

Le Thao Quynh Nguyen

SENIOR GRAPHIC & VISUAL DESIGNER
with cross-disciplinary UX/UI skills

CONTACT

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PROFESSIONAL SUMMARY

Multidisciplinary visual designer with 7+ years of experience in graphic design, branding, and digital campaigns across Southeast Asia and Canada. Proven success in brand storytelling, visual systems, and cross-channel campaign execution. Currently expanding into UX/UI to enhance user-centered design thinking, with skills in Figma, wireframing, and responsive layout design. Actively seeking graphic design roles with a strong emphasis on branding and visual storytelling.

EXPERIENCE

• Lead Graphic Designer (Canada)

Tom Tech Repairs · Contract

Sep 2024 – April 2025 · Kingston, ON · Hybrid

- Led brand refresh and visual strategy, boosting online engagement by 40%.
- Built a scalable brand system and asset toolkit for multi-channel use, increasing recognition and walk-in traffic by 20%.

• Art Director (Vietnam)

TheDot (Creative Agency) · Full-time

Mar 2021 – Jul 2024 · Ho Chi Minh City, Vietnam

- Directed 30+ branding and digital ad assets for autocare, lifestyle, F&B and tech clients.
- Led and mentored 4-6 designers across branding projects.
- Delivered brand identities driving +15% engagement and +12% reach.

• Senior Graphic Designer (Vietnam)

iProspect Vietnam (Digital Media Agency) · Full-time

Jan 2020 – Feb 2021 · Ho Chi Minh City, Vietnam

- Designed cross-platform campaign assets with tailored visuals for target audience of brands such as Honda, Suzuki, Chubb and others; reached 1M+ impressions.
- Boosted CTR by 18% via optimized motion/static creatives.
- Ensured brand consistency with marketing teams.

• Junior Graphic Designer (Vietnam)

Ambient Digital Vietnam · Full-time

Feb 2019 – Jan 2020 · Ho Chi Minh City, Vietnam

- Designed assets for 20+ regional campaigns across Facebook, Instagram Google, and YouTube.
- Supported performance goals with optimized visuals and fast-paced delivery.

SKILLS & KNOWLEDGE

Visual Design & Branding:

- Art Direction, Campaign Design, Branding
- Social Media, Digital Ads, Motion Graphics
- Illustration, 2D Animation
- Adobe CC Suite (Photoshop, Illustrator, After Effects)

Soft Skills:

- Creative Leadership
- Cross-cultural Collaboration
- Mentoring & Team Coordination

Supplementary UX/UI Knowledge:

- Figma, Adobe XD
- Wireframing & Prototyping
- Web & Mobile UI Design
- Journey Mapping, Accessibility Awareness

EDUCATION

• User Experience Design (Post-graduate Certificate)

St. Lawrence Collage | 2024 - 2025

- GPA: 3.97
- Highest Academic Standing
- Completed 2 co-op client projects

• Bachelor of Graphic Design

Hoa Sen University | 2012 - 2015

- GPA: 3.7
- Talent Scholarship
- Graduated as Valedictorian