

<u>Education</u>	2022–2026	Parsons School of Design <i>Bachelor of Fine Arts in Communication Design</i>
<u>Experience</u>	FEB 2024– PRESENT	Freelance Graphic Designer <i>Mia Lorelei</i> Designed primary promotional artwork for an EP debut, created to attract audiences on Instagram Researched trends within artist's niche to ensure that the work aligns seamlessly with their aesthetic  <i>9th St. Groove</i> Designed promotional artwork for a concert announcement, tailored for Instagram audiences Analyzed prevailing trends within artists' niches to deliver expert pitch decks Collaborated seamlessly with artists and implemented actionable feedback
	OCT 2023	Branding Designer <i>Chismosi</i> Crafted a logo that embodies the collective's cultural values and overarching objective Implemented feedback and created multiple iterations to refine the design and meet project specifications
	JUN 2023	Branding Designer <i>Serenata Designs</i> Designed a logo that embodies the brand's aesthetic, prioritizing visual harmony with its identity Ensured the logo's versatility across various platforms, maintaining its visual integrity in various mediums, including images and videos
	JUN 2021– APR 2022	Director of Public Relations <i>The Anthurium Project</i> Oversaw Instagram management and cultivated a distinct brand identity Employed technology and social media platforms to increase audience engagement, resulting in a 400% increase in follower count Conducted weekly meetings and supervised a multi-disciplinary team comprising of writers, editors, and PR managers
<u>Exhibition</u>	MAR 2024	Spitting Image Art Book Fair
<u>Skills</u>	Adobe Suite	Photoshop, Illustrator, InDesign
	Coding	Github, Sublime Text, Glitch HTML, CSS, Javascript
	Skills	Data analysis, project management, time management and organization, communication skills, leadership and team management, attention to detail
	Languages	Mandarin, Vietnamese