

GRAPHIC DESIGNER
& ILLUSTRATOR



[PORTFOLIO]

NUMBER
408 - 886 - 4279

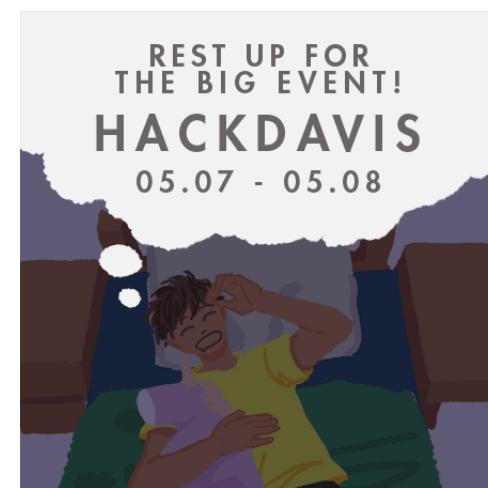
EMAIL
ANNNH.LAM@GMAIL.COM

PORTFOLIO
ANNNH-LAM.GITHUB.IO/HOME/PORTFOLIO.PDF

30 DAYS

21 DAYS

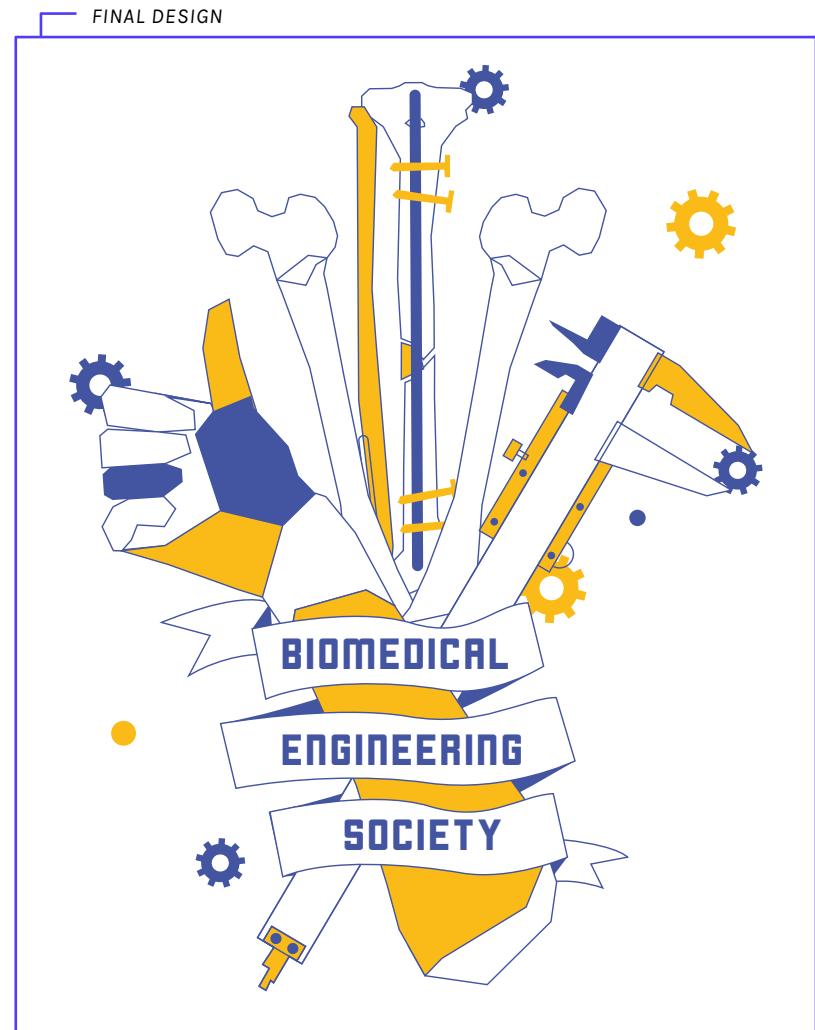
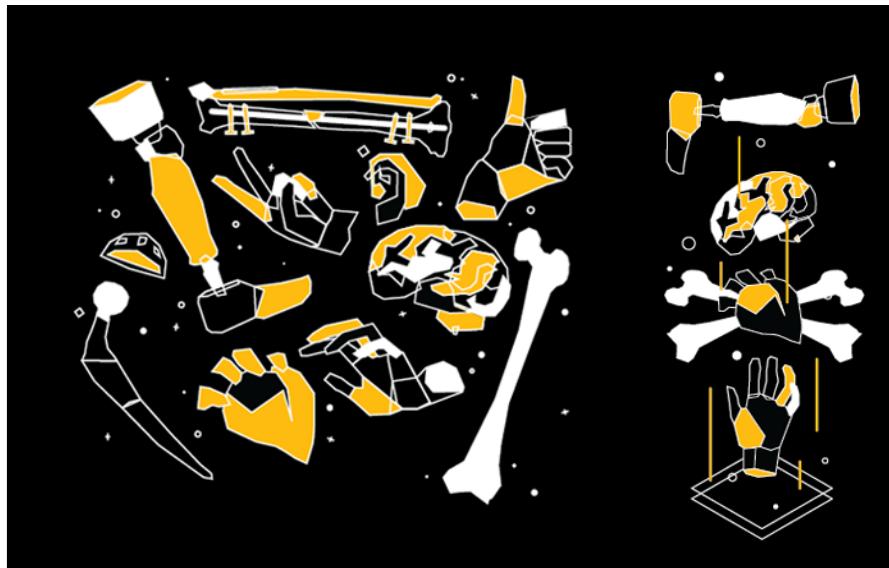
14 DAYS



[HACKDAVIS COUNTDOWN ADS]

HACKDAVIS
JAN 2016 - MAY 2016

Selected examples of the countdown ads posted on social media (Twitter, Facebook, Instagram) for the first Hackathon at UC Davis.



[BMES T-SHIRT DESIGN]

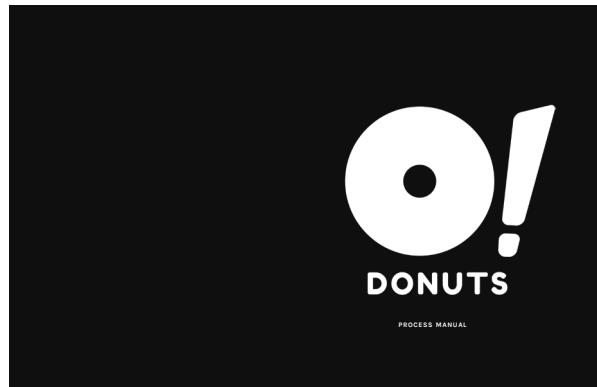
BIOMEDICAL ENGINEERING SOCIETY
SEPT 2016 - MAY 2017

T-Shirt design for BMES club for the 2016 -
2017 school year.

[PACKAGE DESIGN PROCESS MANUAL]

VISUAL COMMUNICATION COURSE
SEPT 2016 - DEC 2017

Selected spreads of the process manual for the final project of the Visual Communication course. Documents ideation process, development of graphic identity and package design, final product, and design analysis.



DONUTS!

TABLE OF CONTENTS	
01 INTRODUCTION	ABOUT US
	MISSION STATEMENT
	PROJECT PURPOSE
	BUDGET CASE STUDIES
02 LOGO DEVELOPMENT	PRELIMINARY SKETCHES
	REFINEMENT DRAFTS
	FINAL LOGO
03 GRAPHIC STANDARD	VISUAL IDENTITY
	BRANDING SYSTEM
	MARKETING STRATEGY
04 PACKAGING DESIGN	CREATIVE BRIEF
	PRELIMINARY SKETCHES
	REFINEMENT DRAFTS
	LABEL DESIGN
	PACKAGING DESIGN
	FINAL PRODUCT
05 CONCLUSION	DESIGN ANALYSIS



01
INTRODUCTION

ABOUT US
Our Fresh Baked muffins and donuts and the sweetest tasting, O! DONUTS products have an amazing taste. We want to make sure our products are the best quality and taste. Our products are made with fresh ingredients and only natural ingredients. We want to make sure our products are the best tasting and most delicious products around the world.

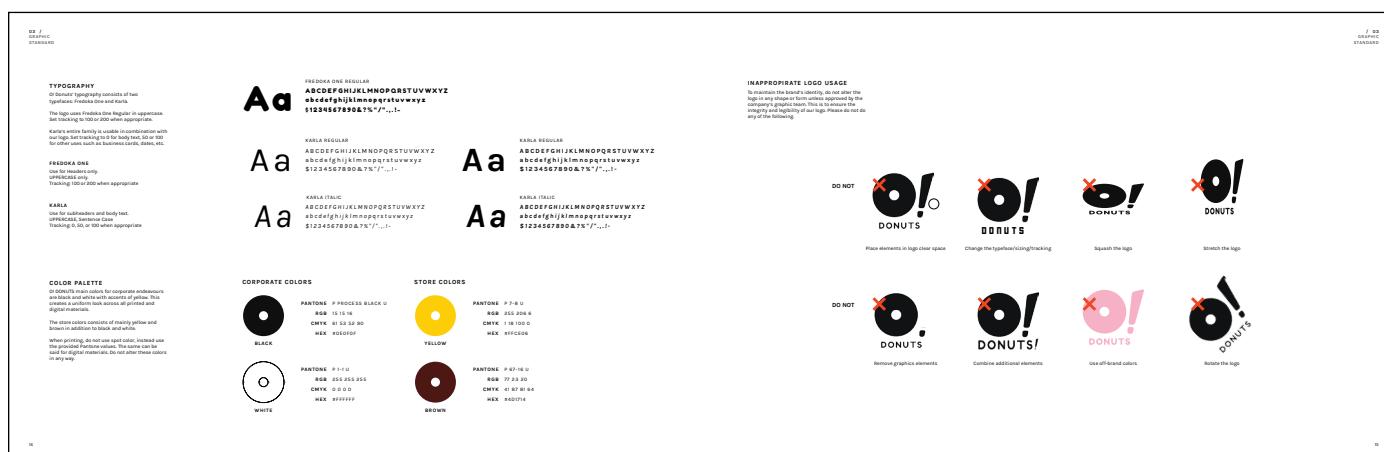
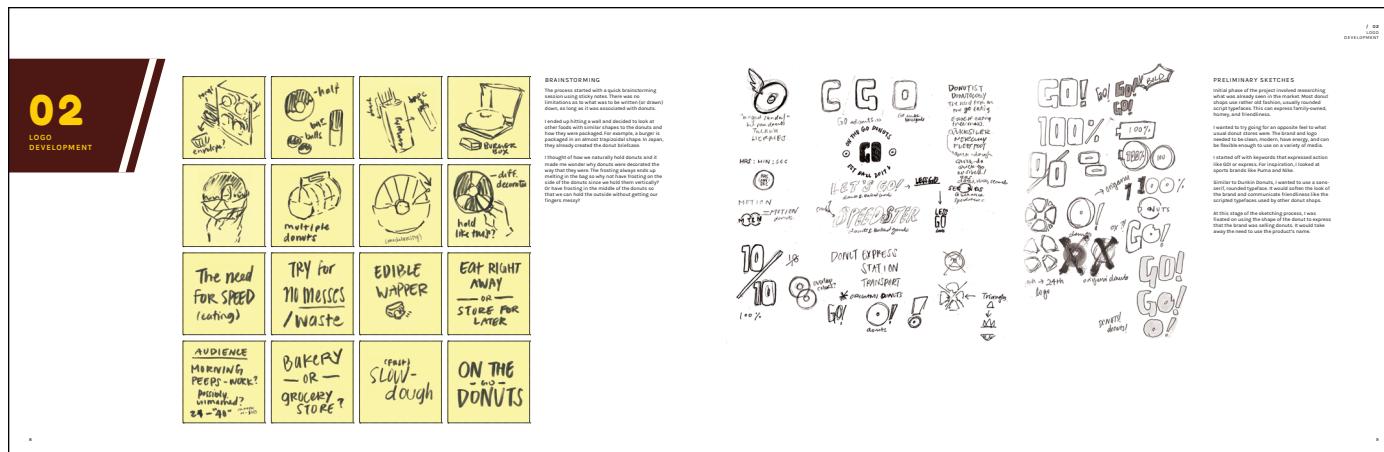
MISSION STATEMENT
Our mission is to make the best tasting and most delicious products. By using the best ingredients and the best tasting products, we want to make sure our products are the best tasting and most delicious products around the world.

PROJECT PURPOSE
The purpose behind this redesigning is to refine the current logo and packaging design. We want to make sure the new documents for the project have a consistent look and feel.

BUDGET CASE STUDIES
Before the project begins, we looked research online to gather inspiration.

EASY AND MESS FREE!

F. 00
INTRODUCTION



03
GRAPHIC
STANDARD

PRIMARY LOGO
The primary logo is designed to attract and invoke curiosity in potential customers. The O! icon is a large, bold, white circle with a black outline and a small yellow exclamation mark. It is a direct representation of the shape of a donut hole.

MINIMUM SIZE
The smallest size the logo should appear at is 1.5".

CLEAR SPACE
A clear space around the logo prevents any nearby competing graphic elements from distracting the logo. If the logo's width is larger than its height, the logo is represented by the width of the logo.

ALTERNATIVE VERSIONS
When the logo needs to be integrated smaller than 1.5" wide-wide, use the logo without the exclamation point. This is also used for the declination point from the logo shown in (2).

01

02

16

03 J
GRAPHIC
STANDARD

THE BUSINESS SYSTEM
The business system consists of the standard tools to have attractive business cards, and envelopes.

LETTERHEAD
The letterhead uses the standard 8.5" x 11" dimensions of standard letterhead, black and white are used to communicate professionalism.

ENVELOPE
O! DONUTS uses no. 10 open and envelopes (4.45" x 9.5") which are great to fit in when mailing. The logo is shown fully on the front of the envelope.

17

03 J
GRAPHIC
STANDARD

BUSINESS CARDS
All business cards are standard size (4" x 3.5") with the exception of store business cards.

The store business cards includes a stamp card on the back to give customers incentive to return and purchase again.

For corporate business cards, a perforated voucher is attached.

STORE BUSINESS CARDS

CORPORATE BUSINESS CARDS

MARKETING STRATEGY
In order to reach a wider range of customers, we will be using a variety of marketing tools. The following are examples of our tag apparel to be used for marketing purposes and products.

MERCHANDISE
Merchandise such as t-shirts, hats, bags, and promotional items during special events, such as grand openings, will be available for purchase. These items will be in our brand's color combinations seen previously.

18

04 / PACKAGING DESIGN

04

PACKAGING DESIGN

CREATIVE BRIEF

NEEDS
Donuts needs an easy, mess-free package design that allows for on-the-go packing and disposal.

PROJECT OBJECTIVE
This project aims to increase sales while making the experience of eating the product as clean as possible without the use of plastic.

PROJECT STRATEGY
When completed, this project will have three main components: a single serving size, the package for the single unit, and a larger version of the donut for sharing.

BACKGROUND
According to Mintel (global market research & market intelligence), "convenience," "freshness," "taste," "versatility," and "convenient packaging" were the most popular reasons for purchasing food products in the US.

CORE MARKET
Adult men (35-40 years) with annual incomes of less than US\$30,000.

AUDIENCE
Households with 5 or more members in which the homemaker is the primary decision maker.

MESSAGE
On-the-go and mess-free.

PRELIMINARY SKETCHES
Inspired by the initial sketches, the main idea of the package was to make a donut that can open and close like a clam shell. This way, the donut can be used to tackle the challenge of eating a cleaner donut.

SOURCE
www.mintel.com/press-releases/2012/06/mintel-global-market-research-and-market-intelligence-convenience-freshness-taste-versatility-and-convenient-packaging-were-the-most-popular-reasons-for-purchasing-food-products-in-the-us.aspx

04 / PACKAGING DESIGN

SECONDARY SKETCHES
These sketches acted as a sort of mind map and a way to figure out what features I wanted to include in the package. I had to figure out how the package would hold up to itself when it was closed.

Eventually I decided the first step I had to do was figure out how to create a paper lantern instead of a clamshell. I wanted to make sure that this particular feature because it allows the top and bottom to fold inwards.

The next few notes describes different ways I could put together the shells.

04 / PACKAGING DESIGN

PROTOTYPING
First prototyping involved creating each segment of the clamshell and then putting them together. Not until I had all the segments did I figure out how to make it collapsible. I had to cut gaps between the segments so that they could fold inwards.

ROADBLOCK 2
How do I close the gap?

MORE PROTOTYPING
I had trouble creating the shells because I did not have a good way to measure the segments. To take this, I was not sure how many sides the paper needed to have to fit together and fold comfortably. So I went through many iterations.

Eventually, I chose to use an 18-sided pentagon. Both ends would have four points.

ROADBLOCK 3
How does the donut actually sit in the package?

(AND) MORE PROTOTYPING
Just to finish off the donut shell, I cut the top tag sheet instead of the bottom half. This is so that the top tag sheet would be the only part that the donut wheel rotates open. Therefore, everything else would stay closed.

As I was trying the shells, I figured that I could make a separate base for the clamshell and cover the gaps so it would also be collapsible.

REFINING THE PROTOTYPES
The initial layout needed to be redesigned to a more compact layout. I had to move some parts, putting together the prototypes was proving difficult.

My plan was to have the nutritional facts and logo be on the top tag sheet. However, it got in the way of eating the donut.

04 / PACKAGING DESIGN

[FACEBOOK BANNERS]

AGGIE REUSE, CREATIVE MEDIA
OCT 2016 - SEPT 2017

Examples of online promotional ads for Facebook for Aggie Reuse.

ROUGH DRAFT



FINAL DESIGN

[AGGIE REUSE ADVERTISEMENT]

AGGIE REUSE, CREATIVE MEDIA
OCT 2016 - SEPT 2017

Flyer design for print and digital platforms for Aggie Reuse.

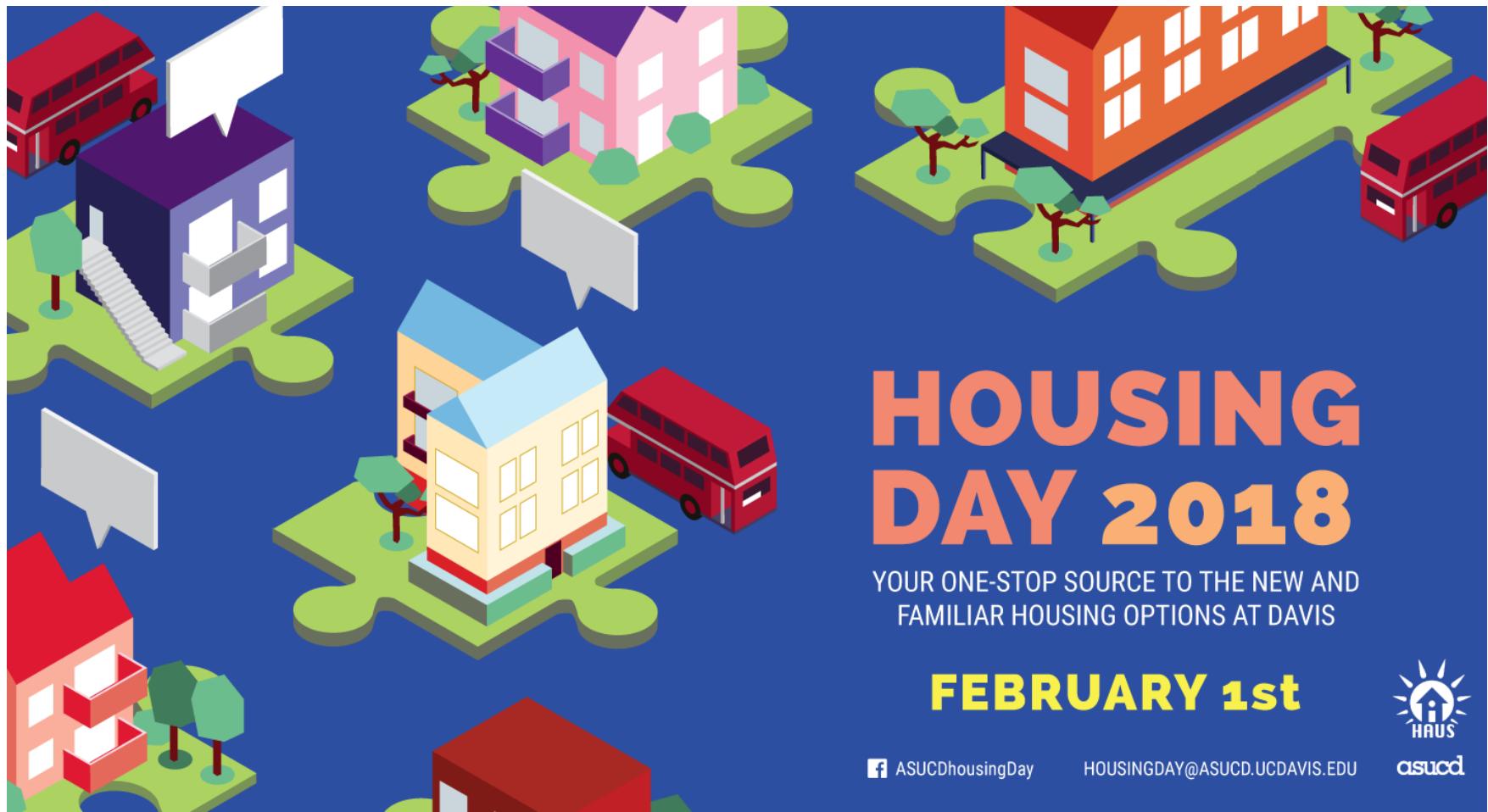


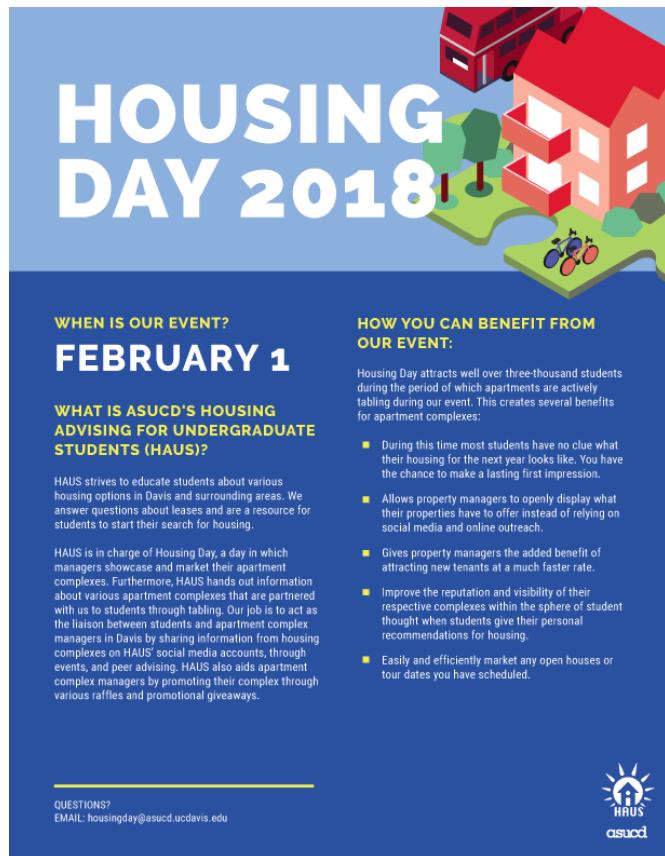


[ASUCD NIGHT OUT & THE BUZZ]

ASUCD, CREATIVE MEDIA
OCT 2016 - SEPT 2017

Designed under UC Davis graphic identity using brand-approved colors for two events that had happened concurrently: ASCUD Night Out and The BUZZ. Project requested Facebook event banner, flyer design, and T-shirt design.





[HAUS ADVERTISEMENTS]

HAUS, CREATIVE MEDIA
OCT 2016 - SEPT 2017

A series of advertisements created for HAUS's event, Housing Day 2018. Project requested one bus advertisement (left), a flyer for participants (above), and the right three pieces for recruiting.



[THANK YOU]

FOR STOPPING BY

