



EXPERIENCE



• ONPOINT ————— Oct 2023 - Present

Graphic Designer

OnPoint is the leading eCommerce enabler in Vietnam with many years of experience across various product categories. With a dynamic and seasoned team specializing in eCommerce and category management, OnPoint aims to pioneer the development of Southeast Asia's foremost e-commerce enabling ecosystem, creating impactful values for clients and partners through sustainable, customer-centric solutions that unlock growth opportunities and deliver measurable results.

- Designed & executed key visuals, homepage features, landing pages, and social media materials (CPAS, affiliate, social posts) for Shopee, Lazada, Tiki & TikTok Shop.
- Worked closely with cross-functional teams to ensure seamless project execution and maintain high-quality standards.
- Ensured all designs align with brand guidelines & maintain visual consistency across platforms.
- Stayed updated on eCommerce design trends & best practices to optimize engagement.
- Brands managed:
 - °Beauty: Avène, Romand, Obagi, Senka, UNO, Tsubaki, Kenvue, M.O.I
 - °F&B: Nutifood GrowPLUS, Nestlé, Mars Wrigley
 - °Electronic: Panasonic, Western Digital
 - °Mom&Babies: Huggies

• NAM VIET MEDIA ————— Feb 2022 - July 2023

Multimedia Designer

Nam Viet Media - a leading media company in Vietnam specializing in content creation (music, films, web dramas), has achieved significant success with 8 YouTube Gold Play Buttons and 60 Silver Play Buttons, and has garnered hundreds of millions of followers across major platforms.

- Managed & scaled multiple YouTube channels, achieving strong growth in views & subscribers:
 - °Vân Anh Remix: 130K -> 210K subs, top video 5M+ views
 - °Daz Music: 10K -> 40K subs, 10M+ views
 - °Lonely: 230K -> 300K subs, 10M+ views
 - °Others: DJ Lê Trinh, Trạm Nhạc Lofi, Nhạc Vàng Hải Ngoại etc
- Created high-impact thumbnails & edited videos, optimizing audience retention & engagement.
- Leveraged YouTube Analytics to refine content strategy based on viewer insights.
- Ensured compliance with copyright & community guidelines, maintaining brand credibility.
- Managed & produced TikTok content for 1995mix, crafting viral short videos with millions of views.
- Researched & adapted TikTok trends to maximize reach & audience interaction.

ABOUT ME

I am a Creative Graphic Designer with over 3 years of experience, specializing in eCommerce, motion design, videography, and illustration. I excel at creating impactful visuals for online platforms, from key visuals and landing pages to animated content and illustrated designs.

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EDUCATION ————— 2019-2022

FPT Polytechnic College
Graphic Design

SOFTWARE SKILLS

Ps Photoshop Design, editing, photo **Ai** Illustrator Design, vector, layouting
Pr Premier Pro Simple video editing **Ae** After Effects Simple motion

• DECORNOW ————— Sep 2021 - Feb 2022

Graphic Designer

Design social media (FACEBOOK POST, WEBSITE, thumbnail for YouTube, etc) edit video, basic sketching, quality check for printing process.

PORTFOLIO ————— Click for my portfolio