ANDY *Nguyen.*

Brand identity for businesses with a date. Strategy, guidelines, packaging and signage, shipped in weeks. Sydney studio, Vietnamese craft network. Prices published.

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[01 / SUMMARY] Hi, I'm Andy.

I build brand systems for businesses that have a launch date: *the identity, the guidelines, the packaging, the signage and the website, argued as one thing*, **and I do the hands-on design as well as the direction.**

I trained in graphic design in Ho Chi Minh City, and I run a studio between Sydney and Vietnam whose work is national and international: city governments, a Marriott operator, a Sydney startup. I'm now studying architecture at UNSW, so I read a brand the way a visitor reads a room. In the last year I've directed a ten-year city theme for Da Nang, a sales brochure for Marriott's first Luxury Collection residences in Asia Pacific, and a brand for an AI startup here in Sydney. I'm easy to work with and direct: I bring one direction I can defend rather than three to vote on. Available for freelance, contract and in-house contract work in Sydney, and remote for Vietnam.

[02 / SKILLS & TOOLS] What I bring.

Brand identity & naming
Strategy, positioning, logotype and mark, colour, typography, guidelines other hands can extend.

Print, packaging & collateral
Brochures, catalogues, menus, posters, packaging and out-of-home. Editorial layout, print production and prepress.

Digital & motion
Website design and build, social media graphics, presentations, kinetic type and campaign film.

Photography & art direction
On-set direction, image editing, real objects photographed rather than stock.

Spatial
Interior concept, technical drawing, 3D modelling. The room the brand has to live in.

Working with clients
Briefing, scoping, fixed-price quoting, presenting one direction and the reasons behind it.

PHOTOSHOP · ILLUSTRATOR · INDESIGN · LIGHTROOM · DIMENSION · AUTOCAD · SKETCHUP · RHINO

WORD · POWERPOINT · EXCEL · ADOBE CERTIFIED PROFESSIONAL

[03 / EXPERIENCE] Where the work happened.

NOW

The Decor Hub™
FOUNDER & DESIGN DIRECTOR · AUGUST 2025 → PRESENT · SYDNEY / HO CHI MINH CITY

I set the creative direction on every project and stay on it from first sketch to final delivery.

— Direct brand systems for a city tourism department, a Marriott operator, hospitality owners and a Sydney startup.
— Set the studio's published price list and five-day first-direction guarantee; every brief is scoped against them.
— Run production through a craft network in Vietnam: print, signage, packaging and objects, photographed on delivery.

NOW

Freelance & contract designer
BRAND · PRINT · WEB · AUGUST 2025 → PRESENT

Direct engagements alongside the studio.

— House of Youth, Da Lat: brochures, catalogues, menus and social content for a Deaf-run tea house and social enterprise.
— Day-to-day graphic design: social graphics, brochures, catalogues, menus, posters, presentations and print-ready artwork.
— Brand, print and web for independent hospitality owners and founders, one direction per brief at a fixed price.

[04 / SELECTED WORK]

Selected work.

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001 **Return to Origins**
CITY THEME · DA NANG, VIETNAM · TEN-YEAR MANDATE · 2026 →
Creative direction. "Return to Origins", the theme the city carries for ten years, announced nationally. Key visual system, out-of-home, print and film for the city's tourism department.

002 **Kira**
BRAND IDENTITY · NAMING · MOTION · SYDNEY, AUSTRALIA
Strategy, naming, creative direction. An Australian AI that builds a small business's operating system from plain English. Black and fire in a blue category; a light-drawn mark, business card to billboard.

003 **Arbora, The Luxury Collection**
EDITORIAL · PRINT · MARRIOTT INTERNATIONAL · DANANG
Editorial concept, art direction. The Sky Villa sales brochure for the first Luxury Collection residences in Asia Pacific: 37 square pages, watercolour against render, audited by Marriott.

004 **Enjoy Danang Festival**
FESTIVAL IDENTITY · MOTION · OUT-OF-HOME · 2026
Creative direction. Five days, four sites, five hundred illuminated kites. Logotype and type built in motion first, readable from a scooter, wristband to building.

005 **The Hangart**
BRAND IDENTITY · GUIDELINES · WEBSITE · DA NANG · OPENED APRIL 2026
Creative direction. Sixteen craft studios under a converted airfield hangar. Identity, a 56-page guideline system, photography direction and the website.

006 **Youth Home**
BRAND IDENTITY · PACKAGING · COLLATERAL · DA LAT
Identity concept, art direction. A tea house and social enterprise run by young Deaf makers. One sprout with a lit window; multiplied, a neighbourhood. Packaging for soap, tea and the house.

007 **Flat & Black**
BRAND IDENTITY · PACKAGING · SIGNAGE · COFFEE SHOP
Creative direction. Built on the two words every Australian says at the counter. A hand-lettered wordmark, a carrier instead of a bean, thirteen pieces in two colours.

VIEW CASE STUDIES →

[05 / EDUCATION]

Trained.

UNSW Sydney
Architecture · 2026 → present

FPT Polytechnic College
Interior Design · May 2025 → 2026

FPT Polyschool Vocational College
Graphic Design · August 2022 → May 2025 · GPA 3.75 / 4.0, High Distinction · Honours ceremony for outstanding students, 2022–2025

[06 / CERTS & AWARDS]

Earned.

Top 3 National Finalist – World Graphic Design Championship
Issued by IIG Vietnam & Adobe Certified Professional · Jul 2025 · Associated with FPT Polytechnic College

Adobe Certified Professional
Adobe · Issued Jun 2025 · Adobe Photoshop 930 / 1000 · Adobe Illustrator 934 / 1000 · Visual Design

Technical Documentation for Interior & Exterior Architecture
Certificate of Completion · FPT Polytechnic · Completed 5 Nov 2025 · Cert. TS00978

1st Place – "Colors of Independence" Painting Contest
Ho Chi Minh City · Jun 2025

[07 / LANGUAGES]

Spoken.

English
IELTS 6.5 overall · Listening 8.0 · Reading 6.0 · Writing 6.0 · Speaking 5.5

Vietnamese
Mother tongue

German
Level B1