

# Resume



queetram. Senior Graphic Designer

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Based in Dist. 1, Ho Chi Minh City

## Vo Dieu Que Tram

5 years experiences

Graphic Designer + UX/UI Figma + Illustration

Creative, Diligence, Logical thoughts, Hard-working,  
Leading Skill, Teamwork, Careful & Progressive personality



**Professional Certificate** of  
Graphic & Web Design  
at HCM University  
of Science



**Bachelor** of Law  
at HCM  
University of Law



**ENGLISH**  
(fluently at  
reading, listening,  
writting & speaking)



Skillfully in using  
**Adobe Softwares:**  
(Pt, Ai, Id,  
Lr, Pr, Ae, Au)  
**UX/UI:** Figma



**\*Hand-draw:**  
Watercolor  
**\*Photography**  
**\*Studying HTML**

## grid BÀI VIẾT



### **FULL-TIME JOB:**

**\*From Jan 2024 - Now:**  
**Working as a Senior Graphic Designer in LALAMOVE Company based in HongKong**

-Work with Communication Team & Creative Manager to brainstorm, develop new ideas, new graphic design trend that meets the key message and attractive look for monthly campaign.

-In charge of producing the key visual of monthly campaign, sketch and making storyboard and orient motion effect being used in the motion video.

-After the key visual being approved by Creative Manager and Senior Communication, delivering that visual direction

to the team members;

-Lead team and assign design tasks to team member based on their professional qualification. Guide and instruct and courage team while generating the visual to ensure the highest result and KPI for the team.

-Checking quality of the images in the whole campaign after working with team. Optimize images to convey key promotional messages to user in app and digital ads;

-Collaborate with Communication Team to create social creative post that catch the trend and tendency. Most of that social posts are illustration: creating characters, illustration style and comic color.

-Working with product Team from HongKong about UX/UI to figure

out the new experiences for user and improve the app theme.

-In charge of working with agency for photo shooting. From making the shooting brief to casting talents and on set. Ensure that models' outfits, poses are appropriate to brand guideline and design tendency.

-Organize design workshop once in 3 months for team member to update newest supporting tools in design field such as: typography, motion effect and sound web, AI supporting web,...

-Report directly to Creative Manager and Senior Communication.

**\*From Jan 2021 - Jan 2024:**  
**Working as a Graphic Designer Specialist in MINISTOP Vietnam**  
**- Convience stores chain based in Japan**



created by POSM in stores;

-Team work with content creator to improve the effectiveness of post, branding, trend and key message on SNS platform.

-Team work with Construction Team in design Ministop's Drink Counter Project (Interior Design).

- Shooting new product for making POSM.

- Support filming story or reel for SNS platform.

- *MKT promotion for New store opening:*

\*Giving free bag gift for customers when buy bill over 50k with purpose to clear all stocks in warehouse.

**\*From 2020 - 2021:  
Working as a Graphic Designer  
in Marketing Department (MKT)  
of Le&Tran Lawfirm**

- Incharge of SNS's post and website post.

- Incharge of making POSM for offline event: backdrop, standee, brochure, gifts, invitation.

- Support on making TVC: Display in offline Event: raise awarness to customers.

- Incharge of content: Write and post Legal artical weekly on website, Facebook.

**FREELANCE JOB:**

**\*Working as a Illustrator in F&B Field (Freelance) (in 2025):**

- Project "Joy x Midtempo" cafe menu:

\*Main illustrator: watercolor hand-drawing.

\*Making layout of menu and take responsibility in printing procedure.

**\*Commission: Cosmetic Brand**

**Identity named COCO  
(in2023)**

**\*Working as a Illustrator in F&B Field (Freelance) in (2023):**

- Project "Pastry and Cake Illustration":

\*Main illustrator: watercolor hand-drawing.

\*Making layout of calendar and be responsible of printing procedure.

\*Incharge of shooting final products for Ads campaign.

**\*Working as a Illustrator in F&B Field (Freelance) (in 2022):**

- Project "Vietnamese Food Illustration" artbook:

\*Main illustrator: watercolor hand-drawing.

\*Making layout of artbook and take responsibility in printing procedure.

\*Incharge of shooting final products for Ads campaign.

**\*Study case (on progressing):**

STORE GO - Website sells furniture: From design with figma to HTML

See my WORLD here:



[www.behance.net/quetram](http://www.behance.net/quetram)



[www.instagram.com/littlefood.drawing](http://www.instagram.com/littlefood.drawing)



LITTLEFOOD.DRAWING



- In charge of Offline POSM for weekly & monthly promotions & new stores opening such as: Poster, POP, Hanger, Standee, Flyer, Banner store.

- In charge of Online daily post on SNS platform (FB, Instagram, Zalo) and website.

-In charge of image and banner on delivery app platform.

- Creating monthly theme in both offline & online. Ex: Halloween, Christmas, Tet Holiday, Birthday month, other special promotion:

\*For offline: Decorate all stores with materials such as: Wall Hiflex, Painting Frame, Wallpaper, Hanger which are followed the theme.

\*For online: stick every post in a same theme to create a united display and emphasize that theme promotion to customer's mind.

- Make Simple LCD layout for weekly & monthly promotions.

- Make Voice Anounmence in stores for weekly & monthly promotions (Audition).

- Create packaging for Ministop's products: sandwich, fast food (fried chicken, french fries).

- Manage suppliers in printing, production of MKT's merchandise product/ POSM displayed offline/POSM at outdoor activities event (Japan Fair) to provide the best qualitiy of service and cost which help bring out the most comfortable in customer experiences.

-Check practical application of offline POSM throught out promotion plan & campaign.

- Check vibe, atmosphere