

MELISSA KIM HUYNH

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EXPERTISE

VISUAL DESIGN
MOTION DESIGN
2D ANIMATION
GRAPHIC DESIGN
PRODUCTION DESIGN
SOCIAL MEDIA
PAID MEDIA
CONTENT PRODUCTION
CREATIVE CONCEPT
VIDEO EDITING
STORYBOARDS
PHOTO EDITING
IMAGE RETOUCHING
GAMEPLAY CAPTURE
GAME ART
ILLUSTRATIONS
IDENTITY SYSTEMS
BRAND DESIGN
TYPOGRAPHY
MULTIMEDIA
BROADCAST CHANNELS
DIGITAL DESIGN
PRINT DESIGN

SOFTWARE

Adobe Creative Suite, InDesign, Premiere, After Effects, Media Encoder, Photoshop, Illustrator, Slides, Figma, Chime, Asana, Monday, Slack, Trello, Zoom, Keynote, Powerpoint, Box, Pages, Word, Numbers, Excel, Acrobat

EDUCATION

KANSAS CITY ART INSTITUTE
BACHELOR OF FINE ARTS (BFA)
GRAPHIC DESIGN

AMAZON (RUN STUDIOS)

PRODUCTION DESIGNER AUG 2022 – PRESENT

- + Established effective templates and layouts across multiple channels to improve workflow, streamline production, and deliver creative at scale.
- + Provided design support and compelling assets for on-site and off-site: mobile app, web pages, display ads, email, paid social, and notifications.
- + Cross-functional teamwork focused on innovative customer-obsessed solutions to ensure consumer preference and shopping satisfaction.
- + Utilized the Adobe Creative suite (After Effects, Photoshop, Illustrator, InDesign) and Figma to supply deliverables and motion-based graphics.

ZWIFT

SENIOR MOTION GRAPHIC DESIGNER NOV 2021 – MAY 2022

- + Developed the motion strategy and video/visual design system with style playbooks and usage guidelines to strengthen brand consistency.
- + Self-directed explorative studies and implemented direction with motion-based discoveries to bring the brand message and ideas to life.
- + Led layout development and templation across brands/programs to enable concept, design adaptation, and collaboration on digital platforms.
- + Created training materials to coach, mentor, and guide with the onboarding development process and unify the design ecosystem.
- + Presented user/customer-centric designs to leadership aligned with marketing approaches, strategic input, business goals, and objectives.
- + Produced media content for rapid mockups and fast-paced projects based on data, metrics, and insight from user interaction/feedback.
- + Owned continuous improvement on the creative process and efficiency to deliver high-quality work and products across multiple categories.

MOTION GRAPHIC DESIGNER JUL 2018 – NOV 2021

- + Attention to detail provided in exceptional storytelling with animation, motion, graphics, visual design, and branding to enhance engagement.
- + Navigated challenges and communicated design solutions to stakeholders while driving the review cycles with best design practices.
- + Managed complex creative initiatives and tasks to develop visual experiences from concept, production, execution, and final delivery.
- + Developed and organized the file structure and naming convention to archive collected versions, assets, deliverables, and templates.
- + Proactive in team collaboration across all levels to plan, execute, and deliver bar-raising results while maintaining brand standards and values.
- + Executed on-brand graphics and motion design for campaigns and in-game events to increase participation, retention, and subscriptions.

GRAPHIC DESIGNER OCT 2017 – JUL 2018

- + Proficient with design principles, typography, composition, and color theory across platforms: mobile, tablet, desktop, social, and broadcast.
- + Performed shared tasks and activities with the global internal teams, external parties, and partners for successful lead-ups and launches.
- + Provided excellent visual designs and content production to drive traffic, engagement, and awareness for training, fitness, and activities.
- + Ensured designs are delivered on time to meet deadlines with clarity.
- + Utilized design and technical tools/systems to resolve troubleshooting.

QUARTERMASTER MARKETING

DESIGNER FEB 2016 – SEP 2017

- + Image/photo edits on commercial products for package designs and print.
- + Managed multiple projects while prioritizing to meet deadlines.
- + Produced animations, designs, and videos for in-house and clients.