



# madeline nguyen

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## education

### Drexel University

\ 2018 - 2022

Bachelor of Science in Graphic Design  
Minor in User Experience and  
Interactive Design

Cumulative GPA 3.96

## skills

### Art & Design Skills

Brand Identity  
Package Design  
Publication Design  
Web Design  
UX/UI Design  
Motion Design  
Fine Arts/Digital Illustration  
Photography

### Technical Skills

Adobe Creative Suite  
Illustrator | Photoshop | InDesign |  
Lightroom | After Effects  
Figma/ Sketch  
HTML5/SCSS  
Clip Studio Paint/Fresco/ Procreate  
Microsoft Office

### Language Skills

Fluent in English and Vietnamese  
Intermediate Proficiency Certificate  
in Korean and Japanese

## honors

### summa cum laude

\ 2022

### Senior Portfolio Award of Excellence

\ 2022

### Dean's List

\ 2018 - 2022

### GDUSA Student-To-Watch Nominee

\ 2018 - 2022

### Drexel Portfolio Scholarship

\ 2018 - 2022

References available upon request.

## experience

### Cohé Studio, Hanoi, Vietnam

Mid-Weight Graphic Designer \ December 2022 - Present

- Consult and advise clients on suitable branding strategies following extensive research.
- Conceptualize, propose, and finalize art directions for logos, graphic systems, identity design guidelines, and brand materials in both printed and digital platforms.
- Adapt the visual language for creative packaging solutions tailored to the target audience that tells a story while enhancing the brand experience.
- Write content, brainstorm ideas, create storyboards, and help with styling during the studio's showcase photo shoots.

### Night Kitchen Interactive, Philadelphia, PA

Graphic Design Intern \ March 2021 - September 2021

- Conducted research and worked in a team to develop a visual language, graphics, and prototypes for several educational interactive exhibitions for the Smithsonian Museum of Natural Science.
- Collaborated with animators and developers to create storyboards and animation assets including illustrations, graphics, and icons based on the client's brand guidelines.
- Led Night Kitchen's social media art direction by designing reusable templates for Instagram, Twitter, and company newsletters.
- Designed products and managed two e-commerce sites using WordPress, Woocommerce, and Squarespace.

## activities

### Westphal College of Media Arts and Design, Philadelphia, PA

Senior Showcase Branding Committee Officer \ Winter 2021- Summer 2022

- Coordinated with class officers and faculty members to conduct research and create key graphics, logo, brand guidelines, and social media content for the senior showcase of 54 students.
- Collaborated with team members to develop the most suitable art direction with assets and templates for other committees' work and future use.
- Attended weekly meetings to discuss and assist in team organizing and media planning, including marketing, booklet and web design direction.

### The Academy of Natural Science & Drexel University, Philadelphia, PA

Graphic Designer & Illustrator \ Spring 2022

- Worked in a team of four people to illustrate and design a 12-page coloring book for the academy's exhibition opening event within a quick turn-around.
- Developed the book cover concept and layout based on the academy's existing brand guidelines and the exhibition's theme.
- Proposed, presented, and revised ideas based on team's input.

### Drexel Korean Pop Club, Philadelphia, PA

Graphic Designer \ Fall 2019 - Fall 2021

- Collaborated with team members to create a series of event posters and banners for multiple social media platforms.
- Designed logo and branding templates for future graphic design works.
- Recorded videos and took photographs during events.