



**Wing Ka (Pika), Pau  
Portfolio**



## Creating a Clean Bill of Health for Fresenius' Dialysis Intranet System

Create the original character, Franki, reaches internal staff through a touch of humour.

# Franki

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## FME AP Intranet

Logo idea:



Talking bubble + Navigator



## Background

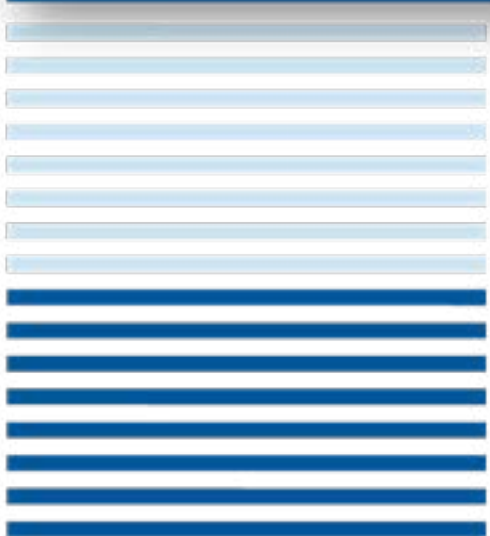
A leading service provider for kidney dialysis, Fresenius created an internal intranet system for their employees to use. I was commissioned to provide a strategy to promote its use to the Fresenius staff. We began with inspiration from Where's Wally (or Where's Waldo, depending on where you're from...), creating a mascot we named Franki.



## The Lighter Side of Kidney Dialysis

Franki represented the figurehead for the campaign, and by designing this character, I created a foundation that raised awareness and encouraged employees to use the network. This included a “Finding Franki” game inspired by Where’s Wally, a promotional video starring the company’s CEO, a series of prize giveaways, along with original graphics, posters and stickers for use in the office.





## Background

FMC needs to present the corporate brand image to match the high expectations of their customers and bring the marketing campaign to the next level. "Blue makes a difference" is a global campaign started in Europe but lack of system for implementation. We are engaged by the Asia Pacific Marketing Communications department to review the existing assets and expand the application to create a comprehensive visual library, tools and guidelines for different countries to adopt.





## Design Process

My years of experience with comprehensive brand guidelines gives me and my team an advantage in developing this communication guidelines for other designers. We understand how to set rules that can maintain the visual consistency without restricting the creativity.

We are able to blend the artistic paintings with the technical features of the dialysis filter and create a unique visual elements throughout the product launch campaign.


To ensure the guidelines are user friendly, I allocated two teams of designers on this project. The first team is to analysis and categorize the key visual, art project images and product photos into different group and styles for various targeted audiences. Established the usage rules in typography, colors and layout in print and digital applications. The second team then used the guidelines to design the interactive, print and event application. This process as an internal user test helps us quickly identify the problems in the guidelines and revise accordingly.

# Booth Design



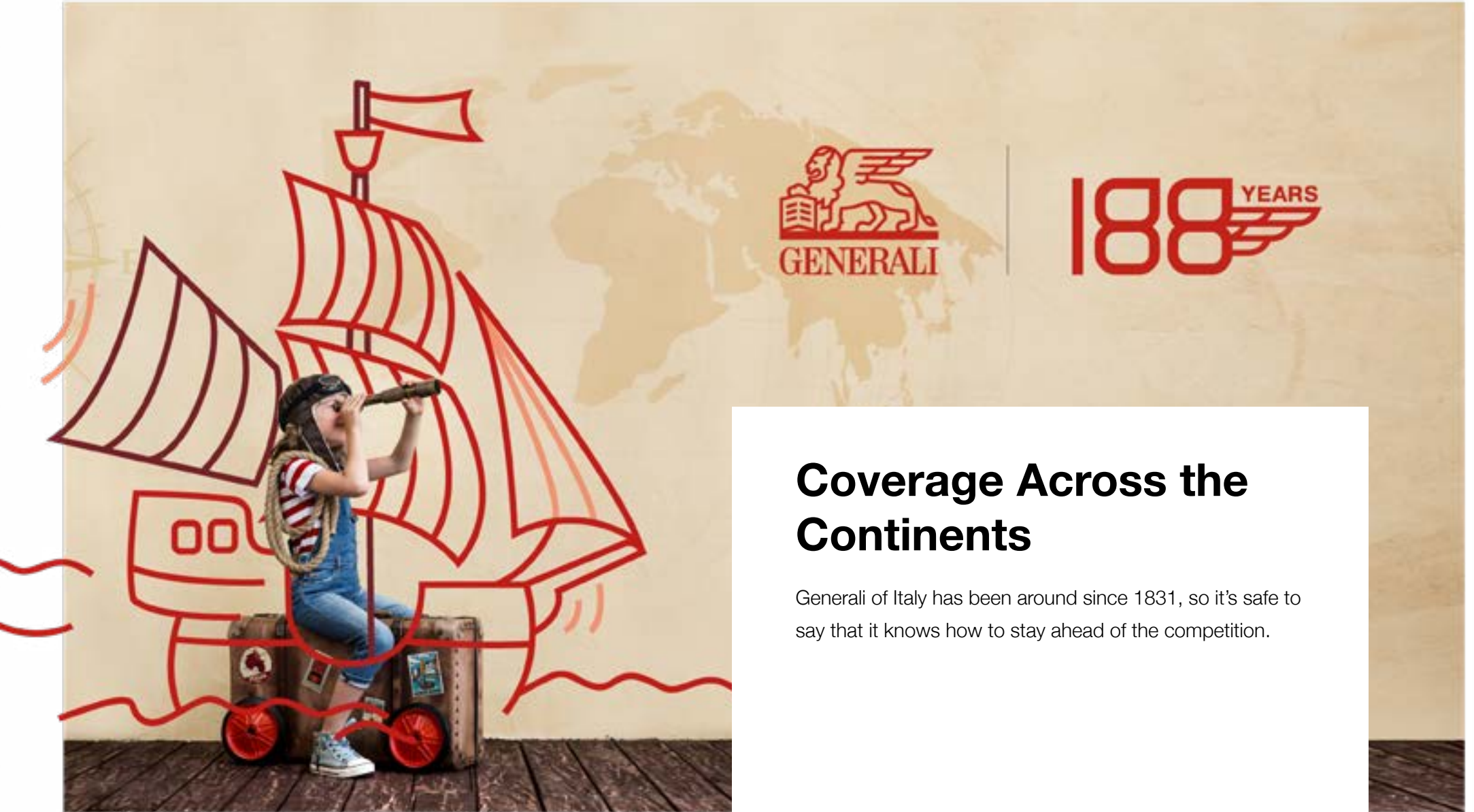


# Guidline

- Art Patterns
  - Sunshine Images
  - Tagline Graphics
  - Digital Appliaction
  - Print Application
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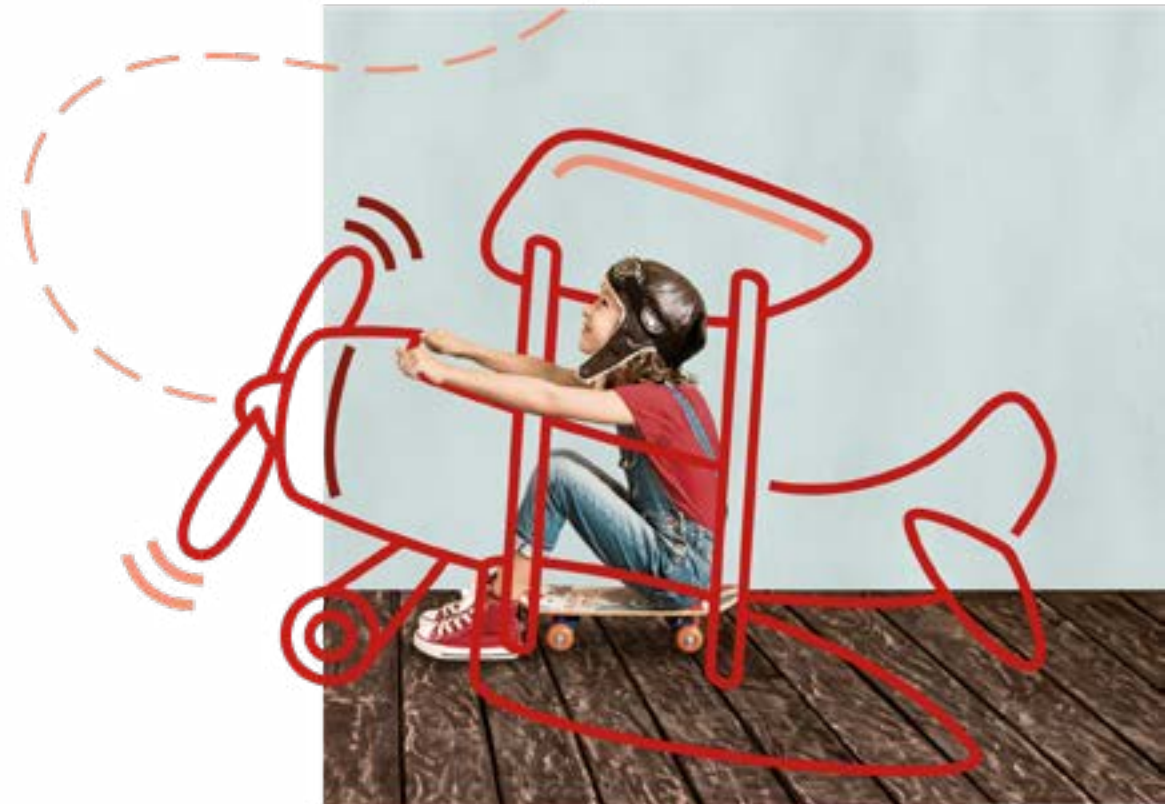
# Interactive Booth





## Coverage Across the Continents

Generali of Italy has been around since 1831, so it's safe to say that it knows how to stay ahead of the competition.







**BRAVO**  
GENERALI

Installation GIF:



Celebration GIF:



Loading GIF:



## Bravo app

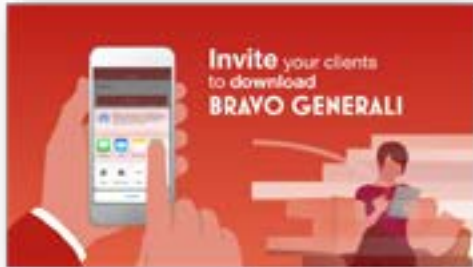
The company's Bravo app is evidence of this, offering a range of insurance services for both clients and agents that can be controlled from any smartphone. I was tasked with designing an icon for the app.

The challenge was to create an icon that represented Generali's lion logo without copying it directly. The end result was a beautiful three-coloured icon that depicted the head of the famous lion like a portrait.



Bravo Generali Launch:

Installation GIF:



# Lion Up

I crafted a promotional video for public use and an introduction video for Generali's staff.

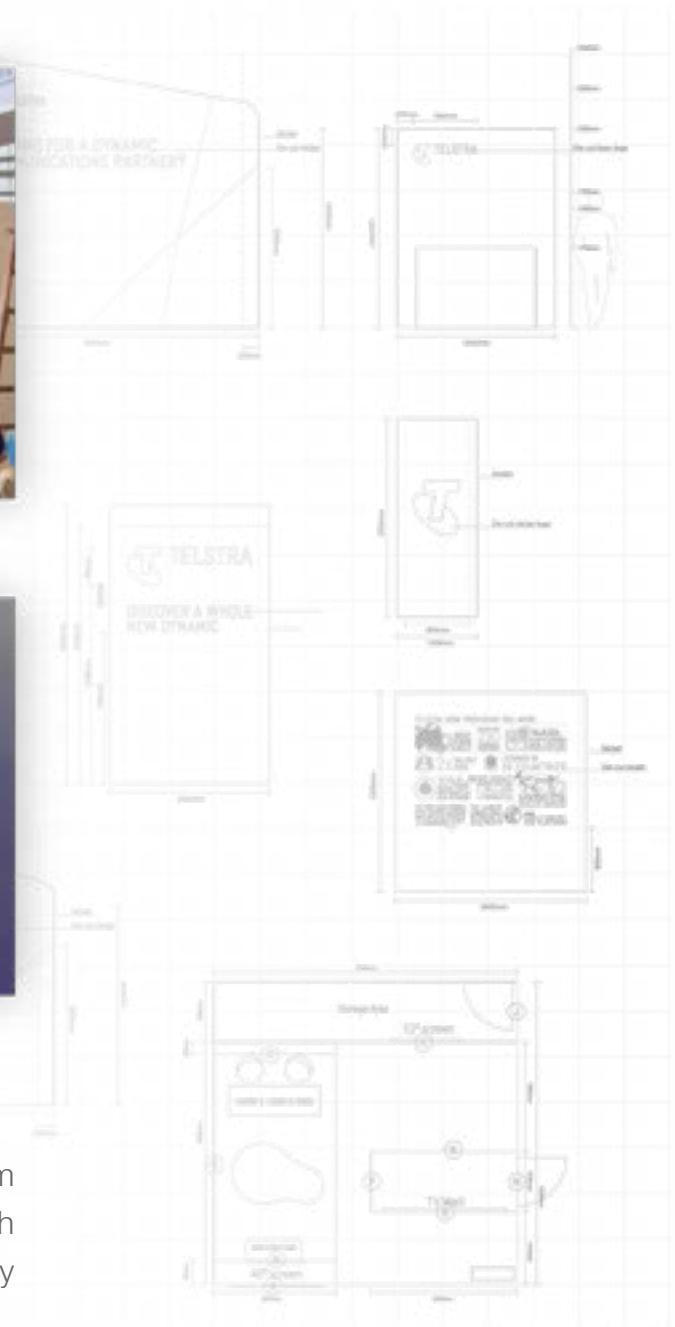


## Interactive Booth

As one of the main sponsors of the World Business Forum 2015, it was important to Telstra International that they inject a sense of fun into the three-day conference that hosts visiting executives from across the world. Their business goal was not only to attract more visitors.







## Production

As with all of our clients, we offered a total solutions package from concept to execution. We create a game-friendly idea for the booth design, and worked closely with the marketing team to visualise key attributes and the value of Telstra.

## Bringing German Technology to the Asian Market

Schmoll Group is an international leader in high-precision machinery with innovative technology from Germany. I took the initiative by reviewing the company's overall identity before designing the booth with brand-consistent colour schemes, modernising the overall look and feel during this process.





## Souped Up for Delicious Speed

Condiments giant Lee Kum Kee commissioned Chill to come up with a comprehensive print and digital advertising campaign for its new packet soup series. During a brainstorming session, we began to mimic the sound of slurping soup, which is often a sign of satisfaction in Asian dining.



## It's Not all Pun and Games...

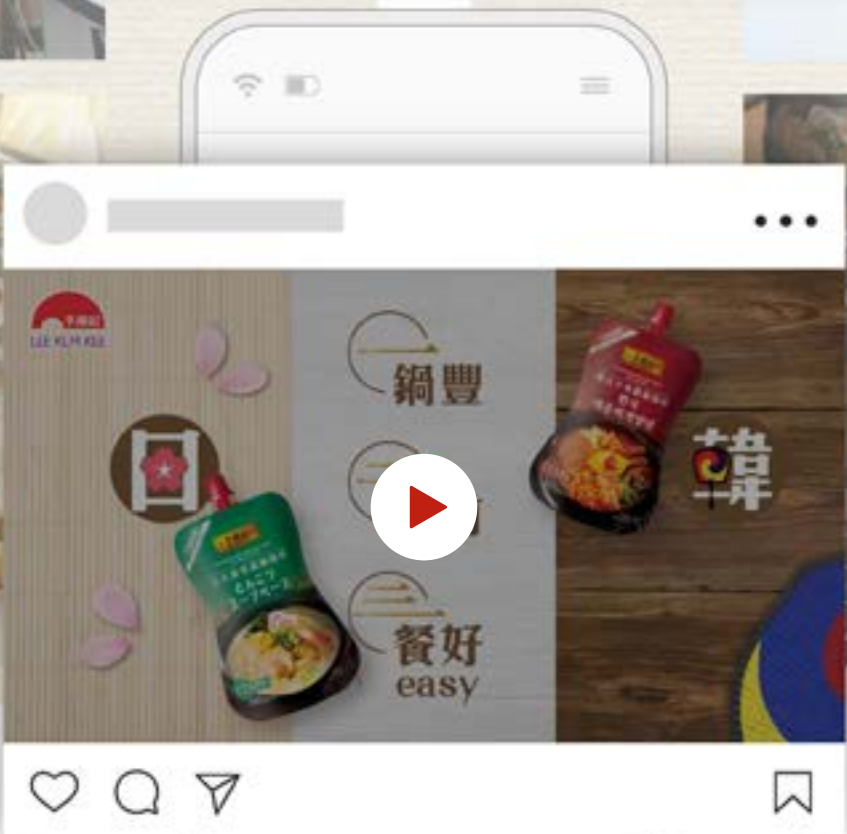
“Soup一聲” was so well-received by the client that it became the foundation for the entire advertising campaign. The slogan connected especially well with younger consumers that Lee Kum Kee was targeting. We came up with the concept and key visuals, while also managing the entire production process from model recruitment to video shooting and photo retouching.



## Concentrated Broth Product Launch

Condiments giant Lee Kum Kee commissioned Chill to come up with a comprehensive print and digital advertising campaign for its two NEW Asian favour broths.







The advertisement features a hand pouring a golden dressing from a green bottle labeled 'Twist' into a three-tiered glass tray. The tray contains a salad, fried dumplings, and a stir-fry. The background is a bright, blurred kitchen setting. In the top left corner, there is a logo for '李錦記 LEE KUM KEE' and a '130' anniversary mark. The central text is in large, bold Chinese characters: '點只淨係沙律汁' (It's just dressing) and '百搭食法 由您變革' (Versatile eating method, changed by you).

**點只淨係沙律汁**  
百搭食法 由您變革

## Dressed for Success with Lee Kum Kee

It is a well-known fact that Lee Kum Kee is a giant in Asian condiments and seasonings. However, this particular launch was the brand's first-time release of westernised culinary products, namely, salad dressings.



## Humour through Motion Graphics

In order to appeal to an audience of young professionals, I created a motion graphics story with three brief episodes. They depicted a series of humorous and relatable aspects of work life, such as office gossip, and incorporated the new dressing range as a tasty respite.







## Lee Kum Kee Global Sustainability Report 2018

One of the world's largest companies of its kind, condiments giant Lee Kum Kee presented us with a challenge: To produce a corporate social responsibility report that communicates its data to different audiences while remaining consistent.

## Motion Graphic Video

Our team created an animated video that condensed the lengthy, data-filled report into three minutes of content, allowing Lee Kum Kee stakeholders and employees to absorb the data easily and effectively. The clip was produced in three languages to engage a greater number of viewers from around the world.





## Lee Kum Kee Global Sustainability Report 2017

Transform the 100-page report and communicate one message through multiple channels. We settled on three methods: 1. Print Format 2. Interactive Website 3. Motion Graphics Video





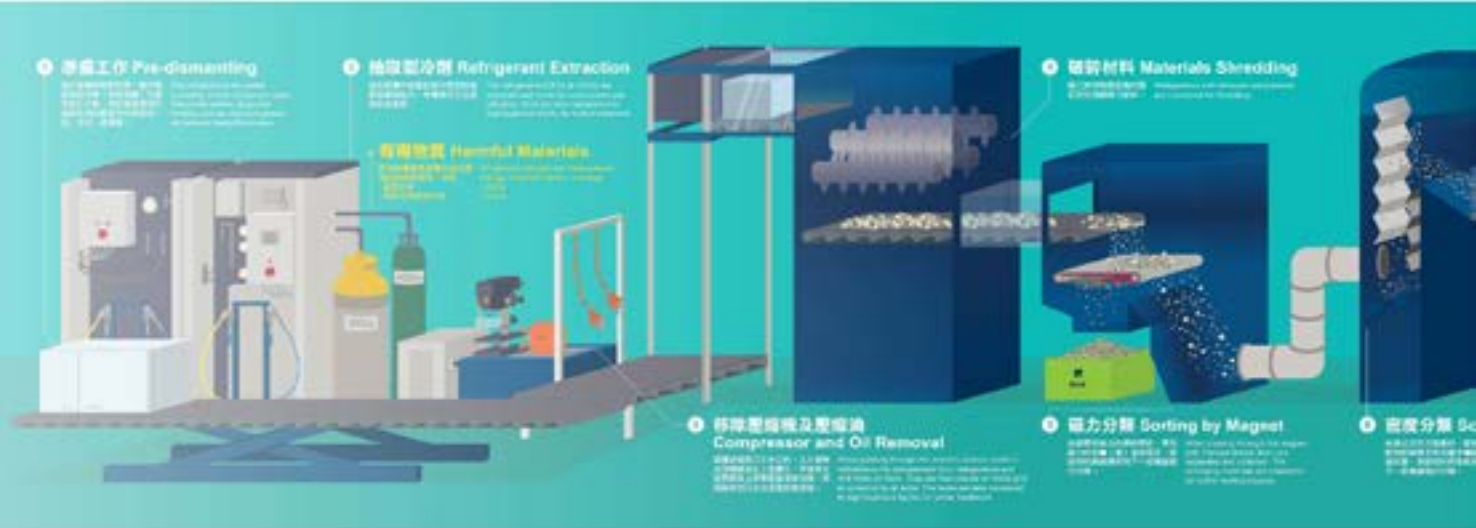
## Branding the First E-Waste Treatment Facility in Asia

Building a brand experience through an interactive education centre. A government-led project, WEEE PARK is the only site in Hong Kong that collects and processes e-Waste such as used computers and electronics.

# Education Centre

We created a linear experience exhibit in a long, narrow space in three sections, illustrating how appliances are responsibly processed. The first introduced the Park and its core concepts; the second presented various products that were being processed onsite.





## ADAPTATIONS

The third section displayed real-time data such as the number of devices that had been processed and how much raw material was salvaged.

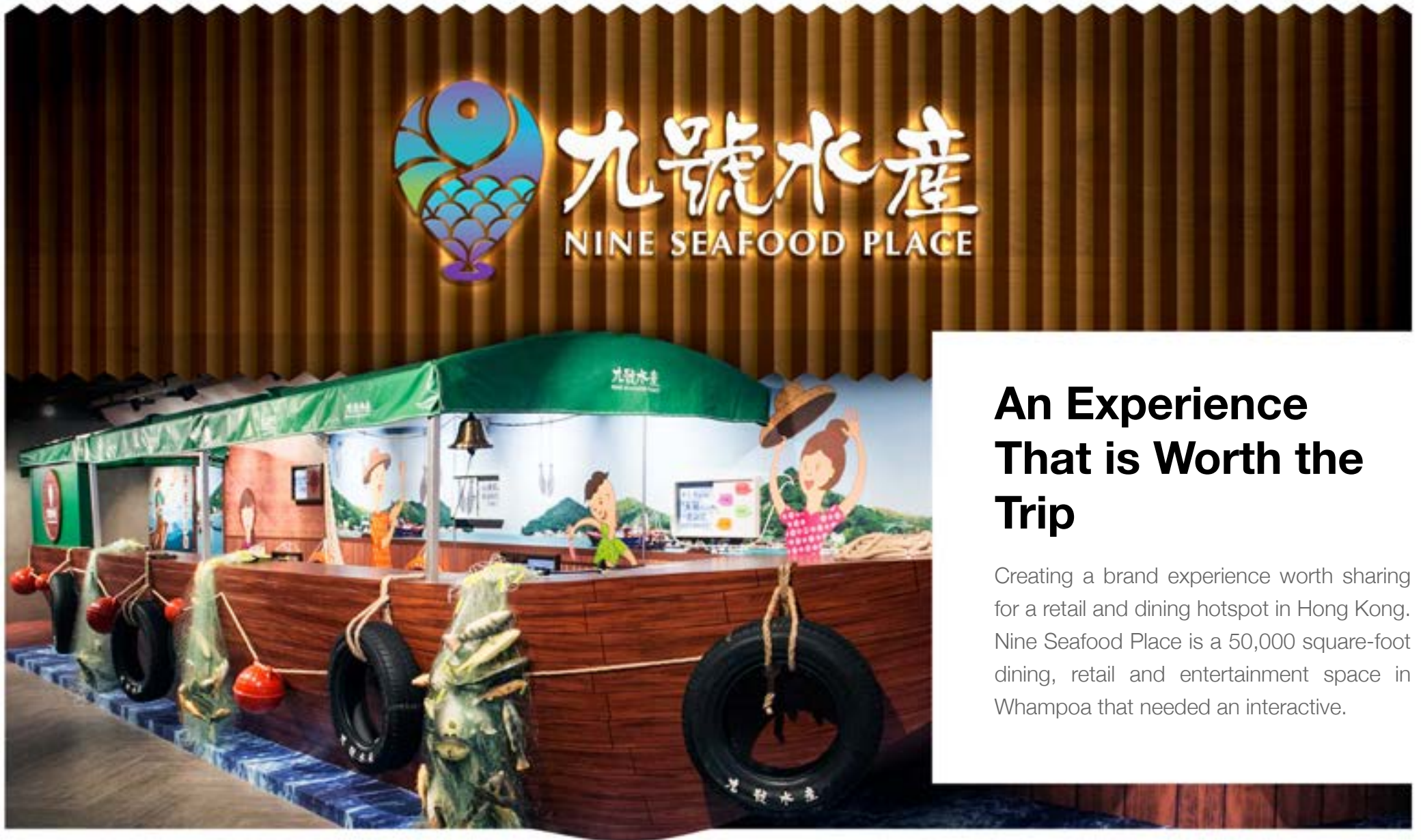
While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education.



# INTERACTIVE

While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education. The mascots starred in a motion graphics video that we created, telling a fairy tale-like story from their perspective as "abandoned" products that turn against mankind. In response?





## An Experience That is Worth the Trip

Creating a brand experience worth sharing for a retail and dining hotspot in Hong Kong. Nine Seafood Place is a 50,000 square-foot dining, retail and entertainment space in Whampoa that needed an interactive.





## Wayfinding System

I created a detailed wayfinding system for visitors to navigate and experience the exhibit with ease.





## Solution

It was clear that this project required more than just smart visuals in order to maximise its unique space. The exhibit also had to tell an engaging story, and that began with the logo which we custom-designed using the designated colour scheme. I created an interactive experience centre around the theme of an old fishing village, reflecting Hong Kong's history in three parts while also attracting families through education.





**Thank you**

*Let's talk*

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