

# **VY NGUYEN**

**PORTFOLIO**

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**ILLUSTRATION**

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ILLUSTRATION

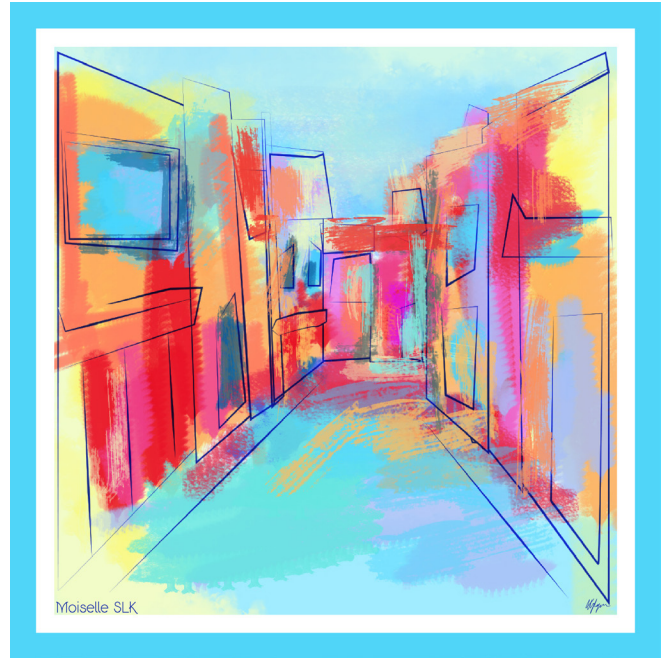
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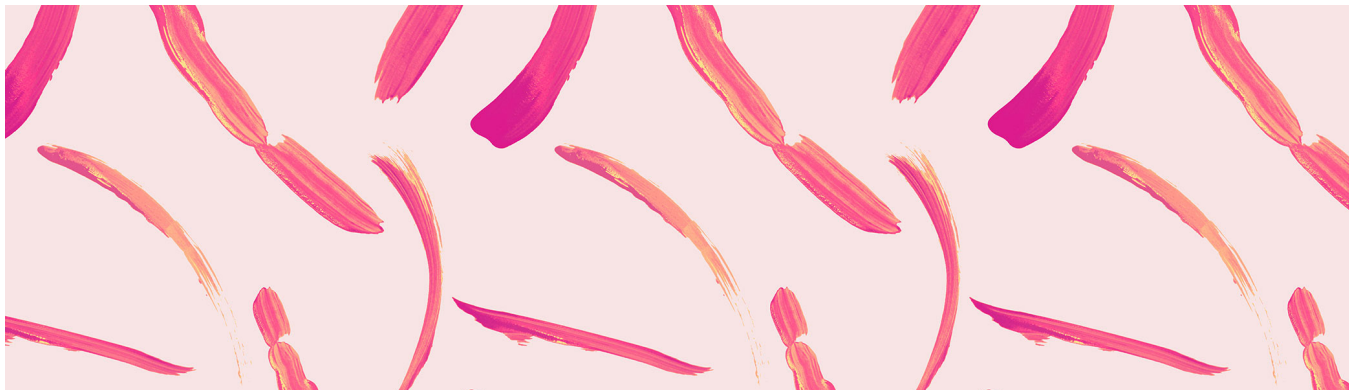
# ILLUSTRATION (SCARF DESIGNS FOR MOISELLE SLK)

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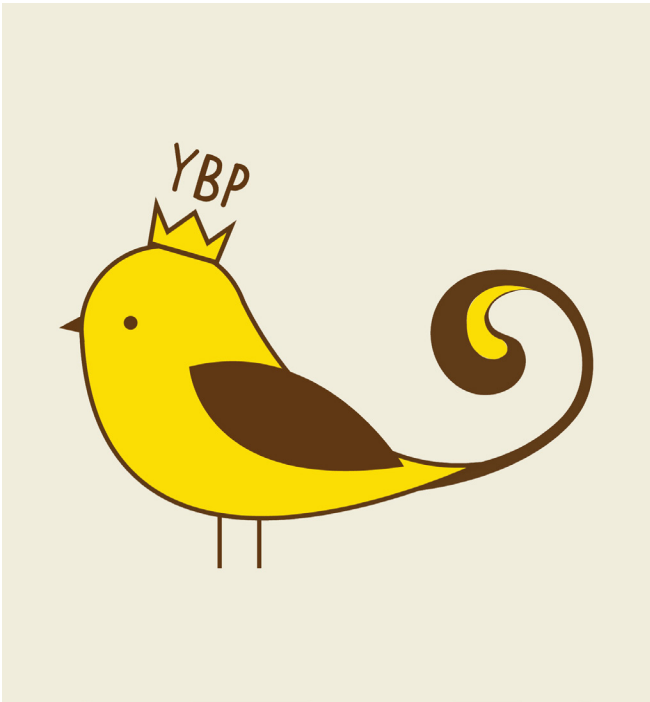
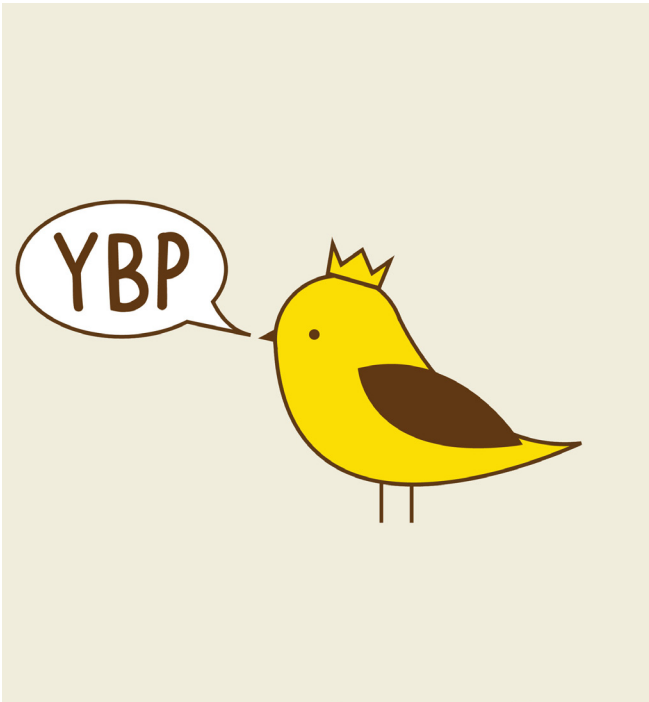


**ILLUSTRATION (REPEATABLE TEXTILES FOR MOISELLE SLK)**

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GRAPHIC DESIGN (LOGO - YELLOW BIRD PROJECT)



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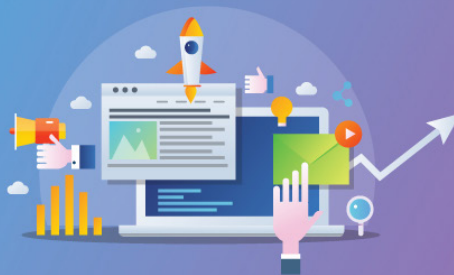
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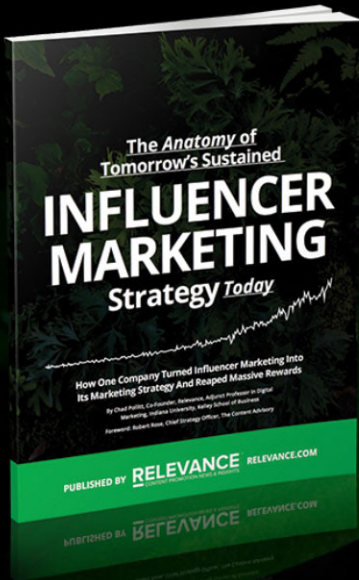


Chad Pollitt shares the industry's best kept secrets for **effective content promotion**

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## why bother?

by michael pollan

That really is the big question facing us as individuals hoping to do something about climate change, and it's not an easy one to answer. I don't know about you, but for me the most upsetting moment in "An Inconvenient Truth" came long after Al Gore scared the hell out of me, constructing an utterly convincing case that the very survival of life on earth as we know it is threatened by climate change. No, the really dark moment came during the closing credits, when we are asked to . . . change our light bulbs. That's when it got really depressing. The immense disproportion between the magnitude of the problem Gore had described and the puniness of what he was asking us to do about it was enough to sink your heart.

But the drop-in-the-bucket issue is not the only problem lurking behind the "why bother" question. Let's say I do bother, big time. I turn my life upside-down, start biking to work, plant a big garden, turn down the thermostat so low I need the Jimmy Carter signature cardigan, forsake the clothes dryer for a laundry line across the yard, trade in the station wagon for a hybrid, get off the beef, go completely local. I could theoretically do all that, but what would be the point when I know full well that halfway around the world there lives my evil twin, some carbon-footprint doppelgänger in Shanghai or Chongqing who has just bought his first car (Chinese car ownership is where ours was back in 1918), is eager to swallow every bite of meat I forswear and who's positively itching to replace every last pound of CO<sub>2</sub> I'm struggling no longer to emit. So what exactly would I have to show for all my trouble?

A sense of personal virtue, you might suggest, somewhat sheepishly. But what good is that when virtue itself is quickly becoming a term of derision? And not just on the editorial pages of *The Wall Street Journal* or on the lips of the vice president, who famously dismissed energy conservation as a "sign of personal virtue." No, even in the pages of *The New York Times* and *The New Yorker*, it seems the epithet "virtuous," when applied to an act of personal environmental responsibility, may be used only ironically. Tell me: How did it come to pass that virtue — a quality that for most of history has generally been deemed, well, a virtue became a mark of liberal softheadedness? How peculiar, that doing the right thing by the environment — buying the hybrid, eating like a locavore — should now set you up for the Ed Begley Jr. treatment.



illustration by vy nguyen

And even if in the face of this derision I decide I am going to bother, there arises the whole vexed question of getting it right. Is eating local or walking to work really going to reduce my carbon footprint? According to one analysis, if walking to work increases your appetite and you consume more meat or milk as a result, walking might actually emit more carbon than driving. A handful of studies have recently suggested that in certain cases under certain conditions, produce from places as far away as New Zealand might account for less carbon than comparable domestic products. True, at least one of these studies was co-written by a representative of agribusiness interests in (surprise!) New Zealand, but even so, they make you wonder. If determining the carbon footprint of food is really this complicated, and I've got to consider not only "food miles" but also whether the food came by ship or truck and how lushly the grass grows in New Zealand, then maybe on second thought I'll just buy the imported chops at Costco, at least until the experts get their footprints sorted out.

There are so many stories we can tell ourselves to justify doing nothing, but perhaps the most insidious is that, whatever we do manage to do, it will be too little too late. Climate change is upon us, and it has arrived well ahead of schedule. Scientists' projections that seemed dire a decade ago turn out to have been unduly optimistic: the warming and the melting is occurring much faster than the

models predicted. Now truly terrifying feedback loops threaten to boost the rate of change exponentially, as the shift from white ice to blue water in the Arctic absorbs more sunlight and warming soils everywhere become more biologically active, causing them to release their vast stores of carbon into the air. Have you looked into the eyes of a climate scientist recently? They look really scared.

Whatever we can do as individuals to change the way we live at this suddenly very late date does seem utterly inadequate to the challenge. It's hard to argue with Michael Specter, in a recent *New Yorker* piece on carbon footprints, when he says: "Personal choices, no matter how virtuous, cannot do enough. It will also take laws and money." So it will. Yet it is no less accurate or hardheaded to say that laws and money cannot do enough, either; that it will also take profound changes in the way we live.

For us to wait for legislation or technology to solve the problem of how we're living our lives suggests we're not really serious about changing — something our politicians cannot fail to notice. They will not move until we do. Indeed, to look to leaders and experts, to laws and money and grand schemes, to save us from our predicament represents precisely the sort of thinking — passive, delegated, dependent for solutions on specialists — that helped get us into this mess in the first place. It's hard to believe that the same sort of thinking could now get us out of it.



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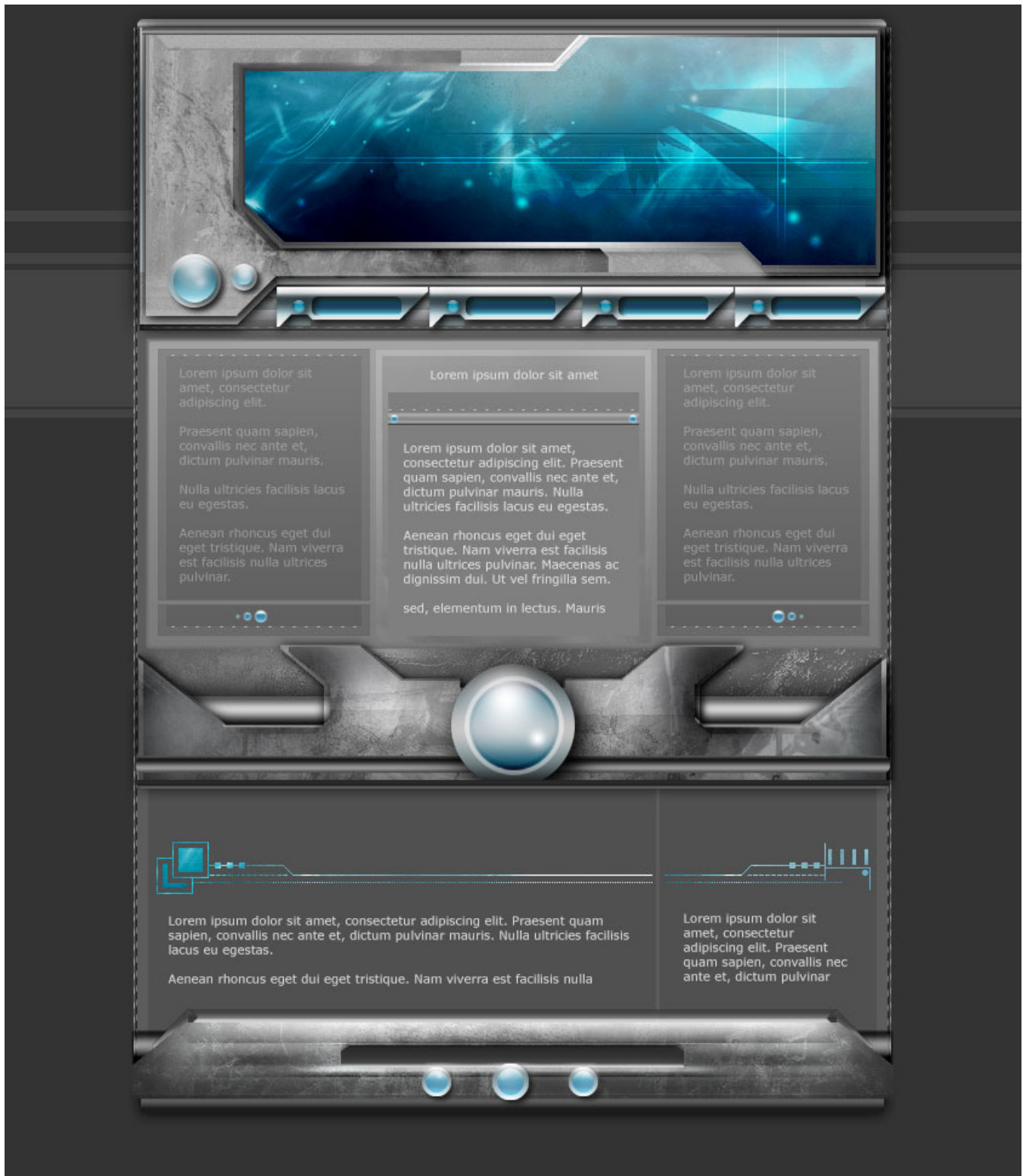
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# WEB DESIGN (SINGLE PAGE LAYOUT)



# WEB DESIGN (LANDING & PRESELL PAGES / RESPONSIVE DESIGN)

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- Instantly starts revitalizing skin
- Preserves youthful look
- Skin looks younger within 2-3 weeks

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Bellaplex is a revolutionary anti-aging cream that can transform the way your skin looks, making it appear smoother, softer, and decidedly younger. It has a creative mix of unique natural ingredients, carefully chosen to make your skin look vibrant and youthful.

Bellaplex comes with 100% money back guarantee.

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HOW WRINKLES FORM

### THE COLLAPSE OF COLLAGEN

It is what contributes to the wrinkling and sagging of the skin. If you think of these fibers as the framework within your skin, you can understand what happens when this supporting structure falls down: the dermis caves in and the effect on the skin's surface is a wrinkle.

To prevent wrinkles, then, we need to build up our stores of collagen in the dermis. But how can we do that? By cellular renewal.

Cellular renewal is a natural process by which our skin generates new cells. As the cells age, they travel from the dermis to the epidermis, where they form our thick, protective layer. These dead cells eventually slough off and are replaced by new cells, every 20-30 days.



TOP 3 ANTI-AGING INGREDIENTS



HYALURONIC ACID

HYDRATE THE SKIN

Our skin already produces Hyaluronic Acid naturally, but the aging process causes production to stall. Supplementation of Hyaluronic Acid provides increased smoothness, softening, and elasticity to combat facial wrinkles.



MATRIXYL 3000

PRODUCE NEW COLLAGEN

An anti-wrinkle peptide comprised of two proteins. It is used to target a wide range of aging signs which helps your skin look and act more youthful. To diminish the signs of aging, it promotes the production of collagen and elastin in the under-layers of skin.



ARGIRELINE

REDUCE DEEP WRINKLES

By inhibiting the degradation of the "building block" components of the skin and reducing tension in the skin, it protects the connective tissue from further degradation. It stimulates elastin and collagen formation, and provides healing properties that help regenerate the damaged components of the dermis.

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BUY CELTRIXA NOW



### GET RID OF STRETCH MARKS ON SKIN

**WITH THIS INTENSIVE SKIN TREATMENT**

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HOW STRETCH MARKS FORM


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INGREDIENTS FOR STRETCH MARKS



VANISTRYL

STIMULATES ELASTIN & COLLAGEN


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MARINE FILLING SPHERES

REHYDRATES THE SKIN

Dehydrated microspheres of marine collagen and glycosaminoglycans that have the capacity to rehydrate in the presence of water and regain their initial volume. When they are small and dehydrated, they penetrate the skin and swell in presence of water in the skin. Their volume is multiplied by ten. This volume change causes an almost immediate smoothing of the skin surface.

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"Like many other people, I have tried numerous wrinkle products. I have sensitive skin, so most of them not only do not help with reducing the appearance of wrinkles, but they irritate my skin too. This is the best product I have tried that is gentle and reduces wrinkles too!"

-C.L., Amazon.com

"Bellaplex is one of the few facial products I can use. It is fragrance free. It does not irritate my skin and it really makes the wrinkles disappear. I can use it under my makeup in the morning or over my makeup in the middle of the day to add a little moisture and it blends well with the makeup either way. I have been told that my 67 year old skin looks like a 25 year old. Bellaplex is not the only reason but it is a big factor!"

-C.Z., Amazon.com

### REVIEWS

"I have used Bellaplex for about 5 or 6 years now and I will not switch. People think I'm 10 years younger than I am! Update: at the time of this review, I was 50 years old!"

-D. Hays, Amazon.com

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-C.L., Amazon.com

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### HOW STRETCH MARKS FORM



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### SUCCESS STORIES

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PHOTO RETOUCH (ADDING ACNE & CHANGING HAIR/EYE COLOR) \_\_\_\_\_

**BEFORE**



**AFTER**





PHOTO RETOUCH (ADDING ACNE)

BEFORE



AFTER

