

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

Graphic Design Intern

Hambly & Woolley Inc. (March–May 2026)

- Supported design development across a range of brand and digital projects, contributing to the refresh and update of the studio's website and visual assets.
- Collaborated closely with the Creative Director and senior designers on concept development, research, and execution.
- Participated in internal team meetings and client presentations to observe workflows, communication, and creative strategy.

Graphic Designer & Winner

McCann Canada Campaign for Petro-Canada (2026)

- Designed key visuals and assets for a 360° campaign within a multidisciplinary team, with work positively recognized by the McCann judging panel.
- Chosen as 1 of 5 finalist teams from a highly competitive pool of teams to present at McCann, then won the final pitch.
- Engaged directly with Petro-Canada through collaborative meeting.

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

Additional Information

- Invited attendee – *Adobe Creative Retreat Toronto* (2026)
- Student Member – *The Association of Registered Graphic Designers (RGD)*
- Legally authorized to work in Canada