



Linh Ha

CREATIVE STUDIO DIRECTOR

Singapore PR | Creative Problem Solver | Data-driven Design | Digital Marketing

ABOUT

EXPERIENCE

EDUCATION

SKILLS

Click to navigate!

Let's have a chat.

linh.ha1409@gmail.com

(+65) 90994109

fuulin.github.io



ABOUT

Xin chào! My name is Linh and I often introduce myself as a "Creative Problem Solver". I have spent 8+ years utilizing my design thinking skills and design sensibility to solve colleagues, partners and clients' problems - be it creative performance optimization, insight collection, project management, or process optimization.

I spent the majority of those years in the Creative team of Advertising companies - in Criteo as a Creative Designer, then Remerge as a Senior Creative Designer and Creative Studio Director. My role grew as I acquired more knowledge about the ins and outs of creatives, both in performance marketing and branding. I have participated in and led multiple impactful projects that changed the team's workflow, implemented new tools, formed creative and A/B testing frameworks. My role recently involved people management and hiring, and I'm ready for new challenges.

In my own time, I love spending time with my 2 daughters, doing arts-and-crafts and playing VR games.

If you'd like to find out more, I'd love to have a chat over a coffee (virtual or real).

Cheers,

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EXPERIENCE

Creative Studio Director Singapore / Senior Creative Designer

Remerge (Singapore)

2019 – PRESENT

- Consulted 20+ clients in the APAC region and globally, notably Nike, Grab, Shopee
- Participated in / managed projects: developing a creative framework, defining SLA, implementing new tool to expand creative capabilities, defining processes for consultation, systematic A/B testing and creative reviews
- Managed the Singapore Creative Studio; assisted in hiring various roles: creative designer, brand designer, UX designer, project manager

Creative Designer

Criteo (Singapore)

2017 – 2019

- Gathered insights to improve creative performance from analyzing metrics & A/B tests
- Organized training sessions for internal teams on creative topics
- Participate in projects and competitions to help boost efficiency and service quality

Freelancer

2014 – 2017

- Various web design, branding, motion graphic, 2D/3D animation, UI design, game development projects
- Interned at SUTD Game Lab as a Game Artist



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EDUCATION

Nanyang Technological University, Singapore

Hons Bachelor of Fine Arts (BFA), Interactive Media

2010 – 2014

- Grade: 2nd Upper Honours
- Took various creative and skill-oriented courses: Drawn animation, Digital painting, Narratives for new media, Visual communication, Interactive web experience, Game design workshop, Graphic storytelling, 3D Production, 3D Modelling.
- Developed various creative projects as part of the curriculum, both collaboratively and individually.

Le Hong Phong High School for the Gifted, Vietnam

2006 – 2009



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SKILLS

Technical

- Adobe Suite (Photoshop, Illustrator, After Effects, InDesign)
- HTML5, CSS3, Javascript
- Sketch, Figma
- Trello, Jira, Confluence
- Pardot
- Github
- Google Slides, Google Sheets

Practical

- Project management
- Liasing with external parties / clients
- Interviewing, hiring
- People management
- Presentation, public speaking
- Brief proposal, pitching ideas
- Managing collaboration and relationship between teams