

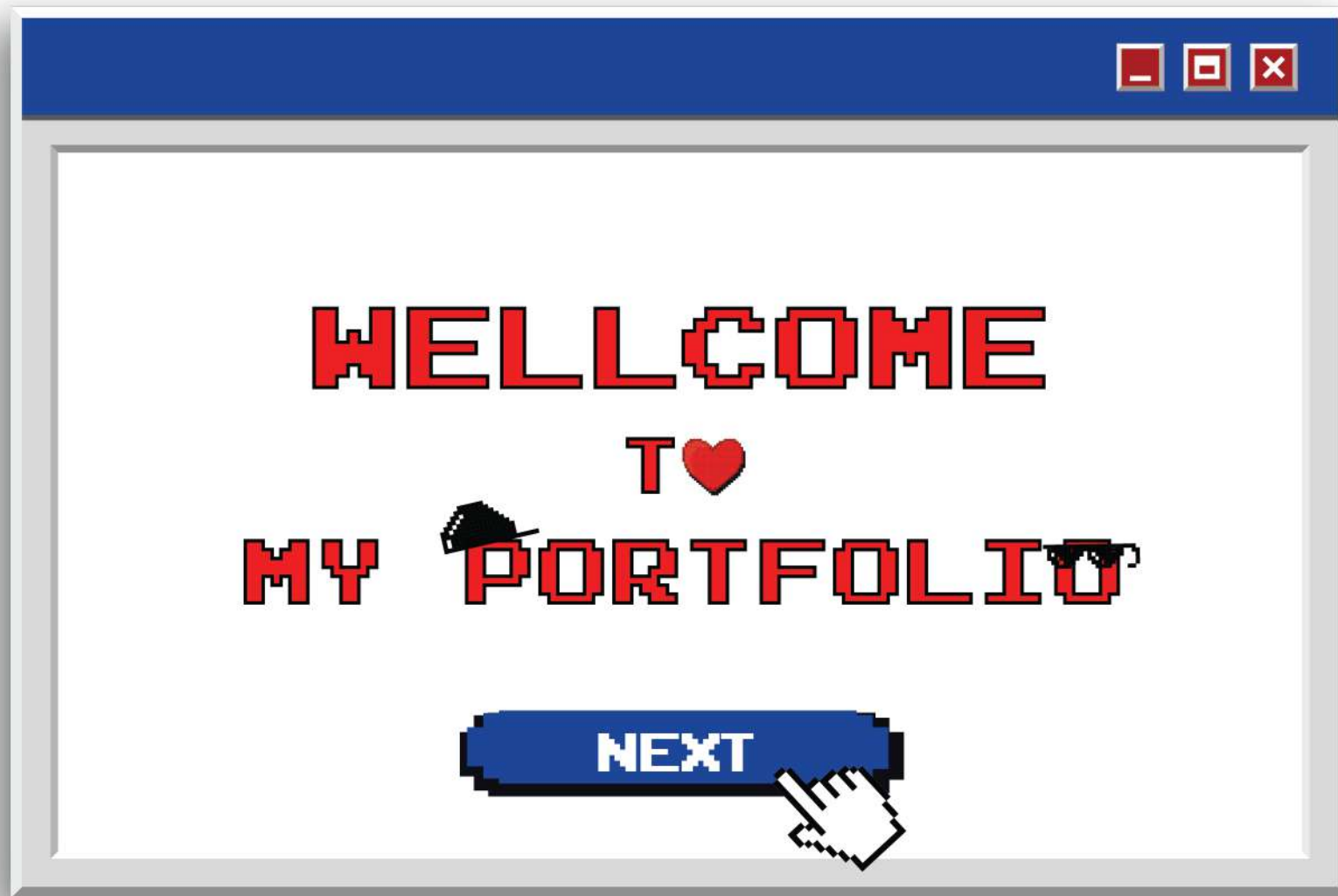


# PORTFOLIO

THE PROJECT

DONGTUANKIET

2021-2023



03

## INTRO

Pros and cons  
Curriculum Vitae  
Cover Letter

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## PROJECT 1

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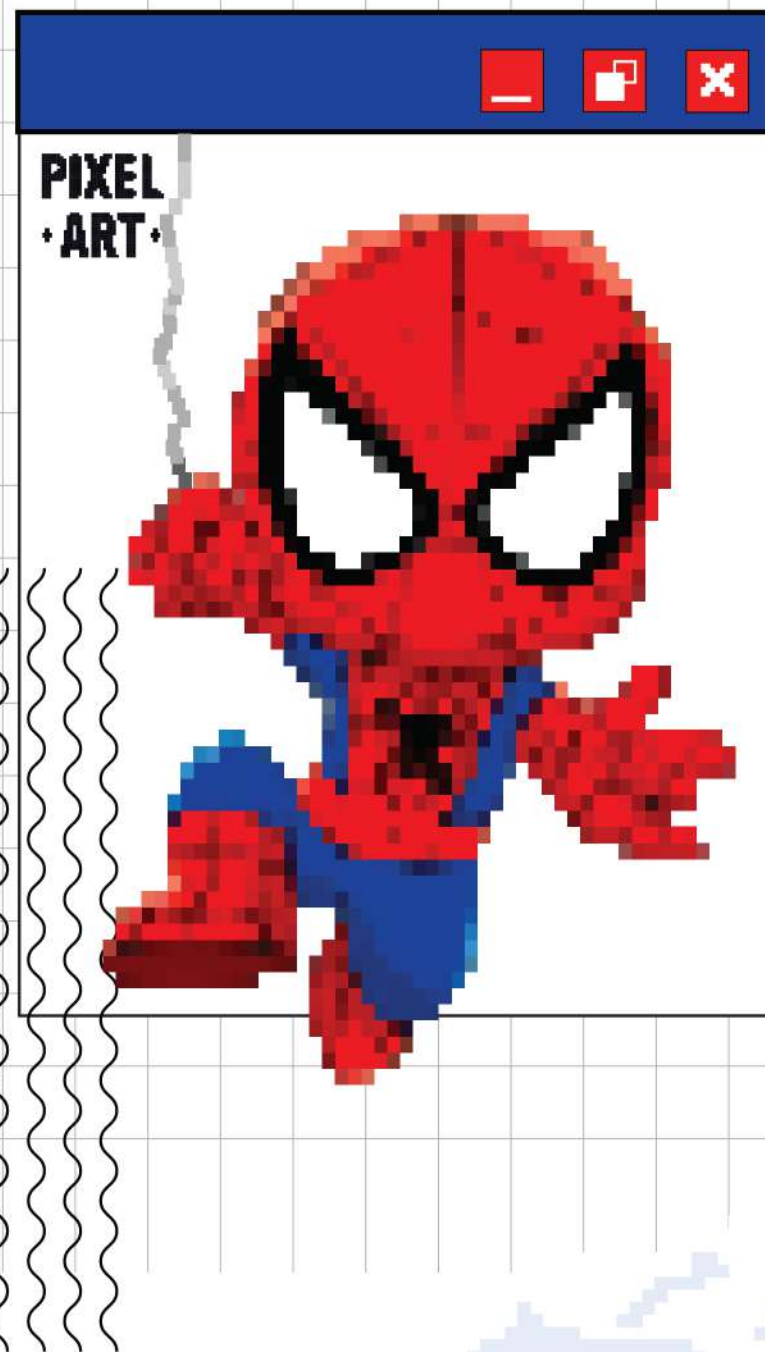
## PROJECT 6

About Project  
Concept  
Mockup Solution

CONTENTS



I am a Graphic Designer with one year of experience working in content creation. I am passionate about creativity and always looking for opportunities to realize my ideas. Creativity, the ability to work independently and the ability to adapt quickly are my strengths. I always want to bring creative and effective design solutions to every project I participate in.



## Q STRONG



CREATIVE

IMAGINATIVE

DISCIPLINED

DILIGENT

ILLUSTRATION

BRANDING

UX/UI DESIGN

DESIGN PRINCIPLES

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

FIGMA

CAPCUT



## Q WEAKNESS



HIGHEGO

IMPATIENT

SELF-DEPRECIATION

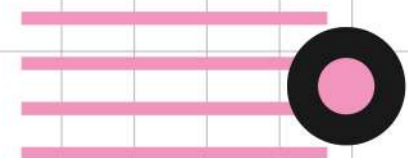
SUBJECTIVITY

TYPOGRAPHY

DRAWING

ADOBE PREMIERE PRO

ADOBE INDESIGN



## EDUCATION

Greenwich University HCM City

Graphic Design

2021-Present

Xuyen Moc High School

2018-2021

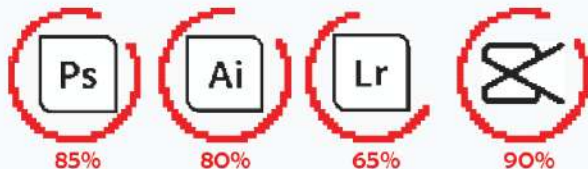
## ABILITIES

Brand identity

Advertising

UX-UI Design

## SKILL



## EXPERIENCE

### DESIGNER MARKETING CAMPAIGN

- Generate ideas for publications serving advertising strategies.
- Design publications for advertising strategies.

Humanvietnam Agency  
Sep 2022 - Apr 2023

### SOCIAL MEDIA POST DESIGNER

- Plan your advertising campaign with the Marketing team.
- Design posts for fanpage, design posters, banners...

OKVIP Agency  
Jul 2023 - Sep 2023





Dong Tuan Kiet  
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RIO Agency  
RIO's recruitment department  
+84 123 45 677  
riocareers@gmail.com

Dear RIO Agency.

I would like to apply for the position of Graphic Designer Communications Campaign at RIO Agency. I am an undergraduate student at Greenwich, majoring in graphic design. I have the ability and experience in designing media publications and would like to have the opportunity to apply my knowledge in practical work.

During my studies, I have accumulated a lot of knowledge and skills in the field of graphic design. I have completed many successful design projects, from creating social media posts for events to designing promotional materials. I am proficient in using professional design tools to create high-quality and attention-grabbing products.

Besides, I have the ability to work well in a team and solve problems quickly. I stay up to date with the latest design trends and am always looking to improve my skills.

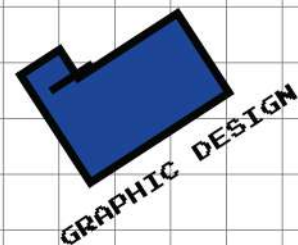
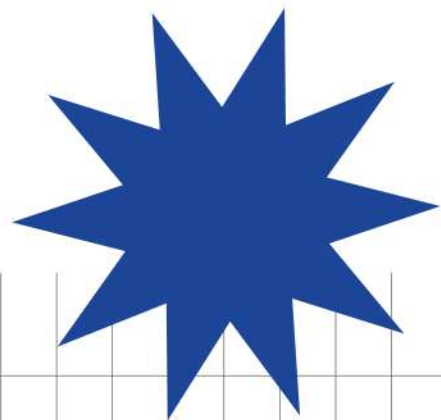
I am very interested in the opportunity to work at RIO Agency and want to contribute to the company's development. I believe I have the ability to meet job requirements and bring value to the team.

Hopefully the company can consider this application and give me an interview opportunity to present more about my skills and experience. I thank you for your consideration of this application.

Sincerely,  
Dong Tuan Kiet

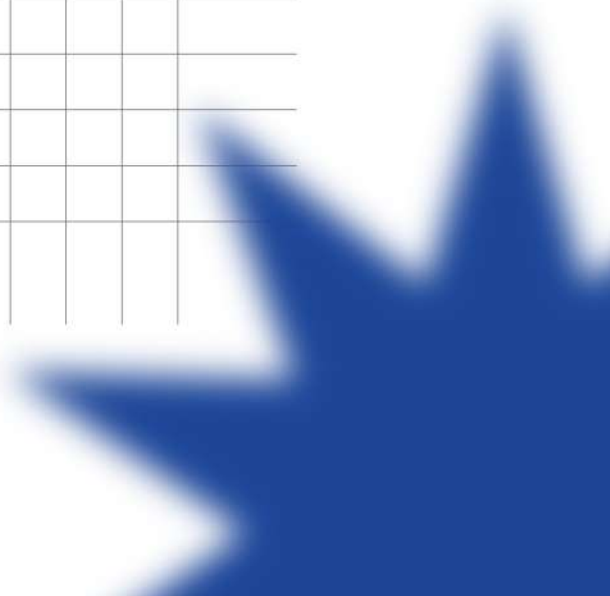
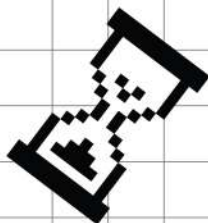






# THE PROJECTS

## 2021-2023



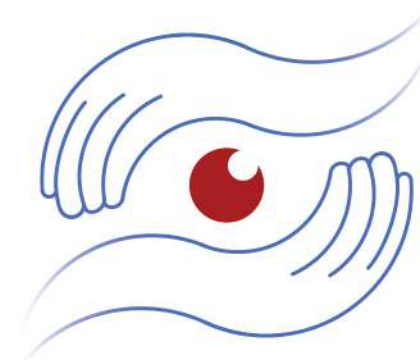


## INSIDOUT

INSIDOUT is a Brand Identity Logo design project for the company to innovate into brand identity design and advertising.

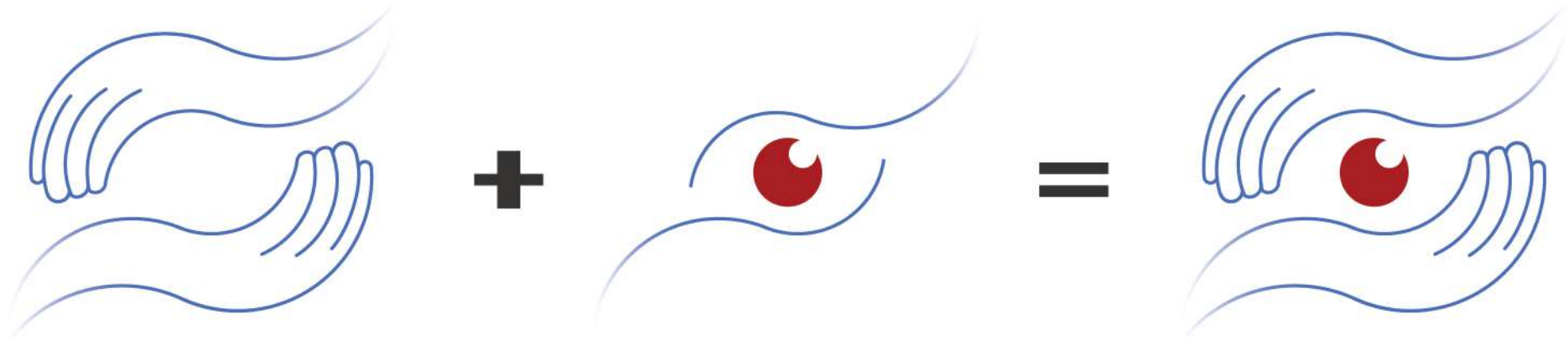
INSIDOUT help elevate your brand, helping businesses tell their stories through designs that help their products reach more customers.

INSIDOUT specializes in designing advertising publications such as posters, banners, key visuals,... And designing professional brand identities.



**INSIDOUT**  
GIVE YOU WHAT YOU NEED

# CONCEPT

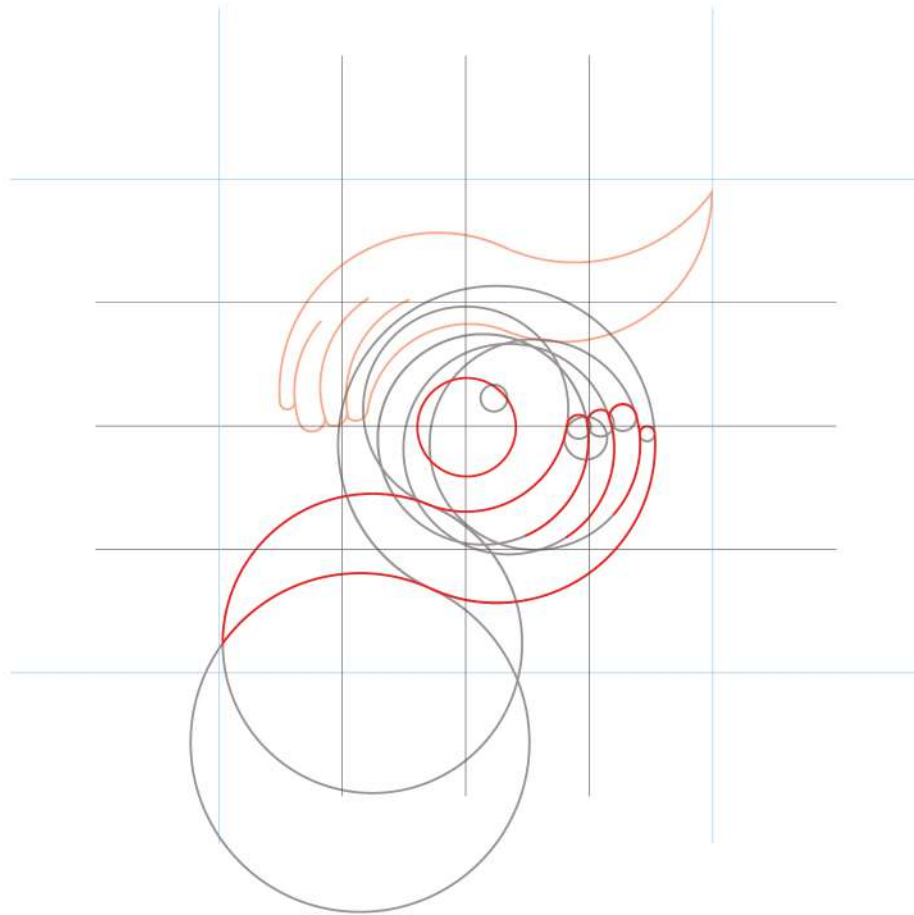


The hands represent the friendliness of the brand. The brand always wants to understand customers from the outside in. The first will be the way to "Touch" with the hand, this is how the brand makes friends with customers, then will touch the emotions of customers.

The eye symbolizes "Touch". "Touch" here means touching the emotions of customers that the INSIDOUT brand wants to aim for. INSIDOUT always wants to see the inner feelings of customers, but it is difficult for customers to say.

Taken together is ISIDOUT's complete logo. INSIOUT represents understanding, always caring about customers' thoughts and feelings, so that they can give customers what they need.

# LOGO DESIGN



Primary Logo



The INSIDOUT logo is designed from soft features with circular shapes, creating a feeling of lightness, benign but no less luxurious and sophisticated.

# LOGO ALTERNATIVES

1. Horizontal Logo



3. Logotype



2. Vertical Logo



4. Logotype with slogan



# COLORING

## Red



C: 23%    R: 169  
M: 100%    G: 23  
Y: 100%    B: 23  
K: 17%

Red represents the way the brand works, which is enthusiasm for work and enthusiasm for all customers.

## Blue



C: 77%    R: 49  
M: 58%    G: 115  
Y: 0%    B: 255  
K: 0%

Blue is the energy of the brand, it is freshness, and creativity. In addition, blue color represents the sharing and trustworthiness of the brand.



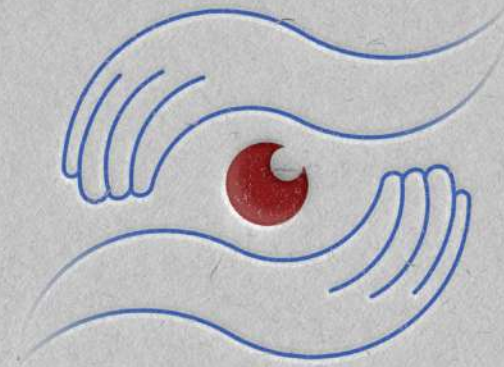
# STORE CATEGORY



INSIDOUT

GIVE YOU WHAT YOU NEED





INSIDOUT  
GIVE YOU WHAT YOU NEED

**OFFICE PAPER**

# GIFT BOX







# ENVELOPE

# MUG





## LUA

This is a business brand of Ao Dai and Ao Dai accessories.

The project designed an identity for the brand "LUA" specializing in innovative Ao Dai business. The spirit that the brand wants to express is new, youthful, energetic but also beautiful of tradition. Want these ao dai to appear everywhere in the country, and abroad. In addition, they also want to maintain and develop the national traditional costume.





# CONCEPT

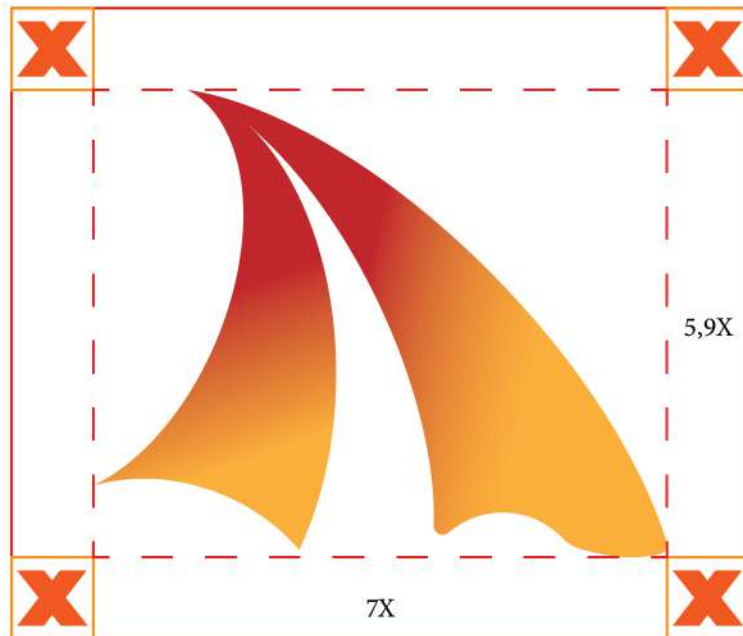


Vietnamese women dressed in traditional Ao Dai this is one of the signature images when referring to Vietnam, this is the main purpose of the "LÙA" logo that wants to become the signature image when it comes to Vietnamese Ao Dai.

Silk represents the ingredients that make up a Ao Dai, the symbol of silk pieces expresses the softness and lightness that the logo brings.

This logo combines the beauty of Vietnamese women when wearing traditional Ao Dai and the softness of Ao Dai made from silk fabric.

# LOGO DESIGN



Primary Logo



The logo along with the slogan "Nguoi Dep Vi Lua" is inspired by Vietnamese proverbs, in addition to carrying the message: "You will be beautiful when you wear a silk ao dai" and "Lụa brand will help you look even more beautiful".

# LOGO ALTERNATIVES

1. Horizontal Logo



3. Logotype



2. Logogram



4. Full logo



# COLORING

## Red



C: 14%    R: 204  
M: 95%    G: 46  
Y: 100%    B: 5  
K: 4%

Red carries a very meaningful message that is history, it is the blood that warriors have fallen to protect the country, protect the traditions and culture of Vietnam. Thanks to that, Vietnamese ao dai is still preserved today.

## Yellow



C: 0%    R: 251  
M: 39%    G: 167  
Y: 100%    B: 14  
K: 0%

Yellow color brings the youthfulness, dynamism and enthusiasm of youth that innovative Ao Dai products show. In addition, it also represents the typical tropical climate of the land of the birth of ao dai, which is Vietnam.



# STORE CATEGORY





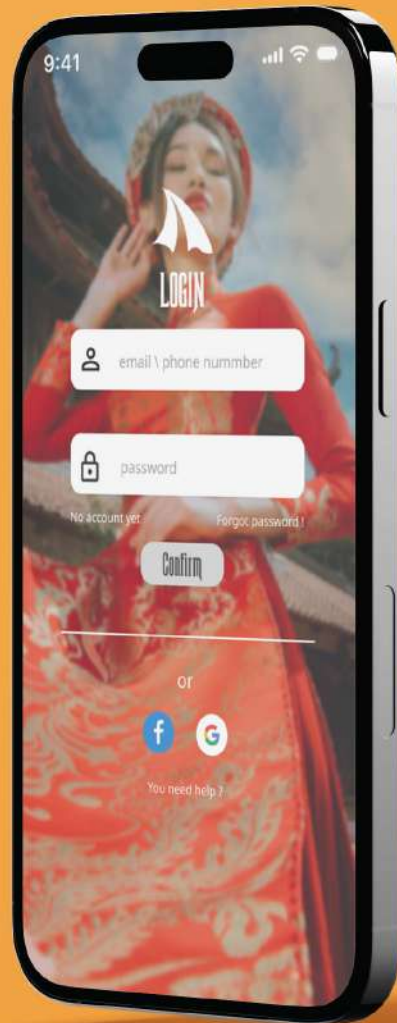
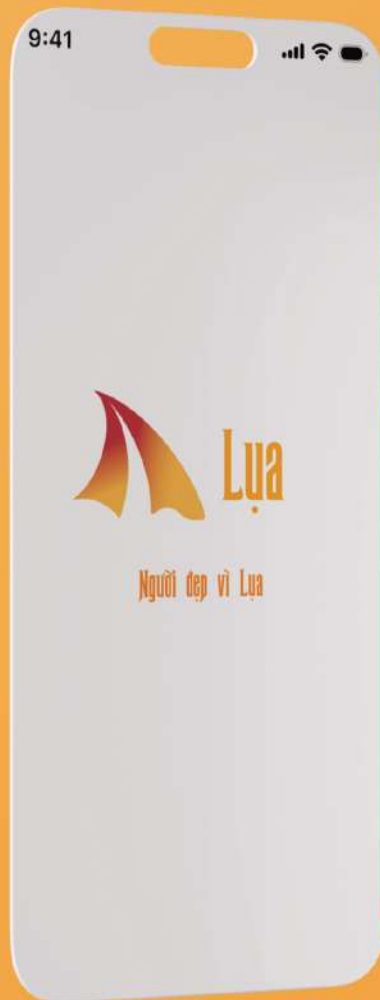
# MOBILE APP



“LUA” phone application to sell Ao Dai online.



# MOBILE APP



“LỤA” phone application to sell Ao Dai online.

# BANNER STREET



# HAND BAG







## ALINE MASCOT VIETNAM AIRLINES

The project designed a mascot character for Vietnam's largest airline, Vietnam Airlines. Mascot carries the spirit of Vietnam Airlines, expressing tradition through the Ao Dai of flight attendants. In addition, it also shows youthfulness, newness and trust.



# MASCOT CONCEPT



**Name:** Aline

**Age:** 25 year old

**Personality:** Cheerful, friendly,  
like to fly, likes helping people.

**Origin:** Coming from heaven,  
Aline is a guardian angel sent to  
earth to protect people when

The idea of creating this character originates from the image of Vietnam Airlines flight attendants who are always cheerful and enthusiastic to help passengers have a comfortable flight. The character is shaped with wings and a magic wand help passengers have a safe flight.

# MASCOT COLOR



#E8EBED	R: 232 G: 235 B: 237	C: 8% M: 4% Y: 4% K: 0%
#FAE5D3	R: 250 G: 229 B: 211	C: 1% M: 10% Y: 15% K: 0%
#1C91B3	R: 28 G: 145 B: 179	C: 80% M: 29% Y: 20% K: 0%
#FCBB35	R: 252 G: 187 B: 53	C: 1% M: 29% Y: 90% K: 0%
#D85F60	R: 216 G: 95 B: 96	C: 11% M: 77% Y: 58% K: 1%



# BROCHURE



Brochure Vietnam Airlines combined with Mascot Aline



**NOTEBOOK**

# COFFEE CUP





# TALK SHOW

## WORK DUST-FREE ENVIROMENT

The project designed a set of media publications for a talk show event on environmental protection issues.

Topics include: Deforestation for the production of wood products, Sound pollution from wood manufacturing and processing plants and Dust pollution from wood manufacturing and processing plants.



TESTSHOW  
**WORK  
DUST-FREE  
ENVIROMENT**

Wooden Funiture Substitutes

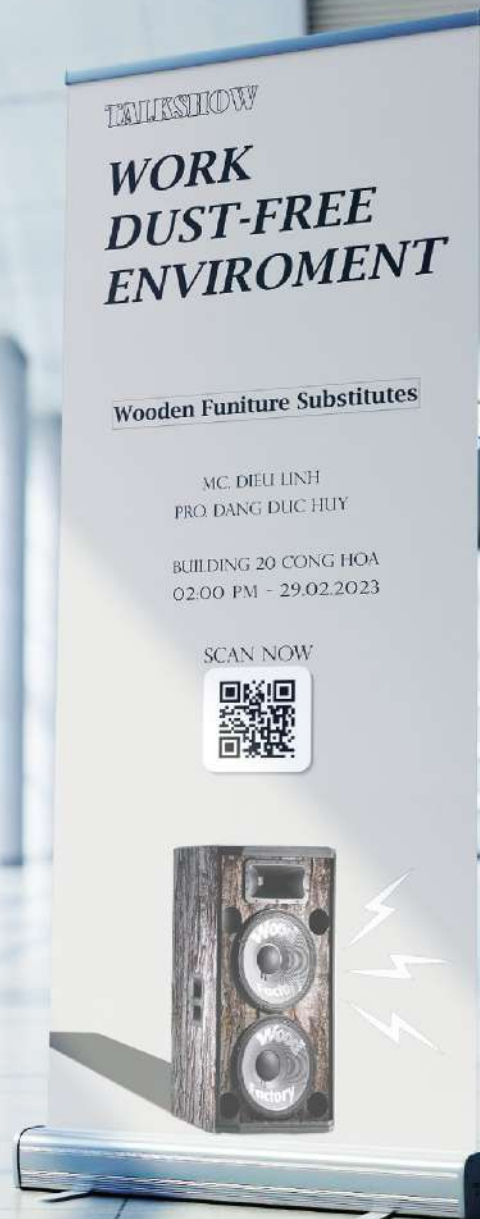
MC. DIEU LINH  
PRO. DANG DUC HUY  
BUILDING 20 CONG HOA  
02:00 PM - 29.02.2023

SCAN NOW



**STANDEE**

# STANDEE





TALKSHOW

# WORK DUST-FREE ENVIROMENT



Wooden Funiture Substitutes

SCAN NOW



MC. DIEU LINH  
PRO. DANG DUC HUY

BUILDING 20 CONG HOA  
02:00 PM - 29.02.2023

**POSTER**



**WORK  
DUST-FREE  
ENVIROMENT**

MC. DIEU LINH  
PRO. DANG DUC HUY

SCAN NOW



STANDEE



# BANNER



TALKSHOW

## WORK DUST-FREE ENVIROMENT

Wooden Furniture Substitutes

MC. DIEU LINH  
PRO. DANG DUC HUY



BUILDING 20 CONG HOA  
02.00 PM - 29.02.2023





# COFFE FOR EVERY ONE

This is a magazine about the popular coffee shop styles in Ho Chi Minh City.

Done by the individual, to make this project necessary to move around the city, take all the pictures of how the café works and study which customer files regularly use which coffee service.





# CONCEPT



This magazine talks about popular café styles in Ho Chi Minh City, which customers like which styles. In addition, the magazine now carries a message that is: "Coffe For Every one", nowadays people often distinguish rich coffee from poor coffee, while each coffee style has a special or different feature, giving us interesting experiences. Therefore, the message of this magazine is to remove this perspective because coffee is for everyone, regardless of wealth and class.

# ALL LAYOUT

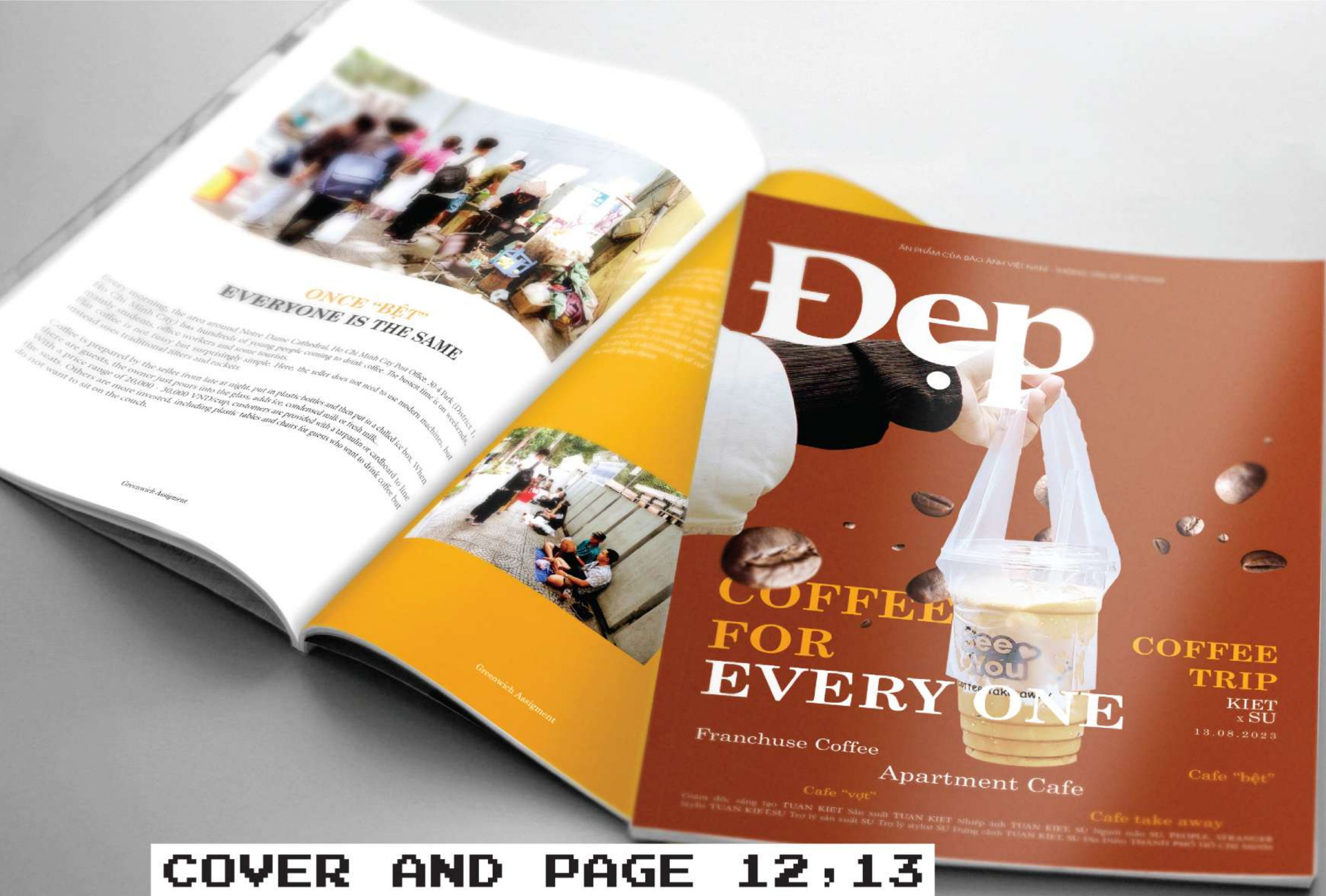






COVER





COVER AND PAGE 12, 13



## LOOKS NORMAL BUT NOT ORDINARY!

It is not clear where it originates, but perhaps social networks are the "guides" for old things that seem to have been faded by the dust of time. Going to a coffee shop can be called a habit of getting up early for young people (because old people can hardly sleep late).

Every 6:30 am to about 8 am is the time when the coffee shops are bustling. The price of these coffee cups is as cheap as sidewalk coffee (from 15,000 - 20,000 VND), but everyone rushes to buy it, because its quality is confirmed by sight and ear.

Instead of crossing the street to buy cups of coffee of unknown origin, racquet coffee is prepared on the spot, still hot in hand.



The process of making coffee with racket seems simple but sophisticated, but it doesn't take too much time if you have prepared in advance the steps to boil water, grind coffee... Skilled hands, make coffee every day it doesn't take long to finish a cup of latte.

There are not many coffee shops for you to choose from, because the existing ones have been operating for a long time, with herloom stories that cannot be changed, but should only be "peaceful like a lot" between the times.



A few years ago, coffee shops such as Ba Lu, Phan Dinh Phung, Chu Thanh... still only entertained neighboring guests. Not a small trader in Phung Hung market, not reading newspapers, chatting about life.

Gradually, when technology is really ingrained in young people's lives, people see more % even 2000...

Good, cheap coffee is one thing, the reason why young people gradually come to coffee shops is mainly because of the nostalgia effect from music, movies, to fashion, photography... Those who love coins, in this direction, always choose for yourself the nostalgic classic places that come with peace.



# POSTER STRESS

AN PHAM COA BAO ANH VIET NAM - THONG TAI XA VIET NAM

# Đẹp

COFFEE FOR EVERYONE

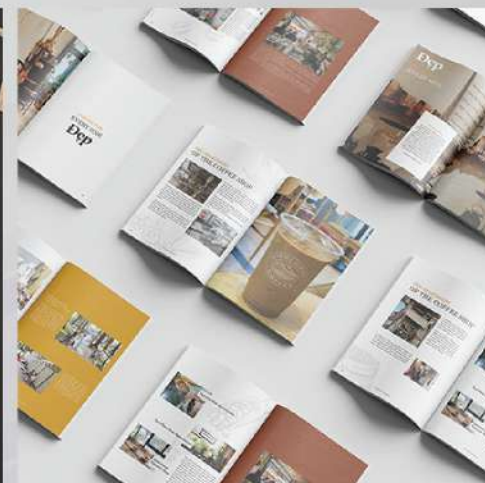
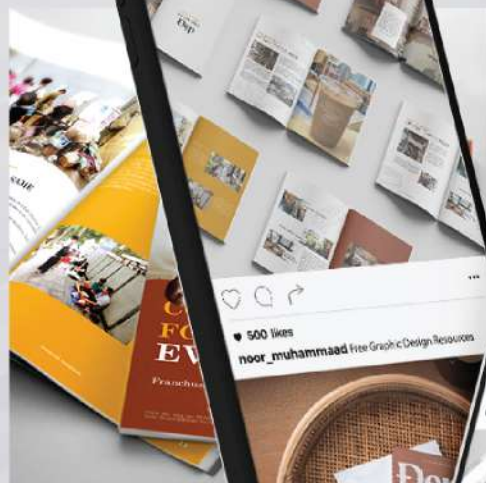
COFFEE TRIP  
KIET x SU  
13.08.2023

Franchise Coffee  
Apartment Cafe  
Cafe "vật"  
Cafe take away

Giám đốc sáng tạo TUAN KIET Sãn xuất TUAN KIET Nhiếp ảnh TUAN KIET, SU Người mẫu SU, PEOPLE, STRANGER  
Stylis TUAN KIET, SU Trợ lý sãn xuất SU Trợ lý stylist SU Dựng cảnh TUAN KIET, SU Địa Điểm THÀNH PHỐ HỒ CHÍ MINH



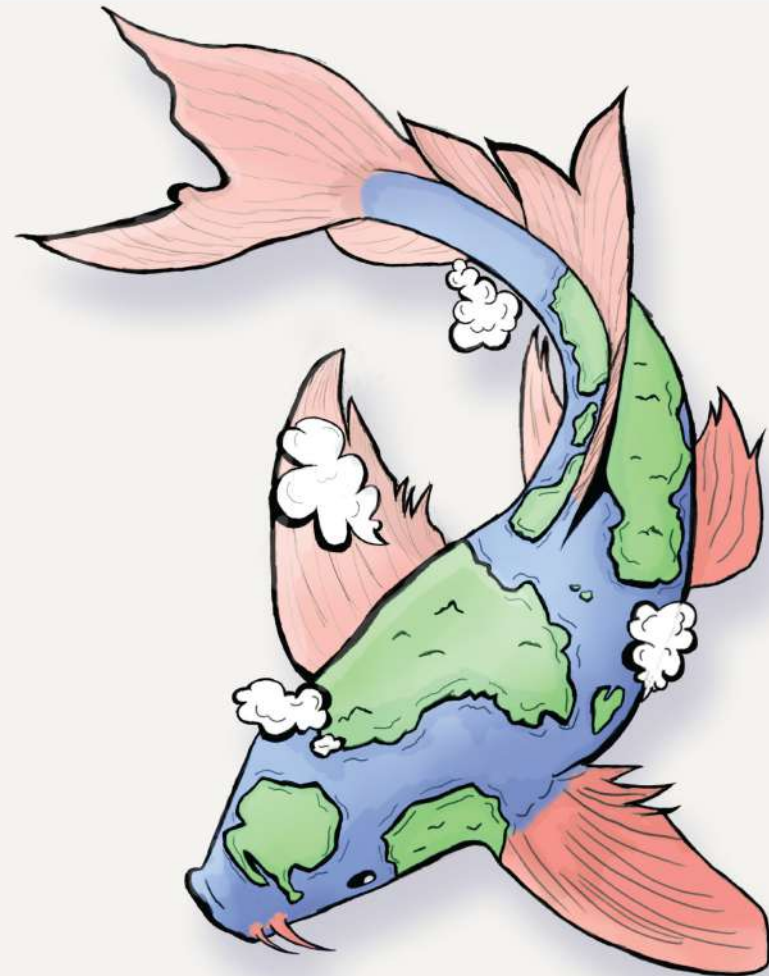
# SOCIAL NETWORK





# FISH-E

Fish-E is a project to protect the earth against human-caused impacts such as air pollution, marine pollution... The message is through the image of the Koi fish and the Earth together.





# CONCEPT

This Koi fish is called "Oc Oc", Koi fish in Japanese culture means strong, resilient, always overcoming all difficulties, that is also the message that this project brings, no matter what, the Earth will overcome these bad impacts as long as we join hands to protect, our Earth will always be as beautiful as this Koi fish.



# T-SHIRT







**MOUSE PAD**



# KEYCHAIN



# CLOCKWATCHER



END





THANK YOU FOR READING



HOPE YOU LIKE IT

Dong Tuan Kiet  
gds210159  
03777.27.092  
dongtuankiet24052003@gmail.com

My name is Dong Tuan Kiet, graduated from Greenwich University. My portfolio is a collection of creative products in the field of Branding and visual narrative. In my portfolio, I have created many diverse and unique products such as Brand Identity, Character Design and media publication design.

With my creativity, I have created unique and highly recognizable brand identities for various businesses. I have also created unique characters, with their own personalities and creative styles. In addition, I also demonstrate my ability to design media publications through the creation of books, brochures, posters and other advertising materials.

My portfolio is not just a collection of products, but also represents my creativity, professionalism and creative working spirit. I am honored to share my portfolio and hope it will attract interest and appreciation from everyone.

Dong Tuan Kiet  
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03777.27.092  
dongtuankiet24052003@gmail.com

