

CURRICULUM VITAE

Hoanglan LaLa Nguyen Print·Exhibit·Web Graphic Designer

{Profile}

I am writing to express my interest in your position as a Print/UI Designer. Review of my credentials will show that I come to you with a background you will find unique and distinctive among your applicants. With more than 15 years of professional experience working in diverse industries such as online education, finance, nonprofit, public sector, health care, music and film, just to name a few.

Utilizing my design background, I have been in various high profile projects ranging from rebranding internal and external corporate communication collateral to revenue driven marketing campaigns. Using data from Google analytics, I developed wireframes, comps and successful web sites, including assets used within social media campaigns, following the company's brand.

The past five years I have been contracted to work with varied organizations such as the County of San Diego, Kaiser Permanente and IDriveSafely. This has afforded me the ability to exercise political sensitivity working with different jurisdictions, municipalities, and a variety of stakeholders while developing internal and external communication materials that represents all organizations involved.

My career objective is to work in a challenging environment where I can utilize my diverse design experience and creativity to enhance the image of a reputable organization. I am confident my creative skills, versatility, speed and experience will be a great asset to your team. As such, I welcome the opportunity to meet with you to discuss your goals and share my ideas. You can check out my work at www.hoanglandesign.com. Thanks, and I hope to hear from you, soon.

Hoanglan Nguyen
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{SOFTWARE}

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Acrobat
- Microsoft Office Suite
- Quark Express
- Adobe Dreaweaver
- Final Cut Pro

{SKILLS}

- Html/CSS/Javascript
- MAC/PC Platforms
- Project Management
- Technologically savvy
- Successful problem solver
- Team-Player

{EDUCATION}

Bachelor of Science: Media Arts:
Platt College

AWARDS & EXTRA CURRICULAR

IABC- Gold Best Publication
IABC- Bronze Best Periodical
Improvement
Austin Graphic Designers of America-
Award of Excellence 2002, 2004
LCRA- Most Innovative Designer

ARTNFILE DESIGN | San Diego, California

Graphic/UI Artist {2006 | Present}

Designed and produced various marketing and business materials on behalf of various clientel which includes but not limited to:

- UI Design/UI Components: menus, assets, inventory, etc.
- Microsites
- Email Marketing
- Animated/Static Web Banners
- Social Media Landing Pages/Giveaways
- Marketing/Public Relations Materials
- Corporate Communications Collateral
- Annual Reports
- CD-ROMS
- Catalogs/ Product Guides/ Training Manuals
- Trade Show Exhibits
- Monthly Fash Reports/ One Sheets
- Multi-color publications
- Presentation Pitch Books
- Financial Reports and Charts
- Power Point Presentation
- Credit Card Face Designs

CLIENTS:

- I Drive Safely
- County of San Diego Parks and Recreation
- Kaiser Permanente San Diego
- Freeman Investment Management
- King Schools, Inc
- Teacher's Teach
- TAC Financial
- Kaching
- Surepay
- Arydss
- Zrill
- Blue Casa
- Set In Stone
- Axeus
- San Diego Modular Design

LOWER COLORADO RIVER AUTHORITY | Austin, Texas

Graphic Designer {2001 | 2006}

Developed visual marketing and informational materials to achieve high levels of professionalism and to emphasize appropriate corporate identity and branding messages while working with various stakeholders

- 2005 IABC/Austin Bronze Quill Reward
- Successfully managed, designed and produced all phases of design for award winning monthly newsletter from concept to print
- Designed and produced all marketing and public relations collateral for various business departments, including Renewable Energy, Power, Corporate Communications, Green Initiatives, Water Conservation, Education and Recruiting.
- Teamed with the Creative Director to design catalogs, magazines ads, annual reports, newsletters, manuals, corporate identity systems, promotional materials, three-dimensional displays, Large-format banners and posters.
- Collaborated with various departments leads, editors, photo researchers, production, and electronic production staff throughout all stages of project development.
- Worked with team leads to create and streamline workflow processes for projects and actively participated in problem solving meetings while consistently met critical deadlines, maintained budget, and reduced costs by prioritizing project needs.
- Produce and format computer files and print outs for submission to printers upon arrival/release of jobs

QWEST RECORDS | Burbank, California

Project Manager/Graphic Designer {1998 | 2001}

Worked with the marketing department in the development of individual musician's visual brand. Designed and produced materials for artists' marketing campaigns collateral.

- Collaborated with the marketing director to develop and design advertisement initiatives for high profile musicians such as The Clayton Brothers and Quincy Jones & Count Basie
- Coordinator for Qwest Records art department while serving as liason between Warner Music Group and Qwest Records
- Responsible for developing upcoming artist brand identity and marketing materials for grassroot campaigns
- Coordinated and managed talent photoshoots and music video productions
- Worked with various stakeholders such as vendors, clients, directors and creative talents
- Managed projects from conception to final production

METRO-GOLDWYN-MAYER | Santa Monica, California

Concept Designer {1998 | 1997}

Read screenplays/film scripts and produced 60+ thumbnail-sketch comps. Worked with illustrators and storyboard artists to develop key art comps.

FILMS: •Stigmata •Super Dave •The Abyss