MIMI NGUYEN

DIGITAL DESIGNER

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EXPERIENCE

Digital Designer | Enrollment Communications at University of Colorado Denver
March 2022 – May 2023
- Improved Lynx Central's brand identity with a new style guide and asset library which led to 385,000+ views in one academic year (8 months).
- Spearheaded the creation of a design system that prioritized inclusivity, diversity, and accessibility for a broad range of users from different backgrounds.
- Participated in design feedback sessions among a team of six with to improve design quality and unified brand.
- Conceptualized and created compelling, on-brand digital assets across multiple CU Denver offices for four online platforms including websites, student portal, email, and Instagram.

Illustrator | The Sentry Newspaperat at University of Colorado Denver
March 2022 – March 2023
- Collaborated with writers and editors to concept and execute illustrations for local events and news to promote the student body's voice.
- Worked with a team of eight illustrators to delegate assignments weekly, with an average of one to two illustrations per illustrator.
- Combined traditional and digital painting techniques as needed to meet the objectives of the stories.

Graphic Design Intern | EarthHero
June 2021 – May 2022
- Enhanced templates for various post categories used across EarthHero's online platforms.
- Collaborated with marketing interns and specialists and prepared the 2021 Holiday Gift Guide, which gained over 580,000 impressions within two months.
- Collaborated and communicated with EarthHero's marketing team to create eye-catching, on-brand digital graphics to promote the EarthHero brand's eco-friendly and sustainability message.
- Conceptualized and executed holistic design strategies for EarthHero's website and social media.

EDUCATION

B.F.A | Digital Design (GPA 4.0)
University of Colorado Denver, CO
May 2023

A.A.S | Graphic Design (GPA 4.0)
Front Range Community College, Westminster, CO
May 2020

SKILLS

Typography & Layout, Brand & Identity Development, Print Advertisement, , User Research & Testing, Wireframe,Prototyping, User Flow, Journey Mapping, Package Design, Illustration, Digital Painting, Communication, Customer Service, Mentorship

TOOLS

Adobe Creative Suites (Illustrator, Indesign, Photoshop, After Effects, Premiere Pro, Lightroom Classic, XD), Figma, Slack, InVision, Voiceflow, Sketch, Axure RP, HTML & CSS, MS Office, Canva, Alexa Skills