JESSIE HUYNH

Graphic Designer

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Profile

A Toronto-based Graphic Designer with a background in advertising and marketing. Specialized in branding, visual identity, and campaign design, with a strong interest in illustration-led and concept-driven visuals. Detail-oriented, highly motivated, and eager to grow through hands-on creative work.

Key Competencies

Tools

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, After Effects, Lightroom, etc.
- **UX/UI:** Figma, Basic Webflow & WordPress
- **Presentation Design:** Indesign, Adobe Express, Canva, PowerPoint, Google Slides
- A.I. Tools & Responsible Use
- **Office Productivity:** Google Workspace, Adobe Acrobat, Microsoft Office

Core Design Skills

- Branding & Visual Identity
- Advertising & Campaign
- Visual Communication
- Multimedia Design Across Print & Digital
- Motion Graphics

Workflow Skills

- Working with Creative Briefs
- Collaborating in Creative Teams
- Feedback Iteration
- File Organization & Handoff
- Time Management in Fast-Paced Environments

Personal Strengths

- Highly Adaptable
- Attention to Details
- Strong Work Ethic

Industry Experience

Graphic Designer

Freelance (Aug 2026 – Present)

Collaborate with creative studios across Toronto as an external freelance designer, contributing to a diverse range of projects for clients across multiple industries.

Graphic Designer — Brand Identity

House84 Toronto (May 2026 – Aug 2026)

- Established and lead the visual identity of an emerging Toronto-based art studio, developing all branding and creative communications.
- Design and produce cross-platform assets including social media content, print materials, marketing collateral, and exhibition graphics.

- Manage the end-to-end design process, translating the studio's vision into cohesive and consistent brand experiences.

Graphic Design Intern
Hambly & Woolley Inc. (March – April 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 for client in multiple industries.
- 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.

Other Experience

Sales Associate (Part-Time)
Kiokii and... – CF Sherway Gardens, Etobicoke, ON (04/2025–Present)

- Developed strong brand awareness by working with a wide range of international brands and staying up-to-date with visual trends and brand aesthetics.
- 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

Additional Information

- Invited attendee (from 1,000+ submissions) – ***Adobe Creative Retreat Toronto*** *(2026)*
- Student Member – ***The Association of Registered Graphic Designers (RGD)***
- Legally authorized to work in Canada