



Trâm (Zoe) Nguyễn

Graphic Designer

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EXPERIENCE

Brand Identity & Packaging Designer

Siêu Xốt, Ba Le Bakery

May 2026

Philadelphia, PA

- Designed the brand identity and sauce labels for Siêu Xốt, a Vietnamese sauce line developed by Philadelphia's Ba Le Bakery.
- Developed an Art Deco Saigon-inspired visual system translating Vietnamese cultural references into a contemporary consumer brand, balancing brand character with shelf-ready communication.

• **Featured and credited in The Philadelphia Inquirer (2026).**

Brand: [@sieuxot on Instagram ↗](#)

Press: [The Philadelphia Inquirer feature ↗](#)

Graduate Teaching Assistant

Tyler School of Art & Architecture, Temple University

Aug 2024–May 2026

Philadelphia, PA

- Led workshops, software demonstrations, and critiques across branding, portfolio, and introductory design, supporting **15 students per section**.
- Guided students through concept development, typography, visual systems, design iteration, and production workflows, providing feedback in group and one-on-one settings.

Graduate Studio Manager

Tyler School of Art & Architecture, Temple University

Aug 2024–May 2025

Philadelphia, PA

- Created digital content for social media and exhibition platforms, promoting faculty and MFA student work and strengthening program visibility.
- Coordinated exhibition and event production, managing studio setup, scheduling, inventory, and shared resources while maintaining organized production workflows.

Social Media Designer

Vanguard LLC.

May 2024–Aug 2024

New York, NY

- Designed social media and promotional graphics for **Issue 6: Vietnamese Futurism and Queer Posterity**.
- Developed digital assets for open calls, editorial content, and promotional campaigns, maintaining consistent typography, imagery, and graphic elements across platforms.

In-house Graphic Designer

AirHue Art Residency

Mar 2024–Aug 2024

Hue, Vietnam

- Designed promotional materials and digital content for residency programs, exhibitions, and public events.
- Developed a flexible visual system for social media and promotional campaigns, translating program information into accessible communications for local and international audiences.

Graphics Editor & Graphic Designer

Cardinal Points Student Newspaper, SUNY Plattsburgh

Jan 2020–Dec 2022

Plattsburgh, NY

- Directed graphic production across **60 weekly issues**, creating editorial graphics and visual assets for print and digital publication under recurring deadlines.
- Streamlined digital asset organization and supported staff designers with visual consistency, production workflows, and deadline management.

SUMMARY

Multidisciplinary graphic designer with 5+ years of experience across branding, packaging, digital design, and marketing communications. Background in photography and Graphic & Interactive Design, with a strong visual sense and experience developing visual identities, campaign systems, and consumer-facing materials across print and digital platforms in Vietnam and the U.S.

EDUCATION

Tyler School of Art & Architecture, Temple University

MFA in Graphic & Interactive Design

Graduated May 2026 | Philadelphia, PA

The State University of New York

BFA in Studio Art, *Magna Cum Laude*

Graduated May 2023 | Plattsburgh, NY

SKILLS

Design: Branding & Visual Identity, Packaging Design, Digital & Social Media Design, Illustration, Typography, Editorial Design, Print Design, Presentation Design, UX/UI

Software: Adobe Suite (*Photoshop, Illustrator, InDesign, After Effects, Lightroom, Acrobat*), Figma, Canva, TouchDesigner, Unity, WebAR

Additional: Photography, Visual Systems, Design Research, Creative Concept Development, Collaborative Production

SELECTED AWARDS

Motion & Emerging Media Award

Temple University | Philadelphia, PA | 2026

Research & Process Award

Temple University | Philadelphia, PA | 2026

Featured Work, Locally Sourced O4

AIGA | Philadelphia, PA | 2026

Flux Student Design Finalist

AIGA | Baltimore, MD | 2025