PETER HOANG

Allentown, PA
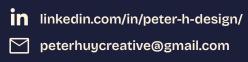peterhdesign.com
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Education

Bachelor of Fine Arts (BFA), Kutztown University of Pennsylvania | May 2022   **Major:** Communication Design

Dean's List: 2018 – 2022   **GPA:** 3.99   **Recognition:** Senior Interaction Design Award Nominee

Work Experience

Art Director

Codeword – New York, NY (Remote) | *Aug 2023 – June 2024 | 40 hours/week*

- Led the design and maintenance of multiple Google Real Estate & Workplace Services (REWS) data hub websites
- Onboarded a senior designer to Google workstreams and trained them to build websites using the client's preferred content management system (CMS)
- Created animations and illustrations to be used as website and email assets
- Designed, built, and maintained websites for Google's various internal teams using Google Sites and Brightspot CMS
- Created user journeys, sitemaps, and wireframes while designing websites for Google's internal teams
- Designed ChromeOS' annual developer conference presentation while collaborating with speakers and editors

Junior Designer

Codeword – New York, NY (Remote) | *Aug 2022 – August 2023 | 40 hours/week*

- Collaborated with editors to ideate and design data visualizations and visual aids
- Designed data intake templates for Google's internal teams
- Presented designs to stakeholders and backed up design choices with design and User Experience (UX) principles
- Created a universal Figma asset library to be used across multiple Google websites
- Illustrated article and blog thumbnails for Google's internal browser website, Moma

Graphic Design Intern

3Seed Marketing – Allentown, PA | *Oct 2021 – Dec 2021 | 40 hours/week*

- Worked with creative director to conceptualize and design logos and promotional material for the Allentown School District Foundation Gala
- Collaborated with editors to create flyers and social graphics for CareerLink Lehigh Valley and Strubinger Law Firm

Volunteer Experience

Volunteer Design Leader

Designathon – Kutztown, PA | *Apr 2022 | 12 hours*

- Led a team of four designers to redesign and code a website within 12 hours for a nonprofit called "Pledge to Stop Hate"

Skills

Design: Typography, Branding, Branding Guide Adherence, Visual Communication, Data Visualization, Wireframing, Responsive Design, Web Accessibility, Copywriting

Soft Skills: Collaboration (Within and Across Departments), Adaptability, Presentations

Tools: Figma, Adobe Creative Cloud (XD, Illustrator, Photoshop, After Effects, Premiere Pro), HTML, CSS, Google Workspace