



PHUC VO VAN

18 JULY 1989

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12 RUE PIERRE DREYFUS

93400 SAINT-OUEN

ART DIRECTOR / DESIGNER

CAPABILITY IN LEADING

PASSIONATE & ENTHUSIAST

DYNAMIC

«HI!

MY NAME IS PHUC (PRONOUNCED PHOUC) AND I WAS BORN IN PARIS. I HAVE BEEN WORKING ON PRINT AND DIGITAL COMMUNICATION AS AN ART DIRECTOR FOR 5 YEARS, FIRST AT PUBLICIS MODEM, AN ADVERTISING AGENCY AND THEN AT FAÇONNABLE, A FRENCH BRAND FASHION HOUSE. 2 YEARS AGO, I CO-FOUNDED A FRENCH & VIETNAMESE STREET FOOD BUSINESS IN PARIS.

> WWW.PHUCVOVAN.FR

## PROFESSIONAL EXPERIENCE

- /2013-2015/ **CO-FOUNDER AT LE PETIT BANH MI (WWW.LEPETITBANHMI.COM)**  
Le Petit Banh is a French and Vietnamese street food business in Paris.  
- Head of image : Website, social media, marketing & communication strategy  
- Commis chef  
- Manager : Designing staff planning, dealing with suppliers and stock management
- /2013-2015/ **ART DIRECTOR AT FAÇONNABLE**  
In charge of the brand visual identity :  
- Collaboration for the Jean Cocteau capsule collection SS15 design  
- Concept Store visual design for the capsule collection SS15 launch :  
The Webtser Miami, Colette Paris, 10 Corso Como Milan, Selfridges  
- Advertising FW14 / SS15  
- New visual identity & website 2014 « Façonnable French Riviera »  
- Designer Visual Merchandiser  
- Brand Identity Corporate : Lookbook, press, Guideline, book merchandising, brand content...
- /2010-2013/ **JUNIOR ART DIRECTOR AT PUBLICIS MODEM,**  
Webdesign/social media & mobile application  
Budget : Special T., Hermès, Givenchy, Cartier, Louis Vuitton, Carrefour, LG and more
- /2009-2010/ **JUNIOR ART DIRECTOR AT HAKUHODO**  
Brand identity & graphic design  
Budget : Essilor, Honda, L'Oréal

## EDUCATION

- /2012-2013/ Gobelins, École de l'Image (HEAD OF THE CLASS)
- /2010-2012/ AutoGraph, BTS Communication Visuelle Opt. Multimédia (HEAD OF THE CLASS)
- /2008-2010/ Intuit.Lab, École de Design et de Communication Visuelle

## DEGREE

- /2013/ ART DIRECTOR
- /2012/ HNC VISUAL COMMUNICATION WITH MULTIMEDIA
- /2008/ A LEVEL SCIENTIFIC WITH BIOLOGY

## SOFTWARE

PHOTOSHOP ■■■■■ INDESIGN ■■■■■ HTML/CSS ■■■■■  
ILLUSTRATOR ■■■■■ AFTER EFFECTS ■■■■■

## LANGAGE

FRENCH ■■■■■ ENGLISH ■■■■■ VIETNAMESE ■■■■■

## RECOMMANDATION

NORMAN LEMAY, HEAD OF IMAGE / FAÇONNABLE / +33 6.80.32.28.44  
GUILLAUME MERLEN, CREATIVE DIRECTOR / PUBLICIS MODEM / +33 6.95.66.76.33