

Tung Vo

Creative Strategy & AI Performance Lead | Product Designer | Growth Creative Specialist

Ho Chi Minh City, Vietnam | vctung@outlook.com | www.linkedin.com/in/tungvc | www.behance.net/vctung

Professional Summary

Senior Product Designer and Creative Strategist with 10+ years of experience across UX/UI design, growth marketing creative, and AI-assisted content production. Experienced in building scalable creative systems for gaming and sports platforms, combining performance marketing, user psychology, and AI workflows to produce high-converting campaigns. Strong background in A/B testing, creative analytics, mobile-first product experiences, and cross-functional collaboration with UA, marketing, and production teams.

Professional Experience

Creative Strategy & AI Performance Lead

Kimei Global | June 2024 – Present

- Built and operated AI-assisted creative pipelines for gaming and sports entertainment campaigns.
- Produced and scaled 300+ creative variants monthly including video ads, static creatives, UGC-style assets, and promotional campaigns.
- Designed A/B testing frameworks across gameplay ads, storytelling creatives, and platform-specific advertising formats.
- Collaborated closely with UA and Growth teams to optimize CTR, CPI, engagement retention, and ROAS performance.
- Developed creative fatigue monitoring workflows and rapid creative rotation systems for paid campaigns.
- Utilized AI tools for concept generation, localization, asset enhancement, and high-speed content adaptation.
- Managed creative production workflows between designers, editors, and marketing stakeholders.
- Built reusable creative intelligence documentation and performance insight libraries for future campaigns.

Software Designer

BoxBrownie.com | July 2021 – Present

- Led UX/UI initiatives for web-based real estate and image editing platforms.
- Worked closely with product and engineering teams to improve customer experience and operational efficiency.
- Designed scalable interfaces and workflows for internal systems and customer-facing applications.

Design Lead

i3 International | April 2017 – May 2021

- Managed design operations and UX strategy for enterprise surveillance and security products.
- Led UI/UX teams in delivering software platforms, dashboards, and monitoring systems.
- Collaborated with engineering teams using Agile methodologies and iterative product development.

Skills

- Creative Strategy & Performance Marketing
- AI Creative Workflow & Automation
- User Acquisition Creative Optimization
- A/B Testing & Creative Analytics
- UX/UI Design & Product Thinking
- TikTok Ads / Meta Ads / Google UAC
- ComfyUI / Midjourney / Generative AI Tools
- Figma / Adobe Creative Suite
- Front-end Understanding (HTML5/CSS3/JS)
- Agile Collaboration & DesignOps

Education

Liverpool John Moores University

Master of Computer Science (2022 – 2024)

University of Greenwich

Bachelor of Arts in Computer Science (2018 – 2020)

FPT University

Higher Diploma in Web & Multimedia Design (2011 – 2014)