

# TienQ\*

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Xin chào! / Hello!  
My name is Tien.  
I am a hands-on designer, a  
stylist, plus a *thinker*.

As a creative mind I always strive to convey  
ideas and stories through thoughtful and  
unique visuals.



Drop me a simple greeting  
*hello@tienq.com*

or visit me at  
*tienq.com*

Chapter 01  
STYLING

01

# The Hidden



# Moods

**ART DIRECTION**

**FASHION STYLING**

*Personal project*

The Hidden Moods is the exploration of deep emotions in work life. During the pandemic, most people are trying to be positive. However, there can be fragile moments when they may feel insecure, frustrated, unmotivated, or even melancholy.

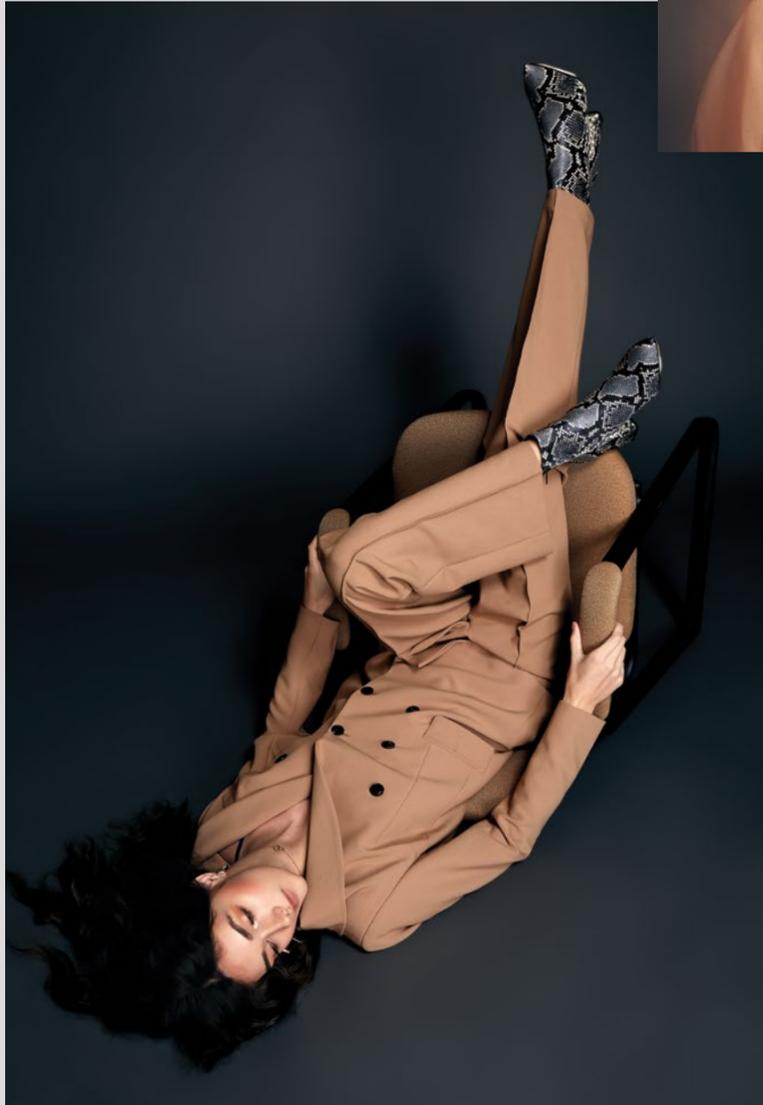
By interpreting a dark theme through vibrant and modern fashion visuals, we want to make our statement: "It's okay to not be okay."



*Art direction & styling* **Myself, Minju An**  
*Photography* **Aayushi Rana**  
*Videography* **Phong Tran**  
*Makeup & hair* **Kara Friedrich**  
*Model agency* **Anita Norris Models**  
*Models* **Lina Attard, Katrina Barreto**



“It’s okay to  
*not be okay.*”





The Still-shirts project showcases my minimalistic approach to styling. While working on this off-figure styling case, I had such fun experiences with shapes, lighting, shadows, and my old camera.



# Still- *shirts*

OFF-FIGURE STYLING  
PHOTOGRAPHY  
*Personal project*



# Pretty Clean Products



ART DIRECTION  
PRODUCT STYLING  
PHOTOGRAPHY

*A project for*  
Pretty Clean Shop

Pretty Clean Shop is committed to a low-waste philosophy, delivering sustainable, safe, biodegradable beauty and cleaning products to the ethically-minded clientele.

I find that styling products on white background with a touch of sunlight and cast shadow can be a simple yet effective combination to tell a story of cleanness and sustainability that match with the brand ethos of Pretty Clean Shop.





# Paradigm



## Spirits

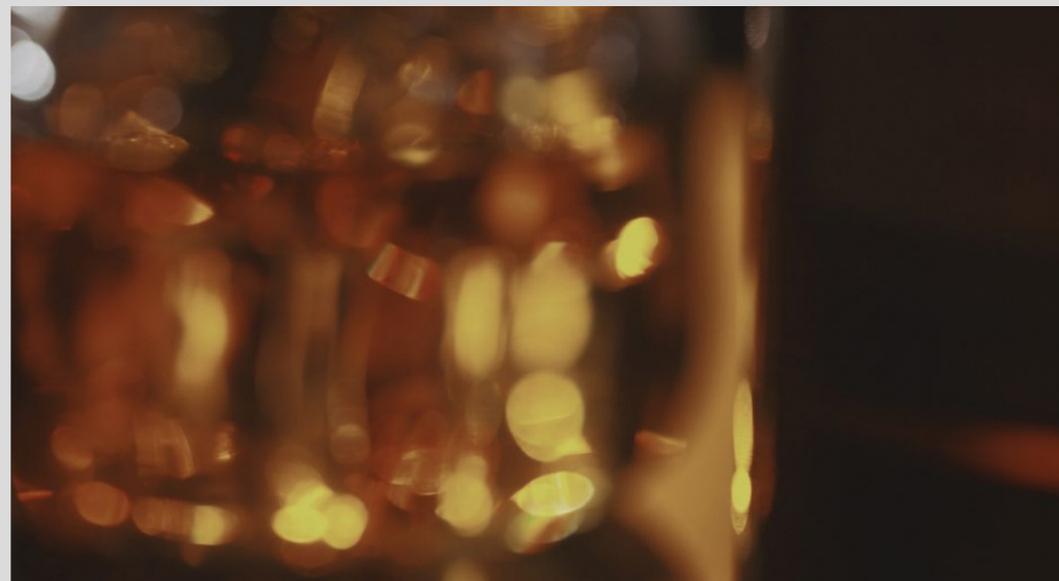
**ART DIRECTION**  
**PRODUCT STYLING**  
*A project for*  
**Paradigm Spirits Co.**

The Paradigm Spirits project marked the transformation of the passionate distillery - Paradigm Spirits Co. The client's vision is balancing the new looks and flavours with the traditional values for modern cocktail drinkers.

In this project, I was in charge of planning visual and lighting concepts, curating props, on-set styling, and efficient communicating with the videographer in order to achieve desired shots.



*Production*    **Take5Digital**  
*Art direction & styling*    **Myself**  
*Videography*    **Phong Tran**



02



Chapter 02  
WINDOW DISPLAY

02

# The Ordinary 100% *love* formula



**ART DIRECTION**  
**WINDOW DISPLAY**  
*Personal project*

*Concept & installation*  
*Ssu-Han Huang, Myself*

The installation was set up for Valentine's Day of 2020. Being inspired by the minimalism and clinical technologies of The Ordinary - a brand famous for its effective skincare products - the design simulates a "love laboratory" with one thoughtful message: "We are always taking good care of your skin and you are 100% loved by us."





# Asa

**ART DIRECTION**  
**WINDOW DISPLAY**  
*Personal Project*

Our installation features the latest Cactus Extract Collection of hand-care products for our fictional brand: Asa. With this brand we want to make sure even in the driest of locations, we emphasize purity, moisturization, and hydration from a contemporary perspective.

*Concept & installation*  
*Mia Duong, Kacie Fraser, Myself*





# Lune

Lune is a contemporary jewellery brand. "Lune" means "Moon" in French. The moon is a feminine symbol which is also a guideline for all the brand identity systems. Lune's concept is aimed at women's tenderness but equally modern and fashionable.

Chapter 03  
GRAPHIC DESIGN



Let's create  
*greate* things  
together.

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I believe in  
hard work  
and *positivity*.