

Dong Xuan Hieu

based in Hanoi



Mid-Level Graphic Designer

About

A Mid-Level Graphic Designer specializing in creating impactful, user-centered designs. Skilled in in-house roles, agency work, and freelancing across diverse fields including education, consumer products, and media.

Contact

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Work Experience

● Graphic Designer

at BMP Digital

2022 - Present

Full-time

- Maintain the quality and consistency of all designs to align with the brand's visual identity and guidelines.
- Create innovative brand assets including visuals, graphics, illustrations for use across various channels such as digital, print, and social media.
- Design and develop user interfaces (UI) and landing pages for sales and promotional campaigns, ensuring a seamless and engaging user experience.
- Create 3D models and design visual assets for various marketing activities.
- Work closely with marketing, sales departments to ensure cohesive and effective visual communication across all platforms.
- Keep up-to-date with the latest design trends, tools, and technologies to continuously improve and innovate the brand's visual presence.
- Manage multiple projects simultaneously, ensuring timely delivery of high-quality designs within set deadlines.
- Accept constructive feedback and make necessary adjustments to designs to meet the expectations of stakeholders.

Key Lesson Learned: Website design, creative and conversion-driven design, 3D modeling, and digital marketing knowledge.

● Graphic Designer

at Vici Agency

06/2020 - 10/2020

Part-time

- Work closely with Account Manager and the content team to develop innovative concepts for client marketing campaigns.
- Design creative assets for clients (social media graphics, brochures), ensuring alignment with content briefs.
- Develop ideas and produce videos for clients.
- Design internal media publications for company.

Clients: Bettermoms Vietnam, Tucky Vietnam, etc.

Key Lessons Learned: Cross-functional collaboration, innovative concept development, creative design, video production.

● Graphic Designer

at Ezi English School

08/2019 - 01/2020

Part-time

- Collaborate with the content team to develop creative ideas.
- Design marketing materials (social media graphics, email templates, presentations).
- Produce videos for communication campaigns.

Key Lessons Learned: Cross-functional collaboration, creative ideation, marketing design, video production.

Education

Foreign Trade University

Bachelor of International Business Economics

Hanoi

2018 -2022

Courses & Certifications

CG3D - 3D Training

Character ArtCG3D - 3D Training

July 2024

Drunky 3D Academy

3D Basic

April 2024

Keyframe

Figma UI Design

April 2023

Art Workout Creative

Structure Art

2020

Vuogle

Advanced Illustration Art

2019

ColorMe

Photoshop Illustration

2018

Skills

✓ Technical Skills

- Design Software Proficiency
- Illustration
- 3D modeling
- Color Theory, Typography, Layout and Composition
- Web design, user interface (UI) design
- Familiarity with HTML/CSS basics

✓ Additional Skills

- English Fluency
- Teamwork
- SEO Knowledge
- Marketing Knowledge
- Project Management

Tools



Awards & Features

- ✓ Top 9 L'Oreal Brandstorm 2021
- ✓ First Prize in 3D Basics at Drunky 3D Academy