JENNY TRUONG

Portfolio

2025

hii, i'm jenny

I'm a Graphic Designer with a passion for minimalist design, creating thoughtful visuals that are both striking and meaningful. I believe design should be approachable and intentional, cutting through the noise to connect with people in a genuine way. My expertise lies in **layout design**, **branding**, **typography**, and **video editing**.

table of contents

toufu

BRANDING

toufu

indesign   photoshop   illustrator

about the project

I created a branding concept for my invented skincare brand, **toufu**, focusing on wellness, minimalism, and a soft, silky feeling. I designed a comprehensive style guide, developing a typographic logo that embodies simplicity, elegance, and purity. The color palette, soft beige, off-white, and dark brown, evokes a calming, neutral aesthetic, while clean, modern typography aligns with the brand's minimalist approach. This guide ensures a cohesive and recognizable identity, reflecting the brand's mission of promoting wellness through simplicity.

challenges

While designing toufu's brand guide, my main challenge was creating an engaging layout that captured the brand's essence while holding the audience's attention. I aimed for clarity and readability while maintaining visual appeal, balancing minimalism with enough visual interest to avoid emptiness or excessive spacing.

solutions

I wanted the guide to reflect toufu's values of simplicity, elegance, and purity while remaining visually engaging and informative. To achieve this, I researched similar brand guides, drawing inspiration from clean, engaging layouts that aligned with my design vision.

PACKAGING

Tahitea

illustrator   photoshop

about the project

For this project, I explored the art of vintage packaging, blending nostalgia with modern design principles to create a concept that captured the essence of vintage aesthetics. I began by researching classic packaging from the Victorian Era, focusing on typography, color palettes, and illustration styles that defined the vintage look. Inspired by my findings, I designed packaging for a fictional product, incorporating hand-drawn illustrations, bold typography, and vintage patterns to evoke authenticity and timelessness. My goal was to ensure the design was not only visually appealing but also practical and aligned with the product's intended message.

challenges

The biggest challenge I faced was designing the vintage-style box, as it was my first time working with this design style. I'm not familiar with this aesthetic, so I had to do a lot of research and gather multiple sources of inspiration to ensure that I could effectively capture the vintage feel and create a package that truly embodied that style.

solutions

I gathered feedback from my classmates and drew inspiration from various sources, including real vintage packaging I found online. I intentionally stepped back from my usual design approach to explore new ideas. In the end, I created something that still reflected my signature colors and style while incorporating a vintage feel, achieving a strong balance between my design preferences and a nostalgic aesthetic.

BRANDING

Yearbook

indesign   photoshop   illustrator

about the project

This project involved designing a double-page spread for the program's yearbook, focusing on a theme that my team and I chose. For this project, I collaborated with 3 other members to work on the yearbook.

Our goal was to create a visually engaging layout that reflects nostalgia and good memories of the whole class, highlighting moments that we experienced together. Through careful use of typography, imagery, and composition, the spread shows our concept.

In this project, I was in charge of designing the layout.

challenges

One of the main challenges was collaborating as a team, as each member had their own vision for the design and approach. Balancing different ideas while maintaining a visually engaging layout required open communication.

solutions

We did told our opinions and what we liked and didn't like, making adjustments, as well as managed to unify our concepts and create a spread that reflected our shared vision.

BRANDING

Vernissage

illustrator   photoshop   indesign

about the project

This project involved designing an innovative brand identity and marketing materials for the 2025 Micromedia Vernissage. The goal was to create a concept that would be visually striking across various print and digital media while capturing the creativity and personality of the graduating class. The identity needed to be adaptable, engaging, and reflective of the program's essence.
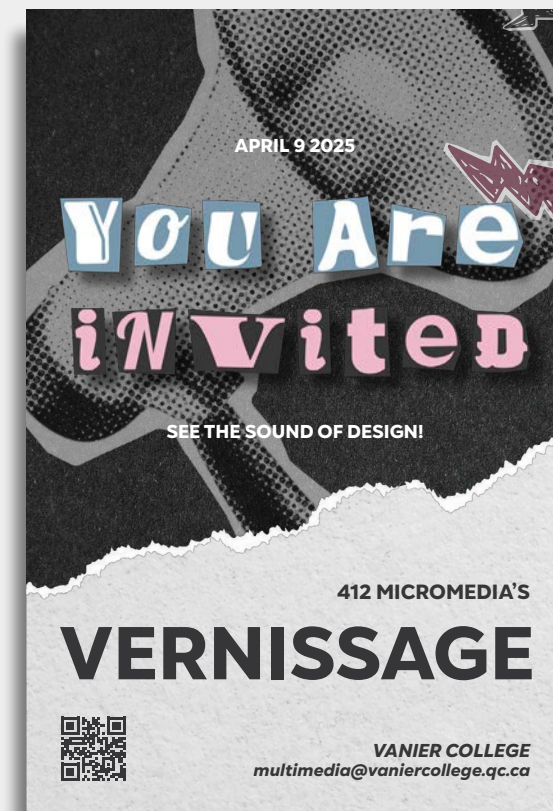
challenges

The branding needed to establish a strong connection with individuals, using design as a voice to engage the audience on a deeper level. I had a hard time to find a concept.

solutions

To achieve this, the concept was developed with a focus on storytelling, ensuring that the visual identity are both personal and meaningful. Through a thoughtful combination of typography, color, and composition, the design creates an inviting and dynamic experience that truly represents the students.

412 MICROMEDIA   2025

Vernissage

SEE THE SOUND OF DESIGN

Vernissage: April 9th 2025
Exhibition: April 8-10, 2025
M Campus, 404 Décarie

VANIER
CÉGEP/COLLEGE

PACKAGING

Traits and Tells

indesign   photoshop   illustrator

about the project

For this project, I had to create a personality game for my Psychology class. I worked in a teams of four to complete this project. I was responsible for the packaging design, as well as doing minor changes for the designs of the cards. Our client, the Psychology teacher, wanted something engaging for students at Vanier.

challenges

The main challenge I faced while working on this project was time management, as I only had a week to complete the final product.

solutions

I planned my time and focused on my role, researching how other games were designed, how they could fit the design styles that reflect psychology.

PACKAGING

Saint–Pierre Wine Bottle

illustrator   photoshop   dimension

about the project

For this project, I designed two labels for the brand *Saint-Pierre.* The label had to be distinct yet connected to the brand identity that I developed. I also researched the brand to have a better understanding of its background and the area where the wine is produced. In addition, the labels had to reflect the nature of the vineyard and orchard.

challenges

The main challenge that I faced was figuring out how to integrate the nature of the vineyard and orchard into my wine label.
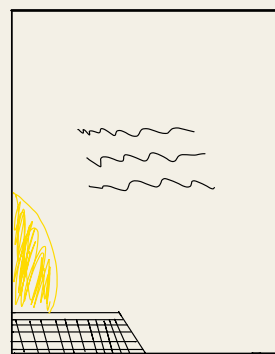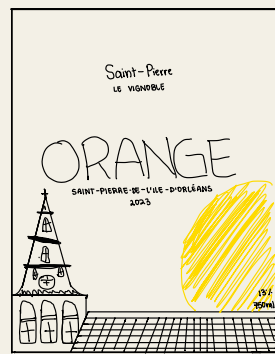
solutions

To get across my challenge, I did extensive research and drew inspiration from other wine labels. I also made some sketches to explore placement and integration.
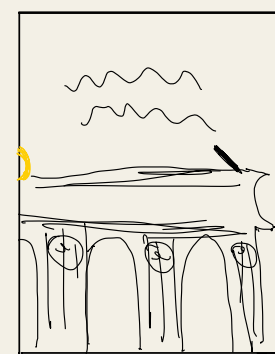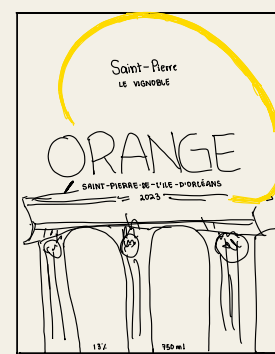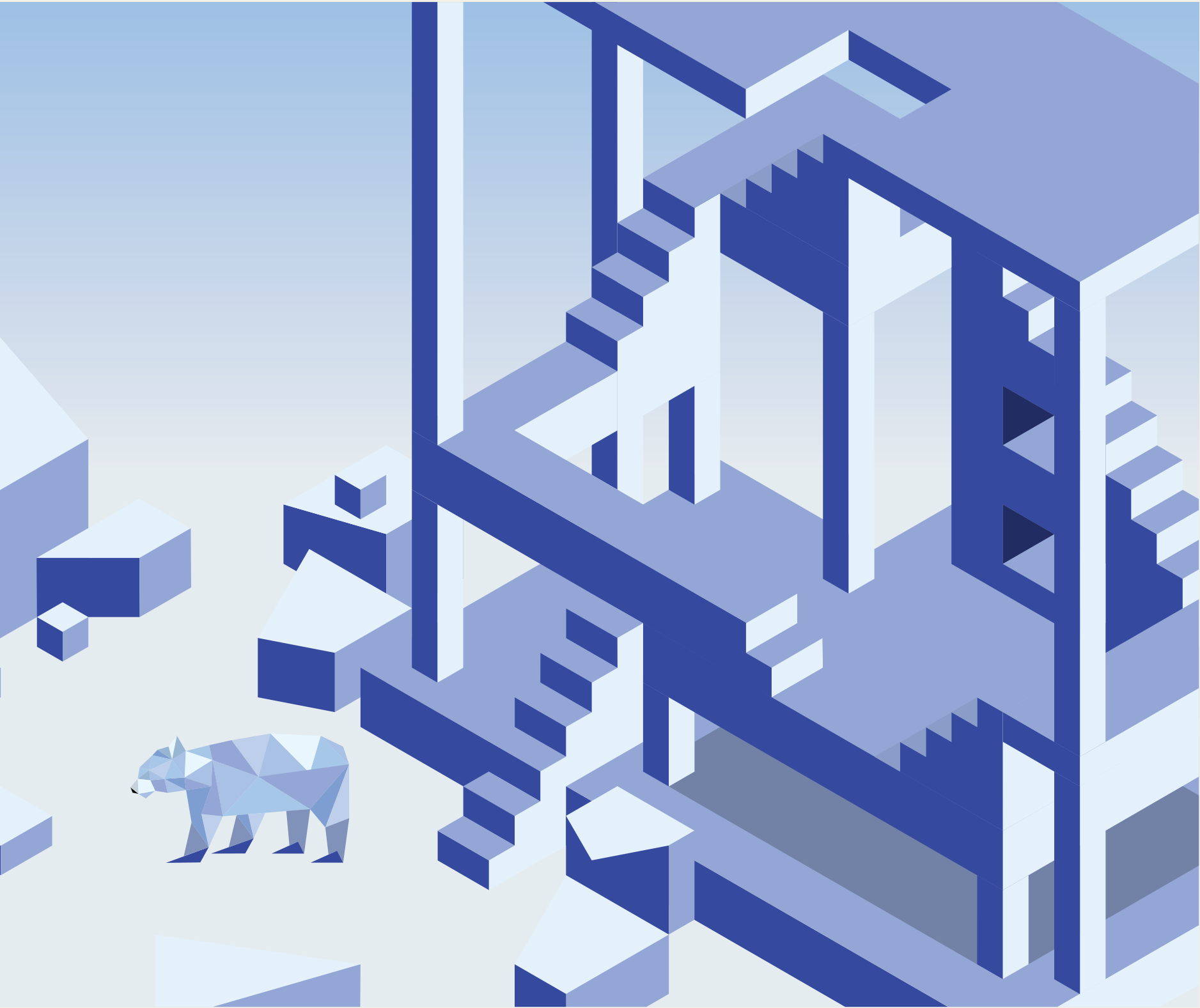
SAINT-PIERRE CHÂTEAU

SAINT-PIERRE APÔTRE

ILLUSTRATION

Polar Bear's Lair

illustrator

about the project

For this project, I used Adobe Illustrator to create an isometric illustration that shows and raises awareness of climate change through the perspective of a polar bear. The concept centers around the polar bear's lair, which symbolizes his home and safety. As climate change progresses, the lair begins to melt, representing the environmental challenges faced by polar bear and their habitats. As we see in the illustration, the polar bear is alone, signifying that they are endangered and are going to soon be extinct.

challenges

One challenge I faced was manually creating the isometric grid, which was time-consuming due to the numerous lines. I also used the pen tool to illustrate the ice blocks, polar bear, and a stair-only building, requiring precise calculations to maintain symmetry, making the process even more detailed and time-consuming.

solutions

To overcome this challenge, I dedicated a significant amount of time to focus on the project. By working patiently and carefully, I was able to ensure every line was accurately placed and symmetrical, allowing the isometric grid and illustrations to come together as planned.

ILLUSTRATION

The Rolling Cat

illustrator   indesign   fresco

about the project

I designed a digital children's book. The story is about a fat cat who never got to spend time with his parents because of his weight. Determined to change, the cat persevered by exercising, as he signed up for a race. In the end, he won the race, not by running, but by rolling. I illustrated all the content in this publication design.
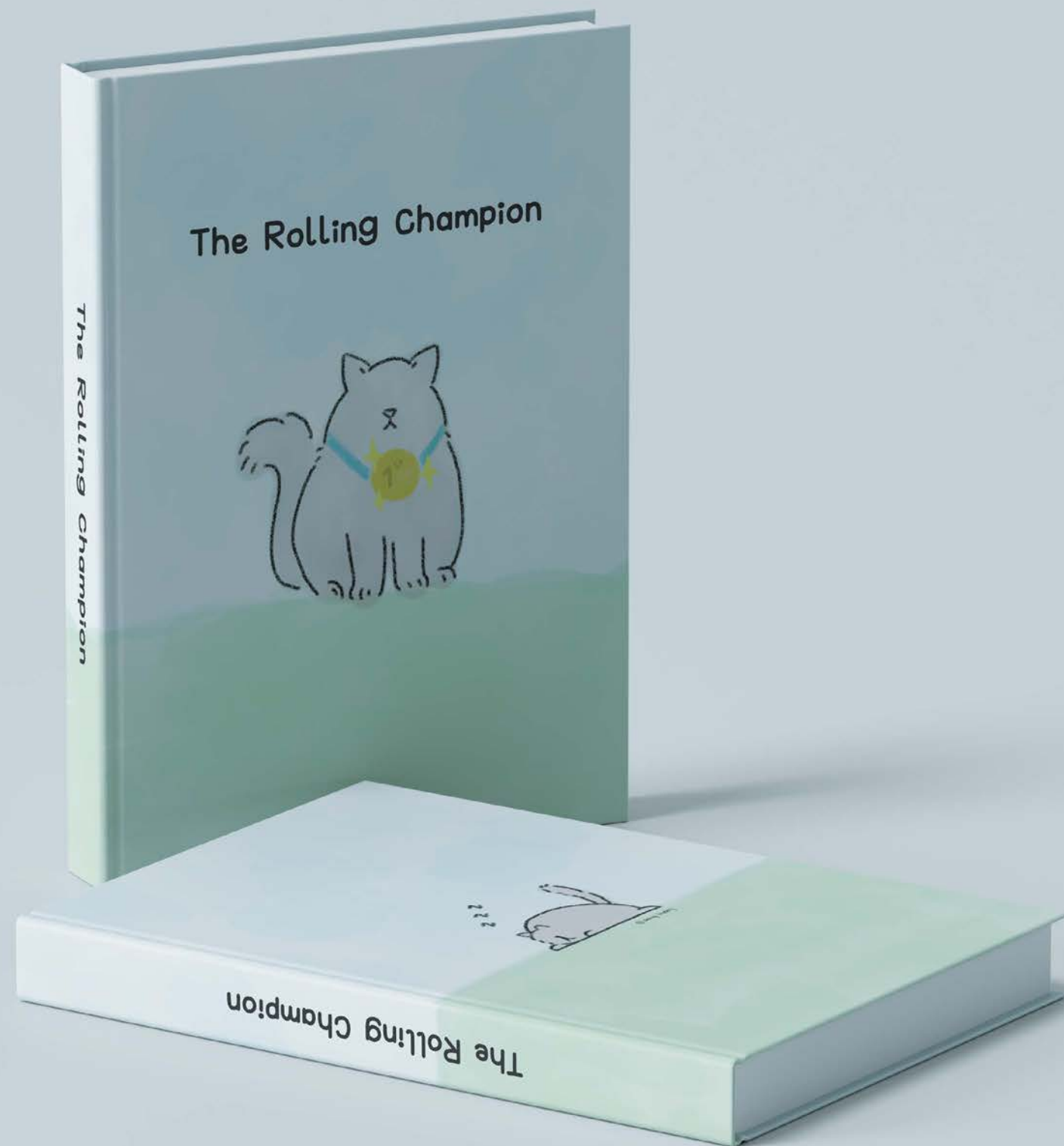
challenges

A challenge that I faced was creating engaging illustrations, while ensuring they were appropriate and appealing for children.

solutions

To overcome this challenge, I researched many children's books, analyzing the design styles that they used. I experimented with and created colour palettes that were suitable for children.

The Rolling Champion

Once upon a time, there was a cat who stayed indoors watching his computer while his parents went on walks.

The cat spends his days binge eating junk food and scrolling on the internet.

Then realizes that he signed up for a race and decides to work out to prepare for the run. He was very scared.

Scan here to see the animation!

ILLUSTRATION

Food Coma

photoshop   illustrator

about the project

I collaborated with two classmates to create a desktop game inspired by our teacher Peter. Players navigate obstacles, collect chips, and avoid raw cinnamon rolls. The game saves player scores in a database, displaying them on a leaderboard to encourage competition and engagement while blending humor with gameplay.

My main goal was to come up with the design style, the character design, ad the element design.

challenges

As the element and character designer for this project, one of the biggest challenges was creating visuals that balanced humor and clarity while maintaining an engaging and cohesive aesthetic. Designing the characters, the raw cinnamon rolls and the chips, required thoughtful consideration to ensure they were visually distinct and instantly recognizable to players.

solutions

I used different colours for the elements, the raw cinnamon rolls and the chips, as both elements resembled one another. I changed the contrast of the cinnamon roll to make it clear that players should to avoid it.

Scan here to play!

FOOD
COMA

← green

CHIP

From Shelf to Soup

Ever wondered what it's like to be a ramen ingredient? Get ready to step into the world of noodles, broth, and toppings as we take you on a wild, steamy journey—straight into a delicious bowl of ramen. From the bouncy noodles stretching their way to perfection, to the rich broth (the cozy sauna!) simmering with secrets, every ingredient has a story to tell.

So, put yourself in our shoes (or... bowls?), and experience ramen-making!

WEB WORK

From Shelf to Soup

fresco   html & css

about the project

This project allowed me to explore web animation. I learned different techniques to animate things on the web using CSS and Javascript. I made four different animations on ramen ingredients, illustrating the experience of being an ingredient and what they have to go through.

challenges

One of my main challenges was animating the egg and the fire, my second and third animation, as the technique involved using an SVG file and animating a specific layer.

solutions

I read between the lines, analyzing and slowly going through every single line of code to see which class belongs to which layer, to ensure I animated the correct layer.

Scan here to visit the website!

WEB WORK

SheepHour

illustrator   html & css

about the project

For this project, I designed a timer app using a provided Javascript codebase and created an animation for my app's logo. The goal of the project was to implement an interactive user interface. I also incorporated micro-interactions, such as subtle animations to make the app more dynamic and reactive.

challenges

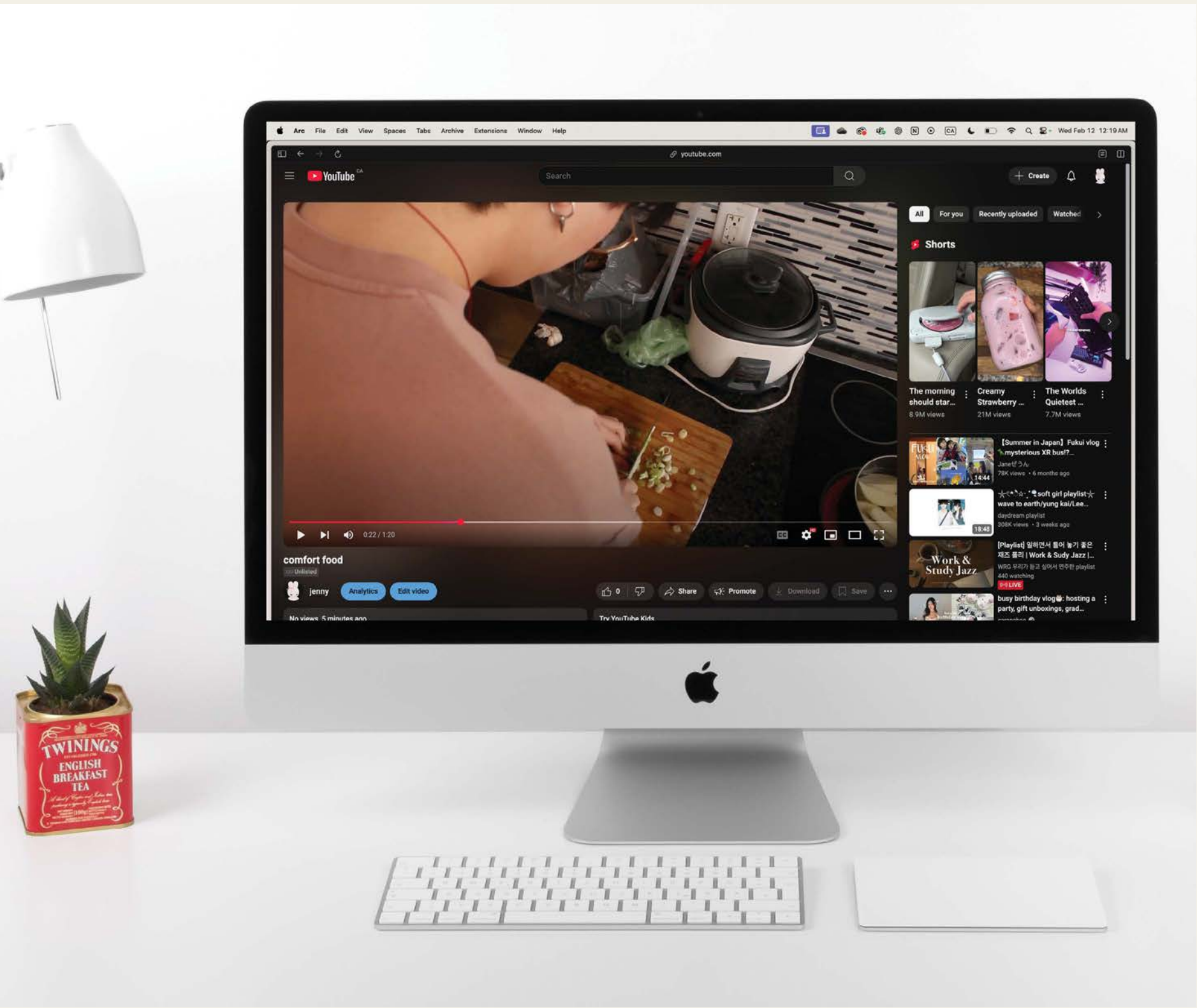The biggest challenge I faced was developing a strong concept that would captivate the audience.

solutions

I researched different design styles that would be enjoyable for the audience. I also made sketches to organize my ideas.

Scan here to visit the website!

VIDEO

Comfort Food

premiere pro

about the project

I made a video on the process of cooking that showcased continuity. Using a variety of shots, I highlighted every step and made sure that each shot were smooth and engaging to demonstrate the progress of making a meal. I chose not add any background music to allow viewers to experience raw audio. The sound of cooking and ambient noise give a sense of home and enhance the essence of comfort food.

challenges

I struggled with organizing my ideas, I knew what I wanted to do but wasn't sure how to structure them effectively. Additionally, I realized I had many similar shots and had to review each one carefully to maintain continuity, making the process time-consuming.

solutions

I made a storyboard and shot list to organize my ideas and the various shots that I wanted to integrate to show continuity.

Scan to watch!

POSTER

Pour un monde sans armes

indesign   fresco

about the project

This project was for a poster contest for SDGQ (Société des designers graphique du Québec). The theme was "Pour un monde sans armes", which translates to For a World Without Weapons.

My idea for this poster was to illustrate a child's vision of a world without weapons, drawn in a childlike, innocent style. I wanted to show the happiness of a child's life if they could grow up with both parents by their side, something many children in countries that are facing war, like Ukraine and Palestine. Through this poster, I hoped to capture both the purity of hope and the harsh reality of conflict, highlighting the human cost of war through a child's eyes.

nothing in place

PHOTOGRAPHY

Almost Nowhere

lightroom

about the project

I created a series of six photographs to capture the feeling of getting almost nowhere that sense of being stuck, suspended between moving forward and standing still. Each image shares a common thread: loneliness. Some photos show this through mess and disorder, while others evoke it through emptiness and silence. They are meant to spread mental health awareness.

Even in spaces meant to be full like city streets and kitchens, there's a sense of being alone, surrounded by people yet completely disconnected. This series explores the contrast between presence and absence, chaos and quiet, reflecting the weight of solitude in a world that keeps moving.
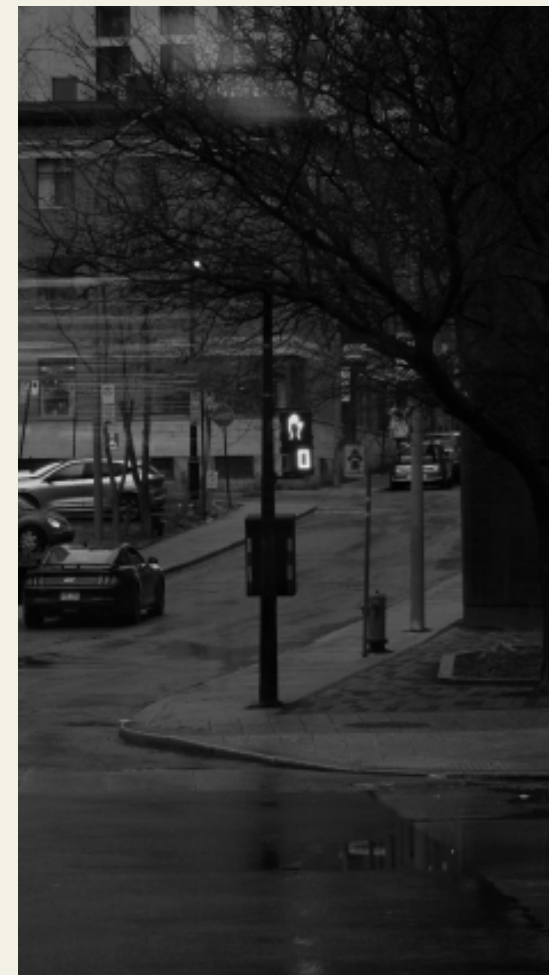
These photographs are taken on **Sony Alpha 65**.

somewhere, someone

stop

someone, but no one

absent

where to?

Bē

✉

in

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