



Vo Le Hoang Anh

Design Lead / Art Director | Portfolio: <https://www.hoanganhvole.com/>

Creative, innovative and professional graphic designer with 7+ years experience in Art and Marketing industry. Design from conception through completion for both Print and Digital company collateral. Skilled at Branding, POSM, Packaging and User Interface design. Offer strong attention to detail, well-developed time management abilities and great communication skills to work and perform well in team environments.

Experience

• DSquare Agency

Design Lead | 07/2023 – Present

- **Visual Quality & Art Direction Management:**
 - > Managed visual quality and Ensured brand consistency through art direction for all job executions.
 - > Conducted quality control for motion team's video outputs
 - > Continuously upskilled for work efficiency.
- **Design Team Leadership:**
 - > Managed and mentored design team, enhancing skills and art sense.
 - > Optimized job distribution based on team members' strengths.
- **Art Director:** Contributed art direction during pitching with various teams.

• FE CREDIT

Senior Designer | 09/2021 – 06/2023

- Work with a cross-functional Marketing team to develop and execute campaigns, producing key visuals and packaging across print and digital.
- Supported BUs with creative production, ensuring consistent brand identity.
- Developed brand identity, guidelines, and UI for new Buy Now Pay Later product packaging.
- Managed vendor work quality and was a key member of the rebranding project, overseeing brand image and design execution.

Designer | 07/2019 - 09/2021

- - Work closely with Head of creative and the team in on adapting print and digital marketing collateral.
- Maintained high standards for printed materials, signage, POS, and packaging.
- Provided creative production support to other BUs for business needs.

• Hotel Nikko Saigon

Graphic Designer | 06/2016 – 06/2019

- Defined corporate identity and developed all online/offline marketing collateral for the hotel, sub-departments, and restaurants.
- Assisted in planning and executing hotel events, focusing on promotional merchandise, adverts, stage design, and pre/post-event marketing.
- Photographed F&B and events, managing the hotel's photo library.

• YAN

Graphic Designer in Social Team | 01/2016 – 06/2016

Education

**Le Hong Phong High School
for the gifted HCM**

2011 - 2014

**Post and Telecommunication
Institut Technology**

Bachelor in Multimedia Design

2014 - 2019

Skills

Practicals

Graphic Design
Branding
Layout
Packaging/Printing
User Interface
Photography
Video Editing

Tools

Illustrator
Photoshop
Figma
Premier
Lightroom

Contact

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Reference

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