The 50 Studio

INTRODUCTION

- **Branding**
- **Ui/Ux Design**
- **App, Web, & Game Design**
- **Visual Production**

Visual & 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.

CLIENTS & PROJECTS

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

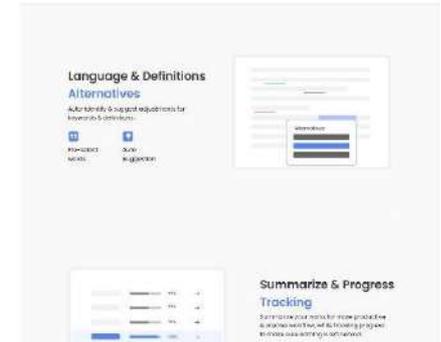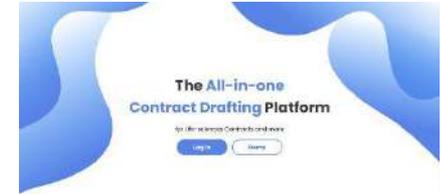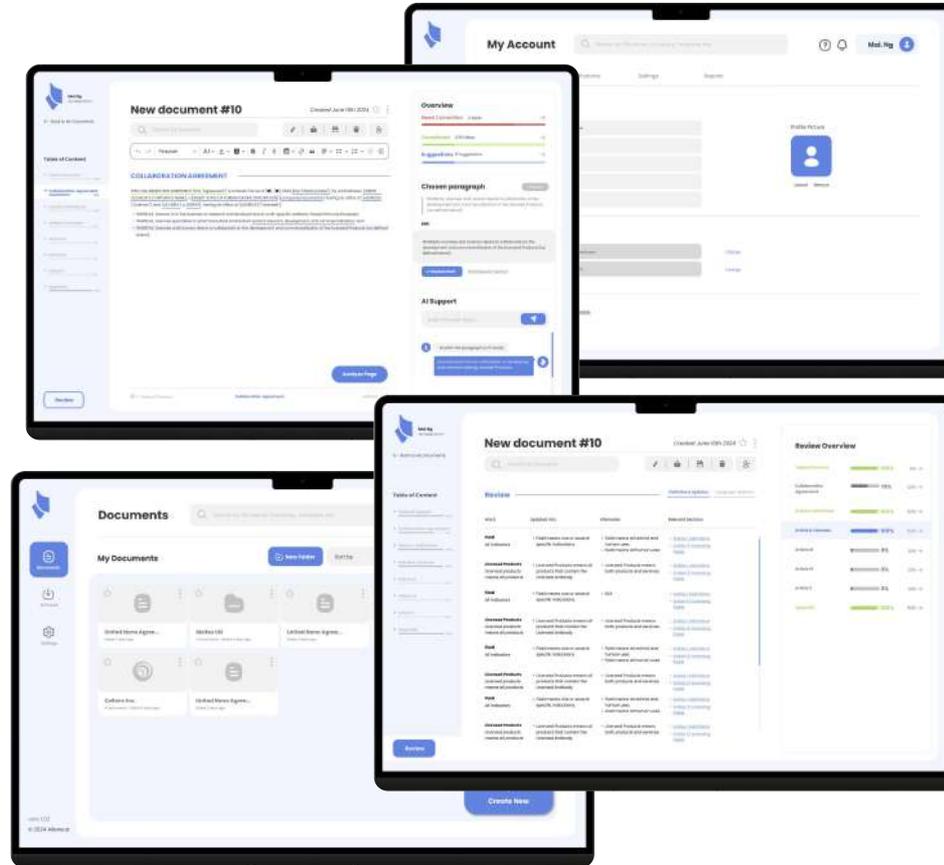**50**

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
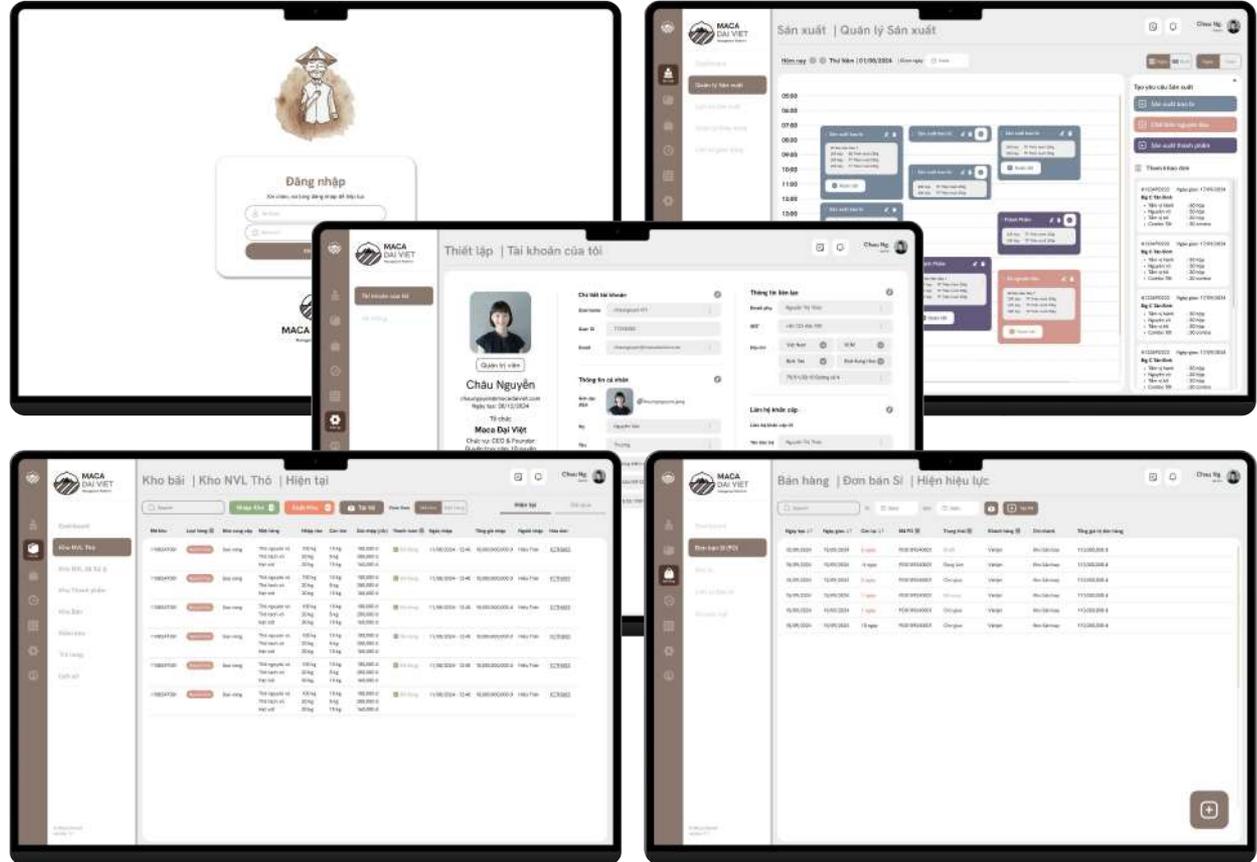
Project

MACADAIVIET ERP APP

ERP Management App for
Macadaiviet's manufactory

Timeline
June 2024

Scope

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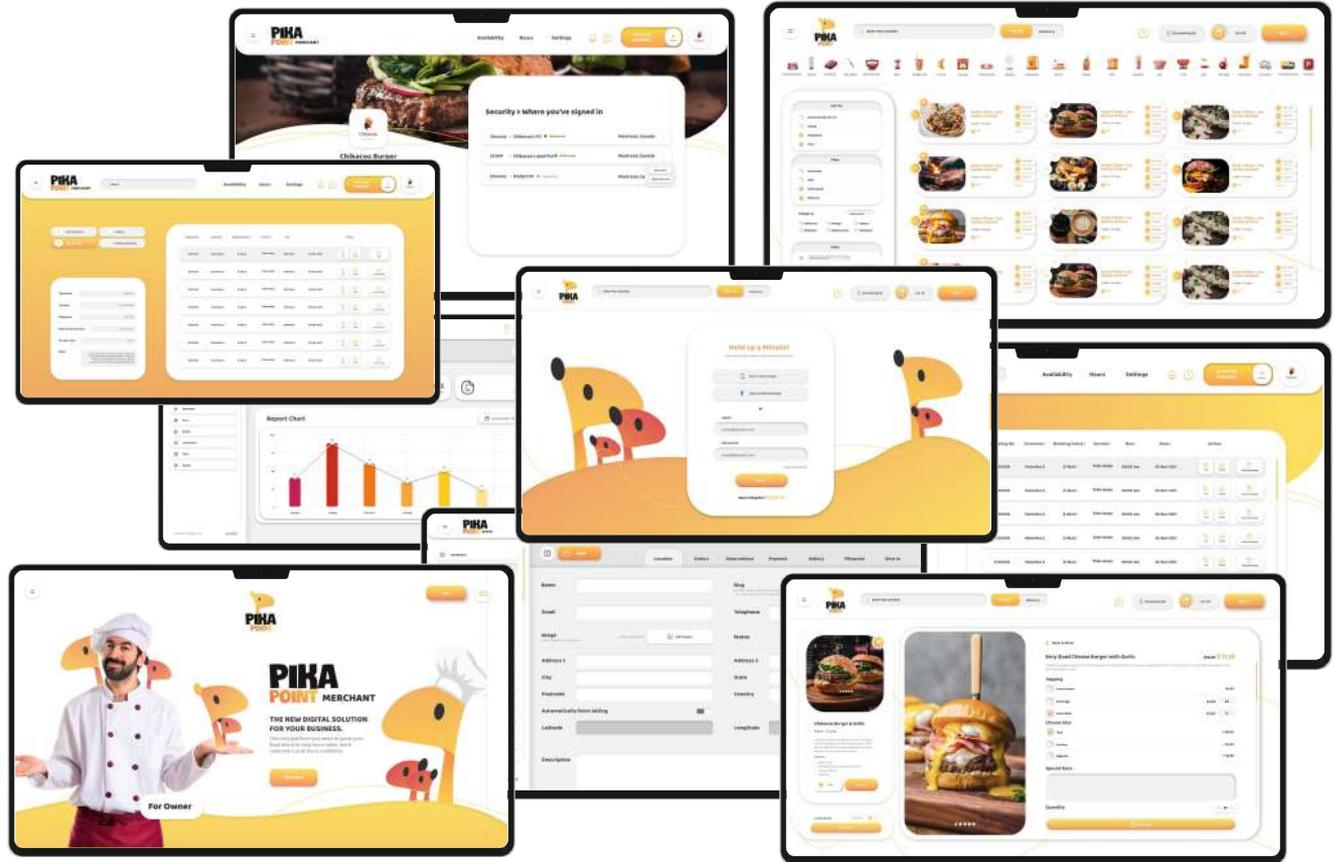
Ui/Ux Project

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.
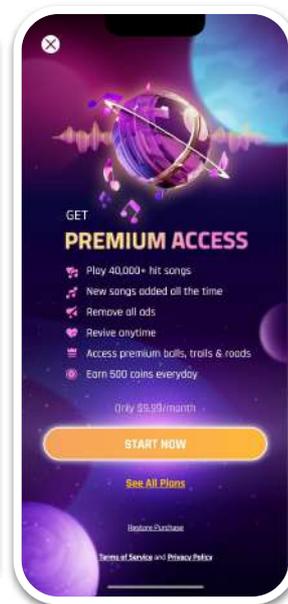

Dancing Road
(100M+ downloads)
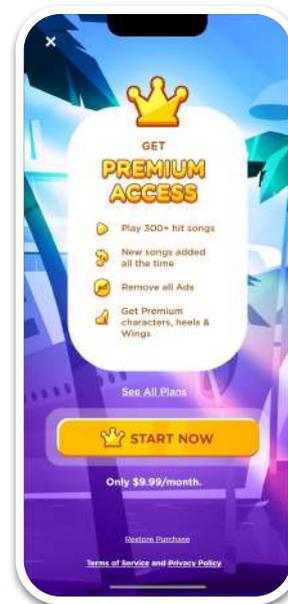
Dancing Race
(10M+ downloads)
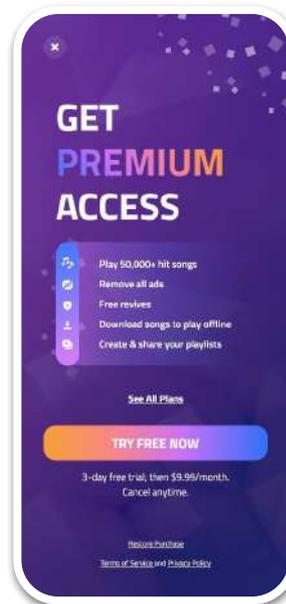
Magic Tiles 3
(500M+ downloads)

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

Ui/Ux Project

Project

JOSE CUERVO DAY OF THE DEAD 2025

Web-game Campaign

Timeline

October 2025

Scope

- Campaign Tech Architect
- Game Concept, Design & Development
- Game & Web & Mobile Ui/Ux
- Campaign Data Management System

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 IIF

Phone Release
Campaign Landing page

Timeline

2023-2024

Scope

- Artwork
- Ui/Ux Design

Ui/Ux Project

Project

VIET-CHA LLENGE

Global Entrepreneurship Incubation Platforms

Timeline

2023-2024

Scope

- Artwork
- Ui/Ux Design
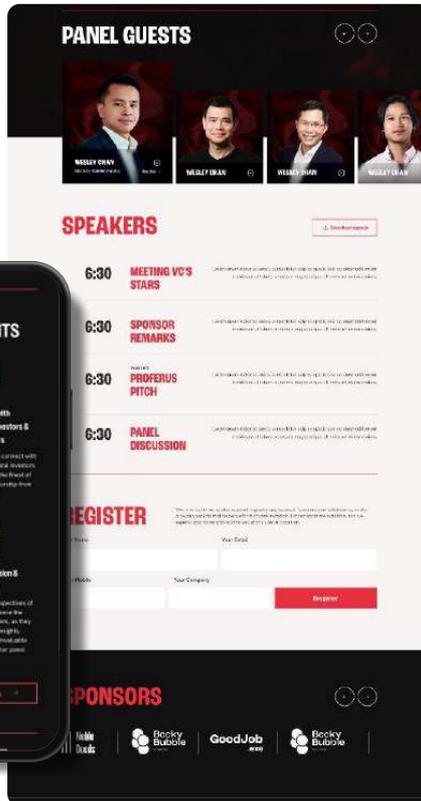
Ui/Ux Project

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
BEAUTY

Cosmetic
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
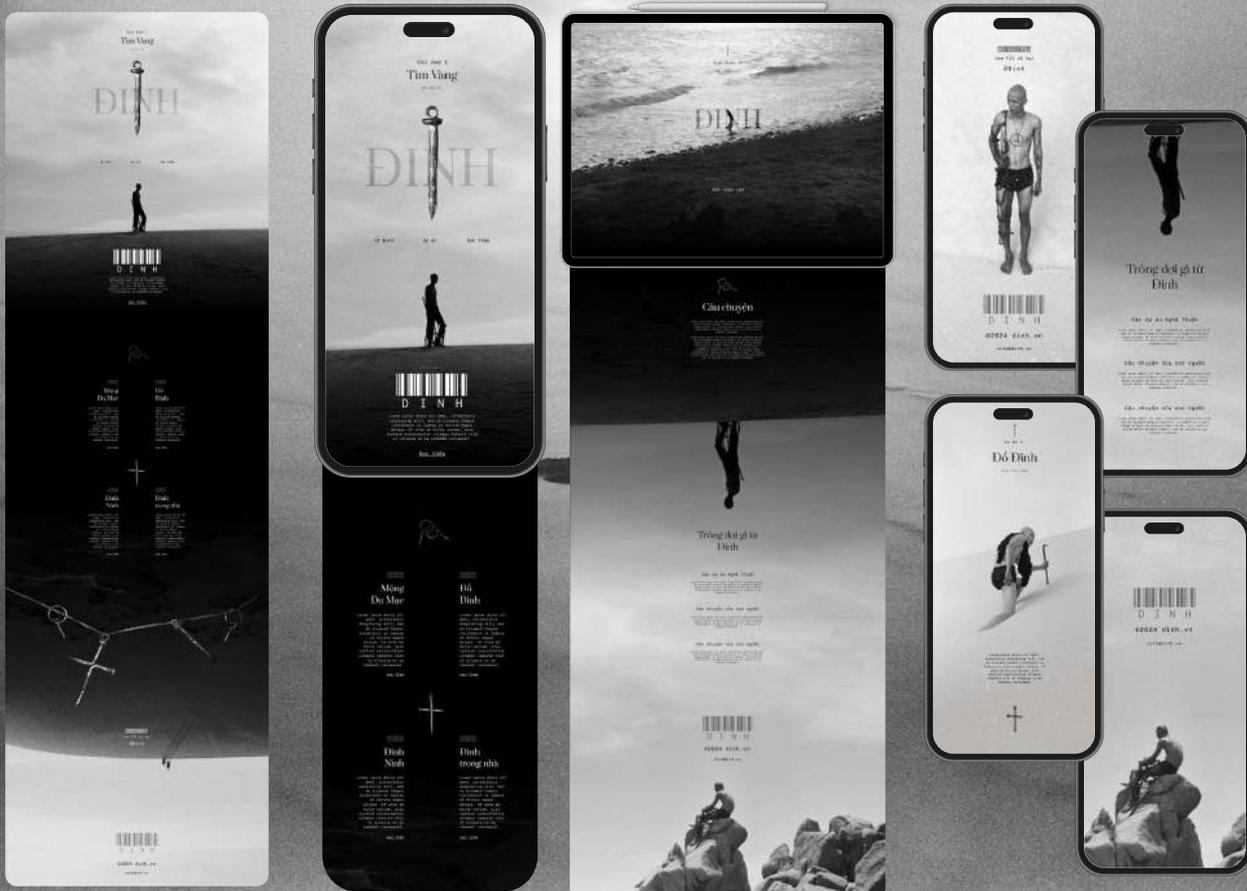
Ui/Ux Project

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
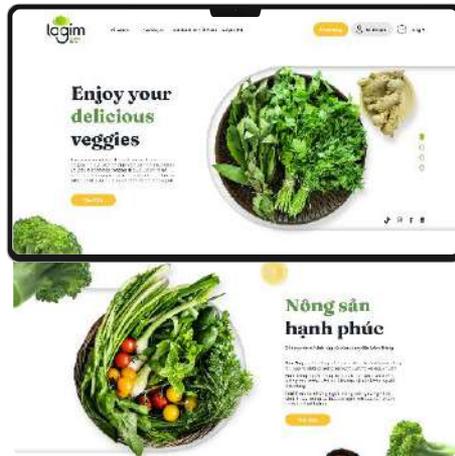
Ui/Ux Project

Project

MASTERISE

Sola Landing Page
& Branded Living Landing
Page

Timeline

September 2025

Scope

- Website Ui/Ux
  Design
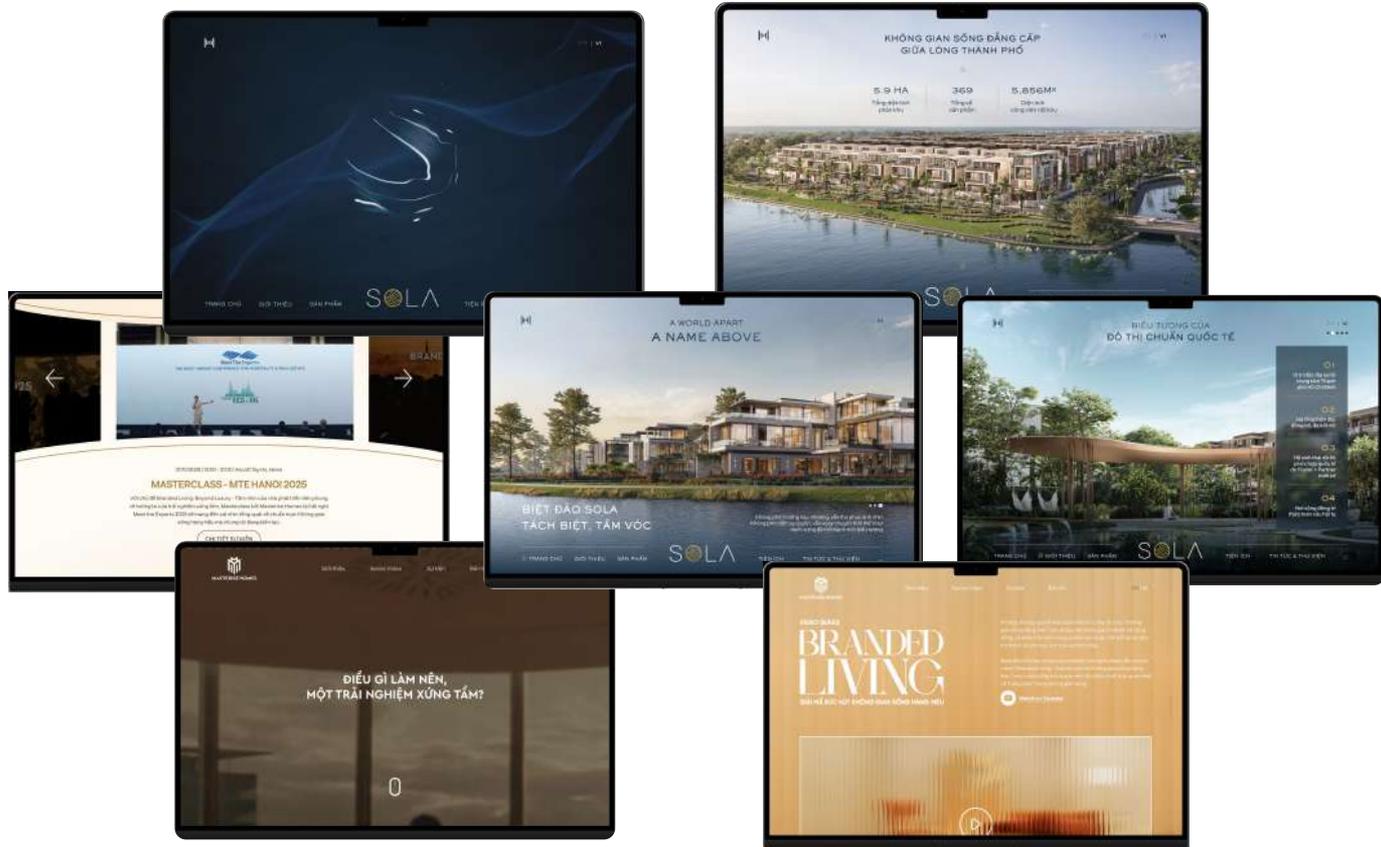
Previous Projects

BOOKING SITES

Ui/Ux Project

Project

EL COLECTIVO

Travel Agency

Timeline
October 2024

Scope

- Artwork
- Ui/Ux Design
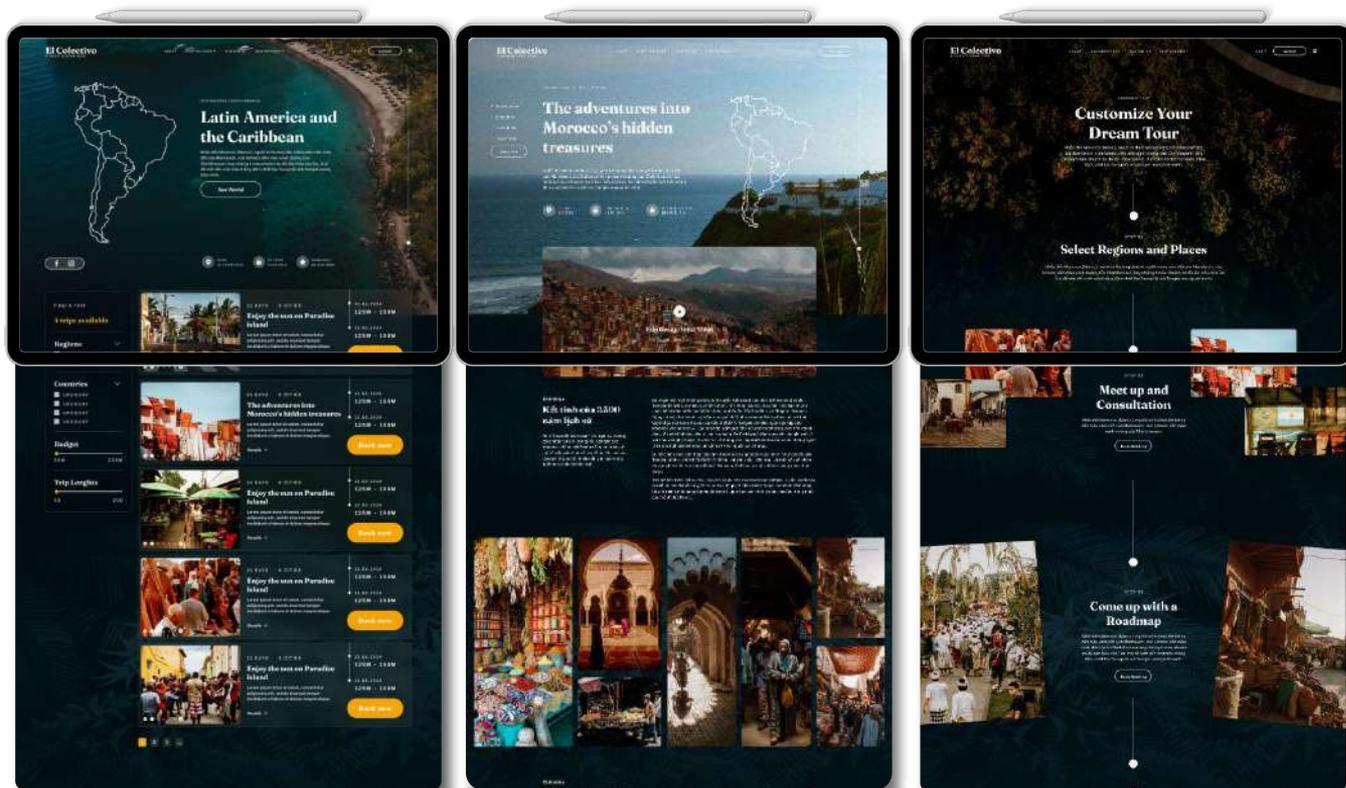
Ui/Ux Project

Project

DU LICH
HOAN MY

Travel Agency

Timeline

May 2023

Scope

- Artwork
- Ui/Ux Design
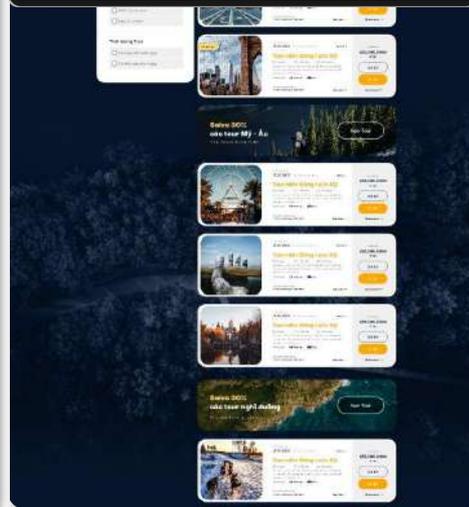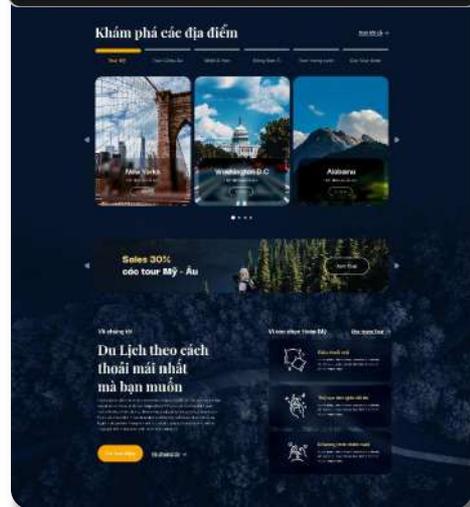
Ui/Ux Project

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
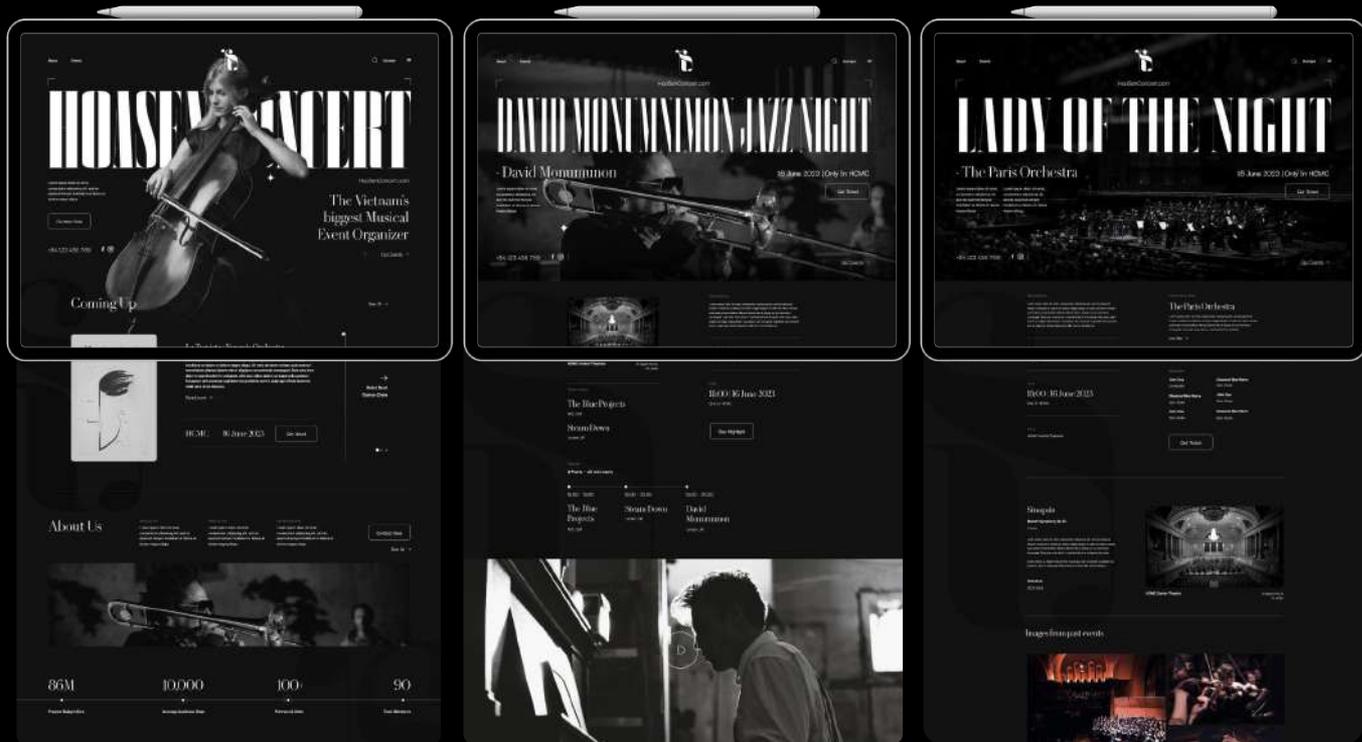
Ui/Ux Project

Project

ARK COLLECTOR

Figures supplier

Timeline
April 2025

Scope
- Artwork
- Ui/Ux Design

Ui/Ux Project

Project

RUNG THONG MO

Resort

Timeline

June 2023

Scope

- Artwork
- Ui/Ux Design
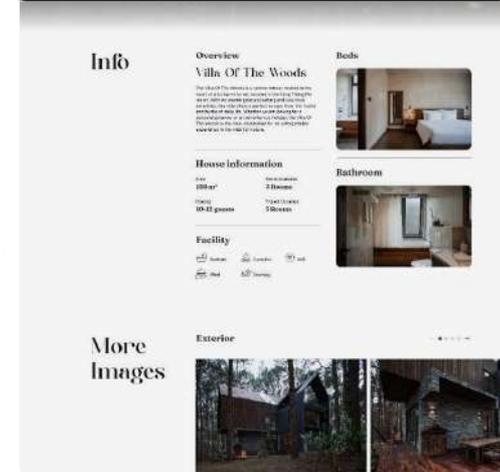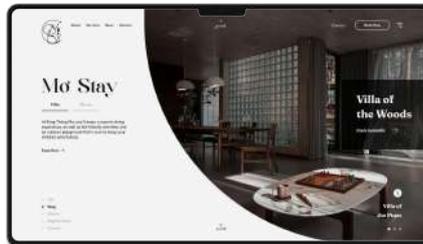
Ui/Ux Project

Project

LIVAHNAH

RESTAURANT

Timeline
June 2025

Scope
- Artwork
- Ui/Ux Design

Ui/Ux Project

Project

KMC

EVENT

Timeline
June 2025

Scope
- Artwork
- Ui/Ux Design
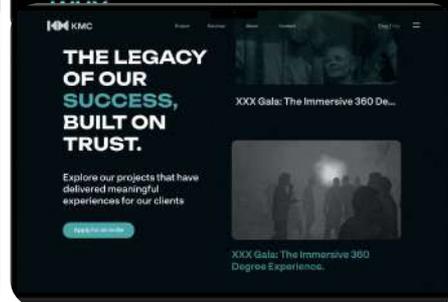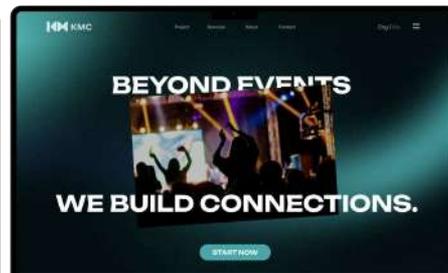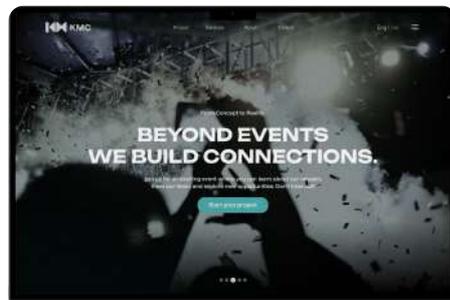
Ui/Ux Project

Project

VAGABOND PATTISERIE

Pattiserie

Timeline
October 2025

Scope

- Website Ui/Ux Design

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
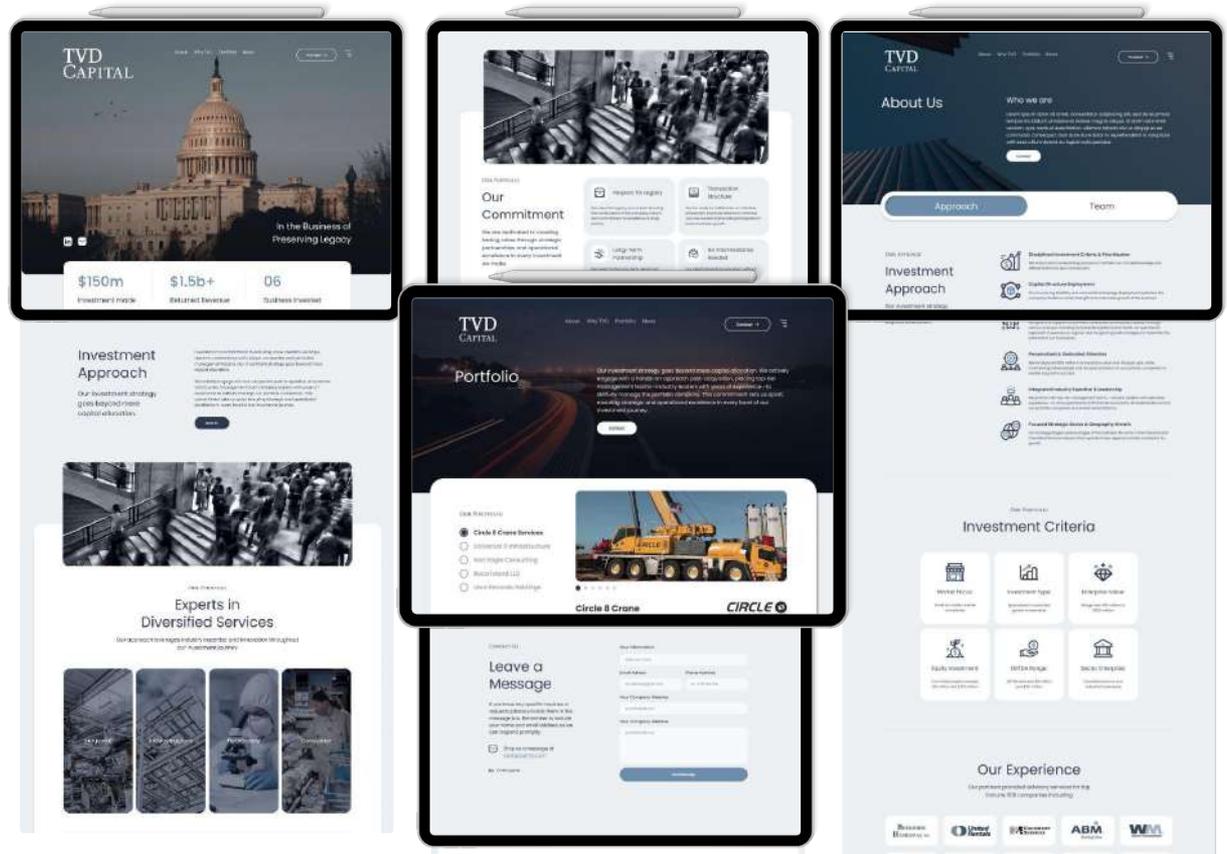
Ui/Ux Project

Project

OLYMPUS CP

Investment Firm

Timeline

August 2024

Scope

- Logo Design
- Ui/Ux Design
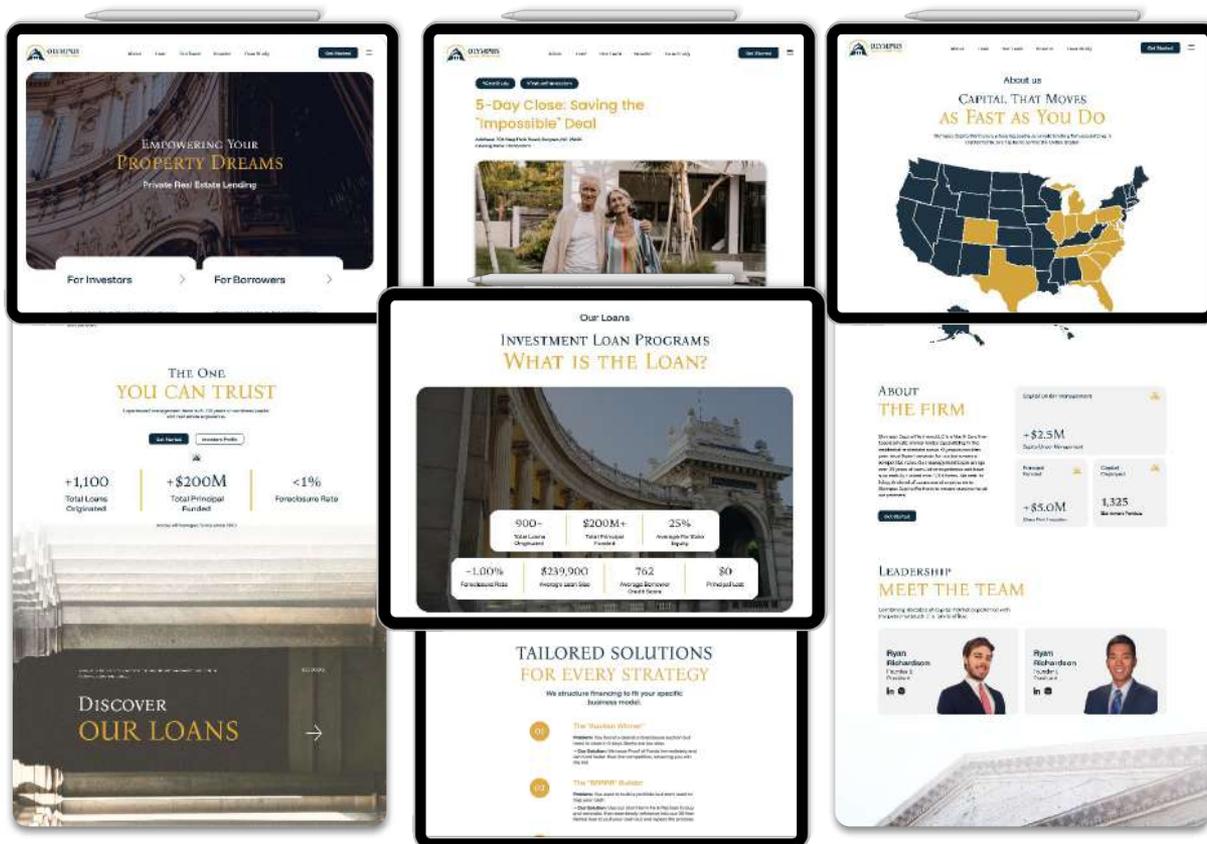
Ui/Ux Project

Project

BOUND THERAPEU TICS

RNA Therapeutics

Timeline

March 2024

Scope

- Scientific demonstrations
- Ui/Ux Design
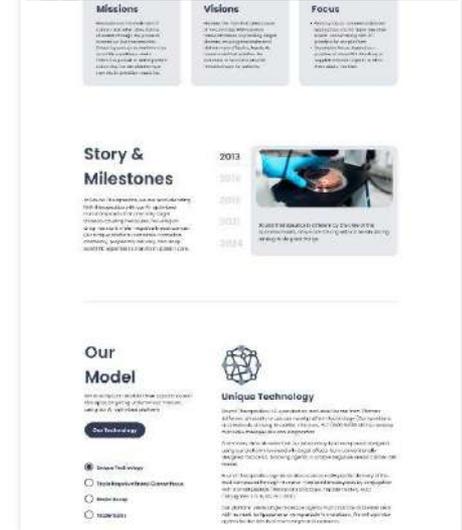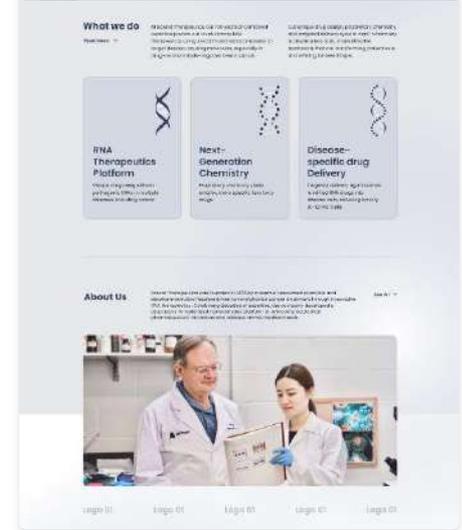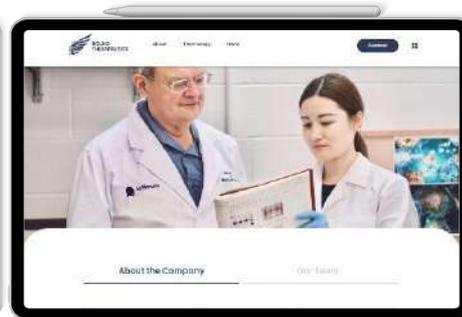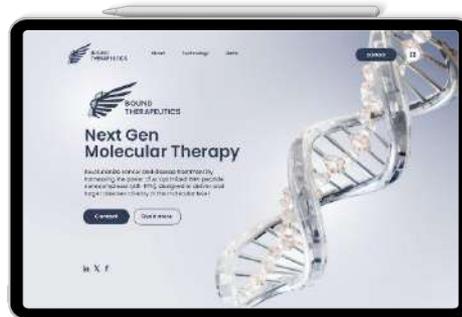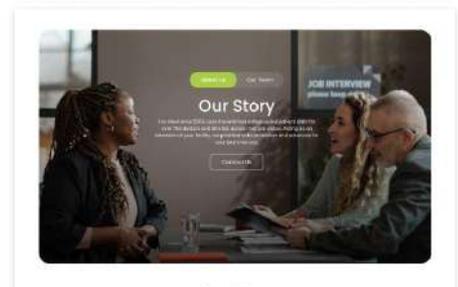
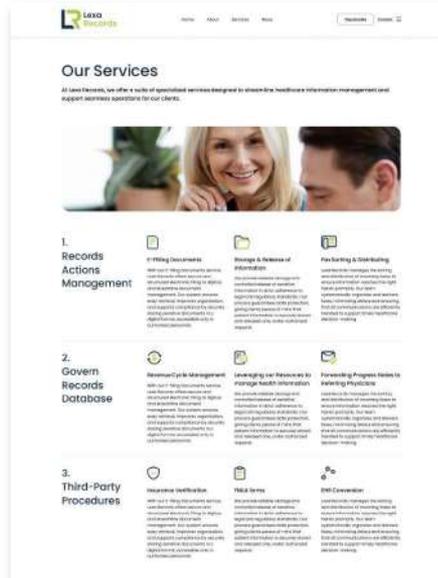**Ui/Ux Project**

Project

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

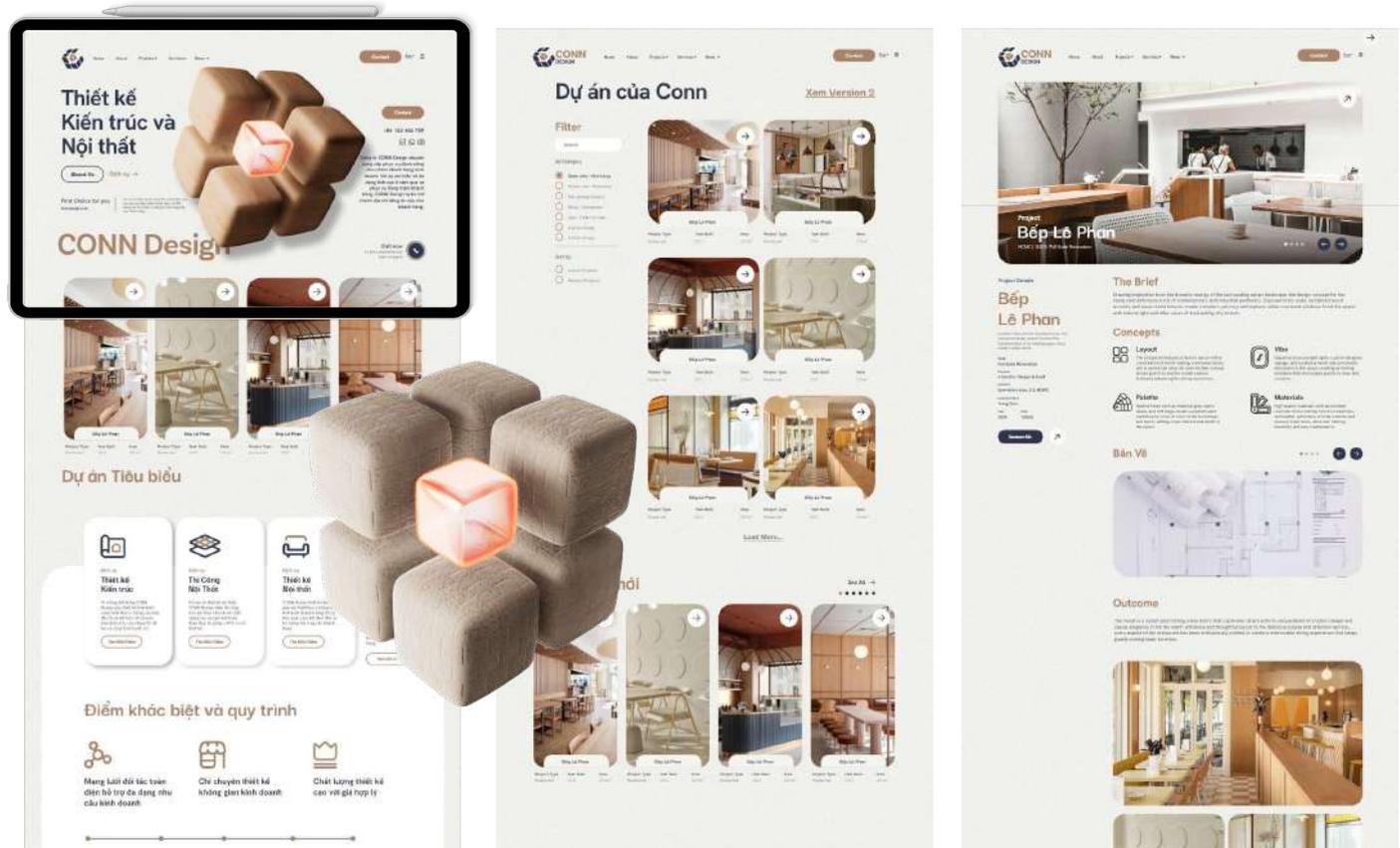## Project

CONN DESIGN

Architect & Interior Design Firm

Timeline

January 2024

Scope

- Artwork Animation
- Branding
- Ui/Ux Design

Case Study

Ui/Ux Project

Project

VIETBAU
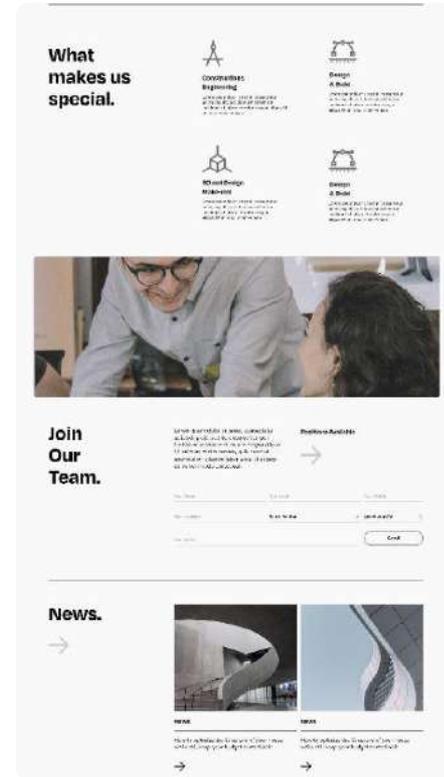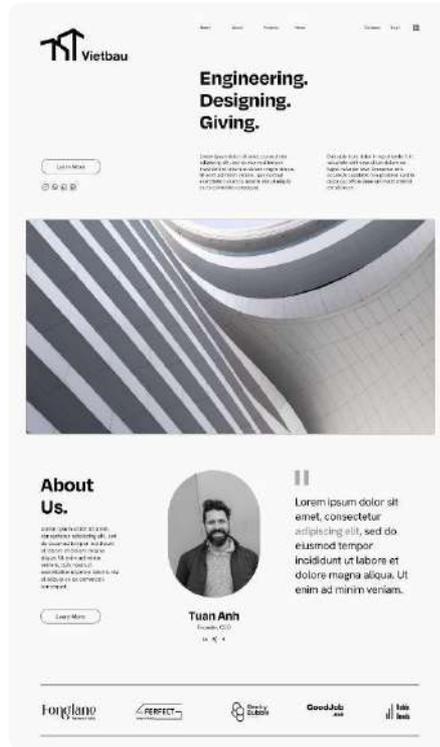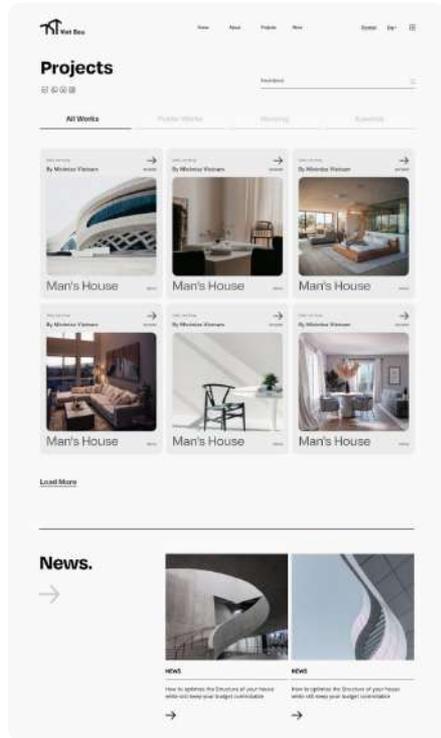
Architecture
Engineering

Timeline

July 2023

Scope

- Artwork Animation
- Branding
- Ui/Ux Design
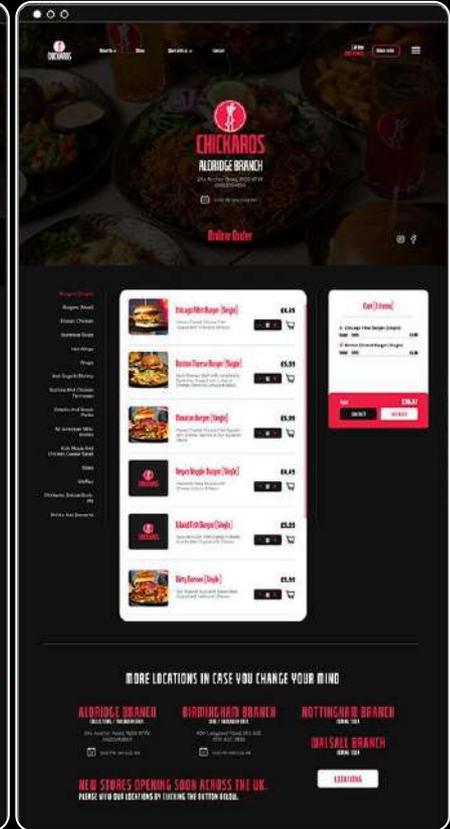
Case Study

Ui/Ux Project

Project

CHICKAROS UK

Fast-Food
Franchise
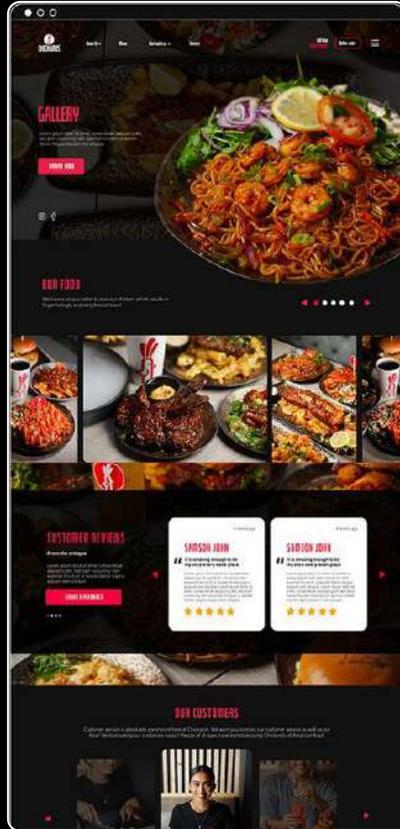
Timeline
September 2020

Scope
Ui/Ux Design
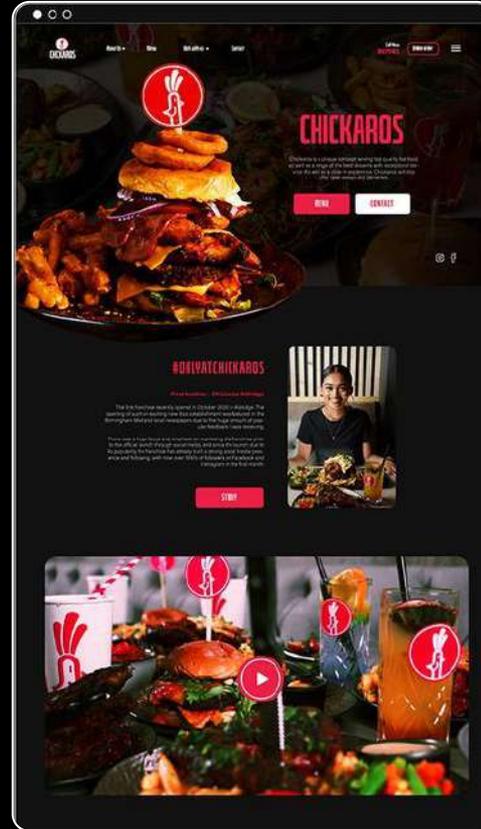
Website

Case Study

Ui/Ux Project

Project

SASIN

Biggest Spicy
Noodle Chain in VN

Timeline

January 2021

Scope

Ui/Ux Design

Website

Case Study
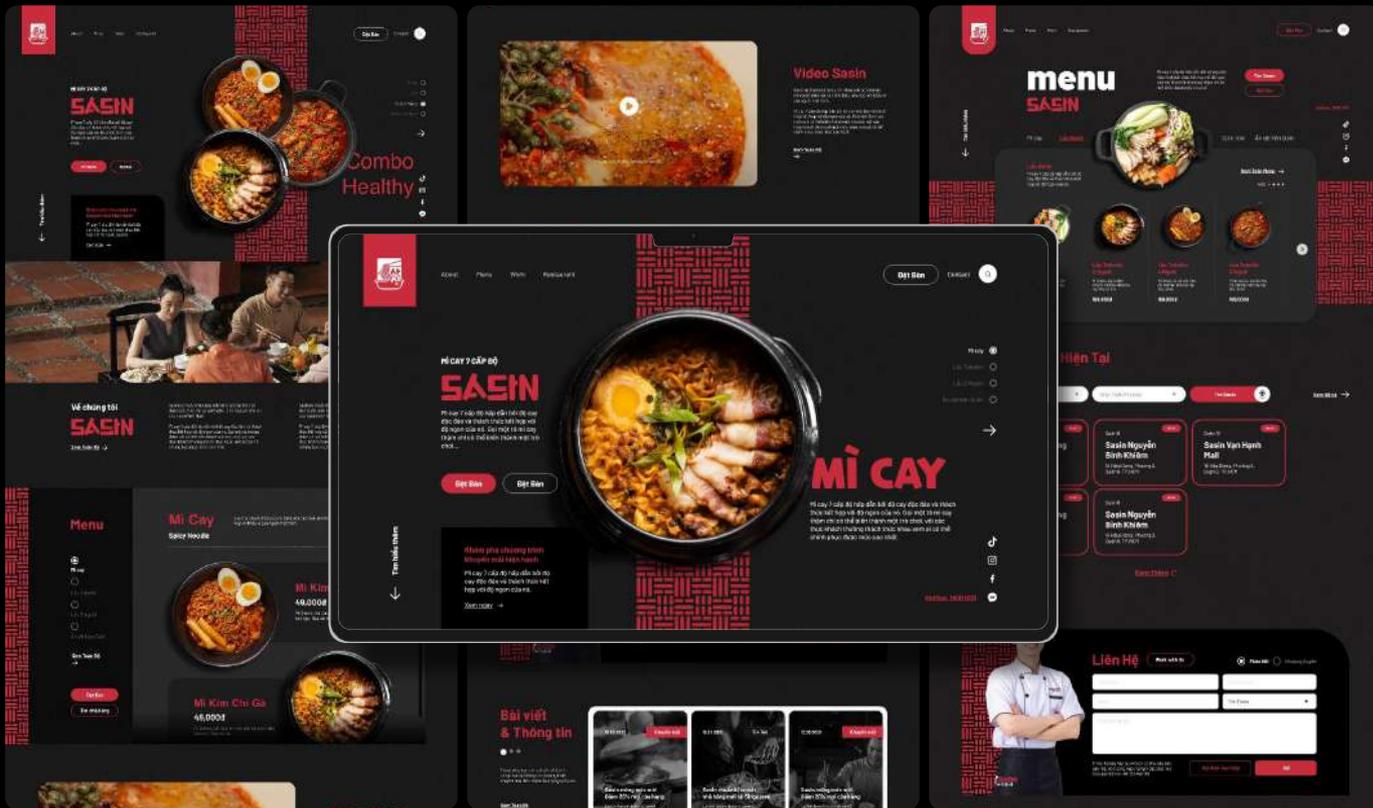
Ui/Ux Project

Project

NGAY HOI NON HONG

Vietnam 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 Ủ

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
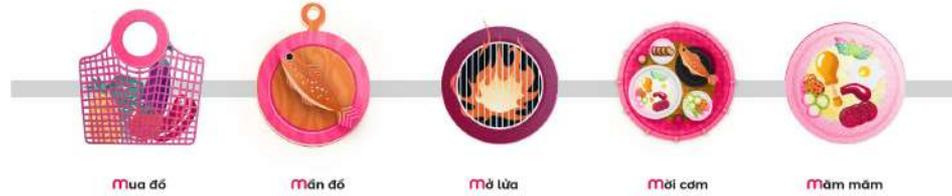
Branding Project

Project

HONG TRA HOA BINH

F&B

Timeline

March 2025

Scope

- Branding
- Ui/Ux Design

Branding Project

Project

THYNK

Agency

Timeline

Late 2025

Scope

- Branding
- Ui/Ux Design
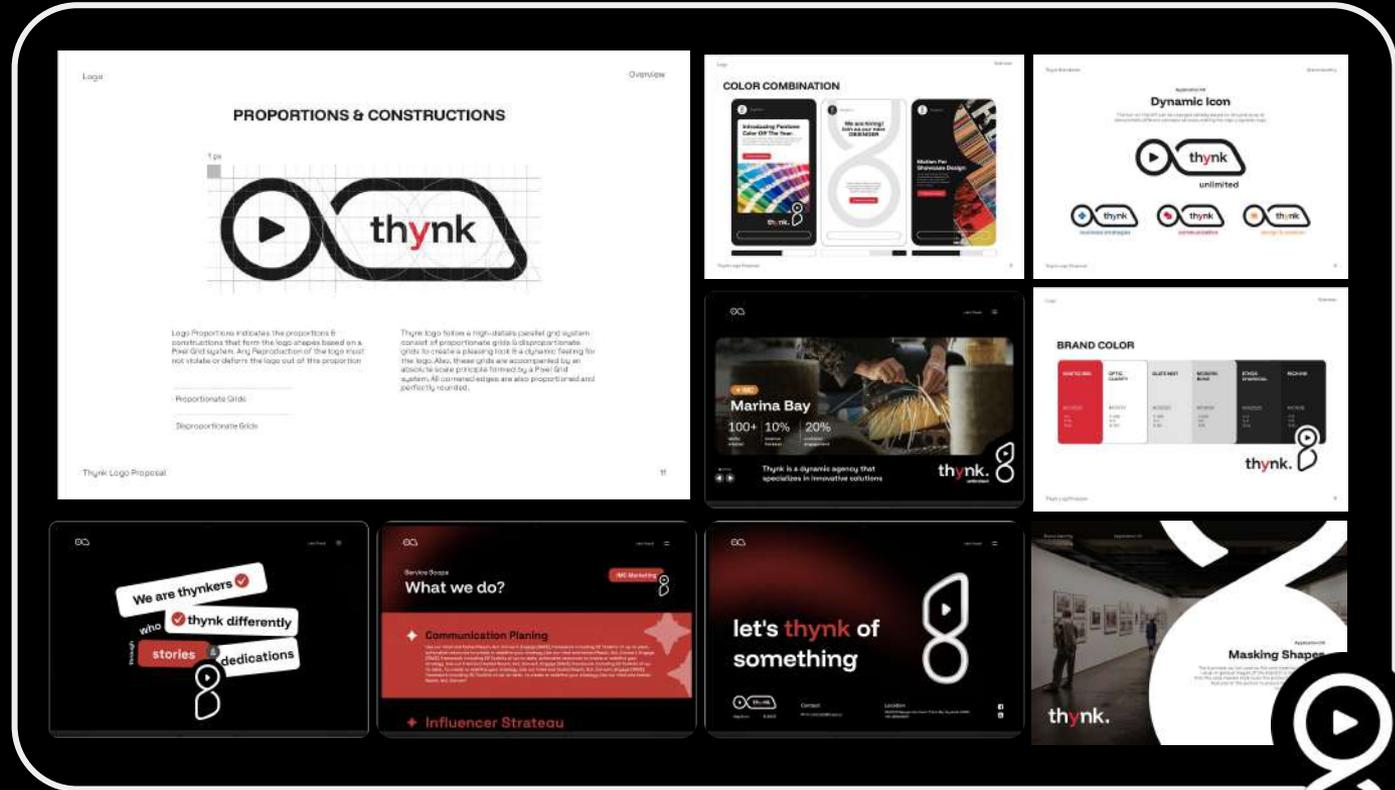
Branding Project

Project

MED

F&B

Timeline
April 2025

Scope

- Branding

Branding Project

Project

UNBOLD

New Generation
Underwear

Timeline

September 2025

Scope

- Branding Design
- Packaging Design

Branding Project

Project

MENWAN

F&B

Timeline

September 2025

Scope

Branding

Branding Project

Project

ITS TET PACKAGING

5 Elements Dragon Theme

Timeline

September 2025

Scope

- Concept Design
- Packaging Design

Branding Project

Project

VFLOWER

Flower Shop

Timeline

March 2025

Scope

- Branding
- Ui/Ux Design

Branding Project

Project

TAY HA

Tile Shop

Timeline

November 2025

Scope

Branding

Branding Project

Project

CONG BANG CORPORATION

Construction-industry

Timeline

March 2020

Scope

- Branding
- Ui/Ux Design
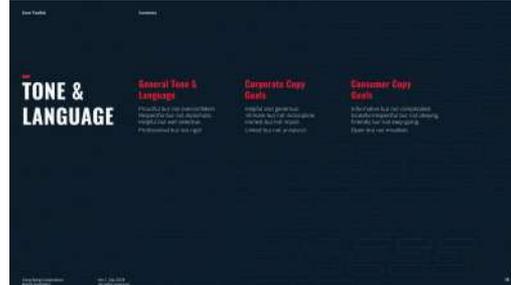
Case Study

Branding Project

Project

DUNG TIEN GROUPS

Motorcycles & Car retailers

Timeline

March 2020

Scope

- Branding
- Ui/Ux Design
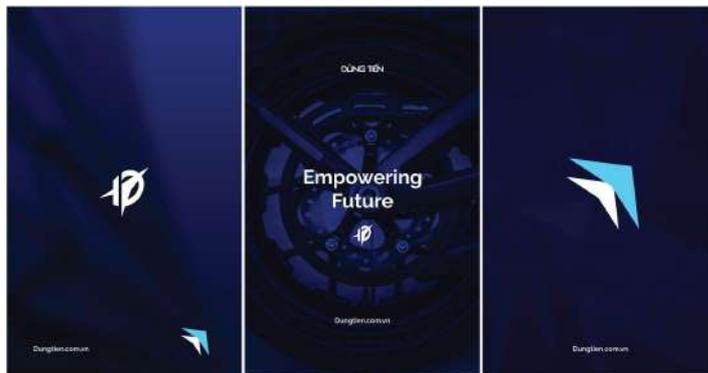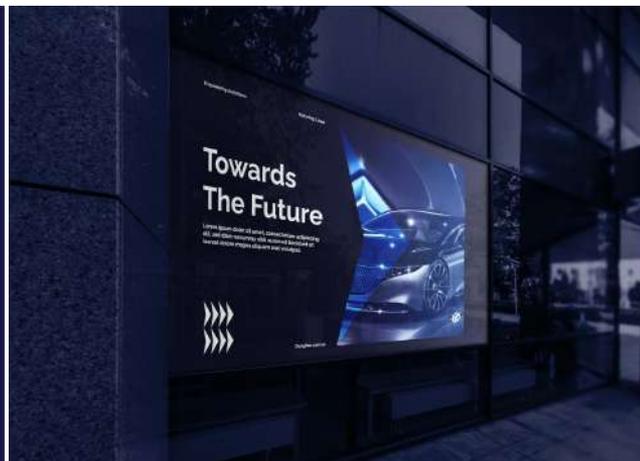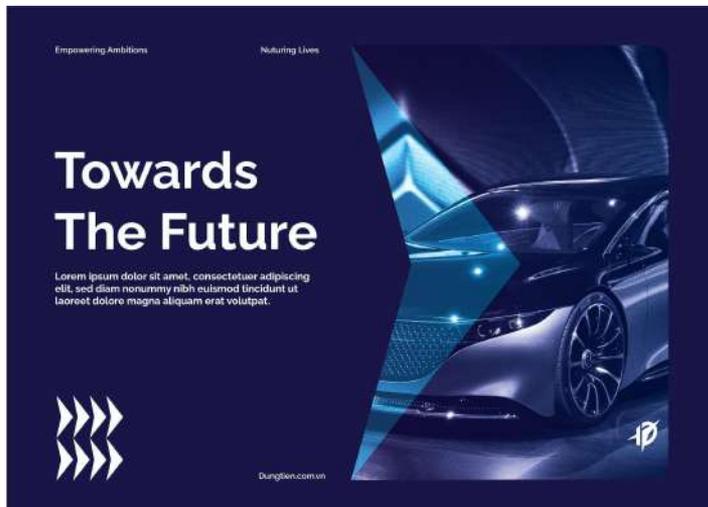
Case Study

Branding Project

Project

USTEO

Osteopath middleman connecting platform.

Timeline
March 2020

Scope

- Branding
- Ui/Ux Design
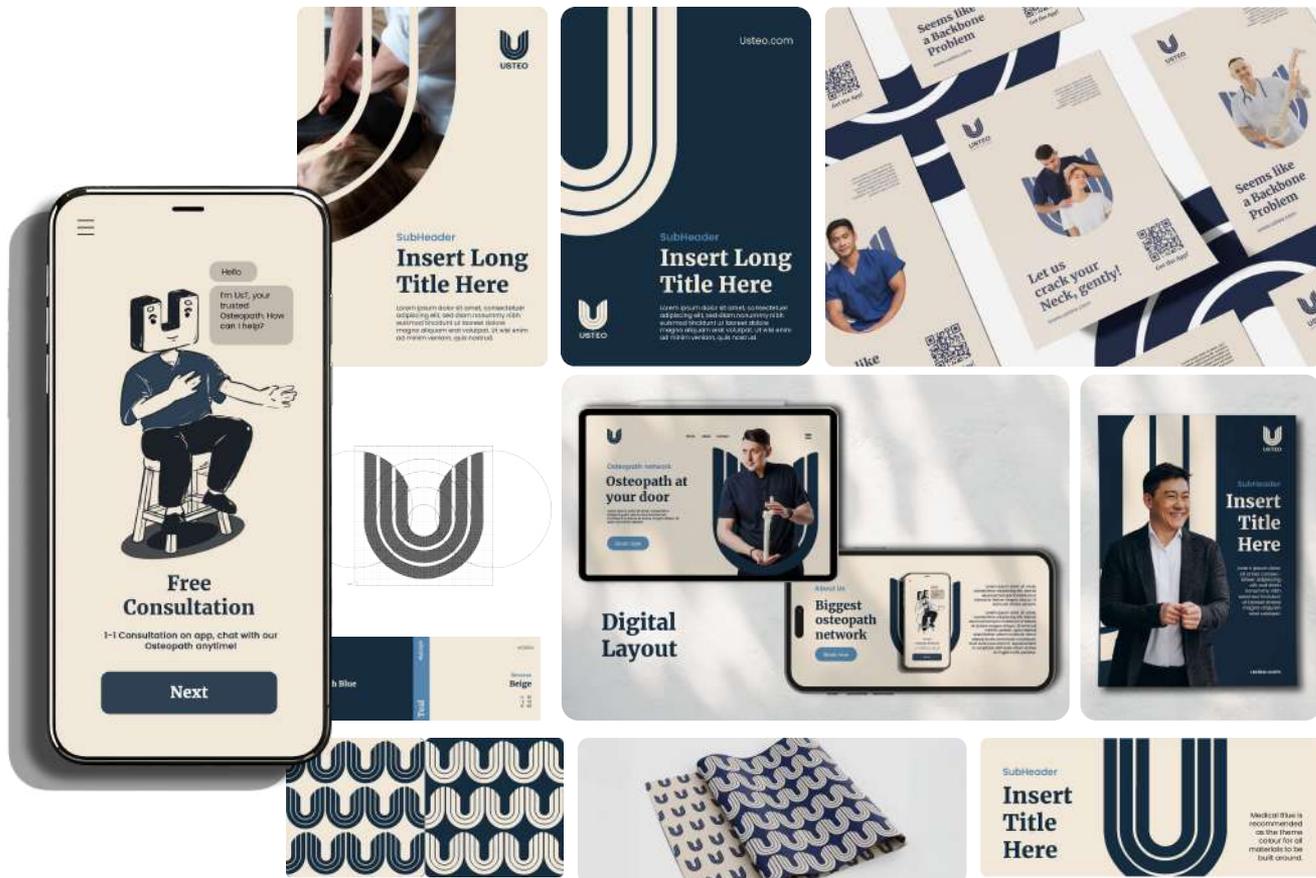
Case Study

Branding Project

Project

ONG BA MACADAMIA

FMCJ

Timeline

March 2020

Scope

- Branding
- Ui/Ux Design

Case Study

Branding Project

Project

PIKAPOINT

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

Timeline
March 2023

Scope

- Branding
- Ui/Ux Design

Branding Project

Project

L'ATELIER B2

French Architecture

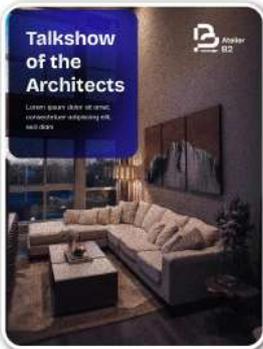## Timeline

March 2020
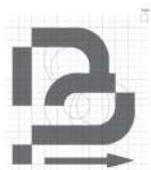
Scope

- Branding
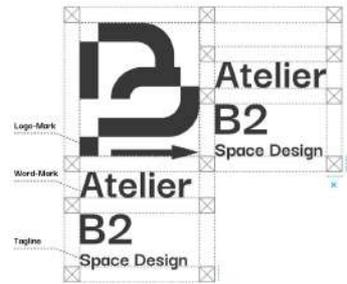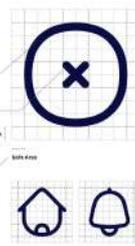
Case Study

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
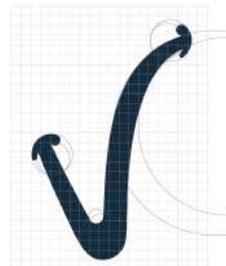
VSITA DENTAL

Dental Lab

Timeline

March 2025

Scope

- Branding
- Ui/Ux Design

Branding Project

Project

VSENDA

A teaching centered
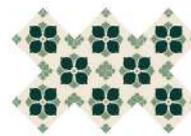
Timeline
March 2020

Scope

- Branding

Case Study

Gạch bông Inspiration

Succulent petants taken from the Logo

Grid

Diamond

Chequerboard

DISCOUNT 20% ON ROSES

WOMEN'S DAY

Love Season
SPECIAL DISCOUNT

VSENDA
SPECIAL DISCOUNT
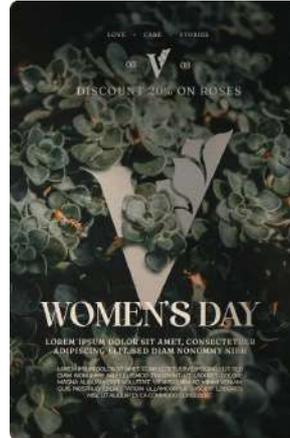
Branding Project

Project

THE CHEF HOUSE

Healthy food package

Timeline

March 2020

Scope

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

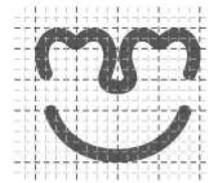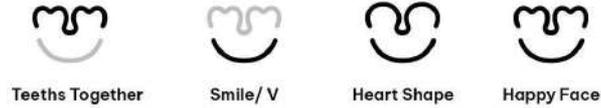**Case Study**

Branding Project

Project

VVS
DENTAL

Aesthetic Dental Clinic

Timeline

March 2020

Scope

- Branding Design
- UI/UX Designs.

Case Study

Teeths Together

Smile/ V

Heart Shape

Happy Face

The Proportions should be evenly distributed

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.

Branding Project

Project

CALLA SPA

Spa & Beauty
Treatment center

Timeline

March 2020

Scope

- Branding Design
- UI/UX Designs.

Case Study

Branding Project

Project

LEXA
RECORDS

Medical 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

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Project Showcase | Ui/Ux Design & Web Development | The 50 Studio