



EDUCATION

London College for Design & Fashion (HN)

2024 - 2026

- **Pearson BTEC Higher National** (Fashion Design Pathway).
- Completed 165 BTEC credits. Currently undertaking 75 credits for Final Project.
- Achieved **Distinction** in 8/10 core modules (Individual Project, Fashion & Textiles Practices, Pattern Cutting, etc.).
- Young Design Talent Scholarship (40% tuition fee).

Hanoi Architectural University

2021 - 2024

- Major: Industrial Art - Fashion Design.
- GPA: 3.08/4.0 | 96 Credits Accumulated.
- Top modules: Fashion Creation 2 (9.2/10), Accessories Design (9.0/10), Computer-Aided Fashion Design - CLO3D (9.0/10).

HONORS & AWARDS

- **High Potential Prize (2025)**: Pierre Cardin Young Designers Award.
- **3rd Prize (2024)**: University Scientific Research (Applying water puppetry to handbag design).
- **3rd Prize (2023)**: "Vietnam - Where I Live" Young Designer Award (LCDF).

PROFILE

An Art Director and Fashion Designer. I build digitized creative systems, using AI to reduce resource limitations and expand the boundaries of imagination - allowing fashion to become environmentally sustainable, free from rigid conventions.

EXPERIENCE

Freelance Art Director

ALOHA BABY STUDIO | JAN 2026 - PRESENT

- **Leadership & Training**: Trained a team of 6 (2 Studio Leads, 4 Set Designers) on Generative AI, achieving 100% AI integration in pre-production.
- **System Optimization**: Reduced physical production costs by 40% and doubled shooting capacity (to 14 concepts/month) via AI and in-house fabrication.
- **Ongoing R&D**: Researching potential implementation of Claude AI for automated workflows for research and material moodboards. Short-term goal: building an automated prompt system for virtual character integration.

Set Designer

ALOHA BABY STUDIO | MAR 2023 - AUG 2024

- Promoted from Assistant to Set Designer within 5 months.
- Applied spatial thinking to build creative sets for fashion lookbooks and commercial shoots.
- Managed production operations and monthly budgets.

SKILLS

- Collection Development
- Material Research
- Garment Construction
- Fashion Illustration
- Set Design & Styling
- Art Direction

TECHNOLOGY

- CLO3D (Simulation)
- Making pattern in Adobe illustration
- Adobe CC Suite
- Midjourney / Nano Banana
- Veo / Kling

CERTIFICATIONS

- Donghua Univ (2023): Digital Virtual Fashion
- Parsons (2021): Fashion Design | Fashion Systems
- Bocconi (2021): Management of Fashion & Luxury
- MoMA (2020): Fashion as Design