



# Nhi Bao Truong

● available now

Senior Graphic Designer with 7+ years of agency and in-house experience specializing in CPG packaging design and brand identity systems. Experienced in leading packaging projects from concept through production, translating strategic positioning into compelling, shelf-impact visual systems. Strong foundation in print production, dieline development, and packaging workflows, with a refined eye for typography, hierarchy, and craft. Passionate about creating packaging that connects with consumers at the moment of truth and performs in competitive retail environments.

[truongdesign.com](http://truongdesign.com)

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## creative strengths

Concept Development  
Visual Storytelling  
Strategic Thinking  
Cross-Functional Collaboration  
Detail-Oriented Execution

## expertises

Packaging & Retail Materials  
CPG Packaging Systems  
Art & Layout Design  
Website & Landing Page Design  
Print Production  
Motion Graphic & Video Editing  
Brand Identity & Visual Systems  
Digital Advertising  
Illustration & Packaging Visual Assets

## technical skills

Adobe Suite (Illustrator,  
Photoshop, inDesign, Lightroom,  
After Effect, Premiere Pro, Figma  
Procreate...)

## education

### ADVERTISING AND GRAPHIC DESIGN

Humber College'18  
Toronto, ON

### GRAPHIC DESIGN PRODUCTION

Georgian College'16  
Barrie, ON

## off-work

weight-lifting, wine tasting (*just a glass*), hiking, cooking or making a nice cup of matcha latte

## professional experiences

### GRAPHIC DESIGNER - DAC Agency

Nov'24 - Present

**Select Clients:** REVLON, UNIQLO, Factor, Kilwins, Roto-Rooter, Statefarm, Midtown Athletic Club

- Conceptualize and execute integrated campaigns across digital, web, and video platforms
- Translate strategic briefs into compelling visual concepts and production-ready assets
- Collaborate closely with copywriters, strategists, and account teams to develop performance-driven creative
- Develop and execute assets across the marketing funnel, including social, display, landing pages, and video support materials
- Ensure brand consistency across multiple formats, channels, and campaign phases
- Contributed to multi-channel campaigns for national brands

### GRAPHIC DESIGNER - One Planet Group

Dec'21 - Feb'23

**Select Clients:** Buyerlink, California.com, thebeans, Holidays with a Purpose

- Developed brand and marketing assets across digital, print, and social channels
- Participated in internal and client presentations, articulating design rationale and strategic alignment
- Collaborated with marketing and product teams to align creative with business objectives
- Maintained visual consistency across multiple brands and touchpoints

### GRAPHIC DESIGNER & ILLUSTRATOR - Look Beauty Inc.

Jun'19 - Dec'21

**Select Clients:** masquebar, pretty animalz, my iN.gredients, Zitwarrior, clean drops

- Led packaging design development for beauty product lines across primary and secondary packaging
- Translated brand positioning into cohesive packaging systems across SKUs and retail environments
- Developed dielines and prepared print-ready artwork files with strict adherence to production specifications
- Collaborated with factories on substrate selection, finishes, color accuracy, and print quality
- Created custom illustration assets to enhance storytelling and on-shelf differentiation

### JUNIOR GRAPHIC DESIGNER (CONTRACT) - CGICA INC.

Jan'19 - Apr'19

**Select Clients:** Rolltation, Pablo cheese tart, Spring sushi, Captain Boil, Yang teashop, ACE pet supplies

- Supported senior designers on marketing and corporate communication materials
- Designed packaging and social media assets for food & beverage clients within an agency environment
- Produced layout designs and production-ready files
- Assisted in developing brand-aligned visual concepts across print and digital touchpoints
- Collaborated with senior designers and account teams to meet client deadlines and campaign objectives

### JUNIOR GRAPHIC DESIGNER (SEASONAL INTERN) - Lenick In-House

Jun'18 - Aug'18

- Assisted in the creation of digital and print assets for client and in-house marketing initiatives
- Prepared files for print production, ensuring proper formatting, bleed, and technical accuracy
- Collaborated with production and press teams to resolve artwork and formatting issues
- Ensured artwork met technical specifications for various print methods and substrates
- Conducted preflight checks to maintain file accuracy and production quality