

Người liên hệ

www.linkedin.com/in/minhtuyet-design (LinkedIn)
www.behance.net/minhtuyet-design (Portfolio)

Kỹ năng hàng đầu

Team Management
Time Management
Leadership

Languages

English (Professional Working)
Vietnamese (Native or Bilingual)

Certifications

TOEIC - Test of English for International Communication
Microsoft Office Specialist Master Certification (MOS)
IELTS - International English Language Testing System

Minh Tuyết Nguyễn Phạm

Graphic designer - Content Marketing - Ui/Ux designer - Illustrator
Ho Chi Minh City, Vietnam

Tóm tắt

I am always looking for new learning experiences as a graphic designer in different fields, and seeking new skills to achieve. Passionate and a team player is how I describe myself.

Kinh nghiệm

Ematic Solutions

Design Team Lead - UI/UX - Social Media Consultant

March 2022 - Present (3 years 1 tháng)

Ho Chi Minh City, Vietnam

Working with team members to create various digital commercial campaigns for international brands (focus in Viet Nam market):

1. Design, research new features on social media platforms and trending materials. Working with content marketing teams on campaigns ideation and planning.
2. Working closely with the Growth team on audit and proposal for clients. Contribute to strategy review and new case studies.
3. Manage 6 team members to deliver on time and quality products.
4. Leading Ui/Ux team on global market proposal and develop go to market strategy.

Freelance

Graphic Designer

2017 - Present (8 years)

District 3, Ho Chi Minh City, Vietnam

Elixus Agency

Senior Graphic Designer

March 2021 - March 2022 (1 năm 1 tháng)

Ho Chi Minh City, Vietnam

1. Focus in design and research (trend catching, new features): social media platform (FaceBook, Instagram, Linkedin, Google Ad, Youtube, UI/UX, Website, AR filter, EDM.

2. Strategy planning: working closely with the content marketing team on campaign ideation.

3. Increase page likes and follow for more than 10+ brands. Successful increase: 10% product sales after performance marketing campaigns (Bioderma, Nuxe, Arla, etc.), 30% on post engagement for new arrival campaigns (Elle et Vire, Ile de France, Corman, etc.).

Gameloft

Graphic Design

September 2020 - March 2021 (7 months)

Ho Chi Minh City, Vietnam

Graphic designer part of the SEA regional communication team, in charge of designing for different media and platforms for the Asian region. Included ideation and design in: Events, POSM, packaging, social media post.

Gasi - T-shirt local brand

Graphic Designer, Illustrator

May 2019 - April 2020 (1 năm)

District 7, Ho Chi Minh City, Vietnam

Focus on illustration and sketching client ideas. Promote product on social media: design and schedule posts, marketing and competitor research, strategy planning in trend catching.

Passion Design Agency

Graphic Designer

May 2019 - April 2020 (1 năm)

District 7, Ho Chi Minh City, Vietnam

Branding design included logo and stationery.

Freelance

Graphic Designer, Copywriter

2018 - 2019 (1 năm)

District 6, Ho Chi Minh City, Vietnam

Designing and copywriting for social media posts in the beauty clinics industry.

Crazy Panda

Graphic Designer, Marker, Promotion event planning

December 2016 - May 2018 (1 năm 6 months)

District 10, Ho Chi Minh City, Vietnam

Designing posts for social media and print products (banners, flyers, light boards, standees, etc.). Strategy planning for promotion events.

Trình độ học vấn

Ton Duc Thang University

Bachelor's degree, Graphic Design · (2014 - 2019)