LACIE NGUYEN
Graphic & Visual Designer

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Profile

A third year Interactive Art and Technology student strives to create and improve visual branding and digital experience through human-centred designs. Experienced in graphics design, sketching, and visualizing content to best serve users and their needs.

Skills

Design
Sketching
Illustration
Visual Branding
Interface Design
Interaction Design

Process
Research
Ideation
Wireframing
Prototyping
Testing

Tools
Photoshop
Illustator
InDesign
Figma
XD

Design Experience

Graphic Designer
Volunteer – SFU LYFE

September 2021 – Present

- Collaborating with a marketing team of 5 members including VP of Marketing and social media coordinators.
- Designing graphics for social media posts and stories based on the branding guideline by using Photoshop, Illustator and Figma, which increases followers on Instagram.

Illustrator
Freelance – Bonheur

November 2020 – October 2021

- Communicated with the stakeholder to create visualization for social media posts based on the branding color.
- Created illustration and story highlights for Instagram by using vector on Figma and drawing on Procreate.

Other Experience

Orientation Leader
Volunteer – Fraser International College

September 2021

- Supported a group of 20 new college students to adapt to the new academic environment by organizing team-building activities to connect them together.
- Operated a campus tour to for the new students which helped them know where to find academic resources or support.

Projects

Graphic Designer
Graphic Design Course

September 2019

- Coordinated with my partner to create a branding guideline for a conceptual perfume company.
- Created the company's logo by considering the graphical connotation, scalability, and form.
- Designed the letterhead and business card while following the branding guideline.

Graphic Designer

Graphic Design
Course

September 2019

- Designed a magazine spread of a conceptual travel magazine by using InDesign and design elements like grids, margins, and white space to keep a consistent flow between the pages.
- Made graphics and edited images for the magazine spread using Photoshop and exported the files to InDesign.

Graphic Designer

Design Communication and Collaboration Course

Spring 2021

- Collaborated with 4 team members to create 5 informative posters for a conceptual plagiarism poster campaign for Simon Fraser University (SFU) students.
- Designed the posters by following SFU's branding colour palette and keeping a consistent style across the posters.

Motion Designer

Digital Image Design Course

Spring 2021

- Created a storyboard and sketched out the arrangement and composition of typography for a kinetic typography video on ProCreate.
- Animated the typography-focused lyric video by using AfterEffects to animate the typography and graphics so that they match the audio's pace and tone.

Web Designer

Web Design and Development Course

Spring 2022

- Designed a style guide and a full responsive website that has a complete purchase process for a conceptual furniture store by creating mockups in Figma.
- Collaborated with my teammate to code the website by using front-end programming languages like HTML, CSS and JavaScript.

Education

Bachelor of Arts, Interactive Arts and Technology Publishing Minor

Simon Fraser University

January 2021 – Expected graduation: June 2024

Communication, Art and Technology

Fraser International College

Septermber 2019 – December 2020