

Portfolio by Chi Vo

Welcome



Chi Vo

SCOTTISH FISCAL COMMISSION

Professional work

Selected works that I created with economists’ data as design lead for the Scotland’s Fiscal Publications, using Excel, Flourish, Inkscape (due to Government’s lack of funding we could not subscribe to Adobe softwares).

To summarise and make it easier for politicians and policy makers to understand our wok, I have developed ‘first glance’ templates to help summarise the biggest 3 topics presented in Fiscal Updates.

Full PDF file can be found here <https://www.fiscalcommission.scot/publications/scotlands-economic-and-fiscal-forecasts-may-2022/>

Figure 5.3 Timeline of social security payments

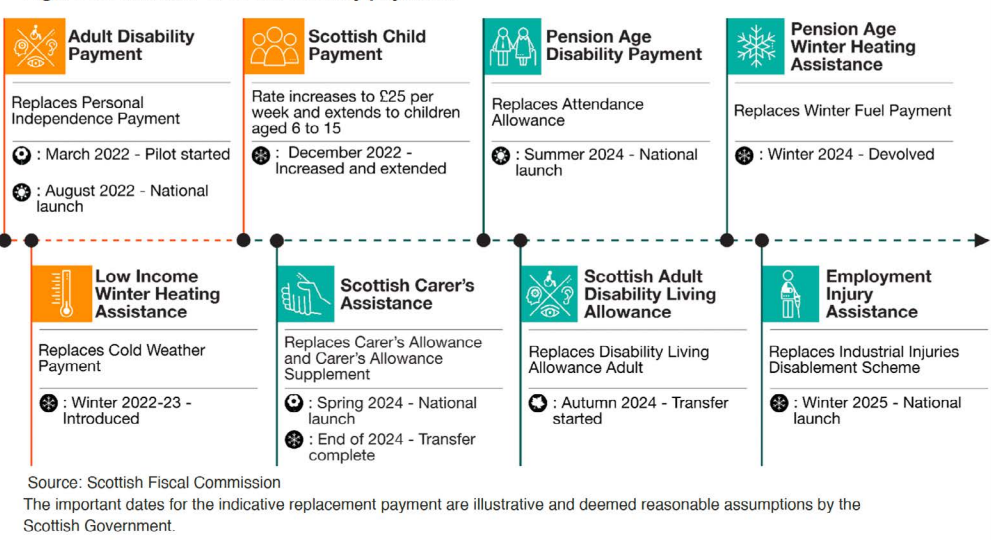
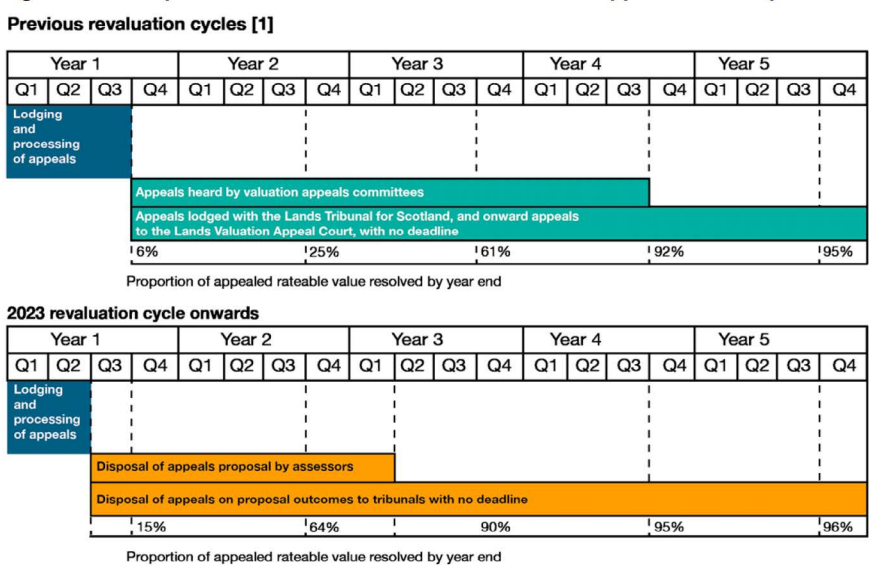
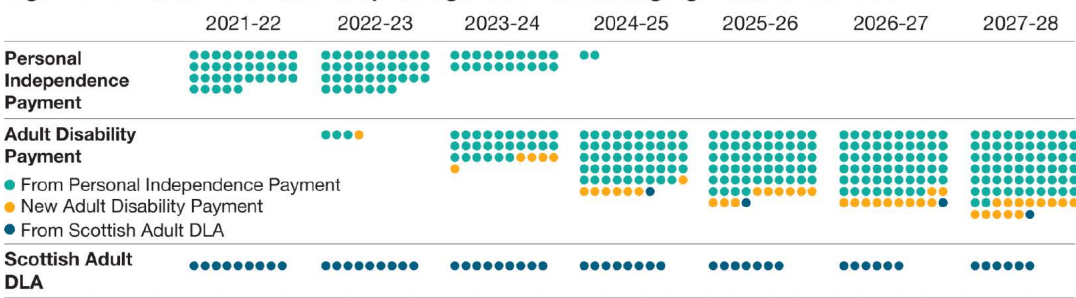


Figure 4.18: Simplified Schematic Overview of Revaluation Appeals Profile Update

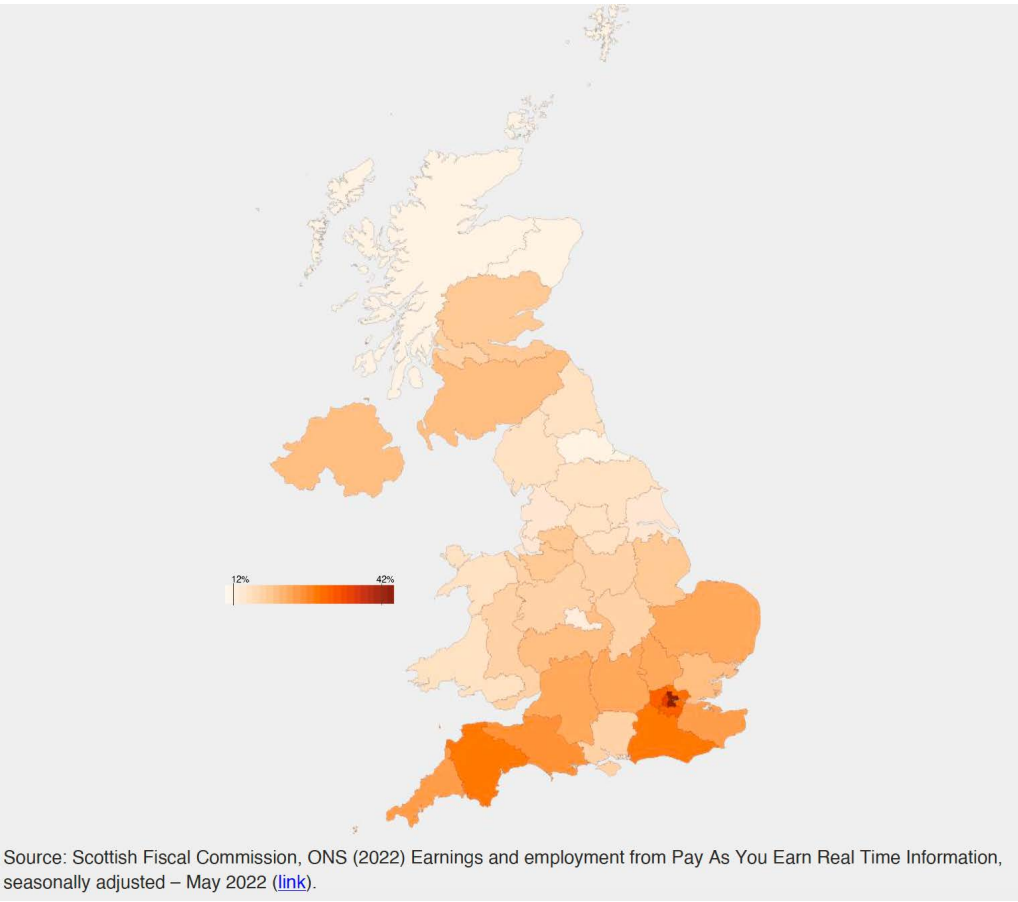
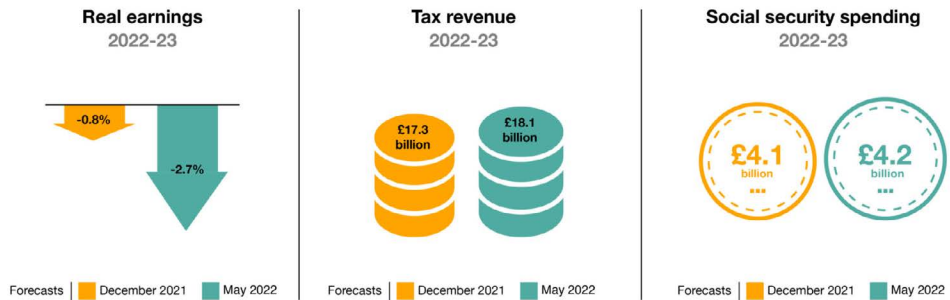


Source: Scottish Fiscal Commission
[1] Hearing of appeals was extended to the end of year 5 for the 2017 revaluation cycle because of the COVID-19 pandemic, we have not included this to simplify Figure 4.18.
This does not necessarily reflect the proposals set out in the consultation on reforming the non-domestic rates system including proposals, the draft valuation roll, or content of valuation notices.

Figure 5.7: Illustrative transfer of spending from DLA Working Age and PIP onto ADP

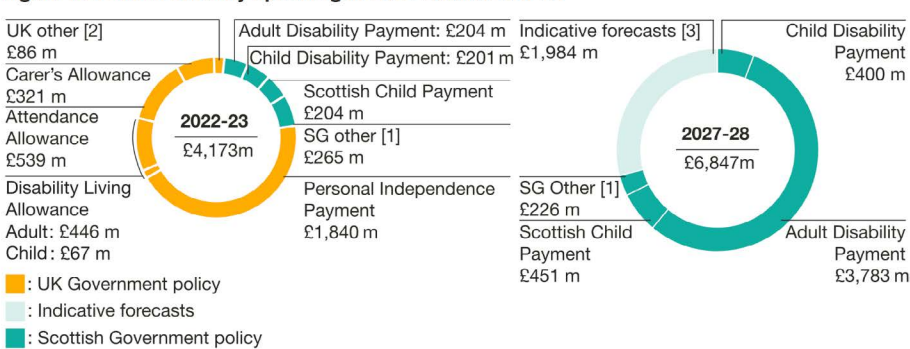


Source: Scottish Fiscal Commission
Circles represent £50 million spend.



Source: Scottish Fiscal Commission, ONS (2022) Earnings and employment from Pay As You Earn Real Time Information, seasonally adjusted – May 2022 ([link](#)).

Figure 5.2: Social security spending in 2022-23 and 2027-28



CAMBRIDGE CONSULTANTS

Professional work






Design lead on publications:

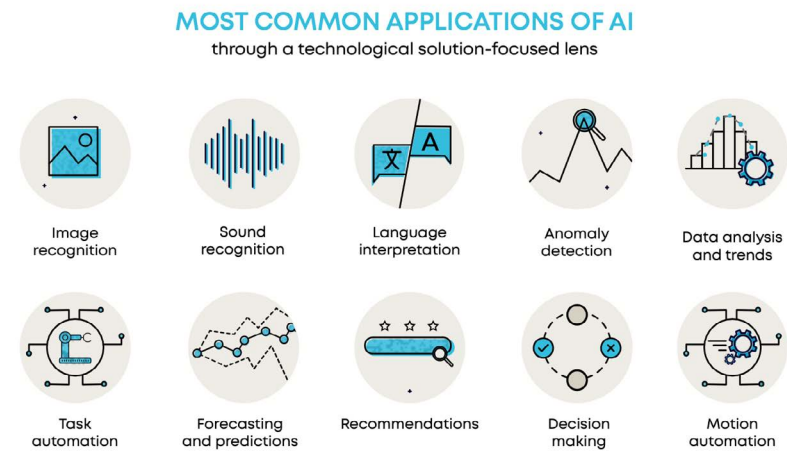
AI assurance: protecting next-gen business innovation

https://www.cambridgeconsultants.com/sites/default/files/uploaded-pdfs/2023_AI_Assurance_Innovation_Briefing.pdf

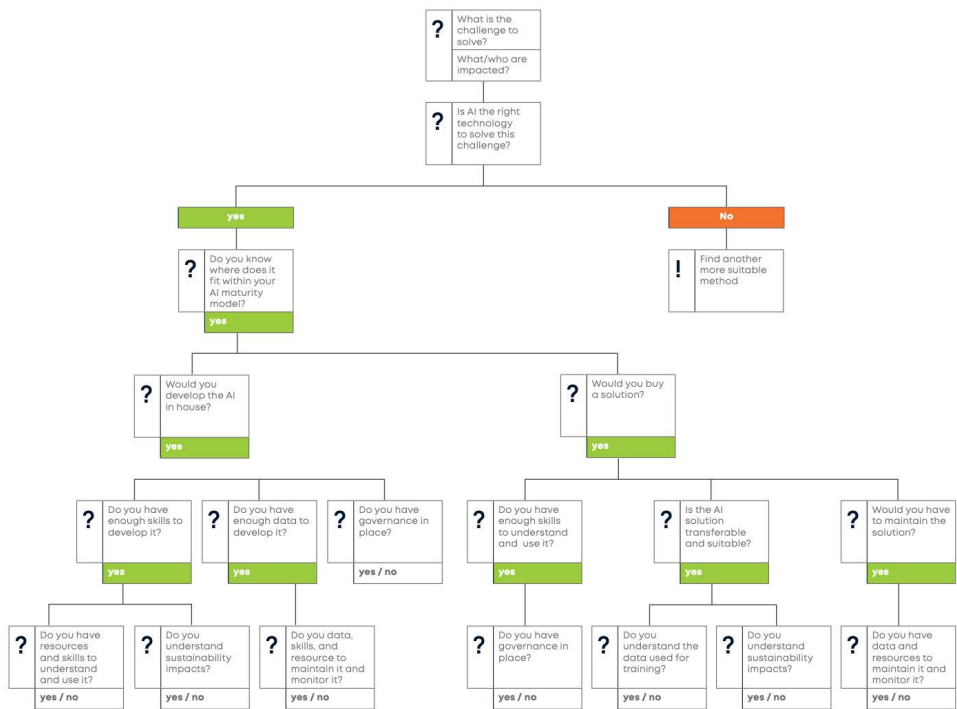
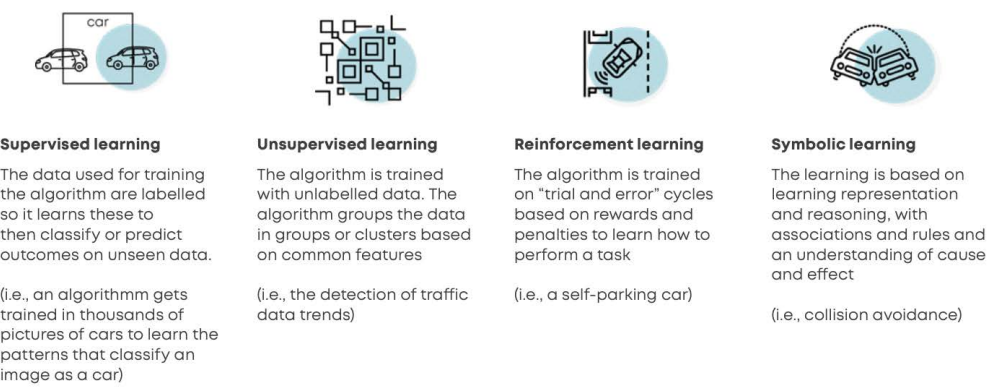
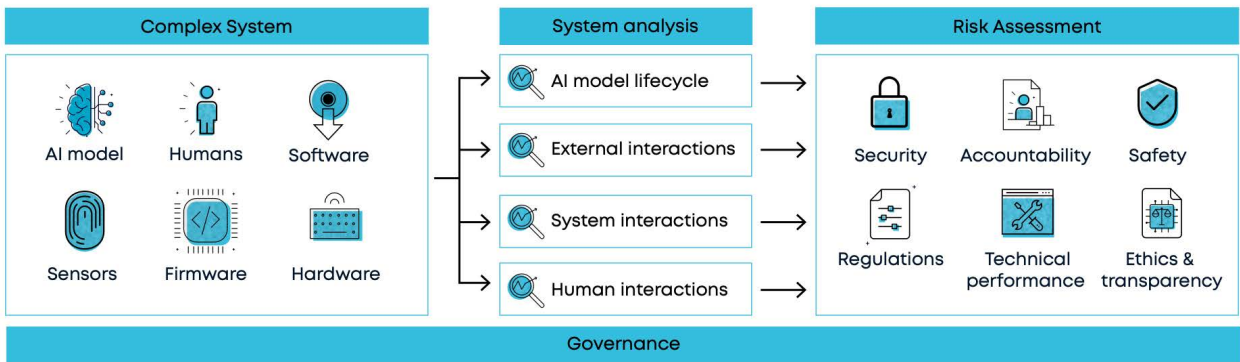
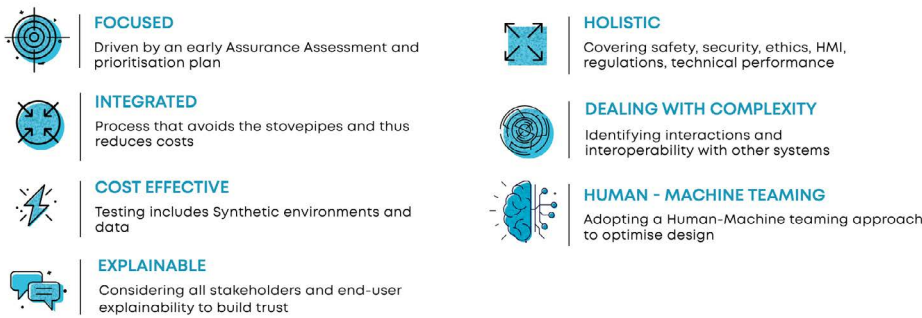
The Impact of AI on Transportation and Mobility

<https://itsa.org/wp-content/uploads/2023/12/Lit-R-018-v0.3-2023-ITSA-AI-report.pdf>

	 Phase 0: Concept	→	 Phase 1a: Design	→	 Phase 1b: Development	→	 Phase 2: Validation, integration and deployment	→	 Phase 3: Operational monitoring
Focus for Assurance	Development of the plan		Assurance activity informed by design discovery		Assurance activity focused by initial plan		Assurance activity informed by validation		Final assurance activity
Supporting	Solution characterisation		Design plan and execution		Solution development roadmap and execution		Solution validation Deployment roadmap and execution		Monitoring plan
Activity	Initial risk identification and prioritisation		Risk identification Process evidence Update assurance plan		Risk update Testing Update assurance plan		Risk updates Testing Evidence compilation		Risk updates Monitoring and alerting plan
Outcome	Initial Assurance Plan		Assurance evidence of design and process		Assurance evidence from development testing		Assurance evidence validation and deployment		Assurance evidence monitoring



A holistic approach to AI assurance



RNLI ANNUAL REPORTS

Coursework

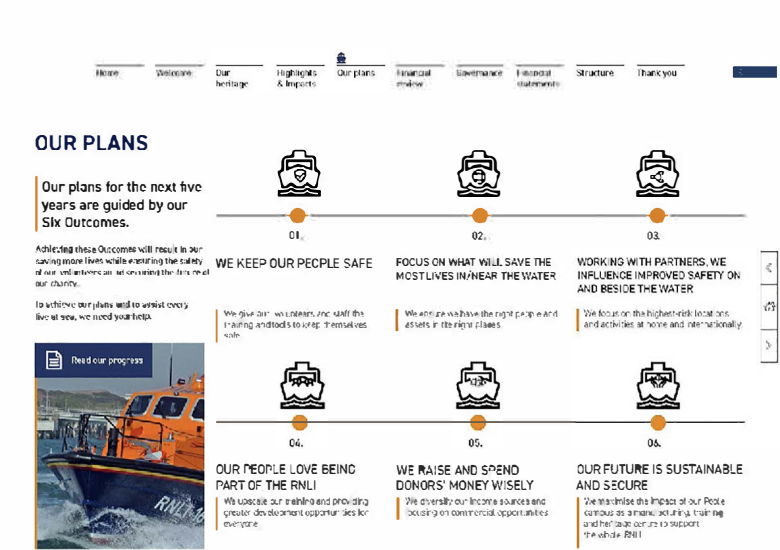
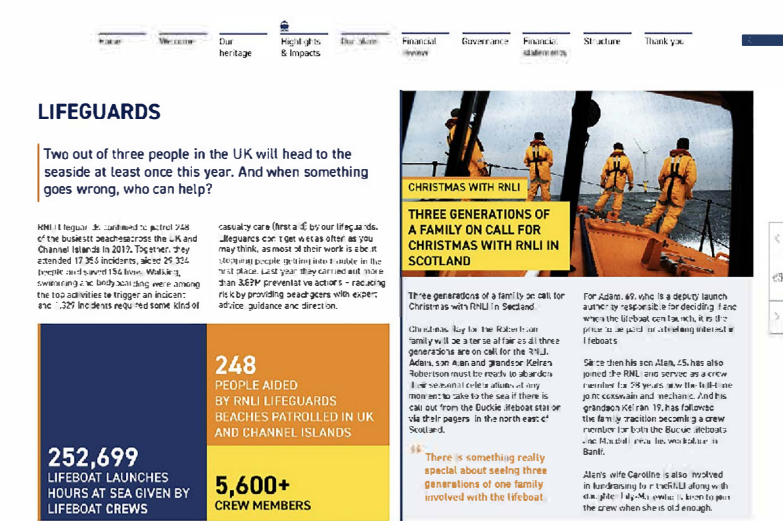
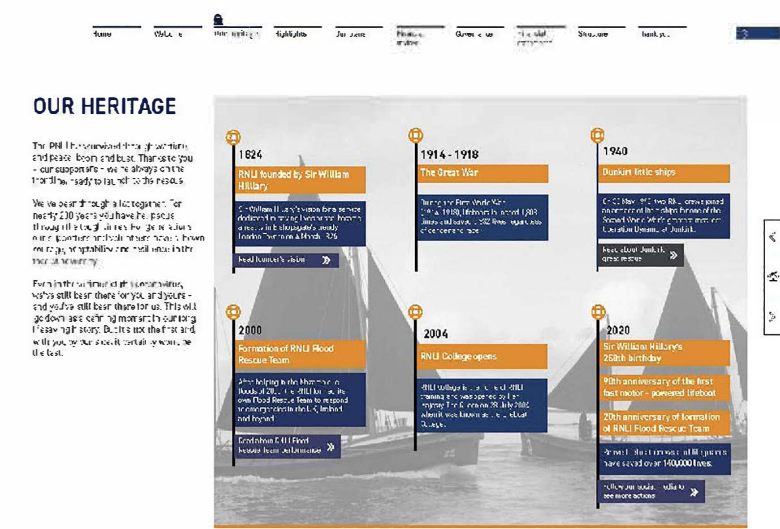
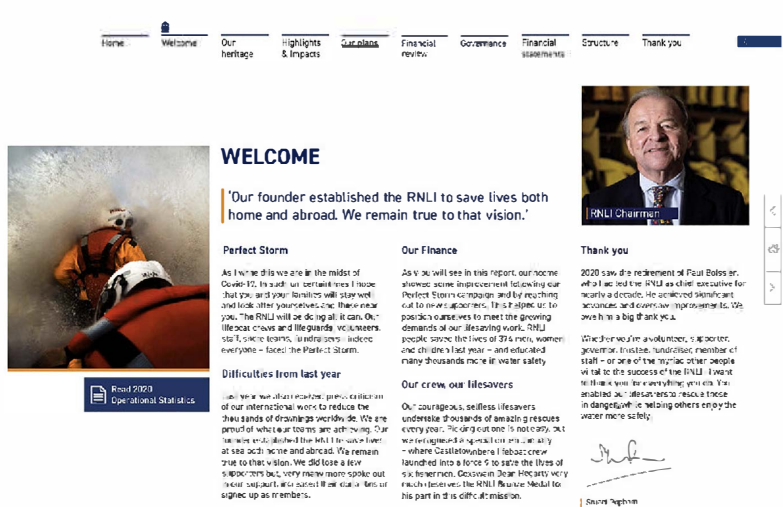
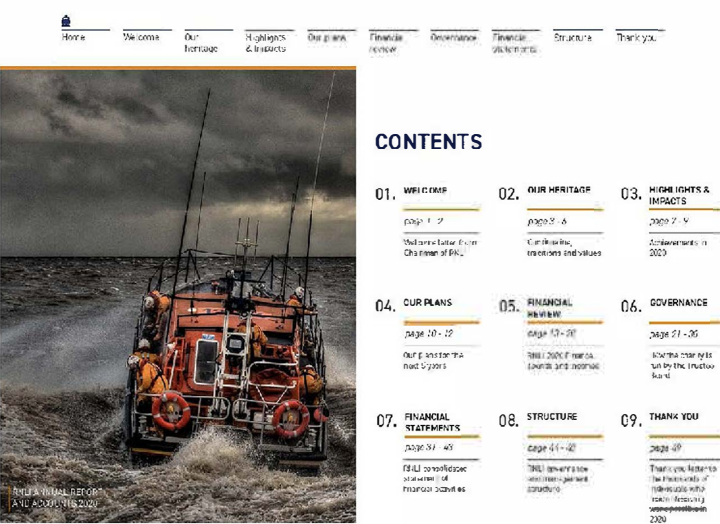
Carr Kamasa set the brief, an agency in London, to produce an Annual Reports & Accounts report for RNLI based on text and Excel files.

Aim: Distributing information on pages to communicate the brand’s mission while adhering to RNLI’s branding.

I carried out branding research for the brand, understood their mission, and chose real-life stories to highlight my theme for this annual report, ‘Surviving the Storms’.

Full PDF file can be found here:

https://drive.google.com/file/d/1-BD_HGtlk6qX5QgRQt1BWxkShA4rGJxs/view?usp=sharing



LOUD DISCRIMINATIONS
& QUIET CONTRIBUTIONS

Coursework

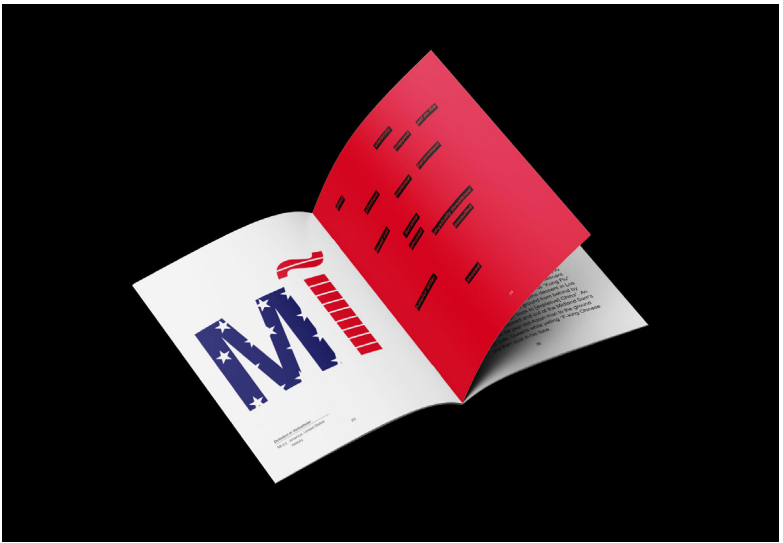
V&A Dundee’s favourite projects
from the Graduate Showcase
2021

“This is a stellar piece of work which highlights the issues of the anti-Asian hate movement. Striking, impactful use of colour and typography informed by a solid body of research, raising awareness and offering support to victims. Seriously impressed!”
- Leonie Bell. Director of Dundee V&A.

A personal brief to design a publication to highlight the injustice that AAPI (Asian American Pacific Islanders) and other Asian communities have been facing across the globe and include Asia contributions to the world to highlight the injustice.

Full publication

Reel



THE GANNOCHY

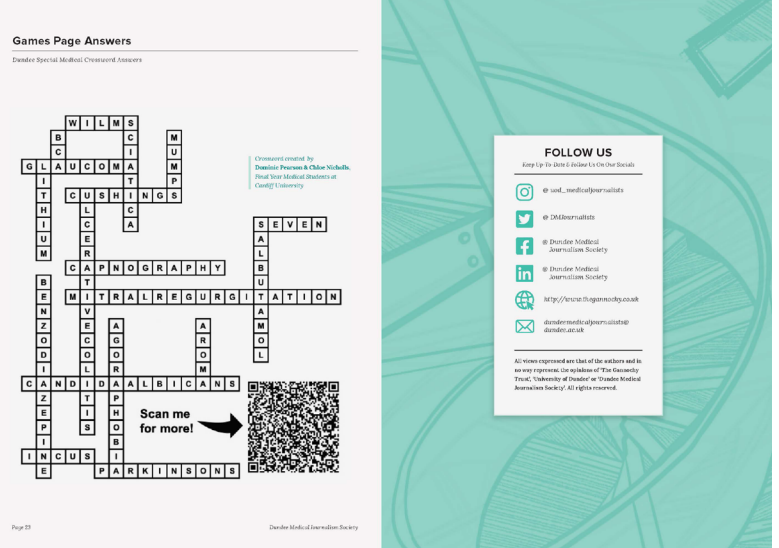
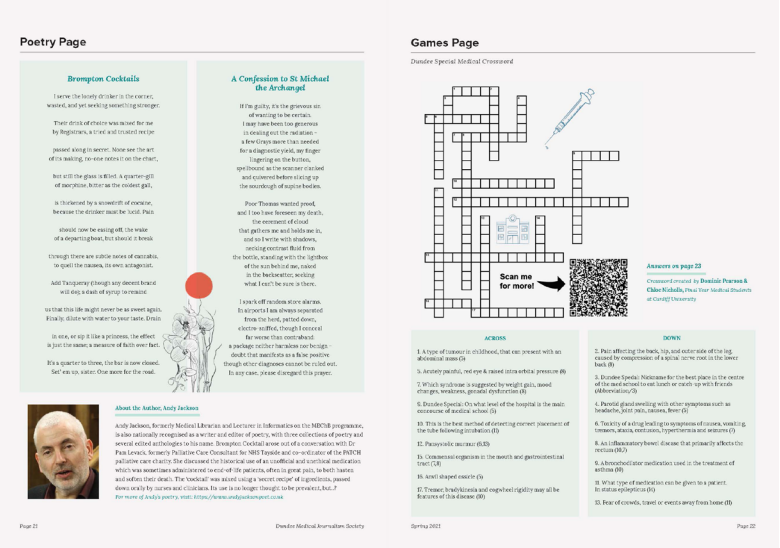
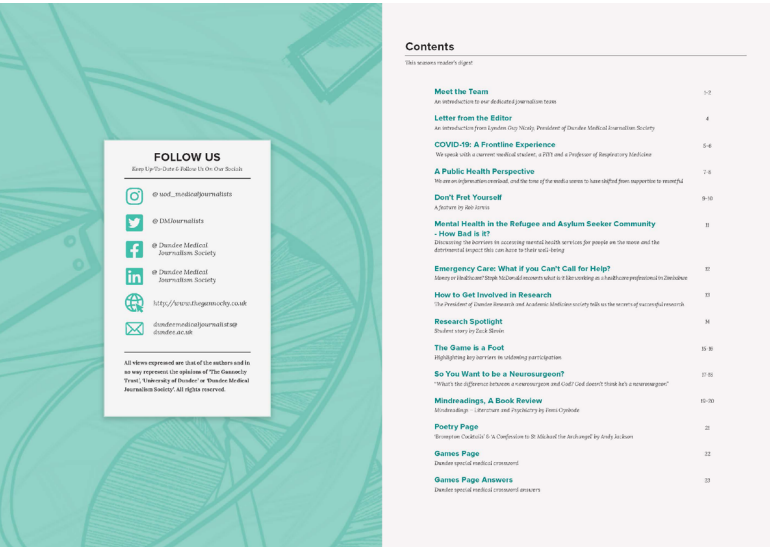
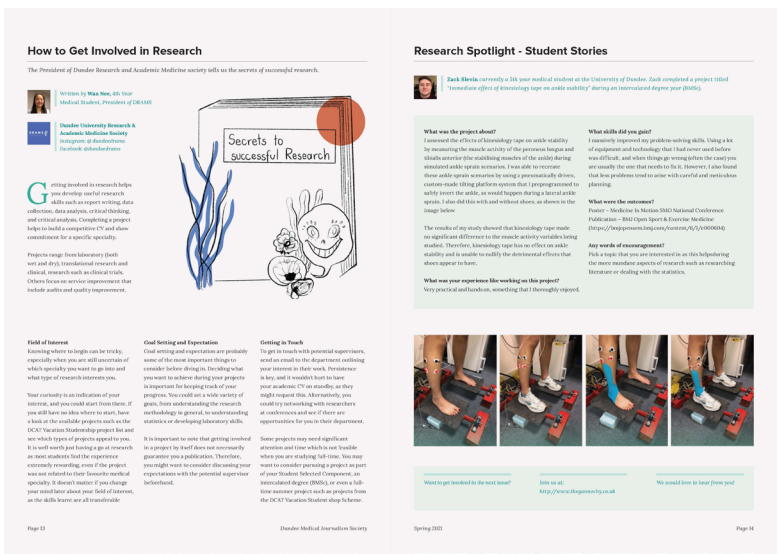
Collaboration with Renee Simonini

A publication was designed for the Dundee Medical Journalism journalism publication.

Responsible for editorial design and all illustrations in the publication.

Full publication can be found here:

<https://drive.google.com/file/d/17etnSkdmyBzxauzbjFEBam2w3lpbIVTl/view?usp=sharing>



COMBINICO MENU

Commerical work

Designed menus for
CombiniCo’s Food & beverage
chain: CombiniCo shop and
CombiniCafe



Dec 2021

Sushi

Salmon Avocado Roll

fish, sesame

Classic fresh salmon rolled with avocado wrapped in crispy seaweed, seasoned sushi rice and finished with toasted sesame seeds.

Roasted Teriyaki Salmon Roll

gluten, sesame, crustacean

Slow-roasted miso marinated salmon rolled with fresh cucumber, carrots and house teriyaki sauce in seasoned sushi rice.

Miso Takana Roll

gluten, sesame, soy, mustard

Pickled mustard leaves with fresh carrots, avocado and a sweet miso dressing wrapped in crispy seaweed and sushi rice.

5.20

5.20

4.20

Gyozas

Salmon Nigiri

sesame, soy

Thinly sliced fresh Scottish Salmon pieces delicately placed on top of seasoned sushi rice.

Limited Availability

Gyoza Dumplings

gluten, egg, crustacean

6 golden brown dumplings with a choice of filling.

Chicken/ vegetables

Beverages

Still water1.00

Sparkling water1.20

ChariTea Red2.00

Mate

Black

Red

Green

4.50

4.70

Salads + Sides

Miso Sweet Potato Salad

eggs, soy

Creamy mashed sweet potato seasoned with a miso dressing and served with fresh cucumber and onions.

Korean Spiced Miso Potato

egg, gluten (trace), soy

Fluffy potato wedges served in a sweet miso dressing, topped with Korean gochugaru chili flakes.

Chicken Karaage

egg, fish, milk, soya, gluten, wheat

Japanese-style fried chicken.

3.40

4.70

5.10

All dishes may contain traces of gluten, sesame, soy, milk and crustaceans.



INSPIRE

Collaboration with Abbey Wang

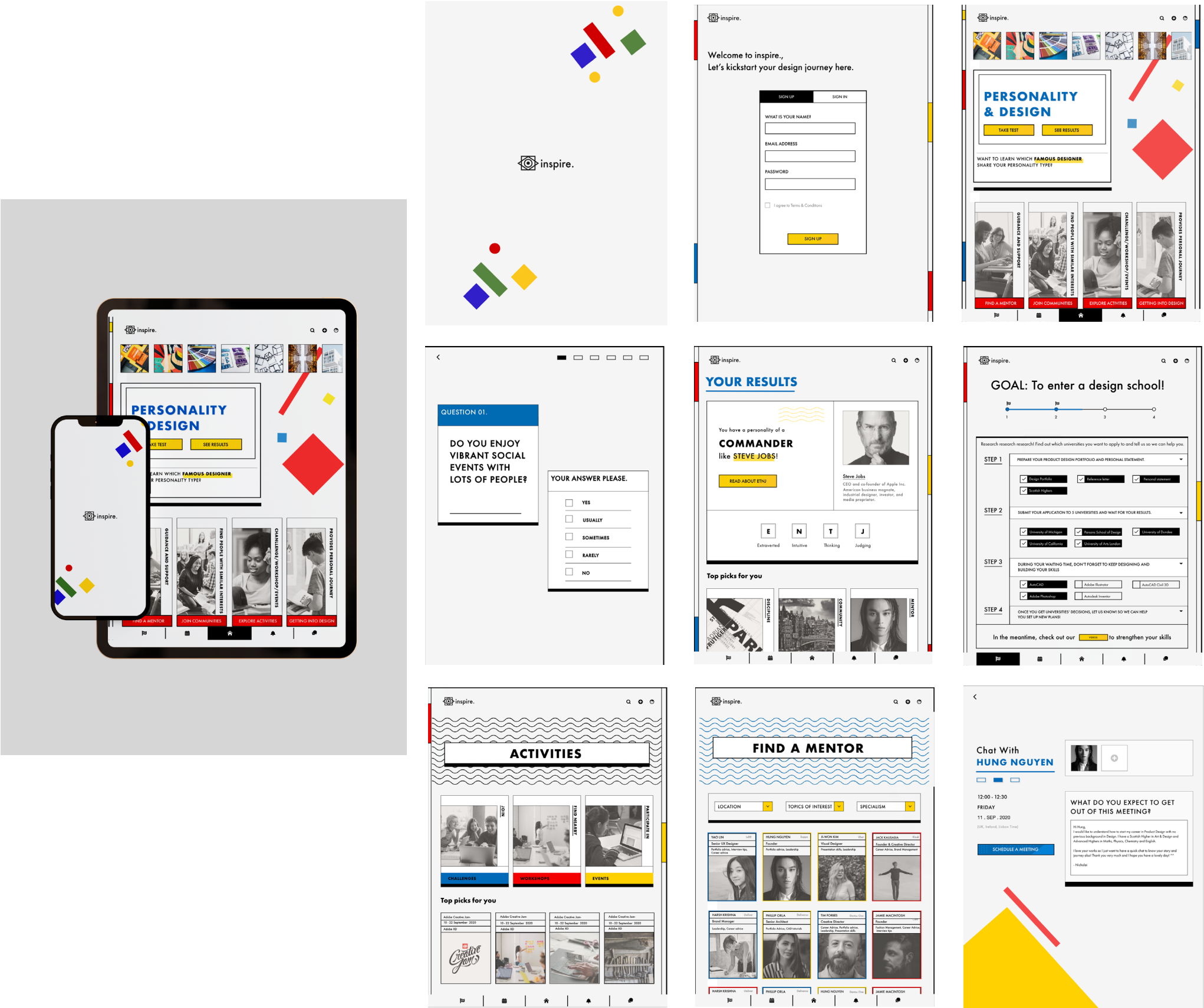
‘Inspire’ is a tablet app designed to bridge a gap between a user’s goal of becoming a designer and their dream.

- Functions:
- Connect students to mentors and activities
 - Inform students of the different design disciplines
 - Give them advice and show them events that will help build their portfolio.

This project was based on Adobe x Amazon’s Creative Jam brief.

Top 10% projects submitted worldwide.

Link to prototype:
<https://xd.adobe.com/view/06d46631-1afa-49af-b944-adf5d1499037-5387/>



DARE TO DREAM - DISNEY

D&AD Brief

Walt Disney’s dream started with a mouse. What is your dream?

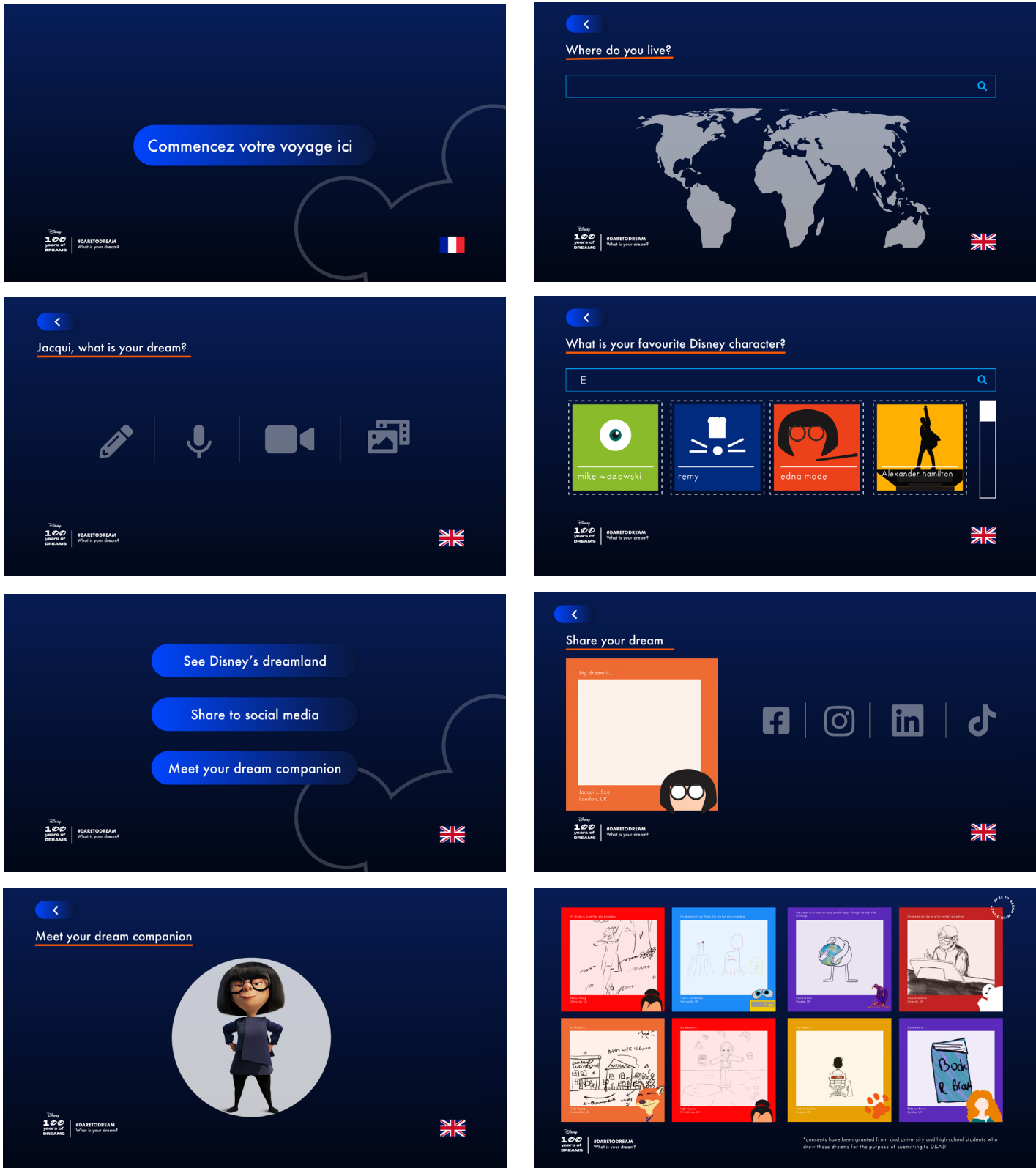
To celebrate Disney 100 years, ‘Dare to dream’ campaign asks young people from age 16-30 worldwide to share their dreams with Disney and the world. The intention is to help young adults feel more connected with the world through their dreams and passion while maintaining good mental health.

Users can also download their favorite childhood Disney character to their phone as their dream companion to keep mental health in check. The journey to fulfilling your dreams won’t have to be lonely.

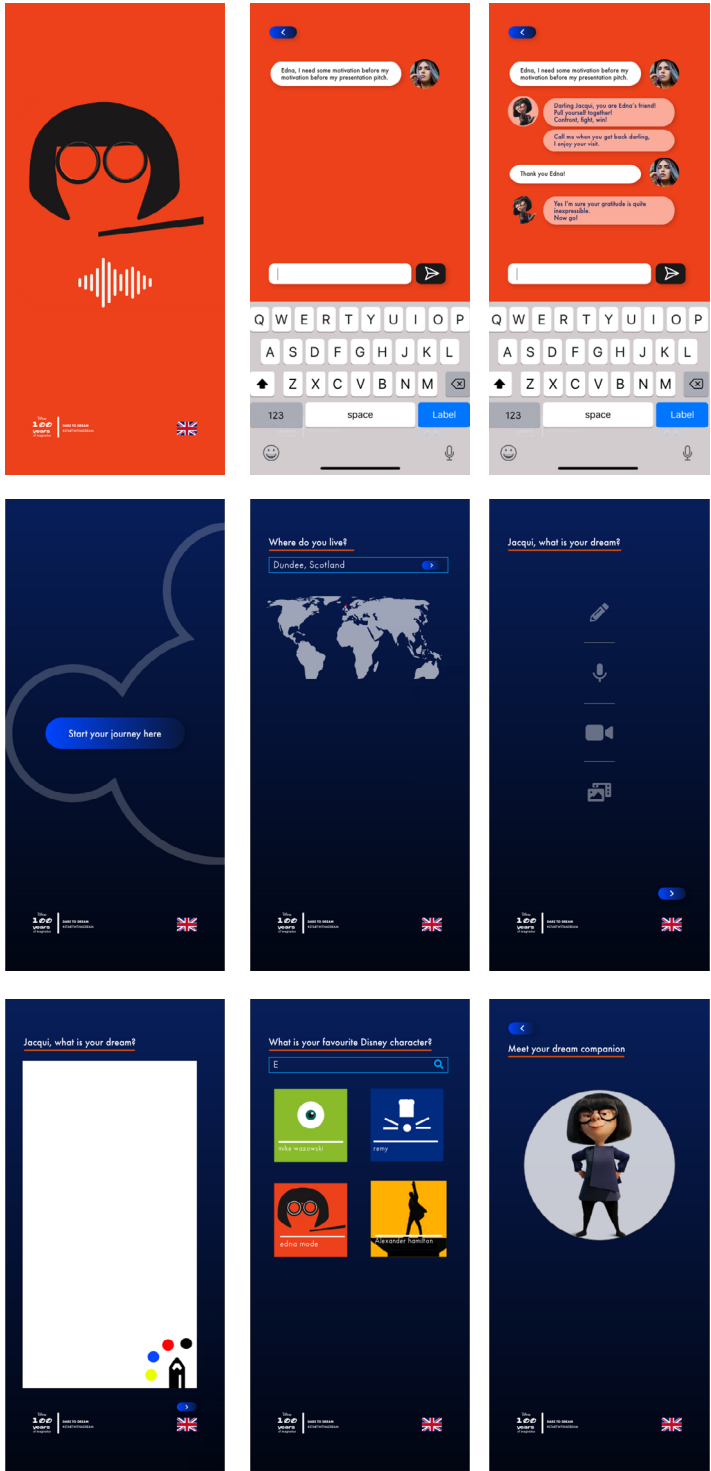
Full project:
<https://youtu.be/2Se0eC3-3Dw>

Prototype:
<https://xd.adobe.com/view/68121d34-3068-46d1-ac04-9dea8317f094-3d41/?fullscreen>

Website



Mobile app:



BRAW BUN

Coursework

Utilising my homesickness by turning it into creative projects during the pandemic.

‘Braw Bún’ was created as branding for a Vietnamese restaurant in Scotland. By using bold and bright colours, Braw Bún strives to convey an image of a youthful Vietnam. Vietnam was a country well known for the war through black and white movies and photos. Braw Bún is here to change that perception and promote a fun, young, and beautiful country for tourism. Alongside the branding, Xe Máy (which means Motorcycles in Vietnamese) typeface was created inspired by the bustling environment of motorbikes in Vietnam and their number plates. With 45 million registered motorbikes on a 92 million population headcount, Vietnam has one of the highest motorbike ownership rates worldwide.

Logo:



Self-designed typeface:



Packaging design:



Stickers

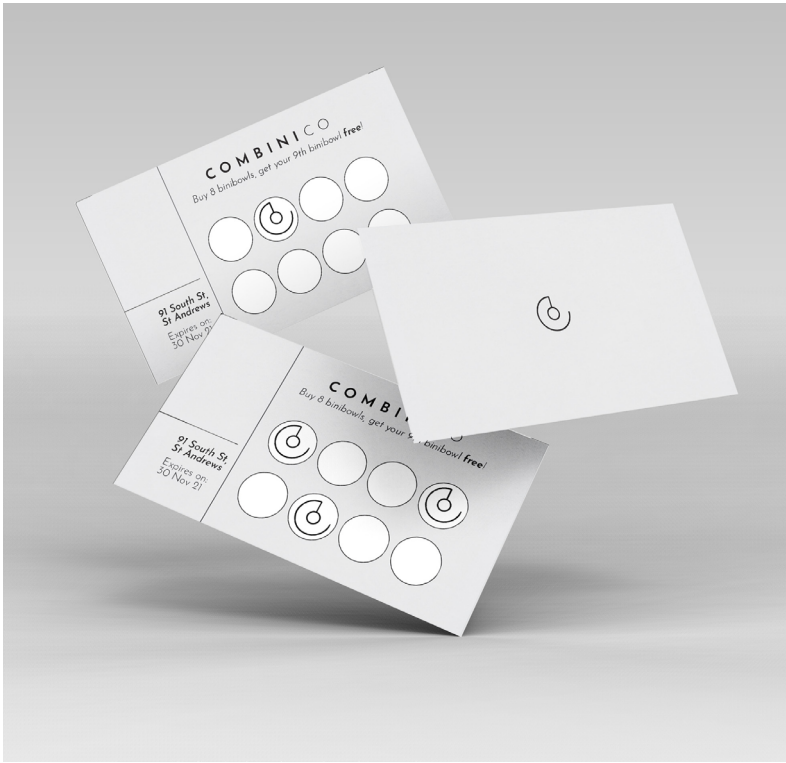


COMBINICO

In house graphic design

As a graphic design consultant, I am responsible for all design aspects of a £500,000 revenue food and beverage business, following Korean-Japanese minimalistic aesthetics. Projects include branding, social media content creation, sponsorships, designing merchandise, packaging, posters, flyers, menus, etc.

CombiniCo is a Korean + Japanese inspired food and beverage company based in Scotland, UK. The mission is to re-imagine minimal fast-casual food experiences in communities worldwide.



Thank you

