ST

Oanh
Shine Tu
Art Director &
Senior Creative

8+ years

CORE EXPERTISE

- Art Direction
- Brand Identity & Systems
- Digital & Product Creative
- Campaign & Key Visual
- Illustration & Hand-drawing
- Creative Production

DESIGN TOOLKIT

Figma / Photoshop / Illustrator / InDesign / After Effects / Premiere

DIGITAL PROTOTYPING

AI-assisted web + app prototyping
HTML/CSS literacy / GitHub collaboration
Concept validation / deployment

View portfolio

Ho Chi Minh City, Vietnam
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+84 778 698 581
LinkedIn / Oanh Shine Tu

Art Director & Senior Creative

Brand & Digital Creative Direction / Tech, AI & SaaS

PORTFOLIO **shinetu.net/portfolio**

PROFILE

Art Director and Senior Creative with 8+ years across brand identity, campaigns and digital design. Recent work at FireGroup connected the visual foundations of AI and SaaS products to live product, campaign and community applications, from concept through hands-on design and production.

Recent work spans AI web-apps, SaaS growth design, community events and campaign systems.

Professional Experience

CAREER OVERVIEW

FIREGROUP
SENIOR CREATIVE / ART DIRECTOR
Promer & ClawExperts / junior mentoring

09/2024 - 10/2026
Set visual direction for Promer and TryOpenClaw/ClawExperts, from pre-launch foundations to live brand, product and campaign systems, with Growth, Product and Engineering. The work spans web-app, events, merchandise, social and video. Mentored a junior designer through task planning, design review and a growth roadmap.

KMS TECHNOLOGY
SENIOR CREATIVE CONTRACTOR
Campaign-based specialist engagement

02/2024 - 08/2024
Delivered campaign creative on contract: illustration, key visuals, digital assets and the KMS career landing page, working with the internal design team to campaign timelines and standards.

TOPCV
ART DIRECTOR / DESIGN TEAM LEAD
Fixed-term HR Tech campaign

07/2023 - 01/2024
Set the visual direction for HR Tech Conference 2023 and guided five designers through campaign, stage and venue production. Selected by TopCV's CEO from the team's proposals, the direction was refined through successive reviews with him into the final key visual for the hybrid event at Landmark 81.

VCCORP / ADMICRO
SENIOR CREATIVE (ART)
Integrated campaigns (IMC) team

04/2022 - 04/2023
Visual concept and art direction for brand and campaign work across client platforms, including the winning Toshiba TV IMC pitch and campaign, through to production-ready assets.

Pitch Wins / Clients

PITCH WINS
Au Oii Cosmetics: brand identity pitch, from the core concept and logo to the full guideline. Toshiba TV: IMC pitch and campaign at VCCorp / Admicro.

CLIENTS / AGENCY, IN-HOUSE + FREELANCE
L'Oréal (Vichy, La Roche-Posay), Nestlé, Masan (WIN), Toshiba, BIDV, Abbott, Acecook Zeppin, GoGoX, 247 Express, Mirae Asset, EZVIZ, JOMOO, Shuyi.

INDEPENDENT CREATIVE PRACTICE / 2017 - PRESENT
Freelance identity, campaign and launch work since 2017, alongside studio roles in illustration and event visuals (2020 - 2022).

Education / Training

HO CHI MINH CITY UNIVERSITY OF FINE ARTS / 2017 - 2021
Bachelor of Arts in Graphic Design.

FPT ARENA MULTIMEDIA / 2016 - 2018
Advanced Diploma in Multimedia, Distinction Grade.

CONTINUING EDUCATION / 2022 - 2024
Advanced UI/UX, ColorME (2023, certified); Art Direction (Domestika); Branding specialization (Coursera).

Awards / Languages

SECOND PRIZE / 2018
Redecorate Your Desktop, Desktop Wallpaper Design Contest.

THIRD PRIZE / 2017
Mobile Programming, University of Information Technology.

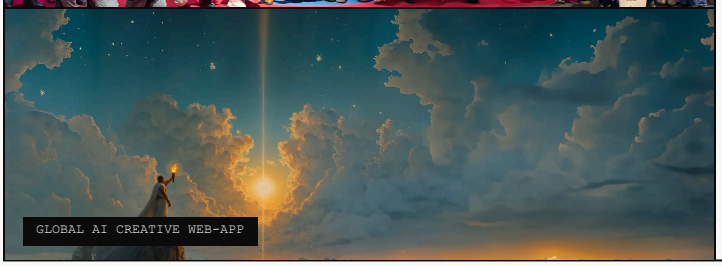
LANGUAGES
Vietnamese / English (B2) / Mandarin / Cantonese.

Selected Work
Systems in Context

Three projects showing how visual direction moves from a core idea into product, campaign, event and retail systems.

5K+	1M+	800+	102
PROMER MERCHANTS VISUAL DIRECTION FROM DAY ONE	ADS GENERATED PRODUCT + GROWTH DESIGN	LEADERS REACHED CAMPAIGN + VENUE SYSTEM	WIN STORES LAUNCH SYSTEM SHAPED





FIREGROUP / TRYOPENCLAW + CLAWEXPERTS + PROMER / 2024 - 2026

TryOpenClaw, ClawExperts and Promer: visual systems for global products and community.

Shaped Promer and the TryOpenClaw / ClawExperts ecosystem from their earliest stage, carrying the visual foundations into live product, campaign and community systems. TryOpenClaw, since rebranded as ClawExperts, was covered by VnExpress, CafeBiz and GenK; its event series spans identity, venue graphics, merchandise, social and filming. Promer extends the same hands-on ownership into a global AI web-app for e-commerce merchants, now Built for Shopify.

150K+	#1	4.7★
OPENCLAW VN COMMUNITY MEMBERS	GOOGLE FOR "UGC ADS", AHEAD OF ADOBE	SHOPIFY RATING / BUILT FOR SHOPIFY



TOPCV / HR TECH CONFERENCE / 2023

HR Tech Conference 2023: one visual language, from key visual to venue.

The visual direction selected by TopCV's CEO was developed through successive reviews with him into the final key visual. A digital globe, networked handshake and orbiting green bands became the shared language for campaign, stage and venue, carried through a five-person team's rollout under consistent art direction.

800+	16	5
BUSINESS + HR LEADERS	SPEAKERS	DESIGN TEAM



MASAN GROUP / WIN STORE SYSTEM / 2022

WIN Store System: translating Masan's new identity into its first retail rollout.

Shaped the launch expression of WIN as its newly introduced identity entered the Ho Chi Minh City market. Partnered with the Creative Manager across concept development, art direction and hands-on execution, translating the identity into a customer-facing system spanning store graphics, catalogues, flyers, digital and social. The format launched across 27 stores in Hanoi and Ho Chi Minh City before expanding to 102 stores in Q4 2022.

27	102	End-to-end
LAUNCH STORES	Q4 2022 ROLLOUT	CREATIVE SCOPE