



**Hanh** [:Hank:]  
**Luong**

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**Based in**  
Prague, Czechia

**Languages**  
Czech, English,  
Vietnamese

Multidisciplinary Brand & Digital Designer with 9+ years of experience creating packaging, print, digital and campaign assets for international FMCG brands.

I specialize in translating brand strategy into high-quality visual systems across all platforms from packaging, POSM, digital content, UX/UI, motion to multi-market campaign adaptations.

Experienced across freelance, in-house agency and corporate brand environments, delivering production-ready creative for global and European markets with a strong focus on consistency, precision, scalability and execution quality.

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**Experience**

**Freelance Designer**

Hanh Luong  
06/2017 - Present

Independent designer delivering brand, packaging, digital and campaign assets for clients across FMCG, retail and commercial communication.

- Packaging development and print-ready artwork
- Digital and social media content
- Web design and UI development
- Brand assets, key visuals, and campaign adaptations
- Generative AI visual workflows
- Creative consulting and production support

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**Digital Designer**

Asahi Europe & International  
(In-House Agency)  
07/2025 - Present

Part of CRAFT HOUSE. AEI's in-house creative agency, supporting global and regional brand teams across multiple markets including the UK & Ireland, Italy, the US, Poland, Romania, Czech Republic and Slovakia.

Developing digital, campaign and brand communication assets for international beer and beverage brands including Asahi Super Dry, Peroni Nastro Azzurro, Velkopopovický Kozel, Pilsner Urquell, Grolsch and others.

Campaigns like Asahi Super Sales UK, Kozel Global Light vs Dark, Kozlí Kvízy, Radegast Man of the year, Radegast Summer events.

Focus areas:

- Digital design and campaign asset development
- Web, UI, newsletters, decks, toolkits and brand materials
- Social media and Always-On content
- Motion graphics and video editing
- Generative AI workflows and visual asset development
- Multi-market brand adaptations

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**Senior Graphic Designer**

Plzeňský Prazdroj  
01/2020 - 07/2025

Led the development and production of brand, packaging, print, POSM and digital assets for major FMCG brands within the Plzeňský Prazdroj portfolio.

Delivered high-volume creative output across packaging, retail, trade marketing, digital campaigns and consumer-facing communication, while maintaining strict brand consistency across multiple channels and formats.

Key responsibilities:

- Packaging development and innovation projects
- Consumer test stimuli and product visualization
- Key visuals, campaign assets and brand adaptations
- POSM, retail materials and commercial communication
- Product mockups, visualizations and print-ready artwork
- Brand asset management and guideline implementation
- Cross-functional collaboration with brand, commercial excellence and internal teams
- Consistent delivery across 400+ projects annually

Brands:

Proud, Frisco, Radegast, Peroni Nastro Azzurro, Asahi Super Dry, Captain Jack, Kingswood, Viper Hard Seltzer, Excelent, Elektrárna

**Marketing Services  
Executive - Graphics**  
Plzeňský Prazdroj  
10/2018 - 01/2020

Produced print, digital, POSM, packaging and retail communication assets for multiple beer and beverage brands across retail, trade and internal channels.

Worked on brand and campaign materials for Radegast, Frisco, Kingswood, Excelent and multibrand projects.

Adapting assets for retailers including Albert, Coop, Makro, Tesco, Penny, Hruška, Rohlik and gas station networks.

**Graphic Designer  
(Contract)**  
Plzeňský Prazdroj  
07/2018 - 10/2018

Short-term contract supporting summer campaigns production and brand activation materials.

Worked across:

- Key visuals and POSM adaptations
- Packaging development support
- Print materials, leaflets, billboards, banners and social assets
- Real product mockups and visualizations
- UI design for the Prazdroj Tobě CZ/SK mobile app
- Brand guideline implementation across Prazdroj portfolio brands

**Early Creative  
Projects**

**Youtuber**  
YouTube  
12/2010 - 12/2016

YouTube Content Creation. Built and managed multiple YouTube channels focused on gaming, design, anime, entertainment and education.

Produced long-form and short-form video content using Sony Vegas Pro and Adobe After Effects, reaching 1,000+ combined subscribers.

**Co-Founder  
& Lead Flash Designer**  
Fantasy of Lore  
01/2014 - 10/2016

Co-created a browser-based MMORPG that attracted 5,000+ registered players at launch. Designed UI, vector assets, weekly content updates, animations and managed game using Adobe Flash, PhpMyAdmin, FTP and VPS workflows.

**Education**

**School Michael**  
09/2013 - 09/2017

Graphic Design and postproduction, Typography, Webdesign, Photography

**Licenses  
& Certifications**

**UX Design with Figma**  
NobleProg  
03/2026

**Figma**  
NICOM, a. s.  
04/2025

**Figma for UI/UX:  
Master Web Design in Figma**  
Packt  
04/2025

**Web Development**  
NICOM, a. s.  
11/2024

**Fundamentals  
of Digital marketing**  
Google  
09/2023

**Adobe After Effects**  
Adobe  
06/2023

**Skills**

**Brand & Campaign**  
Brand communication  
Key visuals  
Campaign adaptations  
Social media assets  
Marketing toolkits

**Packaging & Print**  
FMCG packaging development  
Print-ready artwork  
DTP & prepress  
POSM & retail  
Product mockups

**Digital & UI Design**  
Web design  
UI/UX design  
Responsive layouts  
Prototyping  
Newsletter templates

**Motion & Video**  
Video editing  
Motion graphics  
Animations  
Short-form content  
Post-production

**Artificial Intelligence**  
AI-assisted ideation  
Prompt development  
Image generation  
Video generation  
Asset upscaling

**Software**

**Design**  
Figma  
Photoshop  
InDesign  
Illustrator  
Framer

**Motion & Video**  
After Effects  
Premiere Pro  
DaVinci Resolve  
CapCut

**Generative AI**  
Higgsfield  
Nano Banana  
ChatGPT  
Runway ML  
Topaz Labs

**Productivity**  
Notion  
Miro  
Trello  
Google Workspace  
Microsoft 365