

resume

hello baoday

GRAPHIC
DESIGN / 2025

Hi, I'm Bao Tran.

I'm a Graphic Design Specialist with 3 years of experience, primarily in the cosmetics industry, where I focus on design and creative projects. I've also had the chance to work on Content creation, Video editing, and Photography.

I'm really passionate about creativity and always looking for ways to improve my skills so I can contribute meaningfully to company projects and bring value to the team.

My Portfolio



helloobaoday@gmail.com
+84 962 888 474

behance.net/baoartwork
instagram.com/hellobaoday
https://beacons.ai/hello.baoday



Skills

Planing — Communication —
Teamwork — Time Management —



Manual Skills
Designing
Content Creating
Photography



Software
Illustrator
Photoshop
Premiere Pro



Interests
Art
Film
Music



Languages
Vietnamese
English

Experience

OKKU SAIGON

01, 2020 – 05, 2022

Creative Designer

- Design product images for the Marketing department to be used in online advertising campaigns across social media channels.
- Schedule to design standard social daily post, ads, web banner...
- Photograph and edit menus and promotional programs for seasonal events like holidays, Tet, and Valentine's Day.
- Assist with setting up photo shoots and short films for monthly communication events.
- Decorate the restaurant according to the various festive seasons throughout the year.

AB BEAUTY WORLD

08, 2022 – Now

Graphic Designer

(08, 2022 – 11, 2024)

- Social Media
- Creating ideas for designing images for the marketing department in brand promotion campaigns and promotions.
- Schedule to design standard social daily post, ads, web banner...
- Support marketing team to print products, catch up with trends to create appropriate designs.
- POSM; Events:
- Design backdrop, standee, product packaging. POSM monthly promotions, holidays
- Event Marketing: coordinating in the implementation of special promotions and discounts for loyal customers.
- Internal Event: organize annual and periodic events such as: Tet holidays, Christmas party, YEP.

Graphic Design Specialist
(12, 2024 – Now)

- Collects and reviews marketing briefs.
- Oversees and participates in design projects from inception to completion.
- Conducts research and develops annual and seasonal campaign plans.
- Provides technical guidance to junior designers and collaborates to create designs that meet project requirements.
- Generates ideas and suggestions to improve design quality.
- Assigns tasks and evaluates the performance of direct reports.
- Maintains and manages the company's image and design database.
- Reports project progress to the CMO.
- Performs other duties as assigned.

FREELANCE

2022 – Now

Thank you
for watching!