

experience

Philadelphia, PA
2022 - Present

MOST CONSULTING GROUP | Lead Web Designer & Graphic Designer

- + Spearhead a diverse array of web and graphic design initiatives to clients across industries
- + Implement user-centric design methodologies, integrating user research, wireframing, and prototyping to optimize user experiences
- + Develop 15+ user-friendly responsive web products by utilizing Wordpress Elementor and HTML5/CSS3/Javascript

Fountain Valley, CA
2022 - 2023

VIETNAMESE FILM FESTIVAL | Event Identity Designer

- + Formulated comprehensive brand guidelines and executed a unified event identity package for the 20th anniversary of Viet Film Fest
- + Ensured consistent and impactful branding across all touch-points, elevating the event's visibility and attracting national and international attention, while maintaining a strong connection to the festival's rich history and heritage

Philadelphia, PA
2021 - 2022

ANTOINETTE WESTPHAL COMAD | GD 2022 Senior Show Digital Showcase Director

- + Orchestrated a 6-member team to conceptualize and execute a responsive virtual exhibition via Webflow
- + Collaborated closely with faculty members to gather data from 50+ participants and establish a robust CMS for the showcase website
- + Meticulously managed and optimized the showcase site for 12 months post-launch, ensuring high website speed and accessibility

Philadelphia, PA
2020 - 2021

MILKCRATE TECH LLC. | Digital Product & Graphic Designer

- + Designed prototypes, wireframes, and assets for 10+ NGO clients' web applications and user-facing mobile applications
- + Utilized JSON to address clients' support requests on mobile products, encompassing UI design and in-app feature enhancements
- + Conducted regular platform tests via TestFlight and contributed to bug fixes for pre-launch mobile products and sprint updates
- + Actively engaged in stakeholder interviews to drive UX design strategy for both new and existing client mobile products

education

Seattle, WA
Starting 2024

UNIVERSITY OF WASHINGTON

Master of Science | Human Centered Design & Engineering

Philadelphia, PA
2022

DREXEL UNIVERSITY | Magna Cum Laude

Bachelor of Science | Graphic Design

Minor: User Experience & Interaction Design, Fine Arts

Certificate of Proficiency in Japanese

skills

Adobe Creative Suite
Figma | Sketch |
Webflow | Wordpress |
Squarespace

HTML | CSS | Javascript
UI/UX Design
Identity Design
Editorial Design
Exhibition Design
Motion Graphics

recognition

GDUSA 2022 PACKAGE + PRINT DESIGN AWARD, Nominee

GDUSA 2020 WEB DESIGN AWARD, Nominee

DREXEL UNIVERSITY DEAN'S LIST | 2018 - 2022

WESTPHAL PORTFOLIO SCHOLARSHIP | 2018 - 2022

Vietnamese
English
Japanese