



LUCY NGUYEN



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A versatile Graphic Designer with over 6 years of experience in translating concepts into compelling visual designs including: illustration, editorial design (web and print), social media ads, UI motion graphics and video editing.

PROFESSIONAL EXPERIENCE

Graphic Designer, Soldo

Jan 2022 - Feb 2024

- Managed, designed, and refined custom product illustrations across the web and mobile platform.
- Crafted captivating UI and product animations for the business console and product pages, enhancing user engagement.
- Elevated product page visuals through a comprehensive overhaul, incorporating dynamic UI animations.
- Fostered collaboration between product and marketing teams, facilitating streamlined workflows and optimizing the management of marketing collateral and assets.

Graphic Designer, Fyrtorr Ltd.

Oct 2017 - Jan 2022

- Led the design direction for the magazine, curating captivating advertorial designs and editorial infographics tailored for print.
- Showcased versatility in illustration techniques, creating digital and hand-drawn artwork for product and blog pages.
- Crafted informative and visually appealing infographics to optimize blog content for enhanced engagement.
- Produced compelling social media ad designs for platforms such as Google, Facebook, and blog articles, maximizing audience reach and engagement.
- Fostered collaborative efforts with fellow designers to conceptualize bespoke YouTube animations and dynamic product sale videos, elevating brand presence and sales initiatives.
- Designed product labels and logos for print and web applications, ensuring a cohesive brand identity.

TECHNICAL SKILLS:

Software:

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Affinity Designer
- Figma

Skills:

- Adaptable
- Organised
- Multitasking
- Attention to detail
- Cross-functional collaboration
- Strong communication

CERTIFICATIONS:

Google UX Design Certificate

Coursera - June 2023

EDUCATION:

BSc Digital Media

University of Portsmouth

1st Class Honours