

VINCENT NGUYEN

Nguyen Thanh Dung
DESIGN TEAM LEAD | BRAND, PRODUCT & COMMERCIAL EXPERIENCE
Consumer technology · Retail · Launch experiences



I turn brand direction into products, systems and market-ready experiences.

Design leader with 8+ years across consumer technology and retail. Managed a four-person multidisciplinary team and 100+ monthly requests while owning brand direction, product and packaging systems, retail execution, launch experiences and design operations.



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LOCATION
Ho Chi Minh City, Viet Nam

Selected brands I have worked with



8+

YEARS
Design + leadership

4

TEAM MEMBERS
Multidisciplinary

100+

REQUESTS / MONTH
Multi-channel

50+

9Fit SKUS
Packaging + manuals

20K+

LABELS QR / MONTH
Automated workflow

EXPERIENCE / 01

DTR DISTRIBUTION

DESIGN TEAM LEAD

2023 - PRESENT

HO CHI MINH CITY, VIETNAM

- Lead a four-person team across planning, workload allocation, quality review, coaching and performance feedback.
- Own brand, product and experience design across 9Fit and international consumer-tech brands, aligning Marketing, E-commerce and Dealer Sales.
- Built 9Fit from positioning and identity into a 50+ SKU portfolio spanning packaging, Smart Ring UI, E-Biz Card and launch communication.
- Directed retail rollout across 50+ locations in three cities and four brand experiences, from creative and spatial direction to on-site acceptance.
- Delivered 50+ factory-ready packaging SKUs with two to three China-based factories, reviewing dielines, specifications and golden samples.
- Designed Vincent PDFKit for eight brands, reducing a 50,000-label batch from more than one week to approximately 30 minutes.

Design leadership that moves from idea to market.

Three examples of how I connect brand direction, operating systems and physical delivery across consumer touchpoints.

01

9FIT BRAND ECOSYSTEM

A scalable brand built from strategy to shelf.

Defined positioning, audience, personality and Premium / Basic / Lite architecture, then translated the system into identity guidelines, Smart Ring UI, E-Biz Card, launch communication and packaging.

RESULT 50+ commercial SKUs delivered on schedule, typically within two sample rounds.

02

VINCENT PDFKIT AUTOMATION

A production bottleneck turned into a repeatable system.

Mapped label data and print requirements, then built a Swift-based workflow that validates inputs and generates serials, barcodes, warranty QR codes and print-ready batches.

RESULT 50,000-label batch reduced from 1+ week to ~30 minutes, deployed across eight brands.

03

RETAIL & LAUNCH EXPERIENCE

Brand direction protected through physical delivery.

Led key visuals, 3D layouts, technical drawings, vendor coordination and on-site quality control for retail rollouts and launch experiences spanning consumer-tech brands.

RESULT 50+ retail locations across three cities, four experiences across nine brands, ~30% cost reduction on selected rollouts.

RETAIL & DEALER COLLABORATION



EXPERIENCE / 02

DESIGN TEAM LEAD

BEP NGOC ANH CO., LTD.
2021 - 2023

Led retail and digital design for kitchen and home-appliance brands across websites, social campaigns and landing pages.

Brands: Karofi, ChungHo, KAFF, Häfele, Kassler, Gree and Bosch.

EXPERIENCE / 03

GRAPHIC DESIGN

HANAKO COSMETIC
2019 - 2021

Created brand, campaign and print- production assets for beauty and consumer products.

GRAPHIC DESIGN

FREELANCE & IN-HOUSE
2017 - 2019

Selected identity, digital campaign and production work across consumer categories.

EDUCATION

INDUSTRIAL ART

Hong Bang International University
2009-2013

CORE CAPABILITIES

- Creative leadership & team operations
- Brand strategy & art direction
- Product, packaging & UI systems
- Retail, POSM & spatial design
- Launch experience & vendor management
- Production handoff & golden-sample QC
- Automation, AI workflow & training

TOOLS + LANGUAGES

Adobe Creative Suite, CapCut, Shapr3D
Xcode, Swift: workflow automation
ChatGPT, Claude, Gemini
English: professional reading and written