

PORTFOLIO

DARREN

个人作品集

赖凯辉

2025

视觉设计

5% LIKE...?

PERSONAL INFORMATION

个人信息

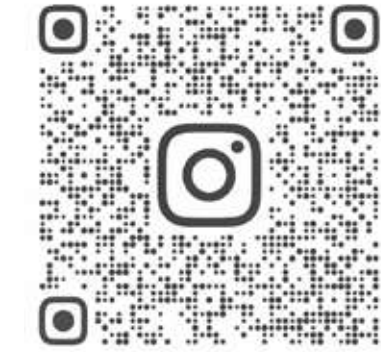
Name	Kaihui Lai (Darren)
姓名	赖凯辉
Age	2001 / 24 years
年龄	2001 / 24岁
Major	Visual Communication Design
专业	视觉传达设计
University	Assumption University of Thailand
毕业院校	泰国易三仓大学
Language	Chinese. English. Cantonese
语言	中文，英语，粤语
Hobby	POP Music, Photograph, Dessert, Vinly...
爱好	流行音乐，摄影，甜点，黑胶...
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电话	19876209853(CN)



Lline: d-pink



IG: @da.rren0610



Wechat



PERSONAL SKILLS

个人技能

AI.	PS.	ID.	AE.	AI.	PS.	ID.	AE.
Figma.	Procreat.	Capcut		Figma.	Procreat.	剪映	

EXPERIENCE & COMPETITION

经历 & 竞赛

Brand Identity Design for Thailand
Open House Clinic - Lead Designer 2024
泰国Open House高级医疗诊所品牌视觉设计-主设计师 2024
Campaign Design for Thailand
Si chomphu County Rock Painting Art - 1st Place 2024
泰国 Si chomphu 县岩画艺术活动设计 - 第一名 2024
Sprinkle Drinking Water Bottle Design
Limited Collection for Chinese New year - 1st Place 2023
泰国 Sprinkle 饮用水品牌中国新年系列限定水瓶包装设计 - 第一名 2023
China Jiang Xi Costume college department of design examination - No.1 in Guangdong Province
中国江西服装学院设计系专业考试 - 广东省第1名
China Lu Xun Academy of Fine Arts
Department of design examination - No. 89 in Country
中国鲁迅美术学院设计系专业考试 - 全国第89名

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BRAND DESIGN

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2

CAMPAIGN DESIGN

活动设计

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包装设计

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IP & ILLUSTRATION

IP & 插画

5

OTHER WORK

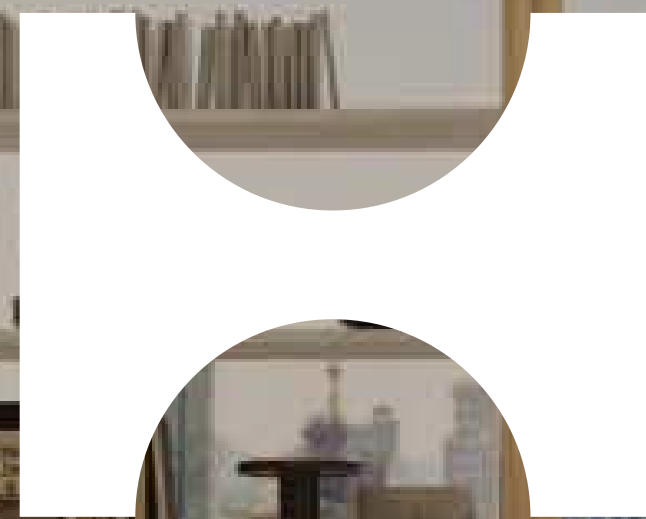
其他作品

1

BRAND DESIGN

品牌设计





OpenHouse clinic Brand Identity Design

OpenHouse
高级诊所品牌视觉设计

Brief

品牌概述

Openhouse Clinic is a private clinic located in the center of Bangkok, by our friends, Founded and operated by a professional general practitioner. Specialized in the treatment of diseases, immune system diseases, hair loss problems, etc. The clinic specializes in the treatment of infectious diseases, emphasizes community service, and welcomes local people in an inclusive and equal space. And the international community, providing a truly warm place for everyone.

Openhouse Clinic是一家位于曼谷市中心的私人诊所，由我们的朋友，一位专业的全科医生创办和运营。专门治疗性疾病免疫系统疾病，脱发问题等。该诊所专门治疗传染病，强调社区服务，在包容和平等的空间欢迎来自当地和国际社区的个，为每一个人提供一个真正热情的场所。

Idea

设计想法

Welcoming

热情的

Refined

精炼的

Humble

谦逊的

Cozy

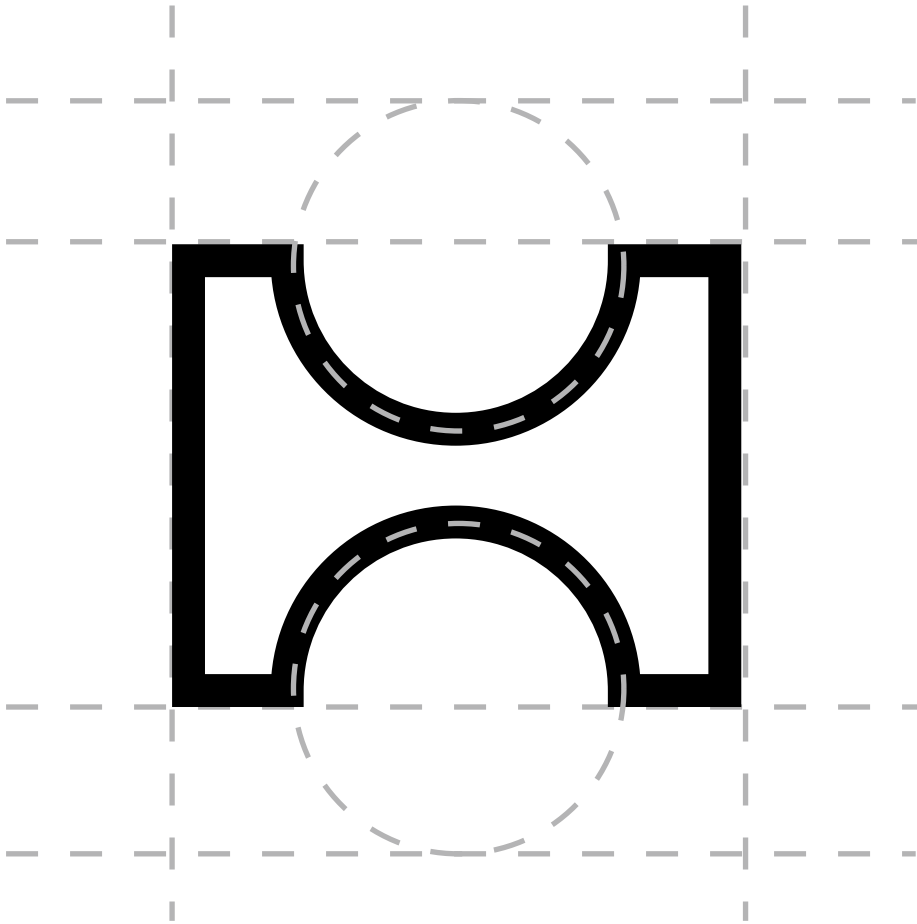
舒适的

Design speaks when the brand has a story to tell.

品牌有故事，设计才有力量



symbol
图标



logotype
标志

OPENHOUSE
CLINIC

design intro
设计说明

The visual identity we created reflects this ethos-simple yet impactful. The symbol combines the letters O and H with the shape of a home, while the flexible logotype system and a refined colour palette of warm, fresh, and gentle tones enhance its adaptability. This design ensures brand recognition and reinforces the clinic's sense of trust and care.

我们创建的视觉识别反映了这种精神——简单而有影响力。这个符号结合了字母O和H和一个家的形状，而灵活的标识系统和温暖、清新、柔和的色调调色板增强了其适应性。这个设计确保了品牌的适应性，认可和加强了诊所的信任和关怀感。

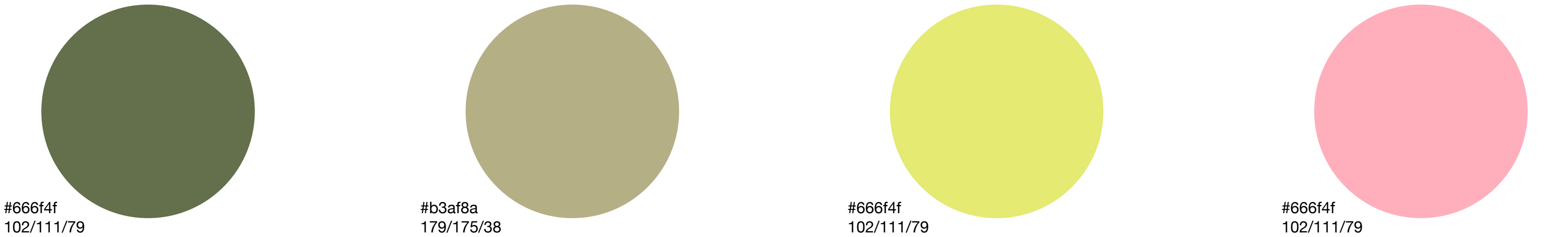
responsive logos

辅助标志



colors

颜色



typography

字体



brand guidelines

VI使用规范



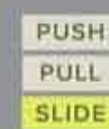
PRIMARY CARE
HEALTH CHECKUP
MEDICAL
CONSULTATION
VACCINATION
IV AND VITAMIN
THERAPY

SERVICE HOURS
MON—FRI
10.00—20.00
SAT—SUN
10.00—18.00

โอเพ่นเฮาส์คลินิกเวชกรรม
ใบอนุญาตเลขที่



EXAM 1	Krirk Asavametha M.D.	STAFF ONLY
EXAM 2	Wipawan Vethanont M.D.	STAFF ONLY
TREATMENT 1	Suneechai Thongpudta M.D.	STAFF ONLY
TREATMENT 2		



สอบถามค่ารักษาพยาบาลที่นี่
INQUIRY FOR MEDICAL EXPENSE HERE





VINCE

hotel

Bangkok

**Vince Hotel Logo Refinement &
Wayfinding System Redesign**

Vince 酒店 Logo 优化 & 导视系统设计



Chaplin in Vince Hotel
卓别林在Vince酒店

Vince Hotel blends vintage elegance with playful surprises, inspired by the charm and wit of Chaplin’s silent films.
Guests are welcomed into a classic atmosphere — like Chaplin’s iconic cane, every detail delivers a touch of unexpected delight.

Vince Hotel 融合了复古优雅与俏皮惊喜，灵感源自卓别林默片中的魅力与幽默。
宾客置身经典氛围之中，每一个细节，如同卓别林手中的拐杖，悄然带来令人会心一笑的惊喜。



Silent Film
无声电影



Charlie Chaplin
查理·卓别林



Humorous
幽默的



Classic
经典的

elements
元素



Silent film as design
将默片化为设计

quiet
无声

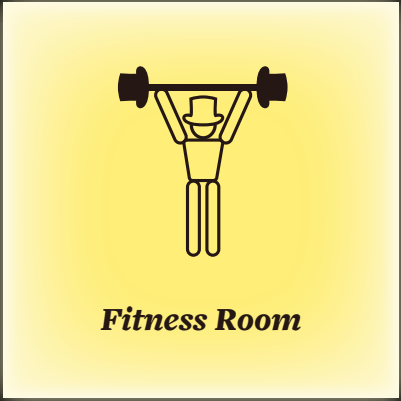
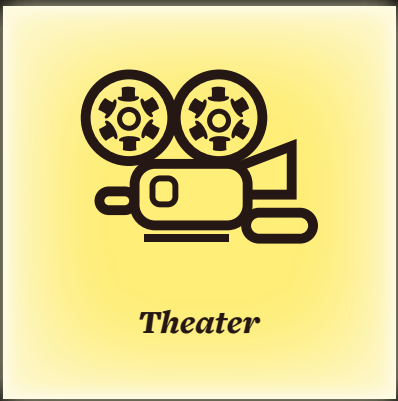
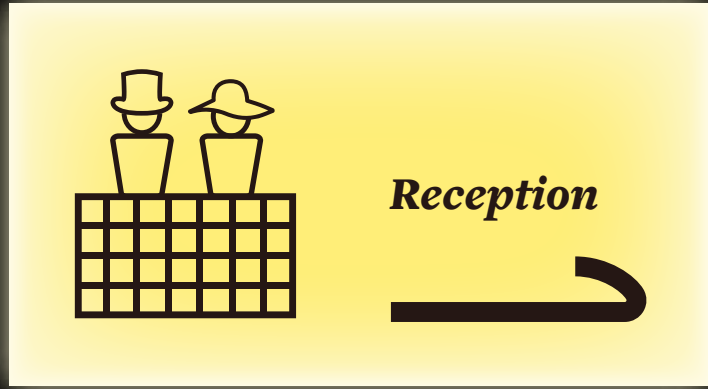
visual
可见

unforgettable
难忘

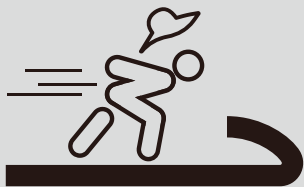
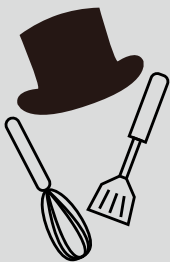
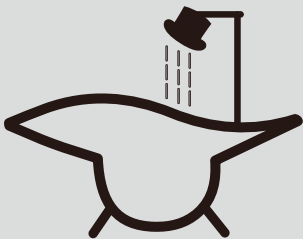
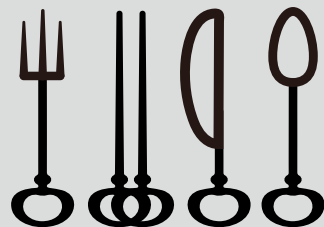
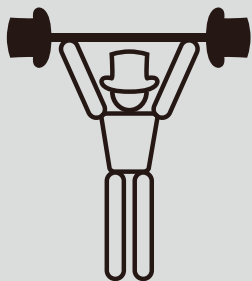
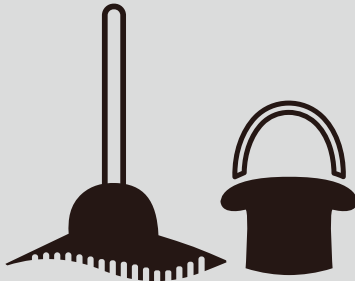
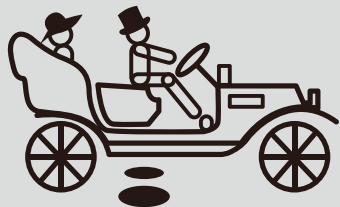
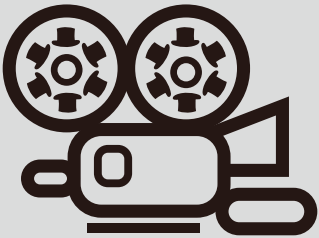
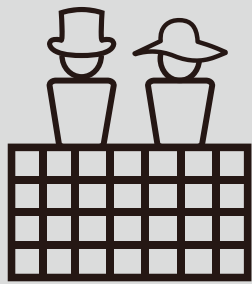
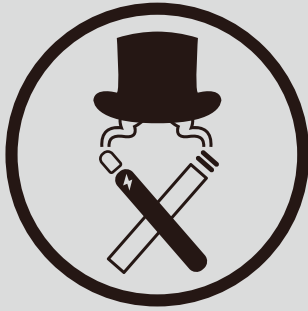
VI使用规范

Bangkok

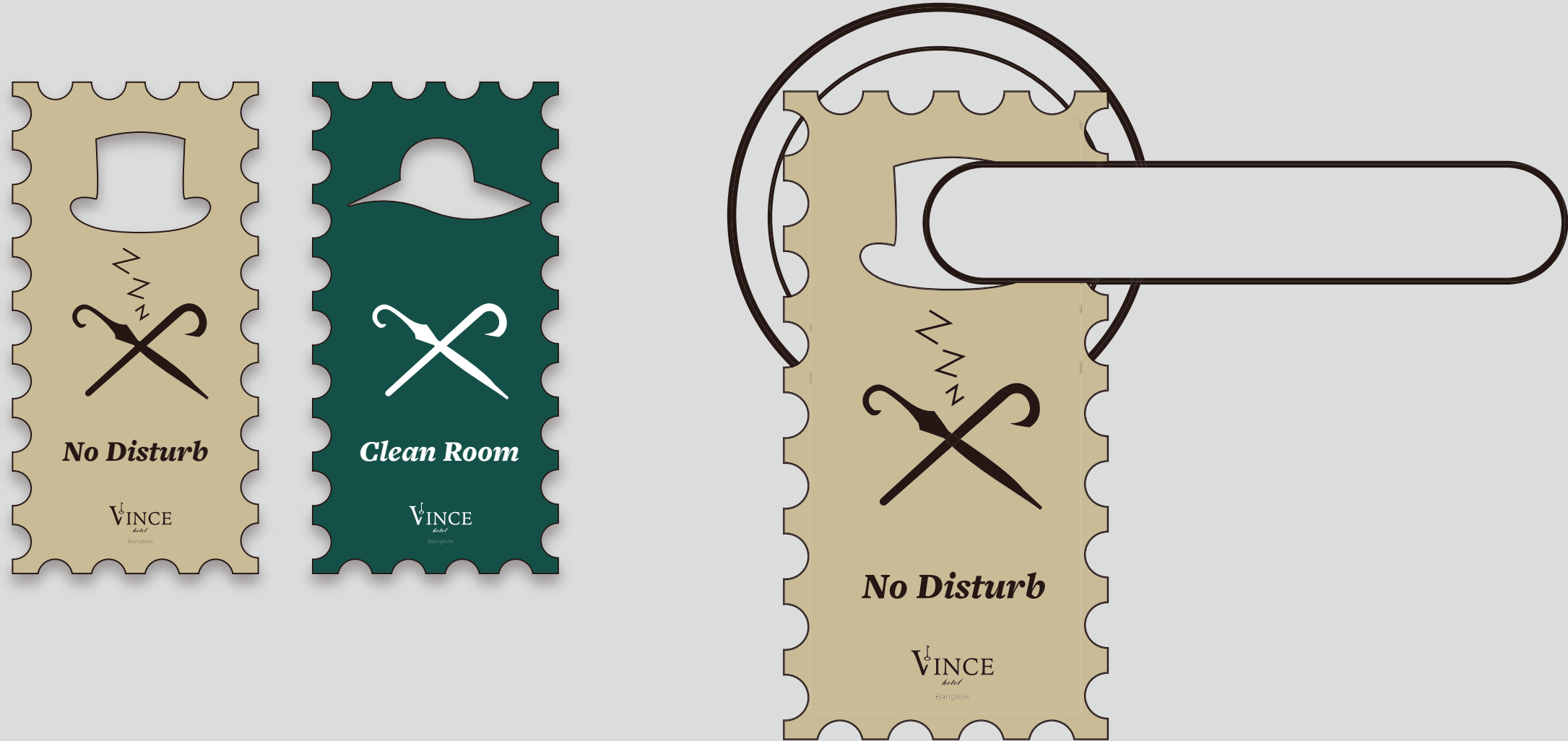




icon design
图标设计

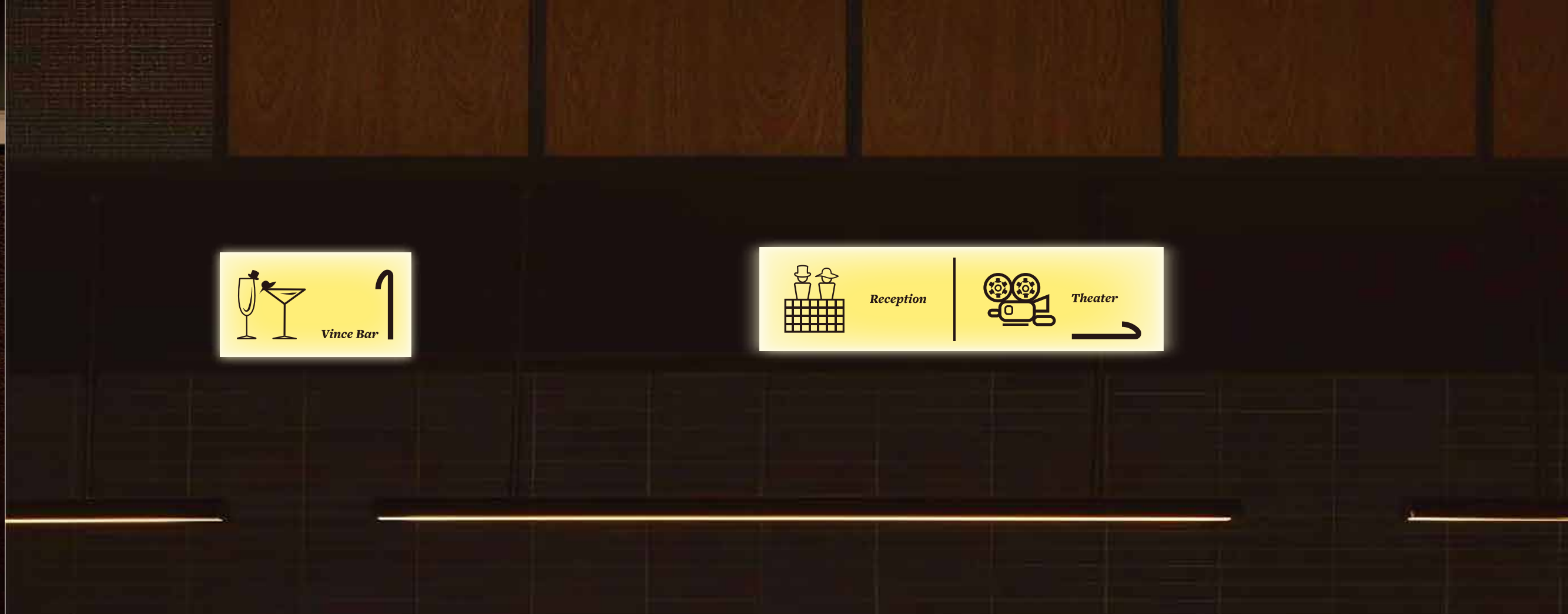


door hanger
门挂牌



tag
挂件





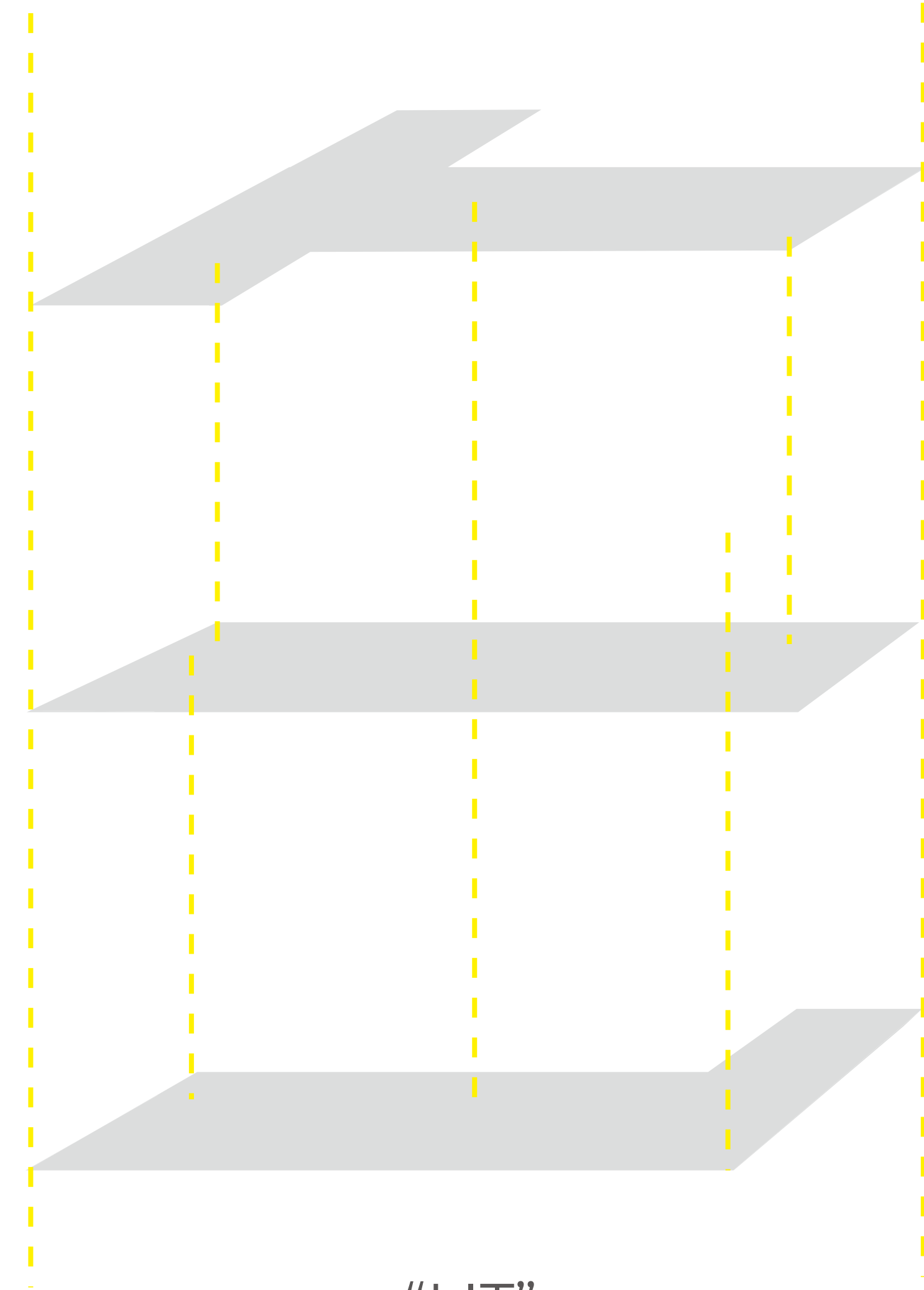


LIT EIGHT®

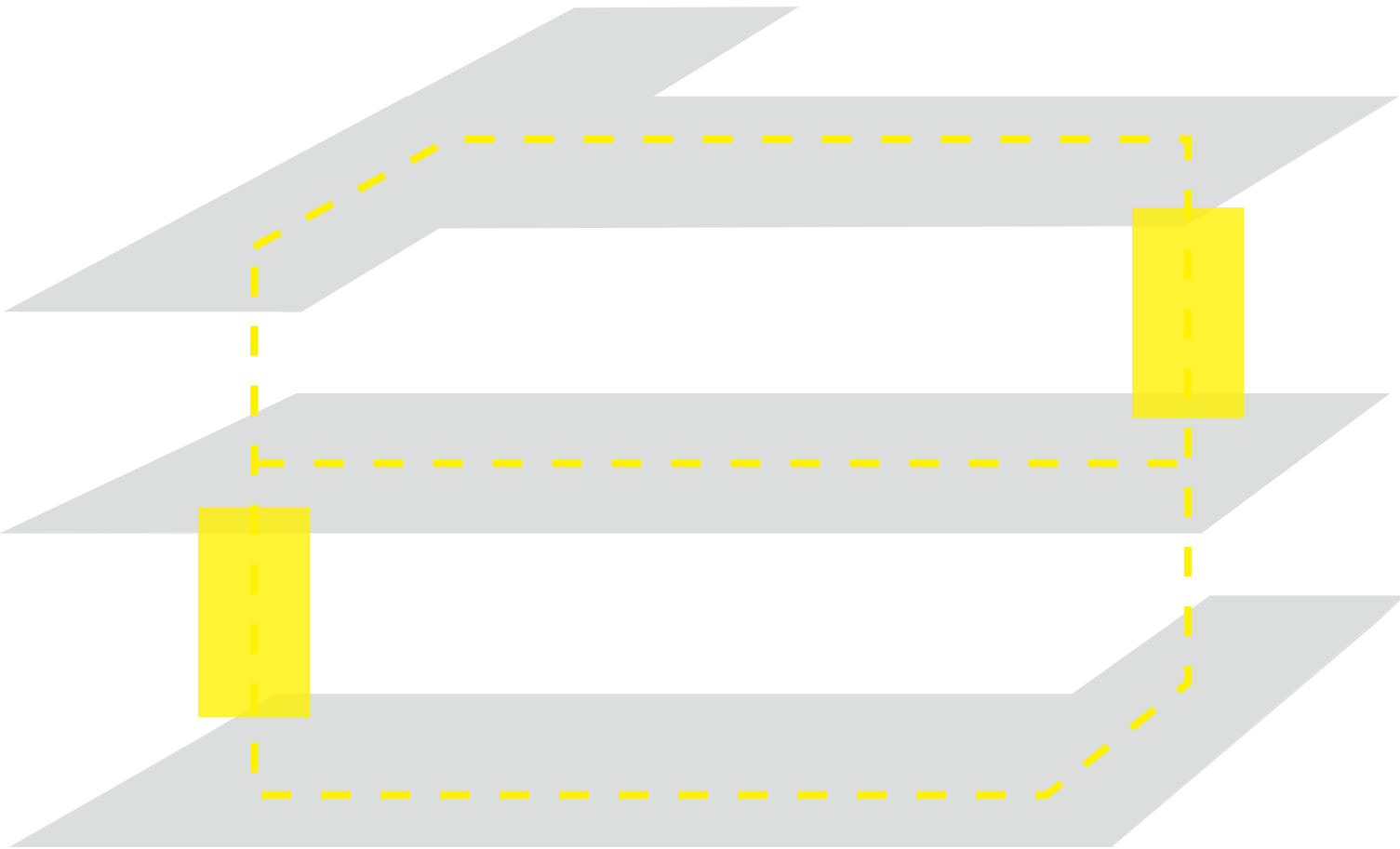
Lit Eight VR Tech Brand Identity Design

Lit Eight 虚拟现实科技公司品牌视觉识别设计

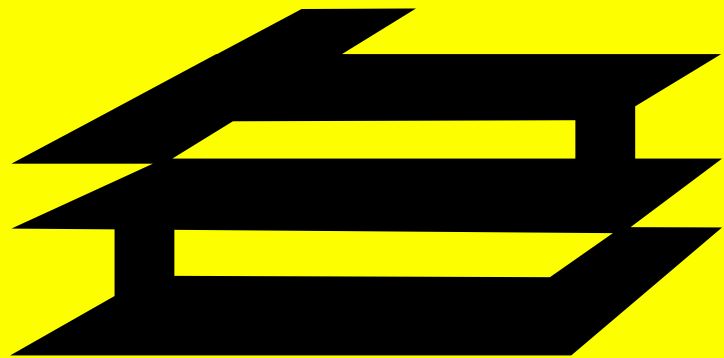
logo
标志



“LIT”



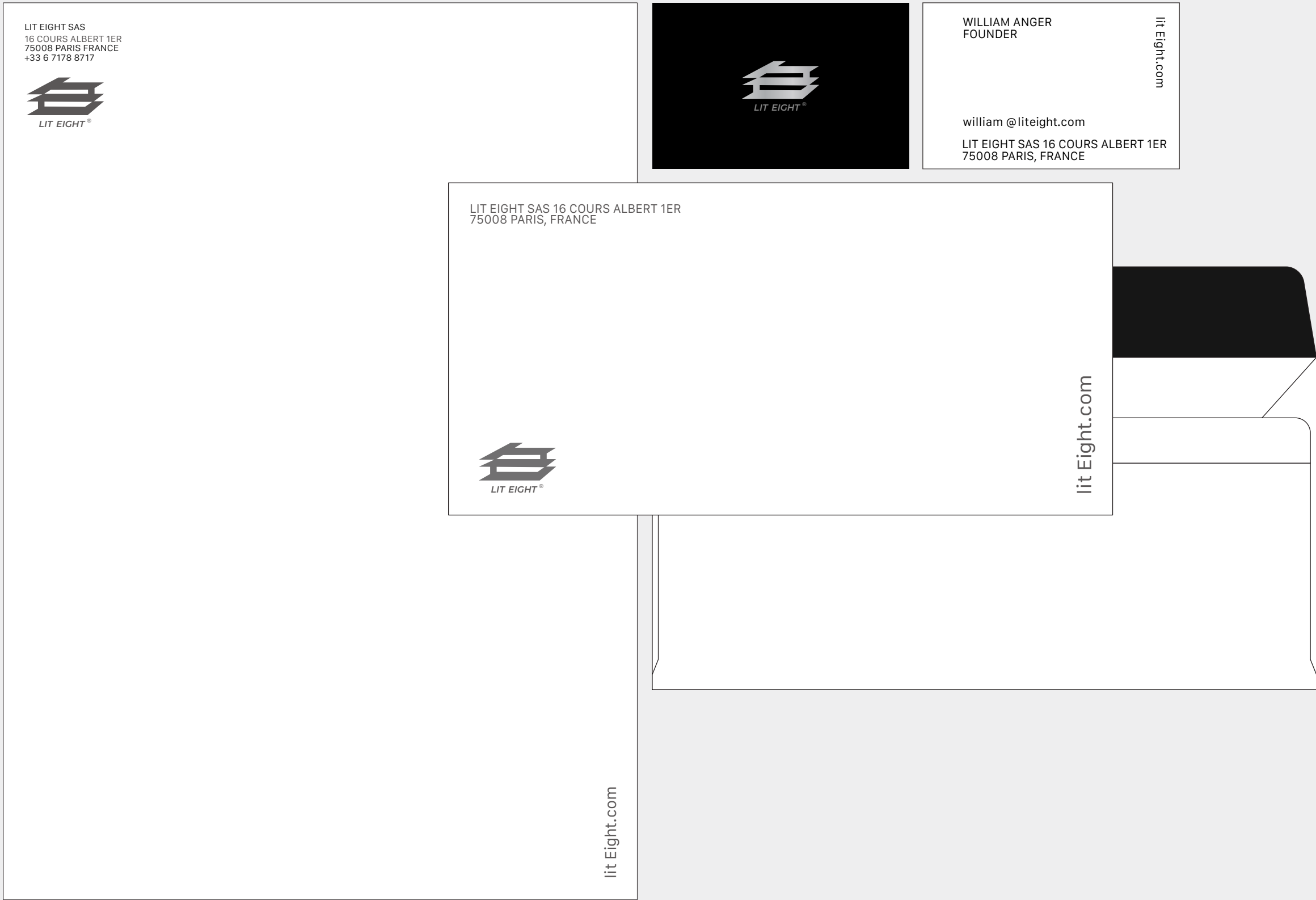
“8”



LIT EIGHT®

brand guidelines

VI使用规范



typography

字体

Replica

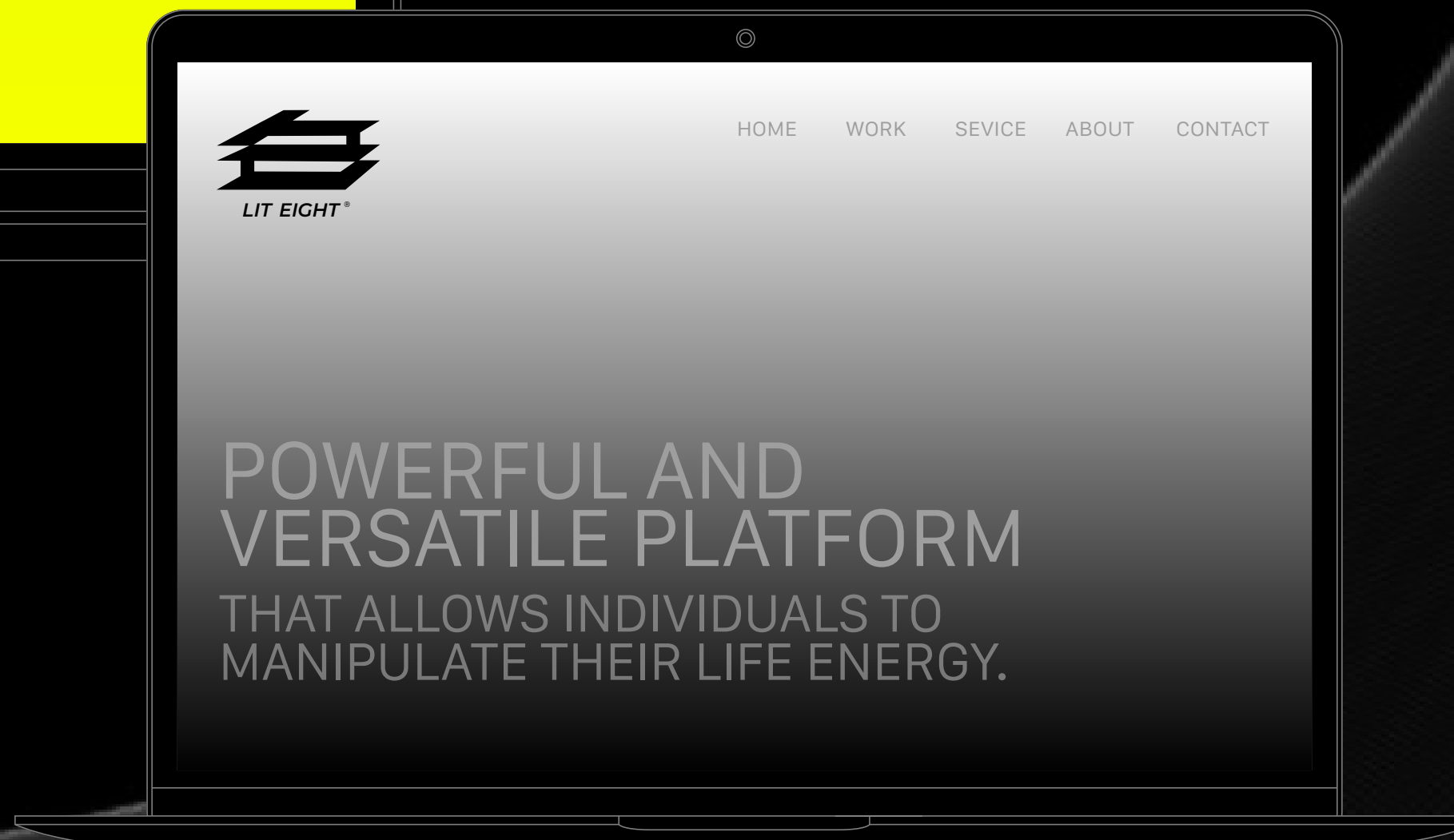
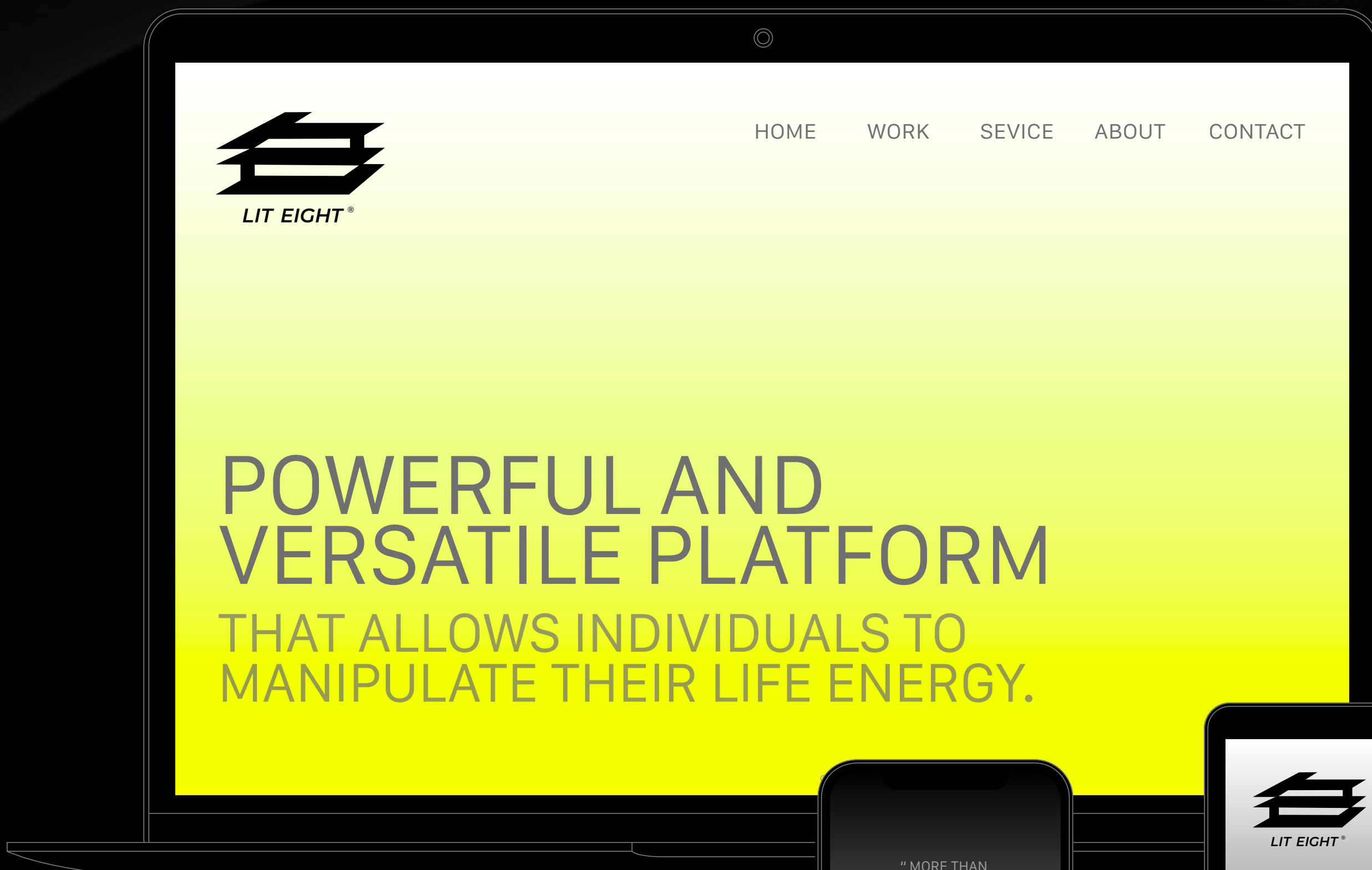
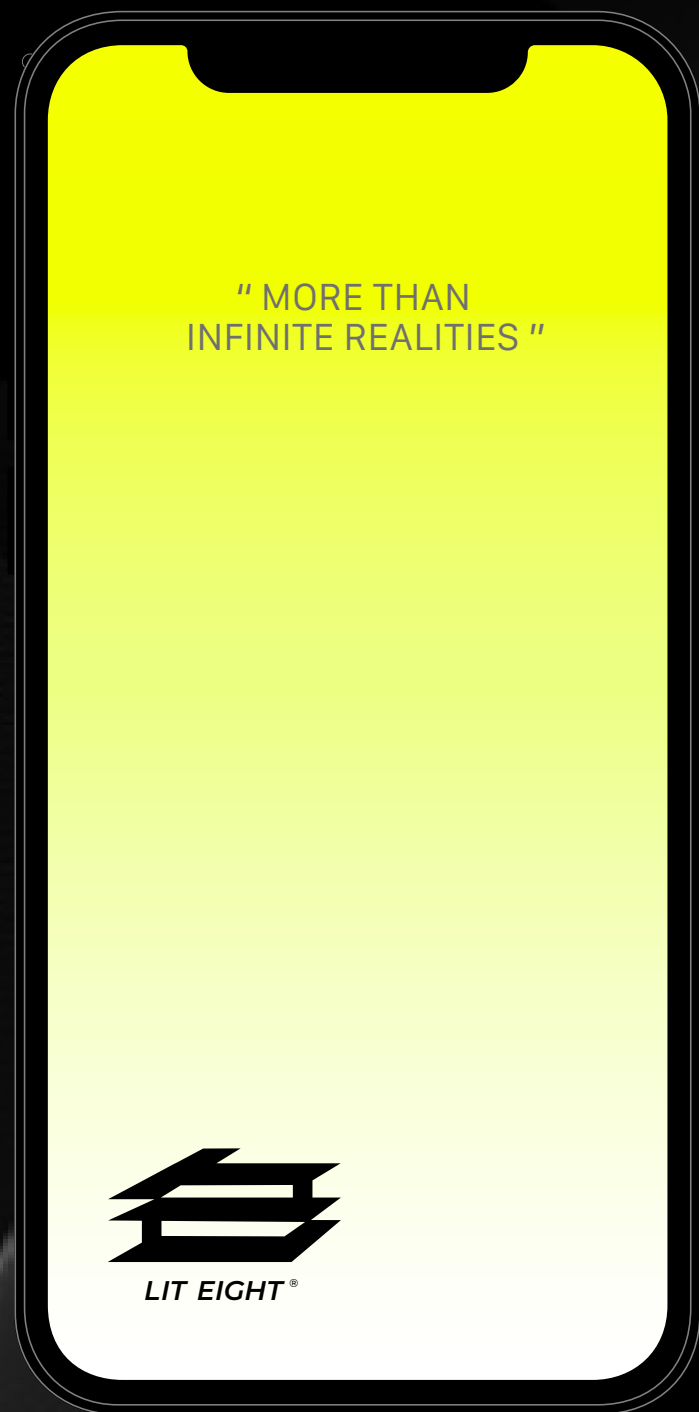
Beyond reality,
live the future

Dream, explore, create.
Without LIMIT.

Light Regular Bold Heavy
LightItalic RegularItalic BoldItalic **HeavyItalic**

Develop and implement VR technology standards for safety, accessibility, and user experience through the collaborating with industry partners to ensure interoperability between VR hardware and software, with a plus of fostering widespread adoption of VR across various sectors.





Mindfulness

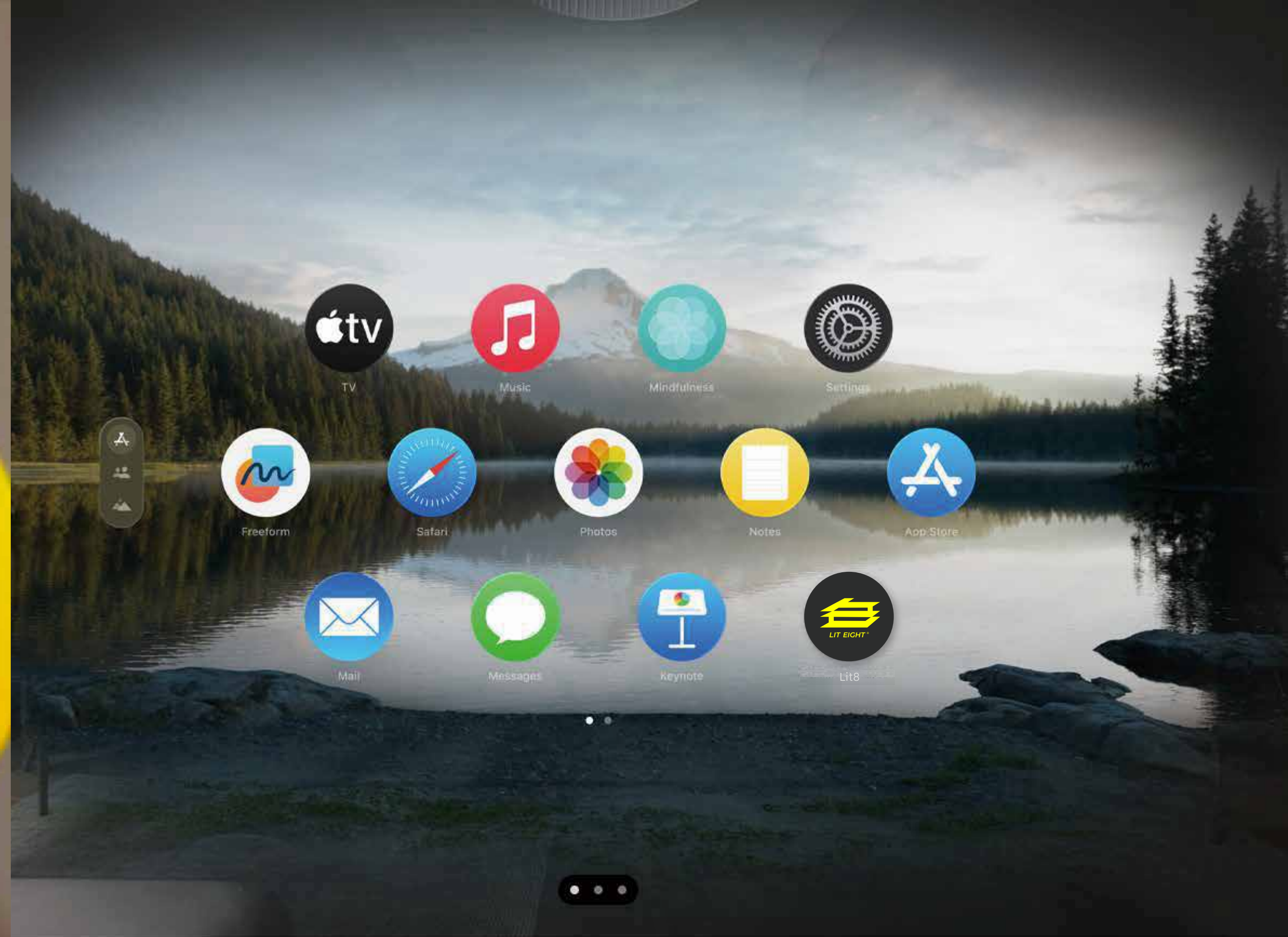


LIT EIGHT®

Lit8



Notes



LIT EIGHT®



SUKI Teenoi Hot Pot Brand Visual Design

SUKI Teenoi 火锅品牌视觉设计

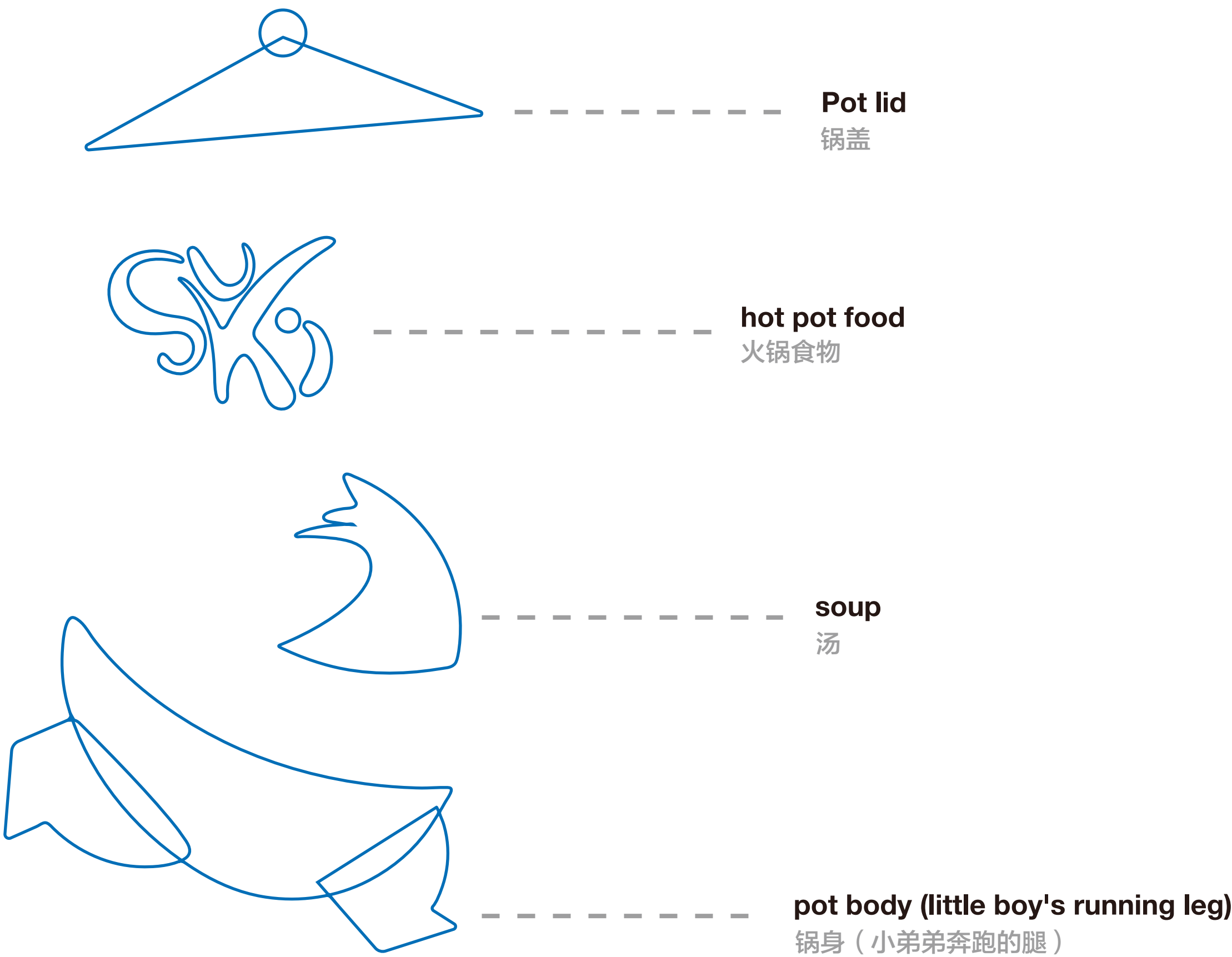


design intro

设计说明

Suki Teenoi is a 24-hour Thai hotpot chain known for its affordable pricing and youthful energy. The redesigned logo combines the shape of a hotpot with the playful spirit of “Teenoi” (meaning "little brother" in Thai), transforming running legs into a lively, characterful hotpot full of charm and motion.

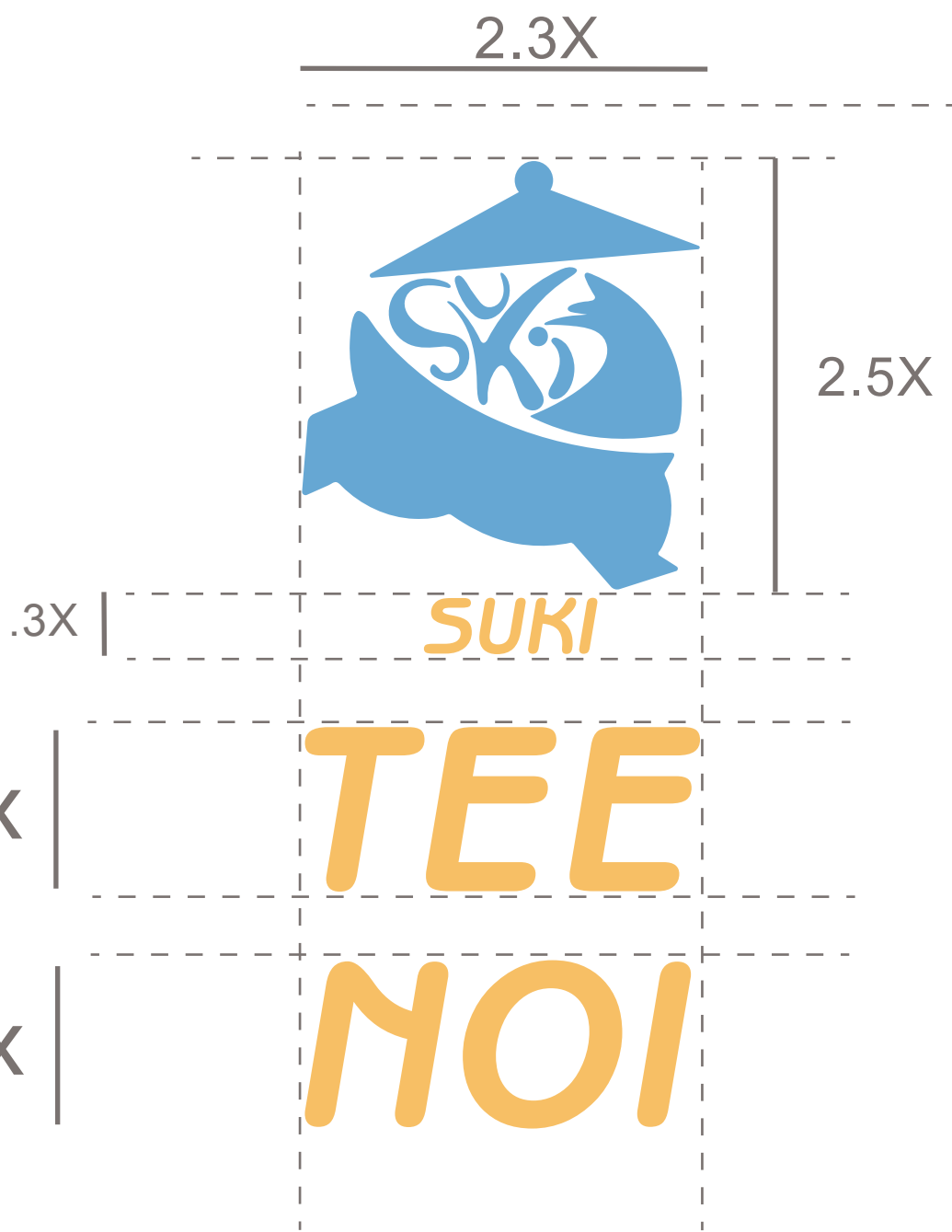
Suki Teenoi 是一家 24 小时泰式连锁火锅品牌，凭借亲民价格与年轻活力的视觉形象，提升了品牌辨识度与现代感。Logo 设计融合火锅造型与 “Teenoi”（泰语中 “小弟弟”）的可爱形象，将奔跑的小腿与火锅结合，塑造出一个充满动感与亲和力的小火锅角色。



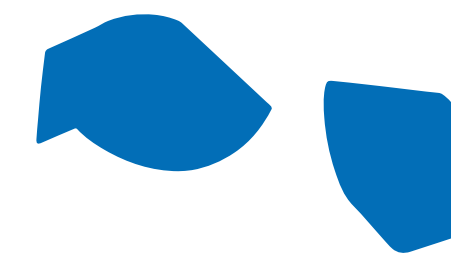
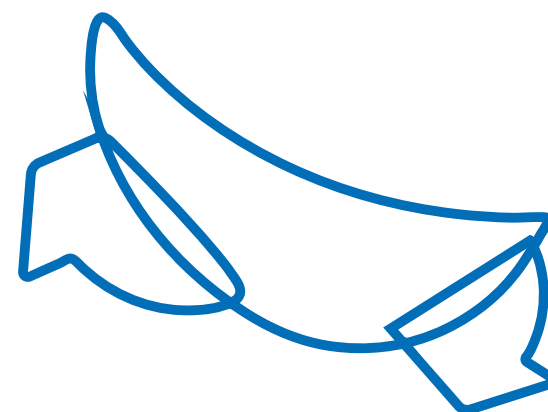
symbol
图标



logotype
标志

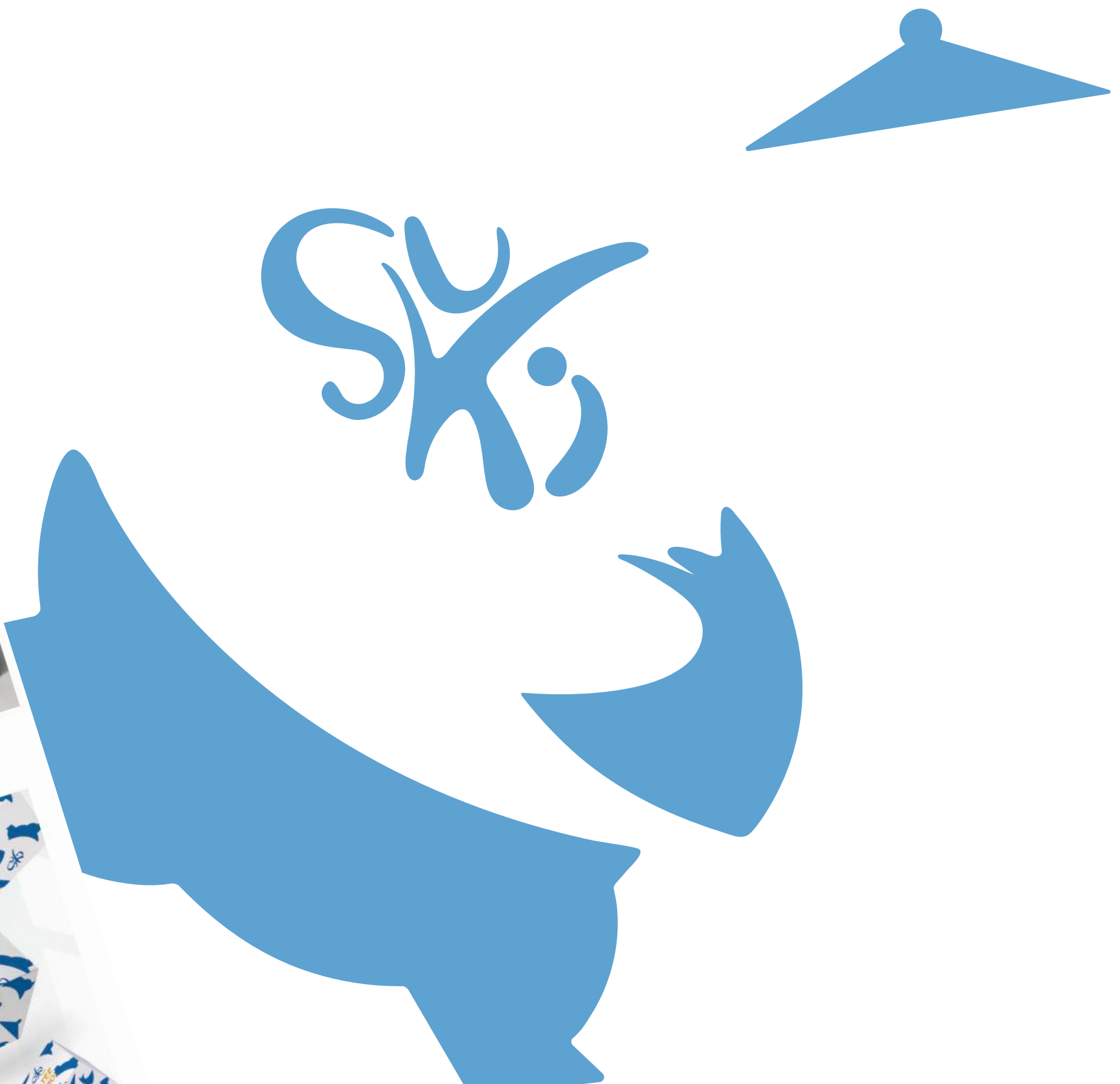


elements
元素





brand guidelines
VI使用规范







2

PACKGING DESiGN

包装设计





SPRINKLE

DRINKING WATER

Sprinkle Drinking Water Bottle Packaging Design
(Chinese New Year Series Limited 2023)

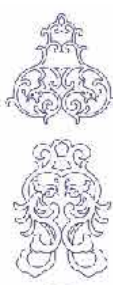
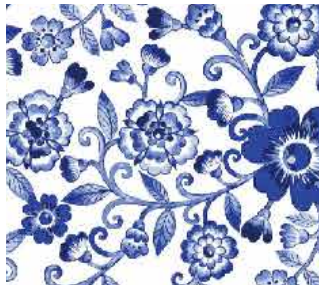
Sprinkle 饮用水品牌瓶身包装设计
(中国新年系列限定2023)

concept

概念

In "Alice in Wonderland," Alice, driven by curiosity, falls into a rabbit hole, discovering a magical world that turns out to be an illusion. The White Rabbit guides her, and the tale explores the thin line between reality and dreams. Inspired by this, a design blends the dreamy white rabbit with traditional Chinese blue and white porcelain, creating a new magical scene.

灵感来源于《爱丽丝梦游仙境》中，爱丽丝在好奇心的驱使下掉进了兔子洞，发现了一个神奇的世界，而这个世界原来是一个幻觉。白兔引导她，故事探索了现实和梦想之间的细线。一设计以此为灵感，将梦幻般的小白兔与中国传统的青花瓷融合在一起，创造出一种新的神奇景象。



mood

dreamy / magical / romantic

style

chinese traditional patterns

idea

fantasy



detail

细节





SPRINKLE

DRINKING WATER



Chinese New Year's
2023



A L B E R T

“Albert” Blind Box Packaging Design

“Albert” 盲盒包装设计



concept

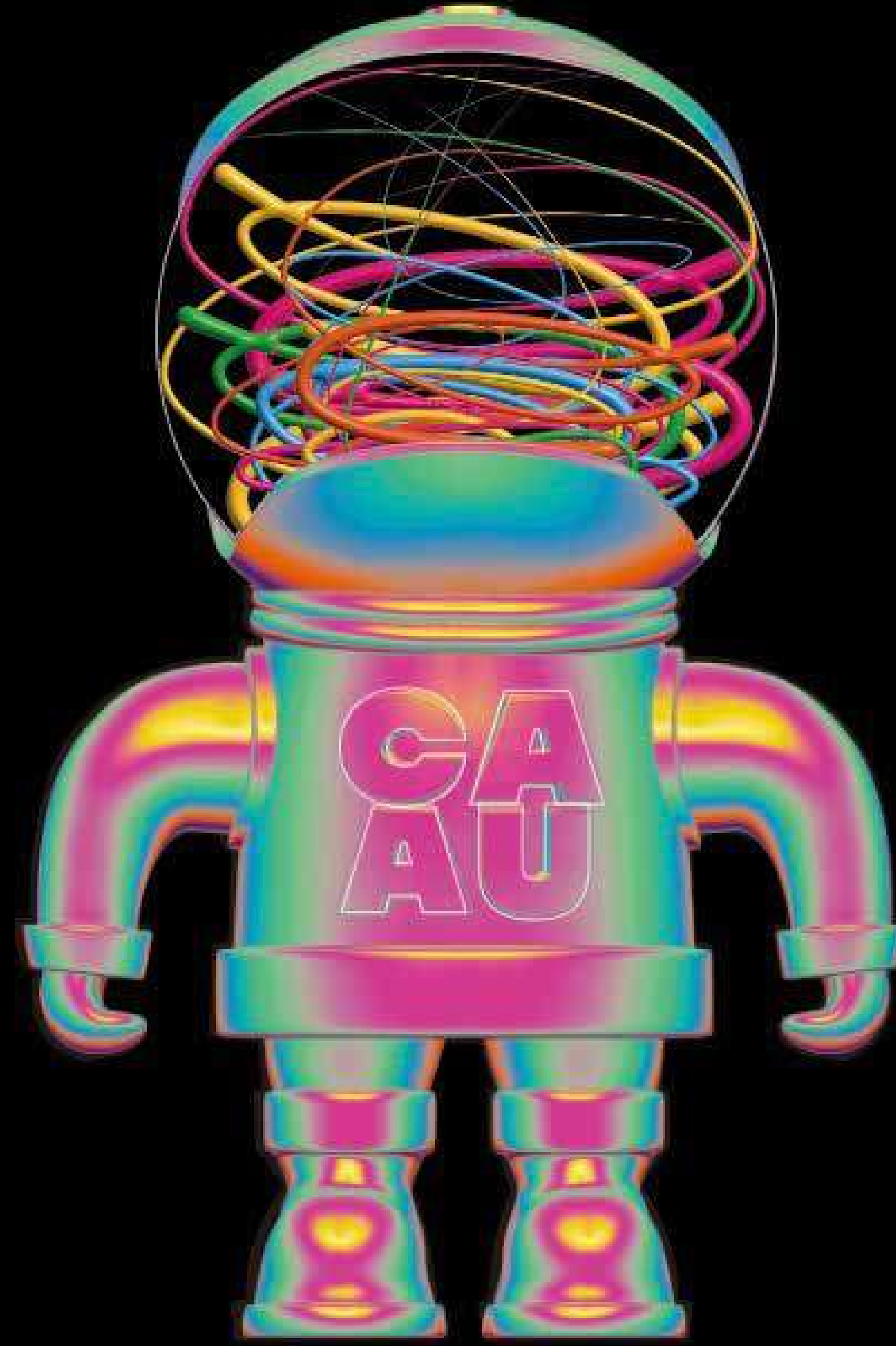
概念

Nitade ABAC 31st Anniversary Celebration for CA College.
Alumni event of "ALBERT" blind box art toy.

The theme of the packaging was inspired by the "Cat Candle" game and the lines of different colors represent the designers and students from different countries and regions that came together to create Albert and CA College.

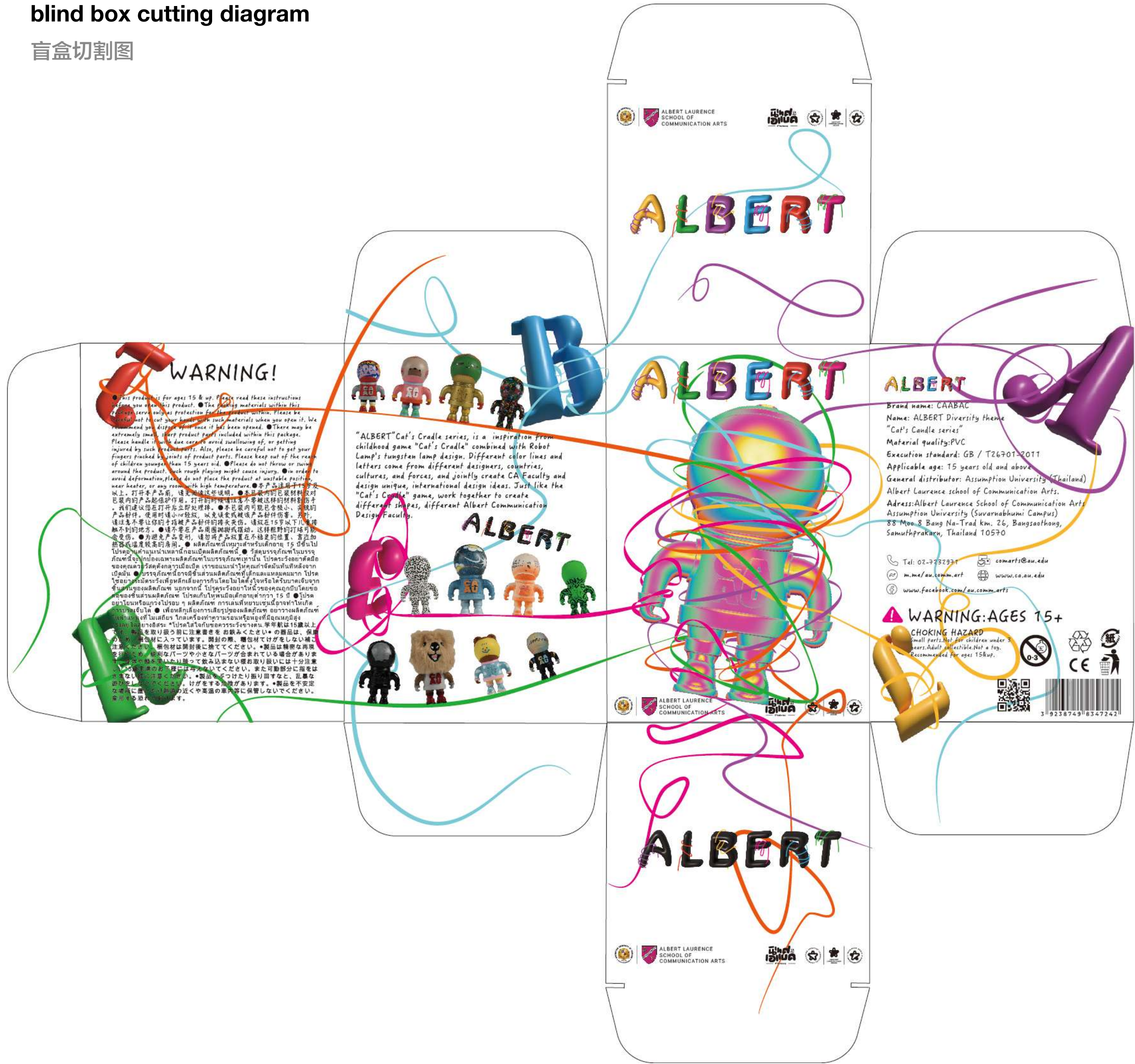
为 CA 学院举办 Nitade ABAC 31 周年庆典,校友活动的 "ALBERT "盲盒艺术玩具。

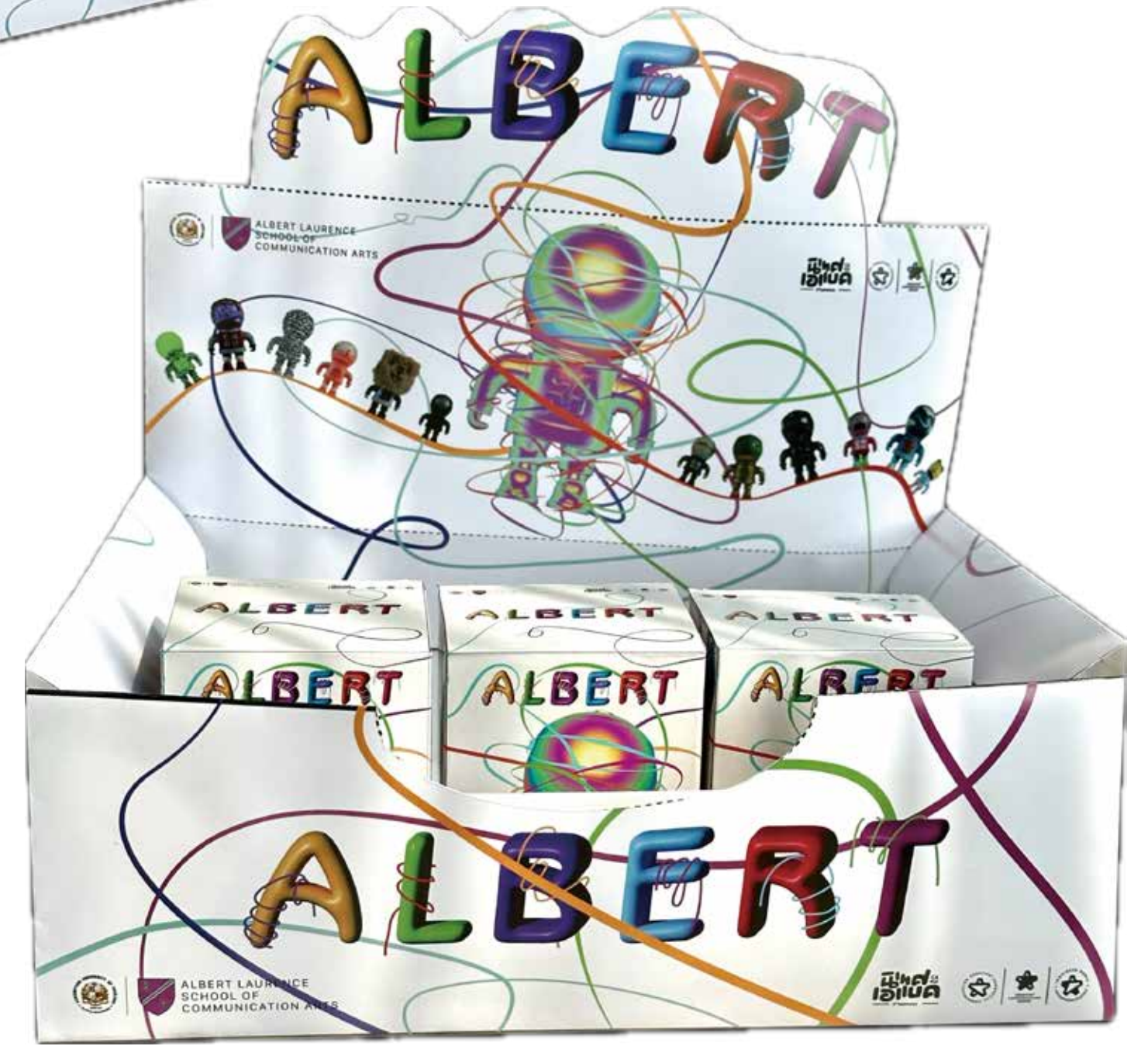
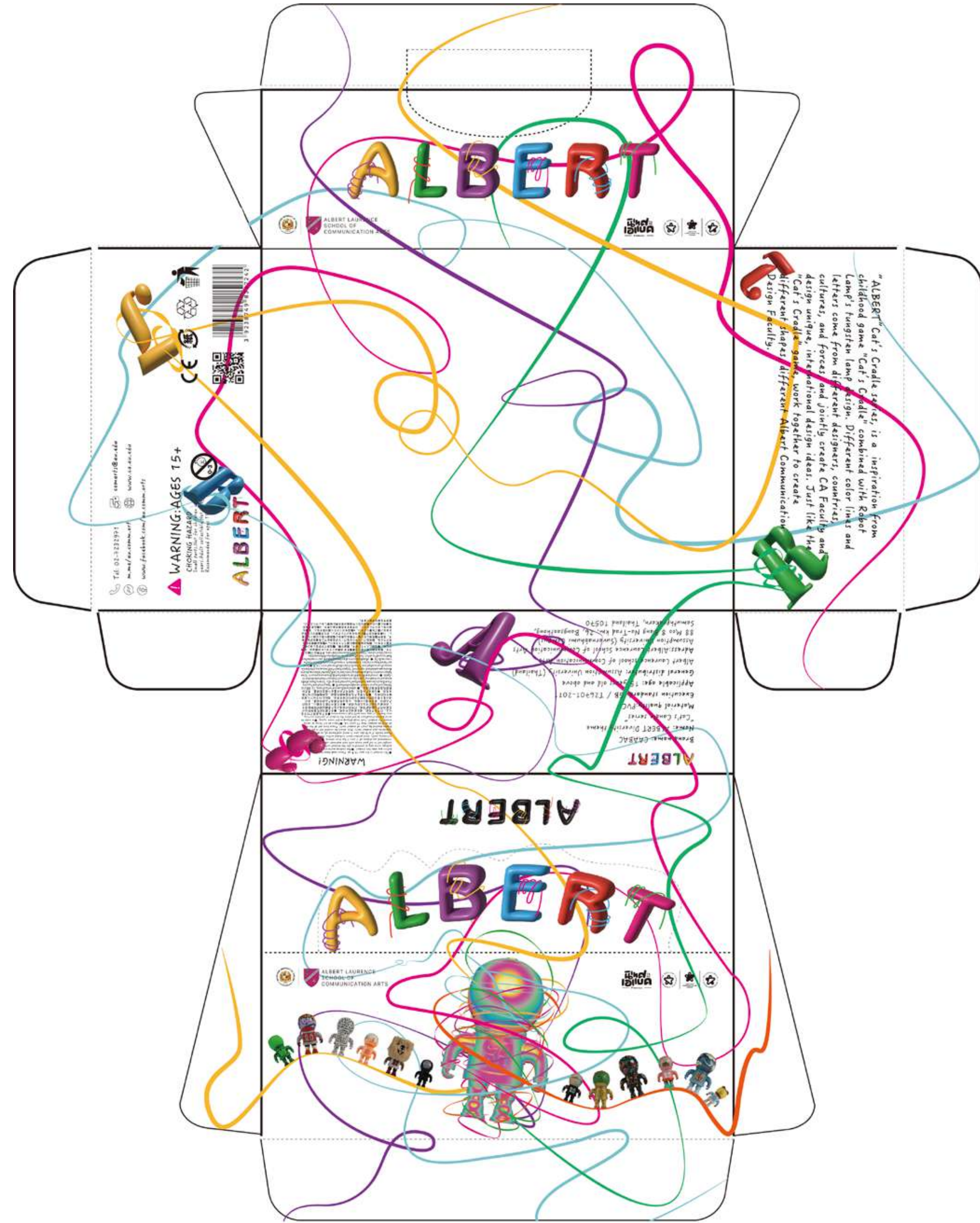
包装主题的灵感来自于 "翻花绳"游戏，不同的颜色的线条代表了来自不同国家和地区的设计师和学生，共同创造了阿尔伯特和 CA 学院。

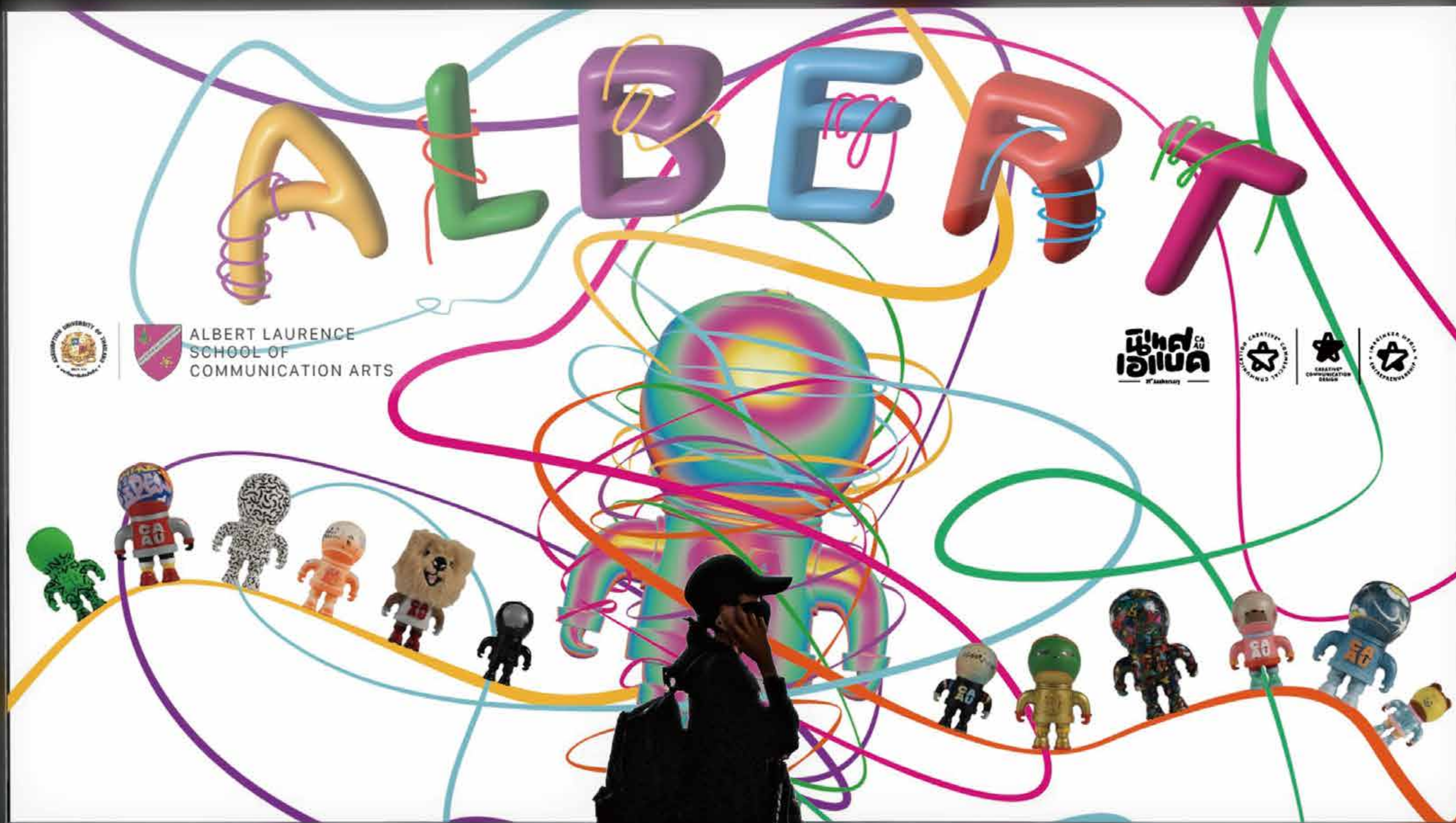


blind box cutting diagram

盲盒切割图







3

CAMPAGIN DESiGN

活动设计



Campaign Design for Bangkok Pride Month 2025

2025年曼谷骄傲月活动设计



concept

概念

“Let all the colors in” celebrates Thailand's first official Pride Month after the legalization of same-sex marriage.

This project mixes bold visuals, illustrations over iconic Bangkok cityscapes, and inclusive event planning to raise awareness for LGBTQIA+ rights and spotlight Thailand as a diverse, welcoming leader in Southeast Asia.

“让所有的颜色进入”庆祝泰国在同性婚姻合法化后迎来首个官方骄傲月。该项目融合了大胆的视觉效果、标志性的曼谷城市景观插画，以及全面的活动策划，旨在提升人们对LGBTQIA+权益的认识，并将泰国塑造成东南亚地区一个多元、包容的领导者。

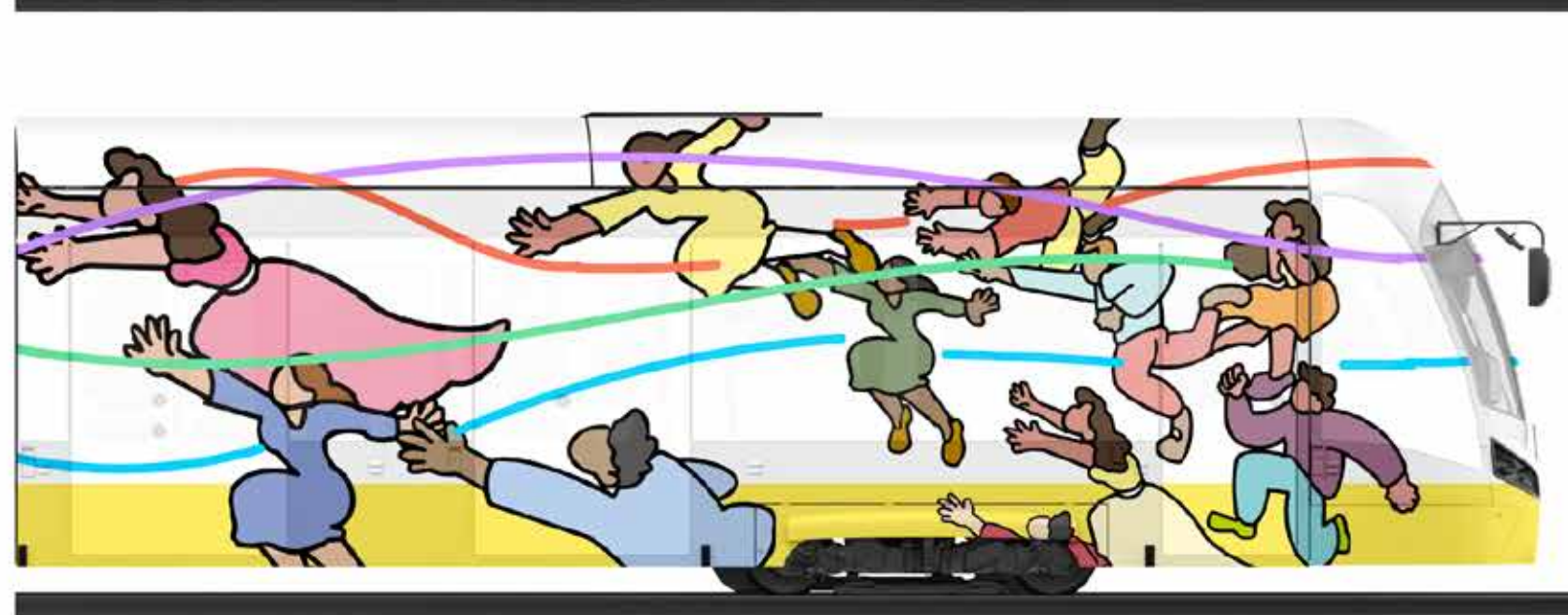
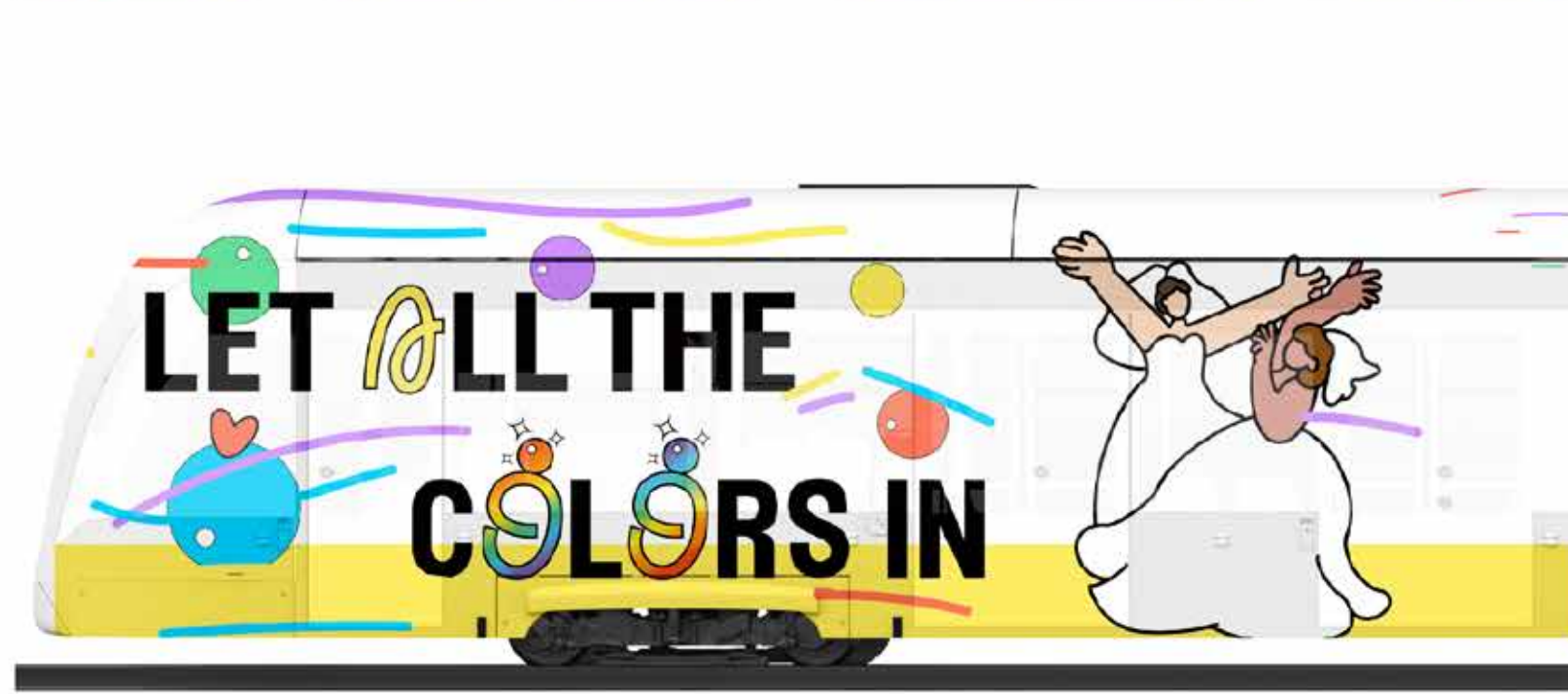
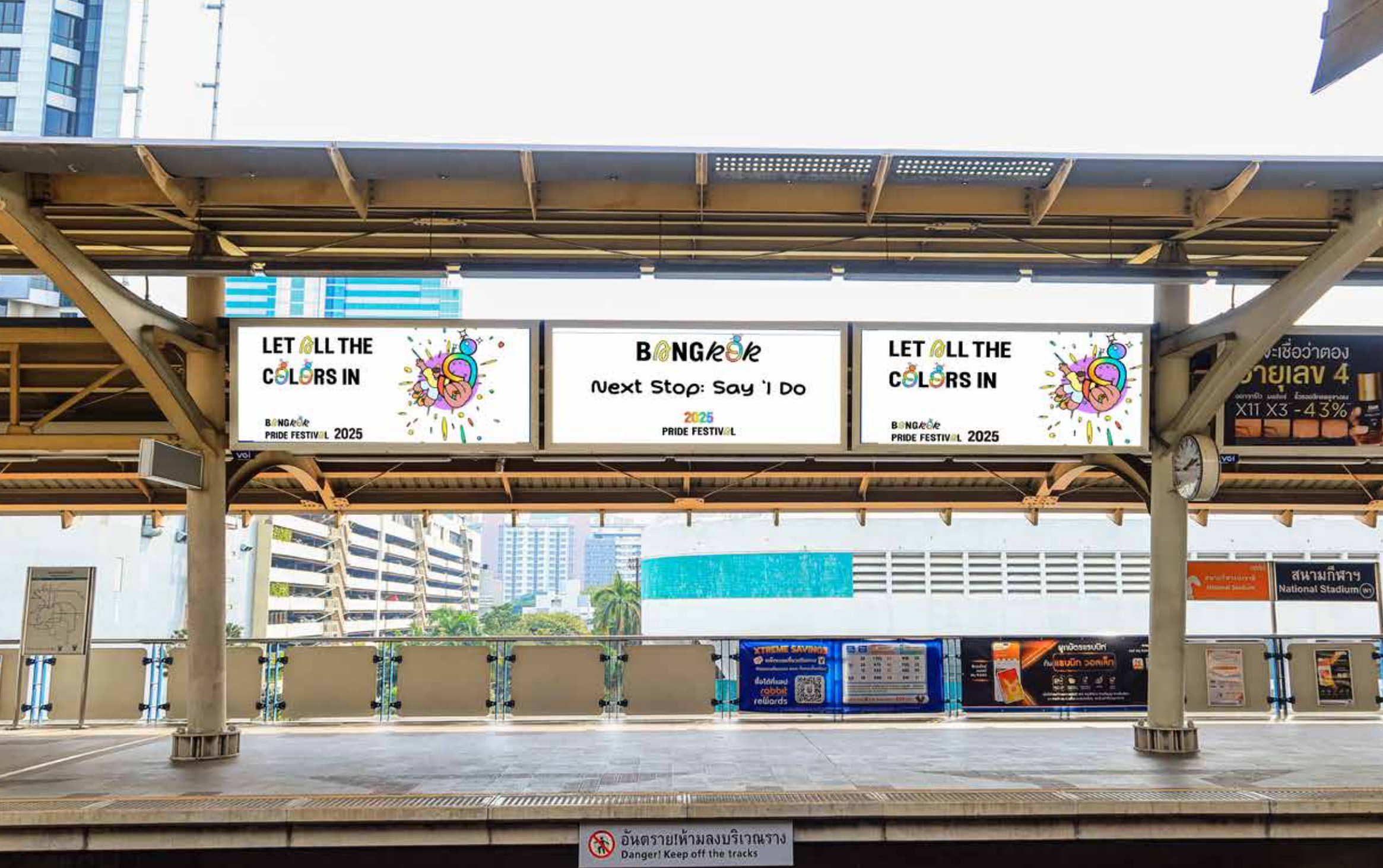


poster
海报

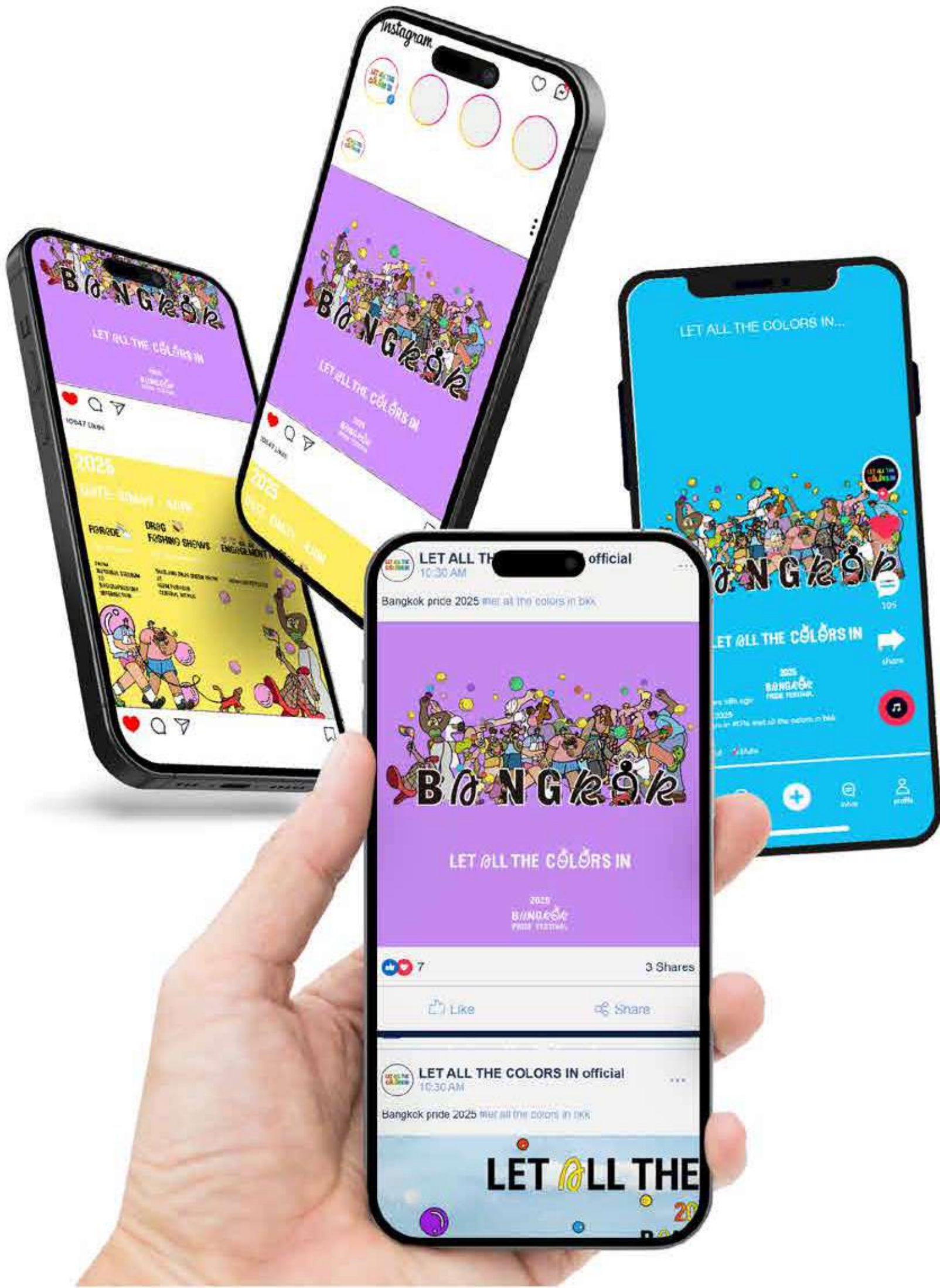


活动周边





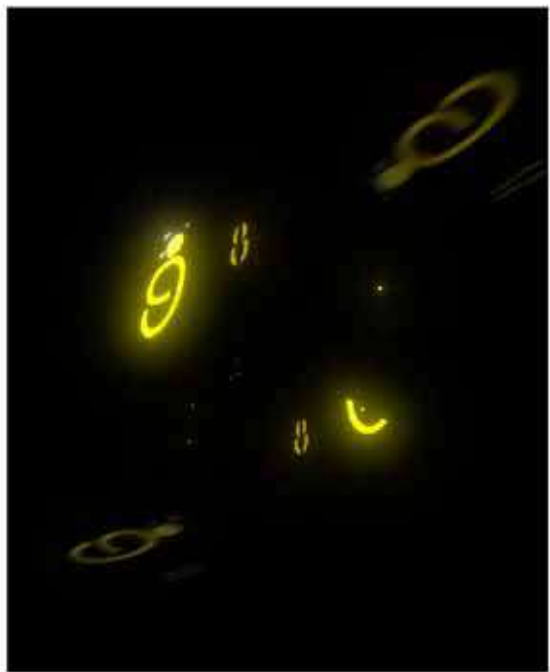
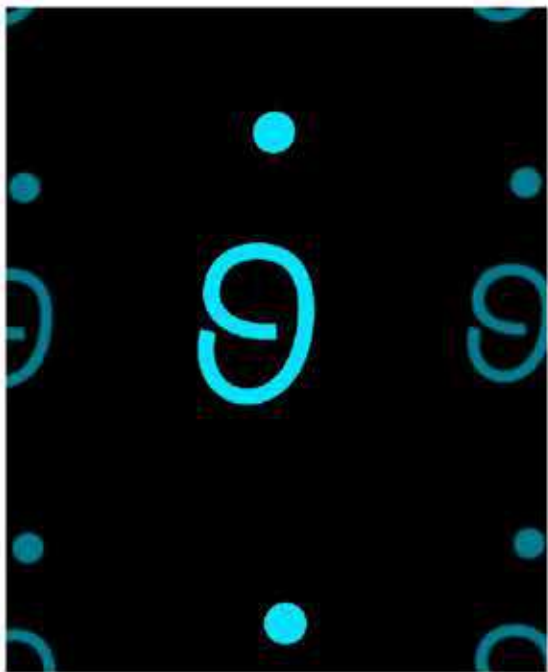
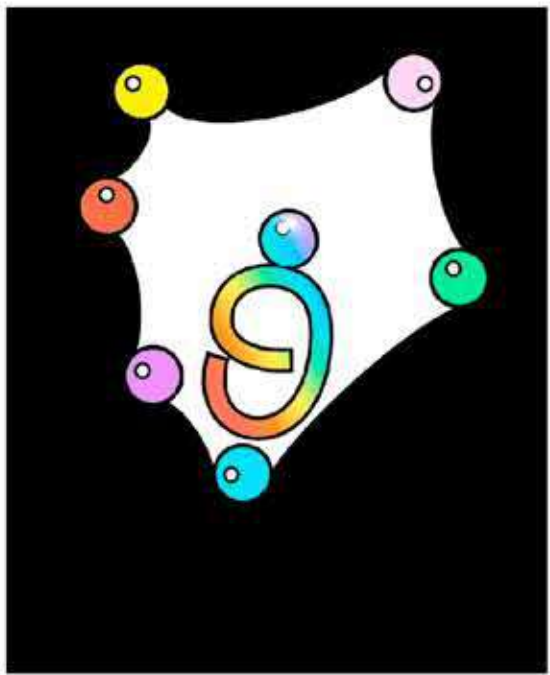
social media
社交媒体



flag
旗帜

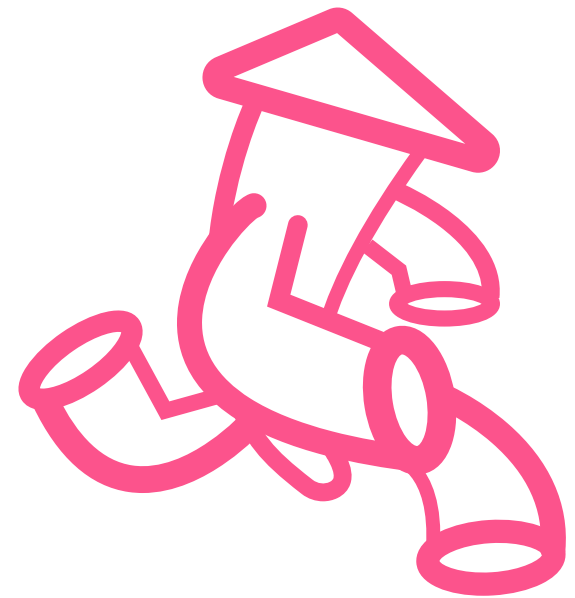


motion graphic
动态视频

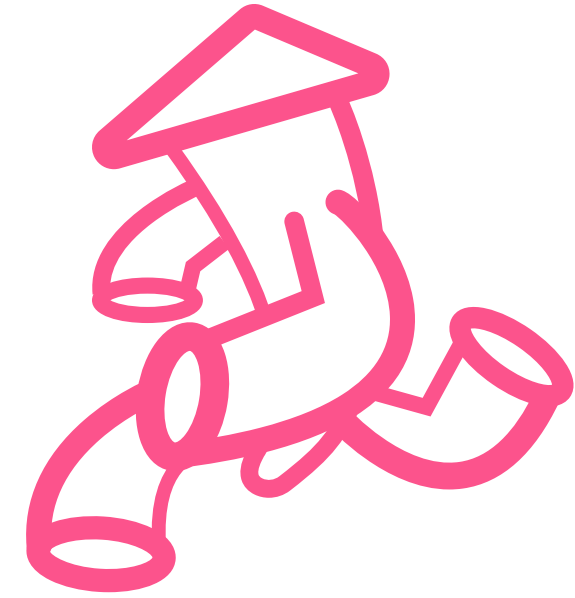




Si Chompu County Rock Art Campagin Design
Si Chompu 县岩画艺术活动设计



Rocklympics



campagin idea

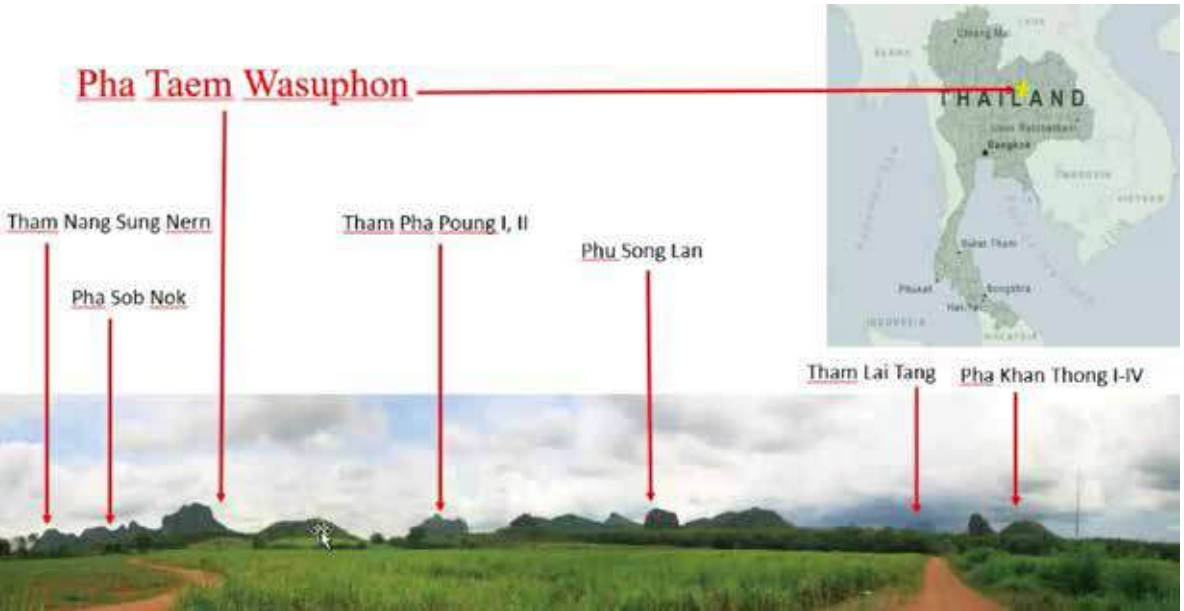
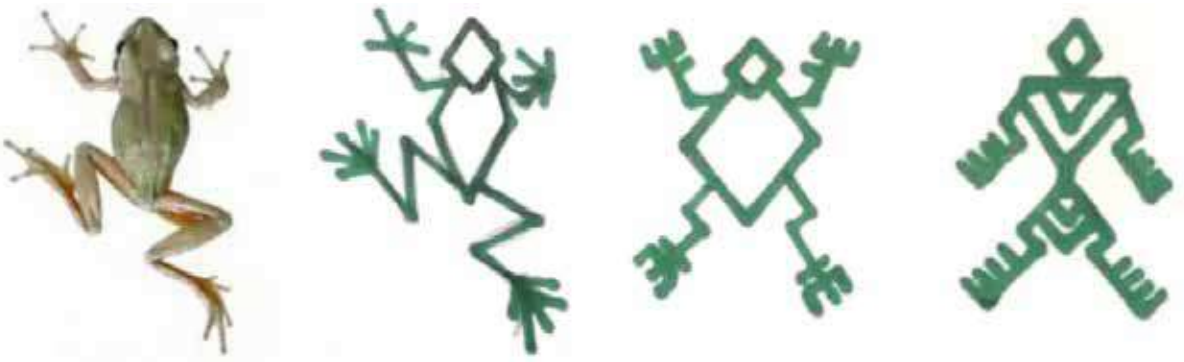
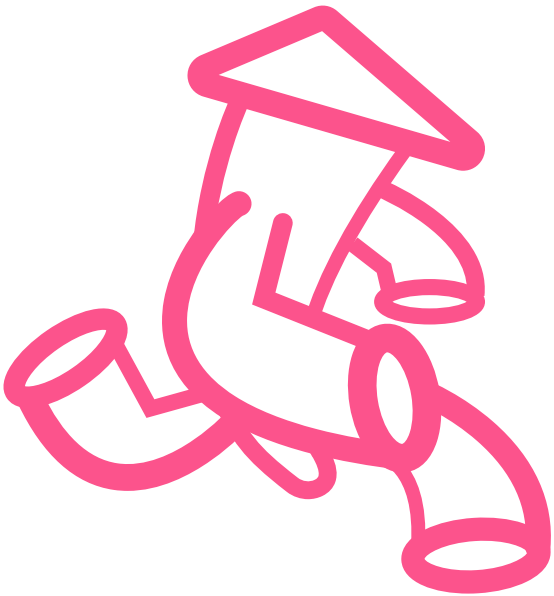
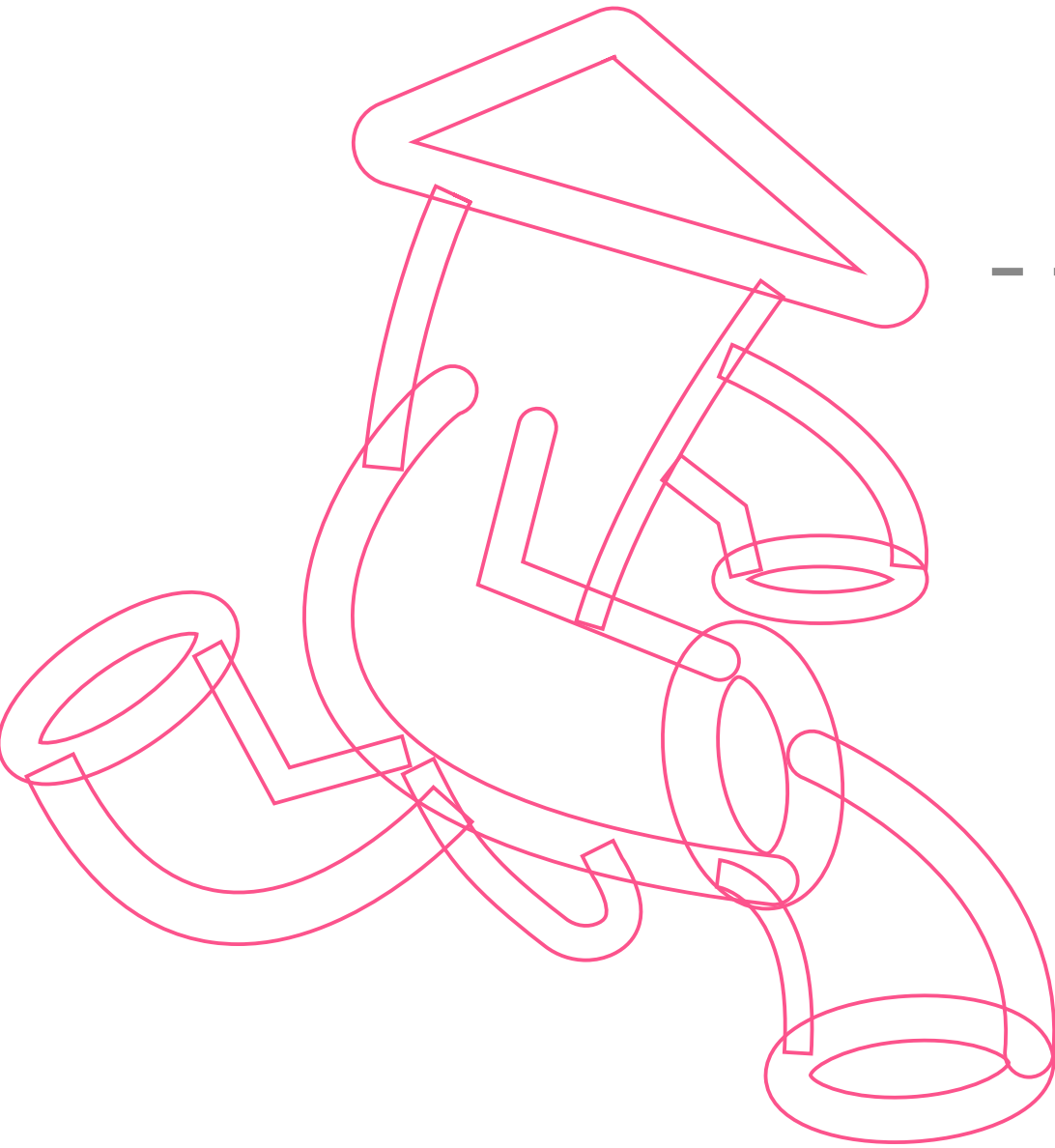
活动概念

This event aims to explore and promote the rock art of Si Chompu District in north-eastern Thailand, whose visual patterns bear striking similarities to China’s “Maguaijie” Festival—a traditional celebration involving frog worship and imitation of frog behavior. “Rocklympics” merges the concepts of “Rock Art” and the “Olympics,” featuring a mix of cultural and athletic activities such as rock climbing, running, and art markets. The event seeks to highlight local identity, boost tourism, and encourage public engagement with the unique heritage of Si Chompu.

活动旨在探索和推广泰国东北部 Si Chompu 县的岩画艺术，其图案风格与中国广西“马拐节”文化（一个祭拜青蛙、模仿青蛙行为的传统节日）——有诸多相似之处。“Rocklympics”活动结合了“Rock Art”（岩画艺术）与“Olympics”（奥林匹克）概念，通过攀岩、跑步、艺术市集等融合文化与运动的项目，全面展示本地特色，提升 Si Chompu 县的旅游吸引力与文化知名度，鼓励公众积极参与。

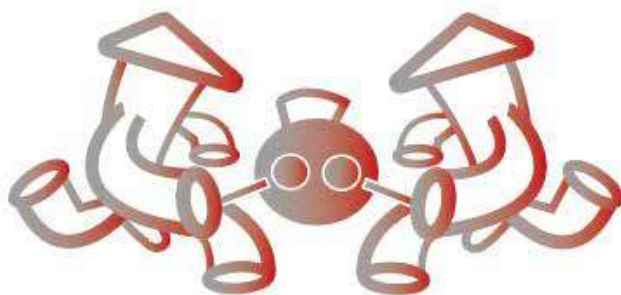
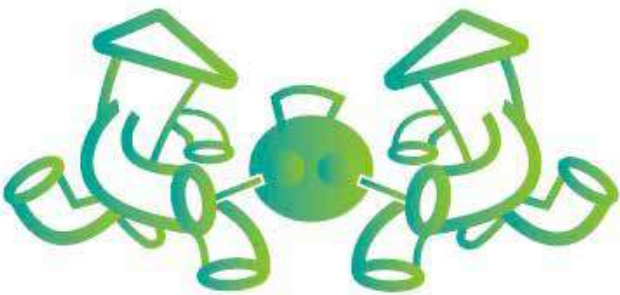
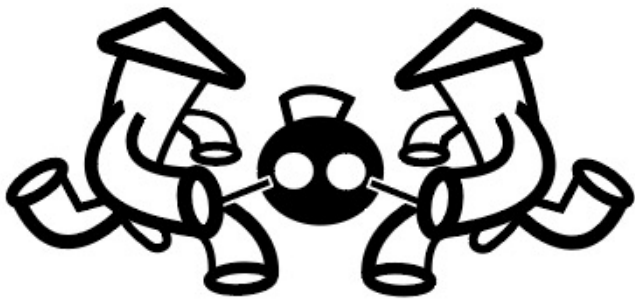
logo

活动标志

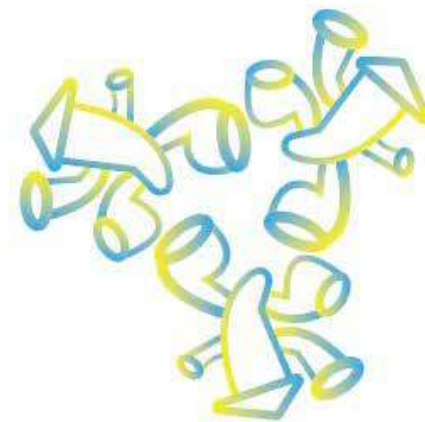
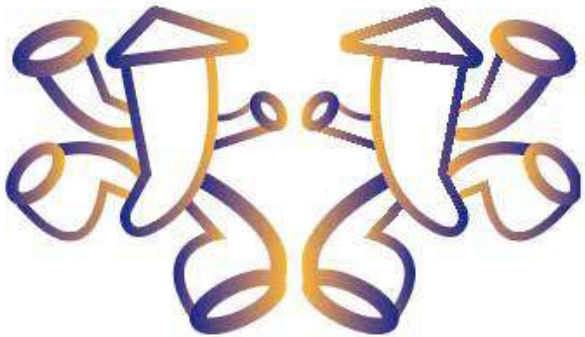


totem design
图腾设计

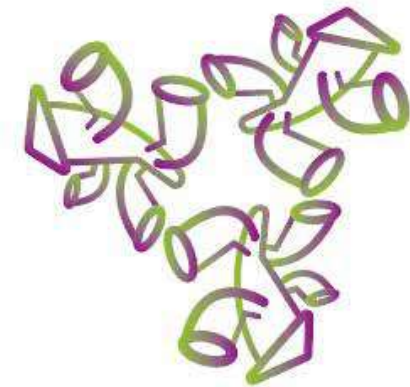
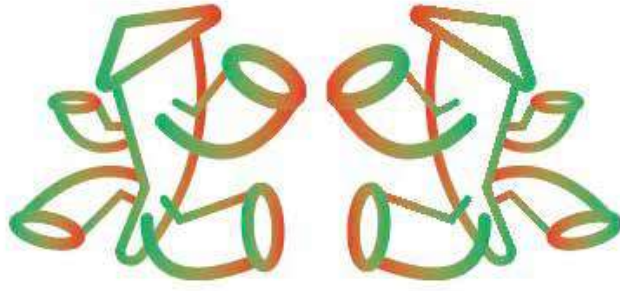
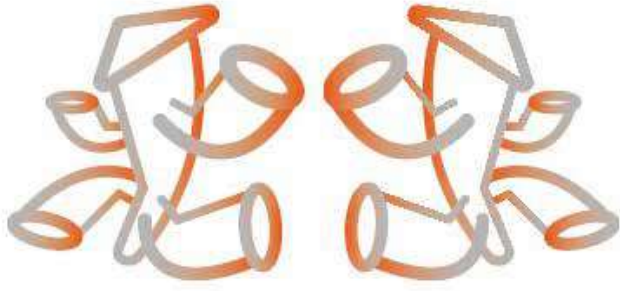
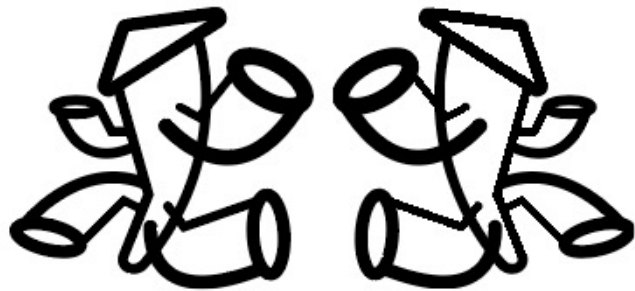
drumming
击鼓



rock climbing
攀岩



running
赛跑

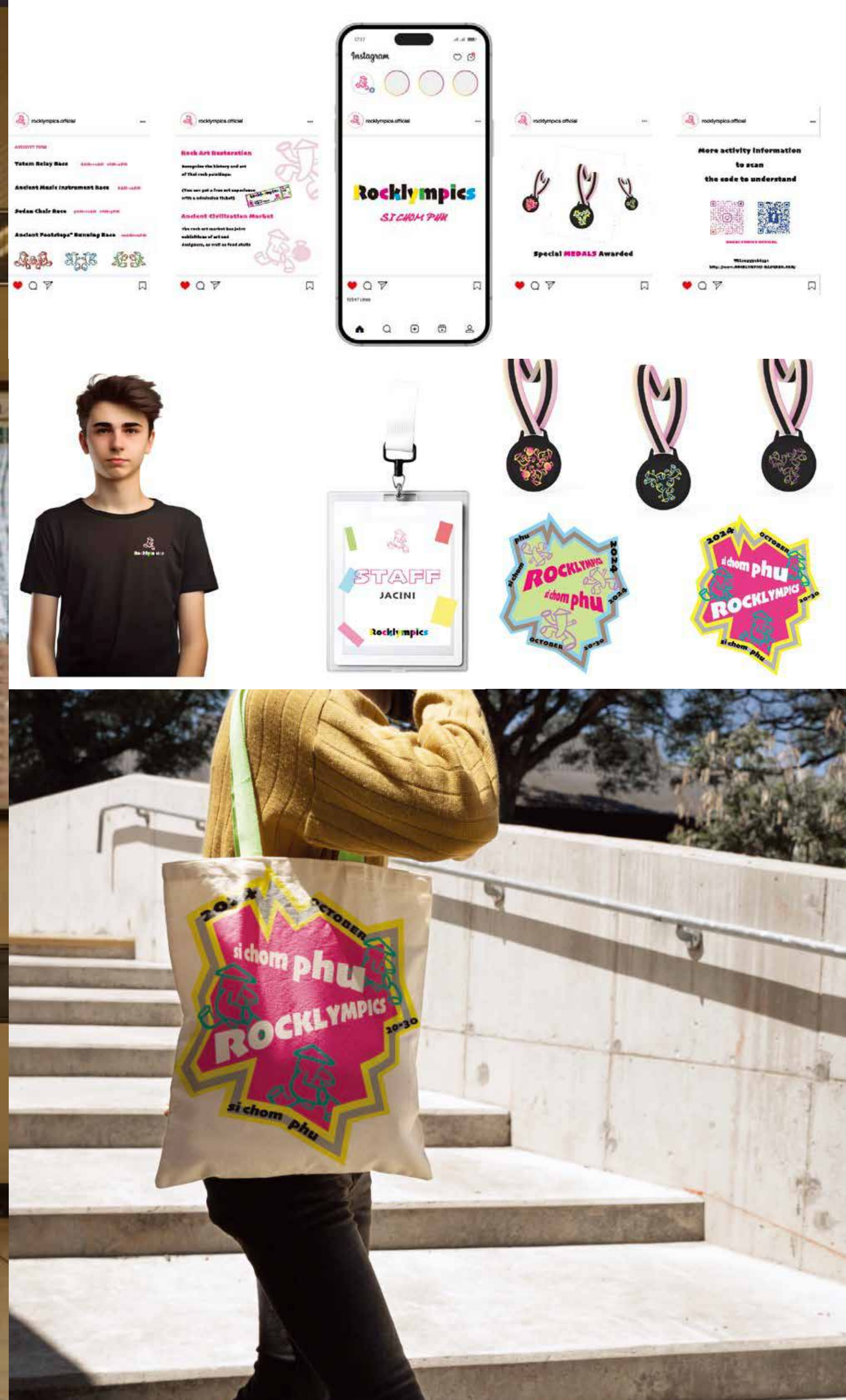


Si chompu County means “The Pink County”
Si chompu 县译为“粉色县”

totem explain
图腾解释

Through the decomposition and reconstruction of rock painting patterns, it is designed into a new totem form, which will be used for representatives of different cultural activity projects and award badge patterns.

通过对岩画图案的分解重构，设计成新的图腾形式，将用于对不同文化活动项目的代表以及奖项的徽章图案



4

IP & ILLUSTRATION

IP & 插画

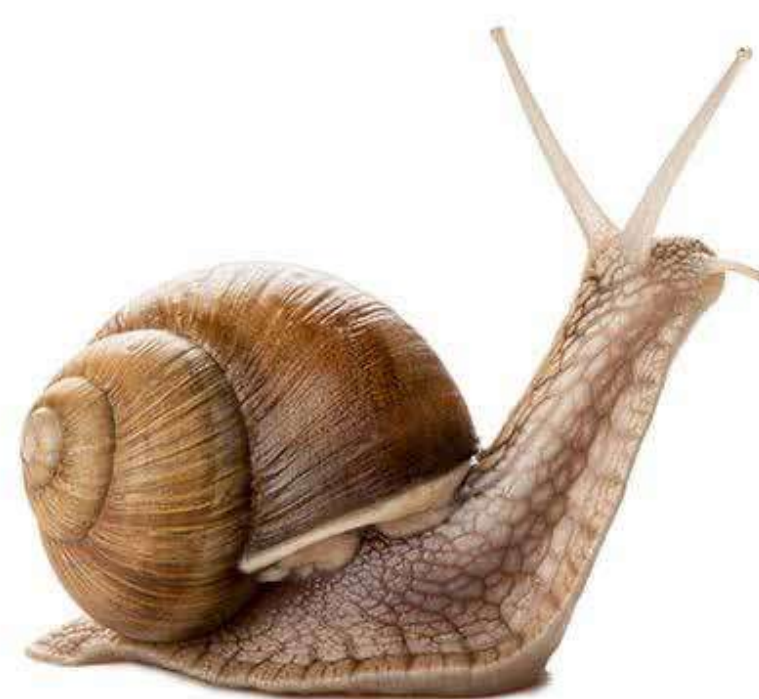




IP Design for Cochlear Implant Association (Thailand)

人工耳蜗植入协会（泰国）IP 设计





character explanation

角色解释

By combining the structure of the human cochlea with the shape characteristics of the animal snail shell, the snail shell is transformed into an electronic mentality to express the cochlear implant. Wearing the electronic snail shell on the ear to express the human cochlea brings a different visual experience and cute and happy stories to children in need.

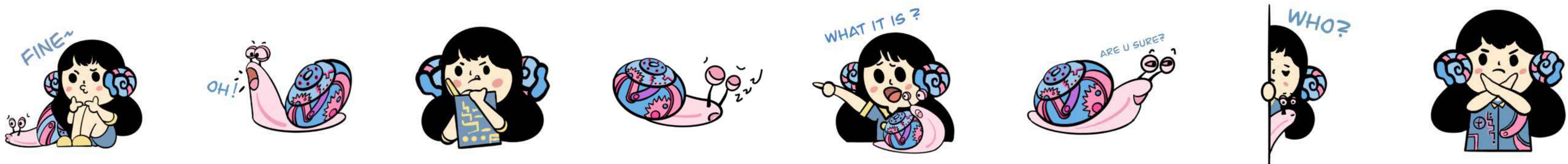
通过人体耳蜗结构与动物蜗牛壳的形体特征结合在一起，将蜗牛壳变成电子心态来表达人工耳蜗。将电子蜗牛壳戴在耳朵上来表达人体耳蜗对有需要帮助的孩子带来不一样的视觉体验和可爱快乐的故事。



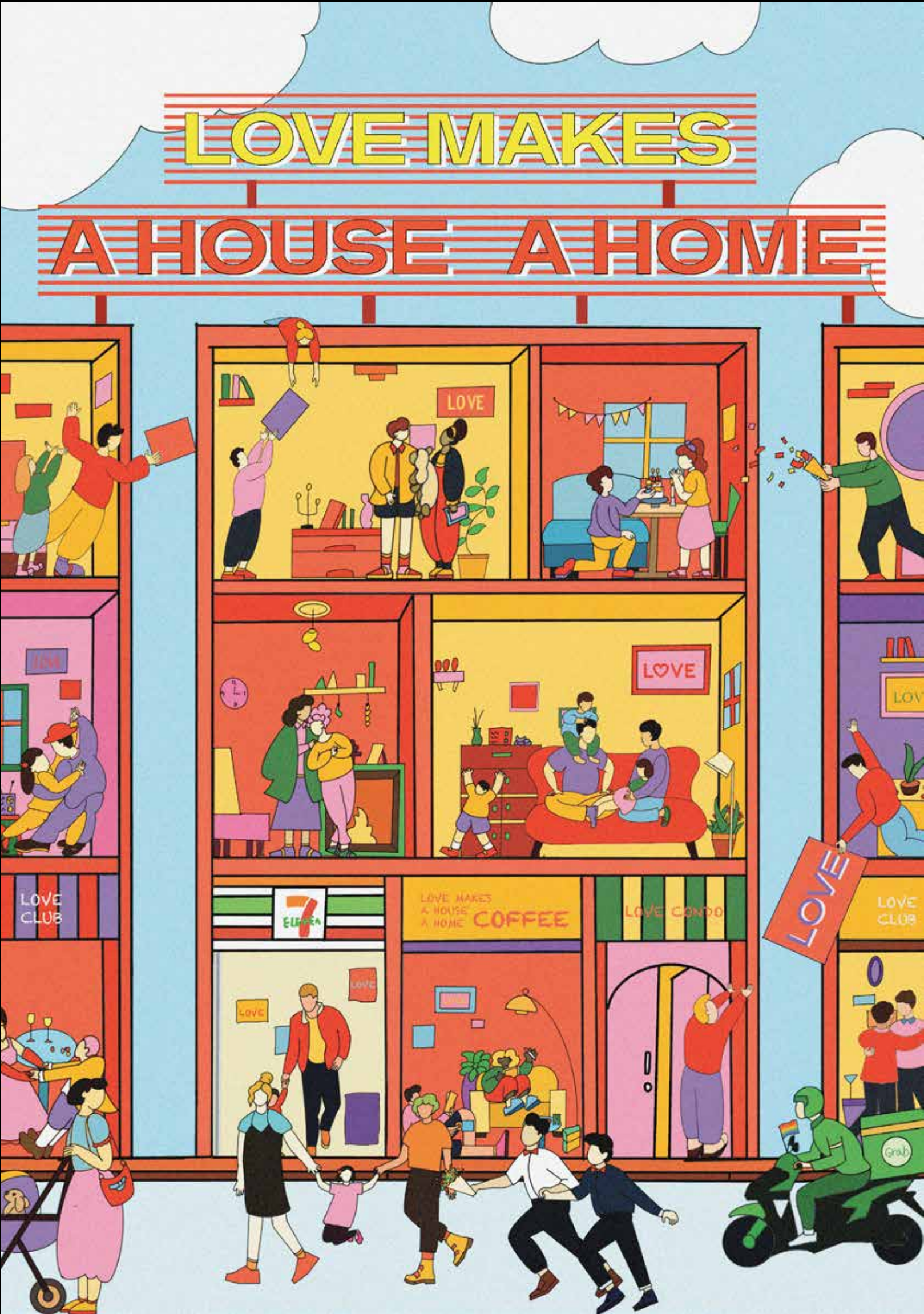
Nini & Wowe

@ cochlear implant association (thailand)

Nini and wowo look for children in the world who need the ears of magical snails. To help them hear the wonderful sounds of the world.



other illustrations
其他插画



5

OTHER WORK

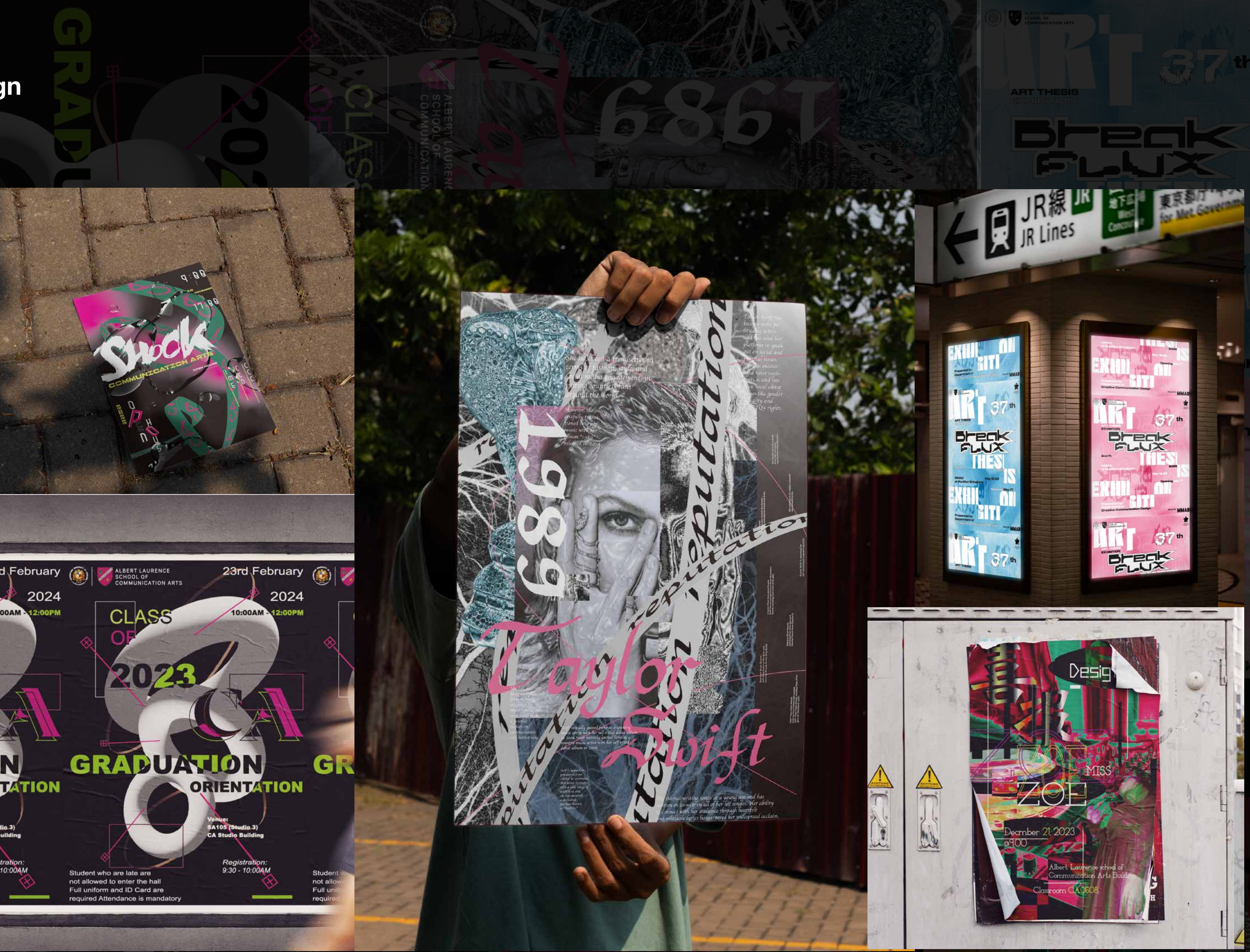
其他作品



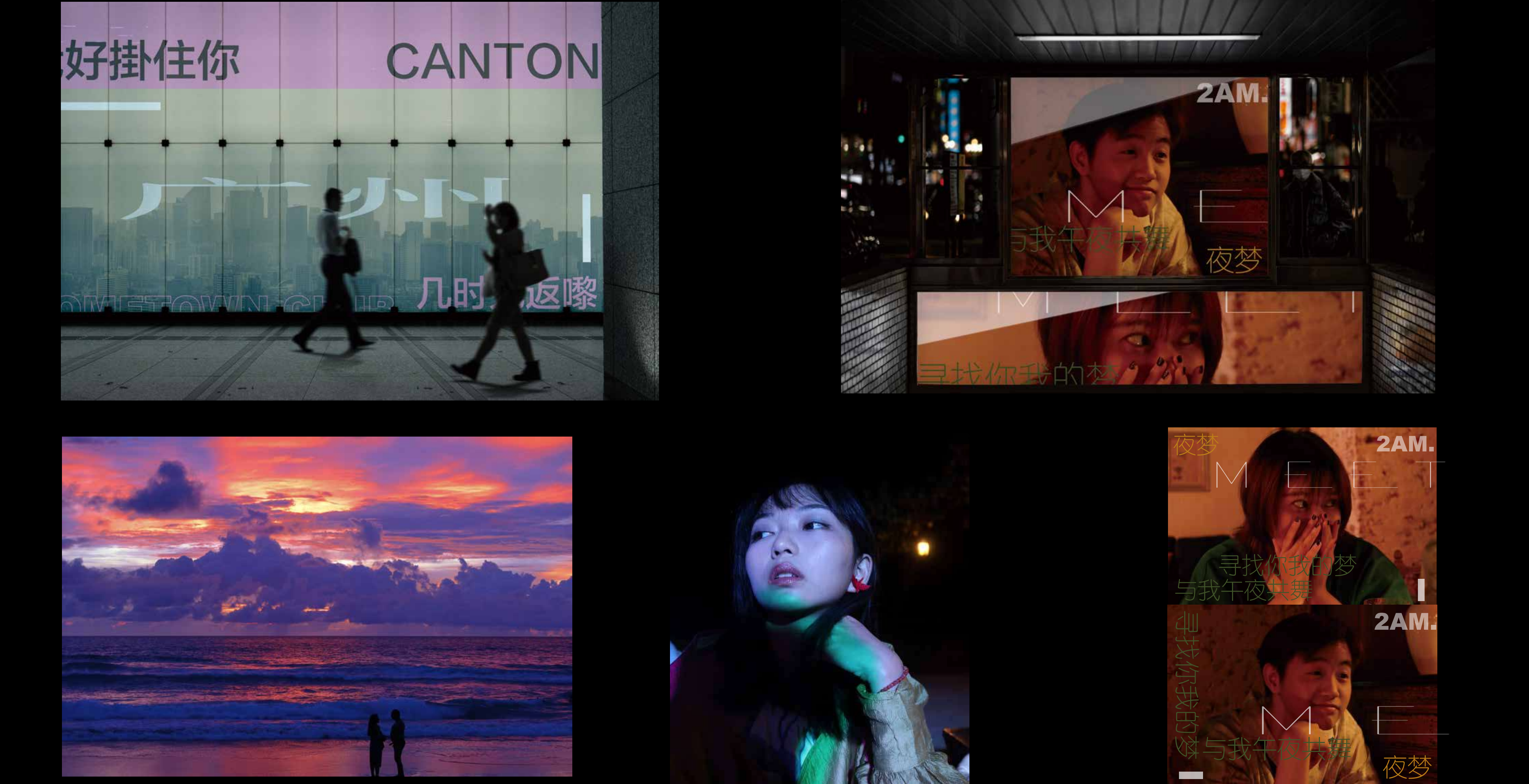
book design
书籍设计



poster design
海报设计



photography
摄影



THANK YOU

THANK YOU FOR YOUR TIMEWE, LOOK FORWARD TO YOUR COOPERATION

感谢您的时间，期待合作

2025