



**Albert Phan**  
Design Portfolio



## Albert Phan

### Design Portfolio

#### Hey!

If a picture is worth a thousand words, then design is all about distilling a thousand words into a single picture. I'm a graphic designer with a passion for design-led story telling as a solution to creative challenges – for 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 have had a career that has spanned across clients in athletics, cultural institutions, global banking, healthcare, aviation, and music. Nowadays you can find me in the Bay Area, creating better things for a better planet, with the fine folks at Allbirds.

Want to talk? Hang Out? Grab a beverage? 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

Allbirds Inc:  
Senior Concept Designer

Specialized Bicycle  
Components:  
Senior Concept Designer

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



## Allbirds Inline Limited

### Colour and Graphics

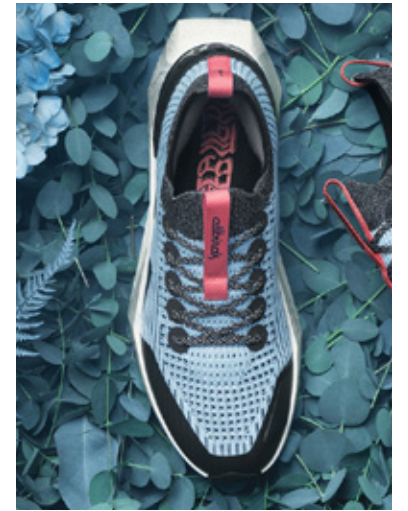
#### — Strategic Vision

Every season the concept team at Allbirds crafts a story to inspire the creative vision behind the color palette. A small section of the seasonal assortment is dedicated to adding further resolution to those color stories through graphic, material, and trim novelty.

#### — Design Intent

As part of our process, we create a suite of graphic patterns and typographic treatments to compliment our colour and material designs. These elements blend to give us a broad range of levers to pull across a wide assortment, creating highs and lows, balancing aspirational products, and wearable products.





ALL THE ADVANTAGES —  
NONE OF THE INCONVENIENCES —

WELCOME  
TO BEAUM  
VALETT



## Allbirds Partnership Projects

### Colour and Graphics



#### — **Strategic Vision**

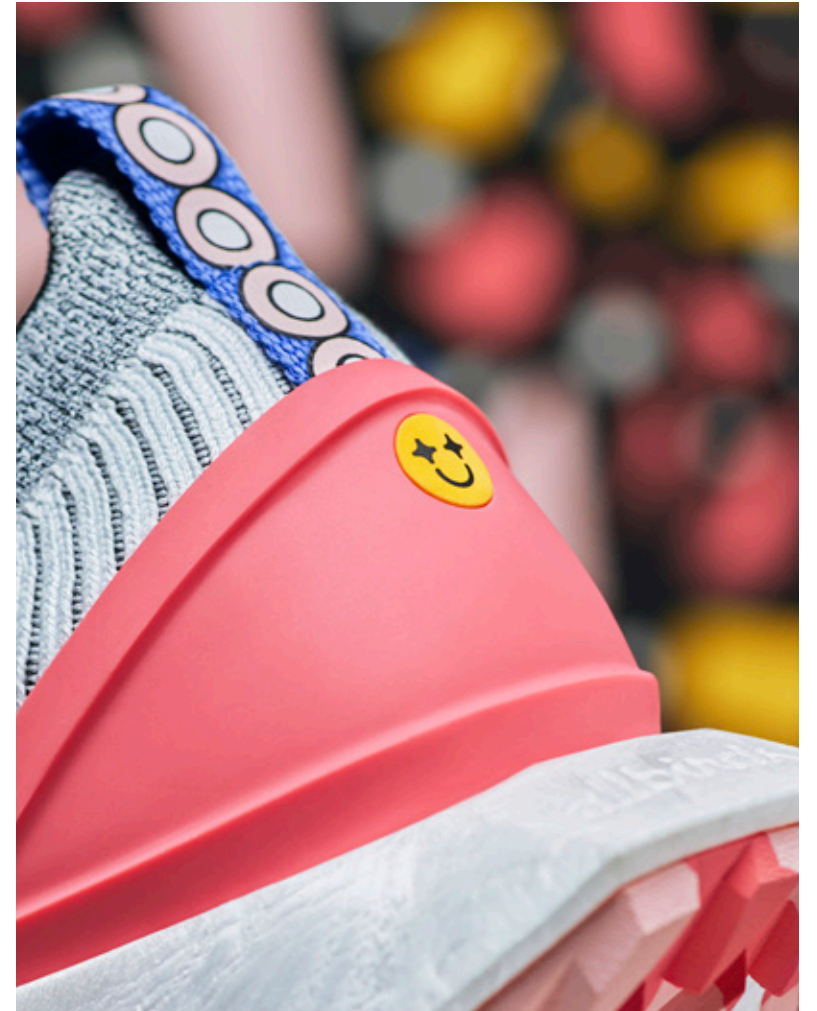
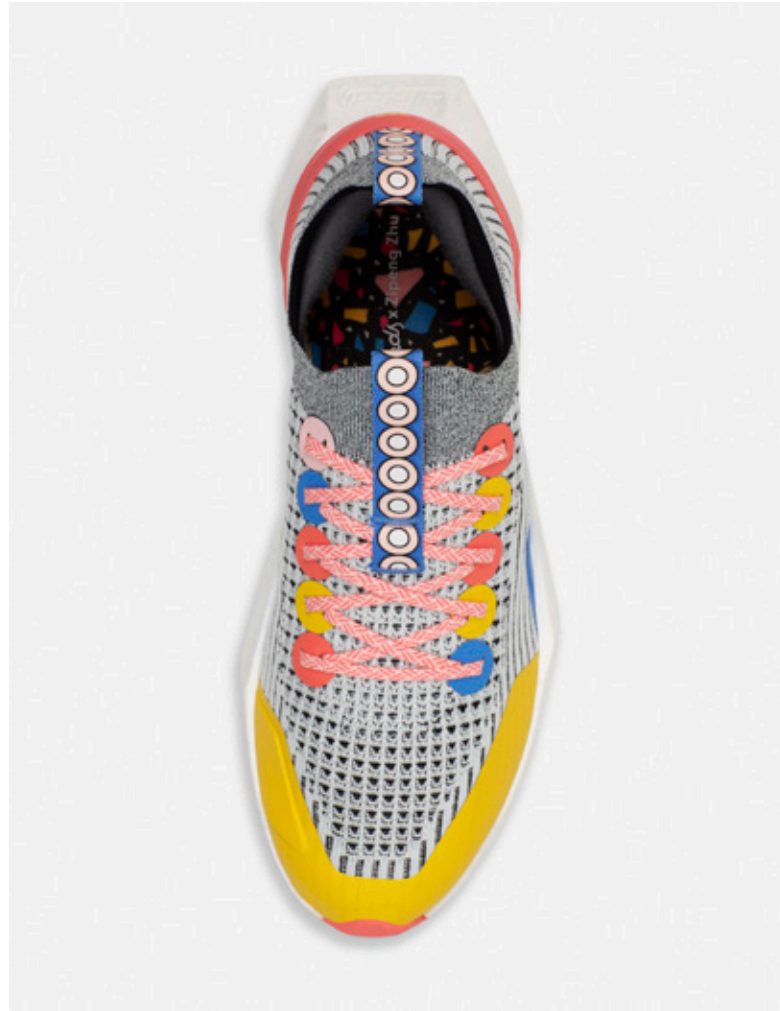
The brand Allbirds stand for a lot. Sustainability is first and foremost of everything that we do, but it is also important for us to partner with individuals who represent a similar philosophy of using their work to create a better world.

Working closely with collaboration partners to translate their ideas and personalities onto Allbirds product designs is an important part of our special projects program.

#### — **Design Intent**

In this example we partnered with Zipeng Zhu for pride month, pay homage to the richness and boldness that characterizes the queer community.

Using bold colour blocking, bright shapes, a terrazzo pattern, and his signature smiley we brought his humour and joy to the Tree Flyer 2.







## Specialized Footwear and Helmets

### Colour and Graphics

#### — Strategic Vision

At Specialized we created every product involved in riding bicycles, for every perspective — from first bike, to Olympic start line. That gave us the unique opportunity to build head, to toe, to bike looks that would resonate uniquely with a wide gamut of mindsets.

#### — Design Intent

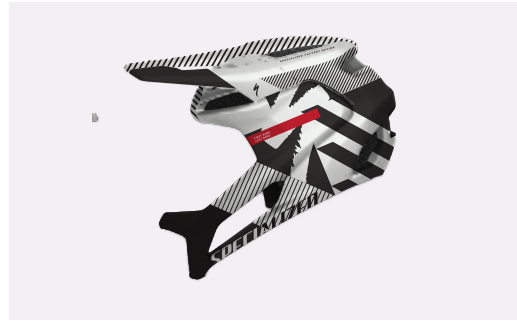
Working closely with cross-functional partners in bike and apparel, three distinct mindsets were crafted to cover a broad audience of riders. Those mindsets were Race, Ride, and Explore.

Race: An overall mindset of self improvement. Through training, recovery, equipment choice, lifestyle and goal setting.

Ride: The bleeding edge of cycling culture. The ones pushing the boundaries and redefining the sport. The side of the sport that others look to for inspiration.

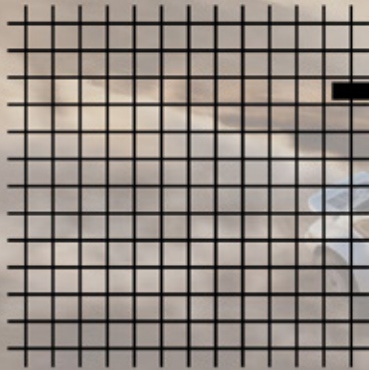
Explore: Rides for the enjoyment, the escapism and exploration, the culture and connection to others and to the outdoors.







DESIGNED BY SPECI  
IN MORGAN HILL, C



BODY GEOMETRY  
DYNEEMA  
XPELL TECHNOLOGY

Race Laydown





IT ALL STARTED WITH A HEALING,  
A FEELING THAT WHOLE SO,  
BRINGS US TOGETHER, TO THIN  
AND ABOUT HOW WE ARE FROM,  
NOT WHAT YOU ARE FROM,  
A COMMUNITY, A FAMILY, A CONNECTION  
THAT STANDS IN THE SEA, TOGETHER  
WE ARE HOME, WE ARE ALL HOME  
HERE, WE ALL KNOW THE FEELING.

SPECI

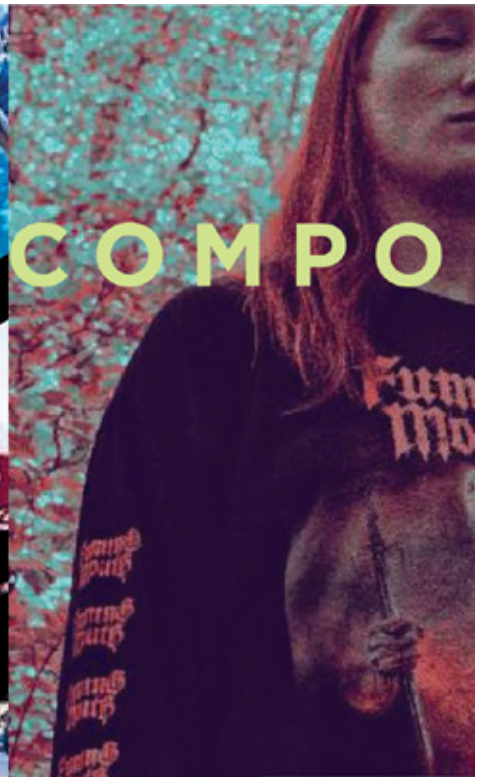
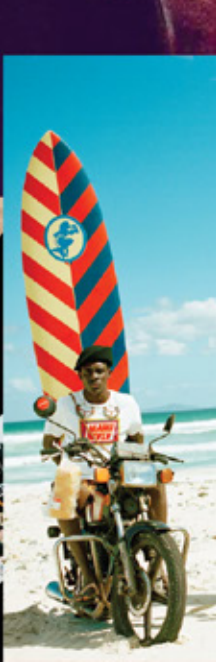
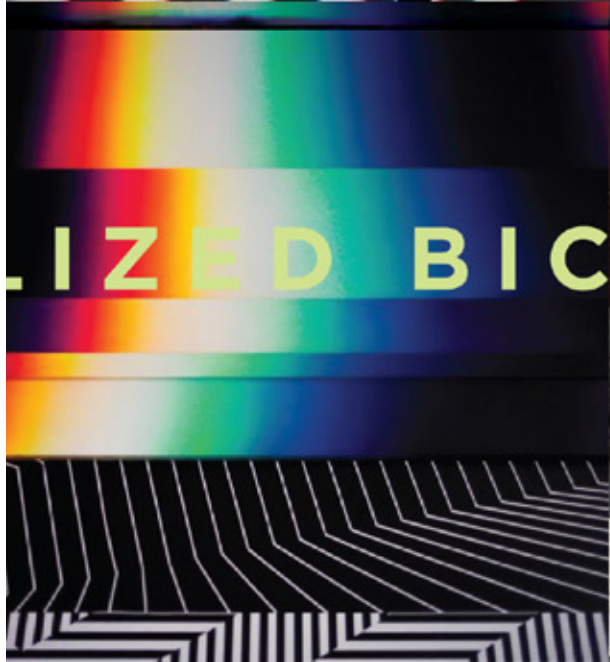
Ride Laydown



CLE COMPO

LIZED BICYC

NTS

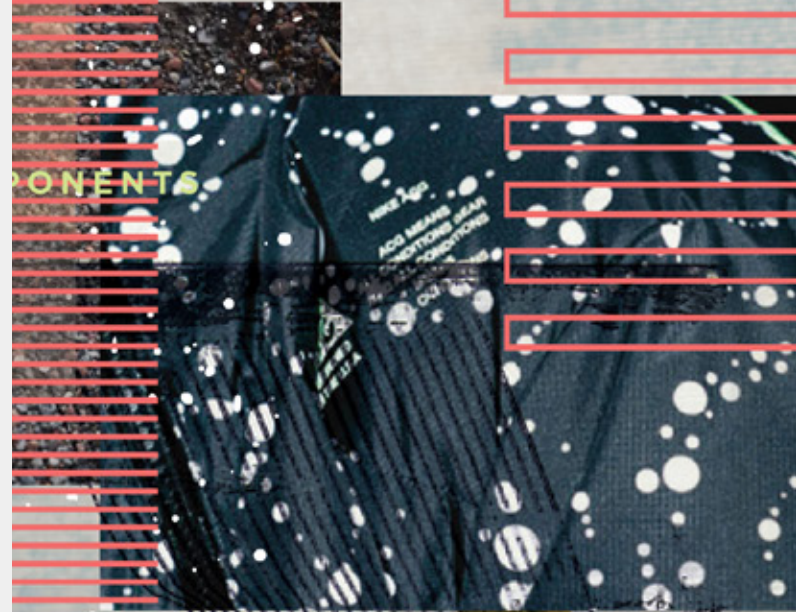




Explore Laydown



COMPONENTS





## S-Works Recon Lace

### Colour and Graphics

#### — Strategic Vision

When Specialized were preparing to launch a lace-up version of their venerable S-Works Recon, we were asked to rethink appearances. How could we take this highly technical product and give it a look and feel that lived up to the more casual nature of its lace-up closure?

#### — Design Intent

Inspired by the funky Hawaiian prints that the more forward thinking members of the gravel-riding fringes were wearing we built a graphic that spoke to the feeling of being lost in the lush foliage of The Big Island, while utilizing each layer of the shoe's construction as a graphic element.

For the core inline offerings we focused on a palette of deep earthy neutrals, focusing on wearability and richness over contrast and saturation.









## Cervélo Inline Product Colour and Graphics

### — Strategic Vision

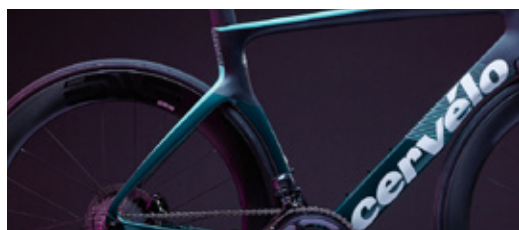
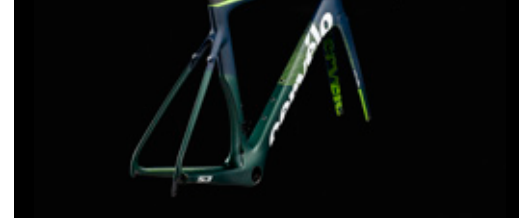
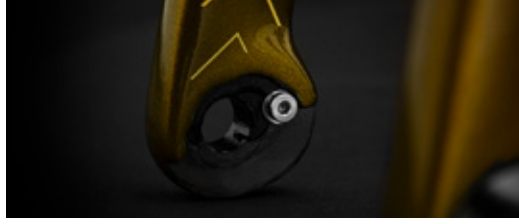
Create a series of paint schemes for a lineup of high performance bicycles who's uses are similar, yet uniquely different. Cervélo's bike graphics had always been a bit dated, both in colour and graphic application, so for 2019 we were tasked with helping get it ahead of the curve.

### — 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 like-minded 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.







## Cervélo R5 Cobble

### Custom Teaser Livery

#### — Strategic Vision

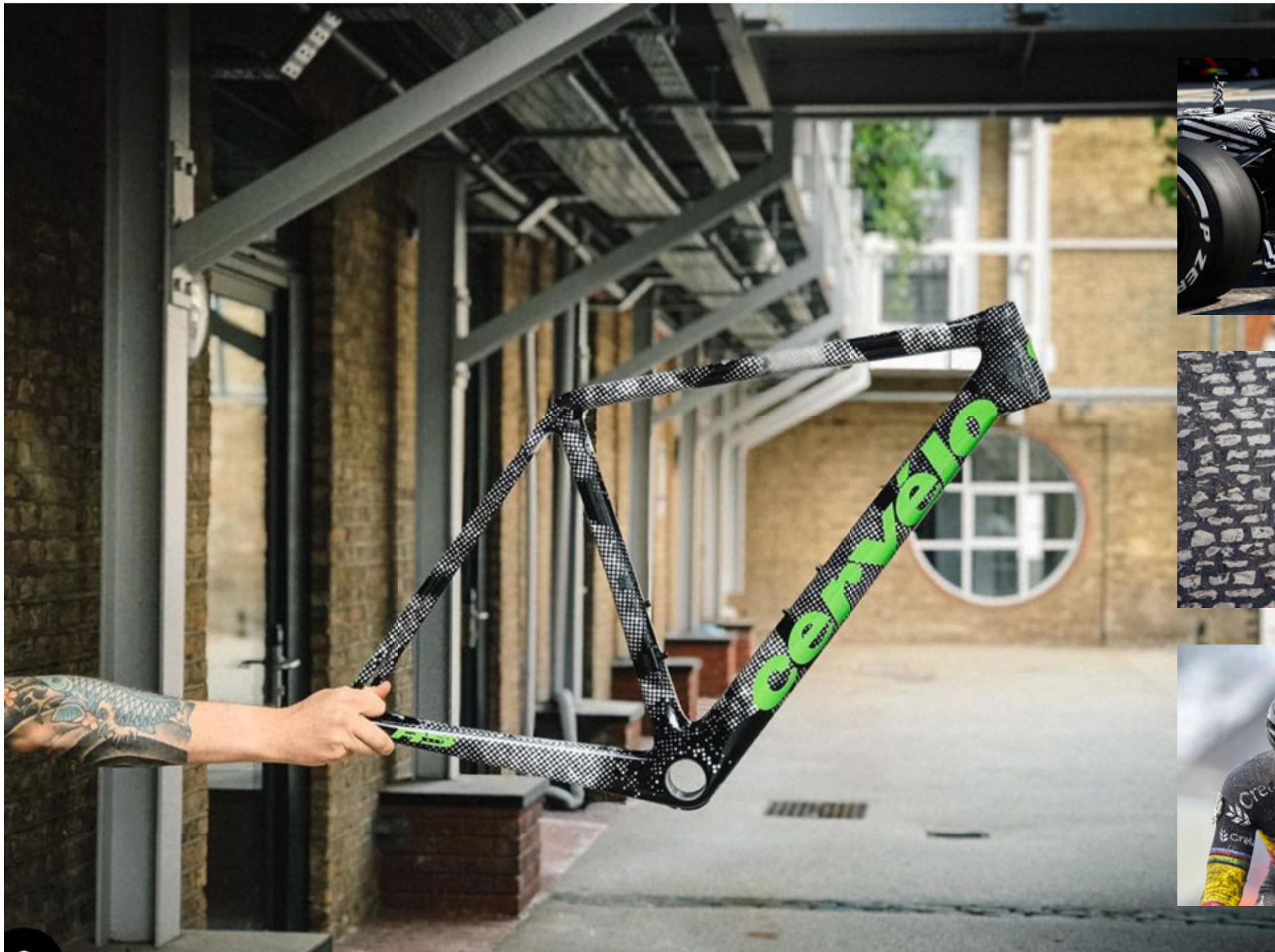
Design a camouflage to hide the tube shapes of the new R5 while the team tests the bike in early season races. It was a simple ask, but we wanted to do more than pick a cool pattern and throw it at a bike – we wanted to use this as an opportunity to create something that would both look stunning and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

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#### 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.

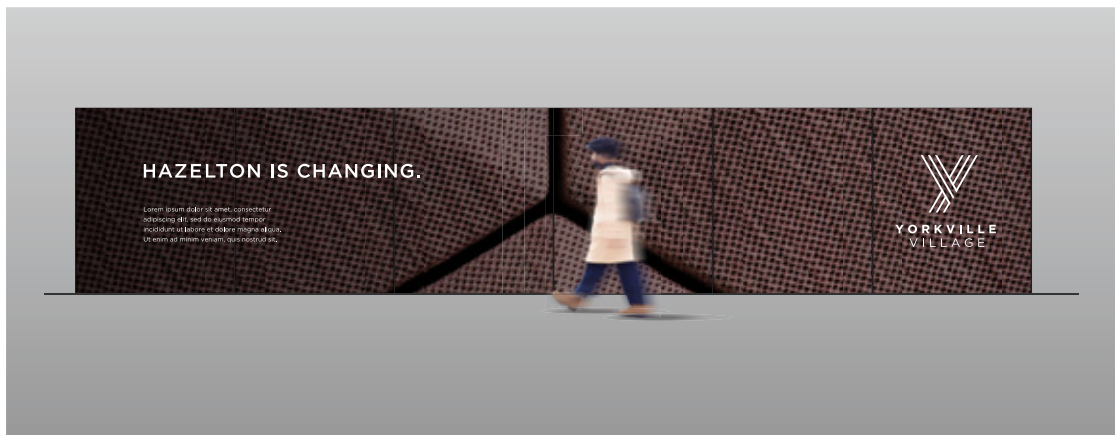
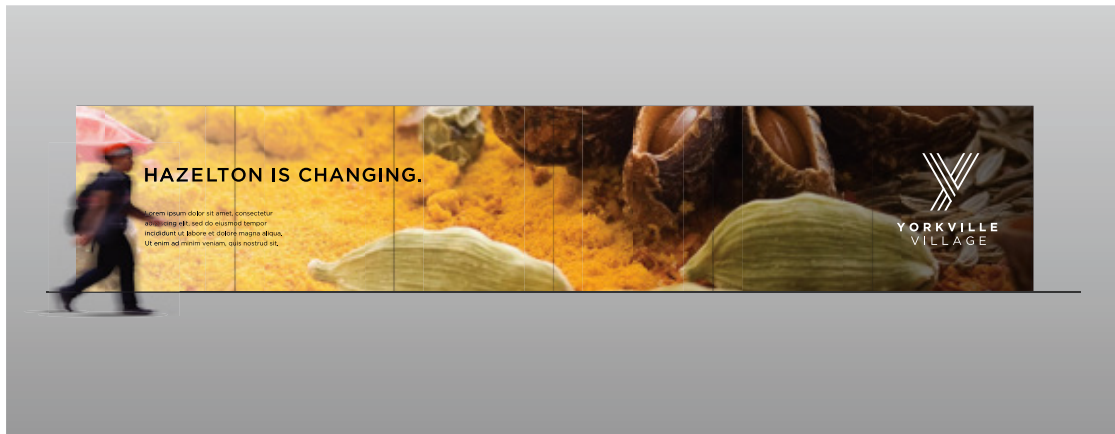
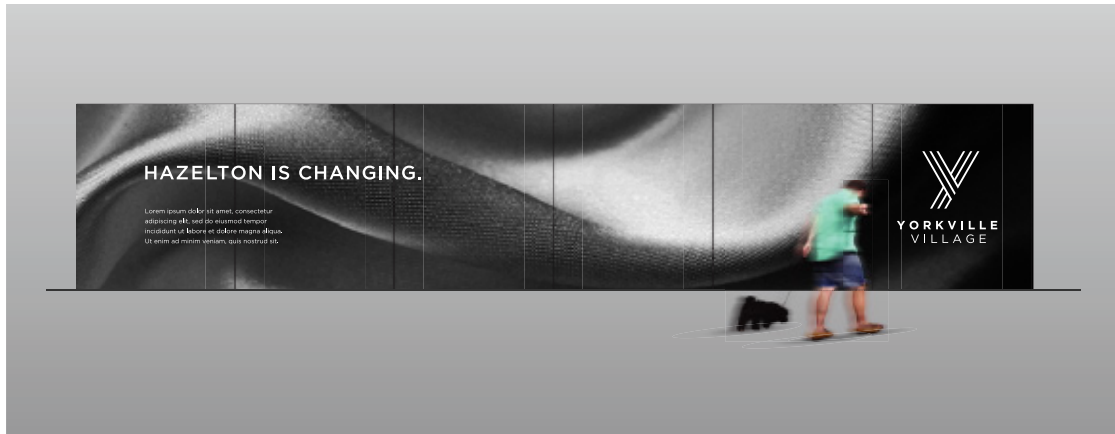
Many other names were explored including some that made reference to surrounding streets and areas which had been identified as potential areas of expansion in order to develop associations with those places to the neighbourhood of Yorkville. Ultimately Yorkville Village was chosen in order to focus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

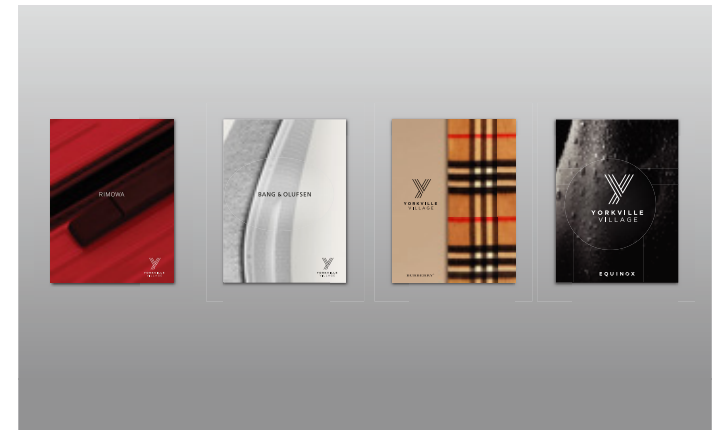
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#### Design Intent

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.

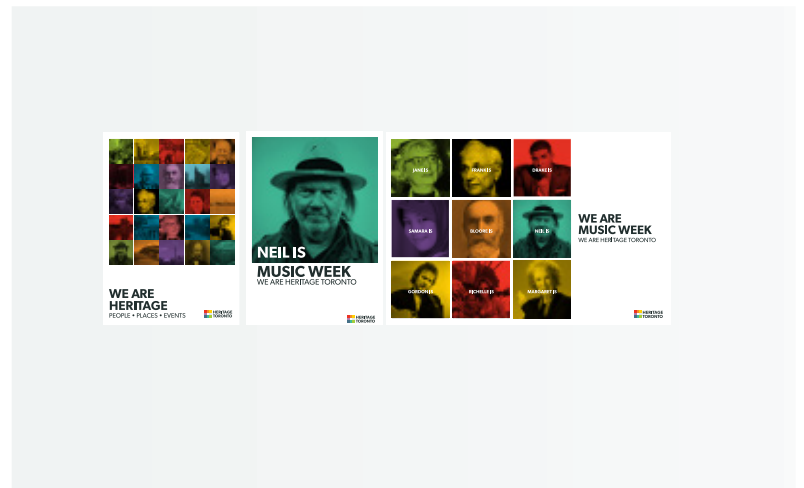
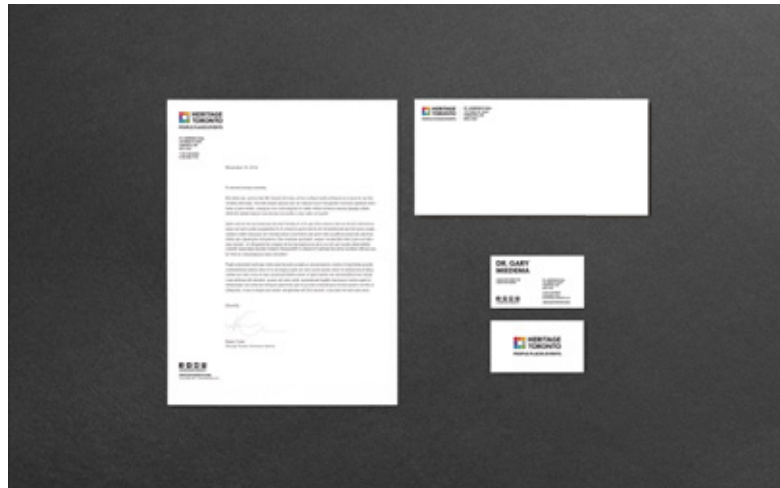
### — Design Intent

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.



## Providence Healthcare

### Branding

PROVIDENCE  
Healthcare

#### — Strategic Vision

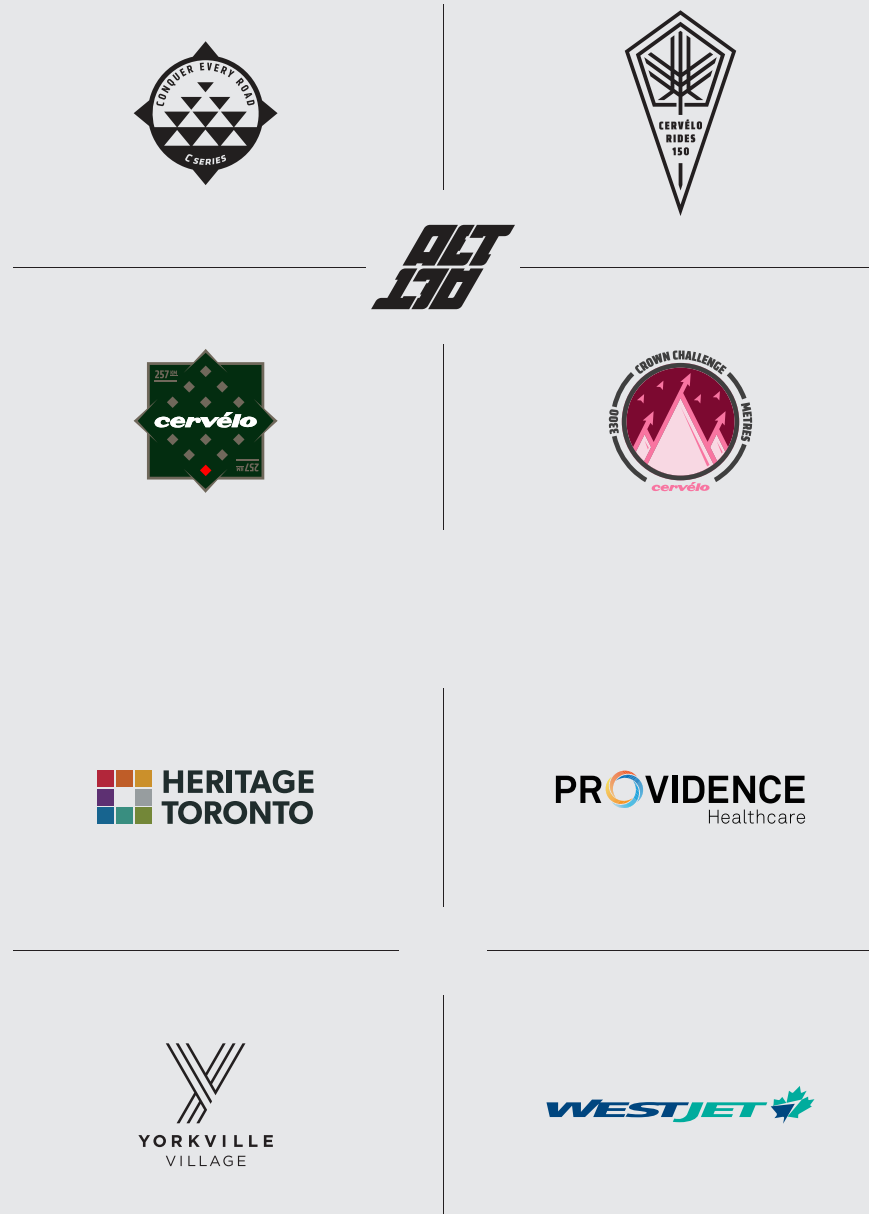
Providence HealthCare is an institution that focuses on long-term and palliative care, as a result the relationships that its staff share with patients is much warmer than one would typically expect at a hospital. With this in mind the focus was put on the emotional side of healthcare rather than the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



## Marks, Icons, Badges

### Logo Design

#### — Strategic Vision

A collection of various logos, marks, badges, and icons from throughout the years.



**Thanks**  
for stopping by!

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