

# Nhi Nguyen

Multi-disciplinary Graphic Designer

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## Education & Affiliation

### Drexel University

Philadelphia, PA

Bachelor of Science in  
Graphic Design, June 2021  
Minor in Film Studies  
Cumulative GPA: 3.95

**AIGA** | Philadelphia Chapter  
Contributing Member

## Skills

### Adobe Creative Suite

Photoshop, Illustrator, InDesign

### Illustration

Adobe Fresco, Illustrator on iPad

### Animation

After Effects, Greensock

### Photo & Video Editing

Lightroom, Premiere Pro

### User Interface Design

Sketch, Figma, Adobe XD

### Programming Languages

HTML, CSS, SCSS, Javascript

### Workflow

Google Suite, Microsoft Suite,  
Dropbox, Asana

## Awards

Westphal Portfolio Scholarship  
Presidential Scholarship  
Dean's List, Fall 17 - Present

### GDUSA 2020 America

#### Graphic Design Awards:

*Student Design (Typography Poster)*

#### Creative Quarterly #62

**Selected Winner:** *Graphic Design:  
Student (Typography Poster)*

## Experience

### Vice President, Senior Showcase Art Director

07/2020 - Present

*Drexel's Graphics Group* | Philadelphia, PA

- Coordinate with 3 officers and faculty to organize a virtual showcase for 30 students
- Orchestrate 4 designers to develop a unique brand identity and visuals for the showcase
- Organize and create brand assets (brand guidelines, master assets and logo document)
- Produce an innovative Instagram social media marketing campaign where the 3x3 grid interacts with the branding system
- Redesign the showcase website user experience, enhancing its ability to promote graduating seniors to potential employers

### Junior Graphic Designer

09/2019 - 03/2020

*Dedica Group* | New York, NY

- Developed unique art direction and graphics combining brands' visual elements and languages for brand partnership campaigns
- Designed and storyboarded engaging Coca-Cola Freestyle Digital UI screens
- Expanded branding systems to design innovative digital and print deliverables including: collateral, restaurant menu, website
- Built data visualization, pitch presentations, and email templates for clients

### Freelance Web Designer

12/2019 - 03/2020

*Fountain Beverage Co.* | New York, NY

- Designed the product's Splash Page from the brand identity by Pentagram
- Conceptualized a comprehensive Shopify experience for the product: Home, Shop, Cart, including website animations and mobile responsive UI
- Adapted and evolved the original brand visuals to be suitable for website design and market the product values better
- Pitched 2+ creative solutions to clients for each website

### Graphic Designer

06/2017 - 09/2017, 06/2018 - 09/2018

*Kenh14.vn* | Vietnam

- Visualized and designed banners, typography and illustration for e-magazine articles, creating captivating digital reading experiences
- Collaborated with illustrators to build complementary graphics for e-magazine articles
- Researched the article's subject to develop the best visual solution for its content

### Design/Media Lead, Art Director

02/2017 - 05/2017

*Made In 12: Tram A* | Hanoi-Amsterdam High School, Vietnam

- Managed a team of 5 designers to visualize the event's brand identity and assets
- Designed the yearbook with a unique pop-up page and executed pre-press preparations
- Coordinated with the Logistics team to build the Graduation countdown art installation
- Oversaw the media team photographing and filming during events. Directed, filmed and edited evocative video publications
- Crafted meaningful content for social media marketing campaign, reaching more than 13,600 people total