

Experience

Impact Trial Consulting, LLC | Los Angeles, CA | 10/2019 - Present

Litigation Designer

- Collaborate with clients, and team members to understand complex data and patents in various industries (banking, technology, environmental sciences, healthcare, biology and life sciences).
- Conceptualize and design custom trial infographics, decks, animations and illustrations to be understood by a jury in high-profile cases.

U Brands. | Orange County, CA | 11/2018 - 10/2019

Sr. Graphic Product Designer

- Conducted research and analyzed trends in the fashion/design industry to create original surface designs, prints, patterns and colorways based on research findings.
- Generated new product concepts to enhance the brand while maintaining innovation, cost, timeline, quality, and through ideation to final production samples.
- Created and maintained graphics for packaging, marketing, branding, and presentations.
- Managed the development and onboarding of Jr. designers.

Discovery, Inc. | Knoxville, TN | 06/2016 - 11/2018

Designer | Creative Services Home Category

- Executed design concepts for marketing campaigns for on-air and off air-brands.
- Partnered with social media team to concept creative that supports the strategy for each brand property.
- Directed photographers, video directors and talent on a production set. Including: lighting, framing of shots, wardrobe/styling, tone, and performance.
- Built channel-specific content that adheres to each platform's best practices.
- Translated project characteristics and creative direction into concepts and design solutions, which further the network identities.
- Responsible for entire project process from pre-production to final delivery of completed materials.

GUESS?, Inc. | Los Angeles, CA | 08/2015 - 06/2016

Graphic Designer | Apparel and Trend Concept

- Responsible for creating artwork, logo driven graphics, embroidery, and embellishments that are in line with trends and brand vision.
- Executed tech packs and work with design team as well as outside vendors to ensure that graphics techniques are produced properly.
- Source various trims, fabric, notions, and embellishment.
- Advised on strike offs, lab dips, prototypes, line adoption samples and SMS's
- Produced inspiration and trend boards in advance of design schedule for each season.

Playboy Enterprises, Inc. | Beverly Hills, CA | 10/2013 - 03/2015

Graphic Designer | Global Product Development & Licensing

- Designed detailed graphics, patterns, colorway layouts and conceptual product mockups for inclusion in seasonal style guides. Distributed to global licensed partners for use against all product categories; including apparel, footwear, accessories and home goods.
- Produced visuals for comprehensive sales materials resulting in the acquisition of new business.
- Collaborated with the Marketing team to design print ads for Playboy magazine.
- Designed creative for Playboy brand initiatives including marquee event invitations and programs.
- Ensured all product development and creative is within contractual rights and obligations under license agreements.

Education

Woodbury University | Burbank, CA | 2010 - 2013

Bachelors of Fine Arts | Graphic Design

Skills

Illustration, Prepress production, Calligraphy, Photography, Event design
Proficient in Vietnamese, Conversational Japanese