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BarkleyOKRP

Art Director
2025 - present

Jr.Art Director
2024 - 2025

Develops strategic, multi-platform creative solutions that align with client objectives and budget constraints. Art directs comprehensive campaigns from concept to completion, collaborating with cross-functional teams to deliver high-fidelity visuals for multiple clients. Translates complex briefs into innovative, trend-driven designs that solve business challenges.

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

Tapestry Studio

Art Director
2024

Developed and designed brand style guides and asset libraries for creative studio and clients, aligning all creative with established visual systems and design systems. Applied expertise in typography, color, and grid systems to create cohesive digital and print designs that reinforce brand identity.

Select Client | BUICK, MGP

Freelancing

Visual Designer
2023-2024

Independent Creative Director and Art Director partnering with brands and agencies to deliver high-impact visual identities. Collaborations include Apple, GMC, and Buick, alongside creative partners such as the Marcus Graham Project, The Village, Bend Brand Design, Armanino Inc., and Ad2Minnesota.

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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 Winner of 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
Brand Identity
Visual Storytelling

Languages

Fluent in English & Vietnamese