

TRAN
—creativity—



TRAM
—creativity—



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 design needs.

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 [tramcreativity](#)

🌐 www.tramtran.art

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The Paddy Field

Brand Identity- Web Design

ABOUT

The Paddy Field is a refreshing addition to Jupiter, Florida's culinary scene, with a contemporary take on traditional Vietnamese cuisine. Unlike most formal Vietnamese restaurants, The Paddy Field offers a fast-casual dining experience that caters to busy young adults. The team is committed to using only the freshest and most wholesome ingredients, drawing inspiration from the vibrant streets of Saigon to bring authentic Vietnamese flavors to the table.

As a young Vietnamese designer, I was honored to take on this project and bring the client's vision to life. With a deep understanding of the nuances of Vietnamese culture and cuisine, I was dedicated to infusing The Paddy Field with an authentic yet contemporary feel. Every detail was carefully crafted to embody the restaurant's core values of freshness, quality, and simplicity. It was an exciting and rewarding experience to contribute to such a unique and innovative culinary venture.

AUDIENCE

The target market for The Paddy Field is energetic and outgoing young adults. They fall within the age range of 18-35 and earn a minimum of \$50k annually. These individuals reside in suburban and metropolitan areas and are interested in connecting with Vietnamese culture and traditions through cuisine. They enjoy good times with friends and family and often prefer grabbing a quick bite of Vietnamese food during lunchtime.

View this project online at www.tramtran.art/work-the-paddy-field

Primary Logo



THE PADDY FIELD

Vietnamese Cuisine

Logo Variation



Typography

Rock Salt

DECORATIVE

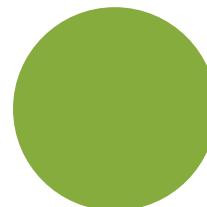
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HEADING

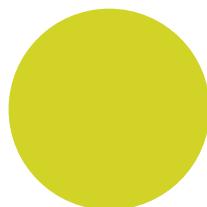
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Body Text

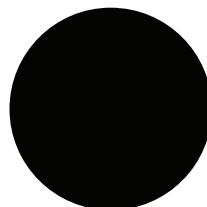
Color Palette



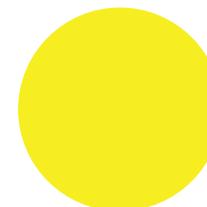
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CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



CMYK: 0, 5, 100, 0
RGB: 255, 242, 0
HEX: #FFF200





CONTENTS

Sailing Away
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2



**15% OFF YOUR ORDER
WHEN YOU SHOW THIS AD UPON PAYMENT.**

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

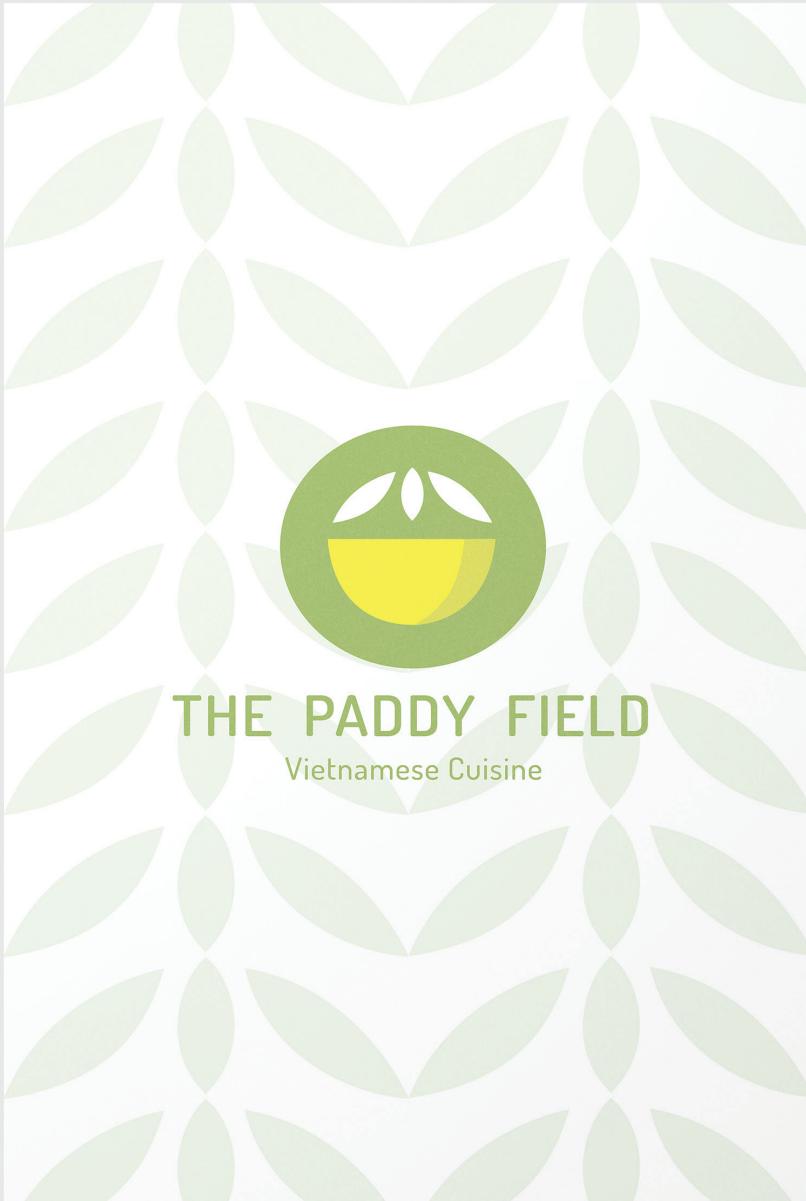
GRAND OPENING

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

THE PADDY FIELD
Vietnamese Cuisine







MENU

hours: 9:30AM - 10:00PM 222 N Military Trail, Jupiter FL 33458 tel: (305) 555-1234

NOODLE BOWLS

| | |
|---|--------|
| King of Pho Bowl | \$13.5 |
| Vietnamese beef pho broth with eye round, beef balls, brisket and your selection of fresh vegetables at the Herb Bar. | |
| Queen of Pho Bowl | \$12 |
| Vietnamese chicken pho broth with chicken, eye round, beef balls and your selection of fresh vegetables at our Herb Bar. | |
| Vegan Noodle Bowl | \$12 |
| Half noodle/half salad served with crispy tofu, veggie spring roll, & Vegan Sauce. | |
| Cha-ca La-Vong Bowl | \$11.5 |
| Turmeric grilled tilapia fillet, tossed with sautéed scallions and dills, served with vermicelli noodles, roasted peanuts and dipping sauce | |

RICE BOWLS

| | |
|---|---------|
| Broken Rice Bowl | \$10.5 |
| Grilled steak & fish bites, served with broken jasmine white rice, fried egg, and dipping fish sauce. | |
| Monster Bowl | \$12 |
| Extra Large grilled chicken and pork, served with jasmine rice, fried egg, and dipping fish sauce. | |
| Beefy Bowl | \$12 |
| Vietnamese inspired stir fried beef with crispy rice, veggies, and plenty of fresh herbs. | |
| Banh-Mi Bowl | \$11.50 |
| 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. | |

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 | Chicken | Fish Sauce | Fried Egg |
| Noodle | Steak | Spicy Fish Sauce | Extra Base |
| Salad | Pork | Vegan Sweet & Sour Sauce | Extra Protein |
| | Crispy Tofu | Soy Sauce | Extra Veggies |
| | Fish Bites | | |

SNACKS

| | |
|--|--------|
| Summer Rolls | \$5 |
| (2) Vietnamese fresh-wrapped rolls, with steamed pork, vermicelli noodles, basil leaf, and shredded lettuce and dipping dish sauce. | |
| Pork Baos | \$5 |
| (2) Asian steamed pork buns, served with pickled carrots & daikon, cilantro and drizzled with spicy mayo. | |
| Traditional Banh Mi | \$7 |
| Vietnamese sub, served with ham and salami, topped with pickled carrots & daikon, shredded cucumber, cilantro, and smeared with aioli butter on a french hoagie. | |
| Fish-sauce Chicken Wings | \$7.50 |
| Jumbo chicken wings doused in our signature Fish Sauce Glaze, topped with fried garlic and cilantro. | |

DRINKS

| | |
|-------------------------------------|--------|
| Soda | \$2 |
| Bubble Milk Tea | \$4.50 |
| Iced Vietnamese Black Coffee | \$3 |
| Iced Vietnamese Milk Coffee | \$4 |
| Hot Vietnamese Black Coffee | \$2.50 |
| Hot Vietnamese Milk Coffee | \$3.50 |
| Fresh Lemonade | \$3 |
| Sweet Tea | \$2.50 |



THE PADDY FIELD
Vietnamese Cuisine

FRESHNESS
IN EVERY BOWL

FRESHNESS
IN EVERY BOWL

FRESHNESS IN EVERY BOWL

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

NEW ITEM!
CHA-CA LA-VONG
Turmeric grilled talapia fillet, tossed with sautéed scallions and dills, served with vermicelli noodles, roasted peanuts and dipping sauce.

CUSTOMER'S FAVS

| | | | |
|--------------------------|-----------------|-----------------------------|-------------------------|
| KING PHO BOWL \$13.50 | PORK BAO \$5.00 | BROKEN RICE BOWL \$10.50 | CHICKEN WINGS \$7.50 |
|--------------------------|-----------------|-----------------------------|-------------------------|

OUR MISSIONS

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.

TESTIMONIALS

John Doe
What a hidden gem this place is. As they say this is a hole in the wall but it's packed with flavor! I highly recommend this place if you like Vietnamese food this place will satisfy those needs and it's fast. Can't beat it highly recommended.

ORDER ONLINE **PICK UP IN-STORE**

Enjoy our delicious meals at your comfort and convenience. 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!

TESTIMONIALS

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FRESHNESS IN EVERY BOWL

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

ORDER NOW

View full web design and prototype at
tinyurl.com/tramtran-thepaddyfield

Cafe des Beaux Arts

Brand Identity- Web Design

ABOUT

I had an exciting opportunity to design a brand identity package and website for a new coffee bar in Orlando, Florida founded by John Lee, a passionate barista and coffee enthusiast. The brand's goal was to introduce the art of high-quality hand-craft coffee to the local community, emphasizing the importance of the brewing process, and the time and meaningful conversation spent over a cup of hand-crafted coffee. John was inspired by the Art Deco period and would like the brand to be associated with this era.

To capture Art Deco, which was known for its elegant, sophisticated style, and streamlined designs, I incorporated bold geometric shapes, such as triangles, squares, and circles, into the logo and brand identity. I used a color scheme of gold and navy to evoke a sense of luxury and sophistication, which is synonymous with the Art Deco era.

AUDIENCE

Cafe des Beaux Arts aimed to attract middle-aged, medium to high income individuals who appreciate the art of craft coffee. These individuals lead an energetic and outgoing lifestyle, enjoying spending quality time with acquaintances, friends, and family. They are open to both small talk and in-depth conversation, and often spend time at a coffee shop working, meeting, or simply hanging out during the weekend. Good quality coffee is of particular interest to them. Their living area includes both suburban and metropolitan areas.

View this project online at www.tramtran.art/work-cafe-des-beaux-arts

Primary Logo



Logo Variation



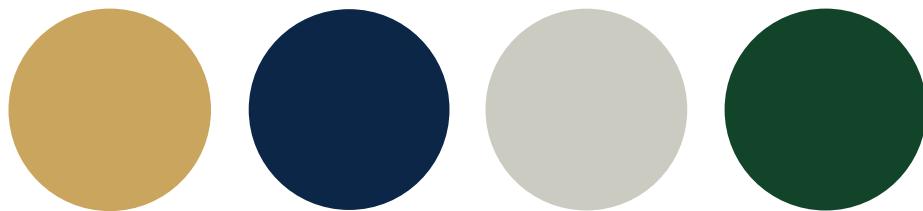
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Riesling
Heading

Lucien Schoenschrift
Subheading

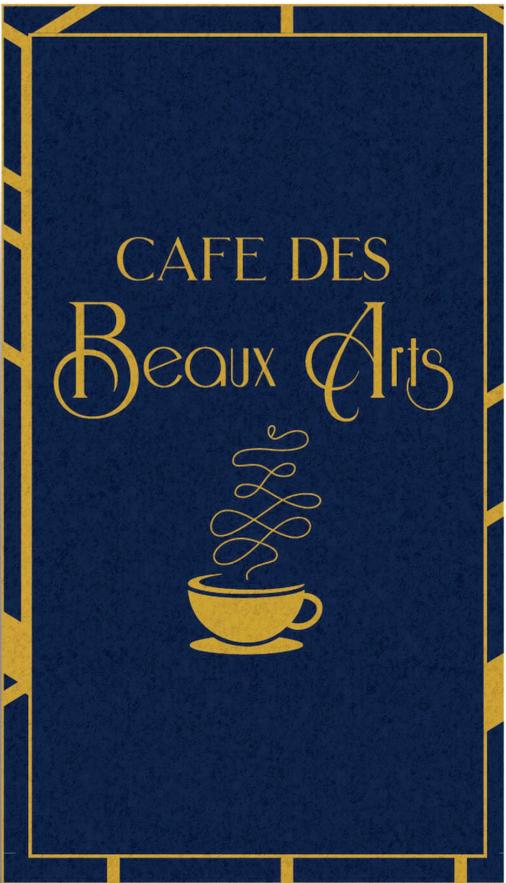
ArcherPro
Body Text

Color Palette



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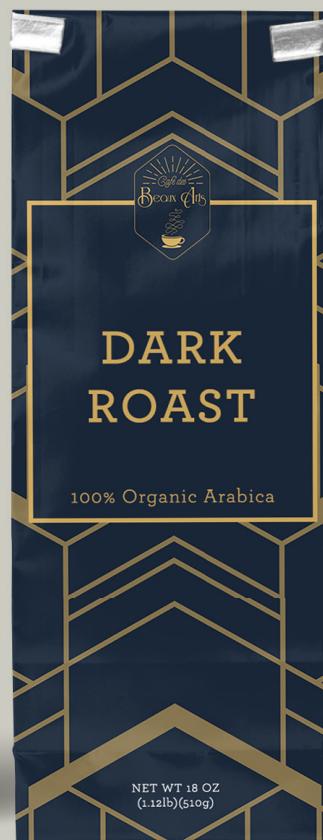
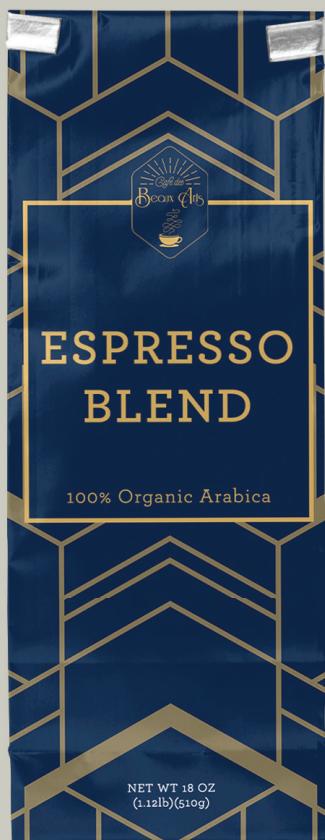
Cafe des Beaux Arts

222 North Mills Ave
Orlando, FL 32803
Tel: (305) 555-1234
Fax: (305) 555-9999

Angela Potter

Director of Marketing

Cell: (305) 895-2348
Email: a.potter@cdba.com
Website: cafedesbeauxarts.com





YOUR DESIGN HERE

MOCKUP

magazine.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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COFFEE.
REDEFINED.





OUR STORY

Cafe des Beaux Arts was founded in 2012 by business and coffee enthusiasts, John Lee & John wanted to introduce the art of craft coffee to Orlando. Our coffee is hand-roasted in small batches. Our Beautiful Coffee isn't just a quick fix. Coffee isn't about a happy life and keeping you awake. Drinking coffee is also an art just like other traditional coffee methods.

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 life in our cafe. We believe that coffee should be enjoyed with friends and family. We are proud to utilize high-quality ingredients in our kitchens and hope to continue to do so. Our team is made up of highly skilled culinary teams take pride in creating each one of our products.

COFFEE REFINED

We source high-quality, ethically-minded green coffee beans from around the world (primarily organic, Fair Trade, single origin), which we roast several times a week in our 12-kilo, small-batch Dutch roaster. Our beans are hand-picked to ensure maximum flavor and aroma always reaches your cup at peak freshness.

Shop Now

OUR COFFEE

We source high-quality, ethically-minded green coffee beans from around the world (primarily organic, Fair Trade, single origin), which we roast several times a week in our 12-kilo, small-batch Dutch roaster. Our beans are hand-picked to ensure maximum flavor and aroma always reaches your cup at peak freshness.

DARK ROAST
Organic Dark Roast Ground Coffee
16oz / 1lb \$14.99
Add to Cart

ESPRESSO BLEND
Organic Espresso Blend Ground Coffee
16oz / 1lb \$14.99
Add to Cart

DECAF BLEND
Organic Decaf Blend Ground Coffee
16oz / 1lb \$14.99
Add to Cart

Combo of 3 Signature Ground Coffees
Base / 3.5lbs / 1550g
\$65.99
Add to Cart

MERCHANDISE

Cafe des Beaux Arts Coffee Cup
\$10.99
Add to Cart

**Orders are processed within 48 business hours.
Standard nation-wide shipping \$4.99.
Free shipping nation-wide for order over \$55.**

Questions? Check our FAQs here.

Subscribe to our newsletter! **Submit**

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Cafe des Beaux Arts
121 North Mills Ave
Orlando, FL 32801
Phone: 407-247-5000
Email: info@cafedesbeauxarts.com



View full web design and prototype at
tinyurl.com/tramtran-cdba

Kim's Produce

Brand Identity

ABOUT

Kim's Produce is a wholesale exotic fruit and vegetable business located in Tampa, Florida. The company's mission is to provide high-quality, fresh produce directly from local farms to local businesses, such as grocery stores and restaurants across Florida. They prioritize building strong relationships with their customers and ensuring customer satisfaction through excellent service and products. Kim's Produce aims to make it easy and convenient for local businesses to access a wide range of fresh, exotic fruits and vegetables that are not commonly found in the area. Their commitment to providing fresh, healthy produce has made them a trusted source for local businesses in Tampa.

My goal was to design a brand identity to help Kim's Produce stand out in the competitive wholesale market. The new brand identity features a tropical, vibrant color scheme with a memorable design that evokes the image of fresh, tropical fruits and vegetables.

AUDIENCE

The target customers of Kim's Produce are local stores and small businesses across Florida that value high-quality, fresh, and exotic fruits and vegetables. These customers are typically looking for unique offerings at a great price that will set them apart from their competitors and attract more customers to their stores.

View this project online at www.tramtran.art/work-kims-produce

Primary Logo



Logo Variation

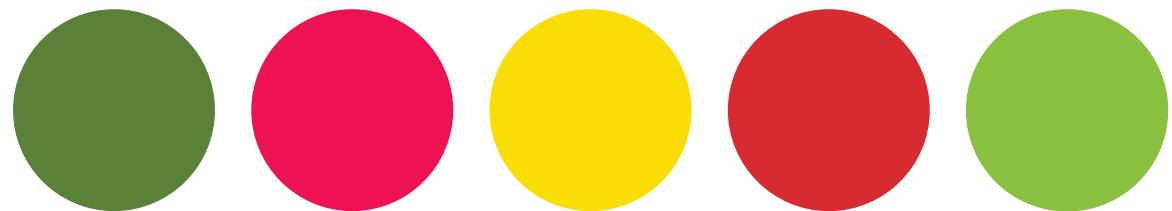


Typography

NEUE YOKARTO
HEADING

Helvetica
Body Text

Color Palette



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RGB: 93, 129, 57
HEX: #5D8139

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HEX: #ED1653

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RGB: 253, 221, 0
HEX: #FDDD00

CMYK: 11, 96, 90, 2
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HEX: #D32E31

CMYK: 51, 3, 100, 0
RGB: 139, 192, 63
HEX: #8BC03F









Neroli Cosmetics

ABOUT

Neroli Cosmetics is a Florida-based startup founded in 2020. The company produces a range of safe and vegan-friendly skincare and body care products such as body soaps, shampoos, and body lotions. They source their main ingredients from local, organic citrus farms to ensure that the products meet the highest standards of quality. The brand's philosophy is centered on respect - for oneself, others, the environment, and the community. This value is at the heart of everything they do. As they launch their online store, they hope to share their philosophy with even more people across the USA.

I was responsible for logo design, packaging design, and designing an aesthetically pleasing and user-friendly online store that reflected the brand's philosophy and values. I conducted extensive user research and testing to ensure that the website provided a smooth and relaxing experience for customers, with easy navigation and optimized for all devices. The successful launch of the website will be measured by growing sales volumes through the website, website traffic, media coverage, and positive feedback from customers.

AUDIENCE

The target audience for this brand is primarily young, educated women aged 18-34 with an annual income of \$22,000 - \$55,000. They are primarily single and prioritize a healthy, mindful, and active lifestyle. They focus on sustainability, environmentalism, and animal welfare and genuinely care about making a positive impact on the world. These individuals are conscious of their health and the environment, and are passionate about creating a better society.

View this project online at www.tramtran.art/work-neroli

Primary Logo



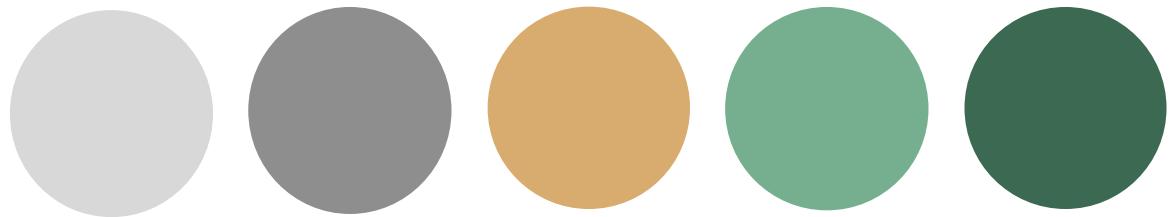
Typography

Papirka
Heading

Roboto Slab
Subheading

Roboto Slab Light
Body Text

Color Palette



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Site Map

Header

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

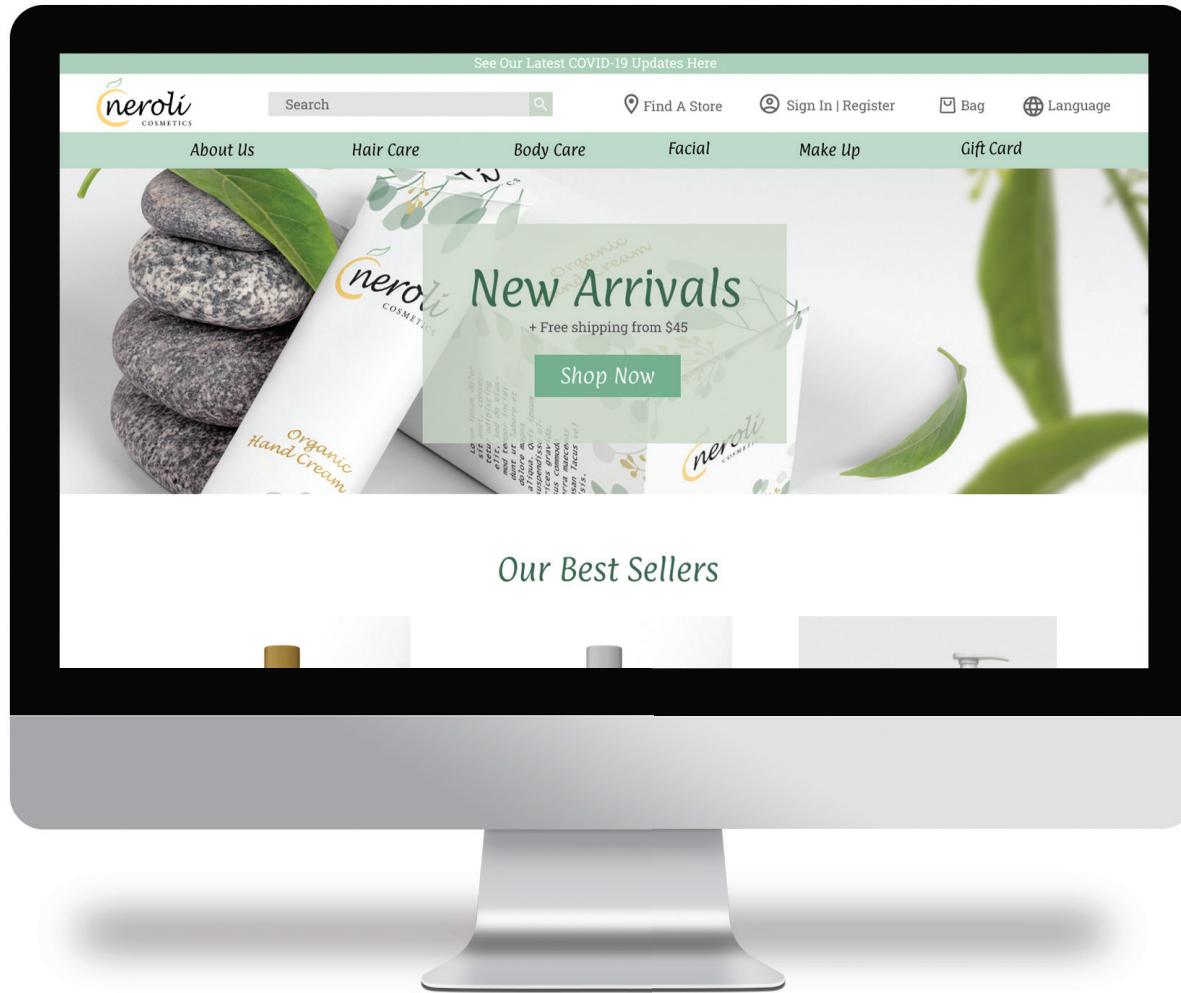
Home

| About Us | Hair Care | Body Care | Facial | Make up | Gift Card |
|--|--|--|--|---|---|
| <ul style="list-style-type: none">• History• Philosophy• Love from Neroli• Blog | <ul style="list-style-type: none">• Shampoo• Conditioner• Hair Styling & Color | <ul style="list-style-type: none">• Body Wash• Soap Bar• Body Scrub• Lotion & Cream | <ul style="list-style-type: none">• Cleanser• Moisturizer• Face Mask | <ul style="list-style-type: none">• Face• Lips• Brows | <ul style="list-style-type: none">• Purchase gift card• Redeem gift card |
| | | | | | |

Footer

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

Prototype



View full web design and prototype at
tinyurl.com/tramtran-nerolicosmetics

Home Page

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

New Arrivals + Free shipping from \$45 Shop Now

Our Best Sellers

Shampoo \$7.50 / 3.3 fl.oz Add to Bag

Shampoo \$7.50 / 3.3 fl.oz Add to Bag

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

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

Shampoo \$14.00 / 6.73 fl.oz Add to Bag

Shampoo \$14.00 / 6.73 fl.oz Add to Bag

Skincare Finder

Find just what your skin needs to look and feels its best.

[Take the Quiz](#)

Fall Essentials

Shop Fall Hand Cream

Shop Fall Hair Care

Shop Fall Body Care

Skincare Finder

Find just what your skin needs to look and feels its best.

[Take the Quiz](#)

Fall Essentials

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

Citrus Dry Shampoo \$14.00 / 6.73 fl.oz Add to Bag

Jasmine Dry Shampoo \$14.00 / 6.73 fl.oz Add to Bag

Exclusive rewards, free birthday gift, private sales and more!

[Sign In / Register](#)

Our Promises

By using local organic citrus such as oranges, lemons, and grapefruits as main ingredients for the formula, Neroli Cosmetics guarantees the highest standards for product satisfaction and long-lasting commitment to their customers.

Get the latest Neroli News!

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neroli COSMETICS
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FAQ
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Product Catalog

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Home / Hair Care / Shampoo

Sort By

Reset Filter

Scent

- Citrus
- Grapefruit
- Lavender
- Jasmine

Price

- \$8 - \$10
- \$10 - \$15
- \$15 - \$20
- > \$20

Benefits

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

Organic Citrus Shampoo \$7.50 / 3.3 fl.oz **Add to Bag**

Organic Lavender Shampoo \$7.50 / 3.3 fl.oz **Add to Bag**

Organic Jasmine Shampoo \$7.50 / 3.3 fl.oz **Add to Bag**

Organic Grapefruit Shampoo \$7.50 / 3.3 fl.oz **Add to Bag**

Jasmine Hair Care Value Pack \$42.00 / 20 fl.oz **Add to Bag**

Citrus Hair Care Value Pack \$42.00 / 20 fl.oz **Add to Bag**

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Grapefruit Dry Shampoo \$14.00 / 6.73 fl.oz **Add to Bag**

Lavender Hair Care Value Pack \$42.00 / 20 fl.oz **Add to Bag**

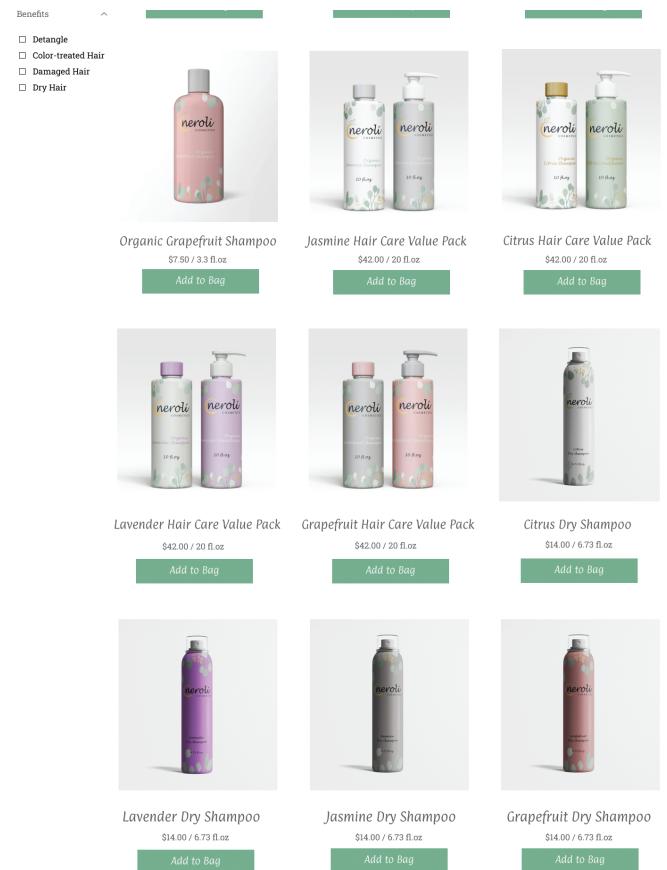
Grapefruit Hair Care Value Pack \$42.00 / 20 fl.oz **Add to Bag**

Citrus Dry Shampoo \$14.00 / 6.73 fl.oz **Add to Bag**

Lavender Dry Shampoo \$14.00 / 6.73 fl.oz **Add to Bag**

Jasmine Dry Shampoo \$14.00 / 6.73 fl.oz **Add to Bag**

Grapefruit Dry Shampoo \$14.00 / 6.73 fl.oz **Add to Bag**



1

2

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Get the latest Neroli News!

Email Address Subscribe



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Product Details

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Organic Citrus Shampoo

Our Special Formula For Your Beloved Hair

★★★★★ 52 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 (Linenseed) Seed Oil, Cucurbita Pepo (Pumpkin) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Persea Gratissima (Avocado) Oil.

Overall Ratings

★★★★★ 50/50
50 Reviews

[Write A Review](#)

Sort By ▾

FormChick ★★★★★
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.

Britt B. ★★★★★
Los Angeles, CA | 7/10/2020

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.

Bri ★★★★★
Los Angeles, CA | 6/10/2020

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.

Display Review 1-5 [Next >>](#)

You may also love...

Jasmine Dry Shampoo
\$14.00 / 6.73 fl.oz Add to Bag

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

Organic Grapefruit Shampoo
\$7.50 / 3.3 fl.oz Add to Bag

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You may also love...



Jasmine Dry Shampoo

\$14.00 / 6.73 fl.oz

Add to Bag



Lavender Hair Care Value Pack

\$42.00 / 20 fl.oz

Add to Bag



Organic Grapefruit Shampoo

\$7.50 / 3.3 fl.oz

Add to Bag

Our Promises

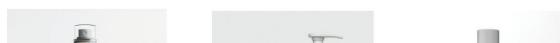
By using local organic citrus such as oranges, lemons, and grapefruits as main ingredients for the formula, Neroli Cosmetics guarantees the highest standards for product satisfaction and long-lasting commitment to their customers.



Display Review 1-5

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Account Information

Change Password | Update Information

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 | \$90.00 | Delivered | View Details |
| 09/20/19 | 098765432 | \$50.00 | Delivered | View Details |
| 05/20/20 | 246801357 | \$85.00 | Delivered | View Details |

My Rewards

Congrats! You Are Silver Member Through 2020.
Spend \$500 By 12/31/2020 To Become Gold Member. [Redeem Points for Rewards](#)

Our Promises

By using local organic citrus such as oranges, lemons, and grapefruits as main ingredients for the formula, Neroli Cosmetics guarantees the highest standards for product satisfaction and long-lasting commitment to their customers.

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Home / Shopping Cart

| Product | Quantity | Price | Total | Action |
|--|----------|---------|---------|--------|
| 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 Add to Bag |
|---|--|---|

Our Promises

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Guest Check Out **Log In** For Reward Points

Email Address* Password*

*required Log In

Shipping Information

Contact Information Email Address*

Sign Up For Exclusive Offers And Promotions.

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*

Continue Shopping **Check Out**

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About Us Hair Care Body Care Facial Make Up Gift Card

Home / Review Order

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

Order Summary

| Product | Qty | Price |
|------------------------------|-----|---------|
| Organic Citrus Shampoo | 1 | \$7.50 |
| Grapefruit Dry Shampoo | 1 | \$14.00 |
| Jasmine Hair Care Value Pack | 1 | \$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
Add to Bag

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

Organic Jasmine Shampoo
\$7.50 / 3.3 fl.oz
Add to Bag

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CoastCon Virtuality

Brand Identity - UI & UX Design

ABOUT

IAAPA is well-known in the thrill ride industry for its annual trade show which showcases new thrill rides available to theme parks around the world. However, the industry underwent significant changes in attendance and handling of events due to the global pandemic of 2019-2020. To adapt to this unprecedented situation, IAAPA has launched a new virtual event called CoastCon. This virtual event is designed to showcase exciting new products and experiences that are available in the industry, while also providing opportunities for networking and collaboration.

I worked with two other classmates, Alexus Jenkins, and Sarah Kouch, on this project. Even though the project was originally intended for a larger group, the three of us took on the challenge with enthusiasm and determination. With a tight deadline and a long list of deliverables, we divided the work evenly and collaborated closely to ensure that every aspect of the project was executed to the highest standard. My particular focus was on designing the brand identity package and physical products, as well as creating an intuitive and seamless ticket purchase experience for attendees. I also designed the speakers' and attendees' profile pages, ensuring that it was user-friendly and functional. It was a challenging but incredibly rewarding experience that taught us the value of collaboration, time management, and creative problem-solving.

AUDIENCE

As CoastCon is a virtual show that aims to provide a unique experience for thrill ride enthusiasts and industry professionals, the target audience for the event is theme park enthusiasts, thrill ride manufacturers, theme park owners and operators, industry professionals, and anyone interested in the thrill ride industry. The event also has areas that are open to the general public, so it also attracts a broader audience interested in exploring and learning more about the theme park and thrill ride industry.

View this project online at www.tramtran.art/work-coastcon

Primary Logo



Logo Variation



Typography

LEMON MILK MEDIUM
HEADING

Montserrat

Body Text

Color Palette

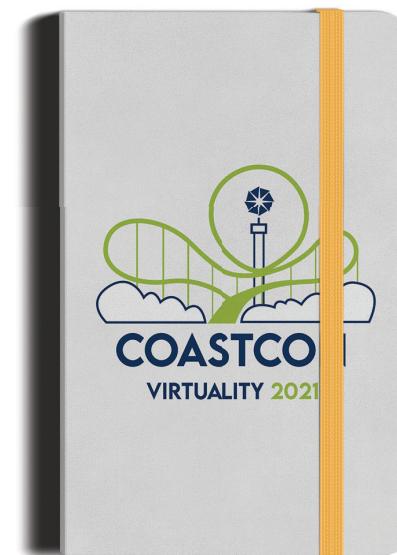
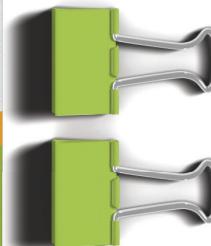


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HEX: #19305A

CMYK: 44, 7, 100, 0
RGB: 157, 191, 59
HEX: #9DBF3B

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CMYK: 73, 0, 32, 0
RGB: 0, 187, 187
HEX: #00BBBB



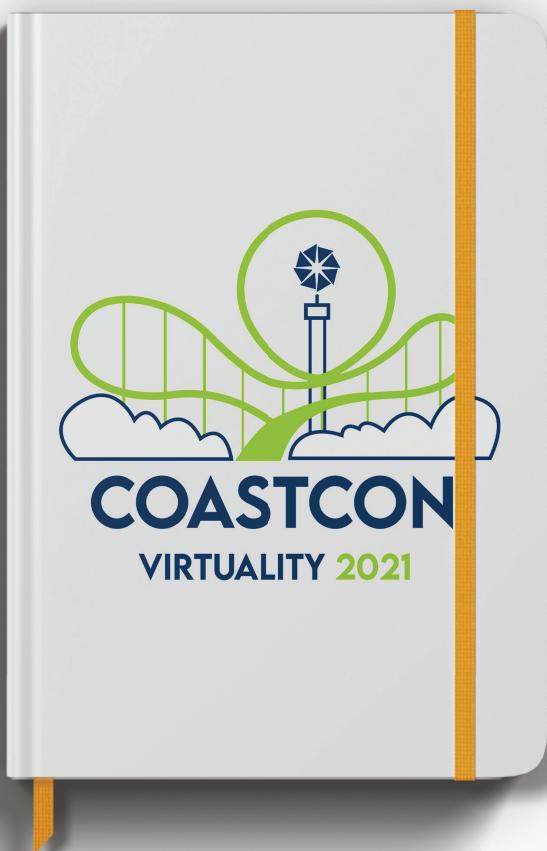
Staff Uniform



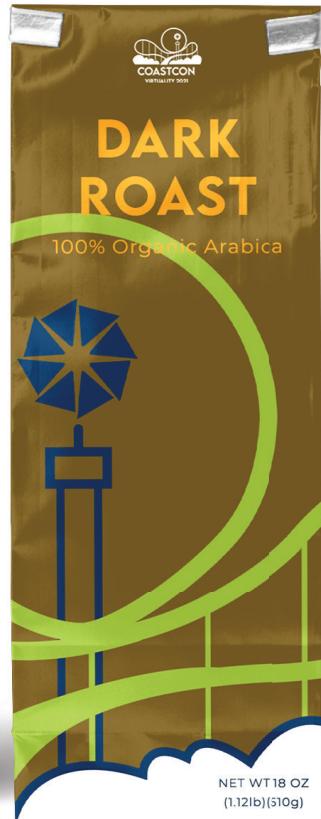
Giveaway Merchandise



Speaker Gifts



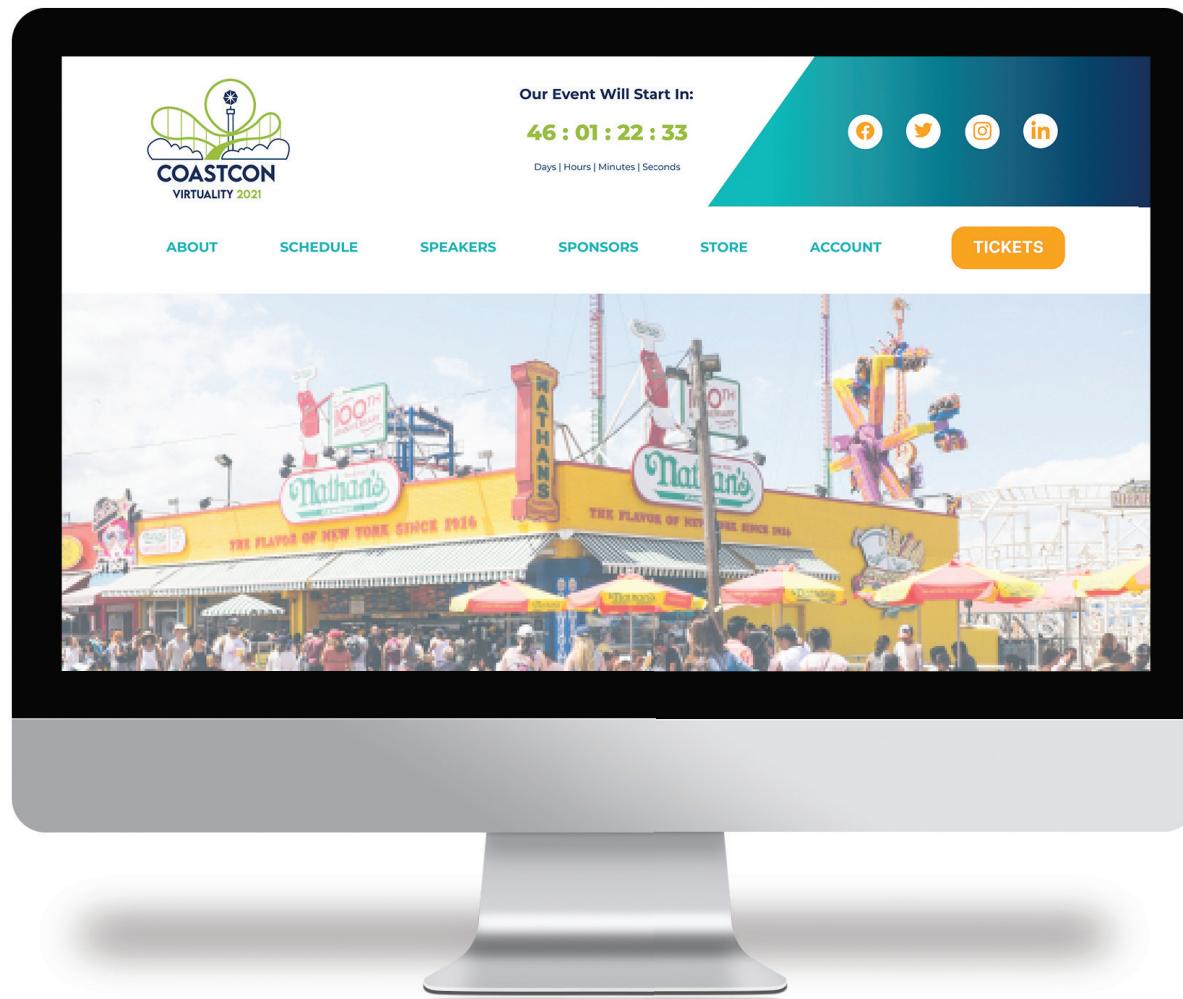
Speaker Gifts (continued)



VIP Speaker Gifts



Pre-event Website Prototype



View full pre-event web design and prototype at
tinyurl.com/tramtran-coastcon-preevent

Pre-event - Home Page

The screenshot shows the homepage of CoastCon Virtuality 2021. At the top, there's a banner with a green and yellow roller coaster icon and the text "COASTCON VIRTUALITY 2021". Below it, a timer says "Our Event Will Start In: 46 : 01 : 22 : 33". A navigation bar includes links for ABOUT, SCHEDULE, SPEAKERS, SPONSORS, STORE, ACCOUNT, and TICKETS. A large image of a crowded amusement park with various rides like a Ferris wheel and a roller coaster is displayed. Below this, a section titled "ATTEND FROM THE COMFORT OF YOUR HOME" features a paragraph about the virtual experience and a button to "BUY TICKETS". To the right, a person is shown on a laptop screen participating in a video call with a speaker. A section titled "OUR VIP SPEAKERS" lists four speakers with their portraits and bios:

- Matt Heller, Founder, Performance Optimist Consulting
- Greg Hale, ICSE, Vice President - Chief Safety Officer, Worldwide Safety & Health and Experience Products, Disney Parks, Experiences and Products
- Beth Standley, Founder & CEO, TrainerTainment LLC.
- Jason Freeman, VP of Public Safety, Six Flags Corporate

A "VIEW ALL SPEAKERS" button is located below their portraits. A "EARN BADGES" section follows, showing four circular icons: CONVENTION ATTENDEE, CONVENTION STAFF, GUEST SPEAKER, and KEYNOTE SPEAKER. A "SCHEDULE YOUR EXPERIENCE" section at the bottom encourages users to plan their day with a unique scheduling system.

The screenshot shows the landing page for CoastCon Virtuality 2021. It features a large image of a person performing a backflip on a trampoline. To the right, a text block explains the scheduling system and a "SCHEDULE YOUR DAY" button. Below this, a section titled "CHECK OUT OUR MERCHANDISE!" displays various items available for purchase, including a yellow polo shirt, a white water bottle, a white tote bag, and a blue lanyard with a badge. A "GO TO STORE" button is present. A "SPONSORS" section lists several companies with their logos: accesso, Aluvii, BROGENT TECHNOLOGIES INC., CAVU, and DDF ROBOTICS. A "BECOME A SPONSOR" button is located below the sponsors' logos. An "ABOUT US" section provides information about IAAPA, stating it is the premier trade association for the attractions industry. It mentions the debut of the first virtual event, CoastCon Virtuality 2021. Log in and sign up buttons are available. A "FOLLOW US ON FACEBOOK & TWITTER!" section shows social media links and a thumbnail for an IAAPA Webcast. The footer contains links for About, Event, FAQ, and Subscribe to the newsletter, along with the IAAPA EXPO logo and copyright information.

Pre-event - About IAAPA



Our Event Will Start In:
46 : 01 : 22 : 33
Days | Hours | Minutes | Seconds

[ABOUT](#) [SCHEDULE](#) [SPEAKERS](#) [SPONSORS](#) [STORE](#) [ACCOUNT](#) [TICKETS](#)



About IAAPA

Advancing the attractions industry together

IAAPA serves as an industry association representing a diverse array of attractions. We have connected businesses of all sizes, and people of all levels, to provide meaningful experiences for their guests worldwide for over a century.

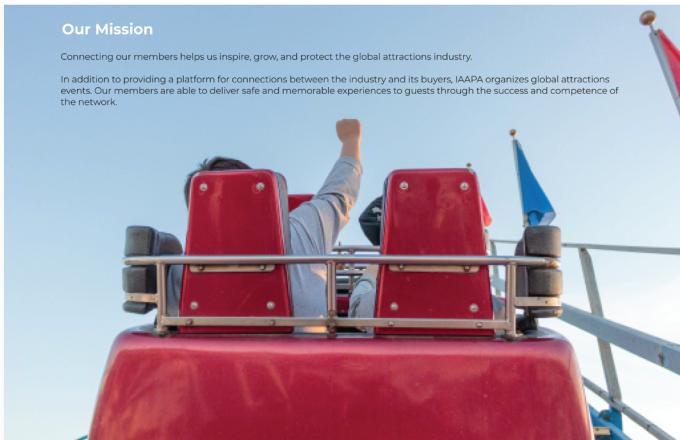
The International Association of Allied Public Administrators hosts global conferences and events that promote innovative practices. As part of our service, we provide valuable tools and resources that make all of our businesses smarter, safer, and more profitable while providing guests with experiences that surprise and delight.

With members from more than 100 countries, IAAPA is a leading association for attracting businesses, suppliers, consultants, and individual members. The organization's members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, cruise lines, manufacturers, and suppliers.

Our Mission

Connecting our members helps us inspire, grow, and protect the global attractions industry.

In addition to providing a platform for connections between the industry and its buyers, IAAPA organizes global attractions events. Our members are able to deliver safe and memorable experiences to guests through the success and competence of the network.



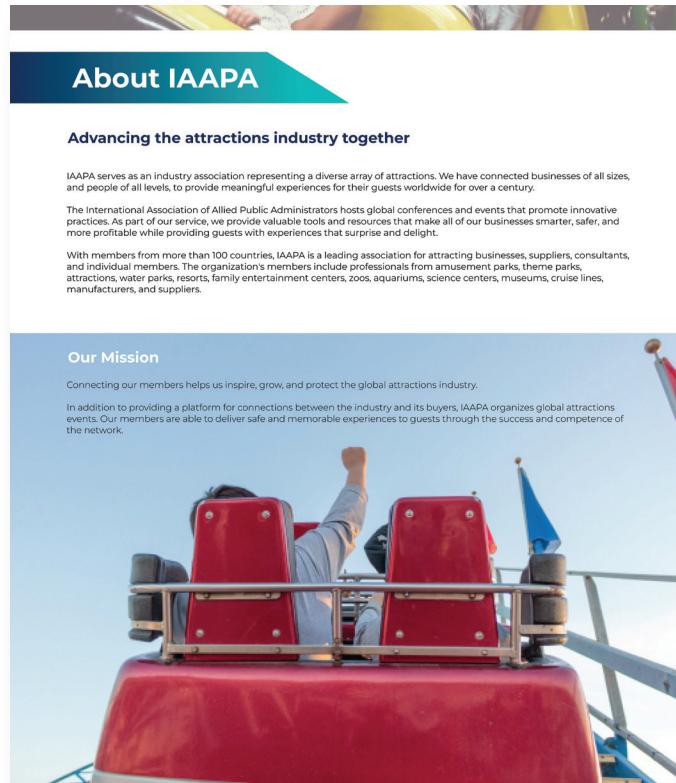
Vision

With global reach and impact, the International Attractions Association offers diverse and dynamic attractions industry services.

Purpose

Global Attractions brings the global attractions family together.

It is our goal to connect the diverse and dynamic attractions industry.



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You will get an email about once a month.

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Orlando, FL 32837

Pre-event - Our Sponsors

The screenshot shows the homepage of the CoastCon Virtuality 2021 website. At the top, there's a logo for "COASTCON VIRTUALITY 2021" featuring a stylized roller coaster track. To the right, a timer displays "Our Event Will Start In: 46 : 01 : 22 : 33". Below the timer are social media icons for Facebook, Twitter, Instagram, and LinkedIn. A navigation bar includes links for "ABOUT", "SCHEDULE", "SPEAKERS", "SPONSORS", "STORE", "ACCOUNT", and "TICKETS". The main content area features a large image of a crowded amusement park with various rides and food stands, including signs for "Nathan's Famous" and "The Flavor of New York Since 1916". A teal banner at the bottom left reads "Our Sponsors".

Thank you to our Sponsors!

The overwhelming gratitude we have for our sponsors cannot even be described by a simple "thank you.". Our mission is to provide a safe and secure experience for families worldwide, and that would not be possible without the support of our community.

We invite you to continue supporting IAAPA and CoastCon sponsors and their mission to make the world safer and more secure.



Become a Sponsor

Align your company with some of the most elite in the industry and receive added benefits such as year-round exposure on IAAPA.org.

Contact Us

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Contact Us

Tell your story.

Take advantage of customized sponsorship opportunities to leverage the power of your brand. Sponsorships help your company differentiate itself from its competitors and increase its visibility before, during, and after events. You can maximize exposure to your company at IAAPA Expos, conferences, and events - both in person and virtually - through the IAAPA Sponsorship Program.

This year, our members have questions about IAAPA's programs and events. Regarding sponsorship, For sponsorship information and news on upcoming events, new events including virtual programs, and more, please get in touch with Sponsorships@IAAPA.org.

The footer contains several links: "ABOUT", "SPONSORS", "SPEAKERS", "EVENT", "TICKETS", "SCHEDULE", "ACCOUNT", "FAQ", "Privacy Policy", "Terms & Conditions", "Refunds", "SUBSCRIBE TO OUR NEWSLETTER", and "IAAPA EXPO". There's also a "Contact Us" button and a "Subscribe" button. At the bottom, it says "You will get an email about once a month." and lists the IAAPA Expo logo, a phone number (+1 321-319-7600), an email address (IAAPA@IAAPA.org), and social media links for Facebook, Twitter, Instagram, and LinkedIn. The copyright notice at the bottom right is "©2021 CoastCon Virtuality | All rights reserved 4155 West Tait Vineland Road Orlando, FL 32837".

Pre-event - Speakers List

The screenshot shows the homepage of the CoastCon Virtuality 2021 website. At the top, there's a logo for "COASTCON VIRTUALITY 2021". Below it, a timer says "Our Event Will Start In: 46 : 01 : 22 : 33 Days | Hours | Minutes | Seconds". There are social media icons for Facebook, Twitter, Instagram, and LinkedIn. A navigation bar includes links for "ABOUT", "SCHEDULE", "SPEAKERS", "SPONSORS", "STORE", "ACCOUNT", and "TICKETS". The main image is a vibrant photo of a carnival or fairground with various rides and food stands, including one for "Nathan's Famous". Below the image, a section titled "Speakers" is visible.

This screenshot shows a specific session from the event. It's titled "IAAPA Institute for Attractions Managers" and is scheduled for 11AM on Nov 14th. The session starts at 8:00 AM and ends at 10:00 PM. The speaker list includes Matthew Cross, ICAE, Founding Partner & CEO, OE Experiences; Melissa Felder, Chief Revenue and Marketing Officer, California Academy of Sciences, San Francisco; David Gray, HR Director, Lagoon Amusement Park; Randy Josselyn, ICAE, Principal – Wildlife and Conservation, Gateway Ticketing Systems, Inc.; and Hugo Loyola, Corporate Process Manager, Fantasilandia Amusement Park.

This screenshot shows another session titled "IAAPA Rookies and Newcomers: FEC 101 (Day 2)". It's scheduled for 8:30 AM on Nov 14th. The session starts at 8:30 AM and ends at 10:00 PM. The speaker list includes Joe Camarota, COO, Alpha-Omega Amusements; Sherry Howell, Brand Engagement Director, CenterEdge Software; Jerry Merola, Managing Partner, Amusement Entertainment Management, LLC; Beth Standlee, Founder & CEO, TrainerEntertainment L.L.C.; Drew Tewksbury, Director of Sales and Marketing, McCowan Allied Specialty Insurance; Brandon Willey, CEO, Hownd; and Barry Zelickson, Owner, Zcor Entertainment Partners.

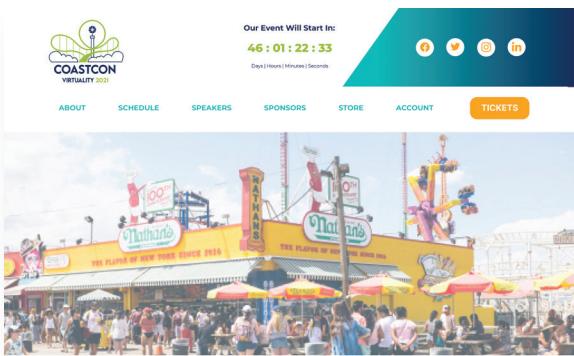
The screenshot shows the "Speakers" page of the website. At the top, there's a teal header with the word "Speakers". Below it is a detailed disclaimer about the views expressed by speakers. A navigation bar at the bottom of the page includes "All Day", "Nov 13th", "Nov 14th" (which is highlighted in yellow), "Nov 15th", "Nov 16th", "Nov 17th", "Nov 18th", and "Nov 19th". Underneath, there are three tabs: "Sessions", "Speakers" (which is also highlighted in yellow), and "My Interests". The main content area displays two sessions: "IAAPA Institute for Attractions Managers" at 11AM and "IAAPA Rookies and Newcomers: FEC 101 (Day 2)" at 8:30 AM. Each session card lists the speakers and their roles.

Pre-event - Schedule of Events

The screenshot shows the homepage of the CoastCon Virtuality 2021 website. At the top, there's a logo for "COASTCON VIRTUALITY 2021". Below it, a banner displays "Our Event Will Start In: 46 : 01 : 22 : 33 Days | Hours | Minutes | Seconds" with social media icons for Facebook, Twitter, Instagram, and LinkedIn. A navigation bar includes links for "ABOUT", "SCHEDULE", "SPEAKERS", "SPONSORS", "STORE", "ACCOUNT", and "TICKETS". The main content area features a large image of a carnival or fairground with various attractions like a roller coaster and food stands. Below this is a section titled "Schedule of Events". Under "About the Event", it says: "IAAPA Expo in Orlando, FL offers education sessions led by industry leaders to help you grow your business, to inspire you, and to advance your career. Topics include entertainment, facility operations, games and merchandise, food and beverage, financial management and information technology, human resources, marketing, safety, security and more! In addition to education sessions, EDU/Tours, networking events, and in-depth learning opportunities are available at an additional cost. IAAPA Certification: Participation in the education sessions at IAAPA Expo qualify for credit toward IAAPA Certification." A calendar at the bottom shows dates from "All Day" to "Nov 19th". Below the calendar is a grid for "Sessions", "Speakers", and "My Interests". Specific event details are listed for each slot, such as "18th Annual IAAPA International Charity Golf Tournament" at 8AM on Nov 13th.

The screenshot shows the IAAPA Expo website. At the top, there are tabs for "SCHEDULE", "SPONSORS", and "MY INTERESTS". The main content area shows a series of events with start times and descriptions. 1. **8AM**: "18th Annual IAAPA International Charity Golf Tournament" (8:00 AM - 2:00 PM). Description: Join industry colleagues for the 18th Annual IAAPA International Charity Golf Tournament benefiting Give Kids The World Village, the nonprofit resort that provides weeklong vacations to children with critical illnesses and their families. Shotgun start at 8 a.m. **11AM**: "IAAPA Institute for Attractions Managers" (8:00 AM - 10:00 PM). Description: The IAAPA Institute for Attractions Managers is the global attractions industry's premier professional development program for leaders with five or fewer years' experience in attractions management. Participants should be highly motivated with an interest in or some experience leading a team... **8:30 AM**: "IAAPA Rookies and Newcomers: FEC 101 (Day 2)" (8:30 AM - 10:00 PM). Description: Join experts in family entertainment center (FEC) management as they share insights and experiences to help individuals develop, plan, and operate an FEC. The program is designed for anyone who wants to become an FEC operator, as well as those looking for advice to help expand... **8:30 AM**: "EDUTour: A Behind-the-Scenes Look at How Central Florida's Largest Family-Owned Park, Fun Spot America, Delivers Safe, Clean Fun" (8:30 PM - 10:00 PM). Description: Experience an exclusive tour of Fun Spot America, Central Florida's only family-owned theme park. Meet the owners and learn firsthand how Fun Spot started as a family entertainment center (FEC) and has grown into a successful theme park. Learn about the cornerstones of the operation and discover... At the bottom, there's a footer with links for "ABOUT", "EVENT", "FAQ", "SUBSCRIBE TO OUR NEWSLETTER", and contact information including phone number (+1 321-319-7600), email (IAAPA@IAAPA.org), and social media links for Facebook, Twitter, Instagram, and LinkedIn. The footer also mentions "©2021 CoastCon Virtuality | All rights reserved 4155 West Taft Vineland Road Orlando, FL 32837".

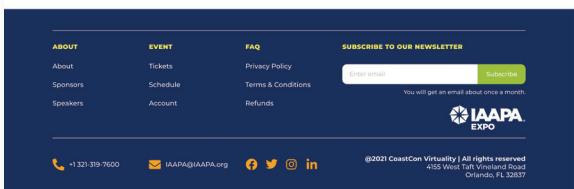
Pre-event - Ticket Purchase & Check Out



Ticket Pricing

| | GENERAL TICKETS EARLY BIRD SPECIAL! Ends Oct 19th \$27.50 | DELUXE TICKETS EARLY BIRD SPECIAL! Ends Oct 19th \$40.99 | EXECUTIVE TICKETS EARLY BIRD SPECIAL! Ends Oct 19th \$75.50 |
|--|---|--|---|
| Access to virtual show floor & all live virtual events | ✓ | ✓ | ✓ |
| Schedule events in your calendar | ✓ | ✓ | ✓ |
| Rewatch all the talk recordings during the whole event | ✓ | ✓ | ✓ |
| Searchable attendee list & connect with other attendees | ✓ | ✓ | ✓ |
| Download speaker presentations and recordings | ✗ | ✓ | ✓ |
| 10% off merchandise | ✗ | ✓ | ✓ |
| 1-on-1 15-minute meetings with 2 speakers of your choice | ✗ | ✗ | ✓ |
| 30-minute meet-and-greet with select vendors | ✗ | ✗ | ✓ |

FOLLOW US ON FACEBOOK & TWITTER!



Ticket Purchase

| | |
|--|---------------|
| General ticket Early bird special \$27.50 | [Quantity: 1] |
| Deluxe ticket Early bird special \$40.99 | [Quantity: 0] |
| Executive ticket Early bird special \$75.50 | [Quantity: 0] |
| General ticket \$32.50 | [Quantity: 0] |
| Deluxe ticket \$47.99 | [Quantity: 0] |
| Executive ticket \$86.50 | [Quantity: 0] |

ENTER PROMO CODE

SUBTOTAL **\$27.50**



Check Out

CONTACT INFORMATION

Or [LOG IN](#) for a faster experience

| | |
|-----------------------|----------------------|
| First Name | <input type="text"/> |
| Surname | <input type="text"/> |
| Username | <input type="text"/> |
| Email Address | <input type="text"/> |
| Confirm Email Address | <input type="text"/> |
| Password | <input type="text"/> |
| Confirm Password | <input type="text"/> |

[CREATE AN ACCOUNT](#)

PAYMENT INFORMATION

| | |
|-----------------------------------|---|
| <input type="radio"/> Credit Card | <input checked="" type="radio"/> PayPal |
| CARD NUMBER* | |
| EXPIRED DATE* | |
| CVV* | |

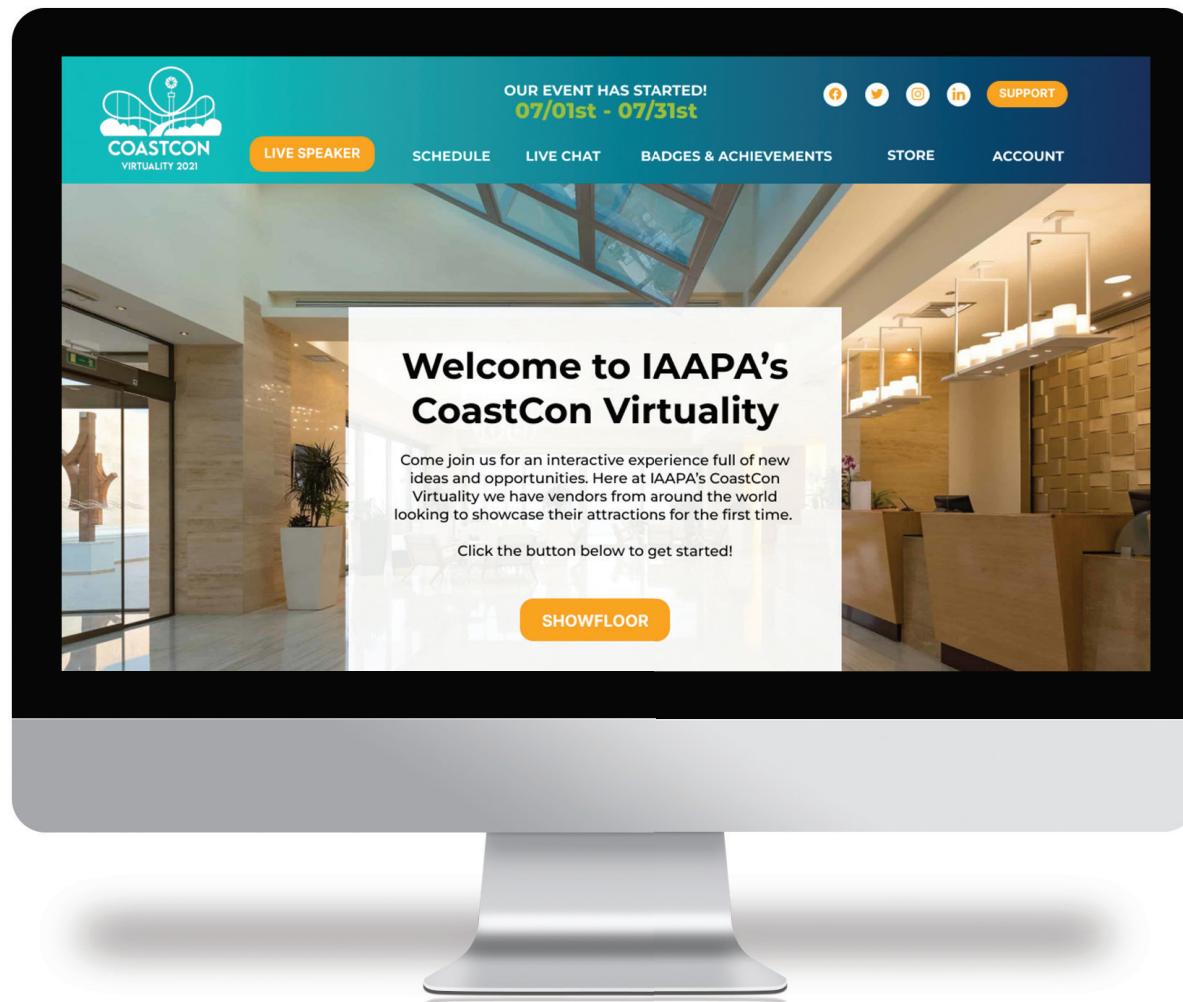
BILLING INFORMATION

| | |
|--------------|----------------------|
| First Name* | <input type="text"/> |
| Surname* | <input type="text"/> |
| Company Name | <input type="text"/> |
| Address 1* | <input type="text"/> |
| Address 2 | <input type="text"/> |
| City* | <input type="text"/> |
| Zip Code* | <input type="text"/> |
| Country* | <input type="text"/> |

[PLACE ORDER](#)



During the Event Website Prototype



View full pre-event web design and prototype at
tinyurl.com/tramtran-coastcon-event

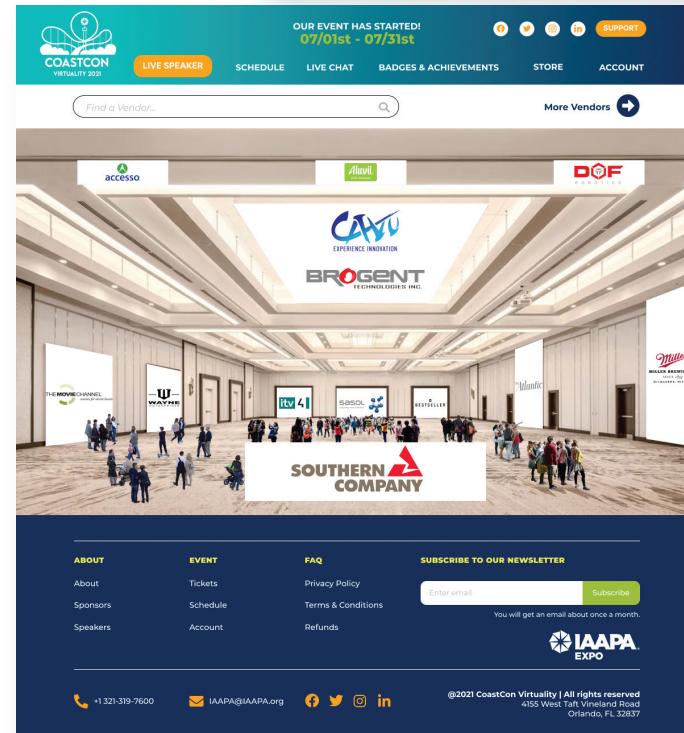
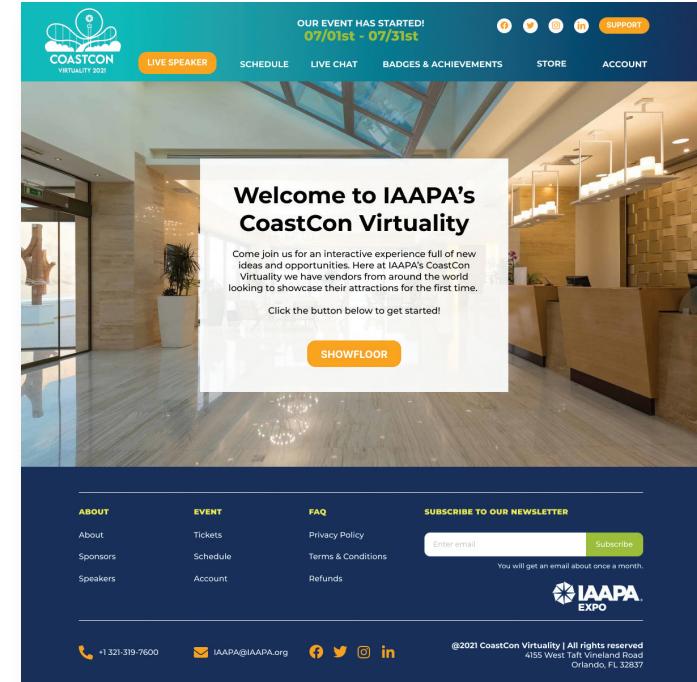
Event - Lobby & Show Floor

Our event website is designed to be a hub of excitement and exploration, where attendees can gather their thoughts, plan their next moves, and freely navigate through the offerings. With a user-friendly navigation menu, attendees can easily discover vendors and explore what they have to offer.

Our priority is to ensure that attendees have a seamless experience, with easy access to everything they need to make the most of the event. We understand that attendees are looking forward to discovering new and exciting things, and we are committed to making that experience as smooth and enjoyable as possible.

Meanwhile, vendors can look forward to a high level of engagement from prospective buyers, as attendees are encouraged to explore and discover new products and services. We want vendors to feel confident that they will get the exposure they need to make a successful impact at the event.

Overall, our focus on easy access and navigation is key to the success of our event. We are excited to see attendees and vendors alike engage with the offerings, make meaningful connections, and have a memorable experience.



Event - Store Front

The storefront page is a valuable resource for attendees seeking information on vendors, including their promotions and representatives available for connection. Our goal is for attendees to be well-informed and excited about the businesses featured, while also providing vendors an opportunity to attract prospective buyers through their page.

The screenshot shows the CoastCon Virtuality 2021 storefront page. At the top, there's a teal header with the CoastCon logo, the text "OUR EVENT HAS STARTED! 07/01st - 07/31st", and social media icons. Below the header, there are navigation tabs: LIVE SPEAKER, SCHEDULE, LIVE CHAT, BADGES & ACHIEVEMENTS, STORE, and ACCOUNT. The STORE tab is active, showing a "GLOBAL VENDOR GROUP PRIVATE" dropdown menu where "Southern Company" is selected. A "Create Private Chat" button is also present. On the right, a sidebar for "KARLA" shows a private chat window with several messages from users asking about Southern Company's energy innovation and greenhouse gas emissions. The main content area features a large white sign for "SOUTHERN COMPANY" with a red triangle logo. Below the sign, a red circular banner says "5 decades of innovation". To the left, there's a small seating area with a red table and two brown chairs. The bottom of the page has a dark footer with links for About, Event, FAQ, and a newsletter sign-up form. The IAAPA EXPO logo is at the very bottom.

OUR EVENT HAS STARTED!
07/01st - 07/31st

LIVE SPEAKER SCHEDULE LIVE CHAT BADGES & ACHIEVEMENTS STORE ACCOUNT

GLOBAL VENDOR GROUP PRIVATE

Southern Company KARLA is Chatting + Create Private Chat

Hello! My name is Karla, what can I help you with today?

Hello! I am doing a research paper and was wondering what the Southern Company is doing about the greenhouse gas (GHG) emissions?

Great question! In 2020, the system reduced GHG emissions 52% from its 2007 benchmark levels, through partnerships we've fostered with business, government and research institutes.

For more info, check out our website at <http://www.southerncompany.com/innovation/federal-partnerships.html>

Bringing energy to homes and businesses across the country.

5 decades of innovation

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Enter email

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Event - Schedule

OUR EVENT HAS STARTED! 07/01st - 07/31st

LIVE SPEAKER | SCHEDULE | LIVE CHAT | BADGES & ACHIEVEMENTS | STORE | ACCOUNT

Sessions

Don't miss out on any of our sessions! Check out our schedule and reserve a seat right now!

| All Day | Nov 13th | Nov 14th | Nov 15th | Nov 16th | Nov 17th | Nov 18th | Nov 19th |
|---------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | | | |

Sessions **Speakers** **My Interests**

BAM

8:00 AM - 2:00 PM
18th Annual IAAPA International Charity Golf Tournament

Join industry colleagues for the 18th Annual IAAPA International Charity Golf Tournament benefiting Give Kids The World Village, the nonprofit resort that provides weeklong vacations to children with critical illnesses and their families. Shotgun start at 8 a.m.

Reserved **More Info**

BAM

8:00 AM - 10:00 PM
IAAPA Institute for Attractions Managers

The IAAPA Institute for Attractions Managers is the global attractions industry's premier professional development program for leaders with five or fewer years' experience in attractions management. Participants should be highly motivated with an interest in or some experience leading a team...

Speaker Matthew Gross, ICAE, Founding Partner & CEO, OE Experiences **Speaker** Melissa Felder, Chief Revenue and Marketing Officer, California Academy of Sciences, San Francisco

Reserve **More Info**

BAM

8:30 AM - 10:00 PM
IAAPA Rookies and Newcomers: FEC 101 (Day 2)

Join experts in family entertainment center (FEC) management as they share insights and experiences to help individuals develop, plan, and operate an FEC. The program is designed for anyone who wants to become an FEC operator, as well as those looking for advice to help expand...

Speaker John Camarota, COO, Alpha-Omega Amusements **Speaker** Sherry Howell, Brand Engagement Director, CenterEdge Software

Reserve **More Info**

BAM

5:30 PM
EDUTour: A Behind-the-Scenes Look at How Central Florida's Largest Family-Owned Park, Fun Spot America, Delivers Safe, Clean Fun

Experience an exclusive tour of Fun Spot America, Central Florida's only family-owned theme park. Meet the owners and learn firsthand how Fun Spot started as a family entertainment center (FEC) and has grown into a successful theme park. Learn about the cornerstones of the operation and discover...

Reserved **More Info**

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LIVE SPEAKER | SCHEDULE | LIVE CHAT | BADGES & ACHIEVEMENTS | STORE | ACCOUNT

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Sessions **Speakers** **My Interests**

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Reserve **More Info**

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OUR EVENT HAS STARTED! 07/01st - 07/31st

LIVE SPEAKER | SCHEDULE | LIVE CHAT | BADGES & ACHIEVEMENTS | STORE | ACCOUNT

Speakers

Don't miss out on any of our sessions! Check out our schedule and reserve a seat right now!

| All Day | Nov 13th | Nov 14th | Nov 15th | Nov 16th | Nov 17th | Nov 18th | Nov 19th |
|---------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | | | |

Sessions **Speakers** **My Interests**

Matthew Gross, ICAE
Managing Partner & CEO, OE Experiences

Sessions

- IAAPA Institute for Attractions Managers
- IAAPA Institute for Attractions Managers (Day 2)
- IAAPA Institute for Attractions Managers (Day 3)

Matthew Gross, ICAE
Managing Partner & CEO, OE Experiences

Matthew has a proven executive track record, with experience in the hospitality, real estate development, financial services, and themed entertainment industries.

Prior to starting OE Experiences, Matthew was CEO of Boyd Holloway Reports, Inc., where he oversaw the development of a new concept in themed hospitality which accommodates the needs of the modern traveler.

Matt Heller, ICAE
Founder, Performance Optimist Consulting

Matthew has spent 34 years in the attractions industry, spending time in both operations and human resources. In 2011, Matt created his own leadership development consulting

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Greg Hale, ICAE
Vice President - Chief Safety Officer, Worldwide Safety & Health and Engineering, Disney Parks, Experiences and Products

Sessions

- IAAPA Standards Harmonization Meeting

Greg Hale, ICAE
Vice President - Chief Safety Officer, Worldwide Safety & Health and Engineering, Disney Parks, Experiences and Products

Greg Hale is the Vice President - Chief Safety Officer of Worldwide Safety & Health and Engineering at Disney Parks, Experiences and Products. He leads a global team of ride design, operations, and maintenance professionals that keep Disney on the leading edge of theme park safety and technology advancements.

Greg recently served as the 2017 Chairman of the International Association of Amusement Parks and Attractions (IAAPA). He has been an active volunteer with IAAPA for more than 18 years, including serving on the Government Relations, New Technology Awards, Nominating, and Strategic Planning committees. He currently serves as a member of the Board of Directors and as Chairman of the 2020-2021 year. Greg has been a speaker on industry safety-related topics at IAAPA events around the world. He also plays a key leadership role in the association's efforts to develop and harmonize industry safety standards around the globe, facilitating safety standards meetings in over 22 countries throughout Asia, Europe, Latin America, and Australia.

Beth Standlee
Founder & CEO, TrainerTainment LLC

Beth Standlee is the Owner and CEO of TrainerTainment and author of *People Buy From People: How to Personally Connect in an Instantly Connected World*. Beth and her company provide training and consulting services to help companies increase sales, customer loyalty, and employee engagement.

Jason Freeman
VP of Hub Safety, Six Flags Corporate

Sessions

- IAAPA Rookies and Newcomers: FEC 101
- IAAPA Institute for Attractions Managers (Day 2)
- IAAPA Institute for Attractions Managers (Day 3)

Jason Freeman
VP of Hub Safety, Six Flags Corporate

Matthew has a proven executive track record, with experience in the hospitality, real estate development, financial services, and themed entertainment industries.

Prior to starting DE Experiences, Matthew was CEO of Boyd Holloway Reports, Inc., where he oversaw the development of a new concept in themed hospitality which accommodates the needs of the modern traveler.

Sherry Howell
Brand Engagement Director, CenterEdge Software

Sessions

- IAAPA Rookies and Newcomers: FEC 101
- IAAPA Rookies and Newcomers: FEC 101 (Day 2)
- IAAPA Rookies and Newcomers: FEC 101 (Day 3)

Sherry Howell
Brand Engagement Director, CenterEdge Software

Sherry will serve as the Brand Engagement Director for CenterEdge Software where she provides operational best practices and tools to help family entertainment and amusement clients operate more effectively. With over 12 years experience in the theme park industry, Sherry has worked in all sales, marketing, guest service, quality control, training and adult learning, leadership, and more. In addition to working with and

Brandon Willey
CEO, Hownd

Sessions

- IAAPA Rookies and Newcomers: FEC 101
- IAAPA Rookies and Newcomers: FEC 101 (Day 2)
- IAAPA Rookies and Newcomers: FEC 101 (Day 3)
- Family Entertainment Center (FEC) Lunch: FEC Trends
- Collecting and Protecting Customer Data in the New World of Privacy
- FEC Increasing Customer Lifetime Value and Driving Repeat Visits
- FEC Sustainable Initiatives for Protecting the Planet

Brandon Willey
CEO, Hownd

Founder and CEO of Hownd, an effortless foot traffic™ platform for FECs and Attractions across the world, Brandon Willey has developed a passion for the attractions industry as well as a deep knowledge of the local marketing ecosystem and experience economy. Brandon is the chair-elect of IAAPA's FEC Committee, on the IAAFA board, and can be found at most IAAPA events around the world.

Barry Zelickson
Owner, Zoor Entertainment Partners

Barry's Zoor Entertainment Partners company had the pleasure of being a part of Big Thrill Factory's concept in 2013 to be named the Top FEC of the World (North America) in 2017. He is active in the FEC community and is currently member of the IAAFA board. Barry has over 20 years of experience working with both large and small corporations in the areas of Real Estate, Marketing and the CSR industry. In addition, after buying their first Zoor Entertainment, opened

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VIEW ALL

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Event - Attendees Account

The screenshot shows the 'Welcome, Jane!' page for the CoastCon Virtuality 2021 event. At the top, there's a banner with the event logo and the text 'OUR EVENT HAS STARTED! 07/01st - 07/31st'. Below the banner are navigation links: SCHEDULE, LIVE CHAT, BADGES & ACHIEVEMENTS, STORE, and ACCOUNT.

The main content area features a profile picture of Jane Doe and a 'Profile & Settings' button. To the right, there are sections for 'ACCOUNT', 'PROFILE', and 'SETTINGS'. The 'ACCOUNT' section includes fields for Email (janedoe@gmail.com) and Password (*****). The 'PROFILE' section lists Full Name (Jane Doe), Account Type (Attendee), Company (Lockheed Martin), Job Title (Graphic Designer), Introduction (Theme park enthusiast!), and Social Media (Facebook icon). The 'SETTINGS' section has three checkboxes: 'Receive message notifications via email', 'Receive schedule reminders via email', and 'Make your profile visible to your connection'.

At the bottom, there are links for 'ABOUT', 'EVENT', 'FAQ', and 'SUBSCRIBE TO OUR NEWSLETTER'. The 'ABOUT' section includes links for About, Sponsors, and Speakers. The 'EVENT' section includes Tickets, Schedule, and Refunds. The 'FAQ' section includes Privacy Policy, Terms & Conditions, and Refunds. The 'SUBSCRIBE TO OUR NEWSLETTER' form has fields for 'Enter email' and 'Subscribe'.

At the very bottom, there are footer links for IAAPA EXPO, contact information (+1 321-319-7600, IAAPA@IAAPA.org, social media icons), and copyright information (@2021 CoastCon Virtuality | All rights reserved 4155 West Taff Vineland Road Orlando, FL 32837).

This screenshot shows the same 'Welcome, Jane!' page after performing a search for 'Ashlea Leyton'. The search results are displayed under the 'YOUR CONNECTION' section. It shows a profile picture of Ashlea Leyton with the text 'Ashlea Leyton Student / UCF'. Below her profile are two other connection cards: 'Suzy Daniell' (I love roller coaster!) and 'Ronald Lee'. Further down, there are two more connection cards: 'Hugo Jacobson' (Cast Member / Disney) and 'Steven Bancroft' (Ferris wheels are fun). Each card includes a 'Profile & Settings' button and a small message icon.

The bottom of the page features a footer with links for 'ABOUT', 'EVENT', 'FAQ', and 'SUBSCRIBE TO OUR NEWSLETTER'. The 'ABOUT' section includes links for About, Sponsors, and Speakers. The 'EVENT' section includes Tickets, Schedule, and Account. The 'FAQ' section includes Privacy Policy, Terms & Conditions, and Refunds. The 'SUBSCRIBE TO OUR NEWSLETTER' form has fields for 'Enter email' and 'Subscribe'.

At the very bottom, there are footer links for IAAPA EXPO, contact information (+1 321-319-7600, IAAPA@IAAPA.org, social media icons), and copyright information (@2021 CoastCon Virtuality | All rights reserved 4155 West Taff Vineland Road Orlando, FL 32837).

This screenshot shows the search results for 'Ashlea Leyton' on the CoastCon Virtuality 2021 attendees account page. The results are displayed under the 'SEARCH RESULT' section. It shows a profile picture of Ashlea Leyton with the text 'Ashlea Leyton Student / UCF'. Below her profile is a 'Profile & Settings' button and a small message icon.

The bottom of the page features a footer with links for 'ABOUT', 'EVENT', 'FAQ', and 'SUBSCRIBE TO OUR NEWSLETTER'. The 'ABOUT' section includes links for About, Sponsors, and Speakers. The 'EVENT' section includes Tickets, Schedule, and Account. The 'FAQ' section includes Privacy Policy, Terms & Conditions, and Refunds. The 'SUBSCRIBE TO OUR NEWSLETTER' form has fields for 'Enter email' and 'Subscribe'.

At the very bottom, there are footer links for IAAPA EXPO, contact information (+1 321-319-7600, IAAPA@IAAPA.org, social media icons), and copyright information (@2021 CoastCon Virtuality | All rights reserved 4155 West Taff Vineland Road Orlando, FL 32837).

Event - Guest Speakers Account

Welcome, Melissa!

Profile & Settings

Company: California Academy of Sciences, San Francisco
Full Name: Melissa Felder
Account Type: Speaker
Email: m.felder@calacademy.org
Password: *****
Job Title: Chief Revenue and Marketing Officer
Introduction:
I have a passion for creating purpose-driven consumer branded experiences. I am a motivated Marketing, Sales and Operations leader that builds thriving businesses. I pair compelling strategic vision with impactful execution to drive revenue while continually identifying operational efficiencies to ensure profitable, sustainable growth. I do this by combining my brand marketing skills with hands-on, motivational sales leadership and sound P&L management. I have driven over \$300 MM in profitable incremental revenue for consumer-focused tourism/hospitality, financial services, package goods, technology, and retail organizations. Proven success in large, public and small, private start-up settings as well as non-profits. I am a credible team leader highly accountable for delivering results with integrity.
Social Media: [Twitter](#) [LinkedIn](#)
Receive message notifications via email

Downloadable Assets

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Speakers List

Messages

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Welcome, Melissa!

Profile & Settings

Downloadable Assets

Upload Files

Speakers List

Messages

Find a Speaker...

Speaker
Joe Camarota
COO
Alpha-Omega Amusements
[Email](#) [LinkedIn](#)

Speaker
Drew Tewksbury
Director of Sales and Marketing
McGowan Allied Specialty Insurance
[Email](#) [LinkedIn](#)

Speaker
Brandon Willey
CEO
Hownd
[Email](#) [LinkedIn](#)

Speaker
Sherry Howell
Brand Engagement Director
CenterEdge Software
[Email](#) [LinkedIn](#)

Speaker
Beth Standlee
Founder & CEO
Trainertainment LLC
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June 9th, 2022 **Presentation Guidelines**
Jane Thomas, Peter Bischof, Chad Manzo...
Hello everyone, I received the presentation guidelines from IAAPA, thought I would share...

June 1st, 2022 **Welcome!**
Hal McEvoy, Joe Camarota, Drew Tewksbury...
Good morning team, I am Hal McEvoy, President and CEO at IAAPA, I would like to thank all of you...

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Mẹ's Recipes

Layout Design

ABOUT

In order to challenge myself in publication design, I chose to create a recipe book celebrating my Vietnamese culture and heritage. I wanted to showcase a lesser-known aspect of Vietnamese cuisine beyond the usual dishes of Pho, summer rolls, or Banh-mi. Through this recipe book, I aimed to highlight the unique culture and tradition of Vietnamese family meals, which are simple, easy to cook, and evoke a sense of hominess, gathering, and nostalgia within the Vietnamese community. My goal was to bring this valuable custom closer to Vietnamese descendants around the world, making their daily family meals feel like a "home away from home."

To achieve this, I named the recipe book "Mẹ's Recipes," using the most common word for "mother" in Vietnamese. It delivers love from Vietnamese mothers and the beloved memories of family meals. The book includes sections for Beef, Pork, Chicken, Vegetarian/Vegan, and Desserts, and features recipes collected from Vicky Pham's and Lisa Le's blogs.

AUDIENCE

The target audience is individuals within the age range of 18-30. The majority of this group is either single, dating, or newly married (1-3 years) and has at least a high school diploma education. Their lifestyle is characterized by an energetic and outgoing nature, enjoying good times with friends and family. They are interested in trying and cooking Vietnamese food, as well as connecting with Vietnamese culture and traditions through cuisine. This audience is located in suburban and metropolitan areas.

View a full version of this book at www.tramtran.art/work-me-recipes

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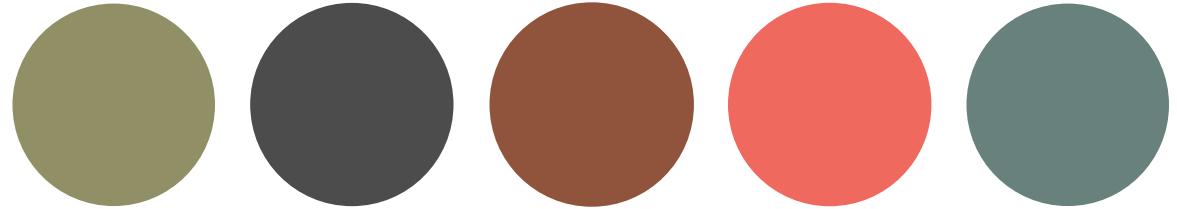
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Saigon
Subheading

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Body Text

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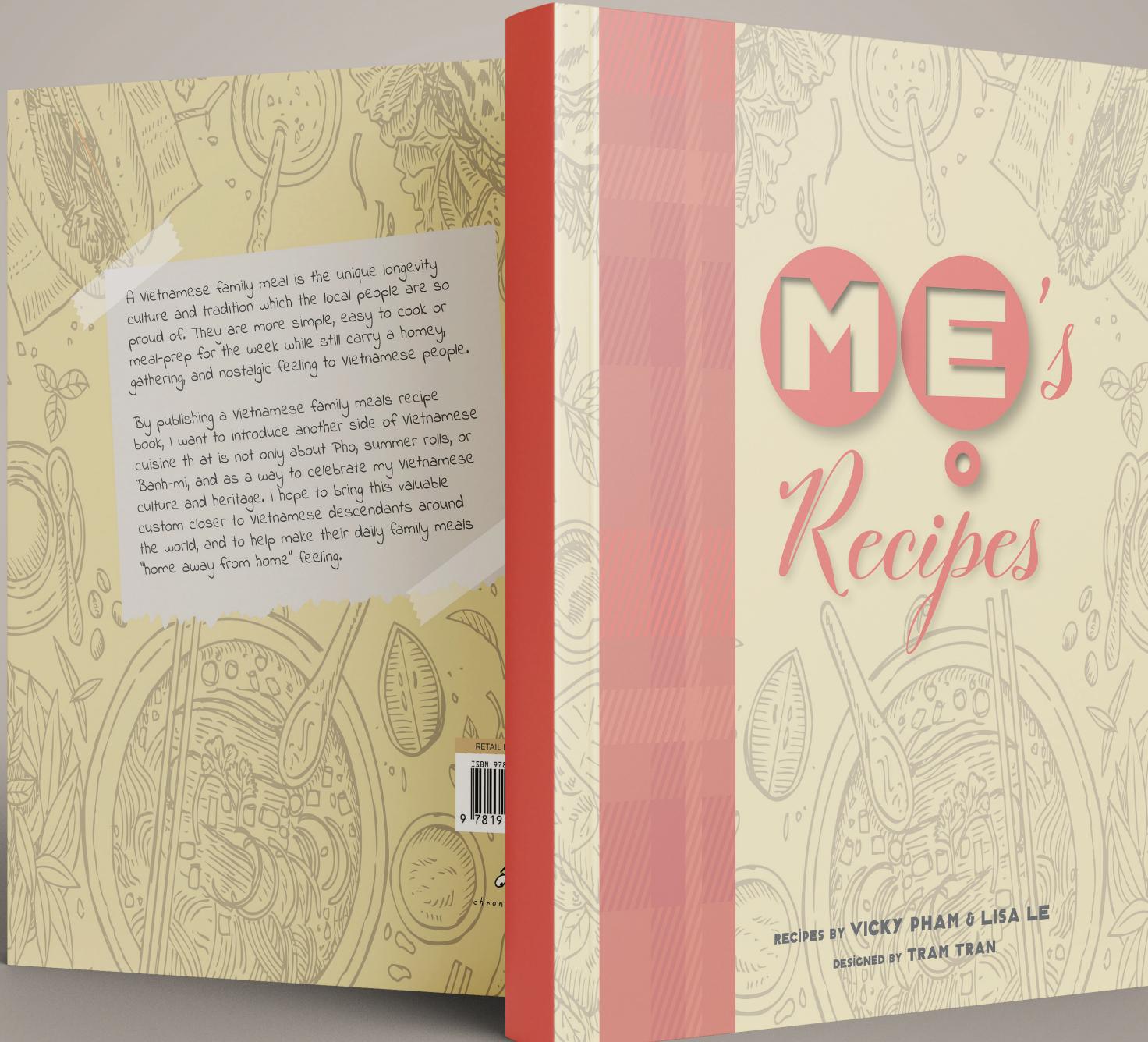
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CMYK: 62, 38, 48, 9
RGB: 105, 129, 124
HEX: #69817C



Introduction Pages



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INTRODUCTION

Hello we are Vicky Pham and Lisa Le, two passionate Vietnamese food bloggers that have been posting Vietnamese home-cooked meals recipes on the internet!

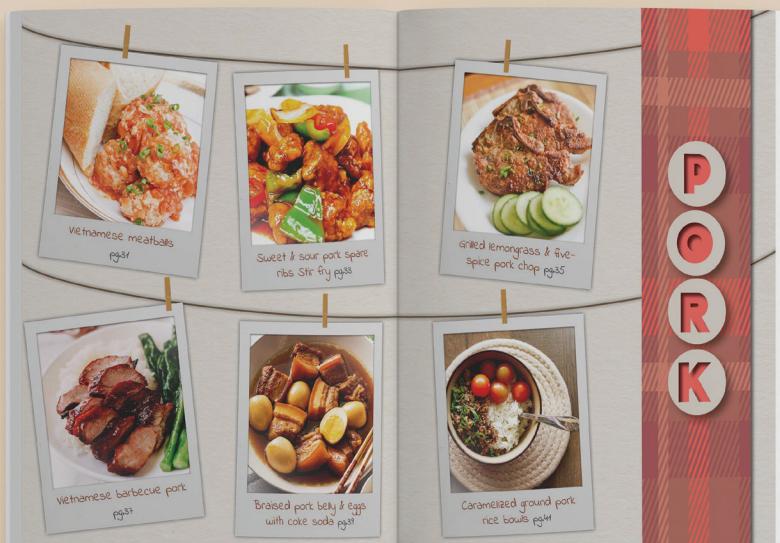
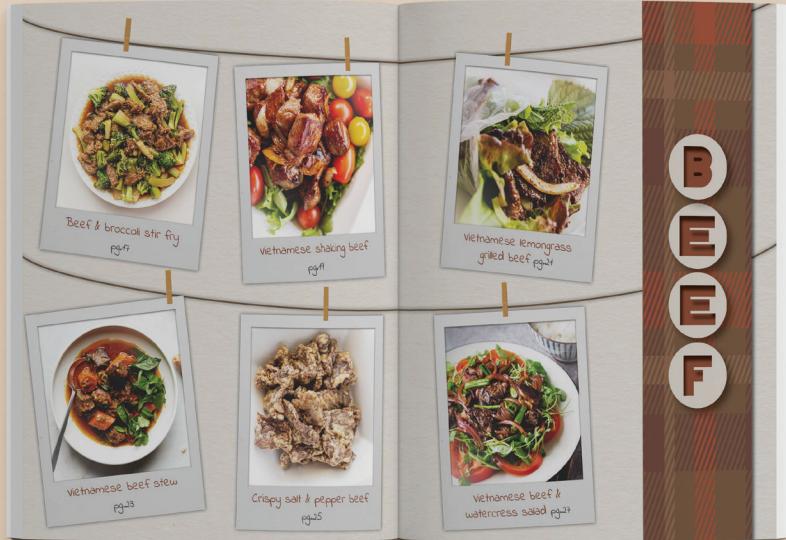
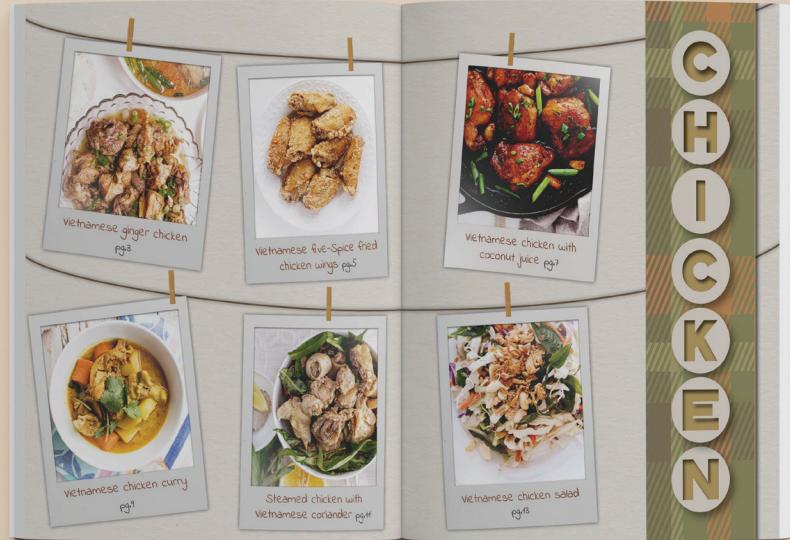
Vietnamese cuisine beautifully encompasses sweet, sour and savory. Its reliance to fresh herbs and vegetables makes it one of the healthiest cuisines in the world, and the cuisine that we strive to keep alive in our kitchens.

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 prep for the week, while still carrying a homely gathering and nostalgic feeling to Vietnamese people.

By publishing a Vietnamese family meals recipe book, we wanted to introduce another side of Vietnamese cuisine that is not only about the summer rolls, or Banh-mi, and as a way to celebrate our Vietnamese culture and heritage, we 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 we hope you will enjoy reading this book and may it help you feel closer to our dearest Vietnam homeland.

Tram Tran
Vicky Lea & Tram

Splash Pages



Splash Pages



Recipe Pages

Vietnamese ginger chicken

One of my favorite Vietnamese flavored dishes is ginger chicken or Gà Chó Giang. It's a simple dish of bone-in chicken (legs, drumsticks or thighs). It's typically served family-style with steamed rice and a vegetable side.

The below recipe includes the traditional method of using sugar to caramelize or brown the chicken before braising. This dish is always tastier the next day as the marinade soaks into the chicken more. Double the recipe for a delicious leftovers. The future-hungry you will thank you.

INGREDIENTS

Chicken

- 4 lbs bone-in chicken (legs, drumsticks or thighs)
- Salt for washing chicken (4 lbs)

Marinade

- 4 lbs chicken stock powder
- 3 lbs granulated white sugar
- 1 cup soy sauce
- 1/2 cup black pepper
- 1/2 cup MSG
- 2 1/2 lbs fish sauce (add later)

Caramel Color

- 2 lbs granulated white sugar

Aromatics

- 2 lbs vegetable oil
- 2-inch piece ginger (thumb size, peel and slice into thin strips)
- 3 garlic cloves (peel and dice)
- 4 large shallots (peel and dice)
- 1/2 cup white wine
- 1/2 cup black pepper
- 2 lbs chopped green onions

Time

- 10 minutes 10 lbs people

INSTRUCTIONS

1. Chop up chicken into large, 2-inch pieces. Coat the chicken generously with salt. Rub salt into the chicken to give it a good scrubbing. Scrape chicken skin often with a knife if needed. Rinse under cold running water then drain dry.
2. Marinate chicken with chicken stock powder, sugar, salt, MSG and black pepper for at least 45 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, wait until sugar melts and caramelize to a dark amber color. Sugar will burn quickly with lots of smoke. Once to do this outside if possible. Do not walk away. Wait until sugar caramelize to dark amber, 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 the 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 10 minutes and reduce heat to a low simmer. After 10 minutes, remove the 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 sprinkle of chopped cilantro. Serve with steamed rice for a full meal.

4

Vietnamese mung bean dumplings

Banh fl Tron - Vietnamese Mung Bean Dumplings are traditional and simple Vietnamese dumplings. My grandmother and I made them for the first time together after we had some excess mung bean mixture from making view years' rice cakes. She taught me how to make the dough, how to cook the mung beans, how to pinch off the excess dough so that the dumplings weren't too goopy.

My grandmother has taught me not only the cuisine, but also just living around her. I learn more about the culture. The Vietnamese traditional values, as old school as they are, are down to being a strong independent woman and to support your family.

INGREDIENTS

Filling

- 2 lbs (450 g) mung beans
- 1/2 cup salt
- 1/2 cup vegetable oil
- 1/2 medium onion sliced
- 1/2 cup vegetable oil

Green onion oil

- 3 stalks green onions, chopped, white part only discarded
- 1/4 cup vegetable oil

Dough

- 1 1/2 lbs glutinous rice flour
- 1 cup salt
- 1/2 cups warm water

Time

- 10 minutes 10 lbs people

INSTRUCTIONS

1. Soak mung beans for two hours in warm water or overnight in cold water, then drain. Transfer to a large pot, add 1/2 cup salt and 40 cups water until it's just covered. Bring to a boil, then lower to medium low to simmer, stirring occasionally. Once the water is mostly gone (15-20 minutes), bring down to the lowest heat position and cover, allowing the beans to soak up the remaining water and soften completely. Mash with a potato masher or with the back of a spoon until its the consistency of mashed potatoes.
2. To make the onion oil, gently heat 1/2 cup vegetable oil with sliced onions to get the onion flavor. Cook until the onions are soft and falling apart, about 15 minutes. Strain onion oil to add to the cooked mung beans. Similarly, make the green onion oil by gently heating the oil then removing from heat (about 3 minutes) for the onions to cool.
3. Remove mung beans from heat after 25-30 minutes. Add the strained onions and 1/2 cup black pepper. Mix until incorporated. Roll into 1 inch balls and set aside.
4. To make the dough, mix together glutinous rice flour, salt and 3 1/2 cups onion oil. Add water (1/2 cup) at a time until a dough forms.
5. Take about 3-5 tsp sized chunks of the dough and pinch out to just under 1/4 inch thickness to make 3 inch circles. Wrap the 1 inch bean balls until covered, pinching off any excess dough.
6. When the dumplings are all made, cook them by boiling a large pot of water with 1/2 cup of salt and a dash of regular or coconut oil. Once at a rolling boil, cook the dumplings in batches, gently stirring occasionally to keep the dumplings from sticking together. Wait until they float to the top for about a minute or two before removing from the water.
7. Remove and let cool briefly in a bowl of ice water, then drain. Arrange on a lightly oiled platter. Using the onion oil, and drizzle some onion oil over top so they don't stick together. To serve, add the green onion oil on top with some right on dipping sauce.

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Vietnamese "shaking" beef

The first time I had Vietnamese Shaking Beef or BoLucLoc was in Muine, Vietnam, a beach resort town outside of Saigon/VN Chi Minh city. We were docked to our resort when we pulled over to a random beach-front restaurant to freshen up and fill our bellies. In the beautiful country of Vietnam and in the city of seafood gods, I ordered a hamburger. You live and learn. Luckily my husband ordered Shaking Beef and nicely offered me a bite. After one bite of this flavorful Vietnamese dish of seared beef cubes, I begged my hamburger dude to send his plate over to me and finished his food like a stealth ninja.

INSTRUCTIONS

1. In a large bowl, marinade beef with sugar, salt, black pepper, and minced garlic 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 sear on all sides by shaking beef until medium rare. No more than 2-3 minutes total. Transfer to a bowl and set aside.
3. To the now empty skillet, add butter, once melted, add onions and garlic. Sauté 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 seared 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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Recipe Pages

Caramelized ground pork rice bowls

If one of your resolutions is to eat out less, a great way to be successful at keeping it is to be prepared by having food ready to go at home. I like to stock up my fridge every week and prep meals in advance. To avoid the temptation of grabbing dinner at a restaurant or use takeout, I ensure my freezer is stocked with some type of ground meat (pork, beef, turkey, and chicken) for a quick and easy meal.

ground meat marinates a bit quicker and cooks up a bit 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 (buy substitute with other ground meat such as chicken, turkey, etc.)
- 1 cup oil (coconut oil recommended)
- 1/2 yellow onion (diced; about 1/2 cup)
- 2 garlic cloves (minced)
- 1/4 cup granulated sugar
- 1/4 tsp ground black pepper
- 2 tbsp fish sauce
- 2 tsp chicken or mushroom bouillon powder
- 1 green onion (optional; sliced)

other ingredients

- Steamed rice
- Sliced vegetables (tomatoes, cucumbers, lettuce, kimchi, and/or other pickled vegetables)

⌚ 15 minutes | ⚡ 4-6 people

PORK



INSTRUCTIONS

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



Choy sum & garlic stir fry

Choy sum is a green stalky and leafy vegetable that is common in Asian cooking. It also known as Chinese Broccoli or Chinese Kale. In Vietnamese, it's called Rau Cải Xanh, when the stalk grows older, it turns small yellow blossom, which is very common to see in the supermarket. You can only see the presence of the small yellow blossoms to spot choy sum in the supermarket. However, it's best to get them without the blossoms as they are younger and tender.

No meal is complete without a vegetable side dish. For me, I must have some sort of vegetable or just feel better for the day one vegetable that I always pick up at the Asian supermarket that I know is healthy, versatile and we last in the fridge for a couple of days is choy sum. For a quick vegetable side dish on a busy weeknight, I make a simple choy sum and garlic stir-fry (Cai Xao Tau).

INGREDIENTS

- 1 large bunch choy sum (about 1 lb, trim off ends and wash thoroughly)
- 1 tbsp vegetable oil
- 6 cloves garlic (peeled and minced)
- 1/2 tsp sea salt
- 1/2 tsp chicken bouillon powder
- 1/4 tsp sesame oil
- 1/4 tsp ground white pepper
- 1/2 tbsp fried garlic (optional)

⌚ 15 minutes | ⚡ 4-5 people

VEGETARIAN



INSTRUCTIONS

- In a large wok, bring water to a rolling boil and blanch the choy sum for 2-3 minutes.
- Place a colander in the sink and drain the content of the wok into the colander, discarding the water. Rinse blanched choy sum with cold running water to stop the cooking process, then drain dry. Set aside.
- Dry the wok and bring it back to the stove. Add vegetable oil and garlic. Sauté on medium high until golden brown.
- Add blanched choy sum. Season with sea salt, stock powder, sesame oil and white pepper. Gently toss until evenly mixed.
- Garnish with fried garlic and serve.



Vietnamese coconut pandan waffles

My mom, sister and I would take a girl trip every once in a while to San Jose and hang out at Second Century Mall the epicenter of all things Vietnamese. We don't mind for shopping but go there for inexpensive and authentic Vietnamese food at the food court, we would gravitate to our favorites with wonderful Vietnamese dishes until we cannot eat no more. Before leaving the mall, the bakery at the front greets us with the sweet aroma of Vietnamese coconut pandan waffles. These waffles are freshly made at the front and we can't help buying the mall without a couple (or 20) of these green waffles to go. These coconut pandan waffles mark the conclusion and highlight of our San Jose trip.

INGREDIENTS

- 2 cups premix pancake flour
- 1 egg
- 1/2 cup coconut milk
- 2 tbsp vegetable oil plus additional 1/2 tsp for greasing waffle iron
- 1/2 cup granulated white sugar
- 1/2 tsp pandan extract
- 1/2 cup shredded coconuts (optional)

⌚ 45 minutes | ⚡ 8-10 people

DESSERT



INSTRUCTIONS

- In a large bowl mix together premix pancake flour, egg, coconut milk, vegetable oil, sugar and pandan extract until smooth. Let batter sit for 5 minutes before cooking. Mix in shredded coconuts (optional) until combined.
- Preheat and grease waffle iron with vegetable oil.
- Carefully add about 1/3 to 1/2 cup batter onto the preheated waffle iron. Close lid and cook until little to no steam rises from the waffle iron (about 2-3 minutes).



Thank You!

Let's talk!

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