

Phuong (Tina) Xing

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PROFESSIONAL EXPERIENCE

Editorial & Design Contractor

Matthias Media, Sydney | 2021 - 2023

- Collaborated with authors, editors, and marketing teams to ensure final products aligned with audience needs and the publisher's mission.
- Designed and laid out book covers and interior pages, ensuring high editorial standards.
- Typeset manuscripts using industry-standard software (InDesign, Photoshop), preparing files for print and digital release.
- Ensured materials met accessibility, branding, and publication quality guidelines.

Design Contractor

The Distillery, Sydney | 2021

- Contributed to the layout design and typesetting of professionally printed yearbook publications, ensuring consistency with brand and client guidelines.
- Trained in and actively used Adobe InDesign to produce visually engaging, typographically sound layouts.
- Applied design principles and formatting techniques to deliver clean, high-quality multi-page documents.

Marketing and Design Officer

Sparx Lab, Sydney | 2018 - 2021

- Designed and produced a wide range of branded materials, including advertisements, videos, magazine spreads, product packaging.
- Created cohesive marketing content across print and digital platforms to support brand consistency for both the lab and its sub-brands.
- Developed and executed a magazine advertisement campaign that led to a measurable increase in sales of a denture product, demonstrating the impact of strategic visual communication and messaging.
- Worked collaboratively with internal and external stakeholders to align design deliverables with business objectives.

EDUCATION

UNSW, SYDNEY, 2024

Masters of Teaching (Primary)

UNSW, SYDNEY, 2021

Bachelor of Design

SKILLS

Adobe Creative Suite

Proficient in Photoshop, InDesign, Illustrator, and After Effects.

Able to produce multimedia content for both print and digital platforms.

Front-End Web Development

Skilled in HTML and CSS with a foundational understanding of responsive design and user experience principles.

Communication & Collaboration

Effective communicator with cross-functional teams including editors, educators, marketers, and authors. Adaptable in fast-paced creative and educational environments.

PROFESSIONAL DEVELOPMENT

Front-end Web Development, 2020

General Assembly Certification

Completed hands-on training in HTML, CSS, and visual design for responsive web development.

REFEREES

Available upon request.

OTHER RELEVANT EXPERIENCE

Casual Teacher

NSW Public Schools | 2025 - Present

- Created a supportive, inclusive classroom culture that prioritised student wellbeing and engagement.
- Planned and implemented differentiated learning programs in accordance with NSW syllabus outcomes.

Full-time Primary Classroom Teacher

Marsden Park Anglican College | 2024 - 2025

- Designed the logo emblems for the school houses, which were featured on t-shirts, posters, and banners, enhancing school spirit and community identity.
- Collaborated with colleagues, support staff, and parents to improve student learning outcomes.