

# TAM NGUYEN

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New York, NY

## EXPERIENCE

JUN 2024 – NOV 2025

### KEYSTONE

*Graphic Designer*

- Led the rollout of a corporate rebrand, translating agency guidelines into a functional in-house design system.
- Managed all visual output as sole in-house designer, producing assets across web, email, events, and print for marketing, sales, and internal teams.
- Directed external agency and photographer on creative execution, art directing employee photography and maintaining brand consistency across deliverables.

JUL 2021 – JAN 2024

### MMI AGENCY

*Digital Designer*

- Designed email, paid social, and web assets for P&G portfolios including Gillette, Braun, and The Art of Shaving across product launches, partnerships, and seasonal campaigns.
- Produced performance marketing campaigns for Braun, optimizing creative based on data to support the launch of key flagship devices.
- Developed social content concepts and designed assets including stills and video for joy+glee.

APR 2020 – JUL 2021

### SOKO GLAM

*Digital Designer*

- Served as sole creative for a high-volume e-commerce brand, managing all visual assets across the global retail calendar.
- Directed on-set photography for seasonal campaigns, overseeing lighting, styling, and post-production.
- Refreshed The Klog's brand identity system, extending updated guidelines across web, packaging, and social.

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 • Digital Design • Packaging • Figma • Adobe CC (Ps, Ai, Id, Ae) • Webflow • Midjourney