

NGOC NHI HUYNH

Junior Art Director

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Profile

A Toronto-based Junior Art Director with a background in advertising, marketing, and graphic design. Experienced in developing creative ideas, shaping visual narratives with a strong visual-focused approach, and guiding work from concept to final execution. Detail-oriented, highly motivated, and eager to grow.

Key Competencies

Core Skills:

- **Visual Concepting & Art Direction:** Contributing to visual concepting and shaping art direction, with a strong focus on visual storytelling, mood, and tone.
- **Concept-to-Execution Thinking:** Developing visual ideas from initial concept through final execution, with early consideration of feasibility, consistency, and craft.
- **Cross-Disciplinary Collaboration:** Collaborating effectively with creative teams to build on ideas and maintain clear visual direction throughout the process.
- **Visual Development & Presentation:** Creating and refining visual assets, references, layouts, and presentation materials to clearly communicate concepts.

Supporting Strengths:

- **Strong Design Foundation:** Formally trained in graphic design with solid proficiency in industry-standard creative tools.
- **Brand & Marketing Awareness:** Formally trained in marketing principles, bringing audience-focused thinking and brand awareness into creative decisions.
- **Broad Visual Awareness:** Strong exposure to film, photography, music, pop-culture, and social media.
- **Strong Work Ethic & Reliability:** Highly responsible and detail-driven.

Professional Experience

Sales Associate (Part-Time)

Kiosk and... – CF Sherway Gardens, Etobicoke, ON (2025–Present)

- Strengthened brand awareness through daily exposure to international brands, observing visual trends, brand aesthetics, and creative executions across campaigns.
- Strengthened communication skills through daily interactions with diverse customers, understanding needs and translating them into suitable product recommendations.
- Collaborated with team members in a fast-paced retail environment to ensure smooth operations and consistent customer experience.

Education

ADVERTISING AND GRAPHIC DESIGN (2025–2026)

Humber Polytechnic, Toronto, ON

BRAND IDENTITY DESIGN (2025–2026)

Horus Academy, Da Nang, Vietnam

Marketing Communications (2021–2024)

Da Nang University of Economics, Da Nang, Vietnam