

Danny Le, the
Art Director
Graphic Designer
~~Café~~ hopper



CV & Portfolio

Curriculum Vitae

Xin Chào! I'm Danny – an Art Director/Graphic Designer based in Ho Chi Minh City, Vietnam.

Over the years, my work has spanned communication design, creative development, and advertising production across a wide range of industries and projects.

I am powered by caffeine and the love for creating beautiful things.

Work? Or coffee maybe?
I love coffee.

Work Experience

Le Bros
Graphic Designer

2017 - 2018

Mirum
UI/UX Designer

2018

The Secret A
Senior Graphic Designer

2018 - 2019

Tomochi Creative
Art Director

2019 - 2025

Café Amazon Vietnam
Freelance Art Director

2021 - 2025

Tran Hung Dao
High School

2012 - 2015

Hoa Sen University
Bachelor of Graphic Design

2015 - 2016

Dropped out...
Ouch! :(

2016 - ...

Education

Brands I've worked with

Vietnam Airlines, Sun Group, Pharmacy, TPBank, VOLVO, VinFast, VinID, TikTok, Aquafina, Pepsi, Sabeco, Heineken, 7UP, TH Group, KIDO, Sun Life, Samsung, Oppo, RMIT, ILA, ILO, VUS, Meta, Cốc Cốc, Doji, PNJ, Gucci, Vascara, LEGO, Diana, Gigamall, Maison Group, Café Amazon,...

+84 961 796 839
danny.le.7897@gmail.com

Me, In Numbers

27

93%

10+

200+

60+

Years Old

Introverted

Years Experienced

Projects

Clients



Portfolio

Selected Works

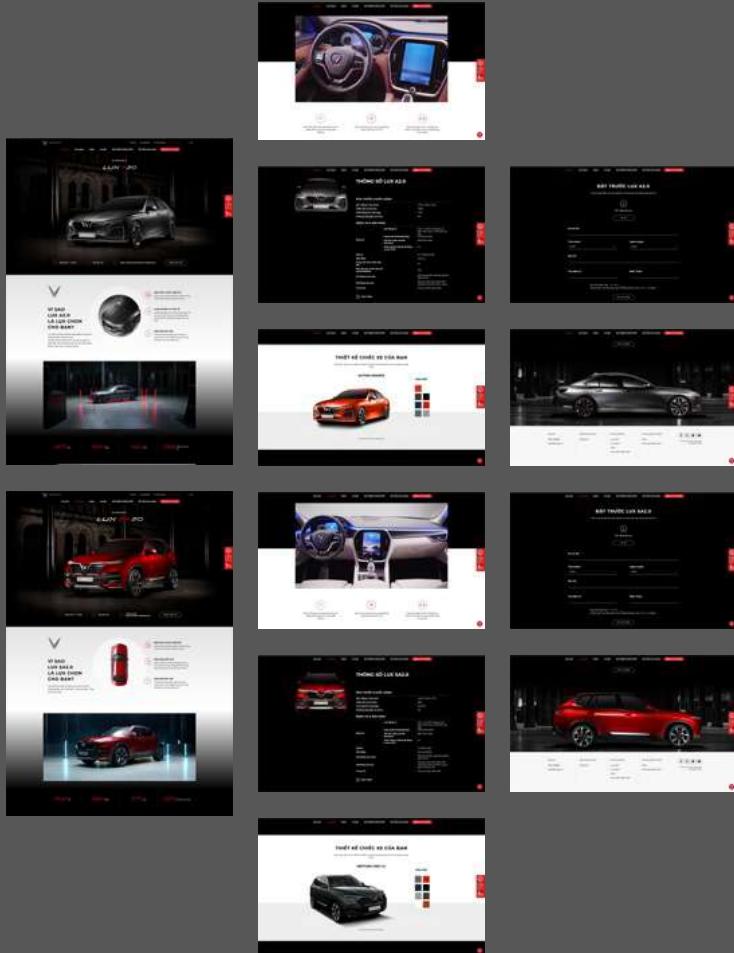
2019 – 2025

01	Vinfast Website	Art Direction, UI/UX	2019
02	Snob Coffee	Art Direction, Visual Identity, UI/UX, Packaging	2019
03	Thu Thuy Organic	Art Direction, Visual Identity, Packaging	2020
04	Alpha Bistro	Art Direction, Visual Identity	2020
05	ZESTY	Art Direction, Visual Identity	2023
06	BỘT	Art Direction, Visual Identity, Packaging	2024
07	HÔM	Art Direction, Visual Identity, Packaging	2025
08	Café Amazon Vietnam	Art Direction, Visual Identity, Graphic Design	2021 – 2025
09	Ngày Mai Em Sẽ Thành Ký Úc	Graphic Design, Photography, Production	2022
10	The Monster Of Sadness	Art Direction, Graphic Design, Production	2023
11	The Unsung Voice	Art & Creative Direction, Packaging, Production	2025
12	Where Does Love Go?	Illustration, Graphic Design	2019
13	Self-Portrait	Illustration, Graphic Design	2019
14	Logofolio		2017 – 2025
15	Merchandising Development		2021 – 2025
16	Art, Creative, Production.	Art & Creative Direction, Graphic Design, Production	2020 – 2025

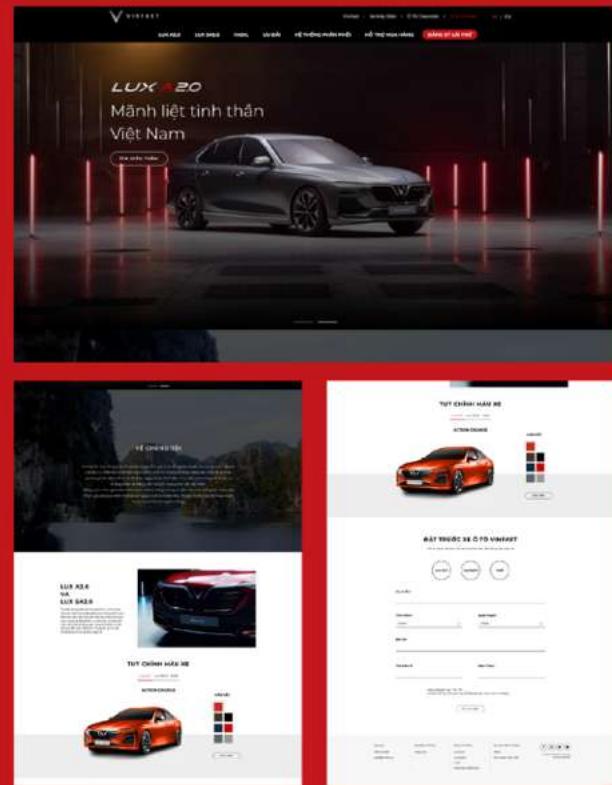
01

Vinfast Website



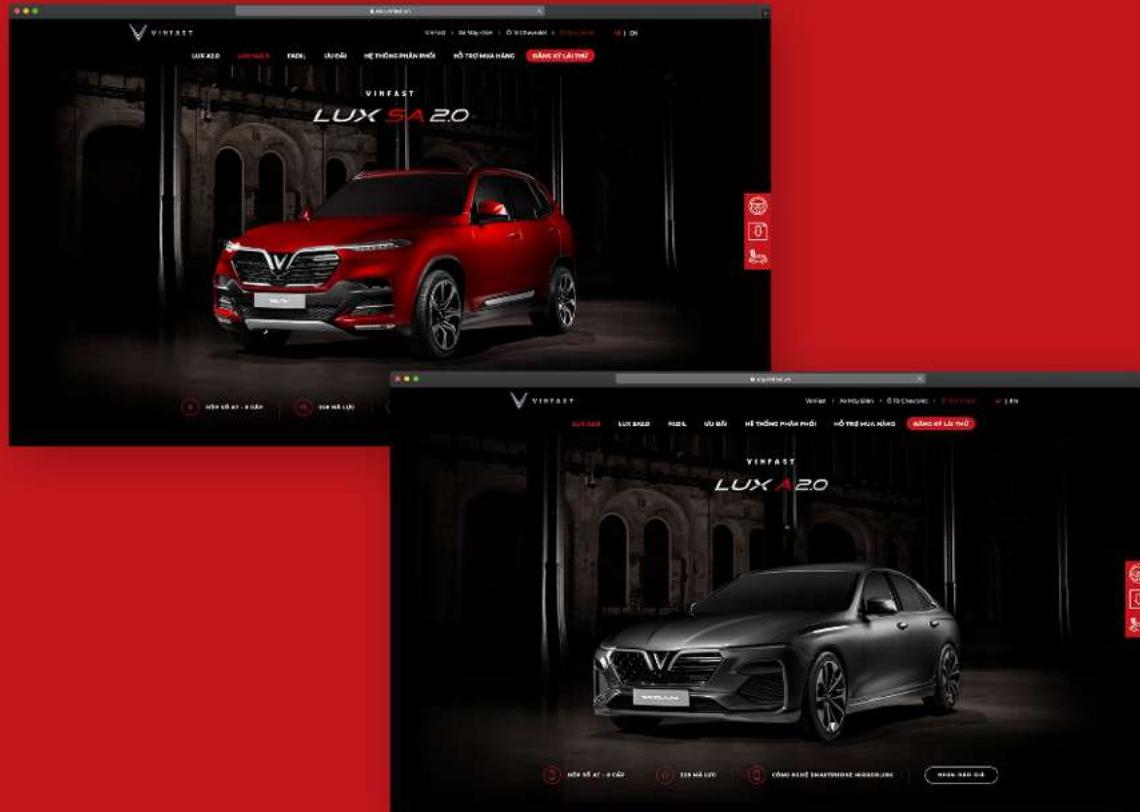


Vinfast Website



Art Direction, UI/UX

2019



02

Snob Coffee



COFFEE ENJOY IN HOT OR ICE

		Small	Regular
Vietnamese Iced Coffee	Cà phê đen đá / sữa đá	30	
Espresso	Cà phê Espresso	30	
Americano	Cà phê Americano	35	40
Caffé Latte	Cà phê Latte	45	50
Cappuccino	Cà phê Cappuccino	45	50
Caffé Mocha	Cà phê Mocha	50	55
Caramel Macchiato	Cà phê Caramel Macchiato	50	55
Flamed Orange Latte	Cà phê Latte cam cháy	55	60

EXTRA

Espresso shot	+5
Whipped cream	+5
Vanilla/Caramel/Hazelnut	+5
Matcha	+7

ICE BLENDED

		Small	Regular
Mocha	Mocha đá xay	55	60
Caramel	Caramel đá xay	55	60
Vanilla	Vanilla đá xay	55	60
Matcha	Trà xanh đá xay	60	65
Hazelnut Cheese	Phô mai hạt dẻ đá xay	60	65
Blueberry Cheese	Phô mai việt quất đá xay	60	65
Tropical Yogurt	Yogurt dừa, chanh đá xay	60	65

CHOCOLATE

		Hot	Iced	Ice Blended
Hot / Iced Chocolate	Sô-cô-la nóng / đá	45	50	
Double Chocolate		55	60	
Ice Blended	Sô-cô-la đá xay			
Chocolate Oreo		55	60	
Ice Blended	Sô-cô-la và bánh Oreo đá xay			

TEA

		Small	Regular
Leaf Brewed Tea	English Breakfast - Green Earl Grey - Jasmine	30	
Trà túi lọc			
Milk Tea	Trà sữa	35	40
Oolong Macchiato	Trà Ô-long kem sữa	40	45
Peach Tea	Trà đào	40	45
Lychee Tea	Trà vải	40	45
Raspberry Tea	Trà phúc bồn tử	40	45
Pink Guava Tea	Trà dì hồng	40	45
Matcha Latte	Trà sữa trà xanh	55	60

Hot	Iced	Ice Blended
340ml 12 oz	Small 480ml 16 oz	Regular 670 ml 20 oz
	Small 340ml 12 oz	Regular 480 ml 16 oz

Let us make your
BREAKFAST





Butter Croissant
Bánh sừng bò bơ
35.000 VND





Snob Coffee



Art Direction, Visual Identity, UI/UX, Packaging

2019



Art Direction, Visual Identity, UI/UX, Packaging

2019



03

Thu Thuy Organic

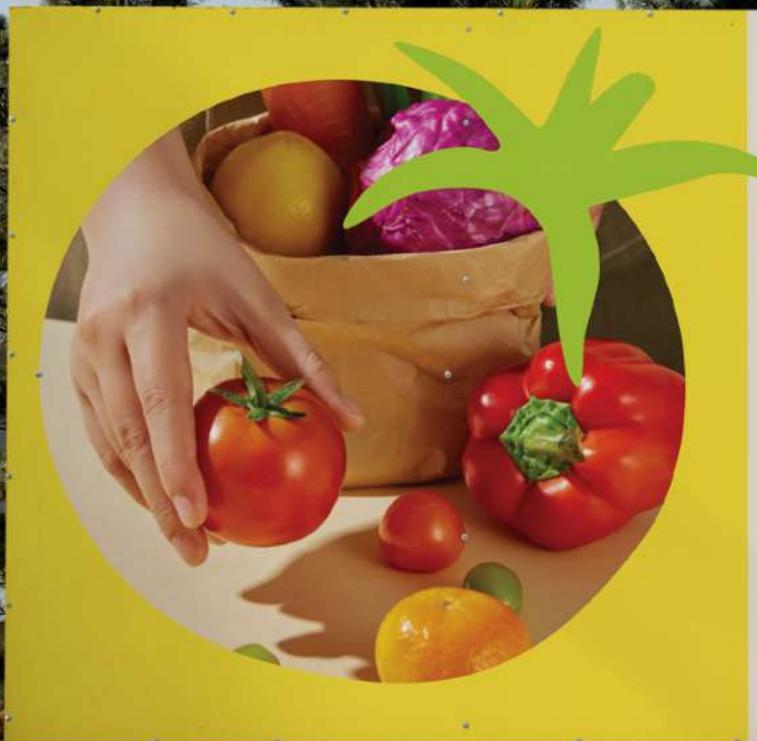












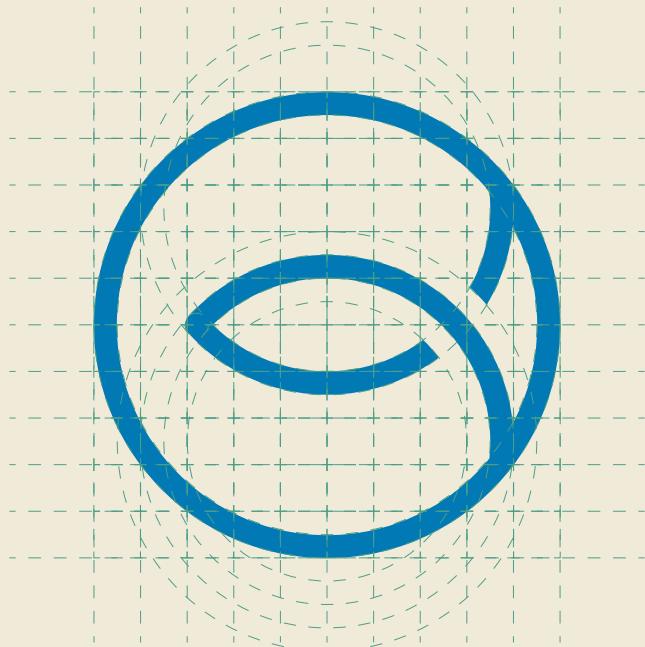
 ThuThuy

FRESH FROM
OUR FARM
STRAIGHT TO
YOUR KITCHEN

thuthuyorganic.com

04





$$\alpha + \text{fish} = \text{alpha bistro}$$

Alpha + Fish
(The Owner's nickname)

we are here to
deliver the best
bottled drinks
in town.

alpha bistro





The menu board is divided into several sections by rounded rectangular boxes. Each section contains a small image of a drink bottle, its name, and its price. There are also small blue circles with the letters "ALB" and "ALB" inside them next to some of the entries.

peach tea citrus 34.000vnd	lychee puree tea with jelly 34.000vnd
cherry black tea 34.000vnd	mango hibiscus tea 34.000vnd
aloe grape chamomile tea 34.000vnd	jasmine tea latte with pearls 34.000vnd
black tea latte with jelly 34.000vnd	matcha latte 39.000vnd

Below the menu sections, there is a green button-like graphic with the text "save the planet!" and a small green plant icon. Next to it is another green button with the word "extra". To the right of these buttons is a small image of a drink bottle with the text "gross jelly troba" and "5.000vnd" next to it. At the bottom of the menu board, there is a small box with contact information and a "Return a bottle to save 5000vnd for your next order" message.



Alpha Bistro



Art Direction, Visual Identity

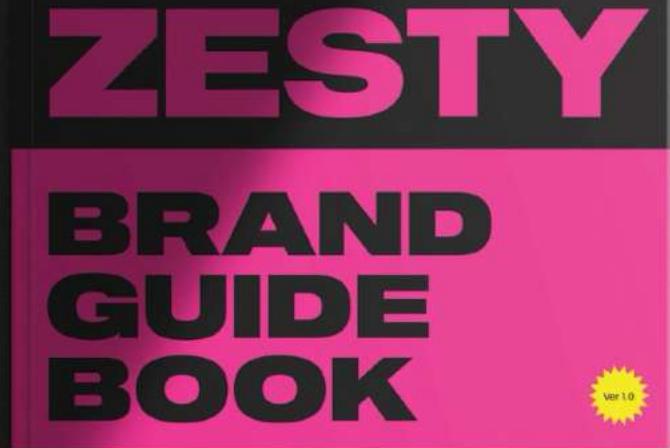
2018



05

ZESTY





ZESTY

23 July 2022

Dear Recipient Name,

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Best Regards,



Recipient Name,

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Best Regards,

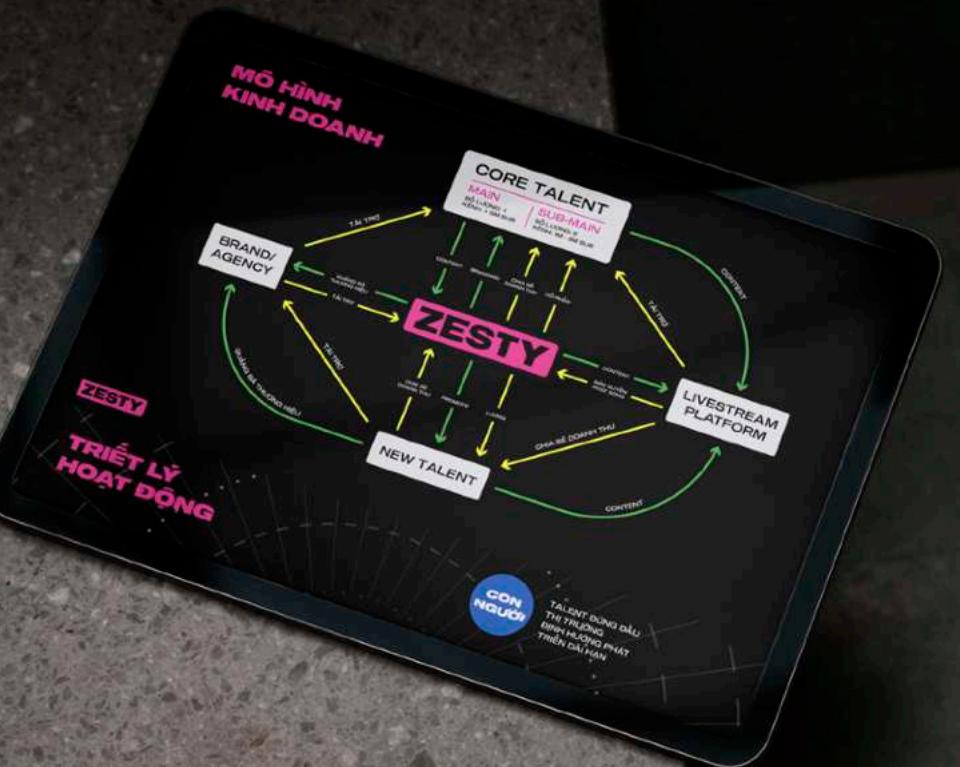
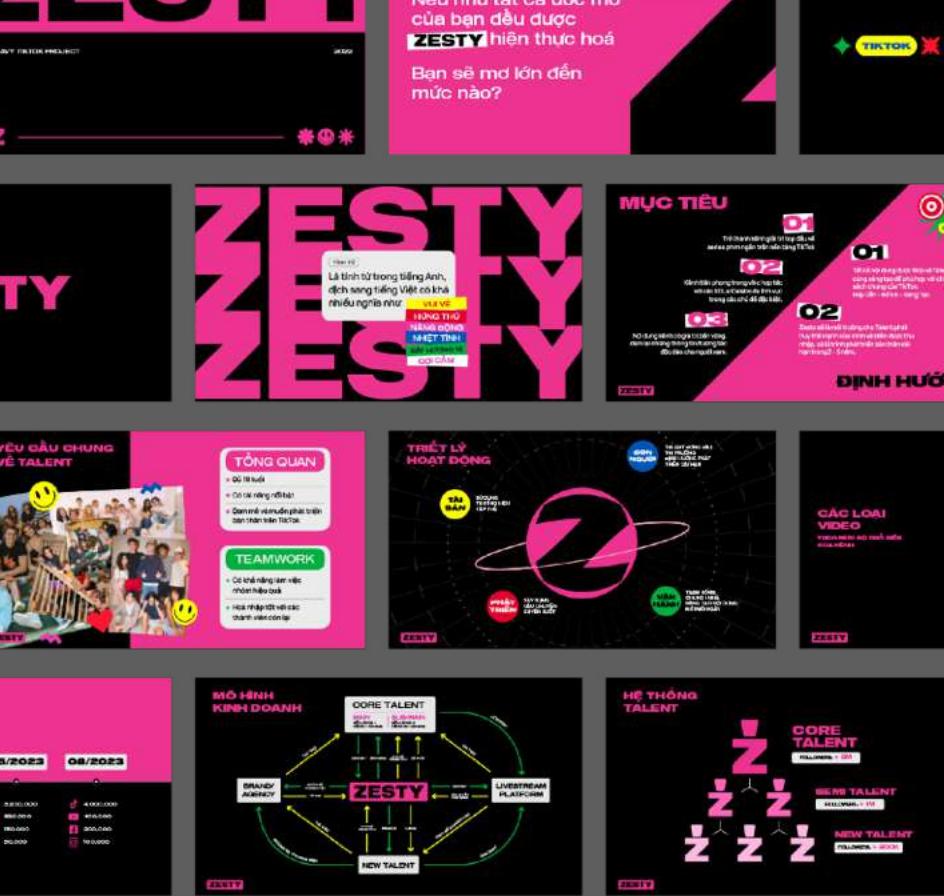


Art Direction, Visual Identity



Z
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Art Direction, Visual Identity

RAILWAY AUTHORITY ON
0207 247 1292
IMMEDIATELY AFTERWARDS INFORM
POLICE USING 999 SYSTEM

ZESTY



TIKTOK HOUSE
FASHION
MANAGEMENT
SHORT FILM



DIVERSITY

DIVERSITY

DIVERSITY

DIVERSITY

DIVERSITY

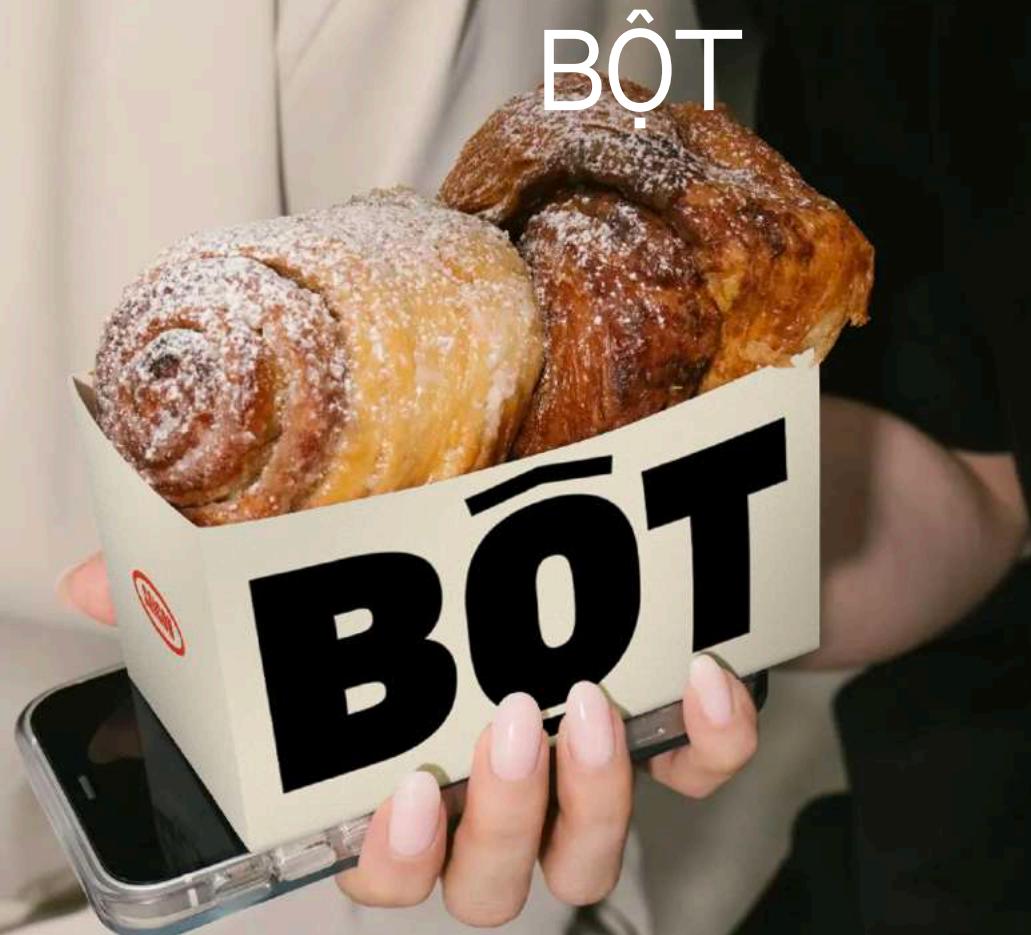
DIVERSITY

TIKTOK HOUSE
FASHION
MANAGEMENT
SHORT FILM

ZESTY

06

BỘT





AMERICANO 40 **LEMON TEA** 50
LATTE 60 **JUICE (FRUIT OF THE DAY)** 50
COLD BREW 60 **FREE WATER**

TOAST

EGG & AVOCADO^b 90
 EGG & SALMON^{sb} 150
 EGG & MUSHROOM['] 120
 SUPER CREAMY EGG 120
 BURRATA CAPRESE^{vb} 120
 THE FRENCH WAY 120

vegan best seller spicy

SANDWICHES

HAM & CHEESE 90
 PESTO CHICKEN^b 150
 EGG MAYO 120
 MUSHROOM['] 120
 SMOKED SALMON^b 120
 THE FRENCH WAY 120

all prices are in .000^{VND}

SOY MILK	FREE
OAT MILK	+10
ALMOND MILK	+15

EXTRA

AVOCADO	20
EGG YOUR WAY	15
CHEESE	20
SAUTEED MUSHROOM	20
SMOKED SALMON	40
GRILLED CHICKEN	30
BACON CRISPS	25

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BÔT

SAIGON

@ BÔT. SGN
 20 NGUYỄN CÚ
 THẢO DIỆN QUẬN 2
 TP. HỒ CHÍ MINH



BÔT

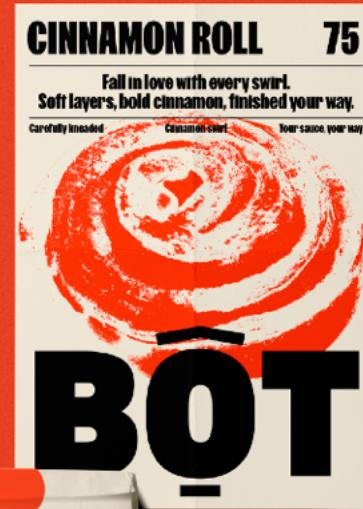
SAIGON

@ BÔT. SGN
 20 NGUYỄN CÚ
 THẢO DIỆN QUẬN 2
 TP. HỒ CHÍ MINH

BỘT

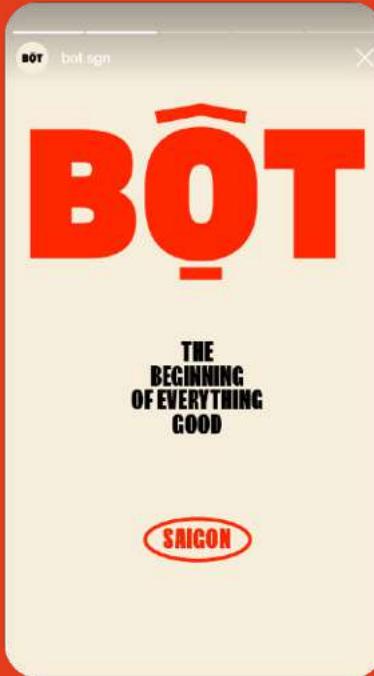


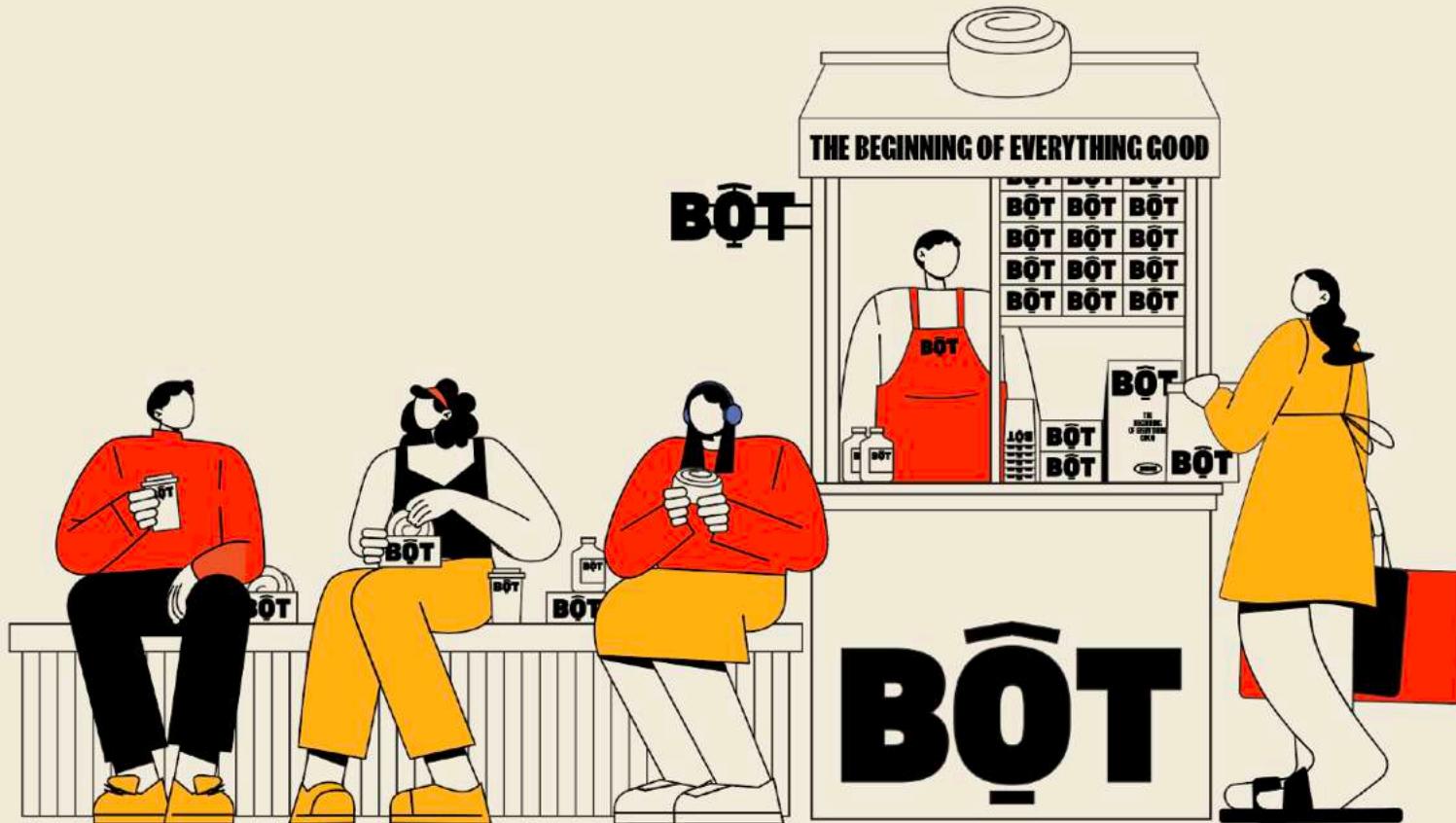
THE BEGINNING OF
EVERYTHING
BỘT GOOD
@BOT.SCN











07

HÔM

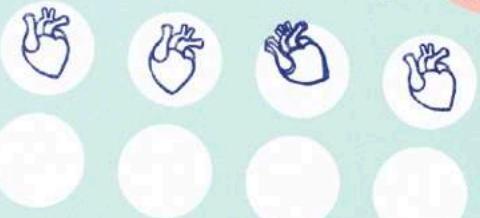
HÔM

THẺ GHÉ HÔM

THẺ GHÉ HÔM

Mỗi HÔM bạn ghé
là một HÔM vui!

HÔM
MỚI BẠN
NUỐC!



PREMIUM FRENCH PASTRIES

Cinnamon Roll	90
Salted Egg Bow Tie Croissant	80
Almond Croissant	85
Pain Glacé	85

MIDORI LIME



Là một hương vị ngọt và mang hương vị của phong cách kem sữa dừa ngọt mát, nhẹ nhàng với lớp vỏ bánh mềm mịn.

DURIAN YUKI



Là một hương vị ngọt và mang hương vị của phô mai, kem sữa dừa ngọt mát và lớp vỏ bánh mềm mịn.

COFFEE

Espresso	85
Americano	85
Latte	85
Cappuccino	85
Coffee Macchiato	85
Black Tea	85
Creamy Black Tea	85
Creamy Matcha	85

Only at H&M

Americano Doppio	85
Nero Americano	85
Coco Espresso	85
Camerón Iced Caffe	85
Yuzu Foam Espresso	85

MATCHA

Matcha Latte Macchiato
Matcha Latte Macchiato
Matcha Latte Macchiato
Matcha Latte Macchiato

Matcha Chai Chai

Matcha Chai Chai	85

Matcha Latte Macchiato
Matcha Latte Macchiato
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Matcha Latte Macchiato

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Matcha Latte Macchiato
Matcha Latte Macchiato

BUBBLE & TREATS

Fresh Fruit Soda

Orange Soda
Vitamin Soda
Cucumber Soda

Orange & V.M.F.
Grapefruit Soda
Strawberry Soda
Lemon Soda
Pineapple Soda

Orange Soda
Peach Soda
Lemon Soda
Orange Soda

Matcha Bubble
Matcha Matcha Bubble
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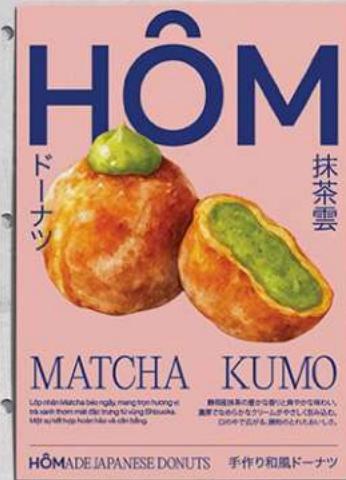
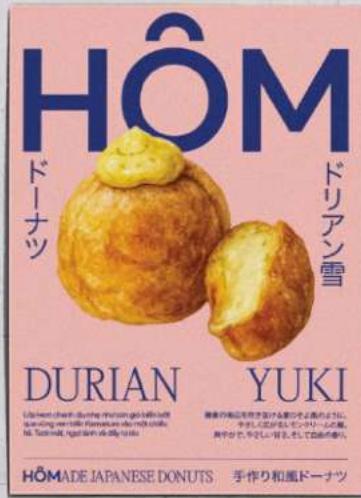
Matcha Bubble
Matcha Matcha Bubble
Matcha Matcha Bubble
Matcha Matcha Bubble



A close-up photograph of a dark blue, textured apron. The word "HÔM" is printed in a large, bold, pinkish-red font, centered on the apron. The apron features two brown leather straps with metal buckles at the top corners. The background is a plain, light-colored wall.

HÔM









HÔM IS WHERE

THE HEART IS

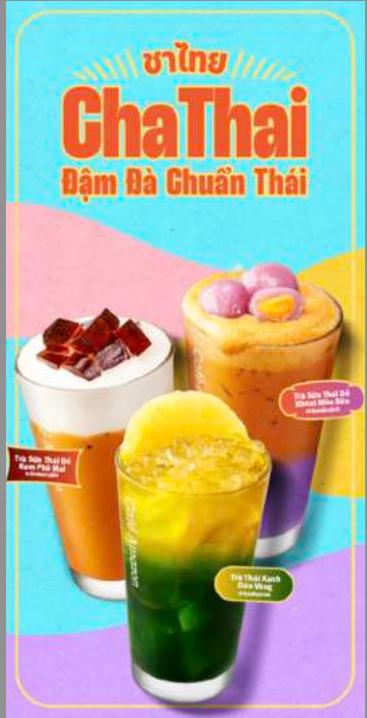
08

Café Amazon Vietnam

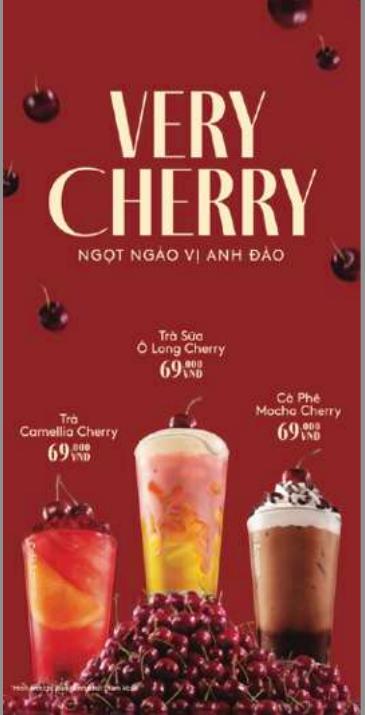


Working with the brand from its early days in Vietnam, I was responsible for developing seasonal key visuals, managing POSM designs, and ensuring visual consistency across social media and in-store channels so that every execution aligned with the brand identity.











TRẢI NGHIỆM HOÀN TOÀN MỚI
& NHIỀU ƯU ĐÃI ĐỘC QUYỀN
NEW EXPERIENCE & EXCLUSIVE OFFERS
ONLY FOR MEMBER



UNG DỤNG THÀNH VIÊN
Café Amazon Rewards

HẠNG THÀNH VIÊN & QUYỀN LỢI

THÀNH VIÊN	THÀNH VIÊN VÀNG	THÀNH VIÊN BẠT	THÀNH VIÊN VÀO
MIỄN PHÍ 0 - 500K	MIỄN PHÍ 5.000 - 50.000	MIỄN PHÍ 500.000 - 5.000.000	MIỄN PHÍ 0 - 500
MIỄN PHÍ 1 THỰC UỐNG	MIỄN PHÍ 1 THỰC UỐNG	MIỄN PHÍ 10 THỰC UỐNG	MIỄN PHÍ 1 THỰC UỐNG
2 COUPON MIỄN PHÍ 10.000	2 COUPON MIỄN PHÍ 10.000	1 COUPON MIỄN PHÍ 100.000	1 COUPON MIỄN PHÍ 10.000
QUÀ TẶNG HỘ KHẨU	QUÀ TẶNG HỘ KHẨU	QUÀ TẶNG HỘ KHẨU	QUÀ TẶNG HỘ KHẨU
GIẢM GIÁ 10%	GIẢM GIÁ 10%	GIẢM GIÁ 5%	GIẢM GIÁ 5%

UNG DỤNG THÀNH VIÊN
Café Amazon Rewards

ƯU ĐÃI GIẢM GIÁ 10% DÀNH CHO THÀNH VIÊN HẠNG BẠCH KIM

UNG DỤNG THÀNH VIÊN
Café Amazon Rewards

TÍCH ĐIỂM DỄ DÀNG TRÊN MỌI HÓA ĐƠN, NHIỀU QUÀ TẶNG HẤP DẪN

1.000^{VND} = 1 Điểm



Entrance Decal



TV Screen (Promo)



TV Screen (Menu)



09

Ngày Mai Em Sẽ Thành Ký Úc

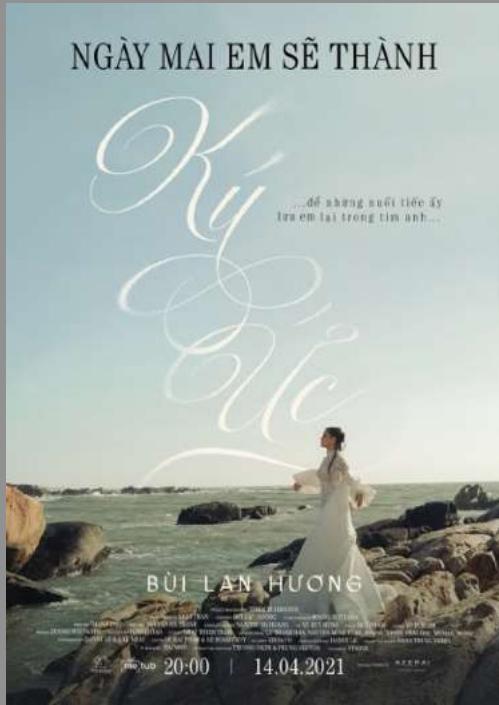


PHILIPS MONGHIE VIET
 TOMOCHI CREATIVE
 KENT TRAN
 BUI LAN HUONG
 HOANG HUY LONG
 THANH DAO
 NGUYEN HA THANH
 THUONG NAM & PHUNG NGUYEN
 NAM TRUNG HOANG
 VU HUU HUNG
 DUC PHAM
 VU FLYCAM
 CONG DUONG, MONG THUONG
 DƯƠNG HUỲNH
 HƯƠNG ĐÀO
 NHẤT THIỀN TEAM
 LE THANH HOA, NGUYEN MINH TUAN,
 HOANG TONY, PHAN ANH TUAN,
 THAI HOC, MEMAN, SS/BD
 DANNY LE & GAU NHAY
 LE HAI PHAM & LE HONG THUY
 KHOA VO
 DANNY LE
 DOAN TRUNG NGHIA
 MAI MON
 STARVN
 TOMOCHI metub AZERAI



NGÀY MAI
 EM SẼ THÀNH
Ký Úc
 the new single
 written and
 performed by
BÙI LAN HƯƠNG







Ngày Mai Em Sẽ Thành Ký Úc

Graphic Design, Photography, Production

2022

10

The Monster Of Sadness



CON ĐƯỜNG
MÔI TRƯỜNG







The Monster Of Sadness

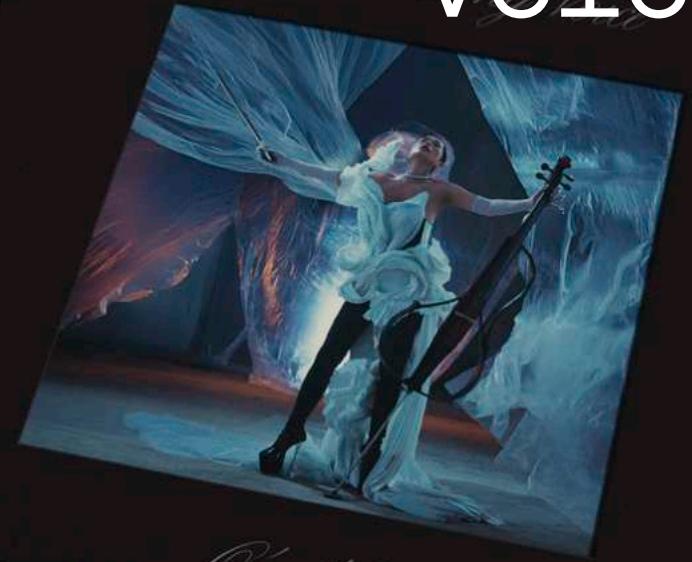


Art Direction, Production, Graphic Design

2021

11

The Unsung Voice









*Smile
Kathy
Voor*

TÌNH LÀ / ĐÓNG LÀM TRÁI TIM ANH RAI

KHÔI KHẮC QUÝ TÙ

CÓ ĐƠN TRÊN NGÀY / CAN'T GET YOU OUT OF MY HEAD

SÀU LỐI TÌ KHỨC / NGÀY CHUA GƯƠNG BẢO

ĐẦU ĐẤT MẶT THƠM

XIN LỜI

TUY ÂM / CHẠM ÁI

TÌNH LÀ SƠI RỘ / TÓP LÈO LÝ THƯỜNG

TRÁI ĐẬT ỐM MẶT THƠM / TÌNH MÙI VỊ MỘ

CHỒM XÁM / RƠI PHẢO HÒA MÙA BẮ

Bonus Tracks

CÓ ĐƠN TRÊN NGÀY / CAN'T GET YOU OUT OF MY HEAD

SÀU LỐI TÌ KHỨC / NGÀY CHUA GƯƠNG BẢO

TUY ÂM / CHẠM ÁI



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The Unsung Voice



Omileh

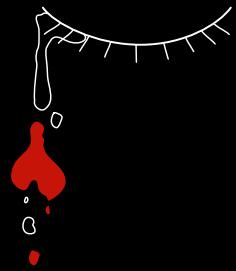
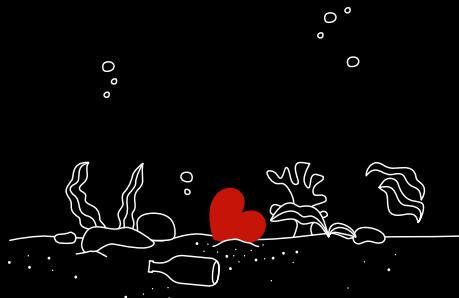


12



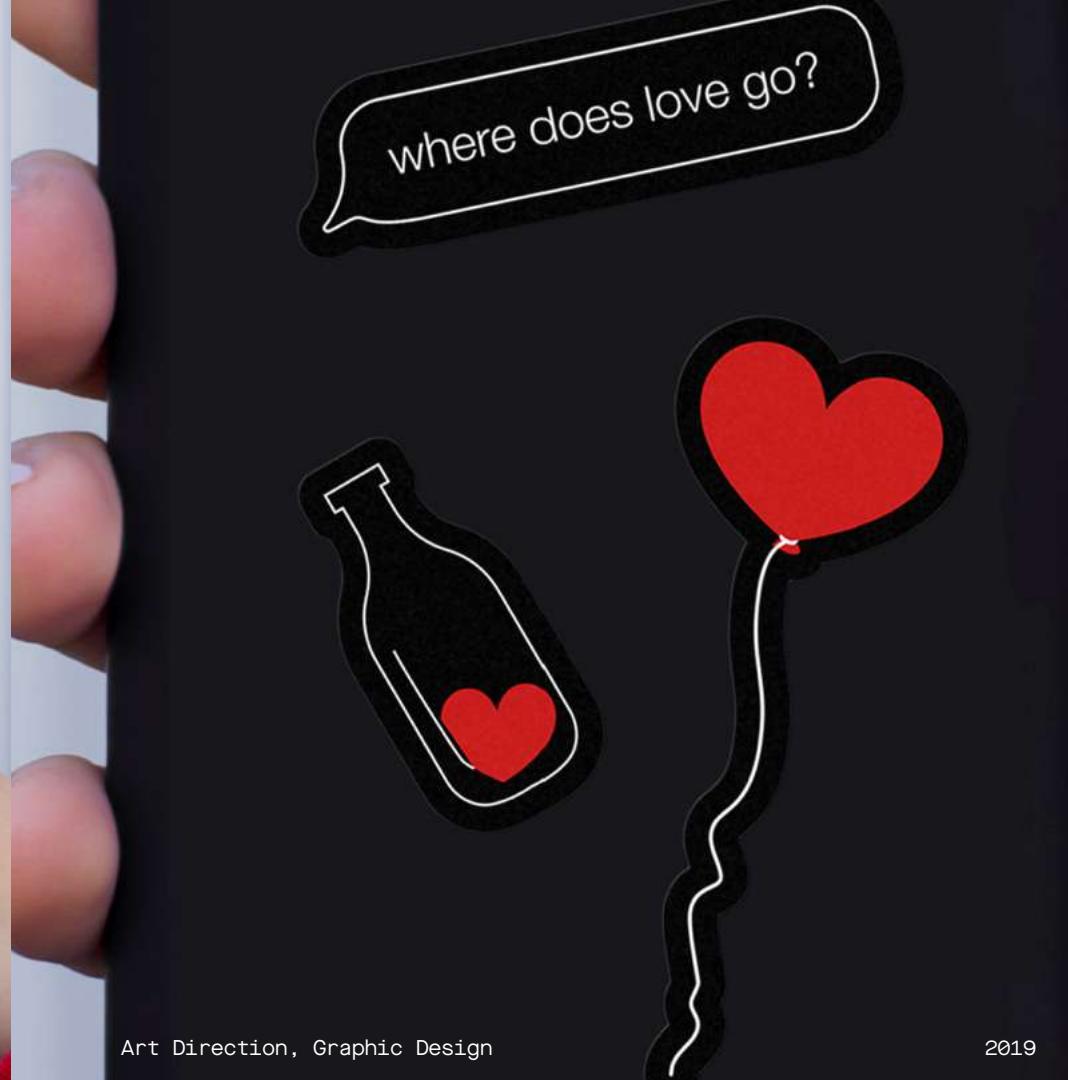
Where Does Love Go? A Personal Project







Where Does Love Go? - Personal Project



Art Direction, Graphic Design

2019

13



Self-Portrait A Personal Project

I'm not great at drawing, and honestly...
not that great-looking either.
So here's a little personal illustration
project that reflects both.
A bit messy, awkward, and all the flaws.



Self-Portrait - Personal Project

Art Direction, Graphic Design

2019

MY HONEST SELF-PORTRAIT

■ The Case Collection



LITERALLY, MY REACTION TO EVERYTHING



WHY SO SERIOUS?



WANNA SEE MY STRAIGHT FACE?



AND HERE, MY HORRIBLE SIDE PROFILE



Logofolio

AKUBA

ORCI

TS



EST



IEUNI

Thu Thuy

N



ZESTY

zesty



peachy!

BOT

Cô Suyền

DL°

HÔM

구운
밥
BA
MM

Merchandising Development

I've had the chance to work with some of the global F&B brands to develop creative and art direction for their merchandise collections. Fashion is something I've always loved, so I bring that influence into my work. My goal is to create designs not only reflect the brand's identity, but also connect with lifestyle and culture, something that people genuinely want to wear.

The Progress

Creative Concept Direction

Research trend, audience & brand tone

Define concept theme, mood, and key message

→ Art Direction & Graphic Assets

Sketch garment ideas, select color palette, propose print style

Design sample graphics, illustrations, typographic assets

Create mockups to help visualize how the collection might look and feel

→ Collaboration with Local Brands & suppliers

Share concept + assets with selected local fashion brands

Support develop sketches, graphic assets and garment designs based on the creative direction

→ Production Supervision

Align with brand team to finalize selected designs

Follow production closely, review samples and print tests, and ensure quality before handoff.

15.01





Merchandising Development

Pepsi Summer Collection

2020



Merchandising Development



Pepsi Summer Collection

2020



Summer Collection

2020

15.02



Pepsi Black Collection





Merchandising Development



Pepsi Black Collection



2020





Merchandising Development



Pepsi Black Collection

2020



Merchandising Development



Pepsi Black Collection

2020





Merchandising Development



Pepsi Black Collection

2020

15 . 03

Heineken
0 . 0

PATTERN 1



PATTERN 2



PATTERN 3







15 . 04

7UP Summer
Collection





Merchandising Development

7UP Summer Collection

2023



Merchandising Development



7UP Summer Collection

2023



Merchandising Development

7UP Summer Collection

2023



15 . 05

Celano
Collection





Merchandising Development

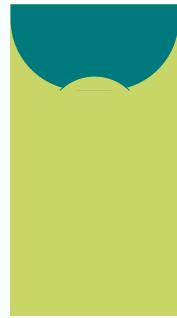
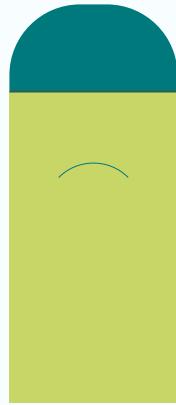
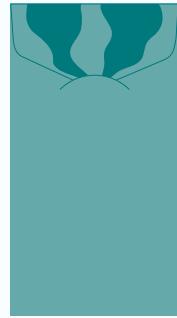
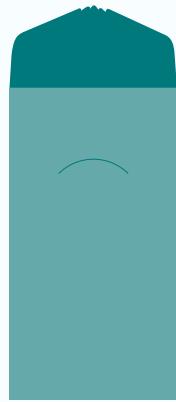


Celano Collection



2024





năm
mới
mùi



16

Art. Creative. Production.

Since 2018, I've worked as an Art Director on a variety of advertising campaigns for brands across different industries, including fashion, F&B, cosmetics, lifestyle, and tech. I take part in every step of the process, from shaping ideas and concepts to overseeing execution and final production.

16.01

TOPSHOP
TOPMAN 2020
FASHION FILM







16.02

Cốc Cốc Superheroes









SIÊU TÀI THẦN TỐC

BIỆT DANH

CHỐP MẮT

RẤT VÀO VIỆC.
LÀM HƠI THỦ CHỈ TRONG CHỐP MẮT.

+ SIÊU NĂNG LỰC

CHẠY NHANH VẮC NẶNG.
TỐC ĐỘ TỐI ĐA 1888 GB/S.
FILE NẶNG TỐI ĐÂU CŨNG CHƠI.

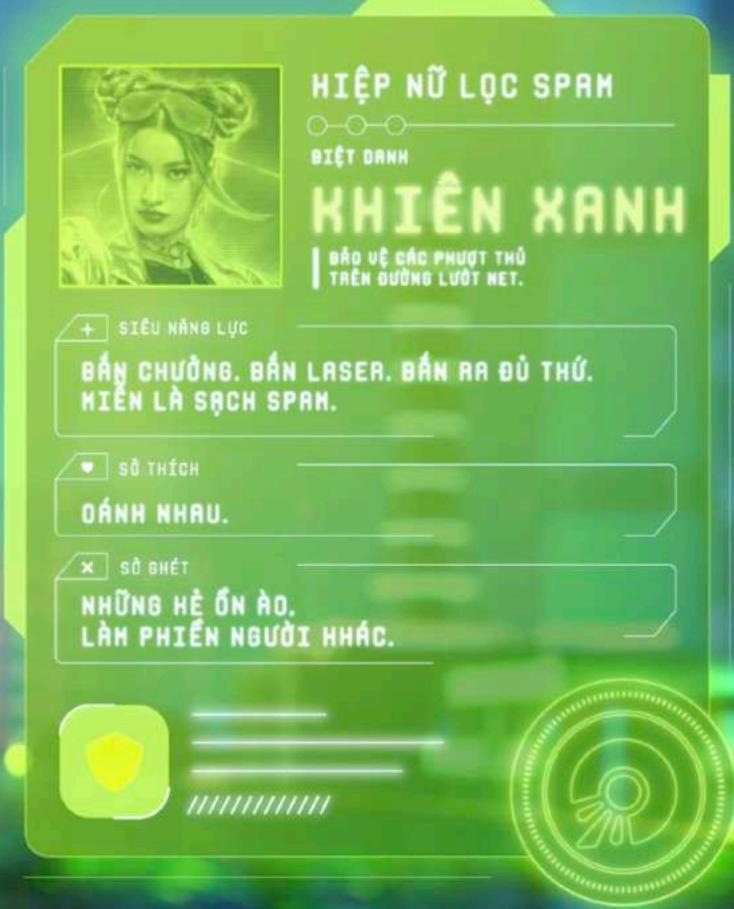
• SỞ THÍCH

CHẠY NGAY ĐI!

✗ SỞ KHÉT

CÁ MẬP CẮN CÁP.







16.03

TikTok Fashup



♪ TikTok

no rules in **fashion**
no limits in **creativity**
create yours today



VÂN MIU

@vanmiu_beauty

♪ TikTok

no rules in **fashion**
no limits in **creativity**
create yours today



QUÝ CAO

@Coestu

♪ TikTok

no rules in **fashion**
no limits in **creativity**
create yours today



LÊ CHI

@lechi_official

♪ TikTok

no rules in **fashion**
no limits in **creativity**
create yours today



TRANG BÙI

@trangbui.buttag

no rules in fashion
no limits in creativity
create yours today





16.04

Chau Bui x
Samsung Z
Flip3





Chau Bui x Samsung Z Flip3



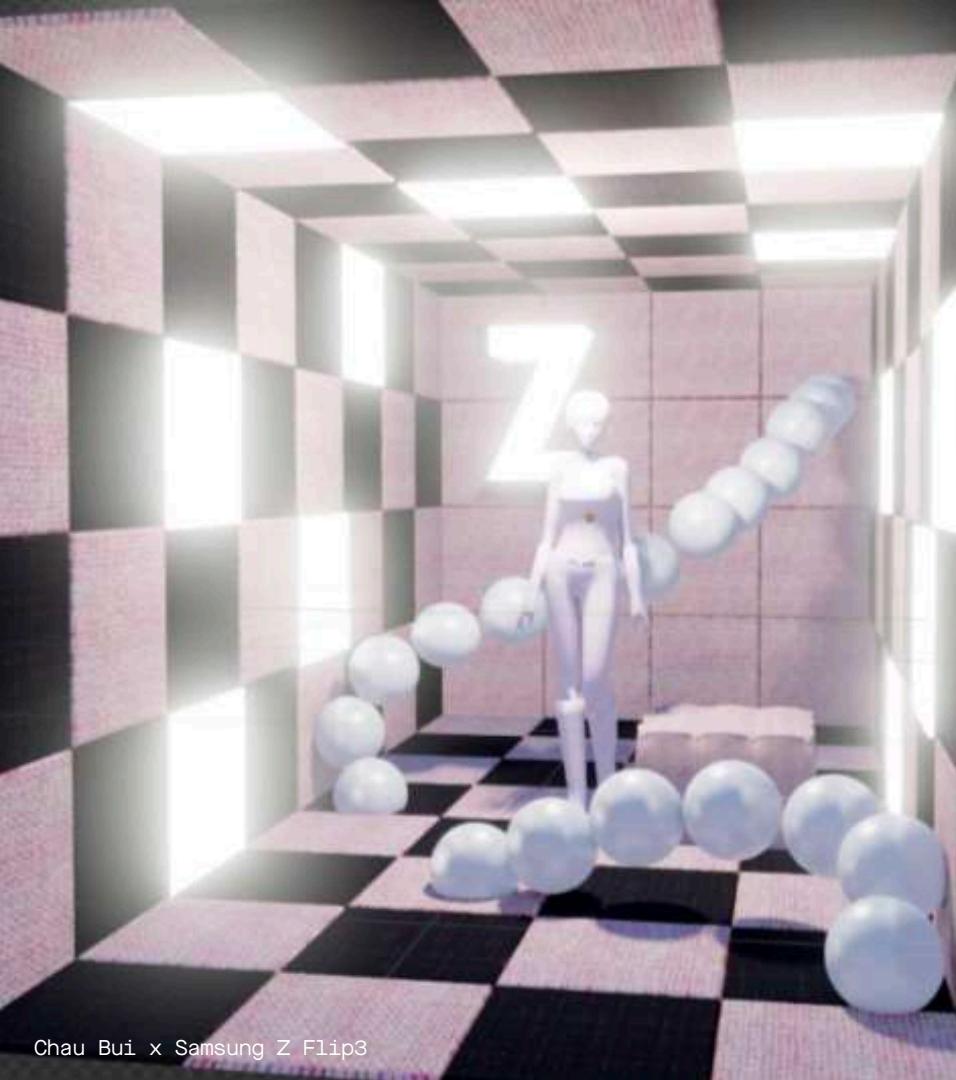
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2021



Creative Idea, Art Direction, Production

2022



Chau Bui x Samsung Z Flip3



Creative Idea, Art Direction, Production

2022



16.05



TikTok Tết 2024





Thảnh thoơi
Lướt **Tết**
Chơi Tết nhẹ nhàng

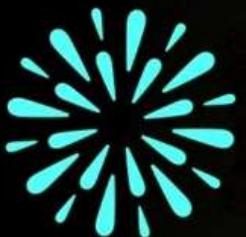


Thảnh thoái

Lướt Tết

Chơi Tết nhẹ nhàng

Q Dọn dẹp đón Tết





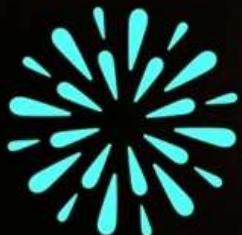
TikTok

Thảnh thoái

Lướt Tết

Chơi Tết nhẹ nhàng

Q Nấu mâm cơm giao thừa



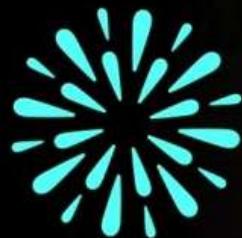


Thảnh thoái

Lướt Tết

Chơi Tết nhẹ nhàng

Q Phối đồ gia đình Tết



16.06

Sun Life Product Key Visual





Sun Life Product Key Visual

Creative Idea, Art Direction, Production

2024



16.07



MAISON de SABRÉ Office Collection



MAISON de SABRÉ Office Collection



Art Direction, Production

2024



MAISON de SABRÉ Office Collection

Art Direction, Production

2024





MAISON de SABRÉ Office Collection



Art Direction, Production

2024



MAISON

E Office Collection



Art Direction, Production

2024

16.08

The Unsung Voice Visualizers







(visualizer) *The Unsung Voice* (05:30)
THANH XUÂN
NƠI PHÁO HOA RỰC RỠ
Omilk

(visualizer) *The Unsung Voice* (05:40)
BÈO ĐẬT MÂY TRÔI
Omilk

(visualizer) *The Unsung Voice* (05:40)
CÔ ĐƠN TRÊN SOFA
CAN'T GET YOU OUT OF MY HEAD
Omilk

(visualizer) *The Unsung Voice* (05:40)
TRÁI ĐẤT ÔM MẶT TRỜI
TÌNH YÊU VĨ MÔ
Omilk

16.09



ILO School - TVC

2020

Creative Idea, Art Direction, Production

16.10



ILA Summer Camp - TVC

2023

Creative Idea, Art Direction, Production

16.11



Flou

trẻ sẽ phát triển toàn diện trong môi trường nói tiếng Anh

ILA - Jumpstart

2023

Creative Idea, Art Direction, Production

16.12



ILA - Super Juniors

2023

Creative Idea, Art Direction, Production

16.13



ILA - Smart Teens

2023

Creative Idea, Art Direction, Production

16.14



TH True Nut - TVC

2022

Creative Idea, Art Direction, Production

16.15



Chúng tôi trao gửi cảm xúc nơi những cỗ máy

RMIT - Bachelor Of SSET

2022

Creative Idea, Art Direction, Production

PRINCESS THACH SANH
16.16



x203
749394

16.17



TikTok - FashUp Winners

2021

Creative Idea, Art Direction, Production

16.18



TIKTOK_celebrates our athletes' COUPURE EFFORTS

TikTok SEAGames 31

2022

Art Direction, Production

16.19



TikTok Awards Vietnam TVC

2023

Creative Idea, Art Direction, Production

16.20



Aquafina x Thanh Hang

2023

Creative Idea, Art Direction, Production

16.21



Sun Life - Kế Hoạch Lạc Quan

2023

Creative Idea, Art Direction, Production

16.22



Sun Life - Welcome Video

2023

Creative Idea, Art Direction, Production

16.23



Sun Life - Balance of Life

2023

Creative Idea, Art Direction, Production

16.24



Yadea x Chau Bui, Phuong Ly

2021

Art Direction, Production

16.25



Yadea x Phuong Ly

2021

Art Direction, Production

16.26



Chau Bui x Samsung Galaxy Z Flip4

2023

Art Direction, Production

Thank you for scrolling
all the way down!
If you've made it here,
coffee's on me.

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dannyle.7897@gmail.com