



Graphic Design

2024

ABOUT ME

Hi! I'm Phyo Zayar Min, a freelance Graphic Designer.

I specialize in creating brand logos, cohesive branding, digital media, artwork manipulation, and printing design. My focus is on crafting visually striking designs that effectively communicate your message and engage your audience.

Explore my portfolio to see my work, and let's connect to discuss how I can help bring your vision to life!

EXPERIENCE

2021 - Present	Freelancing	Graphic Design As freelance graphic designer currently managing three brands by creating unique designs to enhance their visual identity.
2020 - 2021	shop.com.mm (Alibaba Group)	Graphic Design Along with the position, focused on banners and sliders periodically according to departmental tasks.
2019 - 2020	shop.com.mm (Alibaba Group)	Campaign Ops UI/UX Executive Created banners and sliders, including the analysis and strategies to driven sales and positive outcome in every campaigns.
2017 - 2019	shop.com.mm (Alibaba Group)	Content Writer Producing content description along with its unique selling points and managing product photos to meet seller's requirements.

EDUCATION

2021 - 2022	GDMC Donato The World Design
2012 - 2019	B.A Psychology Dagon University Yangon
2015 - 2017	ABE@UK Business Management

Skills

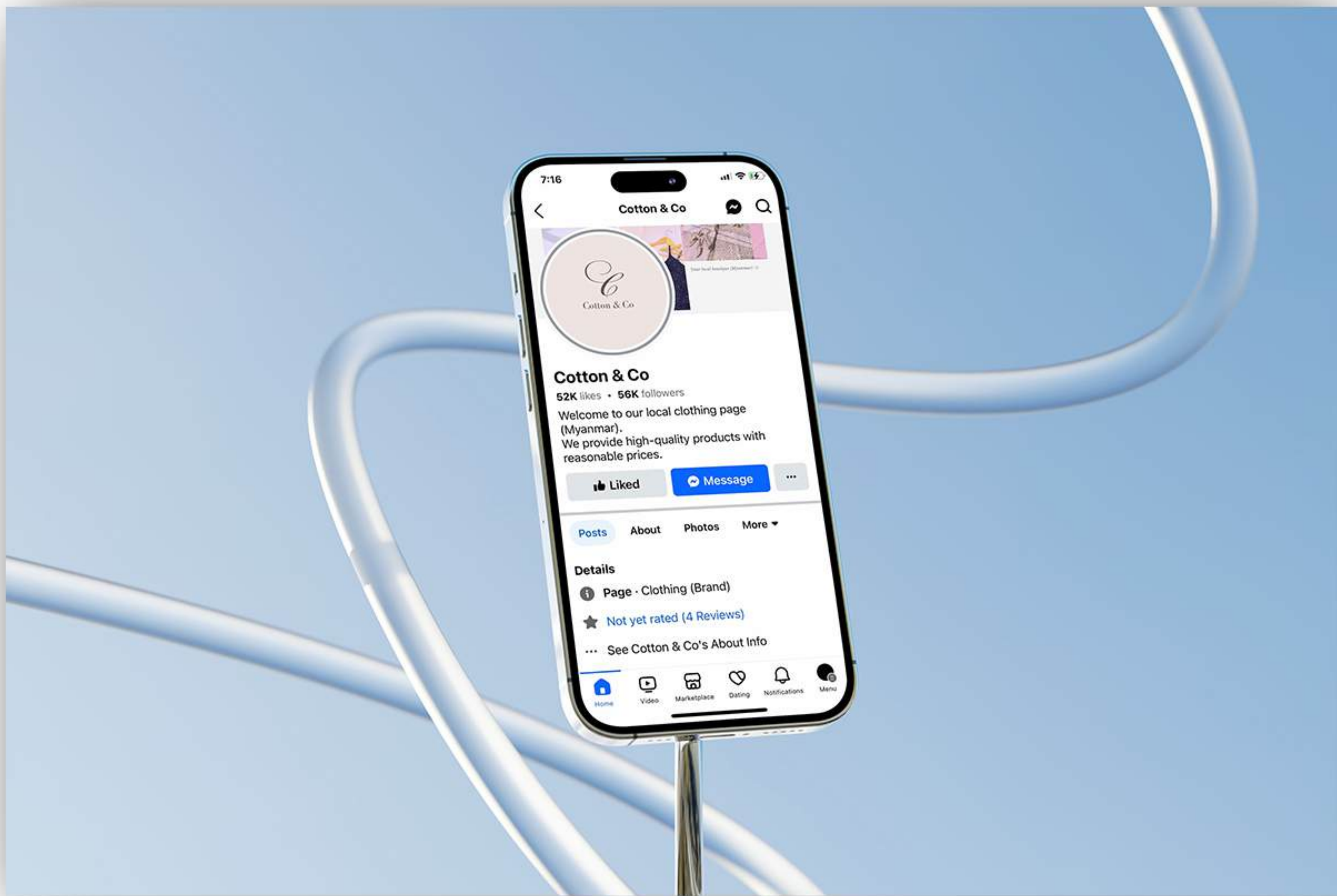


Branding & Logo Portfolio

Cotton & Co Logo

The **Cotton & Co** logo features elegant, flowing "C" in a minimalist cursive design, symbolizing the brand's focus on comfort and craftsmanship. The earthy brown tones convey warmth and natural quality, while the classic Bickham Script Pro font adds a touch of sophistication, making the logo both timeless and memorable.

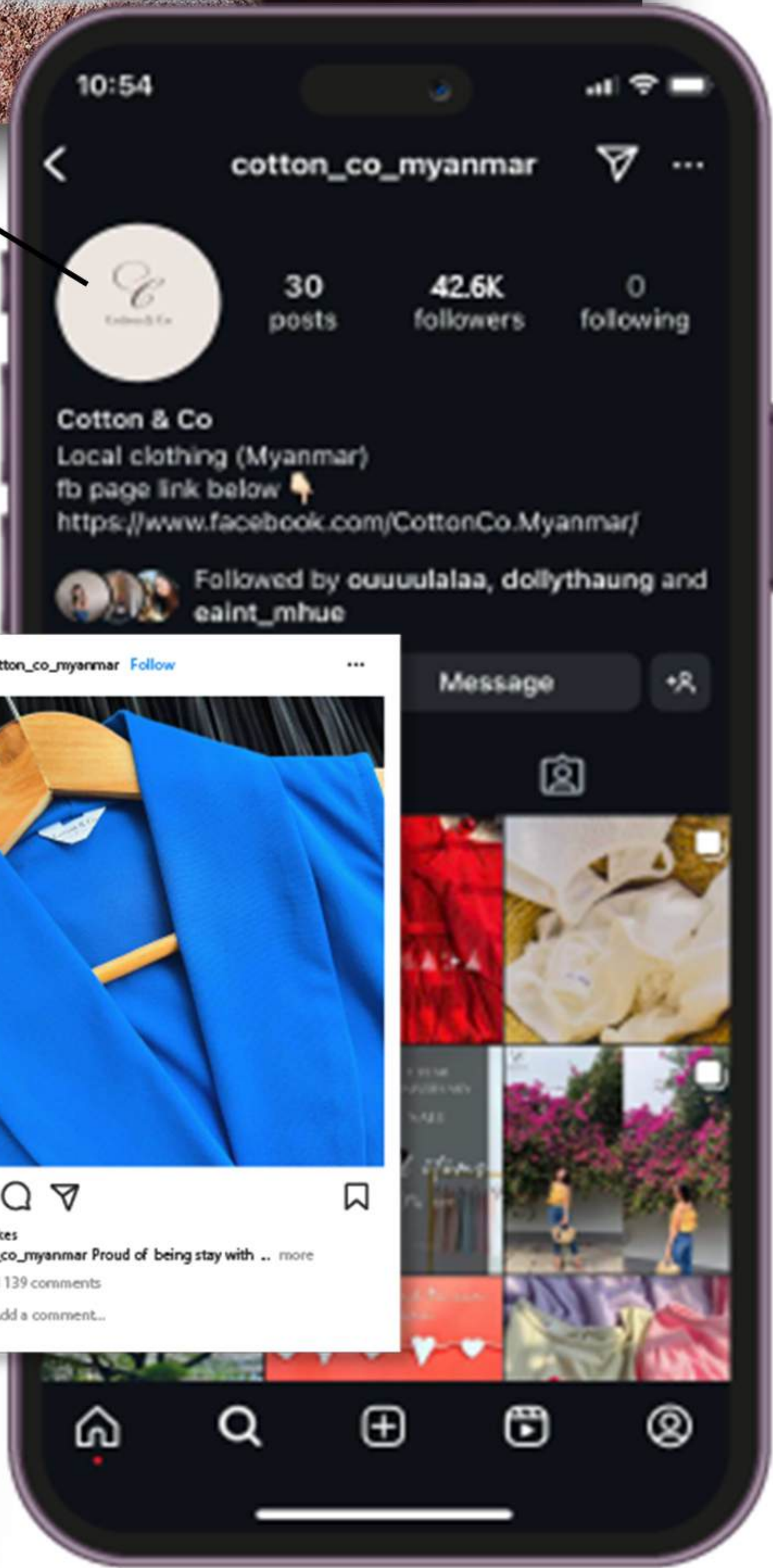
Branding



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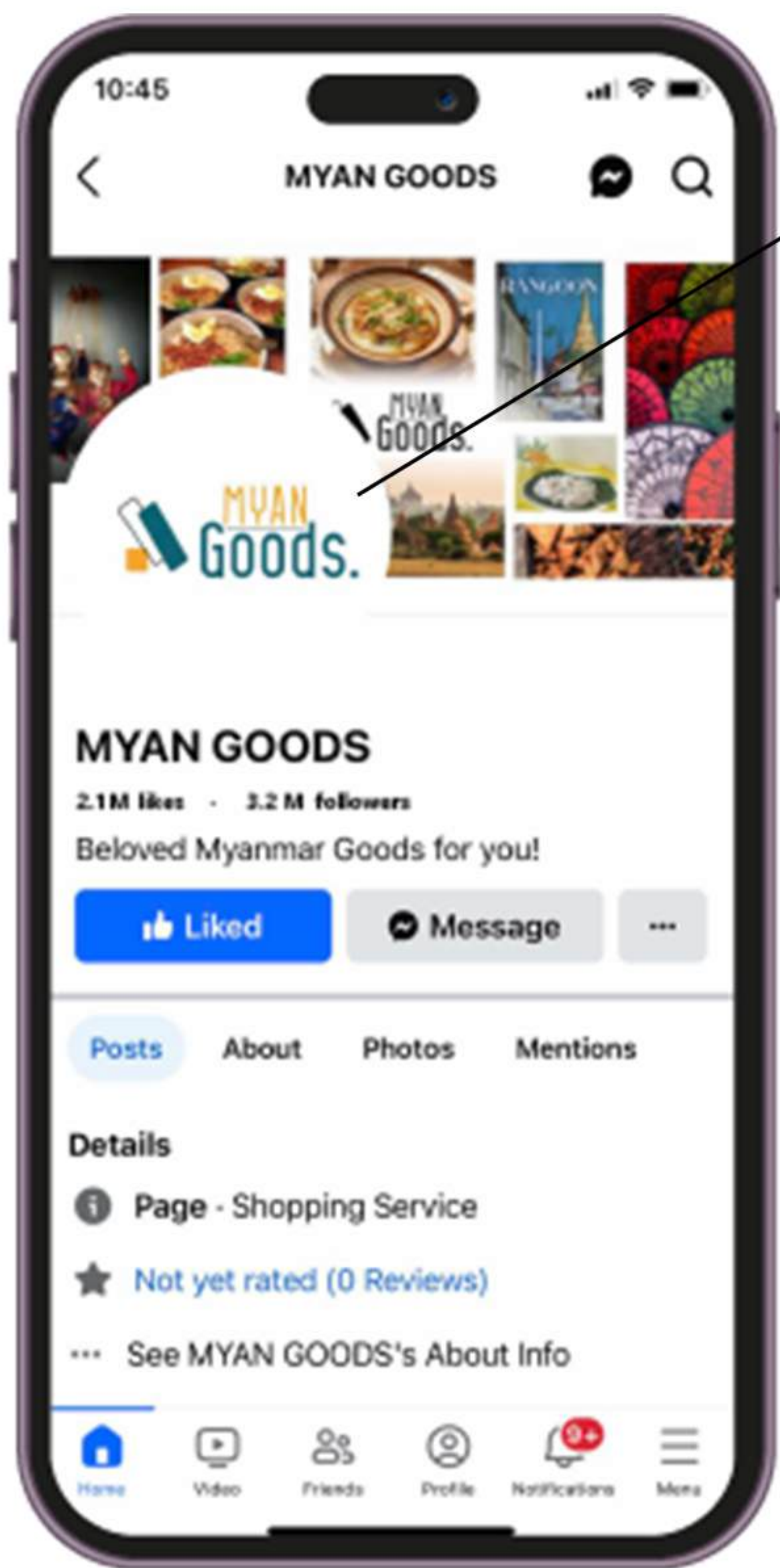
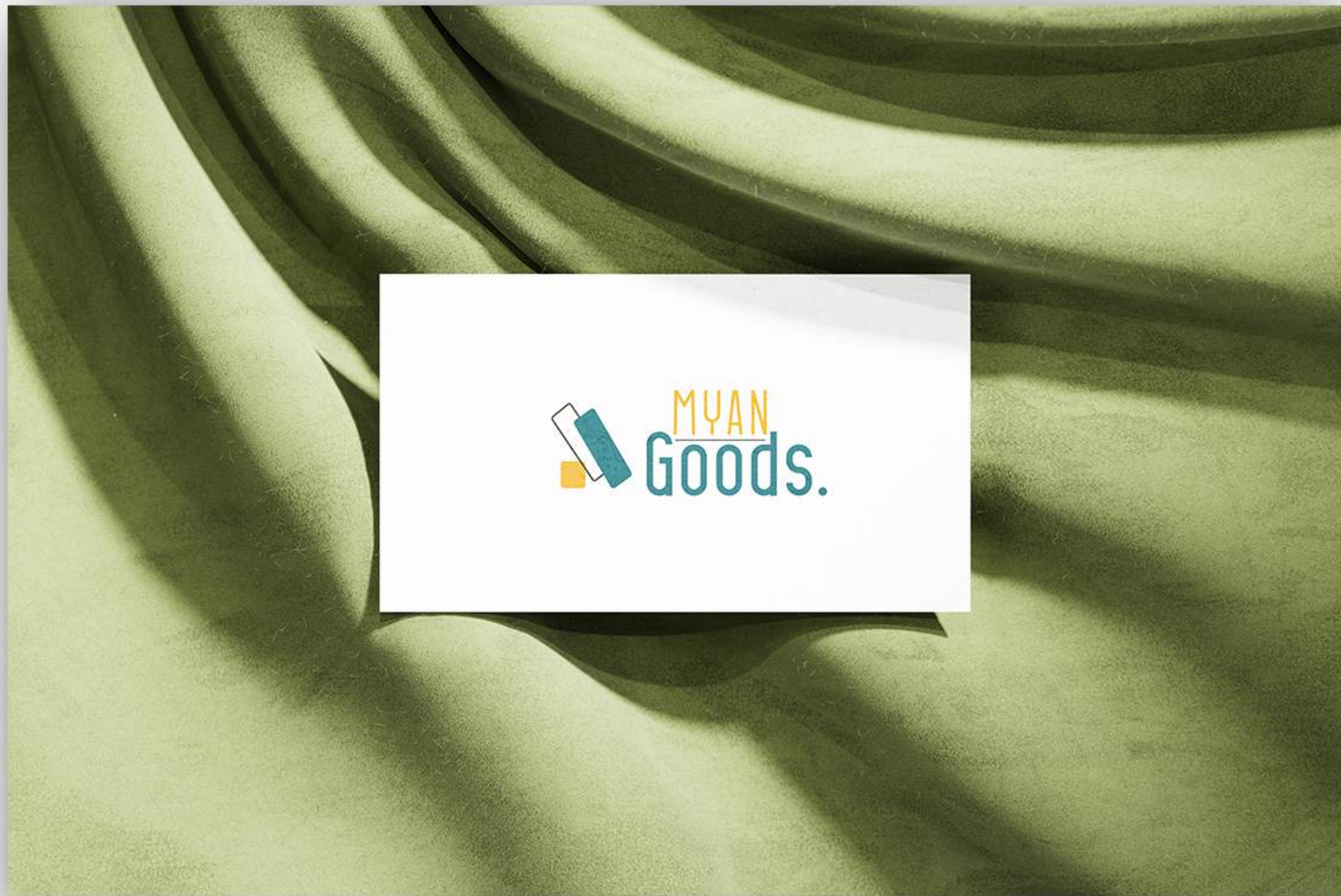
Bickham Script Pro
BodoniFLF-Roman



Myan Goods Logo

The **Myan Goods** logo showcases an icon inspired by Myanmar, complemented by modern typography in teal and yellow. This design effectively conveys the brand's commitment to quality imports while celebrating its cultural roots. The vibrant colors and clean lines create an inviting and contemporary feel, making it memorable and approachable.

Branding



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The Cosplay Fabric Logo

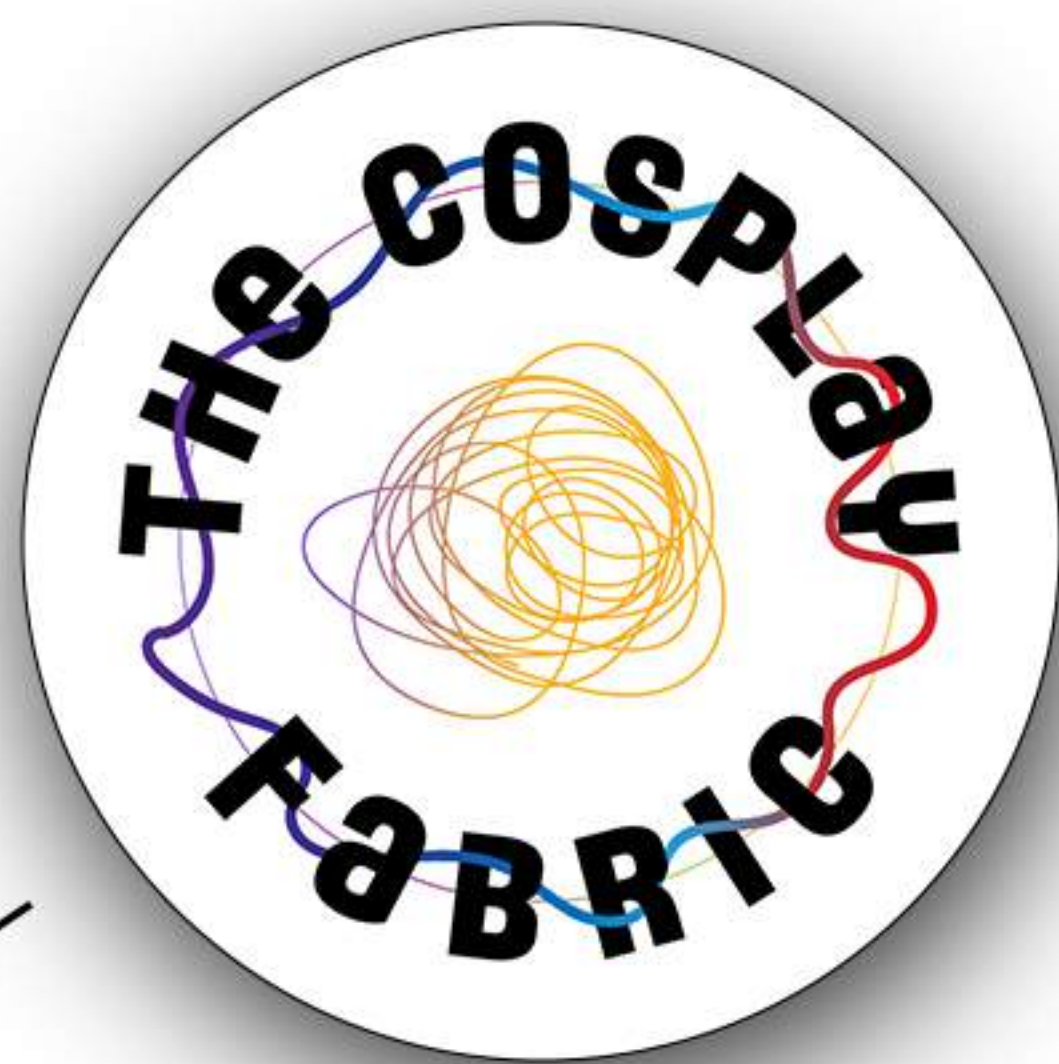
The Cosplay Fabric logo is a vibrant representation of the creativity and diversity inherent in the cosplay community. Designed to reflect the playful and colorful world of cosplay, each element of the logo carries a deep meaning:

Multiple Colors: The varied hues in the logo embody the wide range of characters, genres, and styles that cosplayers embrace. From bright fantasy heroes to dark sci-fi warriors, the color spectrum celebrates the richness and inclusivity of the cosplay universe.

Thread Symbol: At the heart of the logo lies a swirling thread, symbolizing the meticulous crafting process behind every costume. Just like cosplay itself, the thread represents creativity, patience, and skill coming together to bring a character to life.

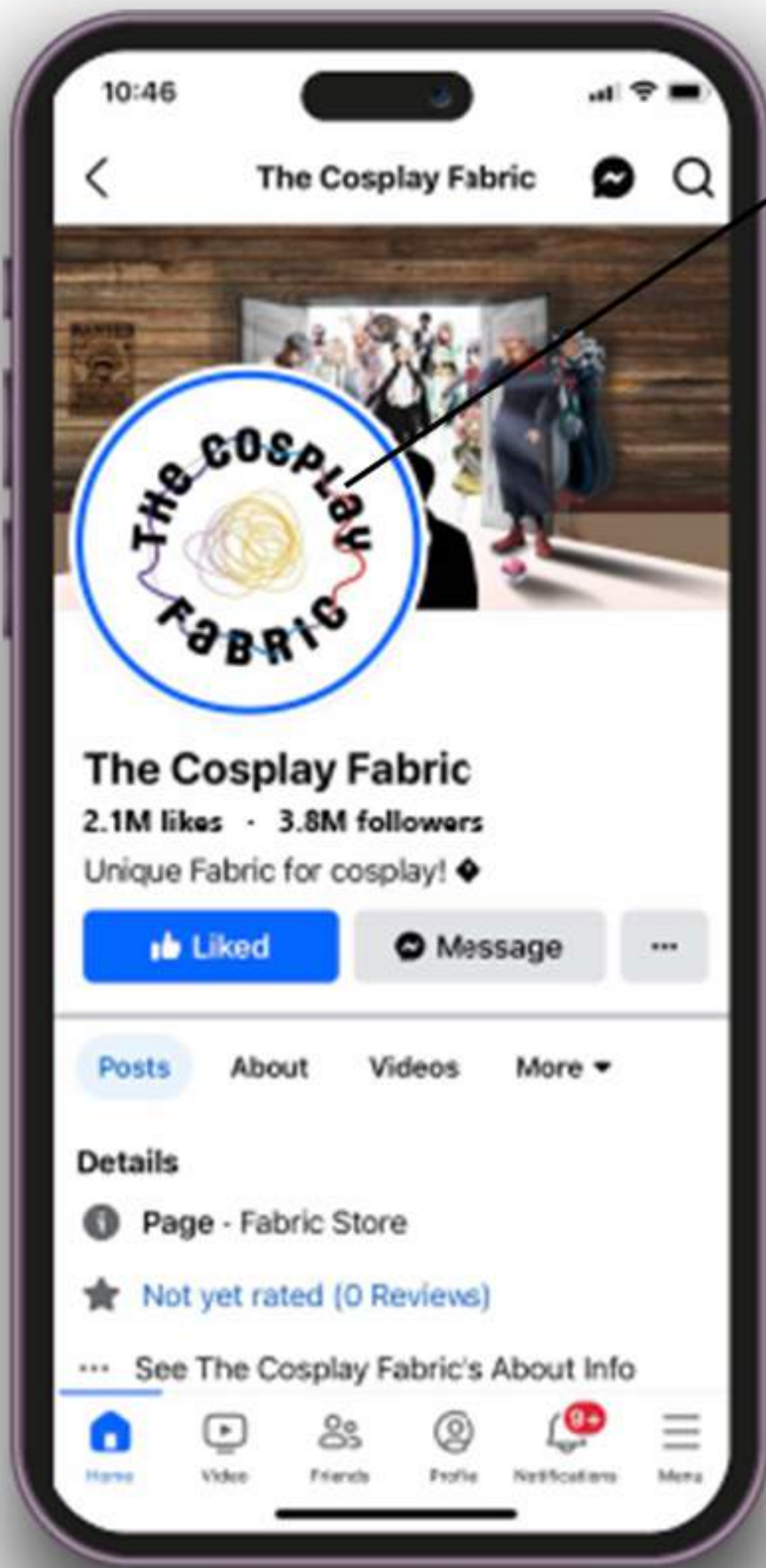
Circular Design: The rounded, flowing text creates a sense of continuity and community, reflecting how cosplay connects fans and creators from all walks of life.

Branding



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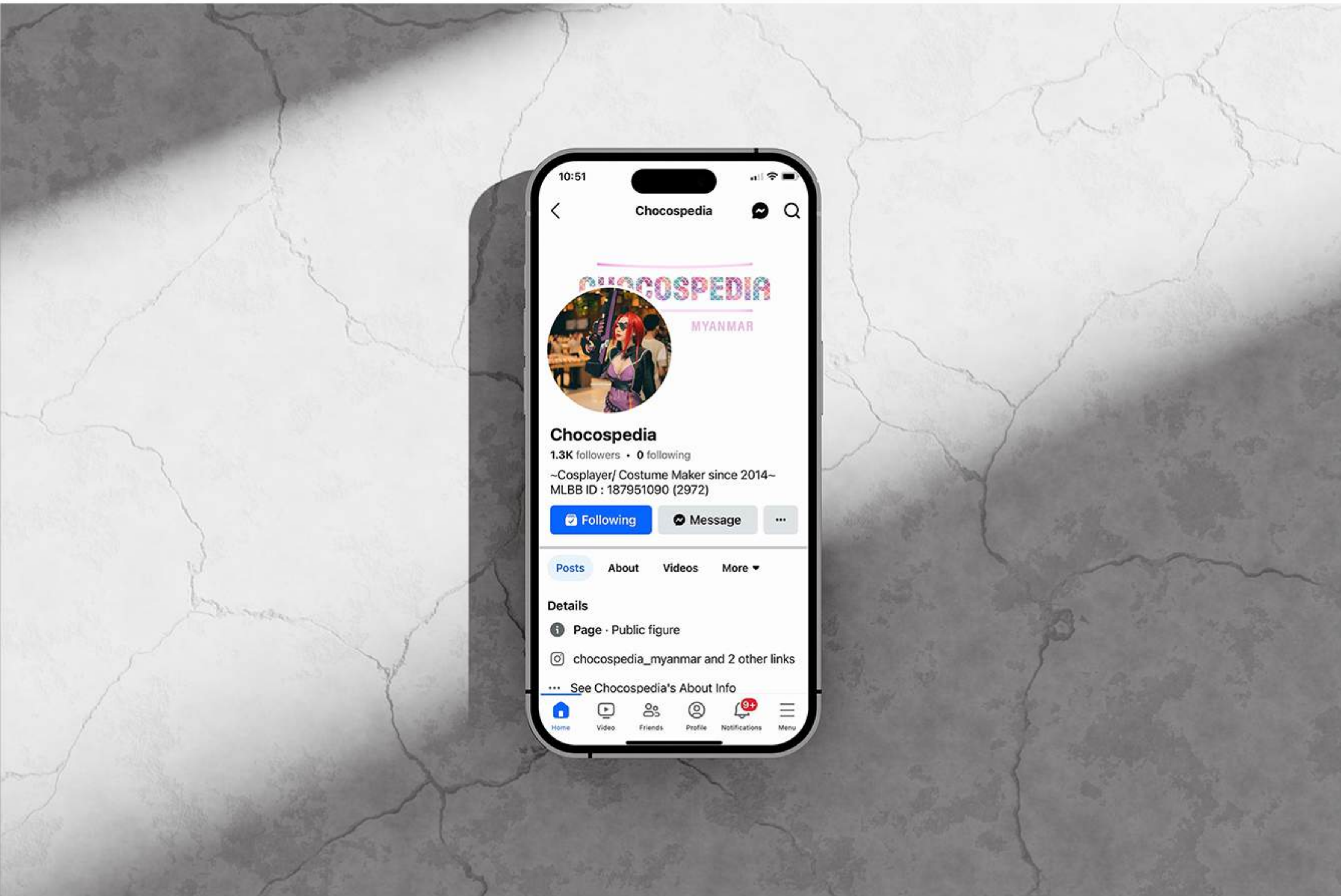
Main Font Sideware Trial



Chocospedia Myanmar Logo

This logo was designed for Chocospedia, a cosplayer since 2014, known for her iconic mermaid cosplay. The colorful mermaid skin pattern reflects her standout role, while the vibrant palette represents the variety of characters she portrays. The playful design encapsulates her creativity and unique cosplay journey.

Branding



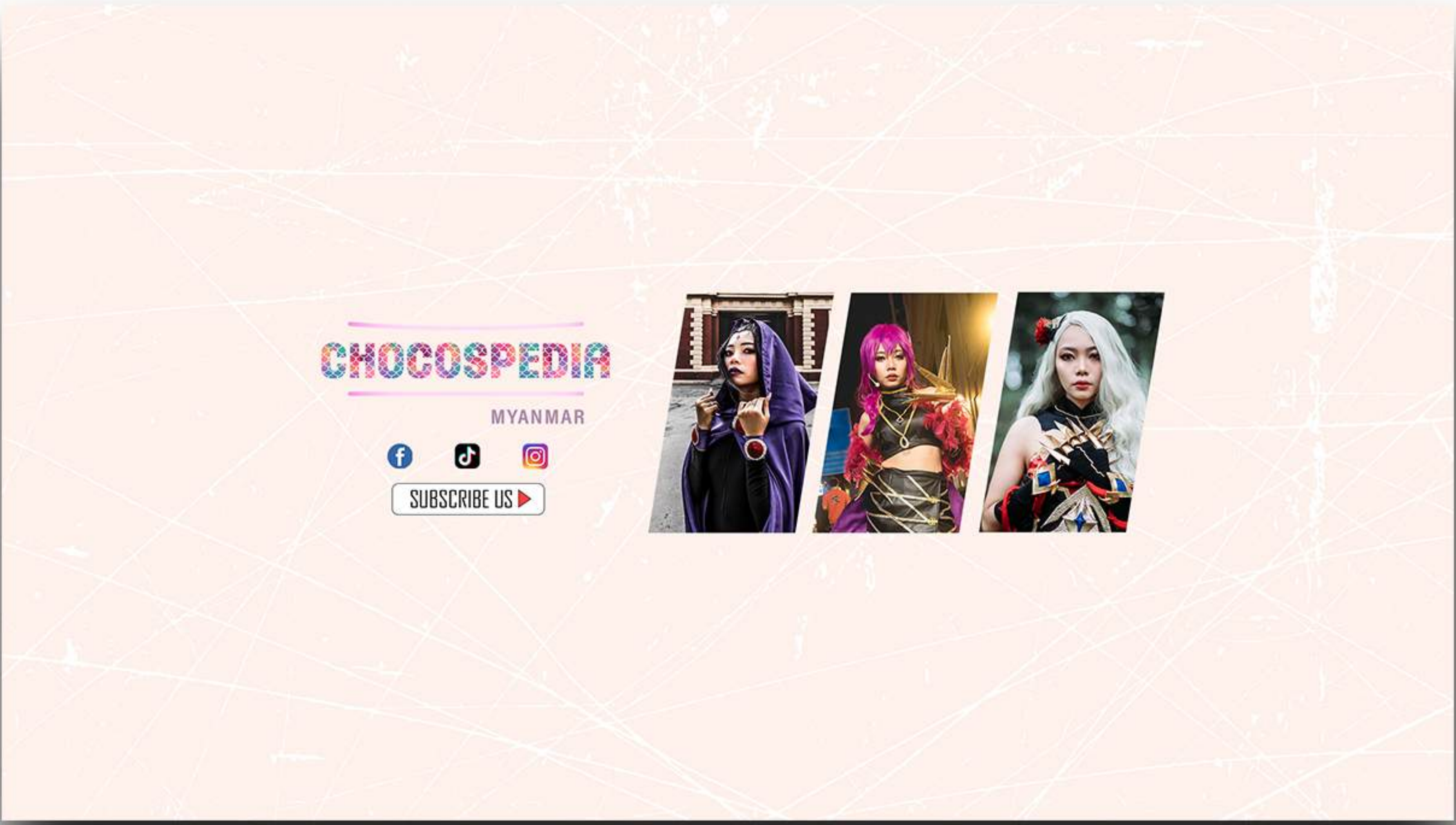
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Social Media Posts

Knowledgeable in graphic design principles tailored for social media and search engines, including adherence to platform-specific image dimensions, maintaining brand consistency, and following content guidelines to ensure compliance. Experienced in creating engaging, interactive content that encourages user participation while prioritizing accessibility and mobile responsiveness. Skilled in implementing SEO best practices through structured data markup and a focus on high-quality, original content, all while enhancing user experience to boost engagement and reduce bounce rates.

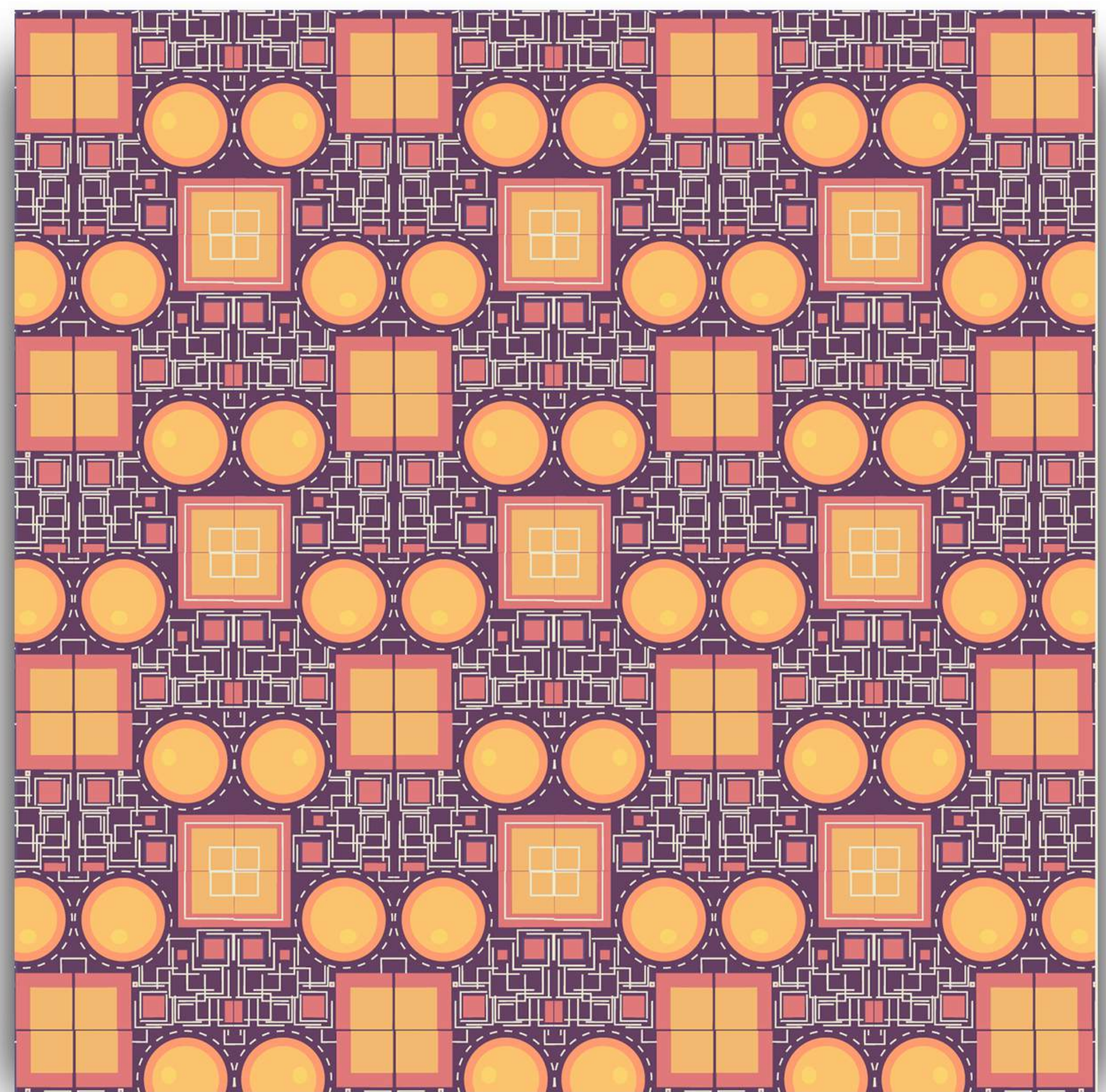
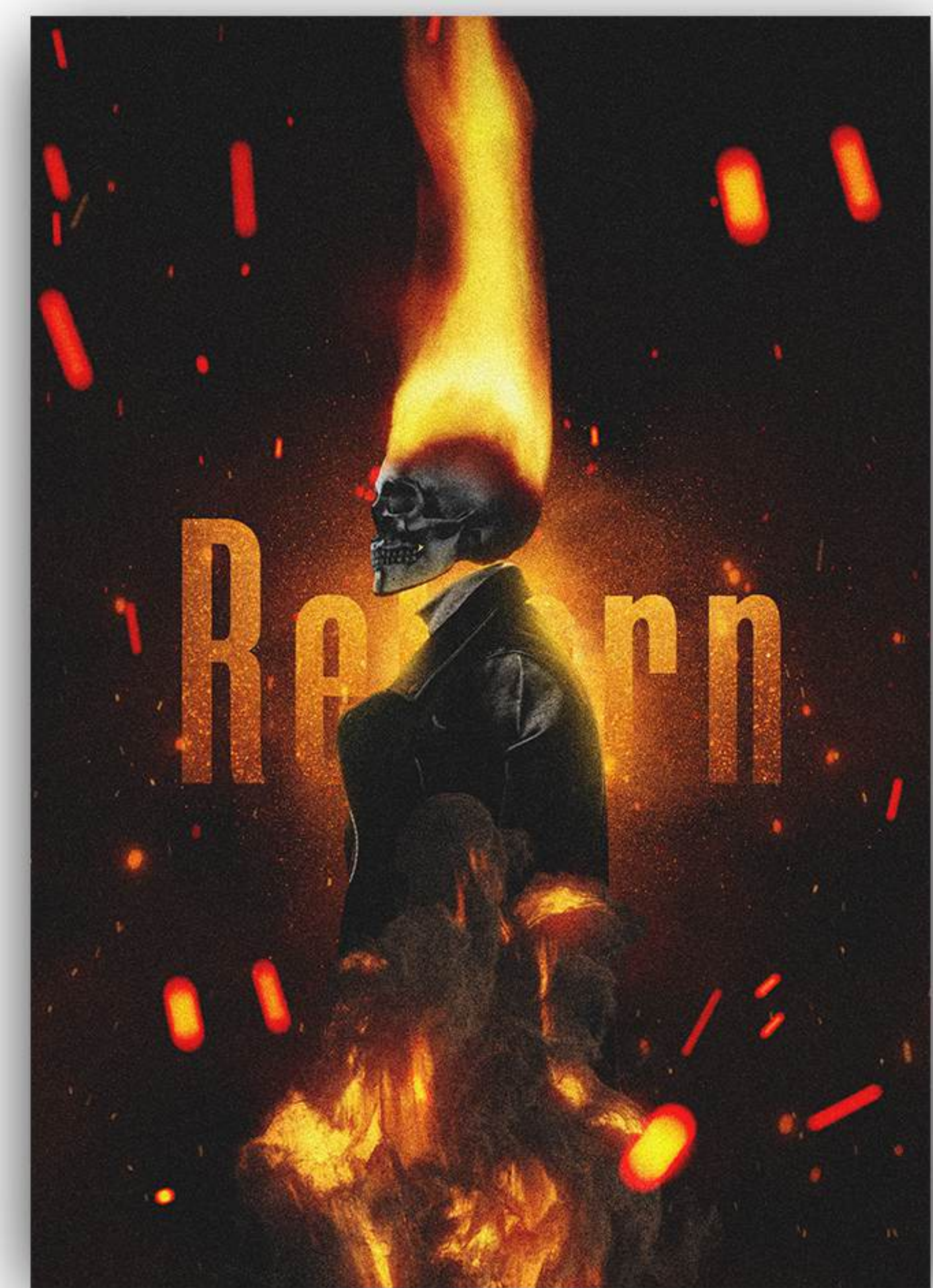
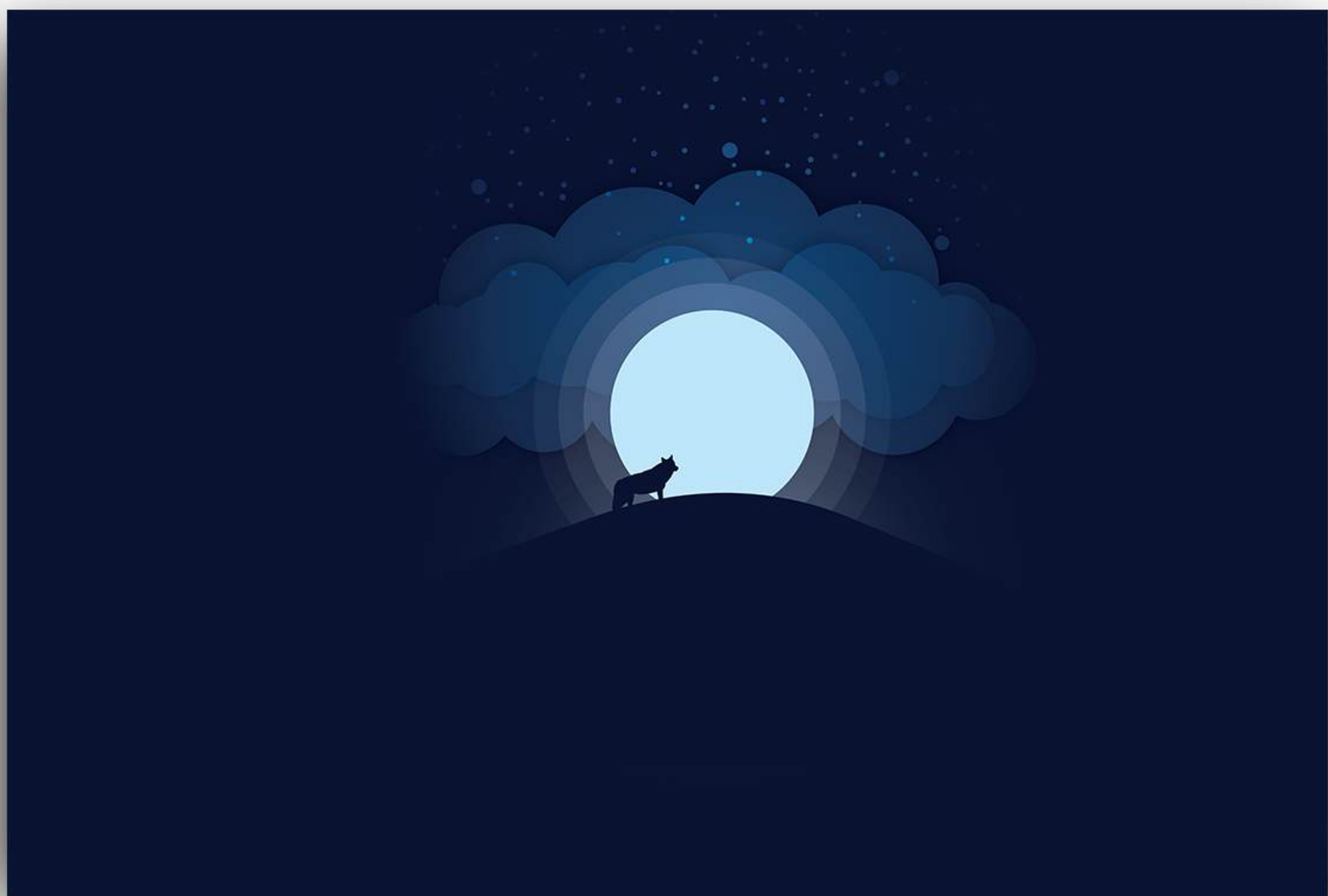
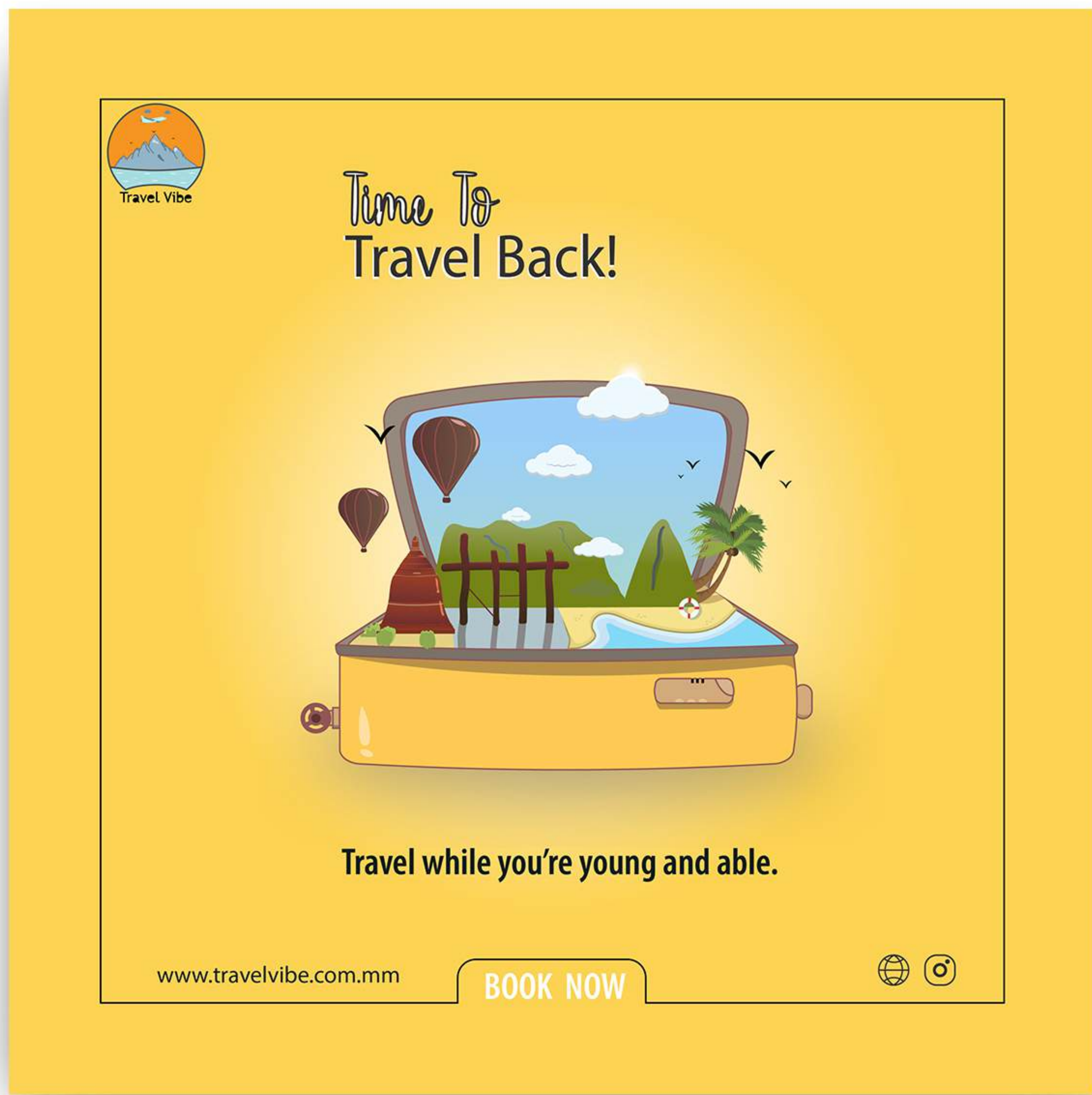


Print-Ready Branding Solutions

Knowledgeable in key printing principles, including maintaining 300 DPI resolution, using CMYK color mode, and incorporating bleed and margins. Proficient in selecting print-ready file formats (PDF, TIFF) and ensuring font consistency by embedding or converting to outlines. Experienced in verifying print quality through proofs, understanding paper stock options, and effectively communicating with printers to achieve high-quality results.



Manipulation Artwork



Thank

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Thank

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