

VO THI MY LINH



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UX-UI & PRODUCT DESIGN

GRAPHIC DESIGN | MOTION DESIGN

I'm a UX-UI & Product designer with over six years of experience in the creative industry, also skilled in graphic design. I'm passionate about continuous learning and always exploring new tools and technologies to improve my work.

I quite enjoy participating in the product development process from initial idea to completion. I not only focus on the interface but also care deeply about the overall experience and usability of the product.

With a strong foundation in both technical and communication skills, I always put the user at the center and commit to delivering designs with high practical value. I believe that integrity in thinking and accumulated experience are the most important contributions I bring to any project.

EXPERIENCE

SENIOR UX-UI DESIGN
OKSOFT - FULL TIME
REMOTE | DEC 4, 2023 - AUG 28, 2025

KEY CLIENT
Oasis | Sulwhasoo | Okcms |
PitchNet | Botanica | Mentor' Bada |
Korea Telecom, T-Mentor,...

TECHNOLOGY
Figma | XD | Photoshop | Illustrator
| Capcut | Artificial Intelligence |
Webflow | Framer

SCOPE OF WORK

- Design for e-commerce, CRM and LMS websites; collaborate with developers to execute and refine projects. - Test design output and provide feedback to the development team for final optimization.
- Manage internal projects and distribute tasks to stakeholders
- Build brand assets and banners to support marketing campaigns and feature promotions.
- Produce videos for social media platforms to drive engagement.
- Collaborate with departments to ensure high-quality product delivery.

PRODUCT DESIGN | LEAD DESIGN
Q-CONNECTION - FULL TME
ON-SITE | JUL 1, 2022 - OCT 1, 2023

KEY CLIENT
Fowi | KB-Hero | Ohrey

TECHNOLOGY
Figma | Photoshop | Illustrator |
After Effect

- Focused on designing E-commerce Apps, Websites and Landing Pages for product promotion.
- Collaborated closely with the product team to develop features and deliver a complete product.
- Led the design team in building brand identity and creating banners for cross-platform marketing campaigns.
- Produced TVCs to highlight app features and support marketing strategies.
- Analyzed competitors' products and features to provide insights for new product development.
- Coordinated with departments to optimize user experience and overall product performance.

UX-UI DESIGN | GRAPHIC DESIGN
RNT HOLDINGS - FULL TIME
ON-SITE | OCT 18, 2021 - MAY 1, 2022

KEY CLIENT
Carbon | Vietstar Airline | EZG | NFT
Game | Fman | Game Pro | Dlex,...

TECHNOLOGY
Figma | Photoshop | Illustrator

- Design Web, App, Landing Page and Dashboard, with a focus on Blockchain, Gaming and Delivery applications.
- Collaborate with the development team and BAs to ensure project timelines are met.
- Support the design lead in managing the team and tracking project deadlines.
- Illustrate characters based on client requirements; create graphics for company events and banners for landing pages.
- Design presentation slides and white papers for company bidding projects.

GRAPHIC DESIGN
OCHU - PART TIME
ON-SITE | SEP 9, 2020 - AUG 1, 2021

KEY CLIENT
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TECHNOLOGY
Photoshop | Illustrator | Animate |
Premiere

- Design social media posts and animated GIFs to support brand communication and campaign engagement.
- Design web banners for promotions, highlights and seasonal campaigns.
- Create landing page images for new product launches and content marketing on Shopee, Lazada,...

GRAPHIC DESIGN
SMARCOM PRO AGENCY - FULL TIME
ON-SITE | AUG 1, 2019 - JUN 1, 2020

KEY CLIENT
Smartcom | Ai Digital | Masan Group
| BWIndustrial | Starlight | Chatwork
| Tokyo Noodle | Mcare Clinic & Spa |
Yeah1 | Game Hub...

TECHNOLOGY
Photoshop | Illustrator

- Design social media posts to enhance branding and user engagement.
- Design slides and proposals for presentations and partner campaigns
- Create user interfaces for websites and landing pages, ensuring visual consistency.
- Develop brand assets, banners and key visuals for marketing campaigns and product launches.
- Collaborate with planners and creators to conduct research to gather relevant content, references and visuals to support event campaigns

GRAPHIC DESIGN
REPUTABLE ASIA AGENCY - FULL TIME
ON-SITE | JUN 20, 2018 - MAR 25, 2019

KEY CLIENT
Bich Chi Foods | GAIE Group
(SIU,AHS,IPS) | Hanhphuc Hospital |
Nguyen Hoang Group | Dong Hung
Group | Becamex ICJ | YouNet
Digital | Victoria Vitality...

TECHNOLOGY
Photoshop | Illustrator | Animate |
Camtasia Studio

- Design simple social media posts and animations for Facebook to increase engagement and mini-games and brand visibility.
- Create landing pages and website UIs focusing on user experience and visual consistency.
- Edit basic videos to support digital content and marketing campaigns.
- Conduct research to source relevant information and images for creative assets.

EDUCATION

**COURSERA | INTRODUCTION TO USER
EXPERIENCE PRINCIPLES AND PROCESSES**
SEM 15, 2025 - PRESENT

UDEMY | WEBFLOW | FRAMER
APR 10, 2025 - JUL 10, 2025

VTI ACADEMY | IT BA
NOV 20, 2023 - FEB 20, 2024

ARENA MULTIMEDIA | DIGITAL PRODUCT DESIGN
SEP 5, 2020 - MAY 3, 2021

GREEN ACADEMY | GRAPHIC DESIGN
OCT 1, 2017 - APR 18, 2018

VAN LANG UNIVERSITY | BANKING FINANCE
2016 - 2017

SKILLS

#UI DESIGN #UX DESIGN #DESIGN THINKING #DESIGN SYSTEM #RESPONSIVE
#BRAINSTORM #BRANDING #KEY-VISUAL #PROJECT MANAGER
#TEAM MANAGEMENT #EDITOR #TESTING

TOOLS

FIGMA XD ILLUSTRATOR PHOTOSHOP INDESIGN
AFTEREFFECT CAPCUT PREMIER FRAMER WEBFLOW
VISUALSTUDIO