

# JOELLA HUYNH

## PERSONAL PROFILE

Email: [joella.h4@gmail.com](mailto:joella.h4@gmail.com)

Portfolio: [joellahuynh.com](http://joellahuynh.com)

## SKILLS

Sketch  
InVision  
Adobe XD  
Figma  
HTML  
Photoshop  
Illustrator  
After Effects

## COMPETENCIES

Design Research  
Rapid Prototyping  
User Interface  
Responsive Web Design  
Mobile Design

## LANGUAGES

English (Fluent)  
Mandarin Chinese (Working Proficiency)  
Vietnamese (Limited Working Proficiency)  
Japanese (Intermediate)

## EDUCATION

### UNIVERSITY OF MARYLAND

Robert H. Smith School of Business | Expected Graduation: May 2021  
Bachelor of Science, Marketing, Minor in Chinese | GPA: 3.65

### STRATEGIC INNOVATION AND DESIGN FELLOWSHIP

Media Director, HEX Agency | 2018- 2020

- Participated in a two-year interdisciplinary program learning best design practices, UX design processes, and advertising practices.
- Developed and pitched creative deliverables for traditional, display, and social media advertising for The Diamondback and WellNet Healthcare.

## WORK

### INTEGRITY HEALTH

Marketing & Graphic Design Intern | July 2020- August 2020

- Developed original designs and mockups of face mask covers to retail in North and South America in response to the COVID-19 pandemic.
- Researched social media trends, assisted in planning social media and product marketing campaigns for online retail.

### FREELANCE

Marketer, Graphic Designer, & Illustrator | December 2019- Present

- Rebranded Tran Alterations through logo redesign and designed new business cards; applied marketing brand knowledge and design skills.
- Utilize cross-cultural knowledge to illustrate merchandise such as shirts, hats, jackets, pens, water bottles, stickers, for clients including the Kappa Phi Lambda University of Maryland chapter.

## UX PROJECTS

### ARTALLY

Mobile App (Prototype) | October 2020

- Researched and designed a mobile app using Adobe XD within 48 hours for Technica hackathon that provided mentor relationships between professionals in the creative industry and students at traditional four-year colleges.
- Collaborated with back-end developers to develop a working mobile prototype.

### HUNGERFORD CLINARD KINDERGARTEN CHALLENGE

Responsive Web Design and Mobile App (Prototype) | December 2019

- Developed personas, information architecture, low-fidelity wireframes, and high-fidelity prototypes using Sketch and InVision.
- Executed three weeks of user research for best design practices in a website and app that conducts ready money transactions.
- Led user testing with five participants across one mobile prototype.