

Phuc Thai Lai

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Personal Profile

A Creative Digital Media graduate driven to design intuitive and engaging technology products. Proactive in leading team projects throughout the academic process, from initial brainstorming and ideation to project management and final delivery. A strong collaborator who thrives in dynamic environments, eager to apply skills in design, communication, and problem-solving to an innovative team.

Education

Bachelor in Creative Digital Media (Grade H 2:1)

Technology University Dublin, Dublin, Ireland
2021 - 2025

Relevant Modules: Website Development, Multimedia Development, Content Management Systems, 3D Environments, Digital Marketing, Application Design & Development, User Experience Design .

Final Year Project: “Blaze Out”

Engineered a complete 3D educational fire safety game from concept to final build, handling all game design, C# programming, and 3D modeling within the Unity engine.

- **Design & Art:** Designed the complete game, including multi-act level progression, puzzle-platforming mechanics, custom 3D assets (Blender), and the full UI/UX flow (Figma).
- **Development & Debugging:** Programmed all core mechanics in Unity using C# and successfully resolved critical bugs for both Windows and macOS builds.

Achievements

- Top 10 National Finalist, Smarter Travel Student Awards Ireland (2025):
 - The project featured a loyalty card program specifically aimed at increasing public transport usage among students and teachers.
 - Recognized for developing an innovative digital marketing campaign aimed at promoting sustainable travel habits among students.
- Google & Coursera - Foundations of User Experience (UX) Design Certificate (2023).
- 3rd Award for School Technology Competition (2018).

Skills

- **Design tools:** Unity, Blender, Figma, Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign After effect, Animate.), Miro, Canva, Capcut .
- **Technical languages:** C#, HTML/CSS, JavaScript, Python
- **Design & Development:** Game Design, UI/UX Design, 3D Modelling, Video Production, Digital Marketing.
- **Soft skills:**
 - Collaboration and Communication
 - Team-work Leadership: Creative thinking, Problem-solving,
 - Organisational skills, Customer service

Relevant Employment history

1. Content Creator | Fingal County Council - Ireland

January 2024 - June 2024

Media Project: VR Service Promotion

- Collaborated directly with Fingal County Council stakeholders to define project scope, conducted audience research, developed the creative concept and script.
- Managed the full production lifecycle, including DSLR filming, green screen sessions, and post-production using Adobe Premiere Pro. Implemented kinetic typography, color grading, and audio enhancement with Adobe Audition.
- Achieved successfully all goals and requirements. Delivered a final 2-minute promotional video that was enthusiastically received by the client.

Other Employment history	1. Hotel Supervisor The Gibson Hotel, Dublin (Dalata Group) May 2024 - Present - Delivered guest service in the Accommodation and Public Area's Department, ensuring the agreed standards are achieved at all times. Managed a team focused on enhancing customer experience. - Managed staff performance and identify training needs to develop the team. This includes leading by example and ensuring all team members are properly trained on cleaning products and procedures.
	2. Hotel Assistant Maldron Hotel Kevin Street, Dublin (Dalata Group) May 2023 - May 2024 - Maintained exceptional room and public area presentation in strict accordance with premium Dalata protocols, demonstrating a keen eye for detail. - Identified and reported maintenance needs proactively to ensure guest safety and comfort, while providing flexible support to other departments to guarantee seamless hotel operations.
	3. Food and Beverage Assistant Far East - Ireland 2021 - 2022 Delivered a positive guest experience by providing exceptional customer service while maintaining a clean, safe, and fully stocked environment in a high-volume setting
References	1.Irene McGinn Lecturer & Final Year Project Supervisor Creative Digital Media, Technological University Dublin Irene.McGinn@tudublin.ie 2.Sinead Curran Lecturer Creative Digital Media, Technological University Dublin Sinead.Curran@tudublin.ie And all available upon request.