

# Theresa Nguyen

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## Collectors

Jun 2021 - May 2023

- Worked closely and collaborated with the Art Director and Marketing Manager
- Designed and conceptualized assets across multiple mediums, including - print, packaging, web and interactive media
- Communicated deadlines and requirements to Marketing and Product Managers
- Articulated and presented design(s) to key stake holders & teams in a clear, concise, and objective manner
- Developed branded collateral for use across multiple channels on single campaign(s)
- Captured brand style guide and maintained branding consistency across all sales/marketing material
- Managed assigned projects with a high level of efficiency
- Created photo realistic digital mock-ups

## Luminance Brands

Apr 2017 - April 2021

- Collaborated with Marketing on design research and development for catalogs, promotional ads, and layout designs suited for the lighting industry
- Consulted and provided efficient information for Marketing and Product Development on new product lines and ideas
- Worked with the sales department in creating specification sheets of products for internal sales support and external sales literature
- Collaborated with packaging manufacturers in creating layouts adhering to company design guidelines
- Integrated series of photomanipulation showcasing the products in a live environment for digital and print media
- Created a hierarchy of branding guidelines for a cohesive approach to template construction
- Photographed and edited various products for digital, print, and e-commerce
- Contributed with additional information and designs for company website
- Designed series of posters and flyers for company events and announcements

## LAGRANT COMMUNICATIONS

Jan 2016 - February 2016

- Consulted with Account Supervisor with concept designs and ideas for copy
- Designed print ads for their client, Carnival Corporation
- Developed creative ad concepts for Black History Month
- Implemented revisions from the team and client

## Community Health Councils

Jun 2015 - September 2015

- Developed draft layouts and design for digital and print case studies
- Assisted Policy Analyst with design of data displays including graphs, tables, and timelines
- Presented design ideas to Policy Director and Policy Analyst

## American Cancer Society

October 2014

- Designed flyers to promote their "Relay for Life" event
  - Worked with the marketing department to draft ideas aligned with their goals
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## California State University of Los Angeles

June 2014

B.A, Art, Graphic Design/Visual Communications