



# QUYNH UONG

Multimedia Designer & Creative Strategist

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## skills

ADOBE ILLUSTRATOR/  
PHOTOSHOP/INDESIGN

CANVA

FIGMA

WORDPRESS

PAID MEDIA (GOOGLE ADS,  
META, TIKTOK)

AMERICAN  
SIGN LANGUAGE

VIETNAMESE

*Design Theory - Product Development  
Visual Communications - Branding  
Typography - Art Direction - Prototyping  
UI/UX Design - Web Design - Sketching  
Frontend/Backend Web Development  
Copywriting - Print - Paid Media*

## ADDITIONAL TOOLS

*Adobe Premiere Pro, Elementor, Shopify,  
Wix, Squarespace, MS Office, Powerpoint,  
Google Suite, Canva, Keynote, Dropbox,  
Asana, Trello, Monday.com, Etsy Ads*

## work experience

**JAN 2022 - PRESENT**  
*cThru Media, San Diego*

**FEB 2020 - JAN 2022**  
*iCatch Marketing, San Diego*

**APR 2019 - AUG 2019**  
*UC Berkeley Office of Undergraduate Research and Scholarships, Berkeley*

**MAY 2018 - AUG 2018**  
*IVC Media, San Diego*

### CREATIVE LEAD

*Responsibilities include creative strategy consulting + execution, project management, and paid media design and reporting.*

### DESIGN & PAID MEDIA LEAD

*Frontend & backend web development, organic social & paid media management. Managed Facebook and Etsy Ads, graphic design, copywriting, package design, and video production for various industries incl. e-commerce, healthcare, solar, and more.*

### GRAPHIC DESIGNER

*Designed and copyedited program for the Summer Undergraduate Research Fellowship conference. Created marketing material and infographics for Berkeley Discovery Initiative.*

### DIGITAL MARKETING INTERN

*Designed Facebook ads for the California Consumer Privacy Act of 2018 paid media campaign. Managed socials and SEO content.*

## organizations

**FEB 2019 - MAY 2019**  
*Innovative Design at Cal (Design Innovation 198: Intro to Adobe Photoshop and Illustrator)*

**DEC 2017 - MAY 2019**  
*Fashion and Student Trends at Cal (FAST Cal)*

**JAN 2018 - DEC 2018**  
*The Berkeley B-Side Music Magazine*

### DESIGN CONSULTANT, INSTRUCTOR

*Facilitated a student-taught class of 25+ undergrads in an introductory graphic design course covering Typography, Branding, and more. Consulted for clients.*

### ART DIRECTOR

*Directed and mentored a team of 15+ photographers and graphic designers to create and publish a semesterly Lookbook photoshoot and magazine.*

### DESIGN LEAD

*Directed team of graphic designers to create and publish a semesterly magazine. Wrote, illustrated, and photographed for print and web.*

## education

**UNIVERSITY OF CALIFORNIA, BERKELEY**  
*Media Studies, B.A. | Certificate of Design Innovation*

## about

*I am a Multimedia Designer specialized in paid media campaigns, branding, art direction. Well-versed in digital marketing and media, I have both agency and freelancing experience in executing successful campaigns and creating digital content for higher education, non-profit, entertainment, fashion, technology, food + beverage, e-commerce and healthcare.*