

TAM NGUYEN

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EXPERIENCE

JUL 2024 – NOV 2025

KEYSTONE

Graphic Designer (Sole Creative Lead)

- 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 & Art Direction

- 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

- Designed print and environmental collateral for a diverse portfolio of 60+ brands, adapting distinct visual identities across dining and entertainment sectors.

EDUCATION

UNIVERSITY OF NORTH TEXAS

Bachelor of Arts, Advertising

CAPABILITIES

Art Direction • Brand Identity • Visual Systems • CRM Design • Web Design •
Packaging • Figma • Adobe CC (Ps, Ai, Id, Ae)