



Lucette Nhan

Graphic Designer | Web/UI/UX Designer

Versatile Graphic Designer with an advanced diploma, and 3 years in the design industry. I specialize in Marketing Materials, Web/UX/UI, and 3D Modeling. I get excited about the opportunities where I am able to collaborate with a group of creative people; give each other incorporating feedbacks, learn from each other through effective communications. Proud of being a Creative Thinker!

INFORMATION

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in/lucette-nhan-890254212

@pnhan.design (portfolio profile)

Junior Affiliate RGD

Niagara Region, Ontario

SKILLS



Brand Identity
On-brand Design
Logo Design



Web/UX/UI Design
Coding (HTML,
CSS, Javascript)



3D Design
3D Modeling
3D Animation



2D Illustrate
Infographic
Motion Graphic

Knowledge of Typography, Composition, Colour, Layout, and other design principles

On-brand Conceptualize, Design and Develop Storyboards, Materials and Mock-ups

Understanding of User-Centred User-Friendly Design principles, Human-Computer Interaction

Understanding of Print production

GRAPHIC DESIGN EXPERIENCE

2021 - 2023
(1.5 years)

In-house Web/Graphic Designer

Gibbys
Electronic
Supermarket

- Accumulated substantial **expertise in marketing for retail business**. Dealt with multiple daily design deadlines during peak seasons.
- Designed various visually appealing **POP materials**, such as: logos, emblems, flyers, brochures, catalogues, presentations, store banners, digital banners. (Google Ads; Hootsuite; Instagram, Tiktok, Facebook)
- Designed weekly ADs were published on **Toronto Sun, National Post, Saint Catharines Standard, Welland Tribune, Niagara Falls Reviews, etc.**
- As an Art director**, delivered visionary ideas and concepts for Gibbys photographer to do captivating product shootings, ensured that ignite the essence of each product's identity and also resonate with the Gibbys identity.
- For Website:
 - Designed landing pages for sale events, promotions, and for prominent brands such as: **LG, SAMSUNG, SONY, SONOS, and more.**
 - Redesigned user-flow system, navigation bar, homepage, product template page. Collaborate with the Web Developer team to implement onto Wordpress. Resulting in a seamless and engaging user experience, **a remarkable outcome — a twofold increase in website traffic.**

2019 - current
(5 years)

Freelance Graphic Designer

- Consulted constantly and Designed Creatives for clients such as **Niagara College, Crystal Beach Market, Hill Beverage Co., Blindpigpress, Black Sheep Coffee Roasters, etc.**
- Created brand identity and visuals for several Non-profit organizations, such as: **Ontario Wildlife Rescue, Ontario College Student Community.**
- Conceptualize and create innovative impactful design deliverables that meet clients' goals and draw viewers attention, includes logos, pins, menus, posters, brochures, menus, websites, videos, social media posts, and more.

EXPERTISE

Adobe Creative Cloud Softwares



Photoshop



Illustrator



InDesign

UI/UX/Web Design Softwares



Adobe XD



Figma

3D Software | Illustration Software



Blender



Procreate

Others



Microsoft
365



Google
Docs Editors



Wordpress



MacOS

QUALIFICATIONS

- Curiosity and Passion for All things Design
- Action, Detail and Quality-oriented
- Up-to-date technology and design trends
- Interest and ability to teamlead/teamwork
- Work independently with minimal oversight
- Excellent Time-management Skill
- Work in a Fast-paced environment
- Ability to multi-task and meet deadlines
- Innovative and Effective visual problem solver
- Strong communication and interpersonal skills
- Open to different perspectives, feedbacks
- Client/stakeholder engaging and focus
- Fast learner | Proactive to new knowledge

LANGUAGE

English

IELTS Certificate
Band 7.5/9

Vietnamese

Native

HOBBIES



Bubble Tea



Yoga



Movies



Cooking



Travelling



Cat, cat, and cat

EDUCATION

2019 - 2021 Graphic Design Advanced Diploma

Niagara College

GPA: 90/100

2016 - 2018 Financial and Banking

Banking University

Ho Chi Minh City

AWARDS



International Students Academic Scholarship

GPA: 95/100 (2021)



Niagara Scholar

(2021)



Niagara President's Honour Roll

(2019,2020)

VOLUNTARY ACTIVITIES

Niagara College

Events Volunteer
Orientation Leader

Focus Groups

Invited by more than 10 market research agencies to contribute ideas and feedbacks on products and commercials of Coca-Cola, Pepsi, Kotex, Adidas, Lays, Dairy Queen, Unilever, Nestlé, Abbott, etc.

OTHER WORK EXPERIENCE

2019 - 2021

Niagara College International Office

Student Assistant

5/2021 - 11/2021

Kate Spade Outlet Collection

Sale Associate

2018

Starbucks Vietnam

Barista

REFERENCES

Professional

Jon Ohlsson

Marketing Manager

[\(johlsson@gibbysesm.ca\)](mailto:johlsson@gibbysesm.ca)
(905) 745-4521

Rod Hebert

Owner/General Manager

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Academic

Gregory Smith

Professor (Typography, Thesis)

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Ian McDonald

Professor (Web Design)

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