

2022 - 2025

Graphic Designer

portfolio.

Tiffany Tran

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01 · cafe concept shop

Personal Project

Brand Identity

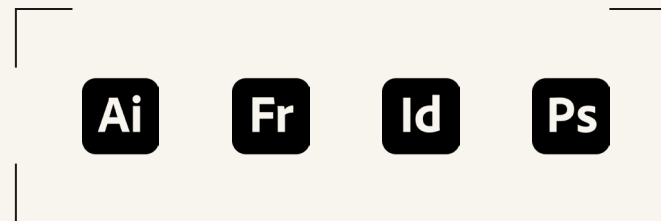
Illustration

About

Creamy, milky & tasty— all of which consist of keywords that are commonly used to describe a delectable latte. The “Melkie” cafe concept shop welcomes anyone who wishes to spend some quality time alone or with company, while enjoying both hot and cold drinks that are made with the highest quality ingredients. And of course, visitors will also be presented with a variety of sweet treats to choose from— many with the potential of nicely complimenting their chosen beverage(s).

The handwritten letter “M” in the logo was specifically selected to encapsulate the silky texture of milk, whereas a simple sans serif typeface was used for the rest of the logo name. Additionally, the dotted “l” was customized to mimic a drop of milk. In terms of the illustrations, they were drawn while taking the brand’s playful and minimalist aesthetic into account.

Softwares



Typography

Primary

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ
abcdefghijklmnopqrstuvwxyzæœɸɪɹ
0123456789!?"#\$%&'()*+,-./:
{\<-+=>|/}*™®ªºµ¶·¸»¼½¾¿

Light Light Oblique Book Roman
Medium Black Heavy

Secondary

Gontserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefl
0123456789!?"#\$%&'()*+,-./:
{|~<=>@^_`abcdefghijklmnopqrstuvwxyz

Regular Italic Bold Bold Italic

Colours

PRIMARY

CREAMY BEIGE

HEX	RGB	CMYK
#EBE3D5	235 227 213	7 8 15 0

PRIMARY

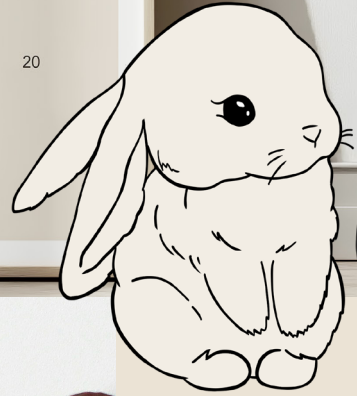
MOCHA BROWN

HEX	RGB	CMYK
#2F241A	47 36 25	60 66 75 72



merch

baseball cap	15
mug	18
reusable cup	5
tote bag	20



melkie

FILTER COFFEE	2.5
ESPRESSO	2.5
SINGLE ORIGIN COFFEE	A.Q.
MACCHIATO	3
ONE AND ONE	3.5
CAPPUCCINO	3.5
LATTE	4
MOCHA	5
CHAI	4
TEA	A.Q.

02 • skincare line concept

Personal Project Brand Identity Illustration Package Design

About

With its name drawn from the French term for “ethereal,” Éthérée evokes a sense of lightness, purity, and effortless elegance— reflecting the brand’s commitment to gentle, refined skincare that enhances natural beauty with a soft, minimalist touch.

“Less, but better” is the brand’s philosophy, as it embodies the essence of understated allure. We strive to inform consumers about the benefits of a simple skincare regime by introducing them to our high quality formulated products that are proven to be lightweight and effective— all of which contain ingredients that nourish without being overwhelming.

Softwares



Typography

Primary

Figtree

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!/?#€\$£¥&\$%@
{(\<-+=—>/)}*TM@a0"'''''«<>»;:,....,

Light Regular Medium SemiBold
Bold ExtraBold Black Light Italic
Italic Medium Italic SemiBold Italic

Secondary

Cormorant

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!/?#€\$£¥&\$%@
{(\<-+=—>/)}*TM@a0"'''''«<>»;:,....,

Light Light Italic Regular Italic
Medium Medium Italic SemiBold
SemiBold Italic Bold Bold Italic

Colours



éthérée
light touch, lasting beauty



éthérée
light touch, lasting beauty



03 • social media

Passion Projects Advertising Marketing Photography

A Short Backstory

Since receiving my very first phone as a pre-teen many years ago, taking pictures of just about anything and everything has been a passion of mine. Even prior to the emergence of social media, I believed that capturing moments through a camera lens was (and still is) a great way of documenting special occasions and the little things in one’s day-to-day life.

In graphic design, we learn about the power of visuals– how a single image could tell a story, evoke emotions, and influence people. As social media evolved into a dominant marketing platform, I became fascinated by how photography could shape brand identities and influence consumer behavior.

Through consistent experimentation with lighting and compositional guidelines, I’ve gathered a rather sizeable collection of images and videos throughout the years– many taken with the intent of blending creativity with strategy. More precisely, using photography as a means to craft visually aesthetic and engaging content that resonates with a particular brand’s audience.

Photography

(continued on the following page)

Simple Coffee
75018 Paris



Bonjour Jacob
75006 Paris



Huddle Coffee
75003 Paris



A series of photographs taken at various coffee shops all over Paris, with the intent of documenting the bustling city’s cafe culture.

I/O Cafe
75003 Paris

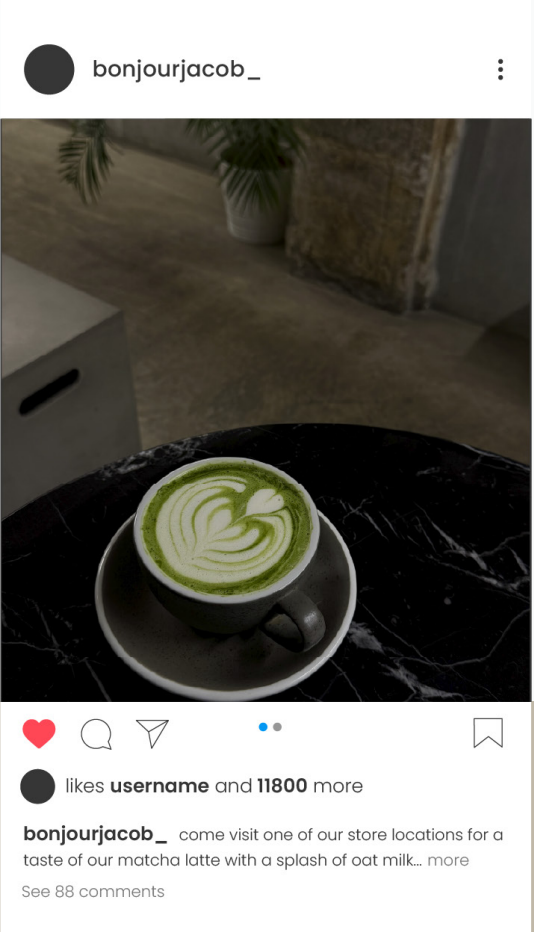


Liperli
75009 Paris

Bonjour Jacob
75006 Paris



Instagram Post





Fioko Shop
75002 Paris

Why Instagram Reels & Tiktok Videos?

Increase brand visibility → Attract new customers → Boost sales

Displaying the store's ambiance entices viewers to visit while demonstrating products in action educates customers on the brand and builds trust.

Great content makes the viewer feel like they are joining you in the experience.

Note: Instagram favours video content

Therefore, well-crafted Reels can reach a vast audience, creating an engaging first impression through visually appealing storytelling.

Video Content & Footage

Short clips showing the interior of the store

Behind-the-scenes footage (unbox new arrivals/shipments of products)

* while highlighting its limited stock, creating a sense of exclusivity and urgency—creating a sense of exclusivity and urgency, leading to a increased volume of online and in-store visits.

Customer testimonials (interview style, ask about their favourite collections + what they wish to obtain from their blindbox purchase(s), etc.)

* this allows the brand to engage with its clients, humanize the brand, making it more relatable and memorable while fostering customer loyalty.

04 • email & newsletter design

Personal Project Visual Identity Marketing Illustration

About

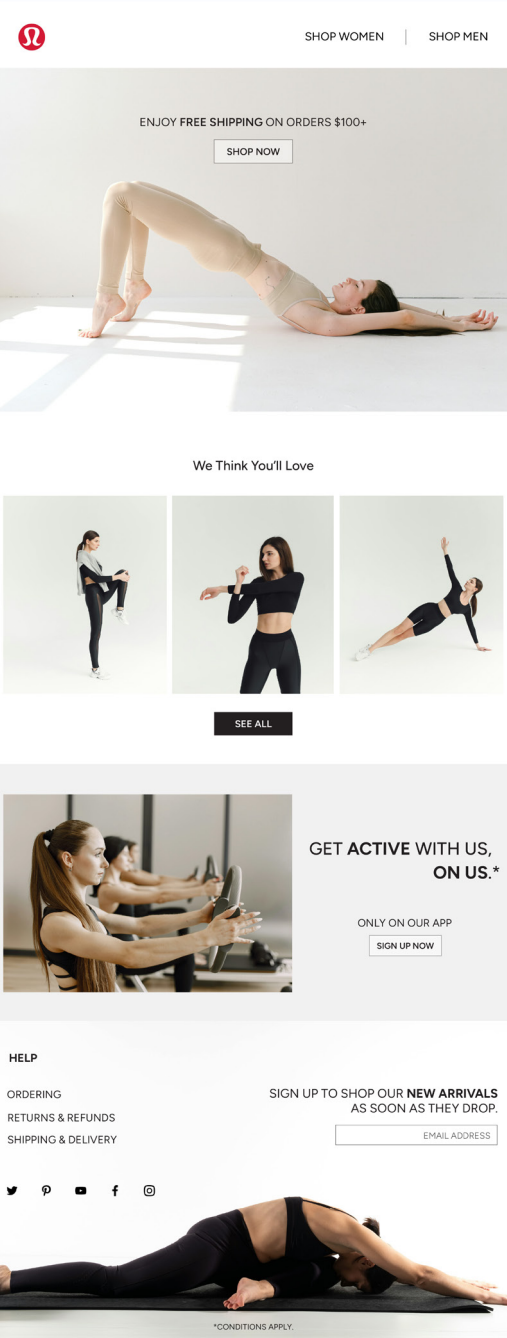
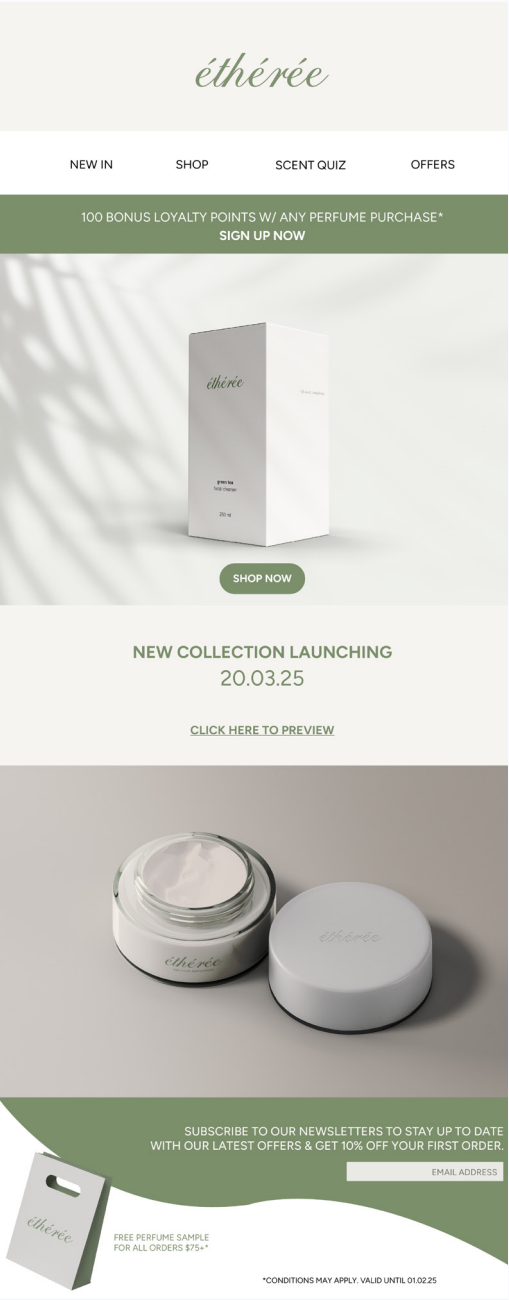
As a graphic designer, I enjoy crafting visually striking and thoughtfully structured email designs that highlight brand communication. From layout and composition to typography and imagery, every element is chosen to create an engaging and cohesive experience. Inspired by the ability of design to captivate and inform, I aim to blend creativity with strategy—ensuring each newsletter not only looks appealing but also results in an increase in customer engagement, website traffic and reinforces brand identity while also building trust and brand loyalty.

In this section, email and newsletter designs that I’ve created are showcased for both fictional brands I’ve developed and real brands that inspire me.

Softwares



Brand Emails



Brand Newsletters



While both newsletters and email marketing use email as a medium, newsletters focus on providing valuable, informative content to subscribers, while email marketing aims to drive specific actions like sales or conversions.

05 • visual communication campaign

Team Project Branding Visual Identity Illustration

About

In the Winter Semester of 2024, I was part of a student exchange program in France. Towards the end of the semester, we were given a final term project that required us to create a visual communication campaign with the goal of promoting French honey and its health benefits.

The project’s concept idea was fueled by the alarming, fragile state of the French beekeepers’ professional sector. We were also told to be mindful of designing a campaign that is marked by a strong spirit and artistic choice, making it easily identifiable amongst the many other brands of honey that are sold in stores.

All in all, we came up with a prototype for the website, designed social media posts and a poster, as well as submit a design brief for the project.

Softwares





PISTES GRAPHIQUES

Piste enfantine

Notre première piste avait pour cible les enfants. Nous avons été inspirés par l'aspect enfantin du miel, que l'on retrouve notamment dans Winnie l'ourson par exemple, ou encore le jaune évoquant la joie et le soleil : un souvenir d'enfance. Les éléments graphiques utilisés auraient été très arrondies, dans un style rappelant les dessins des enfants. Nonobstant, il a été difficile pour nous de pousser cette piste jusqu'au bout, raison pour laquelle nous n'avons pas poursuivi cette campagne avec ces idées.



FORMATS DE LA CAMPAGNE

Cette campagne s'étend à travers divers supports, incluant un site web, une plaquette à trois volets, les réseaux sociaux, ainsi qu'une collection de goodies.

Réseaux sociaux

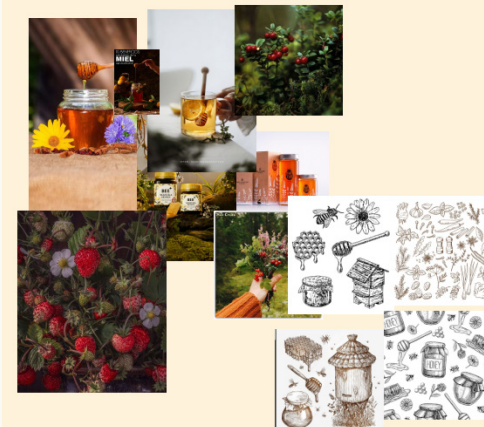
Pour les réseaux sociaux, nous avons choisi un visuel rappelant un polaroid, renforçant l'aspect vintage de notre campagne. En y incorporant le nom de notre campagne ainsi que nos éléments graphiques, on retrouve des visuels doux et réconfortants pour nos réseaux sociaux. Peut-être que ces visuels rappelleront à certains une vieille photo polaroid retrouvée du jardin de leur grand-mère.



PISTES GRAPHIQUES

Piste Apothicaire

Notre deuxième piste se basait sur l'univers des apothicaires. Nous avons souhaité utiliser des éléments graphiques rappelant les potions des apothicaires, pouvant ainsi rappeler l'aspect médical que nous voulons appuyer dans notre campagne. Ces mêmes éléments graphiques auraient été réalisés en gravure ou à l'encre. Cependant, en raison des difficultés de réalisations de ces éléments graphiques, ainsi que le manque de couleurs de cette piste, nous avons fini par l'abandonner pour quelque chose de plus coloré.



FORMATS DE LA CAMPAGNE

Print

Le document imprimé se compose de trois plans superposés. Sur la première page, on trouve un pot de miel entouré de fleurs. En ouvrant le dépliant, notre mascotte apparaît sur l'herbe, mettant en avant l'aspect bien-être et rural de notre campagne de communication. Plusieurs éléments du design respectent notre charte graphique, notamment l'utilisation des fleurs et de l'ambiance champêtre tout au long du dépliant. Le dépliant immerge ainsi son lecteur dans l'ambiance de la campagne, en se retrouvant lui aussi dans un champ de fleurs.



MASCOTTE

Nous avons choisi de créer une mascotte en tricot pour rester fidèles à l'atmosphère de notre campagne et évoquer les souvenirs d'enfance chez les grands-mères. Nous avons conçu une abeille-fleur qui incarne à la fois la production de miel et les plantes aux propriétés bénéfiques pour la santé. Elle s'appelle Josiette.



FORMATS DE LA CAMPAGNE

Goodies

Cette campagne visuelle est accompagnée de produits dérivés tels que des casquettes, des bobs, des mugs, des t-shirts, des sacs, des autocollants et des gourdes. Nous avons opté pour ces produits car ce sont des articles utiles, tels que les sacs et les gourdes, qui sont susceptibles d'intéresser un large public. En les proposant, nous espérons attirer un nombre plus important de personnes à notre campagne. Ces produits dérivés seront distribués via les réseaux sociaux, où ils pourront être gagnés lors de concours, ainsi que lors de l'inscription des utilisateurs sur le site web de la campagne.



06 • client web project

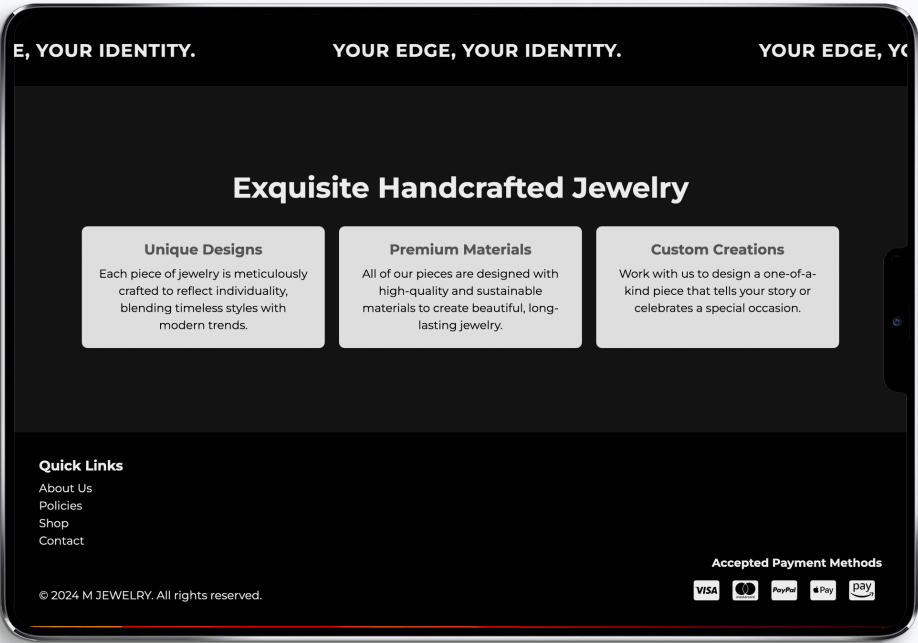
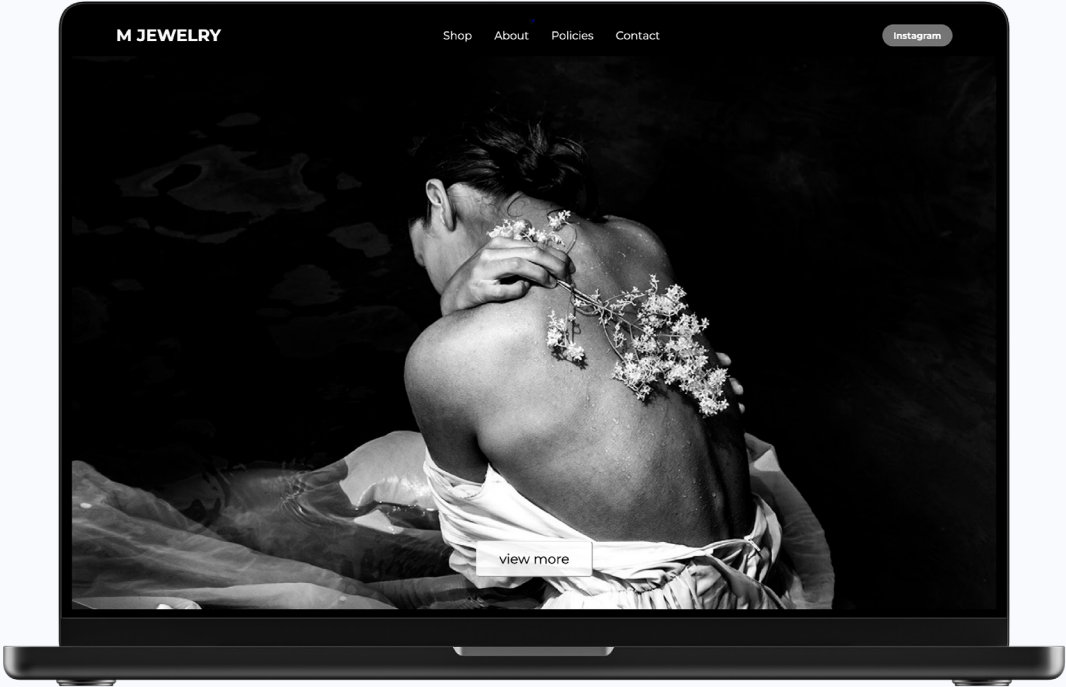
Personal Project Visual Identity Web Design

About

For this project, I designed a responsive website to showcase my client’s jewelry brand. The monochromatic colour palette and the minimalist UI design were specifically chosen to align with the images that were provided by the client. The name of the brand “M Jewelry” derives from its founder’s first name and is being temporarily maintained until the rebranding of the company sometime in the near future.

My approach to web design focuses on clean layouts and intuitive navigation, meanwhile ensuring that it reflects the brand’s identity. In short, my designs prioritize usability while turning ideas into digital experiences that leave a lasting impression on its viewers.

Softwares



07 • game project

Team Project Game Development Visual Identity Illustration

About

In the Fall Semester of 2023, my team and I were tasked to create a game using the skills and knowledge we had acquired so far in our web development courses. The aim was to come up with a concept that is both simple, yet playful– that is when we got the idea to design a game inspired by one of our teacher’s love for chips.

Inspired by the infamous game Flappy Bird, one that skyrocketed in popularity many years prior, we changed the elements of the game to match our vision while keeping the core elements of the game intact. Although, one change that we did make was that we replaced the green pipes to avoid, into “baddies”, which costs players a “life point” when the character comes into contact with them.

In terms of visual identity, we chose a playful typeface and a light, colourful palette to match the aesthetic of the overall game. We also based the character’s outfit on our teacher Peter’s most worn outfit, making it more likely that our peers are able to identify him.

Softwares



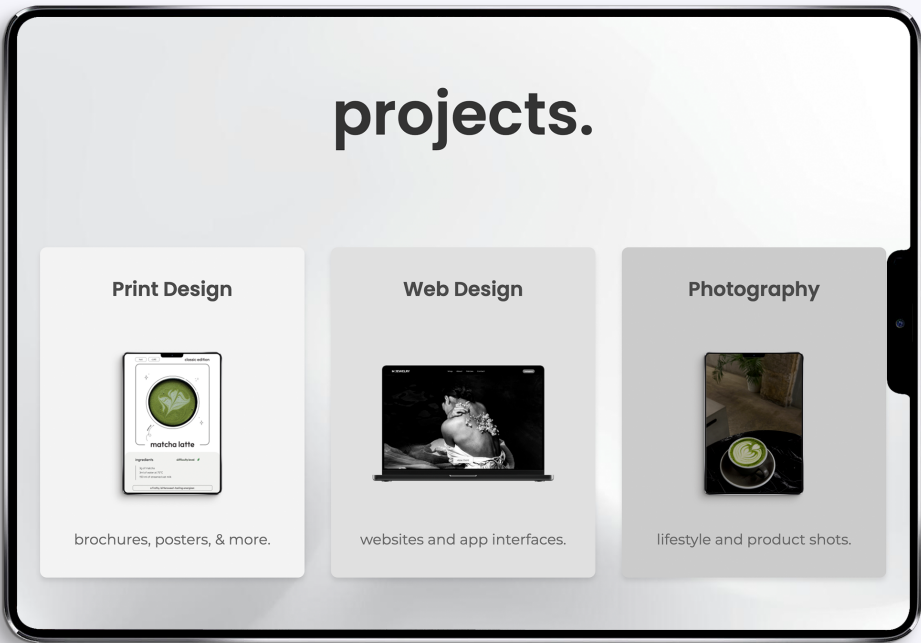
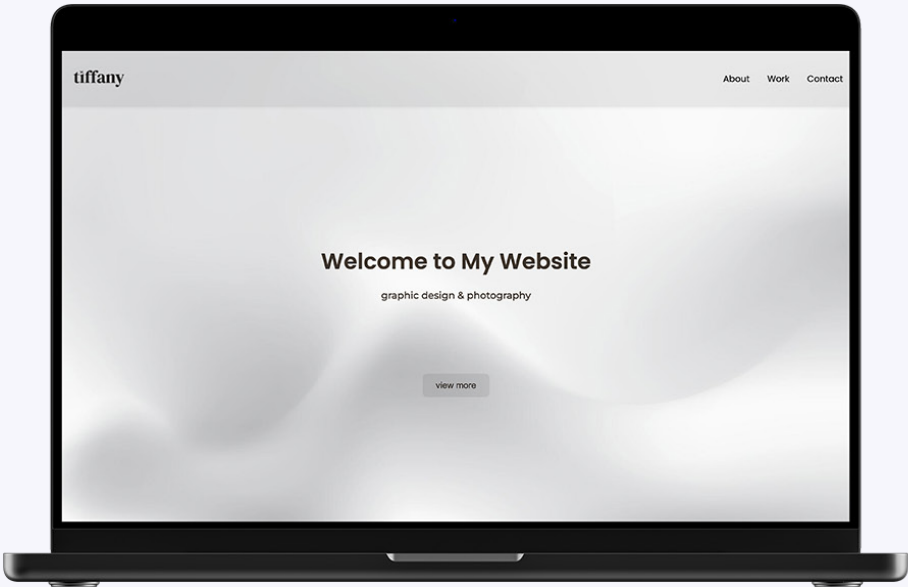
08 • personal website redesign

Personal Project Visual Identity Web Design

About

During my first web class, I was tasked with designing my very own website using HTML and CSS. Two years later, I’ve decided to completely redesign my landing page, as the old version was too visually stimulating and consequently, overwhelming. Developping my personal style also greatly contributed to the changes, as I’ve slowly come to the realization that my preferences include a lighter, more minimalist look.

Softwares



09 • bulletin board designs

Team Project Communications Composition

Subject: Stress

About

Throughout my final semester, I was placed in different teams on a weekly basis and was tasked with designing a variety of products that promote Vanier College’s psychology department– one being bulletin boards. As we were taught different course materials every week, we had to base our designs on the week’s topic in question.

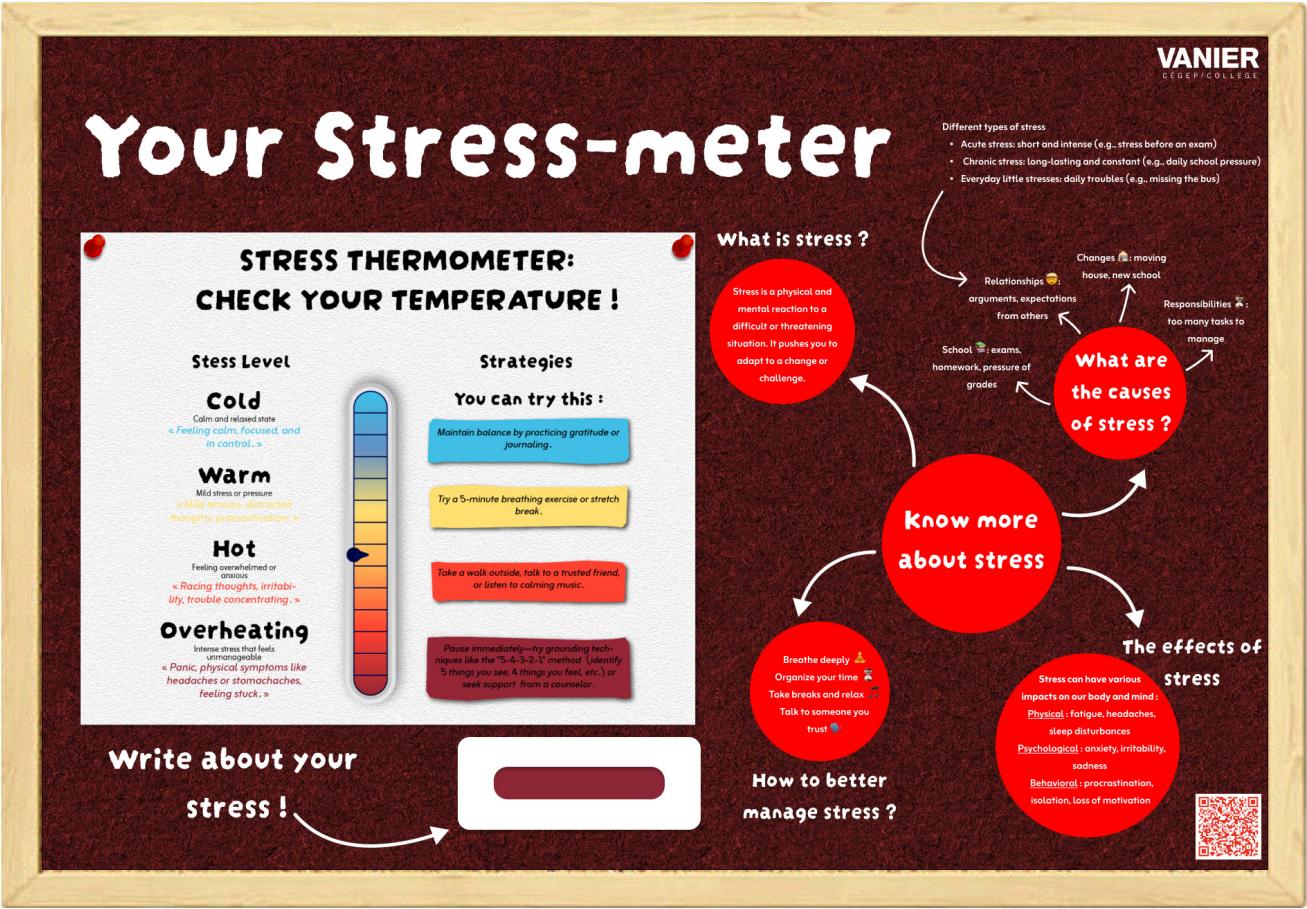
Using Figma, I designed three bulletin boards with three different teams– one consisting of a project that I had chosen to improve on for a class assignment. And most importantly, each bulletin board had to be composed of three aspects: a learning aspect, an interactive aspect, as well as a design aspect.

Softwares

Ai

Ps

Figma



Subject: Emotions

Subject: Conflict
(individual improvement project)

EMOTIONAL INTELLIGENCE

Album

EMOTIONAL INTELLIGENCE

Self Awareness

1. Emotional self awareness

Self Management

2. Emotional self control
3. Adaptability
4. Achievement orientation
5. Positive outlook

Relationship Management

8. Influence
9. Coach and mentor
10. Conflict management
11. Teamwork
12. Inspirational leadership

Social Awareness

6. Empathy
3. Organizational awareness

Self Regulation

Album

USEFUL TIPS & TRICKS

1. Regulating Emotions:

Effective emotion regulation techniques include acknowledging emotional responses to situations and venting

2. Strategies for Negative Emotions:

Stop to take a break, divert your attention for a while, check if you're hungry, angry, lonely or tired, problem solve

3. Strategies to Improve Emotional Intelligence:

Identify what you're really feeling, acknowledge and appreciate your emotions, increase your self confidence, slow down before making choices, practice active listening

What's on your emotions playlist?

Take the emotional intelligence test!

Practice active listening

Learn how to embrace emotions at work

SOURCES OF EMOTION

Podcast series

1. Inside:

Our emotions and moods can come from our own personality. Everyone has their own temperament, which influences how they perceive the world and react to it.

2. External influences:

They also play a major role. Factors like weather, social interactions, stress, sleep, and daily habits shape how we feel.

Too much stress or lack of rest can make us irritable, while exercise and positive interactions can improve our well-being. Even age and routine changes affect our emotional balance.

AFFECT, EMOTIONS & MOOD

Album

1. Affect:

The display on a person's face that tells you what mood they are in. Smiling, straight face etc. However this might not always be the case rarely but usually is an indicator.

2. Emotions:

Different types of feelings person can feel in the moment. They can be angry, sad, happy or even scared.

3. Mood:

This is a longer lasting emotion that occurs throughout the day. You can be in a good mood which usually is because something good happened. Or a bad mood due to a bad event that leaves a lasting mark.

01.04.25

Negatives VS. Positives– Explanation

Tiffany Tran

Conflict, as many of us know, is inevitable and is a part of every interpersonal relationship.

However, did you know that it can have both positive and negative effects for those concerned?

we think negatively of conflict

nervousness begins setting in due to the conflict we're experiencing

complete avoidance for as long as possible

we handle it badly, not as well as we could've– had it been dealt with sooner

a common, vicious cycle.

the conflict gets out of hand and we must finally attempt to resolve it

NEGATIVE

- increased regard for the other
- may lead one to isolate from the other person
- costs increase and the rewards decrease, as the negative aspect takes over the positive

DISCOVER YOUR CONFLICT STYLE:

POSITIVE

- initiates progress by forcing one to examine a problem and work toward a potential solution
- strengthens a person/people involved
- indicates commitment and a desire to preserve the relationship

10 • recipes trading cards

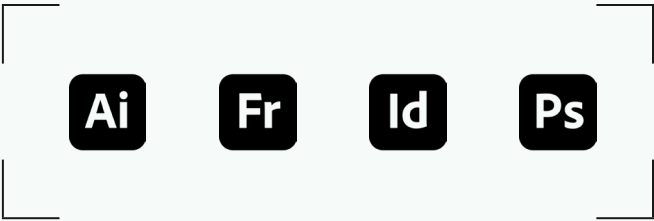
Personal Project Composition Illustration

About

This project is a creative exploration of collectible design, featuring a set of three playfully illustrated trading cards. Each card showcases a unique matcha latte recipe (vanilla, classic, and strawberry)—combining art and functionality.

Thoughtfully designed with photographs taken out of my own personal collection while adding a personal artistic touch, this series of cards was created for those who wish to discover new latte recipes and experience the amazing taste of specialty drinks— while serving as both collectibles and practical recipe guides.

Softwares



11 • playing cards game

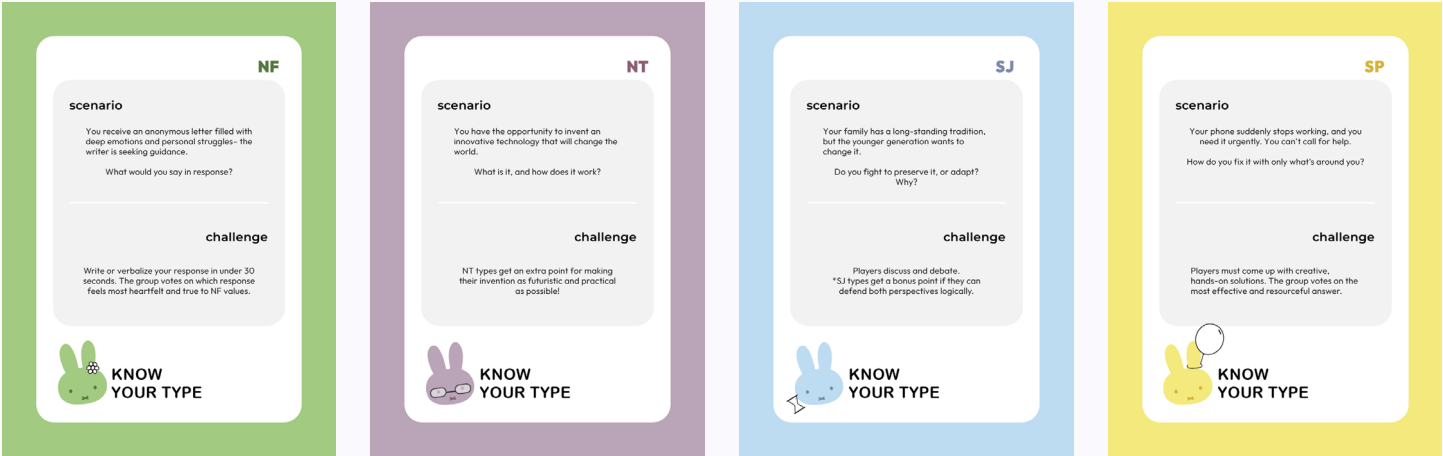
Personal Project Visual Identity Package Design Illustration

About

Nijntje, also known as the iconic Dutch bunny Miffy, was created by an artist named Dick Bruna. Upon redesigning a team project for one of my courses, I felt inspired by the many successful, existing brand collaborations that Miffy is a part of and quite frankly is at the center of– therefore, I came up with the idea to design a fun card game that is also in collaboration with the brand Miffy.

An important aspect to consider, is the fact that the imposed constraint meant that three aspects were required to be included in the game: a learning aspect, an inter-active aspect, and most importantly a design aspect.

Softwares



12 • famous designers spread

Course Project Composition Visual Identity

About

As part of a project, I designed a multi-page spread that showcases famous graphic designers, such as David Carson, Jessica Walsh, Chip Kidd, and more. The booklet contains a short extract of the designers’ biography, shows their artworks, as well as presents a few facts about them.

For this spread, composition was the key element to achieve a cohesive and visually pleasing layout. When this project was first handed out, it was during my first semester in the program and consequently, I had not yet grasped many important concepts that would allow me to design a booklet that I was personally pleased with. Therefore, I took the opportunity during my last semester to improve upon it.

Softwares

Ai Id Ps



thank you.
