

# jennifer hoang

**Digital Designer +  
Creative Strategist**

## Contact



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jnhoang.com

## Skills

### Design & Collaboration

Photoshop	Acrobat
InDesign	Figjam
Illustrator	Trello
Adobe Xd	Basecamp
After Effects	Slack
Lightroom	G-Suite + Microsoft 365

### Web Development & E-Commerce

HTML	Bootstrap
CSS	Shopify
PHP	Klaviyo
WordPress	MailChimp
Tailwind	

## Internship

### UX Design Intern

Aphid | Jan 2021 to May 2021

### Graphic Design Intern

Joewell | Aug 2018 to Dec 2018

## Education

### Cal State University, Northridge

B.A. in Arts - Communication Design  
Minor - Interactive Marketing

## Certifications

Hootsuite

## Experience

### Multidisciplinary Designer + Strategist

Freelance | Feb 2021 to Present

- Build properly scaled webpages according to the screen sizes using WordPress builder, HTML, and CSS that meet the client's design guidelines.
- Design ballet event posters and merch for the LA Ballet Academy that help promote the event and increase subscribers on the sign-up list.
- Design labels for a private mineral and gemstones collector to help catalog the inventory.
- Create listings and propose a plan of action for a private crystal dealer's live shows that increase customer awareness, customer engagement, followers, and revenue.
- Photograph products and take videos that capture the overall look and details of each product. Ensure each image meets the image requirements of the platform.

### Digital Designer + Design Lead

Threads 4 Thought | May 2021 to Oct 2023

- Created cohesive campaigns from emails, social media, display ads, catalogs, landing pages, and homepages in Shopify that increased sales, traffic, engagement, and email subscribers.
- Provided concepts before and during photoshoots and worked with the team to create fresh imagery for campaigns and product launches. Ensured the needed images had the correct layouts for multiple screen sizes.
- Presented and proposed ideas and strategies during meetings to ensure the campaigns look cohesive across all platforms and meet the sale projected goals.
- Edited the products' images to refresh existing items' looks and to reflect the current inventory for the B2B aspect.
- Designed banners, hang tags, emails, and the brand book for private B2B tradeshows to bring awareness of the brand to B2B buyers.

### Multidisciplinary Designer + Project Manager

Intersect LA | May 2019 to Dec 2020

- Designed various digital and print projects including a winning design that helped a client receive a \$25,000 grant from the LA Rams.
- Created low and high-fidelity wireframes using Adobe Xd. Developed websites through WordPress Divi Builder and Web-One along with HTML/CSS to ensure the sites scale properly on multiple screen sizes while maintaining the designs.
- Managed various internal and external projects including prints, web, and branding. Ensured projects met deadlines, goals, and the client's satisfaction. Developed wireframe using Adobe Xd. Built websites through Wordpress Divi builder and Web-One along with HTML/CSS.
- Facilitated meetings between the teams and clients to present ideas, review designs, and discuss marketing and design plans.
- Maintained ongoing communication with the teams and the clients to provide necessary support.

### Visual + Web Designer

Cal State Northridge Office of Institutional Research | Jul 2019 to Aug 2020

- Conveyed data reports into visual graphics to give readers an easy-to-understand overview of reports.
- Reconstructed existing website using HTML/CSS and PHP to provide seamless interaction and better navigation for visitors on desktop and mobile. Maintained existing websites to ensure they were up-to-date with current events.
- Built new web pages using the school web content management system and code for special events.