

CAO THI
NGUYEN
NGUYEN

BRANDING & PACKAGING

DESIGNER

NICKNAME

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In A Nutshell

S O M E F A C T S A B O U T M E



H I G H L I G H T A W A R D S

1st Prize for the Best Portfolio
Guests' Choice Prize
Students' Choice Prize
*by International Portfolio Training Center (DPI)
at Portfolio 's Day (Graduation)*

Incentive Award of
Pattern Design Contest
by Cuscion VietNam



aquarius

17.02.1992

M Y H O B B Y

Collecting Design Stuffs

Traveling

Reading

Piano

Yoga

Photography

Drawing

E D U C A T I O N

Foreign Trade University
Bachelor of Finance & Banking

2010-2014

International Portfolio Design Training (DPI)
Graphic Design

2014-2015

IELTS Test
7.0

3/2017



My site: ctnn.me

“

You are what you think.

Always look into the bright sides.

”

I N D E X

BRANDING

DINOLANDS COFFEE

LAUNDRY HOUSE

AURORA

TARROCHI

LAROSE

PACKAGING

BARDO

ART DIRECTION

URBAN KITCHEN & BAR

Photography | Retouch | Key Visual Building

ALL - by - ME PROJECT

POPUP BOOKS

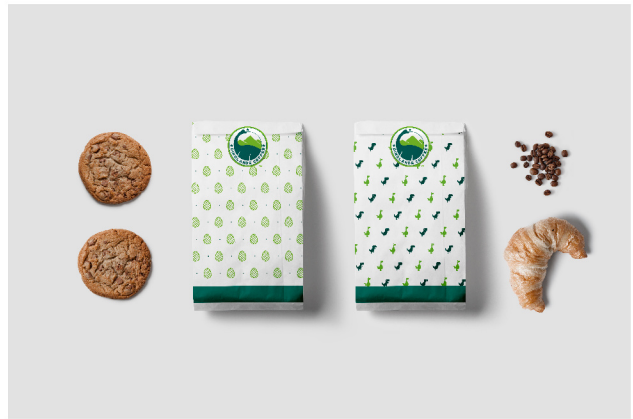
Saving Endangered Animals

SPECIAL PROJECT

SHE/HER

*This PDF Portfolio just shows parts of my designs.
For more, please visit: www.ctnn.me*

ART DIRECTION



DINOLANDS COFFEE

LOGO | BRAND MATERIALS | BRAND GUIDELINE

Dinolands Coffee is a small coffee shop based in Ho Chi Minh City Viet Nam. They would like to express the "raw" factor in their ingredients that is why they choose dinolands image which is original, raw and fresh from the early age.

For more, please visit: www.ctnn.me/dinolands

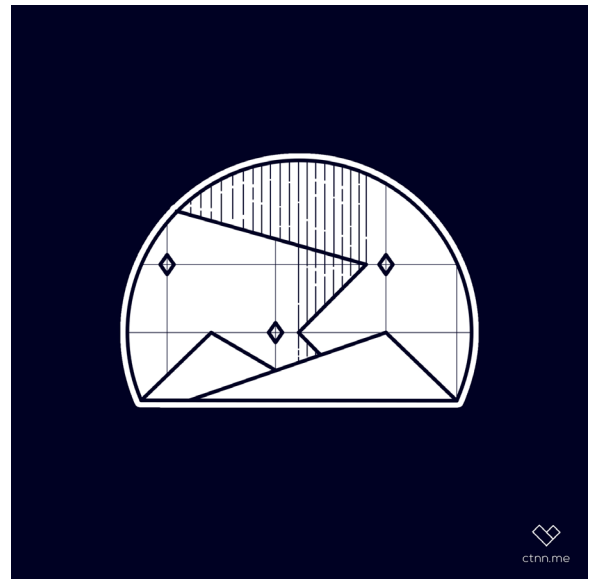


**LAUNDRY
HOUSE®**

LAUNDRY HOUSE

BRANDING & VISUAL DIRECTION

*My clients asked me to design the logo and
responsible for the look and feel of his new business:
Laundry Service in Ho Chi Minh City called Laundry House.*



AURORA (Making Process)

LOGO & BRAND IDENTITY

*Aurora is a serviced apartment based in Ho Chi Minh City, Viet Nam
My client asked for Logo Design and a pack of Brand Identity.*

*I designed 3 options for my client based on the meaning
of the word "Aurora"*



TAROCCHI (Project in Rush)

LOGO

A client has a sudden idea about opening a coffee shop which specializes in fortune telling by Tarot and Horoscope. The Tet holiday was coming so he needs to have 1 option logo in 3 days. I gave him 2 options, same direction but different shapes. He totally loves it without any revisions. He confessed: "This is the first time I have worked with a designer that meet my expectation at the first sight"

For more, please visit: www.instagram.com/tarocchi.vn/

2/2018



THE STYLE THAT I LOVE

*Logo Design for Jewelry Shop.
This option is not chosen but I love this the most*

1/2018.

P A C K A G I N G

Option 1 (Chosen Option)



Option 2



BARD O

SEASONAL PACKAGING FOR TET HOLIDAY

Bardo is a fresh seafood shop based in Ho Chi Minh City, Viet Nam. Bardo wants to have a new premium look on their packaging in upcoming Tet holiday for their special dishes: dried squid products. Bardo wants its products to have a Vietnamese traditional look and show respect and value of Vietnamese fishermen.

I came up with creating "Old Viet Nam" look and feel (Việt Nam Xưa), using the old, vintage fonts and colors. In Vietnam old time, moms got used to using slim mornings newspapers to wrap fresh food and things which help protect them. Thus, my idea is to use this feature to create this packaging using kraft papers with "newspaper alike" design.

"The newspaper papers" is covered with the informative articles about Bardo brand and product itself, such as: What Bardo values, the story of Vietnamese fishermen, what Bardo sells, where the products come from, how to well cook the dried squids, tips and tricks in cooking Bardo 's specialities. These info helps branding for Bardo and products themselves.

ART DIRECTION



URBAN KITCHEN & BAR

PHOTOGRAPHY | RETOUCH | KEY VISUAL BUILDING

I am full responsible for Urban Kitchen & Bar's image including food photography, retouch, art direction, key visual building for digital marketing as well as brand materials.

Animation and cinemagraph designs, please visit my website.

For more, please visit: www.ctnn.me/urbankitchenbar

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SAVING ENDANGER ANIMALS: RHINOS, ELEPHANTS, TIGERS

CHALLENGE

"Vietnam, the biggest hub for illegal rhino horn trafficking, has done little to stop it" – an online article title of Los Angeles Times. Since 2015, this issue has been extremely harsh in Viet Nam. Some Vietnamese has believed that rhino horn can cure cancer, which made them hunt for them. I am a Vietnamese and I am aware of the cause of this issue came from the misleading knowledge. Not only rhinos but there are also other animals like elephants and tigers are threaten because of this believes.

My purpose is to provide information, by giving them the truths of these believes and the facts that they have not known yet. "Just because you do not see it, does not mean it not there. Just because you do not witness it, doesn't mean it does not happen."

SOLUTION

I came up with 2 Popup Books. The first book, I call it "THE RED BOOK" and the second one is "THE GREEN BOOK". Why popup? I understood that it would be boring if giving truths and facts by just texts and images. That is why, to stimulate the readers, 2 popup books let them directly interact with each page and encourage them to turn to the next page till the end.

"THE RED BOOK" is the "ugly" truths and facts about the situations of 3 animals at the present. I choose the "hot" colors to emphasize the seriousness and harshness.

"THE GREEN BOOK" is more of my imagination of the future if we save these animals. I choose the "cool" colors to show the brightness, freshness and harmony of the future.

Let the journey begin. Please enjoy!

Step 1: MAKE YOUR CHOICE

*See the Poster & Answer the Question on it.
Read the Book of your Choice*



Step 2: READ THE BOOK OF YOUR CHOICE

This section is moving images, please SCAN the QR CODE or VISIT the provided links:

THE RED BOOK



Please SCAN the QR CODE above to see the video

OR

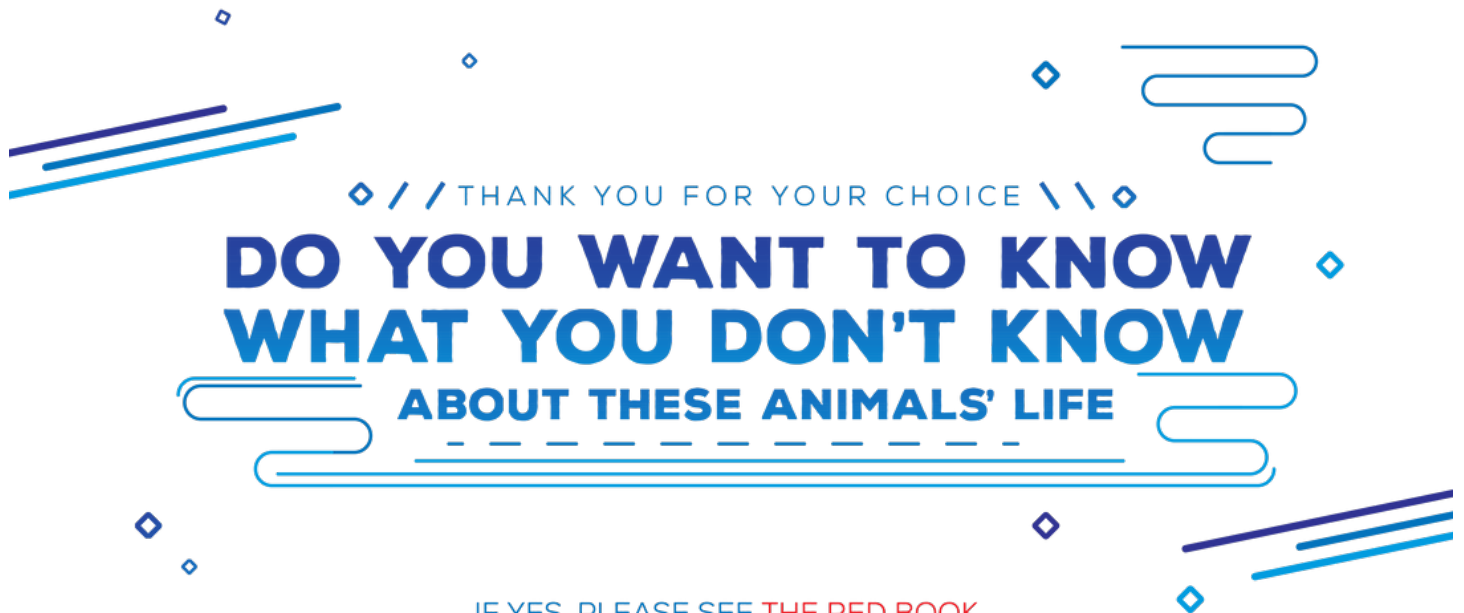
Visit this link

http://bit.ly/the_red

Step 2: READ THE BOOK OF YOUR CHOICE

This section is moving images, please SCAN the QR CODE or VISIT the provided links:

THE GREEN BOOK



Please SCAN the QR CODE above to see the video

OR

Visit this link

http://bit.ly/the_green

FULL VIDEO

This section is moving images, please SCAN the QR CODE or VISIT the provided links:



Please SCAN the QR CODE above to see the video

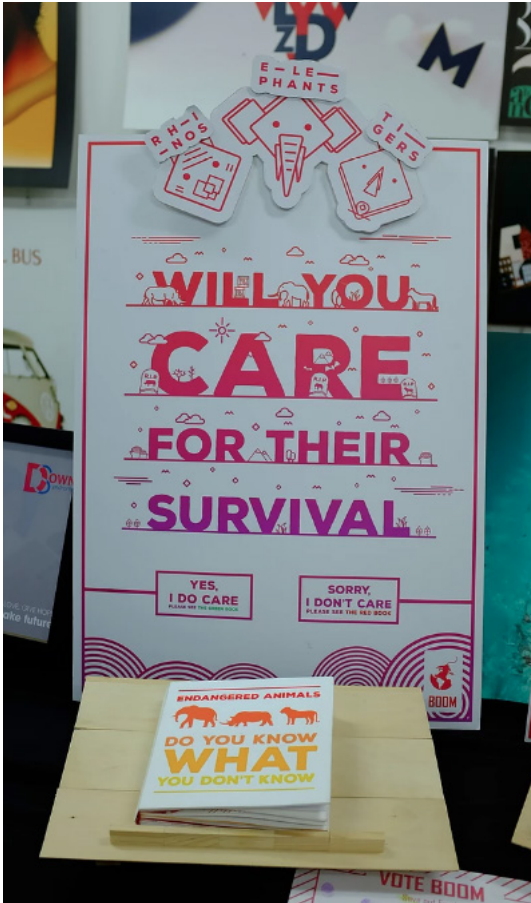
OR

Visit this link

<http://bit.ly/redgreenfull>

GALLERY

Some taken picture from real works



GALLERY

Some taken picture from real works



S P E C I A L P R O J E C T



S H E

PASSION

I always call my Passion SHE. The very first time I saw her, SHE is still a child. SHE have grown really fast and I have nurtured her, feed her with inspiration since that day. Why SHE but not he? Because she is just like a women with all the ups and downs. Sometimes SHE is passionate. Sometimes SHE is sad and she losts energy. Whatever happens, I help her and SHE help me to get here: to be Who Iam today.

I share with you the project of my daily life. A design collector and lover.

For more, please visit: ctnn.me

Daily Updating

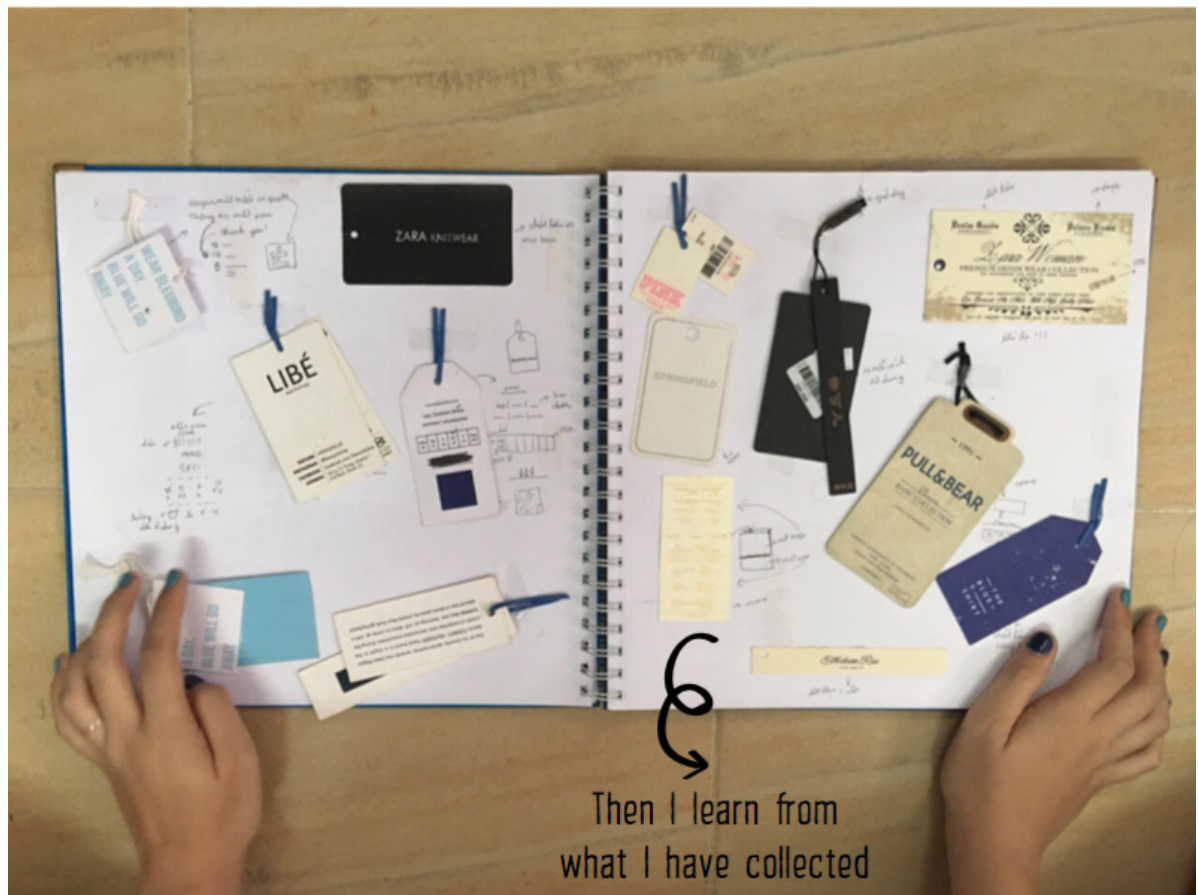
SPECIAL PROJECT



Wet Tissues

Special Materials

SPECIAL PROJECT



THANK
YOU

BRANDING & PACKAGING

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Jo Lavie

WEBSITE

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