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BarkleyOKRP

Art Director
2025 - present

Jr.Art Director
2024 - 2025

Develops insight-driven, integrated campaigns for global brands across digital, social, video, experiential, retail, and CRM touchpoints. Partners with strategists, copywriters, and cross-functional creative teams to transform complex briefs into compelling visual concepts that solve business challenges and deliver meaningful consumer experiences. Leads projects from concept through production, collaborating with photographers, motion designers, illustrators, editors, and external production partners to execute high-quality, on-brand creative across multiple channels in a fast-paced agency environment.

Select Client | Cholula, United Healthcare, Red Lobster, Planet Fitness

Tapestry Studio

Art Director
2024

Developed brand guidelines, visual systems, and scalable creative assets for digital and print campaigns, ensuring consistency across customer touchpoints. Applied strong typography, layout, color, and design system principles to create cohesive brand experiences while collaborating with internal teams and clients to deliver thoughtful, strategic creative solutions.

Select Client | BUICK, MGP

Freelancing

Visual Designer
2023-2024

Partnered with brands and creative agencies to develop visual identities, campaign concepts, and marketing assets across digital and print. Collaborated with multidisciplinary teams to deliver polished, high-impact creative solutions that balanced strategic objectives with strong visual execution for nationally recognized brands.

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Achievements
Recognitions

ADCOLOR Ambassador
BRG Leader | Co-Lead

The One Club for Creativity
Young Ones Juror

ADCOLOR
Hackathon Winner - Pass the Controller
ADCOLOR Futures

4A's Foundation
A Nominee|Diamond of the Decades
A Creative Fellow of the Year
A Winnerof Barkley Scholarship
A MAIP Fellow

DRY RUN

Education

University of Minnesota
Twin Cities

Strategy Communication: PR&Advertising
Technical Writing & Communication
GPA: 3.9 | 4x Dean Lists | NSAC UMN

Expertise

Conceptual Art Direction
Graphic Design
Creative Concept Development
Visual Storytelling
Adobe Creative Suite

Languages

Fluent in English & Vietnamese