



CV

Vu Thai

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EXPERIENCE

Senior Graphic & Web Designer

07/2015 - Present

Aaron Rich Marketing
842 Harrison Ave.
Panama City, FL 32404

Provided strategic art and creative direction for a diverse portfolio of over 200 digital marketing clients, including local businesses, county/city organizations, and non-profit/charity groups.

Implemented the use of Adobe XD and Figma to create website and app design concepts, resulting in an 80% reduction in initial client pitch timelines.

Developed and implemented custom WordPress themes and plugins for clients, resulting in a 60% reduction in website development time.

Collaborated with the development team to implement responsive design frameworks, reducing the need for custom mobile builds by 90%.

Developed and implemented a comprehensive content management workflow for the social media and content marketing teams, resulting in a 30% increase in efficiency in creating, managing, scheduling, and publishing content.

Lead Graphic Designer

01/2013 - 07/2015

Aramark
104 N Woodward Ave.
Tallahassee, FL 32306

Produced creative for national brands like Starbucks, Chick-fil-A, Pollo Tropical, Einstein Bros. Bagels, Papa John's, and more to design captivating storefront layouts that increased foot traffic by 20% and generated a 15% boost in sales with attention to detail towards all brand guidelines.

Collaborated with a team of graphic designers across the South region to create a comprehensive graphics library with over 100 InDesign templates, providing colleges and universities without in-house designers access to editable resources such as posters, flyers, and more for their day-to-day operations.

Incorporated strategic layout design and produced a visually appealing multi-page informational booklet showcasing all available meal plans, resulting in a 20% increase in sales of on-campus meal plans to students.

Created unique and visually appealing brand identities for 10 on-campus proprietary brands, including food trucks, convenience stores, dining halls, and athletic concessions.

Graphic Design Intern

01/2012 - 04/2012

The Zimmerman Agency
1821 Miccosukee Commons Dr.
Tallahassee, FL 32308

Developed creative concepts and executed print and digital media as well as marketing materials for high-profile clients, including Party City, Visit Tallahassee, Nature's Own, Florida Prepaid College Board, Club Med, and Homes.com.

Collaborated with senior designers and the creative director to develop and implement best practices in social media and print marketing design, resulting in a 20% increase in engagement metrics.

Implemented new design techniques, design concepts, and graphic design software learned through industry research to improve brand identity, maintaining consistency in brand recognition while boosting brand engagement.

Graphic Designer
SGA Student Publications
Florida State University
Tallahassee, FL 32306

08/2009 - 12/2011

Provided a variety of free creative services such as graphic design, print production, event photography, and more for on-campus student organizations and student government agencies/bureaus.

SKILLS

Adobe Creative Suite	Figma	Graphic Design	Facebook
Illustrator	WordPress	Web Design	Instagram
Indesign	Duda	Branding & Identity	LinkedIn
Photoshop	Shopify	Logo Design	Email Marketing
Premiere Pro	Squarespace	Print Design	Mailchimp
Adobe XD	Wix	Product Design	Constant Contact
Microsoft Excel	Webflow	Typography	
Microsoft PowerPoint	HTML/CSS	Wireframing	
Microsoft Word	JavaScript	Prototyping	

COMMUNITY

Director of Marketing & Public Relations 2014 - 2016
Union of North American Vietnamese Student Associations

Co-created a design, marketing, and public relations committee as a permanent fixture of the organization's cabinet to closely emulate an in-house digital marketing agency for members that are students and/or young professionals in the digital marketing industry to gain hands-on experience working in an agency environment as designers, copywriters, project managers, and more.

Co-Founder, Board of Advisors 2014 - Present
Asian American Alumni Network
Florida State University
Tallahassee, FL

Chartered an official network affiliate of the FSU Alumni Association for Asian American and Pacific Islander (AAPI) alumni of the university to further engage members post-graduation as well as create opportunities to expand peer and alumni networks, improve career development and placement, and provide financial support for scholarships and programs for current and future AAPI students.

Secretary, Executive Board 2012 - 2014
Union of North American Vietnamese Student Associations

Overhauled organization's entire file management for easier access of documents and files on a dedicated cloud-based platform. Directed a dedicated committee for all organizational marketing and PR efforts, including managing all social media marketing, email newsletters, press releases, website updates, and other digital campaigns.

Council of Regional Representatives, Southeast 2011 - 2012
Union of North American Vietnamese Student Associations

Networked with and connected Vietnamese student organizations throughout Florida, Georgia, Tennessee, South Carolina, and North Carolina with the resources and opportunities provided by UNAVSA, including the promotion of regular programming and the annual leadership conference.

Executive Director 2009 - 2010
Asian American Student Union
Florida State University
Tallahassee, FL

Integrated into the Office of Multicultural Affairs' network with other multicultural agencies to provide better resources and toolkits for affiliate groups and members under the organization's umbrella to utilize. Spearheaded AAPI registration campaigns for the 2010 United States census both on and off-campus throughout the city of Tallahassee, FL. Coordinated programming that facilitated deliberative dialogue and educational trainings on AAPI advocacy, equity, and social justice issues.

President
Vietnamese Student Association
Florida State University
Tallahassee, FL

2008 - 2010

EDUCATION

Florida State University
Bachelor of Fine Arts, Graphic Design
Magna Cum Laude w/ Honors
3.8 GPA

07/2007 - 11/2011

FSU President's Undergraduate Humanitarian of the Year nominee, 2012
Ann Kirn Scholarship recipient, 2011

AWARDS

American Advertising Awards, 2019 - Gold, Silver
American Advertising Awards, 2018 - Gold, Silver
American Advertising Awards, 2016 - Best of Show, Gold, Silver

PRESENTATIONS

Here and Queer, UNAVSA Civic Engagement Podcast, 2018
Creating the Way, UNAVSA-13 Conference, 2016
Navigating LGBTQIA+ Identities, UNAVSA-10 Conference, 2013