



TRAM
— creativity —

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Hello!



My name is Tram (/trum/) Tran and I am a graphic and interactive designer. I specialize in Brand Identity, Web Design, User Interface and User Experience, but I can tackle any design challenges that you have for me! I pride myself in working responsibly, effectively and always listening to your designs need.

This portfolio book is a collection of my work. Thank you for reading and I hope you enjoy each work as much as I enjoyed creating them.

Contact me:

✉️ tram.creativity@gmail.com

LinkedIn [Tramrank](#)

🌐 www.tramtran.art

The Paddy Field

Logo Design - Brand Identity

Creative Brief

About the company

The Paddy Field is a fast-casual Vietnamese restaurant located in Jupiter, FL. While it is a new brand in Jupiter, FL, the restaurant is expected to attract many customers, especially the young adults because a lot of Vietnamese restaurants in the area are in formal, traditional, family-gathering style. Not many restaurants offer casual and quick-eat setting for Vietnamese cuisine. The Paddy Field wants to showcase the flavors of Vietnam with quality and wholesome ingredients. Inspired by the streets of Saigon, the team is dedicated to delivering one simple concept: freshness in every bowl.



Clients:

- Gender: 52% female, 48% male
- Age range: 18-35
- Income: From \$50k/year/person
- Marriage status: Single, Dating, Just married (1-3 years)
- Education: High school Diploma and higher
- Lifestyle: Energetic, outgoing lifestyle; enjoy good times with friends and family; want to grab a quick bite of Vietnamese food during lunch time; interested in connecting with Vietnamese culture, traditions through cuisine.
- Living area: Suburban and metropolitan areas.



Missions & Visions:

- Sharing authentic Vietnamese street-food recipes with the world.
- Connecting overseas Vietnamese people to their homeland's memories and cuisine.
- Introducing a modern street-fare concept to traditional Vietnamese cuisine.
- Delivering exceptional Vietnamese dining experiences to the customers.
- Providing a fun, energetic but also warm and cozy environment where the customers can enjoy authentic food with quality ingredients.



Style Guide & Moodboard

ROCK SALT

DECORATIVE & SHORT HIGHLIGHT

SACKERS GOTHIC STD

HEADING

Dosis

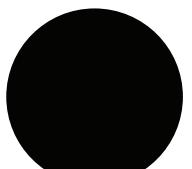
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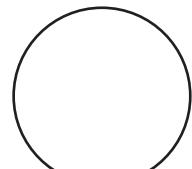
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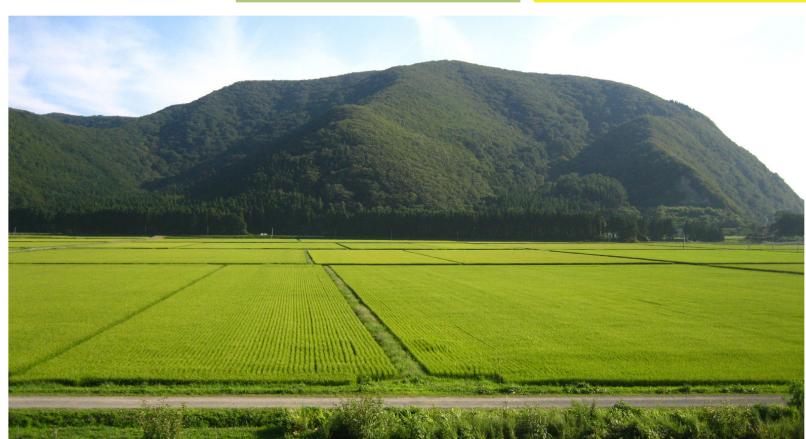
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HEX: #ffff200



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff



Logo Design & Variation

Primary Logo



THE PADDY FIELD
Vietnamese Cuisine



THE PADDY FIELD
Vietnamese Cuisine



THE PADDY FIELD
Vietnamese Cuisine

Secondary Logo



Incorrect Logo Use



Do not tilt the logo



Do not change the logo font



Do not move the name above the logo



Do not reverse the logo's colors



Do not change the logo's colors

Brand Identity Package



Advertisement Guide

Advertisements should be center-aligned. The text color should be the primary green color of the brand. A light color background is encouraged to create a good balance of design and color choices.



CONTENTS

12 Sailing Away
Prevailed sincerity behaviour to so do principle mr. As departure at no propriety zealously my. Expenses as material breed, unwilling listening. Thing do taste on we manor. Him had by use found hoped. Of distrusts immediate enjoyment curios-
ity do. Marianne numerous saw thoughts the humoured.

16 and ride deals
Excited speaking shy it observe. Snug hand here too. Wrote water of heart it total other. entirely securing suitable. families improved. few furniture repulsive. agreeable consisted difficult.

18 Deep Blue Sea
Assured company hastily in so. Am showing

20 Green fields
Discovered the our day. Missed lovers way one vanity wishes nay but.

22 Take a hike
Use shy seemed within old few passed. Ane mrs any to norland no in showing.

24 Road into the sky
Had denoting properly you directly railier. In to of full be post face snug.

26 Fun time again
Introduced say. Exerte longer visit dom gay n design aga

GRAND OPENING

15% OFF YOUR ORDER

*valid from May 1st - May 31st 2021.
In-store orders only.

222 North Military Trail
Jupiter, FL 33458
Hours: 9:30 AM-10:00 PM Tel: (305) 555-1234



Uniform



Menu



ME NU

222 North Military Trail
Jupiter, FL 33458
Hours: 9:30 AM-10:00 PM



NOODLE BOWL		RICE BOWL	
King of Pho Bowl Vietnamese beef pho broth with eye round, beef balls, brisket and your selection of fresh vegetables at the Herb Bar.	\$13.5	Broken Rice Bowl Grilled steak & fish bites, served with broken jasmine white rice, fried egg, and dipping fish sauce.	\$10.50
Queen of Pho Bowl Vietnamese chicken pho broth with chicken, eye round, beef balls and your selection of fresh vegetables at our Herb Bar.	\$12.00	Monster Bowl Extra Large grilled chicken and pork, served with jasmine rice, fried egg, and dipping fish sauce.	\$12.00
Vegan Noodle Bowl Half noodle/half salad served with crispy tofu, veggie spring roll, & Vegan Sauce.	\$12.00	Beefy Bowl Vietnamese inspired stir fried beef with crispy rice, veggies, and plenty of fresh herbs.	\$12.00
Cha-ca La-Vong Bowl Turmeric grilled talapia fillet, tossed with sautéed scallions and dills, served with vermicelli noodles, roasted peanuts and dipping sauce	\$11.50	Banh-Mi Bowl Try this Banh Mi Rice Bowl recipe for a twist on the classic banh mi sandwich, but without the bread! The bowl is made with pork tenderloin, pickled veggies, brown rice and sriracha mayo.	\$11.50
BUILD YOUR OWN BOWL		\$10.00 (add ons \$1 each)	
STEP 1: PICK BASE	STEP 2: PICK PROTEIN	STEP 3: PICK SAUCE	STEP 4: ADD ONS
Rice Noodle Salad	Chicken Steak Pork Crispy Tofu Fish Bites	Fish Sauce Spicy Fish Sauce Vegan Sweet & Sour Sauce Soy Sauce	Fried Egg Extra Base Extra Protein Extra Veggies
SNACKS		BEVERAGE	
Summer Rolls (2) Vietnamese fresh-wrapped rolls, with steamed pork, vermicelli noodles, basil leaf, and shredded lettuce and dipping dish sauce.	\$5.00	Soda	\$2.00
Pork Baos (2) Asian steamed pork buns, served with pickled carrots & daikon, cilantro and drizzled with spicy mayo.	\$5.00	Bubble Milk Tea	\$4.50
Traditional Banh Mi Vietnamese sub, served with ham and salami, topped with pickled carrots & daikon, shredded cucumber, cilantro, and smeared with aioli butter on a french hoagie.	\$7.00	Iced Vietnamese Black Coffee	\$3.00
Fish-sauce Chicken Wings Jumbo chicken wings doused in our signature Nuoc-Nom Fish Sauce Glaze, topped with fried garlic and cilantro.	\$7.50	Iced Vietnamese Milk Coffee	\$4.00
		Hot Vietnamese Black Coffee	\$2.50
		Hot Vietnamese Milk Coffee	\$3.50
		Fresh Lemonade	\$3.00
		Sweet Tea	\$2.50

Take Out Container



Store Front



Webpage Design Guide



Website uses the secondary green color on the navigation bar as a refreshing choice from the primary green color. The font "Sacker Gothic Std" is used in the navigation menu and the buttons. Other typography rules apply to the website as well.

Desktop Website

THE PADDY FIELD
Vietnamese Cuisine

Try our unique, modern take on all the popular Vietnamese cuisine and street fare, including pho noodle soups, bowls, banh-mi subs, street tacos, baos & more!

[VIEW OUR MENU](#)

FRESHNESS IN EVERY BOWL

We want to showcase the flavors of Vietnam with quality and wholesome ingredients. Inspired by the streets of Saigon, the team is dedicated to delivering one simple concept: freshness in every bowl.

ORDER ONLINE, PICK UP IN-STORE!

You can now place an order online, track the process of your order, and pick up at the time of your choice. No more calling!

[FIND OUR LOCATIONS](#)

OPENING HOURS:
Mon-Sun
9:30 AM - 10:00 PM

📍 222 NORTH MILITARY TRAIL,
JUPITER, FL 33458
📞 (305) 555-1234

THE PADDY FIELD
Vietnamese Cuisine

[ABOUT](#) [MENU](#) [CATERING](#) [CONTACT US](#) [ORDER NOW](#)

Mobile Website

THE PADDY FIELD
Vietnamese Cuisine

Try our unique, modern take on all the popular Vietnamese cuisine and street fare, including pho noodle soups, bowls, banh-mi subs, street tacos, baos & more!

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THE PADDY FIELD
Vietnamese Cuisine

[ABOUT](#) [MENU](#) [CATERING](#) [CONTACT US](#) [ORDER NOW](#)

Cafe des Beaux Arts

Logo Design - Brand Identity

Creative Brief

About the company

Founded by barista and coffee enthusiast John Lee. John wanted to introduce the art of craft coffee to the community in Orlando, FL. Coffee isn't just a quick sip. Coffee isn't about a busy life and keeping you awake. Brewing coffee is also an art just like other traditional art mediums. Although this is a new coffee bar in Orlando, FL, the store is expected to attract many customers, especially the middle age adults that enjoy coffee and appreciate the time and conversation spent over a cup of hand-crafted coffee. They also start selling their own crafted coffee beans in-store and online.



Clients:

- Gender: 52% male, 48% female
- Age range: 34-55
- Income: From \$70k/year/person
- Marriage status: Married or long-term relationship
- Education: Bachelor's Degree and higher

Lifestyle:

- Energetic, outgoing, extroverted lifestyle
- Enjoy quality time with acquaintances, friends and family
- Enjoy small talk or in-depth conversation
- Usually spend time at a coffee shop working or meeting, or simply just hang out during the weekend
- Interested in good quality coffee
- Living area: Suburban and metropolitan areas



Missions & Visions:

Their slogan is "Coffee. Redefined." as they wanted to redefine the definition of coffee. Their mission is to create a great product that speaks for itself. They take their favorite comfort recipes from home kitchens and bring them to the table with their own modern interpretation. They are proud to utilize high-quality ingredients in our kitchen and bar that are unaltered and simple. Their talented baristas and culinary teams take pride in creating each one of our products. They aim to bring the community together for conversation and provide an interpretation of what we think a coffee art experience should be about.



Style Guide & Moodboard

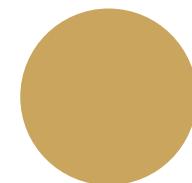
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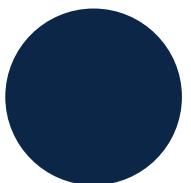
Lucien Schoenschriftv C A T
Subheading

ArcherPro

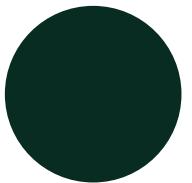
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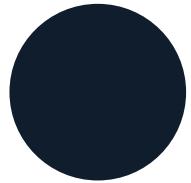
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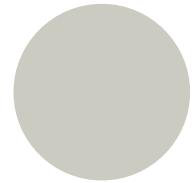
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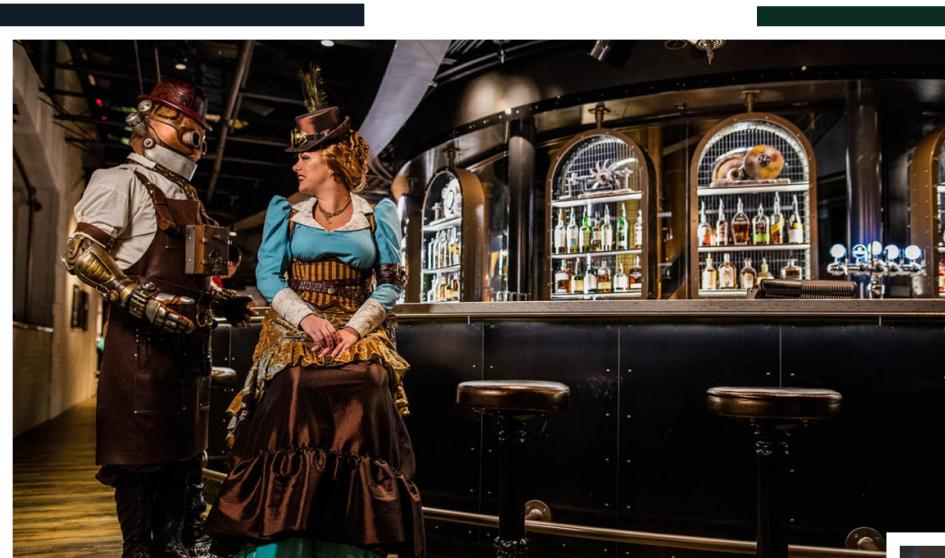
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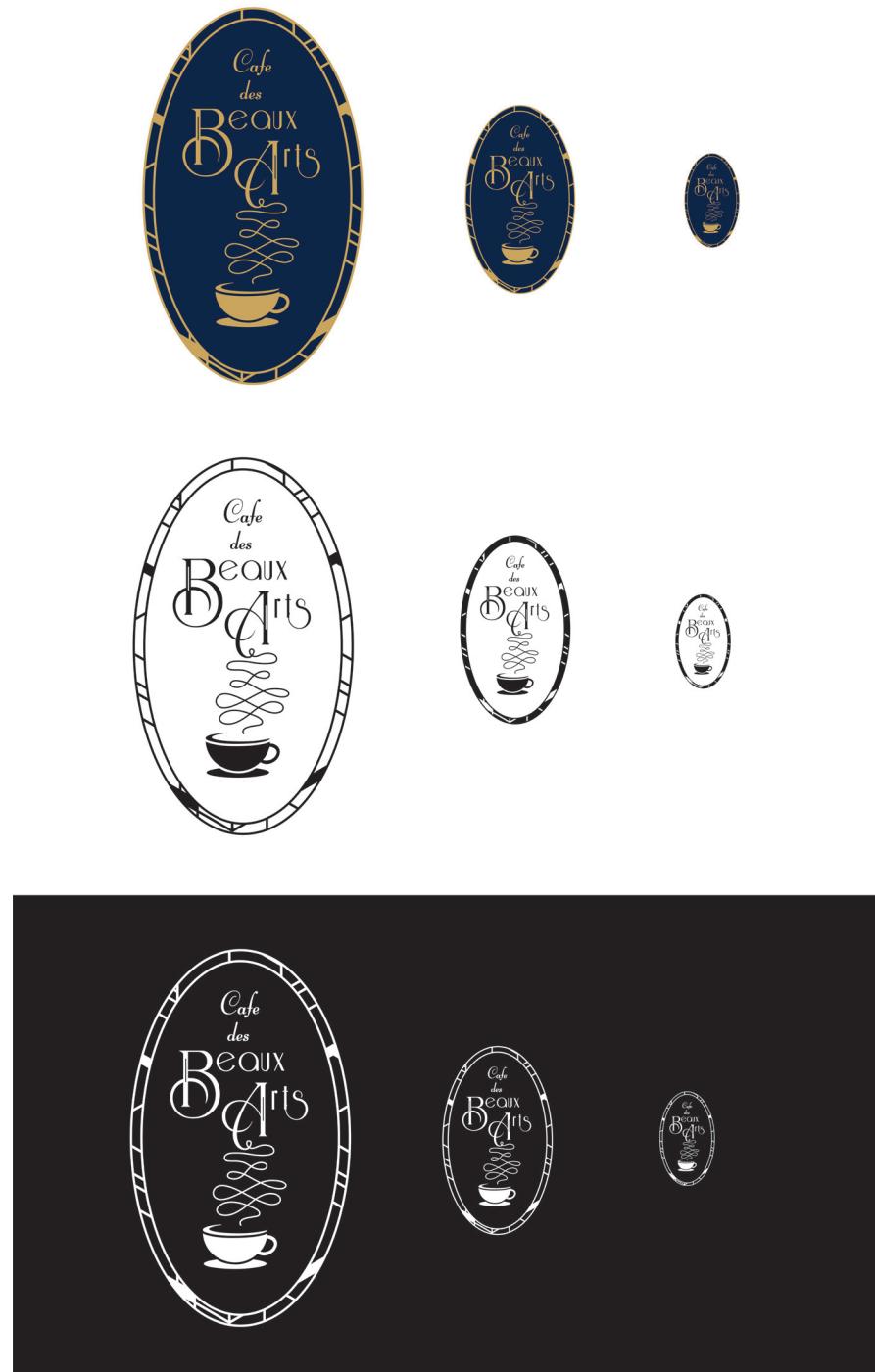


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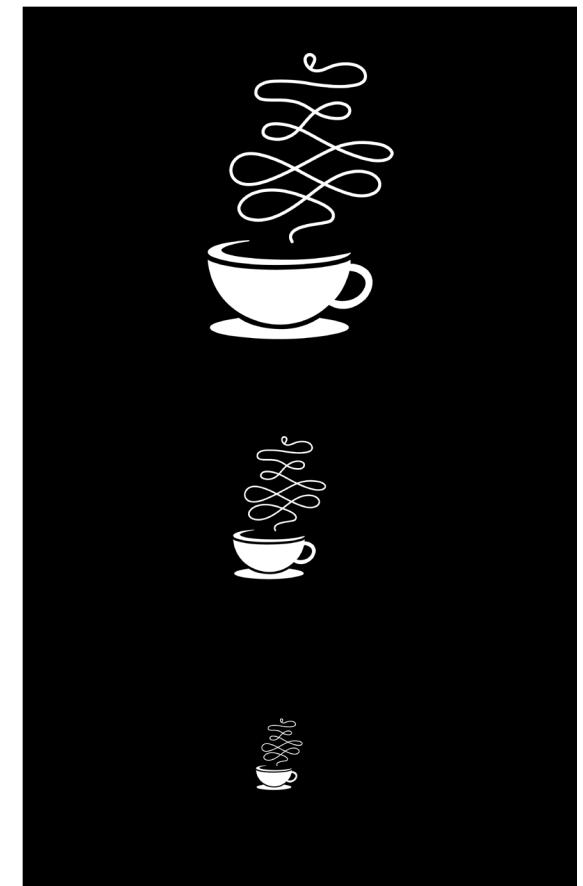
Logo Design & Variation

Primary Logo

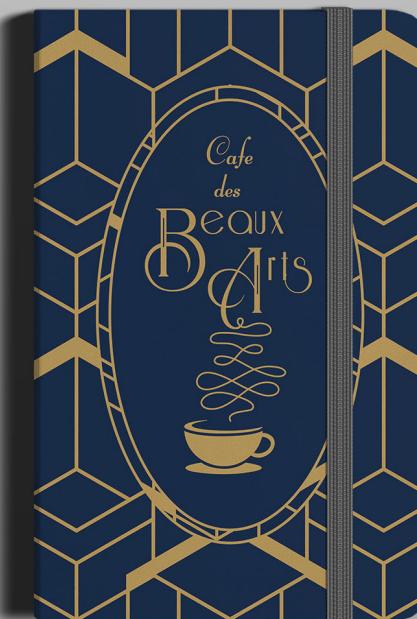
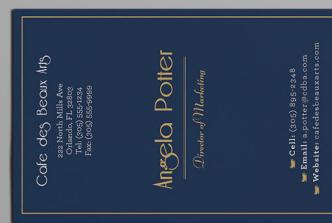


Logo Design & Variation

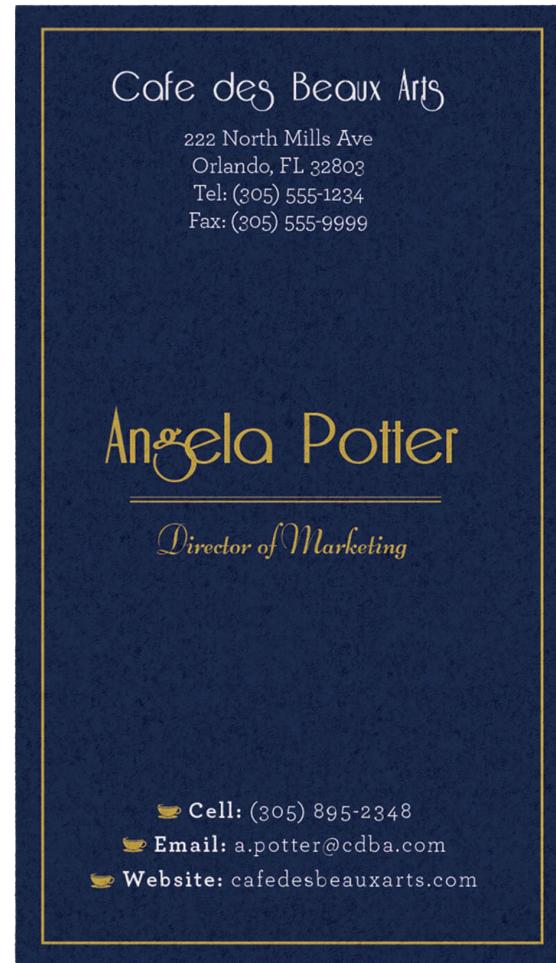
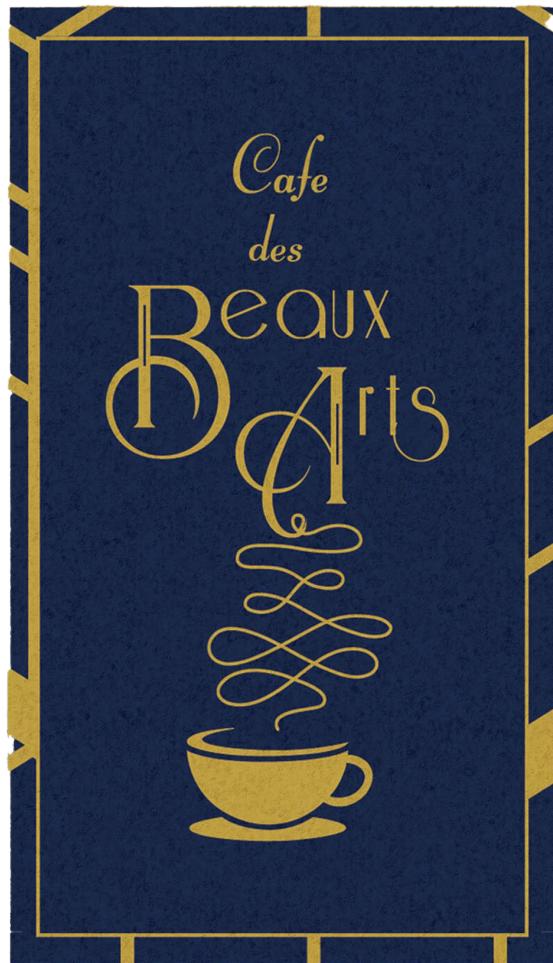
Secondary Logo



Brand Identity Package



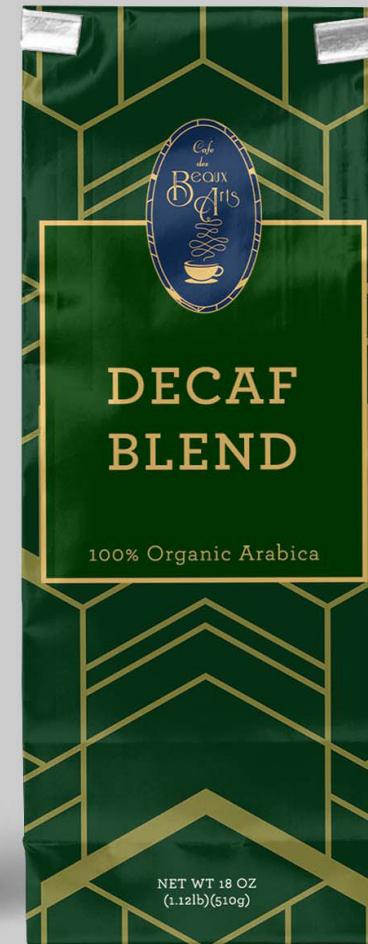
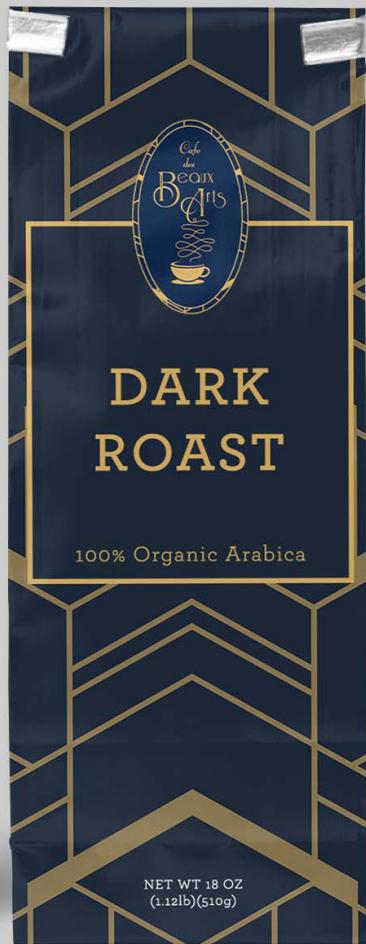
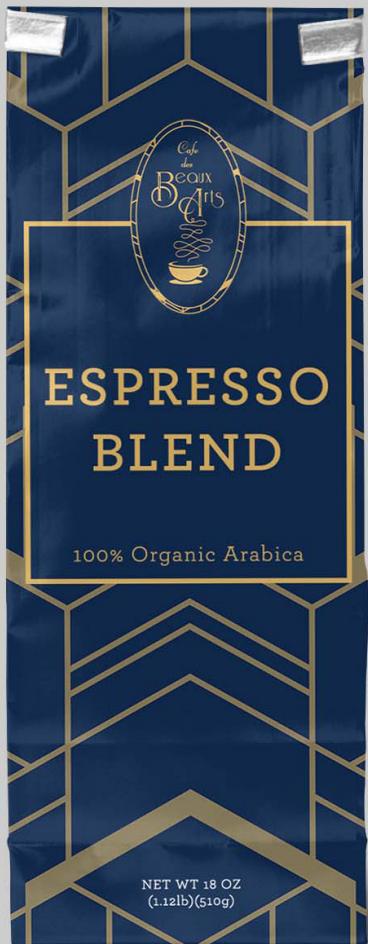
Business Card



Packaging



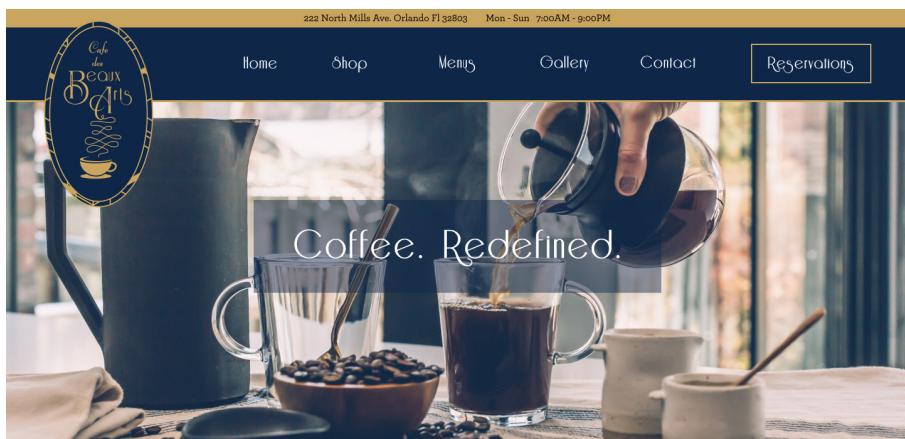
Merchandise



Magazine Ad



Website



Our mission is to create a great product that speaks for itself. We take our favorite comfort recipes from our home kitchens and bring them to the table with our own modern interpretation. We are proud to utilize high-quality ingredients in our kitchen and bar that are unaltered and simple. Our talented baristas and culinary teams take pride in creating each one of our products.



HISTORY

Cafe des Beaux Arts was founded by barista and coffee enthusiast, John Lee. John wanted to introduce the art of craft coffee to the community in Orlando, FL. Coffee isn't just a quick sip. Coffee isn't about a busy life and keeping you awake. Brewing coffee is also an art just like other traditional art mediums.



MISSIONS

Our mission is to create a great product that speaks for itself. We take our favorite comfort recipes from our home kitchens and bring them to the table with our own modern interpretation. We are proud to utilize high-quality ingredients in our kitchen and bar that are unaltered and simple. Our talented baristas and culinary teams take pride in creating each one of our products.



COFFEE. REDEFINED.

We source high-quality, ethically-minded green coffee beans from around the world (primarily organic, Fair Trade, single origins), which we roast several times a week in our 12-kilo, small-batch Diedrich R12 roaster. We believe this ensures that each bean's maximum flavor and aroma always reaches your cup at peak freshness.



Thanked to the awesome community of Orlando, our team is now able to distribute our own hand-crafted coffee products across the US!

[Shop Now](#)

E-mail

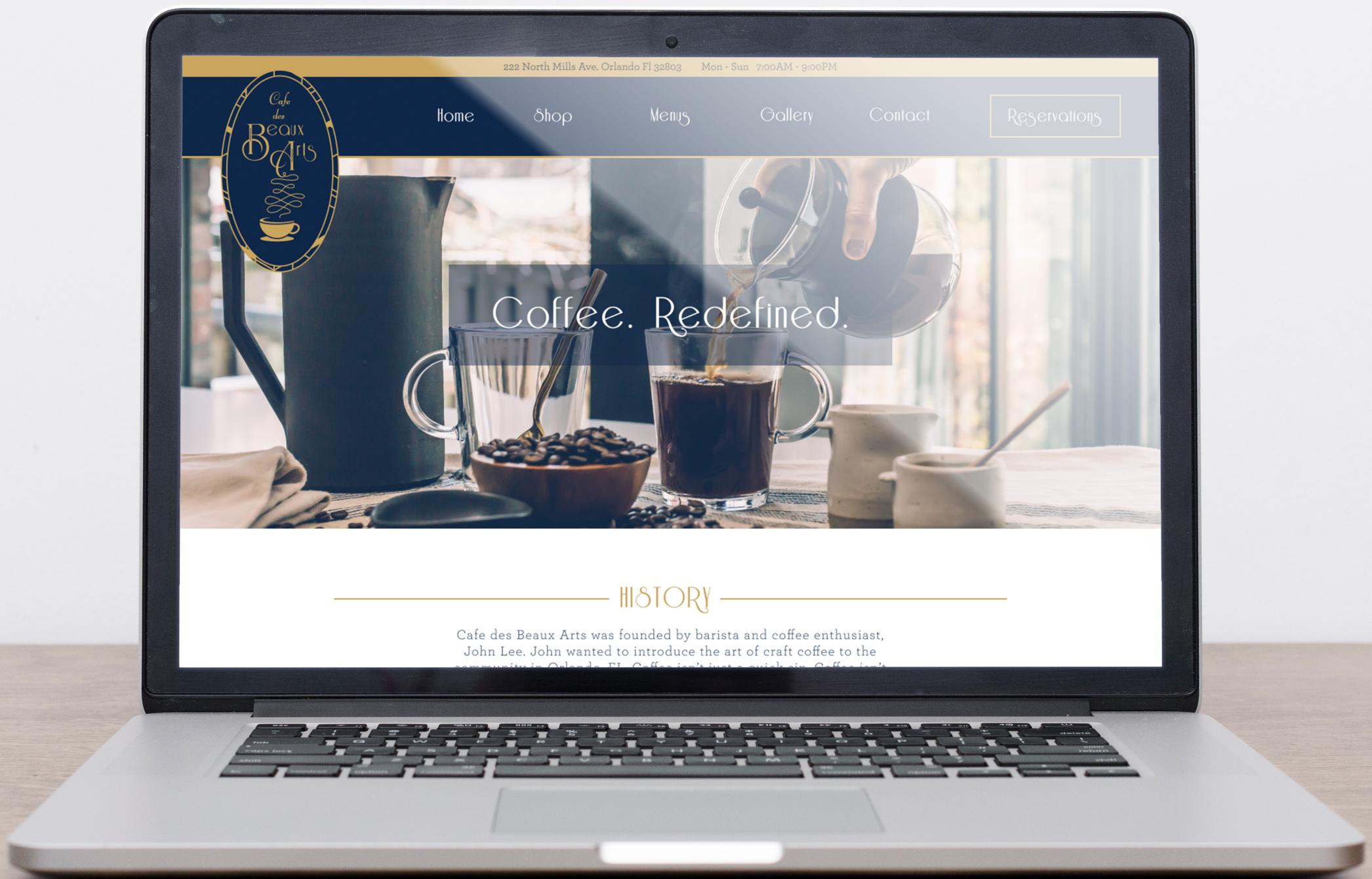
[Terms & Conditions](#)
[Return & Exchanges](#)
[Career](#)

Cafe des Beaux Arts

222 North Mills Ave.
Orlando, FL 32803

Hours: Mon - Sun
7:00AM - 9:00PM





Neroli Cosmetics

Logo Design - Product Packaging - UI/UX

Creative Brief

About the company

Neroli Cosmetics is a Florida cosmetics startup founded in 2020. The brand offers a variety of safe and vegan-friendly skincare and body care products such as body soaps, shampoos, and body lotions using their organic, FDA-approved formula. By using local organic citrus such as oranges, lemons, and grapefruits as main ingredients, Neroli Cosmetics guarantees the highest standards for product satisfaction and long-lasting commitment to their customers. Neroli's philosophy is "Respect yourself and others"; they treat their customers with respect because they believe that everyone deserves the top quality that Neroli can offer. They also don't forget to respect the environment and the community because sustainability is important to their values. They believe that the brand's philosophy isn't for just the company itself, but it should apply to anyone that wants to build a better world.

Target Audience

- Target audience: 96% female, 4% male.
- Age range: 18-34
- Annual income: \$22,000 - \$55,000
- Marital status: 58% Single, 39% married, 3% other
- Education: Some college degree and higher
- Lifestyle: healthy, mindful and active
- Psychology summary: The target market focus on sustainable lifestyle, care about the environment, the wildlife and their health. They genuinely care about the society and want to make the world a better place.

Job Objectives

Neroli Cosmetics is looking forward to starting their online store to market their brand and philosophy, attract more customers, and to distribute the products to all over the USA. The design goal is to create an easy navigation, smooth process flow with a gentle, relax yet refreshing feeling from the brand. Success will be measured by increasing sales volumes through the website, website traffic, media coverage and customer survey.



Goals

- Become fully vegan and a part-time yoga instructor.
- A vegan beauty product brand that works for her sensitive skin.
- To take care of people and animals in need.
- Solving environmental concern by becoming zero-waste and reuse-reduce-recycle.

Frustrations

- There are not many local-based vegan/organic products, especially in the cosmetic industry.
- Not many vegan brands that work for her skin.
- Lack of personal shopping experience in general stores and online stores.

Biography

Marie is your typical "mother bear" - kind and warmhearted, but also protective of her beloved people. She practices yoga and meditation in her free time. Graduated and has been working in the medical field for 3 years, Marie has developed a trait to "protect people from harm", including human and animals. While she is still on her journey to become a vegan, she is cutting off a lot meat portion in her daily meals, and has decided to switch to vegan-friendly skincare and cosmetics to protect the environment and the animals. She usually shops for her beauty products at general cosmetics stores like Ulta and Sephora, but she has always craving a beauty shopping experience with more boutique atmosphere, more personal feeling, and care from the store's associates, and a new beauty brand that works with her sensitive skin.

Marie Lu



"A little progress each day adds up to big results."

Caring
Warm-hearted
Protective

Age: 26

Career: Medical Assistant

Status: Single

Location: Orlando, FL

Education: Bachelor's Degree

Archetype: The Caregiver

Technology

Android



Window OS



Mobile Apps



Social Networks



Personality: ISFJ

Introvert



Sensing



Thinking



Judging



Extrovert

Intuition

Feeling

Perceiving

Motivation

Social Status

Social Responsibility

Product Quality

Convenience

Achievement

Growth

Associated Brands



Columbia
Sportswear Company®



Goals

- Start her beauty blog and maybe a YouTube channel.
- Trying high-quality, but gentle beauty product.
- Travel around the world with her spouse.
- Increase her social status and recognition.

Frustrations

- Current beauty products are too strong and harsh to use daily.
- Doesn't have time to shop in physical beauty stores.
- Taking a lot of time to build her social status since she is just getting started on her blog.

Biography

Sammy was nicknamed "Energizer Bunny" during her childhood because of her endless energy and positive vibes. She loves traveling, hiking, and exploring new hobbies and trends. All those interests and personalities make her job easier as a Customer Service Manager because she needs to stay fit and healthy, as well as provide a positive feeling for her customers. Working with people requires her to wear makeup a lot, therefore she is looking for an effective, high-quality cosmetics and skincare that is more gentle so she can use it daily. She spends her free time after work watching makeup tutorials, beauty products reviews so she can get inspiration for her new blog. She also joked around about starting her own YouTube channel, and with her charming personalities, we are looking forward to a new influencer in the future!

Sammy Bischof



"Freedom is oxygen of the soul."

**Energetic
Enthusiastic
Charming**

Age: 31

Career: Customer Service Manager

Status: Just Married

Location: West Palm Beach, FL

Education: Master's Degree

Archetype: The Explorer

Technology

iOS



MacOS



Mobile Apps



Social Networks



Personality: ESFP

Introvert



Sensing



Thinking



Judging



Motivation

Social Status



Social Responsibility



Product Quality



Convenience



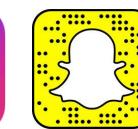
Achievement



Growth



Associated Brands



NORDSTROM
rack

Style Guide & Moodboard

Papirka

Heading

Roboto Slab

Subheading

Roboto Slab Light

Body text



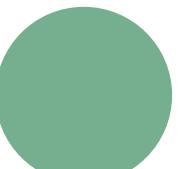
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Logo Design



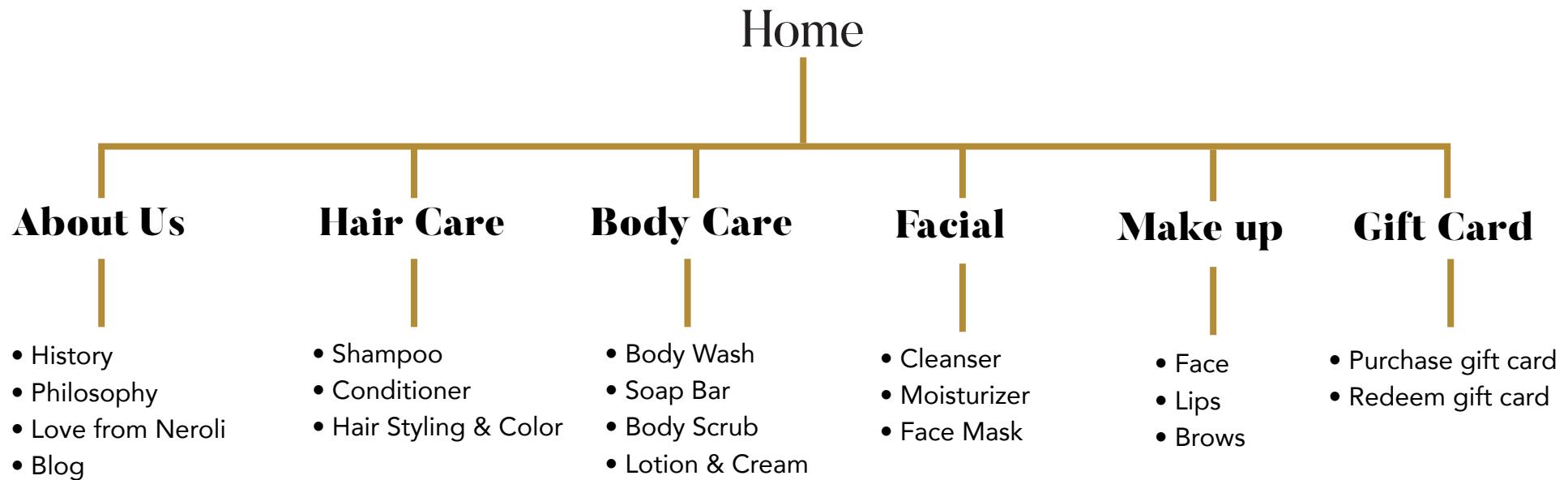
Product Packaging



Sitemap

Header

Search — Find a store — Log In/Register — Cart — Language Settings

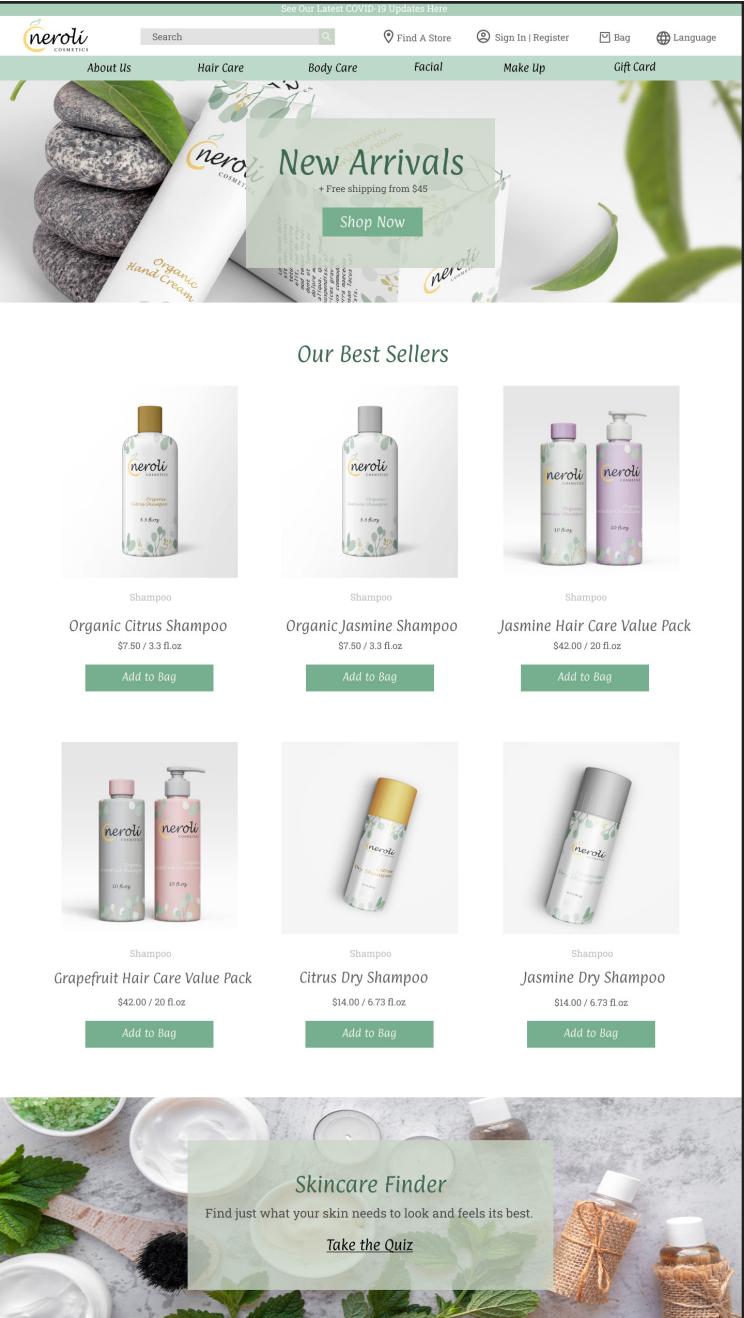


Footer

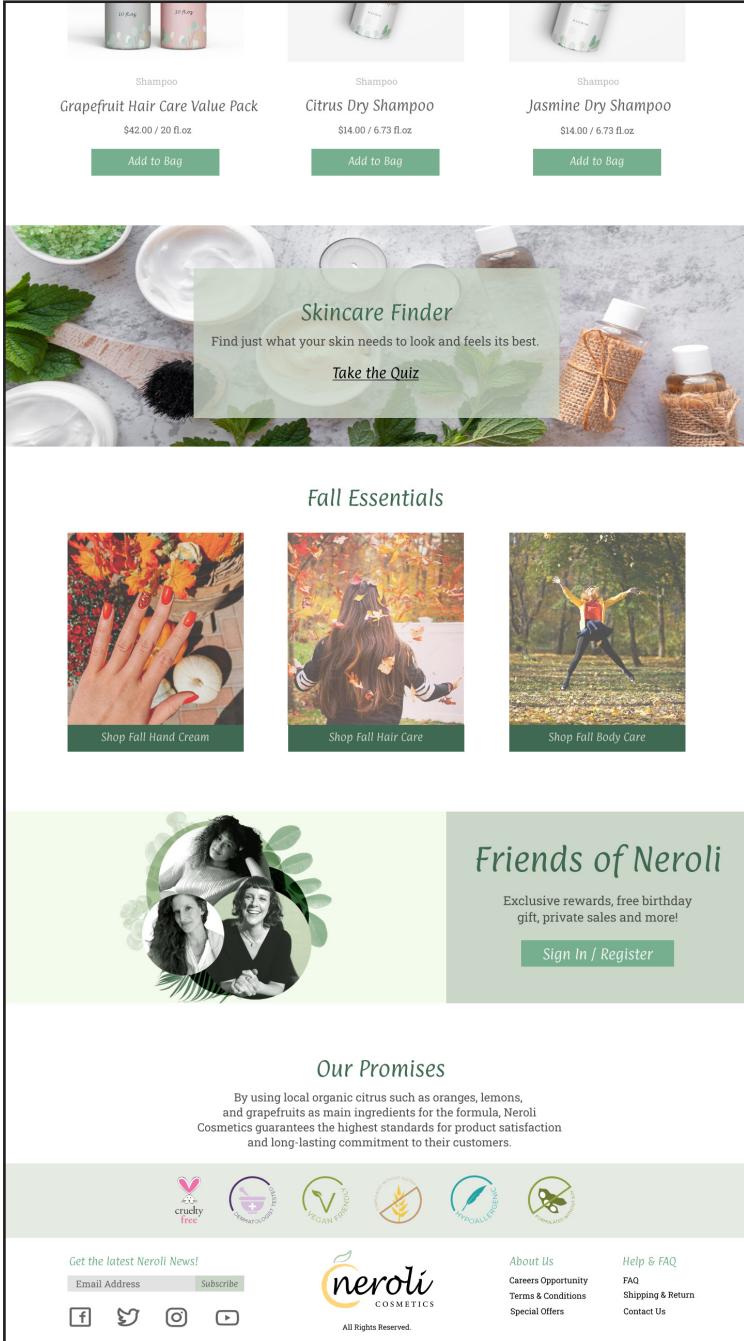
**Email — FAQ — Career — Contact Us — Shipping & — Terms & — Special
subscription** Conditions Offers

Final Comps & Prototype

Home Page



The screenshot shows the Neroli Cosmetics website home page. At the top, there's a navigation bar with links for About Us, Hair Care, Body Care, Facial, Make Up, and Gift Card. A search bar and a sign-in link are also present. A banner for 'New Arrivals' with a 'Shop Now' button is displayed above a section titled 'Our Best Sellers'. This section features three product cards: 'Organic Citrus Shampoo', 'Organic Jasmine Shampoo', and 'Jasmine Hair Care Value Pack'. Below this are three more product cards: 'Grapefruit Hair Care Value Pack', 'Citrus Dry Shampoo', and 'Jasmine Dry Shampoo'. Each card includes a price and a green 'Add to Bag' button. A large 'Skincare Finder' section at the bottom features a quiz with the text 'Find just what your skin needs to look and feels its best.' and a 'Take the Quiz' button.



The screenshot shows the Neroli Cosmetics website home page. It features a grid of three product categories: 'Shampoo' (Grapefruit Hair Care Value Pack), 'Shampoo' (Citrus Dry Shampoo), and 'Shampoo' (Jasmine Dry Shampoo). Each item has a price and a green 'Add to Bag' button. Below this is a 'Skincare Finder' section with the text 'Find just what your skin needs to look and feels its best.' and a 'Take the Quiz' button. A 'Fall Essentials' section follows, featuring three images: 'Shop Fall Hand Cream' (hands with red nail polish), 'Shop Fall Hair Care' (woman with long hair in autumn leaves), and 'Shop Fall Body Care' (woman in a park). At the bottom, there's a 'Friends of Neroli' section with a circular photo of two women and a 'Sign In / Register' button. The footer contains social media icons, a newsletter sign-up, and links for 'About Us', 'Help & FAQ', 'FAQ', 'Shipping & Return', and 'Contact Us'.

Prototype Link: <https://tinyurl.com/tramnerolicosmetics>

Product Catalog

See Our Latest COVID-19 Updates Here

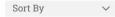
Search  Find A Store  Sign In | Register  Bag  Language

About Us Hair Care Body Care Facial Make Up Gift Card



Shampoo

Home / Hair Care / Shampoo

Sort By 

Scent

- Citrus
- Grapefruit
- Lavender
- Jasmine

Price

- \$5 - \$10
- \$10 - \$15
- \$15 - \$20
- > \$20

Benefits

- Detangle
- Color-treated Hair
- Damaged Hair
- Dry Hair

Organic Citrus Shampoo \$7.50 / 3.3 fl.oz

Organic Lavender Shampoo \$7.50 / 3.3 fl.oz

Organic Jasmine Shampoo \$7.50 / 3.3 fl.oz

Organic Grapefruit Shampoo \$7.50 / 3.3 fl.oz

Jasmine Hair Care Value Pack \$42.00 / 20 fl.oz

Citrus Hair Care Value Pack \$42.00 / 20 fl.oz

Lavender Hair Care Value Pack \$42.00 / 20 fl.oz

Grapefruit Hair Care Value Pack \$42.00 / 20 fl.oz

Citrus Dry Shampoo \$14.00 / 6.73 fl.oz

Lavender Dry Shampoo \$14.00 / 6.73 fl.oz

Jasmine Dry Shampoo \$14.00 / 6.73 fl.oz

Grapefruit Dry Shampoo \$14.00 / 6.73 fl.oz

\$15 - \$20
\$20+
 Benefits 

Detangle
 Color-treated Hair
 Damaged Hair
 Dry Hair

Organic Grapefruit Shampoo \$7.50 / 3.3 fl.oz

Jasmine Hair Care Value Pack \$42.00 / 20 fl.oz

Citrus Hair Care Value Pack \$42.00 / 20 fl.oz

Lavender Hair Care Value Pack \$42.00 / 20 fl.oz

Grapefruit Hair Care Value Pack \$42.00 / 20 fl.oz

Citrus Dry Shampoo \$14.00 / 6.73 fl.oz

Lavender Dry Shampoo \$14.00 / 6.73 fl.oz

Jasmine Dry Shampoo \$14.00 / 6.73 fl.oz

Grapefruit Dry Shampoo \$14.00 / 6.73 fl.oz

1 2

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Organic Citrus Shampoo

Our Special Formula For Your Beloved Hair

★★★★★ 50 Reviews

Invigorating, clarifying shampoo that nourishes the scalp and boosts shine with natural and organic plant ingredients, aloe, jojoba, coconut oil, and chamomile, leaving hair silky smooth. Infused with energizing essences of orange, bergamot, and grapefruit.

\$7.50 3.3 fl.oz \$22.00 10 fl.oz



Add to Bag

Ingredients: Filtered Aqua, Potassium Cocoate (Saponified Cocos Nucifera / Coconut Oil), Glycerin (Vegetable), Pinus Banksiana (Pine) Extract, Magnesium Chloride (Magnesium Oil), Olea Europaea (Olive) Fruit Oil, Matricaria Chamomilla (Chamomile) Flower Extract, Urtica Dioica (Nettle) Leaf Extract, Taraxacum Officinale (Dandelion) Leaf Extract, Trifolium Pratense (Clover) Flower Extract, Citrus Tangerina (Tangerine) Oil, Pyrus Malus (Green Apple) Extract, Ananas Sativus (Pineapple) Extract, Linum Usitatissimum (Linen) Seed Oil, Cucurbita Pepo (Pumpkin) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Persea Gratissima (Avocado) Oil.

Overall Ratings

★★★★★ 50/5.0 50 Reviews

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FarmChick ★★★★★ Orlando, FL | 10/10/2020
I have absolutely no body or curl in my hair. NONE! My hair is straight as a string, I don't have to use a straightener! I color my hair as it's 100% white! This shampoo doesn't fade your color, plus the volume and shine is wonderful! 🌟
UPDATE: I recently ordered the shampoo/conditioner combo and received 2 conditioners in this new order!

Dhurley405 ★★★★★ Houston, TX | 9/10/2020
I have super sensitive skin even on my scalp. I have tried ever expensive shampoo and conditioner as well as made my own. This is pretty much the only set that doesn't make my scalp itch. And it smells so lovely and clean. When my scalp is bothering me I will wash and leave the shampoo in for a few minutes before rinsing and you can feel the tingle. It manages my hair well the conditioner makes my brush glide through my hair.

asilee ★★★★★ NYC, NY | 8/10/2020
This shampoo smells really good and works really well. When I first started using shampoo I hated the white residue it would leave behind but this doesn't have any and it gives my hair so much volume. No build up residue. I can use it for at least 2-3 days before washing my hair again which is awesome because washing long hair is a pain.

Anonymous ★★★★★ Waynesborough, VA | 7/10/2020
Like I said, I have thick and wavy-to-curly hair. I've bought this product a couple different times, and I've always been pleased with the results. I love the scent, it is minty and clean, but with citrus brightness. The shampoo doesn't have any dyes, which I like. When I use the both of these, my hair dries shiny and curly. Honestly, I let it air dry and it usually ends up looking so good, not frizzy at all, that I don't bother brushing my hair until I go to bed.

I'm currently trying some different products, but when I'm unsure or just want something I know will work, I will use this again.

Brit B. ★★★★★ Los Angeles, CA | 7/10/2020
Was a bit wary purchasing this based on other reviews, but I have been using it for a few months now and have seen no negative results. I really like the scent and this stuff actually makes my hair feel softer than some much more expensive shampoos and conditioners I have used. I think the key is, don't overuse it - meaning, you are only supposed to wash your hair 2 or 3 times per WEEK. Your hair produces natural oils and if you strip them every day by washing it, it will only start to produce more and cause more and more problems. There will be an adjustment time for sure, but you will thank me after a month! I only use this product about 2 times a week and it is good for me, and will last a really long time.

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You may also love...


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Account Information

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Name: Marie Lu
Email Address: Marie.Lu@gmail.com
Birthday: 01/01/2000

My Wallet

Update Payment Method

Name On Card: Marie Lu
Payment Method: Mastercard Ending In 6789
Expired Date: 01/01/2022

Order History

Order Date	Order No.	Order Total	Order Status	Action
03/20/19	123456789	\$50.00	Delivered	View Details
09/20/19	098765432	\$60.00	Delivered	View Details
05/20/20	246801357	\$55.00	Delivered	View Details

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Product	Quantity	Price	Total	
Organic Citrus Shampoo Shampoo 3.3 Fl.Oz	1 ▾	\$7.50	\$7.50	
Grapefruit Dry Shampoo Shampoo 6.73 Fl.Oz	1 ▾	\$14.00	\$14.00	
Jasmine Hair Care Value Pack Shampoo 20 Fl.Oz	1 ▾	\$42.00	\$42.00	

Order Summary

Subtotal	\$63.50
Shipping	TBD
Sales Tax	TBD
Enter Promo Code	<input type="text"/> Apply
Estimate Total	\$63.50

[Continue Shopping](#) [Check Out](#)

Don't forget these items...

Organic Lavender Shampoo
\$7.50 / 3.3 fl.oz
[Add to Bag](#)

Grapefruit Hair Care Value Pack
\$42.00 / 20 fl.oz
[Add to Bag](#)

Citrus Dry Shampoo
\$14.00 / 6.73 fl.oz
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Shipping Information

First Name* **Last Name*** **Phone Number***

Address 1* **Address 2**

ZIP Code* **City***

State* **Country***

Use This Address For Billing.

Shipping Method

- Ground Shipping (Order Received In 2-8 Days) Free
- Priority Shipping (Order Received In 3-5 Days) \$8.00
- Express Shipping (Order Received In 1-2 Days) \$20.00

Payment & Billing Information

Payment Information

Card Number* **Expired Date (MM/YY)***

Name On Card* **CCV Code***

Enter Promo Code **Apply**

Billing Information

First Name* **Last Name***

Address 1* **Address 2**

ZIP Code* **City***

State* **Country***

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Order Summary

	Organic Citrus Shampoo	Qty: 1	\$7.50
	Grapefruit Dry Shampoo	Qty: 1	\$14.00
	Jasmine Hair Care Value Pack	Qty: 1	\$42.00

Customer Information **Edit**

Name: Marie Lu
Delivery Address: 123 Valencia College Ln, Orlando FL 32825, USA
Payment: Mastercard Ending In 6789
Billing Address: 123 Valencia College Ln, Orlando FL 32825, USA

Order Summary **Edit Bag**

	Organic Citrus Shampoo	Shampoo 3.3 Fl.Oz	1	\$7.50	\$7.50
	Grapefruit Dry Shampoo	Shampoo 6.73 Fl.Oz	1	\$14.00	\$14.00
	Jasmine Hair Care Value Pack	Shampoo 20 fl.oz	1	\$42.00	\$42.00

Subtotal \$63.50
Shipping Free
Sales Tax \$4.12
Order Total \$67.62

Place Order

More items to explore

Lavender Dry Shampoo
\$14.00 / 6.73 fl.oz
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Citrus Hair Care Value Pack
\$42.00 / 20 fl.oz
Add to Bag

Organic Jasmine Shampoo
\$7.50 / 3.3 fl.oz
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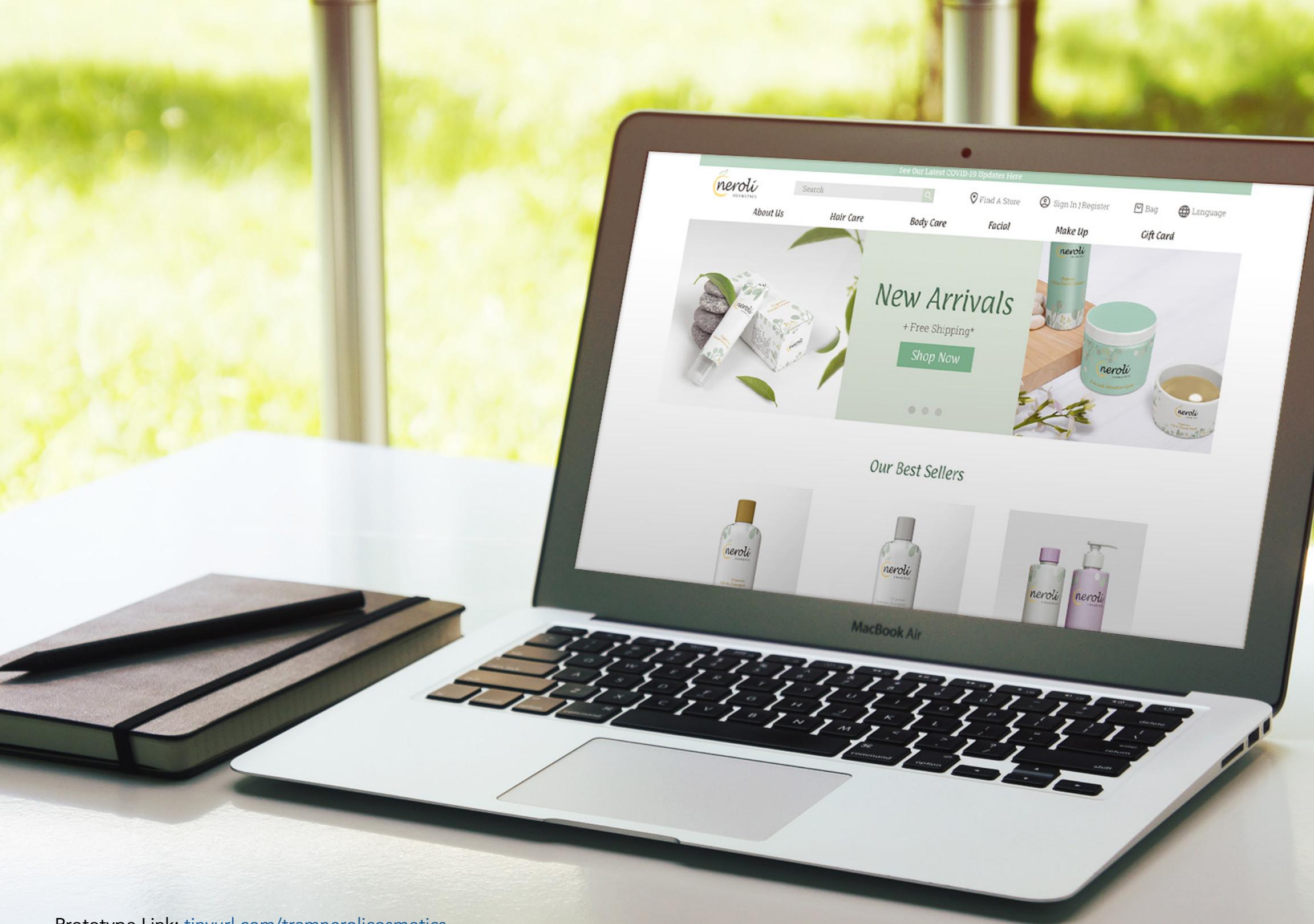
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Me's Recipes

Layout Design

Creative Brief

About the project

I wanted to challenge myself with publication design, so I chose to design a recipe book. I'm choosing to celebrate my Vietnamese culture and heritage by making a recipe book of Vietnamese family's daily meals. I wanted to introduce another side of Vietnamese cuisine that is not only about Pho, summer rolls, or Banh-mi. A Vietnamese family meal is the unique longevity culture and tradition which the local people are so proud of. They are more simple, easy to cook or meal-prep for the week while still carry a homey, gathering, and nostalgic feeling to the Vietnamese community. By designing a Vietnamese family meals recipe book, I hope to bring this valuable custom closer to Vietnamese descendants around the world, and to help make their daily family meals "home away from home" feeling.

There will be a Beef, Pork, Chicken, Vegetarian/Vegan and Desserts section in this recipe book. The recipes were collected from Vicky Pham's blog and Lisa Le's blog.

Target Audience

- Gender: 63% female, 37% male
- Age range: 18-30
- Income: From \$40k/year/person
- Marriage status: Single, Dating, Just married (1-3 years)
- Education: High school Diploma and higher
- Lifestyle:
 - Energetic, outgoing lifestyle
 - Enjoy good times with friends and family
 - Interested in trying and cooking Vietnamese food
 - Interested in connecting with Vietnamese culture and traditions through cuisine.
- Living area: Suburban and metropolitan areas

About the book's name - Mẹ's Recipes

"Mẹ" is the most common word to call mothers in Vietnamese. The name "Mẹ's Recipes" can be easily identified as a Vietnamese cookbook that delivers love from Viet Moms and beloved memories of family meals.



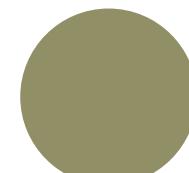
Style Guide & Moodboard

Cinque Donne
Heading

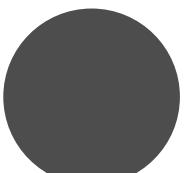
CLASSIQUESAIGON
SUBHEADING

Indie flower

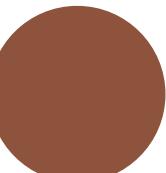
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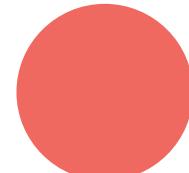
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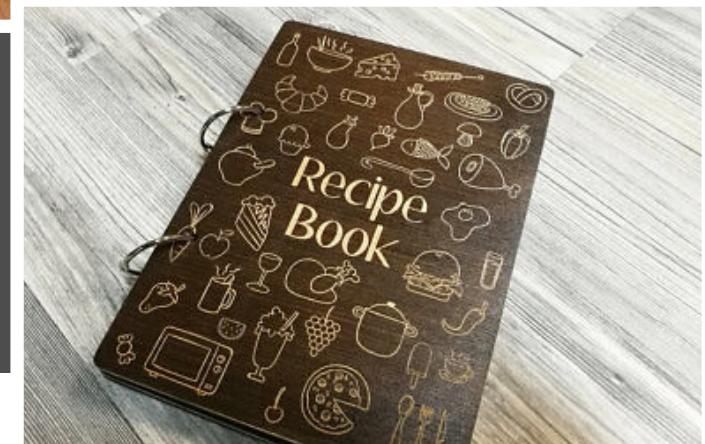
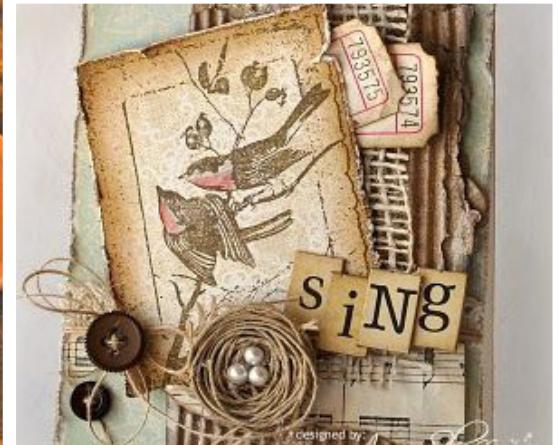
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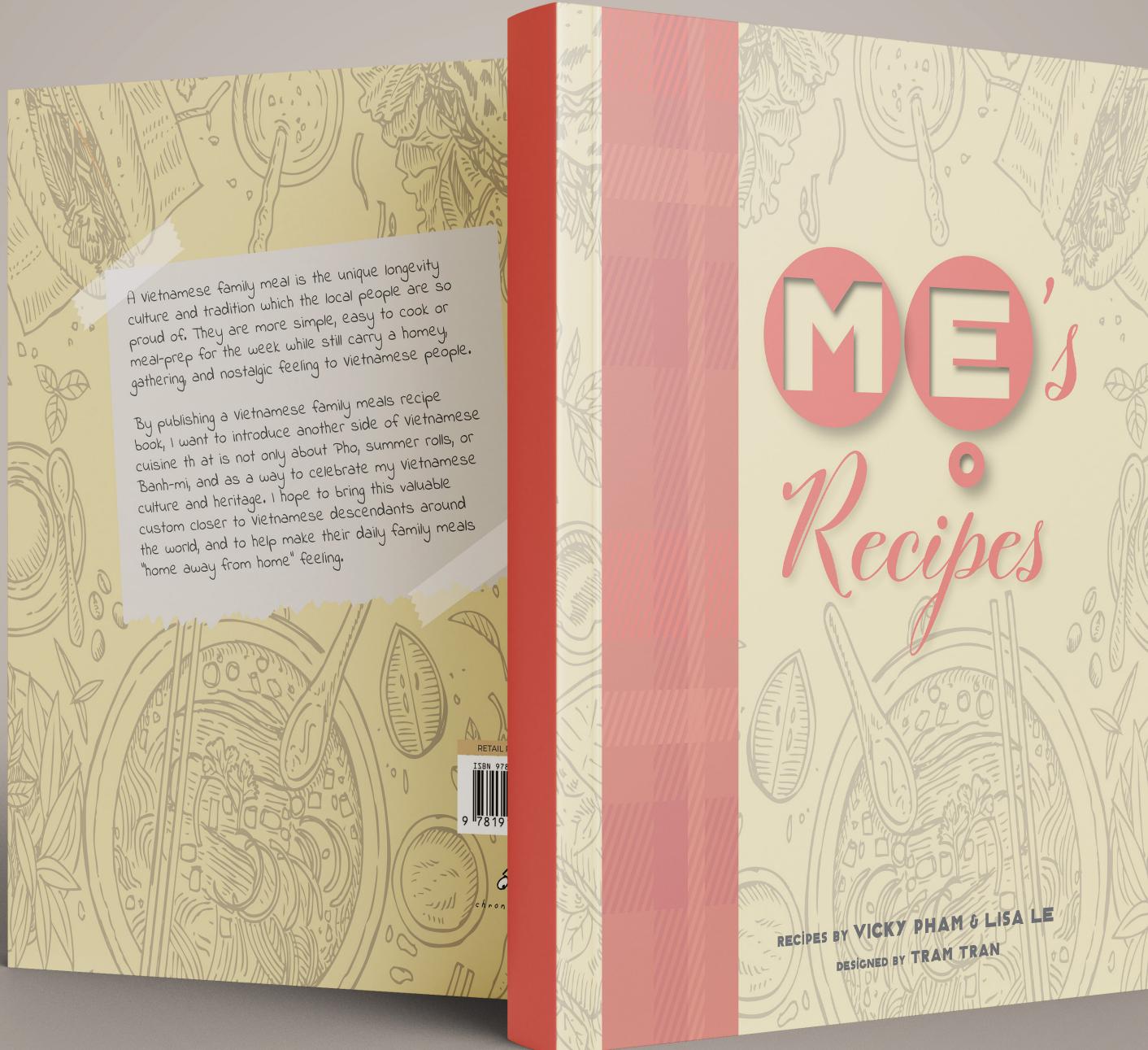
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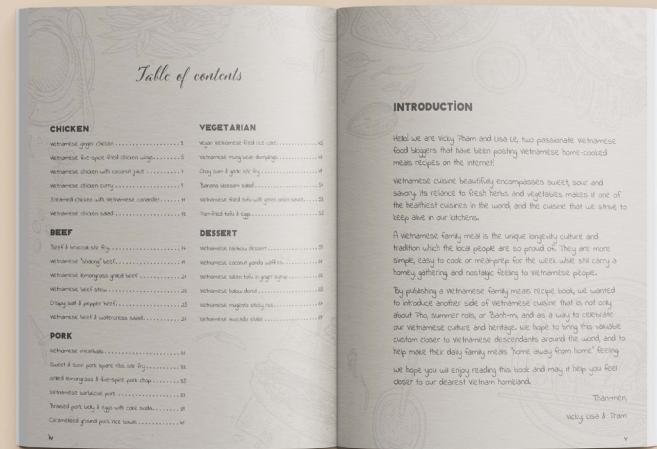
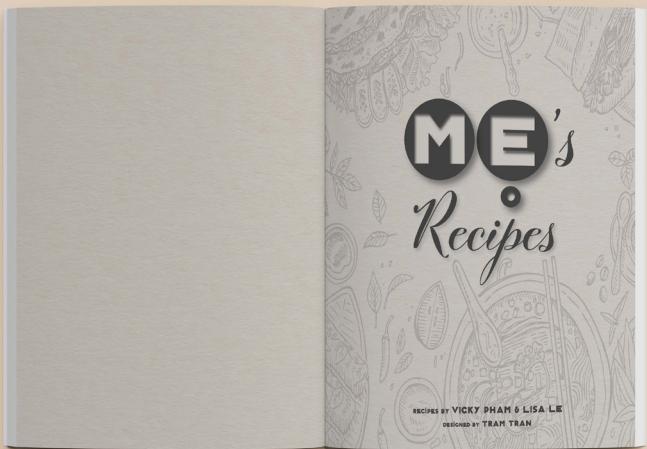


Book Cover



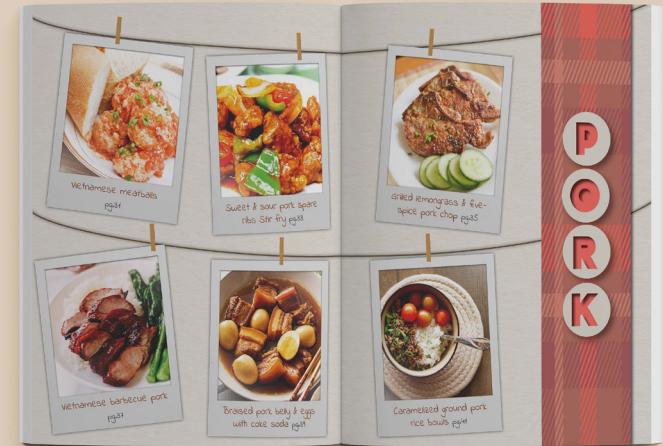
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Introduction Pages



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Splash Pages



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Recipe Pages

Vietnamese ginger chicken

One of my favorite Vietnamese-style dishes is ginger chicken. It's so flavorful, it's a great dish of soft, succulent chicken braised and simmered in a soy-ginger-sugar sauce. It's slightly sweet, tangy, spicy with cilantro root and a slight kick.

This recipe includes the traditional method of using sugar to caramelize or brown the chicken before serving. This dish is always better the next day as the marinade sets into the chicken more. Double the recipe for a delicious leftovers. The future-frozen ones will be wonderful.

INGREDIENTS

Chicken

- 1 lb bone-in chicken thighs, drumsticks or wings
- Salt for washing chicken (if needed)
- 1 lb chicken stock powder
- 3 lbs granulated white sugar
- 1 tsp black pepper
- 1/2 tsp MSG
- 2 1/2 cups fish sauce (add later)
- Cilantro, stems
- 1/2 cup granulated white sugar

Aromatic

- 2 tbsp vegetable oil
- 2 lbs piece ginger (thinner side, peeled and sliced)
- 3 garlic cloves (peeled and diced)
- 1 large shallot (peeled and diced)
- 1/2 cup cilantro
- 1/2 cup chopped green onions

Cooking

- 10 minutes 10-15 people

INSTRUCTIONS

1. Clean and wash chicken. Drain well. Cut the chicken generously with salt. Rub the skin into the chicken to add a good flavor. Sprinkle chicken skin with a little salt if needed. Rinse water to a medium heat. Add the chicken to a pot with cold running water. Then add a marinade.
2. Remove chicken with chicken stock powder, sugar, salt, MSG and fish sauce for at least 15 minutes. Fish sauce will be added later to subdue the fishy smell.
3. Make the caramel sauce. To a large skillet with a lid, add sugar and heat on medium high until sugar has melted. Add a dark amber color. Sugar will burn quickly with lots of smoke. Do this outside if possible. Do not walk away. Wait until sugar caramelizes to dark brown, not black. Immediately add marinated chicken. Toss chicken with caramel sauce to get a nice, brown color. Remove chicken from skillet and set aside.
4. To this now empty skillet, add vegetable oil and heat on medium-high. Add shallots first. Toss until fragrant. Add ginger next. Toss until fragrant. Lastly, add garlic. Toss until fragrant.
5. Add chicken to the aromatics in the skillet. Toss until coated. Add fish sauce and toss until evenly coated. Cover skillet with a lid for 5 minutes and reduce heat to a low simmer. After 5 minutes, remove lid and continue to cook for an additional 5-10 minutes until liquid is mostly evaporated.
6. Garnish with a dash of black pepper and a sprig of chopped cilantro. Serve with steamed rice for a full meal.

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Vietnamese "shaking" beef

The first time I had Vietnamese Shaking Beef in Boston, I was in shock. It was so succulent and flavorful. It was prepared by having the beef marinate in a soy-ginger-sugar mixture overnight. The next day, the meat was so tender, it shredded easily. I ordered it again at a restaurant in the local country of Vietnam and in the city of Saigon, I ordered a hamburger. I live and love it.

Lucy, my husband, ordered Shaking Beef and really enjoyed it a lot. After one bite of the flavorful Vietnamese dish of shaved beef cubes, I looked my husband's side; I told him just over to me and finished his food like a sashimi ring.

INGREDIENTS

Beef

- 2 lbs sirloin (thin off excess fat and cut into 1/2 inch cubes)
- 1/2 cup granulated sugar
- 1/4 cup black pepper
- 1/4 cup dried mint

Sauce

- 3 lbs vegetable oil
- 3 lbs piece ginger (thinner side, peeled and sliced)
- 1 large shallot (peeled and yellow onion) sliced into thin wedges
- 3 garlic cloves (peeled)
- 1/2 cup cilantro
- 1/2 cup green onions
- 1/2 cup black pepper
- 1/2 cup granulated sugar
- 1/2 cup lime juice
- 1/2 cup fish sauce
- 1/2 cup white vinegar
- 1/2 cup cilantro

Saute

- Lettuce
- Watercress
- Tomatoes
- Cucumbers

Cooking

- 10 minutes 10-15 people

INSTRUCTIONS

1. In a large bowl, mix beef with sugar, salt, black pepper, and mint. Marinate for at least one hour at room temperature or overnight in fridge for best results.
2. In a large skillet or wok, heat up vegetable oil on medium-high. Add the beef cubes and saute on all sides by shaking beef until medium rare, no more than 3-4 minutes total. Transfer to a bowl and set aside.
3. To this now empty skillet, add butter, lime juice, mint, add onions and garlic. Saute until fragrant (about 4-5 minutes). Add soy sauce, fish sauce, honey, rice vinegar and sugar. Cook the mixture for about 2-3 minutes.
4. Toss in shaved beef cubes until nicely coated. Transfer beef and sauce onto a bed of lettuce, watercress, tomatoes, and/or cucumbers.
5. Mix together the lime juice, salt, and pepper.
6. Serve shaking beef with rice, and lime dipping sauce on the side.

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Caramelized ground pork rice bowls

If one of your favorite dishes is to eat at home, it's a good idea to have succulent and flavorful meals ready to go at home. If the idea of my budget eating solo keeps you from eating at home, then this is the dish for you. I made this dish for my husband, who loves to eat at home. I made this dish for him because he is a meat lover. I wanted to give him a taste of something different. I also wanted to make sure my husband's meal was as flavorful as possible. I used ground meat (pork), beef, chicken, and shrimp for a quick and easy meal.

Ground meat makes a great meal and cooks up a lot faster. For those who have kids or seniors to take care of, it's great because ground meat requires very little chewing.

INGREDIENTS

Ground Pork

- 1 lb ground pork (buy sausages with other ground meat if you don't have a meat grinder or blender)
- 1/2 cup granulated sugar (recommend)
- 1/2 cup brown onion (diced)
- 1/2 cup dried mint
- 1/2 cup lime juice
- 1/2 cup brown rice vinegar
- 1/2 cup ground black pepper
- 1/2 cup cilantro
- 1/2 cup chicken or mushroom bouillon powder
- 1/2 cup soy sauce (optional, skip this)

Other Ingredients

- Lettuce
- Watercress
- Shredded carrots, tomatoes, cucumbers, kimchi, onions, and/or other pickled vegetables

Cooking

- 10 minutes 10-15 people

INSTRUCTIONS

1. Using a large skillet, heat up vegetable oil on medium-high.
2. Add sliced onion and cook for 2 minutes. Then add garlic and cook for 4 minutes.
3. Add ground pork. Cook the pork while breaking it up with a wooden spoon until it's done (about 5 minutes).
4. Add sugar, pepper, fish sauce, and bouillon powder. Continue to stir and cook until pork is caramelized (about 3 more minutes).
5. Garnish with sliced green onions and serve with steamed rice and vegetables of your choice for a complete meal.

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Vietnamese mung bean dumplings

Banh Tron - Vietnamese Hung Bean Dumplings are traditional and simple Vietnamese dumplings. My grandmother and I made them for the first time together after we had some delicious mung bean dumplings from making years ago. She taught me how to make the dough by hand. She taught me how to wrap the mung beans, as old school as they are, but down to the roots. The dumplings were so good.

My grandmother has taught me not only the cooking, but also just being around her when she's down about the culture. The Vietnamese traditional values, as old school as they are, but down to the roots. She's a strong independent woman and to support your family.

INGREDIENTS

Wrapping

- 1 bag (16 oz) mung beans
- 1/2 cup water
- 40 g vegetable oil
- 40 medium onions, sliced
- 1/2 cup granulated white sugar
- 3 lbs yellow onions, chopped
- 1/2 cup vegetable oil
- 1/2 cup salt
- 1/2 cup warm water

Cooking

- 10 minutes 10-15 people

INSTRUCTIONS

1. Soak mung beans for two hours in warm water, or overnight in cold water. Once beans are soft, add 1/2 cup salt and 40 water and gently cover. Bring to a boil, then lower to medium-low until beans are soft. Gently stir occasionally. Once the water is mostly gone (40-50 minutes), turn off the heat. Turn off the heat and let the beans sit for 10 minutes. Once the beans are soft, drain the water, add 1/2 cup warm water, and gently stir. Mix with a potato masher until the beans are smooth. Once the beans are smooth, add 1/2 cup warm water and 1/2 cup vegetable oil and mix until the consistency of mashed potatoes.
2. To make the onions, add 1/2 cup vegetable oil to a large pot and add 40 onions. Cook until the onions are soft and begin to caramelize (about 15 minutes). Drain onions to add to the cooking mung beans. Simmer mung beans for another 10 minutes. Once the onions are soft, add the beans to the onions. Turn off the heat and let cool.
3. Remove mung beans from heat after 20-25 minutes. Toss the mung beans and 1/2 cup onions and incorporate. Then add 1/2 cup salt and 1/2 cup onions.
4. To make the dough, mix together onions (not oil), salt, and 1/2 cup onions. Add water (1/2 cup at a time) until a dough forms.
5. Take about 2-3 large sized chunks of the dough and pinch out to make 10-12 small balls. Once the balls are formed, pinch off any excess dough.
6. When the dumplings are all made, coat them by boiling a large pot of water with 1/2 cup of salt and a dash of oil (or onion oil). Once the water is boiling, gently stirring occasionally to keep the dumplings from sticking together, add the balls to the top for about a minute or two before throwing the water.
7. Remove and let cool until it's a level of hot water, then drain. Arrange on a tray with oil, covering the onions oil and drizzle some onions oil over top so they don't stick together. To serve, add the green onions on top with some vegetable dipping sauce.

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Chey sum & garlic stir fry

Chay sum is a greens and vegetable that is common in Asian cooking. It's also known as Chinese Broccoli or Chinese Kale. In Vietnamese, it's called Banh Da. I am when we saw green onions, small yellow blossoms, which is very common to see in the supermarket. We can only see the presence of the small yellow blossoms to spray chay sum in the supermarket. However, it's hard to get them without the blossoms as they are younger and tender.

We need to complete without a vegetable side dish. For me, I must have some sort of vegetable or just eat with the day one vegetable that always pick up the Asian supermarket. That's because it's tasty, versatile, and will last in the fridge for a couple of days to chay sum. From here, I chose a quick and easy side dish on a busy night. I made a simple chay sum and garlic stir fry. I can't wait to try this.

INGREDIENTS

Stir Fry

- 1 large bunch chay sum (wash it from the stems and wash thoroughly)
- 1/2 cup vegetable oil
- 1/2 cup granulated white sugar
- 1/2 cup lime juice
- 1/2 cup salt
- 1/2 cup chicken bouillon powder
- 1/2 cup ground black pepper
- 1/2 cup cilantro
- 1/2 cup lime juice
- 1/2 cup fish sauce
- 1/2 cup white vinegar
- 1/2 cup cilantro

Cooking

- 10 minutes 10-15 people

INSTRUCTIONS

1. In a large bowl, mix together granulated sugar, lime juice, fish sauce, and water. Let sit for 2-3 minutes.
2. Place a colander in the sink and drain the content of the water into the colander, discarding the water. Rinse blanched chay sum with cold running water to stop the cooking process, then drain dry. Set aside.
3. Dry the chay sum and bring it back to the stove. Add vegetable oil and garlic. Saute on medium-high until golden brown.
4. Add blanched chay sum. Season with salt, sugar, pepper, lime juice, fish sauce, and cilantro.
5. Garnish with fried garlic and serve.

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Vietnamese coconut pandan waffles

My mom, sister, and I would have a girl's night out in a while. On San Jose, and hang out around Century City, the epicenter of all things Vietnamese. We'd go to the Vietnamese food court and eat our fill of delicious Vietnamese dishes. We'd eat our fill of wonderful Vietnamese dishes with our mom for more. Before leaving the night, the lady at the front desk was with the sweet aroma of Vietnamese coconut pandan waffles. These waffles are freshly made at the front and we can't help leave the mall without a couple of 20 of these green waffles to go. These coconut pandan waffles are the best part of our San Jose trip.

INGREDIENTS

Waffle

- 2 large eggs
- 1/2 cup coconut milk
- 1/2 cup vegetable oil
- 1/2 cup granulated white sugar
- 1/2 cup pandan extract
- 1/2 cup shredded coconut, coarsely

Cooking

- 10 minutes 10-15 people

INSTRUCTIONS

1. In a large bowl, mix together granulated sugar, lime juice, fish sauce, and water. Let sit for 2-3 minutes.
2. Place a colander in the sink and drain the content of the water into the colander, discarding the water. Rinse blanched chay sum with cold running water to stop the cooking process, then drain dry. Set aside.
3. Dry the chay sum and bring it back to the stove. Add vegetable oil and garlic. Saute on medium-high until golden brown.
4. Add blanched chay sum. Season with salt, sugar, pepper, lime juice, fish sauce, and cilantro.
5. Garnish with fried garlic and serve.

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