



Hong (Rosie)

Brand & Product Designer
Ho Chi Minh City, Vietnam

Digital Product Designer (UX/UI Designer) focused on crafting drivent websites and digital experiences that communicate product value through visual storytelling, clear interfaces, conversion-focused design.

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Skill

Editorial Design / Website Design /
UI Design / Visual Design / Brand Identity /
Design Systems / Creative Direction /
Cross-functional Collaboration

Language

Vietnamese
English

Experience

2023-Present

Brand & Product Designer, Filum.ai

Identity + product for cultural and consumer brands across HCMC and Singapore.

2022-2023

Graphic Designer, Neo Co.Ltd

Led the brand identity design work for numerous product lines; implemented co-branded packaging systems.

2021-2022

Brand & Product Designer, Gia Dinh Hospital

Rebranded the institution's public face: wayfinding, campaign, and patient-facing UI.

2020-Present

Freelance Designer

Long-term collaborations with studios and founders building from zero.

Project

Brand Design Projects

Creating scalable brand systems for consistent and memorable experiences.

Editorial System Projects

Developed a structured editorial system to improve content readability and consistency across communication.

Website Design Projects

Designed user-centered websites focused on usability and conversion.

Education

2017-2022

BA Graphic Arts

HCM University of Fine Arts

2019-2021

Design Anthropology

DAS · Design Anthropology School

Tool

Figma
Photoshop
Illustrator
Indesign
After Effects
Framer
Strapi