



madeline nguyen

GRAPHIC DESIGNER & ILLUSTRATOR

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## education

**Drexel University** \ 2018 - 2022

Bachelor of Science in Graphic Design  
Minor in User Experience and  
Interactive Design

**Cumulative GPA 3.96**

## skills

### Art & Design Skills

Brand Identity  
Package Design  
Publication Design  
Web Design  
UX/UI Design  
Motion Design  
Fine Arts/Digital Illustration  
Photography

### Technical Skills

Adobe Creative Suite  
Illustrator | Photoshop | InDesign | Lightroom | After Effects  
Figma/ Sketch  
HTML5/SCSS  
Clip Studio Paint/Fresco/ Procreate  
Microsoft Office

### Language Skills

Fluent in English and Vietnamese  
Conversational level Korean  
Basic knowledge of Japanese

## honors

**Design Excellence Award Nomination**  
\ 2019

**Dean's List**

\ 2018 to Present

**Founder's Scholarship**

\ 2018 to Present

**Drexel Portfolio Scholarship**

\ 2018 to Present

## experience

**Night Kitchen Interactive, Philadelphia, PA**

**Graphic Design Intern** \ March 2020 - September 2021

- Conducted research and worked in a team to come up with a visual language, graphics, and prototypes for several educational interactive exhibitions for the Smithsonian Museum of Natural Science.
- Collaborated with animators and developers to create storyboards and animation assets including illustrations, graphics, and icons based on the client's brand guidelines.
- Led Night Kitchen's social media art direction by designing reusable templates for Instagram, Twitter, and company newsletters.
- Designed products and managed two e-commerce sites using Wordpress, Woocommerce, and Squarespace.

**Crabit Notebuck, Hanoi, Vietnam**

**Freelance Designer & Illustrator** \ December 2017 - January 2018

- Conceptualized character designs and created illustrations for a children's spot-the-difference book based on team's input.
- Researched target audience and competitors to develop a unique visual language for promotional content.
- Developed a social media marketing strategy with the team to promote the company's product releases.

## activities

**Westphal College of Media Arts and Design, Philadelphia, PA**

**Senior Showcase Branding Committee Officer** \ Winter 2022 - Summer 2022

- Coordinated with class officers and faculty members to conduct research and create key graphics, logo, brand guidelines, and social media content for the senior showcase of 54 students.
- Collaborated with team members to develop the most suitable art direction with assets and templates for other committees' work and future use.
- Attended weekly meetings to discuss and assist in team organizing and media planning, including marketing, booklet and web design direction.

**The Academy of Natural Science & Drexel University, Philadelphia, PA**

**Graphic Designer & Illustrator** \ Spring 2022

- Worked in a team of four people to illustrate and design a 12-page coloring book for the academy's exhibition opening event within a quick turn-around.
- Developed the book cover concept and layout based on the academy's existing brand guidelines and the exhibition's theme.
- Proposed, presented, and revised ideas based on team's input.

**Drexel Korean Pop Club, Philadelphia, PA**

**Graphic Designer** \ Fall 2019 - Fall 2021

- Collaborated with team members to create a series of event posters and banners for multiple social media platforms.
- Designed logo and branding templates for future graphic design works.
- Recorded videos and took photographs during events.

References available upon request.