

hi 🖐️

i'm **Phu**_graphic & motion designer

As an experienced Graphic Designer with 10 years of experience in the design industry, I bring creativity, adaptability, and a keen eye for detail to every project. I am highly versatile and capable of managing a wide range of tasks efficiently.

Passionate about continuous learning, I excel at active listening and asking the right questions to quickly grasp the essence of any discussion, ensuring clear communication and effective problem-solving.

Portfolio



DOAN QUANG PHU
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Project Case Studies

BYD Launch - BYD UAE01/2024 - 05/2024

Project information: **OBJECTIVE:** Establish BYD as a leading EV brand in the UAE, increasing brand awareness and driving consumer interest in sustainable mobility.
CHALLENGE: Entering a competitive automotive market dominated by well-established brands with strong consumer trust and market presence. As a new player in the region, BYD must differentiate itself and build credibility among potential buyers.
INSIGHT: Consumers in the UAE are increasingly interested in electric vehicles due to sustainability trends, government incentives, and rising fuel costs. By highlighting BYD’s advanced technology, affordability, and innovative features through targeted campaigns, we can attract early adopters and position the brand as a key player in the EV market.

- Responsibilities: **Key Designer**
- Key Visual Design: Led the creation of compelling key visuals for BYD’s UAE launch, ensuring alignment with brand identity and campaign objectives.
 - Campaign Assets: Designed digital and print materials, including social media content, banners, and promotional assets, to drive brand awareness.
 - Newsletter Design: Created visually engaging and informative newsletters to keep customers updated on promotions, events, and product highlights.
 - Brand Consistency: Ensured all designs adhered to BYD’s global brand guidelines, maintaining a cohesive and premium visual identity.
 - Collaboration: Worked closely with the marketing and strategy teams to deliver high-impact designs that effectively communicated the brand’s values and offerings.

Size & duration: 8+ members during 6 months

- Execution platforms:
- Digital: Facebook, TikTok, Youtube
 - Offline: Malls

Project Case Studies

BYD Launch - BYD UAE

01/2024 - 05/2024

_Key visuals:



Project Case Studies

BYD Launch - BYD UAE

01/2024 – 05/2024

_Themed promotion:

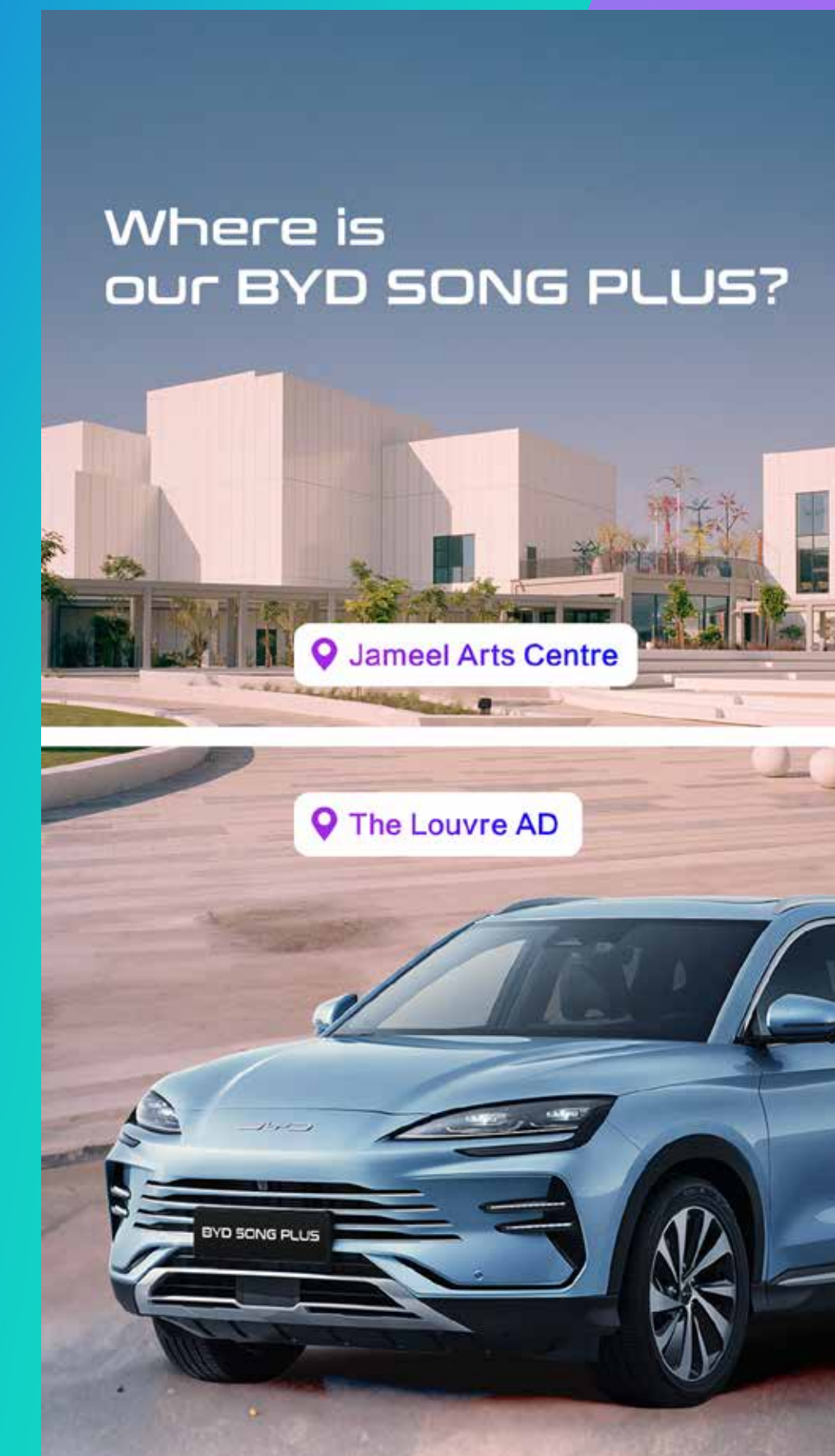
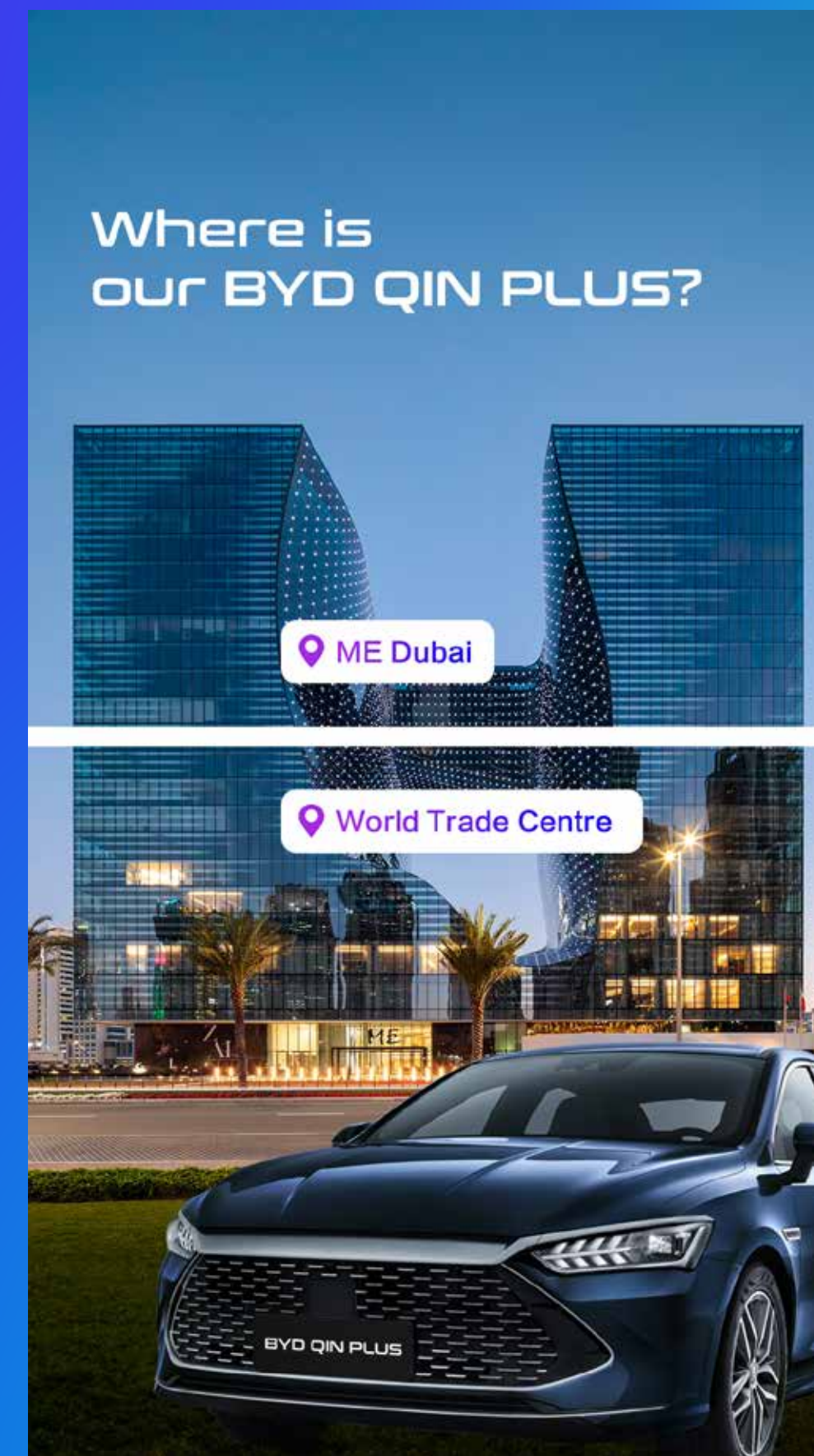


Project Case Studies

BYD Launch - BYD UAE

01/2024 - 05/2024

_Social posts:



Project Case Studies

Pester Power - Ovaltine Vietnam 05/2021 - 05/2022

Project information: **OBJECTIVE:** Increase Ovaltine brand awareness, thereby making consumers to buy products through gimmick programs.
CHALLENGE: In a very competitive market, where competitors are investing heavily with long-term strategies, deployed throughout many years. It's a huge challenge for Ovaltine to start over again and want to take market share from its competitors.
INSIGHT: Based on the image of famous manga characters in Vietnam, kids often ask their mothers to buy milk for gifts and attractive gimmicks, to play.

Responsibilities: **Art Director, Designer**

- Following the project from the beginning until the end.
- Develops overall style and communicate to team.
- Manages and supervises designers.
- Reviews and approves designs.
- Communicates with clients to develop an art approach/style.
- Coordinates with all departments and vendors.

Size & duration: 20 members during 12 months

Execution platforms:

- Digital: Facebook, TikTok, Youtube
- Offline: MT, GT

Project Case Studies

Pester Power - Ovaltine Vietnam 05/2021 – 05/2022

_Promotion videos:



https://youtu.be/wc_31CTa0II



<https://youtu.be/of7CMGXQC8s>



Project Case Studies

Pester Power - Ovaltine Vietnam 05/2021 – 05/2022

_Mascot design:



Project Case Studies

Pester Power - Ovaltine Vietnam 05/2021 – 05/2022

_Coloring books:



Project Case Studies

Pester Power - Ovaltine Vietnam 05/2021 – 05/2022

_Photobooth:



_Themed packaging:



Project Case Studies

Festive Tet 2022 - Ovaltine Vietnam

10/2021 – 02/2022

Project information:

OBJECTIVE: Boosting Tet sales.

CHALLENGE: At the time when Covid in the South had just ended, the North began to blockade, users are changing their buying behavior when they no longer go to the store.

INSIGHT: Tet is an opportunity for everyone to gather together, but because of the Covid-19 epidemic, it is difficult for people to meet and exchange words of love at a close distance. Ovaltine will be a gift of health for everyone to send love to each other at this special time through the program of Loving Milk Station in Hanoi and Microsite Tet.

Responsibilities:

Art Director, Designer

- Determines how to present concept visually.
- Selects which photos, art, or other elements to use.
- Develops overall style and communicate to team.
- Manages and supervises designers.
- Reviews and approves designs.

Size & duration:

10 members during 4 months

Execution platforms:

- Digital: Facebook, Youtube, Microsite
- Offline: sales booth

The advertisement features a vibrant red background. At the top center is a large, glowing yellow sun with a laurel wreath. The 'Ovaltine' logo is prominently displayed in blue with a white outline, slanted across the sun. Below the logo, the word '10c' is written in large, stylized yellow characters. The central illustration depicts a traditional Chinese lion dance in red and white, surrounded by three people: a woman in a pink dress, a man in a blue shirt, and an older man in a red jacket. Two blue birds are also shown. The bottom of the ad contains text in Vietnamese: 'Thực phẩm bổ sung' (Supplement food), 'Thức uống cacao lúa mạch dạng bột Ovaltine Power 10' (Ovaltine Power 10 malted chocolate drink powder), and 'Khối lượng tịnh: 285 g' (Net weight: 285 g). On the left edge, there is a vertical strip with a barcode and small text, including 'Ovaltine' and '10c'.



Project Case Studies

Festive Tet 2022 - Ovaltine Vietnam

10/2021 – 02/2022

_Lucky money envelop:

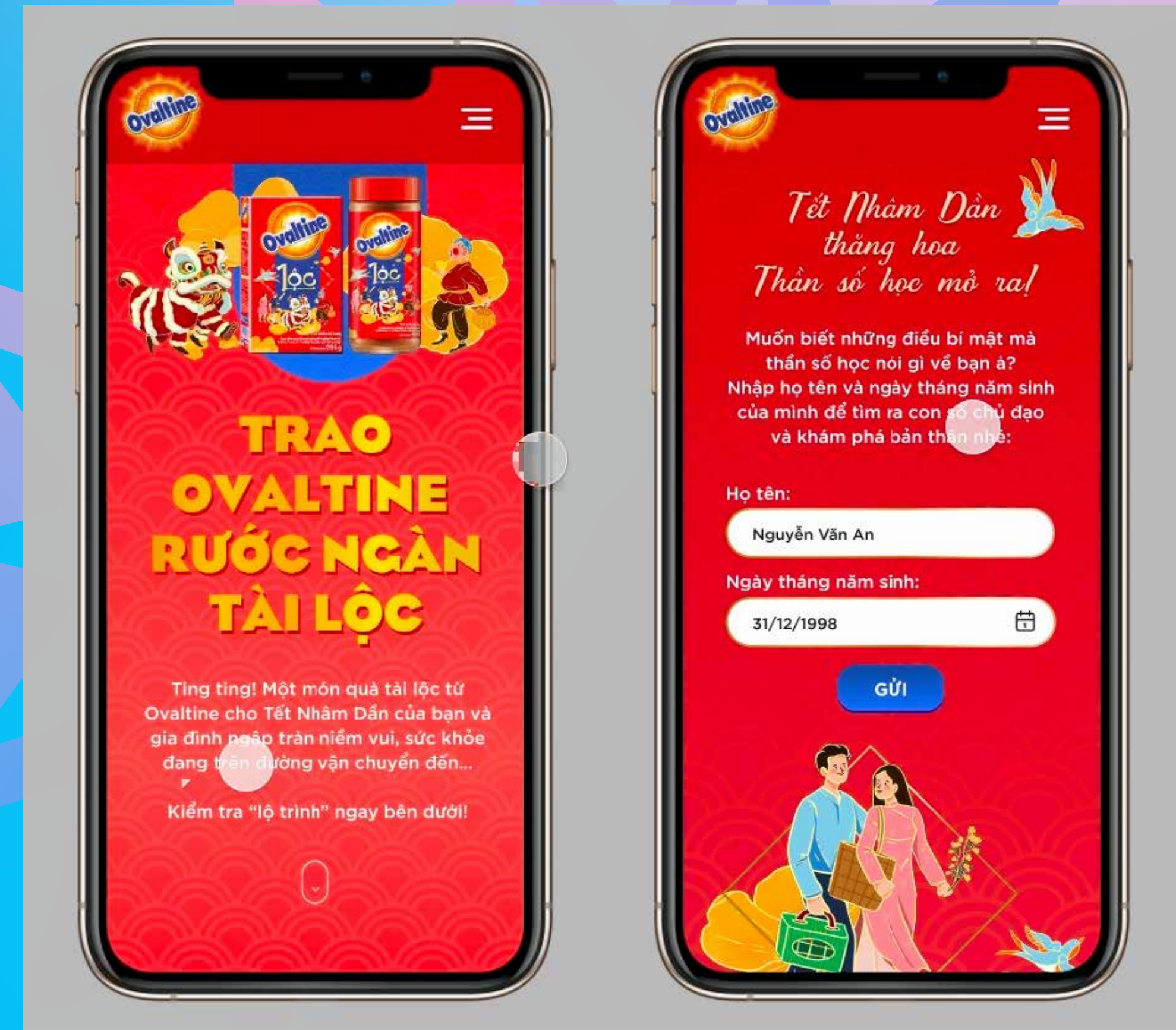
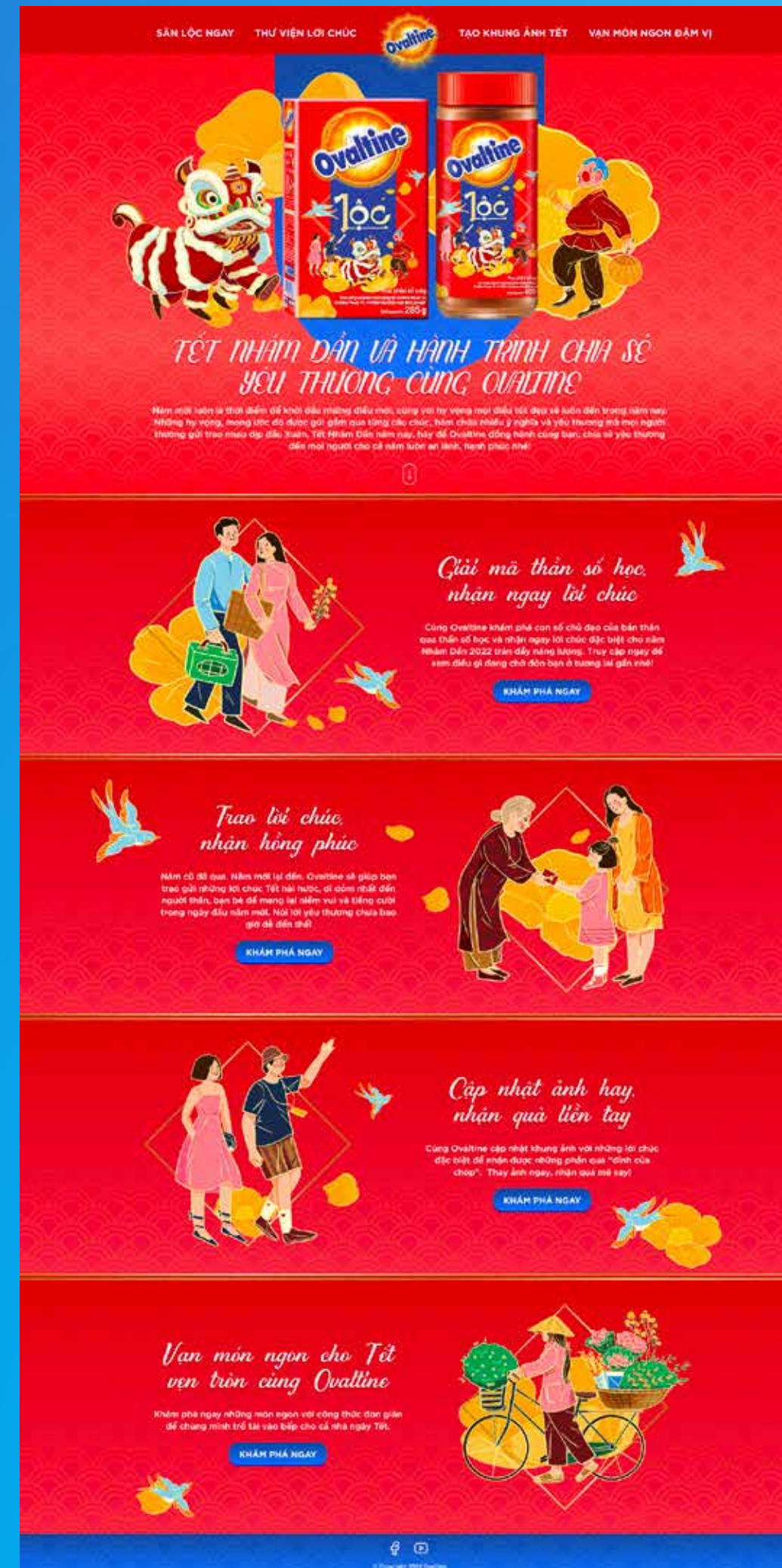


Project Case Studies

Festive Tet 2022 - Ovaltine Vietnam

10/2021 – 02/2022

_Microsite:



Project Case Studies

New product launch - Ovaltine Vietnam

06/2021 – 12/2021

Project information:

OBJECTIVE: Launch Ovaltine Crunchy Pop in Vietnam, creating strong brand awareness and driving consumer interest in this new product.

CHALLENGE: With no direct competitors in the market, Crunchy Pop has a unique advantage, but consumers are unfamiliar with it, making education and engagement key to driving trial and adoption.

INSIGHT: Consumers, especially kids, are drawn to fun and exciting snack experiences. By highlighting the unique texture and taste of Crunchy Pop through engaging storytelling and interactive promotions, we can spark curiosity and encourage first-time purchases.

Responsibilities:

Art Director, Designer

- Led the visual identity and branding for Crunchy Pop's launch.
- Designed key visuals, ad banners, packaging, and promotional materials.
- Created animated content, video ads, and interactive landing pages.
- Developed eye-catching designs to educate consumers and drive awareness.
- Worked closely with marketing and sales teams to execute a cohesive campaign.

Size & duration:

10 members during 6 months

Execution platforms:

- Digital: Facebook, Youtube
- Offline: MT, GT

Project Case Studies

New product launch - Ovaltine Vietnam

06/2021 – 12/2021

_Social posts:



Project Case Studies

New product launch - Ovaltine Vietnam

06/2021 – 12/2021

_POS:M:



Project Case Studies

Centara Mirage Resort Mui Ne 06/2021 – 01/2022

Project information: **OBJECTIVE:** Build brand awareness and establish Centara Mirage Mui Ne as a premier beachside resort, driving engagement and increasing bookings through social media and digital campaigns.

CHALLENGE: As a newly launched resort, Centara Mirage Mui Ne faces the challenge of entering a competitive hospitality market where established brands already have strong recognition and loyal customer bases. Encouraging travelers to discover and choose a new destination requires strategic promotion and trust-building.

INSIGHT: Travelers, especially families, seek unique and immersive resort experiences. By highlighting Centara Mirage Mui Ne's exceptional beachfront location, themed attractions, and family-friendly offerings through visually captivating content and targeted social campaigns, we can inspire curiosity and encourage bookings.

Responsibilities: **Art Director, Designer**

- Creative Direction: Led the visual strategy for Centara Mirage Mui Ne's social media and digital campaigns.
- Content Creation: Designed engaging visuals and promotional materials to boost brand awareness.
- Advertising Assets: Developed ad creatives and interactive content to drive bookings.
- Market Engagement: Crafted compelling storytelling and visuals to position the resort as a top destination.
- Collaboration: Worked with marketing and hospitality teams to ensure a successful campaign.

Size & duration: 10 members during 6 months

Execution platforms: - Digital: Facebook



Project Case Studies

Centara Mirage Resort Muine

06/2021 – 01/2022

_Key visual:

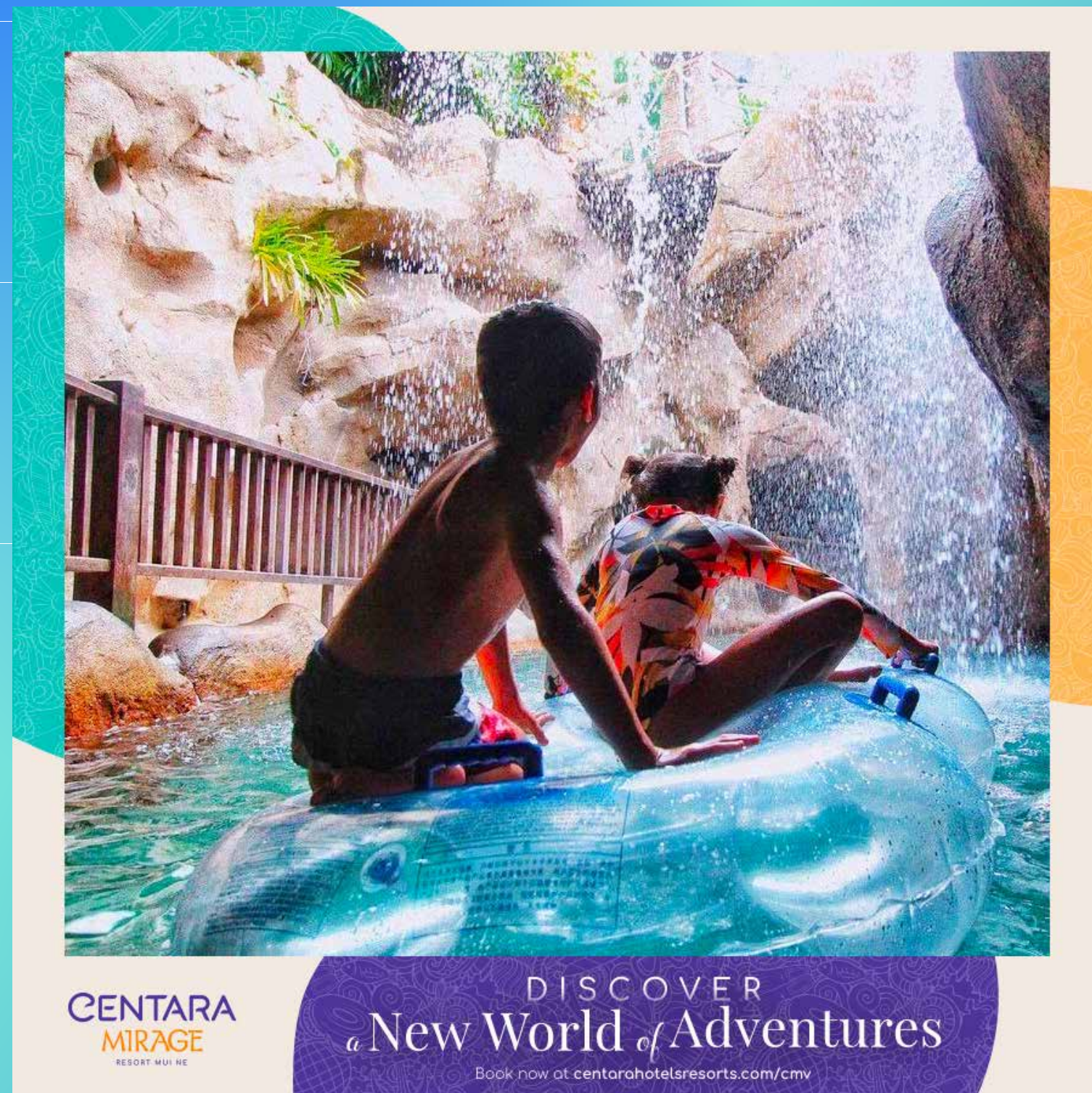


Project Case Studies

Centara Mirage Resort Muine

06/2021 – 01/2022

_Social posts:



Project Case Studies

Mobile app - Highlands Coffee 2020

Project information: Vietnam's most beloved coffee brand, Highlands Coffee, has initiated a comprehensive redesign of its mobile application to enhance user experience, streamline online ordering, and introduce an improved loyalty program. This upgrade aims to provide greater convenience and engagement for customers, aligning with the brand's commitment to innovation and customer satisfaction.

Redesigning the entire application within a limited timeframe presents a significant challenge, requiring meticulous planning and execution. The new app must not only function seamlessly but also create a "wow" experience for users, setting a new benchmark for digital interaction in the coffee industry.

Responsibilities: **UI/UX Designer**

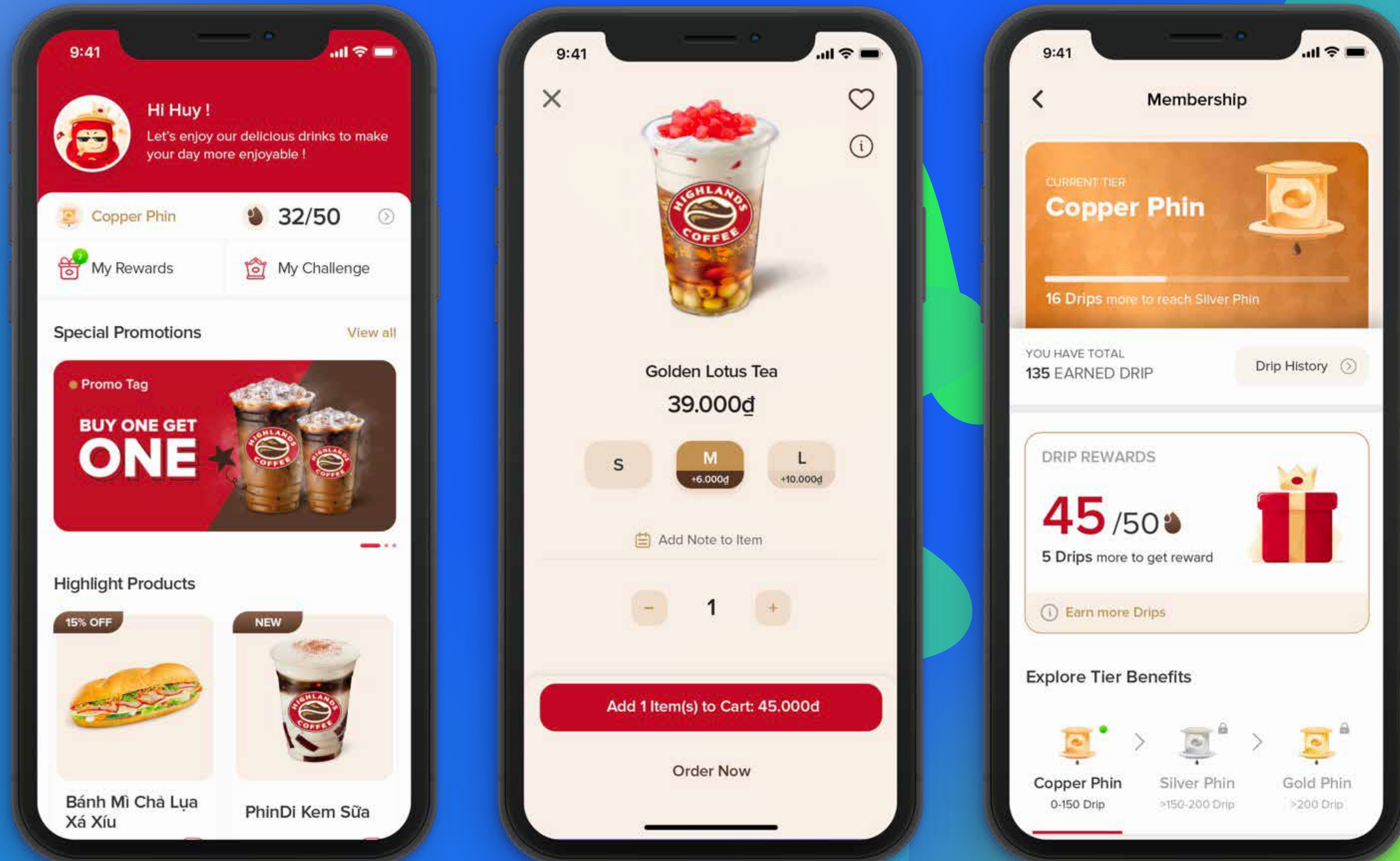
- Communicating with the client.
- Collaborating with Product Owner to redesign the UX, user flows and present designs.
- Collaborating with mobile development team to ensure the quality of the app, creating and transferring micro-moment animations.

Size & duration: 20+ members during 5 months

Execution platforms: Mobile application

Project Case Studies

Mobile app - Highlands Coffee 2020



Project Case Studies

Digital campaign - VUS 2017

Project information: Vietnam-USA Society English Centers (VUS) is looking to revamp its Facebook fan page with fresh, engaging, and informative content to better connect with its audience. The goal is to create a more dynamic online presence that not only attracts attention but also provides valuable insights for students and parents.

Designing for a young audience, including kids and teens, requires a balance between eye-catching visuals and clear communication. The challenge lies in making the designs vibrant and appealing while ensuring that key information is effectively conveyed, even when the posts contain text-heavy content.

Responsibilities: **Key designer / Motion designer**

- Led the visual refresh of VUS's Facebook fan page with engaging designs.
- Designed eye-catching visuals and layouts to appeal to kids and teens.
- Produced animations and video content to enhance engagement.
- Balanced vibrant visuals with clear communication for text-heavy posts.

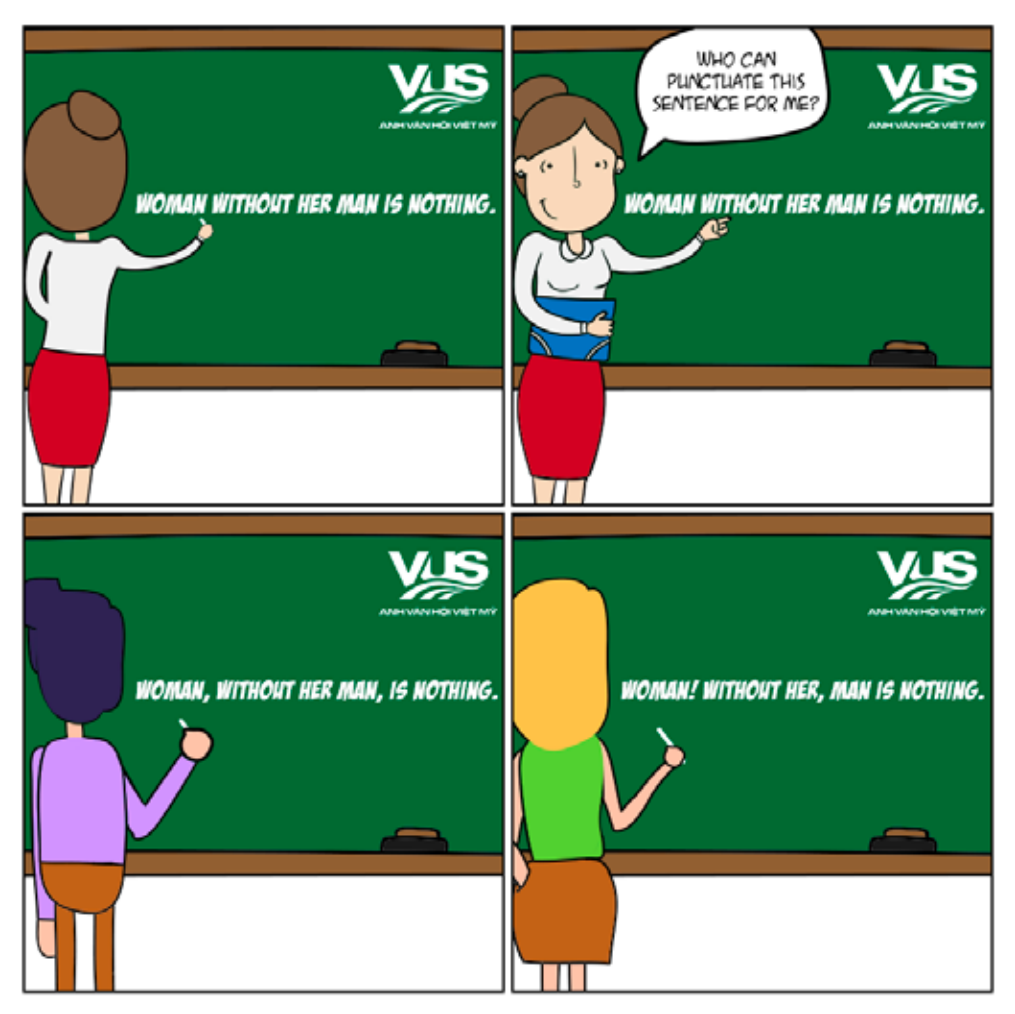
Size & duration: 5 members during 6 months

Execution platforms: Facebook



Project Case Studies

Digital campaign - VUS 2017



Project Case Studies

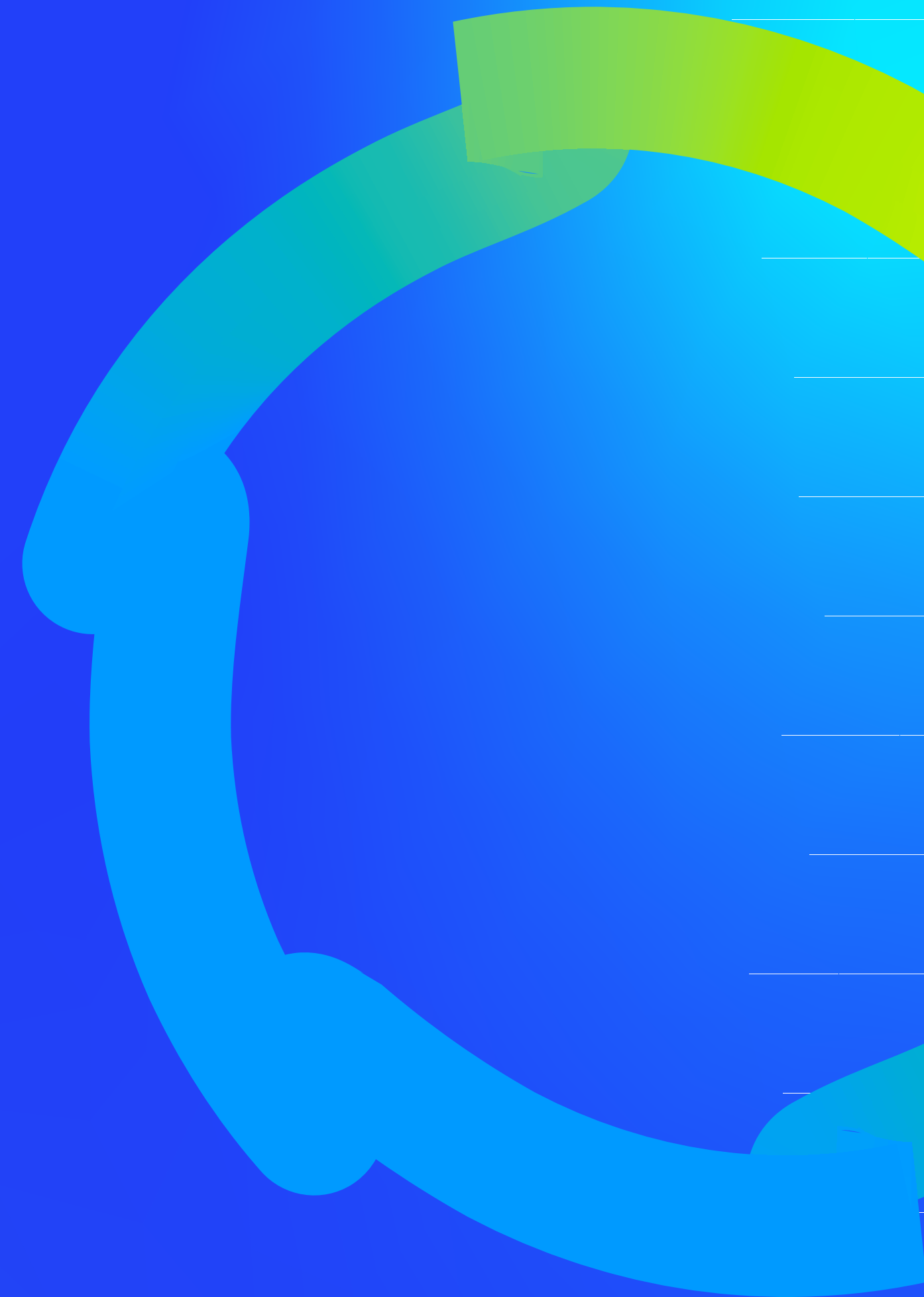
Digital Ads - DigitalProd 2022

Project information: Digital Prod, an independent French digital agency, specializes in creating and producing premium digital content for worldwide distribution. The agency has collaborated with world-class luxury brands, including Hermès, Givenchy, POLO Ralph Lauren, Tissot, Nespresso, and Audemars Piguet.

Responsibilities: **Digital designer / Motion designer**
In a long-term project delivering thousands of banners, my role required a meticulous eye for detail and a strong understanding of brand guidelines to ensure that every asset aligned seamlessly with the luxury standards of each brand. This experience has strengthened my ability to work under strict creative constraints while maintaining innovation, consistency, and excellence across all digital platforms.

Size & duration: 15+ members during 10 years

Execution platforms: Facebook, TikTok, Youtube, Netflix, Instagram, Twitter, iQiyi, Douyin...



Project Case Studies

Digital Ads - DigitalProd

2022

_Print media:



Oral-B
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* Gebaseerd op een klinisch onderzoek waarin 100% van oppervlakkige verkleuringen werd verwijderd bij 13 van de 25 deelnemers.

Verkrijgbaar bij

Kruidvat Etos dn



Project Case Studies

Digital Ads - DigitalProd 2022

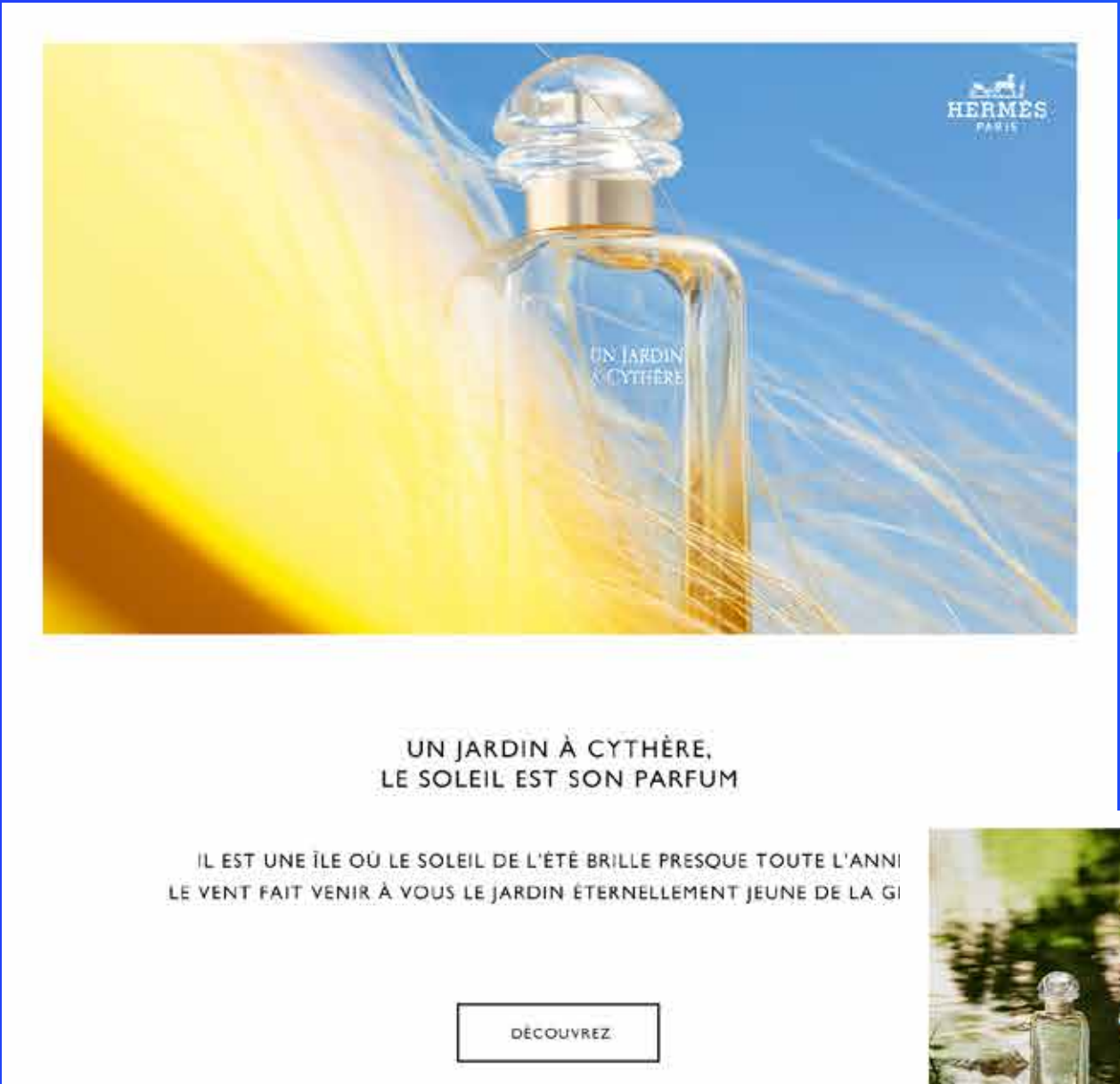
_Storyboards:



Project Case Studies

Digital Ads - DigitalProd 2022

_Landing pages:



thank you! 🙌

I have worked on numerous projects that showcase my expertise, creativity, and adaptability. However, due to confidentiality agreements, many of them cannot be shared publicly.

I would love the opportunity to discuss my experience further and explore how my skills can contribute to your team. I look forward to the possibility of working with you.

DOAN QUANG PHU
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