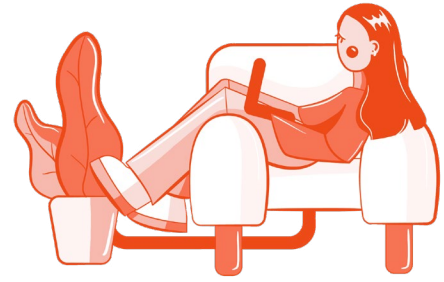


CELINA NGUYEN

.. a visual designer by day, and a digital illustrator by night



EXPERIENCE

Freelance Graphic Designer & Illustrator — celxoart

[JAN 2017 - PRESENT]

- + Created digital illustrations as a hobby and gained a social media following
- + Collaborated with other digital artists around the world through Instagram to create artwork
- + Worked with clients to develop and design their brand and graphics

Sales Associate & Graphic Designer — The UPS Store

[SEPT 2016 - PRESENT] Kitchener and Waterloo, ON Canada

- + Used strong communication skills by assisting customers with technology
- + Assisted local small business with their brand identity by designing graphic content using Adobe applications
- + Showed leadership skills in training future employees and high-school co-op students to represent The UPS Store
- + Acquired knowledge in the printing industry through printing booklets, business cards, and posters for clients

Publication Designer — Creator's Collective

[JAN 2020 - APR 2020 & JAN 2019 - APR 2019] University of Waterloo

- + Co-produced a magazine curating work from fellow GBDA students
- + Exhibited time management skills from completing work by tight deadlines

Chief of Graphic Design — GBDA Society

[MAY 2018 - MAY 2019] University of Waterloo

- + Created promotional content for social media to advertise events
- + Displayed organization and collaborative skills by working alongside Chief of Operations & Chief of External Communications to co-relate a schedule to post content

Graphic Designer — Fashion for Change

[OCT 2017 - MAR 2018] University of Waterloo

- + Brainstormed and designed merchandise using Adobe Illustrator with my knowledge of printing formats along with my team
- + Demonstrated team work by attending weekly meetings and online video calls to develop designs throughout the year

EDUCATION

Stratford School of Interaction & Design — University of Waterloo

[SEPT 2017 - APR 2021] Waterloo, ON Canada

Bachelor in Global Business & Digital Arts

Royal Melbourne Institute of Technology

[JUL 2019 - DEC 2019] Melbourne, VIC Australia

Global Exchange Program

Relevant Courses

User Experience Design & Research, Digital Media Design, Digital Culture, Digital Marketing, Digital Imaging for Online Applications, Typography, and Publication Design

INFO

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- ✉ celnguyen99@gmail.com
- in www.linkedin.com/in/celnguyen

PROJECTS

Co-Founder — lilacstudios

[AUG 2020 - PRESENT]

- + Started an online art and stationary shop with my sister selling art prints, stickers, and post cards packaged and designed by us
- + Developed a Shopify website to display our products

'Tim Hortons' Application Redesign

[NOV 2020 - JAN 2020]

- + Identified and assessed problems within the app with user research & usability tests
- + Developed low-fidelity & high fidelity prototypes using Figma
- + Displayed collaborative skills by dividing workload among another team member

'New York' Type Specimen Booklet

COURSE: Introduction to Typography [2019]

- + Independently executed a 28-page booklet to effectively "sell" a typeface
- + Researched history of the typeface and used design capabilities to incorporate layouts and grids into a booklet
- + Continuously created drafts and iterations for designs while seeking criticism from classmates

SKILLS

Design

Branding, graphics, illustration, typography, editorial, video editing, UX & UI, mockups, wireframing, prototyping, user research

Technical

Adobe CC Suite, Final Cut Pro, Figma, InVision, Balsamiq, Processing, Brackets, HTML & CSS

INTERESTS

Music, travelling, photography, social media, fashion, interior decorating, video games