# PE+ER HOANG

### EDUCATION

#### **KUTZTOWN UNIVERSITY OF PENNSYLVANIA**

BFA, Communication Design

May 2022 | GPA: 3.99
Dean's List: 2018 - 2021

Kutztown University Interactive Design Award Nominee

# DESIGN EXPERIENCE

#### **VOLUNTEER DESIGNER | Design Rx**

Feb 2022 | Kutztown, PA

 Worked with fellow designers to create a brand identity, logo, and business card for an Art Education student

#### **GRAPHIC DESIGN INTERN | 3Seed Marketing**

Oct 2021 - Dec 2021 | Allentown, PA

- Worked with creative director to create a logo from concept to design for the Allentown School District Foundation Gala
- Collaborated with a copywriter to create social graphics for Strubinger Law Firm and CareerLink Lehigh Valley
- Created both print and digital job opening flyers for CareerLink Lehigh Valley
- Attended weekly status update meetings with designers, account managers, and CEOs

#### VOLUNTEER EXPERIENCE

# **VIETNAMESE CHOIR MEMBER | Saints Simon and Jude Church**Mar 2019 – Present | Bethlehem, PA

- Sing in the choir during Vietnamese church services
- Attend weekly choir practices with a conductor, instrumentalists, and fellow choristers

#### OTHER EXPERIENCE

# PRINT LAB MONITOR | Kutztown University of Pennsylvania Oct 2021 – Present | Kutztown, PA

- Utilize and understand different inkjet and laser printers to print projects and posters
- Assist customers in formatting documents for printing

#### **CALLIGRAPHER** | Freelance

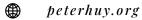
Feb 2022 | Kutztown, PA

 Hosted a traditional Vietnamese calligraphy table at Kutztown University's Lunar New Year celebration

# **SERVER** | Pho Viet Royal

Oct 2019 - Dec 2020 | Bethlehem, PA

- Collaborated with fellow servers to maintain a 28-table floor and ensure customers have an enjoyable dining experience
- Communicated with customers to describe and clarify menu items and concerns regarding food allergies



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Allentown, PA

#### SKILLS

Wireframing

**Responsive Design** 

Prototyping

**User Flows** 

**User Research** 

**Usability Testing** 

**Branding** 

**Photography** 

Stoytelling

Fluent in Vietnamese

#### TOOLS

#### **Adobe Suite**

Xd

Illustrator

Photoshop

InDesign

Bridge

Premiere Pro

After Effects

Figma Software

**HTML** 

CSS

