

# PORTFOLIO

HONG CAO  
GRAPHIC DESIGNER



## Education

- ✦ **Lasalle College of the Art - Singapore**  
(2017-2020)  
Dip of Communication Design
- ✦ **Nong Lam University - Vietnam**  
(2010-2014)  
BA of Business English

## Software

- ✦ Adobe Illustrator
- ✦ Adobe Photoshop
- ✦ Adobe Indesign
- ✦ Figma

## Skills

- ✦ Brainstorming
- ✦ Adaptability
- ✦ Teamwork
- ✦ Critical Thinking
- ✦ Reliability
- ✦ Time Management
- ✦ Conceptualizing
- ✦ Problem - Solving

## Experiences

- ✦ **QR Code Graphic Designer at Flowcode**  
*New York, US*

2022 - 2023

Code Design: Design and create QR code Flowcodes (think QR codes but cooler) that incorporate the brand identity of clients that are beautiful, relevant to their use case, and optimized to receive the most scans in the real world.

Designing codes or templates in a variety of styles as well as designing in studio product, exporting files, and submitting specs to our engineers or QA team.

Tasks include using illustrator to create supplemental assets, designing universal templates for a range of use cases, contexts, and aesthetics.

- ✦ **Graphic Designer at SelfiPrint Ltd.**

*Singapore*

2019 - 2020

Receiving client's brief with event's style, mood and design system. Designing photo booth frames, poster, backdrops and other touchpoints for client's events and weddings. Designed over 600 photo frames and backdrops for over 4 years.

- ✦ **Graphic Design Lecturer at BTEC College**

*Ho Chi Minh, Viet Nam*

2021

Planning, organizing, and delivering graphic design minor to over 40 students to accomplish their graduation project.

Teaching Professional Practice to guide student building their portfolio and personal style, together with Brand Identity module, include combination of design principles and technical skills, under Pearson UK programe.

Co-working with colleagues, department chair, delivering lessons plans to teach introductory graphic design module.

- ✦ **Graphic Designer at Dell Online**

*Ho Chi Minh, Viet Nam*

2021

Working closely with marketing and content team to develop concepts, clear visual touchpoints for multiple Dellonline campaigns, as well as design materials for social media channels, website, social media and shopping platforms such as Lazada and Shopee with over 65k followers. Maintaining sales and interactions with the attractive banners. Some posts reach over 10k interaction.

- ✦ **Graphic Design Lecturer at Green Academy**

*Ho Chi Minh, Viet Nam*

2020 - 2021

Planning, organizing, and delivering graphic design instruction to over 100 students to accomplish their Brand Identity Module. Specificly, guiding student building their portfolio and brand style through design principles and technical skills.

Co-working with colleagues, department chair, delivering lessons plans to teach introductory graphic design classes.

# CONTENT

## ✦ BRAND IDENTITY

The Bike Coffee Logo  
Pulau Upin Island Branding  
D&AD NEW BLOOD AWARD 2020  
My student work Brand "LONXON"

## ✦ Advertising

Dellonline.vn Promotional Banners  
Cosmetic Shopping Banners

## ✦ Poster Design

Chivas Poster Design  
Pacific Prime CXA Poster

## ✦ Packaging

Light Bulb Packaging  
Future Water Packaging  
Book Cover Design

## ✦ Editorial Design

Thread Magazine  
Designer Publication  
Foodaholic Publication  
Lapse Magazine

## ✦ Typography

Typeface Creation

## ✦ Personal Projects

## ✦ Design Projects

## ✦ QR Codes Design

Brand Identity













+ **Between The Lines**

*Brand Identity*

The campaign's objective is raising awareness of fake news on the internet world where everything can be fake. Between the lines includes search engines, media, posters, stickers, etc

In my project, I chose a newspaper concept to represent the traditional form of news and truth. I crunch the paper after that I recreate it into the form of the typography. This means that the new (information) has been bent until its not correct anymore.

The reason why many lines in the design is because I want to describe the line between sentence and sentence. Those sentences also kerning very close to each other to manipulate the overloading news.





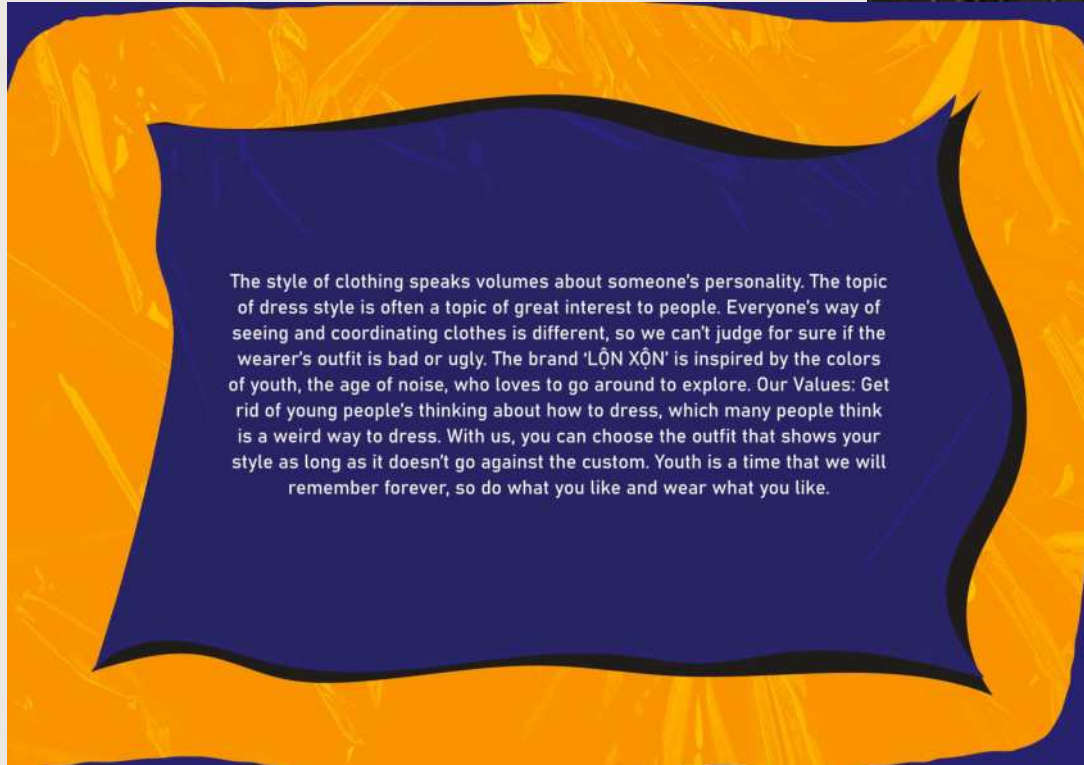
## + LONXON Brand

*Brand Identity. Student work*

Van Trang, one of my best student in BTEC College FPT Vietnam. This is her project for brand Identity, the Idea the concept and applications is instructed by me.

This project captured the mixture of street style for fashion brand. The voice of young people showing off their style without caring about social judgement about fashion. I guided her on color choice, moodboard and brainstorming her ideas into visual graphic that can communicate the best of her brand voice.

The brand shows explosion of young people energetic skateboard style, with all the graffiti and stickers. The color enhance variety of bold statement just like the voice of the streetstyle. So far I am very proud of what Trang did to push her project to maximize the brand identity.



It's really bad isn't it?

It's really bad isn't it?

It's really bad isn't it?

It's really bad isn't it?

It's really bad isn't it?

HAVE YOU EVER FELT SO BAD WHEN YOU WEAR WHAT YOU CONSIDER STYLISH AND BEAUTIFUL TO THE STREET BUT HAVE TO ACCEPT GOSSIP?

It's really bad isn't it?



GARMENT TAG

90 MM

50 MM

PRICE SIZE

PRICE SIZE

COMES WITH STORE-BOUGHT PRODUCTS

COMES WITH PRODUCTS PURCHASED ONLINE

MACHINE WASH COLD  
NOT BLEACH  
IRON LOW HEAT  
DRY FLAT

LON XON

LON XON

LON XON

LOGO MEANING

The whale is considered a powerful mascot capable of expressing your own beliefs and ideas. Passion is represented by the flame symbol. When we have a fire in our souls that drives us to do anything.

Advertising



# GAMING LAPTOP

# STUDY LAPTOP

# BUSINESS LAPTOP

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- Màn hình 15.6" Wide-Viewing Angle hiển thị sắc nét
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Packaging







## + Drink of the future

### Packaging Design

The objective is designing the drink of the future. In my thought, many new form of water will be born and water will not look like water we see now. It could be smoke, solid, or powder.

In my project, I decided to go with water ball, a soft form of water which people can still hold it.

The graphic being communicated in this design is futuristic heavy industry look with clear lines and simple pattern. The reason why many lines in the design because I want to describe the source of the water, which is from underground the earth depth 250km. So the unique of this water can turn into pattern to work further with the project.

The form of the water box is similar to the form of the logo.







Editorial Design









Typography



# FIRST SHINE

**DIVISION:** Tracheophyta

**CLASS:** Liliopsida (monocotyledons)

**ORDER:** Bromeliales

**FAMILY:** Bromeliaceae

**GENUS:** more than 50

**SPECIES:** about 3,000



## How Threatened are Bromeliads?

There are more than 2,700 species of bromeliads in the Amazon rain forest, can be found throughout Central and South America and parts of North America, in many habitats and climates—ranging from sea level to mountainous elevations of up to 14,000 feet. About one-third of them are endangered. The World Conservation Union (IUCN) has included 151 bromeliad species (access 10/17/2006) at varying levels of conservation status in their international Red List of Threatened Species.

Unfortunately all of the bromeliad species listed are endemic to Ecuador and all other bromeliad species are neglected. Some of the species were listed only because they have a small geographical range, which can indeed be a threat for extinction (compare Pitman & Jørgensen 2002). But sensitivity of species to anthropogenic extinction is not explicitly defined by their range-size, rather also by their ability to react to environmental changes.

Indeed especially humid forest bromeliads are threatened by land-use changes and current deforestation rates in the Neotropics. In humid forests, the effects of ecosystem degradation are more severe, as for example shade-dependant bromeliad species disappear when deforestation leads to microclimatic changes.

Another problem to bromeliads in the countries of origin is that they sometimes are regarded as weeds and are even burnt down as agricultural practice by the local people as only few of the bromeliads are edible or of medicinal value.

## Characteristics?

Some bromeliads are so heavy that they can break the trees from which they grow. The pineapple and Spanish moss are two of the most common bromeliads.

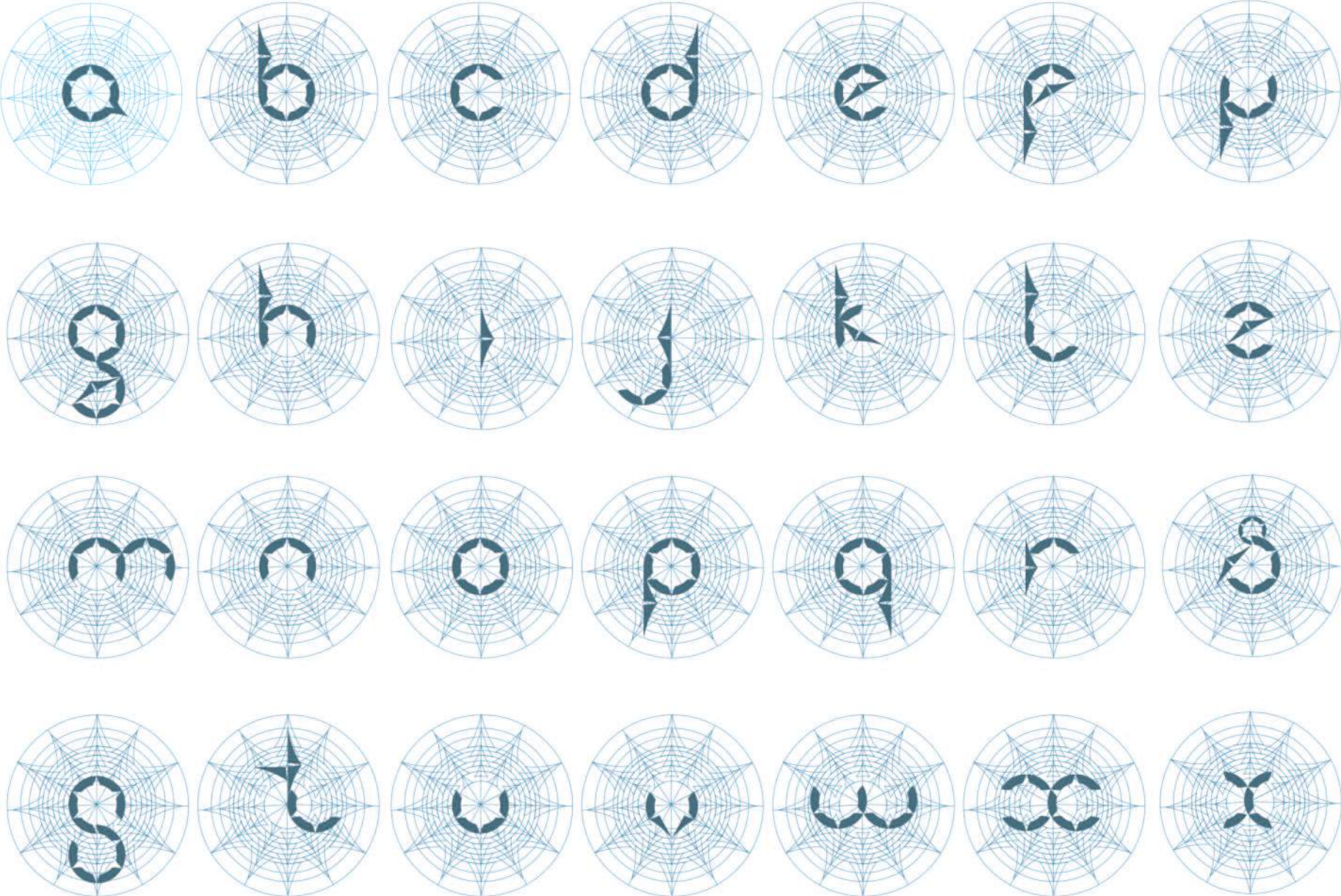
Bromeliads come in a wide array of eye-catching colors, shapes, and sizes, and can grow in a number of different ways: they can be terrestrial, growing on the ground; saxicolous, growing on rocks; or epiphytic, growing on other plants and trees.

Many bromeliads have stiff, overlapping leaves which hold rainfall like buckets. Leaves and debris fall into these reservoirs and help algae and other single-celled organisms to grow, which in turn feed mosquitoes, insect larvae, and other organisms.

The bromeliad is like a small ecosystem in itself—animals such as tree frogs, snails, flatworms, tiny crabs, and salamanders might spend their entire lives inside them.

# ALPHABET WITH GRID

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# QUOTE POSTER DESIGN

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## Design Reference



The word grow is the key of the quote. so that I want to indicate the meaning of the word carefully. By using design principle MOVEMENT. Movement is the path the viewer's eye takes through the work of art, often to focal areas. Such movement can be directed along lines, edges, shape, and color within the work of art.

In this case, movement develops through 2 ways: LINES AND COLORS. The color white opacity is getting heavier as the word grow go up. The letters being arranged





# Personal Projects





Name: Cao Thi Hong

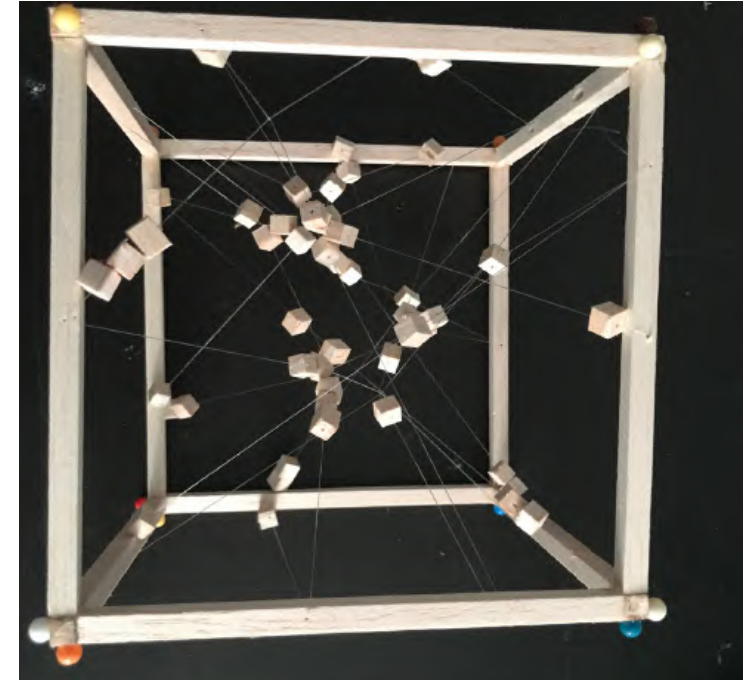
Student ID: 19765

Class: DCN3C

Rationale: I create this cube as this structure because I want to manipulate the motion movement in my cube. It is a form of interactive art. Every time you turn the cube it will have different form and create various of tention. The beauty of the complex structure can achieve when it is complicated just enough, not too much.

As you can see, the visual characteristics of my cube artwork are lines, colors, values, shapes, textures, space, and movement. The form of the cube is geometrical flow. The value of the cube devided in the weight of the string and the wood blocks, it also create high contrast within the cube.

When I was making this one, I was imagine it will be display in the public with a motor machine below, so when the motor move, it will turn the big cube and all the small cubes will play a variety of harmony.



# Design Projects









## + Around The World by Louis Vuitton

### Design Campaign

Around the World is a campaign organised by Louis Vuitton for their VIP clients to promote their latest collection.

The event target is to promote the popularity of Louis Vuitton goods. The image references are balloons, airplane, countries and earth. So I combine between the sky and balloon on top, together with the earth and many countries on top of it. Event poster is the earth with Louis Vuitton store in Singapore arrange together with other countries symbols.

Their booth are airline check in arch, suitcase and passport in a large scale so that people can stand inside and taking photos.



## + Ribena Car Promotional Designs

### Car Stickers

This project promoted Ribena berries drink on their Van at the carnival. I arranged all the elements and product image all sides of the van to make sure that the audiences can see the ads from all directions.



QR Code Design





