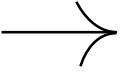




# Chi Vo



## SCOTTISH FISCAL COMMISSION

### Professional work

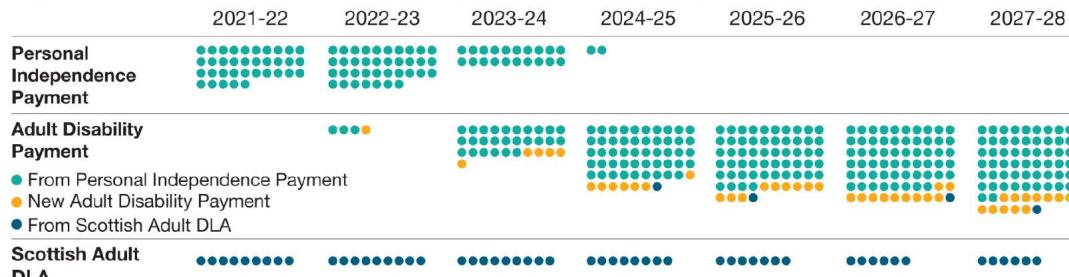
Selected works that I created with economists' data as design lead for the Scotland's Fiscal Publications, using Excel, Flourish, Inkscape (due to Government's lack of funding we could not subscribe to Adobe softwares).

To summarise and make it easier for politicians and policy makers to understand our work, I have developed 'first glance' templates to help summarise the biggest 3 topics presented in Fiscal Updates.

Full PDF file can be found here

<https://www.fiscalcommission.scot/publications/scotlands-economic-and-fiscal-forecasts-may-2022/>

Figure 5.7: Illustrative transfer of spending from DLA Working Age and PIP onto ADP



Source: Scottish Fiscal Commission  
Circles represent £50 million spend.

Figure 5.3 Timeline of social security payments

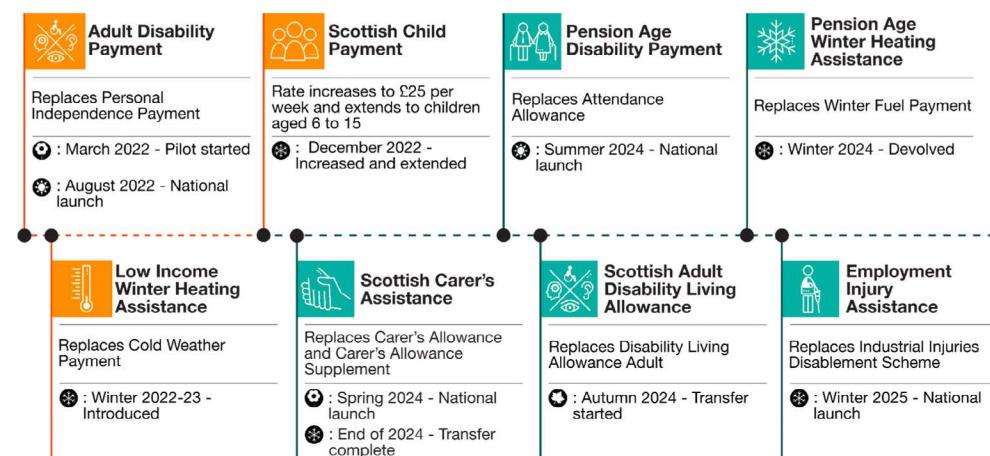
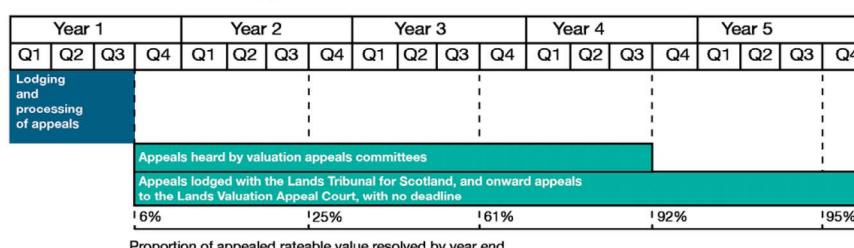


Figure 4.18: Simplified Schematic Overview of Revaluation Appeals Profile Update

Previous revaluation cycles [1]



2023 revaluation cycle onwards

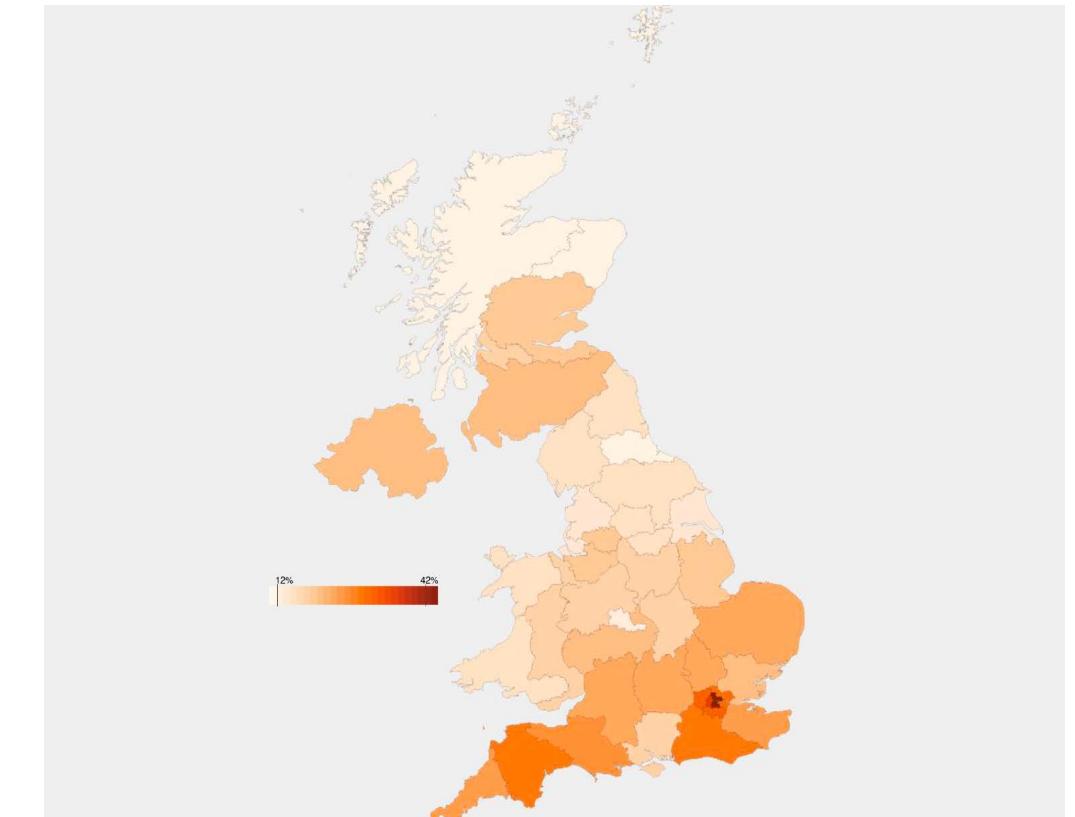
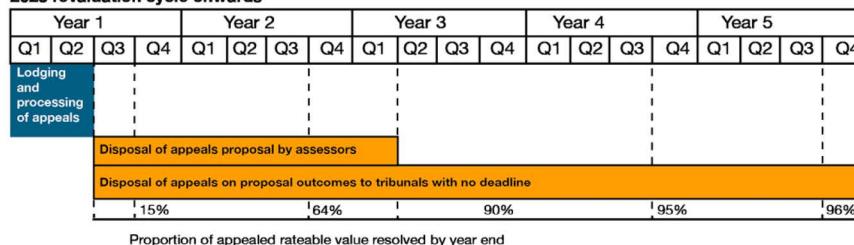
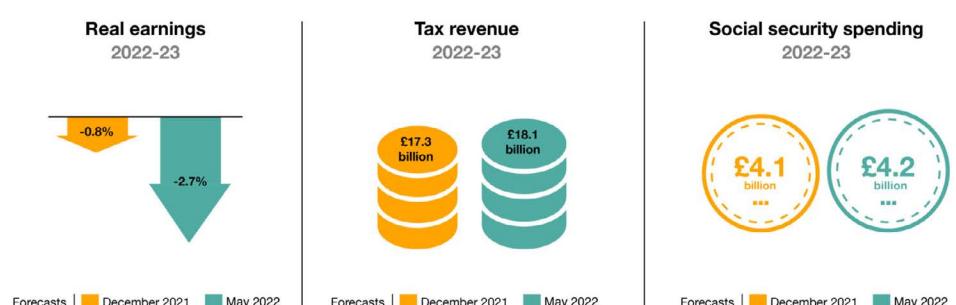


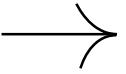
Figure 5.2: Social security spending in 2022-23 and 2027-28



[1] Other includes Best Start Foods, Best Start Grant, Carer's Allowance Supplement, Child Winter Heating Assistance, Low Income Winter Heating Assistance, Funeral Support Payment, Discretionary Housing Payments, Fair Start Scotland, Self-Isolation Support Grant and Scottish Welfare Fund in 2022-23. It excludes spending on Carer's Allowance Supplement and Fair Start Scotland in 2027-28 as these are covered as part of the indicative forecasts

[2] Other includes Industrial Injuries Disablement Scheme and Severe Disablement Allowance in 2022-23, but only for Severe Disablement Allowance in 2027-28.  
[3] Indicative forecasts includes spending on Scottish Carer's Assistance, Pension Age Disability Payment, Employment Injury Assistance, Pension Age Winter Heating Assistance, the Scottish Adult DLA, and an estimate for spending on employability services to replace Fair Start Scotland.





## CAMBRIDGE CONSULTANTS

### Professional work

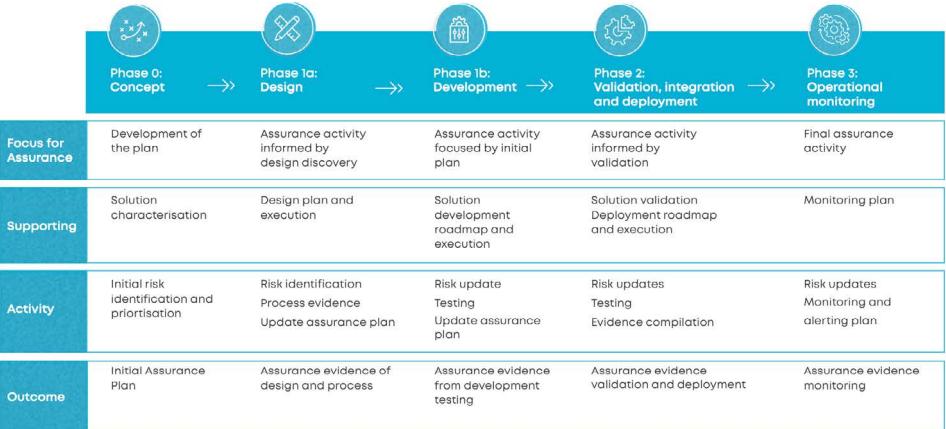
Design lead on publications:

AI assurance: protecting next-gen business innovation

[https://www.cambridgeconsultants.com/sites/default/files/uploaded-pdfs/2023\\_AI\\_Assurance\\_Innovation\\_Briefing.pdf](https://www.cambridgeconsultants.com/sites/default/files/uploaded-pdfs/2023_AI_Assurance_Innovation_Briefing.pdf)

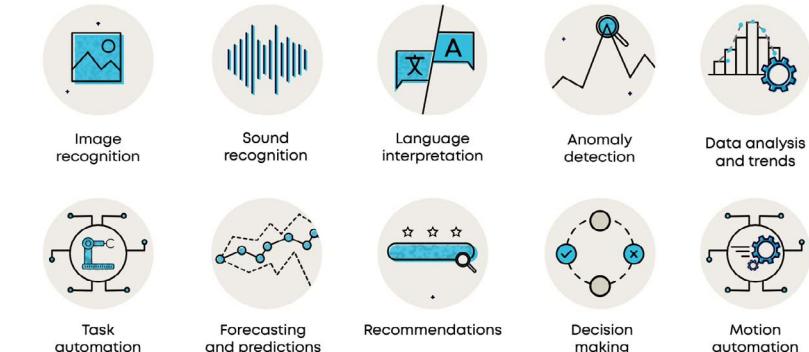
The Impact of AI on Transportation and Mobility

<https://itsa.org/wp-content/uploads/2023/12/Lit-R-018-v0.3-2023-ITSA-AI-report.pdf>

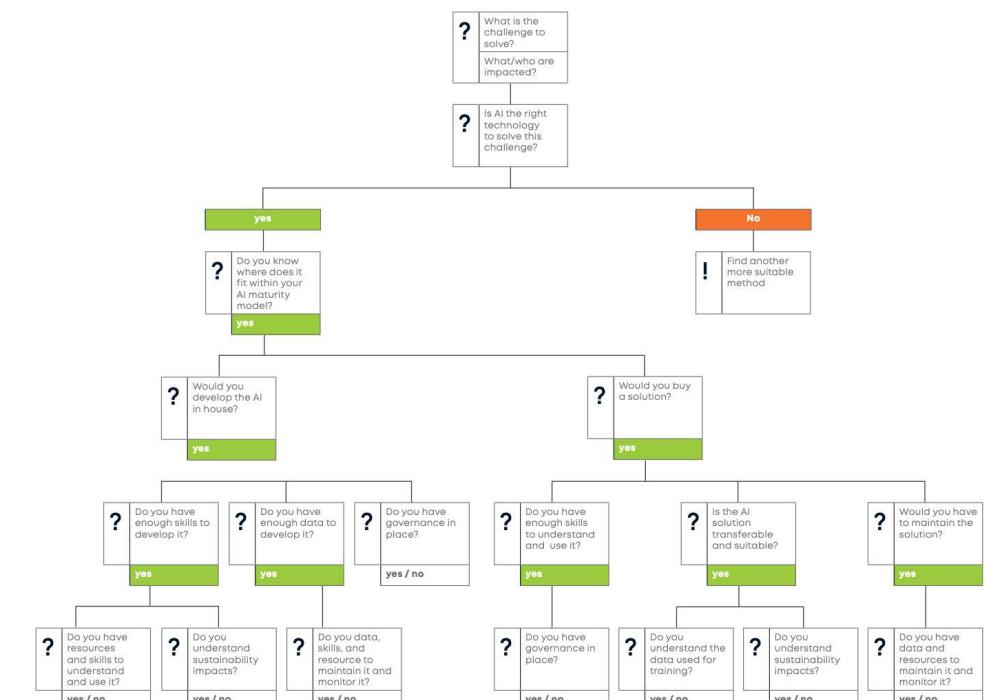
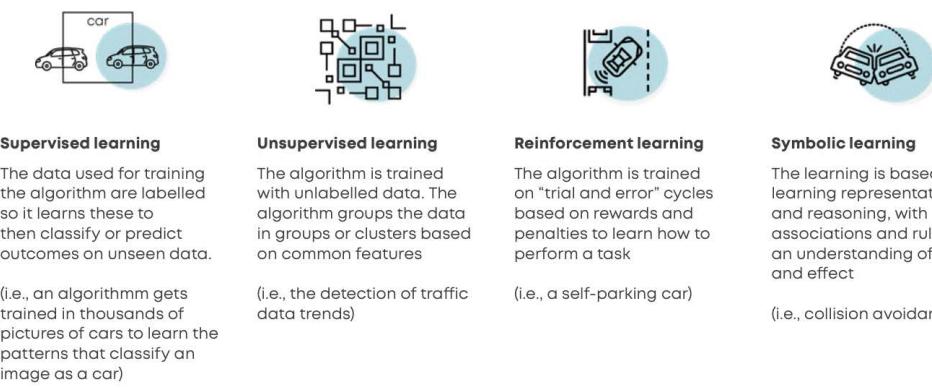
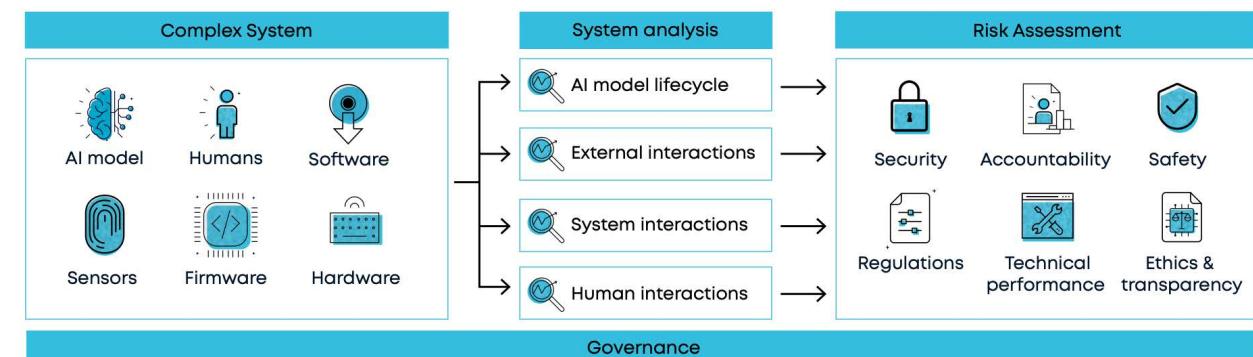
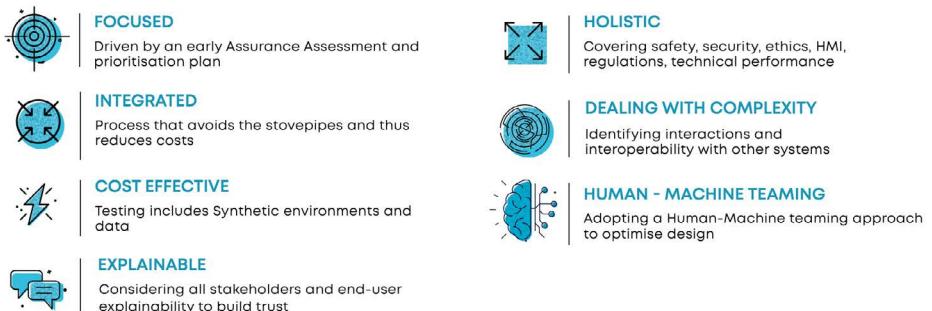


### MOST COMMON APPLICATIONS OF AI

through a technological solution-focused lens



### A holistic approach to AI assurance



## RNLI ANNUAL REPORTS

### Coursework

Carr Kamasa set the brief, an agency in London, to produce an Annual Reports & Accounts report for RNLI based on text and Excel files.

Aim: Distributing information on pages to communicate the brand's mission while adhering to RNLI's branding.

I carried out branding research for the brand, understood their mission, and chose real-life stories to highlight my theme for this annual report, 'Surviving the Storms'.

Full PDF file can be found here:

<https://drive.google.com/file/d/1-BD>



Home   Welcome   Our heritage   Highlights & impacts   Our plans   Financial review   Governance   Financial statements   Structure   Thank you

## CONTENTS

- 01. WHO WE ARE
- 02. OUR HERITAGE
- 03. HIGHLIGHTS & IMPACTS
- 04. OUR PLANS
- 05. FINANCIAL REVIEW
- 06. GOVERNANCE
- 07. FINANCIAL STATEMENTS
- 08. STRUCTURE
- 09. THANK YOU

RNLI Annual Report & Accounts 2020

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## WELCOME

'Our founder established the RNLI to save lives both home and abroad. We remain true to that vision.'

**Perfect Storm**  
As you will see in this report, our service shows some improvement following our Periodic Statement campaign, but we're still not where we want to be. In fact, we're still facing challenges due to the growing demands of our lifesaving work. RNLI people saved lives of 374,000 women and children last year – an increased many thousands more in winter safety difficulties from last year.

**Our crew, our lifelines**  
Our courageous, selfless lifers every day risk their lives to reduce the thousands of drowning tragedies every year. They carry out one in four rescues in the UK and Ireland – and the RNLI has a long history of saving lives at sea both home and abroad. We remain true to that vision. We did lose a few seafarers but, very recently, more people have signed up as members.'

**RNLI Chairman**  
2020 saw the retirement of Paul Boles after 16 years as chief executive for nearly a decade. He served as chairman for nearly a decade, and his replacement, Sir Ian Dury, has a big challenge ahead.

**Our financial statement**  
Our financial statement provides every year. It highlights the work our lifers do to help the millions of people who live in the UK and Ireland – where Castlebay's lifeboat crew launched into a force 8 to save the lives of six fishermen. Decades of hard work and dedication have led the RNLI to where it is today – and now it's time for the RNLI to move forward.

**Our RNLI Chairman**  
Thank you

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## OUR HERITAGE

The RNLI has responded to the same storms and waves for centuries. That's why you can depend on us to always be there, ready to respond to the needs of the community.

We've been through the ages – from 1824 to 2000 and beyond. The people who have joined us over the years have been some of the most dedicated, brave, and selfless individuals in the world.

For the first time in its 197-year history, the RNLI has now got a full team of researchers and historians to tell the story of the RNLI's past. But it's not just the past that will tell the story, but also the present and the future.

Formation of RNLI Road Rescue Team  
RNLI College opens  
Sir William Hillary's 250th birthday  
20th anniversary of the first fast motor-powered lifeboat  
20th anniversary of formation of RNLI Food Rescue Team

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## OUR CREW, OUR FAMILY

**FAMILY TRADITION**  
Isabel Taylor's family has discovered five generations of lifeboat heroes and counting.

It's all about making connections. I'm amazed how many people – even inland – have a connection to the RNLI. A link to the past and to the RNLI's history is a really good thing.

**'WITH COURAGE, NOTHING IS IMPOSSIBLE'**  
Sir William Hillary's

**Read Isabel's story**

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## LIFEGUARDS

Two out of three people in the UK will head to the seaside at least once this year. And when something goes wrong, who can help?

**Holiday regulars** Mr. Lindström, 40, continued to patrol 254 of the busiest beachheads across the UK and Channel Islands in 2019. Together, they extended the RNLI's reach to 100 locations, from the Isle of Wight to Jersey, Guernsey, and Alderney, and even the Isles of Scilly, where he and his family are based. Last year, they carried out more than 3,800 prevent or active rescues by providing beachgoers with expert advice, guidance and direction.

**248 PEOPLE AIDED BY RNLI LIFEGUARDS BEACHES PATROLLED IN UK AND CHANNEL ISLANDS**

**252,699 LIFEBOAT LAUNCHES HOURS AT SEA GIVEN BY LIFEBOAT CREWS**

**5,600+ CREW MEMBERS**

**Three generations of a family on call for Christmas with RNLI in Scotland**

**Three generations of a family on call for Christmas with RNLI in Scotland**

**For Adam, 49, who is a deputy launch officer by day, it's a bit of a challenge to be a dad by night. As a primary school teacher, he's often on duty at night. Last year, he and his wife, Helen, 43, swam in icy, choppy water in the North Sea. Adam's son, Alan, 15, has also joined the RNLI. "I'm really looking forward to him becoming a lifeguard," says Adam. "He's a bit of a thrill-seeker, so I think he'll be great at it."**

**Seán O'Brien, 29, is a lifeguard at the Buncle lifeboat station in the north east of Scotland. He's been a lifeguard since he was 16 and has been with the RNLI for 10 years. "I've been a lifeguard for 10 years and I've never had a bad day," says Seán. "I've had some really good days, like when we rescued a man who had been swimming in the sea for 14 hours and was too tired to get out. It's been a really good experience."**

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## OUR PLANS

**OUR PLANS**

Our plans for the next five years are guided by our Six Outcomes.

Achieving these outcomes will result in our communities feeling safe while reducing the safety risks and enhancing our impact on the real world.

To know our plans and to assist others live well, see our 'Our People' page.

**WE KEEP OUR PEOPLE SAFE**  
We give our volunteers and staff the training and tools to keep themselves safe.

**WE RAISE AND SPEND DONORS' MONEY WISELY**  
We diversify our income sources and focus on commercial opportunities.

**OUR FUTURE IS SUSTAINABLE AND SECURE**  
We invest in our people, equipment, facilities, and infrastructure to support our services.

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## FINANCIAL REVIEW

In cost £163.5M to run our lifesaving service – all funded by our generous supporters.

**INCREASE IN NET INCOME**  
An increase in the net revenue available for charitable spend of £5.5M was experienced.

**£163.5M IN 2019**

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## LOUD DISCRIMINATIONS & QUIET CONTRIBUTIONS

### Coursework

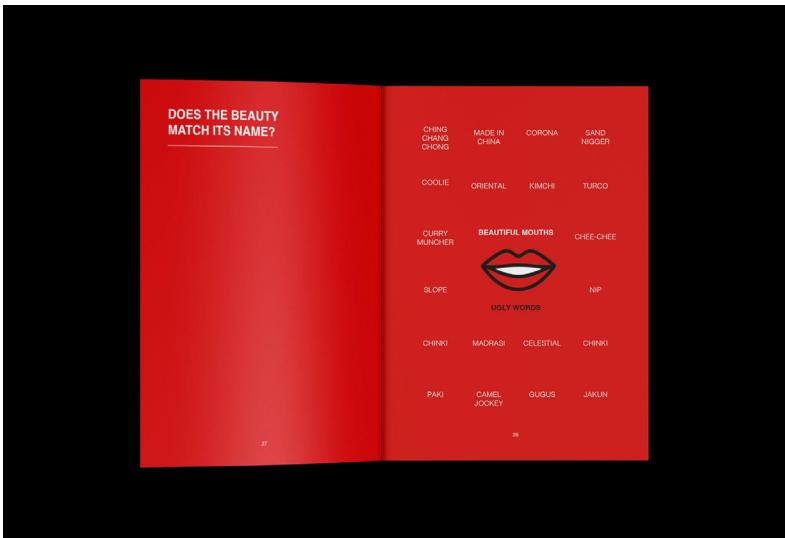
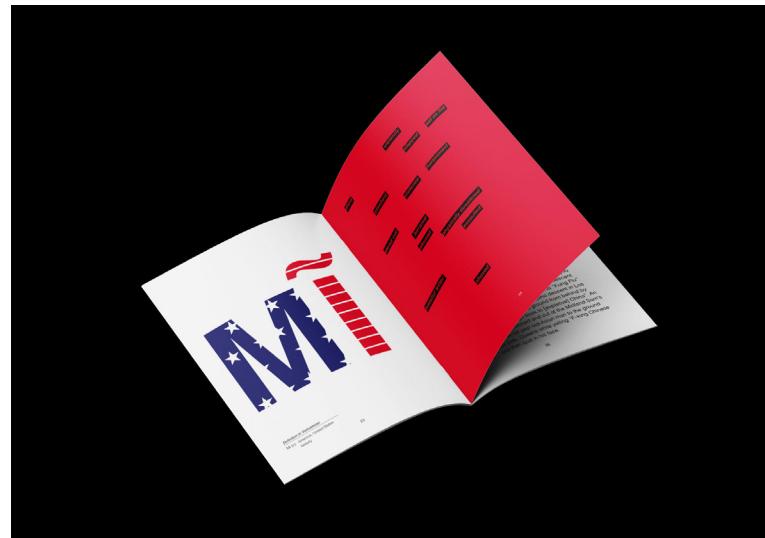
#### V&A Dundee's favourite projects from the Graduate Showcase 2021

"This is a stellar piece of work which highlights the issues of the anti-Asian hate movement. Striking, impactful use of colour and typography informed by a solid body of research, raising awareness and offering support to victims. Seriously impressed!"  
 - Leonie Bell. Director of Dundee V&A.

A personal brief to design a publication to highlight the injustice that AAPI (Asian American Pacific Islanders) and other Asian communities have been facing across the globe and include Asia contributions to the world to highlight the injustice.

Full publication reel:

<https://youtu.be/CzoKrCXazZQ>



# THE GANNOCHY

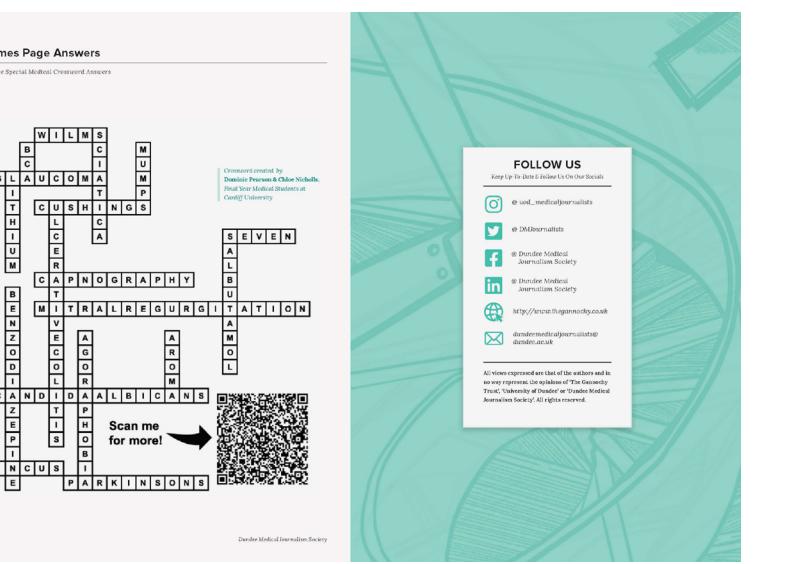
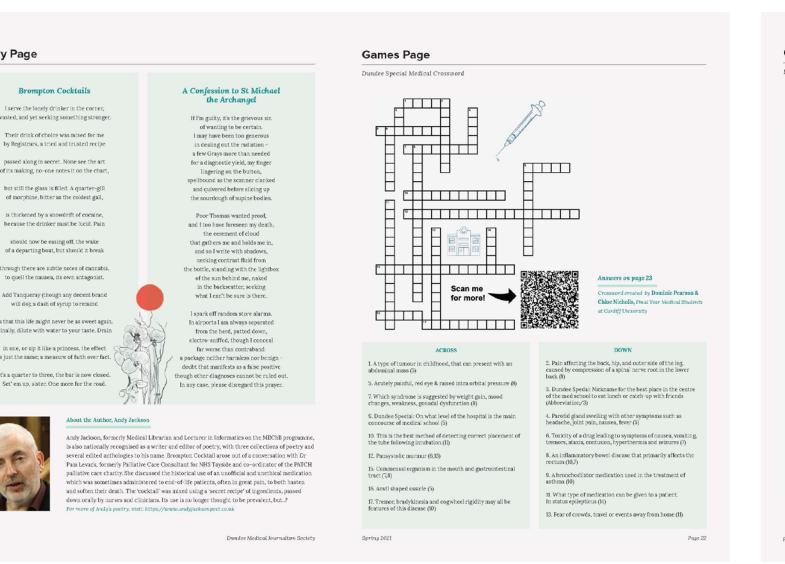
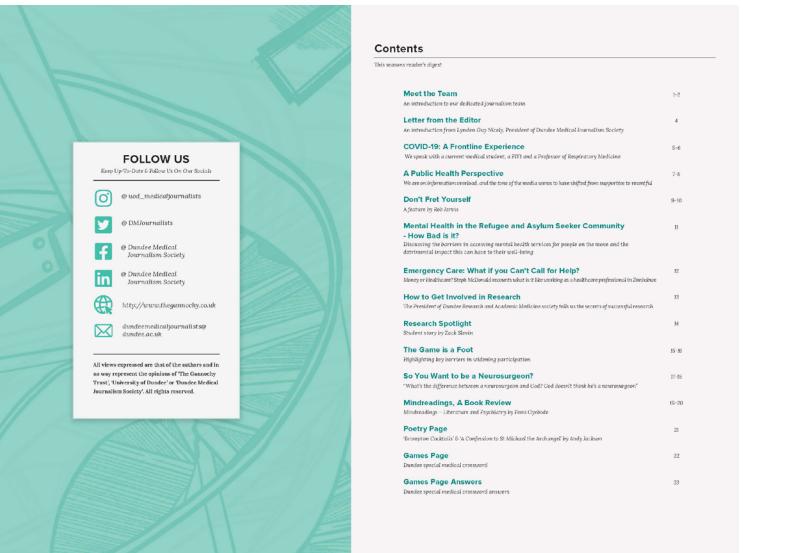
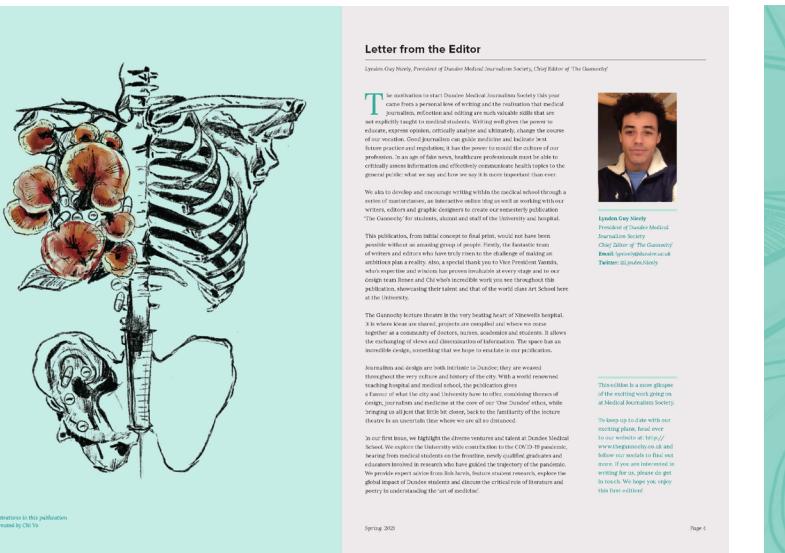
# Collaboration with Renee Simonini

A publication was designed for the Dundee Medical Journalism journalism publication.

Responsible for editorial design  
and all illustrations in the  
publication.

Full publication can be found here:

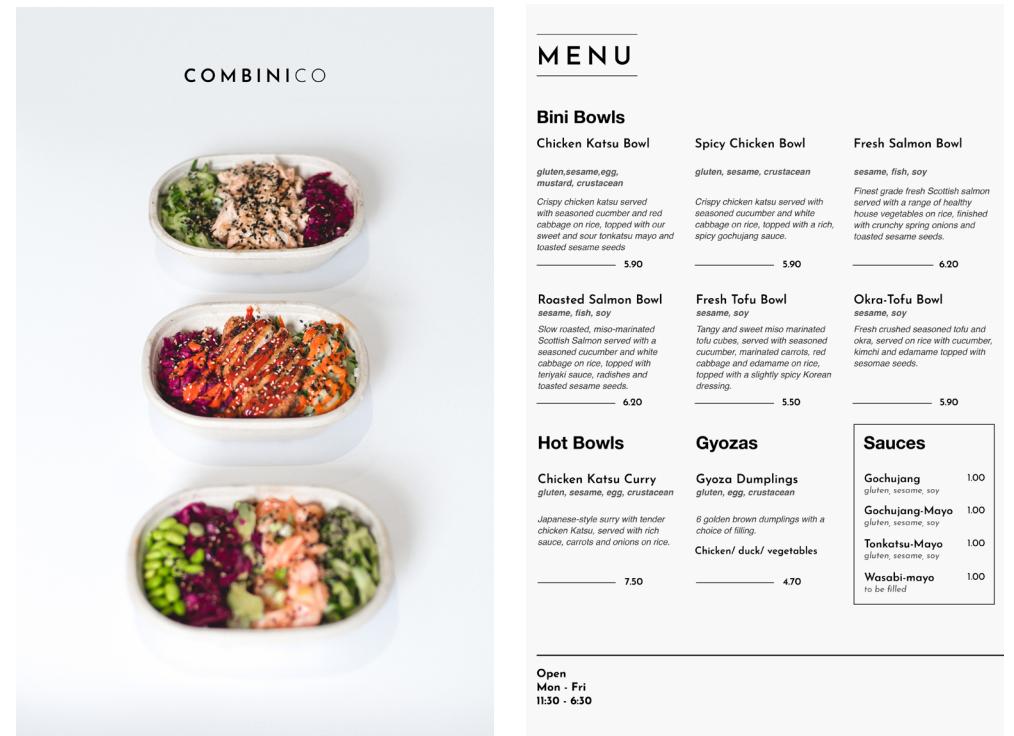
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## COMBINICO MENU

### Commerical work

Designed menus for CombiniCo's Food & beverage chain: CombiniCo shop and CombiniCafe



## INSPIRE

### Collaboration with Abbey Wang

'Inspire' is a tablet app designed to bridge a gap between a user's goal of becoming a designer and their dream.

#### Functions:

Connect students to mentors and activities  
 Inform students of the different design disciplines  
 Give them advice and show them events that will help build their portfolio.

This project was based on Adobe x Amazon's Creative Jam brief.

Top 10% projects submitted worldwide.

Link to prototype:

<https://xd.adobe.com/view/06d46631-1afa-49af-b944-adf5d1499037-5387/>

The image displays a grid of screenshots from the Inspire app prototype, illustrating its user interface and features. The screenshots include:

- Sign-up Page:** A landing page with fields for name, email address, password, and a sign-up button. It also includes terms and conditions and a link to see results.
- Personality Test Results:** A screen showing the user's personality type as "COMMANDER" (like Steve Jobs) with a portrait of Steve Jobs. It also shows ENFJ personality traits (Extraverted, Intuitive, Thinking, Judging).
- Activities Screen:** A list of activities categorized into CHALLENGES, WORKSHOPS, and EVENTS.
- Mentor Profiles:** A screen titled "FIND A MENTOR" showing profiles of various mentors with their names, titles, and specialties.
- Chat Interface:** A messaging interface with a header for "Chat With HUNG NGUYEN" and a message from Hung Nguyen asking about career advice.
- Goal Setting:** A screen titled "GOAL: To enter a design school!" with a progress bar and a list of universities to apply to.
- Profile and Personal Statement:** A screen for preparing a product design portfolio and personal statement, listing software used like AutoCAD and Adobe Illustrator.
- Community and Events:** A screen showing "Top picks for you" and a list of events.
- Dashboard:** A general dashboard view with sections for FIND A MENTOR, JOIN COMMUNITIES, EXPLORE ACTIVITIES, and GETTING INFO DESIGN.

## DARE TO DREAM - DISNEY

### D&AD Brief

Walt Disney's dream started with a mouse. What is your dream?

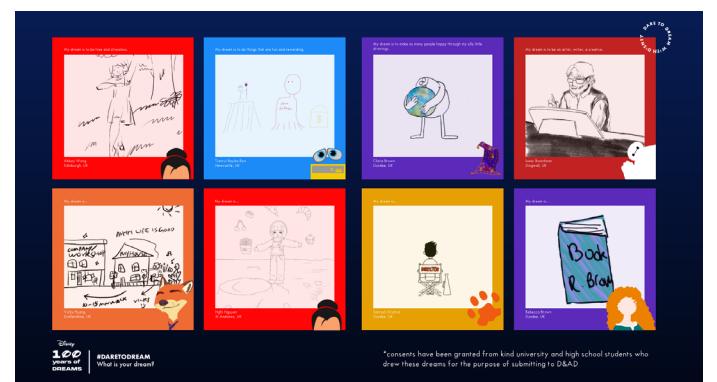
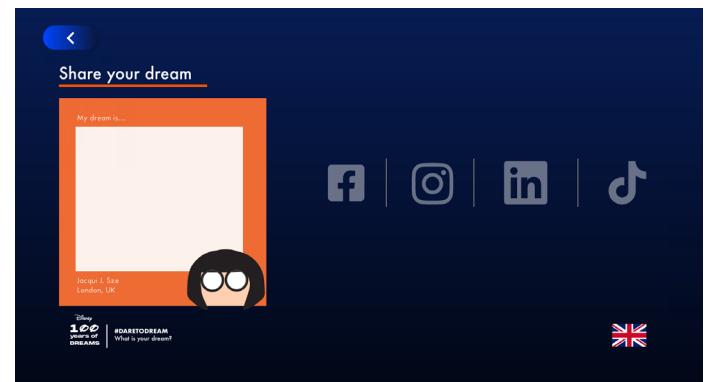
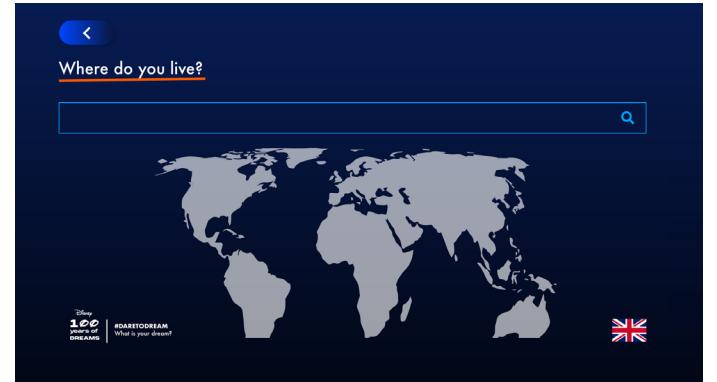
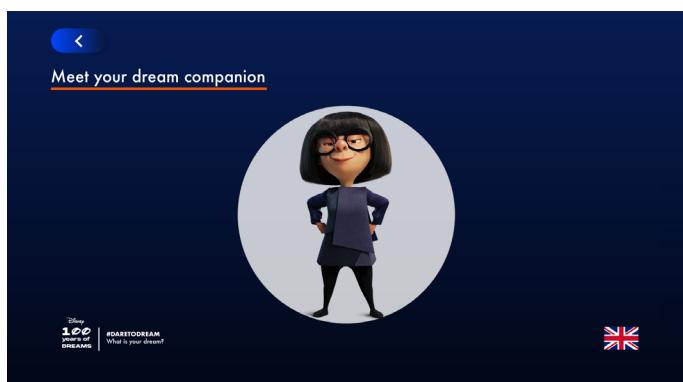
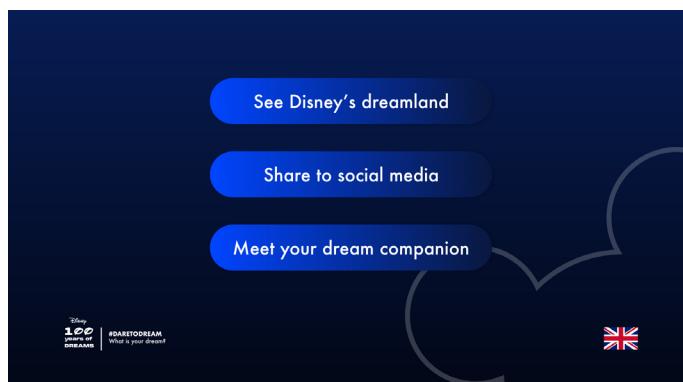
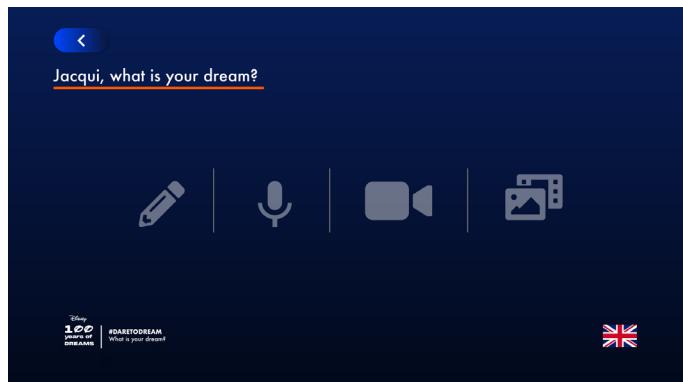
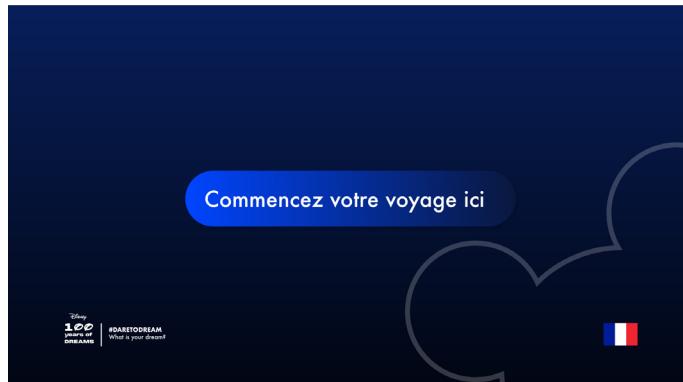
To celebrate Disney 100 years, 'Dare to dream' campaign asks young people from age 16-30 worldwide to share their dreams with Disney and the world. The intention is to help young adults feel more connected with the world through their dreams and passion while maintaining good mental health.

Users can also download their favorite childhood Disney character to their phone as their dream companion to keep mental health in check. The journey to fulfilling your dreams won't have to be lonely.

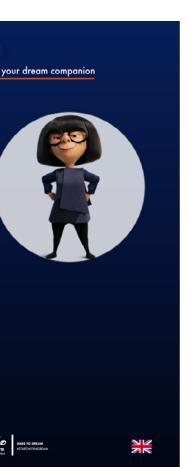
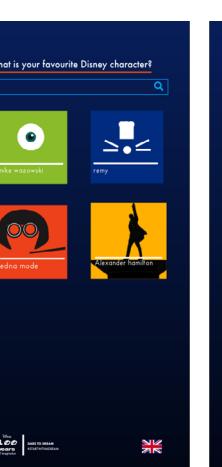
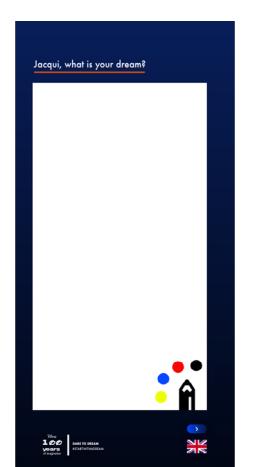
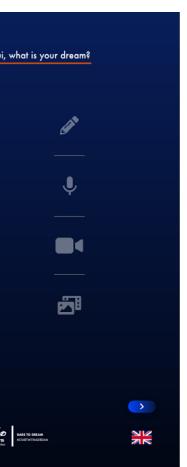
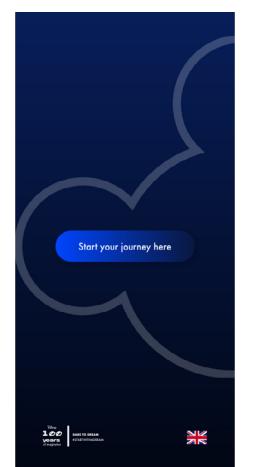
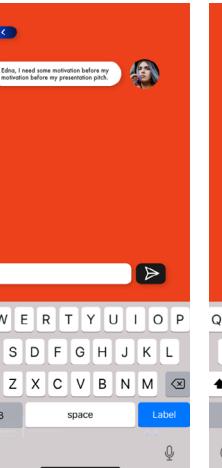
Full project:  
<https://youtu.be/2Se0eC3-3Dw>

Prototype:  
[https://xd.adobe.com/  
view/68121d34-3068-46d1-ac04-  
9dea8317f094-3d41/?fullscreen](https://xd.adobe.com/view/68121d34-3068-46d1-ac04-9dea8317f094-3d41/?fullscreen)

### Website



### Mobile app:



## BRAW BUN

Logo:

### Coursework

Utilising my homesickness by turning it into creative projects during the pandemic.

'Braw Bún' was created as branding for a Vietnamese restaurant in Scotland. By using bold and bright colours, Braw Bún strives to convey an image of a youthful Vietnam. Vietnam was a country well known for the war through black and white movies and photos. Braw Bún is here to change that perception and promote a fun, young, and beautiful country for tourism. Alongside the branding, Xe Máy (which means Motorcycles in Vietnamese) typeface was created inspired by the bustling environment of motorbikes in Vietnam and their number plates. With 45 million registered motorbikes on a 92 million population headcount, Vietnam has one of the highest motorbike ownership rates worldwide.



Self-designed typeface:



Packaging design:



Stickers

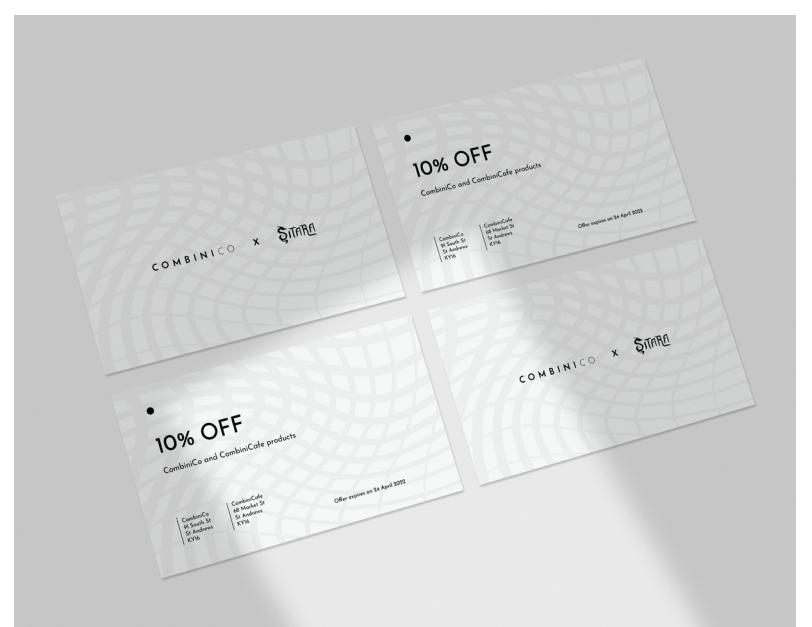
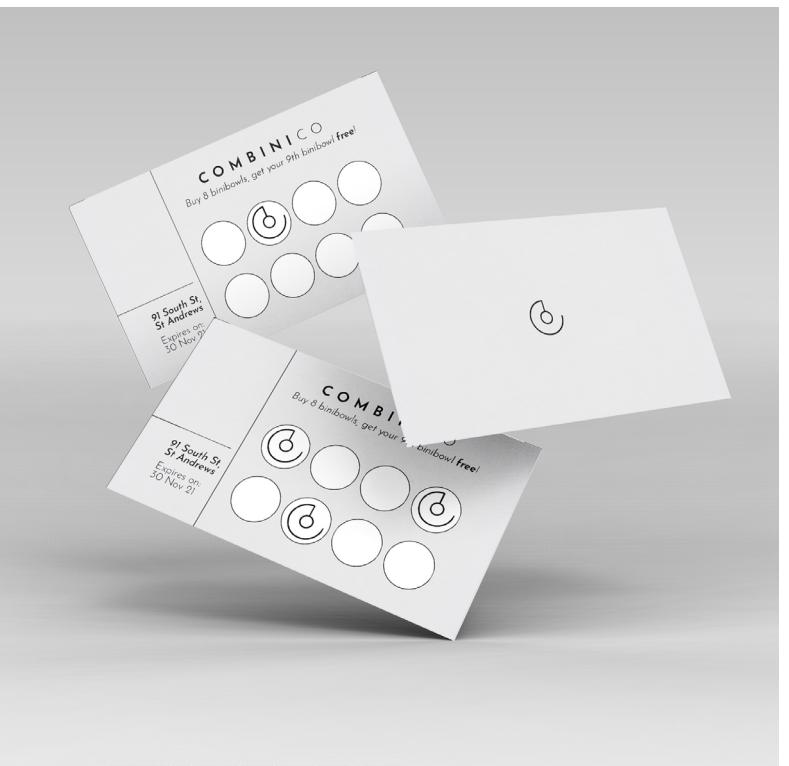
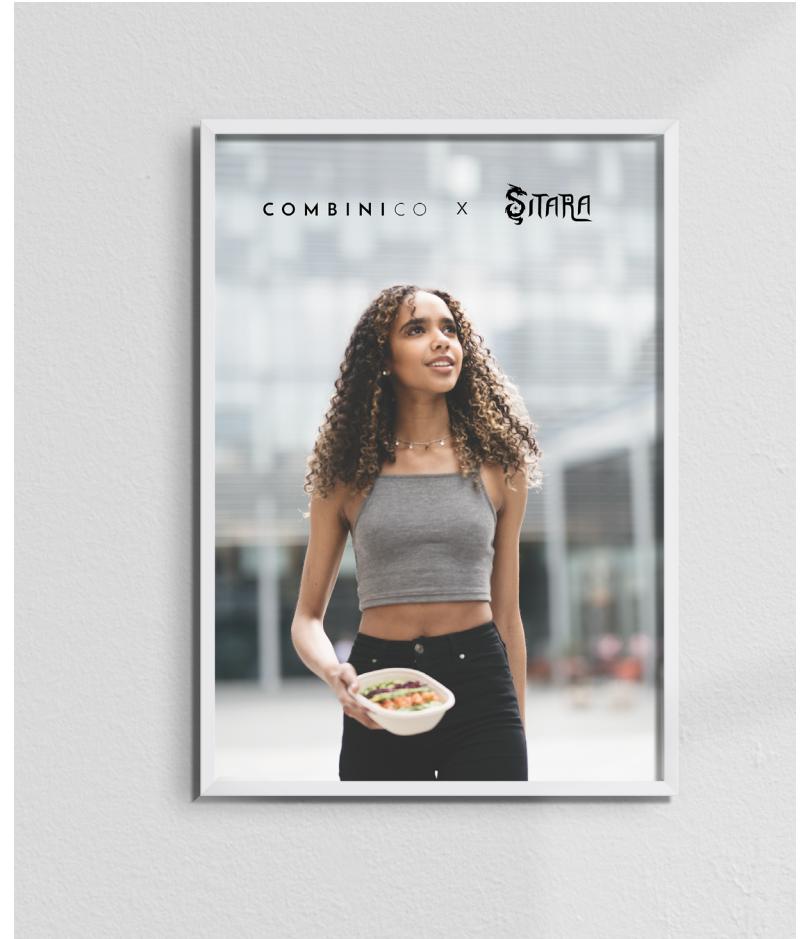


## COMBINICO

### In house graphic design

As a graphic design consultant, I am responsible for all design aspects of a £500,000 revenue food and beverage business, following Korean-Japanese minimalistic aesthetics. Projects include branding, social media content creation, sponsorships, designing merchandise, packaging, posters, flyers, menus, etc.

CombiniCo is a Korean + Japanese inspired food and beverage company based in Scotland, UK. The mission is to re-imagine minimal fast-casual food experiences in communities worldwide.



# Thank you

