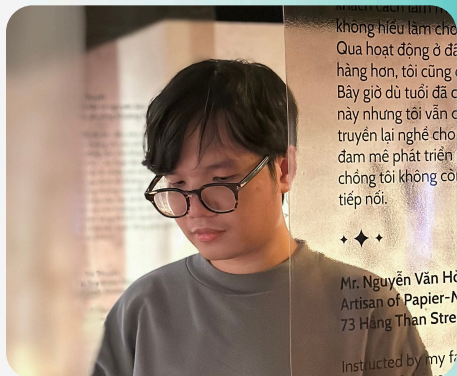




Angelo Phan, Brand & Product Design Lead

CONTACTS

yuhallegretto@gmail.com

+84 936 434 195

linkedin.com/yuhallegretto

PORTFOLIO

yuhallegretto.com

EXPERTISES

Brand Strategy	Product Design
UX/UI	Design Systems
UX Research	Accessibility

TOOLS

Adobe CC	Figma
Lyssna	Procreate
Jira	AI-Assisted Design Tools

EDUCATION

2014-2017

Nanyang Academy of Fine Arts (NAFA)

Illustration Design with Animation

OTHER CLIENTS I WORKED WITH

Wembley Medical JSC
MAAS EdTech
Nudieye
OI Aesthetic Clinic

EXPERIENCE

2024 - Present

KMS Technology

Senior Graphic Designer

- Maintained and evolved KMS brand guidelines and visual identity.
- Contributed UX/UI design and product improvements for internal tools.
- Conducted UX interviews and translated insights into actionable product recommendations.
- Collaborated with PO, BA and engineering teams across product sprints.

2024 - 2026

Selected Client: ANZ Shout For Good

Product Design Lead

- Led Shout 4.0 brand transformation and digital experience.
- Built scalable Figma design system with responsive, accessible UI.
- Led UX/UI across web, mobile, and internal products.
- Drove UX research and usability testing.
- Collaborated cross-functionally and mentored junior designers.

2020 - 2021

Übank by VPbank

Design Specialist

- Led visual design across social, CRM, OOH, and web.
- Developed campaign key visuals and launch event materials.
- Designed UX/UI concepts for mobile applications.

2019 - 2020

Grab

Payment / Marketing Designer

- Led brand design for GrabPay by Moca across key payment campaigns.
- Supported Grab rebranding and developed GrabPay brand guidelines.

2021 - 2024

NashTech

Senior Graphic Designer

- Led visual design across campaigns, events, and digital/print touchpoints.
- Created motion graphics and video content for the brand.
- Prototyped digital experiences and conducted user testing to improve UX.

2018 - 2019

Lazada

Content & Graphic Designer

- Created digital/print campaigns, banners, GIFs, and video content.
- Designed marketing assets for Seller Engagement, Acquisition, and Lazada University.