

MINDY DUONG

<http://min-d.com>

562-537-8882

info@min-d.com

[linkedin.com/in/mindy-duong/](https://www.linkedin.com/in/mindy-duong/)

CREATIVE DIRECTION, BRANDING, MARKETING STRATEGY

With over 15 years experience as creative lead in digital media, bringing creative strategy, vision, communication, and management with an emphasis cultivating brand identity and loyalty for global brands with insight driven audience engagement.

SKILLS & EXPERTISE

- Project Leadership
- Creative Lead
- Art Direction
- Campaign Management
- Brand Identity & Activation
- Marketing Strategy
- Graphic Design
- Advanced Photoshop
- UX/UI Development
- Budget Management
- Agile/Waterfall
- Global Teams Collaboration
- Vendor Management
- Data Analysis
- Email Campaign

TECH TOOLS

Advanced Adobe Suite:

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- Dreamweaver
- Lightroom

Proficient:

- HTML5
- CSS
- Javascript
- WordPress
- Visual Studio
- SharePoint
- ASP,MVC, GitHub, PHP
- SEO, Google Analytics, UTM
- JIRA, AZURE
- Dynamics 365 CRM

CAREER HIGHLIGHTS

- Drove 35% brand growth in three months for East West Bank through the strategic rebrand of the corporate website including streamlining 400+ pages, localization and ADA compliance.
- Championed the development and implementation of 800+ campaigns annually for 5+ BCBG Max Azria Group brands, including digital overhaul processes and front-end design projects.
- Increased sales 20% over two years at Lovan USA through brand activation, content generation, multimedia advertising, and loyalty strategies.
- Secured \$800k+ over the past 7 years for the annual United Way fundraising initiative and awarded the Individual Award of Appreciation and the Philanthropy Award by the United Way of Greater Los Angeles.
- Invited to speak at multiple industry events, including the 2020 Design Thinking Conference by Design & Innovation Global, Capgemini's Women in Design Thinking, and Genuent's Talent Path Speakers Series.

PROFESSIONAL EXPERIENCE

East West Bank: Pasadena, CA

Nov. 2012 – Present

Vice President of Design and UX

- Cultivated cross-functional team of 6 in 3 locations (Pasadena, India and China), ranging from junior to senior level designers and developers, overseeing all aspects of design lifecycles, providing creative direction in the ideation, UX development, and delivery of brand-aligned website, intranet, print, and digital media content.
- Co-collaborated with management team on strategic direction and design direction for the new brand system and brand activation across web, mobile, print and social media platforms.
- Conceptualized, designed, and launched Reach Further, an online news magazine and drove subscription increase 20% in first year.
- Oversaw rollout of new email marketing tool, Dynamics 365 Marketing. Managed training sessions while authoring a quick guide for reference improving user adoption to 50%.
- Led the conceptualization, design and production for annual company events, including the United Way fundraising campaign, the family fun day event, and all monthly associate after hour social gatherings.



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EDUCATION

University of California
Riverside, CA
Bachelor of Arts:
Liberal Arts and Theater

Exchange Program:

Chinese University of
Hong Kong
Shatin, Hong Kong

LANGUAGES

Cantonese
Mandarin
Vietnamese

PROFESSIONAL EXPERIENCE *(continued)*

BCBG MaxAzria: Vernon, CA Jan. 2010 – Nov. 2012
Web Design Manager

- Recruited, hired, and trained staff of 4 to support operations of online marketing campaigns and boosted brand awareness and customer engagement by 20%.

Lovan USA: Paramount, CA Jan. 2000 – Jan. 2010
Principal | Creative Director

- Spearheaded consumer awareness, multimedia advertising, and client retention initiatives that improved sales by 20% within two years.

PRESENTATIONS & SPEAKING ENGAGEMENTS

- United Way Campaign (Co-Ambassador)
- Design Portfolio Review Leader
- InVision Design Leadership
- AIGA Design Leadership
- Ladies that UX (member)

HONORS & AWARDS

- **(2017)** "You're A Star" Award, 10-time winner – East West Bank
- **(2016)** Individual Award of Appreciation – United Way of Greater Los Angeles
- **(2013)** Philanthropy Award Winner – United Way of Greater Los Angeles

PRESENTATIONS & SPEAKING ENGAGEMENTS

- **(2020)** Design Thinking Conference Speaker – Design & Innovation Global
- **(2019)** The Hygge Series Speaker – Stellar Agency
- **(2019)** Women in Design Thinking Speaker – Capgemini
- **(2019)** Talent Path Speakers Series Speaker – Genuent