Vy Phan /vee fan/

Art Director

Education

Savannah College of Art and Design
2018 - 2020
Master of Fine Art in Advertising, concentration in Art Direction

Ho Chi Minh City University of Architecture
2012 - 2016
Bachelor of Graphic Design

Skills

Art Direction
Visual Design
Branding
Design Thinking
Packaging Design
Video Editing
Web Design
Prototyping + UX/UI

Tools

Adobe Photoshop
Adobe Illustrator
Adobe After Effect
Adobe InDesign
Figma

Contact

vy.p102@gmail.com
www.linkedin.com/in/vyphan102/

Portfolio

www.thisisvy.com

Work

Art Director
UVe Beauty — August 2020 - present

Building a foundation for an innovative and fast-growing beauty start-up. Responsible for art direction, visualizing ideas, design supporting assets, and project management. Projects involve brand identity design, product centric ad campaigns, video ads, e-commerce website design, product development, packaging design, product photography.

Creative Intern
TBWA\Chiat\Day — June 2019 - September 2019

Visualized multiple advertising materials such as social posts, website banners, video ads, digital prints, and brand identity design for clients like Gatorade, Robinhood, Principal, Google.

Senior Graphic Designer
Bates Chi & Partner Vietnam — February 2018 - August 2018

Leading a team of 5 in the production of 2 advertising campaigns as well as spearheading a re-branding of a global brand. Responsible for visualizing ideas, quality control design assets, and art direction. Projects involve: video production for TV spots and digital ad videos, brand identity, web design, and print ads.

Graphic Designer
Ogilvy Vietnam — July 2017 - December 2017

Participated in campaign planning for the biggest e-commerce company in Asia. Led a team of 3 to create +100 digital and print assets for a variety of digital campaigns. Projects involve interface design, UX/UI prototyping, art direction, branding, website design, video editing, experiential design.

Brand Designer
Dinosaur — December 2016 - April 2017

Design assets for multiple clients. Projects involve websites, logos, packaging, and digital/ print/video ads.

Recognition / Awards

Clio Awards 2020/2021 | Silver
The One Show Young Ones 2019 | Gold Pencil
The One Show Young Ones 2019 | Silver Pencil (X2)
The One Show Young Ones 2019 | Bronze Pencil
The One Show Young Ones Brief 2019 | #1 Most Awarded Creative Team
The One Show Young Ones 2020 | Merit
National ADDY 2020 | Gold (X2)
National ADDY 2020 | Silver (X2)
National ADDY 2020 | Mosaic Award
District 7 ADDY 2020 | Overall Best of Show
District 7 ADDY 2020 | Gold (X4)
District 7 ADDY 2020 | Silver
District 7 ADDY 2020 | Mosaic Award
Regional ADDY 2020 | Gold (X3)
Regional ADDY 2020 | Silver (X5)
Regional ADDY 2020 | Bronze (X3)
Red Dot Award 2020
Red Dot Award 2019 | Best of the Best
IDA Design Awards 2019 | Gold
IDA Design Awards 2019 | Silver