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EXECUTIVE SUMMARY

Design Director with 15+ years of international experience leading multidisciplinary teams across large scale hospitality, residential, and mixed use developments in Vietnam, Cambodia, Thailand, and Spain. Strong track record delivering 4 to 6 star hotels from concept to construction, working directly with global operators including Accor, IHG, Wyndham, Marriott, and Ascott. Experience managing complex masterplans up to 780 ha, supported by a design foundation shaped through six years within leading Japanese architectural practices. Recognized for strong design leadership, clear conceptual and technical vision, and for driving efficient design processes while maximizing team performance. Recipient of multiple international awards for hospitality architecture and design excellence. Brings direct experience embedded within developer organizations, managing international design consultancies from the client side.

CORE STRENGTHS

Strategic vision	Executive level presentations	Negotiation skills
Team performance	Operator management	Strong concept development
Multidisciplinary coordination	Behavioral communication	Technical design oversight

PROFESSIONAL EXPERIENCE

KUME DESIGN ASIA - Ho Chi Minh City, Vietnam

2020 - Present (until Mar 2026)

Design Manager

Sole design authority within the organization, no Design Director above. Full design operations led as de facto Design Director; corporate structure at Japanese HQ reserved the title to Japanese nationals.

- Overall design leadership across architecture, interior and landscape for 4 to 6 star hospitality and residential developments.
- Direct supervision of up to 80 professionals, structured through discipline chiefs and project leaders.
- Full design cycle involvement from concept through technical design and construction for key hotels: Novotel Phan Thiet, MGallery Ho Tram, Intercontinental Ever Pine Valley, Mövenpick Phan Thiet, Wyndham Garden Van Don.
- Delivery of operational hospitality assets and large scale masterplans of up to 780 ha.
- Senior level presentations and direct coordination with operators, investors and key stakeholders.

APEC GROUP - Hanoi, Vietnam

2018 - 2020

Concept Design Leader

- Led the internal design division within a developer organization, managing external design consultancies and aligning design output with developer priorities.
- Concept leadership for 4 to 5 star hotels, residential towers and masterplans up to 408 ha.

ICCI - Hanoi, Vietnam

2016 - 2018

Team Leader - Concept Design

- Concept leadership for residential towers of up to 40 floors, mixed use complexes and facades.

DOUL INTERNATIONAL - Hanoi, Vietnam

2016

Architectural Concept Designer

- Concept design for hospitality, F&B and beachfront developments.

DAVID LESCHINSKI ARCHITECTURE - Spain

2011 - 2016

Founder & Lead Architect

- End to end design and management of luxury villas up to 600 m² from concept to construction.

SELECTED PROJECTS - STAR PORTFOLIO

Wyndham Garden Van Don - 5 Star, Vietnam

Design Manager · Hotel + 140 villas · Concept to Construction · Operational

Mövenpick Phan Thiet - 5 Star, Vietnam

Design Manager · Concept to Construction · Operational

Novotel Phan Thiet - 5 Star, Vietnam

Design Manager · Concept to Construction

Asia Pacific Property & Hotel Award 2025

MGallery Ho Tram - 5 Star, Vietnam

Design Manager · Concept to Construction

Marriott Binh Thien - 6 Star Resort, Vietnam

Design Manager · Concept to Basic Design

VMark Vietnam Design Golden Award 2025

One PP Phnom Penh - 6 Star, Cambodia

Design Manager · Concept to Basic Design · Delivered to local architects

Intercontinental Ever Pine Valley - 5 Star, Dalat

Design Manager · Concept Support through Technical Development

In collaboration with Kengo Kuma & Associates

Golf Clubhouse Novaworld - Phan Thiet, Vietnam

Design Manager · Concept to Construction · Operational

AWARDS & PUBLIC VISIBILITY

Awards

- Asia Pacific Property & Hotel Award 2025-2026 - Best Hotel Architecture Vietnam (Novotel Phan Thiet)
- VMark Vietnam Design Golden Award 2025 - Best Hospitality Design (Marriott Binh Thien 6 Star Resort)
- BCI Top 10 Awards - 2021, 2022, 2023

Talks & Speeches

- VMARK Design Voices (2024)
- VMARK Best Hospitality (2025)
- Visionaries Award Event (2025)
- The Art of Architecture Talkshow (2025)

EDUCATION

- Master's Degree in Architecture - Polytechnic University of Valencia, Spain
- Erasmus Programme - ZUT Szczecin, Poland

LANGUAGES & SKILLS

- Spanish, Russian (native) · English (fluent) · Catalan (intermediate)
- AutoCAD, Rhino, 3ds Max, SketchUp, Photoshop, Revit, Premiere
- Core Skills: design leadership · coordination · operator management · executive presentations