

Dai Trang NGUYEN

nguyendairang.94@gmail.com | 0420 5252 58 | Kensington Gardens, SA 5068
<https://www.dairangng.com>

SUMMARY I am an **analytical-creative designer** with six years of advertising and communication experience, specialising in **art direction, graphic design, and illustration**. With a keen interest in strategy development, my biggest strength is transferring complex and abstract ideas into interesting visual languages. I am enthusiastic about sharing my experiences and research through **communication and visual art**.

CAREER HISTORY

Communication Designer at **UniSA CRESI** and **Teaching Innovation Unit**

| Oct 2022 – present

- Planning social media strategy and overseeing communication projects across different channels, including Twitter, Facebook, and LinkedIn.
- Designing projects' brand identity, marketing collaterals, and writing captions.

Freelance Art Director | Sep 2020 – present

I worked with advertising agencies project-based and started my own business to enhance my crafting skills.

Key responsibilities

- Oversaw creative proposals and led the visual development of marketing campaigns.
- Directly produced visual work such as digital illustration, product photography, textile printing, and set design.

Achievements: My creative business gained 10,000+ followers after one year. During peak seasons, it reached 200,000 viewers on social media and attracted 2000 audiences to the offline location in 3 weeks.

Associate Lecturer at **RMIT University** and **USSH**, Vietnam | Mar 2021 – Jun 2022

I lectured and consulted students in Art Direction and Advertising projects.

Key responsibilities

- Undergraduate taught, including designing, conducting, and moderating assessments.
- Improved from peer review, course evaluation, and student feedback.

Art Director at **Leo Burnett, Publicis Groupe**, Vietnam | Mar 2019 – Sep 2020

Key responsibilities

- Supervised the visual team, including graphic designers, UI/UX designers, FA artists, and visualisers, to present creative proposals with storyboards, art direction, 2D mock-ups, and final artworks.
- Contributed to strategy planning with planners and developed creative ideation with copywriters. I also collaborated with production houses to create final products such as TVC, music videos, digital assets, and OOH billboards.

Achievements

- Supported a client to reach 16M Facebook users and grow 254% sales after 3 months with their first social media campaign.

Art Leader at **Indochine Online**, England | Jan 2018 – Jan 2019

I developed and managed the company's visual presence across different platforms, as well as worked with third parties to deliver marketing materials.

Key responsibilities

- Quality-controlled all visual materials, including website, merchandise, store displays, and photoshoot.
- Proposed ideas and evaluated communication campaigns.

Achievements

- Established the company's brand identity, which increased brand recognition.

Graphic Designer at **TBWA Vietnam** | Sep 2016 – Sep 2017

I worked with Creative Directors to deliver IMC campaigns.

Key responsibilities

- Designed graphic artworks such as key visuals, packaging designs, social media content, and brand identity according to clients' needs.
- Developed creative proposals by creating ideas and supporting visual materials like sketches, mock-ups, and mood boards.

Achievements

- Gained 60+ million views for the client's music video, which helped to extend the collaboration between the company and the client.

EDUCATION

MA Contemporary Art from University of South Australia | Anticipated graduation date 2024

MA Design (Graphic communication) from University of Lincoln, the UK | Graduated 2018

BA Arts (Journalism & Communication) from University of Social Sciences and

Humanities, Vietnam | Graduated 2016

Diploma in Multimedia from Arena Multimedia, Vietnam | Graduated 2015

KEY SKILLS Visual communication, graphic design, illustration, art direction, concept development, strategy planning, hand sketching, painting, Adobe Creative Suite, teaching and mentoring, project management, creativity.