



The 50 Studio

Design & Technology Solution

About Us

Who we are

A young, thriving production house focusing solely on creating the best solution for every project we're participating in.

We're Absolutely Commit To

creating All-rounded solutions. No exaggeration, as our team is built surround people who care deeply about what they are doing, we only take on projects where care for qualities are a priorities. Being strong on both Ui/Ux design & solution design, we're confident to say we only deliver what's best that could be for any project we're working on.

Our Fields

- Website Ui/Ux Design & Build
- App Ui/Ux Design & Build
- Game Design
- Game Ui/Ux Design
- Visual Branding Development
- Key visual Development

Design Philosophy



As people who's been working with designs for a decade, and also as businesses owners, we understand that design is all about the people. Thus, our philosophy for designs lie in a set of Checklist that all design must meet and prioritize as follow:

- **Functional**

A design should always serve its purpose: Easy to use, easy to understand, easy to interact with, and very well-functioned.

- **Story-telling**

A Design shall deliver the message it's meant to convey in the first glance. Better design must also do the same, yet with more meanings compressed in a symbol.

- **Creative**

A Design then should be original. Tell stories & deploy functions in ways that are more rememberable, smarter, while embedding a sense of characteristic in it.

- **Aesthetic**

Last but not least, a design should and **MUST** look good. Each element must support the other ones to create a well-harmonized overall layout.

The Team



Khải Lưu

Chief Creative Officer

- Founder of [The 50 Studio](#)
- Brand Director of [Macadaiviet](#)
- Founder of Homeland Artists
- Co-Founder at Hạt Úb JSC.
- Former Digital Marketing Lead at [Crimson Education Vietnam](#)
- 9 years in Graphic Design



Đài Trương

CEO & Dev Lead

- Co-Founder of [The 50 Studio](#)
- Former Personalized Internet Assessor at Lionbridge Technologies, INC - Google LLC
- Former Amazon Associates - Amazon's affiliate marketing program
- 7 years in Website Development



Koi Nguyễn

Media Production Lead

- Founder of [Koi Nguyễn Photography](#)
- 9 years experience in Photography & Media Production.

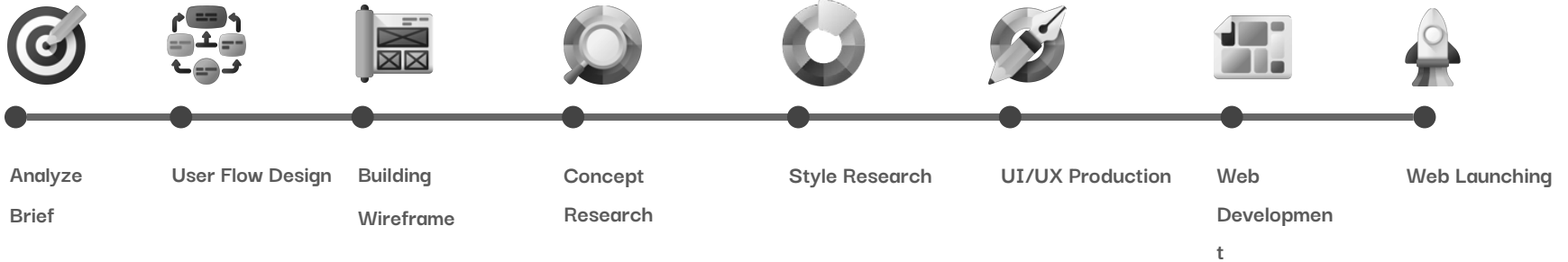
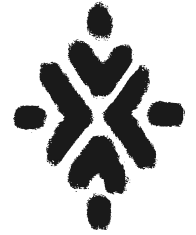
Previous Partners



Web/App Production

Our UI/UX Process

A process proudly built to make everyone story a one-of-a-kind



Profile Studying

These are the steps dedicated to make sure that the brand and us are completely on the same page, with all ideas laid out and understood thoroughly, hence can be consulted and developed further.



Analyze Brief

Analyzing The brief includes not only analyzing the brand's request, but also analyzing the brand's products, the brand's story and the brand's unique selling point in their field. This process is to know the industry and the requirements as well as the segmentation our products is aiming at, so that we can deliver a product that fits these varied aspects.

User Flow Design

After understanding the products and services of the brand, a user flow is built to best present them. The user flow is similar to a sitemap, with all pages and contents on the pages noted out, all functions provided and explained, then mapping and connecting everything together to give the clearest picture of all elements that will be produced on the website and how they are connecting to each other.

Building Wireframe

Wireframe helps to set up a Hierarchy for all elements. With the wireframe, the brand and us can understand our expectations on how elements and groups of contents will be layouted, besides discussing and making sure what elements will be presented and how they are presented later on.

UI/UX Production

These steps' goals are to come up to the best possible web design.



Concept Research

Concept research ensure what concepts should be used for the industry that the brand is competing on. This will help to create an alignment between the website layout with the brand's identity, while still being adaptable to the market and its customer digital behavior.



Style Research

The style Research helps to dig in better how the UI aspects will be produced. This includes the Layout style (Collaging or Minimalism, e.x.), the graphic elements style (photogenic or 3D, e.x.), the website colors, the typography, and all related aspects of the web that has been decided through the wireframe and the user flow.



UI/UX Production

After everything has been decided and confirmed, including the UI style (through style research), the UX pathway (through concept research), the web's structures and contents layout (through the first 3 steps, we design!



Web Development

After 2 rounds of revision basing on the UI/UX preview. We bring the design into life. This process includes setting up the host, the domain, the functions, the front end and the back end for your website. Depending on how you want the web to be developed, this process will be different and might take different amount of time.



Web Launching

And that's pretty much it. Before you can officially launch the website, we will provide you with a manual on how to edit contents, add images, what kind of visual elements should be used and what should not, etc., basically everything you need to know to run your website smoothly. Besides that, we have technical support for half a year after launching so no worry on stuffs happen, we will be there for you!

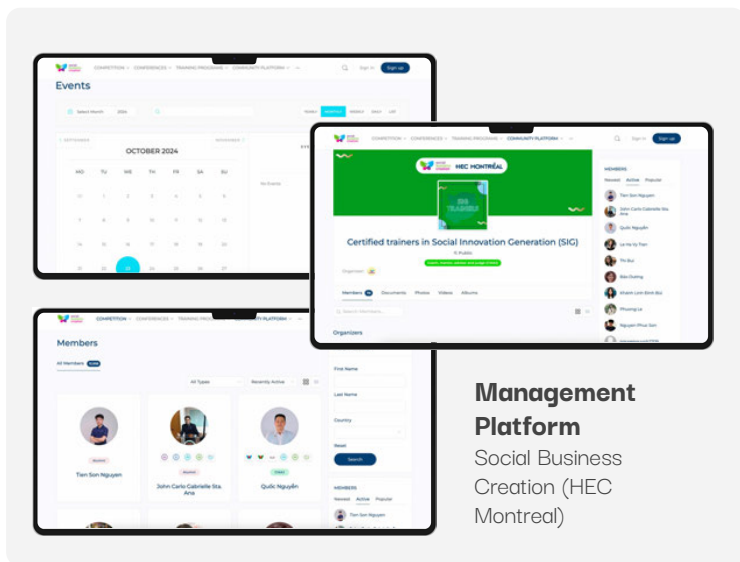
Develop and Launch

The final steps to have your website/app done!

Previous Works

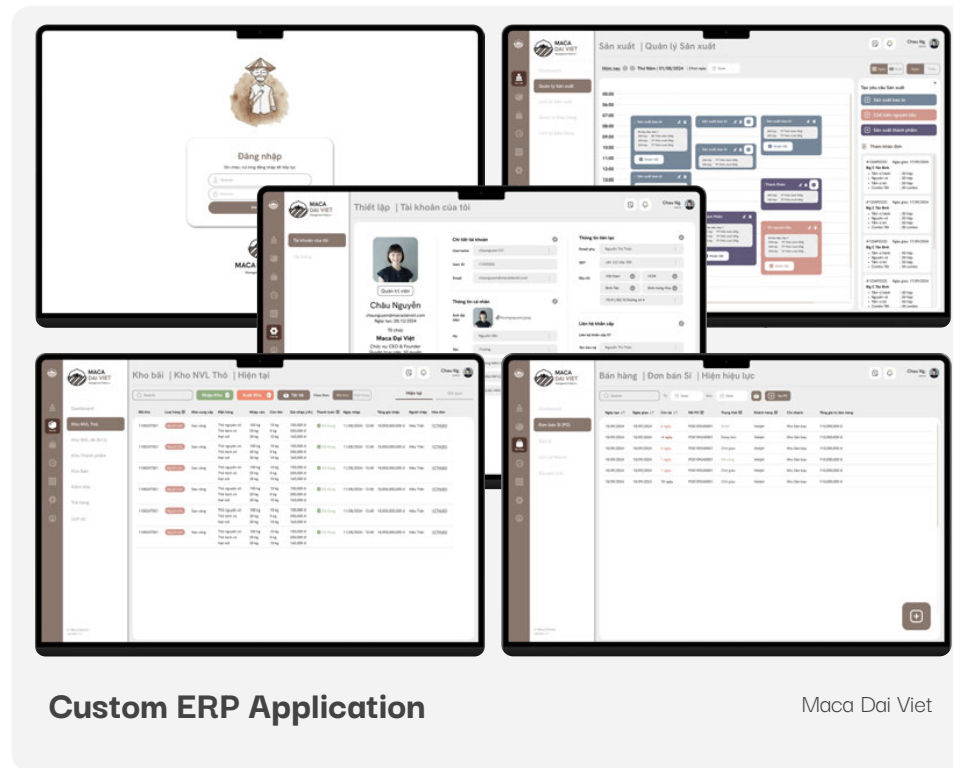
Apps & Games

ERP & Management Tools Development



Management Platform

Social Business
Creation (HEC
Montreal)



Custom ERP Application

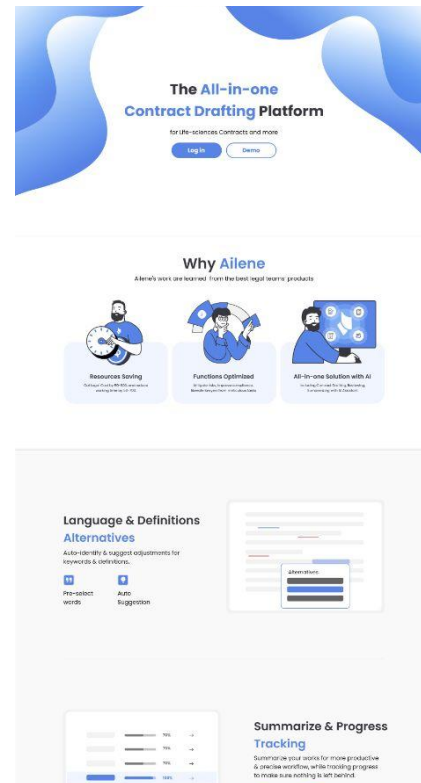
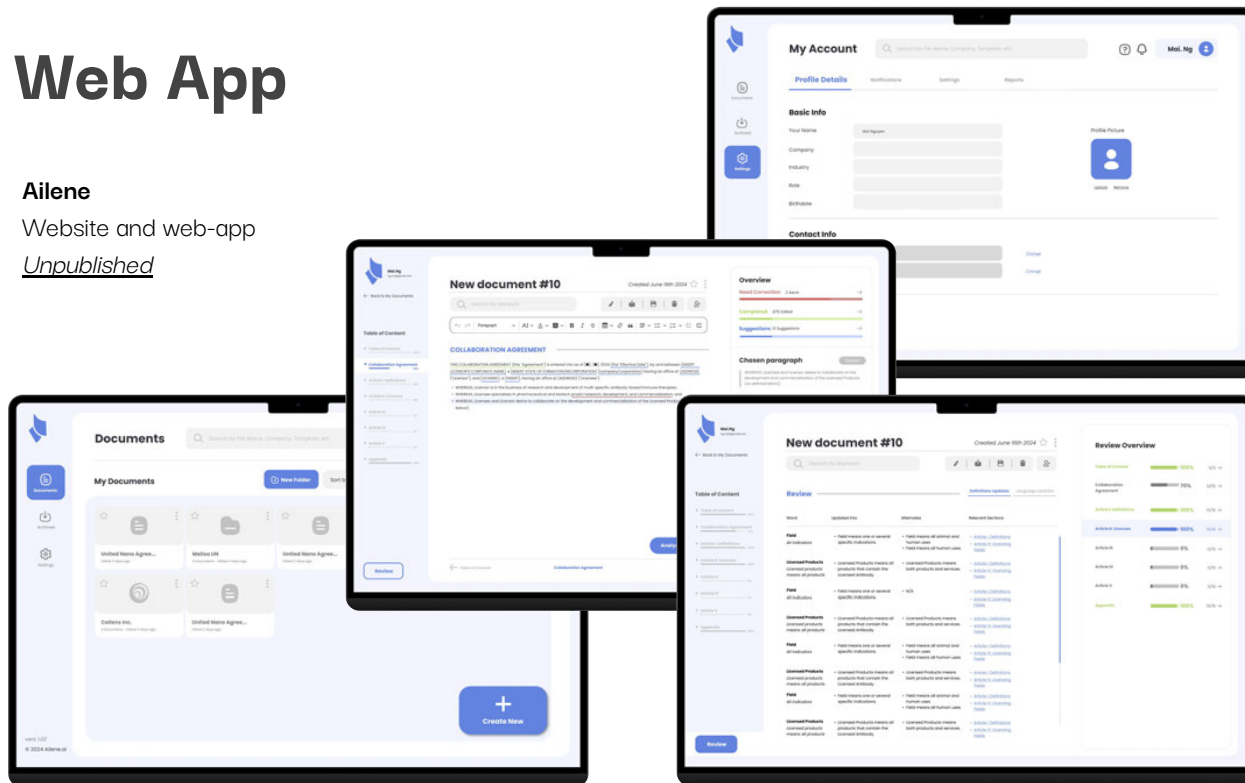
Maca Dai Viet

Web App

Ailene

Website and web-app

Unpublished

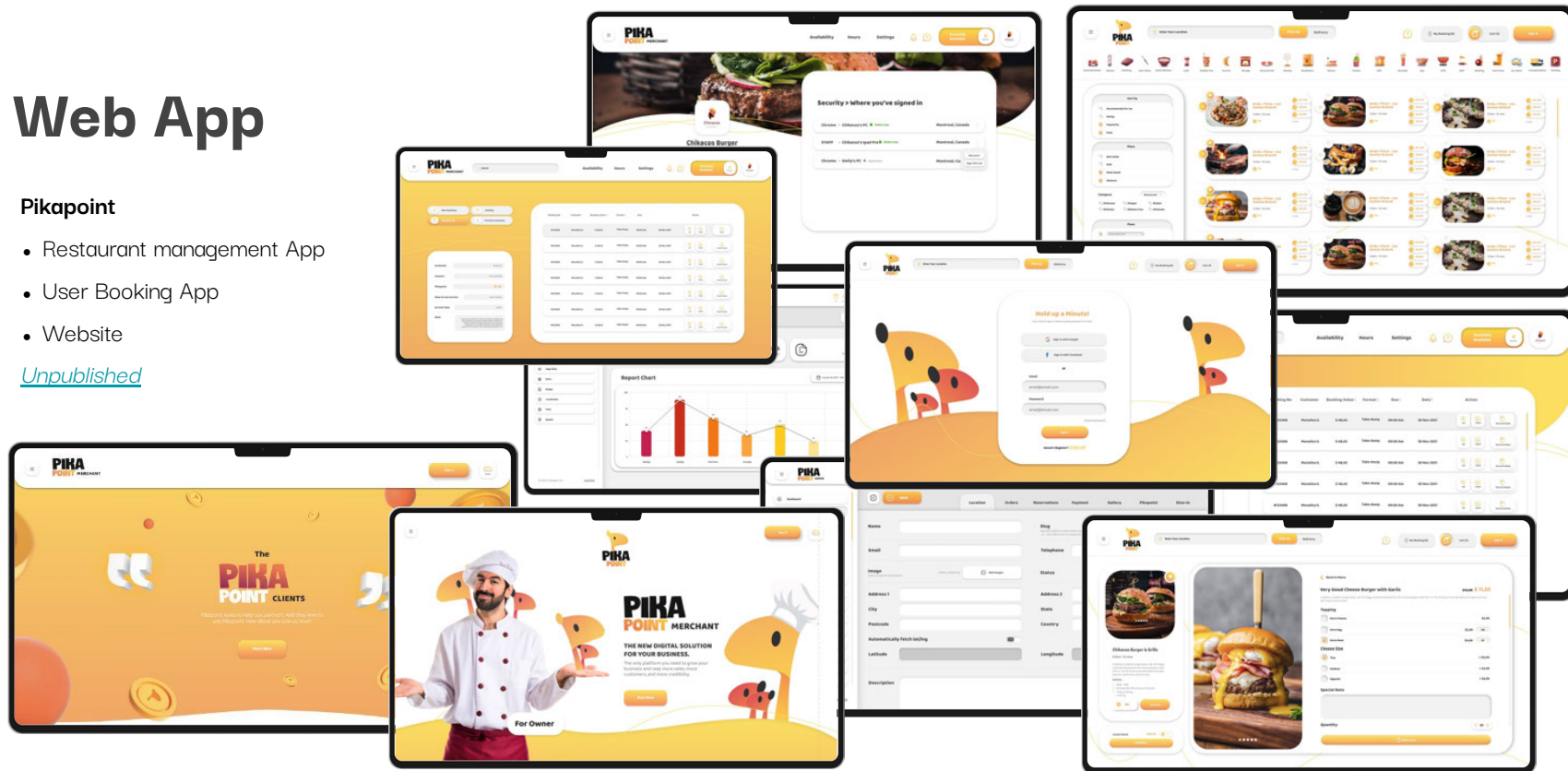


Web App

Pikapoint

- Restaurant management App
- User Booking App
- Website

[Unpublished](#)



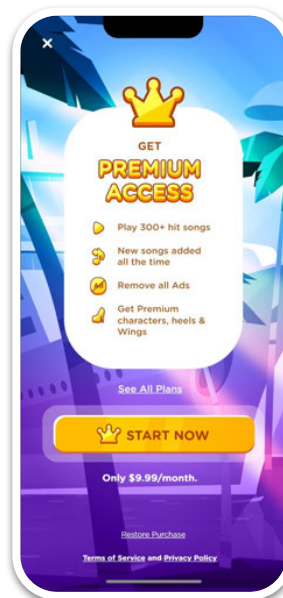
Game UI & Mobile Design

When it comes to mobile design, we are extremely careful in the design to ensure functionality and aesthetics of any product that we design.

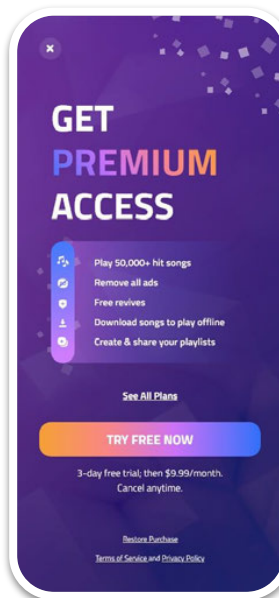
Below, you will find a typical design guideline built before we start doing anything. This is our commitment to the product's quality and success. Indeed, all 4 of the games that we had design has had their subscribing rate increased by at least 34%, the highest one increased by 56% - All just by redesigning the 1 paywall page in the right way.



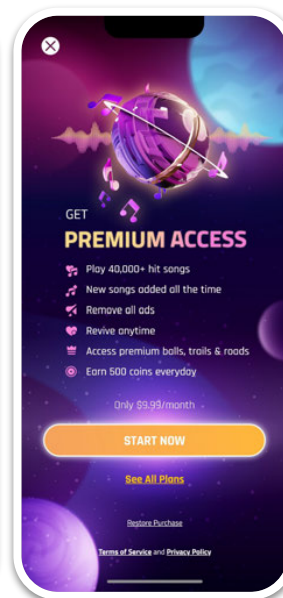
Dancing Road - (100M+ downloads)



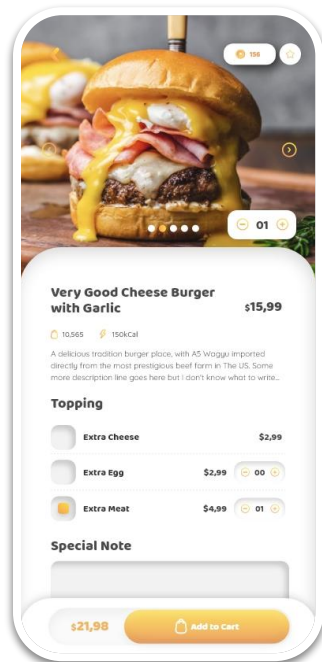
Dancing Race
(10M+ downloads)



Magic Tiles 3
(500M+ downloads)

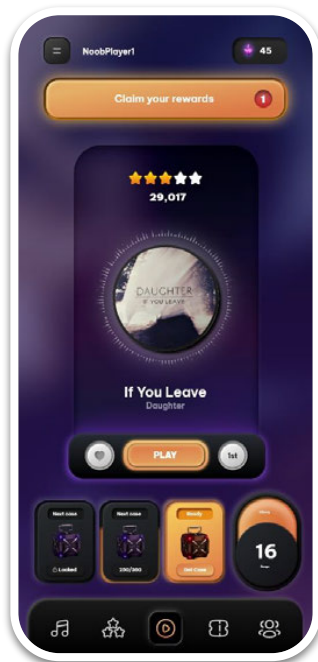


Tiles Hop
(500M+ downloads)



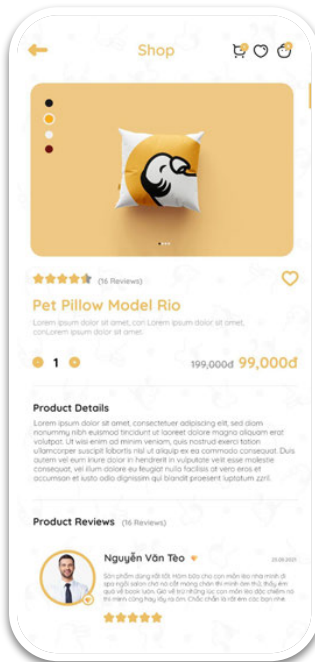
Pikapoint

Food Ordering App



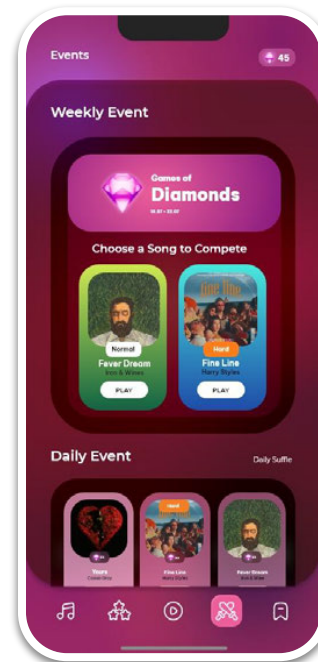
Big Star

Music Game



Chinopet

E-com & Pet Managing App



SuperStar

Music Game (50k+ Download)

Jukebox

Full-scope game design:

- Game visual concept
- Game Ui/Ux
- Game Full Branding package
- 3D assets
- Animation
- Marketing Materials



DrumStar - Beat Master

Full-scope game design:

- Game visual concept
- Game Ui/Ux
- Game Full Branding package
- 2D assets
- Animation
- Marketing Materials



Introduction Deck - Ui/UX



SuperStar: Music Battle

Full-scope game design:

- Game visual concept
- Game Ui/Ux
- Game Full Branding package
- 2D assets
- 3D Assets & Gameplay
- Animation
- Marketing Materials

Abbe

Contains ads · In-app purchases

4.1★

2.49K reviews

100K+

Downloads

3+

Rated for 3+ Ⓢ



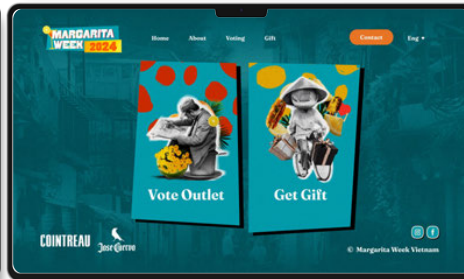
Previous Works

Landing Pages

Summer 2023



Spring 2024



Summer 2024



Vietnam Margarita Week

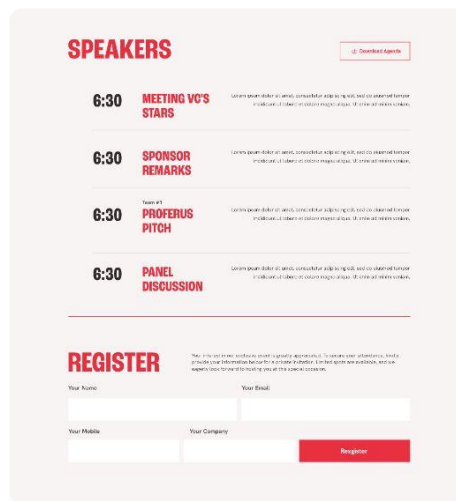
Jose Cuervo & Cointreau - Alchemy Asia

Case Study:

<https://www.behance.net/gallery/186046039/Margarita-Cocktail-Event-Landing-Page-UiUx-Design>



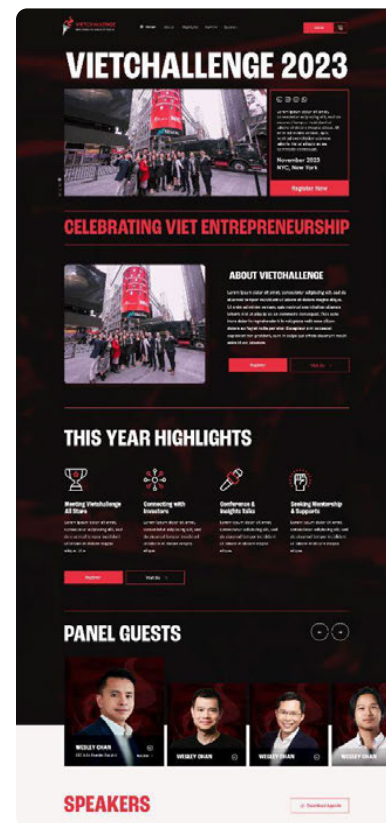
OPPO Reno 11F Landing Page



Vietchallenge 2023

Global entrepreneurship Incubation
platforms

<https://2023.vietchallenge.org/>





Le Corto

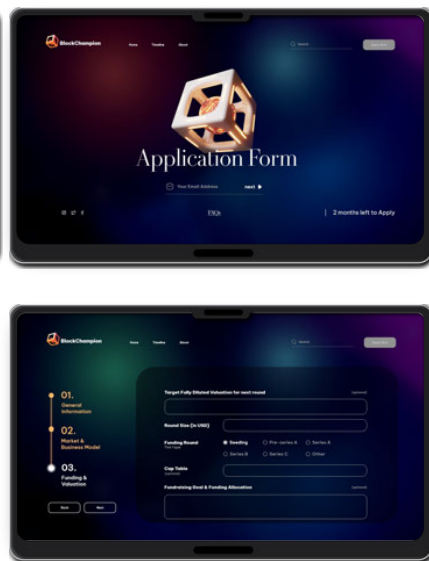
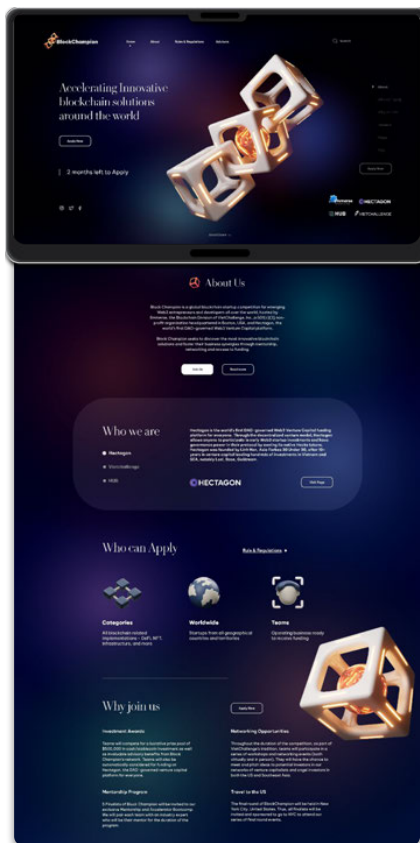
Fine Dining Restaurant - **Vietnam**

<https://lecortovietnam.com/>

Homeland Studio

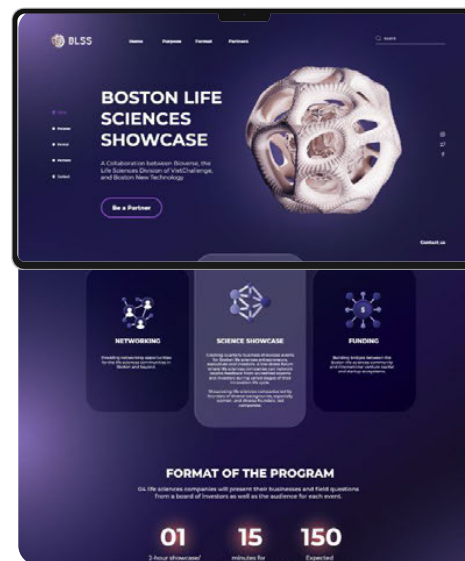
Check the Preview, we did lots of animation

[Preview](#)



Block Champion

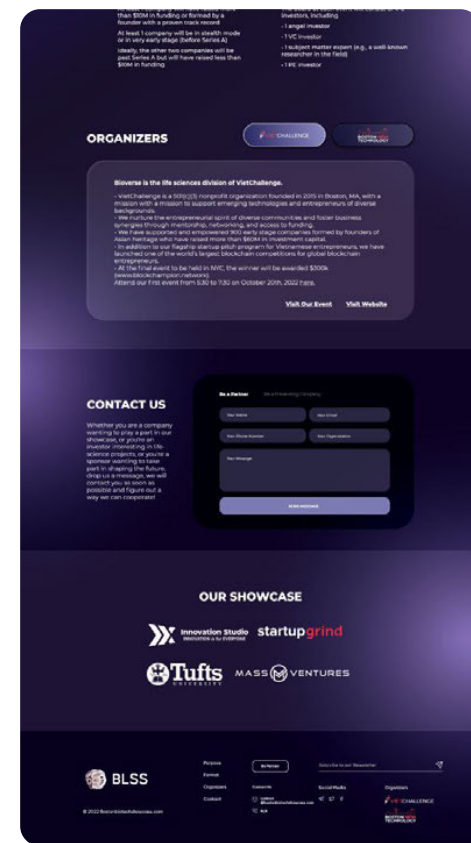
International Blockchain Competition
<https://blockchampion.network/>



Boston Life Science Showcase

Science Showcase / Portfolio

<https://bostonlifesciencesshowcase.com/>



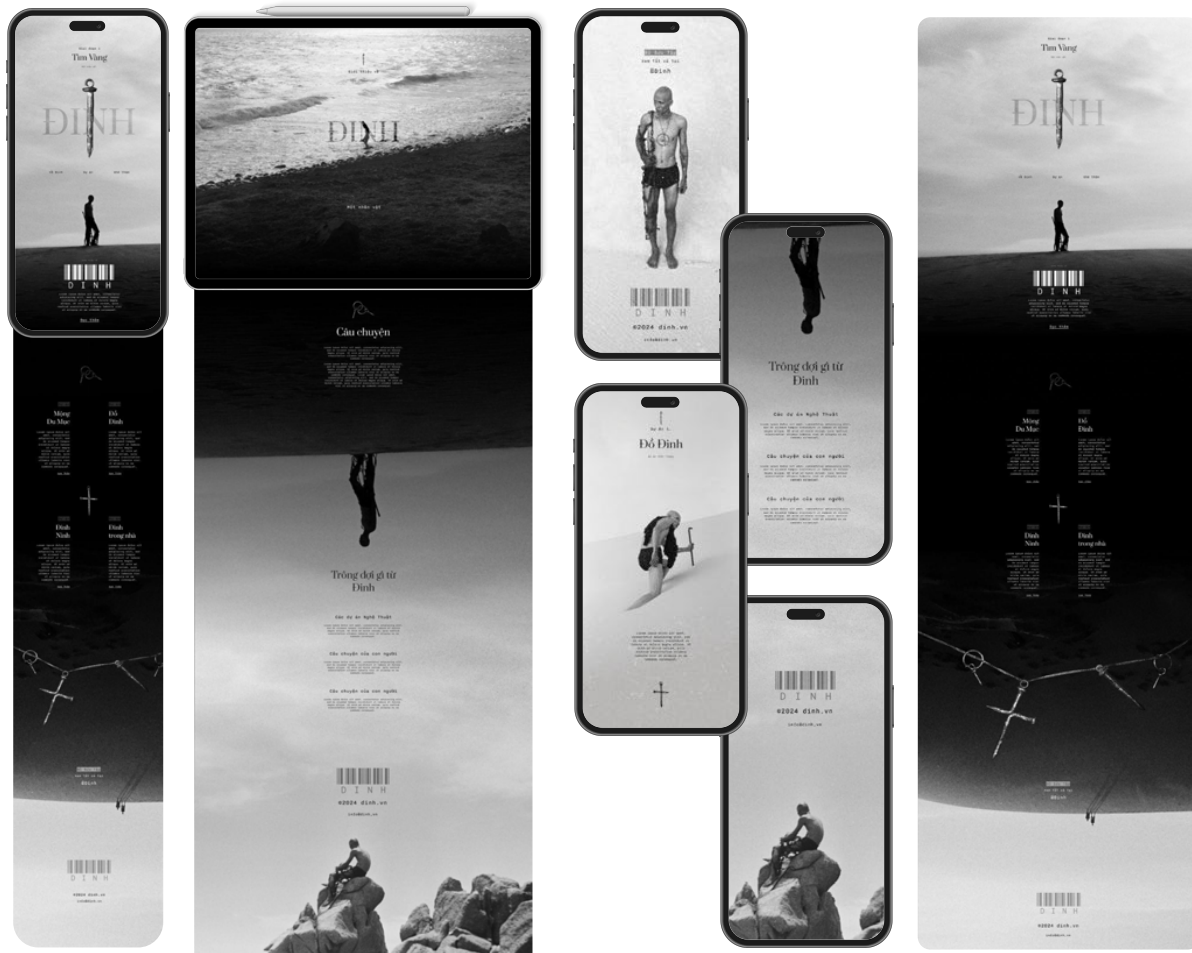
Dinh

High-fashion Brand

HCMC, Vietnam

<https://dinhlab.vn/>

Introduction Deck - Ui/UX

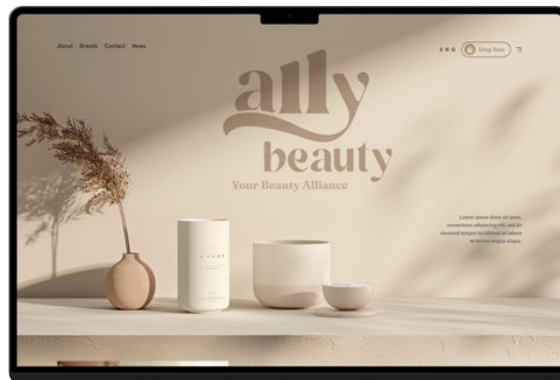


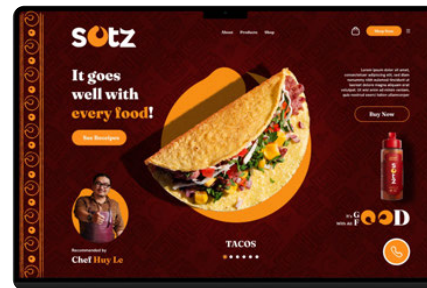
Ally Beauty

Beauty Products Distributors

Seoul, Korea

[Preview](#)





Sotz

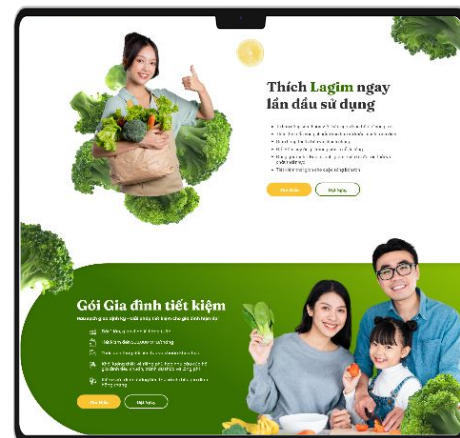
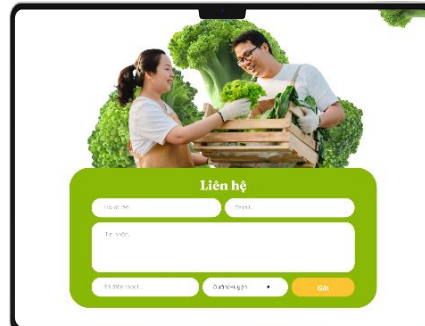
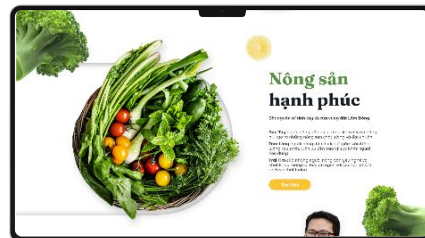
Habanero Hot Sauce

Vietnam, Australia

sotz.me

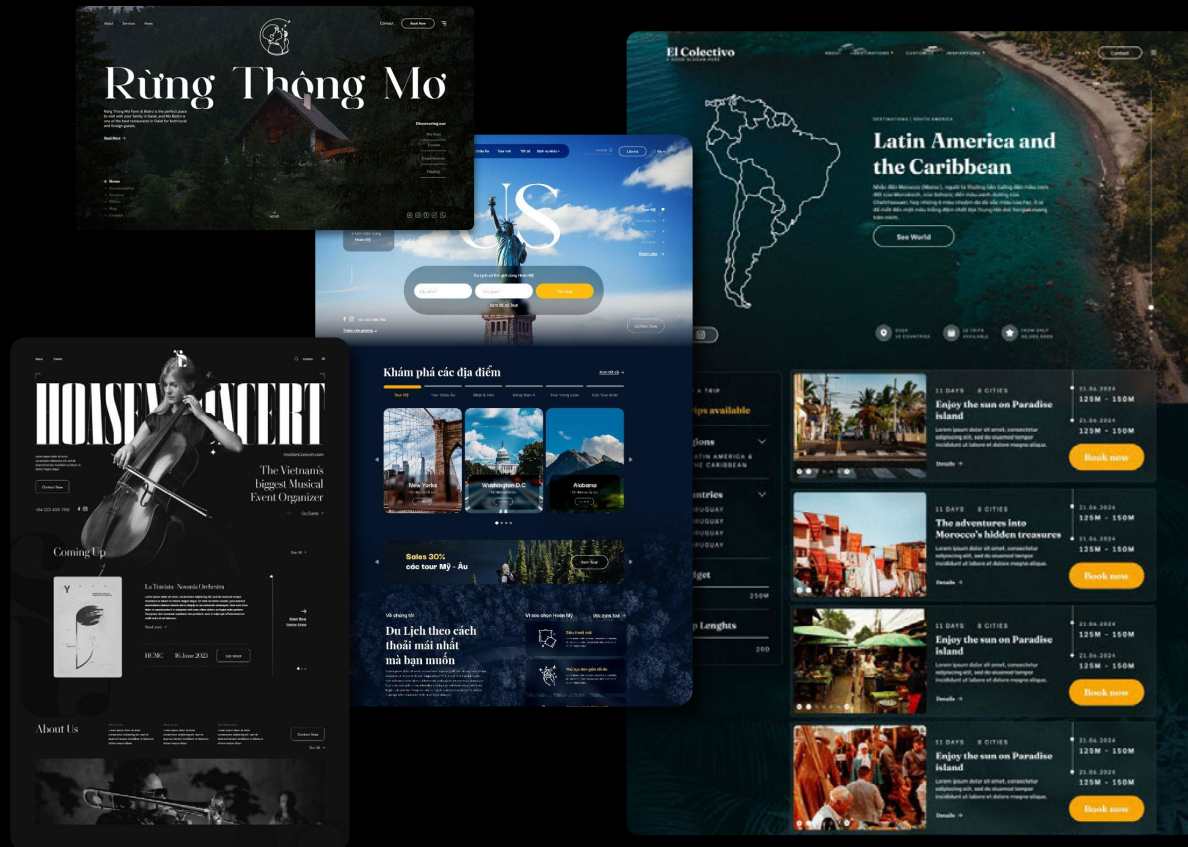


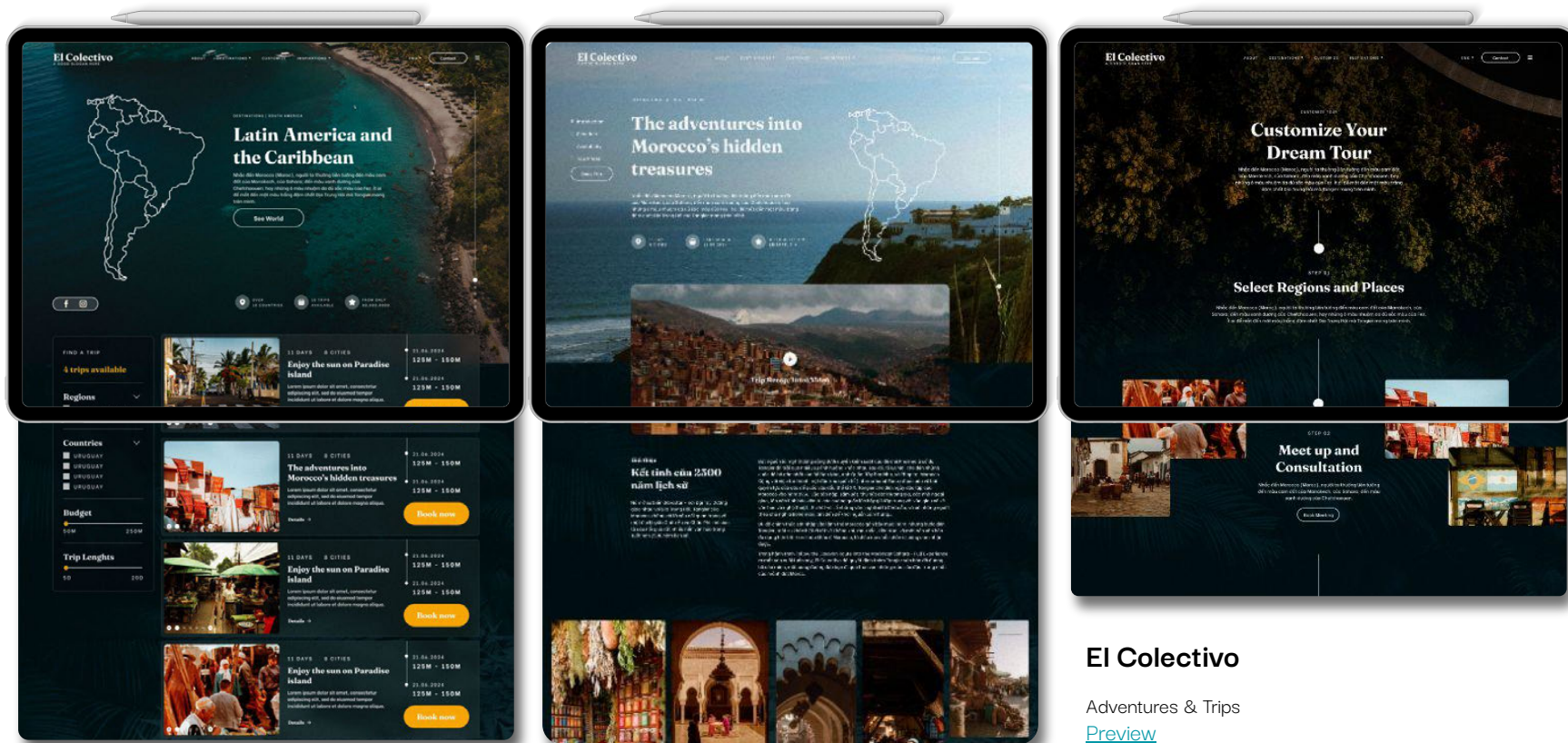
Lagim

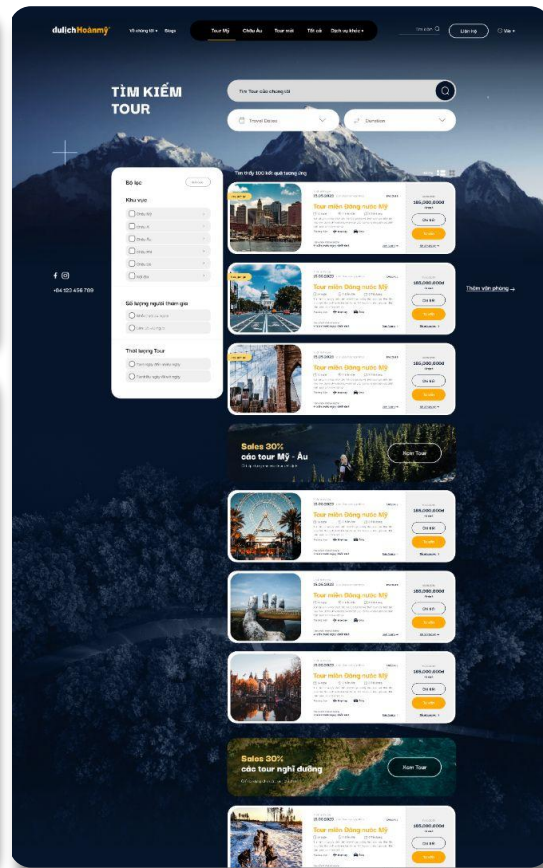
<https://lagim.vn/>

Services Booking & Listings Sites

Booking, Listing Services,
Portfolio Showcase, Services
showcases

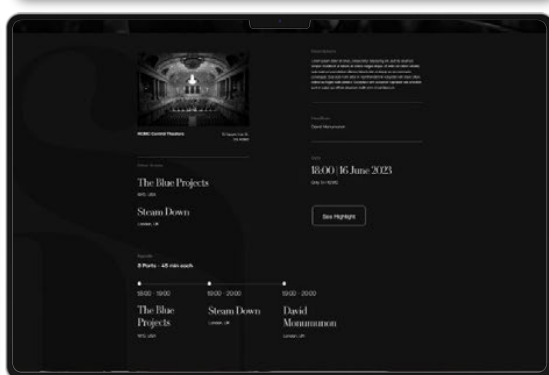
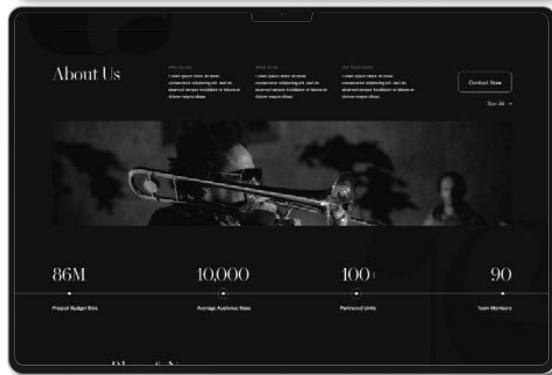






Dulich
Hoan My

Tour Search & Booking
[Preview](#)



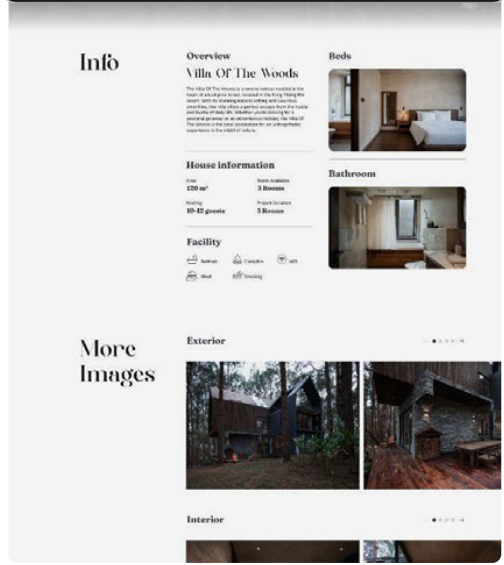
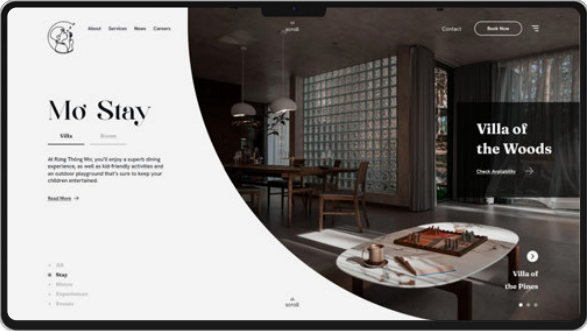
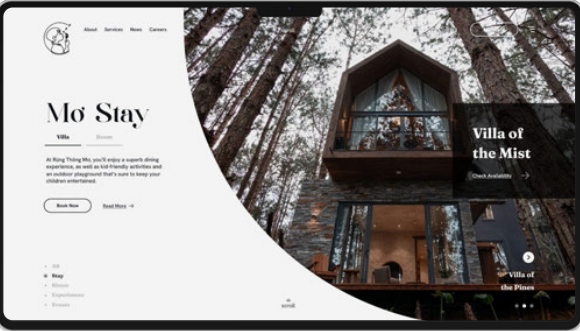
Hoa sen
Concert

Project Showcase
<https://hoasen.the50studio.com/>

Rừng Thông Mơ

Resorts & Bistro

[Demo](#)



Previous Works

Portfolio Sites



Maca Dai Viet

Portfolio / FMCG / E-com

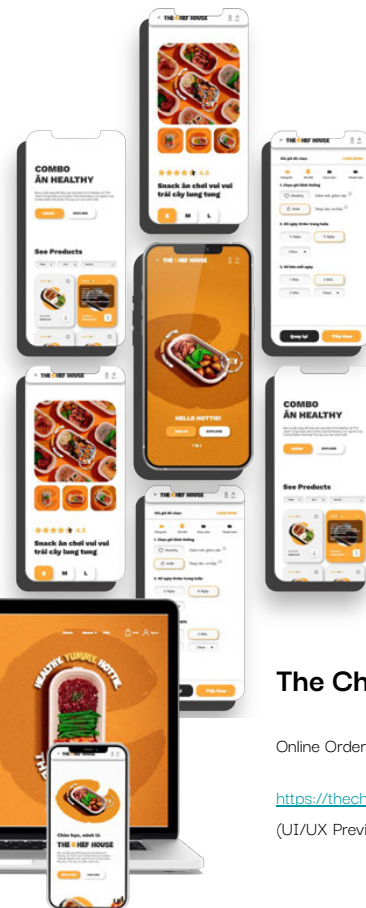
<https://macadaiviet.com/>

About Our UI/UX Design

We takes responsibility for creating both UI/UX and website Development.

Understanding that different customers have different needs for the home, we build a team with varied backgrounds to adapt:

- Web Development using Wordpress and Elementors.
- Web Development using Python & Javascript, we code it ourselves.

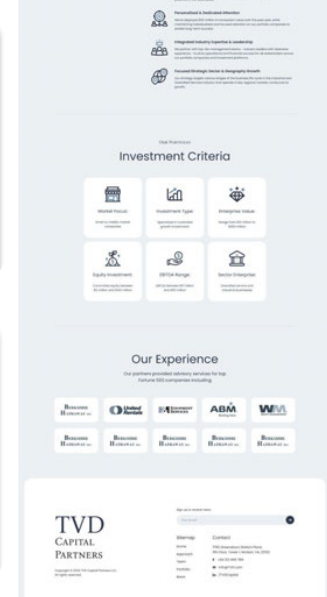
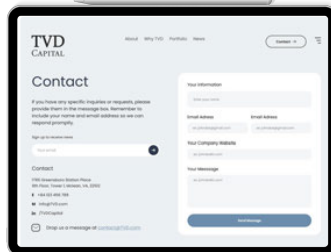
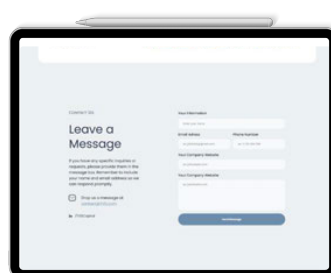
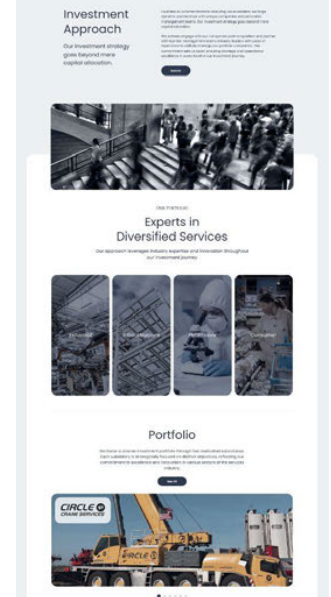
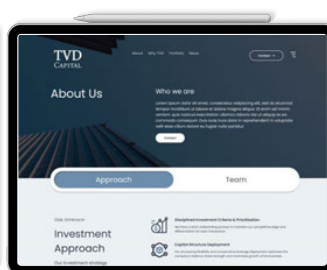
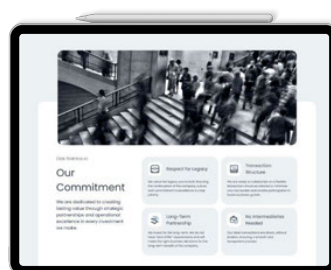
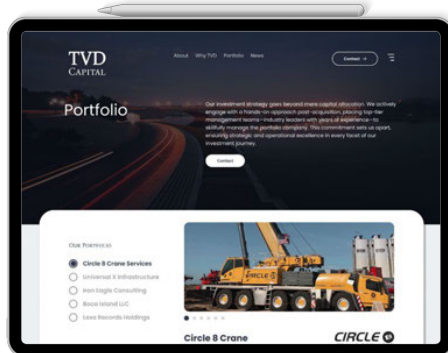


The Chef House

Online Order/ Weekly Order/ E-commerce

<https://thechefhouse.the50studio.com/>

(UI/UX Preview)



TVD Capital

Capital Venture

Virginia, USA

<https://chickaros.co.uk/>



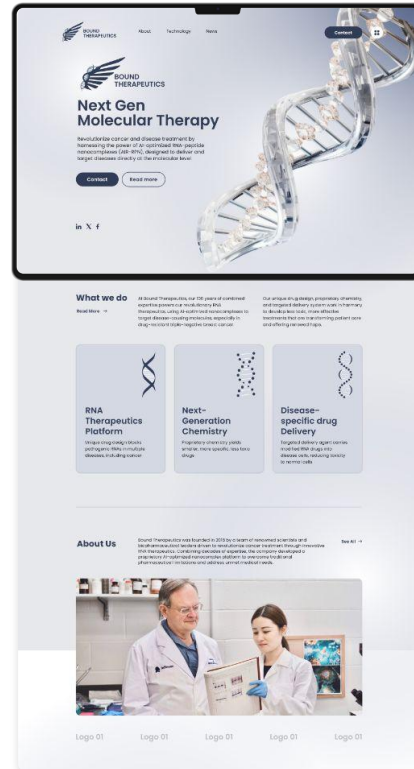
Ned Medical

Radioembolization Technology

Norwell, MA, USA

<https://nedmedical.com/>

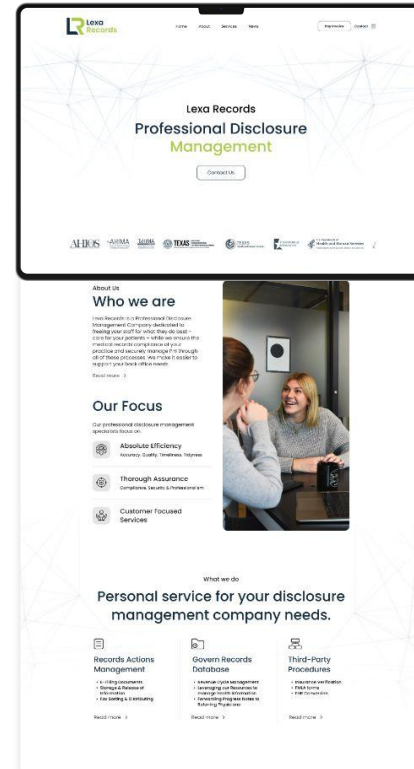
Introduction Deck - Ui/UX



Bound Therapeutics

RNA Therapy

Marlton, NJ, USA

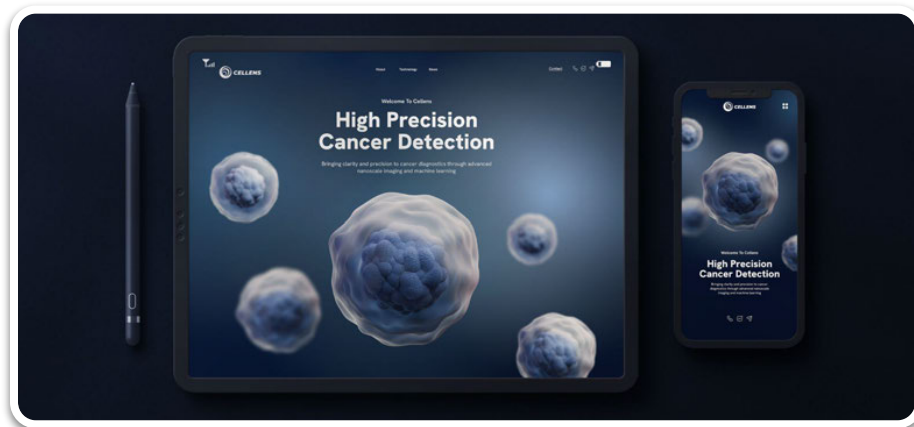


Lexa Records

Medical Records

Texas, USA

Medical & Science Projects



Cellens Inc

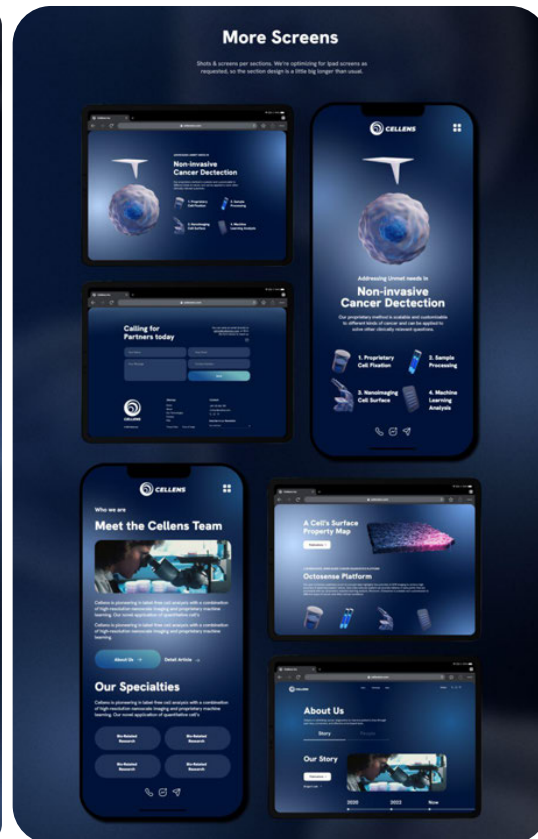
Cancer Detection Technology

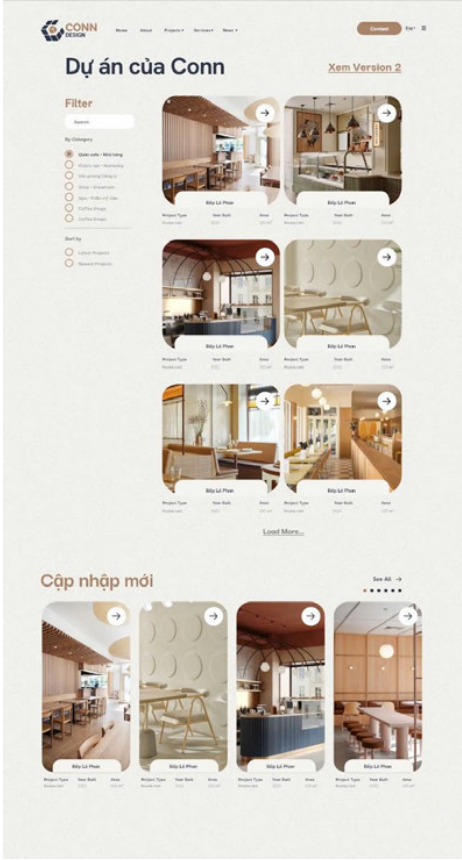
Boston, MA, USA

<https://cellensinc.com/>

Case Study:

<https://www.behance.net/gallery/189793541/Cellens-Website-Design-Medical-Bio-Technology>



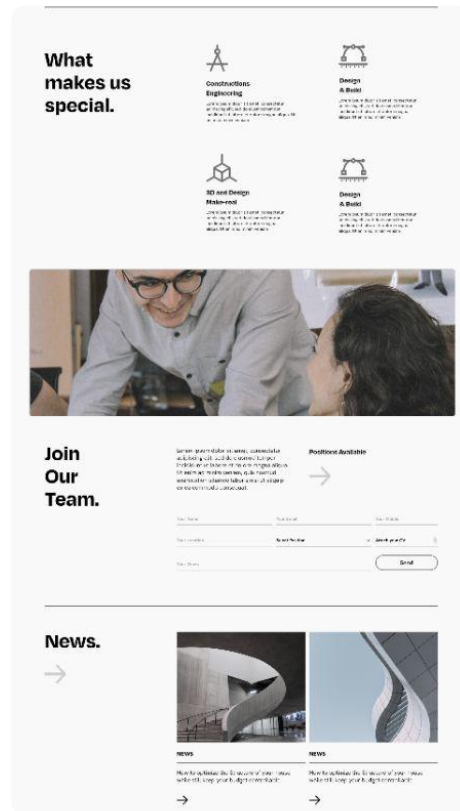
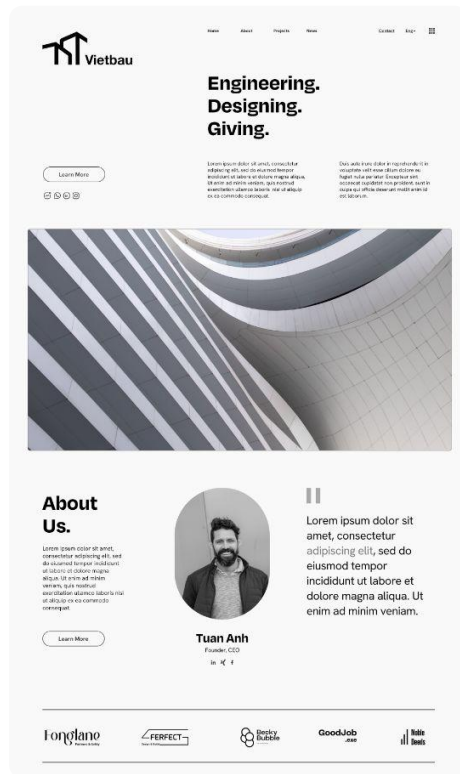
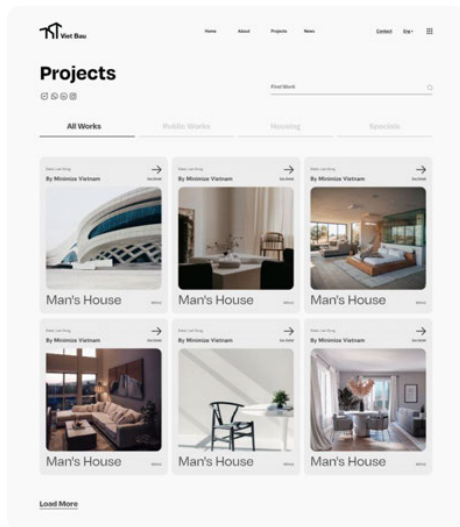


Projects Showcase

CONN DESIGN
Architect & Interior
Design

[Preview](#)

[Website](#)



VietBau

German's Construction
Infrastructure Engineer

<https://vietbau.com/>

Chikaros UK

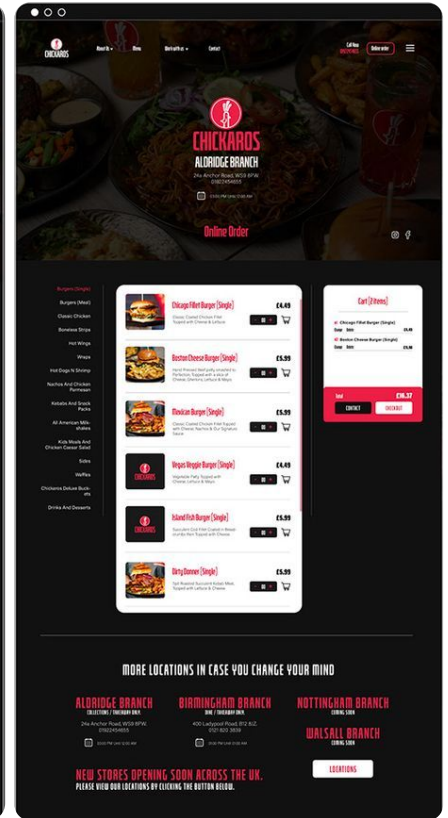
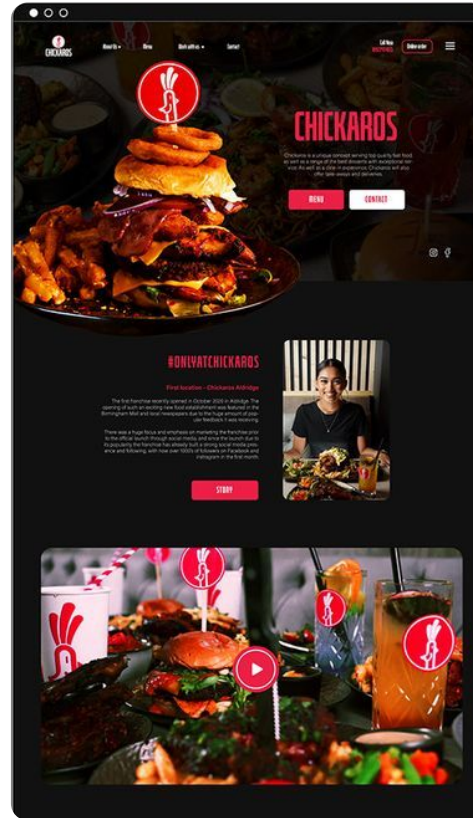
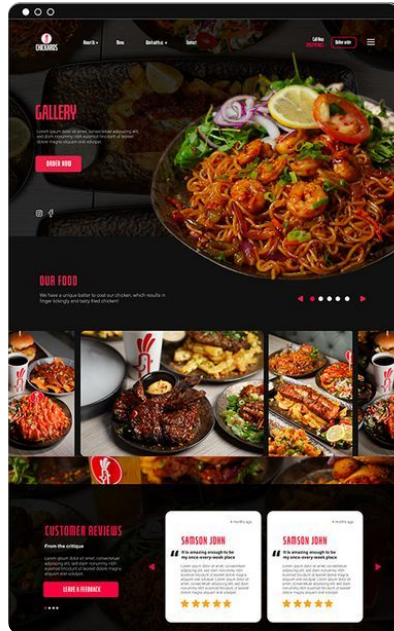
Fast-Food Franchise

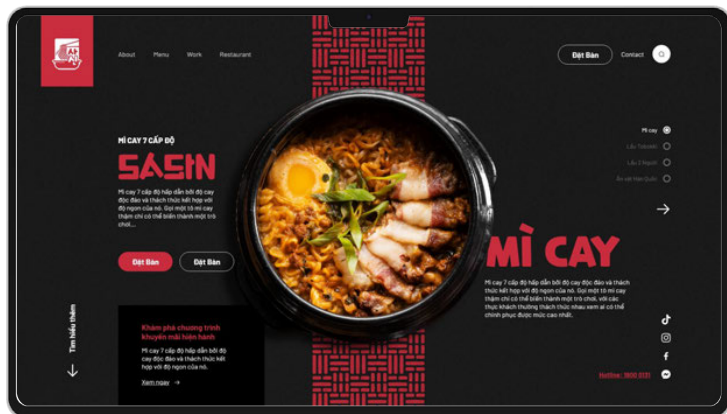
All over the United Kingdoms

<https://chickaros.co.uk/>

Case Study:

<https://www.behance.net/gallery/139260605/Chikaros-UK-Burger-Wing-s-Restaurant-Website-Design>

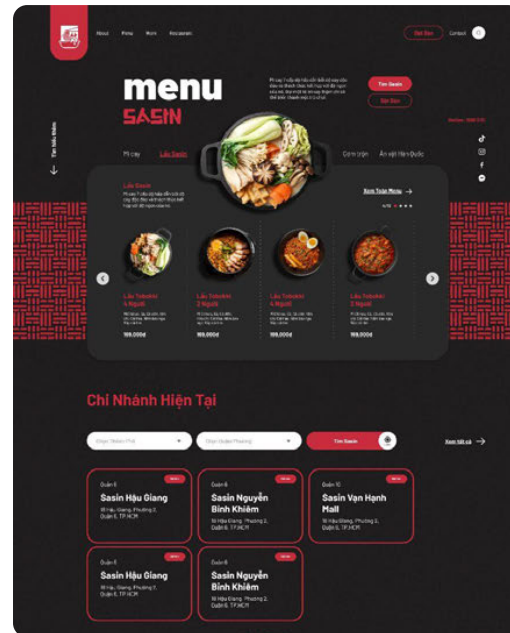


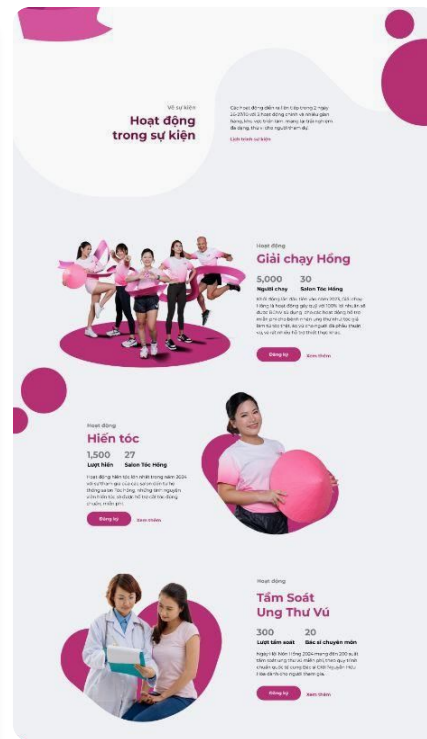
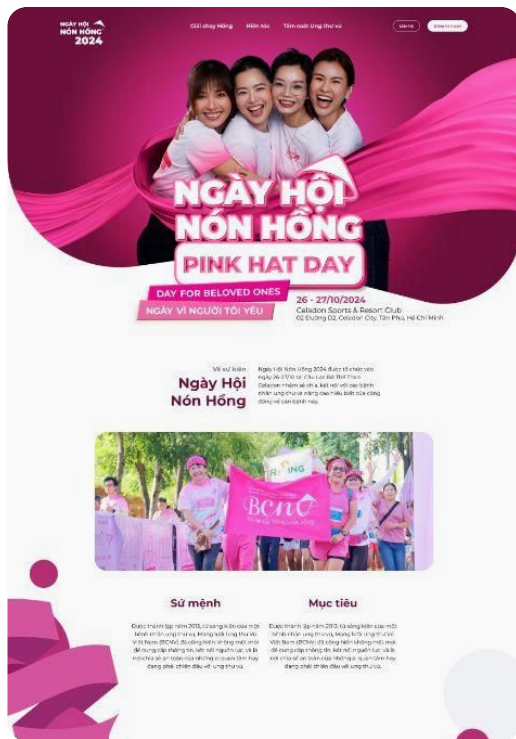


Sasin

Biggest Spicy Noodle Chain in VN

Building - [Preview](#)

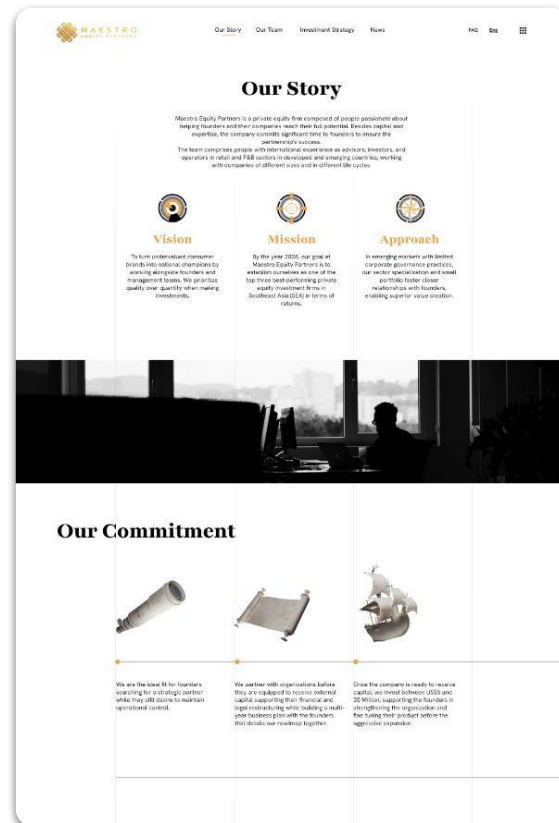
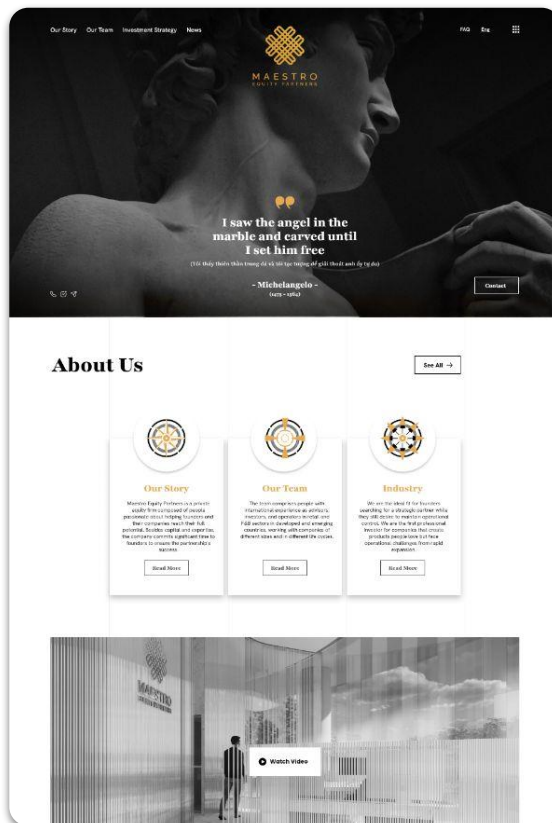
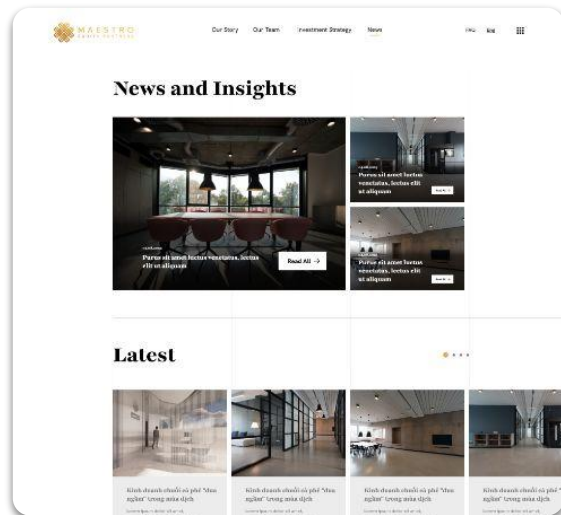




Pink Hat Day -
Breast Cancer
Network Vietnam

KV & Website
(sponsor work)

ngayhoiononhong.vn



Maestro Equity Partners

Private Equity Investment Partner

<https://www.maestroequity.com/>



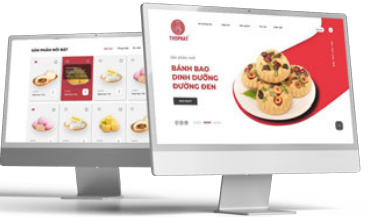
Portfolio Webs

Our strongest (which is also our most-booked) type of website is Portfolio websites. We have been working with industry-leading firm to create industry-leading-worth website that not only shows their position but also brings out the quality of prestigiousness and reliability.

Cong Bang Corporation

Portfolio / Construction-industry web

<https://congbang.vn/>



Bánh bao Thọ Phát

Portfolio Web/ F&B, FMCG Web

<https://thophat.com/>



FGC (Cozy Tea)

Portfolio Web/ FMCG Web

<https://oem-fgc.com/>



VietGloveMedic

Portfolio Web/ Production

<https://vietglovemedic.the50studio.com/>



Global Catering

Airport Catering / Catering / Portfolio

<https://globalcatering.com.vn/>

Other Projects

You can also check out

- Ojo Sushi Montréal: <https://ojomtl.com/>
- Lambook's: <https://lambooks.com/>
- Carry Forward: <https://carryforward.the50studio.com/>
- Mio Pro: <https://mio.the50studio.com/>
- Xưởng Xếp: <https://xuongxep.hatub.art/>



Bandina

Portfolio Landing Page

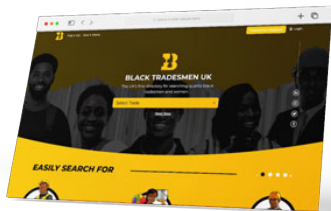
<https://bandina.vn/>



Platinum's East Sea Beer

Portfolio Landing Page

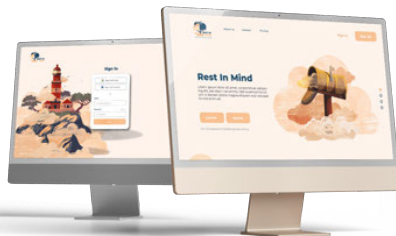
[Ghosted :](#)



Black Tradesmen UK

Middleman Booking Web

<https://blacktradesmen.co.uk/>



Rest in Mind

MailingWeb App/ Social Networking

Building - [Preview](#)



Idle Glory

NFT Game

<https://idleglory.io/>



AR Solution UK

Portfolio / Digital Services

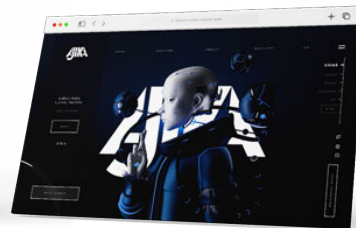
<https://ar-solutions.co.uk/>



Chinopet

Ecom/Booking Web

<https://chinopet.com/>



Ajika

NFT/ Portfolio Web

<https://ajika.vercel.app/>



J'may Wedding Services

Wedding Services

Web taken down. [Check the design here](#)

Calla Spa

Spa Portfolio Web

<https://callaspavn/>

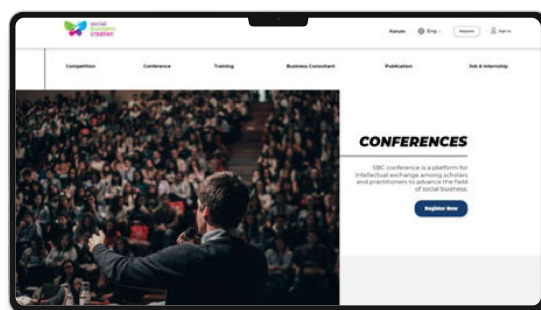
Chuyện của cá

Indie Rock Fest in Saigon (taken down)

<http://chuyencucacart/>

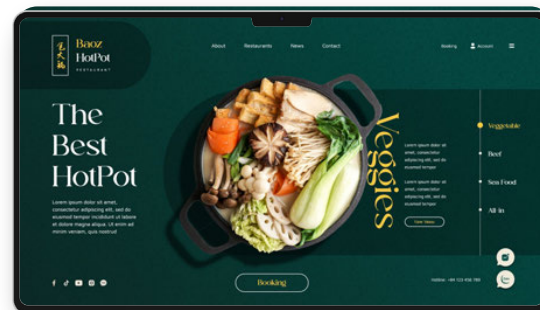
Úb Úb

Our Own Liquor Brand

Building - [Preview](#)

SBC - HEC Montreal

International Competition

<https://socialbusinesscreation.hec.ca/>

Baoz Hot Pot Restaurant

Restaurant Chain in HCMC

<https://baozhotpot.com/>

More to see

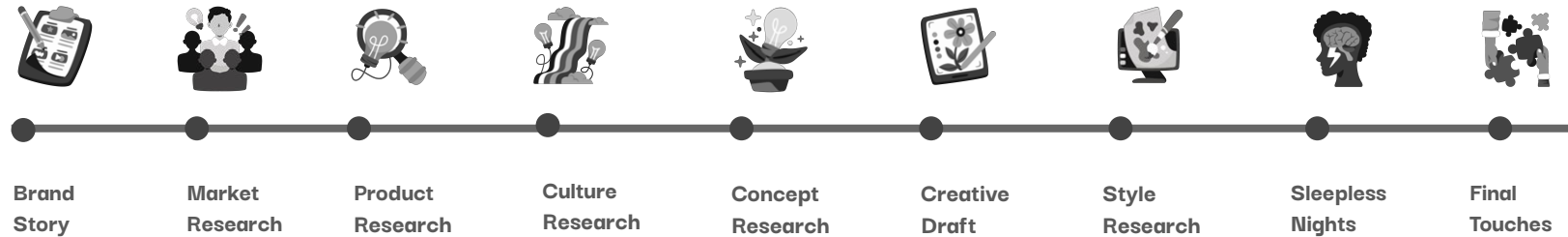
Introduction Deck - Ui/UX



Branding

Branding Process

A process, based firmly on hours of research and understanding, proudly built to make everyone story a one-of-a-kind



Brand Study

We understand that the brand is the heart of a branding mission. So before any creative thinking even happens, we make sure that we understand what we are portraying to the very details of it first.



Brand Story - The Creative Base

How and why does this business exist, what problems does it urge to solve, what story lies behind, what great deeds and desires buries inspire the brands, etc. At the end of the days, the brand's story is a reflection of the founders and they are, indeed, the biggest source of inspiration in forming the brand's shapes. Long story short, stories make people, and people create businesses. We value the brand's stories so much and it's always the story that we rely on to be the source of inspiration for our creative & brainstorming process.

Market Research - The Standard Base

This might go as wild as researching through focus groups and surveys, to simple things like identifying how the market is responding to products/services similar to the brand's. We also conduct intensive research on successful business models abroad with similar cultural responds. With data from all of these researches combined, we come up with the ground base for all production criteria that suppose to have higher chance of success when it comes to engagement with the market.

Product Research - The Identity Base

After understanding carefully the market, we go through the researches to then understand clearly what distinguishes the brand's product and services from the rest of that market. This might be as wild as disruptive problem-solving idea, or simple as a sensitive service add that reflect the owner's cares. We leverage these researches as the source of materials to come up with identical elements that separate the brand from any other firm.

Concept Development



Culture Research

We narrow down the vast directions for the concept by scratching the cultural aspects that engage with the brand. Because culture is the identity of a community, and is the soul factor that could define completely how a customer feels about the brand. As a dedicated designer who embraces the process of creativity so much, studying and putting cultural aspects into a design is such a crucial thing to consider when designing any concept.



Concept Research

We then do research on the creative concepts after defining several pathways to take from the cultural aspects. This process involves references research, creating moodboards, creating concept boards, etc. to finally build a firm visualization on how the concept should look and feel like.



Concept Draft

Based on the concept board & moodboard, we create the drafts for the concept of the brand (2-3 concepts) with clear vision on not only the logo production, but also how the brand would be shaped & developed further on. This process usually involves Logo draft, visual style draft, design style draft, communication styles, illustrations drafts and directions.



Style Research

After picking O1 concept to go further, we do the research for the style to come up with general guidelines and standards for the visual production to ensure the production comes out nice and tight. This process is all about visual production quality. And it is resulted with a refined production of the previous draft items.



Visual Productions

Everything related to visual productions: the logo, the key visual, the templates, the layout, the ideal usages, etc. This is a process within our own studio, full of white nights, arguments, caffeine, excitement and dedication.



Putting pieces together

During and after all all productions are done, we put the pieces together via a brand guidelines. This involves showcasing the brand's visual representations, the visual items produced, etc. accompanied by a clear instruction on what are they, how were they built, when to use and how to use each of them. This is also the last step to finish a branding project and get everything ready to launch it for the world to see.

Develop and Launch

The final steps to have your brand ready!



Previous Works



Pikapoint

Pikapoint is a Canadian technology company, set and get funded to be the competitor of Doordash. They do food ordering, booking and delivering.

The Creative process includes Visual Branding, Brand Strategy, and UI/UX for web and app.



Cong Bang Corporation

Cong Bang Corporation is apparently the largest premium thermo-insulation and acoustic underlay supplier in Vietnam.

The goal was to create a branding that marks their present at the pioneers in the market, yet doesn't get unfamiliar to people in such a niche market.

The scope of work includes:

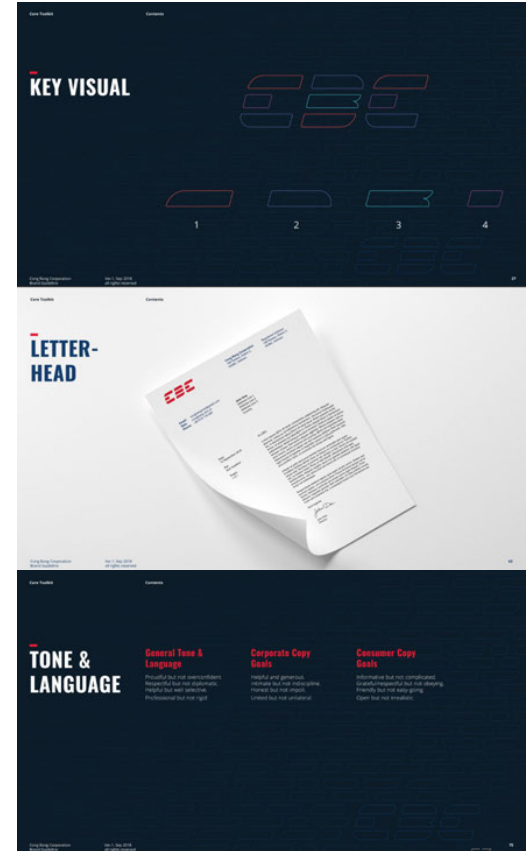
- Brand Strategy
- Visual Branding Redesign
- UI/UX Designs
- Ads application.
- Company Video

Check out the brandbook here:

https://drive.google.com/file/d/1K9O9yTKaOKUTqbktWGeSi9ByONEn_PLT/view?usp=sharing

Check out their web and company video here:

<https://congbang.vn/>



Dung Tien Groups

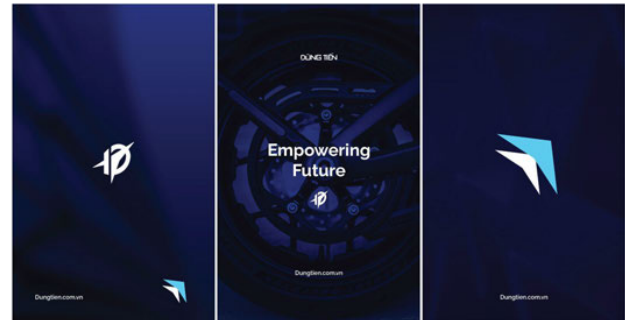
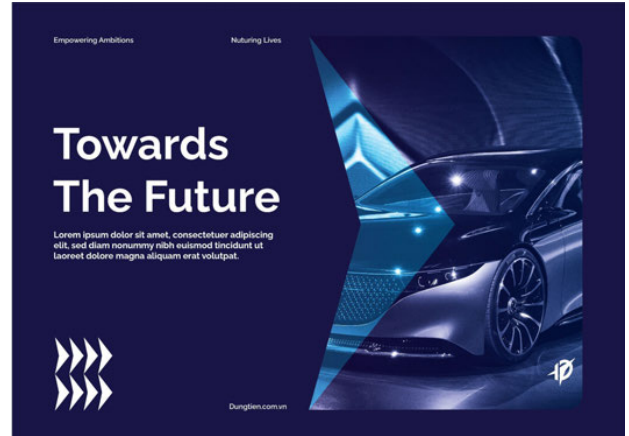
Dung Tien is the biggest Motorcycles & Car retailers in Phu Yen Province, Vietnam. They are currently expanding into all cities in the country and are self-positioned as one of the pioneers in the market.

The scope of work includes:

- Brand Strategy
- Visual Branding Redesign
- UI/UX Designs

Check out the brandbook here:

https://drive.google.com/file/d/14nQ_SbUals_2ULQpYnsF2l8sehQ1RmiL/view?usp=sharing



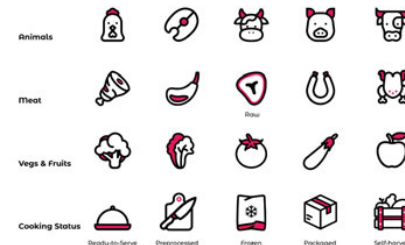
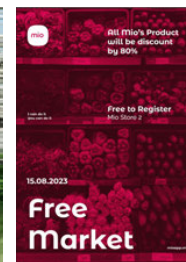
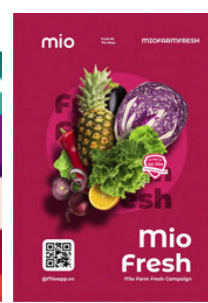
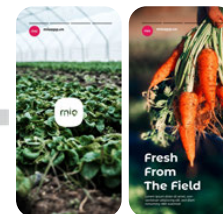
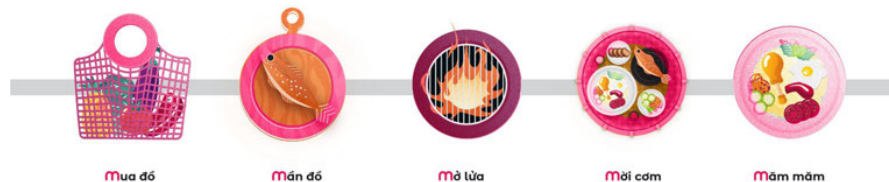
Mio

A super App project.

We do a full-scale branding for Mio, a young start-up successfully called for US\$5M investment. The brand provides the services of home-delivery fresh food, with the food completely collected, processed and delivered by the brand itself.

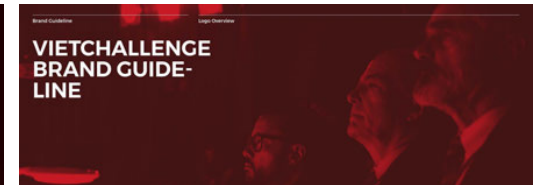
Check for the full brand guidelines here:

<https://drive.google.com/file/d/1AivqvTbwfbvXibJzLeVnbRKYSQssKmww/view?usp=sharing>



Vietchallenge

Vietchallenge is the biggest (seriously, the Ministers meet up with them every year) competition in the world dedicated for Start-up founded by vietnamese people. This year, VC hold its final competition at Nasdaq, and we take full responsibility for all the design made in these events.



Check out the brandbook here:

<https://drive.google.com/file/d/1fk3VFtcaCFBoUntju6dz1OKT5Udaqcft/view?usp=sharing>

Ong Ba Macadamia

It's a the most authentic macadamia nuts you can find in the market, with a long stories and a lot of dedication put into it.

We can tell you days after days about the brands. But you can check it out here:

<https://drive.google.com/file/d/1UvnlQWoHeXP8vOSm49yd7VIm7i7GqP-o/view?usp=sharing>

This is a project that we has been following for the longest time and put absolutely 300% of our efforts into it. The scope of work includes:

- Brand Strategy
- Visual Branding
- Illustration
- Web Design
- Product Design





Packaging Designs

Variable Packaging designs made throughout the years for the brand's different product lines, these including:

- Macadamia Butters
- Macadamia Signature Seasoned nuts
- Premium Roasted Macadamia
- Macadamia Oil



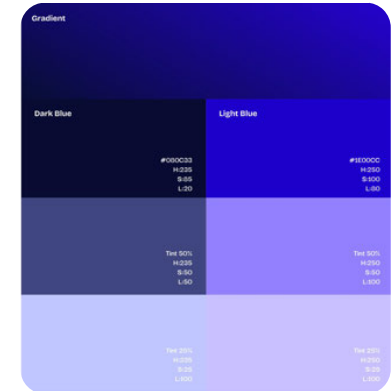
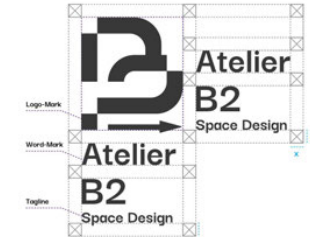
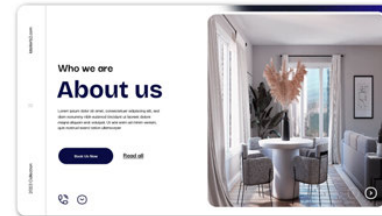
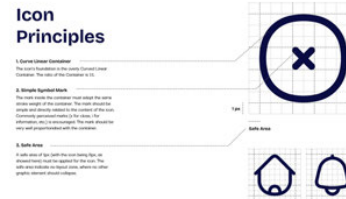
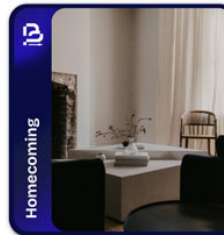
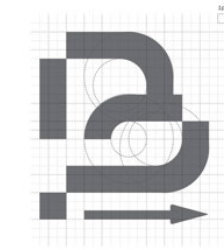
L'atelier B2

A French Architecture firm, specialize in space designs for housing. Our scopes include:

- Logo Design
- Brand Identity Design

Check out the full branding here:

https://drive.google.com/file/d/1rEvXARAUQQS6ha4oQzhLBbnM7lyxjayk/view?usp=drive_link



Sotz

Vietnamese Authentic Habanero hot sauce. The scope of work includes:

- Brand Strategy
- Visual Branding
- Illustration
- Web Design
- Product Design



Fresh+

A Big Vietnam Industrial Meals
Production firm. Our scope includes

- Logo Design
- Brand Identity Design
- Concepts & Applications

Check out the full branding here:

https://drive.google.com/file/d/1JSHyLvIXJy9qZ9UynlhTx0Gj9V5i9SL/view?usp=drive_link



Octo - OmniChannel Teaching Organization

A teaching centered with international standard, founded by one of my young talented friend. For this one, we do all the creative process, including:

- Logo Design
- Brand Identity Design
- Interior & Architecture Design

Check out the full branding here:

<https://drive.google.com/file/d/1sdBwKfhBNR6bCePC5tBgBCCGsBmLRqAz/view?usp=sharing>



The Chef House

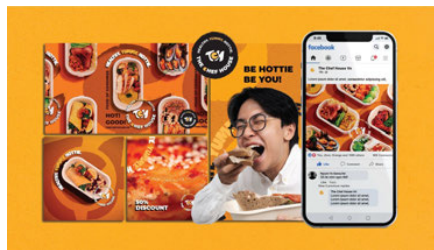
The Chef House is a young dynamic healthy food package brand in HCMC.

Fortunately the people here knows their brand so well and the process for us was way more fun and experimenting.

Theme is happy, sexy & healthy.

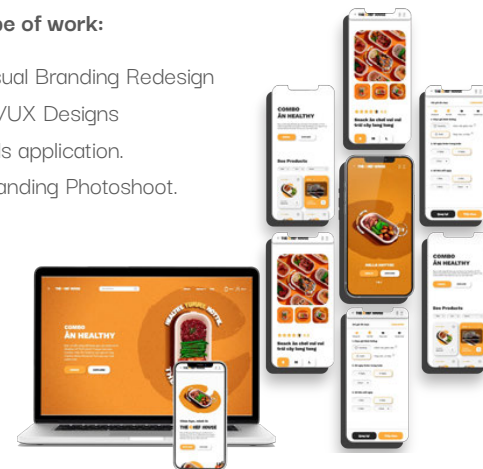
This is a very in-depth project of us, you can check it out at:

<https://www.behance.net/gallery/14786515/The-Chef-House-Healthy-Food-Drink-Branding>



Scope of work:

- Visual Branding Redesign
- UI/UX Designs
- Ads application.
- Branding Photoshoot.

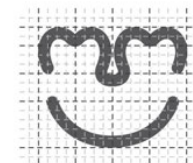
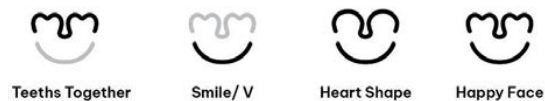


VVs Dental

An aesthetic dental clinic in HCMC, opened by a young talented couple.

Check out the full branding here:

<https://www.behance.net/gallery/146943277/VVS-Dental-Branding>



Seriously
As the usage of the Logo is applied to almost every design as Kvs or branding elements, the proportion should be well-proportionated in terms of symmetry & roundness.

The Proportions
should be evenly
distributed



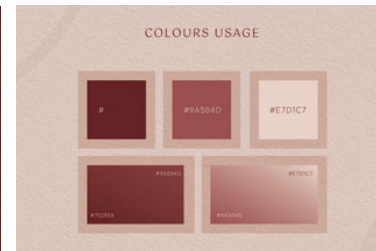
Calla Spa

A Spa & Beauty Treatment center in HCMC. Our scope of work includes:

- Logo Redesign
- Brand Identity design
- Website Design & Development

Check out the full branding here:

<https://www.behance.net/gallery/103775155/Calla-Spa-Beauty-Brand-Design>

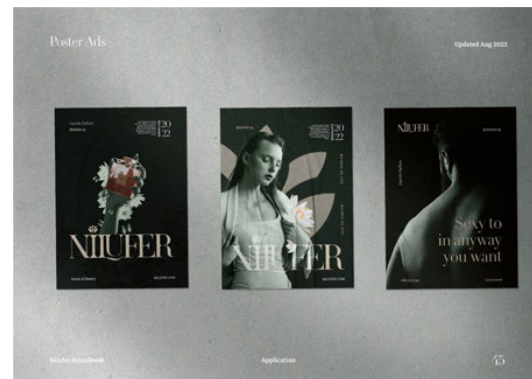
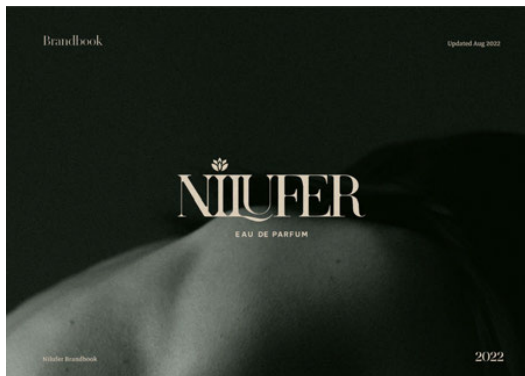


Nilufer Perfume

Nilufer is a Singapore Perfume Start-up. They have their own sense and factory to create very unique soft senses, which is why the branding requires to be soft, minimalistic yet remarkable.

The scope of work includes:

- Brand Strategy
- Visual Branding Redesign
- UI/UX Designs
- Product Design (3D)





Cadenverse NFTs



Ajika NFTs

NFTs

Key Visual Production

UTS. For the brand's 2024 marketing campaign, we're honor to be in charge of the whole campaign production scope, including:

- Idea Development
- Copywriting
- Key visual Production
- Hero video Production



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