

Graphic Designer

# PORTFOLIO

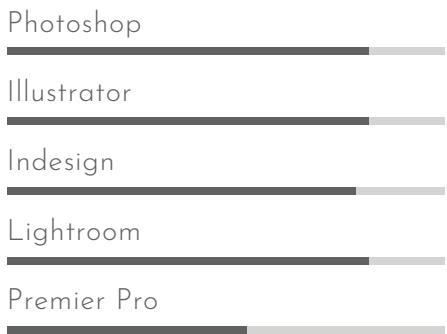
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Hoc Nguyen Huu  
11.2020

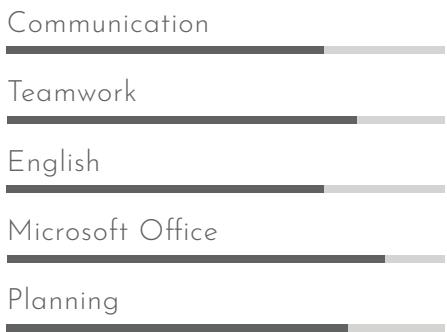
# HOC NGUYEN HUU

Graphic Designer

## DESIGN SKILL



## PERSONAL SKILL



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 github.com/hoc245

## WORK EXPERIENCE

### **Freelancer**

09/2020 - now

### **Graphic Designer**

07/2020 - 08/2020

### **Canvas Hotel**

### **Graphic Designer**

01/2020 - 03/2020

### **Blush Beach Club Hoi An**

### **Graphic Designer**

06/2019 - 01/2020

### **NNT Hotel Collection**

### **Bartender - Freelancer**

12/2017 - 05/2018

### **Belle Maison Parosand Da Nang Hotel**



24 - 05 - 1995

## CAREER GOALS

The full stack designer is my goal and in order to do that I need to gain a lot of skills and experience, improve my creative thinking, design thinking ... so I'm looking forward to getting the opportunity to work in challenging environments to achieve my goals.

As **designers**, we are frequently and incorrectly reminded that our job is to “make things pretty”. We are indeed designers - **not** artists - and there is no place for formalism in **good** design.

# LOGO design

At the very basic level, logos are symbols made up of text and images that help us identify brands we like. But they can be so much more! A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value. That's a lot of responsibility on a tiny image!

## N.Y.M Clothing

**Client**

Local Brand Stylist Fashion Store

**Year**

2020

**Key**

Simplicity, clarity.



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## N.Y.M Clothing

### Client

Vivu Coffee and Tea

### Year

2020

### Key

Unique, interesting.



## E.M Store

**Client**

Small accessory store

**Year**

2020

**Key**

Simplicity, clarity and cuteness.



## Cherry coffee and tea



### Client

A small coffee shop

### Year

2018

### Key

Simplicity, colorful and youthful and dynamic.

# WEB design

Web design is the process of planning, conceptualizing, and arranging content online. Today, designing a website goes beyond aesthetics to include the website's overall functionality. Web design also includes web apps, mobile apps, and user interface design.

## Client

Personal project

## Year

2020

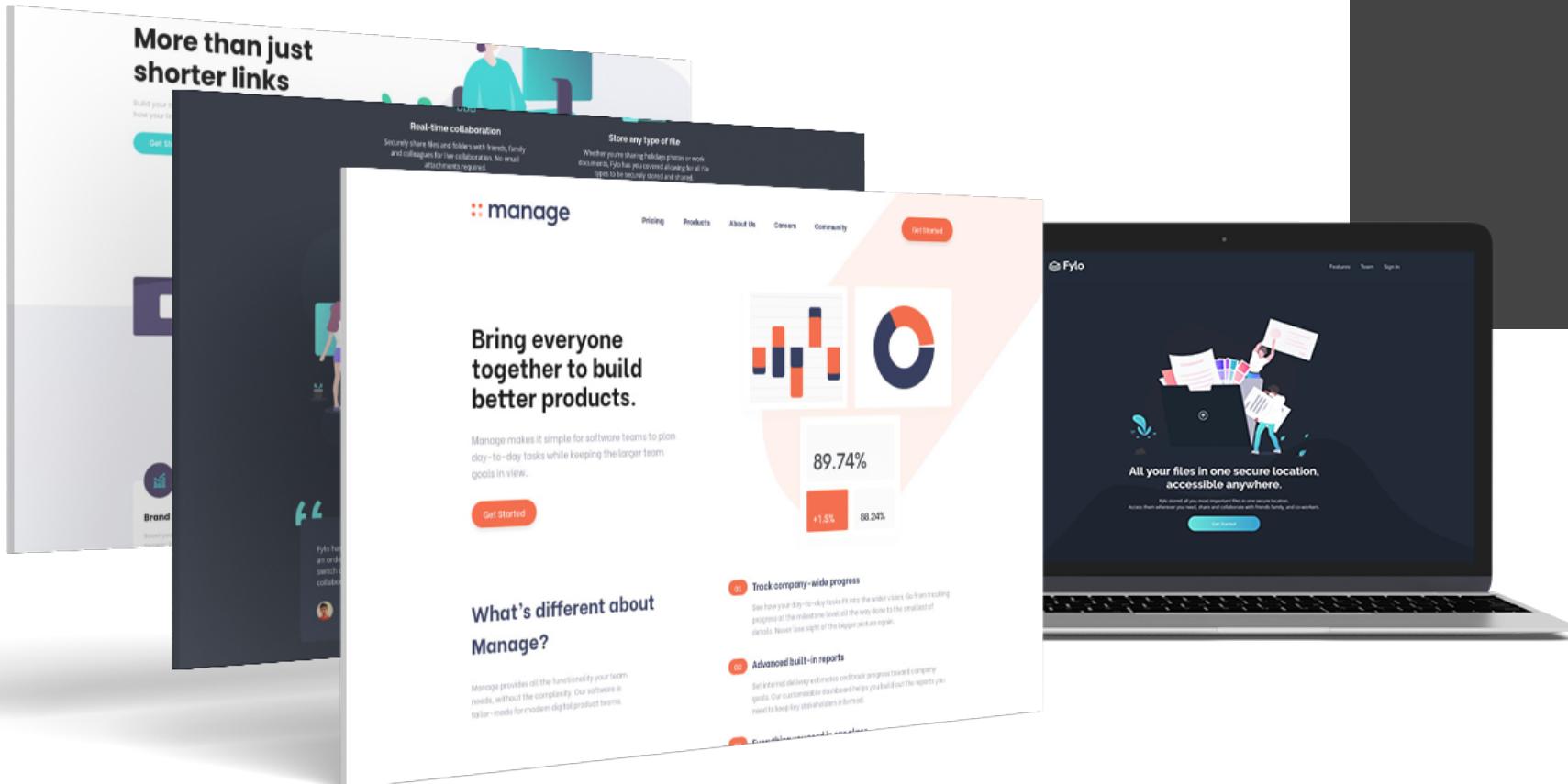
## Key

Simplicity, clarity.

The screenshot shows the Manage software landing page. At the top, there's a navigation bar with links for Pricing, Products, About Us, Careers, Community, and a sign-in button. Below the navigation is a main section with a heading "Bring everyone together to build better products." It features a chart showing 89.74% completion and a call-to-action button "Get Started". To the right is a sidebar with sections for "What's different about Manage?", "Track company-wide progress", "Advanced built-in reports", and "Everything you need in one place". Below this is a section titled "What they've said" with three testimonies from users like Anisha Li, Ali Brewo, and Richard Watts, each with a small profile picture. At the bottom, there's another "Get Started" button and a footer with links for Home, Pricing, Careers, Community, Products, and About Us, along with social media icons.

The screenshot shows the Shortly landing page. At the top, there's a navigation bar with links for Home, Pricing, Careers, Community, Products, and About Us. Below the navigation is a main section with a heading "More than just shorter links" and a sub-section "Advanced Statistics". It features a chart showing 89.74% completion and a call-to-action button "Get Started". To the right is a sidebar with sections for "Brand recognition", "Detailed Records", and "Fully Customizable". Below this is a section titled "Boost your links today" with three testimonies from users like Stanish Pratap and Michael Mattern, each with a small profile picture. At the bottom, there's another "Get Started" button and a footer with links for Features, Resources, Company, and social media icons.

The screenshot shows the Fylo landing page. At the top, there's a navigation bar with links for Features, Team, and Sign in. Below the navigation is a main section with a heading "All your files in one secure location, accessible anywhere." It features a chart showing 89.74% completion and a call-to-action button "Get Started". To the right is a sidebar with sections for "Access your files, anywhere", "Security you can trust", "Real-time collaboration", and "Store any type of file". Below this is a section titled "Stay productive, wherever you are" with three testimonies from users like Stanish Pratap and Michael Mattern, each with a small profile picture. At the bottom, there's another "Get Started" button and a footer with links for About Us, Jobs, Press, Contact Us, Terms, Privacy, and Blog.



If you're interested, you can see more of the personal projects

I've worked on at:

[www.frontendmentor.io/profile/rin245](http://www.frontendmentor.io/profile/rin245)

# BRANDING

## design

According to Business Dictionary, a brand is a unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. In other words, a brand is a visual representation which people correlate with a company or a product.

### N.Y.M Clothing

#### Client

Local Brand Stylist Fashion Store

#### Year

2020

#### Key

Simplicity, clarity.

Made from the image of a phoenix, symbolizing revival, the style aims to be elegant, simple and youthful. With the key to identify is the picture of the bird's head.





# COMMUNICATION design

Communication design is a mixed discipline between design and information-development which is concerned with how media intervention such as printed, crafted, electronic media or presentations communicate with people. A communication design approach is not only concerned with developing the message aside from the aesthetics in media, but also with creating new media channels to ensure the message reaches the target audience.

## Brochure

### Client

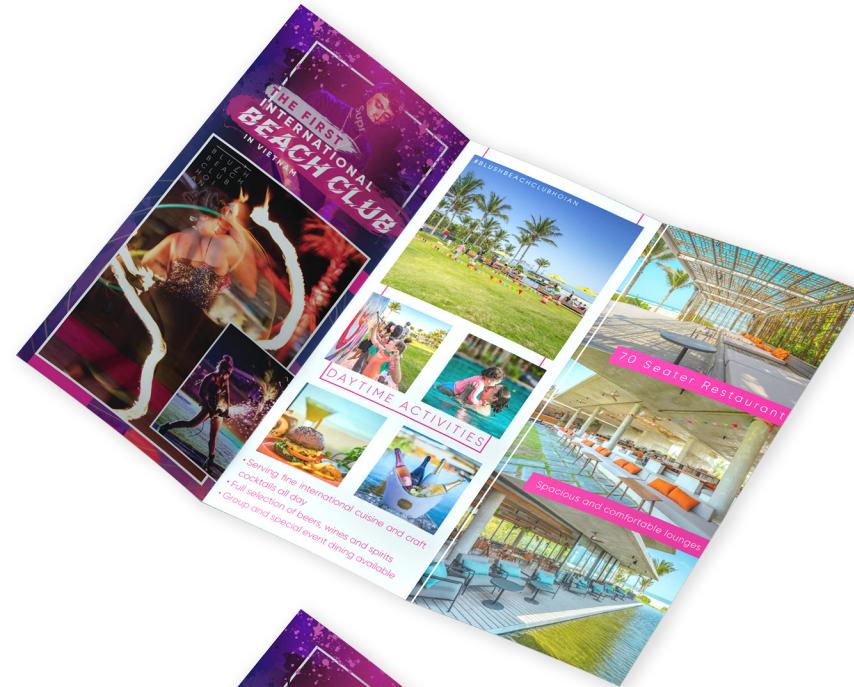
Blush Beach - Brochure

### Year

2020

### Key

Strong, dynamic, youthful and colorful



## Flyer

Client

Blush Beach

Year

2020

Key

Gentle, youthful



# COMMUNICATION

## design

### Ticket



Client

Blush Beach

Year

2020

Key

Focus on revenue

### Invitaiton



Client

NNT Hotel Collection

Year

2019

Key

Simplicity





## Voucher

### Client

NNT Hotel Collection

### Year

2019

### Key

Simplicity, clarity.



## Voucher

### Client

NNT Hotel Collection

### Year

2019

### Key

Simplicity, clarity.

# COMMUNICATION

design

Voucher

Client

Blush Beach

Year

2020

Key

Youthful and colorful



## Catalogue

**Client**

NNT Hotel Collection

**Year**

2019

**Key**

Simplicity, clarity.



# POSTER

design

## New Drink Poster

Client

Cherry Coffee and Tea

Year

2020

Key

Youthful, fresh and colorful



## Xmax Poster

Client

Eden Hotel

Year

2019

Key

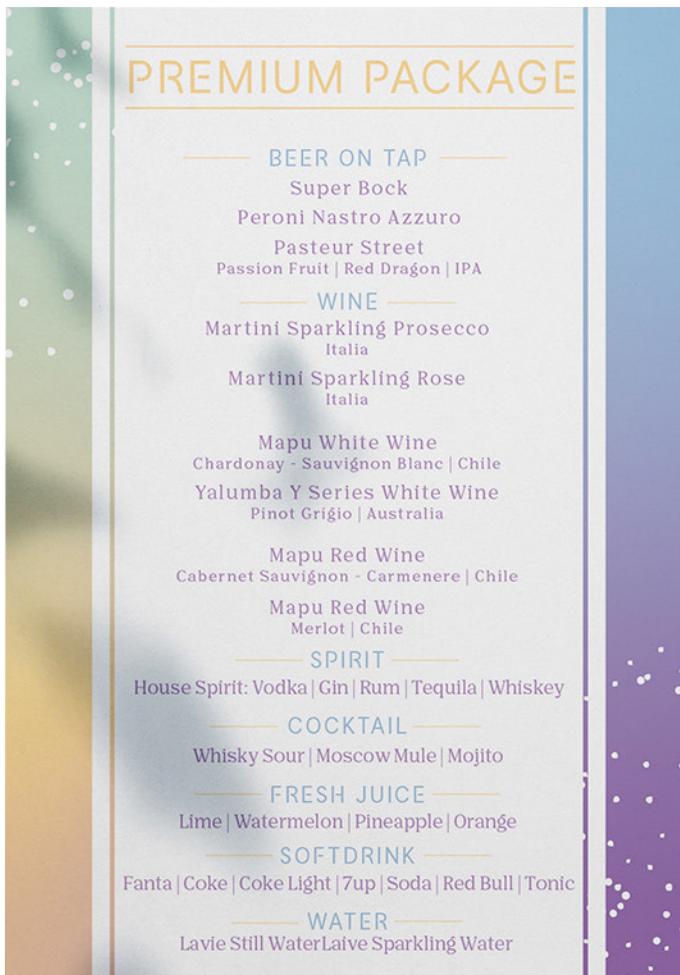
Simplicity, clarity.



# MENU

design

## Event Menu



Client

Blush Beach

Key

Youthful and colorful

Year

2020





## Drink Menu

### Client

Cherry Coffee and Tea

### Year

2018

### Key

Youthful and colorful

Coffee			
Cà phê đen truyền thống Vietnamese black coffee	10.000	Cà phê đen Sài Gòn Vietnamese Sai Gon black coffee	18.000
Cà phê sữa truyền thống Vietnamese coffee w. condensed milk	12.000	Cà phê sữa Sài Gòn Vietnamese Sai Gon brown coffee	18.000
Cà phê đen pha máy Black roasted coffee	13.000	Cacao nồng l dá Hot / Ice chocolate	18.000
Cà phê sữa pha máy Brown roasted coffee	15.000	Bạc xỉu White coffee	20.000
Tea & Milk tea			
Trà truyền thống Tea	13.000	Đen   Xanh hoa lá   Oolong   Thái xanh   Thái đỏ   Earl Grey	13.000
Trà sữa truyền thống Milk tea	15.000	Black tea   Jasmine green tea   Oolong   Thailand green tea   Thailand red tea   Earl Grey	15.000
Trà sữa vị Milk Tea w. flavor	18.000	Sô cô la   Bạc hà   Caramel   Gạo rang Chocolate   Mint   Caramel   Roasted rice	18.000
Fruit tea			
Trà đào <small>Recommended</small> Peach tea	22.000	Trân châu đen Black bubble	3.000
Trà táo xanh Green apple tea	22.000	Trân châu trắng White bubble	7.000
Trà trái cây nhiệt đới Tropical fruit tea	22.000	Pudding trứng   Sô cô la Pudding plan   Pudding chocolate	5.000
CHERRY			
Ván sữa phô mai Cheese milkfoam	5.000		

# MENU

design

## Food Menu

Client

Blush Beach

Year

2020

Key

Youthful, fresh and colorful



## GET STARTED

### SLOW COOKED VIETNAMESE PORK BELLY

MANGO, PAPAYA, CARROT, BAO, KIM CHI, SOFT EGG & SOY GLAZE  
XOÀI, DƯA XANH, CÁ RỒI, BÁNH BAO NHỎ, KIM CHI,  
TRỨNG CỦT & TƯƠNG XÍ DẦU

### GRILLED SHRIMP SHISO & LOTUS SALAD

GREENS, PEANUTS, SESAME & VIETNAMESE VINAIGRETTE  
RAU TRÔN, DẦU PHỘNG, MÈ ĐEN & GIẢM TRẮNG

### CRISPY VEGGY WONTONS

 CORN, CAPSICUM, ARTICHOKE, ASPARAGUS, SUN DRIED TOMATO, FENNEL, OYSTER MUSHROOMS  
BẮP, ỚT, ATISO, MĂNG TÂY, CÁ CHUA PHỞ KHÔ, HẠT THỊ LÁ, DẦU HÀU

### RED SNAPPER CAVICHE

LIME, LEMONGRASS, CHILI, COCONUT, WATERMELON & SWEET CORN  
CHANH, SÁ, ỚT, DÚA, NƯỚC DÚA HẦU & BẮP NGỌT

## SUSHI

### SALMON SUSHI BOWL

250.000  
SALMON, RICE, GREENS, SALMON ROE, SEAWEED & YUZU VINAIGRETTE  
CÁ HỒI, CƠM, RAU TRÔN, TRỨNG CÁ HỒI  
RỒNG BIỂN GIÒN & SỐT DẦU GIẤM

### MIXED SUSHI PLATE

SMALL 250.000  
LARGE 500.000  
ASSORTMENT OF SASHIMI, NIGIRI & MAKI, SALMON, RED SNAPPER, TUNA, PRAWN, EGG & RICE  
SASHIMI, NIGIRI & CƠM CUỘN, CÁ HỒI, CÁ ĐIỀU HỒNG, CÁ NGŨ ĐẠI DƯƠNG, TÔM SƯ, TRỨNG & TRỨNG CÁ HỒI

ALL PRICES ARE IN VND.  
INCLUDING 5% SERVICE CHARGE AND 10% VAT.



## LET'S DO LUNCH

### MINH'S RICE BOWL

150.000  
RICE, PORK, FRIED EGG, KIMCHI, CABBAGE, MUSHROOM, FERMENTED SOY BEAN CHILI SAUCE  
CƠM, THỊT HEO, TRỨNG CHIÊN, KIM CHI, CÀI BẮP NAM, SỐT DẦU LÊN MEN

### ROMAINE CHICKEN SALAD

190.000  
GREENS, TOMME CHEESE, CHOCOLATE CHERRY TOMATOES, PICKLED RED ONIONS, BUTTER CROUTONS & SOUR CREAM DRESSING  
XÀ LÁCH, PHÔ MAI TOMME, CÁ CHUA BL HÀNH TĨM NGẨM, BÁNH MỲ GIÒN & SỐT KEM CHUA

### FRIED CHICKEN SANDWICH

215.000  
PICKLES, GREENS, ROASTED GARLIC CURRY AIOLI  
DÙA CHUA, RAU, TỎI NƯỚNG SỐT CURRY AIOLI

### TACO TRIO

215.000  
PORK CARNITAS, TOMATO SALSA, CABBAGE, CHICKEN MOLE, CORN & BLACK BEAN SALSA, GRILLED RED SNAPPER, AIOLI, CABBAGE & AVOCADO  
THỊT HEO HẦM, SỐT CÁ CHUA, SALSA, BẮP CÁI THỊT GÀ HẦM, SỐT BẮP & DẦU ĐEN SALSA, CÁ ĐIỀU HỒNG NƯỚNG, SỐT AIOLI, BẮP CÁI & TRÁI BỔ

### DRY AGED BEEF RIBEYE BURGER

250.000  
IN HOUSE DRY AGED BEEF, TOMME CHEESE, SPECIAL SAUCE, BEEF STEAK, TOMATO, ROCKET, PICKLED RED ONIONS ON A HOME-MADE Brioche BUN  
THỊT NGỌAI BỎ, PHÔ MAI TOMME, SỐT ĐẶC BIỆT CÁ CHUA BỎ BẾT, XÀ LÁCH, HÀNH TĨM CHUA & VỎ BÁNH BURGER Brioche

### LOTUS SEED FALAFEL WRAP

175.000  
 GREENS, VEGAN TZATZIKI, TOMATO, FENNEL, RED WINE VINAIGRETTE  
RAU, TZATZIKI CHAY, CÁ CHUA, DẦU THỊ LÁ RUỘU ĐỎ

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# ILLUSTRATION

design

## Website Icon

Client

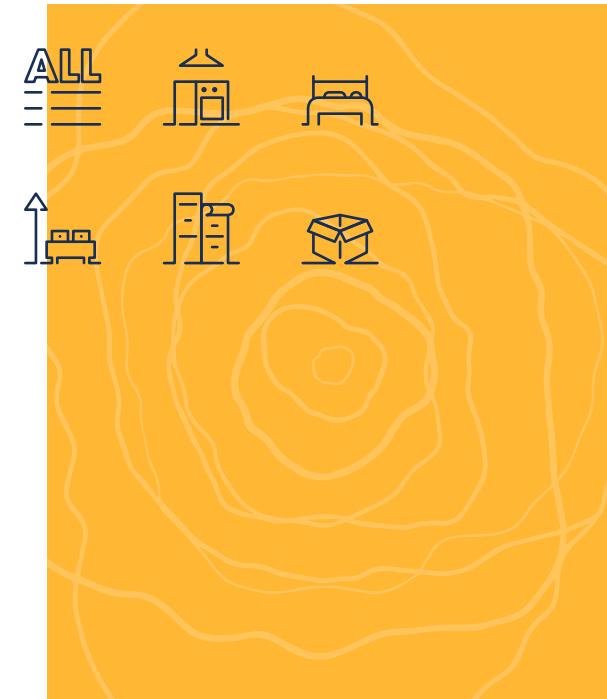
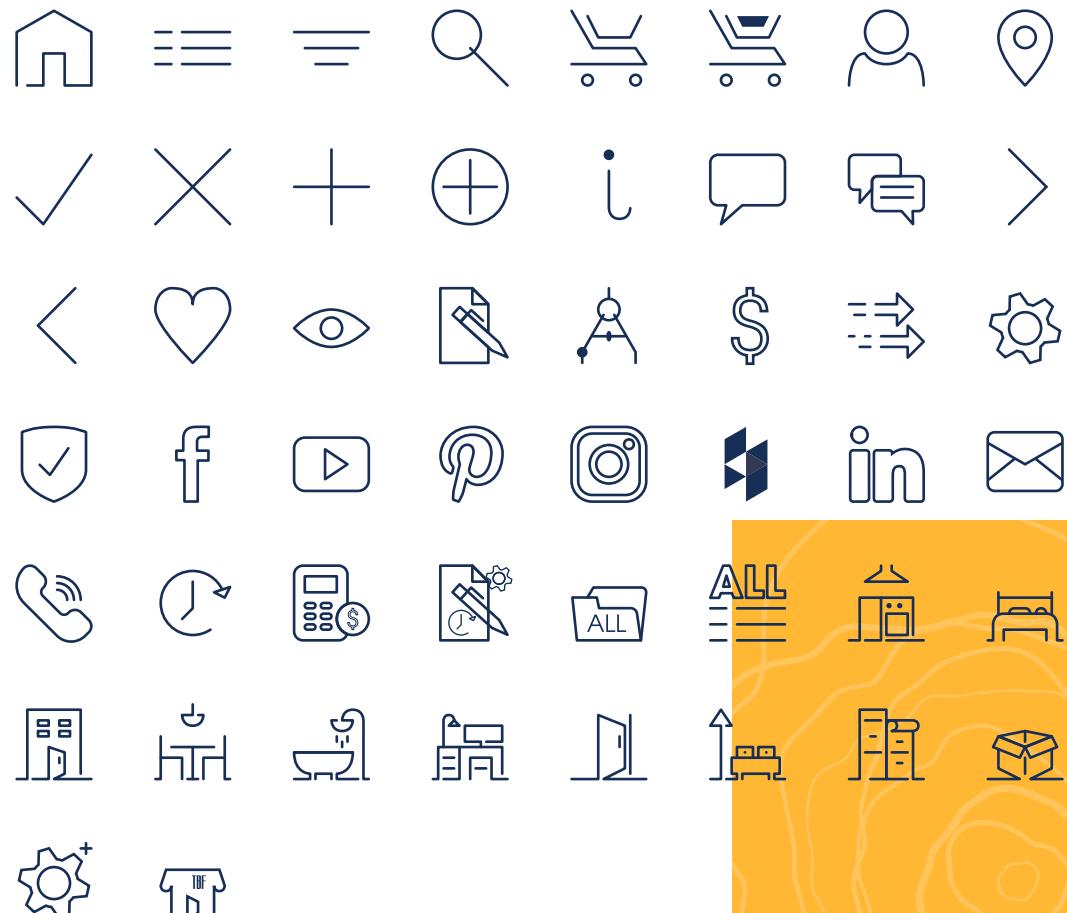
Tủ Bếp Furniture

Year

2020

Key

Outline, simplicity, clarity.





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[github.com/hoc245](https://github.com/hoc245)