

# Brand Identity

En Tong



# Introduction

- Give an overview/ general description of your portfolio design rationale:

My portfolio theme is 'Playful Tech with Soft Professionalism'. I chose this to reflect both my creative design side and my technical coding background. The design uses soft colors and rounded shapes to give a welcoming and clean feel, balanced with clear layouts and consistent typography. This helps convey that I'm capable of building user-friendly, modern experiences. The tone is friendly yet professional, ideal for internship recruiters looking for a designer-coder hybrid.

# Human-Centred Design

## Target Audience of your portfolio (Profile)

**Age:** 20-35 years old

**Gender:** All genders

**Income bracket:** Middle to upper-middle income, typically hiring managers or internship recruiters

**Educational background:** Diploma or Degree holders in tech, design, or HR fields

**Computer literacy:** High, familiar with browsing portfolios, using design tools, and assessing technical skill

# Human-Centred Design

## Target Audience of your portfolio (Profile)

**Motivation to use the app:** To evaluate a student designer/coder's creative and technical abilities, design style, and suitability for internships or entry-level roles. They are looking for someone who can think visually, communicate ideas, and work across design and code.

**User Behaviour Preferences:** They prefer clear and concise information, visual storytelling, and a professional but engaging experience. They value clean layouts, original design elements, and portfolios that are easy to navigate and visually memorable.

# Human-Centred Design

## Target Audience of your portfolio (Portfolio theme)

**Portfolio Theme:** “Playful Tech with Soft Professionalism” This theme combines a soft, approachable design style with clean structure and clarity. It reflects a balance of creativity and capability, important for internship recruiters who are looking for talent that is skilled, but also imaginative and fun to work with. Rounded UI, pastel colors, friendly icons, and modern layouts create a welcoming experience while still feeling polished and professional.

# Branding & Visual Consistency

## Colour scheme, colour palette and typography guide

- Colour scheme: Monochromatic

- Colour palette:



- Typography used:

Hello (dreaming out loud pro)

Hello (comic sans MS)

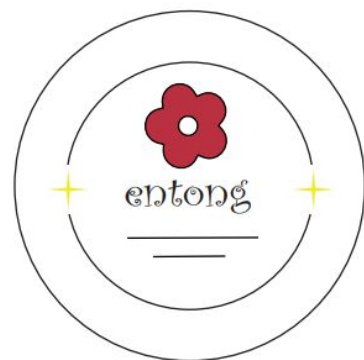
# Branding & Visual Consistency

- Mood board



# Creating Original Assets (LOGO DESIGN)

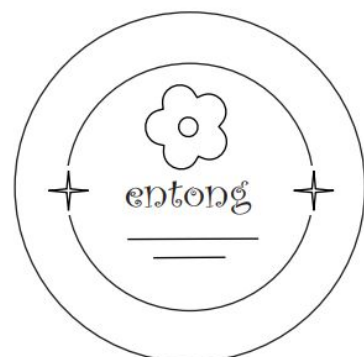
## Final Logo design



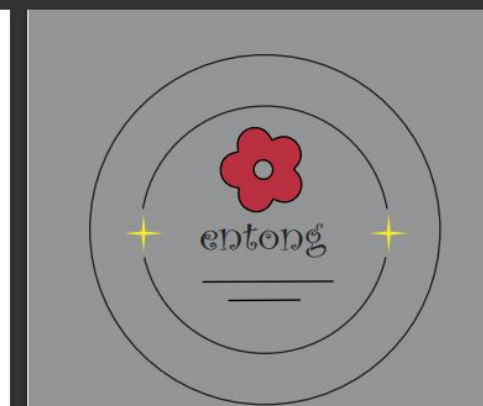
Logo on WHITE BACKGROUND  
Full Colour



Logo on BLACK BACKGROUND  
Full Colour

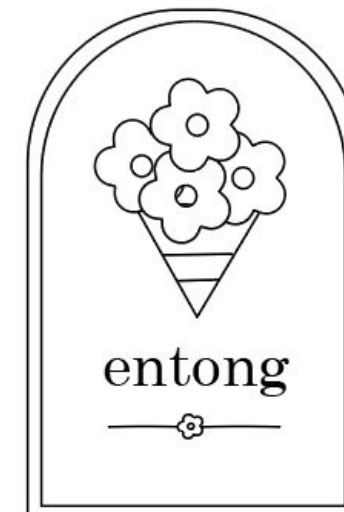
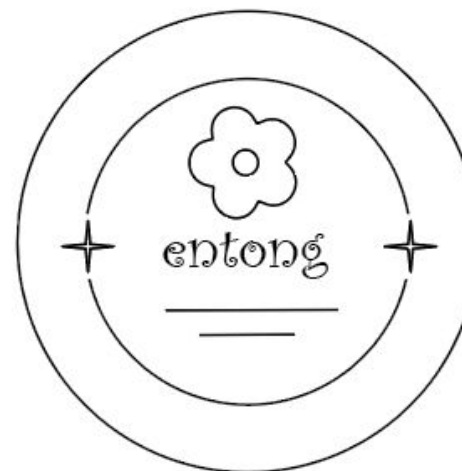


Logo on TRANSPARENT BACKGROUND  
B&W



Logo on COLOURED BACKGROUND  
Full Colour

## 3 concept sketches





# Creating Original Assets

- Design **at least 5 custom assets** (e.g., icons for achievement, skillsets competency bar, contact, tab, etc).
- Ensure all assets are **original** and well-structured for a portfolio.

*Example:*

Create a **icon** that visually represents students' competency.



Skillset



Community Work



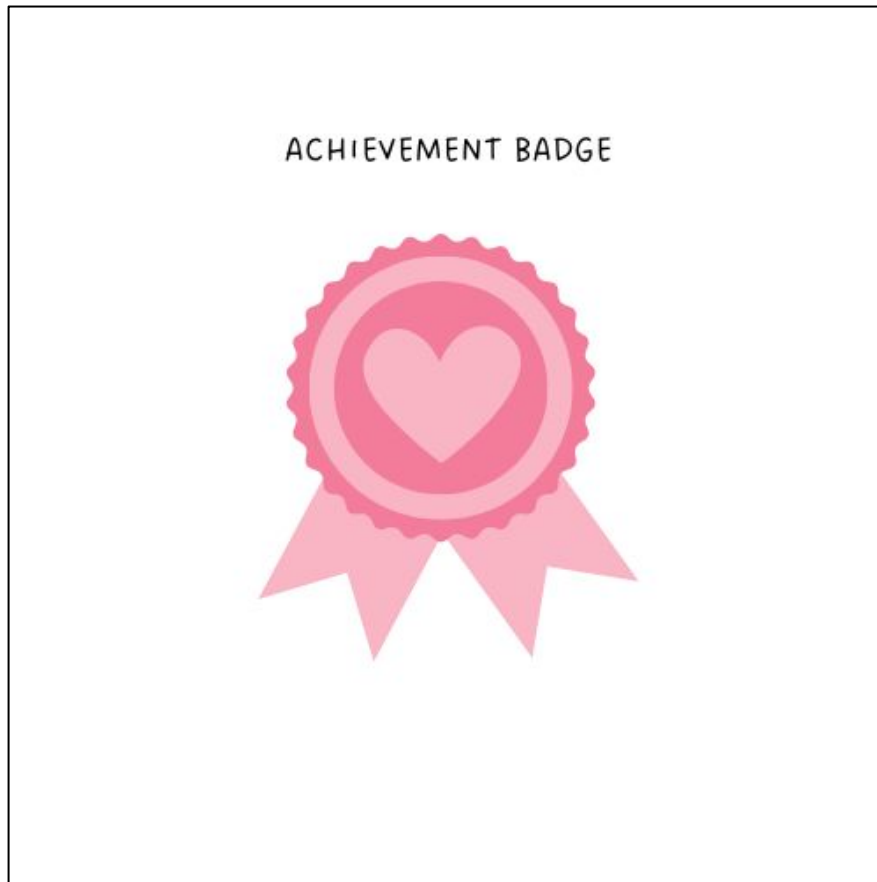
Achievements



Progression

# Original Assets 1 : icon for achievements

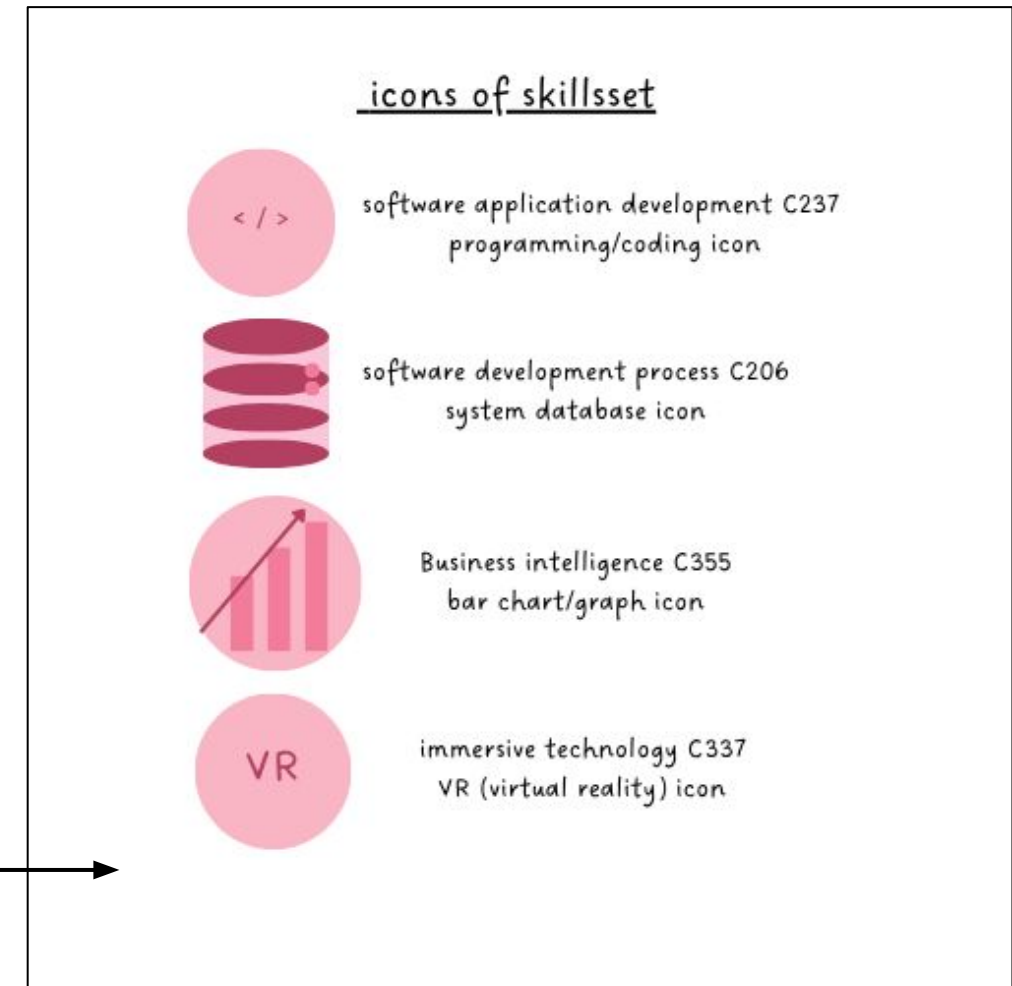
## Final Design



## Design drafts



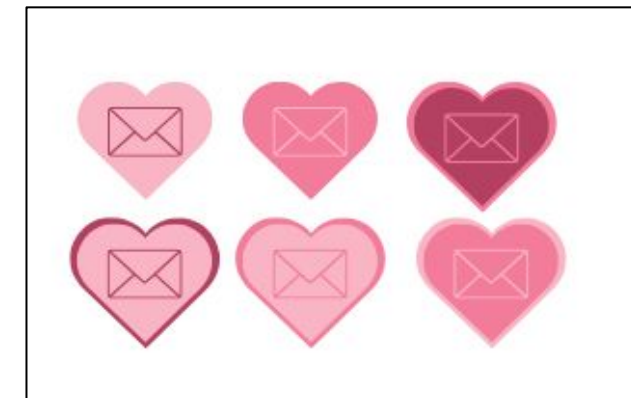
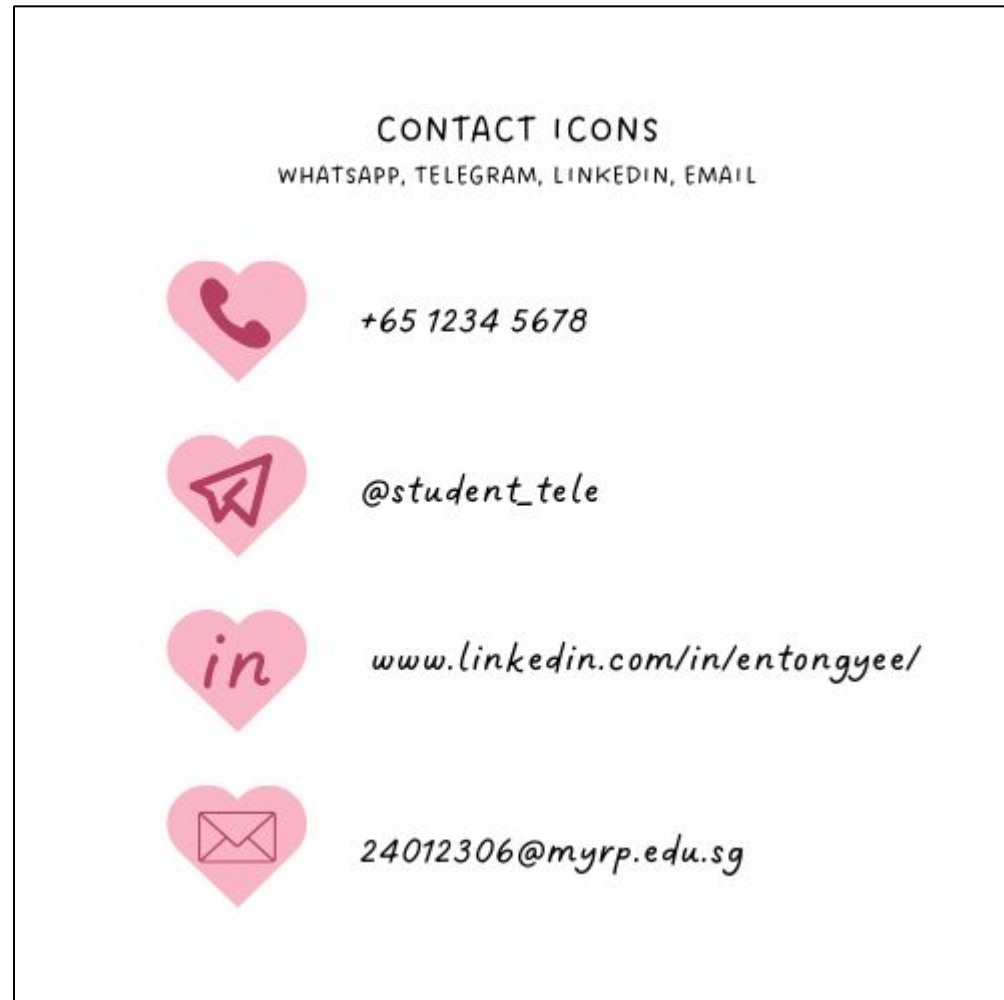
# Original Assets 2 : skillsets competency bar



# Original Assets 3 : contact icons

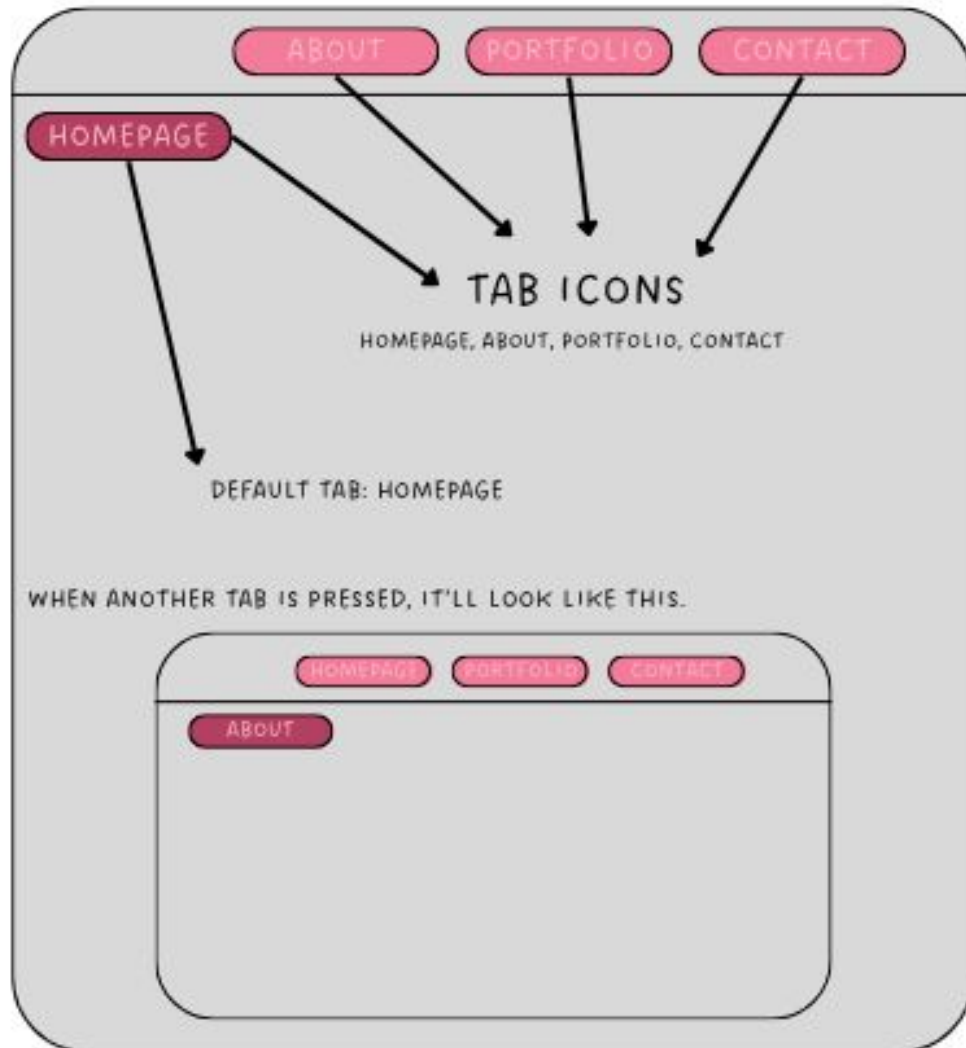
## Final colour

## Colour drafts

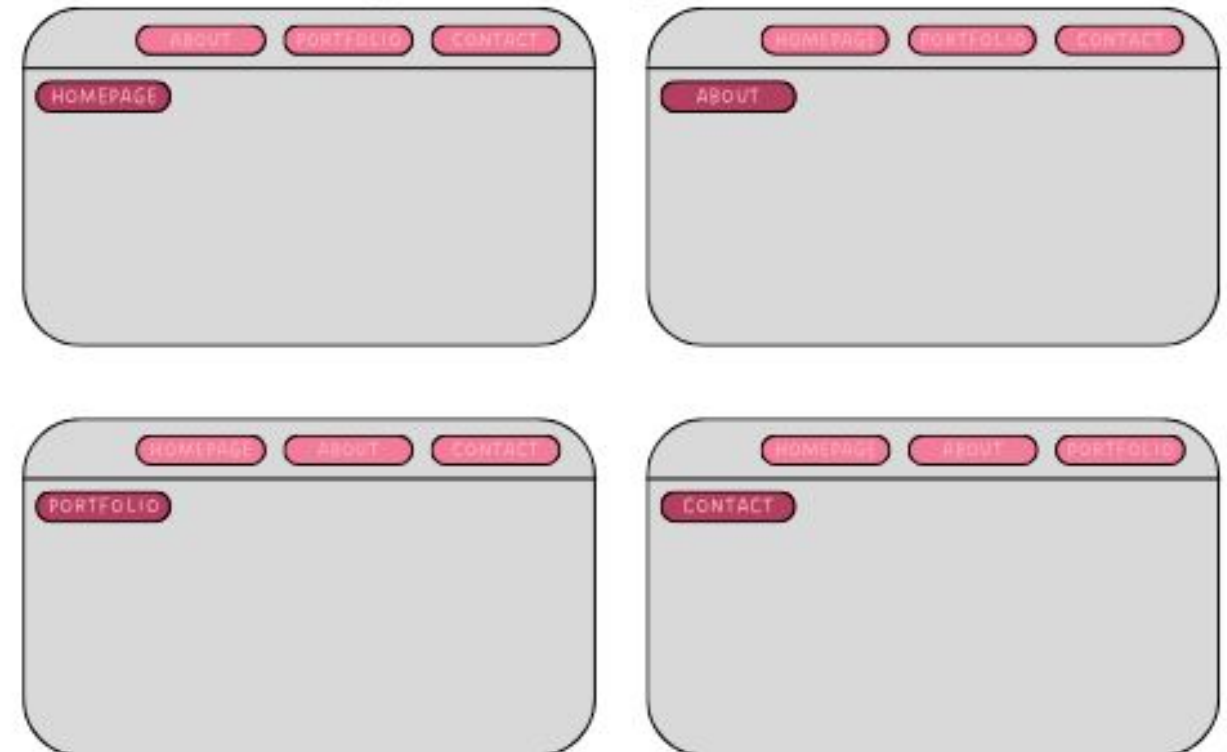


# Original Assets 4 : tab icons

## TAB ICON

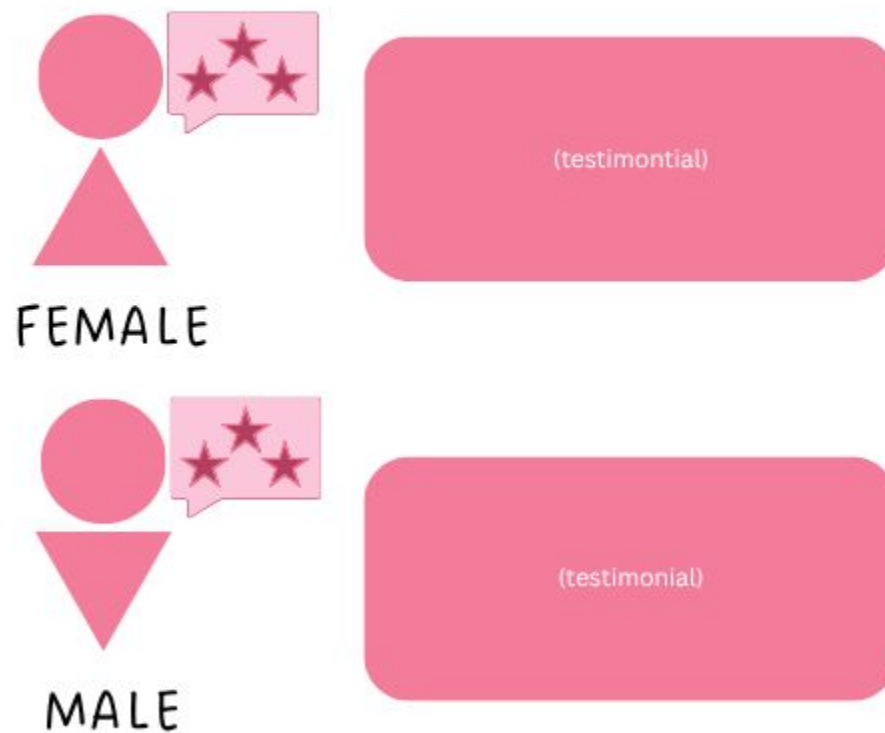


## EACH TAB ICONS



# Original Assets 5 : testimonial icons

## TESTIMONIAL ICON



# AI-Assisted Design Tools

- Use **Photoshop's AI features** (e.g., Generative Fill, AI-powered selection) or **Illustrator's AI tools** (e.g., Vector recolouring, Auto-trace).
- Submit **before-and-after screenshots** showing how AI tools improved your design.

*Example:*

- Use **Adobe Firefly** to generate a **background texture** that enhances your interface's modern look.

## **Before AI Enhancement**

*Hand-drawn background with plain colours.*

## **After AI Enhancement**

*AI-generated background texture applied with better gradients and details.*

# 1. AI-generated to Create a Soft Pink Tech Background.

**Before AI Enhancement**

*background with no colours.*

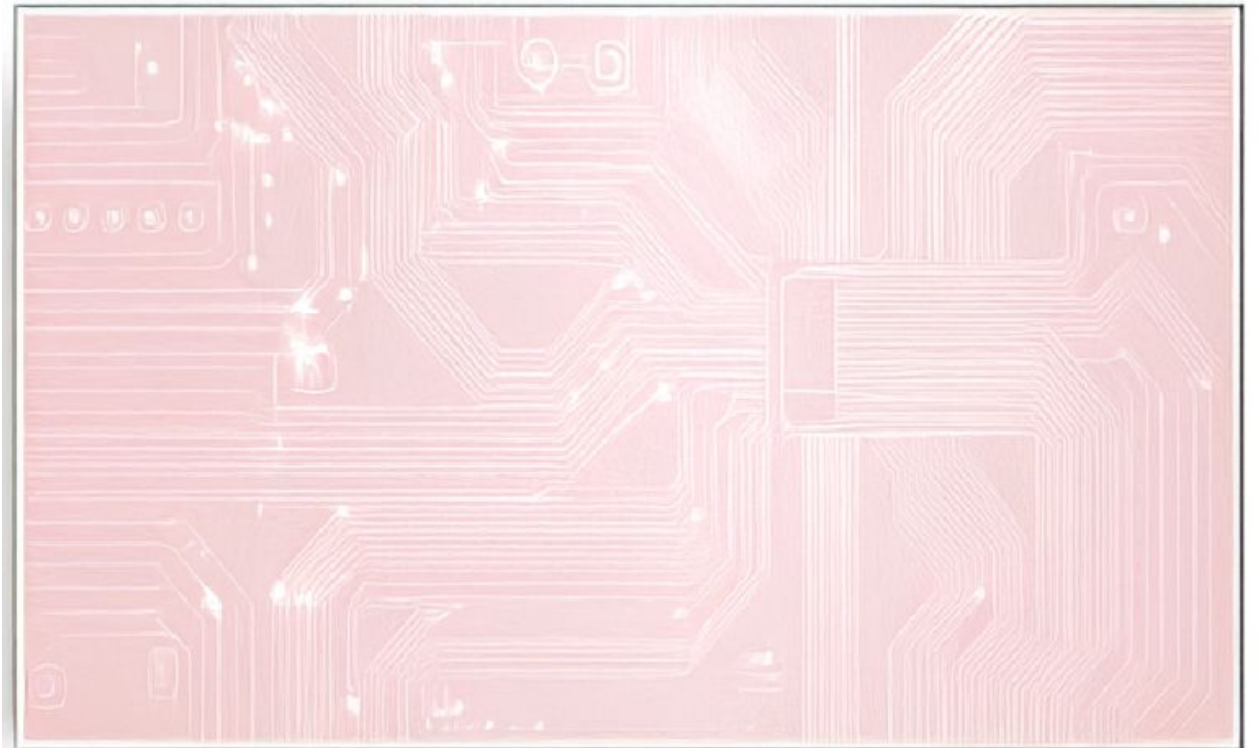
**After AI Enhancement**

*Created a Soft Pink Tech Background.*

Before (plain white background)



After





## 2. Add a Decorative Element to the background

**Before AI Enhancement**

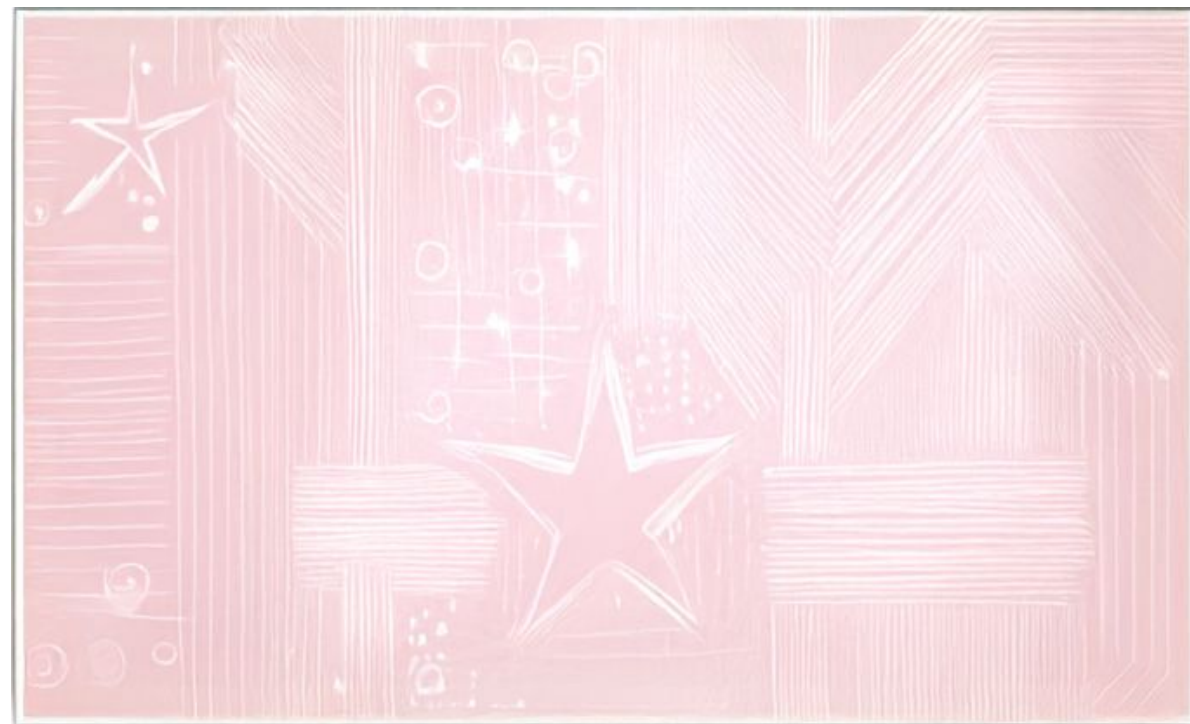
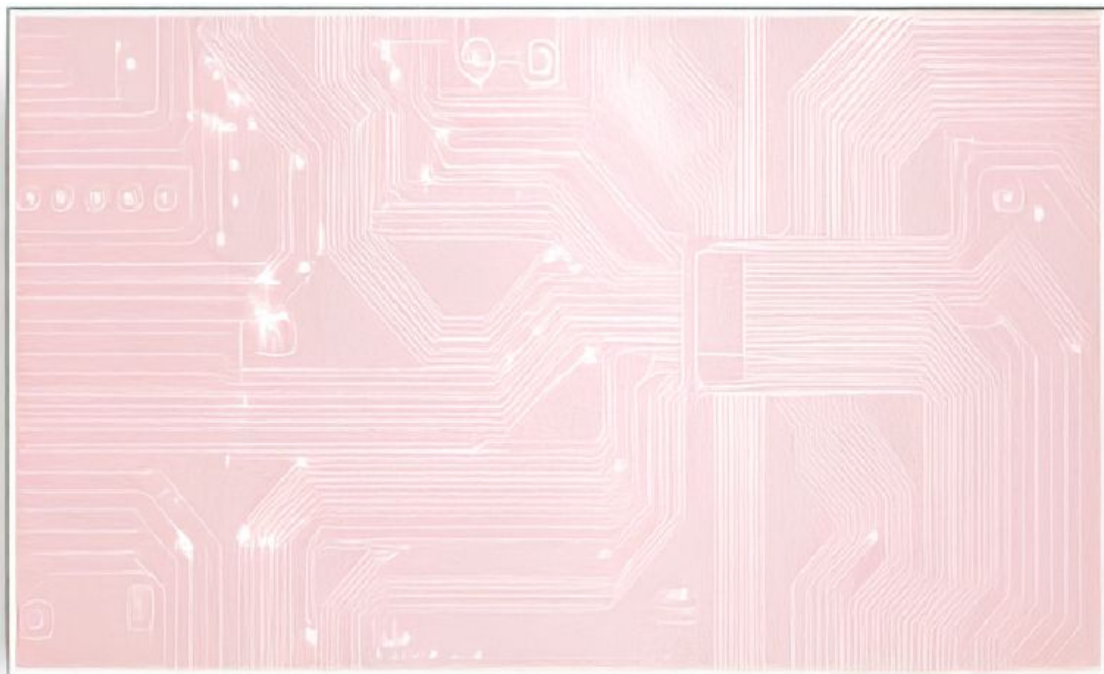
*a Soft Pink Tech Background*

**After AI Enhancement**

*a Soft Pink Tech Background with doodles of sparkles and stars*

**After**

**Before**



### 3. Improve Pink Colour star with Gradient

#### Before AI Enhancement

plain pink colour star

#### After AI Enhancement

monochromatic pink star

Before



After



# Prompt Design & AI Collaboration

- Write **three AI prompts** for generating icons, textures, or design variations. Show **AI-generated variations** and **justify your final selection**.
- AI prompt 1: A rounded pastel pink achievement badge with a heart in the center and sparkles around it, soft shadows and minimal 3D look
- AI prompt 2: A pastel pink background texture with tech circuit patterns and sparkles, subtle gradients, and a soft glowing effect
- AI prompt 3: A contact icon set, email & LinkedIn all with soft pastel pink backgrounds, rounded edges

**Chosen 3 from each 3 AI prompts:**



# AI Prompt 1 justification:

AI prompt: A rounded pastel pink achievement badge with a heart in the center and sparkles around it, soft shadows and minimal 3D look

Justification: because the soft glow and 3D look matched my “soft professionalism” theme, it’s on brand.

Chosen  
Variation



## AI Prompt 2 justification:

AI prompt: A pastel pink background texture with tech circuit patterns and sparkles, subtle gradients, and a soft glowing effect

Justification: it keeps the “tech” identity subtle but clear. The pastel glow and grid structure help the layout feel modern yet not overwhelming.

Chosen

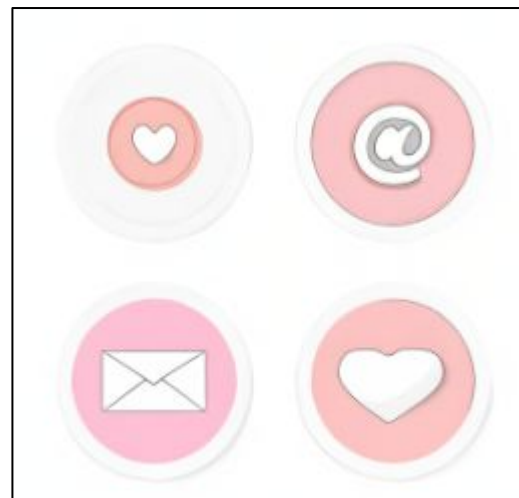


## AI Prompt 3 justification:

AI prompt: A contact icon set, email & LinkedIn all with soft pastel pink backgrounds, rounded edges

**Justification: the format of the email contact icon seems clean, It also helps maintains brand consistency with the rest of the UI.**

**Chosen  
Variation**



# **Final Artwork (Chat Sticker)**

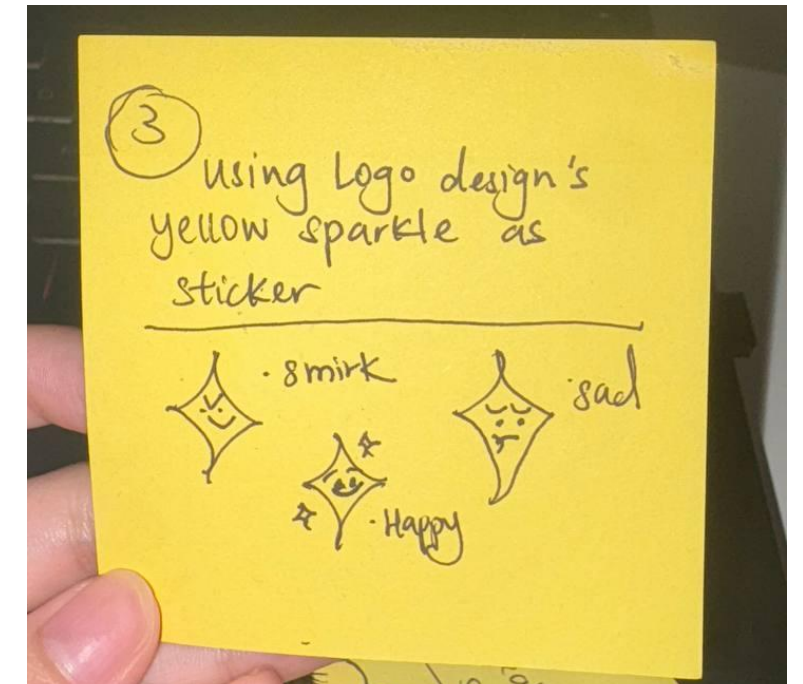
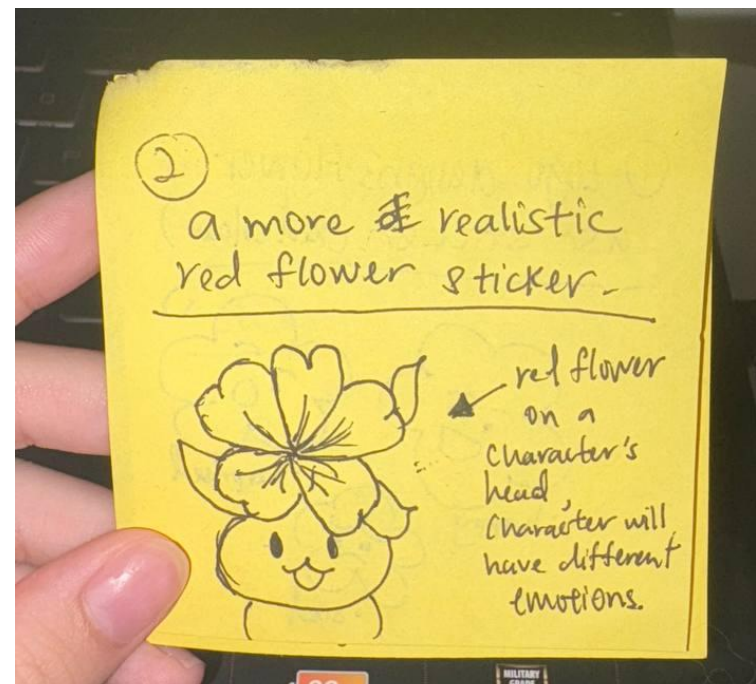
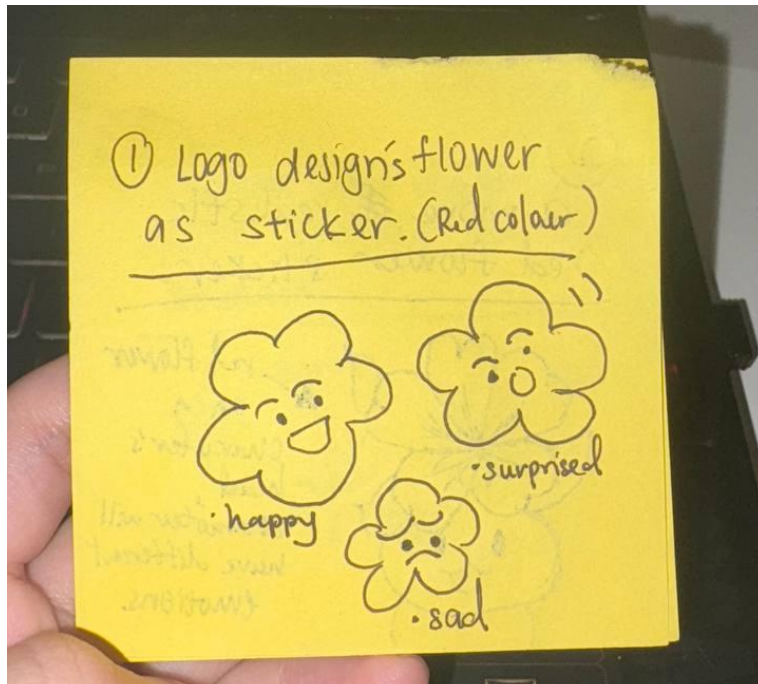
**The character is a cute chibi styled girl wearing the red flower as a hat, which connects directly to my logo and personal identity. Using the red flower as a hat keeps the brand consistent and meaningful, as the red flower represents my Chinese name. The chibi style adds a playful and friendly vibe, fitting my theme of “Playful Tech with Soft Professionalism.”**

**The chibi character in my stickers is a mini version of me, it represents myself in a cute, fun way. The red flower hat is based on my Chinese name, which gives the design personal meaning. Together, the character and flower show my personality and cultural background. This adds a personal touch to my brand and helps people remember me through my work.**



# Final Artwork (Chat Sticker)

## three sketches of chat stickers





# Final Artwork (**Chat Stickers**)

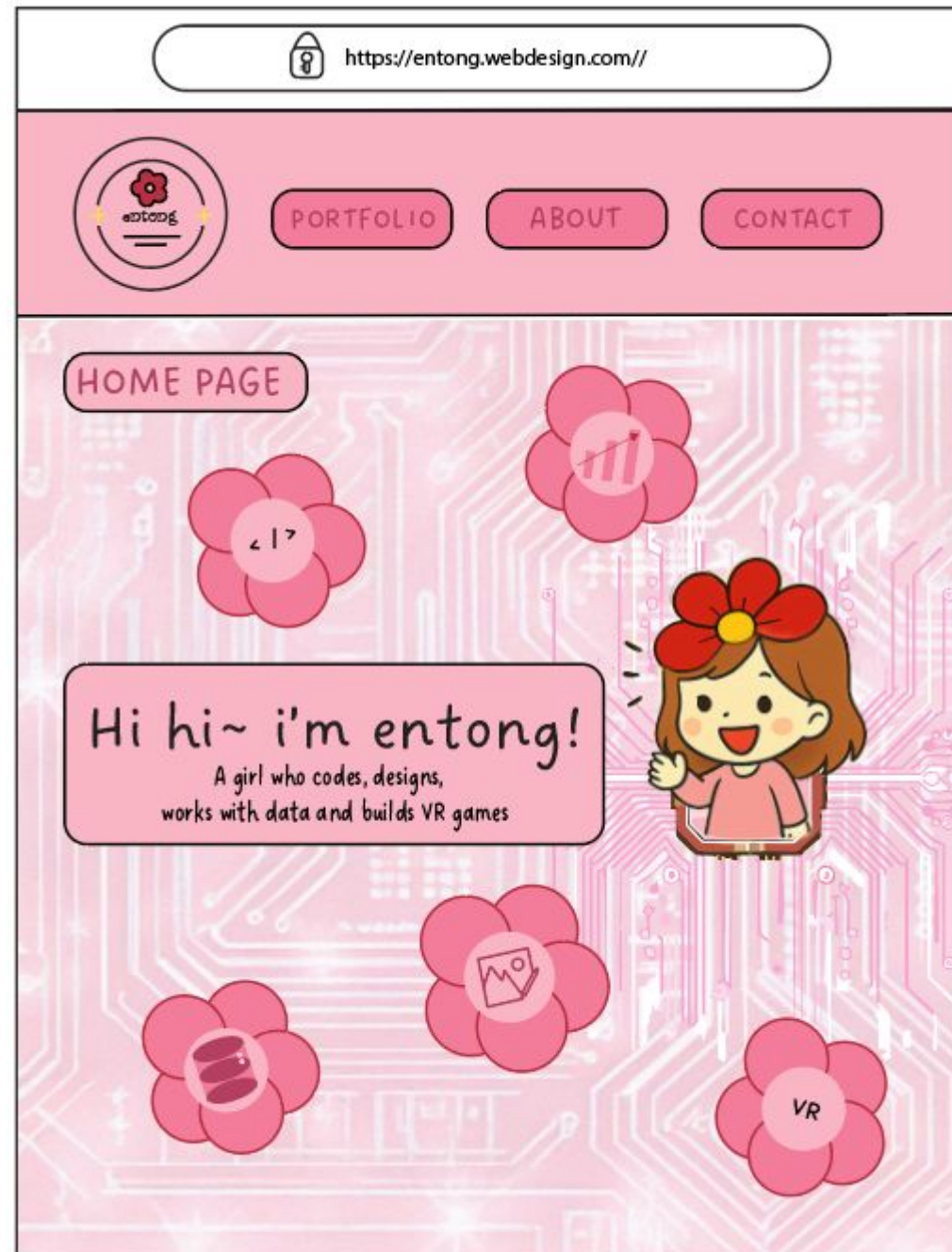
- Images of your social media branding FA

Choose **ONE** digital component to design for social media promotion:

- ☐ **Telegram/WhatsApp chat stickers:** A set of three chat stickers



# Final Artwork (Portfolio Web page: Home Page)

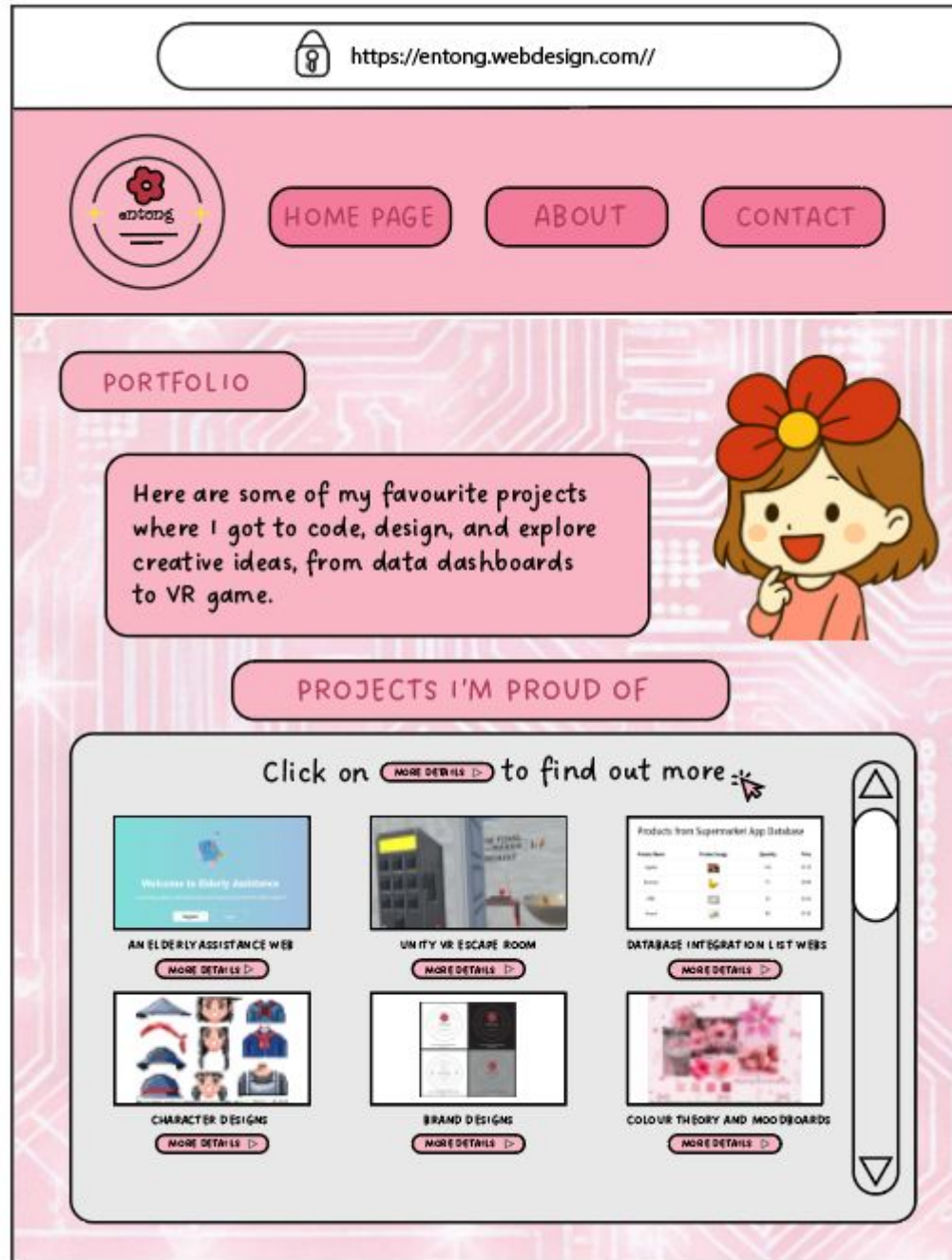


# Final Artwork (Portfolio Web page: About)

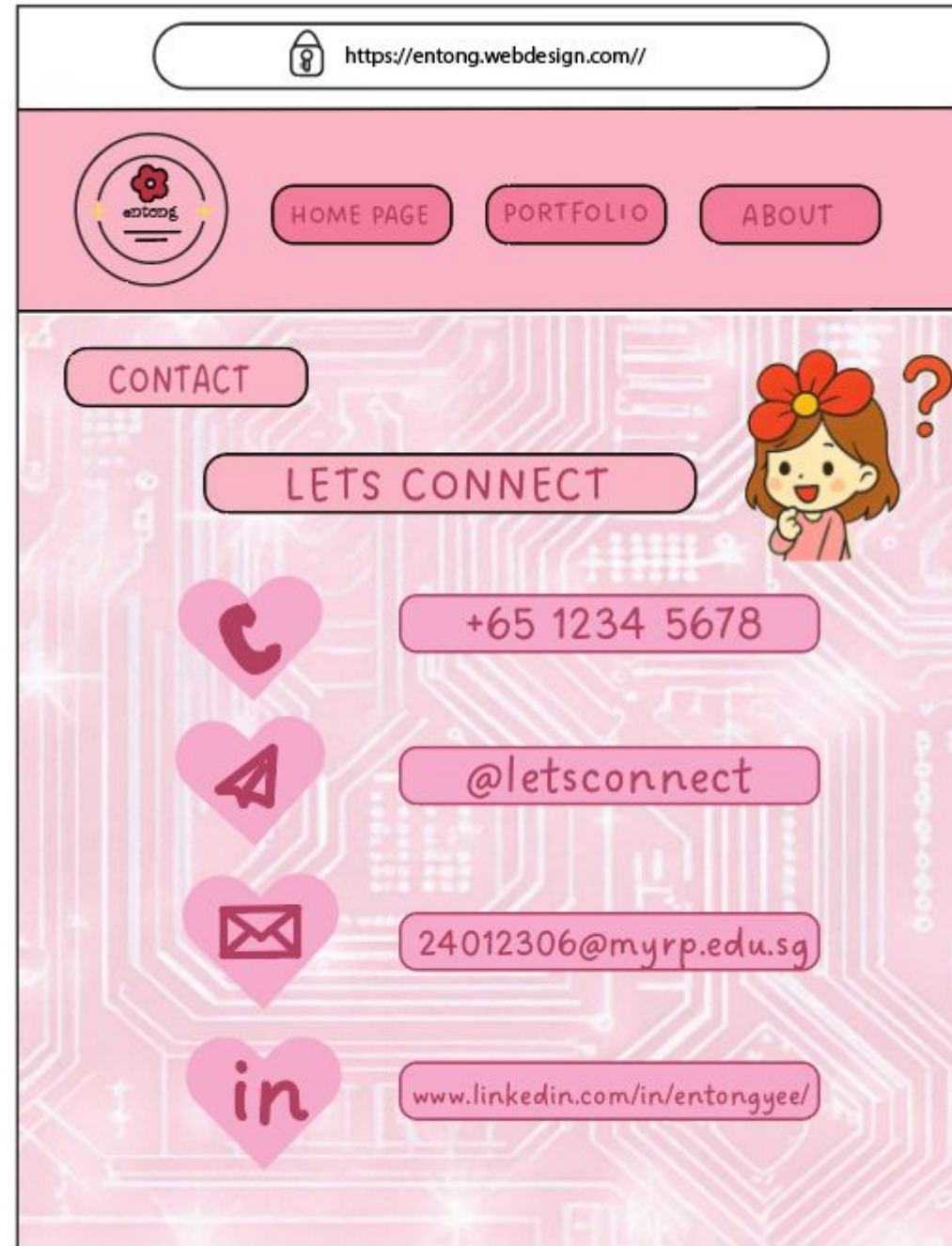




# Final Artwork (Portfolio Web page: Portfolio)



# Final Artwork (Portfolio Web page: Contact)



# Conclusion (Reflections, Challenges)

- Throughout this project, I explored how to express my personal identity through design, from creating a logo to building custom assets and web pages that reflect my playful yet professional brand. A big part of my branding was incorporating the red flower, which connects to my Chinese name, and using a chibi character to represent myself in a fun and approachable way.
- Using tools like Canva, Adobe Illustrator, and Photoshop, I learned to balance creativity with structure. I challenged myself to stay consistent with my theme of soft pinks, rounded visuals, and friendly UI.
- One challenge I faced was making sure my custom assets were original and meaningful. I also had to understand how to use AI tools responsibly to enhance, not replace, my work. Through the process, I learnt how every design choice from stickers to icons to taglines can help make a portfolio more memorable, unique and show my personality.