

Designer

925-698-3560

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Portfolio: behance.net/ynhihoang
linkedin.com/in/ynhihoang/

NHI HOANG

Highly passionate and detail-oriented design professional with expertise in product research, analytical thinking, and end-to-end development. Possesses a strong problem-solving aptitude and a deep belief in the principles of user-centered design and usability.

JOB EXPERIENCE

FEB 2022 - April 2023

PRODUCTION DESIGNER

MAGENTA-INC.

- Led branding and product development initiatives for numerous collaborative projects with various licensing partners at Magenta.
- Pioneered the successful launch of innovative collaborative projects and seasonal merchandise offerings.
- Performed comprehensive market and user research to gain insights into consumer demographics, resulting in the creation of impactful and unforgettable designs.
- Crafted bespoke typography sets to drive branding development efforts.

APR 2021 – FEB 2022

JR PRODUCTION DESIGNER

MAGENTA-INC.

- Produced precise production art files for product sampling and manufacturing, optimizing efficiency by minimizing the need for revisions and resampling. Project responsibilities encompassed a wide range of deliverables, including product renderings, physical mock-ups, packaging designs, presentation tools, and marketing materials.
- Offered design expertise and branding guidance for products during presentations and buyer pitches, ensuring a compelling and cohesive visual identity.
- Developed visually appealing infographics, comprehensive Tech packs, and persuasive sell sheets to be distributed to buyers, collaborative artists, and manufacturing partners.

NOV 2018 – MAY 2019

WORKSHOP INSTRUCTOR AND COORDINATOR

SFSU INDUSTRIAL DESIGN STUDENT ASSOCIATION

- Led a workshop geared toward industrial design students on rapid visualization, product ideation, and Adobe Suite applications.
- Developed lesson plans to help build individual skills.
- Developed plans based on the students' academic goals.

JUL 2016 – SEP 2016

DIGITAL DESIGN INTERN

OAKLAND DIGITAL ARTS & LITERACY CENTER

- Successfully launched BRIDGEGOOD Website by accelerating launch alongside a team of 10 talented designers, and leading debugging initiative.
- Designed Iconography, annotated wireframes, and design guides for websites, mobile applications, and booklets.

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- Board local businesses onto the platform to provide for their digital literacy, presence, and design needs.
- Conducted user research to understand target audience needs and provide a solution.
- Designed and published a billboard based on inclusivity in Oakland, California.

SKILLS

3D-Modeling Software Proficiencies: Solidworks, Keyshot, Autodesk Fusion 360, AutoCAD

Software Proficiencies: Adobe Photoshop, Illustrator, Indesign, Dreamweaver, Adobe XD

Hardware Proficiencies: Model Making, 3D-printing, Mold-making, Laser Cutting, CNC, Magazine Binding

EDUCATION

Bachelor of Science in INDUSTRIAL DESIGN

SAN FRANCISCO STATE UNIVERSITY

LANGUAGES

English: Native

Vietnamese: Advanced