

PORTFOLIO

HONG TRAU

LINK TO MY VIDEO RESUME.

https://www.youtube.com/watch?v=noYTl2s5wJl&ab_channel=H%C3%B8%C4%81ngTr%C4%81n

2025

INTRODUCTION

With backgrounds in Arts, Cinema & Communication, I have special affinities with performance, entertainment & visual identities.

My intention is to build a career in Brand Strategies & Communications.

Through this portfolio, I seek to testify my capacity for translating concepts into (audio) visual products that : firstly, appear stunning, entertaining & original; secondly, incarnate the Brand's qualities & make them appealing to future clients.

ME & BRANDING OUR COMPATIBILITY

I have tendency to analyze & synthesize informations.

I have interest & knowledge in following subjects: *psychoanalysis, representations, signs, symbols* and *sensorial marketing*.

I describe myself as a detail-oriented individual, capable of being objective & sensible towards situations.

CREATING A
BRAND UNIVERSE
FOR...



- ▶ This fictional brand makes and sells gouache tubes.
- ▶ The featured product is a gouache set (made from recycled materials). The set consists of only primary colors: red, yellow, blue & white.
- ▶ This project also gives me an occasion to showcase my ability in styling & sustainable creative fashion (which is why I put forward fabric painting).

RÉSUMÉ OF MY WORK STRATEGIES.

- ▶ The tool I utilize the most is *Google Slides*, because it facilitates assembling references & commenting.
- ▶ Defining key words: « diversity » , « vitality » , « pride » & « youthfulness » .
- ▶ Schematizing working phases, from pre- to post-production.
- ▶ Searching collaborators who are supportive, precise & available.

▶ CREDITS .

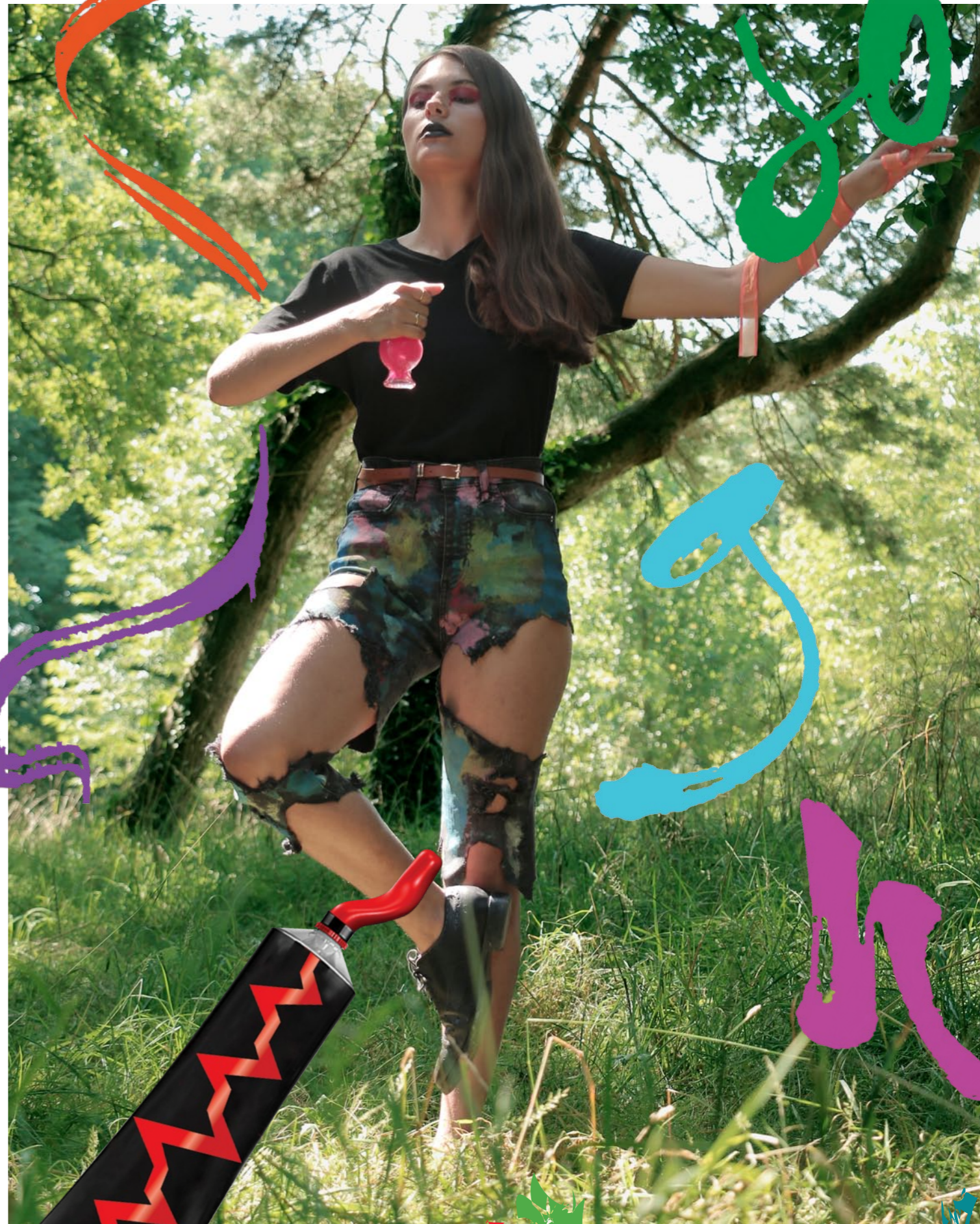
- ◆ PHOTOGRAPHED BY
AXEL PLANTEC.
- ◆ MAKEUP BY
MANON FRESLON.

The current state of the project includes the following elements :

- ▶ 4 advertising images in 210x297 mm format.
- ▶ 2 advertising images in double page spread: 420x297 mm format.
- ▶ A website (the graphic design for its entrance is not yet finished).
- ...



affresco di gioia



affresco di gioia



affresco di gioia



affresco di gioia



sprintin'
affresco di gioia

ZELOS'22
SNEAKERS
#Collaging
for CES





➤ And a thirty-second advertising clip

EDITED BY **GWENDAL BAUDRILLART.**

https://www.youtube.com/watch?v=7ndToltjemQ&ab_channel=H%C3%B8%C4%81ngTr%C4%81n

RETOUR EN PROVINCE

WRITTEN & DIRECTED BY MAELIS LE ROUX.

As costume creator of a film contextualized during the Fifties, I tried to capture the sophistication and elegance of this period.

Each figurant and figurante has an identity: teacher, schoolgirl, churchgoer...

My achievement in this project : approved capacity for translating the director's guidelines into representations that, at the same time, are historically correct and stylish.

PHOTOS BY

AXEL PLANTEC

&

ANTOINE CHARBONNEAU.













**THANK YOU FOR YOUR ATTENTION !
I HOPE YOU ENJOYED MY WORK.**

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