

GRAPHIC DESIGNER MINH NGUYEN

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.

• 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

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

Photoshop
Design, editing, photo

Illustrator
Design, vector, layouting

Premier Pro
Simple video editing

After Effects
Simple motion