

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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WEB

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