



Albert Phan

Graphic Design Portfolio



Albert Phan

Graphic Design Portfolio

Hey!

If a picture is worth a thousand words, then it could be said that design is all about distilling a thousand words into a single picture. Design-led story telling as a solution to creative challenges is at the core of what drives me forward as a creative individual.

I'm a graphic designer with a passion creating images that move you, conjure up unexpected emotions, and inspire curiosity. I went to YSDN – the York University/ Sheridan College joint program for graphic design in Toronto, Canada, and later went on to work in branding and design with clients in athletics, cultural institutions, global banking, healthcare, and music. These days you can find me hanging out with the (very smart) folks from Cervélo trying to conjure up new and interesting paint ideas for some of the fastest race bikes in the world.

Want to talk? Hang Out? Grab a beverage of your choosing? Give me a shout at [Hello@AlbertPhan.com](mailto>Hello@AlbertPhan.com).

If a picture is worth a thousand words, then it could be said that design is all about distilling a thousand words into a single picture.

Education

York University/
Sheridan College:
BDes Hons

Experience

Cervélo Cycles Inc:
Graphic Designer

Ove Brand | Design:
Graphic Designer.

Pivot Design Group:
Freelance Designer

Breadwinner Creative Agency:
Freelance Designer

York Federation of Students:
Graphic Designer

Achievements

Academy of Annual Reports:
Gold Winner – Traditional
Annual Reporting

Adobe Design Awards:
Semi-finalist in Motion Design

Adobe Design Awards:
Semi-finalist in Package Design

York U Faculty of Design:
Design Achievement
Scholarship

York U Faculty of Design:
Portfolio Review Scholarship



Cervélo 2019 Lineup

Product Graphics

— Strategic Vision

Create a series of paint schemes for a lineup of high performance bicycles who's uses are similar, yet uniquely different. Cervélo's bike graphics had always been a bit dated, both in colour and graphic application, so for 2019 we were tasked with helping get it ahead of the curve.

— Design Intent

Traditionally seen as a "black and red" brand with hints of grey thrown in when we really wanted to let our hair down, we started with developing a new colour palette for 2019. One that looked beyond the cycling industry for inspiration; at likeminded hobbies, other high-end performance brands, and similar athletics.

Once we had a colour palette we were comfortable with, it was time to create a system of graphics that gave each model in our lineup a unique identity, while conveying a united feeling of speed and movement.







Team Sunweb Partnership

Race Livery

— Strategic Vision

Design a race livery to highlight not only a new partnership with one of the best teams in cycling, but the launch of an audacious new platform to signal a new era in Cervélo's history.

— Design Intent

In a sea of black and red bikes, we knew that we would have to do something different to stand out from the crowd, but how when the team colours are black, red, and white? Added to that strictly defined logos, placements, colours, and background colours, we knew we were in for a challenge.

We started with the production bike's existing mask lines and graphic areas in order to maintain a relationship to our retail products, and from there manipulated them to reflect elements of the team's uniforms and colours. Next we had to figure out how to have all of the team's sponsor logos sitting on the appropriate coloured backgrounds – luckily this allowed us to introduce a unique fade element to the bike.

The resulting livery garnered a, "coolest f*cking bike ever" from several of the team members, and inspire the uniform provider to incorporate a fade into the jerseys – not a bad way to start with a new team.





The logo features the text 'P5X' in a large, bold, italicized sans-serif font. To its right is a vertical bar, followed by the words 'PERSONAL.' and 'BEST.' stacked vertically in a smaller, italicized sans-serif font.

P5X Launch Campaign

Branding & Strategy

— Strategic Vision

Design a launch campaign for Cervélo's most audacious product yet, one that was the result of years of data acquisition and rider focused research and development.

— Design Intent

For this launch we developed a tagline, Personal. Best, to play on both the performance element of the bike, but also to emphasize the focus on usability and customization available to the customer. We then developed a lockup to compliment the branding that had already been developed for the bike.

Being such a highly customizable bike, with such a wealth of knowledge acquired in its development, we knew that the usual product page would not suffice in telling the story. A micro site was developed highlighting the unique engineering elements of the bike, and the stories of the people that helped create it.

We launched the bike at the biggest triathlon event of the year, the Ironman World Championship in Kona, Hawaii, and developed a suite of apparel to reflect and compliment both the bike graphics and the unique environment of the launch.

MAIN TITLING

SUB-TITLING

FURTHER DESCRIPTION

"It's badass duo ut wisi paulo. Per an volumus evertitur assueverit, per at mutat regione consulatu. Audire euismod qui an. Reprehendunt vituperatoribus vim ex, no vis aperiri vocibus recteque."



THE BEST IN THE BUSSINESS

Manufacturing, distribution, and sales are all essential to the success of any business. At Cervelo, we know that our customers are looking for the best in the business. That's why we've invested in the most advanced manufacturing equipment, and we've built a team of experts who can help you get the most out of your Cervelo bike.



#PSXPERSONALBEST



RIDER TESTIMONIALS

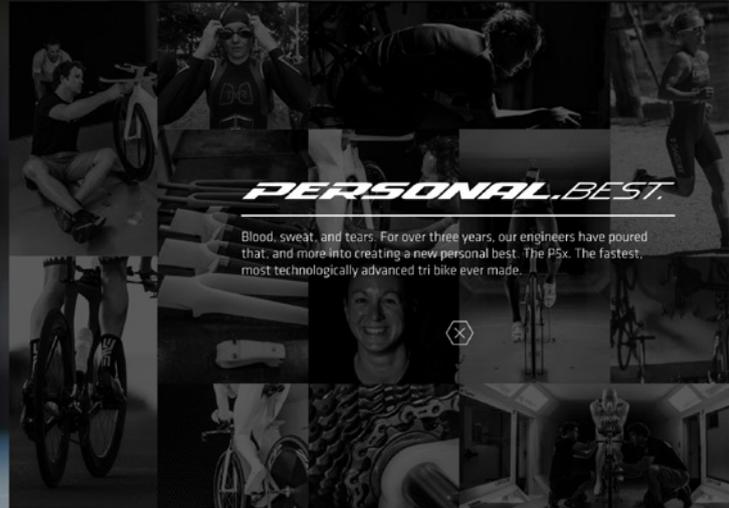
It's not just about the speed of the bike, it's about the feeling of it. The P5X is a triathlete's best friend, and it's helping them reach their goals. Here are some of the stories of riders who have found their personal best with the P5X.

SARAH PIAMIANO | TEAM WURTELE | CAROLINE STEFFAN

"I CAN SEE THIS REALLY HELPING MY RIDE!"
- Sarah Piamiano, Team Wurtele

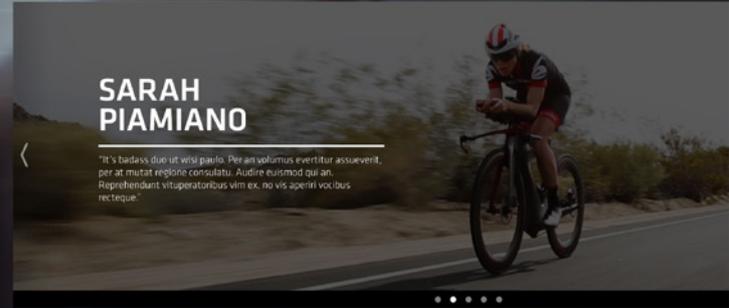
CERVELO P5X DURA ACE DIZ

Frame	Cervelo All Carbon Tapered 55 Tube	Headset	Force X2 110mm 1.5" SP
Seatpost	Carbon, Carbon Aero	Front Derailleur	SRAM Force Apex 2x 100% 11.8
Rear Derailleur	SRAM Force Apex 2x 100% 11.8	Shifters	SRAM Force Apex 2x 100% 11.8
Handlebar	SRAM Force Apex 2x 100% 11.8	Bottom Bracket	Force 11.8
Cassette	SRAM Force Apex 2x 100% 11.8	Wheels	SRAM Force Apex 2x 100% 11.8
Front Derailleur	SRAM Force Apex 2x 100% 11.8	Stem	Force 11.8



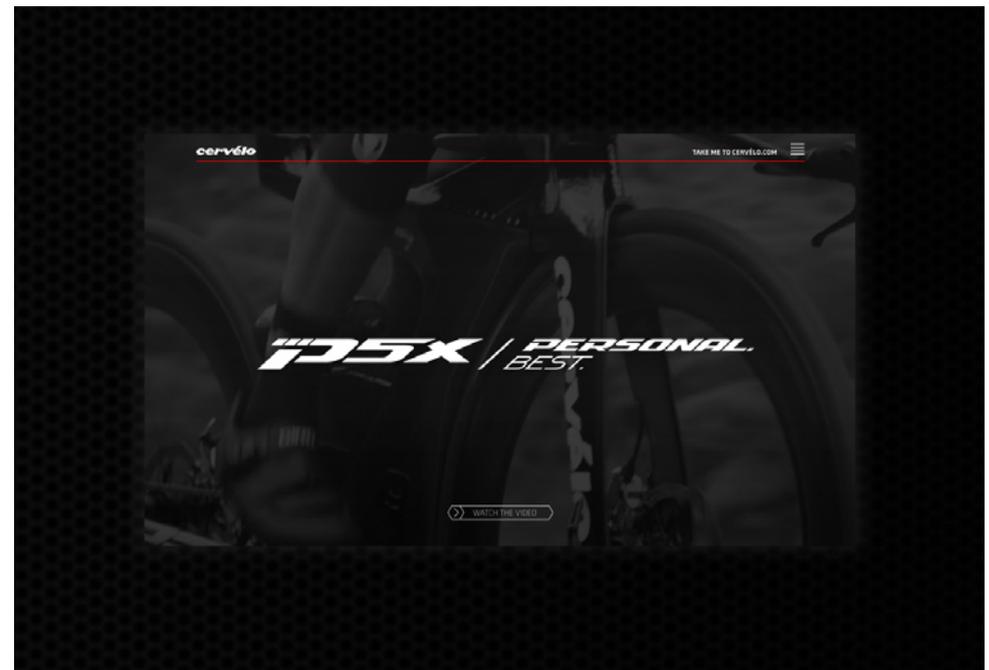
PERSONAL.BEST.

Blood, sweat, and tears. For over three years, our engineers have poured that, and more into creating a new personal best. The P5X. The fastest, most technologically advanced tri bike ever made.



SARAH PIAMIANO

"It's badass duo ut wisi paulo. Per an volumus evertitur assueverit, per at mutat regione consulatu. Audire euismod qui an. Reprehendunt vituperatoribus vim ex, no vis aperiri vocibus recteque."







Cervélo R5 Cobble

Custom Teaser Livery

— Strategic Vision

Design a camouflage to hide the tube shapes of the new R5 while the team tests the bike in early season races. It was a simple ask, but we wanted to do more than pick a cool pattern and throw it at a bike – we wanted to use this as an opportunity to create something that would both look stunning and also hint at the history behind the bike's lineage.

— Design Intent

To do this we looked at where the classic road bike is most commonly used in contemporary pro cycling – the spring classics. This gave us the opportunity to focus on the emotional cache of the typically brutal spring weather and uniquely difficult terrain of these races. To do this, we took an image of the iconic cobblestones of the most quintessential spring classic, Paris-Roubaix, and created a half tone pattern to which we then scaled up to abstract and laid it over the bike.

The result was a graphic that achieved a macro/micro effect, where at the focal lengths that audiences typically view the bike, the graphic appears as a pattern, but up close, where media and rival teams typically view the bike, the effect is one of a distorting texture.





WestJet Canada

An Updated Logo to Reflect Canada

— Strategic Vision

When WestJet decided that they would expand their routes beyond Canadian destinations they approached us with the task of expanding the visibility of their Canadian roots. We were asked to revamp their logo in order to put an emphasis on the Canadian heritage of the airline when seen overseas.

— Design Intent

Not wanting to lose the existing cache in their logo, it was requested that we think about how to do this, while minimally effecting the silhouette of the existing logo. To do this we experimented with various ways of incorporating a maple leaf into both the word mark and the existing delta icon. In the end we landed (pun intended) on a modified version of the delta transformed into a maple leaf.





Yorkville Village

Retail Branding

—

Strategic Vision

Located in the heart of one of Toronto's most affluent neighbourhoods, Yorkville, Hazelton Lanes shopping centre was renamed Yorkville Village in order equity in the neighbourhood as a shopping destination on the whole.

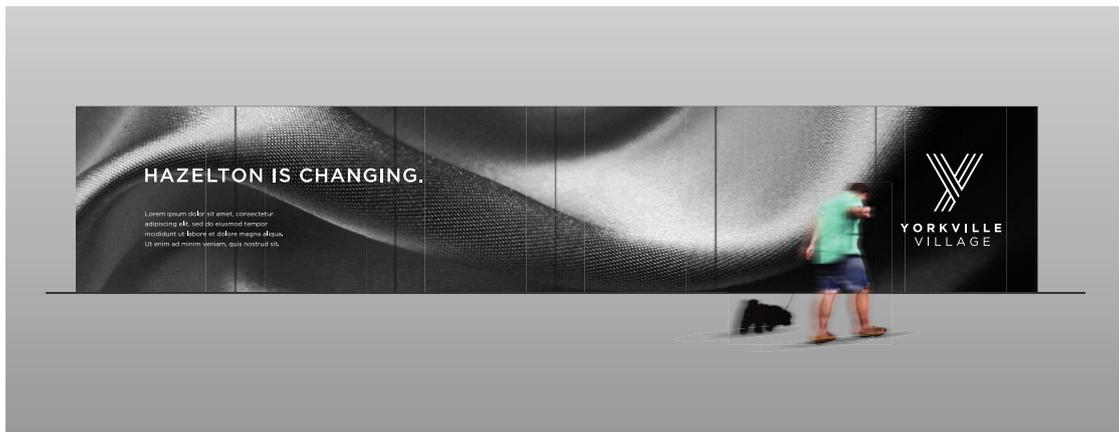
Many other names were explored including some that made reference to surrounding streets and areas which had been identified as potential areas of expansion in order to develop associations with those places to the neighbourhood of Yorkville. Ultimately Yorkville Village was chosen in order to focus on building name association with the core of the neighbourhood.

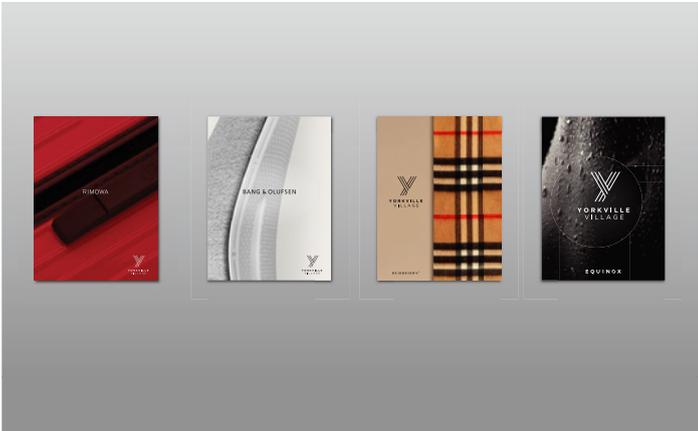
—

Design Intent

The logo was designed with meandering alleyways in mind — calling to the sense of discovery experienced when shopping in bazaars and night markets around the world, and the maze-like nature of the Yorkville area itself.

A simple ribbon motif was proposed in order to enhance this sense of discovery. By ensuring that the ribbon elements were always simple in form and untangled the hope was to encourage images of the free flowing nature of wandering peaceful exotic marketplaces.







Heritage Toronto Branding

— Strategic Vision

How do you make heritage and preservation relevant to an uninterested and untapped youth audience without disenfranchising a very strong core of mature supporters and volunteers? That was the biggest challenge when developing the new strategic vision for Heritage Toronto.

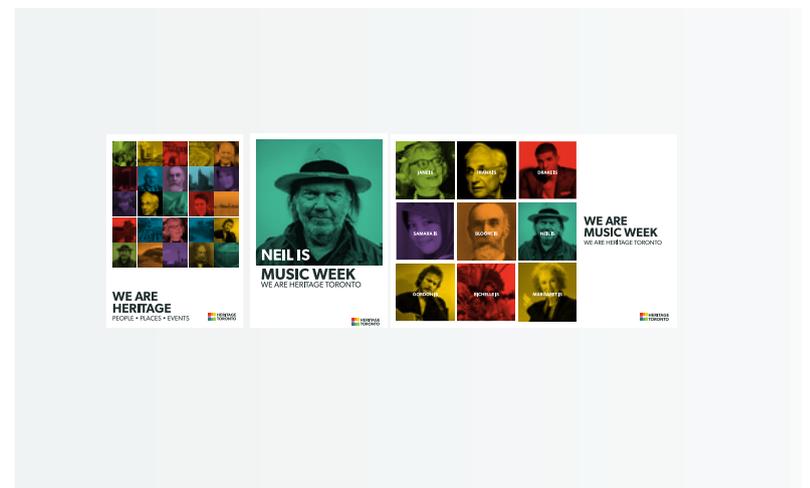
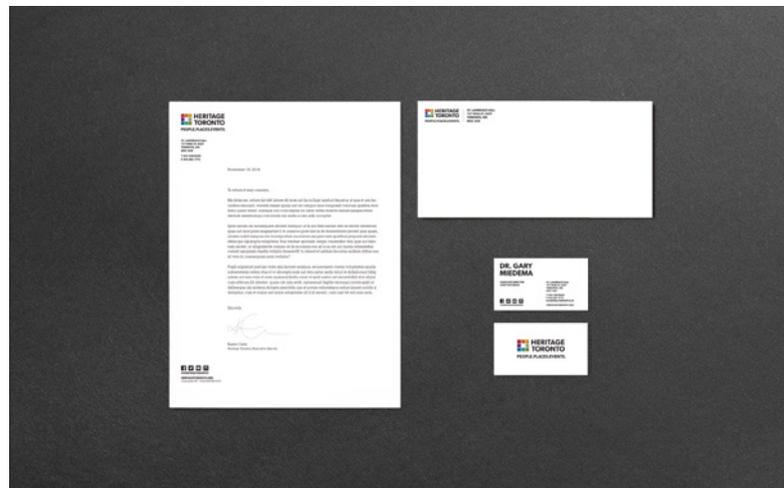
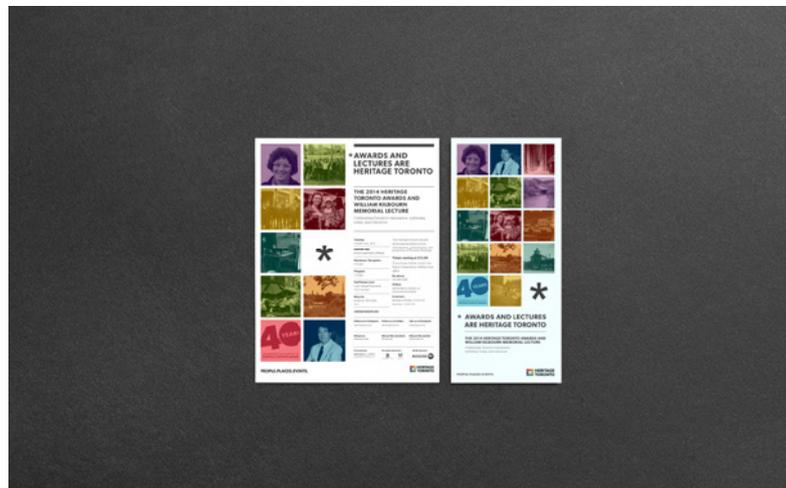
Heritage societies have long been associated simply with old buildings and dank cellars. With Heritage Toronto's new positioning we wanted to focus on the cultural implications that not only Toronto's historical sites have had, but also its residences have had on our city's identity yesterday, today, and tomorrow. Heritage Toronto is unique in that it is a group not solely focused on preserving Toronto's history, but one that focuses on nurturing the roots for what will become tomorrow's history; the people, the places, the events.

— Design Intent

When much of your media is volunteer submitted it can be difficult to establish a coherent photographic voice. That's why when deciding how to render images a bank of filters were created — a simple way of ensuring uniform appearances though out all imagery.

These filters utilized a new colour palette that had been developed to bridge that gap between the two seemingly disparate target groups that had been identified. The initial pallet was much brighter, certainly too bright for most of Heritage Toronto's base audience, and was meticulously scaled back until a happy medium was achieved.

The filters were developed to be applied in a grid, mirroring the logo which makes references to the gridded nature of the city we live in and the Rubik's Cube of diversity and cultures that define our identity as a city. This grid system has been applied heavily throughout the material as one of Heritage Toronto's requests was to develop a visual language that was easily digestible by their in-house design team.





Toromont Annual Report

Annual Reporting / Editorial

— Strategic Vision

Toromont's approach to annual reporting is a little bit different than one would expect, instead of reporting solely on the financial state of the company, every year Toromont dedicates the front end of their report to the success stories of its clients and partners.

Because of this we are able to approach the design of the report from a different lens — one that allows us to treat it more so as an editorial piece than a piece of financial reporting.

— Design Intent

Our mandate was to develop a highly versatile grid that would allow us to shift the focus of the report towards a image driven format from the highly text heavy format typical of annual reports. The reason? To continue to enhance the human and intimate feeling that focusing the content of the report on client success stories achieves rather than that of hard numbers.

Large graphic use of type and overlaying of other graphic elements continues to direct attention to the imagery as well while an oversized header allows for the requisite statistical information to be displayed alongside the accompanying stories.



Toromont-supplied Cat G352D generator package

Providence Healthcare

Branding

PROVIDENCE
Healthcare

— Strategic Vision

Providence HealthCare is an institution that focuses on long-term and palliative care, as a result the relationships that its staff share with patients is much warmer than one would typically expect at a hospital. With this in mind the focus was put on the emotional side of healthcare rather than the clinical.

Instead of choosing to focus on pristine and sterile environments we chose to turn the focus to the more human side of care; concentrating on the unique and candid moments that bring hope to those who help and those who need help.

— Design Intent

The idea of warmth and emotion resonated well with those at Providence and began a campaign of 'owning the orange' where subtle changes were made to ensure that warm tones and orange were ever present in the brand's visual language. It was quickly discovered that by turning to concepts as simple as making sure that the lighting was always warm and natural, the splashes of colour in the imagery were always orange, and that the emotions were always genuine the brand would be able to project itself on an almost subconscious level.

In order to create a graphic element that would support the imagery the logo was designed to be utilized as a super graphic. Representing the link between patient and care given the logo continues to enforce the human centric nature of Providence's mission statement.



YSDN Delve

Exhibition Design

— Strategic Vision

Delve was the name of the YSDN 2013 Grad Show, and for this project, I was tasked with the daunting role of leading the team that would take the show's identity and carry it out throughout the event itself.

Challenged with a limited budget we developed an all-new display system that allowed us to utilize single materials across many different applications through the show with little or no modification. The centrepiece of the project was the design and construction of the students' display stations; these were designed modularly, giving us the ability to use a single unit in a variety of configurations, or to combine multiple units for even further customization

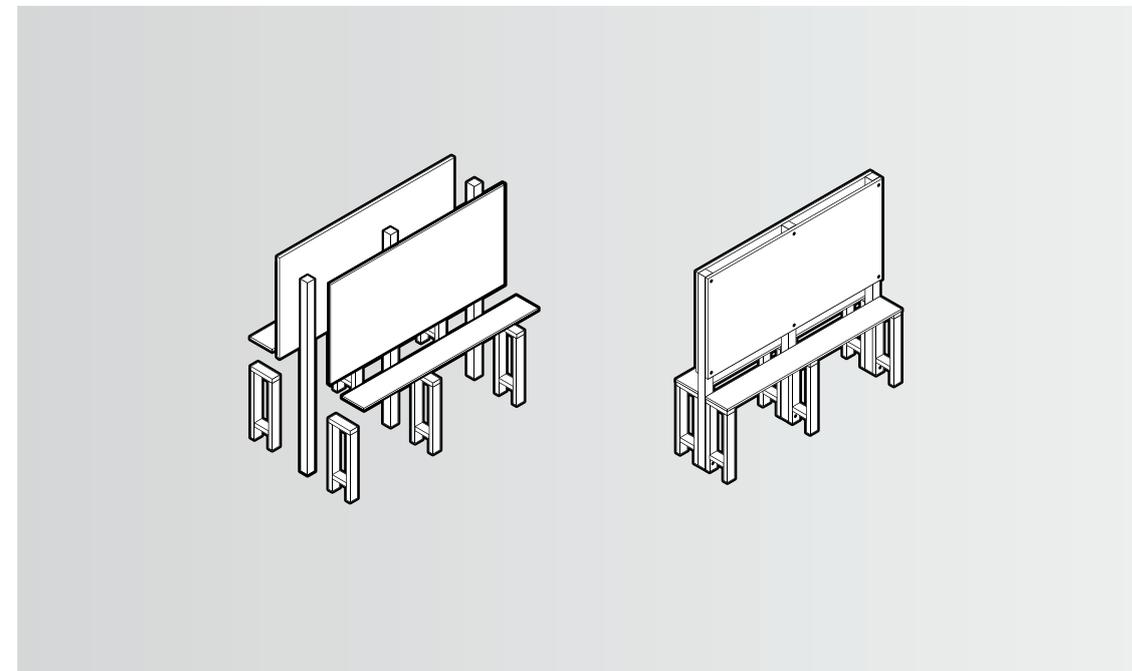
— Design Intent

In addition to the display units a wide variety of touch points and mediums had to be considered. With more and more students choosing to show their multimedia work on iPads and on screen, and lacking the budget to allocate a screen to every student media station had to be thoughtfully designed and positioned within the show in order to display the work and brand, but to also protect the equipment.

Given a venue with so much character, we decided that rather than have our brand compete for attention with space we would let our displays and brand compliment the space. Choosing raw construction lumber and industrial hardware created a relationship between our show and the space, while strategically placed accent colours and logos ensured that the Delve identity was ever present.









Thanks
for stopping by!

—

[Hello@AlbertPhan.com](mailto>Hello@AlbertPhan.com)