

Ivana Duong

ivanaxoelle@gmail.com
+852 9622 2445
ivanaxoe.studio
linkedin.com/in/ivanaxoelle

I'm an enquiry-led graphic communication designer and strategist based in Hong Kong and LA, connecting people and brands through audience-centered storytelling. Being globally minded, I see design as a craft, working hands-on across print, branding, and digital to create engaging, transformative and purposeful experiences.

Experience

BBC UX&D, London

Design Sprint Participant (2024)

- Selected from 80+ CSM BA and MA GCD students for a 5-day "Design for Change" sprint to create a live digital service for young adults.
- Led AURORA's development by shaping strategy, managing copywriting, and overseeing the project from planning to delivery.
- Directed the pitch deck and promotional video, ensuring impactful and concise storytelling.

Design Bridge & Partners, Hong Kong

Creative Intern (Aug-Sep 2023)

- Supported major local and global finance clients with concept development, design ideation, and revamped video branding guidelines with new logo standards.
- Collaborated with Senior Designers and Directors on concept generation and event-focused sprints.

Kith&Kin, Hong Kong

Brand Design Intern (Jul-Aug 2023)

- Designed collateral, merchandise, and web content for clients including Little Bao, Mercury Recalls and Corsican Stars, Goodest, and Bakehouse.
- Contributed to brand strategy workshops, design sprints, and supported client meetings alongside creative directors.

COR, Hong Kong

Project Intern (2022)

- Refined concept ideation and marketing proposals for Rebirth Whisky NFT with the project team, liaising with the Creative Director and CEO to align on strategic vision and goals.

HKWalls, Hong Kong

Design and Arts Administration Intern (2021)

- Assisted in executing events, scouting locations, painting murals, and updated company identity and marketing collateral.

Turner Broadcasting, Singapore

Digital Media Contributor (2018)

- Self-directed and collaborated with other contributors to create promotional digital content aligned with Cartoon Network's rebrand.

Education & Achievements

Central Saint Martins,

University of the Arts London

BA Graphic Communication Design

First Class Honours (2020-2024)

- Addressed environmental, cultural, and social complexities through critical design, culminating in my final project, Dialogues with Trees.

Arts Student Union

Course Representative (2022-2023)

- Organised community events and coordinated representative teams, launching initiatives like the GCD Swap to foster cross-stage collaboration; reported quarterly on student body key issues to the Course Committee

Shortlisted: CSM Shows Identity Design

Central Saint Martins, University of the Arts London
Jan-Feb 2024

Foundations of Project Management

Grow with Google on Coursera
Feb 2022

Next Generation of Brand Transformers

LANDOR & FITCH
Nov 2020

Technical Skills

Tools: Proficient in Illustrator, Photoshop, InDesign, Figma, Lightroom, Notion, Microsoft Office; familiar with Premiere Pro, After Effects

Practices: Print production, branding, design research, layout, web design, art direction, motion graphics

Professional Skills

Core Strengths: Adaptable, detail-oriented, and team-oriented, with strong organizational skills

Client Relations & Outreach: Skilled in coordinating client communication and outreach

Project & Team Leadership: Proficient in strategic planning, delegation, and project management