



# MS. HNIN EI PHYU

## Graphic Designer



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Currently in Vietnam

## PROFILE SUMMARY

Creative and detail-oriented Graphic Designer with 4+ years of experience specializing in branding, social media design, and motion graphics. Passionate about delivering visually compelling content that enhances brand identity and engagement. Currently seeking a dynamic role in Singapore to contribute my expertise and creativity.

## WORK EXPERIENCE

### Freelance Graphic Designer 2020 - Present

- Worked with local and international clients on logo, branding, social media, and print design projects.
- Created logos, business cards, and social media graphics tailored to diverse brand identities.
- Provided motion graphics services for digital marketing and video ads.

### Volunteer Graphic Designer | SpeakUp Global Myanmar 5 Weeks

- Designed educational infographics and promotional materials for social media.
- Developed event recap visuals and certificates for participant recognition.

### Senior Graphic Designer | Lemon Aesthetic Centre May 2023 - Jun 2024

- Developed 150+ creative assets, increasing social media engagement by 35%.
- Led branding projects that strengthened brand identity and improved marketing consistency.
- Designed high-quality brochures, flyers, and posters, enhancing client outreach.
- Integrated the latest design trends to keep content modern and industry-relevant.

### Graphic Designer | Nest Marketing Agency Nov 2022 - Jan 2024

- Created motion graphic ads that increased ad engagement rates by 25%.
- Designed visually appealing social media content, boosting brand awareness.
- Led multiple brand identity projects, ensuring consistent branding across digital platforms.
- Collaborated with marketing teams to develop content strategies that aligned with business goals.

### Corporate Graphic Designer | Royal AtoZ Holding Co Ltd Sep 2022 - Nov 2022

- Designed print and digital assets for wholesale & retail promotions.
- Developed branding elements and visual storytelling content for multiple product lines.
- Created event visuals and marketing materials, contributing to successful campaign execution.

### Junior Graphic Designer | Wisdom Branding Agency May 2020 - Aug 2022

- Designed high-quality brochures, business cards, and promotional materials.
- Developed branding concepts for various businesses to improve market visibility.
- Assisted in social media content creation, ensuring consistency in visual storytelling.

## EDUCATION

### Bachelor of Arts in English Distance Education 2015 - 2019

- Dagon University (Yangon, Myanmar)

### Certificate in Motion Graphic & Video Edtion Basic 2023

- Creative Space Myanmar (Yangon, Myanmar)

### Certificate in Graphic Design 2019

- Newton Internation Collage (Yangon, Myanmar)

## PROFESSIONAL SKILL

- Social Media Design
- Motion Graphic Ads
- Logo & Branding
- Basic Video Editing

## LANGUAGES

- English
- Burmese