

Ngô Hoàng Vinh

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EDUCATION

University of Science - Ho Chi Minh City

Bachelor's Degree in Geology

Cumulative GPA: 2.50 /4.00

HCM City, Viet Nam

Graduated August 2018

WORK EXPERIENCE

Lotus Film Company

Photographer/ Gaffer/ Editor/ Designer

Feb 2017 - Jul 2019

- Upload concept ideas and Implement photography for customers
- Report film according to the project
- Find coordination when making photos for customers
- Join search, build ideas warehouse for customers on facebook, website ...
- Edit and Design images for posts on facebook
- Management of machinery and maintenance

Viet Hung Marketing Co. Ltd

Junior Video Editor & Photographer

Feb 2019 - Jul 2019

- Create video and photo content for branding materials and digital assetse.g., E-mails, Facebook, Instagram, YouTube, ...
- Compose & edit visually pleasing photograph / videos- Export, transcode, convert, and archive footages
- Create final cuts, sound edit and basic motion graphics, video templatee.g., edit/trim footage, assemble the sequence, sync music, dialogues, voice-over recordings, title animation, minor color correction
- Communicating effectively with related partners to set up on-location video productions with proper lighting & sound; photo-shooting plan, mood board, props...
- Maintaining and managing photography equipment, image & video library

Lavo Joint Stock Company

Junior Graphic Design & Video Editor

Aug 2019 - Aug 2020

- Preparing materials and layout for digital, brand & publication e.g. layout, graphics, photo, social media posts
- Editorial & storytelling: create basic video content, typography and/or motion graphic
- Adaptation & versioning brand material / promotions into different formats across all digital platforms following the brief and brand guidelines
- Produce accurate work on time with understanding of UI/UX & brand guidelines
- Work closely with senior graphic designers and other brand members tight deadline (sometimes)
- Positively take feedbacks/criticisms onboard, communicate effectively to others
- Create and maintain contents and visuals ad here to brand guidelines for all promotions and messaging across all digital platforms
- Organize and deliver artworks and working files on-time, on-brief
- Participate in team meetings and brainstorm creative approaches

Wall Street English Company

Creative Designer cum Video Editor - Hybrid

Jan 2021 - Jan 2022

- Work with the Assistant Brand & Communication Manager, Content team, Digital team to understand the project scope and objectives, and provide time estimates for each task given.
- Be a lead and positively contributing creative input when appropriate
- Enhance the Premium brand visuals and brand consistency throughout various marketing projects.
- Keenly evaluate and monitor industry trends of branding to apply / adapt to WSE brand
- Digital - Create effective, trendy and on-brand design for multiple channels e.g. layout, photo, online banners, social media posts, banner ads/ social media posts, landing page,...
- Offline - Designing graphic content, illustrations, infographics & create templates

Generali Insurance Company

Senior Creative Designer - Hybrid

Feb 2022 - Jul 2022

- Design all training materials & events, WS (brochures, flyers, booklets, avatars, standees, form, maps...) for DTD for territories & nation-wide levels.
- Support to design all pictures related, films, trailers, PR for Gen Academy, POSM materials
- Design all training materials & events, WS (brochures, flyers, booklets, avatars, standees, form, maps...) for DTD.
- Manage, update and control all training designs from programs, training guides, training templates of slides,...
- Develop training, motivation, PR videos, teasers, trailers and sales clips for our sales force.
- Support other Design & Development team members to achieve goal/KPIs.
- Ensure copyright laws are adhered to when designing with images and content and ensure the brand guideline.
- Continuously improve design processes and methodologies.
- Manage multiple projects simultaneously and meet deadlines.
- Work closely with project managers to ensure project goals are met.
- Create and maintain design documentation and guidelines.
- Conduct design reviews and provide feedback.
- Creating a prototype of illustration concepts for advertisements, marketing materials, websites, television broadcasts or publications.

Halana Company

Senior Creative Designer cum UX/UI Designer (Freelancer)

May 2022 - Jul 2022

- Collaborate with the Campaign Online team to deploy designs suitable for digital content such as social media post, digital banner, infographic, ... and some other marketing publications such as flyers, standee, brochure,...).
- Thinking Deeply about how our products are used, and how they can be better.
- Advising departments about Design and User considerations in their products.
- Understanding the Customer's pain-point and solving the issues in flexible & smart ways.
- Diving deep to understand the value within the products and surfacing that in beautiful UI.
- Understanding the value of Product Guidelines – using, creating, and evolving them.
- Create and maintain a design system that works across multiple products.
- Communicate product requirements and user flows to the Development Team.
- Interface with the Development Team to communicate the way a product should act.
- Get feedback from team members and organize pre-release testing.

Betty Consultants Company

Senior Creative Designer cum UX/UI Designer (Freelancer)

Aug 2022 - Oct 2022

- Conduct generative and user research prior to working on a new project.
- Process research insights and communicate them to the team (personas, user journeys, etc.).
- Initiate interactive research to better understand user's needs, to validate ideas, and to gather feedback and insights.
- Transform research insights into design solutions.
- Work with a design system (on Figma), including your projects.
- Ensure brand consistency across all design projects.
- Collaborate with other departments to ensure cohesive design solutions.
- Manage client relationships and communicate design decisions effectively.
- Develop and implement design strategies.
- Oversee the production of design assets.
- Ensure all designs are user-centered and accessible.
- Participate in brainstorming sessions and contribute creative ideas.

Weploy Company

Senior Creative Designer (Freelancer)

Oct 2022 - Dec 2022

- Lead and manage the design team.
- Oversee the entire design process from concept to completion.
- Collaborate with clients and stakeholders to understand project requirements.
- Collaborate, brainstorm, and strategize with multiple teams for a wide range of materials that may include: web pages, presentations, programming collateral, signage, internal communication, newsletters, and marketing materials.
- Conceptualizing visuals based on requirements.
- Amending designs after feedback and preparing final layout.
- Drafting illustration concepts digitally through the use of specialized design software.
- Work closely with project managers to ensure project goals are met.

Charoen Pokphand Group Co.Ltd

Senior Creative Designer cum UX/UI Designer - Hybrid

Oct 2022 - Now

- Design and edit mobile application and website interfaces as required.
- Directly participate in the product development process, design UI/UX for mobile apps and websites according to user-friendly criteria.
- Exchange ideas, build a design process to ensure aesthetics and logic through wireframes, prototypes,...
- Conduct user research, sentiment analysis, identify target audience groups and most effective interaction design methods.
- Consulting with clients, creative directors and managers to understand design needs.
- Design all training materials & events, WS (brochures, flyers, booklets, avatars, standees, form, maps...) for Marketing for territories & nation-wide levels.
- Manage, update and control all training designs from programs, training guides, training templates of slides,...
- Develop training, motivation, PR videos, teasers, trailers and sales clips for our sales force.
- Ensure copyright laws are adhered to when designing with images and content and ensure the brand guideline.
- Taking work from initial ideas to final design products with the right quality and time.
- Come up with ideas, discuss and directly participate in brand identity design requirements: Logo, Brand guidelines, Company Profile, Annual report, brochure, POSM, etc.).
- Provide solutions to resolve arising situations related to product design.
- Assist staff in choosing the right style, images and other visual elements to help deliver the right, appropriate product design and achieve customer satisfaction.
- Work on various design projects including static and animated visuals of campaigns, products, branding, social media content, website, online promotion, presentation decks, etc.

SKILLS & ACTIVITIES AND INTERESTS

Languages: Vietnamese, English, a little Japanese and German

Technical Skills: OBS Studio, Adobe Suite (Ps, Ai, Pr, Au, Ae, Me, Id, LrC, Xd,...), Figma, AutoCad,...

Activities: Society of Petroleum Engineers (Member of SPE)

Interests: Gaming, Music,...