

# Curriculum Vitae

## Hello, I'm Tuấn Mỹ

### GRAPHIC DESIGN TEAM LEADER

Design is not just a job for me, it's a passion. I am fascinated by the power of design to communicate, to evoke emotions, and to solve problems. I love the challenge of taking an idea and turning it into something tangible and beautiful. I am always on the lookout for new trends and technologies that I can use to create even more innovative designs.

Design is not just what it looks like and feels like. Design is how it works  
-Steve Jobs-

## WORK EXPERIENCE

### Hard Discount Viet Nam

#### Graphic Designer Supervisor (12/2024 - now)

- Designing All Point Of Sale Materials for promotions.
- Designing banner for Digital Marketing.
- Taking photos for print and media publications.
- Filming and editing video for TVC, new launching products.



### Seven System Vietnam Joint Stock Company (7-Eleven Vietnam)

#### Graphic Design Team Leader ( 3/2020 - 5/2024 )

- + In Store POSM Display
  - Designing All Point Of Sale Materials for promotions.
  - Designing KV, POSM for Store Opening.
  - Store Concept
  - Store Decoration (Wall, Counter, Eat-in...)
- + Creative direction for designs in accordance with long-term and short-term plan for company:
- + Managing team members ( 5 members ):
  - Managing and distributing tasks for all team members
  - Store Concept Guideline
  - Merchandise and FF&B products
  - Gift for Big Campaign
  - Idea for Big Campaign, Event
  - Mood board and concept for product
  - Design Brand Identity
  - Logo guideline for print and digital products, APP
  - Menu, Monthly promotion
- + Managing images for LCD and POS screen for all stores
- + Managing display images for all stores
- + Managing branding images for 7-Eleven
  - Reducing printing costs for POSM by 30% through improved design solutions
  - Training knowledge about shooting, food & products styling for team members.
  - Taking photos for print and media publications.
  - Filming and editing video for new launching products.
  - Setting up, recording and editing for livestream.



### Lotte Cinema Vietnam Co., Ltd.

#### Graphic Designer (1/10/2017 - 10/2/2020)

- Designing All Point Of Sale Materials for promotions.
- Designing banner for Digital Marketing.
- Social Network Management:
  - Web/ App Management
  - LCD, POS Screen Management
  - Facebook, Youtube, Instagram, Zalo Management



### Phi Khoa Joint Stock Company (Food Paradise Vietnam)

#### Graphic Designer ( 12/2016 - 8/2017 )

- Designing All Point Of Sale Materials for promotions.
- Designing banner for Digital Marketing.
- Supporting design tasks for subsidiaries in corporations.



### Red Circle Co .,Ltd. (Circle K Vietnam)

#### Intern Designer (7/2014 - 11/2016)

- Designing All Point Of Sale Materials for promotions.
- Designing banner for Digital Marketing.



## CONTACT

📞 0764 58 3336

🏠 35/10A Huynh Tan Phat, Ward Tan Thuan, District 7

✉ phantuanmy@gmail.com

Creative and results-oriented graphic designer with 9 years of experience in a variety of industries, including print, web, and marketing. Expertise in Adobe Creative Suite and a passion for creating visually appealing and effective designs that meet client needs.

Proven ability to work independently and as part of a team to deliver projects on time and within budget.

## EDUCATION

Ho Chi Minh City University of Science – HCMUS

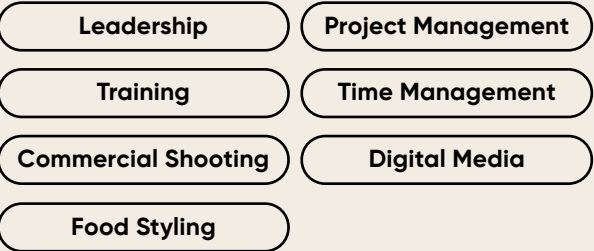
## LANGUAGES

Vietnamese, English

## SOFTWARE SKILLS



## PERSONAL SKILLS



## ABOUT ME

- #Creativity
- #Communication
- #Detail Oriented
- #Research
- #Adaptability And Flexibility



## Scan Me

Please scan the QR Code  
or visit [behance.net/phantuanmy](https://www.behance.net/phantuanmy)  
to view some of my portfolio