

JENNY PHUNG

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jenny.vn

Hanoi, Vietnam

PROFILE

Creative professional with experience across branding, campaigns, retail, and digital. Strong background in building visual systems, executing across online and offline channels, and leading Creative teams from concept to production.

CORE EXPERTISE

Creative / Art Direction
Brand Identity / Visual Systems
Key Visual / Campaign Development
Creative Team Leadership
Retail / Event Experience
Production / Vendor Management
Website / Digital Experience
3D Concept / AI Creative Workflow

SELECTED TOOLSET

Design

Photoshop, Illustrator, InDesign, Canva

UI/UX

Figma

3D & Visualization

Blender

Video

After Effects, Premiere Pro, CapCut

EXPERIENCE

HEAD OF MEDIA / ART DIRECTION

02/2025 to Present

Nemos Vietnam

Built and executed the branding system for the brand ecosystem across online and offline touchpoints. Led the Creative team, directly handled key deliverables, and ensured brand consistency and visual quality throughout execution.

HEAD OF MEDIA

06/2024 to 02/2025

MBS Pilates

Built branding systems for projects and sub-brands, created key visuals for major campaigns, and led the Media team in visual execution.

ART DIRECTOR

2023 to 05/2024

IVY moda

Managed visual communication across online channels and oversaw nationwide window display implementation for IVY moda stores.

LEAD DESIGNER

2020 to 2023

MIRAWAY | Technology Solutions

Led branding, UI/UX, and hardware enclosure design across projects. Managed a 6-person design team and supervised design quality throughout execution.

GRAPHIC DESIGNER

2016 to 2019

Vietnam Esports

Designed communication materials and digital visual assets for the brand.