

TAM NGUYEN

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EXPERIENCE

JUL 2024 – NOV 2025

KEYSTONE

Graphic Designer

- Led the internal rollout of a corporate rebrand, translating agency guidelines into a functional in-house design system.
- Served as the sole design lead for the organization, managing visual output across web, sales enablement, and internal communications.
- Standardized brand assets to ensure consistency across all global touchpoints.

JUL 2021 – JAN 2024

MMI AGENCY

Digital Designer

- Designed high-volume performance marketing campaigns for P&G portfolios including Gillette, Braun, and The Art of Shaving.
- Produced omnichannel assets for email, paid social, and display, optimizing designs based on performance data.
- Maintained strict brand compliance across large-scale digital production cycles.

APR 2020 – JUL 2021

SOKO GLAM

Digital Designer

- Served as the sole creative lead, managing the high-volume production of all visual assets across the global retail calendar.
- Directed on-set photography for seasonal campaigns, overseeing lighting, styling, and post-production.
- Executed the visual refresh for The Klog, redesigning the digital platform and establishing new typographic standards.

NOV 2015 – APR 2019

LANDRY'S INC.

Graphic Designer

- Managed creative production for a portfolio of 60+ hospitality brands.
- Designed print and environmental collateral, adapting distinct visual identities for high-volume restaurant groups.

EDUCATION

Bachelor of Arts (BA), Advertising / Minor in Marketing
University of North Texas, 2011 – 2014

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma