



CREATIVE SHOWCASE

—
PORTFOLIO OF WORK

PHANTU 
SOUND & VISUAL CO-CREATOR

INTRO : MY WORK

SKILLS

[Art direction](#)

[Art and design](#)

[Immersive experiences](#)

[Brand experiences](#)

[Digital and Social Media](#)

[Animation](#)

[Product assets creation](#)

I'm a multi-faceted individual with many skills and experiences that adds an innovative approach to my work. As an art director, designer and sound practitioner with knowledge in healing and creating spaces of beauty and nourishment; I have found ways to amalgamate my areas of expertise that has led me on an unusual path within my career within the last 5 years which has allowed me to explore the things I feel most passionately about.

I have combined my 15 years of professional experience in branding and advertising with my knowledge in healing practices and my understanding of the human behaviour to create entities, spaces and events that move our perception of reality through our senses to create meaningful experiences and interactions.

I have compiled the following slides here for you to demonstrate the diversity of my work and my versatility in working across different brands and entities. I hope you find the case studies insightful and covers a range of brands to give you an informed overview of my creative abilities.

Best

Phan



CREATIVE WORK
CASE STUDIES



P O L Y G O N
CASE STUDY 01





P O L Y G O N

I'm the head of creative and design at Polygon and also facilitate immersive sound baths within the Polygon 360 dome as the opening ceremony of the stage at the Wonderfruit festival in Thailand with under a collective called Earth Echo.

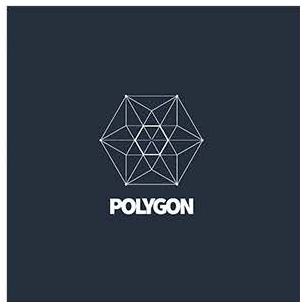
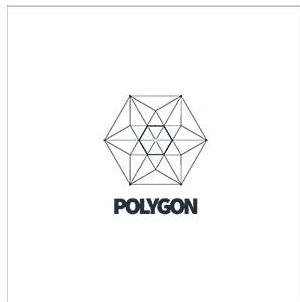
My skills are applied across the board within the business; from brand creation to designing for digital and physical spaces and delivering artistic and healing immersive experiences that uses nature habitats to amplify nature's resonance, combining scent and sound in an innovative setup.



[WONDERFRUIT 2019 RECAP VIDEO](#)



**POLYGON
PRIMARY
LOGO**



**POLYGON
LIVE
LOGOS**



FONT COLOURS:
DARK VOID BLUE
ON WHITE
+
COOLING
GRADIENT

**BRAND FOR
HEADLINE
MONT HE**

**POLY
POLY
POLY**

**POLY
POLY
POLY**

WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing





POLYGON COLOUR SPECTRUM



PRIMARY COLOURS BREAKDOWN

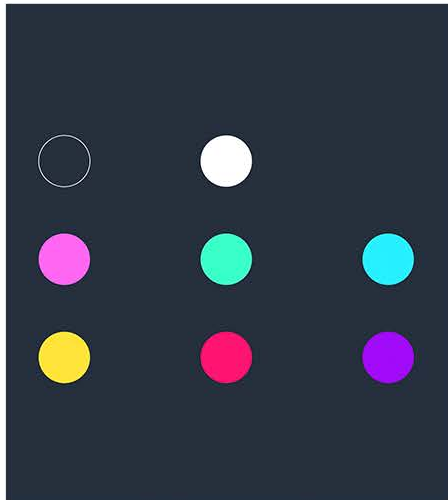
+

The cooling colours are made up of 8 main colours. They are grouped in 3 ways:

1 > DARK & LIGHT
Predominant colours making up 70% of the visual makeup

2 > NEON COOLING
Made up of the 3/6 colours of the Polygon Colour Spectrum. Used as accent colours sparingly.

3 > NEON WARMING
Made up of the other 3/6 colours of the Polygon Colour Spectrum. Used as accent colours sparingly.



POLYGON LIGHT & DARK



POLYGON PRIMARY BASE COLOURS

POLYGON COLOUR SPECTRUM



DARK VOID

+

DIGITAL >

R37 G47 B61

HEX #252f3d

PRINT >

C96 M83 Y42 K47

COATED PANTONE 533C



PHOTONIC WHITE

+

DIGITAL >

R255 G255 B255

HEX #FFFFFF

PRINT >

C0 M0 Y0 K0



POLYGON ACCENT COLOURS

USED AS ACCENT
COLOURS APPLIED
TO GRAPHIC ELEMENTS
PHOTOGRAPHY.

WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing





POLYGON ACCENT COLOURS

USED AS ACCENT
COLOURS APPLIED
TO GRAPHIC ELEMENTS,
PHOTOGRAPHY.



POLYGON COLOUR SPECTRUM



NEON
VENUS

DIGITAL >
R255 G102 B241
HEX #FF66F2
PRINT >
CM M61 Y0 K0
NEON PANTONE 906C



NEON
EARTH

DIGITAL >
R06 G255 B109
HEX #38FFC7
PRINT >
CM 57 M0 Y33 K0
NEON PANTONE 936C



NEON
URANUS

DIGITAL >
R39 G240 B255
HEX #22EFFF
PRINT >
CM 57 M0 Y0 K0
NEON PANTONE 8821C

COOLING
▲

WARMING
▼



NEON
SUN

DIGITAL >
R255 G227 B56
HEX #FFE239
PRINT >
CM 111 Y78 K0



NEON
MARS

DIGITAL >
R255 G21 B111
HEX #FF156F
PRINT >
CM M90 Y30 K0



NEON
NEPTUNE

DIGITAL >
R161 G11 B249
HEX #A10BF9
PRINT >
CM 70 M78 Y0 K0

POLYGON ICONOGRAPHY



POLYGON DIGITAL ASSET ICONS



AUDIO TYPE:
STEREO AUDIO
+
LISTEN WITH
SPEAKERS OR HEADPHONES



AUDIO TYPE:
BINAURAL AUDIO
+
HEADPHONES
REQUIRED



AUDIO TYPE:
STEREO AUDIO
+
HEADPHONES
REQUIRED

WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing





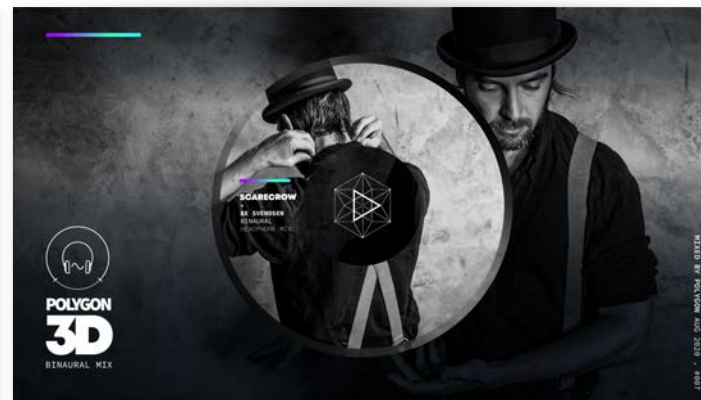
POLYGON

DIGITAL ASSETS:
360 Audio mixes with audio
reactive animation

LINKS TO VIDEOS:
[https://www.youtube.com/channel/
UCB2H47NrUydETs15QZAcayw](https://www.youtube.com/channel/UCB2H47NrUydETs15QZAcayw)

WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing





POLYGON

DIGITAL ASSETS:
360 Audio mixes with audio
reactive animation



WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing





P O L Y G O N

WONDERFRUIT 2019



SCENT DISPERSION



3D 360, SOUND AND LIGHT SHOW

WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing





POLYGON

WONDERFRUIT 2019



WORK INVOLVED:

Brand creation / Social & Digital / Creative Art Direction / Event production design / Conceptual Design / Immersive event design / Immersive sound healing



VITI VINCI
CASE STUDY 02





VITI VINCI

I have been working on Viti Vinci since the beginning of its journey, working closely with the client to create brand assets across the board of the business.



WORK INVOLVED:

Brand development / Art and design direction / Product development and asset creation / Packaging / Creative conceiving / Digital assets



Rewilding

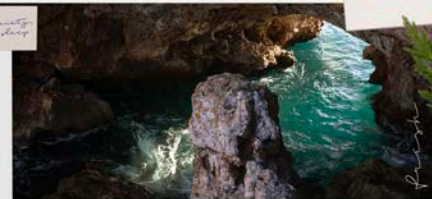
The process of protecting an environment and returning it to its natural state, for example by bringing back wild animals that used to live there.



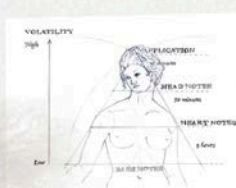
We believe...

in the quality of
our artisan product,
in the collaboration
between people
and sustainable
circular economy.

We grow...
our crops without
controlling their
natural development,
using techniques
that respect the
wild nature of
the environment.



"Smells resonate subtly in our memory like poignant loud mixes, hidden under the windy mass of many years and experiences. His a tripwire of smell, and memories explode all at once. A complex vision leaps out of the undergrowth."





VITI VINCI

BRAND DEV. MAY 2020

Social





VITI VINCI

BRAND DEV. MAY 2020

FRAGRANCE INGREDIENTS

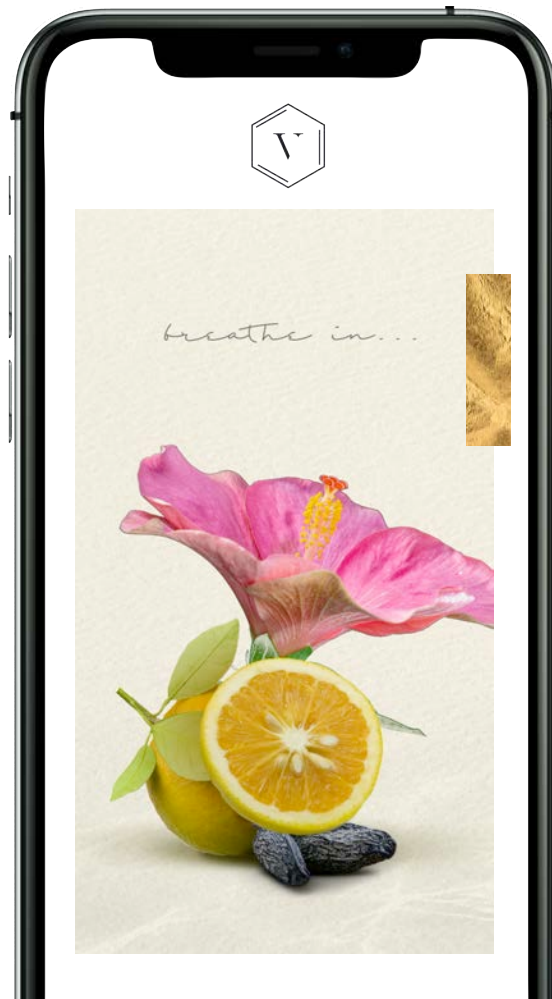
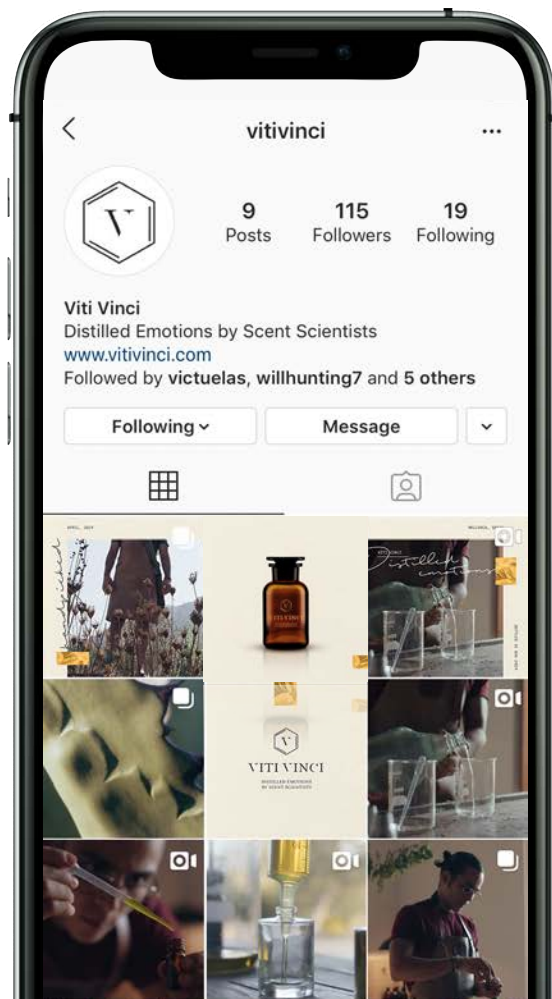
SOCIAL

How it translate to social

Create engaging social posts that encourages users to discover the 'ART OF AROMACOLOGY' using scent pairings.

- Social posts on 'The art of scent' through mediation that can teach our users how to unlock the power of scent for their own personal use.
- Social posts on raw ingredients and thier health and healing benefits
- social posts on the VV process

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VITI VINCI

DIGITAL

INSTAGRAM

grid

APRIL, 2019

handpicked



MALLORCA, SPAIN

VITI VINCI
Distilled
emotions



BOTTLED 31 AUG 2019





VITI VINCI

BRAND DEV. DEC 2020

Stylised Product shots



Eau de parfum, 50ml bottle



Eau de parfum, 50ml bottle with plantable carton





VITI VINCI

BRAND DEV. DEC 2020

Stylised Product shots



Eau de parfum, 7ml rollable, lid off



Eau de parfum, 7ml rollable lid on





VITI VINCI

BRAND DEV. DEC 2020

Stylised Product shots



Hydrolates, 30ml



Pure essences, 5ml





VITI VINCI

BRAND DEV. DEC 2020

Stylised Product shots



Mares Rock Diffuser



Mares Rock Diffuser, open





VITI VINCI

BRAND DEV. MAY 2020

Scent+Sound Signatures

Artistic and vibrational sound interpretations of scent profiles

Creating immersive soundscapes for raw ingredients, aromas, fragrances and essential oils will be a powerful component in which VV can own within the luxury scent market. This will set VV on a benchmark for pioneering new approaches in which perfume and scent enthusiasts can engage with a scent brand.

These sound signatures will create even richer and more memorable experiences in which the audience can be captivated by.

We envisage this to be a good basis to innovate within the industry - owning the belief of the power of scent and sound combined.





VITI VINCI

BRAND DEV. JULY 2020

Scent sound signatures

FRAGRANCES , BLENDS, AROMAS, RAW
INGREDIENTS

Based on scientific research paper and a long history of sound and scent being combined together across religious practices, we believe that creating brand assets which includes sound as a way to bring the scents to life is fundamental to creating a deeper and richer experience with Viti Vinci senses.

Based on this, we have looked at various ways in which we can bring VV products to life through artistically considered sound signatures within the brands creative assets and comms.



SENSE PAIRINGS

TOUCH



AUDITORY



VISION



TASTE



SIXTH
SENSE

(EXTRA-SENSORY)





VITI VINCI

BRAND DEV. JULY 2020

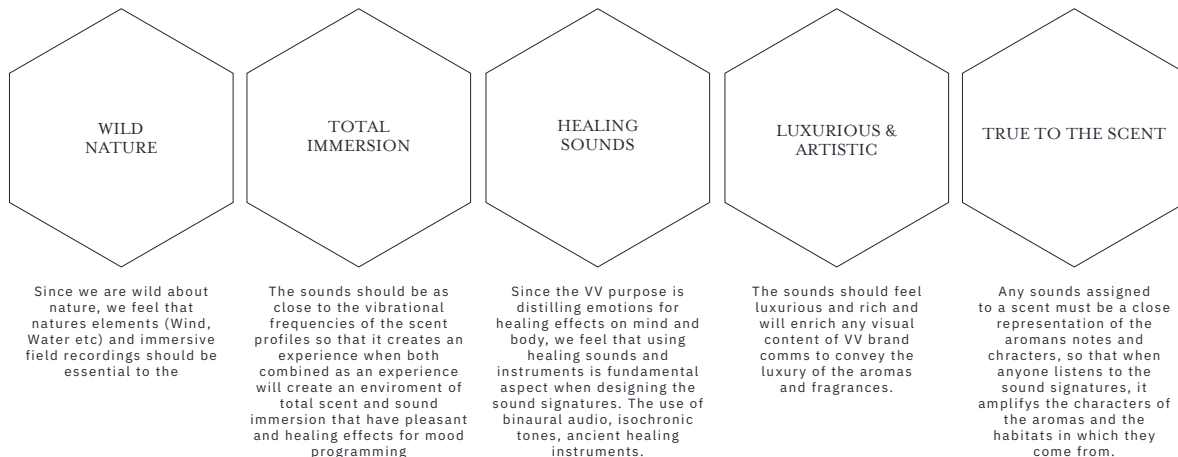
Viti Vinci Sound Signature Themes

Concept themes

When approaching the design of the sound signatures, there are some fundamental parameters in which we must work within to ensure we are working with a method that best presents the core values of the Viti Vinci brand.



SOUND SIGNATURES WORKING PARAMETERS





VITI VINCI

BRAND DEV. JULY 2020

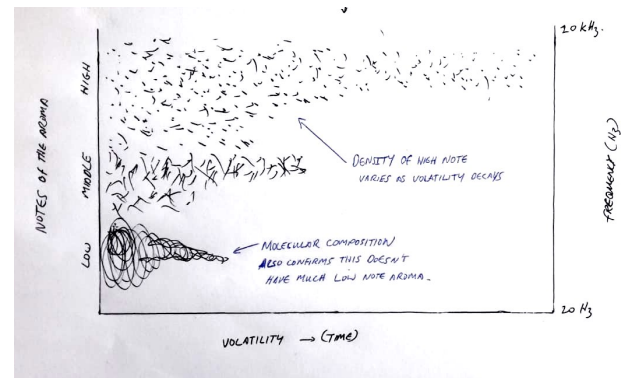
Viti Vinci Sound Signature Methodology

A close vibrational representation:

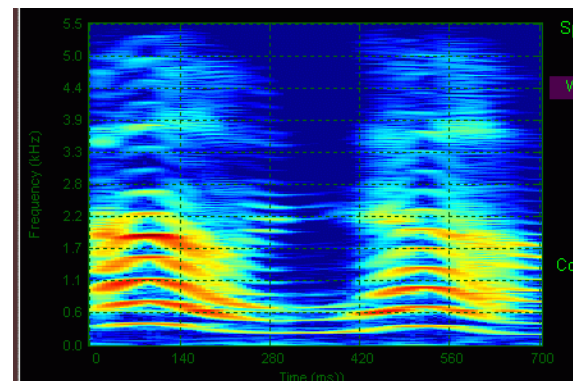
Create a visual representation of each of the HIGH, MIDDLE and LOW notes for each ingredient. Investigate the molecular structure, the density of each of these notes as their volatility fades over time to create a scent analysis for each individual ingredient.

This visual representation gives us an indication of what type of Timbre to assign each of the ingredients. The sound or 'Timbre' of each ingredient will have a similar looking FFT spectrum analysis as the Ingredient's scent analysis.

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VISUAL REPRESENTATION OF THE SCENT ANALYSIS FOR CITRONELLA



FFT SPECTRUM ANALYSIS OF THE TIMBRE

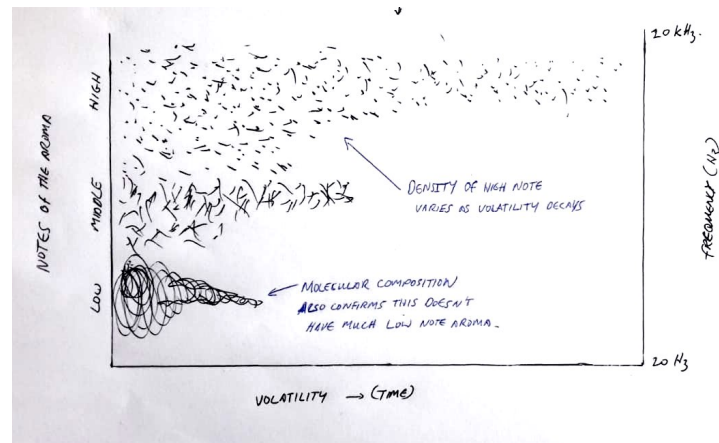
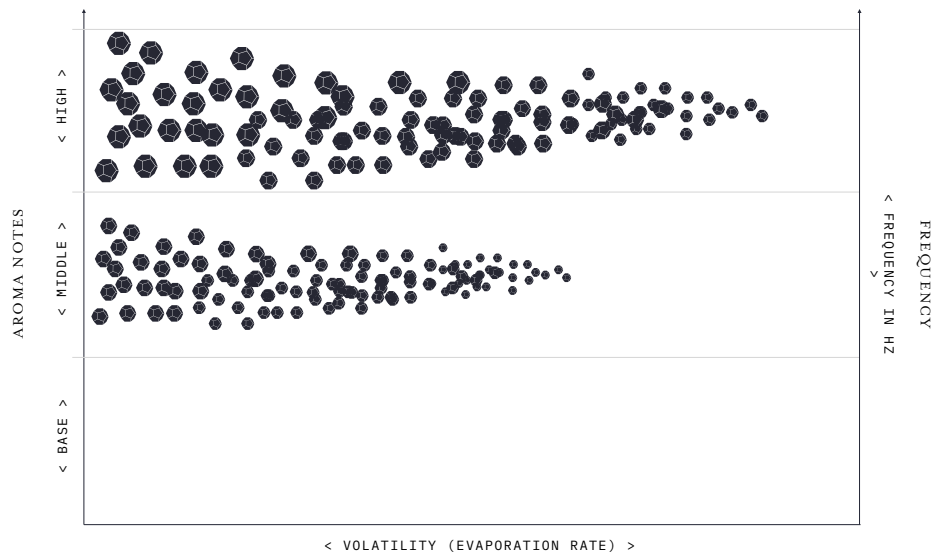




VITI VINCI

BRAND DEV. JULY 2020

Viti Vinci Sound Signature Methodology Based on aroma notes of principle constituents



VISUAL REPRESENTATION OF THE
SCENT ANALYSIS FOR CITRONELLA





VITI VINCI

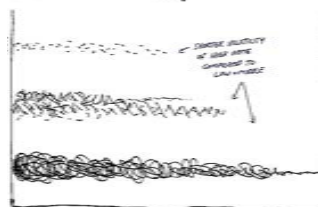
BRAND DEV. JULY 2020

Viti Vinci Sound Signature Methodology

Then, to create a sound signature for a blended scent like 'Spirit Animal', we take the Timbres that represent each ingredient and mix them together.

The resulting output will have the characteristics of each Timbre and Sound. What also works very well is bringing speech to morph into the resulting blended samples. We can literally make the ingredients speak or combine with vocalisations or other rhythmic impulses.

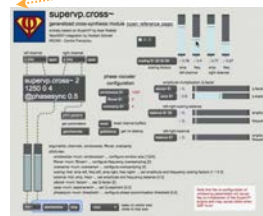
Afterwards, we send the timbres along with other ingredients and parameters to be panned in a 360 degree 'Habitat' that immerses the listener into that 'Spirit Animal' sound world.



FFT ANALYSIS OF THE CITRONELLA TIMBRE/SOUND



FFT ANALYSIS OF THE CARROT TIMBRE/SOUND

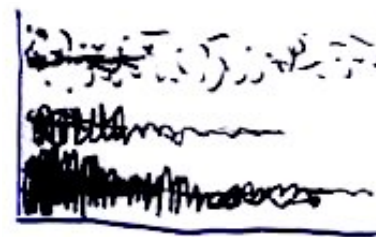


SUPERVP MODULE FOR CROSS-SYNTHESIS

SEND TO SPATIALISATION



FFT ANALYSIS OF THE BLENDED SAMPLES



VÍCTORIA DE TALHORA
CASE STUDY 03



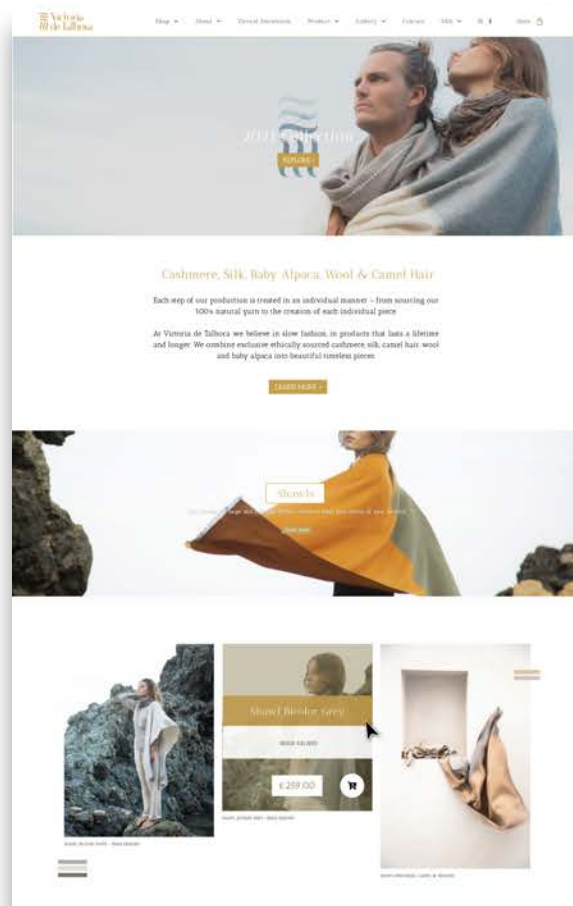
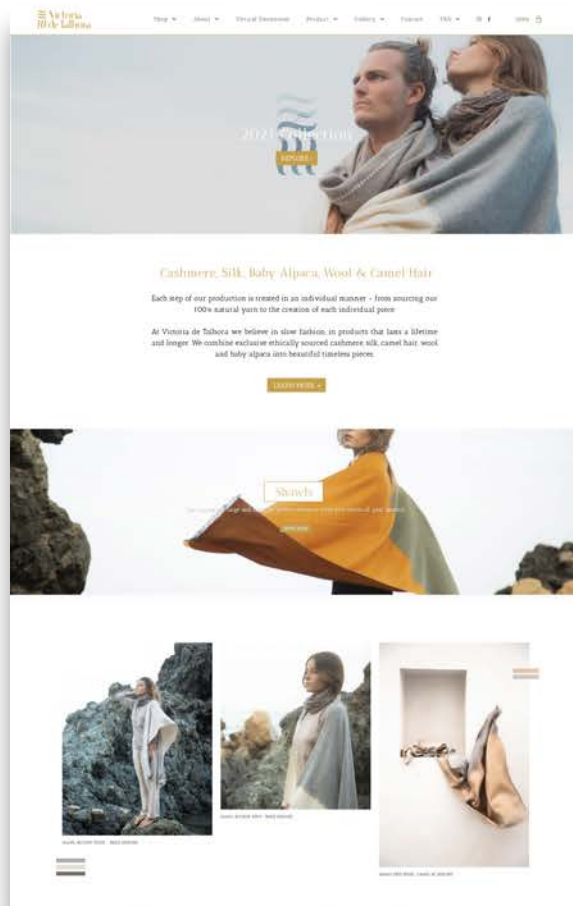
VICTORIA DE TALHORA

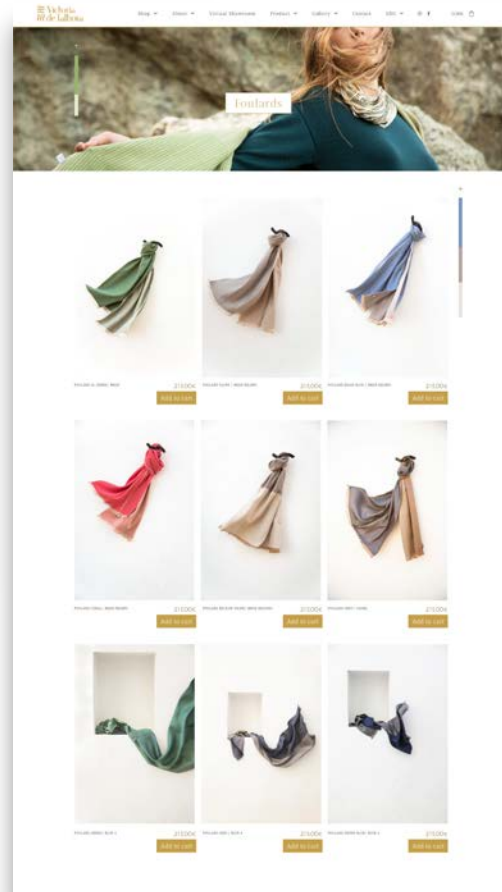
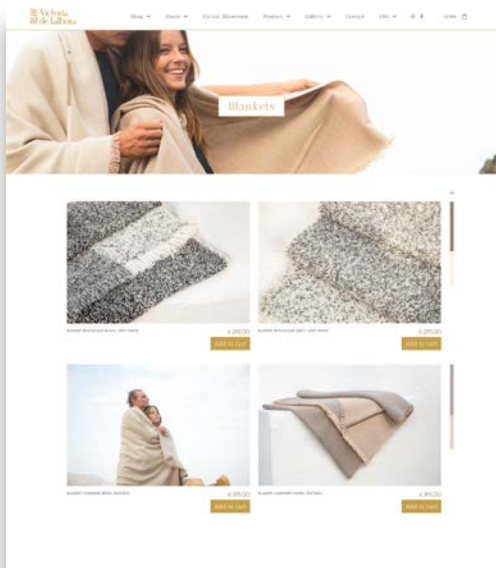
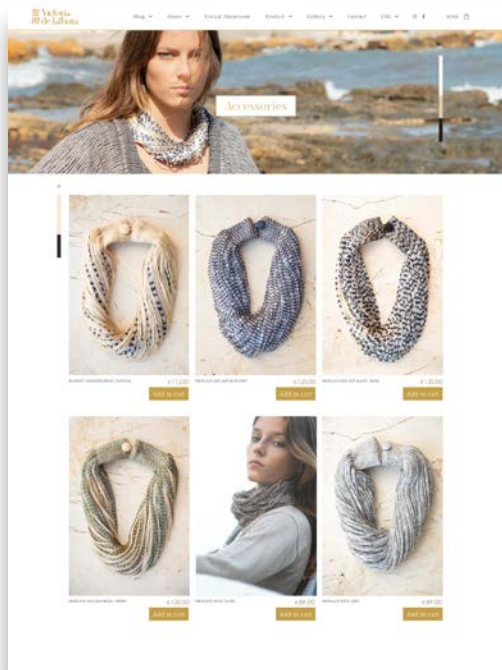
Victoria de Talhora is a luxury cashmere, silk and wool business based in Altea Spain. In 2020, I did some brand development work on their identity, art direction and digital assets. The work is on-going after doing a small sprint in Winter 2020.

WEBSITE:
<https://victoriadetalhora.com/>

WORK INVOLVED:

Brand development / Art and design direction / Digital Assets





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Brand development / Art and design direction / Digital Assets





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WEBSITE:
<https://victoriadetalhora.com/>



FULAR SHAWL

WORK INVOLVED:

Brand development / Art and design direction / Digital Assets



XES WELLNESS
CASE STUDY 04

XES WELLNESS

I was approached to create a website for the first product launched by Prime Agri Hemp Sciences. The product is a health and wellness product called XES Sensual - a vaginal serum with CBD properties to stimulate orgasm in women.



WORK INVOLVED:

Brand development / Art and design direction / Digital Assets



XES WELLNESS

I was challenged to produce a website in 5 days in time for their European launch in Italy at a trade show, with no product photography and style guide. I lead the creative project single handedly at short noticed delivering on the below:

- Art direction and design
- Web design
- Event POS material
- CGI 3D Product assets art direction and storyboarding



WORK INVOLVED:

Brand development / Art and design direction / Digital Assets



EARTH ECHO
CASE STUDY 05

EARTH ECHO

We are a collective of sound healers, designers, engineers and visual artists exploring ecological artistic audio and visual content around a central theme 'Earth Echo'. We amplify nature's resonance, an immersive mind and body experience that uses ancient healing tools combined with 360 audio recordings of natural habitats to create awareness of the importance of sound ecology and it's potential to attune the human bio-field into a state of balance and harmony.

The soundscape ecology of our habitat has a direct impact on our psychological and physiological well-being and our vision is to bring the natural world around the planet into a space where we can experience wild habitats through mind and body immersive artistic content and events; inviting each of us to begin to re-imagine Earth through our senses.

WORK INVOLVED:

Brand development / Art and design direction / Digital Assets



EARTH ECHO

An ecological artistic sound
harmony project

WONDERFRUIT



Primary logomark on light



Primary logomark on dark



Secondary logomark / typographic version



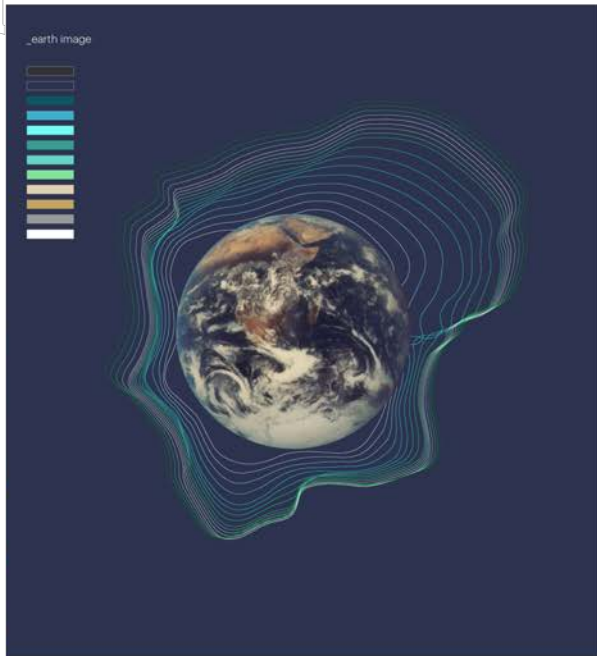
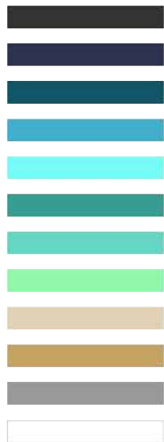
EARTH ECHO

An ecological artistic sound
harmony project

COLOUR PALETTE

The deep abyss to white arctic ice.
Blue and green hues of ocean water
created by the reflection of the sky.
Earth matter and plants absorbed
with the photon light of the sun.

These are colours of the Earth.



EARTH ECHO 2019



EARTH ECHO 2018



DOVE
CASE STUDY 06



D O V E

I have been a senior designer, art director on the Dove brand since 2015 and continue my work with them today through the agency Ogilvy (WPP).

The following slide are some of the works produced to date across product, TVC and digital.





The deodorant
that lasts as long
as you do.



Durable stainless
steel design



Made from
sustainable
material



Refill
forever



Guaranteed to
last a whole life.



Make a change
for good



Durable stainless
steel design



Made from
sustainable
material



Refill
forever



Dove refillable.
For good.



Make a change
for good



Durable stainless
steel design



Made from
sustainable materials



Refill
forever

Dove refillable. For good.



Dove refillable.
Mighty.



Dove refillable.
Mighty.



Dove refillable.
Mighty.




The deodorant that
lasts as long as you do.



Guaranteed to last a whole life.


The deodorant that
lasts as long as you do.



Guaranteed to last a whole life.



Stainless
steel design



Made from
sustainable material



Refill
forever



Stainless
steel design



Made from
sustainable material



Refill
forever



Stainless
steel design



Made from
sustainable material



Refill
forever



Stainless
steel design



Made from
sustainable material



Refill
forever



A M A Z I N G . A T
CASE STUDY 07



A M A Z I N G . A T

To create a brand identity for a digital platform that connects 'amazing' people for projects and businesses around the world with suitable skillsets, personalities as well as experiences in a fun and engaging way.

amazing.at is an evolved version of linkedin, bringin personality and fun into the recruitment industry. A half-breed between facebook and linkedin.

Work is on-going.

Primary Logotype Stacked



Primary Logotype Horizontal



Abbreviated Logotype / Brand Icon



Holding company Logotype



Brand

Haylard Display

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789+!@£\$%^&*O_:"\<>.,?/**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789+!@£\$%^&*O_:"\<>.,?/

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789+!@£\$%^&*O_:"\<>.,?/

Brand Typefaces

Haylard Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789+!@£\$%^&*O_:"'\<>.,?/

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789+!@£\$%^&*O_:"'\<>.,?/

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789+!@£\$%^&*O_:"'\<>.,?/

Colour Palette





amazing.at



Search for professional attributes

Sign in



Everyone should know their amazing professional attributes

Join now

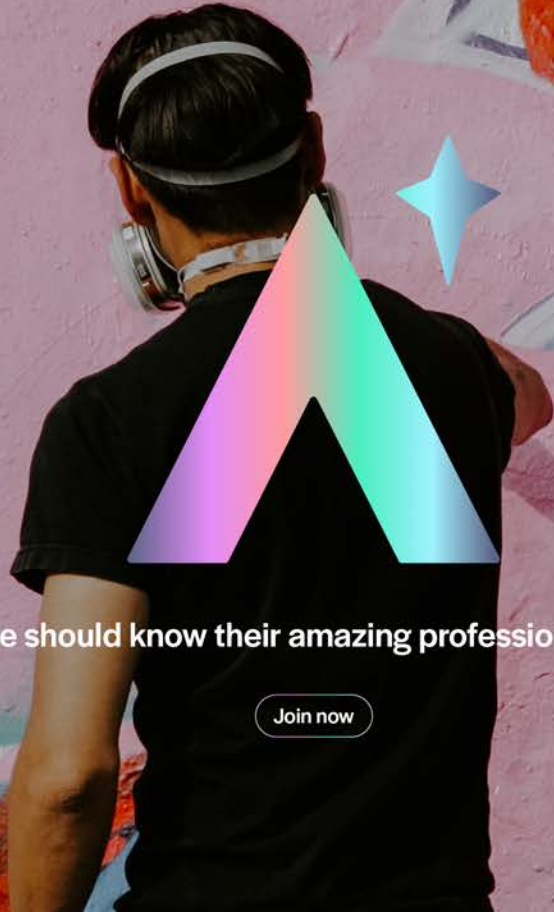


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Everyone should know their amazing professional attributes

Join now



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amazing.at



Search for professional attributes

Sign in



Your name is amazing at

enter your positive professional attributes

Next >

P O T E N T F U N G I
CASE STUDY 08

POTENT FUNGI

Packaging design for fungi
adaptogens and supplements

WEBSITE:
<https://www.potentfungi.com/>



WORK INVOLVED:
PACKAGING

POTENT FUNGI

Packaging design for fungi
adaptogens and supplements

WEBSITE:
<https://www.potentfungi.com/>



SMALL PACK 14 pieces

Color: Translucent/Silver/Black
Material: Metallic foil/Mylar
Thickness: 3 Mils
Dimensions in cm: 8.5 cm x 13 cm
Dimensions in inches: 3.3 inches x 5.11 inches

TRANSLUCENT FRONT BLACK BACK MYLAR FOIL ZIPLOCK BAGS

SOURCE:
<https://oembargain.com/translucent-front-black-back-mylar-foil-ziplock-bags-8.5-cm-x-13-cm-3.3-inches-x-5.11-inches-100-bags-pack>

WORK INVOLVED:
PACKAGING



THANK YOU

To get in touch about please contact:

phan.tu.tu@gmail.com

+44 7830 318980

PHAN TU 

SOUND & VISUAL CO-CREATOR