

WORK EXPERIENCE

Leeds University Union
Graphic Design Assistant

Leeds, UK
Jan 2022 – Jun 2022

- Composed graphic assets for 8 sub-brands under the Union by designing materials that followed accessibility guidance via various touch-points, including social media posts, posters, and navigation signages using Indesign and Photoshop.
- Ensured design compliance with print and digital standards while handling final files in line with technical requirements to sign off.
- Trained 5 colleagues to get acquainted with Spark AR Studio by organising a training session.

Sheffield Hallam Students' Union
Digital Marketing Assistant (Graphic focus)

Sheffield, UK
Nov 2021 – Jun 2022

- Worked with freelancers to offer support and maintain the brand's identity system.
- Demonstrated design outcomes and took feedback from stakeholders in weekly creative meetings.
- Boosted Instagram reach by 200% over 3 months by designing digital assets for the website, social media sites, and email newsletters in response to the briefs.

Leeds Beckett Students' Union
Graphic Design Assistant

Leeds, UK
Feb 2020 – May 2020

- Designed key visuals, graphic elements, and templates using Illustrator and Photoshop by assisting the lead designer on a day-to-day basis.
- Produced design concepts for the landing page and brand guidelines of the Union's rebranding project.
- Presented ideas for 3 digital campaigns by creating PowerPoint presentation decks.

URBOX Vietnam
Graphic Designer

Hanoi, Vietnam
Jul 2018 – Mar 2019

- Produced marketing designs to promote e-gift digital products for B2B and B2C companies such as Nike, KFC, Starbucks, and Decathlon by working directly with the marketing manager.
- Collaborated with 3 designers to develop graphics concepts, website layout, illustrations for large and small formats, and display visuals in a range of media, helping the team to gain an investment of \$600,000 in 2019 from local venture capital firms VinaCapital Ventures and VIISA.

ColorME Vietnam
Graphic Design Instructor

Hanoi, Vietnam
Nov 2017 – Oct 2018

- Tutored and facilitated learning of Adobe Illustrator and Photoshop software, equipping a diverse group of over 20 learners with essential design skills and knowledge.
- Conducted research and wrote monthly blogs on design trends, tips, and tricks, providing valuable insights to the design community.

CAREER NOTE

Since July 2022, I have been taking freelance jobs specialising in branding & identity and typography for clients from the UK, USA, Germany, and Vietnam. Details are available upon request.

EDUCATION

Sheffield Hallam University
Master of Arts in Interaction Design

Sheffield, UK
Jan 2021 – May 2022

- Graduated with distinction award
- Coursework: Practice-led Research, Creative Design and Positionality.

Leeds Beckett University
Master of Arts in Graphic Design

Leeds, UK
Sep 2019 – Oct 2020

- Graduated with distinction award
- Coursework: Responsive Studio, Disruptive Studio, Critical Study.

Banking Academy of Vietnam
Bachelor of Arts in Business Administration

Hanoi, Vietnam
Sep 2014 – Jul 2018

- Graduated with merit award
- Coursework: Management Information Systems, Basic Marketing, Organisational Behaviour.

SKILLS & SOFTWARES

Technical: Indesign, Illustrator, Photoshop, Glyphs, Keynote, Google Slides, Powerpoint, Figma, Procreate, Spark AR, Blender, HTML/CSS, p5.js, JavaScript, Python, Miro, Asana, Slack.

Creative: Typography, Type design, Typesetting, Branding & Identity, Creative coding, UX Design, AI Prompting.

Languages: Vietnamese (native), English (professional), Italian (basic).