



PORTFOLIO

THE PROJECT

DONGTUANKIET

2021-2023



WELCOME

T♥

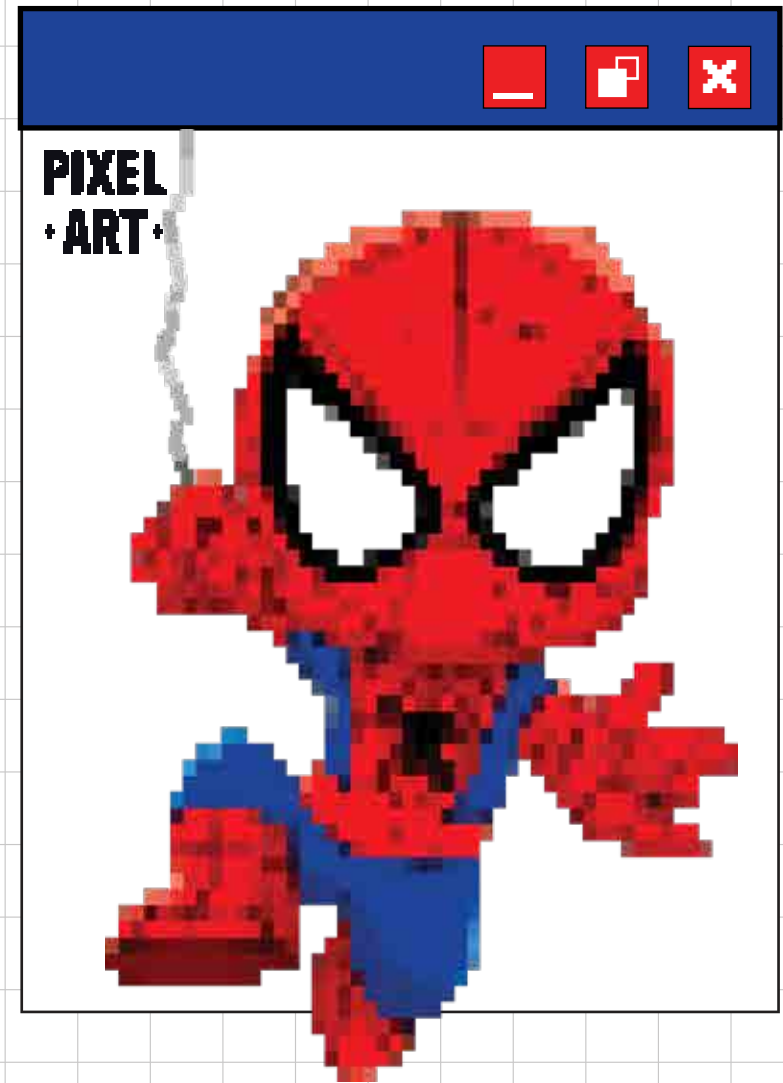
MY PORTFOLIO

NEXT





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.



EDUCATION

Greenwich University HCM City

Graphic Design

2021-Present

Xuyen Moc Hight School

2018-2021

ABILITIES

Brand identity

Advertising

UX-UI Design

SKILL



85%



80%



65%



90%

EXPERIENCE

DESIGNER AND CONTENT CREATOR

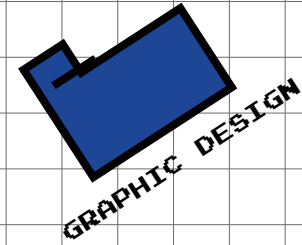
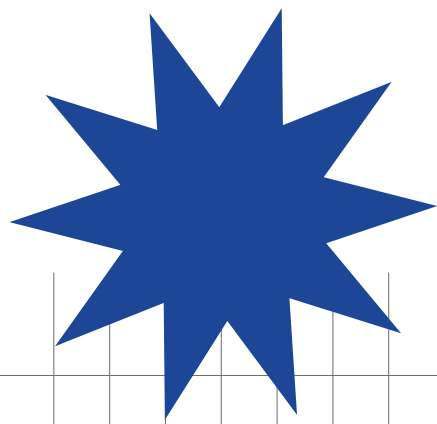
- Generate ideas for publications serving advertising strategies.
- Design publications for advertising strategies.

Humanvietnam Company
Sep 2022 - Apr 2023

SOCIAL MEDIA POST DESIGNER

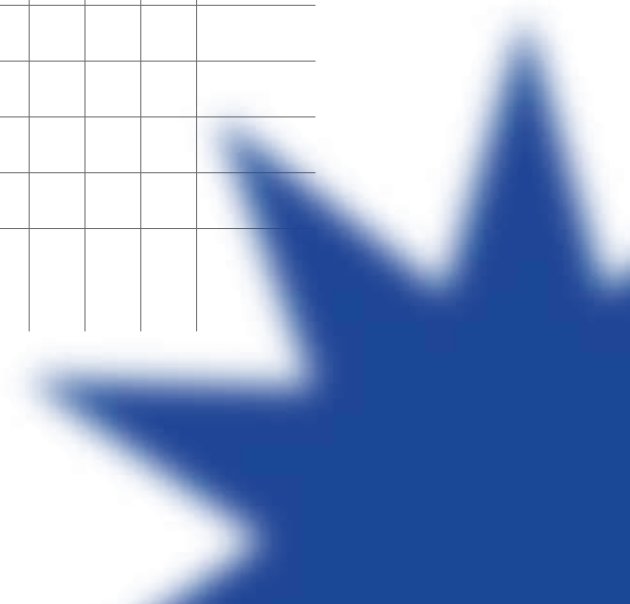
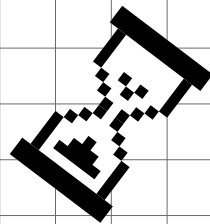
- Plan your advertising campaign with the Marketing team.
- Design posts for fanpage, design posters, banners...

OKVIP Agency
Jul 2023 - Sep 2023



THE PROJECTS

2021-2023



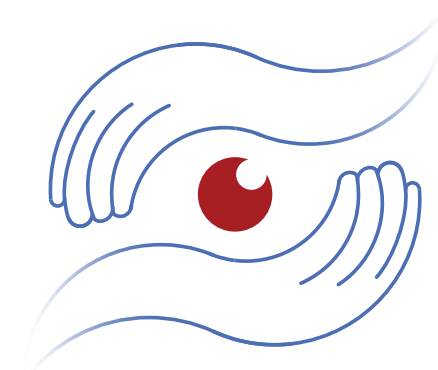


INSIDOUT

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.

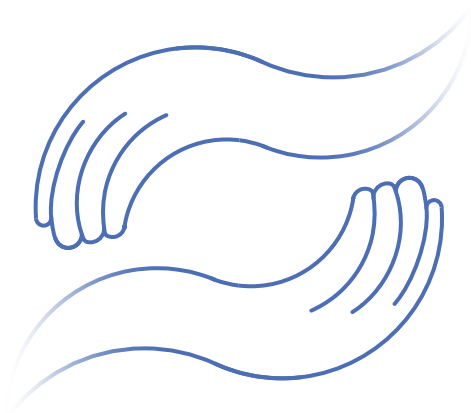
INSIDOUT specializes in designing advertising publications such as posters, banners, key visuals,... And designing professional brand identities.



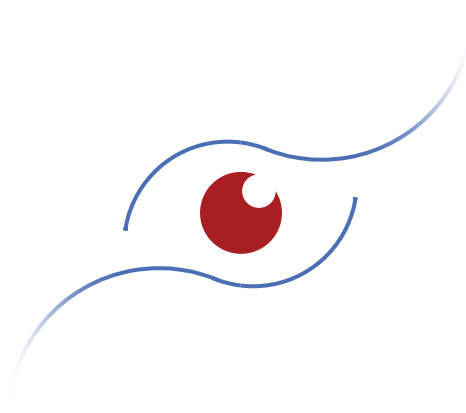
INSIDOUT
G I V E Y O U W H A T Y O U N E E D



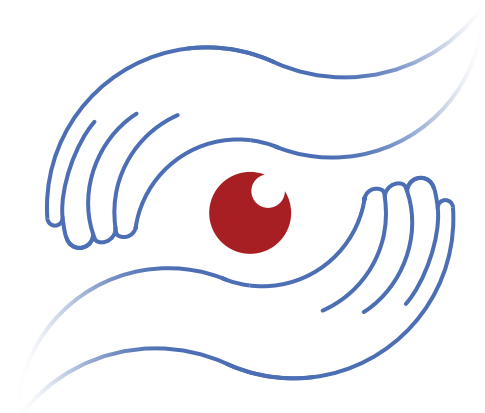
CONCEPT



+



=



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.

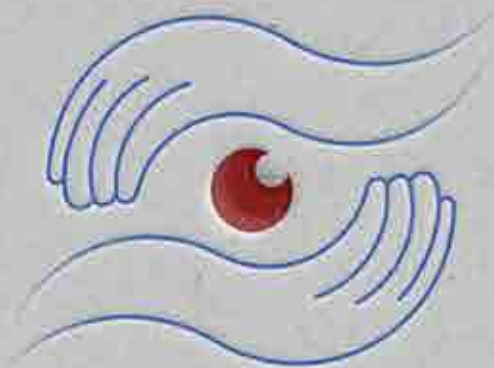
The eye symbolizes "Touch". "Touch" here means touching the emotions of customers that the INSIDOUT brand wants to aim for. INSIDOUT always wants to see the inner feelings of customers, but it is difficult for customers to say.

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



INSIDOUT

GIVE YOU WHAT YOU NEED



INSIDOUT
GIVE YOU WHAT YOU NEED







LƯA

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

The project designed an identity for the brand "Lúa" 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 "Lua" 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.



Người Đẹp Vì

Lụa

ÁO DÀI CÁCH TÂN

50 HOANG HOA THAM, TAN BINH, HCM CITY
038.350.2477



9:41

LUA

Search

NEW PRODUCTS HOT DEALS BEST SELLERS

Today's Suggestions

Red innovation Nhat Binh

High quality materials, lightweight, great comfort.

9:41

LOGIN

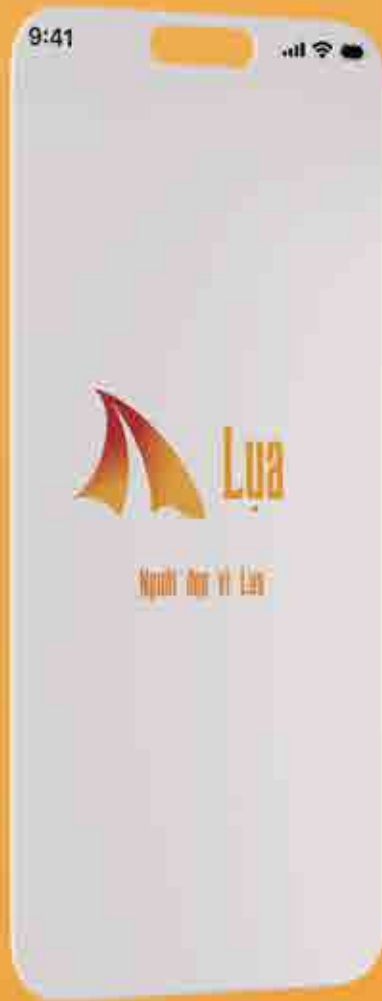
Email / phone number

Password

Confirm

or

Facebook Google





Người Đẹp Vì **LƯA**



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



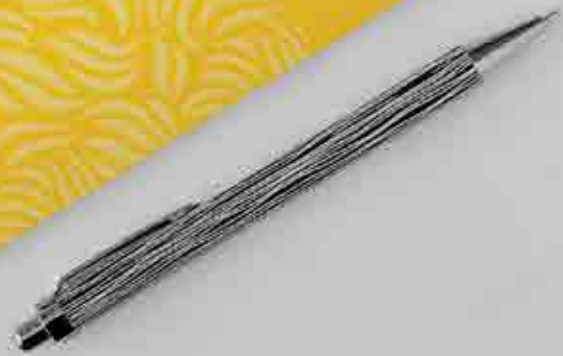
Name: Aline

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.









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.



TRƯỜNG ĐẠI HỌC

WORK DUST-FREE ENVIROMENT

Wooden Furniture Substitutes

TRƯỜNG ĐẠI HỌC
KIẾN TRÚC ĐỨC THUY
BUILDING 20 CÔNG HOA
02:00 PM - 09.02.2023

SCAN NGAY



TRƯỜNG ĐÀO TẠO

WORK DUST-FREE ENVIRONMENT

Wooden Furniture Substitutes

MỘT THỜI ĐÓNG
PHỒ HANG ĐỨC HUY

BUILDING 20 CÔNG HÒA
02.00 PM - 19.02.2023

SCAN NOW



TALKSHOW

WORK DUST-FREE ENVIROMENT



Wooden Funiture Substitutes



MC: DIỆP LINH
PRO: DANG DUC HUY

BUILDING 20 CONG HOA
02:00 PM - 29.02.2023



TRAVELER'S

WORK DUST-FREE ENVIROMENT

Wooden Furniture Substitutes

NO CHEMICAL
PROCESSING IN ITALY

PRIMA SOSTA S.p.A.
SESTO CA - VERCELLI



WALLSPRINT

WORK DUST-FREE ENVIRONMENT

Wooden Furniture Substitutes

MC DILLINI
PRO DANG DER HUY

BUILDING 20 COSA HUY
0246 PSH 29022023

SCAN NOW



Vertical text on a separate panel to the left, likely providing additional information or a list of items.





COFFEE FOR EVERYONE

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: "Coffee 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.





Dep

COFFEE
FOR
EVERYONE

Prochaska Coffee

Apartment Cafe

COFFEE
TRIP

100%
ARABICA

12.95



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.



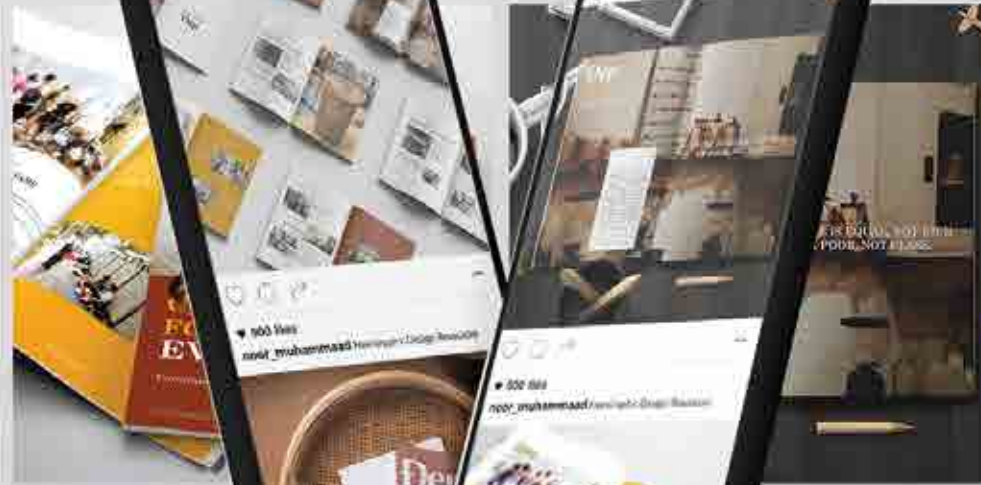
The process of making coffee in a racket seems simple but is sophisticated, but it doesn't take much time if you have prepared it in advance. The song is not just a coffee... Skilled hands can always do it. I don't think I'll finish a cup of coffee. There are not many coffee shops for you to choose from, but the existing ones have been operating for a long time, with interesting stories that cannot be compared. It should only be "youthful life" between the lines.



In many cities, there are many coffee shops, but in Phung Hung, the coffee shops are still in the same style as in the past. The coffee shops in Phung Hung market, not only serve coffee, but also serve other drinks. The coffee shops in Phung Hung market are very popular, and many people go there every morning. The coffee shops in Phung Hung market are very popular, and many people go there every morning.

The coffee shops in Phung Hung market are very popular, and many people go there every morning. The coffee shops in Phung Hung market are very popular, and many people go there every morning. The coffee shops in Phung Hung market are very popular, and many people go there every morning.

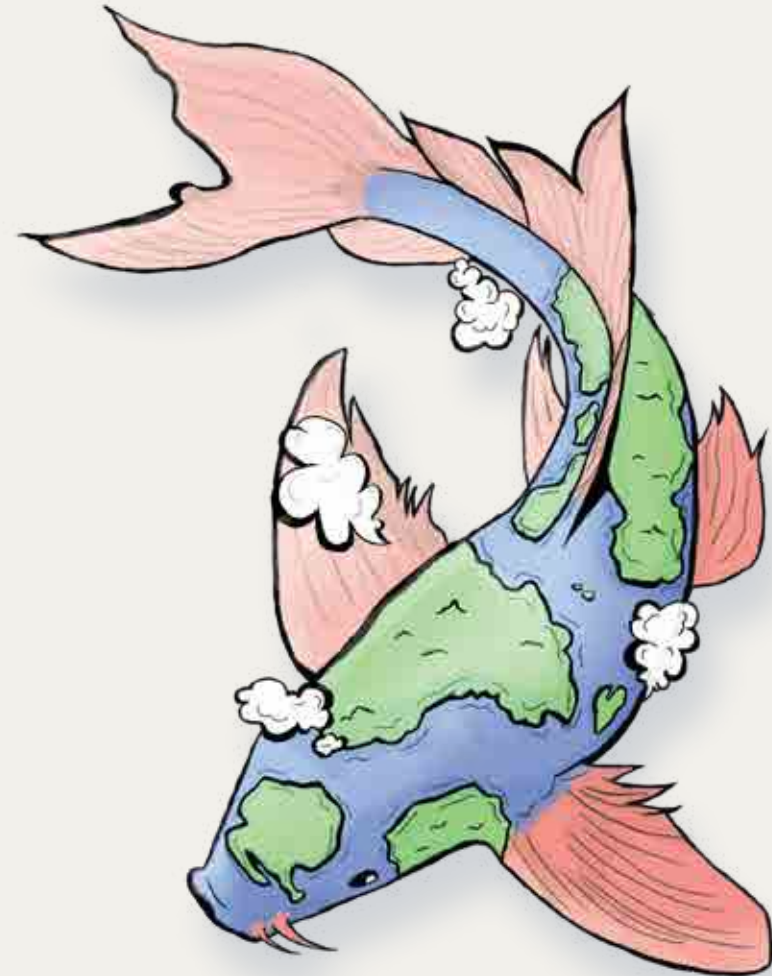
There are very few people in the country who are local coffee drinkers. They are local coffee drinkers, and they are local coffee drinkers. They are local coffee drinkers, and they are local coffee drinkers. They are local coffee drinkers, and they are local coffee drinkers.





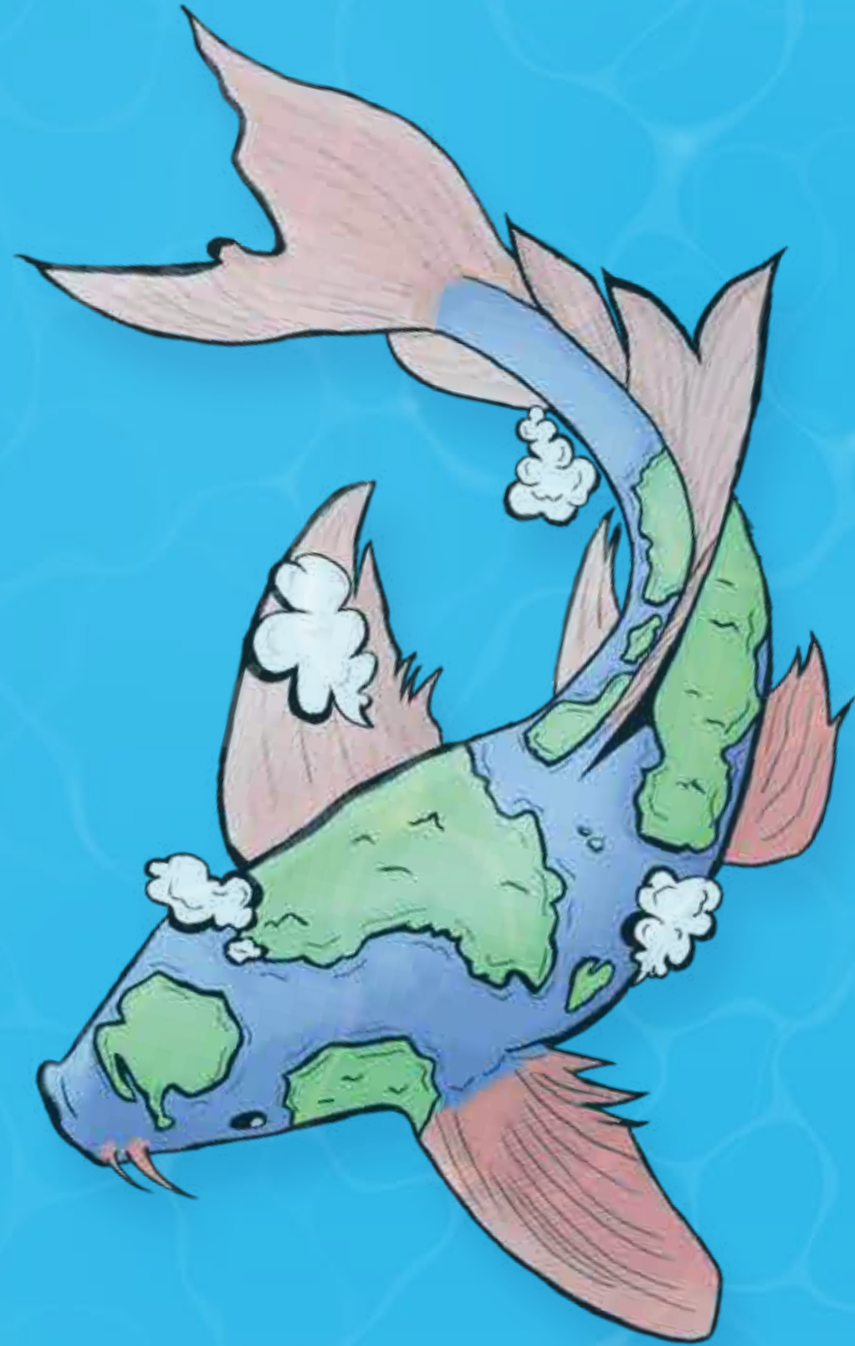
FISH-E

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 "Öc Öc", 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.













TIGER SOJU

This project involves designing promotional materials for the event and the launch of Tiger Soju's new product. Collaborating with the marketing team, the project includes designing materials such as posters, billboard banners, and YouTube thumbnails to promote the product and the event.



KPOP IN YOUR STAGES

07.06-28.06



Tiger
SOJU

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Văn Hóa Hàn
**CON NGƯỜI
VIỆT**

PHỐ ĐI BỘ NGUYỄN HUỆ
08:30-21:30
21.07.2024



Tiger
SOJU



Tiger

NHÂN ĐÔI **SO JU** NHÂN ĐÔI

Vân Hòa *Hương Vị*

NEUOI DUOI BI TUOI KHONG DUOC UONG KHUOC GIA

Tiger Tiger Tiger Tiger

SO JU SO JU SO JU SO JU

001619



YouTube video player interface for Tiger Soju advertisement.

Video title: Nhân Đôi Văn Hóa, Nhân Đôi Hương Vị - Tiger Soju

Views: 16 N views 1 year ago

Engagement: 8 257 likes, 3 503 dislikes

Channel: Tiger Beer Viet Nam (36.3 N subscribers)

Subscribe button: SUBSCRIBE 8,8 M

Video content: A young man in a green jacket holding a Tiger Soju can. Text overlay: NHÂN ĐÔI Văn Hóa NHÂN ĐÔI Hương Vị. Tiger SOJU logo.





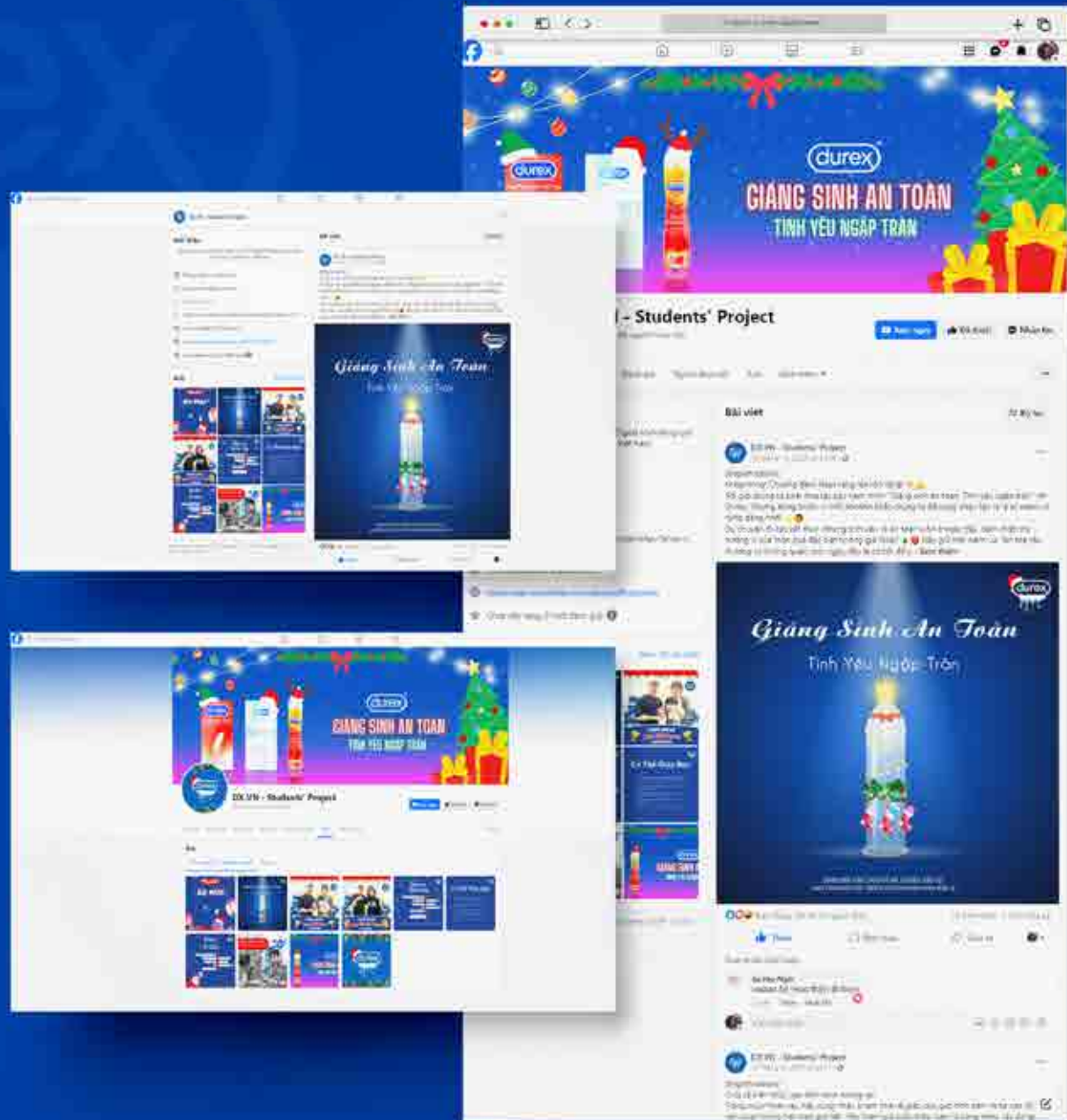
DX.VN STUDENTS' PROJECT

"The DX.VN Students' Project" is a collaboration with the Saigon Hood team. The project's mission is to build a Fanpage and Website, design various visuals such as Facebook posts, YouTube thumbnails, and create the Website interface.



FANPAGE

<https://www.facebook.com/DR.VNservice>





FANPAGE

<https://www.facebook.com/DR.VNservice>

WEBSITE





BAI VE - BAY VE

This project revolves around organizing an exhibition for the "Bay Ve - Bai Ve" Board Game set. My role in this endeavor encompasses designing various display elements for the exhibition, including backdrops, posters, standees, crafting 3D representations of the products, and creating a 3D model of the exhibition space.



DUNG DANG, DUNG DE

12 SCAN
AND
ENJOY



ĐI ĐUA KHO SỮA ĐẾN THUA KẾT * VÀI BỮA * ĐỂ NHẬN QUÀ BỮA ĐANG * PHÒNG 21 THUA KẾT * ĐỂ NHẬN
QUÀ * ĐÓNG THUA KẾT * ĐÓNG QUÀ THUA * VÀ NHẬN * ĐỂ NHẬN QUÀ * ĐÓNG THUA KẾT * ĐÓNG QUÀ THUA



**BAY VE
BAI VE**

22.11.2023
8H - 20H

20 CONG HOA, TAN BINH, HCM

QR code in the top right corner.

**BAY VE
BAI VE**

22.11.2023
8H - 20H

20 CONG HOA, TAN BINH, HCM

QR code in the top right corner.

**BAY VE
BAI VE**

22.11.2023
8H - 20H

20 CONG HOA, TAN BINH, HCM

QR code in the top right corner.



12+

DUNG DANG, DUNG DE

22.11.2023

8H 20H

20 CONG HOA, TAN BINH, HCM



12+

HÁT NỬA HÁT MÃI

22.11.2023
8H - 20H
26 CONG HOA, TAN BINH, HCM

QR CODE

HÁT NỬA HÁT MÃI



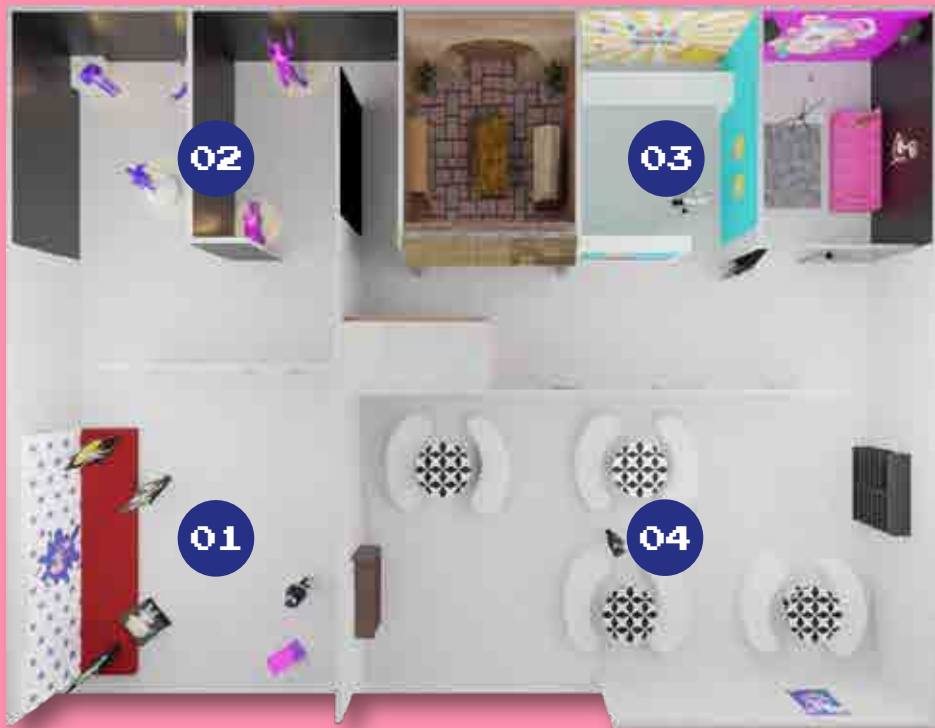
12+

GEN Z
NOT
GI

23.11.2023
8H - 20H

SU CÔNG HOÀ, TÀI BIKH, HCM





3D MODEL EXHIBITION



01. Branding Area

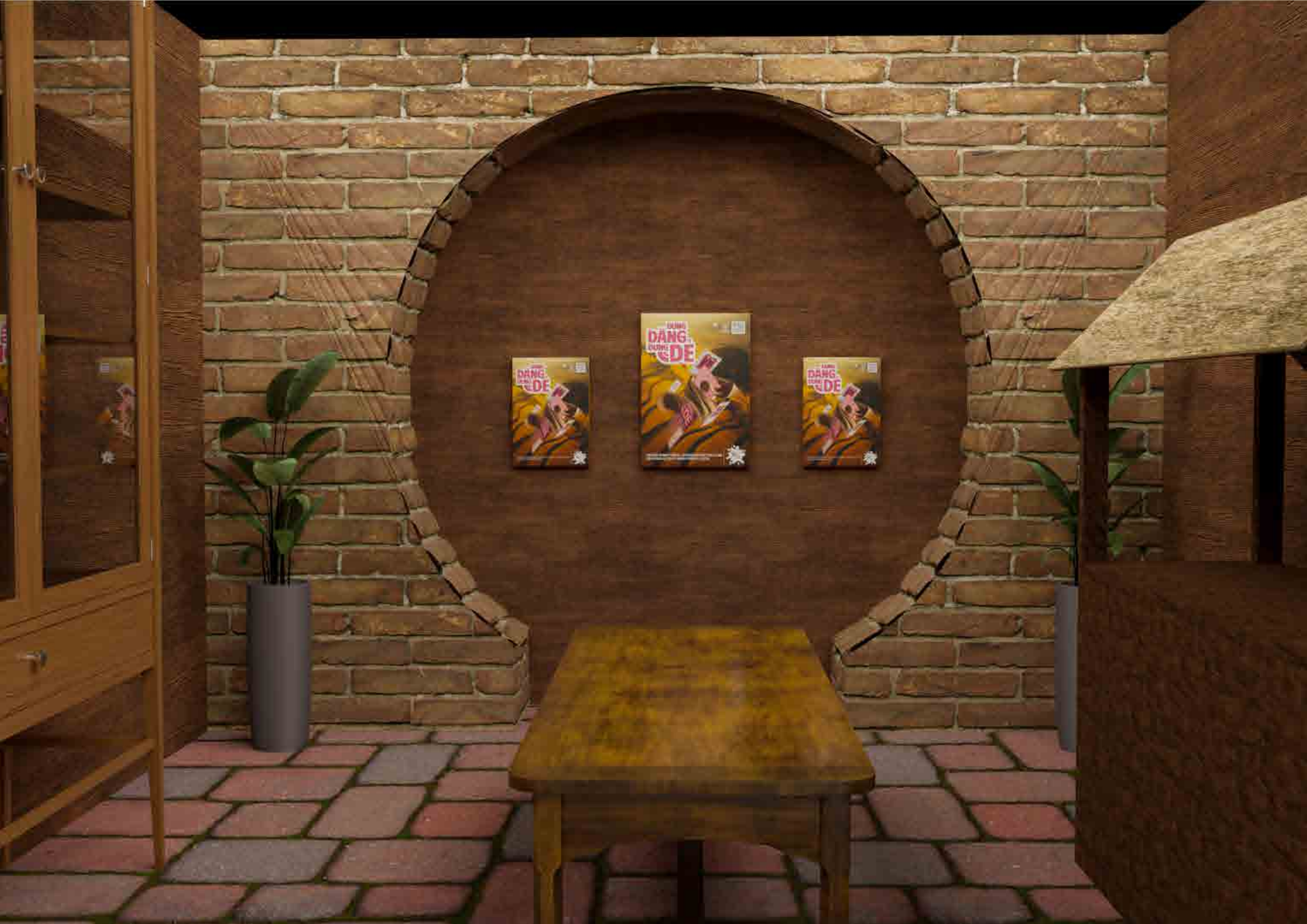
02. Darkness Zone

03. Display Area

04. Experience Area







A man in a white t-shirt is seen from behind, holding a smartphone to take a photo of an exhibition booth. The booth has a white counter and a back wall with a yellow and white sunburst pattern. On the wall, there are illustrations of headphones, a star, and a lightning bolt. The text 'GEN Z NÓI GÌ' is displayed in red on a light blue background. Two yellow posters with the same text are on the side walls.

GEN Z NÓI GÌ





THANK YOU FOR READING



HOPE YOU LIKE IT

Dong Tuan Kiet
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dongtuankiet24052003@gmail.com