



Truc Lam Ho

Graphic Design Portfolio

Truc Lam Ho

Graphic Design Student

ABOUT ME

Currently, a student at LSU studying under the BFA Graphic Design Program with a minor in Digital Media & Engineering in Arts. With a wide curiosity, I am open-minded in trying and learning new things, improving my quick-thinking and problem-solving skills. Organized and a fast learner due to past advanced studies in education. Love meeting new people and discovering new skills to make the most out of life.

CONTACT

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email

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tho12@lsu.edu

WORK EXPERIENCE

Graphic Design Internship

LSU Campus Life

September 2024 - Current

- Follow brand guidelines to create visual designs for digital and print media.
- Design and collaborate with marketing and media workers to push out effective content for promotional and public materials such as social media, online, print ads, etc.
- Organize and keep files up-to-date to allow easy access and constant information change.
- Join in meetings to understand client's goals and vision.

Graphic Designer/UI Designer

LSU Biological and Agricultural Engineering (Smartective)

October 2024 - Current

- Create web and mobile designs for their smartwatch app project, Smartective.
- Design the brand outline for the project.
- Collaborate with a team (marketing, business, computer science, etc.) to bring the project to life.
- Help test and provide feedback for the app.
- Design and make sure other assets are up to the branding outline such as powerpoint, flyers, etc.
- Attend weekly meeting to keep up-to-date and improve.

Graphic Design Student

LSU

Baton Rouge, LA

August 2021 - Current

- Create visual designs for classes including, posters, brand development, packaging, stationery, and UI, while following specific guidelines.
- Learn about coding languages and create mini-games. (Minor)

SOFTWARE PROFICIENCY



Illustrator



After Effects



InDesign



Photoshop



Figma

EDUCATION

Louisiana State University (LSU), Baton Rouge, LA

Expected Graduation May 2025

Bachelor of Arts, Graphic Design
Digital Media & Engineering Minor

John Ehret High School (JEHS), Marrero, LA

May 2021

GPA 4.0

SKILLS

- Adobe Illustrator
- Adobe After Effects
- Figma
- Adobe InDesign
- Adobe Photoshop
- Basics of Javascript
- Basics of HTML & CSS

LANGUAGES

- English
- Vietnamese

Table of Contents

01 Grid Magazine: Ahn-Sang Soo	1
02 RoveMap: Travel App	2
03 Graphic Response: Mental Health	3
04 Movie Tracker Website	4-6
05 Movie Poster: Amadeus	7
06 Planet Color Schemes	8
07 LSU Campus Life	9-11
08 Everlix Kombucha	12
09 Postcard & Stamp: Giraffe	13
10 Māi Māi In Your Heart: Vietnamese Folklore	14-16
11 Seven Squared Vintage Ad	17-18
12 Galileo Galilei Business Stationery	20
13 Wishing on a Star Game	21
14 Smartective	22-23



01 / Grid Magazine: Ahn-Sang Soo

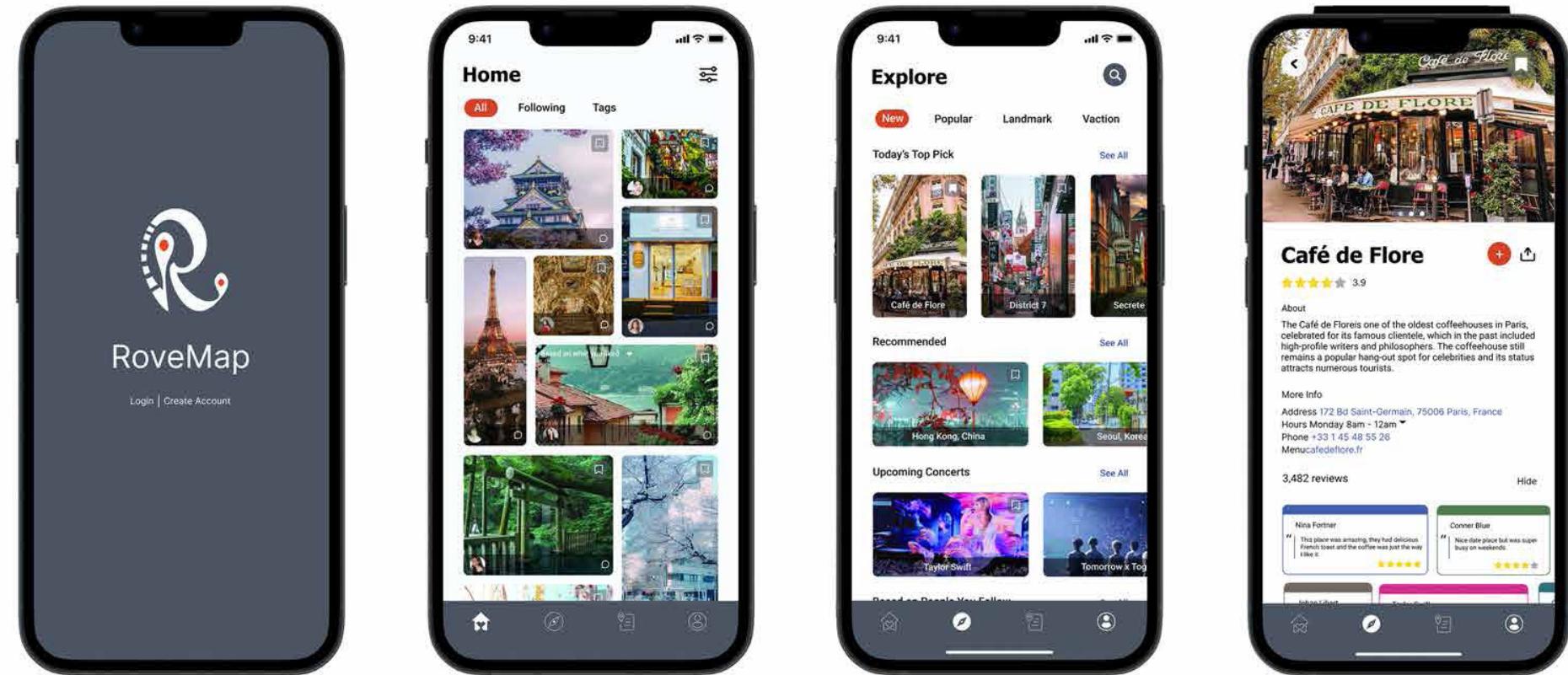
Design Outline

Explore a renowned typographer's career and style to craft a magazine spread reflecting their essence. Utilize their design ethos as a foundation, mimicking the layout and grid structure from a chosen magazine page.

Programs Used



02 / RoveMap: Travel App



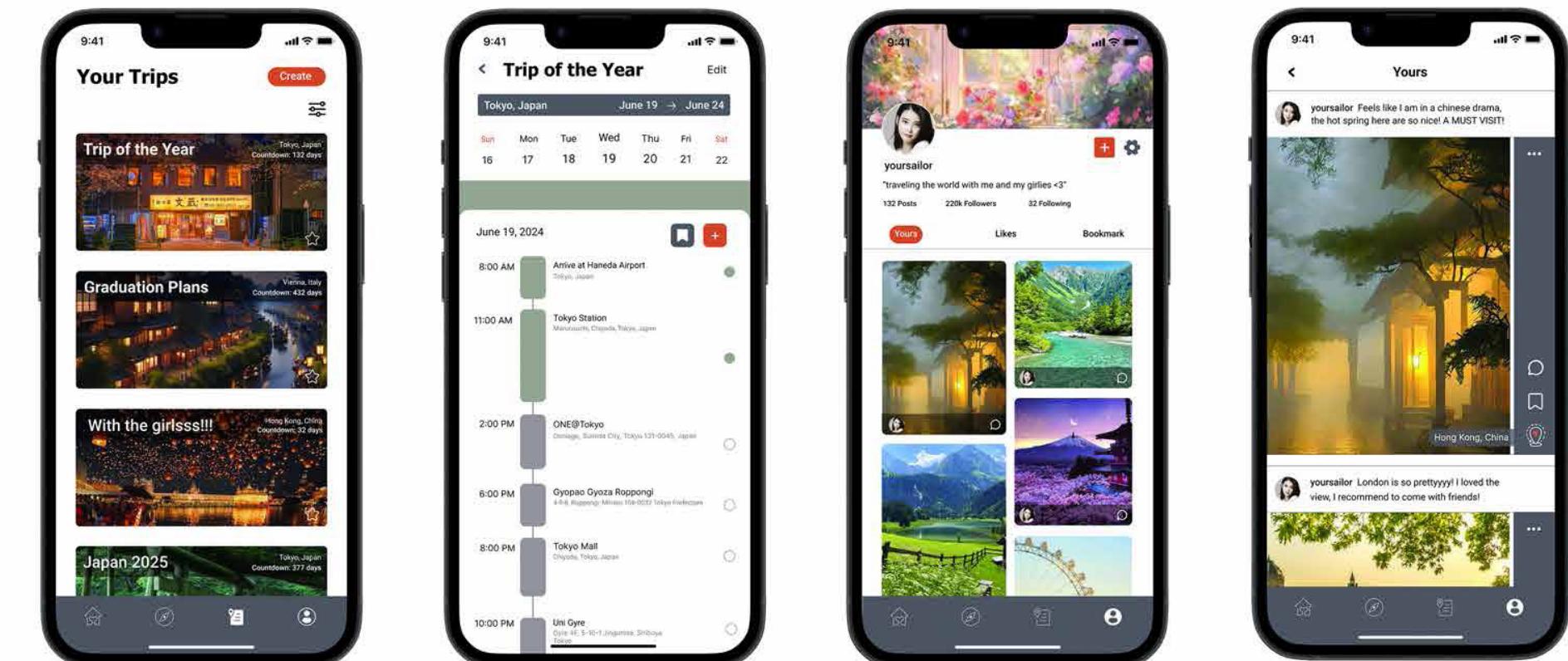
Design Outline

Plan and design a mobile app centered around a primary task. Involves comprehensive user research, UX flow mapping, and the creation of a functional prototype. Emphasis on delivering a well-mapped user experience with a polished interface, catering to various user personas and aligning with client objectives.

Programs Used



Scan for site-map,
user flow, wireframes,
& design system.



21
MARCH / 1



03 / Graphic Response: Mental Health

Design Outline

Craft graphic responses to news articles, focusing on a chosen topic—mental health. Each poster is a visual interpretation of a specific article, communicating its message through compelling design.

Programs Used



04 / Movie Tracker Website

Design Outline

Group project for class. Work together to design and code an interactive and user-friendly interface design. I worked on the website's design while my group members focused more on the coding aspect.

Programs Used



The screenshot shows the homepage of the Movie Tracker website. At the top, it says "WELCOME BACK LUCAS!" and features a "TRENDING" section with a large image of a robot from "Despicable Me 4". To the right is a "TOP REVIEWS" section showing multiple reviews from a user named "@larryjustice". Below these are sections for "MOST RECOMMENDED" movies like "Joker", "elf", and "Shrek", and a "FILTER" sidebar with genre and media type options. A search bar is also present.

The screenshot shows a detailed movie page for "The Wild Robot". It features a large image of the robot Roz, a summary of the plot, and sections for "Trailer", "Cast", and "Available On". The trailer thumbnail shows the robot interacting with a flock of birds. The cast includes Lupita Nyong'o, Pedro Pascal, Kit Connor, and Bill Nighy.

What We're Watching

- Home
- Library
- Reviews
- Shuffle

Q User icon

LUCAS ERRANT

BIO EDIT
Catching up on all the shows, what should I watch?

FOLLOWERS 2,299

FOLLOWING 21

MOVIES WATCHED 13

SHOWS WATCHED 19

PROFILE

First Name

Last Name

Email

Phone Number

Account Privacy Public

Change

Biography
Let everyone know what you are thinking.

LUCAS ERRANT

BIO EDIT
Catching up on all the shows, what should I watch?

FOLLOWERS 2,299

FOLLOWING 21

MOVIES WATCHED 13

SHOWS WATCHED 19

FAQ

PRIVACY

SETTINGS

CUSTOMER SUPPORT

LOG OUT

What We're Watching

- Home
- Library
- Reviews
- Shuffle

Q User icon

LUPITA NYONG'O

The Wild Robot

★★★★★ 4.7/5

Add to List Episode Score

About **Reviews** **Recommended**

The Wild Robot Forum

Post Your Thoughts!

@larryjustice ★★★★★ #Spoiler Warning

Write your review here...

Post Spoiler Warning

Community

@larryjustice ★★★★★
The movie made me shed so much tears. Amazing, perfect, loved the music and voice acting!

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See More

What We're Watching

Home Library Reviews Shuffle Q

LIBRARY

Organize [Recently Added](#) [Create New List](#)

Planned | Watching | Completed | Favorite

Search Library

What We're Watching

Home Library Reviews Shuffle Q

SHUFFLE

FILTER

Genre

Fantasy	Action	Romance
Comedy	Historical	Sci-Fi
Thriller	Horror	Crime
Drama	Adventure	Holiday

Media Type

Movies	Shows
--------	-------

Sort by

Score	Most Watched	Release Date
-------	--------------	--------------

How about giving this a try? Not interested? Reshuffle!

The Wild Robot (2024)

Description: Shipwrecked on a deserted island, a robot named Roz must learn to adapt to its new surroundings. Building relationships with the native animals, Roz soon develops a parental bond with an orphaned gosling.

SHUFFLE

Add your own or use from the suggested!

Input a title you are interested in and click the plus button to add it to the wheel.

Add Title

What We're Watching

Home Library Reviews Shuffle Q

LIBRARY

Organize [Recently Added](#) [Create New List](#)

Planned | Watching | Completed | Favorite

The Wild Robot
2024 · Family/Adventure · 1h 42m

Status: Completed Watching Planning

Episode Number:

Start Date: Finished Date:

Score:

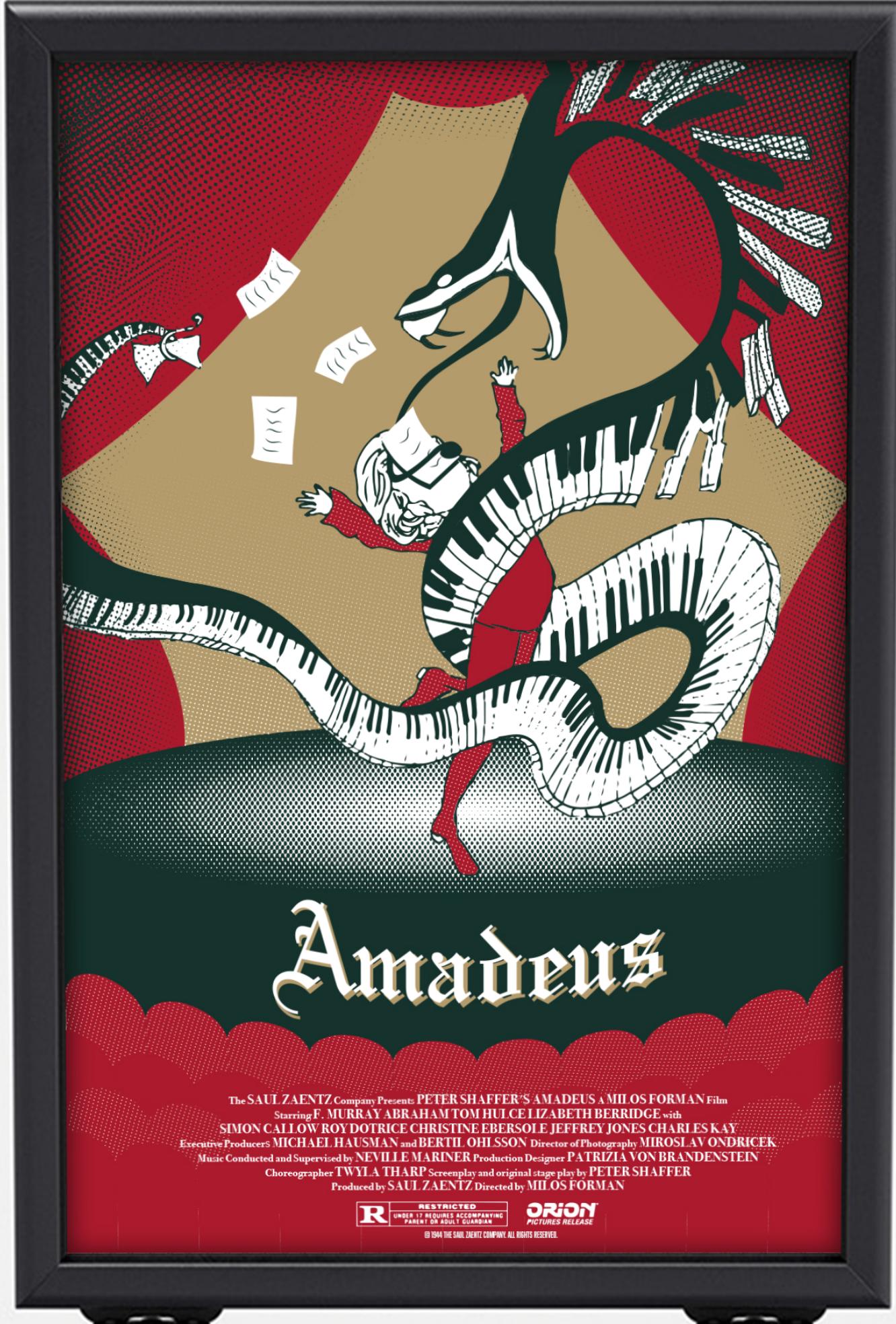
Search Library

The Wild Robot

Description

Shipwrecked on a deserted island, a robot named Roz must learn to adapt to its new surroundings. Building relationships with the native animals, Roz soon develops a parental bond with an orphaned gosling.

See More



05 / Movie Poster: Amadeus

Design Outline

Capture the essence and design an 80's movie poster with a limited palette of three colors, excluding white.

Programs Used

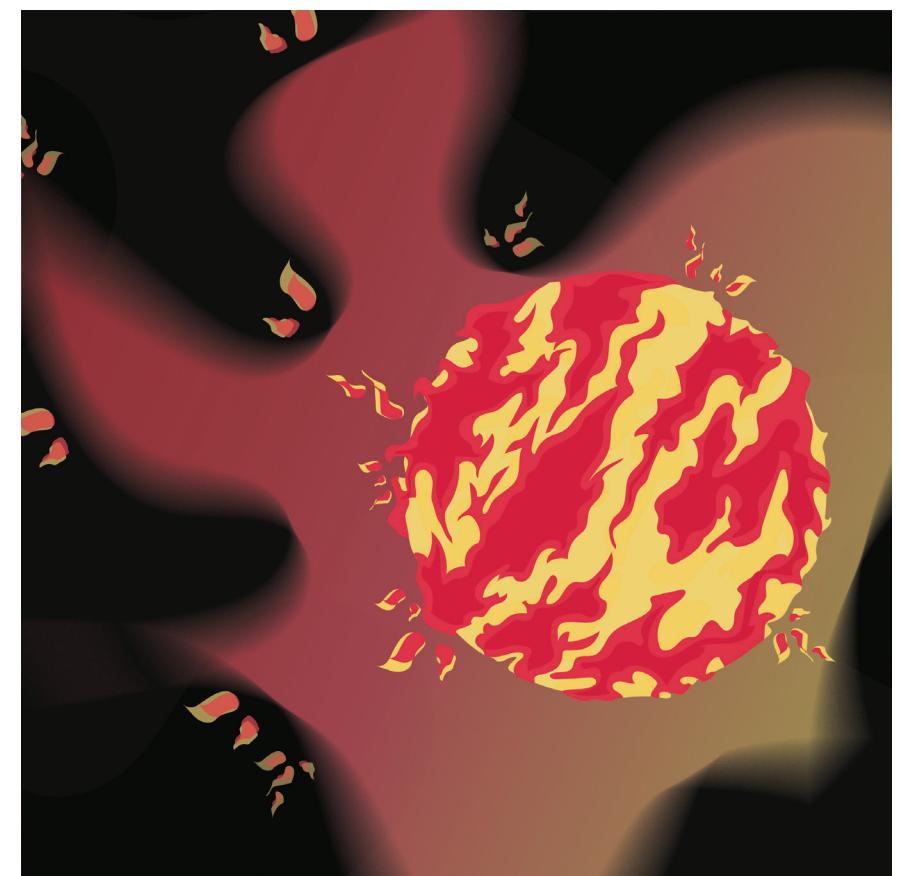
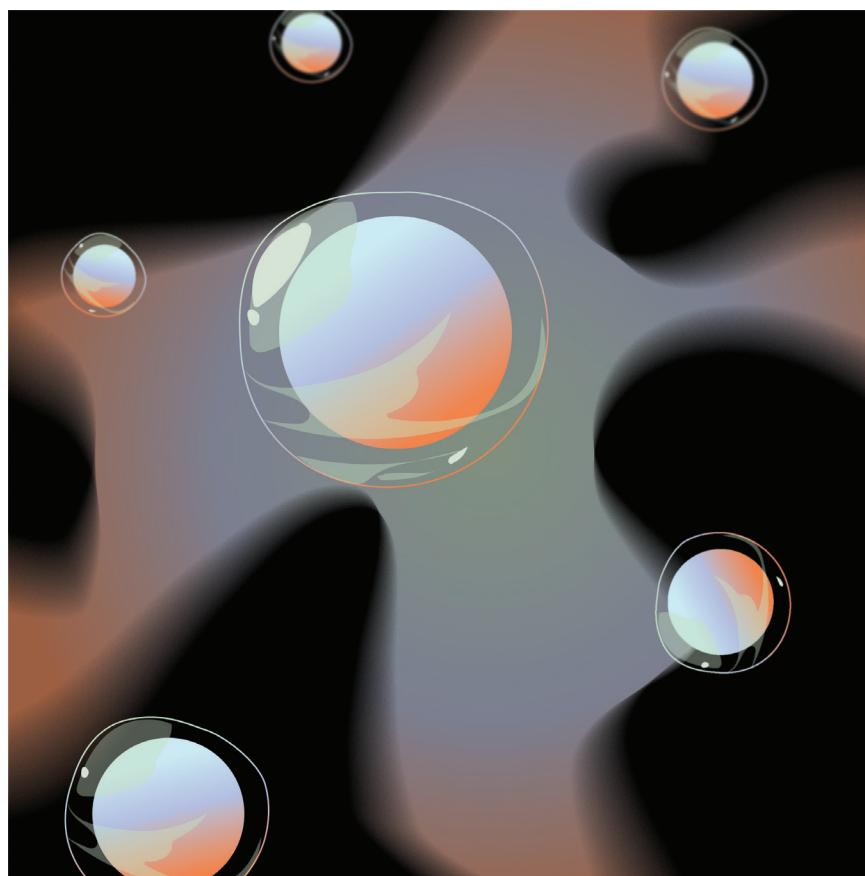
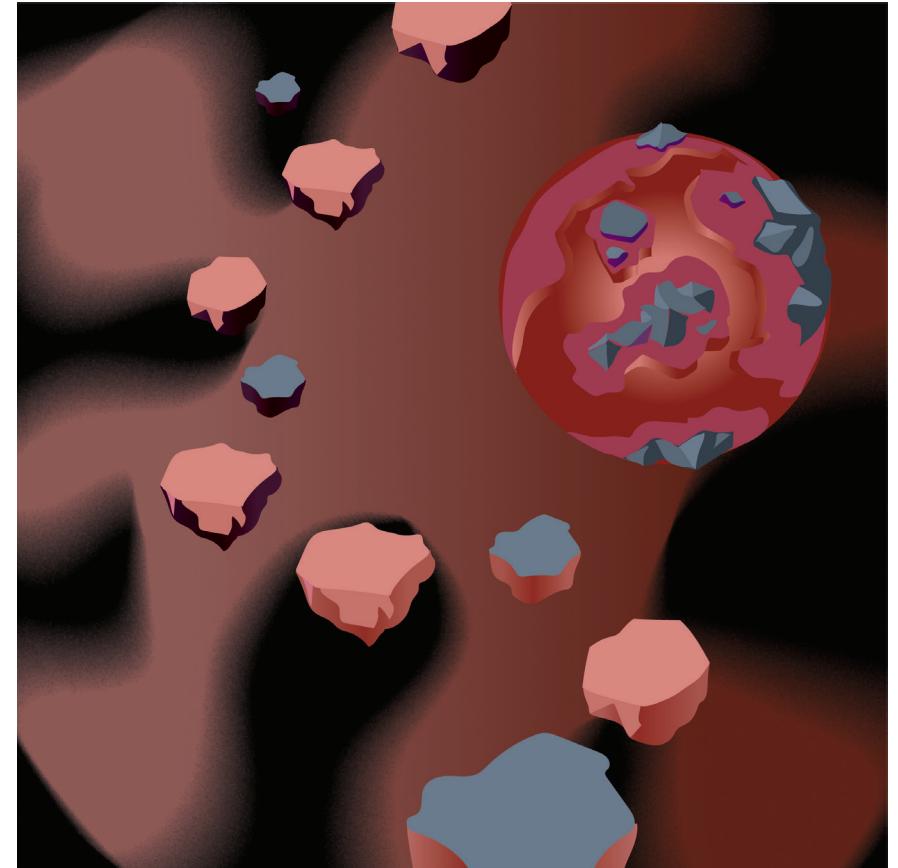
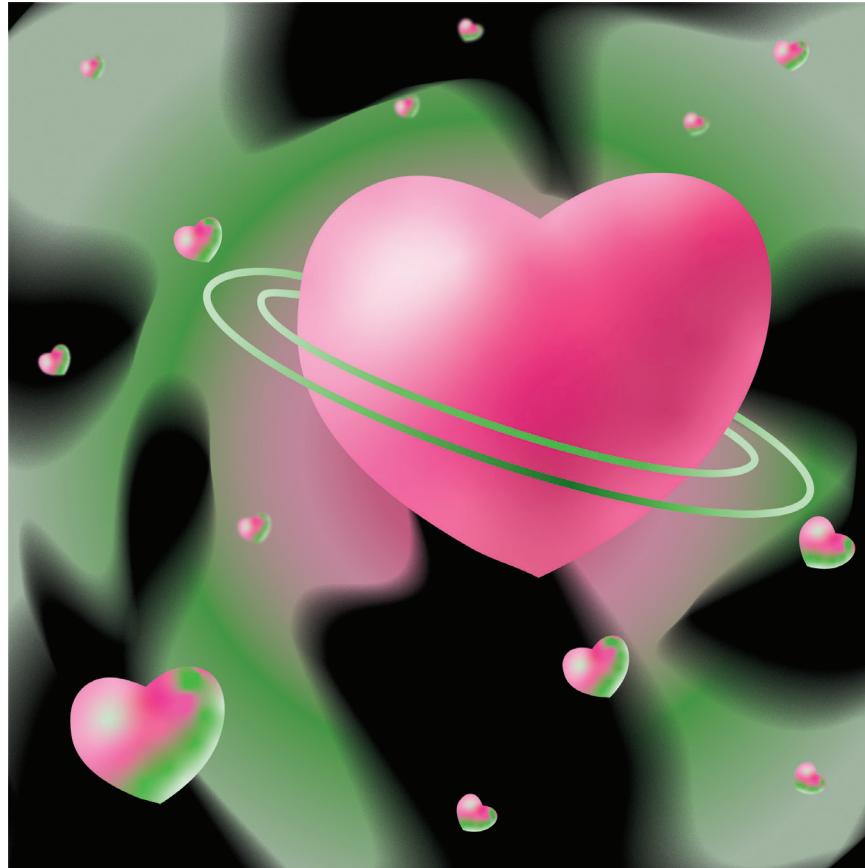


06 / Planet Color Schemes

Design Outline

Illustrate using various color schemes: split, mono, triad, clashing, and double split. Learn color theory to create captivating illustrations.

Programs Used



07 LSU Campus Life

Truc Lam Ho
LSU Campus Life

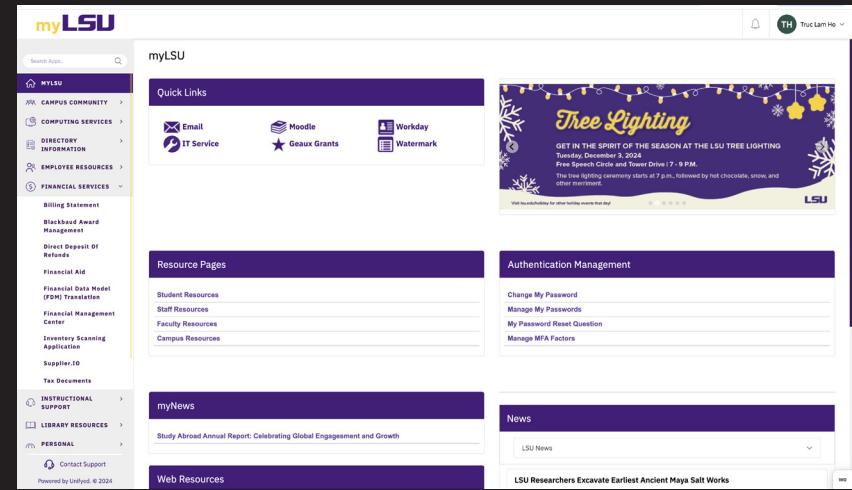
LSU Homecoming 2024: Create Digital ads and designs for TV Screens, myLSU Portal, double-truck printouts, and instagram story. Designs deliverables for Homecoming Court signs, ID pass lanyard, sandwich boards, and banners use for homecoming.

Design Outline

Design digital and physical prints, graphics, animations, and screens for clients or campus life related events.

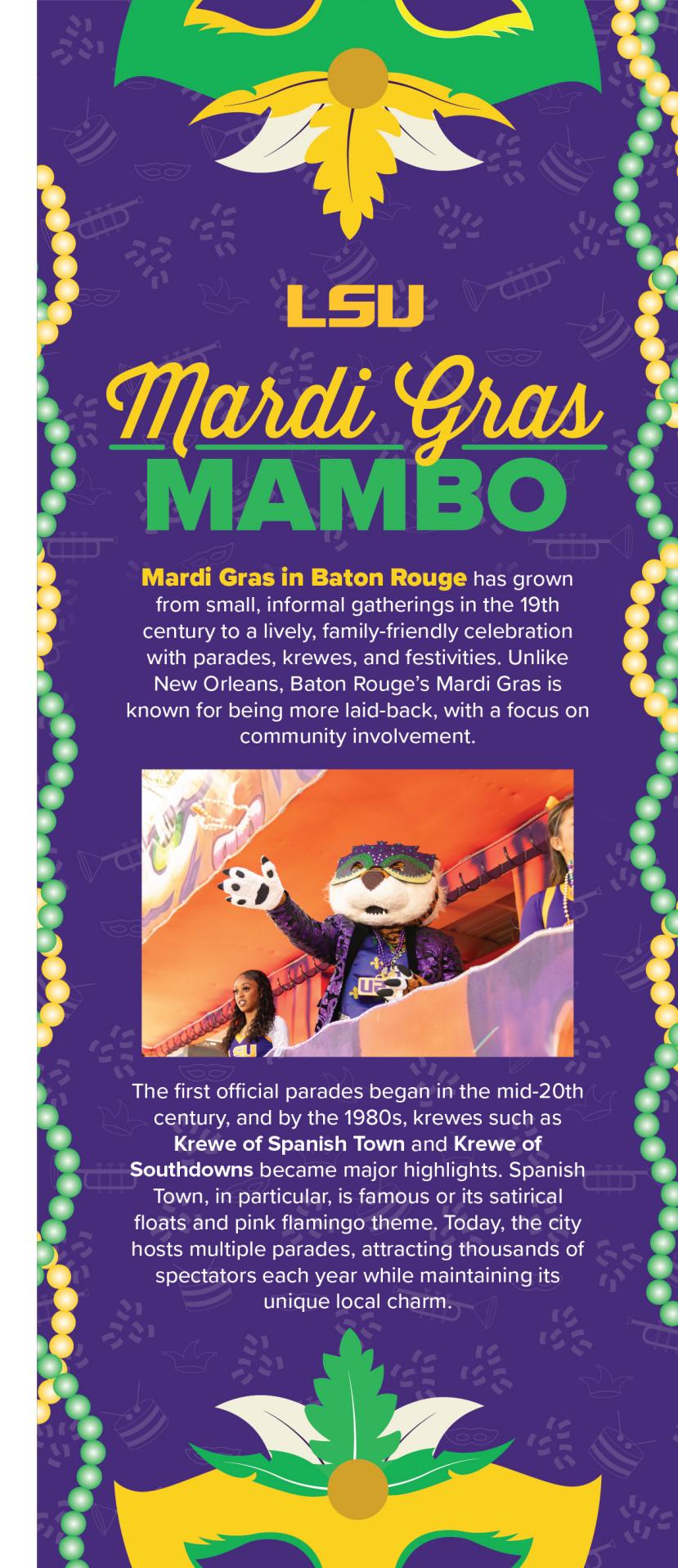
Programs Used





Truc Lam Ho
LSU Campus Life

LSU Tree Lighting 2024: Create ads for TV Screens, Instagram story, myLSU Portal, and sandwich board for the event. Also made an Instagram Story animation version for the design.



08/ Everlix Kombucha

Design Outline

Create a brand centered around kombucha, crafting a cohesive identity reflecting its essence. Develop branding elements to establish Everlix as a compelling product in the market.

Programs Used



Everlix Brand Book PDF





Stamp englarged.

09 / Postcard & Stamp: Giraffe

Design Outline

Select an animal and design a postcard embodying it and its environment using one of the numerous style of self drawings done for the animal. Create a stamp using the same animal that aligns with the postcard.

Programs Used



10/ Mãi Mãi In Your Heart: Vietnamese Folklore

Design Outline

With the focus of exploring the essence of design through word representation and varied sayings. Put all the chosen words onto diverse paper types and curate packaging for the collection.

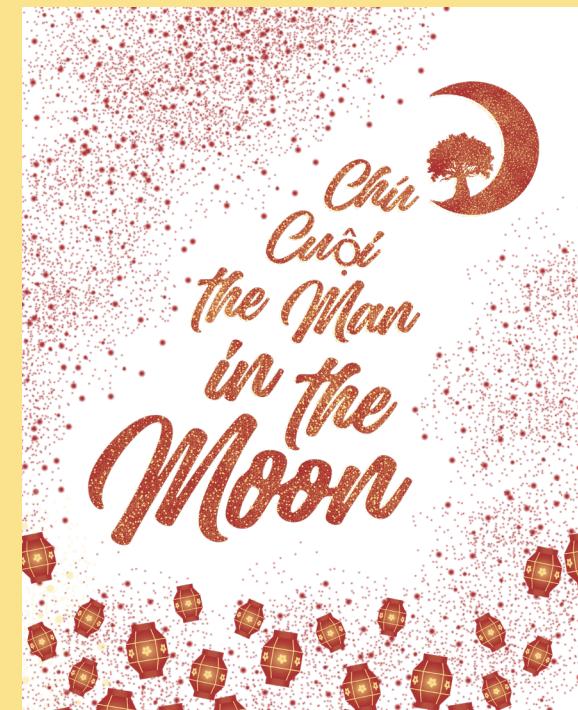
Programs Used



Mãi Mãi

IN YOUR HEART: VIETNAMESE FOLKLORE

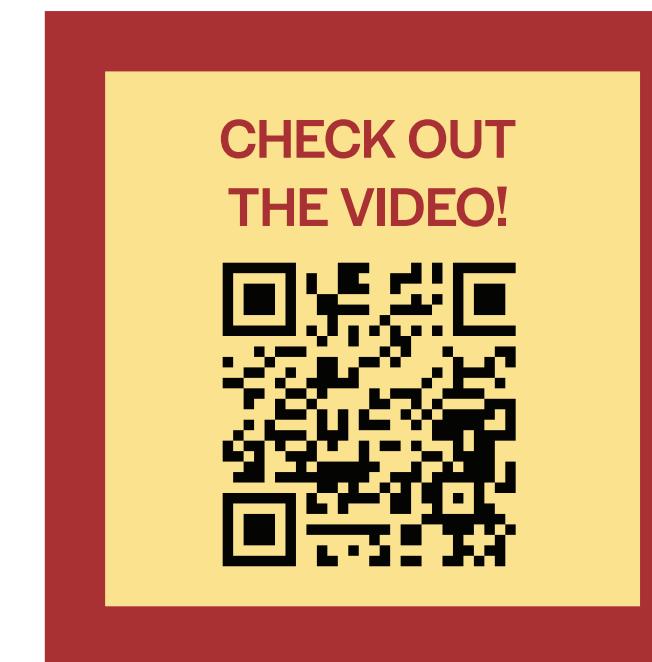
Five Folklore Designs in Book



Some Scenes of the Animation

A red circular badge with white text that reads "Embark on an exciting journey".

visuaalisto ja yttelinä







11/ Seven Squared Vintage Ad

Design Outline

Create seven squared works that focused on typography and hierarchy, drawing inspiration from vintage ads. Each design concept follows specific theme like heirarchy using text only, shapes only, experimentation, etc.

Programs Used



**Pete is my
husband-but...
my new EUREKA Roto-Matic
is my honey!**

GETS ALL THE DIRT... FAST!
Banish dog hairs, stubborn lint, ingrained dirt! Amazing new Eureka No. 60 Rug Nozzle with full floating brush gets 'em fast! Raised "glider shoes" for easy action, perfect cleaning on all types of rug.

SUCTION ADJUSTS AT FINGER TOUCH!
Cleans your draperies, delicate fabrics without pulling! A slight twist adjusts opening to control suction! A lot or a little—as you want it!

YOU HARDLY HEAR IT!
"Whisper" quiet—no vibration! Motor mounted in live rubber. No annoyance to the sleeping baby, the cranky neighbor... no loud whine or shrill whistle to jar your nerves!

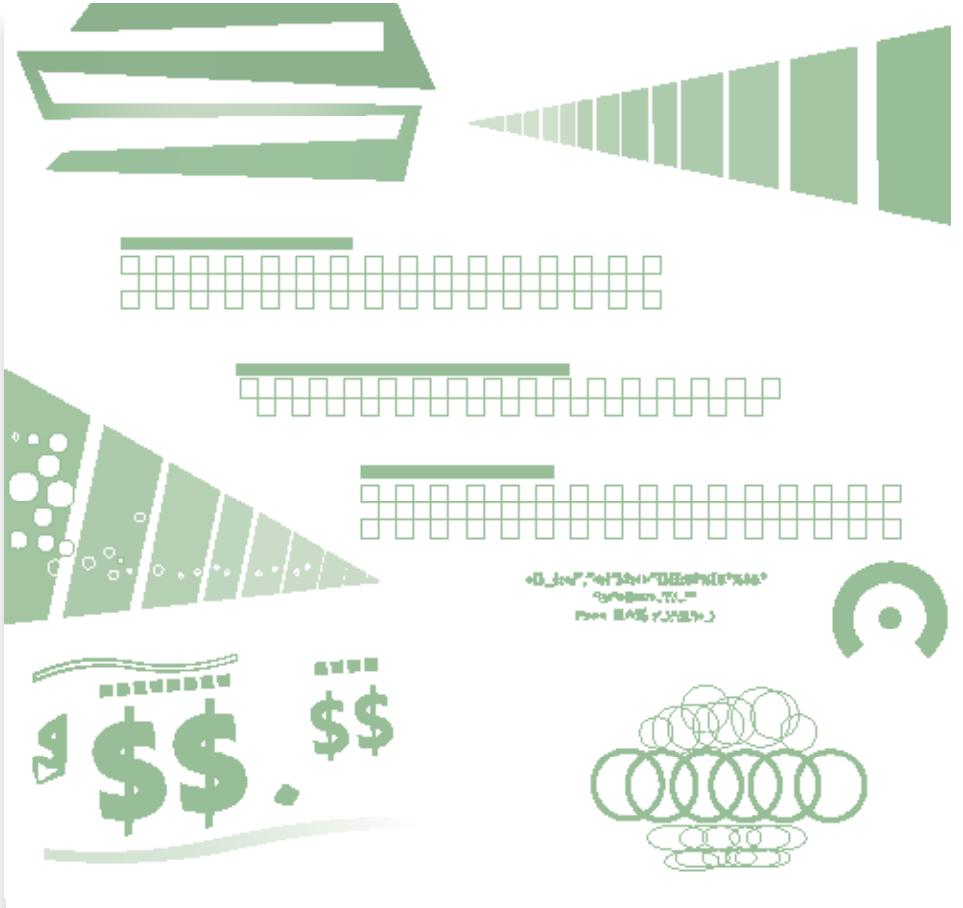
EASY-ACTION SWIVEL-TOP
cleans all over from ONE position!

**exclusive
ATTACH
-O-
MATIC
CLIP-ON TOOLS!**

Tools always where you want them, when you want them!

Guaranteed By Good Housekeeping
IMAGINE! ONLY
\$69.95
Complete with deluxe tools!

—you save
\$20 to \$30 with
EUREKA
Roto-Matic
SWIVEL-TOP CLEANER



Pete is my husband—but... **my new EUREKA** Roto-Matic is my honey!
Such a delight to work with—how can anything be so light! Whisks up every speck of dust, every clinging thread—almost effortlessly! It's the most wonderful thing that's happened in homemaking in years—visit your EUREKA dealer soon!
YOU HARDLY HEAR IT!
GETS ALL THE DIRT... FAST!
Banish dog hairs, stubborn lint, ingrained dirt! Amazing new Eureka No. 60 Rug Nozzle with full floating brush gets 'em fast! Raised "glider shoes" for easy action, perfect cleaning on all types of rug.
**NO DUST BAG
TO EMPTY!**
Cleans your draperies, delicate fabrics without pulling! A slight twist adjusts opening to control suction! A lot or a little—as you want it!
Whisper quiet—no vibration! Motor mounted in live rubber. No annoyance to the sleeping baby, the cranky neighbor... no loud whine or shrill whistle to jar your nerves!

EASY-ACTION SWIVEL-TOP
cleans all over from ONE position!

**IMAGINE! ONLY
\$69.95**
Complete with
deluxe tools

**exclusive \$20 to \$30 with
Roto-Matic
SWIVEL-TOP**
GUARANTEED BY GOOD HOUSEKEEPING



EASY-ACTION SWIVEL-TOP cleans all over from ONE position!

Tools always where you want them, when you want them!

Such a delight to work with—how can anything be so light! Whisks up every speck of dust, every clinging thread—almost effortlessly! It's the most wonderful thing that's happened in homemaking in years—visit your EUREKA dealer soon!

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"Whisper" quiet—no vibration! Motor mounted in live rubber. No annoyance to the sleeping baby, the cranky neighbor... no loud whine or shrill whistle to jar your nerves!

GUARANTEED BY GOOD HOUSEKEEPING



12/Galileo Galilei Business Stationery

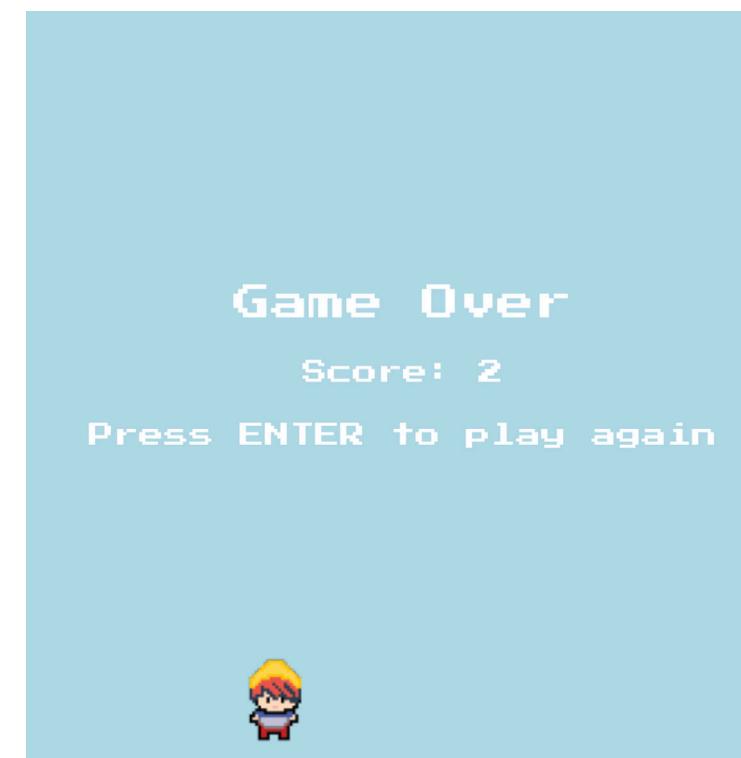
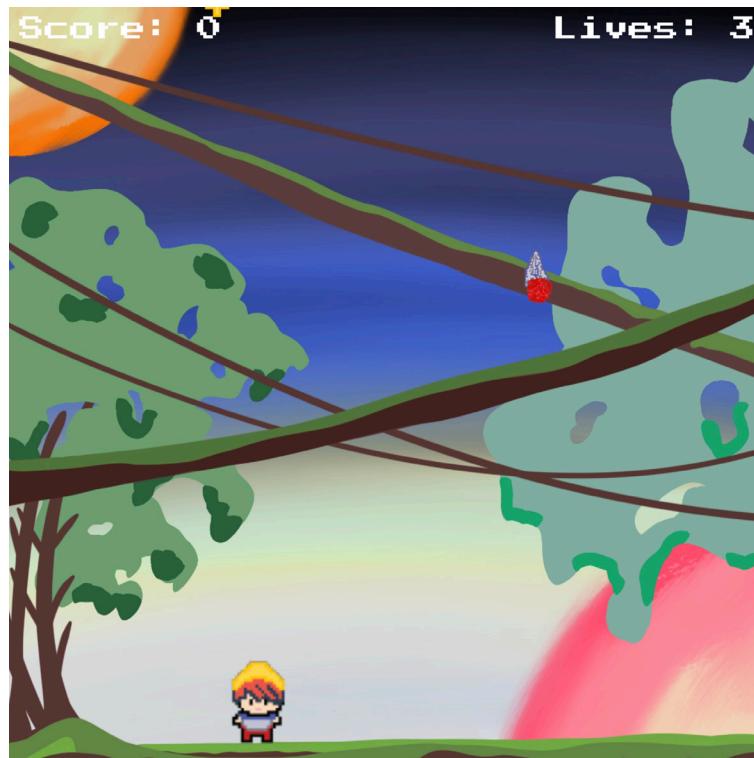
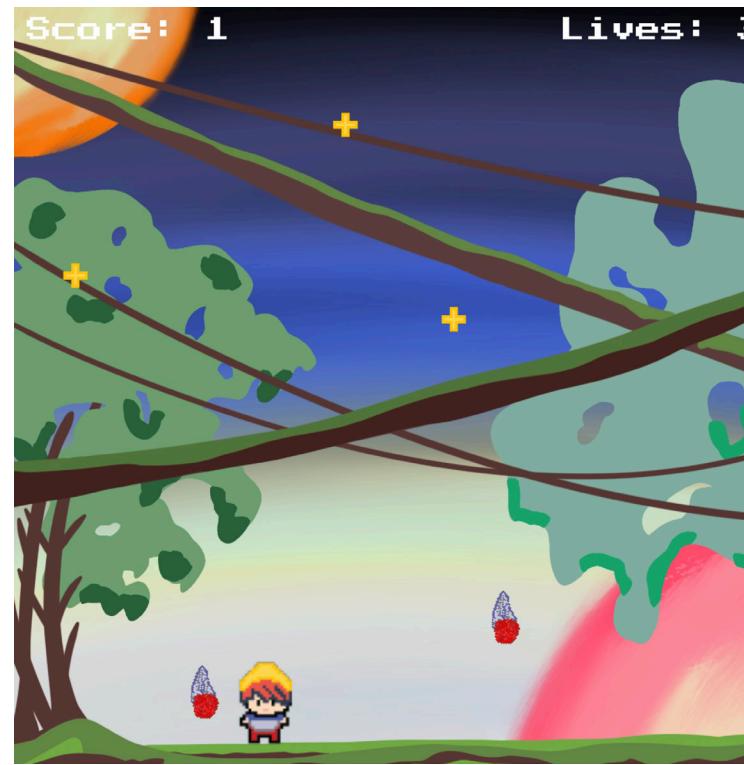
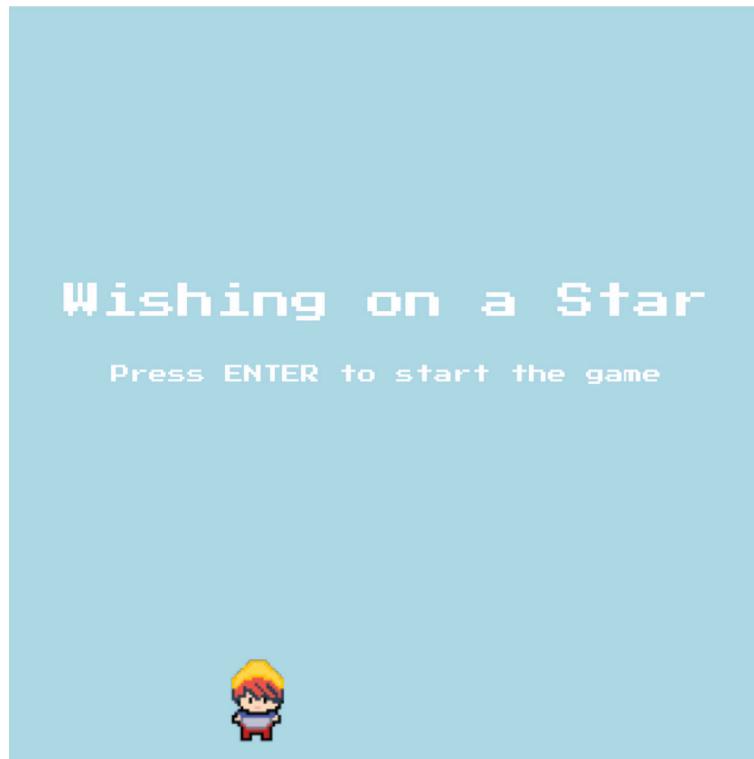


Design Outline

Create a business and its stationery, reflecting a chosen historical figure's persona. Craft stationery designs embodying the essence of the individual's envisioned business venture.

Programs Used





13/Wishing on a Star Game

Design Outline

Create a mini web-based game using javascript and incorporate arduino as well as sound effects.

Programs Used

Visual Studio (Javascript), Arduino, Procreate



More info/game play video.

a SMART today creates a SAFE tomorrow

ABOUT US
Detective, Effective, Smartective

Smartective redefines workplace safety by shifting from reactive to proactive measures. Traditional methods rely on lagging indicators like post incidents, but by using smart wearables to monitor real-time risk indicators, you can prevent OSHA violations before they happen. Enhance your safety program with data-driven protection that leads, not lags.

[Contact Us](#)

WHAT WE OFFER
APP FEATURES

For Workers

- Real-time Data Uplink
- User-Friendly Interface
- Intelligent Alerts
- Cognitive Check-ins

For Managers

- Real-time Safety Monitoring
- Data Analytics Dashboards
- Comprehensive Reporting

HOW IT WORKS
Safety In Action

Smartective uses IoT devices to monitor workers' cognitive, biometric, and environmental states, delivering real-time alerts to enhance communication and enable quick intervention.

[Learn More](#)

01 Collection
IoT wearables continuously sync data with Smartective's secure cloud system.

02 Processing
Smartective analyzes data in real time, comparing against safety benchmarks to detect risks.

03 Alerting
Workers receive instant alerts for potential risks, while urgent issues are escalated to safety managers.

04 Personalization
After two weeks, Smartective builds a confidential safety profile that adapts to your unique risk patterns.

05 Action
Real-time insights empower proactive safety decisions, preventing accidents before they happen.

06 Privacy
Smartective protects data with encryption and anonymization, ensuring privacy while delivering actionable insights.

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[Available on the App Store](#)

ABOUT US

Our Story

Smartective was born out of a critical realization: traditional workplace safety programs rely too heavily on hindsight. With experience in AI, IoT, and occupational safety, our founders recognized a gap in the industry—existing solutions either focused on compliance checklists or provided disconnected data that failed to drive proactive intervention.

Determined to change this, we set out to build a truly intelligent safety system—one that doesn't just monitor conditions but understands risks in context, predicts incidents before they occur, and nudges workers toward safer behavior in real time. By combining advanced AI analytics with clinically validated behavioral interventions, Smartective is redefining what's possible in workplace safety.



Our Mission

At Smartective, we believe that every worker deserves a safe environment, and every organization should have the tools to proactively prevent incidents before they happen. By integrating biometric, cognitive, and environmental data into a context-aware AI-driven analysis model, we empower businesses to take safety beyond compliance—driving real-time risk mitigation, long-term behavioral safety improvements, and data-driven decision-making.

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[Available on the App Store](#)

Our Vision

We envision a future where preventable workplace injuries become a thing of the past—where organizations of all sizes can leverage cutting-edge technology to detect risks, prevent incidents, and improve safety culture without complex implementation or excessive costs.

What Makes Us Different?

01 AI-Powered Risk Prevention
Unlike traditional safety monitoring, our platform predicts risks in real time using advanced biometric, cognitive, and environmental data analysis.

02 Clinically Proven Micronudges
Unlike traditional safety monitoring, our platform predicts risks in real time using advanced biometric, cognitive, and environmental data analysis.

03 Holistic Safety Intelligence
We don't just detect risks; we contextualize them, helping safety leaders understand why they happen and how to prevent them.

04 Privacy-First Approach
Unlike intrusive monitoring systems, Smartective ensures worker anonymity while delivering actionable safety insights to managers.

05 Scalable & Cost-Effective
From small businesses to large enterprises, our platform seamlessly integrates with existing workflows—without the need for complex hardware installations.

What Makes Us Different?

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- 05 Scalable & Cost-Effective**
From small businesses to large enterprises, our platform seamlessly integrates with existing workflows—without the need for complex hardware installations.

Join Us In Making Workplace Safer

Whether you're a safety leader, business owner, or occupational health expert, Smartective is here to help you create a safer, more productive workplace.

Let's talk about how we can transform your safety program—before the next incident happens.

[Contact Us](#)

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Follow us for more information and updates!

14/Smartective

Design Outline

Design a user-friendly and accessible ui website/mobile that best represents and follows the goals of Smartective.

Programs Used



SOLUTIONS



OUR PROMISE TO YOU

We are a safety software platform that integrates biometric, cognitive, and environmental data into a holistic context-aware AI analysis model. Our real-time alerts and risk prediction system proactively prevent workplace incidents. Additionally, we drive positive cognitive restructuring through clinically validated micronudges, fostering long-term safety culture improvements and reducing costly workplace incidents.

The Smartective Solution

01 AI-Driven Risk Prediction

Our AI-driven platform uses advanced predictive modeling to analyze biometric, cognitive, and environmental data, identifying risks before incidents occur.

02 Real-Time Safety Alerts & Historical Data Analysis

Instant alerts and automated trend detection help organizations respond to risks in real time while continuously improving safety protocols through historical insights.

03 Behavioral Safety Improvement

Clinically proven micro-nudges encourage safe behaviors with real-time, well-timed cues. Developed with industrial psychologists, these interventions reduce habitual risk-taking and reinforce positive safety habits over time.

04 Comprehensive Workforce Monitoring

Safety conditions across multiple sites and management levels are systematically tracked, providing organizations with complete visibility into workforce safety metrics.

05 Regulatory Compliance Assistance

Automated data logging simplifies compliance with OSHA and industry regulations, reducing the risk of violations and contract losses.

06 Cost Savings & Increased Revenue Opportunities

Lower workers' compensation claims and improved safety metrics make businesses more competitive for contracts while strengthening financial performance.

07 Affordable & Scalable

A cost-effective software subscription model ensures accessibility for businesses of various sizes.



Pains We Eliminate

Compliance Challenges

Manual tracking captures only OSHA 300 metrics, lacking deeper analytics. This increases regulatory risks and potential contract losses.

High Incident Rates

Many organizations struggle with preventable injuries due to worker behavior shifts. Smartective realigns safe behavior with predictive analytics and timely micronudges before incidents occur.

Financial Strain

High workers' compensation claims and non-compliance penalties strain profitability.

Safety Culture Gaps

Sustaining a strong safety culture is challenging without real-time reinforcement and worker engagement.

Limited Safety Oversight

Traditional safety programs rely on lagging indicators and don't provide real-time insights. Most wearable sensors notify only the wearer, failing to escalate critical risks to management.

Data Security and User Privacy



End-to-End Encryption

All biometric, cognitive, and environmental data is encrypted at rest and in transit to prevent unauthorized access.



Privacy-Preserving Insights

Workers receive personalized safety guidance and micronudges, while safety managers only see contextualized risk factors necessary for intervention, maintaining a balance between safety oversight and personal privacy.



Keeping Personal Identity and Safety Data Separate

When our system processes safety data, it does not store names or personal details alongside it. Instead, each user's data is tagged with a randomized, internal code that only our secure authentication system can match back to an individual.



Regulatory Compliance Alignment

Smartective follows industry best practices for data security and privacy, including encryption, access control, and anonymization techniques to align with global data protection standards.

Gains We Deliver

Higher Contract Wins

Better safety metrics and OSHA scores improve competitiveness when bidding for contracts.

Data-Driven Decision Making

Advanced analytics provide actionable insights to optimize safety programs and resource allocation.

Lower Injury Rates

Proactive risk mitigation significantly reduces workplace incidents.

Improved Productivity

A safer work environment leads to reduced downtime and higher workforce efficiency.

Enhanced Compliance & Reporting

Automated compliance tracking reduces manual effort, minimizes regulatory risks, and enables more comprehensive reporting.

Who We Can Help

Small & Mid-Sized Businesses (SMBs)

- EHS Managers and Occupational Hygienists at companies with <200 employees and 0-3 safety FTE.
- Affordable, scalable safety solutions without dedicated internal safety personnel.

Enterprise & Large Corporations

- Plant, site, or corporate-level safety personnel managing 1000+ employees.
- Workforce-wide tracking and predictive safety insights for multi-site operations.
- Construction, Manufacturing, Oil & Gas, Mining, Logistics & Warehousing, Petrochemical, Environmental Engineering, and Agriculture.
- Continuous safety monitoring, predictive analytics, and compliance automation to reduce recordable incidents and maintain contract eligibility.

High-Risk Industries

- Construction, Manufacturing, Oil & Gas, Mining, Logistics & Warehousing, Petrochemical, Environmental Engineering, and Agriculture.
- Continuous safety monitoring, predictive analytics, and compliance automation to reduce recordable incidents and maintain contract eligibility.

Smartective

EXPLORE

SOCIAL MEDIA

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CONTACT US

Connect With Us

FIRST NAME

Enter your first name

LAST NAME

Enter your last name

EMAIL US

dev@smartective.com

PHONE NUMBER

(423) 328-3221

LOCATION

Pleasant Hall, 1146,
Baton Rouge, LA
70802

Smartective

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Password

Sign In

Forgot password?

