

Nancy Hsieh
–Graphic Designer

I am a creative thinker with a strong interest in art, design theory, typography, and current issues. In my design practice, my goal is always to create beautiful, functional products that people want to see and use every day. The design must be intelligent, practical, and withstand the test of time.

Experience

Graphic Designer

The Contemporary Austin Museum 2019 (remote)

After taking a hiatus for family, I had the privilege of working one-on-one with the lead designer to complete projects ranging from ad design, museum printed materials, and signage to digital newsletters and web design. I learned about incorporating and creatively working within an established brand identity, as well as the daily routines involved in working in an educational and cultural institution.

Graphic Designer

Hyphen Magazine (Oakland) 2009-2010

This was an inspiring experience working with a team of passionate individuals with a common cause, creating a magazine reporting on what defines the Asian American experience. I collaborated with the executive team to develop concepts for articles and cover designs. I designed and managed layouts for both the quarterly printed magazine as well as digital ads and banners.

Graphic Designer

Hatch Design (San Francisco) 2006-2009

It was an honor working in this exciting, forward-thinking multidisciplinary design studio with a team of talented designers who taught me the power of good design. As a team, we studied design briefs, and created multiple design concepts to present to clients. I conceptualized and executed many visual iterations for logos, websites, packaging, brand identity, and marketing materials both printed and digital.

Education

Academy of Art University

BFA, Graphic Design GPA 4.0

Portfolio Winner

General Assembly

Front-End Development Certification

Career Foundry

UI/UX Certification

University of Texas in Austin

BA, Psychology/Biology GPA 3.1

Skills

Graphic Design

Typography
Production Process
Identity Systems
Logomarks
Page Layout
Packaging Design
Print Design
Digital Marketing

UI/UX

Responsive Grid
Iconography
Hi Definition Mocks
Micro Animations
Wireframing
Rapid Prototyping
User Flows
A/B Testing
User Testing

Software

Sketch
Figma
InVision
XD
Photoshop
Illustrator
InDesign
HTML/CSS
JavaScript