

ANDY NGUYEN

GRAPHIC DESIGNER & MARKETER

Minneapolis, MN
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Education

Bachelor of Fine Arts
Graphic Design - Marketing
University of Minnesota-Duluth
Duluth, MN | Aug 2021 - May 2025

Skills

DESIGN TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Canva

DESIGN SKILLS

Branding & Identity, Digital Marketing, Video Editing, Motion Graphics, UI/UX Design, Packaging Design, Layout and Typography

PROFESSIONAL SKILLS

Attention to Detail, Adaptability, Organization, Time Management, Problem Solving, Collaboration

Certifications

GOOGLE ADS APP CERTIFICATION

Google
Issued Nov 2024
Exp Nov 2025

Awards

SCHOLASTIC ART & WRITING AWARDS

Gold Key | Mar 2021
Silver Key | Mar 2021

Creative multidisciplinary graphic designer skilled in Adobe Creative Suite with a passion for branding, visual storytelling, and digital marketing. Experienced in creating social media graphics, promotional videos, and branded content. Recent design graduate eager to learn, grow, and contribute to purpose-driven design in collaborative teams.

Work Experience

MULTIMEDIA GRAPHIC DESIGN INTERN

Elire LLC | Minneapolis, MN | May 2024 - Aug 2024

- Designed branded social media graphics, blog visuals, and video content while working closely with the marketing team.
- Revamped marketing collateral and supported content production in a fast-paced, cross-functional team, improving both quality and cohesion.
- Collaborated with business professionals to enhance presentation decks and conference materials, ensuring brand consistency and increasing audience engagement.

TEAM LEAD

Panera Bread | Duluth, MN | June 2020 - May 2025

- Provided leadership and guidance to team members, ensuring that tasks were completed on time and to a high standard.
- Trained new staff in relevant processes and procedures.
- Resolved escalated customer complaints or queries promptly and efficiently.

Projects

***Explore all projects at andynghuyendesign.com*

LSBE SOCIAL MEDIA MARKETING VIDEO

Labovitz School of Business and Economics | Duluth, MN | Aug 2024 - Nov 2024

- Filmed and edited a promotional video that boosted social engagement by 5,500+ interactions across Instagram, TikTok, and Facebook.
- Enhanced the school's digital presence through strategic video storytelling and creative direction.
- Focused on consistent messaging, student engagement, and community building through multimedia.

DIGITAL MARKETING PLAN - FAMOUS DAVE'S BARBECUE

Labovitz School of Business and Economics | Duluth, MN | Aug 2024 - Jan 2025

- Led the design of a full marketing pitch for Local Famous Dave's, including presentation decks, promotional visuals, and a digital strategy.
- Collaborated with a team to conduct brand research and develop content that aligned with the client's identity and audience goals.
- Focused on visual storytelling and layout to create an engaging, consistent user experience across all campaign materials.

PACER CENTER UI/UX REDESIGN

University Of Minnesota-Duluth | Duluth, MN | Jan 2025 - May 2025

- Senior Capstone Project:
- Redesigned the PACER Center's website to improve accessibility, modernize visuals, and create a more intuitive content structure.
- Conducted user research, competitive benchmarking, and user testing to identify key pain points, driving design decisions rooted in empathy and usability.
- Developed wireframes and high-fidelity prototypes.

Leadership & Volunteering

SAIGON MEATS MANILLA

Team Founder | Maple Grove, MN | Aug 2023 - Present

- Assisted in starting up a family-owned food business.
- Helped in gaining over \$5,000 in sales within a day.

AMERICAN MARKETING ASSOCIATION

Club Member | Duluth, MN | Aug 2024 - Jan 2025