



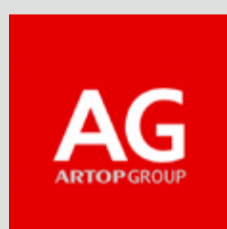
**Beast Jiang 姜臻燁**

Deputy General Manager & Creative Director |  
Artop Design Group Co., Ltd.

常務副總兼創意總監 | 浪尖設計集團有限公司

Since his graduation in 2006, Mr. Jiang has been involved in the industrial design & innovation field in the front line and has led the team to win numerous design awards at home and abroad, such as IF, Red Dot, G-mark, and Red Star etc. He has provided over one thousand in-depth service projects for hundreds of top-tier brands including Huawei, Tencent, and Qualcomm, etc. He also provided comprehensive services for the upgrade of a large number of small & medium-sized enterprises with the establishment of independent innovation. He constantly explores and implements the content of the full industry chain innovation service, offering companies solutions from market positioning, design innovation to production. He continues to explore more effective model development and cross-border innovation through innovative thinking and project execution. The areas he has involved in cover: cross-border products, smart hardware, smart health, smart transportation, smart education, smart business and smart cities etc.

2006年畢業至今，姜氏一直躬身於一線從事工業設計及創新工作，帶領團隊獲得多項IF、紅點、G-mark、紅星等國內外設計大獎。他曾為華為、騰訊、高通等上百個一流品牌提供產品設計相關的逾千個深度服務專案，也在為大量中小型企業產品升級，建立自主創新的路上，提供全面的服務。姜氏不斷探討及實施全產業鏈創新服務的內涵，說明企業從市場定位，到設計創新以至生產實現提供解決方案且落地，通過創新思維以及實際專案不斷開拓更加有效的模式開發與跨界創新。當中姜氏涉及的領域包括：跨界產品、智慧硬體、智慧保健、智慧交通、智慧教育、智慧商業、智慧城市等等。



**Artop Group**, founded in 1999, has been honoured as the State-level Industrial Design Centre, China Creative Industry Leading Corporation, State-level Service-oriented Manufacture Demonstration Platform, State-level High-tech Corporation, National Small-Medium Enterprises Public Service Demonstration Platform, China Industrial Design Demonstration Base, China Industrial Design AAA Credit Rating Corporation, State-level Maker Space under Science Ministry, providing integrated planned high-end comprehensive design solutions for clients, including product planning, creative design, R&D, product manufactures, procurement & logistics, cost control, quality control, brand marketing etc. Moreover, Artop involves the innovation of service system of product, interaction, and environment industry etc., and builds new generation social production and local ecology development project by means of creating valuable interaction service, knowledge and network.

Artop takes the lead in proposing the development model of 'Whole Industry Chain Design Innovation' platform, firmly believing in the corporation philosophy of 'Act with the best virtue like water, and do small things to achieve big', insisting on the operation concepts of 'Value-targeted, user-centric, market-oriented, sustainable development-principled' as well as 'Co-create, co-win, co-exist', Artop has successfully constructed the 'D+M' Whole Industry Chain Design Innovation Service Platform, which sets design integration as the core, including supply chain platform, high-end manufacture platform, culture platform, R&D platform, brand strategy platform, intelligence property platform, education & communication platform, innovation service platform, maker space platform and finance service platform. Nowadays, Artop has more than 1000 employees in whole industry chain design innovation service-based design, research, engineering, manufacture, marketing, branding etc., 31 subsidiaries, affiliated companies and branch offices over 13 cities across the world, providing service for over 2000 top brands of different industries at home and abroad such as Huawei, Tencent, ZTE, Haier, Hisense, Midea, Boeing, BMW, Bentley, Microsoft, Intel and Qualcomm etc., and has been highly approved.

**浪尖集團**，始創於1999年，國家級工業設計中心、中國創意產業領軍企業、國家級服務型製造示範平臺、國家級高新技術企業、國家中小企業公共服務示範平臺、中國工業設計示範基地、中國工業設計行業信用AAA級企業、國家級眾創空間；為客戶提供包括產品規劃、創意設計、研究開發、生產製造、採購物流、成本控制、品質控制、品牌行銷等一體化規劃的高端綜合設計解決方案，以及進行包括產品、交互和環境（產業）等服務系統的創新，通過營造有價值的互動服務、知識和網路，打造新一代服務社會性生產和地方生態發展項目。

在全球率先提出「浪尖全產業鏈設計創新」<sup>®</sup>平臺發展模式，秉承「上善若水，無小不大」的發展理念，堅持「以價值為目標、以使用者為中心、以市場為導向、以持續發展為原則」以及「共創、共贏、共生」的經營理念，成功構建以設計集群為核心的「D+M」全產業鏈設計創新服務平臺，包含供應鏈平臺、高端製造平臺、文化平臺、研發平臺、品牌策略平臺、智慧財產權平臺、教育及交流平臺、創新服務平臺、創新孵化平臺，以及金融服務平臺。目前，浪尖擁有分佈於13個城市設計、科研、工程、製造、行銷、品牌相關服務人員1000多名，子公司及控股公司、分支機構31個，為華為、騰訊、中興、海爾、海信、美的、波音、寶馬、賓利、微軟、英特爾、高通等2000餘個國內外不同行業頂級品牌服務，並獲得高度認可。