

Willson Hoang

Graphic Designer

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Portfolio: willsonhoang.me • Newark, CA

Detail-oriented and creative professional with rich experience in utilizing strategic ideas and artistic talent to deliver high-impact marketing, print design, and social media projects. Possesses a strong visual aesthetic, eye for detail, and capacity to shape inspiring visuals reflecting everyday life. Passion for creating stellar and thought-provoking advertising campaigns. Highly skilled at leading all phases of product developments, including conceptualizing designs, managing milestones, and incorporating customer feedback. Instrumental in translating business requirements into successful brand promotions and campaigns. Talent for building consensus and ensuring on-time projects completion within budget requirements. Equipped with exceptional communication, relationship building, interpersonal, creative thinking, and organizational skills.

Areas of Expertise

- ♦ Design & Styling
- ♦ Social Media
- ♦ Copywriting
- ♦ Advertising & Brand Development
- ♦ Art Direction
- ♦ Visual Communication
- ♦ Corporate Identity Branding
- ♦ Typography
- ♦ Project Management

Technical Proficiencies

Platforms: Windows, macOS

Skills: Brand Designing, UX/UI Designing, Digital Photo Editing, Video Editing, Industrial Design

Creative Software: Adobe Creative Suite CC, Procreate, Figma, AutoCad, Solidworks

Key Achievements

- Leverage in-depth knowledge of production to design an identity for a major organization, including United States of America Dragon and Dance Sports Association.
- Utilized technical and graphic designing expertise to build and grow a clothing brands from scratch.

Professional Experience

Lion Card, San Jose, CA
Graphic Designer

Oct 2020 – July 2021

Design and deliver new ideas to support product branding strategies for future products of the company. Create aesthetically pleasing advertisements for better marketing of company products. Work with clients to gather and define requirements, establish scopes and managing project milestones.

- Develop 300+ creative design for custom metal credit cards.
- Design creative digital displays used in online advertising for local businesses.

Projects

Brand Design: Deep Bluu

- Designed and developed a non-profit organization with the purpose to show appreciation towards water for all walks of life.
- Utilized different typographical approaches to find and fit the theme of the organization.

Education

Bachelors of the Arts in Design Studies, San Jose State University, San Jose, CA

Related Coursework: Design Visual Communication, Typography, UX/UI Design, Industrial Design 2D/3D Modeling