

CHLOE HIEN NGUYEN

BUSINESS OPERATOR & CREATIVE DIRECTOR

ABOUT

District 2, Ho Chi Minh City
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Creative director and business operator working at the intersection of Vietnamese craftsmanship, contemporary art, and luxury experience. 7+ years building purposeful brands alongside artisans and international houses. Applies strategic thinking with a balanced analytical and creative approach. Dedicated to bringing Vietnam's heritage to the global stage.



EXPERTISE

Creative Direction
Art Management
Experiential Marketing
Project Life Cycle Management
Cross-Functional Operations
Strategic Planning
Brand Development
AI Prompt Intergration

LANGUAGES

Vietnamese – Native
English – Advanced

EDUCATION

Hanoi University, BA English Department 2011 – 2015
Sogetsu Tokyo, Ikebana L1 (Yonkyu), Remote 2024

EXPERIENCE

Gallery Director (Art Programs) | Gate Gate Gallery, HCMC 2025 - Present

Deliver exhibitions, public programs and special events with artists and curators. Oversee art handling, installation and gallery operations; manage budgets, contracts and artist payments. Steward relationships with collectors, artists and cultural organizations.

Creative Director & Production Manager | Phung An Gift Boutique Agency 2019 - 2024

Created original gift box concepts and directed the design team from idea to finished product, working hand in hand with craftsmen through every stage of production. Led gifting activations, workshops and brand campaigns. Built partnerships with Louis Vuitton, Regent, Newtecon and M Village – 3,000+ gift sets annually, 5,000+ for Lunar New Year 2024.

Senior Marketing Planner | VCCorp, Hanoi 2017 - 2019

Planned integrated marketing campaigns and brand activations, including CSR initiatives with Samsung and Dentsu Redder.

SELECTED EXHIBITIONS

Vo Huynh Phu, *In Circulation* — Gate Gate Gallery 2026

Hai Hoang, *Intermission* — Gate Gate Gallery 2026

Bui Thanh Tam, *Christ, Buddha, and the Jigsaw* — Chillala House of Art 2025

Tran Minh Thai, *Walking in the Mist* — Gate Gate Gallery 2025

HIGHLIGHTED PROJECTS

Louis Vuitton Vietnam — Full Moon Gift Box 2025

A Mid-Autumn gift set in traditional lacquer — concept, sourcing and execution with LV's marketing team and Vietnamese artisans.

Tales By Chapter — Art Installation 2025

Hall installation for a fine dining Michelin Green Star restaurant; featured in Tatler and Robb Report.

Phung An x Royal Copenhagen — Workshop 2023

A flower workshop for 40 guests around a handcrafted bamboo lantern, joining product storytelling with event design.

Signature by M Village Tho Nhuom — Grand Opening 2024

200 welcome kits with leather and tie-dye artists — led from concept to delivery.

WeChoice CSR Project — My Sun · VCCorp, Samsung 2018

Rebuilt Tri Le 4 Primary School in Nghe An — short films, solar lighting, VR experiences and the "Tri Le Class" activation with Samsung and Dentsu Redder.