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# SELECTED WORKS<sup>2025</sup>

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Hi, this is ...

Hoang Anh  
Hani

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

Marketing graduate turned Technology.

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/

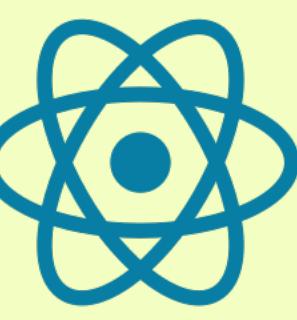
- A design who codes
- A SWE who designs
- (& who knows) A great addition to your team

# My tool stacks

Design



Programming



# HUONGTHINH Coffee

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 potential future uses.

\*  
UI Design, Branding, Front-end Development  
\*  
2025

*Coffee*  
**HUONGTHINH**  
*Coffee*

Brand Logo



The image displays a composite of three screen captures illustrating a coffee brand's visual identity. The top section shows a main landing page with a large banner featuring a coffee farmer, a sidebar with coffee beans, and a right sidebar with product details. The bottom section shows a sidebar with coffee beans and a right sidebar with product details.

**Main Landing Page:**

- Banner:** A woman in a blue shirt and straw hat picking coffee beans from a tree. Overlaid text reads "COFFEE" in large, white, cursive letters.
- Text:** "In short, coffee farmers with one and only mission: producing best quality beans for your daily dose of caffeine".
- Text:** "small-scaled and artisanal quality focused farm located in the heart of Vietnam's coffee capital".
- Image:** A circular inset showing a close-up of red coffee cherries on a branch.

**Left Sidebar:**

- Text:** "HAVE YOU HEARD about HUONGTHINH coffee?"
- Text:** "you might have not. but omg did it just fall out from a coconut tree??"

**Right Sidebar:**

- Text:** "our products"
- Text:** "our links"
- Text:** "green beans"



# WEDOGOOD

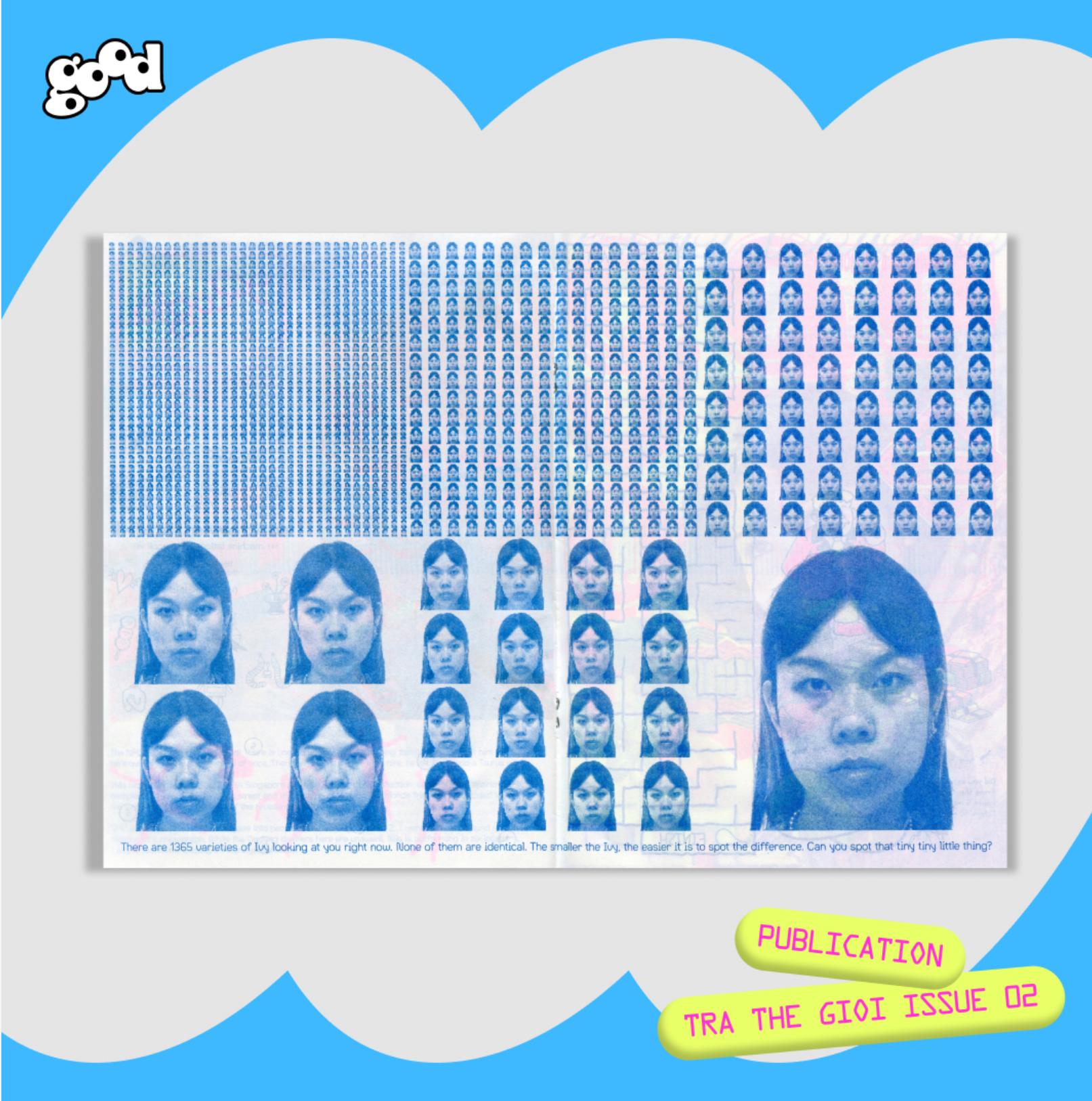
WEDOGOOD is a Design and Risograph studio specializing in risograph printing techniques and production/post-production of independent publications and artworks, based in Ho Chi Minh City, Vietnam.

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E-commerce Branding & Banner Design

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2024

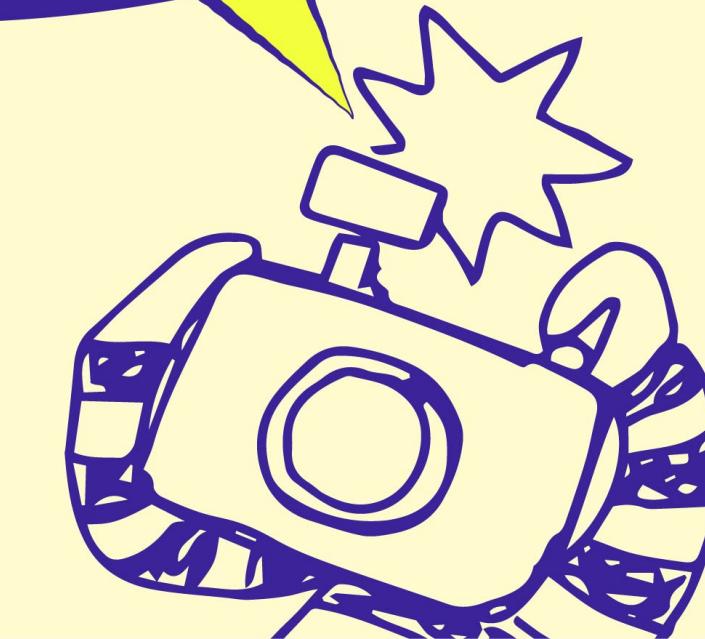




People aren't thinking about you as much as you might assume

concentrate on your own  
***growth***

worry less



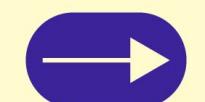
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Are we always being  
***watched?***

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?

Poster Series - Growing as a SWE in Japan

I stumbled upon something in my reading recently – it's called the

**"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 Commission

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

\*  
Graphic Design  
\*  
2024



LinkedIn Profile Banner

Like my works ;)?  
Creativity thrives on  
collaboration so why not  
work together?

Drop me a Hi at

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