

# Hệ Nguyễn

## Art Direction Leader



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[greeniegreeny.com](https://greeniegreeny.com)

## About Me

I am an art director & graphic designer based in Ho Chi Minh City working on advertising, branding, layout design, and A.I Design.

I'm deeply passionate about advertising design, and since 2017, I have wholeheartedly dedicated myself to this career. In my work, with the motto of progressing 1% daily, I'm meticulous, thorough, and serious about my profession. I have continuously improved myself and am ready for a new journey.

## Skills

Art Direction

Artificial Intelligent in Design

Graphic Design

Leadership

Branding

Creative Thinking

Sketch to Visual

Humour

Attention on Details

Presentation

Trend Awareness

Problem Solving

Time Management

Critical Thinking

Storytelling

Teamwork

Adaptability

## Education

### Industrial Graphic Design

HCMC University of Architecture  
2012-2016

### Motion Graphic Design

Keyframe Multimedia  
2014-2015

### Manament for Middle Manager

Pace Institute of Management  
2024

## Work Experience

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### 2021 - Now | POPs Worldwide

#### Art Direction Leader

At Pops, I focus on developing and executing image-oriented strategies that support the company's goals and ensure consistency in visual communication across various platforms.

Additionally, I create an inspiring and collaborative work environment for our artists and designers, encouraging and supporting them in developing their skills and careers.

### 2019 - 2021 | Vietnam Food & Beverages

#### Senior Graphic Designer

At VFS, my role focuses on managing and developing the image and design elements for the Burger King & Popeyes brand in Vietnam. I am primarily responsible for creating an impressive and consistent brand image, from advertising campaigns to marketing materials and product packaging.

### 2017 - 2018 | Dinosaur Agency

#### Creative Designer

Working at Dinosaur allowed me to collaborate with a talented team and contribute to innovative campaigns. The dynamic environment fostered creativity and the experience broadened my understanding of the advertising industry.

## Fact

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Love Cats.

Sometimes dress up like a teenager (because why not?)

Clumsy in real life. Super careful at work. (Yes, idk why)

Gamer, Wibu, INTJ.

## Technical Skills

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### Adobe Creative Suit

Photoshop

Illustrator

After Effect

Premiere

InDesign

Audition

### Stable Diffusion A.I

### Mid Journey A.I

Figma

Canva

## Honours

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### Graduated as Salutotarian

University of Architecture

Class of 2016

"Banh Mi Styles" Graduation Project

### IELTS Academic - Scored 6.5

IDP Education

2022/11/20

### Top 1 Most-Viewed Gameshow on HTV Channel

Ngai Gi Thu Thach Gameshow Project

Art Director