

PORTFOLIO

+ACHABUTCH+KIM

A 20 YEAR-OLD
VISUAL ARTIST





CURRICULUM VITAE

EDUCATION

RMIT University
Design Studies

Major in
Illustration
& Augmented/Virtual Reality

2018 - NOW

Freelance Illustrator
Freelance Visual Artist

PLANS AFTER GRADUATION (3 YEARS)

Experience with all forms of art

Hold a self exhibition

Illustrate a funky (hopefully
Pop-up Book)

CONTACT INFORMATION

(+84) 868954201
trangnguyen.theofficial@gmail.com

<https://www.instagram.com/hachabutchikim/>
<https://www.facebook.com/trang.thepolarbear/>
<https://www.behance.net/hachabutchikim>

...where I
lend others
my dreams
and passion

COMMERCIAL
ARTWORK

Công việc “ngon” chỉ có giới hạn

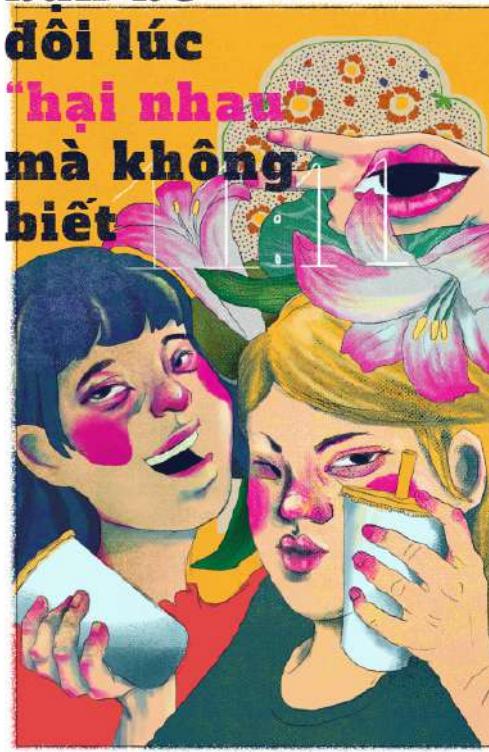
Ở đây bán công
việc Marketing
“ngon”



bạn bè
đôi lúc
“hại nhau”
mà
không
biết



bạn bè
đôi lúc
“hại nhau”
mà
không
biết

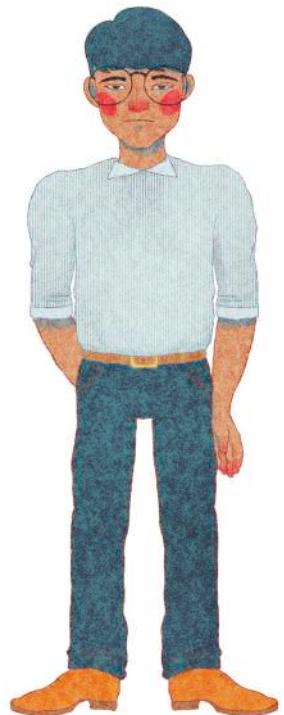
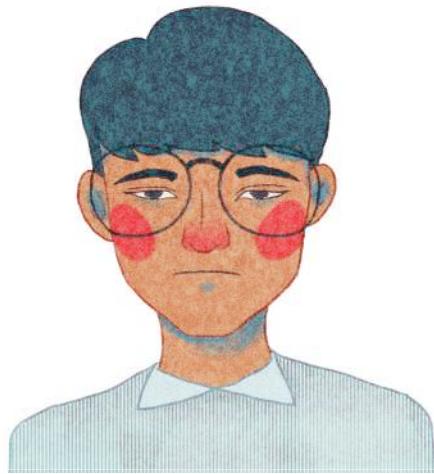


MARKETING COURSES

Client: Markus Marketing School

Concept and Illustration was inspired by the Vietnamese culture, with bright colors to reflect the young generation.

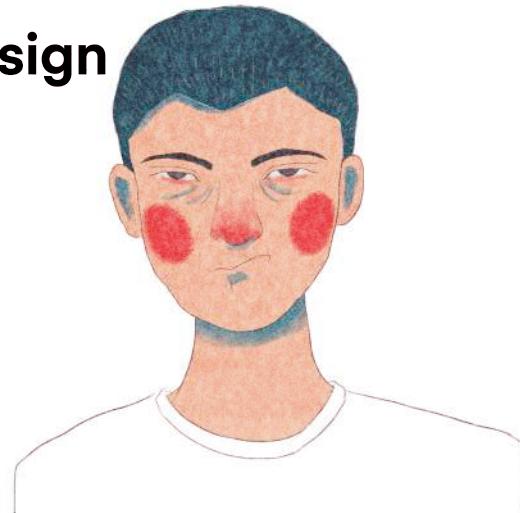




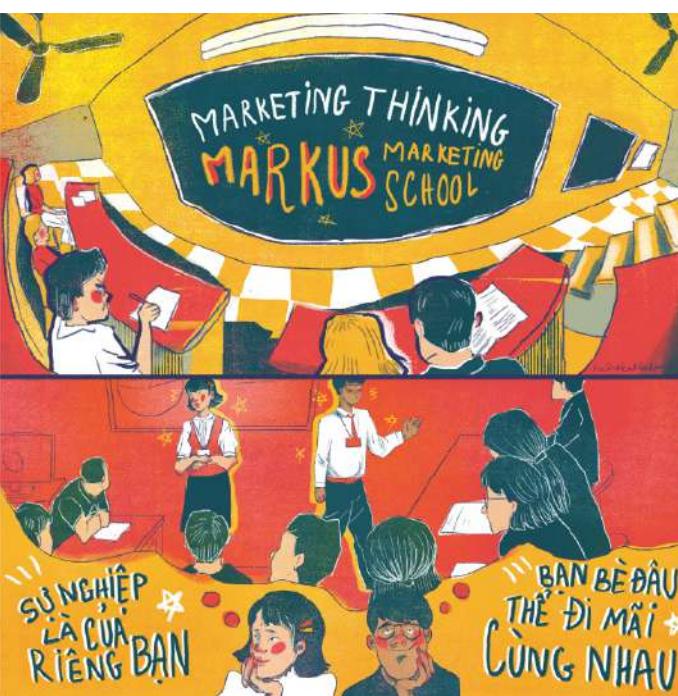
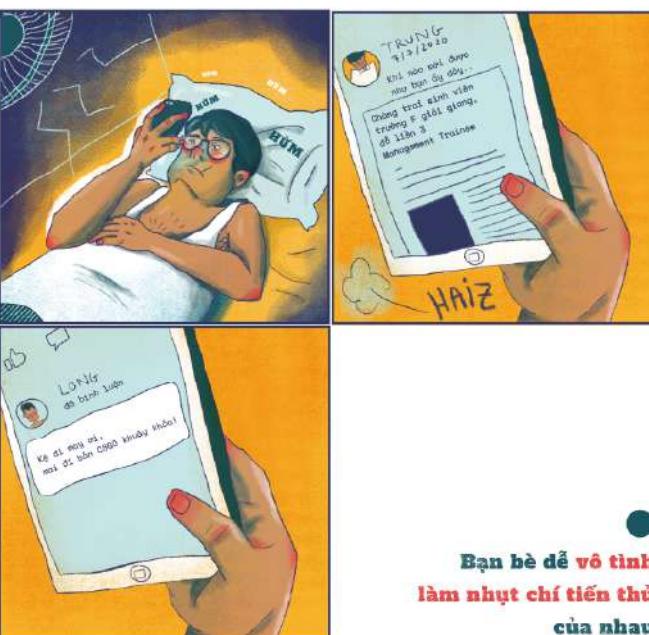
Bright colors were used as these characters reflect the young students who share similar mindsets.

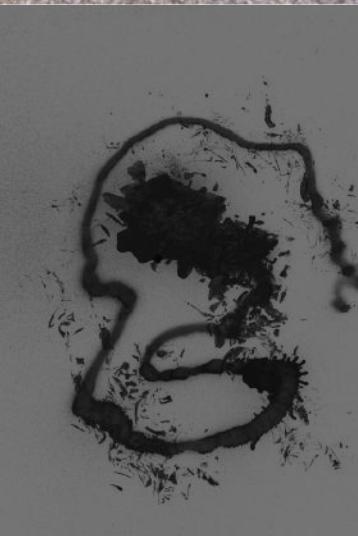
MARKETING COURSES

character design



Marketing courses





HOPELESS
ROMANCE

Client: Hien Anh

Art Direction: Hien Anh

Photography: Linh Luu

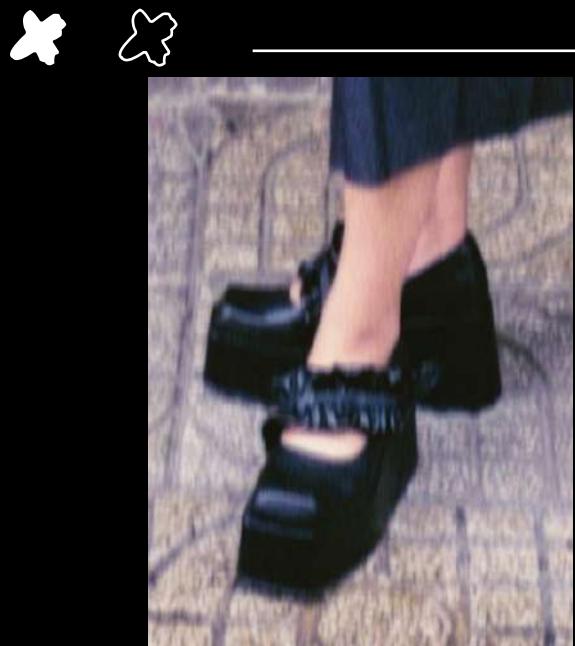
Models: Tong Khanh Linh

& Uno.limm

MUA: Ruan Dang &

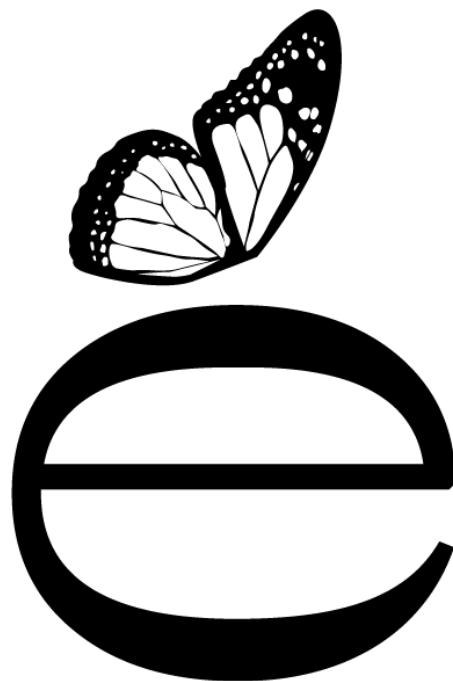
Leporidae

Retouch: Hacha

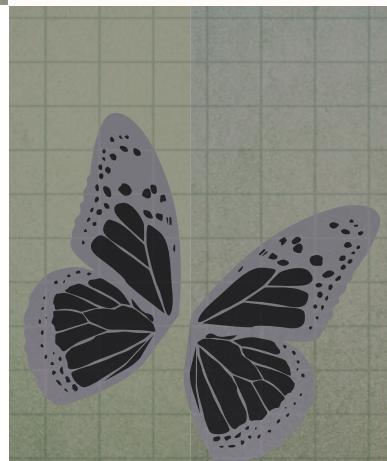


HOPELESS
ROMANCE

Elodie Goutte



'we
are



Coming
soon

soon

Client: Elodie Goutte

Concept: Elodie Goutte

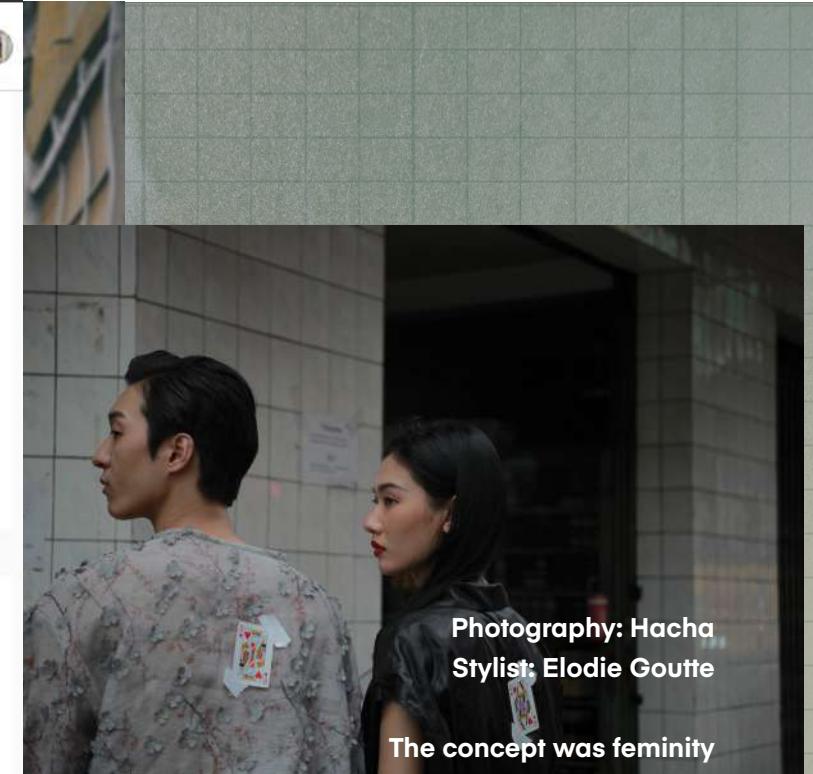
Logo & Branding:

Hacha

Photography & key

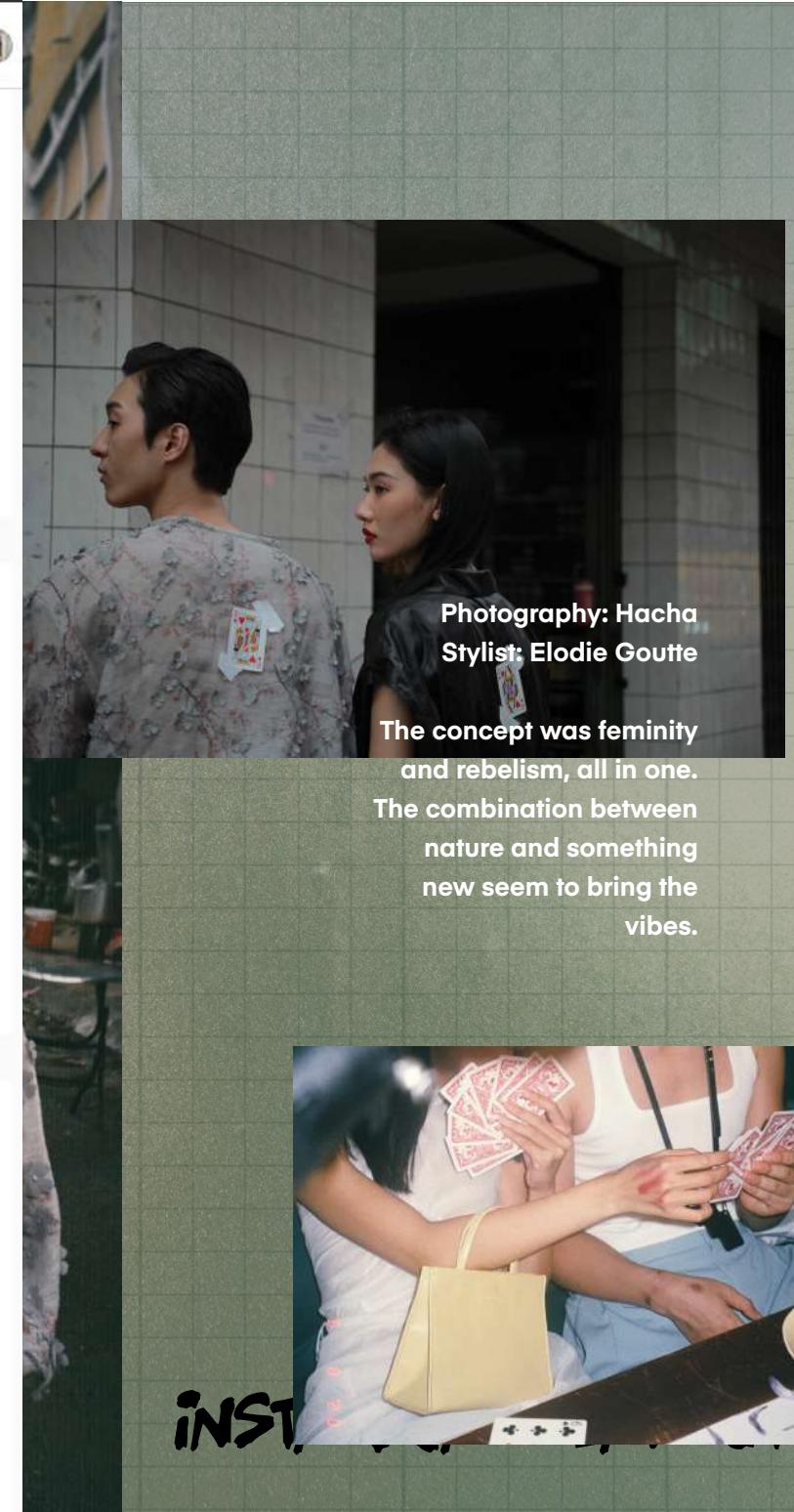
visuals: Hacha





Photography: Hacha
Stylist: Elodie Goutte

The concept was femininity
and rebelism, all in one.
The combination between
nature and something
new seem to bring the
vibes.



character design



VERSION1



THE WAY WE MOVE

Client: SOI & RHOSY

Art Direction: Hacha & Long
Doan

3D Artists: Hacha & Long
Doan

Video Production: Hacha &
Long Doan
Illustration: Hacha
Graphic Design: Long Doan

COVER ARTWORK



EP 'CONGRATZ TO ME'



THE
WAY
WE
MOVE

RHOSY X SOI

S
P
ACE

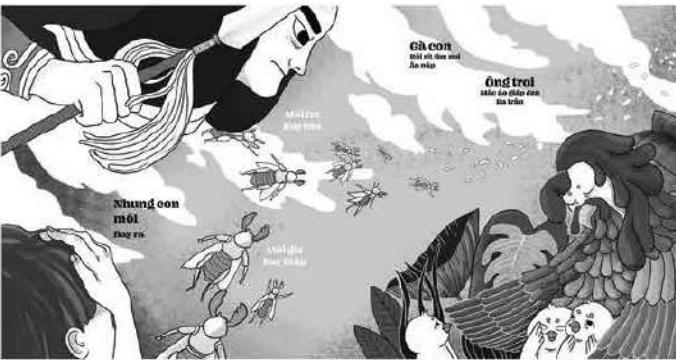
EVERYDAY

CIRCLES WE'RE IN
CIRCLES WE'RE IN

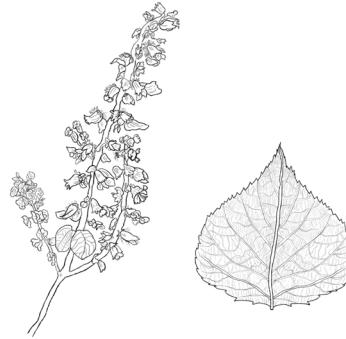
EVERYNIGHT

CUT SCENES FROM VIDEO

black & white
versions
shadings trials

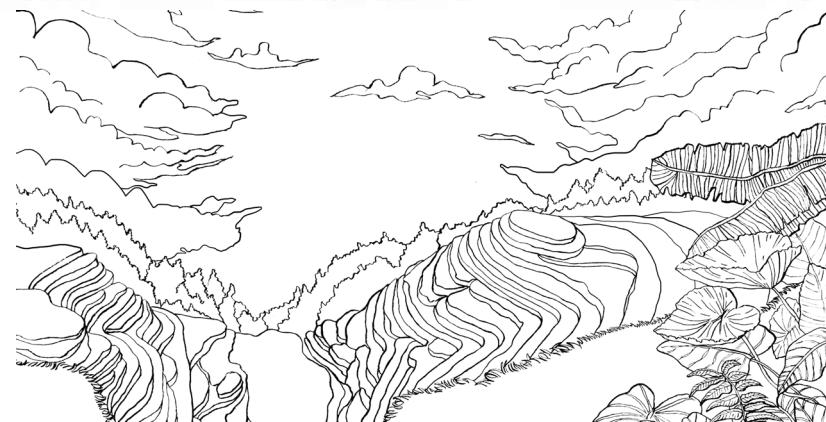
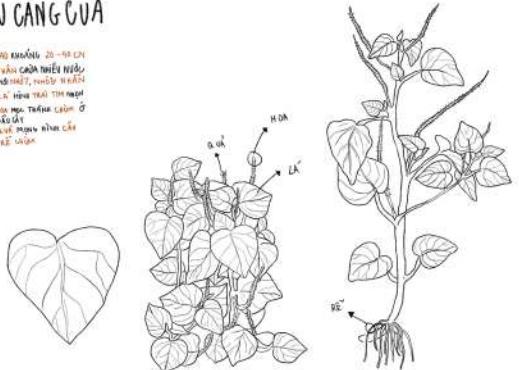


TÍA TÔ



RAU CÀNG CUA

- CAO KHÁM: 20 – 90 CM
- RAU CÀNG CUA
HỎA HẤT, HỎI HẮN
- LÀ HỎA THẤT TIN HẮN
- VÀ MÀ TẾT KÈM Ở
KHOA HỌC
- KHÔ NGON NHƯ CÀ
- KẾ VỊA



Some
studies
about plants
and scenes



SCHOOL PROJECTS

...where I
work with
dedication
& love

ILLUSTRATION



Illustration for Tran Dang Khoa's poem "Mua"
The project was done in more than 2 months.



play with materials

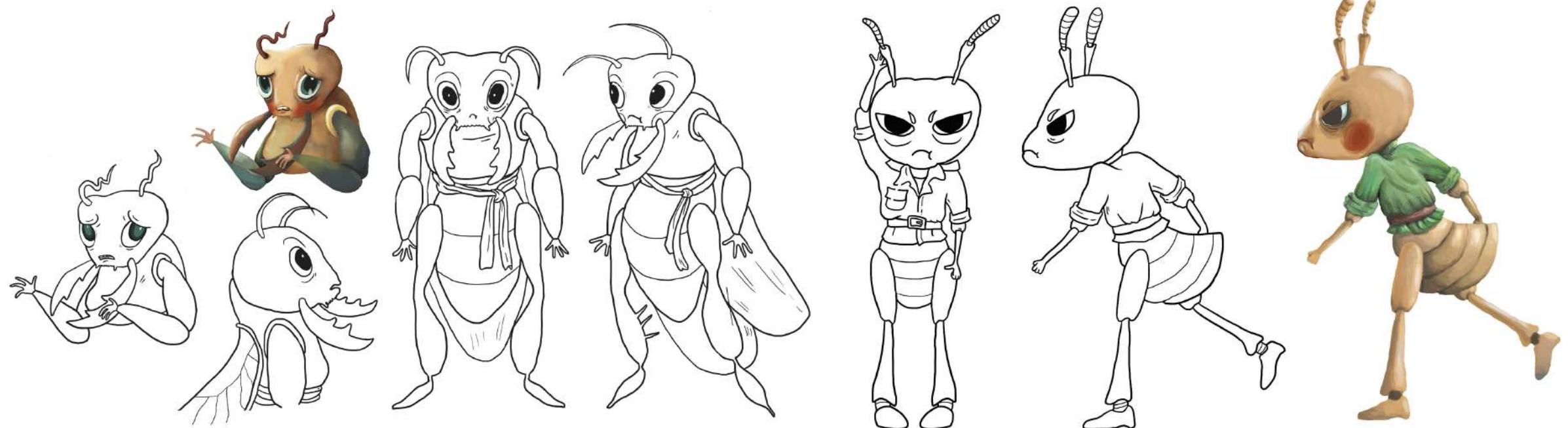


PROCESS



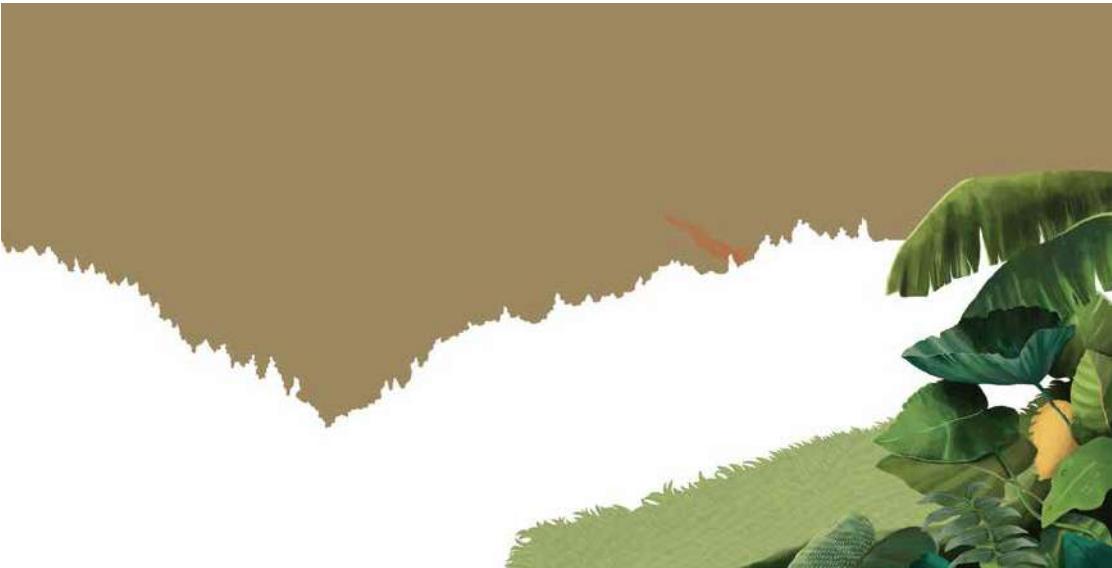
different
versions and
trials, with
compositions
and colors.



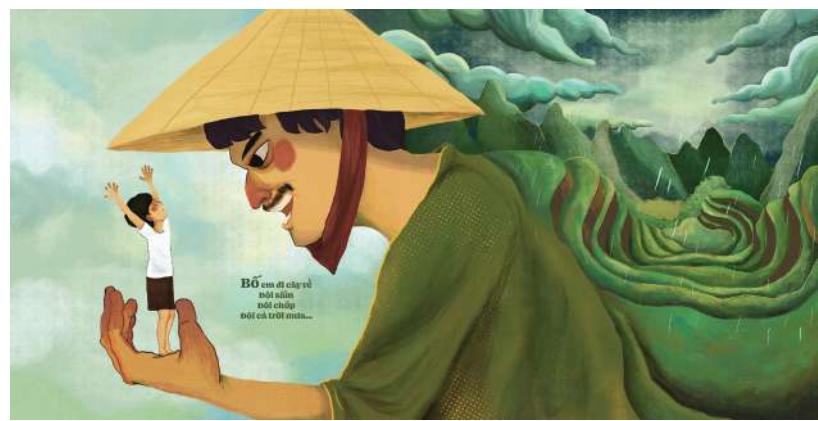
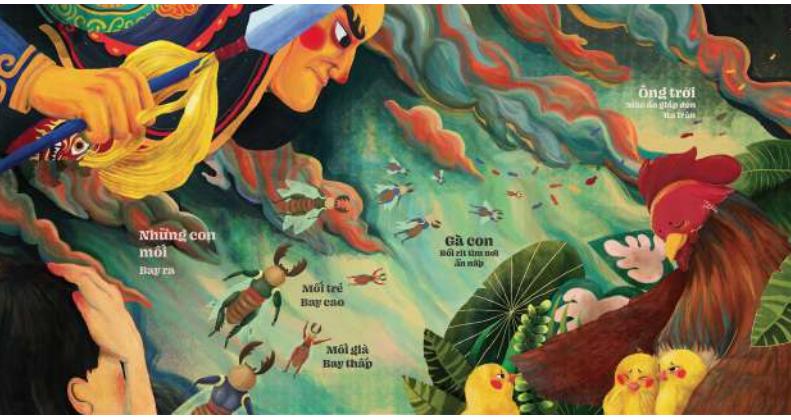


CHARACTER DESIGN





PROCESS: COLORING



FINAL ILLUSTRATIONS



Concept and illustration: Hacha

The illustration was done to improve
my line work and the body
movement.

The lines were somewhat adjusted,
as well as the human proportion.

Colors were added later.

FIGHT CLUB FOR WOMEN









Concept and illustration: Hacha

The elaborate costume was the
combination between Asian and
Western Culture.

I have always been fond of Asian
culture in general, especially
Vietnamese culture.

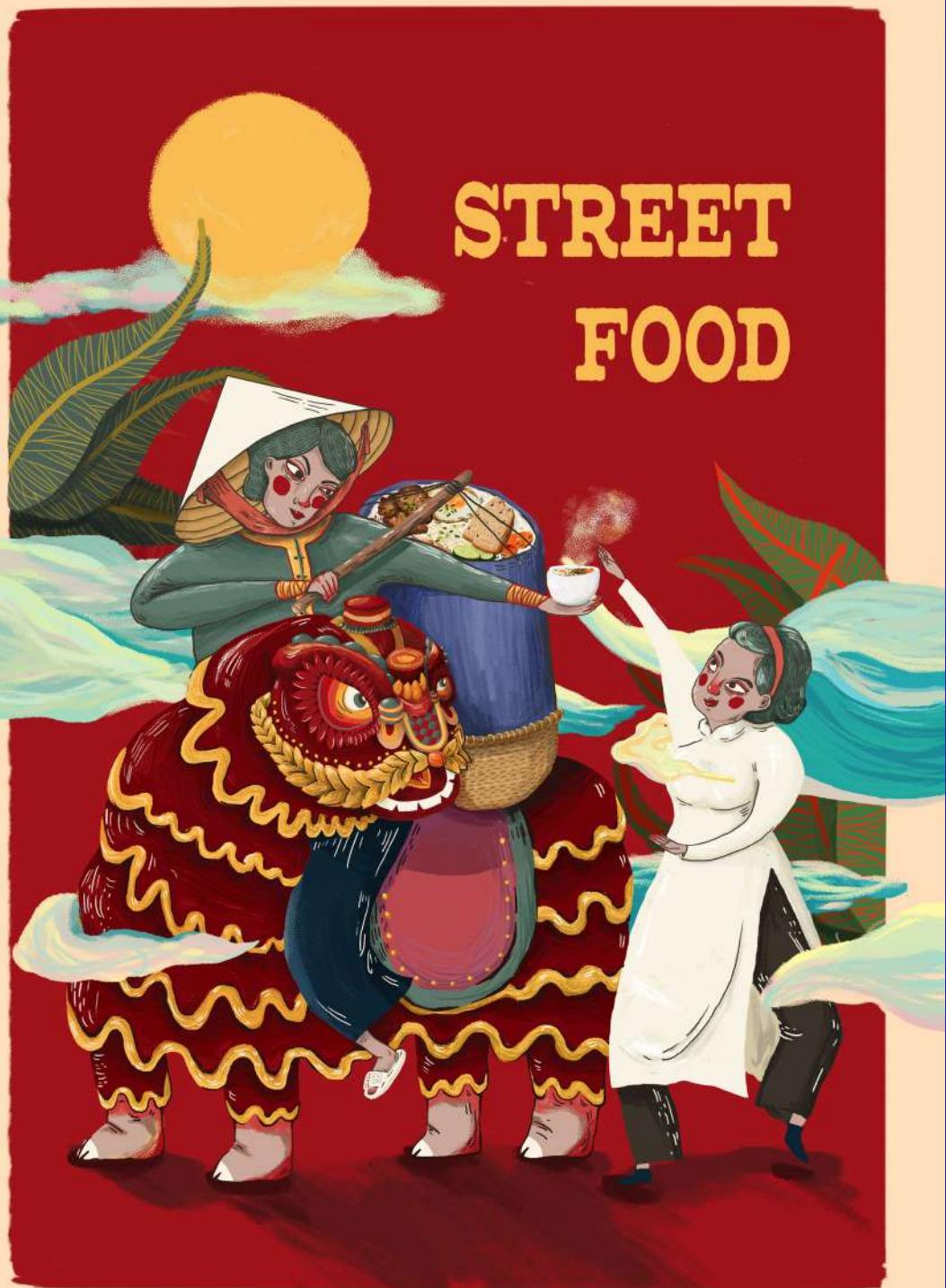
**ASIAN
WOMAN**

LITTLE COWSIES

Concept and illustration: Hacha



WHAT WOULD THE LAST SUPPER
BE LIKE IN THE COW'S WORLD ?

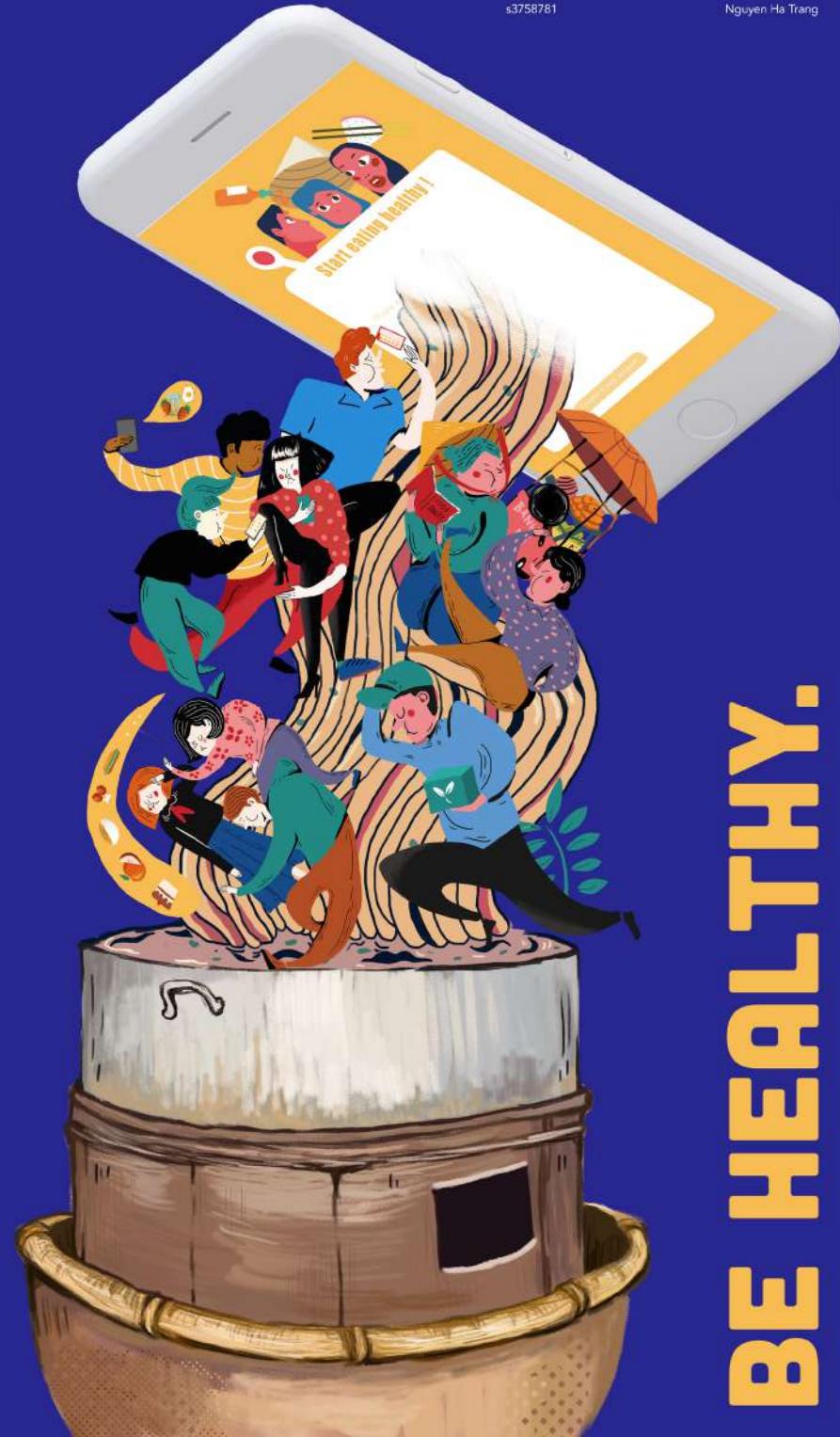


STREET
FOOD

BE TRADITIONAL.

Grap2736

Creative thinking & Innovation



BE HEALTHY.

CREATIVE THINKING

Direction and Concept: Hacha

This project, done in 1 month, was to provide solution for a problem in Saigon, which, to my point of view, is the hygiene of street food.

I proposed an app, allowing people to review themselves about the quality of the food, as well as connecting the street vendors with goof suppliers and ways to stay hygiene.

Looking back now that, with the Covid situation in 2020, this app can really prepare the customers for food quality, help them make better choices while still can enjoy a meal.



POSTERS



CUSTOMER'S INTERFACE



VENDOR AND SUPPLIER'S INTERFACE



INTERFACE for CUSTOMERS



HOME:

- SEE OTHER PEOPLE'S COLLECTIONS
- RECOMMENDED FOODS/DRINKS



MAP:

- RECOMMEND SAFE FOODS IN DISTRICTS
- VERIFIED
- UNVERIFIED IN PROCESS



DELIVERY:

- LIKE FOODY, THIS APP ALLOWS PEOPLE TO ORDER FOOD.

* TECHNOLOGICAL:

- APPLY NEW UI/UX TECHNOLOGY → BRING CONVENIENCE FOR USERS
- MULTIFUNCTIONAL

* FUNCTIONAL:

- WORKS AS A TOOL TO HELP A VARIETY OF PEOPLE (CONSUMERS, VENDORS, SUPPLIERS)

* EMOTIONAL:

- HELPS USERS BALANCE THEIR DIETS
- IMPROVE PHYSICAL & MENTALITIES



PERSONAL ACCOUNT:

- USERS CAN SAVE COLLECTIONS FROM OTHERS/CREATE THEIR OWN



FOOD RATING:

- USERS CAN VIEW FOOD HERE IF IT WAS REVIEWED
- NOT REVIEWED
- THEY CAN COMMENT & CHECK-IN & RATE THEMSELVES

INTERFACE for VENDORS



HOME:

- PROVIDES VENDORS WITH PEER-APPROVED ARTICLES, NEWS (IN VIDEOS, IMAGES, WRITING,...)
- HELP VENDORS LEARN ABOUT FOOD SAFETY ONLINE



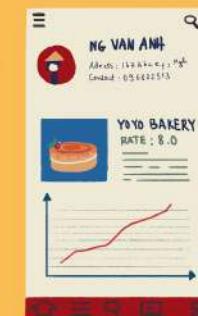
SUPPLIERS FINDER

- FIND FACILITIES/MATERIALS/CONTAINERS SUPPLIERS (ORGANIC) FOR VENDORS



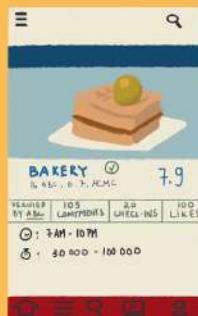
EXPERTS FINDER

- WITH VENDORS HAVING A HARD TIMES MANAGE FOOD QUALITY
- TIME MANAGEMENT
- THEY CAN CONTACT EXPERTS (ABOUT FOOD, STRATEGIES,...)



PERSONAL ACCOUNT 1

- VIEW AND MANAGE THEIR RATINGS FROM CONSUMERS
- IMPROVE THEIR QUALITY
- CHANGE METHODS



PERSONAL ACCOUNT 2

- MANAGE THEIR PROFILES ON THE APP

* ETHICAL:

- HELPS SOLVING OCCUPATION PROBLEMS FOR STREET VENDORS
- PREVENT HARSH REGULATIONS TO REMOVE STREET VENDORS.

* INDUSTRY:

- BOOST ECONOMY'S GROWTH (FOOD INDUSTRY)

* EDUCATION

- NEWS, ARTICLES & EXPERTS HELPS TO EDUCATE VENDOR

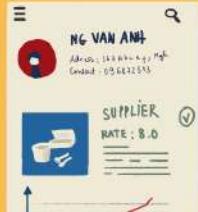
* POLITICAL

- SOLVE WORK ISSUES WITH TECHNOLOGY (NO REGULATIONS NEEDED)

INTERFACE for SUPPLIERS



- FIND VENDORS WHO ARE IN NEEDS OF RECYCLED CONTAINERS



PERSONAL ACCOUNT 1

- VIEW THEIR PRODUCT'S RATINGS



PERSONAL ACCOUNT 2

- MANAGE THEIR PERSONAL PROFILE

* ENVIRONMENT:

- RECYCLED PRODUCT
- IMPROVE ENVIRONMENT QUALITY

* CULTURAL:

- MAKES VIETNAM APPEARS AS NOT ONLY A TASTY CUISINE NATION BUT ALSO A HYGIENIC FOOD COUNTRY.

* ECONOMICAL:

- JOB SOLUTION
- STIMULATE ECONOMIC'S GROWTH

PROJECT FOR MAI

Client: AIP FOUNDATION

Creative Director: Vu Nguyen Thien

Kim

Art Director: Hacha

Animators: Hacha, Vu, Yui Truong

Sound editor: Nga Le

The grid consists of 24 panels arranged in a 4x6 grid, each containing text, images, and small icons.

- Row 1:**
 - DRIVE SAFE!**: A concept idea for road crashes.
 - ROAD CRASHES: a case study**
 - TABLE OF CONTENT**
 - ROAD CRASHES: a case study**
- Row 2:**
 - ROAD CRASHES: a design research**
 - ROAD CRASHES: statistics**
 - ROAD CRASHES: infrastructure's drawbacks in designing**
 - ROAD CRASHES: crisis of transportation**
 - ROAD CRASHES: behaviors of violating regulations**
 - ROAD CRASHES: what are the costs?**
- Row 3:**
 - ROAD CRASHES: demands for change**
 - ROAD CRASHES: case study**
 - ROAD CRASHES: infrastructure & law enforcement**
 - ROAD CRASHES: in terms of drivers' mindsets**
 - ROAD CRASHES: stakeholders**
 - ROAD CRASHES: map**
- Row 4:**
 - CONCEPT: cultural, social, and ethical impact**
 - CONCEPT: an overview**
 - CONCEPT: an overview**
 - CONCEPT: unique selling point**
 - POSTER**
 - POTENTIAL TEAM**

Key themes and concepts across the panels:

- Design Research:** Focuses on understanding road crashes through various lenses like infrastructure, behavior, and societal impacts.
- Statistics:** Provides data and trends on road crashes.
- Infrastructure Drawbacks:** Highlights issues in road design such as lack of sidewalks and poor visibility.
- Crisis of Transportation:** Discusses challenges in the transport system contributing to crashes.
- Violating Regulations:** Examines behaviors that lead to violations of traffic rules.
- Costs:** Analyzes the economic and social costs of road crashes.
- Demand for Change:** Proposes solutions and advocacy for safer roads.
- Case Studies:** Provides specific examples of road crashes and their outcomes.
- Law Enforcement:** Discusses the role of law enforcement in addressing road safety.
- Driver Mindsets:** Examines how drivers' attitudes and behaviors contribute to crashes.
- Stakeholders:** Identifies key actors involved in road safety, including government, society, and individuals.
- Map:** Shows geographical information related to road safety.
- Concepts:** Explores ideas for addressing road safety, including cultural, social, and ethical dimensions.
- Unique Selling Point:** Identifies what makes the project stand out.
- Poster:** Visual representation of the project's findings and recommendations.
- Potential Team:** Details the team structure and roles involved in the project.

The project focuses on School Zone Safety, raising awareness of the traffic participants for the children around the school zone.

The project was done in more than 2 months.

Concept: Hacha

First rough idea



3 concept overview

"**DRIVE SAFE!**" hopes to bring out the best of the traffic awareness from the cultural values by combining Vietnamese culture with the traffic safety knowledge

seeks to be able to be their reminder that whatever decision drivers make, there will be consequences and their families (other than themselves) would have to go through the pain they do not deserve.

unique selling points

***Risk:
Approaching youngsters through traditional family values as that the integration wave & generation gap create different ideologies.

***Winning zone:
Target the audience through culture (family values) and road crashes acknowledgement.
With stylization focusing to be intimate to Vietnamese audience's taste (color palette)
→ can become contributively effective on changing the mindsets of drivers.

potential impact

***Culture:
• The project appears more intimate to the audience
• Reach younger audience number

***Social & Ethics:
Impact on a large audience's mindsets through initially traffic institution and cultural values & shift society to a better place of minds

5

4



2 target audience

Population rise
Infrastructure
Traffic
present no focus
on Vietnam
The Vietnamese
youngsters.

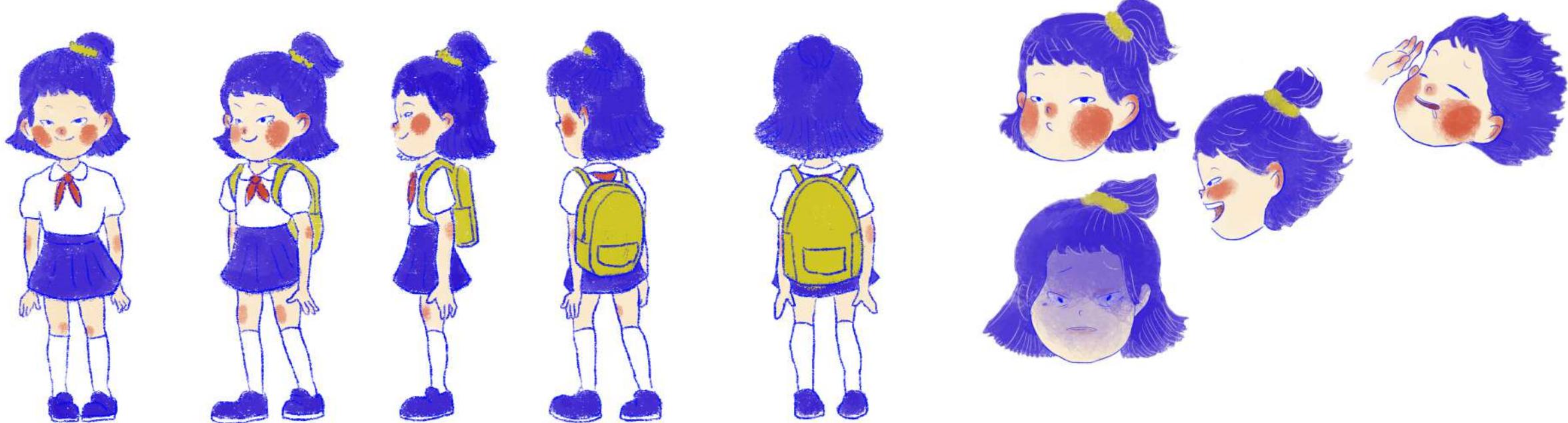


Color Palette

1 traffic issues:

12,000 traffic fatalities has been recorded in Vietnam each year

The costs can be suffered by both society and the injured.



CHARACTER DESIGNS





final poster



1st version



POSTER

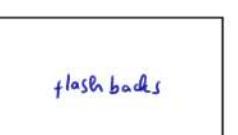
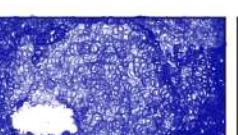
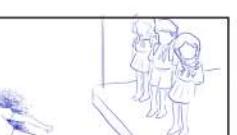
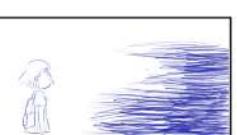
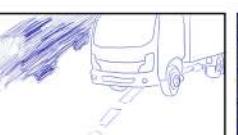
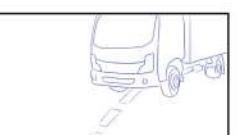
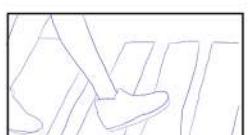
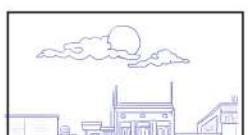
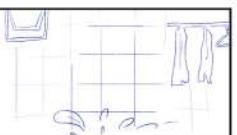
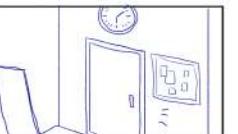
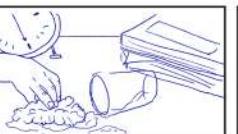
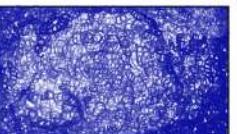
Concept, illustration and Graphic: Hacha

There were 2 versions for the poster. The 2nd version was done in a better composition, as well as colors, compared with the 1st version.

Act _____ Scene _____

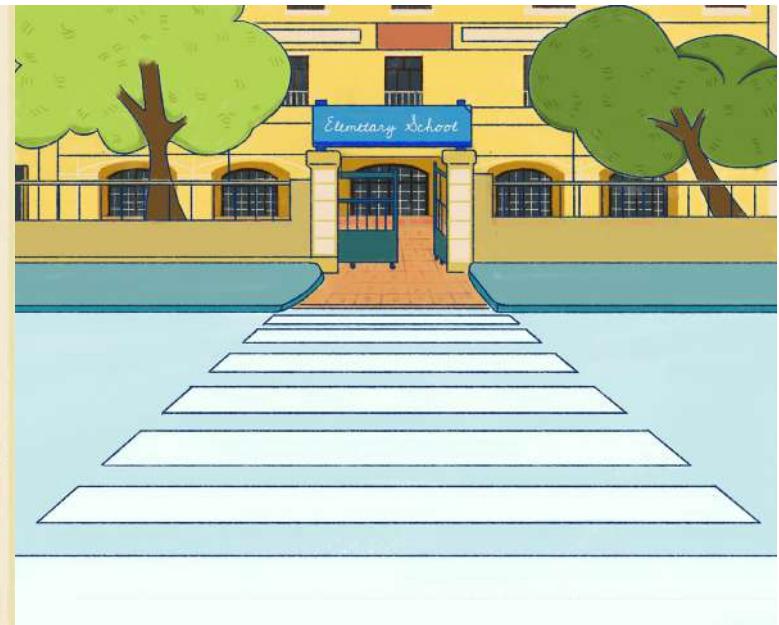
Location _____

Storyboard by _____



ROUGH STORYBOARD FOR ANIMATION

SOME BACKGROUNDS



some cut
scenes
from the
animation





IT HAS ALWAYS BEEN A GREAT JOURNEY,
GROWING AND CHANGING WITH ART. EVEN
THOUGH THERE WERE HARD TIMES AND THERE
WILL BE.
I DONT INTEND TO STOP AND THANK YOU FOR
SEEING MY SELF DEVELOPMENT.

THANK YOU