

Curriculum Vitae

Hello, I'm Tuân 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.



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.

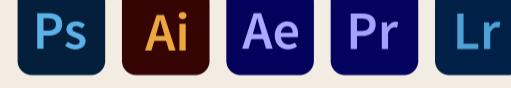
EDUCATION

Ho Chi Minh City University of Science – HCMUS

LANGUAGES

Vietnamese, English

SOFTWARE SKILLS

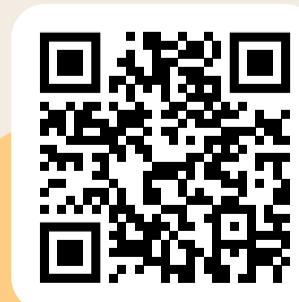


PERSONAL SKILLS



ABOUT ME

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



Scan Me

Please scan the QR Code
or visit behance.net/phantuanmy
to view some of my portfolio