

Linh Do

Graphic Designer | UX Designer | Marketing Creative

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PROFESSIONAL SUMMARY:

Innovative and detail-driven Graphic and UX Designer specializing in digital media, multimedia design, brand development, and marketing communications. Expert in crafting user-centered designs and producing compelling multimedia content. Proficient in Adobe Creative Suite, UX/UI tools, and content management platforms. Skilled at collaborating with cross-functional teams to deliver impactful visual solutions aligned with business objectives.

CORE SKILLS:

- Graphic design skills: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Canva, layout and design
- UX/UI design: Figma, Adobe XD, wireframing, prototyping, user research
- Digital marketing: Google Analytics, content creation, social media marketing, email marketing, SEO basics
- Web & CMS: WordPress, Wix, website design, website maintenance
- Project support: brand guidelines, visual asset creation, print & digital collateral
- Collaboration: cross-functional communication, time management skills, attention to detail, ability to meet deadlines

PROFESSIONAL EXPERIENCE:

Marketing & Communication Intern

Toronto Global – Toronto, ON | September 2023 – June 2025

- Supported the development of Toronto Global's updated Brand Guidelines (launch 2025).
- Produced branded visual assets for digital and print, including annual reports, AI guidelines, and promotional materials.
- Monitored media trends and evaluated business opportunities in the Toronto Region for weekly reports.
- Coordinated content calendar planning and created original content for social media and corporate website.
- Strengthened understanding of Toronto Global's value proposition to assist in attracting business investment.

Marketing & Creative Intern

Branding Badge & Pfenning Group, LLC / Equipment Dudes – Toronto, ON & Cleveland, OH | July – August 2023

- Developed digital marketing assets, managed website content and updates, upheld brand consistency, and revamped company websites to enhance brand presence and user experience.

Graphic Designer

Innovative Hub (SG) Pte Ltd – Ho Chi Minh City, Vietnam | May 2021 – December 2022

- Crafted promotional banners, social media ads, infographics, videos, email templates, and event landing pages.
- Designed custom icons, illustrations, and website graphics.
- Designed e-commerce store interfaces for Alibaba in alignment with brand guidelines.
- Executed production of event materials including backdrops, standees, leaflets, and catalogs.

EDUCATION

Master of Digital Media – GPA: 3.9 | Toronto Metropolitan University – Toronto, ON | Jan 2023 – Jan 2024

Bachelor of Digital & Studio Arts – GPA: 3.88 | The State University of New York – Oneonta, NY | 2019 – 2021

- Dean's List (2019, 2021) | Provost's List (2020)
- Recipient of Andritz - Rightmire Award for Creativity

Associate Degree in Liberal Arts – GPA: 3.7 | Seattle Central College – Seattle, WA | 2017 – 2019

- Completed High School Diploma (2+2 program)

CERTIFICATIONS

- Google UX Design Certificate – Coursera (Apr 2023) | Credential: 9K7TK94Y6YHE
- Google Digital Marketing & E-commerce Certificate – Coursera (Aug 2023) | Credential: XG9EAAAYVUAQ