








QUYNH NHU LE

Branding | Multimedia Design | Digital Marketing | Illustration

"Welcome! This portfolio showcases my highly optimized human capital solutions for the branding and digital marketing sectors, meticulously designed to enhance enterprise valuation."

QUYNH NHU LE

-  **Saint-Honoré Co., Ltd**
Head of Brand and Marketing
-  **Hanoi Mediserv Co., Ltd**
Head of Brand, Digital Marketing and E-Commerce
-  **AR Holdings Group**
Head of Brand
-  **Amica Travel., JSC**
Lead of Creative Design and Illustration
-  **Château de Castex d'Armagnac**
Lead of Graphic Design
-  **Green Soil Solutions, LLC**
Lead of Graphic Design
-  **Khiron Pharma, LLC**
Lead of Graphic Design

Branding | Multimedia Design | Digital Marketing | Illustration



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Château de Castex d'Armagnac

Lead of Graphic Design



Green Soil Solutions, LLC

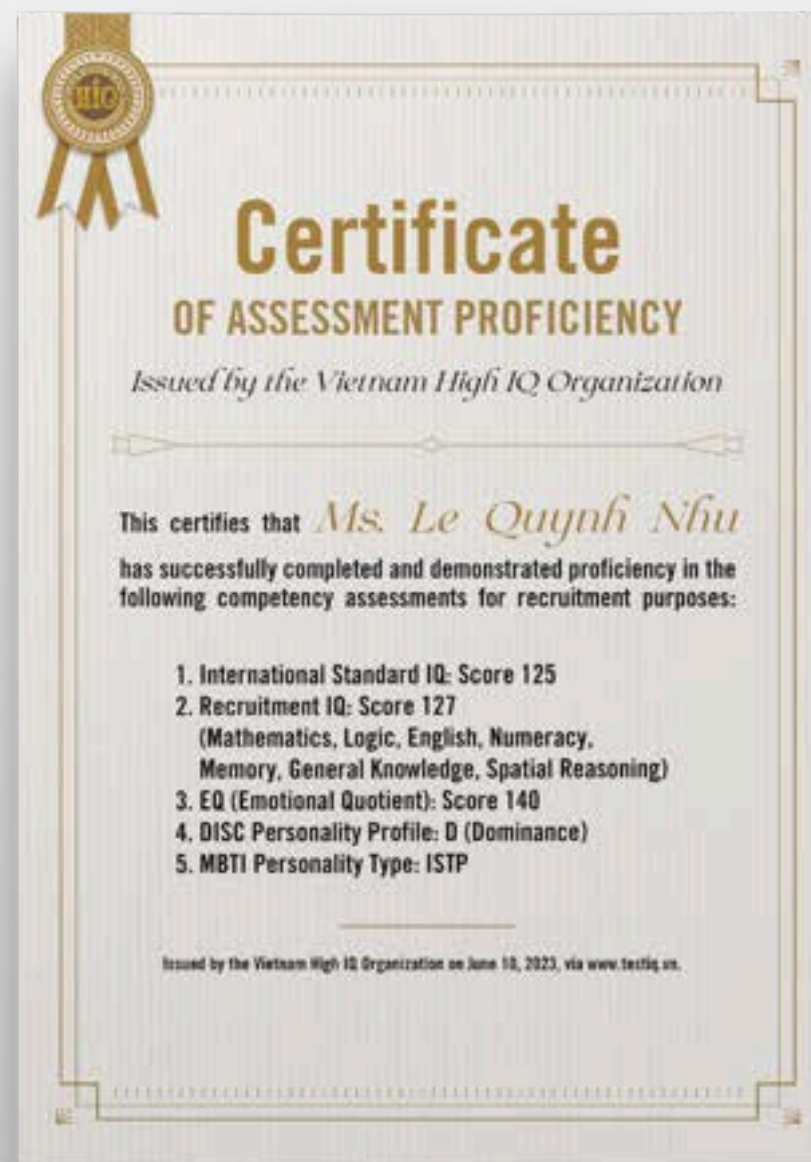
Lead of Graphic Design



Khiron Pharma, LLC

Lead of Graphic Design

Branding | Multimedia Design | Digital Marketing | Illustration










CERTIFICATE OF ASSESSMENT PROFICIENCY

Issued by the Vietnam High IQ Organization

- International Standard IQ: Score **125**
- Recruitment IQ: Score **127**
(Mathematics, Logic, English, Numeracy, Memory, General Knowledge, Spatial Reasoning)
- EQ (Emotional Quotient): Score **140**
- DISC Personality Profile: **D-D** (Dominance)
- MBTI Personality Type: **ISTP**

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1. INTERNATIONAL STANDARD IQ

- IQ score is **125** in the intelligent category (14% of the population ratio)

2. RECRUITMENT IQ (Mathematics, Logic, English, Numeracy, Memory, General Knowledge, Spatial Reasoning)

- Recruitment IQ score is **127**, in the intelligent group (proportion 14% of the population)

3. EQ (Emotional Quotient)

- EQ score is **140** in the Emotional Quotient category (2% of the population ratio)

Emotional intelligence (EQ) includes:

- *Self-awareness: The ability to perceive and accurately assess your internal states, preferences, resources, and intuitions.*
- *Self-regulation: The ability to manage internal states, impulses, and resources, as well as control emotions and impulses of the self.*
- *Motivation: The tendency to move towards a goal with supporting emotions.*
- *Empathy: The ability to understand the emotions, needs, and concerns of others.*
- *Social skills: Proficiency in inducing desirable responses from others.*

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4. DISC (Personality Type)

- **Personality type is: D - D:** Dominant, decisive, strong, confident, quick-tempered, assertive, highly goal-oriented.
- **Goals of Dominant individuals:** Achieve excellent results, independence, moving towards new opportunities, controlling opponents.
- **Prone to difficulties when:** Showing patience, working with minor details.
- **Dominant individuals are often:** Developers, innovators, inspirers, creative workers.



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5. MBTI (Personality Analysis)

- **Personality type is ISTP:** Introversion (introverted), Sensing (observing), Thinking (thinking), Perception (spontaneous).
- **Characteristics:** Action-oriented, highly observant, ready to get into work, good at troubleshooting, good at doing things quickly, don't like wasting time / being evaluated by others.
- **Strengths:** Creative, practical thinking, independent thinking, quick decision-making, highly efficient
- **Weaknesses:** Impatience, prone to risk-taking, difficulty accepting criticism, too focused on problems.
- **Suitable professions for ISTP:** Engineer / Architect / Mental health or teaching / Marketing / Financial analysis, finance, professions related to economic research / Information technology.
- **ISTP is the personality type** that is best suited for jobs requiring a strong independent work style or where they can apply excellent problem-solving and logical thinking skills.

QUYNH NHU LE

PROJECTS

HEMPHILIA FRANCE

Website www.hemphilia.fr

Brand **Hemphilia France**
France | Italia

Industry Cosmeceuticals
Health and Beauty

Roles

- **Lead of Design**
- Website Designer
- Packaging Designer



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CHATEAU DE CASTEX d'ARMAGNAC

Website www.chateau-de-castex.fr

Brand **Château de Castex
d'Armagnac**
France

Industry Food and Beverage
Craft Brewing
Venue Rental & Events
Cultural Tourism

Roles

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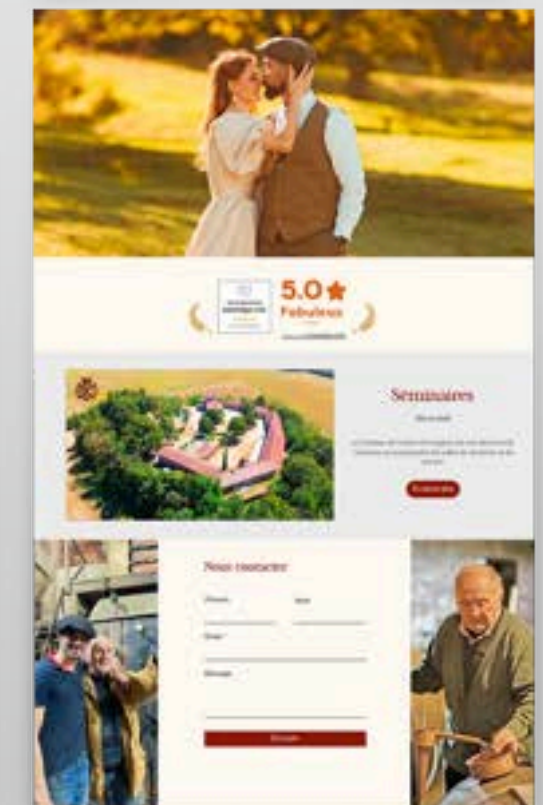
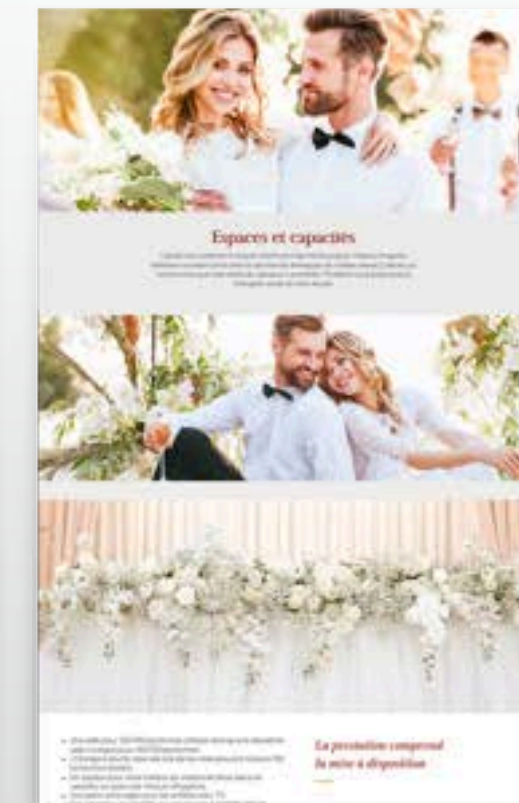
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PROJECTS

AUDIT PHARMA CBD

Website www.auditpharmacbd.fr

Brand **European
Pharmaceutical
Auditing Association**
France

Industry Pharmaceutical
Wellness

Roles

- **Lead of Design**
- Website Designer
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Industry **Pharmaceutical
Wellness**

Roles

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Wellness
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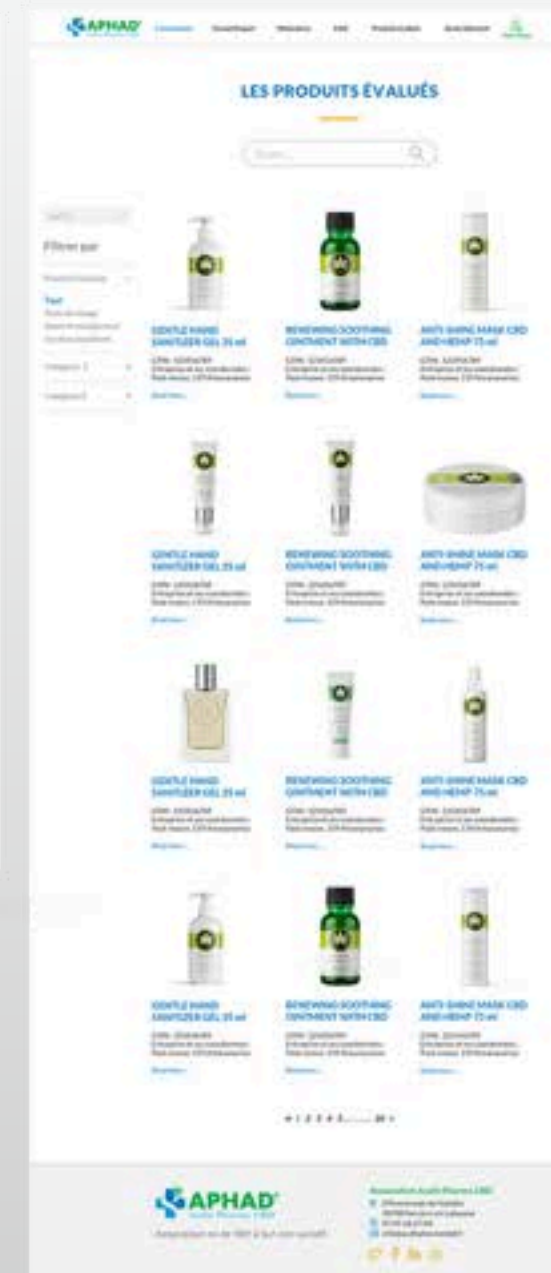
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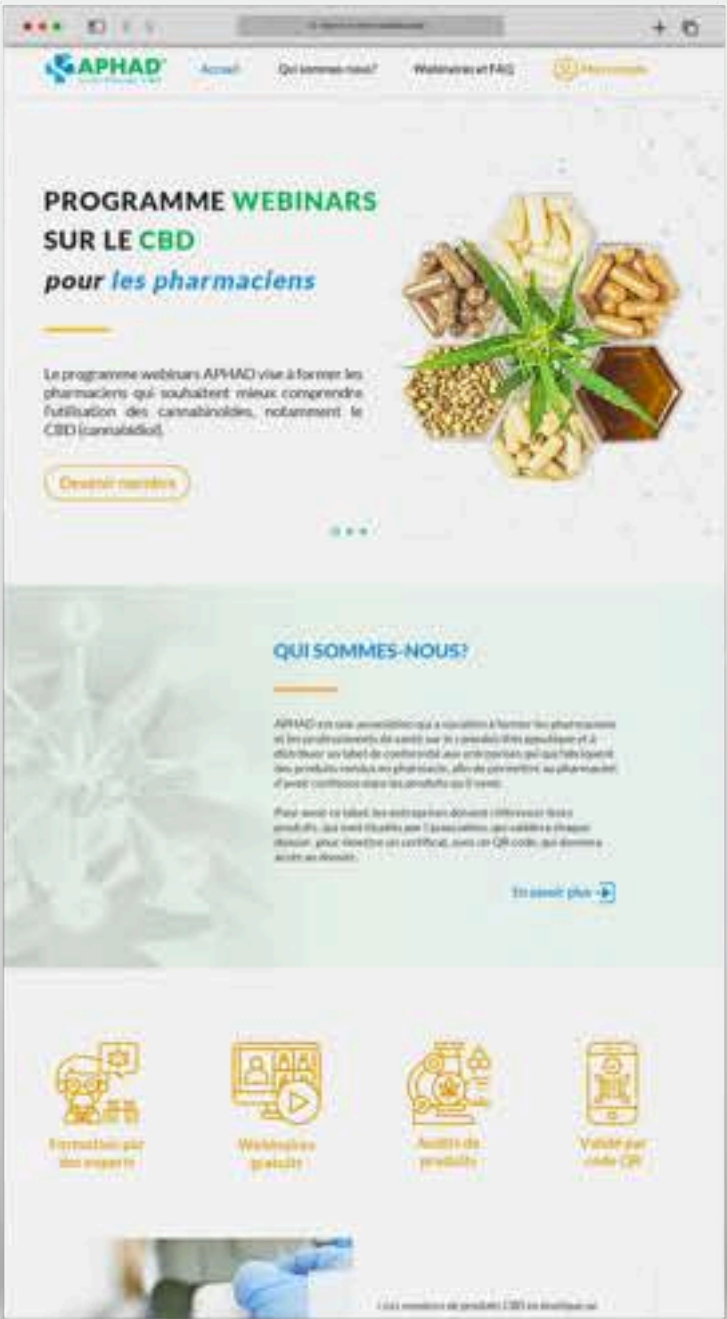
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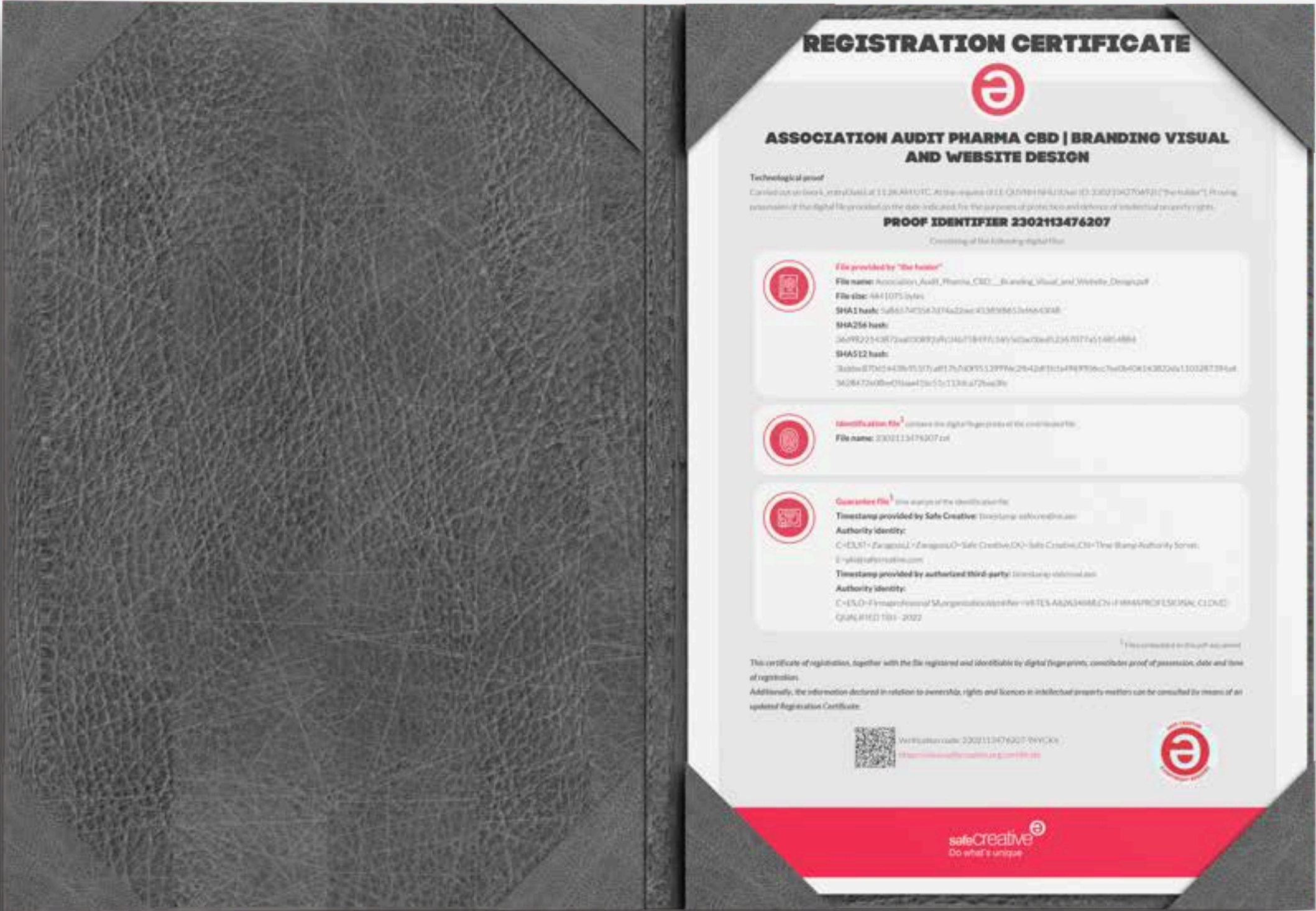
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PROJECTS

GREEN SOIL SOLUTIONS

Website www.greensoilsolution.com

Brand **Green Soil Solution, LLC**
USA | Malaysia

Industry Agriculture
Manufacturing

Roles

- **Lead of Design and Digital Marketing**
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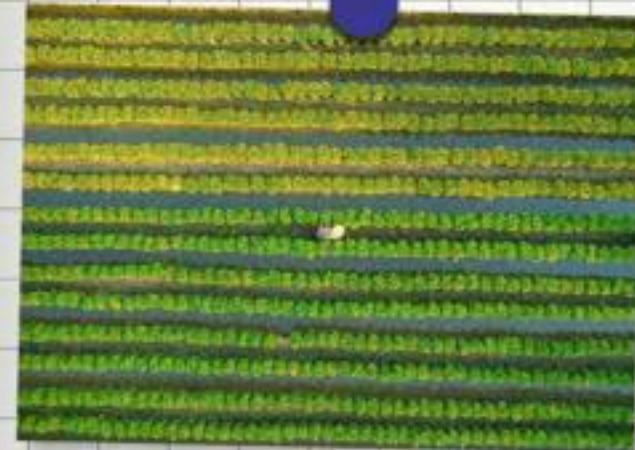
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Green Soil Solution LLC project



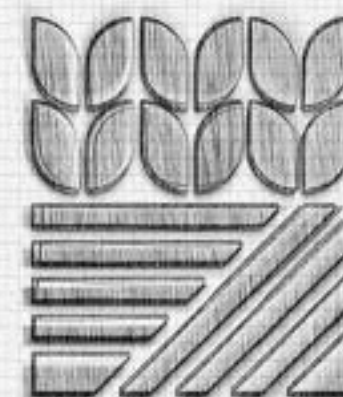
#29498d



Symbol:

parallel lines
- plantation;
circle -
fertilizer;
diamond
shape
- plants

#386c34



Structure: optimal design for industrial printing (industrial printers and industrial inks), optimal display at small sizes, optimal for monochrome printing.

Color: green
(agriculture, nature)
- primary color;
blue (water, sky)
- secondary color

Ratio Comparison



FINAL

!!!

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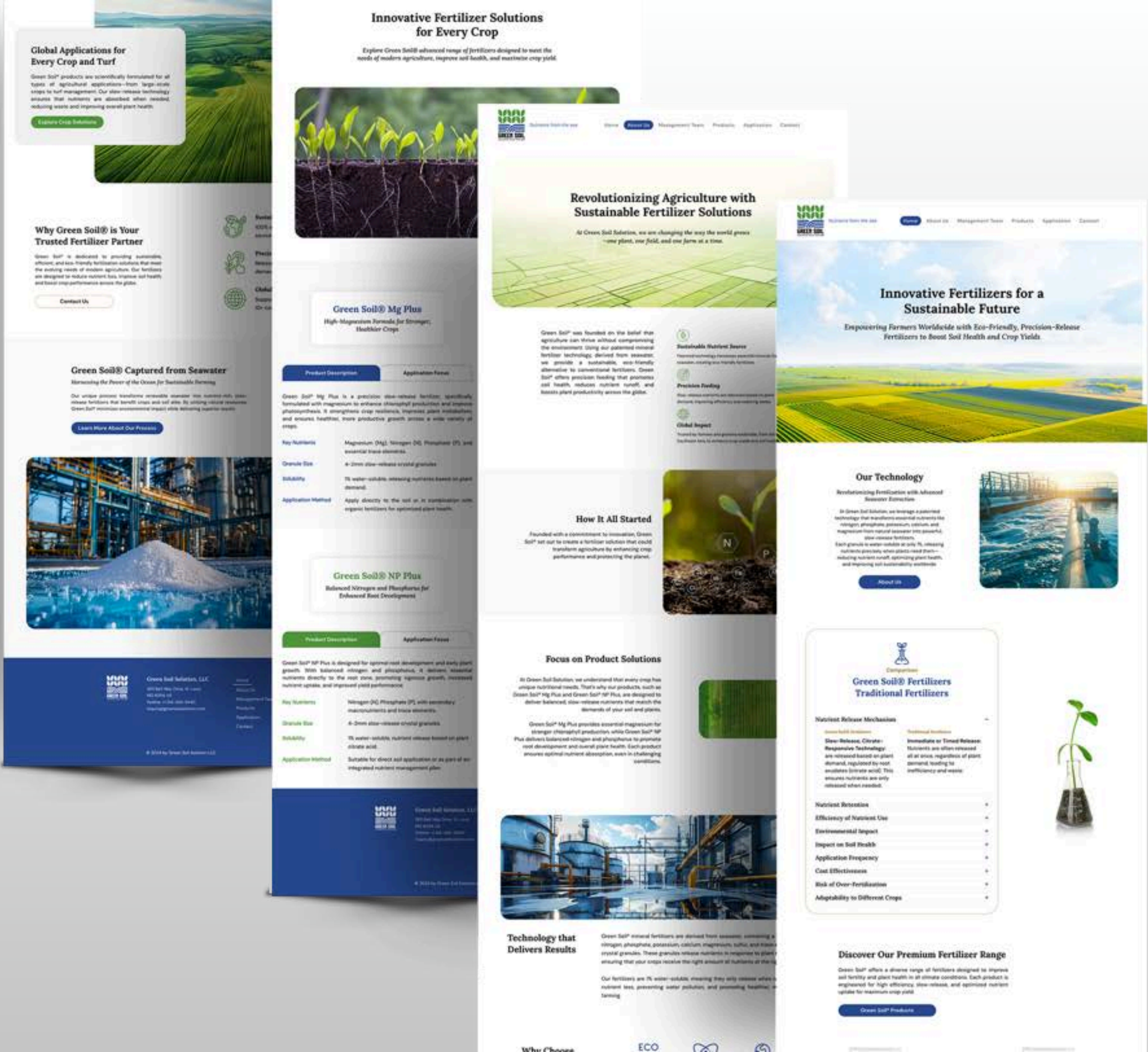
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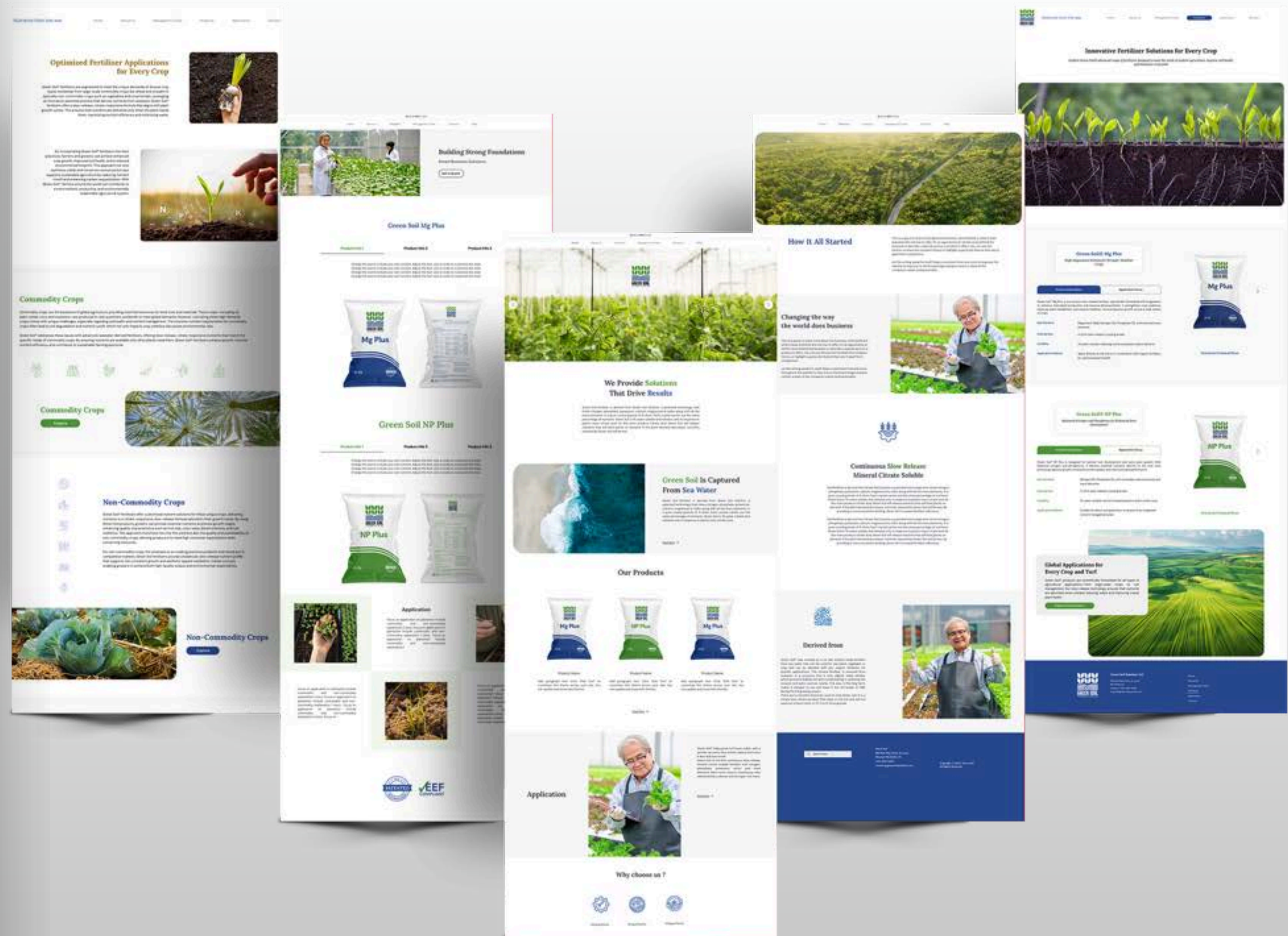
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PROJECTS

HANOI MEDISERV

Website www.hanoimediserv.com

Brand **Hanoi Mediserv**
Japan | Korea | Vietnam

Industry Medication
Nutraceuticals
Beauty and Wellness

Roles

- **Head of Brand, Marketing & Design**
- **E-commerce, Social Media & Event Manager**
- Public Relations (PR) Specialist
- Multimedia Designer
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QUYNH NHU LE

PROJECTS

SATOEN JAPAN

Website	www.satoen.co.jp
Brand	Satoen Japan Japan Vietnam
Industry	Food and Beverage Food Manufacturing Nutraceuticals Beauty and Wellness
Roles	<ul style="list-style-type: none">• Lead of Digital Marketing & Design• E-commerce, Social Media & Event Manager• Public Relations (PR) Specialist• Multimedia Designer• Art Creator & Illustrator



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Japan | Vietnam

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Food Manufacturing
Nutraceuticals
Beauty and Wellness

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"Siêu thực phẩm" là các loại thực phẩm tự nhiên đặc biệt giàu chất dinh dưỡng và ít calo. Mỗi siêu thực phẩm có các đặc tính dinh dưỡng khác nhau, nhưng nhìn chung, chúng có liên quan đến: Sức khỏe tim mạch; Hệ miễn dịch; Ngăn ngừa ung thư; Giảm viêm; Giảm cholesterol, ...

Dinh dưỡng xanh 100 tuổi chứa 4 SIÊU THỰC PHẨM



TÁC DỤNG

của Dinh Dưỡng Xanh 100 tuổi Nhật Bản



THÀNH PHẦN của Dinh Dưỡng Xanh 100 tuổi Nhật Bản



NHỮNG AI NÊN DÙNG Dinh Dưỡng Xanh 100 tuổi Nhật Bản?



MỌI LỨA TUỔI ĐỀU ƯA THÍCH!
MỌI THỂ TRẠNG ĐỀU ƯA THÍCH!
MỌI NGHỀ NGHIỆP ĐỀU ƯA THÍCH!

Đây là công thức tối ưu nhất mà chúng tôi quyết định chọn làm công thức độc quyền đưa ra thị trường. Công thức nước uống dinh dưỡng xanh cho thời đại mới!



GIẤY TỜ CHỨNG MINH NGUỒN GỐC của Dinh Dưỡng Xanh 100 tuổi Nhật Bản



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PROJECTS

SAINT-HONORÉ

Website	www.sainthonore.com.vn
Brand	Saint-Honoré Co., Ltd France Vietnam
Industry	Food and Beverage Food Production Restaurants Catering Services
Roles	<ul style="list-style-type: none">• Head of Brand, Marketing and Design• Event Manager• Public Relations (PR) Specialist• Multimedia Designer• Packaging Designer• Art Creator



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France | Vietnam

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PROJECTS

AMICA TRAVEL

Website www.amica-travel.com

Brand **Amica Travel**
France | Vietnam | Laos |
Cambodia | Birmanie

Industry Travel
Tourism
Acommodation

Roles

- **Lead of Creative Design and Illustration**
- Event Materials Manager
- Website Designer
- Marketing Designer
- Print Designer
- Art Creator & Illustrator



Téthys
Projects

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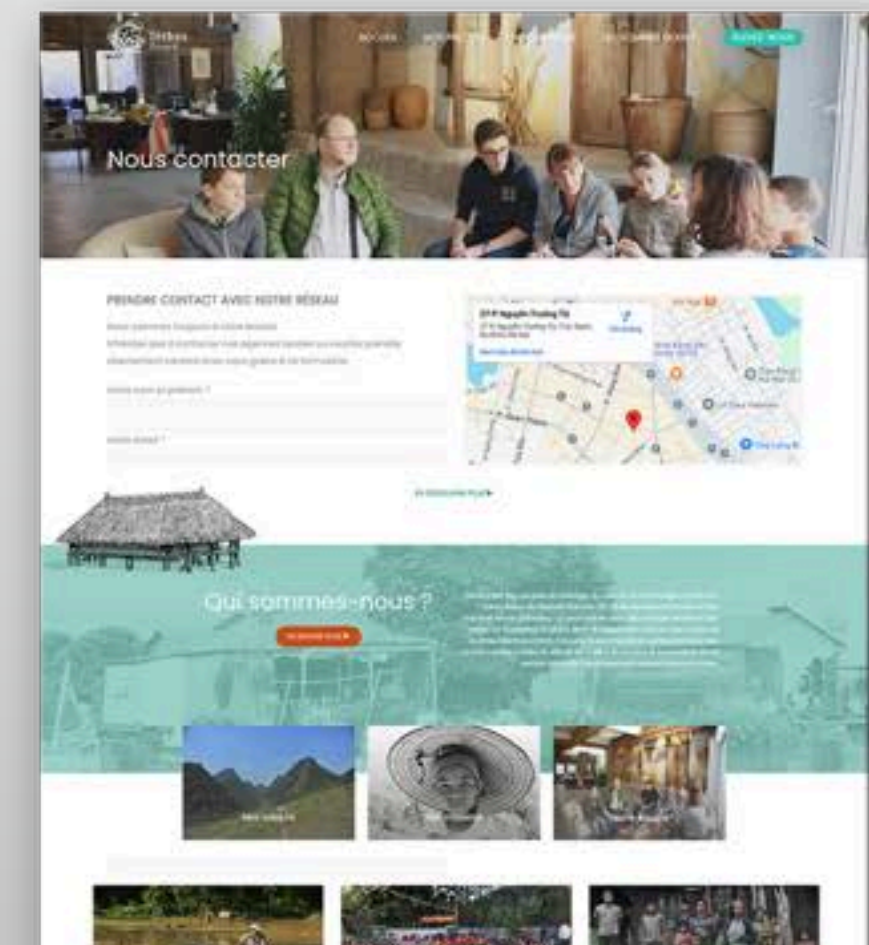
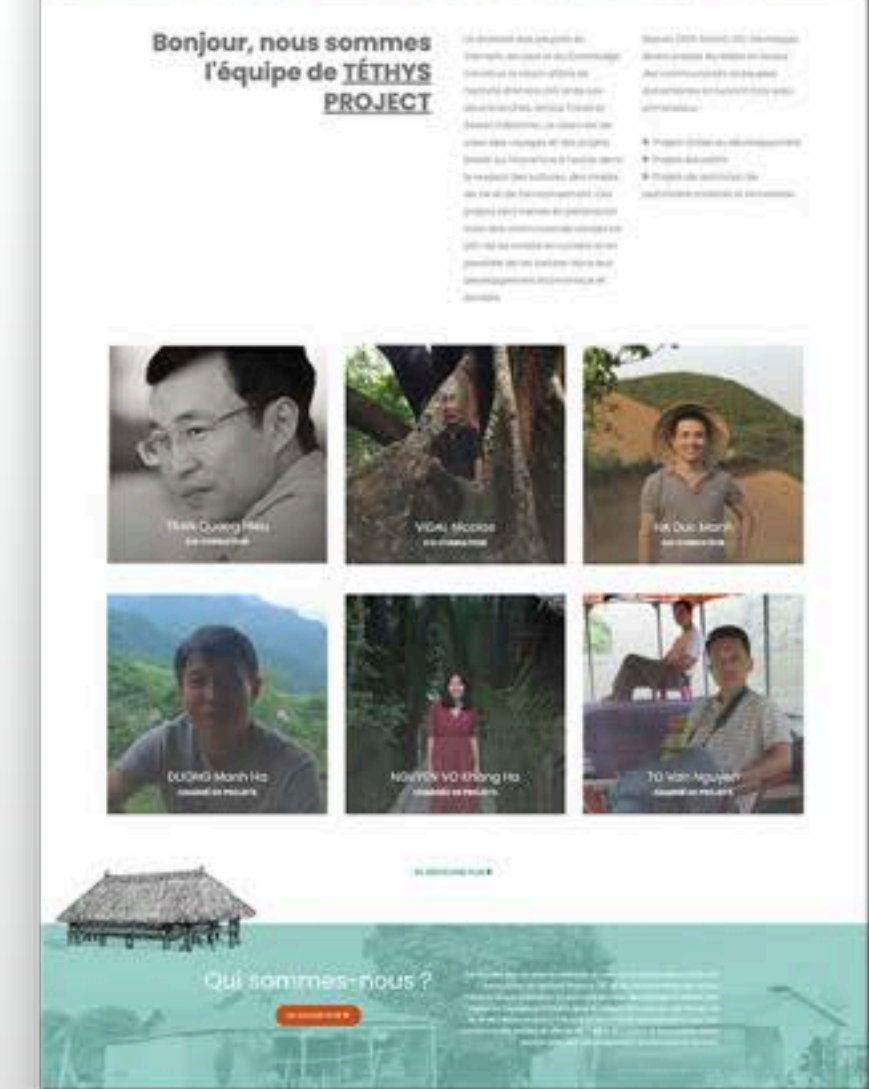
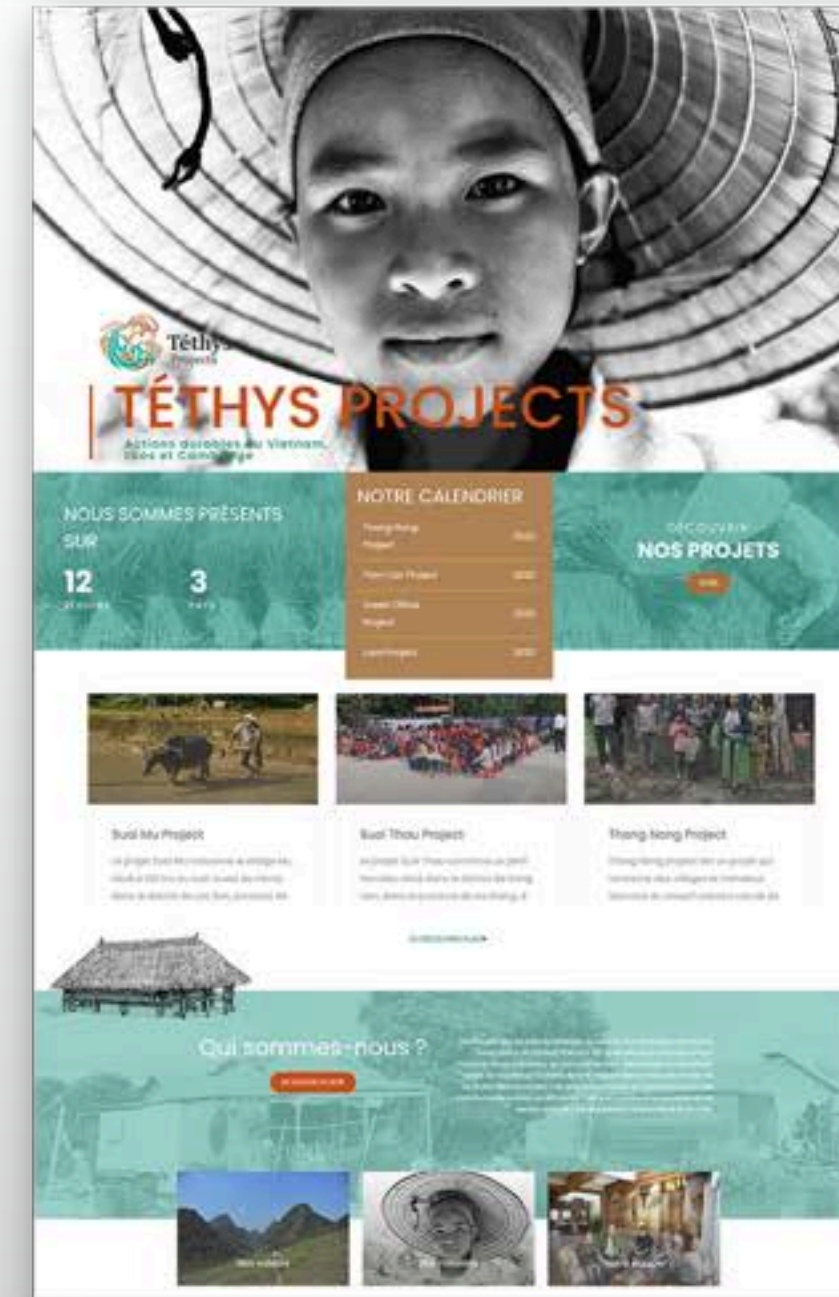
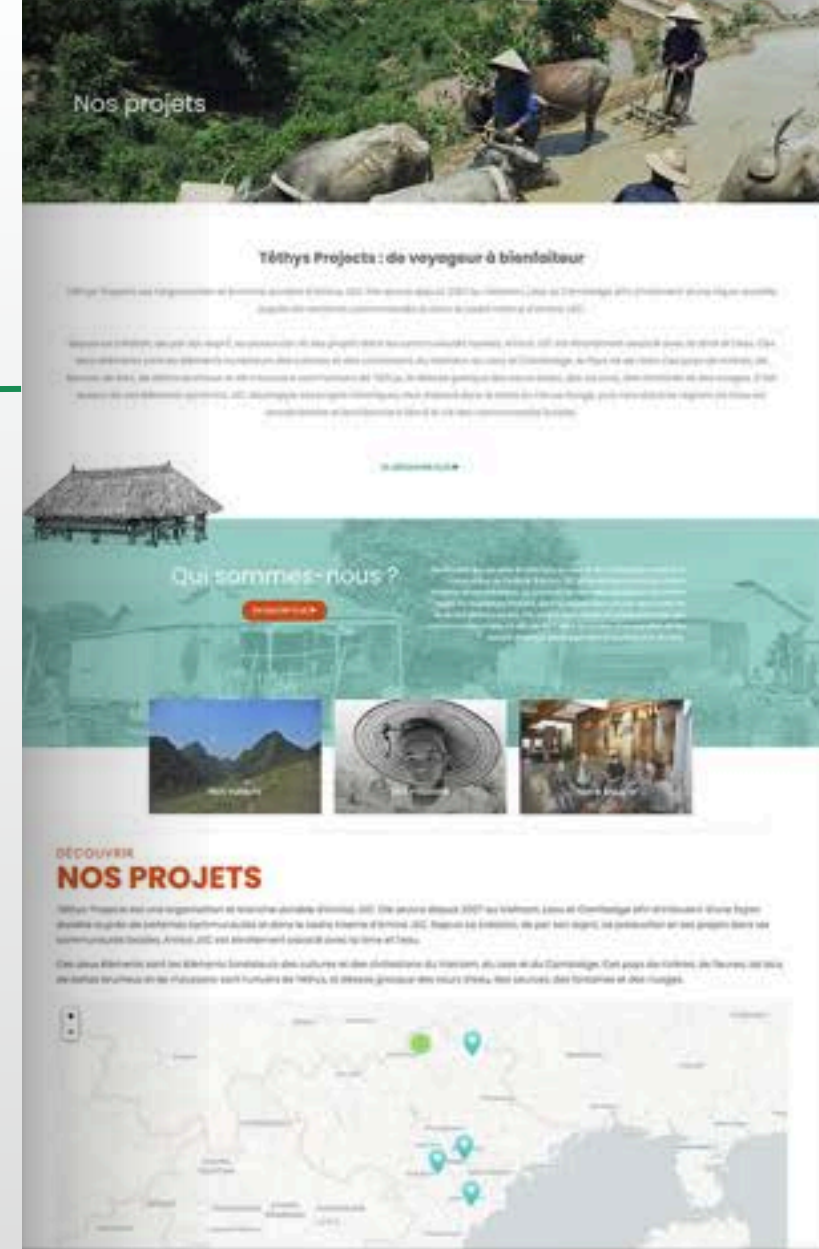
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Brand **Amica Travel**

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Cambodia | Birmanie

Industry Travel
Tourism
Acommodation

- Roles
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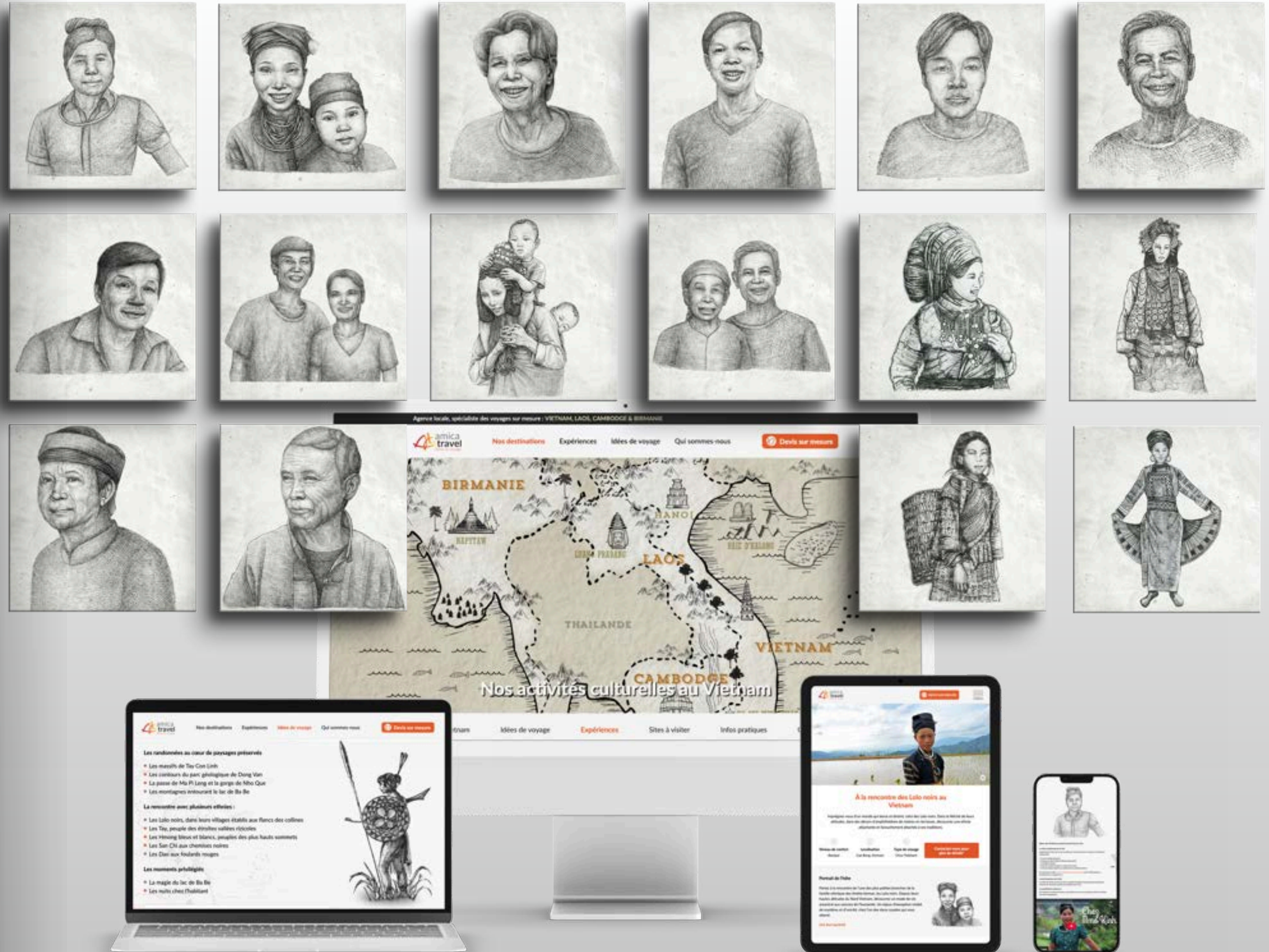
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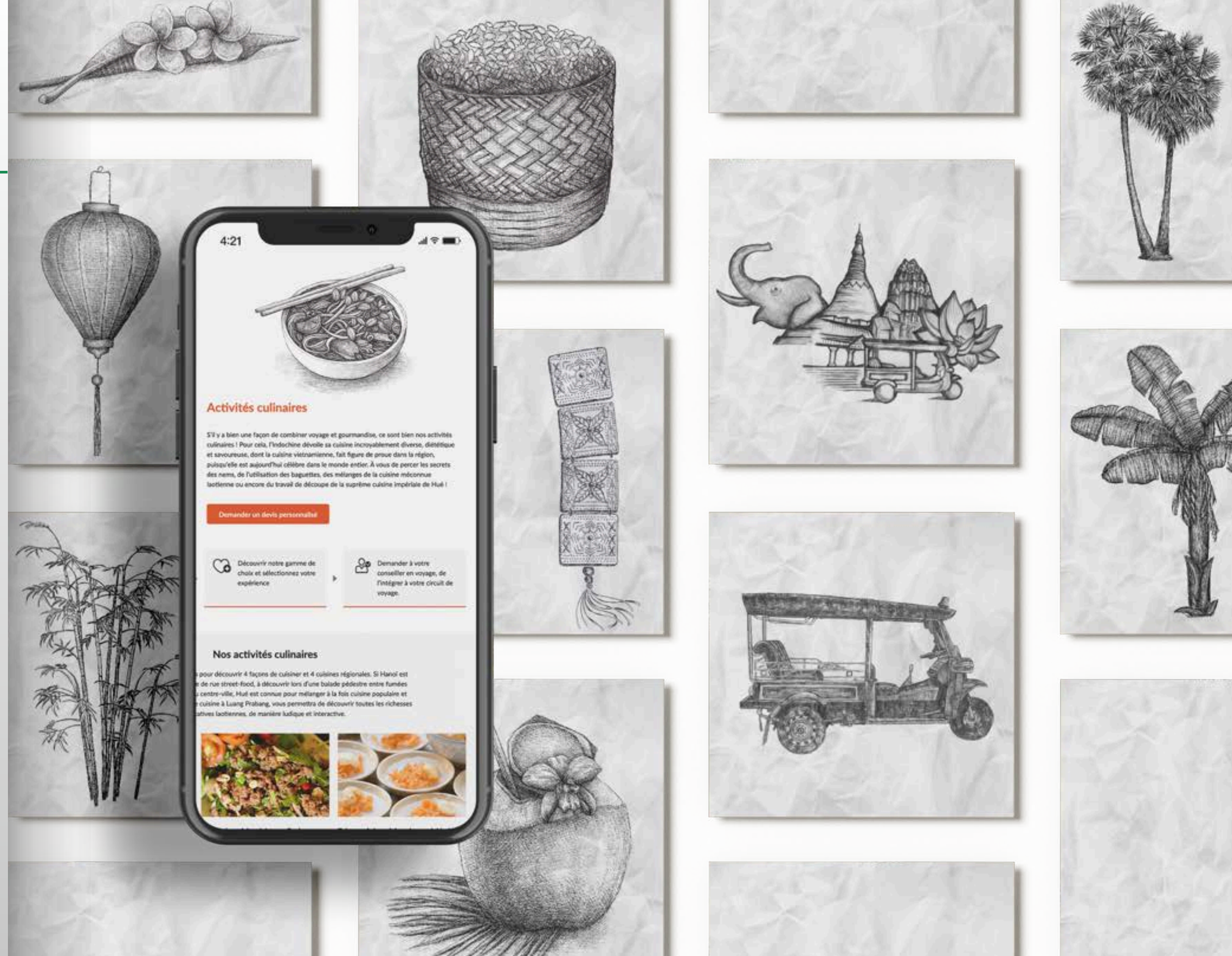
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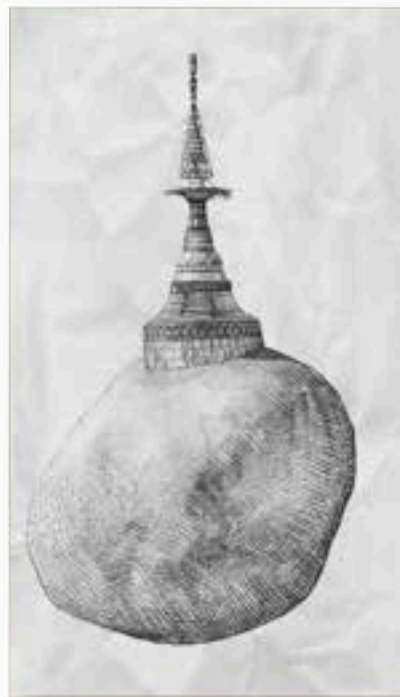
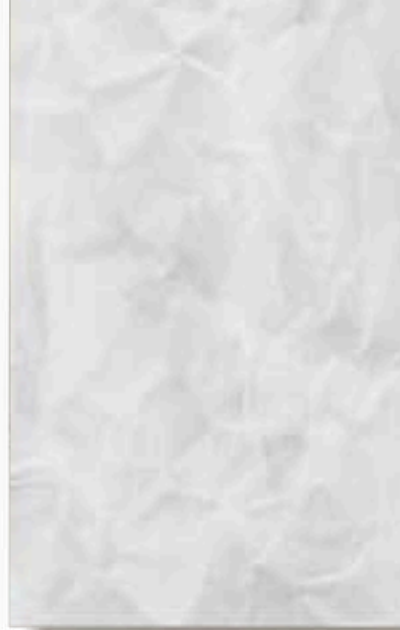
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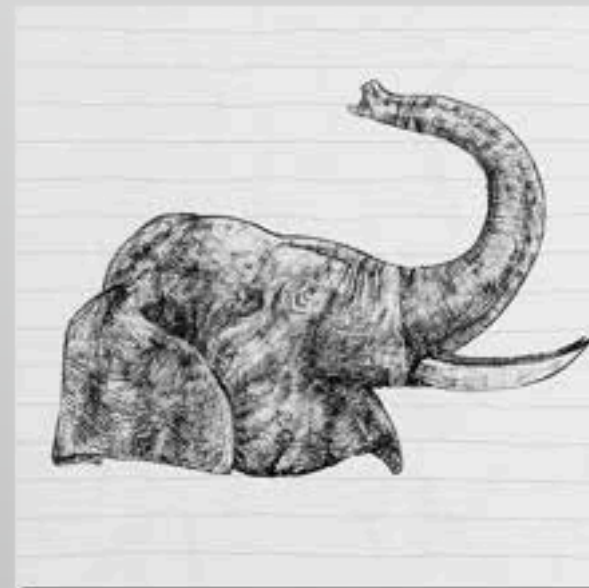
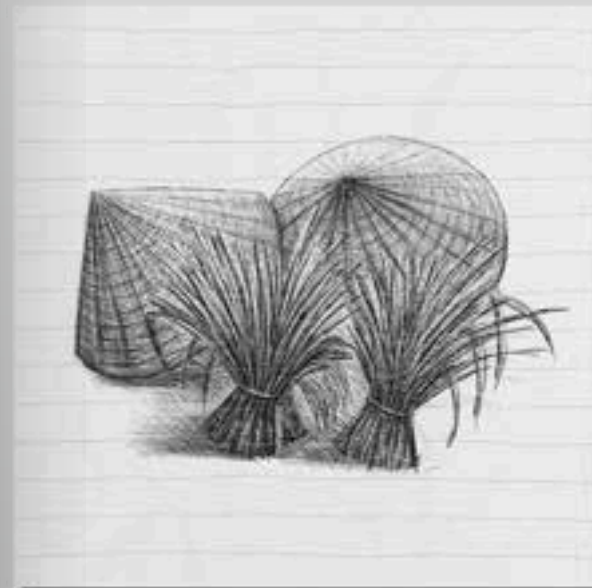
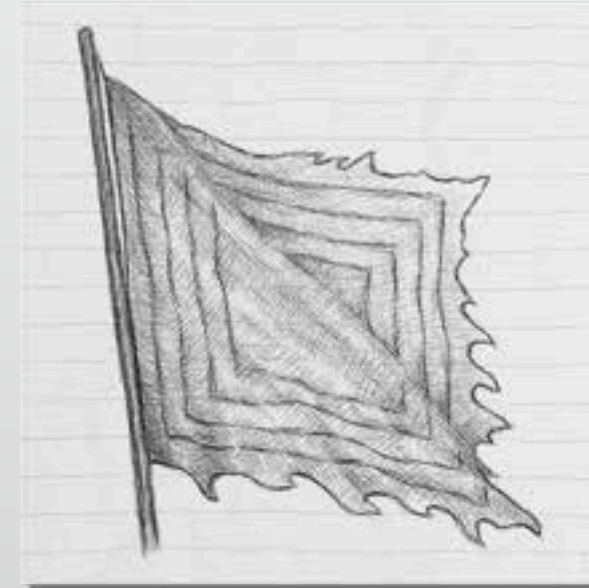
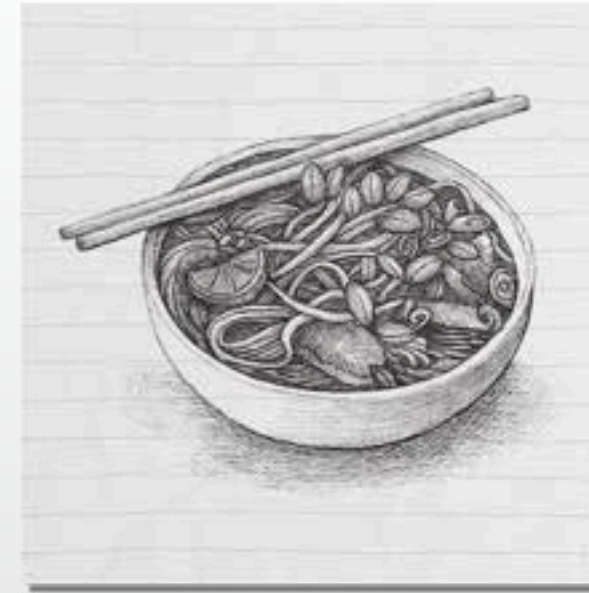
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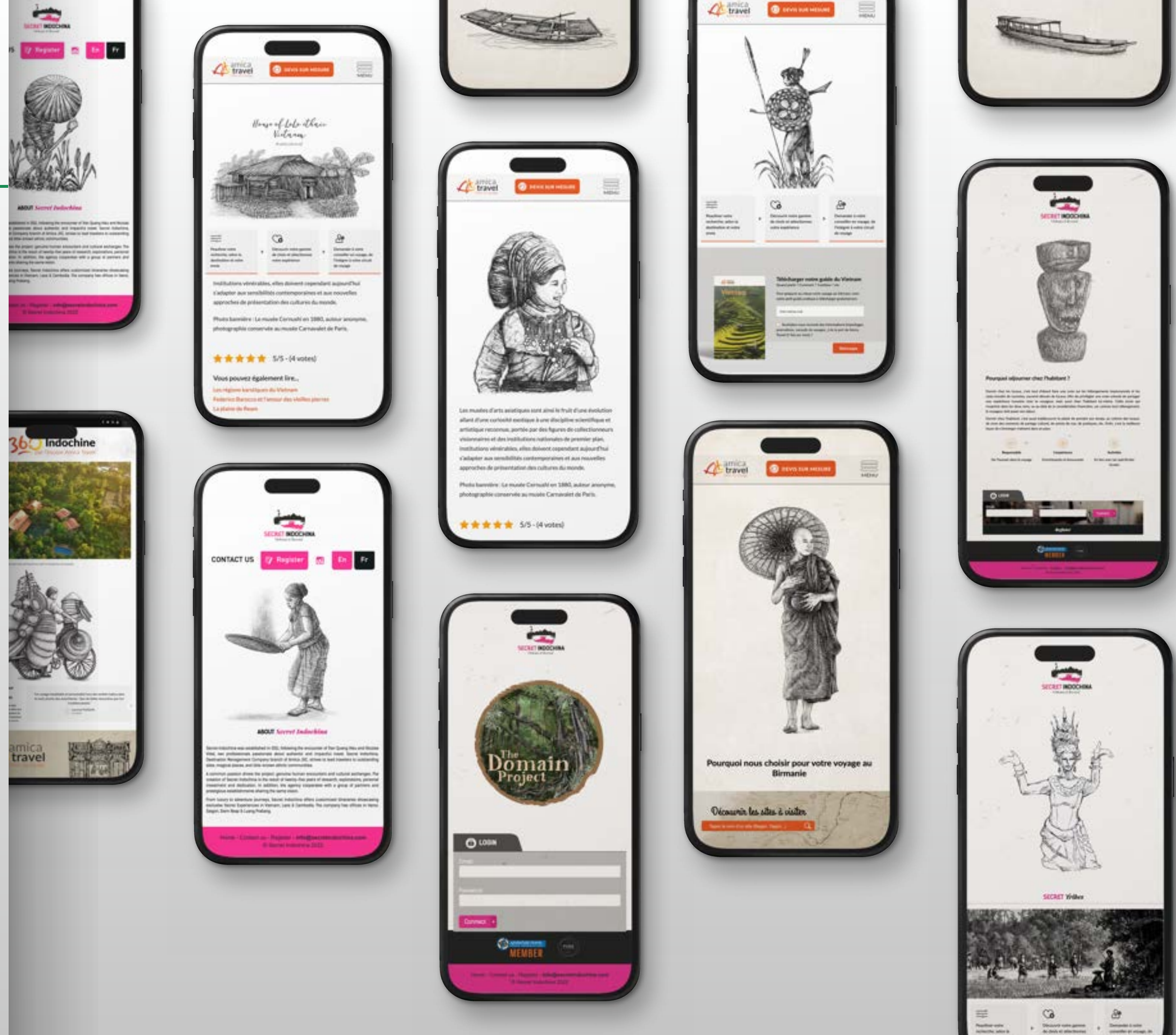
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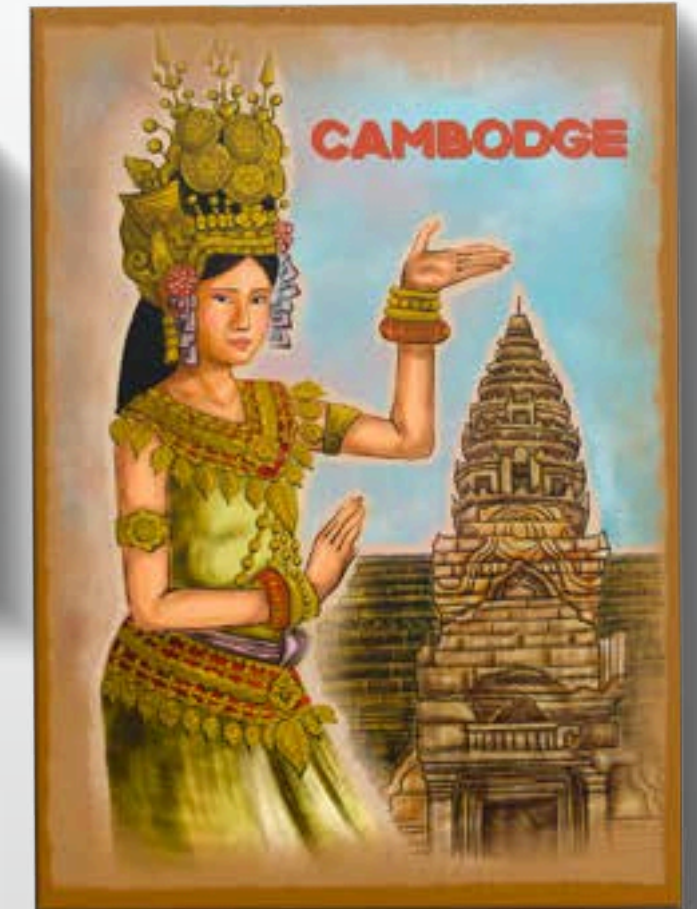
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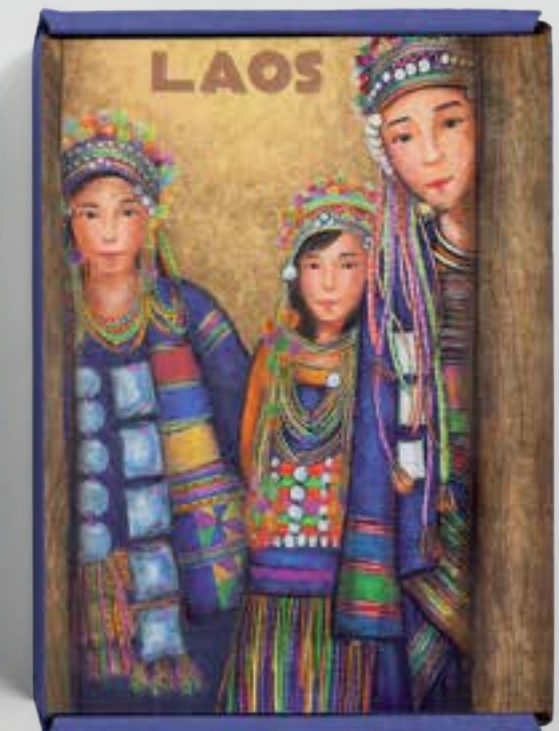
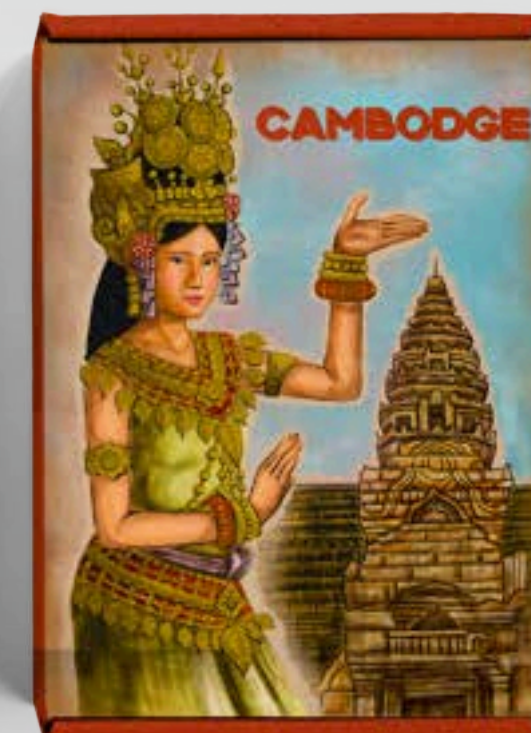
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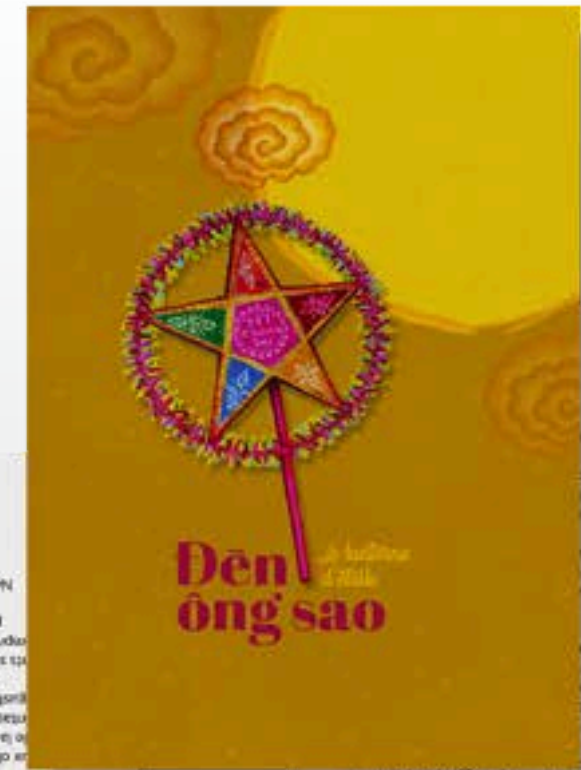
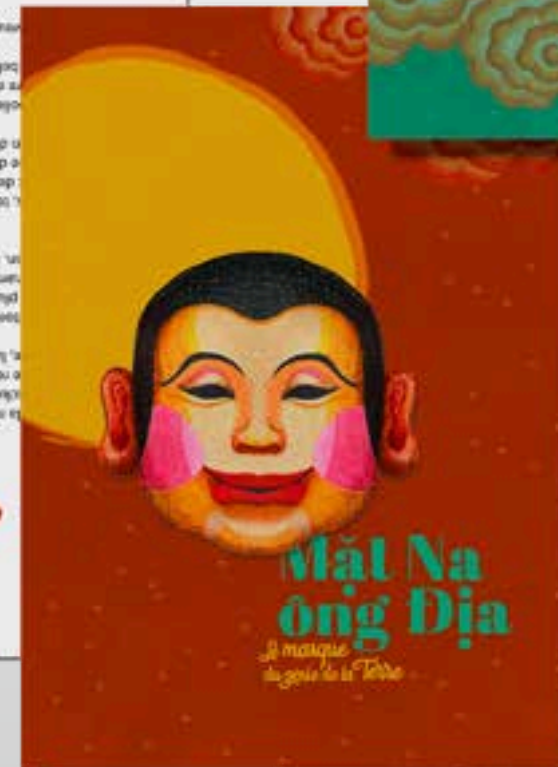
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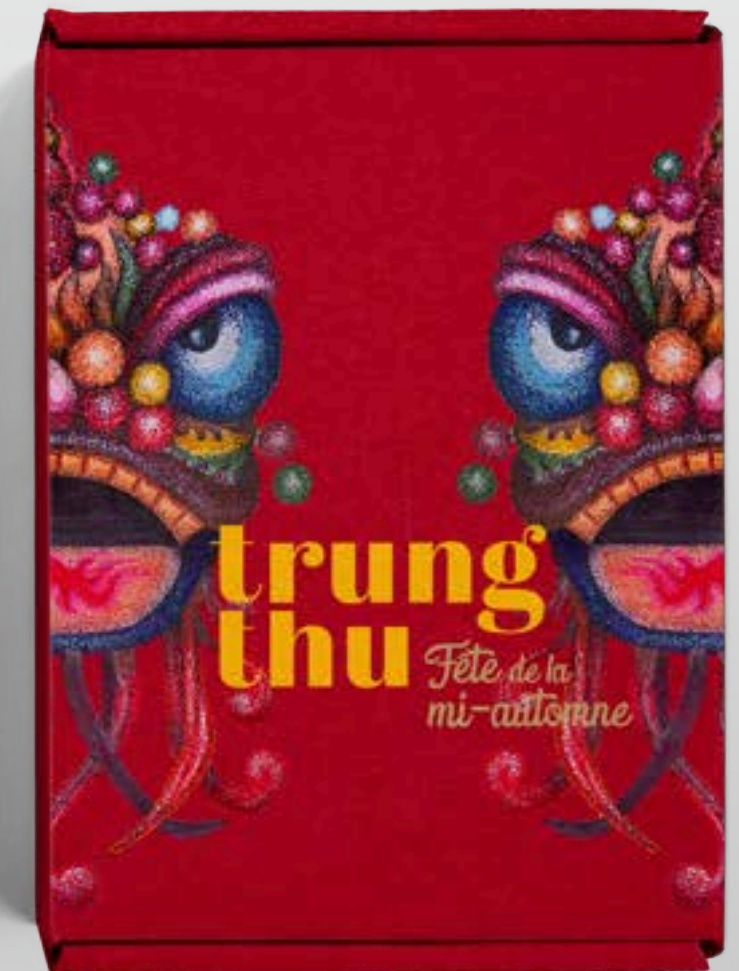
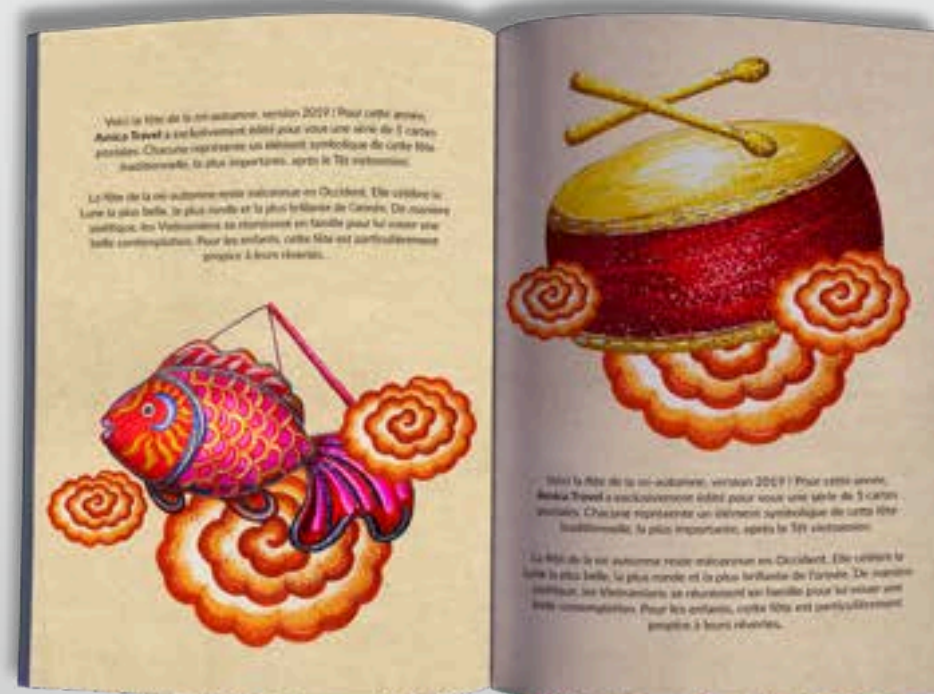
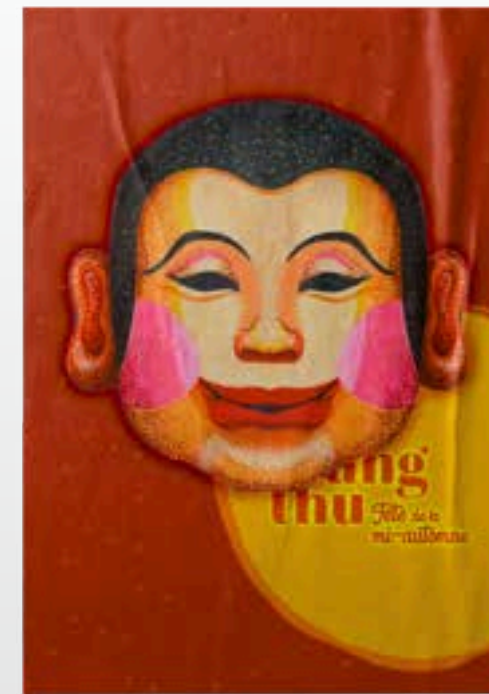
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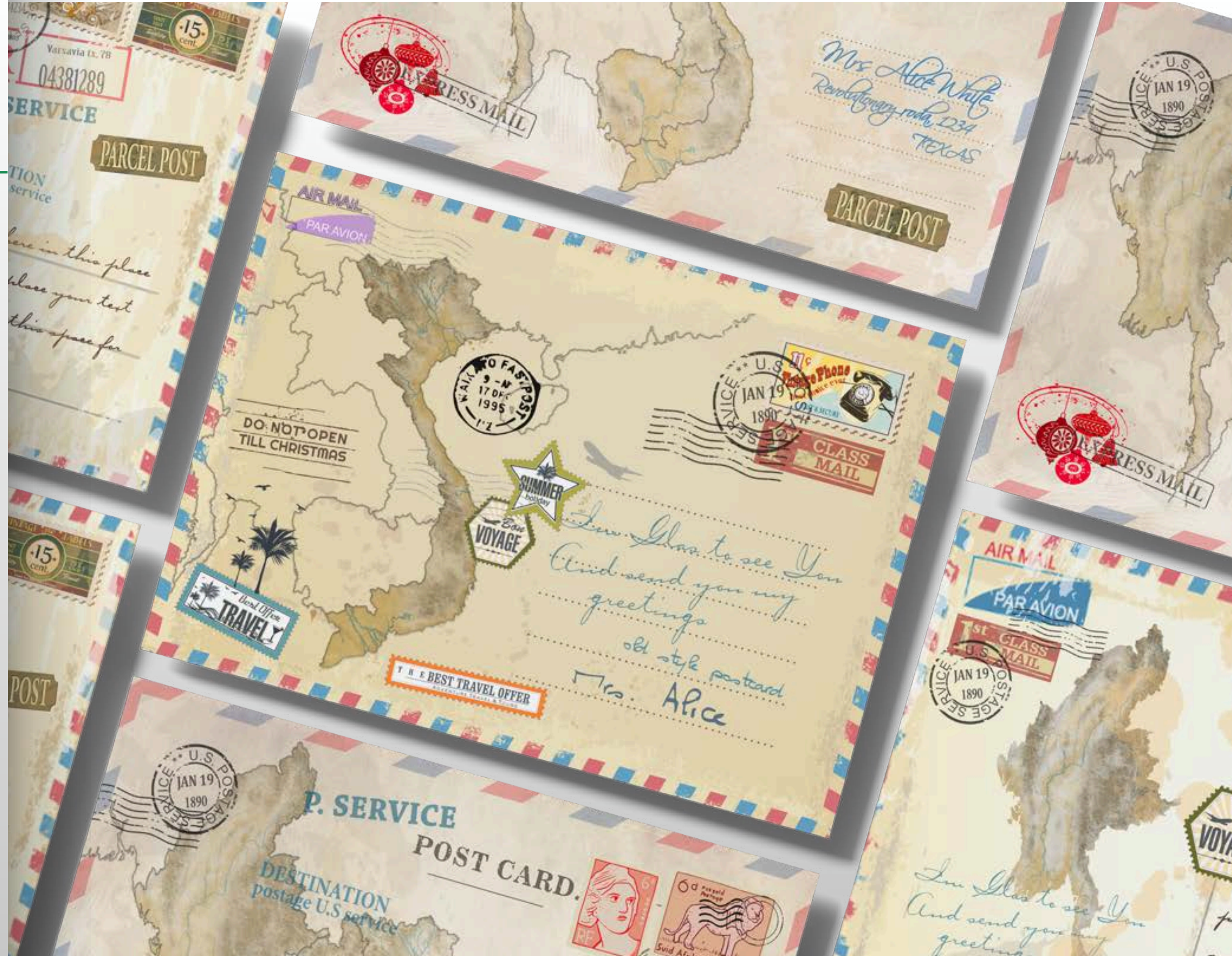
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AR HOLDINGS GROUP

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USA | Thailand |
India | Singapore

Industry Technology
Blockchain
Cryptocurrency
Finance
Real Estate
Food and Beverage
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AR Holdings Group project

Multi Industry
Blockchain native
infrastructure
Interconnected ecosystem
Fair and transparent
Empower future generations
Authentic, innovative
Don't chase trends

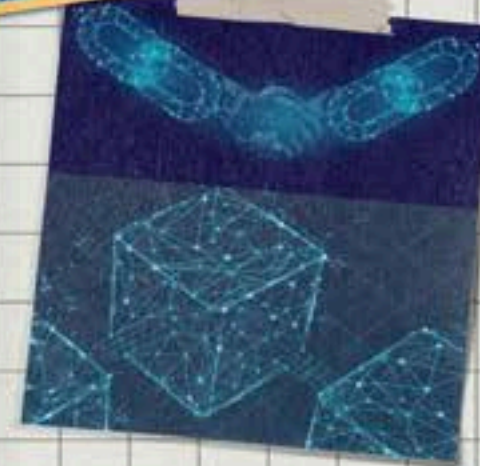


Layout style of cubism art:

"Cubism was a revolutionary new approach to representing reality invented in around 1907-08 by artists Pablo Picasso and Georges Braque.

"This style challenged the traditional norms of art by rejecting the concept of perspective, instead opting for an abstract, geometric representation of subjects"

"Cubism's influence can be seen in various forms of modern art."



Multi Industry -> Multi Shape
Blockchain native infrastructure -> Connected blocks
Interconnected ecosystem -> Geometrical connection



#ed9222



#1a0076



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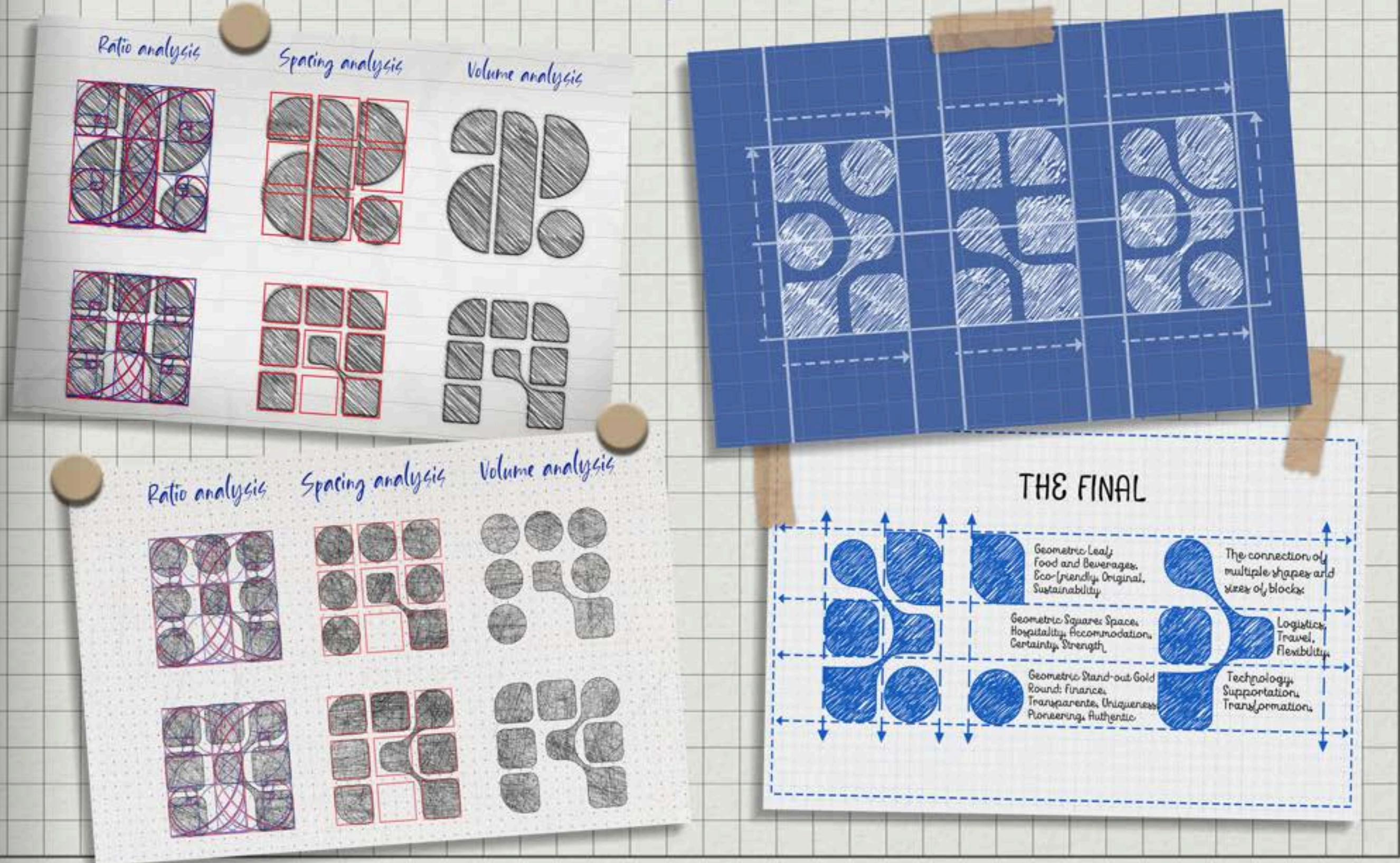
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AR Holdings Group project - Options



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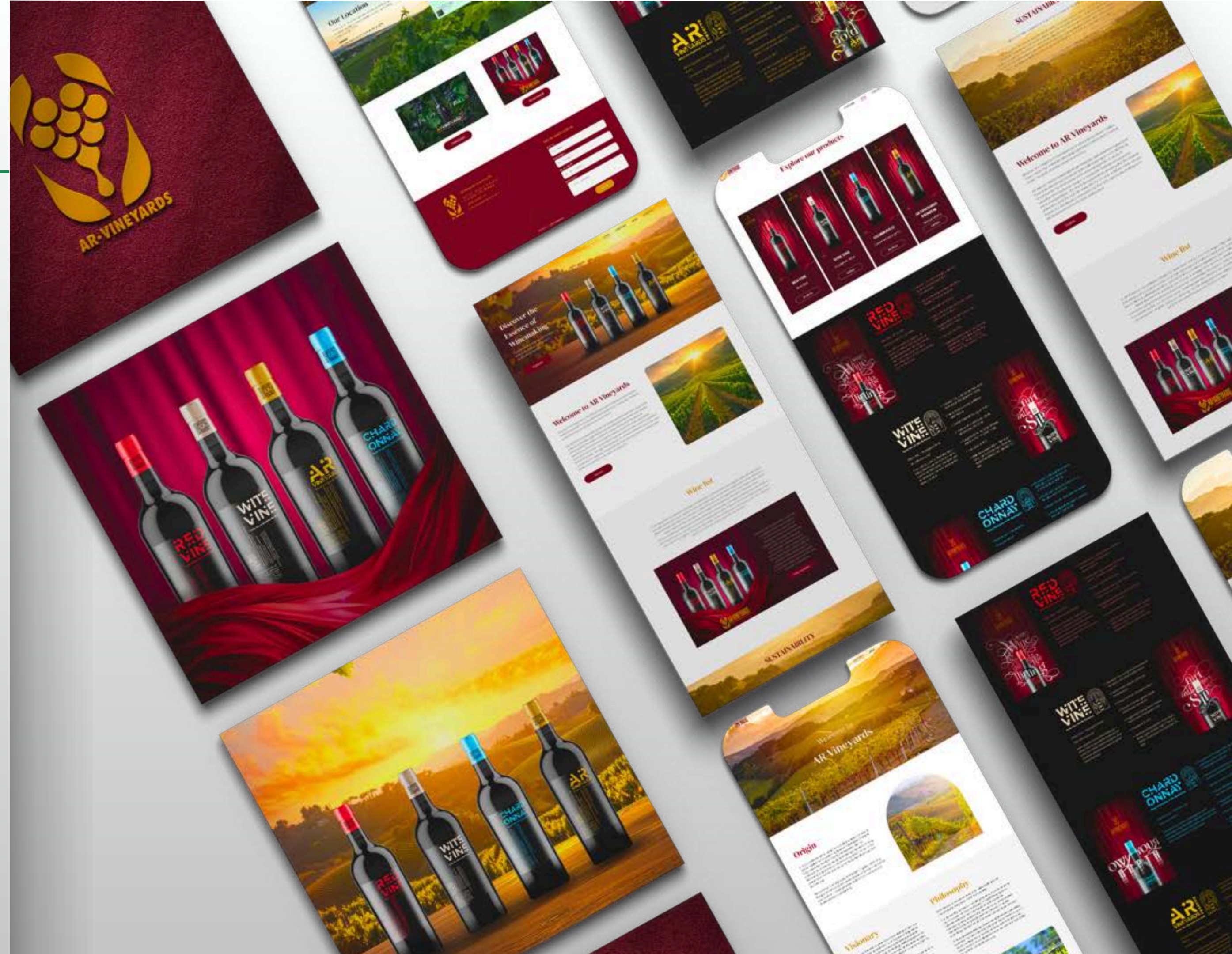
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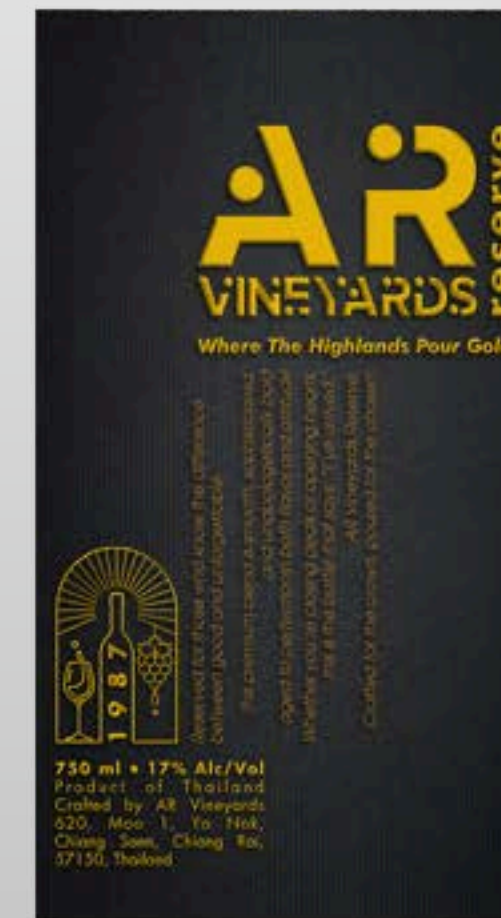
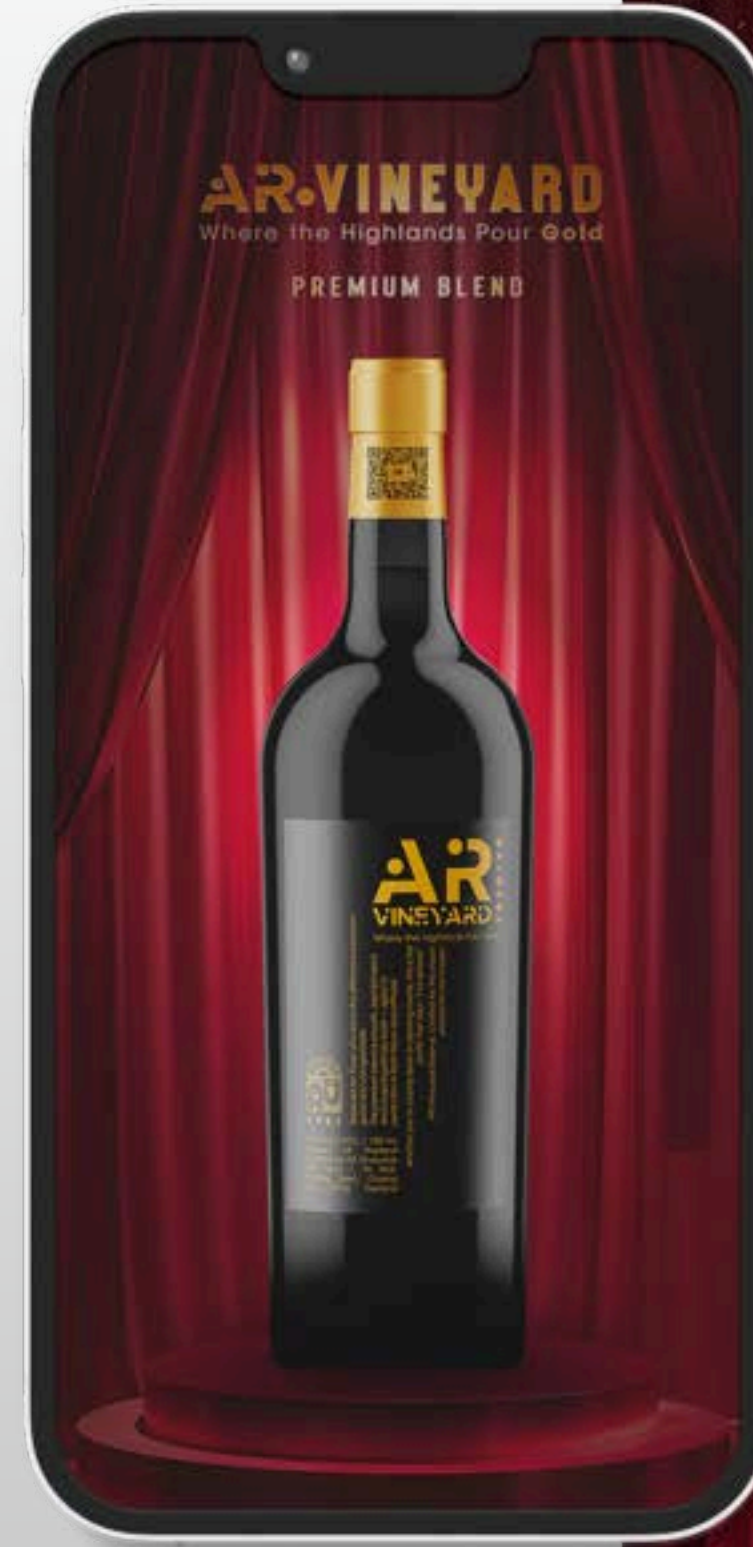
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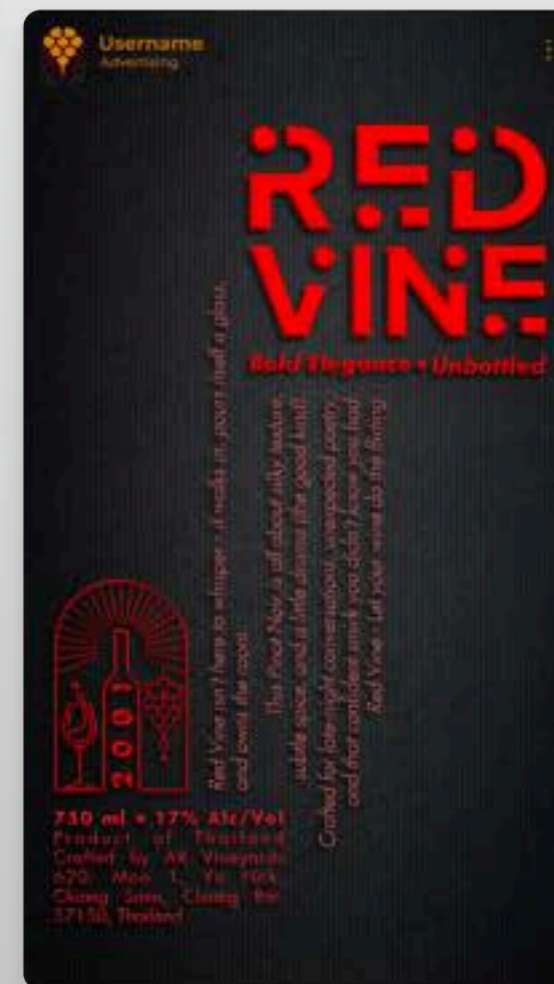
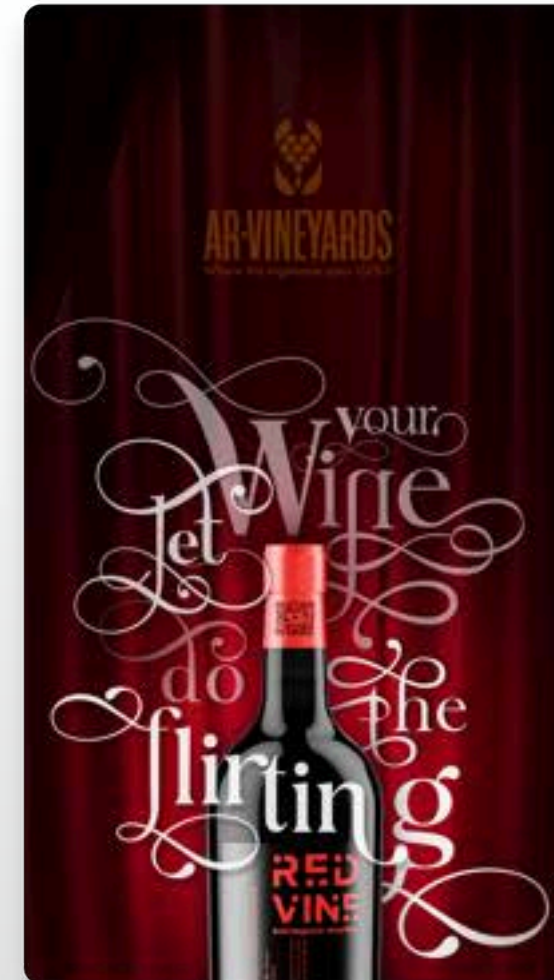
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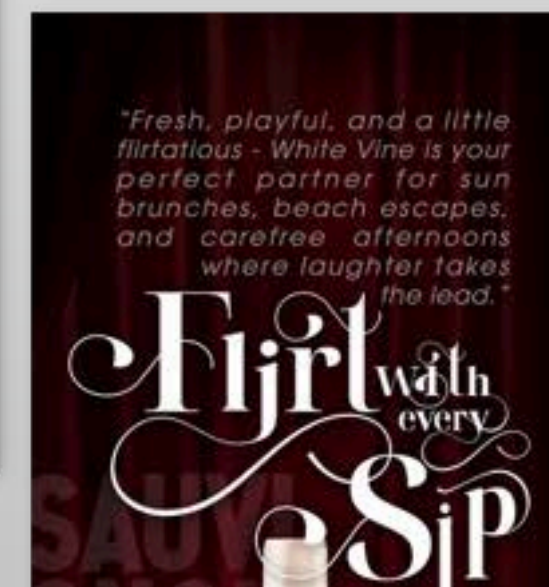
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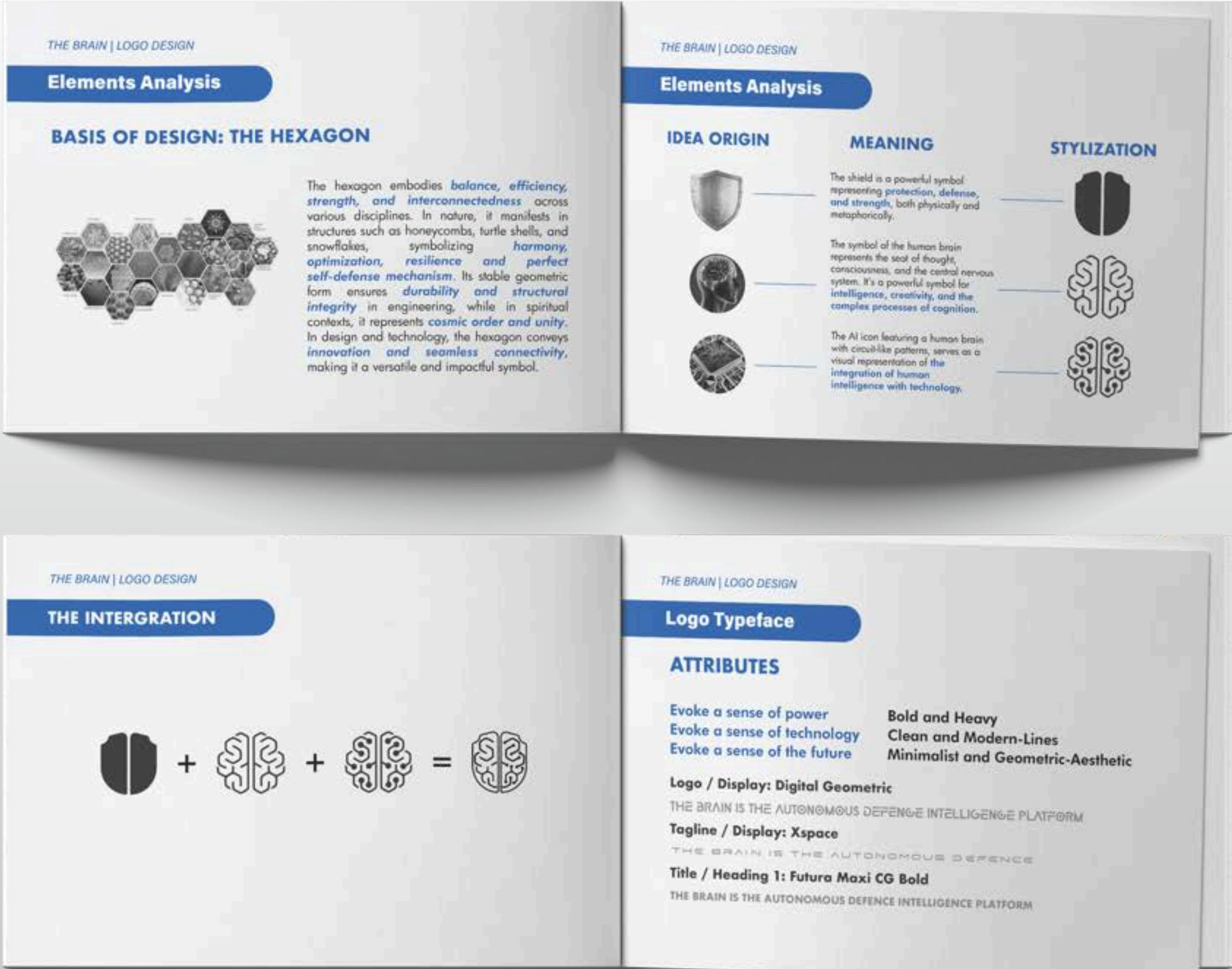
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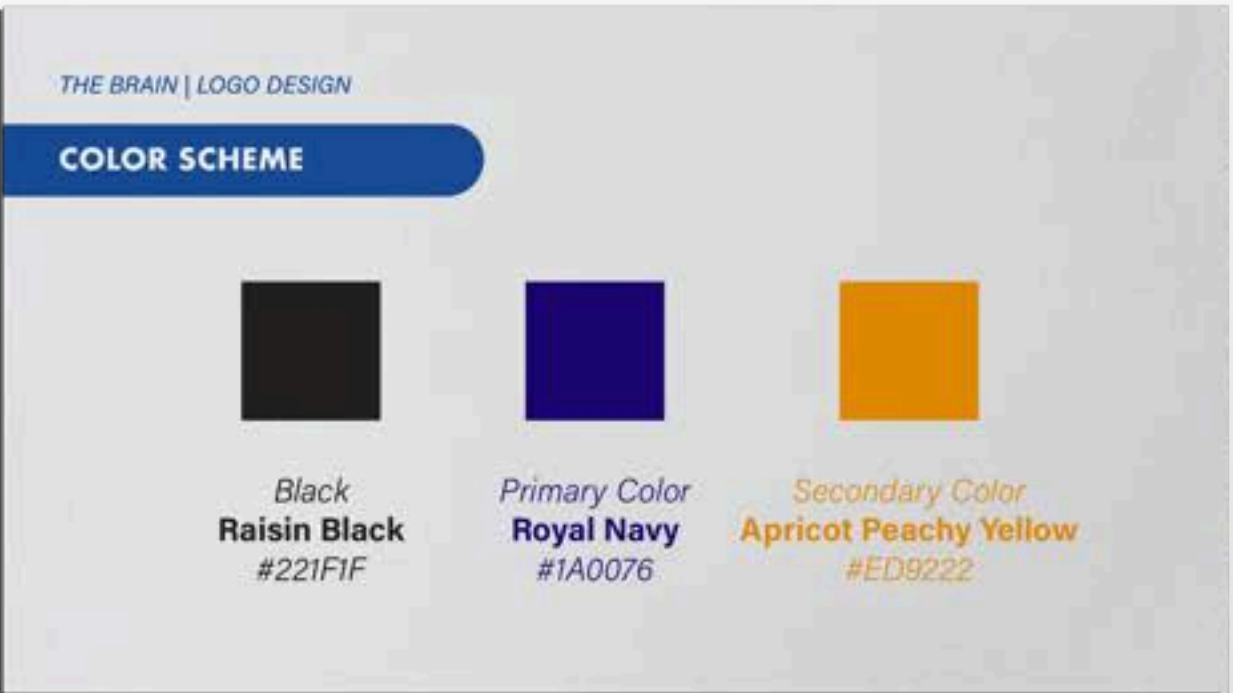
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SOLO EXHIBITION OIL ON CANVAS and Mixed Media on Canvas

“Arrival of the Golden Ox”

Oil and Acrylic on Canvas
90x90 cm

“Old Quarter of Indochina”

Oil on Canvas
120x160 cm



QUYNH NHU LE

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"Arrival of the Golden Ox"

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"Old Quarter of Indochina"

*Oil on Canvas
120x160 cm*



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"Echoes of the Past"

*Oil on Canvas
120x150 cm*

"Sun-Drenched Ancient Lane"

*Oil, Acrylic, Pastel on Canvas
160x200 cm*



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SOLO EXHIBITION OIL ON CANVAS

and Mixed Media on Canvas

“Nirvana's Gateward Journey”

*Oil, Acrylic, Gold Leaf on Canvas
190x230 cm*

“A Glimpse of Ten Thousand Miles”

*Oil, Acrylic, Silver Leaf, Charcoal,
Gold Powder on Canvas
90x150 cm*



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SOLO EXHIBITION OIL ON CANVAS and Mixed Media on Canvas

"Harvest's Embrace"

*Oil, Acrylic on Canvas
210x250 cm*



"Shepherd's Whispered Song"

*Oil, Acrylic, Gold Powder
on Canvas
90x130 cm*



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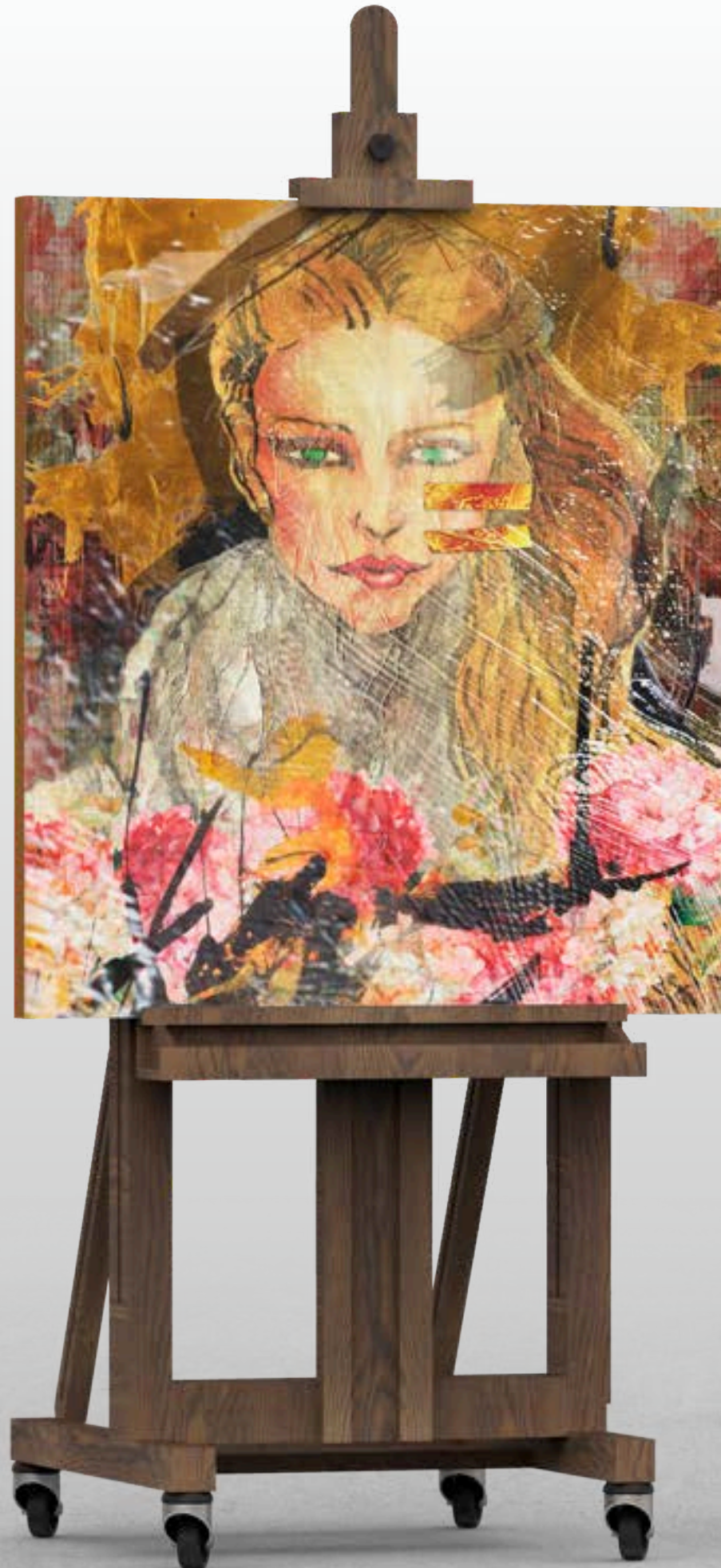
SOLO EXHIBITION OIL ON CANVAS and Mixed Media on Canvas

“Urban Indigenous Maiden: A Portrait”

*Oil, Acrylic, Gold Leaf on Canvas
120x120 cm*

“Portrait of the Urban Wanderer”

*Oil, Acrylic, Gold Leaf on Canvas
120x120 cm*



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PROJECTS

SOLO EXHIBITION **TEXTILE DESIGN** & GARMENT TECHNOLOGY

Art & Tech Fusion

Blends traditional artistry with modern design & manufacturing technologies.

Sustainable Ramie Linen

Features sustainable textile innovation using linen woven from ramie fibers.

Advanced Fabric Printing

Featuring advanced digital fabric printing for intricate designs, vibrant colors, and resource efficiency.



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Featuring advanced digital fabric printing for intricate designs, vibrant colors, and resource efficiency.



QUYNH NHU LE

PROJECTS

SOLO EXHIBITION TEXTILE DESIGN & GARMENT TECHNOLOGY

Art & Tech Fusion

Blends traditional artistry with modern design & manufacturing technologies.

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NON-PROFIT VOLUNTEER PROJECT

Skill Training and Career Orientation Center for people with autism spectrum disorder (ASD)

Website www.hsvc.vn

Project Management & Operations

- Managed product manufacturing and sales channels.
- Fostered partnerships with local and global brands to fundraise via limited-edition product lines.

Communications, Marketing & Design

- Oversaw all communications, marketing, and design initiatives.
- Created product designs based on artwork from individuals with autism.

Training & Education

- Delivered vocational painting courses to children and individuals with autism.



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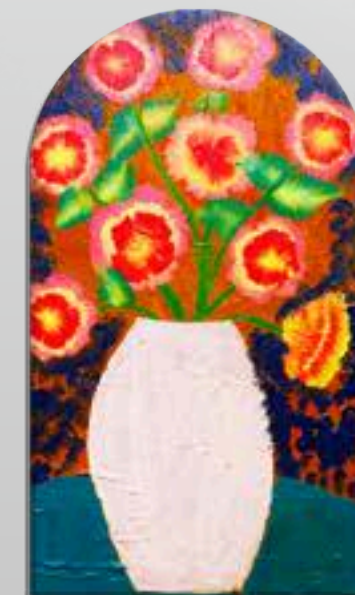
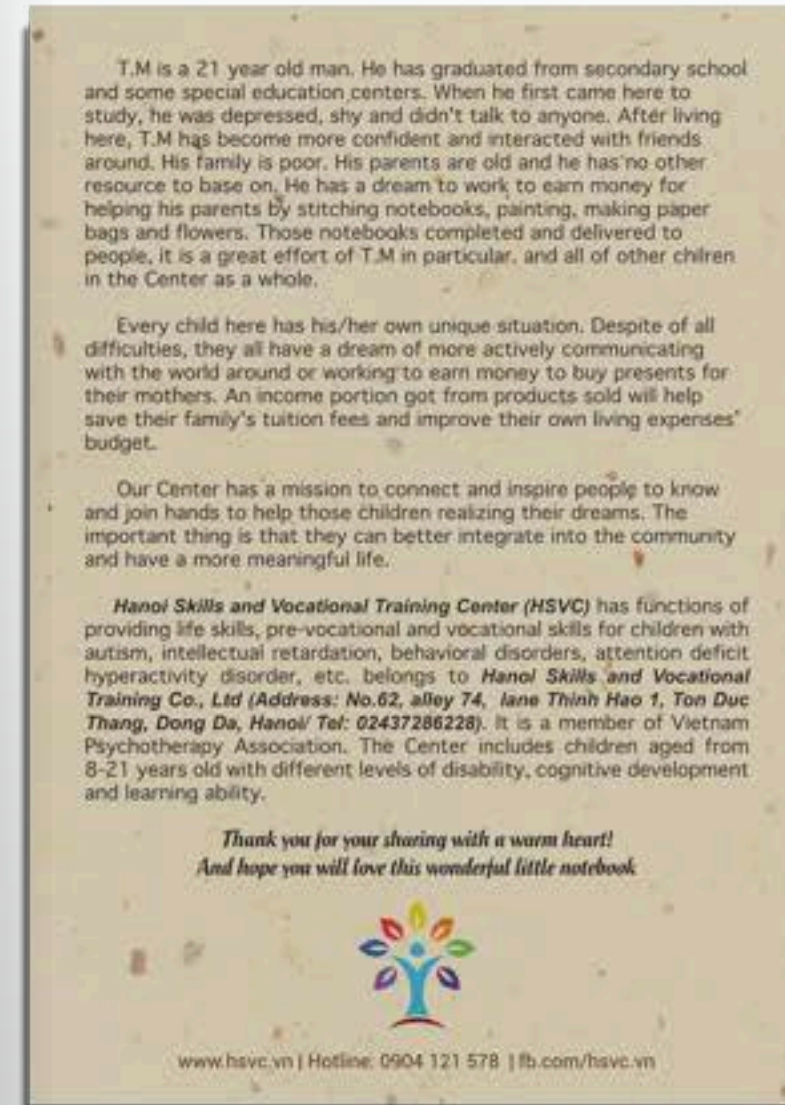
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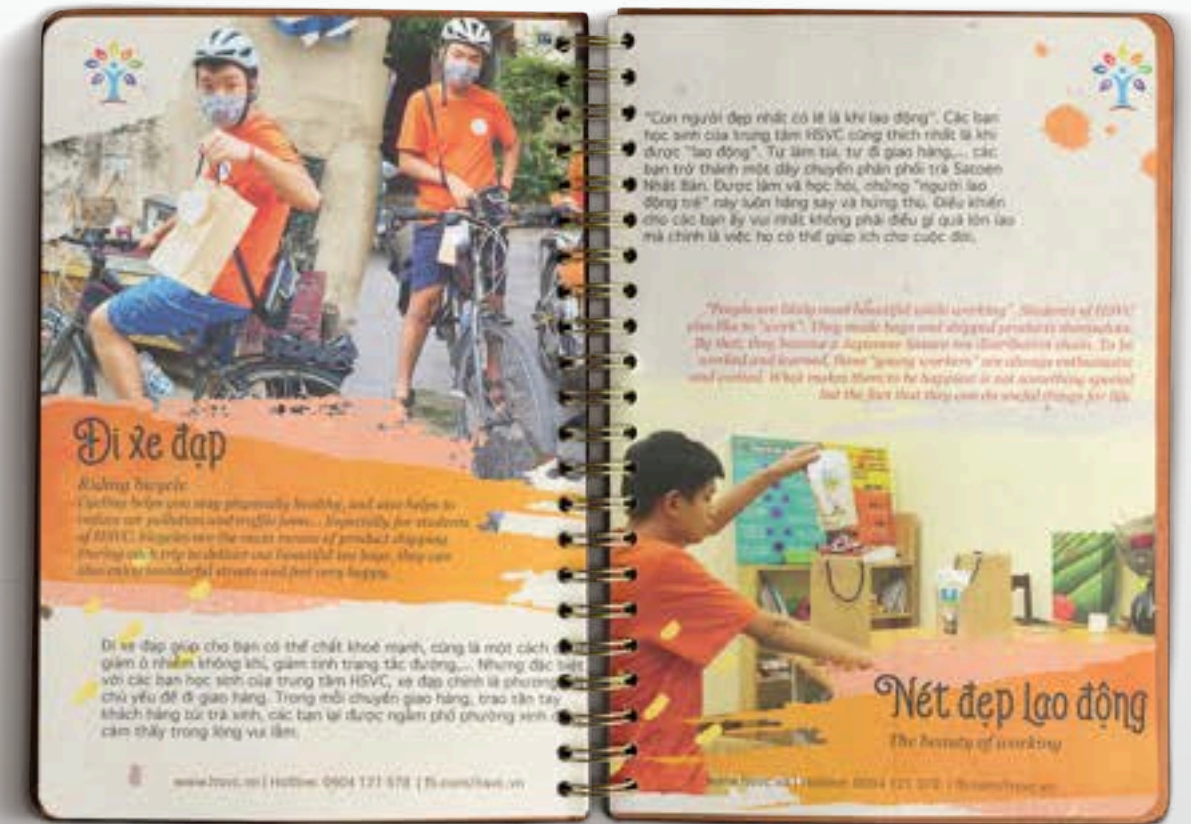
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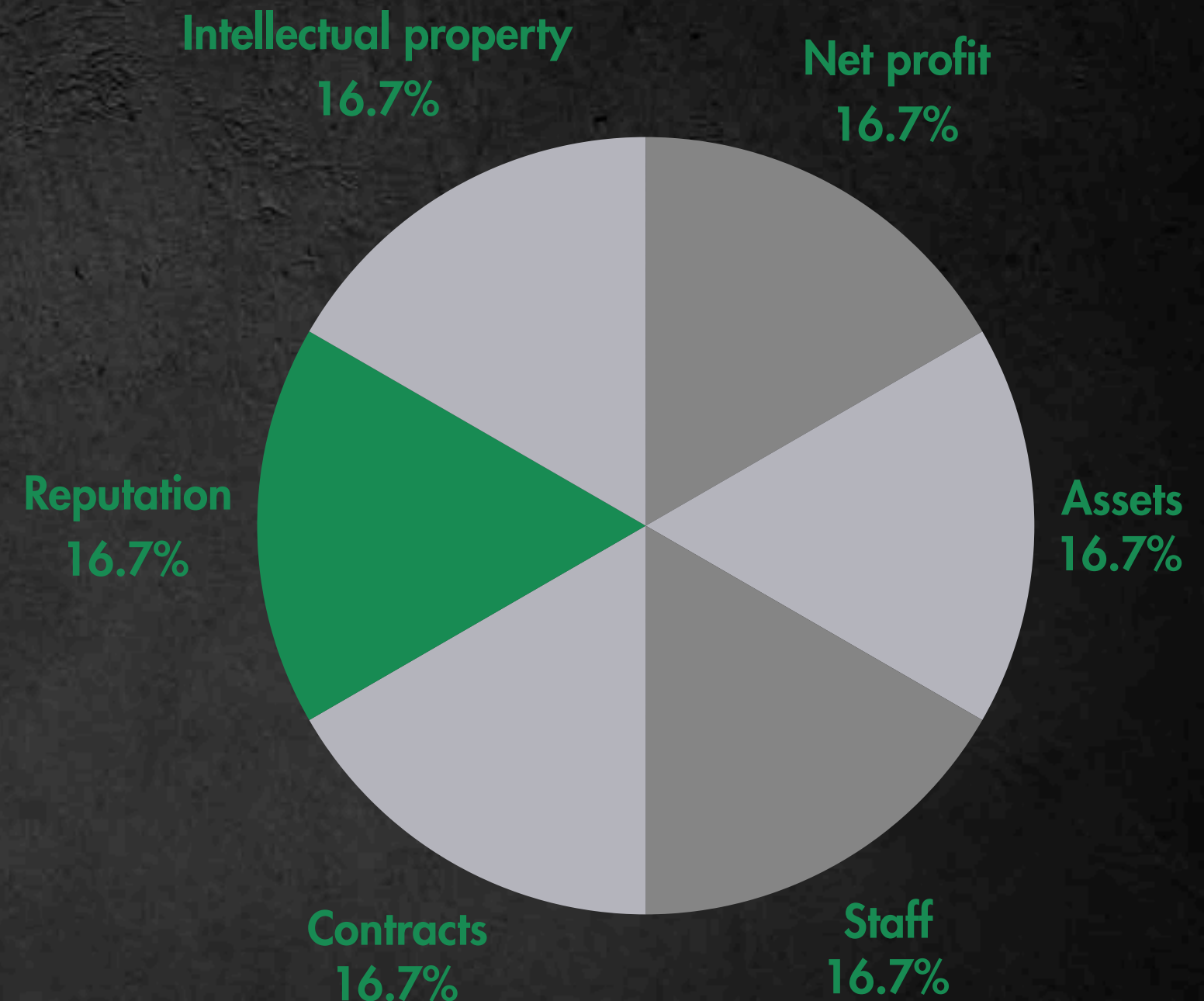


QUYNH NHU LE

Branding & Digital Marketing

"Regardless of the enterprise's industry or scale, I am confident in my ability to comprehensively address and strategically enhance up to 15% of the total enterprise valuation."

- "It takes many good deeds to build a good reputation, and only one bad one to lose it." - *Benjamin Franklin*
- "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." - *Warren Buffett*
- "Your brand is what other people say about you when you're not in the room" – *Jeff Bezos*



The Six Pillars of Enterprise Valuation

"I offer the highly optimized human capital solution within the branding and digital marketing sectors, ultimately aimed at augmenting enterprise valuation. This is achieved through a rare blend of proven experience, comprehensive skills, and bespoke, proprietary capabilities that can only be fully explored under a non-disclosure agreement."

QUYNH NHU LE

Branding & Digital Marketing



Hanoi University of Industrial Fine Arts



Hanoi, Vietnam



lequynhnhu.vn@gmail.com



(+84) 988 903 488

FUTURE-READY SKILLS

Elevated a creative portfolio through the use of advanced AI tools, producing a collection of artwork inspired by classical fine art aesthetics. Highlights adaptability to emerging technologies and a forward-thinking approach to AI-driven visual storytelling.





















































**THANK YOU
FOR YOUR REVIEW.
I LOOK FORWARD
TO DISCUSSING MY
CONTRIBUTIONS.**

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