

Mimi Nguyen

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EDUCATION

University of Colorado Denver, College of Arts & Media

Denver, CO

Bachelor of Fine Arts, Digital Design

May 2023

- 4.0 GPA - Summa Cum Laude
- Honors & Awards: Dean's List, Chancellor Georgia E. Lesh-Laurie Continuing Student Scholarship, Wolf Foundation Visual Arts Scholarship 2022-2023, Denver's Downtown Courtyard First Generation Scholarship, ELC Un-Paid Internship Scholarship, Transfer Pathway Scholarship

EXPERIENCE

Visit Aurora

Aurora, CO

Junior Graphic Designer

January 2025-Present

- Collaborate with a five-person marketing team to produce trend-forward designs across social media, print, and web, elevating [Visit Aurora](#)'s brand presence and partner promotions.
- Illustrate bold, on-brand visuals for promotional items such as postcards, stickers, apparel, and swag.
- Direct the design and layout of event signage for major initiatives like the Aurora Borealis Festival and the Annual Meeting.
- Spearhead the visual strategy for multiple social media accounts, tailoring graphics to specific audiences and events.
- Contribute to creative direction and execution of photo and video shoots, including Instagram reels showcasing local businesses and attractions.

Graphic Design Intern

May 2024-December 2024

- Supported the Creative Services Manager and Editor in producing Visit Aurora's 64-page annual [Visitor Guide](#), boosting exposure for local businesses and hospitality partners.
- Developed marketing materials for the [Aurora Borealis Festival](#), attracting 15,000+ attendees, including print assets, digital graphics, and branded merchandise.
- Maintained and updated festival website content, ensuring cohesive visual storytelling and an intuitive user experience.
- Designed signage for key events, including the Aurora Borealis Festival and the 2024 Annual Meeting.

Denver Asian Scene

Denver, CO

Lead Graphic Designer

April 2024-Present

- Crafted a dynamic logo and brand identity that captures the vibrant spirit of Denver's Asian community.
- Create eye-catching, culturally themed graphics to promote weekly events across [digital platforms](#).
- Design on-site signage that enhances visibility and strengthens brand presence at every event.
- Manage social media accounts to engage the community, promote events, and grow audience reach.
- Collaborate closely with the founder and co-hosts to coordinate event logistics and ensure smooth, memorable experiences.

University of Colorado Denver

Denver, CO

Student Graphic Designer

March 2022-May 2023

- Enhanced [Lynx Central](#)'s brand identity by developing a comprehensive style guide and asset library, generating 385,000+ views within eight months.
- Worked with a six-member team to maintain design consistency and brand integrity through feedback sessions.
- Produced digital and print assets for CU Denver's various offices, distributing content across websites, student portals, emails, and social media channels.

EarthHero, LLC*Graphic Design Intern*

Boulder, CO

June 2021-May 2022

- Teamed up with the marketing department on the 2021 Holiday Gift Guide, which garnered over 580,000 impressions within two months.
- Developed digital graphics to reinforce EarthHero's eco-friendly and sustainability messaging, ensuring brand alignment across all channels.

SKILLS

Computer: Adobe Creative Suite (Adobe Illustrator, Photoshop, InDesign, After Effects, Acrobat, XD), Figma, WordPress, Procreate, Canva, Microsoft Office, Google Workspace, GIPHY.

Certificates: Essential Skills in Adobe Illustrator 2025 Professional Certificate, Essential Skills in Adobe InDesign 2024 Professional Certificate

Languages: Vietnamese (fluent)

LEADERSHIP ACTIVITIES

Trained Mentor, Mentor Collective

2021-2023

Illustrator, The Sentry (CU Denver Student Newspaper)

2022-2023