

Lu Jianfeng (Luk)

Senior Brand Designer & Creative Producer

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portfolio.luktool.tech

Brand designer with **15 years** in packaging, retail campaigns and events, most recently the **sole in-house creative** at a skincare franchise that grew from 20 to 200+ stores. Native Mandarin speaker and AI tool builder, **relocating to Penang with family for the long term**.

15 yrs

Brand, packaging and campaign experience

1,000+

Attendees at annual conferences planned end to end

200+

Distributors using AI YIFUQUAN, a self-built AI design tool

One hire, five roles

- **Brand design**
Identity, packaging, store materials

- **Campaigns**
Conferences and product launches

- **Photo & video**
Shoot and edit without an agency

- **Copywriting**
Posters, scripts and decks

- **AI tools**
Self-built, 200+ users

Seeking roles in

Penang, Malaysia

Nationality China (PRC)

- ✓ Long-term move with family; child to attend school here
- ✓ Needs Employment Pass sponsorship; bachelor-level qualification + 15 years' experience
- ✓ Notice period: 1 month
- ✓ Online interviews; final round in person in Penang

Languages

Mandarin · Native

English · Basic; written work with translation tools

Education

Art Design

Bachelor level (self-study programme), Nanjing University of the Arts, 2010

Industries

Beauty F&B Retail
Real estate Media
Public sector

Experience

YIFUQUAN

 Skincare franchise

Mar 2024 – Present

Brand Designer / Sole In-house Creative

- **Brand & packaging.** The brand's only creative during its growth from 20 to 200+ franchise stores. Designed packaging for 10+ SKUs, franchise recruitment materials and standard store templates (posters, displays, price lists).
- **Conferences & content.** Planned three annual conferences (1,000+ attendees) end to end: concept, run of show, key and stage visuals, scripts and decks. Also handles photography, video, copywriting and Douyin livestream setup.
- **AI tools.** Designed and built AI YIFUQUAN, a WeChat mini-program that lets distributors create on-brand posters and copy on their own. Adopted by 200+ distributors within two months of launch.

Freelance

 Independent

Mar 2015 – Mar 2024

Senior Visual Designer / Creative Consultant

- Built Heijingu 888, a grain health drink brand, from zero for Success Holding Group International (SHGT), covering identity and packaging.
- Brand, packaging and editorial design for food & beverage, retail, real estate, beauty, government and state-owned clients, including Towngas (Suzhou), Suzhou Traffic Radio and Suzhou Academy of Agricultural Sciences.

Wanya Shopping Center

 Shopping mall, Suzhou

Jun 2011 – Mar 2015

Marketing Planning Manager (Brand & Visual)

- Led the mall's marketing team (5, later 6 people) across annual campaigns, festival promotions, opening and anniversary events, co-branded promotions with tenants and visual merchandising.
- Conceived and led **Wanya Star** (万亚之星), an in-mall singing contest that ran for multiple seasons and drew 100+ contestants.

Selected projects

Brand, campaign and AI product work. Full portfolio with posters and videos: portfolio.luktool.tech

Brand & campaign

Freelance · Food & beverage

Heijingu 888

Identity and packaging for a grain health drink, built from zero for Success Holding Group International (SHGT).

Wanya Shopping Center · Retail

Wanya Star 万亚之星

Conceived and led an in-mall singing contest that ran for multiple seasons and drew 100+ contestants.

YIFUQUAN · Skincare

Franchise brand system

Packaging for 10+ SKUs, store templates and franchise kits for a network that grew from 20 to 200+ stores.

Freelance · Media & public sector

Identity & editorial

Logo for *Peak Hour 5–6* (高峰五六点) on Suzhou Traffic Radio; 30th-anniversary book for Suzhou Academy of Agricultural Sciences.

AI products & open source

AI YIFUQUAN

Launched Aug 2026

WeChat mini-program

Sole designer & developer

- Problem** Distributors need posters and social content every day. Urgent pieces were made in generic template apps with uneven quality; important ones queued for the brand's only designer.
- Solution** A mini-program that turns a few simple inputs into on-brand store posters, social visuals and copy.
- Result** **200+ distributors** using it; **RMB 11,000 revenue** in its first two months (as of 3 Oct 2026).
- Built with** Claude Code, WeChat Mini Program, image and LLM APIs. WeChat search: AI壹肤泉

Independent · macOS app

LUK Image Workspace

Privacy-first, bring-your-own-key image production studio: AI generation and edits, batch SKU workflows, product turntables and editable PSD delivery.
[View on GitHub](#)

Open source · Sep–Oct 2026

CodexBar contributor

Three merged pull requests ([#3751](#), [#3738](#), [#3838](#)) to an open-source macOS app that tracks AI coding tool usage: a v0 billing provider, a menu layout fix and a signature-validation fix.

Skills

Design Photoshop, Illustrator	Photography & video Photo and video shooting; editing in Premiere Pro, CapCut / Jianying and Lightroom	Creative Packaging & brand identity, campaign & event planning, editorial design, Douyin livestream setup
AI ChatGPT, Claude, Qwen and DeepSeek for copy and planning; image and LLM API integration	Building AI-assisted development with Claude Code; WeChat Mini Programs; websites (HTML, CSS, JS)	Online portfolio portfolio.luktool.tech : 19 campaign posters, identity, print and 10 videos