CV **BICH TRAN**

PERSONAL INFORMATION

Gender	Male	Nationality	Austria	based in	Netherlands & Austria
Mail	hello@dirtypastels.eu	Phone	+31 6 38 45 12 14		
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PROFESSIONAL EXPERIENCE

Sep 2024 - NOW
/ Inclusive Hiking Club Strategy & Creative Direction

- Market Research
- Concept Development
- Inclusivity & Community Building
- Brand Development

August 2024 - NOW
/ Publication Vietnamese Crafts Creative Direction

- Creative Direction
- Art Direction
- Project Management

Jan 2024 - Mar 2024
/ Vietnamese Crafts Field-Research

- Research
- Field Research
- Interviewing
- Photography & Film
- Project Management & Travel Planning

Nov 2023 - Dec 2023
Fila / Capsule Collection Art Direction

- Concept Development
- Colour Storytelling
- Moodboard
- Editorial

Oct 2022 - Oct 2023
Vlisco / Colour Specialist

- Develop Brand Assortment of Colourways
- Colour Review of Vlisco colourways
- Consultation, Advice and Guidance to Internal and External Clients on Colour
- Supporting in creating a physical and digital Colour Studio with an inspiring colour library, colour tools and briefings
- Maintaining and Updating Vlisco's colour library
- research, concept development and briefing for new Vlisco Colour Swatch Book
- Brand Storytelling

May 2022 - August 2022
Floriade / Exhibition Design, Production

- Creative & Spatial Concept Development
- Art Direction
- Colour Direction
- Graphic Design & Illustration
- Production

August 2022
Dutch Invertuals / Hermes – Window Display Production

- Material & Colour Research
- Production Retail
- Technical Application

2022
Studio Harm Rensink / Exhibition Design

- 3D Modeling in Rhino
- Translating 2D plans into 3D architectural spaces
- Placing Exhibition Objects into 3D Model
- Colour Matching

2022
Ace & Tate / Video Editing

- Film Editing, using brand material and assets

Mar. 2020 - Oct. 2020
Geo-Design: Sand, Residency
/ Design Research, Art Direction & Exhibition

- Design Research
- Concept Development
- Creative & Art Direction
- Information Design & Graphic Design
- Sound Recording
- Film Editing
- Production of Exhibition

Jan. 2020 - Feb 2020
Cube Design Museum, Residency
/ Speculative and Interaction Design

- Design Research
- Concept Development

Sep. 2017 - Feb 2018
Krijn de Koning, Internship
/ Design, Colour & Space

- Colour Research
- Colour Direction
- Site Research
- Modelmaking
- Spatial Concept Development
- Production

CORE EXPERTISE

CREATIVE & STRATEGIC

- Art Direction: Concept development, Creative Direction, Visual Storytelling
- Brand Development: Identity systems, Guidelines, Campaign Development
- Design Strategy: Research Methodology, Trend Analysis, Market Insights
- Project Management: Timeline development, Coordination, Client Relations
- Visual Communication: Typography, Layout design, Digital/Print production

COLOUR MASTERY & SYSTEMS

- Colour Storytelling
- Technical Expertise: RGB, CMYK, HSB, NCS, PMS Colour Systems
- Colour Theory: Johannes Itten methodology, Josef Albers principles, Mathieu Meijers theory
- Professional Certification: Farnsworth Munsell Color Perception certified
- Colour Direction: Trend Forecasting, Palette Development, Seasonal Planning
- Colour Management: Digital Colour Workflows, Print Production, Quality Control

SPATIAL DESIGN & PRODUCTION

- Exhibition Design: Concept Development, Space Planning, Visitor Flow Analysis
- 3D Development: Digital Modeling, Physical Prototyping
- Digital Fabrication: Laser cutting, 3D printing
- Manual Fabrication: Wood Construction, Foam Modeling, Material Finishing
- Installation: Environmental Graphics, Wayfinding Systems

Design Research

Methodologies
- Field Research: Ethnographic Studies, Site Analysis, User Observation
- Qualitative Research: Interview Techniques, Insight Development
- Design Research: Market Research, Trend Forecasting

Documentation
- Photography: Digital Capture, Photo Editing, Visual Storytelling
- Video: Direction, Camera Operation, Editing
- Presentation: Research Synthesis, Visual communication, Storytelling

TECHNICAL SKILLS

Design Software

- Adobe Creative Suite: Advanced (Photoshop, Illustrator, InDesign)
- 3D Software: Intermediate (Rhinoceros 3D)
- Video Production: Advanced (Final Cut Pro)

Digital Design

- UI/UX: Sketch, Figma
- Interactive: Arduino, Processing
- Project Management: Notion
- Presentation: Keynote, PowerPoint
- Collaboration: Microsoft 365, Google Workspace

Film

- Directing, Camera Operation, Film Editing, Colour Grading

LANGUAGES & CULTURAL COMPETENCY

Professional Working Proficiency
- English: Cambridge C2 Level (Native-level proficiency)
- German: Native speaker
- Vietnamese: Conversational, cultural understanding

Cross-Cultural Communication
- International project experience
- Multicultural team collaboration
- Global market awareness

EDUCATION

2014 - 2019	Design Academy Eindhoven, Eindhoven *Bachelor of Arts, BA*	2008 - 2012	Fachhochschule BFI Wien, Vienna *Bachelor of Business, BA*