

NGUYỄN THỊ BÉ DƯƠNG

 Nguyenbeduong2004@gmail.com  094 2545 570

 86 Nhat Chi Mai, Ward 13. Tan Binh District. Ho Chi Minh City

 <https://www.linkedin.com/in/ba-duong/>

PROFESSIONAL SUMMARY

A young graphic designer with a career focus on visual design and game art. Possesses a strong foundation in local layout, color theory, and conceptual image development consulting. Proficient in Adobe Photoshop and Illustrator; has basic knowledge of Figma, After Effects, and InDesign. Passionate about visual storytelling, proactive in learning, and open to feedback to improve skills in a professional work environment.

PROFESSIONAL EXPERIENCE

Graphic Designer



Freelance Graphic Designer Self-employed | Ho Chi Minh City, Vietnam | 2026 – Present • Ho Chi Minh City, Vietnam

KEY VISUAL EVENT: TẾU KÝ



PROJECT: TEU KY

Event Graphic Design System Development

Role: Graphic Designer (Brand Identity & Event Design)

Responsibilities:

Research and analyze event concepts to determine visual direction.

Develop key visual concepts (main visuals) that align with the event theme.

Design the logo and build the brand identity system for the event.

Create supporting graphic materials: posters, banners, backdrops, tickets, social media posts, and other event publications.

Ensure visual consistency across all touchpoints and media platforms.

Prepare print-ready files and coordinate specifications for production.

Present design ideas and refine them based on feedback.

Results:

Build a coherent and easily recognizable visual system for the event.

Enhance brand awareness and audience engagement with the event through consistent design.

Design Tools:

Adobe Photoshop: Developed key visual concepts, image editing, color grading, and mockup presentation.

Adobe Illustrator: Designed logo, vector graphics, typography treatment, and event branding elements.

BRAND IDENTITY DESIGN: NHÀ NGOẠI



PROJECT: NHA NGOAI

Brand Identity Design Project

Role: Brand Identity Designer

Responsibilities:

Responsibilities:

Research brand positioning, target audience, and core values.

Develop brand concepts and visual direction aligned with the brand story.

Design the logo and define the brand identity system (color palette, typography, graphic elements).

Develop brand guidelines to ensure consistency across applications.

Design key brand materials such as business cards, packaging, social media images, and other publications.

Prepare final files for print and digital use.

Results:

Build a professional and consistent brand identity system.

Enhance brand recognition and ensure consistent visual communication across platforms.

Design Tools:

Adobe Illustrator: Logo design, vector graphics, brand identity elements, and typography system development.

Adobe Photoshop: Mockups presentation, image editing, and brand application visuals.

Adobe InDesign: Brand guideline layout and identity system documentation.



TYPOGRAPHY DESIGNER

PROJECT: DRAGON SERIF

Responsibilities:

Research and explore concepts of typography, layout structure, and visual hierarchy.

Develop creative typographic layouts based on ideas and messages.

Experiment with adjusting letter shapes, spacing, and grid systems.

Design posters/artwork focusing on expressive and conceptual typography.

Ensure readability while maintaining strong visual impact.

Refine layouts based on critique and feedback.

Results:

Create visually impactful typographic artwork with clear conceptual direction.

Demonstrate an understanding of hierarchy, balance, and experimental letter shape design.

Design Tools:

Adobe Illustrator: Typography composition, letterform manipulation, vector layout design.

Adobe Photoshop: Texture application, color adjustment, and final artwork refinement.



BRAND IDENTITY DESIGN: FRESH FRUIT

PROJECT: FRESH FRUIT

Beverage Brand Identity Design Project

Role: Brand Identity Designer

Responsibilities:

Conduct market and competitor research in the beverage industry.

Determine brand positioning, target audience, and brand personality.

Develop logo and visual identity system (color palette, typography, graphic elements).

Design packaging elements such as labels, cups, bottles, and promotional materials.

Create brand applications: menus, social media posts, posters, and in-store imagery.

Establish brand guidelines to ensure visual consistency across all touchpoints.

Results:

Build a vibrant and coherent visual identity that aligns with the beverage brand.

Enhance brand recognition through consistent and engaging design applications.

Design Tools:

Adobe Illustrator: Logo design, packaging layout, vector illustrations, and brand identity system development.

Adobe Photoshop: Mockup presentation, image editing, color adjustment, and promotional visuals.



LAYOUT DESIGNER (TEAM PROJECT): TU PHU

TEAM PROJECT: TU PHU

Role: Illustration Support

Responsibilities:

Collaborate with the team to develop visual direction appropriate to the cultural theme of "Four Palaces" (Tứ Phủ).

Create and refine the illustrative elements used throughout the publication.

Support the layout design team by providing supplementary illustrations for typography and page layout.

Ensure visual consistency between illustrations and the overall editorial design.

Adjust and optimize illustration files for print production.

Outcome:

Enhance teamwork and collaborative design skills within a team project environment.

Design Tools:

Adobe InDesign: Page layout design, grid system development, typography hierarchy, and print-ready file preparation.

Adobe Illustrator: Creation and refinement of illustrative elements used in the publication.

Adobe Photoshop: Image editing, color correction, and final artwork adjustments.

BASIC ILLUSTRATION: CÔ BÉ QUÀNG KHẮN ĐỎ



PROJECT: CO BE QUANG KHAN DO

Basic Illustration Project

Role: Illustrator

Responsibilities:

Research the plot and key scenes in the story "Co Be Quang Khan Do".

Develop character sketches and guide the visual style.

Create key highlights for the main characters and important moments in the story.

Apply color, composition, and visual storytelling techniques to emphasize the clarity of the story.

Refine drawing, shading, and detail to ensure visual consistency.

Results:

Create a series of coherent illustrations that effectively convey the story.

Demonstrate basic skills in character design, composition, and color application.

Design Tools:

Adobe Photoshop: Digital coloring, shading, texture application, and final artwork adjustments.

Adobe Illustrator: Character illustration, linework refinement, vector coloring, and composition development.

GRADUATION PROJECT – EVENT GRAPHICS SYSTEM FOR THE SOUTHERN HANDICRAFT VILLAGE



EXHIBITION & CONFERENCE: HỒN SẮC NAM BỘ

PROJECT: HON SAC NAM BO

Role: Graphic Designer (Graduation Project)

Responsibilities:

Conduct in-depth research on Southern Vietnam's handicraft villages and their cultural values.

Identify the concept, theme, and visual direction for the exhibition & workshop.

Develop the event logo and a comprehensive visual identity system.

Design the main visual elements and expand them to event applications: posters, banners, backdrops, tickets, invitations, social media posts, and souvenirs.

Ensure visual consistency across both print and digital platforms.

Present the idea development process, design process, and final results during the graduation thesis defense.

Prepare print-ready files and samples for presentation.

Results:

Developed a coherent and inspiring visual system that reflects the identity of Southern Vietnam.

Demonstrated the ability to independently research, conceptualize, and execute a complete event branding project.

Successfully completed and defended the graduation project.

Design Tools

Adobe Photoshop (Ps): Edits photos, processes images, adjusts colors, and creates digital artwork.

Adobe Illustrator (Ai): Designs vector graphics, creates logos, brand identity systems, and layout elements.

Adobe InDesign (Id): Designs editorial layouts, typography systems, and print-ready publications.

Adobe After Effects (Ae): Creates basic motion graphics and simple animations for digital content.

EDUCATION

GRAPHIC DESIGN

HUTECH University

Dec 2026

PROJECTS

<https://www.behance.net/gallery/231925755/PORTFOLIO-ILLUSTRATOR-BE-DUONG>