



The Bronze A' Design Award for Yihe Dim Sum serves as a testament to the design team's dedication to excellence and innovation. This recognition is expected to inspire future projects within the brand, fostering further exploration and creativity in packaging design. The award also motivates the team to continue striving for exceptional design solutions that enhance the user experience and contribute positively to the industry.

### Team Members

Yihe Dim Sum was designed by a talented team led by Ye Zhang, who served as the Design Director. Yang Mao and Xingxing Li contributed as Art Directors, while Xiaoyi Wang acted as the Lead Designer. The design team also included Xiaoyuan Qin, Yuzheng Lei, Ye Lin, Le Sun, and Xiao Yu Zhou, who all played essential roles in bringing the innovative packaging design to life.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=159111>

### About Ye Zhang

Ye Zhang is a talented designer from China who has made significant contributions to the field of packaging design. As a member of the creative design program at Beijing Jiaotong University, Ye Zhang has been involved in numerous prestigious projects in brand design and cultural creativity. Their work has garnered widespread social influence and recognition through various domestic and international design competitions.

### About Beijing Jiaotong University

Founded in 1896, Beijing Jiaotong University (BJTU) is the birthplace of modern railway and telecommunication education in China. It is renowned both domestically and internationally as one of the key universities with the longest history in China. The creative design program at BJTU, under the School of Architecture and Design, offers majors such as Visual Communication Design, Digital Media Art, Environmental Design, Architecture, Urban and Rural Planning, contributing to the education of numerous outstanding designers and architects for society. The design team at BJTU has undertaken a series of prestigious projects in brand design and cultural creativity, including designs for well-known landmarks in China and overseas, garnering widespread social influence and recognition through various design competitions.

### About Bronze A' Design Award

The Bronze A' Design Award recognizes outstanding packaging designs that demonstrate a high level of creativity, practicality, and professional execution. Winning designs are acknowledged for their potential to positively influence industry standards by effectively blending form and function. The rigorous selection process involves blind peer review by a world-class jury panel of design professionals, packaging industry experts, journalists, and academics. Evaluation criteria include innovation, sustainability, functional efficiency, aesthetic appeal, material choice, user convenience, brand identity reflection, market competitiveness, cost-effectiveness, safety measures, packaging durability, cultural relevance, social impact, originality, technical excellence,

ergonomic design, product protection, information clarity, adaptability, and the inclusion of technology.

#### About A' Design Award

The A' Design Award is an esteemed international juried design competition that recognizes superior products and projects across all industries. Established in 2008, the A' Packaging Design Award welcomes entries from innovative packaging designers, agencies, manufacturers, and brands worldwide. Participants have the opportunity to showcase their creativity, gain global recognition, and contribute to the advancement of the packaging industry. The ultimate aim of the A' Design Award is to create a better world through the power of good design, motivating designers and brands to develop exceptional products and projects that benefit society.

Interested parties may explore the A' [Design Awards](#), view past laureates, and participate with their projects at <https://packaging-awards.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 0314972900

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/749595103>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.