

# HELLO! MY NAME IS TUAN BUI

## OBJECTIVE

To obtain a position within a creative firm that values good design and to become a strong and contributing member on a design team.

## EXPERIENCE

### **ENLISTED DESIGN, PRINCIPAL VISUAL DESIGNER**

Led end-to-end design projects across branding, packaging, and experiential touchpoints, from concept and vision-board ideation through final production. Launched and redesigned brands across identity development, packaging systems, in-store merchandising, large-scale trade show visuals, and digital/print collateral, while providing on-site art direction and executing in-studio photoshoots, performing photo retouching, and reviewing final mechanicals and press checks. Delivered large-scale redesigns of 100+ SKUs for a major pet food brand, implemented 3D and motion workflows, mentored junior designers, and managed a \$1.2M annual retainer client.

OCTOBER 2016 – 2025

### **STERLING BRANDS, DESIGNER**

Responsible for an extensive brand redesign project, comprise of 300+ SKU for a major retailer. Focus on various projects ranging from brand system development, identity, package design, product extension, and art directing photoshoot.

FEBRUARY 2013 – 2016

### **VOICEBOX CREATIVE, DESIGN INTERN**

Work on various wine and CPG packaging products as well as print publications. Acquired hands on knowledge with studio workflow, mechanical art finalizations, and on-site press checks.

MAY 2012 – SEPTEMBER 2012

## EDUCATION

### **ACADEMY OF ART UNIVERSITY, GRAPHIC DESIGN, BFA**

San Francisco, CA

### **SILVER CREEK HIGH, HIGH SCHOOL DIPLOMA**

San Jose, CA

## SKILLS

Proficient in Adobe Creative Suite, with experience providing art direction, studio photography, photo retouching, and press checks. Knowledgeable in product 3D rendering and visualization to support cohesive brand storytelling.

## REFERENCES

Available upon request

### PHONE

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### EMAIL

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### WEB

**tuanbuidesign.com**