Dinh Vu (Way)
Digital Designer

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Profile

I'm a designer with 4+ years of experience shaping how brands look and communicate across web, presentation, and motion. Every project is a chance to learn and try something new. I've worked in-house and as a freelancer with studios, companies, and clients across Europe, the UK, and the US, in industries ranging from SaaS, AI, and finance to healthcare, architecture, and the creative sector. Selected work at waydesigner.com.

Experience

2022 – Now

Digital Designer – Freelancer
Apr 2022 – Present · Europe, UK & US

Partnering with design studios and agencies as an extension of their in-house teams, delivering websites, presentations, motion, and brand work end to end. Selected studio partners:

Front Yard · Digital Sparks · Kem Design · TheSoul Group

2025

Senior Graphic Designer – MeshX
May 2025 – Sep 2026

- Contributed to the rebrand of an AI data startup, shaping a visual identity applied consistently across products, web, and marketing
- Developed the visual direction for campaigns and major tech events, including the GITEX 2025 booth from concept to final layout
- Built a unified collateral system that extends the brand across merchandise, business cards, and event materials
- Designed and built brand-driven websites, translating the new identity into a cohesive digital experience across every page
- Helped build MeshX's social presence, shaping the visual style of its content and keeping it consistent with the wider brand
- Created client-facing and internal presentations, along with reusable templates that keep the team's decks consistent and on-brand

2024

Junior Website & Brand Designer – SocialSee
Apr 2024 – Apr 2025

- Contributed to 40+ web design and branding projects for creative agencies and small-to-medium enterprises (SMEs)
- Designed responsive websites and landing pages, from wireframes to developer-ready Figma files
- Developed brand identities, from logos to color and type systems

2022

Web & Graphic Designer – Early Career
Jun 2022 – Apr 2024 · Bedford, GGSA Australia, Movement Labs

- Designed websites and email landing pages for Bedford's campaigns
- Designed dashboards and UI for GGSA Australia's e-learning platform
- Created ad banners, graphics, and presentations for Movement Labs
- Produced marketing graphics for multiple blockchain companies

Awards

Awwwards
Honorable Mention 2026

CSS Design Awards
Website of the Day 2026

Skills

Design
Brand Identity
Web Design
UI Design
Presentation Design
Editorial Design
Art Direction

Motion & Image
Motion Design
Video Editing

AI Workflow
Generative Image
Figma Weave
Claude

Tools
Figma
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Adobe InDesign
Framer
Webflow

Languages
Vietnamese
English