

# CONG MINH DO

Melbourne, Australia | (+61) 432865256 | [docongminh0211@gmail.com](mailto:docongminh0211@gmail.com) | Portfolio

## EDUCATION

---

### University of Melbourne

February 2024 - November 2025

Masters of Design and Production, Graphic Design Major, Subjects: Design Research, Design Projects, Creative Collaboration, Technical Collaboration, Design and the Production Process, Industry Practice.

### University of Melbourne

August 2021 - November 2023

Bachelor of Graphic Design, Advanced Standing Granted: 0.5 year, Subjects: Graphic Design Studio 1: Image and Text, Colour Studio, Digital Design, Graphic Design Studio 2: Image and Media, Street Art, Design Internship, Infographics Studio, Branding, Graphic Design Studio 3.

### School of Visual Arts

August 2018 - June 2020

Bachelor of Graphic Design, Subjects: Principles of Visual Language, European Painting, History of Art and Design, Thinking Design, Visual Computing in the Studio, Drawing, Design Thinking, Graphic Design, Fundamentals of Typography, Designing for Interactive Experiences, History of Graphic Design, Experimental Book Art, Creative Curiosity.

## WORK EXPERIENCE

---

### Melbourne Entrepreneurial Centre | Intern Graphic Designer | Australia

August 2025 - October 2025

- Designed and delivered visually cohesive presentation slides, banners and posters in alignment with MEC's brand identity, ensuring that events hosted by the organization flow smoothly, strengthening MEC's brand presence.
- Created and edited video content to support marketing, communications and event promotion initiatives, improving user experience.
- Developed poster designs and visual assets contributing to integrated marketing campaigns across digital and physical platforms.
- Collaborated with 2 internal teams to translate organizational goals into clear, engaging visual communication.

### MOVSA | Graphic Designer and PR Officer | Australia

August 2020 - October 2023

- Art-directed 6 major projects, led and collaborated with 4 different teams, delivered 40 posters / visuals per month using Adobe Suites, Canva, Procreate for marketing campaigns across digital and physical channels, boosted a 25% increase in MOVSA's social media reach.
- Developed branding, visual identity assets to strengthen MOVSA's overall brand presence and recognition, boosted visibility of the organization through brand consistency designs such as characters, avatars or illustration style.
- Actively engaged in the planning, on-site delivery of multiple events, contributing to smooth execution, positive attendee experience, built and maintained relationships with sponsors / supporters, facilitating collaboration and resource support for MOVSA initiatives.

### SW Education | Intern Graphic Designer | Australia

March 2023 - September 2023

- Led and conceptualized 2 major projects, collaborated with 3 teams to design poster designs, visual assets, developed story-led designs to increase engagement and improve user experience.
- Initiated and edited promotional video content, produced brand-driven visual assets including presentation decks, banners to communicate brand presence to an audience-focused market.

### Vinh Hanh Group | Graphic Designer | Vietnam

November 2022 - December 2023

- Developed event-specific brand identities including logos, visual themes, promotional materials, executed marketing campaign visuals to promote company resorts, events across digital as well as print platforms, designed banners that are displayed at the front of the resort, showcasing the visuals to 3000 guests at the location.
- Collaborated in the planning and execution of company events, providing creative, visual support throughout the production process.

### Phuc Hung Thinh | Graphic Designer | Vietnam

February 2019 - July 2022

- Developed brand identity elements for promotional campaigns, produced print materials including menus, brochures, leaflets for in-restaurant use, ensuring visual consistency and brand alignment.
- Designed and executed marketing campaigns, advertisements, posters using Adobe Suites, Procreate, Canva to promote the restaurant and drive customer engagement.
- Supported the planning of restaurant events, contributing both creative assets and on-site coordination, collaborated closely with front-of-house staff to gain practical insight into the F&B industry, customer communication and service experience.

## HIGHLIGHTED PROJECTS

---

### Interactive Deck | Creative Ritual

## SKILLS

---

Adobe Suites: Photoshop, Illustrator, InDesign, Acrobat, Audition, Premier | Canva, Procreate | Illustration, Detail-orientated, deadline-driven, highly adaptable, solutions focused, self-motivated, collaborative, feedback-driven.

Language: Vietnamese (Native), English (Fluent)

## REFERENCES

---

References available upon request.