
PROFESSIONAL SUMMARY

Highly skilled and experienced technical professional with proficiency in UX/UI design, web design, programming languages, and reporting/visualization tools. Skilled in SQL and SAS for generating statistical reports and analysis, improving webpage blueprints with HTML, CSS, and JavaScript, and boosting membership and engagement through successful marketing campaigns. Holds a bachelor's degree in business with a major in Economics, as well as certifications in graphic design and digital product design. Currently enrolled in a computer programming and plans to pursue further education.

SKILLS

- **Technical Tools**
UX/UI: Photoshop, Canvas
Web Designs Tools: HTML, CSS, SASS, JavaScript, ReactJS, Bootstrap, GitHub
Databases: SQL Server, MySQL.
Application packages: MS Office (Word/Excel/Access/PowerPoint)
Programing language: C++
- **Reporting and Visualization:** Reporting and Visualization: PowerPoint, and Excel

VOLUNTEER EXPERIENCE

Graphic Designer

June 2023 - Present

*Trauma Practice for Healthy Communities****Toronto, Canada***

- Collaborated with the Trauma Practice team to understand their design needs and goals.
- Created visually appealing and engaging graphics for Trauma Practice's marketing materials, including brochures, flyers, social media posts, and website graphics.
- Designed and developed visual elements for Trauma Practice's online presence, such as website banners, icons, and infographics.
- Ensured consistent branding and messaging across all design materials.
- Incorporated feedback from the Trauma Practice team and made necessary revisions to designs.

Social Media Manger

June 2023 - Present

*Parents Against Driving High****Toronto, Canada***

- Manage and oversee the social media presence of Parents Against Driving High, an advocacy organization focused on raising awareness about the dangers of driving under the influence of drugs.
- Create engaging and impactful content for all social media channels, including Facebook, Twitter, and Instagram.
- Develop and implement a comprehensive social media strategy to effectively reach and engage the target audience.
- Design visually appealing graphics and animations to enhance the organization's social media posts and campaigns.
- Monitor social media trends and stay up to date with industry best practices to optimize the organization's social media efforts and work closely with the team to align social media content with the organization's goals and objectives.

RELATED PROJECTS

Data Analysis Training Program

- Analyzed databases and generated statistical reports using SQL and SAS, including customer retention analysis and prediction models to drive strategic optimization.
- Produced compelling visualizations and reports using Tableau, Power BI, and Visio, involving charts, tables,

and graphs to track updates and monitor marketing performance.

- Contributed to a successful recommendation to raise interest rates, resulting in increased revenue and profitability.
- Improved webpage designs using HTML, CSS, and JavaScript with separate image folders and SASS for faster navigation.
- Utilized Bootstrap and custom libraries to create page layouts with Ven box and Animate effects.

International student Associate Leader

- Increased engagement with effective marketing campaigns across websites, social media, and email.
- Improved event planning and cost tracking with budget forecasting and tracking.
- Enhanced efficiency by creating reports and event calendars using Outlook and Excel.
- Conducted market research surveys via Survey Monkey and analyzed data for informed decision-making.

EDUCATION

Computer programing Diplom

Seneca College

January 2023 - August 2024

Toronto, Canada

Bachelor of Economics, Class A Graduate

April 2017 - March 2021

Ryutsu Keizai University

Chiba, Japan

Digital product design: HTML, CSS, JS, SASS, Bootstrap, GitHub

April 2021- December 2021

CyberLearn

Online

Graphic design - Digital filmmaking: Photoshop, final cut pro

September 2013- July 2014

FPT Arena Multimedia

Hanoi, Vietnam