



QUYEN TRUONG

 qtruong.com
 quyenhtutruong@gmail.com
 linkedin.com/in/quyenhtutruong

education

Temple University
Klein College of Media and Communication
May 2019 | Philadelphia, PA
BA, Advertising

awards

2019 Klein College of Media and
Communication
Excellence in Art Direction

2019 District 2 National Student
Advertising Competition
2nd Place

2018 Temple Adobe Creative Jam
1st Place

2017 Marketing EDGE Collegiate
ECHO Challenge by Fossil
3rd Place

2017 National Society of Asian
Scientists and Engineers
Best New Chapter

experience

Designer and Illustrator // Freelance

Jan 2017 – Present | Philadelphia, PA

Assist various organizations, professionals, and social media influencers in designing brand visuals such as logos, business cards, prints, resumes, websites, stickers, apparel, cover arts, and coins.

Select Clients: Philly Sushi, US Army, Bok Nero, Janette's Cupcakes, American Red Cross, UkeWithNix, Asian Mosaics Fund

Creative Director // National Student Advertising Competition

Jan 2019 – Apr 2019 | Philadelphia, PA

Conceptualized an award-winning advertising campaign and designed print, digital banners, direct mail, and out-of-home ads for Wienerschnitzel, an American fast-food chain.

Graphic Design Intern // Mole Street Agency

Aug 2018 – Dec 2018 | Philadelphia, PA

Worked alongside the Creative Director in designing marketing collateral used in newsletters, social media, Eventbrite, and WordPress for clients such as Blue Bell Inn, SugarHouse Casino, and Glenmede.

Art Director // Marketing EDGE Collegiate ECHO Challenge

Sep 2017 – Dec 2017 | Philadelphia, PA

Developed an integrated marketing strategy for Fossil, an American watch and lifestyle company, and designed ads to ensure the strategy's creative vision was delivered.

leadership

Coordinator // US Army Social Media Marketing Summit

Sep 2018 | Philadelphia, PA

Facilitated a workshop teaching U.S. Army staff how to create, curate, and manage published content for scholarship outreach.

Co-Founder and President // Society of Asian Scientists and Engineers

Jan 2017 – Jun 2018 | Philadelphia, PA

Organized campus events to aid students in developing leadership and networking skills, as well as led Temple's chapter in co-hosting SASE's biggest regional conference of 500+ attendees with student leaders within the Northeast region.

Media Lead // Asian Americans United

Jun 2016 – Present | Philadelphia, PA

Design social media graphics, event flyers, and coordinate the itinerary for the annual Mid-Autumn Festival.

skills

Design

Illustration
Typography
Hand Lettering
Art Direction
Brand Identity

Tools

InDesign
Photoshop
Illustrator
Premiere Pro
Procreate
Microsoft Office

Languages

English
Vietnamese