

Hobert Nguyen

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Work Experience

Brand Designer

Collective Design Agency

Nov 2025 – Apr 2026

Brooklyn, NY

- Collaborated with cross-functional teams (marketing, dev, Creative Director) to develop campaigns and deliver consistent branding for global hospitality clients across digital, social, merchandise, and multi-channel touchpoints.
- Translated F&B market research and competitive insights into presentation decks that defined creative and art direction for brand launches.

Junior Graphic Designer

Burst Creative Group

Oct 2025 – Nov 2025

New Westminster, BC

- Led visual direction for an Indigenous non-profit rebrand from brief through final delivery, through visual storytelling, typography, illustration, and layout exploration.
- Designed 40+ assets across posters, campaign imagery, merchandise, roll-ups, and editorial layouts for an event with 36+ sponsors, 180 delegates, and 260 attendees.

Graphic Design Intern

Studio Nuvo

Dec 2024 – Oct 2025

Vancouver, BC

- Led a team of three designers to build brand systems and visual identities for startups and SMEs, creating reusable templates for consistent rollouts.
- Designed integrated marketing materials for a major product launch across print and digital, contributing to a 30% increase in product awareness.
- Built an asset and component library to streamline content and improve design consistency.

Graphic Designer

Inca Agency

Jun 2021 – Dec 2023

Ho Chi Minh, Vietnam

- Designed visual identities, packaging systems, and campaigns for 60+ clients across retail and luxury goods, translating brand strategy into cohesive visual language.
- Produced 100+ print and digital assets (catalogs, signage, ads, merchandising), reaching 50K+ Facebook impressions.
- Redesigned the company portfolio website with improved responsive layout and e-commerce UX, contributing to a 30% increase in email click-through rate.

Volunteer

Graphic Design Volunteer

Cassie and Friends

Oct 2025 – Nov 2025

Vancouver, BC

- Redesigned trauma-informed kits and medication sheets to help children with Juvenile Arthritis face injections with confidence, expanding reach and equity nationwide.
- Supported fundraising efforts generating \$5,000+ through visual storytelling and print-ready collateral.

Education

Vancouver Community College

Graphic Design Diploma

Jan 2024 – Oct 2025

GPA: 4.19/4.33

- Glenn Hyatt Memorial Scholarship for Excellence 2024, Scotiabank Student GIC Scholarship 2025.

Skills

Adobe Creative Suite, Figma, After Effects, Google Slides, Landing pages, display ads, social media, campaign imagery, brand systems, visual identities, typography, layout, infographics, multi-channel execution, brochures, posters, roll-ups, event collateral, large-format signage, editorial layout, Shopify/e-commerce visuals, detail-oriented, collaborative, marketing-savvy, strong communicator.

Others

Awards: Winner (Week 90), Runner-up (Week 95) – @DesignerBriefs; BOTD (Brand of the day) – Braaands.co

Features: Pentawards; Packaging of the World; Braaands.co; World Brand Design Society.