

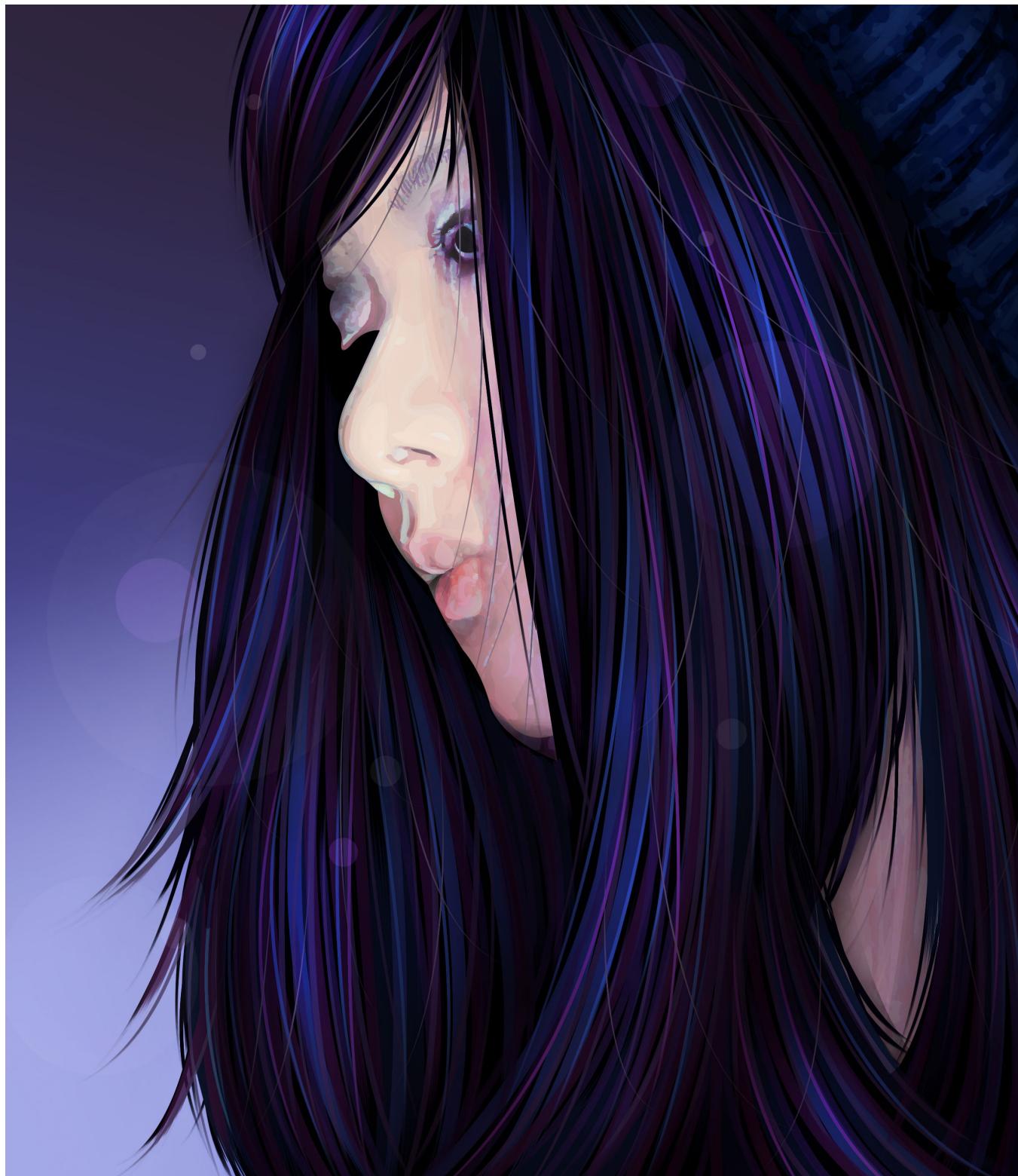
VY NGUYEN

PORTFOLIO EXAMPLES

ILLUSTRATION



ILLUSTRATION



ILLUSTRATION



ILLUSTRATION (SCARF DESIGNS FOR MOISELLE SLK)

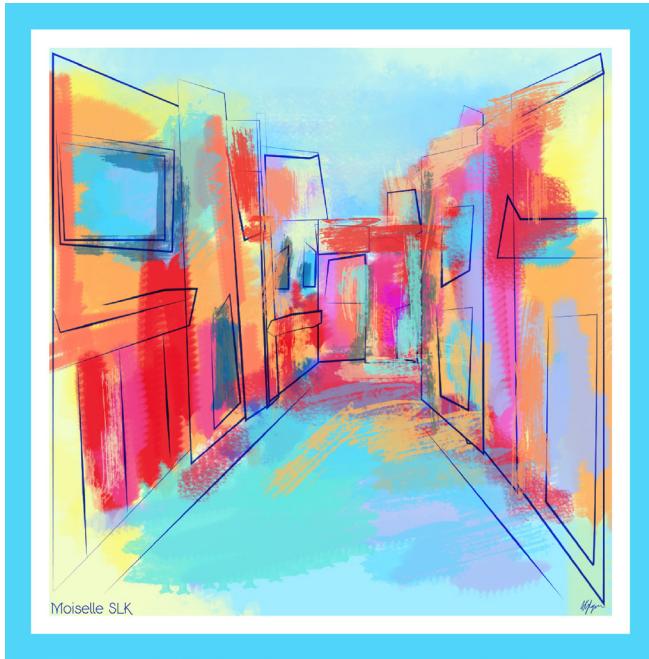
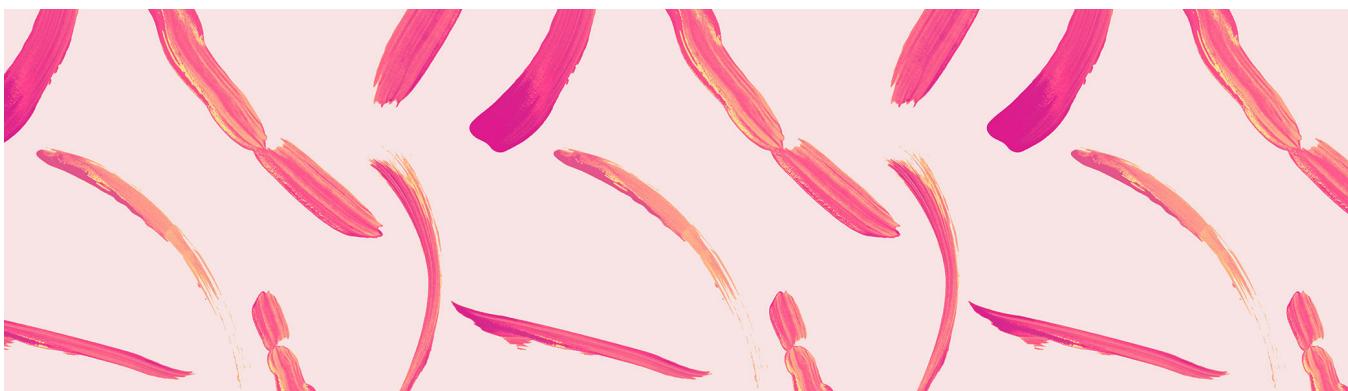
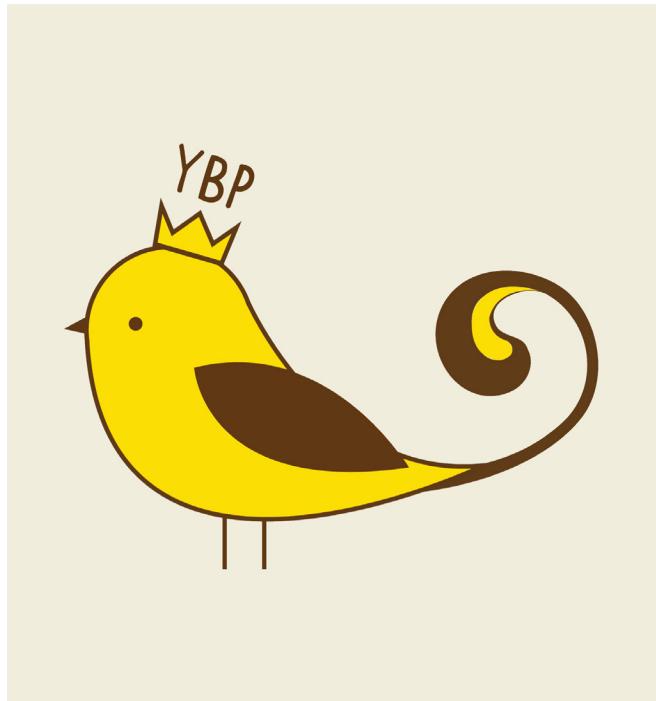
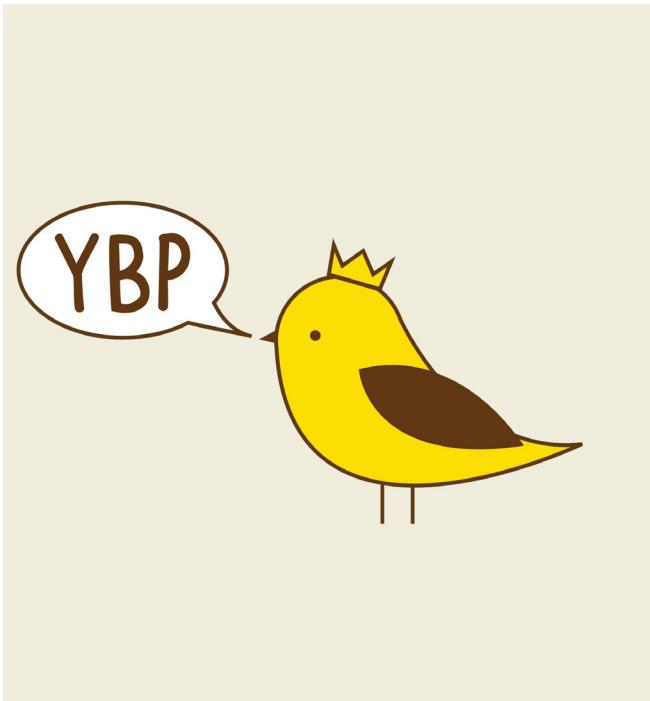


ILLUSTRATION (REPEATABLE TEXTILES FOR MOISELLE SLK) ---



GRAPHIC DESIGN (LOGO - YELLOW BIRD PROJECT)



GRAPHIC DESIGN (PRINT - ONE PAGE ARTICLE)

why bother?

by michael pollan

That really is the big question facing us as individuals hoping to do something about climate change, and it's not an easy one to answer. I don't know about you, but for me the most upsetting moment in "An Inconvenient Truth" came long after Al Gore scared the hell out of me, constructing an utterly convincing case that the very survival of life on earth as we know it is threatened by climate change. No, the really dark moment came during the closing credits, when we are asked to . . . change our light bulbs. That's when it got really depressing. The immense disproportion between the magnitude of the problem Gore had described and the puniness of what he was asking us to do about it was enough to sink your heart.

But the drop-in-the-bucket issue is not the only problem lurking behind the "why bother" question. Let's say I do bother, big time. I turn my life upside-down, start biking to work, plant a big garden, turn down the thermostat so low I need the Jimmy Carter signature cardigan, forsake the clothes dryer for a laundry line across the yard, trade in the station wagon for a hybrid, get off the beef, go completely local. I could theoretically do all that, but what would be the point when I know full well that halfway around the world there lives my evil twin, some carbon-footprint doppelgänger in Shanghai or Chongqing who has just bought his first car (Chinese car ownership is where ours was back in 1918), is eager to swallow every bite of meat I forswear and who's positively itching to replace every last pound of CO₂ I'm struggling no longer to emit. So what exactly would I have to show for all my trouble?

A sense of personal virtue, you might suggest, somewhat sheepishly. But what good is that when virtue itself is quickly becoming a term of derision? And not just on the editorial pages of The Wall Street Journal or on the lips of the vice president, who famously dismissed energy conservation as a "sign of personal virtue." No, even in the pages of The New York Times and The New Yorker, it seems the epithet "virtuous," when applied to an act of personal environmental responsibility, may be used only ironically. Tell me: How did it come to pass that virtue — a quality that for most of history has generally been deemed, well, a virtue became a mark of liberal softheadedness? How peculiar, that doing the right thing by the environment — buying the hybrid, eating like a locavore — should now set you up for the Ed Begley Jr. treatment.



the way we live now

illustration by vy nguyen

And even if in the face of this derision I decide I am going to bother, there arises the whole vexed question of getting it right. Is eating local or walking to work really going to reduce my carbon footprint? According to one analysis, if walking to work increases your appetite and you consume more meat or milk as a result, walking might actually emit more carbon than driving. A handful of studies have recently suggested that in certain cases under certain conditions, produce from places as far away as New Zealand might account for less carbon than comparable domestic products. True, at least one of these studies was co-written by a representative of agribusiness interests in (surprise!) New Zealand, but even so, they make you wonder. If determining the carbon footprint of food is really this complicated, and I've got to consider not only "food miles" but also whether the food came by ship or truck and how lushly the grass grows in New Zealand, then maybe on second thought I'll just buy the imported chops at Costco, at least until the experts get their footprints sorted out.

There are so many stories we can tell ourselves to justify doing nothing, but perhaps the most insidious is that, whatever we do manage to do, it will be too little too late. Climate change is upon us, and it has arrived well ahead of schedule. Scientists' projections that seemed dire a decade ago turn out to have been unduly optimistic: the warming and the melting is occurring much faster than the

models predicted. Now truly terrifying feedback loops threaten to boost the rate of change exponentially, as the shift from white ice to blue water in the Arctic absorbs more sunlight and warming soils everywhere become more biologically active, causing them to release their vast stores of carbon into the air. Have you looked into the eyes of a climate scientist recently? They look really scared.

Whatever we can do as individuals to change the way we live at this suddenly very late date does seem utterly inadequate to the challenge. It's hard to argue with Michael Specter, in a recent New Yorker piece on carbon footprints, when he says: "Personal choices, no matter how virtuous, cannot do enough. It will also take laws and money." So it will. Yet it is no less accurate or hardheaded to say that laws and money cannot do enough, either; that it will also take profound changes in the way we live.

For us to wait for legislation or technology to solve the problem of how we're living our lives suggests we're not really serious about changing — something our politicians cannot fail to notice. They will not move until we do. Indeed, to look to leaders and experts, to laws and money and grand schemes, to save us from our predicament represents precisely the sort of thinking — passive, delegated, dependent for solutions on specialists — that helped get us into this mess in the first place. It's hard to believe that the same sort of thinking could now get us out of it.

vy nguyen

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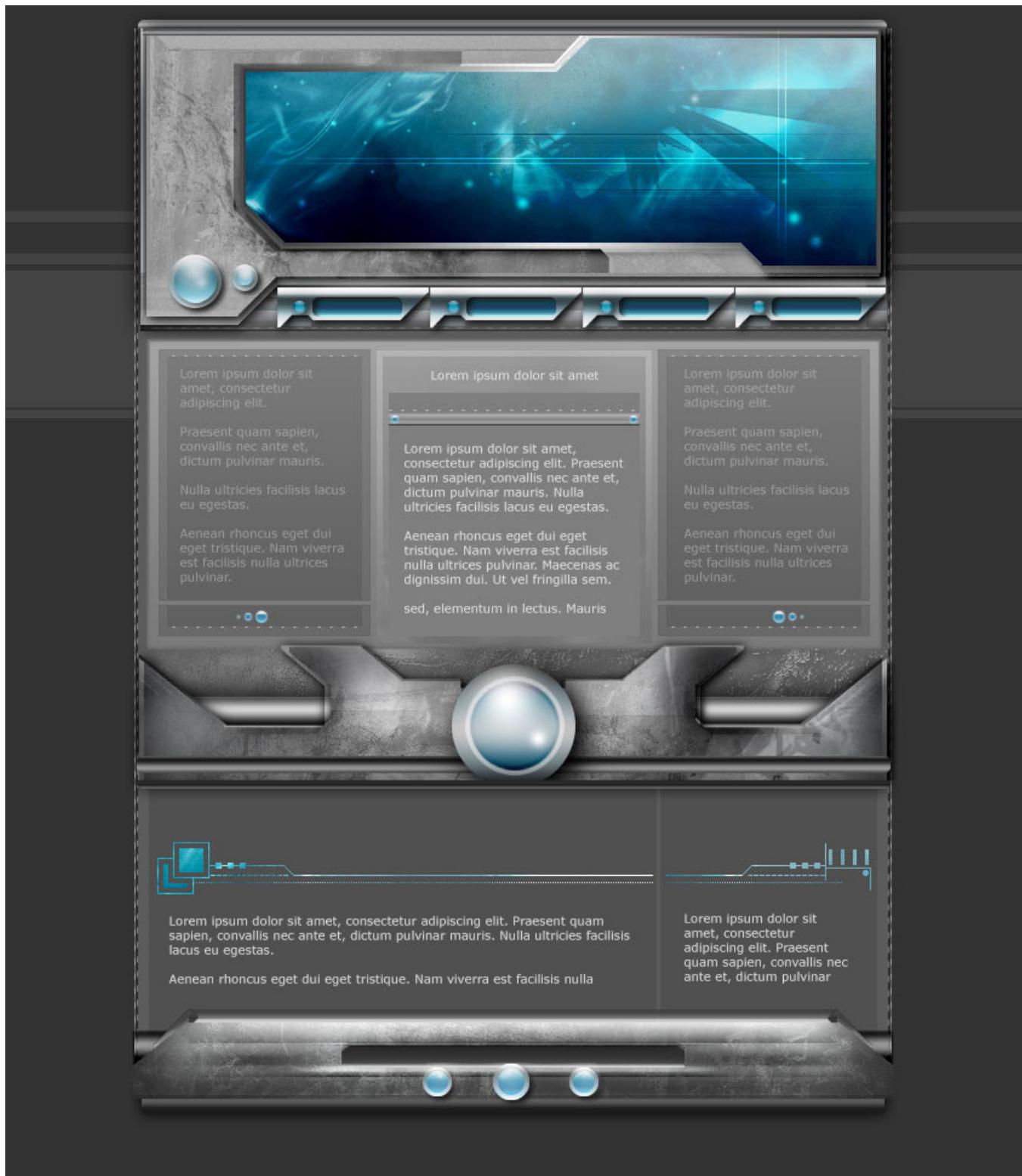
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WEB DESIGN (SINGLE PAGE LAYOUT)



WEB DESIGN (LANDING & PRESELL PAGES / RESPONSIVE DESIGN)

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SUCCESS STORIES

"I like many other people, I have sensitive skin, so most of the anti-wrinkle products I've tried have been disappointing, including the appearance of wrinkles, but they irritate my skin. I was very skeptical about Bellaplex until I saw how great and reliable wrinkles too." - Gina, Amazon.com

"Bellaplex is the first facial product I can use. It has helped me to reduce wrinkles and fine lines in the morning or over my makeup. In the middle of the day it adds a little more moisture to my skin without the makeup end. I have seen that my 67 year old mother has used Bellaplex and she looks great. Bellaplex is not the only anti-wrinkle cream I have tried, but it is a big better." - C.E., Amazon.com

"I have used Bellaplex for about 6 months now and I am 40 years old and look like I'm 35 years younger than I am! People think I'm 25 years old. Bellaplex is not the only anti-wrinkle cream I have tried, but it is a big better." - D. May, Amazon.com

REDUCE THE SIGNS OF AGING WITH THIS POWERFUL ANTI-AGING CREAM

Bellaplex is a non-toxic anti-aging cream that can transform the way your skin looks, making it smoother, and younger looking. It is a creative mix of unique natural ingredients, carefully chosen to give you the best results and protection.

Bellaplex comes with 100% money back guarantee.

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HOW WRINKLES FORM

Subtitle: "Like many other people, I have sensitive skin, so most of the anti-wrinkle products I've tried have been disappointing, including the appearance of wrinkles, but they irritate my skin. I was very skeptical about Bellaplex until I saw how great and reliable wrinkles too."

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MAIN INGREDIENTS

- AMINOGLYLINE**
Amino acids and peptides used to decrease the visible effects of aging by reducing the deep wrinkles and fine lines around the forehead and eyes.
- MATRIXYL 3000**
A peptide that is composed of two proteins. It is used to target a wide range of aging signs such as wrinkles, fine lines, and loss of elasticity. It is also used to combat fine lines and wrinkles around the eyes.
- MARINE SPHERES**
A unique blend of collagen and elastin that is designed to help reduce the appearance of wrinkles and fine lines in the skin.

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REDUCE THE SIGNS OF AGING WITH TWO INTENSIVE TREATMENT

Bellaplex is a non-toxic anti-aging cream that can transform the way your skin looks, making it smoother, and younger looking. It is a creative mix of unique natural ingredients, carefully chosen to make your skin look older and wrinkled.

Bellaplex comes with 100% money back guarantee.

HOW WRINKLES FORM

Subtitle: "Bellaplex is a non-toxic anti-aging cream that can transform the way your skin looks, making it smoother, and younger looking. It is a creative mix of unique natural ingredients, carefully chosen to make your skin look older and wrinkled."

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TOP 3 ANTI-AGING INGREDIENTS

- VITAMIN E OIL**
Our skin needs abundant hydration. It is used to target a wide range of aging signs such as wrinkles, fine lines, and loss of elasticity. It is also used to combat fine lines and wrinkles around the eyes.
- MATRYX 3000**
An anti-wrinkle component used to decrease the visible effects of aging by reducing the deep wrinkles and fine lines around the eyes.
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[BUY CELTRIXA NOW](#)

GET RID OF STRETCH MARKS WITH TWO INTENSIVE TREATMENT

Celtrixa is a non-toxic stretch mark treatment that can transform the way your skin looks, making it smoother, and younger looking. It is a creative mix of unique natural ingredients, carefully chosen to reduce the appearance of stretch marks.

Celtrixa comes with 100% money back guarantee.

HOW STRETCH MARKS FORM

Subtitle: "Celtrixa is a non-toxic stretch mark treatment that can transform the way your skin looks, making it smoother, and younger looking. It is a creative mix of unique natural ingredients, carefully chosen to reduce the appearance of stretch marks."

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INGREDIENTS FOR STRETCH MARKS TREATMENT

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PHOTO RETOUCH (ADDING ACNE & CHANGING HAIR/EYE COLOR)

BEFORE



AFTER



PHOTO RETOUCH (ADDING ACNE)



AFTER

