

# WORK EXPERIENCE

# LUAN DANG



2022

## Creative Production Manager

at TBSRetail  
Creative Production at TBSRetail focuses on creating visuals, videos, and print materials for ECCO, COLE HAAN, and ROCKPORT. Responsibilities include developing digital communication strategies and collaborating with the Marketing team to produce creative content that aligns with brand identity and enhances campaign effectiveness.

2021

## Creative Team Leader

at GS25 Vietnam  
- Manage team members, quality of design products, ensure the suitability with the given orientation and purpose.  
- Create directional guidelines for brand logos, Visual brand (Print ads, POSM, ...)

2017

## Creative Team Leader

at Nkid Group (tiNiWorld, tiNiStore, tiNiToy, tiNiPark)  
- Coordinate with the marketing team to give design orientation for the campaigns according to the company's general orientation.  
- Manage team members, quality of design products, ensure the suitability with the given orientation and purpose.  
- Create directional guidelines for brand logos, Visual brand (Print ads, POSM, ...) - Collaborate with related departments to build app, web (Desktop, Mobile) to reach users cross-platform use.

2016

## Freelancer Designer.

- Build certification of identity for brands.  
- Build products of Print ads, Digital, Website, ...

2015

## Designer Team Leader UI Web.

at BITS service and trading company limited.  
- Manage and coordinate design team members, ensure the quality of output products.  
- Design orientation (Web UI/UX), website related to products, digital marketing, according to customer requirements.

2014

## Graphic Designer

at Tan Huu Tai service and trading company limited.  
Participate in the design, staging and coordination of theatrical programs and events.

# CONTACT

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Graphic design and anything related to information technology is my passion. With the goal of becoming a professional designer, I created for myself the ability to explore new fields and grasp modern design trends. I am confident that I can bring your business the most perfect products.



# PASSIONS



Traveling



Reading



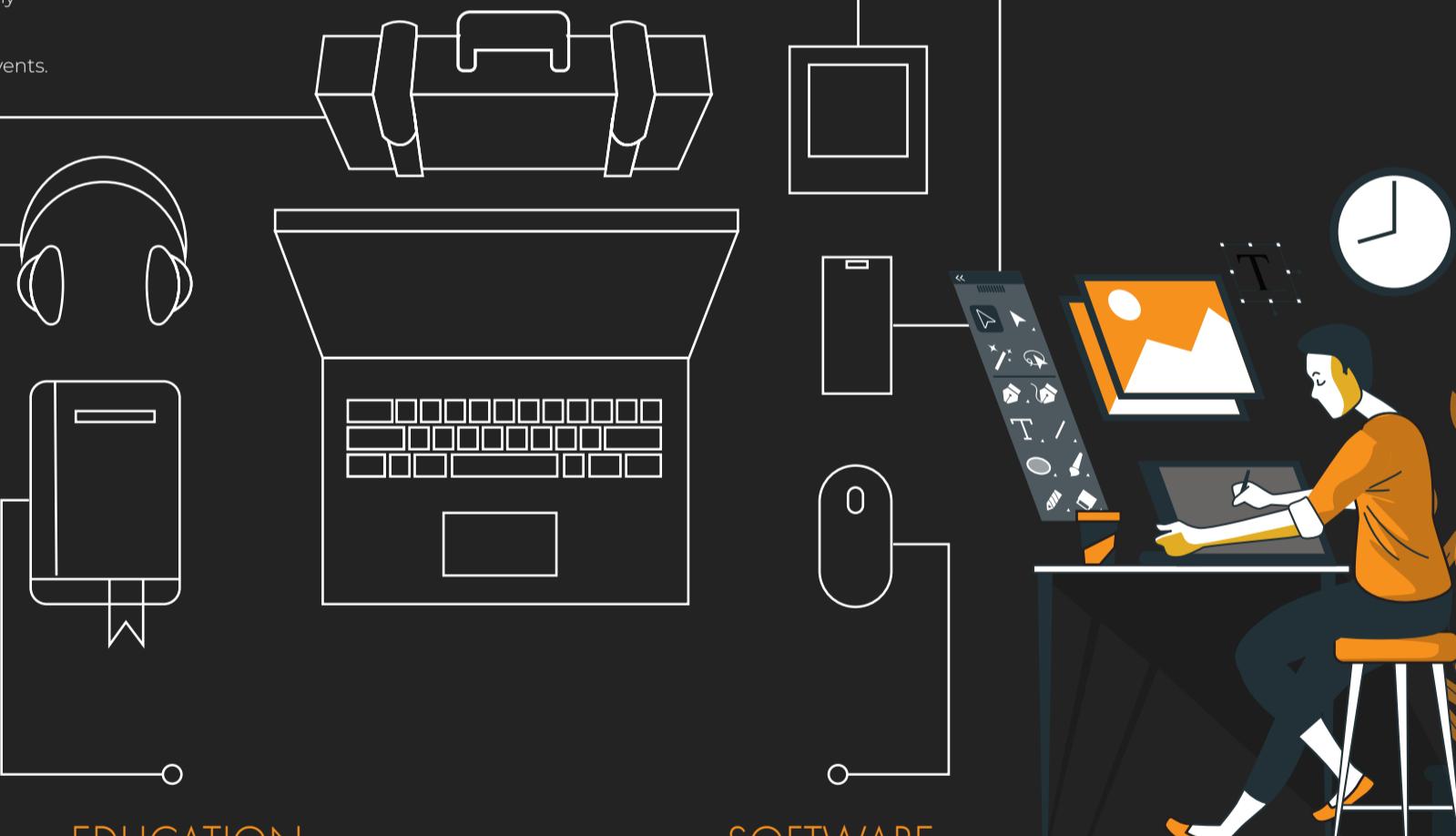
Movies



Pet care



Photography



# EDUCATION

2007

Study at **HCMC University of Pedagogy**.  
Mathematics Teacher Education

2011

Study at **HCMC University of Fine Arts**  
Graphic Designer

**GRAP  
HICS**

# SOFTWARE SKILLS



Adobe illustrator



Adobe photoshop



Adobe indesign



Adobe lightroom



Adobe after effect



Adobe premiere pro



Adobe XD



Figma



Blender