



A graphic designer
based in Ho Chi Minh City, Vietnam

Gracie Nguyen



View my portfolio website here:
<https://amazgracie.com/>

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Education

Business Development
Ton Duc Thang University
August 2017 - September 2021

Digital Marketing
HUREDIN of UEH
June 2022

2D Graphic Design
Green Academy
March 2023 - October 2023

Award

Recognized as
'Best Designer of the Year' at
DH Ventures VN
in 2025.

50+

Successful Amazon
design projects

5+

Brand Identity
design projects

Skills & Tools

- Visual content brief
- Packaging design
- Brand identity systems
- Logo design
- Amazon e-commerce design
- AI workflow integration



Languages

- Vietnamese
- English

Graphic designer with 3 years of experience in design agencies, **specializing in 2D graphic design, Amazon visual assets, and brand identity**. Skilled in the **end-to-end design process**—from initial brainstorming to final execution in Adobe Illustrator and Photoshop—and have **successfully delivered 50+ projects** for the German market. Detail-oriented, self-driven, and quality-focused, eager to expand professional horizons and bring this dedication to broader design opportunities.

Work Experience

March 2022 - April 2024

Leong Lee International Co. Ltd

Business Development cum Graphic Designer

- Developed logos and brand guidelines of **(03) eyewear brands** named Spectrum Eyecare, Spectacle Hub and Eyetot and **(01) electric vehicle dealership brand** named Sunny Auto.
- Played a sole role in designing marketing materials, branded merchandise and social media posts for offline and online communication, specifically as follows:**
 - Designed various types of engaging printed marketing collaterals such as name cards, vouchers, posters, standees, backdrops, invitations, red envelopes, etc. in accordance with brand guidelines to ensure brand consistency.
 - Conceptualized and visualized mockups of branded materials and promotional merchandise such as signboard, packaging, uniform, name badge, thermos bottle, tote bag, etc.
 - Collaborated closely with various stakeholders to oversee the successful production and ensure timely delivery of finalized physical, printed materials.
 - Collaborated with the marketing team to conceptualize and design high-quality materials and social media posts to support company events and marketing plans such as Grand Opening, Private Sales Day and holiday marketing campaigns.
 - Maintained and adapted the image of social media pages according to marketing campaigns.

May 2024 - June 2024

Kingsmen Vietnam Co. Ltd

Graphic Designer

- Worked closely with the Singaporean team of the headquarters on Singapore-based projects, specifically as follows:
 - Collaborated in creating moodboards for design projects: **Tencent Environment Graphics** and **Far East Organization Heritage**.
 - Implemented wall designs of the entire gallery project named Gurkha Contingent Heritage Center.
 - Conceptualized and designed banner, sticker and branding strip decorations on different locations such as entrance glass door, pillar wrap, concierge counter, and UPN ceiling for the Keppel's National Day Celebration project.
 - Superimposed digital designs onto real-world settings for more visualization: **Gurkha Contingent Heritage Center, Keppel's National Day Celebration and LTA Heritage Gallery**.
 - Assisted in preparing final artwork files for digital printing.
- Implemented wall graphics of the Tini World Hue interior design project according to the interior design team's brief.

August 2024 - September 2026

DH Ventures VN Co. Ltd

Graphic Designer

- Successfully delivered **50+ diverse design projects with a primary focus on Amazon e-commerce** (Main Images, Gallery Infographics, A+ Content Basic/Premium, Brand Stories, SBA ads, and Storefronts primarily for the German market), **alongside comprehensive brand assets** (such as logo design, brand guidelines, and product packaging).
- Took full ownership of the end-to-end design lifecycle—independently crafting content briefs and executing high-converting visual assets.
- Recognized by the management for exceptional performance and trusted with advanced responsibilities typically aligned with senior roles (operating with high autonomy, complex end-to-end briefs, and minimal QC oversight).
- Proactively interpreted project requirements, identifying gaps or ambiguities in briefs and resolving them directly with account managers via team leads.
- Integrated AI tools into daily workflows to brainstorm content concepts, improve task comprehension, and accelerate execution speed.
- Conducted all daily operations, team communications, and project documentation entirely in English.