



Linh-Yen Hoang

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Experience

Wieden+Kennedy

03.2021 - present
Portland, OR

SENIOR DESIGNER

- Led design and art direction on multiple Nike campaigns such as WNBA, NWSL, Serena Williams
- Designed closely with teams on Visa, Eli Lilly and Meow Wolf
- Co-led W+K's AAPI ERG, Asiancy for 2 years which included cultural programming for the agency
- Led Nike design in the Amsterdam office for 1 year

Heat

03.2019 - 03.2021
San Francisco, CA

DESIGNER

- Lead the design look and feel with illustrations for Let's Get Consensual project
- Established the most current design of Halo Top's "Stop Shoulding Yourself" campaign
- Worked closely with creatives teams on large scale projects and campaigns (ie. Cannes)
- Started an internal publication within the design team at Heat

MUH-TAY-ZIK / HOF-FER

05.2018 - 03.2019
San Francisco, CA

PRODUCTION DESIGNER

- Runs the whole production design show as a one-woman team
- Closely works with creatives to execute work up to specs and following client brand guidelines
- Plays a key role in presentation design for clients
- Actively collaborates in conceiving and executing social and campaign ideas

ARGONAUT

02.2017 - 04.2018
San Francisco, CA

JR. DIGITAL ARTIST

- Closely works with Studio Manager and Digital Artist to execute all print and design needs
- Created a new look and feel for the agency book as well as screen printed countless work
- Supported creatives in conceiving and executing ideas
- Hands on with the agency gallery in setting up and designing the space
- Hosted some pretty rad workshops that included bookbinding and screenprinting

J. Walter Thompson

10.2016 - 12.2016
New York, NY

DESIGN INTERN

- Worked closely with the Head of Art & Design, Senior Designer, Designer, and two design interns
- Designed 2 wall graphics for the agency space and re-designed the agency website
- Actively assisted in designing and conceiving brand identities

Education

UNIVERSITY OF MICHIGAN

Bachelor of Fine Arts with a concentration in graphic design
2013 - 2016

Skills + Fun Things

Photoshop, Illustrator, InDesign, Figma, Sketch, Bookbinding,
Letterpress, Print Publications, Screen Printing, Risograph Printing