

The 50 Studio

INTRODUCTION

- Branding
- Ui/Ux
- App Design
- Web Design



Design & Technology
Solutions

About Us

OUR 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.



Who we are

A STUDIO OF COMMITMENT

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.

PREVIOUS CLIENTS

CHICKAROS

amanotes
EVERYONE CAN MUSIC

CELLENS

MAESTRO
EQUITY PARTNERSCONG BANG
CORPORATION

BAOZ



THOPHAT

HOA SEN
CONCERTALCHEMY.
ASIA

Jose Cuervo

pullman
HOTELS AND RESORTSSASIN
Mức 7 cấp độDAIVIET
MACADAI.VIET.COM

VIETCHALLENGE

oppo

UTS
US Vietnam
Talent International
SchoolPLATINUM
100% NATURAL

mio

BRITISH VIETNAMESE
INTERNATIONAL SCHOOL
HO CHI MINH CITY
A NORD ANGLIA EDUCATION SCHOOL

TAPETCO

GLOBAL
CATERING

dulichHoàn mỹ®

DŨNG TIẾN
GROUPCAPITAL
PARTNERS
PRESERVING LEGACIESLE CORTO
WINE DININGADP
WORKPLACELexa
Records
Medical Records Management CompanyMạng lưới ung thư vú Việt Nam
Breast cancer network Vietnam
BCN
Tỏa lại sắc hồng cuộc sống

WORKING PROCESS

At The 50 Studio, we craft UI/UX experiences that are both strategic and visually compelling. We begin by immersing ourselves in your brand and deeply understanding your users' needs through thorough research and analysis. This foundation informs our design strategy and information architecture, ensuring a user-centered approach. We then translate insights into wireframes and interactive prototypes, meticulously crafting user flows and interfaces that are intuitive and engaging. Our focus on detail extends to accessibility and visual aesthetics, creating seamless and delightful experiences.

Our design process is iterative, driven by user feedback and testing. We believe in transparent collaboration, keeping you informed and involved throughout the journey. By merging creativity with technical expertise, we deliver digital products that not only meet your business objectives but also create lasting impressions on your users.



Analyze
Brief



FlowChart



Building
Wireframe



Concept
Research



Style Research



UI/UX
Production



Web
Development



Web
Launching



Previous Projects

APPS & GAMES

Ui/Ux Project

Project

AILENE

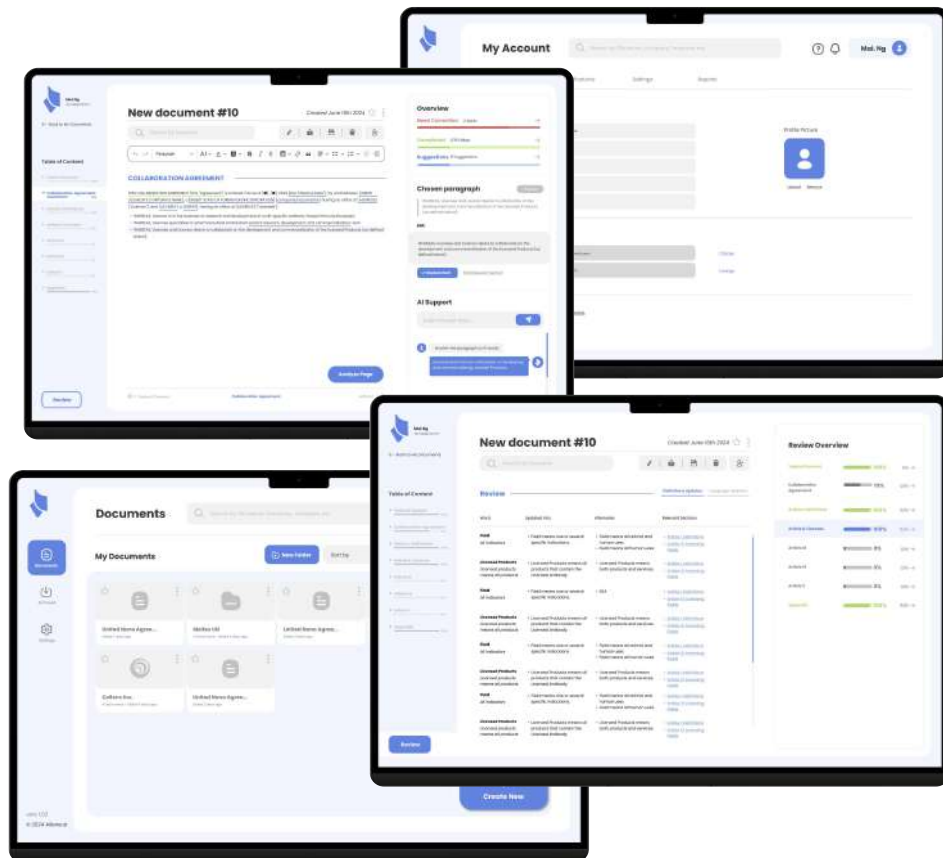
AI Contract Auto-review
& editing Web App

Timeline

February 2024

Scope

- Branding
- App Design
- Web Design



Ui/Ux Project

Project

MACADAIVIET
ERP APP

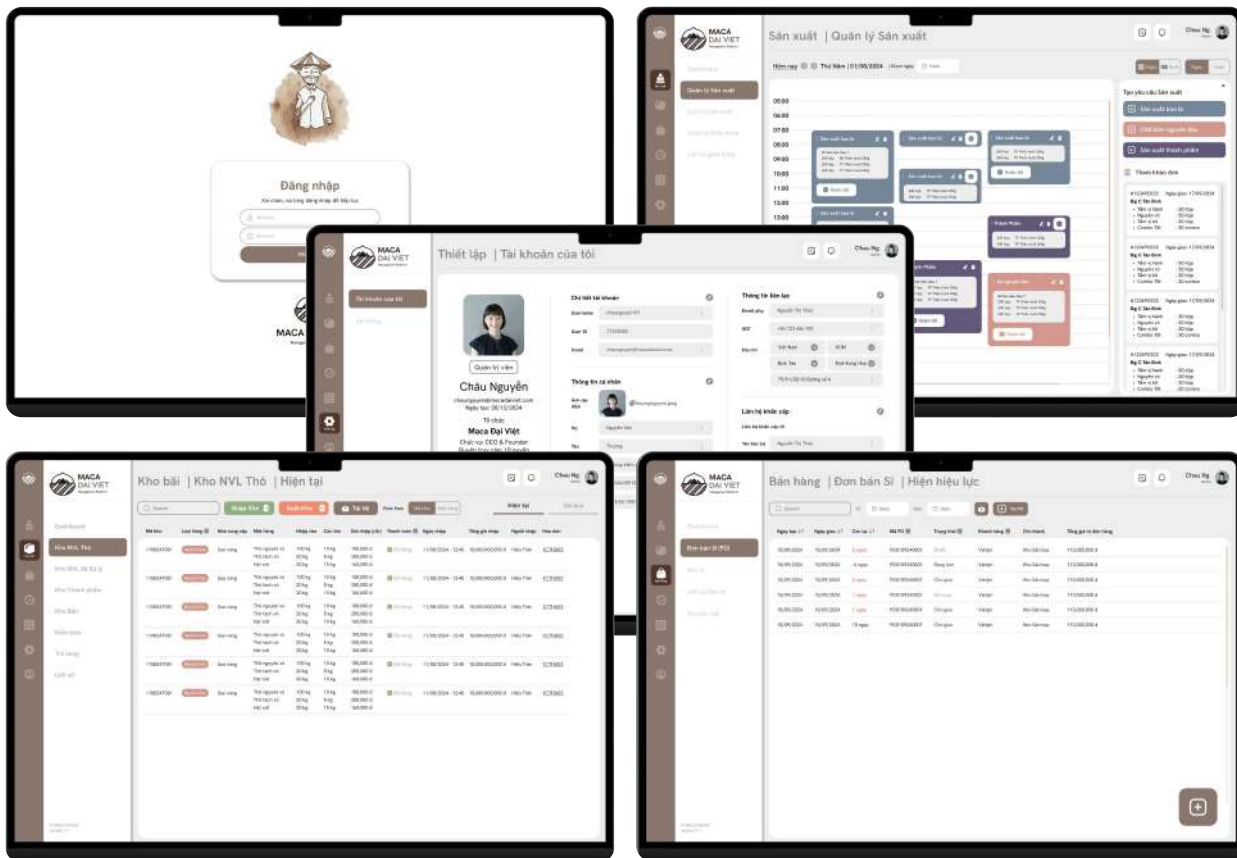
ERP Management App for
Macadaiviet's manufactory

Timeline

June 2024

Scope

- Branding
- App Design
- Web Design



Ui/Ux Project

Project

PIKAPOINT

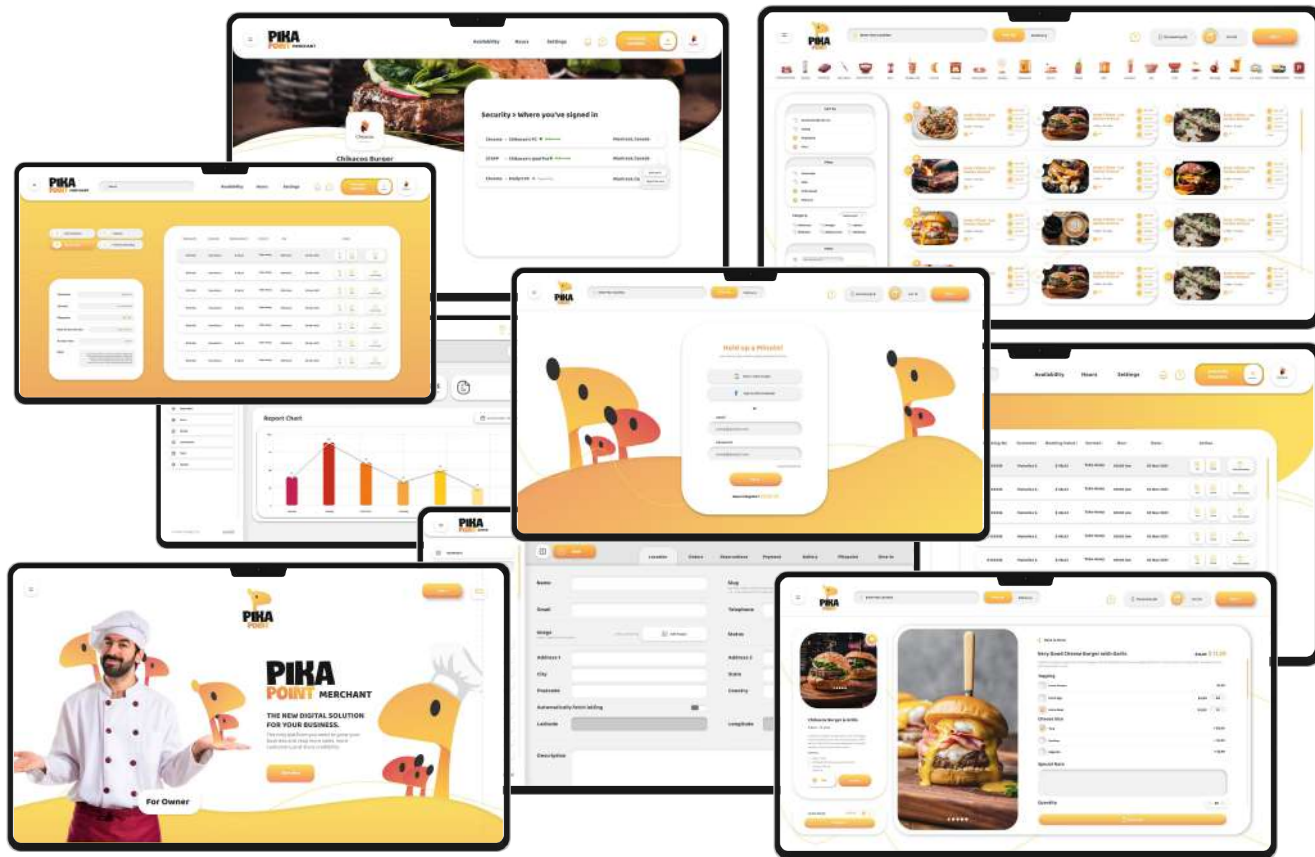
Restaurant booking & ordering app, client side & supplier side.

Timeline

February 2022

Scope

- Branding
- App Design
- Vendor App Design
- Web Design



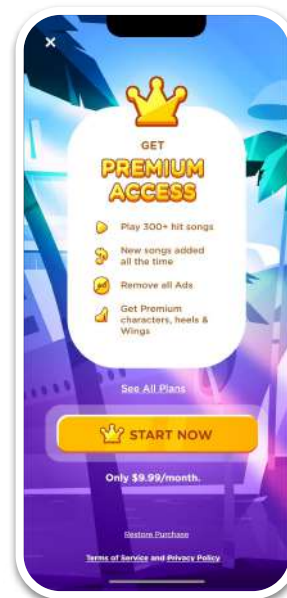
GAME UI & MOBILE DESIGN

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

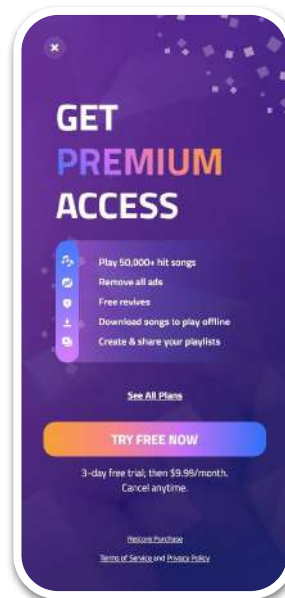
Below, you will find a typical design guideline built before we start doing anything. This is our commitment to the product's quality and success. Indeed, all 4 of the games that we had design has had their subscribing rate increased by at least 34%, the highest one increased by 56% - All just by redesigning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



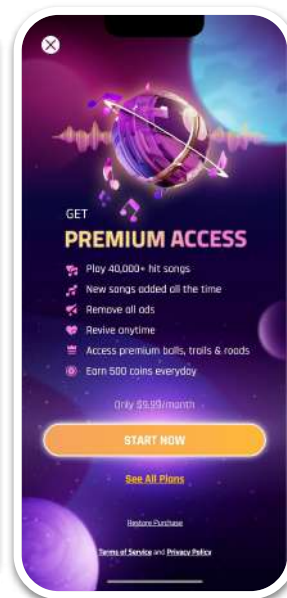
Dancing Road
(100M+ downloads)



Dancing Race
(10M+ downloads)



Magic Tiles 3
(500M+ downloads)



Tiles Hop
(500M+ downloads)

Ui/Ux Project

Project

JUKEBOX

An Ai-generated
Super Music game

Timeline

December 2023

Scope

- Branding
- Game Concept
- Game Design
- Animation Design
- Game Ui/Ux
- Game Assets



Ui/Ux Project

Project

DRUMSTAR

Mobile Music Game

Timeline

September 2024

Scope

- Branding
- Game Concept
- Game Design
- Animation Design
- Game Ui/Ux
- Game Assets



Ui/Ux Project

Project

SUPERSTAR MUSIC BATTLE

Mobile Music Game

Timeline

September 2022

Scope

- Branding
- Game Concept
- Game Design
- Animation Design
- Game Ui/Ux
- Game Assets





Previous Projects

LANDING PAGES

Ui/Ux Project

Project

MARGARITA VIETNAM

Jose Cuervo & Cointreau
- Alchemy Asia

Timeline

2023-2024

Scope

- Artwork
- Ui/Ux Design
- Development
- Animation

Case Study

Summer 2023

Spring 2024

Summer 2024

Ui/Ux Project

Project

OPPO RENO 11F

Phone Release
Campaign Landing page

Timeline

2023-2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

VIET-CHALLENGE

Global Entrepreneurship
Incubation Platforms

Timeline

2023-2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

HOMELAND STUDIO

Music Studio

Timeline

2023

Scope

- Artwork
- Branding
- Ui/Ux Design



Ui/Ux Project

Project

LE CORTO DINING

Fine Dining
Restaurant

Timeline

April 2024

Scope

- Artwork
- Branding
- Ui/Ux Design



Ui/Ux Project

Project

ALLY
BEAUTYCosmetic
Products

Timeline

October 2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

DINH

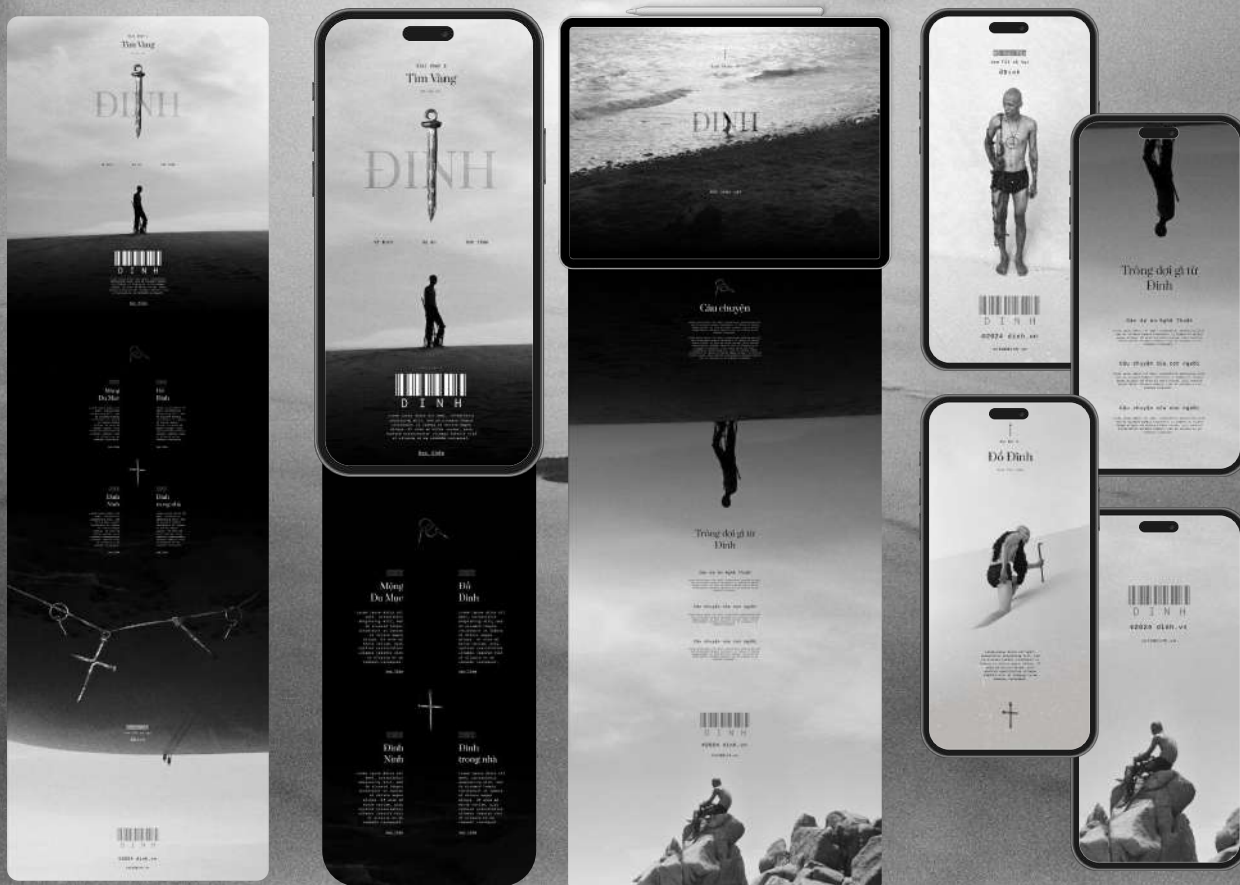
High-fashion Brand

Timeline

September 2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

SOTZ

Habanero Hot Sauce

Timeline

June 2024

Scope

- Branding
- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

BLSS & BLOCK CHAMP

VC's Life-Sciences Projects

Timeline

2023-2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

LAGIM

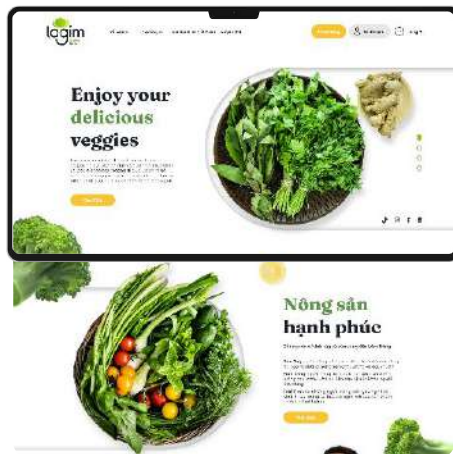
Veggies Supplier

Timeline

October 2024

Scope

- Artwork
- Ui/Ux Design





Previous Projects

BOOKING SITES

Ui/Ux Project

Project

EL
COLECTIVO

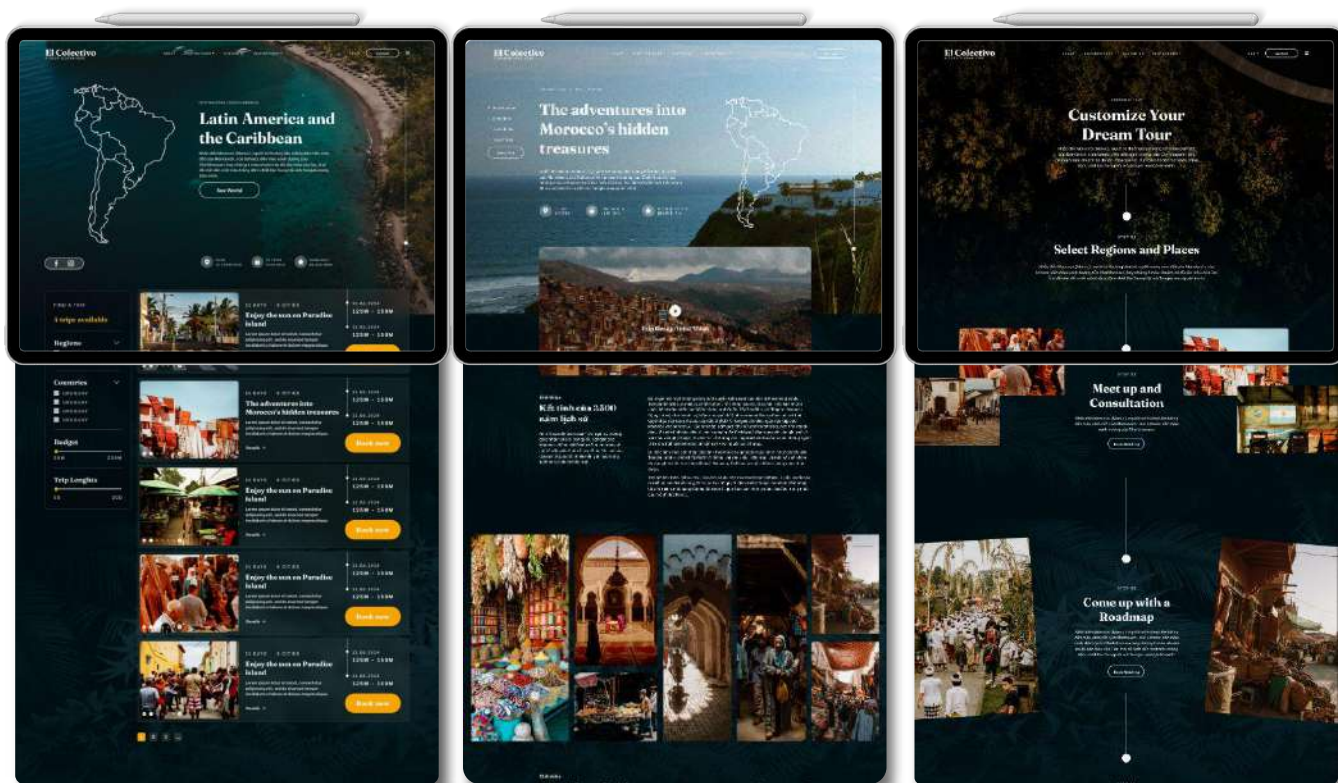
Travel Agency

Timeline

October 2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

DU LỊCH HOÀN MỸ

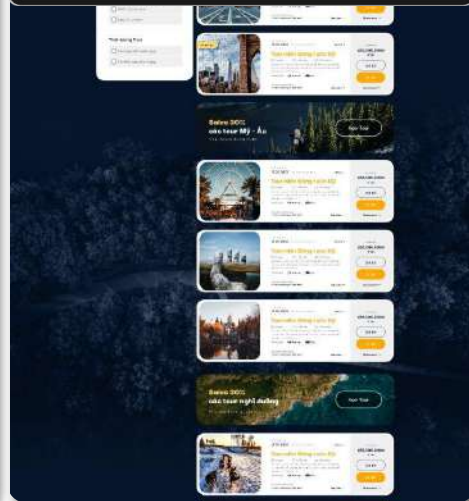
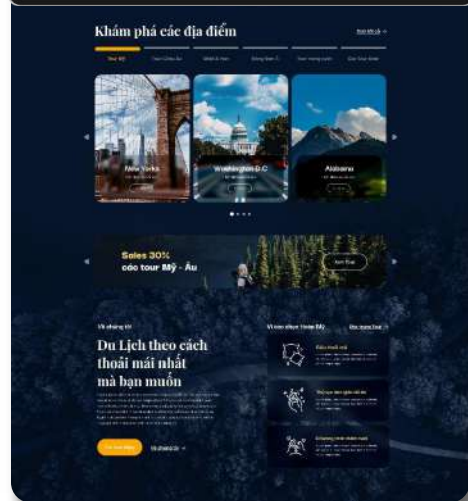
Travel Agency

Timeline

May 2023

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

VSENDA

Flower

Timeline

December 2024

Scope

- Branding Design
- Ui/Ux Design



Ui/Ux Project

Project

HOA SEN
CONCERT

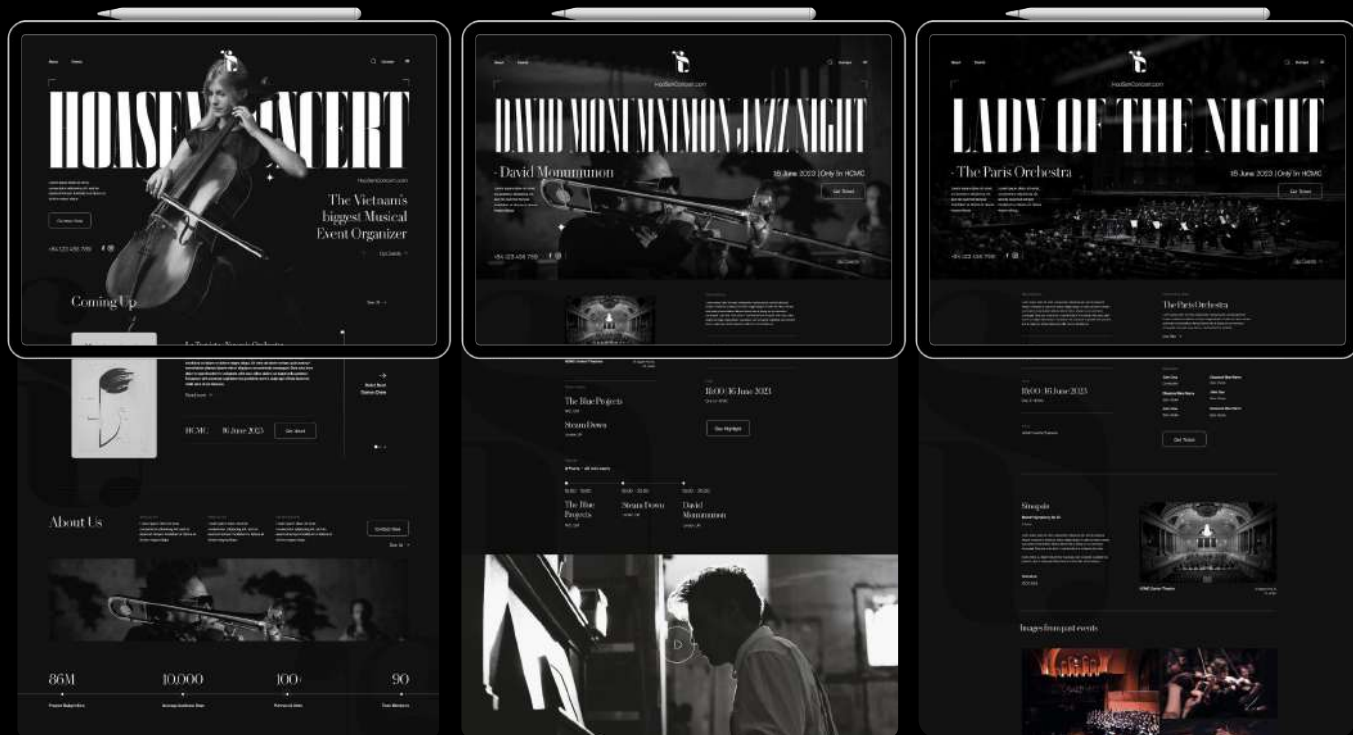
Event Agency

Timeline

March 2023

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

RUNG
THONG MO

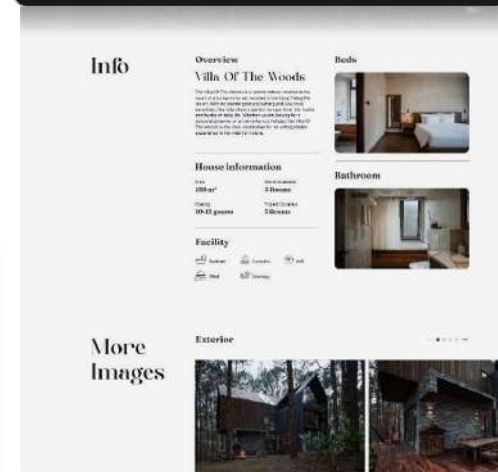
Resort

Timeline

June 2023

Scope

- Artwork
- Ui/Ux Design





Previous Projects

BUSINESS WEBSITES

Ui/Ux Project

Project

MACA DAIVIET

Portfolio / FMCG /
E-com

Timeline

October 2022

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

TVD
CAPITAL

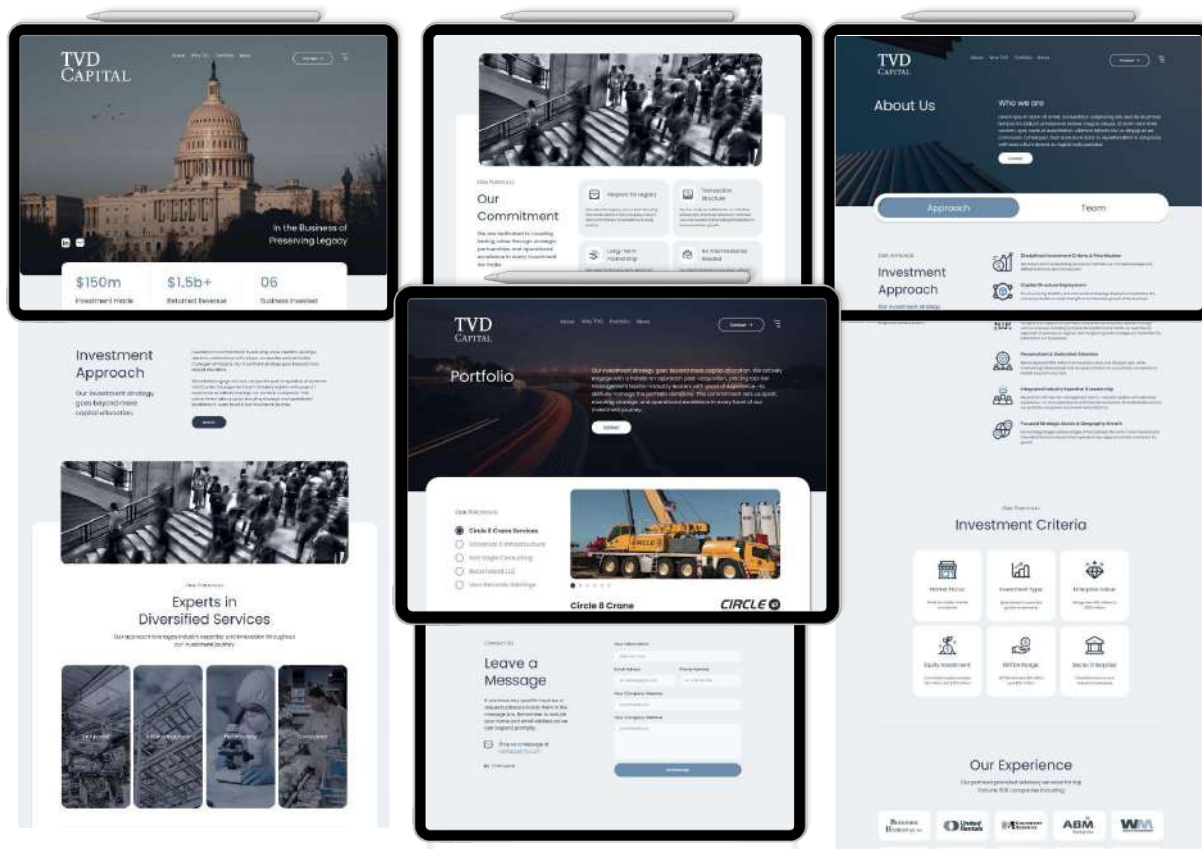
Investment Firm

Timeline

August 2024

Scope

- Logo Design
- Ui/Ux Design



Ui/Ux Project

Project

BOUND
THERAPEUTICS

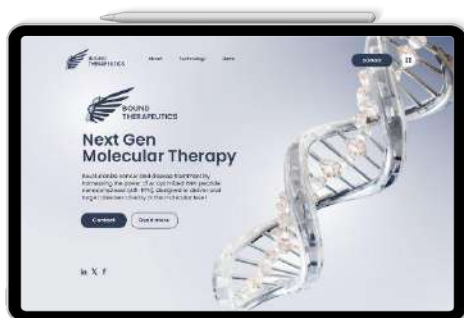
RNA Therapeutics

Timeline

March 2024

Scope

- Scientific demonstrations
- Ui/Ux Design



LEXA RECORDS

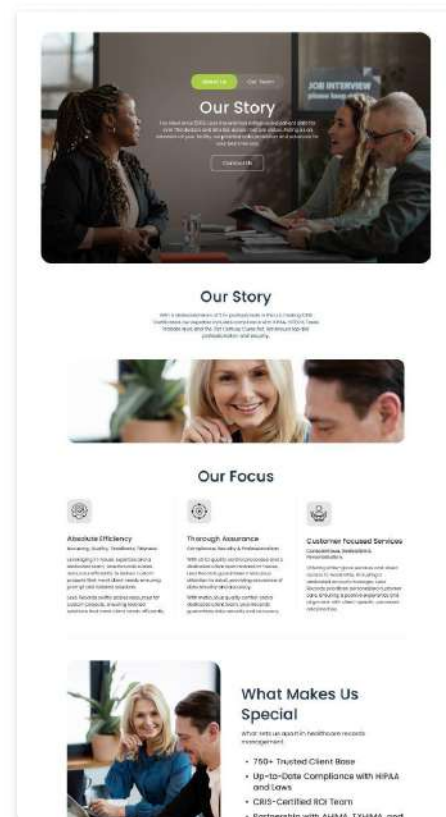
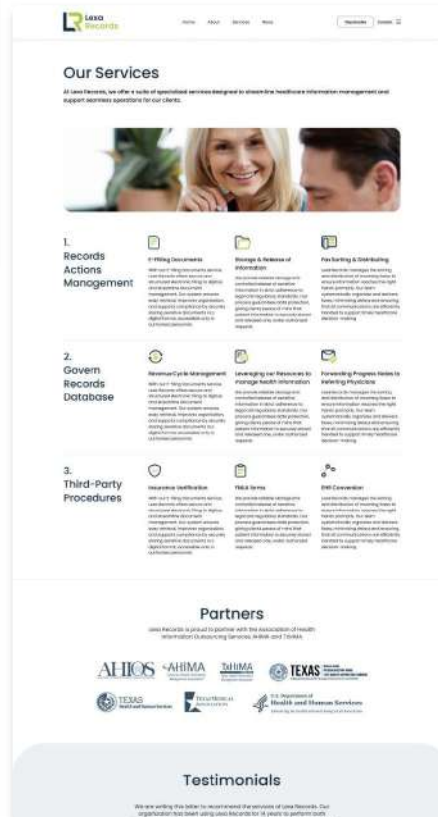
Records
Management Firm

Timeline

October 2024

Scope

- Artwork
- Ui/Ux Design



Ui/Ux Project

Project

CELLENS INC.

Cancer Detection
Technology

Timeline

August 2023

Scope

- Artwork
- Scientific Demonstrations
- Branding
- Ui/Ux Design

Case Study

Ui/Ux Project

Project

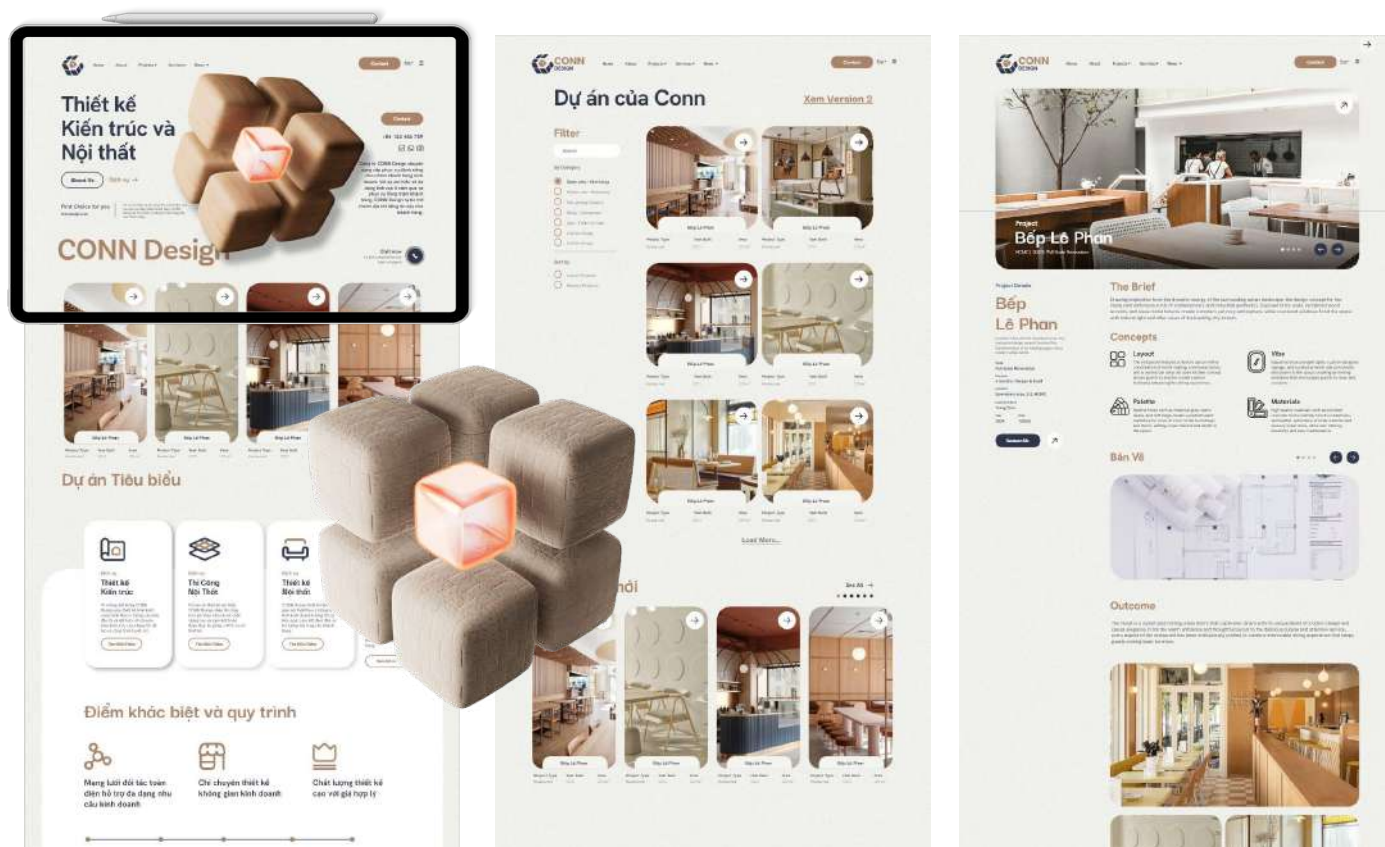
CONN
DESIGNArchitect & Interior
Design Firm

Timeline

January 2024

Scope

- Artwork Animation
- Branding
- Ui/Ux Design

Case Study

Ui/Ux Project

Project

VIETBAU

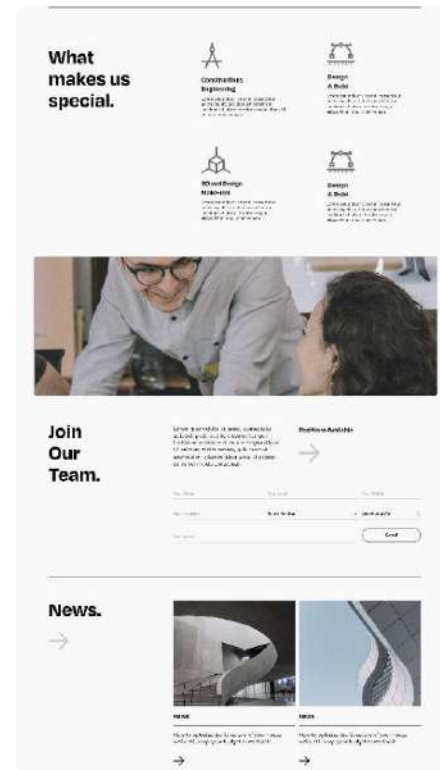
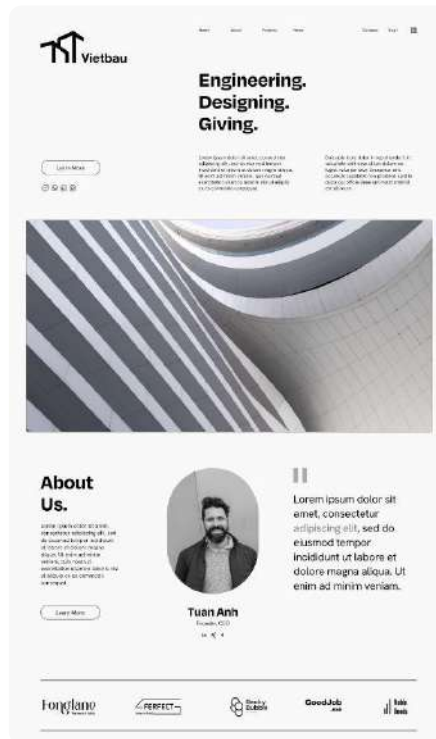
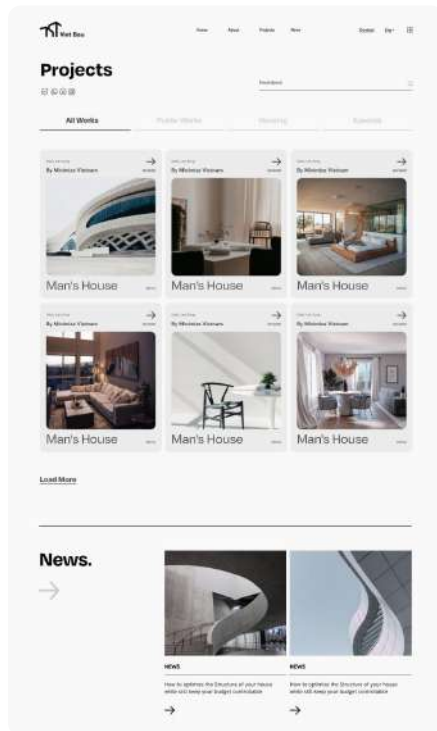
Architecture
Engineering

Timeline

July 2023

Scope

- Artwork Animation
- Branding
- Ui/Ux Design

Case Study

Ui/Ux Project

Project

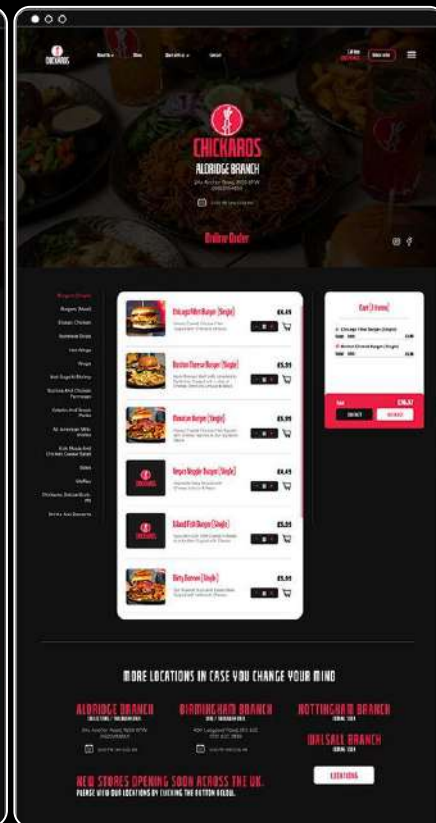
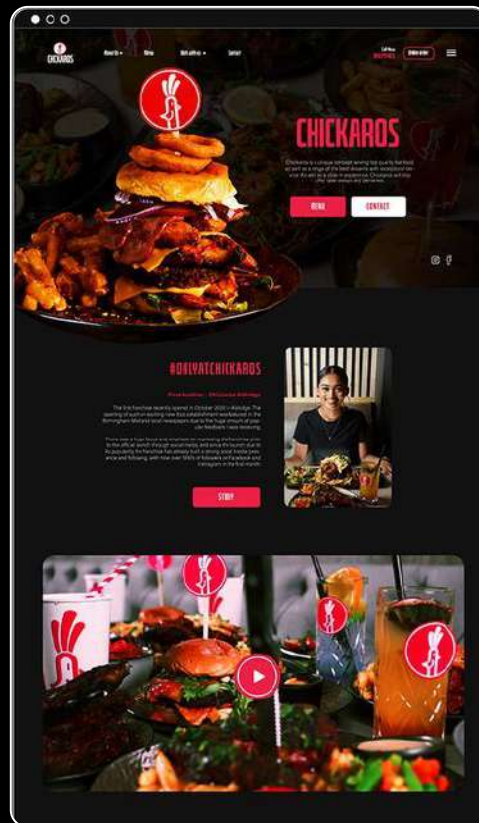
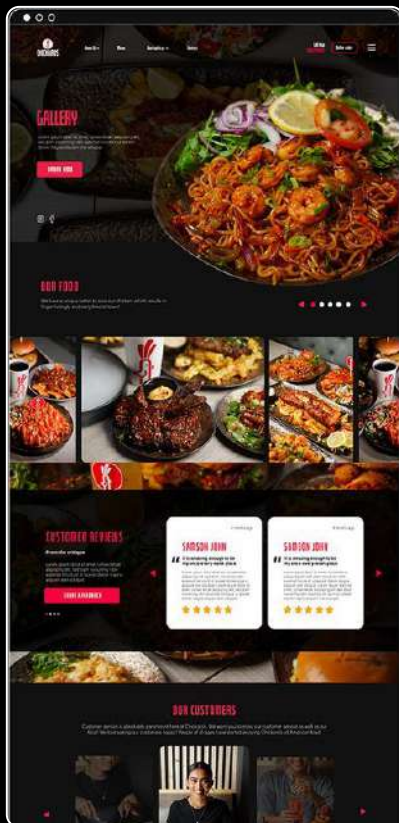
CHICKAROS
UKFast-Food
Franchise

Timeline

September 2020

Scope

Ui/Ux Design

[Website](#)[Case Study](#)

Ui/Ux Project

Project

SASIN

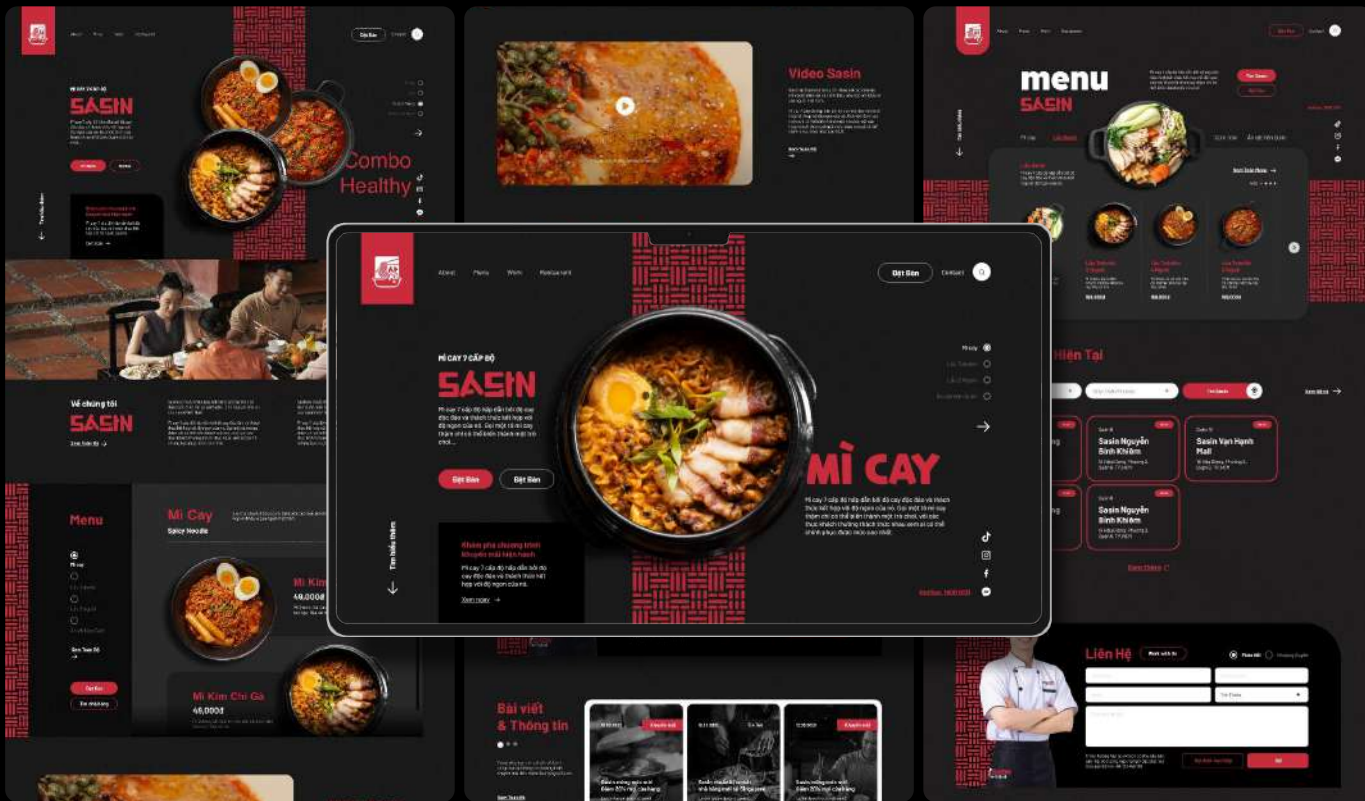
Biggest Spicy
Noodle Chain in VN

Timeline

January 2021

Scope

Ui/Ux Design

[Website](#)[Case Study](#)

Ui/Ux Project

Project

NGÀY HỘI
NÓN HỒNGVietnam Breast
Cancer Network

Timeline

May 2024

Scope

- Ui/Ux Design
- KV Design



Ui/Ux Project

Project

OTHER
SITES

- Công Bằng Corporation
- Global Catering
- Thọ Phát
- FGC (Cozy Tea)
- Viet Glove

Timeline

2021 - 2022

Scope

- Ui/Ux Design
- KV Design



CONG BANG CORPORATION

Portfolio / Construction-industry web

<https://congbang.vn/>

GLOBAL CATERING

Airport Catering / Catering / Portfolio

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

BANH BAO THO PHAT

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/>

Ui/Ux Project

Project

OTHER
SITES

- Chuyện Của Cá (KV & Landing Page)
- Baoz Hot Pot
- East Sea Beer
- Úb Ú

Timeline

2022 - 2023

Scope

- Ui/Ux Design
- KV Design



Ui/Ux Project

Project

PERSONAL
PROJECTS

Timeline

2023 - 2024

Scope

- Ui/Ux Design
- KV Design



BRANDING PROCESS

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



Brand
Story



Market
Research



Product
Research



Culture
Research



Concept
Research



Creative
Draft



Style
Research



Sleepless
Nights



Final
Touches

Branding Project

Project

MIO

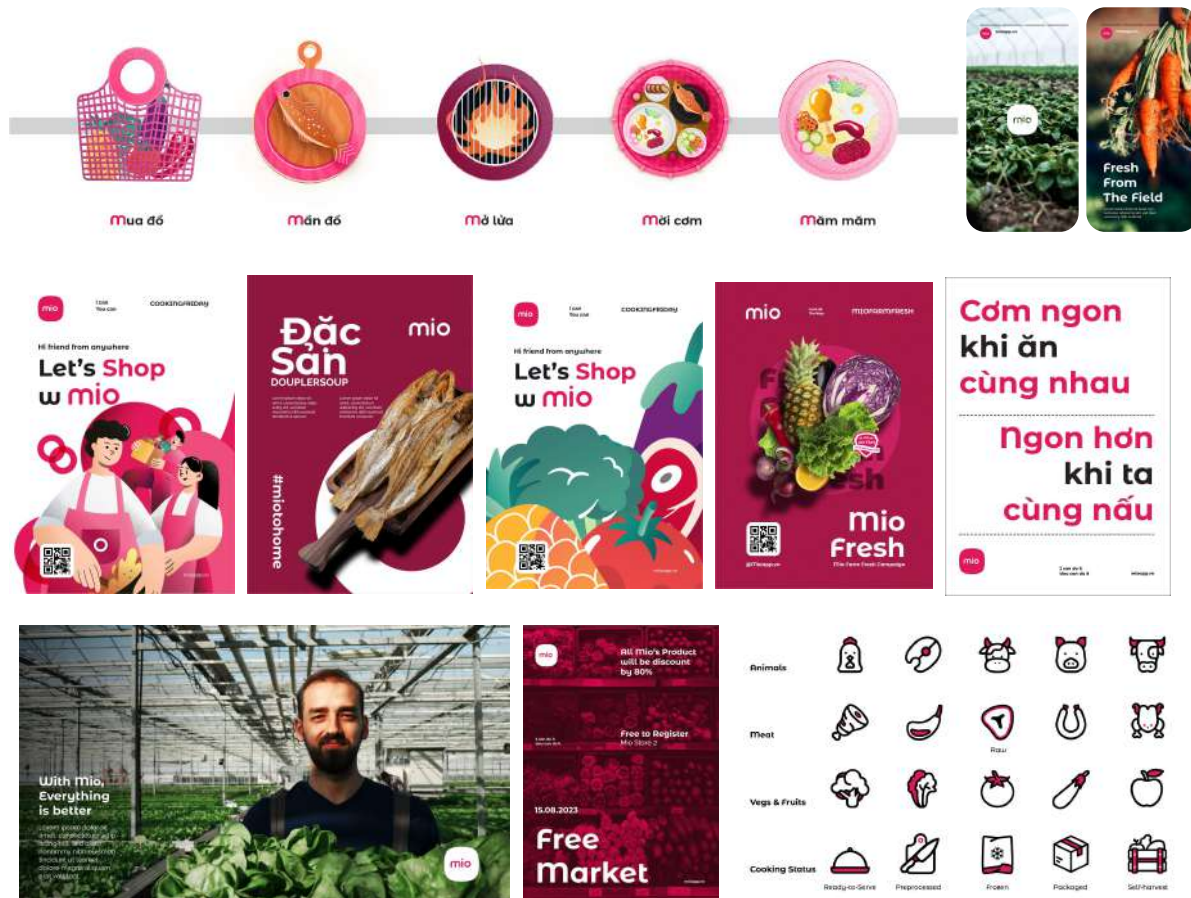
A super App project.

Timeline

March 2023

Scope

- Branding
- Ui/Ux Design

Case Study

Branding Project

Project

HONG TRA
HOA BINH

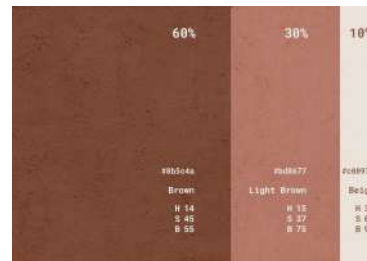
F&B

Timeline

March 2025

Scope

- Branding
- Ui/Ux Design



Branding Project

Project

VFLOWER

Flower Shop

Timeline

March 2025

Scope

- Branding
- Ui/Ux Design



Branding Project

Project

PIKAPOINT

Restaurant booking & ordering app, client side & supplier side.

Timeline

March 2023

Scope

- Branding
- Ui/Ux Design



Branding Project

Project

CONG BANG CORPORATION

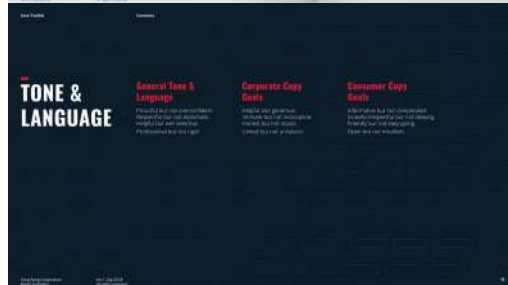
Construction-industry

Timeline

March 2020

Scope

- Branding
- Ui/Ux Design

[Case Study](#)

Branding Project

Project

DUNG TIEN GROUPS

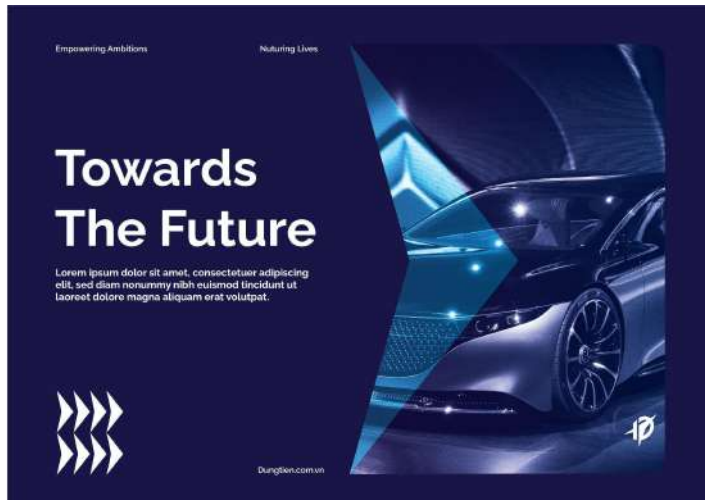
Motorcycles & Car
retailers

Timeline

March 2020

Scope

- Branding
- Ui/Ux Design

Case Study

Branding Project

Project

USTEO

Osteopath middleman
connecting platform.

Project

USTEO

Osteopath middleman
connecting platform.

Project

USTEO

Osteopath middleman
connecting platform.

Timeline

Timeline

Scope

- Branding
- Ui/Ux Design

- ## Scope
- Branding
 - Ui/Ux Design

Case Study



Branding Project

Project

ONG BA MACADAMIA

FMCJ

Timeline

March 2020

Scope

- Branding
- Ui/Ux Design

Case Study

Case Study



Branding Project

Project

SOTZ

FMCJ

Timeline

March 2020

Scope

- Branding



Branding Project

Project

FRESH+

FMCJ

Timeline

March 2020

Scope

- Branding

Case Study

Branding Project

Project

OCTO

A teaching centered

Timeline

March 2020

Scope

- Branding

Case Study

Branding Project

Project

VSITA DENTAL

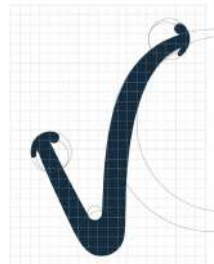
Dental Lab

Timeline

March 2025

Scope

- Branding
- Ui/Ux Design



Branding Project

Project

VSENDA

A teaching centered

Timeline

March 2020

Scope

- Branding

Case Study

Gạch bông Inspiration



Succulent petants taken from the Logo



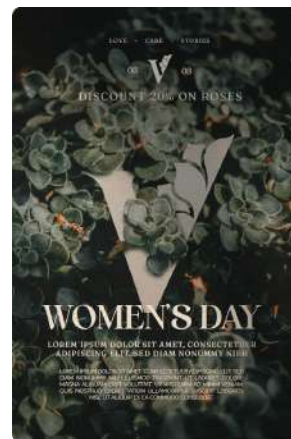
Grid



Diamond



Chequerboard



Branding Project

Project

THE CHEF HOUSE

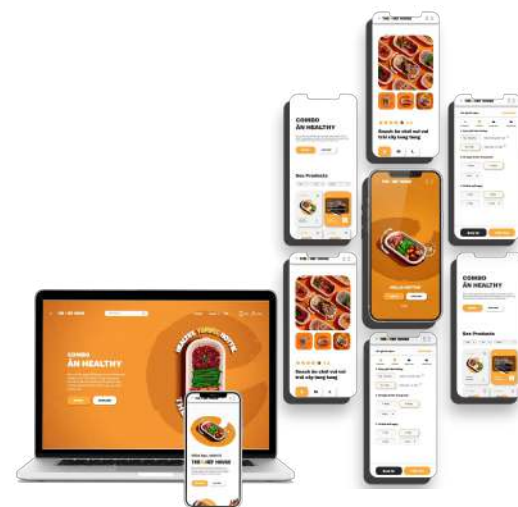
Healthy food package

Timeline

March 2020

Scope

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

Case Study

Branding Project

Project

VVS DENTAL

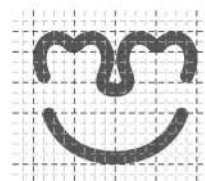
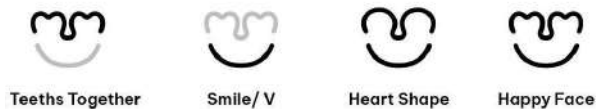
Aesthetic Dental Clinic

Timeline

March 2020

Scope

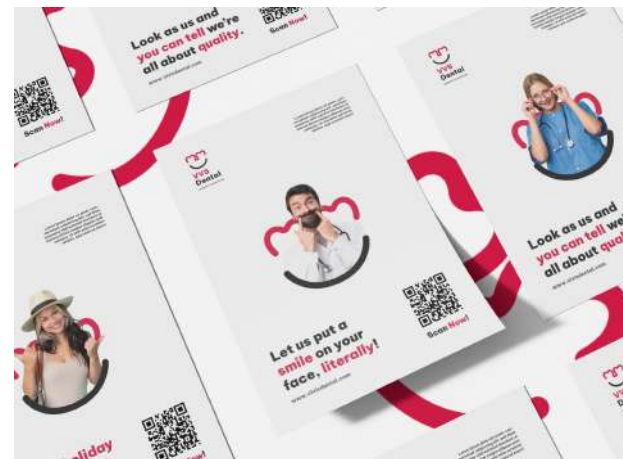
- Branding Design
- UI/UX Designs.

Case Study

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



Branding Project

Project

CALLA SPA

Spa & Beauty
Treatment center

Timeline

March 2020

Scope

- Branding Design
- UI/UX Designs.

[Case Study](#)

Branding Project

Project

LEXA
RECORDSMedical Records
Management

Timeline

March 2020

Scope

- Branding Design
- UI/UX Designs.



Branding Project

Project

NILUFER PERFUME

Singapore Perfume

Timeline

March 2020

Scope

- Branding Design
- UI/UX Designs.

Case Study

THE50STUDIO

khailuu@the50studio.com

+84 39 2520 149



Project Showcase

Ui/Ux Design & Web Development

The 50 Studio