

## @ About



Howdy!  
I am Doan,  
a Graphic Designer

Full name

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With a keen eye for design and 2 years of hands-on experience, I specialise in using Adobe Creative Suite to create visually compelling content. My expertise spans across merchandise concepts, editorial design, POSM, and comprehensive branding to packaging.

I pride myself on my ability to transform concepts into simplified 2D vector or 3D illustrations, typography, engaging social media graphics, and realistic 3D product visualisations, contributing to cohesive brand identities and storytelling.

## ✦ Experience

2021 - 2022

### Ru9 - The Sleep Company

Key Responsibilities:

- Conceptualised and designed digital and print-based assets including social media graphics, product packaging, brochures, bedding patterns, etc.

Key Achievements:

- Successfully designed product packaging currently in use.
- Developed a website for baby products.

2022 - 2024

### TPF Group

Key Responsibilities:

- Designed presentations, infographics, business documents, etc.
- Conceptualised and designed merchandise key visuals for clients.
- Prepared finished artworks for production.
- Created visual mockups and product images for commercial websites.
- Developed product and store visualisations.
- Designed electronic direct emails.

Key Achievements:

- Implemented various methods to streamline the process of producing visual mockups and commercial product images, including integrating 3D software with Photoshop and utilising actions/plugin-ins for time-saving.
- Incorporated AI technologies into design processes for improved efficiency.
- Designed merchandise for numerous Australian sports clubs, notably responsible for the Auskick 2024 program's merchandise.
- Crafted visually appealing presentations and concepts contributing to successful client acquisitions.

## 🎓 Education

2017 - 2021

### University of Architecture HCMC

Graphic Design

2022

### Darchviz Studio

Hard-surface 3D Modelling

2021

### Narc Studio

Lighting & Retouching

2023 - Now

### Interactiv Studio (Online)

Master Product Visualisation

## 🔧 Skills



Photoshop



Illustrator



InDesign



Blender



Cinema 4D



Zbrush