Thao Mai Nguyen

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ABOUT

Graphic Designer

Living, working, & playing in Seattle, Washington.
Color-codes her Google calendar.
Enjoys the process.

EXPERIENCE

Digital Designer, Ads & Marketing
Dagne Dover
2021-2026

Conceptualized, created, and led all advertising and general marketing campaigns. Maintained brand consistency in creatives across e-mails, paid ads, store signage, packaging, event collateral, presentation decks, out of home, and point of sale.

Led and oversaw design for multiple successful seasonal campaigns. E.g., Fall/Winter, Spring/Summer, all promotions and sales, Black Friday/Cyber Monday, and Holiday. Collaborated with Product, PR, Wholesale, and other cross-functional teams for all internal and external design needs.

Liaison between the Dagne marketing team and digital advertising partners. Championed A/B testing and tracked results. Streamlined design processes and restructured file organization for efficiency and easy access and retrieval. Presented frequently to key stakeholders, explaining briefs and designs in concise and understandable terms.

Graphic Designer
University of Houston
CreationStation
2019-2021

Designed and produced marketing campaigns, brand assets, vinyl installations, and other printed material in-house for university departments and student orgs.

Restructured existing project management system and design processes and onboarded designers and clients to Basecamp 3.

Managed routine maintenance for large format printers, digital copiers, vinyl cutter, hydraulic paper cutter and other machines. Completed daily administrative tasks and assisted in hiring, training, and supervising 6+ student employees.

Graphic Designer
LIMB Design
2018-2019

Contributed to numerous projects from conception to execution, with a heavy focus on branding and identity development, conference/event design, editorial layouts, and e-mail marketing.

EDUCATION

University of the Incarnate Word
2018

B.F.A. in Graphic Design
Minor in Art History

TECHNICAL SKILLS

Adobe Creative Cloud — Illustrator, InDesign, Photoshop, Premiere Pro, Acrobat
Google Workspace — Gmail, Calendar, Drive, Docs, Sheets, Slides, Meet
Microsoft Office 365 — Outlook, Teams, Word, PowerPoint, Excel

Figma — Pre-Press & Print Production
Klaviyo — Windows & Mac OS

ADDITIONAL LANGUAGES

HTML — Morse Code
CSS — Vietnamese

NOTABLE ACCOLADES

AAF — American Advertising Awards
ACUI — Steal This Idea
AIGA Blue Ridge — Flux Student Design Competition
AIGA Mississippi State University — GLITCH National Student Competition & Show

OTHER INTERESTS

Dance Dance Revolution — National parks
House plants — My dog Juniper

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