PortFolio

Creative

🌐 **HENRY VŨ** 🌐

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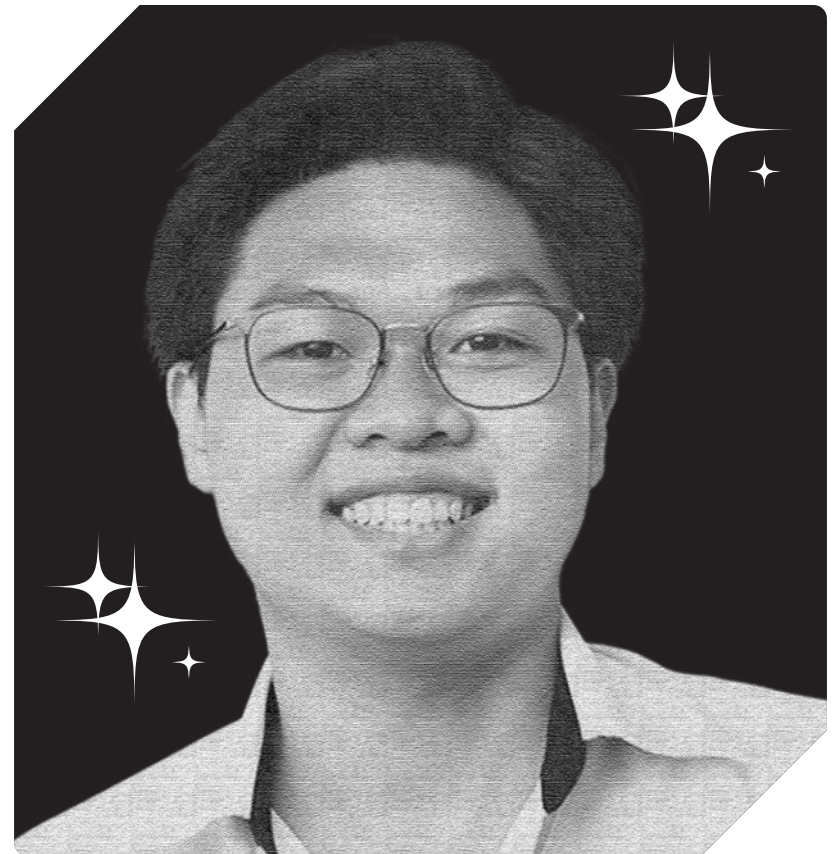
RÉSUME

ABOUT ME

Hi, my name is VU TIEN DAT (05/01/2004)

I am currently a Graphics Design student at Van Lang University in Vietnam. My academic journey has been characterized by a constant pursuit of knowledge and a deep desire to contribute to the world around me.

As a student, I have always been driven by a vision for the future. This vision is not just about what I can achieve personally, but also about how I can make a difference in the world. I believe in the power of education and the potential it has to transform societies.

My character is defined by this vision. I am forward-thinking, innovative, and always looking for ways to challenge the status quo. I am not afraid to take risks if it means achieving something truly great. I am passionate about learning and constantly seeking out new experiences and opportunities to grow.

TECHNICAL SKILLS

Skill	
Adobe Photoshop	▬ ▬ ▬ ▬
Adobe Illustrator	▬ ▬ ▬ ▬
Adobe Lightroom Classic	▬ ▬ ▬ ▬
Adobe After Effect	▬ ▬ ▬
Photography	▬ ▬ ▬
Blender	▬ ▬
Hand-drawing	▬ ▬ ▬ ▬

LANGUAGES

Language	
Vietnamese	▬ ▬ ▬ ▬
English	▬ ▬ ▬

CONTACT ME

- www.facebook.com/henry.vu.12177/
- www.behance.net/henryvu1
- 0933402851
- Henryvugd0501@gmail.com
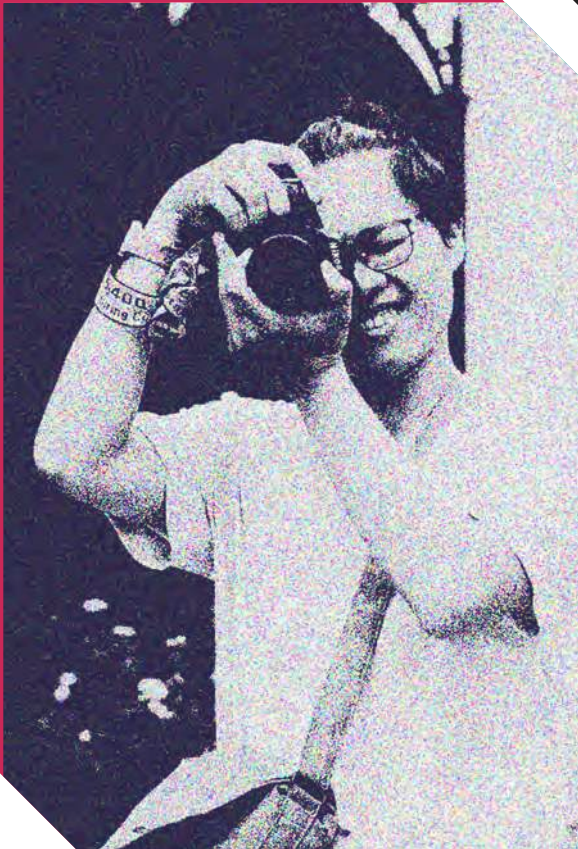
EDUCATION

2019

STUDIED AT
GIA DINH HIGH SCHOOL
Leader of Graphic Design band in:
- Polaris Club
- Technical Science Club
Member as Logistic in Art Club

2022

STUDIED AT
VAN LANG UNIVERSITY
Major Graphic Design

2022

FREELANCER PART-TIME

6/2023

TOOK GAP-YEAT AT
VAN LANG UNIVERSITY

7/2023

FREELANCER AT
NOIRFOTO, BASIC MEDIA

NOW

FREELANCER AT
NOVA COLLEGE

CHAPTER 2

MY PROJECT

POSM

ABOUT NOVA COLLEGE

NOVA is a public community college in Vietnam that offers flexible and affordable education options for students of all ages and backgrounds. NOVA has a variety of degree and certificate programs, as well as workforce and professional development courses, in different areas of study, such as arts, healthcare, and engineering.

Digital Part

Fanpage banner
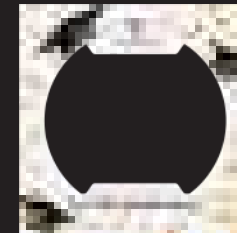
Website banner

Facebook Avatar Frame

Facebook Avatar

LED Presentation

My software used: Ai

MY PROJECT

POSM

ABOUT MY WORKING PROCESS

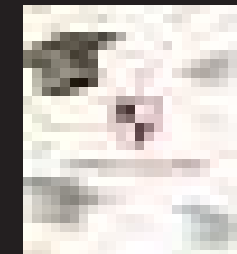I started my work by researching 'What kind of POSM does my customer want?'. After that, I received the customer's brief, which included the theme, focus point, title, and source picture. In the first stage, I met with the Marketing Manager to present my ideas and the draft of the design. She then gave me feedback to improve my ideas. Making POSM requires absolute precision for the printing part because even a slight mistake in height or weight could result in a significant loss of money. For some categories, like invitation letters, I need to print the final product to get approval from the principal.

Printing Part

Backdrop
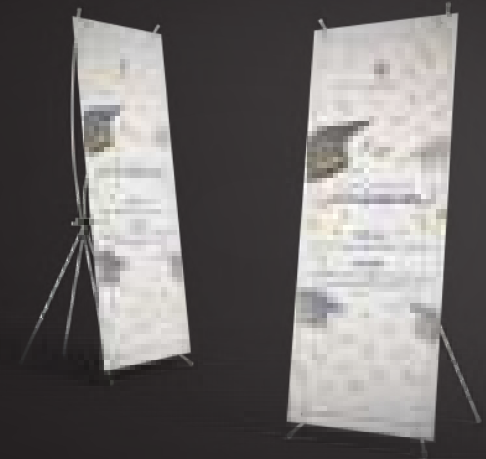
Standee

My software used: Ai

MY PROJECT
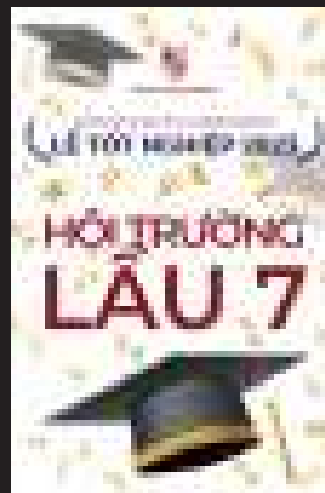
POSM

ABOUT MY WORKING PROCESS

In the second stage, Adobe Illustrator was the most used application for designing POSM. When I used it, the quality of my print work was better than when I designed in Adobe Photoshop. Adobe Illustrator is also one of the applications I have mastered. After finishing the print work, I moved on to the digital part, which involved uploading my designs to social media apps such as Facebook and Instagram. This helped me ensure that my designs were a good fit and still of high quality. The third stage involved packaging all my designs, uploading them to Google Drive for storage, and sending them to my customers.

Printing Part

Seat Decal

Directions Poster
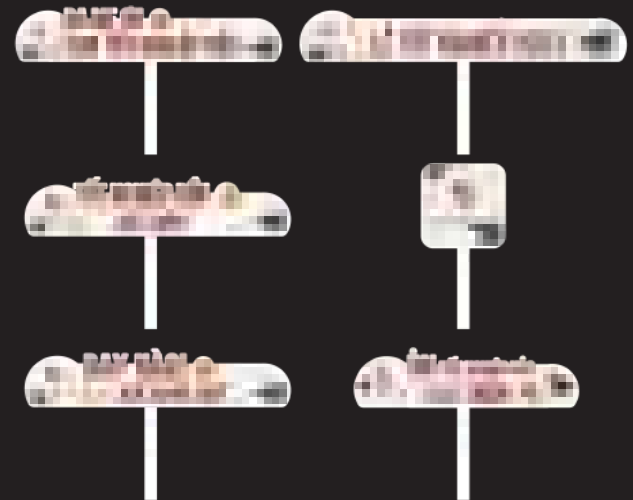
Handing Hastag

My software used: Ai

MY PROJECT

POSM

ABOUT MY WORKING PROCESS

However, my customer wanted me not only to create one option but also to have an alternative ready in case there were any changes or updates to the title. I continued to provide support until the final designs, which I showcased in my portfolio. After that, I learned a lot more about the scope of design and how to present my work to customers. Overall, this project took 2 days to complete, and an additional 5 days to create a new option and revise the first one.

Printing Part

Entrance Banners
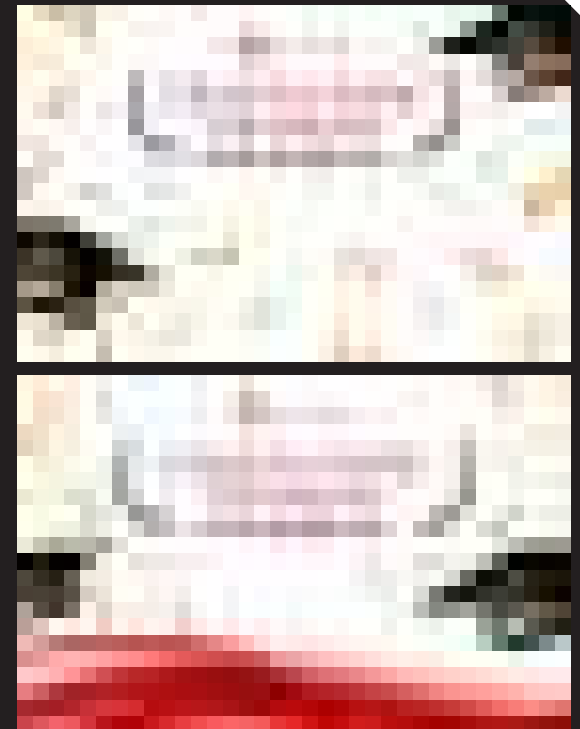
Key Visual

My software used: Ai

MY PROJECT

POSM

Elevator Poster Inside & Outside

Honor Student Presentation

Invitation Letter

My software used: **Ai**

ADVERTISING POSTER

ABOUT LENSEE EYELENS CONTACT

Lensee is a new brand in the contact lens field, with key visuals using a universe theme. They also name their products using the Phoenician Alphabet and elements from the solar system. The target customer base consists of young, dynamic, and personable individuals. The unique naming approach adds a distinctive and impressive touch to the brand.

My software used: **Ps**
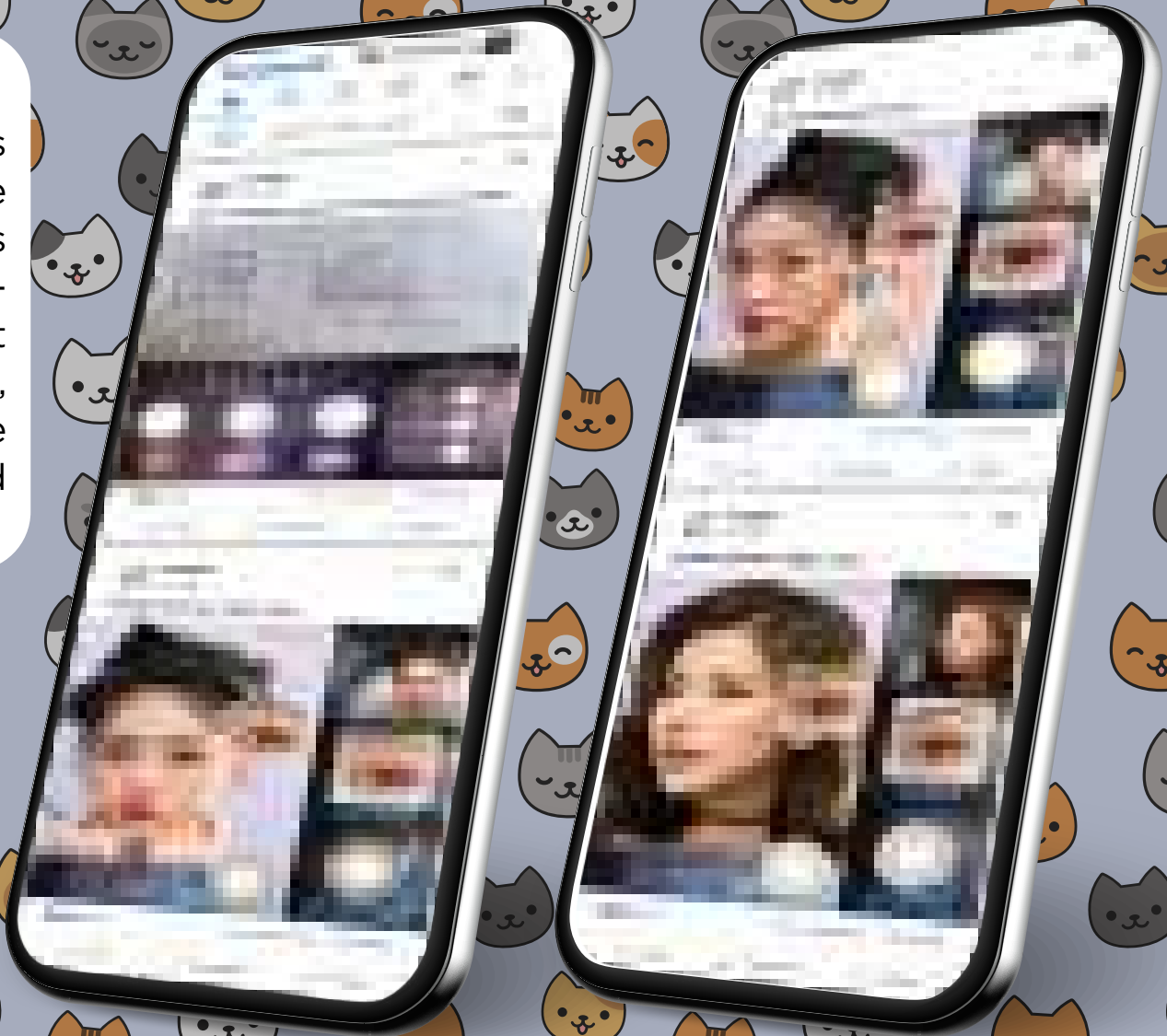
ADVERTISING POSTER

ABOUT MY WORKING PROCESS

At the beginning of pre-production, I met with my customer to discuss our process. They also wanted to assess my abilities based on my Behance portfolio. After reviewing, they provided me with information about the Lensee project. They wanted me to create a poster for them to introduce their two collections: "TECH1" and "ECO6". As I mentioned, the theme for the products was based on the universe, the solar system, and the Phoenician Alphabet. Therefore, I needed to highlight the outstanding features of these themes. In the first stage, I sketched three options for them and combined them with the Facebook post platform to help my customer understand what I was doing.

My software used: **Ps**
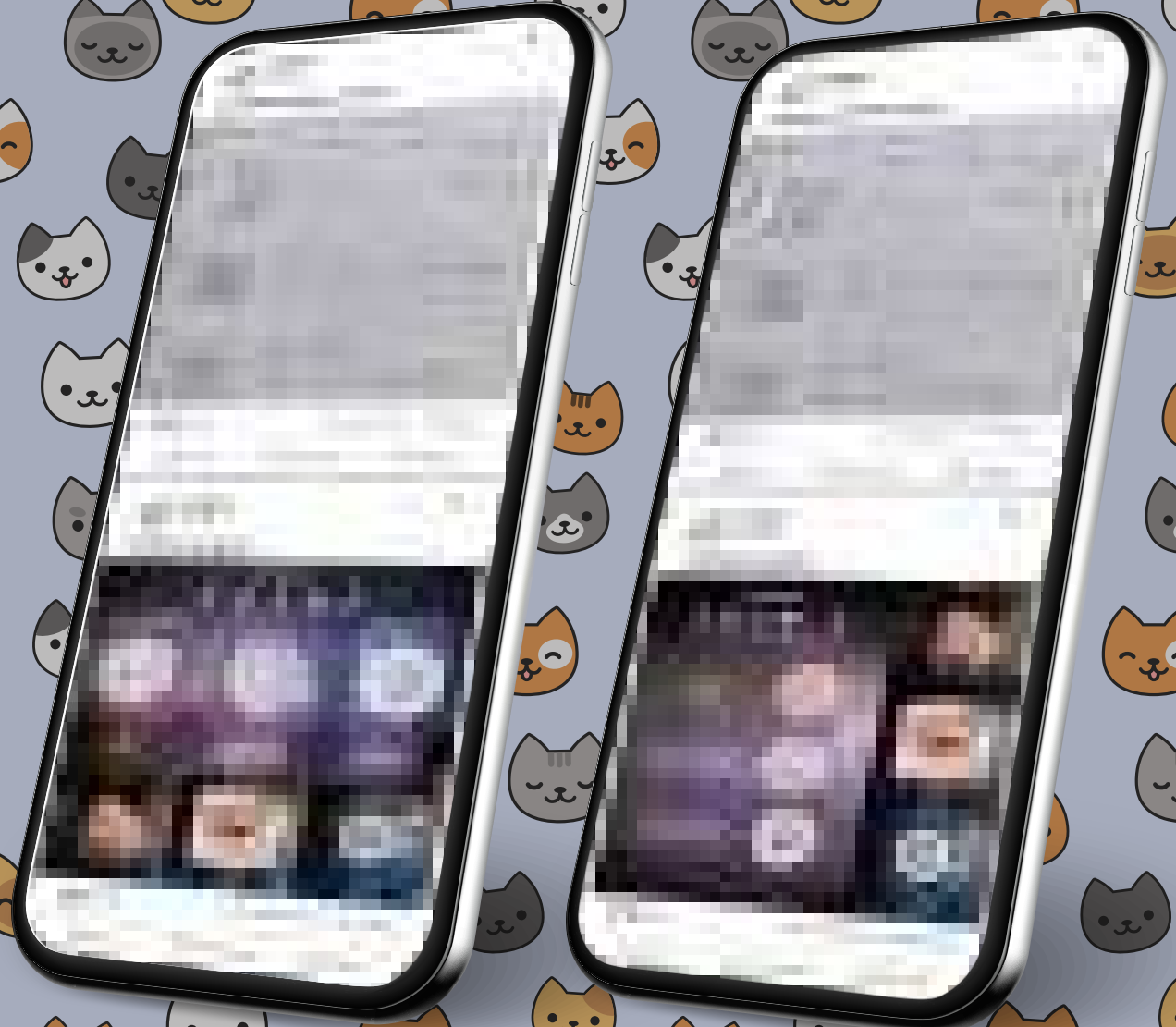
ADVERTISING POSTER

ABOUT MY WORKING PROCESS

After they confirmed my design for the "TECH1" collection, I moved on to the "ECO6" collection. My ideas were based on the surfaces of planets in the solar system, and I tried to connect the products to some specific features of these planets. When I found that they had features similar to circles and planet images that could be decorated to highlight the products, I started to sketch them on paper and design them in Adobe Photoshop. When I presented all my designs to the customer, they were satisfied with what I had brought to them.

My software used: **Ps**
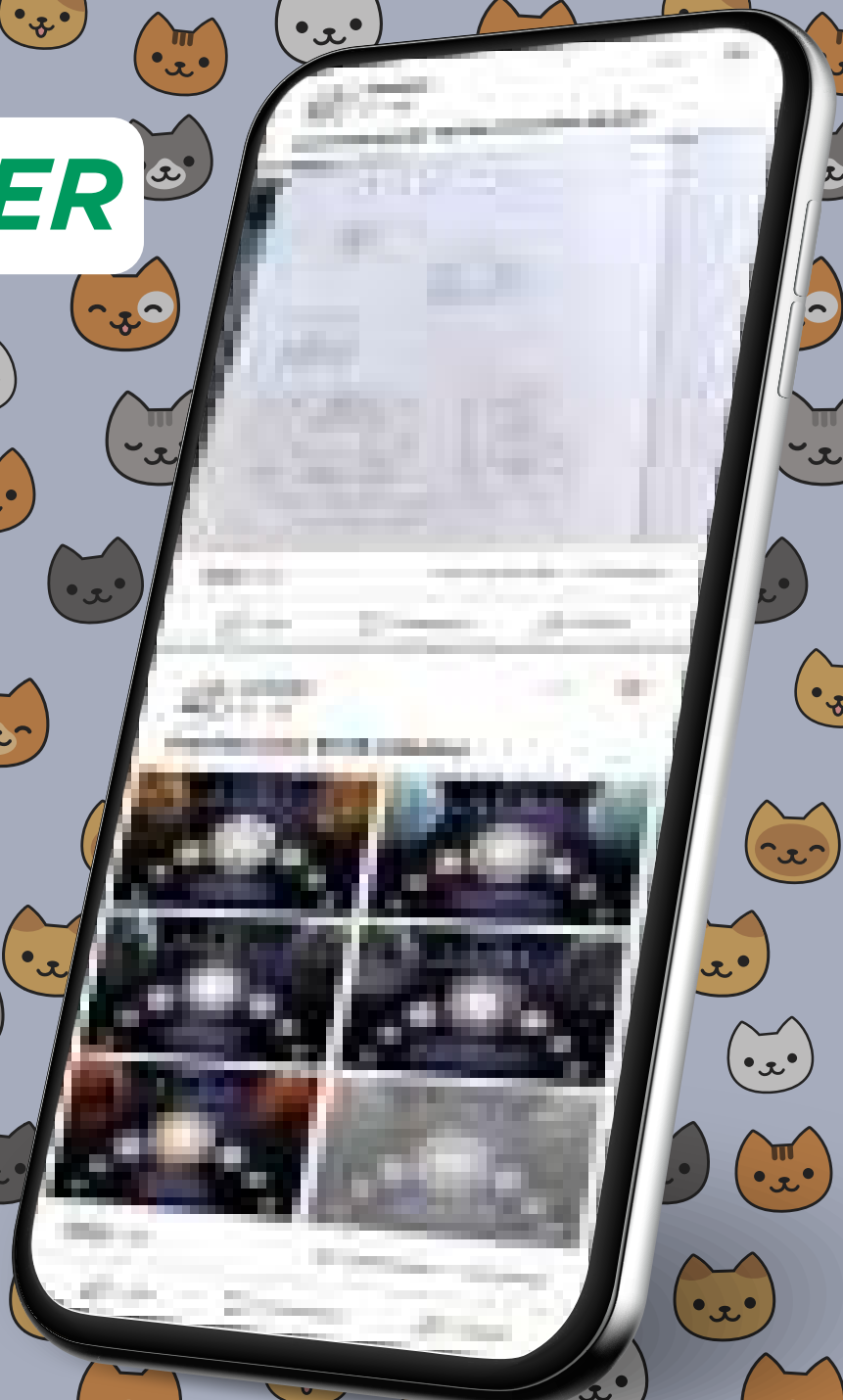
ADVERTISING POSTER

ABOUT THE TIME AND RESULT

I supported the project for 2 months. During that time, my customer allowed me to be creative freely. So, I made an effort to c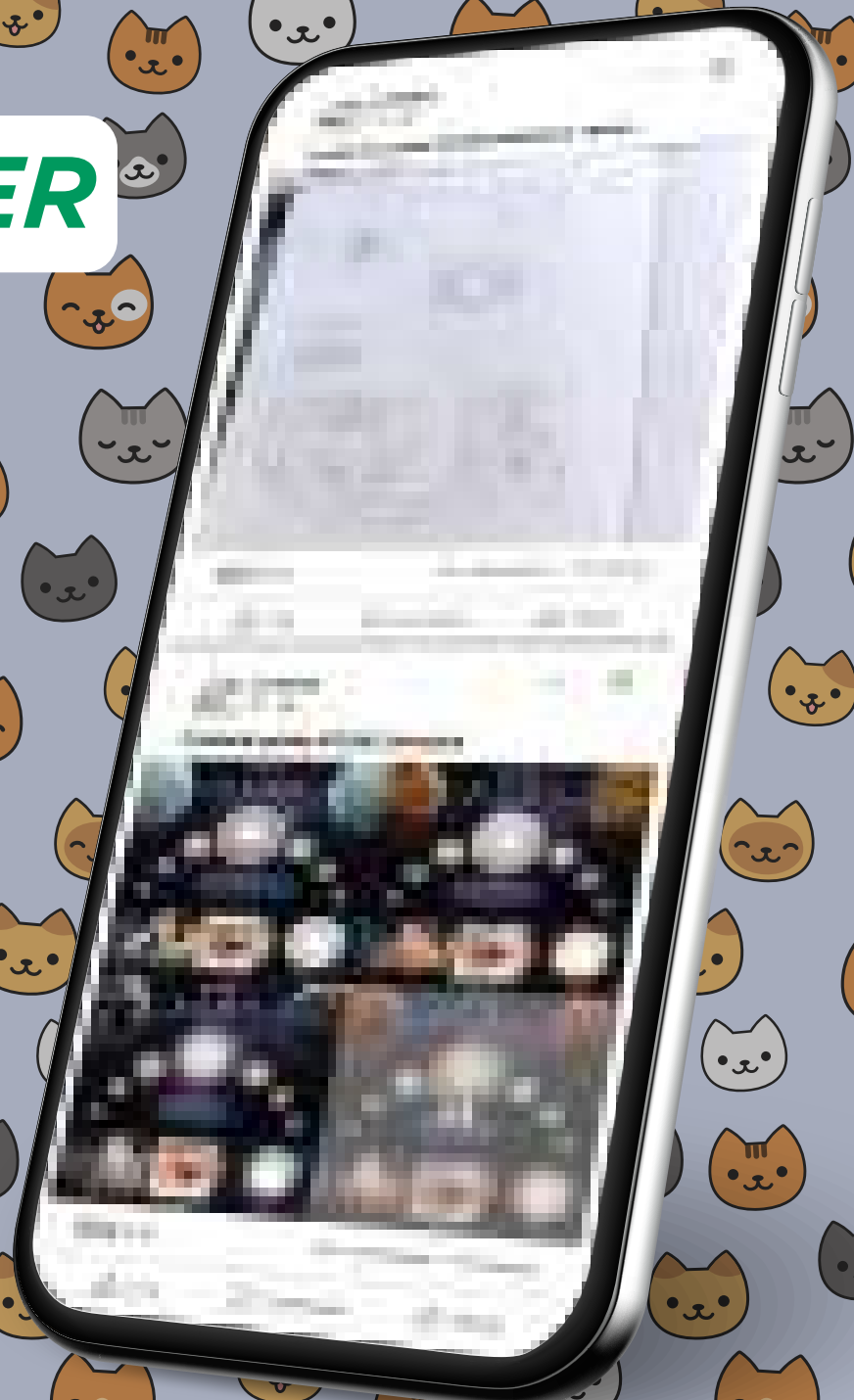reate the best quality designs I could. I felt better when I received some feedback about the typos and the positioning of elements in my design. This meant that my designs were compatible with what my customer expected.

My software used: Ps

ADVERTISING POSTER

RANDOM INSPIRED POSTERS

Creating a randomly inspired poster is an exciting and creative process. It begins with a spark of inspiration, which could come from anywhere: a phrase, an image, a song, or even a fleeting emotion. This inspiration serves as the foundation for the poster, guiding its theme, colors, and overall aesthetic. The design process is fluid and spontaneous, allowing for unexpected twists and turns that make each poster unique.

My software used: Ps Ai
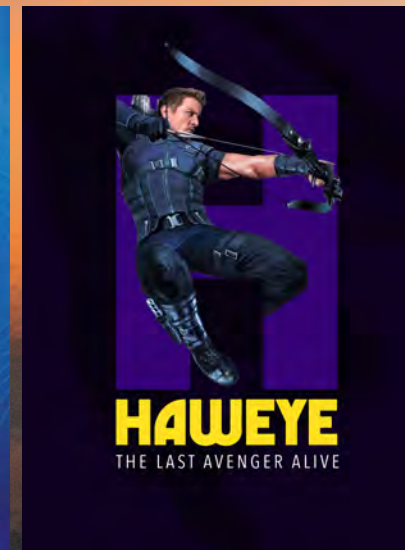
BROCHURE DESIGN

My software used: **Ai**

ABOUT BROCHURE OF LOCAMART

Locamart in Vietnam is a joint-stock company. It operates as an O2O (Online to Offline) supermarket chain, providing clean food and OCOP specialty products. Locamart is elevating the standard of Vietnamese agricultural products through its services. I joined Locamart as a freelancer and was responsible for creating a brochure for them. Although they did not accept my design, on the other hand, I learned more about Adobe InDesign, albeit at an amateur or beginner level. It took me 1 week to complete the brochure and receive feedback from Locamart.

Overview

BROCHURE DESIGN

My software used: **Ai**

ABOUT BROCHURE

This brochure was created in horizontal A4 format with a tri-fold design. The content of this brochure is about 'Creating Relationships in the 4.0 Age Skill', showing the reasons why we need to connect with other people. I made it as an assignment for my class at the university. My brochure was appreciated by my teacher, who highlighted aspects of our brochure, such as: content, visual effects, elements, etc. This brochure was designed by me, with my team taking responsibility for finding content. It received an overall score of 8.5 points, with much appreciation from my teacher.


Overview

LOGO CREATING

ABOUT LOGO CREATING

Creating a logo is a multi-step process that begins with sketching. I received a brief from my customers. In the brief, they required their logos to have features such as lines, roughness or smoothness, detail or simplicity, color or noir, etc. Even though the requirements were challenging, I tried my best using all of my skills and creativity. As you can see, the sketch and my final result changed a bit in terms of lines and size. I optimized my customer's logo to be more flexible and iconic. It took me just 3 hours to finish and send the file to the customers.
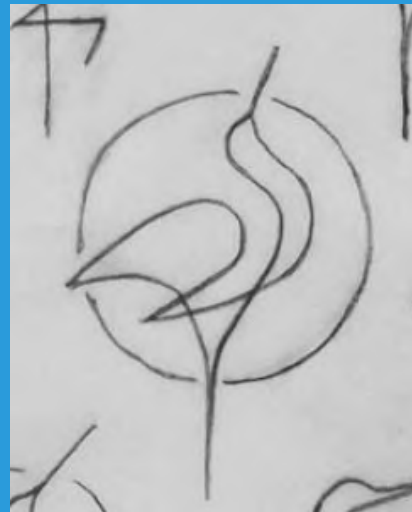
Sketch
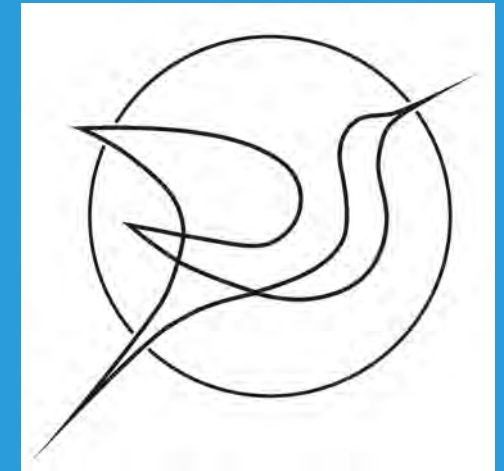
Final

My software used: Ai

LOGO CREATING

ABOUT LOGO CREATING

This logo is just a sample for an imagined fashion store. My idea came from the movie named 'King's Man'. So, I tried to highlight features of a vest and cravat. Angular lines were used to represent masculinity, toughness, and gentleness. A hard font was used to show strength. The logo is based on the 'M' character, known as 'Men', with a simplified cravat combined with a vest. This logo has been appreciated on Behance by other designers, which I am satisfied with. So in conclusion, 1 hour for briefing and sketching was enough, then another hour to illustrate it on Adobe Illustrator. I have also done the brand identity, but it was quite long, so I just published it on my Behance.

Sketch

Final

My software used: Ai

ILLUSTRATION ART

ABOUT ILLUSTRATION ARTS

Illustration art is a powerful form of visual communication that uses images to convey ideas, narratives, and concepts. My illustrations utilize many features in Adobe Illustrator such as color, perspective, gradient, typography, and the freedom of shape transformation. In the pre-production stage, sketching is always necessary because it makes my imagination more specific. However, sketching does not play an important role. The skill I need most is the ability to apply and transform sketches into illustration art to enhance the art and create depth of field.

My software used: **Ai**

SKETCH

ILLUSTRATION ART

ABOUT ILLUSTRATION ARTS

One of the parts that Lensee requested me to make for them was a structure guide. This guide helps Lensee's customers understand how to use contact lenses correctly. Creating elements or layouts is not difficult, but conveying the structure guide had some risks. Fortunately, I had a meeting with Lensee's art director to solve it. In the end, I successfully conveyed the guide through my illustration art and elements.
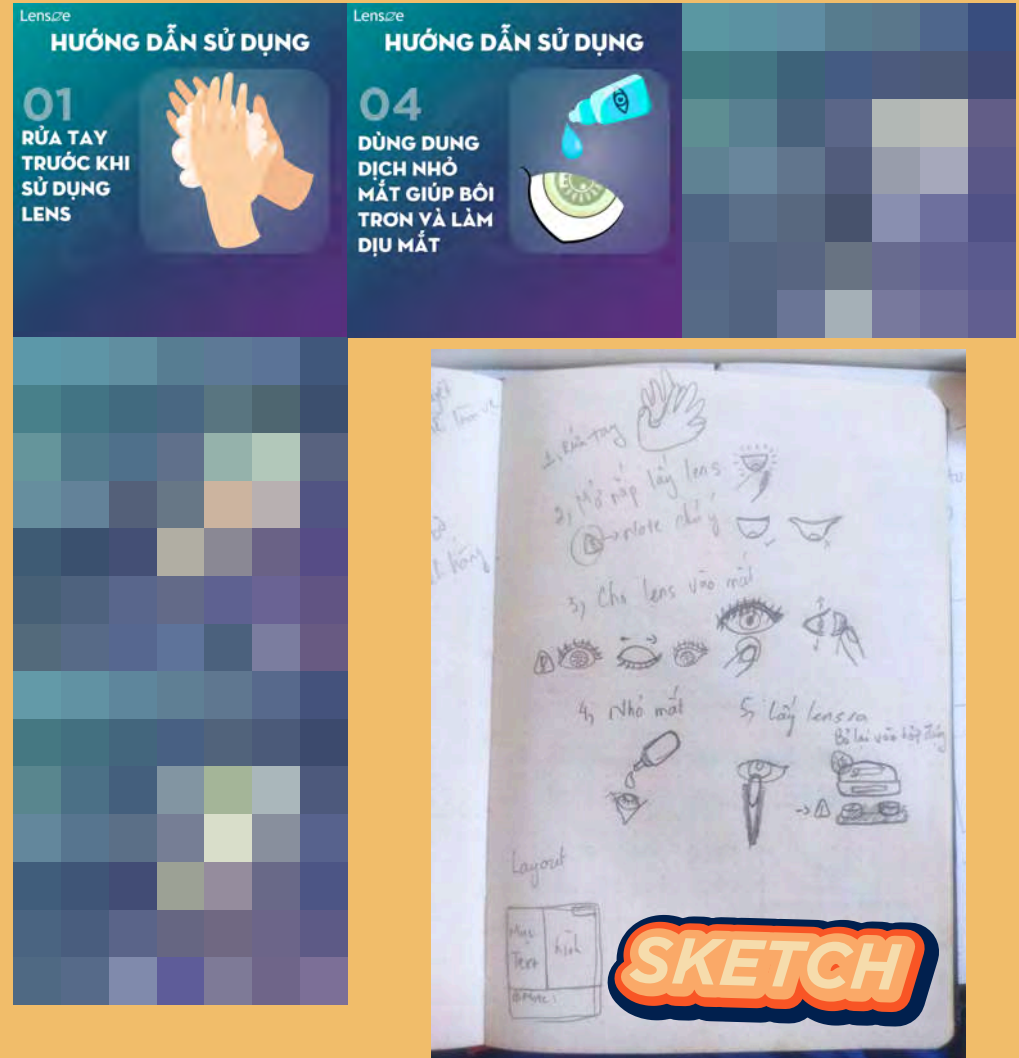
My software used: Ai

SKETCH

ILLUSTRATION ART

ABOUT ILLUSTRATION ARTS AND PATTERN

Creating a pattern involves identifying a sequence or design that repeats. This could be in various forms such as numbers, shapes, colors, sounds, or movements. Once the repeating element is identified, it can be replicated to extend or complete the pattern. Applying patterns to my designs plays an important role because patterns make the background more lively, more highlighted, and more interesting. In some cases, patterns are used to decorate the design.

My software used: **Ai**
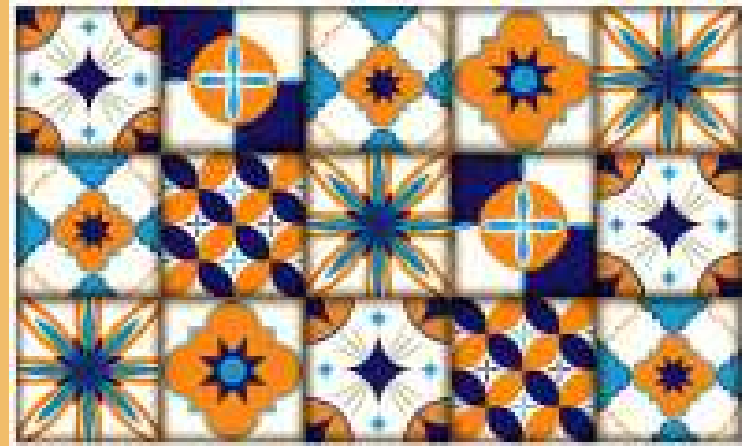
Pattern

HAND DRAWING

ABOUT MY HAND DRAWING SKILL

Hand drawing is a fundamental skill in the art world, requiring a keen eye for detail and a steady hand. My specialties are sketching, noir style, and watercolor. Each of my specialties requires different skills, but generally, they depend on my visual perception, brush handling, artistic pen skills, and understanding of contrast. Among all of them, my sketching skill is better than the others, which is why I love the first picture of the church the most. In the future, I need to advance my hand drawing skills because it is a way to convey feelings to everyone who loves art.

PHOTOGRAPHY

ABOUT PHOTOGRAPHY

Photography skills, particularly in landscape photography, involve a deep understanding of light, composition, and patience. I have tried multiple fields of photography and found that landscape photography is the easiest way for me to infuse my feelings into. The mood of feelings is reflected in the picture's color gamma, sharpness, lighting, and the position of the main subject. At the moment, I am exploring new horizons in product and beauty photography. For color grading in pictures, I use Adobe Lightroom Classic for colorization and brightness balancing.
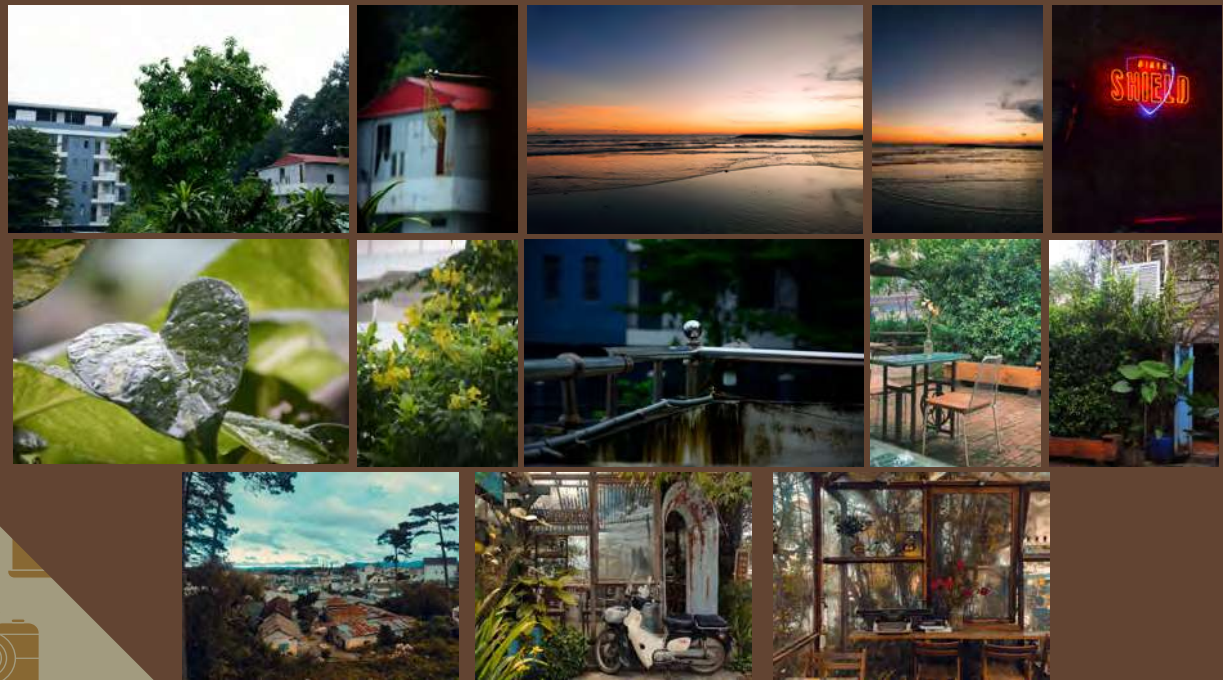
My software used: Lr

2D ANIMATION

My software used: Ai Ae

Full Animation Clips in my Behance Profile

ABOUT 2D ANIMATION

Creating 2D animations using Adobe After Effects is a dynamic and creative process. This software allows animators to craft intricate animations and special effects using a variety of tools. I made short clips with Adobe Illustrator software for creating detailed and graphic elements. Then I imported files from Illustrator to After Effects to create compositions and motion graphics, and also exported the file to video formats (mp4, h264, h265).

SUMMARY

Through my work projects, I have gained experience in various skills. Firstly, the skill of creating ideas has undergone many positive changes, and my creativity has advanced to new horizons. Then, my communication and soft skills have improved. I know how to understand and satisfy my customers, and when I am part of a team, teamwork skills play an important role in connecting with my partners. In some cases, even without photography, I have learned how to operate my camera smoothly, and expert knowledge is a basic requirement. Overcoming the fear of failure is necessary because it helps me lower my ego to empathize with customer desires. I would mark this as the first and most important skill when I work or study. Behaving skillfully is a way to keep in touch with customers, and then they will share my information with their friends or partners.

Regarding this portfolio, I have shown my technical skills in using software and customizing it to suit my performance. Adobe Photoshop, Adobe Illustrator, and Adobe Lightroom Classic are my favorite software and are the most used in my work. I do not claim to have mastered these software, but I can work with them skillfully. After that, the ability to take a shot with a camera is advancing, and practicing based on basic theories of the camera must be fluent. Thirdly, I would show skills in animation, also known as 'Motion Graphics'.

In the end, my passion lies in the subjects of Typography and Motion Graphics, which I discovered in the NTU course. Since I started working as a graphic designer, I have had a huge passion for typography, which gives me freedom in creativity. Therefore, I want to convey my passion through each character and its appearance. Motion Graphics, especially mastering 2D animation, is my goal when I officially finish studying at NTU. Not only are Typography and Motion Graphics my interests, but Graphic Design is generally my passion.

ThAnK 4 You!

Check QR code for more in my Behance