

“ **Passionate** and **enthusiastic** creative with an open mind, and an interest in diverse design; a **visionary** thinker coupled with a detail oriented process who infinitely strives to exceed all goals. ”

### Experience

#### **Scripps Networks Interactive | Knoxville, TN | 06/2016 - Current** Designer | Creative Services Home Category

- Execute Marcomm concepts for on-air and off-air brands.
- Partner with social media team to concept creative that supports the strategy for each brand property.
- Direct photographers, video directors and talent on a production set. Including: lighting, framing of shots, wardrobe/styling, tone, and performance.
- Build channel-specific content that adheres to each platform's best practices.

#### **GUESS?, Inc. | Los Angeles, CA | 08/2015 - 06/2016**

##### Graphic Designer | Apparel and Trend Concept

- Responsible for creating artwork, logo driven graphics, embroidery, and embellishments that are in line with trends and brand vision.
- Execute tech packs and work with design team as well as outside vendors to ensure that graphics techniques are produced properly.
- Source various trims, fabric, notions, and embellishment.
- Advise on strike offs, lab dips, protos, line adoption samples and SMS's
- Research new labeling concepts and graphic techniques.
- Maintain library archives of all swatches, technique samples, and all artwork created.
- Produce inspiration and trend boards in advance of design schedule for each season.

#### **Seedling USA, Inc. | Los Angeles, CA | 03/2015 - 08/2015**

##### Print and Packaging Designer

- Produced packaging designs for all existing and new product.
- Designed artwork for in store display units for retail partners and annual product catalog.
- Designed banner and booth artwork for annual trade shows based on Style/Direction for each year.
- Worked with the Creative Team to ensure all printed and packaging materials are aligned with digital, product development, customer acquisition and marketing efforts.

#### **Playboy Enterprises, Inc. | Beverly Hills, CA | 10/2013 - 03/2015**

##### Graphic Designer | Product Development & Licensing

- Designed detailed graphics, patterns, colorway layouts and conceptual product mockups for inclusion in seasonal style guides. Distributed to global licensed partners for use against all product categories; including apparel, footwear, accessories and home goods.
- Produced visuals for comprehensive sales materials resulting in the acquisition of new business.
- Spearheaded design needs for digital branding campaigns that require web banners or content layout for use on email templates, various websites and social media channels.
- Collaborated with the Marketing team to design print ads for Playboy magazine.
- Designed creative for Playboy brand initiatives including marquee event invitations and programs.

### Education

#### **Woodbury University | Burbank, CA | 2010- 2013**

Bachelors of Fine Arts | Graphic Design

### Software

Cross Platform Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Flash, After Effects, Microsoft Office, Keynote

### Interests

Fashion, travel, culinary arts, flower arranging, and event design

### Skills

Illustration, prepress production, calligraphy, photography  
Proficient in Vietnamese, Conversational Japanese