



TRUONG QUOC VIET

CREATIVE DIRECTOR

Portfolio Behance.net/imcenix

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ABOUT ME

Hi, I'm a Creative Director working and living in Ho Chi Minh City, Vietnam. I have **17 years** of experience in the advertising industry in Vietnam where I have the opportunity to work with amazing people at NovaGroup, TX-Inc, Hotdeal, Teko Group and Project Lana. My core expertise is to come up with ideas, direction, concept and leading team to create innovative and creative products. For me, a successful product always has to make an impression at first sight, so the aesthetic investment of the project is a very important thing, and I will be responsible for that.

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DETAIL

Nationality	Vietnamese	Birthday	February 06, 1985
Email	Cenix@imcenix.com	Phone	0986285000

100+

Managed personnel

60+

Projects

20

Years of experience

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EXPERIENCE

Creative Director at Tam Anh - VNVC - ECO Group, Ho Chi Minh City

Oct 2024 — Present

- Creative Director at a leading healthcare group, overseeing creative strategy and brand development across Tam Anh Hospital, VNVC Vaccination Centers, VNVC Manufacturing, ECO Pharmaceuticals, Tam Anh Research Institute, and Nutrihome Nutrition Centers.
- Lead and manage the creative team by translating briefs into clear creative directions, guiding execution, and reviewing design outputs to ensure high-quality, consistent, and impactful final deliverables across all brands.
- Responsible for key creative works including brand identity systems, logos, key visuals, publications, and large-scale communication campaigns, serving major corporate, national-level, and Ministry of Health events.
- Continuously research design trends and emerging AI technologies, integrating innovation into creative workflows and training the team to enhance efficiency, quality, and creative excellence. Actively involved in team leadership, recruitment, and talent development.

RESUME

Senior Art Director at Novaland Group, Ho Chi Minh City

Jun 2022 — Oct 2024

- Give ideas and suggestions for CMO and Marketing Directors to come up with Logo, Branding, UI/UX design solutions for group products: NovaWorld Phan Thiet, NovaWorld Mui Ne and Citires Products.
- Create concept & branding design for new Real Estate projects.
- Conceptualize and design important products, serving to promote the project and support BAM: Billboard, Hoarding, Standee, Leaflet, Brochure, Banners Ads...
- Keep working with the agencies, strictly control the branding of the projects, come up with ideas for them to implement and check the product quality after completed.
- Apply an optimized process for Creative Team to increase work efficiency with internal BU
- Manage and deliver tasks to team members. Number of personnel managed: 12
- People development oriented.

Senior Design Manager at Teko, Ho Chi Minh City

Aug 2020 — Jun 2022

- Lead UI/UX and Branding design solutions for group products: PhongVu.vn, Karavan.vn, VNShop.vn.
- Design branding and guidelines for Karavan project.
- Lead UI/UX designing for the Teko's Website.
- Manage and deliver tasks to team members. Number of personnel managed: 15
- Collaborate with developer team for adapting core features to specific designs.
- Brainstorm with the marketing team for an idea of advertising campaign.
- People development oriented

Art Director at Hotdeal.vn, Ho Chi Minh City

Jan 2014 - Oct 2019

- Lead UI/UX and Branding design solutions for group products: Hotdeal.vn (Website and Mobile App), Vinabook.vn, Yesgo.vn and Vinabook Reader Mobile App.
- Manage Design team and Operation team (Content, Studio, Photographer, Model...).
- Manage and deliver tasks to team members. Number of personnel managed: 55
- Collaborate with developer team for adapting core features to specific designs.
- Brainstorm with the marketing team for an idea of advertising campaign.
- People development oriented.

Design & Creative Manager at Truongxua.vn, Ho Chi Minh City

Jan 2011 - Aug 2012

- Lead UI/UX and Branding design for the website, mobile app of Truongxua.
- Give ideas and suggestions for UI UX to apply to build Truong Xua project.
- Manage and deliver tasks to team members.
- Collaborate with developer team for adapting core features to specific designs.

RESUME

Primal Performance Lab

PM - UI/UX Design - Branding Design

Primal is a fitness center with modern equipment. The website system in addition to the introduction to Primal, members can log in and track their training progress. The parameters are taken from Myzone & Conner devices and then aggregated into the website system. I was invited to the project as PM and UI/UX design. I am responsible for researching features, giving wireframes for the whole system, then designing and leading frontend and backend teams to implement. I am also the designer of the logo and brand identity for this project.

GrowArena.com

PM - UI/UX Design - Branding Design

Grow Arena is a social-learning platform for communities around the world to engage our members through videos, readings, quizzes, forums and virtual classrooms neatly consolidated according to our topics of interest and relevance.

I was invited to the project as PM and UI/UX design. I am responsible for researching features, giving wireframes for the whole system, then designing and leading frontend and backend teams to implement.

Triip.me

Product - UI/UX Design

Triip.me is a travel website, allowing users to create tours and sell to other users.

I joined the project as a UI/UX designer

The project has received investment in the Shark Tank TV show

Mytour.vn

UI/UX Design

Mytour is an e-commerce website about travel.

I was invited to participate in the project with the role of redesigning UI/UX for the website and designing a set of banner guidelines for the marketing team.

Ants.vn

Product - UI/UX Design - Branding Design

Ants is an advertising booking system on all channels, similar to google ads, admicro...

I was invited to join this project with the role of designing logo, brand identity, wireframe & UI/UX for the whole system.

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EDUCATION

Graphic Designer, DPI Academy, Ho Chi Minh Cit

June 2004 — June 2006

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SKILLS

Project Management

UI/UX Design

Figma - Sketch - Photoshop

Graphic Design

A.Photoshop - A.illustrator - A.inDesign

Knowledge of Digital Advertising

Facebook - Google - Analytical Thinker

Problem Solver

API Knowledge

Understanding in UI/UX

Requirement Analytic

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LANGUAGES

Vietnamese

Native speaker

English

Primary

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REFERENCES

Nguyen Tuan Anh

Former CEO Truongxua - Grab - VinID

091 8411 670

Nguyen Thanh Van An

CEO/Founder Hotdeal.vn

090 3368 985

Ho Viet Hai

CEO/Founder Triip.me

098 9911 333

Tran Minh Man

Marketing Director Novaland Group

082 93 29296