

about

Creative multimedia professional with over 6 years of experience in graphic design, motion graphics, video editing, and website development. Skilled in crafting compelling visuals for OTT platforms, e-commerce, and branding campaigns. Proficient in Adobe Suite, HTML/CSS, and 3D modeling, with fluent English communication. Excels in managing high-volume projects, ensuring brand consistency across multiple platforms.

education

2016 – 2020.

University of Economics Ho Chi Minh City

Bachelor's Degree in
Business Information Technology

skills

Adobe Suite

Proficient in **Photoshop**, **Illustrator**, **After Effects**, and **Premiere**. Capable of navigating through every project stages, ensuring a seamless and cohesive workflow from start to finish.

Blender

Capable of developing **3D model** and **dynamic animation** to support graphic design and enhance visuals.

Website

Design visually appealing **e-commerce websites** and **landing pages** using **WordPress** and **Shopify**. Deliver websites that are not only aesthetically pleasing but also highly functional.

AI Utilization

Stay updated with the latest **AI tools**, and **techniques** in art concept development, ensuring the visualization of ideas and designs aligns with project requirements.

work experience

DatVietVAC Group Holdings

May 2023 – July 2026.

– Senior Multimedia Designer

Design motion graphics, VFX, title cards, posters, and break ads for Original films, alongside event materials (backdrops, LED visuals).

Produce motion-driven TVCs for branding campaigns, aligning with VieON's visual identity and marketing goals.

Localize simulcast/VOD film trailers through Vietnamese subtitling, and motion graphics, ensuring cultural relevance and audience engagement.

Manage multiple high-volume projects under tight deadlines, delivering assets across platforms while maintaining brand consistency.

TOSHIBA VietNam

May 2021 – April 2023.

– Graphic Designer & Video Editor

Ensured brand consistency across logos, typography, color schemes, and imagery per Toshiba's global guidelines.

Designed social media posts, banners, ads, and product detail pages for home appliances and electronics.

Created key visuals for product launches and e-commerce campaigns, adapting banners for platforms like Lazada, Shopee, and Tiki.

Produced motion graphic videos for advertising and explainer content on social media.

Designed offline promotional materials, including billboards, taxi media posters, signage, and packaging.

Managed livestream setups and performed real-time video editing for promotional events.

EROC Commerce

May 2020 – May 2021.

– Graphic Designer & Video Editor

Developed and maintained company websites and landing pages to promote new products, enhancing user experience and conversions.

Designed key visuals and banners tailored to e-commerce platform guidelines (Lazada, Shopee, Tiki).

Created product detail pages for home appliances, electronics, and skincare products.

Scripted, filmed, and edited product introduction videos, alongside motion graphic videos for campaigns across e-commerce platforms, social media.