



SYDNEY TSE'S PORTFOLIO

Instagram (digital portfolio): @syd.thebrand

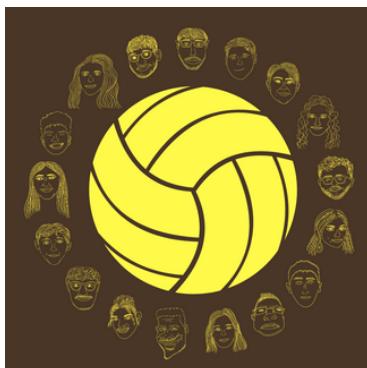
LOGO CREATION AND PROFILE PHOTO REDESIGN



2024/2025 COMMITTEE SHIRT DESIGN



MOVEMBER CAMPAIGN LOGO



2023/2024 CLUB SHIRT WINNING DESIGN & 2024/2025 COMMITTEE SHIRTS



PROGRAMS USED:

Canva
Procreate
Adobe Express

SOCIAL MEDIA POSTS

@GU VOLLEYBALL

These graphics are used in communication with our club for social events, announcements, upcoming matches, training schedules and more.

Our main platform is Instagram. Over the course of my term as Publicity Officer I achieved the following statistics:

- Reached over 200K monthly views
- Raised profile activity by 25% (typically achieving 4000 monthly profile visits)
- Contrasting February 2024 to February 2025, I've grown our following by over 300 followers

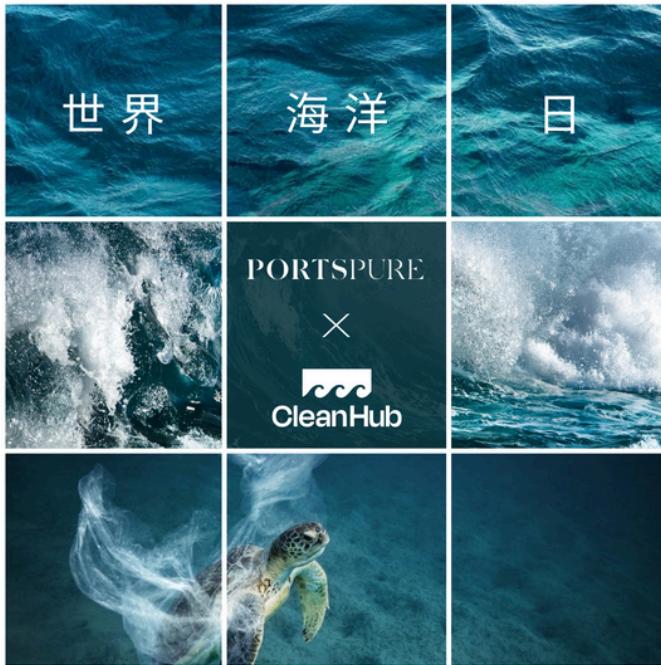


PROGRAMS USED:

Canva

WORK EXPERIENCE – PORTS 1961, INTERNATIONAL, PURE, V (2022)

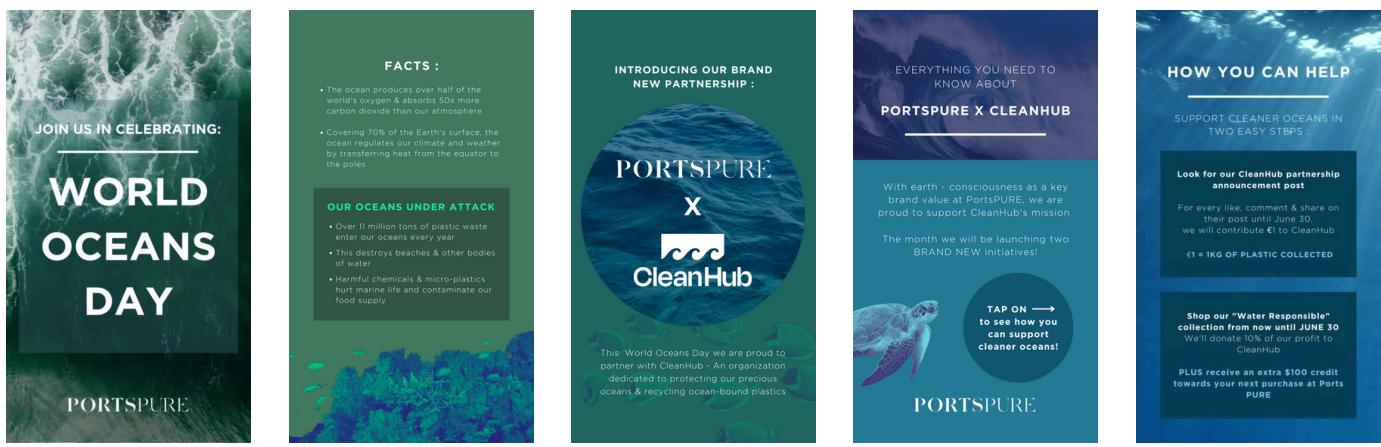
PORTSPURE WORLD OCEAN DAY INITIATIVE



Instagram Post – announces the partnership between the company & ocean conservation group



In-Store signage – advertises the World Ocean Day initiative

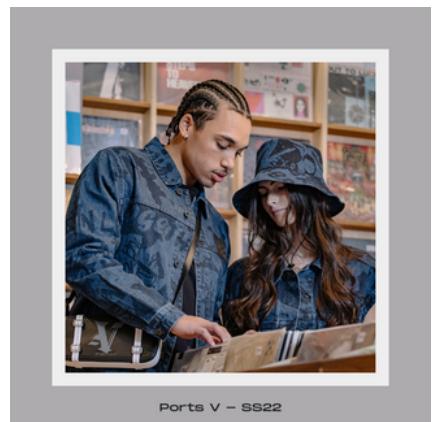
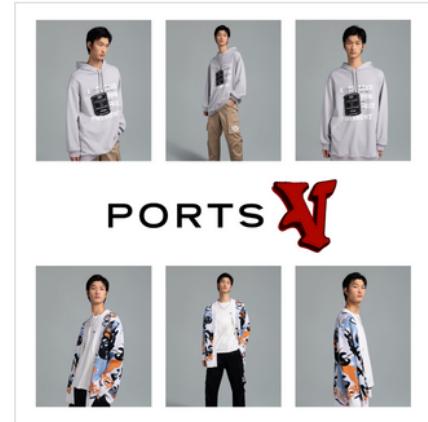
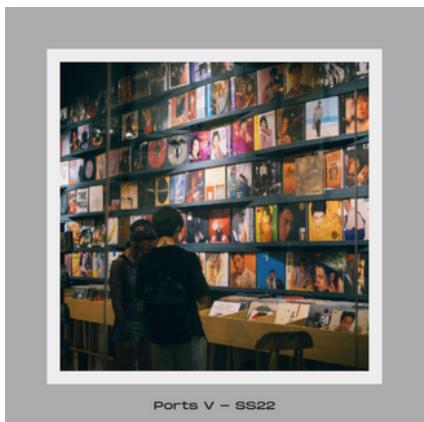
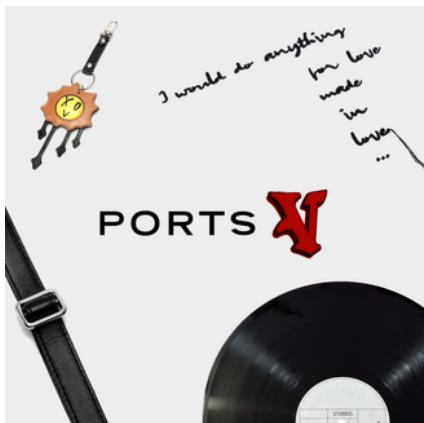


Instagram story frames – officially announces the partnership & initiative

PROGRAMS USED:

Canva

PORTS V SOCIAL MEDIA POSTS



The inspiration for the SS22 line and campaign was old classic records and ambience record stores – therefore I tried to implement a features of that and create posts that channeled some rock and youthfulness.

PROGRAMS USED:

Canva

PORTS INTERNATIONAL SS22 LOOKBOOK DESIGN



This was my redesigned format for Ports International's SS22 look book.

The Look Book is a common marketing tool fashion companies use to display certain looks from their most recent line to present to clients (namely stylists) so they may be used to dress celebrities for different events.

PROGRAMS USED:

Canva

WORK EXPERIENCE - SATORI RESEARCH (2022)

SKILLS TEST - WEEKLY NFT REPORT REDesign

The goal of this redesign was to present all the same information from the original document but in a more captivating and reader friendly manner. I created two versions of the same document to meet different functions:

White Copy Version

UK ENTERS Report

Summary

Brief consolidation of crypto markets for the last few days - overall, market still remains relatively stable, with some volatility, including a notable dip in Russia/Ukraine and inflation. BTC leading above support of \$30k, but has taken a low level dip recently. ETH is also showing signs of strength, with a recent price increase of 10% since April 1st. Funding remains pretty neutral (BTC +2%, ETH +3%), but after funding market is in a positive territory, it's likely that we will see more inflow into the market as crypto heading into Ethereum merge, we do not think ETH will outperform.

Out performers in the Top 100

DOGE (DOGE-10%) LUNA (LUNA-10%) NEAR (NEAR-9%) AAVE (AAVE-9%) CAKE (CAKE-8%)

Under performers in the Top 100

FTT (FTT-10%) AGO (AGO-9%) AXS (AXS-9%) WAVES (WAVES-10%) ZEC (ZEC-10%)

Chart 1: Daily Transaction Volume (Btc) and Total Volume (USD)

Chart 2: Daily Volatility (Standard Deviation)

Chart 3: Daily Price of Selected NFT Projects vs ETH

Chart 4: Daily Price of Selected NFT Projects vs BTC

Chart 5: Daily Number of Projects With Increasing ETH Value

Deep Dive

UK Government to mint NFT

Why UK revealed ambitions to lead the way in crypto by being a global hub for digital assets. The government has announced that it will create a digital asset Royal Mint to create an NFT to be issued by the summer to commemorate its 1000th anniversary.

Blockchain Update

What's happening in a perennial futures OEX for NFTs - the protocol needs to solve 2 problems. 1. There is no easy way to short NFTs at the moment. 2. Blue chip NFTs are often sold at a discount to their floor price. This is because most NFTs are minted for the floor price of NFTs that tracks the floor price of NFT collections. The floor price will come from Upshot API with Chainlink integration to calculate regular funding payments.

Puppy Penguins Sold to NFT Capital for \$2.5M

What is Puppy Penguin collection of cute 3D penguins Ethereum NFTs. The sale occurred just a few weeks ago, and the seller is currently looking to sell them as future royalties from secondary sales. The sale comes just a few months after the project sold out to the public. We can't wait to see what the future holds for this collection. It's interesting why it matters now of NFTs activities in Web3 space, including NFTV Yuga Labs made headlines one week ago when it purchased rights to Grateful Dead and Marley, and we noted that such acquisition activities might pick up going forward.

Opulence to Launch Staking in April

What's the launch this will be Opulence's 4th network after Ethereum, Polygon and Klaytn? Solana's biggest marketplace are currently Magic Eden and Solana. And Opulence's staking will be available on its platform through Upshot API. It's currently in its platform through Upshot, simplifying the process of acquiring an NFT for those who don't have crypto wallets. Upshot API is a payment service provider, allowing users to pay directly via credit/debit card or bank transfer, thus making it easier for non-crypto natives to purchase NFTs.

BLOCKS Compound Earn Live

How it works: BLOCKS compound harvests \$BLOCK rewards from \$BLOCK, and it stakes \$BLOCK, earning users gas fees and trading fees. PIVX API of \$BLOCK + 10% APR of \$BLOCK + 24%

Black Copy Version

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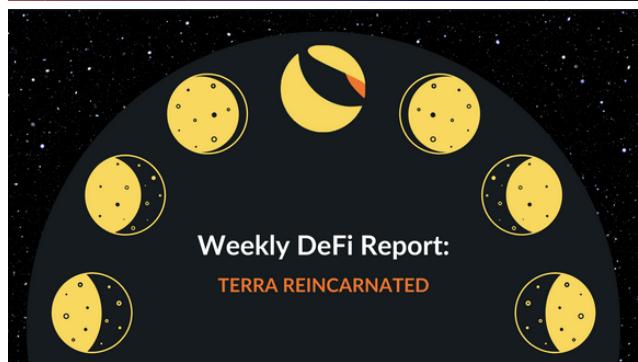
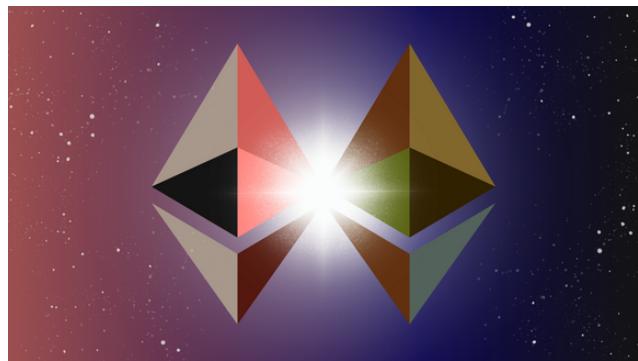
WHITE COPY

- more standard version
- made to be more printer friendly, in case clients or the company wanted to print hard copies

BLACK COPY

- the white text on a black background is a design tactic used to make reading small fonts easier
- causes less eye strain when reading off a computer
- much bolder colour scheme

SOCIAL MEDIA INFORMATIVE POSTS



CRYPTO MARKET TEMPERATURE

BITCOIN RALLIES IN ASIA

Bitcoin rallied hard in Asia today, after a record 9 consecutive down-weeks. Lifting the whole crypto ecosystem and fueling the total marketcap 6% higher to \$1.33 trillion.

- According to I-Ching (Classic of Changes), when a body becomes too Yang it turns into Yin, and vice-versa.
- In mathematics, we call this mean-reversion.
- Traders looking for an excuse to fit the bullish crypto narrative today are pointing to the collapse in DXY and recovery in the equity markets.

TERRA 2.0

Over the weekend, Terra 2.0 launched, with freshly minted LUNA tokens. However, upon listing in a few selected exchanges, it promptly collapsed by over 70% to a low of \$3.53 after peaking at \$19.5. This revival plan involves hard forking the existing blockchain and reissuing tokens to existing investors. For die-hard Lunatics (or gamblers), this new token is currently available on 10 different exchanges.

Fool me once, shame on you. Fool me twice, shame on ... (IYKYK)

CRYPTO MARKET CAP: \$1.26T (-4%)

BTC 5.6% (30,700)	AVAX 11% (27.5)
ETH 7% (1,910)	DOT 10.5% (10.5)
BNB 6.5% (320)	ADA -7% (0.4650)
SOL 9.6% (46.5)	DOGE -4% (0.0780)

Gold \$1,862, Crude Oil \$115.5
HSI +2.0%, Nikkei +2.19%

2022.05.27

SATORI RESEARCH



Weekly Report Visual Headers (above)

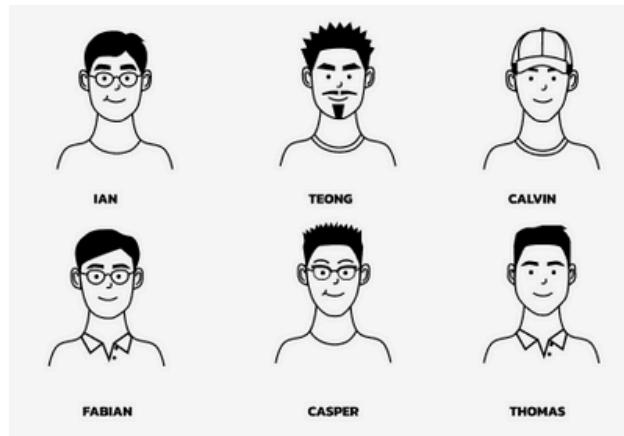
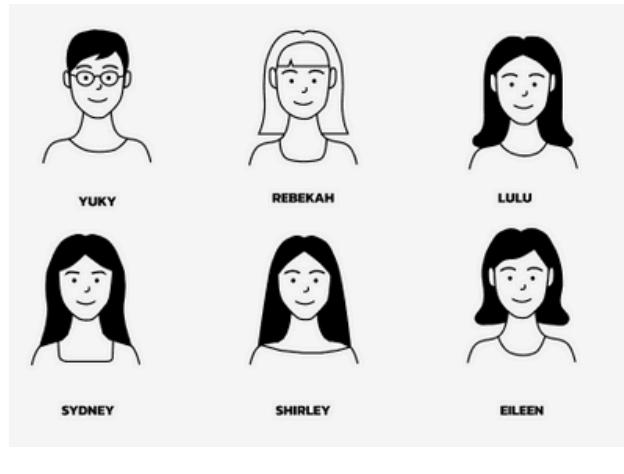
Daily Crypto Market Temperature Visual Newsletter (left)

PROGRAMS USED:

Canva
Figma

WEBPAGE DESIGN CONCEPT

Goal: To create a clean and professional looking webpage which would entice viewers, whilst also providing necessary company info.



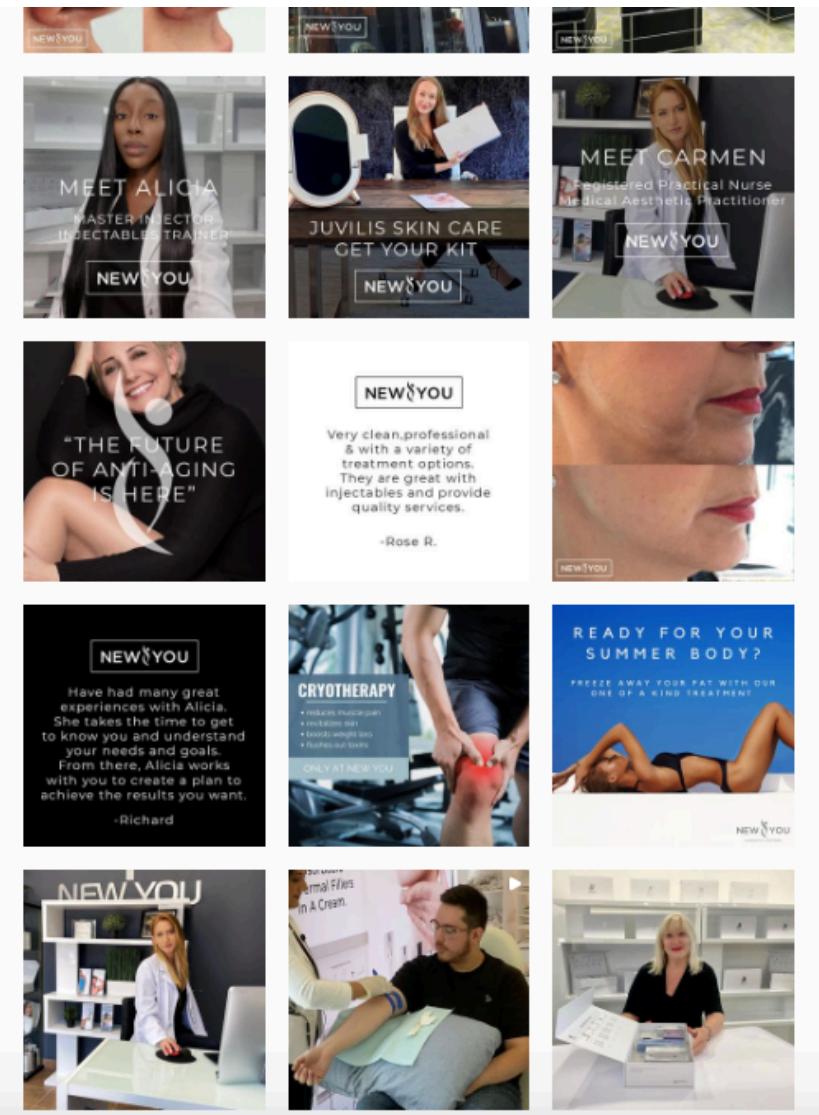
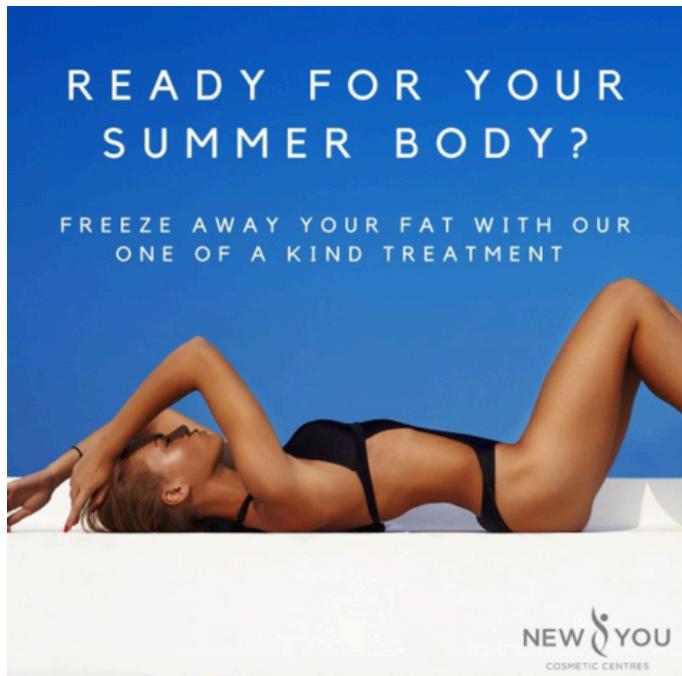
PROGRAMS USED:

Canva
Procreate
Figma

WORK EXPERIENCE – NEW YOU COSMETIC SPAS (2020, 2021)

COMPANY GOALS

- Present clean and modern image
- stand out against competitor's social media
- make a cohesive feed
- advertise the company using simple and professional posts/graphics



PROGRAMS USED:

Canva

PERSONAL PROJECTS

NFTS (2022)

Procreate



CUSTOM SHOE DESIGNS (2019)

Acrylic paint
+ Canva for design planner

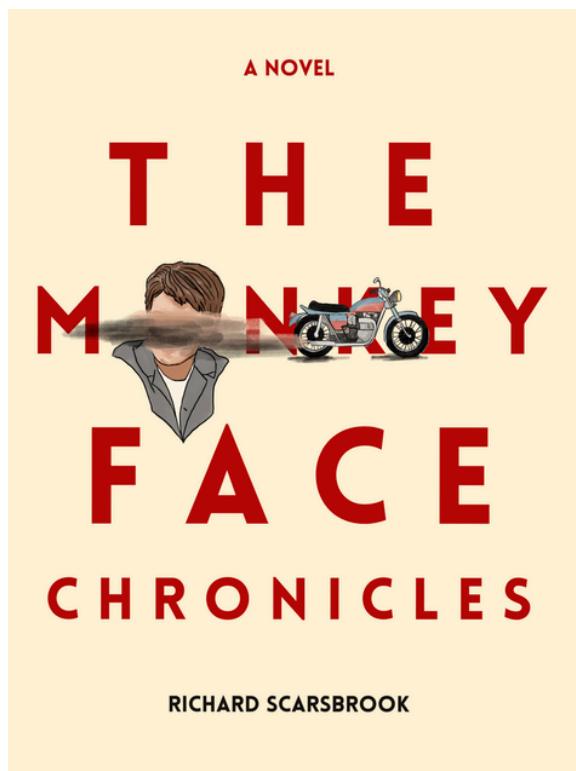




Appropriation Assignment:

Appropriate an apple into the form of a chosen artist

Artist: Takashi Murakami



Bookcover redesign:

Study of how book covers visually communicate the contents of their respective books, we were tasked to choose a book and redesign its cover

Book: The Monkey Face Chronicles by Richard Scarsbrook

Artist crossover reflecting the pandemic:

We had to choose two different artists and combine their artistic styles to create a piece that reflected our experience of the pandemic

Artists: David Hockney + Jean Basquiat

