

# 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)

*Kiokii and... – CF Sherway Gardens, Etobicoke, ON (04/2025–Present)*

- Strengthened brand awareness through daily exposure to international brands, observing visual trends, brand aesthetics, and creative executions across campaigns.
- Strengthened communication and collaboration skills by engaging with diverse customers and team members in a fast-paced retail environment.
- Helped increase sales targets through effective customer engagement and brand-focused product recommendations.

## Education

### ADVERTISING AND GRAPHIC DESIGN (2025–2026)

*Humber Polytechnic, Toronto, ON*

### BRAND IDENTITY DESIGN (2024)

*Horus Academy, Da Nang, Vietnam*

### MARKETING COMMUNICATIONS (2021–2024)

*Da Nang University of Economics, Da Nang, Vietnam*