

MAYA

Portfolio : mayanguyendesign.com
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NGUYEN

Graphic designer focused on visual storytelling, branding, and experience-led design. Inspired by travel, culture, and refined aesthetics, I create cohesive visual worlds that emphasize atmosphere, narrative, and intention. I'm particularly drawn to projects in travel, fashion, lifestyle, luxury hospitality, and creative experiences.

WORK EXPERIENCE

SAINT-URBAIN

{MAY 2025 - PRESENT}

Junior Designer (Remote)

Assist in the development of brand identities. Interpret briefs to define brand voice and visual direction. Produce internal toolkits, brand guidelines and decks. Create client assets within existing brand systems, leverage generative AI to produce art directed imagery.

DRIVE MARKETING

{SEPT 2023 - 2025}

Graphic Designer (Remote)

Led a major evolution of the company's brand guidelines, managed full planning and creation of social media posts, and designed ads + brand identities & brand guidelines for B2B clients.

{2022 - PRESENT}

Freelance Designer / Independent Projects

Freelanced on various projects, including logos, visual identities, event branding, and digital/print media. Collaborate with clients to develop concepts, present options, and deliver assets that reflect their values and objectives. Recent work includes creating text-heavy pitch decks with clear visual hierarchy for startups in health and technology.

EDUCATION

UQÀM {2021 - 2024}

Bachelor's Degree in Graphic Design

STUDIES ABROAD : Intuit Lab Paris (F2023), Gray's School of Art (W2024)

SKILLS

{HARD SKILLS} Logo design, layout & composition, typography, generative AI, photography, photo editing, motion design (basic), digital & print asset creation, video.

{SOFT SKILLS} Conceptual thinking, visual storytelling, aesthetic resilience, collaboration-oriented autonomy, attention to detail, ability to adapt to new contexts, responsiveness, intellectual curiosity, sense of initiative, logical planning.

CERTIFICATIONS

STARWEAVER - COURSERA {2026}

Luxury Hospitality & Brand Innovation

INSIDE LVMH {EXP. JULY 2026}

Creation & Branding, Retail & Client Exp.

LANGUAGES

French (Native)

English (C2)

INTERESTS

Travelling, curating addresses, vintage and second-hand fashion, niche perfumery, photography, food culture, luxury hospitality, wellness, art-directed fashion shows and brand activations.