

# Tina Vu

Seattle  
Washington  
United States

Professional references will  
be provided upon request

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360-220-4655

I'm a Seattle-based design director currently at Microsoft AI.  
My work spans the intersection of brand, marketing, product  
design, and the occasional dabble in print.

## Work Experience

February 2022 - Current

### Microsoft AI

Established and led the Microsoft AI (MAI) brand, defining its creative vision and driving a cohesive expression across web, product, marketing, print, and experiential design.

June 2018 - February 2022

### Turnstyle

Led the development of brand identities and digital experiences for a diverse portfolio of clients, translating strategic concepts into compelling visual systems across web and print.

August 2013 - August 2017

### Rational Interaction

Led the design and execution of digital experiences, websites, and advertising initiatives for clients across multiple industries, combining creative strategy with hands-on art direction and design.

April 2010 - August 2013

### Plexipixel

Designed digital products, websites, and user experiences for clients spanning gaming, technology, and consumer brands at a boutique interactive agency.

September 2009 - March 2010

### Spacecraft

Designed apparel, accessories, graphics, and collectible products, while producing editorial layouts and print-ready assets for magazines, catalogs, and branded merchandise.

## Skills

Creative Direction  
Visual Design  
Brand Identity  
Design Leadership  
Product Design  
Web Design  
Editorial Design  
Cross-Functional  
Leadership  
Advertising & Campaigns

## Education

Western Washington University,  
Bachelor of Arts in Design with a  
Concentration in Graphic Design

## Technical

Figma  
Adobe Creative Suite  
Prototyping  
AI Creative Tools  
(Nanobanana, ChatGPT,  
Midjourney)

## Clients

Microsoft  
Google  
Amazon  
Starbucks  
Slalom  
Oiselle  
Acer  
Expedia  
Seahawks  
Sierra Nevada  
Pokemon  
Gene Juarez  
Whole Foods