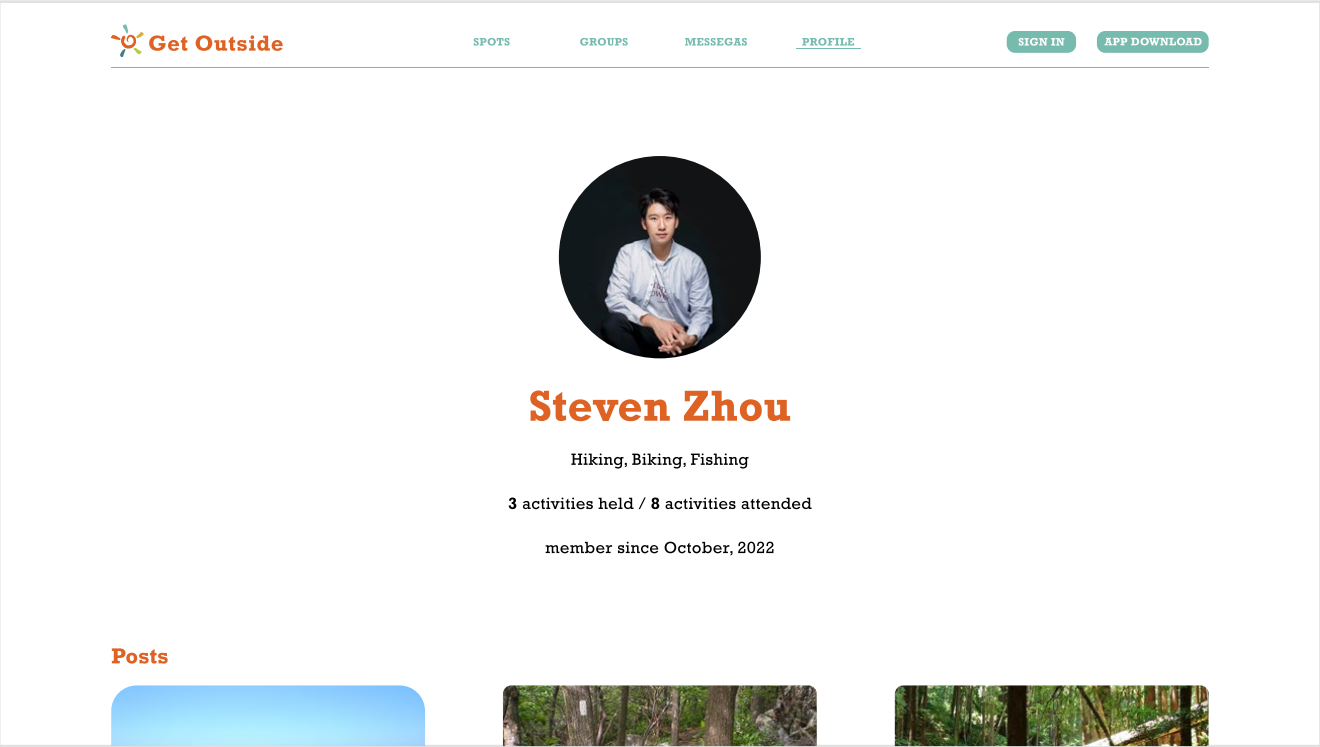
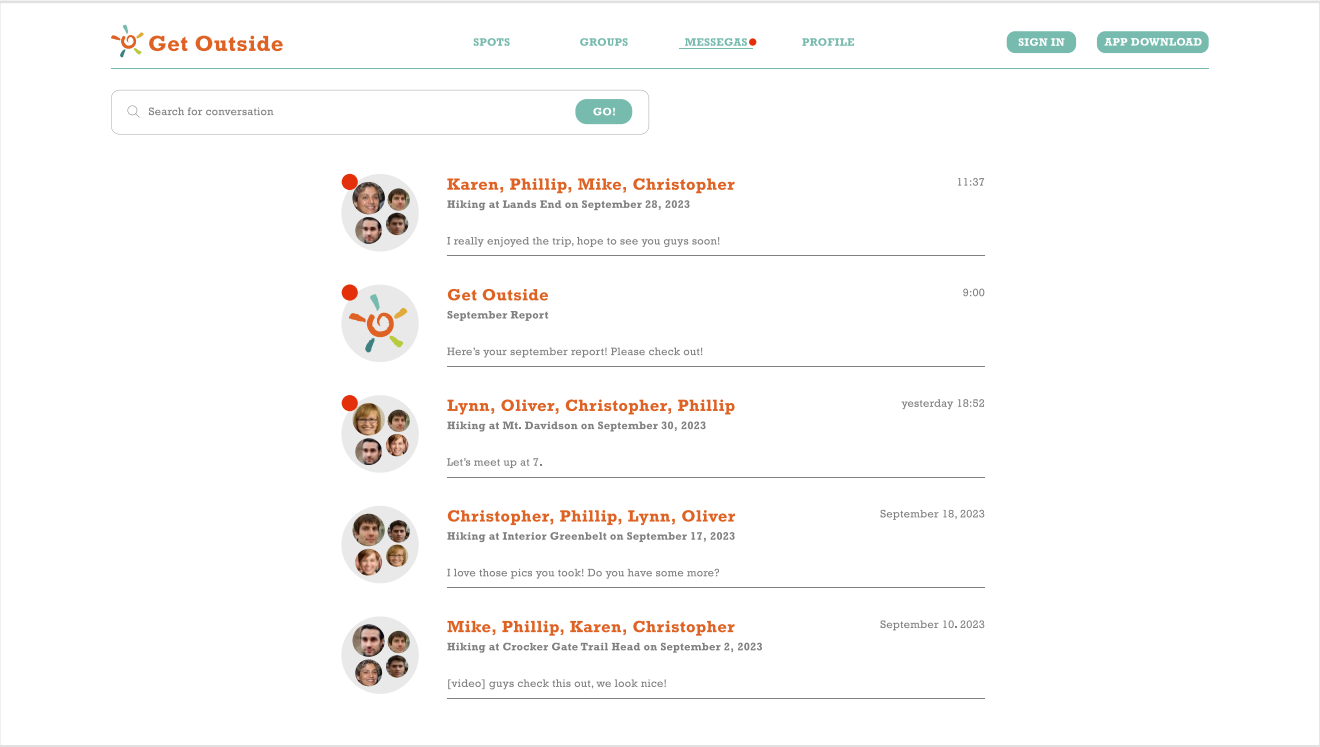
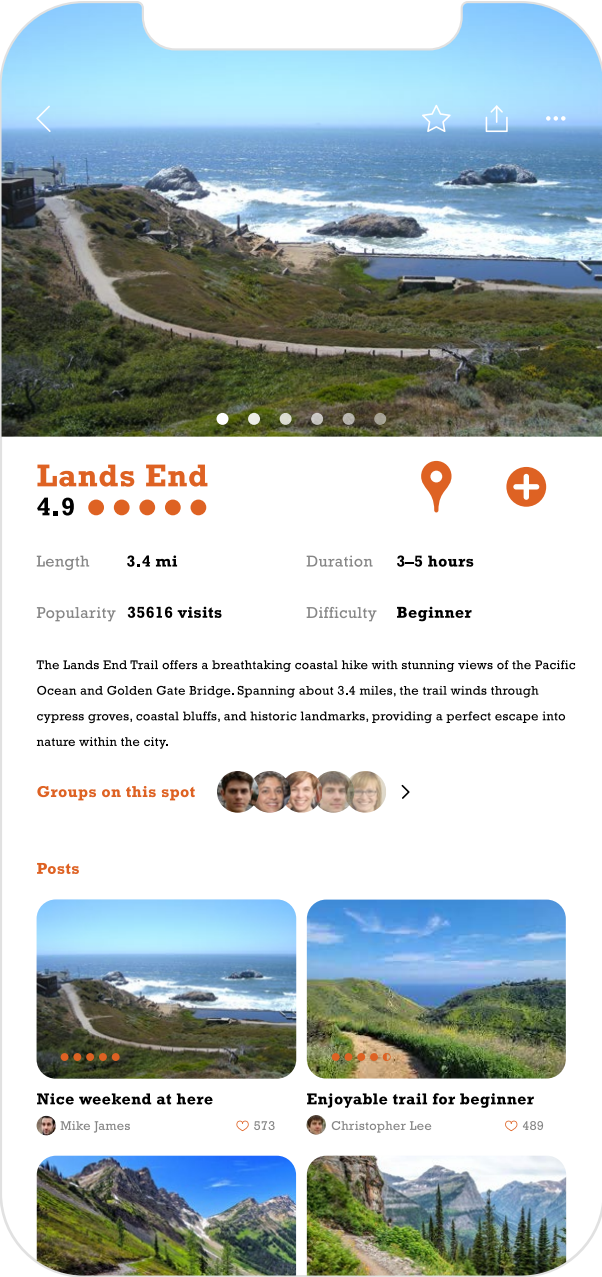
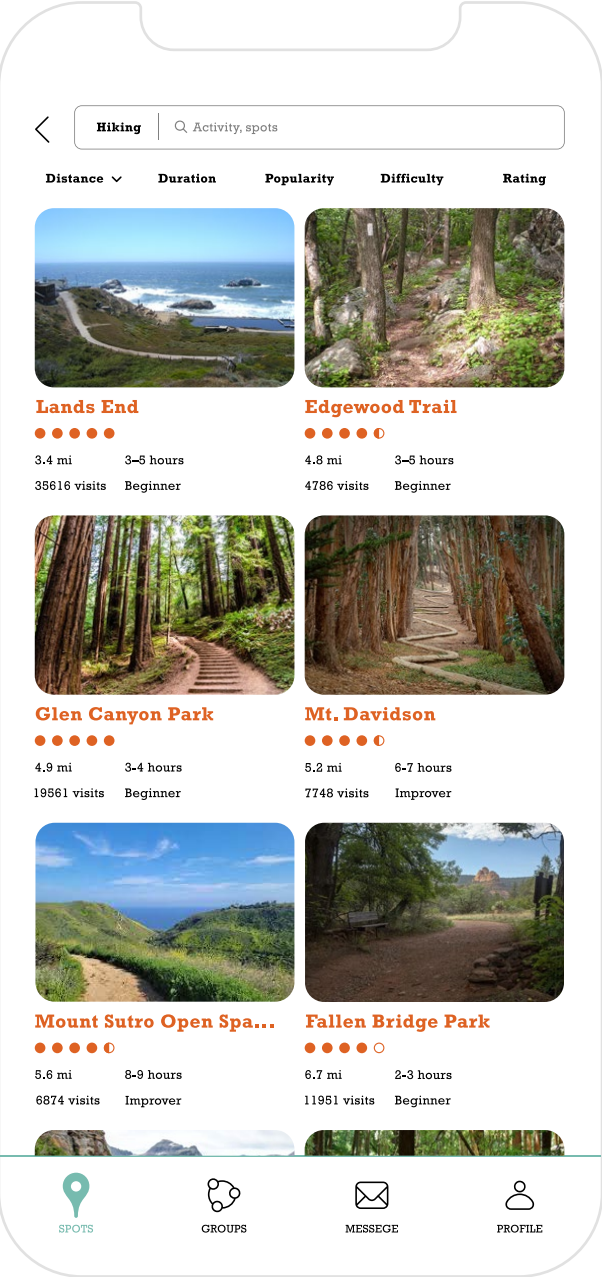


Running Hiking Cycling Fishing Camping

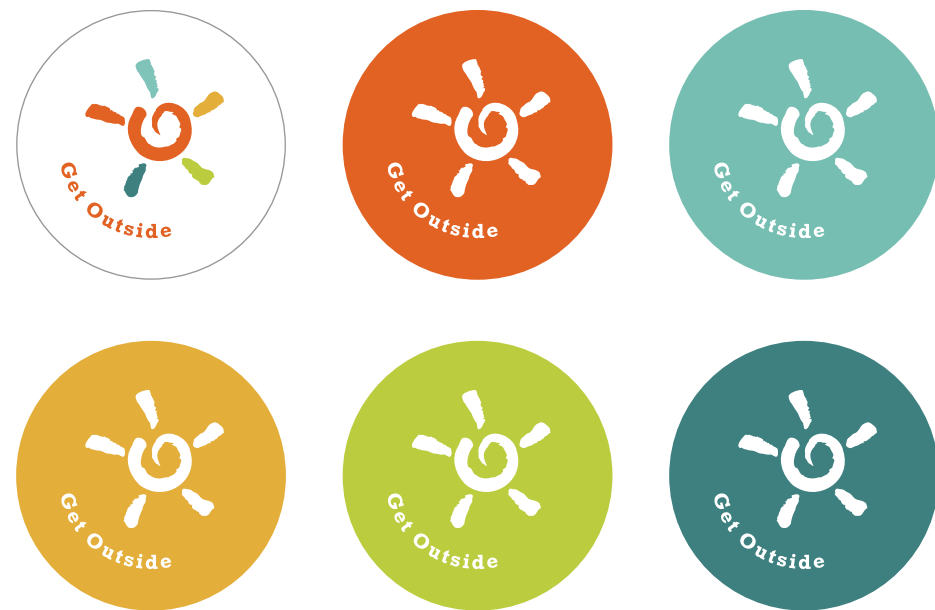


Spots Groups Messege Profile





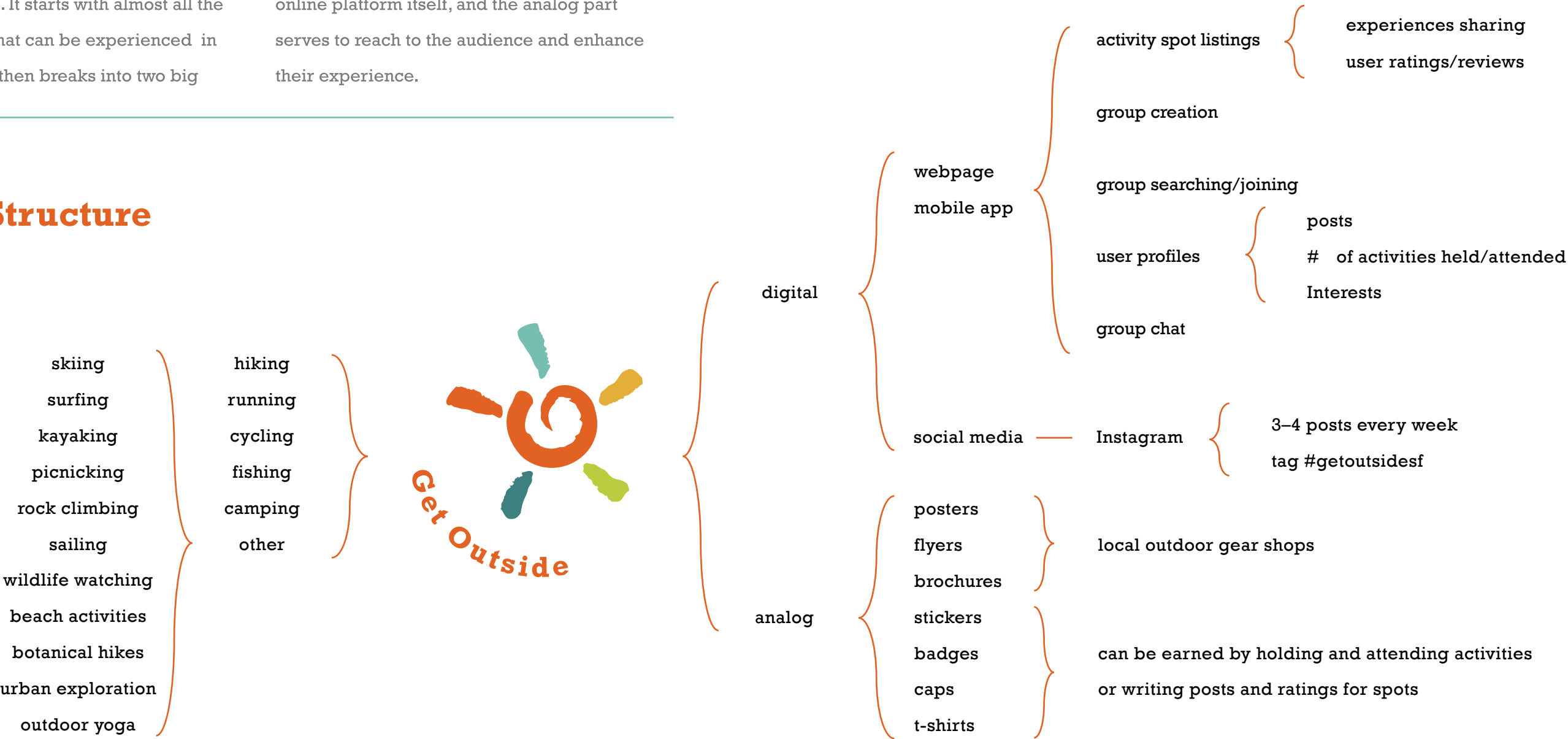






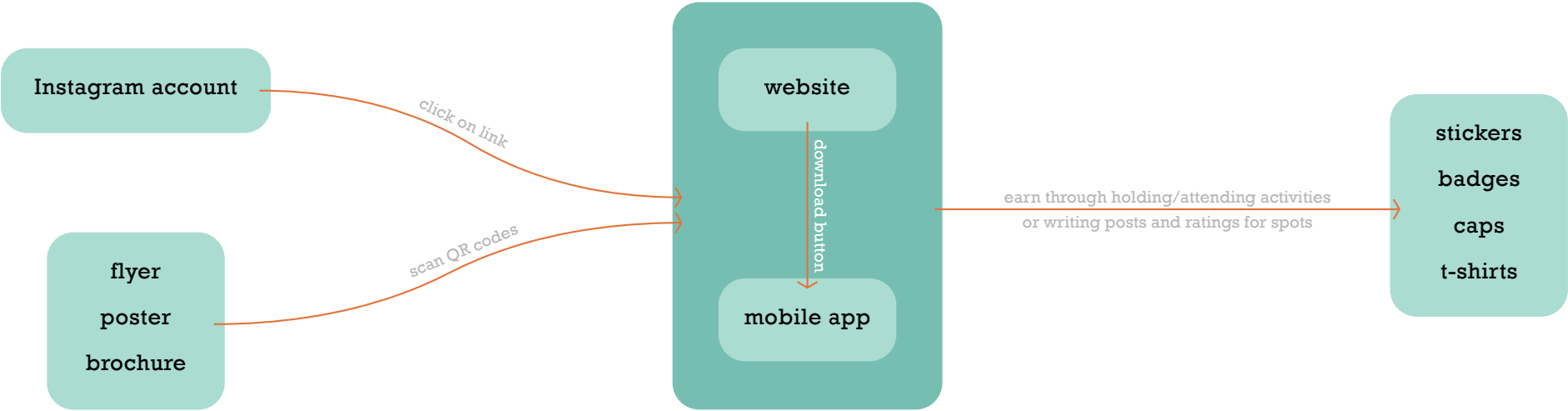
This diagram illustrates every important aspects in the project. It starts with almost all the outdoor activities that can be experienced in San Francisco, and then breaks into two big parts. The digital part functions mainly as the online platform itself, and the analog part serves to reach to the audience and enhance their experience.

Overall Structure



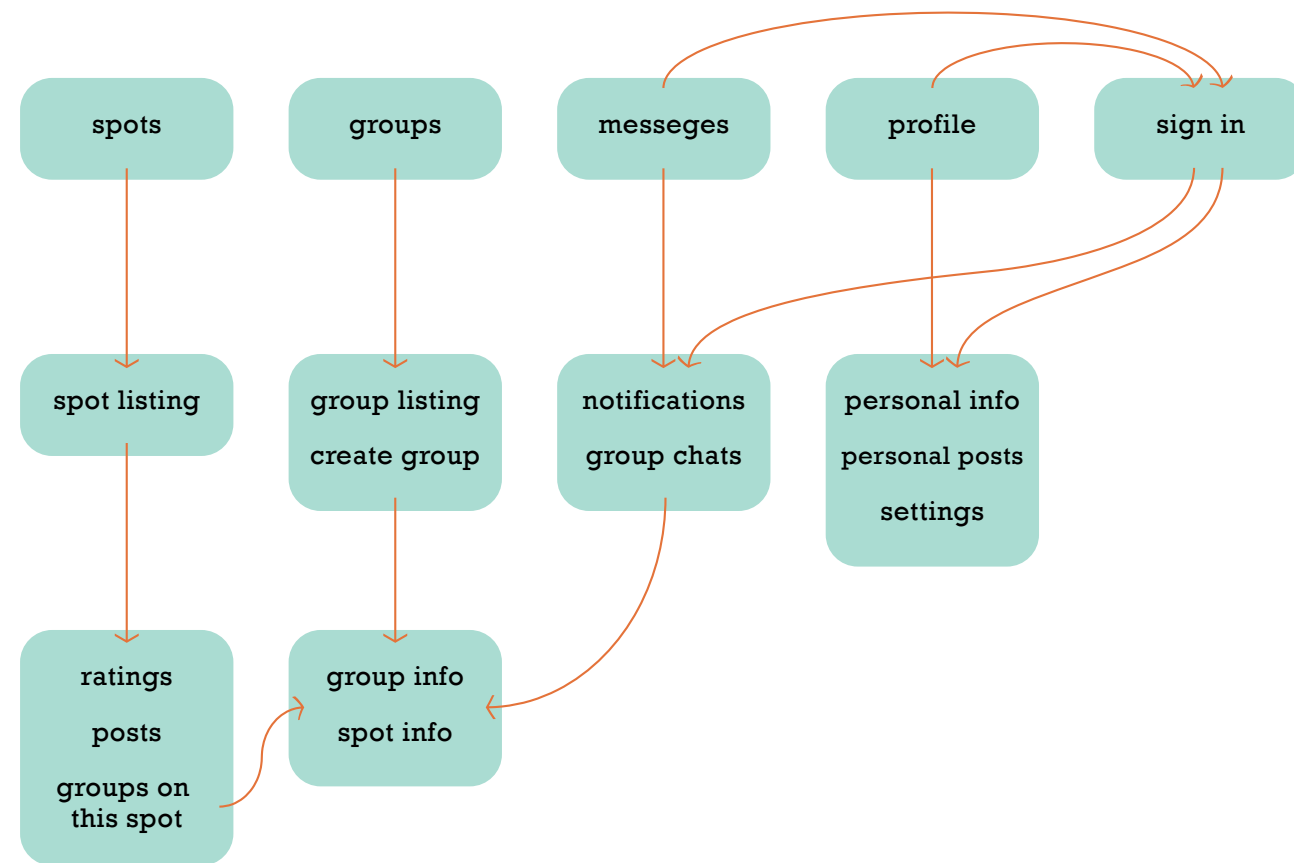


Experience Flow

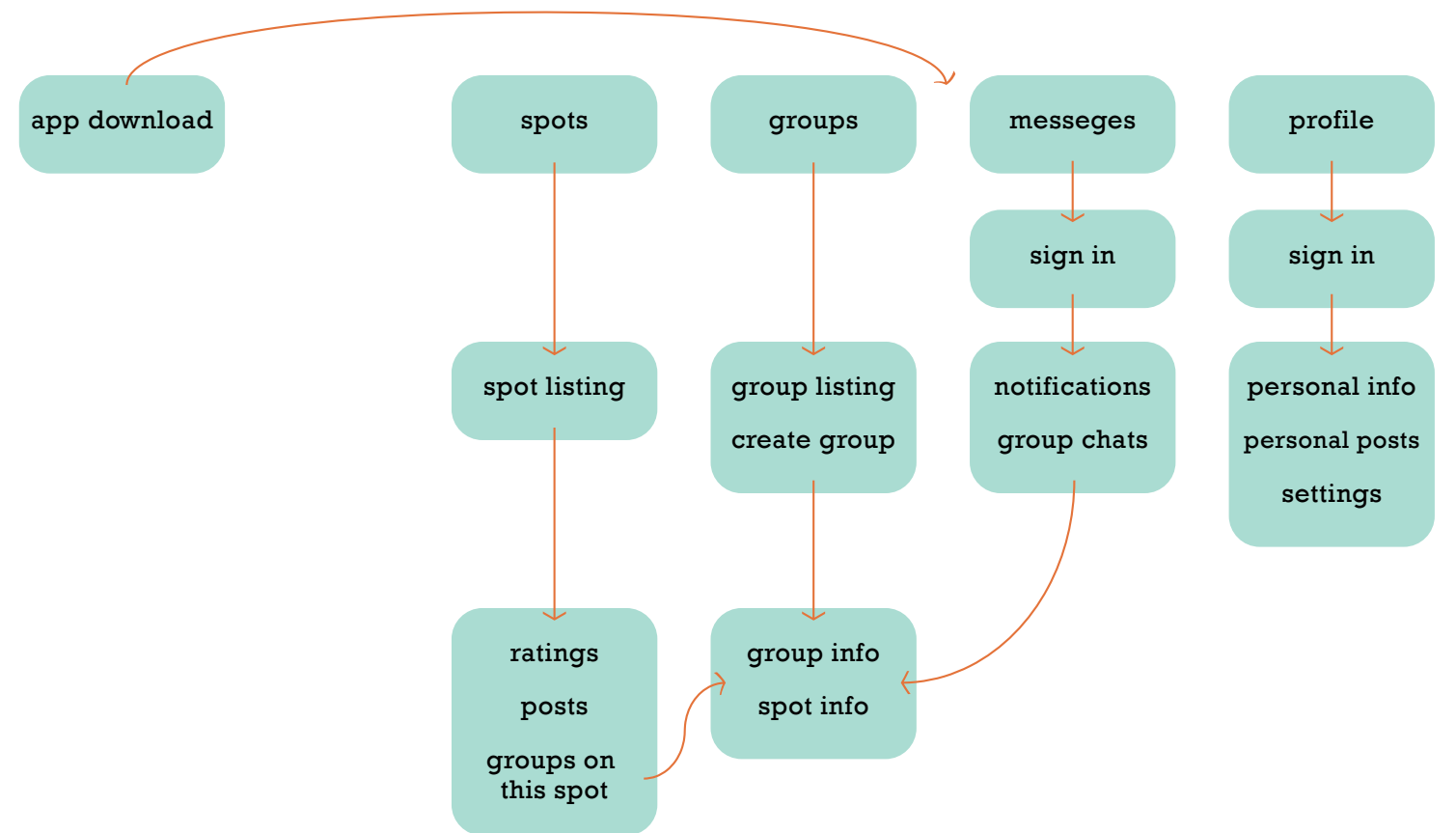




## www.getoutsidesf.com



## getoutsidesf app





# 06 BOOK ABOUT A SITE (book)

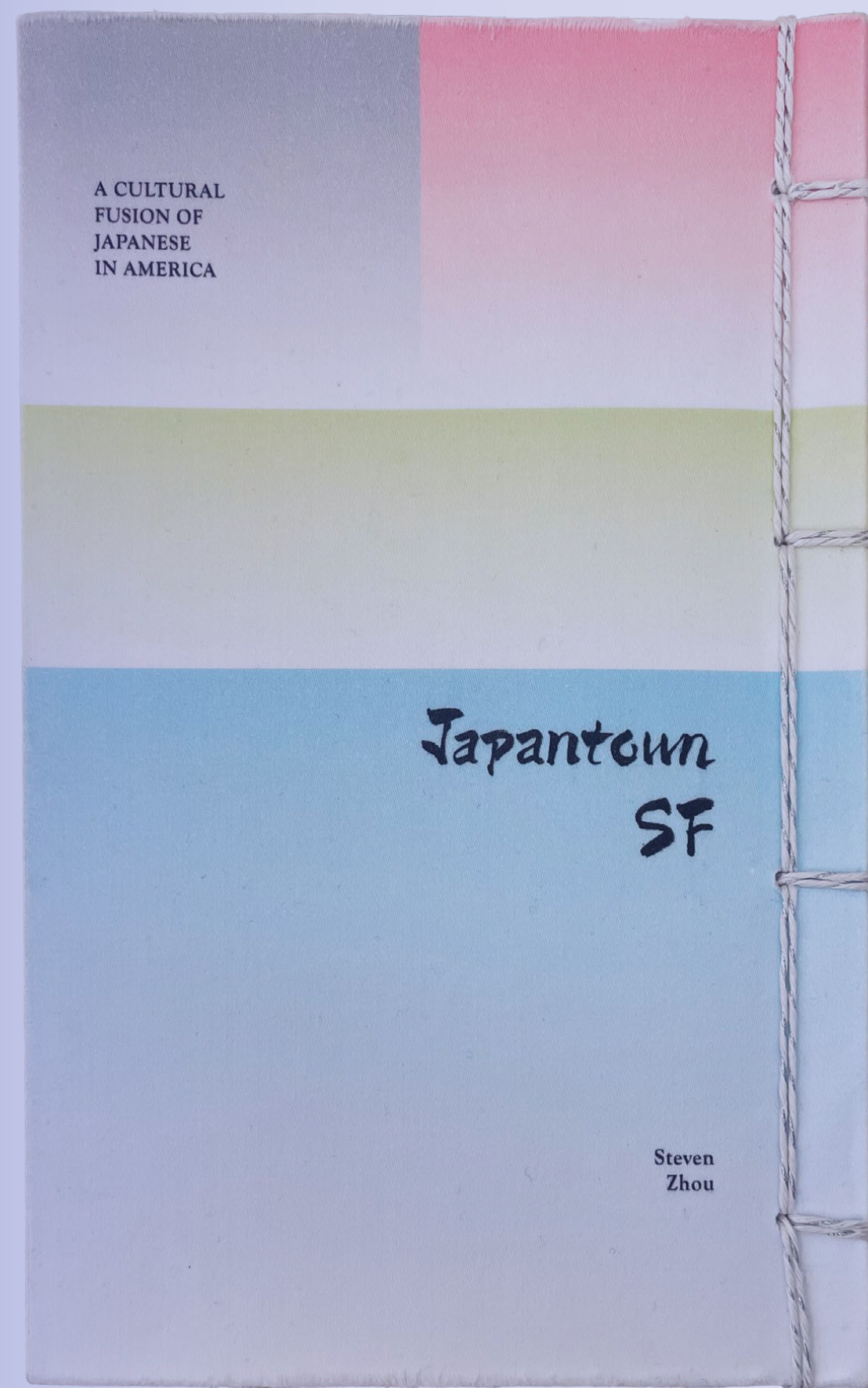
This book, designed for a cultural project in San Francisco's Japantown, features a fabric cover, textured paper, and traditional hand-stitched binding—turning reading into a quiet, ritual-like experience.

Its visual language combines traditional Japanese colors, calligraphy, cherry blossoms, and origami structures. Bilingual layout (horizontal English, vertical Japanese) reflects Japantown's multicultural character.

The emotional and cultural resonance are deepened by haikus included in each page. A handcrafted folding fan accompanies the book. It functions as a Japantown map with four types of cultural events.

The project uses design to reconnect people with place, tradition, and the beauty of cross-cultural exchange.

05.2023









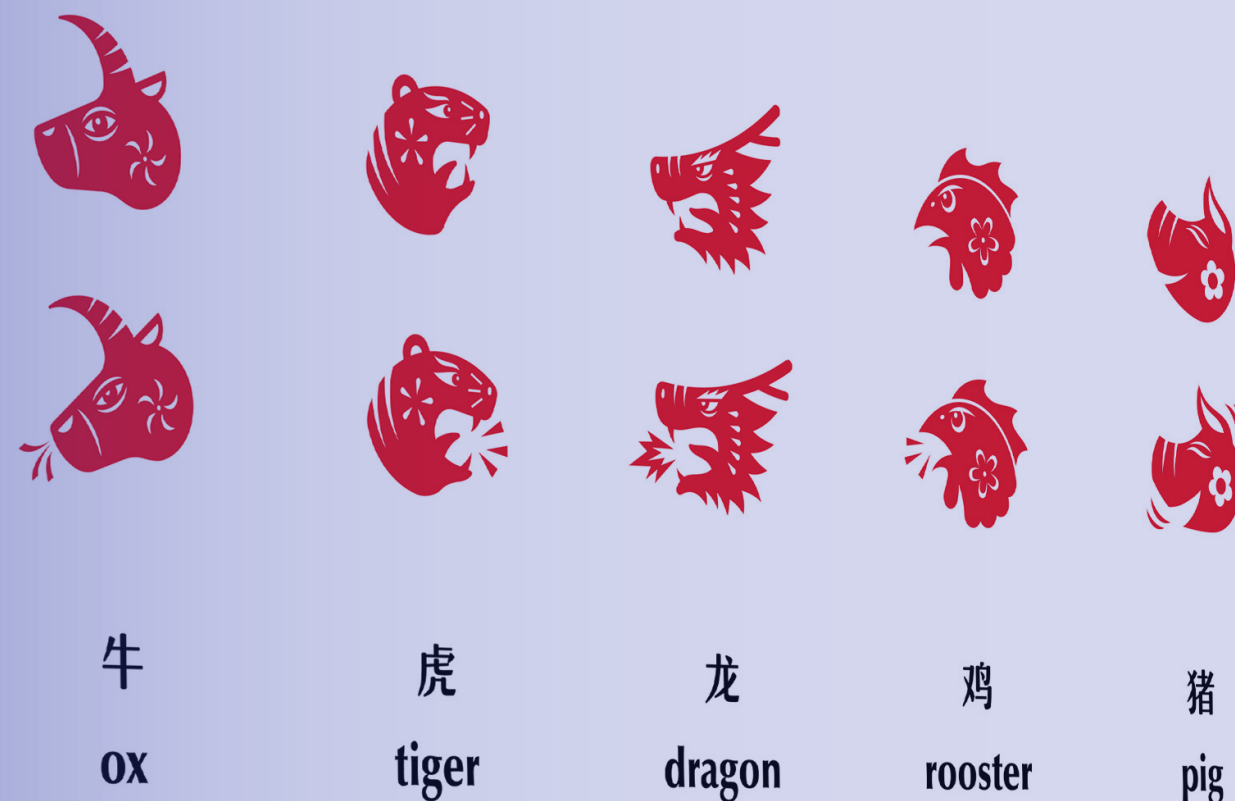
07

# PAPERCUT ZODIAC SIGNS (icons)

This set of Chinese zodiac icons—Ox, Tiger, Dragon, Rooster, and Pig—reinterprets the visual charm of traditional folk art through a modern design lens. Inspired by Chinese paper-cutting, the icons emphasize flowing lines and intricate details, balancing cultural richness with graphic clarity.

Designed for both digital platforms (web, exhibitions) and physical media (souvenirs, displays), the icons promote Chinese zodiac culture in engaging ways. Each features a unique hover animation that captures both the animal's movement and symbolic personality.

Icons can be used individually or as a cohesive system. They have strong versatility and recognition across various cultural contexts.







牛

ox

虎

tiger

龙

dragon

鸡

rooster

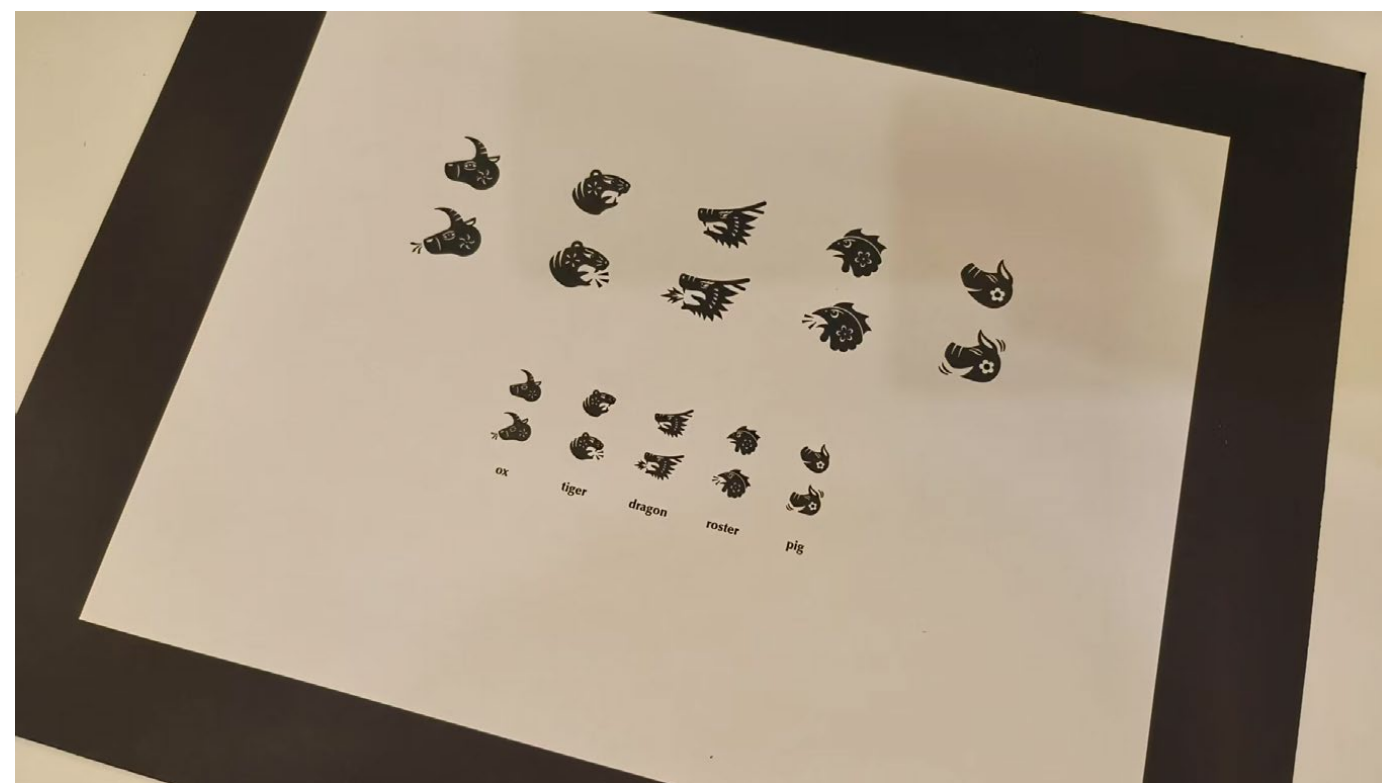
猪

pig

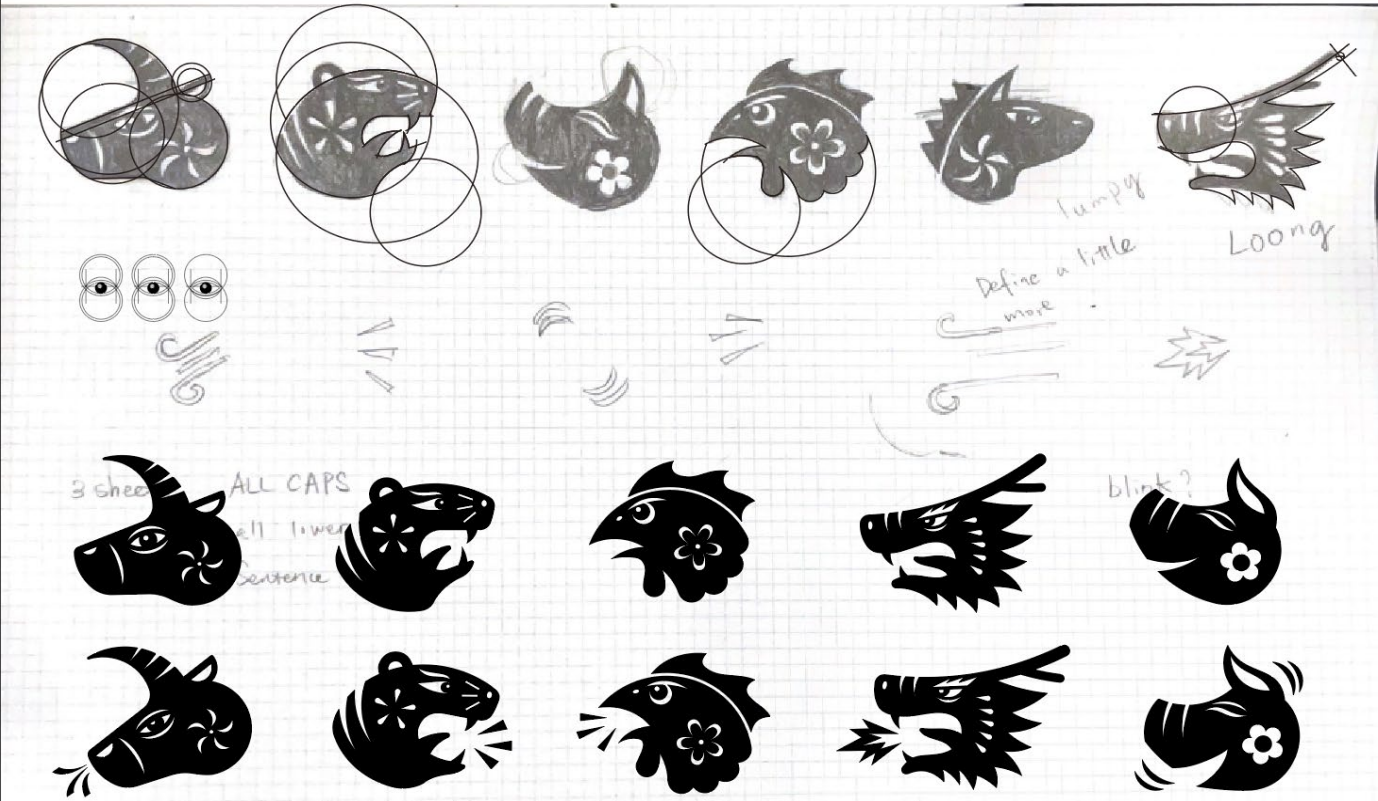














08

# EPHEMERAL (installation)

This interactive installation, titled “Ephemeral,” encourages people to cherish the present moment. It views graphic design as a way of thinking—focused on conveying ideas beyond traditional formats.

The piece is divided into three parts: future, present, and past. The future, enclosed in opaque white, holds thousands of paper slips with fortunes, jokes, or reflections. Viewers spin a wheel, and one randomly falls.

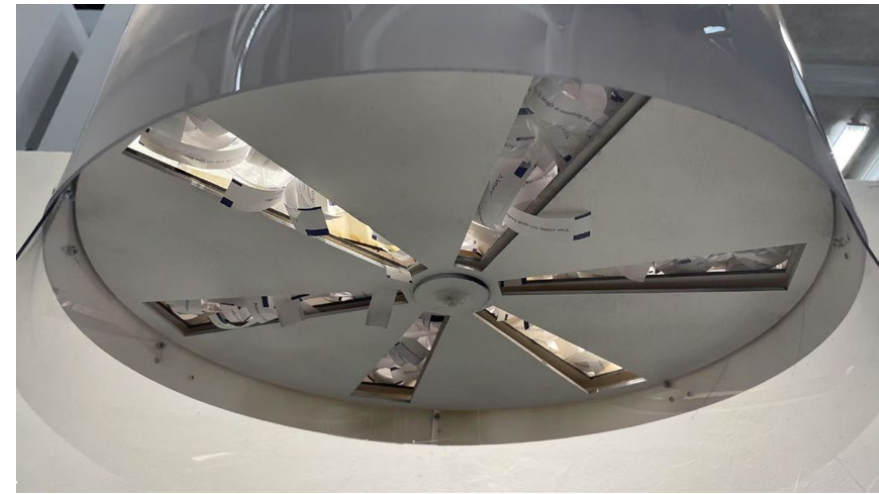
The present is the only open, reachable space. Viewers may try to catch the slip, but many fall through into the past—a pool of black ink where the slips sink and fade from view.

The work reflects on the unpredictability of the future, the irreversibility of the past, and the fleeting nature of now. It invites people to reconnect with each passing moment and appreciate its impermanence.

12.2024



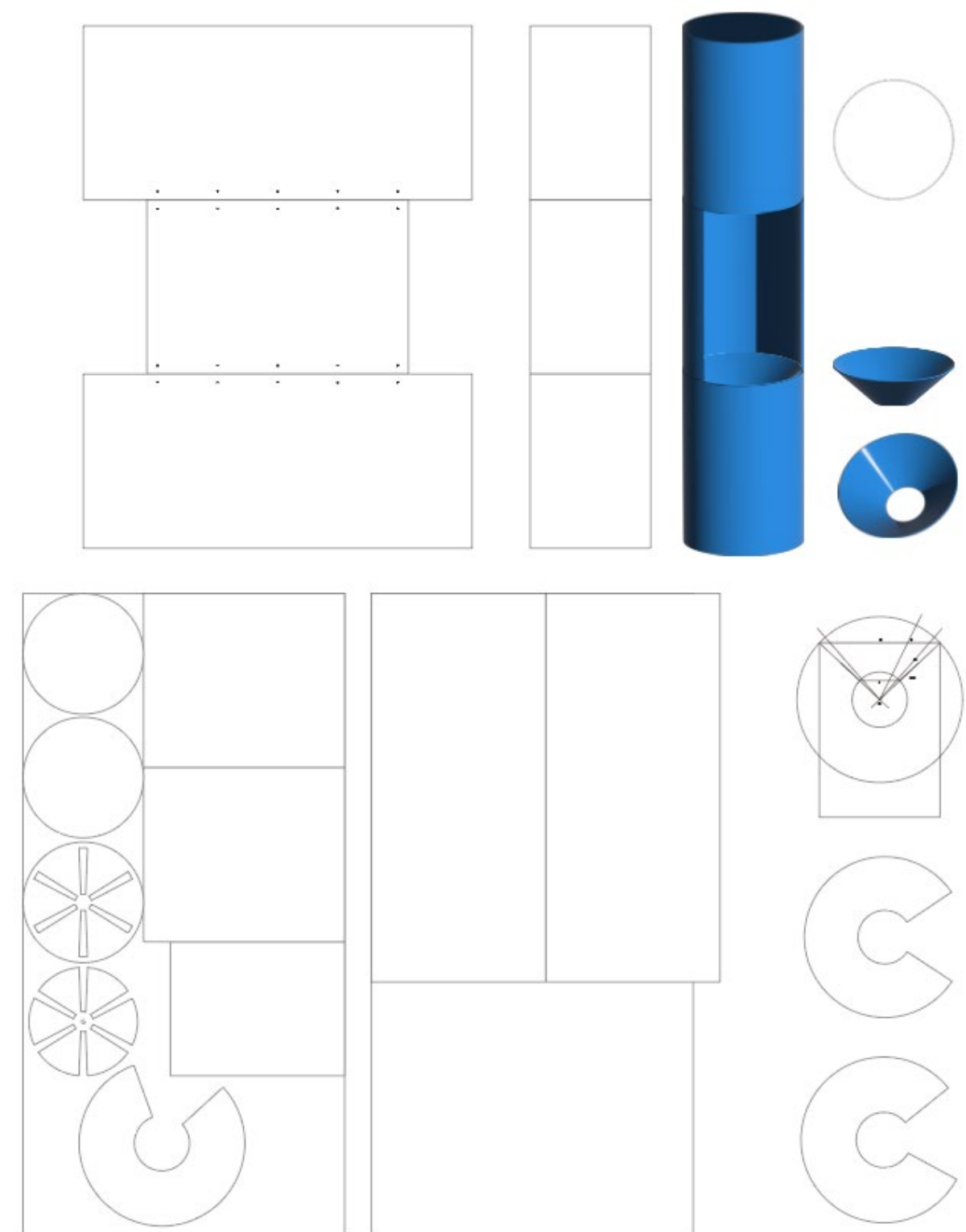
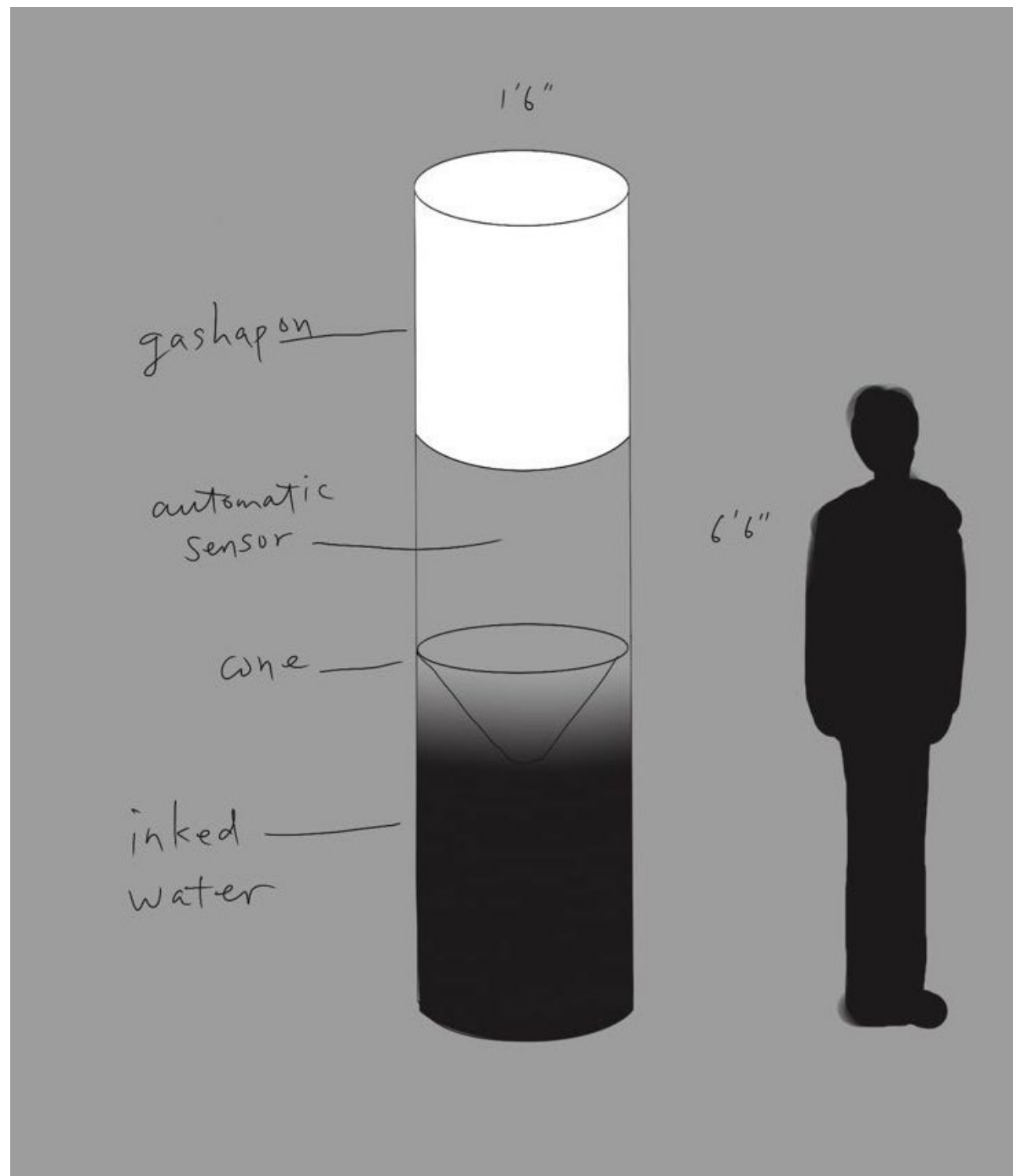














# THANK YOU!

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