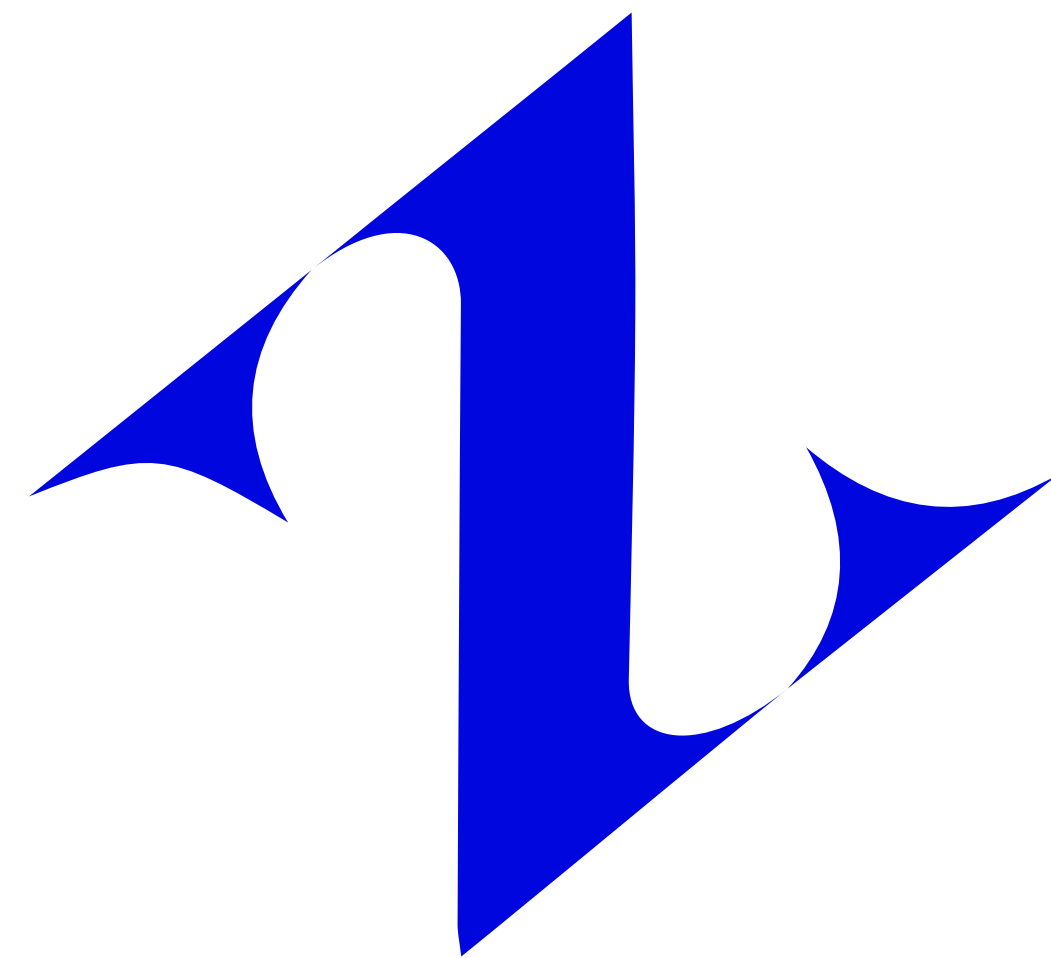


port
folio


x



Biography

My design journey began around 6 years ago when I discovered my passion for combining colors, shapes, and typography to create compelling visuals. Through solid education and hands-on experience, I got to experiment with various design tools and techniques, allowing my imaginative concepts to come to life.

I enjoy exploring different aspects of design and thrive on perfecting each piece of work. In this portfolio, I aim to showcase versatility, ranging from vibrant branding to sleek corporate, industrial work and captivating digital media. With a commitment to delivering excellence, my goal is to continue to push the boundaries of creativity, making a lasting impression with innovative designs.

 (+1) 236 - 330 - 8787

 baorkim@gmail.com

 zoeynguyen.ca



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04

LUMI PROJECT



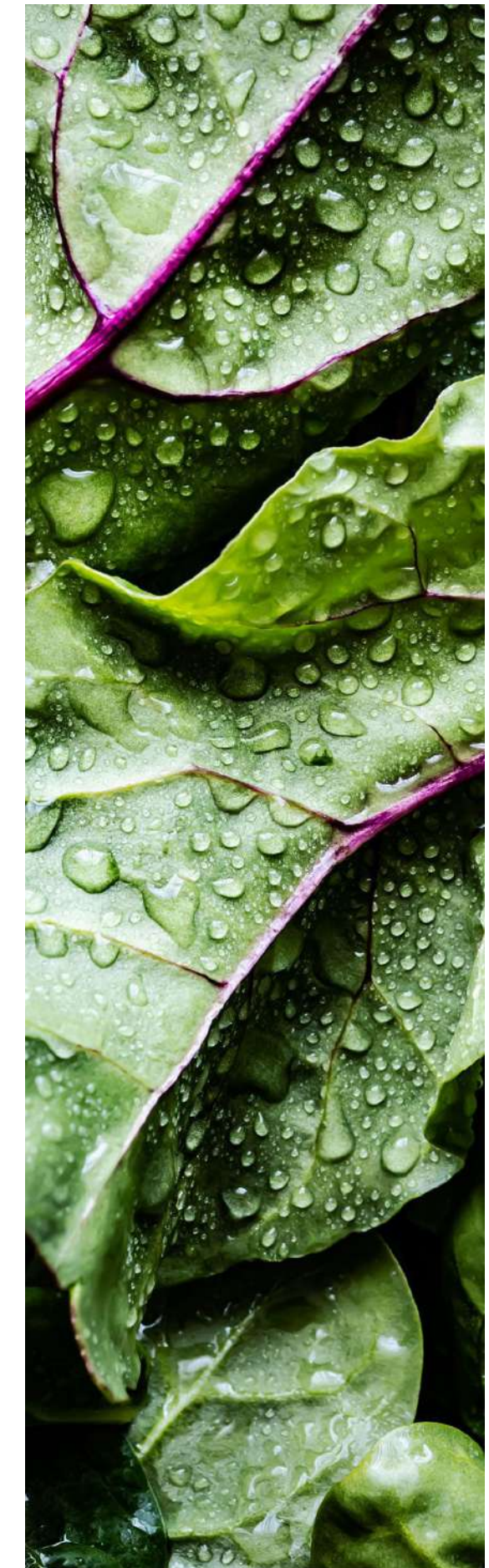
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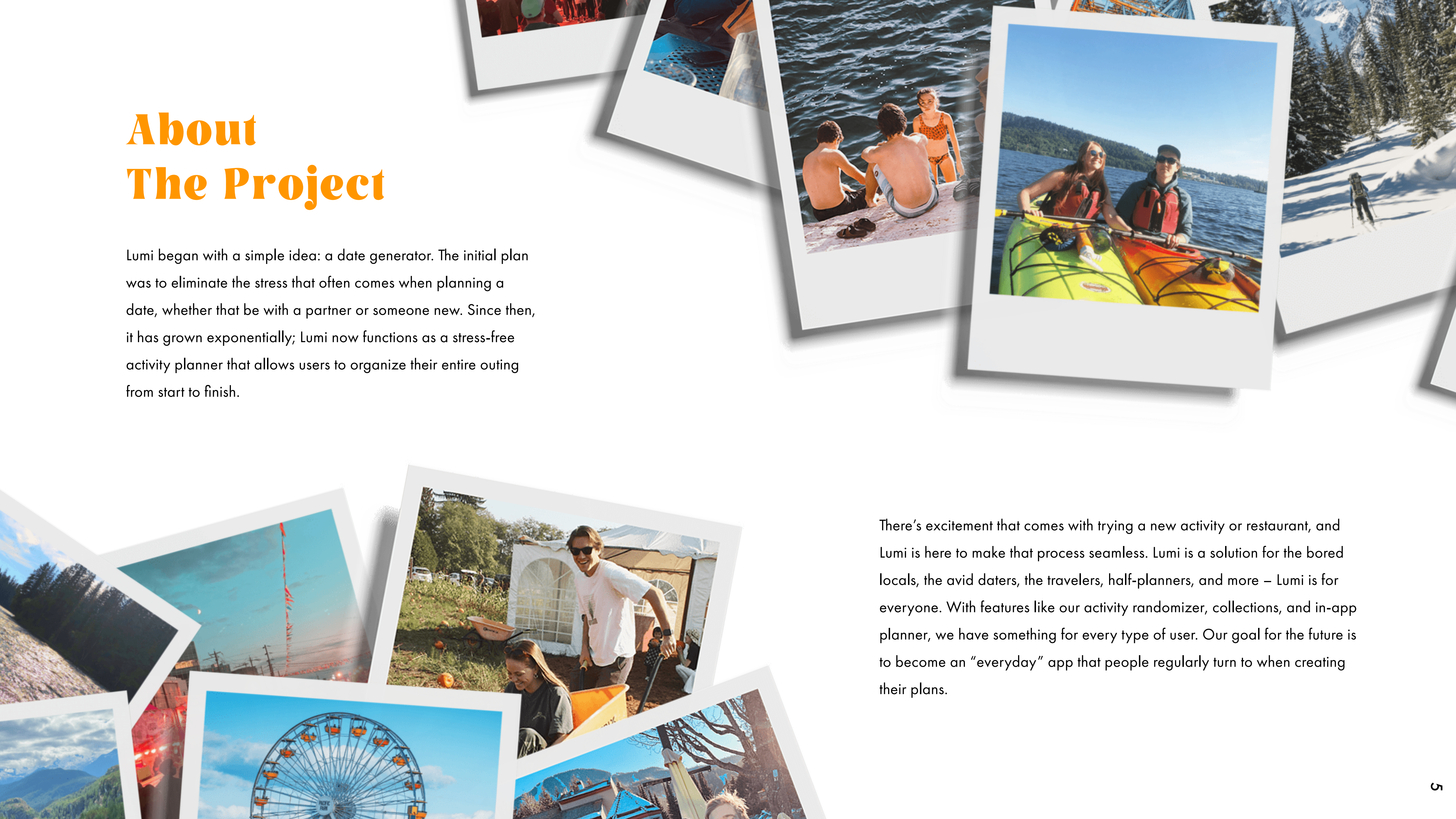


Lumi

About The Project

Lumi began with a simple idea: a date generator. The initial plan was to eliminate the stress that often comes when planning a date, whether that be with a partner or someone new. Since then, it has grown exponentially; Lumi now functions as a stress-free activity planner that allows users to organize their entire outing from start to finish.

There's excitement that comes with trying a new activity or restaurant, and Lumi is here to make that process seamless. Lumi is a solution for the bored locals, the avid daters, the travelers, half-planners, and more – Lumi is for everyone. With features like our activity randomizer, collections, and in-app planner, we have something for every type of user. Our goal for the future is to become an "everyday" app that people regularly turn to when creating their plans.





Primary Logo

Lumi uses Lettown Hills typography as the primary logo, complimented by the two hexadecimal colours Vivid Gamboge and Sunglow. The choice in typeface creates a casual and stylistic alternative to the brand's name to convey modernism, timelessness, and structuralism. While the colour duo promotes the fun, playful, and exciting side of Lumi.

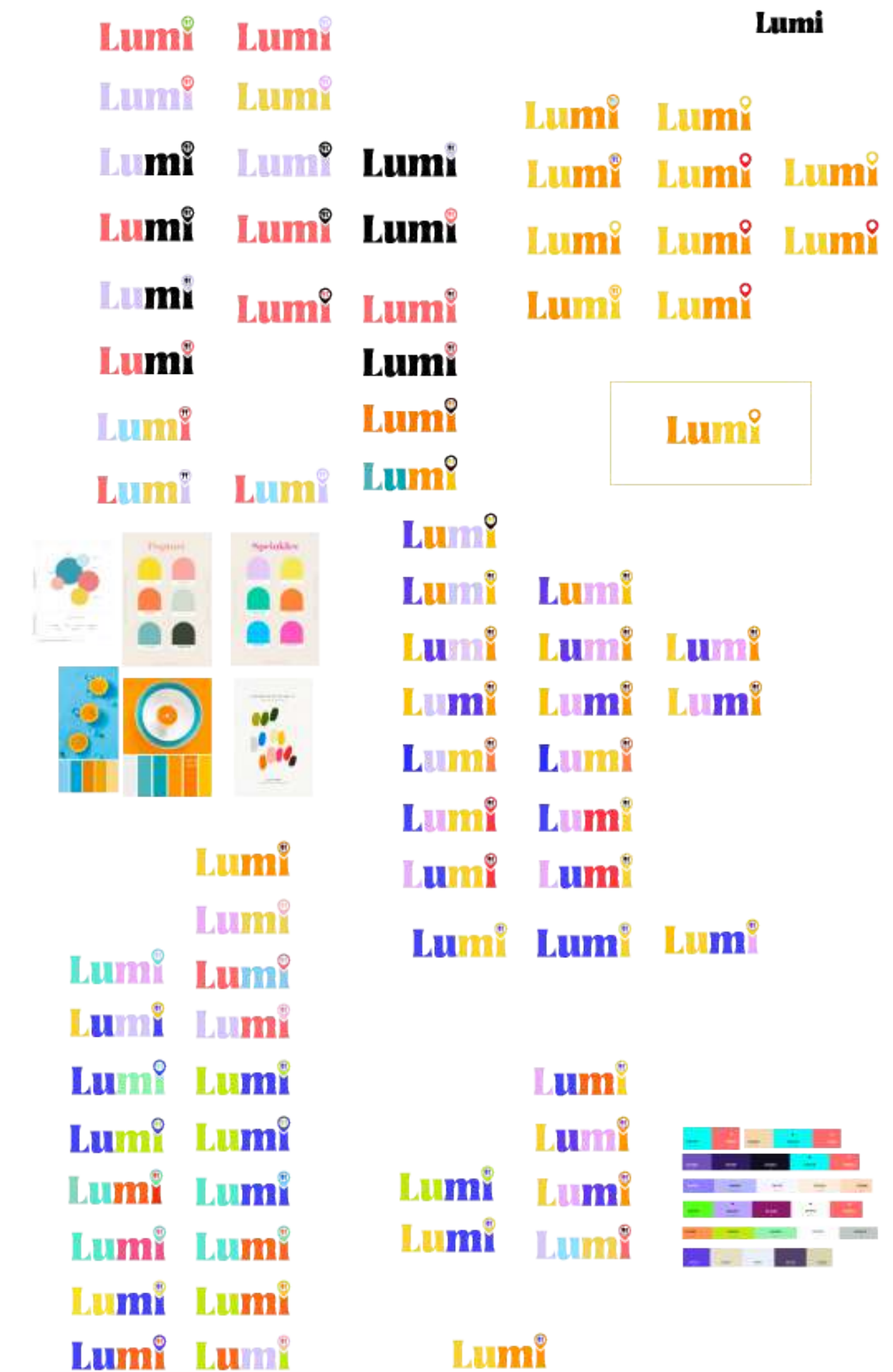
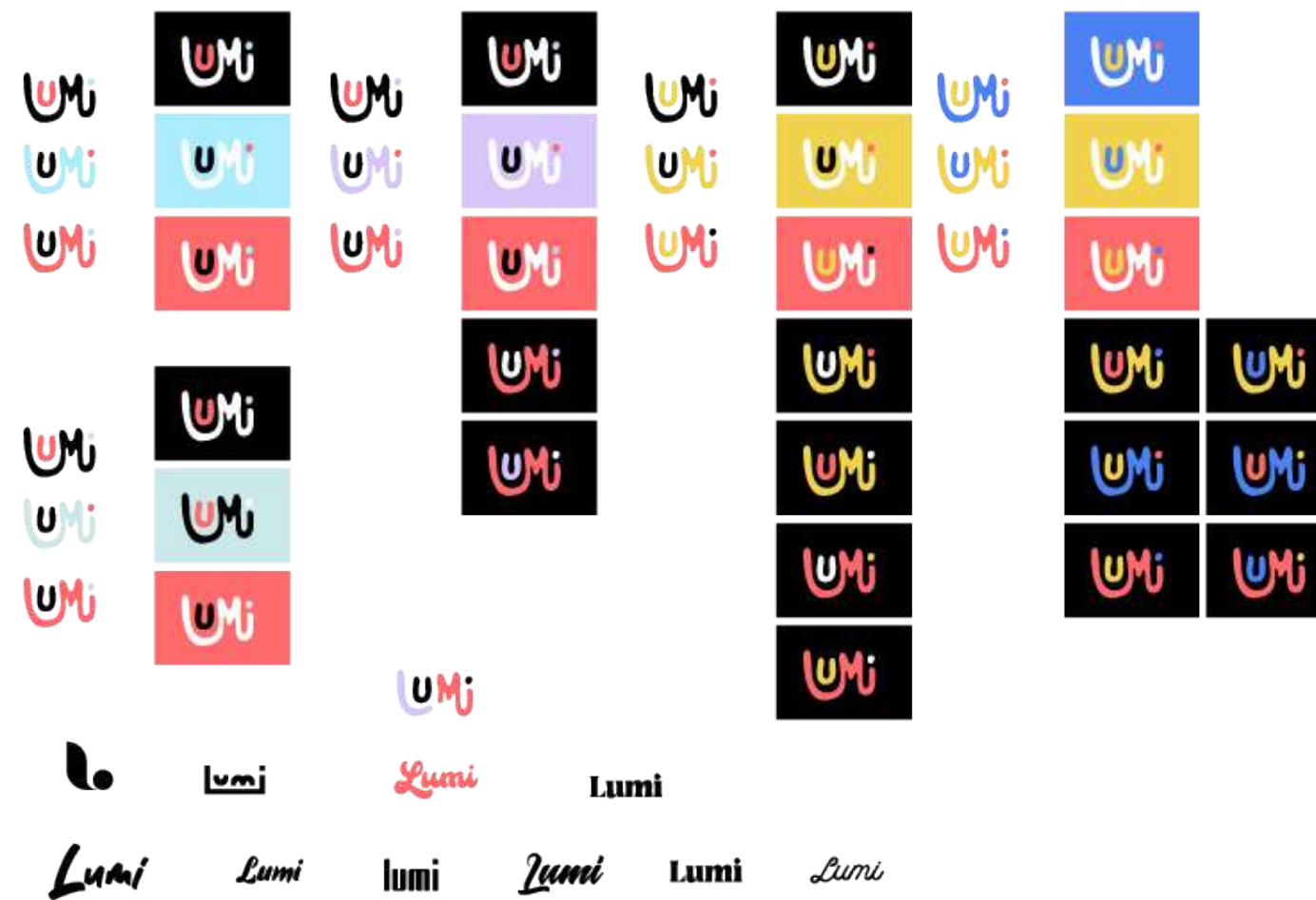
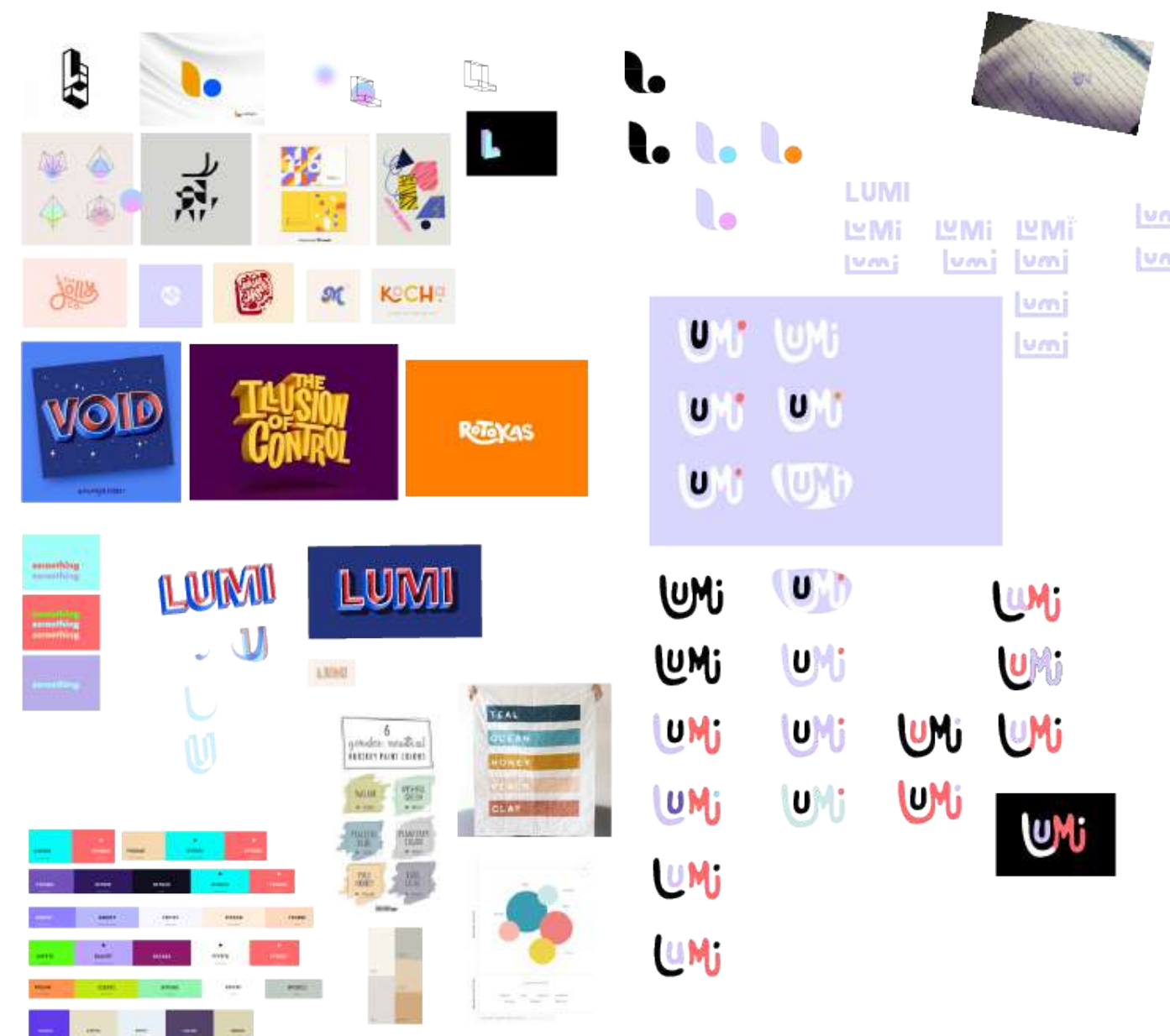
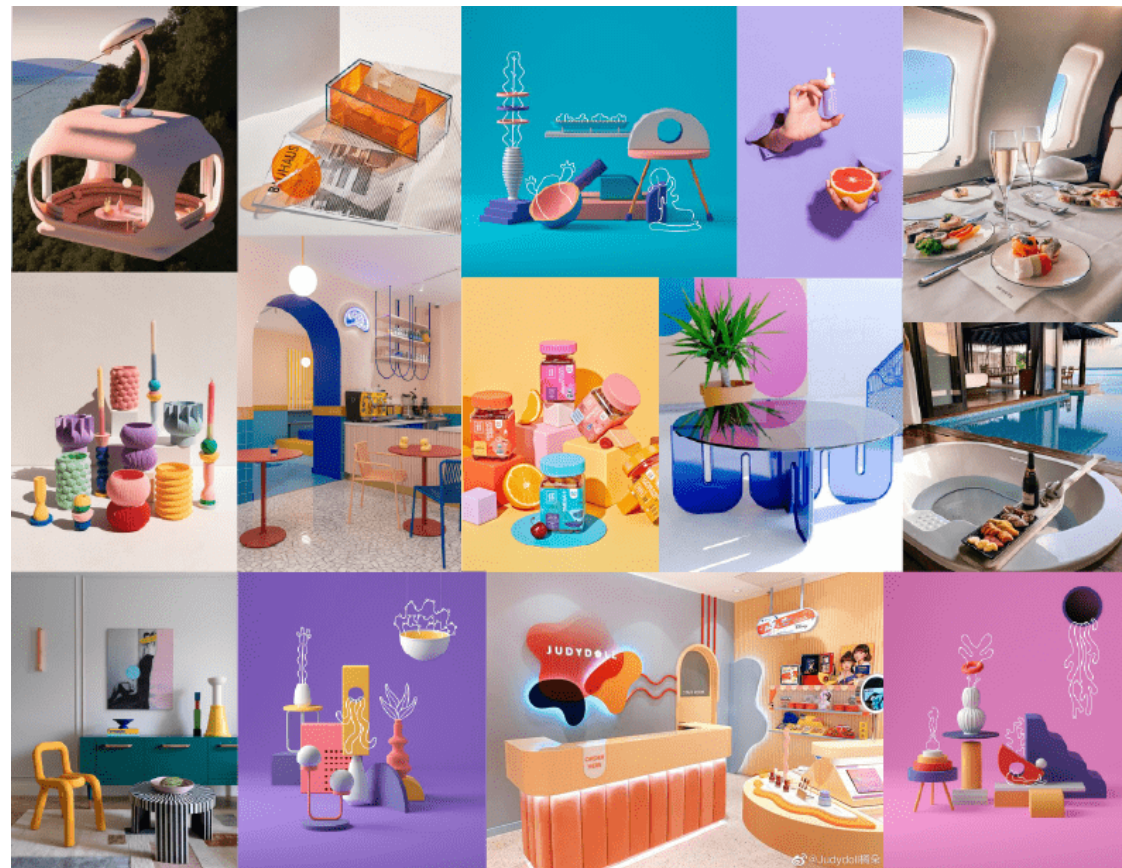
Lumi

Moodboard & Logo Process

Experimentation with typography, colors, and graphical elements helps to find the right balance between modernity and a sense of fun.

Iterative refinement and feedback loops are essential in shaping the logo's final form, ensuring it is visually appealing and memorable.

The goal is to design a logo that captures attention, embodies the brand's essence, and evokes a sense of joy and enthusiasm among the audience.



Icon

In combination with the “L” in “Lumi” a location symbol is used to form the Lumi brand icon, resulting in a visual representation of the company’s identity. The location icon is a familiar symbol used to help associate users with the app and its purpose. In tandem, the brand name and symbol create a powerful brand image that users will easily recognize and remember.



CMYK: 3, 15, 91, 0 RGB: 249, 210, 48

SUNGLOW
Hex: # f9d230

“Hex color #f9d230 is close to the color named “Sunglow” because they look the same at a quick glance. It’s labeled as “generic yellow”. When people spot this color, Sunglow (#f9d230), in designs, they might associate it with feelings of **cheerfulness, having their attention grabbed, self-esteem, energy, and being center-of-attention.**”

(2020colours)

Colours

“Hex color #ff9900 is commonly known by the name “Vivid gamboge”. It’s labeled as “generic orange”. When people see this color, Vivid gamboge (#ff9900), used in designs, they might associate it with **warmth, having confidence, pleasure, technology, and health care.**”

(2020colours)



CMYK: 0, 47, 100, 0 RGB: 255, 153, 0

VIVID GAMBOGE
Hex: # ff9900

Triad Colors



Photography

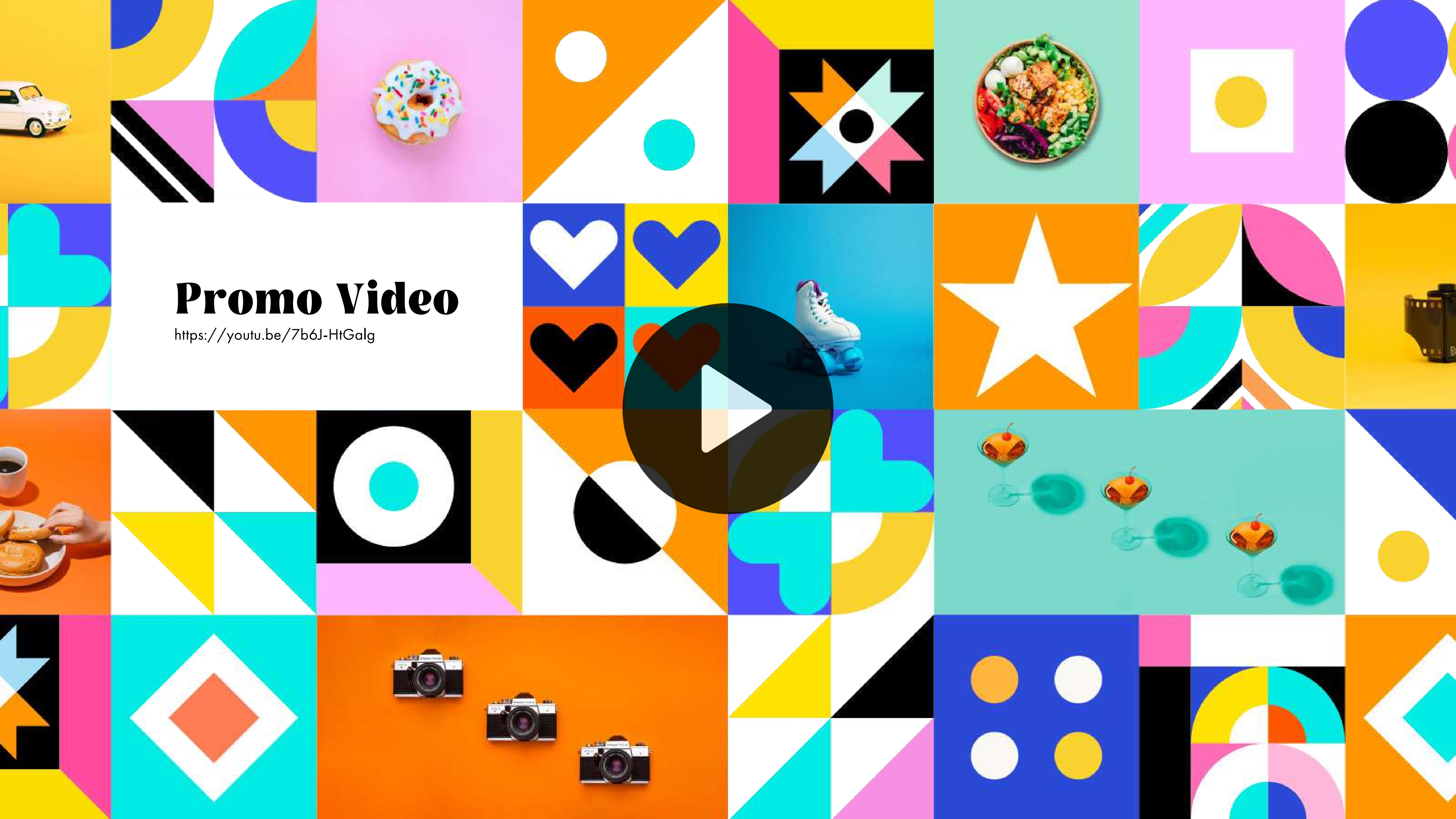
Bright, clear, and high contrasted imagery serves to highlight the brand name. Lumi’s photography varies from exquisite cuisine to breathtaking landscapes. The photographs allow users to relive fun and memorable experiences, transporting users back to a specific place and time with loved ones.



Social Media

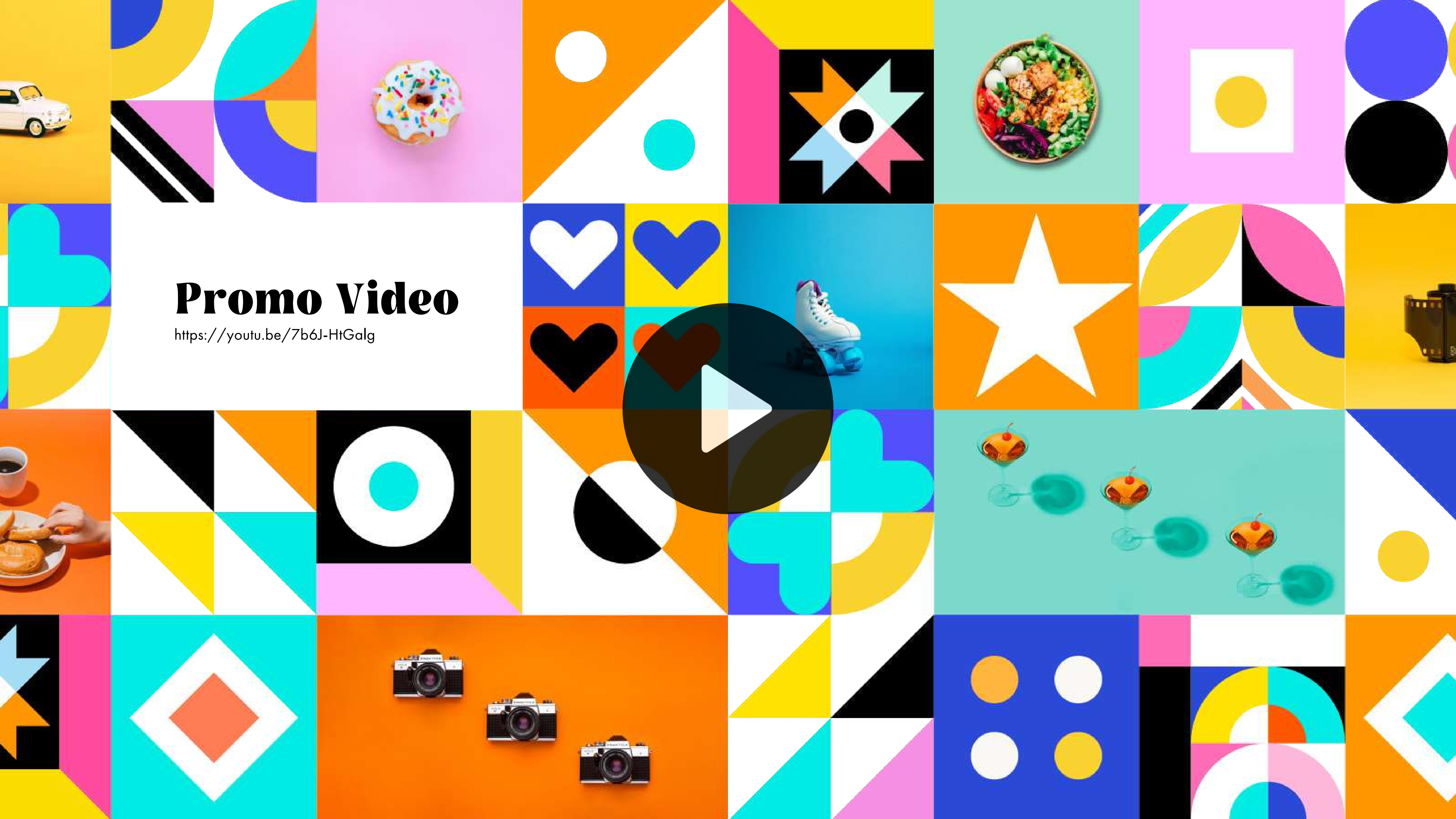
The Lumi social media page is an extension of Lumi’s personality.

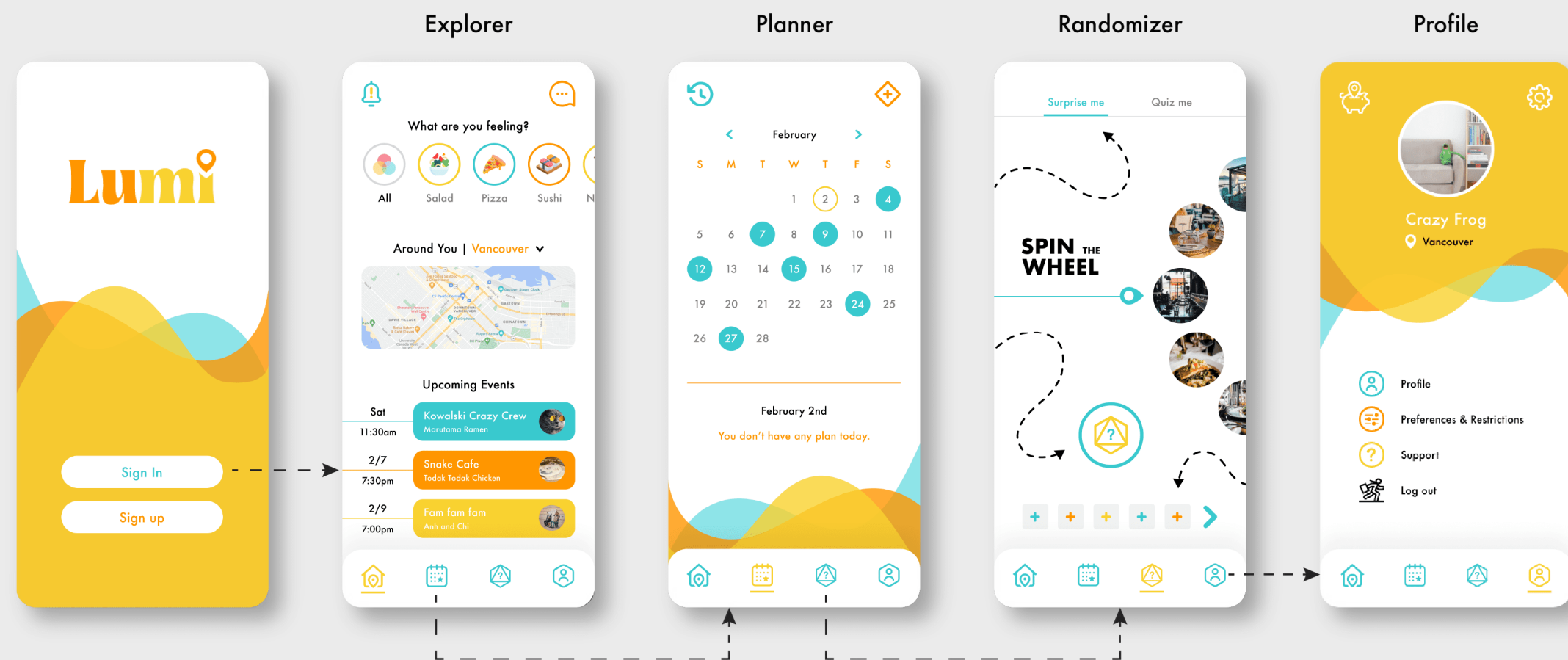




Promo Video

<https://youtu.be/7b6J-HtGalg>





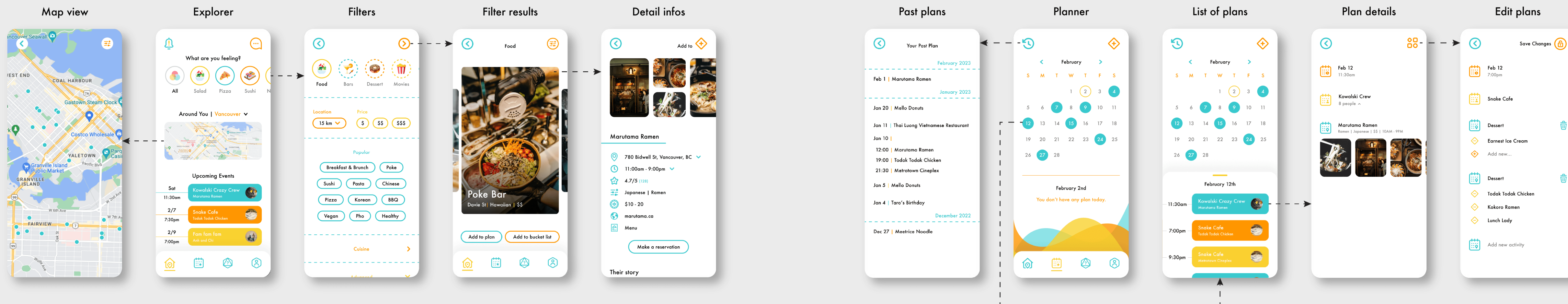
User flow

Check out Lumi on Figma!

CLICK ME

Copy me:

or <https://www.figma.com/file/OeWLPeRWouxcd5eCVIfOQ5/Lumi-Project?type=design&node-id=0%3A1&t=qDwrjWZt5fOVaXv1-1>

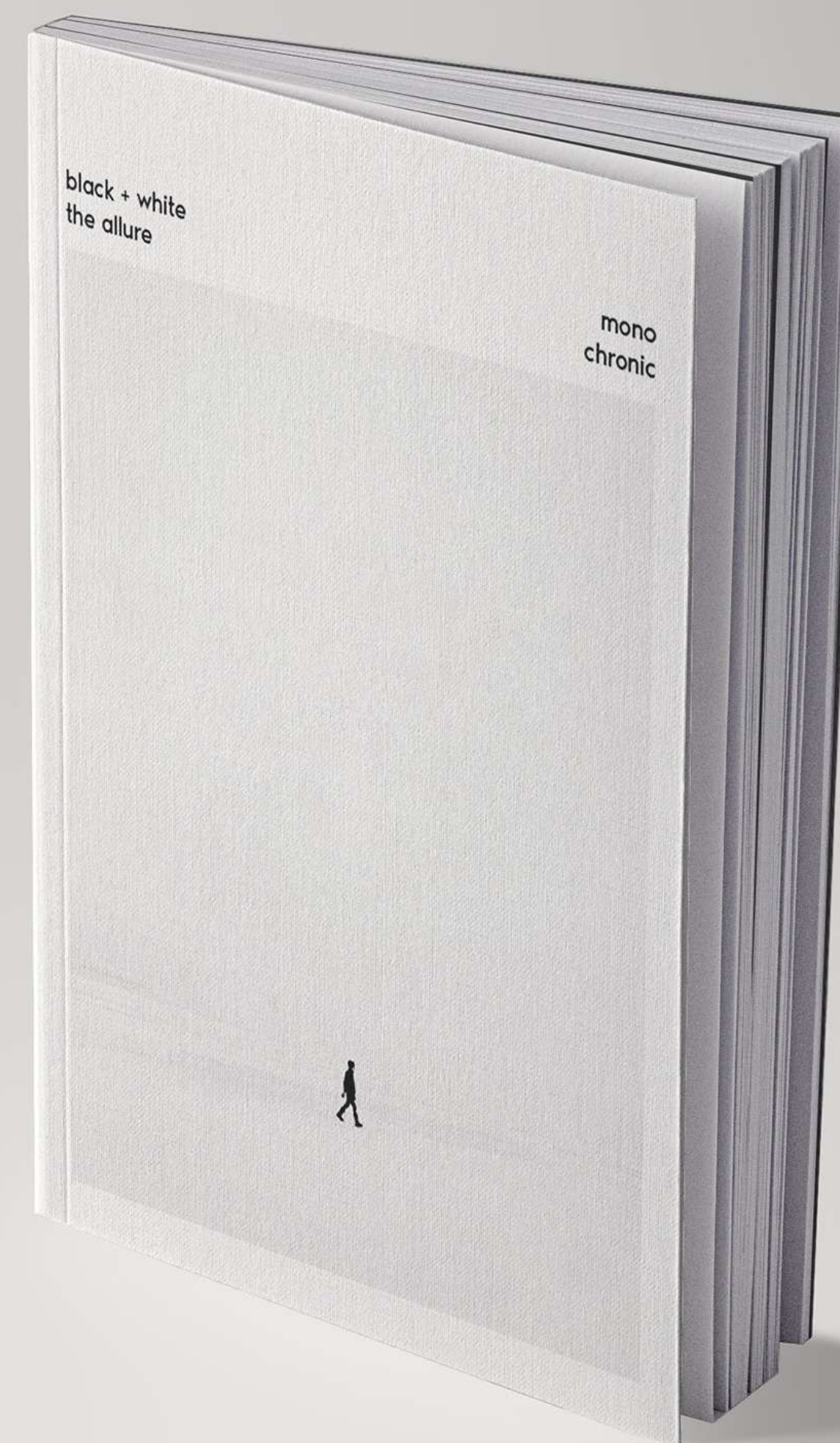




About The Project

Centered around minimalism and monochrome,, this project embodies simplicity and elegance. Through clean lines, stark compositions, and a harmonious color palette, it invites readers on an immersive journey into the essence of minimalism.

Each page exudes tranquility, showcasing the beauty of negative space, subtle textures, and impactful monochromatic tones. With meticulous attention to detail, this book captures the spirit of minimalism, inspiring readers to embrace simplicity's beauty in their own lives.



07th chapter.

contrast + balance

photo by yusuf evil

background photo by drew beamer

Contrast in design captivates the eye, infusing dynamism and depth by skillfully juxtaposing opposing elements. Through the interplay of light and dark, color and shape, contrast adds visual impact and creates a harmonious balance that engages and delights.

the 7th chapter

08

Soft and soothing colors have the ability to create a tranquil atmosphere, evoking a sense of calm and serenity.

Delicate pastels, gentle blues, and earthy neutrals harmonize to instill a peaceful ambience, allowing the mind to unwind and find solace in their gentle embrace.

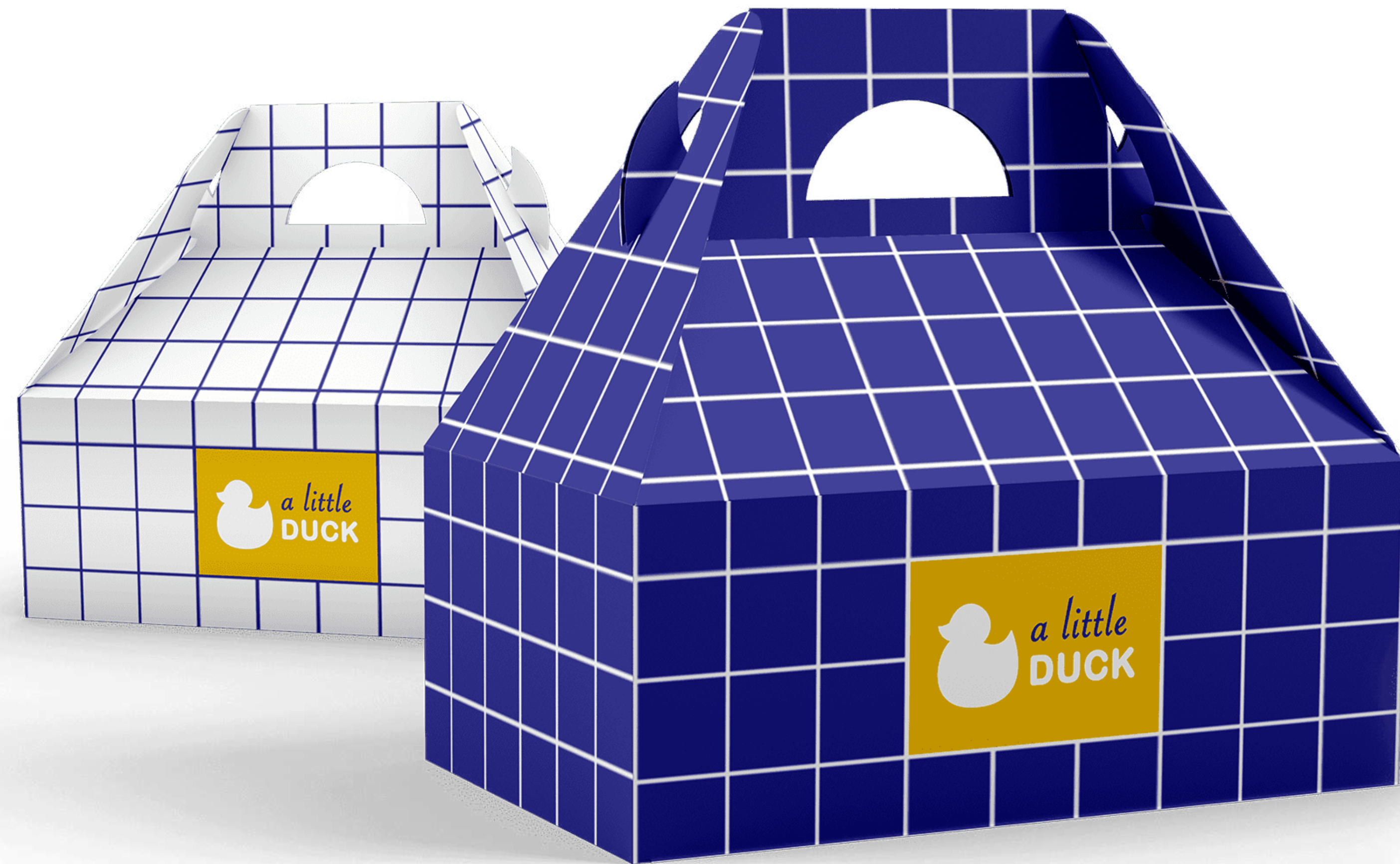
photo by allen qin

tranquil.

the 3rd chapter

03





About The Project

This project is for a Korean dessert shop with a trendy style and bold bright colors. The goal of this project is to create a vibrant and modern atmosphere that appeals to the younger generation and those seeking unique and Instagram-worthy experiences. The design will incorporate sleek and contemporary elements with eye-catching color schemes, utilizing a combination of bold and playful shades.



a little
DUCK

lemon
SERENADE

a little
DUCK

lemon
SORBETTO

a little
DUCK

blueberry
BLISS

a little
DUCK

lemon
SERENA

blueberry
BLISS



024



About The Project

Farmers face various challenges when selling or renting equipment, hindering their efficiency and profitability. FarmerTrue addresses these challenges by offering a wider reach, market data, and logistics support.

Through research, the next step is to create a user-friendly interface with a minimalist aesthetic, ensuring clear navigation and intuitive functionality. The goal is to provide an appealing and efficient online marketplace that connects people digitally, showcasing platform features and optimizing browsing across devices.



Landing Page

FARMERTRUE

COMMUNITYPROFILEMESSENGERCREATE LISTING

Plant the seeds of success with
Farmer True.

BuyRentAll

What are you looking for?

FromTo

Search

List ViewMap View

Filters

Distance

Category

Price Range

Manufacturer

Activity

Type

Year

Dealership

Seller Rating

Tags

Recommended

Sort by: Relevance

Forklift

Chilliwack, BC, 20km

\$320/Day

Farming Equipment

Chilliwack, BC, 20km

\$1,350

Forklift

Greendale, BC, 10km

\$7,000

Combine

Kamloops, BC, 61km

\$17,000

John Deere Tractor

Chilliwack, BC, 8km

\$5,050

Rock Picker

Kamloops, BC, 60km

\$4,500

Tractor Loader

Surrey, BC, 15km

\$1,700

Tractor

Mission, BC, 30km

\$7,000

Plowing Equipment

Mission, BC, 30km

\$10,000

Copyright

FAQ

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/ Farm equipment / Tractors / Farm Tractors / Kubota M125X

John Deere Tractor - Kubota M125X

★ 4.8 • Dwight K. Schruete • Verified

Show all photos

Info

Owner

Dwight K. Schruete

Address

Rural Rt. 6
Honesdale, PA 18431

Phone number

123 - 456 - 7890

Service

For sale & For rent

Seller's note

Supreme condition

Product's details

Category

Farm Tractors

Status

Used- Good Condition

Reference

13205468

Make

Kubota

Model

M125X

Year

2006

Hours

1,235 hours

Power

0 Hp

Drive Wheels

2-wheel drive

Link

See the internet site

Purchase

\$22,400 +tax

Buy

Rental

\$250 per day

Book

From

04 - 21 - 2023

To

04 - 28 - 2023

Send a message

Save

Compare

Share

Report

See map

Copyright

FAQ

FARMERTRUE

COMMUNITYPROFILEMESSENGER+Q

Contact Dwight

Typically responds within a day

Type your message

Send

John Deere Tractor - Kubota M125X

Purchase

\$22,400 +tax

Buy

Rental

\$250 per day

Book

\$250 x 7 days

\$1,750 CAD

Deposit

\$1,000 CAD

Taxes

\$175 CAD

Total

\$2925 CAD

From

04 - 21 - 2023

To

04 - 28 - 2023

Copyright

FAQ

Profile Page

FARMERTRUE

COMMUNITYPROFILEMESSENGER

Community Section - Explore Page

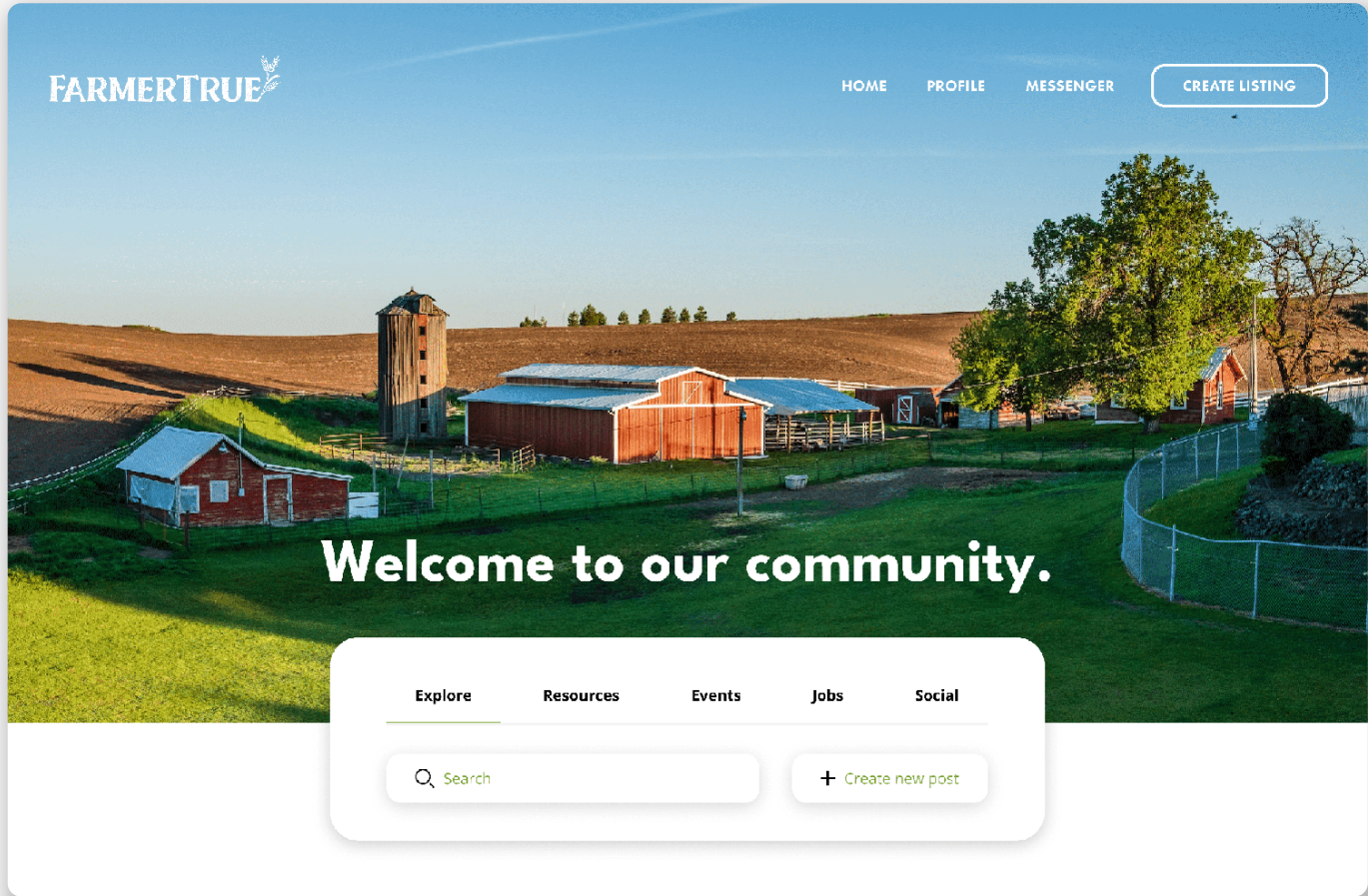
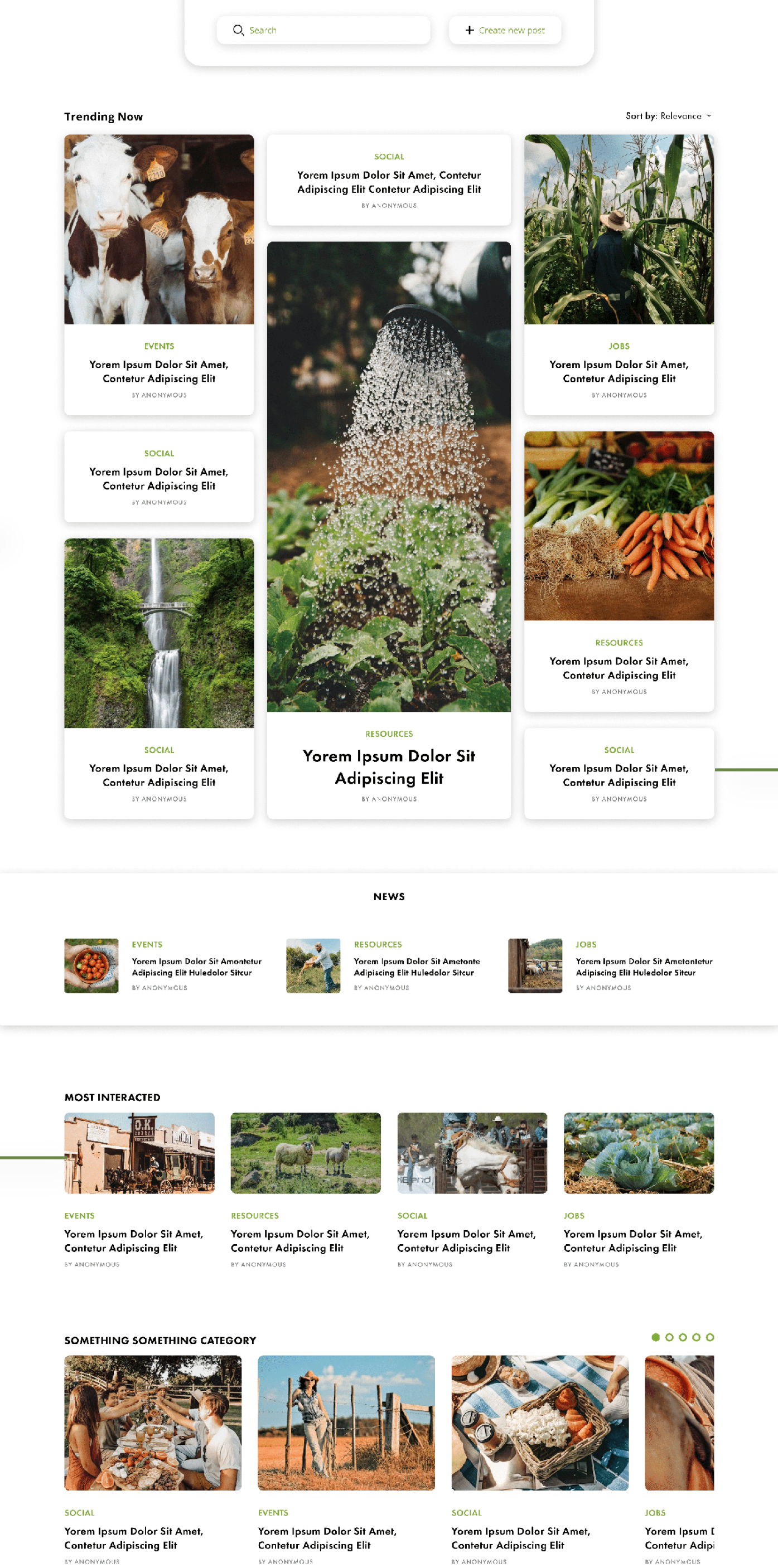
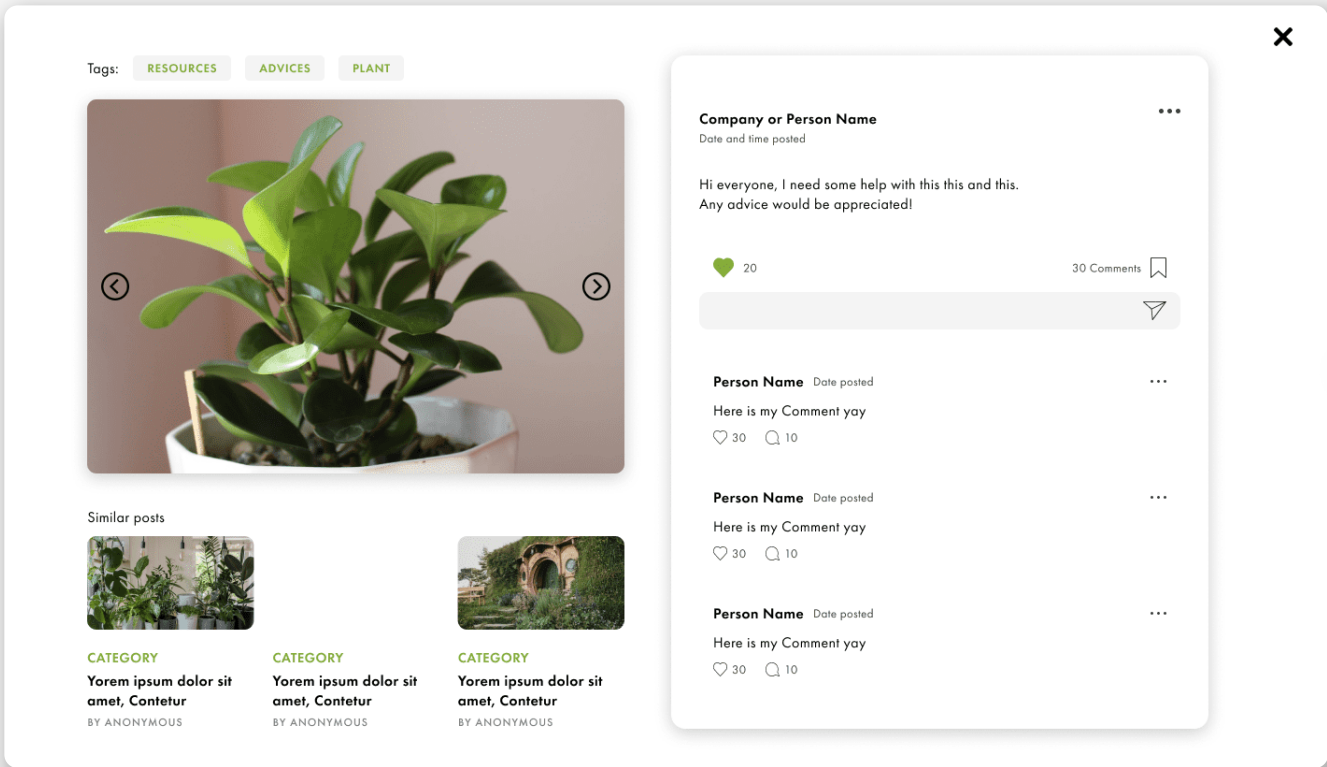
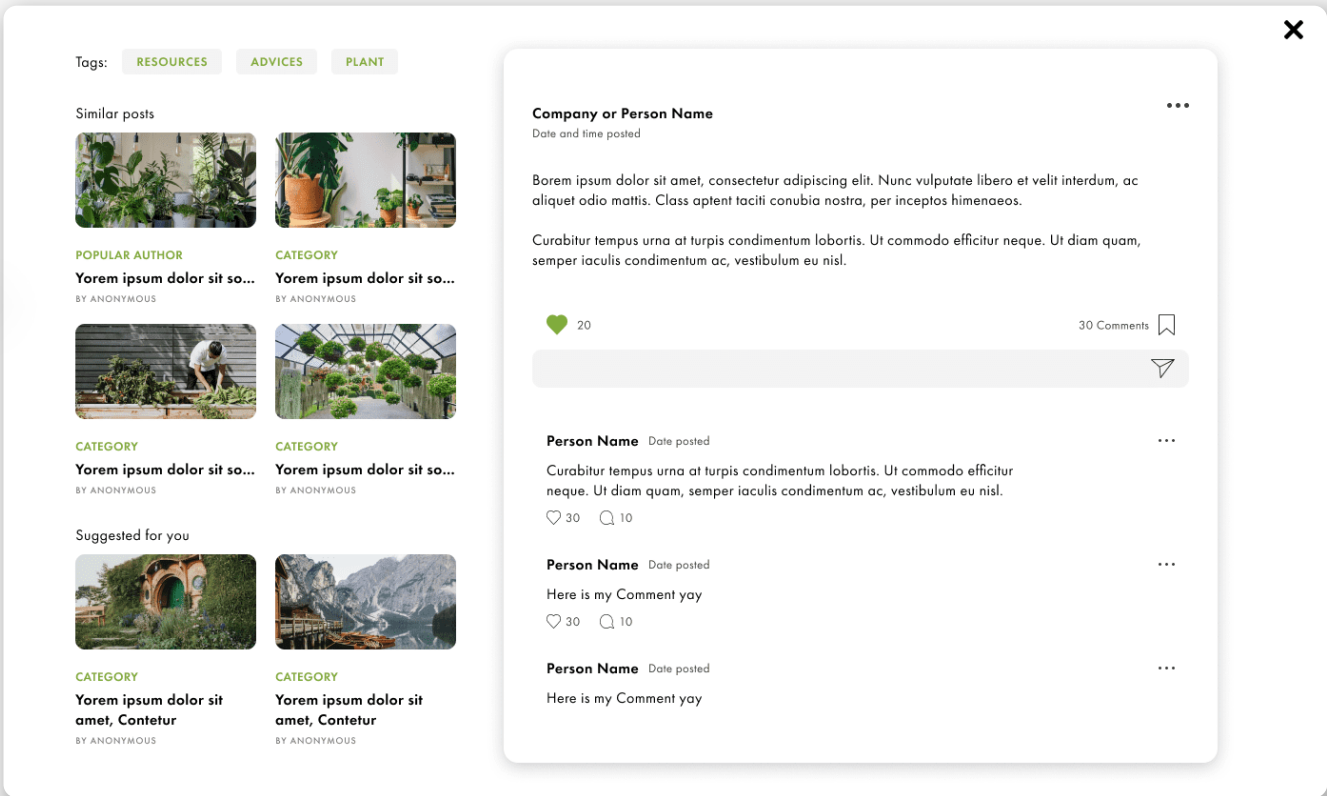


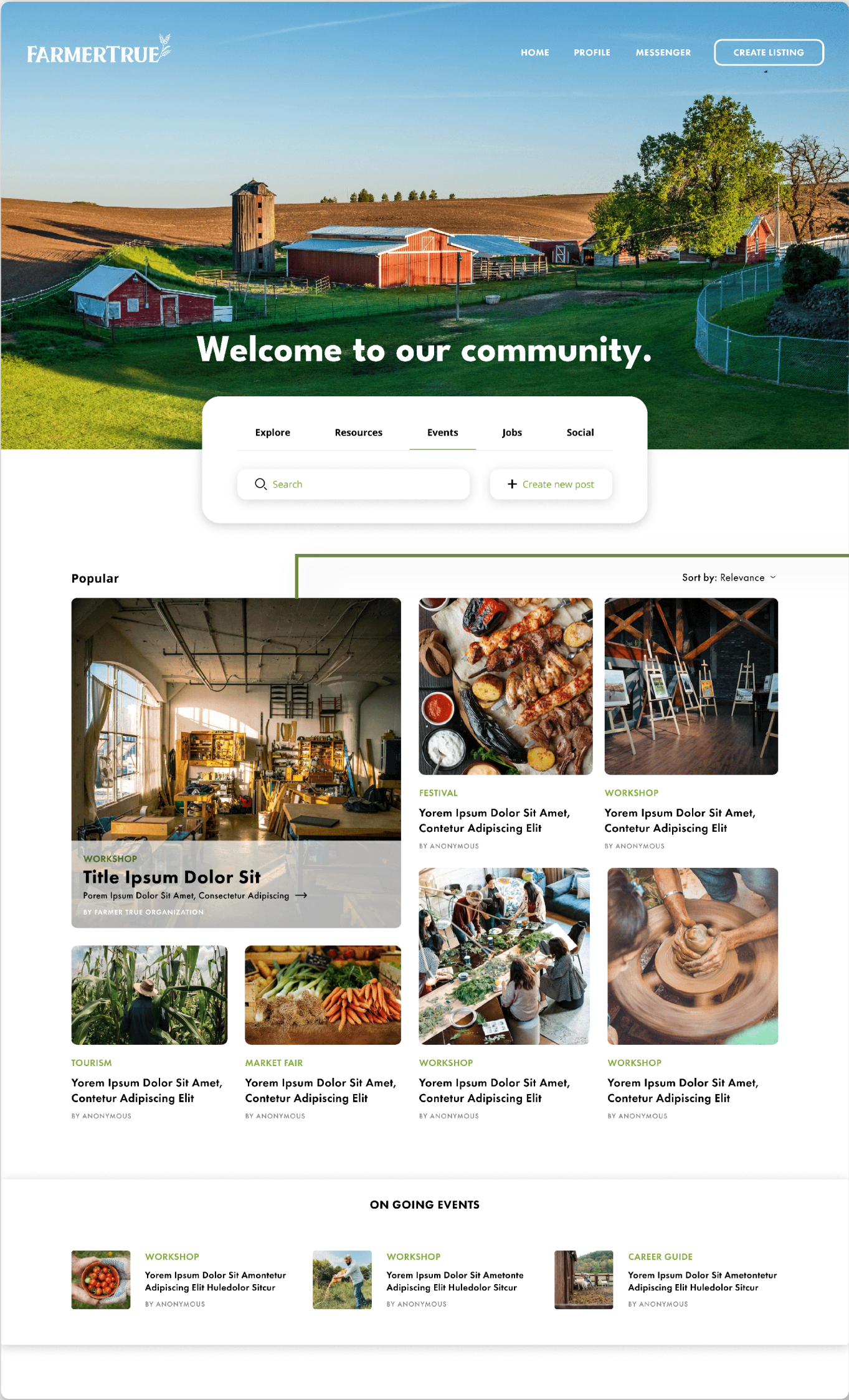
Photo Post



Text Post



Events Page



Social Page

