Contact

anh.nd613@gmail.com

www.linkedin.com/in/anhnd613
(LinkedIn)

attentive.framer.website/portfolio
(Portfolio)

Top Skills

Brand Building

User Interface Design

Search Engine Optimization (SEO)

Languages

English (Limited Working)

Vietnamese (Native or Bilingual)

Certifications

OKRs: Leadership and Goal Setting

Brand Management: Aligning
Business, Brand and Behavior

Google Project Management

Google UX Design

Nguyen Duc Anh

UX & UI Designer • Product Designer
Hanoi, Hanoi, Vietnam

Summary

• www.attentive.design

• linkedin: @attentive-design

• instagram: @attentive.design

• twitter: @AttentiveCraft

• dribbble: @attentive_design

• E: anh.nd613@gmail.com

• P: (+84) 916 787 387

• f: www.facebook.com/anhnd613/

• Be: https://www.behance.net/anhnd613

• dribbble: @anhnd613

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Experience

VMO Holdings
UX & UI Designer
September 2024 - Present (7 months)
Hanoi, Hanoi, Vietnam

Projects:

• Digital Carbon Exchange · United States

• Resource Allocation System · Japan

• Next-Generation Production Management System · Japan

• Next-Generation Maritime Communication · Japan

• Retail Ecosystem Bidding · Malaysia

Responsibilities:

• Collaborated with over 20+ developers, business analysts, designers, project managers, and other professionals.

GATSBIE
Product Designer
January 2025 - Present (3 months)
Hanoi, Hanoi, Vietnam

• Collaborated with the Product Manager, UX Researcher, and others to understand user needs, design the user interface, launch Gatsbie, and monitor its performance
• Worked with the development team to build and optimize the design system; and the media team to design the brand identity

Attentive
Creative Designer
October 2023 - Present (1 year 6 months)
Hanoi, Hanoi, Vietnam

Projects:

• Tue Phat Education · Brand Identity

• ShopBase Creator · Web Application

• Vani · Mobile App

• Le Tour Vietnam · Brand Identity & Website

• Attentive UI Kit · UI Kit

• Luxury Watch Trading Platform · Web Applicaton

• Law Documents Search Engine · Web Application

• Bui Duy Studio · Responsive Website

• Pacific International Corporation · Responsive Website

• Sturgeon Estate · Responsive Website

• Internal CRM (Consumer Electronics) · Web Application

• AI Game Generator · Web Application

• Web3 AI Chatbot · Web Application

Learn more on www.attentive.framer.website

The Trainee Club
Leader, Creative & Optimization
November 2023 - February 2025 (1 year 4 months)
Hanoi, Hanoi, Vietnam

• Design products and courses landing pages, website, etc.
• Manage creative work and design assets for B2B & B2C initiatives (i.e. social posts, campaign key visuals, and eBook)
• Manage more than 23 ads campaigns using 30M/month, especially for Prudential (8,5K clicks & 950 leads/2 ads), Suntory PepsiCo (3M impressions/10 ads), Carlsberg (1M impressions/4 ads), and The Trainee Club (1M impressions & 17K clicks/26 ads)

CitizenDev

UX & UI Designer
November 2023 - June 2024 (8 months)
Hanoi, Hanoi, Vietnam

Projects:

• Patient Portal & Telehealth Platform

• Project Management Platform

• Candidate Relationship Management System (CRMS)

• Peer-to-Peer Trading Network

• B2B & CRM Management System

• B2B Intelligence Management System

• Internal ERP System

Talemy
1 year 10 months

Leader, Marketing & Branding
October 2022 - November 2023 (1 year 2 months)
Hanoi, Hanoi, Vietnam

Marketing & Branding (70%):

• Lay the foundation for marketing and branding (research, identity, design strategy, content pillars, web presence, SEO guidelines, employer brand initiatives, etc.)

• Create the Talemy Design Language & Strix UI Kit

• Collaborate with the services and people teams to synergize the Talemy marketing effort

• Lead a team of 04 executives in diverse marketing and branding projects with the goal of achieving the accomplishments outlined below

• Achieved 6,000 website views in 3 months and grew social media following to 3,000 followers across two platforms (Facebook & LinkedIn)

• Successfully converted 200 applicants through effective employer branding content initiatives within 2 months

• Maintain website bounce rate at ~30%

Internal Human Resources (20%):

• Develop an internal human resources management system (via Google Sheets and AppScripts)

• Manage internal recruitment activities, hire and onboard 02 new consultants

• Conduct training supporting 03 team leaders

• Develop foundations for employer branding, T&D, etc. products

Operations (10%)

Recruitment Consultant
June 2022 - October 2022 (5 months)
Hanoi, Hanoi, Vietnam

External recruitment (80%):
• Manage 10 job openings with 9 deals closed, contributing 60% of total profit, with a 85% offer acceptance rate
• Source and review more than 10,000 senior-level, highly specialist candidates' profiles for leading global businesses, covering the Vietnamese, Nigerian, Venezuelans, and APAC markets
• Work closely with clients in the gaming & blockchain industries
• Support 500+ candidates during the application, screening, and interviewing processes

Internal projects (10%):
• Develop an onboarding process for new employees
• Act as an Onboarding Buddy for new employees, assist members with job success tools
• Create a branding guidelines to support branding and employer branding projects

External projects (10%):
• Assist 1 client in the employer branding positioning projects; identify and clarify root strengths, benefits packages, work environments, career advancement opportunities, etc.

Associate Consultant
February 2022 - June 2022 (5 months)
Hanoi, Hanoi, Vietnam

External recruitment (70%):
• Manage 4 job openings with 3 deals closed, contributing 50% of total profit, with a 100% offer acceptance rate
• Source and review more than 500 senior-level, highly specialist candidates' profiles for leading global businesses, covering the Vietnamese market
• Work closely with clients in the gaming & blockchain industries
• Support 60+ candidates during the application, screening, and interviewing processes

Internal projects (20%):

• Develop and build an internal operational system featuring multiple databases using Google Sheets and AppScript

External projects (10%):
• Conduct the structured behaviors interviews for 100 management trainee candidates
• Develop a learning course about employer branding

G-college
2 years

Creative Leader
May 2022 - June 2023 (1 year 2 months)
Hanoi, Hanoi, Vietnam

• Support others in designing and visual creating tasks
• Create branding guidelines for G-college in support for the new rebranding strategy (sample below)
• Conduct designing training and branding guidelines best practices
• Assist the Marketing team with G-college Website projects
• Redesign the organization's website to enhance the candidates experience (result in higher application completion rate)
• Create key visuals for organization's year-end event

Talent Development Executive
February 2022 - October 2022 (9 months)
Hanoi, Hanoi, Vietnam

• Develop a Leadership Training Program with 6 training sessions
• Create more than 10 functional training sessions for different departments
• Develop organizational career progression roadmap for 06 departments and 50+ members
• Hunt, manage, and support external & internal trainers before, during, and after the training sessions
• Conduct needs assessment surveys before designing the training

Talent Acquisition Executive
July 2021 - March 2022 (9 months)
Hanoi, Hanoi, Vietnam

• Responsible for hiring more than 10 headcounts per month
• Source more than 500 candidates globally with interest in education
• Recruit & headhunt over 40 positions (with 90% filled rate)
• Increase the application completion rate for each position by 268% (within 3 months)

One Arrow Consulting Vietnam
Business Support Intern
November 2021 - February 2022 (4 months)
Hanoi, Hanoi, Vietnam

In-scope (80%):

• Assist the Country Manager in developing webinars, workshops, etc.

• Manage more than 50 freelancers in completing the company's external training program

• Assist 5 recruitment consultants in posting jobs and sourcing

• Support a team of 10 people in admin and legal tasks

Out-of-scope (20%):

• Redesign external training program's landing page to enhance the UI

GPO Company
8 months

Data Entry Clerk
April 2021 - November 2021 (8 months)
Hanoi, Hanoi, Vietnam

• Have 104 of the total 285 articles (36,4%) appear on the first Google Search page, with 24% (25 of 104) being the first result using SEO

• Achieve an average of over 600 views on each article, with one having more than 30,000 views

• Research and write 285 articles about career guidance and skills development

• Proofread, edit, and filter necessary information from 285 articles

Content Editor
July 2021 - September 2021 (3 months)
Hanoi, Hanoi, Vietnam

• Have 3 of the total 6 articles proofread (50%) appear on the first Google Search page, with 100% (3 of 3) being the first result using SEO

• Propose 2 new topics/ideas related to students and careers for media channels (news page and YouTube channel)

• Manage 6 articles written by content contributors

• Fix errors and edited content for 6 articles of collaborators as assigned

Sheraton Hanoi West
Human Resources Intern
July 2021 - September 2021 (3 months)
Hanoi, Hanoi, Vietnam

• Assist 2 Human Resources Officers in recruiting more than 10 positions ranging from FTE to interns
• Design more than 30 posters for motivational activities; for internships, full-time jobs, casual hotels; to train staff of the hotel; and welcome new employees into the company
• Propose a new design for job posting images to enhance the posters layout

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Education

Staffordshire University
Bachelor of Science - BS, International Business Management

British University Vietnam
Bachelor of Arts - BA, International Business Management

Viet Duc Highschool
High School Diploma, General Studies

EF International Language Centers
Junior English Course, English