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# THAI NGUYEN

## GRAPHIC DESIGNER

SEEKING A SENIOR DESIGNER OR ART DIRECTOR POSITION

### EDUCATION

#### UNIVERSITY OF CALIFORNIA, IRVINE

B.A. Film & Media Studies; Asian American Studies 2011

### GRAPHIC DESIGN CAREER | SEPTEMBER 2009 - PRESENT

#### GLOBAL WORKFORCE

Graphic Designer | September 2013 - Present | Westminster, CA

##### LEXOR INC.

- Dictated art direction and designed quarterly 32-page direct mail catalog and quarterly direct mail reinforcement postcard/tri-fold sent out to 92,000 salon owners
- Directed and designed marketing signage and collateral such as pop-up banners, hanging banners, sell sheets, table tents, and window clings
- Assisted in organizing and executing product photo-shoots
- Maintained & organized digital assets and artwork

##### ECOJET

- Directed art and design for Ecojet MD Jet Retail & Wholesale packaging
- Designed retail packaging for Ecojet's Disposable Liner
- Produced Ecojet's brand guidelines
- Provided Art Direction and designed Ecojet flyers targeting distributors and retailers
- Developed retail & marketing visual language for "For Clean, Choose Green" campaign
- Designed window clings, tent cards, and stationery items for the "For Clean, Choose Green" campaign

##### CHEZ NAILS

- Conceptualized, designed, and directed Artwork for Chez Nails branding
- Developed identity and visual language of Chez Nails Brand in collaboration with product/industrial designer
- Produced Chez Nails brand guidelines

##### LAC LONG CO., LTD.

- Designed the UI and UX for LacLongLtd.com
- Developed art direction and design for trade show catalog

#### DESIGNED BY THAI

Freelance Graphic Designer | Mar 2012 - Present | Santa Ana, CA

##### O&T WEDDING

- Designed key art and layouts for invitations, stationery, menus, and social media pieces
- Implemented custom Snapchat geofilter in strategic locations

##### PROPELLER LABS

- Illustrated and digitized set of twelve avatars and four life scenes for the onboarding of social media platform Gimee

##### BERGWIND GROUP

- Designed logo, business card, and stationary suite for online marketing start-up

#### SAIGON BROADCASTING TELEVISION NETWORK

Graphic Designer | Nov. 2012 - Sep. 2013 | Garden Grove, CA

- Rebranded four shows with a more modern look and designed newspaper advertisements for those shows
- Developed logos and title sequences for three new T.V. shows including "Healthy Living with Calvin Trung," "The Giang Ngoc Show," and "Weekend Gifts"
- Reduced printing expenses for all collateral by an expected \$10,000 for the 2013 year

#### NON SONG MAGAZINE (VOLUNTEER)

Graphic Designer | Sep. 2009 - Jan. 2013 | Garden Grove, CA

- Modernized the visual style and layout of the magazine
- Dictated art direction for 2010, 2011, 2012, and 2013 editions
- Supervised a team of four graphic designers in designing layouts for 2010 and 2011 editions

### TECHNICAL SKILLS

PHOTOSHOP

ILLUSTRATOR

LIGHTROOM

INDESIGN

WORD

ACROBAT

PHOTOGRAPHY

BRANDING

TYPOGRAPHY

PACKAGING

HTML

CSS

### SOFT SKILLS

PUBLIC SPEAKING

LEADERSHIP

DECISIVENESS

TEAM ORIENTED

COMMUNICATION

PRESSURE