

Le Hoang Anh Ngo

hani@haningo.com

SELECTED WORKS

2025

TABLE OF CONTENT

06	03	12
<hr/> HuongThinh Coffee – Visual Guideline & Landing Page	<hr/> About Me	<hr/> LinkedIn Poster Commission
	09	
	<hr/> WEDOGOOD - E-commerce Visual Identity	

Hi, this is ...

Hoang Anh
Hani

八 —

Almost half a decade spent in Japan, I have learned that identity is what we earn along the journey.

Marketing graduate turned Designer, Designer turned Engineer, this belief has proven no less true for my career trajectory.

As now I am pivoting my upcoming journey, I am looking for a position finely blending Design & Code/Technology.

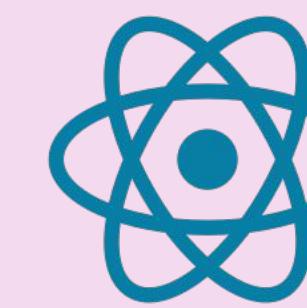
- A designer who codes
- A SWE who designs
- (& who knows) A great addition to your team

My tool stacks

Design



Programming



HUONGTHINH Coffee

*

UI Design, Branding, Front-end
Development

*

2025

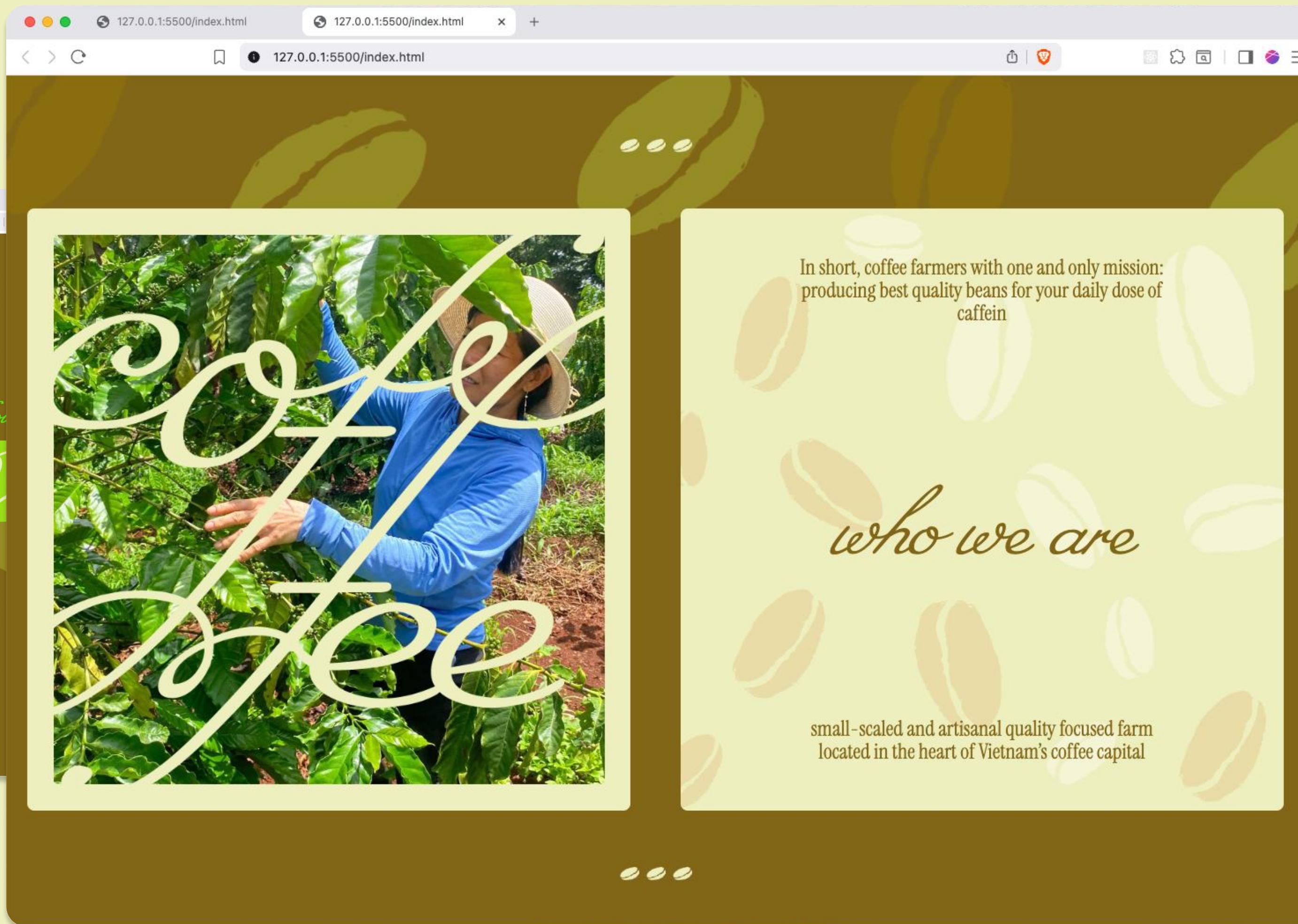
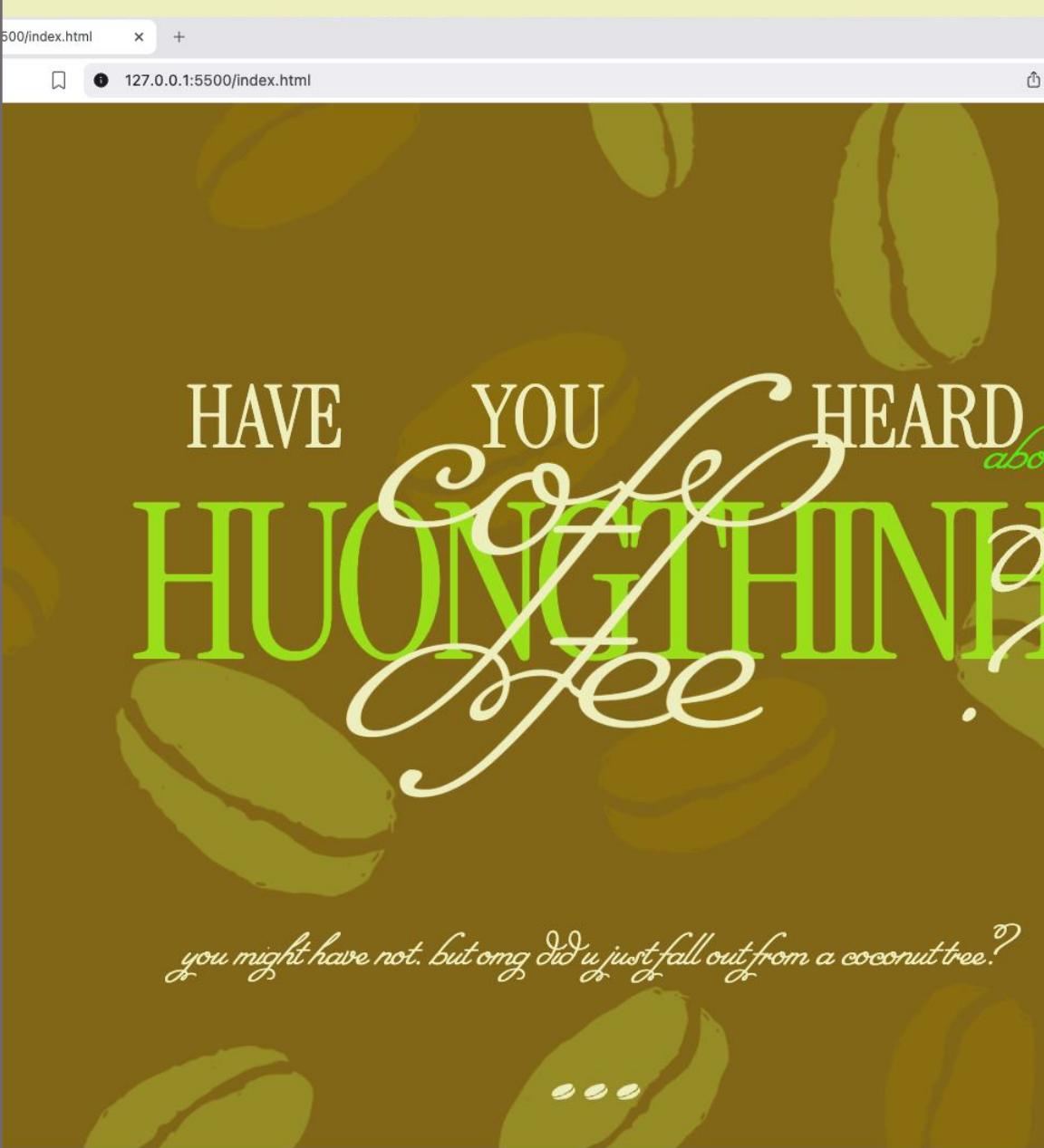
HUONGTHINH Coffee is an independent coffee production house, located in the heart of Vietnam's coffee capital - Dak Lak province.

Despite initially being commissioned for producing a simple landing page to showcase their business, as the brand didn't have any official branding at the time, I also offered to make a simple visual identity system for future uses.

Coffee
HUONGTHINH
Coffee

Brand Logo

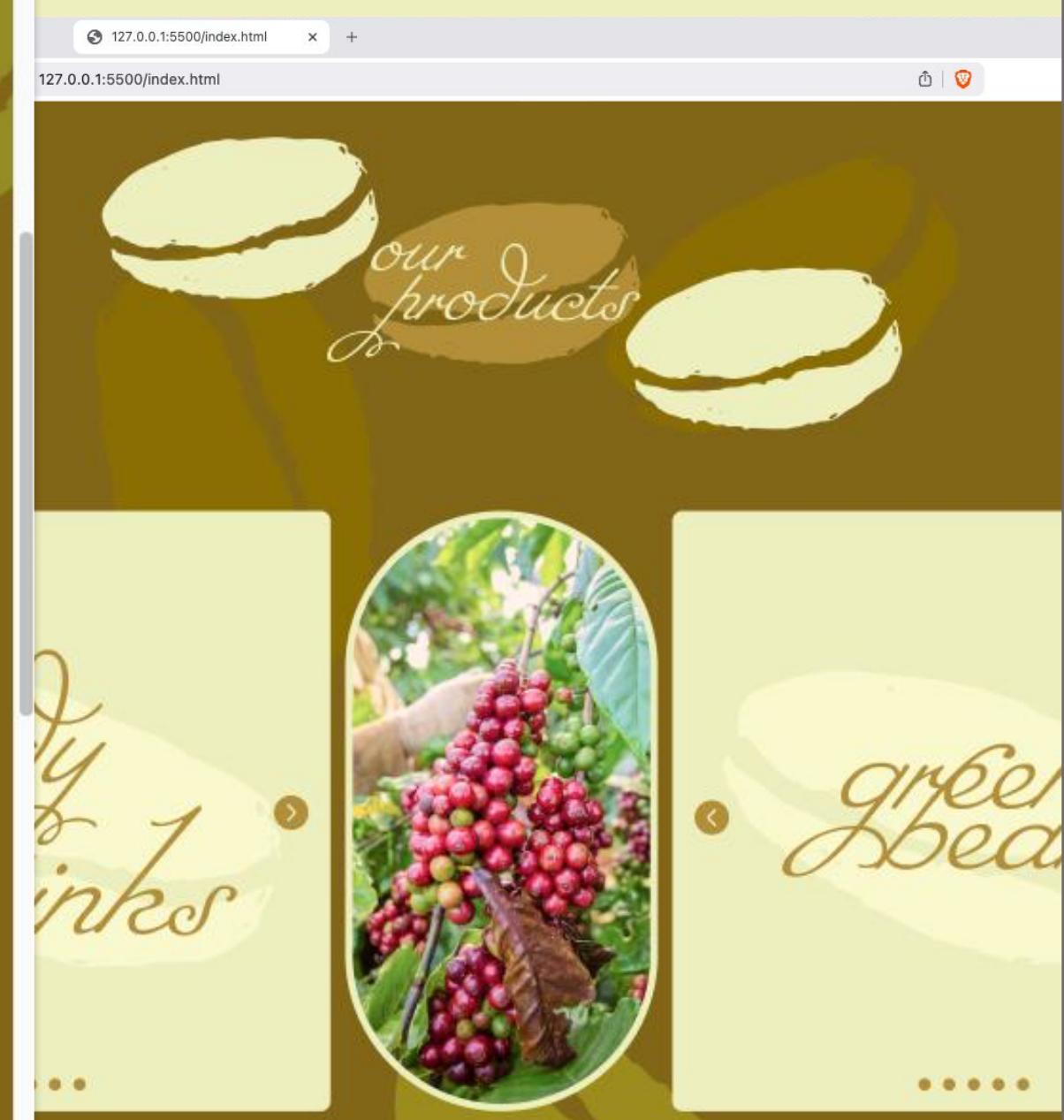




coffee

In short, coffee farmers with one and only mission:
producing best quality beans for your daily dose of
caffeine

small-scaled and artisanal quality focused farm
located in the heart of Vietnam's coffee capital





WEDOGOOD

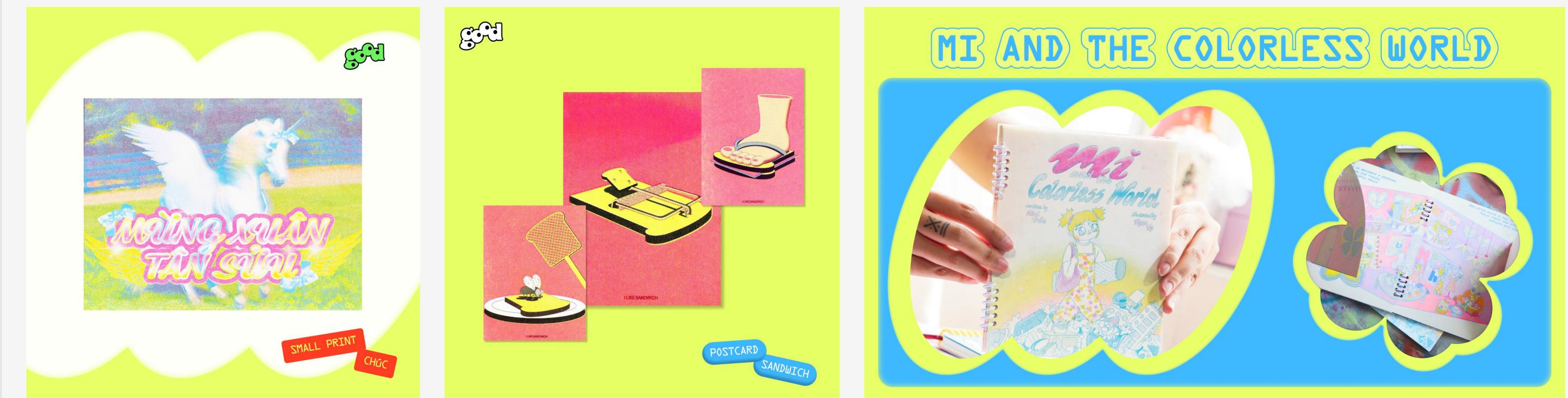
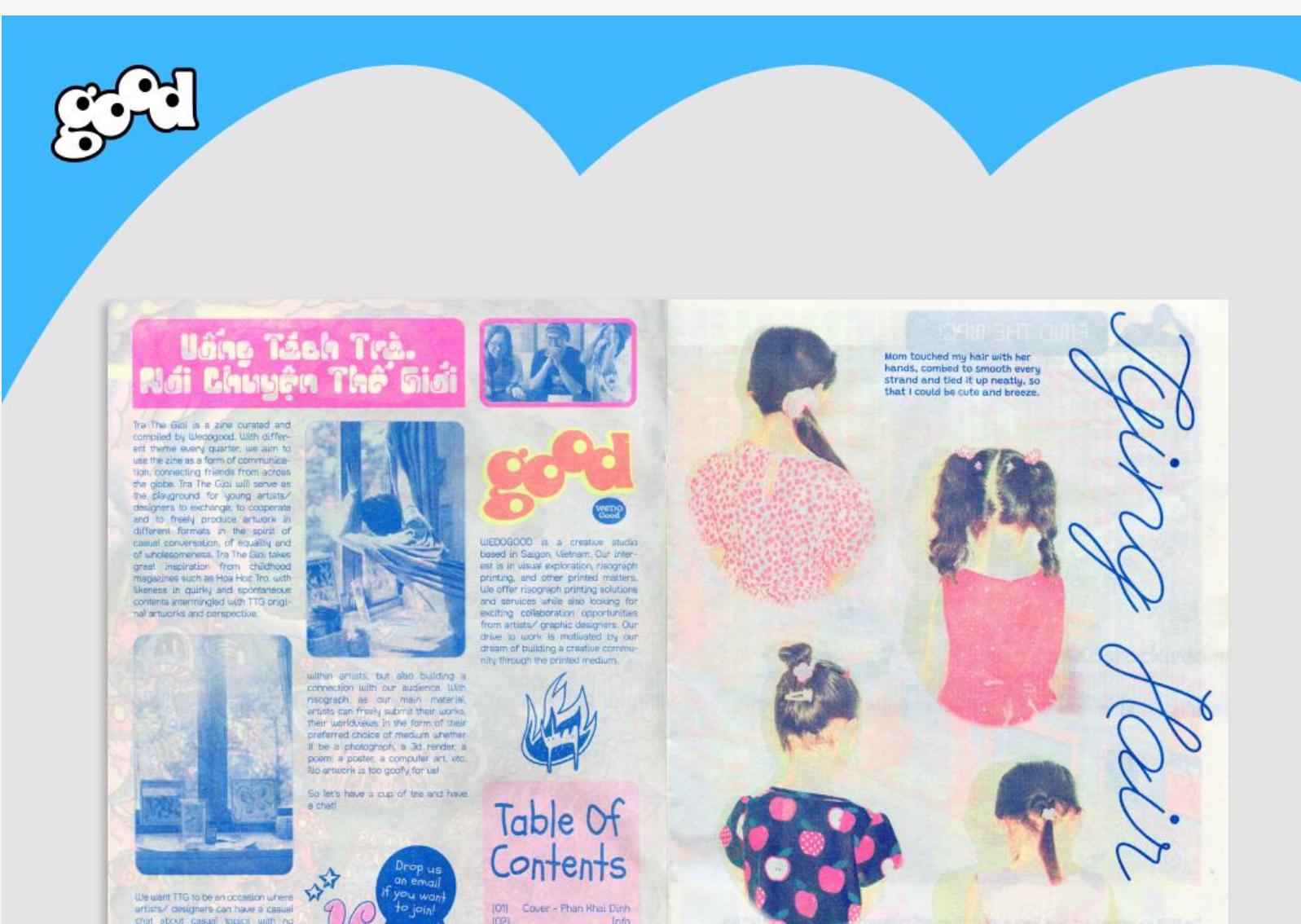
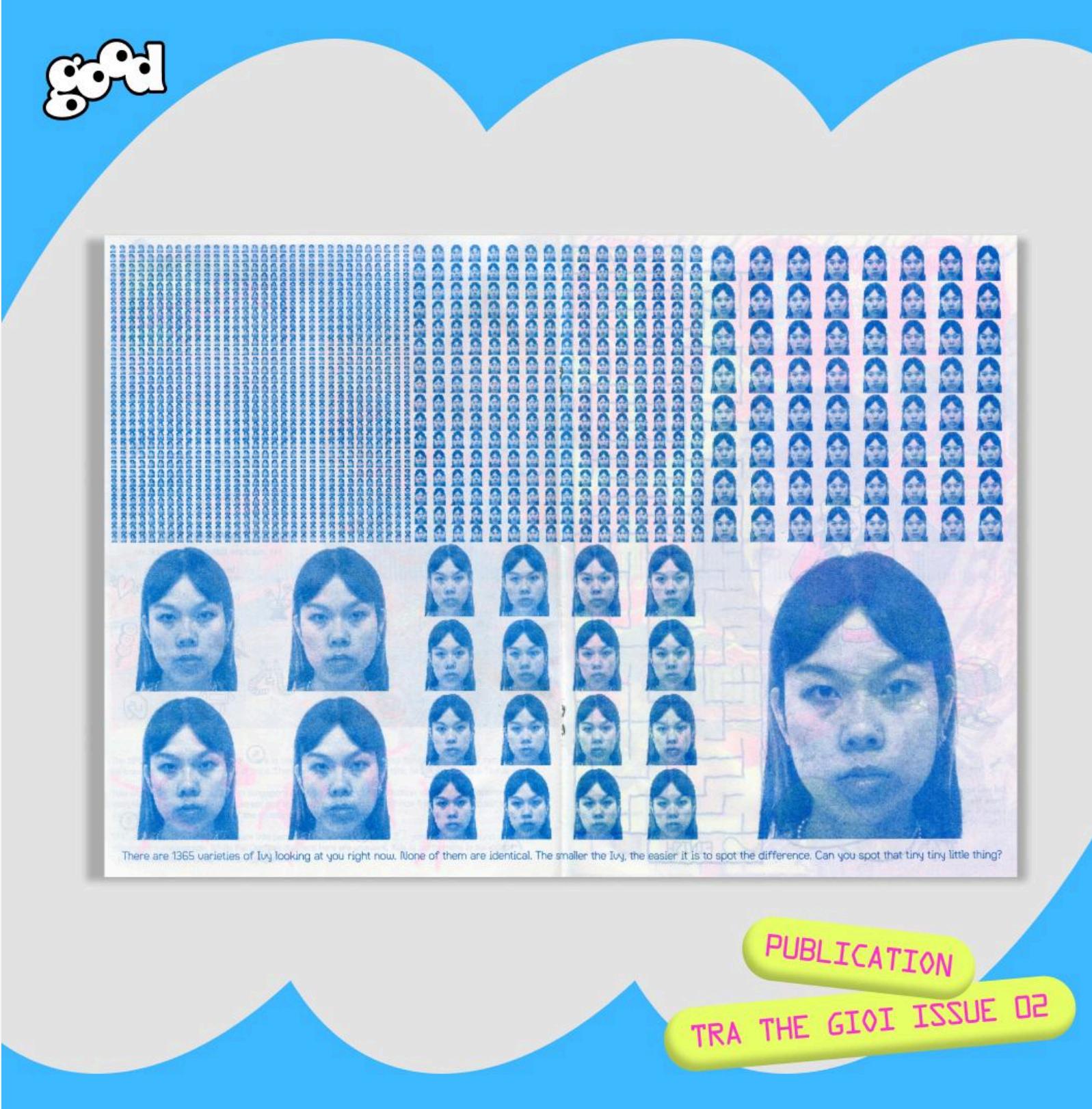
WEDOGOOD is a Design and Risograph studio specializing in Risograph printing techniques and production/post-production of independent publications and artworks, based in Ho Chi Minh City, Vietnam.

*

E-commerce Branding & Banner Design

*

2024

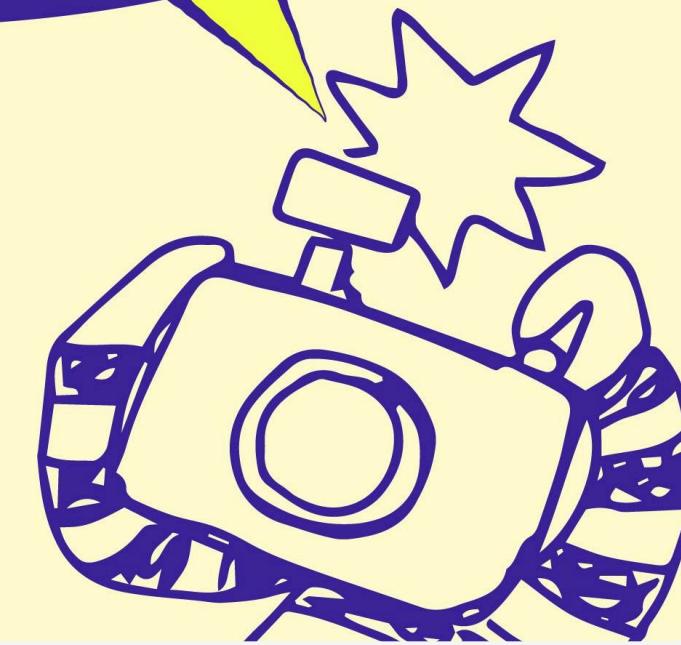




People aren't thinking about you as much as you might assume

concentrate on your own
growth

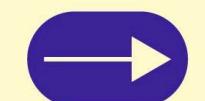
worry less



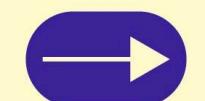
<https://www.linkedin.com/in/sumit-pokhare/>



<https://www.linkedin.com/in/sumit-pokhare/>



<https://www.linkedin.com/in/sumit-pokhare/>



Are we always being
watched?

Have you ever felt like a momentary slip or a high-five-worthy success in a presentation defined how others see your entire skill set?

I've been there, caught in that spotlight, feeling every eye gauging my worth. But isn't it refreshing to know that the world isn't always watching?

"Overblown Implications Effect"

This term from recent research puts a name to that familiar feeling. It's when we magnify the impact of our one-time performances, thinking these instances make or break our reputation.

We worry that a single success or a tiny misstep speaks volumes about us. The truth, however, is a lot more forgiving.

Poster Series - Growing as a SWE in Japan

Commission works by a Japan-based Software Engineer for their profile banner & one of their educational series on LinkedIn platform

*

Graphic Design

*

2024

Poster Commission



LinkedIn Profile Banner

Like my works ;)?
Creativity thrives on
collaboration so how about
creating magic together?

Drop me a Hi at

hani@haningo.com