

ANH THU NGUYEN

a.k.a TEA

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📍 36 Cộng Hòa, Tân Bình
HCM city, Vietnam

EDUCATION

MA ILLUSTRATION

Arts University Bournemouth UK
(Oct 2021 – Oct 2022)

AUB's Creative Talent
Global Bursary

BA MARKETING

Victoria Univeristy of Wellington NZ
(Sep 2008 – May 2012)

Victoria International Leadership
Program (VILP)

Victoria Excellent Scholarship

- 50% University Entrance
- 33% VUW Excellence
- 100% Grant Lent Term Study
at Lancaster University UK

SKILLS

- Drawing & Painting
- Script & Copy writing
- Motion graphics
- Softwares: Adobe Creative PS
AI ID AE Lightroom; ProCreate;
Clip Studio Paint...

PROFILE

I work across different disciplines of art including illustration, fine art, creative writing and advertising. My dedication to exploration keeps my practice an ongoing feast of creativity.

WORK EXPERIENCE

FREELANCE ARTIST

Various Clients (Oct 2020 – present)

Deciding on the mood and style of images in accordance with commercial briefs to educate, persuade, or entertain a client's target audience. Specialites: visual development, layout environment, digital illustration, sketching, etc.

CREATIVE CONSULTANT / ACD

Carnival | DNA Digital | Freelance (Mar 2019 – Sep 2021)

I worked as Assosicate Creative Director under Creative Director, leading a team copywriters and art directors. Main reponsibilities include campaign ideation, brainstorming & presenting concepts to clients.

- Pitched on new businesses
- Ran ad campaigns across different channels
- Managed video production & media consultancy
- Supervised on art direction, copy & scriptwriting
- Clients included: Bayer, Vivo, Neptune, GS25, PNJ, etc.

SENIOR CREATIVE / COPYWRITER

Leo Burnett Vietnam (Apr 2015 – Mar 2019)

Positions: Content Creator, Creative Copywriter,
Senior Copywriter. Responsibilities include:

- Crafted campaign ideas and went for pitching
- Wrote TVC scripts, copy and content across platforms
- Participated in video/photo production of campaigns
- Clients included: Samsung, Friesland Campina, P&G, etc.

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COURSES

LIFE DRAWING

AUB (Summer 2022)

VISUAL DEVELOPMENT

Schoolism (2022)

BACKGROUND CONCEPT

Schoolism (2022)

CHARACTER ANATOMY

New Master Academy (2021)

ANIMATED ILLUSTRATION

AUB Workshop (2021)

REFERENCE

ROMAN STRATIYCHUK

Creative Director at DNA Digital
roman.s@dna.vn

DU TANG

Executive Creative Director at Phibious
Former Creative Director at Leo Burnett
du.tangtuong@gmail.com

LANGUAGE

IELTS 8.0

6 Dec 2019 at IDP Vietnam
Listening 9.0 Reading 8.0 Speaking 8.0 Writing 7.5

RECOGNITIONS

AUB CREATIVE TALENT GLOBAL BURSARY

Bursary Recipient 2021

ARENA FEATURED ARTWORK

Mid-term and End of Year Showcase 2021

FACEBOOK GLOBAL SPOTLIGHT 2019

Winner, "Alway No1", Samsung QLED TV

VIETNAM YOUNG LIONS 2019

Silver Winner, "Maggie Oi" Campaign

CGV TALENTED SCRIPTWRITERS 2018

Finalist, "The Three-Sack Man"

PUBLICIS GROUP TOP CREATIVES 2018

Winner, Exchange to France

LEO BURNETT TOP EMPLOYEES 2017

Winner, "Heart of a Champion"

MOBILE MARKETING AWARDS 2017

Bronze Winner Global, Gold Winner Vietnam

YOUTUBE LEAGUE ADS 2016

Winner, No.1 Asia-Pacific for Tide P&G

HEINEKEN TALENT LAB 2015

Winner, representing Vietnam

VIETNAM YOUNG SPIKES 2015

Finalist