

Vivian Tu

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#### About:

Graphic designer at Pennsylvania College of Art and Design completing a Bachelor's degree in Graphic Design with a minor in Art History. Completed over four years of training in copywriting, advertising, package design, publication design, web design, and media marketing with real world experience working with clients. Interested in a position that aligns with my interests, offers guidance, and support in becoming a better designer and contributing to challenging problems using creative thinking where I can gain and give subsequently.

#### Technical Skills:

- HTML/CSS
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Canva
- Adobe InDesign
- After Effects
- Wordpress

#### Work Experience and Training:

##### Nancy's Hair & Salon | Stocker and Promotional Designer | 2017 -2022

- Kept the store merchandise stocked and organized for easy customer access
- Developed promotions for social media to promote customer interactions.

##### Weis Markets | Front End Associate | 2018 -2019

- Greeted, assisted, and engaged customers during the checkout process with a high-level of customer satisfaction.
- Maintained responsibility for all funds including cash, checks, EBT, and coupons.
- Cooperated with managers and co-workers to ensure a positive and smooth working environment.

##### Uber Delivery | Delivery Driver | 2017 - 2022

- Demonstrated ability to deal with unforeseen circumstances or delays and used advanced driving techniques to better improve time management and deliveries.
- Accomplished over 600 deliveries and trips.

##### Lowe's Home Improvement | Sales Associate | May 2022 - Oct 2022

- Greeted, assisted, and engaged customers during their shopping for customer satisfaction finding the equipment they need.
- Maintained responsibility for placing pick up and delivery orders, organizing merchandise, and keeping a safe environment for co-workers and customers.
- Cooperated with managers and co-workers to ensure a positive and smooth working environment.

##### Verilife | Inventory Specialist | Oct 2022 - CURRENT

- Maintain up to date knowledge on products and industry knowledge, including cannabis laws and regulation
- Execute visual standards and presentation needs to customer requirements, product performance, along with sales and marketing objectives
- Operate POS and corresponding systems

##### Training course at ForcePKG | August 2022 - December 2022

This course drew upon a student's creativity and vision in order to produce experimental and conceptual works in this field, while also allowing for discussions on alternative printing techniques, complex printer specifications and templates/die-lines.

##### Web Studio course | August 2022 - December 2022

An advanced creative and technical studio stressing the importance of creating websites through best practices. Throughout the course, students utilize existing standardized practices while learning state-of-the-art processes and methods for creating engaging websites. This course covered WordPress installation, structure, theming, and proper build techniques. It is also dived into CSS frameworks such as Flexbox and CSS Grid, and how to add interactivity through jQuery.

##### The Agency | August - May 2023

The Agency is a new in-house creative services program launched at PCA&D as an in-house internship site. The Agency solicits projects from both internal and external clients and puts students firmly in charge of developing branding and advertising solutions.

##### Career Ready Lancaster Internship | February - March 2023

Career Ready Lancaster is a community organization focused on building literacy around Lancaster County's many career opportunities. In collaboration with [Career Ready Lancaster](#) and [Diemo Productions](#), students will produced videos that highlight several Lancaster based companies that are doing interesting work that make us say wow... "That's So Cool"! Student interns will gained experience and knowledge about video production and project management.

#### Education:

**Susquehanna Township High School School of Visual Art |**

**August 2015 - July 2019**

- Received High School Diploma while studying fine art with a professional trained artist and educator.
- Gained experience working in digital and traditional mediums. Mentored in the principles of design, and conceptualizing ideas from start to finish. Program also included preparing work for public viewing in a gallery setting.

**Pennsylvania College of Art & Design | Bachelor's of Fine Art in Graphic Design with minor in Art History | August 2019 - May 2023**

- Gained the ability to judge, adapt, and incorporate historical and/or contemporary influences and perspectives in their creative and intellectual processes.
- Able to demonstrate a range of traditional and digital skills in the creation of design that is an effective union of concept, medium, and craft.
- Able to demonstrate deliberate and effective communication through an informed and influential visual and verbal language unique to the graphic and interactive design industry.
- Able to socialize, demonstrate, and engage in the business and practical realities of the graphic and interactive design industry business trends and standards.

**UI/UX Certification | Pennsylvania College of Art & Design**

**Demonstrate a basic understanding of design methods and principles of interaction design; demonstrate the logical process of developing an interactive design based on user personas and scenarios; demonstrate a fundamental understanding of user experience and usability for interaction design concepts; Properly employ design thinking processes and UX/UI tools; hone the ability to accept, interpret and apply technical and creative direction; come to value the importance of project management**

**Communication Design Certification | Pennsylvania College of Art & Design**

**Awards:**

**Penn State School of Visual Art Summer Program Completion Certificate |**

**July 2018**

Immersed into life as a Penn State School of Visual Arts student, participants produced portfolio-quality work. The program schedule includes workshops focused on a range of studio areas, such as drawing, printmaking, photography, and video. Workshops are taught by experienced visual artists and art instructors in SoVA's art and digital studios.

Other skills:

Intermediate Vietnamese Speaker

Printmaker