



Vo Le Hoang Anh

Art Director | Portfolio: <https://www.hoanganhvle.com/>

Just playing with visuals for **10+ years in the Art & Advertising/Marketing industry**. From pitch-winning concepts and Key Visual assets to Packaging, product UI, and high-capacity campaign rollouts, **I make ideas look good** and sell better. Beyond basic prompting, I master GenAI tools to hyper-drive creative workflows, delivering top-tier visuals at scale. Strong leadership, a sharp eye for detail, and always ready to elevate any brand experience.

Experience

- DSquare Agency**
 - Art Director | 02/2026 - Present**
 - Art Direction Management:** Lead art direction for pitches and executions, crafting high-impact KVs, creative demos, and pitch decks.
 - Production Management:** Develop KV/TVC art concepts, guide team execution, and conduct QC to ensure assets strictly match approved ideas.
 - AI Skill Integration:** Leverage AI to accelerate concepting and production, delivering fast, top-tier, and natural-looking visuals.
 - Packaging Production:** Direct and execute end-to-end Whisky packaging, from creative concept to final print-ready (FA) files.
 - Design Lead | 07/2023 – 02/2026**
 - Visual Quality & Art Direction:** Ensure visual quality, brand consistency, and video QC across all executions while leveraging AI skills to boost output quality and workflow efficiency.
 - Team Leadership & Output Optimization:** Mentor design/motion teams and optimize job distribution to drive high-capacity output (up to 10 social posts/day).
 - Pitching Art Direction:** Provide art direction and creative concepts during multi-team pitching.
- FE CREDIT**
 - Senior Designer | 09/2021 – 06/2023**
 - Lead cross-functional campaign execution, key visuals, and packaging across print and digital while maintaining brand consistency across BUs.
 - Develop brand identity, visual guidelines, and UI for the new Buy Now Pay Later product packaging.
 - Manage vendor output quality and drive design execution as a key member of the rebranding project.
 - Designer | 07/2019 - 09/2021**
 - Produce print/digital marketing collateral, packaging, and event signage while maintaining strict brand guidelines.
- Hotel Nikko Saigon**
 - Graphic Designer | 06/2016 – 06/2019**
 - Design full online/offline marketing materials, event collateral, and Manage photography assets for hotel & F&B brands.
- 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	Tools
Art Direction	Illustrator
Branding	Photoshop
Layout	Figma
Packaging/Printing	Premier
Graphic Design	Lightroom
AI Image Generation	AI Tools
User Interface	
Photography	
Video Editing	

Contact

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