

# H.T. Nguyen

ART DIRECTOR / DESIGNER

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## EXPERIENCE

### Freelance Art Director & Designer / 2011 → present

- Concept, design and execute strategic marketing communications in a wide range of media: digital, print, video, social, advertising, branding, packaging, & events
- As a freelance consultant, I've had the opportunity to work with a diverse group of agencies and clients, from local marketing shops and small start-ups to worldwide ad agencies and global brands
- **Agency experience:**  
McCann NY / Havas / CTP Boston / Jack Morton / Digitas / Genuine Interactive / Racepoint Global / Forge Worldwide / Holland Mark / Vox Marketing / MEplusYOU / Concentric Advertising / HNW Digital / Howard&Frost Advertising
- **Company experience:**  
Reebok / Subway Restaurants / Glidden Paints / Lysol / Rockland Trust Bank / Cisco / Verizon / Olympic Paints / Dedham Savings Bank / PTC Software / E.B. Horn Jewelers / MountainOne Bank / Skyhook Wireless / Pearson / District Management Council / MountainOne Bank / Seeking Asian Female Film / Awaze Fashions / Tiffany & Co. / Merrill Lynch / Fidelity / Wyeth Nutritionals / Merck / Pfizer / Bayer / Virtusa Consulting

### Senior Art Director / McCann NY / 2012 → 2013

- Developed and executed integrated marketing initiatives to meet strategic and conceptual objectives across multiple brands

### Design Director / Concentric Advertising / 2010 → 2011

- Established the new design department within agency. Collaborated with agency partners and operations director to develop process for inter-department workflow and to maximize agency profitability
- Worked with creative managers to create strategic communications across multiple channels: digital, advertising, collateral, and packaging
- Provided daily planning, guidance, and supervision for designers, art directors, and freelancers

### Group Art Supervisor / Concentric Advertising / 2008 → 2010

- Teamed with copy and account services in developing and executing brand tactics to meet strategic and conceptual objectives across multiple brands and media.
- Oversaw day-to-day routing of projects and supervised art directors and designers to ensure brand and strategic integrity

### Senior Art Director / Concentric Advertising / 2006 → 2008

- Created layouts for advertisements, collateral, trade booths and interactive initiatives for approved concepts
- Concepted and developed brand tactics for client work and new business pitches

### Sr. Designer / HNW Digital / 2004 → 2006

- Concepted and designed print and digital marketing solutions for leading financial and luxury brands

## EDUCATION

**Whitman College**  
History, BA

**Parsons School of Design**  
Graphic Design, AAS program

**School of Visual Arts**  
Advertising, Continuing Ed.

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## CAPABILITIES

- Concepting
  - Advertising
  - Branding
  - Websites
  - Microsites
  - Digital advertising
  - Integrated marketing
  - e-Newsletters
  - Logo & identity systems
  - Packaging
  - Direct mail
  - Marketing collateral
  - Editorial design
  - Brand guidelines
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## CONTACT

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