

CHI MAI'S



PERSONAL STYLE GUIDE

ABOUT ME

I am no uniquely creative designer. Being born in Saigon, Vietnam but I grew up to be fascinated by the diversity of world culture. After having obtained a Bachelor Degree of Fine Arts in Interior Design in United States, I have worked in construction, branding, and service design moving step by step to bring culturally and traditionally inspired design with in-depth concerns for the environment. I enjoy arts in many forms, and tolerate no destruction. Complications back in homeland brought me to Canada and interactive media design field.

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CHI PHUOC QUYNH MAI

interior designer/ makeup artist



I have an extreme passion for colours, to the point my brain can barely function in black & white of any sort. Hence the path down the designer career. Throughout my life I have used the most of my youth exploring the cultures outside the borders and many career paths.

"I'm a grown-up. I'm not special."

MY PORTFOLIO

website
chimai.ca

CONTACT INFO

address

1451 Oxford St E,
London ON N5V1W3
Canada

phone

226-998-4433

e-mail

mai.chi@chimai.ca

EDUCATION

Interactive Media Design Diploma

Fanshawe College
London ON, Canada
Jan 2017 - Present

Bachelor of Fine Arts in Interior Design

The Art Institute of Houston
Houston, TX, U.S.A.
Mar 2008 - Sep 2011

GPA 3.6 / 4.0

SKILLS

Photoshop



Illustrator



InDesign



Premiere Pro



After Effects



AutoCAD



3ds max



Cinema4D



SketchUp



WORK EXPERIENCES

International Student Ambassador

Fanshawe College
London ON, Canada
Sep 2017 - Present

Assist international students in succeeding in their pursuit at Fanshawe College.

Test Administrator

Pearson VUE Professional Centre
London, ON, Canada
Apr 2017 - Present

Verified candidate's identity and processed admission procedures
Security checked, provided exhibits, and monitored all candidates keenly and strictly.
Orderly did daily office paperwork.

Interior Designer

SAIGON SPACE DESIGN, LTD.
Saigon, Vietnam
Mar 2013 - Dec 2016

Developed concept design & space planning drawings of Commercial projects, finalized with 3d visualizations.
Met with clients, presented & exchanged ideas with Japanese & Vietnamese colleagues in English.
Managed & design graphic tasks such as logo, business cards...

Makeup Artist

Young Birds Creative House
Saigon, Vietnam
May 2016 - Dec 2016

Worked at varied hours, ran errands between different locations to support models.
Met & comforted models working long hours.
Helped other teams with props & behind camera tasks.
Responsible for cleaning up after.

Interior 3D Visualizer

TATT Design & Construction
Saigon, Vietnam
May 2012 - Oct 2012

Built 3d models & rendered visualizations.

Student Intern

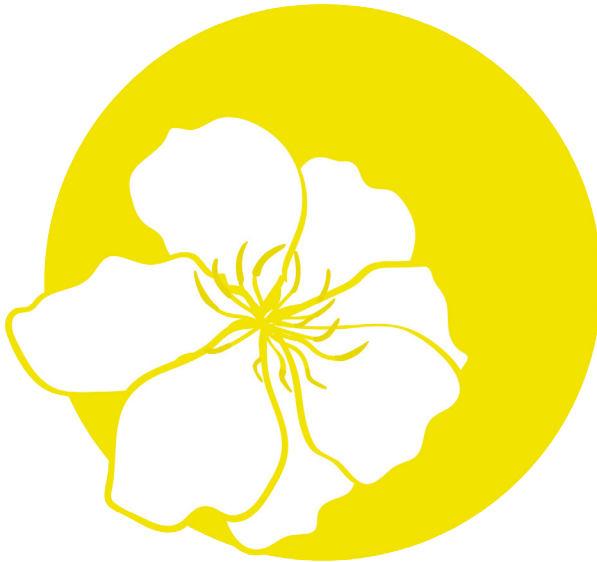
Kravet/Lee Jofa/ Brunschwig & Fils
Houston, TX, U.S.A.
Apr 2011 - Jun 2011

Sorted & distributed fabric samples as requested by professional designers.

ABOUT STYLE GUIDE

The style guide is to be viewed as an assistant or a guidance for usage and understanding of my brand identity. The brand identity consists of two logos resulting in a website and name card design divided by two sides. Please follow strictly to the style guide to maintain integrity of my personal branding.

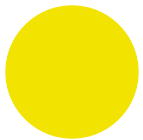
WORK THE LOGOs



CHI = branch of a tree
MAI = Yellow Apricot Blossom

The primary logo is inspired by the name as translated into English: the apricot blossom flower that blooms during Spring.

Instead of yellow applied on the flower itself, the flower is inversed whereas its container has its shade.



#f2e300
R 242 G 227 B 0
C 8 M 3 Y 100 K 0

NO OTHER ALTERNATIVES of the logo is acceptable.



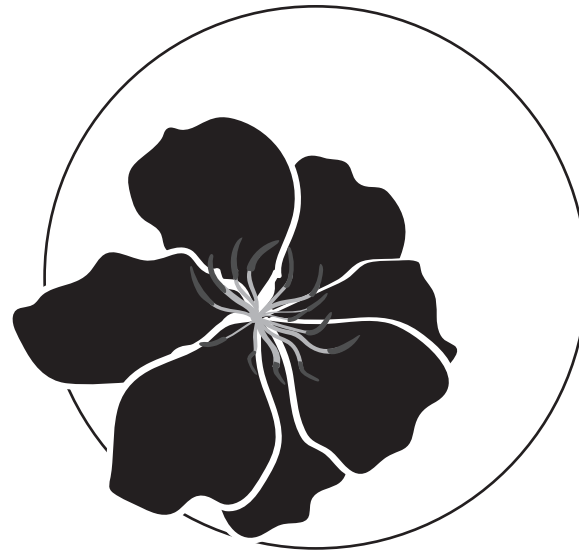
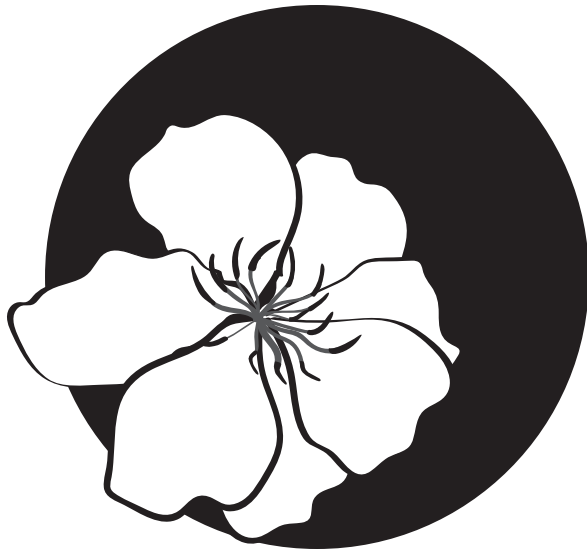
As I am still learning new skills, the secondary logo represents the experimental and ongoing progress in the developing skill. Initials C and M are connected by the dots, hoping to make it a complete work, the same way I am completing myself.



#ed1d25
R 237 G 29 B 37
C 0 M 99 Y 96 K 0

NO OTHER ALTERNATIVES of the logo is acceptable.

WORK THE LOGOs



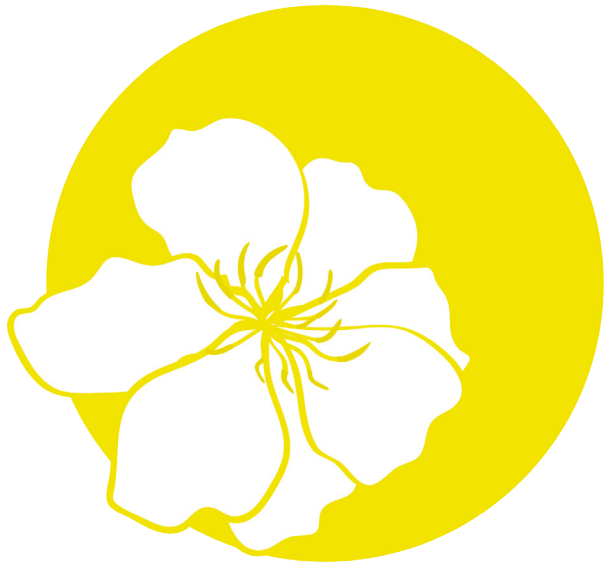
Primary logo in Black and White

NO OTHER ALTERNATIVES of the logo is acceptable.



Secondary logo in Black and White
NO OTHER ALTERNATIVES of the logo is
acceptable.

WORK THE LOGOs



CHI MAI

Primary logo with text - CHI MAI must be at the bottom of the logo.

Font type is Metropolis Medium

Colour : #4d4d4f

R 77 G 77 B 79

C 66 M 59 Y 55 K 36

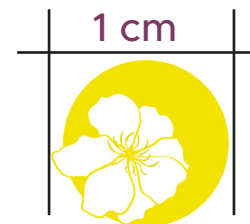
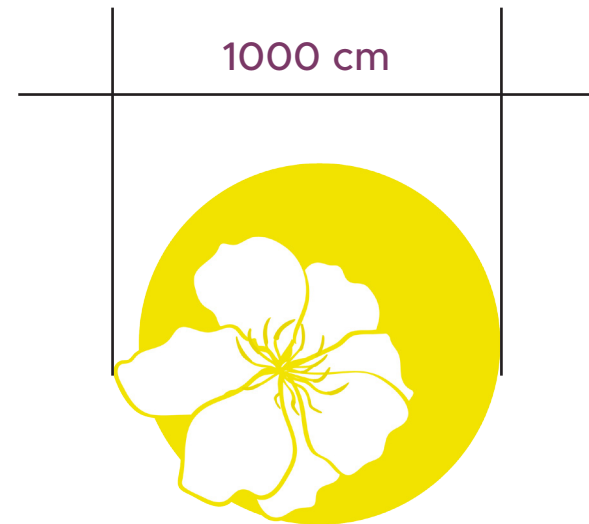
NO OTHER ALTERNATIVES of the logo is acceptable.



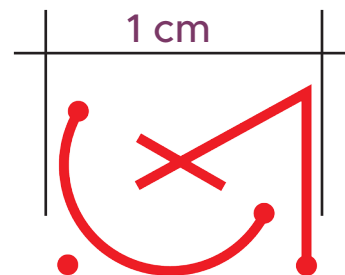
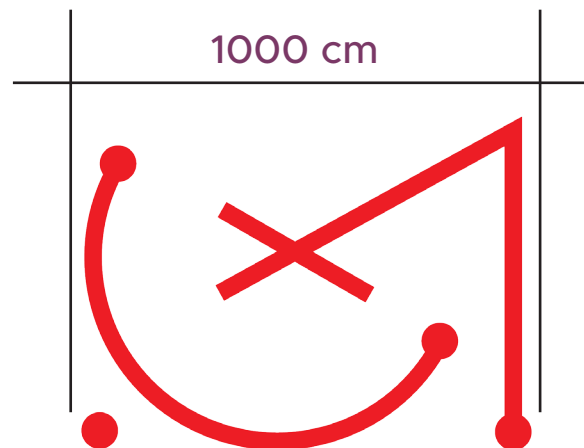
Secondary logo with text - CHI MAI must be at the bottom of the logo.

NO OTHER ALTERNATIVES of the logo is acceptable.

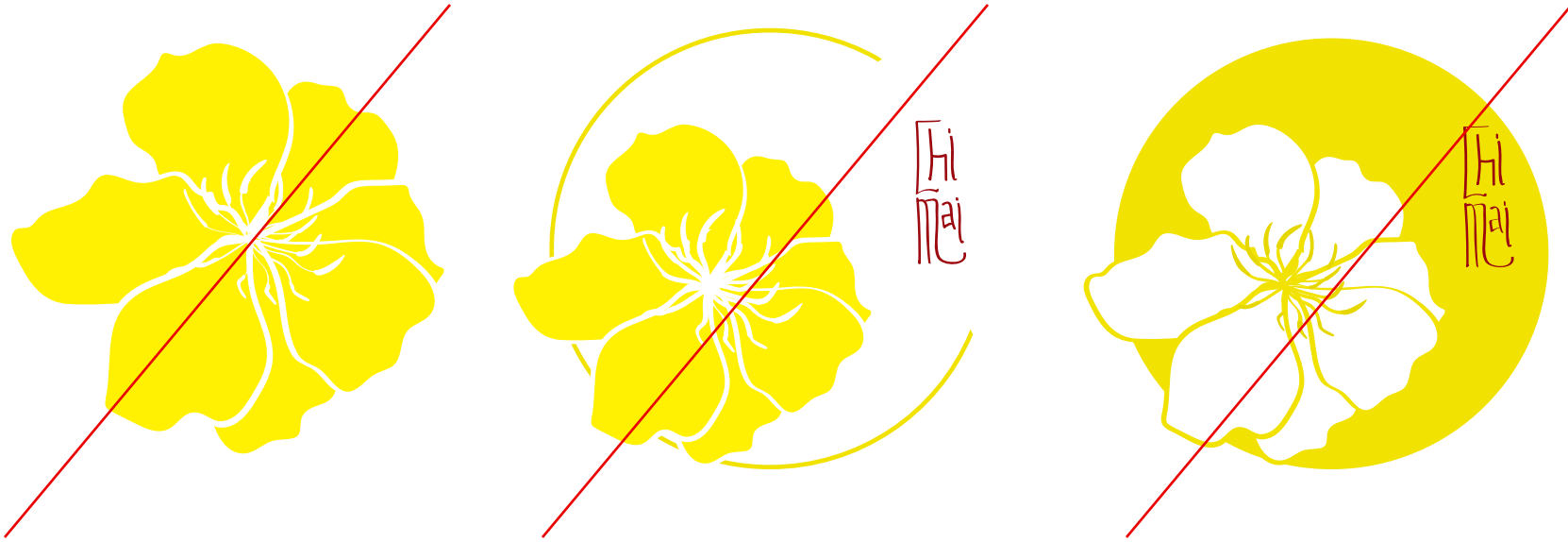
WORK THE LOGOs



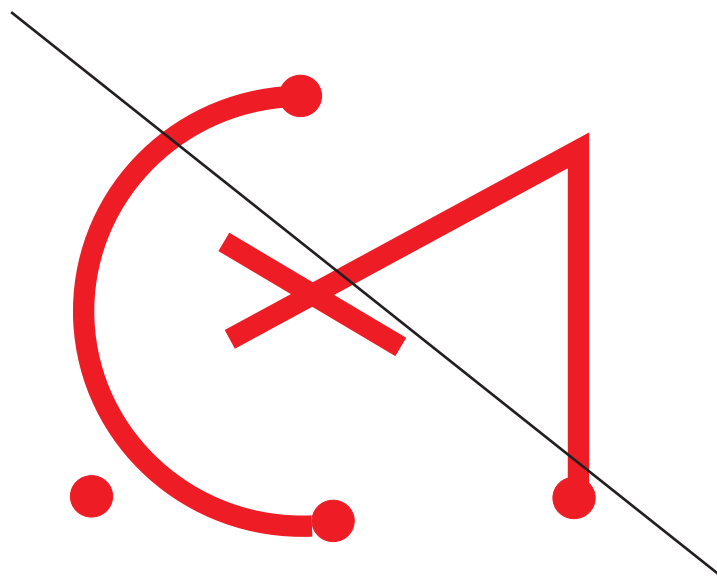
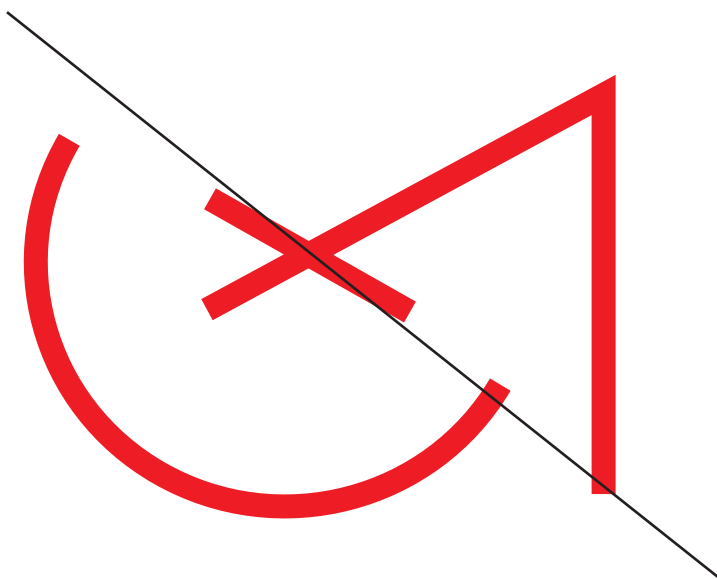
Texts and other items must avoid spaces surrounding the logo as indicated on this guide. The guide applies on both primary logo and secondary logo.



WORK THE LOGOs



Some, but not limited to, examples that are UNACCEPTABLE.



COLOUR PALETTE



#7a3866
R 122 G 56 B 102
C 53 M 89 Y 34 K 16



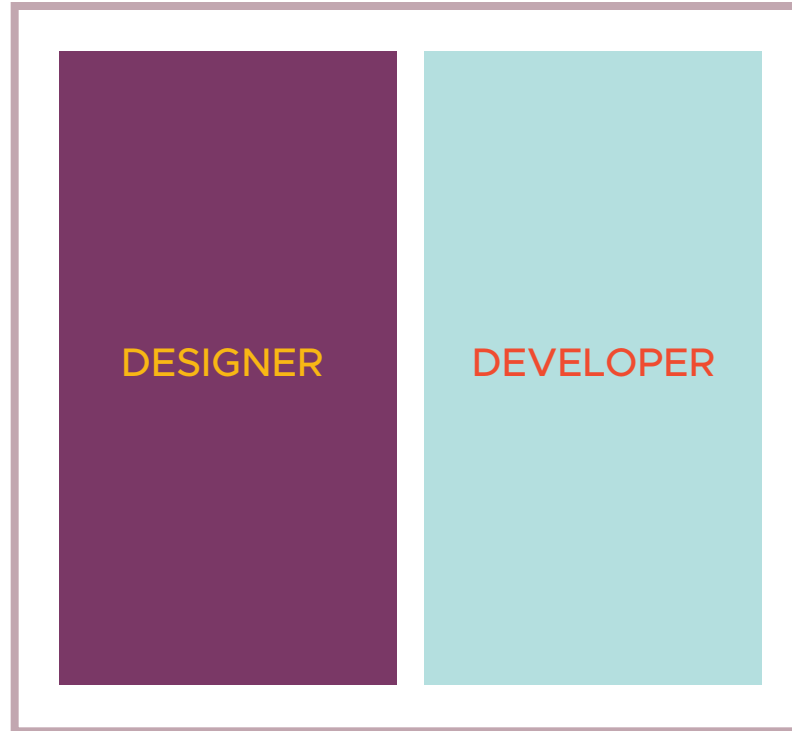
#c2a7b0
R 194 G 167 B 176
C 24 M 34 Y 24 K 0



#f8b715
R 248 G 183 B 21
C 2 M 30 Y 100 K 0



#b4dfdf
R 180 G 223 B 223
C 28 M 0 Y 13 K 0



#ef4c30
R 239 G 76 B 48
C 0 M 86 Y 91 K 0

The palette is created to be applied on websites where two sides of skills are divided and both must be as bold as each other without showing too much contrast or too strong or crowded.

NO OTHER ALTERNATIVES of the colours are acceptable.

TYPEFACE FAMILY

METROPOLIS MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

METROPOLIS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

METROPOLIS SEMI BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

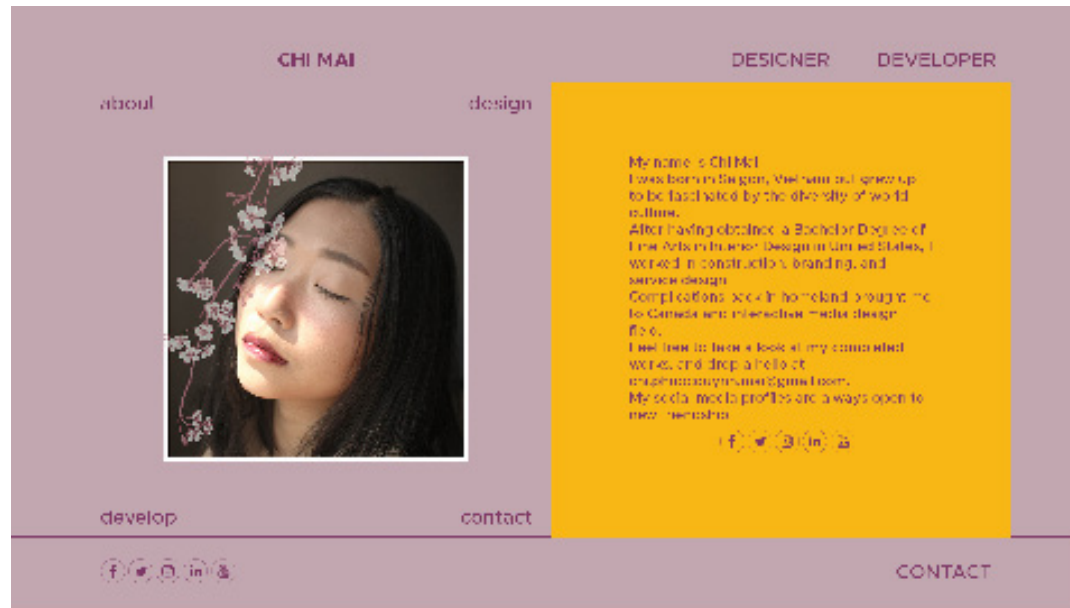
METROPOLIS THIN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

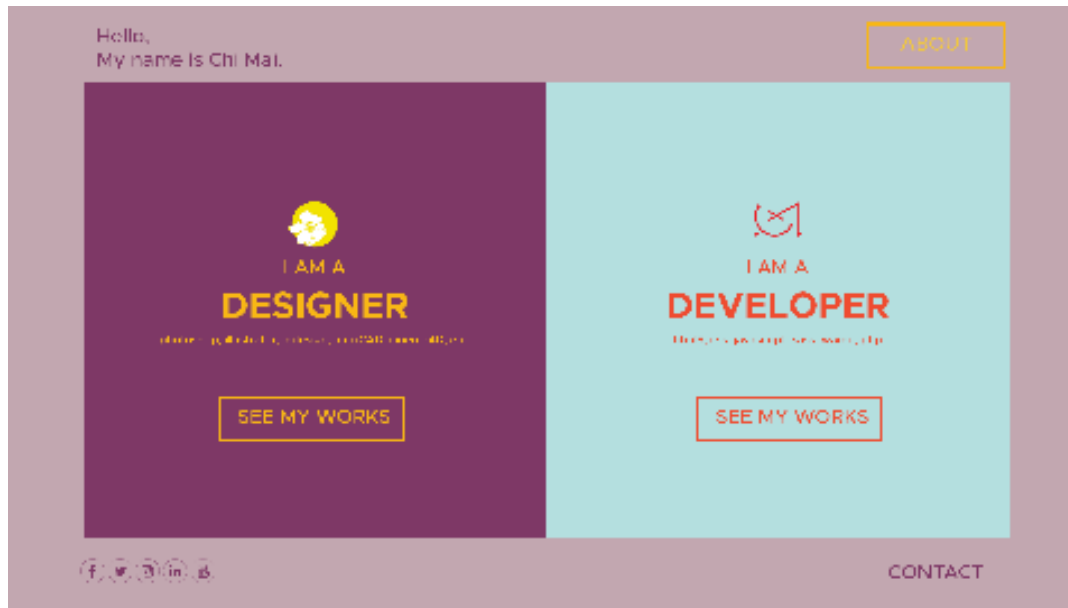
0 1 2 3 4 5 6 7 8 9

DESIGN APPLICATIONS

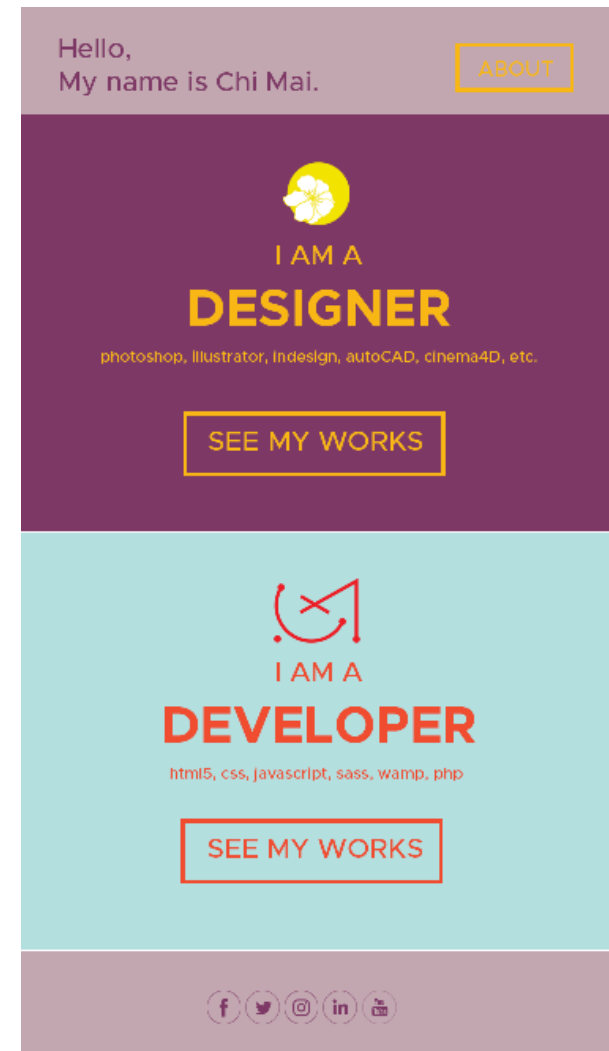


About Me Page on the personal portfolio website integrating primary colour scheme and typeface.

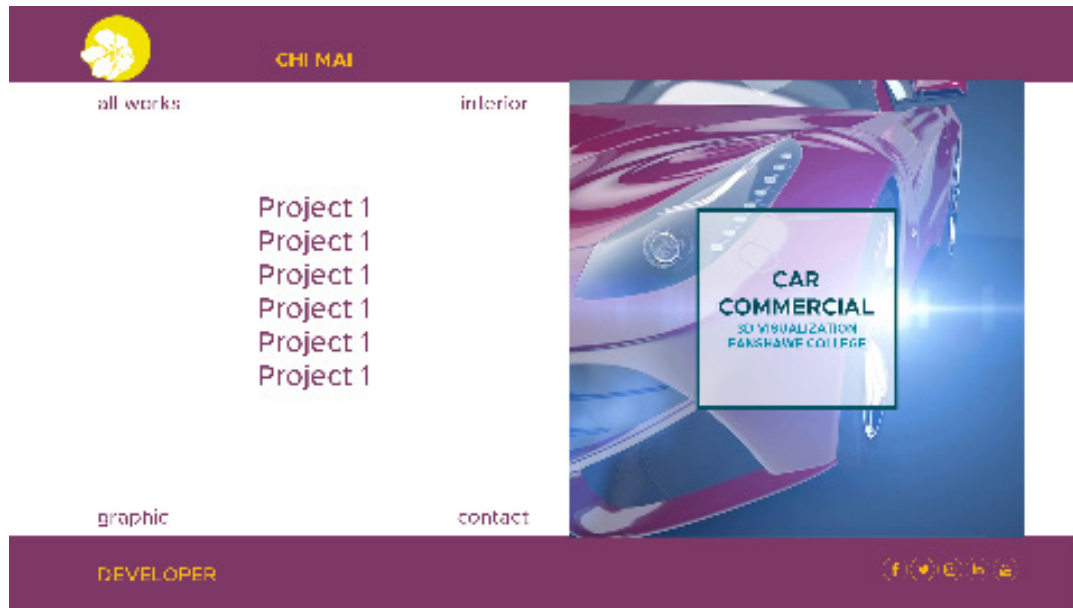




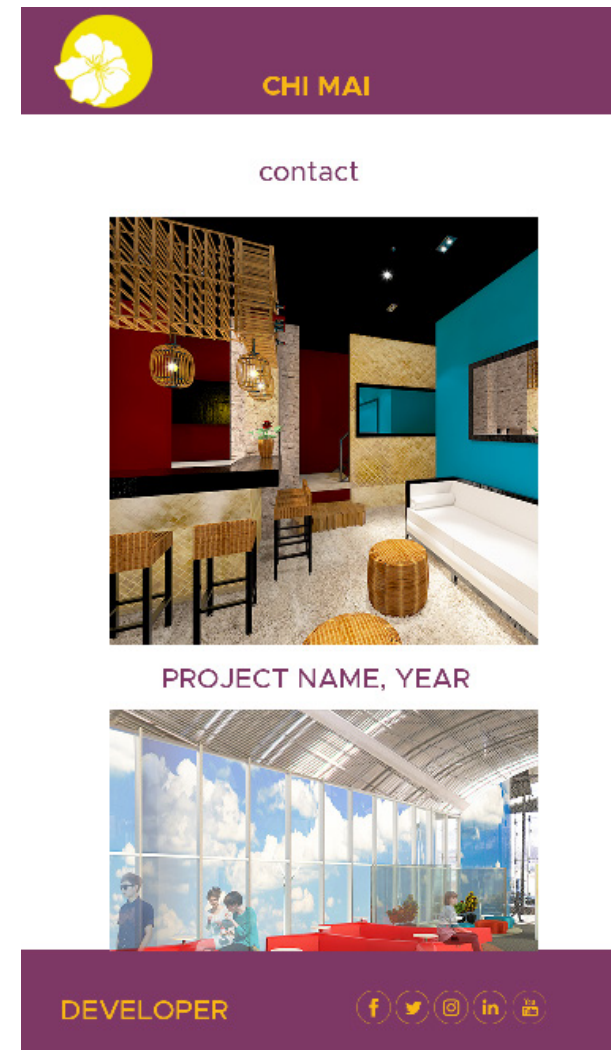
Two Sides Page on the personal portfolio website integrating both primary and secondary colour scheme and typeface.



DESIGN APPLICATIONS

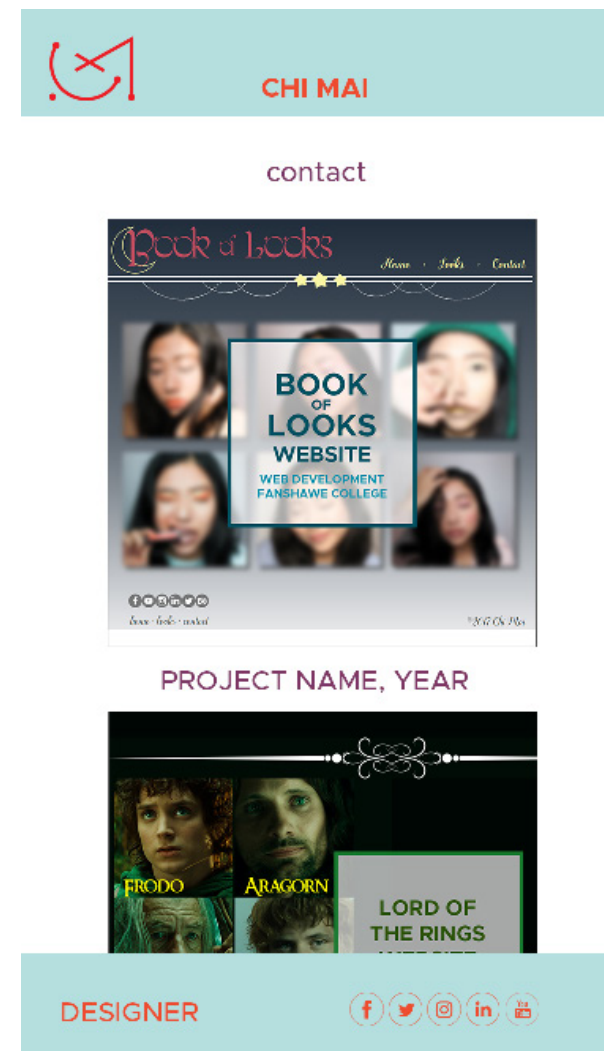


Design Project Page on the personal portfolio website focuses on the secondary set for design side only. The dark violet is complimentary to the primary logo.





Develop Project Page on the personal portfolio website focuses on the secondary set for design side only. The sky blue is complimentary to the secondary logo.



DESIGN APPLICATIONS

DROP A WORD?

DESIGNER

DEVELOPER

YOUR NAME

COMPANY (OPTIONAL)



E-MAIL ADDRESS


PHONE (OPTIONAL)

LOCATION

MESSAGE/INQUIRY

SEND

CHI P.Q. MAI
 1451 OXFORD ST E
 LONDON, ON N5V 1W2
 CANADA
 Tel: 226-998-4433
 Email: chi.puccocuynt.mai@gmail.com


DROP A WORD?

YOUR NAME

COMPANY (OPTIONAL)

E-MAIL ADDRESS

PHONE (OPTIONAL)

LOCATION

MESSAGE/INQUIRY

SEND

CHI P.Q. MAI
 1451 OXFORD ST E
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 Email: chi.puccocuynt.mai@gmail.com





Contact Page on the personal portfolio website integrating both primary and secondary colour scheme and typeface.



Business card Mock-ups. The card will have two sides in which show each side of my skill set.

Respect the Style Guide.