

ANDY NGUYEN

GRAPHIC DESIGNER & MARKETING CREATIVE

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Multidisciplinary designer with a BFA in Graphic Design and marketing emphasis. Skilled in designing visual systems, storytelling through multimedia work, and building brand experiences. Experienced across agency and corporate environments, with a passion for helping organizations connect with audiences through storytelling & purposeful design.

Education

Bachelor of Fine Arts
Graphic Design - Marketing Emp.
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

CORE SKILLS

Branding & Identity, Digital Marketing, Video Production & Editing, Layout & Typography, Motion Design

PROFESSIONAL SKILLS

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

Awards

SCHOLASTIC ART & WRITING AWARDS

Gold Key | Mar 2021

Silver Key | Mar 2021

Work Experience

TEAM MANAGER

Panera Bread | Chanhassen, MN | Oct 2025 - Present

- Supervise store operations and lead a team to maintain service.
- Manage cash handling, inventory, food waste, and staff coordination during manager shifts.
- Reduced food waste as the production specialist up to 30% week to week.
- Recognized for leadership, reliability, accountability in a fast-paced environment.

GRAPHIC DESIGN/MULTIMEDIA INTERN

Goff Public | Saint Paul, MN | Sep 2025 - Nov 2025

- Designed branding, digital assets, website graphics and multimedia content for internal and client work.
- Collaborated with creative and communications teams to deliver creative work aligned with advocacy, community engagement, and communication.
- Supported content creation through photography, videography, and research for client campaigns & goals.

VOLUNTEER GRAPHIC DESIGNER

TCDSA Working Group - Uptown Girls Mutual Aid | Minneapolis, MN | June 2025 - Aug 2025

- Developed a complete brand identity system, including logo, apparel, and marketing materials.
- Designed merchandise that generated \$500+ in revenue at a community festival.
- Collaborated with team members to help increase brand visibility and support campaign initiatives.

MULTIMEDIA GRAPHIC DESIGN INTERN

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

- Designed branded digital and print materials, including social media graphics, website & blog visuals, and presentation decks.
- Produced multimedia content that increased video engagement by 15%, enhancing client & internal brand visibility.
- Collaborated with subject matter experts to design complex topics to digestible information.

Projects

LSBE SOCIAL MEDIA MARKETING VIDEO

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

- Planned, filmed, and edited a promotional marketing video for LSBE, generating more than 5,500 engagements across Instagram, TikTok, and Facebook in one week.
- Strengthened the school's digital presence by using strategic storytelling, consistent messaging, and community-focused creative direction.

DIGITAL MARKETING PLAN - FAMOUS DAVE'S BARBECUE

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

- Led the design of a digital marketing pitch for a Local Famous Dave's, creating presentation decks, promotional visuals, and marketing materials.
- Collaborated with a team to develop a marketing campaign strategy based on interviews, and client and audience research.

Leadership & Volunteering

TEAM MEMBER

Saigon Meats Manilla | Maple Grove, MN | Aug 2023 - July 2025

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

CLUB MEMBER

American Marketing Association | Duluth, MN | Aug 2024 - Jan 2025