

Reading Guide

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Table of Contents

<i>Reading Guide</i>	1
<i>Branding project</i>	4
Project introduction.....	4
Proof.....	4
Reflection	4
Website URL:.....	4
<i>Night Of The Nerds project</i>	5
Project Introduction:.....	5
Proof:	5
Reflection	5
<i>Personal Project</i>	6

About me

Hello, my name is Huien Mi, but everyone calls me Miya. I was born and raised in Bulgaria, but I'm fully Vietnamese. I originally started my studies at Fontys in a Software and Business program, but I quickly realized it wasn't for me — it felt too boring and didn't match my interests.

When I switched to Media, everything changed. I felt like I could finally bring my ideas to life. It gave me more freedom to be creative and made me feel less stressed. I enjoy what I do now and even work on small personal projects to keep learning and growing.

At first, I thought Media was just about designing in Figma or building websites. But now I understand that it's so much more — it's about the full process. I've learned that the small steps along the way are just as important as the final product. Before, I used to skip straight to coding, but now I see the value of planning, research, and concept development.

For my fourth semester, I chose the AI Machine Learning. Throughout the previous semesters, I've used AI a lot and became curious about how it really works. I want to understand how it's built and how it connects with media. I believe AI is still growing, and it's a powerful tool that will have an even bigger impact in the future.

Branding project

Project introduction

Our first group project was a branding one. My team and I had to create a completely new brand identity. At the beginning, we didn't know each other very well, so we decided to set some group rules and penalties to keep things fair and organized. We also created a WhatsApp group to stay in touch and share updates easily.

To understand each other's strengths and weaknesses, we made a team chart. This helped us see what each person was good at and what they might need help with. Thanks to the chart, we were able to divide the tasks in a way that made the project run more smoothly. It helped us work better as a team and made sure everyone had a role that suited them.

Proof

- Team Charter
- Brand Guide
- Logo
- Posters
- Website Design
- Website
- After effects Logo
- Trello
- Brainstorming

Reflection

Website URL:

Night Of The Nerds project

Project Introduction:

After creating our studio and presenting our brand identity, our group chose a client for a semester-long project. We attended workshops from three clients — Board Game, Night of the Nerds, and Krom — and submitted our preferences through a motivational letter. We were assigned to **Night of the Nerds**, a project focused on helping young people (ages 14–21) socialize and feel less lonely.

To better understand our audience, we conducted interviews and surveys. Based on the insights, we brainstormed ideas and designed a concept poster. We are now developing our app called **Fomo**.

Proof:

- Notion
- Survey and report
- Persona
- Concept poster
- User flow diagram
- Figma prototype
- UI sheet
- Lotus brainstorming
- Moscow table
- Empathy map
- POV
- Competitive analysis
- Customer journey
- HMW

Reflection

Will be written when the project ends.

Personal Project

Project Introduction

I started a small personal project inspired by Tamagotchi, but with a twist—it's designed to support people dealing with stress, burnout, and loneliness, especially students like me and my team at Takumi. As international students, we often struggle to balance studies, finances, and mental health.

The app features a virtual companion that reacts to your daily habits. If you skip tasks, meals, or self-care, your Tamagotchi becomes sad or tired. But when you take care of yourself, it brightens up and gets small rewards—encouraging healthy routines through playful feedback.

Proof

- Survey
- Competitive analysis
- User Flow
- Ui Sheet
- Canva prototype
- App Expo Go

Reflection

Will be written when the project ends.