

DIANA

Design Portfolio

Design Portfolio

Diana Cao
graphic designer

281-701-5148
dianacaodesign@gmail.com
dianacaodesign.com

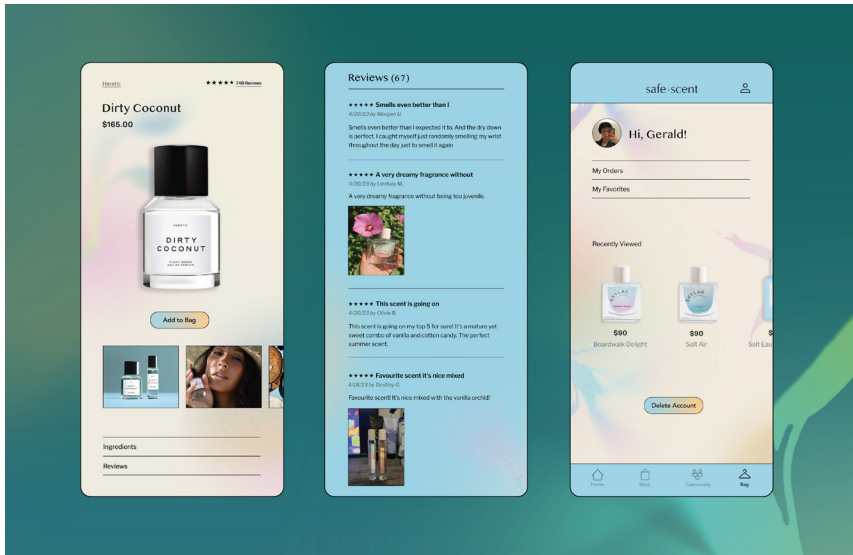
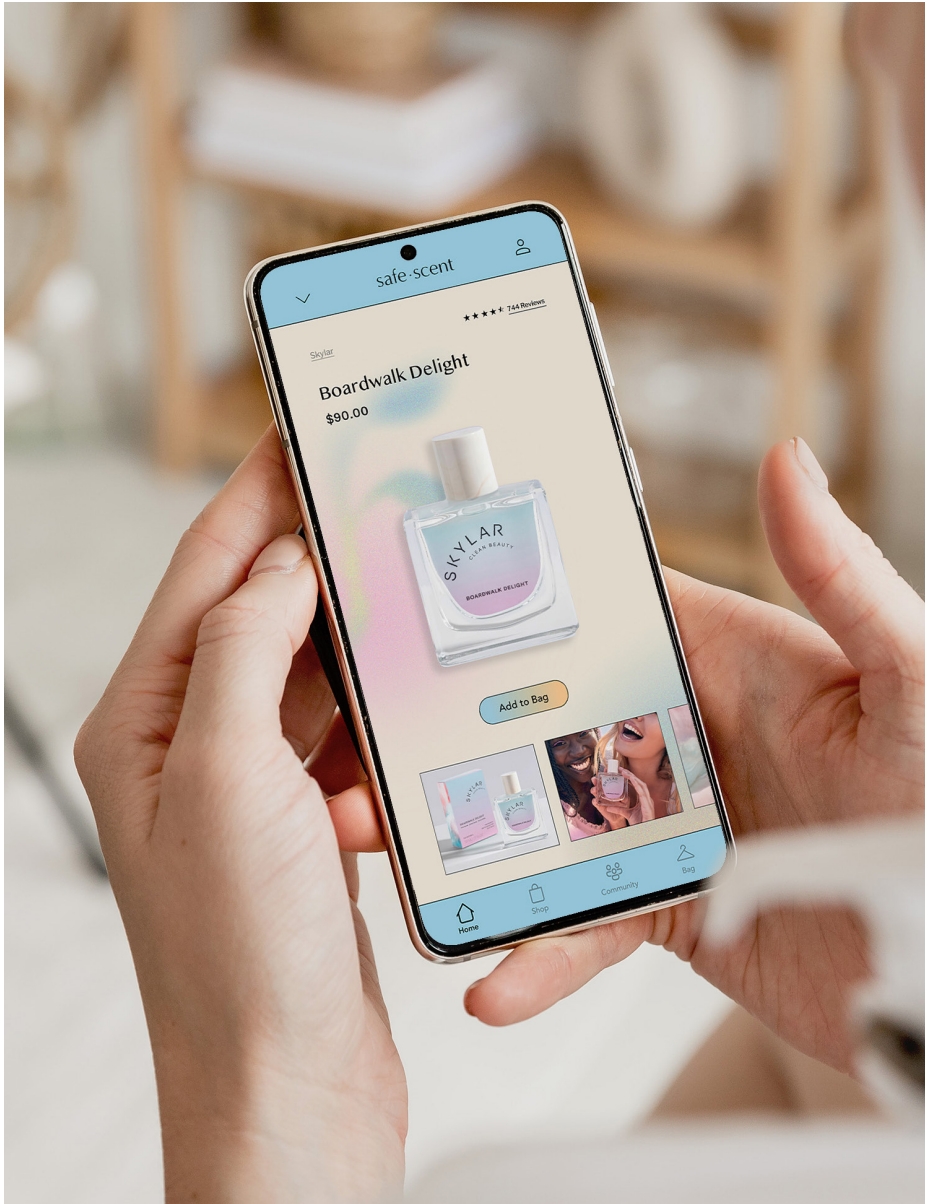
SafeScent

BRANDING, UX/UI | 2023

Explore safe fragrances that are *sustainable*, *cruelty-free*, and *hypoallergenic*.

Introducing *SafeScent*, an e-commerce app dedicated to clean and safe fragrance brands. *SafeScent* features a visually appealing interface with a colorful, fresh, and positive aesthetic to showcase a variety of scents and perfume brands. Additionally, the app encourages online community engagement by allowing users to interact through posts, comments, and photos.





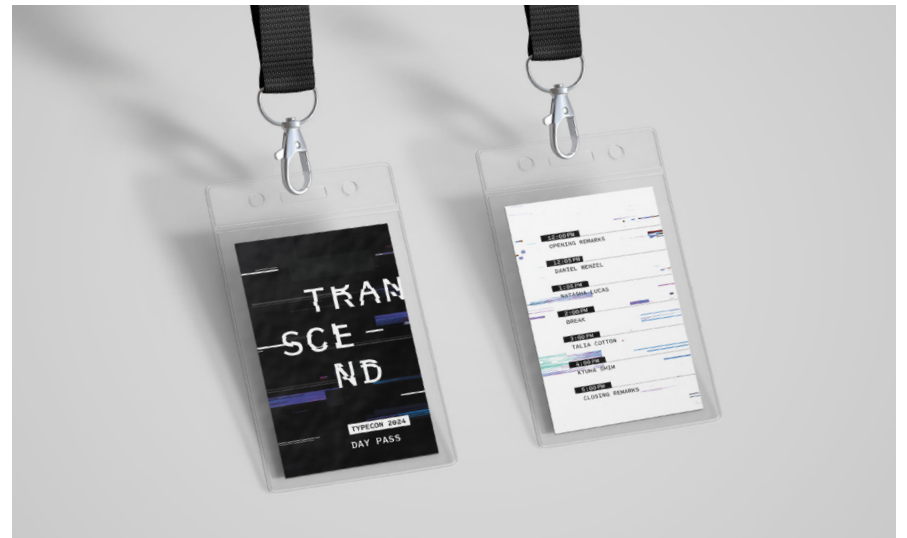
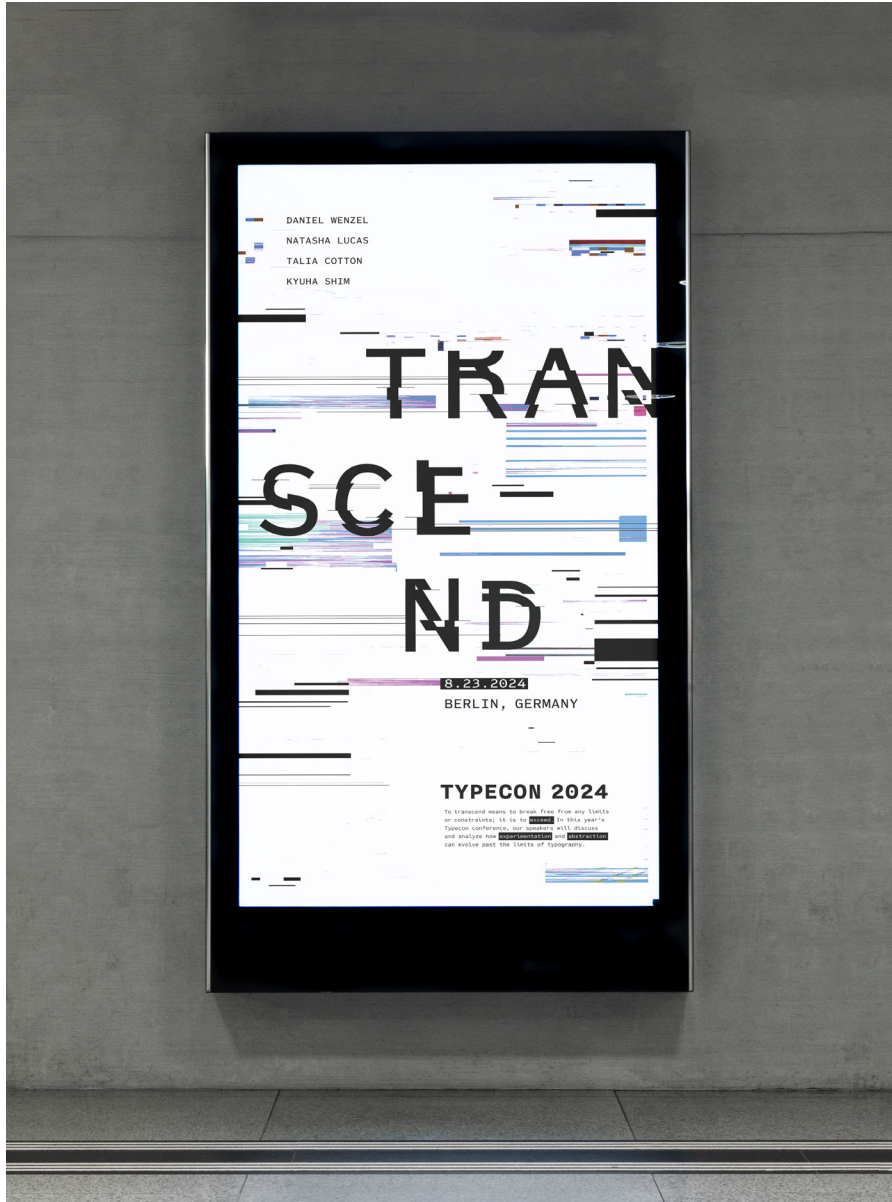
TRANSCEND

BRANDING, PRINT | 2022

Where *abstraction* and *technology* connect to transcendent typography.

TRANSCEND is an identity system for TYPECON 2024, a typographic conference event focusing on technology and the concept of “going beyond the limits.” Utilizing glitches and distorted type in its design, the identity represents how abstraction and technology have advanced typography and broken typographic norms. Integrated with the idea that where there is transcendence, there is change, and with change—especially in technology or algorithms—is trial and error. The system encompasses spacial exploration, cut and distorted letters, and glitched textures.





Hou Viet Pride

BRANDING, MOTION | 2023

In Vietnamese, “đi bầu cử” (**đi bầu cử**) means to “go vote.”

HOU Viet Pride is an empowering identity system and campaign encouraging Vietnamese-Houstonians to exercise their right to vote. The campaign offers an engaging kinetic poster, vibrant stickers, and beautifully-crafted folding fan for voters. In its branding identity, *HOU Viet Pride* uses a range of iconography, color, and both English and Vietnamese language to delicately urge the Vietnamese-Houstonian community to not only vote, but also to take pride in both their Vietnamese culture and Houstonian life.





HomeSafe Houston

BRANDING, PRINT, UX/UI | 2024

Everyone deserves a place to call *home*.

Affordable housing is a complex issue involving people, communities, places, and the economy. *HomeSafe Houston* is an organization raising awareness on the affordable housing crisis in Houston, Texas. While affordable housing itself is a nationwide concern, *HomeSafe Houston* implores its local policymakers to preserve and maintain Houston's existing affordable housing. Through bold and supportive typography, bright yet warm colors, and loose illustrations, the organization depicts housing as not just a form of shelter, but a *home*.





Romantic Flowers

PRINT | 2022

A range of beautiful flowers conveying *warmth* and *romantic* feelings.

Romantic Flowers is a field guide series of three booklets introducing and recommending ten beautiful flowers, all symbolizing romantic meaning. Each lovely booklet provides new and useful information about said flowers, including the history of flowers and symbolism overall, the 10 types of recommended romantic flowers, and additional information on romantic flowers and society as a whole. Using light typography, balance, space, and delicate hand-drawn imagery, these field guides convey a warm, delicate, and romantic tonality.





Structured Yet Overwhelming

PRINT | 2022

A guidebook on the details of *print production*.

Structured yet Overwhelming is a workbook guide written and designed to focus on the study of print techniques and the overall print production process. The use of careful placement, highlights, color, large letters, and additional notes throughout the book ensures that each spread is not only informational but also visually engaging for readers. Each page has been designed to feel “structured yet overwhelming.”





Ibn Sina

BRANDING, PRINT | 2023

Primary health care for *all*.

Redesigned as calm, collected, and nurturing, the *Ibn Sina* branding refresh includes a target audience report, brochures, and poster. As a health foundation that offers low-cost services to the low-income, uninsured, and indigent communities of Port Arthur and Greater Houston, this new identity system promotes a caring, soft, and reliable identity for patients to feel both welcomed and informed.

The careful selection of serif and sans serif typefaces along with a soft color palette and tactful use of images reinforces this soft and welcoming guide for new and existing patients.





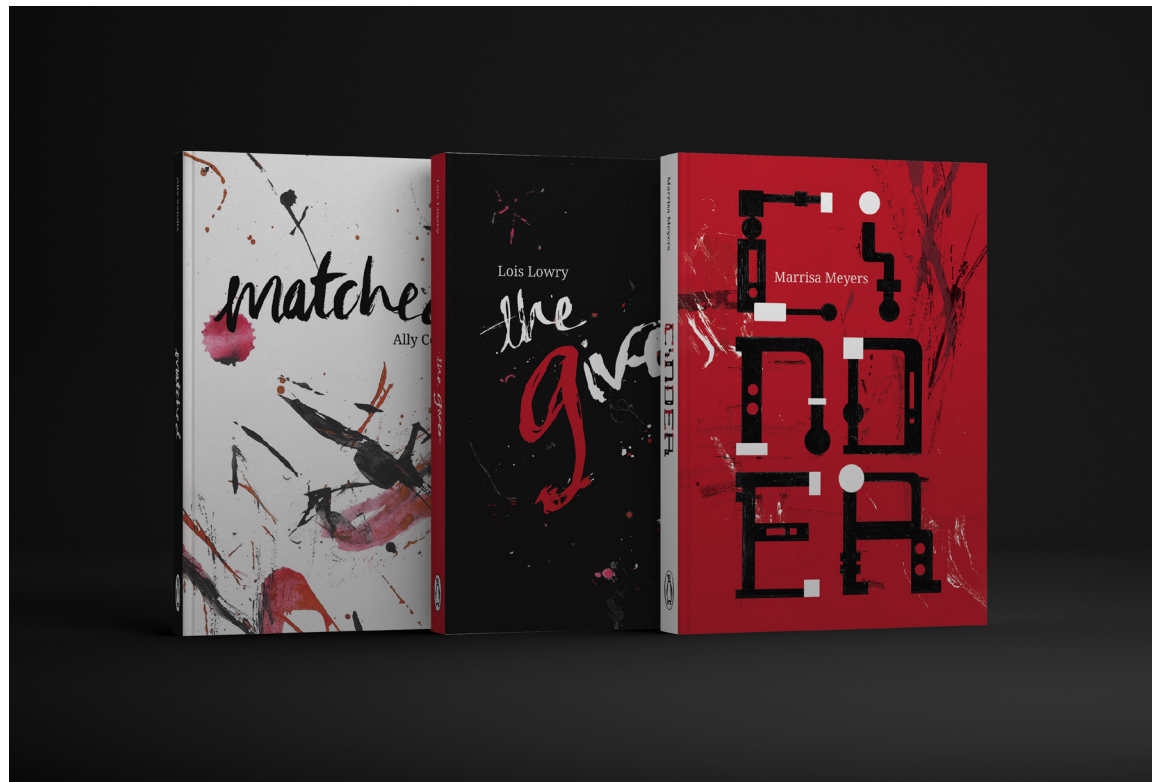
Dystopia Book Series

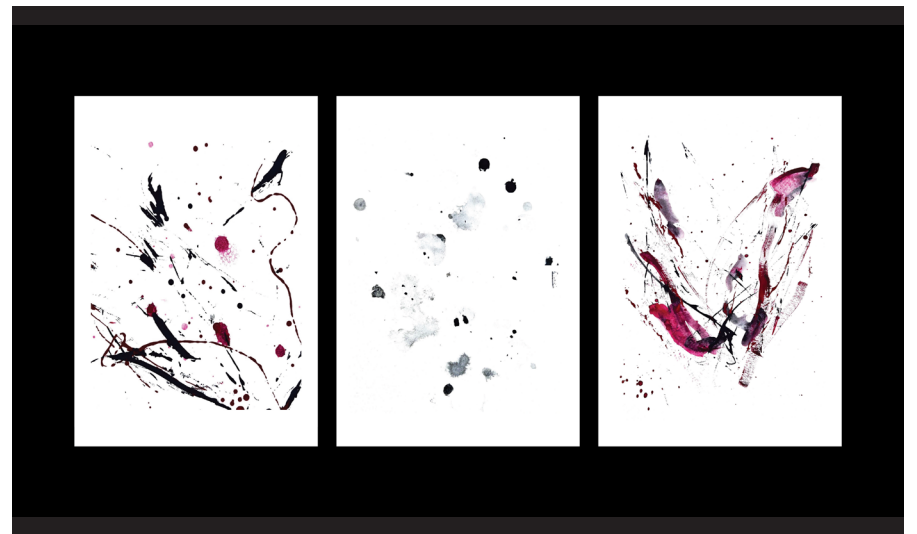
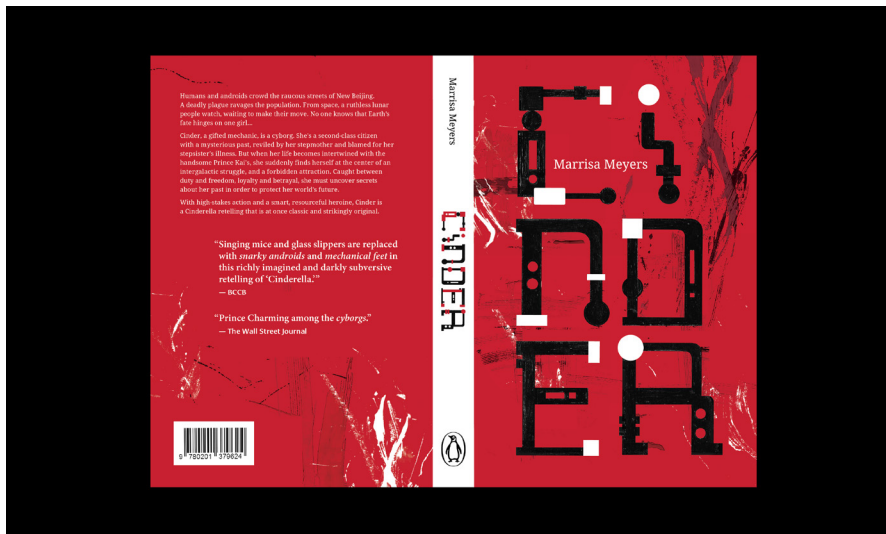
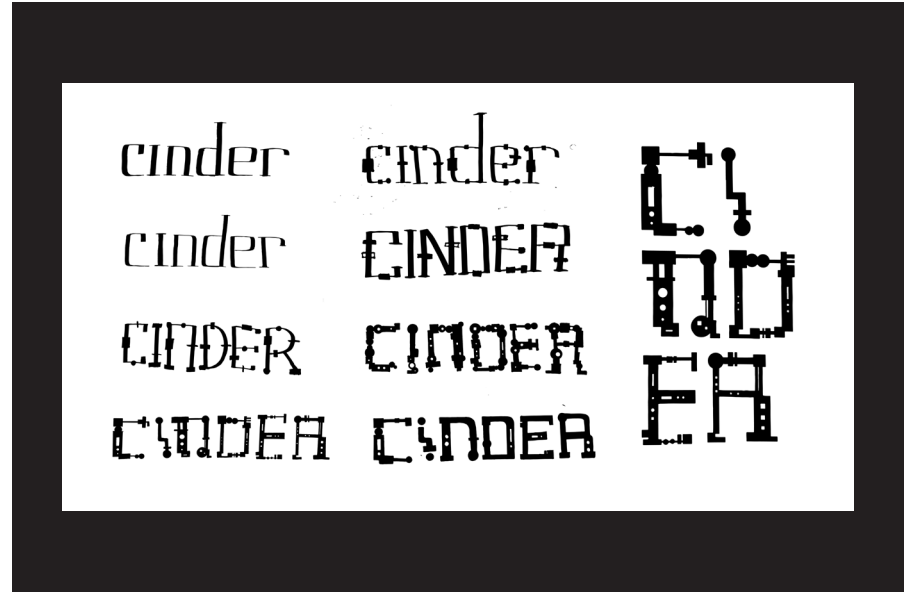
TYPOGRAPHY, PRINT | 2023

Three books conveying *war, change, and love.*

Designed with beautiful, careful hand lettering and abstracted textures, the *Dystopia Book Series* features three book cover designs crafted to represent their similar stories: dystopian societies and social matters ranging from war, change, and love. With different tools from pens, brushes, and inks, each cover design experiments with the lettering of different strokes, hand positions, and colors to convey the story within.

The Dystopia Book Set featured books are *Cinder*, *The Giver*, and *Matched*. While each book carries its own story, characters, and ending, these three stories all challenge their established dystopian societies.





Timeline! On Tap

BRANDING, ENVIRONMENTAL, PRINT | 2024

Tap into the *history* of Houston's Columbia Tap Trail.

On the bridge of Highway 288, *Timeline! On Tap* is an installation focusing and honoring each piece of history—from past to present—about the development of the Columbia Tap Trail. As cyclists or walkers pass along the bridge, numerous signs detailing the history are revealed and serves as an informative and visual timeline. On the exteriors of the fencing, signs reading “Columbia Tap” can be read as drivers pass along Highway 288 near the bridge to raise awareness on the existence of the Columbia Tap Trail.





Elenora

TYPOGRAPHY, PACKAGING | 2023

Elegant and sharp modular letterforms.

The modular display typeface *Elenora* is inspired by Japanese kanji, calligraphy, and the shapes of leaves. Built from three main shapes, the curves and semi-use of sharp edges create soft yet poised letterforms.

With an appreciative packaging style and endearing set of building blocks, *Elenora* is an honest, easy-to-carry and fun all-in-one entertainment piece.





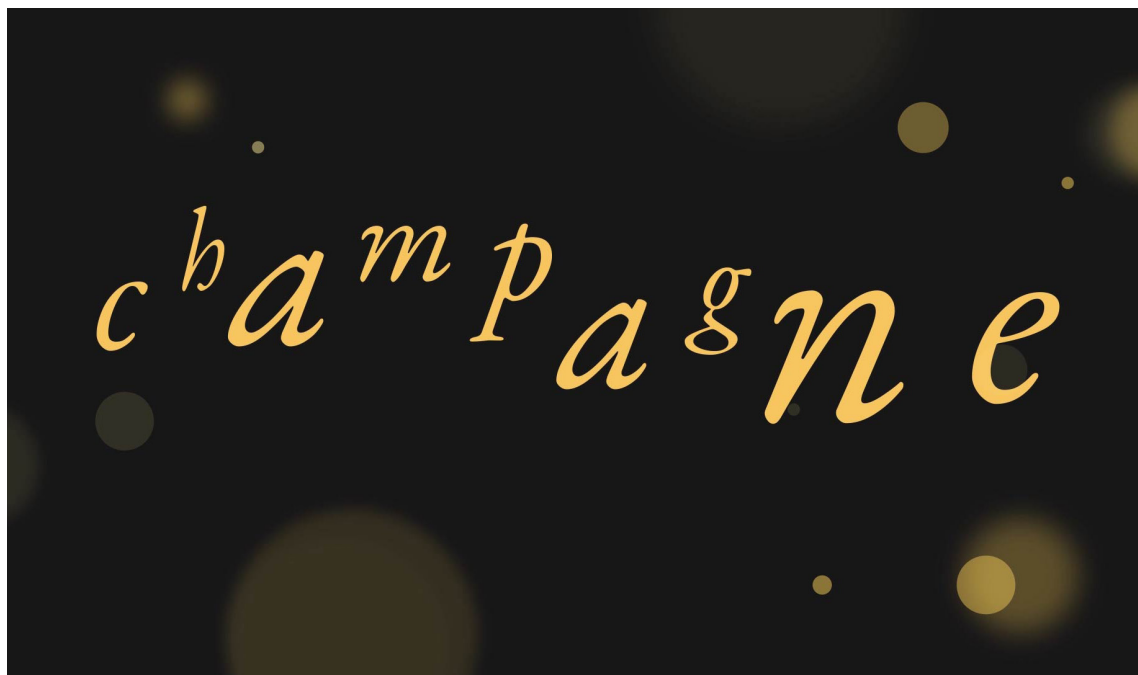
Champagne

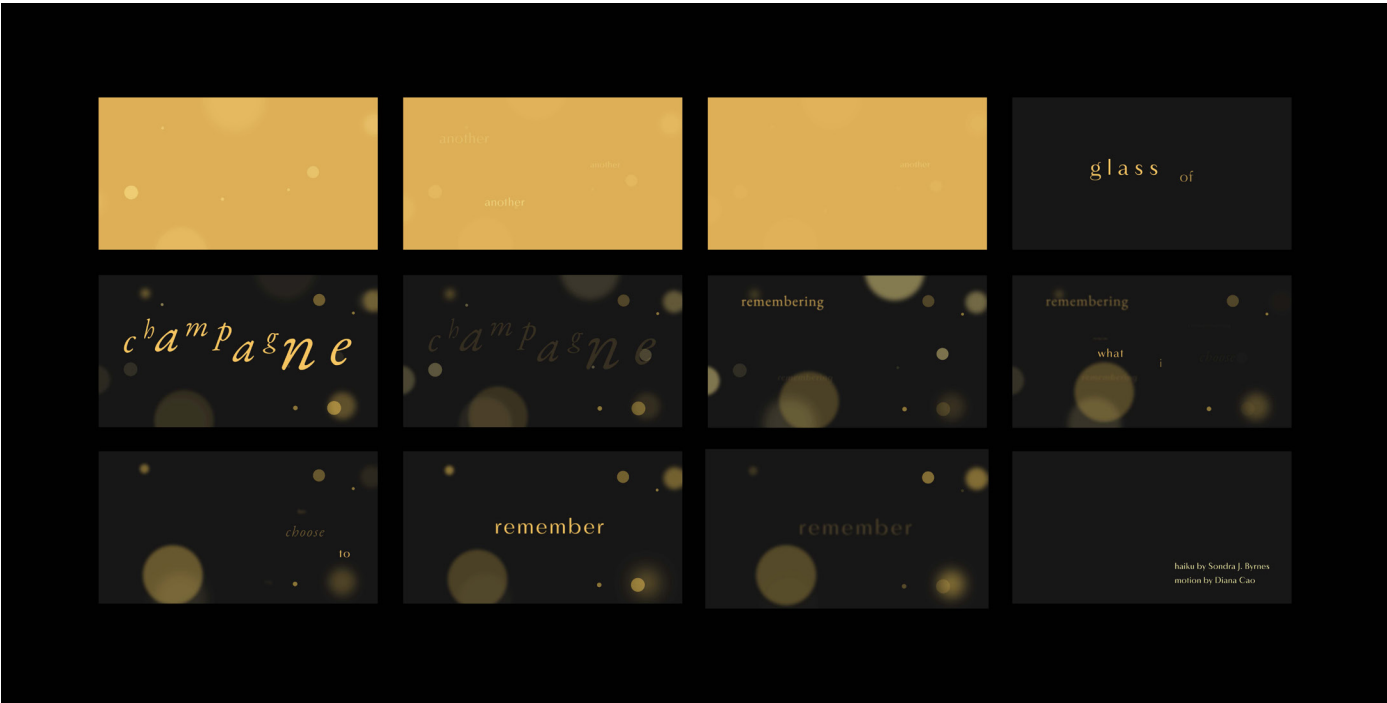
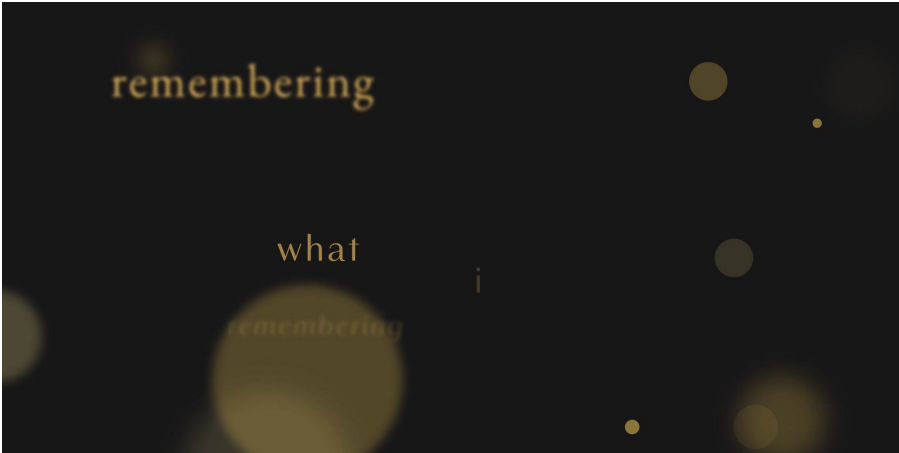
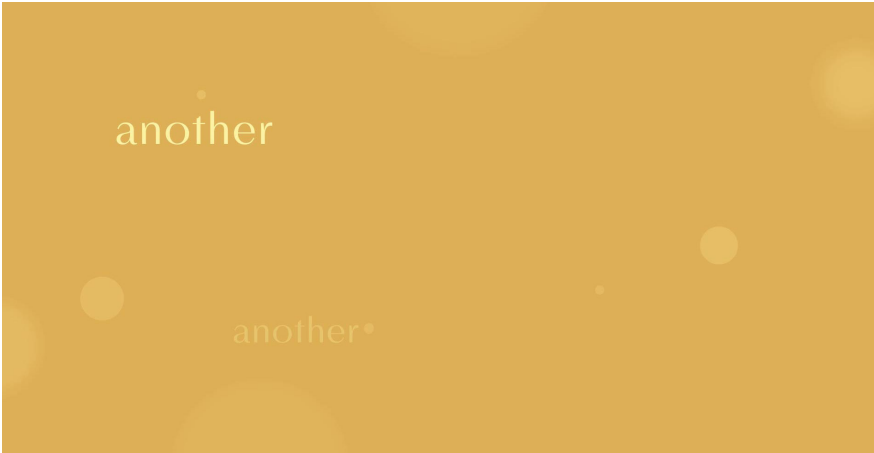
MOTION | 2023

“Another glass of *champagne*...”

— SONDRA J. BYRNES

Champagne is a short motion graphic based on a beautiful haiku by Sondra J. Byrnes. With a few words, Sondra J. Byrnes paints the idea that drinking will help to temporarily “forget.” Nostalgia, reminiscent, faint... From a bubbly and light beginning to several blurs and repetition, this short animation depicts not only the ambiance of nighttime and dim lighting but also the loss of memory or confusion accompanied by intoxication.





Thank You.

Diana Cao

dianacaodesign.com

dianacaodesign@gmail.com