

Giang Hoang My

Graphic & Digital product designer

Professional summary

- Experienced Designer with **7+ years** of experience delivering scalable, user-centered visual and digital design solutions across branding, marketing, and product platforms. Strong expertise in transforming complex requirements into clear, intuitive layouts, artwork, and design systems for both digital, physical design and interactive installations.

- Highly proficient in **Adobe Creative Suite, MAC OS**, with hands-on experience designing banners, advertisements, production artwork, and customer-facing visuals. Skilled in developing **visually effective, production-ready, and compliance with internal standards**. Support multiple projects simultaneously while meeting strict manufacturing and delivery timelines.

Experience

Avery Dennison (6/2025-now) - Digitizer

- Responsible using specialized software to digitizing Graphic Designs into Digital Embroidery Designs to manufacturing for high-end Sportswears (**MLB, NBA, NHL, NFL, CFL, MLS.**)

- Join the Graphic Designing Team for creating and refine **graphic concepts/patterns into production-ready designs** that meet manufacturing and machine specifications.

- Modify existing designs, adjust layouts, colors, to ensure quality, efficiency, and cost optimization.

Humber College(8/2023-12/2023) - Lead Digital Product Designer

- Collaborated with **cross-functional teams** to deliver mobile-first AR applications and booth designs, enhancing client engagement and program awareness and helps increased student enrollment by 59% through **user-centered design** improvements.

- Designed **banners, posters, digital ads, and promotional artwork** to align with brand guidelines and printing specifications.

- **Collaborated with marketing teams and stakeholders** to ensure accuracy, consistency, and timely delivery of design materials.

BMOBank(1/2023-4/2023) - Lead Digital Product Designer

- Designed BMO's marketing landing pages, enabling seamless account opening experiences for new clients.

- Designed **marketing banners, branded visuals, and promotional assets** for customer acquisition campaigns.

HDBank(9/2020-8/2022) - Lead Graphic & UX/UI Designer

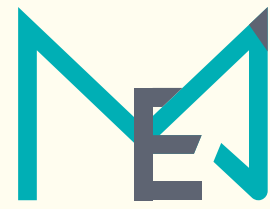
- Managed **cross-functional team** in redesigning HDBank's financial services, leading to an improvement in user interactions and a platform rating increase to 3.9.

- Main projects are **HDB Card, HDB Robot, Petrolimex POS machines** branding assets, banners, advertisements, POS visuals, and marketing materials, driving an increase in Visa card usage and over 500,000 new cards.

- Led **cross-team workshops** and design jams, ensuring cohesion across products and faster design cycles.

Mangoads(6/2018-7/2020) - Graphic &UX/UI Designer

- Developed advertising and promotional visuals for major brands including: **MB Bank, Pomina steel, DaLat milk, Thien Long Group stationery, Monster Energy Drink, Bobby Baby Diapers, ...**



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Education

Humber College

- Canada (2023 -2024)
Interactive Media Management – Creative Technologies (Post-Graduate Program)

Sheridan College

- Canada (2022 - 2023)
Digital Product Design (Post-Graduate Program)

RMIT University

- (2014 - 2018)
Bachelor of Design(Digital Media)

Skill

- Proficient in Adobe Suite, InVision, MAC OS, Microsoft Office, File Maker

- Branding, Labels, Patterns & Packaging

- Multi-project & Deadline Management

- Color Optimization & Cost-efficient Design

- Strong communicator, detail-oriented, cross-functional team collaboration, innovative problem-solving, digitally savvy

Training

-First Aid & CPR/AED level C (BL), Canadian Red Cross (2023)

-Access Forward - AODA Certificate (2022)

-Be QC ready - Building Cultural Intelligence, Common Purpose (2015)

