

DESIGNER-ILLUSTRATOR

nguyễn xuân quỳnh phương

Summary

Specialist in graphics, marketing and brand design. Previously worked with design agencies, universities and consumer goods businesses. Graduated Top 2% from RMIT University's 2024 cohort. Strong in design thinking, valuing both practicality and aesthetics. Passionate about empowering narratives, enabling sustainability, solving real-world problems and maintaining a vibrant creative landscape.

Education

RMIT University Vietnam

Bachelor of Design Studies
Distinction

HCMC, Vietnam

2020 - 2024

GPA: 3.6/4.0

Durham College

Interactive Media Design

Entrance Scholarship

Oshawa, ON, Canada

2019 - 2020

GPA: 4.57/5.0



Work Experience

Graphic Designer

d'Annam

Nov 2024 - Jul 2025

HCMC, Vietnam

Contract

- Produced 10-15 advertisements bi-weekly and social media graphics. Increased sales by 18% in 2025, maintained consistent traffic to e-commerce platforms and raised brand visibility.
- Established official brand guidelines. Supervised all internal and external materials to align with the company's values, story and mission.
- Oversaw collaborations with independent artists to update product packaging, including art direction, human resources and project management.

Brand Designer

Project Pluto

Aug 2024 - May 2025

HCMC, Vietnam

Contract

- Led branding projects for clients within education and NGOs, ranging from events, branding, social media and character design. Delivered social templates, full illustrations, guidelines, digital and print marketing materials.
- Collaborated with UX/UI Designers and Project Managers to create client proposals. Secured one additional client to the company's projected goals for 2025.
- Maintained a consistent and updated company portfolio.

Multimedia Designer

RMIT University Vietnam

Oct 2023 - Apr 2024

HCMC, Vietnam

Full-Time

- Translated academic material into interactive visual media such as digital infographics and navigable slideshows.
- Collaborated cross-functionally with Multimedia Designers, Learning Designers and Lecturers to deliver more than five completed university-level courses per semester.
- Advised on accessibility for in-house best practices.

Skills

Adobe Creative Suite
Microsoft Office 365
Art Direction
Visual Communication
Illustration
Video Editing
Social Media Design
Storytelling

Contact

HCMC, Vietnam
phuongnguyen.ree@gmail.com
(+84) 375 433 253
phuongree.xyz
linkedin.com/in/reephuong/